

AGENDA # 4

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: June 28, 2017

TITLE: 4802 Tradewinds Parkway – Street
Graphics Variance for “Sleep Inn &
Suites/MainStay Suites” in UDD No. 1.
16th Ald. Dist. (47496)

REFERRED:

REREFERRED:

REPORTED BACK:

AUTHOR: Chris Wells, Acting Secretary

ADOPTED:

POF:

DATED: June 28, 2017

ID NUMBER:

Members present were: Richard Wagner, Chair; Dawn O’Kroley, Tom DeChant, John Harrington, Amanda Hall, Lois Braun-Oddo and Rafeeq Asad.

SUMMARY:

At its meeting of June 28, 2017, the Urban Design Commission **GRANTED FINAL APPROVAL** of a Street Graphics Variance located at 4802 Tradewinds Parkway in UDD No. 1. Appearing on behalf of the project was Mary Beth Growney Selene, representing Ryan Signs, Inc. Sleep Inn & Suites has been in operation since 2008, and they are now adding on a separate brand to that building, “Main Stay.” The two have a common access area on the first floor level and will share the registration desk, swimming pool and restaurant. The request is to maintain the original approval from 2008, and to add signs for the new “Main Stay,” all of which are in compliance with two exceptions: the height of all of them, and to ask for a 0.9-square-foot variance for a directional sign. The pylon sign will have “Main Stay” on one side and “Sleep Inn & Suites” on the other. The brand has their standard sign which is slightly larger than the City’s code.

ACTION:

On a motion by Asad, seconded by Braun-Oddo, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (6-0).