



URBAN DESIGN COMMISSION APPLICATION CITY OF MADISON

215 Martin Luther King Jr. Blvd; Room LL-100
PO Box 2985; Madison, Wisconsin 53701-2985
Phone: 608.266.4635 | Facsimile: 608.267.8739

This form may also be completed online at:
<http://www.cityofmadison.com/planning/documents/UDCApplication.pdf>

Please complete all sections of the application, including the desired meeting date and the type of action requested.

| | |
|--|---|
| Date Submitted: <u>DECEMBER 16, 2015</u> | <input type="checkbox"/> Informational Presentation |
| UDC Meeting Date: <u>JANUARY 13, 2016</u> | <input type="checkbox"/> Initial Approval |
| Combined Schedule Plan Commission Date (if applicable): <u>-</u> | <input checked="" type="checkbox"/> Final Approval |

1. Project Address: 707 S. PARK STREET (ENTIRE CAMPUS INCLUDED)
 Project Title (if any): UNITY POINT HEALTH CENTER

2. This is an application for (Check all that apply to this UDC application):

New Development Alteration to an Existing or Previously-Approved Development

A. Project Type:

- Project in an Urban Design District* (public hearing-\$300 fee)
- Project in the Downtown Core District (DC) or Urban Mixed-Use District (UMX) (\$150 fee, Minor Exterior Alterations)
- Suburban Employment Center (SEC) or 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 Planned Residential Complex

B. Signage:

- Comprehensive Design Review* (public hearing-^{\$500}~~\$300~~ fee) Street Graphics Variance* (public hearing-\$300 fee)
- Signage Exception(s) in an Urban Design District (public hearing-\$300 fee)

C. Other:

Please specify: _____

3. Applicant, Agent & Property Owner Information:

Applicant Name: MS. LOPI FARIN Company: UNITY POINT HEALTH CENTER
 Street Address: 707 S. PARK ST. City/State: MADISON, WI Zip: 53715
 Telephone: (608) 417-6108 Fax: () Email: _____

Project Contact Person: MARY BETH CROWNEY SELENE Company: RYAN SIGNS, INC.
 Street Address: 3007 PERRY ST. City/State: MADISON, WI Zip: 53713
 Telephone: (608) 271-7979 Fax: (608) 271-7853 Email: mbcrowneyseleene@ryansigns.net

Project Owner (if not applicant): SAME
 Street Address: _____ City/State: _____ Zip: _____
 Telephone: () Fax: () Email: _____

4. Applicant Declarations:

A. Prior to submitting this application, the applicant is required to discuss the proposed project with Urban Design Commission staff. This application was discussed with MATT TUCKER / AL MARTIN on 12-1-15.
(name of staff person) (date of meeting)

B. 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.

Name of Applicant UNITY POINT HEALTH CENTER Relationship to Property OWNER

Authorized Signature [Signature] RYAN SIGNS, INC. Date 12-16-15
SERVING AS AGENT TO OWNER

Ryan Signs, Inc.

3007 Perry Street
Madison, WI 53713
Phone 608-271-7979
Fax 608-271-7853
mbgrowneyselene@ryansigns.net

December 16, 2015

TO: City of Madison Urban Design Commission
FROM: Mary Beth Growney Selene
Serving as Agent to the Owner
RE: **Comprehensive Design Plan for
Unity Point Health Meriter - Park Street Campus
202 S. Park Street and All Unity Point Health Meriter Buildings included in Master Plan**

Dear City of Madison Urban Design Commission Members;

On behalf of Unity Point Health Meriter, we submit the following Comprehensive Design Review which, when approved, will replace the exiting Approved Comprehensive Sign Plan in a PUD.

BACKGROUND

- A. On November 4, 2009, the UDC approved a Comprehensive Sign Plan for the Meriter Park Street Campus as part of the Master Plan for the Meriter Park Street Campus.
- B. Property included in the Comprehensive Sign Plan includes:
 - a. Hospital campus;
 - b. Meriter Laboratories;
 - c. McConnell Hall;
 - d. Children's Center as part of the Longfellow School development, "future campus and;
 - e. Braxton Place Parking Lot.
- C. On January 1, 2016, Meriter will become Unity Point Health Meriter. The change in name requires a change in identity for the campus.
- D. The majority of signage presented, when updated, will comply with the original approved Comprehensive Sign Plan in a PUD.

CURRENT CONDITIONS OF THE APPROVED COMPREHENSIVE SIGN PLAN IN A PUD.

- A. All signage as approved in the Comprehensive Sign Plan in a PUD has been implemented with the following exceptions:
 - a. Braxton Place Parking Lot
 - b. Longfellow School Development and "future campus" with the exception of the Children's Center.
 - c. Donor Recognition Signage

PROPOSED CHANGES

- A. The attached drawings represent the new identity of all of the signs on the Unity Point Health Meriter campus.
- B. Wall signs shall be internally illuminated, back lit, or non-illuminated, to comply with the requirements of UDD #7. "Logo" elements may be internally "box" signs with acrylic translucent faces, when placed in conjunction with individual letter elements of a sign.
- C. All ground signs shall be internally illuminated or non-illuminated.
- D. Each of the drawings includes a photo or rendering of the existing Meriter signage. With the exception of Sign #4A.2, McConnell Hall (2 signs) and Sign #5A.2, Children's Center, all of the sign sizes remain exactly the same as the current conditions.

- E. The Zoning Administrator has reviewed the Comprehensive Sign Plan and recommended that we submit a Comprehensive Design Plan with reference to the TSS zoning district in Urban Design District #7.
- a. TSS zoning district:
Chapter 31: Section 31.14 (3)(e): Church, Hospitals, Schools and Residential Building Complex-Dwelling.
- i. Area and Number. One (1) wall and one (1) ground sign per street frontage may be displayed; identifying the entity, with a maximum of two (2) ground signs and two (2) wall signs per zoning lot. Additional wall or ground signs for wayfinding purposes may be permitted when approved by the Urban Design Commission when the zoning lot is occupied by two (2) or more of the uses described above and the size of the lot, number of vehicular and pedestrian entrances, and layout of the building require additional signs for wayfinding purposes in order to promote traffic and pedestrian safety. Signs under this paragraph, whether displayed on a wall or on the ground, shall not exceed twelve (12) square feet in area nor be closer than ten (10) feet to any lot line, except such signs may be increased in net area by one (1) square foot for each additional foot the sign is set back more than twelve (12) feet from the street lot line. No sign under this section shall exceed 32 square feet in net area.
- ii. Height. No identification sign shall project higher than one story, or twelve (12) feet from the curb level, whichever is lower.
- b. UDD #7:
All signage complies with the Urban Design District #7.

RATIONALE FOR CHANGING FROM COMPREHENSIVE SIGN PLAN IN A PUD TO COMPREHENSIVE DESIGN PLAN

- A. Compliance with City of Madison Sign Ordinance as amended on October 29, 2015.
- a. Section 31.13 District of Special Control for Purposes of Signs.
(4)(c) Alteration of an Approved PD Sign Package.
By application of a Comprehensive Design Review, the submitted plan comes into compliance with the Sign Ordinance, allowing for a Comprehensive Design Review, in consultation with the Zoning Administrator.
- B. There is now a 5-year experience/history with Meriter's Comprehensive Sign Plan in a PUD. Only **Sign Type 4A.2 and Sign Type 5A.2** exceed the original UDC approval of the Meriter Campus Comprehensive Sign Plan.
- C. The setback and location of **Sign Type A** takes into consideration the following:
- i. Setback from Park Street
- ii. The overpass ramp on Park Street intermittently obstructs visibility of the sign traveling south
- iii. The sign is less than 10% of the Park Street building façade
- iv. The sign is designed to only view the letters, with the sign background being integrated into the façade.
- v. The sign panel is 640 sf2 and the sign itself is 247.5 sf2.

COMPARISON OF EXISTING COMPREHENSIVE SIGN PLAN IN A PUD, TSS ZONING DISTRICT & URBAN DESIGN DISTRICT #7 AND PROPOSED COMPREHENSIVE DESIGN PLAN

| Sign # | TSS/UDD #7 Variance from Code | Comprehensive Sign Plan in PUD | Comprehensive Design Plan Chapter 31 Sign / Allowable sf2 |
|--|---|--|---|
| A | 31.14 (3)(e) Sign exceeds 32 square foot limit and 12'-0" height limit | 670 sf2 signable area 272 sf2 sign | 670 sf2 signable area 30% = 201 sf2 247.25 sf2 up to 250 sf2 |
| B | 31.14 (3)(e) Sign exceeds 32 square foot limit and 12'-0" height limit | 270 sf2 signable area 27.36 sf2 | 270sf2 signable area 14.128 sf2 up to 32 sf2 |
| ST 1/3A | 31.14 (3)(e) Sign exceeds 32 square foot limit and setback requirements | 36/72 sf2 | 36/72 sf2 |
| ST 3/3B | 31.14 (3)(e) Sign exceeds 32 square foot limit and setback requirements | 27/54 sf2 | 27/54 sf2 |
| ST 2/3C | 31.14 (3)(e) Sign exceeds 32 square foot limit and setback requirements | 36/72 sf2 | 36/72 sf2 |
| ST 5A/3D.2 | 31.14 (3)(e) Sign exceeds 32 square foot limit and setback requirements | 27/54 sf2 | 27/54 sf2 |
| ST 6/3E.2 | 31.14 (3)(e) Sign exceeds 32 square foot limit and setback requirements | 36/72 sf2 | 36/72 sf2 |
| ST 4 | 31.14 (3)(e) Sign exceeds 32 square foot limit and setback requirements | 36/72 sf2 (not installed to date) | 36/72 sf2 |
| ST 4A.2 Building ID McConnell | 31.14 (3)(e) | 15/30 sf2 | 16.25/32.5 sf2 2 signs; two street frontages |
| ST 5A.2 Building ID Children's Center | 31.14 (3)(e) | 15/30 sf2 | 16.25/32.5 sf2 |
| Entry Wall ST 6A.1 | 31.14 (3)(e) | Existing Not on Plan | 12.15 sf2 up to 20 sf2 |
| Entry Wall ST 6B.1 | 31.14 (3)(e) | Existing Not on Plan | 7.5 sf2 up to 15 sf2 |
| ST 7A.2 Laboratories | 31.14 (3)(e) Sign exceeds 32 square foot limit | Existing Wall sign on Plan 115 sf2 (approximately) | 110 sf2 up to 40% of building façade free of architectural detail |
| Emergency Signs | 31.14 (3)(e) Sign exceeds 32 square foot limit | Per attached | 84 sf2 as per original approval (only two signs visible from exterior) |
| Banners | | Per Attached | As originally approved with change of graphics |
| Donor Signage | To be approved at administrative level, as per original approval | Per attached (Copy of approved plan relative to donor signage is attached-supersedes drawings) | To be installed as per the original approvals (attached). No signs yet installed. |
| Future Campus Signage | To be approved at administrative level, as per original approval | Per attached | To be installed as per the original (attached). No signs yet installed. |

COMPLIANCE WITH COMPREHENSIVE DESIGN REVIEW 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. **Complies.**
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. **Complies.**
3. The Sign Plan shall not violate any of the stated purposes described in Secs. 31.02(1) and 33.42(2). **Complies.**
4. All signs must meet minimum construction requirements under Sec. 31.04(5). **Complies.**
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. **Complies.**
6. The Sign Plan shall not be approved if any element of the plan: **Complies.**
 - a. Presents a hazard to vehicular or pedestrian traffic on public or private property,
 - b. Obstructs views at points of ingress or egress of adjoining properties,
 - c. Obstructs or impedes the visibility of existing lawful signs on adjacent properties, or
 - d. Negatively impacts the visual quality of public or private open space.
7. The Sign Plan may only encompass signs on private property of the zoning lot or building site in question, and shall not approve signs in the right of way or on public property. **Complies.**

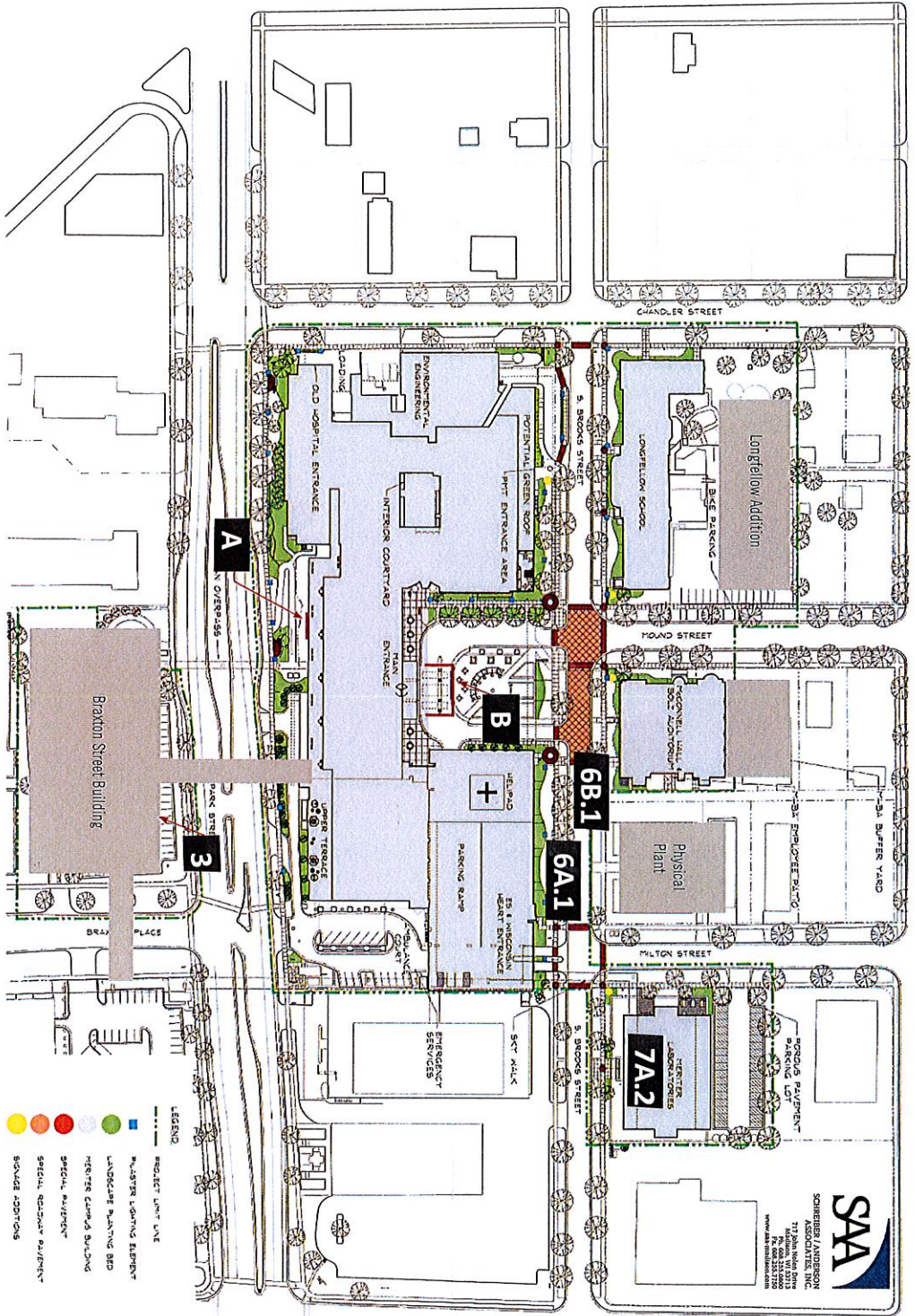
Thank you for your consideration.

Respectfully Submitted.

RYAN SIGNS, INC.



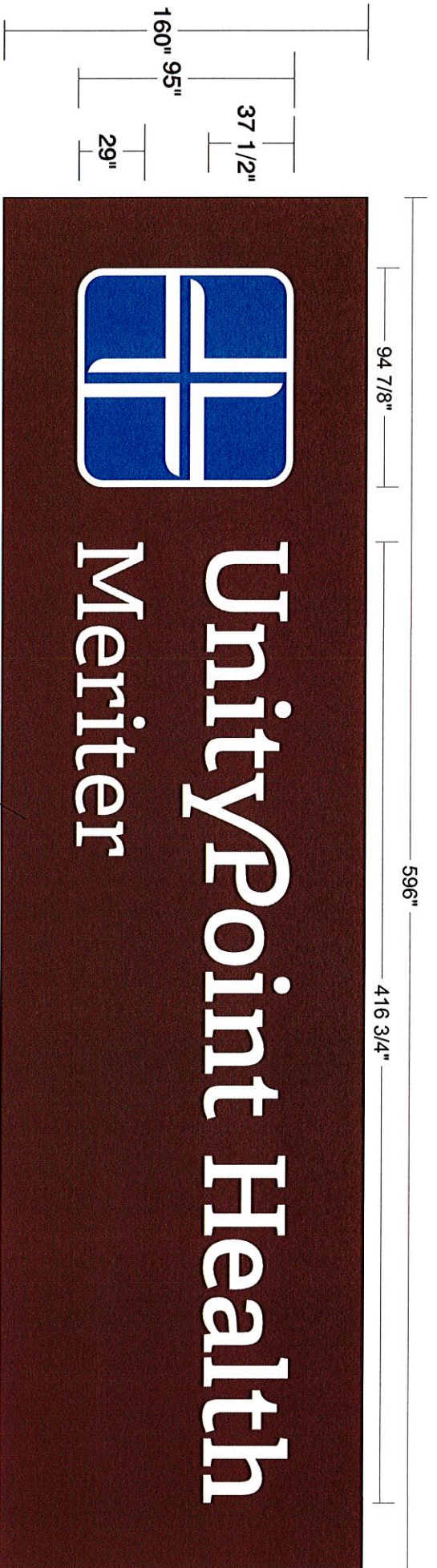
Mary Beth Growney Selene
President
Serving as Agent to Unity Point Health Meriter



**Wall Signage (On Building)
Location Plan**

- A** Meriter Main Hospital
Internally Illuminated Identity Sign
49'-8" L x 13'-4" H x 7" D overall
approx 670 sq ft signable area
- B** Meriter Main Entrance Canopy
Internally Illuminated Graphics
60' L x 31" H (front), 40' L x 31" H (side - 2)
approx 460 sq ft signable area
- 3** Braxton Building (future)
Internally Illuminated Identity Sign
approx 670 sq ft signable area
- 6A.1** Meriter Laboratories Wall Sign
Internally illuminated or non-illuminated Graphics
Approximately 115 sq ft
not to exceed 40% of signable area
- 6B.1** Meriter Laboratories Wall Sign
Internally illuminated or non-illuminated Graphics
Approximately 13 square feet
not to exceed existing sign

1.1 Sign Type A - Park St Building Sign



| | | |
|--|--|---|
| Wind Load | Illumination Compliance | Construction: |
| Compliance Statement: Withstand up to 75 MPH Winds | Statement: Internal White LEDs Meets Maximum Guidelines of City of Madison | Fabricated Channel Letters and Logo, Logo is Front-Lit and covered with translucent vinyl, "Unity Point Health" is back-lit |

| | | | | | |
|---|--|----------------------|-----------------------|--------------------------------------|--|
| Ryan Signs, Inc. | | SCALE: 3/16" = 1'-0" | | APPROVED: | |
| 3007 Perry Street • Madison, WI 53713 • Tel (608) 271-7979 • Fax (608) 271-7853 | | DATE: 10/7/15 | REVISED: 11/10/15 | © Copyright 2015 by Ryan Signs, Inc. | |
| Unity Point Health Meriter - Park St Campus | | DRAWN BY: SW | DRAWING NUMBER: 6013A | | |
| <small>These plans are the exclusive property of Ryan Signs, Inc. and are the result of the original design work of the undersigned. They are submitted to you and your company for the sole purpose of your consideration of whether to purchase from Ryan Signs, Inc., Madison, Wisconsin, a sign designed and manufactured according to these plans. Distribution or exhibition of these plans to anyone other than employees of your company or use of these plans to construct a sign similar to the one embodied herein is expressly prohibited. In the event that such use, distribution or exhibition occurs, the undersigned shall be entitled to recover from you, its client, all costs incurred by it in connection with the preparation of the plans. This covenant of payment is acknowledged to be compensation for the time, effort and talent devoted to the preparation of the plans.</small> | | | | | |
| client signature _____ | | | | | |

2A Sign Type B - Brooks St Building Sign

720"
 104 3/4"
 19 3/4" 86 1/4"



31"

7 1/2"
 6 1/2" 19 3/4"



Wind Load Compliance Statement: Withstand up to 75 MPH Winds

Wind Load Compliance Statement: Withstand up to 75 MPH Winds

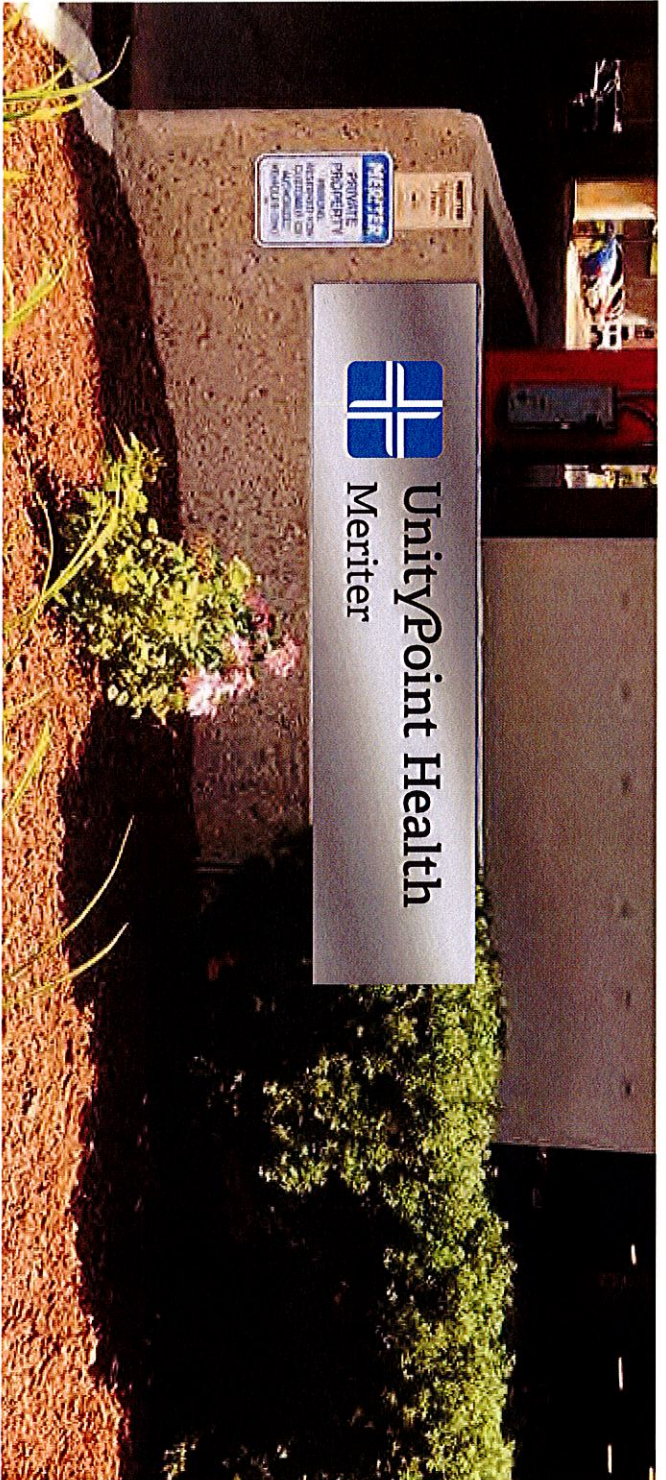
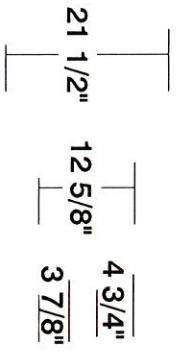
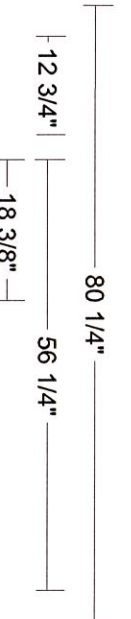
Illumination Compliance Statement: Meets Maximum Guidelines of City of Madison

Construction: Aluminum cabinet, rounded copy flush thru



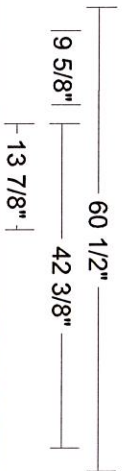
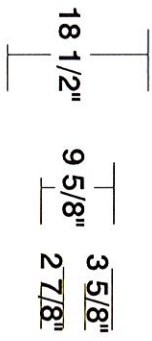
| | | | |
|--|--|--------------------------------------|---------------------------------------|
| Ryan Signs, Inc. 3007 Perry Street • Madison, WI 53713 • Tel: (608) 271-7979 • Fax: (608) 271-7853 | | SCALE: 1/8" = 1'-0" DATE: 10/7/15 | APPROVED: |
| Unity Point Health Meriter - Brooks St | | REVISED: DRAWN BY: SW | Copyright 2015 by Ryan Signs, Inc. |
| These plans are the exclusive property of Ryan Signs, Inc. and are the result of the original design work of its employees. They are submitted to you or your company for the sole purpose of your consideration of whether to purchase from Ryan Signs, Inc., Madison, Wisconsin a sign designed and manufactured according to these plans. Distribution or exhibition of these plans to anyone other than employees of your company or use of these plans in any way is prohibited. In the event that such use, distribution or exhibition occurs, the undersigned reserves the right to pursue all available legal remedies, including but not limited to, a lawsuit for damages and attorney's fees. Payment is not a condition of approval. Payment is required to proceed with the preparation of the plans. | | | DRAWING NUMBER: 6013B |
| client signature | | | |

6A.1 Misc Wall Sign 1



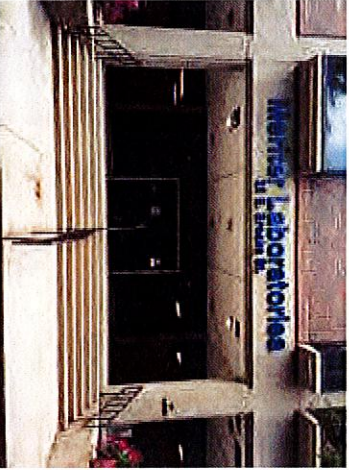
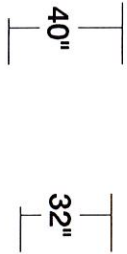
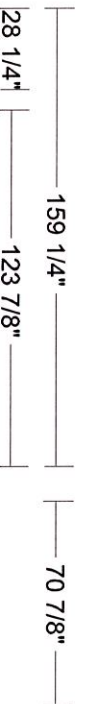
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|--|--|---|---------------|
| Ryan Signs, Inc. | | 3007 Perry Street • Madison, WI 53713 • Tel: (608) 271-7979 • Fax: (608) 271-7853 | |
| Unity Point Health Meriter-Misc Wall Signs | | SCALE: 1/2" = 1'-0" | APPROVED: |
| DATE: 10/9/15 | | REVISION: 10/29/15 | DATE: 10/9/15 |
| DRAWN BY: SVV | | Copyright 2015 by Ryan Signs, Inc. | |
| DRAWING NUMBER: 6013F | | These plans are the exclusive property of Ryan Signs, Inc. and are the result of the original design work of its employees. They are submitted to you or your company for the sole purpose of your consideration of whether to purchase from Ryan Signs, Inc., Madison, Wisconsin, a sign designed and to construct a sign similar to the one embodied herein is expressly prohibited. In the event that such use, distribution or exhibition occurs, the undersigned expressly agrees to pay to Ryan Signs, Inc. the sum of 25% of our purchase price as quoted to you. This covenant of payment is acknowledged to be compensation for the time, effort and talent devoted to the preparation of the plans. | |
| CLIENT SIGNATURE | | | |

6B.1 Misc Wall Sign 2



| | | | |
|---|--|--|--|
| Ryan Signs, Inc. 3007 Perry Street • Madison, WI 53713 • Tel (608) 271-7979 • Fax (608) 271-7853 | | SCALE: 1/2" = 1'-0" DATE: 10/9/15 REVISION: 10/29/15 DRAWN BY: SW | APPROVER: Copyright 2015 by Ryan Signs, Inc. |
| Unity Point Health Meriter-Misc Wall Signs | | DRAWING NUMBER: 6013F | |
| <p>These plans are the exclusive property of Ryan Signs, Inc. and are the result of the original design work of its employees. They are submitted to you or your company for the sole purpose of your consideration of whether to purchase from Ryan Signs, Inc., Madison, Wisconsin, a sign designed and to construct a sign similar to the one embodied herein is expressly prohibited. In the event that such use, distribution or embodiment of the design is made, you expressly agree to pay to Ryan Signs, Inc. the sum of 25% of our purchase price as quoted to you. This covenant of payment is acknowledged to be compensation for the time, effort and talent devoted to the preparation of the plans.</p> <p>Client Signature: _____</p> | | | |

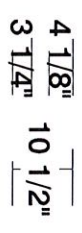
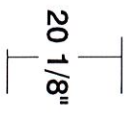
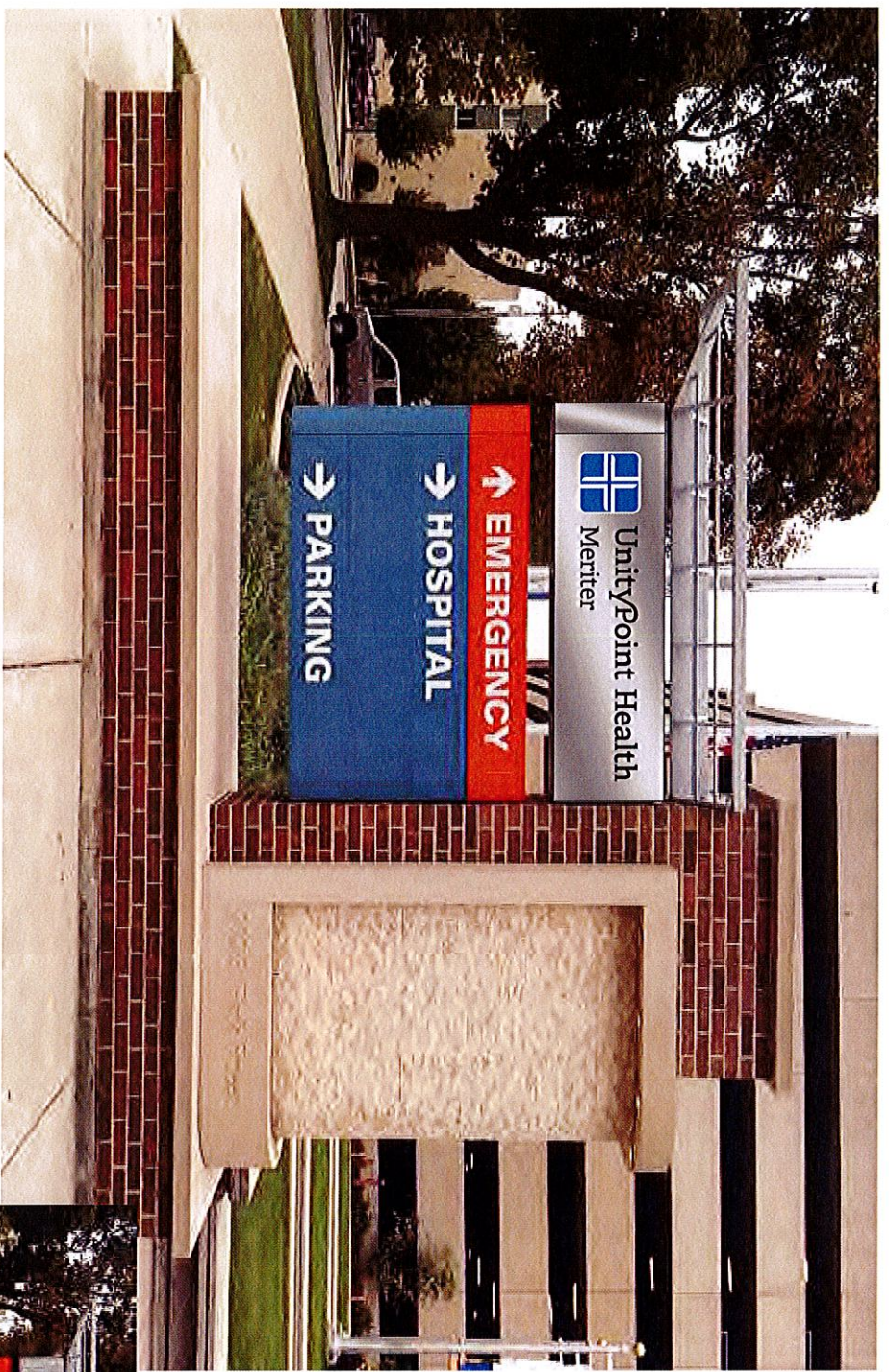
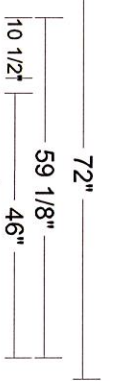
7A.2 Wall Sign



Flat cut acrylic letters

| | | | | | |
|---|--|--|--|--|--|
| Ryan Signs, Inc. 3007 Perry Street • Madison, WI 53713 • Tel (608) 271-7979 • Fax (608) 271-7853 | | SCALE: 1/2" = 1'-0" DATE: 10/9/15 REVISION: 1/9/15 DRAWN BY: SW | | APPROVER: © Copyright 2015 by Ryan Signs, Inc. | |
| Unity Point Health Meriter-Laboratories | | DRAWING NUMBER: 6013G | | | |
| <p><small>These plans are the exclusive property of Ryan Signs, Inc. and are the result of the original design work of its employees. They are submitted to you on your company for the sole purpose of your consideration of whether to purchase from Ryan Signs, Inc. Madison, Wisconsin, a sign designed and constructed similar to the one embodied herein is expressly prohibited. In the event that such use, distribution or exhibition occurs, the undersigned expressly agrees to pay to Ryan Signs, Inc. the sum of 25% of our purchase price as quoted to you. This covenant of payment is acknowledged to be compensation for the time, effort and talent devoted to the preparation of the plans.</small></p> <p>CLIENT SIGNATURE</p> | | | | | |

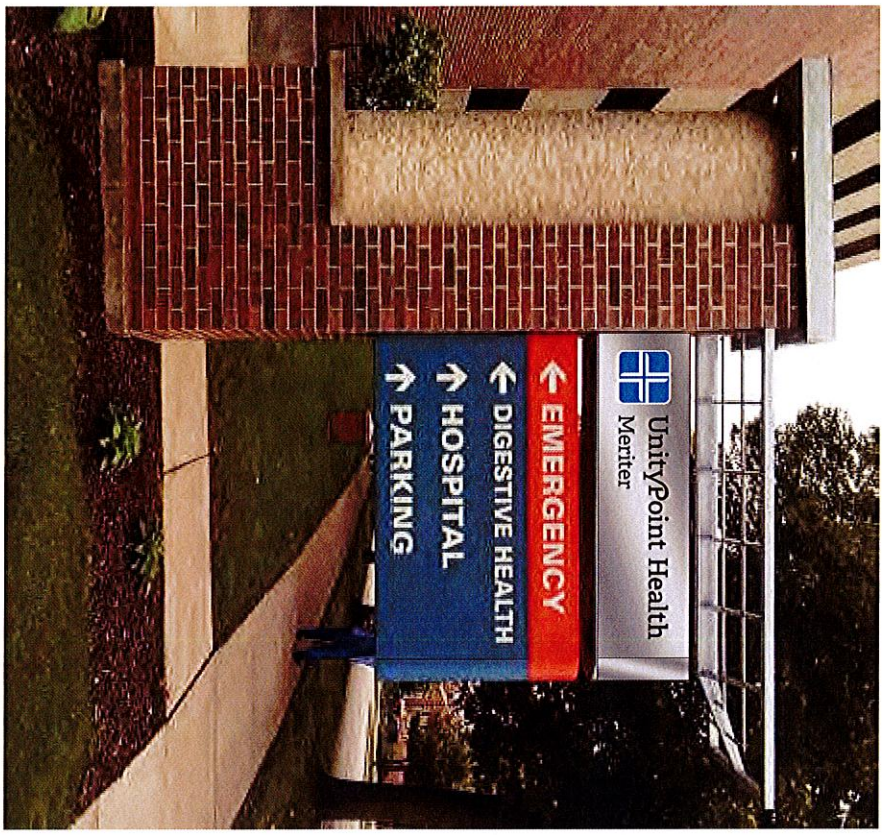
3A Aluminum
 Sign Type 1 - Horseshoe Dr



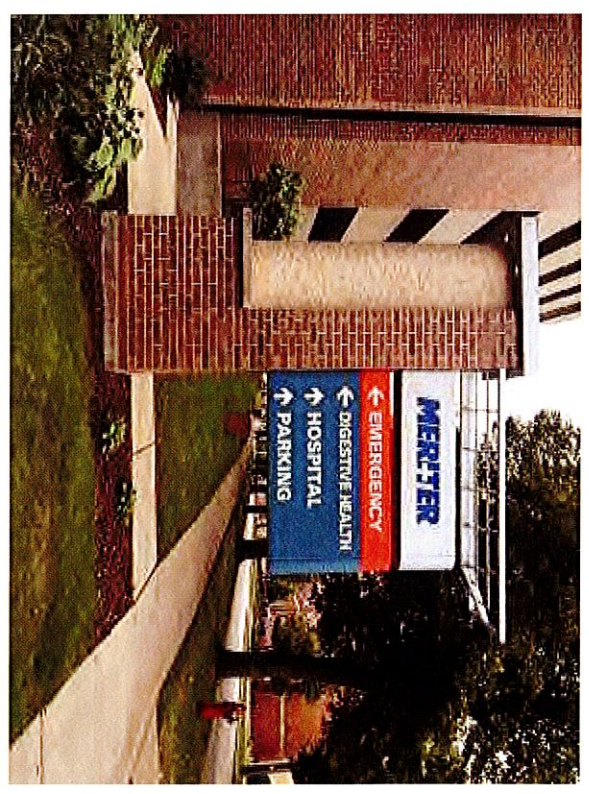
| | | | |
|---|--|--------------------|--------------------------------------|
| Ryan Signs, Inc. | | SCALE 1/8" = 1'-0" | APPROVER: |
| 3007 Perry Street • Madison, WI 53713 • Tel (608) 271-7979 • Fax (608) 271-7853 | | DATE 10/21/15 | © Copyright 2015 by Ryan Signs, Inc. |
| Unity Point Health Meriter - Sign Locations | | REVISION 1/10/15 | DRAWING NUMBER |
| These plans are the exclusive property of Ryan Signs, Inc. and are the result of the original design work of its employees. They are submitted to you or your company for the sole purpose of your consideration of whether to purchase from Ryan Signs, Inc., Madison, Wisconsin, a sign designed and to construct a sign similar to the one embodied herein is expressly prohibited. In the event that such use, distribution or exhibition occurs, the undersigned expressly agrees to pay to Ryan Signs, Inc. the sum of 25% of our purchase price as quoted to you. This covenant of payment is acknowledged to be compensation for the time, effort and talent devoted to the preparation of the plans. | | DRAWN BY: SW | 6013C |
| Client Signature _____ | | | |

3B) Aluminum
Sign Type 2 - Brooks & Milton

60"

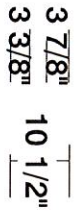
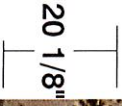
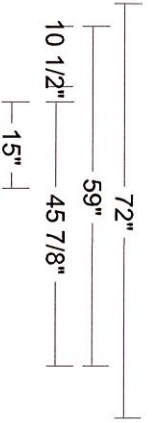


3 3/8" 8 7/8" 16 1/8"
 2 3/4"



| | | | |
|--|--|---------------------|--------------------------------------|
| Ryan Signs, Inc. | | SCALE: 1/8" = 1'-0" | APPROVER: |
| 3007 Perry Street • Madison, WI 53713 • Tel: (608) 271-7979 • Fax: (608) 271-7853 | | DATE: 10/21/15 | |
| Unity Point Health Meriter - Sign Locations | | REVISED: 11/01/15 | © Copyright 2015 by Ryan Signs, Inc. |
| DRAWN BY: SW | | | |
| <small>These plans are the exclusive property of Ryan Signs, Inc. and are the result of the original design work of its employees. They are submitted to you or your company for the sole purpose of your consideration of whether to purchase from Ryan Signs, Inc. Madison, Wisconsin a sign designed and manufactured according to these plans. Distribution or exhibition of these plans to anyone other than employees of your company or use of these plans in any way other than for the purpose of purchasing a sign from Ryan Signs, Inc. is prohibited. The sum of 25% of the purchase price is required to be paid to Ryan Signs, Inc. as compensation for the time, effort and talent devoted to the preparation of the plans.</small> | | DRAWING NUMBER: | 60130C |
| client signature _____ | | | |

3C Aluminum
 Sign Type 2 - Park and Chandler

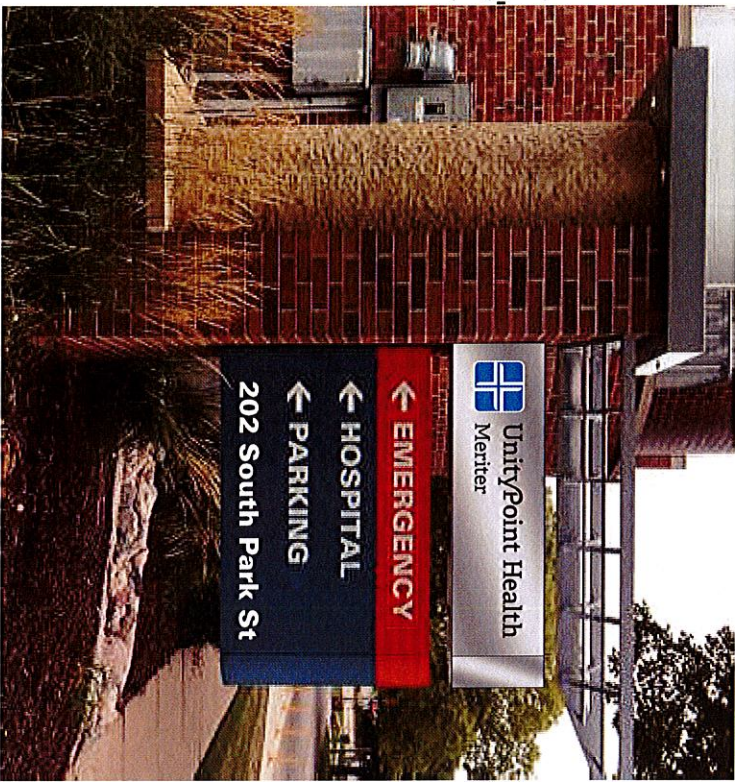


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|---|--|---------------------|--------------------------------------|-----------|
| Ryan Signs, Inc. | | SCALE: 1/8" = 1'-0" | | APPROVER: |
| 3007 Perry Street • Madison, WI 53713 • Tel: (608) 271-7979 • Fax: (608) 271-7853 | | DATE: 10/21/15 | © Copyright 2015 by Ryan Signs, Inc. | |
| Unity Point Health Meriter - Sign Locations | | REVISED: 11/01/15 | DRAWING NUMBER: 6013C | |
| DRAWN BY: SW | | client signature | | |

These plans are the exclusive property of Ryan Signs, Inc. and are the result of the original design work of its employees. They are submitted to you or your company for the sole purpose of your consideration of whether to purchase from Ryan Signs, Inc., Madison, Wisconsin a sign designed and manufactured according to these plans. Distribution or exhibition of these plans to anyone other than employees of your company or use of these plans in any way other than that authorized by Ryan Signs, Inc. is prohibited. In the event that such use, distribution or exhibition occurs, the undersigned reserves the right to sue for damages and to seek other legal remedies. Payment of the fee for these plans is a condition of their use. Payment of the fee is a condition of their use. Payment of the fee is a condition of their use. Payment of the fee is a condition of their use.

3D.2 Aluminum
Sign Type 3 - Brooks and Chandler

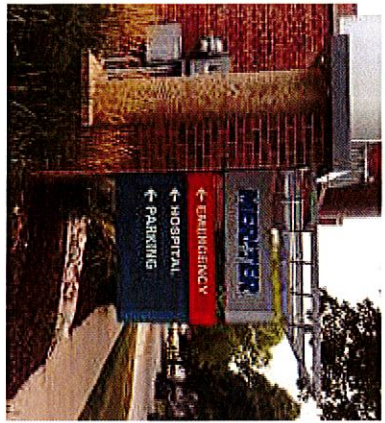
60"



16 1/8"

3 3/8" 8 1/2"
 2 5/8"

3 1/2"

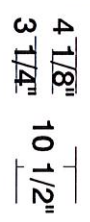
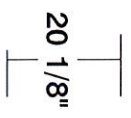
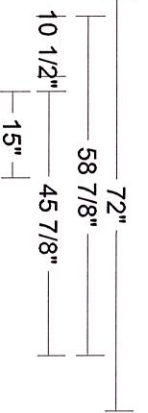


| | | | |
|---|--|---------------------|--|
| Ryan Signs, Inc. | | SCALE: 1/8" = 1'-0" | APPROVED: |
| 3007 Perry Street • Madison, WI 53713 • Tel: (608) 271-7979 • Fax: (608) 271-7853 | | DATE: 10/21/15 | |
| Unity Point Health Meriter - Sign Locations | | REVISION: 1/10/15 | ©Copyright 2015 by Ryan Signs, Inc. |
| DRAWN BY: SW | | | DRAWING NUMBER: 6013C |

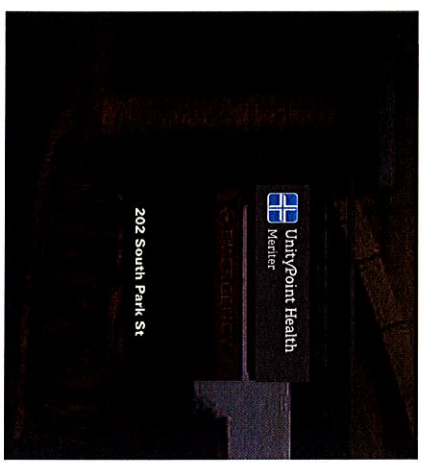
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Client Signature: _____

3E.2 Aluminum
Sign Type 3 - Park and Emergency



3 1/2"

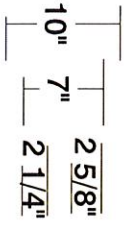
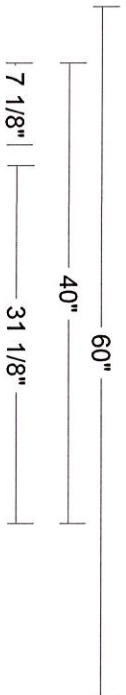


| | | | |
|---|--|---------------------|-------------------------------------|
| Ryan Signs, Inc. | | SCALE: 1/8" = 1'-0" | APPROVER: |
| 3007 Perry Street • Madison, WI 53713 • Tel (608) 271-7979 • Fax (608) 271-7853 | | DATE: 10/21/15 | ©Copyright 2015 by Ryan Signs, Inc. |
| Unity Point Health Meriter - Sign Locations | | REVISION: 1/18/15 | DRAWING NUMBERS |
| DRAWN BY: SW | | | 6013B |

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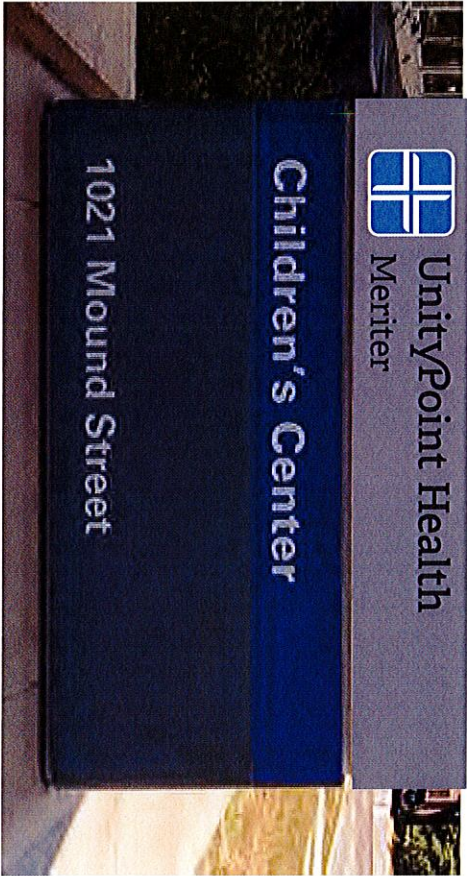
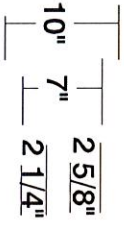
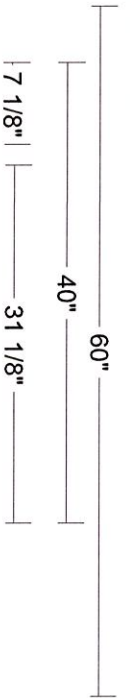
client signature _____

4A.2 McConnell Hall Monument - Replace Meriter Header



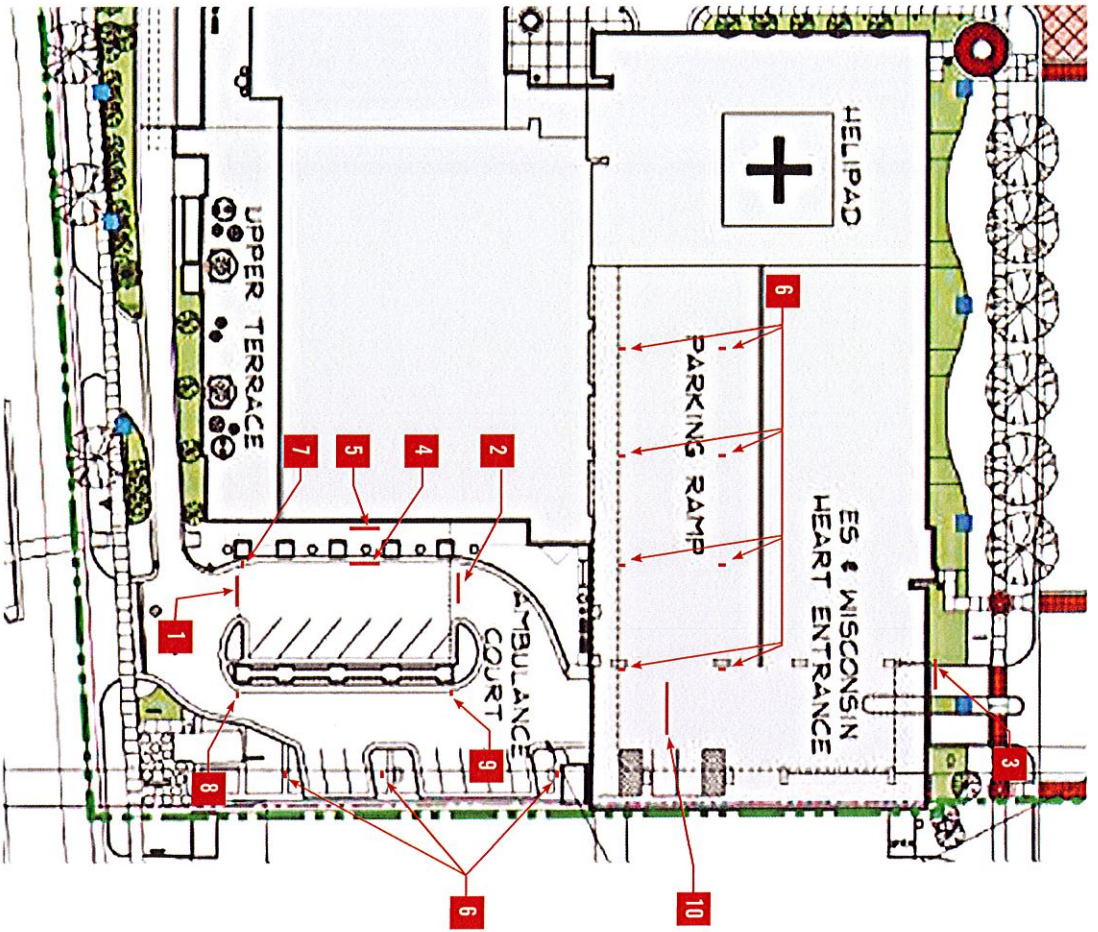
| | | | |
|--|--|---------------------|--------------------------------------|
| Ryan Signs, Inc. 3007 Perry Street • Madison, WI 53713 • Tel (608) 271-7979 • Fax (608) 271-7853 | | SCALE: 3/4" = 1'-0" | APPROVER: |
| Unity Point Health Meriter-McConnell Hall | | DATE: 10/8/15 | © Copyright 2015 by Ryan Signs, Inc. |
| DRAWN BY: SW | | REVISION: 1/10/15 | |
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| Client Signature: _____ | | 6013D | |

5A.2 Children's Monument - Replace Meriter



| | | | |
|--|--|---------------------|--------------------------------------|
| Ryan Signs, Inc. 3007 Perry Street • Madison, WI 53713 • Tel (608) 271-7979 • Fax (608) 271-7853 | | SCALE: 3/4" = 1'-0" | APPROVER: |
| Unity Point Health Meriter-Children's Center | | DATE: 10/9/15 | © Copyright 2015 by Ryan Signs, Inc. |
| DRAWN BY: SW | | REVISION: 1/10/15 | DRAWING NUMBER: 6013F |

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**ER/Ambulance Court
Signage Additions
Location Plan**

- 1** **Emergency Canopy Facing Park Street**
Internally Illuminated Aluminum Sign Cabinet
30" L x 28" H x 0"-4" D
84 sq ft signable area
- 2** **Emergency Canopy West Side**
Internally Illuminated Aluminum Sign Cabinet
30" L x 28" H x 0"-4" D
84 sq ft signable area
- 3** **Emergency Entrance on Mound Street**
Internally Illuminated Aluminum Sign Cabinet
30" L x 28" H x 0"-4" D
84 sq ft signable area
- 4** **Emergency Entrance Marker: Under Canopy**
Internally Illuminated Aluminum Sign Cabinet
25.5" L x 14" H x 0"-4" D
25.5 sq ft signable area
- 5** **Emergency Entrance Doors: Under Canopy**
Vinyl applied to both sliding ER doors
6' L x 7' H x 0" D
42 sq ft signable area
- 6** **ER Patient Parking on Columns**
Aluminum Signage Panel
3'-6" L x 2'-0" H
7 sq ft signable area
- 7** **Return to ER Parking Directional - Under Canopy**
Aluminum Signage Cabinet
4'-5" L x 1'-10" H x 0"-4" D
16 sq ft (8 sq ft per side) signable area
- 8** **ER Vehicle Entry Directional - NE Corner**
Aluminum Signage Cabinet
3'-6" L x 2'-3" H x 0"-4" D
16 sq ft (8 sq ft per side) signable area
- 9** **ER Vehicle Entry Directional - NW Corner**
Aluminum Signage Cabinet
3'-6" L x 2'-3" H x 0"-4" D
16 sq ft (8 sq ft per side) signable area
- 10** **ER Overhead Directional
Interior of ER Parking Deck:**
Interior-lit, Double-sided Aluminum Cabinet
16' L x 1'-6" H x 0"-4" D
48 sq ft (24 sq ft per side) signable area



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Emergency Canopy Signage

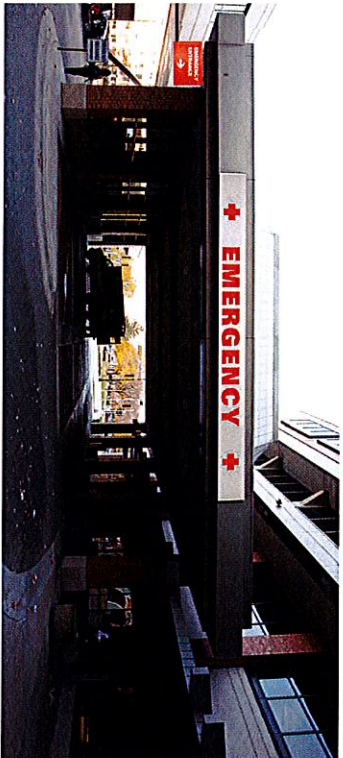
1 Emergency Canopy Facing Park Street
Internally Illuminated Aluminum Sign Cabinet
30' L x 2'8" H x 0'-4" D overall
84 sq ft signable area



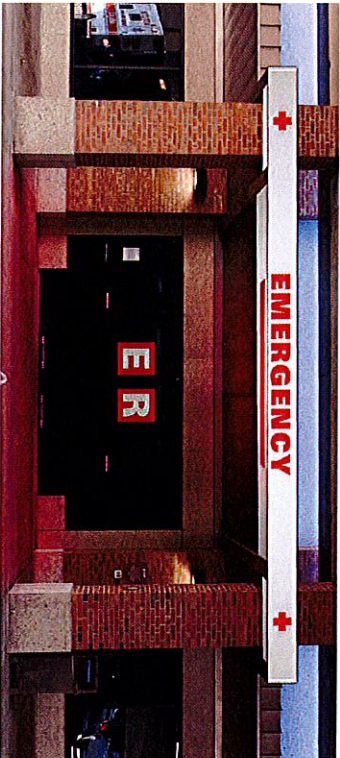
3 Emergency Entrance on Mound Street
Internally Illuminated Aluminum Sign Cabinet
25'10" L x 2'8" H x 0'-4" D overall
84 sq ft signable area



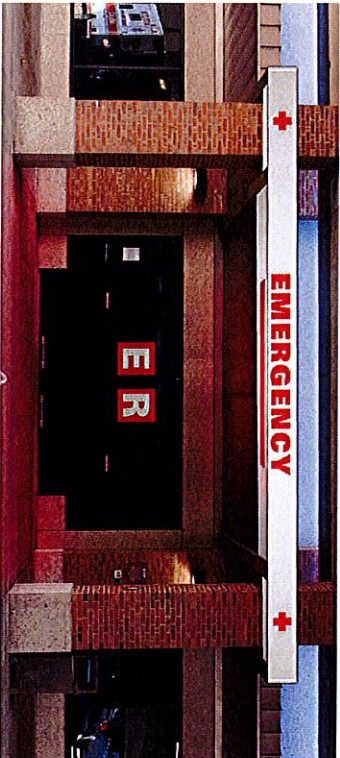
2 Emergency Canopy West Side
Internally Illuminated Aluminum Sign Cabinet
30' L x 2'8" H x 0'-4" D overall
84 sq ft signable area



4 Emergency Entrance Marker, Under Canopy
Internally Illuminated Aluminum Sign Cabinet
25'6" L x 14" H x 0'-4" D overall
25.5 sq ft signable area



5 Emergency Entrance Doors, Under Canopy
Vinyl applied to both sliding ER doors
6' L x 7' H x 0" D overall
42 sq ft signable area



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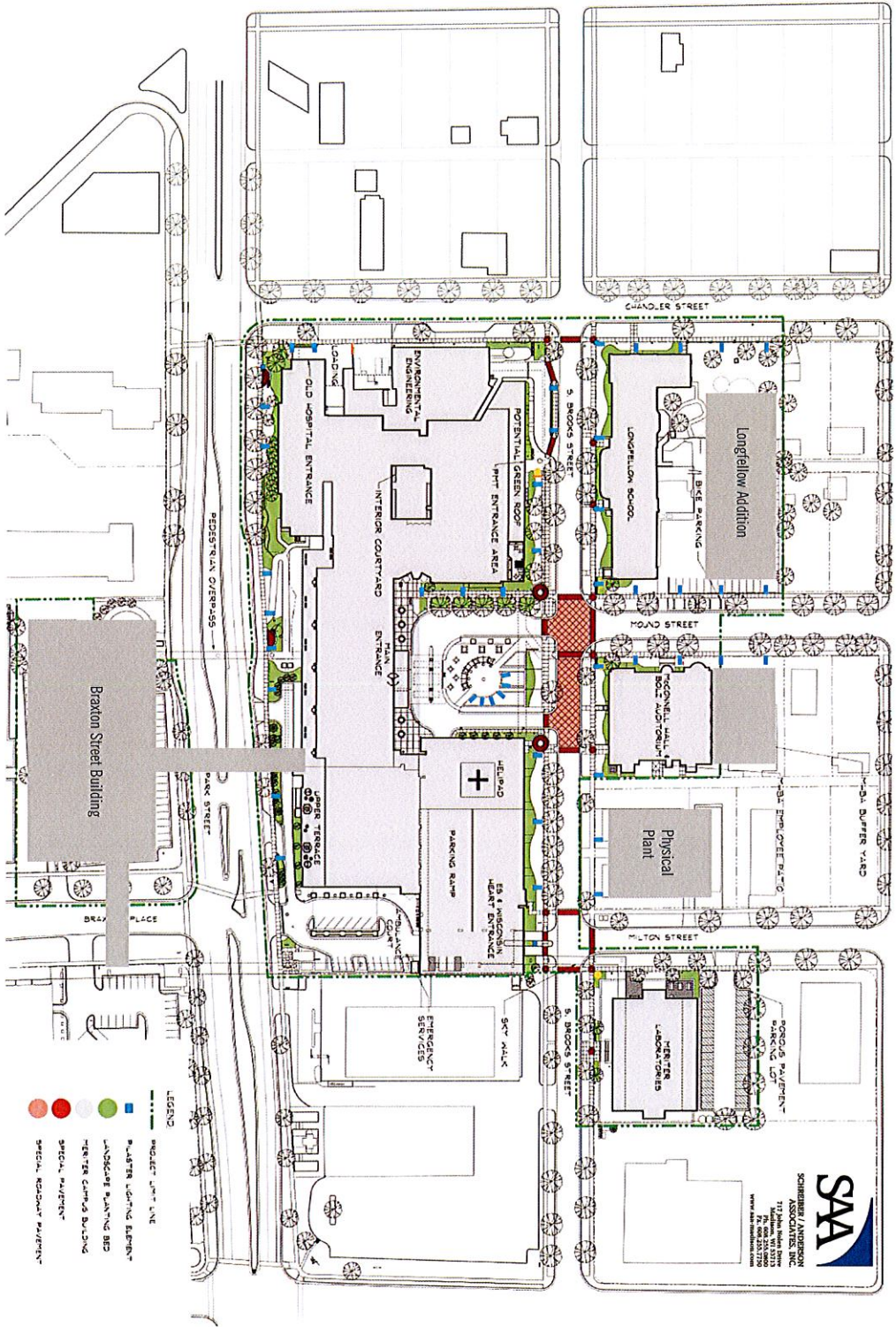
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ER Canopy & Patient Parking
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**Banner Sign
Location Plan
Current & Future Campus**

All Signs:

- Banners mounted to post with brick base
- 5'-0" L x 2'-0" H x 0'-0" D overall
- 10 sq ft (10 sq ft per side) signable area

Banner Location

Banner Signs

Banner Sign
Signable Area: 2 sided signable area

10 sq ft (10 sq ft per side)

Materials/ Elements:

- existing banner post with brick base and light
- metal mesh sign panel or solid metal sign panel
- colors to match wayfinding package

Logo position:

- reversed from color band along top edge of banner

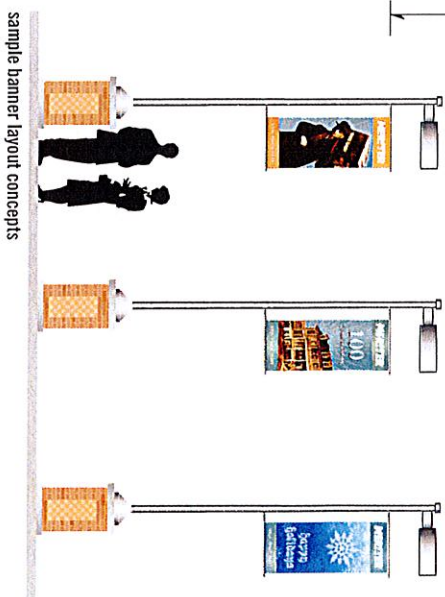
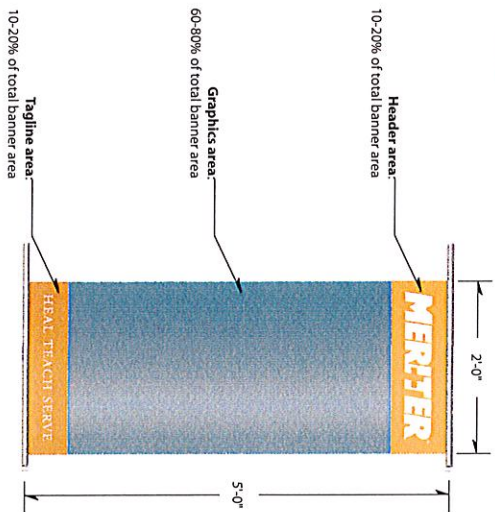
Typography:

- reversed from background, fonts include: Univers Black, Adobe Caslon Semi-Bold and Helvetica Bold

Banner Categories:

- Meriter Mission
- Services
- Recognition / Awards
- Community / History
- Seasonal

CHANGE OF GRAPHICS AS NEEDED



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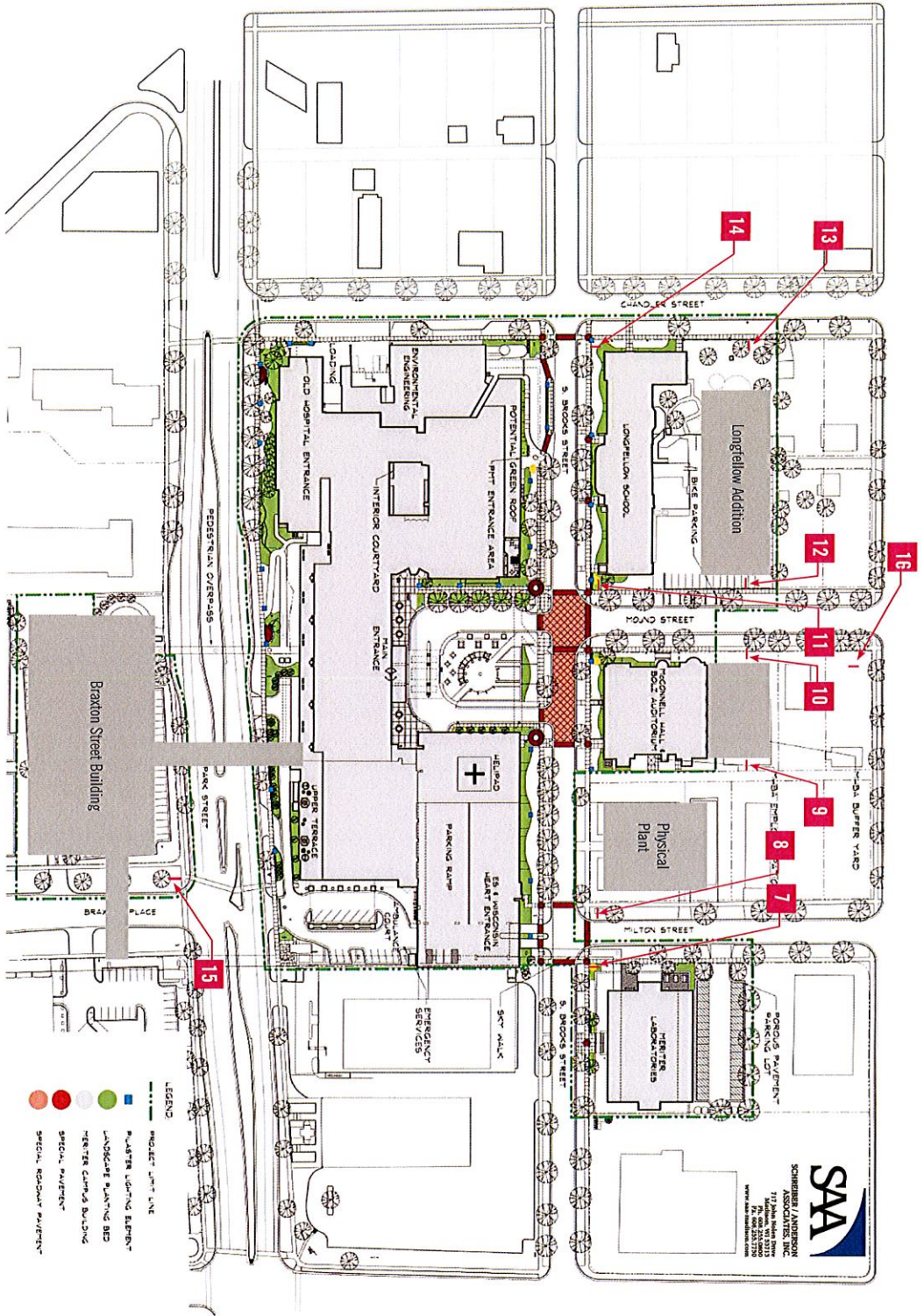
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- Exterior Wayfinding & Monument Signage Location Plan Future Campus**
- 7** Ground Sign - Brooks & Milton (NW)
 Wayfinding Sign - Type 4
 6'-0" L x 6'-0" H x 2'-0" D
 overall
 32 sq ft (16 sq ft per side) signable area
 - 8** Ground Sign - Brooks & Milton (SW)
 Wayfinding Sign - Type 4
 6'-0" L x 6'-0" H x 2'-0" D
 overall
 32 sq ft (16 sq ft per side) signable area
 - 9** Ground Sign - St. James Court
 Wayfinding Sign - Type 4
 6'-0" L x 6'-0" H x 2'-0" D
 overall
 32 sq ft (16 sq ft per side) signable area
 - 10** Ground Sign - Mount at McConnell Bldg
 Wayfinding Sign - Type 4
 6'-0" L x 6'-0" H x 2'-0" D
 overall
 32 sq ft (16 sq ft per side) signable area
 - 11** Ground Sign - Mount & Brooks (SW)
 Wayfinding Sign - Type 4
 6'-0" L x 6'-0" H x 2'-0" D
 overall
 32 sq ft (16 sq ft per side) signable area
 - 12** Ground Sign - Mount at Longfellow Bldg
 Wayfinding Sign - Type 4
 6'-0" L x 6'-0" H x 2'-0" D
 overall
 32 sq ft (16 sq ft per side) signable area
 - 13** Ground Sign - Chandler at Longfellow Bldg
 Monument/Wayfinding Sign - Type 2
 9'-0" L x 12'-0" H x 2'-0" D
 overall
 72 sq ft (36 sq ft per side) signable area
 - 14** Ground Sign - Brooks & Chandler (NW)
 Wayfinding Sign - Type 4
 6'-0" L x 6'-0" H x 2'-0" D
 overall
 32 sq ft (16 sq ft per side) signable area
 - 15** Ground Sign - Park & Braxton
 Monument/Wayfinding Sign - Type 2
 16'-0" L x 12'-0" H x 2'-0" D
 overall
 72 sq ft (36 sq ft per side) signable area
 - 16** Ground Sign - Mount & Mills
 Wayfinding Sign - Type 3
 7'-6" L x 9'-0" H x 2'-0" D
 overall
 42 sq ft (21 sq ft per side) signable area

AGENDA # 1

City of Madison, Wisconsin

| | |
|---|---|
| REPORT OF: URBAN DESIGN COMMISSION | PRESENTED: November 4, 2009 |
| TITLE: 202 South Park Street - Meriter Comprehensive Exterior Signage Package Component for a PUD(GDP- SIP). 13th Ald. Dist. (12023) | REFERRED: REREFERRED: REPORTED BACK: |
| AUTHOR: Alan J. Martin, Secretary | ADOPTED: POF: |
| DATED: November 4, 2009 | ID NUMBER: |

Members present were: Marsha Rummel, Dawn Weber, Todd Barnett, Bruce Woods, Richard Slayton, John Harrington, Richard Wagner, Jay Ferm and Ron Luskin.

SUMMARY:

At its meeting of November 4, 2009, the Urban Design Commission **GRANTED FINAL APPROVAL** of a signage package located at 202 South Park Street. Appearing on behalf of the project were Loron Zemlicka, representing Meriter Hospital; Lori Farin and Kevin Snitchler.

Prior to the presentation on this item, staff noted that consideration of the Meriter comprehensive exterior signage package is a component of the previously approved Meriter Master Plan as part of an overall PUD-GDP which was combined with an overall SIP for the current operations of the Meriter campus including several alterations to existing facilities as part of an overall PUD-SIP. The Commission had provided previous comments on the signage package at its meeting of October 15, 2008. The signage package featured various components comprised of ground signage, wall signage, banners, promotional banners and donor identification options for various buildings on the campus. Following the presentation the Commission noted the following:

- Relevant to the sunscreen element appears heavy.
- The sign is in competition with its vertical decorative column.
- The competition artist panel can't compete with sign with field needed to be narrowed, as with the mosaic field.
- The mosaic field is not necessary on the horseshoe sign.
- Consider separating mosaic field artwork from the signface of the horseshoe entry sign.
- When comparing the horseshoe entry ground sign with other similar types of signage the masonry base is not as elongated as with the horseshoe sign. Horseshoe sign should have planted area beneath the Meriter graphics.
- The ground signage package is ok in context.
- Look at making the horseshoe sign base narrower as a means to make it more proportional.
- Regarding emergency signs No. 3 on the parking ramp should be offset to the traffic aisle. As detailed on the display boards, the emergency sign on the parking ramp looks tacked on/banner-like.
- Look at placing the emergency sign on the ramp lower or suspending below concrete panel.
- The version displayed is part of the presentation is not consistent with the version in the application packet, where the version in the application packet is ok.



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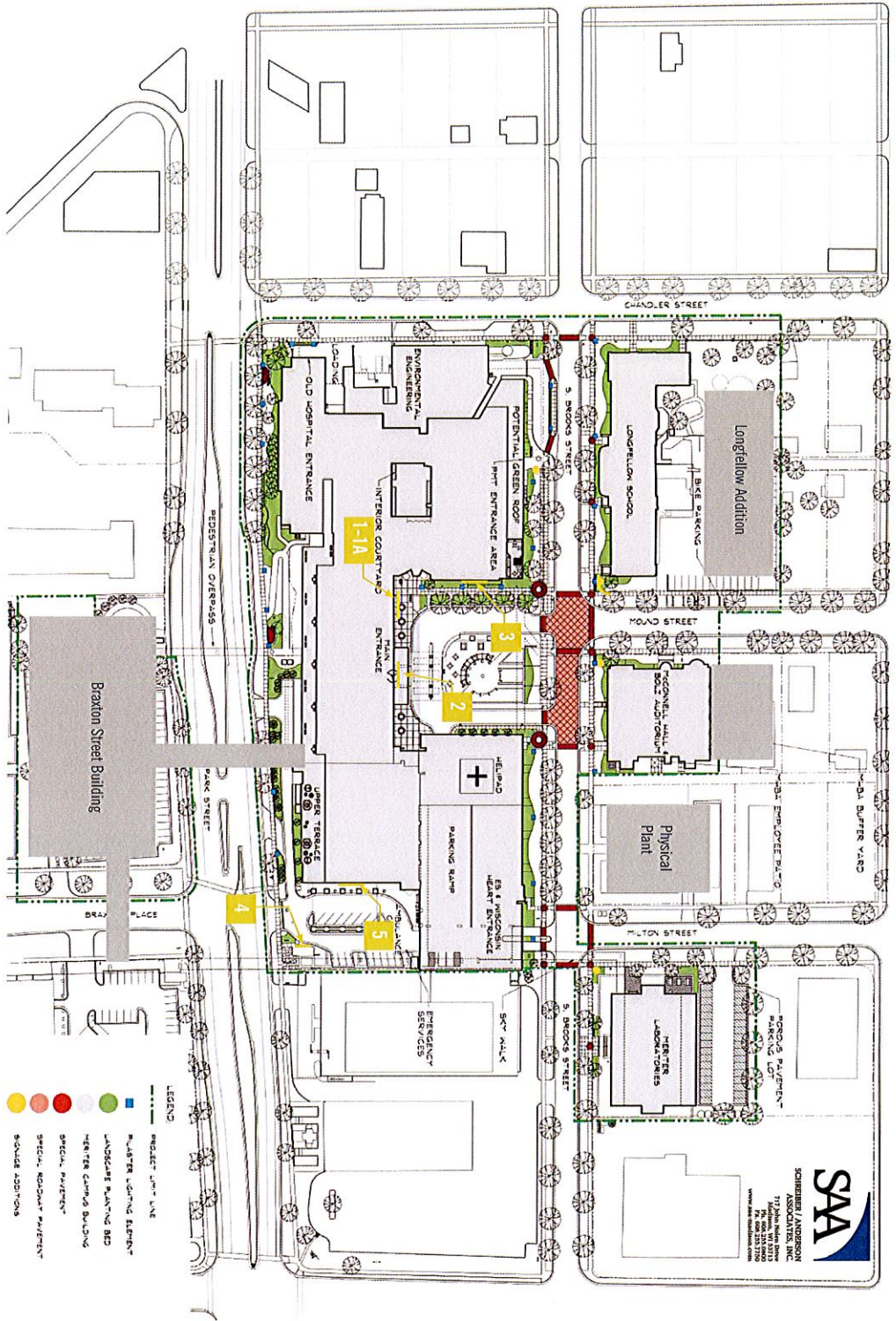
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Donor Naming Signage
Location Plan

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**Donor Naming Signage
Location Plan**

- 1-1A** Donor On-Building Signage Patient Tower
- 2** Donor Columns Main Entrance
- 3** Donor On-Building Signage North Wing
- 4** Donor On-Building Signage Emergency Room Area
- 5** Donor Columns Emergency Room Area

**1 Donor Naming On-Building
Patient Tower - Option 1**

Wall Sign
Signable Area: 1 sided signable area
335 sq ft

- Materials/Sign Elements:
- perforated aluminum backer panel
 - aluminum face dimensional logo letters
 - letters are back-lit with white light



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Patient Tower - Option 1

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**1A Donor Naming On-Building
Patient Tower - Option 2**

Wall Sign
Signable Area: 1 sided signable area
335 sq ft

Materials/Sign Elements:

- perforated aluminum backer panel
- aluminum face dimensional logo letters
- letters are back-lit with white light



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Patient tower - Option 2

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**Donor Naming Columns
Patient Care Tower Entrance**

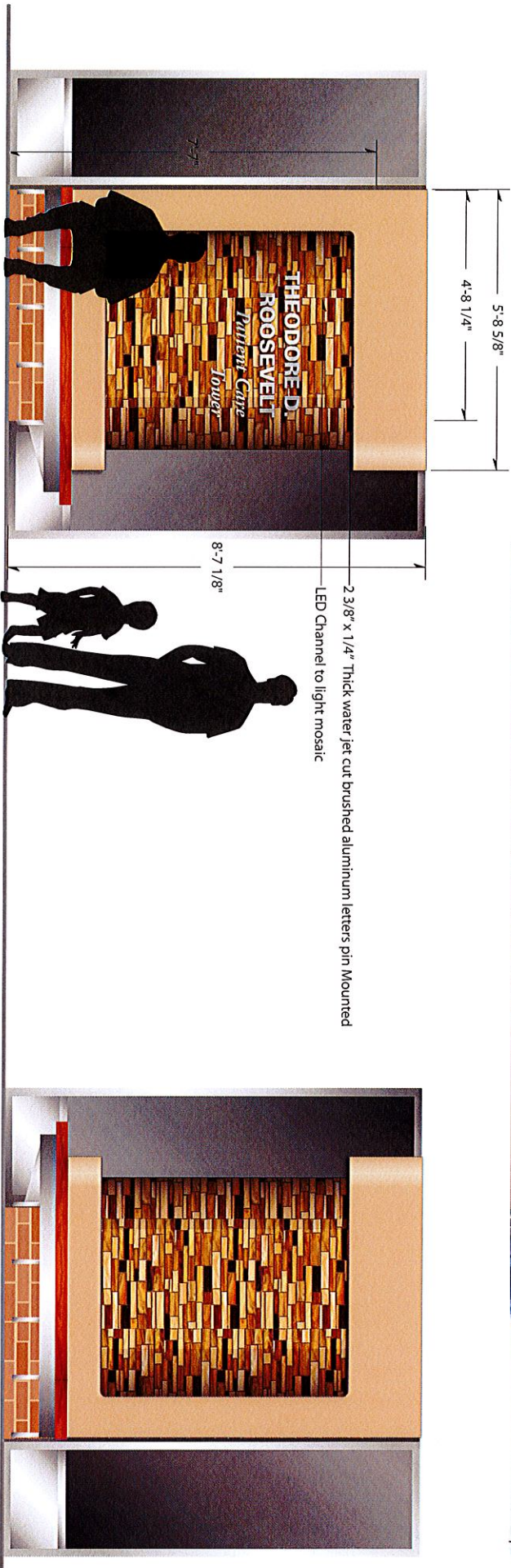
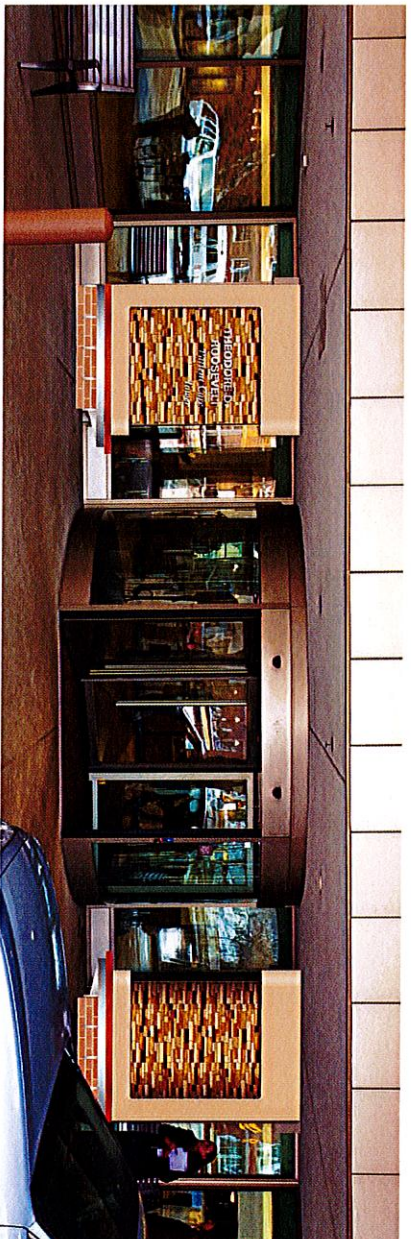
Design Concept: A donor recognition option that relates aesthetically to the campus wayfinding and monument signage while framing the building's primary entry point

Signable Area: 2 sign locations

Example shown is approx 50 sq ft each column

Materials/Sign Elements:

- Replaces/covers existing exterior columns at the building front entry
- Concrete structure partially clad with mosaic tile
- Brushed aluminum letters pin mounted to mosaic tile surface
- Recessed led lighting around mosaic edge
- Bench feature replaces existing movable benches



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Donor Naming On-Building Signage North Wing Area

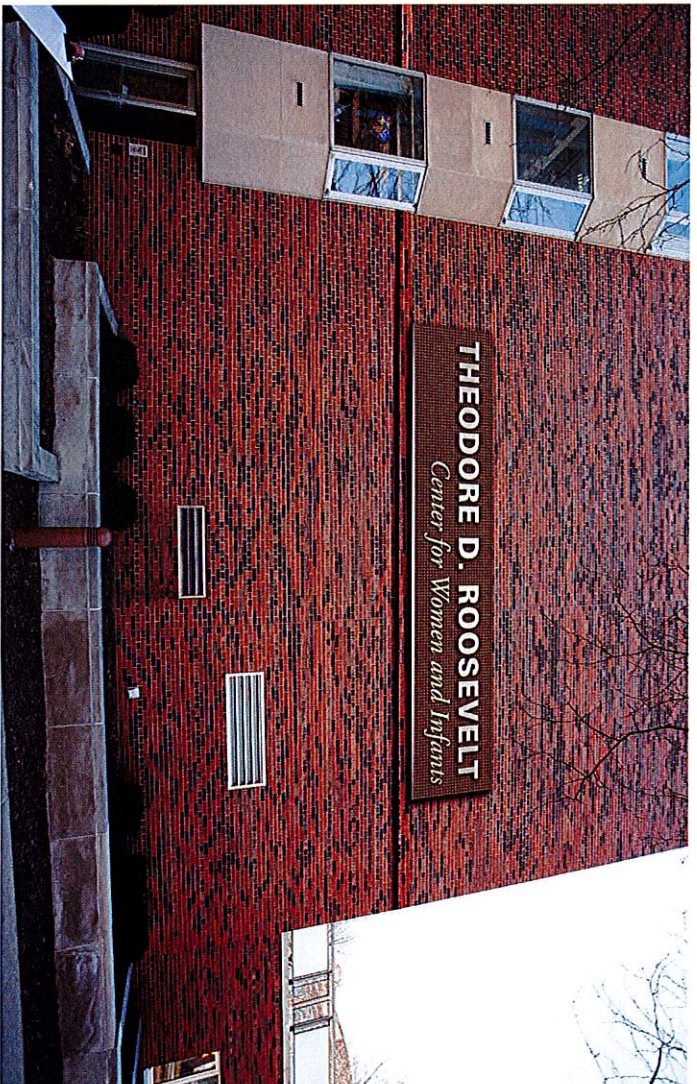
Design Concept - Wall Sign adaptable to varied locations

Signable Area: 1 sided signable area

example shown is approx. 160 sq ft

Materials/Sign Elements:

- perforated aluminum panel as backer for lettering
- aluminum face dimensional logo letters
- letters are back-lit with white light



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North Wing Option

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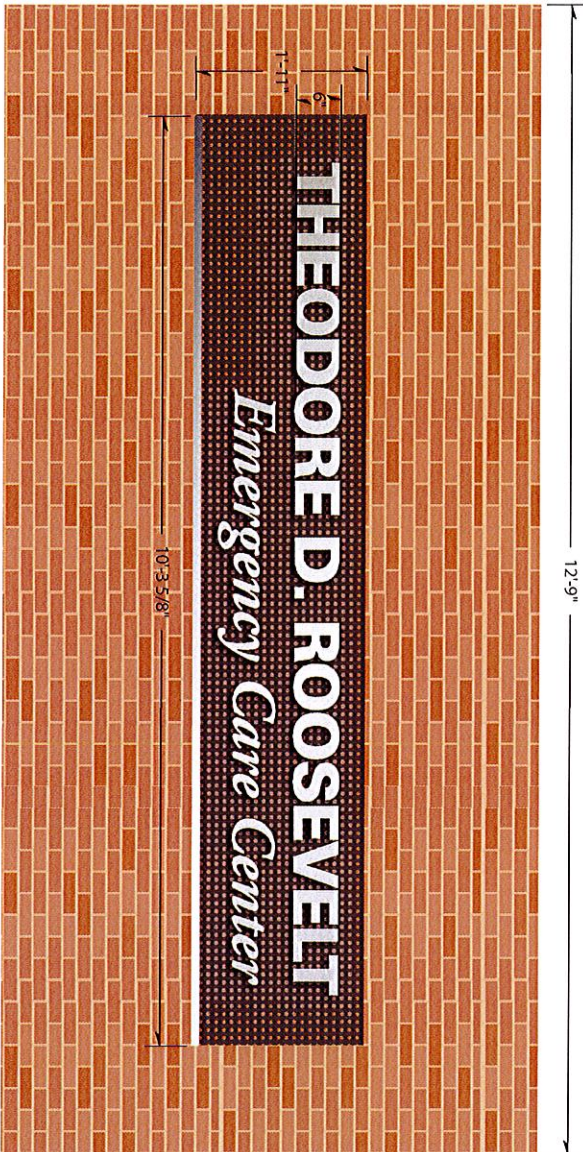
**4 Donor Naming On-Building Signage
Emergency Room Area**

Design Concept - Wall Sign adaptable to varied locations

Signable Area: 1 sided signable area
example shown is approx 20 sq ft

Materials/Sign Elements:

- perforated aluminum panel as backer for lettering
- aluminum face dimensional logo letters
- letters are back-lit with white light



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Emergency Room Area

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**5 Donor Naming Columns
Emergency Room Entrance**

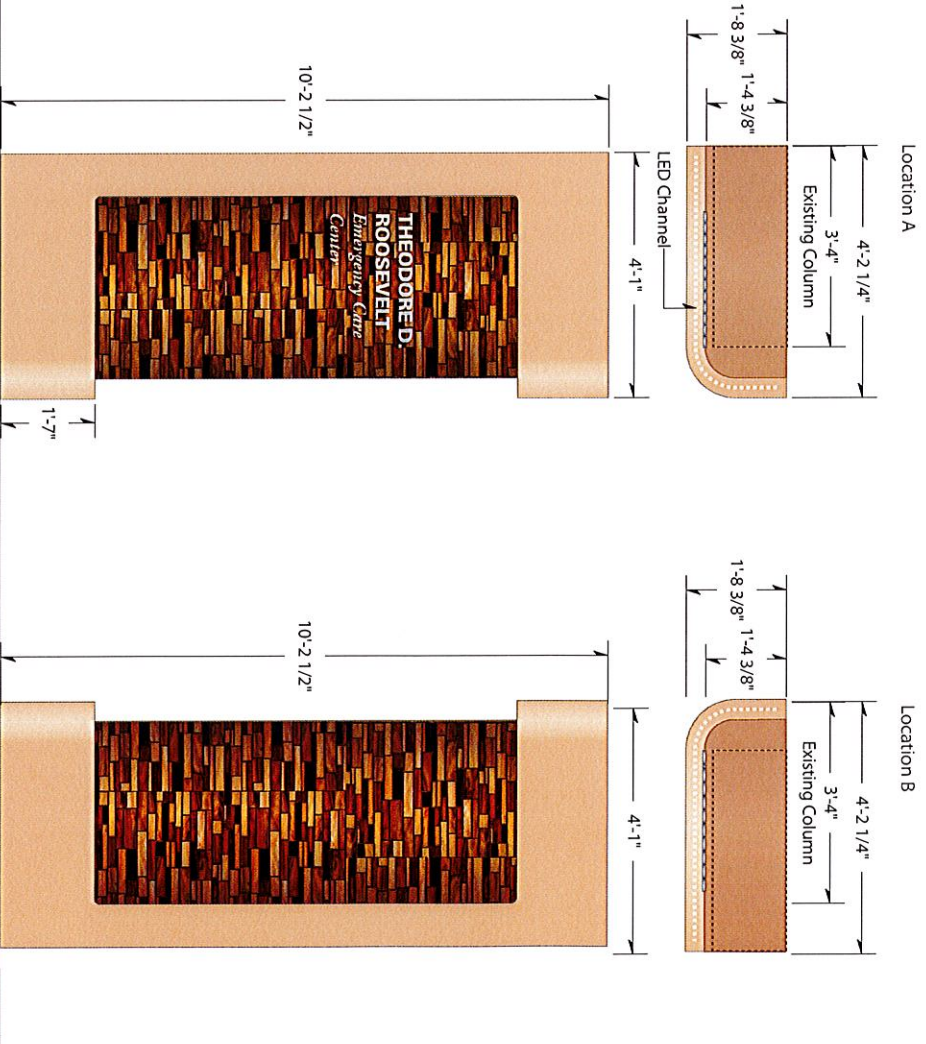
Design Concept: A donor recognition option that relates aesthetically to the campus wayfinding and monument signage while framing the building's emergency room entry point

Signable Area: 2 sign locations

Example shown is approx 42 sq ft each column

Materials/Sign Elements:

- Replaces/covers existing exterior columns at entry facade
- Concrete structure partially clad with mosaic tile
- Brushed aluminum letters pin mounted to mosaic tile surface
- Recessed led lighting around mosaic edge



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Entry Columns 2

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