

# URBAN DESIGN COMMISSION APPLICATION

# UDC

City of Madison  
 Planning Division  
 126 S. Hamilton St.  
 P.O. Box 2985  
 Madison, WI 53701-2985  
 (608) 266-4635



### FOR OFFICE USE ONLY:

Paid \_\_\_\_\_ Receipt # \_\_\_\_\_  
 Date received \_\_\_\_\_  
 Received by \_\_\_\_\_  
 Aldermanic District \_\_\_\_\_  
 Zoning District \_\_\_\_\_  
 Urban Design District \_\_\_\_\_  
 Submittal reviewed by \_\_\_\_\_

Complete all sections of this application, including the desired meeting date and the action requested.

*If you need an interpreter, translator, materials in alternate formats or other accommodations to access these forms, please call the phone number above immediately.*

### 1. Project Information

Address: 516 Grand Canyon Dr.  
 Title: \_\_\_\_\_

### 2. Application Type (check all that apply) and Requested Date

UDC meeting date requested JAN 29, 2020  
 New development       Alteration to an existing or previously-approved development  
 Informational           Initial approval           Final approval

### 3. Project Type

Project in an Urban Design District  
 Project in the Downtown Core District (DC), Urban Mixed-Use District (UMX), or Mixed-Use Center District (MXC)  
 Project in the Suburban Employment Center District (SEC), 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 Residential Building Complex

**Signage**  
 Comprehensive Design Review (CDR)  
 Signage Variance (i.e. modification of signage height, area, and setback)

**Other**  
 Please specify Exception to a rule

### 4. Applicant, Agent, and Property Owner Information

Applicant name Chris Cronin Company JNB Signs, Inc.  
 Street address 1221 Venture Dr. City/State/Zip Janesville WI 53546  
 Telephone 608-754-6338 Email ccronin@jnb-signs.com

Project contact person \_\_\_\_\_ Company \_\_\_\_\_  
 Street address same as 'Applicant' City/State/Zip \_\_\_\_\_  
 Telephone \_\_\_\_\_ Email \_\_\_\_\_

Property owner (if not applicant) Patrick Sias  
 Street address 516 Grand Canyon Dr. City/State/Zip Madison, WI 53719  
 Telephone 608-662-1990 Email madison.west.wi@americinn.com

5. Required Submittal Materials

- Application Form
- Letter of Intent
  - If the project is within an Urban Design District, a summary of how the development proposal addresses the district criteria is required
  - For signage applications, a summary of how the proposed signage is consistent with the applicable CDR or Signage Variance review criteria is required.
- Development plans (Refer to checklist provided below for plan details)
- Filing fee
- Electronic Submittal\*



Each submittal must include fourteen (14) 11" x 17" collated paper copies. Landscape and Lighting plans (if required) must be full-sized. Please refrain from using plastic covers or spiral binding.

Both the paper copies and electronic copies must be submitted prior to the application deadline before an application will be scheduled for a UDC meeting. Late materials will not be accepted. A completed application form is required for each UDC appearance.

For projects also requiring Plan Commission approval, applicants must also have submitted an accepted application for Plan Commission consideration prior to obtaining any formal action (initial or final approval) from the UDC. All plans must be legible when reduced.

*\*Electronic copies of all items submitted in hard copy are required. Individual PDF files of each item submitted should be compiled on a CD or flash drive, or submitted via email to [udcapplications@cityofmadison.com](mailto:udcapplications@cityofmadison.com). The email must include the project address, project name, and applicant name. Electronic submittals via file hosting services (such as Dropbox.com) are not allowed. Applicants who are unable to provide the materials electronically should contact the Planning Division at (608) 266-4635 for assistance.*

6. Applicant Declarations

1. Prior to submitting this application, the applicant is required to discuss the proposed project with Urban Design Commission staff. This application was discussed with staff on \_\_\_\_\_.
2. 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.

Applicant name Chris Cronin Relationship to property Sign Installation vendor  
 Authorized signature of Property Owner Michael E Sits Date 12/17/2019

7. Application Filing Fees

Fees are required to be paid with the first application for either initial or final approval of a project, unless the project is part of the combined application process involving the Urban Design Commission in conjunction with Plan Commission and/or Common Council consideration. Make checks payable to City Treasurer. Credit cards may be used for application fees of less than \$1,000.

Please consult the schedule below for the appropriate fee for your request:

- Urban Design Districts: \$350 (per §35.24(6) MGO).
- Minor Alteration in the Downtown Core District (DC) or Urban Mixed-Use District (UMX) : \$150 (per §33.24(6)(b) MGO)
- Comprehensive Design Review: \$500 (per §31.041(3)(d)(1)(a) MGO)
- Minor Alteration to a Comprehensive Sign Plan: \$100 (per §31.041(3)(d)(1)(c) MGO)
- All other sign requests to the Urban Design Commission, including, but not limited to: appeals from the decisions of the Zoning Administrator, requests for signage variances (i.e. modifications of signage height, area, and setback), and additional sign code approvals: \$300 (per §31.041(3)(d)(2) MGO)

A filing fee is not required for the following project applications if part of the combined application process involving both Urban Design Commission and Plan Commission:

- Project in the Downtown Core District (DC), Urban Mixed-Use District (UMX), or Mixed-Use Center District (MXC)
- Project in the Suburban Employment Center District (SEC), Campus Institutional District (CI), or Employment Campus District (EC)
- Planned Development (PD): General Development Plan (GDP) and/or Specific Implementation Plan (SIP)
- Planned Multi-Use Site or Residential Building Complex

7/2/19

To Whom It May Concern,

I own the AmericInn by Wyndham Madison West property at 516 Grand Canyon Drive, Madison, WI 53719. My contact info is Michael E. Sias, phone: (920) 602-0147, email: siaslawgrnlke@gmail.com. I approve the installation of the proposed exterior signage (new monument sign faces, (1) 48" channel letter set and (2) 30" channel letter sets) by the MC Group.

Sincerely,

A handwritten signature in black ink that reads "Michael E. Sias". The signature is written in a cursive style with a prominent initial "M" and a stylized "Sias".

Michael E. Sias

# AmericInn

## 516 Grand Canyon Drive

### Letter of Intent:

Property owner would like to be granted a UDC "exception to the rule" to allow a wall sign on the north elevation. They are aware that this elevation does not face a parking area and that it does not have street frontage.

We reference code section 31.043(3) "Additional Sign Code Approvals.

Specifically 31.043(3) (d) "Permit the use of wall signs on building facades not adjacent to off-street parking areas where, due to a variation of building setbacks, a sign-able area exists, provided the area of the sign shall not exceed the area of the wall sign permitted on the front of the building."

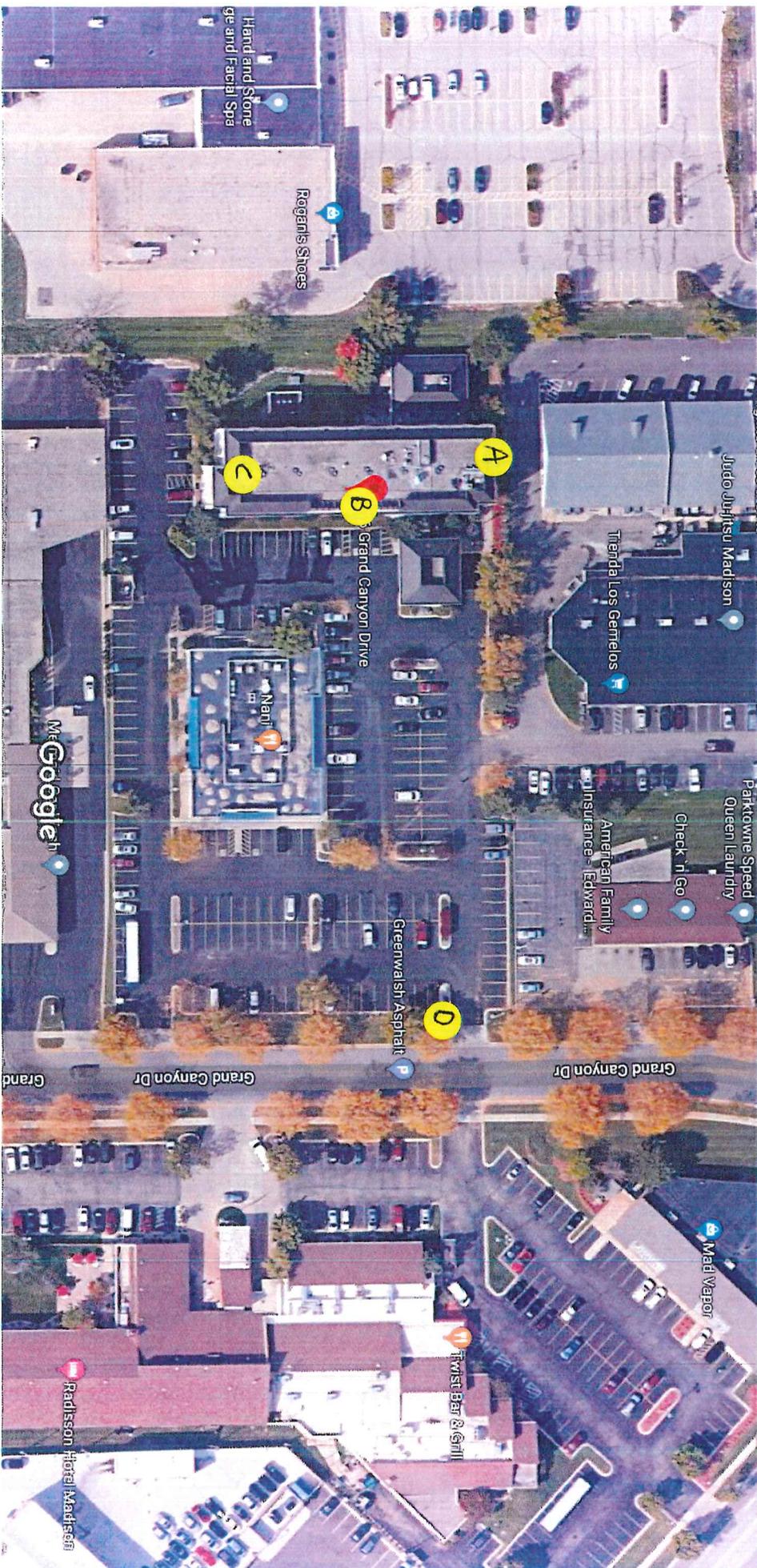
The north elevation currently has signage which was allowed from a previous sign code. Due to the height of the building façade, it is clearly visible from Odana Rd. (photos are provided in the packet) The proposed new sign does not exceed the sign area of the wall sign for the front elevation, per 31.043(3)(d).

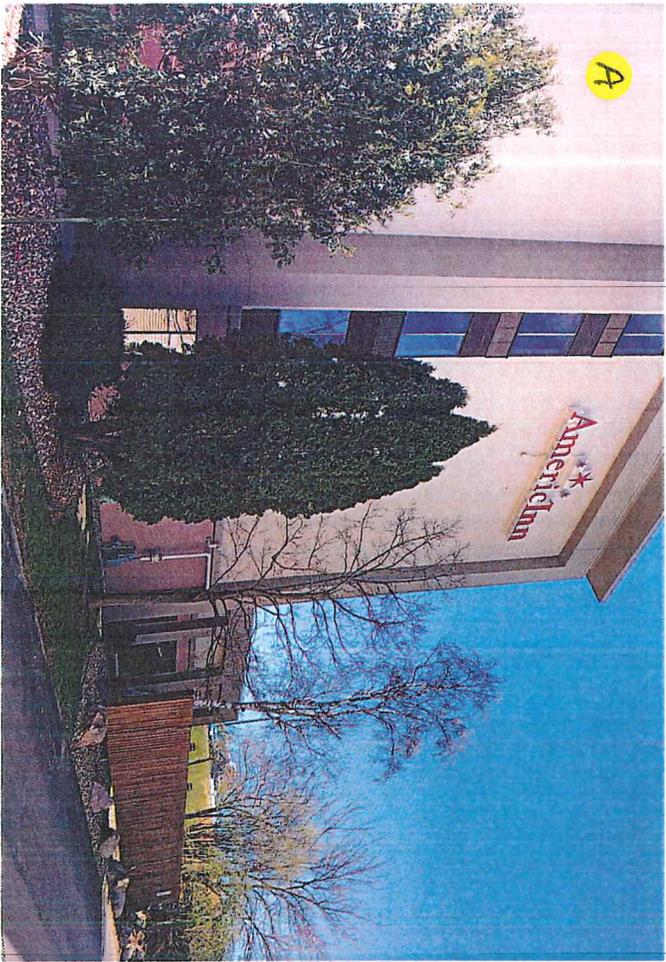
The proposed sign for the north elevation is an exact match for the south elevation. Both signs are compliant with existing sign code for sizing.

AmericInn feels this request is within the spirit of the purpose of 31.043(3)(d). They ask that you approve a wall sign for the north elevation per attached drawings. Thank you.



Chris Cronin (applicant)





Google Maps

6728 Odana Rd



Google

Image capture: Aug 2018 © 2019 Google

Madison, Wisconsin

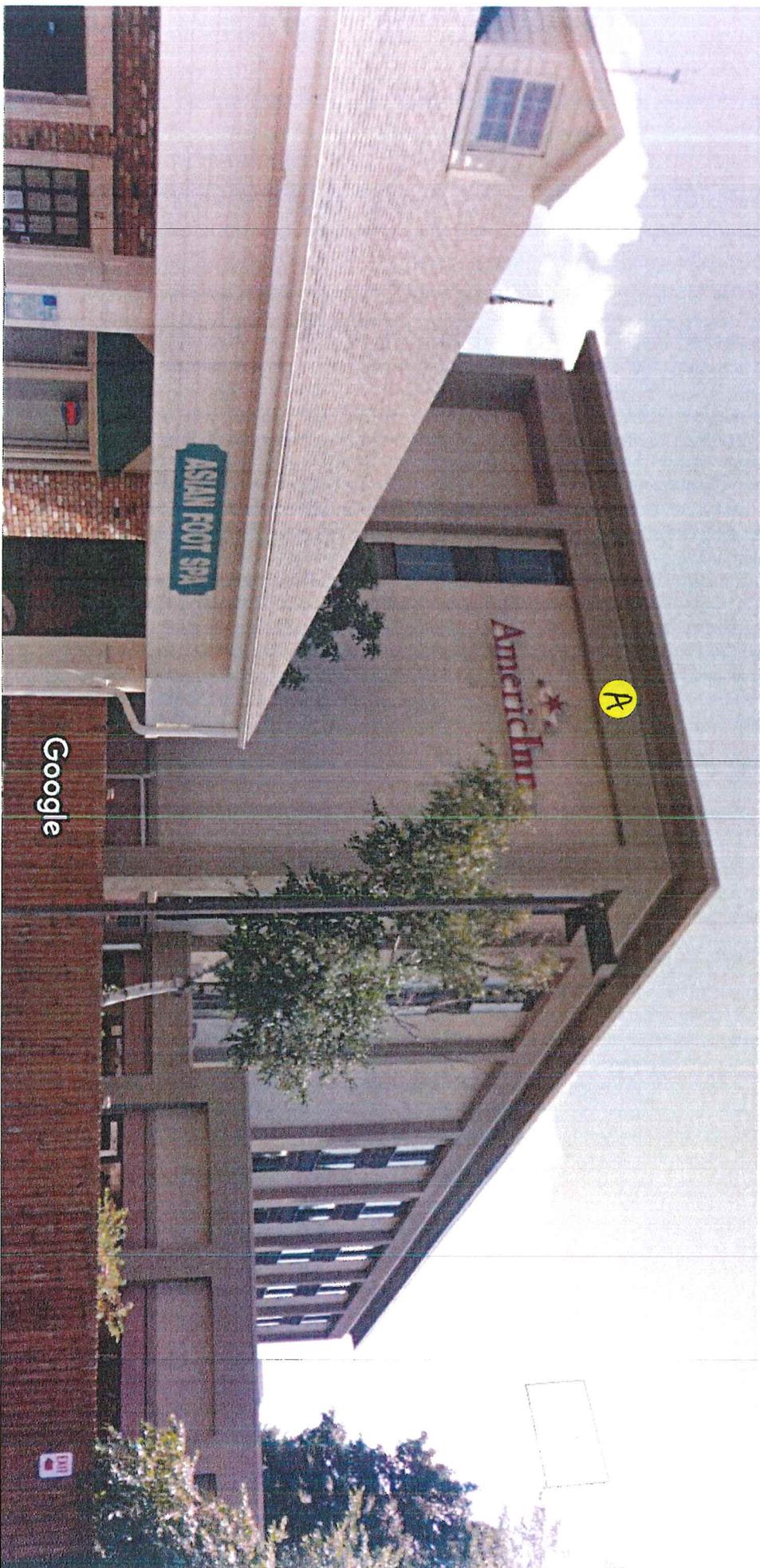


Street View



Google Maps

Madison, Wisconsin



Google

Street View

Image capture: Aug 2018 © 2019 Google

A



**NORTH ELEVATION**

Scale: 3/32" = 1'-0"

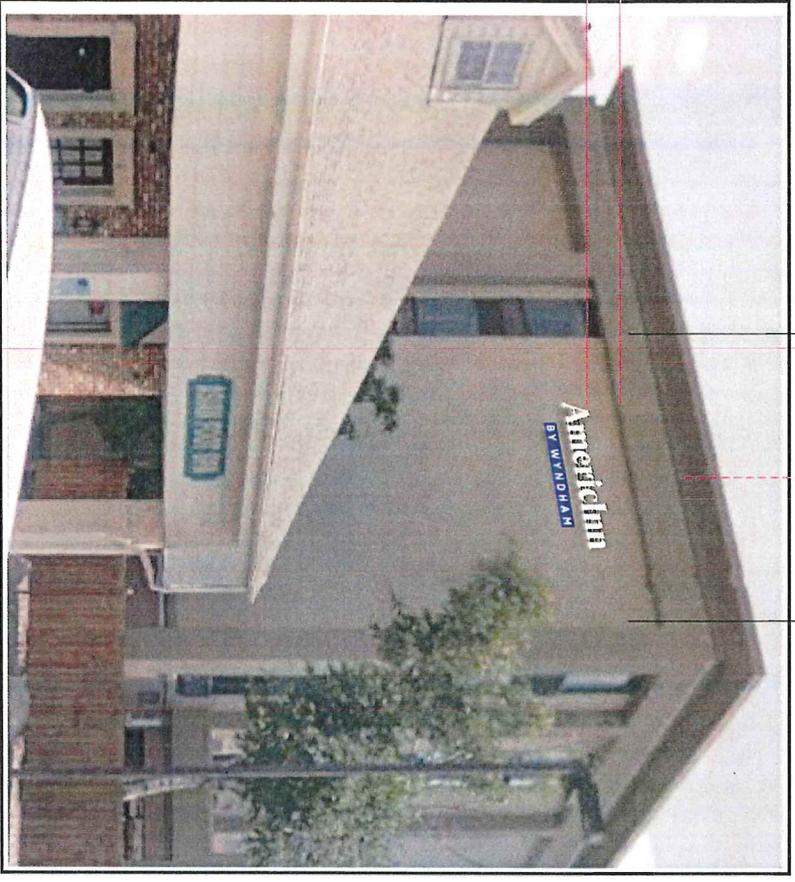
24"

CUSTOM LAYOUT

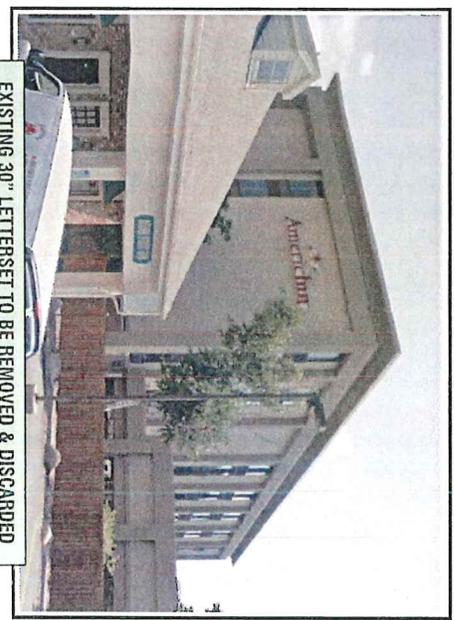
25'-5"

C/L

3'-0"



**EXISTING CONDITIONS**  
*For Reference Only*



**COLOR PALETTE**

- WALL COLOR
- SW6106 Klimm beige

**REVISION HISTORY:**

DATE	DESCRIPTION
06/03/19 DR	Revised size, no wall sign option, only channel letters
09/26/19 JT	Added dims and wall color based on survey
09/07/19 JH	Updated elevation panel from east to north
07/14/20 JH	Revised by wyndham tracway to be blue
07/16/20 JH	Revised to 24" custom letterset

CLIENT SIGNATURE

APPROVAL DATE



8959 Tyler Boulevard  
Mentor, Ohio 44060  
440.209.6200  
800.627.4460  
theMCGroup.com

CLIENT: **Americhin**  
BY WYNDHAM

ADDRESS: 516 GRAND CANYON DRIVE  
MADISON, WI 53719

PAGE NO. 7

TICKET NO: 536907

DATE: 04/19/19

DESIGNER: JH

PROJECT MANAGER: NICK WIGEL | RHONDA WALLACE

ELECTRICAL FILE NAME: WYNDHAMAMERICHW2019WVAMERICIN - MADISON

PRINTS ARE THE EXCLUSIVE PROPERTY OF MC GROUP. THIS MATERIAL SHALL NOT BE USED, DUPLICATED, OR OTHERWISE REPRODUCED WITHOUT THE PRIOR WRITTEN CONSENT OF MC GROUP.

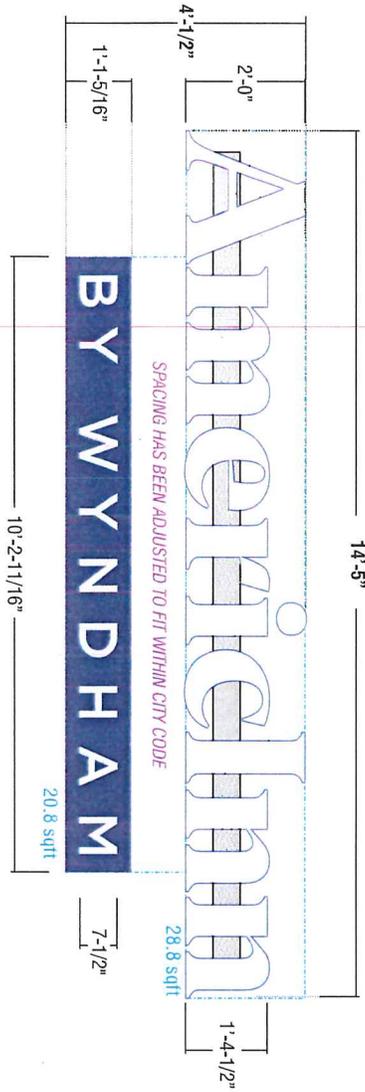


24"

CUSTOM LAYOUT

**FACE LIT CHANNEL LETTERS**

Scale: 1/2" = 1'-0"  
49.6 square feet (boxed)



SPACING HAS BEEN ADJUSTED TO FIT WITHIN CITY CODE

20.8 sqft

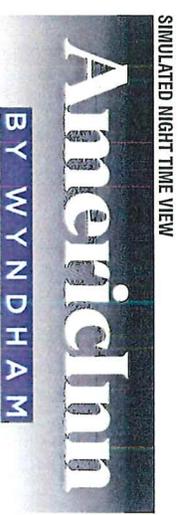
**BY WYNDHAM**

7'-1/2"

28.8 sqft

**COLOR PALETTE**

RACEWAY COLOR  
SW6106 Kilim Beige



SIMULATED NIGHT TIME VIEW

- FACES:** White acrylic to match Wyndham specs
- TRIMCAP:** 1" Trimcap to match Wyndham specs
- RETURNS:** 5" returns painted to match Wyndham specs
- BACKS:** Aluminum backs to match Wyndham specs
- ILLUM.:** White LEDs as required by manufacturer, *Americlmm*<sup>®</sup> power supplies housed in raceway, *BY WYNDHAM*<sup>®</sup> power supplies housed in channel cabinet
- INSTALL:** 5.5" x 5.375" extruded alum. raceway, to house all electrical components; Raceway behind *Americlmm*<sup>®</sup> painted SW6106 Kilim Beige; Thru bolt raceway flush to wall surface using min. 3/8" all-thread fasteners with wood blocking as required;
- BY WYNDHAM*<sup>®</sup> channel cabinet to be thru bolted flush to wall surface using min. 3/8" all thread fasteners w/ wood blocking

**QUANTITY:** (2) TWO LETTERSETS REQUIRED FOR NORTH & SOUTH ELEVATIONS



8959 Tyler Boulevard  
Mentor, Ohio 44060  
440.209.6200  
800.627.4460  
themcgroup.com

**CLIENT:** *Americlmm* BY WYNDHAM

**ADDRESS:** 516 GRAND CANYON DRIVE  
MADISON, WI 53719

**PAGE NO.:** 8

**TICKET NO.:** 536307

**PROJECT MANAGER:** NICK WEGEL | RHONDA WALLACE

**DESIGNER:** JH

**DATE:** 04/19/19

**ELECTRICAL FILE NAME:** WYNDHAMAMERICLMM2019WYNDHAM - MADISON

**REVISION HISTORY:**

DATE	DESCRIPTION
06/09/19 DR	Revised size, no wall sign option only channel letters
06/26/19 JT	Updated raceway color based on survey; Artwork approved by customer
07/09/19 DR	Box square footage
08/01/19 JH	Updated elevation callouts in qty
08/07/19 JH	Reduced space in letter set to reduce sq ft per code
07/14/20 JH	Revised by wyndham raceway to be blue
01/16/20 JH	Revised to 24" custom letter set

**CLIENT SIGNATURE:**

**APPROVAL DATE:**

PRINTS ARE THE EXCLUSIVE PROPERTY OF MC GROUP. THIS MATERIAL SHALL NOT BE USED, DUPLICATED, OR OTHERWISE REPRODUCED WITHOUT THE PRIOR WRITTEN CONSENT OF MC GROUP.

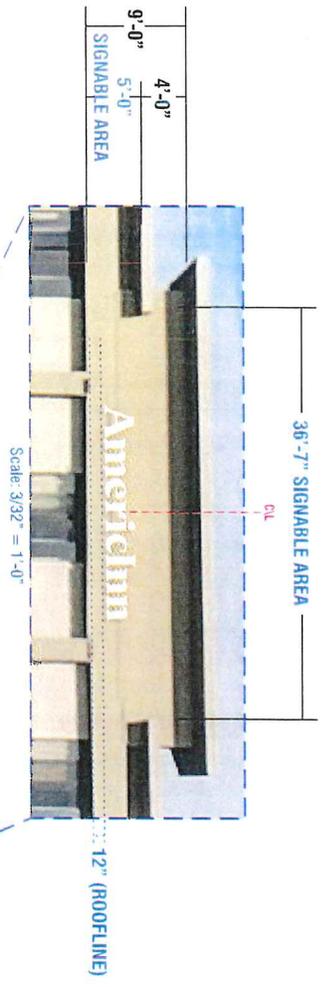
B



**ENTRANCE (EAST) ELEVATION**

SIGNABLE AREA: 5'-0" X 36'-7" = 182.92sf  
 ALLOWABLE: 182.92 X 30% = 54.88sf

**32"**  
 CUSTOM LAYOUT SIZE



**EXISTING CONDITIONS**

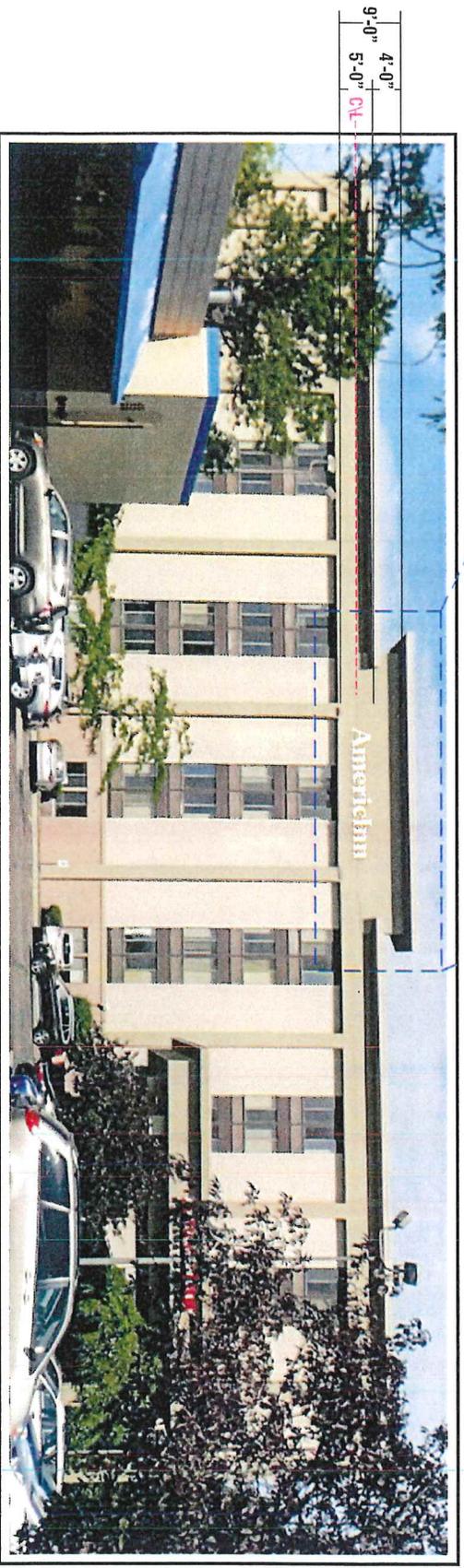


EXISTING 4'-3"H LETTERSET TO BE REMOVED & DISCARDED

For Reference Only

**COLOR PALETTE**

- WALL COLOR
- SW6105 Kiffin Beige



Scale: 1/16" = 1'-0"



8959 Tyler Boulevard  
 Mentor, Ohio 44060  
**440.209.6200**  
**800.627.4460**  
 theMCGroup.com

**CLIENT:**  
 AmeriCall  
 BY WYNDHAM

**ADDRESS:**  
 516 GRAND CANYON DRIVE  
 MADISON, WI 53719

**PAGE NO.:**  
 3

**TICKET NO.:**  
 538307

**DATE:**  
 04/19/19

**PROJECT MANAGER:**  
 NICK WEBER / RHONDA WALLACE

**DESIGNERS:**  
 JH

**ELECTRONIC FILE NAME:**  
 WYNDHAMAMERICANN2019WYNDHAMERINN - MADISON

**REVISION HISTORY:**

06/26/19 JT	Rev dims & wall color based on survey	07/16/20 JH	Revised to 32" letterset
08/01/19 JH	Updated elevation label from south to east		
09/17/19 TC	Changed Size		
09/24/19 JH	Revised to 28" letterset		
12/06/19 KM	Increased letterset and corrected elevation scaling		
12/23/19 JH	Updated color, revised to 30" linear letterset		
01/09/20 JH	Updated per city req.		
01/10/20 JH	Updated again per city req.		

**CLIENT SIGNATURE:**

**APPROVAL DATE:**

PRINTS ARE THE EXCLUSIVE PROPERTY OF MC GROUP. THIS MATERIAL SHALL NOT BE USED, REPRODUCED, COPIED, OR OTHERWISE REPRODUCED WITHOUT THE PRIOR WRITTEN CONSENT OF MC GROUP.

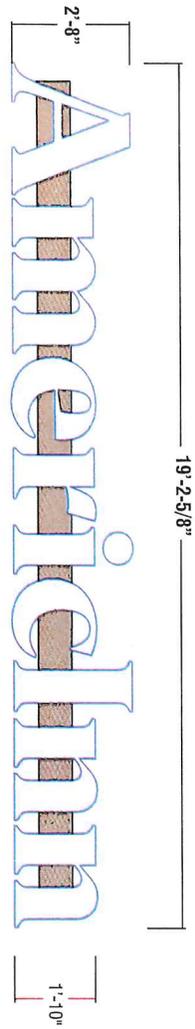


**FACE LIT CHANNEL LETTERS**

Scale: 3/8" = 1'-0"  
51.3 square feet

**SIGNABLE AREA: 5'-0" X 36'-7" = 182.92sf**  
**ALLOWABLE: 182.92 X 30% = 54.88sf**

**32"**  
CUSTOM LAYOUT SIZE



- FACES:** White acrylic to match Wyrndham specs
- TRIMCAP:** 1" Trimcap to match Wyrndham specs
- RETURNS:** 5" returns painted to match Wyrndham specs
- BACKS:** Aluminum backs to match Wyrndham specs
- ILLUM.:** White LEDs as required by manufacturer
- INSTALL:** *Standard 8-1/2" x 7" extruded alum. raceway, to house all electrical components, Raceway painted SW6106 Killim Beige; Thru bolt raceway flush to wall surface using min. 3/8 all-thread fasteners with wood blocking as required;*
- QUANTITY:** (1) ONE LETTERSET REQUIRED FOR EAST ELEVATION



8959 Tyler Boulevard  
Mentor, Ohio 44060  
**440.209.6200**  
**800.627.4460**  
themCgroup.com

**CLIENT:**  **Amerrichm**  
BY WYNDHAM

**ADDRESS:** 516 GRAND CANYON DRIVE  
MADISON, WI 53719

**PAGE NO.:** 4

**TICKET NO.:** 536307

**DATE:** 04/19/19

**PROJECT MANAGER:** NICK WEBER | RHONDA WALLACE

**DESIGNER:** JH

**ELECTRICAL FILE NAME:** WYNDHAMAMERICNN2019VIMAMERICNN - MADISON

**REVISION HISTORY:**

06/26/19 JT	Updated raceway color based on survey; Artwork approved by customer
07/09/19 DR	Box square footage
08/01/19 JH	Updated elevation callout in qty
09/17/19 JC	Changed Size
09/24/19 JH	Revised to 28" letterset
12/06/19 KM	Increased letter set
12/23/19 JH	Revised to 30" linear letter set
01/06/20 JH	Updated per city req.

**CLIENT SIGNATURE:**  
**APPROVAL DATE:**

PRINTS ARE THE EXCLUSIVE PROPERTY OF MCG GROUP. THIS MATERIAL SHALL NOT BE USED, DUPLICATED, OR OTHERWISE REPRODUCED WITHOUT THE PRIOR WRITTEN CONSENT OF MCG GROUP.

(C)

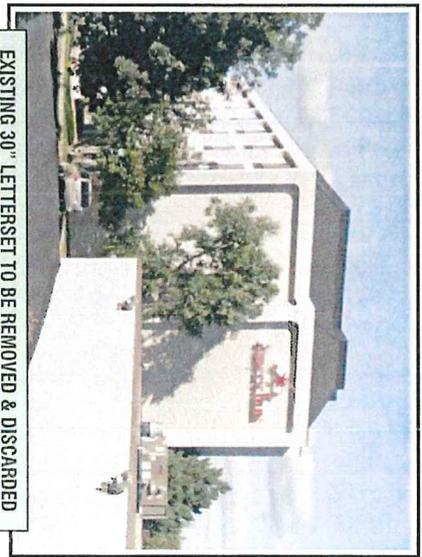


**SOUTH ELEVATION**

Scale: 3/32" = 1'-0"

**24"**

CUSTOM LAYOUT



**EXISTING CONDITIONS**  
*For Reference Only*

**COLOR PALETTE**

WALL COLOR  
SW6106 Kilim Beige



8959 Tyler Boulevard  
Mentor, Ohio 44060  
440.209.6200  
800.627.4460  
theMCGroup.com

CLIENT: **Americlin**  
BY WYNDHAM

ADDRESS: 516 GRAND CANYON DRIVE  
MADISON, WI 53719

PAGE NO. 6

TICKET NO.: 536307

PROJECT MANAGER: NICK WEGEL | RHONDA WALLACE

DESIGNER: JH

DATE: 04/19/19

ELECTRICAL FILE NAME: WYNDHAMAMERICLINW2019WYNDHAMERICLIN - MADISON

REVISION HISTORY:

DATE	DESCRIPTION
06/03/19 DR	Revised size, no wall sign option only channel letters
08/26/19 JT	Added dims and wall color based on survey
08/07/19 JH	Updated elevation label from west to south
07/14/20 JH	Revised by Wyndham facility to be blue
07/16/20 JH	Revised to 24" custom letterset

CLIENT SIGNATURE

APPROVAL DATE

PRINTS ARE THE EXCLUSIVE PROPERTY OF MCG GROUP. THIS MATERIAL SHALL NOT BE USED, DUPLICATED, OR OTHERWISE REPRODUCED WITHOUT THE PRIOR WRITTEN CONSENT OF MCG GROUP.



**FACE REPLACEMENTS**

Scale: 1" = 1'-0"  
21.8 square feet

D



CABINET SIZE: 4'-0" X 5'-5"

**FACES TO BE MANUFACTURED FROM PROVIDED PATTERN!**

- CABINET:** Existing 24-1/2" deep D/F cabinet with 2" retainers to remain
- FACE:** Flat polycarbonate faces with graphics to match Wyndham specs
- QUANTITY:** (2) TWO REPLACEMENT FACES REQUIRED FOR EXISTING D/F MONUMENT

**EXISTING CONDITIONS**

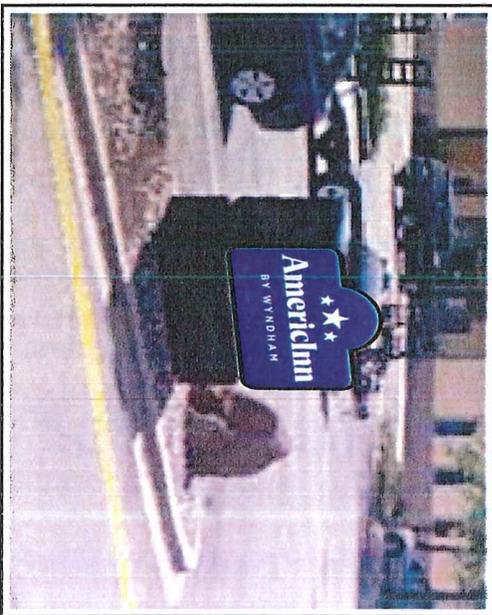
*For Reference Only*



**EXISTING FACES TO BE REMOVED & DISCARDED**

**PROPOSED SIGNAGE**

*Scaled Proportionally*



8959 Tyler Boulevard  
Mentor, Ohio 44050  
**440.209.6200**  
**800.627.4460**  
theMCGgroup.com

CLIENT: **Americlmm**  
 ADDRESS: 516 GRAND CANYON DRIVE MADISON, WI 53719  
 PAGE NO. 2

TICKET NO.: 536307  
 PROJECT MANAGER: NICK WEGEL | ANNA BEAVERS  
 DATE: 04/19/19  
 DESIGNER: JH

REVISION HISTORY:  
 06/26/19 JT Rev dims & cabinet info based on survey

PRINTS ARE THE EXCLUSIVE PROPERTY OF MCG GROUP. THIS MATERIAL SHALL NOT BE USED, DUPLICATED, OR OTHERWISE REPRODUCED WITHOUT THE PRIOR WRITTEN CONSENT OF MCG GROUP.