

APPLICATION FOR
URBAN DESIGN COMMISSION
REVIEW AND APPROVAL

AGENDA ITEM # _____
Project # _____

| | |
|-----------------------------------|--------------------------------------------------------------------------|
| DATE SUBMITTED: <u>11/12/08</u> | Action Requested |
| UDC MEETING DATE: <u>11/19/08</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)

BPP Wisconsin LLC

625 Liberty Ave.

Pittsburgh, PA 15222

ARCHITECT/DESIGNER/OR AGENT:

Persona

700 21st Street SW, PO Box 210

Watertown, SD 57201

CONTACT PERSON: Matthew Fortney, Quarles & Brady LLP

Address: 33 E. Main St., Suite 900
Madison, WI 53703

Phone: 608-283-2651

Fax: 608-294-4970

E-mail address: mfortnev@quarles.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)

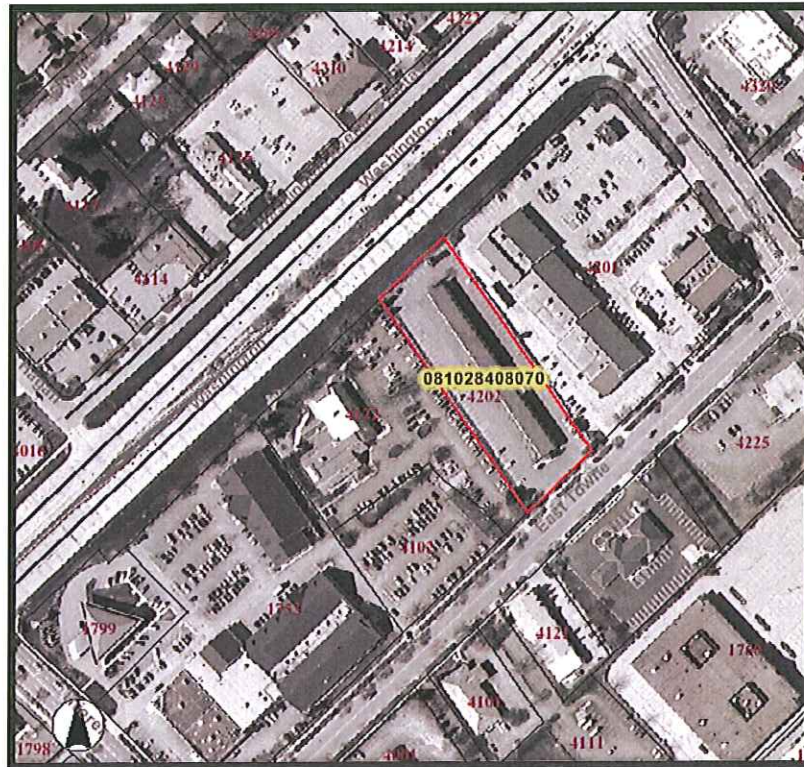
(See Section D for:)

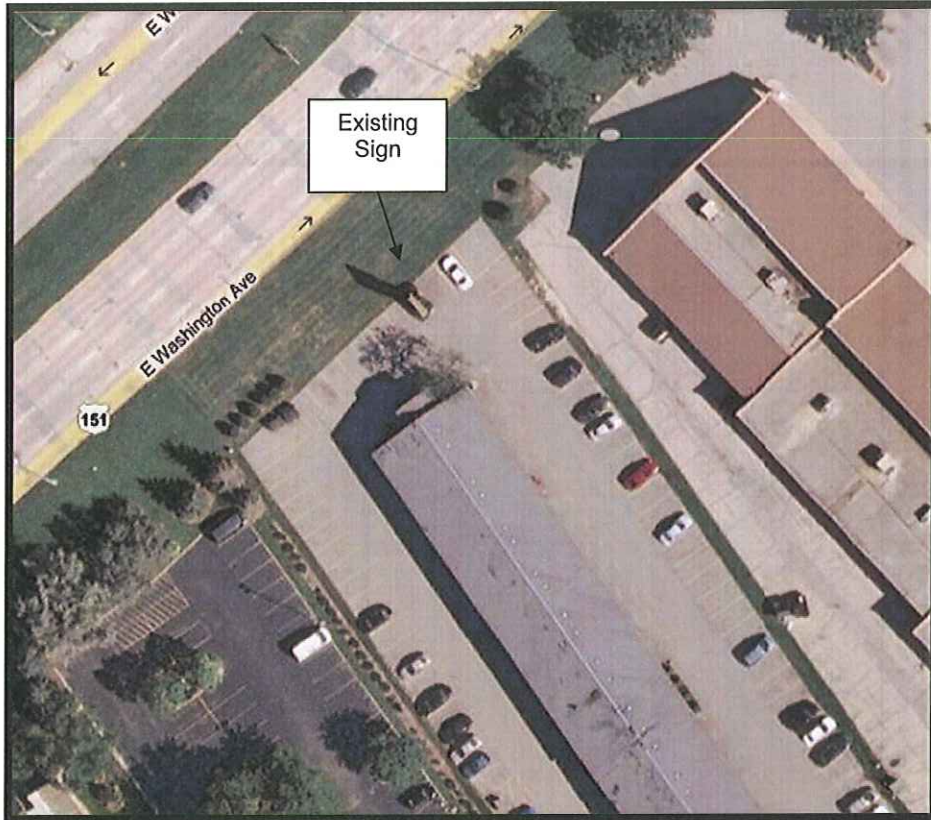
- Comprehensive Design Review* (Fee required)
- Street Graphics Variance* (Fee required)
- Other _____

*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.

LOCATOR MAP
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

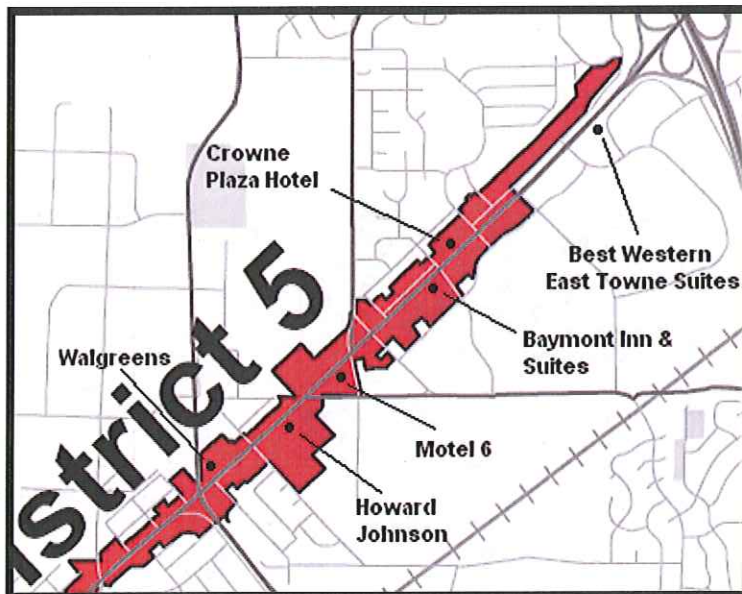


View of sign looking northwest



View of sign looking southeast

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



33 East Main Street
P.O. Box 2113
Madison, Wisconsin 53701-2113
Tel 608.251.5000
Fax 608.251.9166
www.quarles.com

*Attorneys at Law in:
Phoenix and Tucson, Arizona
Naples, Florida
Chicago, Illinois
Milwaukee and Madison, Wisconsin*

Writer's Direct Dial: 608.283.2651
E-Mail: mfortney@quarles.com

November 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 re-submission seeks approval to add an electronic message board component to the existing Baymont Inn & Suites sign, located in Urban Design District #5. As you recall, 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.

As you may recall, the existing street graphic is located along East Washington Avenue. It currently consists of 40.2 square feet of gross area per side. The addition proposed in this submittal measures seven feet four inches (7' 4") wide by two feet eleven inches (2' 11") tall, adding 21.4 square feet of gross area to each side of the current street graphic, for a total gross area of 61.6 square feet. This is less than the 72 square feet permitted by ordinance.¹ 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 shall not change its message more than once an hour, as required in Urban Design District 5.²

The new proposed design takes into account the comments made at the last meeting as follows:

- o The proposed LED message board is now an integral part of the existing sign. The addition directly abuts the existing sign and the LED message board is bordered by the same background color as the existing sign.

¹ 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.

² Madison General Ordinance § 33.24(12)(d)3.a.iii.

- The size of the changeable copy street graphics component – the LED message board – has been reduced. In the original submission, the proposed LED message board measured seven feet eight inches (7' 8") wide by four feet one inch (4' 1") tall, or 31.3 square feet. In this submission, the LED message board component measures five feet ten inches (5' 10") wide by one foot five inches tall, or 8.3 square feet.
- The message board displays only one line of text.
- The "AAA" and "Extended Stay" signs shall be removed.

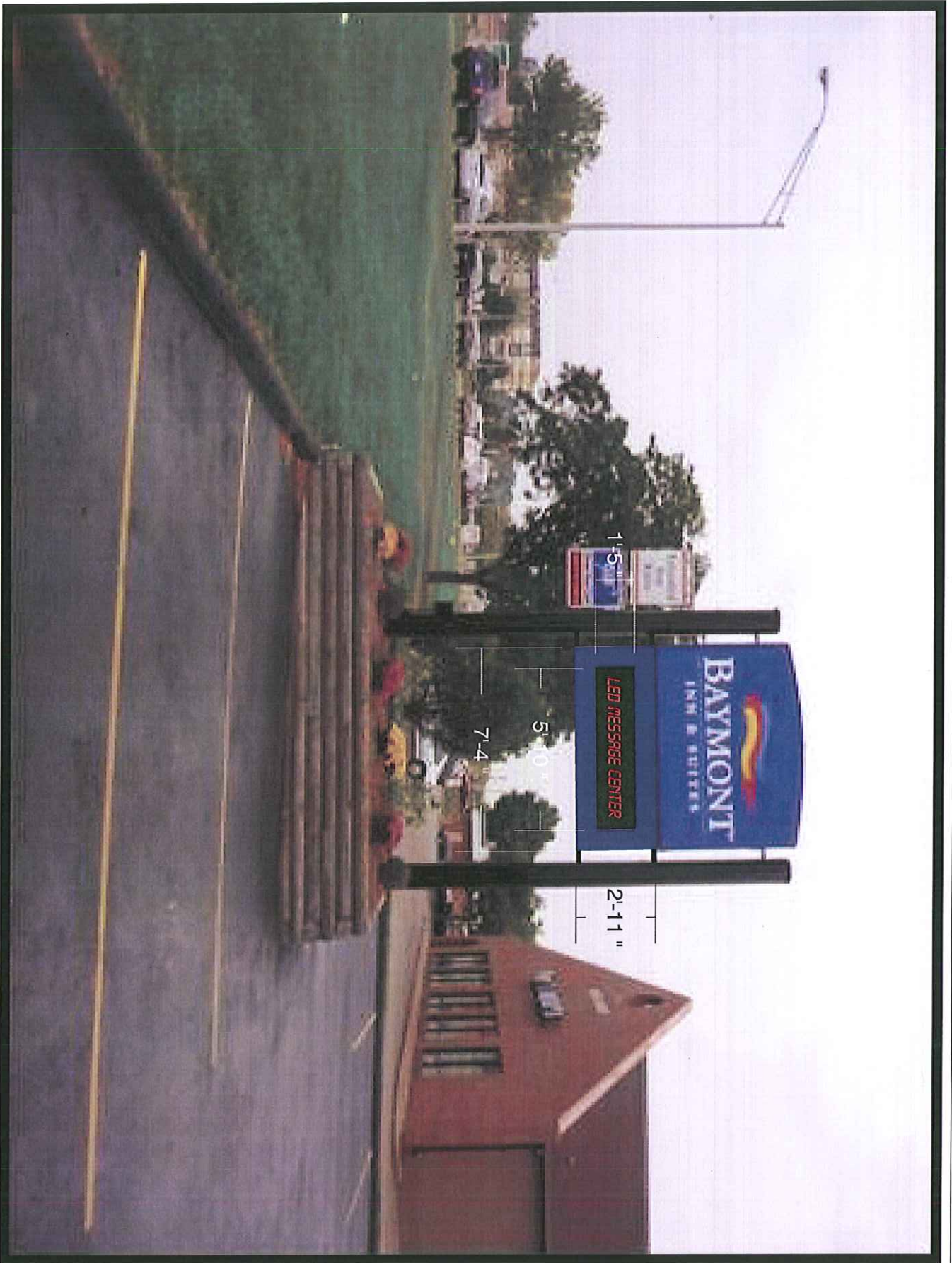
As for content, the owner proposes making the following limitation a condition of the permit: "The content of the changeable copy component of the sign shall be limited to displaying the price of rooms and/or a short message highlighting an amenity that is included with the room." Displaying such information is consistent with the guidelines for street graphics in Urban Design District 5. It is also consistent with what competitors in the area are displaying on similar LED boards.

Very truly yours,

QUARLES & BRADY LLP



Matthew D. Fortney



Customer:
BAYMONT INN & SUITES

Date: **11-12-08**
Prepared By: **MWR**

Note: Color output may not be exact when viewing or printing this drawing. All colors used are PMS or the closest CMYK equivalent. If these colors are incorrect, please provide the correct PMS match and a reference to this drawing will be made.

Location:
MADISON, WI

File Name:
58722-R1-2X7 LED DF

ENG: **X**



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700 27th STREET SOUTHWEST
PO BOX 210
WATERTOWN, SD 57201-0210
Ph./ 1-800-843-9888