

APPLICATION FOR
URBAN DESIGN COMMISSION
REVIEW AND APPROVAL

AGENDA ITEM # _____
Project # _____
Legistar # 02999

DATE SUBMITTED: 6.21.11
UDC MEETING DATE: (7-20-11)
Action Requested
 Informational Presentation
 Initial Approval and/or Recommendation
 Final Approval and/or Recommendation

PLEASE PRINT!

PLEASE PRINT!

PROJECT ADDRESS: 1501 Monroe Street

ALDERMANIC DISTRICT: 13

OWNER/DEVELOPER (Partners and/or Principals) ARCHITECT/DESIGNER/OR AGENT:
SIEGER LLC att Mike Erikson SIEGER ARCHITECTS
615 Oakland Ave 615 Oakland Ave
Madison WI 53711 Madison, WI 53711

CONTACT PERSON: Bob Sieger
Address: same.

Phone: 608 283 6100

Fax: 608 283 6101

E-mail address: siegerarchitects@sboglobal.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 _____

*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.

July 5, 2011

City of Madison
Mr. Al Martin
Secretary to the City of Madison Urban Design Commission

Re: Comprehensive Sign Design Review HotelRED at Regent and Monroe
Letter of Intent and Details on each Sign Requested

Members of the Urban Design Commission:

Please find attached a submittal for your review and approval of a Comprehensive Design Review for the exterior signage package for the new Boutique Hotel at 1501 Monroe Street.

This submittal comes to you basically because the strict interpretation of the definition of a “building projection sign” refers to a sign projecting from a building “wall”. The Zoning staff questioned where our placement of the sign on the building façade was part of the building “wall”. All other code requirements of this projecting sign comply with the code. All other building signage SD1 thru SD4 are in compliance with code.

Background:

This property has an existing C2, C3 zoning with a New Hotel built completely within the code requirements of the existing zoning. This zoning has been in effect since the 1940’s. This Hotel has no current signage.

Existing Conditions:

1. The property legal description is “All of lots one (1), two (2), and three (3) and part of lot four(4), Block1, Oakland Heights, Located in the Northwest Quarter (NW1/4) of the Southeast Quarter (SE 1/4) of section 22, Town7 North, Range9 East, City of Madison, Dane County, Wisconsin. This Property is approved by City Council for a new single lot plat but it has not yet received a new Certified Survey Map Number.
2. The New Hotel is near complete and has designed and installed the electrical wiring in the concrete structure for a projecting sign (SG 5) we had believed to be conforming to the definition of projecting signs and code requirements set forth in section 31.09 page 31 “Projecting Signs”. As mentioned in para 2 above the location of the sign relating to a wall or façade is in the “grey” area of the code and thus requires UDC review. All other design aspects of this sign comply with this code section.

**Application for Comprehensive Design Review- Signs requested for 1501 Monroe Street
(please refer to the attached sign drawings pages SD1 – SD5)**

SG1. The Handicap Parking Signs

1. These signs are in accordance to State and City Code Chapter 28 Section 28.11(3)(m) page 128. State Code per ANCI A117.1
2. These signs are Standard DOT Face on custom metal poles and base painted black.
3. No code variance is required

SD2. Parking Directional Sign

1. This sign is in compliance with Section 31.03 (2) /31.15(3) page 31-6 and 43
2. The directional signs at the alley are signs required by former Alder person Kerr as part to the project approval.
3. Each sign maximum face size is 3sf.per code and 10' height maximum. We are proposing 3 sign faces per sheet SG-2 of 3 sq ft mounted at 5' high.
4. These signs are black lettering on brushed aluminum face panels with black metal poles.
5. No code variance is required.

SD3. Wall Sign:

1. This sign is in compliance with Section 31.07 page 26.
2. The sign by code may be 40% of allowable area. Allowable area equals 64 sq ft. At 40% of that, a sign of **25.6** sq ft is permitted. This sign as proposed is only **9** sq ft.
3. The sign is a brushed aluminum face with Black and Red lettering designed to the logo of the project.
4. This wall sign is facing North travelers on Monroe Street. This sign is mounted 7' high on a brick wall within the property line of the building.
5. No code variance is required.

SD4. Ground Sign:

1. This sign is in compliance with Section 31.08 page 29.
2. Based on 4 lanes of traffic at 25 mph per table 31.08 C2/3 zoning, **40**sq ft is permitted at a maximum of 16' off ground level. The sign proposal is **16**sq ft and 3' off the ground.
3. The sign is internal lit with red and white led lights. It is a brushed aluminum face with Black and Red lettering designed to the logo of the project mounted to a built in concrete planter at the plaza at Monroe Street.
4. This Main Build Sign is located at the corner of Monroe and Regent, visible to East travelers on Regent Street and South travelers on Monroe.
5. No code variance is required.

SD5. Projecting Sign:

1. This sign is limited by the code requirements of 31.09 page 31

2. Based on 4 lanes of traffic at 25 mph per table 31.08 C2/3 zoning, **32**sq ft is permitted with no height maximum but a minimum of height of 14' off the ground. The proposed sign is only **16** sqft. , is mounted 36' high and complies with the 24" project limit as required by code 31.09 (1)a
3. Section 31.09(1)b Location: “ Occupants may display a total of one (1) projecting sign on a façade facing a street or on corner of a building...” This sign is located on the façade of this building and on the corner of the building. We believe this sign meets the intent of the code.
4. This sign is internal lit with red and white led lights. It is a brushed aluminum face with Black and Red lettering designed to the logo of the project mounted to a concrete column which is part of the East and North wall of the building construction at Regent Street
5. This sign is needed for building recognition as one approaches the building coming West on Regent Street.
6. The “rear” side of the projection sign SD5 is a “Building Entrance Identification Sign” facing West and North Travelers intending to the direct travelers to the east entry of the building. This sign complies with Section 31.15(3) page 42 requiring a size maximum of **12**sqft having not max or min to mounting height or location. The proposed size for this sign is **9.4** sq ft., thus complying with code.
 - a. Based on section 31.02(2) directional signs are customarily on large buildings.
 - b. Large buildings per section 31.03(2) are considered if building is 5 stories in height or 125' in length. The North building constructed wall is 128' long. The number of floor levels at the position of the sign is Five(5). We believe this sign meets the intent of the code.
 - c. This sign is non-illuminated, brushed aluminum face with white lettering on a black background.

Temporary Banners

1. Located in the Code under Business Openings Signs Page 23 sec.31.065
2. These signs will be as needed with Building owner approval.
3. These signs shall be in strict compliance with code

Window Signs

4. Located in the Code under Window Signs Page 29 sec. 31.11
5. These signs will be as needed with Building owner approval.
6. These signs shall be in strict compliance with code

It is my professional opinion as building architect that this sign package is of high quality design and materials and is consistent with the design and colors of the building design.

Thank you for your consideration of this request. We look forward to presenting this material at the UDC meeting in July.

SiegerArcitects Bob Sieger Project Architect
815 Oakland Ave
Madison, WI 53711
Phone: 608.283.6100 - 347.5773 cell

Fax: 608.283.6101

e-mail: siegerarchitects@sbcglobal.net

PROJECT INFORMATION

DESCRIPTION: Four Story Boutique Hotel
Demolition of Existing 2 Story Building

SITE AREA: 19,515 Sq. Ft. (.45 Acres)

ZONING: C-2 C-3 - Hotel is Permitted Use

BUILDING FOOTPRINT: 8,629 Sq. Ft.

BUILDING AREA: 1st Floor = 8,629 Sq. Ft. (Monroe Str. Level)
2nd Floor = 9,751 Sq. Ft.
3rd Floor = 9,435 Sq. Ft.
4th Floor = 9,283 Sq. Ft.
Support Floors
Alley Level = 1397 Sq. Ft.
Sub Alley Level = 1362 Sq. Ft.
Total = 39,857 Sq. Ft.

OCCUPANCY CLASSIFICATION: Residential (R1) - Hotel

CLASS OF CONSTRUCTION: Type 1B , unprotected

BUILDING HEIGHT: Approx. 46'-6" From Monroe Street to Roof

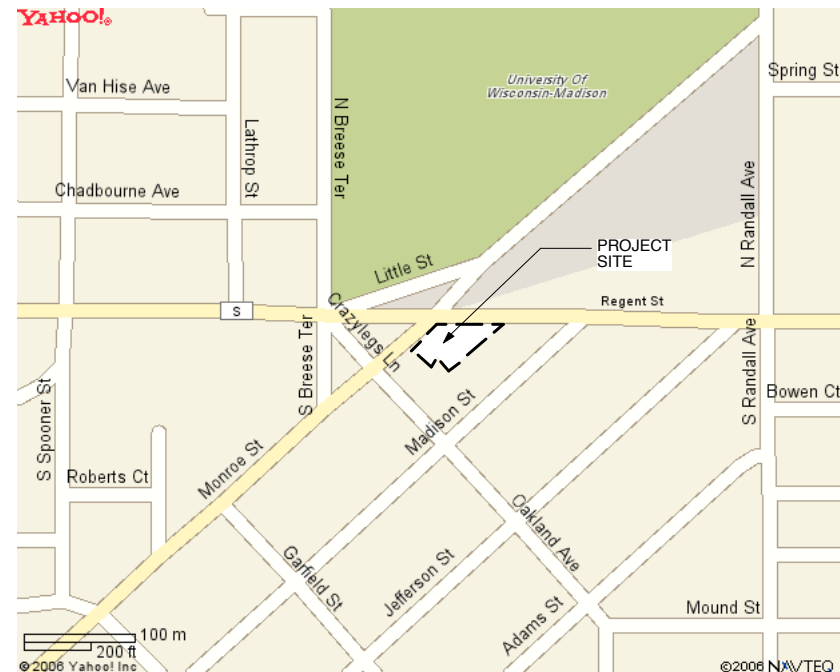
FIRE PROTECTION: Building Shall Have Smoke Detectors and Fire Alarms
Per Governing Code. Life Safety Per 2006 NFPA 101
Life Safety Code. Sprinklers per NFPA 13R

PARKING INFORMATION

TOTAL PARKING SPACES: 51 SPACES (3 HC)

PARKING SPACES REQUIRED: 1 SPACE PER Guest Room = 48

TOTAL PARKING REQUIRED: 48 SPACES (existing C-2/3 Zoning Code)



HotelRED

1501 MONROE ST. MADISON, WI 53711

OWNER

SIEGER LLC
1501 MONROE ST.
MADISON, WI 53711
PHONE: 608.283.6100
FAX: 608.283.6101

ARCHITECT

SIEGER ARCHITECTS
1501 MONROE ST.
MADISON, WI 53711
PHONE: 608.283.6100
FAX: 608.283.6101
siegerarchitects@sbcglobal.net
ATTN: ROBERT SIEGER

STRUCTURAL ENGINEER

ARNOLD AND O'SHERIDAN INC
MADISON, WI
PHONE: 608.821.8500
www.arnoldandosheridan.com
ATTN: ROBERT COREY

CIVIL ENGINEER

PROFESSIONAL ENGINEERING
818 N MEADOWBROOK LN
WAUNAKEE, WI 53597
PHONE: 608.849.9378
FAX: 608.237.2129
ATTN: ROXANNE JOHNSON

PLUMBING ENGINEER

HK ENGINEERS
6210 PUTNAM RD.
MADISON, WI 53711
PHONE: 608.271.3770
ATTN: GREG KLEIMAN

MECHANICAL ENGINEER

BRUCE GRIFFIN P.E.
PHONE: 608.221.3301 EXT. 450

UDC SIGNAGE

DATE 6.28.11

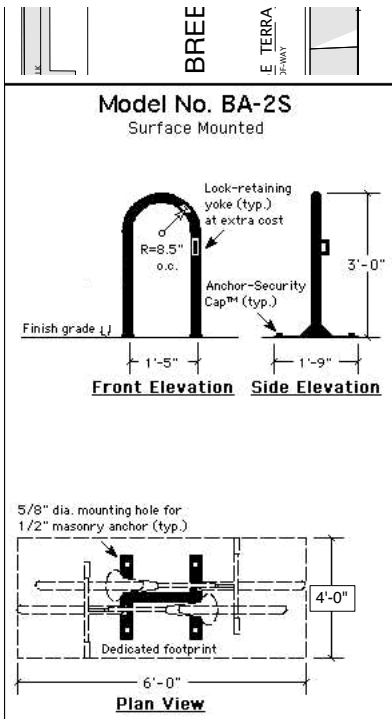
SHEET INDEX

SITE

C1.0 Proposed Sign Plan
C1.1 Proposed Site Plan-Landscape
C1.4 Site Aerial Photo

SIGNAGE

S6-1 HANDICAP PARKING Alley Level
S6-2 DIRECTIONAL SIGN Alley Level
S6-3 WALL SIGN Monroe Street
S6-4 BUILDING SIGN Monroe/Regent Street
S6-5 PROJECTION SIGN Regent Street



BIKE RACK DETAIL
SEE ALLEY PLAN (SHT. A1.0) FOR LOCATION

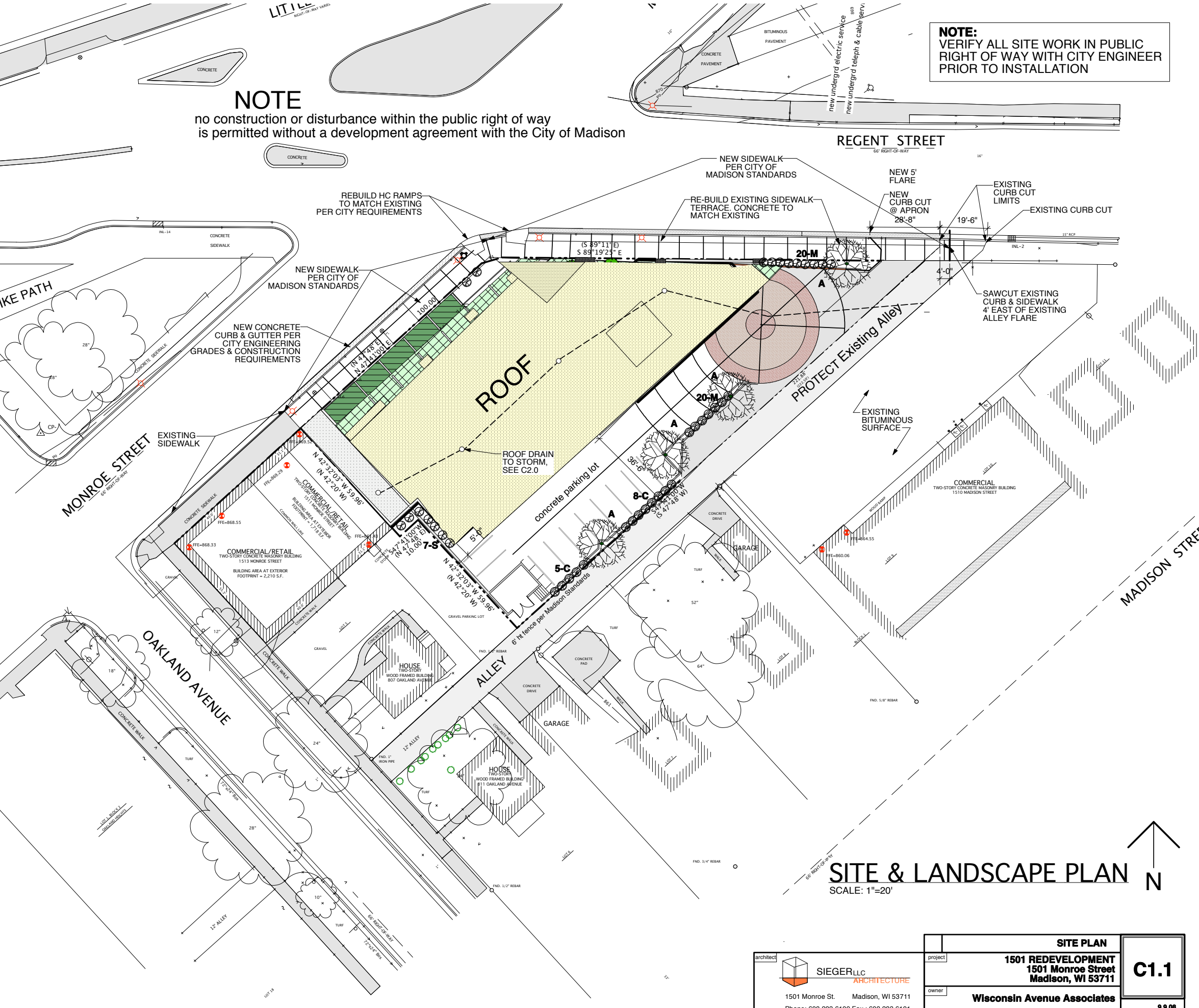
NOTE:
VERIFY ALL SITE WORK IN PUBLIC RIGHT OF WAY WITH CITY ENGINEER PRIOR TO INSTALLATION

NOTE
no construction or disturbance within the public right of way is permitted without a development agreement with the City of Madison

PLANT SCHEDULE

MK	COMMON NAME	BOTANICAL	SIZE
A	Red Maple	Acer Rubrum	1 1/2" B&B
B	Common Hornbeam	Carpinus Betulus	1 1/2" B&B
C	Pyramidal Arborvitae	Thuja occidentalis Fatigata	4' HT.
D			
E			
F			
G			
H			
I			
J			
K	Goldfinger	Potentilla fruticosa 'Goldfinger'	18" pot
L	Wine and Roses	Weigela florida	1 gal.
N	Hedge Cotoneaster	Cotoneaster lucidus	36" pot
O			
P			
S	Boston Ivy	Parthenocissus Tricuspidate	1 gal.

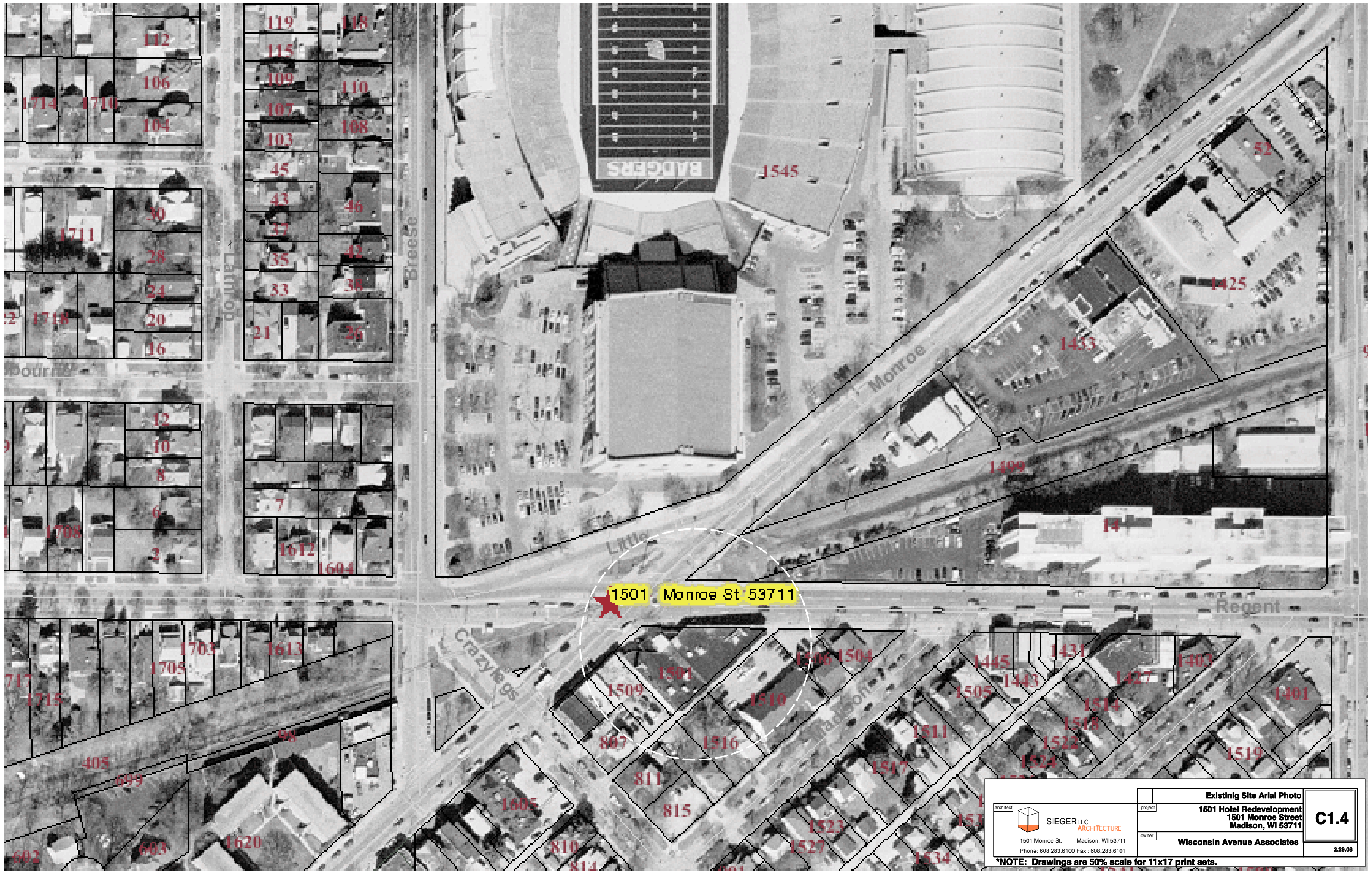
- GENERAL NOTES**
- Mulch beds shall be washed stone mulch, 3" deep, 30' wide, or approved equal.
 - Mulch area shall be underlain with Landscape Fabric equal to DeWitt Pro 5"; 28 mil. with edges to overlap 6" and 1 inch minimum on edging foundation of building. Provide at mulch bed areas black plastic edging.
 - Landscape Contractor shall space shrubs for growth in three years as appropriate.
 - Verify planter sizes at site with General Contractor.
 - Substitutions shall be verified with Architect and Owner for availability.
 - Verify removal of all existing trees with Owner/Architect prior to work.
 - Where quantities of one plant variety are called for, space plants equally within the area shown. The quantity number shown shall be supplied.
 - Single trees to be mulched with shredded bark 2" deep. Deciduous trees to have mulch circles 3' diameters. Evergreen trees to have mulch circles 1' beyond drip line.
 - Provide sod in area between building, parking, and sidewalks as shown on the plan. Provide seeded grass in all disturb areas around building and parking.
 - Any trees transplanted from other locations to be used as a buffer that don't survive shall be replaced with additional trees.




SITE & LANDSCAPE PLAN
SCALE: 1"=20'

 1501 Monroe St. Madison, WI 53711 Phone: 608.283.6100 Fax: 608.283.6101	SITE PLAN 1501 REDEVELOPMENT 1501 Monroe Street Madison, WI 53711	C1.1 9.9.08
	owner Wisconsin Avenue Associates	

*NOTE: Drawings are 50% scale for 11x17 print sets.



1501 Monroe St 53711

 <p>SIEGER LLC ARCHITECTURE</p> <p>1501 Monroe St. Madison, WI 53711 Phone: 608.283.6100 Fax: 608.283.6101</p>	<p>Existing Site Aerial Photo</p>	<p>C1.4</p> <p>2.29.08</p>
	<p>1501 Hotel Redevelopment 1501 Monroe Street Madison, WI 53711</p>	
	<p>owner Wisconsin Avenue Associates</p>	

***NOTE: Drawings are 50% scale for 11x17 print sets.**



Day View (NTS)
Approx. Size & Location



Night View (NTS)
Approx. Size & Location



Sign A

Side View

New S/F Illuminated Cabinet Qty: 1

Face: Brushed Aluminum Finish - Horizontal Grain
 Logo Copy: Push-Thru; 1" Acrylic; Opaque Vinyl on Faces V-2 & V-3
 White LEDs "H & Hotel" & Red LED's "R & RED"
 Non-Lit Address Copy: Black Vinyl
 Installed Directly to top of retaining/planting wall

V-2 PMS 199 Red (Opaque)
 V-3 Black

JONES SIGN
 1711 Scheuring Road De Pere, WI 54115
 Tel: 920-983-6700 Fax: 920-983-9145
 www.jonessign.com



PROJECT

HR
 HotelRED
 1501 Monroe Street
 Madison, WI

CUSTOMER APPROVAL

Authorized Signature

X _____

Date: ____/____/____

REVISIONS

- 1 sk 5.19.11 layout/specs
- 2 _____
- 3 _____
- 4 _____
- 5 _____
- 6 _____
- 7 _____

REPRESENTATIVE

Scott Bertrand

DRAWN BY

Sarah Koepsel

DATE

05.09.11

SCALE

3/4" = 1'-0"

SHEET

01

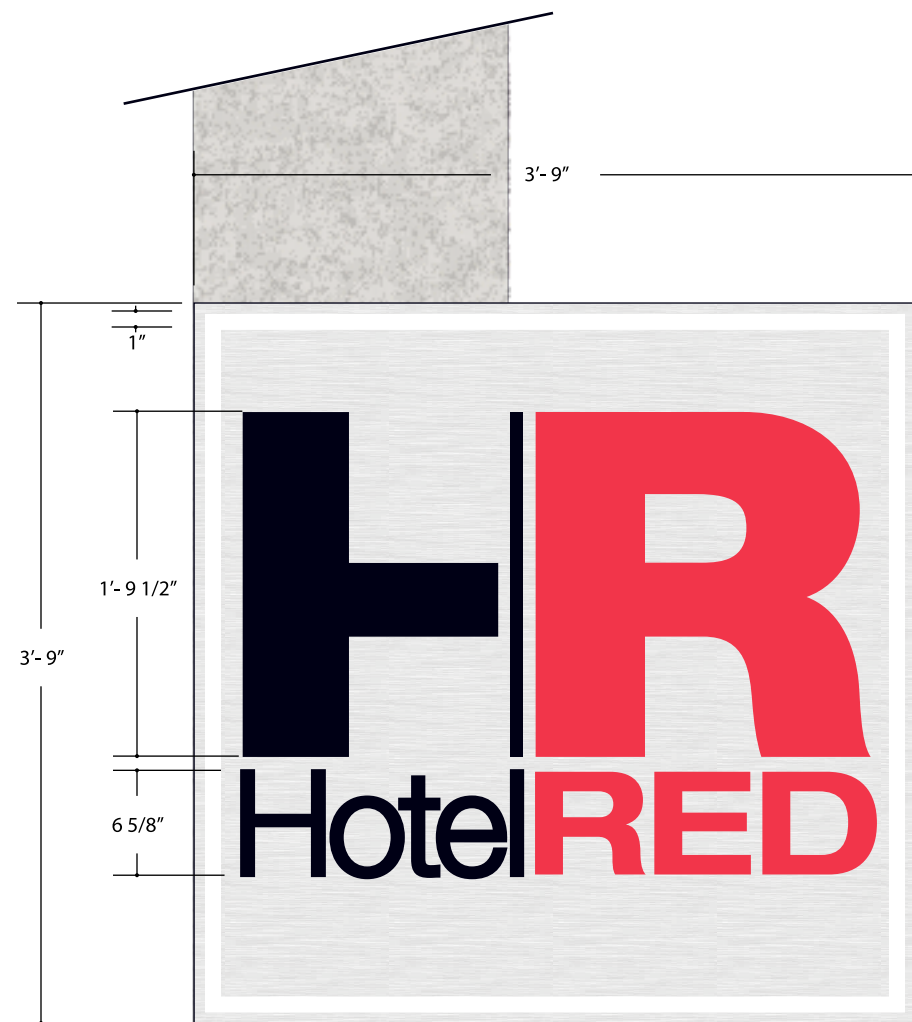
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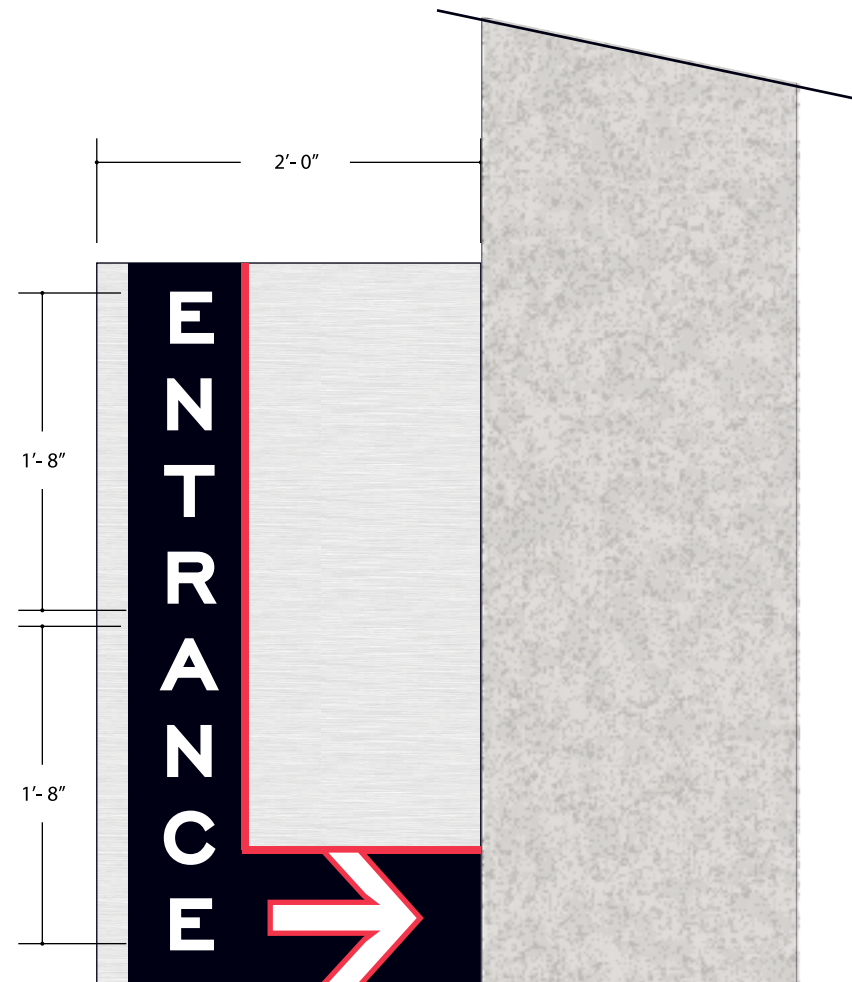
REVIEWED
 By RErickson at 12:12 pm, Jun 09, 2011

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Side A



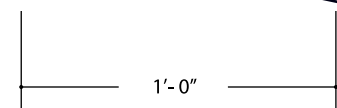
Side B

Existing Cement Column

Sign B



Day View (Approx size & location)
NTS



Example of Night view
(Side A) NTS



New D/F Illuminated Cabinet Qty: 1

Side A: White Lexan Face (Opaque Bkgd) w/Translucent Graphics 1st surface; **V-2, V-3 & V-4** Leave White Lexan border around letters, Logo and 1" Border for night visibility

Side B: Non-Illuminated; Vinyl Graphics 1st Surface; **V-1, V-2, & V-3**

Silver Jewelite Trimcap

Sign Mounted to Existing Column; Sign off-set

- V-1** White Vinyl (Side B))
- V-2** PMS 199 Red Translucent vinyl
- V-3** Black
- V-4** Opaque Satin Aluminum Vinyl 7725--120

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1711 Scheuring Road De Pere, WI 54115
Tel: 920-983-6700 Fax: 920-983-9145
www.jonessign.com



PROJECT



1501 Monroe Street
Madison, WI

CUSTOMER APPROVAL

Authorized Signature

X _____

Date: ___/___/___

REVISIONS

1 sk 5.19.11 layout/specs

2 sk 6.01.11 layout

3 sk 6.09.11 layout/size

4

5

6

7

REPRESENTATIVE

Scott Bertrand

DRAWN BY

Sarah Koepsel

DATE

05.09.11

SCALE

1" = 1'-0"

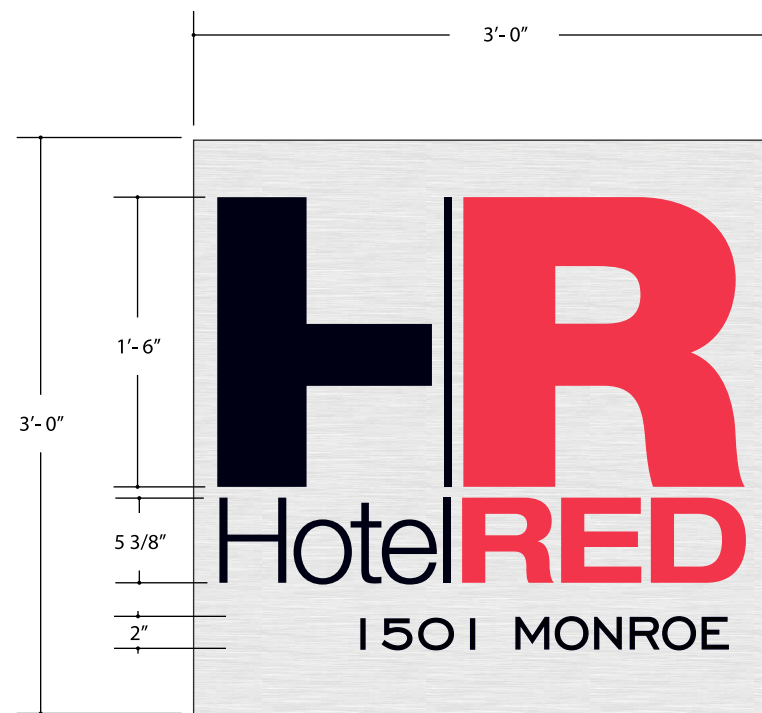
SHEET

02

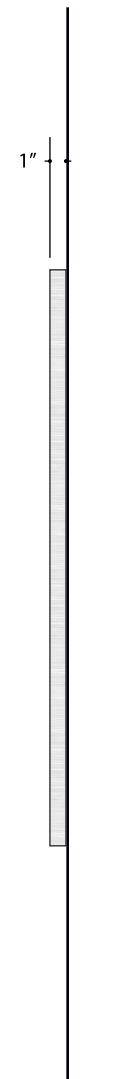
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Sign C



Side View



New S/F Non-Illuminated Pan Sign Qty: 1

Face: Brushed Aluminum Finish - Horizontal Grain
 Opaque Vinyl Graphics 1st Surface; **V-2 & V-3**
 .080 Aluminum
 Stud Mount to Brick

V-2 PMS 199 Red (Opaque)
 V-3 Black

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PROJECT



1501 Monroe Street
 Madison, WI

CUSTOMER APPROVAL

Authorized Signature

X _____

Date: ____/____/____

REVISIONS

- 1 sk 5.19.11 layout/specs
- 2 _____
- 3 _____
- 4 _____
- 5 _____
- 6 _____
- 7 _____

REPRESENTATIVE

Scott Bertrand

DRAWN BY

Sarah Koepsel

DATE

05.09.11

SCALE

1" = 1'-0"

SHEET

03

DRAWING #

81982_R4

PROJECT



CUSTOMER APPROVAL

Authorized Signature
 X _____
 Date: ___/___/___

REVISIONS

- 1 sk 5.19.11 layout/specs
- 2 sk 5.26.11 face/mounting
- 3 sk 6.08.11 plate/pole size
- 4 sk 6.09.11 plate/pole specs
- 5 _____
- 6 _____
- 7 _____

REPRESENTATIVE

Scott Bertrand

DRAWN BY

Sarah Koepsel

DATE

05.09.11

SCALE

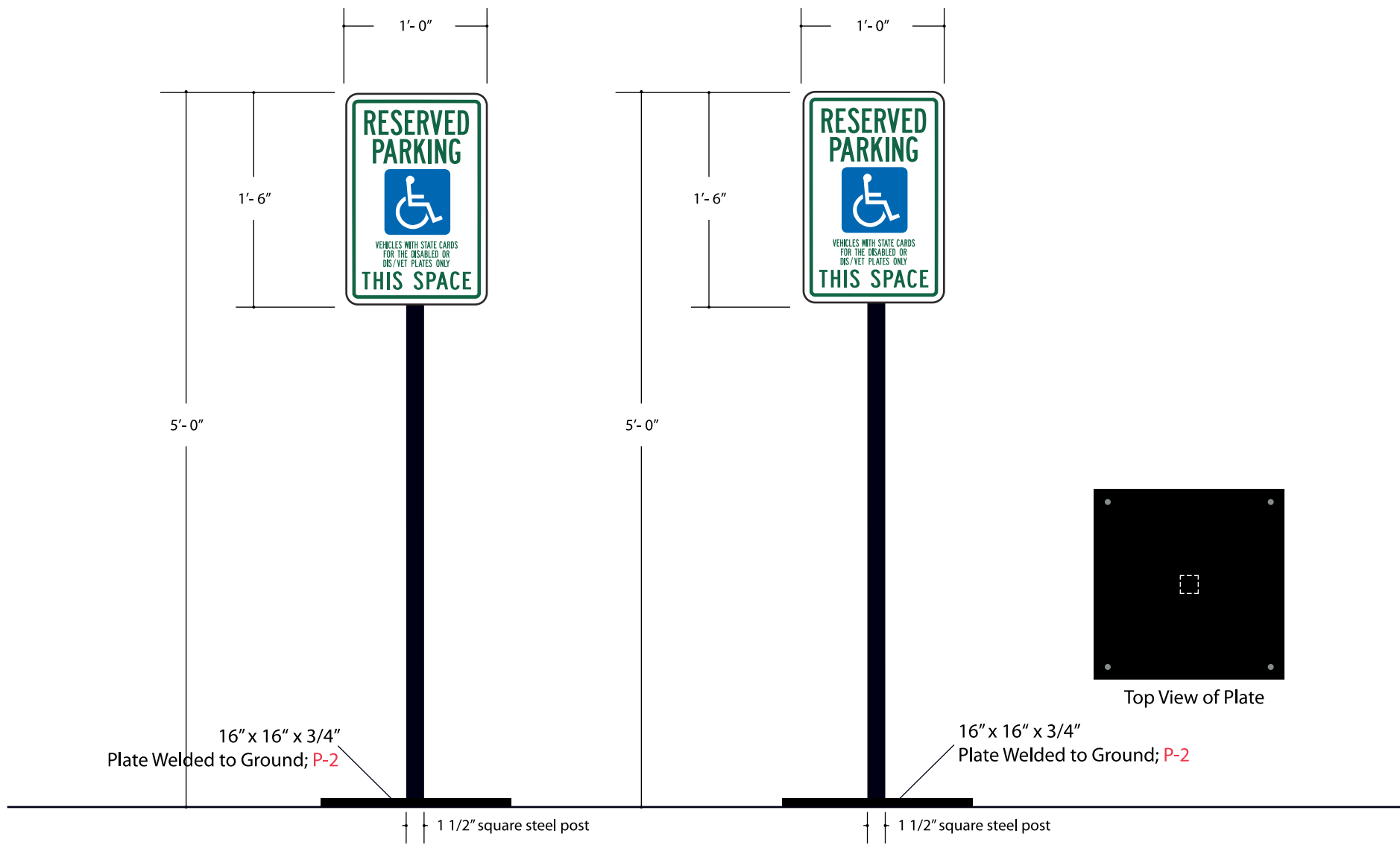
1" = 1'-0"

SHEET

04

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Sign D - S/F (Qty: 1)

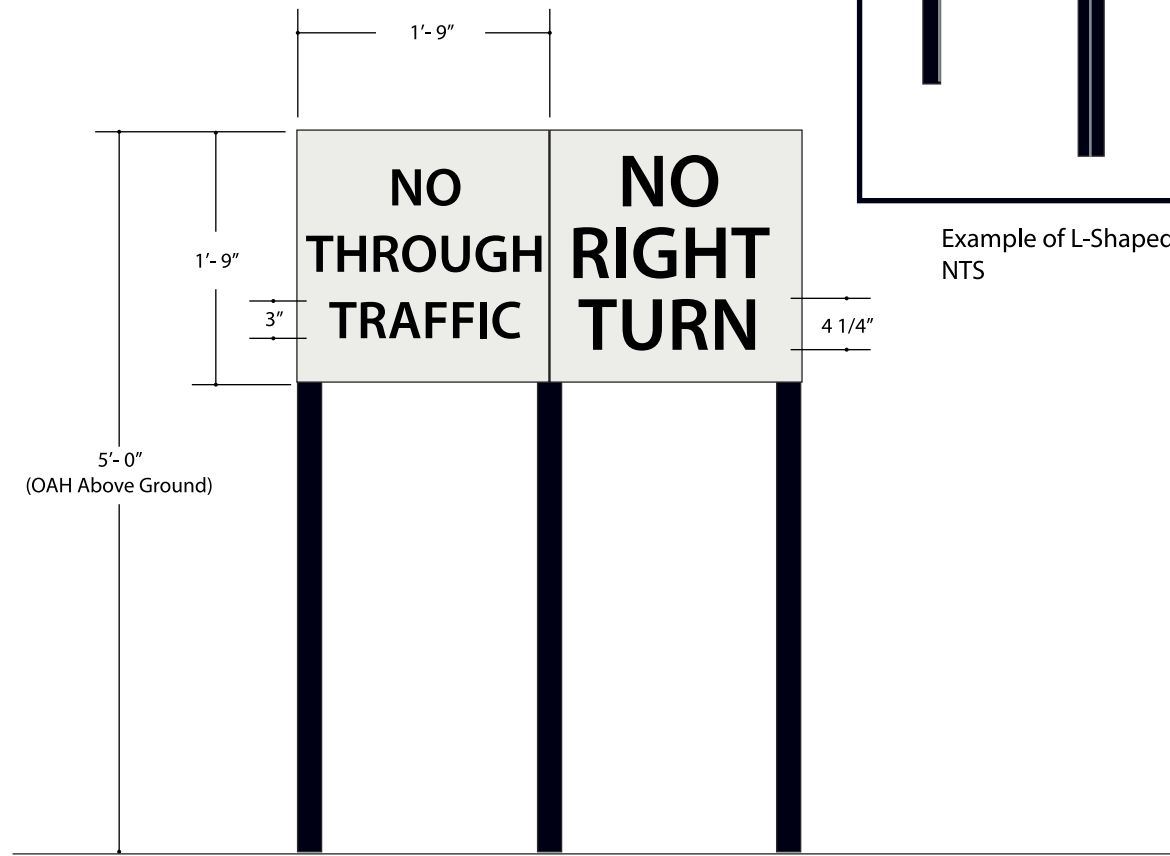
Sign F- D/F (Qty: 1)

New TAPCO Regulatory Signs Qty: 2
Standard TAPCO DOT Face
1 1/2" x 1 1/2" Square Steel Posts; P-2
Plate Welded to Ground; P-2



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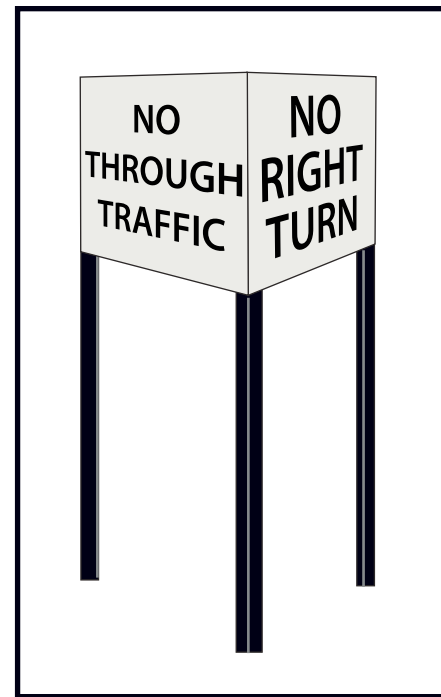


Sign F - L-Shape
Qty: 1

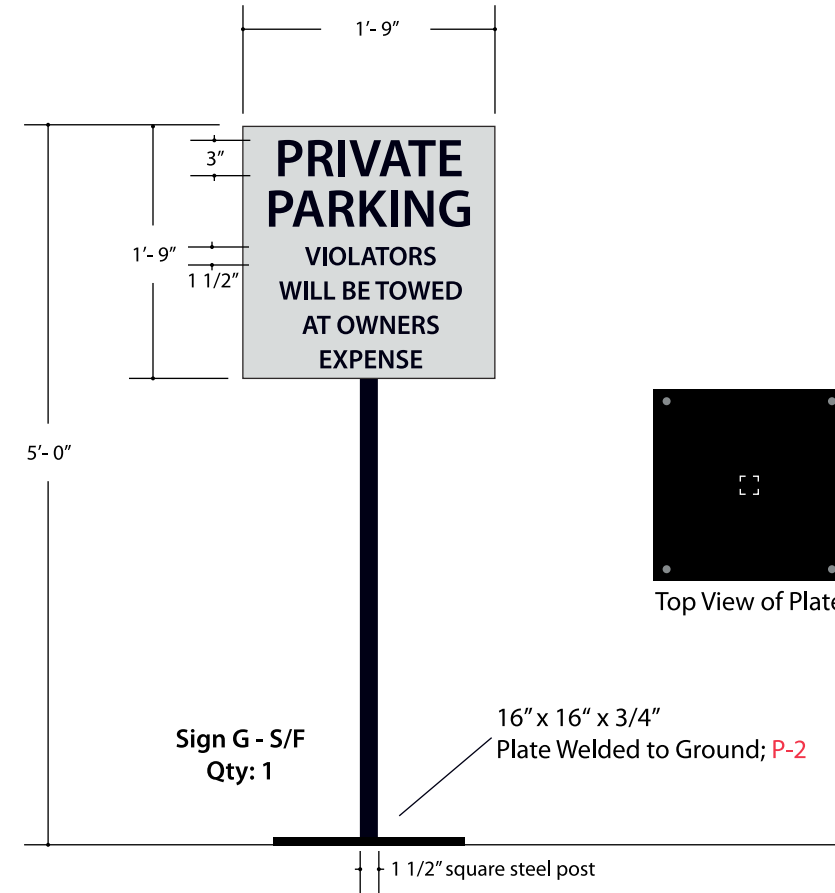
New Portable Regulatory Sign Qty: 1

.080 Aluminum Faces, Paint Aluminum Face & Backside P-1
Copy: V-3
2" x 2" Aluminum Posts; P-2

- P-1 MAP Brushed Aluminum
- P-2 Paint Gloss Black
- V-3 Black



Example of L-Shaped sign
NTS



Sign G - S/F
Qty: 1

New Portable Regulatory Sign Qty: 1

Paint Aluminum Face & Backside; P-1
Copy: V-3
1 1/2" x 1 1/2" Square Steel Post; P-2
Plate Welded to Ground; P-2

- P-1 MAP Brushed Aluminum
- P-2 Paint Gloss Black
- V-3 Black



PROJECT



1501 Monroe Street
Madison, WI

CUSTOMER APPROVAL

Authorized Signature

X _____

Date: ___/___/___

REVISIONS

- 1 sk 5.19.11 layout/specs
- 2 sk 6.09.11 plate/pole specs
- 3 _____
- 4 _____
- 5 _____
- 6 _____
- 7 _____

REPRESENTATIVE

Scott Bertrand

DRAWN BY

Sarah Koepsel

DATE

05.09.11

SCALE

3/4" = 1'-0"

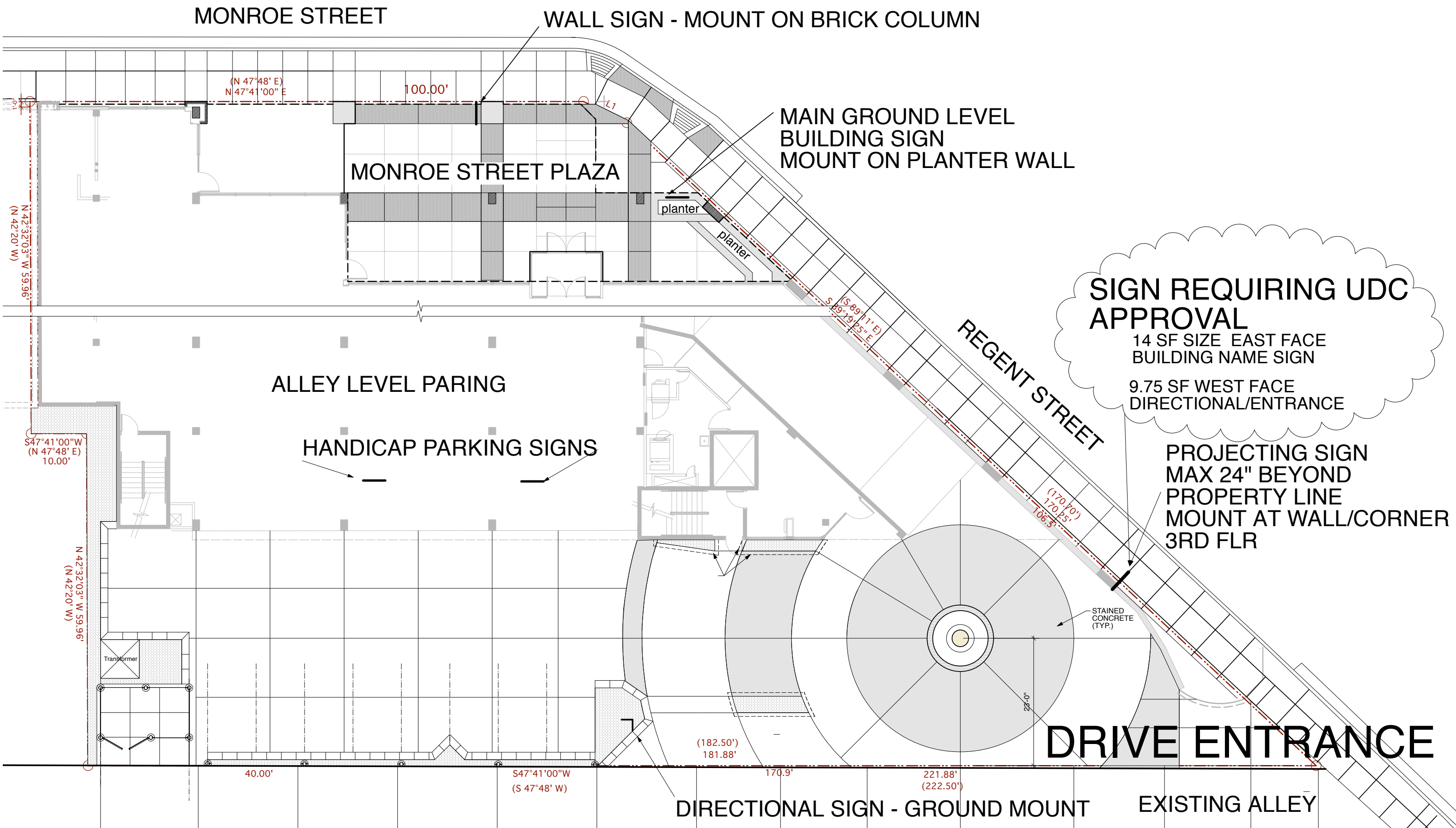
SHEET

05

DRAWING #

81982_R4

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SITE SIGNAGE PLAN
SCALE: 1/8" = 1' - 0"

Revisions	architect	<p>SIEGER LLC ARCHITECTURE</p> <p>1501 Monroe St. Madison, WI 53711 Phone: 608.283.6100 Fax: 608.283.6101</p>	project	<p>HotelRED 1501 Monroe Street Madison, WI 53711</p> <p>SIEGER LLC</p>	<p>C1.0</p> <p>6.28.11</p>
			owner		

*NOTE: Drawings are 50% scale for 11x17 print sets.