



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>AUGUST 23, 2016</u>	<input type="checkbox"/> Informational Presentation
UDC Meeting Date: <u>SEPTEMBER 21, 2016</u>	<input type="checkbox"/> Initial Approval
Combined Schedule Plan Commission Date (if applicable): _____	<input checked="" type="checkbox"/> Final Approval

1. Project Address: 5317 HIGH CROSSING BLVD
Project Title (if any): GRANDSTAY HOTEL & SUITES

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: GRANT SIGNS / DAN PIETRZYKOWSKI Company: GRANT SIGNS
 Street Address: 2810 SYENE RD City/State: MADISON WI Zip: 53713
 Telephone: (608) 838-7794 Fax: () _____ Email: Dan@GrantSigns.net

Project Contact Person: DAN PIETRZYKOWSKI Company: GRANT SIGNS
 Street Address: 2810 SYENE RD City/State: MADISON WI Zip: 53713
 Telephone: (608) 838-7794 Fax: () _____ Email: Dan@GrantSigns.net

Project Owner (if not applicant): PNP HOTELS LLC - NICK PATEL
 Street Address: 5317 HIGH CROSSING BLVD City/State: MADISON WI Zip: 53718
 Telephone: (608) 241-2500 Fax: () _____ Email: nickpatel74@yahoo.com

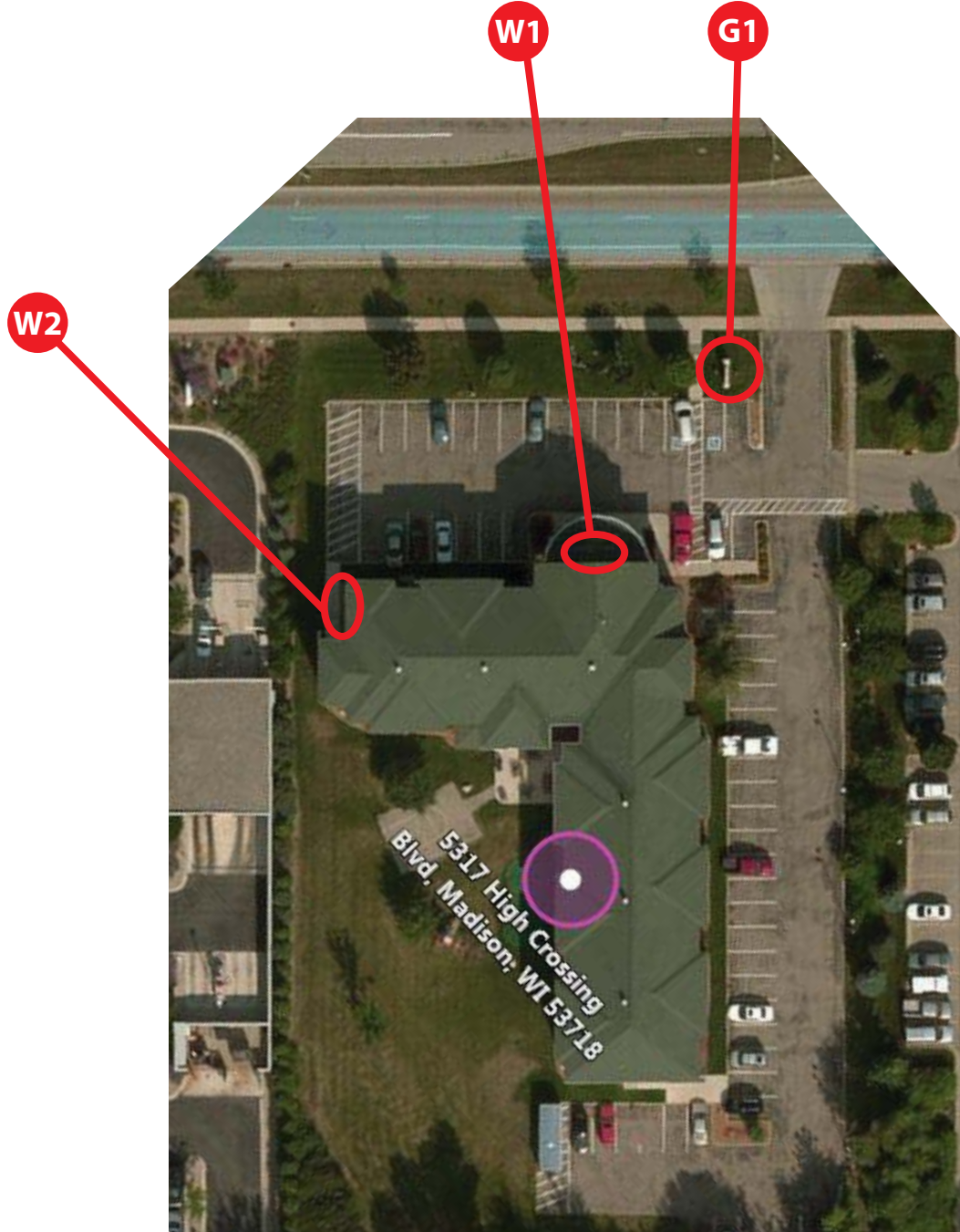
4. Applicant Declarations:

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 ALAN MARTIN on 8-19-2016.
(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: DAN PIETRZYKOWSKI, GRANT SIGNS Relationship to Property: CONTRACTOR/AGENT

Authorized Signature: [Signature] Date: 8/23/2016



- W1** WALL SIGN
- W2** WALL SIGN
- G1** GROUND SIGN



FILE NAME	<u>SITE PLAN</u>	DATE	<u>08.23.16</u>
JOB NAME	<u>GRANDSTAY HOTEL & SUITES</u>		
LOCATION	<u>5317 HIGH CROSSING BLVD.</u>		

SITE PLAN of 5317 HIGH CROSSING BLVD - GRANDSTAY HOTEL & SUITES



LOCATOR MAP of 5317 HIGH CROSSING BLVD - GRANDSTAY HOTEL & SUITES

FILE NAME	LOCATOR MAP	DATE	08.23.16
JOB NAME	GRANDSTAY HOTEL & SUITES		
LOCATION	5317 HIGH CROSSING BLVD.		

August 23, 2016

Urban Design Commission
City of Madison

RE: 5317 High Crossing Blvd Sign Plan Approval – GrandStay Hotel & Suites – Comprehensive Design Review of a CC Commercial Center District Site

Dear Commission,

Attached is the proposed sign plan for the Commercial Site, Zoned CC, located at 5317 High Crossing Blvd.

The owner of the property seeks to update the existing signage. The property's existing signage consists of one (1) externally-illuminated ground sign and two (2) non-illuminated wall signs. The existing signage was permitted and installed in 2002. This application addresses the owner's request to update the signage with a new internally-illuminated ground sign and two (2) illuminated wall signs. The new signage will be installed in virtually the same locations as the signs being replaced. The new ground sign has been designed to meet the requirements of the Madison Sign Control Ordinance, Chapter 31. However, the reason for this application is the wall signs. The current Madison Sign Control Ordinance, Chapter 31, does not support the locations of the existing wall signs; hence, the request for relief for the new signs to replace the existing.

Per the Madison Sign Control Ordinance, section 31.043(4)(b) Comprehensive Design Review Criteria, below are the seven items required to be addressed:

1. The sign plan proposed indeed creates visual harmony between the signs, buildings and site and appears to result in signs of appropriate scale and character, including the request to allow additional wall signage.
2. Each element of the proposed sign plan is intended to identify the property and direct visitors in an effective manner.
3. No elements of the proposed sign plan are intended to violate stated purposes of ordinances, and they do not appear to do so.
4. All signs will meet minimum construction requirements of the Chapter 31 Sign Control Ordinance.
5. All proposed signs are on-premise of the owner's property and do not go beyond the restrictions of Advertising or Off-Premise Directional Signs in the Chapter 31 Sign Control Ordinance.
6. The proposed sign plan is not intended to present hazards, obstruct views, obstruct visibility of lawful signs, or negatively impact visual quality, and it does not appear to do so.
7. All proposed signs are on the owner's private property.

Below is information specific to the elements of the proposed sign plan:

Ground Signage – One (1) LED illuminated sign. This sign is designed to be compliant with the Madison Sign Control Ordinance, Chapter 31.

Wall Signage – Two (2) LED illuminated signs.

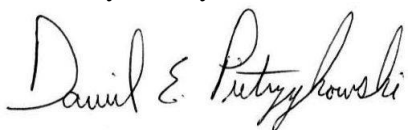
- Section 31.07(2)(a) allows one signable area per elevation facing a street.
 - ✓ The building at 5317 High Crossing Blvd property has just its north elevation facing a street.
 - ✓ We are requesting two signable areas, one on the north elevation facing the street and one on the west elevation. Both of the requested areas are locations where the existing signs are located.
- Section 31.07(4)(b) states “*Occupancies of 25,000 Square Feet. For a single occupancy, stand-alone, non-residential building with twenty-five thousand (25,000) square feet or more in floor area, or a non-residential occupancy or tenant space with twenty-five thousand (25,000) square feet or more in floor area in a multi-tenant building, the maximum net area of all wall, roof and above roof signs shall be thirty percent (30%) of the signable area.*” However, Section 31.07(4)(a) states “*Standard Net Area. 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. When using the lineal foot method, the total net area shall not exceed one hundred percent (100%) of the signable area designated under Sec. 31.07(2), above.*”
 - ✓ The occupancy of this property is over 25,000 Square Feet; the signable area requested for the west elevation meets the reference to *Occupancies of 25,000 Square Feet* listed above.
 - ✓ The occupancy of this property is over 25,000 Square Feet; however, we request use of up to 100% of the signable area requested for the north elevation be allowed. As referenced above, occupancies up to 25,000 Square Feet would allow use of up to 100% of the signable area for each lineal foot of building frontage; in this case building frontage is over 80’

We believe the requests related to the wall signs satisfy the seven items for consideration of Comprehensive Design Review discussed earlier. Additionally, compared to what the Sign Control Ordinance allows, we believe the proposed wall signage is superior for identifying the property and guiding the public seeking to arrive at this destination.

All signs in the proposed sign plan are internally illuminated and are consistent with section 31.04(5)(k)5 of the Sign Control Ordinance; that is, they are designed in such a way so that when illuminated, the sign appears to have light-colored copy on a dark or non-illuminated background. Illumination renderings are provided on the design sheets included in this application.

To conclude, it is our intent with the proposed sign plan to optimize property identification and maintain brand identity. As such, we seek approval of this sign plan.

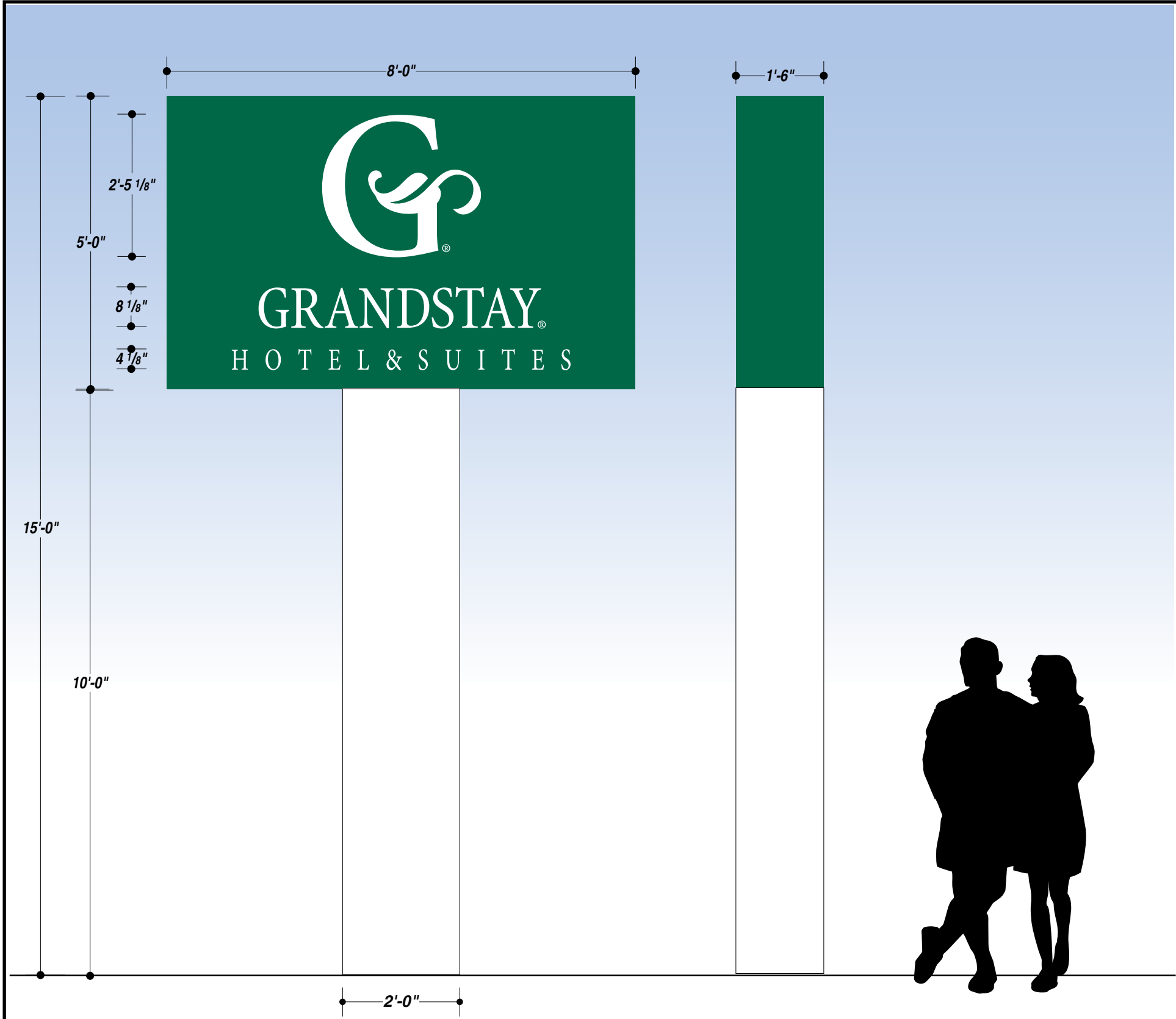
Thank you for your consideration.



Dan Pietrzykowski
DP Industries LLC d/b/a **Grant Signs**

IF THIS PRINTS ONTO ARTWORK PAGE THE FILE HAS BEEN SIZED TO FIT PAPER AND WILL NOT BE TO SCALE - UNCHECK THE FIT TO PAGE BOX IN ADOBE TO PRINT A SCALE PRINT

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SIMULATED NIGHT VIEW

JOB DESCRIPTION

- D/F LED-ILLUMINATED PYLON SIGN
- CABINET
- POLYCARBONATE FACES W/ VINYL APPLIED
- PAINTED ALUMINUM POLE COVER
- INSTALL

R1: 06.23.16 • DEP • ELIMINATED REVEAL AND REFERENCE TO REMOVAL OF EXISTING SIGN

PMS 3425 C (DIGITALLY PRINTED VINYL/PAINT)
 WHITE (PAINT)

TOTAL SQ. FT. OF SIGNAGE: 40.00 ft²

UNLESS OTHERWISE SPECIFIED:
 • ALL FLUORESCENT LAMPS WILL BE T12-CW-HO LAMPS. • ALL BALLASTS WILL BE COLD START ALL-WEATHER BALLASTS. • ALL NEON TRANSFORMERS WILL BE 30 MILLIAMPS. • 120V PRIMARY POWER TO SIGNS WILL BE BY OTHERS. • ALL DATA LINES TO ELECTRONIC SIGNAGE WILL BE BY OTHERS. • ALL PAINT COLORS WILL BE SEMI-GLOSS FINISH.

THIS IS AN ORIGINAL COMPUTER GENERATED COLOR PRINT. COLORS REPRESENTED ON THIS PRINT MAY NOT MATCH THE PMS CHIP, VINYL OR PAINT COLORS EXACTLY. IT IS TO BE VIEWED AS A REPRESENTATION ONLY. ALL SIZES AND SHAPES DEPICTED ARE REPRESENTATIONAL AND MAY VARY FROM FINAL PRODUCT. THEY ARE ONLY FOR THE CUSTOMERS USE IN CONNECTION WITH A PROPOSED PROJECT. ARTWORK AND PRINTED MATERIAL ARE NOT TO BE USED BY ANYONE OUTSIDE OF YOUR ORGANIZATION, NOR IS IT TO BE REPRODUCED, COPIED OR EXHIBITED IN ANY FORM

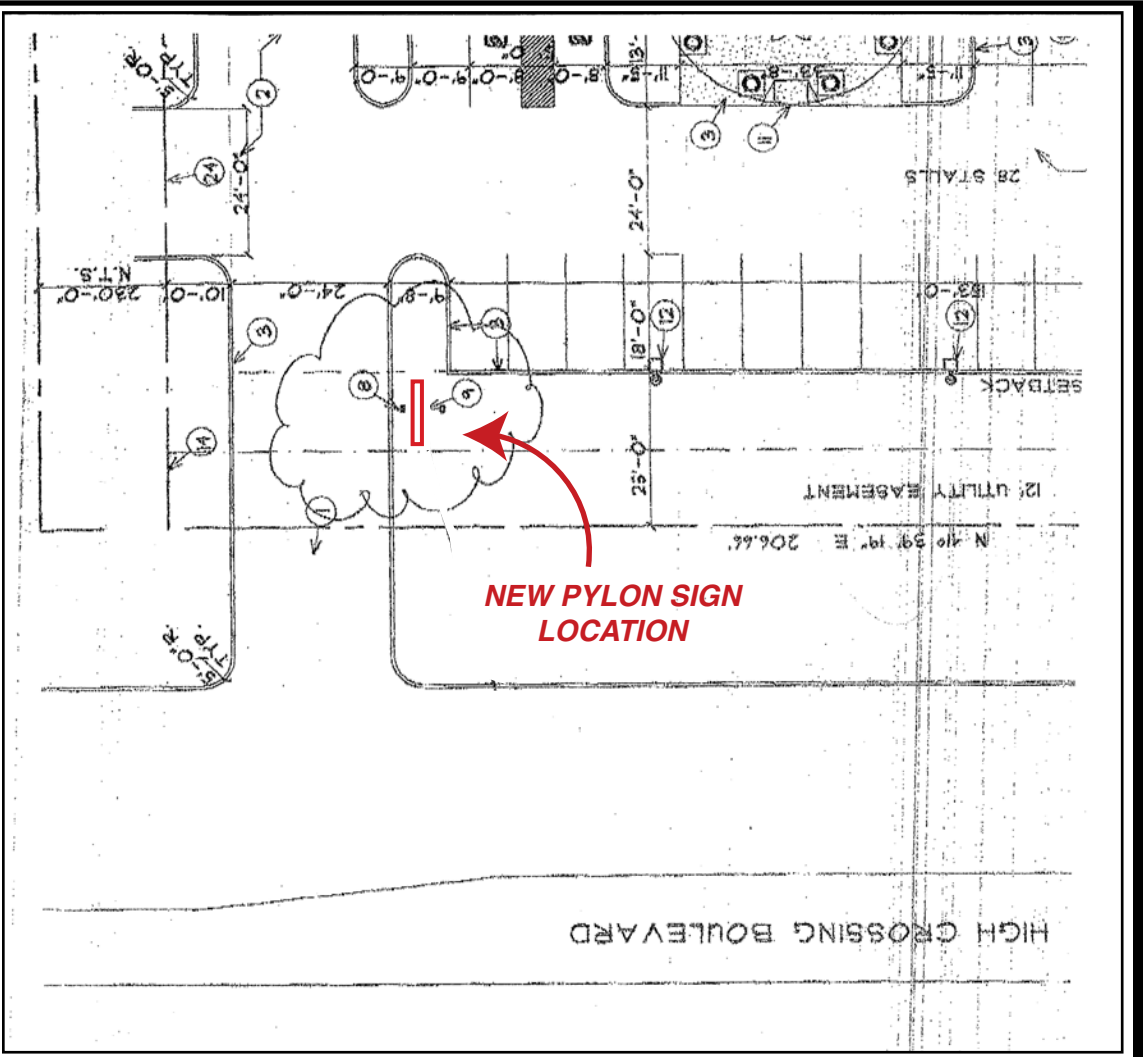
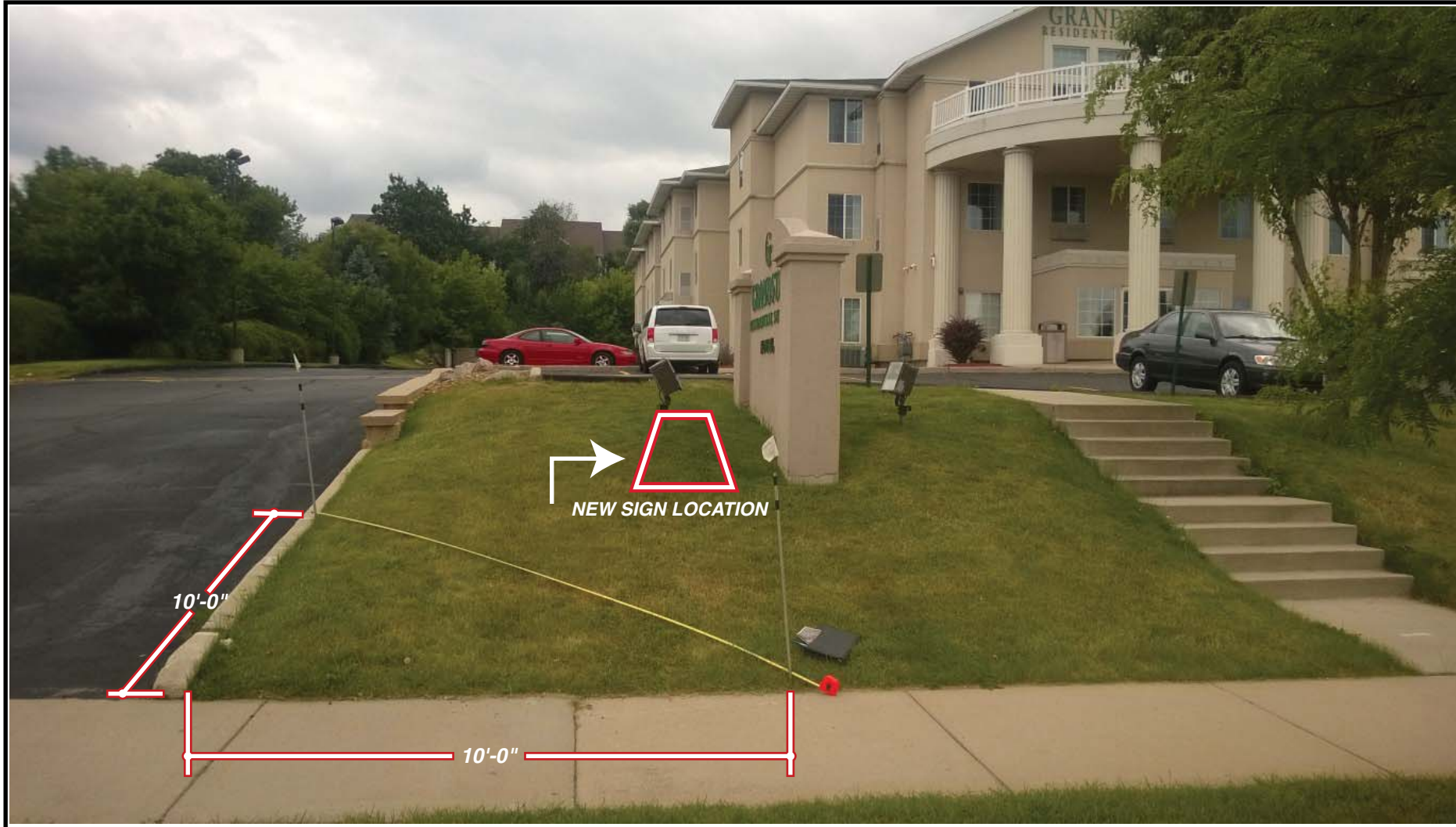
WWW.GRANTSIGNS.NET

2810 SYENE RD - MADISON, WI 53713

608.838.7794



DESIGN APPROVED BY: _____
 AUTHORIZED SIGNATURE: _____
 DATE: _____



NOTE: EXISTING MONUMENT SIGN TO BE REMOVED

UNLESS OTHERWISE SPECIFIED: ALL FLUORESCENT LAMPS WILL BE T12-CW-HO LAMPS. ALL BALLASTS WILL BE COLD START ALL-WEATHER BALLASTS. ALL NEON TRANSFORMERS WILL BE 30 MILLIAMPS. 120V PRIMARY POWER TO SIGNS WILL BE BY OTHERS. ALL DATA LINES TO ELECTRONIC SIGNAGE WILL BE BY OTHERS. ALL PAINT COLORS WILL BE SEMI-GLOSS FINISH.

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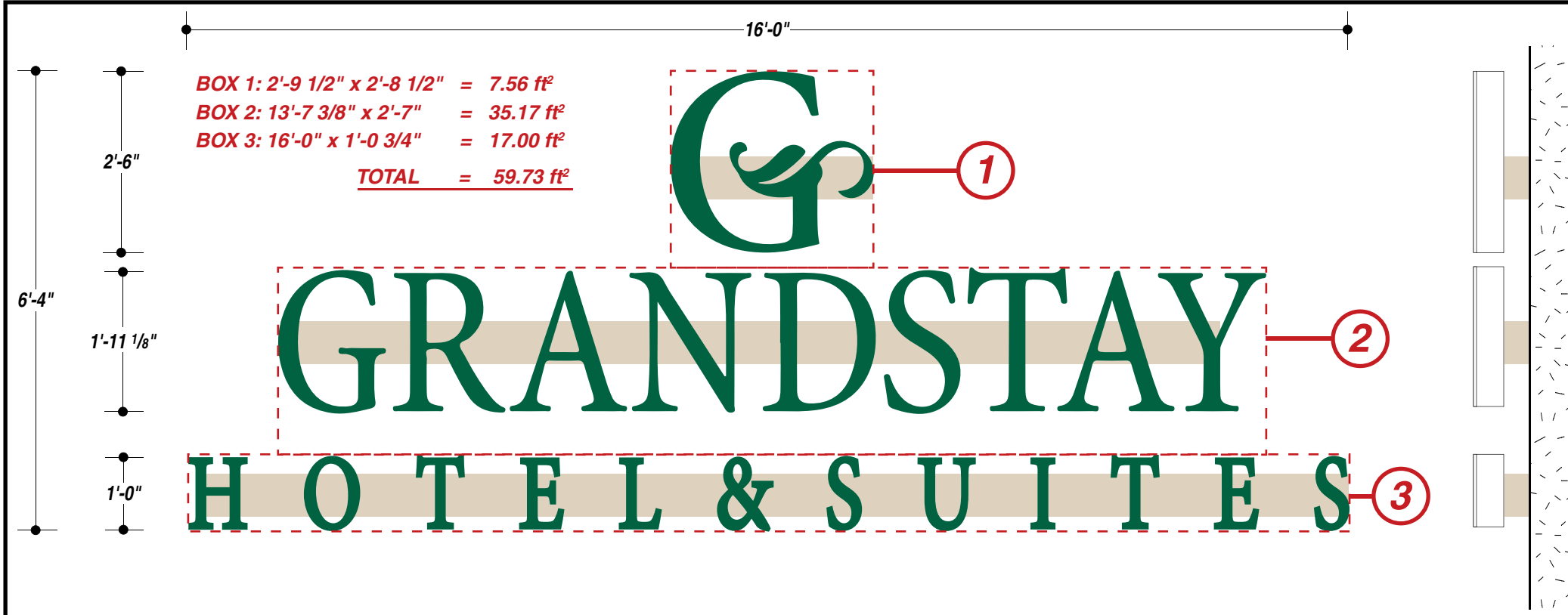
2810 SYENE RD - MADISON, WI 53713

608.838.7794



FILE NAME: 55666-04a-1 DATE: 06.06.16 SCALE: 1/2" = 1'-0"
FILE TYPE: OUT PROD OTHER PERMITTING
JOB NAME: GRANDSTAY HOTEL & SUITES
LOCATION: 5317 HIGH CROSSING BLVD. MADISON, WI
DRAWN BY: CH SALESMAN: EDWARD WREN

DESIGN APPROVED BY: _____
AUTHORIZED SIGNATURE: _____
DATE: _____



EXISTING SIGNAGE



SIMULATED NIGHT VIEW

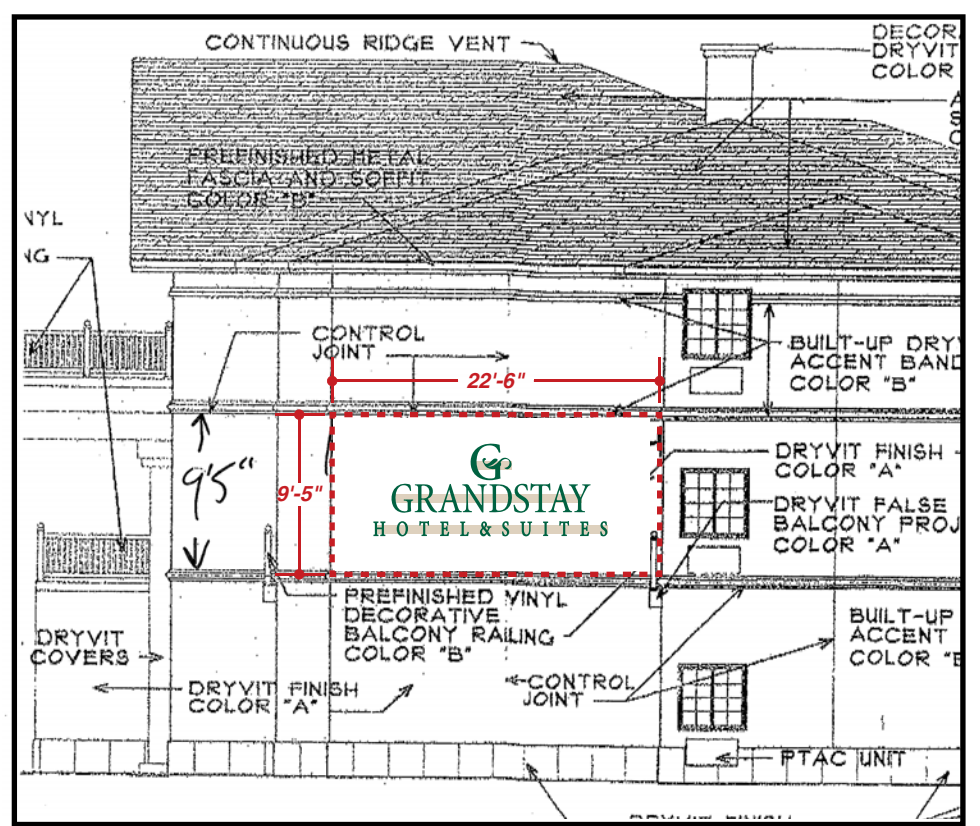
GRANT SIGNS
DP INDUSTRIES, LLC

608.838.7794



CONCEPTUAL RENDERING (*MAY NOT BE TO EXACT SCALE)

TOTAL SQ. FT. OF SIGNAGE: 59.73 ft²



SIGNABLE AREA = 211.88 ft²

TBD (PAINT)

PMS 3425 C (DIGITALLY PRINTED VINYL)

JOB DESCRIPTION

- LED-ILLUMINATED RACEWAY-MOUNTED CHANNEL LETTERS
- REMOVE AND DISPOSE OF ALL EXISTING LETTERING ON WEST ELEVATION
- CHANNEL LETTERS
 - WHITE ACRYLIC FACE W/ VINYL APPLIED
 - WHITE RETURNS
 - WHITE TRIM CAPS
- INSTALL

- R1: 06.07.16 • CH • ADDED DIGITALLY PRINTED VINYL & PAINT COLOR
- R2: 06.08.16 • CH • CHANGED "HOTEL & SUITES" TO CHANNEL LETTERS

FILE NAME: 55666-03-2 DATE: 05.11.16 SCALE: 3/4" = 1'-0"

FILE TYPE: OUT PROD OTHER PERMITTING

JOB NAME: GRANDSTAY HOTEL & SUITES

LOCATION: 5317 HIGH CROSSING BLVD. MADISON, WI

DRAWN BY: CH SALESMAN: EDWARD WREN

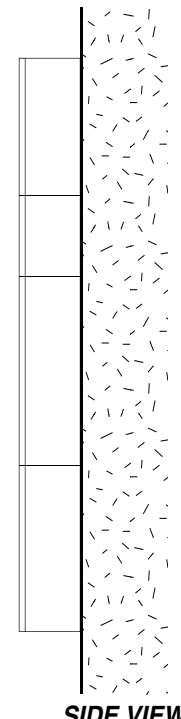
DESIGN APPROVED BY: _____

AUTHORIZED SIGNATURE: _____

DATE: _____

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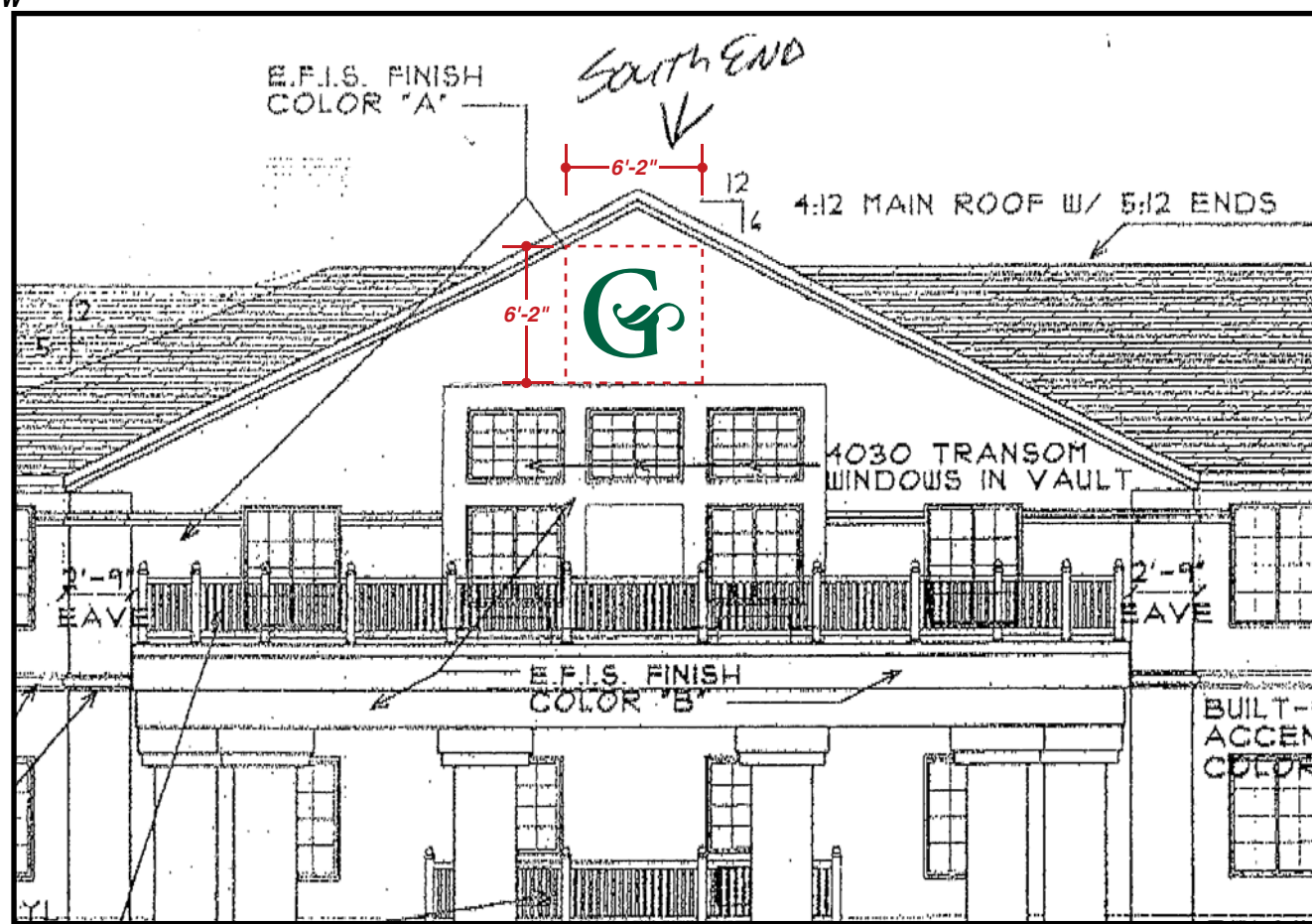
SIMULATED NIGHT VIEW



EXISTING SIGNAGE



CONCEPTUAL RENDERING (*MAY NOT BE TO EXACT SCALE)



SIGNABLE AREA = 38.03 ft²

PMS 3425 C (DIGITALLY PRINTED VINYL)

JOB DESCRIPTION

LED-ILLUMINATED FLUSH-MOUNTED CHANNEL LETTER

REMOVE AND DISPOSE OF ALL EXISTING LETTERING ON NORTH ELEVATION

CHANNEL LETTER

- WHITE ACRYLIC FACE W/ VINYL APPLIED
- WHITE RETURNS
- WHITE TRIM CAPS
- FLUSH MOUNTED TO BUILDING AS SHOWN

R1: 06.07.16 • CH • ADDED DIGITALLY PRINTED VINYL COLOR

FILE NAME: 55666-02-1 DATE: 05.11.16 SCALE: 3/4" = 1'-0"

FILE TYPE: OUT PROD OTHER PERMITTING

JOB NAME: GRANDSTAY HOTEL & SUITES

LOCATION: 5317 HIGH CROSSING BLVD. MADISON, WI

DRAWN BY: CH SALESMAN: EDWARD WREN

TOTAL SQ. FT. OF SIGNAGE: 18.0 ft²

UNLESS OTHERWISE SPECIFIED: ALL FLUORESCENT LAMPS WILL BE T12-CW-HO LAMPS. ALL BALLASTS WILL BE COLD START ALL-WEATHER BALLASTS. ALL NEON TRANSFORMERS WILL BE 30 MILLIAMPS. 120V PRIMARY POWER TO SIGNS WILL BE BY OTHERS. ALL DATA LINES TO ELECTRONIC SIGNAGE WILL BE BY OTHERS. ALL PAINT COLORS WILL BE SEMI-GLOSS FINISH.

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608.838.7794



DESIGN APPROVED BY: _____

AUTHORIZED SIGNATURE: _____

DATE: _____

GRANT SIGNS
DP INDUSTRIES, LLC

608.838.7794



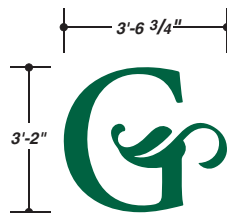
PROPOSED SIGNAGE - NORTH ELEVATION



PROPOSED SIGNAGE - WEST ELEVATION



PER ORDINANCE - NORTH ELEVATION
MAX SQUARE FOOTAGE: 11.4 ft²



PER ORDINANCE - WEST ELEVATION

FILE NAME	COMPARISON TO ORDINANCE	DATE	08.23.16
JOB NAME	GRANDSTAY HOTEL & SUITES		
LOCATION	5317 HIGH CROSSING BLVD.		

COMPARISON OF PROPOSED WALL SIGNAGE TO SIGNAGE ALLOWED BY MADISON SIGN CONTROL ORDINANCE, CHAPTER 31

5317 HIGH CROSSING BLVD FOR GRANDSTAY HOTEL & SUITES



EXISTING SIGNAGE - NORTH ELEVATION



EXISTING SIGNAGE - WEST ELEVATION



PROPOSED SIGNAGE - NORTH ELEVATION

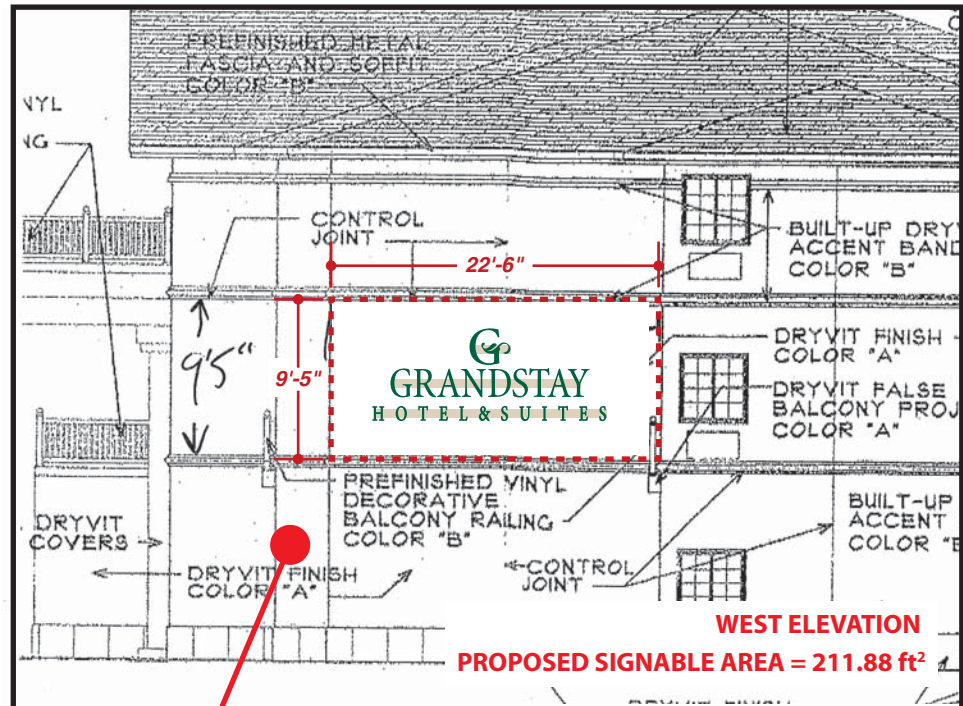
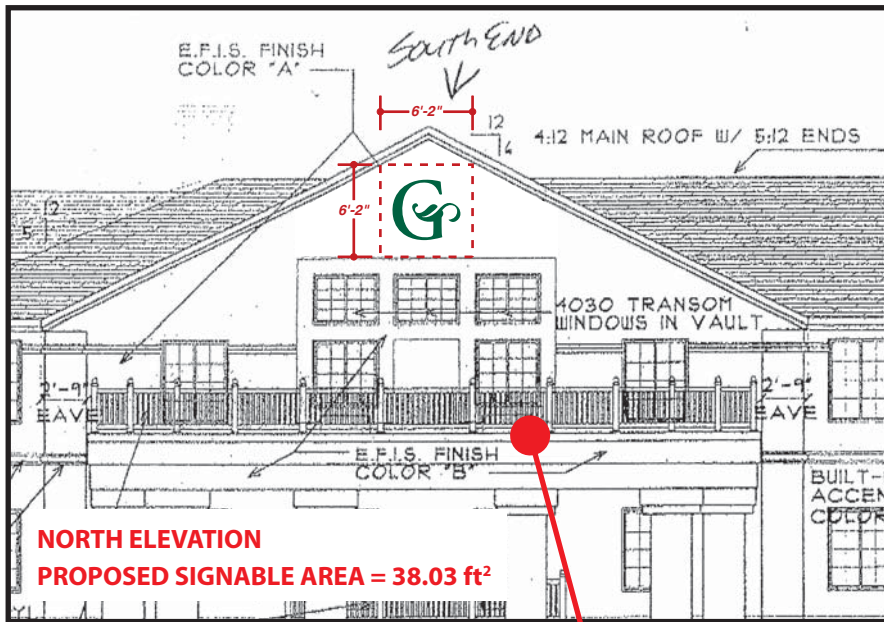


PROPOSED SIGNAGE - WEST ELEVATION

RENDERINGS OF
CURRENT VS. PROPOSED
FOR 5317 HIGH CROSSING BLVD - GRANDSTAY HOTEL & SUITES

FILE NAME	RENDERINGS OF CURRENT VS. PROPOSED	DATE	08.23.16
JOB NAME	GRANDSTAY HOTEL & SUITES		
LOCATION	5317 HIGH CROSSING BLVD.		



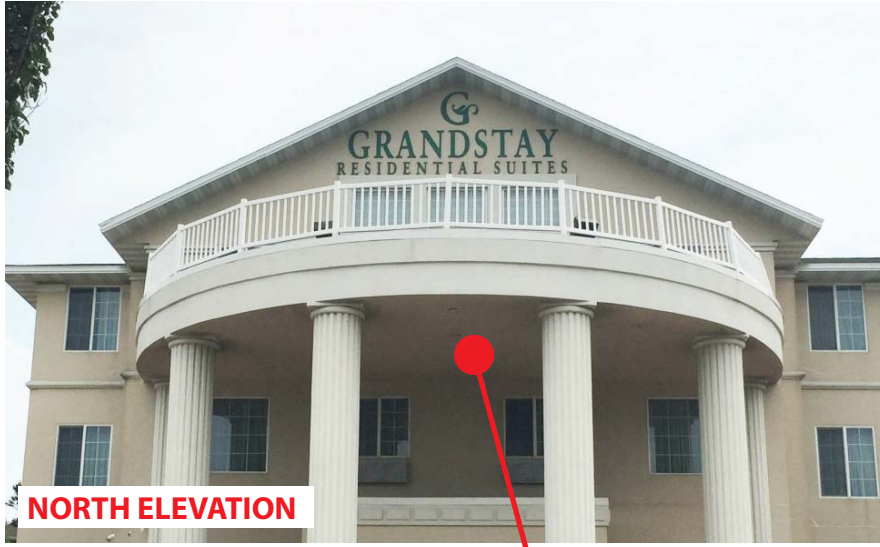


FILE NAME	PROPOSED SIGNABLE AREAS	DATE	08.23.16
JOB NAME	GRANDSTAY HOTEL & SUITES		
LOCATION	5317 HIGH CROSSING BLVD.		

PROPOSED SIGNABLE AREA FOR 5317 HIGH CROSSING BLVD - GRANDSTAY HOTEL & SUITES

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NORTH ELEVATION



WEST ELEVATION



EXISTING GROUND SIGN

FILE NAME	SURVEY OF EXISTING SIGNAGE	DATE	08.23.16
JOB NAME	GRANDSTAY HOTEL & SUITES		
LOCATION	5317 HIGH CROSSING BLVD.		