



# URBAN DESIGN COMMISSION APPLICATION CITY OF MADISON

215 Martin Luther King Jr. Blvd; Room LL-100  
PO Box 2985; Madison, Wisconsin 53701-2985  
Phone: 608.266.4635 | Facsimile: 608.267.8739

This form may also be completed online at:  
<http://www.cityofmadison.com/planning/documents/UDCApplication.pdf>

Please complete all sections of the application, including the desired meeting date and the type of action requested.

Date Submitted: <u>AUGUST 13, 2014</u>	<input type="checkbox"/> Informational Presentation
UDC Meeting Date: <u>AUGUST 20, 2014</u>	<input type="checkbox"/> Initial Approval
Combined Schedule Plan Commission Date (if applicable): _____	<input checked="" type="checkbox"/> Final Approval

1. Project Address: 1 W. DAYTON ST.  
Project Title (if any): THE MADISON CONCOURSE HOTEL

2. This is an application for (Check all that apply to this UDC application):

New Development  Alteration to an Existing or Previously-Approved Development (UDP)

**A. Project Type:**

- Project in an Urban Design District\* (public hearing-\$300 fee)
- Project in the Downtown Core District (DC) or Urban Mixed-Use District (UMX) (\$150 fee, Minor Exterior Alterations)
- Suburban Employment Center (SEC) or Campus Institutional District (CI) or Employment Campus District (EC)
- Planned Development (PD)
  - General Development Plan (GDP)
  - Specific Implementation Plan (SIP)
- Planned Multi-Use Site or Planned Residential Complex

**B. Signage:**

- Comprehensive Design Review\* (public hearing-\$300 fee)  Street Graphics Variance\* (public hearing-\$300 fee)
- Signage Exception(s) in an Urban Design District (public hearing-\$300 fee)

**C. Other:**

Please specify: AMENDMENT TO A PREVIOUSLY APPROVED CDR.

**3. Applicant, Agent & Property Owner Information:**

Applicant Name: STEVE ZANONI  
Street Address: 1 W. DAYTON ST.  
Telephone: ( ) 294-3001 Fax: ( ) \_\_\_\_\_

Company: THE MADISON CONCOURSE HOTEL  
City/State: MADISON, WI Zip: 53703  
Email: SZANONI@concoursehotel.com

Project Contact Person: MARY BETH GROWNEY SELENE  
Street Address: 3007 PERRY ST.  
Telephone: ( ) 271-7979 Fax: ( ) 271-7853

Company: RYAN SIGNS, INC.  
City/State: MADISON, WI Zip: 53713  
Email: mbgrowneyselene@ryansigns.net

Project Owner (if not applicant): SAME  
Street Address: \_\_\_\_\_  
Telephone: ( ) \_\_\_\_\_ Fax: ( ) \_\_\_\_\_

City/State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Email: \_\_\_\_\_

**4. Applicant Declarations:**

A. Prior to submitting this application, the applicant is required to discuss the proposed project with Urban Design Commission staff. This application was discussed with AL MARTIN MATTHEW on 8-7-14.  
(name of staff person) (date of meeting)

B. The applicant attests that all required materials are included in this submittal and understands that if any required information is not provided by the application deadline, the application will not be placed on an Urban Design Commission agenda for consideration.

Name of Applicant MARY BETH GROWNEY SELENE

Relationship to Property AGENT FOR APPLICANT

Authorized Signature [Signature]

Date AUGUST 13, 2014

# Ryan Signs, Inc.

---

3007 Perry Street  
Madison, WI 53713  
Phone 608-271-7979  
Fax 608-271-7853

mbgrowneyselene@ryansigns.net

August 13, 2014

Mr. Al Martin  
City of Madison Planning Department  
215 Martin Luther King, Jr. Blvd.  
Madison, WI 53701

Re: To Amend Requirements to an Approved Comprehensive Sign Plan  
**THE MADISON CONCOURSE HOTEL**  
1 West Dayton Street

Dear Al;

The attached document package describes the proposed Amendment to an approved Comprehensive Signage Plan, as approved by the Urban Design Commission at their July 22, 2013 meeting, to allow for exterior tenant signage at The Madison Concourse Hotel, located at 1 West Dayton Street. We are seeking Urban Design Commission approval for the following amended requirements for the projecting exterior signage package.

## **Background Notes**

1. The property is zoned DC.
2. At their July 22, 2014 meeting, the UDC approved a 4 square foot "Starbuck's" project logo sign.

## **Sign Ordinance Reference**

Per 31.043(4)(d): Changes to Comprehensive Design Plan. Any changes to the approved plan must first be approved by the UDC using the full CDR process under 31.043(4)(a), except that the Zoning Administrator may grant approval for minor changes that are compatible with the concept approved by the UDC and the standards in Sec. 31.043(4)(b), upon approval of the Planning Division Director or designee.

## **Proposed Amendment**

1. Following the July 22, 2014 UDC approval of a 4 square foot projecting sign, the Madison Concourse Hotel was advised by Starbucks that the sign did not meet their requirements for such a sign.
2. Starbucks has designed a new projecting sign that is somewhat larger in area than the originally amended approval, with less of a projection.
3. Details:
  - a. Area of proposed sign = 7.5 square feet.
  - b. Projection of proposed sign = 1'2"
  - c. Placement = 10'-0" minimum above pedestrian clearance and is placed within a single signable area.
4. The design and placement of the sign allow for the sign be visible to its intended audience.

**Projecting Sign (general text)**

North Elevation To allow for one projecting sign, not to extend more than 24" from the face of the building façade. The sign shall not exceed 20 square feet and shall have a minimum vertical pedestrian clearance of 10'-0".

**Wall Sign**

North Elevation To allow for one wall sign, not to exceed 30% of an area free of architectural detail.

Following is a comparison of the City of Madison Sign Ordinance and the signage, as proposed.

Sign Type/Location	Code Reference	Existing/Proposed Signage/CDR	Code/Variance from Code
<u>Building Sign</u> TENANT	Wall, Roof & Above Roof Signs Page 35 31.07 (4) Size. ...when the total square footage...is 25,000 square feet or more, the maximum net area shall be 30% of the signable area...	The proposed sign on the <u>North elevation</u> faces W. Dayton Street. The maximum area for this sign is 30% of the signable area, free of architectural detail.	This sign is in compliance with the code.
<u>Projecting Sign</u> TENANT	31.09 PROJECTING SIGNS. ...2) and subject to the following restrictions: (a) ...is a sign that projects outward, perpendicularly from a wall ...or more from the building face. The maximum distance a projecting sign may project is not more than twenty-four inches (24") into the right-of-way. (b) Location. Occupants may display a total of one (1) projecting sign on a facade facing a street or on a corner of a building. Projecting signs may be displayed in addition to any wall sign allowed under Sec. 31.07. (c) Net Area. The permitted net area of projecting signs shall not exceed the square footage permitted in the Table of Permitted Signs, Sec. 31.15(1) ("Table 1"), except if a projecting sign is displayed on the same zoning lot as a ground sign, the permitted net area shall be subject to Sec. 31.08 (3). (d) Illumination. Projecting signs may be illuminated, subject to Sec. 31.04(6)(k). □	The proposed projecting sign is perpendicular to W. Dayton Street. The maximum area for this sign is 20 square feet with a 10'-0" vertical pedestrian clearance.	The sign's designated size and location are in compliance with the code.

Urban Design Commission  
City of Madison Sign Ordinance Comparative  
**THE MADISON CONCOURSE HOTEL**  
1 W. Dayton Street  
August 8, 2014  
Page 3

**RYAN SIGNS, INC.**

A handwritten signature in cursive script, appearing to read "Mary Beth Growney Selene".

Mary Beth Growney Selene  
President  
Serving as Agent for The Madison Concourse Hotel



7440 Fort Snedwood Road, Baltimore, Maryland 21226  
 Phone 410.285.6400 Fax 410.437.2333

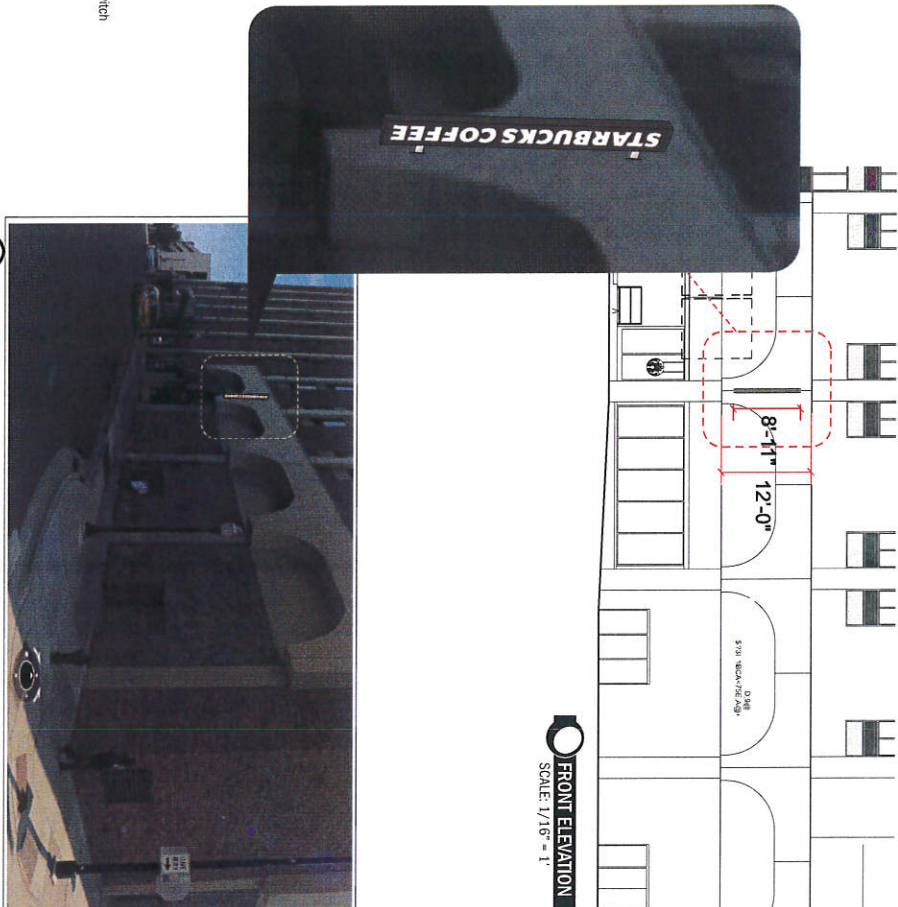
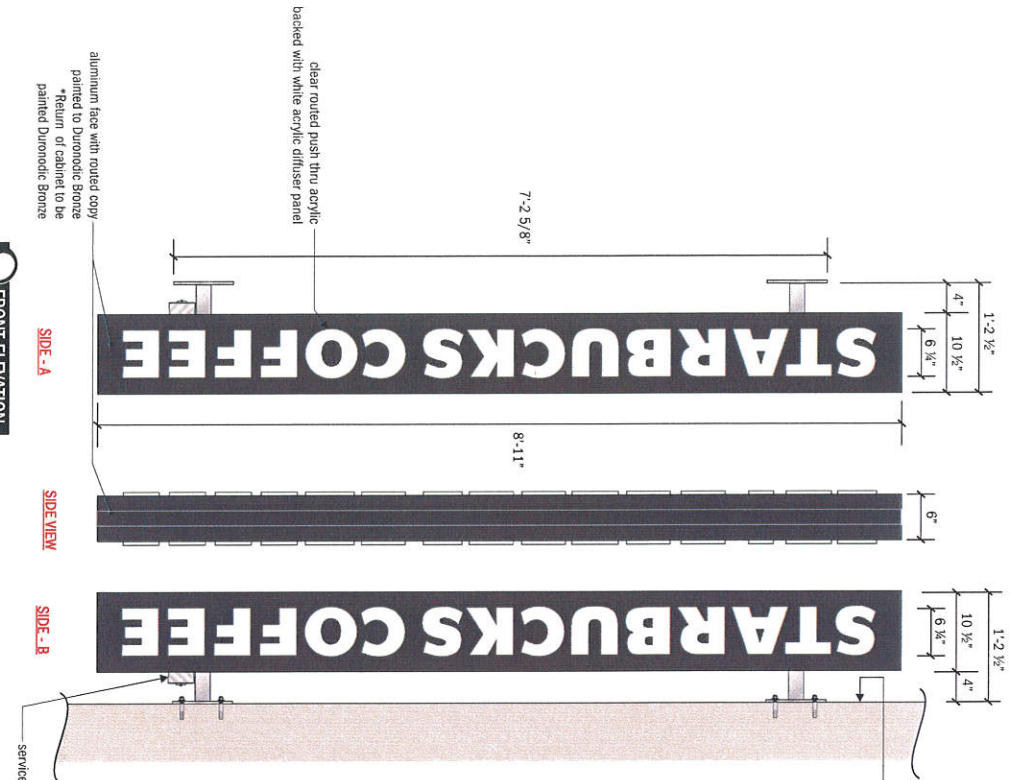
Starbucks Coffee Company

THE STORE NAME  
 Starbucks Madison Concourse Hotel  
 CITY / STATE  
 Madison, WI  
 DRAWING DATE  
 07/25/14  
 FOR REP  
 R/R  
 CLIENT NUMBER  
 52659-001  
 CONTRACT START DATE

REVISION HISTORY

REV #	DRAWING DATE	DRAWING # REVISIONS
1		
2		
3		
4		
5		
6		
7		
8		
9		
10		
11		
12		
13		
14		
15		
16		
17		
18		
19		
20		
21		
22		
23		
24		
25		
26		
27		
28		
29		
30		
31		
32		
33		
34		
35		
36		
37		
38		
39		
40		
41		
42		
43		
44		
45		
46		
47		
48		
49		
50		
51		
52		
53		
54		
55		
56		
57		
58		
59		
60		
61		
62		
63		
64		
65		
66		
67		
68		
69		
70		
71		
72		
73		
74		
75		
76		
77		
78		
79		
80		
81		
82		
83		
84		
85		
86		
87		
88		
89		
90		
91		
92		
93		
94		
95		
96		
97		
98		
99		
100		

PHOTO CELL  TIME CLOCK  NONE   
**CLIENT/LANDLORD APPROVAL**  
 APPROVED AS SHOWN  DISAPPROVED  
 APPROVED AS NOTED  REVISED & RESUBMIT  
 CLIENT SIGNATURE DATE  
 LANDLORD SIGNATURE DATE



DATE	07/25/14
DRAWING NUMBER	88955AM
SHEET NUMBER	1 of 1
PROJECT NAME	D/F Illuminated Blade Sign with Push Thru Letters

COLOURS FORMATED ARE REPRESENTATIONAL UNLESS NOTED. ACTUAL COLOUR SAMPLES AVAILABLE UPON REQUEST.  
 This drawing remains the exclusive property of Gables Signs & Graphics, Inc., it is submitted for your consideration in the purchase of the product(s) manufactured according to these plans. This design cannot be copied in whole or in part, altered or exhibited in any manner without written permission of Gables Signs & Graphics, Inc. Exceptions are previously copyrighted artwork supplied by client.