



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>9/23/14</u>	<input type="checkbox"/> Informational Presentation
UDC Meeting Date: <u>10/15/14</u>	<input type="checkbox"/> Initial Approval
Combined Schedule Plan Commission Date (if applicable): _____	<input checked="" type="checkbox"/> Final Approval

1. Project Address: ~~4710 BROADWAY~~ 722 JOHN NOLAN DRIVE
Project Title (if any): HOLIDAY INN TO COMFORT INN SIGN CONVERSION

2. This is an application for (Check all that apply to this UDC application): 14th ALD. DIST.
 New Development Alteration to an Existing or Previously-Approved Development

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: _____

CITY OF MADISON
11:27 a.m.
SEP 24 2014
Planning & Community
& Economic Development

3. Applicant, Agent & Property Owner Information:

Applicant Name: _____ Company: COMFORT INN
 Street Address: ~~4710 BROADWAY~~ City/State: MADISON WI Zip: 53715
 Telephone: () _____ Fax: () _____ Email: _____

Project Contact Person: CHUCK ZIMMERMAN Company: CAPITAL CITY NEON SIGN CO
 Street Address: 2714 INDUSTRIAL DR City/State: MADISON WI Zip: 53713
 Telephone: (608) 222-1881 Fax: (608) 222-1889 Email: CHUCK.CSIGNS@SBCGLOBAL.NET

Project Owner (if not applicant): _____
 Street Address: _____ City/State: _____ Zip: _____
 Telephone: () _____ Fax: () _____ 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 on 9/23/14.
(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: CHUCK ZIMMERMAN Relationship to Property: CONTRACTOR
 Authorized Signature: [Signature] Date: 9/23/14

Capital City Neon Sign Co Inc

A FULL SERVICE SIGN SHOP

Sept. 22, 2014

Attn: Urban Design Commission
City of Madison, WI

RE: New signs for property located at 722 John Nolen Dr.

Capital City Neon Sign Co. Inc. is acting on behalf of Choice Hotels to assist them in the rebranding of an existing hotel. The existing hotel is currently doing business under the name of HOLIDAY INN EXPRESS. In November of this year the Hotel will be converted into a Comfort Inn.

In this conversion, we are looking to evaluate the signs of Holiday Inn Express and their effectiveness. The existing wall sign, though small is visible for prospective guests from the 12/18 off ramp. The ground sign, however gets lost among the buildings, low ground cover and street side parking in the area. It essentially offers no value to draw prospective guest as it is not visible until you are already at the location. A slightly taller sign would increase visibility to prospective guests dramatically as well as allow for better visibility for vehicles leaving the parking lot.

We are proposing to use the same sign locations for (1) wall sign and (1) ground sign as what is currently there.

We are asking for exception(s) to the sign plan for this district as follows:

- *Waive the 10ft maximum sign height for each of the proposed signs.
(Proposed wall sign is above 4th floor & and proposed ground sign is 12ft.)
- *Waive the 40 sq.ft. maximum area for the ground sign.
(Proposed ground sign is 47.18 sq.ft.)

The sign plan for this area allows 40 sq.ft. per sign along John Nolen and 72 sq.ft. elsewhere in the district. While the address of this property is John Nolen Dr. it is actually on a frontage road in a place where it loops away from the main road. There is actually a building between this property and the main road.

Thank you for your consideration.

Chuck Zimmerman
Project Coordinator

Wall sign area calculations

$3 \times 3 = 9 \text{ sq ft}$



$2 \times 7 = 14 \text{ sq ft}$



$1.5 \times 7 = 10.5 \text{ sq ft}$



Total sign area = 33.5 sq. ft.



View from John Nolen Dr.

Ground sign blocked by street side parking.

CI 24 CL-LIN-B

24" Linear



QUANTITY: (2) two FLUSH mounted channel lettersets to match Choice specs; Remote power supplies

MANUFACTURE & INSTALL:

PHOTO ELEVATIONS ON FOLLOWING PAGE



Hospitality Headquarters:
 334 INDUSTRIAL PARK RD.
 BLUEFIELD, VA 24605
 877-779-9977
 www.mcsign.com

CLIENT:	PAGE NUMBER	TICKET NO.:	DATE:	DATE:	REVISIONS:
	1	N/A	03/05/14		
ADDRESS:	PROJECT MANAGER:		DESIGNER:		
COMFORT INN MADISON, WI	LARRY PETERS		DN		
	ELECTRONIC FILE NAME:				
	CHOICE HOTELS\COMFORT INN\2014\WI\ MADISON				

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Partner with the best.



CLIENT SIGNATURE & APPROVAL DATE:

PHOTO ELEVATIONS

CI 24 CL-LIN-B

EXISTING CONDITIONS

FOR REFERENCE ONLY



EXISTING CONDITIONS

FOR REFERENCE ONLY



PROPOSED EAST ELEVATION

SCALE: 3/32" = 1'-0"



PROPOSED SOUTH ELEVATION

SCALE: 3/32" = 1'-0"



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877-779-9977
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CLIENT:	PAGE NUMBER	TICKET NO.:	DATE:	DATE:	REVISIONS:
	2	N/A	03/05/14	07/24/14 JS	4' height on wall bands.
ADDRESS:	PROJECT MANAGER:	DESIGNER:			
COMFORT INN MADISON, WI	LARRY PETERS	DN			
	ELECTRONIC FILE NAME:				
	CHOICE HOTELS\COMFORT INN\2014\WI\ MADISON				

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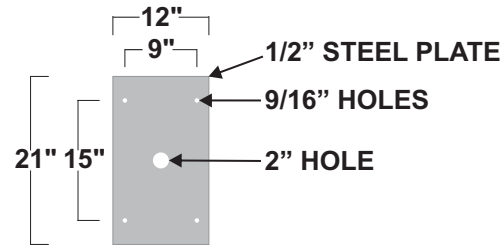
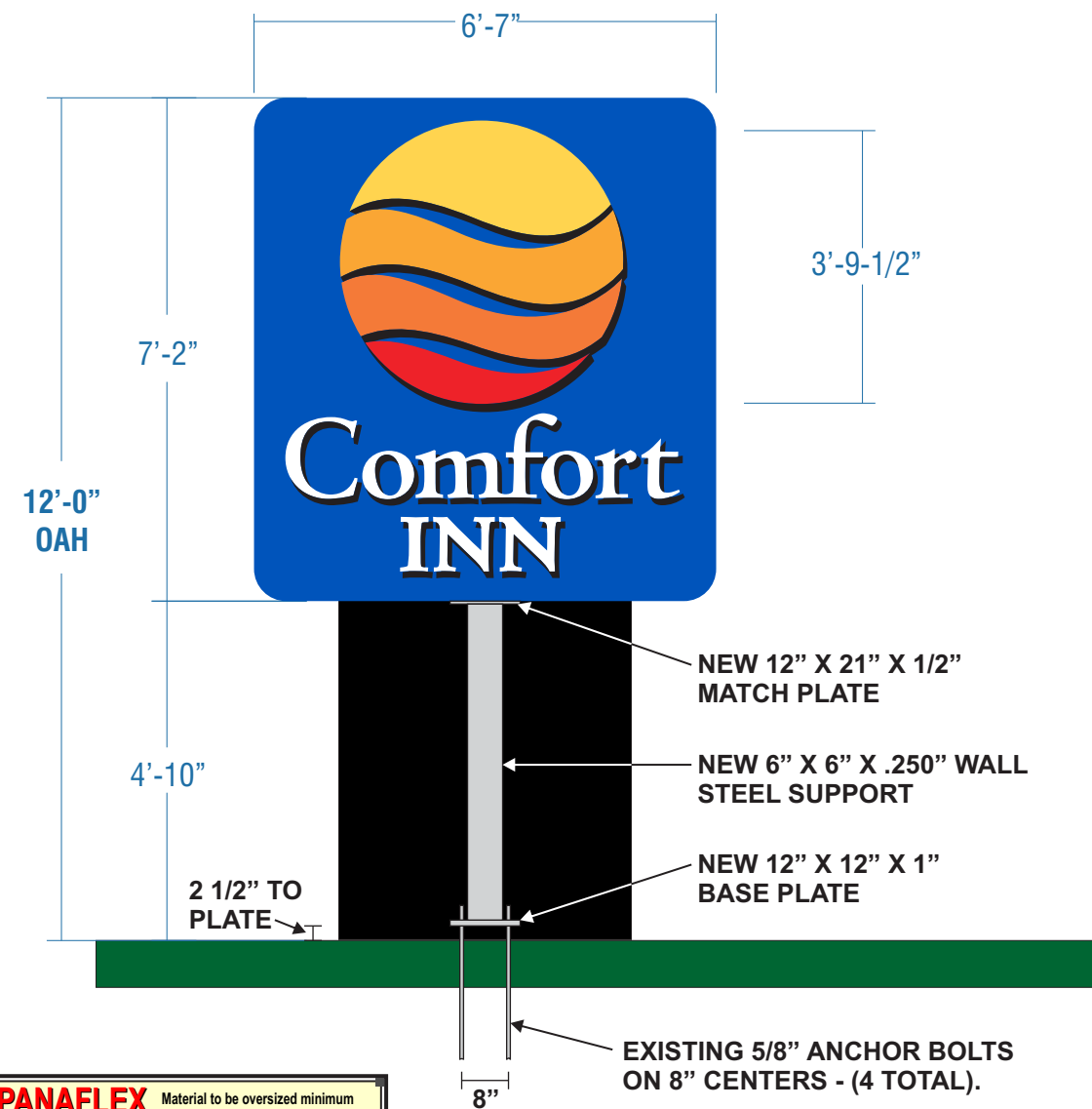
CLIENT SIGNATURE & APPROVAL DATE:

D/F FREESTANDING SIGNAGE

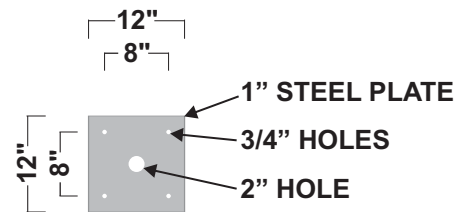
SCALE: 3/8" = 1'-0"

47.1 Square Feet

CI 7x6 DF



MATCH PLATE DETAIL
SCALE - 1/2"=1'
NEED QUANTITY OF (2)



BASE PLATE DETAIL
SCALE - 1/2"=1'
NEED QUANTITY OF (1)

CABINET: Fabricated alum. painted black with 5-1/2" radius corners per Choice specs.

FACES: Panaflex faces with surface applied vinyl graphics to match Choice specs

POLE COVER: Fabricated alum. painted black

JOB NOTE: Existing D/F freestanding sign to be removed; keep existing anchor bolts.

Existing Conditions

For Reference Only



PANAFLEX SIGN FACE Material to be oversized minimum 6" all sides to allow for stretching & attaching to sign frame



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CLIENT:	PAGE NUMBER	TICKET NO.:	DATE:	DATE:	REVISIONS:
	3	N/A	03/05/14	07/24/14 JS	Mounting details.
ADDRESS:	PROJECT MANAGER:		DESIGNER:		
COMFORT INN MADISON, WI	LARRY PETERS		DN		
	ELECTRONIC FILE NAME:				
	CHOICE HOTELS\COMFORT INN\2014\WI\MADISON				

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CLIENT SIGNATURE & APPROVAL DATE:

Site Plan
not to scale

