

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

AGENDA ITEM # _____
Project # _____
Legistar # _____

DATE SUBMITTED: <u>JULY 1, 2014</u>	Action Requested
UDC MEETING DATE: <u>JULY 23, 2014</u>	<input type="checkbox"/> Informational Presentation
	<input type="checkbox"/> Initial Approval and/or Recommendation
	<input checked="" type="checkbox"/> Final Approval and/or Recommendation

PLEASE PRINT!

PLEASE PRINT!

PROJECT ADDRESS: 1 W. DAYTON STREET, MADISON, WI 53715

ALDERMANIC DISTRICT: 4

OWNER/DEVELOPER (Partners and/or Principals) CONCOURSE HOTEL, INC. ARCHITECT/DESIGNER/OR AGENT: RYAN SIGNS, INC.

1 W. DAYTON ST. 3007 PERRY ST.

MADISON, WI 53715 MADISON, WI 53713

CONTACT PERSON: Mary Beth Grownagy Selene

Address: 3007 PERRY STREET
MADISON, WI 53717

Phone: 608-271-7979

Fax: 608-271-7853

E-mail address: mbgrownagselene@ryansigns.net

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 Amendment to an existing Comprehensive Design PLAN.

*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.

Ryan Signs, Inc.

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

mbgrowneyselene@ryansigns.net

July 1, 2014

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

Re: Amendment 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 August 22, 2012 meeting, to allow for the exterior tenant signage at The Madison Concourse Hotel located at 1 West Dayton Street. We are seeking Urban Design Commission approval of the amended exterior signage package.

Background Notes

1. The property is zoned DC.

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The following is a detail of the **PROPOSED** sign types to be included in the **AMENDED** Comprehensive Sign Plan building signs.

Projecting Sign

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.

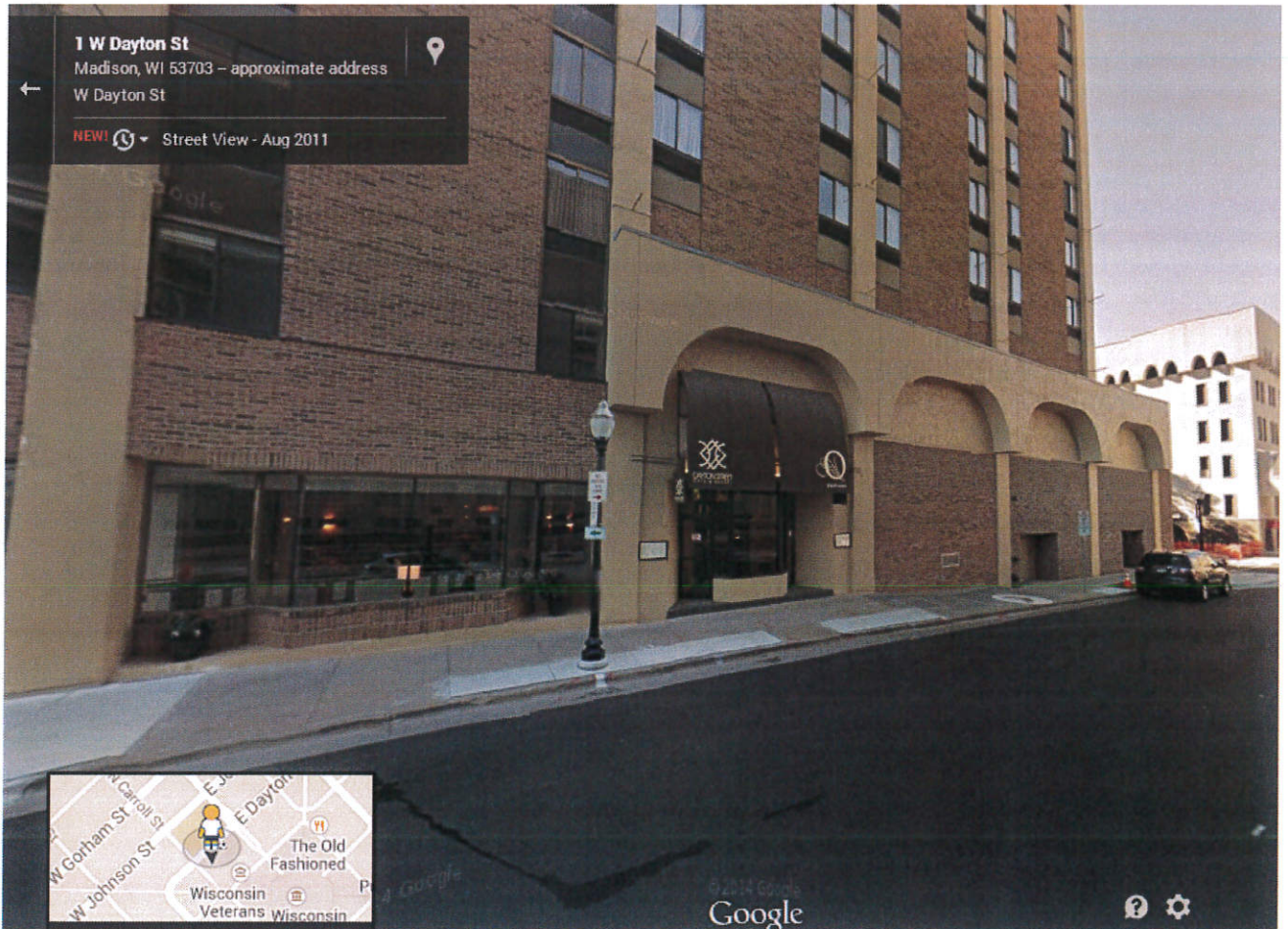
Sign Type/Location	Code Reference	Existing/ <i>Proposed Signage/CDR</i>	Code/ <i>Variance from Code</i>
<u>Building Sign</u> TENANT	Wall, Roof & Above Roof Signs Page 35 31.07 (4) Size. ...when the total square footage...is 25,000 square feet or more, the maximum net area shall be 30% of the signable 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.

Sign Type/Location	Code Reference	Existing/ <i>Proposed Signage/CDR</i>	Code/ <i>Variance from Code</i>
<p><u>Projecting Sign</u> TENANT</p>	<p>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). ¶</p>	<p>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.</p>	<p>The sign's designated size and location are in compliance with the code.</p>

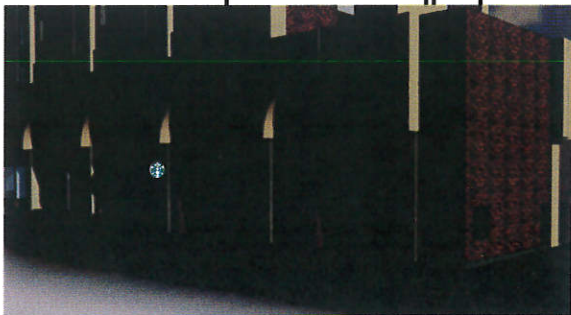
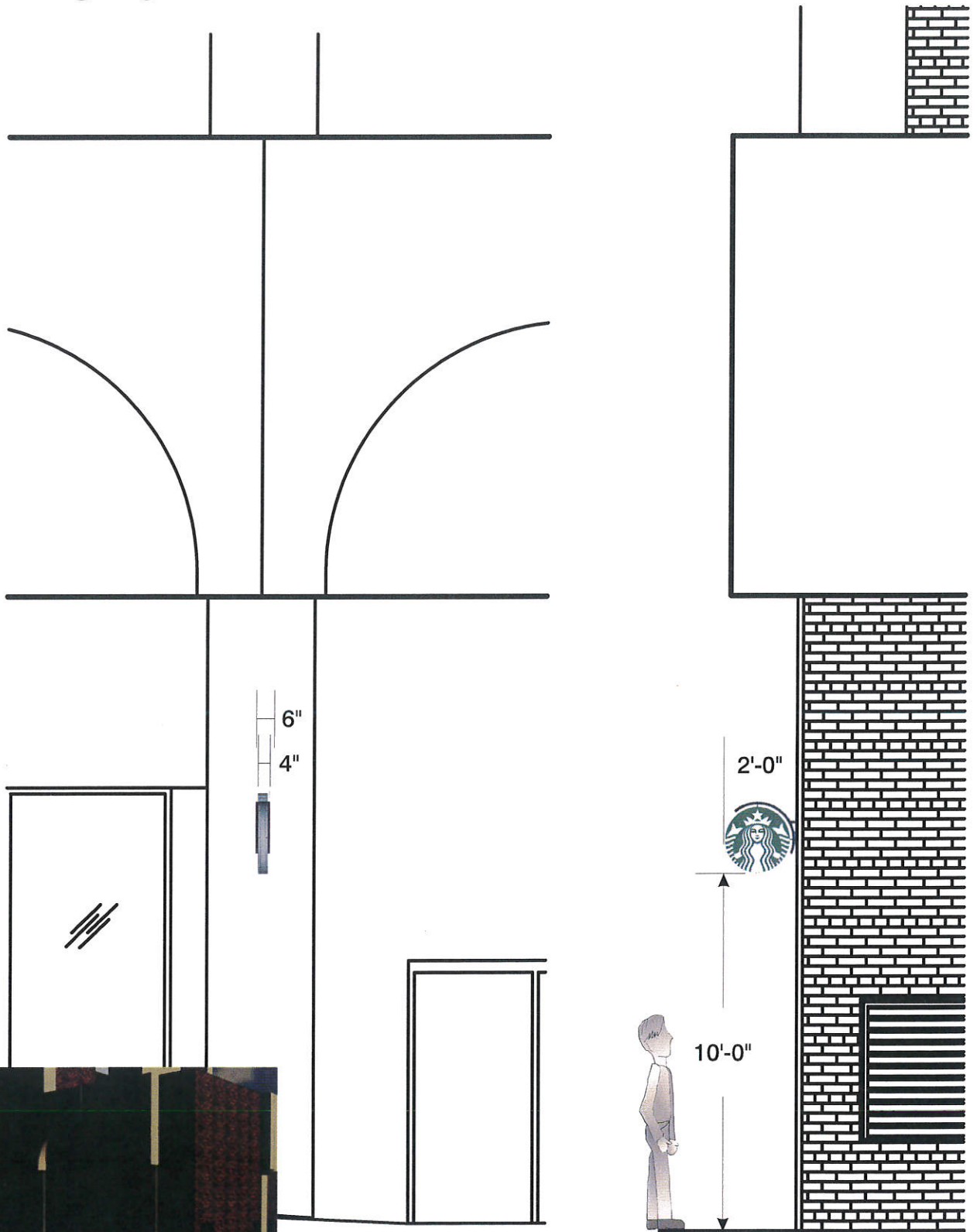
RYAN SIGNS, INC.



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



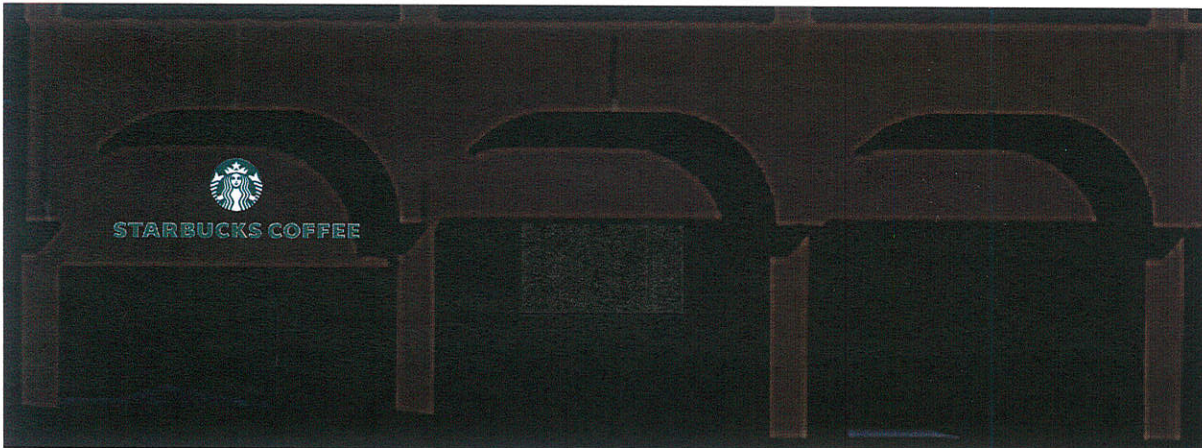
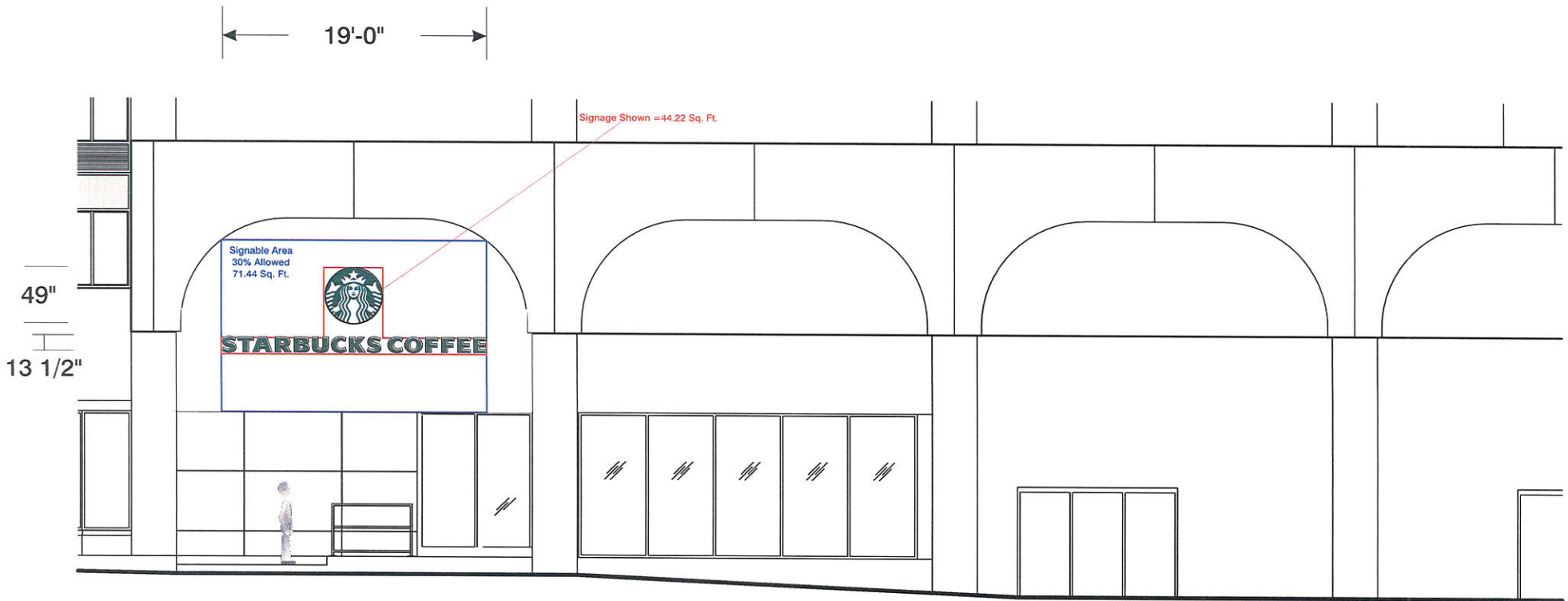
A Projecting Sign



<input type="checkbox"/> White Acrylic Faces	<input checked="" type="checkbox"/> 3M 230-76 Trans Holly	<input checked="" type="checkbox"/> Black Mounting Bracket
Wind Load Compliance Statement: Withstand up to 75 MPH Winds	Illumination Compliance Statement: Internal White LEDs Meets Maximum Guidelines of City of Madison	Construction: Fabricated Aluminum Projecting Cabinet w/ White Acrylic Faces & Overlaid Translucent Vinyl & Black Aluminum Mounting Bracket

Ryan Signs, Inc. 3007 Perry Street • Madison, WI 53713 • Tel (608) 271-7979 • Fax (608) 271-7853		SCALE: 1/4" = 1'-0" DATE: 6/30/14 REVISED: DRAWN BY: KW	APPROVED: Copyright 2014 by Ryan Signs, Inc.
STARBUCK'S - CONCOURSE HOTEL		DRAWING NUMBER: 5696	client signature

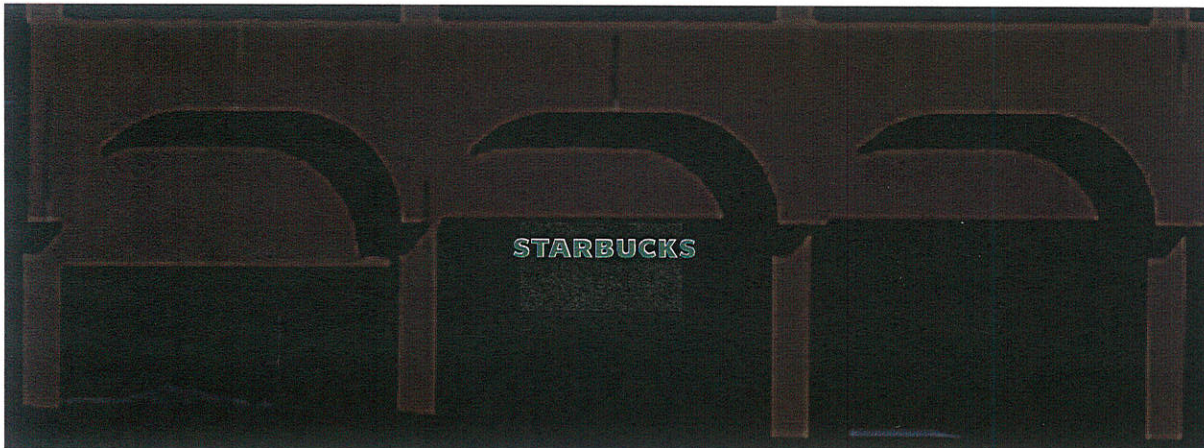
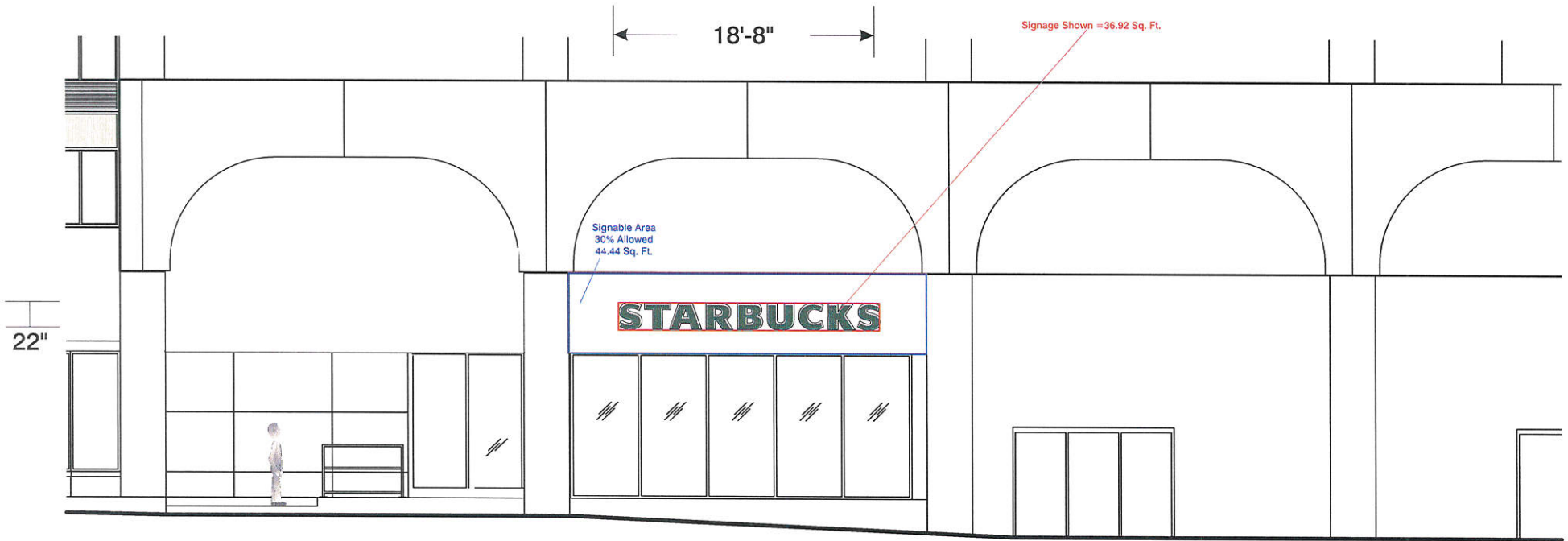
B Wall Mounted Sign



<input type="checkbox"/> White Acrylic Faces	<input checked="" type="checkbox"/> 3M 230-76 Trans Holly	
Wind Load Compliance Statement: Withstand up to 75 MPH Winds	Illumination Compliance Statement: Internal White LEDs Meets Maximum Guidelines of City of Madison	Construction: Fabricated Aluminum Channel Letters w/ White Acrylic Faces & Overlaid Translucent Vinyl &

Ryan Signs, Inc.		SCALE: 3/32" = 1'-0"	APPROVED:
3007 Perry Street • Madison, WI 53713 • Tel (608) 271-7979 • Fax (608) 271-7853		DATE: 6/30/14	
STARBUCK'S - CONCOURSE HOTEL		REVISED:	Copyright 2014 by Ryan Signs, Inc.
These plans are the exclusive property of Ryan Signs, Inc. and are the result of the original design work of it's employees. They are submitted to you or your company for the sole purpose of your consideration of whether to purchase from Ryan Signs, Inc., Madison, Wisconsin a sign designed and manufactured according to these plans. Distribution or exhibition of these plans to anyone other than employees of your company or use of these plans to construct a sign similar to the one embodied herein is expressly prohibited. In the event that such use, distribution or exhibition occurs, the undersigned expressly agrees to pay to Ryan Signs, Inc. the sum of 25% of our purchase price as quoted to you. This covenant of payment is acknowledged to be compensation for the time, effort and talent devoted to the preparation of the plans.		DRAWN BY: KW	DRAWING NUMBER: 5696A
client signature _____			

C Wall Mounted Sign



<input type="checkbox"/> White Acrylic Faces	<input checked="" type="checkbox"/> 3M 230-76 Trans Holly
Wind Load Compliance Statement: Withstand up to 75 MPH Winds	Illumination Compliance Statement: Internal White LEDs Meets Maximum Guidelines of City of Madison
Construction: Fabricated Aluminum Channel Letters w/ White Acrylic Faces & Overlaid Translucent Vinyl &	

Ryan Signs, Inc. 3007 Perry Street • Madison, WI 53713 • Tel (608) 271-7979 • Fax (608) 271-7853	SCALE: 3/32" = 1' 0" DATE: 6/30/14 REVISED: DRAWN BY: KW	APPROVED: Copyright © 2014 by Ryan Signs, Inc.
STARBUCK'S - CONCOURSE HOTEL		DRAWING NUMBER: 5696B
<small>These plans are the exclusive property of Ryan Signs, Inc. and are the result of the original design work of its employees. They are submitted to you or your company for the sole purpose of your consideration of whether to purchase from Ryan Signs, Inc., Madison, Wisconsin a sign designed and manufactured according to these plans. Distribution or exhibition of these plans to anyone other than employees of your company or use of these plans to construct a sign similar to the one embodied herein is expressly prohibited. In the event that such use, distribution or exhibition occurs, the undersigned expressly agrees to pay to Ryan Signs, Inc. the sum of 25% of our purchase price as quoted to you. This covenant of payment is acknowledged to be compensation for the time, effort and talent devoted to the preparation of the plans.</small> client signature _____		