

APPLICATION FOR  
URBAN DESIGN COMMISSION  
REVIEW AND APPROVAL

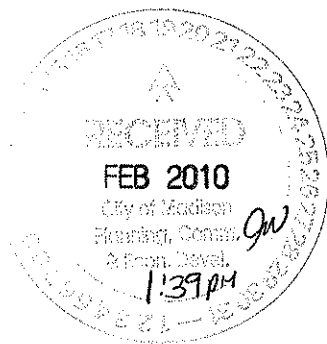
AGENDA ITEM # \_\_\_\_\_  
Project # \_\_\_\_\_  
Legistar # 19567

DATE SUBMITTED: <u>FEB. 19, 2010</u>	Action Requested
UDC MEETING DATE: <u>MARCH 17, 2010</u>	<input type="checkbox"/> Informational Presentation
	<input type="checkbox"/> Initial Approval and/or Recommendation
	<input checked="" type="checkbox"/> Final Approval and/or Recommendation

PLEASE PRINT!

PLEASE PRINT!

PROJECT ADDRESS: 5802 ODANA ROAD  
 ALDERMANIC DISTRICT: 19  
 OWNER/DEVELOPER (Partners and/or Principals) ARCHITECT/DESIGNER/OR AGENT:  
DON MILLER - DAVE MILLER JIM TRIATIK  
JOHN McKEGNEY K.F. SULLIVAN CO.  
5802 ODANA MADISON 53719  
 CONTACT PERSON: JIM TRIATIK - K.F. SULLIVAN  
 Address: 1314 EMIL ST.  
MADISON WI 53713  
 Phone: 257-2289  
 Fax: 257-2906  
 E-mail address: Jim@KFSULLIVAN.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.



**Don Miller**

5802 Odana Road

UDC Submittal: signage changes and Subaru upgrades March - 2010

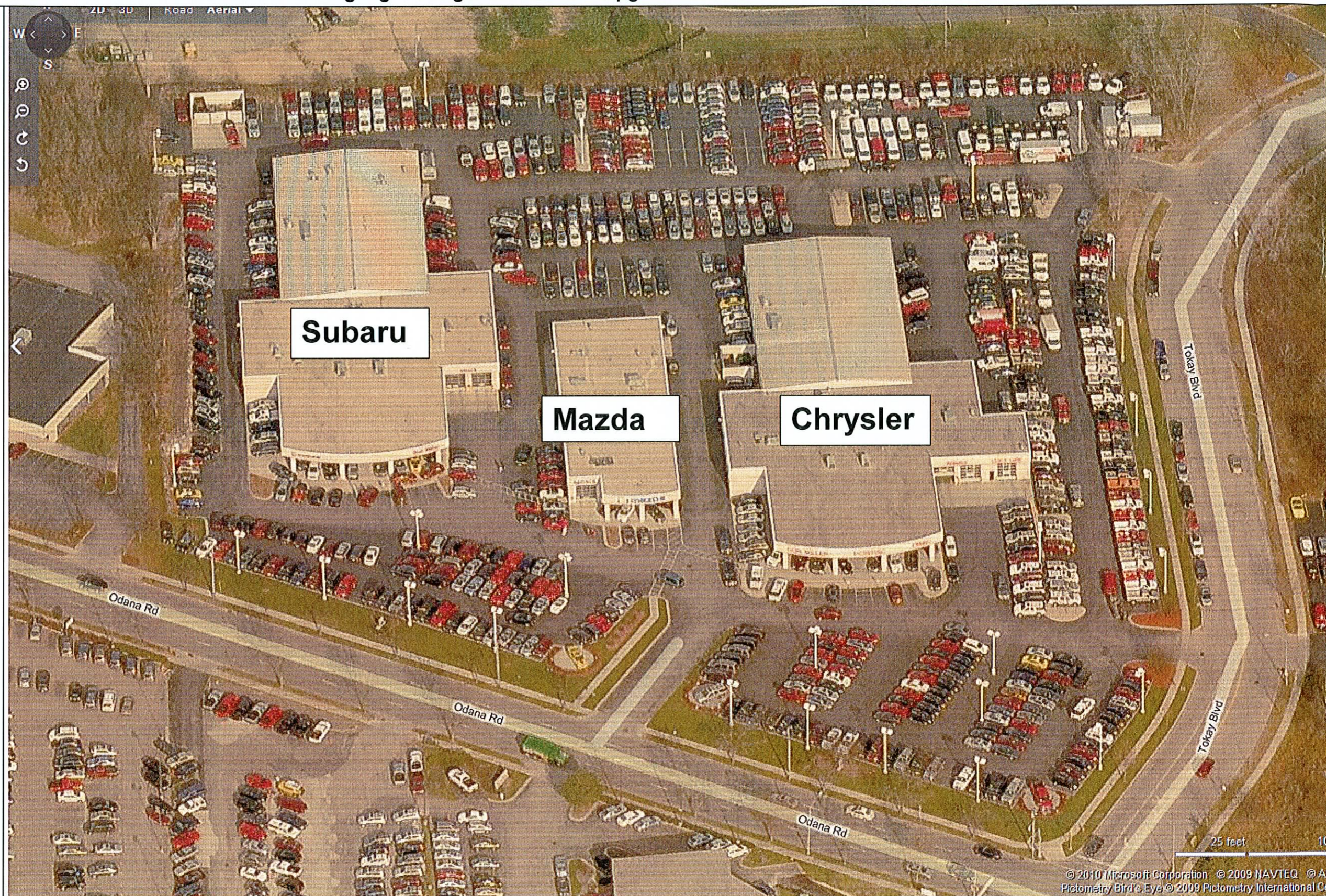
Submitted by:

**KF Sullivan Co.**

1314 Emil Street  
Madison, WI 53713  
257-2289

[www.kfsullivan.com](http://www.kfsullivan.com)

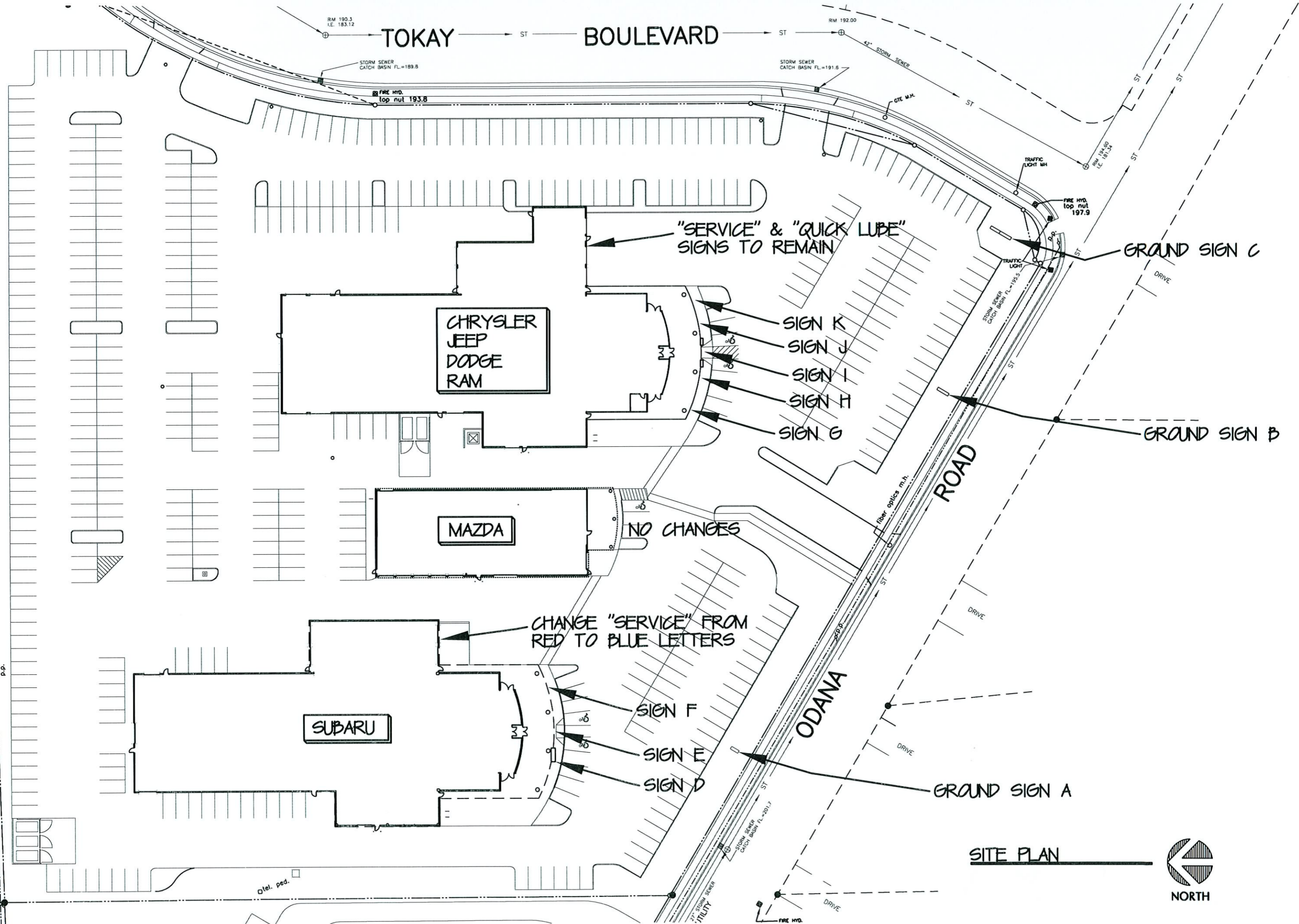
Contact: Jim Triatik, A.I.A.



Overall site – aerial view



TOKAY BOULEVARD



SITE PLAN



REVISIONS

Don Miller  
Remodeling and signage  
5802 Odana Road  
Madison, WI 53719

**Henneth f. Sullivan**  
GENERAL CONTRACTORS  
1314 EMIL ST. MADISON, WI 53713 608/257-2889

DRAWING NO. OVERALL SITE PLAN  
DRAWN BY DATE 2-1-10

SHEET SP-1  
PROJ. #

Don Miller  
 5802 Odana Road  
 UDC submittal: signage changes and Subaru updates

**Ground signs**

February 11, 2010

3 signs proposed:

Maximum number of ground signs per sign ordinance: 2  
 Maximum number of ground signs per UDD #3: 2

Maximum height of ground signs per sign ordinance: 16'  
 Maximum height of ground signs per UDD #3: 10'

Misc: info: 5802 Odana - UDD #3 30 mph posted speed limit 4 lanes of traffic
---

Sign #	Description	Area proposed	Area allowed - sign ordinance	Area allowed - UDD #3	Setback proposed	Setback allowed - sign ordinance	Setback required - UDD #3
		total - both sides					
A	Subaru ground sign	107			existing base at 9'-0"	0	20'
B	Chrysler/Jeep/Dodge	38.25			existing base at 8'-1"	0	20'
C	Don Miller sign	160			12'-0"	0	20'
	<b>total area</b>	<b>305.25</b>	80 sq. ft. total for 2 side signs	40 sq. ft.			







**Philadelphia Sign  
COMPANY**

707 West Spring Garden Street  
Palmyra, New Jersey 08065

Phone: 856 829 1450  
Fax: 856 829 8519  
E-mail: mail@philadelphiasign.com

**CUSTOMER:**

SUBARU

**JOB NUMBER:**

**REVISIONS:**

Date:	Description:	By:
12/15	Correction to Match Plate	TS

**DRAWING TYPE:**

PERMIT DRAWING

**SIGN TYPE:**

M30 MONUMENT SWL

**LOCATION:**

Various

**DATE:**

10-02-06

**DRAWN BY:**

TS

**SHEET:**

1 of 1

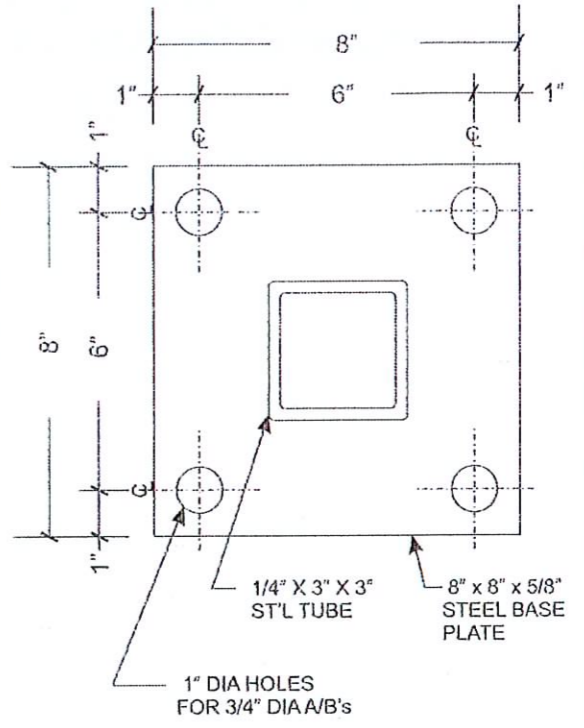
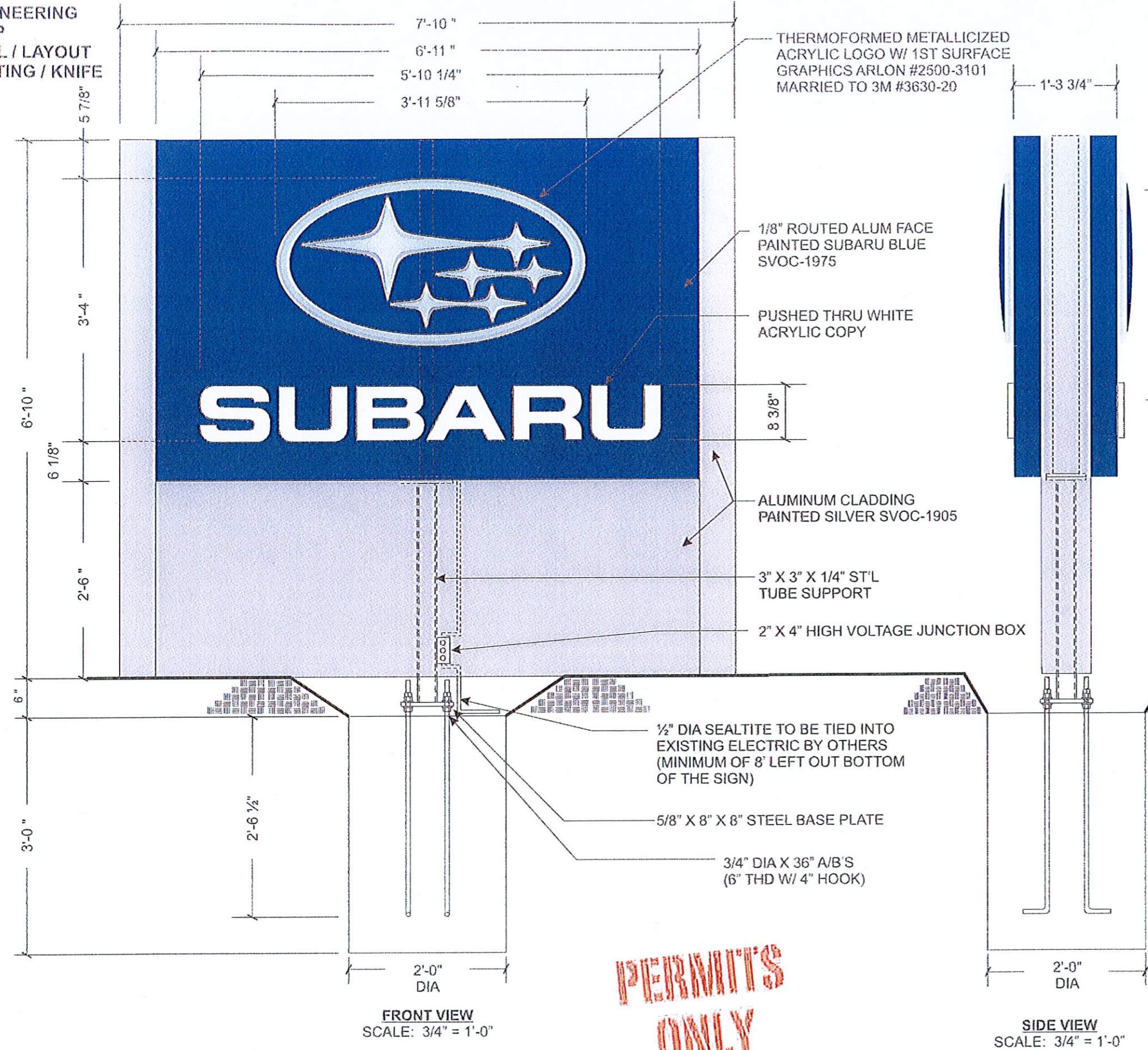
**DWG NUMBER:**

B-23413 SWL

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ENGINEERING  
SHOP  
VINYL / LAYOUT  
ROUTING / KNIFE

93.5 x 2 = 107



GRADE

**PERMITS ONLY**

**ELECTRICAL LOAD**  
(2.8) Amps @ 120 Volts  
**ELECTRICAL REQ'MTS**  
(1) 20 Amp/120 Volt Circuit

- STANDARD PYLON NOTES:**
1. Sufficient Primary Circuit In Vicinity Of Sign By Others.
  2. Final Primary Hook-up By Sign Installer, Where Allowed By Local Codes.
  3. Sign Shall Be U.L. Listed.
  4. Soil Assumed To Be Medium Clay, Or Better, With Minimum Soil Bearing Capacity Of 2,500 PSF.
  5. Concrete 3,000 PSI @ 28 Days.
  6. Reinforcing Steel Shall Be ASTM A615 GR-40.
  7. Structural Steel Shall Be ASTM A36.
  8. All Welds Shall Conform To A.W.S Standards.

Note: This sign is intended to be installed in accordance with the requirements of Article 600 of the National Electrical Code and/or other applicable local codes. This includes proper grounding and bonding of the sign.





**SIGN DETAIL**

**CHRYSLER-JEEP-DODGE  
CUSTOM FACE  
W/ FIVE STAR PANEL GRAPHICS**

**Square Footage**

- 19.1 ft<sup>2</sup>

**Sign Cabinet & Retainer**

- Construction: Aluminum
- Colors: Black

**Cladding**

- Construction: Aluminum
- Color: Black
- Reveal Color: Black

**Sign Face**

- Construction: Panned Formed Polycarbonate Plastic w/Screened Decoration
- Color: Opaque

**Appendage**

- Color: Black
- Five Star graphics for Certified NAFTA Dealers only

**Chrysler Badge**

- Construction of Letters: Formed Letters
- Color of Letters: Black
- Construction of Badge: Metalized Formed Badge
- Color of Badge: Gold PMS 402
- Beige PMS 124
- Red PMS 873
- Blue PMS 485
- PMS 287

**Jeep Badge**

- Construction: Formed Letters
- Color: Jeep Translucent Green PMS 371

**Dodge Badge**

- Construction: Formed Letters
- Color: Translucent Red PMS 485



**Note:** Proposed sign to have a non-illuminated background, or an opaque (zero light transmission) background, only the text and logos shall illuminate.

4'-3" x 4'-6" = 19.125  
x 2 =  
38.25 sq





**RECOMMENDATION DETAIL**

FORMER SIGN ↘ E-03

BEFORE



**Inventory Comments**  
Panel size is 3'-11" x 3'-11"

AFTER

PROPOSED ↘



Sign Text / Description	
Custom Monument	
<b>Height</b> 4'-4"	<b>Width</b> 4'-4"
<b>Depth</b> N/A	
<b>Letter Height</b> N/A	<b>Height Off Ground</b> 6'
<b>Face Material</b> N/A	<b>Sign Material</b> N/A
<b>Visible Opening</b> 3'-9 3/4" x 3'-9 3/4"	<b>Retainer Size</b> 2 1/2"
<b>Surface Material</b> Pan Form	<b>Surface Color</b> N/A
<b>Illuminated</b> Yes	<b>Illumination Type</b> Internal
<b>Double Face</b> Yes	<b>Mount</b> Monument

**INVENTORY**

<b>Recommended Action</b> Remove - Replace
<b>Recommended Sign</b> Custom 4'-3" x 4'-6" Cabinet w/ CJD Sign Faces See cut sheet for details
<b>Wall Repair Action</b> N/A

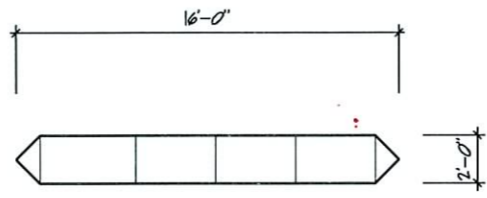
**RECOMMENDATION**

**Recommendation Comments**  
Dealer to remove existing Pontiac GMC Truck monument and ensure existing electrical for ground sign meets current NEC standards with a 20-amp dedicated circuit. Principle Group to install new custom 4'-3" x 4'-6" cabinet with Chrysler/Jeep/Dodge/5 Starfaces. Electric to be working at time of installation.

SIGN (B)

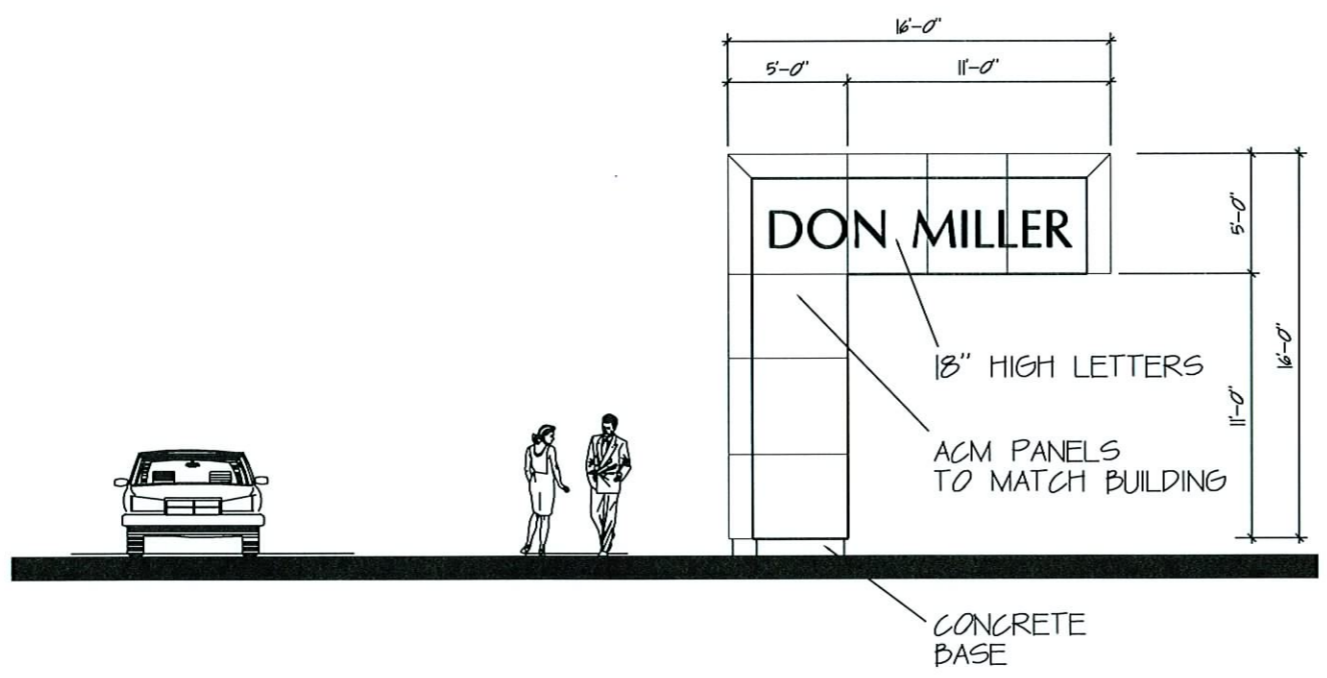
(4)





PLAN VIEW

1/8" = 1'-0"



ELEVATION

1/8" = 1'-0"

**Kenneth F. Sullivan**  
DESIGN BUILD / GENERAL CONTRACTORS  
1314 EMIL ST. MADISON, WI 53713 608/257-2289

2-18-10



Don Miller  
 5802 Odana Road  
 UDC submittal: signage changes and Subaru updates

**Subaru Building**

February 11, 2010

Requesting a 2nd signable area; per MGO 31.07(2)(a)  
 One signable area is allowed

Misc: info:  
 5802 Odana - UDD #3  
 30 mph posted speed limit  
 4 lanes of traffic

Sign #	Description	Area proposed	Signable area allowed -MGO	Area allowed - UDD #3	Height proposed	Max. height UDD #3	
			40% of the fascia	40 sq. ft.	bottom of sign		
D	Subaru logo	37	90 sq. ft for Subaru Logo	40 sq. ft.	19'	10'	
E	Subaru	77			13'	10'	
F	Don Miller	56.6			13'	10'	
	<b>total E and F</b>	<b>133.6</b>	135 Sq. Ft for both (E) Subaru and (F) Don Miller	40 sq. ft.			

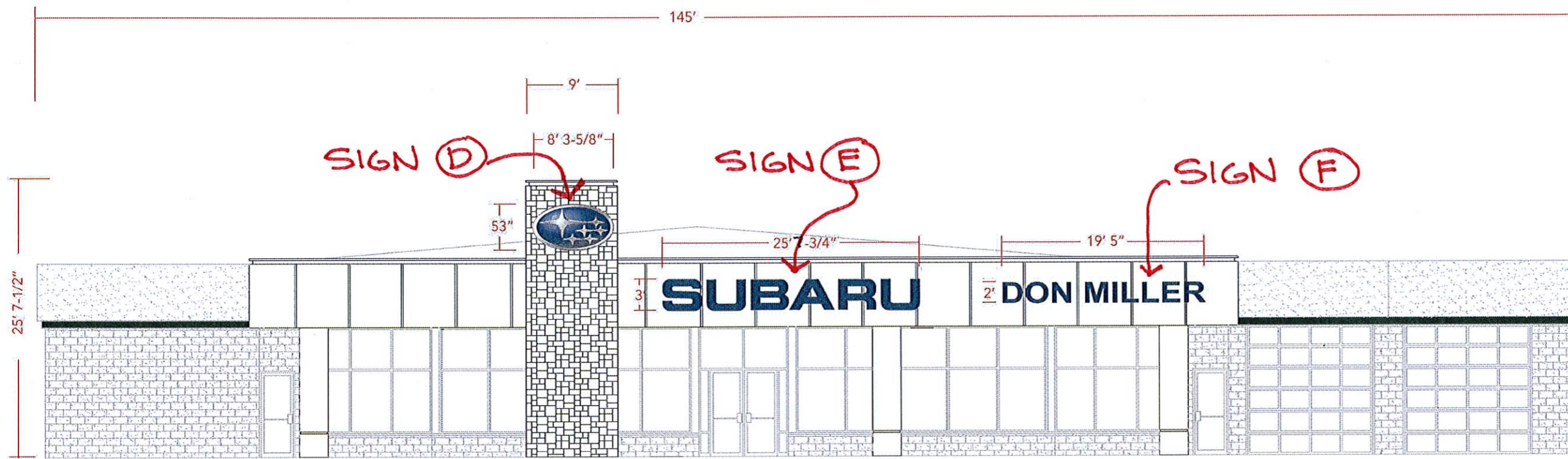




LOGO.CHR.53\_SUB ILLUM STAR CLUSTER 53" H X 8' 3-5/8" W

CLB.36\_SUB ILLUM BLUE TTW ILLUM.CHANNEL LETTERS  
BLUE BY DAY WHITE BY NIGHT 36" CAP HT X 25'-7 3/4" OAL

DEALER NAME LETTERS BLUE ILLUM.CHANNEL LETTERS  
BLUE BY DAY WHITE BY NIGHT 24" CAP HT X 19'-5" OAL



SOUTH ELEVATION

SCALE: 3/32" = 1'-0"



**Philadelphia Sign  
C O M P A N Y**

707 West Spring Garden Street  
Palmyra, New Jersey 08065

Phone: 856 829 1460  
Fax: 856 829 8549  
E-mail: mail@philadelphiasign.com



**SUBARU**

REVISIONS

Date	Description	By:
1.		
2.		
3.		
4.		
5.		
6.		
7.		
8.		
9.		

DRAWING TYPE:

PERMIT

SIGN TYPE:

ILLUM. LOGO/LETTERS

LOCATION: SUB07602  
MADISON, WISCONSIN

DATE:

12.16.09

DRAWN BY:

NSL

SHEET:

1 of 3

DWG NUMBER:

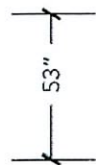
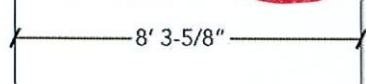
B36576

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OUTSIDE YOUR ORGANIZATION NOR  
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OR EXHIBITED IN ANY FASHION.

**PERMITS  
ONLY**

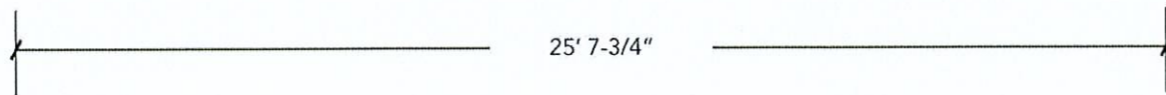


SIGN (D)



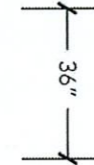
LOGO WALL SIGN

Scale: 1/4" = 1' 0"



SIGN (E)

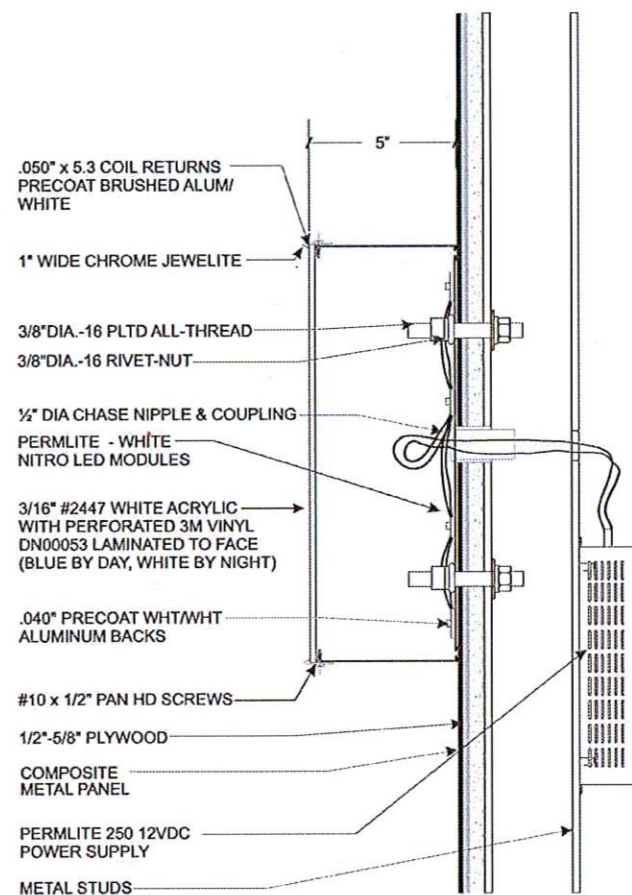
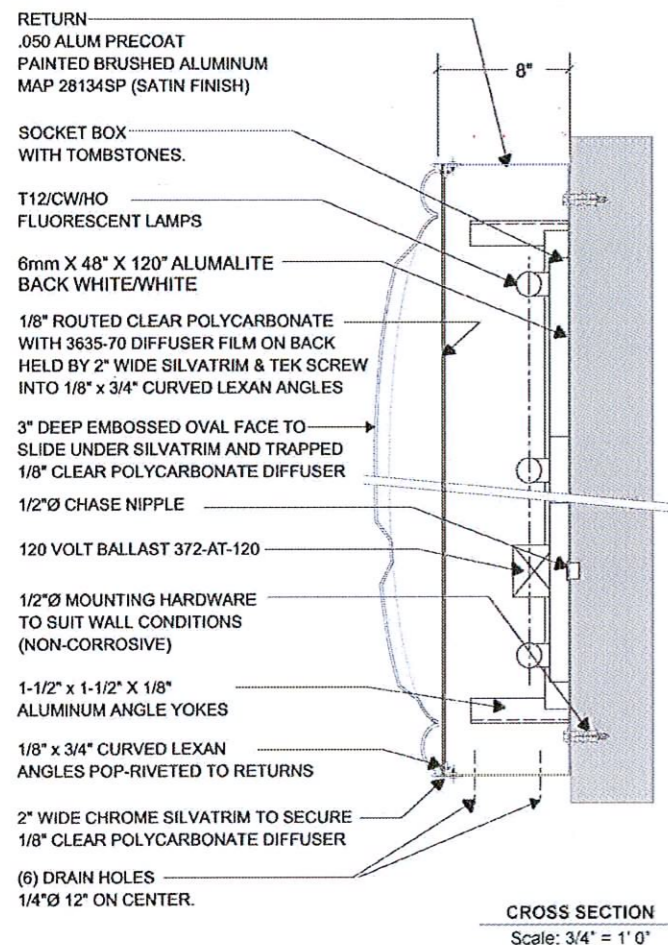
SUBARU



BLUE DAY / WHITE NIGHT LETTERS

Scale: 1/4" = 1' 0"

**PERMITS ONLY**



**STANDARD LETTER NOTES:**

1. Sufficient Primary Circuit In Vicinity Of Sign By Others.
2. Letter To Letter Wiring And Final Primary Hook-up By Sign Installer, Where Allowed By Local Codes.
3. Sign Shall Be U.L. Listed.
4. Mounting Hardware By Sign Installer.
5. Full Size Drilling Template Furnished With Sign.

**ELECTRICAL LOAD**

4.0 Amps @ 120 Volts

**ELECTRICAL REQ'MTS**

(1) 20 Amp/120 Volt Circuit

**ELECTRICAL LOAD**

2.0 Amps @ 120 Volts

**ELECTRICAL REQ'MTS**

(1) 20 Amp/120 Volt Circuit

**STANDARD WALL SIGN NOTES:**

1. Sufficient Primary Circuit In Vicinity Of Sign By Others.
2. Final Primary Hook-Up By Sign Installer, Where Allowed By Local Codes.
3. Sign Shall Be U.L. Listed.
4. Mounting Hardware By Sign Installer.



Philadelphia Sign  
C O M P A N Y

707 West Spring Garden Street  
Palmyra, New Jersey 08065

Phone: 856 829 1460  
Fax: 856 829 8549  
E-mail: mail@philadelphiasign.com



SUBARU

**REVISIONS**

Date	Description	By:
1.		
2.		
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**DRAWING TYPE:**

PERMIT

**SIGN TYPE:**

ILLUM. LOGO/LETTERS

LOCATION: SUB07602  
MADISON, WISCONSIN

**DATE:**

12.16.09

**DRAWN BY:**

NSL

**SHEET:**

2 of 3

**DWG NUMBER:**

B36576

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8



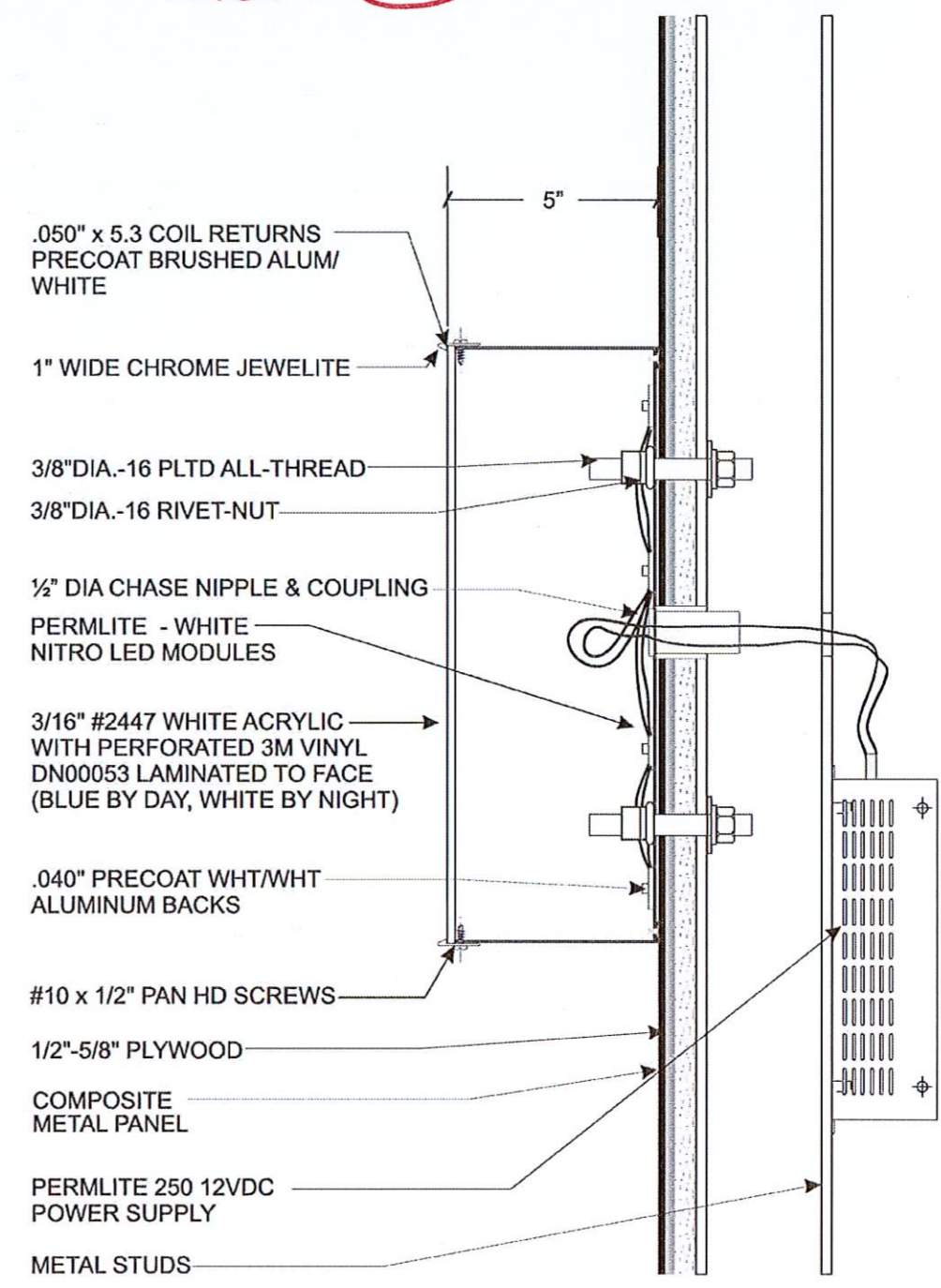
SIGN (F)



DEALER NAME LETTER ELEVATION  
BLUE DAY/WHITE NIGHT

SCALE: 3/8" = 1'

**PERMITS  
ONLY**



CROSS SECTION  
SCALE: 3" = 1' 0"

- STANDARD LETTER NOTES:**
1. Sufficient Primary Circuit In Vicinity Of Sign By Others.
  2. Letter To Letter Wiring And Final Primary Hook-up By Sign Installer, Where Allowed By Local Codes.
  3. Sign Shall Be U.L. Listed.
  4. Mounting Hardware By Sign Installer.
  5. Full Size Drilling Template Furnished With Sign.

**ELECTRICAL LOAD**  
5.0 Amps @ 120 Volts  
**ELECTRICAL REQ'MTS**  
(1) 20 Amp/120 Volt Circuit

**P**  
**Philadelphia Sign  
COMPANY**  
707 West Spring Garden Street  
Palmyra, New Jersey 08065  
Phone: 856 829 1400  
Fax: 856 829 8549  
E-mail: mail@philadelphiansign.com



REVISIONS

Date	Description	By:
1.		
2.		
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6.		
7.		
8.		
9.		

DRAWING TYPE:  
PERMIT

SIGN TYPE:  
ILLUM. LOGO/LETTERS

LOCATION: SUB07602  
MADISON, WISCONSIN

DATE:  
12.16.09

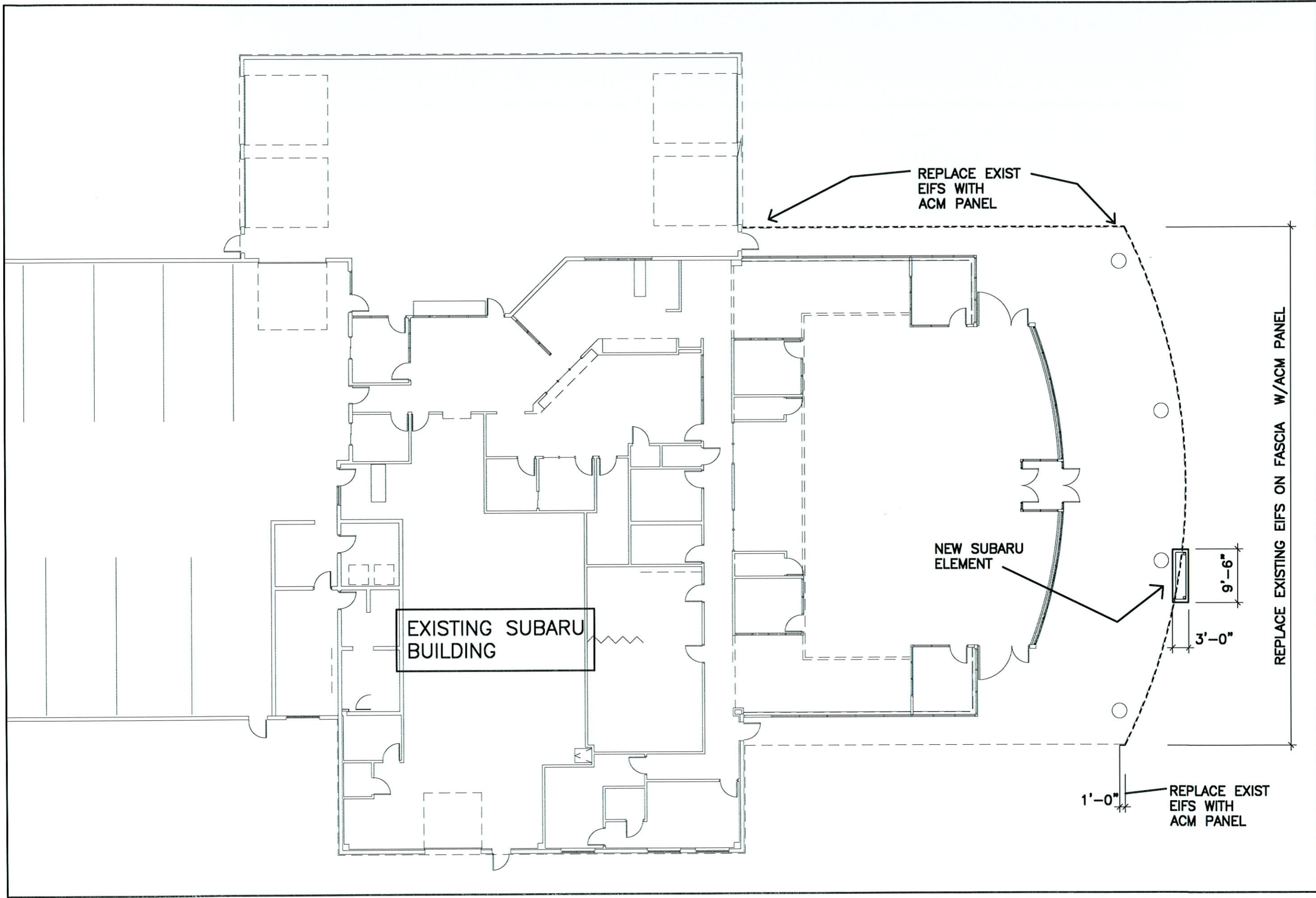
DRAWN BY:  
NSL

SHEET:  
3 of 3

DWG NUMBER:  
B36576

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REVISIONS

Don Miller  
 Remodeling and signage  
 5802 Odana Road  
 Madison, WI 53719



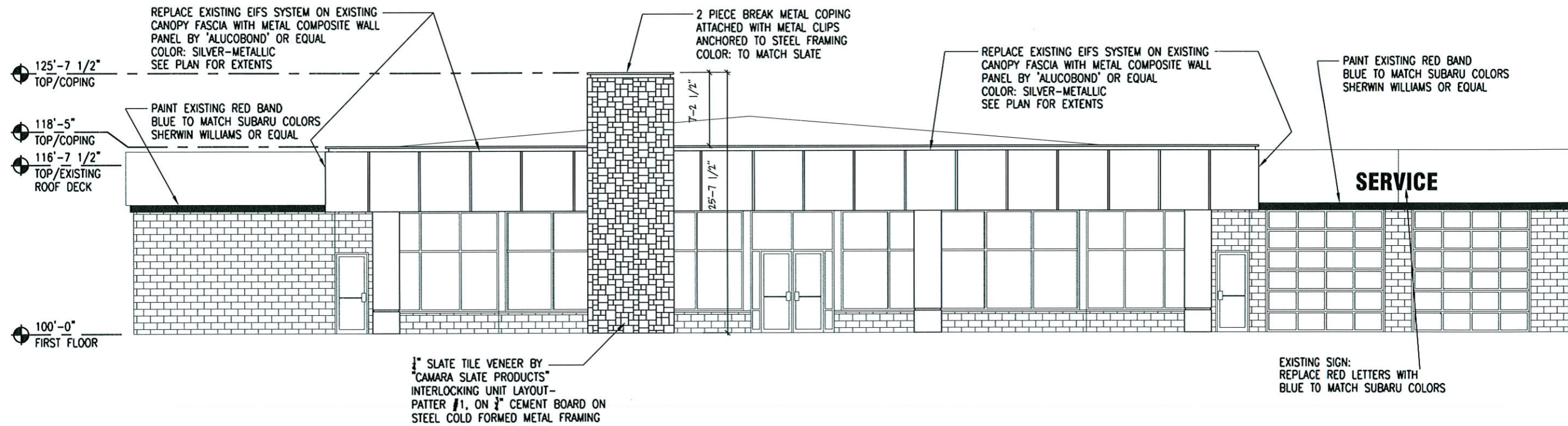
DRAWING NO.  
 1/16" FLOOR PLAN

DRAWN BY:  
 DATE: 2-18-10

SHEET  
**A-1**  
 PROJ. #

10





**1** **SOUTH ELEVATION**  
 3/32"=1'-0"



## EXTERIOR ELEMENTS

- Slate Icon Tower – This is the next generation of our previous stone icon tower which continues the use of natural materials to create a unique Subaru architectural feature
- Aluminum Composite Panels – Placed on front facing surfaces presents a contemporary image that is very representative of a progressive car company
- Portico for Main Entrance – A clearly marked entrance is key to a customer friendly facility



\* SIMILAR DEALERSHIP \*



Don Miller  
 5802 Odana Road  
 UDC submittal: signage changes and Subaru updates

**Chrysler-Jeep-Dodge-Ram Building**

February 11, 2010

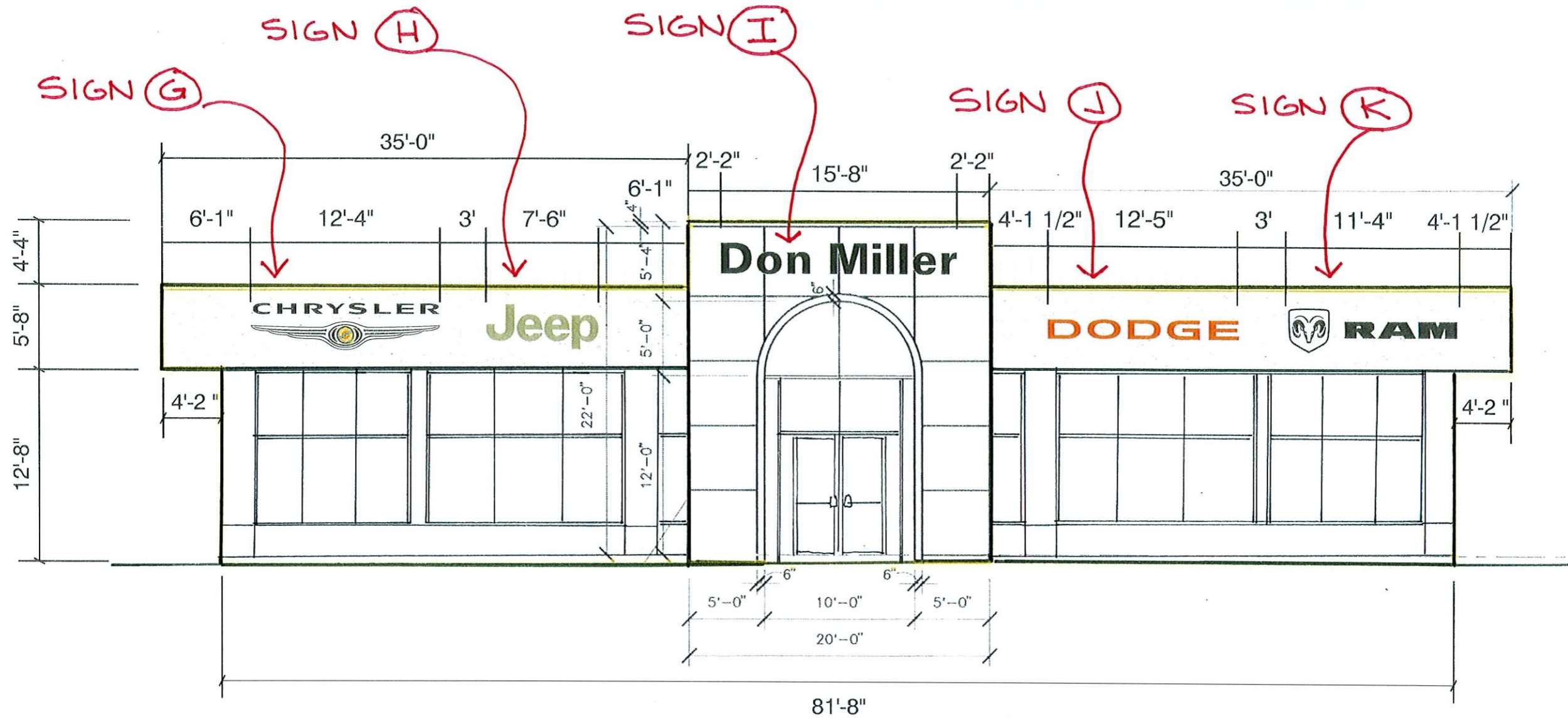
Requesting a 3rd signable area; per MGO 31.07(2)(a)  
 One signable area is allowed

Misc: info:  
 5802 Odana - UDD #3  
 30 mph posted speed limit  
 4 lanes of traffic

Sign #	Description	Area proposed	Signable area allowed -MGO	Area allowed - UDD #3	Height proposed	Max. height UDD #3	
			40% of the fascia	40 sq. ft.	bottom of sign		
G	Chrysler	37.9			14'	10'	
H	Jeep	31.5			14'	10'	
	<b>total G and H</b>	<b>69.4</b>	79.3 Sq. Ft for both (G) Chrysler and (H) Jeep	40 sq. ft.			
I	Don Miller	31.3	36 sq. ft for "Don Miller"	40 sq. ft.	18'	10'	
J	Dodge	19.89			14'	10'	
K	Ram	34.1			14'	10'	
	<b>total J and K</b>	<b>53.99</b>	79.3 Sq. Ft for both (J) Dodge and (K) Ram	40 sq. ft.			







scale: 1/8" = 1'-0"

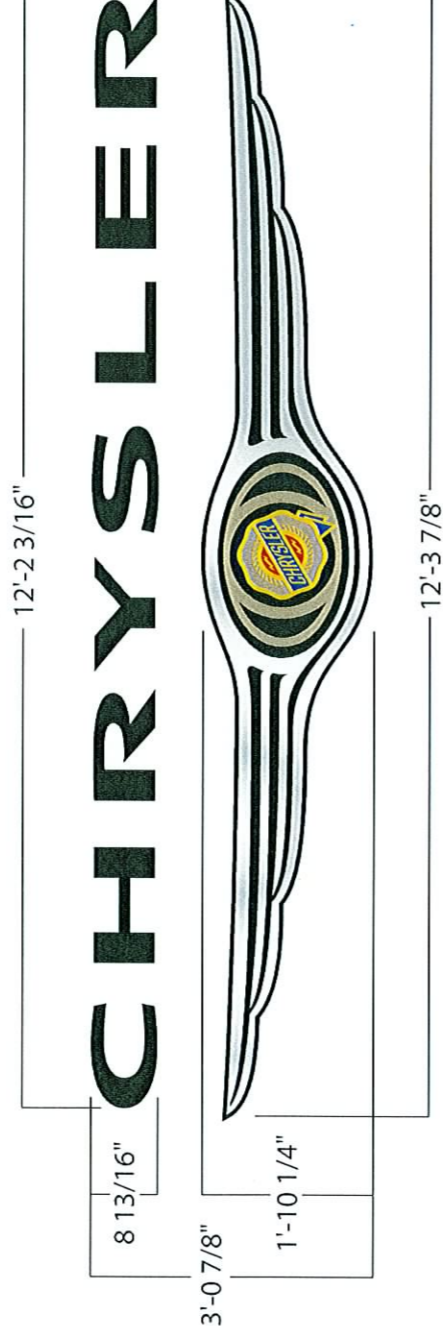




**SIGN DETAIL**

**CHRYSLER 38" BADGE**

SIGN (G)



**Square Footage**

- 3'-7/8" x 12'-3 7/8" = 37.9 ft<sup>2</sup>

**LETTERSET**

**Description**

- Construction: Formed Letters
- Color: Black

**Electrical**

- Non-Illuminated

**BADGE**

**Description**

- Construction of Badge: Metalized Formed Badge
- Colors: Gold PMS 124  
Beige PMS 873  
Red PMS 485  
Blue PMS 287  
Silver PMS 402

**Electrical**

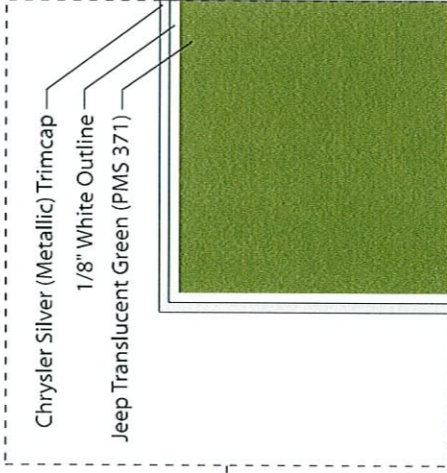
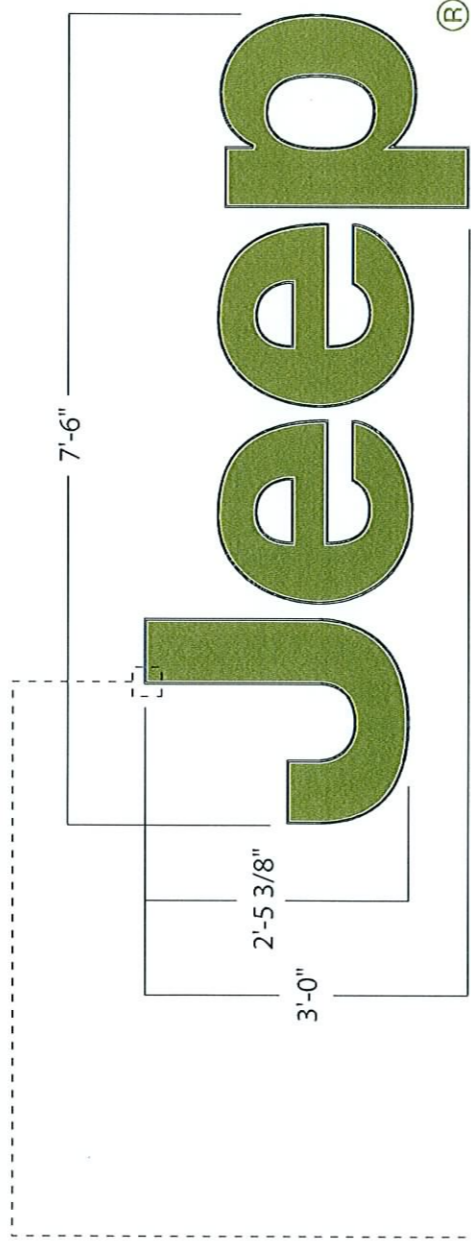
- Lamp Quantity: 3
- Lamp Description: F48T12 (x1); F64T12 (x2) (Flourescent)





JEEP 36" BADGE

SIGN (H)



Square Footage

- 3'-0" x 7'-6" = 22.5 ft<sup>2</sup>

Jeep Badge

- Construction of Letters: Channel Letters w/ Jewelite Trim
- Face Material: Acrylic
- Can Material: Aluminum
- Color: See Diagram at Left

Electrical

- LED Internal Illumination

SIGN (H)

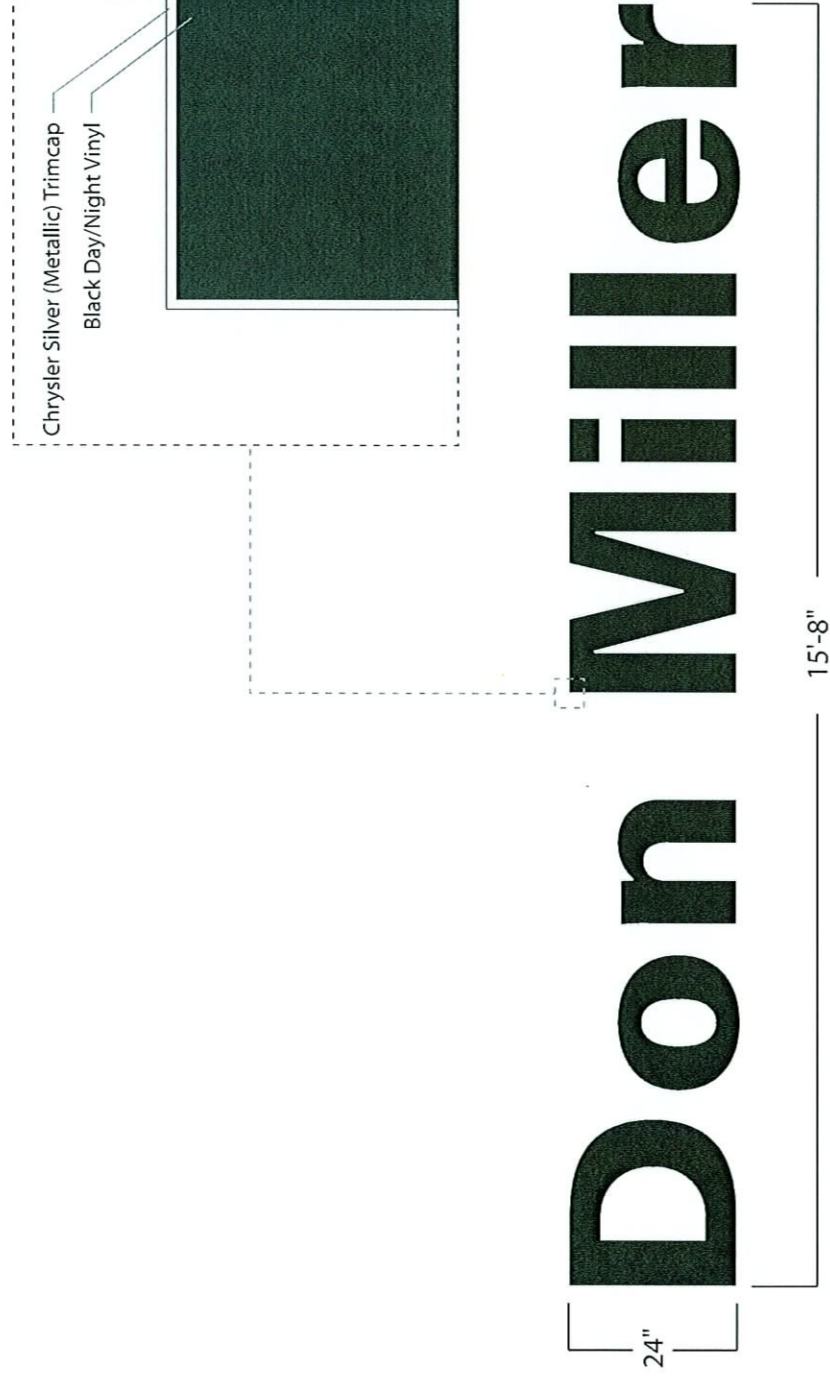
16





**24" DEALER NAME LETTERS**

SIGN (I)



**Square Footage**

- 2'-0" x 15'-8" = 31.3 ft<sup>2</sup>

**24" LETTERSET**

**Description**

- Construction: Channel Letters w/ Jewelite Trim
- Face Material: Acrylic
- Can Material: Aluminum
- Color: See diagram at top

**Electrical**

- LED Internal Illumination

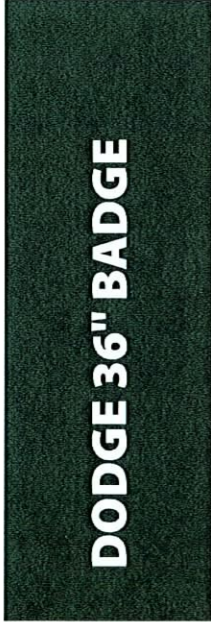
SIGN (H)

(17)

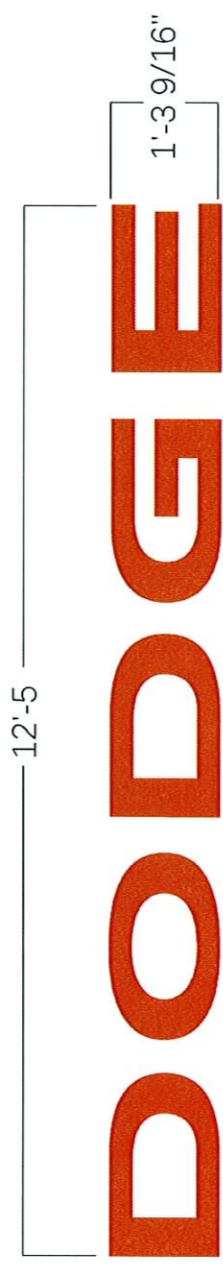




SIGN DETAIL



SIGN (J)



LETTERSET

**Square Footage**

- 1'-3 9/16" x 12'-5" = 16.1 ft<sup>2</sup>

**Description**

- **Construction:** Channel Letters w/ Jewelite Trim
- **Face Material:** Acrylic
- **Can Material:** Aluminum
- **Colors:** Red ■ PMS 485 Silver

**Electrical**

- LED Internal Illumination

SIGN (J)

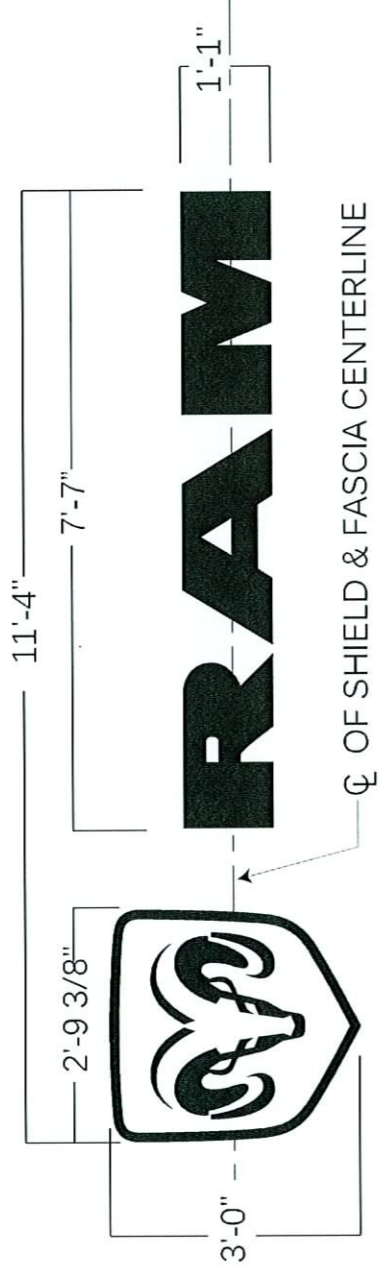




**SIGN DETAIL**



SIGN (K)



**Square Footage**

- 3'-0" x 11'-4" = 34.0 ft<sup>2</sup>

**BADGE**

**Description**

- **Construction:** Aluminum Cabinet w/ Formed Face (Polycarbonate)
- **Colors:** Black ■ Process Black C Silver

**Electrical**

- LED Internal Illumination

**LETTERSET**

**Description**

- **Construction:** Channel Letters w/ Jewelite Trim
- **Materials:** Aluminum Can Acrylic Face
- **Colors:** Black ■ Process Black C Silver

**Electrical**

- LED Internal Illumination

SIGN (K)

(19)





LEAVE SIGN INVENTORY



E-01



E-02

EXISTING  
SIGNS TO  
REMAIN