

# Take 5 Oil Change

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**NEW BUSINESS SIGNAGE PROJECT 2024**

648 S. WHITNEY WAY  
MADISON, WI 53711

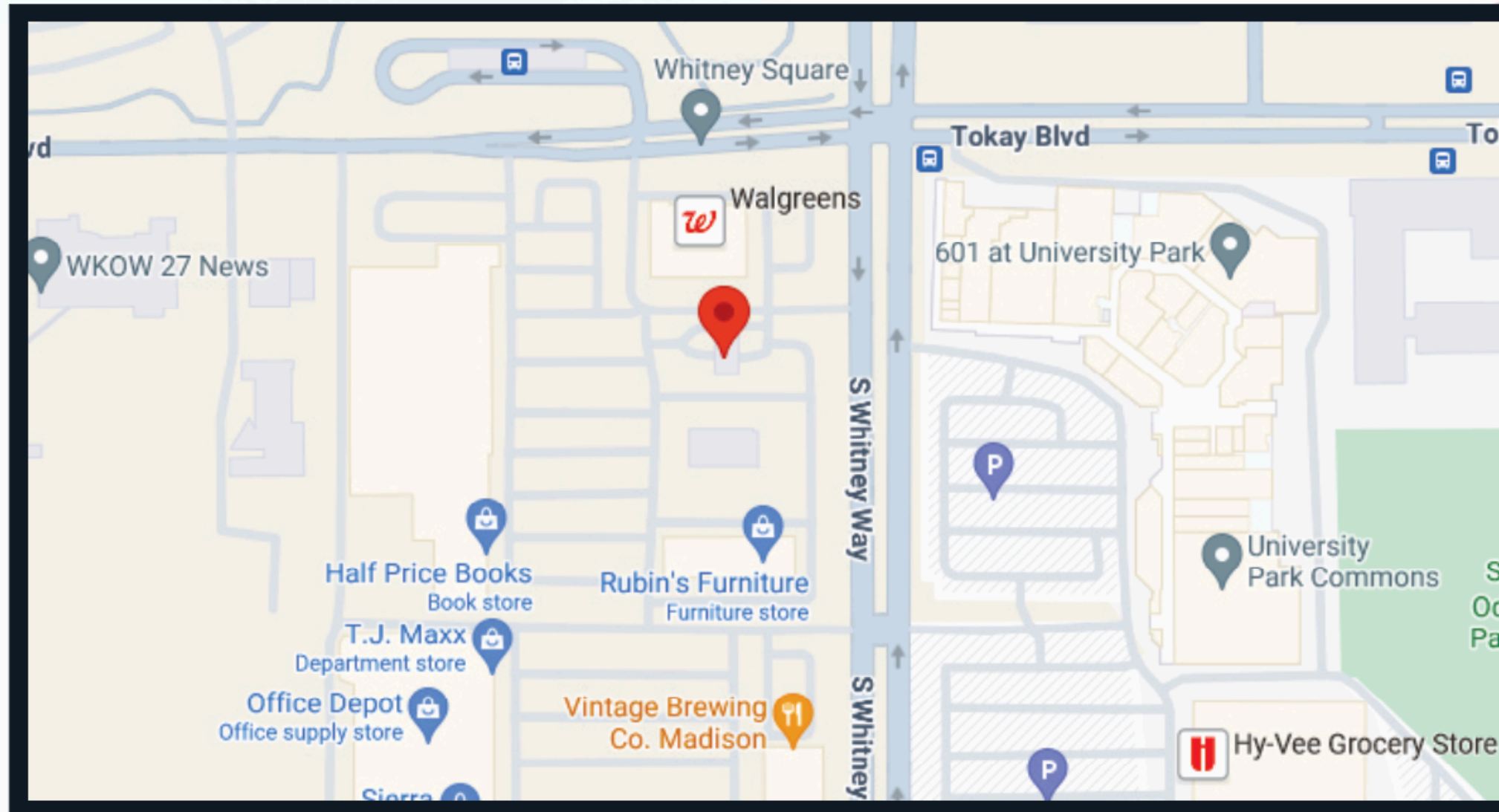
Represented by  **CompleteSigns**



# OIL CHANGE

Take 5 Oil Change  
648 South Whitney Way  
Madison, WI

Property zoned RMX  
Located in UDC  
Design Group 3



# Overview

Take 5 Oil Change is purchasing the lot on 648 S. Whitney Way with the intention of turning this old “Jiffy Lube” location into a Take 5 Oil Change while modernizing the look of the aesthetic.

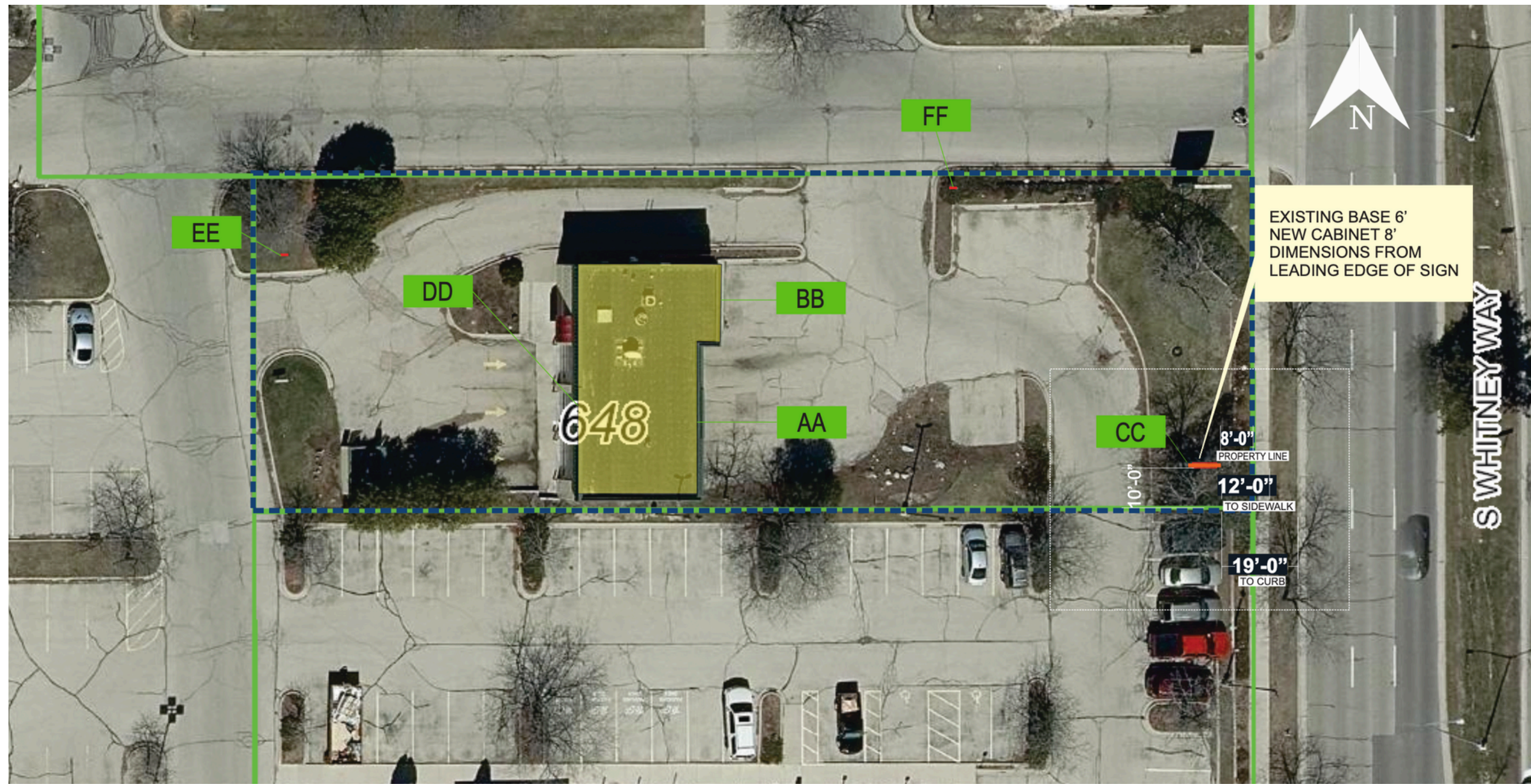
We plan to do this using modern signage and decorative elements on the building.

We will show how our sign package will not have a negative impact on the community. We will also show how we have utilized the space available in a way that keeps in mind the client’s needs, the customer’s ability to easily find and navigate to the business via the signage effectively, as well as the city’s vision and values. We thank you for your consideration.

# Signs Requested

There are a total of 10 signs being requested at this site:

- (1) Ground Sign
- (2) Directionals
- (6) Wall signs on front elevation
- (1) Wall sign on rear elevation



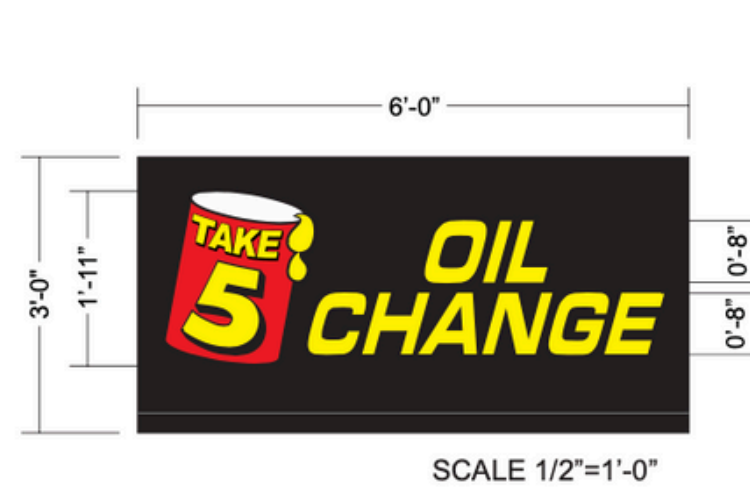
# Ground Sign

This sign was originally owned and permitted by Jiffy Lube - We are hoping to repurpose the base by cutting it shorter, and using a sleek design which utilizes opaque “black-out” vinyl which only allows light to travel through the wording and logo at nighttime as seen below. The lettering consists of aluminum faces with routed and push-through acrylic.



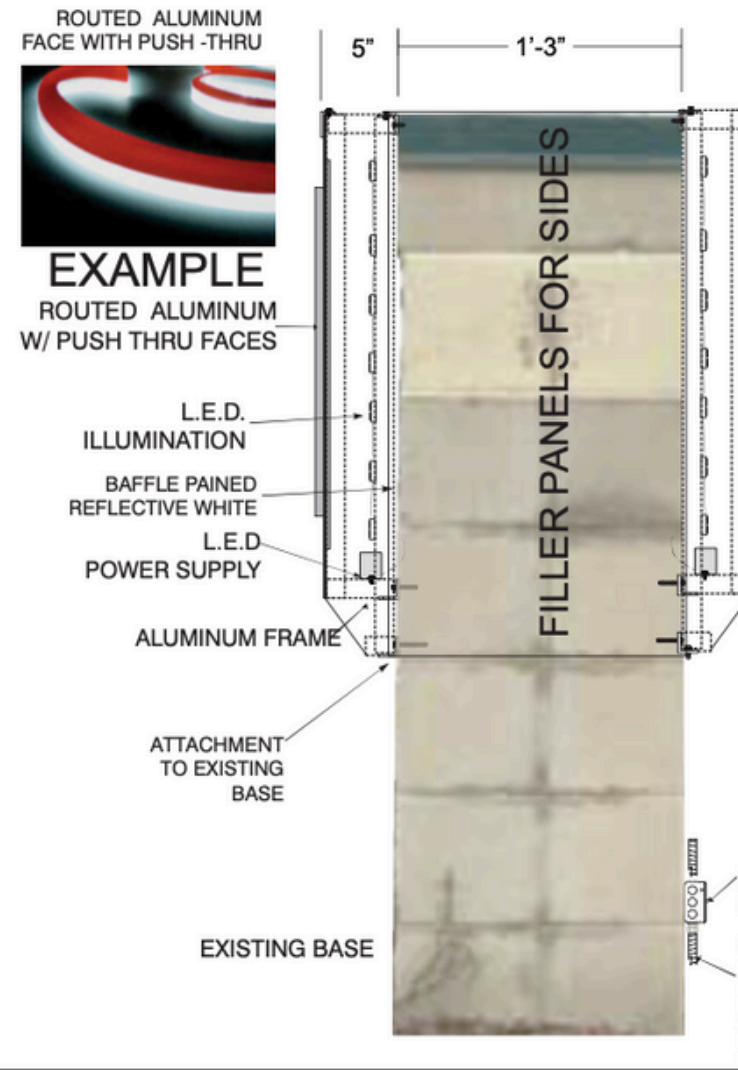
# Monument cabinet on existing base

## 3' x 6' at a height of 4' and 7 1/2" (18 SF)

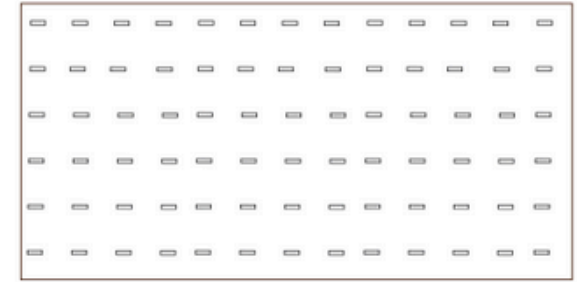


Proposed: 18 SF  
 2 S/F Internally Illuminated Cabinets w/Flat Aluminum Faces Routed and Push Thru Acrylic with vinyl overlay  
 Bottom of cabinet Faces Only (sides flat) Cabinet Painted Black  
 Mounted to Existing Structure Painted to match building  
 Accents painted black

CC



1/2" PUSH THRU FACE VINYL APPLIED TO TOP WHITE HALO ON SIDES



78 Z-ECO4-W L.E.D 2 QTY  
 2 pc 60W Power Supply

**ELECTRICAL NOTES**

All signage to be installed in compliance with National and Local Electrical Code

All signage to be constructed and installed in compliance with UL Standards

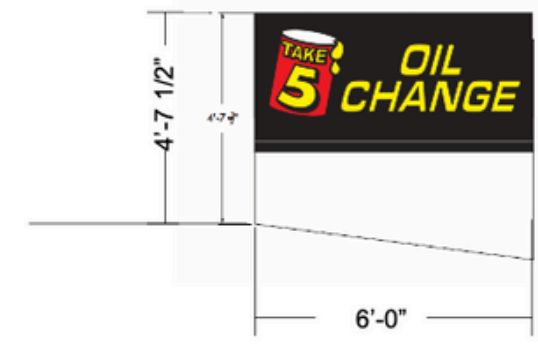
**ELECTRICAL NOTE**-Actual # of circuits to be determined by a Licensed Electrical Contractor.  
 TOTAL AMPS-8  
 # OF CKTS- 1 20 AMP(RECOMMENDED)  
 VOLTS- 120  
 ALL SIGNAGE WILL BE (U.L.) LISTED, (U.L.) 2161 COMPLIANT AND CARRY (U.L.) LABELS.

**PRIMARY POWER BY OTHERS**

U.L. Approved Sign w/ Labels. All Components U.L. Approved.  
 NEC 2017 Compliant, Grounding As Per IBC 2020, 7th Edition.  
 LED Power Supply 120 Volt input 12 Volt DC Output. Each Power Supply 1.0 Amp

All electrical components are UL Listed.  
 Signage grounding and bonding as per NEC 250.  
 Primary wiring 12 AWG COPPER as per NEC 600.  
 Minimum 20 Amp. disconnect switch per NEC 600.6

SW 7693 Stonebriar And



SCALE 1/4"=1'-0"



NIGHT VIEW

# Ground Sign Code Exemption Requests

## Setback - 20' required 8' proposed

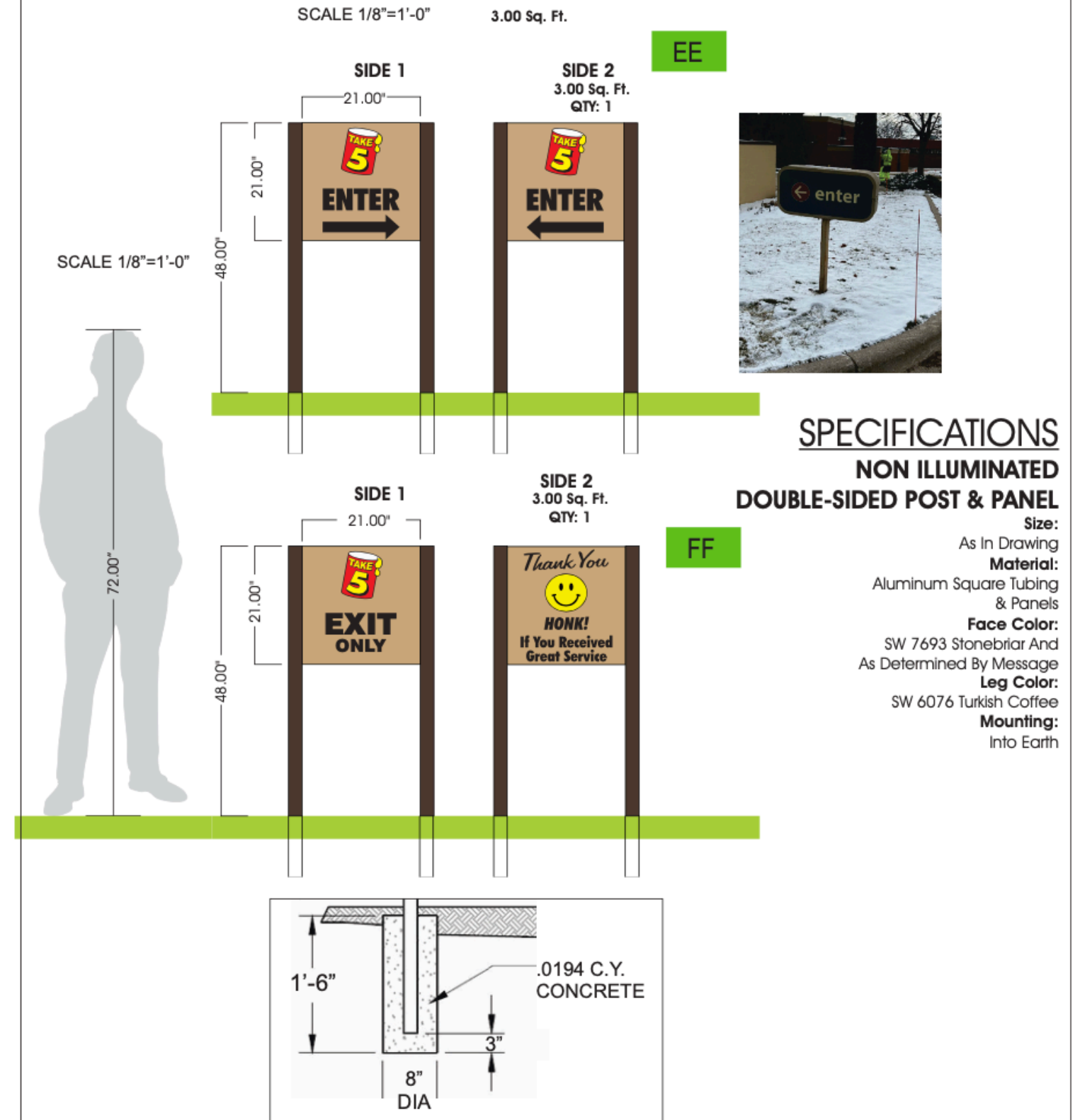
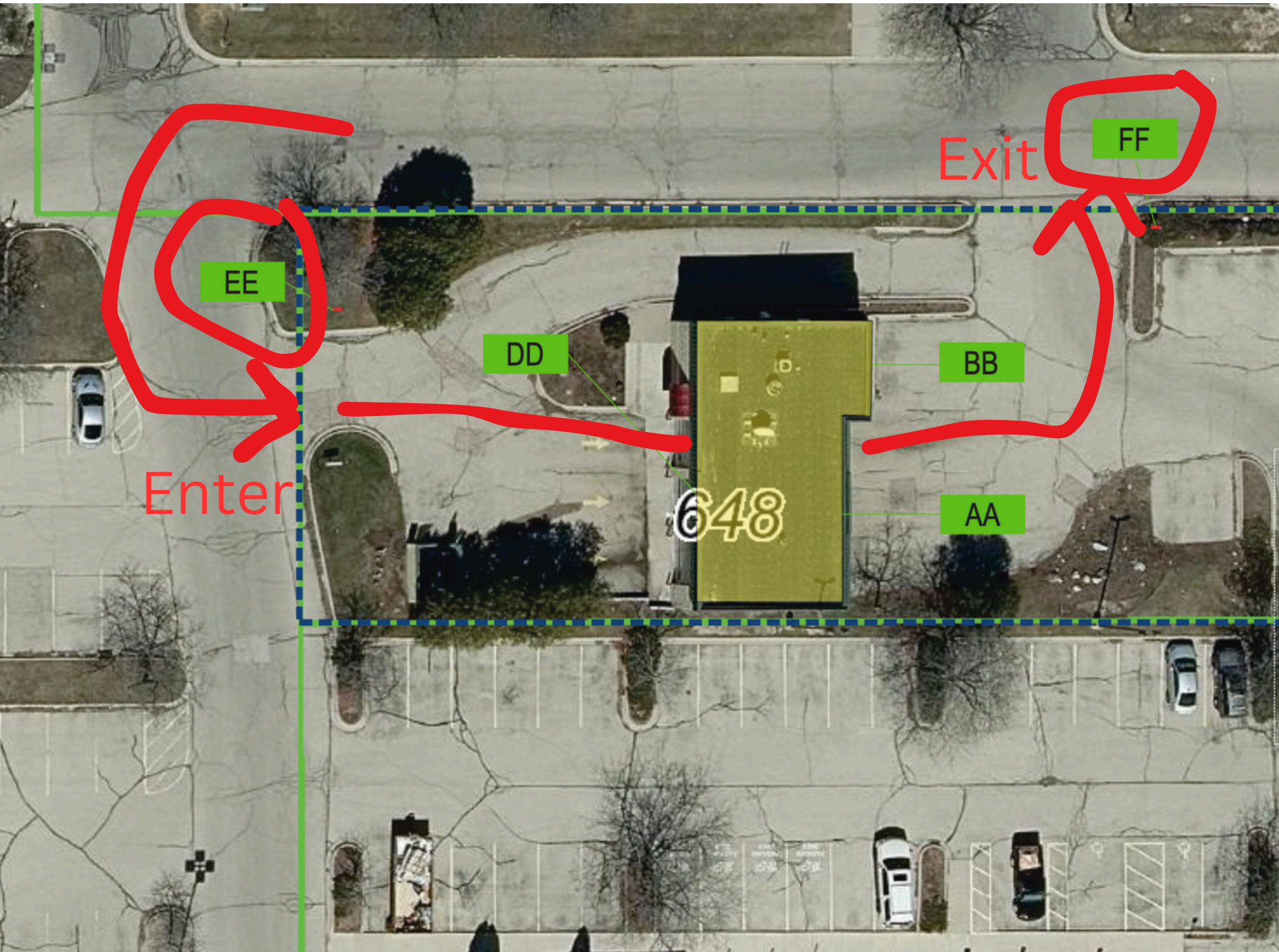
**\*this sign is in line with neighboring business signs and is 19' back from the curb placing the sign any further back would severely hinder visibility from the road. There is extensive brush and shrubbery covering the sign area as it is. We are just asking to repurpose a sign that was already allowed before without doing too much unnecessary digging and relocating.**

## Max area of ground signs per multi-tenant lot - 64 sf

**\*this sign totals just 18 square feet and was allowed here before - we are hoping this can be waived as the net square footage has long been exceeded on this lot.**

# Directional Signs

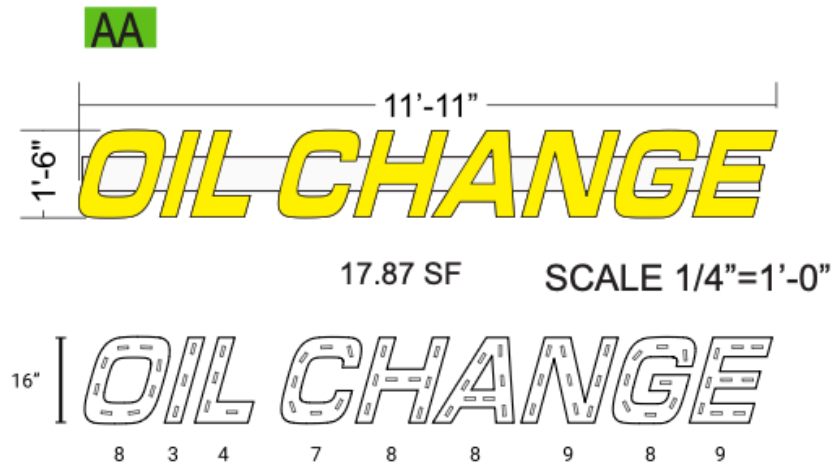
\*these signs are code-compliant



**NOTE:**  
 •ALL WAYFINDING HOLES MUST BE HAND DUG TO AVOID DAMAGING UNMARKED UNDERGROUND LINES

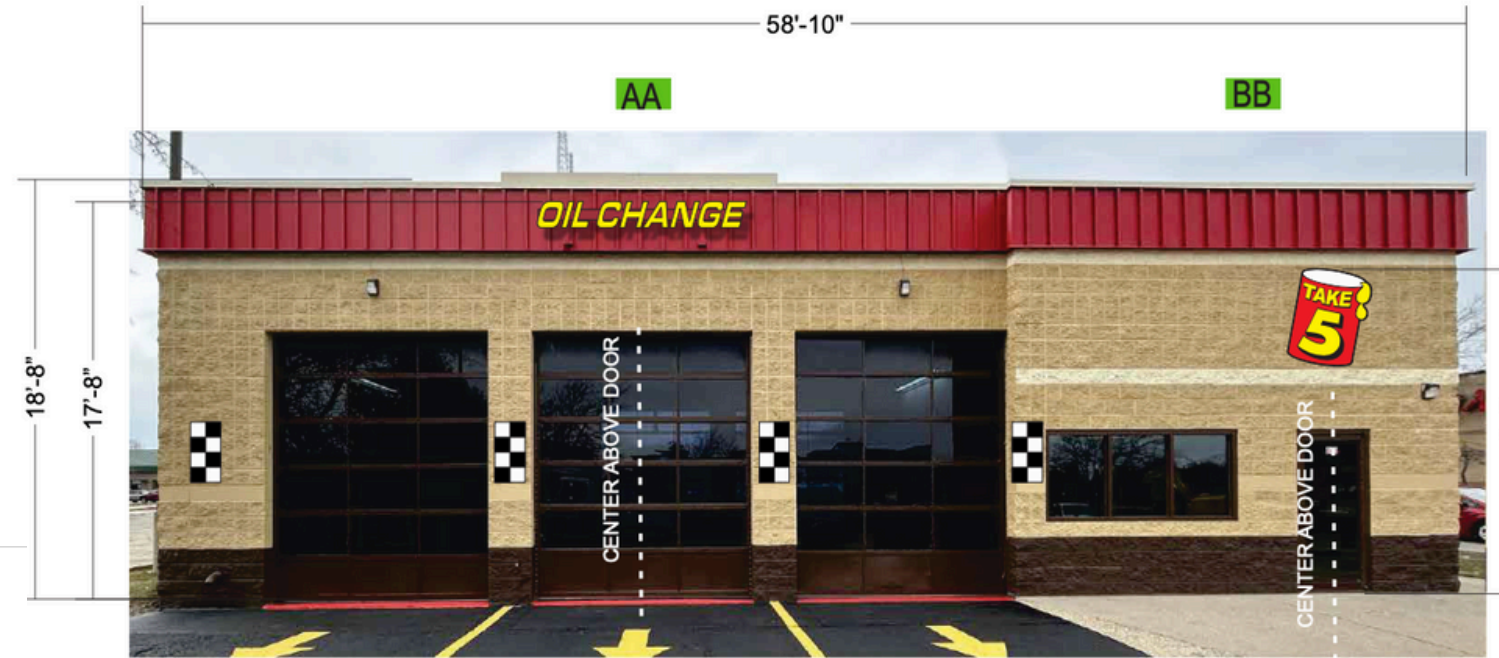


# Front Wall Elevation



PROPOSED 1 QTY  
ILLUMINATED CHANNEL LETTERS  
RACEWAY MOUNTED  
RACEWAY TO MATCH FASCIA  
ACRYLIC FACES WITH VINYL OVERLAY  
RETURNS & TRIM BLACK

64 pcs Z-ECO4-W L.E.D  
1 pc 60W Power Supply



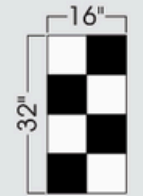
SCALE 1/8"=1'-0"

EAST ELEVATION (FRONT ELEVATION)

DECORATIVE ELEMENT

ADDITIONAL ELEMENT

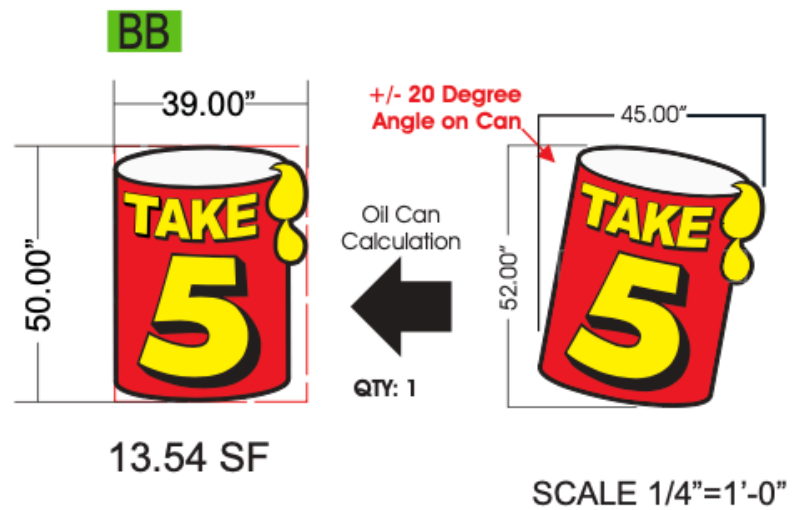
ALUMINUM PANS



Quantity: 4  
Size: As in drawing  
Color: Black and White  
Returns: 1"  
Mounting: Angle into facade

NOTE: PLACED 6" BELOW LIGHTS,  
VERTICALLY CENTERED ON SCONCE.

NOTE: PLACED 6" BELOW LIGHTS,  
VERTICALLY CENTERED ON SCONCE.  
SCONCE BY OTHERS



PROPOSED 1 QTY  
ILLUMINATED LOGO  
FLUSH MOUNTED  
ACRYLIC FACES WITH VINYL OVERLAY  
RETURNS & TRIM BLACK

72 pcs Z-ECO4-W L.E.D  
1 pc 60W Power Supply



NIGHT VIEW

# Front Wall Signage Breakdown

17.87 square foot (11'-11" x 1'-6") illuminated channel letter set "OIL CHANGE" at a height of 16'-4" to the bottom of the sign (17'-8" to the top of the sign).

13.84 square foot (50" by 39") illuminated "bucket" logo sign at a height of 13'-1" to the bottom of the sign. 14'-7" to the top of the sign.

(4) 16"x32" (3.5 SF) checkered black-and-white designs on the east elevation for decoration purposes only.

# Front Elevation Wall Sign Exemptions From Code Requested:

**33.24(4)(a)(vii) which states “The height of a wall sign shall not exceed 10’ unless a higher sign is specifically approved by the UDC.”**

\*This building is set back 160’ feet from the road. Having the “Oil Change” at the highest possible point on the building will be instrumental in directing potential customers to the right business. The bay doors also make it impossible to put the signs any lower without encroaching on the doorways below. Because of this - we are asking that this height requirement may be waived.

\*The bucket logo design is implemented in all of Take 5’s Branding. Due to the building design - this location for the bucket is the only real option as placing it any higher or lower would cross over the building’s existing architecture, we have also reduced this sign in size to fit comfortably within the wall architecture.

**MGO Section 31 States the max # of wall signs is 1 per elevation**

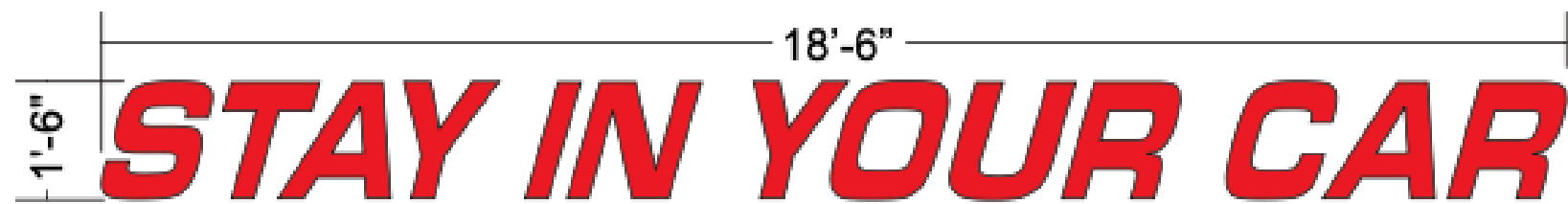
We originally only had one wall sign on this elevation “Oil Change” but have since moved the bucket from the north elevation to the east one for visibility reasons only. The checkered designs are standard at all Take 5 locations and we would like to keep those for design and brand identification. Because of these reasons we are hoping the max # of wall signs per elevation can be waived at this site.

# Rear Wall Signage

Non-illuminated letters  
“Stay In Your Car” 1’6” x 18’  
6” at a height of 14’ 2”  
(27.75 SF)



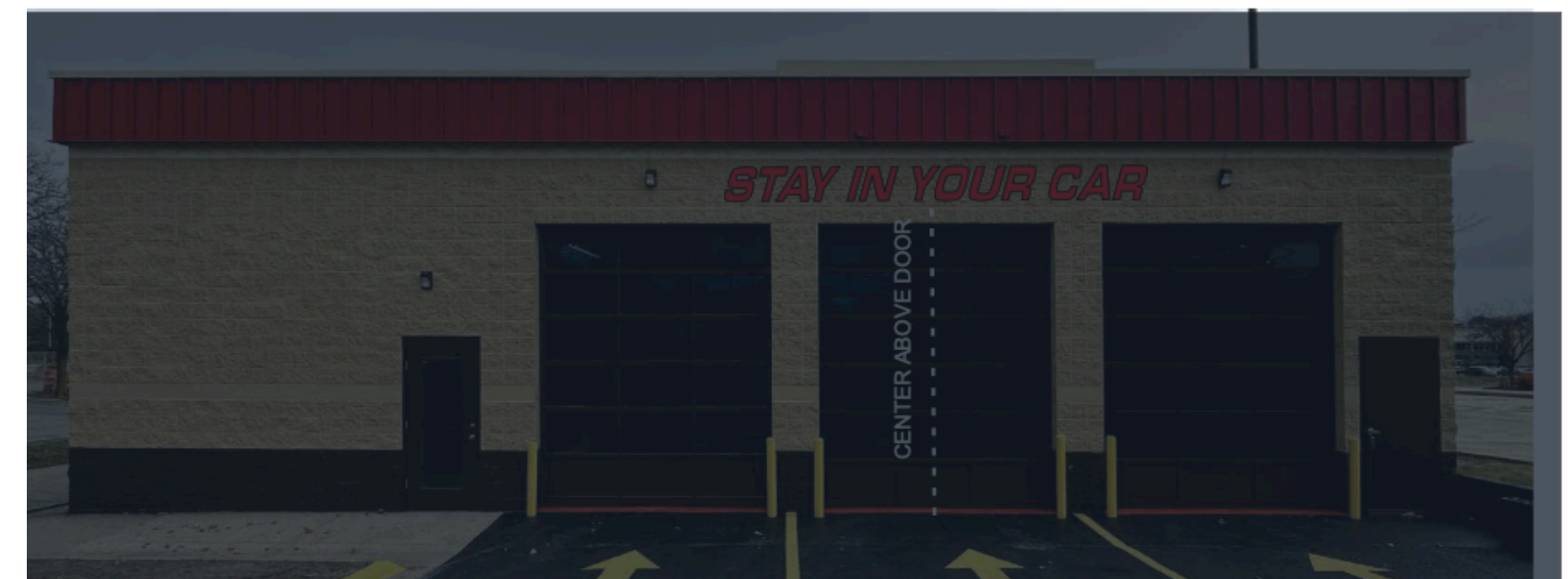
DD



Non-Illuminated Plate Letters

SCALE 1/4"=1'-0"

27.75 SF



NIGHT VIEW LETTERS DO NOT ILLUMINATE

# Rear Elevation Wall Sign Exemptions From Code Requested:

West elevation wall sign height 10' permitted, "Stay in your car"  
requested at 13'1" to the bottom of the sign

This single wall sign on the rear elevation is actually the entrance into the business.

When cars are approaching, it is important that they have an indicator to let them know which side they can expect service to begin. This sign "Stay In Your Car" is standard at Take 5 Oil Change and lets the customer know that someone will be out soon to help them. It helps prevent accidents both with cars and foot traffic.

The height of the sign we feel is appropriate as it is the only realistic place to put the sign on the building. It is also directly in the line-of-sight while approaching the building. We hope this height limit can be waived so this sign may be allowed on the back of this building.

# Summary.

## **Proposing:**

**(1) Ground Sign**

**(2) Directionals**

**(6) Wall signs on front elevation (includes checkered elements)**

**(1) Wall sign on rear elevation**

## **Requesting:**

- **Lot ground sign max area may be waived**
- **Setback may be waived for ground sign**
- **wall sign height may be waved for placement and visibility**
- **max wall signs on a single wall may be waived**

***Thank  
You!***

**FOR YOUR TIME.**

We feel our proposal speaks to the core vision and values of madison as it pertains to equity and shared prosperity. We sincerely thank you for your time and consideration.