

APPLICATION FOR  
URBAN DESIGN COMMISSION  
REVIEW AND APPROVAL

AGENDA ITEM # \_\_\_\_\_

Project # \_\_\_\_\_

04422

DATE SUBMITTED: <u>8/21/06</u>	<input type="checkbox"/> Action Requested
UDC MEETING DATE: _____	<input type="checkbox"/> Informational Presentation
	<input type="checkbox"/> Initial Approval and/or Recommendation
	<input type="checkbox"/> Final Approval and/or Recommendation

PROJECT ADDRESS: 5610 Odana Rd

ALDERMANIC DISTRICT: \_\_\_\_\_

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

Capital Time

CONTACT PERSON: Scott Laage Jim Greeley Sign

Address: 100 W Robb Rd  
Richland Center, WI 53581

Phone: 608-604-4834

Fax: 608-647-2628

E-mail address: ScottLaage@Signface.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 50,000 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)

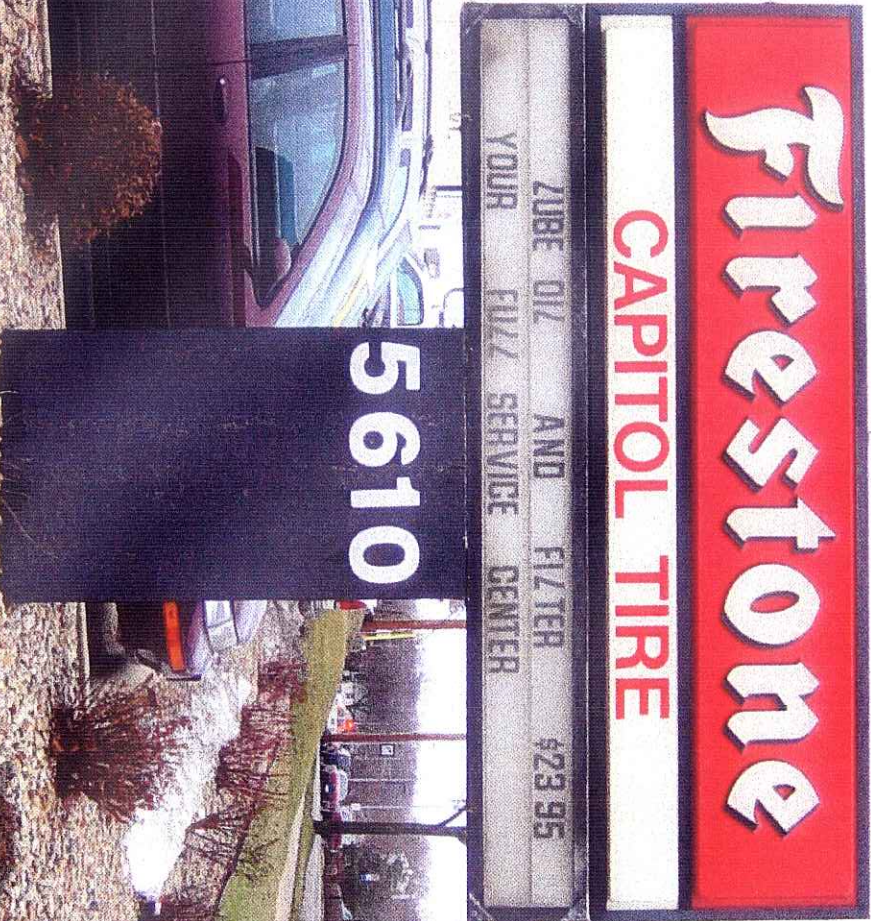
# EXISTING SIGNAGE

EXISTING EMBOSSED PAN FACE 2' X 10'

ALUMINUM SIGN CABINET →

BACKLIT POLYCARBONATE PAN FACE  
W/ 1ST SURFACE VINYL GRAPHICS

POLYCARBONATE FACE W/  
CHANGEABLE COPY  
FLAT WHITE →



THIS DRAWING IS THE PROPERTY OF:  
**Jim Crowley Signs & Announcements, Inc.**  
100 W. ROBERT  
RICHLAND CENTER, WI 53581  
608/647-2628 Fax 608/647-2020  
1-800-WI-SIGNS

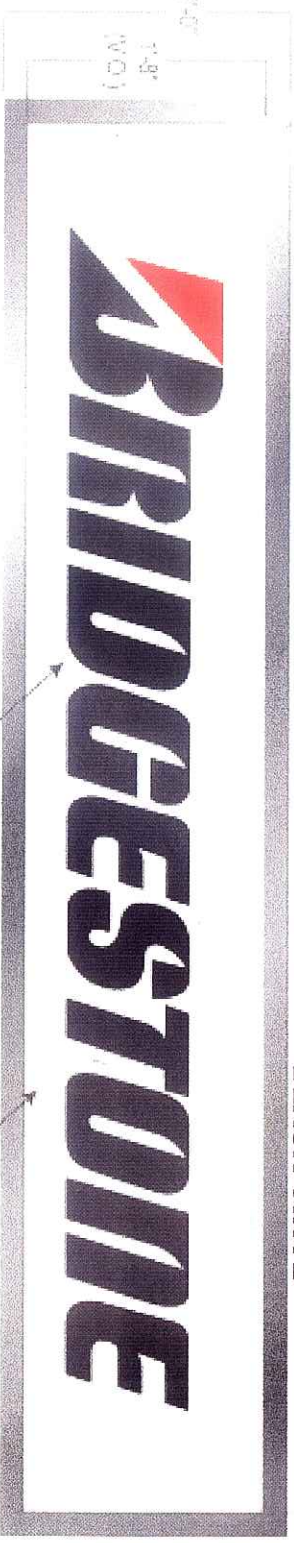
IT IS UNLAWFUL TO USE THIS DRAWING WITHOUT THE WRITTEN PERMISSION OF JIM CROWLEY SIGNS AND ANNOUNCEMENTS, INC.

# DAY VERSION

1ST SURFACE RED VINYL

10'-0"

BLACK VINYL



- 2" RETAINER

- LOGO IS 1ST SURFACE VINYL

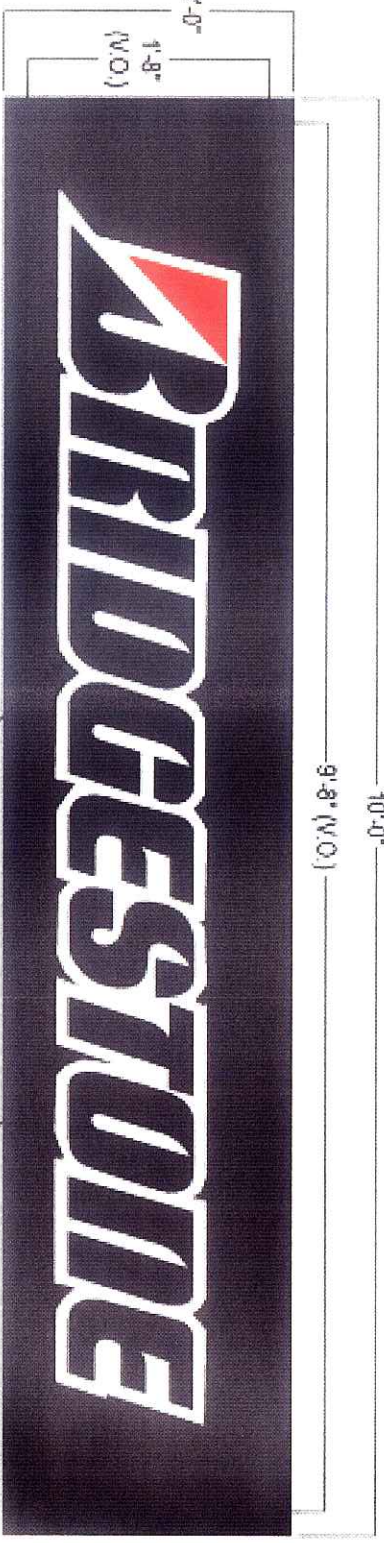
- 2ND SURFACE IS BLACK VINYL TO MAKE SIGN OPAQUE

REPRESENTS 1" WHITE  
OUTLINE AROUND  
LETTERS

WHITE TRANSLUCENT BORDER

ESTIMATED EDGE OF PAN

# NIGHT VERSION



- 2" RETAINER

- LOGO IS 1ST SURFACE VINYL

- 2ND SURFACE IS BLACK VINYL TO MAKE SIGN OPAQUE

REPRESENTS 1" WHITE  
OUTLINE AROUND  
LETTERS

WHITE TRANSLUCENT BORDER

ESTIMATED EDGE OF PAN

Account: Bridgestone-Firestone  
 Project Title: BF 2x10 Bridgestone Opaque  
 Scale: 1:16  
 Date Created: 03 March 2006

Drawn By: R.Helmer  
 IP Rep.: J.Plant  
 Approved By:  
 Date Revised: 06 March 2006

All ideas, plans or arrangements indicated in this drawing are copyrighted and owned by ImagePoint and shall not be reproduced, used by or disclosed to any person, firm or corporation for any purpose whatsoever.

**ImagePoint**<sup>®</sup>

PO Box 59043  
 Knoxville, TN 37950-0443  
 1-800-444-7446  
 www.imagepoint.com



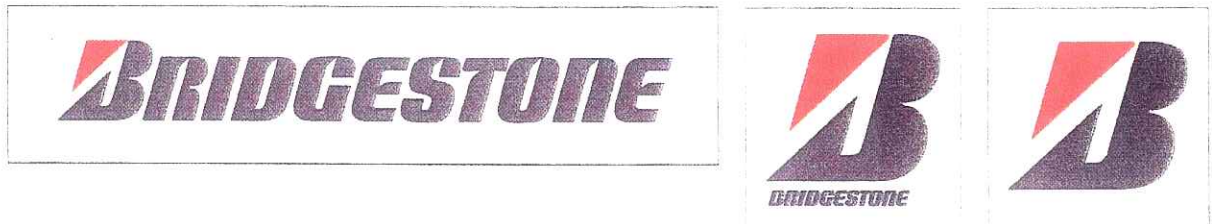
### Bridgestone Brand Color

In order to clearly distinguish itself from other brands, white has been selected as the primary background color (Brand Color) for the Bridgestone Brand.

When displaying Bridgestone Symbols on the corporate flag and items listed below, the background color should always be white.

Application items that requires Bridgestone Brand Color	
Stationery Items	Business Card / Letterhead / Envelope
Press & Publicity Items	News Release / Annual Report / Company Brochures / Other Corporate Publications
Signage System	Corporate Headquarter / Sales Division / Factory / Retail Stores / Other Facilities

#### Bridgestone Symbols on Bridgestone Brand Color (White)



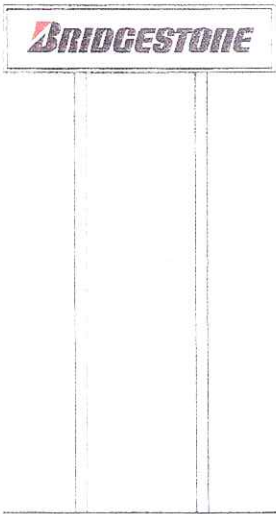
#### Comparing Bridgestone Brand Color and other brand colors



White  
 Munsell: N9.5  
 RGB: R255/G255/B255  
 Web Safe: #FFFFFF

### Signage System Overview 3: Retail Stores

Retail Store Pole Sign (Bridgestone Logo Type A)



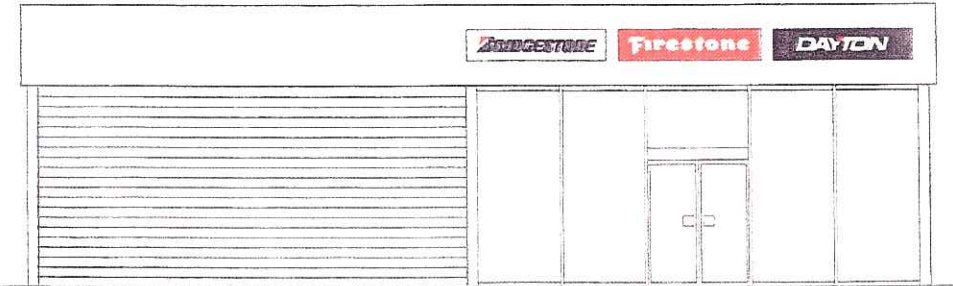
Retail Store Pole Sign (Bridgestone Mark)



Retail Store Pole Sign (Bridgestone Logo Type A)



Store Front Sign (Bridgestone Logo Type A)



### Signboard: Displaying Bridgestone Logo

For signage systems, the Bridgestone Logo Type A should always be displayed on a rectangular space with proportional ratio of 1:4.5 (H:W). It should also be centered within the rectangular space according to the registration mark included in the Bridgestone Logo digital data file.

If the space does not permit or if you must utilize an already existing space for sign board, please refer to the chart below for the appropriate proportional ratio of Bridgestone Logo and its surrounding space.

#### Bridgestone Logo Type A on 1:4.5 (H:W) Rectangular Proportion

H:W=1:4.5



#### Positioning Bridgestone Logo

Using the registration mark included in the digital data file, Bridgestone Logo should always be centered on a sign board.

#### Proportional Ratio Reference Chart

Proportional Ratio of Sign Board (W/H)	3.0-3.4	3.5-3.9	4.0-4.4	4.5-4.9	5.0-5.4	5.5-5.9	6.0 or more
Bridgestone Logo (L)	2.7	3.1	3.5	3.9	4.3	4.7	5.1