

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: 10-26-16

UDC Meeting Date: _____

Combined Schedule Plan Commission Date (if applicable): _____

Informational Presentation

Initial Approval

Final Approval

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

1. Project Address: 2424 University Ave. Madison, WI 53726
Project Title (if any): Best Western Plus Inn Tower

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

Other:

☐ Please specify: _____

3. Applicant, Agent & Property Owner Information:

Applicant Name: Kathrynne Kippes
Street Address: 2242 Mustang Way
Telephone: (608) 841-7742 Fax: ()

Company: La Crosse Sign Company
City/State: Madison, WI Zip: 53718
Email: Kathrynne.Kippes@lacsosesign.com

Project Contact Person: Same as Applicant
Street Address: _____
Telephone: () Fax: ()

Company: _____
City/State: _____ Zip: _____
Email: _____

Project Owner (if not applicant): Joe Baldwin
Street Address: 600 Highland
Telephone: (608) 233-1847 Fax: (608) 233-1325

City/State: Madison, WI Zip: 53792
Email: jbaldwin@inntower.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 _____ on _____.

(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 Kathrynne Kippes Relationship to Property Sign Installer
Authorized Signature Kathrynne Kippes Date 10/26/16

October 26, 2016

TO: City of Madison, Urban Design Commission

FROM: Bill Rupp, serving as agent for Best Western InnTower

RE: Best Western Inn Tower
2424 University Ave.
Madison, WI 537126

New Best Western Plus InnTower cabinet & building letters.

Existing use of this site: Best Western Plus

Existing signage: All the existing signage meets the current sign code standards.

Proposal: Best Western Plus InnTower is asking for the consideration of adding one set of 145.56 Sq. Ft. illuminated channel letters and logo to the West Elevation.

Request for approval: Best Western Plus InnTower requests approval of one set of Illuminated Channel Letters and Logo
31.043:

2. Proposed letterset to compose 60% of signable area, if granted.
 - A. The proposed signage is necessary for business identification. Best Western Plus is removing their 45' pylon sign, therefore they will need ample building signage to communicate to their customer base. The building signage has a much larger need since they will no longer have the identification from their 64 sq ft. pylon sign cabinet.
 - B. The visual harmony of the signage is negatively impacted by installing a sign that only constitutes 30% of the signable area. Best Western Inn feels that allowing for 60% of the signable area with the proposed Channel letterset would create a more appealing overall visual appearance.

Thank you for your consideration

Bill Rupp
La Crosse Sign Company

WI. BUILDING CONTRACTOR REGISTRATION #1104371



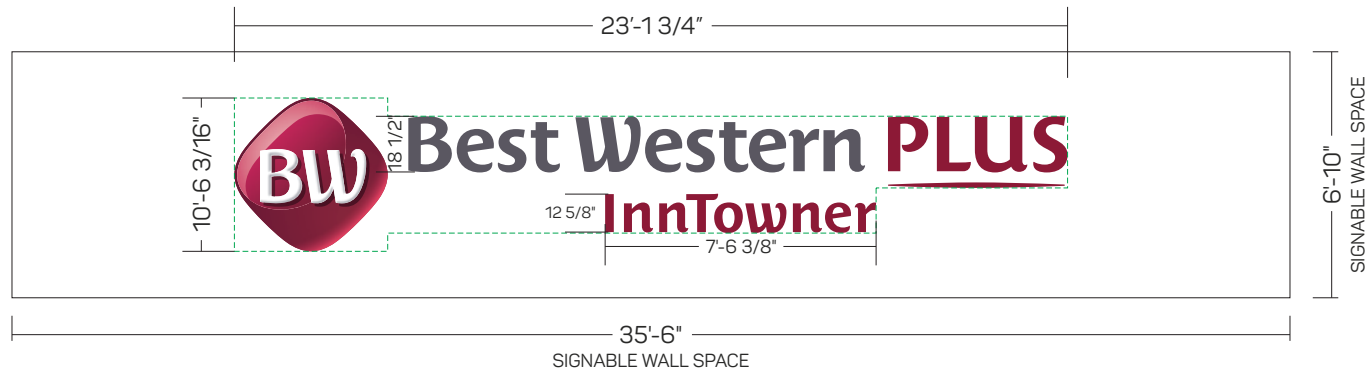


OPTION 1



EXISTING:
15' TALL × 62' WIDE WALL

PROPOSED
30% of signable area



□ = BOXED AREA: 72.774 SQ FT

GRAPHIC DETAIL
SCALE: 3/16" = 1'-0"

APPROVAL BOX - PLEASE INITIAL

CUSTOMER APPROVAL

Date

NOTE: Elevation drawings are for customer approval only, drawings are not to be used as any installation guide, all dimensions must be verified before installation.

Customer: BEST WESTERN PLUS	Date: 9/30/16	Prepared By: IDV/CM/RM	<small>Note: Color output may not be exact when viewing or printing this drawing. All colors used are PMS or the closest CMYK equivalent. If these colors are incorrect, please provide the correct PMS match and a revision to this drawing will be made.</small>
Location: MADISON, WI	File Name: 139840 - R9 - MADISON, WI - SIGN PACKAGE	Eng: -	

persona
SIGNS | LIGHTING | IMAGE

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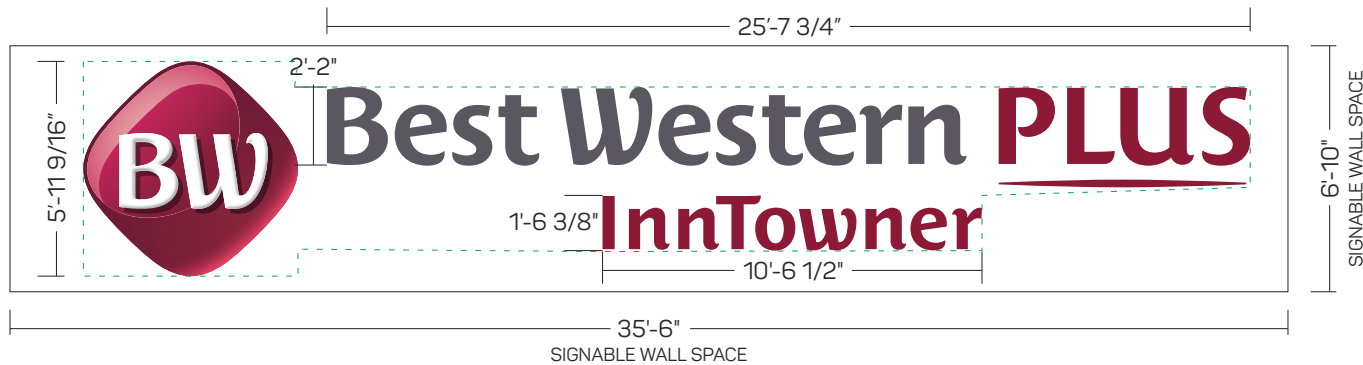
OPTION 2



EXISTING:
15' TALL × 62' WIDE WALL

PROPOSED

60% of signable area



[] = BOXED AREA: 145.56 SQ FT

GRAPHIC DETAIL
SCALE: 3/16" = 1'-0"

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EXISTING:
12'-8 1/16" TALL x 9'-9 1/2" CABINET

PROPOSED



NOTE: DAYTIME VIEW


GRAPHIC DETAIL
SCALE: 3/16" = 1'-0"

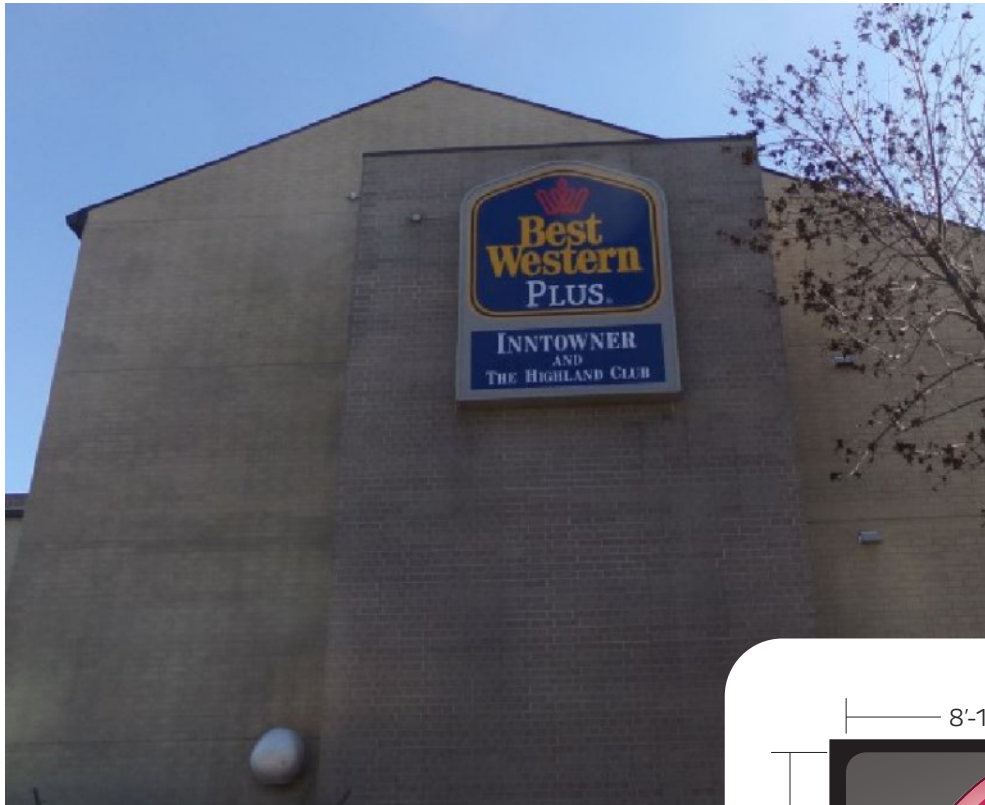
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EXISTING:
12'-8 1/16" TALL x 9'-9 1/2" CABINET

PROPOSED



NOTE: NIGHT VIEW


GRAPHIC DETAIL
SCALE: 3/16" = 1'-0"

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EXISTING:
 3'-6 5/8" TALL × 2'-7 1/8" CABINET
 8'2" OAH



PROPOSED

NOTE: DAYTIME VIEW




GRAPHIC DETAIL
 SCALE: 3/4" = 1'-0"

CABINET BOXED AREA: 8.65 SQ FT

APPROVAL BOX - PLEASE INITIAL		
CUSTOMER APPROVAL		Date

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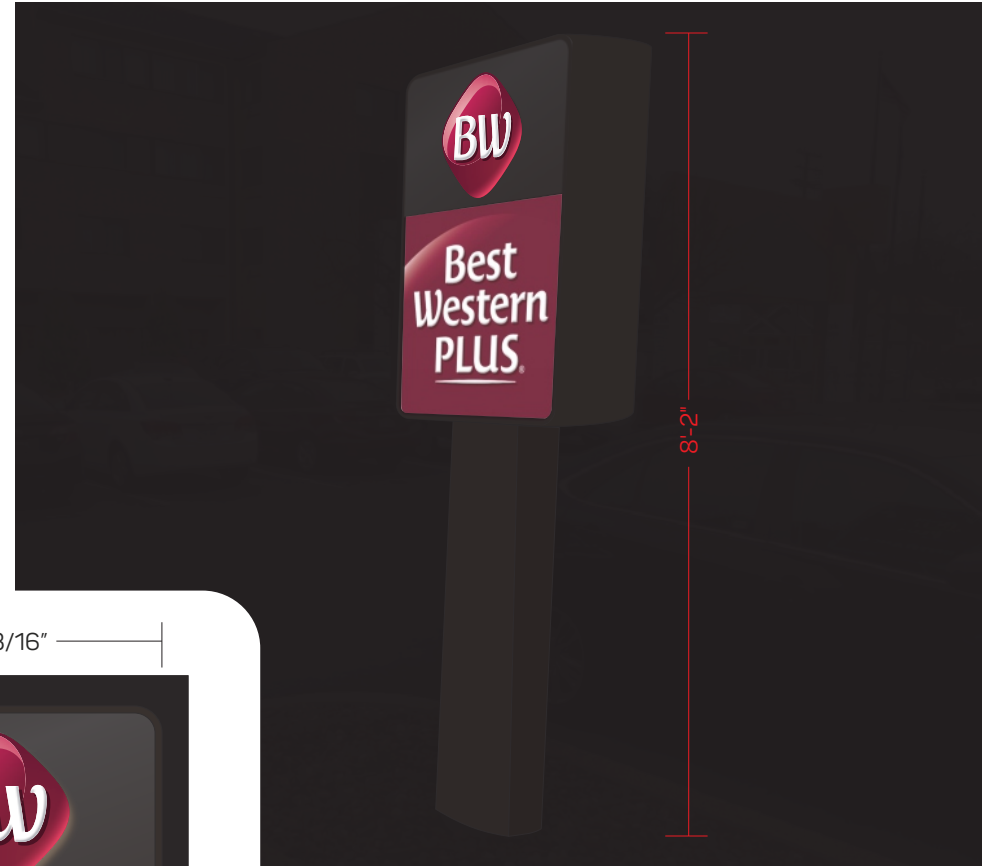
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EXISTING:
 3'-6 5/8" TALL × 2'-7 1/8" CABINET
 8'2" OAH



GRAPHIC DETAIL
 SCALE: 3/4" = 1'-0"



PROPOSED


NOTE: NIGHT VIEW

CABINET BOXED AREA: 8.65 SQ FT

APPROVAL BOX - PLEASE INITIAL

CUSTOMER APPROVAL		Date
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EXISTING:
 3'-6 5/8" TALL x 2'-7 1/8" CABINET
 8'2" OAH



NOTE: DAYTIME VIEW

PROPOSED




GRAPHIC DETAIL
 SCALE: 3/4" = 1'-0"

CABINET BOXED AREA: 8.65 SQ FT

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