

APPLICATION FOR  
URBAN DESIGN COMMISSION  
REVIEW AND APPROVAL

AGENDA ITEM # 56  
Project # 7-88-13  
Legistar # 30769

DATE SUBMITTED: August 21, 2013  
UDC MEETING DATE: August 28, 2013

Action Requested  
Informational Presentation  
 Initial Approval and/or Recommendation  
 Final Approval and/or Recommendation

PLEASE PRINT!

PLEASE PRINT!

PROJECT ADDRESS: **610 John Nolen Drive**

ALDERMANIC DISTRICT: **Strasser**

OWNER/DEVELOPER (Partners and/or Principals)  
**Nolen Hotel Investment, LLC**

**245 Horizon Drive #106**

**Verona, WI 53593**

CONTACT PERSON: **Josh Wilcox**

Address: (same as Architect above)

Phone: 608-829-1750

Fax: 608-829-3056

E-mail address: [josh.wilcox@garybrink.com](mailto:josh.wilcox@garybrink.com)

ARCHITECT/DESIGNER/OR AGENT:  
**Gary Brink & Associates, Inc.**

**8401 Excelsior Drive**

**Madison, WI 53717**

CITY OF MADISON

AUG 21 2013

10:12 AM

Planning & Community  
& Economic Development

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 Exceptions to signage requirements UDD1

\*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.

# Ryan Signs, Inc.

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3007 Perry Street  
Madison, WI 53713  
Phone 608-271-7979  
Fax 608-271-7853  
mbgrowneyselene@ryansigns.net

August 21, 2013

**TO:** Mr. Al Martin  
Secretary to the City of Madison Urban Design Commission

**FROM:** Mary Beth Growney Selene  
Serving as Agent for Nolen Hotel Investment LLC

**RE:** **610 JOHN NOLEN DRIVE  
HOLIDAY INN EXPRESS & SUITES  
EXCEPTIONS TO URBAN DESIGN DISTRICT #1 SIGNAGE REQUIREMENTS**

Dear Urban Design Commission Members;

Following is our request for approval of Exceptions to Urban Design District #1 Signage Requirements.

**1. Background**

- A. The site is located at the end of the cul-de-sac north of the Sheraton Hotel.
- B. Access to and from the site is limited to the John Nolen Drive Frontage Road.
- C. The property is zoned SE (Suburban Employment District).
- D. The property is currently vacant.

**2. Urban Design District #1 Requirements and Guidelines and requests for exceptions to requirements**

**Signs.** Signs in the district shall meet the following requirements and conform as much as possible to the following guidelines.

a. Requirements.

- i. Signs, if located on or adjacent to buildings, shall be integrated with the architectural design of the buildings. **The signs are located with placement in symmetry to the window lines.**
- ii. Signs shall be located and designed only to inform the intended clientele. **The wall signs are placed on the east, south and west elevations and are intended to inform traffic on John Nolen Drive and as you approach John Nolen Drive from Alliant Energy Center or Olin Avenue.**
- iii. Signs shall be used only for identification of the establishment, and shall have no more than a total of eight (8) symbols and/or words.
- iv. No portion of an illuminated sign shall have luminance greater than two hundred (200) foot lamberts for any portion of the sign within a circle of two (2) feet in diameter.
- v. No sign or part of any sign shall move, flash, rotate or change its illumination more than once an hour.

- vi. A minimum setback of five (5) feet from the public ROW is required of all ground signs. A minimum of ten (10) feet from the public ROW is required for signs exceeding ten (10) square feet in effective area. A minimum setback of twenty (20) feet is required for all signs exceeding twenty (2) square feet in effective area.  
**The masonry wall on which the letters are mounted will be located 10'-4" behind the public ROW.**
- vii. The height of a ground or wall sign shall not exceed ten (10) feet along John Nolen Drive or eighteen (18) feet elsewhere in the district unless a higher sign is specifically approved by the UDC based on the following criteria:
  - a. An exception from the height limitation is necessary for a sign located on the site of an establishment to be identifiable and legible from the nearest roadway at prevailing speeds; and  
**WALL SIGNS: The placement of the wall signs allows the signs to be identifiable and legible from John Nolen Drive and Olin Avenue.**
  - b. An exception from the height limitation will result in a sign more in scale with the building and site and will result in a superior overall design.  
**WALL SIGNS: The wall signs are designed to fit the scale of the elevations on which they are placed.**
- viii. The effective area of a ground or wall sign shall not exceed forty (40) square feet along John Nolen Drive or seventy-two (72) square feet elsewhere in the districts unless a larger sign is specifically approved by the UDC based upon the following criteria:
  - a. An exception from the size limitation is necessary for a sign located on the site of an establishment to be identifiable and legible from the nearest roadway at prevailing speed; and  
**MONUMENT SIGN: The site is located at the end of the John Nolen Drive cul-de-sac. The placement of the monument sign is important to those looking for their destination and unfamiliar with the location.**  
**WALL SIGNS: The wall signs are necessary to identify the site from the nearest roadways.**
  - b. An exception from the size limitation will result in a sign more in scale with the building and site and will result in a superior overall design.  
**MONUMENT SIGN: The placement of the monument sign is at the widest point of the building and is integral to the "entrance" of the development, including landscaping.**  
**WALL SIGNS: The wall signs are designed to fit the scale of the elevations on which they are placed.**



- b. Guidelines.
- i. A sign should identify the activity without imposing upon the view of residents, businesses or activities of the district.
  - ii. A sign should be appropriate to the type and activity and clientele at which its message is aimed.
  - iii. Signs should be designed so as to be legible to the intended viewer in relation to the surrounding circumstances.
  - iv. Signs should avoid covering or impinging upon landscape features or significant structures.
  - v. Illuminated signs should be lit internally or from the ground, not with fixtures projecting from the sign. **All of the proposed signs are internally illuminated.**
  - vi. Internally illuminated signs shall use light letters on a dark background.
- c. The Urban Design Commission shall, in addition, evaluate proposed signs in the district based upon the requirements of Chapter 31 in the Madison General Ordinances.

**EXCEPTIONS TO SIZE AND HEIGHT OF THE PROPOSED SIGNAGE**

Sign Location	UDD #1 Allowable	Requested Area/Height	Request for Exception
Masonry Wall	40 square feet 10'-0" overall height 20'-0" setback from public ROW	Wall is 6'-0" x 24'-0" Signage is 47.5 square feet (letters mounted on masonry wall)	<b>7.5 square feet exception requested</b> =====
East Wall	40 square feet 10'-0" overall height	Sign is 66 square feet	<b>9'-0" setback exception requested</b> =====
West Wall	40 square feet 10'-0" overall height	Sign is 66 square feet	<b>26 square foot exception requested</b> =====
South Wall	40 square feet 10'-0" overall height	Sign is 126 square feet	<b>31'-0" height exception requested</b> =====
			<b>86 square foot exception requested</b> =====
			<b>41'-0" height exception requested</b>

Thank you for your consideration.

Respectfully Submitted.



GARY BINK & ASSOCIATES  
ARCHITECTS  
7700 BROADWAY SUITE 300  
MILWAUKEE, WI 53222  
414-221-5700  
414-221-5000 FAX

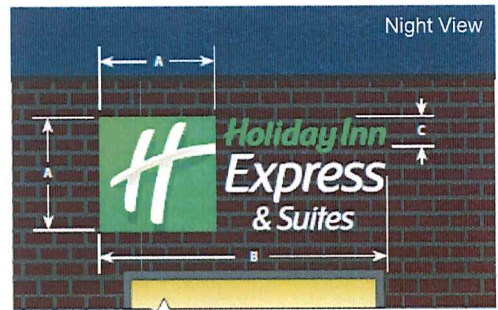


SOUTH  
SCALE: 1/8" = 1'-0"



WEST  
SCALE: 1/8" = 1'-0"

GRAPHIC	EXTERIOR FINISH KEY
	FINISH NO. 1 COPING FINISH AND STAIRWELL COLOR: CLEAR UNCOATED
	FINISH NO. 2 COLOR: SLATE GREY
	FINISH NO. 3 COLOR: COMPENSATION
	FINISH NO. 4 COLOR: COMPENSATION
	FINISH NO. 5 COLOR: SLATE GREY



PROJECT: HOLIDAY INN EXPRESS & SUITES  
810 JOHNSON DRIVE, MADISON, WI  
CLIENT: NOLEN HOTEL INVESTMENT LLC  
20 HORIZON DRIVE, SUITE 100, VERONA, WI 53593

DATE: 08/20/10  
DRAWN BY: SPF  
DATE: 08/20/10  
SCALE: AS NOTED  
SHEET NO: 08-2.00

ELEVATIONS  
A6.01



GARY BIRN & ASSOCIATES  
ARCHITECTS  
700 W. MARKET AVENUE, SUITE 200  
NORFOLK, NE 68701  
402-478-8800  
WWW.GARYBIRN.COM

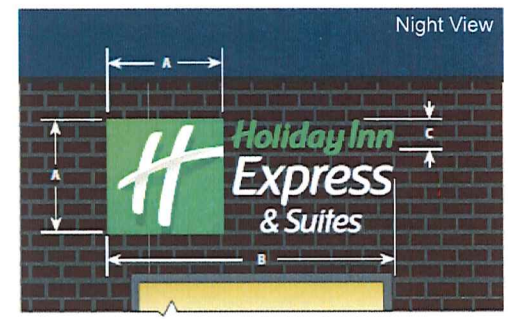


NORTH  
SCALE: 1/8" = 1'-0"



EAST  
SCALE: 1/8" = 1'-0"

GRAPHIC	EXTERIOR FINISH KEY
	PETAL NO. 1 - COPPER FINISH AND STONEMAN COLOR CLEAR ANODIZED
	PETAL NO. 2 - COLUMN SLATE GREY
	BRICK NO. 1 - B&W MIXTURE COLUMN SUPPLEMENT
	BRICK NO. 2 - B&W MIXTURE COLUMN SUPPLEMENT
	BRICK NO. 3 - B&W MIXTURE COLUMN SUPPLEMENT
	BRICK NO. 4 - B&W MIXTURE COLUMN SUPPLEMENT



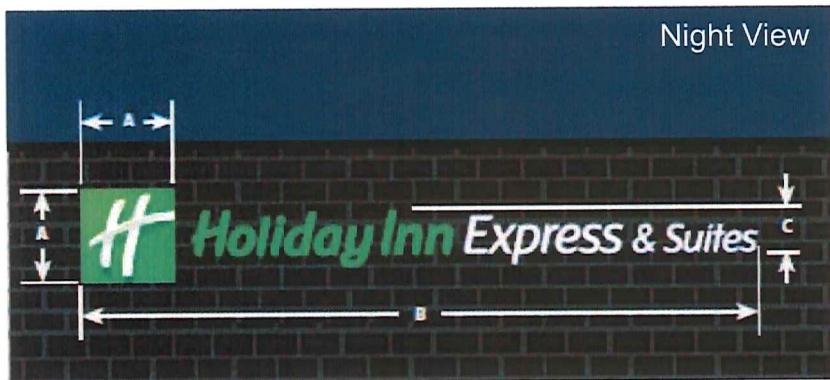
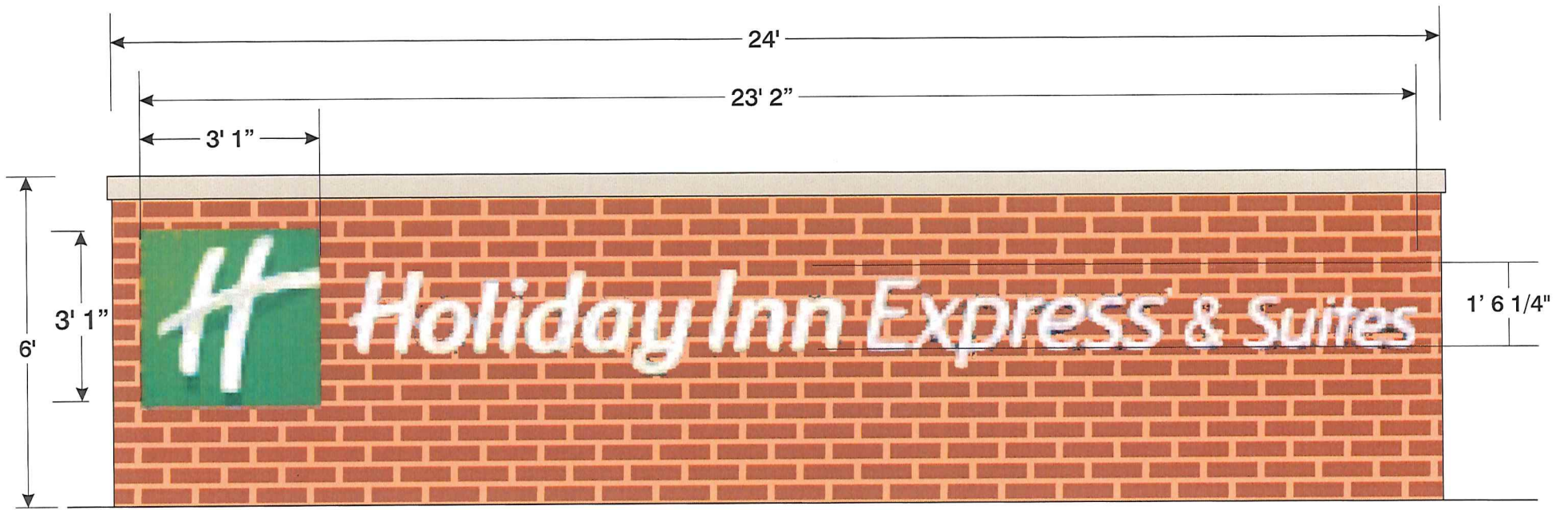
PROJECT: HOLIDAY INN EXPRESS & SUITES  
610 JOHN HENDERSON DRIVE, MADISON, WI  
CLIENT: NOLEN HOTEL INVESTMENT LLC  
240 HORIZON DRIVE, SUITE 108, VERONA, WI 53593

PROJECT: 251786  
DRAWN BY: EJP  
DATE: AS NOTED  
SCALE: AS NOTED  
JGC 09/23/20

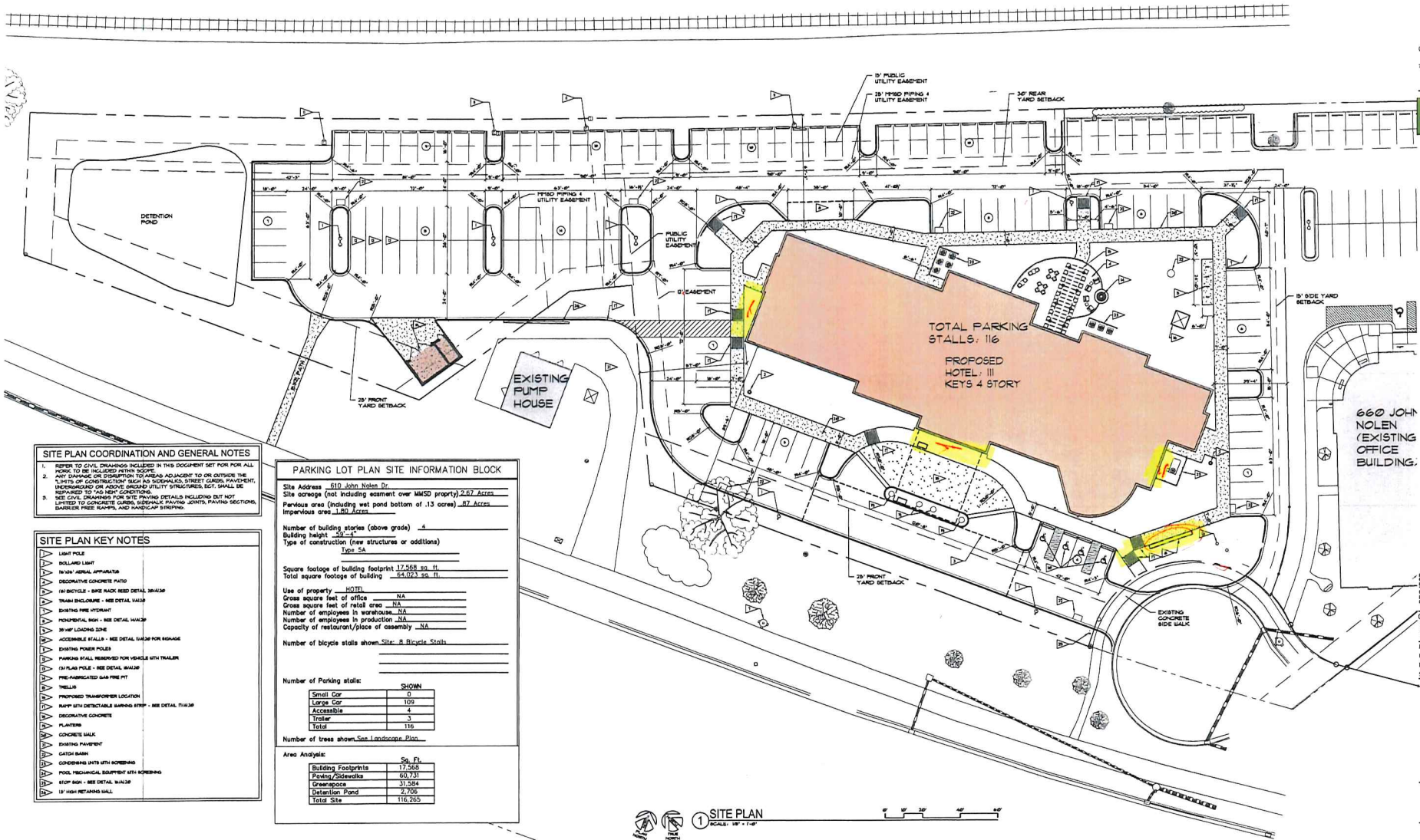
ELEVATIONS  
A6.02



# Monument Sign



<b>Ryan Signs, Inc.</b>		..... 3/8" = 1' 0"
<b>HOLIDAY INN EXPRESS &amp; SUITES</b>		..... 8/20/13
<small>These plans are the exclusive property of Ryan Signs, Inc. and are the result of the original design work of its employees. They are submitted to you or your company for the sole purpose of your consideration of whether to purchase from Ryan Signs, Inc., Madison, Wisconsin a sign designed and manufactured according to these plans. Distribution or exhibition of these plans to anyone other than employees of your company or use of these plans to construct a sign similar to the one embodied herein is expressly prohibited. In the event that such use, distribution or exhibition occurs, the undersigned expressly agrees to pay to Ryan Signs, Inc. the sum of 25% of our purchase price as quoted to you. This covenant of payment is acknowledged to be compensation for the time, effort and talent devoted to the preparation of the plans.</small>		..... 2013
client signature _____		<b>54367</b>



**SITE PLAN COORDINATION AND GENERAL NOTES**

- REFER TO CIVIL DRAWINGS INCLUDES IN THIS DOCUMENT SET FOR FULL RANGE TO BE INCLUDED WITHIN SCOPE.
- ANY DAMAGE OR CONSTRUCTION ADJACENT TO OR OUTSIDE THE LIMITS OF CONSTRUCTION SUCH AS SIDEWALKS, STREET CURBS, PAVEMENT, IMPROVEMENTS OR ABOVE GROUND UTILITY STRUCTURES, ETC. SHALL BE REPAIRED TO "AS NEW" CONDITIONS.
- SEE CIVIL DRAWINGS FOR SITE FINISH DETAILS INCLUDING BUT NOT LIMITED TO CONCRETE CURBS, SIDEWALK FINISH JOINTS, PAVING SECTIONS, BARBER FREE RAMPS, AND MANHOLE CAPS.

- SITE PLAN KEY NOTES**
- ▲ LIGHT POLE
  - ▲ BOLLARD LIGHT
  - ▲ IN-WALL AERIAL APPARATUS
  - ▲ DECORATIVE CONCRETE PLANT
  - ▲ (A) BICYCLE - BIKE RACK SEE DETAIL DWG. 100
  - ▲ TRAILER BARRIER - SEE DETAIL DWG. 100
  - ▲ EXISTING FIRE HYDRANT
  - ▲ FURNITURE BENCH - SEE DETAIL DWG. 100
  - ▲ 30" W/4" LOADING DOOR
  - ▲ ACCESSIBLE STALLS - SEE DETAIL DWG. 100 FOR RANGE
  - ▲ EXISTING POWER POLES
  - ▲ PARKING SPALL REPAIRS FOR VEHICLE WITH TRAILER
  - ▲ (A) FLAG POLE - SEE DETAIL DWG. 100
  - ▲ PRE-AGGREGATED SAND FINE PIT
  - ▲ TRILLS
  - ▲ PROPOSED TRANSPORTER LOCATION
  - ▲ BARRIERS WITH DETECTABLE BARRING STRIP - SEE DETAIL DWG. 100
  - ▲ DECORATIVE CONCRETE
  - ▲ PLANTERS
  - ▲ CONCRETE SIALE
  - ▲ EXISTING PAVEMENT
  - ▲ GATCH BARRIERS
  - ▲ COORDINATING WITH SIGNAGE
  - ▲ POLES, MECHANICAL EQUIPMENT WITH SIGNAGE
  - ▲ SIGN BARRIERS - SEE DETAIL DWG. 100
  - ▲ 12" HIGH RETAINING WALL

**PARKING LOT PLAN SITE INFORMATION BLOCK**

Site Address: 610 John Nolen Dr.  
 Site acreage (not including easement over MMSD property): 2.67 Acres  
 Paved area (including wet pond bottom of .13 acres): .87 Acres  
 Impervious area: 1.00 Acres

Number of building stories (above grade): 4  
 Building height: 20'-0"

Type of construction (new structures or additions):  
 Type: SA

Square footage of building footprint: 17,568 sq. ft.  
 Total square footage of building: 64,073 sq. ft.

Use of property: HOTEL

Gross square feet of office: NA  
 Gross square feet of retail area: NA  
 Number of employees in warehouse: NA  
 Number of employees in production: NA  
 Capacity of restaurant/place of assembly: NA

Number of bicycle stalls shown: 8 Bicycle Stalls

Number of Parking stalls:

Small Car	SHOWN
0	
Large Car	109
Accessible	4
Totals	116

Number of trees shown: See Landscape Plan

Area Analysis:

Area	Sq. Ft.
Building Footprints	17,568
Parking/Sidewalks	60,731
Green Space	37,534
Detention Pond	2,705
Total Site	116,265

1 SITE PLAN  
SCALE: 1/8" = 1'-0"

PROJECT: HOLIDAY INN EXPRESS & SUITES  
 610 JOHN NOLEN DRIVE, MERRILLVILLE, IN  
 CLIENT: NOLEN HOTEL INVESTMENT LLC  
 245 HORIZON DRIVE, SUITE 100, VERONA, WI 53593

DATE: 08/20/2010  
 DRAWN BY: BFP  
 SCALE: AS NOTED





610 John Nolen Dr, Madison, WI 53713

My Notes

On the go? Use [m.bing.com](http://m.bing.com) to find maps, directions, businesses, and more

