

APPLICATION FOR  
URBAN DESIGN COMMISSION  
REVIEW AND APPROVAL

AGENDA ITEM # \_\_\_\_\_  
Project # \_\_\_\_\_  
Legistar # 17567

DATE SUBMITTED: MARCH 30, 2010

Action Requested

Informational Presentation

Initial Approval and/or Recommendation

UDC MEETING DATE: APRIL 7, 2010

Final Approval and/or Recommendation

PLEASE PRINT!

PLEASE PRINT!

PROJECT ADDRESS: 5802 ODANA ROAD

ALDERMANIC DISTRICT: 19

OWNER/DEVELOPER (Partners and/or Principals) ARCHITECT/DESIGNER/OR AGENT:

DON MILLER - DAVE MILLER

JIM TRIATIK

K.F. SULLIVAN CO.

5802 ODANA MADISON, 53719

CONTACT PERSON: JIM TRIATIK - K.F. SULLIVAN

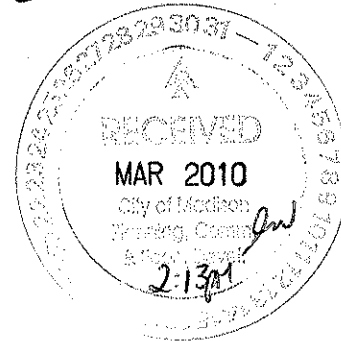
Address: 1314 EMIL ST.

MADISON WI 53713

Phone: 257-2289

Fax: 257-2906

E-mail address: Jim@KFSULLIVAN.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.

**Don Miller**

5802 Odana Road

UDC Submittal: signage changes and Subaru upgrades – **RESUBMITTED** for April 7<sup>th</sup>, 2010 meeting – **SECOND** submittal

Submitted by:

**KF Sullivan Co.**

1314 Emil Street

Madison, WI 53713

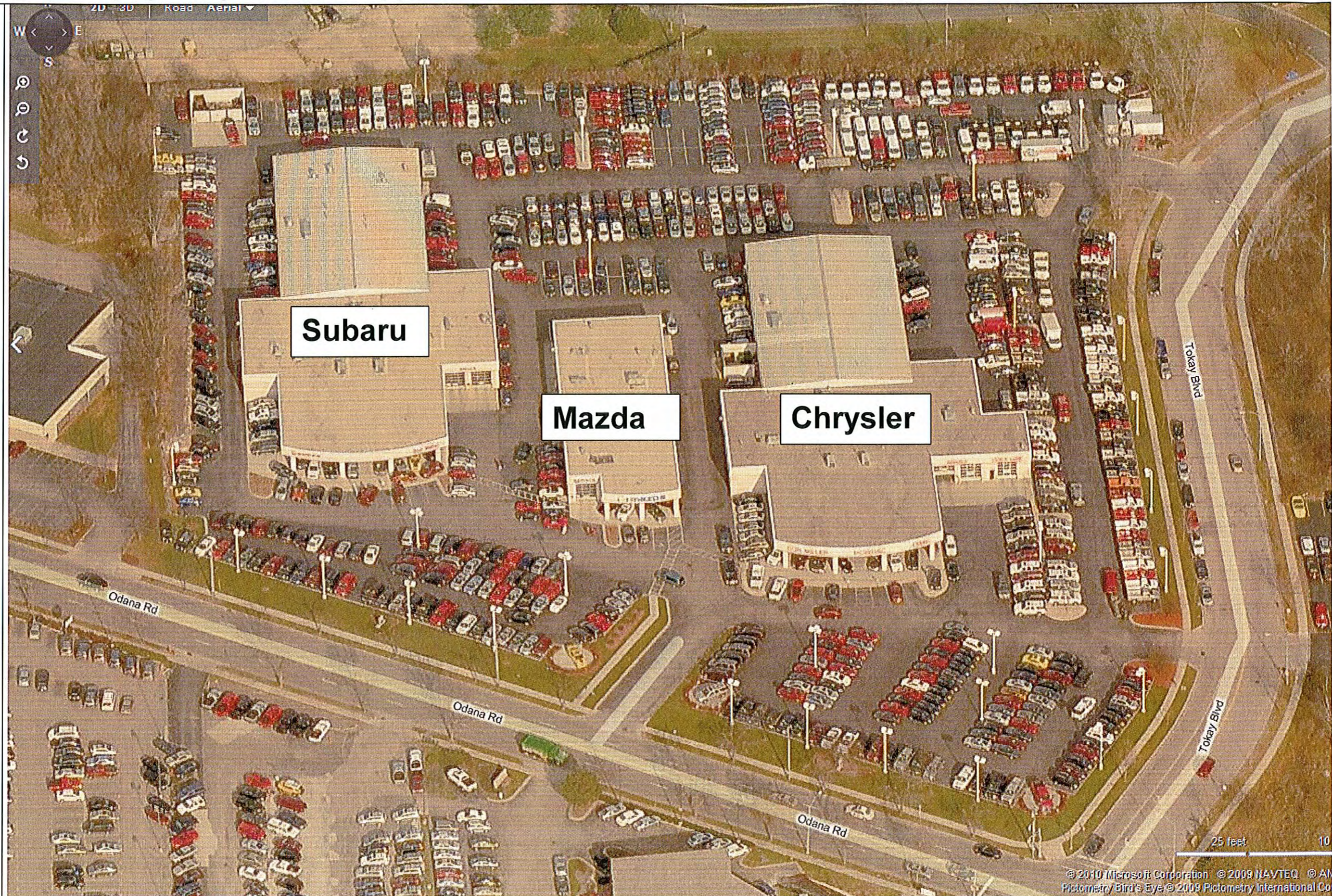
257-2289

[www.kfsullivan.com](http://www.kfsullivan.com)

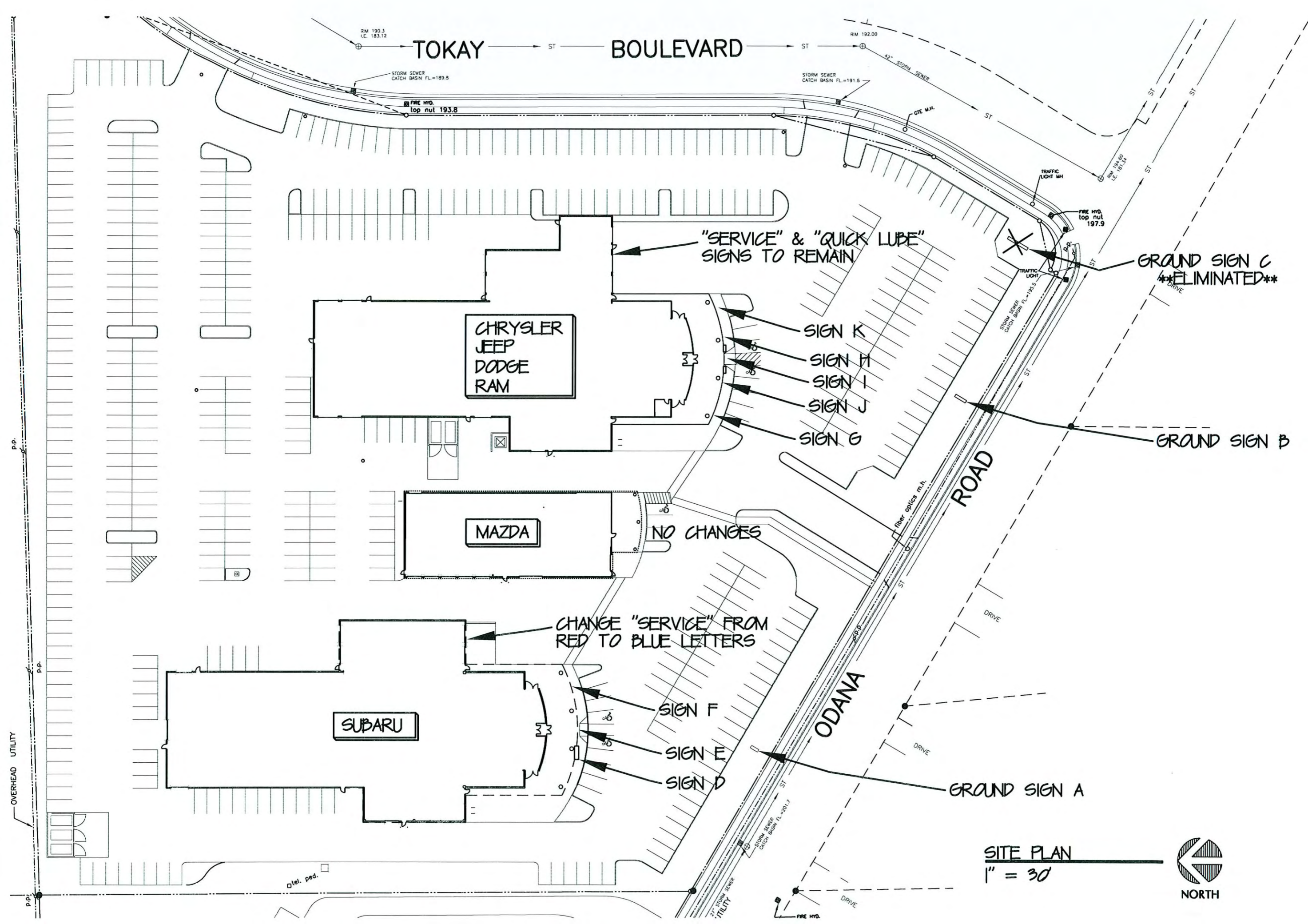
Contact: Jim Triatik, A.I.A.

**Sullivan**

Since 1937



Overall site – aerial view



TOKAY BOULEVARD

CHRYSLER  
JEEP  
DODGE  
RAM

MAZDA

SUBARU

"SERVICE" & "QUICK LUBE"  
SIGNS TO REMAIN

- SIGN K
- SIGN H
- SIGN I
- SIGN J
- SIGN G

NO CHANGES

CHANGE "SERVICE" FROM  
RED TO BLUE LETTERS

- SIGN F
- SIGN E
- SIGN D

GROUND SIGN C  
**\*\*ELIMINATED\*\***

GROUND SIGN B

ROAD

ODANA

GROUND SIGN A

SITE PLAN  
1" = 30'



NO.	REVISIONS

Don Miller  
Remodeling and signage  
5802 Odana Road  
Madison, WI 53719

**Kenneth J. Sullivan**  
Sullivan  
GENERAL CONTRACTORS CO.  
1314 EMIL ST. MADISON, WI 53713 608/257-2289

DRAWING NO.  
OVERALL SITE PLAN

DRAWN BY  
DATE

2-1-10

SHEET  
SP-1  
PREL #

Don Miller  
 5802 Odana Road  
 UDC submittal: signage changes and Subaru updates

**Ground signs**

revised March 29,2010

February 11, 2010

3 signs proposed: **2 SIGNS PROPOSED**

Maximum number of ground signs per sign ordinance: 2

Maximum number of ground signs per UDD #3: 2

Maximum height of ground signs per sign ordinance: 16'

Maximum height of ground signs per UDD #3: 10'

Misc: info: 5802 Odana - UDD #3 30 mph posted speed limit 4 lanes of traffic
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Sign #	Description	Area proposed	Area allowed - sign ordinance	Area allowed - UDD #3	Setback proposed	Setback allowed - sign ordinance	Setback required - UDD #3
		total - both sides					
A	Subaru ground sign	107 <b>47.5</b>			existing base at 9'-0"	0	20'
B	Chrysler/Jeep/Dodge	38.25 38.25			existing base at 8'-1"	0	20'
C	Don Miller <b>eliminated</b>	160 <b>0</b>			12'-0" <b>N.A.</b>	0	20'
	<b>total area</b>	<b>305.25 85.75</b>	80 sq. ft. total for 2 side signs	40 sq. ft.			

**REVISIONS IN BLUE**



**Philadelphia Sign  
COMPANY**

707 West Spring Garden Street  
Palmyra, New Jersey 08065

Phone: 856 829 1460  
Fax: 856 829 8549  
E-mail: mail@philadelphiasign.com

**CUSTOMER:**  
**SUBARU**  
**JOB NUMBER:**  
**SUB14777**

**SIGN TYPE:**  
**M13 Monument**

**LOCATION:**  
**230 Auto Center Court  
Modesto, CA 95356**

**DATE:**  
**09/21/09**

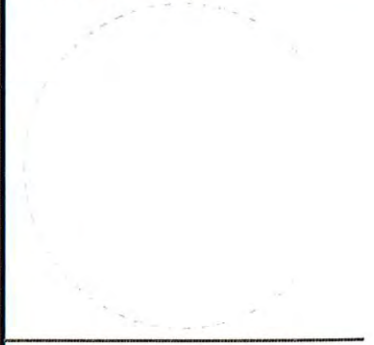
**DRAWN BY:**  
**JLTH**

**REVISION:**  
Number: 1 Date: 09/30/09 By: JLTH

**SHEET:** ENG DEPT  
**1 OF 1**

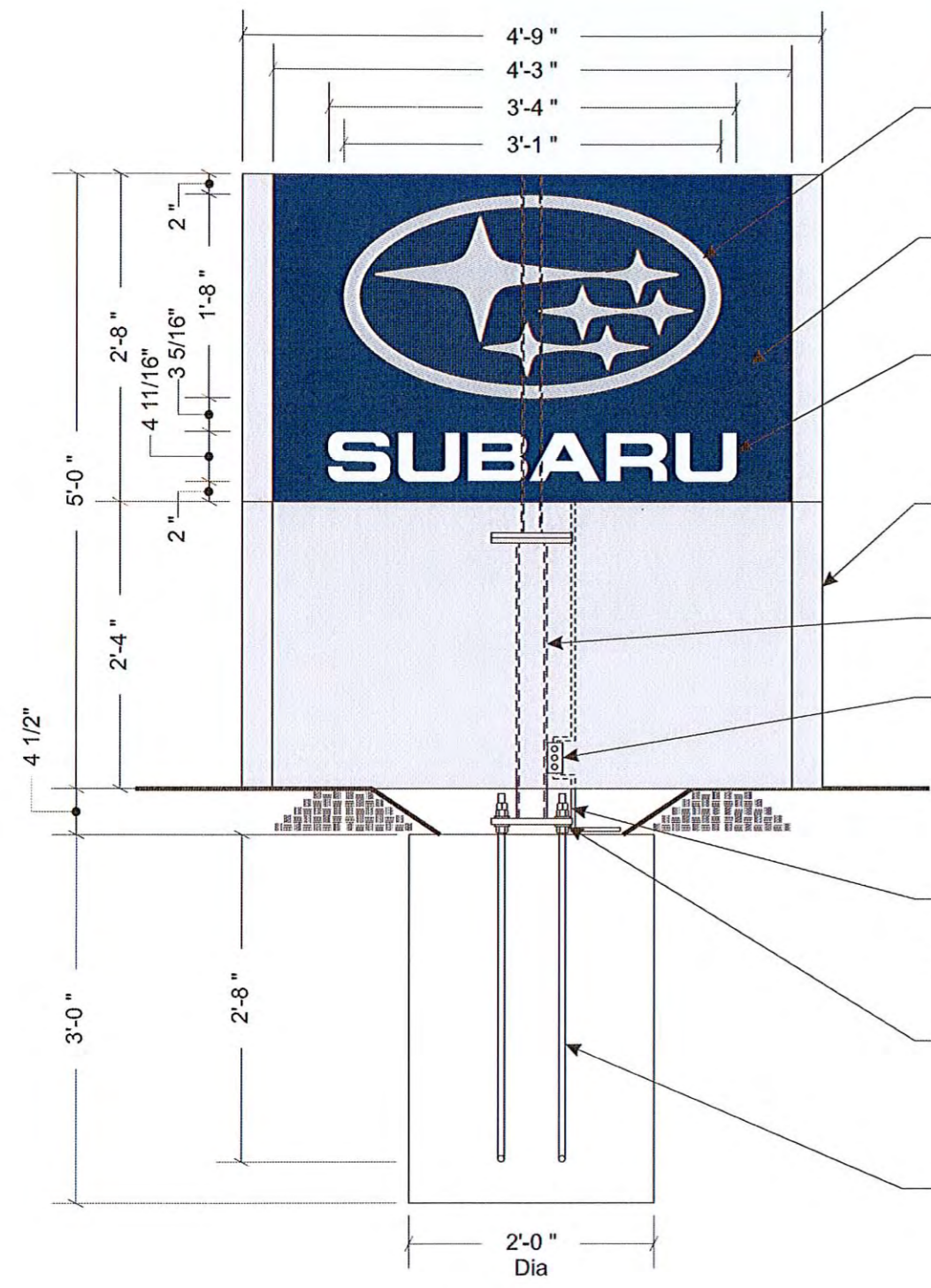
**DWG NUMBER:**  
**B-35628**

**ENGINEER SEAL:**

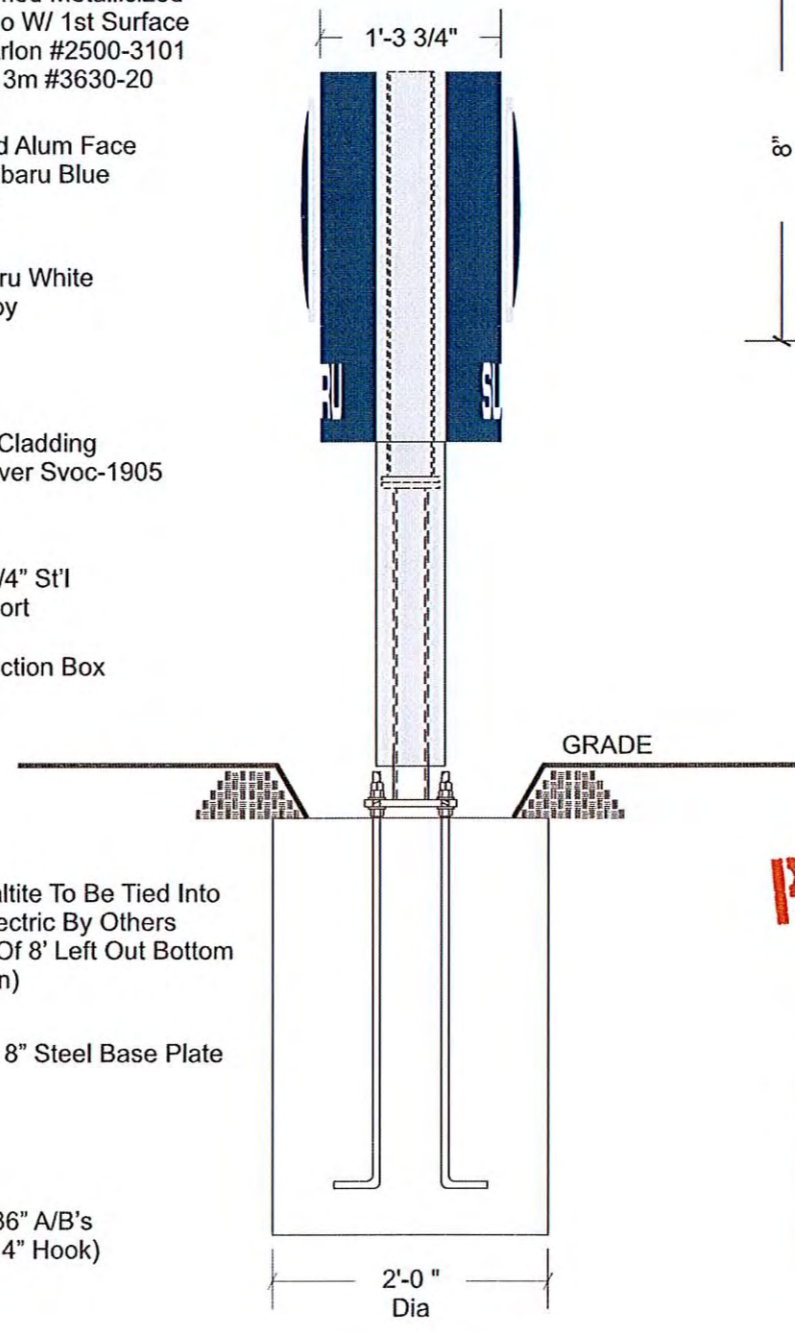


**MAX DESIGN WIND SPEED 90 MPH  
MAX DESIGN WIND LOAD 30 LBS/SQ. FT.  
EXPOSURE C**

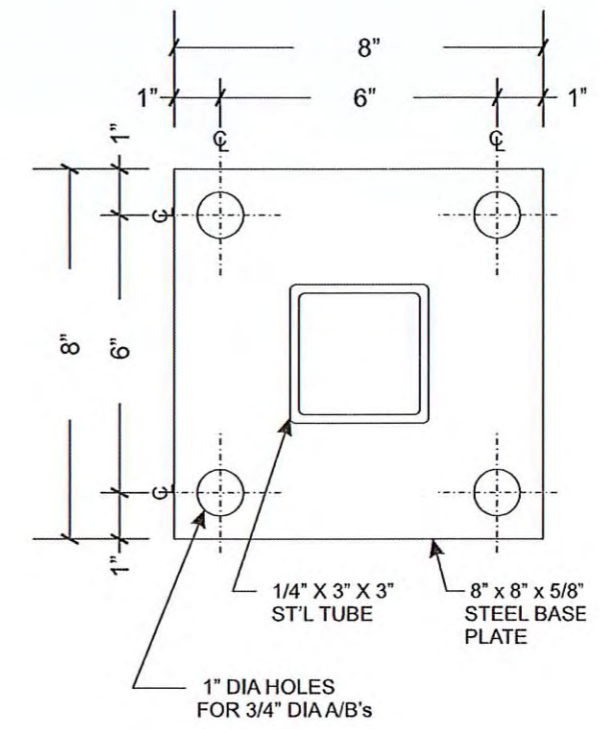
THIS IS AN ORIGINAL UNPUBLISHED DRAWING  
CREATED BY PSCO. IT IS SUBMITTED FOR YOUR  
PERSONAL USE IN CONJUNCTION WITH A PROJECT  
BEING PLANNED FOR YOU BY PSCO. IT IS NOT TO  
BE SHOWN TO ANYONE OUTSIDE YOUR  
ORGANIZATION NOR IS IT TO BE USED, COPIED,  
REPRODUCED, OR EXHIBITED IN ANY FASHION.



**FRONT VIEW**  
SCALE: 3/4" = 1'-0"



**SIDE VIEW**  
SCALE: 3/4" = 1'-0"



**BASE PLATE**  
SCALE: 3" = 1'-0"

**PERMITS ONLY**

**ELECTRICAL LOAD**  
(1.5) Amps @ 120 Volts  
**ELECTRICAL REQM'TS**  
(1) 20 Amp/120 Volt Circuits

- STANDARD MONUMENT NOTES:**
1. Sufficient Primary Circuit In Vicinity Of Sign By Others.
  2. Final Primary Hook-up By Sign Installer, Where Allowed By Local Codes.
  3. Sign Shall Be U.L. Listed.
  4. Soil Assumed To Be Medium Clay, Or Better, With Minimum Soil Bearing Capacity Of 2,500 PSF.
  5. Concrete 2,500 PSI @ 28 Days.
  6. Reinforcing Steel Shall Be ASTM A615 GR-40.
  7. Structural Steel Shall Be ASTM A36.
  8. All Welds Shall Conform To A.W.S Standards.
  9. This Sign has been Designed with the Criteria as set forth in the IBC 2009. The Design Meets or Exceeds those Requirements for the Geographical Location in Which it is to be Erected.

Note: This sign is intended to be installed in accordance with the requirements of Article 600 of the National Electrical Code and/or other applicable local codes. This includes proper grounding and bonding of the sign.



**SIGN DETAIL**

**CHRYSLER-JEEP-DODGE  
CUSTOM FACE  
w/ FIVE STAR PANEL GRAPHICS**

**Square Footage**

- 19.1 ft<sup>2</sup>

**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
- Five Star graphics for Certified NAFTA Dealers only

**Chrysler Badge**

- Construction of Letters: Formed Letters
- Color of Letters: Black
- Construction of Badge: Metalized Formed Badge
- Color of Badge: Gold (PMS 402)
- Beige (PMS 124)
- Red (PMS 873)
- Blue (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)



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

4'3" x 4'6" = 19.125  
x 2 =  
38.25 sq

SIGN (B)

(3)



**RECOMMENDATION DETAIL**

**FORMER SIGN** ↘ **E-03**

**BEFORE**



**Inventory Comments**  
Panel size is 3'-11" x 3'-11"

**AFTER**

**PROPOSED** ↘



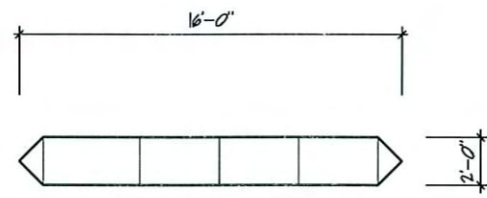
**Recommendation Comments**  
Dealer to remove existing Pontiac GMC Truck monument and ensure existing electrical for ground sign meets current NEC standards with a 20-amp dedicated circuit. Principle Group to install new custom 4'-3" x 4'-6" cabinet with Chrysler/Jeep/Dodge/5 Starfaces. Electric to be working at time of installation.

Sign Text / Description	
Custom Monument	
<b>Height</b> 4'-4"	<b>Width</b> 4'-4"
<b>Depth</b> N/A	
<b>Letter Height</b> N/A	<b>Height Off Ground</b> 6'
<b>Face Material</b> N/A	<b>Sign Material</b> N/A
<b>Visible Opening</b> 3'-9 3/4" x 3'-9 3/4"	<b>Retainer Size</b> 2 1/2"
<b>Surface Material</b> Pan Form	<b>Surface Color</b> N/A
<b>Illuminated</b> Yes	<b>Illumination Type</b> Internal
<b>Double Face</b> Yes	<b>Mount</b> Monument

**INVENTORY**

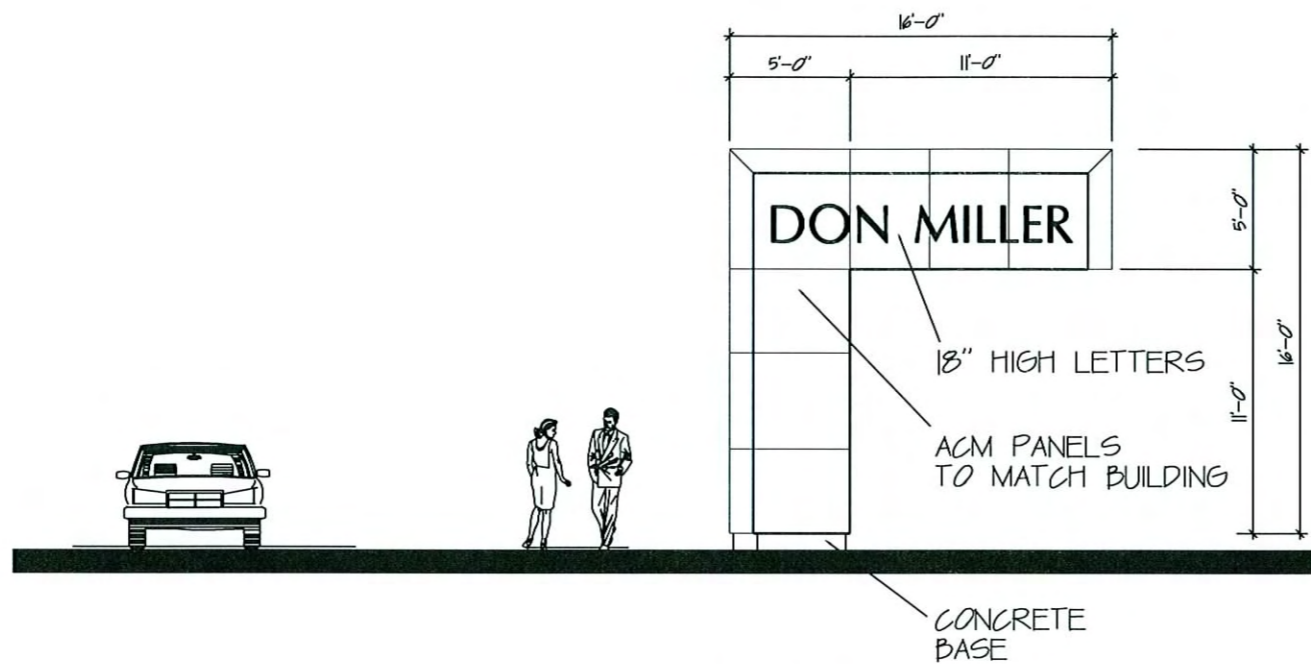
<b>Recommended Action</b> Remove - Replace
<b>Recommended Sign</b> Custom 4'-3" x 4'-6" Cabinet w/ CJD Sign Faces See cut sheet for details
<b>Wall Repair Action</b> N/A

**RECOMMENDATION**



PLAN VIEW

1/8" = 1'-0"



ELEVATION

1/8" = 1'-0"

ELIMINATED \*

Kenneth F. Sullivan  
DESIGN BUILD / GENERAL CONTRACTORS  
1314 EMIL ST. MADISON, WI 53713 608/257-2289

2-18-10



Don Miller  
 5802 Odana Road  
 UDC submittal: signage changes and Subaru updates

**Subaru Building**

revised March 29, 2010

February 11, 2010

Requesting a 2nd signable area; per MGO 31.07(2)(a)  
 One signable area is allowed

Misc: info:  
 5802 Odana - UDD #3  
 30 mph posted speed limit  
 4 lanes of traffic

Sign #	Description	Area proposed	Signable area allowed -MGO	Area allowed - UDD #3	Height proposed	Max. height UDD #3	
			40% of the fascia	40 sq. ft.	bottom of sign		
D	Subaru logo	37 <b>15.6</b>	90 sq. ft for Subaru Logo	40 sq. ft.	19'	10'	
E	Subaru	77 <b>34.2</b>			13'	10'	
F	Don Miller	56.6			13'	10'	
	<b>total E and F</b>	133.6 <b>90.8</b>	135 Sq. Ft for both (E) Subaru and (F) Don Miller	40 sq. ft.			

**REVISIONS IN BLUE**



LOGO.CHR.36\_SUB ILLUM STAR CLUSTER 36" H X 5' 2-1/2" W

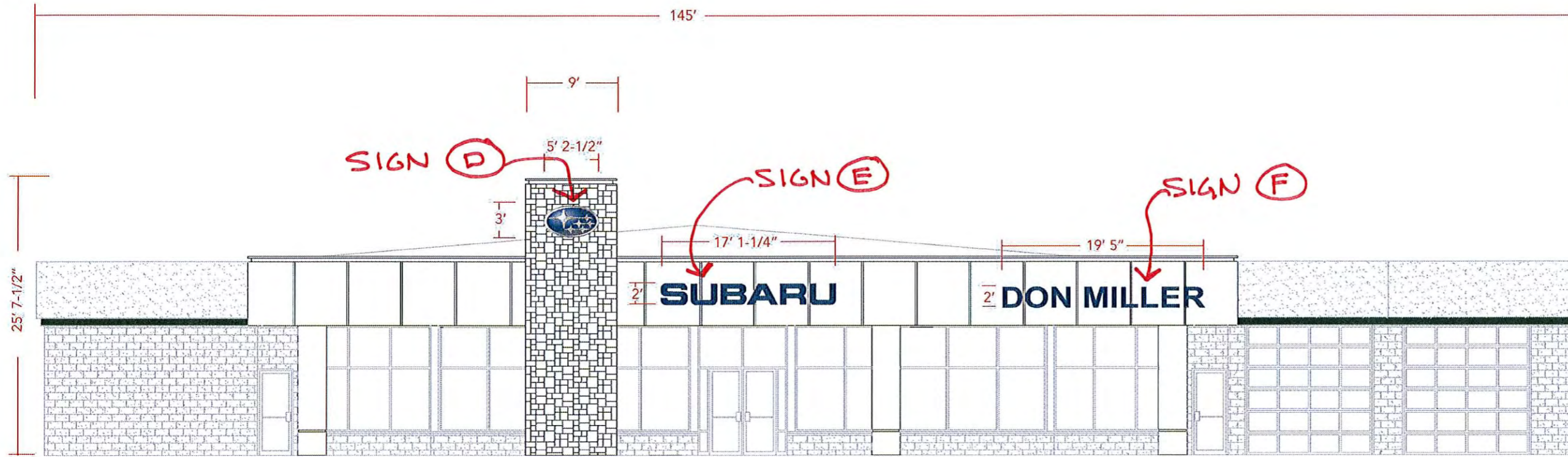
CLB.24\_SUB ILLUM BLUE TTW ILLUM.CHANNEL LETTERS  
BLUE BY DAY WHITE BY NIGHT 24" CAP HT X 17'-1 1/4" OAL

DEALER NAME LETTERS BLUE ILLUM.CHANNEL LETTERS  
BLUE BY DAY WHITE BY NIGHT 24" CAP HT X 19'-5" OAL

**NOTE: PAINT COLORS**

**Blue:** Painted Aluminum Mathews paint SVOC-1975, or PMS 662 blue.

**Silver:** Painted Aluminum Mathews paint SVOC- 1905, or PMS430 silver.



SOUTH ELEVATION

SCALE: 3/32" = 1'-0"

**PERMITS  
ONLY**



**Philadelphia Sign  
C O M P A N Y**

707 West Spring Garden Street  
Palmyra, New Jersey 08065

Phone: 856 829 1490  
Fax: 856 829 8549  
E-mail: mail@philadelphiasign.com



**SUBARU**

REVISIONS

Date	Description	By:
1.		
2.		
3.		
4.		
5.		
6.		
7.		
8.		
9.		

DRAWING TYPE:

PERMIT

SIGN TYPE:

ILLUM. LOGO/LETTERS

LOCATION: SUB07602  
MADISON, WISCONSIN

DATE:

12.16.09

DRAWN BY:

NSL

SHEET:

1 of 3

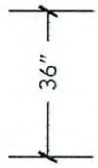
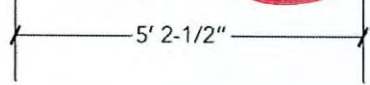
DWG NUMBER:

B36576

THIS IS AN ORIGINAL UNPUBLISHED  
DRAWING CREATED BY P.S.C.O. IT  
IS SUBMITTED FOR YOUR PERSONAL  
USE IN CONJUNCTION WITH A PROJECT  
BEING PLANNED FOR YOU BY P.S.C.O.  
IT IS NOT TO BE SHOWN TO ANYONE  
OUTSIDE YOUR ORGANIZATION NOR  
IS IT TO BE USED, COPIED, REPRODUCED,  
OR EXHIBITED IN ANY FASHION.

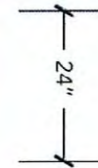
7

SIGN (D)



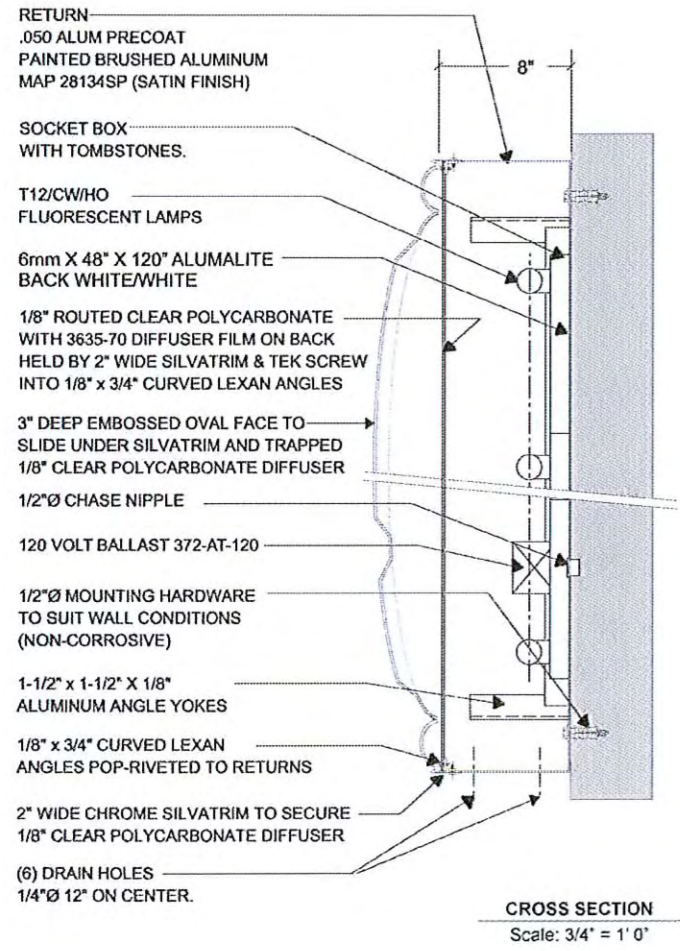
LOGO WALL SIGN  
Scale: 3/8" = 1' 0"

SIGN (E)

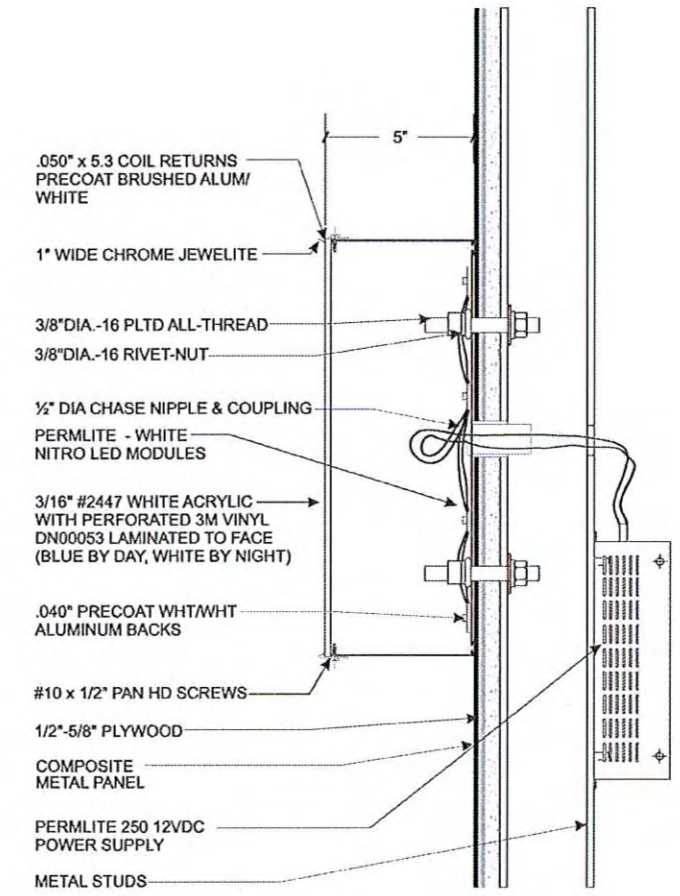


BLUE DAY / WHITE NIGHT LETTERS  
Scale: 3/8" = 1' 0"

PERMITS ONLY



CROSS SECTION  
Scale: 3/4" = 1' 0"



CROSS SECTION  
Scale: 3/4" = 1' 0"

- STANDARD LETTER NOTES:**
1. Sufficient Primary Circuit In Vicinity Of Sign By Others.
  2. Letter To Letter Wiring And Final Primary Hook-up By Sign Installer, Where Allowed By Local Codes.
  3. Sign Shall Be U.L. Listed.
  4. Mounting Hardware By Sign Installer.
  5. Full Size Drilling Template Furnished With Sign.

**ELECTRICAL LOAD**  
2.0 Amps @ 120 Volts  
**ELECTRICAL REQ'MTS**  
(1) 20 Amp/120 Volt Circuit

- STANDARD WALL SIGN NOTES:**
1. Sufficient Primary Circuit In Vicinity Of Sign By Others.
  2. Final Primary Hook-Up By Sign Installer, Where Allowed By Local Codes.
  3. Sign Shall Be U.L. Listed.
  4. Mounting Hardware By Sign Installer.

**ELECTRICAL LOAD**  
4.0 Amps @ 120 Volts  
**ELECTRICAL REQ'MTS**  
(1) 20 Amp/120 Volt Circuit

**Philadelphia Sign COMPANY**  
707 West Spring Garden Street  
Palmyra, New Jersey 08065  
Phone: 856 829 1460  
Fax: 856 829 8549  
E-mail: mail@philadelphiasign.com



REVISIONS

Date	Description	By:
1.		
2.		
3.		
4.		
5.		
6.		
7.		
8.		
9.		

DRAWING TYPE:  
PERMIT  
SIGN TYPE:  
ILLUM. LOGO/LETTERS

LOCATION: SUB07602  
MADISON, WISCONSIN

DATE:  
12.16.09

DRAWN BY:  
NSL

SHEET:  
2 of 3

DWG NUMBER:  
B36576

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8

Sign (F)

**Philadelphia Sign Company**  
 707 West Spring Garden Street  
 Palmyra, New Jersey 08065  
 Phone: 856 829 1400  
 Fax: 856 829 8549  
 E-mail: mail@philadelphiasign.com



**SUBARU**

REVISIONS

Date	Description	By:
1.		
2.		
3.		
4.		
5.		
6.		
7.		
8.		
9.		

DRAWING TYPE:  
**PERMIT**

SIGN TYPE:  
 ILLUM. LOGO/LETTERS

LOCATION: SUB07602  
 MADISON, WISCONSIN

DATE:  
 12.16.09

DRAWN BY:  
 NSL

SHEET:  
 3 of 3

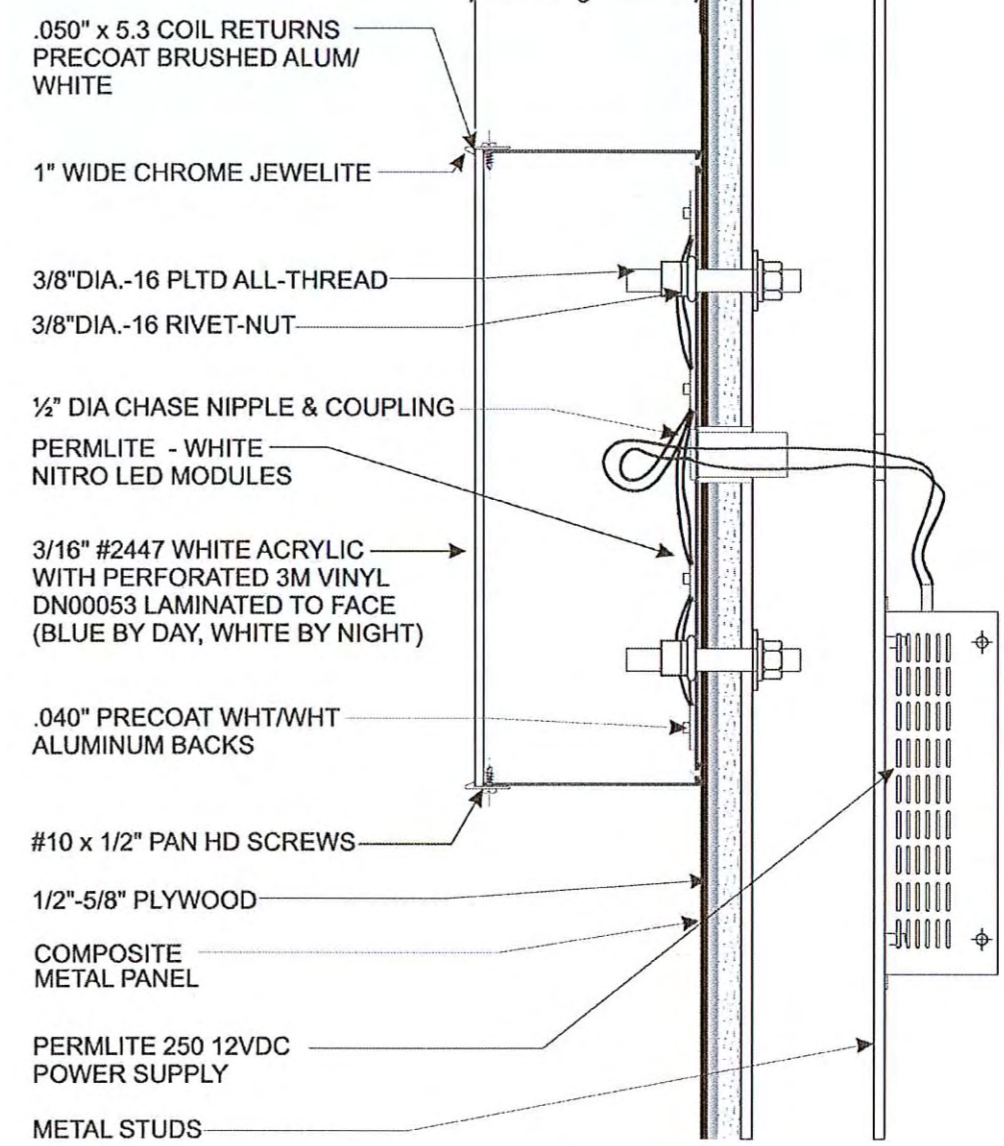
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DEALER NAME LETTER ELEVATION  
 BLUE DAY/WHITE NIGHT  
 SCALE: 3/8" = 1'

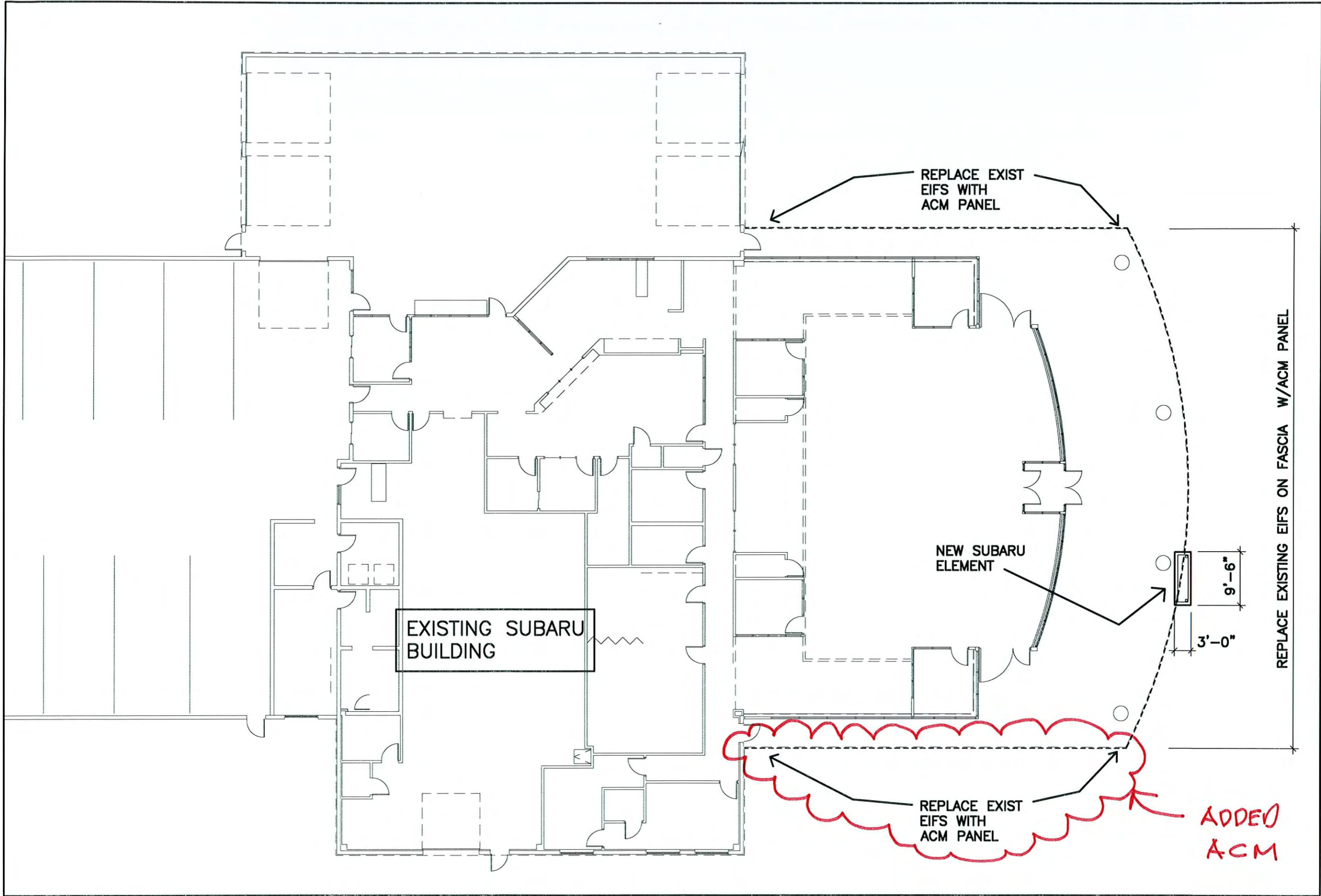
**PERMITS ONLY**



CROSS SECTION  
 SCALE: 3" = 1' 0"

- STANDARD LETTER NOTES:**
1. Sufficient Primary Circuit In Vicinity Of Sign By Others.
  2. Letter To Letter Wiring And Final Primary Hook-up By Sign Installer, Where Allowed By Local Codes.
  3. Sign Shall Be U.L. Listed.
  4. Mounting Hardware By Sign Installer.
  5. Full Size Drilling Template Furnished With Sign.

**ELECTRICAL LOAD**  
 5.0 Amps @ 120 Volts  
**ELECTRICAL REQ'MTS**  
 (1) 20 Amp/120 Volt Circuit



REVISIONS
9-24-10 ACM ON WEST ELEV.

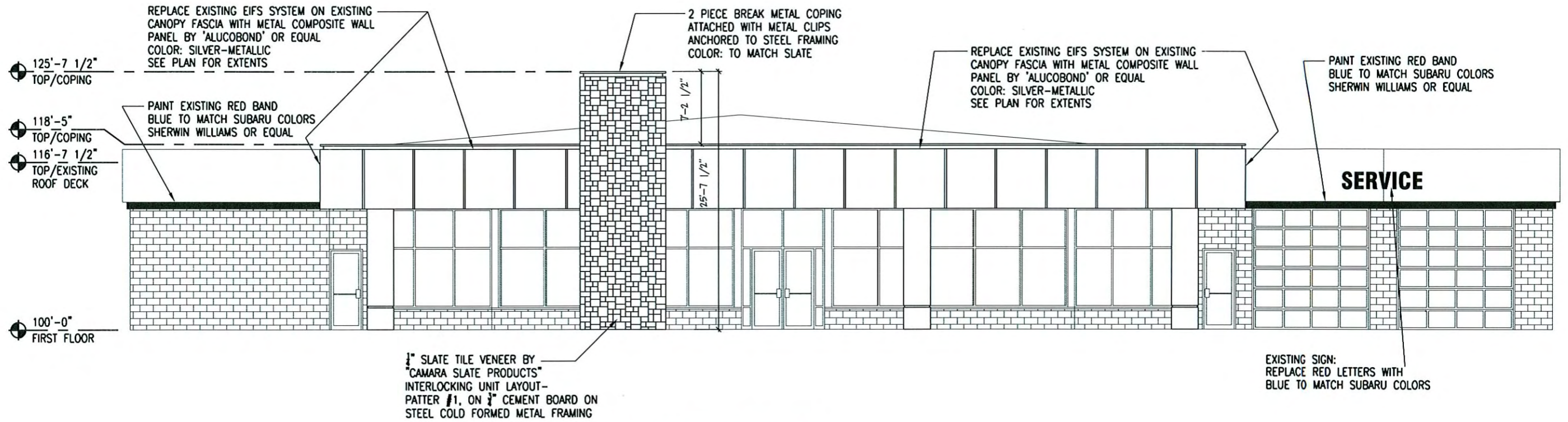
Don Miller  
 Remodeling and signage  
 5802 Odana Road  
 Madison, WI 53719

**Henneth Sullivan**  
 GENERAL CONTRACTORS  
 1314 EMIL ST. MADISON, WI 53713 608/257-2289

DRAWING NO.  
 1/16" FLOOR PLAN  
 DRAWN BY:  
 DATE:

SHEET  
**A-1**  
 PROJ. #

10



**1 SOUTH ELEVATION**  
 3/32"=1'-0"

## EXTERIOR ELEMENTS

- Slate Icon Tower – This is the next generation of our previous stone icon tower which continues the use of natural materials to create a unique Subaru architectural feature
- Aluminum Composite Panels – Placed on front facing surfaces presents a contemporary image that is very representative of a progressive car company
- Portico for Main Entrance – A clearly marked entrance is key to a customer friendly facility



\* SIMILAR DEALERSHIP \*

Don Miller  
 5802 Odana Road  
 UDC submittal: signage changes and Subaru updates

**Chrysler-Jeep-Dodge-Ram Building**

revised March 29,2010

February 11, 2010

Requesting a 3rd signable area; per MGO 31.07(2)(a)  
 One signable area is allowed

Misc: info:  
 5802 Odana - UDD #3  
 30 mph posted speed limit  
 4 lanes of traffic

Sign #	Description	Area proposed	Signable area allowed -MGO	Area allowed - UDD #3	Height proposed	Max. height UDD #3
			40% of the fascia	40 sq. ft.	bottom of sign	
G	Chrysler	37.9 <b>24.4</b>			14'	10'
J	Dodge	19.9 <b>10.6</b>			14'	10'
	<b>total</b>	<b>57.8 35.0</b>	79.3 Sq. Ft for both	40 sq. ft.		
I	Don Miller	31.3 <b>16.8</b>	36 sq. ft for "Don Miller"	40 sq. ft.	18'	10'
H	Jeep	31.5 <b>15.4</b>			14'	10'
K	Ram	34.1 <b>26.1</b>			14'	10'
	<b>total</b>	<b>65.6 41.5</b>	79.3 Sq. Ft for both	40 sq. ft.		

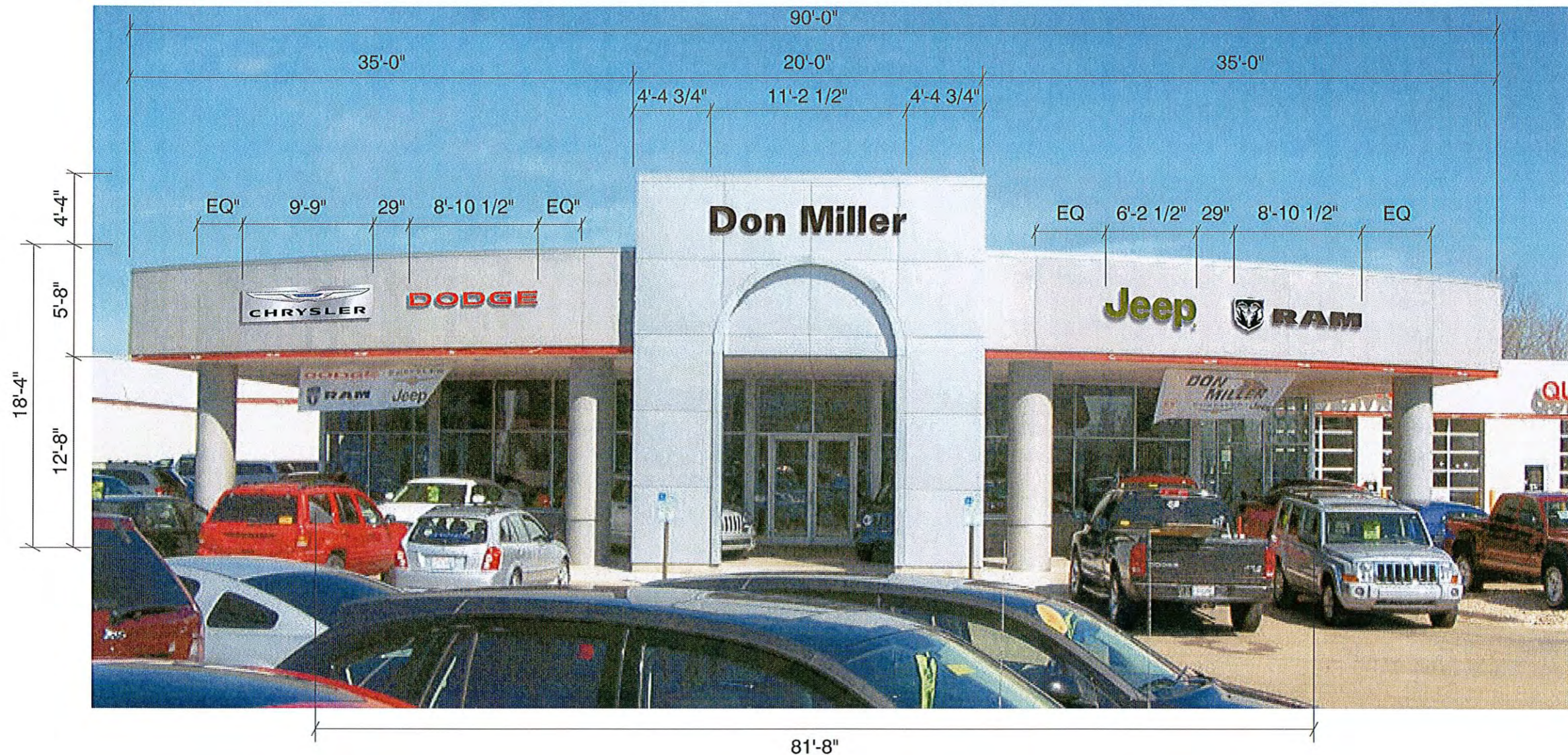
**REVISIONS IN BLUE**







**SIGNAGE PROPOSAL: 9 SERIES - DIMENSIONED**



Chrysler Wall Sign: 30" x 9'-9"	24.4 SF
Dodge Letterset: 11 1/4" x 8'-10 1/2"	8.3 SF
Don Miller Letterset: 18" x 11'-2 1/2"	16.8 SF
Jeep Letterset: 29 3/4" x 6'-2 1/2"	15.4 SF
Ram Shield w/ Letters: 27 3/4" x 8'-10 1/2"	20.5 SF
<b>Total Area of Proposed Signage:</b>	<b>85.4 SF</b>
Building Fascia Area: 12'-8" x 81'-8"	1034.4 SF
Building Canopy Area: 5'-8" x 90'-0"	510.0 SF
Building Tower Area: 4'-4" x 20'-0"	86.7 SF
<b>Total Area of Front of Building:</b>	<b>1631.1 SF</b>
<b>Total Allowable Signage Area: 40%</b>	<b>652.4 SF</b>



LEAVE SIGN INVENTORY



EXISTING  
SIGNS TO  
REMAIN