

# URBAN DESIGN COMMISSION APPLICATION

# UDC

City of Madison  
Planning Division  
126 S. Hamilton St.  
P.O. Box 2985  
Madison, WI 53701-2985  
(608) 266-4635



## FOR OFFICE USE ONLY:

Paid \_\_\_\_\_ Receipt # \_\_\_\_\_

Date received \_\_\_\_\_

Received by \_\_\_\_\_

Aldermanic District \_\_\_\_\_

Zoning District \_\_\_\_\_

Urban Design District \_\_\_\_\_

Submittal reviewed by \_\_\_\_\_

4/11/22  
11:32 a.m.

RECEIVED

Complete all sections of this application, including the desired meeting date and the action requested.

*If you need an interpreter, translator, materials in alternate formats or other accommodations to access these forms, please call the phone number above immediately.*

## 1. Project Information

Address: \_\_\_\_\_

Title: \_\_\_\_\_

## 2. Application Type (check all that apply) and Requested Date

UDC meeting date requested \_\_\_\_\_

- New development       Alteration to an existing or previously-approved development  
 Informational       Initial approval       Final approval

## 3. Project Type

- Project in an Urban Design District  
 Project in the Downtown Core District (DC), Urban Mixed-Use District (UMX), or Mixed-Use Center District (MXC)  
 Project in the Suburban Employment Center District (SEC), 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 Residential Building Complex

### Signage

- Comprehensive Design Review (CDR)  
 Signage Variance (i.e. modification of signage height, area, and setback)

### Other

- Please specify \_\_\_\_\_

## 4. Applicant, Agent, and Property Owner Information

**Applicant name** \_\_\_\_\_ **Company** \_\_\_\_\_

**Street address** \_\_\_\_\_ **City/State/Zip** \_\_\_\_\_

**Telephone** \_\_\_\_\_ **Email** \_\_\_\_\_

**Project contact person** \_\_\_\_\_ **Company** \_\_\_\_\_

**Street address** \_\_\_\_\_ **City/State/Zip** \_\_\_\_\_

**Telephone** \_\_\_\_\_ **Email** \_\_\_\_\_

**Property owner (if not applicant)** \_\_\_\_\_

**Street address** \_\_\_\_\_ **City/State/Zip** \_\_\_\_\_

**Telephone** \_\_\_\_\_ **Email** \_\_\_\_\_

**5. Required Submittal Materials**

- Application Form**
- Letter of Intent**
  - If the project is within an Urban Design District, a summary of how the development proposal addresses the district criteria is required
  - For signage applications, a summary of how the proposed signage is consistent with the applicable CDR or Signage Variance review criteria is required.
- Development plans** (Refer to checklist provided below for plan details)
- Filing fee**
- Electronic Submittal\***

Each submittal must include fourteen (14) 11" x 17" collated paper copies. Landscape and Lighting plans (if required) must be full-sized. Please refrain from using plastic covers or spiral binding.

Both the paper copies and electronic copies must be submitted prior to the application deadline before an application will be scheduled for a UDC meeting. Late materials will not be accepted. A completed application form is required for each UDC appearance.

For projects also requiring Plan Commission approval, applicants must also 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 legible when reduced.

*\*Electronic copies of all items submitted in hard copy are required. Individual PDF files of each item submitted should be compiled on a CD or flash drive, or submitted via email to [udcapplications@cityofmadison.com](mailto:udcapplications@cityofmadison.com). The email must include the project address, project name, and applicant name. Electronic submittals via file hosting services (such as Dropbox.com) are not allowed. Applicants who are unable to provide the materials electronically should contact the Planning Division at (608) 266-4635 for assistance.*

**6. Applicant Declarations**

1. Prior to submitting this application, the applicant is required to discuss the proposed project with Urban Design Commission staff. This application was discussed with \_\_\_\_\_ on \_\_\_\_\_.
2. 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.

Applicant name \_\_\_\_\_ Relationship to property \_\_\_\_\_

Authorized signature of **Property Owner** \_\_\_\_\_ Date \_\_\_\_\_

**7. Application Filing 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. Credit cards may be used for application fees of less than \$1,000.

Please consult the schedule below for the appropriate fee for your request:

- Urban Design Districts: \$350 (per §35.24(6) MGO).
- Minor Alteration in the Downtown Core District (DC) or Urban Mixed-Use District (UMX) : \$150 (per §33.24(6)(b) MGO)
- Comprehensive Design Review: \$500 (per §31.041(3)(d)(1)(a) MGO)
- Minor Alteration to a Comprehensive Sign Plan: \$100 (per §31.041(3)(d)(1)(c) MGO)
- All other sign requests to the Urban Design Commission, including, but not limited to: appeals from the decisions of the Zoning Administrator, requests for signage variances (i.e. modifications of signage height, area, and setback), and additional sign code approvals: \$300 (per §31.041(3)(d)(2) MGO)

A filing fee is not required for the following project applications if part of the combined application process involving both Urban Design Commission and Plan Commission:

- Project in the Downtown Core District (DC), Urban Mixed-Use District (UMX), or Mixed-Use Center District (MXC)
- Project in the Suburban Employment Center District (SEC), Campus Institutional District (CI), or Employment Campus District (EC)
- Planned Development (PD): General Development Plan (GDP) and/or Specific Implementation Plan (SIP)
- Planned Multi-Use Site or Residential Building Complex

## 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

There are three types of requests considered by the UDC:

- 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. (Does not apply to CDR's or Signage Variance requests)
- Initial Approval. Applicants may, at their discretion, request initial approval of a proposal by presenting preliminary design information. As part of their review, the Commission will provide feedback on the design information what should be addressed at Final Approval stage.
- 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

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.

When presenting projects to the UDC, applicants must fill out a registration slip provided in the meeting room and present it to the Secretary. 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.

Applicants are 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. **Applicants/presenters are responsible for all presentation materials, AV equipment and easels.**

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
- Letter of Intent (If the project is within an Urban Design District, a summary of how the development proposal addresses the district criteria is required)
- Contextual site information, including photographs and layout of adjacent buildings/structures
- Site Plan
- Two-dimensional (2D) images of proposed buildings or structures.

Providing additional information beyond these minimums may generate a greater level of feedback from the Commission.

### Requirements for All Plan Sheets

1. Title block
2. Sheet number
3. North arrow
4. Scale, both written and graphic
5. Date
6. Fully dimensioned plans, scaled at 1" = 40' or larger

*\*\* All plans must be legible, including the full-sized landscape and lighting plans (if required)*

## 2. Initial Approval

- Locator Map
- Letter of Intent (If the project is within a Urban Design District, a summary of how the development proposal addresses the district criteria is required)
- 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 (*must be legible*)
- Building Elevations in both black & white and color for all building sides (include material callouts)
- PD text and Letter of Intent (if applicable)

Providing additional information beyond these minimums may generate a greater level of feedback from the Commission.

## 3. Final Approval

All the requirements of the Initial Approval (see above), **plus:**

- Grading Plan
- Proposed Signage (if applicable)
- Lighting Plan, including fixture cut sheets and photometrics plan (*must be legible*)
- Utility/HVAC equipment location and screening details (with a rooftop plan if roof-mounted)
- PD text and Letter of Intent (if applicable)
- Samples of the exterior building materials (presented at the UDC meeting)

## 4. Comprehensive Design Review (CDR) and Variance Requests (Signage applications only)

- Locator Map
- Letter of Intent (a summary of how the proposed signage is consistent with the CDR or Signage Variance criteria is required)
- Contextual site information, including photographs of existing signage both on site and within proximity to the project site
- Site Plan showing the location of existing signage and proposed signage, dimensioned signage setbacks, sidewalks, driveways, and right-of-ways
- Proposed signage graphics (fully dimensioned, scaled drawings, including materials and colors, and night view)
- Perspective renderings (emphasis on pedestrian/automobile scale viewsheds)
- Graphic of the proposed signage as it relates to what the Ch. 31, MGO would permit



700 Meadow Lane North  
Minneapolis, MN 55422

Main 763.522.2100  
Fax 763.287.5430

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

April 21, 2022

Jessica Vaughn, Urban Design Commission Secretary  
City of Madison  
215 Martin Luther King Jr. Boulevard  
Madison, WI 53703

Dear Jessica:

The proposed Embassy Suites occupies a key site in the Judge Doyle Square development and will serve as the second convention center hotel to service the Monona Terrace Community & Convention Center. Given this project's unique role as an economic development project in attracting international, national and regional events, conferences and conventions to the community, the sign plan needs to align and support the purpose for which this facility is being constructed. The hotel has three street frontages with its main facade and entry along Pinckney and two shorter facades on the one-way streets of Wilson and Doty. Signage is critical to every hotel brand as a way to communicate to their presence in the community and serve as a beacon for visitors to the city. Signage is especially important at this location given that out-of-town guests are not familiar with navigating the complex grid and one-way streets of downtown Madison. It is critical that signage facilitates an efficient vehicular path of travel to the mid-block hotel entry on Pinckney Street.

The hotel has a relatively limited signage program. It includes two blade signs, two wall signs, and a sign at the entrance canopy. Despite this, there are some subtle nuances that deviate from the sign code as written, and the project is seeking some variances through the comprehensive design review process.

The hotel is seeking two blade signs which are permitted by code. The blade signs proposed are larger than permitted to provide better visibility to them from the busy one-way streets. Additionally, the signs contribute to the activation of the buildings' endcap design per the initial UDC approval. Given the critical nature of the blade signs to direct guests to the mid-block Pinckney hotel entry, larger signs are being proposed to allow for more legibility yet are still within the overall scale of the facade. Another deviation from the code as written is that these blade signs project above the building's third floor line. This is the result of the project being built into a sloping site so the first floor is partially below street level along doty. Code requires the sign to be a minimum of 10' off of the grade plane. The combination of these two factors pushes the sign higher than outlined in the code, even if not larger than the code maximum sf.

At the mid-block of Pinckney, a channel letter sign with logo mounted to the face of the curving entry canopy is being proposed. This sign composition with logo and text is mandated by Embassy Suites by Hilton and the required font stretches out the lettering more than on a typical sign. If the sign were sized based on code maximum, it would be rather small and not in scale with the architecture. The proposed sign size allows the logo and lettering to spread out and follow the gentle curve of the canopy which makes it more legible and reinforces the entry position.

Lastly, there are two decorative wall plaques flanking the entry doors. These are positioned on the stone facade and situated above decorative planters. Having both of these signs reinforces the building's entry and symmetrical design and is important given that the canopy sign will not be legible from on the hotel side of the Pinckney Street sidewalk. These are elegant non-lit small scale signs for pedestrians. The code permits only one wall sign per facade.

Each of these signs are high quality, complement the building, contribute to the brand identity, and long-term success of the hotel.

Sincerely,

A handwritten signature in black ink, appearing to read "Nathan L. Gundrum".

Nathan L. Gundrum  
Vice President Real Estate Development

# COMPREHENSIVE DESIGN REVIEW CRITERIA

**1. THE PROPOSAL 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.**

Please recognize that this entire project is unique in that it is a public-private partnership with the City of Madison that is being constructed to serve and support the Monona Terrace Community and Convention Center. This facility will serve as the City of Madison's second convention center hotel and is meant to attract conventions, conferences, events regionally, nationally and internationally. The signs for this facility should reflect the importance of this facility for the City and the community and aid in both advertising and wayfinding for out of town guests arriving in vehicles and as pedestrians.

The signage design at the Embassy Suites has been designed to meet the criteria. The size of the signs proposed are commensurate with the scale of the building and the distance at which they can be viewed. The signs are all high quality construction. To the greatest extent practical, the proposed signs are code compliance for size, with a few exceptions deemed appropriate for building scale and legibility reasons.

**2. EACH ELEMENT 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; EXCEPT THAT WHEN A REQUEST FOR AN ADDITIONAL SIGN CODE APPROVAL UNDER SEC. 31.043(3) IS INCLUDED IN THE COMPREHENSIVE DESIGN REVIEW, THE SIGN(S) ELIGIBLE FOR APPROVAL UNDER SEC. 31.043(3) SHALL MEET THE APPLICABLE CRITERIA OF SEC. 31.043(3), EXCEPT THAT SIGN APPROVALS THAT COME TO COMPREHENSIVE DESIGN REVIEW FROM MXC AND EC DISTRICTS PURSUANT TO 31.13(3) AND (7) NEED NOT MEET THE CRITERIA OF THIS PARAGRAPH.**

This project is a hotel (which has transient non-regular visitors) situated in a dense urban environment. The sign program required by the Hilton brand for this property presents a limited number of signs for a building of this size and type, but has some nuances that prompted a comprehensive design review with a few exceptions to the sign code.

The signage design at the Embassy Suites has been designed to meet the design criteria and is in conformance with feedback in prior Urban Design Commission meetings. Through a series of three separate UDC meetings, members of the UDC were focused on utilizing the blade signs (along with lighting and landscaping) to active the Doty and Wilson street elevations. The size of the blade signs proposed are commensurate with the scale of the building and the distance which they can be viewed. The blade signs proposed are larger than what code allows to provide better visibility from the busy one-way streets. It is critical that the blade signs on Doty and Wilson are visible to vehicles to facilitate the turning movement onto Pickney Street to the mid-block vehicular entry on Pickney Street. These blade signs are especially important for out of town hotel guests that are not as familiar with navigating the complex grid and one-way streets of downtown Madison. Additionally, given the significant grade change between Doty and Wilson, the "first

floor" is actually sunken at the Doty elevation. As such, the position of the blade sign on the building needs to project above the building's third floor line to account for this unique condition.

With respect to the canopy sign, the letters within the Hilton-approved logo/letters for Embassy Suites are spaced relatively far apart. To align with the City's sign ordinance, the logo/letters become so small they are rendered illegible and are not commensurate with the scale of the building. As the City's second convention center hotel, the canopy sign logo/letters need to be sized to a scale that is appropriate for the front door of such a facility.

Finally, since the canopy sign will project over the sidewalk, pedestrians walking on the sidewalk on the east side of Pickney Street will not have line of sight to this sign. As such, smaller placard signs on either side of the front door are necessary to provide a visual cue to the front door for pedestrians walking to the hotel.

**3. THE PROPOSAL SHALL NOT VIOLATE ANY OF THE STATED PURPOSES DESCRIBED IN SECS. 31.02(1) AND 33.24(2).**

The sign design is consistent with the goals of safety and aesthetics outlined in the above sections.

**4. ALL SIGNS MUST MEET MINIMUM CONSTRUCTION REQUIREMENTS UNDER SEC. 31.04(5).**

The sign construction will meet the requirements listed in the above section.

**5. THE PROPOSAL SHALL NOT APPROVE ADVERTISING BEYOND THE RESTRICTIONS IN SEC. 31.11 OR OFF-PREMISE DIRECTIONAL SIGNS BEYOND THE RESTRICTIONS IN SEC. 31.115.**

The sign program adheres to the restrictions identified in the above section.

**6. THE PROPOSAL 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 AND EGRESS OF ADJOINING PROPERTIES,**
- C. OBSTRUCTS OR IMPEDES THE VISIBILITY OF EXISTING LAWFUL SIGNS ON ADJACENT PROPERTY, OR**
- D. NEGATIVELY IMPACTS THE VISUAL QUALITY OF PUBLIC OR PRIVATE OPEN SPACE.**

The sign program complies with the above criteria.

**7. THE PROPOSAL MAY ONLY ENCOMPASS SIGNS ON PRIVATE PROPERTY OF THE ZONING LOT OR BUILDING SITE IN QUESTION, AND SHALL NOT APPROVE ANY SIGNS IN THE RIGHT OF WAY OR ON PUBLIC PROPERTY.**

The sign program complies with the above criteria.

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# JUDGE DOYLE SQUARE HOTEL

EMBASSY SUITES BY HILTON | MADISON. WISCONSIN

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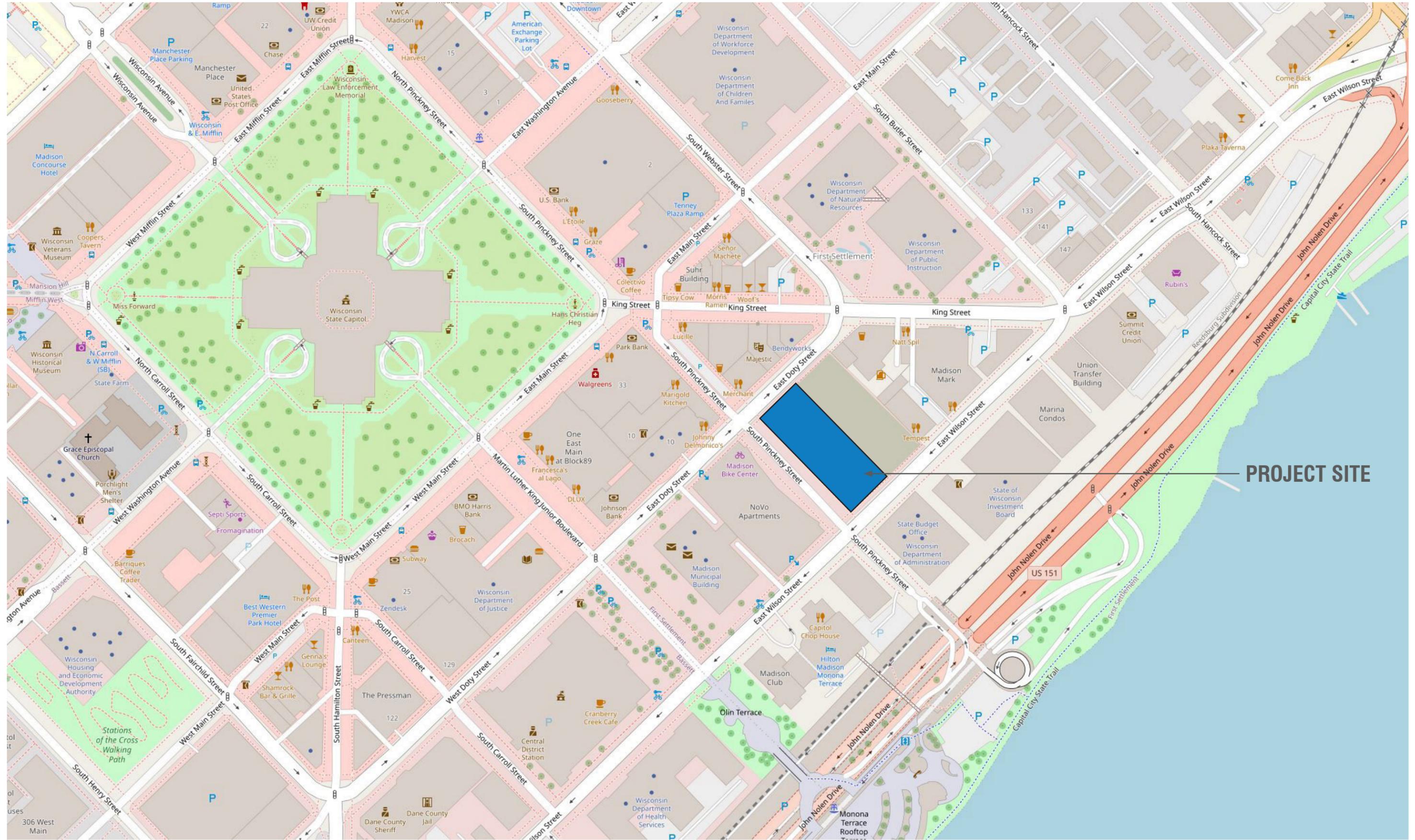
CITY OF MADISON UDC SIGNAGE SUBMITTAL

APRIL 11, 2022

APRIL 25, 2022 REV.

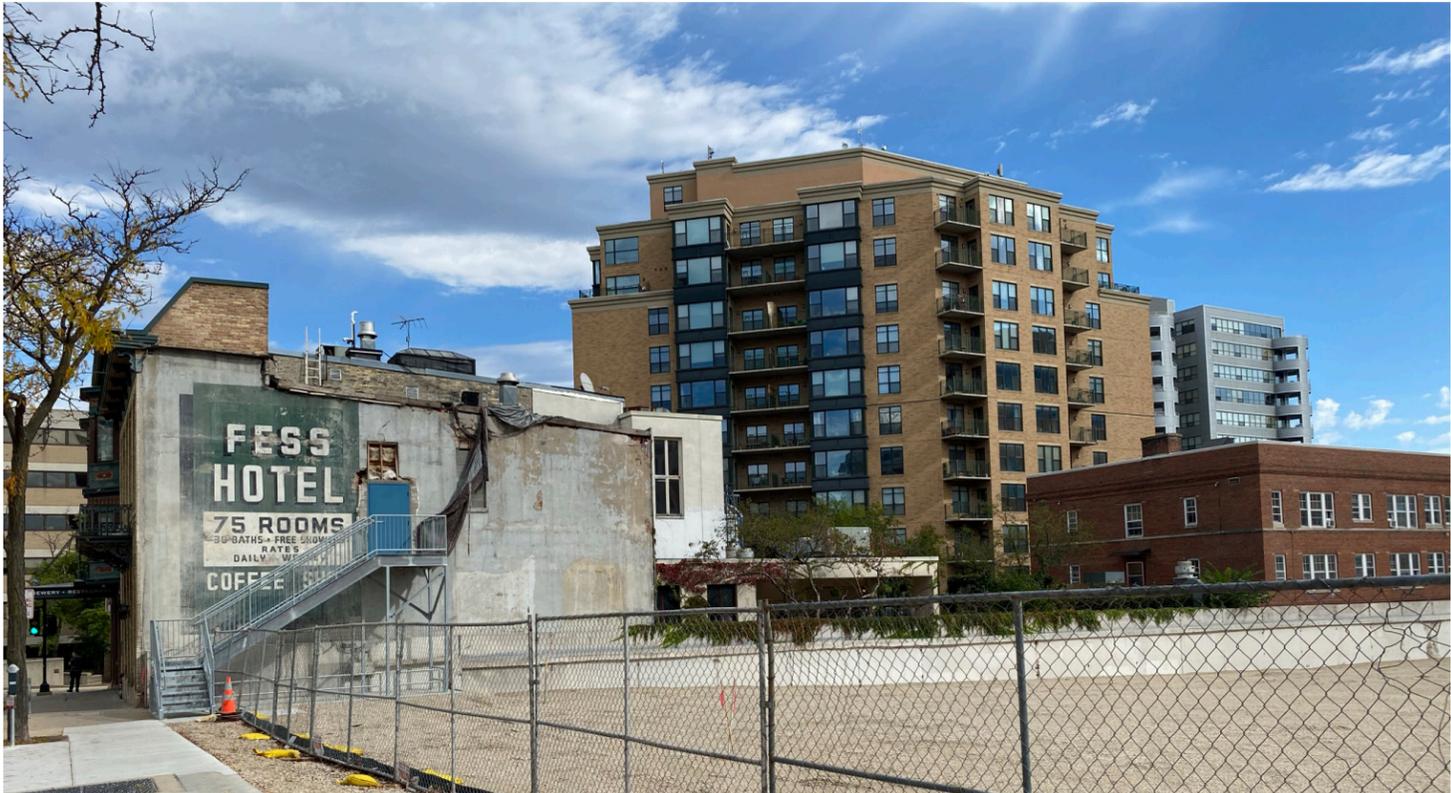
**Kahler Slater**

# LOCATOR MAP



**PROJECT SITE**

# SITE PHOTOS



# PRECEDENTS



## LEFT: HAMPTON INN ON WEST JOHNSON STREET

THIS PROJECT IS IN A DIFFERENT ZONING DISTRICT, BUT HAS SIMILAR SIGN DESIGN INCLUDING:  
MULTIPLE BLADE SIGNS THAT EXCEED MOUNTING HEIGHTS ABOVE THE THIRD FLOOR LINE  
MULTIPLE WALL SIGNS, INCLUDING CANOPY AND ADJACENT WALL SIGN  
MULTIPLE INSTANCES OF CANOPY MOUNTED SIGNAGE

## ABOVE: GEBHARD BUILDING ON EAST WASHINGTON

THIS PROJECT IS IN A DIFFERENT ZONING DISTRICT, BUT HAS SIMILAR SIGN DESIGN INCLUDING:  
MULTIPLE WALL SIGNS ON THE SAME ELEVATION  
CANOPY MOUNTED SIGNAGE WITH OVERLAPPING LOGO  
LOGO EXCEEDS 2' HEIGHT LIMIT

# PRECEDENTS



## LEFT: AC HOTEL ON WEBSTER STREET

THIS PROJECT IS IN THE SAME ZONING DISTRICT AND INCLUDES:  
A 2-SIDED WALL SIGN ON THE STREET FACING CORNER THAT ENCROACHES INTO THE 3RD FLOOR AND LOOKS LIKE IT IS IN 3RD FLOOR DUE TO A DOUBLE HEIGHT 1ST FLOOR EXPRESSION)  
LARGE CANOPY SIGN LETTERING (LARGER THAN THIS PROPOSAL)  
MULTIPLE WALL SIGNS BELOW THE CANOPY (2 FOR ENO VINO, AC HOTEL PLACARD, CLEARNANCE, ETC.)



## LEFT: PARK HOTEL ON S CARROLL STREET

THIS PROJECT IS IN THE SAME ZONING DISTRICT AND INCLUDES:  
THE CORNER BLADE SIGN IS ABOVE THE 2ND FLOOR LINE

# PRECEDENTS



**LEFT: HILTON HOTEL ON WILSON STREET**  
THIS PROJECT IS IN THE SAME ZONING DISTRICT AND INCLUDES:  
CANOPY SIGN AND A POST AND PANEL SIGN AT THE MAIN ENTRY

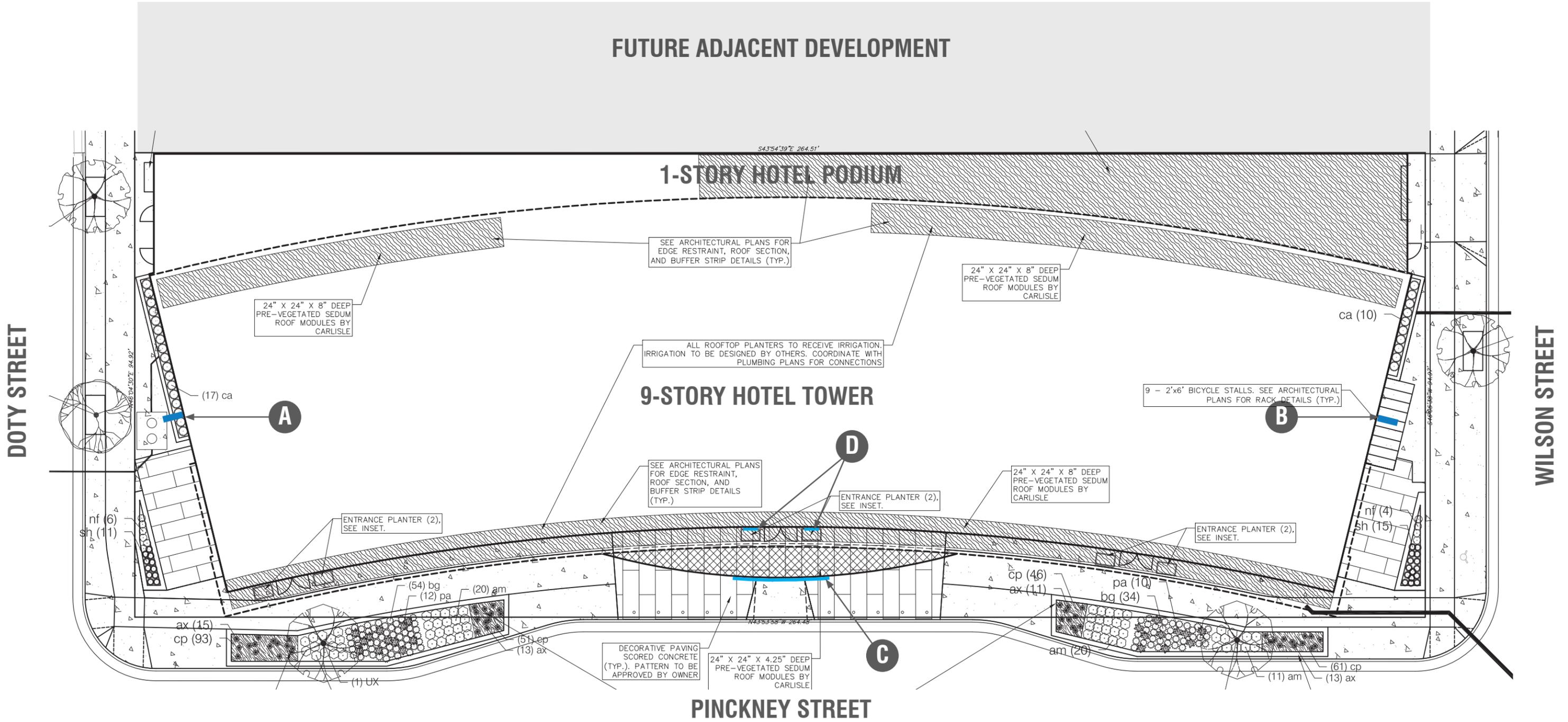


**LEFT: RUBIN'S FURNITURE ON WILSON STREET**  
THIS PROJECT IS IN THE SAME ZONING DISTRICT AND INCLUDES:  
AN ENDWALL SIGN THAT EXTENDS UP TO THE 3RD & 4TH LEVEL (BOTH SIDES OF  
BUILDING)

# APPROVED DESIGN FROM UDC



# SITE PLAN WITH PROPOSED SIGNS

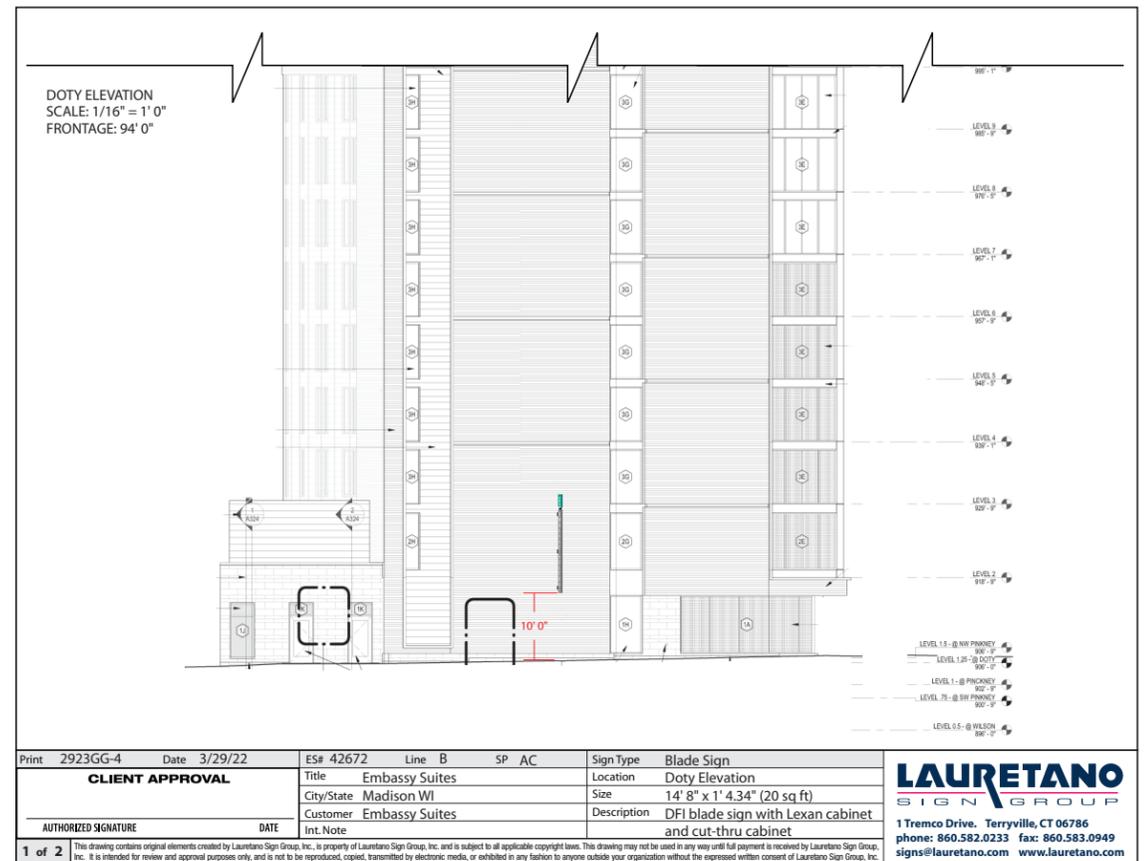


# A SIGN A - CODE MAX

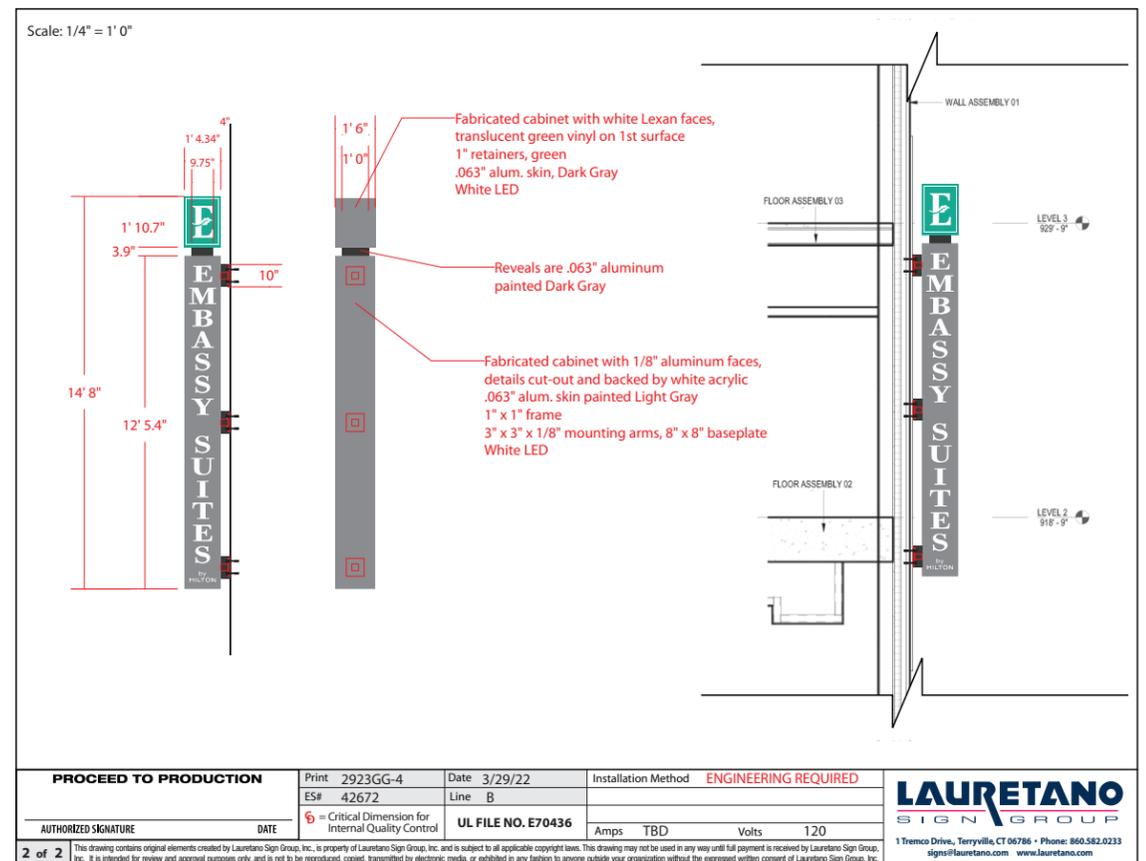


## DOTY STREET - CODE MAX SIZE

**CODE REQUIREMENTS:**  
 MIN. 10' ABOVE STREET  
 MAX HEIGHT IS 3RD FLOOR LINE  
 MAX SIZE PER SIZE IS 20SF



**LAURETANO SIGN GROUP**  
 1 Tremco Drive, Terryville, CT 06786  
 phone: 860.582.0233 fax: 860.583.0949  
 signs@lauretano.com www.lauretano.com



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# A SIGN A - PROPOSED



## DOTY STREET - PROPOSED SIZE

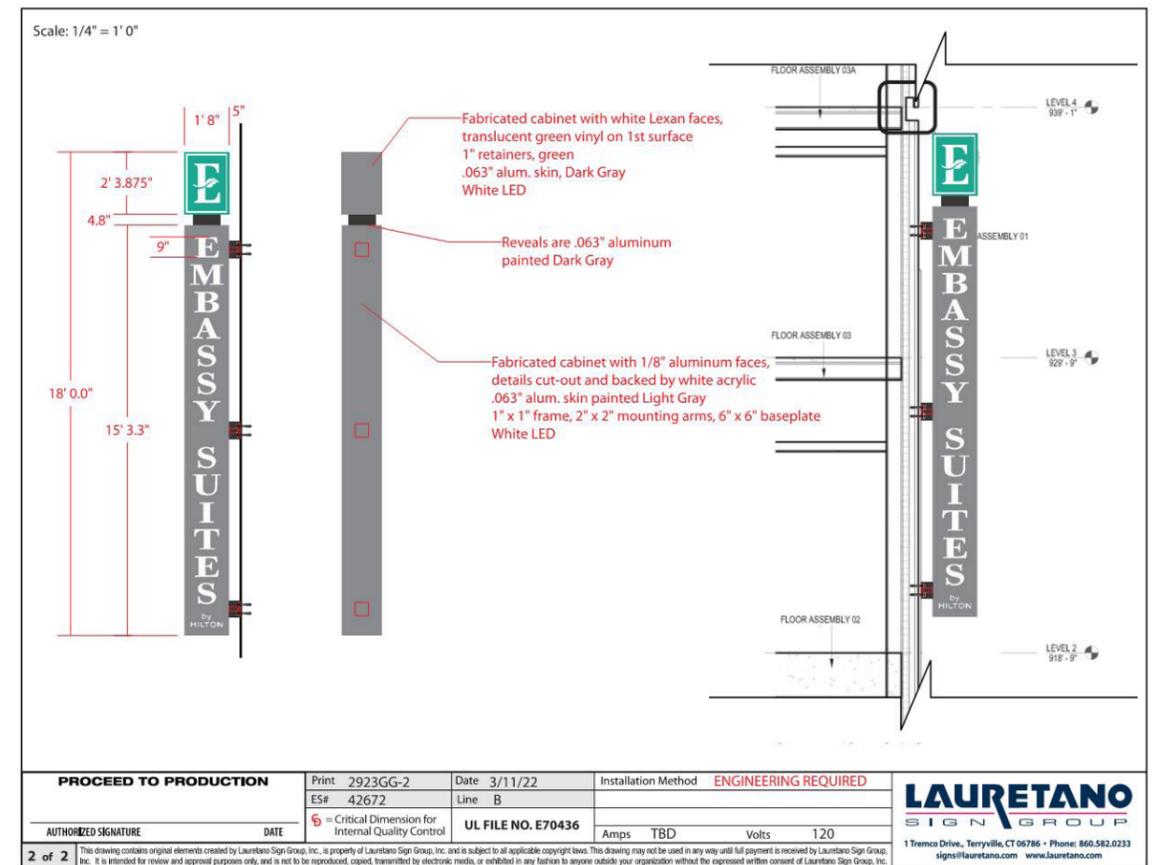
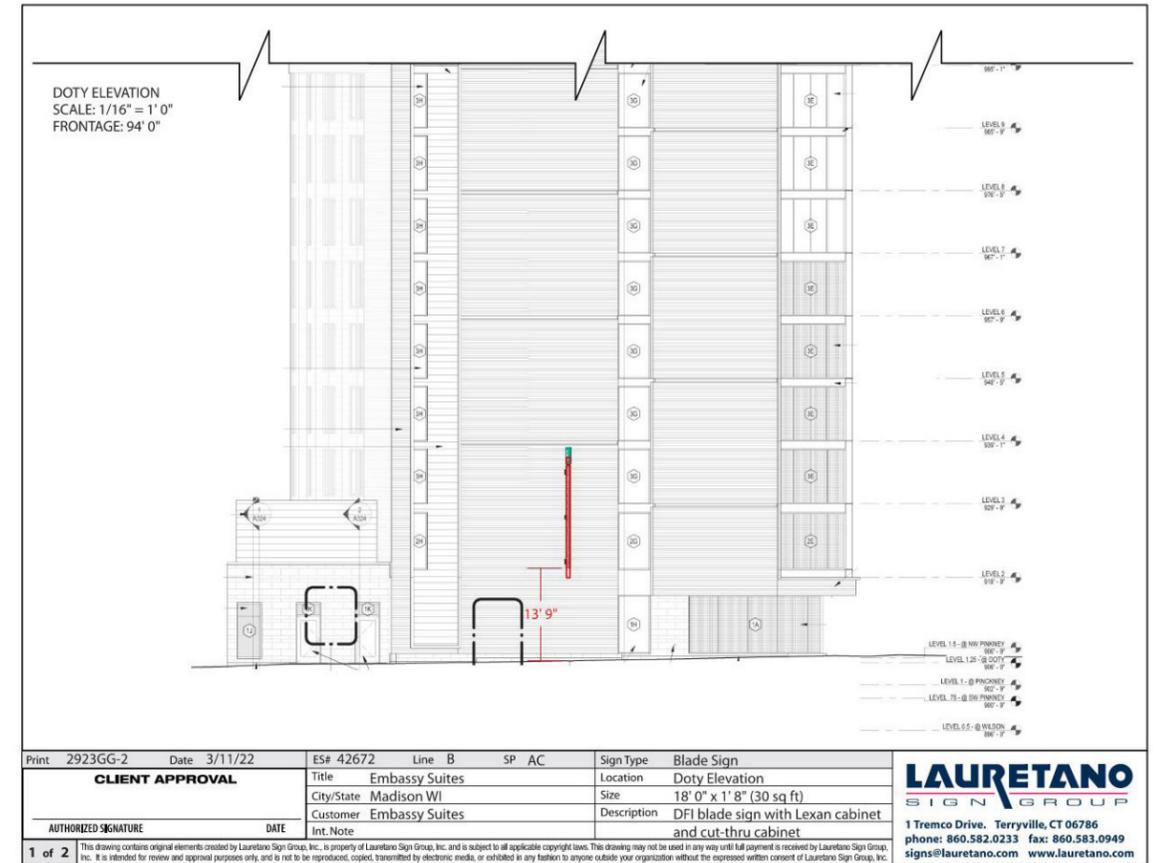
### CODE EXCEPTIONS:

MOUNTING HEIGHT IS ABOVE 3RD FLOOR LINE

SIZE IS 30SF

### RATIONALE:

BETTER VISIBILITY & FLOOR TO FLOOR HEIGHTS + SLOPE OF SITE  
SIGN IS IMPORTANT FOR DRIVER RECOGNITION AND WAYFINDING



# B SIGN B - CODE MAX

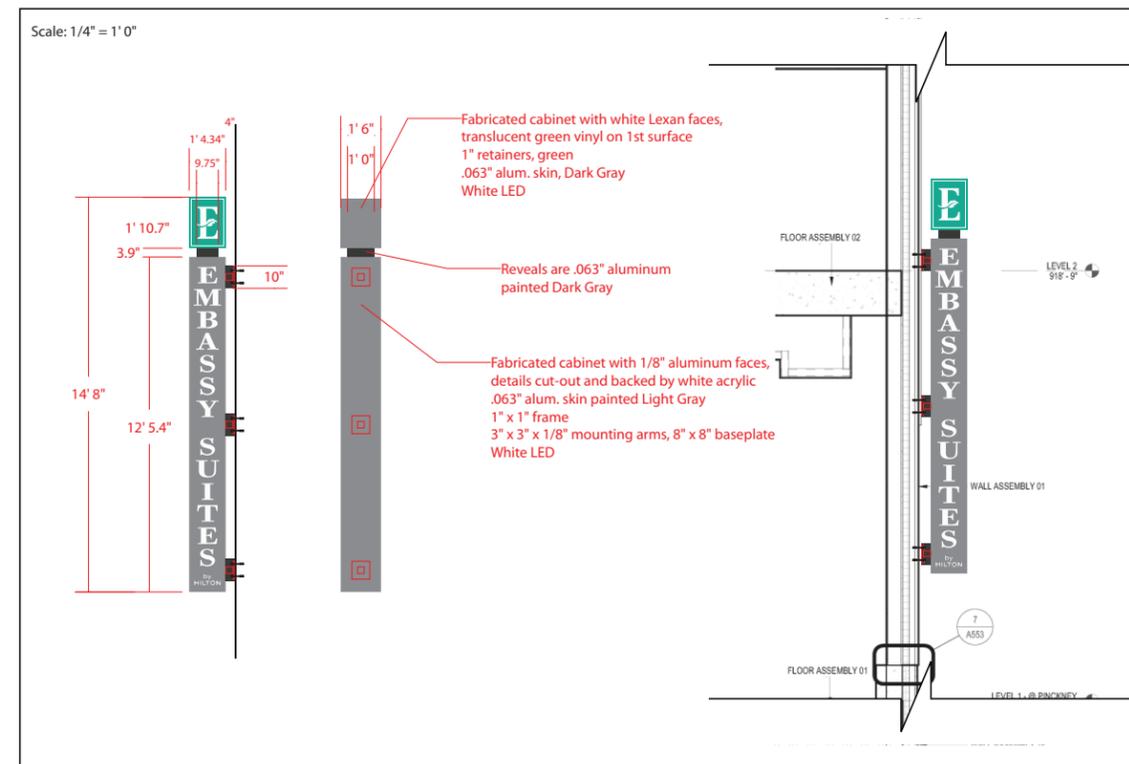


## WILSON STREET - CODE MAX SIZE

**CODE REQUIREMENTS:**  
 MIN. 10' ABOVE STREET  
 MAX HEIGHT IS 3RD FLOOR LINE  
 MAX SIZE PER SIZE IS 20SF

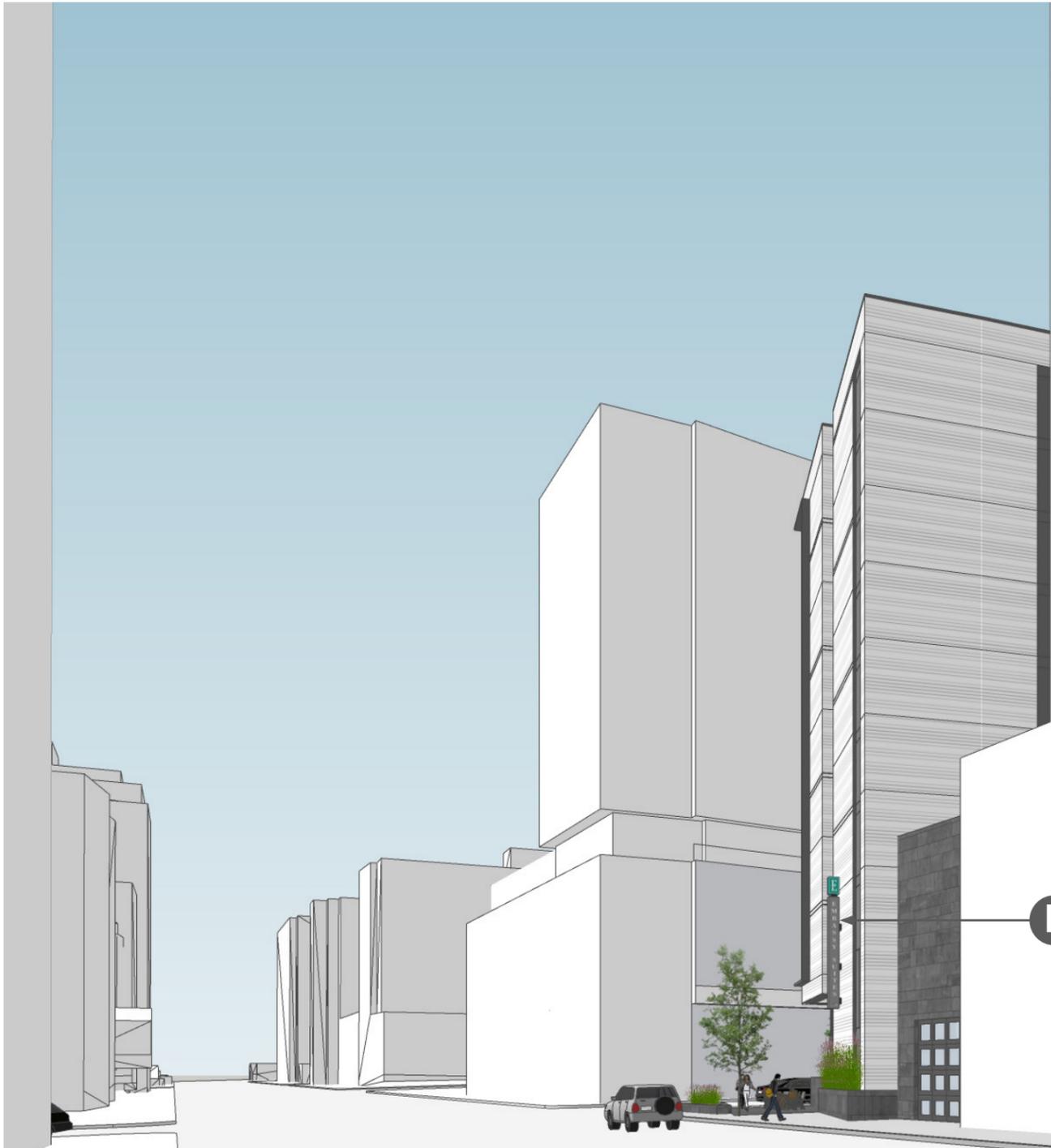


Print 2924GG-3	Date 3/29/22	ES# 42672	Line C	SP AC	Sign Type Blade Sign	Location Wilson Elevation	<b>LAURETANO</b> SIGN GROUP 1 Tremco Drive, Terryville, CT 06786 phone: 860.582.0233 fax: 860.583.0949 signs@lauretano.com www.lauretano.com
<b>CLIENT APPROVAL</b>					Title Embassy Suites	Size 14' 8" x 1' 4.34" (20 sq ft)	
AUTHORIZED SIGNATURE					Customer Embassy Suites	Description DFI blade sign with Lexan cabinet and cut-thru cabinet	
DATE					Int. Note		
1 of 2 This drawing contains original elements created by Lauretano Sign Group, Inc. and is subject to all applicable copyright laws. This drawing may not be used in any way until full payment is received by Lauretano Sign Group, Inc. It is intended for review and approval purposes only, and is not to be reproduced, copied, transmitted by electronic media, or exhibited in any fashion to anyone outside your organization without the expressed written consent of Lauretano Sign Group, Inc.							



<b>PROCEED TO PRODUCTION</b>				Print 2924GG-3	Date 3/29/22	Installation Method <b>ENGINEERING REQUIRED</b>	<b>LAURETANO</b> SIGN GROUP 1 Tremco Drive, Terryville, CT 06786 • Phone: 860.582.0233 signs@lauretano.com www.lauretano.com
AUTHORIZED SIGNATURE				ES# 42672	Line C	Amps TBD Volts 120	
DATE				UL FILE NO. E70436			
				6 = Critical Dimension for Internal Quality Control			
2 of 2 This drawing contains original elements created by Lauretano Sign Group, Inc. and is subject to all applicable copyright laws. This drawing may not be used in any way until full payment is received by Lauretano Sign Group, Inc. It is intended for review and approval purposes only, and is not to be reproduced, copied, transmitted by electronic media, or exhibited in any fashion to anyone outside your organization without the expressed written consent of Lauretano Sign Group, Inc.							

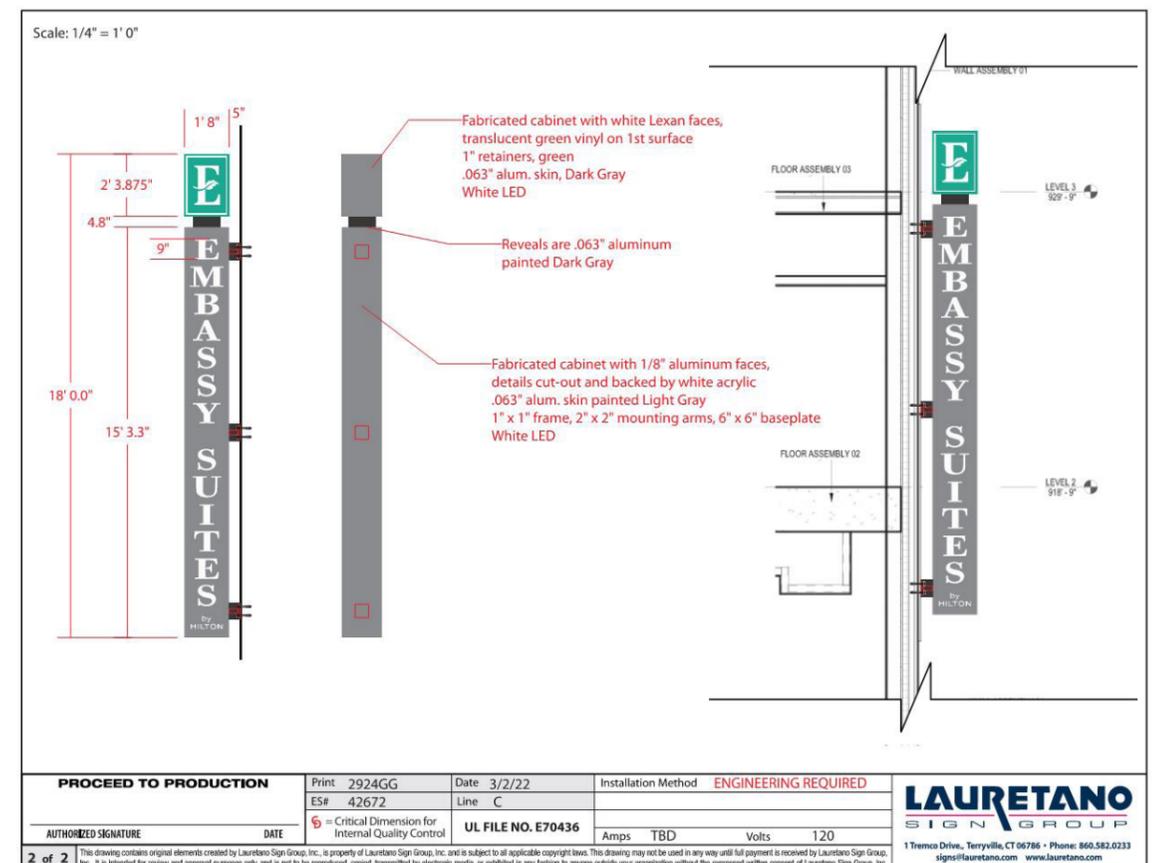
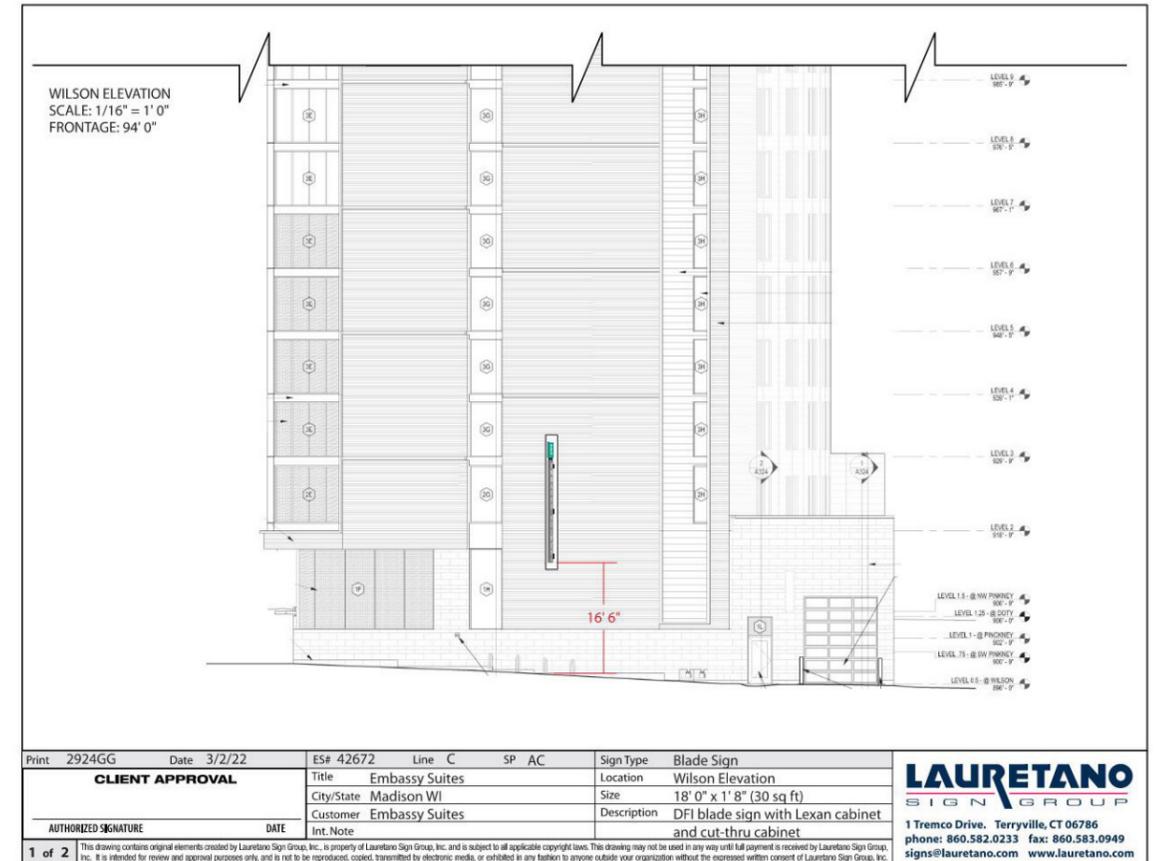
# B SIGN B - PROPOSED



## WILSON STREET - PROPOSED SIZE

**CODE EXCEPTIONS:**  
 MOUNTING HEIGHT IS ABOVE 3RD FLOOR LINE  
 SIZE IS 30SF

**RATIONALE:**  
 BETTER VISIBILITY & RELATION TO ARCHITECTURE  
 SIGN IS IMPORTANT FOR DRIVER RECOGNITION AND WAYFINDING



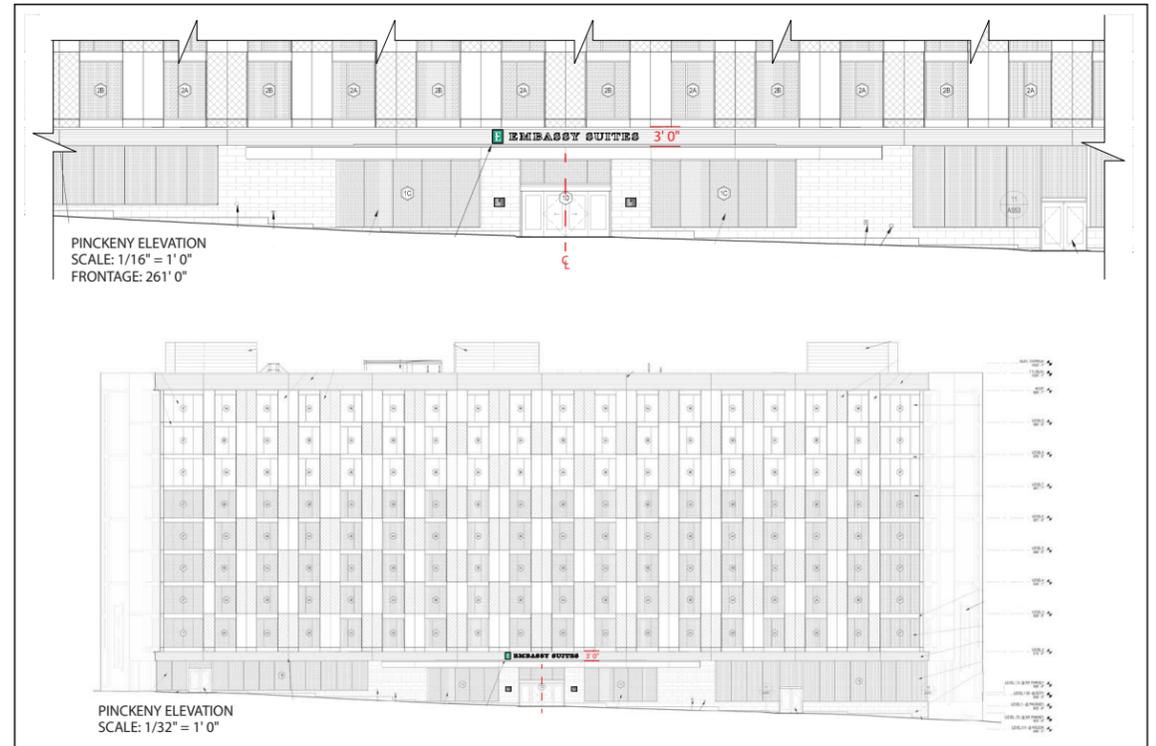
# C SIGN C - CODE MAX



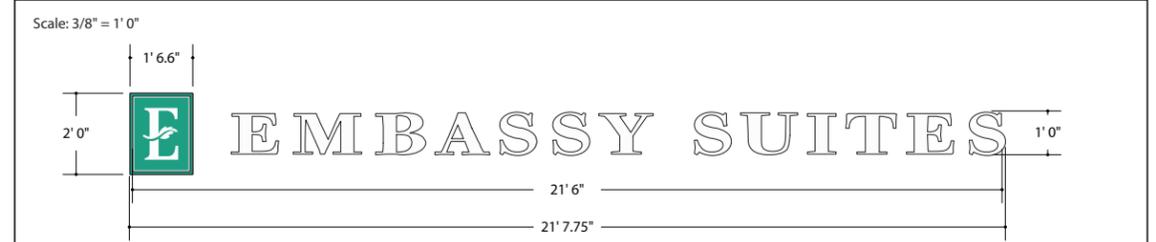
## PINCKNEY STREET - CODE MAX SIZE

SIGN IS MOUNTED TO TOP OF THE CURVING CANOPY EDGE (SHOWN AS DARK GRAY BAND)

**CODE REQUIREMENTS:**  
LOGO SIZE IS LIMITED TO 2' TALL



Print 2922GG	Date 3/2/22	ES# 42672	Line A	SP AC	Sign Type ES-CL12L-W	Location Pinckney Elevation	<b>LAURETANO</b> SIGN GROUP 1 Tremco Drive, Terryville, CT 06786 phone: 860.582.0233 fax: 860.583.0949 signs@lauretano.com www.lauretano.com
<b>CLIENT APPROVAL</b>		Title Embassy Suites	City/State Madison WI	Customer Embassy Suites	Size 2' 0" x 21' 7.75" (43.3 sq ft)	Description White day/ White night letters	
AUTHORIZED SIGNATURE	DATE	Int. Note					
1 of 2 This drawing contains original elements created by Lauretano Sign Group, Inc. and is subject to all applicable copyright laws. This drawing may not be used in any way until full payment is received by Lauretano Sign Group, Inc. It is intended for review and approval purposes only, and is not to be reproduced, copied, transmitted by electronic media, or exhibited in any fashion to anyone outside your organization without the expressed written consent of Lauretano Sign Group, Inc.							



<b>PROCEED TO PRODUCTION</b>		Print 2922GG	Date 3/2/22	Installation Method:	<b>LAURETANO</b> SIGN GROUP 1 Tremco Drive, Terryville, CT 06786 • Phone: 860.582.0233 signs@lauretano.com www.lauretano.com
		ES# 42672	Line A	2" x 2" shoes with 3/8" dia. x 4" lags	
AUTHORIZED SIGNATURE	DATE	UL FILE NO. E70436		Amps TBD Volts 120	
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# C SIGN C - PROPOSED



## PINCKNEY STREET - PROPOSED

**CODE EXCEPTIONS:**  
LOGO SIZE IS 3' TALL

**RATIONALE:**  
BETTER VISIBILITY & PROPORTIONS



LETTERS ARE ATTACHED FLUSH TO TOP OF CURVED CANOPY  
LOGO EXTENDS 12" DOWN IN FRONT OF CANOPY

PINCKNEY ELEVATION  
SCALE: 1/16" = 1' 0"  
FRONTAGE: 261' 0"

PINCKNEY ELEVATION  
SCALE: 1/32" = 1' 0"

Print 2927GG-3	Date 3/29/22	ES# 42672	Line A	SP AC	Sign Type ES-CL18L-W	Location Pinckney Elevation	Size 3' 0" x 32' 5.625" (97.4 sq ft)	Description White day/ White night letters	
<b>CLIENT APPROVAL</b>		Title Embassy Suites		City/State Madison WI		Customer Embassy Suites		Int. Note	
AUTHORIZED SIGNATURE		DATE							

**LAURETANO SIGN GROUP**  
1 Tremco Drive, Terryville, CT 06786  
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Scale: 1/4" = 1' 0"

2' 3.9"  
3' 0"  
2' 0"  
1' 0"  
2' 3"  
15' 4"  
11' 6"  
32' 5.625"

ROOF TO LOW PARAPET  
SCALE: 1.5" = 1' 0"

**PROCEED TO PRODUCTION**

Print 2927GG-3	Date 3/29/22	ES# 42672	Line A	UL FILE NO. E70436	Amps TBD	Volts 120	
AUTHORIZED SIGNATURE		DATE					

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signs@lauretano.com www.lauretano.com

1/2 height solid 1/8" aluminum backs, welded to 2" x 2" square tubes with gussets that are welded to 3/4" thick x 16" plate (made in 3 pieces) that gets lagged into front and back wood blocking in the canopy

Paint all hardware to match canopy (Color Specification Required)

# D SIGN D - PROPOSED



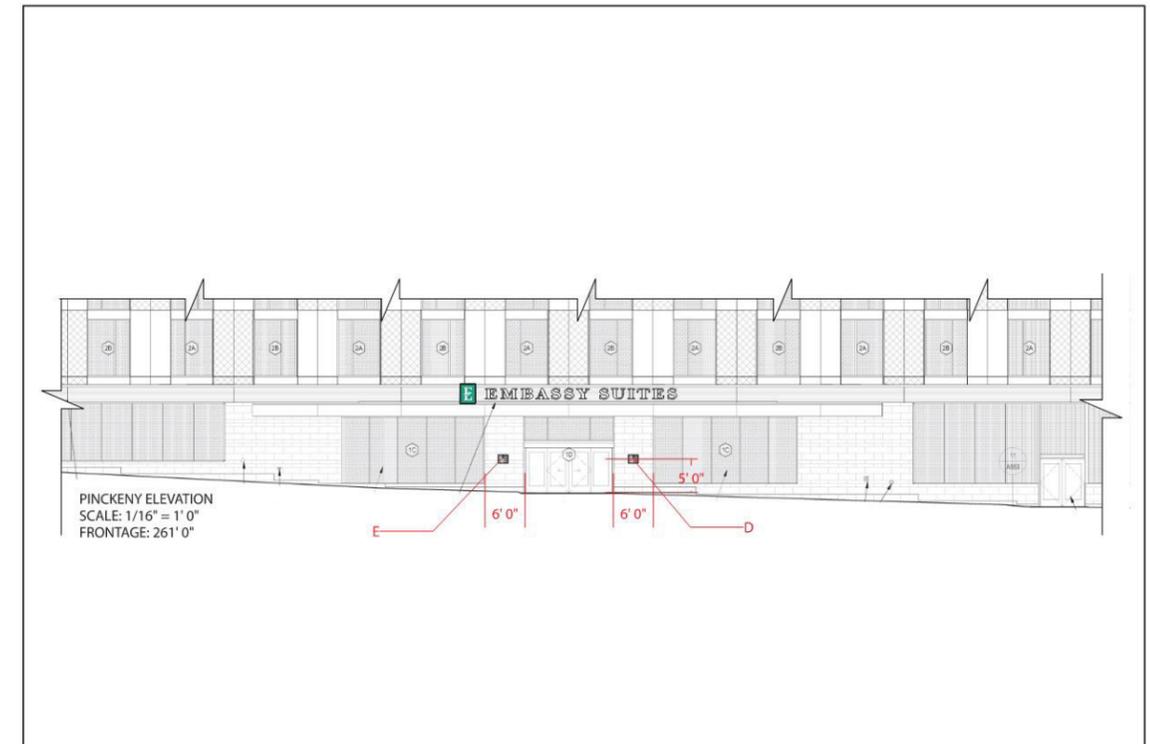
## PINCKNEY STREET - PROPOSED

### CODE REQUIREMENTS

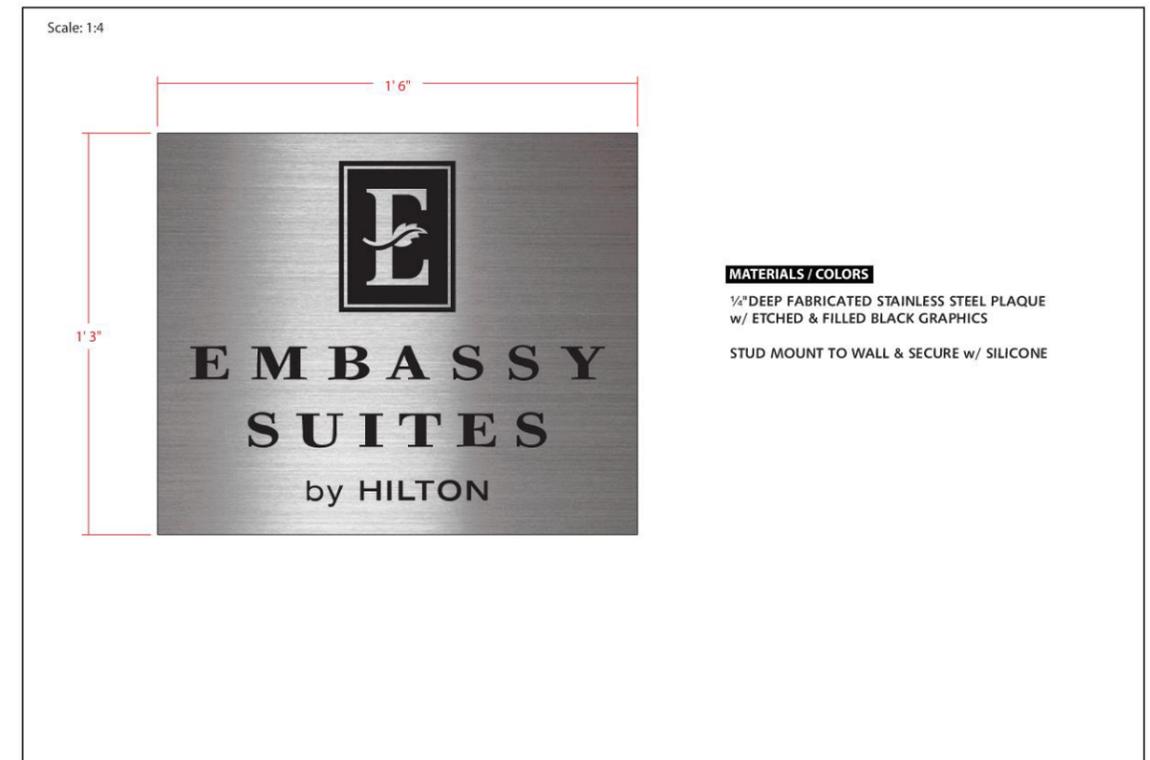
1 WALL SIGN PER FACADE

### CODE EXCEPTION

2 WALL SIGNS PROPOSED FOR PEDESTRIAN REALM; 2 SIGNS ARE BALANCED WITH THE ARCHITECTURE AND PLANTERS  
THE CANOPY SIGN ABOVE IS NOT VISIBLE TO PEDESTRIANS WALKING ALONG THE HOTEL SIDE OF THE PINCKNEY STREET SIDEWALK



Print	2926GG	Date	3/2/22	ES#	42672	Line	E	SP	AC	Sign Type	Plaque	<b>LAURETANO</b> SIGN GROUP 1 Tremco Drive, Terryville, CT 06786 phone: 860.582.0233 fax: 860.583.0949 signs@lauretano.com www.lauretano.com
<b>CLIENT APPROVAL</b>												
		Title	Embassy Suites		Location		Pinckney Elevation		Size		15" x 18"	
		City/State	Madison WI		Description		Stainless steel entrance plaques with etched & filled black graphics					
<b>AUTHORIZED SIGNATURE</b>		<b>DATE</b>		<b>Int. Note</b>		1 of 2 This drawing contains original elements created by Lauretano Sign Group, Inc. It is property of Lauretano Sign Group, Inc. and is subject to all applicable copyright laws. This drawing may not be used in any way until full payment is received by Lauretano Sign Group, Inc. It is intended for review and approval purposes only, and is not to be reproduced, copied, transmitted by electronic media, or exhibited in any fashion to anyone outside your organization without the expressed written consent of Lauretano Sign Group, Inc.						



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Print	2925GG	Date	3/2/22									
ES#	42672	Line	D									
<b>AUTHORIZED SIGNATURE</b>		<b>DATE</b>		6 = Critical Dimension for Internal Quality Control <b>UL FILE NO. E70436</b>								
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# NIGHT VIEW



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