



# URBAN DESIGN COMMISSION APPLICATION CITY OF MADISON

This form may also be completed online at:  
<http://www.cityofmadison.com/planning/documents/UDCApplication.pdf>

215 Martin Luther King Jr. Blvd; Room LL-100  
 PO Box 2985; Madison, Wisconsin 53701-2985  
 Phone: 608.266.4635 | Facsimile: 608.267.8739

Please complete all sections of the application, including the desired meeting date and the type of action requested.

Date Submitted: <u>November 15, 2016</u>	<input type="checkbox"/> Informational Presentation <input type="checkbox"/> Initial Approval <input checked="" type="checkbox"/> Final Approval
UDC Meeting Date: <u>November 30, 2016 DEC 14, 2016</u>	
Combined Schedule Plan Commission Date (if applicable): _____	

1. Project Address: 1 N. Webster Street Madison  
 Project Title (if any): AC Hotel Madison Downtown

2. This is an application for (Check all that apply to this UDC application):  
☐ New Development ☒ Alteration to an Existing or Previously-Approved Development

### A. Project Type:

- ☐ Project in an Urban Design District\* (public hearing-\$300 fee)
- ☐ Project in the Downtown Core District (DC) or Urban Mixed-Use District (UMX) (\$150 fee, Minor Exterior Alterations)
- ☐ Suburban Employment Center (SEC) or Campus Institutional District (CI) or Employment Campus District (EC)
- ☐ Planned Development (PD)
  - ☐ General Development Plan (GDP)
  - ☐ Specific Implementation Plan (SIP)
- ☐ Planned Multi-Use Site or Planned Residential Complex

### B. Signage:

- ☒ Comprehensive Design Review\* (public hearing-\$300 fee) ☐ Street Graphics Variance\* (public hearing-\$300 fee)
- ☐ Signage Exception(s) in an Urban Design District (public hearing-\$300 fee)

### C. Other:

☐ Please specify: \_\_\_\_\_

### 3. Applicant, Agent & Property Owner Information:

Applicant Name: Jeff Lenz  
 Street Address: 1600 Aspen Commons #200  
 Telephone: (608) 836-6060 Fax: ( )

Company: North Central Group  
 City/State: Middleton WI Zip: 53562  
 Email: jlenz@ncghotels.com

Project Contact Person: Andy Timman  
 Street Address: 1600 Aspen Commons #200  
 Telephone: (608) 836-6060 Fax: ( )

Company: North Central Group  
 City/State: Middleton WI Zip: 53562  
 Email: atimman@ncghotels.com

Project Owner (if not applicant): \_\_\_\_\_  
 Street Address: \_\_\_\_\_  
 Telephone: ( ) Fax: ( )

City/State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Email: \_\_\_\_\_

### 4. Applicant Declarations:

A. Prior to submitting this application, the applicant is required to discuss the proposed project with Urban Design Commission staff. This application was discussed with Al Martin & Matt Ticker on 5/5/16 & 11/2/16.  
(name of staff person) (date of meeting)

B. The applicant attests that all required materials are included in this submittal and understands that if any required information is not provided by the application deadline, the application will not be placed on an Urban Design Commission agenda for consideration.

Name of Applicant: 202 E. Washington, LLC Relationship to Property: Management Co/Agent  
 Authorized Signature: [Signature] Date: 11-14-16

## 5. Submission Requirements

**Application:** Each submittal must include 14 collated paper copies (11" x 17" max.) and an electronic copy of all application materials. The electronic copy must include individual Adobe Acrobat PDF files compiled either on a non-returnable CD-ROM submitted with the paper copies, or in an e-mail sent to: [UDCApplications@cityofmadison.com](mailto:UDCApplications@cityofmadison.com). The transmittal shall include the name of the project, address, and applicant. Applicants unable to provide the materials electronically should contact the Secretary of the Urban Design Commission at 267-8740 for assistance. For an application to be considered complete and scheduled for a UDC meeting, both the paper copies and electronic copy need to be submitted prior to the application deadline. Late materials will not be accepted. An application is required for each UDC appearance. For projects also requiring Plan Commission approval, applicants must have submitted an accepted application for Plan Commission consideration prior to obtaining any formal action (initial or final approval) from the UDC. All plans must be easily read when reduced.

**Fees:** Fees are required to be paid with the first application for either initial or final approval of a project, unless the project is part of the combined application process involving the Urban Design Commission in conjunction with Plan Commission and/or Common Council consideration. Make checks payable to City Treasurer, Madison, Wisconsin.

**Project Plans:** The items listed below are minimal application requirements for the type of approval indicated. Please note that the UDC and/or staff may require additional information in order to have a complete understanding of the project.

### 1. Informational Presentation

- ☐ Locator Map
- ☐ Brief Narrative Description of the Project, Site Plan, and 2-dimensional images of proposed buildings or structures. Additional information may provide for a greater level of feedback from the Commission.
- ☐ Contextual site information, including photographs and layout of adjacent buildings/structures
- ☐ Any and all relevant plans and information on which feedback from the UDC is requested.

### 2. Initial Approval

- ☐ Locator Map
- ☐ Contextual site information, including photographs and layout of adjacent buildings/structures
- ☐ Site Plan showing location of existing and proposed buildings, walks, drives, bike lanes, bike parking, and existing trees over 18" diameter
- ☐ Landscape Plan and Plant List
- ☐ Building Elevations for all building sides
- ☐ PD text and letter of intent (if applicable)

### 3. Final Approval

- ☐ Locator Map
- ☐ Site Plan showing location of existing and proposed buildings
- ☐ Grading Plan
- ☐ Landscape Plan
- ☐ Plant List, including scientific name, size at planting, quantity and root condition for each species.
- ☐ Building Elevations for all building sides, colored with shadow lines, including exterior building materials and colors.
- ☐ Proposed Signage
- ☐ Lighting Plan, including fixture cut sheets and photometrics plan
- ☐ Utility/HVAC equipment location and screening details
- ☐ PD text and letter of intent (if applicable)
- ☐ Samples of the exterior building materials (presented at the UDC meeting)

Signage: The items listed below are minimal application requirements for the type of approval indicated. Please note that the UDC and/or staff may require additional information in order to have a complete understanding of the project.

1. Initial Approval

- ☐ Locator Map
- ☐ Signage as it relates to the Sign Control Ordinance provisions for Variances or Comprehensive Design Review of Signage
- ☐ Site Plan (show location of all existing and proposed buildings, and all existing and proposed signage, specifying which existing signs, if any, are to be removed)
- ☐ Scale drawing of each proposed sign, including awning graphics
- ☐ Photographs of site

2. Final Approval

- ☐ Locator Map
  - ☐ Signage as it relates to the Sign Control Ordinance provisions for Variances or Comprehensive Design Review of Signage
  - ☐ Site Plan (show location of all existing and proposed buildings, and all existing and proposed signage, specifying which existing signs, if any, are to be removed)
  - ☐ Scale drawing of each proposed sign, including awning graphics
  - ☐ Description and/or samples of materials and colors for each proposed sign
  - ☐ Photographs of site
  - ☐ Context of signs in surrounding parcels, in addition to the site being discussed
- 

**\*NOTE:** If supplemental perspective renderings are provided, an emphasis should be placed on providing pedestrian/automobile scale viewsheds, in addition to the other required graphics.

**\*NOTE:** If applying for final approval without having received initial approval, all materials required for initial approval will be required.

NOTICE REGARDING LOBBYING ORDINANCE: If you are seeking approval of a development that has over 40,000 square feet of non-residential space, or a residential development of over 10 dwelling units, or if you are seeking assistance from the City with a value of \$10,000 (including grants, loans, TIF, or similar assistance), then you likely are subject to Madison's lobbying ordinance (Sec. 2.40, MGO). You are required to register and report your lobbying. Please consult the City's Clerk's Office for more information. Failure to comply with the lobbying ordinance may result in fines.

## Urban Design Commission Approval Process

### INTRODUCTION

The City of Madison's Urban Design Commission (UDC) has been created to:

- Encourage and promote high quality in the design of new buildings, developments, remodeling, and additions so as to maintain and improve the established standards of property values within the City.
- Foster civic pride in the beauty and nobler assets of the City, and in all other ways possible assure a functionally efficient and visually attractive City in the future.

### TYPES OF APPROVALS

Informational Presentation. Applicants may, at their discretion, request to make an Informational Presentation to the UDC prior to seeking any approvals to obtain early feedback and direction before undertaking detailed design. Applicants should provide details on the context of the site, design concept, site and building plans, and other relevant information to help the UDC understand the proposal and provide feedback.

Initial Approval. Applicants may, at their discretion, request initial approval of a proposal by presenting preliminary design information.

Final Approval. Applicants may request final approval of a proposal by presenting all final project details. Recommendations or concerns expressed by the UDC in the initial approval must be addressed at this time.

### PRESENTATIONS TO THE COMMISSION

When presenting projects to the UDC, applicants must fill out a registration slip provided in the meeting room and present it to the Secretary. The applicant is encouraged to consider the use of various graphic presentation material including a locator map, photographs, renderings/model, scale drawings of the proposal in context with adjacent buildings/uses/signs, etc., as may be deemed appropriate to describe the project and its surroundings. Graphics should be mounted on rigid boards so that they may be easily displayed.

Primarily, the UDC is interested in the appearance and design quality of projects. Emphasis should be given to the site plan, landscape plan, lighting plan, building elevations, exterior building materials, color scheme, and graphics.

Presentations should generally be limited to 5 minutes or as extended by motion by consent of the Commission. The Commission will withhold questions until the end of the presentation.

# Comprehensive Design Plan AC Hotel Madison Signage

October 26<sup>th</sup>, 2016



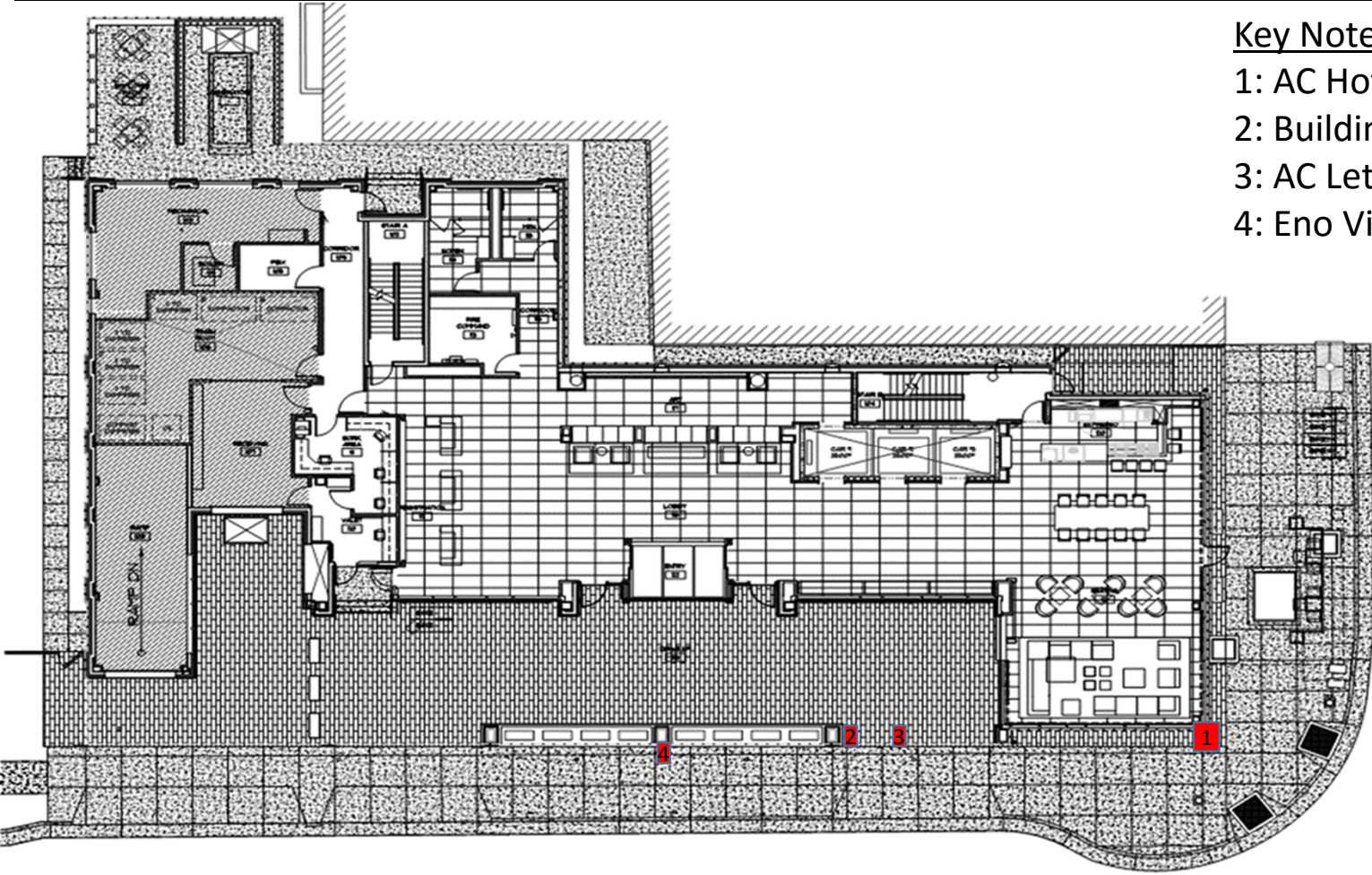
**NCG**<sup>®</sup>  
NORTH CENTRAL GROUP

Rendering





Signage Site Plan



- Key Notes:
- 1: AC Hotel Wall Sign
  - 2: Building Entrance Identification Sign
  - 3: AC Letter Channel Sign
  - 4: Eno Vino Wall Sign

East Washington Avenue

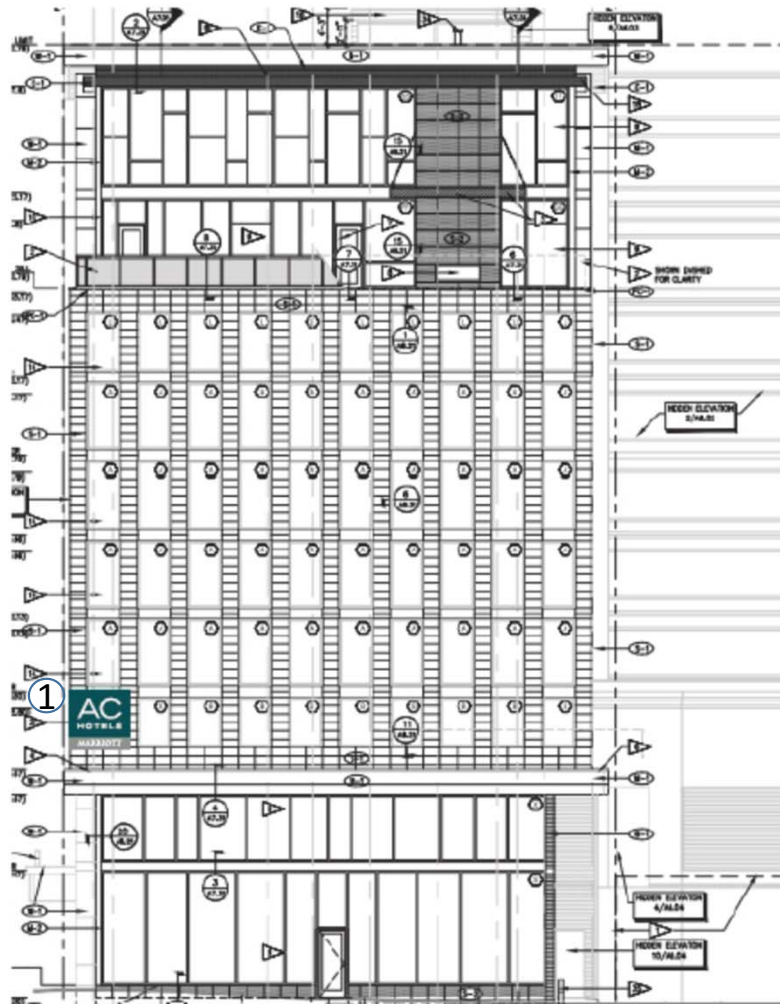
North Webster Street





## East Elevation Signage

EAST ELEVATION  
SCALE: 3/64" = 1'-0"

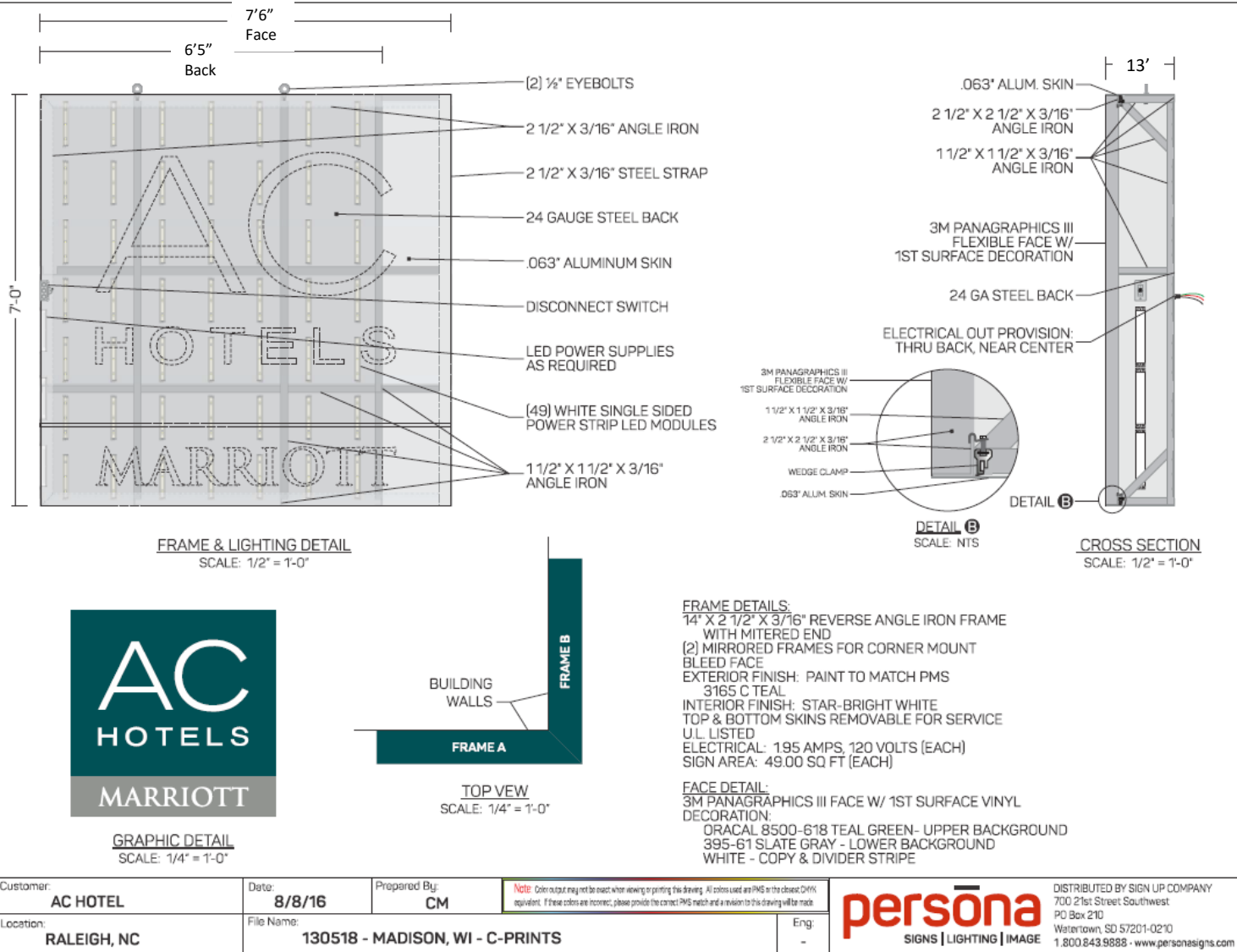


East Washington Avenue

1

AC Hotel Wall Sign  
Internally Illuminated Sign  
Mount to Wall  
7'6" Sign Height  
7'6" Sign Width

AC Hotel Wall Sign Details



- 1 AC Hotel Wall Sign  
Internally Illuminated Sign  
Mount to Wall  
7'6" Sign Height  
7'6" Sign Width

Building Entrance Identification Sign

- 2 Building Entrance Identification Sign  
1'-11 5/8" Wide  
1'-11 5/8" Tall



Mirror polished  
stainless steel cabinet

Main entrance logo sign to be  
installed on the side of the  
column in front of the main  
entrance to the building.

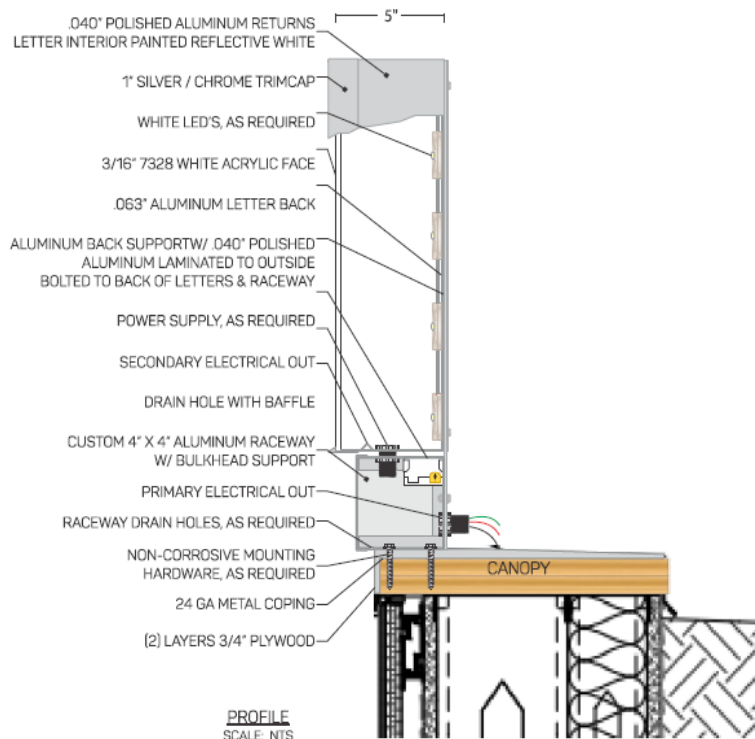
.118" clear solar grade  
polycarbonate face  
with 2<sup>nd</sup> surface vinyl  
or digital decoration

**Main Entrance Logo Detail**

Channel Letters Sign Detail



GRAPHIC DETAIL  
SCALE: 1/4" = 1'-0"



NOTES:  
UL LISTED  
120 VOLTS/AMPS TBD

PROFILE  
SCALE: NTS

- 3
- AC Hotel Channel Letters Sign


AC HOTEL MADISON

2' Letter Height

27'-7 5/16" Sign Length

10" Max Sign Depth

Mount to Canopy

Customer: <b>AC HOTEL</b>	Date: <b>8/8/16</b>	Prepared By: <b>CM</b>	<small>Note: Color output may not be exact when viewing or printing this drawing. All colors used are PMS or the closest CMYK equivalent. If these colors are incorrect, please provide the correct PMS match and a revision to this drawing will be made.</small>		DISTRIBUTED BY SIGN UP COMPANY 700 21st Street Southwest PO Box 210 Watertown, SD 57201-0210 1.800.843.9888 - <a href="http://www.personasigns.com">www.personasigns.com</a>
Location: <b>RALEIGH, NC</b>	File Name: <b>130518 - MADISON, WI - C-PRINTS</b>	Eng: <b>-</b>			

Eno Vino Projecting Sign

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← 3' →

3'



Eno Vino Wall Sign

- 4 Eno Vino Wall Sign  
3' Sign Height  
3' Sign Width  
10" Sign Depth

Wall sign to be installed on both sides of the column in front of the main entrance to the building.



October 26<sup>th</sup>, 2016

Mr. Al Martin  
City of Madison Planning Department  
215 Martin Luther King, Jr. Blvd.  
Madison, WI 53701



Re: 1 N. Webster Street Development Comprehensive Design Review

North Central Group, on the behalf of 202 E. Washington, LLC is requesting approval of the attached Comprehensive Signage Plan for the exterior building signage for the multi-tenant building located at 1 N. Webster Street. The building will include the following business: 1) the AC Hotel, 2) Eno Vino restaurant and terrace lounge on the 9<sup>th</sup> and 10<sup>th</sup> floor, 3) the AC Lounge, and 4) an espresso bar. Clear signage is critically important to the success of these four business entities. This package contains the signage for the AC Hotel and Eno Vino. The third party signage for the espresso bar will be submitted to the City for approval upon execution of the third party lease.

**Objective**

This Comprehensive Design Review (CDR) submittal addresses the CDR signage guidelines and requirements and the context of the building and surrounding area. The principal goals of the sign plan are to:

- create identity for the 1 N. Webster St. building and support its commercial activity, including a hotel, restaurant and espresso bar.
- provide an aesthetically pleasing and professional street presence,
- establish clear wayfinding for visitors to the building.

The execution of the objective and goals, as they relate to the size of the development, has created opportunities to incorporate appropriate signage which is legible in the appropriate scale to both motorists and pedestrians, into the building architecture. Included below is the intent of and commentary on each type of signage for the development. In one instance, the espresso bar, the details of the signage are not provided since the lease with the third party tenant has not been executed. These two signs will be subject to future design review and approval. Please refer to the document package for additional information on specific signage detail.

**Comprehensive Design Review Criteria**

1. The Sign Plan shall create visual harmony between the signs, building(s) and building site through unique and exceptional use of materials, design, color, any lighting, and other design elements; and shall result in signs of appropriate scale and character to the uses and building(s) on the zoning lot as well as adjacent buildings, structures and uses.
2. Each element of the Sign Plan shall be found to be necessary due to unique or unusual design aspects in the architecture or limitations in the building site or surrounding environment.
3. The Sign Plan shall not violate any of the stated purposes described in Secs. 31.02(1) and 33.42(2).
4. All signs must meet minimum construction requirements under Sec. 31.04(5).
5. The Sign Plan shall not approve Advertising beyond the restrictions in Sec. 31.11 or Off-Premise Directional Signs beyond the restrictions in Sec. 31.115.
6. The Sign Plan shall not be approved if any element of the plan:
  - a. Presents a hazard to vehicular or pedestrian traffic on public or private property,
  - b. Obstructs views at points of ingress or egress of adjoining properties,
  - c. Obstructs or impedes the visibility of existing lawful signs on adjacent properties, or
  - d. Negatively impacts the visual quality of public or private open space.
7. The Sign Plan may only encompass signs on private property of the zoning lot or building site in question, and shall not approve signs in the right of way or on public property.

1600 Aspen Commons, Suite 200 | P.O. Box 620994 | Middleton, WI 53562-0994 | (608) 836-6060 | fax (608) 836-6399

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



**Summary of Guidelines for Downtown Madison related to 1 N. Webster Street:**

- 1. "It is important to communicate and identify businesses in an effective and tasteful way. As a visual element, signs can enhance or detract from a commercial area."
- 2. "The shape of signs should reflect the architectural lines of the building."
- 3. "Signs should look like they belong on the building rather than looking like they were tacked on as afterthoughts."
- 4. "Color should be compatible with the exterior tones of the building."
- 5. "The quality of a sign is important because of its high visibility. This quality will be influenced by the choice of materials, type of sign, lettering and lighting."

**The Zoning Administrator determined that the standards of the "Downtown Urban Design Guidelines" additionally apply to this project as per Sec. 31.13(9) of the Madison General Ordinances. The following is a list of those additional standards:**

- 1. "Signage should be integrated and be compatible with the architectural scheme of a building."
- 2. "Messages should be simple— only including the name, address, function (i.e. restaurant) and logo of an establishment."

**The signage meets the above criteria and is in compliance with these standards for the following reasons:**

- 1. The building architecture is high quality. The E. Washington Ave./Webster St. materials are primarily glass and porcelain. As such, the southeast corner of the building was specifically designed to provide very limited signable area and great care was made to tastefully integrate this limited signable area into the building architecture.
- 2. The proposed comprehensive sign plan has been designed to meet the City of Madison goals and the standards as follows: This multi-tenant building includes a hotel and third-party restaurant. The transient nature of the hotel requires clear and concise wayfinding for hotel guests who are typically unfamiliar with the area. The signage provides necessary wayfinding on both the auto scale and the pedestrian scale. The mounted corner wall sign provides clear and essential visibility of the hotel for drivers on both East Washington Ave. and Webster St., while the above canopy sign and the building entrance identification sign provide the same benefit to guests arriving to the hotel on foot.
- 3. All signage exists exclusively upon the private property of the building site. No signage is in the right of way or on public property.
- 4. The signage included in this plan was carefully designed to avoid obstructing visibility of existing signs or the view at ingress or egress of any adjoining properties. Additionally, the presence of these signs does not in any way negatively impact the visual quality of the area and does not present a hazard to anyone.
- 5. All signage is either non-combustible or no more combustible than wood, securely anchored to withstand dead load and wind, appropriately illuminated and meticulously designed to meet all of the minimum construction standards of Sec. 31.04(5).
- 6. In compliance with the policy for the "Outer Ring," as outlined in Sec. 31.05(2), this sign plan contains no "nonconforming advertising signs". This sign plan contains no advertising signs or Off-Premise Directional Signs, and thus is in compliance with Sec. 31.11 and 31.115.
- 7. Additional signs will later be added for an espresso bar. These signs will also be presented in a simple and purposeful fashion (stating the name, location and logo of the espresso bar).

**The following is a listing of sign types located on the site plan and building elevations:**

<b>SIGN 1</b>	Sec. 31.07(4)(b) Wall Sign	<b>AC Hotel Wall Sign</b> (Corner of Webster St. and East Washington Ave.) The sign will be internally illuminated, in full compliance with Sec. 31.04(5)(K), and will not exceed 120 sf in area. The sign will be mounted above the southeast corner brow and integrated into the building architecture. (Size and location as depicted in the documents.)
<b>SIGN 2</b>	Sec. 31.15 Building Entrance Identification Sign	<b>AC Hotel Entrance Identification Sign</b> (Webster St.) This sign is intended to identify the <b>primary</b> main entrance to the building for hotel guests. This sign will reside on the side of the column in front of the main entrance to the building and will not exceed 4 sf in area. (Size and location as depicted in the documents.)
<b>SIGN 3</b>	Sec. 31.071(2)(c)(3) Above Canopy Sign	<b>AC Hotel Channel Letter Sign</b> (Webster St.) This channel letter sign will be mounted above the Webster St. canopy. The sign will be internally illuminated, in full compliance with Sec. 31.04(5)(K), and will not exceed 60 sf in area. (Size and location as depicted in the documents.)
<b>SIGN 4</b>	Sec. 31.07(4)(b) Wall Sign	<b>Eno Vino Wall Sign</b> (Webster St.) This sign will be internally illuminated, in full compliance with Sec. 31.04(5)(K) and will not exceed 10 sf in area. This sign will reside on the column in front of the main entrance to the building. (Size and location as depicted in documents.)
	All Other Signs	All other signs, not mentioned above, will be in compliance with Chapter 31 of the Madison General Ordinances.

# North Webster & East Washington Elevation Signage

1 N. Webster Street Development  
 City of Madison  
 October 26<sup>th</sup>, 2016

Following is a comparison of the City of Madison Sign Ordinance and the signage, as proposed, which shows which signs comply with Chapter 31 and those requiring Comprehensive Design Plan approval within the DC (Downtown Core) Zoning District.

Code	Sign Type	Allowed and Comprehensive Design	Comprehensive Design Plan
31.07(4)(b)	Wall Sign	<p>Number of Signable Areas:            There shall be one (1) signable area, whether on the wall or the roof, for each façade facing a street. There shall be no more than four (4) signable areas per building.</p> <p>In no case shall a wall sign under Sec. 31.07(2)(b) exceed one hundred twenty (120) square feet in net area.</p> <p>For a single occupancy, stand-alone, non-residential building with twenty-five thousand (25,000) square feet or more in floor area, or a non-residential occupancy or tenant space with twenty-five thousand (25,000) square feet or more in a multi-tenant building, the maximum net area of all wall, roof and above roof signs shall be 30% of the signable area.</p>	<p>In lieu of projecting signs, the AC Hotel will utilize a wall sign affixed to the southeast corner that lies flush with the brow below. The sign is designed to appear as a cube protruding from the building corner, so as to provide necessary and appropriate visibility to guests approaching from either Webster St. or E. Washington Ave.</p> <p>The wall sign will be smaller in area than the 120 sq. ft. limit.</p> <p>The signage can be considered compatible on the following grounds: A signable area will be constructed upon the southeast corner exclusively for the purpose of this corner wall sign. As this space is not standard signable area, but rather space designed into the building architecture and constructed exclusively for the use of the wall sign, the signage will represent 100% of this signable area. Approval is requested for the use of &gt;30% of the signable area, since the limited area was designed specifically for the sign.</p>
31.15	Building Entrance Identification Sign	<p>Table 2:            Allows for up to 12 sf per sign and is silent on the number allowed.</p>	<p>The building entrance identification sign will be no larger than 4 sf. The placement will be on the side of the column in front of the main entrance to the building. This sign will be internally illuminated so as to comply with Sec. 31.04(5)(K). This signage is therefore in compliance with the sign ordinance.</p>
31.071	Canopy Sign	<p>A maximum of one (1) sign may be erected on the top of an attached canopy.            The sign shall have a vertical dimension no higher than the roofline of the corresponding building façade and no higher than 2 feet above the canopy.            Above-Canopy Signs shall be constructed of free-standing letters, numbers, other characters or free-standing business logo.</p>	<p>There is only one above-canopy sign, which is composed of free-standing channel letters erected on top of an attached canopy. These letters will be no more than 2 feet tall. Due to the structure of this sign, it is fully in compliance with the sign ordinance.</p>
31.07(4)(b)	Wall Sign	<p>Number of Signable Areas:            There shall be one (1) signable area, whether on the wall or the roof, for each façade facing a street. There shall be no more than four (4) signable areas per building.            In no case shall a wall sign under Sec. 31.07(2)(b) exceed one hundred twenty (120) square feet in net area.</p> <p>For a single occupancy, stand-alone, non-residential building with twenty-five thousand (25,000) square feet or more in floor area, or a non-residential occupancy or tenant space with twenty-five thousand (25,000) square feet or more in a multi-tenant building, the maximum net area of all wall, roof and above roof signs shall be 30% of the signable area.</p>	<p>To comply with the Pedestrian Way Clearance Requirements the Third Party Restaurant Sign will be mounted to both sides of the column near the building entrance. This sign is in compliance with the sign ordinance.</p>
	All Other Signs	Any sign not specifically mentioned above will be in compliance with Chapter 31 of the Madison General Ordinances.	In compliance with the sign ordinance.

October 26<sup>th</sup>, 2016

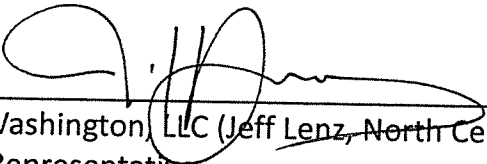
Mr. Al Martin, Secretary of the Urban Design Commission  
Department of Planning & Development  
City of Madison  
215 Martin Luther King Jr. Blvd.  
Room LL-100  
Madison, WI 53703

Re: Comprehensive Design Review Final Submittal  
AC Hotel Madison  
1 North Webster Street

Dear Mr. Martin:

The attached Signage Plan dated October 26<sup>th</sup>, 2016 delineates our original plan of action and incorporates comments from the Urban Design Commission. This also represents the approval of the Urban Design Commission at the July 21<sup>st</sup> meeting.

Submitted by:

  
\_\_\_\_\_  
202 E. Washington, LLC (Jeff Lenz, North Central Group)  
Owner Representative

11/9/16  
Date

Approved by:

\_\_\_\_\_  
Alan Martin  
Secretary of the Urban Design Commission  
City of Madison Planning Commission

\_\_\_\_\_  
Date

