



URBAN DESIGN COMMISSION APPLICATION CITY OF MADISON

215 Martin Luther King Jr Blvd Ste 017
PO Box 2984
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>JANUARY 22, 2020</u>	<input type="checkbox"/> Informational Presentation
UDC Meeting Date: <u>FEBRUARY 26, 2020</u>	<input type="checkbox"/> Initial Approval
Combined Schedule Plan Commission Date (if applicable): _____	<input type="checkbox"/> Final Approval

1. Project Address: 517 GRAND CANYON DRIVE
Project Title (if any): THE RADISSON 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

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: _____

3. Applicant, Agent & Property Owner Information:

Applicant Name: BRAD GROVES Company: THE RADISSON HOTEL
 Street Address: 517 GRAND CANYON DR City/State: MADISON, WI Zip: 53719
 Telephone: () 833-0100 Fax: () _____ Email: brad@radmad.com

Project Contact Person: MARY BETH BROWNEY SELENE Company: RYAN SIGNS, INC
 Street Address: 3007 PERRY ST. City/State: MADISON, WI Zip: 53719
 Telephone: () 271-7979 Fax: () 271-7853 Email: mbgrowneysele@ryansigns.net

Project Owner (if not applicant): SAME
 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 CHRISSE THIELE on 12-19-19, 1-30-20, 1-8-20.

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 BROWNEY SELENE Relationship to Property AGENT TO OWNER

Authorized Signature [Signature] Date 1-22-20

Signage: The items listed below are minimal application requirements for the type of approval indicated. Please note that the UDC and/or staff may require additional information in order to have a complete understanding of the project.

1. Initial Approval

- Locator Map
- Signage as it relates to the Sign Control Ordinance provisions for Variances or Comprehensive Design Review of Signage
- Site Plan (show location of all existing and proposed buildings, and all existing and proposed signage, specifying which existing signs, if any, are to be removed)
- Scale drawing of each proposed sign, including awning graphics
- Photographs of site

2. Final Approval

- Locator Map
 - Signage as it relates to the Sign Control Ordinance provisions for Variances or Comprehensive Design Review of Signage
 - Site Plan (show location of all existing and proposed buildings, and all existing and proposed signage, specifying which existing signs, if any, are to be removed)
 - Scale drawing of each proposed sign, including awning graphics
 - Description and/or samples of materials and colors for each proposed sign
 - Photographs of site
 - Context of signs in surrounding parcels, in addition to the site being discussed
-

*NOTE: If supplemental perspective renderings are provided, an emphasis should be placed on providing pedestrian/automobile scale viewsheds, in addition to the other required graphics.

*NOTE: If applying for final approval without having received initial approval, all materials required for initial approval will be required.

NOTICE REGARDING LOBBYING ORDINANCE: If you are seeking approval of a development that has over 40,000 square feet of non-residential space, or a residential development of over 10 dwelling units, or if you are seeking assistance from the City with a value of \$10,000 (including grants, loans, TIF, or similar assistance), then you likely are subject to Madison's lobbying ordinance (Sec. 2.40, MGO). You are required to register and report your lobbying. Please consult the City's Clerk's Office for more information. Failure to comply with the lobbying ordinance may result in fines.

Ryan Signs, Inc.

3007 Perry Street
Madison, WI 53713
608-271-7979 Phone
608-271-7853 Fax
mbgrowneyselene@ryansigns.net

January 22, 2020

TO: Ms. Janine Glaeser
City of Madison Urban Design Commission

FROM: Mary Beth Growney Selene, Serving as Agent to the Owner

RE: **The Radisson Hotel**
517 Grand Canyon Drive
3.1043 Authority of the Urban Design Commission: (2) Modification of Height, Area, or Setback
Submittal

Dear Urban Design Commission Members;

We are submitting materials for your consideration for a **Modification of Height, Area, or Setback** Review for detached canopy signage for The Radisson Hotel, located at 517 Grand Canyon Drive.

BACKGROUND:

1. The property is zoned CC (Commercial Central District), (Group 3).
2. The property was originally built between 1981 and 1985.
3. The West elevation entrance canopy for the Radisson appears to be “attached” to the building’s main entrance, however, it is detached.

CODE:

31.03 RULES & DEFINITIONS. Canopy, Detached. A canopy that is a permanent, freestanding roof covered structure, with four open sides, accessory to but not attached to a principal building.

31.071 CANOPY SIGNS.

A sign may be displayed on a canopy in the Group 2 or 3 districts specified in Sec. 31.15(2) (Table 2), and subject to the provisions of this section. Canopy signs may be illuminated, subject to Sec. 31.04(5)(k). Banners shall not be used as canopy signs.

(4) Detached Canopy Signs. In lieu of a wall sign on the principal building, a sign that does not fit into any of the categories above may be displayed on a detached canopy if the canopy does have a signable fascia, and, if the sign meets the following criteria: (Am. by ORD-18-00107, 10-23-18)

- (a) The maximum net area of any canopy sign approved under this subsection shall be not more than ten percent (10%) of the total area of an imaginary vertical plane measured from the upper edge of the canopy to the lowest point of the canopy on the face the sign will be attached, excluding any supporting structures. **(Request for Variance.)**
 - (b) The horizontal dimension of the sign shall be no wider than the width of the canopy on which it is displayed. **(It is not.)**
 - (c) If mounted below the canopy, the sign shall not hang more than one (1) foot from the bottom of the canopy, however this dimension shall be reduced as necessary to provide the following pedestrian or vehicular clearance: the sign must vertically clear any pedestrian area by at least nine (9) feet and vehicular ways by at least fourteen feet (14'), **N/A** and
 - (d) The sign shall not project further from the building face than the canopy structure to which it is attached. **(Request for Variance.)**
- (5) Nothing in this section shall be construed to permit canopy signage within any portion of the public right-of way except as expressly provided in this section and Section 31.04(6). **(The sign will be on private property.)**

31.043 URBAN DESIGN COMMISSION AND COMPREHENSIVE DESIGN REVIEW

The authority of the Urban Design Commission of the City of Madison ("UDC") to act upon all matters relating to signs, shall be exclusively as described herein and Sec. 33.24. The fee for any application...as described in the fee section, 31.04(3).

(2) Modifications of Height, Area, or Setback. After a public hearing as provided in Sec. 33.24(4)(e)3., the UCD may approve a sign with up to fifty percent (50%) greater net area or fifty percent (50%) higher than the maximum height otherwise allowed, or reduce the required yard or setback if such approval: (Am. by ORD-15-00118, 1-28-15)

- (a) Is necessary for a sign located on the site of an establishment to be identifiable and legible from the nearest roadway at prevailing speeds; and
- (b) Will result in a sign more in scale with the building and site and in a superior overall design.

REQUEST FOR APPROVAL FOR A MODIFICATION OF AREA

1. This application is a request to place a sign on the face of a detached canopy, 50% larger than 10% of the canopy fascia.
 - The Radisson Hotel canopy is unlike the typical "detached" canopy that we associate with gas pumps/ convenience store applications, which have access on all four sides. The Radisson canopy is only accessible on three sides (driveway [2 sides] and main entrance).
2. To allow for up to a 5" projection from the building face of the canopy structure to which the sign is attached.
3. No additional wall sign for The Radisson Hotel will be installed on the West elevation of the building.

RESPONSE TO MODIFICATION OF HEIGHT, AREA, OR SETBACK GUIDELINE CRITERIA

	Modification of Height, Area, or Setback Guidelines	Responses Specific to Project
1	Is necessary for a sign located on the site of an establishment to be identifiable and legible from the nearest roadway at prevailing speeds.	This sign's purpose is to identify the main entrance of The Radisson Hotel. The 10% + 50% area sign will be legible from Grand Canyon Drive at the prevailing speed of 25 mph.
2	Will result in a sign more in scale with the building and the site and in a superior overall design. =====	The 10% + 50% area design is more in scale to the canopy façade than the 10% area (allowed by code). With the appropriate scale, it creates a (more) superior overall design. There is another West elevation wall on which a sign could be located. If used, a sign on this wall could be 30% of the signable area. The owner does not want to use this wall (for a larger sign) as it doesn't adequately identify the entrance and is set back further from Grand Canyon than the canopy (see page 3).
	a. Design 2.1 30% of signable area free of architectural detail (if not considered [on] a detached canopy).	
	b. Design 2.5 10% of the canopy's area.	
	c. Design 2.6 10% + 50% of the canopy's area. (Variance Request)	

Thank you for your consideration. We are available to answer any questions you might have.

Respectfully Submitted,

RYAN SIGNS, INC.



Mary Beth Growney Selene
 President
 Serving as Agent to The Radisson Hotel

cc: The Radisson Hotel

Ryan Signs, Inc.

January 22, 2020

RADISSON HOTEL
517 GRAND CANYON DRIVE



OPTIONAL LOCATION CONSIDERED: Would provide for a larger sign however, it does not orient to the main entrance.



DESIRED CANOPY SIGN LOCATION

AVAILABLE BUT LESS DESIREABLE WEST ELEVATION

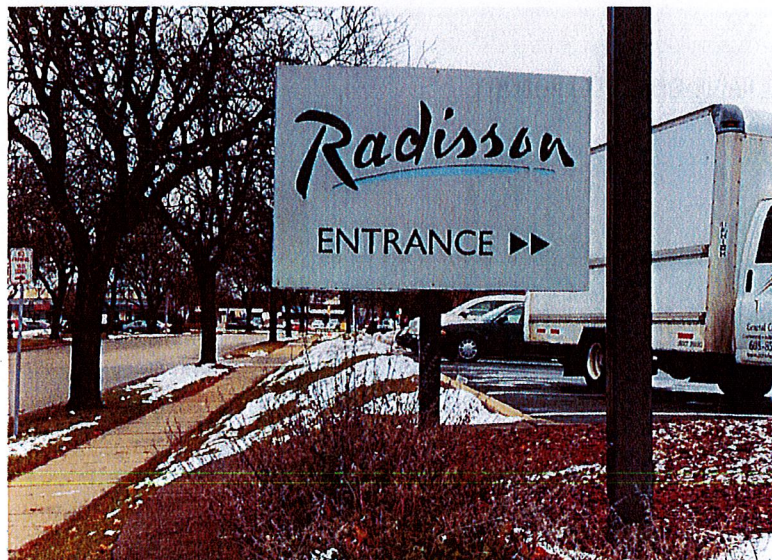
EXISTING SIGNAGE ON THE RADISSON HOTEL PROPERTY



Existing Monument sign at corner of Odana and Grand Canyon Dr.



Existing Monument sign on Odana Road



Existing Directional sign on Grand Canyon Drive



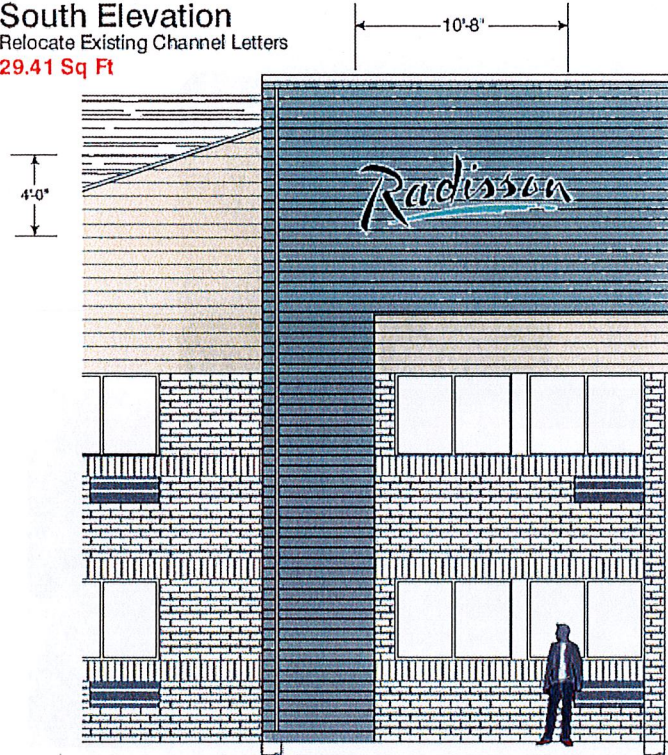
Existing Pylon sign on W. Beltline Hwy.

4.1 North Elevation - Twist
New Channel Letters
49.29 Sq Ft



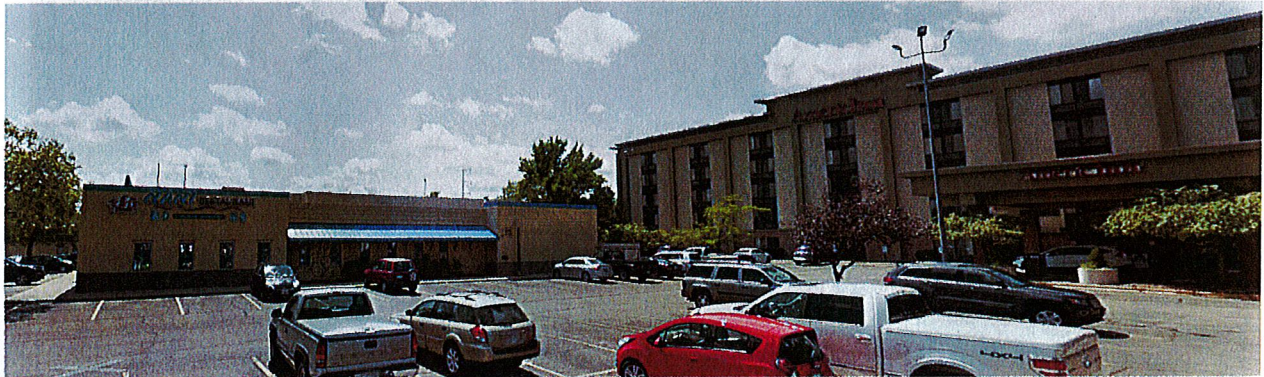
New Twist Building Letters facing Odana Road (North) Elevation

① **South Elevation**
Relocate Existing Channel Letters
29.41 Sq Ft



Reinstalled existing Building Letters facing new façade on W. Beltline Hwy. (South) Elevation

SIGNS ON SURROUNDING PARCELS



SIGNS ON SURROUNDING PARCELS (continued)

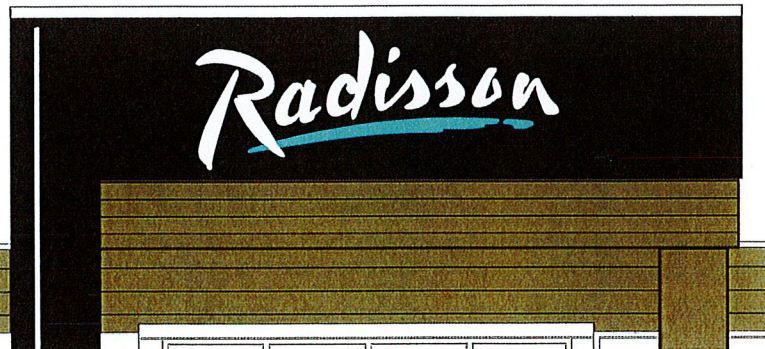
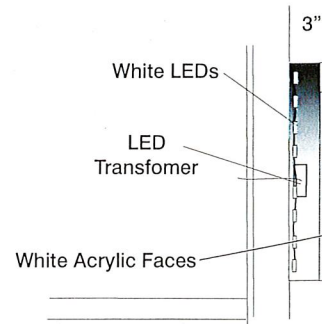
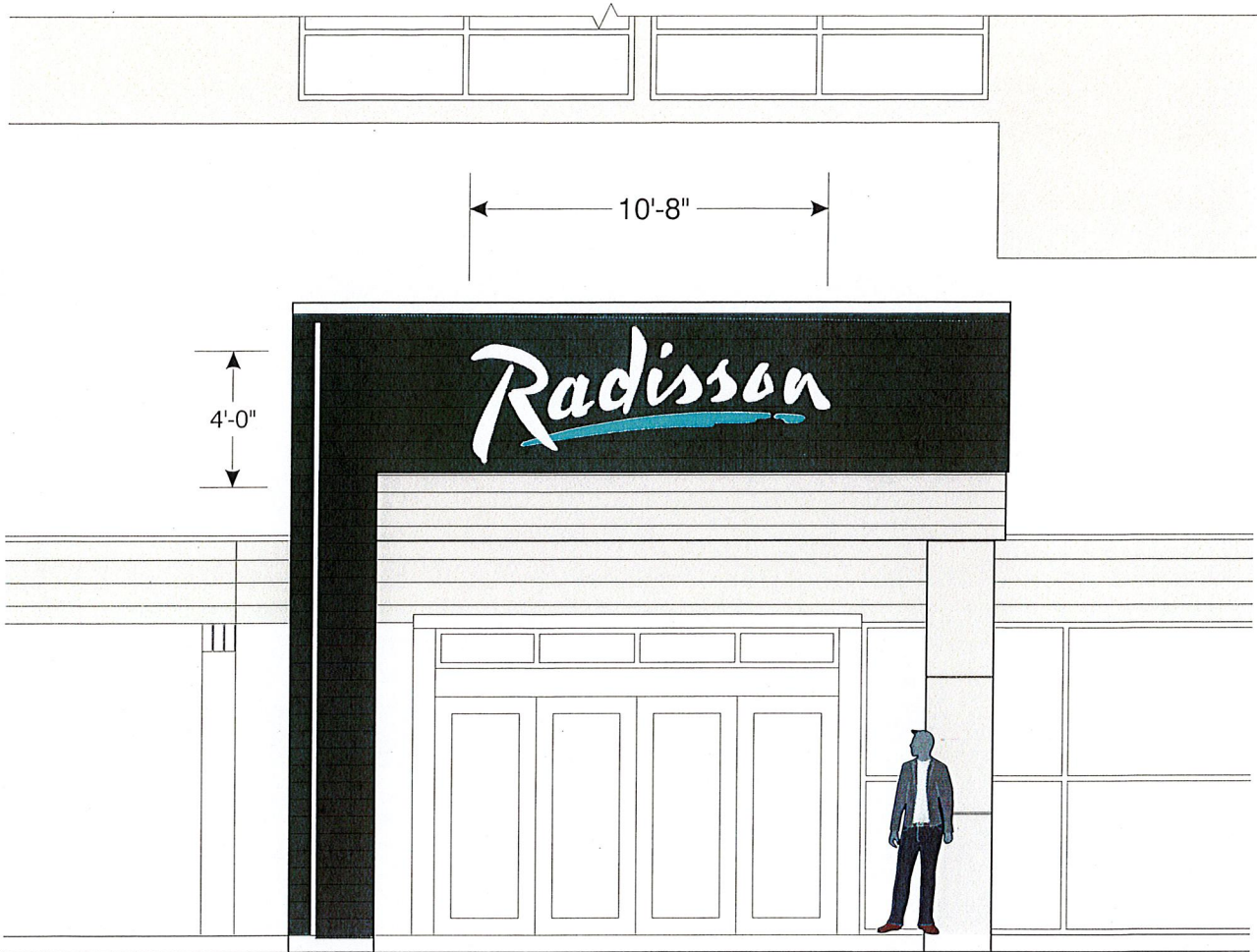


2.1 West Elevation - Main Entry

New Channel Letters on Canopy Fascia

29.41 Sq Ft

30% of Signable Area
(Allowed if Not Considered
a Detached Canopy)



<input type="checkbox"/> White Acrylic	<input checked="" type="checkbox"/> Translucent Custom Blue
Wind Load Withstand up to 75 MPH Winds	Compliance Statement: Internal LEDs Meets City of Madison maximum Guidelines.
illumination Compliance	Construction: Internally Illuminated Channel Letters Translucent Color Film Overlay

Ryan Signs, Inc. 3007 Perry Street • Madison, WI 53713 • Tel (608) 271-7979 • Fax (608) 271-7853		SCALE: 3/16" = 1'-0"	APPROVED:
RADISSON HOTEL - 517 GRAND CANYON DR.		DATE: 12/5/19	Copyright 2019 by Ryan Signs, Inc.
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.		REVISED: 12/13/19	DRAWN BY: KW
client signature		DRAWING NUMBER: 6996	

2.5 West Elevation - Main Entry

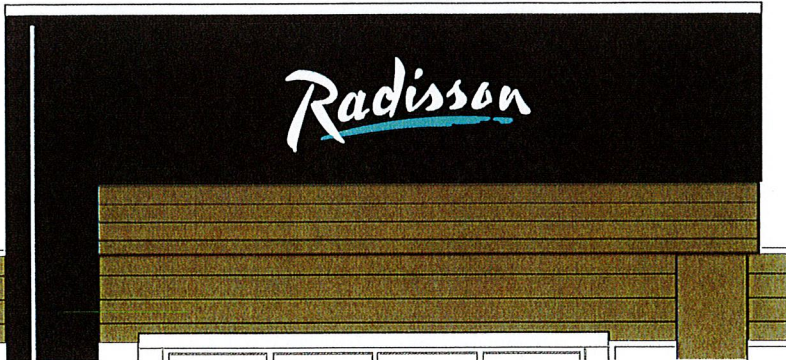
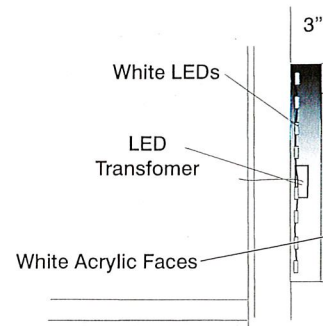
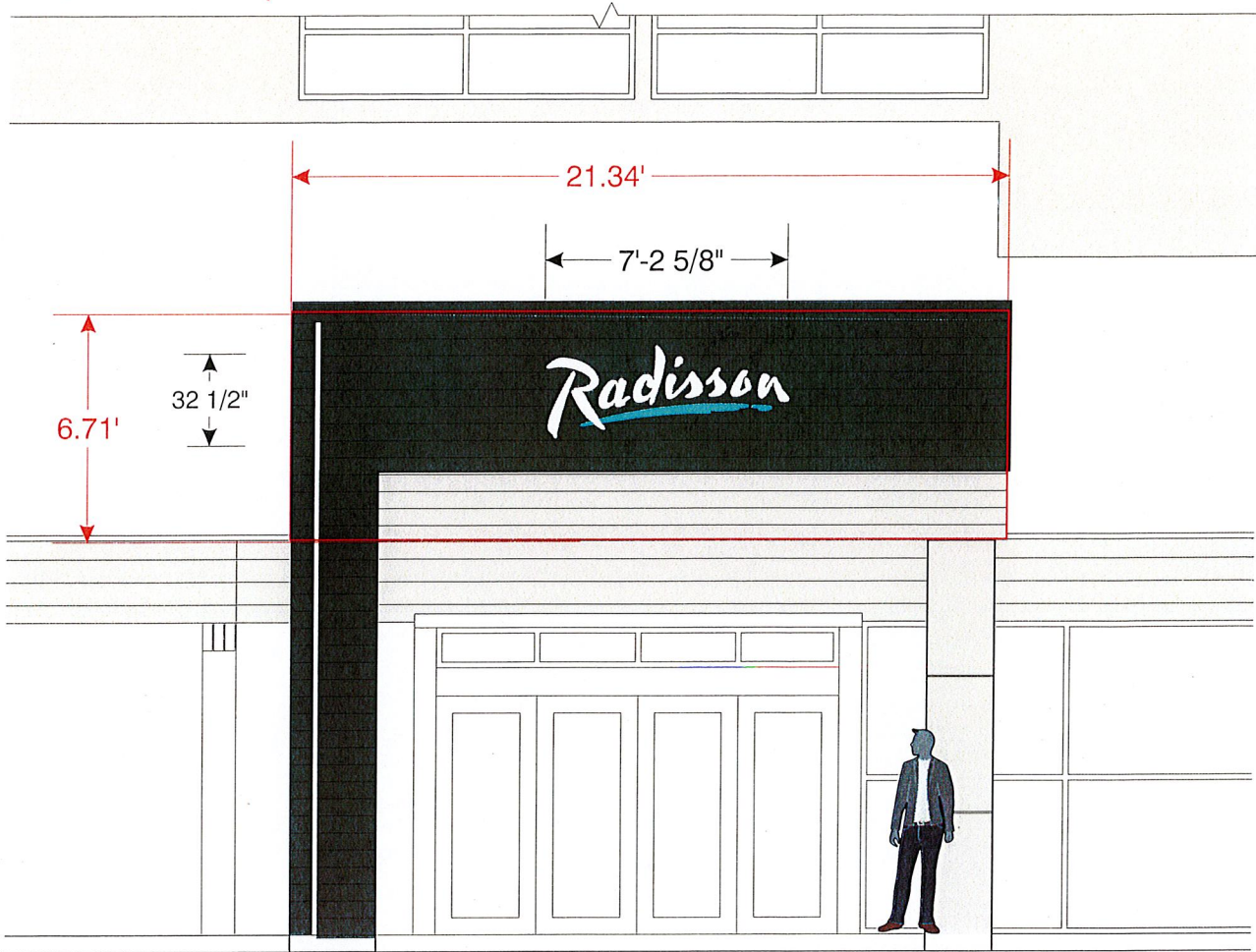
New Channel Letters on Canopy Fascia

14.32 Sq Ft

143.19 Sq Ft Total

14.32 - 10% Sq Ft

10% of Canopy Area
(Allowed on Detached Canopy)



<input type="checkbox"/> White Acrylic	<input checked="" type="checkbox"/> Translucent Custom Blue
Wind Load Withstand up to 75 MPH Winds	Illumination Compliance Statement: Internal LEDs Meets City of Madison maximum Guidelines.
	Construction: Internally Illuminated Channel Letters Translucent Color Film Overlay

Ryan Signs, Inc. 3007 Perry Street • Madison, WI 53713 • Tel (608) 271-7979 • Fax (608) 271-7853		SCALE: 3/16" = 1'-0"	APPROVED:
DATE: 12/5/19		REVISD: 1/6/20	© Copyright 2019 by Ryan Signs, Inc.
RADISSON HOTEL - 517 GRAND CANYON DR.		DRAWN BY: KW	DRAWING NUMBER: 6996
<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			

2.6 West Elevation - Main Entry

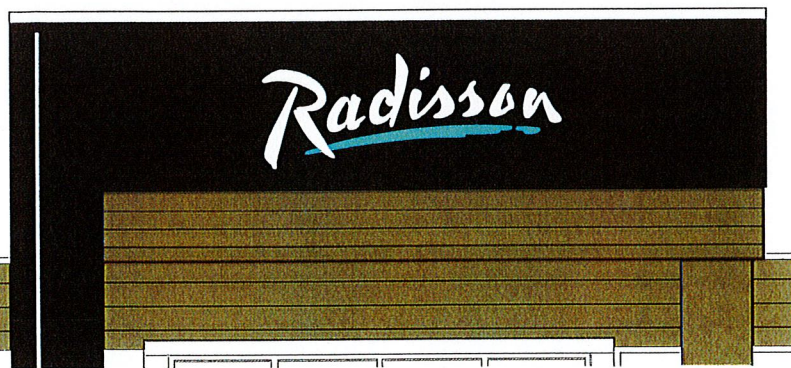
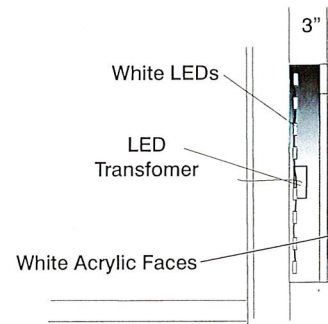
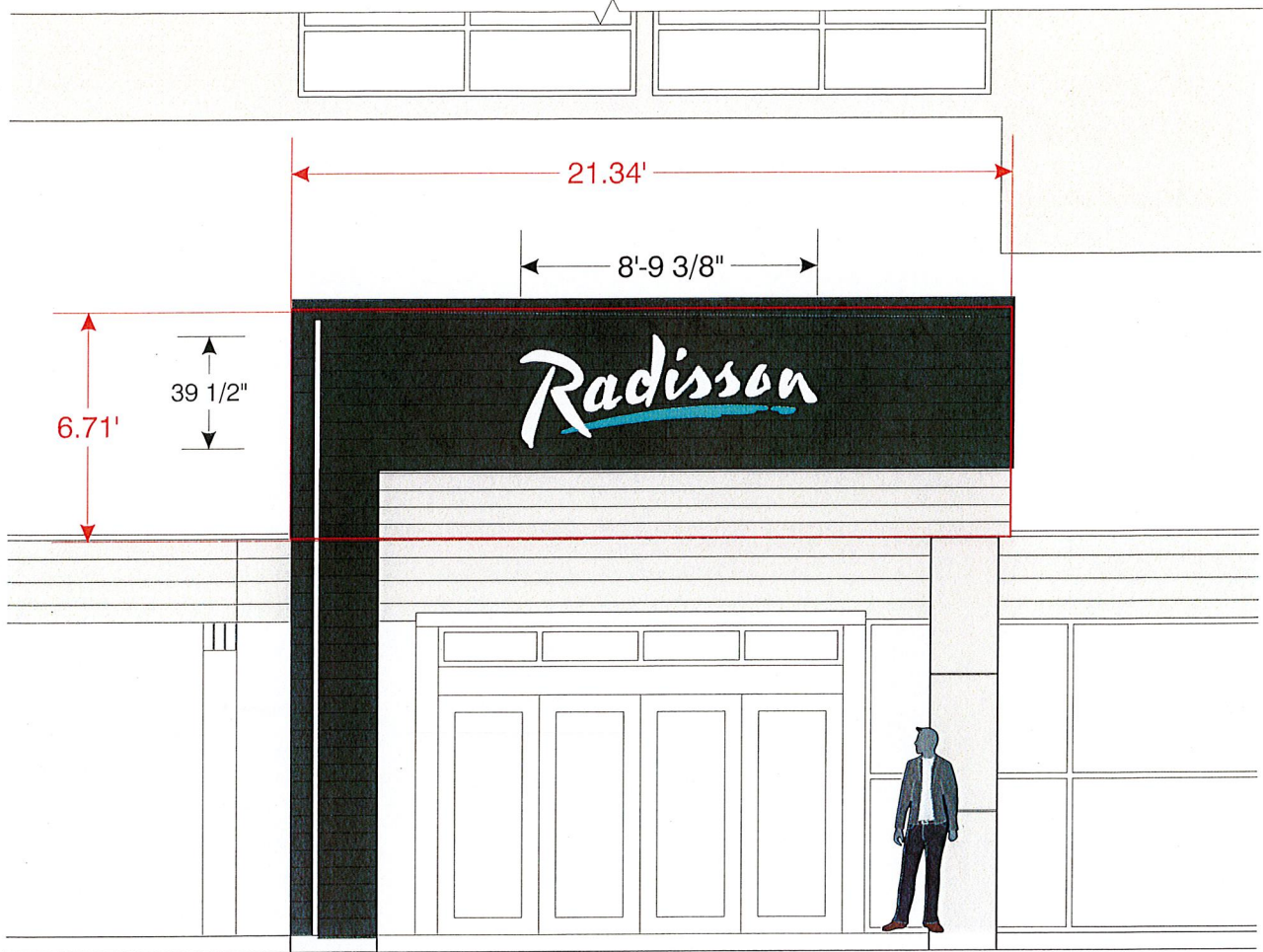
New Channel Letters on Canopy Fascia

21.48 Sq Ft

143.19 Sq Ft Total

14.32 + 7.16 = 21.48 Sq Ft

10% + 50% Variance Request
(On Detached Canopy)
Preferred Design



<input type="checkbox"/> White Acrylic	<input checked="" type="checkbox"/> Translucent Custom Blue
Wind Load Withstand up to 75 MPH Winds	Illumination Compliance Statement: Internal LEDs Meets City of Madison maximum Guidelines.
	Construction: Internally Illuminated Channel Letters Translucent Color Film Overlay

Ryan Signs, Inc. 3007 Perry Street • Madison, WI 53713 • Tel (608) 271-7979 • Fax (608) 271-7853		SCALE: 3/16" = 1'-0"	APPROVED:
RADISSON HOTEL - 517 GRAND CANYON DR.		DATE: 12/5/19	Copyright 2019 by Ryan Signs, Inc.
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 noted to you. This covenant of payment is acknowledged to be compensation for the time, effort and talent devoted to the preparation of the plans.		REVISED: 1/6/20	DRAWN BY: KW
client signature			DRAWING NUMBER: 6996

Ryan Signs, Inc.

January 22, 2020

RADISSON HOTEL
517 GRAND CANYON DRIVE



