



PREPARED FOR THE URBAN DESIGN COMMISSION

Project Address: 4402 E. Washington Avenue
Application Type: Site Updates and Façade Renovation in UDD No. 5 – Final Approval is Requested
Legistar File ID # [60408](#)
Prepared By: Janine Glaeser, UDC Secretary

Background Information

Applicant | Contact: Josh Wilcox, GBA Architecture Design

Project Description: The applicant is seeking final approval for site updates and façade renovations for a new Double Tree Hotel located in Urban Design District No. 5.

Project Schedule:

- The project will return to the UDC for a Comprehensive Design Review

Approval Standards:

The UDC is an **approving body** on this request. The site is located in Urban Design District 5 (“UDD 5”), which requires that the Urban Design Commission review the proposed project using the design standards and guidelines for that [UDD 5](#) in MGO Section 33.02(12).

Summary of Design Considerations

Due to the proposed above roof signage, this project will also require a CDR. Typically, staff encourages the applicant to submit the CDR and façade changes simultaneously, but the applicant has requested the façade changes be reviewed first due to time constraints. Zoning and Planning staff have met with the development team to review both façade and signage proposals and agreed that they can proceed for a UDC/UDD approval for architectural changes only. A CDR application will be submitted at a later date.

Zoning staff comments regarding proposed signage:

- The existing above roof signs were approved prior to the sign code updates. The applicant is proposing a new above roof sign in the same locations.
- Staff thinks that a case needs to be made of the size of the new roof signs, in consideration of the views to the site from E. Washington from the northeast and southwest. Sizing should be to scale but not excessively large
- Staff is okay with the signs for the restaurant/convention spaces, entry canopy, and entry/exit.
- Staff has some concerns regarding proposed Grounds sign.

Conclusion and Recommendations

The proposed modifications were not approved as a minor alteration due to conditions regarding the above roof signage proposal that will require a future CDR. Planning staff does not have concerns regarding the proposed façade changes and believes they are consistent with the applicable design standards and guidelines. Staff recommends that the UDC provide feedback as to how the revised proposal meets UDD 5 Standards and responds to the zoning staff concerns listed above.