



1 July 2008

Urban Design Commission
Chair: Lou Host-Jablonski
215 MLKJ Blvd., Suite LL100
Madison, WI 53703

RE: Consideration of Comprehensive Design Review for Mixed-Use Development at
822-844 John Nolen Drive

Dear Commissions:

Consideration is being requested for a Comprehensive Design Review for the mixed-use development along the John Nolen Drive corridor. The development site is located in the Urban Design District #1, and is bordered to the north and south by Lake Monona and John Nolen Drive, and to the east and west by Pertzborn Plumbing and commercial office space. The proposed development consists of an **aloft** Hotel and a Fratellos Waterfront Restaurant.

The proposed development is a 4.23 acre site. The proposed buildings are located and oriented to maximize lake views and the proximity to the lake. The buildings are located approximately 300 ft. perpendicular from the John Nolen Drive corridor, which will require signs larger than the street graphic ordinance and UDD #1 permit. The signs are designed to integrate and compliment the building architecture.

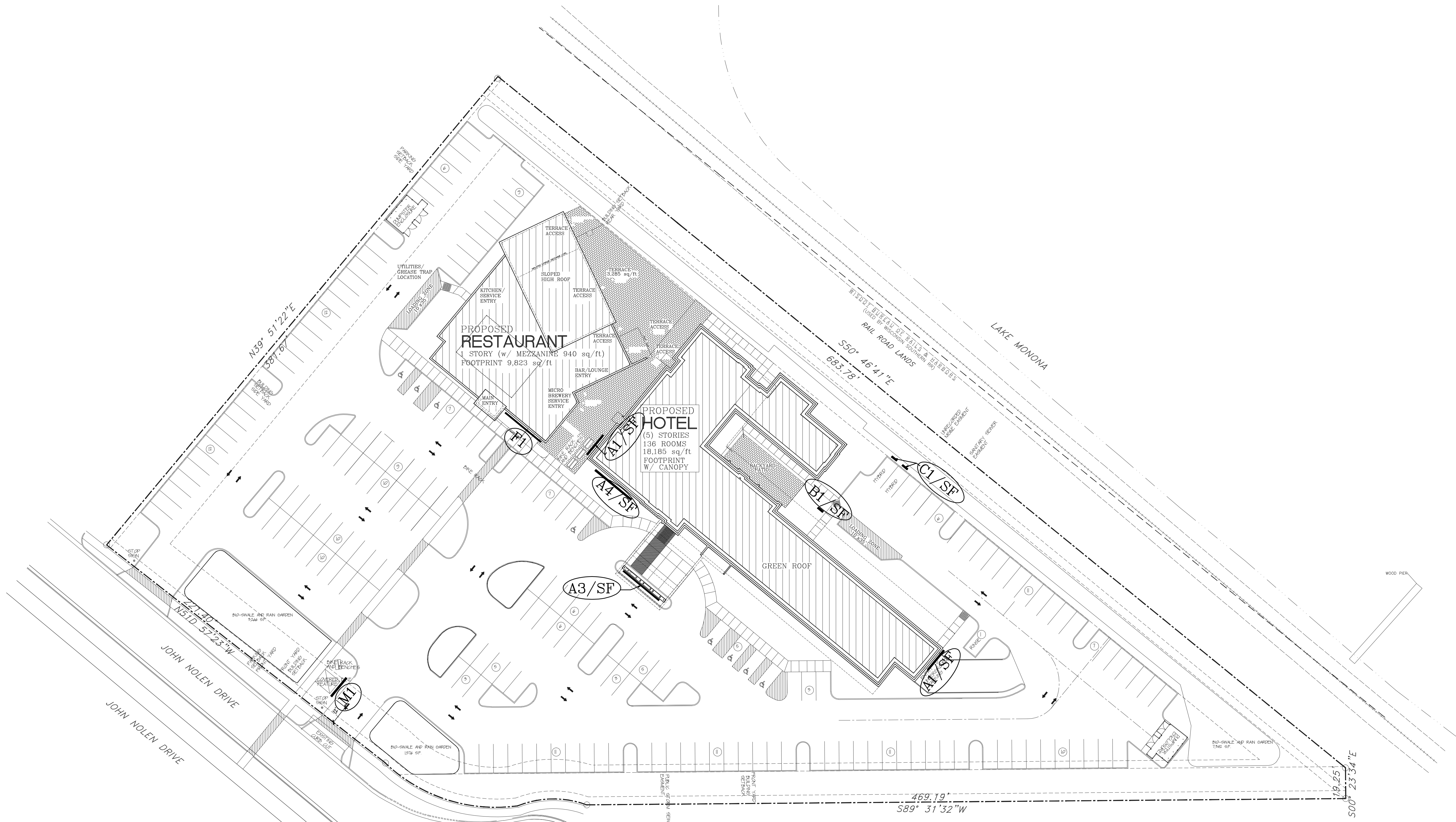
Consideration is requested, from the Urban Design Commission, for a Comprehensive Design Review of the site sign design theme and character of the development.

Thank you for your consideration.

Regards,

Jay P. Supple

Jay P. Supple
CEO
Supple Group – Hotels & Restaurants
Madison Boardwalk, LLC
1621 Congress Avenue
Oshkosh, WI 54901
920-232-2334 telephone



PROVIDE STANDARD ACCESSIBLE PARKING SIGNS PER STATE OF WISCONSIN SPECIFICATIONS

ARCHITECTURAL SIGNAGE PLAN
 NO SCALE
 0' 15' 30' 60'
 NORTH

revision #	by	change / date
1		
2		
3		
4		
5		

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Proposed Hotel For:
ALLOFT HOTEL
 John Nolen Drive
 Madison, Wisconsin

architect
design II Inc.
 845 W. Main Ave.
 Suite 200
 Fond du Lac, WI 54935
 (920) 922-2888 fax (920) 922-4109

project no.
0765
 date
6-18-2008
 sheet no.
SIGNAGE

EXTERIOR SIGNTYPES



A3 - Monumen 1 ID at Port Cocher e
qty: 1

A1 - Building Roof Identification
(Type 1 prototype)



A2 - Main Ground ID - (3 sizes)
qty: 1



B1 - Bble Directional
qty: 1



631/756.1010 www.spectrumsigns.com
111 Carolyn Blvd. Farmingdale, NY 11735

ribbit...

123 Mercer Ave. Hartsdale, NY 10530
T.914/948.1828 www.jumprabbit.com

INTERIOR SIGNAGE & WAYFINDING:
Aloft Brand

These drawings outline the design intent of the project and are not intended to be used as a final design. The design drawings are in process of construction. Significant design changes may occur during the design process. The design drawings are not intended to be used as a final design. The design drawings are not intended to be used as a final design. The design drawings are not intended to be used as a final design.

EXTERIOR
Sign Types Overview

ESO-1.0

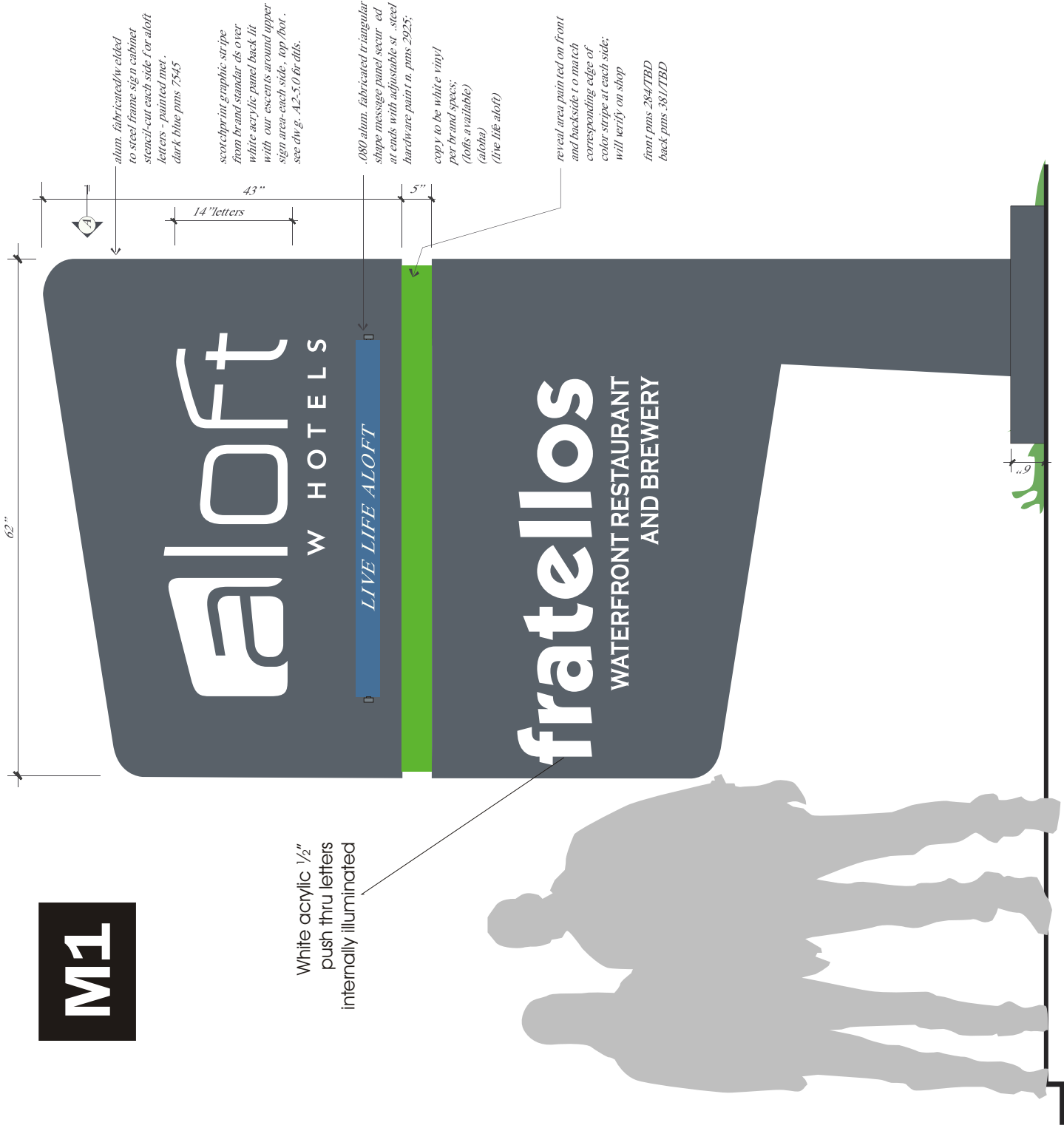


STARWOOD
HOTELS & RESORTS WORLDWIDE, INC.

1111 Westchester Ave.
White Plains, NY 10604

Date:
7/29/06
9/28/06
10/12/06
6/12/07
6/21/07

M1



PROJECT DESCRIPTION:
Main entrance monument sign, double faced, internally illuminated



N5590 Luey Lane, Plymouth, WI 53073
Phone: 920-893-6366 • Fax: 920-893-6566
E-mail: sheboygancountysigns@hotmail.com

Please Note: All Goods Remain The Property Of Sheboygan County Signs Until Paid For In Full.

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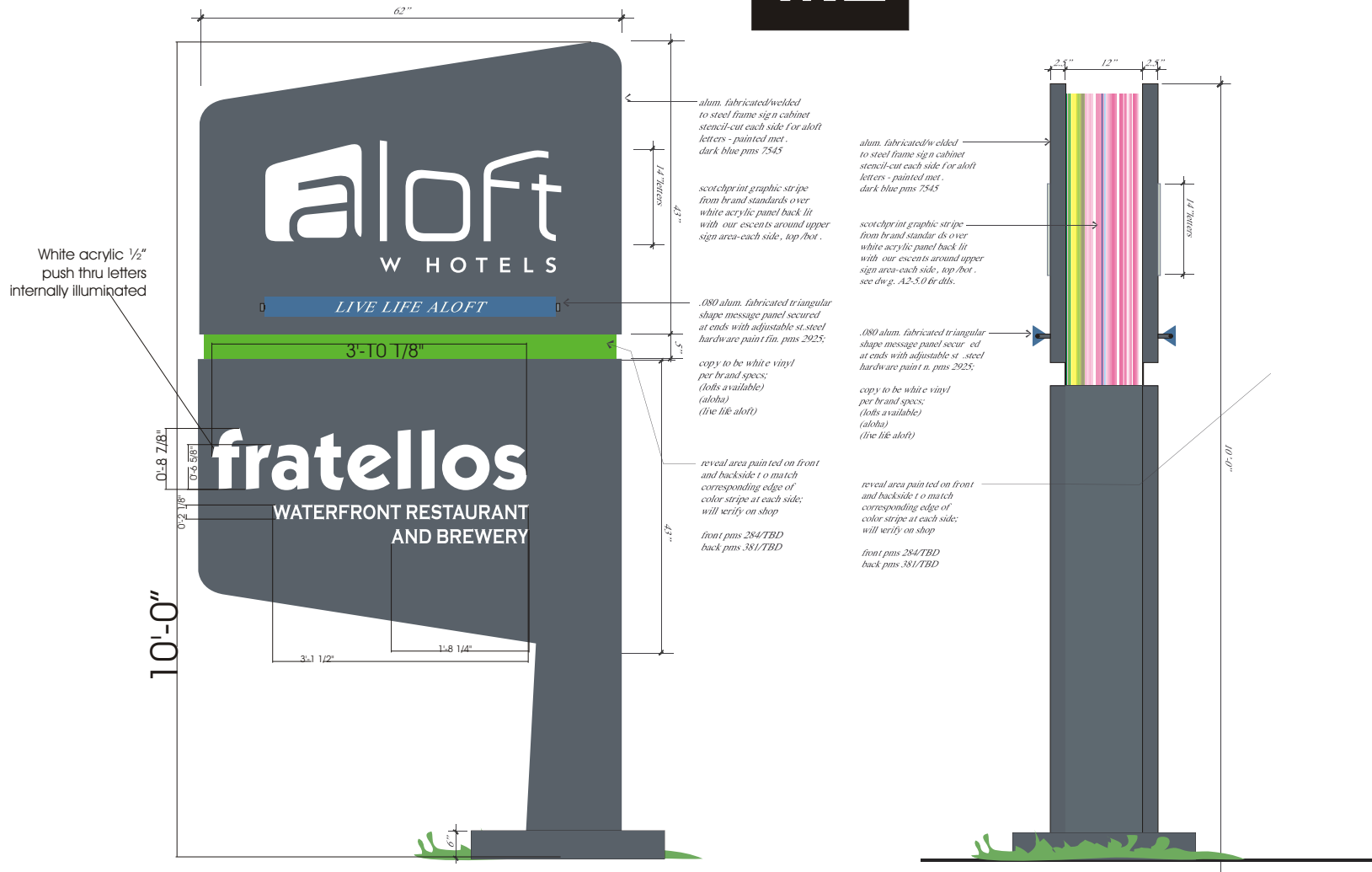
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RECEIVED BY: _____ DATE: _____
APPROVED: _____ DATE: _____

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DATE:	06-26-08
DESIGNED BY:	M. JONUS
FILE NAME:	SUPPLE REST. GROUP
PROJECT DESCRIPTION:	MADISON FRATELLOS/ALOFT
SCALE:	
REVISION:	3

M1



PROJECT DESCRIPTION.
Main entrance monument sign, double faced, internally illuminated

© 2008 SHEBOYGAN COUNTY SIGNS



N5590 Luey Lane, Plymouth, WI 53073
Phone: 920-893-6366 • Fax: 920-893-6566
E-mail: sheboygancountysigns@hotmail.com

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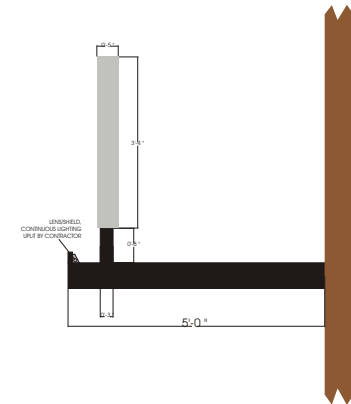
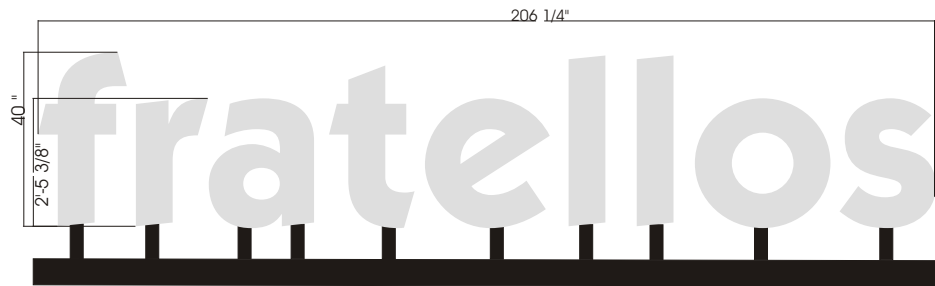
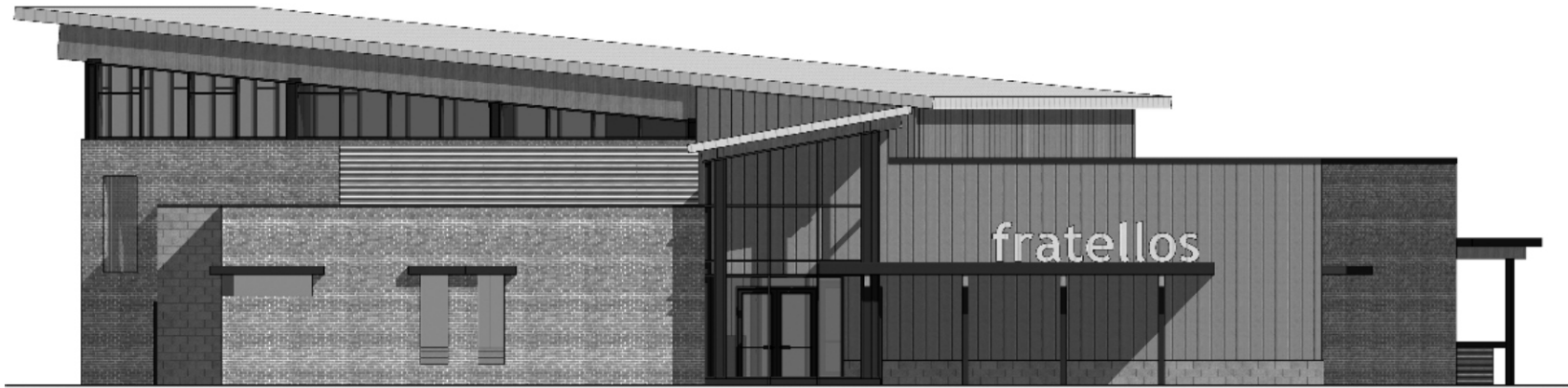
RECEIVED BY: _____
DATE: _____
APPROVED: _____
DATE: _____

DATE:	06-25-08
DESIGNED BY:	M JONUS
FILE NAME:	SUPPLE REST. GROUP
PROJECT DESCRIPTION:	MADISON FRATELLOS/ALOFT
SCALE:	
REVISION:	3

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F1



Main wall sign
 Building sign, externally illuminated by uplighting. Formed aluminum letter cans
 Painted mp18100 silver grey metallic paint. Black mounting posts.

© 2008 SHEBOYGAN COUNTY SIGNS



**HELPING YOU GROW YOUR BUSINESS,
 DEDICATED TO YOUR SUCCESS!**

N5590 Luey Lane, Plymouth, WI 53073
 Phone: 920-893-6366 • Fax: 920-893-6566
 E-mail: sheboygancountysigns@hotmail.com

CUSTOMER: _____

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Fabrication

Design

Notes

INTERIOR SIGNAGE & WAYFINDING:
Aloft Brand

These drawings outline design and fabrication of the sign hardware. Design drawings are to be used for construction. Sign hardware is to be made from aluminum. Sign hardware shall be fabricated in accordance with the specifications and drawings. All materials shall be of the highest quality and shall be suitable for outdoor use. All materials shall be of the highest quality and shall be suitable for outdoor use. All materials shall be of the highest quality and shall be suitable for outdoor use.

EXTERIOR
(1) Building ID Sign Wall Mount

Drawing

A1 - I.0



Project

STARWOOD
 HOTELS & RESORTS WORLDWIDE, INC.
 1111 Westchester Ave.
 White Plains, NY 10604

Client

Date

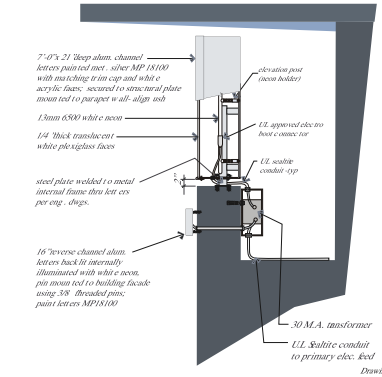
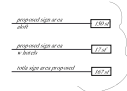
7/23/06
 9/28/06
 10/12/06
 11/07/06
 6/12/07
 6/21/07



7'-0" x 21" deep aluminum channel letters painted matt. silver MP 15100 with matching trim cap and white acrylic faces, secured to structural plate mounted to parapet w. all. sign sub

16" reverse channel aluminum back lit internally illuminated with white neon, pin mounted to building facade using SS threaded pins, paint letters MP15100

A1 - Sign Type A1 - Building Sign - Side Elevation
 qty: 1 required



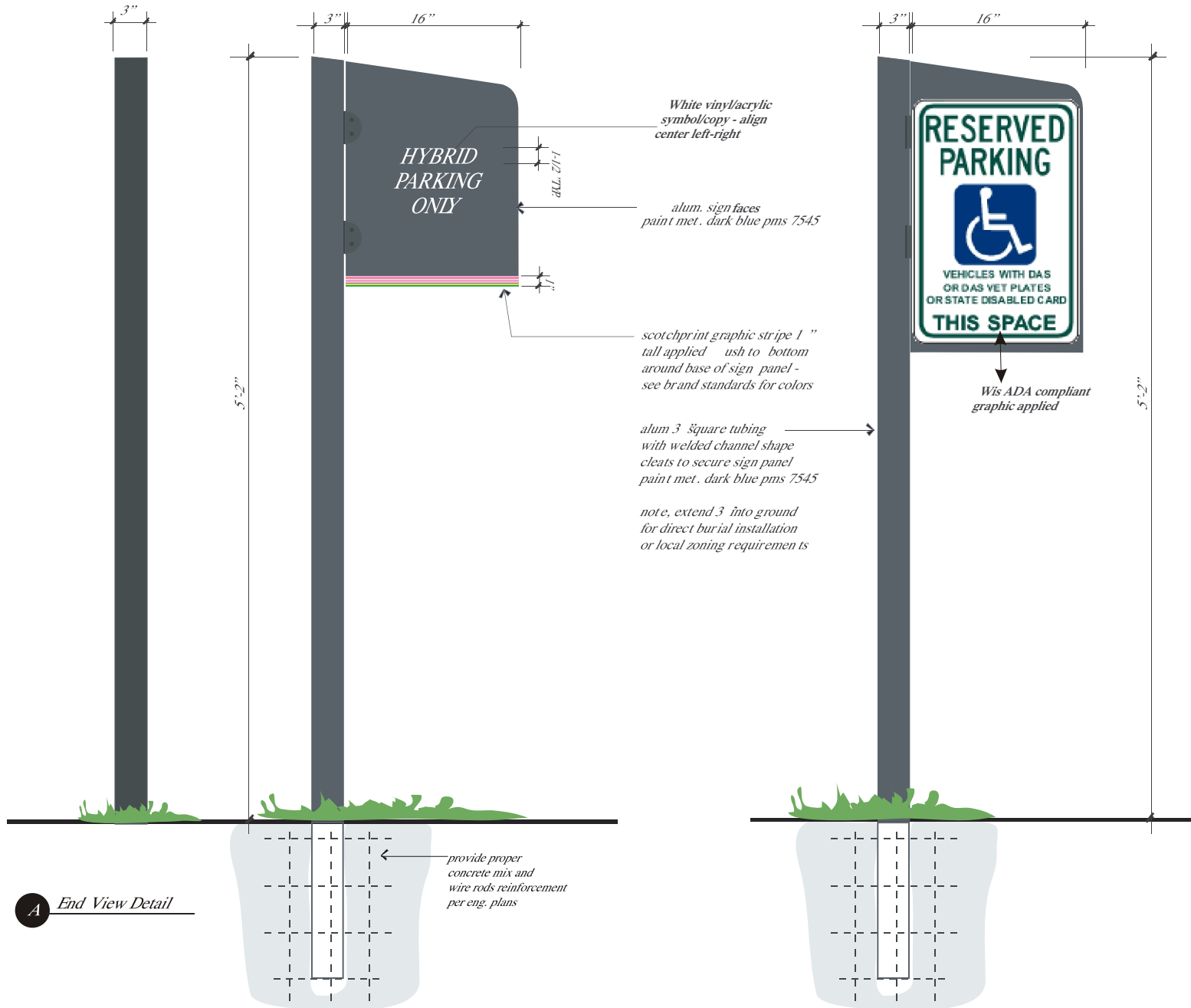
A1 - Sign Type A1 - Building Sign - End View



7'-0" alum. channel letters face lit white freestanding on parapet wall and wall mounted channel letters below per A1-I.1 dwg. details

monument sign at port cock here beyond, see A3 dwgs. for dets.

A1 - Sign Type A1 - Rooftop Building Sign - Side Elevation
 qty: 1 required



A End View Detail

1 Sign Type C1.0 - Hybrid Parking ID - Front Elevation
qty: 2 required, single face

2 Sign Type C1.1 - Accessible Parking ID - Front Elevation
qty: 3 required, single face