

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

AGENDA ITEM # _____
Project # _____

DATE SUBMITTED: <u>04/01/09</u>	Action Requested
UDC MEETING DATE: <u>04/22/09</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: 2702 Crossroads Drive

ALDERMANIC DISTRICT: Joseph Clausius

OWNER/DEVELOPER (Partners and/or Principals) <u>Raymond Management Company</u>	ARCHITECT/DESIGNER/OR AGENT: <u>Gary Brink & Associates, Inc.</u>
<u>8333 Greenway Blvd., Suite 200</u>	<u>8401 Excelsior Drive</u>
<u>Middleton, WI 53562</u>	<u>Madison, WI 53717</u>

CONTACT PERSON: Gary Brink
Address: (same as above)
Phone: (608) 829-1750
Fax: (608) 829-3056
E-mail address: jodie.jacobson@garybrink.com

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.



March 31, 2009

Re: Fairfield Inn & Suites, 2702 Crossroads Drive, Madison, WI. Request for Comprehensive Design Review

To Members of the Commission:

We are asking for a variance to allow for a greater square foot area for signage on the East and West elevations of the Building which would exceed the 100 square foot maximum that is allowed in the RPSM Zoning District. The signage proposed is approximately 192 square feet for the East and West elevations. The West elevation faces the Interstate and the East elevation faces Crossroads Drive. We feel the size of the sign is proportionate to the size of the faces of the East and West elevation.

The signage shown on the North and South elevations is 92 square feet, which falls within the criteria and is less than 10% of the building faces.

The RPSM Zoning District allows for a six foot maximum height on ground signs. Our proposed monument sign is 8' high by 9' wide and exceeds the 32 square foot maximum and would therefore need a variance. The size of the ground sign of the adjacent Courtyard Hotel exceeds 32 square feet and as you can see in the pictures, even at its size, it is not visible. Drivers on Crossroads Drive need to know in advance where they are to turn in to the property as it is on somewhat of a curve. I observed the Courtyard on a Saturday afternoon and watched people go past the turn in and have to go down the block and turn around in another office building parking lot to come back slowly looking for the entryway. The Courtyard has a very similar entrance and we would like to improve user recognition off of the street.

See attached cut sheets from Persona, who is the sign fabricator. These illustrate the signage and show it to be in good taste with other buildings in the area. Also see pictures of the building at its present state of construction and you can get a better concept of how large the building is. Also shown are pictures of the typical Fairfield Inn & Suites ground sign as it appears on an actual building in a different city.





Sincerely,

Gary P. Brink
Principal

Cc: Frank Feit, Raymond Management
Dave Emerich, Raymond Management
Joe Baldwin, North Central Group





**5'-8" x 9' d/f Fairfield Inn & Suites monument
with pole cover for 8' overall height**



30" Fairfield Inn & Suites with Marriott channel letters



Address **2702 Crossroads Dr**
Madison, WI 53718

Get Google Maps on your phone
Text the word "GMAPS" to 466453


