



DESTREE
architecture & design

222 W. Washington Ave.
Suite 310 Madison, WI 53703
PHONE: 608.268.1499
www.destreearchitects.com

Transmittal

To: Al Martin

From: Melissa Destree
Destree Design Architects, Inc.

Co: City of Madison
Urban Design Commission

Date: June 22, 2016

Pages:

CC: Sue Springman
Mike Verveer
George Wiesner

Project: 22. South Carroll Street

Comprehensive Design Review - Signage

☐ Urgent ☒ For Review ☐ Please Comment ☐ Please Reply ☒ Please Recycle

Al,

Per your request we have provided a Comprehensive Design Criteria Narrative and new copies of the May 18th submittal for the 22 S. Carroll Comprehensive Design Review (14 copies)

- Memo - Comprehensive Design Criteria Narrative, seven points
- UDC Application (no change since May 18th)
- Photos of Existing Exterior (no change since May 18th)
- CD with Electronic Copy (updated with Seven Comprehensive Design Criteria narrative)
- Exterior Rendering of Building with Proposed signage locations (no change since May 18th)
- Line drawings with Proposed signage locations (no change since May 18th)
- \$300 application fee (Submitted May 18th)

If you have any questions, please contact me at 608-268-1499 or melissa@destreearchitects.com.

Thank you,
Melissa Destree AIA, IIDA
Destree Design Architects, Inc

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Memo

To: Al Martin

From: Melissa Destree
Destree Design Architects, Inc.

Co: City of Madison
Urban Design Commission

Date: June 20, 2016

Pages:

CC: Sue Springman
Mike Verveer
George Wiesner

Project: 22. South Carroll Street –
Comprehensive Design Review Criteria

☐ Urgent ☒ For Review ☐ Please Comment ☐ Please Reply ☒ Please Recycle

Al,

As requested, a summary of the seven Comprehensive Design Review Criteria and how they relate to the signage package submitted May 18, 2016 for 22 S. Carroll Street.

1) The Signage Plan shall create visual harmony between the signs, building 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 of the building on the zoning lot as well as adjacent buildings, structures and uses.

Proposed Solution: We are very enthusiastic about our signage package. Please review the enclosed renderings and signage designs.

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(2) Each element of the sign plan shall be found to be necessary due to the 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 the paragraph.

Proposed Solution:

Sign A = Local Ordinance allows 31.8sf based on front signable area. We are requesting consideration to increase the signage size. It is on an expansive brick wall. The style of the sign is illuminated, backlit, reverse channel letters with channeled logo. The Best Western Brand Standards requires the Logo, the Brand and the Hotel Name on the sign. We are proposing a single rectilinear area of 85 sf which has an individual rectilinear sign square footage of 43.1 sf. Please review scale of proposed sign in the attached exterior rendering.

Sign B = Technically this is a non-regulated sign because it is recessed under the building more than 30ft from Carroll Street.

Sign C = Illuminated Blade corner sign. The sizing and extension will meet local ordinance. The signage is located on the building to address hotel guest approach on Hamilton Street as well as Main Street.

Sign D = local ordinance allows one sign element at 31.8sf. We are requesting the Park Hotel and BWP logo both be placed on the marquee face to address BWP brand standards. This will be two sign elements, one primary and one secondary. The total square footage is $10.5\text{sf} + 25.7\text{sf} = 36.7\text{sf}$. This is less than a 25% increase. In addition to the major face of the sign, we are requesting 5" high letters 'Park Hotel' to be on the sides of the marquee to enhance the pedestrian experience. Please review scale of proposed sign in the attached exterior renderings.

Sign E = The size and square footage of the lettering is per local ordinance.

Sign F = Illuminated corner marquee on Main Street and Carroll Street. Dark Bronze marquee with punch through back-lit acrylic logo. Local ordinance allows 5.7sf each face. Logo Sizing is requesting 5.95 sf for each face. This is less than a 10% increase. See rendering.

Sign G = Tenant Logo mark on Awning. The size and square footage of the lettering is per local ordinance

Sign H = 12 x 18 bronze wall entry placard – to elevate design of building and to create a welcoming entry experience.

(3) The Sign Plan shall not violate any of the stated purposes described in Secs. 31.02(1) and 33.24(2).

Proposed Solution: The sign package does not violate the sign control ordinance or the urban Design Commission process.

- (4) All signs must meet minimum construction requirements under Sec. 31.04(05)

Proposed Solution: Signs will be made of incombustible materials and will meet or exceed the construction requirements of this section.

- (5) The Sign Plan shall not approve Advertising beyond the restrictions in Sec. 31.11 or Off-Premise Directional signs beyond the restrictions in Sec. 31.115.

Proposed Solution: Signs will meet the requirements of this section.

- (6) The Sign Plan shall not be approved if any element of the plan presents hazard, obstructs views, obstruct visible lawful signage or negatively impacts visual quality.

Proposed Solution: The proposed signage plan does not present any hazards, obstructed views of surrounding buildings of lawful signage. It overall signage plan enhances the visual quality of the new renovation.

- (7) The Sign Plan 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.

Proposed Solution: All signage is on private property or within City of Madison parameters for permitted marquee signs and blade sign guidelines.

If you have any questions, please contact me at 608-268-1499 or melissa@destreearchitects.com.

Thank you,

Melissa Destree AIA, IIDA
Destree Design Architects, Inc



URBAN DESIGN COMMISSION APPLICATION CITY OF MADISON

This form may also be completed online at:
<http://www.cityofmadison.com/planning/documents/UDCapplication.pdf>

215 Martin Luther King Jr. Blvd; Room LL-100
 PO Box 2985; Madison, Wisconsin 53701-2985
 Phone: 608.266.4635 | Facsimile: 608.267.8739

Please complete all sections of the application, including the desired meeting date and the type of action requested.

| | |
|---------------------------------------------------------------|------------------------------------------------------|
| Date Submitted: <u>Wednesday May 18, 2016</u> | <input type="checkbox"/> Informational Presentation |
| UDC Meeting Date: <u>Wednesday June 15, 2016</u> | <input checked="" type="checkbox"/> Initial Approval |
| Combined Schedule Plan Commission Date (if applicable): _____ | <input type="checkbox"/> Final Approval |

1. Project Address: 22 South Carroll Street
 Project Title (if any): Park 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: Sue Springman
 Street Address: 401 N Carroll Street
 Telephone: (608) 285-8090 Fax: (608) 285-8085

Company: The Mullins Group, llc
 City/State: Madison WI Zip: 53703
 Email: sue@mullinsgroup.com

Project Contact Person: Melissa Destree
 Street Address: 222 W. Washington Ave #310
 Telephone: (608) 268-1499 Fax: () _____

Company: Destree Design Architects, Inc.
 City/State: Madison WI Zip: 53703
 Email: melissa@destreearchitects.com

Project Owner (if not applicant): Park Hotel, Inc.
 Street Address: 22 South Carroll Street
 Telephone: (608) 285-8090 Fax: (608) 285-8085

City/State: Madison WI Zip: 53703
 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 Al Martin on May 10, 2016
(name of staff person) (date of meeting)

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: Melissa Destree Relationship to Property: Architect
 Authorized Signature: [Signature] Date: 5.18.16

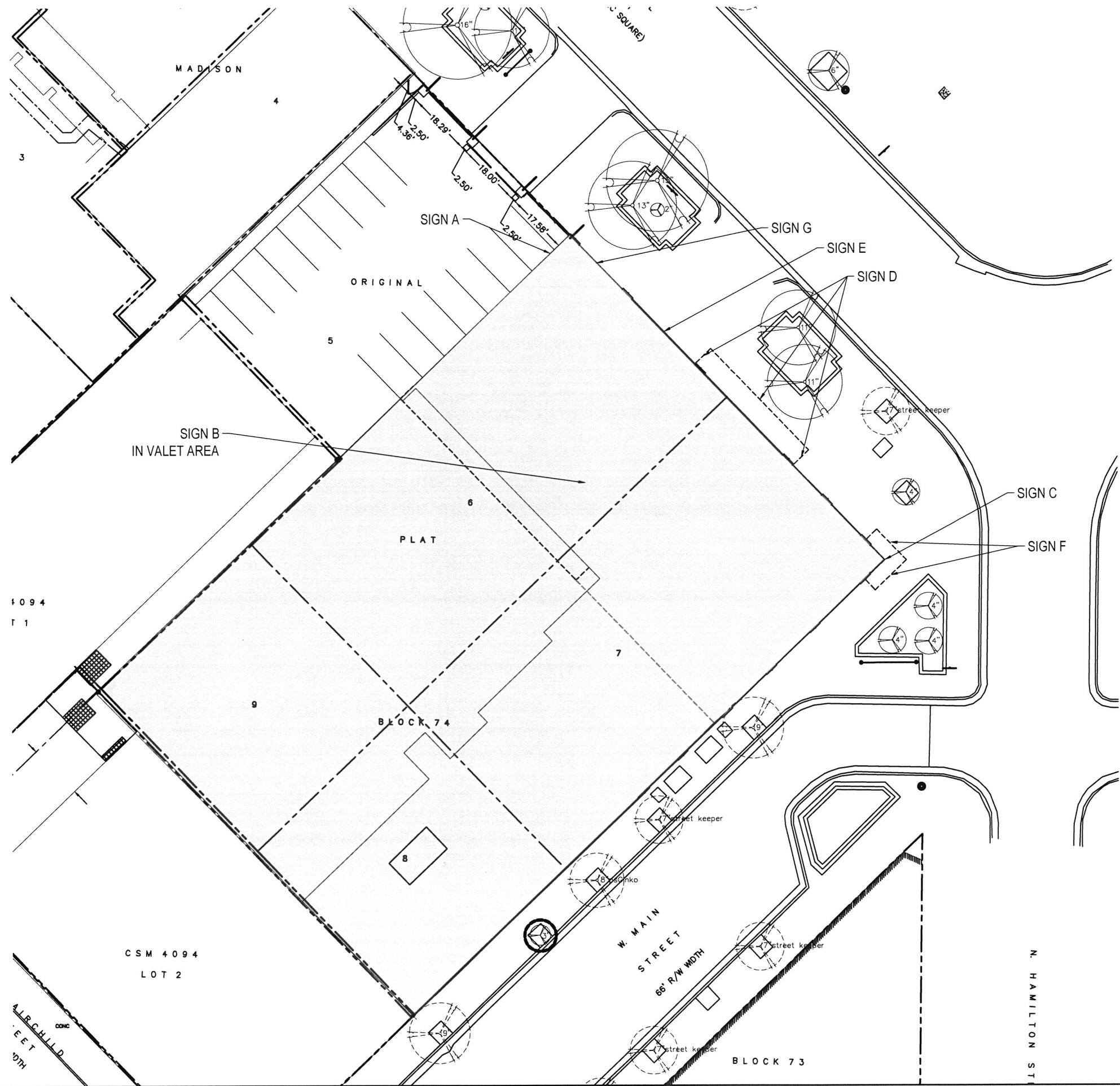


22 SOUTH CARROLL STREET

1 SITE LOCATION MAP
NTS

**PARK HOTEL
BUILDING RENOVATION**
22 SOUTH CARROLL STREET
MADISON, WI

| | |
|------------|------------|
| PROJECT: | |
| NUMBER: | 140918.00 |
| DATE: | 05/18/2016 |
| ISSUANCES: | |
| SIGNAGE | 05/18/2016 |
| REV: | |
| SHEET: | |
| G300X | |



1 SITE PLAN
1/16" = 1'-0"

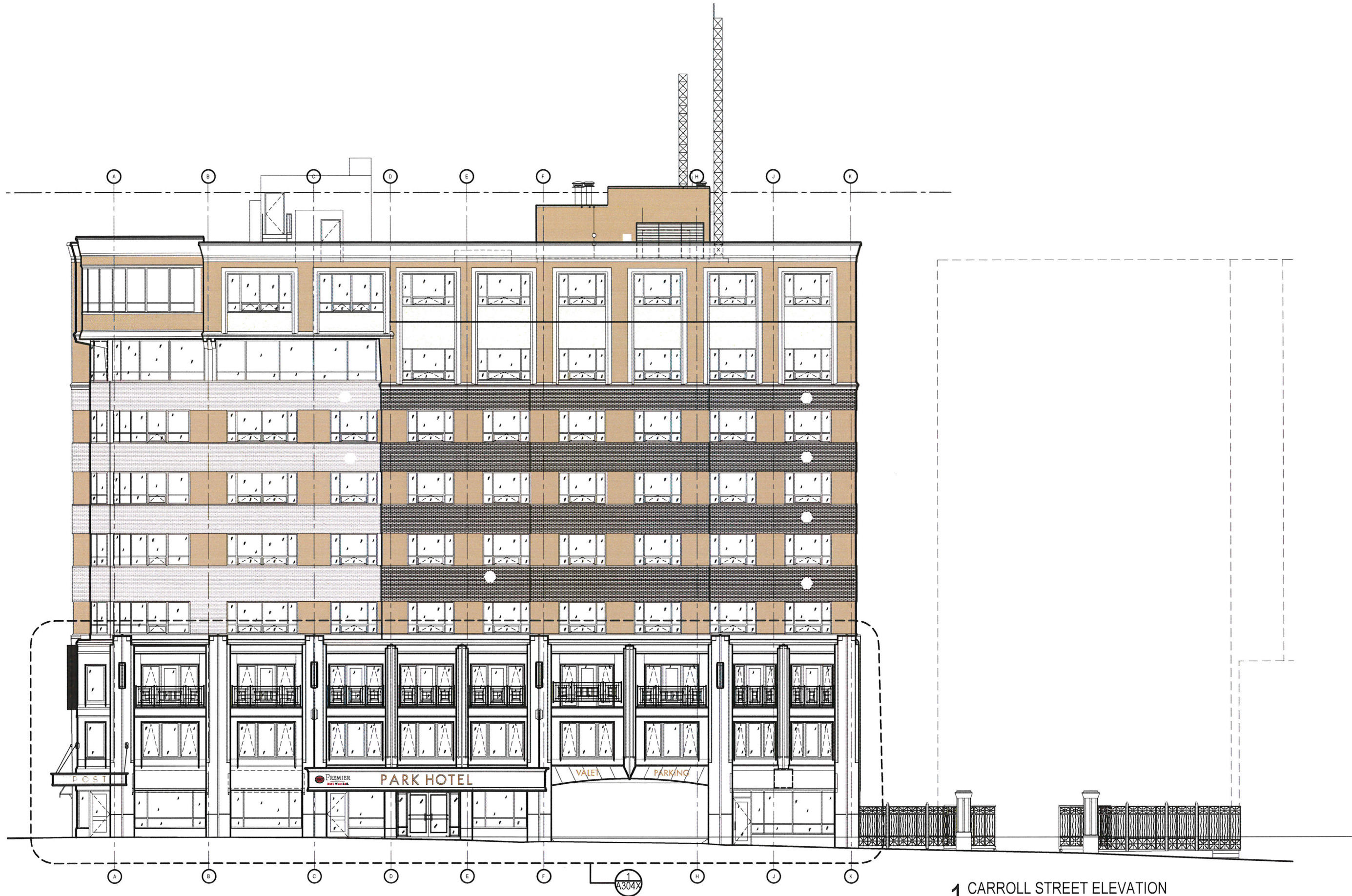


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PARK HOTEL
BUILDING RENOVATION
22 SOUTH CARROLL STREET
MADISON, WI

| | |
|------------|------------|
| PROJECT: | |
| NUMBER: | 140918.00 |
| DATE: | 05/18/2016 |
| ISSUANCES: | |
| SIGNAGE | 05/18/2016 |
| REV: | |
| SHEET: | |
| AS100X | |



1 CARROLL STREET ELEVATION
1/16" = 1'-0"


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PARK HOTEL
BUILDING RENOVATION
22 SOUTH CARROLL STREET
MADISON, WI

| | |
|--------------|------------|
| PROJECT: | |
| NUMBER: | 140918.00 |
| DATE: | 05/18/2016 |
| ISSUANCES: | |
| SIGNAGE | 05/18/2016 |
| REV: | |
| SHEET: | |
| A300X | |



1 MAIN STREET ELEVATION
1/16" = 1'-0"



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PARK HOTEL

BUILDING RENOVATION

22 SOUTH CARROLL STREET

MADISON, WI

PROJECT:
NUMBER: 140918.00
DATE: 05/18/2016

ISSUANCES:
SIGNAGE 05/18/2016
REV:

SHEET:
A301X



1 SIDE ELEVATION
1/16" = 1'-0"

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**PARK HOTEL
BUILDING RENOVATION**
22 SOUTH CARROLL STREET
MADISON, WI

| | |
|------------|------------|
| PROJECT: | |
| NUMBER: | 140918.00 |
| DATE: | 05/18/2016 |
| ISSUANCES: | |
| SIGNAGE | 05/18/2016 |
| REV: | |
| SHEET: | |
| A302X | |




3 SIDE/PARKING LOT ENLARGED
ELEVATION (1ST THROUGH 3RD)
3/32"= 1'-0"

2 MAIN STREET ENLARGED
ELEVATION (1ST THROUGH 3RD)
3/32"= 1'-0"



1 CARROLL STREET ENLARGED
ELEVATION (1ST THROUGH 3RD)
3/32" = 1'-0"



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PARK HOTEL
BUILDING RENOVATION
22 SOUTH CARROLL STREET
MADISON, WI

PROJECT:

NUMBER: 140918.00

DATE: 05/18/2016

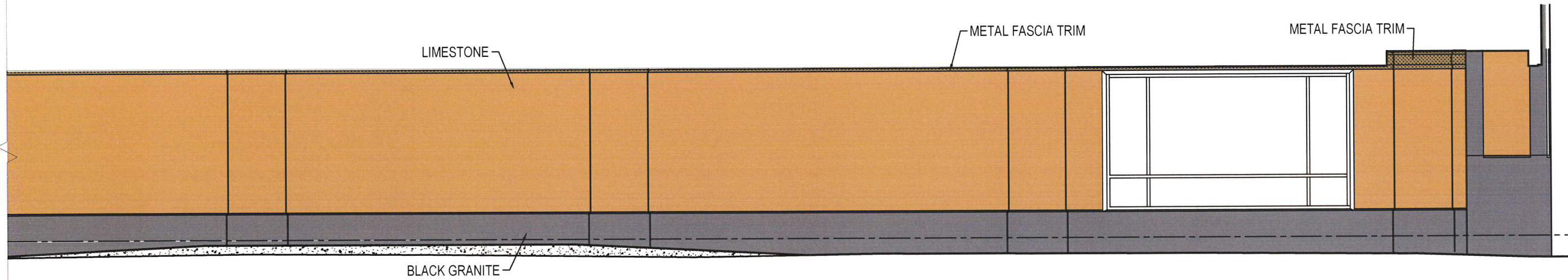
ISSUANCES:

SIGNAGE 05/18/2016

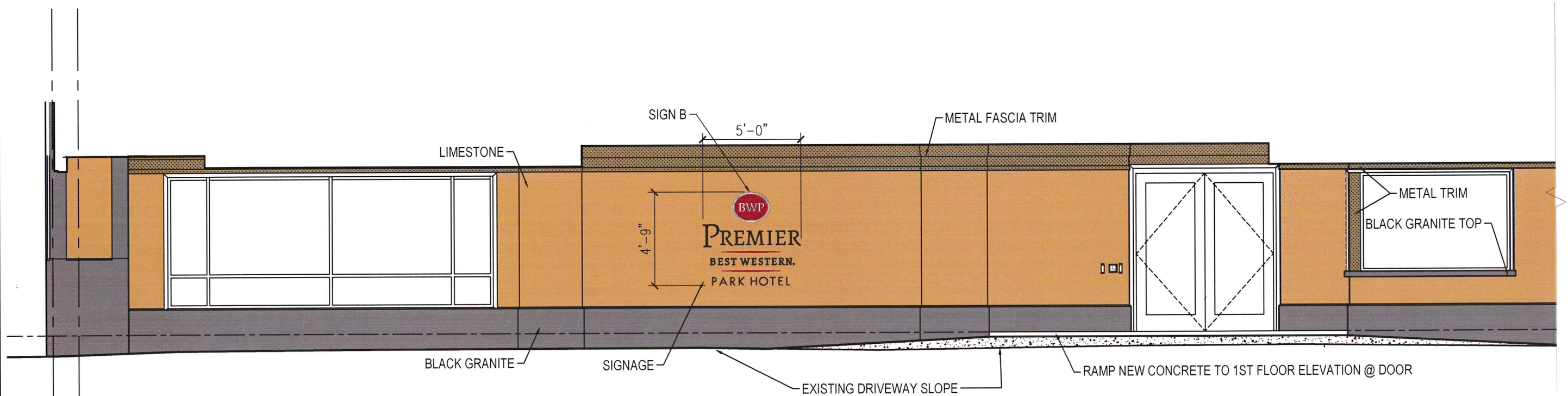
REV:

SHEET:

A304X



2 VALET ELEVATION FACING SALON
3/16" = 1'-0"



1 VALET ELEVATION FACING HOTEL
3/16" = 1'-0"



North Elevation – May 18, 2016



Carroll St – Marquee framing and Valet Entry



Restaurant Entry & Corner of Main, Hamilton and Carroll Streets – May 18, 2016



Restaurant Entry & Corner of Main, Hamilton and Carroll Streets

A

North Side of Building*

*Illuminated, Backlit, reverse channel letters
with channeled logo*

Red = CMYK (15-100-100-29)/
Dark Bronze (PMS 10381) or matching
anodized aluminum



* Local ordinance allows 31.8 sf.

* Comprehensive design request =
Due to the expanse of the brick wall
and transparency of the sign design,
we propose a single rectilinear area of 85 sf.
The individual rectilinear sign square footage
is 43.1 sf.

B

Valet Parking Wall Sign**

*Smaller scale version of same
layout for Valet Entrance wall but,
with metallic stand off dimensional letters.
Not illuminated. Will light with wall washers.*



** For information only. This is a non-regulated sign,
not visible from the public right way.

C ILLUMINATED BLADE* (Projecting) CORNER SIGN

- gold anodized channel letters (PMS 10121)w/ acrylic edge - lit (or similar)
- Font = Logo type
- anodized dark bronze (PMS 10381) box sign with brass anchor brackets

Sizing and extension will meet local ordinance.
The signage addresses hotel guest approach on Hamilton Street as well as Main Street.
16.5 sf

11'



18"

D ILLUMINATED MARQUEE SIGN*

- Centered Front** - Park logo type
- gold anodized channel letters (PMS 10121) w/ acrylic edge - lit (or similar)
 - Font = Logo type
- Left front** - Premium Best Western logo
- red = CMYK (15-100-100-29)
 - white
- Sides** - Park logo type, stacked, centered
- anodized, dark bronze (PMS 10381) canopy w/ crown moulding fascia and coffered ceiling w/ recessed lighting suspended by 1" rod attached decorative brackets

- Local ordinance allows one sign element at 31.8 sf
- Comprehensive Design Review Request
 - Add 5" H letters of "PARK HOTEL" to sides of marquee to enhance pedestrian experience
 - Park Hotel & BWP logo will both be placed on marquee face to address BWP Brand Standards. Signs are offset. Total square footage is 10.5sf + 25.7sf = 36.7sf.

* See rendering for image and line drawings for specific size.

E VALET PARKING ENTRANCE SIGN*

- non-illuminated on Black Granite
- Font = Logo type
- gold anodized, (PMS 10121), cast aluminum pin letters

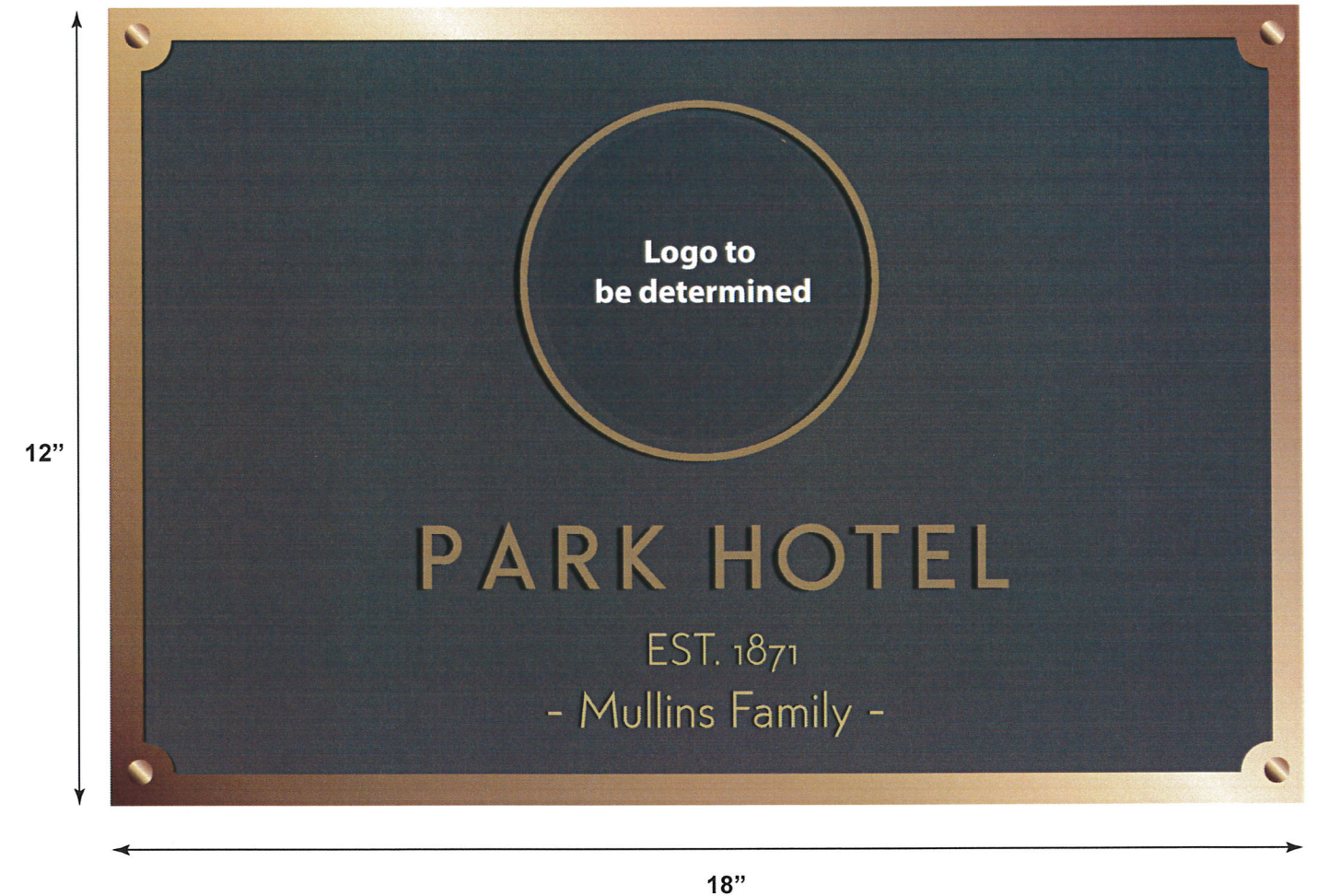
The size & sf of lettering is per local ordinance, no special request

F THE POST*

- Illuminated corner marquee on Main Street and Carroll Street
- Dark bronze marquee with punch through & Cream back-lit acrylic logo
 - Local ordinance allows 5.7 sf each face
 - Logo sizing is requested to be 5.95 sf for each face
 - Window graphic to be determined

G TENANT LOGO MARK ON AWNING*

as tenant signage



H 12" x 18" BRONZE WALL ENTRY PLACARD*

- Final logo to be determined
- Non-illuminated bronze placard
 - Mounted on stone adjacent to front entry door

* See rendering for image and line drawings for specific size.



A

PREMIER
BEST WESTERN
PARK HOTEL

* Please refer to signage drawings for actual dimensions. Perspective and foreshortening in rendering can be misleading.

C

PARK HOTEL

D

AMERICAN

H

PREMIER PARK HOTEL

E

VALET PARKING

B

G

CHAMBER

F

POST



PARK HOTEL

BWP PREMIER
BEST WESTERN.

PARK HOTEL

CDR - SIGNAGE
05-18-2016