



URBAN DESIGN COMMISSION APPLICATION CITY OF MADISON

215 Martin Luther King Jr. Blvd; Room LL-100
PO Box 2985; 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>OCTOBER 29 2014</u>	<input type="checkbox"/> Informational Presentation
UDC Meeting Date: <u>NOVEMBER 5, 2014</u>	<input type="checkbox"/> Initial Approval
Combined Schedule Plan Commission Date (if applicable): _____	<input checked="" type="checkbox"/> Final Approval

1. Project Address: 1 W. DAYTON ST.
 Project Title (if any): THE MADISON CONCOURSE 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:

AMENDMENT

- 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: STEVE ZANONI Company: THE MADISON CONCOURSE HOTEL
 Street Address: 1 W. DAYTON ST. City/State: MADISON, WI Zip: 53703
 Telephone: () 257-6000 Fax: () _____ Email: _____

Project Contact Person: MARY BETH GROWNEY SELENE Company: RYAN SIGNS, INC.
 Street Address: 3007 PERRY ST. City/State: MADISON, WI Zip: 53713
 Telephone: () 271-7979 Fax: () 271-7853 Email: mbgrowney@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 _____ on _____.

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 GROWNEY SELENE Relationship to Property AGENT TO OWNER

Authorized Signature [Signature] Date 10-29-14

Ryan Signs, Inc.

3007 Perry Street
Madison, WI 53713
Phone 608- 271-7979
Fax 608-271-7853

mbgrowneyselene@ryansigns.net

October 29, 2014

Mr. Al Martin
City of Madison Planning Department
215 Martin Luther King, Jr. Blvd.
Madison, WI 53701

Re: To Amend an Approved Comprehensive Sign Plan
THE MADISON CONCOURSE HOTEL
1 West Dayton Street

Dear Urban Design Commission Members;

The attached document package describes the proposed Amendment to an approved Comprehensive Signage Plan, as approved by the Urban Design Commission at their August 22, 2013 meeting, to allow for exterior tenant signage at The Madison Concourse Hotel, located at 1 West Dayton Street. We are seeking Urban Design Commission approval for the following amendment to allow for a wall sign, previously excluded, on the Wisconsin Avenue elevation, as part of the overall exterior signage package.

Background Notes

1. The property is zoned DC.
2. At their August 23, 2013 meeting, the UDC approved a Comprehensive Sign Plan for The Madison Concourse Hotel.
3. At the time of the approval, the UDC removed the pedestrian level wall sign labeled 1-4, along with two sets of letters that would have been placed vertically on the stairwell towers of the building.

Sign Ordinance Reference

Per 31.043(4)(d): Changes to Comprehensive Design Plan. Any changes to the approved plan must first be approved by the UDC using the full CDR process under 31.043(4)(a), except that the Zoning Administrator may grant approval for minor changes that are compatible with the concept approved by the UDC and the standards in Sec. 31.043(4)(b), upon approval of the Planning Division Director or designee.

Proposed Amendment

To allow for Sign Location 1.4 to be reinstated into the Comprehensive Sign Plan.

The owner has observed, since the time the Comprehensive Sign Plan was approved, just how many guests use the Wisconsin Avenue entrance. This sign is very visible to pedestrians coming from the square and would be helpful to so many out of town guests to be able to easily identify their hotel.

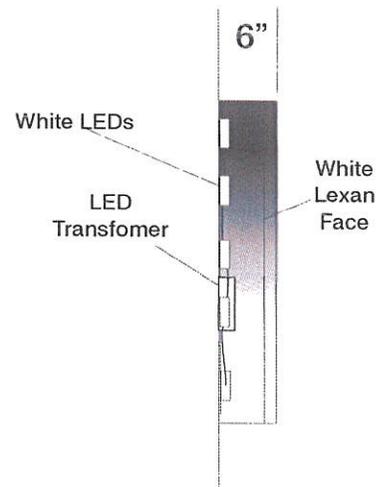
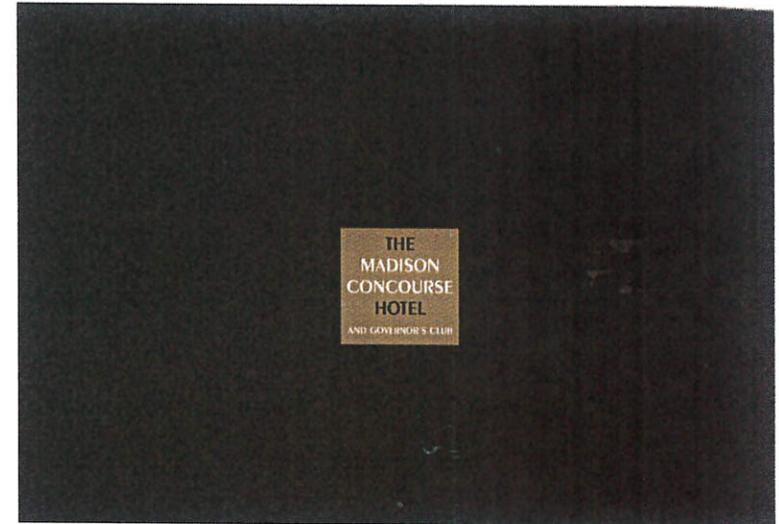
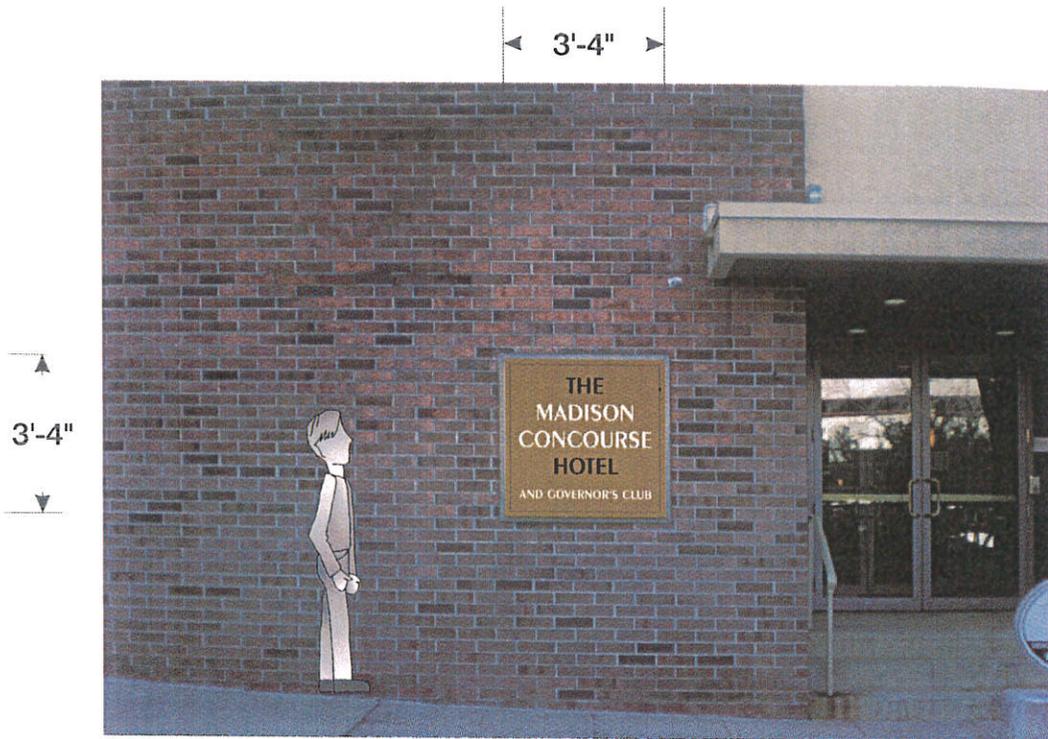
Thank you for your consideration.

Respectfully Submitted,

RYAN SIGNS, INC.



Mary Beth Growney Selene
President
Serving as Agent for The Madison Concourse Hotel



Gold Translucent Vinyl 3630-131	Black Opaque Vinyl	
Gold Paint-PPG #211340	White Polycarbonate Face	
Wind Load Compliance Statement: Withstand up to 75 MPH Winds	Illumination Compliance Statement: Internal LEDs Meets City of Madison Guidelines.	Construction: Internally Illuminated Cabinet w/ Polycarbonate Face Covered w/ Translucent Vinyl

Ryan Signs, Inc.
3007 Perry Street • Madison, WI 53713 • Tel (608) 271-7979 • Fax (608) 271-7853

SCALE: 1/4" = 1'-0"
DATE: 10/22/14
REVISID:
DRAWN BY: KW

APPROVED:
Copyright 2014 by Ryan Signs, Inc.

THE MADISON CONCOURSE HOTEL-1 W DAYTON ST.

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.

DRAWING NUMBER:
5791E

client signature _____

