

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

AGENDA ITEM # _____
Project # _____

DATE SUBMITTED: <u>SEPT. 12, 2007</u>	Action Requested
UDC MEETING DATE: <u>SEPT. 19, 2007</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: 5901 ODANA ROAD (SMART MOTORS)
ALDERMANIC DISTRICT: 19

OWNER/DEVELOPER (Partners and/or Principals) ARCHITECT/DESIGNER/OR AGENT:
J.R. SMART - SMART MOTORS JIM TRIATIK
5901 ODANA ROAD 1314 EMIL ST.
MADISON, WI 53719 MADISON, WI 53713

CONTACT PERSON: JIM TRIATIK
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.

Smart Motors

Proposed Signage

REVISED

8/22/2007

8/27/2007

Number	Type	Description	Proposed		UDD#2		City		Setback	
			Square Footage	Allowance	Variance	Allowance	Variance	Allowance	Variance	Proposed
3	Directional	Service Entrance/Parts	44' 8"	40'	OK	3	8' 5"	7	49' 5"	3-OK
4	Directional	Express Lube	8	40'	OK	3	5	7	5	OK
5	Directional	Exit/Thank You	8	40'	OK	3	5	2	5	3
5	Directional	Exit/Thank You (3)-(2)	8 each	40'	OK	3	5 each	20	5	OK
6	Directional	Parking/Service	8	40'	OK	3	5	120	5	OK
7	Directional	Parking/Service	8	40'	OK	3	5	3	5	2
8	Directional	Sales/Express Lube	11	40'	OK	3	8	50	10	OK
9	Directional	Sales/Service/Express Lube	14	40'	OK	3	11	50	10	OK
10	Directional	Employee Parking (2)	8	40'	OK	9	OK	55	5	OK
11	Directional	Welcome/Thank You	8	40'	OK	3	5	65	5	OK

Number	Type	Description	Proposed		UDD#2		City		Setback	
			Square Footage	Allowance	Variance	Allowance	Variance	Allowance	Variance	Proposed
1	Ground	Tall Pylon Monument Sign	484' 152'	40'	444' 112'	144"	44' 12"	6' 14'	20'	44' 6'
2	Ground	Monument Sign	43'	40'	3'	*144 combined Sq. Ft.	43'	44' 20'	20'	8' OK
1	Ground	Tall Pylon Monument Sign	Height 22' 41" 22'	10'	42' 41" 12'	22'	44" OK			
2	Ground	Monument Sign	5' 4"	10'	OK	16'	OK			

REVISIONS:

- Sign #1 Reduced size of Sign and moved to a location that allows greater set back.
- Sign #2 Moved location of sign to allow 20' set back
- Sign #3 Reduced size of sign and changed graphics
- Sign(s) #5 Removed 2 signs, one which had a set back problem
- Sign #6 Changed Graphics
- Sign #7 Removed sign.
- Summary Removed 3 signs, reduced the size of 2 signs, and moved 2 signs.

NOTE
SEE TECHNICAL DRAWINGS
FOR FABRICATION



5551 Hinesville Hwy
Tomball, Ontario, Canada M1H 4P5
Tel: (416) 259-1111
Fax: (416) 259-1985
Toll Free: 1-800-268-6636
www.pattisonsign.com

3 JAN 07 DATE
M Godwin Job: Dollysack Sales Rep
C Calliba PROJECT
1:1 = 1:0 SCALE
07 0009 DESIGN NO.
RT 24-1A13-07 REV: 0000 (MSRP)
JOB NO

Customer Approval

Date

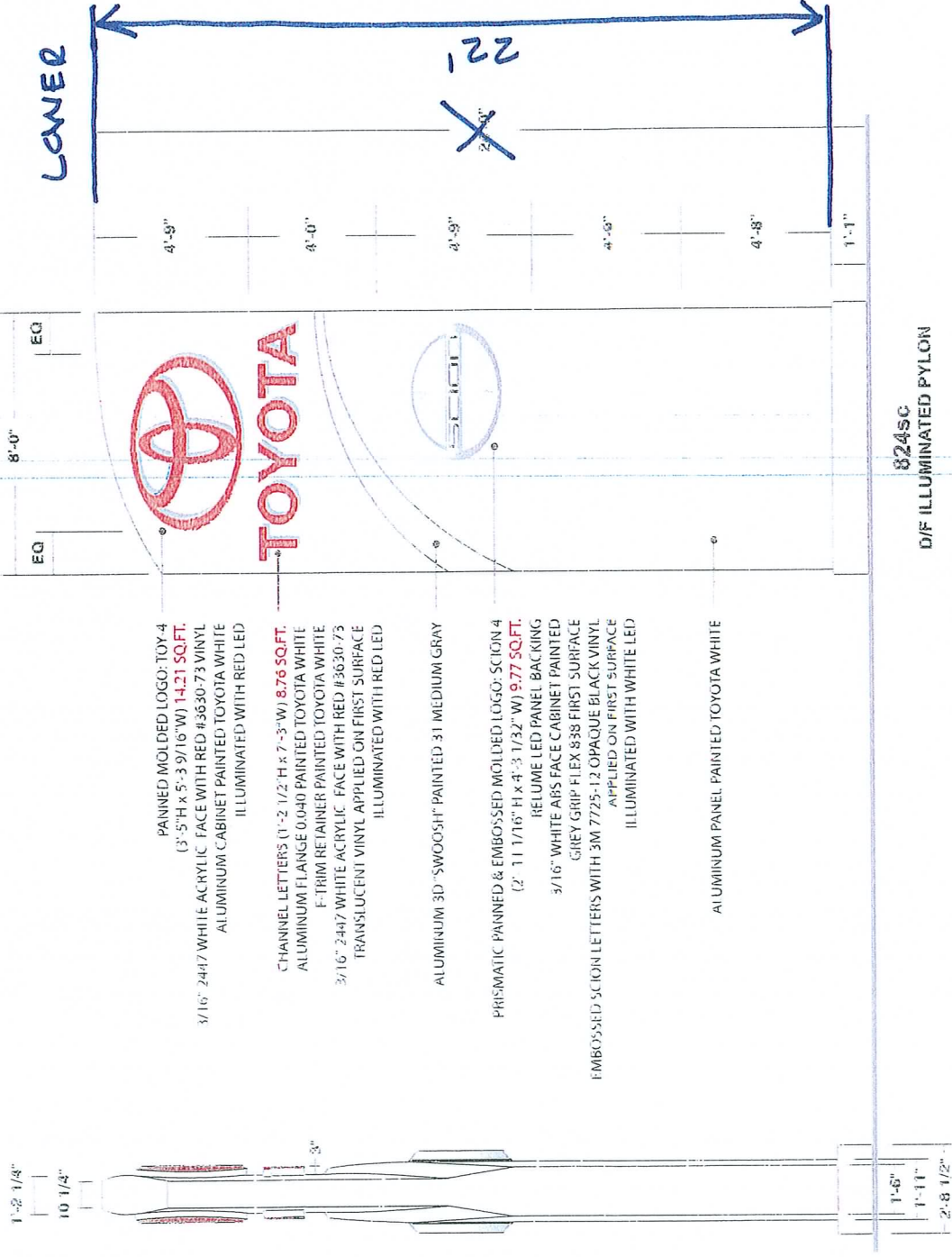
Note:

See technical drawings for fabrication
All work to be done in accordance with the drawings and specifications.
The contractor shall be responsible for obtaining all necessary permits and approvals.
The contractor shall be responsible for the safety of the work and the protection of the site.
The contractor shall be responsible for the removal of all debris and the restoration of the site.
The contractor shall be responsible for the payment of all taxes and fees.

Voltage: 120volt 240volt



48007
SMART TOYOTA
5901 Odana Road
Madison, WI



- PAINTED MOLDED LOGO: TOY-4 (3'-5"H x 5'-3 9/16"W) 14.21 SQ.FT.
- 3/16" 2447 WHITE ACRYLIC FACE WITH RED #3630-73 VINYL ALUMINUM CABINET PAINTED TOYOTA WHITE ILLUMINATED WITH RED LED
- CHANNEL LETTERS (1'-2 1/2" H x 7'-5" W) 8.76 SQ.FT. ALUMINUM FLANGE 0.040 PAINTED TOYOTA WHITE F-TRIM RETAINER PAINTED TOYOTA WHITE
- 3/16" 2447 WHITE ACRYLIC FACE WITH RED #3630-73 TRANSLUCENT VINYL APPLIED ON FIRST SURFACE ILLUMINATED WITH RED LED
- ALUMINUM 3D 'SWOOSH' PAINTED 31 MEDIUM GRAY
- PRISMATIC PAINTED & EMBOSSED MOLDED LOGO: SCION 4 (2' 1 1/16" H x 4' 3 1/32" W) 9.77 SQ.FT.
- RELUKE LED PANEL BACKING
- 3/16" WHITE ABS FACE CABINET PAINTED GREY GRIP FLEX 838 FIRST SURFACE
- EMBOSSSED SCION LETTERS WITH 3M 7725-12 OPAQUE BLACK VINYL APPLIED ON FIRST SURFACE ILLUMINATED WITH WHITE LED
- ALUMINUM PANEL PAINTED TOYOTA WHITE

#1

1. All work shall be done in accordance with the Wisconsin Electrical Code, Wisconsin Administrative Code, and the National Electrical Code, unless otherwise specified.
2. All materials and workmanship shall be in accordance with the Wisconsin Electrical Code, Wisconsin Administrative Code, and the National Electrical Code, unless otherwise specified.
3. The contractor shall be responsible for obtaining all necessary permits and approvals from the appropriate authorities.
4. The contractor shall be responsible for the safety of all personnel and the public during the course of the project.
5. The contractor shall be responsible for the protection of all existing utilities and structures on the site.
6. The contractor shall be responsible for the cleanup and removal of all debris and materials from the site.
7. The contractor shall be responsible for the maintenance and repair of all equipment and materials used during the project.
8. The contractor shall be responsible for the training and supervision of all personnel.
9. The contractor shall be responsible for the coordination of all work with other trades and agencies.
10. The contractor shall be responsible for the completion of all work within the specified time frame.

Job No. _____
Customer Approval _____
Date _____

Scale _____
Design No. _____
Revision No. _____

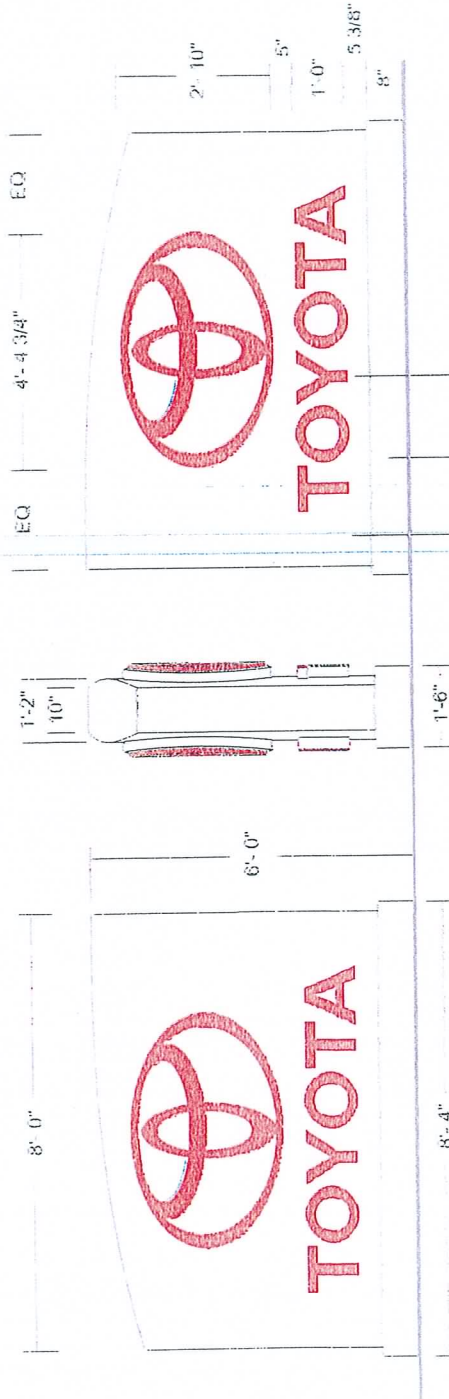
Date _____
Drawn By _____
Checked By _____

Job No. _____
Project Name _____

505 Hildebrandt Drive
Madison, WI 53718
Tel: 608.278.1111
Fax: 608.278.1886
www.pattison.com

TOYOTA MARK:
PAINED MOLDED LOGO TOY-3
(2'-10" H x 4'-4 3/4" W) **9.77 SQ.FT.**
3/16" 2447 WHITE ACRYLIC FACE
3M 3630-73 RED VINYL APPLIED FIRST SURFACE
ALUMINUM 0.040 RETURNS & F-TRIM RETAINERS
PAINTED TOYOTA WHITE
ILLUMINATED WITH RED LED

M86 - DF Illuminated Monument



TOYOTA:
INDIVIDUAL CHANNEL LETTERS (FLAT FACES)
(1'-0" H x 6'-0" W) **6.0 SQ.FT.**
3/16" 2447 WHITE ACRYLIC FACES
3M 3630-73 RED VINYL APPLIED FIRST SURFACE
ALUMINUM 0.040 RETURNS & F-TRIM RETAINERS
PAINTED TOYOTA WHITE
ILLUMINATED WITH RED LED

SIGN CABINET & BASE COVER:
ALUMINUM PANEL PAINTED TOYOTA WHITE

STREET SIDE
NOTE: LOW EDGE OF MONUMENT TOWARDS STREET
HIGH EDGE OF MONUMENT TOWARDS BUILDING

#2



5515 Ingersoll Road
 Fremont, Ontario, Canada M3J 4L8
 Tel: (416) 759-1111
 Fax: (416) 759-5965
 Toll Free: 1-800-268-6535
 www.pattissign.com

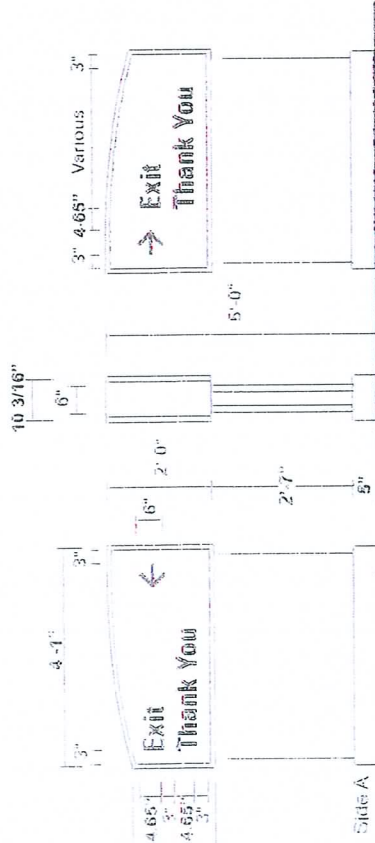
Date: 1/15/17
 Scale: 3/8" = 1'-0"
 Design No: RI 211141-01
 Revision: None

Auto No.:
 Customer Approval:
 Date:

Voltage: 120volt



Patison Sign Group signs illuminated by fluorescent lamps
 contain mercury (Hg). Dispose of these
 signs according to local, state, provincial or Federal laws.

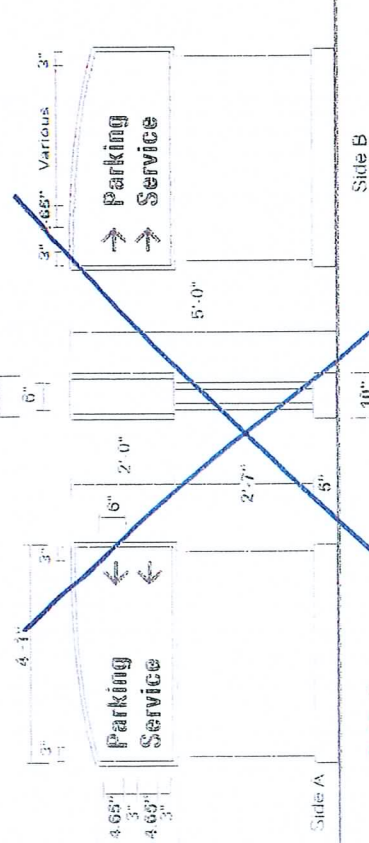


#S

D45-2
 D/F ILLUMINATED DIRECTIONAL

Side B

Side A



#7

D45-2
 D/F ILLUMINATED DIRECTIONAL

Side B

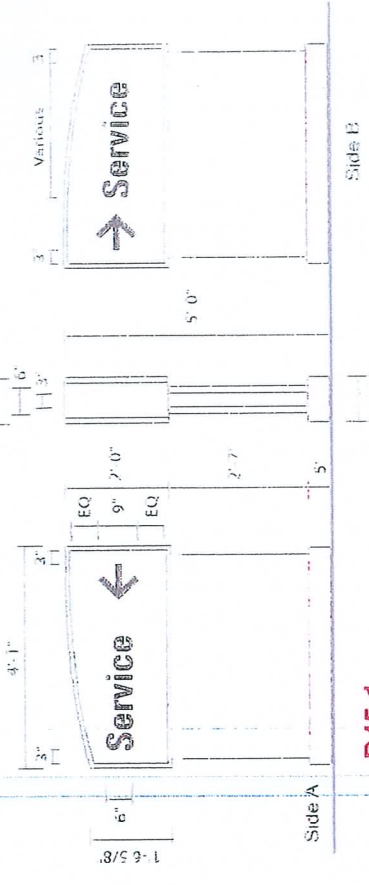
Side A



D45-1
 D/F ILLUMINATED DIRECTIONAL

Side B

Side A



D45-1
 D/F ILLUMINATED DIRECTIONAL

Side B

Side A

#6

REMOVED

REMOVED



Customer Approval
Date

Job No.
Customer Approval
Date

Scale
Design No.

1/8" = 1'-0"
01/00/09

Rev. 01/01/07

1-06

10 3/16"

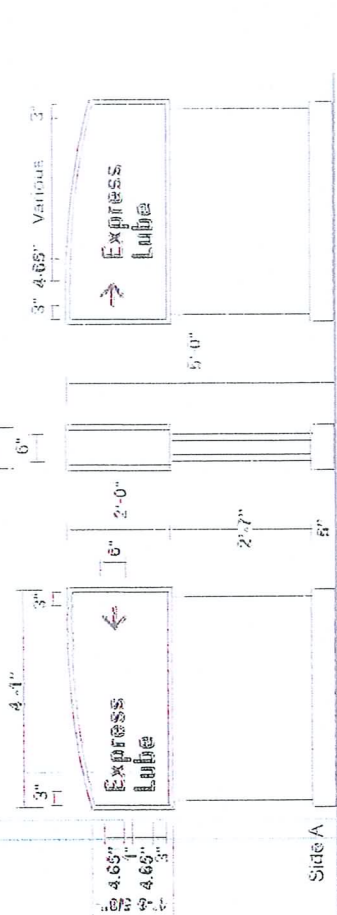
10 3/16"

10 3/16"

Madison Sign Group signs illuminated by Fluorescent signs and LED lamps contain mercury (Hg). Dispose of these lamps according to local state/provincial/federal law.

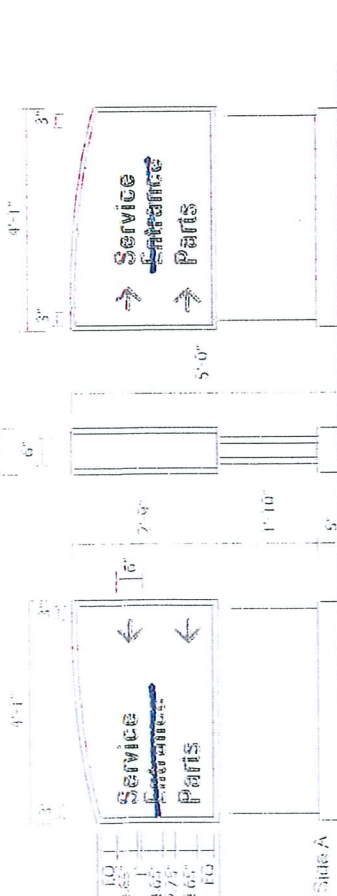


REDUCED SIZE



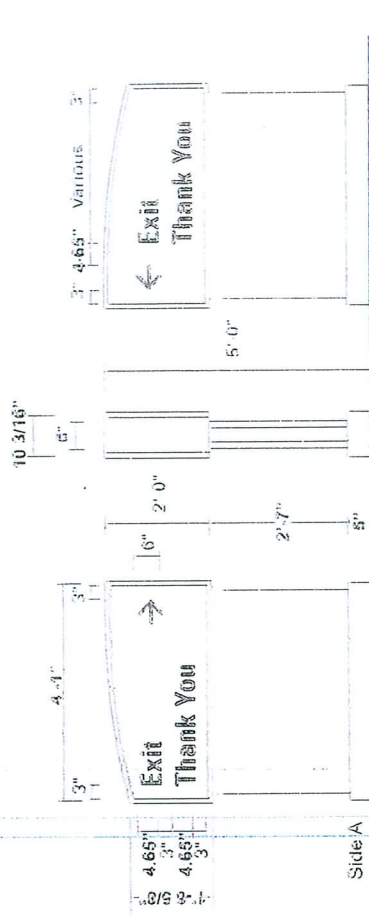
Side A
Side B

D45-2
D/F ILLUMINATED DIRECTIONAL



Side A
Side B

D45-3
D/F ILLUMINATED DIRECTIONAL



Side A
Side B

D45-2
D/F ILLUMINATED DIRECTIONAL

1-0
W

#3

#5



550 Lakeside Road
Madison, Wisconsin 53704
Tel: 608.259.1111
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www.pattison.com



48607
SMART TOYOTA
 5901 Odana Road
 Madison, WI

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 SMART TOYOTA is a registered trademark of Toyota Motor Sales, U.S.A., Inc.
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Customer Approval Date

Design No. Revision No.

Scale

3/8" = 1'-0"

Date

12/09/09

3/25/09

12/09/09

12/09/09

Pattison Sign Group signs illuminated by Fluorescent, neon, and/or HID lamps contain mercury (Hg). Dispose of these lamps according to local, state, provincial or Federal laws.



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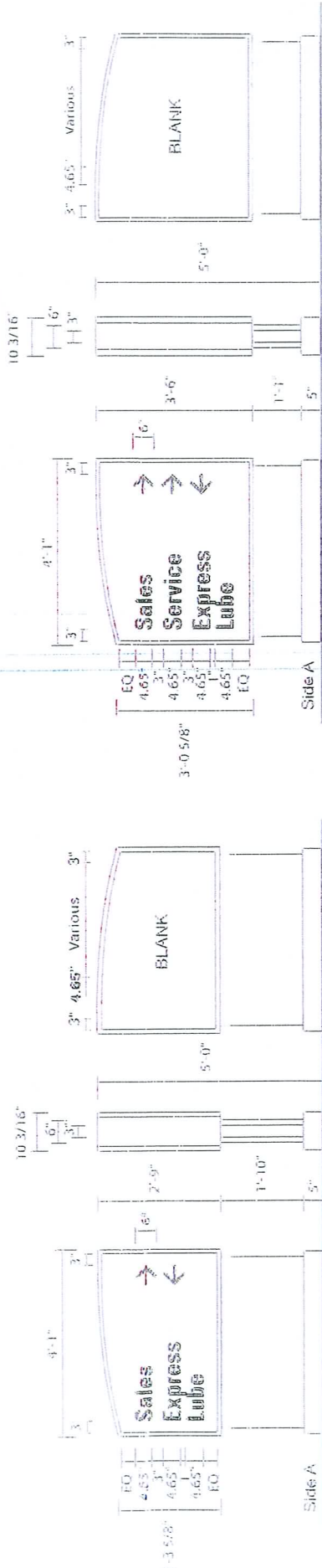
Pattison Sign Group
 585 Elmwood Drive
 Evansville, Indiana 47611-4400
 Phone: 765.836.1011
 Fax: 765.836.4400
 Toll Free: 1.800.200.8852
 www.pattison.com

3/25/09

Scale

Design No. Revision No.

Customer Approval Date

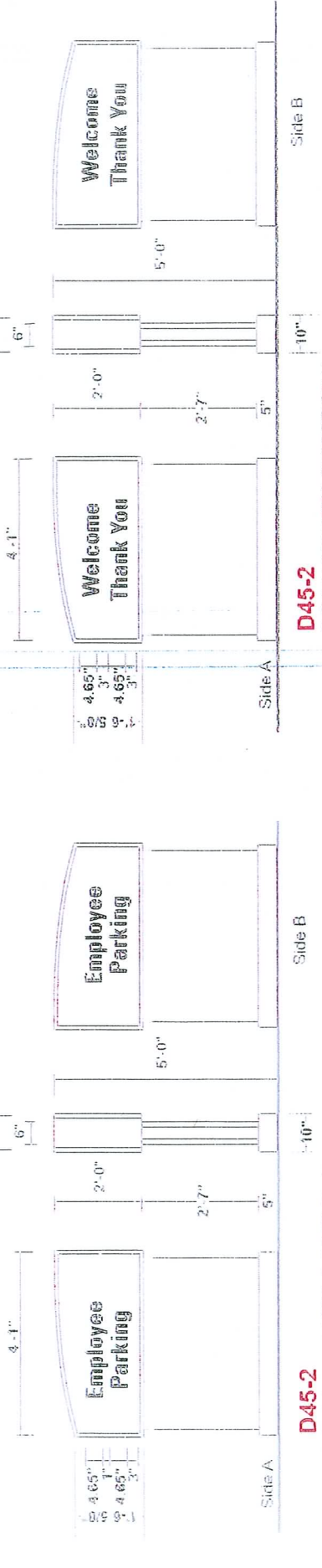


#9

D45-4
 D/F ILLUMINATED DIRECTIONAL

Side B

Side A



#10

D45-2
 D/F ILLUMINATED DIRECTIONAL

Side B

Side A

Side B

Side A



5551 Harrison Road
 Toronto, Ontario M3J 3B7, Canada
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1-800-661-2060
 M. Gosselin, A. Hultgren
 C. Carlier

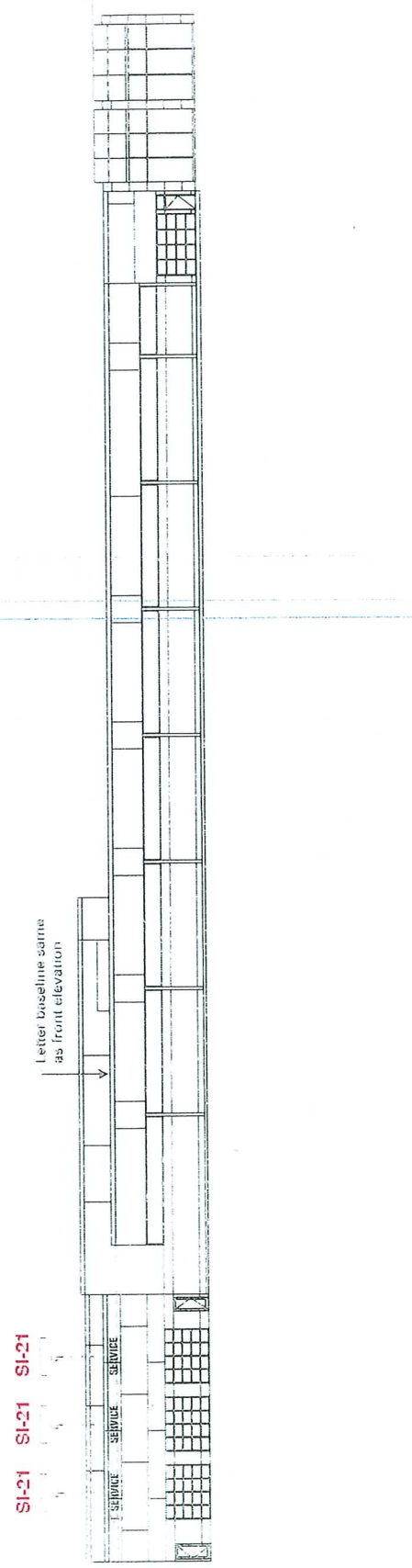
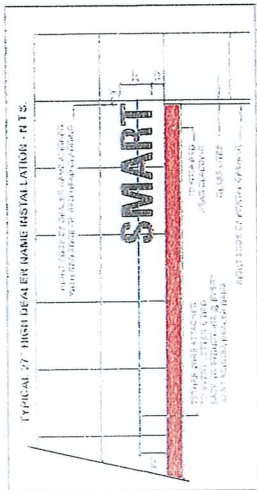
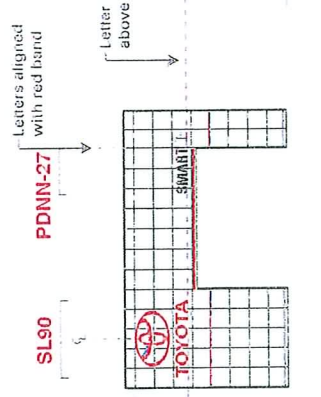
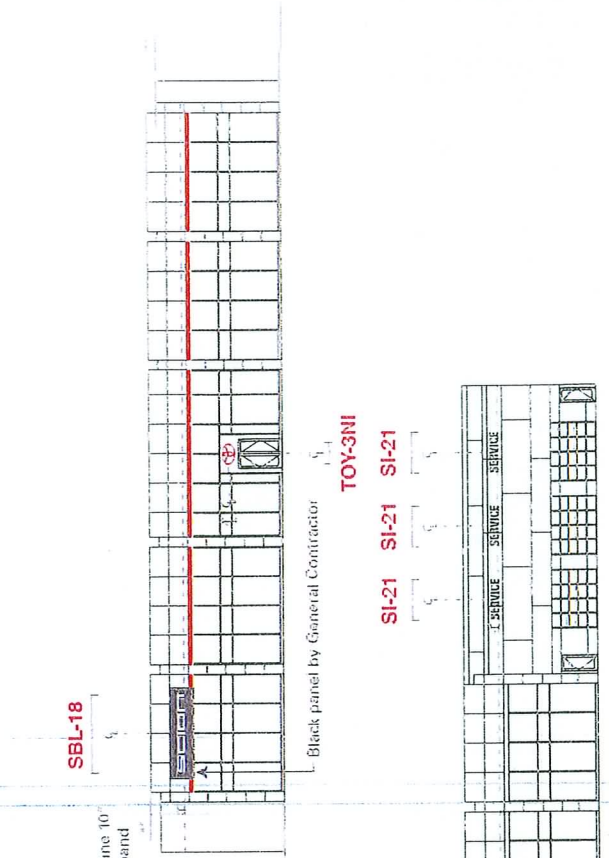
NOV 10 SCALE
 01/06/25
 Design: Revision: None

Customer Approval: _____
 Date: _____

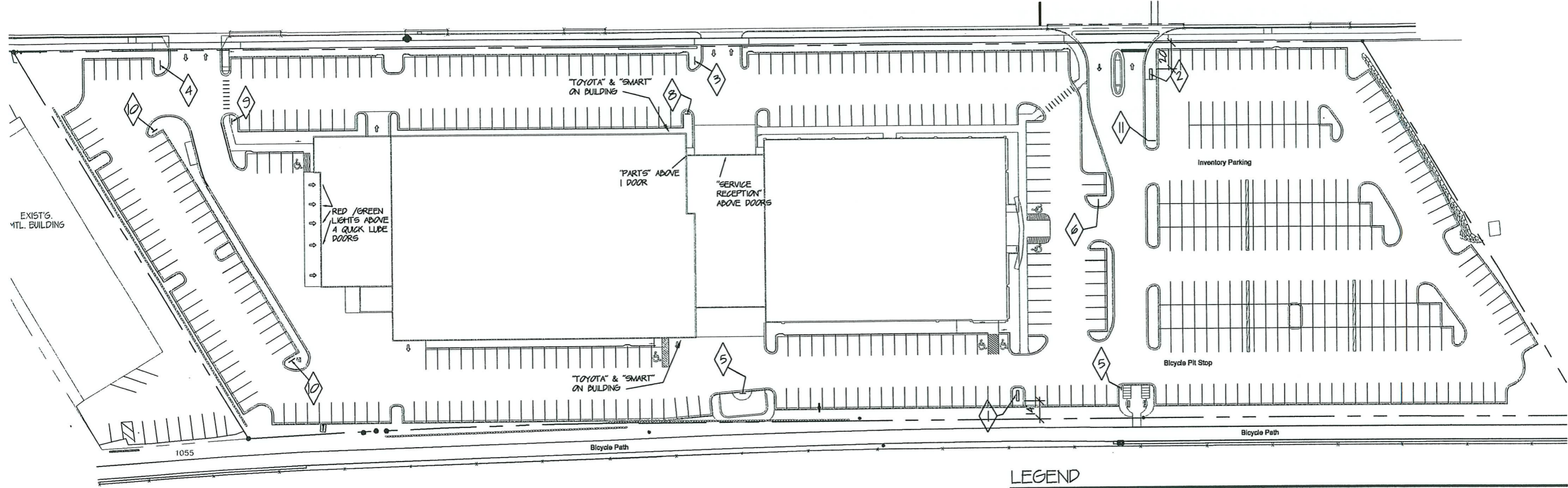
TOYOTA
 48007
SMART TOYOTA
 5901 Odana Road
 Madison, WI

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Voltage: 120volt



09/12/2007 07:41:26 signage 11 x 17 (1) Copyright 2007 Kenneth F. Sullivan Company



LEGEND

- ① TOYOTA TALL PYLON SIGN
- ② TOYOTA GROUND SIGN
- ③ SERVICE / PARTS
- ④ EXPRESS LUBE
- ⑤ EXIT / THANK YOU
- ⑥ SERVICE
- ⑦ (NOT USED)
- ⑧ SALES → EXPRESS LUBE ←
- ⑨ SALES → SERVICE → EXPRESS LUBE ←
- ⑩ EMPLOYEE PARKING
- ⑪ WELCOME / THANK YOU

REVISIONS



Smart Motors
 New Toyota Facility
 5901 Odana Road
 Madison, WI 53719

Hemeth Sullivan Co.
 DESIGN BUILD / GENERAL CONTRACTORS
 P.O. BOX 259463, 1314 EMIL ST. MADISON, WI 53725-9463
 608-257-2289 FAX 608-257-2906

DRAWING NAME
 DRAWN BY: JIMT
 DATE: 9-11-07

SHEET
Signage
 FRAL #











SCION


TOYOTA

SMART

