

# WI704\_GENESIS OF WAUKESHA

## GENESIS RETAIL DESIGN



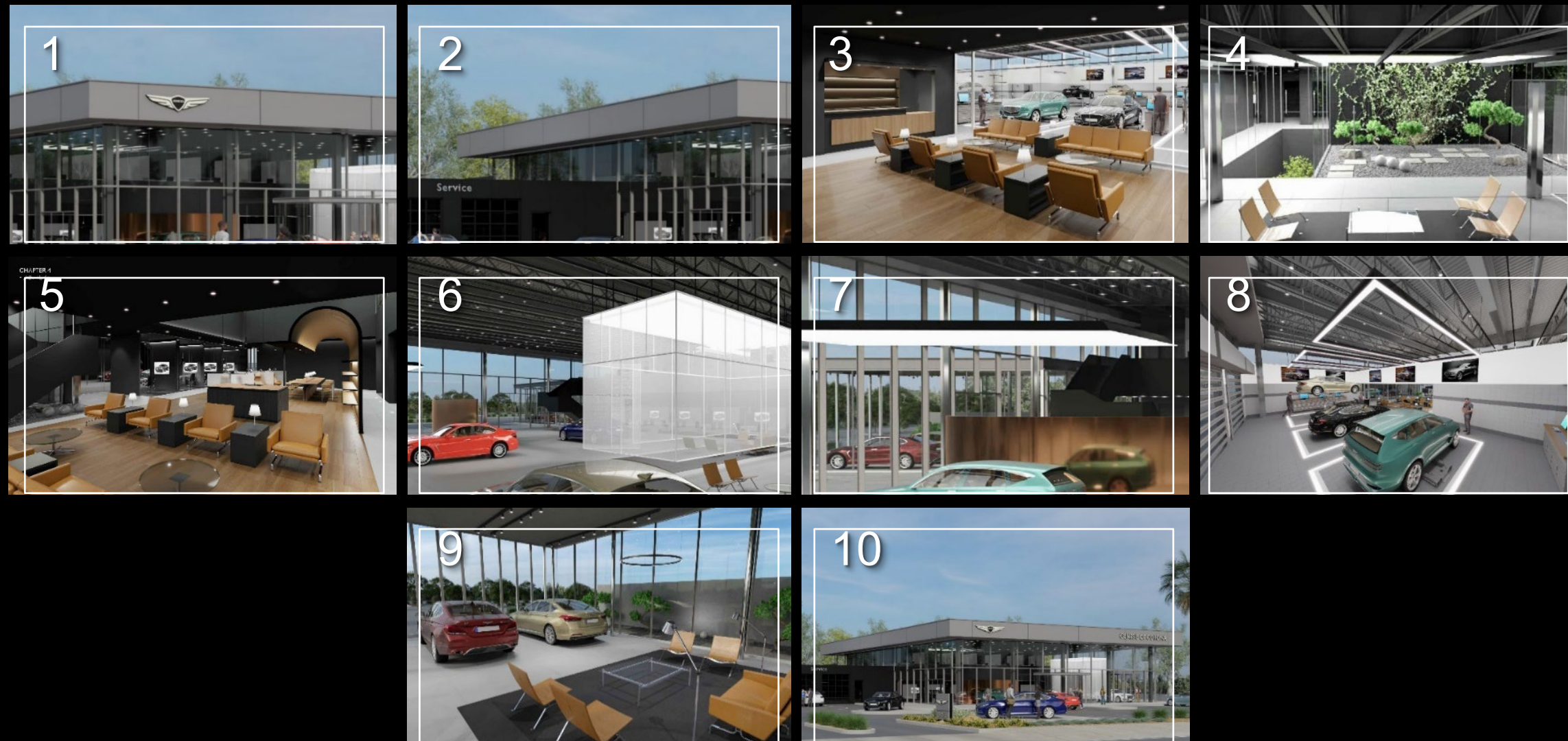
DIGITAL DESIGN INTENT DOCUMENTS

MAY 25, 2022



# GENESIS RETAIL DESIGN

## INTERIOR & EXTERIOR BRANDING PRINCIPLES



### REQUIRED IN EVERY PROJECT:

1. PROGRAM SIGNAGE & FASCIA
2. STOREFRONT & CLERESTORY
3. FURNITURE & FINISHES
4. ATRIUM & LIGHT WELLS
5. CUSTOMER LOUNGE ELEMENTS
6. BRAND CUBE & BRAND WALL
7. SURFACE LIGHTING
8. EV LAB
9. VEHICLE DELIVERY AREA
10. FLOATING ROOF





EXTERIOR BRANDING

FASCIA, SIGNAGE & FLOATING ROOF



EXTERIOR BRANDING  
SERVICE DRIVE AND ADVISORS





# EXTERIOR BRANDING NEW VEHICLE DELIVERY





INTERIOR BRANDING  
BRAND CUBE & ROOF DECK





INTERIOR BRANDING

# BRAND WALL AND FEATURE VEHICLE DISPLAY



INTERIOR BRANDING  
SALES CONSULTATION & MANAGEMENT OFFICES





INTERIOR BRANDING  
CUSTOMER LOUNGE





INTERIOR BRANDING  
CUSTOMER LOUNGE





# INTERIOR BRANDING EV LAB





INTERIOR BRANDING  
SKYLIGHT, ATRIUM AND LIGHT WELL





# PROPOSED SITE DIAGRAM

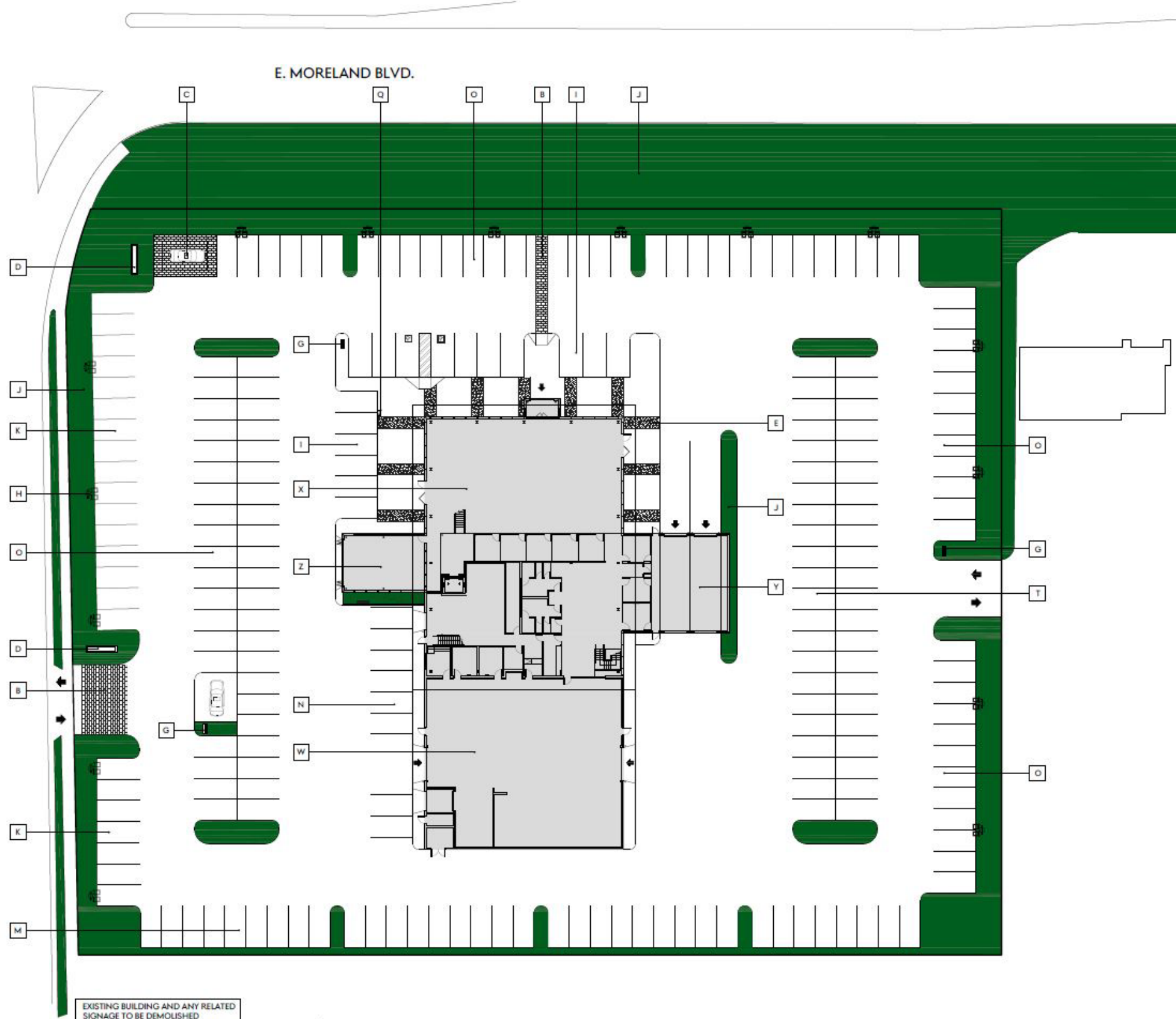
**GMA FACILITY SPACE GUIDELINES:  
FULLY EXCLUSIVE, SMALL ONE-STORY**

CATEGORIES	REQUIRED	PROPOSED
TOTAL USABLE LAND	3.75 AC	3.88 AC
SPACE GUIDELINES - BUILDING		
CUSTOMER FOCUS AREA	8,200 SF	8,574 SF
ADMINISTRATION	1,350 SF	759 SF
SERVICE WORK SHOP	5,500 SF	5,886 SF
SERVICE DRIVE	1,000 SF	1,422 SF
PARTS	1,800 SF	1,322 SF
TOTAL BUILDING AREA	17,750 SF	18,963 SF
DEFINED SPACES - BUILDING		
# DISPLAY VEHICLES	4	4
# SERVICE DRIVE VEHICLES	2	4
# SERVICE BAYS (W/LIFTS) AT GENESIS FACILITY	8	8
FOR ADAPTIVE EXCLUSIVE: ADDITIONAL REQUIRED # SERVICE BAYS WITH LIFT AT HYUNDAI OR COMPETITIVE LUXURY FACILITY		
	N/A	N/A
OVERALL FACILITY DIMENSIONS (WIDTH X DEPTH)	125 X 130	182 X 165

**SITE DIAGRAM KEYNOTES**

- A** LIGHT BOLLARD
- B** SITE MAIN ENTRY PAVERS PV-1
- C** FEATURE VEHICLE DISPLAY
- D** PYLON SIGN
- E** DECORATIVE GRAVEL PAVER PV-2
- F** UPLIGHT SCULPTURE LANDSCAPE FEATURE PLANS (UTILIZE PLANTS SPECIFIC TO THE LOCAL CLIMATE)
- G** DIRECTIONAL SIGNAGE
- H** SITE LIGHTING
- I** CUSTOMER PARKING
- J** LANDSCAPING
- K** NEW VEHICLE DISPLAY
- L** SERVICE VEHICLES
- M** EMPLOYEE PARKING
- N** SERVICE VEHICLE PARKING
- O** INVENTORY VEHICLES
- P** PRE-OWNED VEHICLE DISPLAY
- Q** ELECTRIC VEHICLE CHARGING
- R** SCREEN NON-CUSTOMER ACTIVITIES ON SITE WITH LANDSCAPE AND SOLID WALLS AND GATES, PAINT TO MATCH BUILDING
- S** SCREEN WALL
- T** SERVICE DELIVERY
- U** SCREEN TRASH ENCLOSURE WITH SOLID WALLS, PAINT TO MATCH BUILDING
- V** SCREEN SITE EQUIPMENT AND TRANSFORMER FROM CUSTOMER VIEW
- W** SERVICE BAYS
- X** SHOWROOM
- Y** SERVICE RECEPTION
- Z** NEW VEHICLE DELIVERY

MANHATTAN DR.



EXISTING BUILDING AND ANY RELATED SIGNAGE TO BE DEMOLISHED

PROPOSED SITE DIAGRAM  
SCALE: 1" = 20'-0"



**GENESIS  
OF  
WAUKESHA**

Retailer Code: WI704

1503 E Moreland Blvd.  
Waukesha, WI 53186



**PRELIMINARY  
NOT FOR CONSTRUCTION  
OR PERMITTING PURPOSES**

1. This design concept drawing is not intended for construction or permit purposes but to express the general requirements for the project.  
2. No representation is being made as to compliance with local State or Federal regulations and neither the designer nor the dealer assumes any responsibility or liability with reference thereto.

Issue Date: 04/29/2022  
Drawn By: RK

Revisions:


**PROPOSED SITE  
DIAGRAM**

**A-1**  
Sheet 1 of 5



# PROPOSED FLOOR DIAGRAM



## GENESIS OF WAUKESHA

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53186



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Drawn By: RK

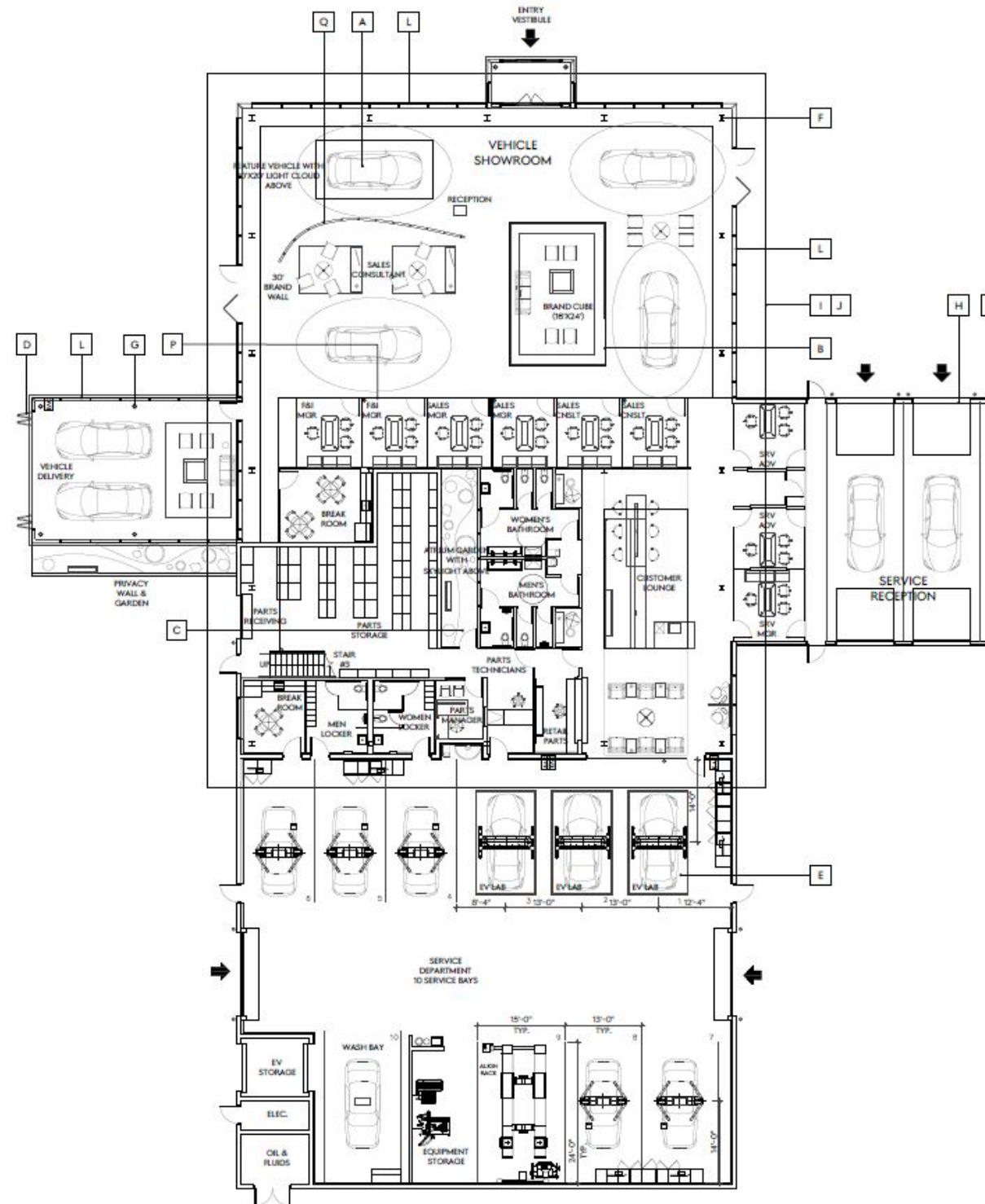
Revisions:


PROPOSED  
FLOOR DIAGRAM

# A-2

Sheet 2 of 5

FLOOR DIAGRAM KEYNOTES	
A	SHOWCASE VEHICLE W/ LUMINATED CEILING ABOVE
B	BRAND CUBE
C	ATRIUM WITH SKYLIGHT
D	NANAWALL DOOR
E	EV LAB
F	I COLUMN
G	ROUND COLUMN
H	OVERHEAD DOORS
I	FASCIA OVERHANG
J	ACM-1, ALUMINUM COMPOSITE MATERIAL
K	ACM-2, ALUMINUM COMPOSITE MATERIAL
L	EXTERIOR GLAZING, 1" CLEAR INSULATED GLASS
M	EIFS
N	RYTEC COILING DOOR
O	FIRE-RATED OVERHEAD DOOR
P	INTERIOR GLASS PARTITION
Q	BRAND WALL

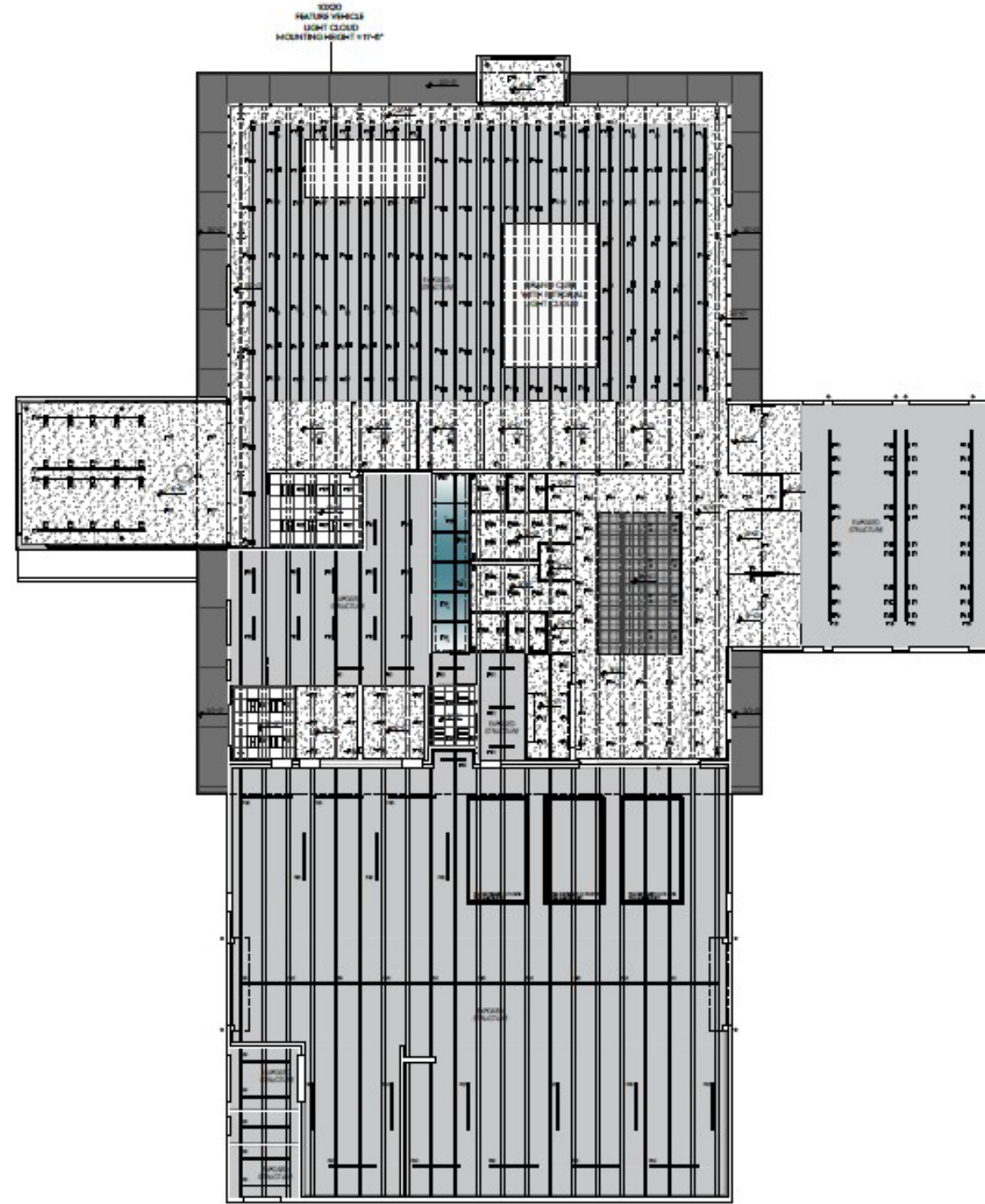


PROPOSED FIRST FLOOR DIAGRAM  
SCALE: 3/32" = 1'-0"



# PROPOSED REFLECTED CEILING & LIGHTING DIAGRAM

LIGHTING DIAGRAM KEYNOTES	
	CORONET LINEAR UPLIGHTING/TRACK
	CORONET LINEAR UPLIGHTING/TRACK
	CORONET LINEAR TRACK
	JUNO TRACK LIGHT SPOT 15°
	JUNO TRACK LIGHT NARROW FLOOD 24°
	JUNO TRACK LIGHT NARROW FLOOD 41°
	LINDSLEY LED PENDANT
	EUREKA LED PENDANT
	CORONET LINEAR WALL WASH 4000K
	CORONET LINEAR WALL WASH 3000K
	CORONET WALL LINEAR UPLIGHT
	COOLEGGE LUMINATED CEILING
	COOLEGGE LUMINATED CEILING
	DELRAY LED PENDANT
	JUNO TRACK LIGHT WW
	USAI LED DOWNLIGHT 18W 3K
	USAI LED ADJUSTABLE DOWNLIGHT 18W 4K
	USAI LED ADJUSTABLE DOWNLIGHT 18W 3K
	USAI LED DOWNLIGHT 18W 4K
	USAI LED DOWNLIGHT 9W 4K
	USAI LED DOWNLIGHT 9W 3K
	JUNO LED DOWNLIGHT 7W 3K
	LITHONIA LINEAR LED
	LITHONIA LINEAR LED
	WAC TREE UP LIGHT - ADJUSTABLE WATTAGE AND BEAM
	TARGETTI LINEAR IN GROUND UP LIGHT
	TARGETTI IN GROUND UP LIGHT
	MODLIGHT LED TAPE LIGHT
	LITHONIA 2X2 RECESS GRID LIGHT FIXTURE



PROPOSED REFLECTED CEILING PLAN/LIGHTING DIAGRAM  
SCALE: 3/8" = 1'-0"



## GENESIS OF WAUKESHA

Retailer Code: W1704

1503 E Moreland Blvd.  
Waukesha, WI 53186



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Issue Date: 04/29/2022  
Drawn By: JX

Revisions:

No.	Description

CEILING DIAGRAM KEYNOTES	
	ACT-1 24" X 24" T-BAR CEILING MESH (PAINT EXPOSED STRUCTURE ABOVE CEILING BLACK)
	ACT-2 24" X 24" INTERIOR ACOUSTIC CEILING TILE
	BCLO-1 ILLUMINATED CEILING (SIZE VARIES) LOCAL ARCHITECT TO COORDINATE WITH VENDOR POWER AND DATA REQUIREMENTS
	P-3 GYP. BOARD CEILING TO BE PAINTED (PAINT P-3)
	P-4 OPEN STRUCTURE CEILING TO BE PAINTED WITH P-4

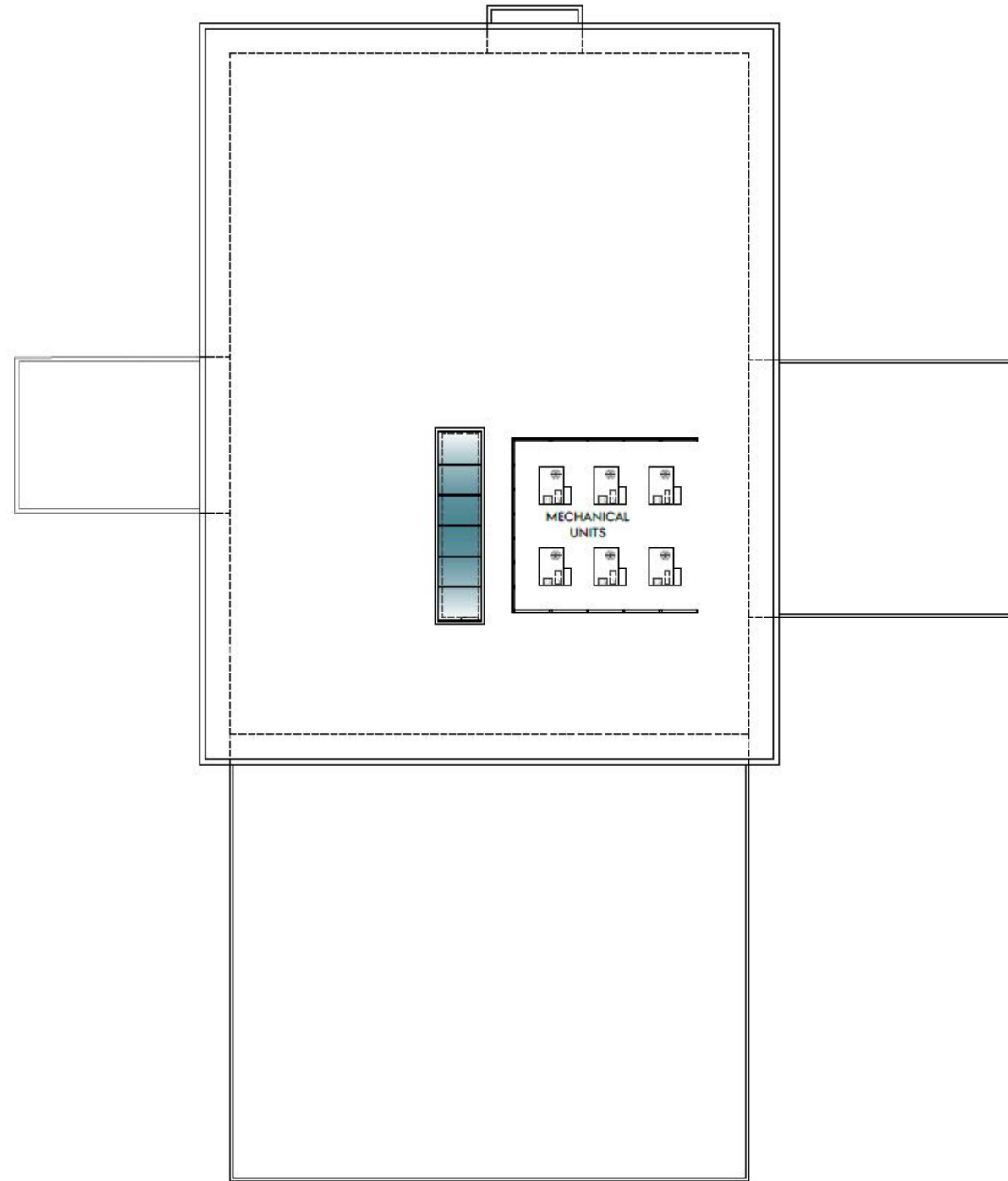
## PROPOSED REFLECTED CEILING/LIGHTING DIAGRAM

# A-3

Sheet 3 of 5



# PROPOSED ROOF DIAGRAM



GENESIS  
OF  
WAUKESHA

Retailer Code: WI704

1503 E Moreland  
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Waukesha, WI  
53186



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Issue Date: 04/29/2022  
Drawn By: RK

Revisions:


PROPOSED ROOF  
DIAGRAM

**A-4**

Sheet 4 of 5



# PROPOSED ELEVATION DIAGRAM



## GENESIS OF WAUKESHA

Retailer Code: WI704

1503 E Moreland Blvd.  
Waukesha, WI 53186



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Issue Date: 04/29/2022  
Drawn By: RK

Revisions:

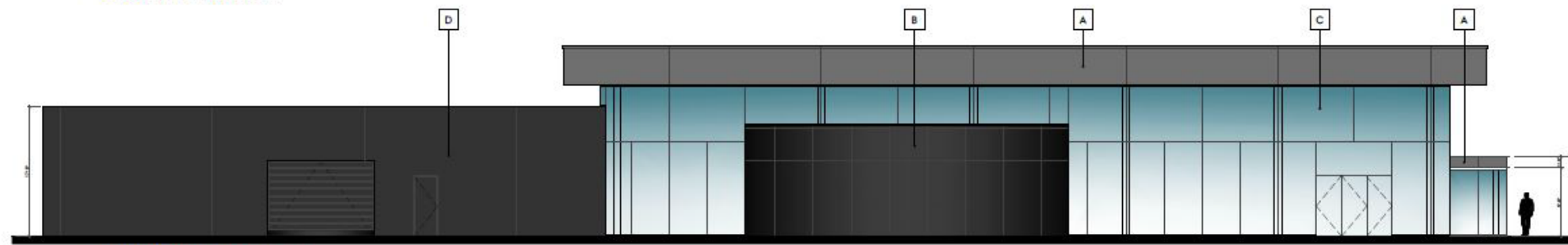

PROPOSED EXTERIOR VIEWS

# A-5

Sheet 5 of 5



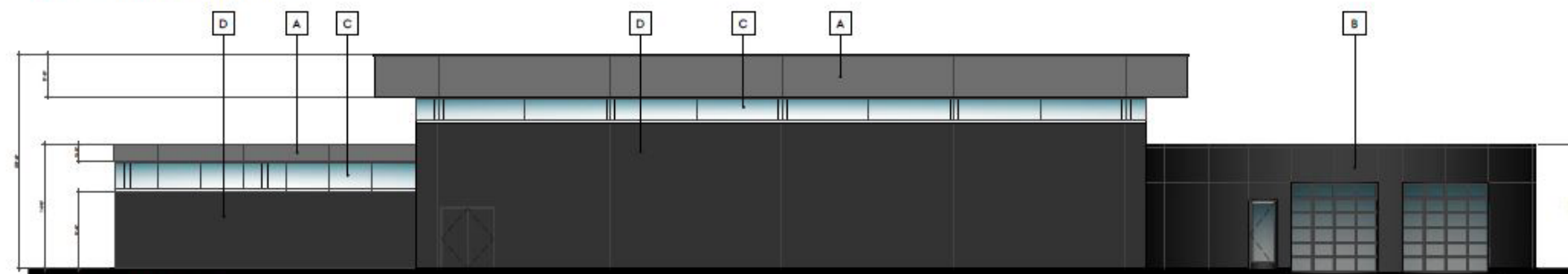
FRONT ELEVATION



LEFT SIDE ELEVATION



RIGHT SIDE ELEVATION



REAR ELEVATION

EXTERIOR VIEW KEYNOTES	
A	ACM-1, ALUMINUM COMPOSITE MATERIAL, BASALT GRAY
B	ACM-2, ALUMINUM COMPOSITE MATERIAL, TRICORN BLACK
C	GL-2, EXTERIOR GLAZING, 1\"/>



SKETCHUP MODEL

# THE ALL NEW: GENESIS OF WAUKESHA



# QUOTE: ACM FASCIA AND TRIM

Proposal for:  
Genesis of Waukesha  
1503 E Moreland Blvd  
Waukesha, WI 53186



Frank Boucher  
Retailer Principal  
Genesis of Waukesha

May 25, 2022

Dear Mr. Boucher,

I am pleased to present this Boucher proposal for the facility identification package for Genesis of Waukesha. The values described below have been generated from Design Intent drawings provided by AGI, dated 04/29/2022. This proposal is provided to establish a cost for implementation of exterior and interior image elements per GENESIS RETAIL DESIGN MANUAL 1.1. AGI will supply a firm quote upon receipt of construction drawings and consultation with dealer. I have listed assumptions at the end of this proposal for clarification.

## ➔ Pricing Summary

Product ID	Description	Quantity	Price
Exterior ACM Fascia Panel System	Alucobond ACM Pressure Equalized Rain Screen system in Basalt Gray finish	5,690 s.f.	\$200,755.00
Entry and New Vehicle Delivery ACM Fascia	Alucobond ACM Pressure Equalized Rain Screen system in Basalt Gray finish	584 s.f.	\$ 19,771.00
Service Drive ACM Wall Panels	Alucobond ACM Pressure Equalized Rain Screen system in Tri-Corn Black finish	1,984 s.f.	\$ 67,167.00
Interior ACM Wall Panels	Alucobond ACM Pressure Equalized Rain Screen system in Tri-Corn Black finish	480 s.f.	\$ 16,250.00
General Conditions	General Conditions, Survey, Equipment and Freight		\$ 38,287.00

**Total Amount:**

**\$342,230.00**

*Payment Terms: Net **30** from time of AGI Invoice.*

*Shipping Method Best Method*

*Quote Valid **45** days from quote date.*





# QUOTE: SIGNAGE (FBOR)



412 North Cedar Bluff Road  
 Knoxville, TN 37923  
 Tel: 865.692.1242  
 Fax: 866.290.6552



Facility Branding Order Request  
 May 12, 2022

Dealer Code: **WI704**  
 GENESIS OF WAUKESHA  
 1583 EAST MORELAND BOULEVARD  
 WAUKESHA, WI 53186

Qty	Sign Code	Description
1	GEN-WING-20	1' 8" tall x 10' 2 5/8" wide
1	GEN-DNW-18	18" tall Dealer Name Letter
1	GEN-SERVICE-16	16" tall Service Letters
1	GEN-P-11-20	11' 1 1/16" wide x 20" tall pylon
1	GEN-MON-5-6	5' 6 3/8" wide x 6' tall Monument
1	GEN-DIR-2-4	4' tall x 2' 3 1/4" wide Illuminated Directional
1	GEN-DIR-2-4	4' tall x 2' 3 1/4" wide Illuminated Directional
1	GEN-DIR-2-4	4' tall x 2' 3 1/4" wide Illuminated Directional
Dealer to provide circuit(s) to signage. Dealer to provide behind-the-wall access for installation and structural support for signs. Dealer is responsible for covering signage mountingwires/transformers if they are visible on the inside of the building. If an engineer alters quoted signage a change order will be provided to the dealer. Ground sign to be installed on new foundation, and quote assumes a level grade. Exact location to be determined. Dealer to locate private utilities. Dealer to provide above to his General Contractor(s). The HEG-11 logofletters, for dealer provided vestibule, is shown on the separate ACM quote. Field survey is required to confirm signage installation conditions, and provide a change order if necessary.		

**Comments:**

Standard manufacturing time is 4-5 weeks after permit approval.

Price includes 10 Year Maintenance plan. Plan includes preventative maintenance as well as on call repair/maintenance.

Price does not include repainting of the building or any building repairs. Price does not include landscaping.

Will use existing primary electrical feeds to each sign when electrical is present. Dealer is responsible for running electrical within five feet of each sign.

FBOR is valid for 90 days from date provided.

**Estimated Monthly Lease Payment \$ 1,948.96**  
 (plus tax)



# QUOTE: INTERIOR BRANDING ELEMENTS

**Proposal No: 215202**  
 Proposal Date: 05/18/2022



**Remit To:**  
 Architectural Graphics, Inc.  
 2655 International Parkway  
 Virginia Beach, VA 23452 USA

**Proposal in USD**

Terms: Net 30

**Bill To:** GENESIS OF WAUKESHA  
 1503 E Moreland Blvd  
 Waukesha WI 53186-3929  
 USA

**Contact:**  
**Phone:**

**Site:** GENESIS OF WAUKESHA  
 1503 E Moreland Blvd  
 Waukesha WI 53186-3929  
 USA

**Account Reference:** Genesis  
**AGI Project:** GEN100-WI704-006

**AGI Contact:**  
 Project Mgr: John Davis  
 email: jrdavis@agi.net

Cell:  
 Office: 716-861-9933  
 Fax:

Product and Install			Product	
Qty	Part Number	Description	Unit (USD)	Ext(USD)
1.00 EA	GEN-LGCUBE	16' x 16' x 24' Brand Cube	45,830.00	45,830.00
1.00 EA	GEN-LGCLCLOUD	16' x 24' Light Cloud for Brand Cube	36,313.00	36,313.00
1.00 EA	GEN-Custom	30' brand wall	49,234.00	49,234.00
1.00 EA	GEN-SMFCLCLOUD	Feature Car Light Cloud 20' x 10'	16,995.00	16,995.00
3.00 EA	GEN-EVLIGHT	EV Bay Suspended Light	5,750.00	17,250.00
1.00 EA	GEN-CLWALL	Customer Lounge Canopy - 16' x 7'	50,404.00	50,404.00
1.00 EA	GEN-CLTABLE	15' Community Table	19,971.00	19,971.00
1.00 EA	GEN-RTABLE	Refreshment Table	13,814.00	13,814.00
1.00 EA	GEN-TWALL	T Divider Wall	3,926.00	3,926.00
3.00 EA	GEN-WMD	Interior Wall Mounted Directional	175.00	525.00
3.00 EA	gen-entv	Entry Vinyl	175.00	525.00
4.00 EA	GEN-RR	Washroom Signage	120.00	480.00

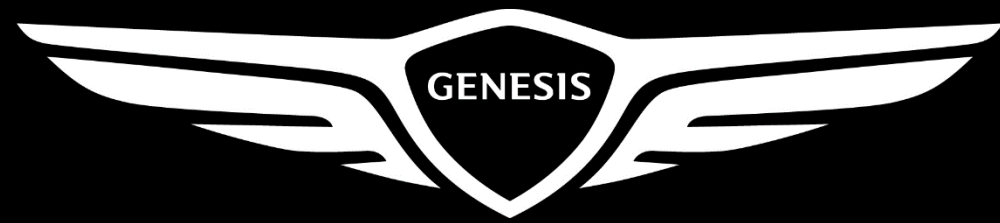
**Product Total: \$255,267.00**

Additional Services	
108-Subinstall	38,483.00
109-Delivery	4,350.00
<b>Service Total:</b>	<b>\$42,833.00</b>

Sub-Total: \$298,100.00  
 Estimated Tax: 14,905.00  
**Total: (USD) \$313,005.00**







GENESIS RETAIL DESIGN