

Rosen Nissan of Madison is going through a building remodel as part of their upgrade process to accommodate the new global Nissan brand image. In this remodel they are expanding their facility with the addition of car wash attached to the right side of the facility. The remodel will benefit the people of Madison not only in upgraded aesthetics but will provide better experience in visiting the dealership for improved customer purchasing experience. The goal of the renovation is to make the day-to-day operations of the facility easier not only for those who are employed by the Rosen Automotive Group, but to also allow for improved efficiency in customer experience, in turn increasing positive customer feedback and satisfaction.

The remodel primarily focuses on the exterior facade of the building, with the addition of upgraded light and dark gray ACM finishes and minor lot improvements. Whereas internally focusing on upgrading the key areas that factor into the customer experience, such as furnishings, wall finishes, and overall layout. In addition to the exterior and interior renovations, to accommodate for the new global brand image, the facility is also going through updates in their sign package. The proposed new signage follows a minimalistic design with a mix of materials in the red, black, white, and silver color family, presenting cohesiveness in aesthetics across all Nissan facilities globally. Given that automotive dealership properties are often saturated with a mix of areas of operation, the purpose of the new signage is to help improve effective navigation on the property grounds for both those returning and visiting for the first time. The culmination of all proposed changes in this project serves the purpose, and aim, to maximize the financial benefit the dealership provides to the City of Madison. This is done through additional sales based on increased efficiency of operation, continued employment for the citizens of the community, and ongoing revenue through return services offered at the dealership.

NISSAN NORTH AMERICA

Dealer Presentation Package



1. SITE PLAN

The following provides a visual representation of the prepared schedule:

