

# 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

Date Submitted: <u>9-19-2011</u>	Informational Presentation Initial Approval Final Approval
UDC Meeting Date: <u>October 5, 2011</u>	
Combined Schedule Plan Commission Date (if applicable): _____	

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

.. Project Address: HOMERWOOD SUITE 3  
Project Title (if any): 479 Commerce Dr. Madison WI

.. 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-\$500 fee) ☒ Street Graphics Variance\* (public hearing-\$300 fee)
- ☐ Signage Exception(s) in an Urban Design District (public hearing-\$300 fee)

## Other:

☒ Please specify: Exception to Face Retention Pond; Refer. Sec. 31.413, Subsection 3, Paragraph D

## I. Applicant, Agent & Property Owner Information:

Applicant Name: Larry Jones  
Street Address: 585 Babcock Street  
Telephone: (847) 415-5138 Fax: (847) 520-1543  
Project Contact Person: Same as above  
Street Address: \_\_\_\_\_  
Telephone: ( ) Fax: ( )

Company: Kieffer & Co. Inc.  
City/State: Lancaster, IL Zip: 60145  
Email: jones@kieffersigns.com  
Company: \_\_\_\_\_  
City/State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Email: \_\_\_\_\_

## Project Owner (if not applicant): The North Central Group

Street Address: 1100 Aspen Commons Ste 200  
Telephone: (608) 231-3117 Fax: (608) 831-6399

City/State: Middleton, WI Zip: 53562  
Email: jkoester@ncg-hotels.com

## I. 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 Matt Tucker & Chrissy on 9-13-2011.

(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: Larry Jones Relationship to Property: Signage Project Manager  
Authorized Signature: [Signature] Date: 9-19-2011

Urban Design Commission  
Department of Planning and Development  
215 Martin Luther King, Jr. Blvd.  
Madison, WI 53701

RE: Variance and Signage Exception:  
Homewood Suites  
479 Commerce Drive  
Madison, WI 53719

Project Name: Homewood Suites  
Madison, WI

Signage Contractor: Kieffer & Co., Inc.  
585 Bond St  
Lincolnshire, IL 6006

Dear UDC Members,

Within the enclosed attachments you will find our formal sign package proposal for Homewood Suites located at 479 Commerce Drive.

Communicating a Consistent Brand to our customers:  
In the summer of 2016, Homewood Suites launched a re-positioning of their channel letter display. We are currently in the process of re-branding all of the existing hotels across the country.

*Homewood Suites has always been focused on their guests experience and is continually looking to upgrade and refresh it's hotels to stay ahead of the curve in this highly competitive market.*

Variance: The UDC shall apply the following criteria upon review of an application for a Variance:

Modifications of Height, Area or Setback. After a public hearing as provided in Sec. 33.24(4)(e)3., the UDC may approve a sign with up to fifty percent (50%) greater net area or fifty percent (50%) higher than the maximum height otherwise allowed, or reduce the required yard or setback if such approval:

- (a) Is necessary for a sign located on the site of an establishment to be identifiable and legible from the nearest roadway at prevailing speeds; and
- (b) Will result in a sign more in scale with the building and site and in a superior overall design.

*We feel that the South wall sign is appropriately sized and scaled in relation to the signable area of the façade. The new sign is 18.73 square feet. We are asking for a variance for 2.64 square feet vs. the 16.09 allowed per the signable area. The hotel displays an existing channel letter display with a "Hilton" capsule. We are looking to replace the capsule with 5.25" By Hilton individual flat cut out letters.*

*Exception:*

*Exception to face retention pond; Refer to section 31.043, subsection 3, paragraph D*

*North elevation wall sign facing retention pond: While the sign faces a retention pond, it is seen by the driving public on the highway to advertise there is a hotel in the area. The existing channel letter display is 167.04 square feet. The proposed new re-positioned channel letter display omitting the "Hilton" capsule and replacing it with individual "By Hilton" channel letters is 83.53 square feet. Below the allowable signage area of 111 square feet.*

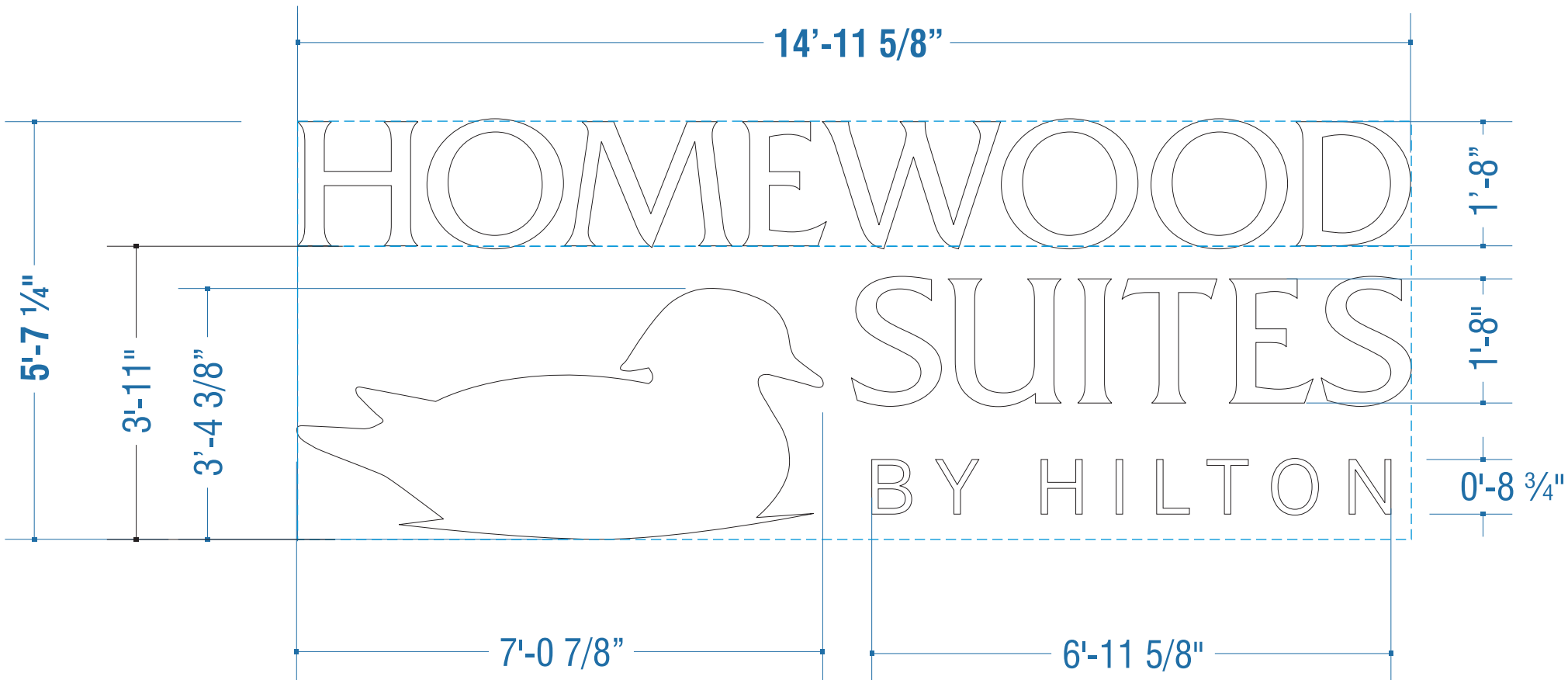








SITE IDENTIFICATION  
Custom Letter / Logo Set



83.53 S.F.

BUILDING LETTERS

EXISTING "HOMEWOOD SUITES" LETTERS TO BE REUSED,  
AND ARE LAID OUT TO MIMIC NEW STANDARD LAYOUT.

NEW POWER SUPPLIES TO BE SUPPLIED BY KIEFFER.

Scale: 1/2" = 1'-0"

SPECIFICATIONS FOR NEW "DUCK" AND "BY HILTON" LETTERS

- 5" (127mm) DEEP CHANNEL LETTERS w/ REMOTE POWER SUPPLIES.
- .040" (1mm) THK. ALUM. RETURNS with .050" (1.3mm) THK. ALUM. CAD CUT BACKS. RETURNS PAINTED PMS 323C.
- .177" (4.5mm)THK. CYRO SG WRT31 WHITE FACES 1" GOLD JEWELITE (OR APPROVED EQUIV.) RETAINER TO BE USED PER MANUFACTURERS RECOMMENDATIONS.

For Variance

Madison, WI



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585 Bond Street - Lincolnshire, IL 60069  
PHONE: (847) 520-1255 FAX: (847) 520-1543  
[www.kieffersigns.com](http://www.kieffersigns.com)

CUSTOMER: Homewood Suites  
LOCATION: Madison, WI  
SALESMAN: L. Jones  
DESIGNER: JRS  
DATE: 05 / 11 / 16

☒ Artwork  
☒ Design  
☒ Survey  
All boxes checked to Enter Order



COMPANION FILES

PRODUCTION PROCESSING

Kieffer Item # \_\_\_\_\_  
Job # \_\_\_\_\_  
-001 \_\_\_\_\_  
-002 \_\_\_\_\_  
-003 \_\_\_\_\_  
-004 \_\_\_\_\_

REVISION:	INITIALS:	DATE:
A No TM	MSO	7/6/16
B SHOW SF	MSO	9/6/16
C Drawings for Variance	MSO	9/15/16
D		
E		
F		
G		
H		
I		
J		

B71026C

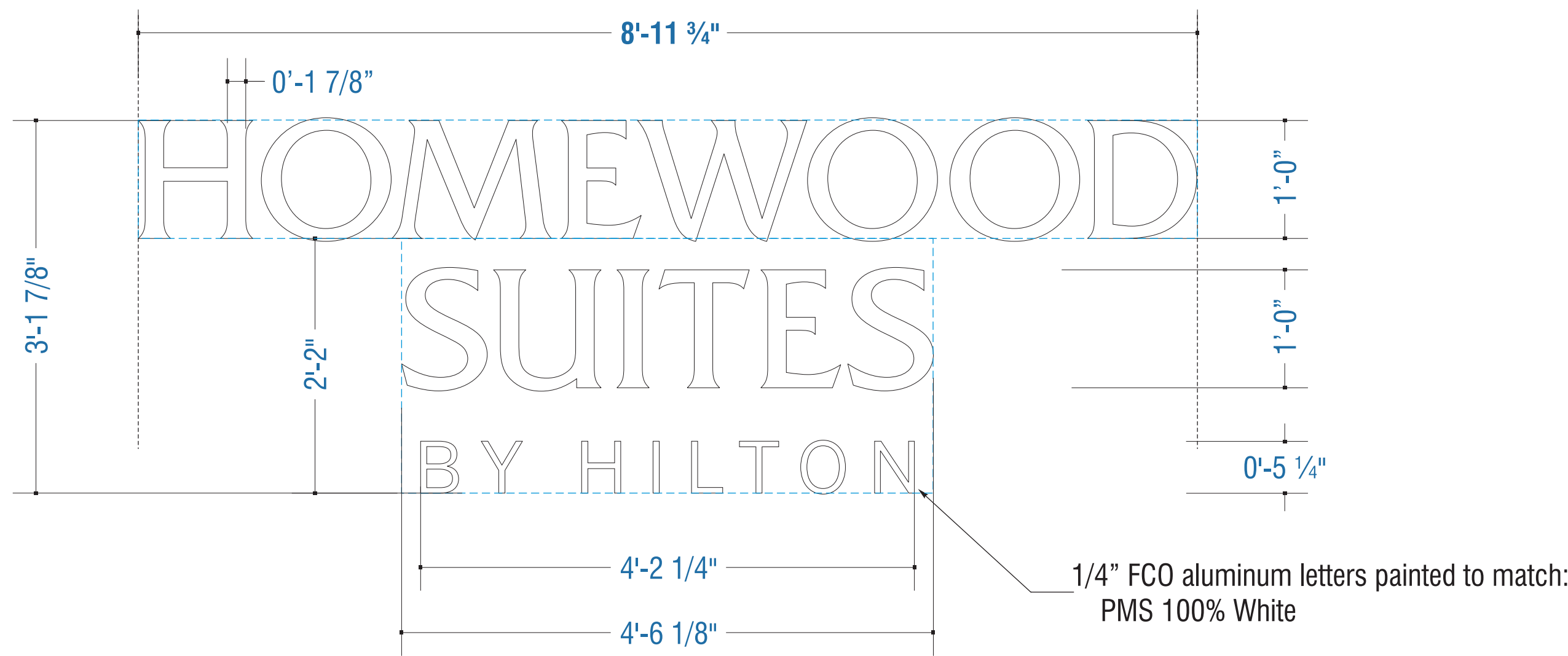








SITE IDENTIFICATION  
Custom Letter / Logo Set



18.73 S.F.

BUILDING LETTERS

EXISTING "HOMEWOOD SUITES" LETTERS TO BE REUSED,  
AND ARE LAID OUT TO MIMIC NEW STANDARD LAYOUT.

NEW POWER SUPPLIES TO BE SUPPLIED BY KIEFFER.

Scale: 1" = 1'-0"

SPECIFICATIONS FOR NEW "BY HILTON" LETTERS

- 5" (127mm) DEEP CHANNEL LETTERS w/ REMOTE POWER SUPPLIES.
- .040" (1mm) THK. ALUM. RETURNS with .050" (1.3mm) THK. ALUM. CAD CUT BACKS. RETURNS PAINTED PMS 323C.
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For Variance

Madison, WI



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PHONE: (847) 520-1255 FAX: (847) 520-1543  
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CUSTOMER: Homewood Suites  
LOCATION: Madison, WI  
SALESMAN: L. Jones  
DESIGNER: JRS  
DATE: 05 / 11 / 16

☒ Artwork  
☒ Design  
☒ Survey  
All boxes checked to Enter Order



COMPANION FILES

PRODUCTION PROCESSING

Kieffer Item # \_\_\_\_\_  
Job # \_\_\_\_\_  
-001 \_\_\_\_\_  
-002 \_\_\_\_\_  
-003 \_\_\_\_\_  
-004 \_\_\_\_\_

REVISION:	INITIALS:	DATE:
A	MSO	9/6/16
B	MSO	9/15/16
C		
D		
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F		
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H		
I		
J		

B71026G





# HWS – Madison West

