

April 3<sup>rd</sup>, 2018

Urban Design Commission  
Department of Planning and Development  
215 Martin Luther King, Jr. Blvd.  
Madison, WI 53701

**Re: Comp Design Review  
Smart Toyota Used Certified  
5710 Odana Rd  
Madison, WI 53719**

**Project Name:** Smart Toyota Certified Used  
Madison, WI 53719  
Parcel# 070930305284

**Owner:** JBA Odana Rd LLC  
53719 Odana Rd  
Madison, WI 53719

**General Contractor:** KF Sullivan  
1314 Emil St  
Madison, WI 53713

**Signage Subcontractor:** Sign Art Studio  
126 S. First Street  
Mount Horeb, WI 53572

To Whom It May Concern,

Within the enclosed attachments you will find our formal sign package proposal for 5710 Odana Rd

The sign package includes a total of 3 wall signs on the south and one ground sign along Odana Rd.

For the west elevation we are asking for the following exceptions to Chapter 31 sign ordinance

- 1) We are asking for two additional signable areas on the south elevation. One for the "Toyota Certified Used Vehicles" sign and another one for the "SMART" sign.
- 2) We are asking to exceed the maximum allowed sign square footage of 80sf to allow a total of 100sf.

We are also asking for the following exceptions to UDD District #3 Signage guidelines. Other than the below exceptions, the proposed sign package meets the guidelines set forth in UDD#3

- 1) 4 (a) vi states that detached signage must be setback 10' from the public right of way for signage exceeding 10sf in size.
- 2) 4 (a) vii states that wall signage shall not exceed 40sf.
- 3) We are asking to exceed the maximum allowed sign square footage of 80sf to allow a total of 100sf.
- 4) We are asking for an exception to exceed the 30% of the signable area for SUBARU letters (NO4) and Don Miller letters (NO5).

#### CDR Criteria:

Sec. 31.043(4) (b) Comprehensive Design Review Criteria. The UDC shall apply the following criteria upon review of an application for a Comprehensive Sign Plan:

1. The Sign Plan shall create visual harmony between the signs, building(s), and building site through unique and exceptional use of materials, design, color, any lighting, and other design elements; and shall result in signs of appropriate scale and character to the uses and building(s) on the zoning lot as well as adjacent buildings, structures and uses.

*We feel that the attached sign plan is of an appropriate scale to the building and the dealerships branding needs. The proposed sign locations compliment the building features to create an effective yet classy overall appearance.*

*Additionally, the proposed sign package is consistent in scope with other car dealerships in the area such as the Toyota dealership across the street*

*The proposed sign package also mimics, in scope, the previously approved Smart Motors sign package*

2. Each element of the Sign Plan shall be found to be necessary due to unique or unusual design aspects in the architecture or limitations in the building site or surrounding environment; except that when a request for an Additional Sign Code Approval under Sec. 31.043(3) is included in the Comprehensive Design Review, the sign(s) eligible for approval under Sec. 31.043(3) shall meet the applicable criteria of Sec. 31.043(3), except that sign approvals that come to Comprehensive Design Review from MXC and EC districts pursuant to 31.13(3) and (7) need not meet the criteria of this paragraph.

*We feel that the proposed signage plan is necessary due to the surrounding dealerships who have sign packages similar in size and scope.*

3. The Sign Plan shall not violate any of the stated purposes described in Secs. 31.02(1) and 33.24(2).

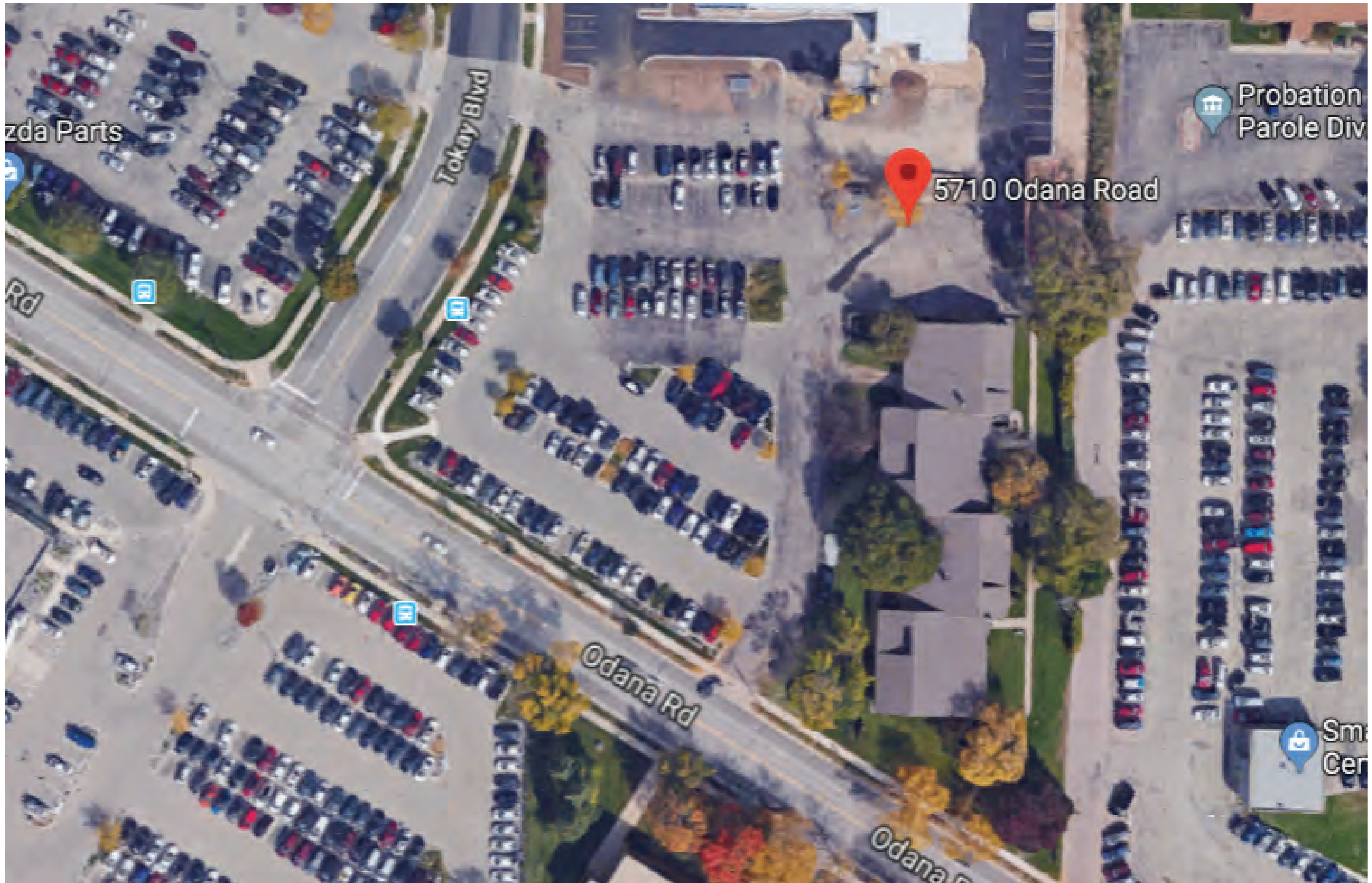
*The proposed sign plan does not violate these stated purposes*

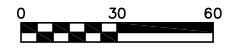
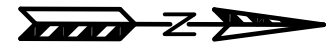
4. All signs must meet minimum construction requirements under Sec. 31.04(5).  
*All signs meet and exceed the minimum construction requirements under Sec. 31.04(5)*
  
5. The Sign Plan shall not approve Advertising beyond the restrictions in Sec. 31.11 or Off-Premise Directional Signs beyond the restrictions in Sec. 31.115.  
*The sign plan does not include any advertising signs or off premise directional signs*
  
6. The Sign Plan shall not be approved if any element of the plan:
  - a. presents a hazard to vehicular or pedestrian traffic on public or private property,
  - b. obstructs views at points of ingress and egress of adjoining properties,
  - c. obstructs or impedes the visibility of existing lawful signs on adjacent property,  
or
  - d. negatively impacts the visual quality of public or private open space.*The proposed sign plan complies with all items in this section.*
  
7. The Sign Plan may only encompass signs on private property of the zoning lot or building site in question, and shall not approve any signs in the right of way or on public property.  
*All proposed signage is on private property*

Thank you for your consideration,

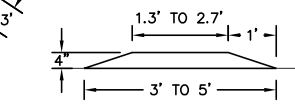
Dan Yoder  
Sign Art Studio  
608-437-2320

5710 Odana Rd: Smart Toyota Used





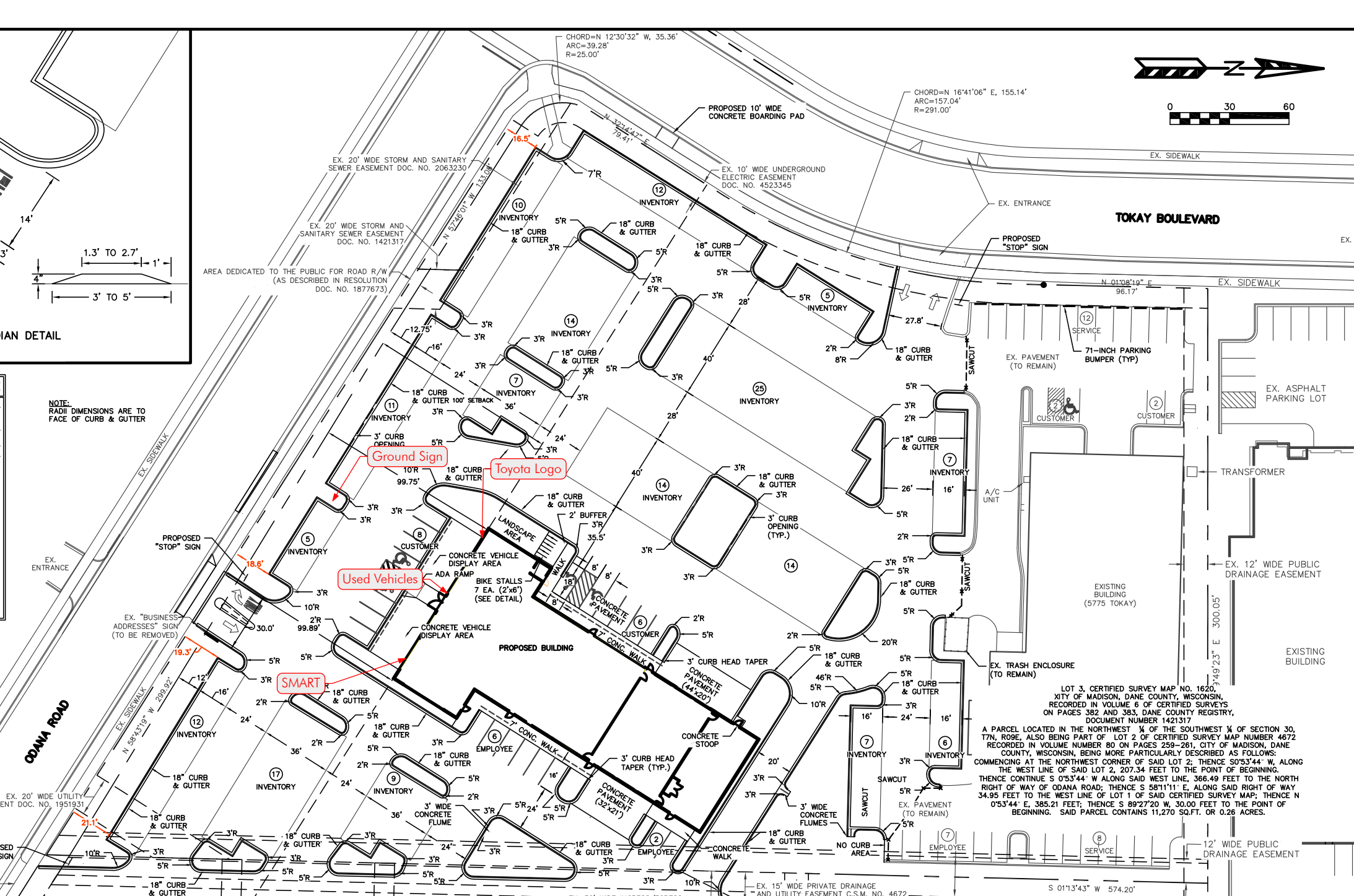
PLAN DETAIL



NOTE: RADII DIMENSIONS ARE TO FACE OF CURB & GUTTER

ODANA ROAD

TOKAY BOULEVARD



EX. 20" WIDE STORM AND SANITARY SEWER EASEMENT DOC. NO. 2063230

EX. 20" WIDE STORM AND SANITARY SEWER EASEMENT DOC. NO. 1421317

AREA DEDICATED TO THE PUBLIC FOR ROAD R/W (AS DESCRIBED IN RESOLUTION DOC. NO. 1877673)

CHORD=N 12°30'32" W, 35.36'  
ARC=39.28'  
R=25.00'

CHORD=N 16°41'06" E, 155.14'  
ARC=157.04'  
R=291.00'

PROPOSED 10' WIDE CONCRETE BOARDING PAD

EX. 10' WIDE UNDERGROUND ELECTRIC EASEMENT DOC. NO. 4523345

EX. ENTRANCE

PROPOSED "STOP" SIGN

EX. SIDEWALK

EX. SIDEWALK

EX. PAVEMENT (TO REMAIN)

71-INCH PARKING BUMPER (TYP)

EX. ASPHALT PARKING LOT

TRANSFORMER

EXISTING BUILDING (5775 TOKAY)

EXISTING BUILDING

LOT 3, CERTIFIED SURVEY MAP NO. 1620, CITY OF MADISON, DANE COUNTY, WISCONSIN, RECORDED IN VOLUME 6 OF CERTIFIED SURVEYS ON PAGES 382 AND 383, DANE COUNTY REGISTRY, DOCUMENT NUMBER 1421317

A PARCEL LOCATED IN THE NORTHWEST 1/4 OF THE SOUTHWEST 1/4 OF SECTION 30, T7N, R9E, ALSO BEING PART OF LOT 2 OF CERTIFIED SURVEY MAP NUMBER 4672 RECORDED IN VOLUME NUMBER 80 ON PAGES 259-261, CITY OF MADISON, DANE COUNTY, WISCONSIN, BEING MORE PARTICULARLY DESCRIBED AS FOLLOWS: COMMENCING AT THE NORTHWEST CORNER OF SAID LOT 2; THENCE S0°53'44" W, ALONG THE WEST LINE OF SAID LOT 2, 207.34 FEET TO THE POINT OF BEGINNING; THENCE CONTINUE S 0°53'44" W ALONG SAID WEST LINE, 366.49 FEET TO THE NORTH RIGHT OF WAY OF ODANA ROAD; THENCE S 58°11'11" E, ALONG SAID RIGHT OF WAY 34.95 FEET TO THE WEST LINE OF LOT 1 OF SAID CERTIFIED SURVEY MAP; THENCE N 0°53'44" E, 385.21 FEET; THENCE S 89°27'20" W, 30.00 FEET TO THE POINT OF BEGINNING. SAID PARCEL CONTAINS 11,270 SQ.FT. OR 0.26 ACRES.

EX. 15' WIDE PRIVATE DRAINAGE AND UTILITY EASEMENT C.S.M. NO. 4672

S 01°13'43" W 574.20'

12' WIDE PUBLIC DRAINAGE EASEMENT

Similar Sign Packages:  
Smart Motors  
Don Miller Subaru

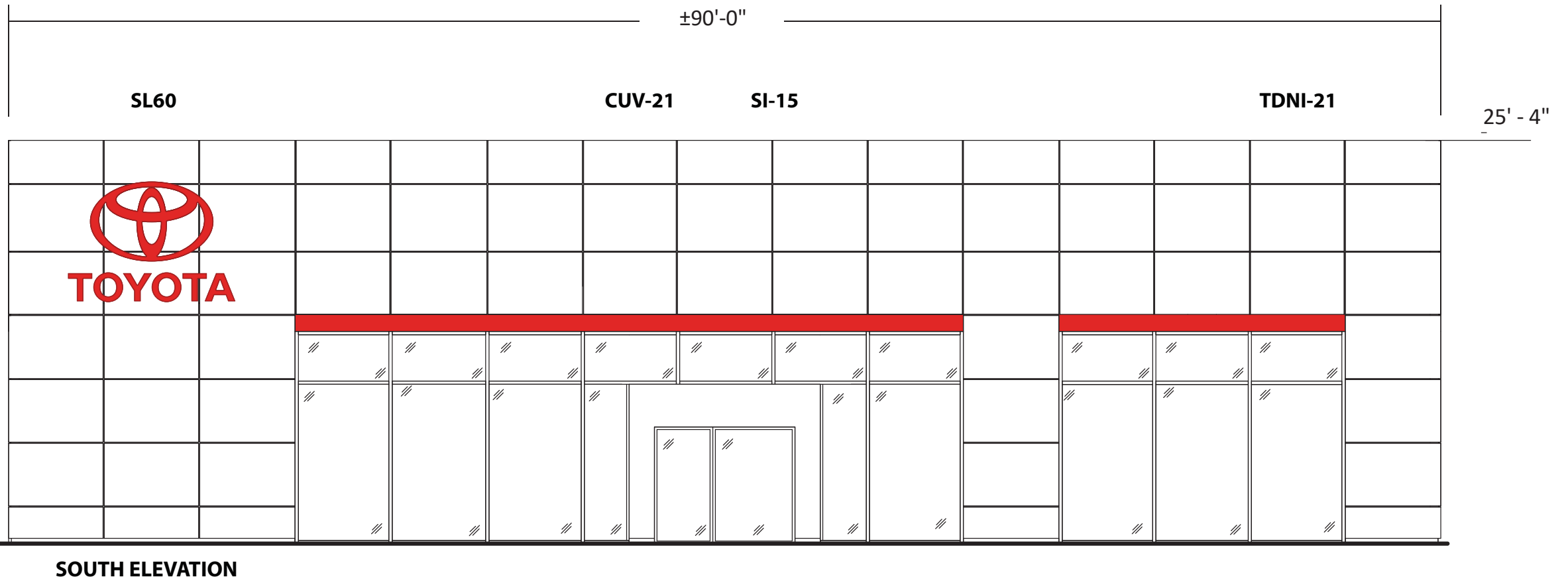


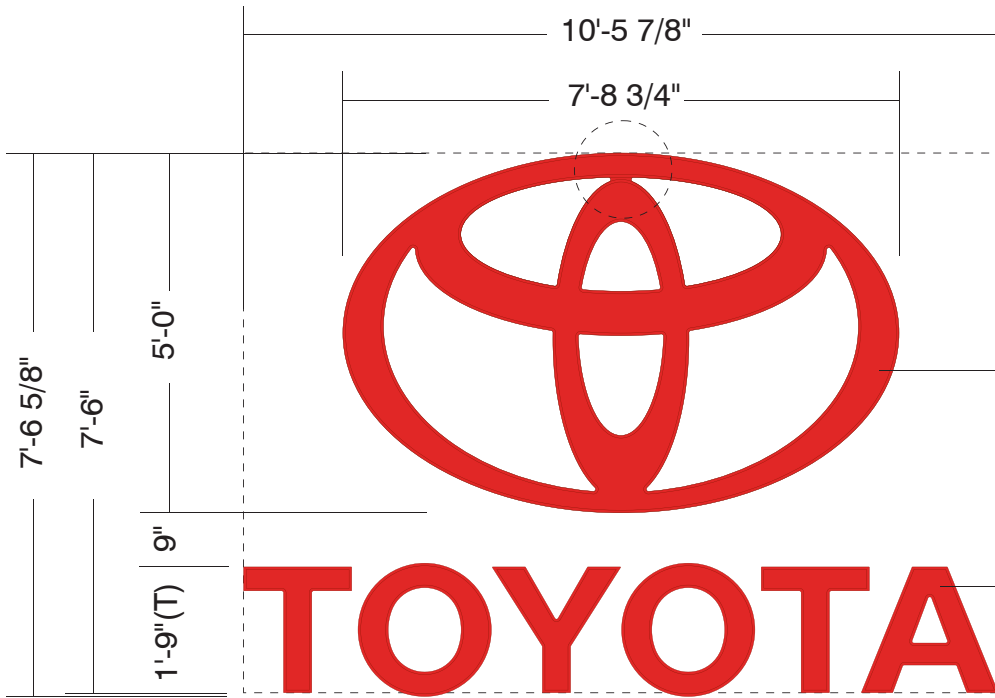
Smart Toyota: 5901 Odana Rd



Don Miller Subaru: 5822 Odana Rd

Code Compliant: Shows single sign at 62sf.





**Toyota Brand Overall Perimeter**  
7'-6" x 10'-5 7/8"  
78.67 SQ. FT.

30.35 SQ. FT.

18.35 SQ. FT.

**Toyota Brand Elements**  
48.70 SQ. FT.

**Specifications**

**SL60 - Illuminated Logo & Letters**  
Panned & embossed clamshell trim  
Lexan Polycarbonate: Bayer Red D99  
Aluminum Coil Pre-Painted red  
3M 3635-20B block out vinyl applied second surface  
Illuminated with red LED  
Electrical hook-up by others

**Colors**

- Bayer Red D99
- 3M 3635-20B Block out vinyl

**Project ID**

LM2-11461

Date: Oct-11-2016  
Scale: 3/8"=1'  
Sales: A. Jackson  
Designer: A. Ioannou

Rev. #: R1  
Date: 27-Mar-2018

Revision Note:

**Conceptual**

Information Required:

**Master**

**Electrical**

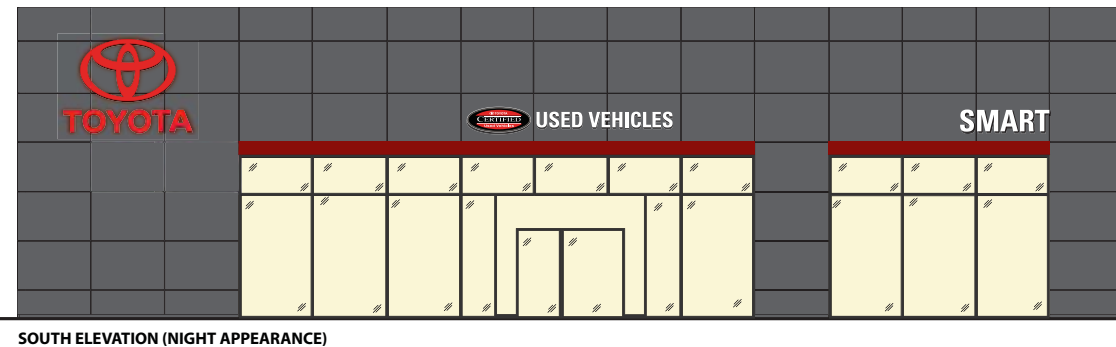
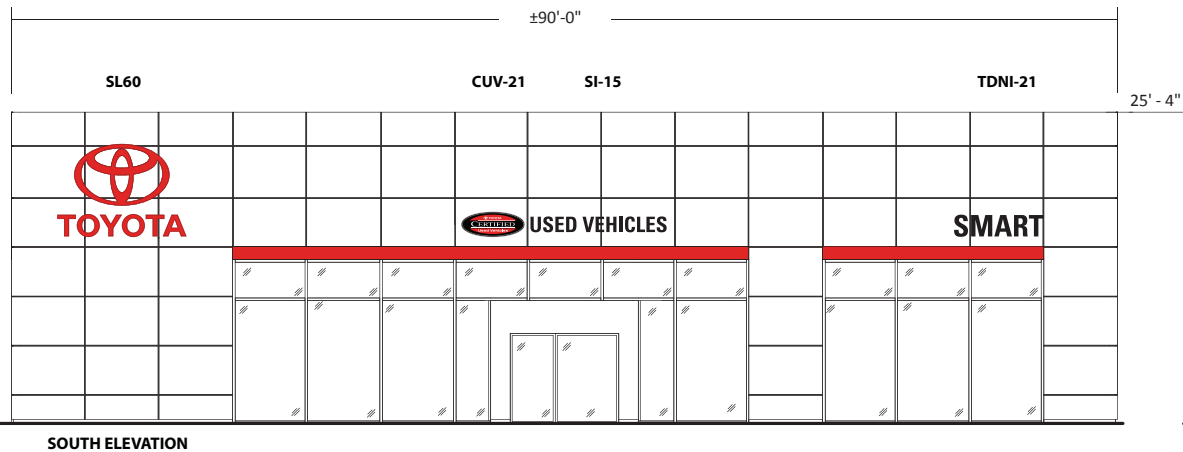
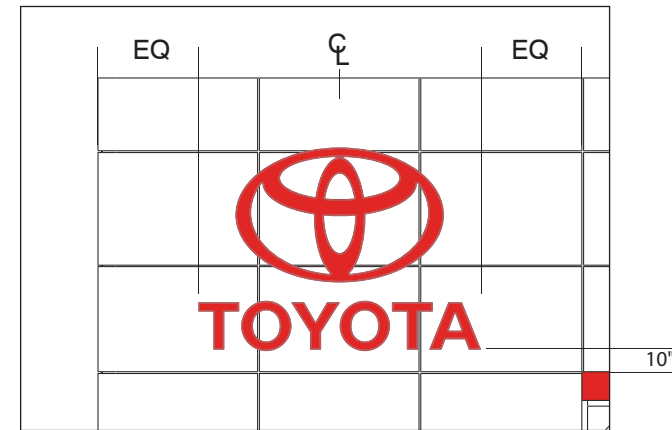
- 120V
- 347V
- Other \_\_\_\_\_

**Customer Approval**

Signature \_\_\_\_\_  
MM/DD/YYYY

It is the Customer's responsibility to ensure that the structure of the building is designed and constructed to accept the installation of the signs being ordered. Please ask PSG to provide further details if required.

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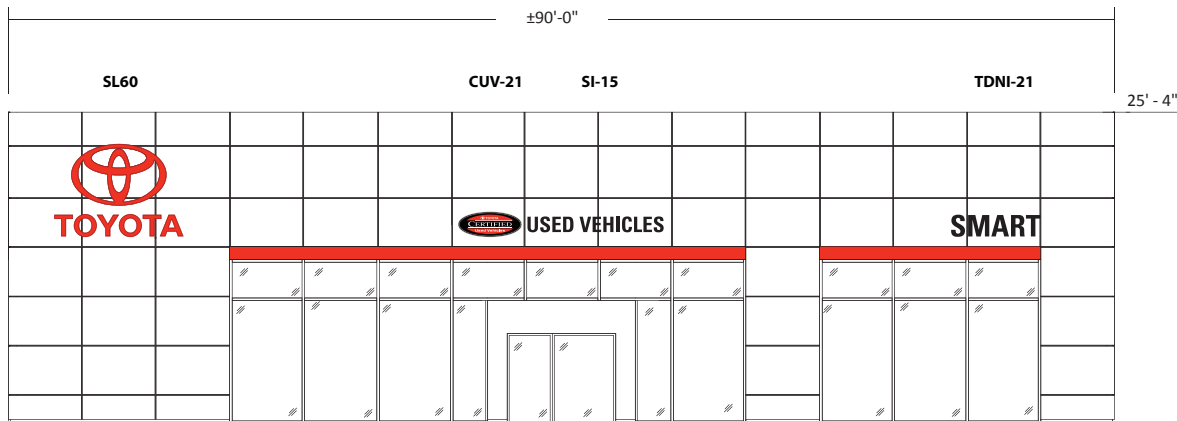
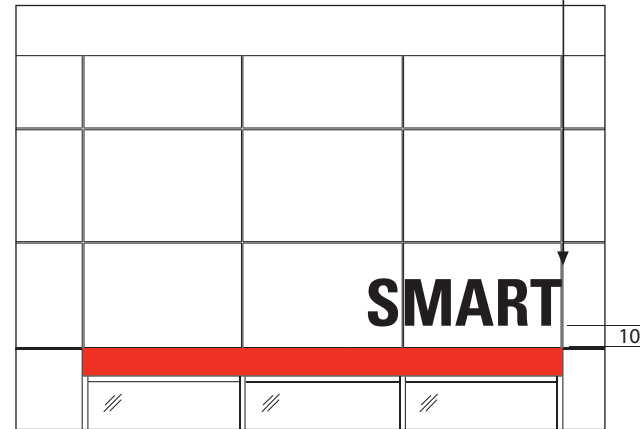


**Specifications**

**TDNI-21 Illuminated Channel Letters**

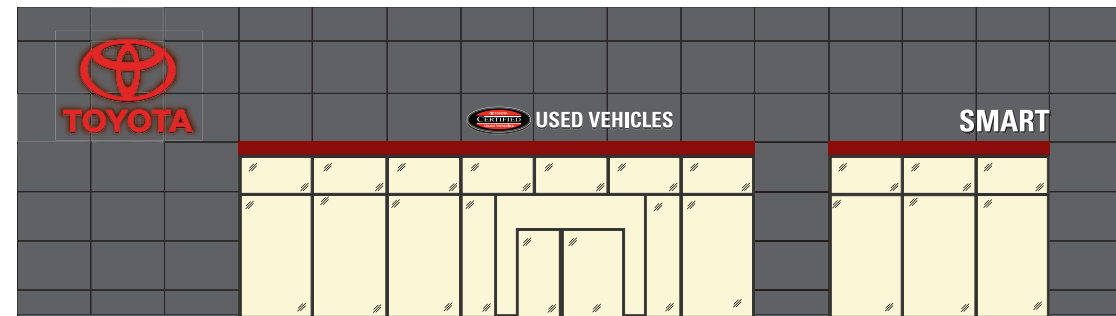
- Aluminum cabinets black
- F-trim retainers black
- 3/16" white pigmented acrylic faces #2447
- 3M black perforated vinyl 3635-222 applied first surface
- Illuminated with white led
- Electrical hook-up supplied by others

LINE UP RIGHT SIDE OF DEALER NAME WITH RIGHT EDGE OF RED BAND  
 BOTTOM OF LETTERS 10" ABOVE TOP OF RED BAND



SOUTH ELEVATION

SOUTH ELEVATION



SOUTH ELEVATION (NIGHT APPEARANCE)

**Project ID**

LM2-11461

Date: Oct-11-2016  
 Scale: 1/4"=1'  
 Sales: A. Jackson  
 Designer: A. Ioannou

Rev. #: R1  
 Date: 27-Mar-2018

Revision Note:

**Conceptual**

Information Required:

**Master**

**Electrical**

120V  347V  
 Other \_\_\_\_\_

**Customer Approval**

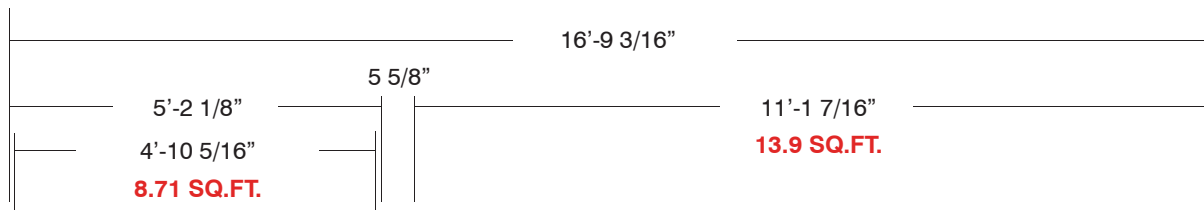
Signature \_\_\_\_\_  
 MM/DD/YYYY

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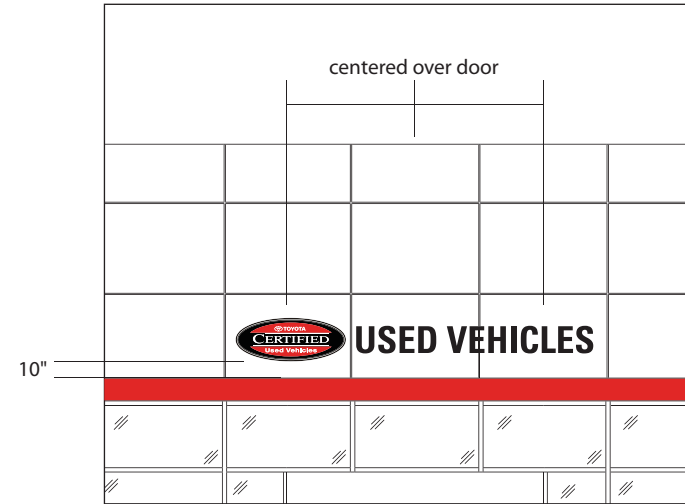
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**TOYOTA**  
 48007u  
 Smart Toyota  
 5714 Odana Road  
 Madison, WI

Sign Item



# USED VEHICLES



## Specifications

### CUV-21 Illuminated Oval Fascia Sign

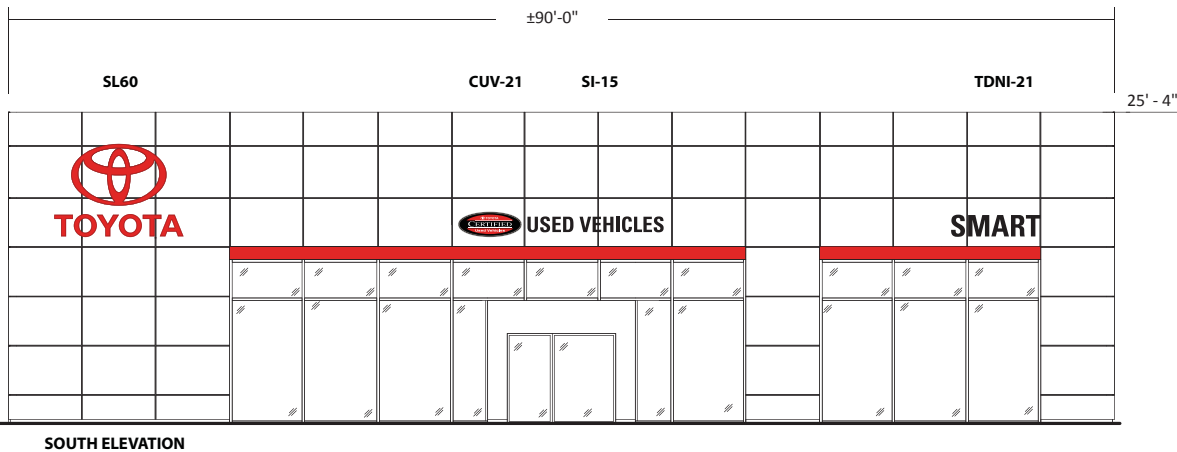
- Aluminum cabinet black
- 3/16" convex white acrylic face
- 3M vinyl graphics applied first surface
- 3M 7725-22 Black
- 3M 3630-73 Red
- Illuminated with white led
- Electrical hook-up supplied by others

### SI-15 Illuminated Channel Letters

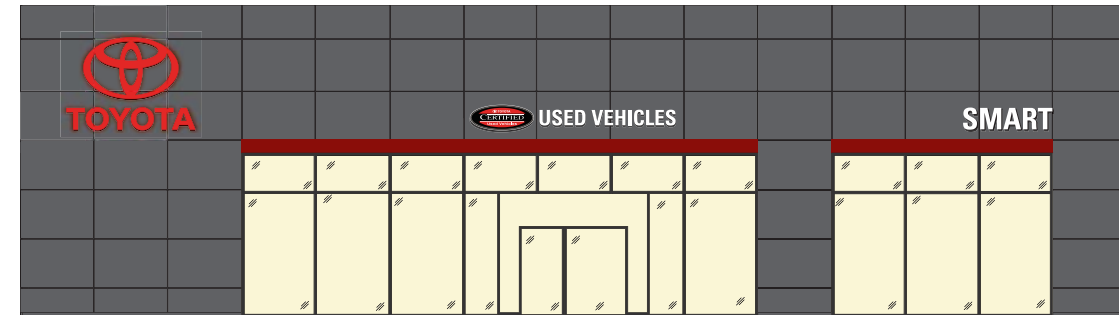
- Aluminum cabinets black
- F-trim retainers black
- 3/16" white pigmented acrylic faces #2447
- 3m black perforated vinyl 3635-222 applied first surface
- Illuminated with white led
- Electrical hook-up supplied by others

## Colors

- White pigmented acrylic faces #2447
- 3M 7725-22 Black
- 3M 3630-73 Red
- 3M 3635-222 black perforated vinyl



SOUTH ELEVATION



SOUTH ELEVATION (NIGHT APPEARANCE)

## Project ID

LM2-11461

Date: Oct-11-2016  
 Scale: 3/8"=1'  
 Sales: A. Jackson  
 Designer: A. Ioannou

Rev. #: R1  
 Date: 27-Mar-2018

Revision Note:

Conceptual

Information Required:

Master

Electrical

120V  347V  
 Other \_\_\_\_\_

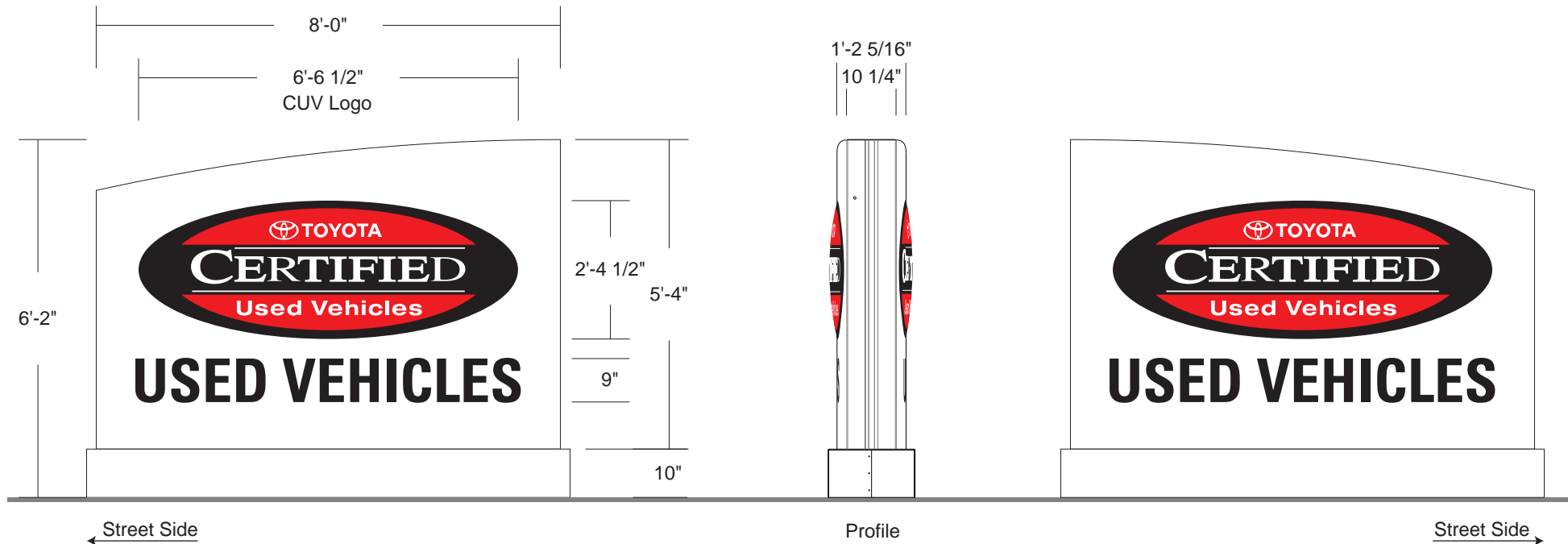
## Customer Approval

Signature \_\_\_\_\_

MM/DD/YYYY

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### Specifications

#### M86cuv D/F Illuminated Monument Sign

1/8" aluminum fabricated panels & base cover painted Toyota white

#### CUV Logo:

Panned molded logo: CUV-2

(2'-4 1/2" h x 6'-6 1/2" w) **12.27 sq.ft.**

Routed out and pushed thru 3/16" convex white acrylic face

3M 3630-73 red & 3M 7725-22 black vinyl applied on first surface

Illuminated with white LED

#### Used Vehicles:

(9" h x 6'-8" w) **5.0 sq.ft.**

Routed out and backed-up with flat 3/16" clear polycarbonate

3M 3635-222 black dual vinyl applied first surface

Backed-up with a second 3/16" white polycarbonate

Illuminated with white LED

Electrical hook-up by others

### Colors

- Toyota White
- 3M 3630-73 Red Vinyl
- 3M 7725-22 Black Vinyl
- 3M 3635-222 Black Dual Vinyl



NIGHT APPEARANCE

### Project ID

VC1-21438

Date: MAR-12-2018

Scale: 3/8" = 1'-0"

Sales: A.Jackson

Designer: C.Sabatino

Rev. #: R1

Date: 27-Mar-2018

Revision Note:

Conceptual

Information Required:

Master

Electrical

120V  347V

Other \_\_\_\_\_

### Customer Approval

Signature \_\_\_\_\_

MM/DD/YYYY \_\_\_\_\_

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48007

Smart Toyota

5901 Odana Road

Madison, WI

Sign Item

SG1