
JUDGE DOYLE SQUARE HOTEL

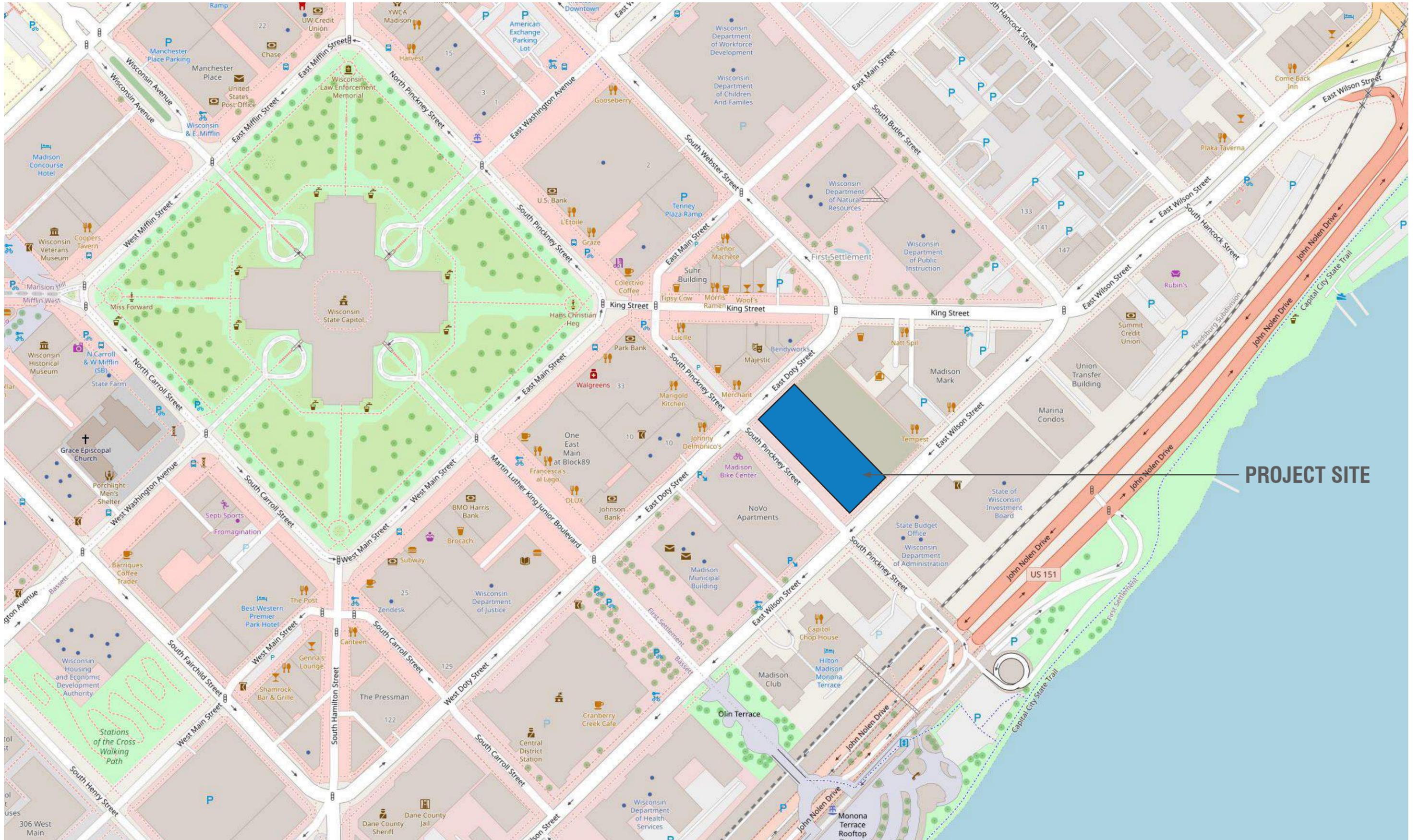
EMBASSY SUITES BY HILTON | MADISON. WISCONSIN

CITY OF MADISON UDC SIGNAGE PRESENTATION

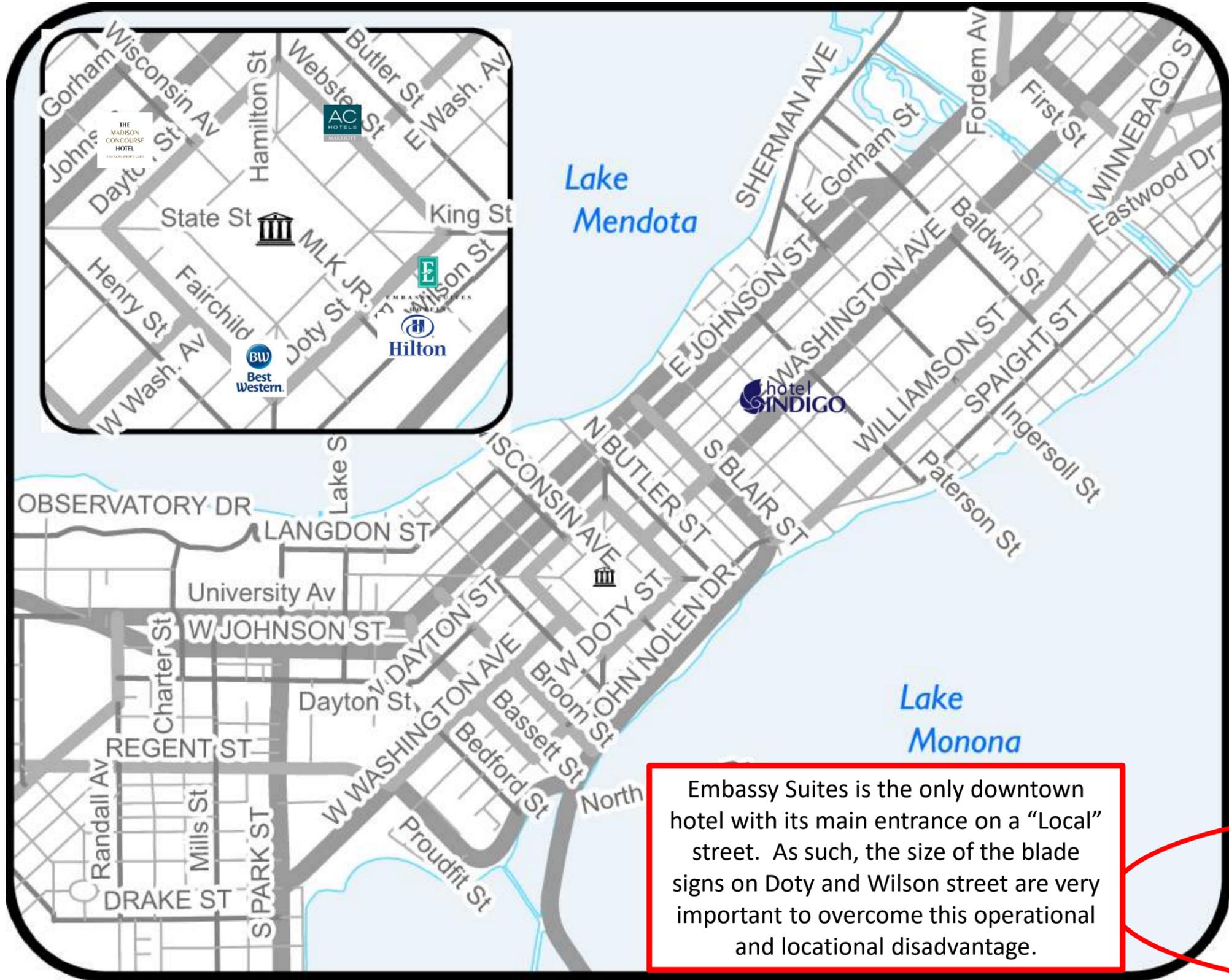
MAY 11, 2022

Kahler Slater

LOCATOR MAP



PROJECT SITE



Functional Class

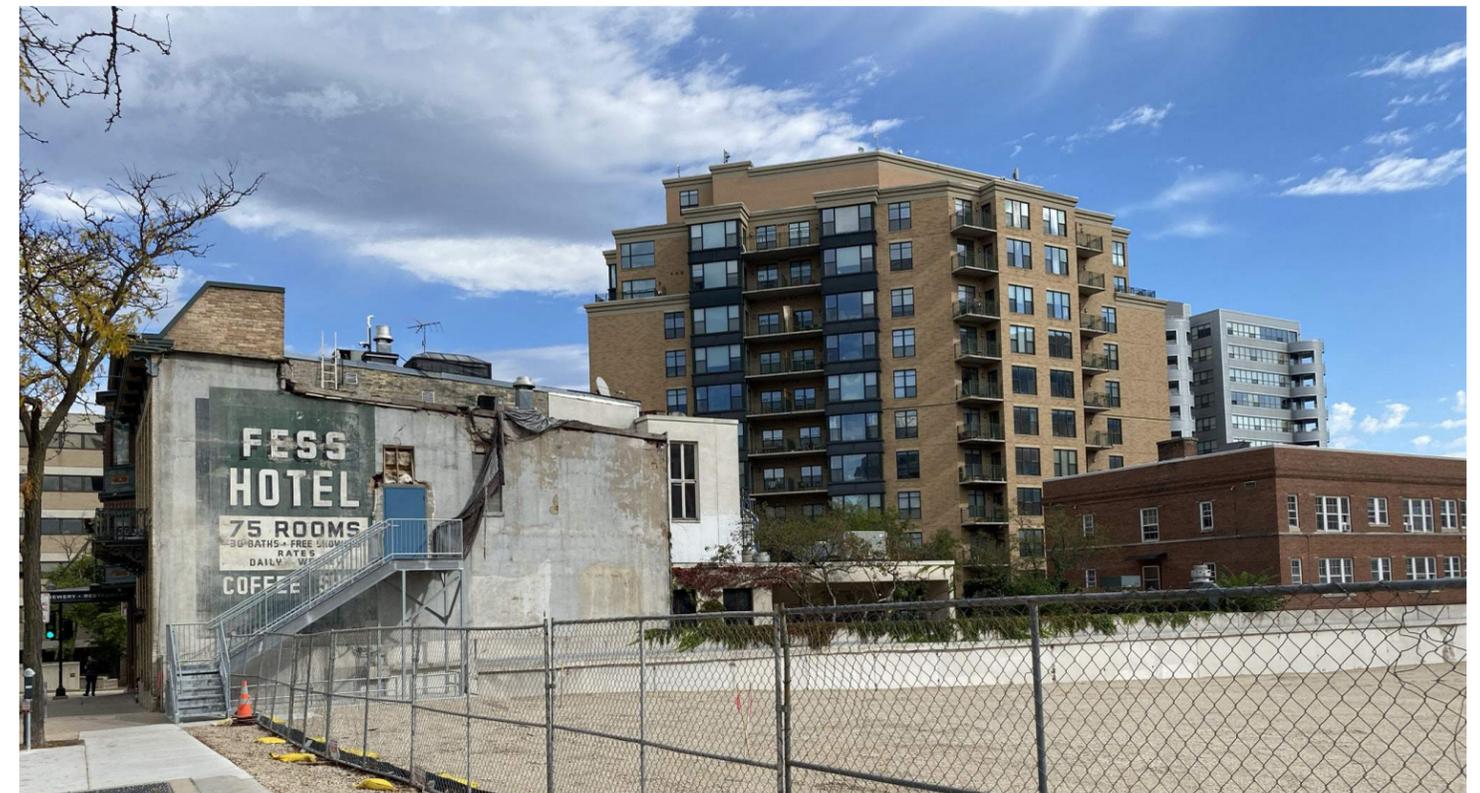
- Principal Arterial
- Primary Arterial
- Standard Arterial
- Collector
- Local

City of Madison
Street Functional Class Map
 City Of Madison
 Dept Of Public Works

- Hilton** Wilson Street
Collector Road
- Best Western** Fairchild Street
Standard Arterial
- AC HOTELS** Webster Street
Standard Arterial
- hotel INDIGO** East Washington
Primary Arterial
- THE MADISON CONCORSE HOTEL** West Johnson
Primary Arterial
- EMBASSY SUITES HOTELS** Pickney Street
Local

Embassy Suites is the only downtown hotel with its main entrance on a "Local" street. As such, the size of the blade signs on Doty and Wilson street are very important to overcome this operational and locational disadvantage.

SITE PHOTOS



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:

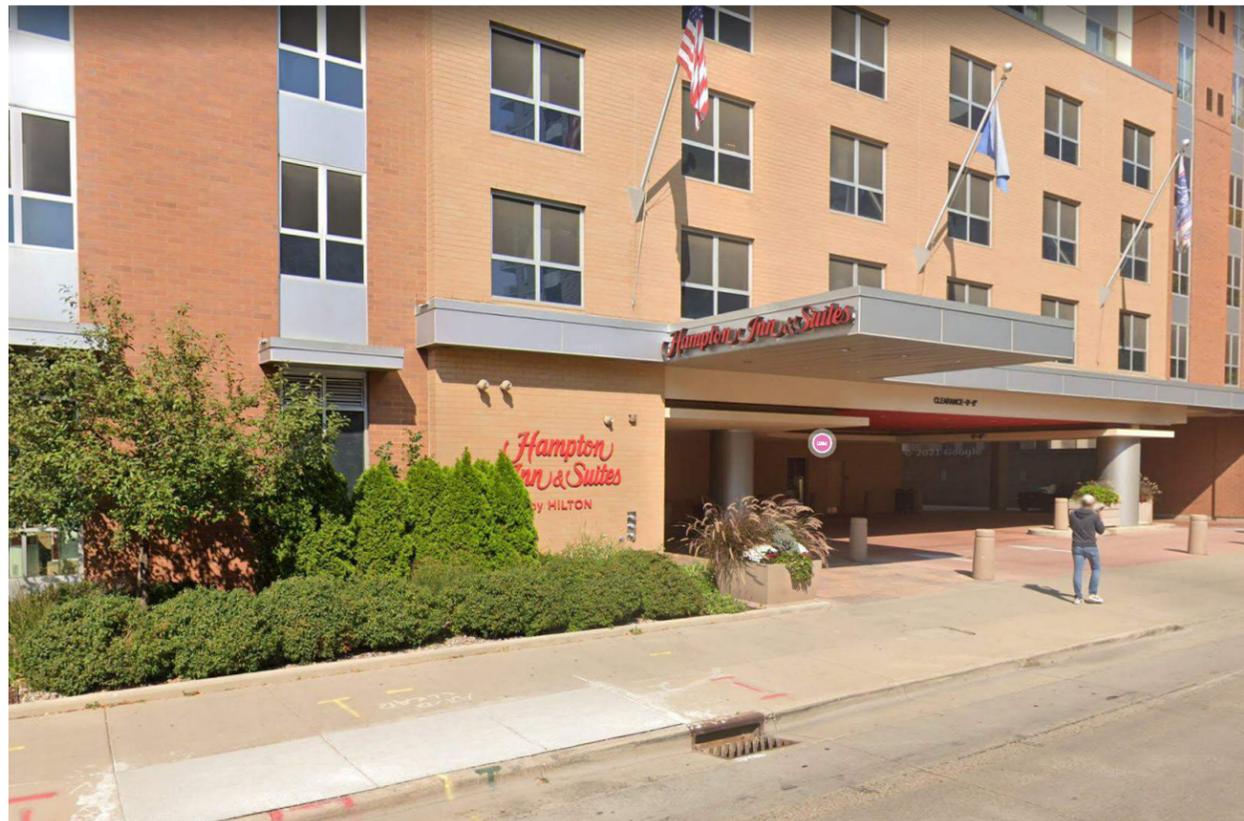
- A. PRESENTS A HAZARD TO VEHICULAR OR PEDESTRIAN TRAFFIC ON PUBLIC OR PRIVATE PROPERTY,**
- B. OBSTRUCTS VIEWS AT POINTS OF INGRESS AND EGRESS OF ADJOINING PROPERTIES,**
- C. OBSTRUCTS OR IMPEDES THE VISIBILITY OF EXISTING LAWFUL SIGNS ON ADJACENT PROPERTY, OR**
- D. NEGATIVELY IMPACTS THE VISUAL QUALITY 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.

PRECEDENTS



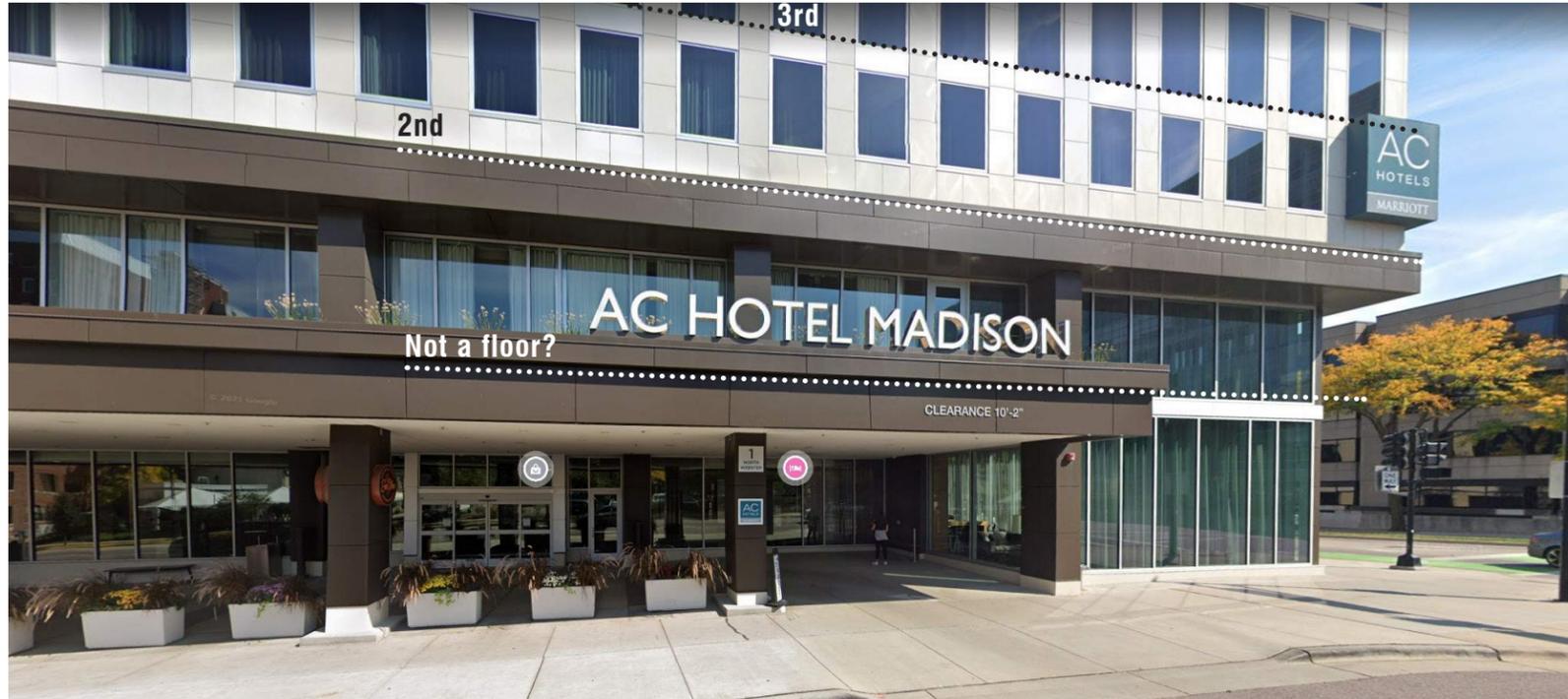
LEFT: HAMPTON INN ON WEST JOHNSON STREET

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, CLEARANCE, 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

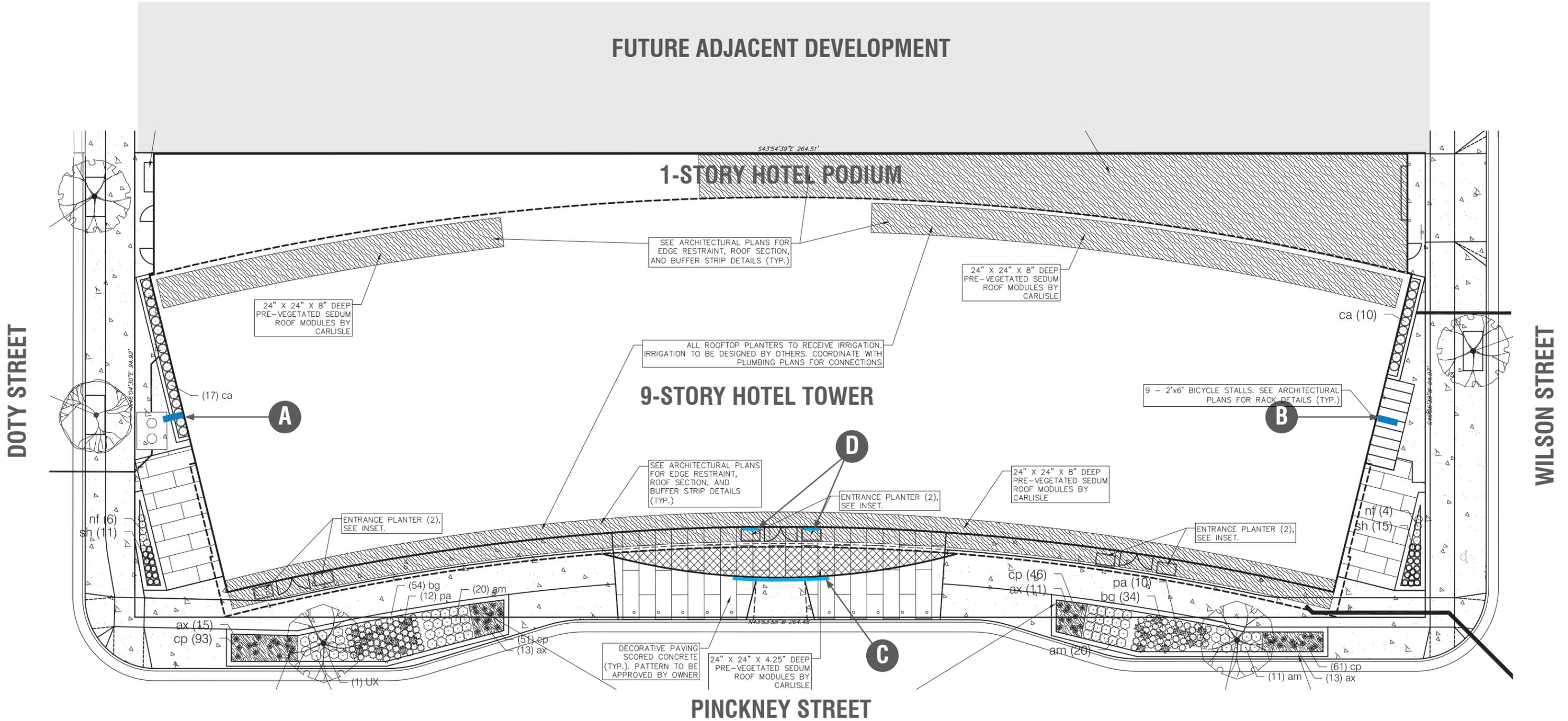


LEFT: HILTON HOTEL ON WILSON STREET
THIS PROJECT IS IN THE SAME ZONING DISTRICT AND INCLUDES:
CANOPY SIGN AND A POST AND PANEL SIGN AT THE MAIN ENTRY

APPROVED DESIGN FROM UDC



SITE PLAN WITH PROPOSED SIGNS

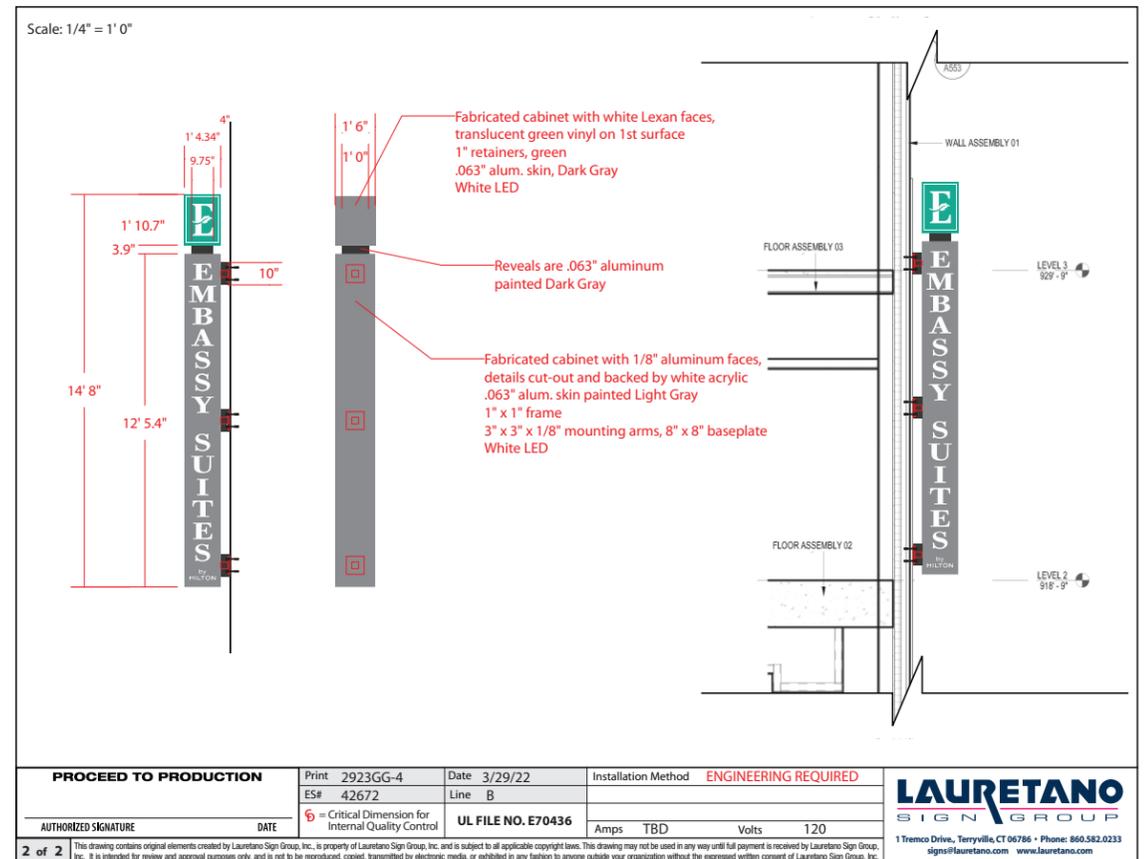
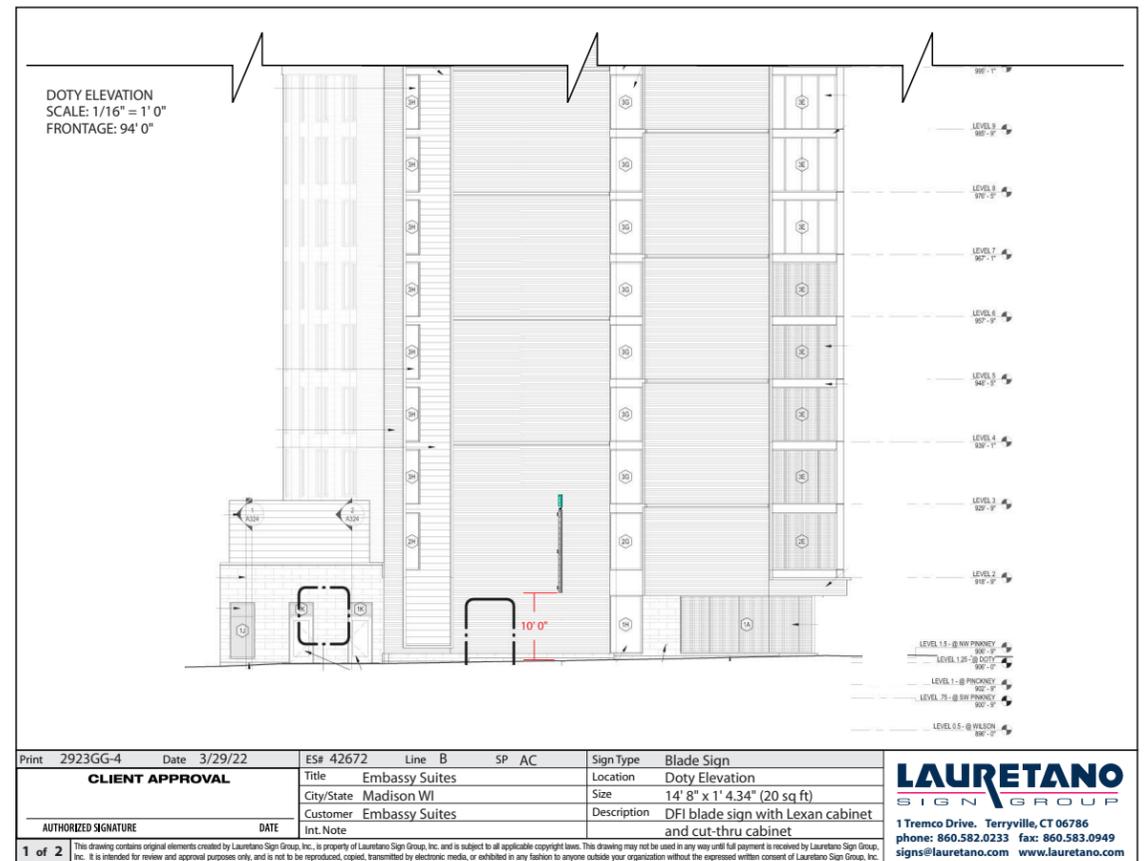


A SIGN A - CODE MAX



DOTY STREET - CODE MAX SIZE

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



A SIGN A - PROPOSED



DOTY STREET - PROPOSED SIZE

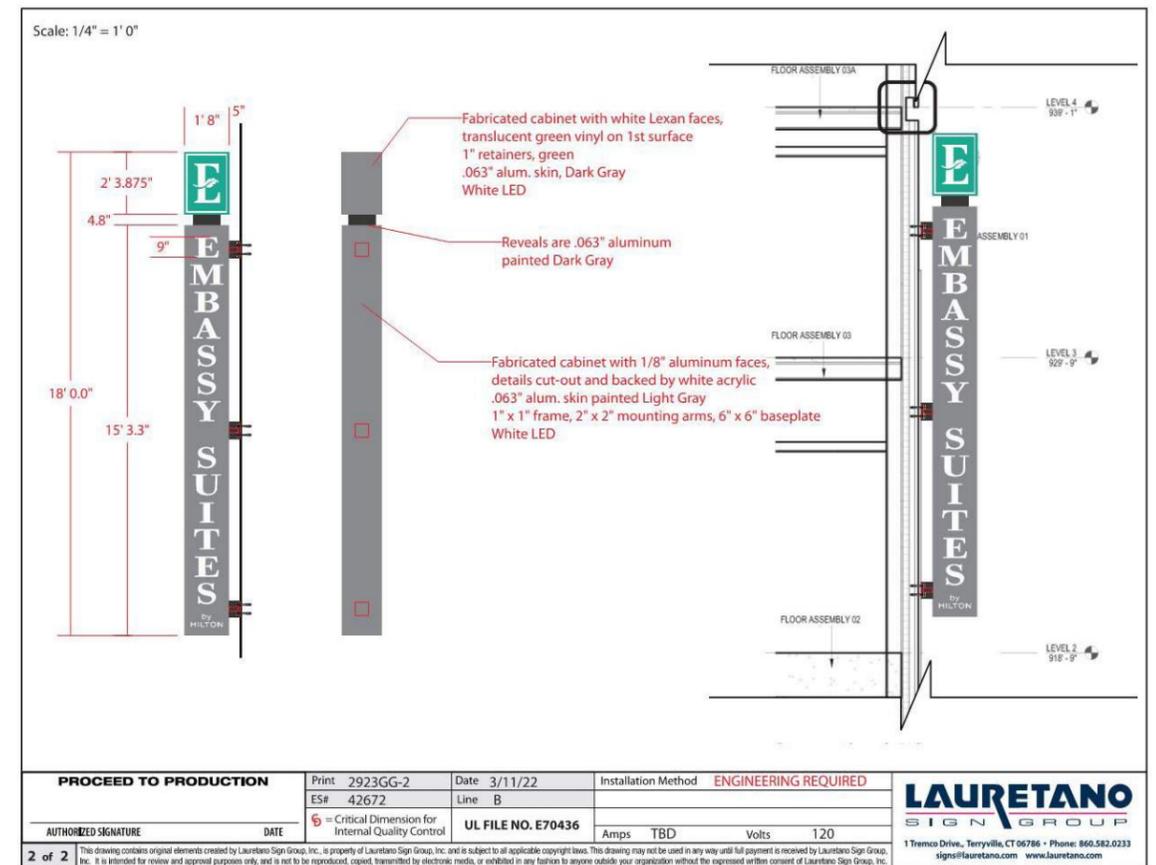
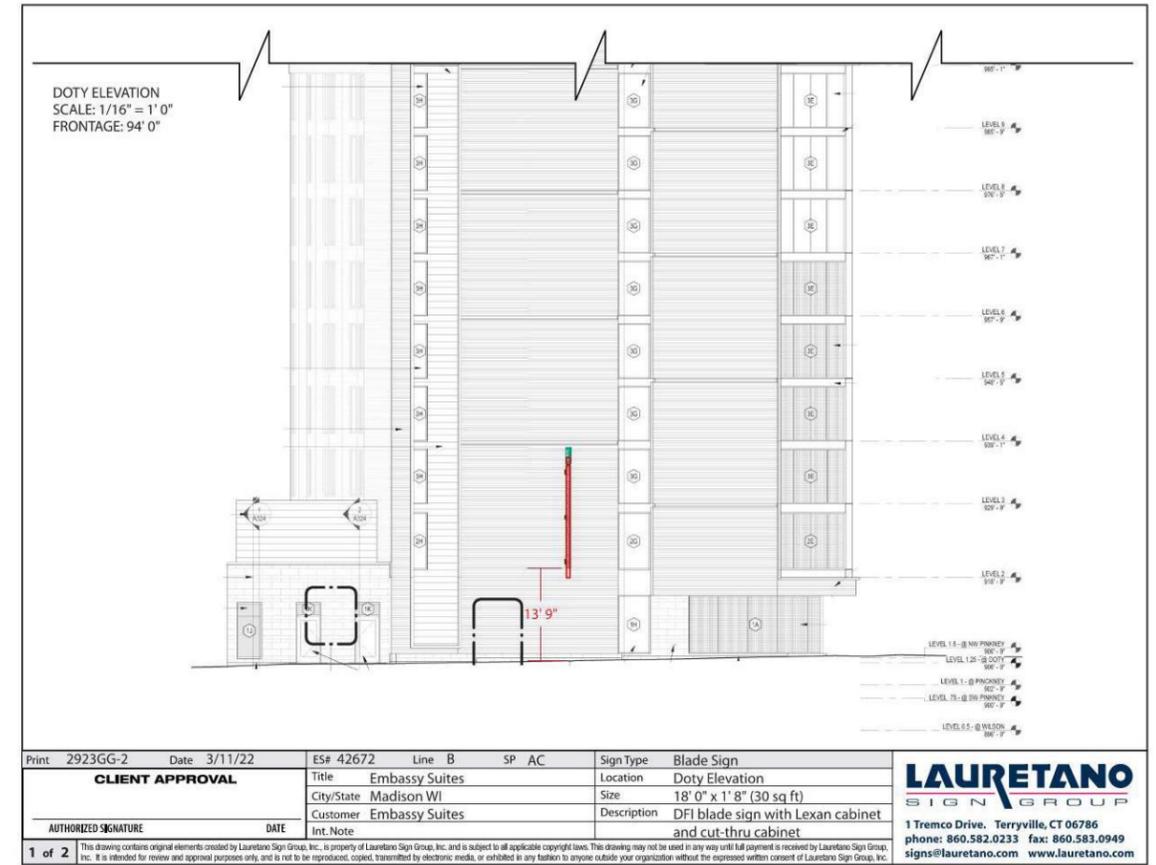
CODE EXCEPTIONS:

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

WILSON ELEVATION
 SCALE: 1/16" = 1' 0"
 FRONTAGE: 94' 0"

Print	2924GG-3	Date	3/29/22	ES#	42672	Line	C	SP	AC	Sign Type	Blade Sign
CLIENT APPROVAL											
Title	Embassy Suites			Location	Wilson Elevation						
City/State	Madison WI			Size	14' 8" x 1' 4.34" (20 sq ft)						
Customer	Embassy Suites			Description	DFI blade sign with Lexan cabinet and cut-thru cabinet						
AUTHORIZED SIGNATURE	DATE	Int. Note									
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 signs@lauretano.com www.lauretano.com

Scale: 1/4" = 1' 0"

PROCEED TO PRODUCTION

Print	2924GG-3	Date	3/29/22	Installation Method	ENGINEERING REQUIRED		
ES#	42672	Line	C	Amps	TBD	Volts	120
AUTHORIZED SIGNATURE _____ DATE _____ Ⓢ = Critical Dimension for Internal Quality Control				UL FILE NO. E70436			
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B SIGN B - PROPOSED



WILSON STREET - PROPOSED SIZE

CODE EXCEPTIONS:

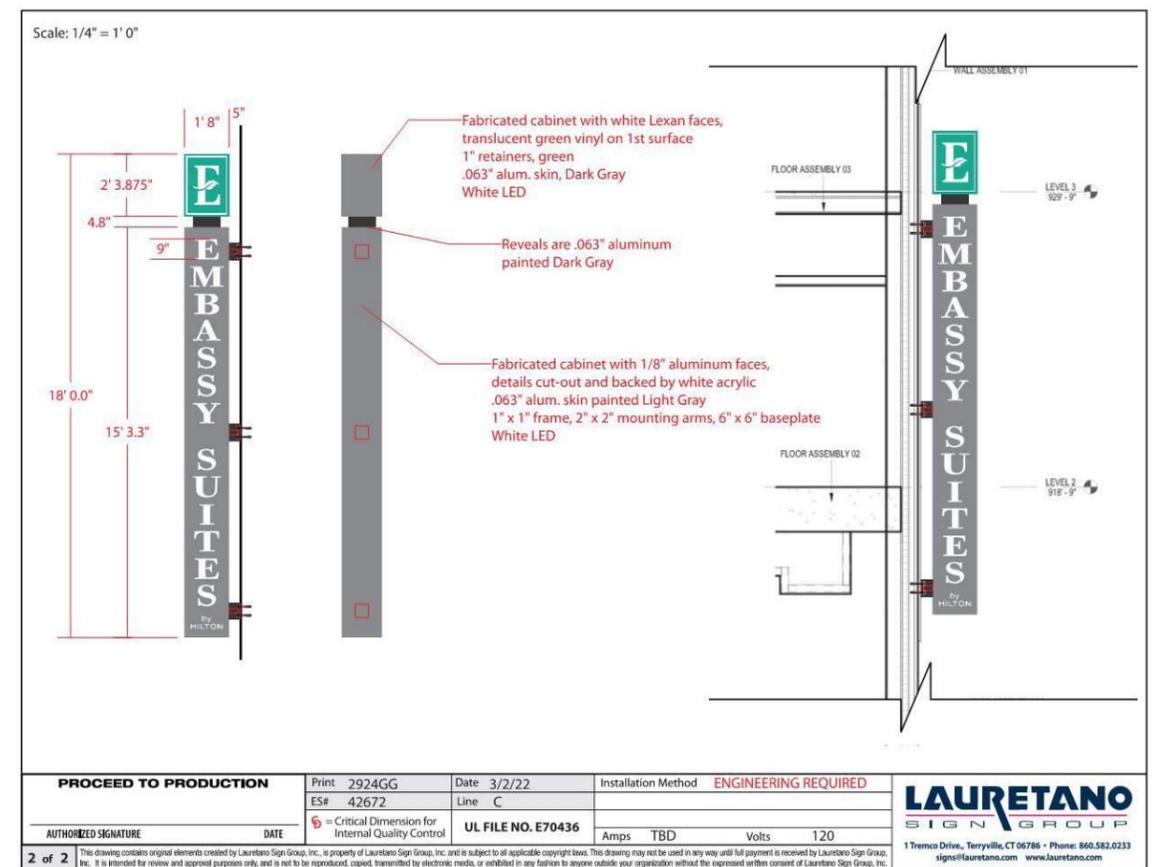
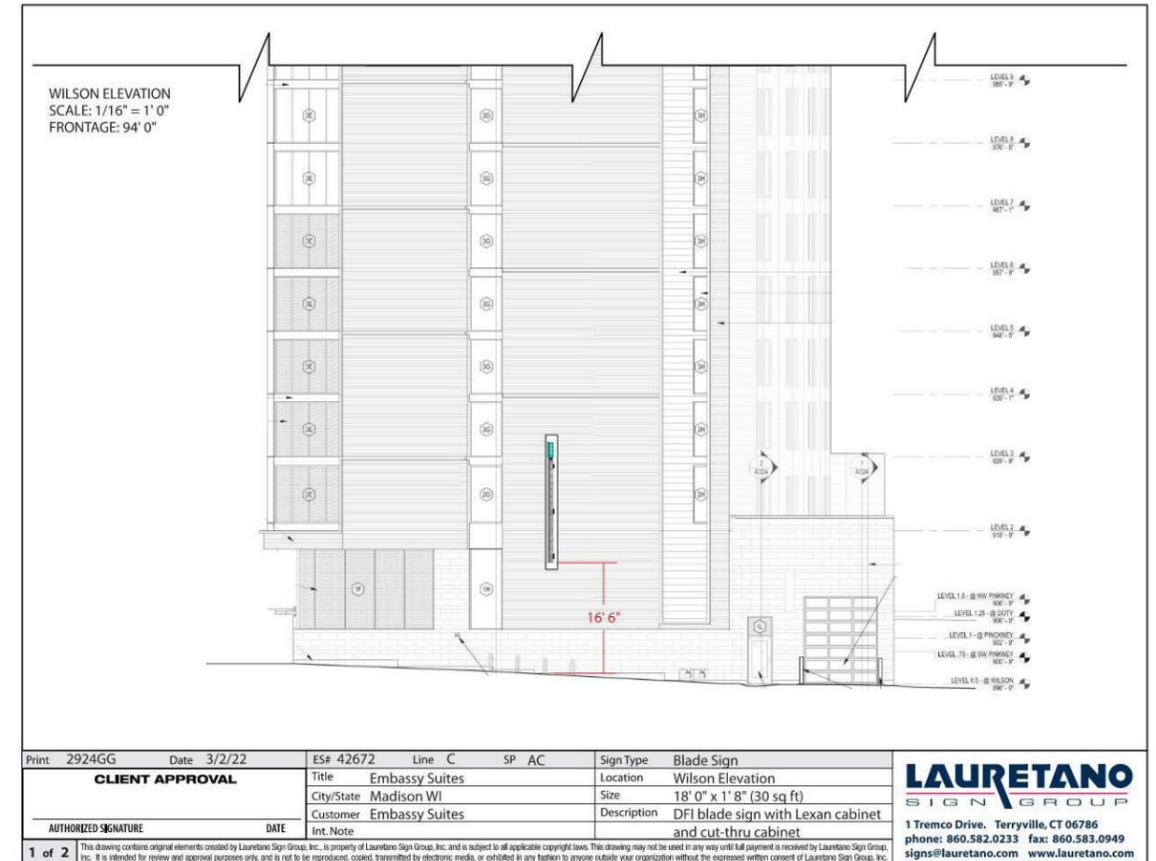
MOUNTING HEIGHT IS ABOVE 3RD FLOOR LINE

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

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

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

Print 2922GG	Date 3/2/22	ES# 42672	Line A	SP AC	Sign Type	ES-CL12L-W
CLIENT APPROVAL		Title	Embassy Suites		Location	Pinckney Elevation
		City/State	Madison WI		Size	2' 0" x 21' 7.75" (43.3 sq ft)
		Customer	Embassy Suites		Description	White day/ White night letters
AUTHORIZED SIGNATURE		DATE	Int. Note			

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Scale: 3/8" = 1' 0"

2' 0" 1' 6.6" 21' 6" 21' 7.75" 1' 0"

NTS
Typical Channel Letter Construction and Mounting Detail

PROCEED TO PRODUCTION		Print 2922GG	Date 3/2/22	Installation Method:
		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
CLIENT APPROVAL		Title Embassy Suites	Location Pinckney Elevation	Size 3' 0" x 32' 5.625" (97.4 sq ft)	
AUTHORIZED SIGNATURE		City/State Madison WI	Customer Embassy Suites	Description White day/ White night letters	
DATE		Int. Note			

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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		6 = Critical Dimension for Internal Quality Control		

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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



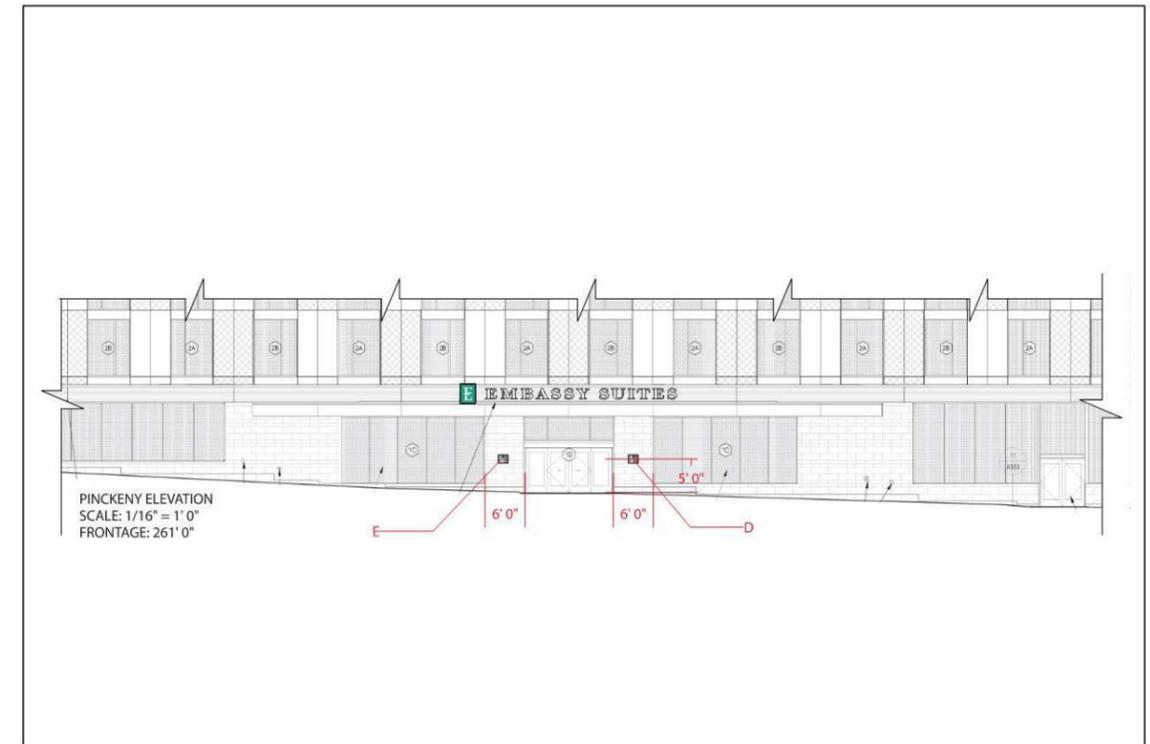
PINCKNEY STREET - PROPOSED

CODE REQUIREMENTS

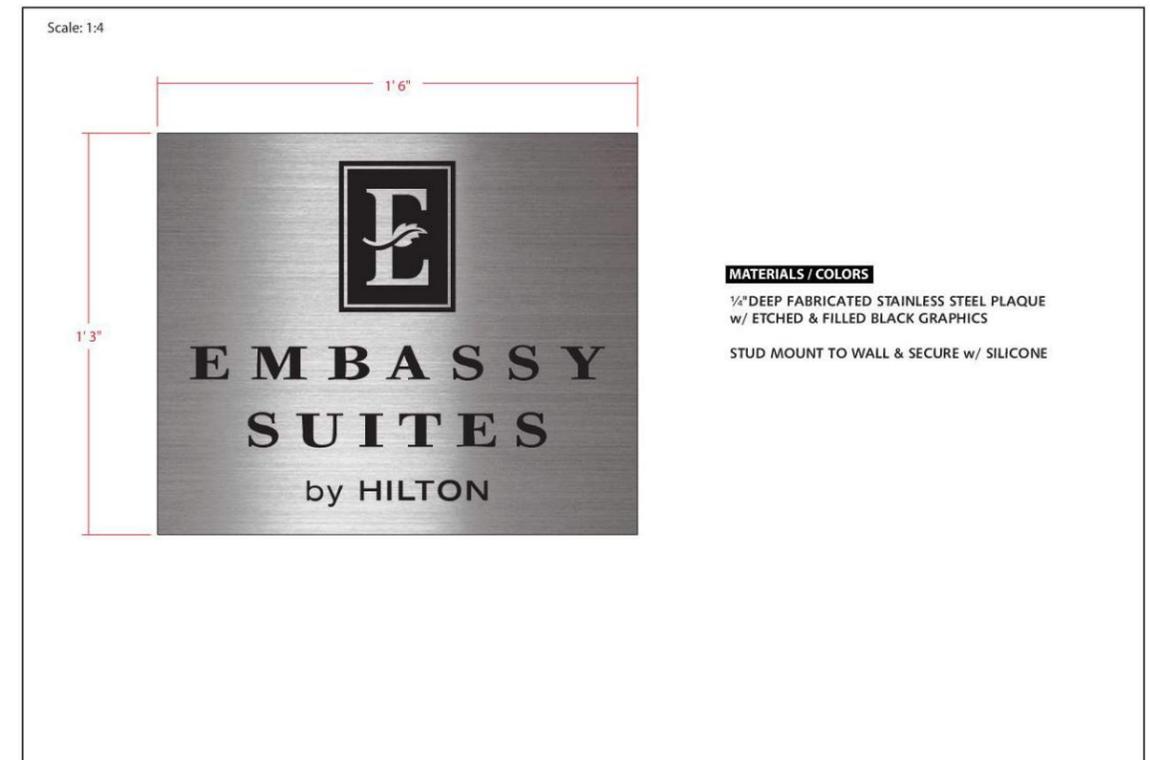
1 WALL SIGN PER FACADE

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	LAURETANO SIGN GROUP 1 Tremco Drive, Terryville, CT 06786 phone: 860.582.0233 fax: 860.583.0949 signs@lauretano.com www.lauretano.com
CLIENT APPROVAL												
		Title	Embassy Suites		Location		Pinckney Elevation					
		City/State	Madison WI		Size		15" x 18"					
		Customer	Embassy Suites		Description		Stainless steel entrance plaques with etched & filled black graphics					
AUTHORIZED SIGNATURE		DATE		Int. Note								
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PROCEED TO PRODUCTION												LAURETANO SIGN GROUP 1 Tremco Drive, Terryville, CT 06786 - Phone: 860.582.0233 signs@lauretano.com www.lauretano.com
Print	2925GG	Date	3/2/22									
ES#	42672	Line	D									
AUTHORIZED SIGNATURE		DATE		6 = Critical Dimension for Internal Quality Control UL FILE NO. E70436								
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NIGHT VIEW



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