

**APPLICATION FOR  
URBAN DESIGN COMMISSION  
REVIEW AND APPROVAL**

**AGENDA ITEM # \_\_\_\_\_**  
**Project # \_\_\_\_\_**

DATE SUBMITTED: <u>11-24-08</u>	<b>Action Requested</b>
UDC MEETING DATE: <u>12-17-08</u>	<input type="checkbox"/> Informational Presentation
	<input type="checkbox"/> Initial Approval and/or Recommendation
	<input checked="" type="checkbox"/> Final Approval and/or Recommendation

PROJECT ADDRESS: 4802 TRADEWINDS PARKWAY  
ALDERMANIC DISTRICT: 16

OWNER/DEVELOPER (Partners and/or Principals) ARCHITECT/DESIGNER/OR AGENT:  
K&W MANAGEMENT LLC RYAN SIGNS, INC.  
1602 W. BELTLINE HWY. 3007 PERRY ST.  
MADISON, WI 53713 MADISON, WI 53713

CONTACT PERSON: MARY BETH BROWNEY SELENE  
Address: 3007 PERRY ST.  
MADISON, WI 53713  
Phone: 271-7979  
Fax: 271-7853  
E-mail address: mbgrowneyselene@ryansigns.net

**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 \_\_\_\_\_

\*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  
608-271-7979 Phone  
608-271-7853 Fax  
mbgrowneyselene@ryansigns.net

November 24, 2008

**TO:** City of Madison  
Urban Design Commission

**FROM:** Mary Beth Growney Selene  
Serving as Agent for Owner

**RE: SLEEP INN  
4802 TRADEWINDS PARKWAY  
VARIANCE REQUEST FOR BUILDING SIGNAGE EXCEEDING 18' IN HEIGHT**

Dear Urban Design Commission;

We would like to request a variance for the installation of three (3) wall signs to be located on the cupola of the previously approved Sleep Inn Motel at 4802 Tradewinds Parkway in Urban Design District #1.

### **Cupola Signage**

The building cupola will have signage on the North, East and West elevations  
The signs will be 8'-6" x 7'-10" = 66.30 square feet (or will not exceed 72 square feet)

### **Urban Design District #1 Guidelines**

Urban Design District #1 guideline #4.vii states that, "The height of a ground or wall sign shall not exceed 10' along John Nolen Drive or 18' elsewhere in the district unless a higher sign is specifically approved by the Urban Design Commission 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
- 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."

### **Request for Variance Approval**

The cupola signs were approved with the overall project approval, contingent on a variance approval by UDC. The cupola signs to be located on the North, East and West elevations will be 43'-6" to the top of the signs. The location of these signs is in keeping with the criteria set forth in the Urban Design District #1 Guidelines.

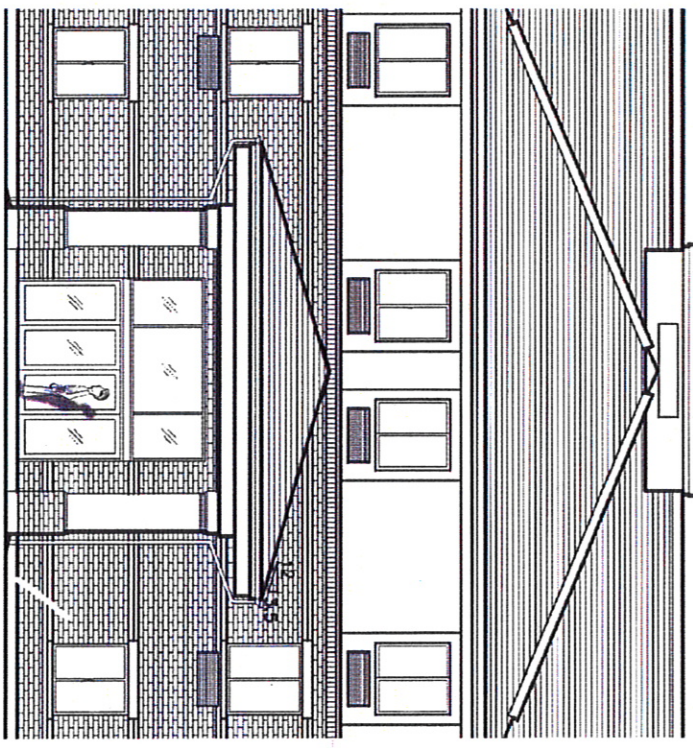
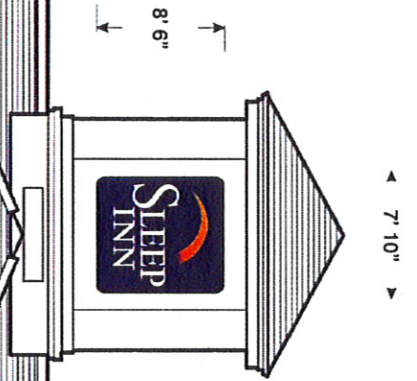
Thank you for your consideration.

Respectfully Submitted,

**RYAN SIGNS, INC.**

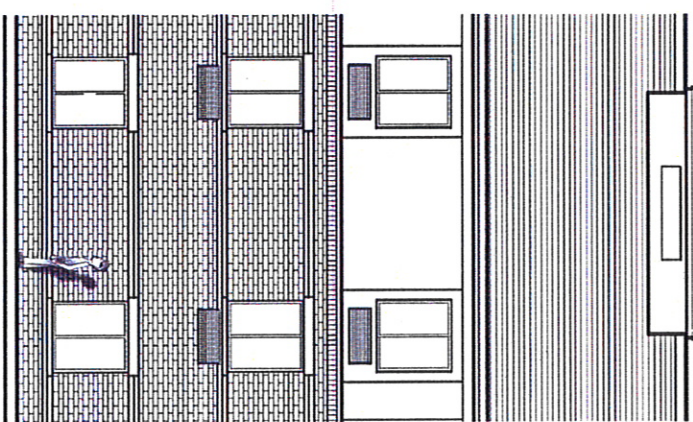
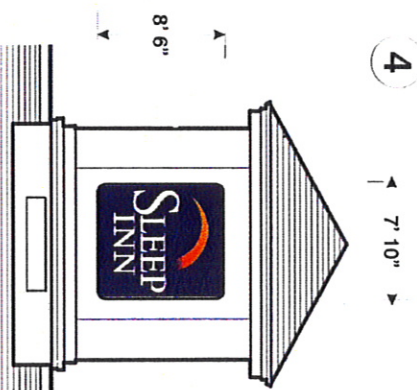
Mary Beth Growney Selene  
President

3



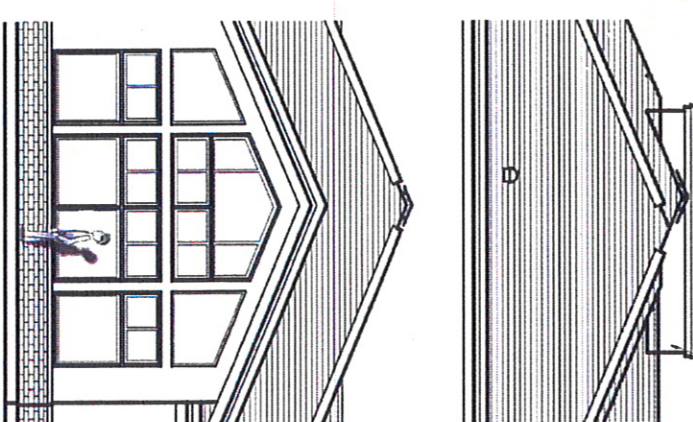
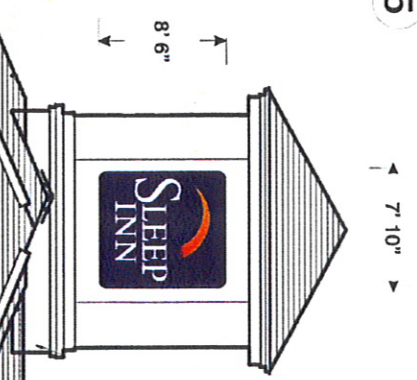
West Elevation

4



East Elevation

5



North Elevation

**Bryan Signs, Inc.**  
 3801 Linden Street, Middletown, NY 10941-1400  
 TEL: 845.342.1111 FAX: 845.342.1111  
 SLEEP INN - 4802 TRADEWINDS PARKWAY  
 Middletown, NY  
 4/9/08  
 4404B

3

9' 6"

14"

10' 4 1/2"



<b>Ryan Signs, Inc.</b>		SCALE: 3/16" = 1'-0"	APPROVED:
3007 Perry Street • Madison, WI 53713 • Tel (608) 271-7979 • Fax (608) 271-7853		DATE: 4/9/08	
<b>SLEEP INN - 4802 TRADEWINDS PARKWAY</b>		REVISED:	Copyright 2008 by Ryan Signs, Inc.
		DRAWN BY: KW	
<small>These plans are the exclusive property of Ryan Signs, Inc. and are the result of the original design work of it's 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>			DRAWING NUMBER:
client signature			<b>4404B</b>



**GENERAL SITE NOTES - WHERE APPLICABLE**

1. CONSULT THE LOCAL HEALTH DEPARTMENT AND APPROVED FOR SHOWN ON THE LOCAL HEALTH DEPARTMENT RECORDS FOR ALL SEWER CONNECTIONS.
2. ALL SEWER CONNECTIONS SHALL BE MADE TO THE EXISTING SEWER MAINS AND SHALL BE MADE IN ACCORDANCE WITH THE LOCAL HEALTH DEPARTMENT RECORDS.
3. VERIFY EXISTING UTILITIES AND RECORDS AND OBTAIN ALL NECESSARY PERMITS FROM THE LOCAL HEALTH DEPARTMENT.
4. VERIFY LOCATION OF UTILITIES AND RECORDS AND OBTAIN ALL NECESSARY PERMITS FROM THE LOCAL HEALTH DEPARTMENT.
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9. VERIFY LOCATION OF UTILITIES AND RECORDS AND OBTAIN ALL NECESSARY PERMITS FROM THE LOCAL HEALTH DEPARTMENT.
10. VERIFY LOCATION OF UTILITIES AND RECORDS AND OBTAIN ALL NECESSARY PERMITS FROM THE LOCAL HEALTH DEPARTMENT.

**ZONING SUMMARY**

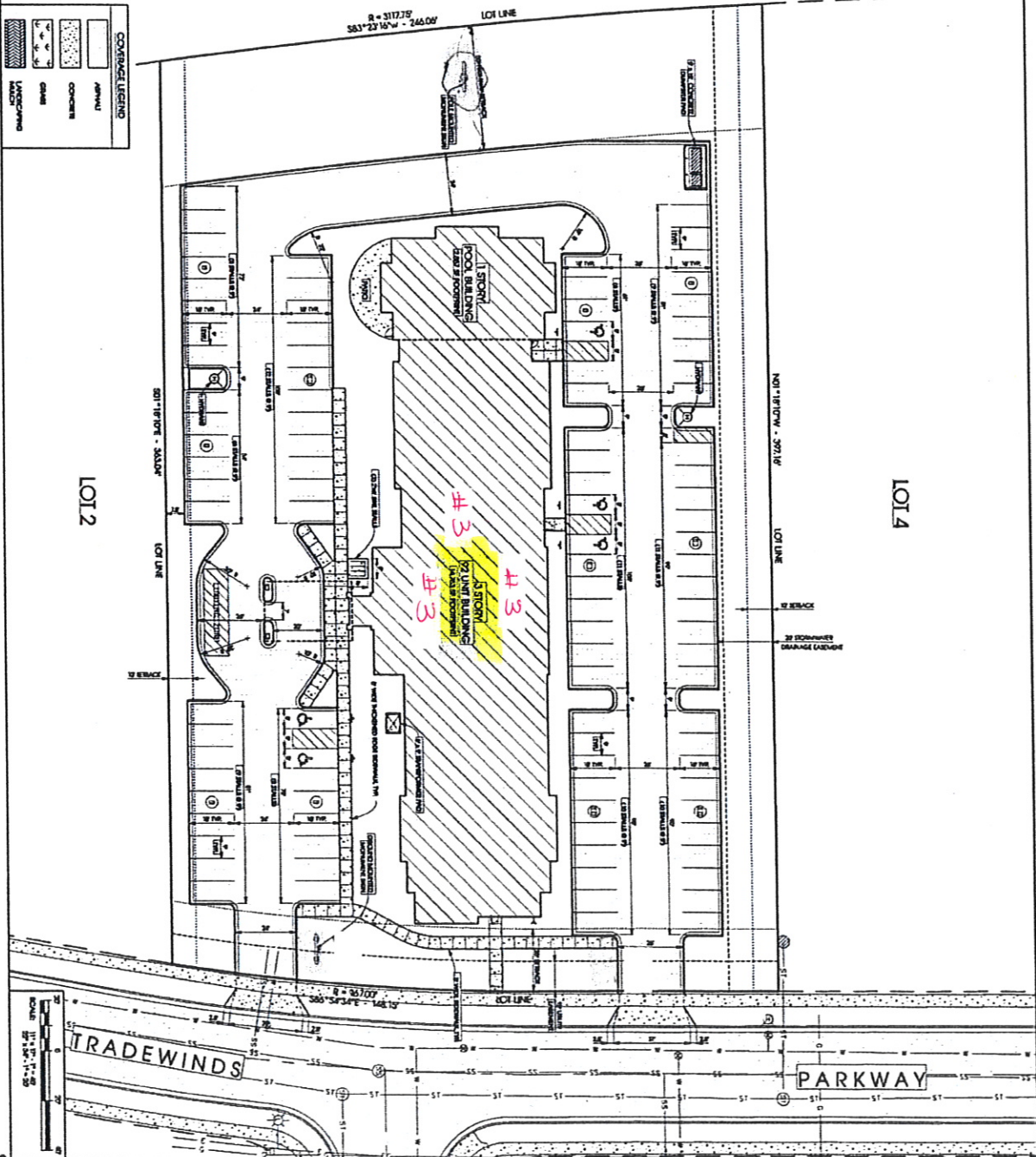
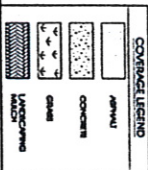
Special Classification	MS - Medium Density Residential
Setback	10 FT
Front Yard Setback	10 FT
Side Yard Setback	5 FT
Front Yard Setback	10 FT
Minimum Lot Area	30,000

**PROPERTY SUMMARY**

Lot Area	100,000
Setback	10 FT
Front Yard Setback	10 FT
Side Yard Setback	5 FT
Front Yard Setback	10 FT
Minimum Lot Area	30,000

**PARKING LOT SITE PLAN INFORMATION**

Number of Parking Spaces	3
Number of Service Spaces	3
Number of Loading Spaces	3
Number of Unloading Spaces	3
Number of Service Spaces	3
Number of Loading Spaces	3
Number of Unloading Spaces	3



**PROPOSED SITE PLAN  
- SCHEME 2 -  
SLEEP INN & SUITES  
MADISON, WISCONSIN**

**Edge**  
Consulting Engineers, Inc.  
454 Water Street  
P.O. Box 100, WI 53708  
608.644.1487 voice  
608.644.3202 fax  
www.edgeinc.com

**NOT FOR CONSTRUCTION**

**CD.1**

DATE: 11/11/11  
DRAWN BY: [Name]  
CHECKED BY: [Name]  
DATE: 11/11/11  
PROJECT NUMBER: [Number]  
SHEET NUMBER: [Number]  
SHEET TOTAL: [Number]