

URBAN DESIGN COMMISSION APPLICATION

UDC

City of Madison
Planning Division
Madison Municipal Building, Suite 017
215 Martin Luther King, Jr. Blvd.
P.O. Box 2985
Madison, WI 53701-2985
(608) 266-4635



FOR OFFICE USE ONLY:

Date Received 1/13/2023 8:20 a.m.

Initial Submittal

Paid _____

Revised Submittal

Complete all sections of this application, including the desired meeting date and the action requested. If your project requires both UDC and Land Use application submittals, a completed Land Use Application and accompanying submittal materials are also required to be submitted.

If you need an interpreter, translator, materials in alternate formats or other accommodations to access these forms, please call the Planning Division at (608) 266-4635.

Si necesita interprete, traductor, materiales en diferentes formatos, u otro tipo de ayuda para acceder a estos formularios, por favor llame al (608) 266-4635.

Yog tias koj xav tau ib tug neeg txhais lus, tus neeg txhais ntawv, los sis xav tau cov ntaub ntawv ua lwm hom ntawv los sis lwm cov kev pab kom paub txog cov lus qhia no, thov hu rau Koog Npaj (Planning Division) (608) 266-4635.

1. Project Information

Address (list all addresses on the project site):

5802 ODANA ROAD

Title:

DON MILLER - CHRYSLER / JEEP - SIGNAGE

2. Application Type (check all that apply) and Requested Date

UDC meeting date requested

FEBRUARY 15TH

New development

Alteration to an existing or previously-approved development

Informational

Initial Approval

Final Approval

3. Project Type

Project in an Urban Design District UDD 3

Project in the Downtown Core District (DC), Urban Mixed-Use District (UMX), or Mixed-Use Center District (MXC)

Project in the Suburban Employment Center District (SEC), Campus Institutional District (CI), or Employment Campus District (EC)

Planned Development (PD)

General Development Plan (GDP)

Specific Implementation Plan (SIP)

Planned Multi-Use Site or Residential Building Complex

Signage

Comprehensive Design Review (CDR)

Modifications of Height, Area, and Setback

Sign Exceptions as noted in Sec. 31.043(3), MGO

Other

Please specify

4. Applicant, Agent, and Property Owner Information

Applicant name

JIM TRIATIK

Street address

1314 EMIL ST.

Telephone

608-257-2289

Project contact person

SAME AS ABOVE

Street address

Telephone

Property owner (if not applicant)

DON MILLER

Street address

5802 ODANA RD.

Telephone

608-270-5050

Company

SULLIVAN DESIGN BUILD

City/State/Zip

MADISON WI 53713

Email

JIME SULLIVANDESIGNBUILD.COM

Company

City/State/Zip

Email

City/State/Zip

MADISON WI 53719

Email

DJMILLER@DONMILLER.COM

Introduction

The City of Madison's Urban Design Commission (UDC) has been created to:

- Encourage and promote high quality in the design of new buildings, developments, remodeling, and additions so as to maintain and improve the established standards of property values within the City.
- Foster civic pride in the beauty and nobler assets of the City, and in all other ways possible assure a functionally efficient and visually attractive City in the future.

Types of Approvals

There are three types of requests considered by the UDC:

- Informational Presentation. A request for an Informational Presentation to the UDC may be requested prior to seeking any approvals to obtain early feedback and direction before undertaking detailed design efforts. Applicants should provide details on the context of the site, design concept, site and building plans, and other relevant information to help the UDC understand the proposal and provide feedback. (Does not apply to CDR's or Signage Modification requests)
- Initial Approval. Applicants may, at their discretion, request Initial Approval of a proposal by presenting preliminary design information. As part of their review, the Commission will provide feedback on the design information that should be addressed at Final Approval stage.
- Final Approval. Applicants may request Final Approval of a proposal by presenting all final project details. Recommendations or concerns expressed by the UDC in the Initial Approval must be addressed at this time.

Presentations to the Commission

The Urban Design Commission meets virtually via Zoom, typically on the second and fourth Wednesdays of each month at 4:30 p.m. Applicant presentations are strongly encouraged, although not required. Prior to the meeting, each individual speaker is required to complete an online registration form to speak at the meeting. A link to complete the online registration will be provided by staff prior to the meeting. Please note that individual presentations will be limited to a **maximum of three (3) minutes**. The pooling of time may be utilized to provide one speaker more time to present, however the additional time will be based on the number of registrants from the applicant team, i.e. two (2) applicant registrants = six (6) minutes for one (1) speaker.

Primarily, the UDC is interested in the appearance and design quality of projects. Emphasis should be given to the site plan, landscape plan, lighting plan, building elevations, exterior building materials, color scheme, and graphics. Please note that presentation slides, in a PDF file format, are required to be submitted **the Friday before** the UDC meeting.

URBAN DESIGN DEVELOPMENT PLANS CHECKLIST

UDC

The items listed below are minimum application requirements for the type of approval indicated. Please note that the UDC and/or staff may require additional information in order to have a complete understanding of the project.

1. Informational Presentation

- Locator Map
- Letter of Intent (If the project is within an Urban Design District, a summary of how the development proposal addresses the district criteria is required)
- Contextual site information, including photographs and layout of adjacent buildings/structures
- Site Plan
- Two-dimensional (2D) images of proposed buildings or structures.

Providing additional information beyond these minimums may generate a greater level of feedback from the Commission.

Requirements for All Plan Sheets

1. Title block
2. Sheet number
3. North arrow
4. Scale, both written and graphic
5. Date
6. Fully dimensioned plans, scaled at 1" = 40' or larger

*** All plans must be legible, including the full-sized landscape and lighting plans (if required)*

2. Initial Approval

- Locator Map
- Letter of Intent (If the project is within a Urban Design District, a summary of how the development proposal addresses the district criteria is required)
- Contextual site information, including photographs and layout of adjacent buildings/structures
- Site Plan showing location of existing and proposed buildings, walks, drives, bike lanes, bike parking, and existing trees over 18" diameter
- Landscape Plan and Plant List (*must be legible*)
- Building Elevations in **both** black & white and color for all building sides, including material and color callouts
- PD text and Letter of Intent (if applicable)

Providing additional information beyond these minimums may generate a greater level of feedback from the Commission.

3. Final Approval

All the requirements of the Initial Approval (see above), **plus:**

- Grading Plan
- Lighting Plan, including fixture cut sheets and photometrics plan (must be legible)
- Utility/HVAC equipment location and screening details (with a rooftop plan if roof-mounted)
- Site Plan showing site amenities, fencing, trash, bike parking, etc. (if applicable)
- PD text and Letter of Intent (if applicable)
- Samples of the exterior building materials
- Proposed sign areas and types (if applicable)

4. Signage Approval (*Comprehensive Design Review (CDR), Sign Modifications, and Sign Exceptions (per Sec. 31.043(3))*)

- Locator Map
- Letter of Intent (a summary of how the proposed signage is consistent with the CDR or Signage Modifications criteria is required)
- Contextual site information, including photographs of existing signage both on site and within proximity to the project site
- Site Plan showing the location of existing signage and proposed signage, dimensioned signage setbacks, sidewalks, driveways, and right-of-ways
- Proposed signage graphics (fully dimensioned, scaled drawings, including materials and colors, and night view)
- Perspective renderings (emphasis on pedestrian/automobile scale viewsheds)
- Illustration of the proposed signage that meets Ch. 31, MGO compared to what is being requested
- Graphic of the proposed signage as it relates to what the Ch. 31, MGO would permit

Urban Design Commission Application



5. Required Submittal Materials

Application Form

- A completed application form is required for each UDC appearance. For projects also requiring Plan Commission approval, applicants must also have submitted an accepted application for Plan Commission consideration prior to obtaining any formal action (Initial or Final Approval) from the UDC.

Letter of Intent

- If the project is within an Urban Design District, a summary of how the development proposal addresses the district criteria is required.
For signage applications, a summary of how the proposed signage is consistent with the applicable Comprehensive Design Review (CDR) or Signage Modification review criteria is required.

Development Plans (Refer to checklist on Page 4 for plan details)

Filing Fee (Refer to Section 7 (below) for a list of application fees by request type)

Electronic Submittal

- Complete electronic submittals must be received prior to the application deadline before an application will be scheduled for a UDC meeting. Late materials will not be accepted. All plans must be legible and scalable when reduced. Individual PDF files of each item submitted should be submitted via email to UDCapplications@cityofmadison.com. The email must include the project address, project name, and applicant name.
Email Size Limits. Note that an individual email cannot exceed 20MB and it is the responsibility of the applicant to present files in a manner that can be accepted. Applicants who are unable to provide the materials electronically should contact the Planning Division at (608) 266-4635 for assistance.

Notification to the District Alder

- Please provide an email to the District Alder notifying them that you are filing this UDC application. Please send this as early in the process as possible and provide a copy of that email with the submitted application.

6. Applicant Declarations

- Prior to submitting this application, the applicant is required to discuss the proposed project with Urban Design Commission staff. This application was discussed with CHRISSE THIELE/JESSICA VAUGHN on DEC. 14, 2022.
The applicant attests that all required materials are included in this submittal and understands that if any required information is not provided by the application deadline, the application will not be placed on an Urban Design Commission agenda for consideration.

Name of applicant Jim TRIATIE Relationship to property ARCHITECT/BUILDER
Authorizing signature of property owner Don W. Miller Date 1/10/23

7. Application Filing Fees

Fee payments are due by the submittal date. Payments received after the submittal deadline may result in the submittal being scheduled for the next application review cycle. Fees may be paid in-person, via US Mail, or City drop box. If mailed, please mail to: City of Madison Building Inspection, P.O. Box 2984, Madison, WI 53701-2984. The City's drop box is located outside the Municipal Building at 215 Martin Luther King, Jr. Blvd. on the E Doty Street side of the building. Please make checks payable to City Treasurer, and include a completed application form or cover letter indicating the project location and applicant information with all checks mailed or submitted via the City's drop box.

Please consult the schedule below for the appropriate fee for your request:

Urban Design Districts: \$350 (per §33.24(6) MGO).

Minor Alteration in the Downtown Core District (DC) or Urban Mixed-Use District (UMX) : \$150 (per §33.24(6)(b) MGO)

Comprehensive Design Review: \$500 (per §31.041(3)(b)(1)(a) MGO)

Minor Alteration to a Comprehensive Sign Plan: \$100 (per §31.041(3)(d)(1)(c) MGO)

All other sign requests to the Urban Design Commission, including, but not limited to: appeals from the decisions of the Zoning Administrator, requests for Sign Modifications (of height, area, and setback), and additional sign code

A filing fee is not required for the following project applications if part of the combined application process involving both Urban Design Commission and Plan Commission:

- Project in the Downtown Core District (DC), Urban Mixed-Use District (UMX), or Mixed-Use Center District (MXC)
Project in the Suburban Employment Center District (SEC), Campus Institutional District (CI), or Employment Campus District (EC)
Planned Development (PD): General Development Plan (GDP) and/or Specific Implementation Plan (SIP)



January 17, 2023

City of Madison
Department of Planning & Community & Economic Development
Madison Municipal Building
215 Martin Luther King Jr. Blvd., RM LL100
Madison, WI 53703

Re: **Letter of Intent:**
Don Miller – Chrysler/Jeep - signage
5802 Odana Road

To Whom It May Concern:

The following is submitted to the Urban Design Commission for Comprehensive Design Review.

Project Team:

Owner:	Don Miller Don Miller Auto Group 5802 Odana Road Madison, WI 53719 (608) 270-5050 djmill@donmiller.com	Architect/ Applicant:	Jim Triatik, AIA Vice President/Architect Sullivan DesignBUILD 1314 Emil Street Madison, WI 53713 (608) 257-2289, ext. 6805 jim@sullivanandesignbuild.com
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Sign Provider:	John Delahossaye Principle 2160 Lakeside Center Way #105 Knoxville, TN 37922 (865) 399-0827 john.delahossaye@principleglobal.com	Sign Installer:	Derek Miller LaCrosse Sign Group 1450 Oak Forest Dr. Onalaska, WI 54650 (608) 779-7238 derek.miller@lacrossesign.com
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Project Description

The remodeling of the Don Miller Chrysler/Jeep at 5802 Odana Road is nearly complete. The project consisted of updating the front facade and interior finishes to the current Chrysler/Jeep image standards. This submittal is for the building signage to complete the image updates.



Code exceptions requested

Number of ground signs allowed: 2 per lot, 3 requested.

Maximum combined area is 64 sq. ft., 156.23 sq. ft. is requested

Jeep Ground sign: Jeep has evolved into its own brand and therefore we would like a separate ground sign. The Jeep ground sign would be a third ground sign and would exceed the maximum square footage for combined ground signs. The setback of 20' for this sign meets the code as well as the height of 10'. We feel it is reasonable for three ground signs for three separate and distinct buildings with over 500' of lot frontage.

Maximum Height for wall signs per UDD 3 is 10' high, requesting 14' to 21'

The (7) wall signs we are proposing range in height from 14' to 21'. This exceeds the code of maximum 10' high. Considering the glass being 12' high and the distance back from Odana Road, we feel higher signs would be appropriate for this situation. As our elevations show, we are requesting more than one signable area. The number of signs is needed to represent the various brands and services.

Please note on our site plan the location of each sign, the length of the front facade, the different setbacks of the front facade, and the distance back from Odana Road. We feel all of these are a factor in our request.

With a few exceptions, the signs fall within the intent of UDC 3. They only inform the intended clientele, are appropriate for the activities of the building, and are properly illuminated.

CDR Criteria:

1. The sign plan shall create visual harmony between the signs, buildings, 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 buildings on the lot as well as adjacent structures and uses.

The proposed signage is appropriate for the use of the facility, distant from the road, and is consistent with other buildings in the area. The number of signs proposed on the building is the same number that was existing before the façade updates.

2. Each element shall be found to be necessary due to unique 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 is included in the Comp Design Review, the signs 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.

The signs proposed are necessary to identify the brands and services available in the building. The new Jeep ground is proposed because Jeep is now a separate brand.



3. The proposal shall not violate any of stated purposes described in Secs. 31.01(1) and 33.24 (2).
The signs do not violate these items.
4. All signs must meet minimum construction standards under Sec 31.04 (5).
All signs meet or exceed these standards.
5. The proposal shall not approve Advertising beyond the restrictions on Sec 31.11 or Off-Premise Directional Signs beyond the restrictions in Sec.31.115.
No off-premise direction signs are proposed.
6. The proposal 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. Obstruct views at points of ingress or 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.**All proposed signs comply with these requirements.**
7. The proposal 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 signs in this package would be on private property.

Hours of Operation

Mon. – Thurs. 7:00 a.m. – 8:00 p.m.
Fri. 7:00 a.m. – 6:00 p.m.
Sat. 7:00 a.m. – 5:00 p.m.
Sun. Closed

Project Schedule:

<u>Activity</u>	<u>Timeframe</u>
Submit for approvals	January 2023
Install signs	March 2023

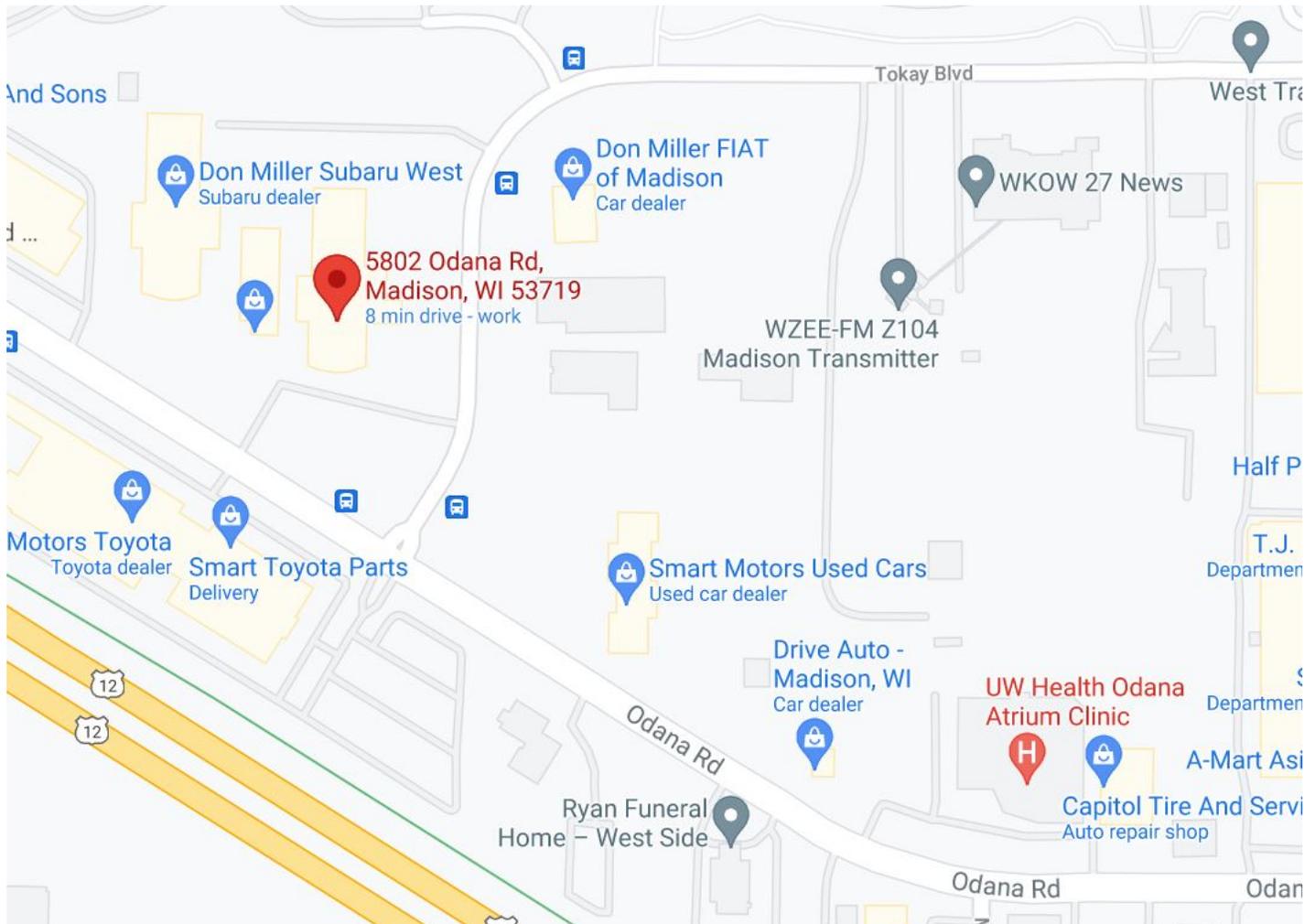


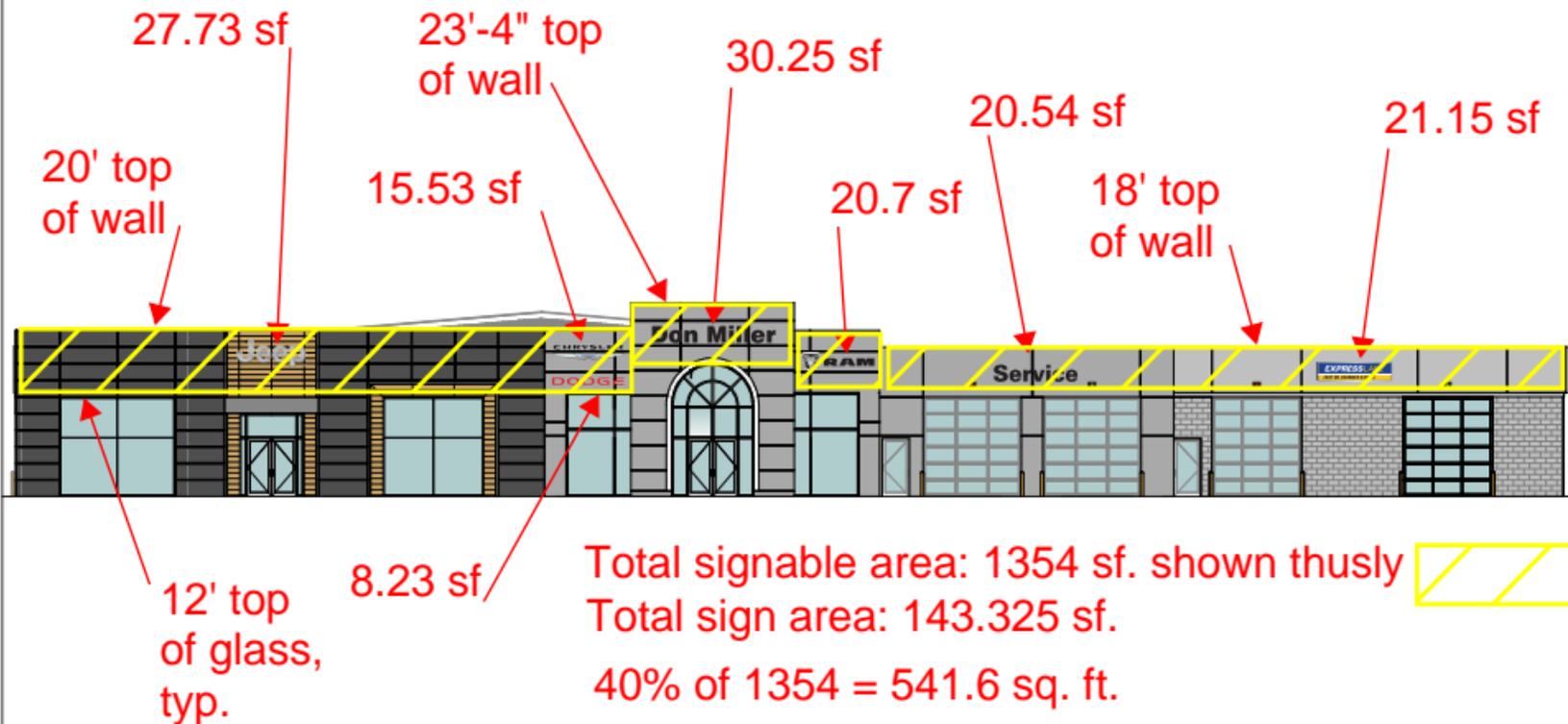
Sincerely,
Sullivan designBUILD

A handwritten signature in black ink that reads 'James M. Triatik'.

James M. Triatik, A.I.A.
Vice President / Project Architect

Locator Map for Don Miller Auto Group – 5802 Odana Road





See sign details for sign area boxes



DODGE

Jeep



RAM

SITE BRANDBOOK



- I CODE RESEARCH
- II INVENTORY/SITE PLAN
- III INVENTORY/RECOMMENDATION
- IV RECOMMENDED SIGN DETAIL



DODGE



RAM

CODE RESEARCH

Chrysler Code Information

A) Date Completed: 6/28/2022 Completed By: Shannon Bentkowski

B) Site Street Address: 5802 Odana Rd.

C) Town / City / State / Zip: Madison , WI, 53719

D) Contact for Permit / Zoning: Trent , Zoning Inspector

E) Contact Telephone: 608-266-4551

F) Jurisdiction: City / Town: City of Madison Address: _____
 or County of: _____ City, ST Zip: _____

G) Zoning Classification for Property: CC, Corridor Commercial (Don Miller Auto Group CDR, Urban Design District #3, Group 3)

H) What year of IBC is used? 2015

I) Permit application fee: \$1.75/SF + add'l fees TBD

J) Permitting process time frame: 1-2 weeks

K) What drawings are required? (SEDs) Site plan, Elevations, Sign Details

L) Are any authorization letters required? Owner Authorization required.

M) Any review boards or committees? Yes

N) License(s) required to obtain permits? Contractors

O) Must permits be obtained in person? _____

P) Are inspections required? Final Yes No

Q) Is a permit required if only refacing? Yes Yes No

R) Is there a variance / appeals process? Yes Yes No

S) Estimated time frame for variance process: 2-3 months

T) Are temporary or "coming soon" banners allowed? Yes Yes No

U) Are freestanding temporary signs allowed? (ie. 4' x 8' Coming Soon) Yes No

V) Do temporary signs require a permit? Yes Yes No

W) How long may temporary signs be displayed? 30 Days

ATTACHED SIGNS

1) Formula for calculating allowable square footage: Per Design Overlay, NTE Aggregate

2) SF Allowed - Front Façade _____

3) SF Allowed - Side Façade Per Overlay, NTE 40 SF per sign if facing a street

4) SF Allowed - Side Façade Per Overlay, NTE 40 SF per sign if facing a street

5) SF Allowed - Rear Façade Per Overlay, NTE 40 SF per sign if facing a street

6) How is sign area calculated? Smallest rectangle, Combination of rectangles

7) Is SF transferable from one façade to another? No

8) Does a façade require street frontage to allow wall signs? Yes

9) Total # of wall signs allowed per site or per façade: NTE aggregate

10) May signs be internally illuminated? Yes No Must be UL labeled. no flashing, blinking, glare.

11) Maximum height from top of wall sign to ground: Per Overlay, NTE 10' OAH unless approved by Design Review

12) Maximum sign / letter height: Not regulated

13) Special codes regarding storefront building / colors: No

14) Are raceways required? No

15) Are "Service", "Exit" or "Parts" incidentals counted in SF? Yes, All words and symbols count toward aggregate and wall sign SF

FREESTANDING SIGNS

1) Formula for calculating allowable square footage: Per Design Overlay, NTE Aggregate

2) Total overall area allowed: 40 SF Maximum height: 10 feet

3) Number of freestanding signs allowed: 2 per lot Internal illumination allowed? Must be UL labeled. no flashing, blinking, glare.

4) Power line clearance: _____ Clearance from grade: _____

5) Wind Load: 30 PSF Site triangle requirements: 10'

6) Required distance between freestanding signs: No

7) Setback of sign from right-of-way or property line: See Notes

8) Material Restrictions: N/A

DIRECTIONAL SIGNS

9) Number allowed: 2 Maximum square footage: _____

10) Illumination allowed? Must be UL labeled. no flashing, blinking, glare. Maximum height: 10 feet

11) Count against SF? No Separation restrictions: No

12) Permit required? _____ Logo allowed? No

ADDITIONAL SITE NOTES

Per Design Overlay, Aggregate: NTE 40 SF per sign, signs identifying building NTE 8 letters/symbols per sign

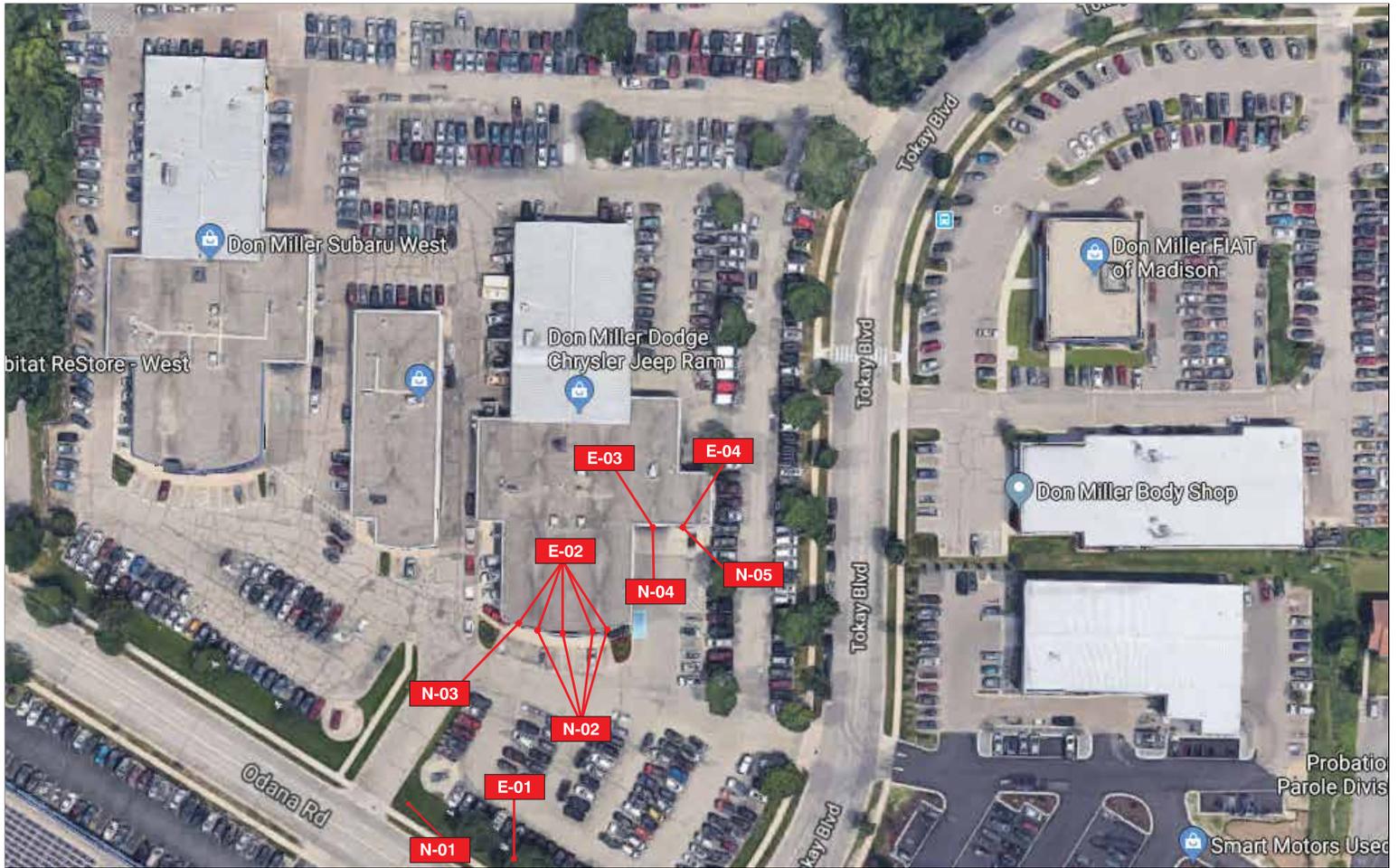
Per Overlay, Signs >20 SF=20' setback; 10-20 SF=10' setback; <10 SF=5' setback

Per Overlay, NTE 200 foot-lamberts. If externally illuminated, lighting should be from the ground and not from projected fixtures. Illuminated signs should appear to have light colored copy and dark/opaque background

All illuminated signs require a water tight safety switch.



INVENTORY / SITE PLAN



EXISTING

PROPOSED

Sign	Existing Type	Action	Sign Type	Description
E-01	Custom 4'-3" x 4'-6" CDJR Monument	RTF	Monument	Custom 4'-3" x 4'-6" CDR Monument
E-02	9 Series Chrysler, Dodge, Jeep, Ram Badges, 18" DNL	RO	Wall Sign	Remove Only
E-03	Service Letters	RO	Wall Sign	Remove Only
E-04	35" SP Configuration (Express Lane)	RO	Wall Sign	Remove Only
N-01	No Existing Sign	New	Monument	JM-4 Jeep Monument
N-02	No Existing Sign	New	Wall Sign	9 Series Chrysler, Dodge, Ram Badges, 24" Dealer Name Letters
N-03	No Existing sign	New	Wall Sign	J-34 Jeep Letters
N-04	No Existing Sign	New	Wall Sign	24" Support Letters
N-05	No Existing Sign	New	Wall Sign	28" Express Lane Panel

RO - Remove Only	LS - Leave Sign	RL - Relocate	RR - Remove/Replace	RTF - Retro-fit	RF - Reface
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REMOVE ONLY INVENTORY

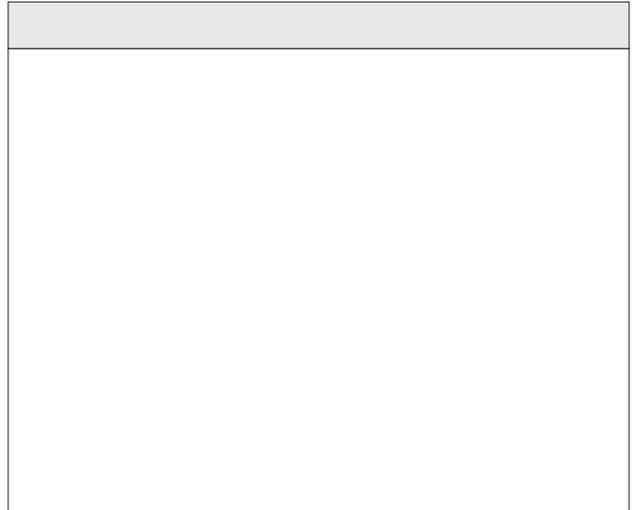
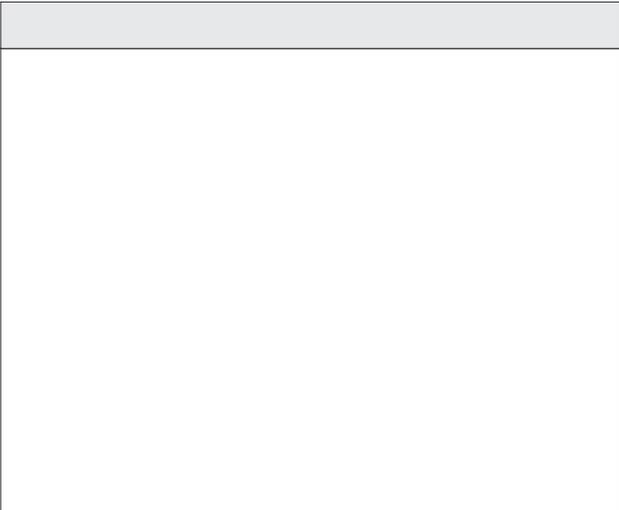
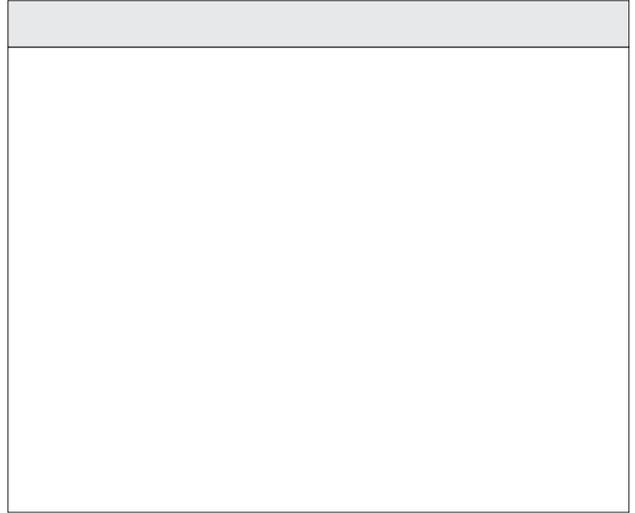
E-02



E-03



E-04



E-01

INVENTORY

Sign Text / Description		
No Existing Sign		
Height	Width	Depth
N/A	N/A	N/A
Letter Height	Height Off Ground	
N/A	N/A	
Face Material	Sign Material	
N/A	N/A	
Visible Opening	Retainer Size	
N/A	N/A	
Surface Material	Surface Color	
N/A	N/A	
Illuminated	Illumination Type	
N/A	N/A	
Double Face	Mount	
N/A	N/A	



Inventory Comments
Photo represents existing site conditions.

RECOMMENDATION

Recommended Action
Reface
Recommended Sign
Custom 4'-3" x 4'-6" Cabinet CDR Sign Faces See cut sheet for details
Wall Repair Action
N/A



Recommendation Comments
Principle Group to install new custom 4'-3" x 4'-6" Chrysler/Dodge/Ram faces. Electric to be working at time of installation.



DODGE

Jeep



RAM

PROPOSED DETAIL

N-01

INVENTORY

Sign Text / Description		
No Existing Sign		
Height	Width	Depth
N/A	N/A	N/A
Letter Height		Height Off Ground
N/A		N/A
Face Material		Sign Material
N/A		N/A
Visible Opening		Retainer Size
N/A		N/A
Surface Material		Surface Color
N/A		N/A
Illuminated		Illumination Type
N/A		N/A
Double Face		Mount
N/A		N/A



Inventory Comments
N/A

RECOMMENDATION

Recommended Action
New Sign
Recommended Sign
JM-4 Jeep Monument at 10'-0" OAH
Wall Repair Action
N/A



Recommendation Comments
Dealer to provide primary electric to within 6' of sign. Electrical for ground sign must meet current NEC standards and have a 20-amp dedicated circuit. Principle will install a new Jeep Monument and make final electrical connection.

N-02

INVENTORY

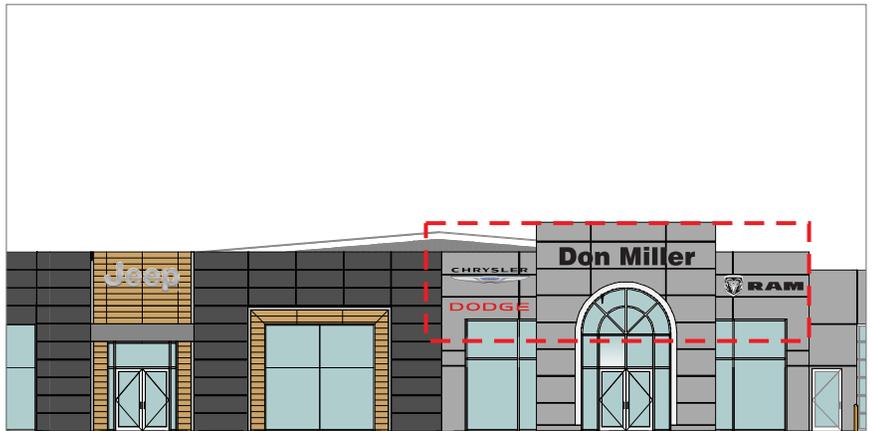
Sign Text / Description		
No Existing Sign		
Height	Width	Depth
N/A	N/A	N/A
Letter Height	Height Off Ground	
N/A	N/A	
Face Material	Sign Material	
N/A	N/A	
Visible Opening	Retainer Size	
N/A	N/A	
Surface Material	Surface Color	
N/A	N/A	
Illuminated	Illumination Type	
N/A	N/A	
Double Face	Mount	
N/A	N/A	



Inventory Comments
N/A

RECOMMENDATION

Recommended Action
New Sign
Recommended Sign
9 Series Chrysler Badge 9 Series Dodge Badge 9 Series Ram Badge 24" Dealer Name Letters
Wall Repair Action
N/A



Recommendation Comments
Dealer to provide a minimum 3/4" plywood backing behind signs and primary electrical at point of installation. Dealer to provide a minimum 2'x2' access panel at each sign location. Principle will install new Dealer Name Letters, Chrysler, Dodge, and Ram Badges, and make final electrical connection.

N-03

INVENTORY

Sign Text / Description		
No Existing Sign		
Height	Width	Depth
N/A	N/A	N/A
Letter Height	Height Off Ground	
N/A	N/A	
Face Material	Sign Material	
N/A	N/A	
Visible Opening	Retainer Size	
N/A	N/A	
Surface Material	Surface Color	
N/A	N/A	
Illuminated	Illumination Type	
N/A	N/A	
Double Face	Mount	
N/A	N/A	



Inventory Comments
N/A

RECOMMENDATION

Recommended Action
New Sign
Recommended Sign
J-34 Jeep Letters
Wall Repair Action
N/A



Recommendation Comments
Dealer to provide a minimum 3/4" plywood backing behind signs and primary electrical at point of installation. Dealer to provide a minimum 2'x2' access panel at each sign location. Principle will install new Jeep and make final electrical connection.



DODGE

Jeep



RAM

PROPOSED DETAIL

N-04

INVENTORY

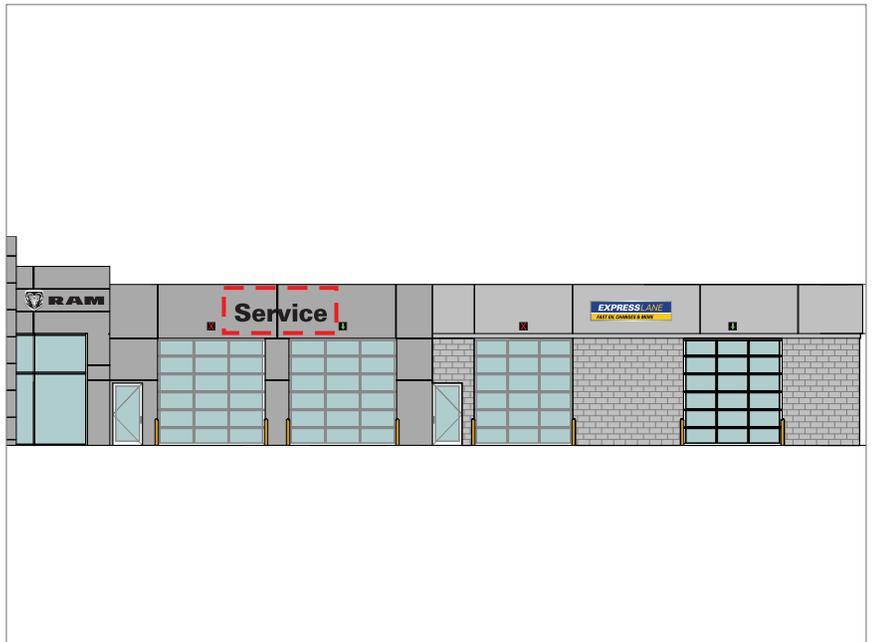
Sign Text / Description		
No Existing Sign		
Height	Width	Depth
N/A	N/A	N/A
Letter Height		Height Off Ground
N/A		N/A
Face Material		Sign Material
N/A		N/A
Visible Opening		Retainer Size
N/A		N/A
Surface Material		Surface Color
N/A		N/A
Illuminated		Illumination Type
N/A		N/A
Double Face		Mount
N/A		N/A



Inventory Comments
N/A

RECOMMENDATION

Recommended Action
New Sign
Recommended Sign
24" Support Letters "Service"
Wall Repair Action
N/A



Recommendation Comments
Dealer to provide a minimum 3/4" plywood backing behind signs and primary electrical at point of installation. Dealer to provide a minimum 2'x2' access panel at each sign location. Principle will install new Support Letters and make final electrical connection.



DODGE

Jeep



RAM

PROPOSED DETAIL

N-05

INVENTORY

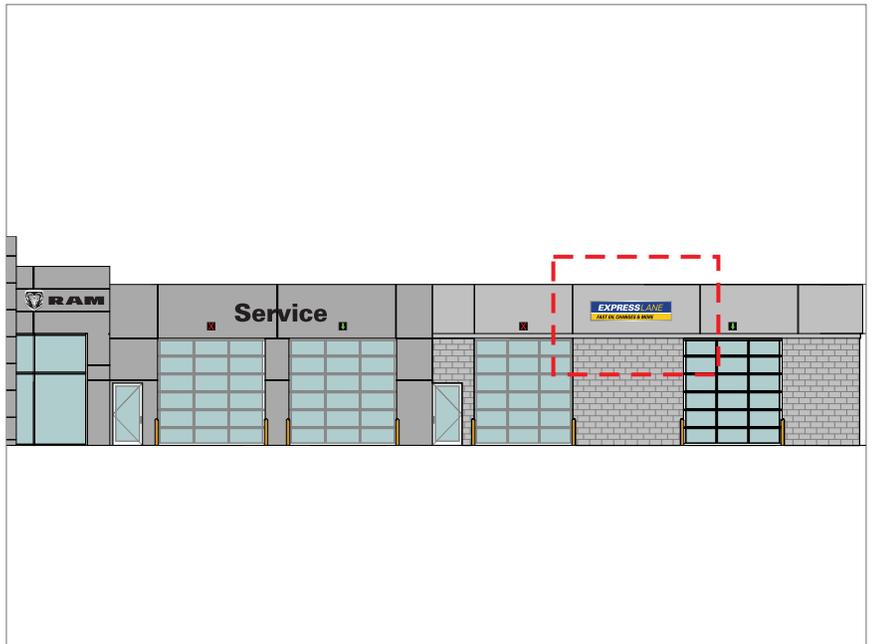
Sign Text / Description		
No Existing Sign		
Height	Width	Depth
N/A	N/A	N/A
Letter Height		Height Off Ground
N/A		N/A
Face Material		Sign Material
N/A		N/A
Visible Opening		Retainer Size
N/A		N/A
Surface Material		Surface Color
N/A		N/A
Illuminated		Illumination Type
N/A		N/A
Double Face		Mount
N/A		N/A



Inventory Comments
N/A

RECOMMENDATION

Recommended Action
New Sign
Recommended Sign
28" Express Lane Panel
Wall Repair Action
N/A



Recommendation Comments
Dealer to provide a minimum 3/4" plywood backing behind signs and primary electrical at point of installation. Dealer to provide a minimum 2'x2' access panel at each sign location. Principle will install a new Express Lane Panel and make final electrical connection.



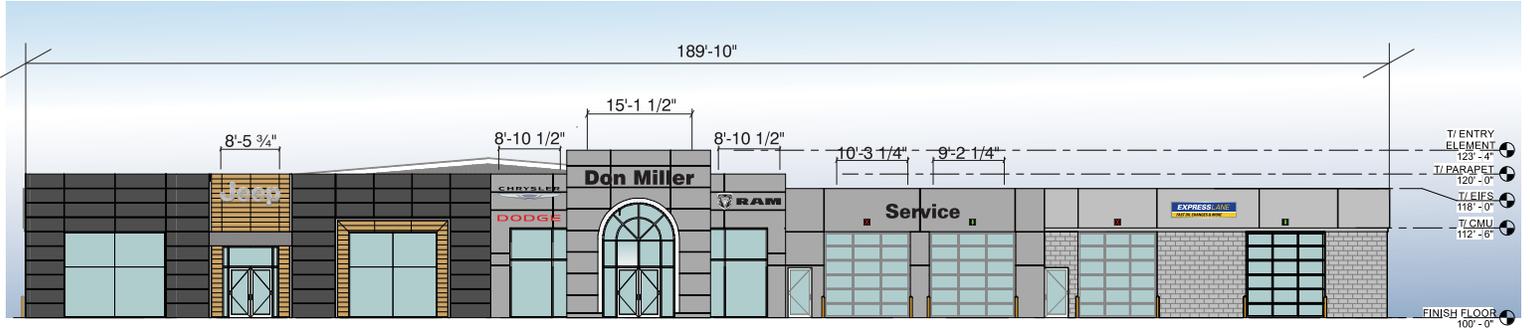
DODGE

Jeep

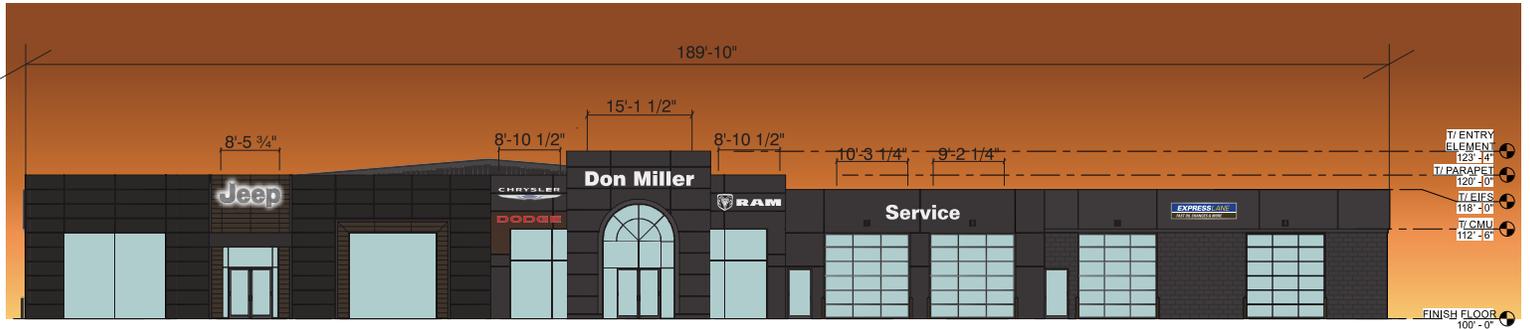


RAM

PROPOSED ELEVATION



Wall sign to be centered and equally spaced in available area.
Available wall area must be verified in field prior to installation.



Night view

Wall sign to be centered and equally spaced in available area.
Available wall area must be verified in field prior to installation.

**CUSTOM CABINET W/
CHRYSLER-DODGE-RAM
FACES**

Square Footage

- 19.1 ft²

Sign Cabinet & Retainer

- **Construction:** Aluminum
- **Colors:** Black

Cladding

- **Construction:** Aluminum
- **Color:** Black
- **Reveal Color:** Black

Sign Face

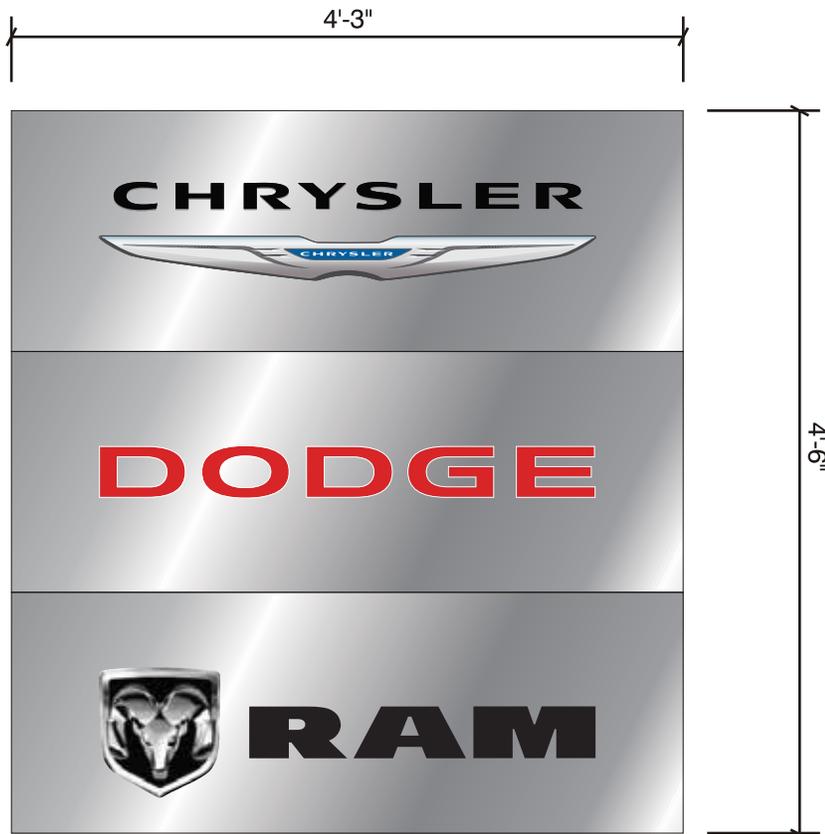
- **Construction:** Panned Formed Polycarbonate Plastic w/ Screened Decoration
- **Color:** Opaque

Construction

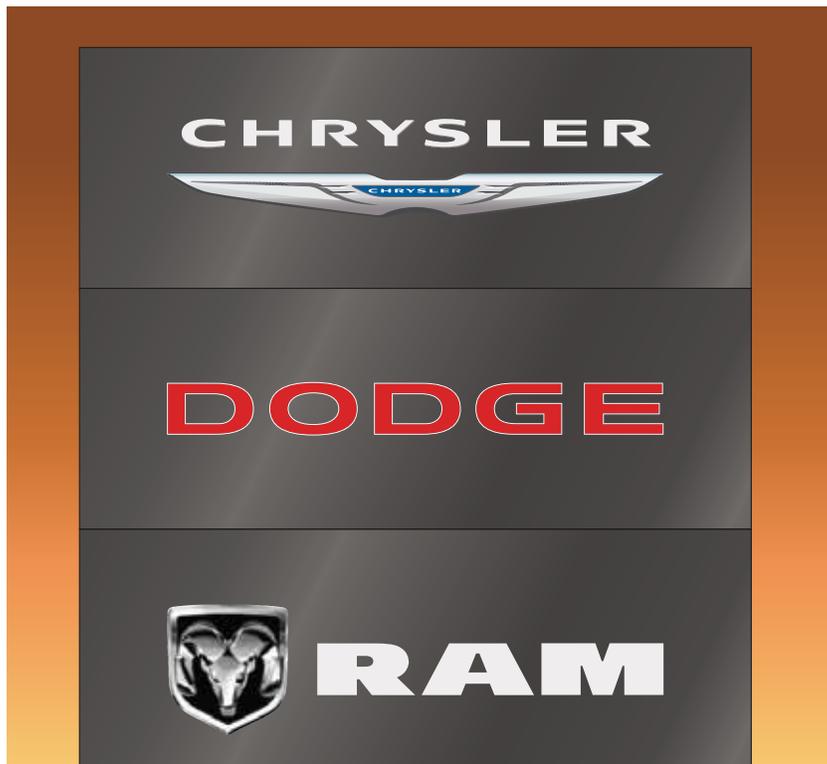
- Signs on metal plates back lit with LEDs

Colors

- **Chrysler Badge:** Black ■ Process Black
Blue ■ PMS 287
Silver
- **Dodge Bodge:** Red ■ PMS 485
White
Silver
- **Ram Badge:** Black ■ Process Black
Silver



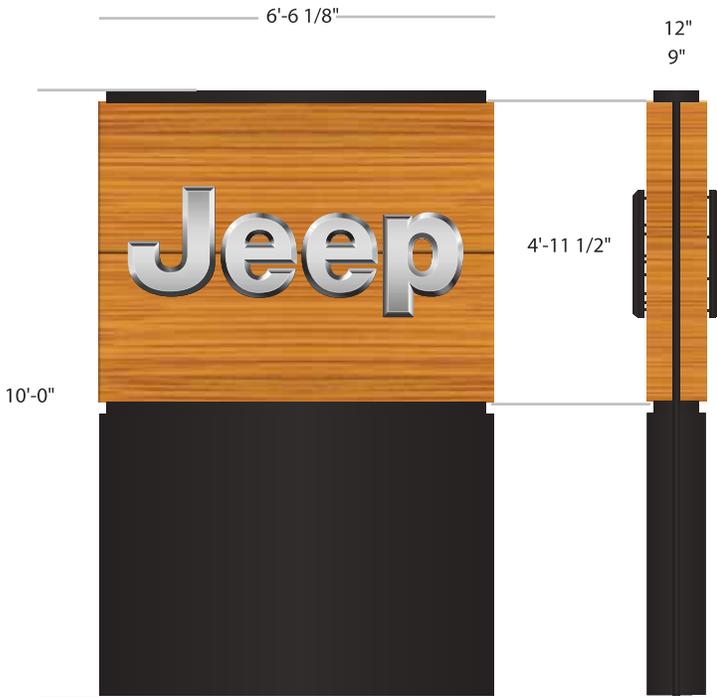
Note: Proposed sign to have a non-illuminated background, or an opaque (zero light transmission) background, only the text and logos shall illuminate.



Night view



Night view

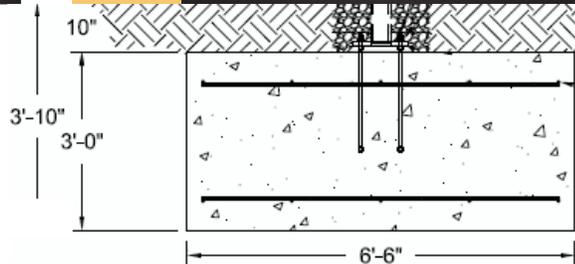


Square Footage

- 32.3 ft²

Manufacturing Details

- ACM wrapped sign structure
 - Upper panel - Woodgrain – Alpolic 4mm Harvest Trail
 - Lower panels – Dark gray – Alpolic 4mm Anthracite
 - Reveal and top cap – Chrome – Alpolic 3mm High Polished Aluminum (HPA)
- Jeep logo, 3" deep, beveled and brushed stainless steel
- Jeep logo is LED halo illuminated



Illumination

- LEDs:
 - JEEP LOGO:
 - (58 TOTAL, 29 PER LOGO) SLOAN PRISM WHITE 6500K
 - P/N: 701269-6WSJ1-MB
 - ACCENT LIGHTING:
 - [(12 TOTAL, 6 PER SIDE) 6FT, CUT TO FIT] SLOAN WHITE COLORLINE P/N: 701800-W-6 (36'/SIDE)

- POWER SUPPLY:
 - (2) SLOAN 60W POWER SUPPLY 60C1 (LOGOS)
 - (3) SLOAN 60W POWER SUPPLY 60C1 (ACCENT LIGHTING)
- TOTAL LOAD: 3.5A @ 120V
- CIRCUITS: (1) 20 AMP REQUIRED

- ALL ELECTRICAL COMPONENTS TO BE UL LISTED GROUNDING PER UL AND NEC SPECIFICATIONS



DODGE

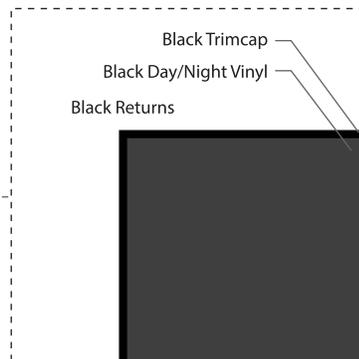
Jeep



RAM

SIGN DETAIL

24" DEALER NAME LETTERS



Total Sign Area 30.25 sq ft

24" LETTERSET

Square Footage

■ 30.25 ft²

Description

- **Construction:** Channel Letters w/ Plex. Face
- **Color:** Black
- Black Returns

Electrical

- LED Illumination



DODGE

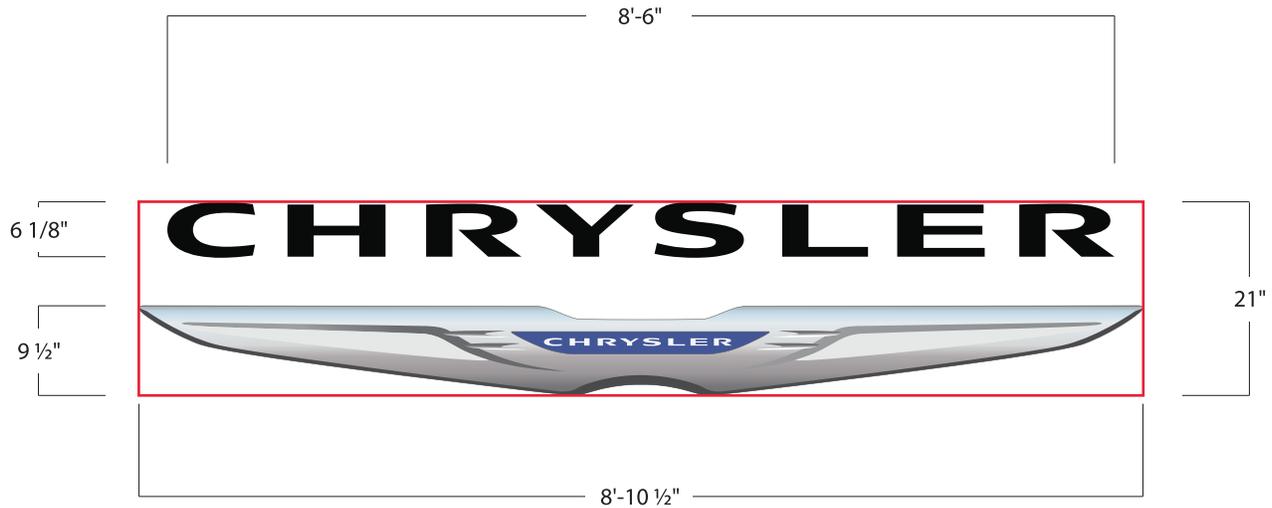
Jeep



RAM

SIGN DETAIL

9 SERIES CHRYSLER WALL BADGE



Total Sign Area 15.53 Sq Ft

9 SERIES CHRYSLER BADGE

Square Footage

- 7.03 ft²

Manufacturing Details

- 5" deep aluminum cabinets, silver returns
- Formed .118 White Mustang w/ 1st surface digital print

Illumination

- LED internal illumination, Ventex VenBrite VL-W100
- (1) VLP100-120 LED Driver - 0.5 Amps

Colors

- Black  Process Black
- Blue  PMS 287
- Silver

9 SERIES CHRYSLER LETTERS

Square Footage

- 4.34 ft²

Manufacturing Details

- 3" deep aluminum cabinets, black returns
- White acrylic faces w/ 1st surface black perforated vinyl leaving 1/8" white perimeter

Colors

- Black  Process Black



DODGE

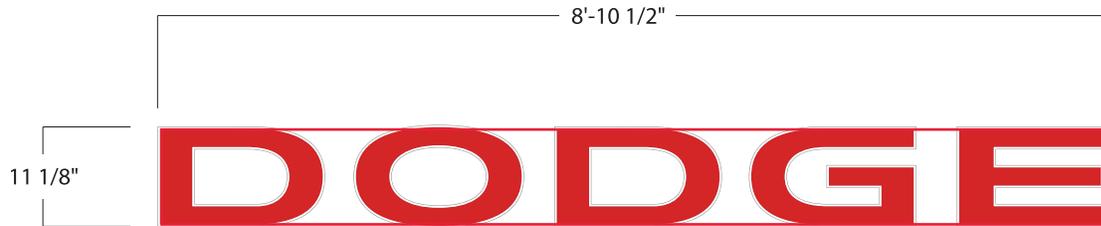
Jeep



RAM

SIGN DETAIL

9 SERIES DODGE WALL BADGE



Total Sign Area 8.23 Sq Ft

9 SERIES DODGE

Square Footage

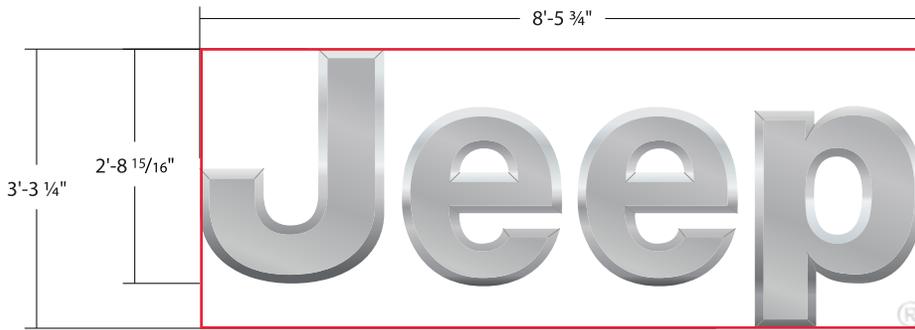
- 8.23 ft²

Manufacturing Details

- 5" deep aluminum cabinets, silver returns
- White acrylic faces w/ 1st surface red vinyl leaving 1/8" white perimeter
- LED internal illumination, Ventex VenBrite VL-W100
- (1) VLP100-120 LED Driver –0.50 Amps

Colors

- Red  PMS 485
- White
- Silver

**DODGE****Jeep****RAM****SIGN DETAIL****J-34
JEEP LETTERS****Total Sign Area 27.73 Sq Ft****Square Footage**

- 27.73 ft²

Manufacturing Details

- 3" deep, beveled and brushed stainless steel
- LED halo illumination
- 18GA stainless steel 304 with brushed vertical satin #4 finish letter faces & bevels
- 22GA stainless steel 304 with brushed aluminum vertical satin #4 finish letter returns
- Standoffs 1.5" long black aluminum pipe spacer painted black
- Registration Mark 3M Dark Gray 180C-441 dark vinyl on 1/4" stainless steel alloy 304 with vertical brushed satin #4 finish

Illumination

- (80) Sloan Prism White 6500k 7012969-6WSJI-MB Module
- Power supply (1) 120D1 12V DC
- Total Connection Load: 1.7A @ 120 V
- Circuits Required; (1) 20 Amp
- All electrical component to be UL Listed grounding per UL and NEC specifications



DODGE

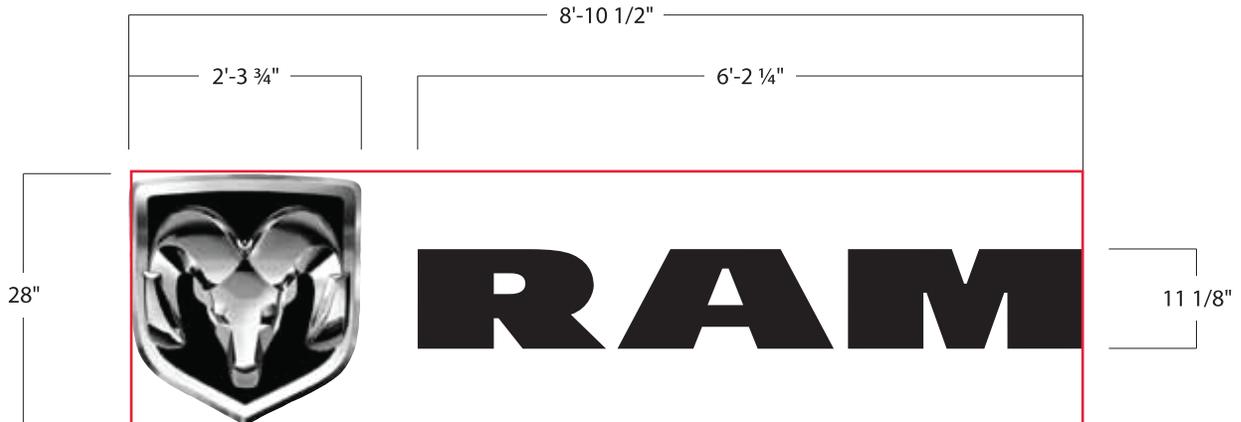
Jeep



RAM

SIGN DETAIL

9 SERIES RAM WALL BADGE



Total Sign Area 20.70 Sq Ft

9 SERIES RAM BADGE

Square Footage

- 5.4 ft²

Manufacturing Details

- 5" deep aluminum cabinets, black returns
- Formed prismatic acrylic face w/ 1st surface mirror finish & 2nd surface vinyl details

Illumination

- LED internal illumination, Ventex VenBrite VL-W100
- (1) VLP100-120 LED Driver-0.50 Amps

Colors

Black  Process Black

9 SERIES RAM LETTERS

Square Footage

- 5.74 ft²

Manufacturing Details

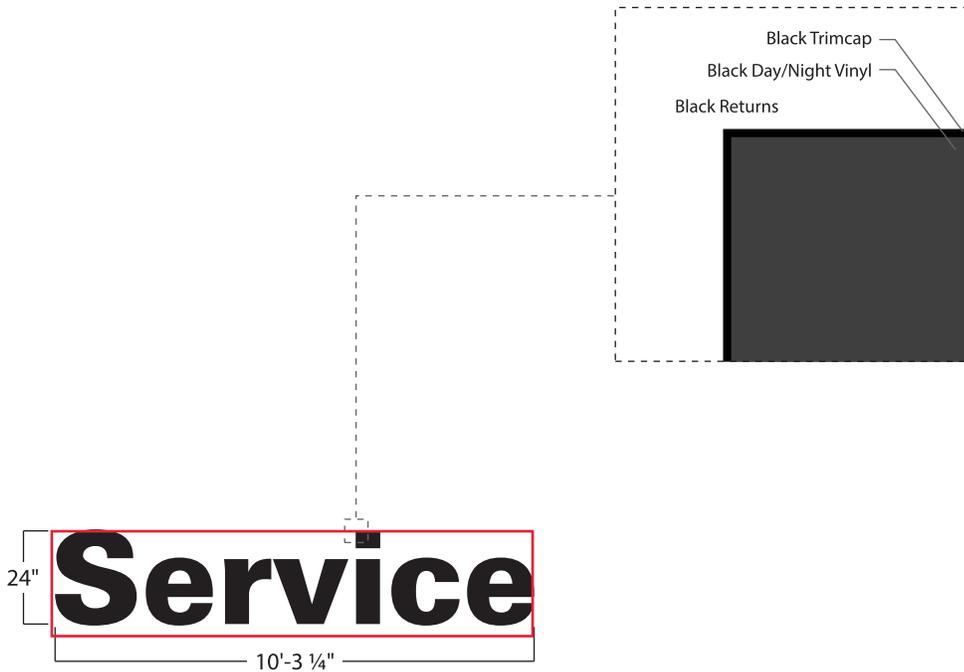
- 5" deep aluminum cabinets, black returns
- White acrylic faces w/ 1st surface black perforated vinyl leaving 1/8" white perimeter

Colors

Black  Process Black



24" SUPPORT LETTERS SERVICE



Total Sign Area 20.54 Sq Ft

24" SUPPORT LETTERS

Square Footage

- 20.54 ft²

Description

- **Construction:** Channel Letters w/ Plex. Face
- **Color:** Black ██████
- Black Returns

Electrical

- LED Illumination



DODGE

Jeep



RAM

SIGN DETAIL

28" EXPRESS LANE PANEL WALL MOUNTED

Square Footage

- 21.15 sq ft

Manufacturing Details

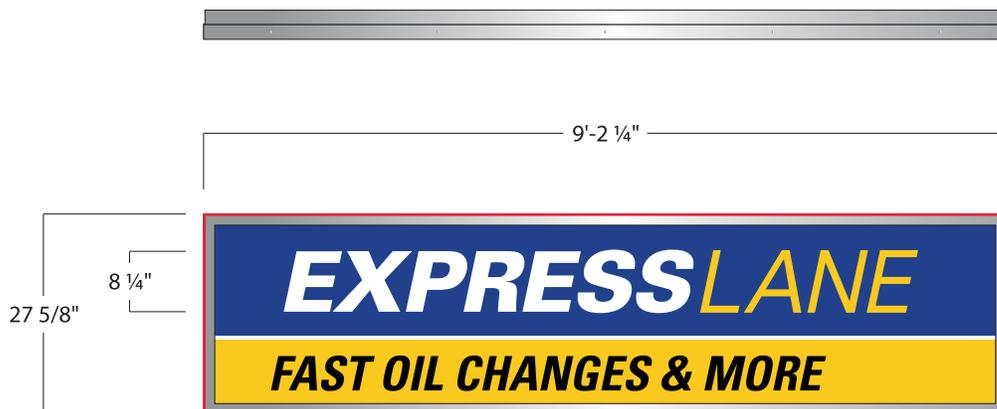
- Painted aluminum sign cabinet
- Acrylic sign face w/ 1st surface applied vinyl decoration. Letters are day/night on an opaque background.

Electrical Requirements

- Fluorescent internal illumination
(12) T8 / Daylight / Fluorescent Lamps
- (1) Fullham workhorse electronic ballast

Colors

- Black
- Blue
- Yellow
- White
- Silver
- Process Black
- PMS 287
- PMS 123



Total Sign Area 21.15 Sq Ft