

**APPLICATION FOR
URBAN DESIGN COMMISSION
REVIEW AND APPROVAL**

AGENDA ITEM # _____
Project # _____
Legistar # _____

DATE SUBMITTED: <u>DECEMBER 14, 2011</u>	Action Requested
UDC MEETING DATE: <u>DECEMBER 21, 2011</u>	<input type="checkbox"/> Informational Presentation
	<input type="checkbox"/> Initial Approval and/or Recommendation
	<input checked="" type="checkbox"/> Final Approval and/or Recommendation

PLEASE PRINT!

PLEASE PRINT!

PROJECT ADDRESS: 2601 W. BELTLINE HWY

ALDERMANIC DISTRICT: 14

OWNER/DEVELOPER (Partners and/or Principals) ARCHITECT/DESIGNER/OR AGENT:
ARBOR GATE DEVELOPMENT, LLC RYAN SIGNS, INC.
3001 W. BELTLINE HWY. #202 3007 PERRY ST.
MADISON, WI 53713 MADISON, WI 53713

CONTACT PERSON: MARY BETH GROWNEY SELENE
Address: 3007 PERRY ST.
MADISON, WI 53713
Phone: 608-271-7979
Fax: 608-271-7853
E-mail address: mbgrowneyseleena@ryansigns.net

TYPE OF PROJECT:
(See Section A for:)

- Planned Unit Development (PUD)
 - General Development Plan (GDP)
 - Specific Implementation Plan (SIP)
- Planned Community Development (PCD)
 - General Development Plan (GDP)
 - Specific Implementation Plan (SIP)
- Planned Residential Development (PRD)
- New Construction or Exterior Remodeling in an Urban Design District * (A public hearing is required as well as a fee)
- School, Public Building or Space (Fee may be required)
- New Construction or Addition to or Remodeling of a Retail, Hotel or Motel Building Exceeding 40,000 Sq. Ft.
- Planned Commercial Site

(See Section B for:)
 New Construction or Exterior Remodeling in C4 District (Fee required)

(See Section C for:)
 R.P.S.M. Parking Variance (Fee required)

(See Section D for:)
 Comprehensive Design Review* (Fee required) AMENDING THE EXISTING CDR
 Street Graphics Variance* (Fee required) PACKAGE, PER THE ATTACHMENTS.
 Other _____

*Public Hearing Required (Submission Deadline 3 Weeks in Advance of Meeting Date)

Where fees are required (as noted above) they apply with the first submittal for either initial or final approval of a project.

December 14, 2011

Mr. Al Martin
City of Madison Planning Department
215 Martin Luther King, Jr. Blvd.
Madison, WI 53701

Re: Letter of intent for an amendment to the approved Comprehensive Design Plan at Arbor Gate Development for Meriter Health Services, Inc.

Dear Mr. Martin;

On behalf of Meriter Health Services, Inc., we are writing to request an amendment to the Comprehensive Design Plan for the Arbor Gate development. As you may be aware, Meriter has an existing sign for the Meriter Wellness Center in the building located at 2501 W. Beltline Hwy. As of January 1, 2012, we will occupy space in the 2601 W. Beltline Hwy. building, formerly occupied by Wisconsin Heart. The new entity will be called Meriter Wisconsin Heart.

Our submittal includes two amendment requests:

1. To allow for our corporate logo and color to be used on new signage for **Meriter Wisconsin Heart** on the west elevation of the west building at 2601 W. Beltline Hwy. and
2. To allow for our corporate logo and color to be used for updated signage for **Meriter Wellness Center (or similar name now under consideration)** on the north elevation of the east building at 2501 W. Beltline Hwy.

We believe our proposed amendment will allow our signage to be an attribute to the entire sign package and will fit well with the building architecture. We have included images of the proposed signage for your review (attachments 1 and 2).

Our proposed amendment represents a minor change in that it allows for our logo to be used in conjunction with our corporate color. Our request is for our two signs only. We are not seeking to amend the Comprehensive Design Plan for the entire Arbor Gate Development.

The faces of each of the "Meriter" representations will be displayed in PMS #287 (Blue) per attachment 3. The sides of the letters will be painted to match the originally approved Pewter color. The "Wisconsin Heart" and "Wellness Center" (or similar) will be displayed in Black with the originally approved Pewter for the sidewalls of the letters. (The color Black has been approved in a previous amendment to the Comprehensive Design Plan.)

The Meriter "Blue" is part of our overall branding effort. Our request of you is to simply allow us to utilize our complete logo element and create consistency in our signage at Arbor Gate.

Thank you for your consideration.

MERITER HEALTH SERVICES, INC.



Kevin Snitchler
Assistant Vice President, Facilities Development

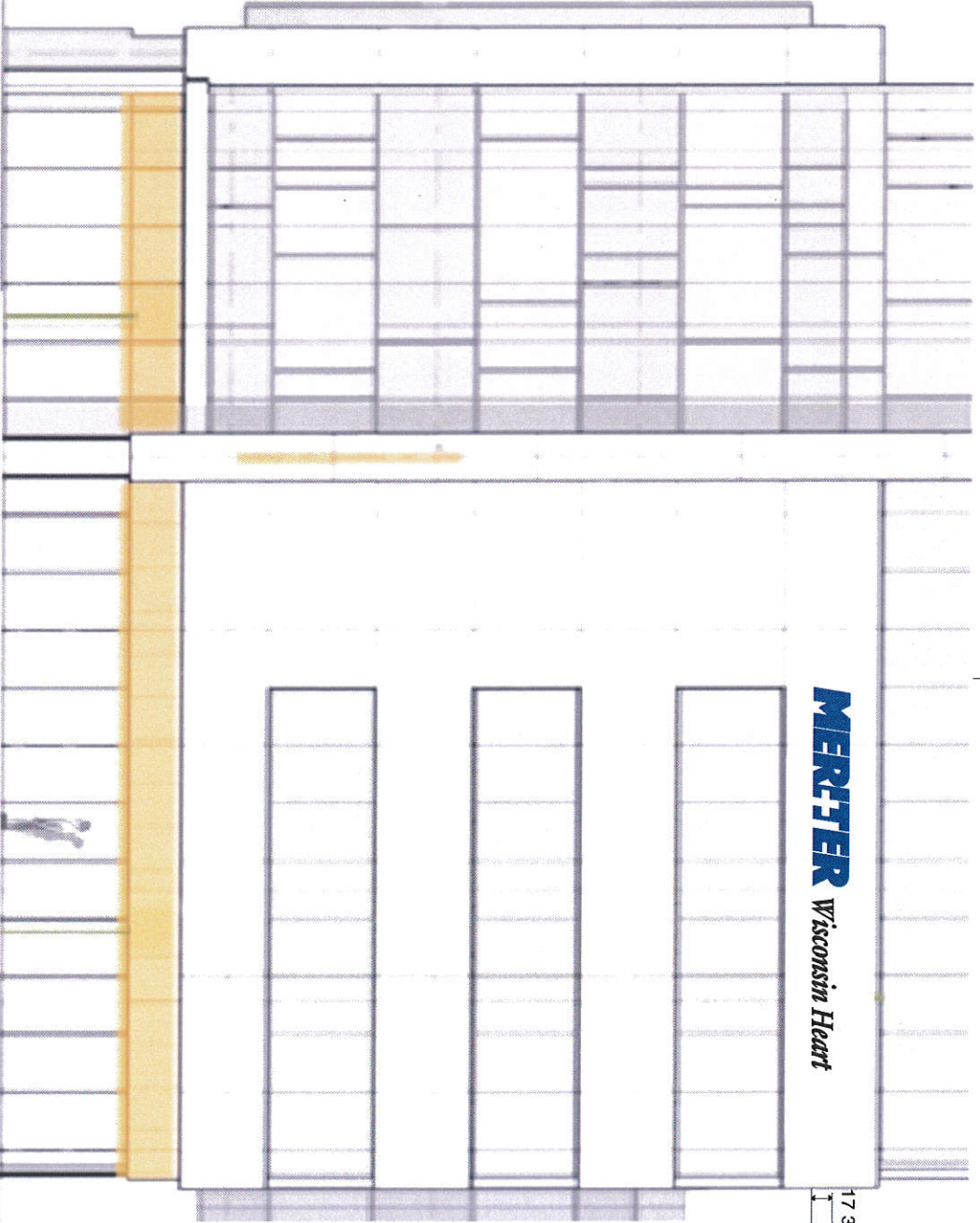
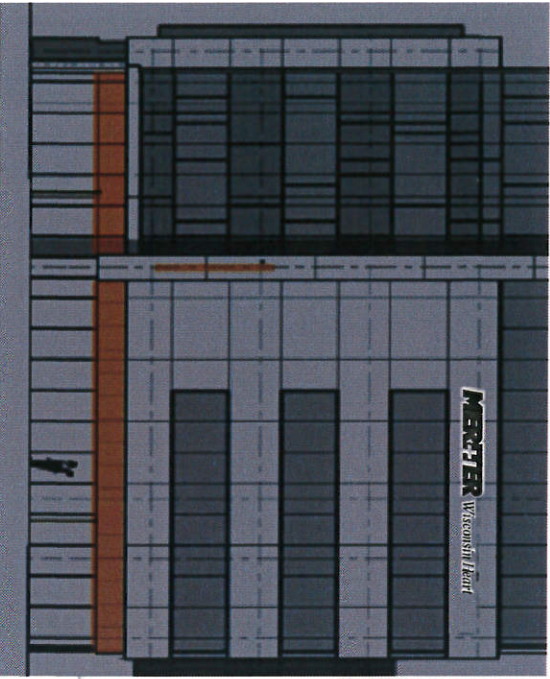
Meriter Hospital, Inc.
202 S. Park Street
Madison, WI 53715-1596
608.417.6000
Meriter.com

Attachment 1

Pewter Sides

MERITER
Wisconsin Heart

29 7/8"



West Building - West Elevation

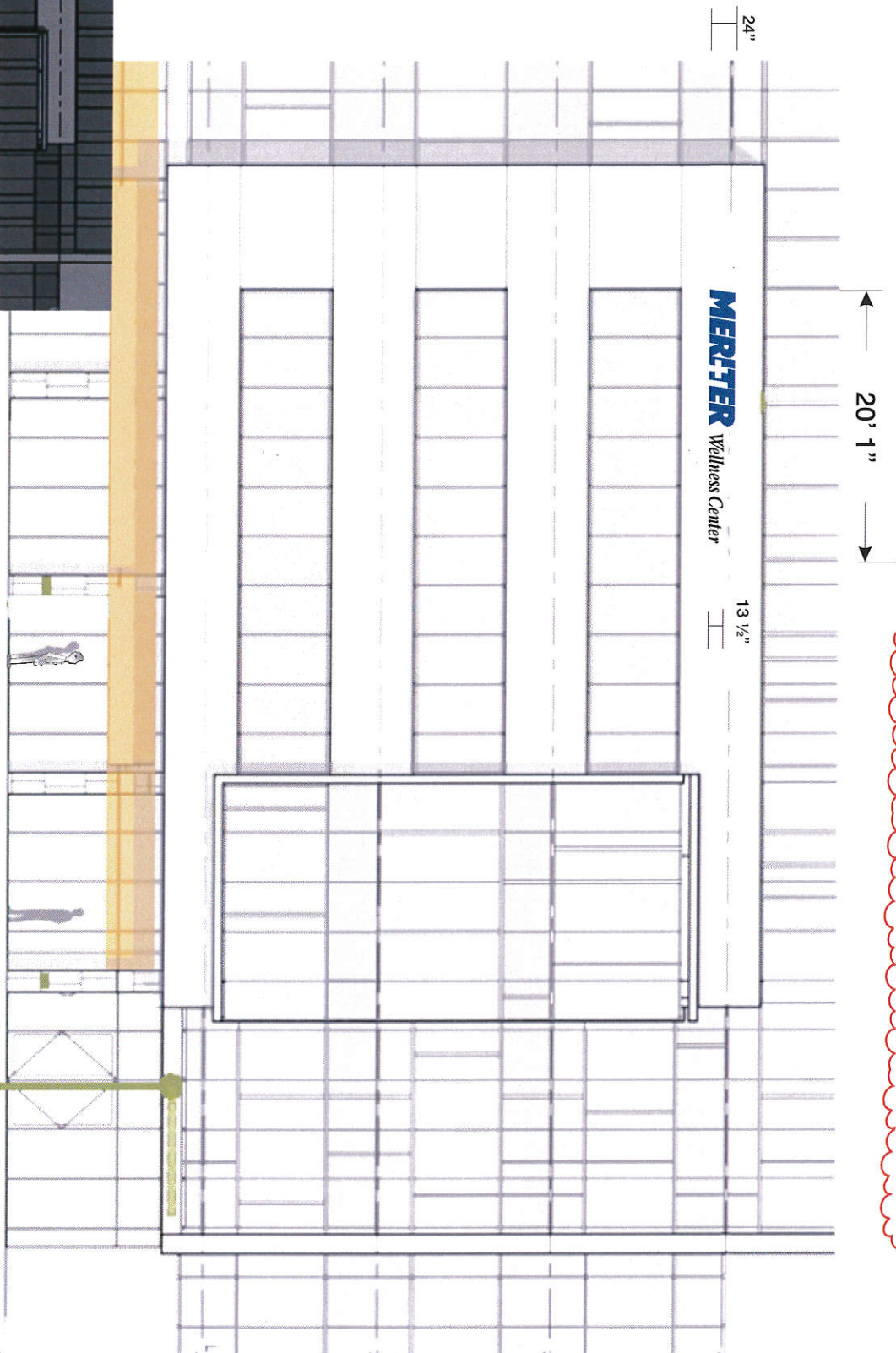
- Paint to Match PMS 287
- Black
- Pewter Sides
- Wind Load
- Compliance Statement: Withstand up to 75 MPH Winds
- Illumination Compliance Statement: Internal White LEDs & Remote Transformer Meets Maximum Guidelines of City of Madison
- Construction: Fabricated Aluminum Reverse Channel Letters Backed w/ Clear Lexan

Ryan Signs, Inc.		SCALE NOT TO SCALE		APPROVED:
3007 Stone Street, Madison, WI 53713, Tel: (608) 271-3729, Fax: (608) 271-2858		DATE	9/8/08	DRAWING NUMBER
MERITER ARBOR GATE - TRANSITION		DESIGNED BY	11/22/11	
These plans are the exclusive property of Ryan Signs, Inc. and are the result of the original design work of a registered professional engineer. They are submitted to you for informational purposes only. No part of these plans may be reproduced, stored in a retrieval system, or transmitted in any form or by any means, electronic, mechanical, photocopying, recording, or by any information storage and retrieval system, without the prior written permission of Ryan Signs, Inc. The amount of 25% of total purchase price is required upon the execution of these plans. The amount of payment is non-refundable in the event of a change order or cancellation of the project.		DESIGNED BY	5077C	APPROVED:

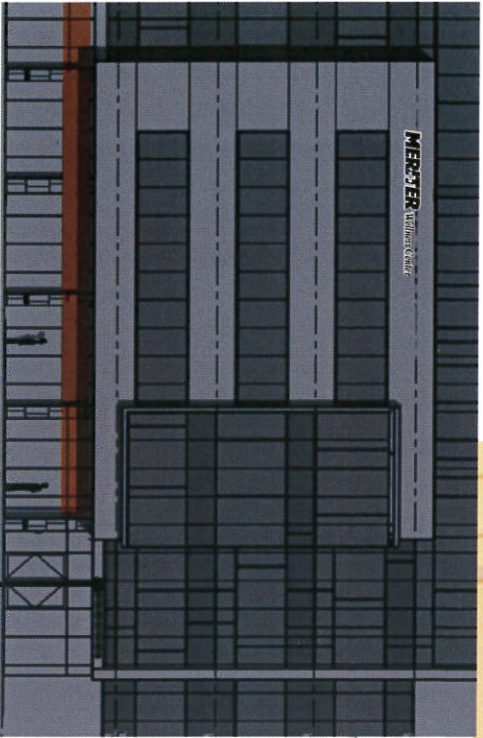
Attachment 2

Blue Meriter Logo - New Wellness Center Copy

Pewter Sides



East Building - North Elevation



<input checked="" type="checkbox"/> Paint to Match PMS 287	<input checked="" type="checkbox"/> Black	<input type="checkbox"/> Pewter Sides
Wind Load	Illumination Compliance	Construction:
Withstand up to 75 MPH Winds	Internal White LEDs & Remote	Fabricated Aluminum
	Meets Maximum Guidelines of City of Madison	Reverse Channel Letters Backed w/ Clear Lexan

Ryan Signs, Inc.	SCALE NOT TO SCALE	APPROVED
3007 Peach Street, Madison, WI 53713 • Tel: (608) 271-7878 • Fax: (608) 271-2885	DATE: 9/8/08	APPROVED BY: [Signature]
MERITER ARBOR GATE - TRANSITION	REVISION: 1/22/11	DATE: 2011
<small>These drawings are the property of Ryan Signs, Inc. and are to be used only for the project and location specified. Any reproduction or use of these drawings without the written consent of Ryan Signs, Inc. is strictly prohibited. Ryan Signs, Inc. is not responsible for any errors or omissions in these drawings. The client agrees to indemnify and hold Ryan Signs, Inc. harmless from any and all claims, damages, losses, and expenses, including reasonable attorneys' fees, arising from the use of these drawings. The client's signature below indicates that the client has read and understood these terms and conditions and agrees to be bound by them. The issuance of drawings is acknowledged by the client's signature.</small>	DESIGNED BY: [Signature]	DATE: 2011
	5077C	

Pewter Faces & Sides



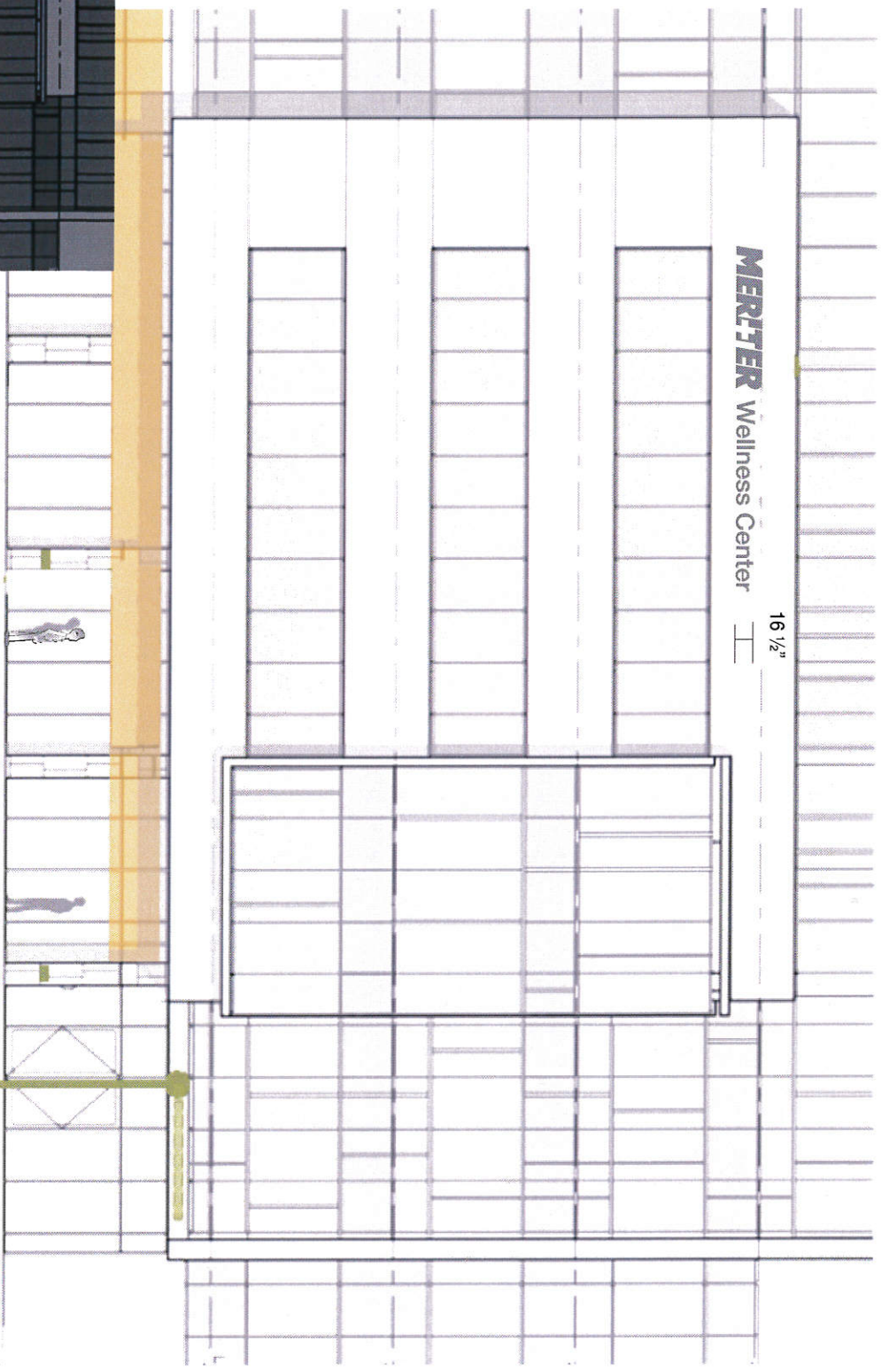
26'

24"

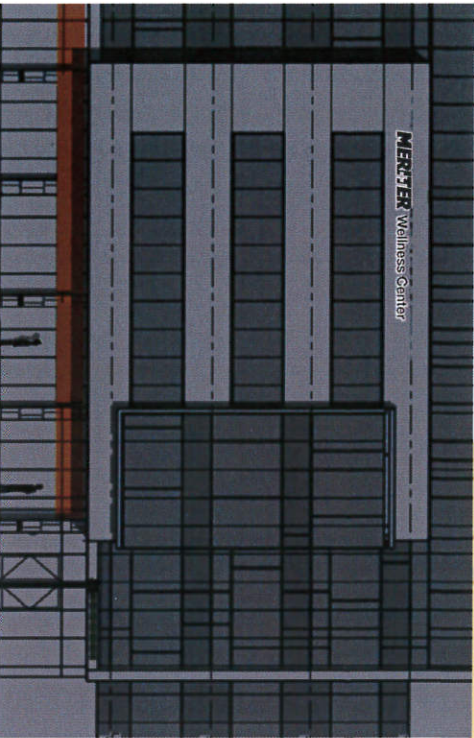
MERITER Wellness Center

16 1/2"

Existing Meriter Logo & Wellness Center Copy



East Building - North Elevation



Pewter Faces & Sides

Wind Load

Withstand up to 75 MPH Winds

Illumination Compliance

Internal White LEDs & Remote Transformer Meets Maximum Guidelines of City of Madison

Construction:

Fabricated Aluminum Reverse Channel Letters Backed w/ Clear Lexan

Ryan Signs, Inc.

3802 Zeno Street, Madison, WI 53718 • Tel: 608.271.2979 • Fax: 608.272.2835

SCALE: Not to Scale

DATE: 9/8/08

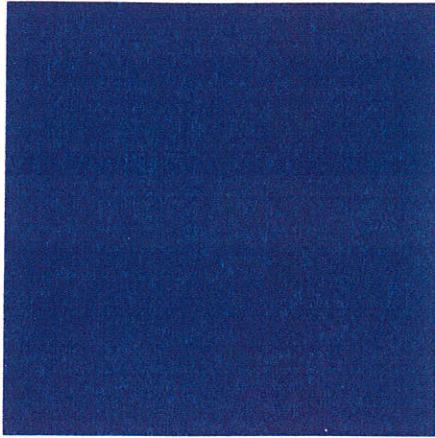
DESIGNED BY: KVM

APPROVED: Ryan Signs, Inc.

MERITER ARBOR GATE - TRANSITION

5077C

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PMS 287

Blue

Mary Beth Growney-Selene

From: Timothy Ganser [Timothy.Ganser@migllc.biz]
Sent: Tuesday, November 29, 2011 3:43 PM
To: Mary Beth Growney-Selene
Subject: FW: MERITER Wisconsin Heart signage

Attachments: Meriter AG West Bldg West Elev.pdf; Meriter AG West Bldg-NorthFin&West.pdf; MeriterAG East Bldg North Elev-Wellness.pdf



Meriter AG West Bldg West Elev... Meriter AG West Bldg-NorthFin&... MeriterAG East Bldg North Elev...

Mary Beth - The West Bldg West Elevation and the East Building North "Wellness" re-do sign has been approved by Arbor Gate Development.

Thank you,

Timothy P. Ganser
Vice President
Operations ◊ Mortenson Investment Group, LLC 608-509-1000 www.migllc.biz

-----Original Message-----

From: Farin, Lori [mailto:lfarin@meriter.com]
Sent: Friday, November 18, 2011 9:36 AM
To: Timothy Ganser
Cc: Snitchler, Kevin; KC Frescoln (kcfrescoln@wiheart.com)
Subject: MERITER Wisconsin Heart signage

Hello Tim,
Attached are three (3) drawings depicting the signs we plan to move forward with for City approval. We included updating MERITER Wellness Center to match font, etc of the new MERITER Wisconsin Heart.

As we discussed at our last meeting, we will wait on the North Elevation of West Building.

I appreciate your offer to have Grant quote this, but at this point feel comfortable proceeding with Ryan Signs. I have been working with Mary Beth Growney-Selene and advised her of our tight timeline. Her contact information: Phone 271-7979
mbgrowneyselene@ryansigns.net

We are hopeful this will sail smoothly through Administrative Review, so with any luck we can have installed by Jan 1, 2012.

Please advise if you need anything else from Meriter at this point, and what next steps are from here. Thanks.

Lori Farin
Facilities Designer
Meriter Hospital
608.417.6108
lfarin@meriter.com

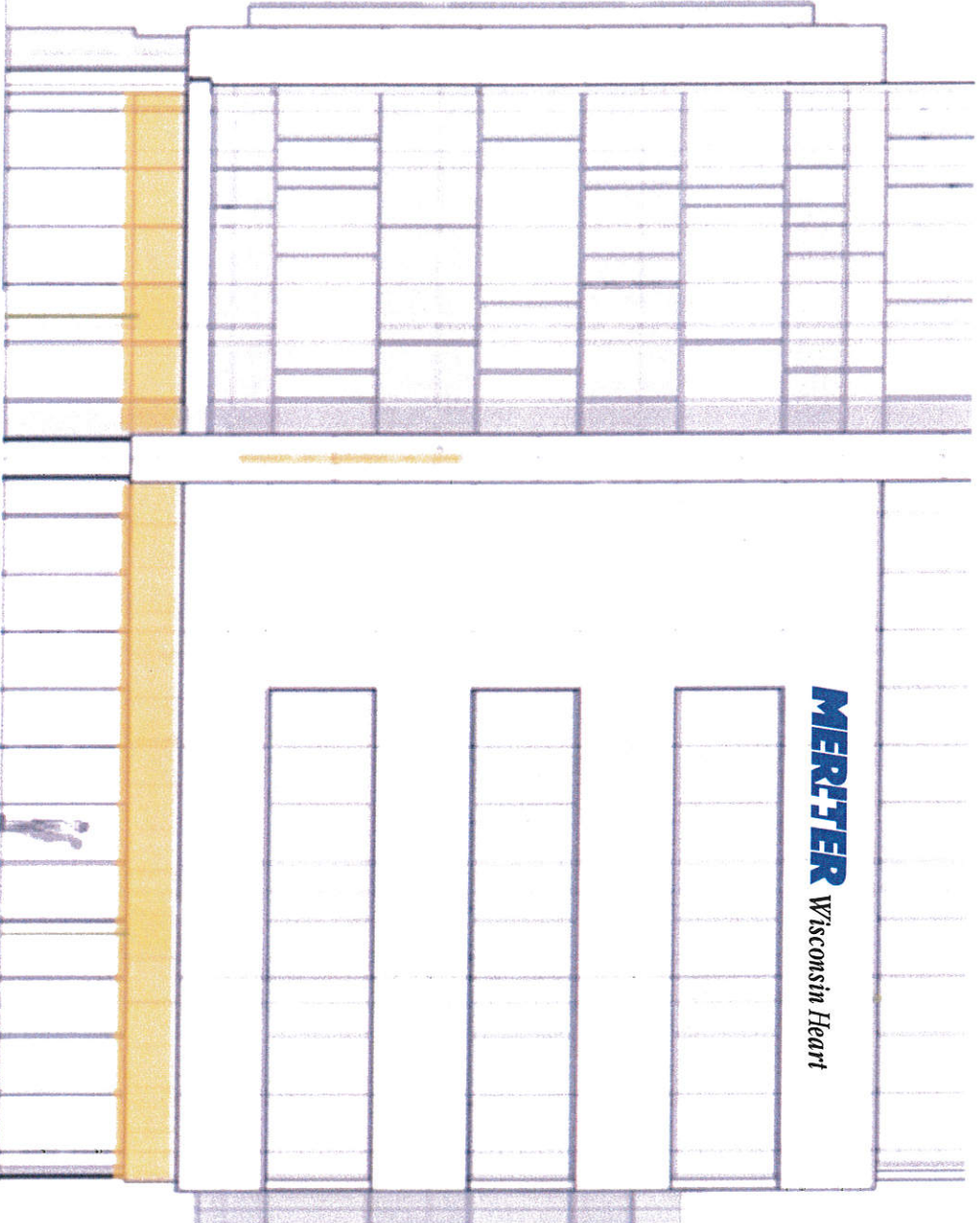
All New Copy

26'

29 5/8"

MERTER
Wisconsin Heart

17"



Silver
(Satin Aluminum)
Sides

MERTER
Wisconsin Heart

West Building - West Elevation

Ryan Signs, Inc.		DATE: 07/10/08	
PROJECT: MERTER ARBOR GATE - TRANSITION		PROJECT NO: 5077C	
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Meriter AG West Bldg West Elev... Meriter AG West Bldg-NorthFin&... MeriterAG East Bldg North Elev...

Mary Beth - The West Bldg West Elevation and the East Building North

"Wellness" re-do sign has been approved by Arbor Gate Development.

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Timothy P. Ganser
Vice President
Operations ♦ Mortenson Investment Group, LLC 608-509-1000 www.migllc.biz

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