

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

AGENDA ITEM # _____

Project # _____

DATE SUBMITTED: <u>10/08/2008</u>	Action Requested
UDC MEETING DATE: <u>10/29/2008</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: 4202 East Towne Blvd.

ALDERMANIC DISTRICT: 17

OWNER/DEVELOPER (Partners and/or Principals) <u>BPP Wisconsin LLC</u>	ARCHITECT/DESIGNER/OR AGENT: <u>Persona</u>
<u>625 Liberty Ave.</u>	<u>700 21st Street SW, PO Box 210</u>
<u>Pittsburgh, PA 15222</u>	<u>Watertown, SD 57201</u>

CONTACT PERSON: Matthew Fortney, Quarles & Brady LLP
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Madison, WI 53703
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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.



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October 8, 2008

Urban Design Commission
City of Madison, Wisconsin

RE: Street Graphic Variance
Baymont Inn & Suites
4202 East Towne Blvd.
Madison, Wisconsin 53704

Dear Members of the Urban Design Commission:

This submission seeks a variance to add an electronic message board component to the existing Baymont Inn & Suites sign. The existing signage is located along East Washington Avenue, and took the place of the Excel Inn sign. With this submission, we seek your final approval of the requested street graphic variance to permit the addition of an LED message board to the current sign.

The proposed message board measures seven feet eight inches (7' 8") wide and four feet seven inches (4' 7") tall, and would add 32.2 square feet of signage to each side of the current sign. The proposed message board is similar to those in use by surrounding businesses, as shown in the attached exhibit. With the addition of the proposed message board, the total signage for the Baymont Inn & Suites would be similar to or smaller than other hotel and motel signs in the area, as shown in the attached exhibit.

Very truly yours,

QUARLES & BRADY LLP

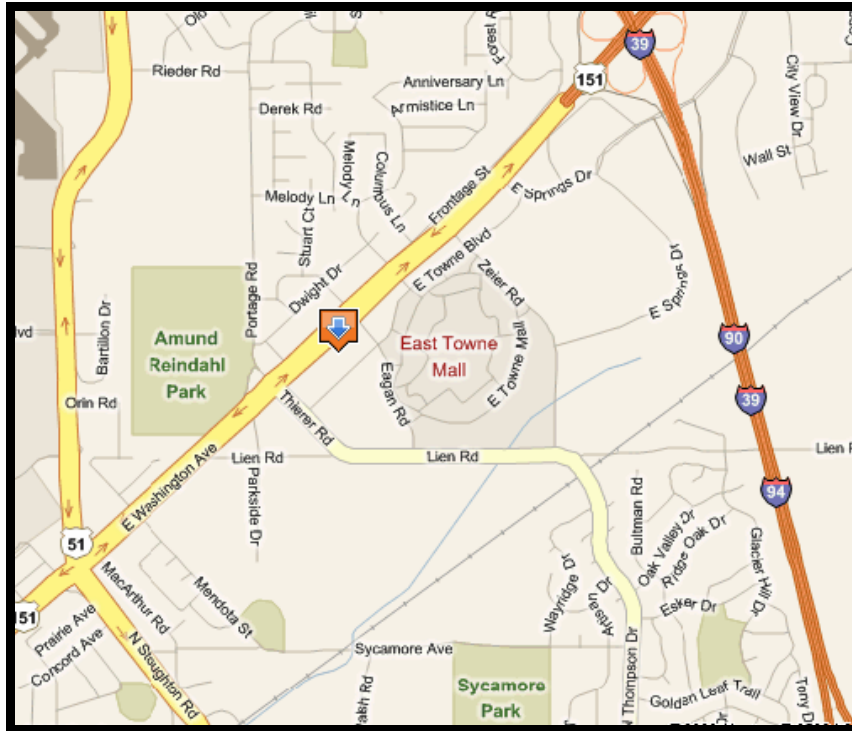
Matthew D. Fortney

Attachment

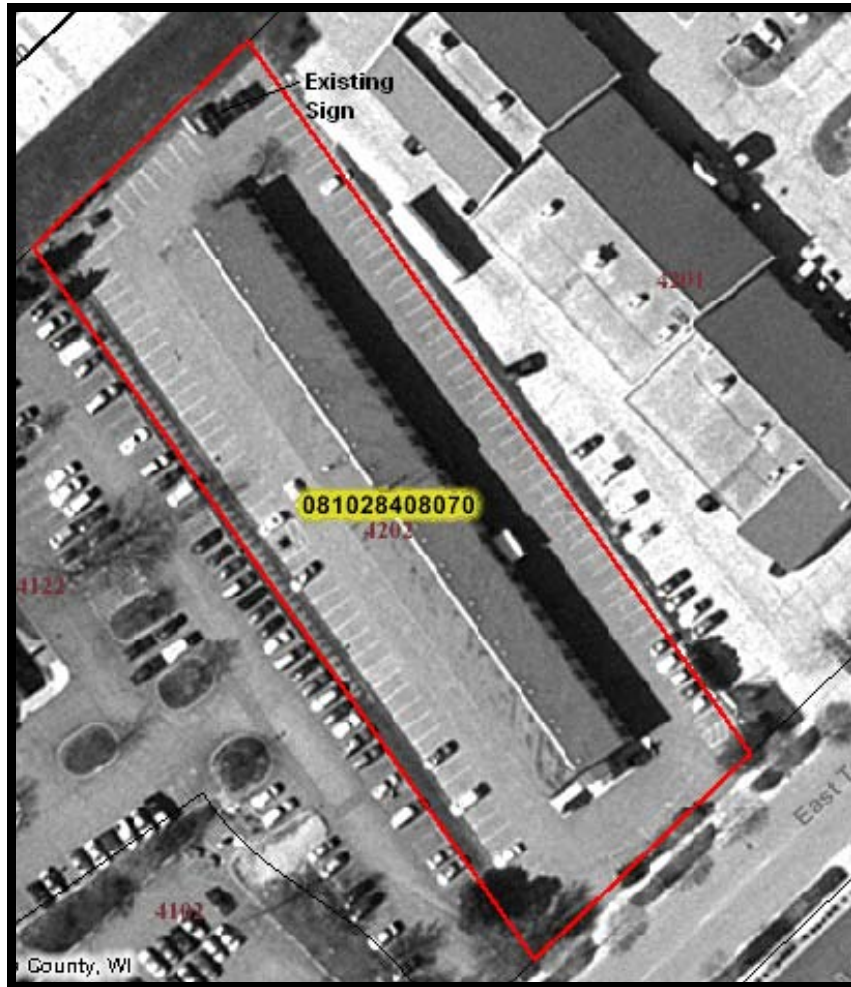
QB\6604447.1

LOCATOR MAP

4202 East Towne Boulevard



SITE PLAN
Baymont Inn & Suites
4202 East Towne Boulevard





SITE DETAILS

Property

Address: 4202 East Towne Blvd.
Lot Size: 66,730 square feet (1.53 acres)
Zoning: C3L
Located in Urban Design District 5

Existing Sign

Set back from the southern-most traffic lane East Washington Avenue:
Approximately 50 feet
Set back from the northern-most traffic lane East Washington Avenue:
Approximately 175 feet

EXISTING SITE CONDITIONS
Baymont Inn & Suites
4202 East Towne Boulevard



View of sign looking northwest



View of sign looking southeast

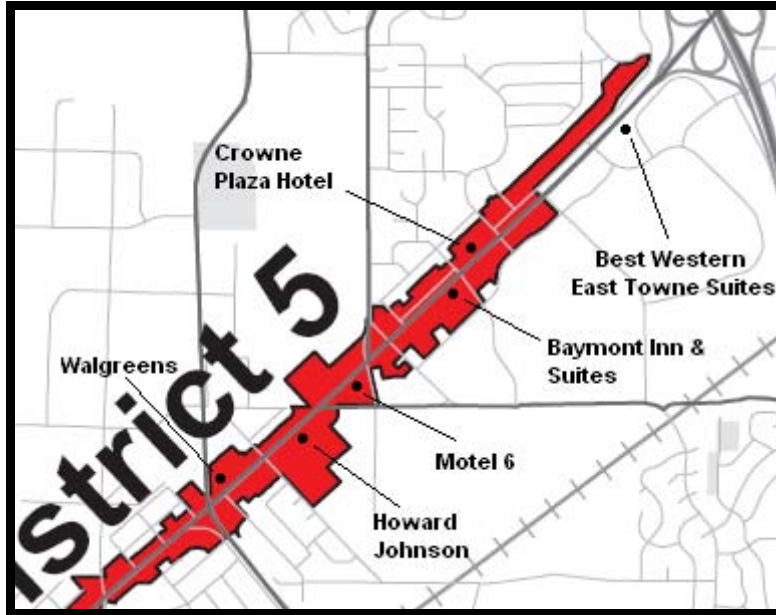
PROPOSED ADDITION OF LED MESSAGE BOARD

Note: The Baymont Inn & Suites sign was not installed as depicted below. A smaller version was installed approximately where the message board is located in this depiction, as shown in the existing site conditions photographs. The proposed LED message board is the same size as depicted below, but would be installed below the existing sign.



Rendering of proposed LED message board

PHOTOGRAPHS OF SIMILAR GRAPHICS



Location of similar graphics



Best Western East Towne Suites
4801 Annamark Drive



Crowne Plaza Hotel
4402 E. Washington Avenue



Motel 6
1754 Thierer Road



Howard Johnson
3841 E. Washington Avenue



Walgreens
3710 E. Washington Avenue



Walgreens
2909 E. Washington Avenue