



PROFESSIONAL CONSULTANTS, INC.

300 Cottonwood Ave.
Suite #7
Hartland, WI 53029

March 31, 2010

Alan J. Martin
Planner III / Secretary, Urban Design Commission
Department of Planning and Development
Planning Unit
Madison Municipal Building
215 Martin Luther King, Jr. Blvd.
Madison, WI 53701-2985

RE: Russ Darrow Chrysler Jeep Dodge Ram
3502 Lancaster Drive
Madison, WI

Dear Mr. Martin,

Please find the enclosed sign application for Comprehensive Design Review (CDR). The Russ Darrow Group moved Chrysler Jeep Dodge Ram into this previous vacant building during Chrysler Corporation bankruptcy and governmental restructuring. The name of the business is Russ Darrow Chrysler Jeep Dodge Ram. To serve the customers of Madison and the franchise agreement we are asking for the signage enclosed. The signage requested is the name of the company and represents the brands sold at the dealership. In our review of the sign ordinance, our building falls under Large Buildings.

Per Sign Control Ordinance Sec. 31.07, Large Buildings, a building exceeding 125 feet is permitted one sign and an additional four accessory signs. The building is approximately 160 feet in width. The signage requested is under 50% of the area included in the 160' building width. The variance would be the 50% height requirement. The scale of the signs is appropriate for the building and the distance from the road.

Our documents will show: Existing directional signage to be updated to Chrysler Corporation specification, a new pylon sign, new individual sets of signs and logo's to advertise each individual automotive brand being offered at the dealership per Chrysler Corporation dealership network franchise requirements and future signage on the North side of the building. The signage is typical of automotive dealerships found on the neighboring dealerships to this property.

I thank you for your time.

Sincerely,
Professional Consultants, Inc.

Chad Kemnitz

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Use brand book page numbers to refer to specific signs

Page A11 – Additional photo's of multi-brand dealerships along High Crossing letter

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Page A13 – Zimbrick Buick Pontiac GMC

Page A14 – Capitol Ford Kia

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APPLICATION FOR
URBAN DESIGN COMMISSION
REVIEW AND APPROVAL

AGENDA ITEM # _____
Project # _____

DATE SUBMITTED: _____	Action Requested
UDC MEETING DATE: _____	<input type="checkbox"/> Informational Presentation
	<input type="checkbox"/> Initial Approval and/or Recommendation
	<input checked="" type="checkbox"/> Final Approval and/or Recommendation

PROJECT ADDRESS: 3502 Lancaster Dr. Madison WI 53178

ALDERMANIC DISTRICT: C3

OWNER/DEVELOPER (Partners and/or Principals)	ARCHITECT/DESIGNER/OR AGENT:
<u>Russ Darrow</u>	<u>Badger Lighting and Signs</u>
<u>3502 Lancaster Dr.</u>	<u>19355 Janacek Ct. Suite 201</u>
<u>Madison WI 53178</u>	<u>Brookfield WI 53045</u>

CONTACT PERSON: Mike McDonald / Joe Kozlowski

Address: 19355 Janacek Ct. ste 201
Brookfield WI 53045

Phone: 262-787-8800

Fax: 262-787-3040

E-mail address: mcdonald@badgerlightingandsigns.com

TYPE OF PROJECT:

(See Section A for:)

- Planned Unit Development (PUD)
- General Development Plan (GDP)
- Specific Implementation Plan (SIP)
- Planned Community Development (PCD)
- General Development Plan (GDP)
- Specific Implementation Plan (SIP)
- Planned Residential Development (PRD)
- New Construction or Exterior Remodeling in an Urban Design District * (A public hearing is required as well as a fee)
- School, Public Building or Space (Fee may be required)
- New Construction or Addition to or Remodeling of a Retail, Hotel or Motel Building Exceeding 40,000 Sq. Ft.
- Planned Commercial Site

(See Section B for:)

- New Construction or Exterior Remodeling in C4 District (Fee required)

(See Section C for:)

- R.P.S.M. Parking Variance (Fee required)

(See Section D for:)

- Comprehensive Design Review* (Fee required)
- Street Graphics Variance* (Fee required)
- Other _____

*Public Hearing Required (Submission Deadline 3 Weeks in Advance of Meeting Date)

Where fees are required (as noted above) they apply with the first submittal for either initial or final approval of a project.

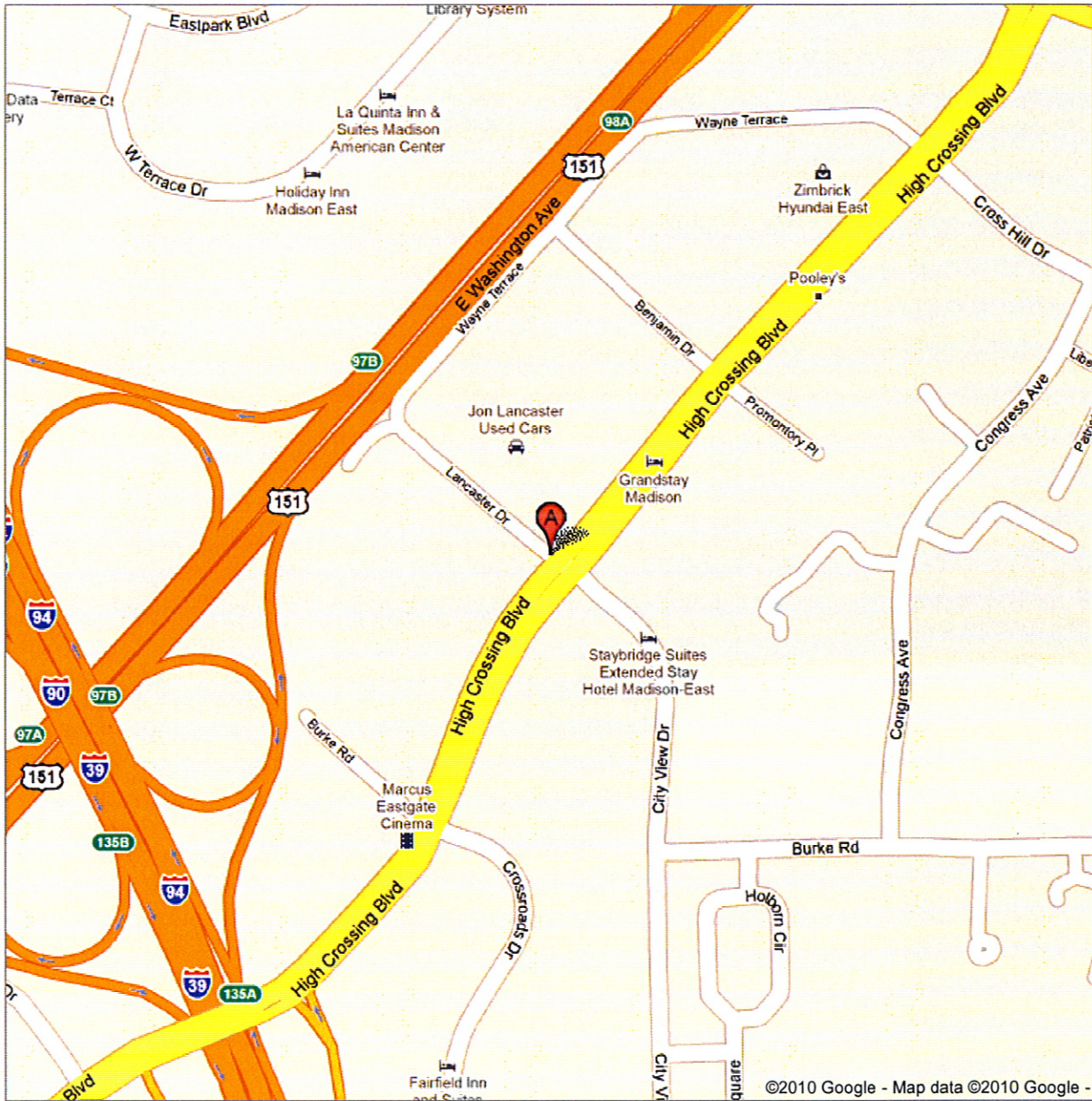


Address 3502 Lancaster Dr
Madison, WI 53718

Get Google Maps on your phone



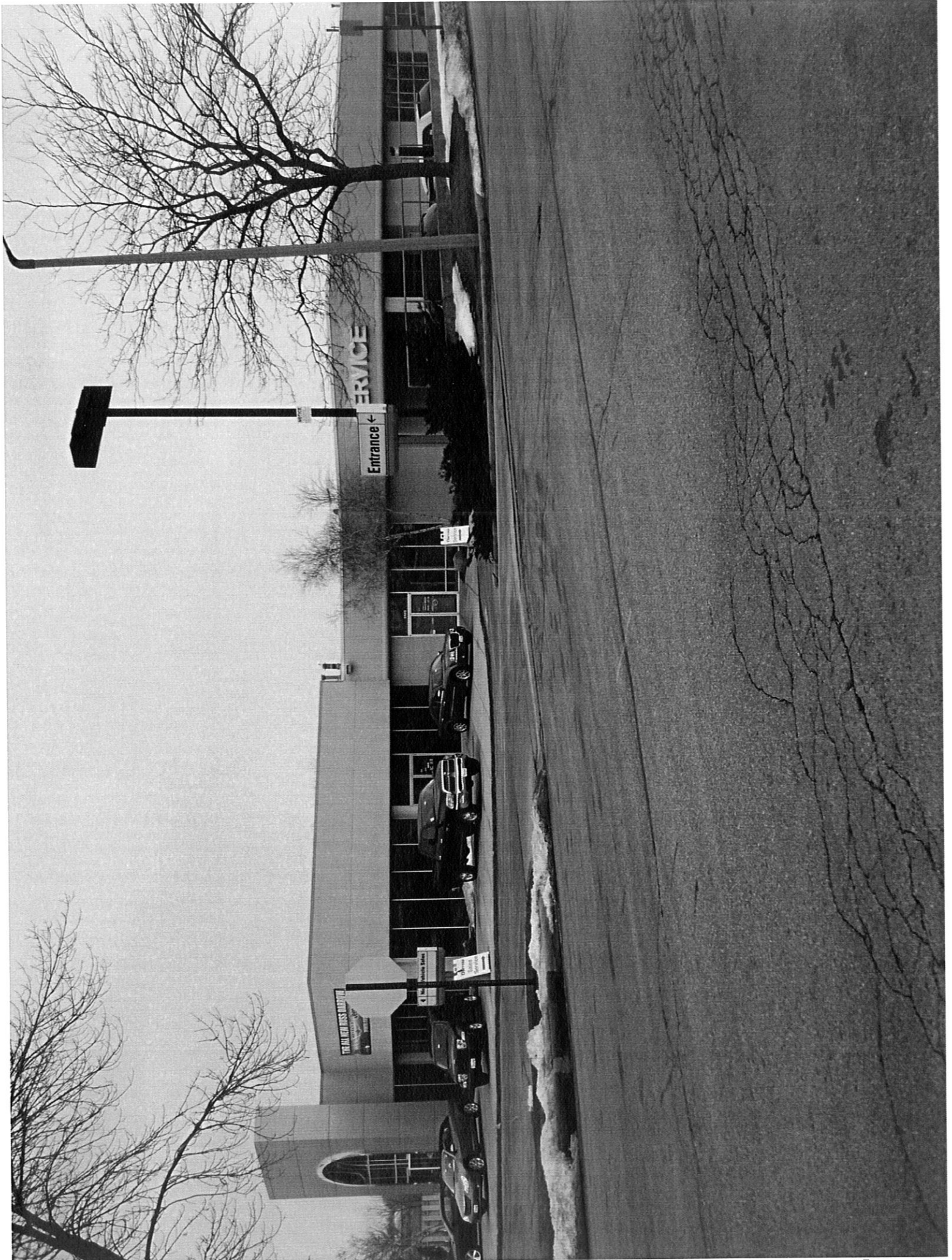
Text the word "GMAPS" to 466453



©2010 Google - Map data ©2010 Google -



A4



A5



April, 2010

Russ Darrow signage at 3502 Lancaster Drive Madison, WI

Madison sign code 31.7(a) states that there shall be one signable area whether on the wall or roof for each façade facing a street. There shall be no more than four signable areas per building. Four signable areas are being requested on the south façade. This is so that the dealership can represent all four automotive brands that they sell. Brand recognition is essential to the automotive industry, as no auto dealers sell a brand that is not advertised on their building. To remove signage of any of the four brands sold would be unacceptable to the auto manufacturer and could result in the dealer being unable to sell that product line.

Section 31.03 (2) section a – Buildings exceeding 125' in length, on each façade of the building where wall, roof or above roof signs are displayed meeting the criteria of this section, up to four additional accessory signs as defined in section 31.03(2) may be displayed. The accessory signs under this paragraph shall not exceed 50% of the net area or 50% of the height of largest permitted wall, roof or above roof sign already displayed on the façade. The building length facing south is 160'2", well more than 125' and therefore allowing the additional signage. The square footage of the additional signage area proposed is 4

The signage being reviewed is labeled as N-01, N-02, and N-03 on the site plan. These are channel letters on the north and south building faces.

N-01:

Chrysler (9 sq.ft. illuminated) and badge (22.8 sq.ft. non-illuminated) page 11
Jeep (22.5 sq.ft. illuminated) page 12
Dodge (16.1 sq.ft. illuminated) page 13
Ram (8.2 sq.ft. illuminated) and badge (8.3 sq.ft. illuminated) page 14
Russ Darrow (55.6 sq.ft. illuminated) page 15

N-02

Service (22 sq.ft. illuminated) page 17

N-03

Chrysler (9 sq.ft. illuminated) and badge (22.8 sq.ft. non-illuminated) page 11
Jeep (22.5 sq.ft. illuminated) page 12
Dodge (16.1 sq.ft. illuminated) page 13
Ram (8.2 sq.ft. illuminated) and badge (8.3 sq.ft. illuminated) page 14
Russ Darrow (35 sq.ft. illuminated) page 16

- 31.03(2)
- (5) Signs Outside Signable Area. The following types of signs may be displayed on a wall outside the signable area:
- (a) Parking Lot Directional signs displayed in a location and with dimensions that otherwise conform to the requirements of this chapter for such signs.
 - (b) Menu boards placed at a height between three and a half to eight (3 ½ to 8) feet off the ground and with a maximum net area of ten (10) square feet.
 - (c) Not more than one (1) logo, a maximum net area of six (6) square feet.
 - (d) Wall Signs Adjacent To Off-Street Parking. Wall signs may be displayed on the facade of a building that does not face a street but is adjacent to an off-street customer parking area of at least thirty-three (33) feet in width, under the following circumstances: (1) if the parking area is on the same zoning lot as the building on which the sign is displayed; or (2) if the parking area is not on the same zoning lot but is available for use under a reciprocal cross-access agreement, an approved planned commercial development site plan or when a conditional use permit has been granted to the owner of an adjacent lot to allow accessory parking for the use within the building on which the sign is displayed. Such signs shall be subject to the same limitations as signs on the street side(s) of the building but shall not exceed the area of the maximum size wall sign permitted elsewhere on that building.
 - (e) Any other wall signs allowed under Sec. 31.042, Signs Exempt from Permit, or expressly permitted elsewhere in this ordinance.
- (6) Large Buildings. Additional signable areas may be designated on Large Buildings, as defined in Sec. 31.03(2), and wall, roof and above-roof signs may be displayed within those additional signable areas, as provided below:
- (a) Buildings Exceeding 125 Feet in Length. On each facade of the building, where wall, roof or above-roof sign(s) are displayed meeting the criteria of this section, up to four (4) additional accessory signs, as defined in Sec. 31.03(2), may be displayed. The accessory signs under this paragraph shall not exceed 50% of the net area or 50% of the height of largest permitted wall, roof or above-roof sign already displayed on that facade.
 - (b) Buildings Five (5) or More Stories in Height. For buildings five (5) stories or more in height, one (1) additional signable area for each facade may be selected. The signable area under this section shall be measured using the criteria under Sec. 31.07(2)(b) except the total area of the additional signable area under this paragraph shall not exceed five percent (5%) of the area of the facade. The maximum net area of a sign displayed within this additional signable area shall be determined under Sec. 31.07(4).
 - (c) Banners. A banner may be used as a wall sign subject to the requirements for a wall sign under Secs. 31.07(2), (4), (5)(b) and (5)(c) herein, except that in an Urban Design District, UDC approval is required under Sec. 33.24 before a banner may be used in place of a permanent sign. A banner shall not be used for a roof or above-roof sign, or for any of the signs described in Sec. 31.07(5)(a) or (6).

31.071 CANOPY SIGNS.

A sign may be displayed on a canopy in the Commercial, Manufacturing and Office districts specified in Sec. 31.15(2) (Table 2), and subject to the provisions of this section. Canopy signs may be illuminated, subject to Sec. 31.04(6)(k). Banners shall not be used as canopy signs.

- (1) Canopy Fascia Signs. A sign may be displayed on the fascia of a canopy. Such sign shall be considered a wall sign, with the fascia of the attached canopy acting as the signable area. The signable area for a canopy fascia sign shall not project beyond the limits of the canopy in any direction, and shall be no wider than the width of the canopy.
- (2) Above-Canopy Signs. In lieu of a canopy fascia sign or wall sign, a maximum of one (1) sign may be erected on the top of an attached canopy, except where the canopy is facing two street frontages or facing an off-street parking area that is thirty-three (33) or more feet in width, if the

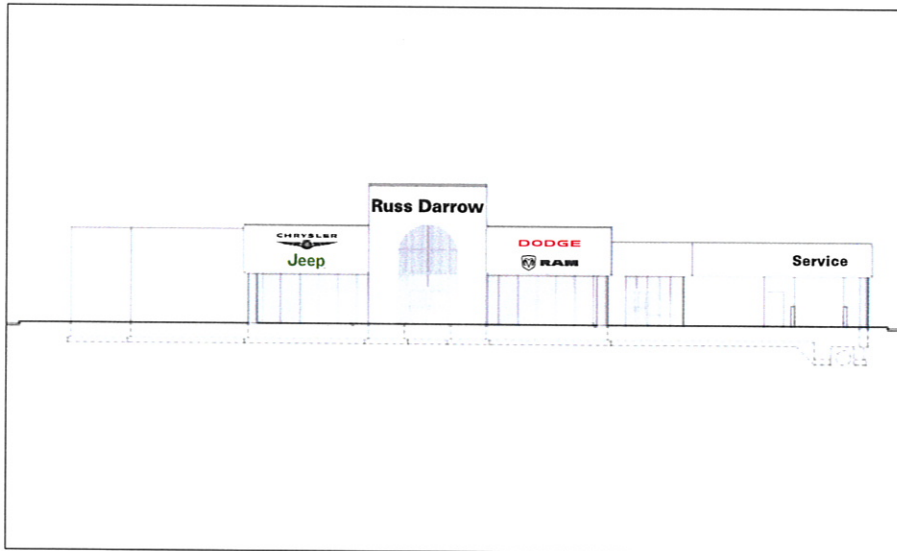
No more than 4 signable areas

31.07 WALL, ROOF AND ABOVE-ROOF SIGNS.

- (1) Wall and roof signs may be displayed in the commercial, manufacturing and office districts, subject to the requirements of the Tables of Permitted Signs, Sec. 31.15(1) (Table 1). Wall signs may be attached flat to, or affixed parallel to and at a distance of not more than fifteen (15) inches from the wall. Wall and roof signs may be illuminated subject to Sec. 31.04(5)(k).
- (2) Wall and Roof Signable Area. All wall and roof signs shall be displayed within the selected signable area, except as provided in subs (4) and (5) below.
 - (a) Number of Signable Areas. There shall be one (1) signable area, whether on the wall or the roof, for each facade facing a street. There shall be no more than four (4) signable areas per building, except:
 - 1. For buildings with more than one occupant side-by-side: the signable area may be divided for building occupants when the building facade is divided by architectural details or internal segmentation that designating separate horizontal occupancies or tenant spaces. Each occupant/tenant will be allowed a signable area as reasonably close to its space as possible.
 - 2. For multi-story buildings with more than one vertical occupancy, there may be up to two (2) additional signable areas per facade displayed above the first story, with no limitation on the height of placement, but a total of only one (1) sign per occupant, per facade, will be allowed.
 - (b) How to Select and Measure Signable Area: The signable area for wall and roof signs shall be determined as follows:
 - 1. Wall Signs. The signable area for a wall signs is determined by the area of the facade of the building that is free of doors, windows (for purposes of this definition, spandrel panels or other non-vision glass used as an exterior building material are not considered windows) or other major architectural detail, and that extends no higher than the juncture of the wall and the roof, or in the case of a facade that includes a parapet wall, no more than four (4) vertical feet of the parapet wall may be included in the measurement of the signable area.
 - 2. Roof Signs. The signable area for a roof signs is one (1) designated area of the roof that is free of windows and doors or major architectural detail, that extends no higher than the roofline.
 - 3. Measuring Signable Area. The size of the signable area is determined by calculating the number of square feet that are enclosed by an imaginary rectangle or square drawn around the area selected pursuant to 1. and 2. above, and sub. (3) below.
- (3) Above-Roof Signs. An above-roof sign is a sign, any portion of which is displayed above the roofline. Above-roof signs may be displayed in the M1 and M2 manufacturing districts and as allowed in Sec. 31.04(2)(b)2.b.iii. and iv., if no wall or roof sign is displayed on the corresponding facade. The signable area for an above-roof sign is calculated on the corresponding wall facade and can be transferred above the roof line. An above-roof sign may extend to a maximum height of ten (10) feet above the roofline.
- (4) Size. The permitted net area of wall, roof and above-roof signs shall be no more than forty percent (40%) of the signable area or two (2) square feet of signage for each lineal foot of building frontage, except that for all Planned Developments (as that term is used in Sec. 33.24(4)(b)1.,) and when the total square footage of all buildings on the zoning lot is twenty-five thousand (25,000) square feet or more, the maximum net area shall be thirty percent (30%) of the signable area, and the lineal foot method of measurement shall not be available. If the net area is measured by lineal feet of building frontage, the total net area of the sign displayed shall not exceed one hundred percent (100%) of the signable area designated under Sec. 31.07(2), above. However, the net area for wall signs in the RPSM and RDC districts shall be a maximum of one-hundred (100) square feet per sign, or one hundred percent (100%) of the signable area, whichever is less.



SITE BRANDBOOK



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





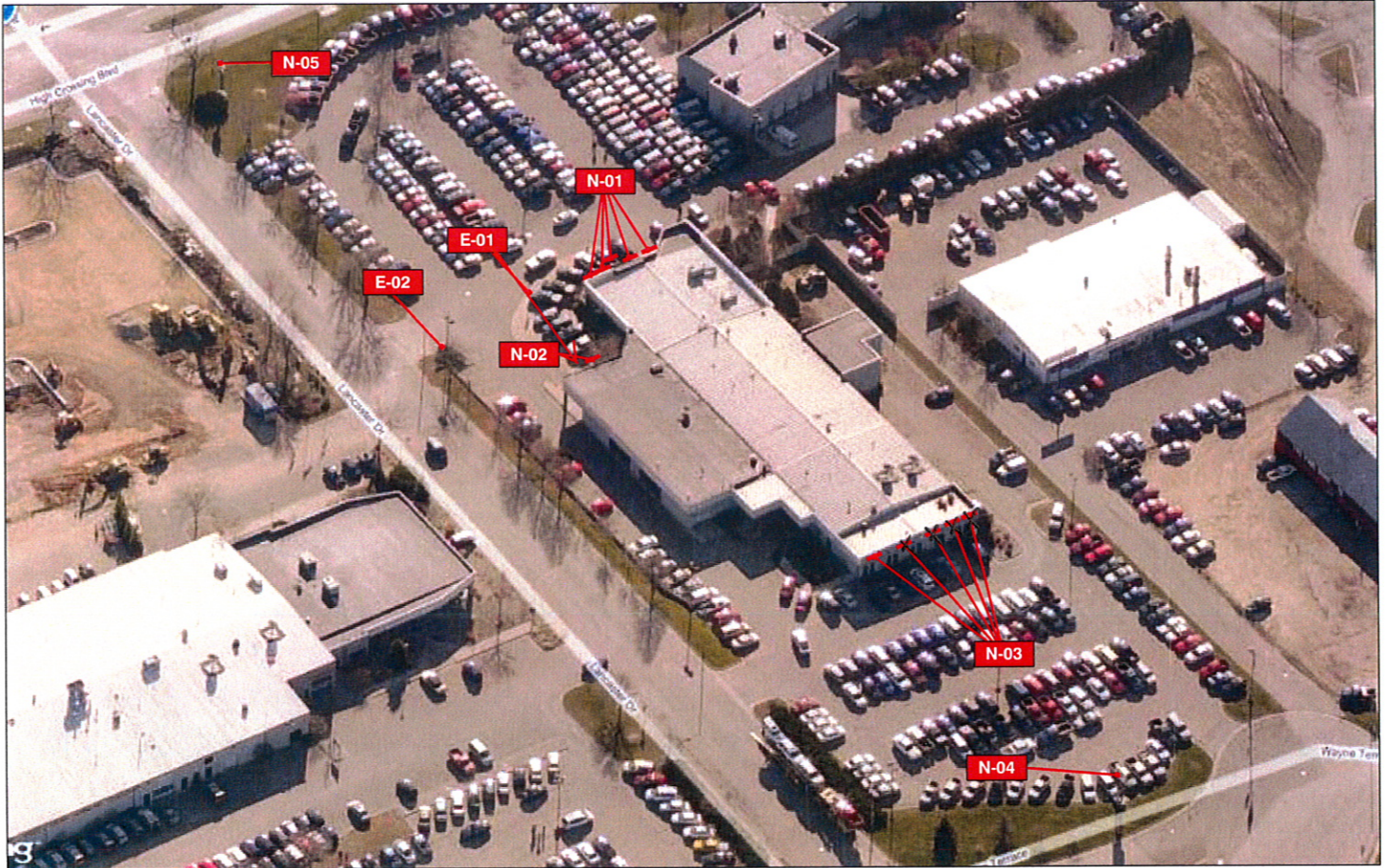
CODE RESEARCH

Chrysler Code Information	
A.) Dealership Name:	<u>Russ Darrow Chrysler Jeep</u> Date Completed: _____
B.) Dealership Contact:	<u>N/A</u> Principle Group Contact: <u>Coren</u>
B.) Street Address:	<u>3502 Lancaster Drive</u>
C.) Town / City / State / Zip:	<u>Madison, WI 53718</u>
D.) Contact for Permit/Zoning:	<u>Pat</u>
E.) Contact Telephone:	<u>(608) 266-5978</u>
F.) Jurisdiction: City/Town:	<u>Madison</u> Address: <u>215 Martin Luther King, Jr. Blvd.</u>
or, County of:	City, ST Zip: <u>Madison, WI 53703</u>
G.) Zoning Classification for property:	<u>C-3</u>
H.) Permit application fee if known:	<u>based on size of sign</u>
I.) Permitting Process time frame:	<u>3-4 days</u>
J.) How long are permits good for?	<u>1 year</u>
K.) What drawings are required? (SEDs)	<u>sign drawings and site plan</u>
L.) Are any authorization letters required?	<u>no</u>
M.) Any review boards/committees?	<u>no</u>
N.) License(s) required to obtain permits?	<u>contractor license</u>
O.) Must permits be obtained in person?	<u>no</u>
P.) What inspections are required?	<u>electrical if you are installing electric</u>
Q.) Is a permit required if only refacing? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
R.) Is there a Variance / Appeals Process?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
S.) Estimated time frame for variance process and chances of approval?	<u>\$300, board meets every 2nd & 4th Thursday</u>
T.) Are temporary or "coming soon" Banners allowed?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
U.) Are Freestanding Temporary Signs allowed? (ie. 4' x 8' Coming Soon)	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
V.) Do Temporary Signs require Permit?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
W.) How long can Temporary Signs be up?	<u>30 days</u>
ATTACHED SIGNS	
1.) Formula for calculating wall sign square footage	<u>40% wall façade or 2 SF of sign area for every foot of lineal foot of building frontage</u>
2.) Total allowable square footage:	<u>see above</u>
3.) Sq Ft allowance for bldg sides / rear:	<u>n/a</u>
4.) How is area calculated?	<u>smallest rectangle</u>
5.) Are allowances Transferrable?	<u>n/a</u>
6.) Total # Wall Signs allowed:	<u>1 per street frontage</u>
7.) May Signs be internally illuminated?	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/> List any restrictions under Misc. notes. See Note 2
8.) Maximum height from top of building sign to ground:	_____
9.) Maximum sign/letter height:	<u>can't exceed wall façade or roofline which the sign is attached to</u>
10.) Are face changes/ moving signs allowed w/o permit:	<u>no</u>
11.) Special codes regarding storefront building colors:	<u>n/a</u>
12.) Are logos allowed:	<u>Yes- 6 SF maximum</u>
13.) Are raceways allowed or required:	<u>No Regulations</u>
14.) Are "Enter" "Exit" "Repair" incidentals counted as sqft:	<u>no</u>
FREESTANDING SIGNS	
1.) Formula for calculating freestanding sign sq. footage	<u>64 SF per sign (32 SF per side)</u>
2.) Total area allowed	<u>64 SF per sign (32 SF per side)</u> Height Maximum: <u>pole sing=16'; monument=10'</u>
3.) # F/S Signs allowed:	<u>2 per zoning property</u> Internal illumination allowed: <u>yes</u>
4.) Power line clearance:	<u>10'</u> Clearance from grade to sign: <u>n/a</u>
5.) Wind load:	<u>30 lbs per SF</u> Site triangle requirements: <u>n/a</u>
6.) Required distance between freestanding signs:	<u>N/A</u>
7.) Set-back of sign from right-of-way or property line:	<u>10' from property line</u>
8.) Are face changes allowed(grandfather) w/o permit	<u>no</u>
DIRECTIONAL SIGNS	
9.) Number Allowed:	<u>as needed</u> Maximum Square Footage: <u>2 SF</u>
10.) Illumination Allowed?	<u>no</u> Maximum Height: <u>12'</u>
11.) Count against sqft:	<u>no</u> Separation restrictions: <u>n/a</u>
12.) Permit Required?:	<u>no</u> Custom Logo Allowed: <u>yes</u>

rev: 3/01/05



INVENTORY / SITE PLAN



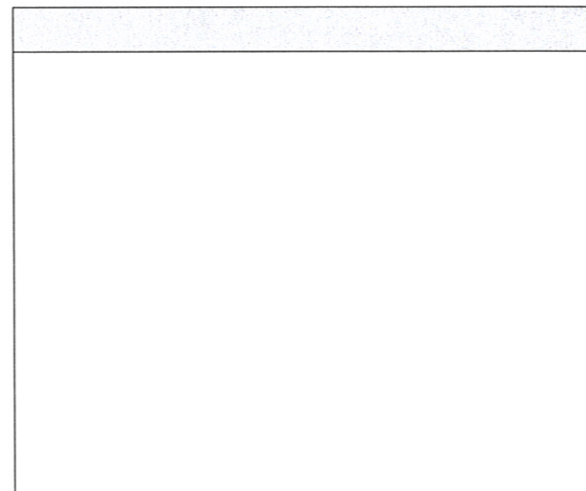
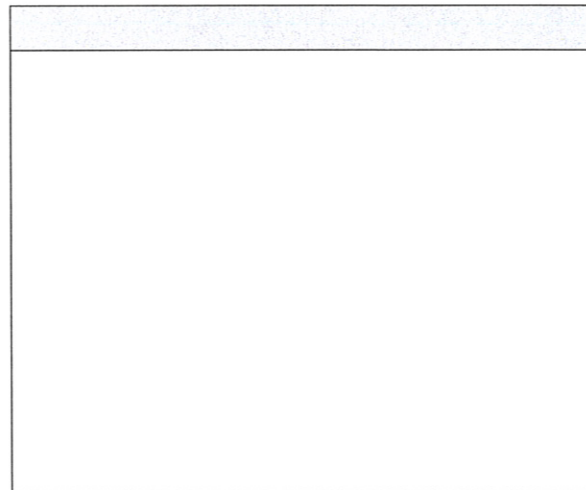
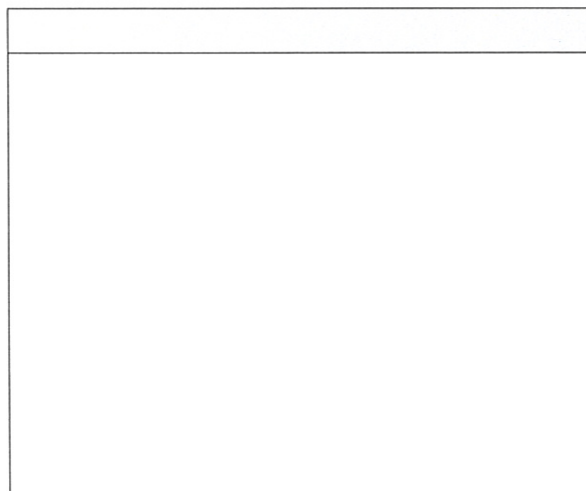
INVENTORY

RECOMMENDATION

Sign #	Existing Type	Action	Sign Type	Description
E-01	New Vehicle Directional	LS	Ground Directional	Leave Sign
E-02	Entrance Directional	LS	Ground Directional	Leave Sign
N-01	No Existing Sign	New	Wall Sign	38" Chrysler Badge, 36" Jeep Badge, 15" Dodge Badge Letters, 36" Ram Badge, 30" DNL
N-02	No Existing Sign	New	Wall Sign	24" Support Letters "Service"
N-03	No Existing Sign	New	Wall Sign	38" Chrysler Badge, 36" Jeep Badge, 15" Dodge Badge Letters, 36" Ram Badge, 24" DNL
N-04	No Existing Sign	New	Pylon	6'x8' CJDR Brand Sign
N-05	No Existing Sign	New	Pylon	6'x8' CJDR Brand Sign



LEAVE SIGN INVENTORY



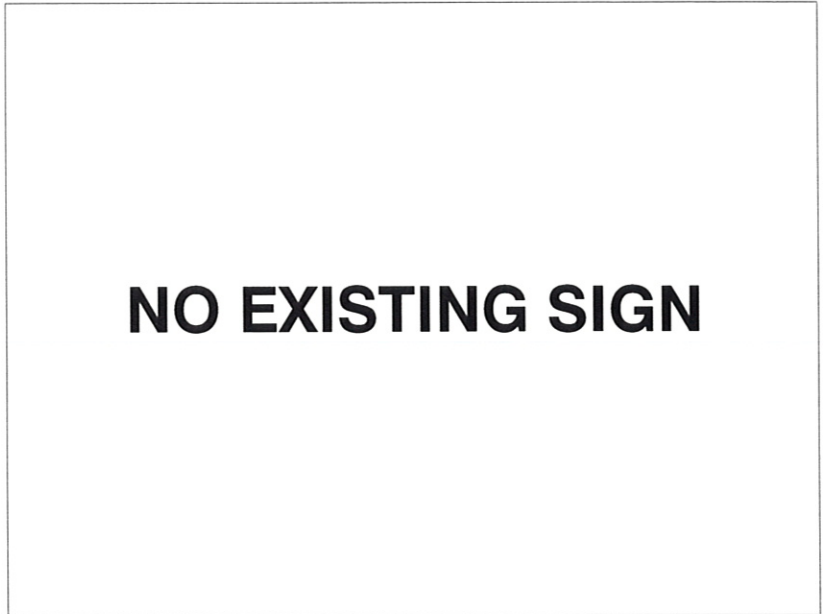


RECOMMENDATION DETAIL

N-01

INVENTORY

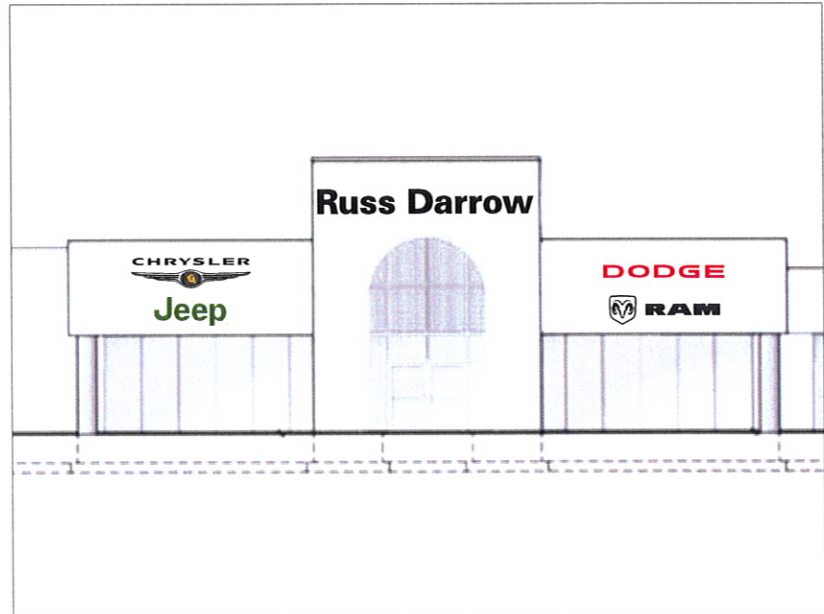
Sign Text / Description		
No Existing Sign		
Height	Width	Depth
N/A	N/A	N/A
Letter Height	Height Off Ground	
N/A	N/A	
Face Material	Sign Material	
N/A	N/A	
Visible Opening	Retainer Size	
N/A	N/A	
Surface Material	Surface Color	
N/A	N/A	
Illuminated	Illumination Type	
N/A	N/A	
Double Face	Mount	
N/A	N/A	



Inventory Comments
N/A

RECOMMENDATION

Recommended Action
New Sign
Recommended Sign
38" Chrysler Badge, 36" Jeep Badge, 15" Dodge Badge Letters, 36" Ram Badge 30" DNL
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 38" Chrysler Badge, 36" Jeep Badge, 15" Dodge Badge Letters, 36" Ram Badge, and 30" DNL and make final electrical connection.



RECOMMENDATION DETAIL

N-02

INVENTORY

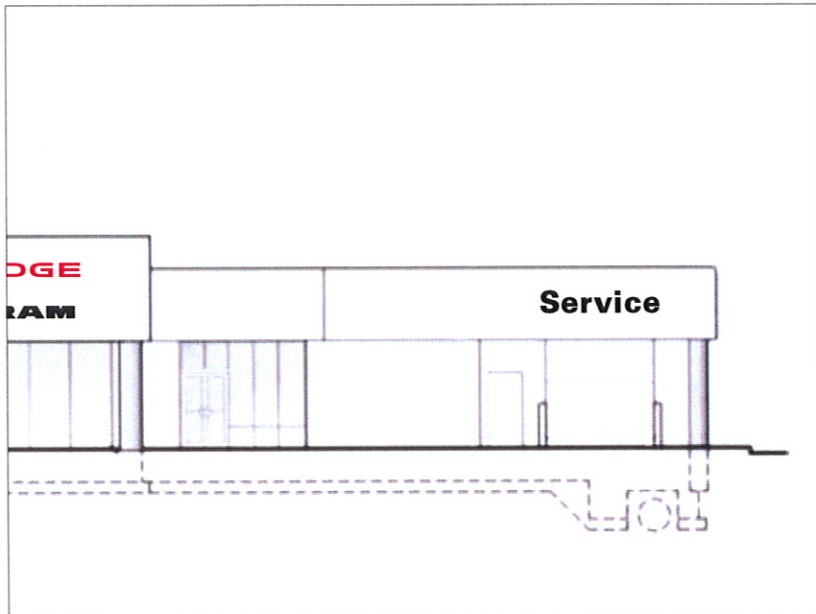
Sign Text / Description	
No Existing Sign	
Height	Width
N/A	N/A
Letter Height	Height Off Ground
N/A	N/A
Face Material	Sign Material
N/A	N/A
Visible Opening	Retainer Size
N/A	N/A
Surface Material	Surface Color
N/A	N/A
Illuminated	Illumination Type
N/A	N/A
Double Face	Mount
N/A	N/A

NO EXISTING SIGN

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 a new 24" "Service" support letters and make final electrical connection.



Jeep

DODGE



RAM

RECOMMENDATION DETAIL

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	

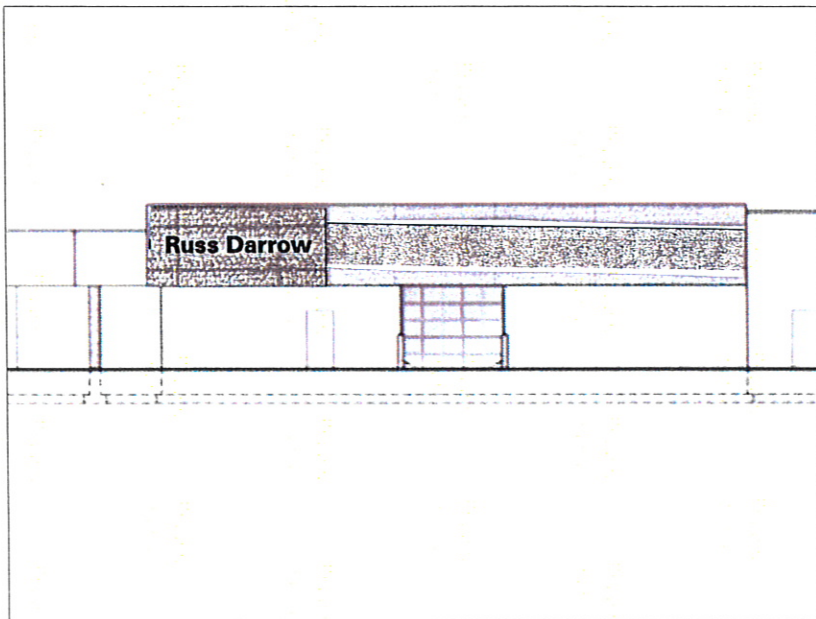
NO EXISTING SIGN

Inventory Comments

N/A

RECOMMENDATION

Recommended Action
New Sign
Recommended Sign
38" Chrysler Badge, 36" Jeep Badge, 15" Dodge Badge Letters, 36" Ram Badge, 24" DNL
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 ~~38" Chrysler Badge, 36" Jeep Badge, 15" Dodge Badge Letters, 36" Ram Badge, and 24" Dealer Name Letters~~ and make final electrical connection.

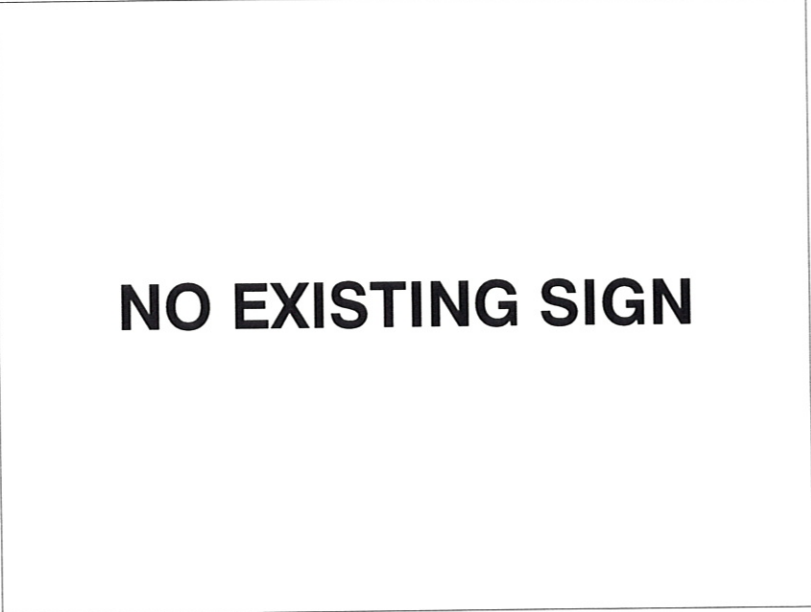


RECOMMENDATION DETAIL

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
6'x8' CJDR Brand Sign
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 6'x8' C/J/D/R Brand Sign and make final electrical connection. Exact location TBD.

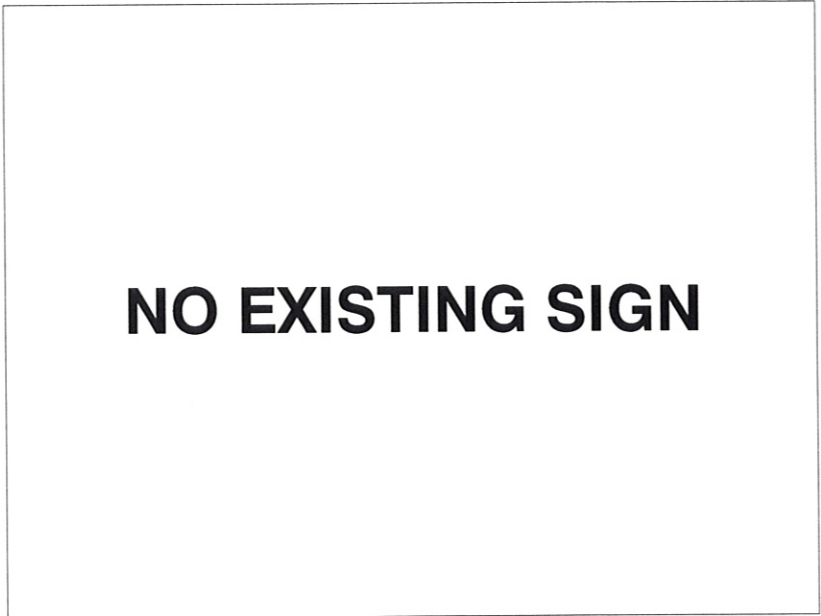


RECOMMENDATION DETAIL

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
6'x8' CJDR Brand Sign
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 6'x8' C/J/D/R Brand Sign and make final electrical connection. Exact location TBD.



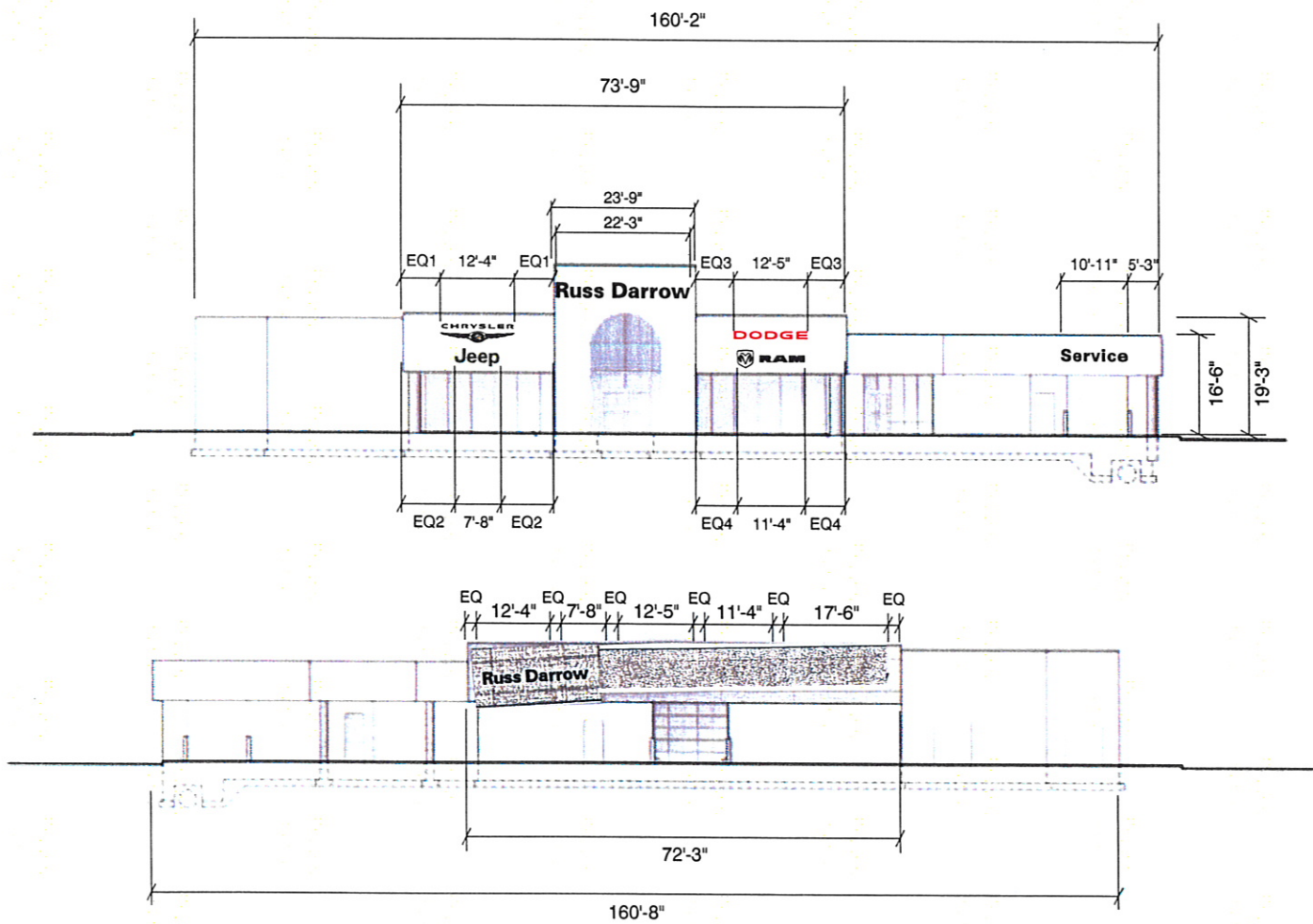
Jeep

DODGE



RAM

ELEVATIONS





Jeep

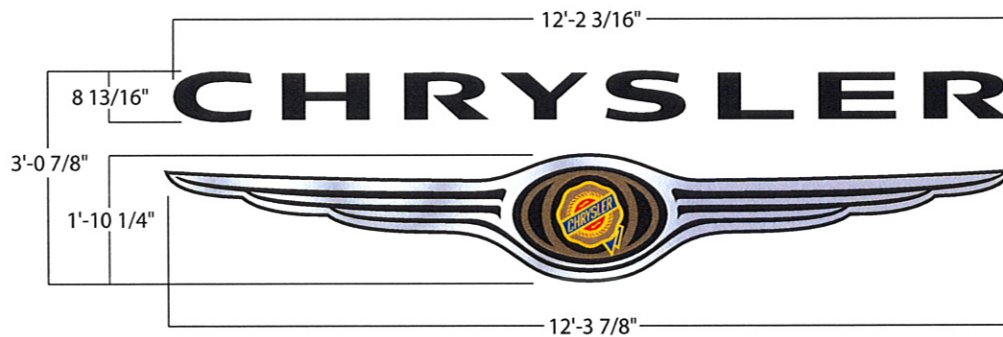
DODGE



RAM

SIGN DETAIL

CHRYSLER 38" BADGE



LETTERSET

Square Footage

■ 9.0 ft²

Description

- **Construction:** Formed Letters
- **Color:** Black

Electrical

■ Non-Illuminated

BADGE

Square Footage

■ 22.8 ft²

Description

- **Construction of Badge:** Metalized Formed Badge
- **Colors:** Gold PMS 124
- Beige PMS 873
- Red PMS 485
- Blue PMS 287

Electrical

- **Lamp Quantity:** 3
- **Lamp Description:** F48T12 (x1); F64T12 (x2)
- **Ballast Quantity:**
- **Ballast Size:**
- **Load:**
- **Circuits:**
- **Lumens:**



Jeep

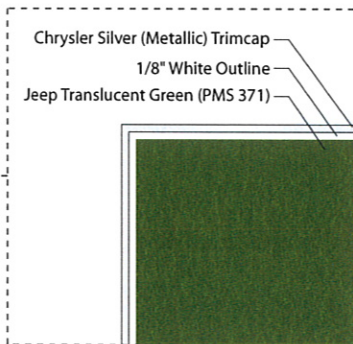
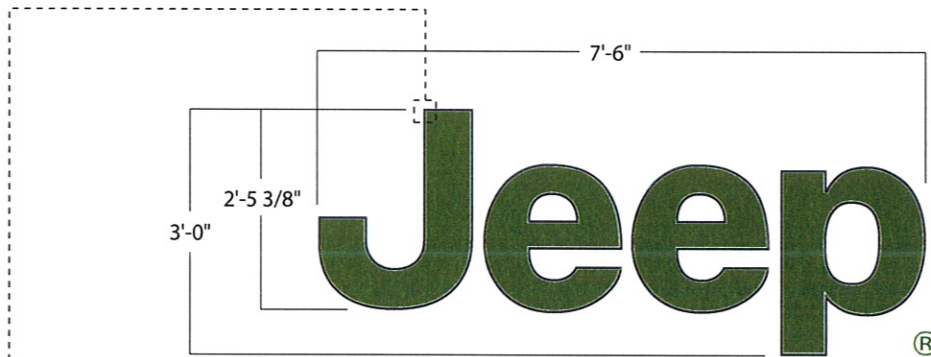
DODGE



RAM

SIGN DETAIL

JEEP 36" BADGE



Square Footage

- 22.5 ft²

Jeep Badge

- **Construction of Letters:** Channel Letters w/ Jewelite Trim
- **Color:** See Diagram at Left

Electrical

- LED Illumination



Jeep

DODGE



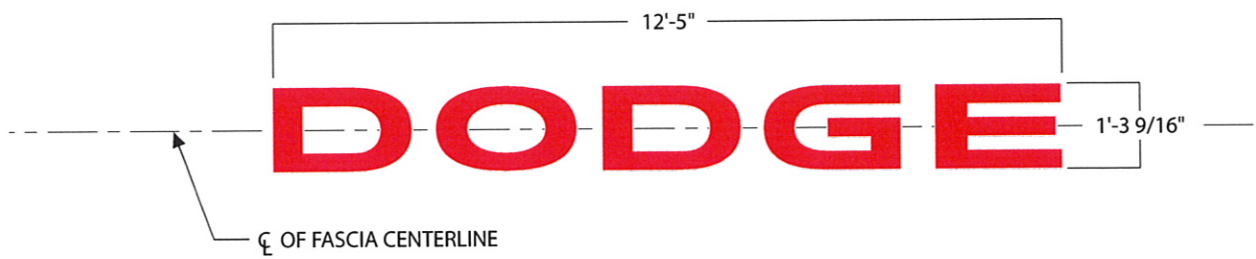
RAM

SIGN DETAIL

DODGE BADGE

15" LETTERS

NO SHIELD




LETTERSET

Square Footage

- 16.1 ft²

Description

- **Construction:** Channel Letters
w/ Jewelite Trim
- **Colors:** Red  PMS 485
Silver

Electrical

- LED Illuminated



Jeep

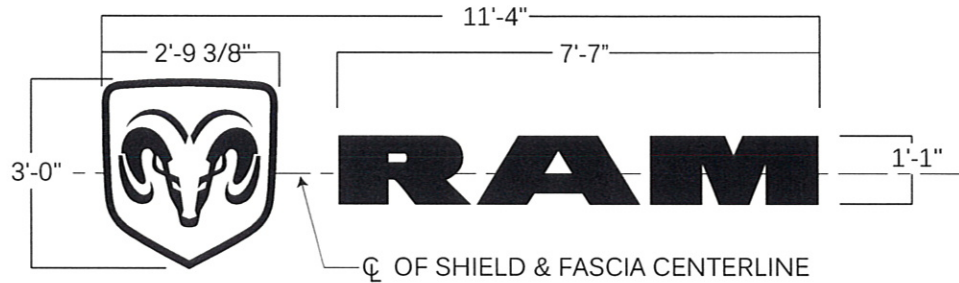
DODGE



RAM

SIGN DETAIL

RAM 36" BADGE



BADGE

Square Footage

- 8.3 ft²

Description

- **Construction:** Aluminum Cabinet w/ Formed Face
- **Colors:** Black Process Black C Silver

Electrical

- **Lamp Quantity:** 1
- **Lamp Description:** 15 mm 6500 White Neon
- **Ballast Quantity:**
- **Ballast Size:**
- **Load:**
- **Circuits:**
- **Lumens:**

LETTERSET

Square Footage

- 8.2 ft²

Description

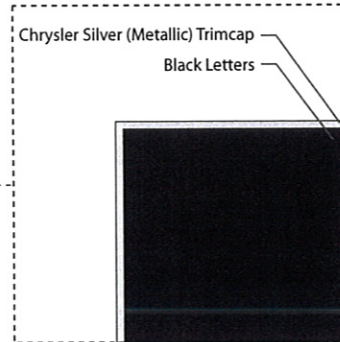
- **Construction:** Channel Letters w/ Jewelite Trim
- **Colors:** Black Process Black C Silver

Electrical

- LED Illuminated



**30" DEALER NAME
LETTERS**




30" LETTERSET

Usage

- Chrysler and Jeep Only Dealerships
- Any combination of Chrysler, Jeep, and Dodge

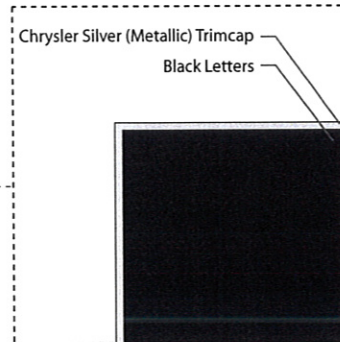
Description

- Construction: Formed Letters
- Color: Black 

Electrical

- LED Illumination

24" DEALER NAME
LETTERS



24" LETTERSET

Usage

- Chrysler and Jeep Only Dealerships
- Any combination of Chrysler, Jeep, and Dodge

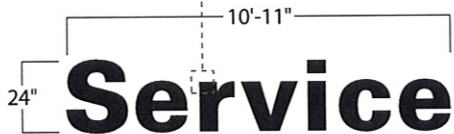
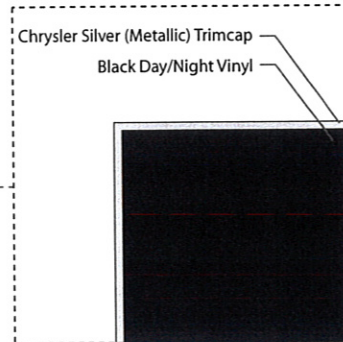
Description

- Construction: Formed Letters
- Color: Black

Electrical

- LED Illumination

24" SUPPORT LETTERS



Height	24"
Length	10'-11"

24" SUPPORT LETTERS

Usage

- Letters are black in all brand combinations except in stand-alone Dodge Dealerships where they are to be red.

Description

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

Electrical

- LED Illumination



CHRYSLER-JEEP-DODGE RAM 6x8 BRAND SIGN

Square Footage

- 50.7 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

Appendage

- Color: Black

Chrysler Badge

- Construction of Letters: Formed Letters
- Color of Letters: Black
- Construction of Badge: Metalized Formed Badge
- Color of Badge:

Gold		PMS 124
Beige		PMS 873
Red		PMS 485
Blue		PMS 287

Jeep Badge

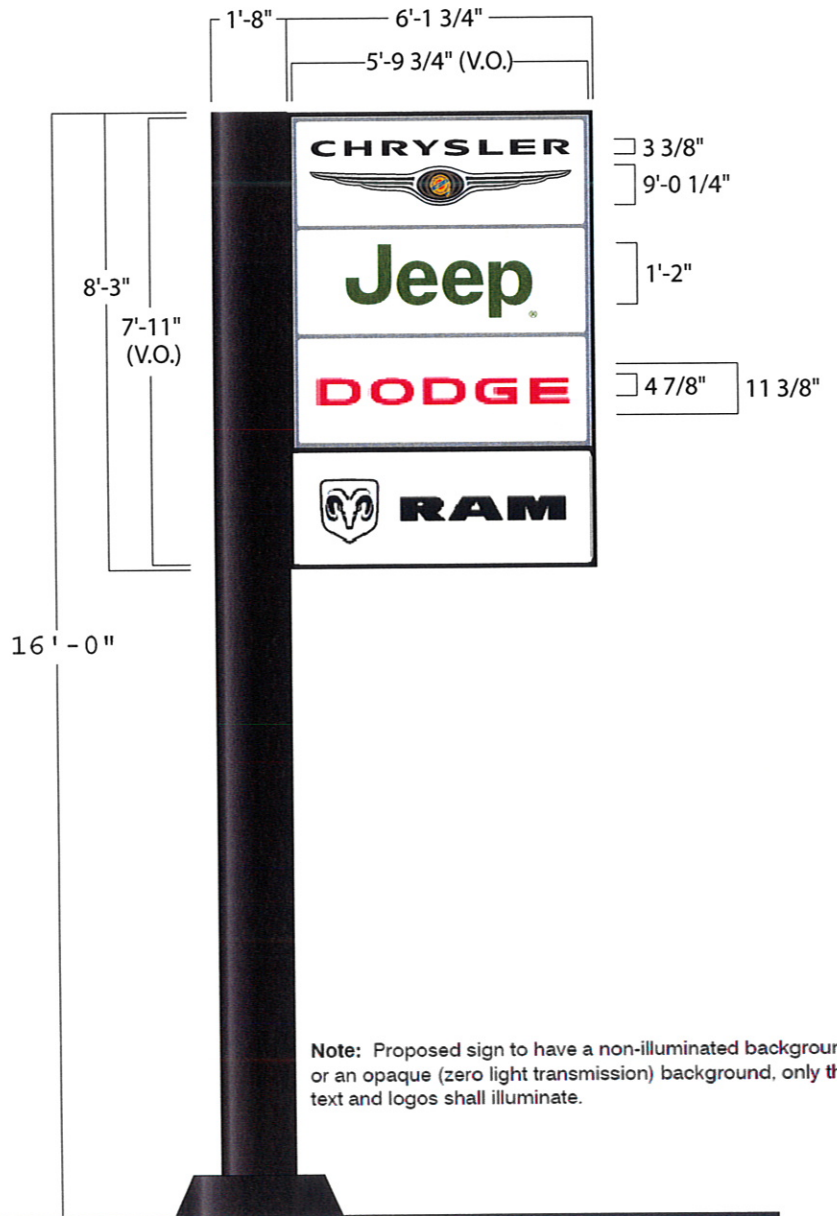
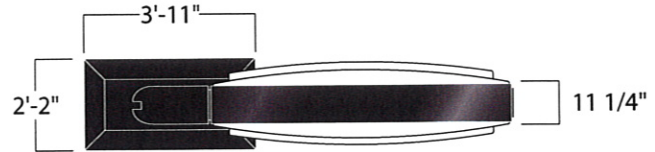
- Construction: Formed Letters
- Color: Jeep Translucent Green PMS 371

Dodge Badge

- Construction: Formed Letters
- Color: Translucent Red PMS 485

Electrical

- Lamp Quantity: 7
- Lamp Description: 72T12 Cool White
- Ballast Quantity: 2
- Ballast Size: ESB-832-16L Electronic Ballast
- Load: 3.4 Amps
- Circuits: (1) 20 Amp
- Lumens: 970 Lumens/Sq. Ft.
- Wind Load: 110 & 140 mph



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



PROFESSIONAL CONSULTANTS, INC.

300 Cottonwood Ave.

Suite #7

Hartland, WI 53029

Please find enclosed a few of the neighboring dealerships. The sign package we are requesting is inline with the other automobile dealerships in the High Crossing area.

Zimbrick Buick Pontiac GMC
5402 High Crossing Blvd.
Madison, WI

This multi-brand dealership has signage for all the brands it sells and the owner's name.

Capitol Ford Kia
5422 Wayne Terrace
Madison, WI

This multi-brand dealership has signage for all the brands it sells and the owner's name.

Zimbrick Nissan
5330 High Crossing Blvd
Madison, WI

This dealership has the owner's name and brand signage.



ZIMBRICK

BUICK

PONTIAC

GMC

ZIMBRICK

ZIM



9/2



ZIMBRICK

PONTIAC GMC

GMC TRUCKS
HE ADQUARTE

5402



A14



A15