

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

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

**Project #** \_\_\_\_\_

DATE SUBMITTED: <u>10/08/2008</u>	<b>Action Requested</b>
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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**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 13, 2008

Urban Design Commission  
City of Madison, Wisconsin

RE: Street Graphic Variance – Installation of changeable copy street graphic  
Baymont Inn & Suites  
4202 East Towne Blvd.

Dear Members of the Urban Design Commission:

This submission seeks approval to add an electronic message board component to the existing Baymont Inn & Suites sign, located in Urban Design District #5. This approval is sought because you have directed the Urban Design Commission Secretary to bring such requests to install changeable copy street graphics before the Commission.

The existing street graphic is located along East Washington Avenue, and consists of 40.2 square feet of gross area per side. The proposed addition measures seven feet eight inches (7' 8") wide by four feet one inch (4' 1") tall, adding 31.3 square feet of gross area to each side of the current street graphic, for a total gross area of 71.5 square feet. This is less than the 72 square feet permitted by ordinance.<sup>1</sup> The height of the graphic would also remain less than 18 feet, as required by ordinance. The proposed addition will meet the requirements imposed on changeable copy street graphics by Madison General Ordinance section 31.12, and will display the current room rental rate and promote offered amenities, such as free high speed internet. It is similar to those in use by surrounding businesses, as shown in the attached exhibit.

Very truly yours,

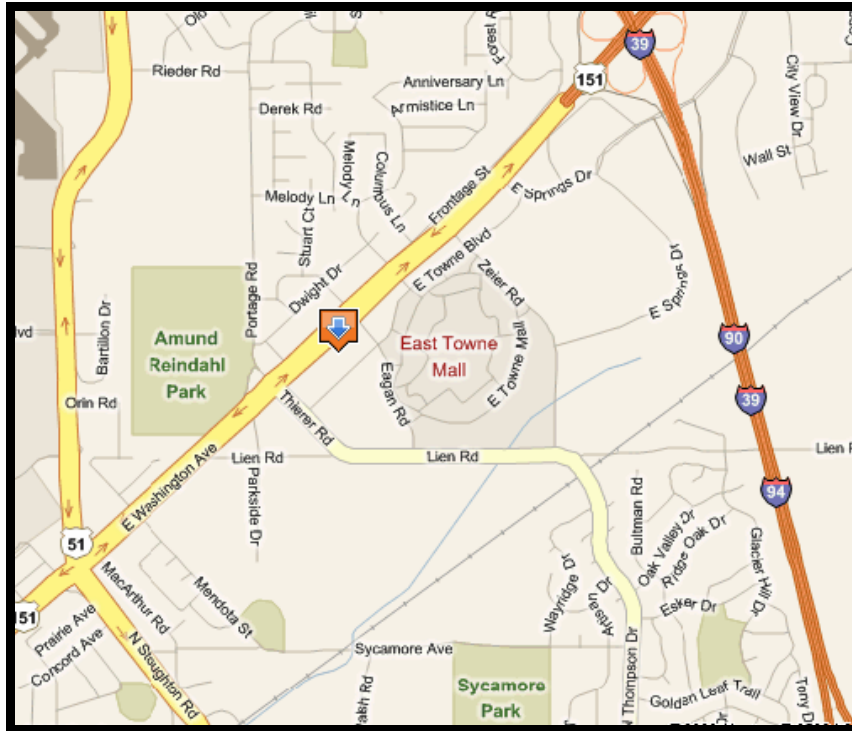
QUARLES & BRADY LLP

Matthew D. Fortney

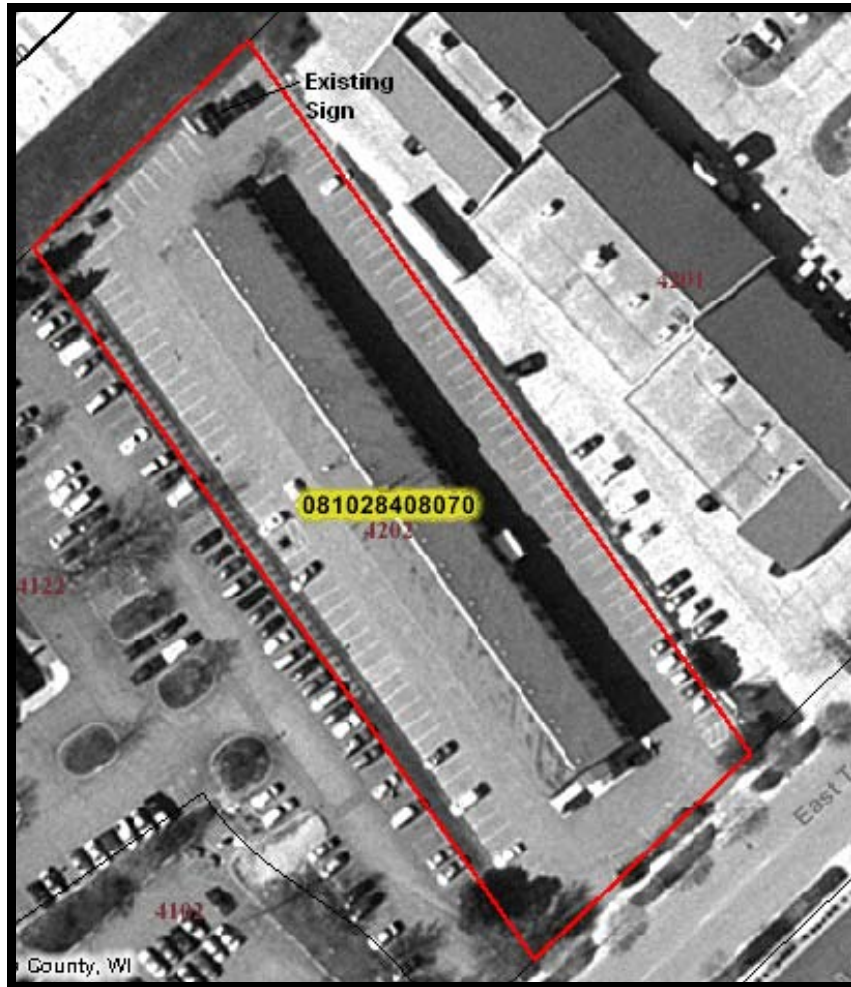
<sup>1</sup> Madison General Ordinance § 31.15. The property is zoned C3L, and at the location of the sign, East Washington is 6+ lanes with a speed limit of 40 miles per hour.

# 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

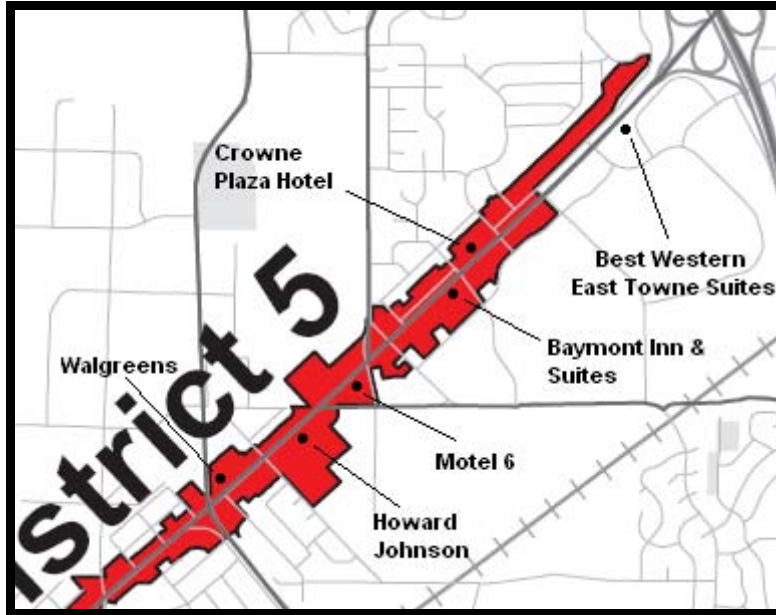
## PROPOSED ADDITION OF LED MESSAGE BOARD

**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