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# JUDGE DOYLE SQUARE HOTEL

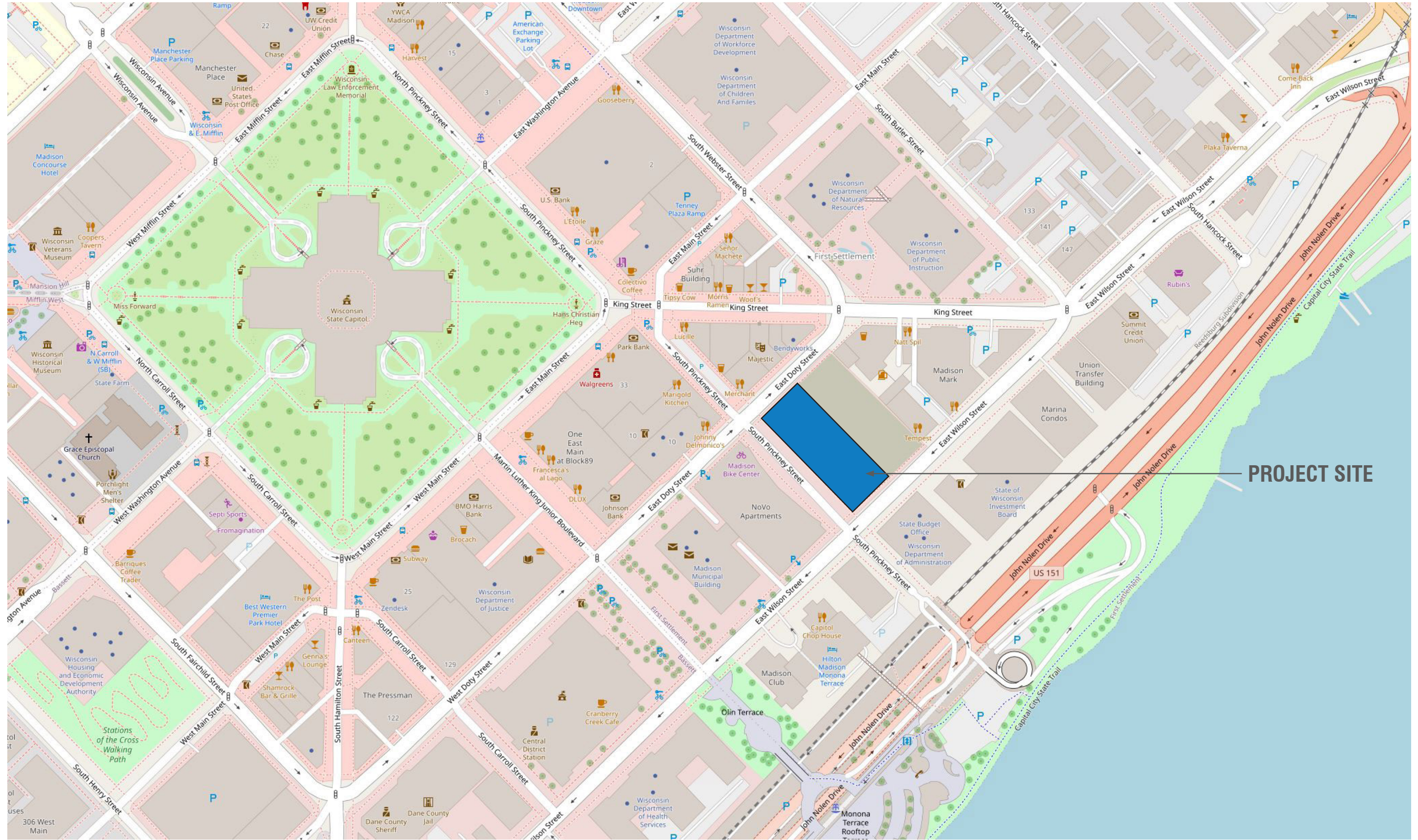
EMBASSY SUITES BY HILTON | MADISON. WISCONSIN

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CITY OF MADISON UDC SIGNAGE SUBMITTAL  
JUNE 3, 2020

**Kahler Slater**

# LOCATOR MAP



**PROJECT SITE**

# SITE PHOTOS



# COMPREHENSIVE DESIGN REVIEW CRITERIA

**1. THE PROPOSAL SHALL CREATE VISUAL HARMONY BETWEEN THE SIGNS, BUILDING(S), AND BUILDING SITE THROUGH UNIQUE AND EXCEPTIONAL USE OF MATERIALS, DESIGN, COLOR, ANY LIGHTING, AND OTHER DESIGN ELEMENTS; AND SHALL RESULT IN SIGNS OF APPROPRIATE SCALE AND CHARACTER TO THE USES AND BUILDING(S) ON THE ZONING LOT AS WELL AS ADJACENT BUILDINGS, STRUCTURES AND USES.**

The signage design at the Embassy Suites has been designed to meet the criteria. The size of the signs proposed are commensurate with the scale of the building and the distance at which they can be viewed. The signs are all high quality construction. To the greatest extent practical, the proposed signs are code compliance for size, with a few exceptions deemed appropriate for building scale and legibility reasons.

## Blade Signs (Doty and Pinckney)

Significant attention was given to the design of the Doty Street and Wilson Street endwall elevations when this project was previously presented to the Urban Design Commission. The building materials, landscape planters, lighting and blade signs were all meant to work in harmony to provide an attractive and activated elevation. The size of the blade signs proposed are in line with the endwall elevations that were shown to UDC when the building design was ultimately approved. The applicant feels that the size of the blade signs proposed relate to the scale of the building and the distance which they can be viewed. Special attention was given to darken the color of the sign cabinet to ensure an appropriate contrast with the metal panel color on the building (this required a variance from Hilton Worldwide).

## Canopy Signs

Per direction from City staff, the applicant pursued a variance from Hilton Worldwide to delete the green “E” from the Embassy Suites logo to facilitate larger white text. This request was ultimately approved by Hilton and the size of the white letters now conform to the City’s guidance at 24” tall. The applicant feels that the size of the canopy letters is commensurate with the scale of the building.

**2. EACH ELEMENT SHALL BE FOUND TO BE NECESSARY DUE TO UNIQUE OR UNUSUAL DESIGN ASPECTS IN THE ARCHITECTURE OR LIMITATIONS IN THE BUILDING SITE OR SURROUNDING ENVIRONMENT; EXCEPT THAT WHEN A REQUEST FOR AN ADDITIONAL SIGN CODE APPROVAL UNDER SEC. 31.043(3) IS INCLUDED IN THE COMPREHENSIVE DESIGN REVIEW, THE SIGN(S) ELIGIBLE FOR APPROVAL UNDER SEC. 31.043(3) SHALL MEET THE APPLICABLE CRITERIA OF SEC. 31.043(3), EXCEPT THAT SIGN APPROVALS THAT COME TO COMPREHENSIVE DESIGN REVIEW FROM MXC AND EC DISTRICTS PURSUANT TO 31.13(3) AND (7) NEED NOT MEET THE CRITERIA OF THIS PARAGRAPH.**

## Blade Signs (Doty and Pickney)

With respect to the Doty Street elevation, it should be noted that a portion of the first floor is sunken below grade, which results in a higher position of the blade sign on the building. As the queue for vehicles to identify the hotel and turn onto Pickney Street, the applicant desires for these blade signs to be legible for vehicles from both Doty Street and Wilson Street such that guests can successfully make the turn onto Pickney Street and navigate their vehicles to the main entrance of the hotel mid-block on Pickney Street.

## Canopy Signs

As the main entrance/front door of this convention center hotel, the applicant desires for these letters to be legible from Wilson Street for pedestrians navigating from the Monona Terrace Convention Center to this convention center headquarters hotel.

## Placard Signs

Since the canopy sign will project over the sidewalk, pedestrians walking on the sidewalk on the east side of Pickney Street will not have line of sight to this sign. As such, smaller placard signs on either side of the front door are necessary to provide a visual cue to the front door for pedestrians walking to the hotel.

**3. THE PROPOSAL SHALL NOT VIOLATE ANY OF THE STATED PURPOSES DESCRIBED IN SECS. 31.02(1) AND 33.24(2).**

The sign design is consistent with the goals of safety and aesthetics outlined in the above sections.

**4. ALL SIGNS MUST MEET MINIMUM CONSTRUCTION REQUIREMENTS UNDER SEC. 31.04(5).**

The sign construction will meet the requirements listed in the above section.

**5. THE PROPOSAL SHALL NOT APPROVE ADVERTISING BEYOND THE RESTRICTIONS IN SEC. 31.11 OR OFF-PREMISE DIRECTIONAL SIGNS BEYOND THE RESTRICTIONS IN SEC. 31.115.**

The sign program adheres to the restrictions identified in the above section.

**6. THE PROPOSAL SHALL NOT BE APPROVED IF ANY ELEMENT OF THE PLAN:**

- A. PRESENTS A HAZARD TO VEHICULAR OR PEDESTRIAN TRAFFIC ON PUBLIC OR PRIVATE PROPERTY,**
- B. OBSTRUCTS VIEWS AT POINTS OF INGRESS AND EGRESS OF ADJOINING PROPERTIES,**
- C. OBSTRUCTS OR IMPEDES THE VISIBILITY OF EXISTING LAWFUL SIGNS ON ADJACENT PROPERTY, OR**
- D. NEGATIVELY IMPACTS THE VISUAL QUALITY OF PUBLIC OR PRIVATE OPEN SPACE.**

The sign program complies with the above criteria.

**7. THE PROPOSAL MAY ONLY ENCOMPASS SIGNS ON PRIVATE PROPERTY OF THE ZONING LOT OR BUILDING SITE IN QUESTION, AND SHALL NOT APPROVE ANY SIGNS IN THE RIGHT OF WAY OR ON PUBLIC PROPERTY.**

The sign program complies with the above criteria.

# PRECEDENTS



## LEFT: HAMPTON INN ON WEST JOHNSON STREET

THIS PROJECT IS IN A DIFFERENT ZONING DISTRICT, BUT HAS SIMILAR SIGN DESIGN INCLUDING:  
MULTIPLE BLADE SIGNS THAT EXCEED MOUNTING HEIGHTS ABOVE THE THIRD FLOOR LINE  
MULTIPLE WALL SIGNS, INCLUDING CANOPY AND ADJACENT WALL SIGN  
MULTIPLE INSTANCES OF CANOPY MOUNTED SIGNAGE

## ABOVE: GEBHARD BUILDING ON EAST WASHINGTON

THIS PROJECT IS IN A DIFFERENT ZONING DISTRICT, BUT HAS SIMILAR SIGN DESIGN INCLUDING:  
MULTIPLE WALL SIGNS ON THE SAME ELEVATION  
CANOPY MOUNTED SIGNAGE WITH OVERLAPPING LOGO  
LOGO EXCEEDS 2' HEIGHT LIMIT

# PRECEDENTS



## LEFT: AC HOTEL ON WEBSTER STREET

THIS PROJECT IS IN THE SAME ZONING DISTRICT AND INCLUDES:  
A 2-SIDED WALL SIGN ON THE STREET FACING CORNER THAT ENCROACHES INTO THE 3RD FLOOR AND LOOKS LIKE IT IS IN 3RD FLOOR DUE TO A DOUBLE HEIGHT 1ST FLOOR EXPRESSION)  
LARGE CANOPY SIGN LETTERING  
MULTIPLE WALL SIGNS BELOW THE CANOPY (2 FOR ENO VINO, AC HOTEL PLACARD, CLEARANCE, ETC.)



## LEFT: PARK HOTEL ON S CARROLL STREET

THIS PROJECT IS IN THE SAME ZONING DISTRICT AND INCLUDES:  
THE CORNER BLADE SIGN IS ABOVE THE 2ND FLOOR LINE

# PRECEDENTS



**LEFT: HILTON HOTEL ON WILSON STREET**  
THIS PROJECT IS IN THE SAME ZONING DISTRICT AND INCLUDES:  
CANOPY SIGN AND A POST AND PANEL SIGN AT THE MAIN ENTRY

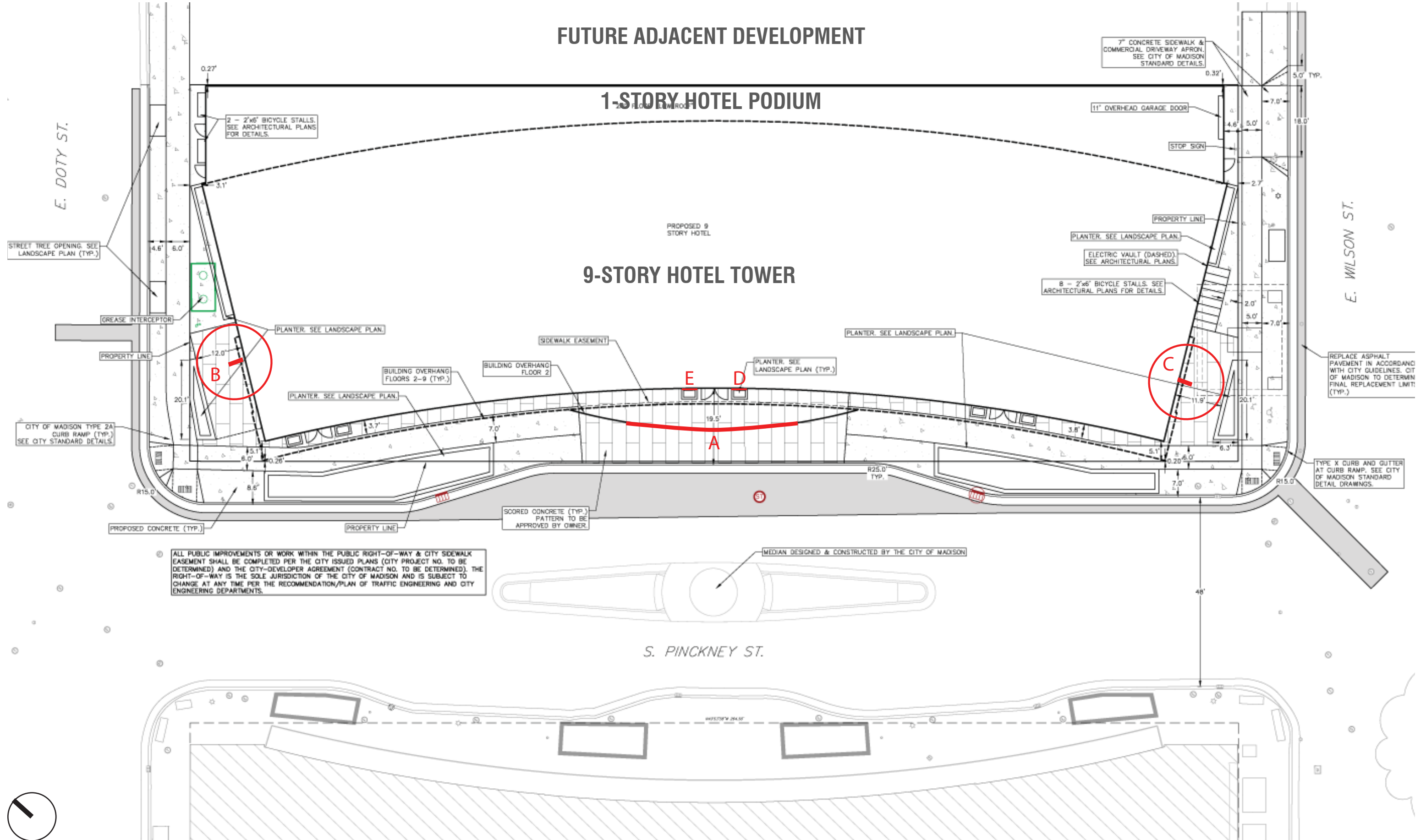
# APPROVED DESIGN FROM UDC





# SITE PLAN WITH PROPOSED SIGNS

FUTURE ADJACENT DEVELOPMENT



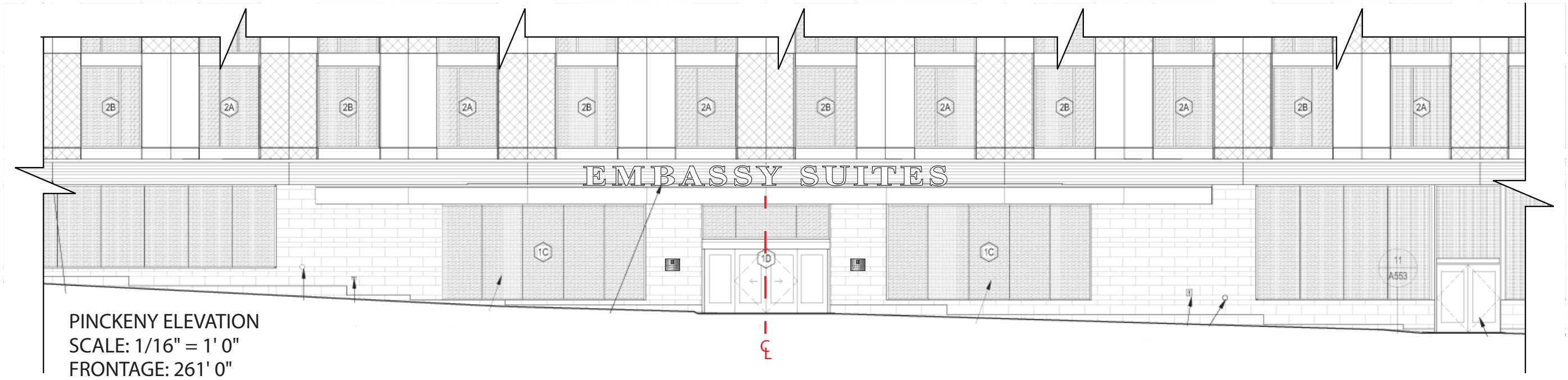
# DOTY STREET VIEW



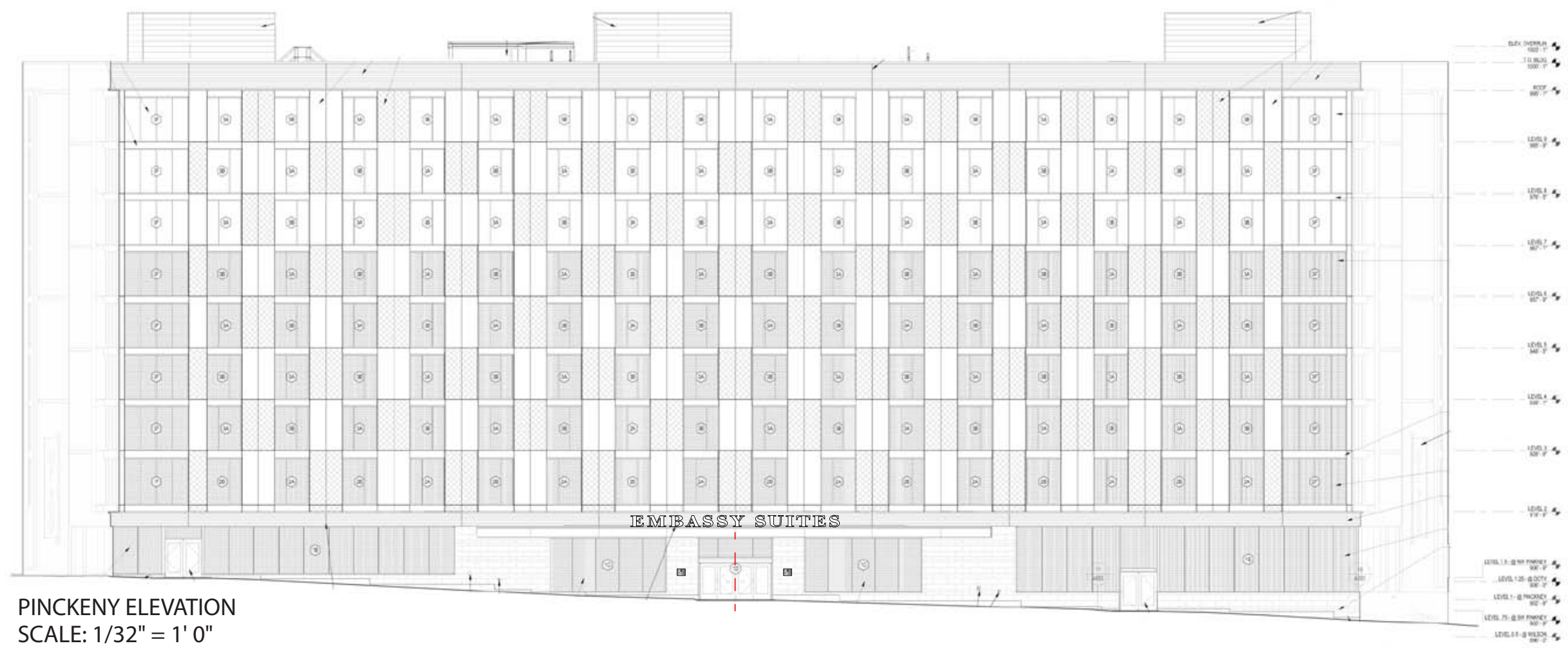
# WILSON STREET VIEW



# A ELEVATION

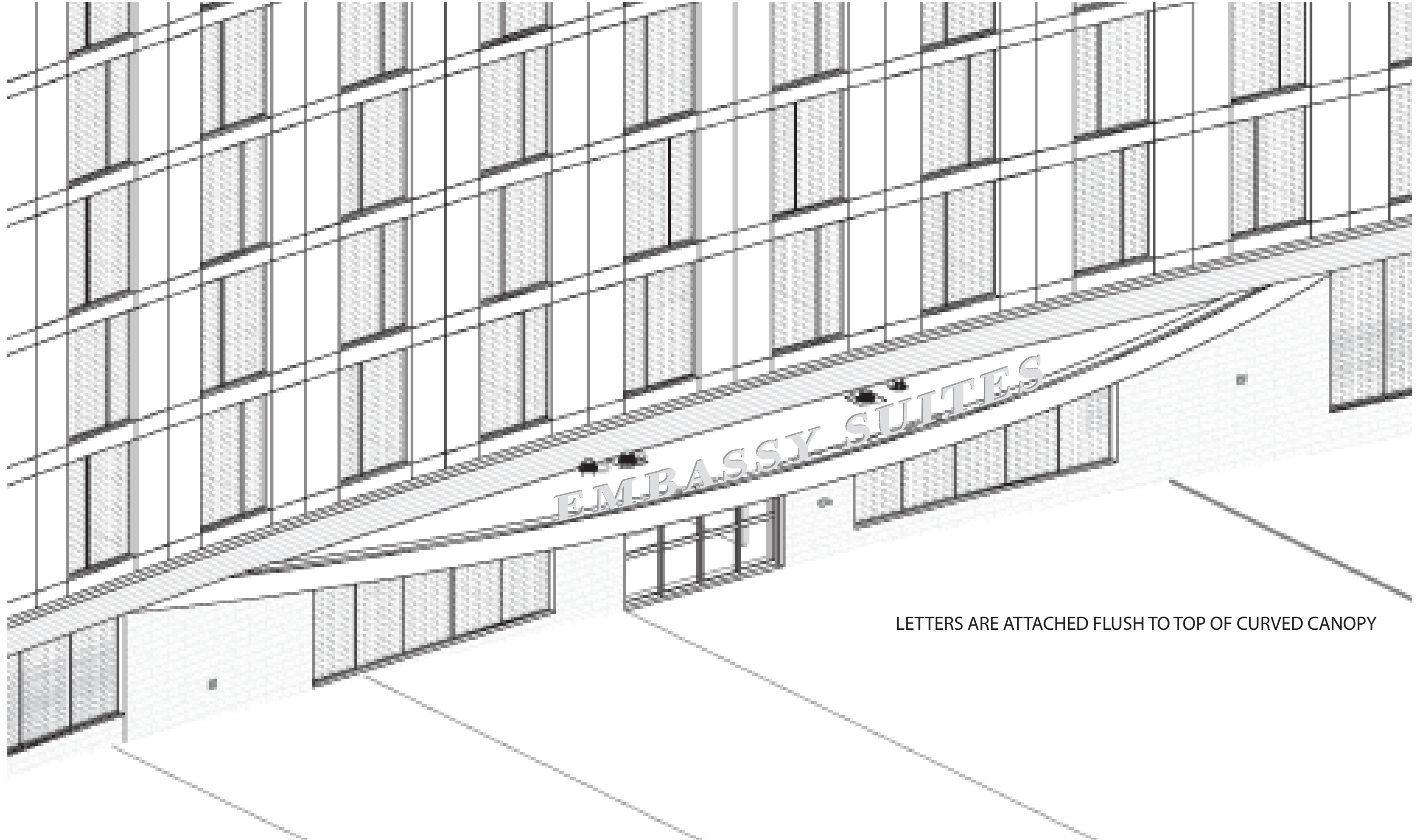


PINCKENY ELEVATION  
 SCALE: 1/16" = 1' 0"  
 FRONTAGE: 261' 0"



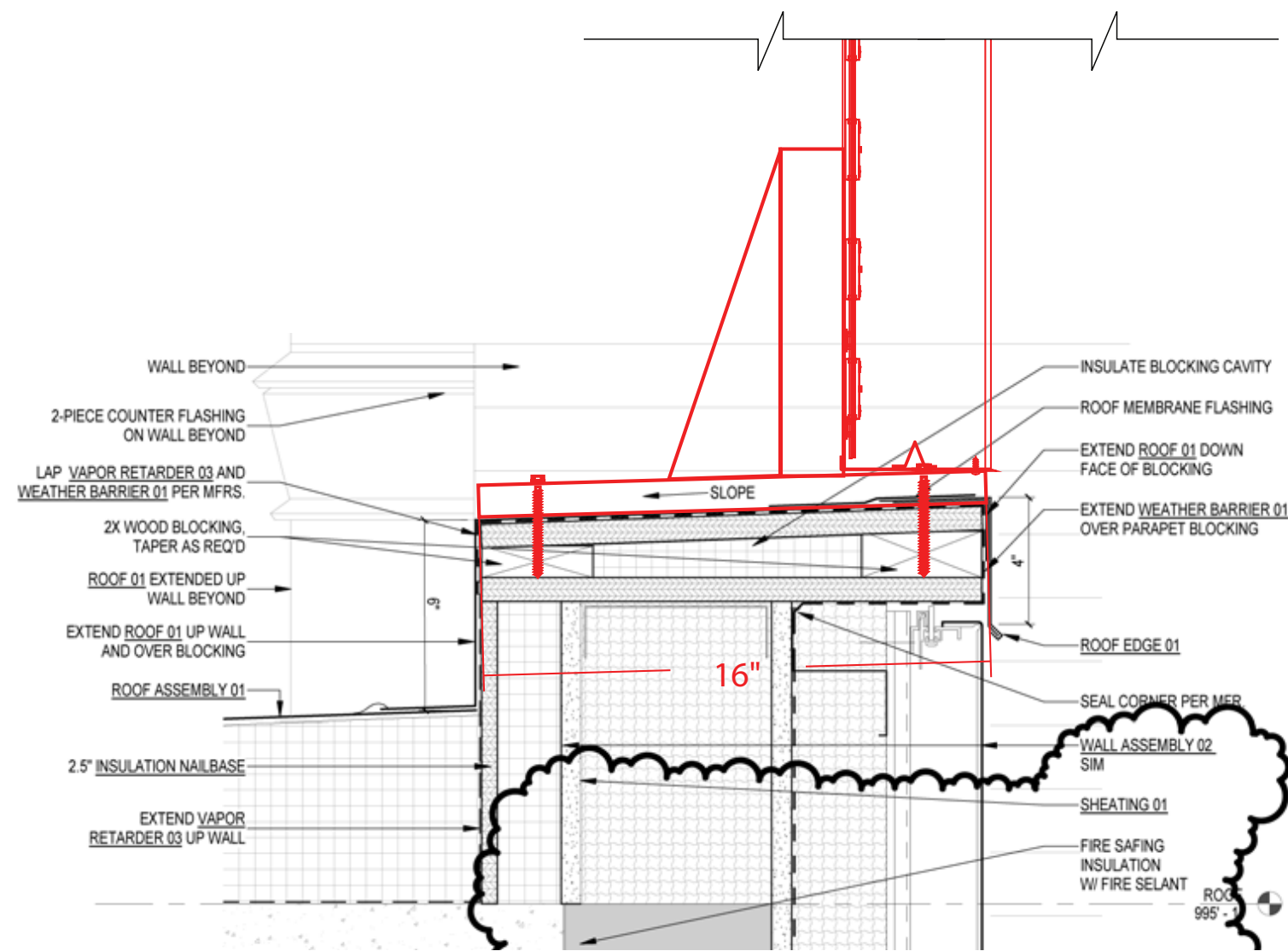
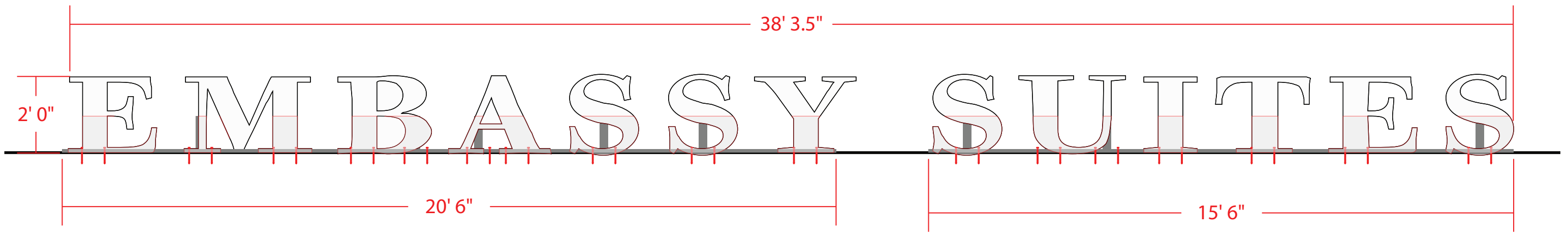
PINCKENY ELEVATION  
 SCALE: 1/32" = 1' 0"

**A** AXONIMETRIC



LETTERS ARE ATTACHED FLUSH TO TOP OF CURVED CANOPY

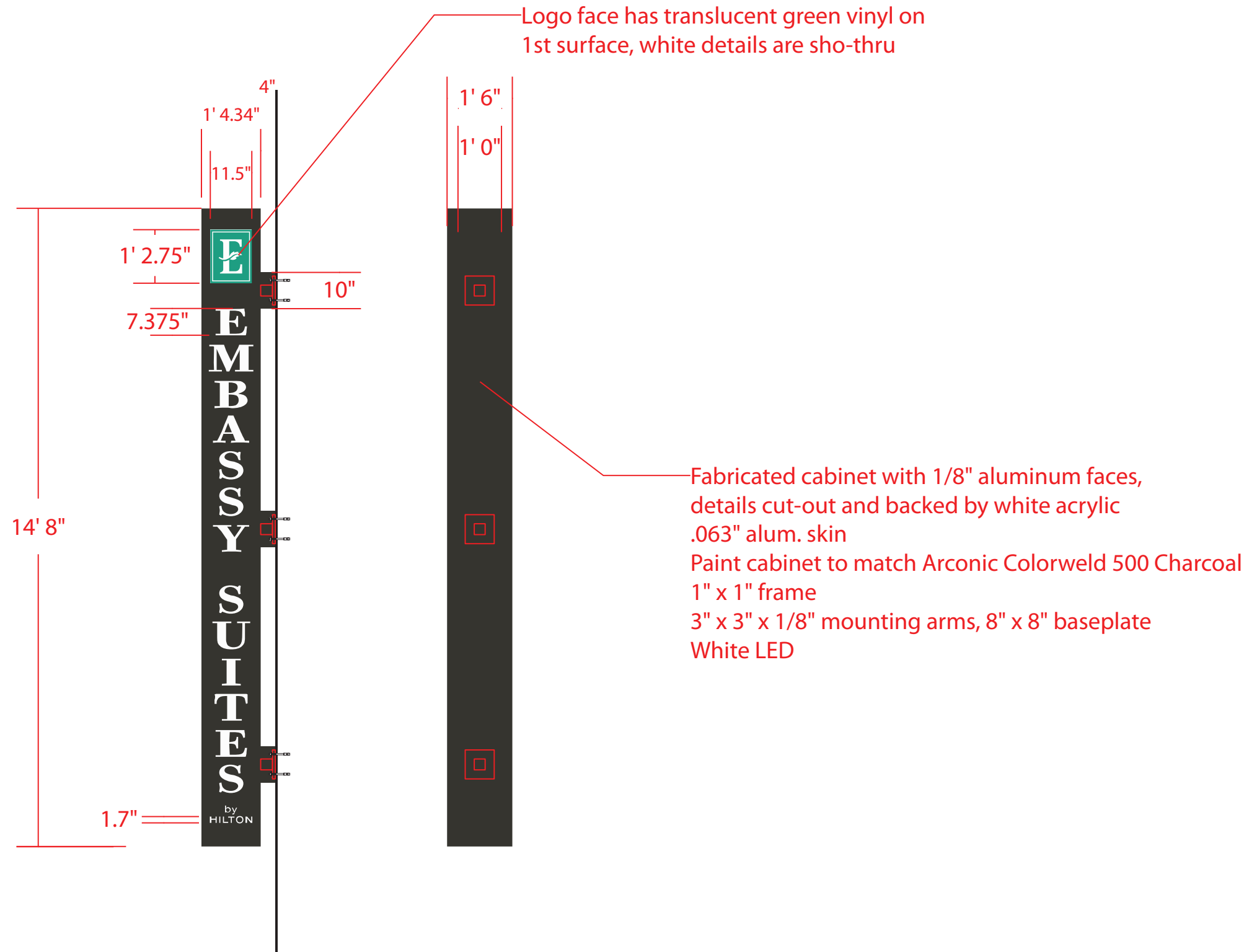
# A ELEVATION & DETAILS



1/2 height solid 1/8" aluminum backs, welded to 2" x 2" square tubes with gussets that are welded to 3/4" thick x 16" plate (made in 2 pieces) that gets lagged into front and back wood blocking in the canopy

Paint all hardware to match canopy (Color Specification Required)

# B C ELEVATION AND DETAILS

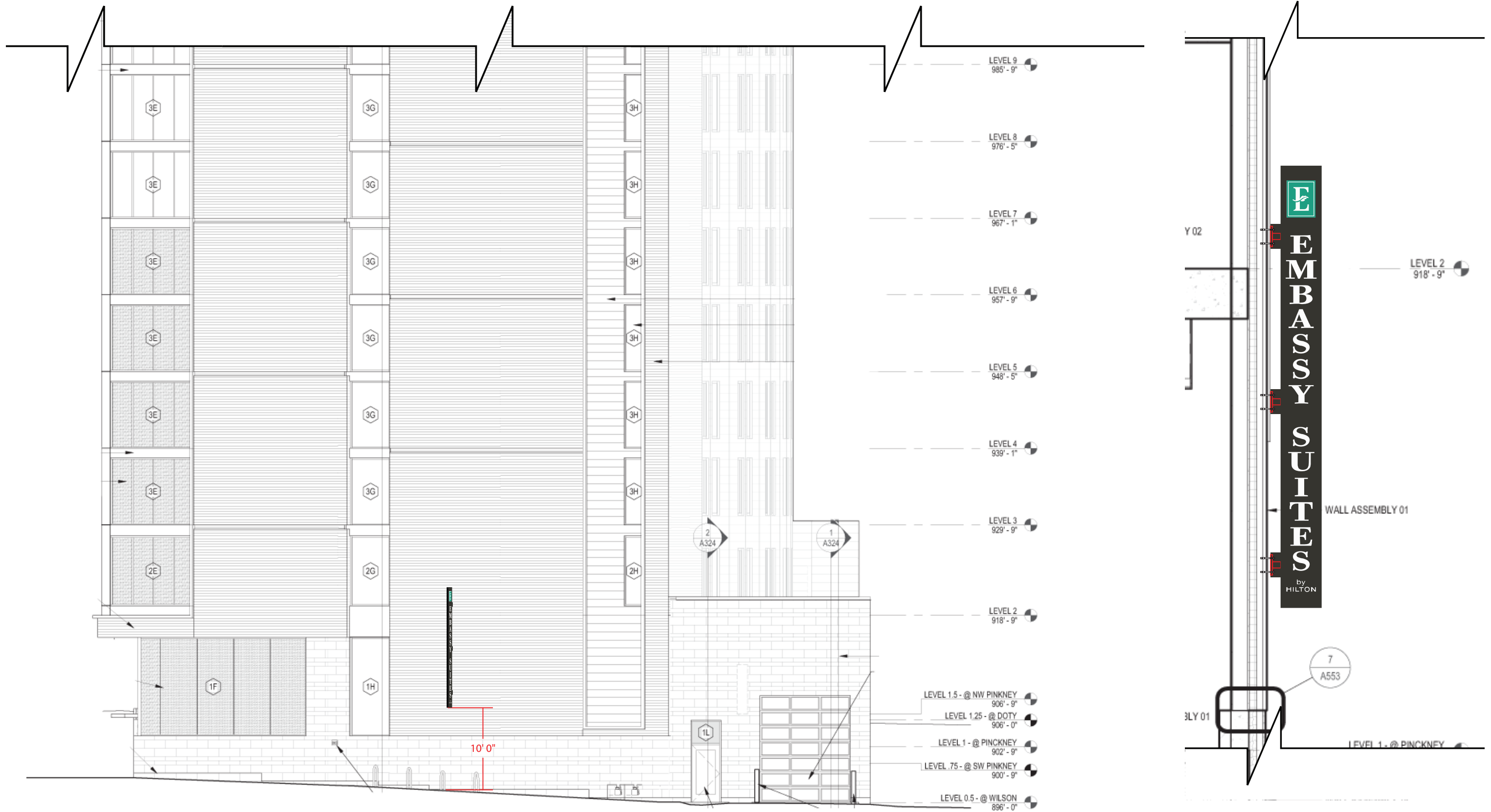


# B ELEVATION (DOTY STREET)

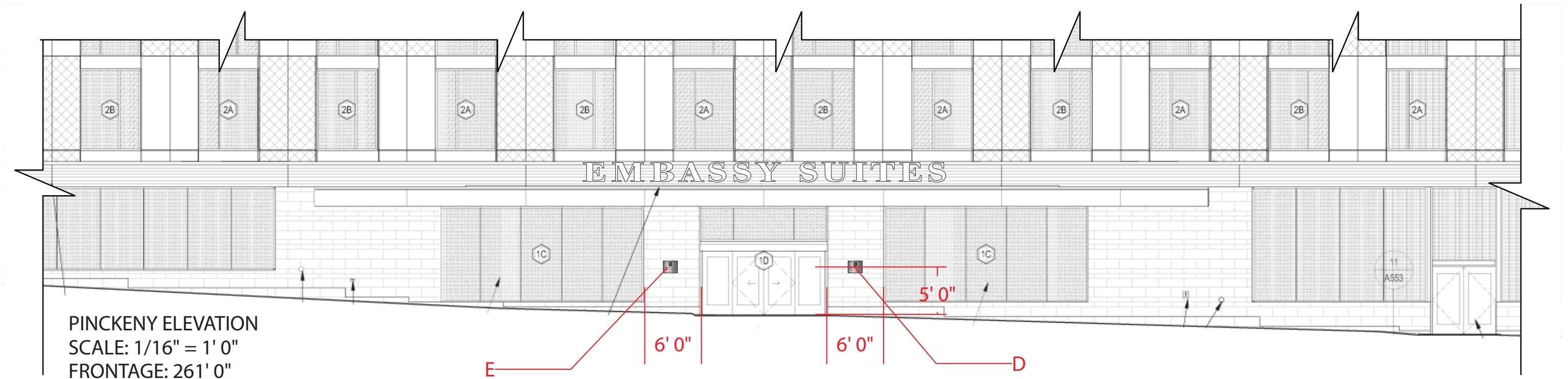




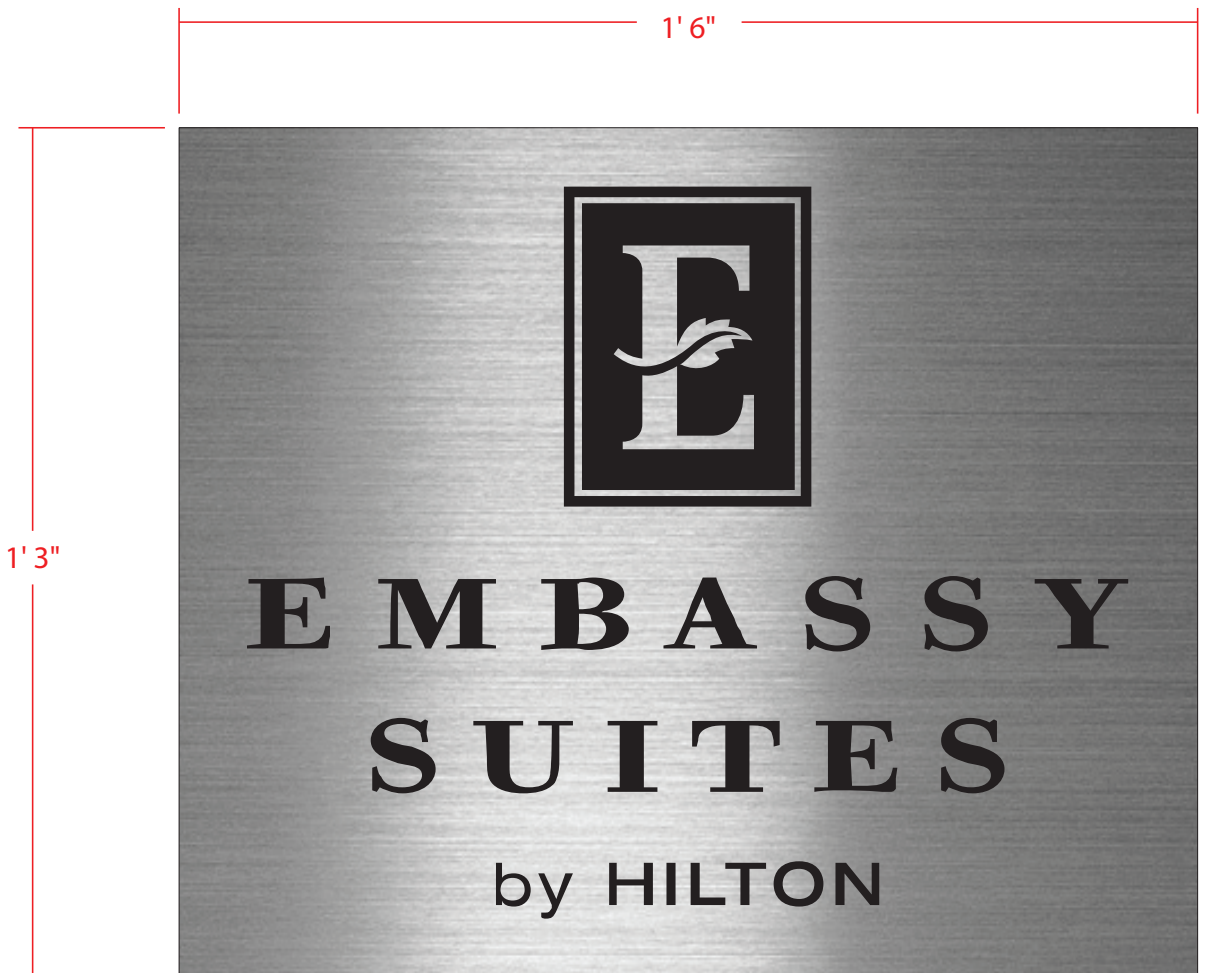
# C ELEVATION (PINCKNEY STREET)



# D E ELEVATION AND DETAILS



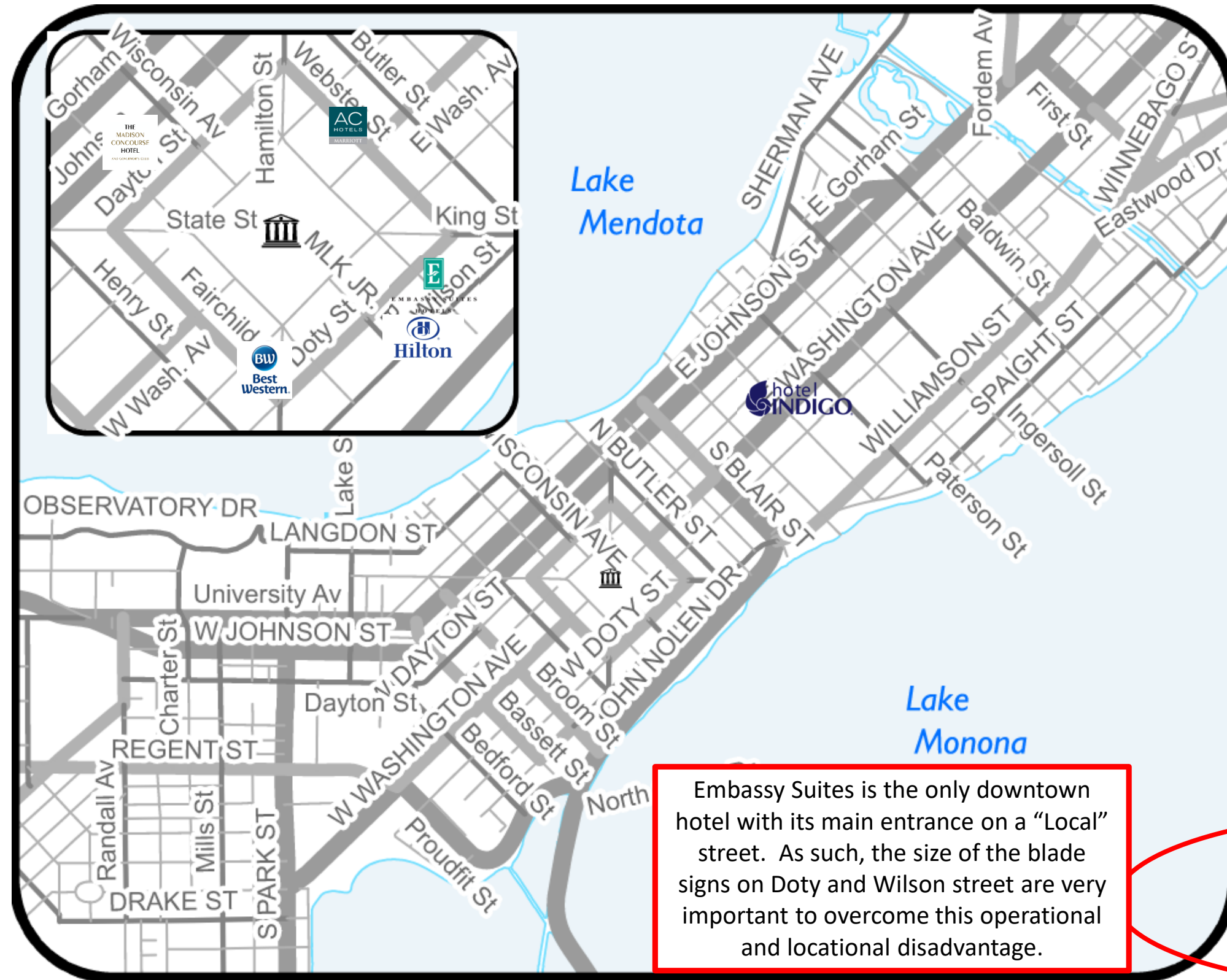
PINCKENY ELEVATION  
 SCALE: 1/16" = 1' 0"  
 FRONTAGE: 261' 0"



**MATERIALS / COLORS**

1/4" DEEP FABRICATED STAINLESS STEEL PLAQUE  
 w/ ETCHED & FILLED BLACK GRAPHICS  
 STUD MOUNT TO WALL & SECURE w/ SILICONE

# CITY OF MADISON STREET CLASSES



Embassy Suites is the only downtown hotel with its main entrance on a "Local" street. As such, the size of the blade signs on Doty and Wilson street are very important to overcome this operational and locational disadvantage.

### Functional Class

- Principal Arterial
- Primary Arterial
- Standard Arterial
- Collector
- Local

City of Madison  
 Street Functional Class Map  
 City Of Madison  
 Dept Of Public Works

- Hilton** Wilson Street  
**Collector Road**
- Best Western.** Fairchild Street  
**Standard Arterial**
- AC HOTELS MARRIOTT** Webster Street  
**Standard Arterial**
- hotel INDIGO.** East Washington  
**Primary Arterial**
- THE MADISON CONOURSE HOTEL AND GOVERNOR'S CLUB** West Johnson  
**Primary Arterial**
- EMBASSY SUITES HOTELS®** Pickney Street  
**Local**

**Kahler Slater**

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