

Capital City Neon Sign Co Inc
A FULL SERVICE SIGN SHOP

06/21/2017

Attn: Members of the UDC

RE: signs E8 and E14 of the attached sign plan for 1025 Regent St.

I am representing SSM HEALTH who is the new brand for what was Dean - currently in the building space at the above address. SSM HEALTH replaced an existing wall type sign on canopy above the main entrance to the facility (image A). SSM Health changed their signage (as shown in image B) without obtaining permits not knowing the impact it would have. Since the previous sign (image A) was installed, the property has been recategorized as Campus Institutional (CI), which unfortunately is Group 1 in the sign ordinance. Canopy signs are not allowed in Group 1. For this, we are asking for approval for a.) a wall type sign to be installed on the canopy as proposed, and b.) for the 30% of wall area restriction be lifted so that the proposed new sign, while smaller than previous sign, can be closer to the same size. This is the main identifier on the building and the total facade of this elevation is quite large. Please compare image A with image C which depicts what would be allowed if maintaining the 30% allowance.

At the same time, we would like to reface an existing projecting sign on the property (north elevation-E8). With this site being Group 1, projecting signs are also not allowed. For this we asking for projecting type sign to be allowed. In this instance, a projecting type sign would be more effective than wall type, which is allowed. A projecting type sign is appropriate to identify the entrance to the underground parking area from the off-street driveway which is very close to the building.

All proposed signs will not violate any of the stated purposes described in Secs. 31.02(1) and 33.24(2)

All proposed wall signs will fit within the guideline of the current sign code in regards to design and illumination. Sign will meet or exceed minimum construction requirements.

This does not violate any purposes described in the current sign code.

All signs will meet or exceed minimum construction standards per the current sign code.

All proposed signs will not present a hazard to vehicle or pedestrian traffic, obstruct views to at points of ingress or egress of adjoining properties, obstruct or impeded visibility of existing lawful signs on adjacent properties, or negatively impact the visual quality of private or public "open space".

All proposed signs are located within the zoning lot and do not extend into public property or right of way.

Thank you for your consideration,
Chuck Zimmerman

Capital City Neon Sign Co Inc

2714 Industrial Dr. Madison WI 53713 P: 608-222-1881 F: 608-222-1889



SSMHealth

Exterior & Interior Signage Recommendation

Site ID: W3, W4, W5, W50, W70, W71

Davis Dyehr Dean Surgery Center Parking
1022 Regent St
Madison, WI 53715

Craywood
1024 Regent St
Madison, WI 53715

Davis Dyehr Dean Surgery Center
1025 Regent St
Madison, WI 53715

Parking Lot
43 N Brooks St
Madison, WI 53715

Date:
March 24, 2017

Parking Lot 2
932 Fahrenbrook Court
Madison, WI 53715

Parking Lot 3
936 Fahrenbrook Court
Madison, WI 53715



We Brand Your
Places & Spaces

EXISTING SIGN



Drawing prepared by:

EXISTING SIGN

Location: 1022 Regent St
Madison, WI 53715

Proj #: 4313

Loc #: 993

File Path:

Drawing prepared for:



Rev #:	Req#:	Date:	Req. By:	Drawn By:	Revision Description:	Drawings are the exclusive property of ICON. Any unauthorized use or duplication is not permitted.				
Original	255007	07/31/17	AM	IS		Rev #:	Req#:	Date:	Req. By:	Drawn By:
Rev 1	000000	00/00/00	XXX	XXX	NOTE:	Rev 7	000000	00/00/00	XXX	XXX
Rev 2	000000	00/00/00	XXX	XXX		Rev 8	000000	00/00/00	XXX	XXX
Rev 3	000000	00/00/00	XXX	XXX		Rev 9	000000	00/00/00	XXX	XXX
Rev 4	000000	00/00/00	XXX	XXX		Rev 10	000000	00/00/00	XXX	XXX
Rev 5	000000	00/00/00	XXX	XXX						
Rev 6	000000	00/00/00	XXX	XXX						



COMPLETION SIGN



Drawing prepared by:

COMPLETION SIGN

Location: 1022 Regent St
Madison, WI 53715

Proj #: 4313

Loc #: 993

File Path:

Drawing prepared for:



Rev #:	Req#:	Date:	Req. By:	Drawn By:	Revision Description:	Drawings are the exclusive property of ICON. Any unauthorized use or duplication is not permitted.				
Original	255007	07/31/17	AM	IS						
Rev 1	000000	00/00/00	XXX	XXX	NOTE:	Rev #:	Req#:	Date:	Req. By:	Drawn By:
Rev 2	000000	00/00/00	XXX	XXX		Rev 7	000000	00/00/00	XXX	XXX
Rev 3	000000	00/00/00	XXX	XXX		Rev 8	000000	00/00/00	XXX	XXX
Rev 4	000000	00/00/00	XXX	XXX		Rev 9	000000	00/00/00	XXX	XXX
Rev 5	000000	00/00/00	XXX	XXX		Rev 10	000000	00/00/00	XXX	XXX
Rev 6	000000	00/00/00	XXX	XXX						



LESS THAN 30% OF SIGNABLE AREA



Drawing prepared by:

SIGN RECOMMENDATION E-14

Location: 1022 Regent St
Madison, WI 53715

Proj #: 4313

Loc #: 993

File Path: Active\ACCOUNTS\SSM Health\Project 4313\Locations\4313_W3_W4_W5_W50_W70_W71_993_Madison_WI_CUSTOM-PAGES_E-14

Drawing prepared for:



Rev #:	Req#:	Date:	Req. By:	Drawn By:	Revision Description:	Drawings are the exclusive property of ICON. Any unauthorized use or duplication is not permitted.				
Original	255007	07/31/17	AM	IS						
Rev 1	000000	00/00/00	XXX	XXX	NOTE:	Rev #:	Req#:	Date:	Req. By:	Drawn By:
Rev 2	000000	00/00/00	XXX	XXX		Rev 7	000000	00/00/00	XXX	XXX
Rev 3	000000	00/00/00	XXX	XXX		Rev 8	000000	00/00/00	XXX	XXX
Rev 4	000000	00/00/00	XXX	XXX		Rev 9	000000	00/00/00	XXX	XXX
Rev 5	000000	00/00/00	XXX	XXX		Rev 10	000000	00/00/00	XXX	XXX
Rev 6	000000	00/00/00	XXX	XXX						

Site Map / Exterior Signs



Drawing prepared by:

SITE MAP / EXTERIOR SIGNS

Drawing prepared for:



Location: 1022 Regent St
Madison, WI 53715
File Path: Active\ACCOUNTS\SSM Health\Project 4313\Locations\4313_W3_W4_W5_W50_W70_W71_993_Madison_WI_R3

Proj #: 4313
Loc #: 993



Rev #:	Req#:	Date:	Req. By:	Drawn By:	Revision Description:	Rev #:	Req#:	Date:	Req. By:	Drawn By:
Original	240529	10/10/16	RW	KWK						
Rev 1	240995	11/03/16	AM	KWK		Rev 6	000000	00/00/00	XXX	XXX
Rev 2	242218	11/14/16	AM	CR	E-14: Increased dim. of backer to cover holes in facade	Rev 7	000000	00/00/00	XXX	XXX
Rev -	242407	11/18/16	AM	BV	Revised per request	Rev 8	000000	00/00/00	XXX	XXX
Rev 3	248430	03/24/17	AM	KWK		Rev 9	000000	00/00/00	XXX	XXX
Rev 4	000000	00/00/00	XXX	XXX						
Rev 5	000000	00/00/00	XXX	XXX						

Drawings are the exclusive property of ICON. Any unauthorized use or duplication is not permitted.

Exterior Sign Recommendation

Description: Freestanding - Directional

Face Qty: 2 Sign Qty: 1 Type: N/A

Dimensions: 3'-0" H x 3'-0" W x 6'-3" OAH

Attachment Method: Direct Burial

Sign Material: Painted Aluminum, Vinyl

Illumination: Non-Illuminated

Comments:

Action: Replace

Type: PP.2.18.Sb.N.S

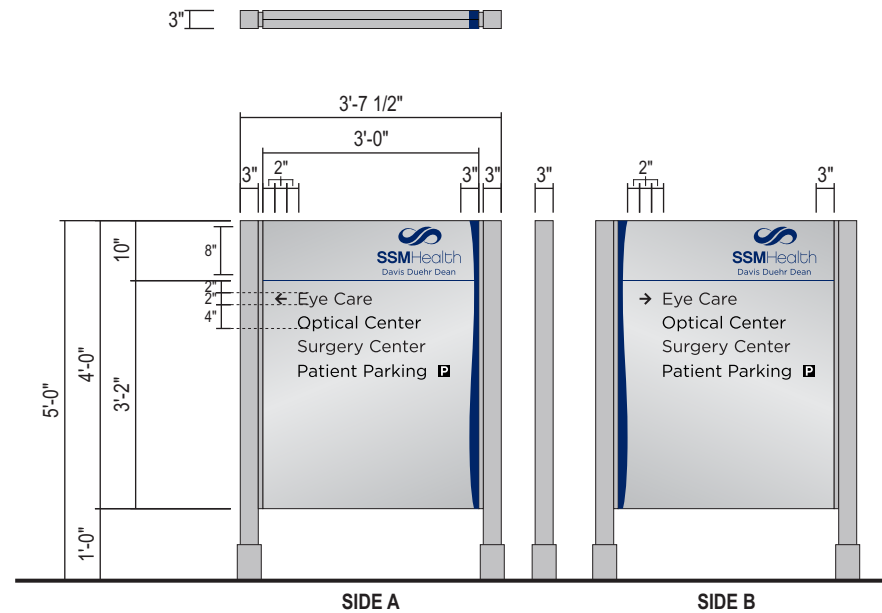
Qty of faces: 2

Dimensions: 5'-0" OAH x 3'-7 1/2" OAW

Illumination: Non-Illuminated

Comments:

Existing



PP.2.18.SB.N.S. - NON-ILLUM. POST AND PANEL - FLAT FACE (12.0 SQ.FT.)

QTY: 1

SCALE: 3/8"=1'-0"

Drawing prepared by:

SIGN RECOMMENDATION

Drawing prepared for:



Location: 1022 Regent St
Madison, WI 53715
File Path: Active\ACCOUNTS\SSM Health\Project 4313\Locations\4313_W3_W4_W5_W50_W70_W71_993_Madison_WI_R3

Proj #: 4313
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Rev -	242407	11/18/16	AM	BV	Revised per request	Rev 8	000000	00/00/00	XXX	XXX
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Rev 4	000000	00/00/00	XXX	XXX						
Rev 5	000000	00/00/00	XXX	XXX						

Exterior Sign Recommendation

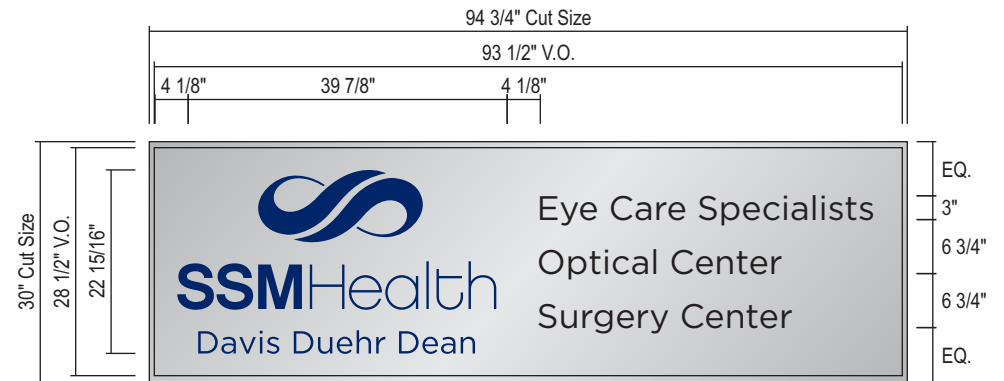
Description: Freestanding - Monument

Face Qty: 1 Sign Qty: 1 Type: N/A
 Dimensions: 2'-5" H x 7'-9 1/2" W x 4'-0" OAH
 Attachment Method: Concrete Slab
 Sign Material: Painted Aluminum, Plex
 Illumination: Internally Illuminated
 Comments:

Action: Retrofit/Reface

Qty of faces: 1
 Dimensions: 2'-5" H x 7'-9 1/2" W x 4'-0" OAH
 Illumination: Internally-Illuminated
 Comments:

Existing



CUSTOM REPLACEMENT FACE - PLEX W/ VINYL

QTY: 1
 PAINT CABINET & BACK
 OPAQUE SILVER BACKGROUND, BLUE PERF VINYL ON LEFT, BLACK PERF VINYL ON RIGHT

SCALE: 1/2"=1'-0"

Drawing prepared by:

SIGN RECOMMENDATION

Drawing prepared for:



Location: 1022 Regent St
 Madison, WI 53715
 File Path: Active\ACCOUNTS\SSM Health\Project 4313\Locations\4313_W3_W4_W5_W50_W70_W71_993_Madison_WI_R3

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Rev 3	248430	03/24/17	AM	KWK		Rev 9	000000	00/00/00	XXX	XXX
Rev 4	000000	00/00/00	XXX	XXX						
Rev 5	000000	00/00/00	XXX	XXX						

Exterior Sign Recommendation

Description: Parking Lot Sign

Face Qty: 2 Sign Qty: 2 Type: N/A
 Dimensions: 2'-6" H x 2'-6" W
 Attachment Method: Bolted
 Sign Material: Painted Aluminum
 Illumination: Non-Illuminated
 Comments: Bolted to light pole

Action: Replace

Type: NG.2.CI.S.N.S
 Qty of faces: 2
 Dimensions: 1'-6" H x 1'-0" W
 Illumination: Non-Illuminated
 Comments:

Existing



LEAVE AS IS

Drawing prepared by:

SIGN RECOMMENDATION



Location: 1022 Regent St
 Madison, WI 53715
File Path: Active\ACCOUNTS\SSM Health\Project 4313\Locations\4313_W3_W4_W5_W50_W70_W71_993_Madison_WI_R3

Proj #: 4313
Loc #: 993

Drawing prepared for:



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Rev 3	248430	03/24/17	AM	KWK		Rev 9	000000	00/00/00	XXX	XXX
Rev 4	000000	00/00/00	XXX	XXX						
Rev 5	000000	00/00/00	XXX	XXX						

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Exterior Sign Recommendation

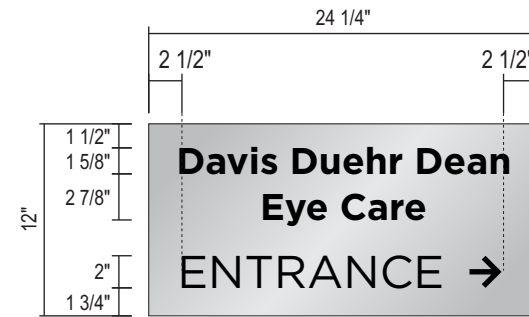
Description: Freestanding - Directional

Face Qty: 1 Sign Qty: 1 Type: N/A
 Dimensions: 1'-0" H x 2'-0" W x 4'-4" OAH
 Attachment Method: Direct Burial
 Sign Material: Painted Aluminum, Vinyl
 Illumination: Non-Illuminated
 Comments:

Action: Retrofit/Reface

Qty of faces: 1
 Dimensions: 1'-0" H x 2'-0" W x 4'-4" OAH
 Illumination: Non-Illuminated
 Comments:

Existing



CUSTOM REPLACEMENT FACE - ALUMINUM W/ VINYL

QTY: 1

SCALE: 1"=1'-0"

Drawing prepared by:

SIGN RECOMMENDATION



Location: 1022 Regent St
 Madison, WI 53715
File Path: Active\ACCOUNTS\SSM Health\Project 4313\Locations\4313_W3_W4_W5_W50_W70_W71_993_Madison_WI_R3

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Rev 4	000000	00/00/00	XXX	XXX						
Rev 5	000000	00/00/00	XXX	XXX						

Exterior Sign Recommendation

E-06
Option-1

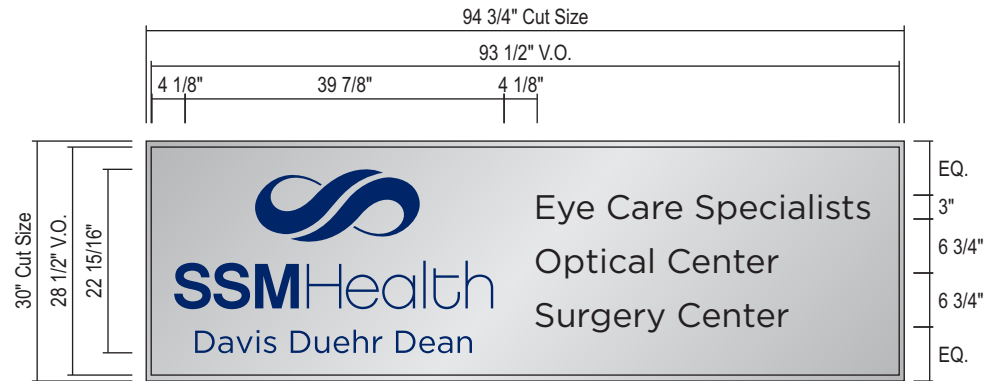
Description: Freestanding - Monument

Face Qty: 1 Sign Qty: 1 Type: N/A
 Dimensions: 2'-4 1/2" H x 7'-9 1/2" W x 3'-11" OAH
 Attachment Method: Concrete Slab
 Sign Material: Painted Aluminum, Plex
 Illumination: Internally Illuminated
 Comments:

Action: Retrofit/Reface

Qty of faces: 1
 Dimensions: 2'-4 1/2" H x 7'-9 1/2" W x 3'-11" OAH
 Illumination: Internally Illuminated
 Comments:

Existing



CUSTOM REPLACEMENT FACE - PLEX W/ VINYL

QTY: 1
 PAINT CABINET & BACK
 OPAQUE SILVER BACKGROUND, BLUE PERF VINYL ON LEFT, BLACK PERF VINYL ON RIGHT

SCALE: 1/2"=1'-0"

Drawing prepared by:

SIGN RECOMMENDATION

Location: 1022 Regent St
 Madison, WI 53715
 File Path: Active\ACCOUNTS\SSM Health\Project 4313\Locations\4313_W3_W4_W5_W50_W70_W71_993_Madison_WI_R3

Proj #: 4313
 Loc #: 993

Drawing prepared for:



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Original	240529	10/10/16	RW	KWK						
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Rev 4	000000	00/00/00	XXX	XXX						
Rev 5	000000	00/00/00	XXX	XXX						

Exterior Sign Recommendation

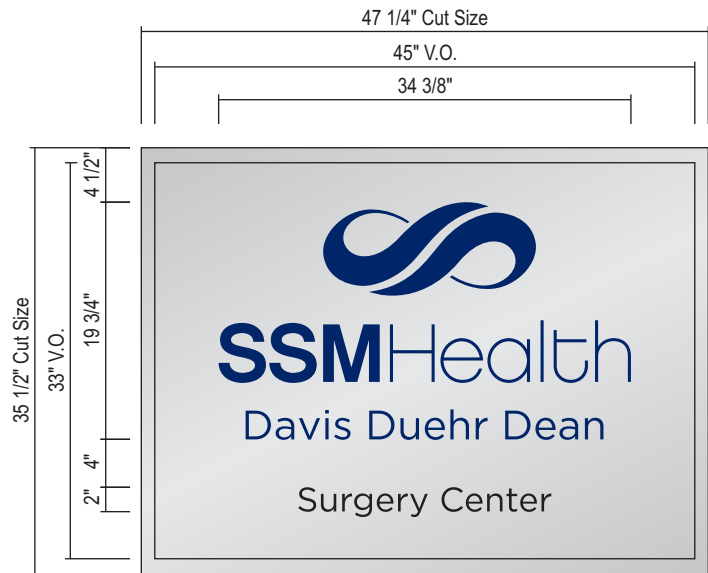
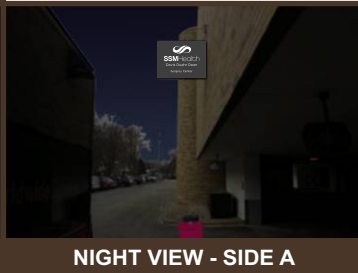
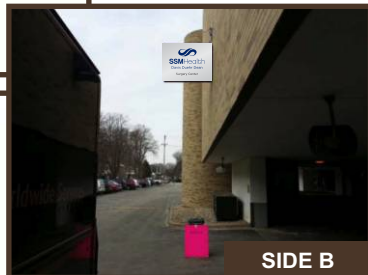
Description: Wall Sign - Blade Sign

Face Qty: 2 Sign Qty: 1 Type: N/A
 Dimensions: ~2'-9" H x ~3'-9" W
 Attachment Method: Flush - Bolted
 Sign Material: Painted Aluminum, Plex
 Illumination: Internally Illuminated
 Comments:

Action: Retrofit/Reface

Qty of faces: 2
 Dimensions: ~2'-9" H x ~3'-9" W
 Illumination: Internally Illuminated
 Comments:

Existing



CUSTOM REPLACEMENT FACE - PLEX W/ VINYL

QTY: 2 SCALE: 3/4"=1'-0"
 PAINT CABINET
 OPAQUE SILVER BACKGROUND, BLUE PERF VINYL ON TOP, BLACK PERF VINYL ON BOTTOM

Drawing prepared by:

SIGN RECOMMENDATION



Location: 1022 Regent St
 Madison, WI 53715
 File Path: Active\ACCOUNTS\SSM Health\Project 4313\Locations\4313_W3_W4_W5_W50_W70_W71_993_Madison_WI_R3

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Rev 4	000000	00/00/00	XXX	XXX						
Rev 5	000000	00/00/00	XXX	XXX						

Exterior Sign Recommendation

Description: Wall Sign - Plate Letters

Face Qty: 1 Sign Qty: 1 Type: N/A

Dimensions: 2'-9" H x 13'-6" W

Attachment Method: Flush - Pin Mounted

Sign Material: Painted Aluminum

Illumination: Non-Illuminated

Comments:

Action: Replace

Type: WP.Custom

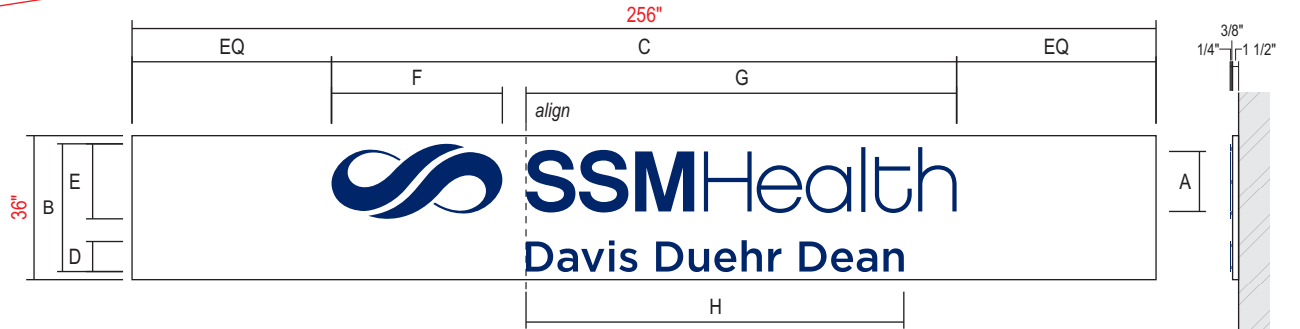
Qty of faces: 1

Dimensions: 2'-9" H x 13'-6" W

Illumination: Non-Illuminated

Comments: Custom panel with blue plate letters.

Existing



1/4" F.C.O. PIN-MOUNTED PLATE LETTERS W/ BACKGROUND PANEL

QTY: 1

SIDE VIEW

SCALE: 1/4"=1'-0"

NOTE:

- BACKER PANEL TO COVER GAPS IN EXISTING FACADE
- CAMERA TO BE MOVED DOWN PENDING LANDLORD APPROVAL

TYPE	A	B	C	D	E	F	G	H	SQ. FT.
PL.2.015.C.N.B.	1'-3"	2'-7 15/16"	13'-0 1/4"	7 1/2"	1'-6 3/4"	3'-6 11/16"	8'-11 5/8"	7'-10 7/16"	34.65

Drawing prepared by:

SIGN RECOMMENDATION



Location: 1022 Regent St
Madison, WI 53715
File Path: Active\ACCOUNTS\SSM Health\Project 4313\Locations\4313_W3_W4_W5_W50_W70_W71_993_Madison_WI_R3

Proj #: 4313
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Rev 4	000000	00/00/00	XXX	XXX						
Rev 5	000000	00/00/00	XXX	XXX						

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Pg. 25