

May 26th, 2009

Urban Design Commission  
Department of Planning and Development  
215 Martin Luther King, Jr. Blvd.  
Madison, WI 53701

Re: **CDR for Hyundai Dealership**  
**5433 Wayne Terrace**

**Project Name:** Hyundai  
5433 Wayne Terrace  
Madison, WI

**Owner:** TMJ V LLP

**Signage Subcontractor:** Sign Art Studio  
126 S. First Street  
Mount Horeb, WI 53572

**Alderman:** Joe Clausius

Dear UDC members,

Please accept this letter of intent for a CDR in regards to the Hyundai dealership located at 5433 Wayne Terrace.

We have attached the full sign package proposal. The package consists of a conforming pylon sign, a conforming accessory graphic that pertains to the service aspect of the dealership and a non-conforming graphic that delineates the brand the dealership sells, in this case it is the Hyundai logo and letters mounted to the blue wall section on the building. Currently the blue wall section is being considered a sign background, which is non-conforming due to its size and that fact that it crosses architectural details, so we are asking to re-designate the blue wall section as a second principle signable area, which would then make the non conforming Hyundai logo and letters a conforming second principle graphic. Currently there is a "Zimbrick" sign on the building that has been previously approved as a principle graphic. It is our opinion that a lack of brand identity on High Crossing building frontage is detrimental to potential sales for the controller. Your consideration of our proposal would be greatly appreciated.

Best Regards,

Dan Yoder  
President  
Sign Art Studio



**HYUNDAI**

**SIGN PACKAGE**

**SITE #: WI026**

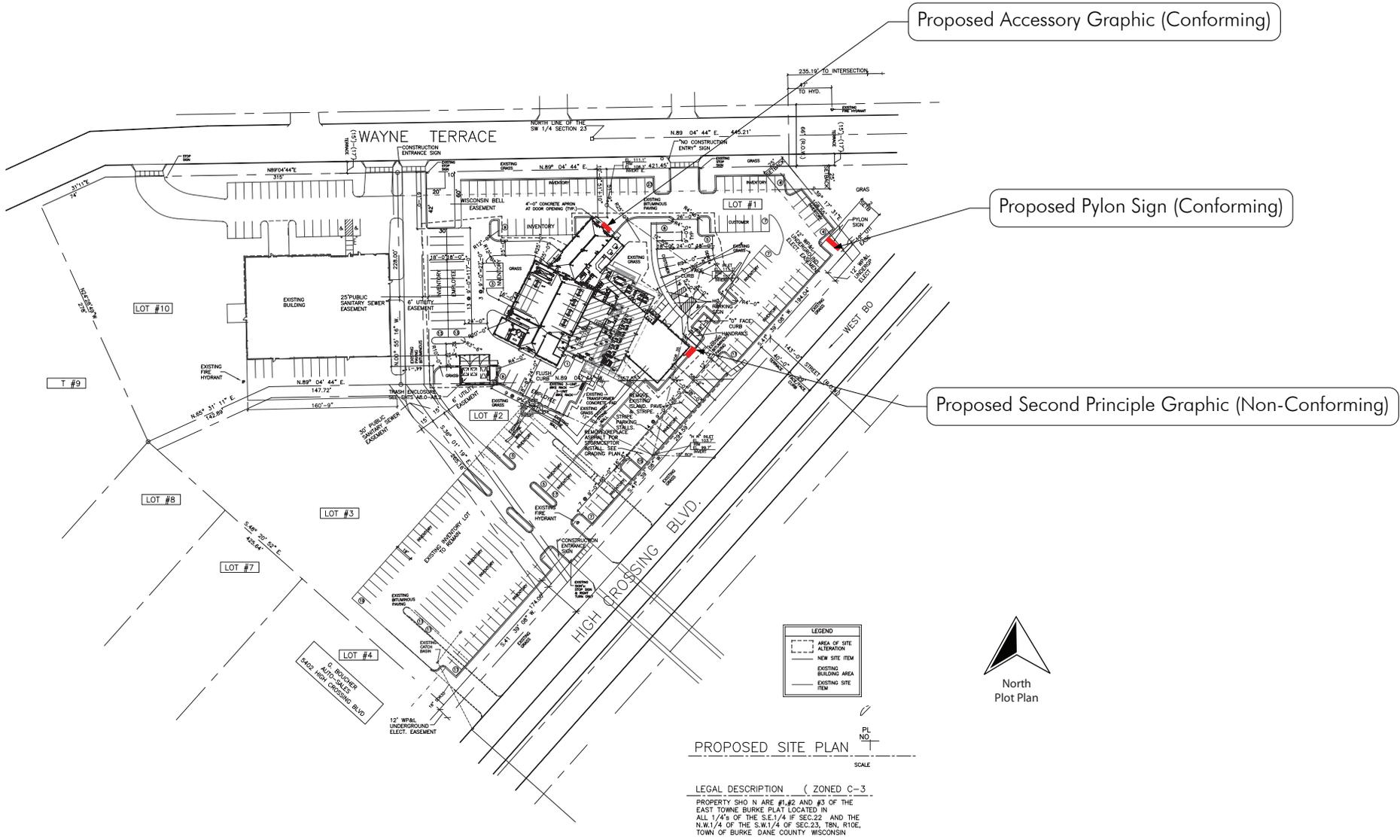
**Zimbrick Hyundai Eastside**

**5433 Wayne Terrace**

**Madison, WI**

**Prepared by:**

**CUMMINGS SIGNS**



THIS IS AN ORIGINAL UNPUBLISHED DRAWING CREATED FOR YOUR PERSONAL USE IN CONNECTION WITH A PROJECT PLANNED FOR YOU BY CUMMINGS SIGNS. IT IS NOT TO BE SHOWN OUTSIDE YOUR ORGANIZATION NOR USED, REPRODUCED, COPIED OR EXHIBITED IN ANY FASHION UNLESS AUTHORIZED IN WRITING BY AN OFFICER OF CUMMINGS SIGNS.

**CUSTOMER APPROVAL:**

DATE: \_\_\_\_\_

REV#	DATE	BY	REV#	DATE	BY	REV#	DATE	BY
REV#1	04-09	DWJ	REV#4			REV#7		
REV#2			REV#5			REV#8		
REV#3			REV#6			REV#9		

**PROJECT:** Zimbri ck Hyundai Eastside  
**ADDRESS:** 5433 Wayne Terrace, Madison, WI  
**ACCT. MGR:** Bobbie Miles **PHONE:** 615-244-5555 x257  
**DESIGNER:** RC **SCALE:** AS NOTED **DATE:** 09-05-08

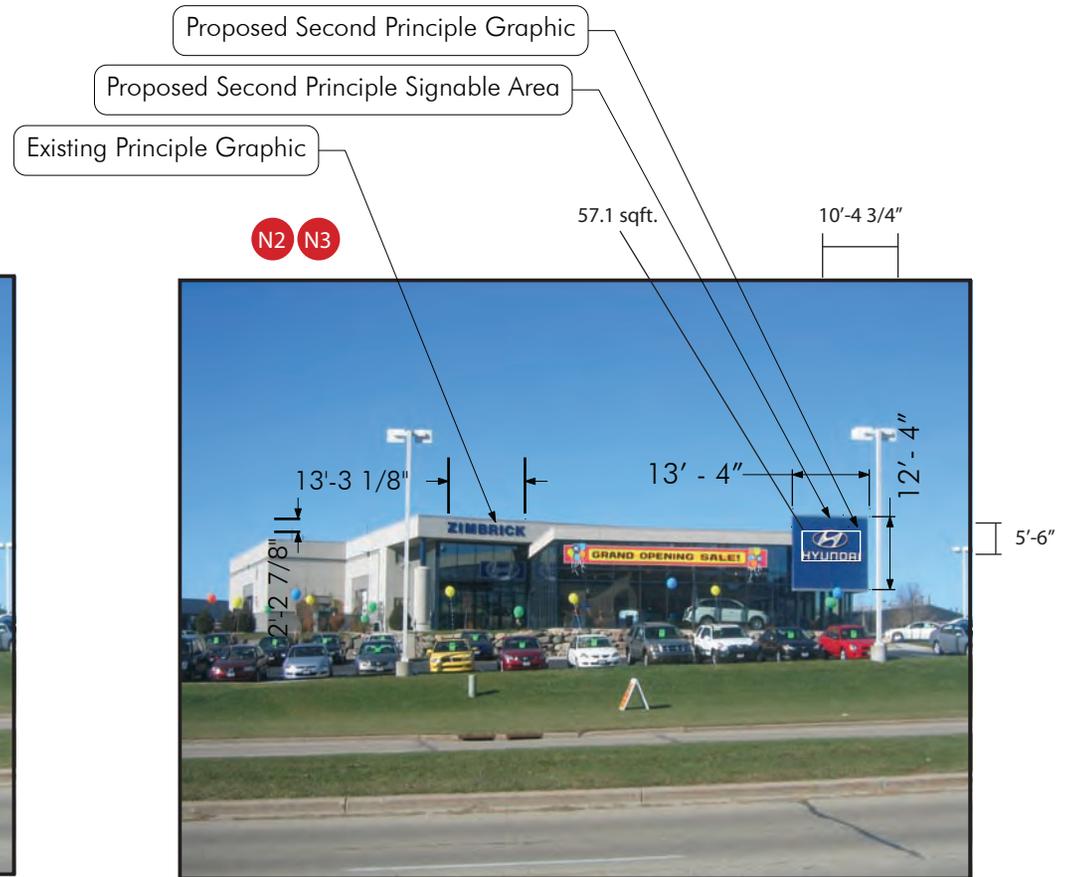
**DRAWING NO.**  
 050932.00  
**SHEET** 2 **OF** 9

**CONCEPTUAL ONLY**  
NOT FOR MANUFACTURING

**FIELD VERIFY SIZES**  
NOT FOR MANUFACTURING



**BEFORE**



**AFTER**

Install new LS42 W Hyundai Logo and HS18 W Hyundai Letters

Proposed Second Principle Graphic- 57.1sq.ft. (34.13% of Proposed Second Principle Signable Area)  
Proposed Second Signable Area- 167sq.ft.

## Second Principle Signable Area/Principle Graphic.



THIS IS AN ORIGINAL UNPUBLISHED DRAWING  
CREATED FOR YOUR PERSONAL USE IN CONNECTION  
WITH A PROJECT PLANNED FOR YOU  
BY CUMMINGS SIGNS.  
IT IS NOT TO BE SHOWN OUTSIDE YOUR  
ORGANIZATION NOR USED, REPRODUCED, COPIED  
OR EXHIBITED IN ANY FASHION UNLESS AUTHORIZED  
IN WRITING BY AN OFFICER OF CUMMINGS SIGNS.

CUSTOMER APPROVAL:

DATE: \_\_\_\_\_

DATE	BY	DATE	BY	DATE	BY
REV#1	04-09 DWJ	REV#4	_____	REV#7	_____
REV#2	_____	REV#5	_____	REV#8	_____
REV#3	_____	REV#6	_____	REV#9	_____

PROJECT: Zimbrick Hyundai Eastside  
 ADDRESS: 5433 Wayne Terrace, Madison, WI  
 ACCT. MGR: Bobbie Miles PHONE: 615-244-5555 x257  
 DESIGNER: RC SCALE: AS NOTED DATE: 09-05-08

DRAWING NO.

**050932.00**

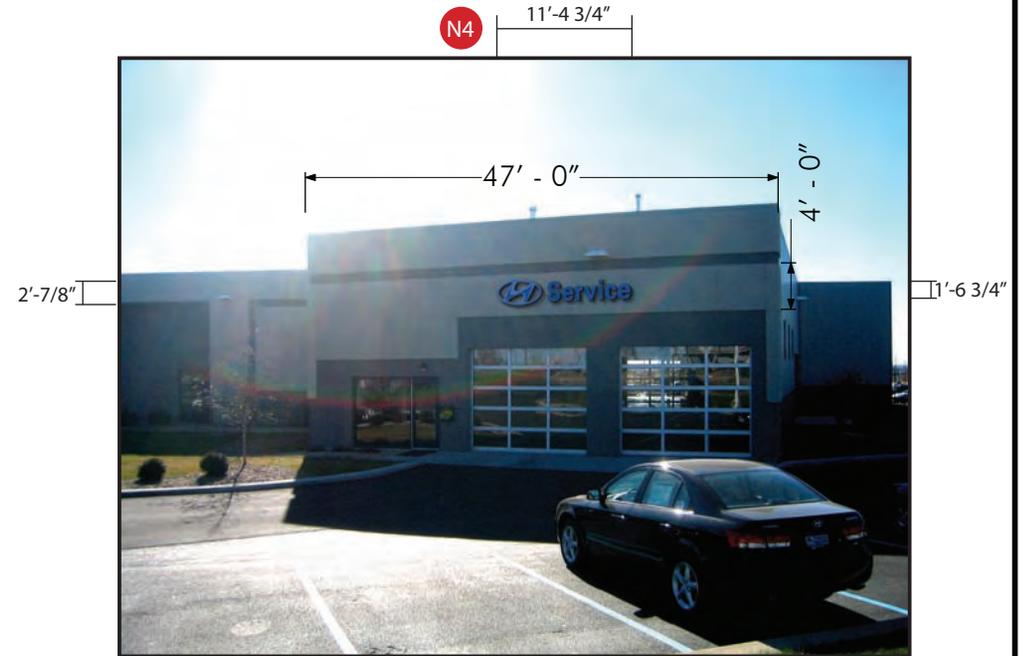
SHEET 3 OF 9

**CONCEPTUAL ONLY**  
NOT FOR MANUFACTURING

**FIELD VERIFY SIZES**  
NOT FOR MANUFACTURING



**BEFORE**



**AFTER**

Install new HSL18 B Hyundai Logo & Service Letters

Accessory Graphic- 22.9sq.ft. (12.18% of Signable Area)  
Wall Surface (Signable Area)- 188sq.ft.

# Accessory Graphic 1 - Rendering

**CONCEPTUAL ONLY**  
NOT FOR MANUFACTURING

**FIELD VERIFY SIZES**  
NOT FOR MANUFACTURING



**BEFORE**



**AFTER**

Install custom HM40 @ 16' OAH on column

**SPECIFICATIONS**

ALUMINUM CABINET & RETAINERS  
PAINTED TO MATCH PANTONE 425C

PAN FORMED POLYCARBONATE FACES  
WITH EMBOSSED GRAPHICS.  
ROUTED ALUMINUM DEALER FACES  
BACKED WITH WHITE POLYCARBONATE

LOGO SIGN FACE TO MATCH PANTONE 288C

HYUNDAI LOGO NAME - WHITE

ACCENT STRIP: PANTONE 877C

DEALER NAME: WHITE

COLUMN COVER: .090 ALUMINUM PAINTED  
TO MATCH PANTONE 425C

ALL METAL TO BE PRIMED AND PAINTED:  
DUPONT OR EQUIVALENT.

ALL FASTENERS COUNTERSUNK AND  
FLUSH-MOUNTED

ALUMINUM CABINET & RETAINERS  
PAINTED TO MATCH PANTONE 425C

FLEXIBLE FABRIC FACE

LOGO BACKGROUND TO MATCH PANTONE 425C

HYUNDAI LOGO NAME - WHITE

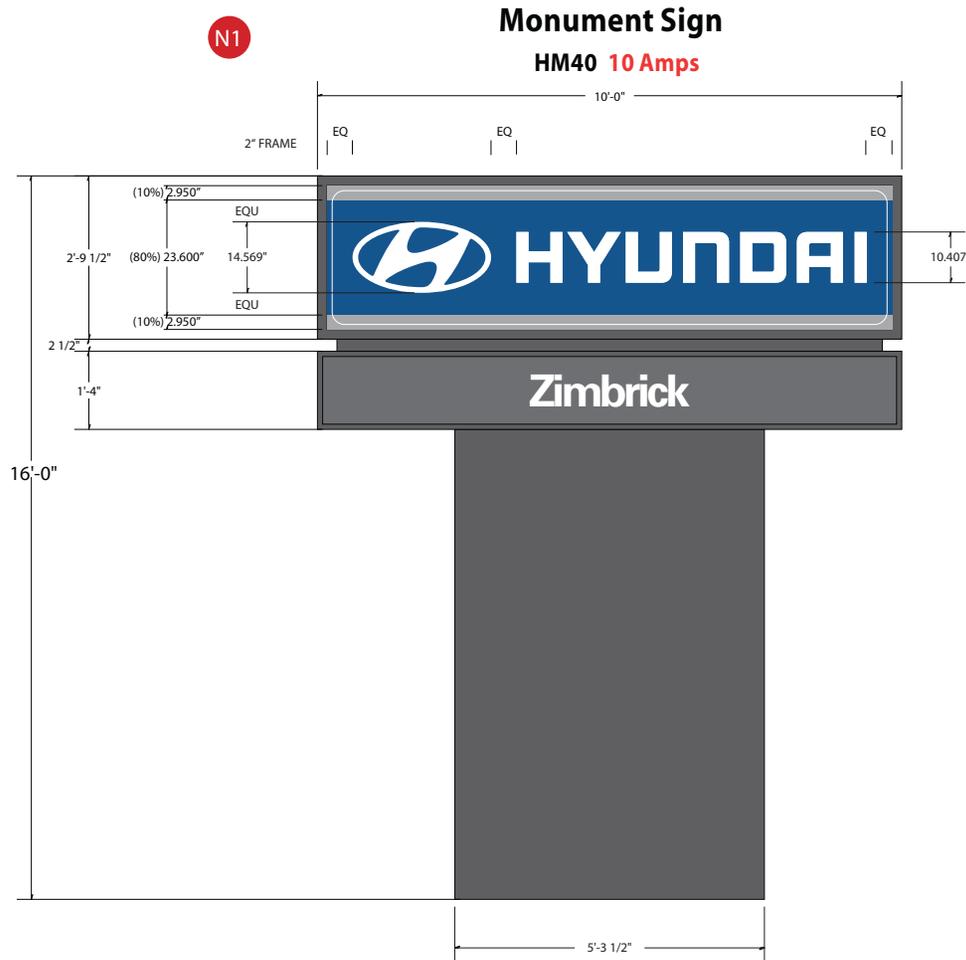
ACCENT STRIP: PANTONE 877C

DEALER NAME: WHITE

COLUMN COVER: .090 ALUMINUM PAINTED  
TO MATCH PANTONE 425C

ALL METAL TO BE PRIMED AND PAINTED:  
DUPONT OR EQUIVALENT.

ALL FASTENERS COUNTERSUNK AND  
FLUSH-MOUNTED



**Monument Sign**

**HM40 10 Amps**

N1



THIS IS AN ORIGINAL COPYRIGHT © PROTECTED UNPUBLISHED DRAWING CREATED FOR YOUR PERSONAL USE IN CONNECTION WITH A PROJECT PLANNED FOR YOU BY CUMMINGS SIGNS. IT IS NOT TO BE SHOWN OUTSIDE YOUR ORGANIZATION NOR USED, REPRODUCED, COPIED, OR EXHIBITED IN ANY FASHION UNLESS AUTHORIZED IN WRITING BY AN OFFICER OF CUMMINGS SIGNS.

CUSTOMER APPROVAL:

DATE: \_\_\_\_\_

Rev. #	DATE	BY	Rev. #	DATE	BY
Rev. #1	1-19-07	S.H.	Rev. #4	_____	_____
Rev. #2	_____	_____	Rev. #5	_____	_____
Rev. #3	_____	_____	Rev. #6	_____	_____

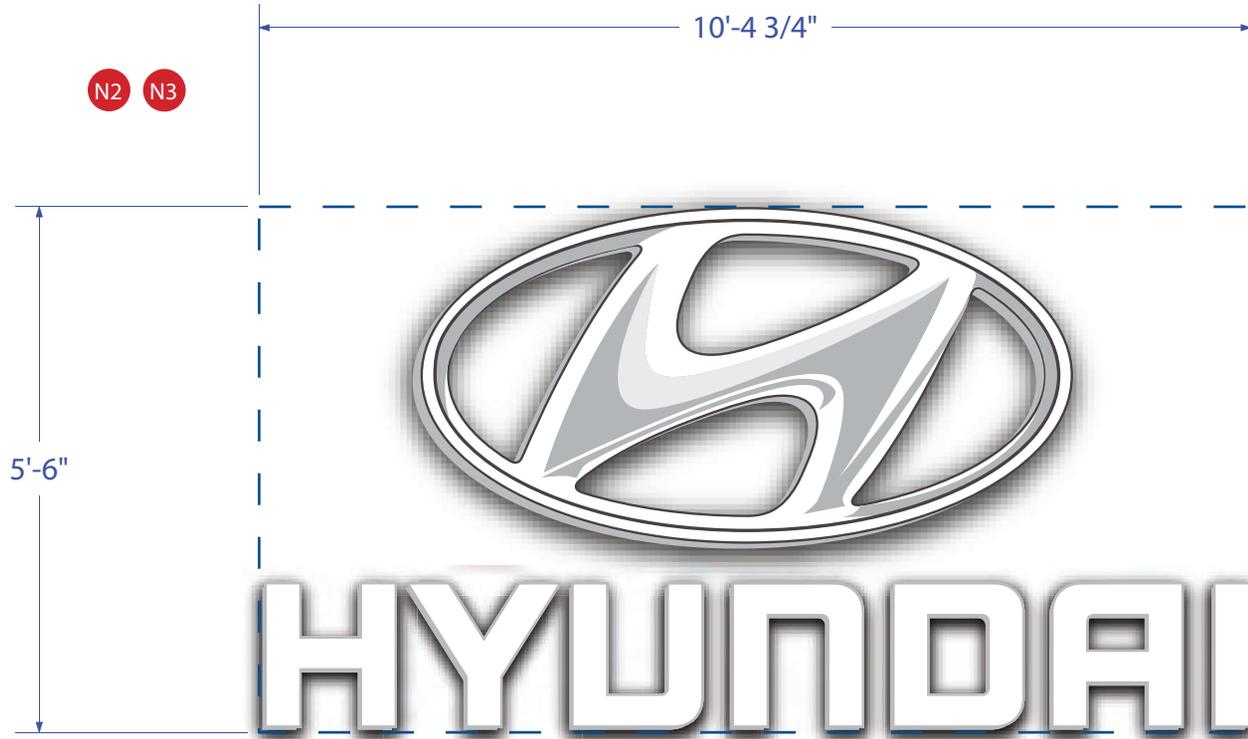


DRAWING NO:

**40892 C**

DATE: 12-6-06

S. Hawke



N2 N3

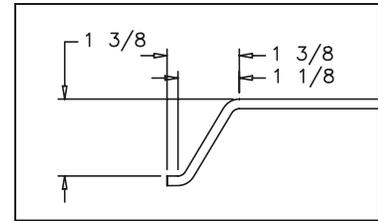
5'-6"

57.1 sqft.

**SPECIFICATIONS**

INDIVIDUAL LED ILLUMINATED SYMBOL  
 WHITE LED ILLUMINATION  
 MOLDED ACRYLIC FACE

METAL FABRICATED RETURNS PAINTED  
 WHITE.  
 PIN MOUNT TO WALL



TYPICAL ELEVATION DETAIL

Second Principle Graphic Specs

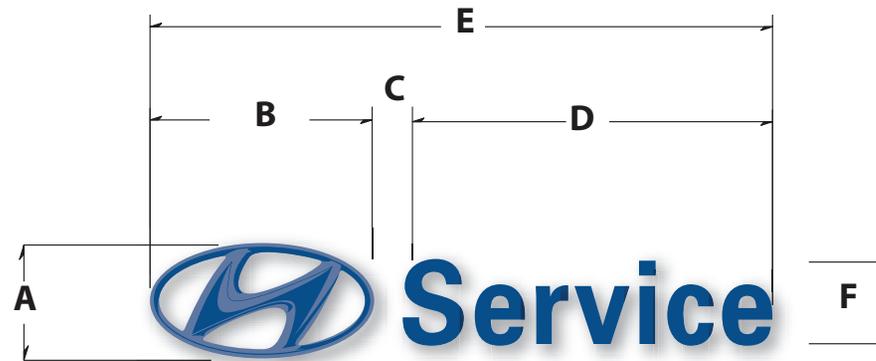
The International Sign Service  
 THIS DESIGN REMAINS OUR EXCLUSIVE PROPERTY AND CANNOT BE DUPLICATED WITHOUT WRITTEN CONSENT

THIS IS AN ORIGINAL COPYRIGHTED AND PROTECTED UNPUBLISHED DRAWING CREATED FOR YOUR PERSONAL USE IN CONNECTION WITH A PROJECT PLANNED FOR YOU BY CUMMINGS SIGNS. IT IS NOT TO BE SHOWN OUTSIDE YOUR ORGANIZATION OR USED, REPRODUCED, COPIED, OR EXHIBITED IN ANY FASHION UNLESS AUTHORIZED IN WRITING BY AN OFFICER OF CUMMINGS SIGNS.

CUSTOMER APPROVAL:  
 \_\_\_\_\_  
 DATE: \_\_\_\_\_

Re v. #	DATE	BY	Re v. #	DATE	BY
Re v. #1	_____	_____	Re v. #4	_____	_____
Re v. #2	_____	_____	Re v. #5	_____	_____
Re v. #3	_____	_____	Re v. #6	_____	_____

DRAWING NO :  
 40892 I  
 DATE: 12-6-06  
 S.Hawke


**BLUE LETTER SET**

	A	B	C	D	E	F	SQ. FT.
<b>HSL18B</b>	2'-0 7/8"	3'-11 3/4"	9 1/16"	6'-7 15/16"	11'-4 3/4"	1'-6 3/4"	23.75
<b>HSL24B</b>	2'-9"	5'-4 5/16"	11 1/16"	9'-0 3/4"	15'-4 1/8"	2'-1"	42.2
<b>HSL36B</b>	4'-2"	8'-1 5/8"	1'-3 15/16"	13'-7 1/8"	23'-0 11/16"	3'-1 1/2"	96.1

N4

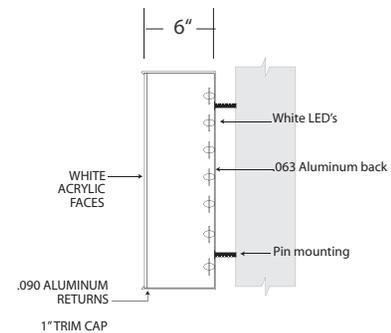
**SPECIFICATIONS**

INDIVIDUALLY ILLUMINATED LETTER SETS  
 WHITE LED ILLUMINATION  
 WHITE ACRYLIC FACE WITH BLUE VINYL  
 3630-157 APPLIED TO FIRST SURFACE.

METAL FABRICATED RETURN TO MATCH  
 PANTONE 288C BLUE

BLUE TRIM CAP

PIN MOUNT TO WALL



## Accessory Graphic Specs



THIS IS AN ORIGINAL COPYRIGHT © PROTECTED UNPUBLISHED DRAWING CREATED FOR YOUR PERSONAL USE IN CONNECTION WITH A PROJECT PLANNED FOR YOU BY CUMMINGS SIGNS. IT IS NOT TO BE SHOWN OUTSIDE YOUR ORGANIZATION NOR USED, REPRODUCED, COPIED, OR EXHIBITED IN ANY FASHION UNLESS AUTHORIZED IN WRITING BY AN OFFICE OF CUMMINGS SIGNS.

CUSTOMER APPROVAL:

DATE:

DATE BY

Rev. #1

Rev. #2

Rev. #3

DATE BY

Rev. #4

Rev. #5

Rev. #6



DRAWING NO:

40892 K

DATE: 12-6-06

S. Hawke