

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 1/19/26 1:22 p.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): 920 Ann Street, Madison, WI 53713

Title: Kunes Mitsubishi

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

UDC meeting date requested 2/18/26

- New development Alteration to an existing or previously-approved development
 Informational Initial Approval Final Approval

3. Project Type

- Project in an Urban Design District
 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 Chris Campbell
Street address 1221 Venture Drive, Suite 1
Telephone 608-754-6338

Company JNB Signs
City/State/Zip Janesville, WI 53546
Email ccampbell@jnbsigns.com

Project contact person Chris Campbell
Street address 1221 Venture Drive, Suite 1
Telephone 608-754-6338

Company JNB Signs
City/State/Zip Janesville, WI 53546
Email ccampbell@jnbsigns.com

Property owner (if not applicant) Gregg Kunes
Street address 2141 E. Geneva Steet
Telephone 262-762-7077

City/State/Zip Delavan, WI 53115
Email _____

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

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

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.

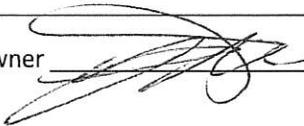
Notification to the District Alder

- 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

1. Prior to submitting this application, the applicant is required to discuss the proposed project with Urban Design Commission staff. This application was discussed with Christina Thiele and Jessica Vaughn on 10/30/2025.
2. 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 Chris Campbell Relationship to property Licensed Contractor

Authorizing signature of property owner  Date 11/26/25

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)(d)(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 approvals: \$300 (per §31.041(3)(d)(2) MGO)

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)

— Planned Multi-Use Site or Residential Building Complex

Stephanie Engel
Project Management



January 6, 2026

T 757.799.9193

City of Madison Wisconsin
Planning Division – Urban Design Commission
Madison Municipal Building, Suite 017
P.O. Box 2985
Madison, WI 53701-2985

Architectural Branding
412 N. Cedar Bluff Road
Suite 306
Knoxville, TN 37923
www.AGI.net

RE: Kunes Mitsubishi VI Program Updates – Letter of Design Intent

Dear Commission:

Attached is the proposed sign plan for the Commercial Site, Kunes Mitsubishi, located at 920 Ann Street.

This application requests an amendment to the Kunes Mitsubishi signage plan approved by the Commission previously. The request includes removal of one existing ground sign, removal of existing wall signage, new ground signage, and new wall signage for effective identification of this site. This site includes operations of a Mitsubishi Motors automotive dealership.

Included in this application is a dealership brand book showing an aerial locator map with reference pages pictorially showing existing site signage as well as the entire proposed signage plan to effectively identify the property and operations within. Below is a summary of the changes to the existing signage and exterior:

- Removal of existing Mitsubishi Motors Corporate Mark sign cabinet from the storefront elevation.
 - Removal of existing “MAD CITY” sign cabinet from the storefront elevation.
 - Removal of existing Corporate Mark/ Service & Genuine Parts sign cabinet from the service entrance elevation.
 - Removal of existing 10’h monument sign from the West entrance.
-
- Paint all customer-facing areas which are currently red with Sherwin Williams #7015, Repose Gray.
 - Install new 5’ 10-5/8”h Alpolic BLX Black ACM system on West (left elevation) 66’ 4-15/16” l, and South (storefront elevation) 83’ 10-1/4” l plus a 6” deep parapet cap.
 - (A) Install a 4’ 2-3/8”h internally illuminated Triple Diamond Corporate Mark (20.29 sf) and 1’ 3-11/16”h set of internally illuminated “MITSUBISHI MOTORS” stacked channel letters (19.13 sf) in accordance with MMNA brand standards in the brand-specific font, MMC Bold, on the left side of the storefront elevation. This includes an integrated internally illuminated Dynamic Line at a 60-degree angle 6’ 7-7/8” l in accordance with MMNA brand standards at approximately 4’ 3-7/8” to the right of the previously noted “MITSUBISHI” letters at the lower-most point.
 - (B) Install a 1’ 8-3/4”h set of internally illuminated “Kunes” channel letters (12.87 sf) in accordance with MMNA brand standards in the brand-specific font, MMC Bold, on the right side of the storefront elevation.
 - Install new 1-3/8”h internally illuminated white LED band and milky white diffusing lens on West (left elevation) 66’ 4-15/16” l, and South (storefront elevation) 83’ 10-1/4” l beneath the ACM system in accordance with MMNA brand standards.
 - Install new 4’ 0”h Alpolic BLX Black ACM system on South (service elevation) 25’ 10” l.
 - (C) Install a 1’ 3-11/16”h set of internally illuminated “Service & Genuine Parts” channel letters (25.39 sf) in accordance with MMNA brand standards in the brand-specific font, MMC Bold, on



the right side of the storefront elevation. There is no LED band beneath this section of ACM. To maintain building lines and the kerning and clear space required for "Service & Genuine Parts" to fit properly, it is necessary to reduce both the ACM height and letter height to the sizes indicated above.

- (D) Install a new M51-12 Alpolic BLX black ACM monolith ground sign 12' 4-3/4" OAH x 7' 1-5/8" OAW (88.45 sf net) with an internally illuminated Triple Diamond Corporate Mark and set of internally illuminated "MITSUBISHI MOTORS" stacked channel letters (30.59 sf logo) in accordance with MMNA brand standards in the brand-specific font, MMC Bold on the East entrance with 18" Green Island Ficus or other acceptable ground covering to be installed surrounding the base of the sign conforming to the City's requirements. Existing foliage/greenery to be trimmed/cut back and new to be planted elsewhere on the property if replacement is required. Additionally, a sight triangle is identified at a 10' setback from both the sidewalk and curb. The original 10'h monolith sign that is currently installed on the West entrance was installed prior to the construction that was completed on the highway in this corridor. Due to this highway construction, visibility for the existing placement of the monolith sign has been reduced, creating a hardship for the dealership. Brand identity representation includes a ground sign with visibility for customers to know where to enter the business' property.

Per the Madison Sign Control Ordinance, section 31.043, below are the items required to be addressed under the Comprehensive Design Review Criteria. Indented under each item is information to support how we believe each item is satisfied.

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.*

Our signage and its characteristics are designed to be displayed in a manner consistent with our brand standards throughout the company. Each store is thoughtfully designed to make customers feel comfortable and confident, clearly knowing where they are and how to access our services. By displaying each sign with consistent colors, logos and design elements, these visuals flow throughout the project, leaving no doubt who we are what we do.

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.*

Recent building changes, including an increased amount of glazing, have limited the available areas for wall signage. Additionally, the buildings setback from the street further reduces the visibility from the public right-of-way. Because of these factors along with recent business name changes it is imperative that signage be clearly visible.

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 is not intended to violate any stated purposes of ordinances, and it does not appear to do so.



4. *All signs must meet minimum construction requirements under Sec. 31.04(5).*
The proposed signage meets and/or exceeds the minimum construction requirements of the Chapter 31 Sign Control Ordinance.
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 proposed signage is on-premise of the owner's property and does not go beyond the restrictions of Advertising or Off-Premise Signs in the Chapter 31 Sign Control Ordinance.
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 is not intended to present hazards, obstruct views, obstruct visibility of lawful signs, or negatively impact visual quality, and it does not appear to do so.
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.*
The proposed signage is on the owner's private property.

Following this letter of intent is the Locator Map, pictorial summary with sheets showing the existing signage on the property as well as the entire proposed signage plan, and design sheets of the remainder of the signs in the proposed sign plan.

In summary, the proposed sign plan is intended to optimize property identification and effectively inform the public of the operations on this site. As such, we are seeking approval of this signage plan.

Thank you for your consideration.

Stephanie L. Engel

Stephanie Engel
Architectural Branding - Project Management
757-799-9193
sengel@agi.net

AUTHORIZATION LETTER

TO WHOM IT MAY CONCERN:

This letter serves as authorization for JNB Signs, or its agents, to obtain any permits or variances required to erect the signage on the following property.

BUSINESS LOCATION NAME AND ADDRESS:

Name: Kunes Mad City, Inc

Address __ 920 Ann St

City, State, Zip Madison WI, 53713

Phone No. 608-244-2004

OWNER NAME AND ADDRESS:

Name Gregg Kunes

Address __ 2141 E. Geneva St

City, State, Zip Delavan, WI 53115

Phone No. 262-762-7077

Owners Signature  Date 10-14-2025

Telephone Number 262-762-7077

PROPERTY OWNERS NAME AND ADDRESS: (IF NOT THE OWNER)

Name _____

Address _____

City, State, Zip _____

Phone No. _____

Owners/Agent Signature _____ Date _____

Telephone Number _____

Locator Map



Search result

920 ANN ST, City of Madison, 53713

Zoom to

Existing Site Conditions:
Kunes Mitsubishi - 920 Ann Street

Existing red paint to be covered with Sherwin Williams Repose Gray

Existing Service & Genuine Parts to be replaced with updated visual identity

Existing Mitsubishi Motors Corporate Mark to be replaced with updated visual identity/brand mark

Existing dealer name to be replaced with updated visual identity "Kunes"

Existing monolith ground sign to be removed.



Existing Site Conditions:
Kunes Mitsubishi - 920 Ann Street

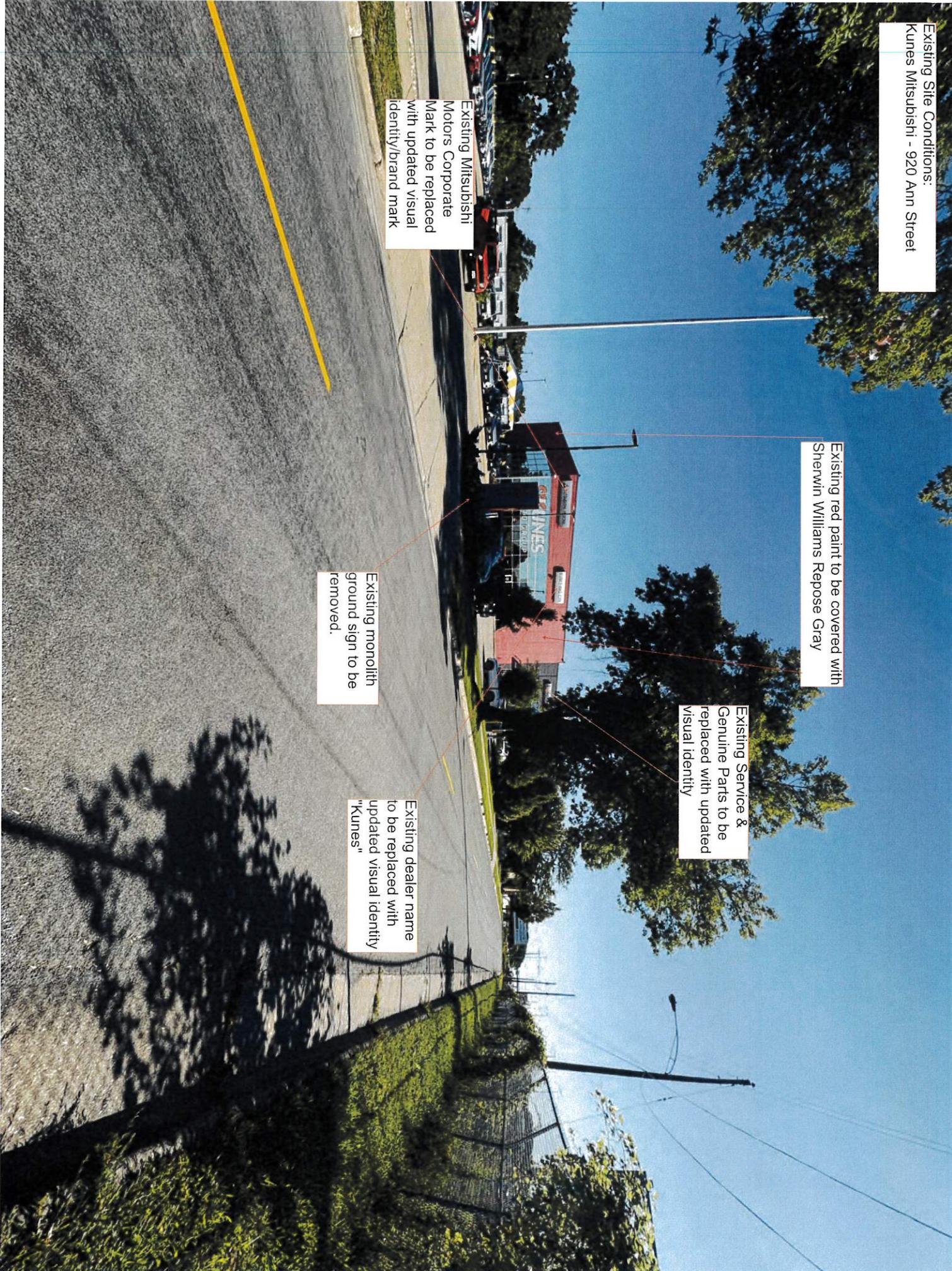
Existing red paint to be covered with
Sherwin Williams Repose Gray

Existing Service &
Genuine Parts to be
replaced with updated
visual identity

Existing Mitsubishi
Motors Corporate
Mark to be replaced
with updated visual
identity/brand mark

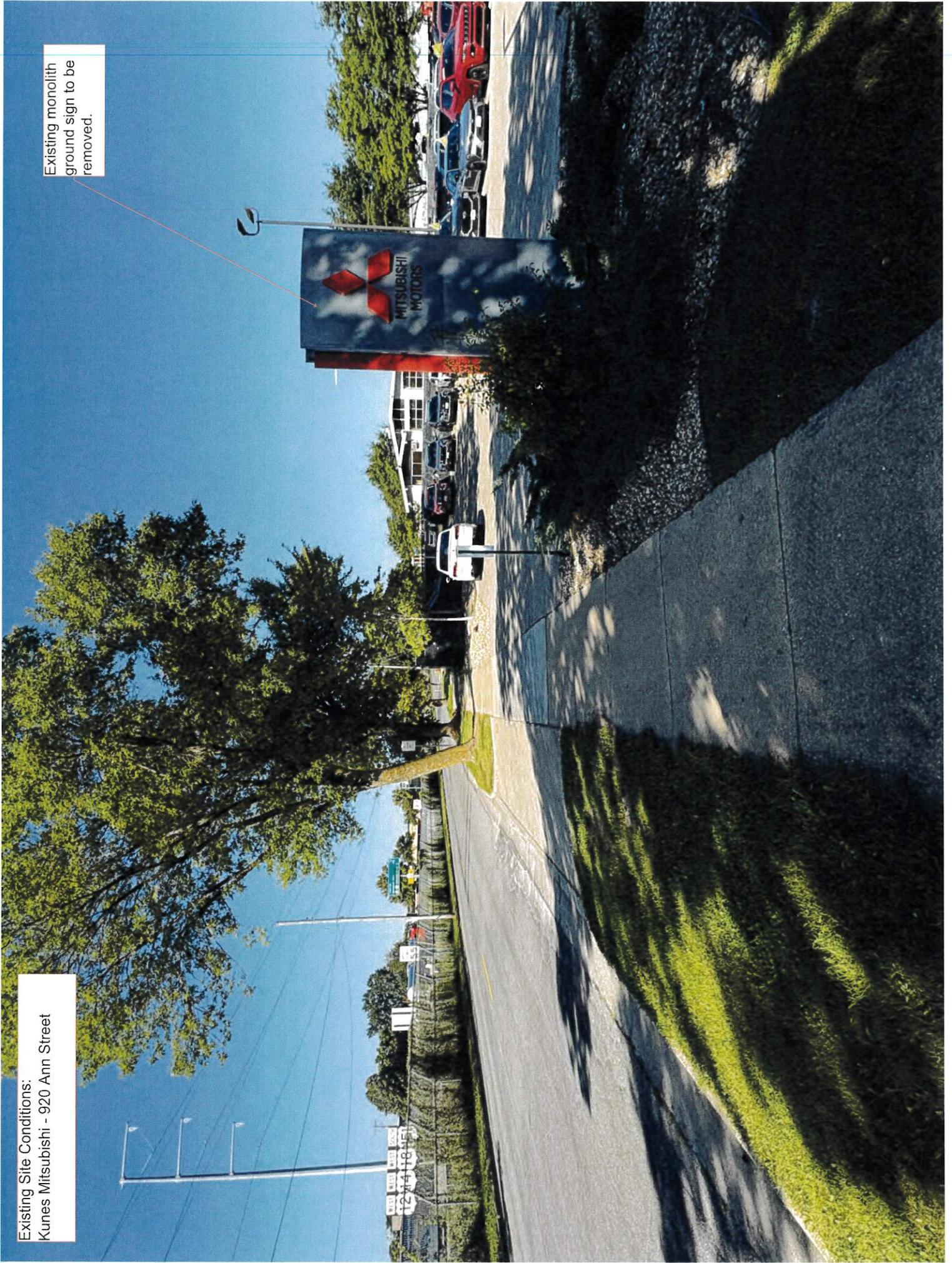
Existing monolith
ground sign to be
removed.

Existing dealer name
to be replaced with
updated visual identity
"Kunes"



Existing Site Conditions:
Kunes Mitsubishi - 920 Ann Street

Existing monolith
ground sign to be
removed.

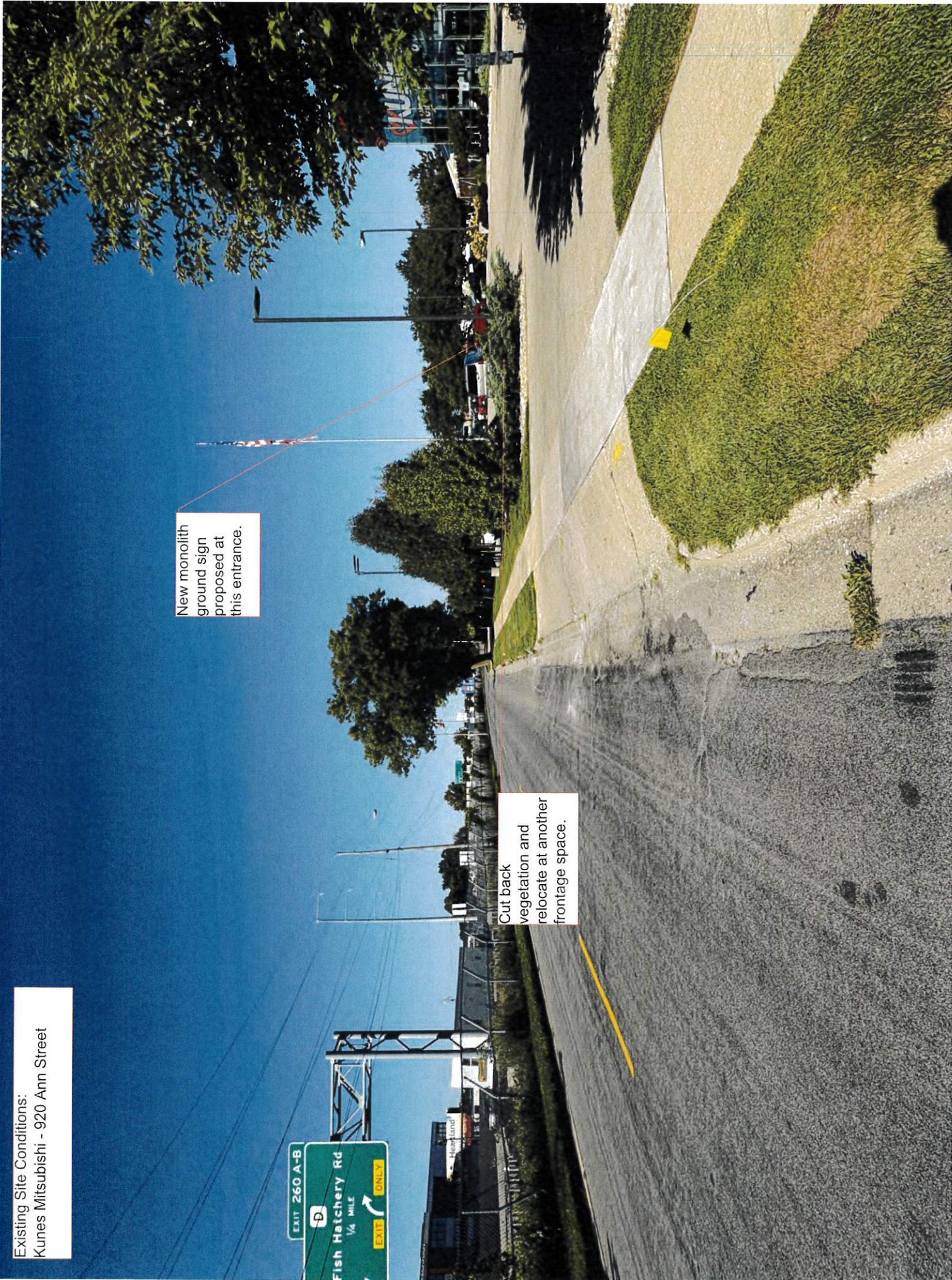


Existing Site Conditions:
Kunes Mitsubishi - 920 Ann Street

EXIT 260 A-B
D
Fish Hatchery Rd
1/4 MILE
EXIT ONLY

New monolith
ground sign
proposed at
this entrance.

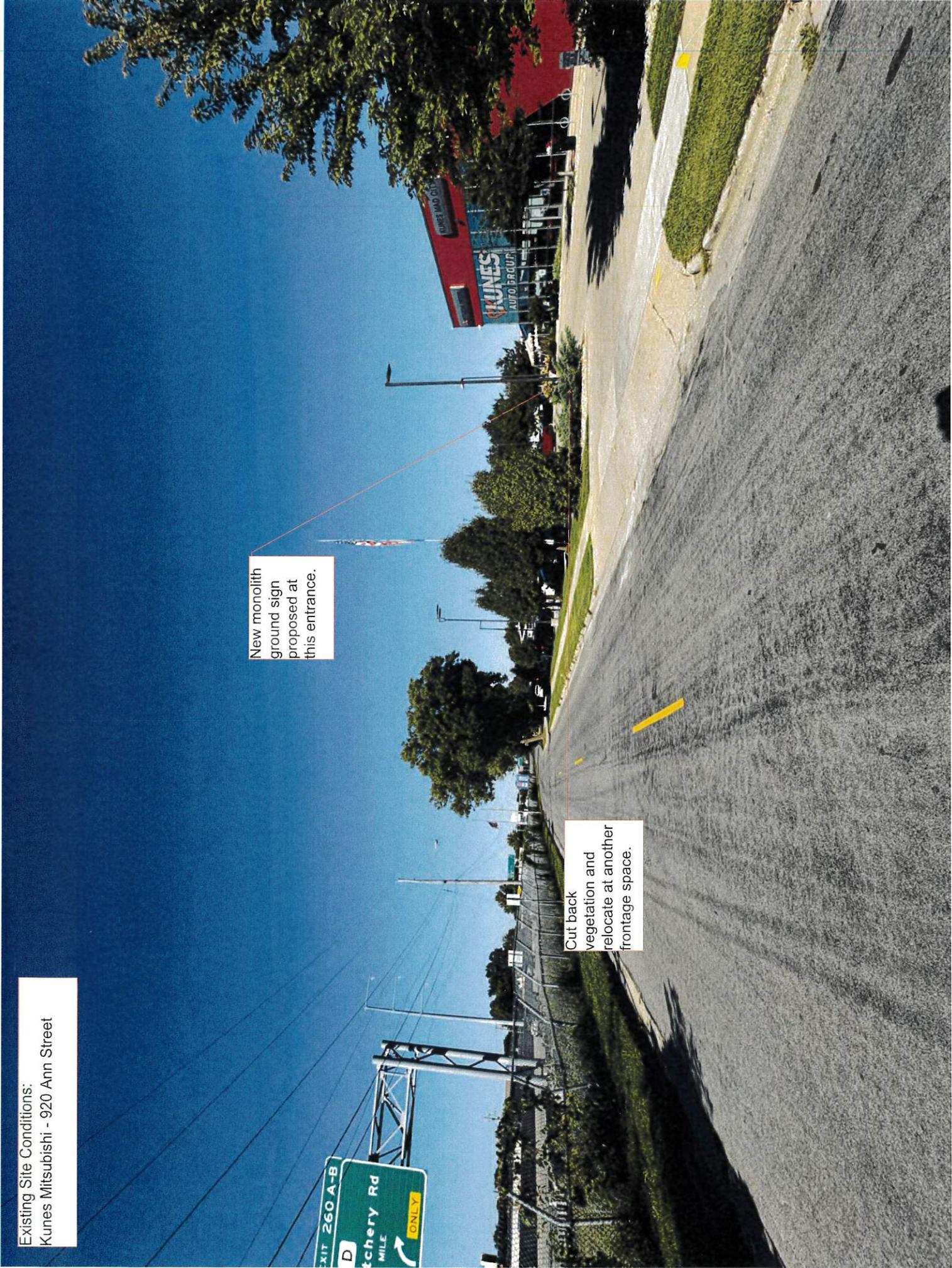
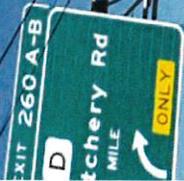
Cut back
vegetation and
relocate at another
frontage space.



Existing Site Conditions:
Kunes Mitsubishi - 920 Ann Street

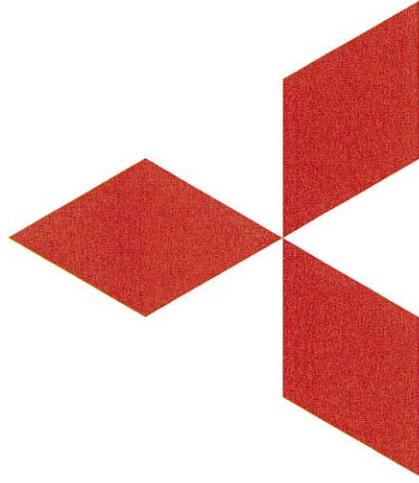
New monolith
ground sign
proposed at
this entrance.

Cut back
vegetation and
relocate at another
frontage space.





Kunes Mitsubishi
920 Ann St.
Madison, WI 53713



MITSUBISHI
MOTORS

05/08/2025

Brandbook based on AGI conceptual design
drawings, received October 27, 2022

Sample site Visual Identity
design intent



Visual Identity Required Elements

Sign from a Distance

Monolith or Cantilever Sign

Exterior Requirements

Fascia Cabinet of Aluminum Composite Material (ACM)

Dynamic Slope

Dealer Name

Corporate Mark

Entrance Element

Paint Exterior Facility

Interior Requirements

Corporate Mark Back Panel Wall located in Showroom

Paint Interior Facility

Additional VI Requirements

Wood Looking Tile - Reception and Customer Lounge

Grey Tile - Showroom

Scale: NTS



Kunes Mitsubishi
920 Ann St.
Madison, WI 53713

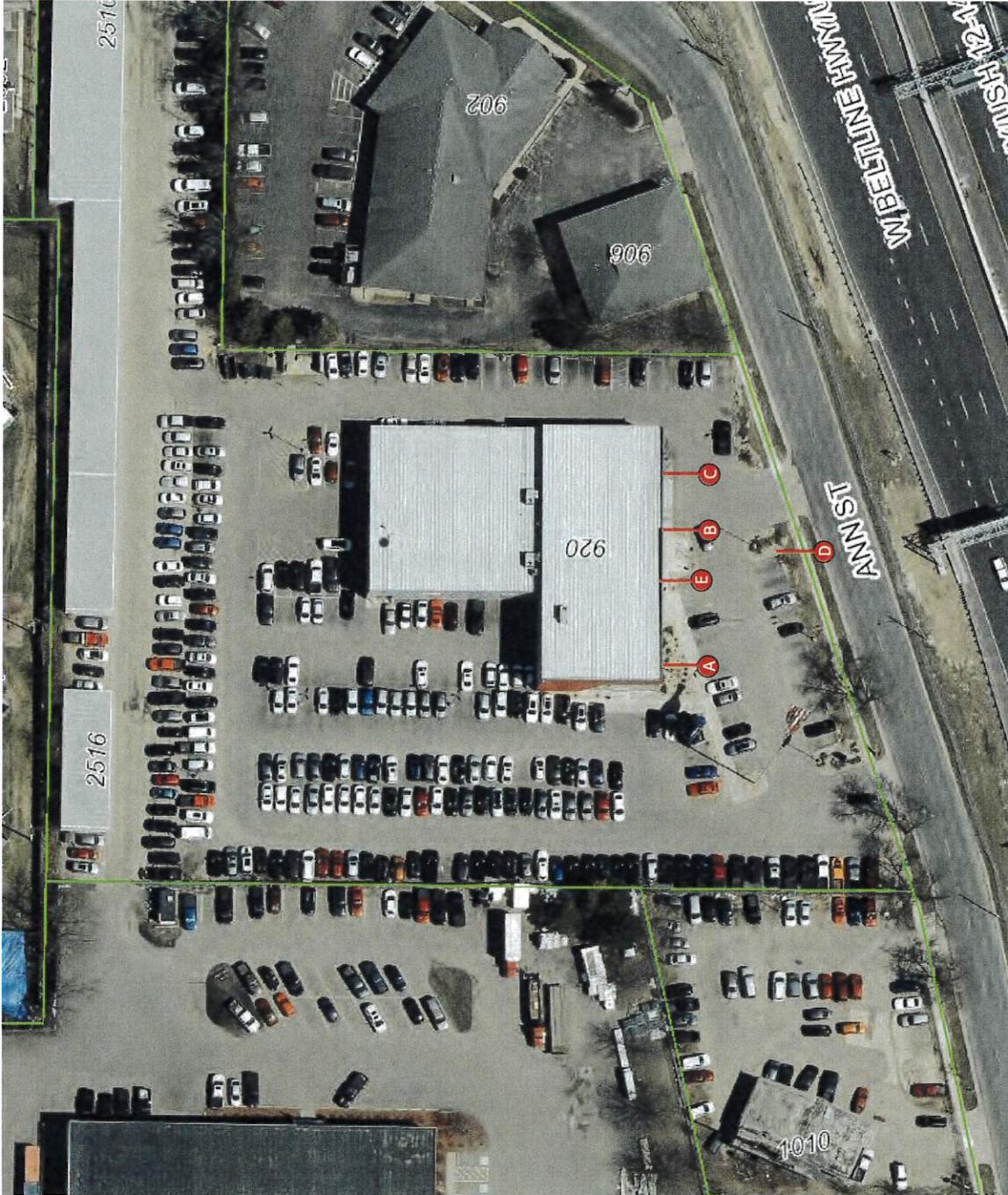


SITE PLAN

QTY.	DESCRIPTION
1	6' Mitsubishi Corporate Mark
1	21" Dealer Name Letters
1	15" Service Letters
1	M51-12 Monument Sign
1	Interior Hang Sign

NOTES:

Dealer is responsible for verifying that site plan shown matches final architectural plans.
 Exact location of signage to be determined. Final location of signage subject to municipality approval.
 Copy on and placement of any directional signs to be verified by dealer.



Scale: NTS



Kunes Mitsubishi
 920 Ann St.
 Madison, WI 53713

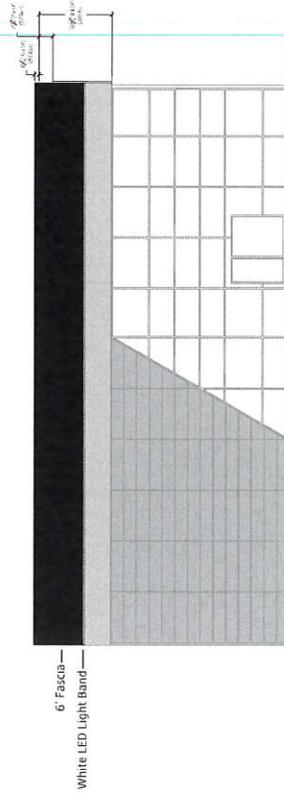
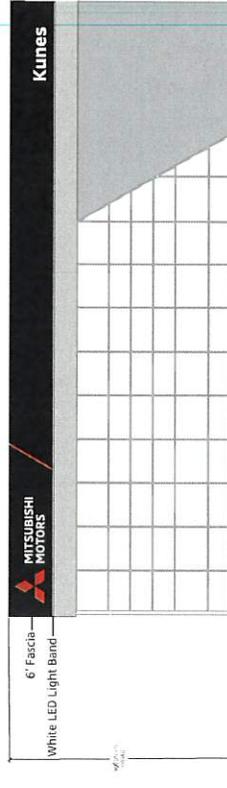
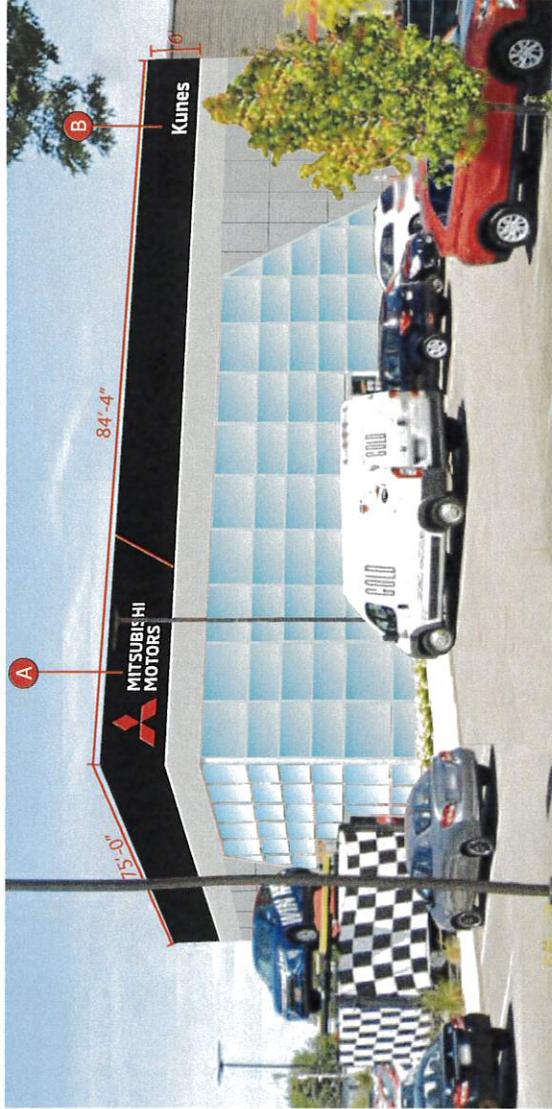


ELEVATION

NOTES:

Art represents an approximation of exterior branding elements appearance. Exterior branding copy and placement to be verified by dealer. For installation of exterior branding elements, dealer to provide required access, electric, and structural integrity as described in the Terms & Conditions. If interior building conditions result in visible electrical and/or mounting hardware, dealer is responsible for concealing. If an engineer alters quoted scope a change order will be provided to the dealer. Proposal assumes the completed building will require a field survey to determine if any modifications to branding elements are necessary. If modifications are required a change order will be provided. Dealer is responsible for verifying that this brand book matches final architectural plans. Final exterior branding scope subject to municipality approval. Dealer to supply notes above to GC, architect, and other construction team members.

QTY.	DESCRIPTION
A 1	6' Mitsubishi Corporate Mark
B 1	21" Dealer Name Letters
C 1	15" Service Letters
D 1	M51-12 Monument Sign
E 1	Interior Hang Sign



**MITSUBISHI
MOTORS**

Kunes Mitsubishi
920 Ann St.
Madison, WI 53713



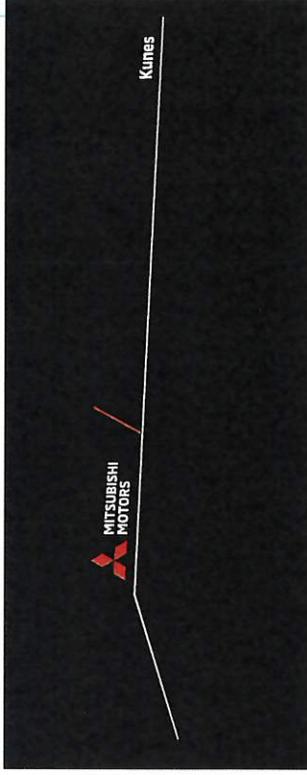
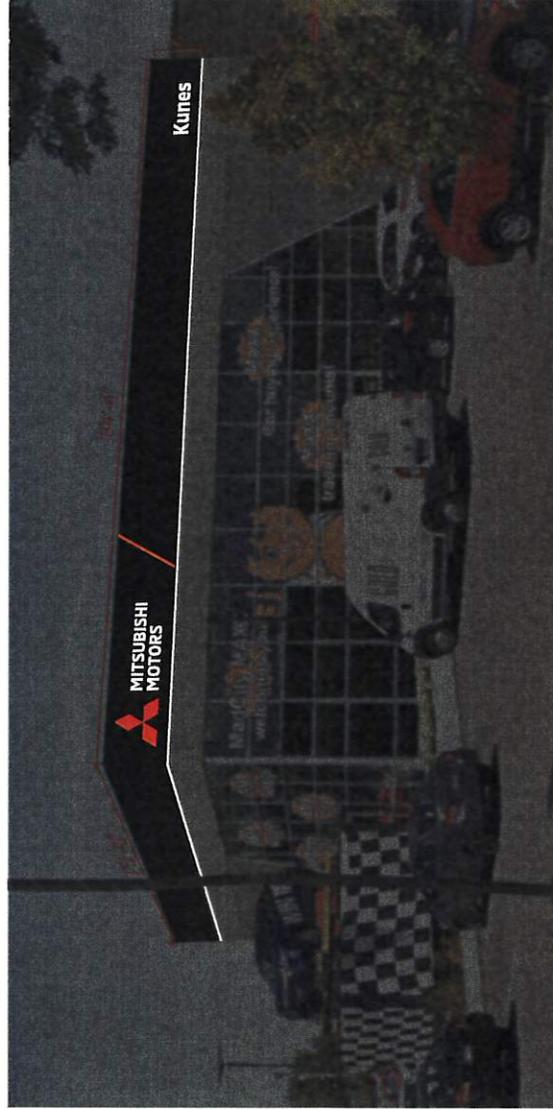
ELEVATION - NIGHT VIEW

NOTES:

Art represents an approximation of exterior branding elements appearance. Exterior branding copy and placement to be verified by dealer. For installation of exterior branding elements, dealer to provide required access, electric, and structural integrity as described in the Terms & Conditions. If interior building conditions result in visible electrical and/or mounting hardware, dealer is responsible for concealing. If an engineer alters quoted scope a change order will be provided to the dealer. Proposal assumes the completed building will require a field survey to determine if any modifications to branding elements are necessary. If modifications are required a change order will be provided. Dealer is responsible for verifying that this brand book matches final architectural plans. Final exterior branding scope subject to municipality approval. Dealer to supply notes above to GC, architect, and other construction team members.

QTY. DESCRIPTION

- A** 1 6' Mitsubishi Corporate Mark
- B** 1 21" Dealer Name Letters
- C** 1 15" Service Letters
- D** 1 M51-12 Monument Sign
- E** 1 Interior Hang Sign



**MITSUBISHI
MOTORS**

Kunes Mitsubishi
920 Ann St.
Madison, WI 53713



ELEVATION

NOTES:

Art represents an approximation of exterior branding elements appearance. Exterior branding copy and placement to be verified by dealer. For installation of exterior branding elements, dealer to provide required access, electric, and structural integrity as described in the Terms & Conditions. If interior building conditions result in visible electrical and/or mounting hardware, dealer is responsible for concealing. If an engineer alters quoted scope a change order will be provided to the dealer. Proposal assumes the completed building will require a field survey to determine if any modifications to branding elements are necessary. Dealer is responsible for verifying that this brand book matches final architectural plans. Final exterior branding scope subject to municipality approval. Dealer to supply notes above to GC, architect, and other construction team members.

QTY. DESCRIPTION

- A** 1 6' Mitsubishi Corporate Mark
- B** 1 21" Dealer Name Letters
- C** 1 15" Service Letters
- D** 1 M51-12 Monument Sign
- E** 1 Interior Hang Sign



**MITSUBISHI
MOTORS**

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920 Ann St.
Madison, WI 53713



ELEVATION

NOTES:

ART represents an approximation of exterior branding elements appearance.
 Exterior branding copy and placement to be verified by dealer.
 For installation of exterior branding elements, dealer to provide required access, electric, and structural integrity as described in the Terms & Conditions.
 If interior building conditions result in visible electrical and/or mounting hardware, dealer is responsible for concealing.
 If an engineer alters the quoted scope a change order will be provided to the dealer.
 Proposal assumes the completed building will require a field survey to determine if any modifications to branding elements are necessary.
 If modifications are required a change order will be provided.
 Dealer is responsible for verifying that this brand book matches final architectural plans.
 Final exterior branding scope subject to municipality approval.
 Dealer to supply notes above to GC, architect, and other construction team members.

QTY. DESCRIPTION

A	1	6' Mitsubishi Corporate Mark
B	1	21" Dealer Name Letters
C	1	15" Service Letters
D	1	M51-12 Monument Sign
E	1	Interior Hang Sign



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 Madison, WI 53713



ELEVATION - NIGHT VIEW

NOTES:

Art represents an approximation of exterior branding elements appearance. Exterior branding copy and placement to be verified by dealer. For installation of exterior branding elements, dealer to provide required access, electric, and structural integrity as described in the Terms & Conditions. If interior building conditions result in visible electrical and/or mounting hardware, dealer is responsible for concealing. If an engineer alters quoted scope a change order will be provided to the dealer. Proposal assumes the completed building will require a field survey to determine if any modifications to branding elements are necessary. Dealer is responsible for verifying that this brand book matches final architectural plans. Final exterior branding scope subject to municipality approval. Dealer to supply notes above to GC, architect, and other construction team members.

Service & Genuine Parts

QTY.	DESCRIPTION
A 1	6' Mitsubishi Corporate Mark
B 1	21" Dealer Name Letters
C 1	15" Service Letters
D 1	M51-12 Monument Sign
E 1	Interior Hang Sign

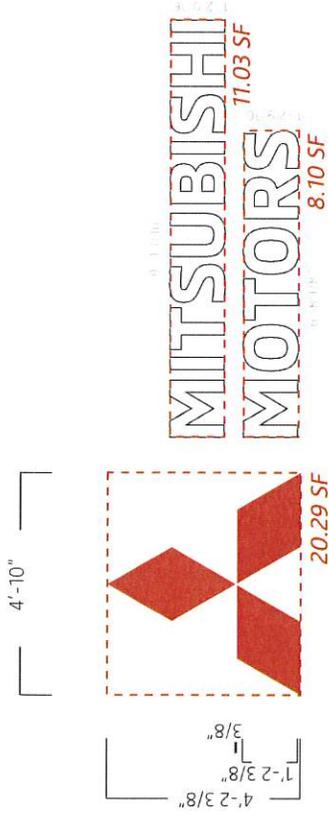


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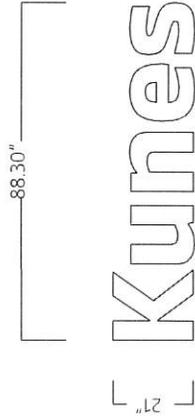
WALL SIGNS

A 6' CORPORATE MARK



39.42
Square Footage

B 21" DEALER NAME LETTERS/INSTALLED WITH 6' FASCIA



12.87
Square Footage

C 15" SERVICE & GENUINE PARTS LETTERS/INSTALLED WITH 4' FASCIA



25.39
Square Footage

Scale: 1/4" = 1'



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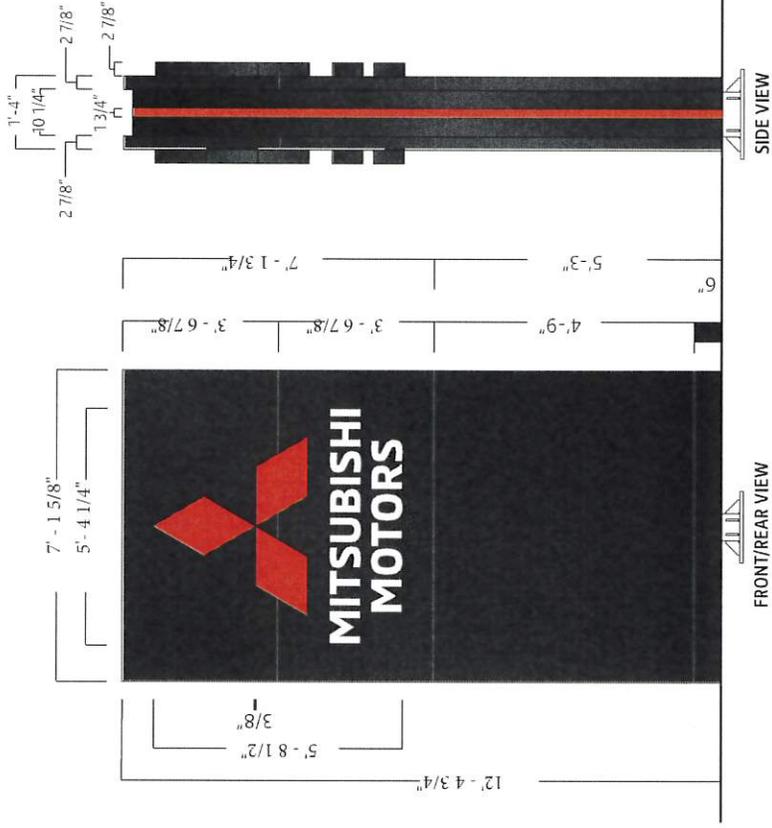


M51-12 Monument Sign

LANDSCAPING TO CONFORM AS REQUIRED BY THE CITY OF MADISON



TOP VIEW



30.59
Square Footage



LANDSCAPING PERIMETER



Scale: 1/4" = 1'



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GROUND SIGN SITE PLAN

Existing vegetation to be trimmed and/or replaced with same square footage in place of previous ground sign or other applicable space on the property.

proposed new ground sign location.

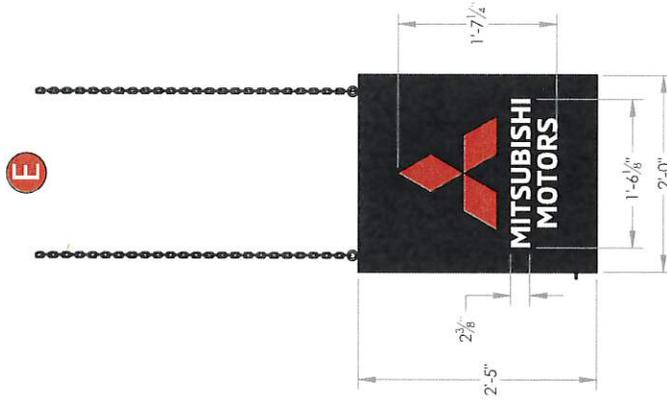
Existing ground sign to be removed



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INTERIOR SIGNS



Scale: 3/16" = 1'

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REMOVALS BY AGI

**DEALER TO REMOVE ALL
NON-COMPLIANT
DECALS / CLINGS**



**mitsubishi
MOTORS**

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Madison, WI 53713

Scale: NTS



Estimated VI Program Timeline

	Initiation	1 Week	Varies	24 Hours	Varies	2 weeks	4-6 Weeks/Varies	6 weeks	2 Weeks
Ground Sign Approx. 16 Weeks from Coordination Call (pending permit timeframe)	Signed DPF Received by Signage Company Deposit received by Signage Company	Code Check Complete Ground Sign Proposal Options Sent to MMNA	Ground Sign Options Provided to Dealership Ground Sign Order Approved Approved Ground Sign Order Sent to Signage Company from MMNA	Ground Sign Coordination Call E-mail Sent to Dealer Contact	Coordination Call conducted to review sign placement, permitting timeline, available and required documents, plans, etc. as needed for permitting	(Timeline Begins) Site Survey conducted by local installer Stamped Engineering (if required) obtained Brand Book Put Together	Permit application submitted. Approval dependent on local municipal process Timeframe excludes variance process, if required.	Signs Manufactured	Sign Installation Complete
Full VI Approx. 15 weeks from building available to survey to install complete..	Initiation Phase 2 Implementation Authorized	Initial On Site SBS Survey Dealer Approved Initial Survey/Sketch Up	MMNA/MMC Approves Pre-Application Package DVI Presentation Package Prepared Return Presentation Completed	75% Drawing Submitted by Dealer to Signage Company for Approval Final Construction Drawings To Signage Company	Proposal Updated/Finalized based on Final Construction Drawings	Full Contract with Deposit Received by Signage Company Signage Company Coordination Call with Dealer, Architect and GC Dealership Sends Pictures Confirming Walks Survey Ready to be done in coordination call	(Timeline Begins) Laser Scan	Fascia product, Dynamic Slope and Entry Gate Site Specific Manufacture Design Complete All Product Manufactured Product Ships	Installation 4-6 Weeks
DVI 2.0 / Soft Approx. 11 weeks from building	Initiation Phase 2 Implementation	Initial On Site SBS Survey	MMNA/MMC Approves Pre-Application Package DVI Presentation	75% Drawing Submitted by Dealer to Signage Company for Approval	Proposal Updated/Finalized based on Final	Full Contract with Deposit Received by Signage Company Signage Company Coordination Call with Dealer, Architect and GC	(Timeline Begins)	Fascia product, Dynamic Slope and Entry Gate Site Specific Manufacture Design Complete	Installation 2 Weeks

Final Compliance Review Complete 2 Weeks from Required DVI Works Complete and Brand Compliant
Certification of Occupancy

Final Compliance Review Complete 2 Weeks from Confirming All Required DVI Works

Scale: NTS



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Critical Coordination Steps

**** Please reference, full product details in Mitsubishi Dealer Visual Identity Manual****



Building Permits Approved
CoO -18 Weeks

- Architect/GC to submit
- Fascia Panels as building element
- Entry Gate as architectural element

Survey Ready
CoO -18 Weeks

- Plywood/moisture barrier
- Storefront
- Abutting finishes



All Electric In Place
CoO -16 Weeks

- All electrical is 120 v
- Dedicated circuit
- Time clock dealer responsibility
- AGI will provide a site-specific layout. Below is general scope and placement.

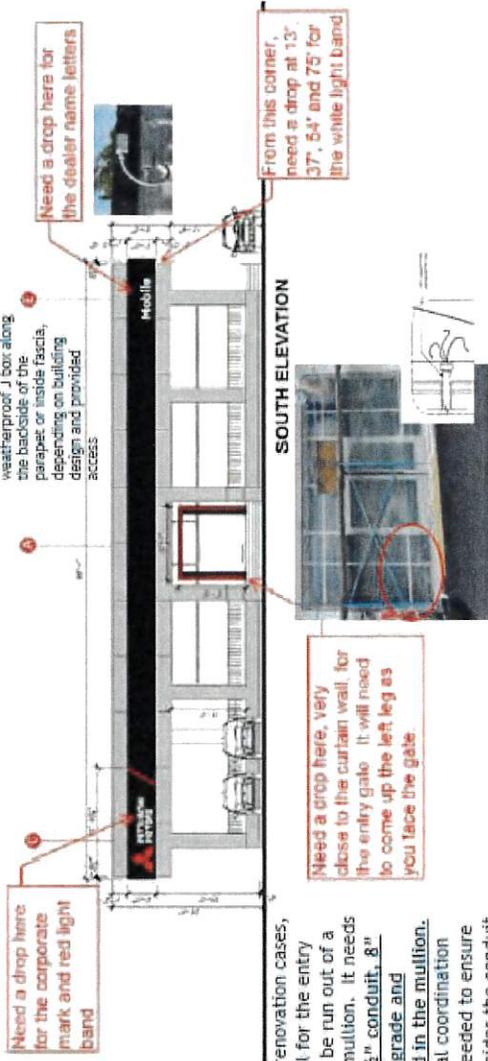
Install
CoO - 8 Weeks

- Crew, all materials and equipment on site
- Dealer provides dumpster
- On site contact for questions



Certificate of Occupancy Date

Once installation is complete and all MMNA VI required elements are confirmed in place and fully functioning, AGI will conduct a compliance review. This is required to close out the project and targeted 2 weeks after the above confirmation



In some renovation cases, electrical for the entry gate can be run out of a window mullion. It needs to be a 1/2" conduit, 8" up from grade and centered in the mullion. Additional coordination will be needed to ensure flashing hides the conduit.

Preferred entry gate electrical stub, middle of left leg about 6" from curtain wall.



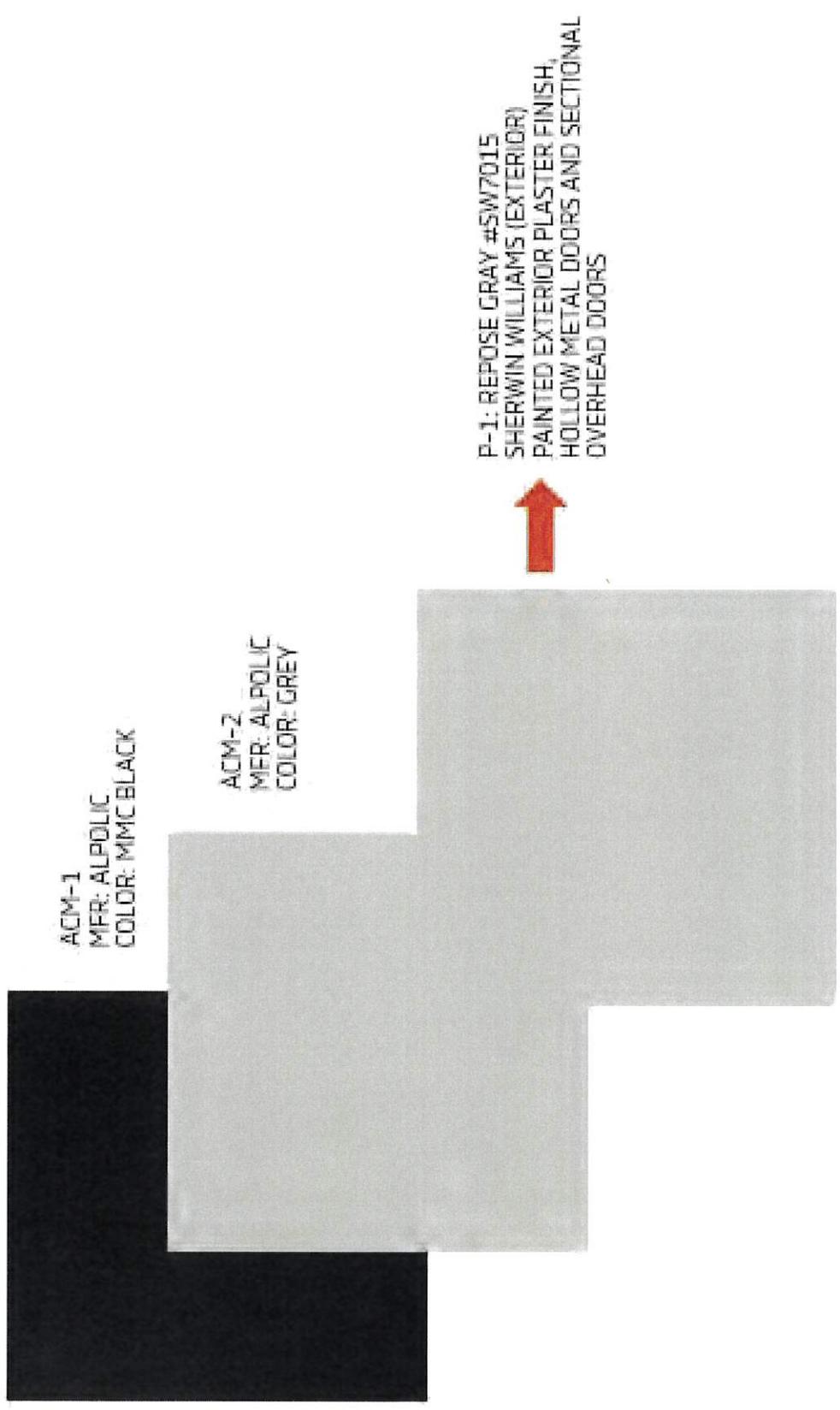
Scale: NTS

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Exterior Paint and Finishing Guideline

Please reference, full product details in Mitsubishi Dealer Visual Identity Manual



Scale: NTS

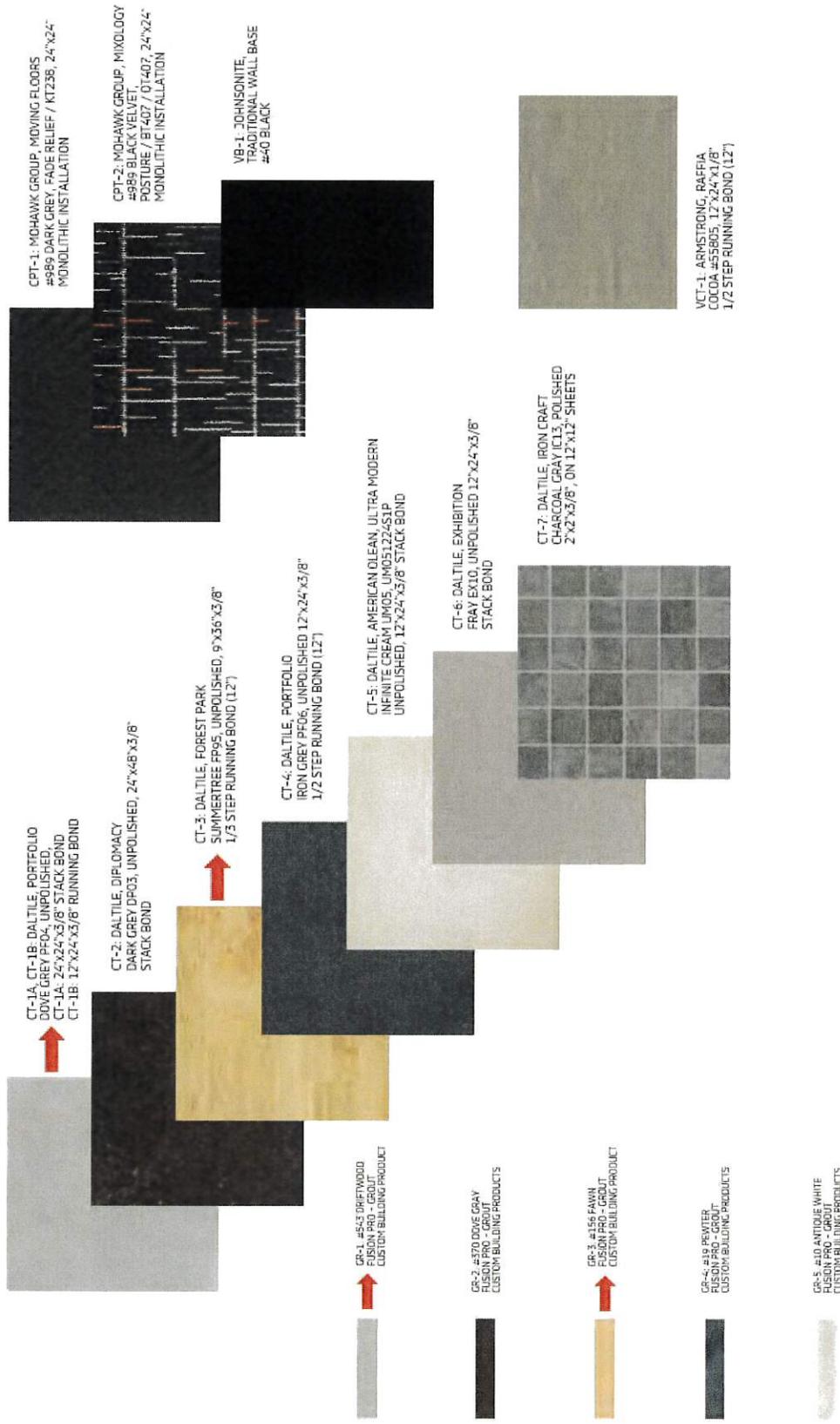


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Interior Flooring Guideline

**** Please reference, full product details in Mitsubishi Dealer Visual Identity Manual****



Scale: NTS

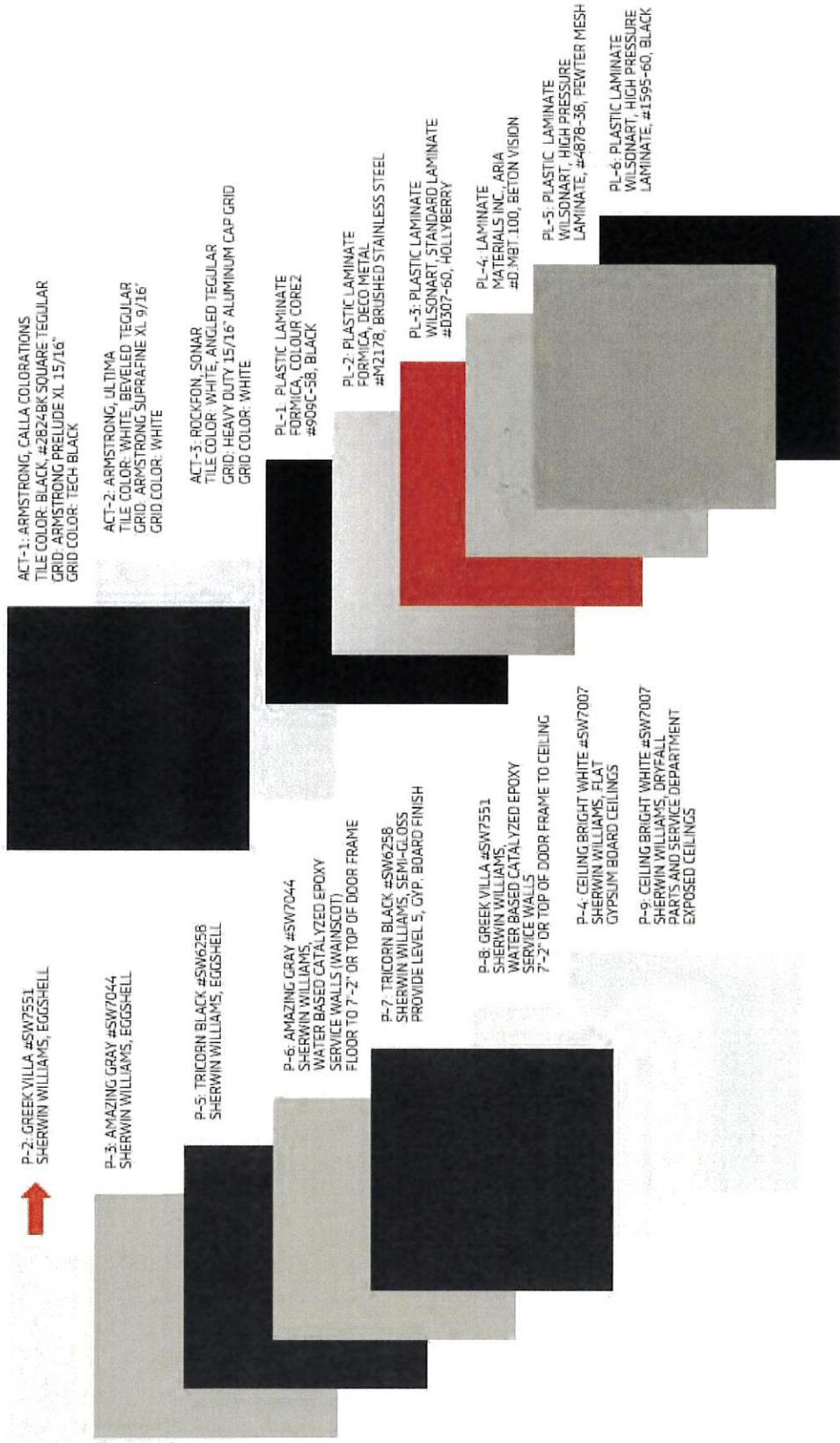


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Interior Paint and Finishing Guidelines

Please reference, full product details in Mitsubishi Dealer Visual Identity Manual



P-2: GREEK VILLA #SW7551
SHERWIN WILLIAMS, EGGSHELL

P-3: AMAZING GRAY #SW7044
SHERWIN WILLIAMS, EGGSHELL

P-5: TRICORN BLACK #SW6258
SHERWIN WILLIAMS, EGGSHELL

P-6: AMAZING GRAY #SW7044
SHERWIN WILLIAMS,
WATER BASED CATALYZED EPOXY
SERVICE WALLS (WAINSCOT)
FLOOR TO 7'-2" OR TOP OF DOOR FRAME

P-7: TRICORN BLACK #SW6258
SHERWIN WILLIAMS, SEMI-GLOSS
PROVIDE LEVEL 5, GYP. BOARD FINISH

P-8: GREEK VILLA #SW7551
SHERWIN WILLIAMS,
WATER BASED CATALYZED EPOXY
SERVICE WALLS
7'-2" OR TOP OF DOOR FRAME TO CEILING

P-4: CEILING BRIGHT WHITE #SW7007
SHERWIN WILLIAMS, FLAT
GYPSUM BOARD CEILINGS

P-9: CEILING BRIGHT WHITE #SW7007
SHERWIN WILLIAMS, DRYFALL
PARTS AND SERVICE DEPARTMENT
EXPOSED CEILINGS

ACT-1: ARMSTRONG, CALLA COLORATIONS
TILE COLOR: BLACK, #2824BK SQUARE REGULAR
GRID: ARMSTRONG PRELUDE XL 15/16"
GRID COLOR: TECH BLACK

ACT-2: ARMSTRONG, ULTIMA
TILE COLOR: WHITE, BEVELED REGULAR
GRID: ARMSTRONG SUPRAFINE XL 9/16"
GRID COLOR: WHITE

ACT-3: ROCKFON, SONAR
TILE COLOR: WHITE, ANGLED REGULAR
GRID: HEAVY DUTY 15/16" ALUMINUM CAP GRID
GRID COLOR: WHITE

PL-1: PLASTIC LAMINATE
FORMICA, COLOUR COREZ
#809C-58, BLACK

PL-2: PLASTIC LAMINATE
FORMICA, DECO METAL
#M2178, BRUSHED STAINLESS STEEL

PL-3: PLASTIC LAMINATE
WILSONART, STANDARD LAMINATE
#D307-60, HOLLYBERRY

PL-4: LAMINATE
MATERIALS INC., ARIA
#D.MBT.100, BETON VISION

PL-5: PLASTIC LAMINATE
WILSONART, HIGH PRESSURE
LAMINATE, #4878-58, PEWTER MESH

PL-6: PLASTIC LAMINATE
WILSONART, HIGH PRESSURE
LAMINATE, #1595-60, BLACK

Scale: NTS