

URBAN DESIGN COMMISSION APPLICATION



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 9/26/22 **received**
5:46 p.m.

Registrar # _____

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: 1253 John Q Hammons Dr Madison WI 53717

Title: Comfort Suites

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

UDC meeting date requested November 9, 2022

- 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 Wespro
Street address 1253 John Q Hammons Dr
Telephone 6083702501

Company Comfort Suites
City/State/Zip Madison WI 53717
Email ahaas@wiscohoteles.com

Project contact person Andrew Haas
Street address 1253 John Q Hammons Dr
Telephone 6083702501

Company Comfort Suites
City/State/Zip Madison WI 53717
Email ahaas@wiscohoteles.com

Property owner (if not applicant) _____
Street address _____
Telephone _____

City/State/Zip _____
Email _____

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. 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 Jessica Vaughn on September 21, 2022.
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 Andrew Haas Relationship to property Regional Vice President
 Authorizing signature of property owner  Date 9/22/22

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

Introduction

The City of Madison's Urban Design Commission (UDC) has been created to:

- Encourage and promote high quality in the design of new buildings, developments, remodeling, and additions so as to maintain and improve the established standards of property values within the City.
- Foster civic pride in the beauty and nobler assets of the City, and in all other ways possible assure a functionally efficient and visually attractive City in the future.

Types of Approvals

There are three types of requests considered by the UDC:

- Informational Presentation. Applicants may, at their discretion, request to make an Informational Presentation to the UDC prior to seeking any approvals to obtain early feedback and direction before undertaking detailed design. Applicants should provide details on the context of the site, design concept, site and building plans, and other relevant information to help the UDC understand the proposal and provide feedback. (Does not apply to CDR's or Signage Variance requests)
- Initial Approval. Applicants may, at their discretion, request initial approval of a proposal by presenting preliminary design information. As part of their review, the Commission will provide feedback on the design information that should be addressed at Final Approval stage.
- Final Approval. Applicants may request Final Approval of a proposal by presenting all final project details. Recommendations or concerns expressed by the UDC in the initial approval must be addressed at this time.

Presentations to the Commission

Primarily, the UDC is interested in the appearance and design quality of projects. Emphasis should be given to the site plan, landscape plan, lighting plan, building elevations, exterior building materials, color scheme, and graphics.

When presenting projects to the UDC, applicants must fill out a registration slip provided in the meeting room and present it to the Secretary. Presentations should generally be limited to 5 minutes or as extended by motion by consent of the Commission. The Commission will withhold questions until the end of the presentation.

Applicants are encouraged to consider the use of various graphic presentation material including a locator map, photographs, renderings/model, scale drawings of the proposal in context with adjacent buildings/uses/signs, etc., as may be deemed appropriate to describe the project and its surroundings. Graphics should be mounted on rigid boards so that they may be easily displayed. **Applicants/presenters are responsible for all presentation materials, AV equipment and easels.**

URBAN DESIGN DEVELOPMENT PLANS CHECKLIST

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. Informational Presentation

- Locator Map
- 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)
- Contextual site information, including photographs and layout of adjacent buildings/structures
- Site Plan
- Two-dimensional (2D) images of proposed buildings or structures.

Providing additional information beyond these minimums may generate a greater level of feedback from the Commission.

Requirements for All Plan Sheets

1. Title block
2. Sheet number
3. North arrow
4. Scale, both written and graphic
5. Date
6. Fully dimensioned plans, scaled at 1"= 40' or larger

**** All plans must be legible, including the full-sized landscape and lighting plans (if required)**

2. Initial Approval

- Locator Map
- Letter of Intent (If the project is within a Urban Design District, a summary of how the development proposal addresses the district criteria is required)
- Contextual site information, including photographs and layout of adjacent buildings/structures
- Site Plan showing location of existing and proposed buildings, walks, drives, bike lanes, bike parking, and existing trees over 18" diameter
- Landscape Plan and Plant List (*must be legible*)
- Building Elevations in both black & white and color for all building sides (include material callouts)
- PD text and Letter of Intent (if applicable)

Providing additional information beyond these minimums may generate a greater level of feedback from the Commission.

3. Final Approval

All the requirements of the Initial Approval (see above), **plus**:

- Grading Plan
- Proposed Signage (if applicable)
- Lighting Plan, including fixture cut sheets and photometrics plan (*must be legible*)
- Utility/HVAC equipment location and screening details (with a rooftop plan if roof-mounted)
- PD text and Letter of Intent (if applicable)
- Samples of the exterior building materials (presented at the UDC meeting)

4. Comprehensive Design Review (CDR) and Variance Requests (Signage applications only)

- Locator Map
- Letter of Intent (a summary of how the proposed signage is consistent with the CDR or Signage Variance criteria is required)
- Contextual site information, including photographs of existing signage both on site and within proximity to the project site
- Site Plan showing the location of existing signage and proposed signage, dimensioned signage setbacks, sidewalks, driveways, and right-of-ways
- Proposed signage graphics (fully dimensioned, scaled drawings, including materials and colors, and night view)
- Perspective renderings (emphasis on pedestrian/automobile scale viewsheds)
- Illustration of the proposed signage that meets Ch. 31, MGO compared to what is being requested.
- Graphic of the proposed signage as it relates to what the Ch. 31, MGO would permit



September 26, 2022

City of Madison Planning Division
Madison Municipal Building, Suite 017

This letter of intent is to describes the requested signage exception (signage on a wall that does not face a public street or parking lot) for the Comfort Suites at 1253 John Q Hammons Dr Madison West

The signage is the hotels only visibility for eastbound traffic on HWY 12

There is no visible ground signage for eastbound traffic on HWY 12

Comfort Suites has changed color and logo is the reason for replacing exciting signage

The new signage is smaller than existing signage

We have the approval of adjacent parking lot and business the for new signage

The approval of the exception would allow for the existing sign to be updated and brought into compliance with current code requirements.

If you have any question please give me a call ay 608-370-2501 or email at ahaas@wiscohotels.com

Thank you

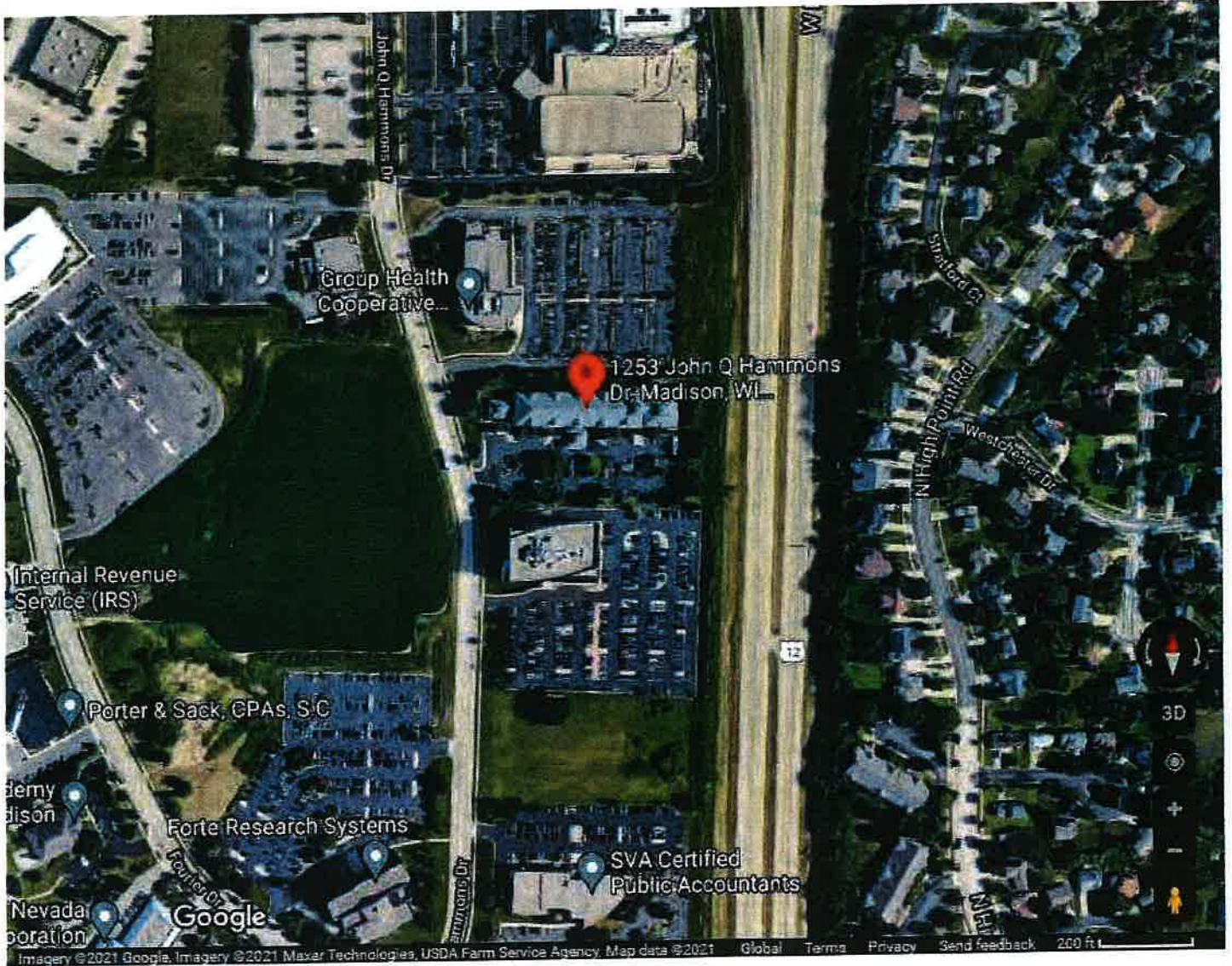
Andrew Haas

Regional Vice President

Comfort Suites

1253 John Q Hammons Dr Madison, WI 53717

LOCATION MAP



PROJECT NUMBER:
P56154 - MADISON, WI - PROGRAM BOOK

DATE: **07/19/21**

SALES REP: **Patrick Setele - 216.503.2568**

PREPARED BY:
HV1/1.11.22 Rev cjc/2.28.22 hv3.7.22hv

PROPERTY BRAND/EXTENSION:
COMFORT SUITES

PROPERTY CODE: **WI045**

On Property Contact
& E-Mail Address:

PROPERTY LOCATION:
**1253 John Q Hammons DR,
Madison, WI 53717**

Judy Prince - 520.257.3116
jprince@choicehotels.com

BlinkSigns

1925 St. Clair Ave NE
Cleveland, OH 44114
(877) 433-4466
(216) 503-2568

SITE PLAN

NEW CONSTRUCTION/EXISTING SIGNAGE



PROPOSED SIGNS:

- ① 24" SET OF CHANNEL LETTERS (STACKED)
- ② 20" SET OF CH. LETTERS (LINEAR STACKED)
- ② 20" SET OF CH. LETTERS (LINEAR STACKED)
- ③ 4'-0" X 8'-0" MONUMENT @7'-7 5/8" OAH

EXISTING SIGNS:

- ① EXISTING 3'-8" CHANNEL LETTERS
- ② EXISTING 3'-5" CHANNEL LETTERS
- ② EXISTING 3'-5" CHANNEL LETTERS
- ③ 3'-0 3/4" HIGH X 8'-1" WIDE SINGLE SIDED MONUMENT SIGN @ 6' OAH



**1253 JOHN Q HAMMONS DR,
MADISON, WI 53717**

PROJECT NUMBER:

P56154 - MADISON, WI - PROGRAM BOOK

DATE: 07/19/21

PREPARED BY:
HV/1.11.22 Rev c/c/2.28.22 hv3.7.22hv

SALES REP: Patrick Setele - 216.503.2568

PROPERTY BRAND/EXTENSION:

COMFORT SUITES

PROPERTY CODE: WI045

**On Property Contact
& E-Mail Address:**

PROPERTY LOCATION:

**1253 John Q Hammons DR,
Madison, WI 53717**

**Judy Prince - 520.257.3116
am.WI045@choic-hotels.com**

BlinkSigns

1925 St. Clair Ave NE
Cleveland, OH 44114
(877) 433-4466
(216) 503-2568



Comfort™

PROJECT NUMBER: P56154 - MADISON, WI - PROGRAM BOOK		PROPERTY BRAND/EXTENSION: COMFORT SUITES	PROPERTY LOCATION: 1253 John Q Hammons DR, Madison, WI 53717
DATE: 07/19/21	PREPARED BY: HV/1.11.22 Rev cjc/2.28.22 hv3.7.22hw	PROPERTY CODE: W1045	BlinkSigns 1925 St. Clair Ave NE Cleveland, OH 44114 (877) 433-4466 (216) 503-2588
SALES REP: Patrick Setele - 216.503.2568		On Property Contact & E-Mail Address: Judy Prince - 520.257.3116 jpm W1045@choic-hotels.com	

SURVEY INFORMATION

Wall Measurements: 19'-0" / Top to canopy 8'-0" H 26'-10" W
 Please measure entire architectural elevation to determine available space for replacement signage)

Letter Height: 3'-5" C H W 10" DEPTH

Elevation(North/South/East/West): North

Building Facia Type: EIFS Wall Color Match SW 6141 Softer Tan

Building provides adequate access behind wall for electrical install? Yes

Mounting Requirements (Wireway, Direct Building Mount, etc.) Direct

Will the building require repairs due to sign removal or new install? Yes



BEFORE PICTURE

PROPOSED SIGNAGE

RECOMMENDATION COMMENTS:

- Descriptive difference between current and proposed signage.
 (Example: Number of signs, location, etc.)

Removal of existing Sign.
 Manufacture and Install 20" Blue Linear Stacked
 Flush Mounted Channel Letters
 A Crane 125' at minimum will be needed for the
 install.

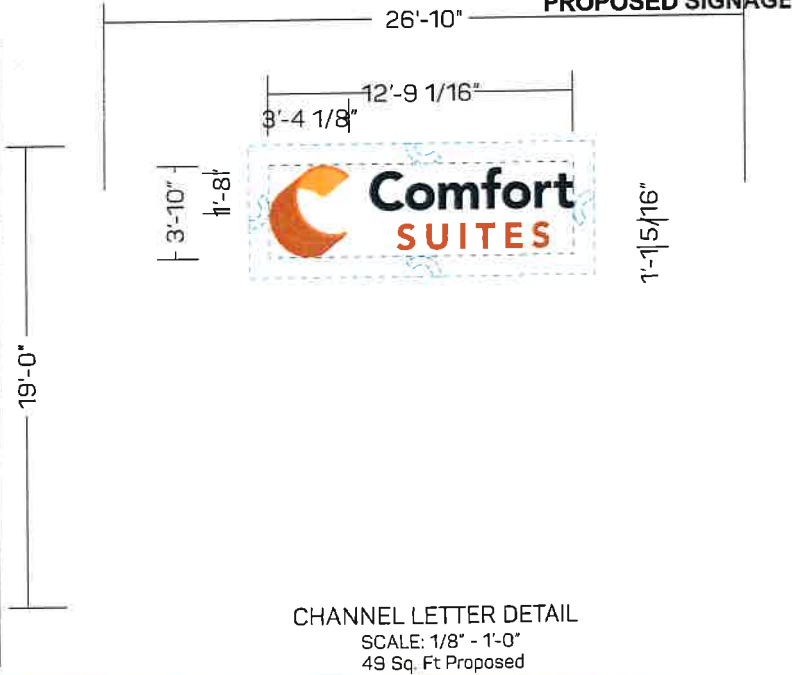
- Why is the proposed signs being added and/or removed.

To Comply with Re-Imaging Program

- Describe why a proposed sign is contrary to brand guidelines.
 (What is the solution & why must it be done?)

- List all CODE RESTRICTIONS.

The maximum net area of all wall, roof and above-roof signs within a single signable area shall be no more than forty percent (40%) of the signable area or two (2) square feet of signage for each lineal foot of building frontage 8' x 26'- 10" = 215 sq. ft. area x 30% = 64.5 sq. ft.



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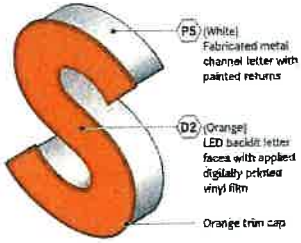
DATE: **07/19/21** PREPARED BY: **HV/1.11.22 Rev cjc/2.28.22 hv3.7.22hv**

PROPERTY CODE: **WI045**

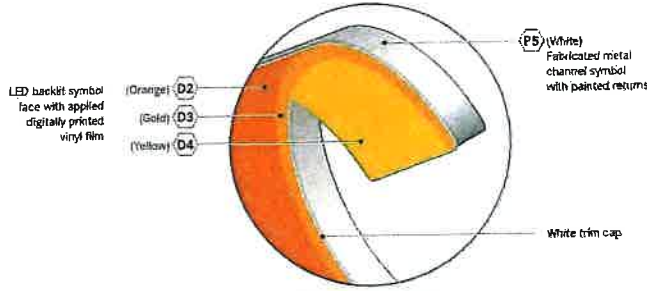
SALES REP: **Patrick Setele - 216.503.2568**

On Property Contact & F-Mail Address: **Judy Prince - 520.257.3116
 am WI045@choicehotels.com**

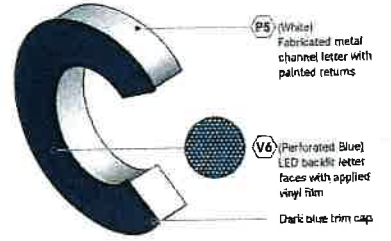




Isometric Channel Letter Detail



Isometric Symbol Detail



Isometric Channel Letter Detail

Linear Stacked Channel Letter Specifications

Logo specifications up to 5'-6"

- 5" deep aluminum channel letter
- .063" aluminum back
- 1" white trim cap
- Exterior finish: pre-finished white
- Interior finish: reflective white
- Flush wall attachment
- 3/16" 2447 white acrylic faces
- 1st surface digitally printed decoration
- GE 7100K white LED illumination

"Comfort" channel letter specifications

- 5" deep aluminum channel letter
- .063" aluminum back
- 1" trim cap to match Pantone® Plus Series 2757 C blue
- Exterior finish: pre-finished white
- Interior finish: reflective white
- Flush wall attachment
- 2447 white acrylic faces
- 3M DN00494 blue dual-color film applied 1st surface
- GE 7100K white LED illumination

"Suites" channel letter specifications

- 5" deep aluminum channel letter
- .063" aluminum back
- 1" trim cap to match Pantone® 3564 C orange
- Exterior finish: pre-finished white
- Interior finish: reflective white
- Flush wall attachment
- 2447 white acrylic faces
- Digitally printed or 3M orange translucent film (to be determined) applied 1st surface
- GE 7100K white LED illumination

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DATE: **07/19/21**

PREPARED BY:
HV/1.11.22 Rev cjc/2.28.22 hv3.7.22hv

PROPERTY CODE: **WI045**

SALES REP: **Patrick Setele - 216.503.2568**

On Property Contact
& E-Mail Address:

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am WI045@choicahotels.com

BlinkSigns

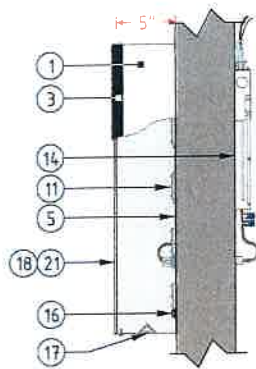
1625 St. Clair Ave NE
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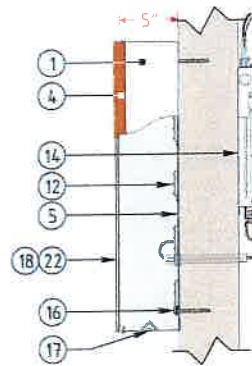
COMS REMOTE LED CHANNEL LETTER SPECIFICATIONS - BLUE OPTION	
NO.	PART/DESCRIPTION
1	.040" X 5" PRE-FINISHED WHITE ALUMINUM RETURNS
3	1" TRIM CAP PAINTED PANTONE® PLUS SERIES 2757 C BLUE, SATIN FINISH
4	1" TRIM CAP PAINTED MATTHEWS MP 878543 ORANGE, SATIN FINISH
5	.063" ALUMINUM BACK
12	GE 7100K WHITE TETRAMAX LED'S AS REQUIRED
14	REMOTE POWER SUPPLIES AS REQUIRED
16	NON-CORROSIVE MOUNTING HARDWARE AS REQUIRED BY SITE CONDITIONS
17	DRAIN HOLES WITH LIGHT BAFFLES AS REQUIRED
18	2447 WHITE ACRYLIC FACE
20	DIGITALLY PRINTED DECORATION (1ST SURFACE)
21	3M DN00494 DUAL-COLOR FILM (1ST SURFACE)
22	3M 3630-3291 ORANGE TRANSLUCENT FILM (1ST SURFACE)

NOTES:

- CHANNEL LETTER INTERIORS TO BE PAINTED REFLECTIVE WHITE
- LOGO'S UP TO 5'-6" TO BE CHANNEL LETTER CONSTRUCTION. LOGO'S 5'-6" AND LARGER MILLIKEN MP5 EXTRUSION CONSTRUCTION.
- CHANNEL LETTER SETS 36" AND SMALLER TO HAVE 1/8" ACRYLIC FACE. CHANNEL LETTERS SETS LARGER THAN 36" TO HAVE 3/16" ACRYLIC FACE.
- ELECTRICAL: (1) 20A/120V CIRCUITS
- U.L. LISTED



REMOTE LED CHANNEL LETTER PROFILE
NOT TO SCALE



REMOTE "SUITES" LED CHANNEL LETTER PROFILE
NOT TO SCALE

1. SIGN SUPPLIER IS RESPONSIBLE FOR ACCEPTABLE PANTONE® COLOR MATCHES FOR LETTER RETURNS AND TRIMCAP. ALL COLOR MATCHES MUST BE APPROVE BY CHOICE HOTELS PRIOR TO SIGN FABRICATION.
2. SIGN MANUFACTURER IS RESPONSIBLE FOR EVEN AND CONSISTENT LIGHTING OF CHANNEL LETTERS WITH NO HOT SPOTS OR SHADOWS.
3. EACH LETTER IS TO CONTAIN A MINIMUM OF ONE (1) WEEP HOLE FOR ADEQUATE WATER DRAINAGE. MORE HOLES MAY BE NEEDED DEPENDING ON THE LETTER. A BAFFLE IS REQUIRED OVER EACH WEEP HOLE TO PREVENT LIGHT LEAKS.
4. CHANNEL LETTERS TO INSTALL FLUSH AGAINST WALL SURFACE. INSTALLER TO PROVIDE ADEQUATE NON-CORROSIVE MOUNTING HARDWARE ACCORDING TO SITE REQUIREMENTS. A MINIMUM OF THREE (3) WALL ANCHORS/THREADED RODS ARE REQUIRED PER LETTER. TOPS OF LETTERS TO RECEIVE A BEAD OF SILICONE ADHESIVE TO REPEL WATER FROM GAINING ACCESS BEHIND CHANNEL LETTERS.
5. LED POWER SUPPLIES ARE TO BE REMOTE MOUNTED. RACEWAYS ARE NOT ALLOWED IN THE COMFORT PROGRAM.
6. LETTER INTERIORS TO BE PAINTED WITH MATTHEWS STAR-BRIGHT WHITE II HIGH-REFLECTIVE PAINT OR APPROVED EQUIVALENT

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BlinkSigns

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(216) 503-2538



GRAPHIC DETAIL
NOT TO SCALE

LINEAR STACKED	GE 7100K AS NOTED	LED COUNT								GE TETRA MAX 7100K					
		LOGO	C	O	M	F	O	R	T	S	U	I	T	E	S
20"	36	MINIMAX	6	5	8	4	5	3	5	4	4	2	3	5	4

LETTER SET SIZE	LOGO	MINIMUM LUMEN OUTPUT													
		C	O	M	F	O	R	T	S	U	I	T	E	S	
20"	2.1	5.3	5.4	5.8	4.9	5.4	5.8	6.7	5.5	4.8	5.1	5.2	6.2	5.5	

COMFORT SUITES LINEAR STACKED CHANNEL LETTER DIMENSIONS						
LETTER "C" HEIGHT	LETTER "S" HEIGHT	LOGO HEIGHT / OVERALL HEIGHT	LOGO LENGTH	OVERALL LENGTH	BOXED SQUARE FOOTAGE	ACTUAL SQUARE FOOTAGE
A	B	C	D	E		
20"	1'-1 5/16"	3'-10"	3'-4 1/8"	12'-9 1/16"	48.86	15.30

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