

**APPLICATION FOR
URBAN DESIGN COMMISSION
REVIEW AND APPROVAL**

AGENDA ITEM # _____
Project # _____

DATE SUBMITTED: <u>11/12/08</u>	Action Requested
UDC MEETING DATE: <u>11/19/08</u>	<input type="checkbox"/> Informational Presentation
	<input type="checkbox"/> Initial Approval and/or Recommendation
	<input checked="" type="checkbox"/> Final Approval and/or Recommendation

PROJECT ADDRESS: 5402 HIGH CROSSING BLVD

ALDERMANIC DISTRICT: 17

OWNER/DEVELOPER (Partners and/or Principals) <u>ZIMBRICK INC.</u>	ARCHITECT/DESIGNER/OR AGENT: <u>DAN YODER / SIGN ART INC.</u>
<u>1601 W. BELTLINE HWY</u>	<u>126 S. FIRST ST.</u>
<u>MADISON, WI 53713</u>	<u>MT. HOREB, WI 53572</u>

CONTACT PERSON: GRANT OSTER
Address: 5433 WAYNE TERRACE
MADISON, WI 53718
Phone: 442-1122
Fax: 245-2392
E-mail address: goster@zimbrick.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.

11/12/08

Mr. Alan Martin
Planner III/Secretary, Urban Design Commission
Department of Planning & Development
215 Martin Luther King, Jr. Blvd.
Madison, WI. 53701

Re: Zimbrick Buick-Pontiac-GMC
5402 High Crossing Blvd.
Comprehensive Design review

Mr. Martin,

Zimbrick Buick-Pontiac-GMC is asking to be added to the agenda for the upcoming Urban Design Commission meeting. That meeting is scheduled for November 19th 2008. During my meetings with city staff, it was determined that a Comprehensive Design Review would be required for this project.

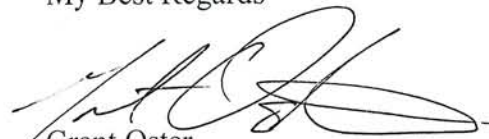
In the scope of this review, Zimbrick will ask for a height and area variance for an existing pylon sign that we would like to reface and move to this property. City of Madison code allows for a 25% height and area variance. The height increase is 4' and within the variance. The extreme measure of the area of this sign is 90 sq. ft. This is 40 sq. ft. over the standard variance. I would like to note that the "dead space" on this sign measures 25 sq. ft.

Also, there will be three logos on the building's entry element. In comparison to the principal graphic, "ZIMBRICK" these logos would be considered over-sized. An accessory sign will be located above the service entrance. All directional signs on the property will be to city code.

Enclosed is our submittal package: an application, a check for \$200, 14 sets of support material and an electronic file of said support material.

Thank you very much for your time and I appreciate your attention to this matter.

My Best Regards-


Grant Oster
General Manger
Zimbrick Eastside

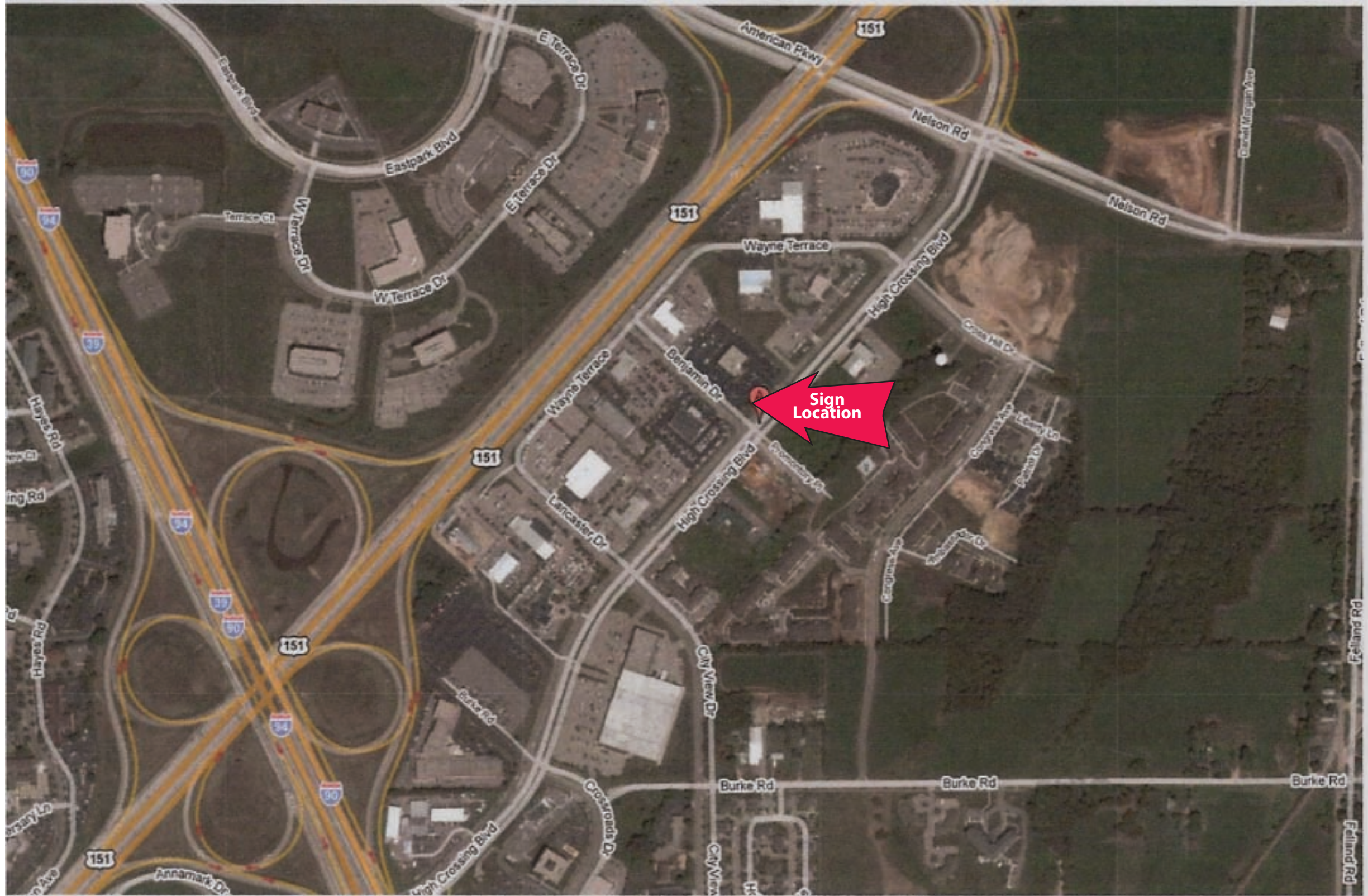


GMC



Zimbrick Used Vehicles • Domestics • Imports • Luxury • Budget Cars

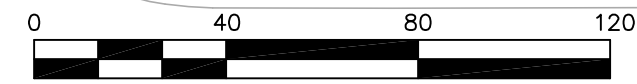
www.zimbrickeastside.com



126 S. FIRST ST. MT HOREB, WI 535372 P-608.437.2320
WWW.SIGNARTMADISON.COM

LOCATOR MAP: ZIMBRICK PYLON RELOCATION

LOCATOR MAP

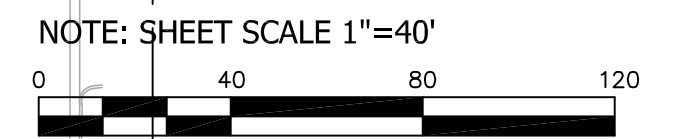
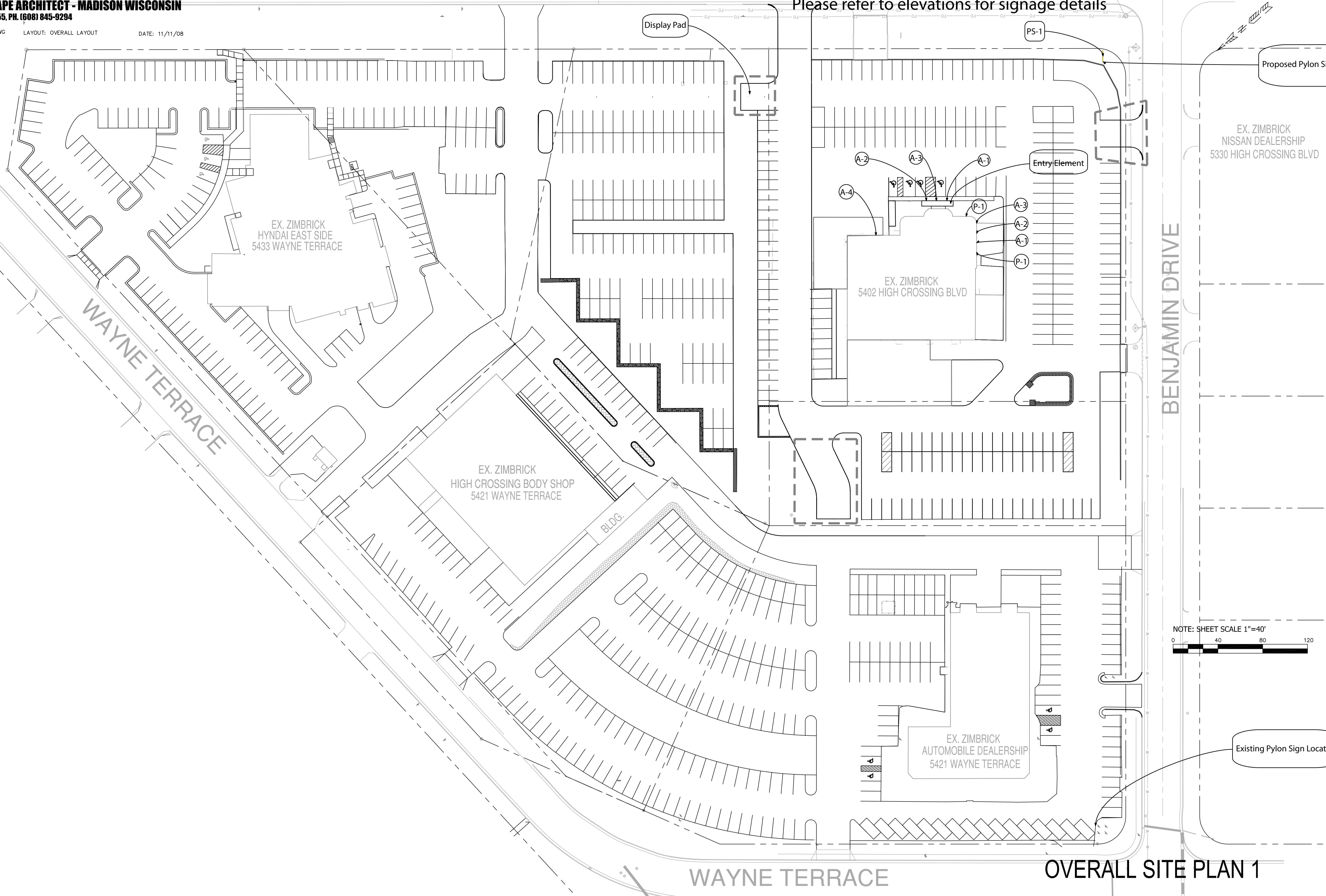


HIGH CROSSING BOULEVARD

PHASED IMPLEMENTATION MASTER PLAN

Zimbrick BUICK, PONTIAC, GMC

Please refer to elevations for signage details

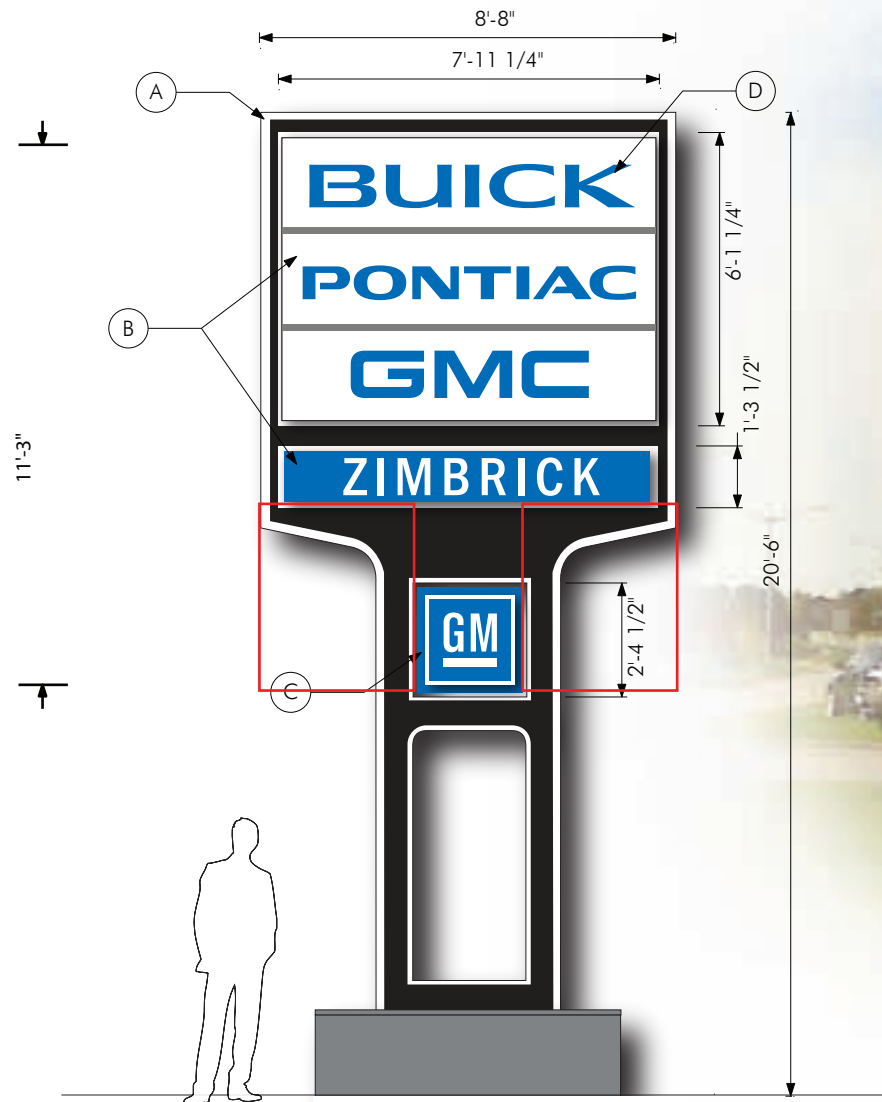


WAYNE TERRACE

OVERALL SITE PLAN 1

KEY NOTES:

- A- Existing pylon sign
- B- Poly carb. faces with 3" "pan" depth.
Opaque background
- C- Poly carb. face with 1 1/2" "pan" depth.
Opaque background
- D- Translucent di-cut vinyl.



SIGNAGE ELEVATIONS: PS-1



126 S. FIRST ST. MT HOREB, WI 535372 P-608.437.2320
WWW.SIGNARTMADISON.COM

GENERAL NOTES:

Move sign from current location at 3533 Benjamin Dr to 5402 High Crossing Blvd. Also replace existing "Buick" sign faces and replace with ones shown above. Faces are pan-formed polycarbonate with opaque backgrounds and trans. letters.

DIMENSIONS:

Total Sq Ft of sign faces- 11'3"x8'=90sq.ft.
Allowable Sq.ft.per code- 40sq.ft.
Dead space (shown in red) counting against sq.ft.-47"x39"=12.72sq.ft.each
x2=25.46sq.ft. total

FINISHES/ILLUMINATION:

- Opaque White
- Internal Fluorescent Lighting
- 3M Trans. Vinyl-Intense Blue
- 3M Opaque Vinyl-Slate Gray

CUSTOMER APPROVAL:

By signing this approval you are hereby authorizing Sign Art Studio LLC to proceed with the work as described. Any deviation from these specifications will become the customer's financial responsibility.

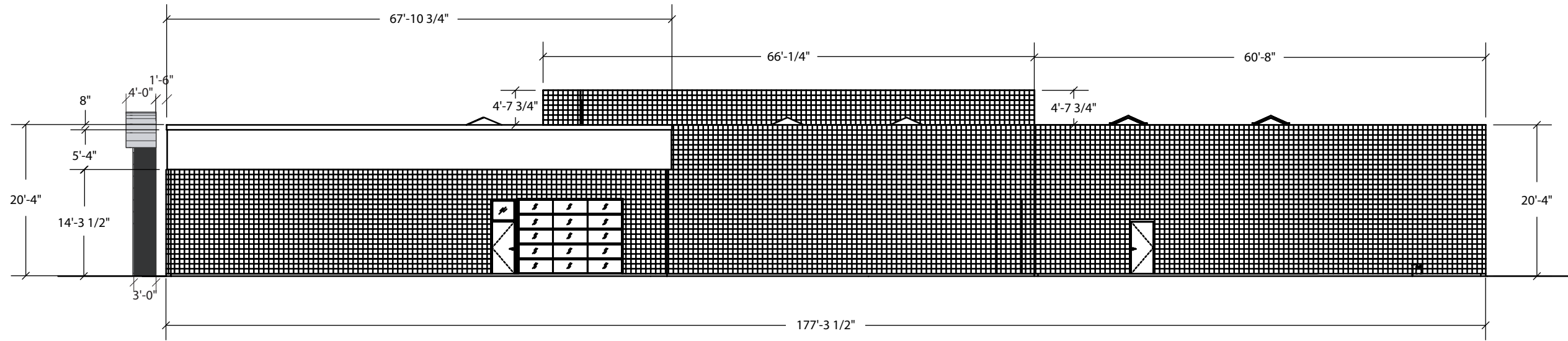
LANDLORD APPROVAL:

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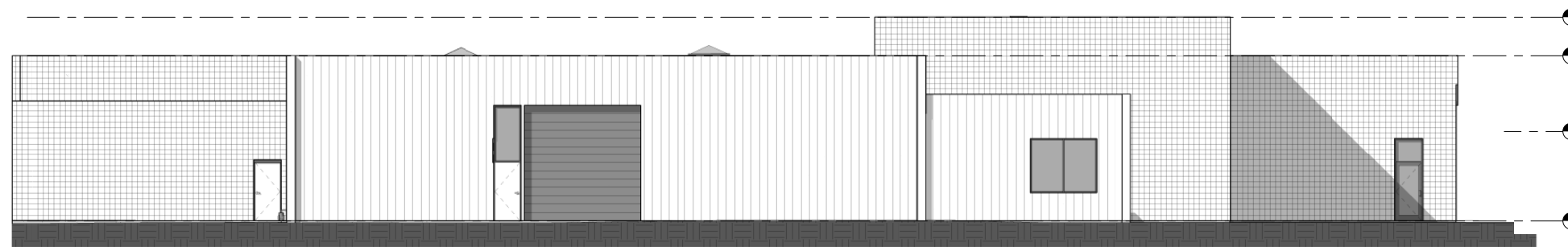
SCALE: 1/4"=1'

S H E E T

PS-1



NORTH EAST ELEVATION

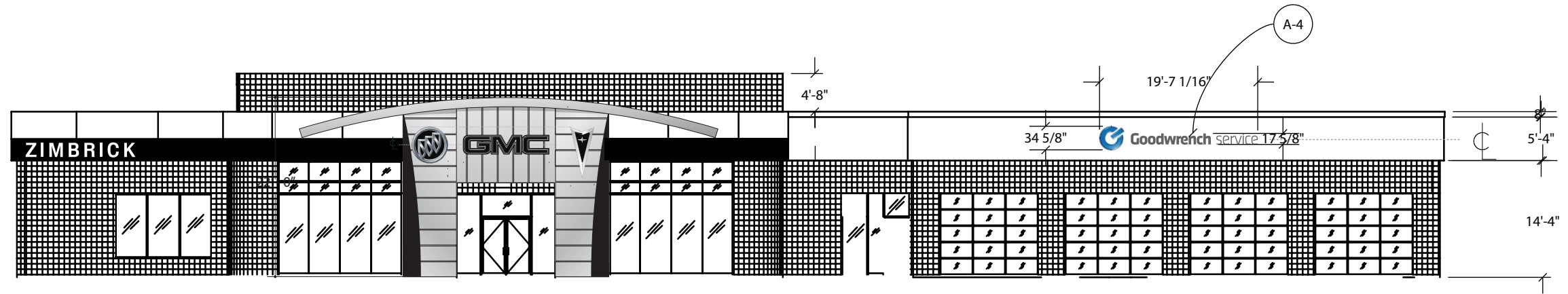


NORTH WEST ELEVATION

NO SIGNAGE PROPOSED AT THIS TIME

5402 HIGH CROSSING BLVD.-ZIMBRICK SIGNAGE

NORTH EAST AND NORTH WEST ELEVATIONS- SCALE: 1/16"-1'

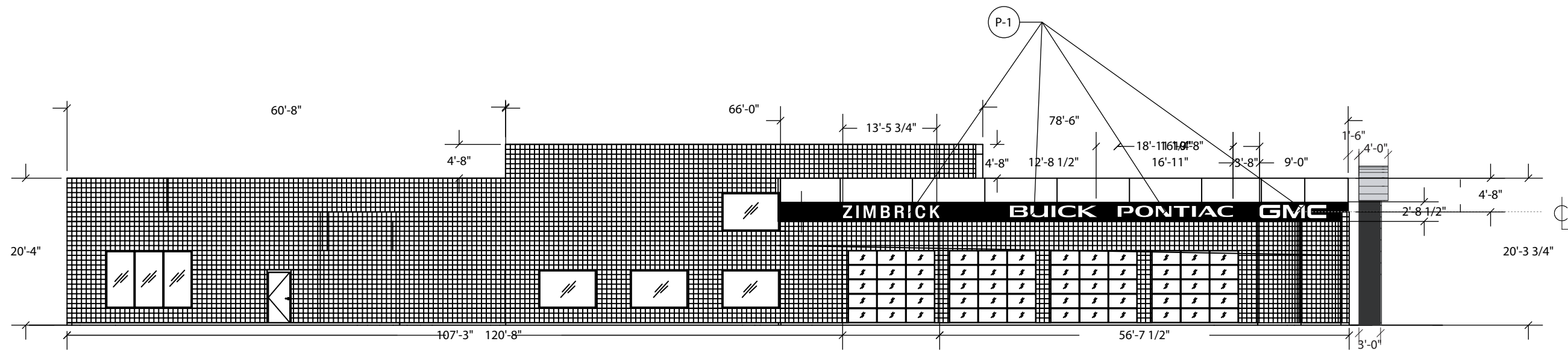


PROPOSED SOUTHEAST ELEVATION

A= Accessory Graphic P= Principle Graphic

SIGNAGE SPECS								
Type/Sign	Size	Signable Area	%ofSignableArea	Illumination	Return Material	Return Color	Trim Cap Color	Face Colors
*A-1: BUICK SYM.	54"x54"=20.25sq.ft.	20' 6"x 6' 7"=133.5sq.ft.	15.17%	LED-Face	4.5" Alum.	■ Satin Ano.	Embossed Face-N/A	■ Trans. Chrome ■ Opaque Black Vinyl
*A-2: PONT SYM.	74"x34"=17.47sq.ft.	20' 6"x 6' 7"=133.5sq.ft.	13.08%	LED-Face	4.5" Alum.	■ Satin Ano.	Embossed Face-N/A	■ Trans. Chrome ■ Opaque Black Vinyl
*A-3: GMC	28"x126"=24.5sq.ft.	9' 2"x 12' 1"=110.45sq.ft.	22.18%	LED-Face	4.5" Alum.	■ Satin Ano.	Embossed Face-N/A	■ Trans. Chrome ■ Opaque Black Vinyl
P-1: ZIMBRICK	22"x162"=24.75sq.ft.	2' 8"x 25' 6"=67.83sq.ft.	36.48%	LED-Face	4.5" Alum.	■ Satin Ano.	■ Silver-Jewelite	■ #7328 White Acrylic
*A-4: Goodwrench	34.25"x235"=55.89sq.ft.	5' 4"x 65' 10"=358.34sq.ft.	15.60%	LED-Halo	4.5" Alum.	■ Satin Ano.	■ Silver-Jewelite	■ Digital Print ■ PMS 10C Cool Grey

*Please note that we are requesting variances for all non-conforming accessory graphics indicated with * symbol as they are larger than that permitted in Chapter 31 ordinances.
 Total square footage of all signage on South East elevation is **142.86sq.ft.**
 Total signable area for all signage on South East elevation is **803.62sq.ft.**
 Total percentage of signage vs signable areas is **17.78%**



PROPOSED SOUTHWEST ELEVATION

P= Principle Graphic

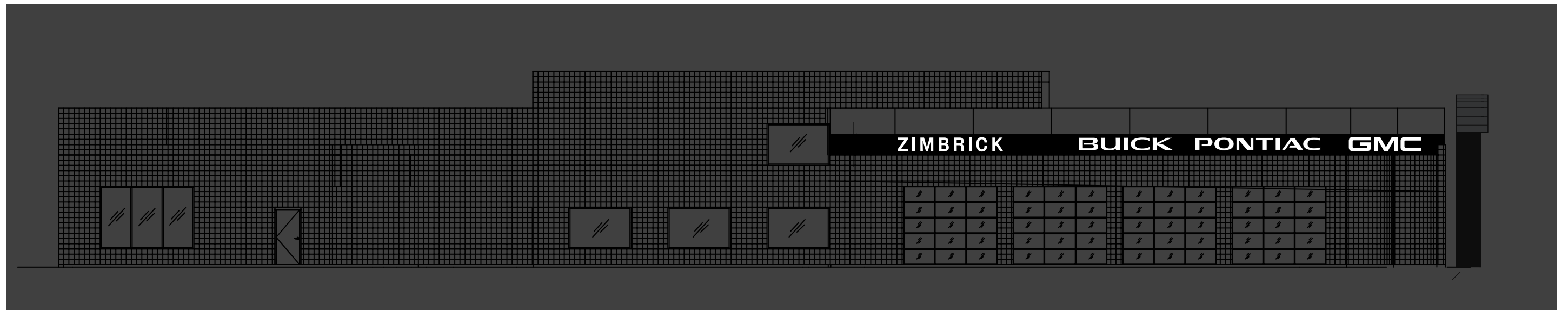
SIGNAGE SPECS								
Type/Sign	Size	Signable Area	AllowableSqFt	Illumination	Return Material	Return Color	Trim Cap Color	Face Colors
P-1:ZIM,BUICK,PONT,GMC	22"x 804"=122.83	78 lineal feet	156sq.ft.	LED-Face	4.5" Alum.	■ Satin Ano.	■ Silver-Jewelite	■ #7328 White Acrylic

5402 HIGH CROSSING BLVD.-ZIMBRICK SIGNAGE

SOUTH EAST AND SOUTH WEST ELEVATIONS- SCALE: 1/16"-1'



SOUTHEAST ELEVATION-NIGHT RENDERING



SOUTHWEST ELEVATION-NIGHT RENDERING



Entry Element Pictures