

# URBAN DESIGN COMMISSION APPLICATION

# UDC

City of Madison  
 Planning Division  
 Madison Municipal Building, Suite 017  
 215 Martin Luther King, Jr. Blvd.  
 P.O. Box 2985  
 Madison, WI 53701-2985  
 (608) 266-4635



### FOR OFFICE USE ONLY:

Paid \_\_\_\_\_ Receipt # \_\_\_\_\_  
 Date received \_\_\_\_\_  
 Received by \_\_\_\_\_  
 Aldermanic District \_\_\_\_\_  
 Zoning District \_\_\_\_\_  
 Urban Design District \_\_\_\_\_  
 Submittal reviewed by \_\_\_\_\_  
 Legistar # \_\_\_\_\_

11/2/21  
 3:24 p.m. RECEIVED

Complete all sections of this application, including the desired meeting date and the action requested.

*If you need an interpreter, translator, materials in alternate formats or other accommodations to access these forms, please call the phone number above immediately.*

### 1. Project Information

Address: 5045 Eastpark Blvd

Title: Cambria Suites

### 2. Application Type (check all that apply) and Requested Date

UDC meeting date requested -signage exception

- New development       Alteration to an existing or previously-approved development  
 Informational           Initial approval               Final approval

### 3. Project Type

- Project in an Urban Design District  
 Project in the Downtown Core District (DC), Urban Mixed-Use District (UMX), or Mixed-Use Center District (MXC)  
 Project in the Suburban Employment Center District (SEC), 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 Residential Building Complex

#### Signage

- Comprehensive Design Review (CDR)  
 Signage Variance (i.e. modification of signage height, area, and setback)  
 Signage Exception

#### Other

- Please specify \_\_\_\_\_

### 4. Applicant, Agent, and Property Owner Information

**Applicant name** Kathryne Kippes

Street address 2242 Mustang Way

Telephone 812-841-2742

**Project contact person** Kathryne Kippes

Street address 2242 Mustang Way

Telephone 812-841-2742

**Property owner (if not applicant)** AC Madison Hospitality, LLC/ FOI Hospitality Development, LLC

Street address 3211 W Sencore Dr

Telephone 605-965-1421

Company La Crosse Sign Group

City/State/Zip Madison WI 53718

Email kathryne.kippes@lacrossesign.com

Company La Crosse Sign Group

City/State/Zip Madison WI 53718

Email kathryne.kippes@lacrossesign.com

City/State/Zip Sioux Falls, DS 57107

Email jwarwick@roihospitality.com

**5. Required Submittal Materials**

- Application Form**
- Letter of Intent**
  - If the project is within an Urban Design District, a summary of how the development proposal addresses the district criteria is required
  - For signage applications, a summary of how the proposed signage is consistent with the applicable CDR or Signage Variance review criteria is required.
- Development Plans** (Refer to checklist on Page 4 for plan details)
- Filing fee**
- Electronic Submittal\***
- Notification to the District Alder**
  - Please provide an email to the District Alder notifying them that you are filing this UDC application. Please send this as early in the process as possible and provide a copy of that email with the submitted application.

Each submittal must include fourteen (14) 11" x 17" **collated** paper copies. Landscape and Lighting plans (if required) must be **full-sized and legible**. Please refrain from using plastic covers or spiral binding.

Both the paper copies and electronic copies must be submitted prior to the application deadline before an application will be scheduled for a UDC meeting. Late materials will not be accepted. A completed application form is required for each UDC appearance.

For projects also requiring Plan Commission approval, applicants must also have submitted an accepted application for Plan Commission consideration prior to obtaining any formal action (initial or final approval) from the UDC. All plans must be legible when reduced.

*\*Electronic copies of all items submitted in hard copy are required. Individual PDF files of each item submitted should be compiled on a CD or flash drive, or submitted via email to [udcapplications@cityofmadison.com](mailto:udcapplications@cityofmadison.com). The email must include the project address, project name, and applicant name. Electronic submittals via file hosting services (such as Dropbox.com) are not allowed. Applicants who are unable to provide the materials electronically should contact the Planning Division at (608) 266-4635 for assistance.*

**6. Applicant Declarations**

1. Prior to submitting this application, the applicant is required to discuss the proposed project with Urban Design Commission staff. This application was discussed with Chrissy Thiele + Kevin Firchow on 10/25/2021.
2. 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 Kathryne Kippes Relationship to property Sign Contractor  
 Authorizing signature of property owner John Warwick Date 10/22/2021

**7. Application Filing Fees**

Fees are required to be paid with the first application for either initial or final approval of a project, unless the project is part of the combined application process involving the Urban Design Commission in conjunction with Plan Commission and/or Common Council consideration. Make checks payable to City Treasurer. Credit cards may be used for application fees of less than \$1,000.

Please consult the schedule below for the appropriate fee for your request:

- Urban Design Districts: \$350 (per §35.24(6) MGO).
- Minor Alteration in the Downtown Core District (DC) or Urban Mixed-Use District (UMX) : \$150 (per §33.24(6)(b) MGO)
- Comprehensive Design Review: \$500 (per §31.041(3)(d)(1)(a) MGO)
- Minor Alteration to a Comprehensive Sign Plan: \$100 (per §31.041(3)(d)(1)(c) MGO)
- All other sign requests to the Urban Design Commission, including, but not limited to: appeals from the decisions of the Zoning Administrator, requests for signage variances (i.e. modifications of signage height, area, and setback), and additional sign code approvals: \$300 (per §31.041(3)(d)(2) MGO)

A filing fee is not required for the following project applications if part of the combined application process involving both Urban Design Commission and Plan Commission:

- Project in the Downtown Core District (DC), Urban Mixed-Use District (UMX), or Mixed-Use Center District (MXC)
- Project in the Suburban Employment Center District (SEC), Campus Institutional District (CI), or Employment Campus District (EC)
- Planned Development (PD): General Development Plan (GDP) and/or Specific Implementation Plan (SIP)
- Planned Multi-Use Site or Residential Building Complex

November 2, 2021

To: City of Madison, Urban Design Commission

From: Kathryn Kippes, serving as agent for Cambria Suites

RE: Cambria Suites  
5045 Eastpark Blvd  
Madison WI 53718

Wall signage location exception request.

Existing use of this site: This site is a 5 story modern hotel. Location is zoned SEC which falls under Group 3 of the Madison code.

Existing signage: Currently there are two sets of channel letters and one tenant monument sign. One set on the East elevation facing West Terrace Drive. The second set is on the West elevation with no abutting parking lot or street.

Proposal: Cambria Suites is going thru a reimage and is simply wanting to replace the existing building signage. They would like to ask for an exception to permit the use of a wall sign for an elevation not directly abutting a parking lot or street for the sign on the west elevation which was previously approved and permitted for the existing sign.

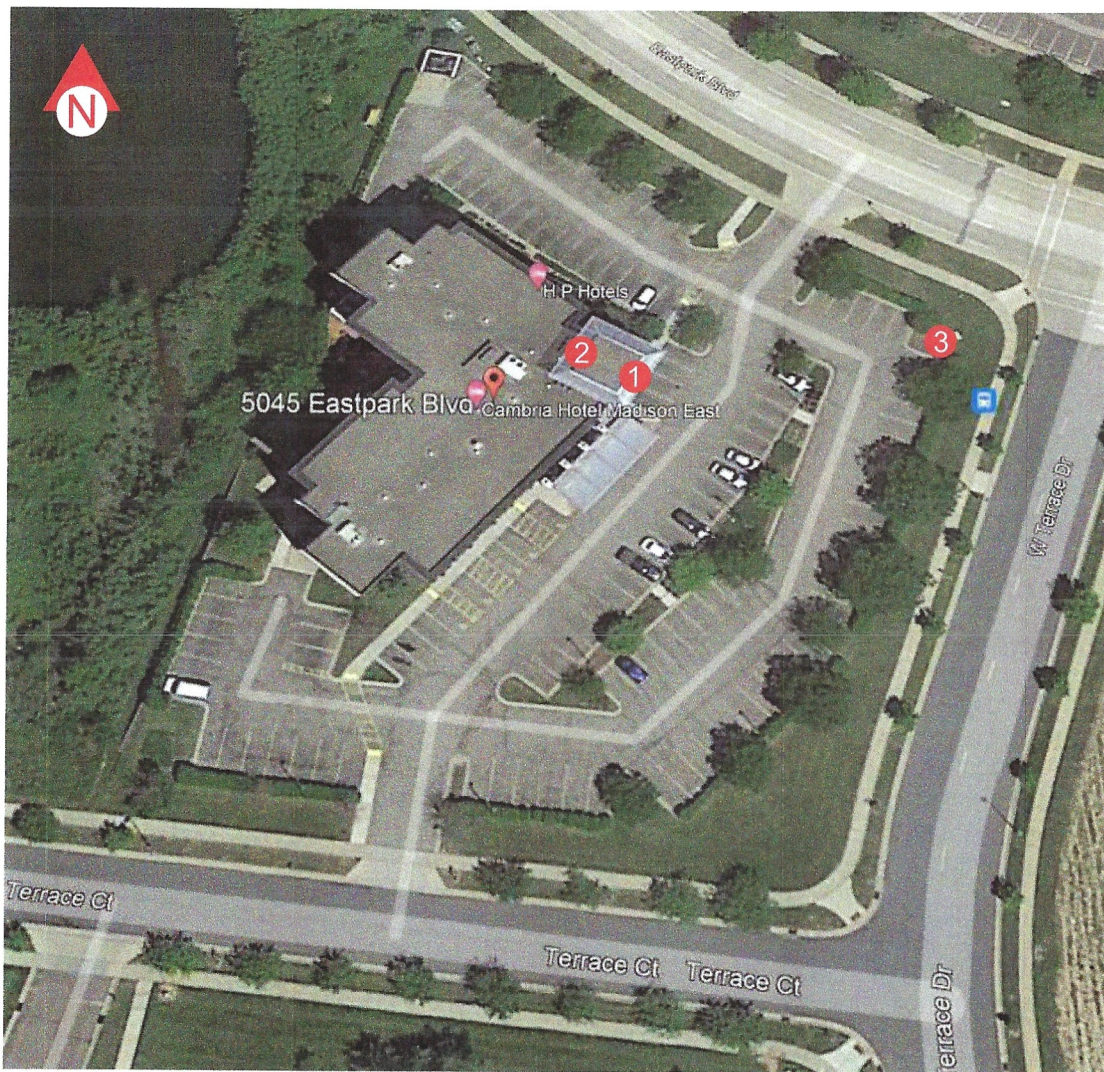
Request for approval: Cambria Suites is seeking the approval to install

- One (1) set of 32" x 16' 3 1/2" illuminated channel letters to the west elevation, an elevation that does not have a qualifying signable area.

The West Elevation is the desired placement for the replacement signage as that is where the existing signage is currently located. In addition, the main route to get to the hotel is traveling southeast on Eastpark Blvd. With the signage being placed on the west elevation it provides the main identification for the hotel for incoming travelers.

Thank you for your consideration.

Kathryne Kippes



**CAMBRIA HOTEL**  
 5045 E PARK BLVD  
 MADISON, WI 53718


PROPOSED SIGNS:

- ① 32" CHANNEL LETTER SET
- ② 32" CHANNEL LETTER SET
- ③ 3'-6" X 6'-11" AND 3'-6" X 3'-6" MONUMENT FACE REPLACEMENTS

APPROVAL BOX - PLEASE INITIAL

CUSTOMER APPROVAL		Date
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**NOTE:** Elevation drawings are for customer approval only, drawings are not to be used as any installation guide, all dimensions must be verified before installation.

Customer: <b>CAMBRIA HOTEL</b>	Date: <b>10/19/21</b>	Prepared By: <b>TJ/KH</b>	<small>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 revision to this drawing will be made.</small>	 <b>SIGNS   LIGHTING   IMAGE</b>	DISTRIBUTED BY SIGN UP COMPANY 700 21st Street Southwest PO Box 210 Watertown, SD 57201-0210 1.800.843.9888 • www.personasigns.com
Location: <b>MADISON, WI</b>	File Name: <b>306493 - R4 - MADISON, WI</b>	Eng: -			

700 21st St SW  
PO Box 56  
Watertown, SD 57201-0056  
Phone: 800.843.9888  
Fax: 800.843.9890

**PROJECT:**

Name: Cambria Suites Madison East  
Address: 5045 E Park Blvd, Madison, WI 53718  
Project Number: 306493

**OWNER/LANDLORD:**

Company Name: AC Madison Hospitality, LLC  
Representative Name: John Warwick  
Address: ROI Hospitality Development, LLC 3211 W. Sencore Drive, Sioux Falls, SD 57107  
Phone Number: (605) 965-1421  
Email: jwarwick@roihospitality.com

I, John Warwick, am the Owner or the representative for the Owner/Landlord of the above listed company and/or project gives permission to: La Crosse Sign of Madison to perform any and all sign work associated with the above referenced project location.

I approve of the sign drawings as submitted.

I further authorize: La Crosse Sign of Madison and/or its representative to obtain any and all permits for this project.

John Warwick  
Signature

10/12/2021  
Date



# CITY OF MADISON BUILDING INSPECTION DIVISION

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[signpermits@cityofmadison.com](mailto:signpermits@cityofmadison.com) - 608.266.4551 - <http://www.cityofmadison.com/dpced/bi/>

## Sign Permit Application

<b>OFFICE USE ONLY</b>	Permit Number: ZON _____ -20____ - _____
Application Date _____	SPECIAL CONDITIONS:
Approval Date _____	<input type="checkbox"/> CDR # _____ <input type="checkbox"/> UDC Other
Approved by _____	<input type="checkbox"/> VARIANCE <input type="checkbox"/> DC/UMX
Permit Fee _____	<input type="checkbox"/> UDD # _____ <input type="checkbox"/> Arch. Review
Receipt _____	<input type="checkbox"/> Historic/Landmark <input type="checkbox"/> PD # _____

**APPLICANT:** Use one application per sign. Complete all sections below that apply to the particular sign permit.

Installation Address 5045 Eastpark Blvd Zoning District SEC  
 Business Name Cambria Suites  
 Owner of Sign (Name) ROI Hospitality- John Warwick  
 Address of Sign Owner 300 N Dakota Ave Ste 602 Sioux Falls SD 57104  
 Telephone of Sign Owner 605-275-6161 Email jwarwick@roihospitality.com  
 Sign Contractor/Installer La Crosse Sign Group Contact (Name) Kathryne Kippes  
 Address 2242 Mustang Way Madison WI 53718  
 Phone 812-841-2742 Email kathryne.kippes@lacrossesign.com

Which of the following best describes the proposed work?

- New Sign  Change of Copy  Relocate on Lot  
 (Existing Tag/Permit # \_\_\_\_\_) (Existing Tag/Permit # \_\_\_\_\_)

Type of Sign (Check all that apply):

- |  |                                     |                                 |   |
|--|-------------------------------------|---------------------------------|---|
| <input checked="" type="checkbox"/> Ground       | <input type="checkbox"/> Non-Ground | <input type="checkbox"/> Canopy | <input type="checkbox"/> Banner (Wall only)         |
| <input checked="" type="checkbox"/> Monument     | <input type="checkbox"/> Wall       | <input type="checkbox"/> Above  | <input type="checkbox"/> Business Opening (30 Days) |
| <input type="checkbox"/> Pole                    | <input type="checkbox"/> Awning     | <input type="checkbox"/> Below  | <input type="checkbox"/> Decorative                 |
| <input type="checkbox"/> Portable                | <input type="checkbox"/> Projecting | <input type="checkbox"/> Fascia | <input type="checkbox"/> Promotional                |
| <input type="checkbox"/> Billboard (Advertising) | <input type="checkbox"/> Roof       | <input type="checkbox"/> Misc.  |   |
| <input type="checkbox"/> Off-Premise Directional | <input type="checkbox"/> Above Roof |                                 |   |

Sides:

- |                                       |  |   |
|---------------------------------------|--|---|
| <input type="checkbox"/> 1            | <input type="checkbox"/> External Illuminated            | <input type="checkbox"/> Electronic Changeable Copy |
| <input checked="" type="checkbox"/> 2 | <input checked="" type="checkbox"/> Internal Illuminated | <input type="checkbox"/> Manual Change of Copy      |
| <input type="checkbox"/> Other _____  | <input type="checkbox"/> Non-Illuminated                 | <input type="checkbox"/> Time & Temperature         |

Description of Text and Graphics of Sign:

CAMBRIA hotel 5045 EASTPARK BLVD.

Existing Property Use	Proposed Property Use (if changed)

**PROPOSED GROUND SIGN INFORMATION** - Round to nearest hundredth of a foot (1.00') or whole inch (1' 2") - no fractions:

Lanes of Traffic	Speed Limit (Posted)	Max. Net Sign Area	Max. Ground Sign Height
4	35	64/128	10'

Net Area Sign Dimensions		Net Area Square Feet	Gross Area Sign Dimensions		Gross Area Square Feet
1	3'6" X 6'11 ( X 2)	24.2/48.4	1	6' X 12 (X2)	72/144
2	3'6" X 3'6 (X2)	12.3/24.6	2		
3			3		
<b>Total</b>		36.5/73	<b>Total</b>		72/144

**PROPOSED NON-GROUND SIGN INFORMATION** - Round to nearest hundredth of a foot (1.00') or whole inch (1' 2") - no fractions:

Net Area Sign Dimensions		Net Area Square Feet	Dimensions & Total Square Footage of Signable Area
1			
2			
3			
<b>Total</b>			

<b>Width of Tenant Space</b>	

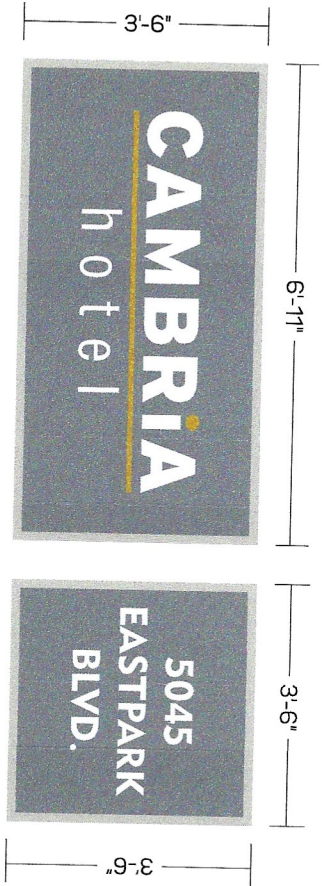
**All signs are required to be compliant with the Madison General Ordinances. Be sure to include with the application:**

- Detailed drawings in full color of the proposed sign.
- Building elevation drawing showing the sign and all details/dimensions of the sign, signable area, and tenant space.
- Type of material being used and all dimensions of supports and footings.
- Clearance above ground (for awning/projecting/banner signs only).
- For Projecting Signs - Distance of projection from building face (6' max) and distance of sign projecting into the right-of-way (24" max).
- Type of lighting/illumination and method.
  - Include a night view for internally illuminated signs that appear to have light-colored copy on a dark or non-illuminated background.
- If the sign will be attached to a building, show the building roofline in relation to the wall on which the sign will be mounted.
- Pictures of any existing signs (with tag/permit #'s if possible).
- A site plan showing the size and location of existing signs, as well as showing the location of new or relocated sign.
- Acknowledgement from the property owner to erect the sign.

**\*Any Missing Information Will Result in Delays to Your Application\***

\*FOR MORE INFORMATION ON SUBMITTAL REQUIREMENTS, PLEASE REFER TO [MGO SECTION 31.041\(2\)](#)\*

**3** MONUMENT ELEVATION



FACE REPLACEMENT DETAILS  
SCALE: 3/8" = 1'-0"

**NOTE:** Elevation drawings are for customer approval only, drawings are not to be used as any installation guide, all dimensions must be verified before installation.

**APPROVAL BOX - PLEASE INITIAL**

CUSTOMER APPROVAL	Date
-------------------	------

Customer:	<b>CAMBRIA HOTEL</b>	
Date:	<b>10/07/21</b>	Prepared By:
Location:	<b>MADISON, WI</b>	<b>TJ/CM</b>
File Name:	<b>306493 - R2 - MADISON, WI</b>	
Eng:	-	
<p><b>persona</b> SIGNS   LIGHTING   IMAGE</p> <p>DISTRIBUTED BY SIGN UP COMPANY 700 21st Street South PO Box 210 Watertown, SD 57201-0210 1.800.843.9888 - www.personasigns.com</p>		





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Approved by _____	<input type="checkbox"/> VARIANCE <input type="checkbox"/> DC/UMX
Permit Fee _____	<input type="checkbox"/> UDD # _____ <input type="checkbox"/> Arch. Review
Receipt _____	<input type="checkbox"/> Historic/Landmark <input type="checkbox"/> PD # _____

**APPLICANT:** Use one application per sign. Complete all sections below that apply to the particular sign permit.

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Address 2242 Mustang Way Madison WI 53718

Phone 812-841-2742 Email kathryne.kippes@lacrossesign.com

Which of the following best describes the proposed work?

New Sign  Change of Copy  Relocate on Lot  
(Existing Tag/Permit # \_\_\_\_\_) (Existing Tag/Permit # \_\_\_\_\_)

Type of Sign (Check all that apply):

<input type="checkbox"/> Ground	<input checked="" type="checkbox"/> Non-Ground	<input type="checkbox"/> Canopy	<input type="checkbox"/> Banner (Wall only)
<input type="checkbox"/> Monument	<input checked="" type="checkbox"/> Wall	<input type="checkbox"/> Above	<input type="checkbox"/> Business Opening (30 Days)
<input type="checkbox"/> Pole	<input type="checkbox"/> Awning	<input type="checkbox"/> Below	<input type="checkbox"/> Decorative
<input type="checkbox"/> Portable	<input type="checkbox"/> Projecting	<input type="checkbox"/> Fascia	<input type="checkbox"/> Promotional
<input type="checkbox"/> Billboard (Advertising)	<input type="checkbox"/> Roof	<input type="checkbox"/> Misc.	
<input type="checkbox"/> Off-Premise Directional	<input type="checkbox"/> Above Roof		

Sides:

<input checked="" type="checkbox"/> 1	<input type="checkbox"/> External Illuminated	<input type="checkbox"/> Electronic Changeable Copy
<input type="checkbox"/> 2	<input checked="" type="checkbox"/> Internal Illuminated	<input type="checkbox"/> Manual Change of Copy
<input type="checkbox"/> Other _____	<input type="checkbox"/> Non-Illuminated	<input type="checkbox"/> Time & Temperature

Description of Text and Graphics of Sign:

CAMBRIA

Existing Property Use	Proposed Property Use (if changed)

**PROPOSED GROUND SIGN INFORMATION** - Round to nearest hundredth of a foot (1.00') or whole inch (1' 2") - no fractions:

Lanes of Traffic	Speed Limit (Posted)	Max. Net Sign Area	Max. Ground Sign Height

Net Area Sign Dimensions		Net Area Square Feet	Gross Area Sign Dimensions		Gross Area Square Feet
1			1		
2			2		
3			3		
<b>Total</b>			<b>Total</b>		

**PROPOSED NON-GROUND SIGN INFORMATION** - Round to nearest hundredth of a foot (1.00') or whole inch (1' 2") - no fractions:

Net Area Sign Dimensions		Net Area Square Feet	Dimensions & Total Square Footage of Signable Area
1	32" X 16'4"	43.56	<b>7' X 22'5" = 156.92</b>
2			
3			Width of Tenant Space
<b>Total</b>		43.56	

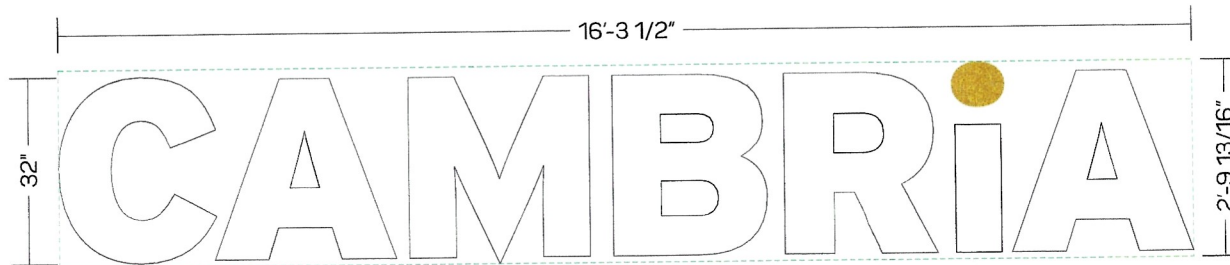
**All signs are required to be compliant with the Madison General Ordinances. Be sure to include with the application:**

- Detailed drawings in full color of the proposed sign.
- Building elevation drawing showing the sign and all details/dimensions of the sign, signable area, and tenant space.
- Type of material being used and all dimensions of supports and footings.
- Clearance above ground (for awning/projecting/banner signs only).
- For Projecting Signs - Distance of projection from building face (6' max) and distance of sign projecting into the right-of-way (24" max).
- Type of lighting/illumination and method.
  - Include a night view for internally illuminated signs that appear to have light-colored copy on a dark or non-illuminated background.
- If the sign will be attached to a building, show the building roofline in relation to the wall on which the sign will be mounted.
- Pictures of any existing signs (with tag/permit #'s if possible).
- A site plan showing the size and location of existing signs, as well as showing the location of new or relocated sign.
- Acknowledgement from the property owner to erect the sign.

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\*FOR MORE INFORMATION ON SUBMITTAL REQUIREMENTS, PLEASE REFER TO [MGO SECTION 31.041\(2\)](#)\*

1 FRONT ELEVATION




BOXED SQ FT: 45.91

CHANNEL LETTER DETAIL  
SCALE: 3/8" = 1'-0"

APPROVAL BOX - PLEASE INITIAL

CUSTOMER APPROVAL	Date
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(Existing Tag/Permit # \_\_\_\_\_)      (Existing Tag/Permit # \_\_\_\_\_)

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- |  |  |                                 |   |
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| <input type="checkbox"/> Off-Premise Directional | <input type="checkbox"/> Above Roof            |                                 |   |

Sides:

- |                                       |  |   |
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Description of Text and Graphics of Sign:

CAMBRIA

Existing Property Use	Proposed Property Use (if changed)

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2			2		
3			3		
<b>Total</b>			<b>Total</b>		

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1	32" X 16'4"	43.56	<b>7' X 22'5"= 156.92</b>	
2				
3			Width of Tenant Space	
<b>Total</b>		43.56		

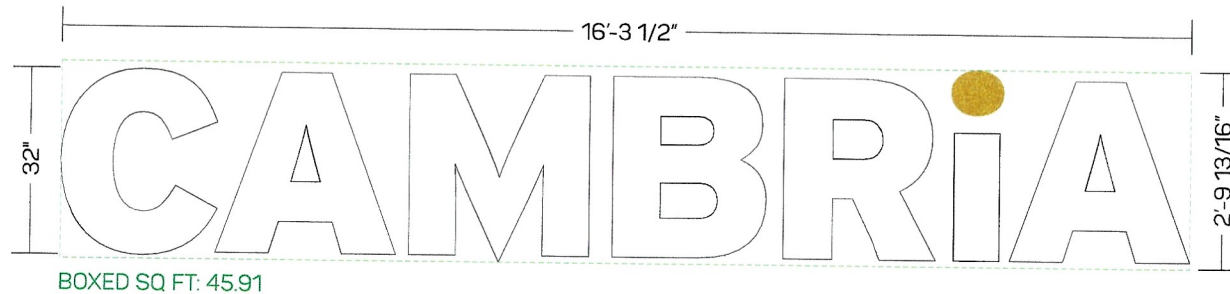
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- Acknowledgement from the property owner to erect the sign.

**\*Any Missing Information Will Result in Delays to Your Application\***

\*FOR MORE INFORMATION ON SUBMITTAL REQUIREMENTS, PLEASE REFER TO [MGO SECTION 31.041\(2\)](#)\*


2 REAR ELEVATION



CHANNEL LETTER DETAIL  
SCALE: 3/8" = 1'-0"

APPROVAL BOX - PLEASE INITIAL		
CUSTOMER APPROVAL		Date

**NOTE:** Elevation drawings are for customer approval only, drawings are not to be used as any installation guide, all dimensions must be verified before installation.

Customer: <b>CAMBRIA HOTEL</b>	Date: <b>10/19/21</b>	Prepared By: <b>TJ/CM/KH</b>	<small>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 revision to this drawing will be made.</small>	 <b>SIGNS   LIGHTING   IMAGE</b>	DISTRIBUTED BY SIGN UP COMPANY 700 21st Street Southwest PO Box 210 Watertown, SD 57201-0210 1.800.843.9888 • www.personasigns.com
Location: <b>MADISON, WI</b>	File Name: <b>306493 - R2 - MADISON, WI</b>		Eng: -		