

APPLICATION FOR
URBAN DESIGN COMMISSION
REVIEW AND APPROVAL

AGENDA ITEM # _____
Project # _____
Legistar # _____

DATE SUBMITTED: <u>MAY 30, 2012</u>	Action Requested
UDC MEETING DATE: <u>JUNE 6, 2012</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: 700 S. PARK ST.

ALDERMANIC DISTRICT: 13

OWNER/DEVELOPER (Partners and/or Principals) ARCHITECT/DESIGNER/OR AGENT:
ST. MARY'S HOSPITAL CPS RYAN SIGNS, INC.

110 2901 LANDMARK PL STE 300 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: mbgrowneyselene@ryansigns.net

TYPE OF PROJECT:

(See Section A for:)

- Planned Unit Development (PUD)
- General Development Plan (GDP)
- Specific Implementation Plan (SIP) ALTERATION TO AN APPROVED SIGNAGE PLAN
- 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)

Street Graphics Variance* (Fee required)

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.

Ryan Signs, Inc.

3007 Perry Street
Madison, WI 53713
608-271-7979 Phone
608-271-7853 Fax

mbgrowneyselene@ryansigns.net

May 30, 2012

TO: Mr. Al Martin
City of Madison Urban Design Commission

FROM: Mary Beth Growney Selene
Serving as Agent for St. Mary's Hospital

RE: **St. Mary's Hospital**
700 S. Park Street
Minor Alteration to a Recorded PUD-SIP

1. BACKGROUND

- A. The existing permanent Signage Plan was approved by the Urban Design Commission on December 2, 2007.
- B. The existing permanent signage is essential to the successful movement of patients and visitors as they navigate throughout the campus.
- C. Representative photographs of the permanent signage, as approved and installed, are included in our submittal.
- D. As requested by the Urban Design Commission in their referral of this request at their May 16 meeting, we have included the UDC approved banners for Meriter Hospital. And, like Meriter, St. Mary's Hospital is requesting approval for banners located on the perimeter of and within their campus area.

2. PROPOSED ALTERATIONS TO PREVIOUSLY APPROVED SIGNAGE PLAN

- A. To provide exterior, non-illuminated, projecting and wall mounted decorative and informational banners.
- B. The banners will be located on building facades to enhance the architectural details and minimize the perceived size of the buildings.
- C. The banners are intended to add artistic interest, enhance the overall warmth of the campus design and complement the vitality of the neighborhood.
- D. The banners will help St. Mary's create meaningful linkages with the community. To accomplish this, the banners will be limited to the following categories:
 - a. St. Mary's Mission
 - b. Services
 - c. Recognition/Awards
 - d. Community / History
 - e. Seasonal
- E. With the exception of the Erin Street Parking Garage elevation, none of the banners will be placed in direct line of sight to the residential neighborhood.
 - a. Banners visible to the residential neighborhood will break up the mass of brick they now see and improve the visual appearance of the parking garage.

- F. The placement of the banners will be such that they will provide a warmer and more welcoming environment for patients and visitors as they approach the hospital campus, sometimes under emotionally stressful conditions.
- G. As we review the placement of the various banners, we do so in a neutral frame of mind (unlike that of patient or visitor to the hospital). The banners are located at key points of reference and entry and serve as reinforcement to the directions patients and visitors have received prior to their arrival.
 - a. The Park Street banners bolster visitors and patients confidence that they have arrived at the right location.
 - b. The Erin Street banners allow visitors and patients to better identify the main entrance to the parking garage.
 - c. The Brooks Street banner placement reinforces the entrances to both St. Mary's Hospital and Dean and St. Mary's Outpatient Center.
 - d. The Mills Street banners reiterate the west entrance to the hospital.

3. REQUEST FOR APPROVAL

All of the banners requested in this approval are non-illuminated. They will have fabric backgrounds with digitally printed graphics and they will be installed with mechanical hardware that will be anchored to the building structures to meet City of Madison construction requirements. The colors of the banners may vary and will be left up to the discretion of the owner.

- A. Mills Street**
 - a. Place up to five banners, not to exceed 7'-3" x 2'-0" in overall size, per banner.
- B. Brooks Street – Hospital Main Entrance**
 - a. Place up to five banners, not to exceed 5'-0" x 2'-0" in overall size, per banner.
- C. Brooks Street – Outpatient Main Entrance**
 - a. Place up to five banners, not to exceed 5'-0" x 2'-0" in overall size, per banner.
- D. Erin Street**
 - a. Place up to four banners, not to exceed 16'-2" x 2'-6" in overall size, per banner.
- E. Park Street**
 - a. Place up to four banners, not to exceed 16'-2" x 2'-6" in overall size, per banner.

Thank you for your consideration.

Respectfully Submitted.



A

Mills St. - Projecting Banners



3/8" = 1'.0"

Ryan Signs, Inc. 3007 Perry Street • Madison, WI 53713 • Tel (608) 271-7979 • Fax (608) 271-7853		SCALE: VARIES	APPROVED:
DATE: 5/7/12		REVISIONS:	DATE: 5/7/12
DRAWN BY: KW		REVISIONS:	DATE: 5/7/12
ST. MARY'S HOSPITAL - BANNERS		DRAWING NUMBER:	5209
<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 one 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 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>			
client signature			

B

Brooks St. - Projecting Banners



Not to Scale



C



3/32" = 1'.0"



3/8" = 1'.0"

Ryan Signs, Inc. 3007 Perry Street • Madison, WI 53713 • Tel: (608) 271-7979 • Fax: (608) 271-7853	SCALE: VARIES DATE: 5/7/11 REVISED: DRAWN BY: KW	APPROVED: © Copyright 2012 by Ryan Signs, Inc.
ST. MARY'S HOSPITAL - BANNERS		DRAWING NUMBER: 5209C
<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 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.</small>		
client signature		

E

Erin St. - Trellis Mounted Banners



Not to Scale



Ryan Signs, Inc.	SCALE: VARIES	APPROVED:
3007 Perry Street • Madison, WI 53713 • Tel: (608) 271-7979 • Fax: (608) 271-7853	DATE: 5/7/12	
ST. MARY'S HOSPITAL - BANNERS	REVISED:	© Copyright 2012 by Ryan Signs, Inc.
	DRAWN BY: KW	
<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 for 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 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>		DRAWING NUMBER: 5209B
client signature		

F

Park St. - Projecting Banners



1/16" = 1'.0"



3/8" = 1'.0"



Ryan Signs, Inc. 3007 Perry Street • Madison, WI 53713 • Tel (608) 271-7979 • Fax (608) 271-7853 ST. MARY'S HOSPITAL - ANNIVERSARY BANNERS	SCALE: VARIES	APPROVED:
	DATE: 5/7/12	Copyright 2012 by Ryan Signs, Inc.
	REVISED:	DRAWN BY: KW
<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 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.</small>		DRAWING NUMBER:
client signature		5209A

Approved & Existing Permanent Signs



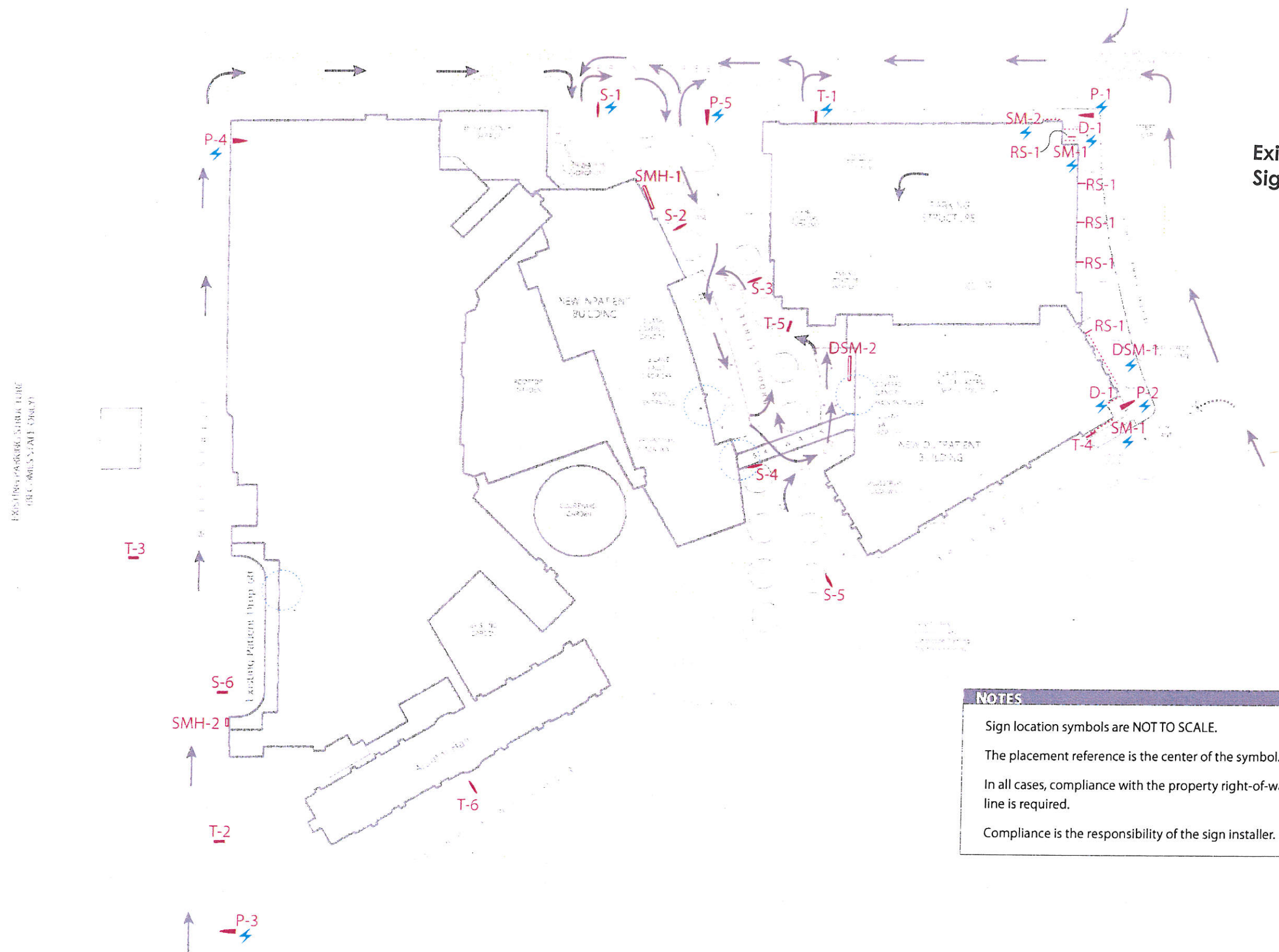
Ryan Signs, Inc. 3007 Perry Street • Madison, WI 53713 • Tel: (608) 271-7979 • Fax: (608) 271-7853	SCALE: N/A	APPROVED:
	DATE: 5/7/12	© Copyright 2012 by Ryan Signs, Inc.
ST. MARY'S HOSPITAL - ANNIVERSARY BANNERS	REVISED:	DRAWING NUMBER: 5209E
	DRAWN BY: KW	
These plans are the exclusive property of 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 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 _____		

Approved & Existing Permanent Signs



Ryan Signs, Inc. 3007 Perry Street • Madison, WI 53713 • Tel (608) 271-7979 • Fax (608) 271-7853	SCALE: N/A	APPROVED:
	DATE: 5/7/12	Copyright 2012 by Ryan Signs, Inc.
	REVISED:	DRAWN BY: KW
ST. MARY'S HOSPITAL - ANNIVERSARY BANNERS		DRAWING NUMBER: 5209F
<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 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.</small> client signature _____		

Existing Permanent Signage Site Plan



NOTES

- Sign location symbols are NOT TO SCALE.
- The placement reference is the center of the symbol.
- In all cases, compliance with the property right-of-way line is required.
- Compliance is the responsibility of the sign installer.



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:

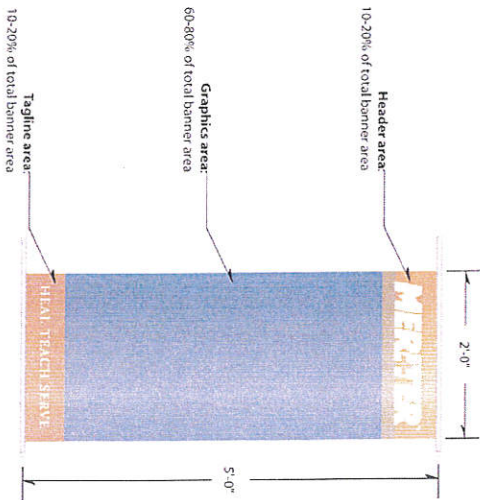
- reversed from color band along top edge of banner

Typography:

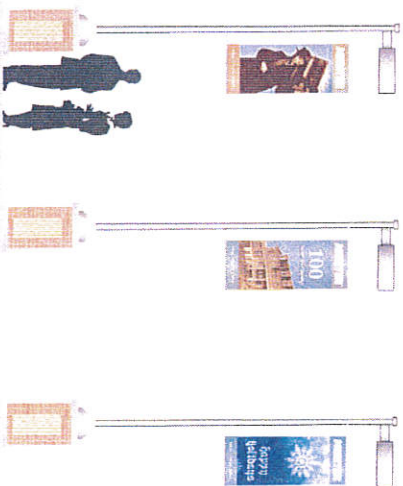
- reversed from background, fonts include: Univers Black, Adobe Caslon Semi-Bold and Helvetica Bold

Banner Categories:

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



sample banner layout concepts



ZD STUDIOS
VISUAL CULTURE

111 South Hamilton Street
Madison, Wisconsin 53703 USA

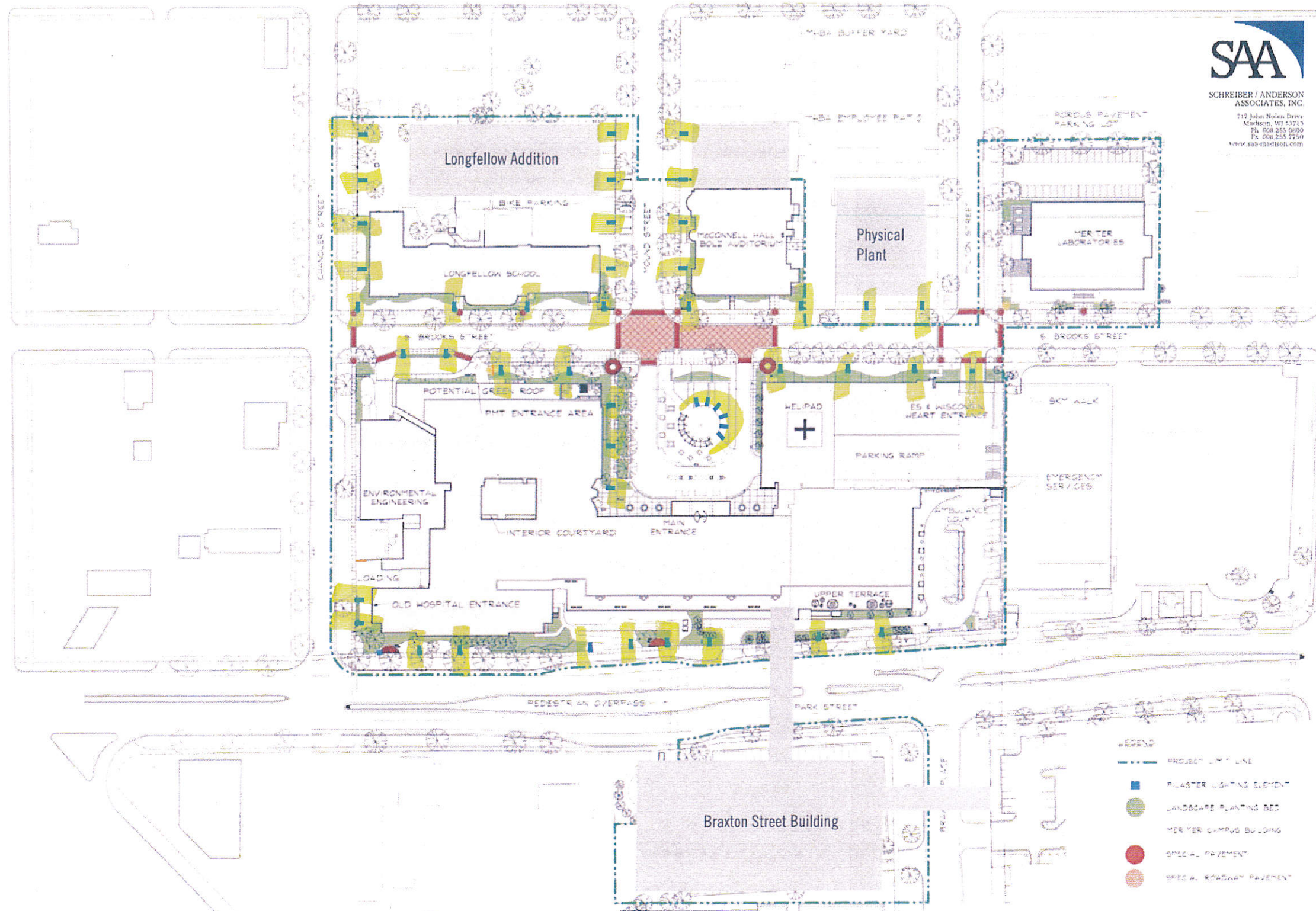
PROJECT
MERITER Hospital
Comprehensive Exterior Storage Plan

PHASE
Design Development
NOT FOR PRODUCTION

TITLE
Banners
Concepts

DATE
OCTOBER 9, 2009
© ZD Studios

PAGE
30



SCHREIBER / ANDERSON ASSOCIATES, INC
 717 John Nolen Drive
 Madison, WI 53713
 Ph: 608 255 0800
 Fx: 608 255 5750
 www.saa-madison.com

**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

