

January 24, 2022
Urban Design Commission
Department of Planning and Development
215 Martin Luther King, Jr. Blvd.
Madison, WI 53701

**Re: Comp Design Review
1102 S Park Street
Madison, WI 53715**

Project Name: Welltower Inc. & UW Health
1102 S Park
Parcel# 070926208137

Owner: Welltower Inc.
6800 France Ave. S Suite 350
Minnesota, MN 55435

Signage Contractor: Sign Art Studio
325 W. Front St.
Mount Horeb, WI 53572

Dear UDC members,

Within the enclosed attachments you will find our formal sign package proposal for 1102 S Park Street.

The property is zoned a PD. The main signage at this property has not been updated since before 2015. The City of Madison in 2015, altered the code for existing CDR's. The new signage for the property prompted a review of all current signage across the property before any approval.

The existing signage consists of 2 ct. illuminated ground signs at the Fish Hatchery and S Park St. entry along with 2 ct. illuminated address roof mounted wall signs facing S Park Street. At the initial meeting with the city, the above roof signs were identified as out of compliance with the current code. Above roof signs are not allowed per code. Welltower is proposing moving the address sign to the canopy as you see in the proposed designs. The property owner would like to work with city to bring these signs into compliance. The proposed canopy mounted sign is at the main entry. Per section 31.071, canopy mounted signs are in lieu of a wall sign. The property has no other wall signs. The above – canopy sign will not exceed 2' above the canopy. Only one of the existing address signs will be reinstalled.

The frontage on S Park has 4 lanes of traffic with a speed limit of 25 MPH. The frontage on Fish Hatchery also has 4 lanes, but with a speed limit of 30 MPH. The property has a ground sign at each street frontage. The existing faces are 47.5 net sq. ft. for a total of 190 sq. ft. The current sign locations give visibility from the roadway. This is important because of the services at the building. This building has over 14 different services. The locations of the ground signs are at critical entry points. The signs are designed with information for the driver to read quickly at a key decision point to turn.

This property would be allowed 2 ct. ground signs with a max net sq. ft. of 80 sq. ft. for all sides combine. The city has approved one new ground sign on S Park frontage. This approved sign is 37.177 net square footage per side. The total net sq. ft. for the approved sign is 74.35 sq. ft. This is the maximum net sq. ft. per code for the property. The scale of the building requirements a more prominent sign at each entry. The existing ground signs fit the scale of the building.

Welltower and UW Health are requesting an exception for additional square footage for the second proposed ground sign at the property. UW Health and Welltower are proposing similar signs in size to the existing along with removing the address signs from the roof to the canopy. Only one canopy sign will be installed. This signage package fits the UDC criteria because the design and scale are consistent with the building.

Thank you for your consideration.

Size exceptions:

We are asking for additional square footage for the second ground sign. The owner is also moving the noncompliant wall sign to the canopy.

CDR Criteria:

1. The Sign Plan shall create visual harmony between the signs, building(s), and building site through unique and exceptional use of materials, design, color, any lighting, and other design elements; and shall result in signs of appropriate scale and character to the uses and building(s) on the zoning lot as well as adjacent buildings, structures and uses.

The proposed sign package creates visual harmony on both sides of the property. It is appropriate in scale. It is cohesive the building. The traffic speeds limit the sign visibility, so the larger size allows readability for the viewer.

2. Each element of the Sign Plan shall be found to be necessary due to unique or unusual design aspects in the architecture or limitations in the building site or surrounding environment; except that when a request for an Additional Sign Code Approval under Sec. 31.043(3) is included in the Comprehensive Design Review, the sign(s) eligible for approval under Sec. 31.043(3) shall meet the applicable criteria of Sec. 31.043(3), except that sign approvals that come to Comprehensive Design Review from MXC and EC districts pursuant to 31.13(3) and (7) need not meet the criteria of this paragraph.

The sign package fits cohesively with the unique design aspects of the building. Two main entrances on two busy roads, it is essential the driveways are marked with the tenant names.

3. The Sign Plan shall not violate any of the stated purposes described in Secs. 31.02(1) and 33.24(2).

The proposed sign plan does not violate these stated purposes.

4. All signs must meet minimum construction requirements under Sec. 31.04(5).

All signs meet and exceed the minimum construction requirements under Sec. 31.04(5).

5. The Sign Plan shall not approve Advertising beyond the restrictions in Sec. 31.11 or Off-Premise Directional Signs beyond the restrictions in Sec. 31.115.

The sign plan does not include any advertising signs or off premise directional signs.

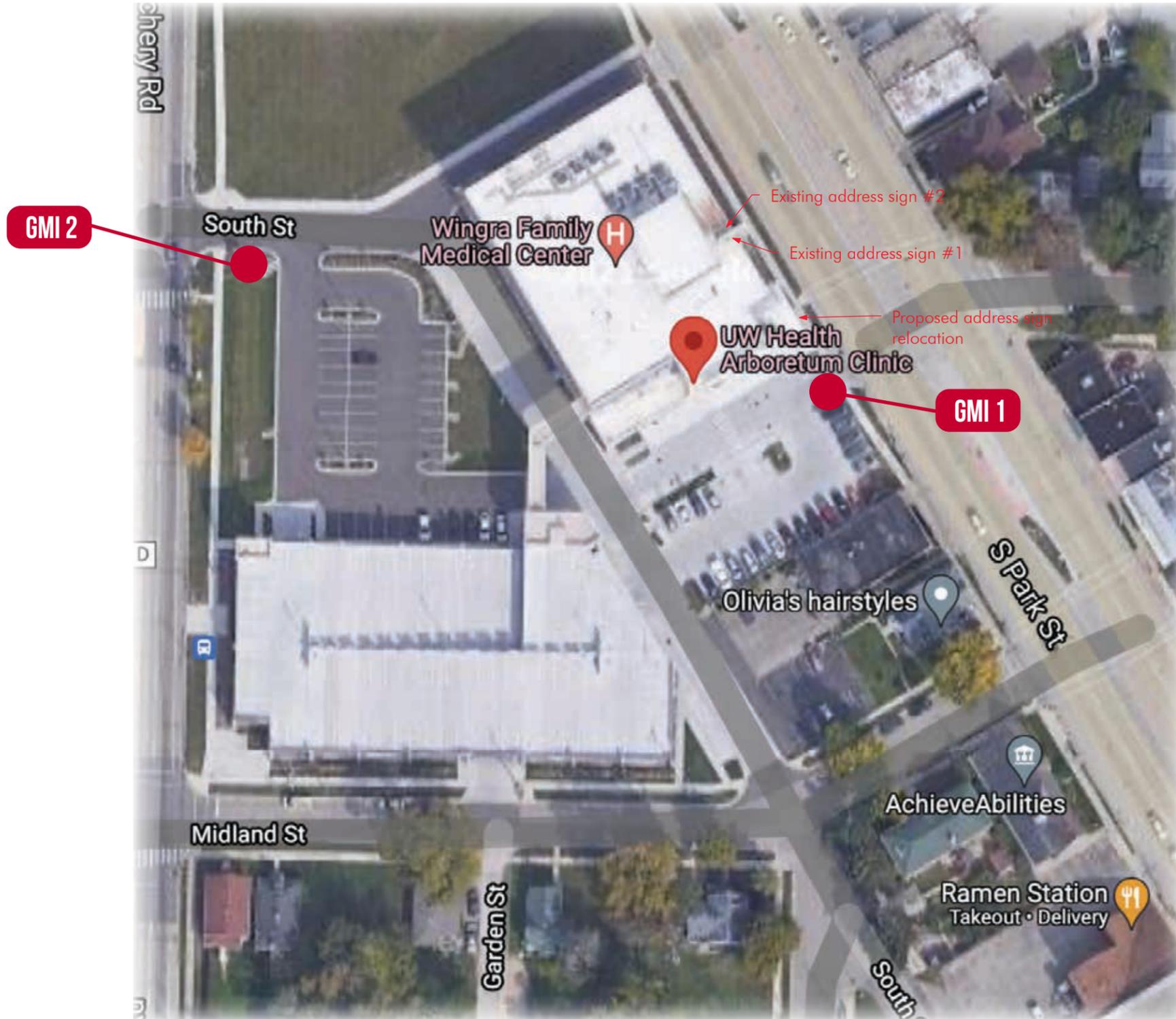
6. The Sign Plan shall not be approved if any element of the plan:
 - a. presents a hazard to vehicular or pedestrian traffic on public or private property,
 - b. obstructs views at points of ingress and egress of adjoining properties,
 - c. obstructs or impedes the visibility of existing lawful signs on adjacent property, or
 - d. negatively impacts the visual quality of public or private open space.

The proposed sign plan complies with all items in this section.

7.

The Sign Plan may only encompass signs on private property of the zoning lot or building site in question and shall not approve any signs in the right of way or on public property.

All proposed signage is on private property.



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325 W Front St, Mount Horeb, WI 53572

U W H E A L T H - 1 1 0 2 S P A R K - S I T E M A P

U W H E A L T H - 1 1 0 2 S P A R K



Illumination rendering



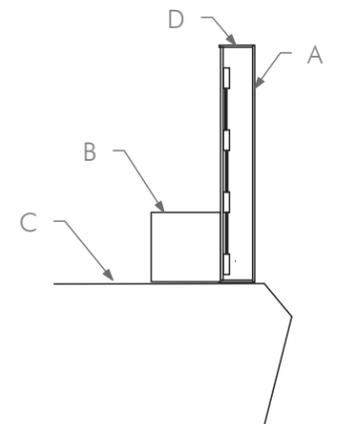
KEY NOTES:

- A- Aluminum raceway
- B- Channel letter faces: Acrylic with vinyl decoration
- C- Existing canopy (mount sign flush with top edge)
- D- Fabricated aluminum channel letter returns

FINISHES:

- Satin Black (D>Returns)
- White acrylic (B-letter face outline)
- 3M Perforated Vinyl (B-letter face decoration)
- Matthews Satin-To match canopy (A-Raceway)

SIDE VIEW:



Existing sign location



Existing sign location



Proposed location



Existing sign location



Existing sign location



Remove 2ct existing address signs from current locations and install 1ct sign at the above proposed location.



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CUSTOMER APPROVAL: _____

DATE: _____

LANDLORD APPROVAL: _____

DATE: _____

By signing this approval you are hereby authorizing Sign Art Studio LLC to proceed with the work as described. Any deviation from these specifications will become the customer's financial responsibility.

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S H E E T

WLI 1

UW HEALTH - 1102 S PARK

Existing Sign



New Sign Day View

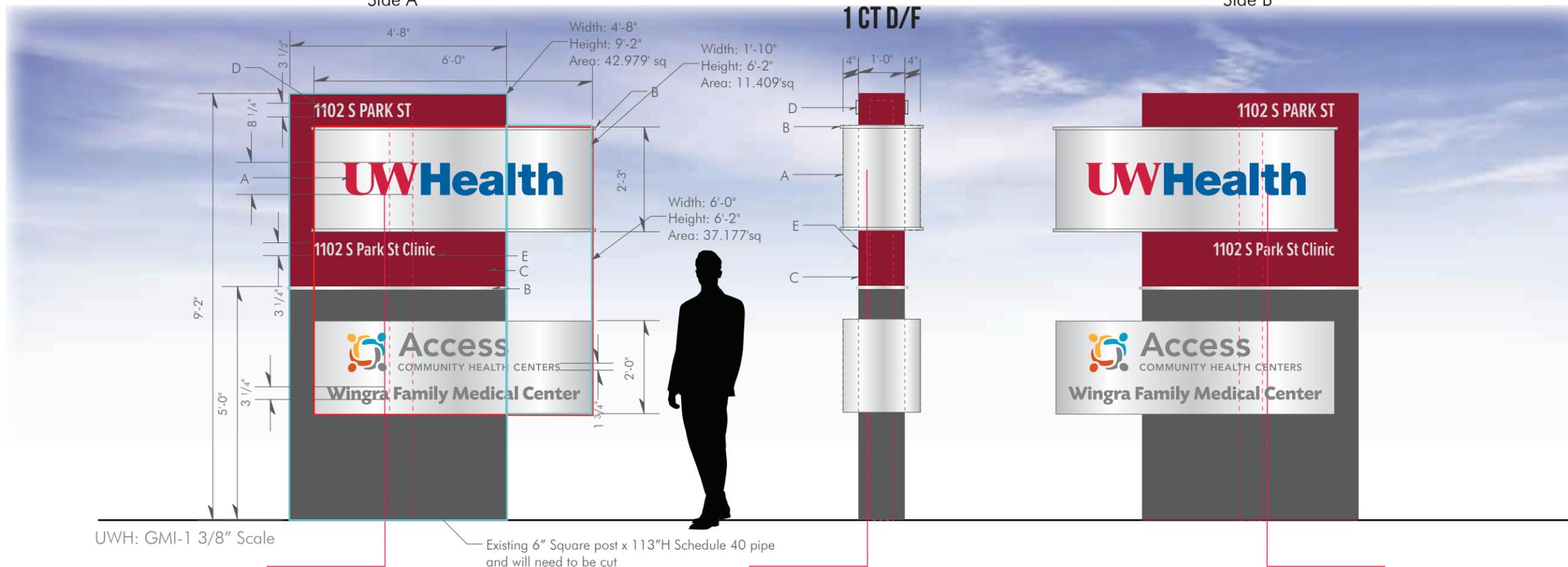


New Sign Night View



Side A

Side B



KEY NOTES:

- A- Routed face cabinet backed by acrylic with 3M perf stock applied first surface
 - B- 3/4"x 3/4" brushed aluminum trim
 - C- Fabricated aluminum cabinet
 - D- 1/4" Brushed aluminum address (Font to be Proxima Nova extra condensend semi bold) (typical)
 - E- Die cut vinyl naming 3M silver 3630-121
- Overhang to get mounted towards road.
- Proxima Nova Semi Bold Cond. Font used

FINISHES:

- 3M Red Pantone 200C (A)
- 3M vinyl Pantone 2945C (A)
- Matthews Satin-Brushed aluminum
- Matthews Satin-Pantone 188 (C)
- 3M silver 3630-121 (E)
- Matthews Satin: "pantone 424" main cabinet panels/sides
- No Pantone C0 M35 Y90 K0
- No Pantone C100 M0 Y16 K9
- No Pantone C0 M79 Y100 K11
- No Pantone C0 M0 Y0 K75

CALCULATIONS:

NET: 37.177' sq. ft.
 BOX 1: 42.979'sq. ft.
 BOX 2: 11.409 sq. ft.
 GROSS: 55.39 sq. ft.



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GMI-1

UW HEALTH - 1102 S PARK

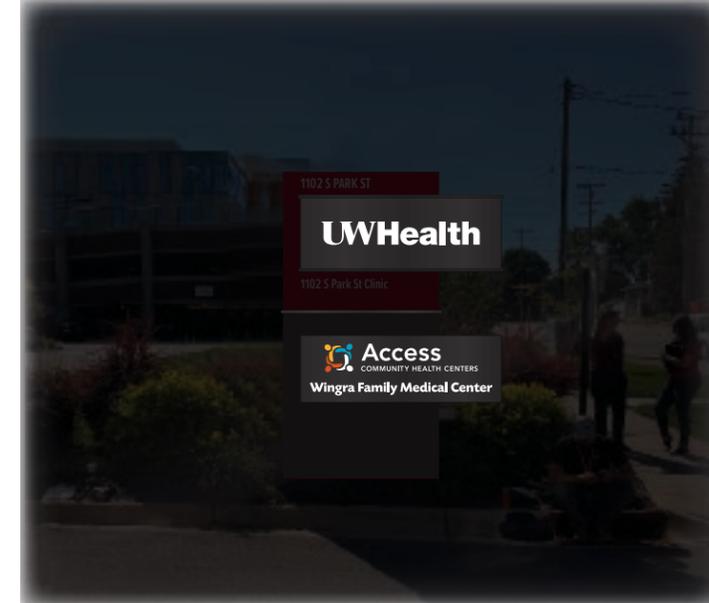
Existing Sign



New Sign Day View



New Sign Night View



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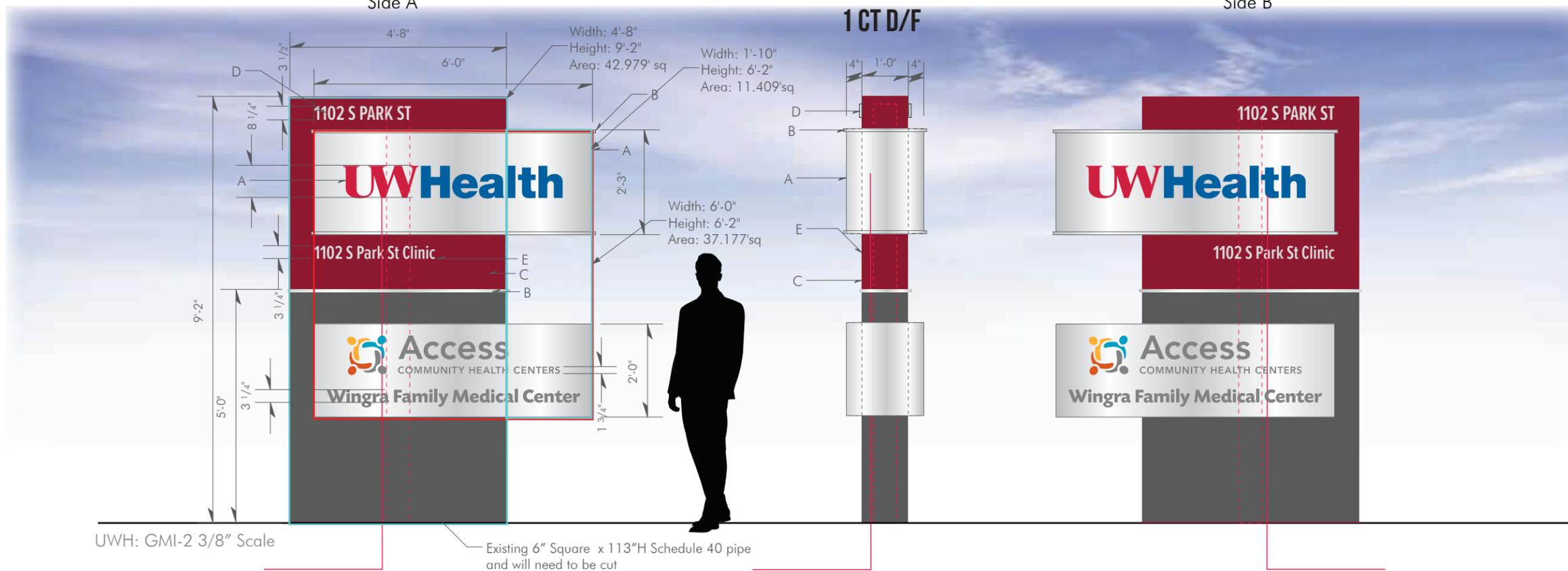
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UW HEALTH - 1102 S PARK