



CITY OF FITCHBURG
 PLANNING/ZONING DEPARTMENT
 5520 LACY ROAD
 FITCHBURG, WI 53711
 (608) 270-4200

VARIANCE - ADMINISTRATIVE APPEAL APPLICATION

UNDER THE RULES AND REQUIREMENTS OF THE FITCHBURG ZONING ORDINANCE, THE UNDERSIGNED OWNER, OR OWNER'S AGENT, OF THE PROPERTY HEREIN DESCRIBED

HEREBY APPLIES FOR A Variance
 Variance or Appeal of an Administrative Decision

1. OWNER OF PROPERTY Raveen Shah PHONE NO. (608) 616-5660

2. LOCATION OF PROPERTY

STREET ADDRESS Parcel # 225/0609-072-6175-2


LEGAL DESCRIPTION (METES & BOUNDS, OR LOT NO. & PLAT) Parcel 1100 of the Orchard Pointe Comprehensive Development Plan.

3. EXPLAIN THE VARIANCE, OR ADMINISTRATIVE APPEAL REQUESTED The developer humbly requests a variance to exceed the current limitation on allowable signage due to franchise mandated standards for a new build SpringHill Suites by Marriott.

4. REASON(S) WHY THE APPLICANT CANNOT COMPLY WITH THE ORDINANCE REQUIREMENTS, OR WHY YOU FEEL THE ADMINISTRATIVE DECISION IS INCORRECT: (ADDITIONAL COMMENTS OR INFORMATION MAY BE ATTACHED)
Marriott International mandates specific signage requirements per their prototype build standard for SpringHill Suites. The franchise mandated signage requirements currently exceed the City limit on signage.

ATTACH TWO (2) COPIES OF A SITE PLAN, DRAWN TO SCALE, INDICATING WHERE A VARIANCE IS REQUESTED. ONE (1) COPY SHALL BE NO LARGER THAN 11" X 17". SUBMIT ONE (1) PDF DOCUMENT OF THE COMPLETE SUBMITTAL (planning@city.fitchburg.wi.us).

5. CONTACT PERSON Raveen Shah
 ADDRESS 2916 Hardrock Road, Fitchburg, WI 53719 PHONE NO. (608) 616-5660

RESPECTFULLY SUBMITTED BY  Signature of Owner's or Owner's Authorized Agent

FOR CITY USE ONLY

DATE RECEIVED _____ PUBLISH _____

ORDINANCE SECTION NO. _____ FEE PAID _____ REQUEST NO. _____

SPRINGHILL SUITES

SPRINGHILL SUITES[®]

MARRIOTT

Signage Variance

Prepared for: Zoning Board of Appeals, City of Fitchburg

Prepared by: Raveen Shah, Developer

January 24, 2024

SPRINGHILL SUITES

VARIANCE REASONING

Unnecessary Hardship

Currently, Marriott International maintains a strict mandate that all new build SpringHill Suites properties possess signage on all four sides of the building as depicted in the elevations. In order to continue operating under the Marriott flag and maintain compliance with franchise standards, the signage shown in the elevations must be kept in place.

Without adherence to the franchise brand standards for signage, the developer will be left in noncompliance with the franchise. Accordingly, the franchise will not allow the developer to proceed with development.

Also, the proposed use of signage in this document may be deemed reasonable for the following reasons as described by the Zoning Board of Appeals Handbook:

- Does not conflict with uses on adjacent properties or in the neighborhood.
- Does not alter the basic nature of the site (e.g., conversion of wetland to upland).
- Does not result in harm to public interests.
- Does not require multiple or extreme variances.

In reviewing the unnecessary hardship imposed by the signage ordinance, the developer asks the zoning board of appeals to consider the following elements in order to determine whether the standard is met as defined by the Zoning Board of Appeals Handbook:

- Purpose of the zoning ordinance in question.
- Its effects on the property.
- Short-term, long-term, and cumulative effects.

Unique Property Limitations

The property is located at the bottom of a steep incline down Limestone Lane. As such, signage on all four sides of the building will be imperative with regards to building identification for incoming travelers.

No Harm to Public Interests

As the reader will see in the elevations shown later on, the signage is both tasteful and quite simple. The color of the lettering is white, and only the letters are lit (not the background). With the signage being located at the top of the building, five stories up, this signage will not be lurid or ostentatious in any way. The intent of the signage required by the brand is to properly identify the building to all incoming guests.

The signage described will have no harmful impact whatsoever on the general public, neighbors, patrons, or residents in the vicinity of the building.

KEY CONSIDERATIONS

Access Roads

Incoming guests may utilize a series of roads to access the property (Hardrock Road, Limestone Lane, or Nesbitt Road). Each of these roads within the Orchard Pointe Development is accompanied by widely varying elevations.

These widely varying elevations from the aforementioned roads implore the need for adequate signage on all four sides of the building.

Multiple Entrances

As shown in the site plan, the building will have a total of 3 drive in access points from both Nesbitt Road and Limestone Lane. Monument signage to indicate the entrances to the hotel will be vital in providing guests with directional guidance.

Elimination of Pylon

During the design phase, the developer decided not utilize a pylon. The reason for this was that with the building being 5 stories tall, there would be adequate visibility through the prototype building signage.

Consumer Behavior

The average time of check in is between 6pm and 7pm.

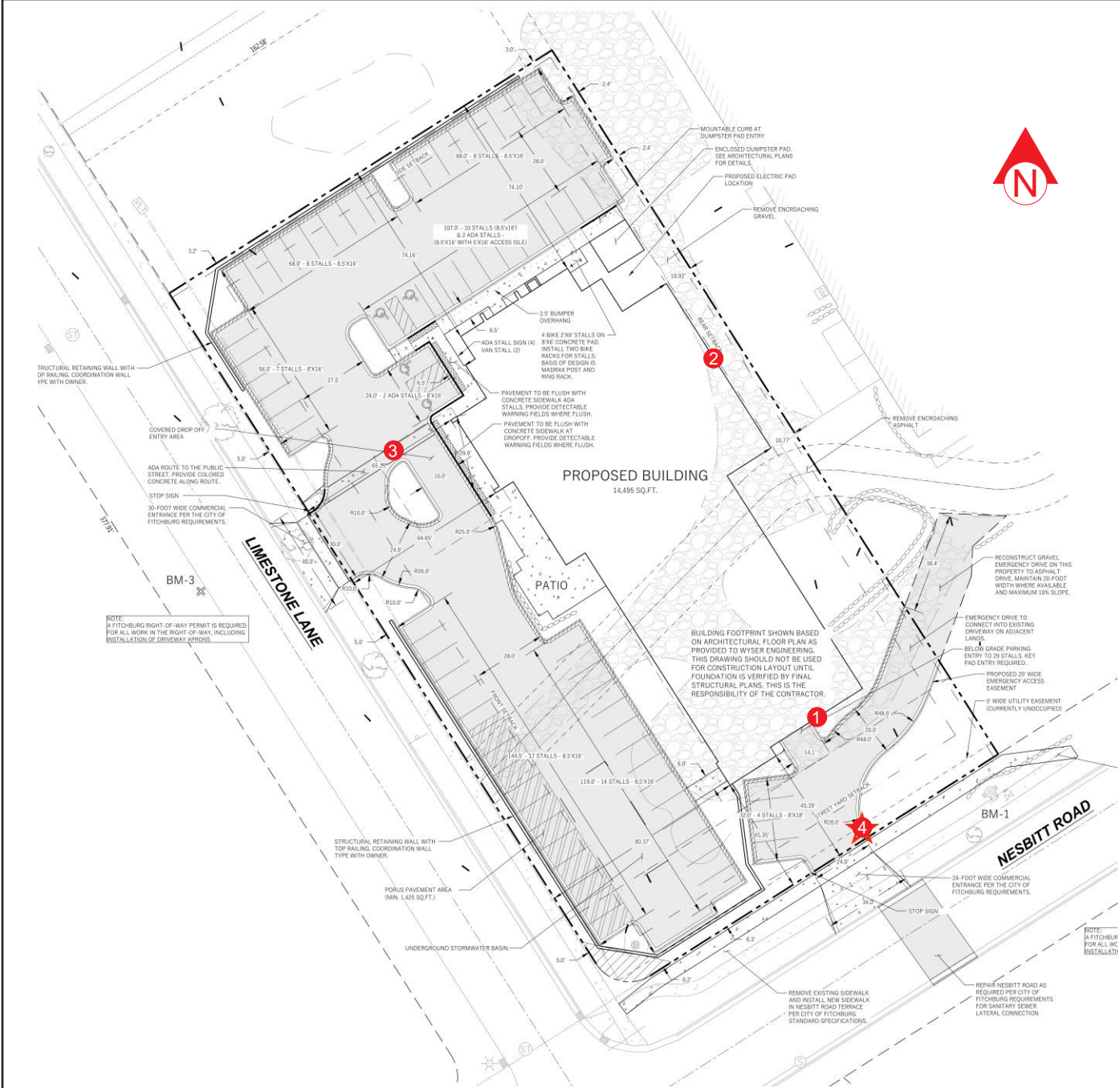
With this in mind and the change in sunlight conditions throughout our 4 Wisconsin seasons, ample signage is mission critical to helping visitors identify the property. Especially those arriving from out of town and traveling along Highway 151.

INN CODE:

SPRINGHILL SUITES
LIMESTONE LANE
FITCHBURG, WI 53719

PROPOSED SIGNS:

- 1 30" CHANNEL LETTERS
- 2 36" CHANNEL LETTERS
- 3 12" PIN MOUNT LETTERS
- 4 1'-6" X 3'-7" DIRECTIONAL AT 3'-6" OAH



persona
SIGNS | LIGHTING | IMAGE

Persona Signs, LLC
700 21st Street Southwest
PO Box 210
Watertown, SD 57201-0210
1.800.843.9888 • www.personasigns.com

Customer:
SPRINGHILL SUITES

Location:
FITCHBURG, WI

File Name:
466627 - FITCHBURG, WI

Project No.:
466627

Request No.:
57901

Prepared By:
JR

Date:
05/01/24

Revision:
0

This sign is intended to be installed in accordance with the requirements of Article 600 of the National Electric Code and/or other applicable local codes. This includes proper grounding and bonding of the sign.

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Customer Approval (Please Initial):

Approval Date:

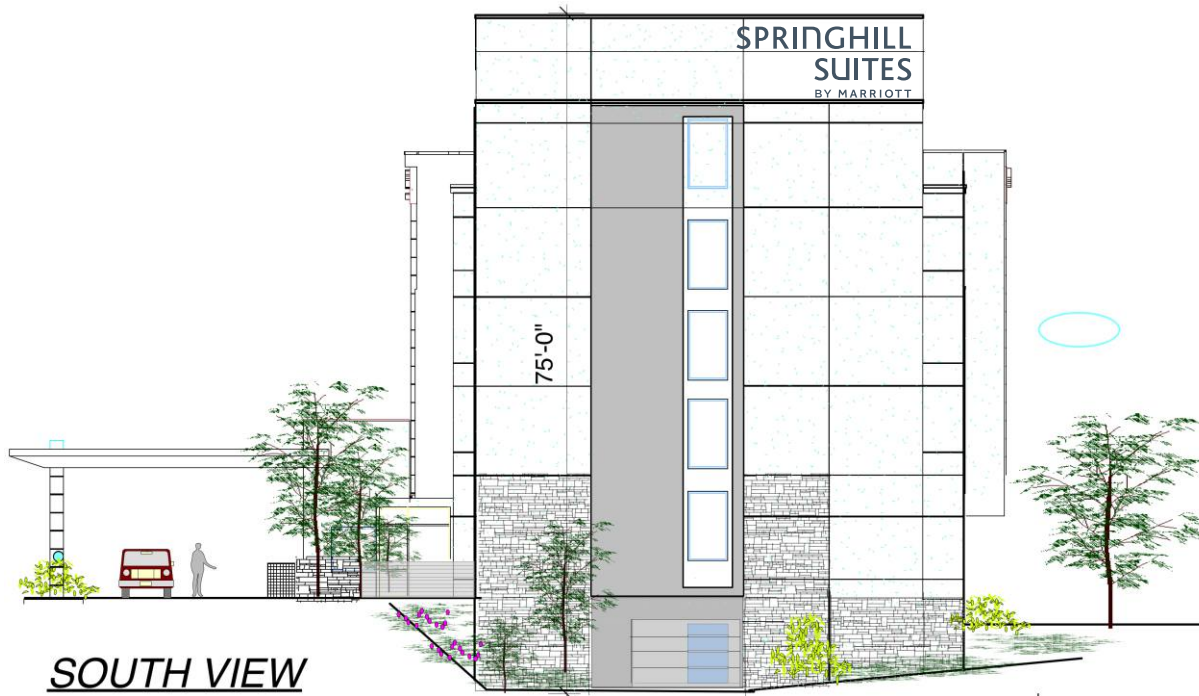
1

SOUTH ELEVATION
SCALE: 3/64" = 1'-0"

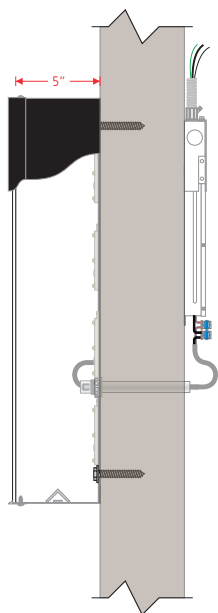
CHANNEL LETTERS SHOWN ON EXISTING WALL COLOR OR AS NOTED ON ELEVATIONS.
CUSTOMER TO VERIFY WALL COLOR PRIOR TO PRODUCTION

**SPRINGHILL
SUITES**
BY MARRIOTT

NIGHT VIEW - NTS



SOUTH VIEW



LETTER PROFILE
NOT TO SCALE



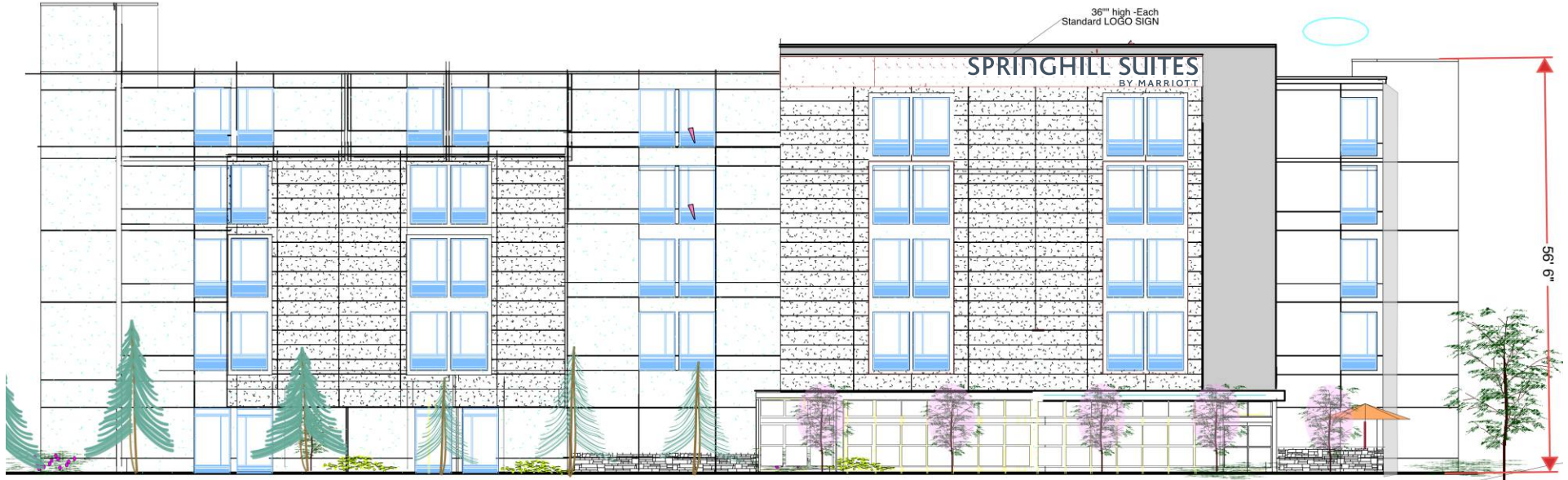
CHANNEL LETTERS DETAIL
SCALE: 1/4" = 1'-0"

1

2

EAST ELEVATION
SCALE: 3/64" = 1'-0"

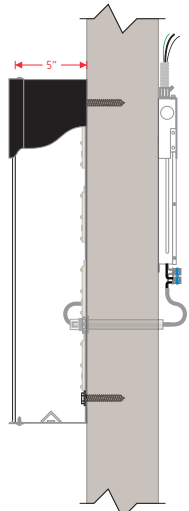
CHANNEL LETTERS SHOWN ON EXISTING WALL COLOR OR AS NOTED ON ELEVATIONS.
CUSTOMER TO VERIFY WALL COLOR PRIOR TO PRODUCTION



SPRINGHILL SUITES

NIGHT VIEW - NTS

BY MARRIOTT



LETTER PROFILE
NOT TO SCALE



SPRINGHILL SUITES

BY MARRIOTT

CHANNEL LETTERS DETAIL
SCALE: 1/4" = 1'-0"


1



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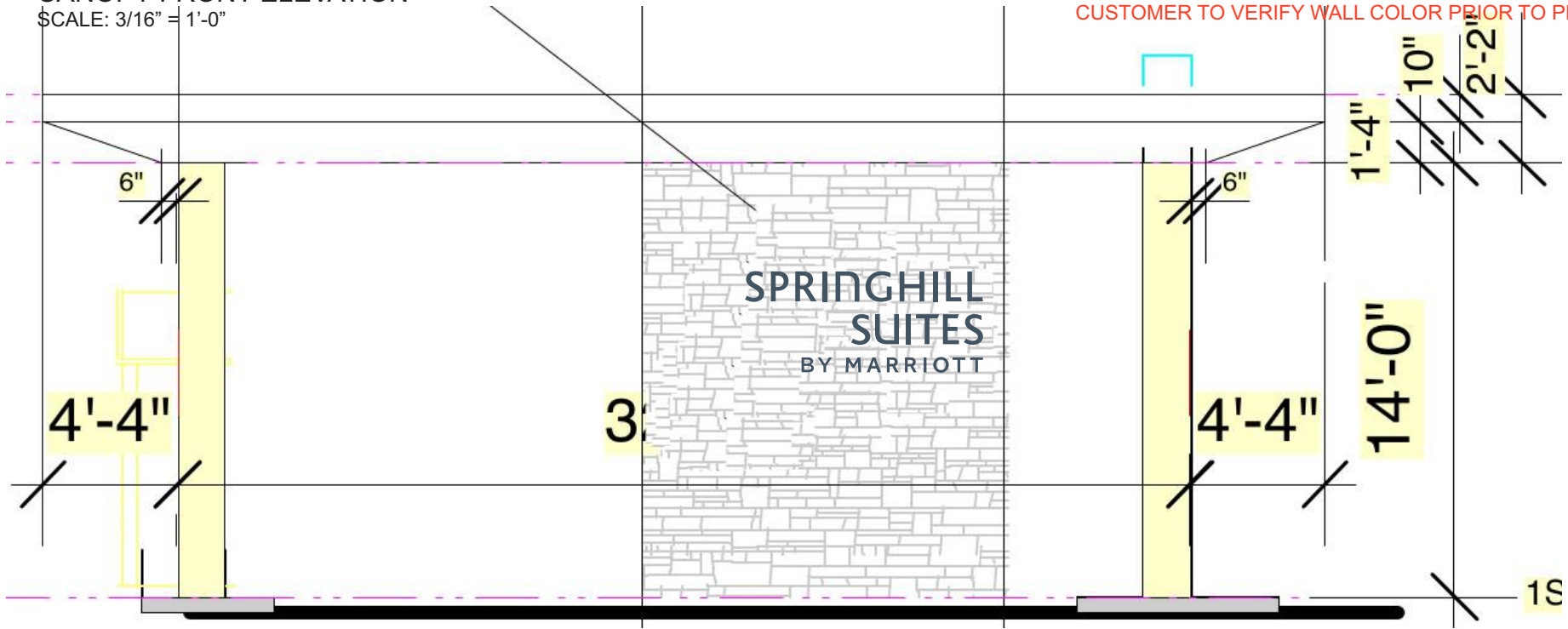
Approval Date:

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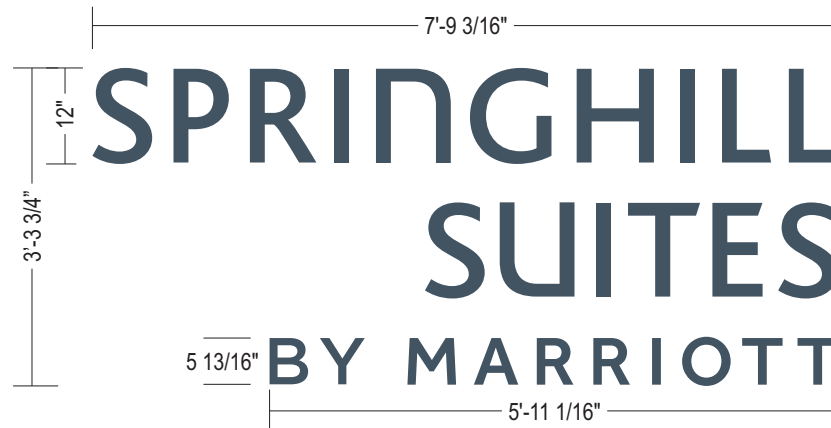
CANOPY FRONT ELEVATION

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

CHANNEL LETTERS SHOWN ON EXISTING WALL COLOR OR AS NOTED ON ELEVATIONS.
CUSTOMER TO VERIFY WALL COLOR PRIOR TO PRODUCTION

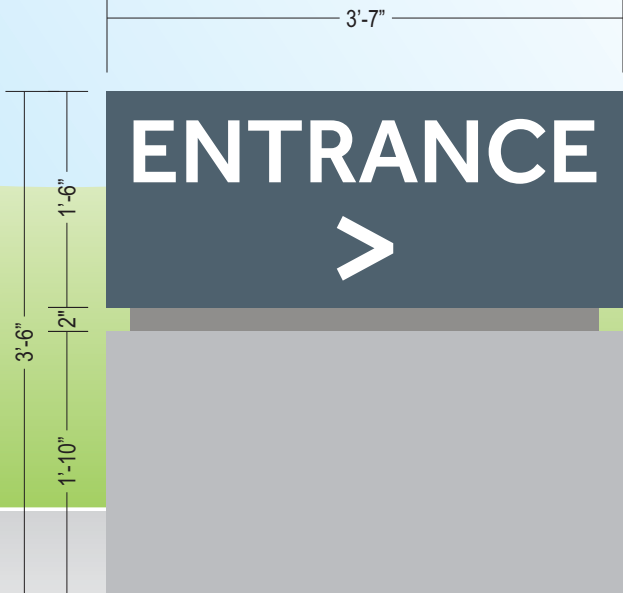
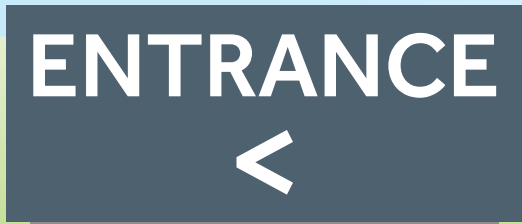
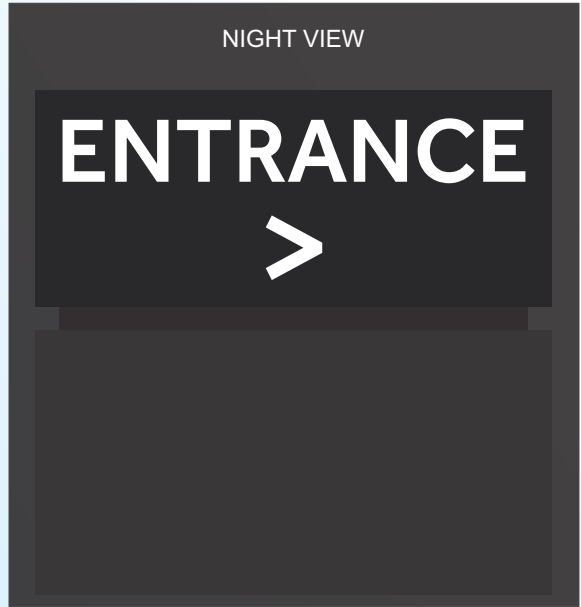


LETTER PROFILE
NOT TO SCALE



NON-ILLUMINATED PIN MOUNT LETTERS DETAIL
SCALE: 1/4" = 1'-0"

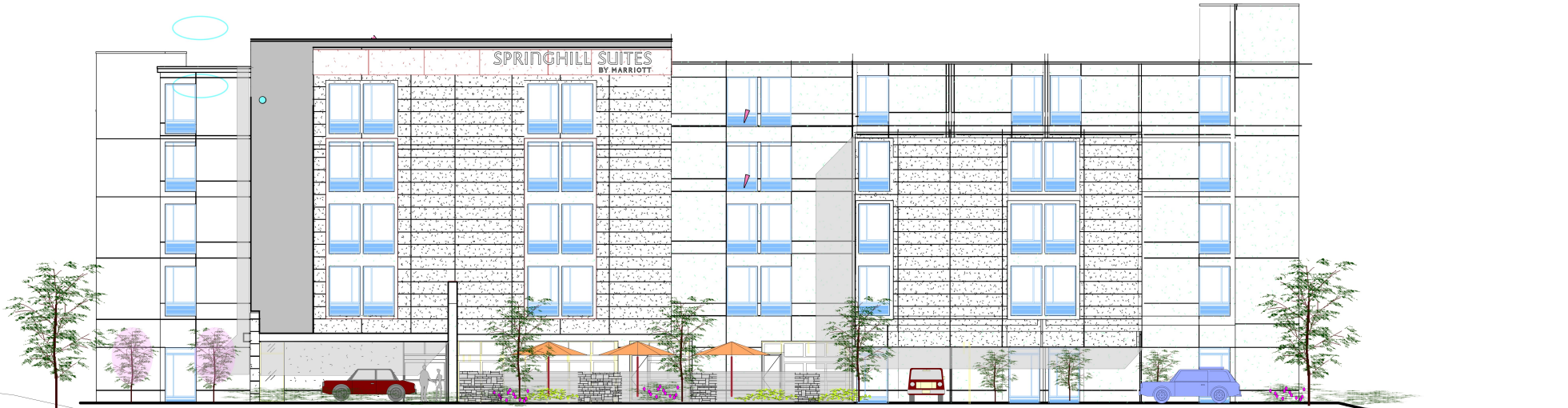
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

























SIDE B

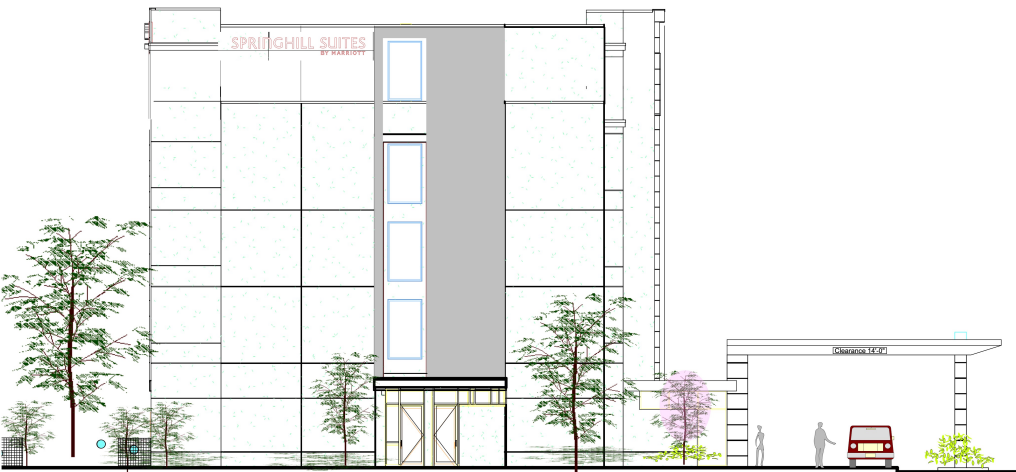
SIDE A

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

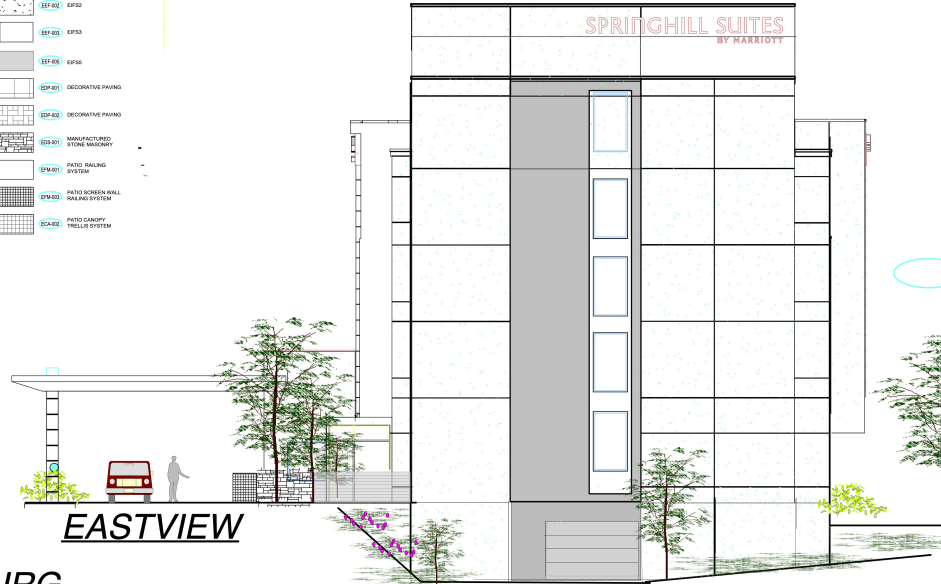


SOUTH VIEW @ ENTRY CANOPY

-  EIF-01
-  EIF-02
-  EIF-03
-  EIF-04
-  EIF-05
-  EIF-06
-  EIF-07
-  EIF-08
-  EIF-09
-  EIF-10
-  EIF-11
-  EIF-12
-  EIF-13
-  EIF-14
-  EIF-15
-  EIF-16
-  EIF-17
-  EIF-18
-  EIF-19
-  EIF-20
-  EIF-21
-  EIF-22
-  EIF-23
-  EIF-24
-  EIF-25
-  EIF-26



WEST VIEW



EASTVIEW

PROPOSED SPRINGHILL SUITES - FITCHBURG

RAVEEN SHAH GROUP 12/25/23
SiegerARCHITECTS

★ = Signage Location



CONCEPT SITE PLAN SPRINGHILL SUITE HOTEL

Concept3 12/3/23

RAVEEN SHAH GROUP
- FITCHBURG WI
SiegerARCHITECTS

scale 1" = 30'-0" @ 11x17 sht size

BASED ON EXIST'G SLOPE OF
LAND- STREET LEVEL
ENTRY TO UNDER BUILDING
PARKING W/ RETAINING WALLS
EACH SIDE OF DRIVE ENTRY

NESBITT ROAD

LIMESTONE LANE

STORM INLET
TOP OF PIPE=992.39'
18" HDPE INVE

STORM INLET
TOP OF PIPE=990.77'
18" HDPE INVE

STORM INLET
TOP OF PIPE=990.16'
18" HDPE INVE