

APPLICATION FOR  
URBAN DESIGN COMMISSION  
REVIEW AND APPROVAL

AGENDA ITEM # \_\_\_\_\_  
Project # \_\_\_\_\_  
Legistar # \_\_\_\_\_

DATE SUBMITTED: <u>June 29, 2011</u>	Action Requested
UDC MEETING DATE: <u>July 6, 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: 2501 West Beltline Hwy Suite 601  
MADISON, WI 53713

OWNER/DEVELOPER (Partners and/or Principals) ARCHITECT/DESIGNER/OR AGENT:  
Arbor Gate Development, LLC Potter Lawson  
3001 W. Beltline Hwy #202 15 Ellis Potter Court  
MADISON, WI 53713 MADISON, WI 53711

CONTACT PERSON: Tim Ganser  
Address: 3001 W. Beltline Hwy #202  
MADISON, WI 53713  
Phone: (608) 509-1003  
Fax: (608) 509-1040  
E-mail address: tganser@migllc.biz

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 Comprehensive Design Package, per the attachments.*
- 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.



**Dean Clinic – Corporate Office  
Administration**

1808 W. Beltline Highway | Madison, Wisconsin 53713

June 29, 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 Signage Package at Arbor Gate

Dear Mr. Martin:

On behalf of Dean Clinic, we are writing to request an amendment to the Comprehensive Signage Package for the Arbor Gate project. As you may be aware, the Dean Clinic Orthopedic Center is utilizing space within Arbor Gate. We are making this request in order to allow our complete Dean Clinic logo element, in the corporate color, to be placed on the secondary tenant signage area.

We believe our proposed amendment will allow our signage to be an attribute to the entire sign package and will fit well with the architecture. We have included two images of the sign for your review: 1) a sign compliant with the current Comprehensive Design Review Package (attachment 1) and 2) the sign under our proposed amendment to that package (attachment 2). As you can see, our proposed version represents only a minor.

We recognize the considerable time and effort spent by the Urban Design Commission and staff addressing the overall signage at Arbor Gate. Our request is for our single sign only and is directly related to the logo element. We are not seeking to amend the Comprehensive Signage Package for the full Arbor Gate project.

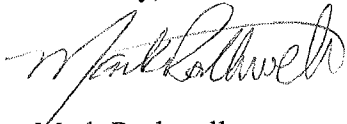
As you can see, our corporate color is purple (technically it is Pantone 527, per attachment 3). Per our Dean Clinic brand standards, our logo includes the doctor and baby image, as well as the words “Dean Clinic”. Our request simply allows the “Dean Clinic” component of the logo element to have the same distinctive coloring as the symbol. The remaining piece of our sign (“Orthopedic Center”) is NOT part of the logo element; therefore we are not seeking any change to the dark pewter or black for that piece.

Please allow us to provide some background. In response to patient and consumer input and preferences, Dean Clinic has undertaken a significant re-branding initiative. This has included both our name and our logo. We had presented ourselves for decades as “Dean Health System”, with the original physician and baby symbol. As you hopefully have noticed, we have updated the symbol and have newly presented ourselves as Dean Clinic. Having not yet achieved the status of Pepsi Cola or Starbucks, our logo element includes the symbol and the words “Dean Clinic”. Our request of you is to simply allow us to utilize our updated and complete logo element.

As referenced, we have attached the images of the sign as well as the actual color palette guidelines that are utilized when our logo element is being presented.

Thank you for your consideration. We will have team members available at the Urban Design Commission meeting, as well as Mr. Eric Marty from Grant Signs, to further discuss and answer any questions.

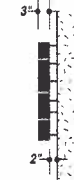
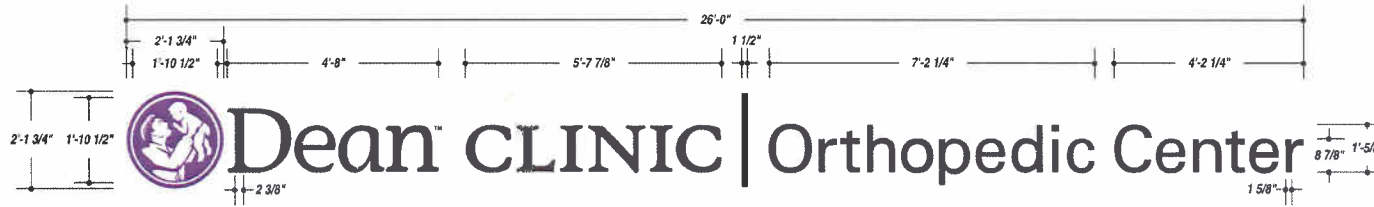
Sincerely,



Mark Rothwell  
VP for Marketing



Michael Heifetz  
VP for Governmental Affairs



PROPOSED SIGNAGE FOR NORTH ELEVATION\*\*\*MAY NOT BE TO EXACT SCALE\*\*\*



**JOB DESCRIPTION**

S/F ILLUMINATED EXTERIOR HALO-LIT CHANNEL LETTERS AND LOGO

FABRICATE HALO-LIT CHANNEL LETTERS AND LOGO FROM

- 3" PAINTED ALUMINUM RETURNS
- ALUMINUM FACES. LOGO TO HAVE ROUTED FACE BACKED W/ CLEAR LEXAN W/ APPLIED PAINTED VINYL GRAPHICS.
- CLEAR LEXAN BACKS.
- ILLUMINATE W/ WHITE LEDS

"TM" SYMBOL TO BE ROUTED ALUMINUM. PAINT. STUD MOUNT TO BUILDING FASCIA.

MOUNT TO FASCIA W/ 2" STANDOFF.

R1: 05.02.11 \* WTD \* UPDATED ARTWORK AND FABRICATION METHOD OF LDGO.

BLACK PAINT

PMS 527C (PAINT & PAINTED VINYL)

TOTAL SQ. FT. OF SIGNAGE: 55.7 sq. ft. VIEWING DISTANCE OF PRIMARY SIGN COPY: 631.25 ft.

UNLESS OTHERWISE SPECIFIED: \* ALL FLUORESCENT LAMPS WILL BE T12-CW-HO LAMPS. \* ALL BALLASTS WILL BE COLD START ALL-WEATHER BALLASTS. \* ALL NEON TRANSFORMERS WILL BE 30 MILLIAMPS. \* 120V PRIMARY POWER TO SIGNS WILL BE BY OTHERS. \* ALL DATA LINES TO ELECTRONIC SIGNAGE WILL BE BY OTHERS. \* ALL PAINT COLORS WILL BE SEMI-GLOSS FINISH.

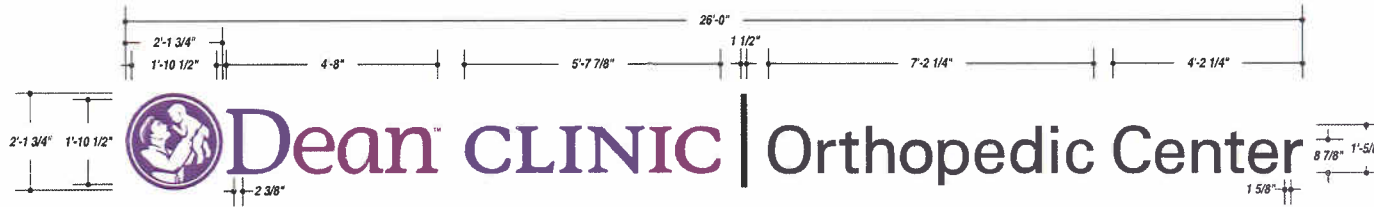
FILE NAME \_\_\_\_\_ DATE 03.24.11 SCALE 3/8"=1'  
 JOB NAME DEAN CLINIC  
 LOCATION 2202 W. BELTLINE HWY. MADISON, WI 53713  
 DRAWN BY WTD SALESMAN ERIC MARTY

DESIGN APPROVED BY: \_\_\_\_\_  
 AUTHORIZED SIGNATURE \_\_\_\_\_  
 DATE \_\_\_\_\_

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5119 - Terminal Dr., McFarland, Wisconsin 53558 • 608-838-7794





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 DATE \_\_\_\_\_

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FIND IT

EMBRACE it | FIX it | RECOGNIZE it | JOIN it | SHOW it | BRAND it | RATE it | LIVE it

BRAND it

BRAND it Home

LEARN it

Visual Voice

Written Voice

Tagline Usage

Logo Gallery

Color Palettes

Fonts

Photography

Main Image and Color Band

The Dean Arc

Backgrounds

Clinic Naming

COMMUNICATE it

USE it

Colors

System-level palette



Primary color  
PANTONE 527  
CMYK 73, 100, 0, 0  
RGB 106, 44, 145  
HEX #6A2C91



Secondary color  
PANTONE WARM GRAY 3  
CMYK 0, 3, 10, 20  
RGB 210, 203, 191  
HEX #D2C8BF

Dean Clinic palette



Primary color  
PANTONE 527  
CMYK 73, 100, 0, 0  
RGB 106, 44, 145  
HEX #6A2C91



Secondary color  
PANTONE 376  
CMYK 35, 0, 89, 0  
RGB 171, 211, 88  
HEX #B1D358



Tertiary color  
PANTONE WARM GRAY 3  
CMYK 0, 3, 10, 20  
RGB 210, 203, 191  
HEX #D2C8BF

Dean Health Plan palette



Primary color  
PANTONE 527  
CMYK 73, 100, 0, 0  
RGB 106, 44, 145  
HEX #6A2C91



Secondary color  
PANTONE 306  
CMYK 79, 0, 6, 0  
RGB 0, 184, 288  
HEX #00B9E4



Tertiary color  
PANTONE WARM GRAY 3  
CMYK 0, 3, 10, 20  
RGB 210, 203, 191  
HEX #D2C8BF

Dean Foundation palette



Primary color  
PANTONE 527  
CMYK 73, 100, 0, 0  
RGB 106, 44, 145  
HEX #6A2C91



Secondary color  
PANTONE 1225  
CMYK 0, 22, 79, 0  
RGB 255, 203, 79  
HEX #FFC84F



Tertiary color  
PANTONE WARM GRAY 3  
CMYK 0, 3, 10, 20  
RGB 210, 203, 191  
HEX #D2C8BF

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ASK it - Let us know if you have any questions or comments about this site.