

February 8, 2017

Urban Design Commission
City of Madison

RE: 650 Grand Canyon Drive – Best Western West Towne Suites – Comprehensive Design Review of a
CC *Commercial Center District* zoned property

Dear Commission,

Attached is the proposed sign plan for the Commercial Site, Zoned CC, located at 650 Grand Canyon Dr.

We believe this request satisfy the seven items for consideration of Madison Sign Control Ordinance, section 31.043(4)(b) Comprehensive Design Review Criteria, as discussed below:

- 1) The identification signage proposed adjacent to the canopy on the south elevation and at the entrance to the property indeed creates visual harmony between the signs, buildings and site and results in a signage of appropriate scale and character.
 - a. The freestanding sign adjacent to the canopy incorporates weathered perforated steel to complement the entrance canopy.
 - b. The freestanding sign adjacent to the canopy has a net area within the limits set by Chapter 31 Sign Control Ordinance for a Group 3 property.
- 2) The signage proposed for the property, one freestanding sign and one ground directional, is intended to identify the property and direct visitors in an effective manner.
- 3) The signage proposed is not intended to violate stated purposes of ordinances.
- 4) The signage proposed will meet minimum construction requirements of the Chapter 31 Sign Control Ordinance.
- 5) The signage proposed is on-premise of the owner's property and does not go beyond the restrictions of Advertising or Off-Premise Directional Signs in the Chapter 31 Sign Control Ordinance.
- 6) The signage proposed is not intended to present hazards, obstruct views, obstruct visibility of lawful signs, or negatively impact visual quality, and it does not appear to do so.
- 7) The signage proposed is on the owner's private property.

Specific to the identification sign proposed adjacent to the canopy on the south elevation:

- ✓ Chapter 31 Sign Control Ordinance allows a single face of any one ground sign to be up to 144 square feet (reference Table 1, Sec. 31.15(1) for a Group 3 property); the proposed sign is 125.875 square feet. As such, we believe this supports the request to approve the proposed design.
- ✓ Chapter 31 Sign Control Ordinance allows a Pole Sign to be up to 22' in height. The definition of a Pole Sign includes "*a Ground Sign that is supported by one or more poles or other supporting structures, if the total width of the pole(s) or supporting structure(s) is one third (1/3) or less the width of the net area of the sign copy it supports.*" The proposed design does not meet this portion of the definition; however, if it did, the variance process would allow consideration of an increase in height to 33'. The proposed design's overall height is 26'7", which is less than what could be considered via variance request. As such, we believe this supports the request to approve the proposed design.

Specific to the identification sign proposed at the entrance to the property:

- ✓ Chapter 31 Sign Control Ordinance allows a total of all faces of all ground sign to be up to 288 square feet (reference Table 1, Sec. 31.15(1) for a Group 3 property); each face of the proposed identification sign at the entrance is 9.7 square feet. Therefore the total of the proposed single-sided freestanding sign adjacent to the canopy (125.875 square feet) and the two faces of the proposed ground sign at the entrance (9.7 square feet each) is 145.275 square feet, well under 288 square feet. As such, we believe this supports the request to approve the proposed design.

Finally, both of the signs in the proposed sign plan are internally illuminated and are consistent with section 31.04(5)(k)5 of the Sign Control Ordinance; that is, they are designed in such a way so that when illuminated, the sign appears to have light-colored copy on a dark or non-illuminated background.

In summary, the proposed sign plan is intended to optimize property identification and create visual harmony with the building and site. As such, we are seeking approval of this sign plan.

Thank you for your consideration.



Dan Pietrzykowski
DP Industries LLC d/b/a **Grant Signs**

URBAN DESIGN COMMISSION APPLICATION CITY OF MADISON

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

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

Date Submitted: <u>FEBRUARY 8, 2017</u> UDC Meeting Date: <u>MARCH 8, 2017</u> Combined Schedule Plan Commission Date (if applicable): _____	Informational Presentation Initial Approval Final Approval
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Please complete all sections of the application, including the desired meeting date and the type of action requested.

Project Address: 650 GRAND CANYON DRIVE
 Project Title (if any): BEST WESTERN WEST TOWNS SUITES

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-\$500 fee) Street Graphics Variance* (public hearing-\$300 fee)
- Signage Exception(s) in an Urban Design District (public hearing-\$300 fee)

Other:

Please specify: _____

i. Applicant, Agent & Property Owner Information:

Applicant Name: RANDEE TALWAR
 Street Address: 650 GRAND CANYON DRIVE
 Telephone: (608) 833-1425 Fax: (608) 833-5614

Company: BEST WESTERN WEST TOWNS SUITES
 City/State: MADISON WI Zip: 53719
 Email: randee@bwmadison.com

Project Contact Person: DAN PIETREZYKOWSKI
 Street Address: 2810 SYENE RD
 Telephone: (608) 838-7744 Fax: () _____

Company: GRANT SIGNS
 City/State: MADISON WI Zip: 53713
 Email: Dan@GrantSigns.net

Project Owner (if not applicant): PROJECT OWNER, PROPERTY OWNER, AND APPLICANT ARE THE SAME
 Street Address: _____
 Telephone: () _____ Fax: () _____

City/State: _____ Zip: _____
 Email: _____

ii. Applicant Declarations:

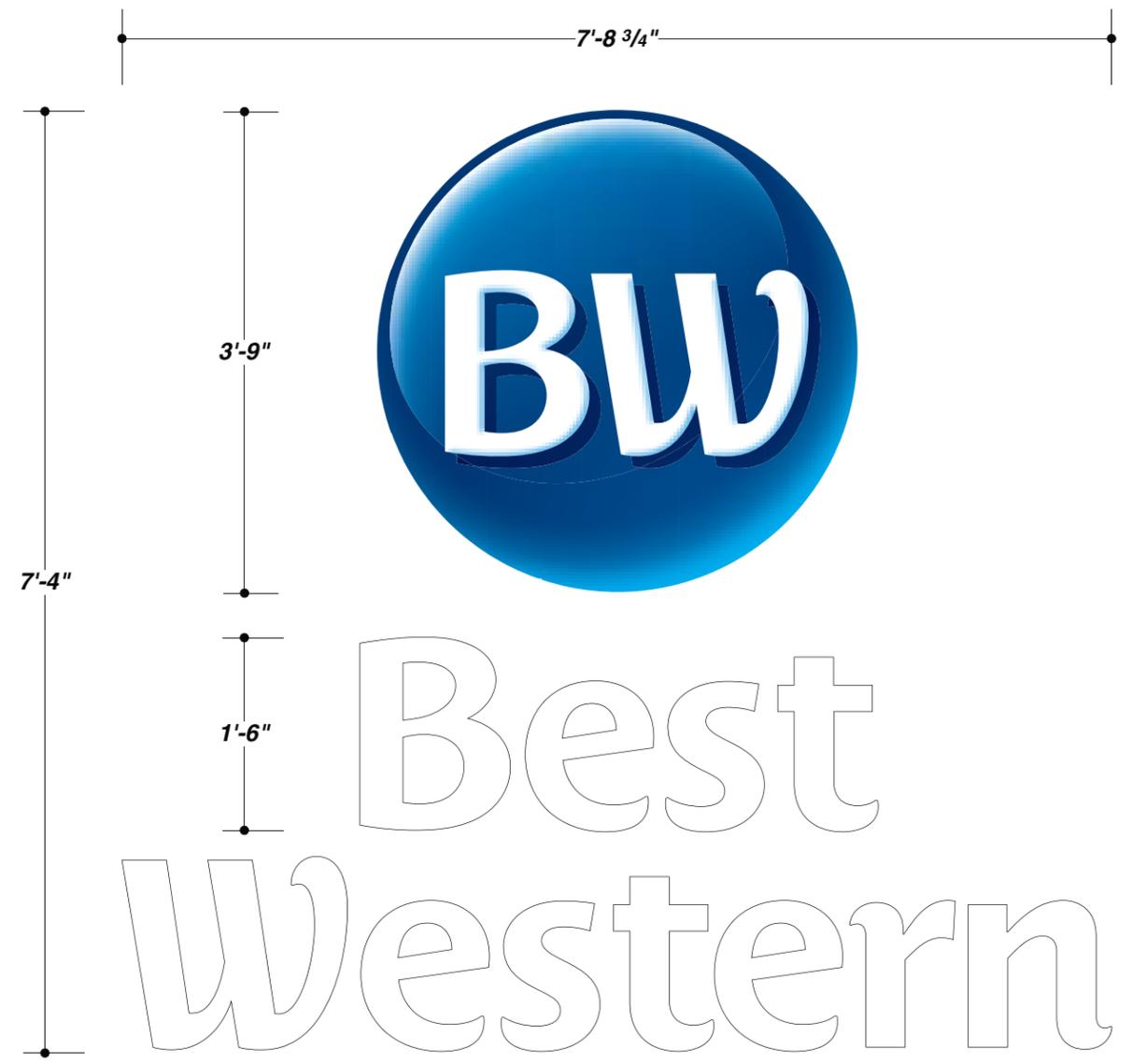
Prior to submitting this application, the applicant is required to discuss the proposed project with Urban Design Commission staff. This application was discussed with SW on 2/7/17.

(name of staff person) (date of meeting)

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.

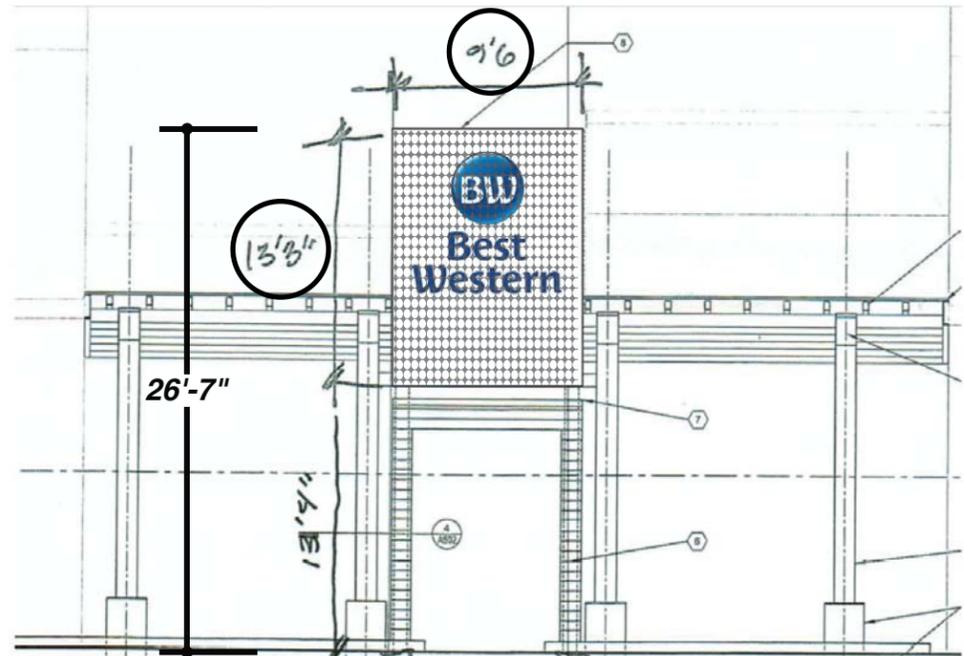
Name of Applicant RANDEE TALWAR Relationship to Property OWNER

Authorized Signature [Signature] Date 2/8/2017
AUTHORIZED BY OWNER, RANDEE TALWAR



NET SIGN AREA:
 $9'-6'' \times 13'-3'' = 125.875 \text{ ft}^2$

SIMULATED NIGHT VIEW



CUSTOMER-PROVIDED RENDERING

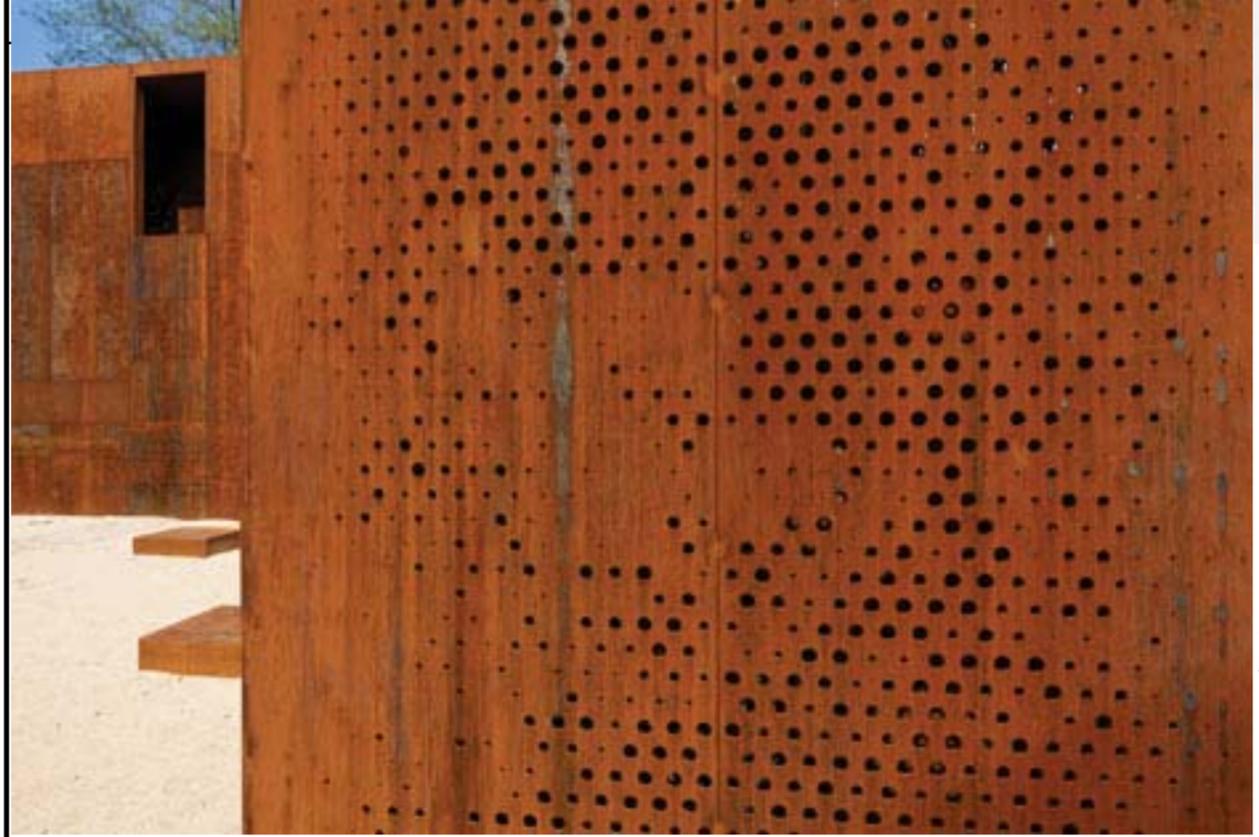
TOTAL SQ. FT. OF SIGNAGE: 125.875 ft²

JOB DESCRIPTION
 SINGLE-FACED FREESTANDING SIGN
 INCORPORATING LED-ILLUMIATED CHANNEL
 LETTERS

FILE NAME: 55636-02-0 DATE: 02.07.17 SCALE: 3/4" = 1'-0"
 FILE TYPE: OUT PROD OTHER
 JOB NAME: BEST WESTERN
 LOCATION: 650 GRAND CANYON DR, MADISON, WI 53719
 DRAWN BY: CS SALESMAN: DAN PIETRZYKOWSKI

DESIGN APPROVED BY: _____
 AUTHORIZED SIGNATURE: _____
 DATE: _____

UNLESS OTHERWISE SPECIFIED:
 • ALL FLUORESCENT LAMPS WILL BE T12-CW-HO LAMPS. • ALL BALLASTS WILL BE COLD START ALL-WEATHER BALLASTS. • ALL NEON TRANSFORMERS WILL BE 30 MILLIAMPS. • 120V PRIMARY POWER TO SIGNS WILL BE BY OTHERS. • ALL DATA LINES TO ELECTRONIC SIGNAGE WILL BE BY OTHERS. • ALL PAINT COLORS WILL BE SEMI-GLOSS FINISH.
 THIS IS AN ORIGINAL COMPUTER GENERATED COLOR PRINT. COLORS REPRESENTED ON THIS PRINT MAY NOT MATCH THE PMS CHIP, VINYL OR PAINT COLORS EXACTLY. IT IS TO BE VIEWED AS A REPRESENTATION ONLY. ALL SIZES AND SHAPES DEPICTED ARE REPRESENTATIONAL AND MAY VARY FROM FINAL PRODUCT. THEY ARE ONLY FOR THE CUSTOMERS USE IN CONNECTION WITH A PROPOSED PROJECT. ARTWORK AND PRINTED MATERIAL ARE NOT TO BE USED BY ANYONE OUTSIDE OF YOUR ORGANIZATION, NOR IS IT TO BE REPRODUCED, COPIED OR EXHIBITED IN ANY FORM



CONCEPTUAL RENDERING (*MAY NOT BE TO EXACT SCALE)

PHOTO OF WEATHERED PERFORATED STEEL TO BE INCORPORATED INTO FREESTANDING SIGN TO COMPLEMENT THE EXISTING CANOPY

UNLESS OTHERWISE SPECIFIED: ALL FLUORESCENT LAMPS WILL BE T12-CW-HO LAMPS. ALL BALLASTS WILL BE COLD START ALL-WEATHER BALLASTS. ALL NEON TRANSFORMERS WILL BE 30 MILLIAMPS. 120V PRIMARY POWER TO SIGNS WILL BE BY OTHERS. ALL DATA LINES TO ELECTRONIC SIGNAGE WILL BE BY OTHERS. ALL PAINT COLORS WILL BE SEMI-GLOSS FINISH.

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WWW.GRANTSIGNS.NET

2810 SYENE RD - MADISON, WI 53713

608.838.7794



FILE NAME: 55636 DATE: 02.07.17 SCALE: _____
 FILE TYPE: OUT PROD OTHER _____
 JOB NAME: BEST WESTERN
 LOCATION: 650 GRAND CANYON DR, MADISON, WI 53719
 DRAWN BY: CS SALESMAN: DAN PIETRZYKOWSKI

DESIGN APPROVED BY: _____
 AUTHORIZED SIGNATURE: _____
 DATE: _____

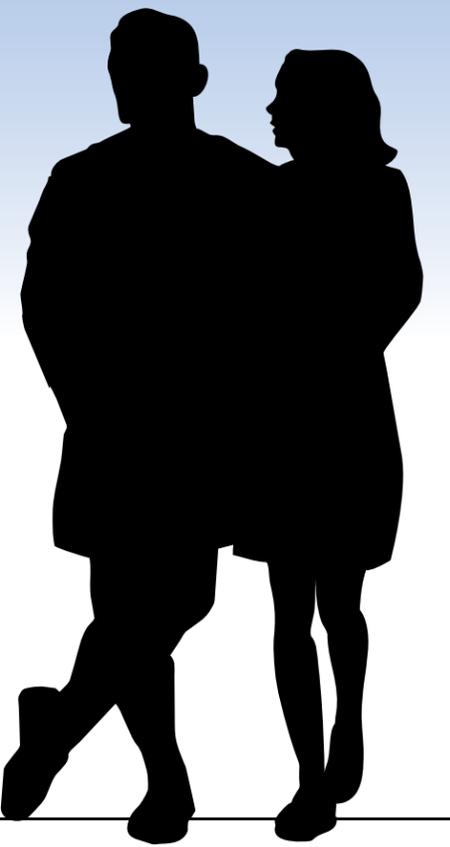
GRANT SIGNS DP INDUSTRIES, LLC

608.838.7794





SIDE VIEW



SIMULATED NIGHT VIEW

JOB DESCRIPTION

DOUBLE-FACED, LED-ILLUMINATED GROUND SIGN

FILE NAME: 55636-01-0 DATE: 02.07.17 SCALE: 3/4" = 1'-0"

FILE TYPE: OUT PROD OTHER

JOB NAME: BEST WESTERN

LOCATION: 650 GRAND CANYON DR, MADISON, WI 53719

DRAWN BY: CS SALESMAN: DAN PIETRZYKOWSKI

DESIGN APPROVED BY: _____

AUTHORIZED SIGNATURE: _____

DATE: _____

TOTAL SQ. FT. OF SIGNAGE: 9.7ft²

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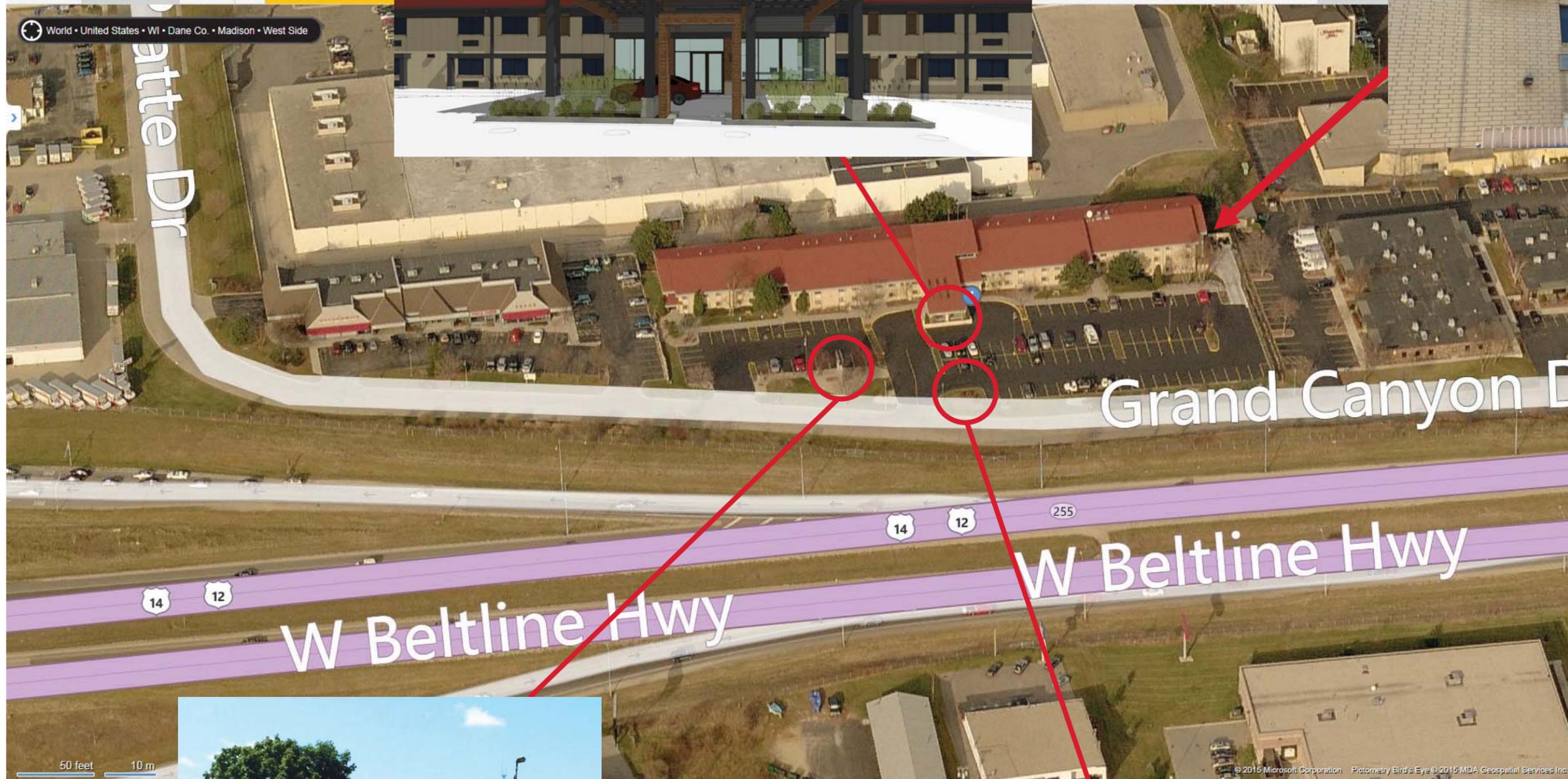
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PROPOSED IDENTIFICATION SIGN BY CANOPY



SIGN REMOVED DURING REMODELING. NOT BEING REPLACED.



EXISTING GROUND SIGN AT LEFT; INTENT IS TO REMOVE AND NOT REPLACE.



PROPOSED DIRECTIONAL SIGN

FILE NAME: 55636-00-0 DATE: 02.07.17 SCALE: NTS
 FILE TYPE: OUT PROD OTHER
 JOB NAME: BEST WESTERN
 LOCATION: 650 GRAND CANYON DR, MADISON, WI 53719
 DRAWN BY: CS SALESMAN: DAN PIETRZYKOWSKI

DESIGN APPROVED BY: _____
 AUTHORIZED SIGNATURE: _____
 DATE: _____

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