

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

AGENDA ITEM # _____
Project # _____

| | |
|----------------------------------|--------------------------------------------------------------------------|
| DATE SUBMITTED: <u>2-11-09</u> | Action Requested |
| UDC MEETING DATE: <u>2-18-09</u> | <input type="checkbox"/> Informational Presentation |
| | <input type="checkbox"/> Initial Approval and/or Recommendation |
| | <input checked="" type="checkbox"/> Final Approval and/or Recommendation |

PROJECT ADDRESS: 2501 W. BELTLINE HWY.

ALDERMANIC DISTRICT: 14

OWNER/DEVELOPER (Partners and/or Principals) APPROX GATE DEVELOPMENT, LLC
3001 W. BELTLINE HWY #202
MADISON, WI 53713

ARCHITECT/DESIGNER/OR AGENT: RYAN SIGNS, INC. *FOR MEETTER ONLY*
3007 PERRY ST.
MADISON, WI 53713

CONTACT PERSON: MARY BETH GROWNEY SELENE (ON BEHALF OF MEETTER)
 Address: 3007 PERRY ST.
MADISON, WI 53713
 Phone: 271-7979
 Fax: 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)
 - 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) *CONTINUATION - EXTENDED REVIEW*
- 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

February 11, 2009

TO: City of Madison
Urban Design Commission

FROM: Mary Beth Growney Selene
Serving as Agent for Meriter Health Services

RE: **MERITER WELLNESS CENTER
ARBOR GATE DEVELOPMENT
2501 W. BELTLINE HWY.
FINAL APPROVAL FOR "SECONDARY TENANT" SIGNAGE**

Dear Urban Design Commission;

At its July 9, 2008 meeting, the Urban Design District approved the project signage for the (a) major tenants and (b) the retail [first floor] tenants. We were asked to submit "Secondary Tenant" signage for separate approval.

1. Request

- a. Allow for up to 30" logo style letters on the secondary tenant signable area.
- b. The length of the sign will not exceed 26'.
- c. The above limitations are as was originally proposed to the UDC on July 9, 2008.

2. Specifications

- a. The letters will have fabricated aluminum faces and sidewalls, painted "pewter" per the Architect and Development Team's original recommendation.
- b. The letters will be back-lit using white LED.

4. Final Approval

- a. To allow for the installation of the **Meriter Wellness Center** letters on the secondary tenant façade (location as approved by the UDC in July 9, 2008). The location is the western stone façade on the East building.
- b. The sign will include **24" Meriter** letters and **16 ½" Wellness Center** letters.
- c. The letter styles will be per Meriter's corporate standard.
- d. The letters will have fabricated aluminum faces and sidewalls. The letters will be back-lit using white LED.

Thank you for your consideration.

AGENDA # 1

City of Madison, Wisconsin

| | |
|---------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------|
| REPORT OF: URBAN DESIGN COMMISSION | PRESENTED: July 9, 2008 |
| TITLE: 2501 and 2601 West Beltline Highway – Comprehensive Design Review. 14 th Ald. Dist. (10706) | REFERRED: REREFERRED: REPORTED BACK: |
| AUTHOR: Alan J. Martin, Secretary | ADOPTED: POF: |
| DATED: July 9, 2008 | ID NUMBER: |

Members present were: Lou Host-Jablonski, Richard Wagner, Bruce Woods, Marsha Rummel, Bonnie Cosgrove, Richard Slayton, John Harrington and Todd Barnett.

SUMMARY:

At its meeting of July 9, 2008, the Urban Design Commission **GRANTED FINAL APPROVAL** of a Comprehensive Design Review located at 2501 and 2601 West Beltline Highway. Appearing on behalf of the project were Doug Hursh, Conlynn Goetsch, Brad Hutter and Sean Baxter, all representing Arbor Gate Development; and Mary Beth Growney. Prior to the presentation staff noted that details of the recently modified provisions for “Comprehensive Design Review (CDR)” of the Street Graphics Control Ordinance were provided as part of the packet on this item. Staff referenced that the ordinance amendment provided criteria for review and approval of a proposed comprehensive sign plan where the Commission must make a finding that the criteria for comprehensive design review has been addressed. The presentation detailed an array of signage proposed as part of the sign plan under review. Following the presentation Matt Tucker, Zoning Administrator provided a detailed analysis of the Comprehensive sign plan against the existing provisions of the Street Graphics Ordinance, noting no issue with signs primarily above the first floor level of the commercial/office/retail structure, including a non-objection to the array of proposed ground signs and first floor tenant signage. The significant issues according to Tucker are provisions for two upper end elevation signs where no physical space relevant to occupancy adjacent to the sign area was being provided as normally required with the code, including the placement of which is inconsistent with the locale or premise of the tenant being identified. This concept is significant departure from the requirements of the code. Following the presentation Ald. Bruer spoke in support of the signage plan noting the need of signage flexibility for attracting businesses as an alternative to development in outlying communities and municipalities. Following the presentation the Commission noted the following:

- There is visual integration between signage and building, well-conceived. Well-conceived overall relationship between building and signage.
- Applaud no pylons, the secondary wall signs should feature a standards type face to complement quality of project.
- Agree with need for uniformity in height, mass and style and size.
- Need to be uniform on secondary sign plan following the buildings’ West Beltline Highway frontage.
- Consider all upper case versus lower case creating discrepancies.

- Prefer to allow diversity in typography; adequate controls are in place to create uniformity and need to specify minimum distance between signs, also not comfortable with signs located over projecting window boxes which compromises the building's architecture.
- Like the rhythm of patterning as shown on the elevational exhibits relevant to the secondary sign band.
- Like diversity but issue with too many sign types, creates a problem.
- The secondary sign band not allowed previously, sets a precedent. Need to keep simple to maintain elegance of building architecture. Need to keep away from having logos or special type faces.
- Like innovative aspect of the signage package, still too many type of tenant signs especially within the secondary signage band. Need to provide a priority of need to allow for signage.
- The projecting signage on the end elevation is excessive with the amount of wall signage as proposed.
- The primary signs proposed on the first floor level are in sync with the building architecture.
- The "WIPFL" sign is less integrated because of the lack of contiguity with of an adjacent penthouse enclosure as found with the companion sign.
- The "Wisconsin Heart" sign shall not to overlap into the adjacent vertical fin horizontally.
- Signs on the lower first floor level concern with detail on how they connect to the building.

ACTION:

On a motion by Wagner, seconded by Barnett, the Urban Design Commission **GRANTED FINAL APPROVAL** of the comprehensive plan under the provisions for Comprehensive Sign Review. The motion was passed on a unanimous vote of (8-0). The motion noted satisfaction of the criteria required based on the integration between the elements of the comprehensive sign plan and the overall architecture and site design and layout of the "Arbor Gate Development." The motion required the following:

- Instead of 6 front and 2 end signs on the secondary sign band, reduce to 2 end signs and 4 front signs with no signs over projecting window boxes, with the first floor signage approved as proposed except for the deletion of sign type 8-1B. All other first floor signage types approved, including ground signs and directionals.
- **The four front and two end signs within the secondary sign band shall come back to the Urban Design Commission for approval of the specific design and layout.**
- The reason for approval is because it is a Comprehensive Design Review, where it is felt the merit for this particular architecture deserves this flexibility.
- The projecting signs shall be eliminated with the text added to maintain the alignment of the signage within the secondary sign band depicted on the elevations as contained within the packet.

After the Commission acts on an application, individual Commissioners rate the overall design on a scale of 1 to 10, including any changes required by the Commission. The ratings are for information only. They are not used to decide whether the project should be approved. The scale is 1 = complete failure; 2 = critically bad; 3 = very poor; 4 = poor; 5 = fair; 6 = good; 7 = very good; 8 = excellent; 9 = superior; and 10 = outstanding. The overall ratings for this project are 6, 7, 7, 7.5, 8, 8 and 8.5.

Wall Signage:

Signage should be developed in an imaginative and creative manner. Signage shall conform to the specifications set forth below.

Building Identification Signage

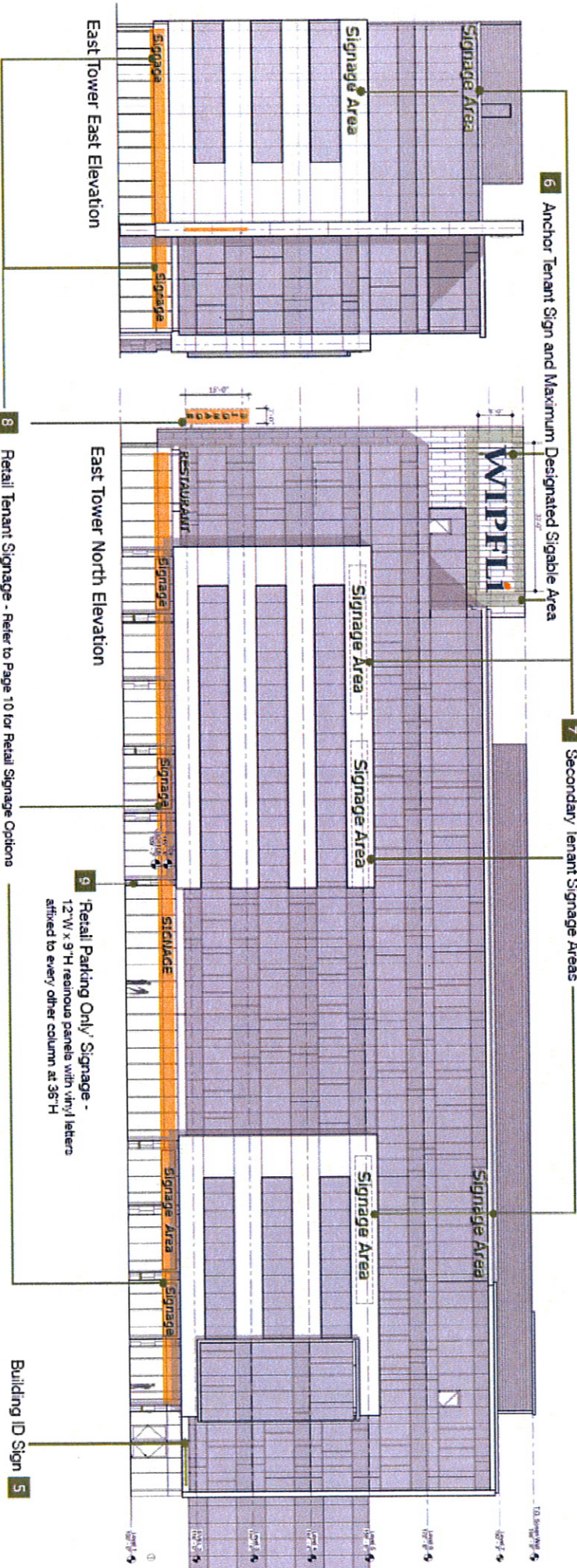
- 5'H dimensional metal letters to match exterior metal panels and window frames mounted to wall above building lobby doors. Text shall read: 2501 - East

Anchor Tenant Signage

- The permitted gross area of the anchor tenant signs is eight feet (8'-0") high by thirty-three feet (33'-0") wide, 40% of the possible signable area.
- Signs will be composed of individually constructed illuminated letters.
- Letter faces must be 3/16" Plexiglas or equivalent material. Letters to be made of minimum 0.090 aluminum backs and 0.063 aluminum returns with a painted finish to match sign face, trimmed with one (3/4") Jewelite trim cap around the Plexiglas edge.
- All aluminum surfaces inside letters shall be painted high gloss white. Illumination will be provided using fluorescent and/or LED lighting.
- No letter in sign may be less than four feet (4'-0") in height or more than six feet (6'-0") in height. No logo may be more than eight feet (8'-0") in height.
- Baseline for sign is to be horizontal and in line with the horizontal designated signable area.
- Tenant will submit color faces of sign to be approved by landlord.

Secondary Tenant Signage

- Signs will be composed of individually constructed illuminated letters.
- Letter faces must be 3/16" Plexiglas or equivalent material. Letters to be made of minimum 0.090 aluminum backs and 0.063 aluminum returns with a painted finish to match sign face, trimmed with one (3/4") Jewelite trim cap around the Plexiglas edge. All aluminum surfaces inside letters shall be painted high gloss white.
- Illumination will be provided using fluorescent and/or LED lighting.
- No letter in sign may be less than eighteen inches (18") in height or more than thirty-six inches (36") in height. No logo may be more than forty inches (40") in height.
- Baseline for sign is to be horizontal and in line with other secondary tenant signs in upper signage band.
- Tenant will submit color faces of sign to be approved by landlord.



Arbor Gate Development, LLC

MAY 28, 2008



8 | wall signs: east

Potter Lawson

Wall Signage

Signage should be developed in an imaginative and creative manner. Signage shall conform to the specifications set forth below.

Building Identification Signage

- 5'-H dimensional metal letters to match exterior metal panels and window frames mounted to wall above building lobby doors. Text shall read: 2601 - West

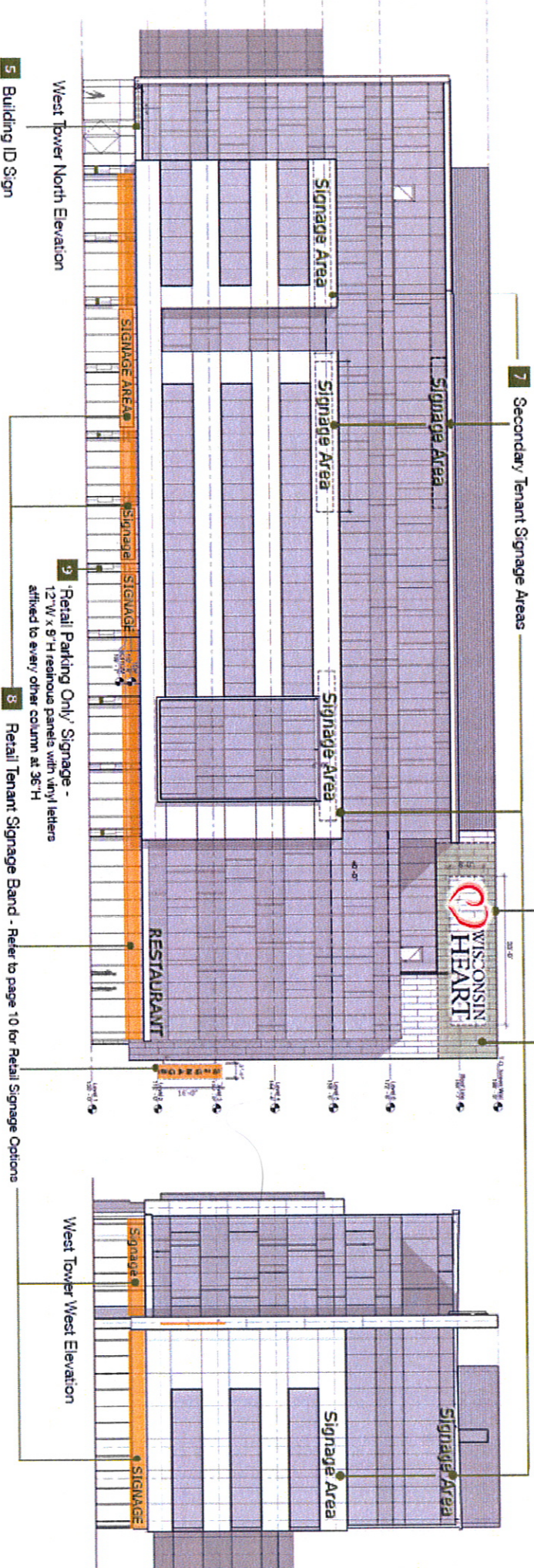
Anchor Tenant Signage

- The permitted gross area of the anchor tenant sign is eight feet (8'-0") high by thirty-three feet (33'-0") wide, 40% of the possible signable area.
- Signs will be composed of individually constructed illuminated letters.
- Letter faces must be 3/16" Plexiglas or equivalent material. Letters to be made of minimum 0.090 aluminum backs and 0.063 aluminum returns with a painted finish to match sign face, trimmed with one (3/4") Jewelle trim cap around the Plexiglas edge.
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- Baseline for sign is to be horizontal and in line with the horizontal designated signable area.
- Tenant will submit color faces of sign to be approved by landlord.

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- Baseline for sign is to be horizontal and in line with other secondary tenant signs in upper signage band.
- Tenant will submit color faces of sign to be approved by landlord.

6 Anchor Tenant Sign and Maximum Designated Signable Area



West Tower North Elevation

West Tower West Elevation

Arbor Gate Development, LLC

MAY 28, 2008



Potter Lawson

9 | wall signs: west

5 Building Identification Signs

5"H dimensional metal letters located above lobby doors at each tower. Color shall match window mullions.

- East Tower text shall read: 2501 East
- West Tower text shall read: 2501 West

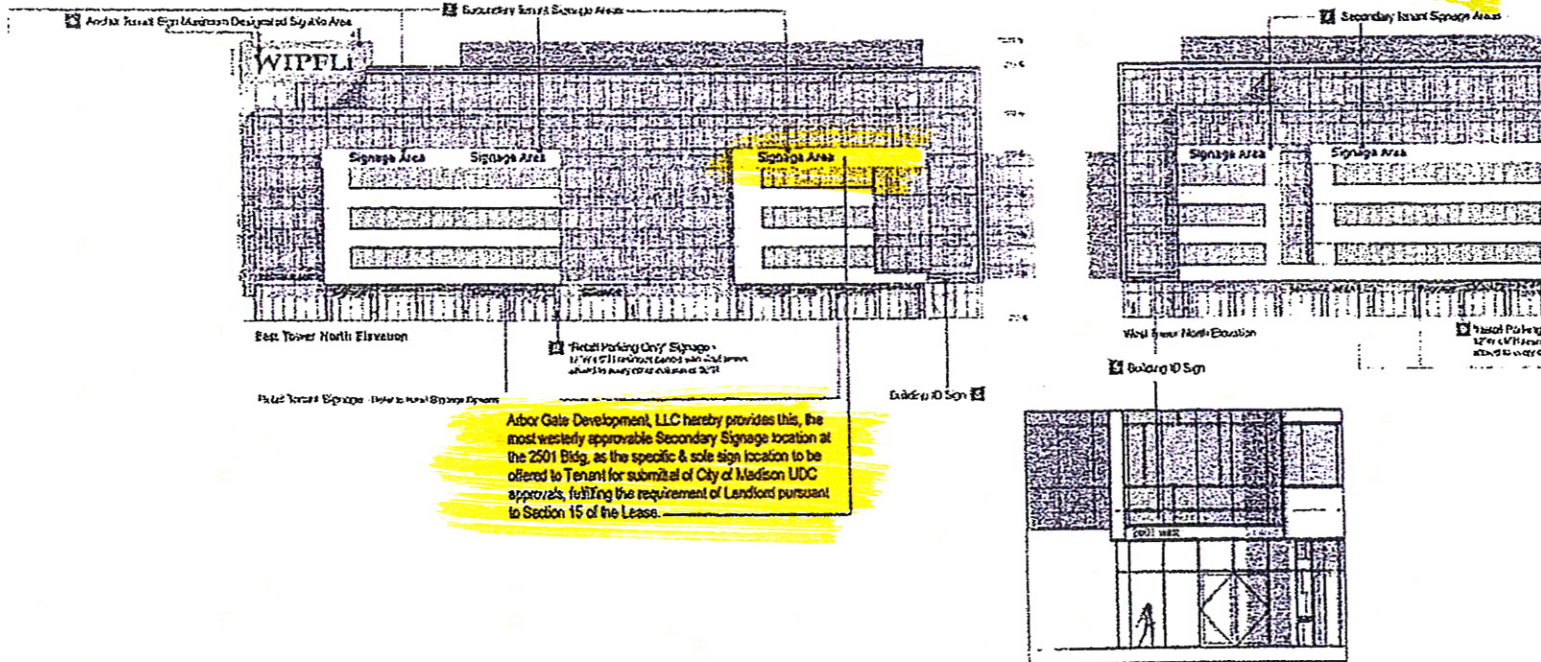
6 Anchor Tenant Signs

- The permitted maximum gross area of the anchor tenant signs is eight feet (8'-0") high by thirty-three feet (33'-0") wide (264 SF - 40% of the possible signable area).
- Signs will be composed of individually-constructed illuminated letters and logo graphics.
- Letter faces must be 3/16" Plexiglas or equivalent material. Letters are to be made of minimum 0.090 aluminum backs and 0.063 aluminum returns with a painted finish to match sign face, trimmed with one (3/4") Jewellite trim cap around the Plexiglas edge. All aluminum surfaces inside the letters shall be painted high gloss white. Illumination will be provided using fluorescent and/or LED lighting.
- Baseline for sign is to be horizontal and in line with the horizontal designated signage area.
- Tenant may use corporate colors but must submit color faces of sign to be approved by landlord to ensure harmonious overall appearance of signage on building facade.

7 Secondary Tenant Signs

- The permitted maximum number of secondary tenant signs in the stone signage band on the north façade of the East Tower is **TWO**.
- The permitted maximum number of secondary tenant signs in the stone signage band on the north façade of the West Tower is **TWO**.
- The permitted maximum gross area of each secondary tenant sign is two feet six inches (2'-6") high by twenty-six feet (26'-0") wide (65 SF - a maximum of 40% of each signable area of the stone signage band).
- Signs will be composed of individually-constructed illuminated letters.
- Letter faces of all secondary tenant signs will be a uniform 'pewter' color to match building window mullions to ensure harmonious overall appearance of signage on building facade.
- Letters shall be constructed with 3" deep fabricated aluminum faces and sidewalls, painted to match pewter window mullions. Letters shall have clear lexan backs and shall be back lit using white LED. Letters shall project 2 1/2" from face of building.

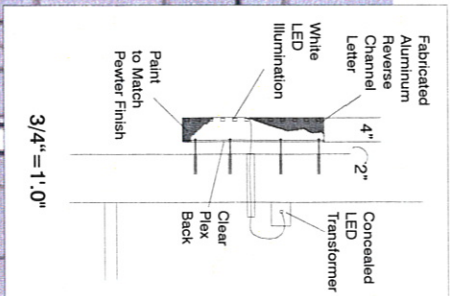
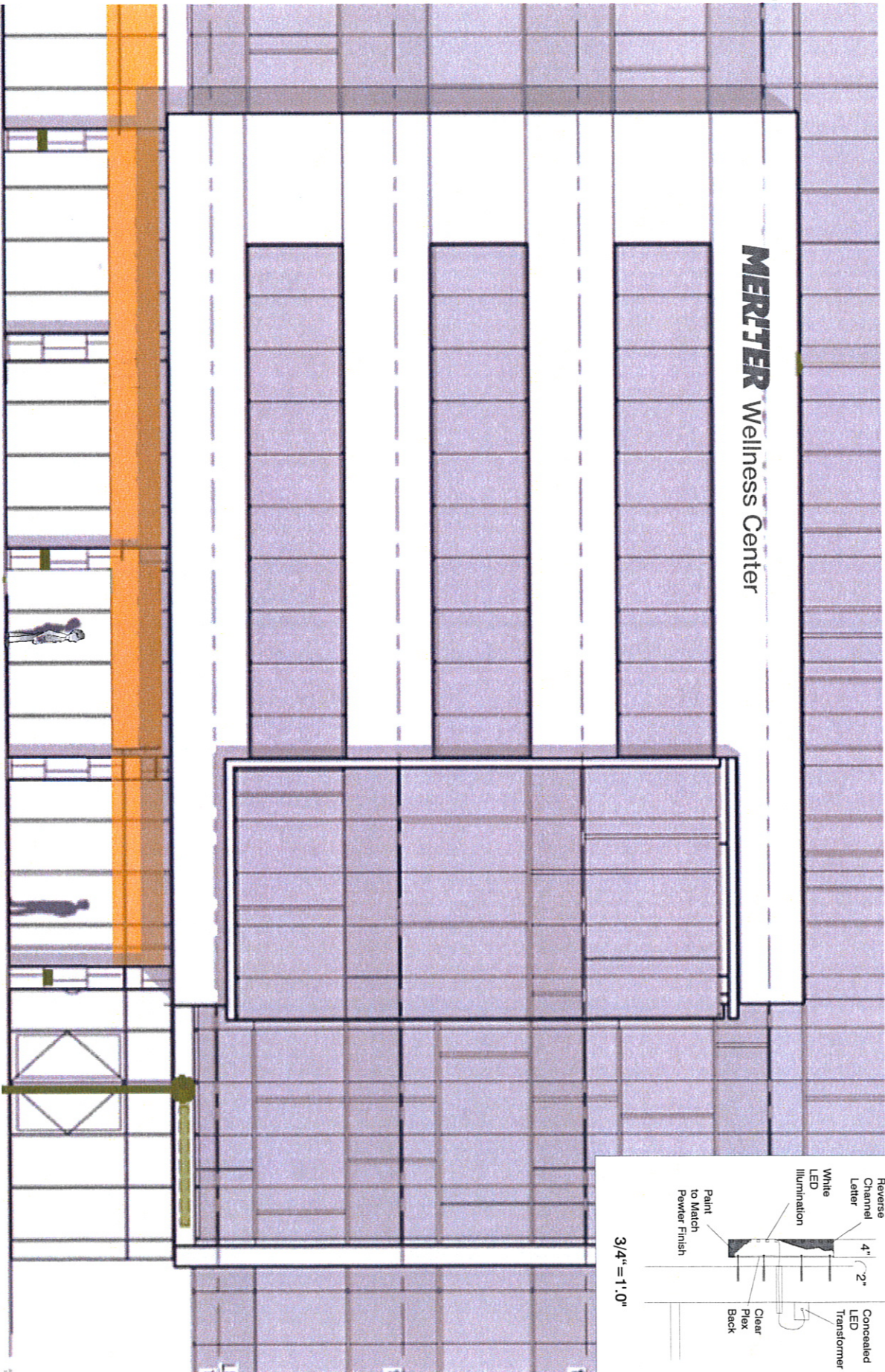
Per the terms of approvals granted 7/9/08 by the City of Madison UDC, there shall be no more than two (2) Bellline Facing Secondary Signs located on the Secondary Signage Band for the 2501 Building, of the three (3) possible, approvable locations shown in this Exhibit, below.



Arbor Gate Development, LLC hereby provides this, the most westerly approvable Secondary Signage location at the 2501 Bldg, as the specific & sole sign location to be offered to Tenant for submittal of City of Madison UDC approvals, fulfilling the requirement of Landlord pursuant to Section 15 of the Lease.

26'

24" 16 1/2"

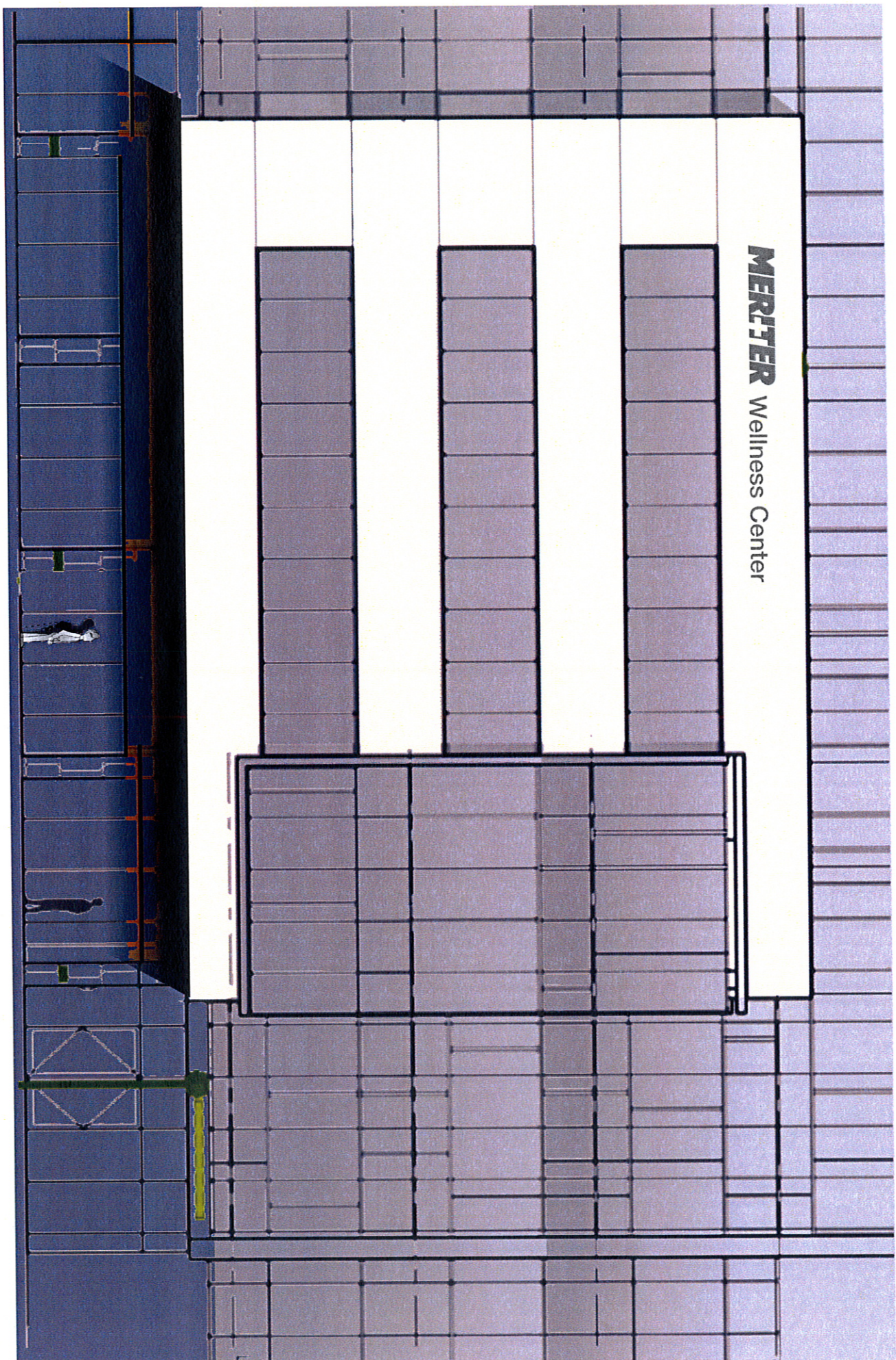


Ryan Signs, Inc.
 3007 Perry Street • Madison, WI 53713 • Tel: (608) 271-7979 • Fax: (608) 271-7853
MERITER - WELLNESS CENTER

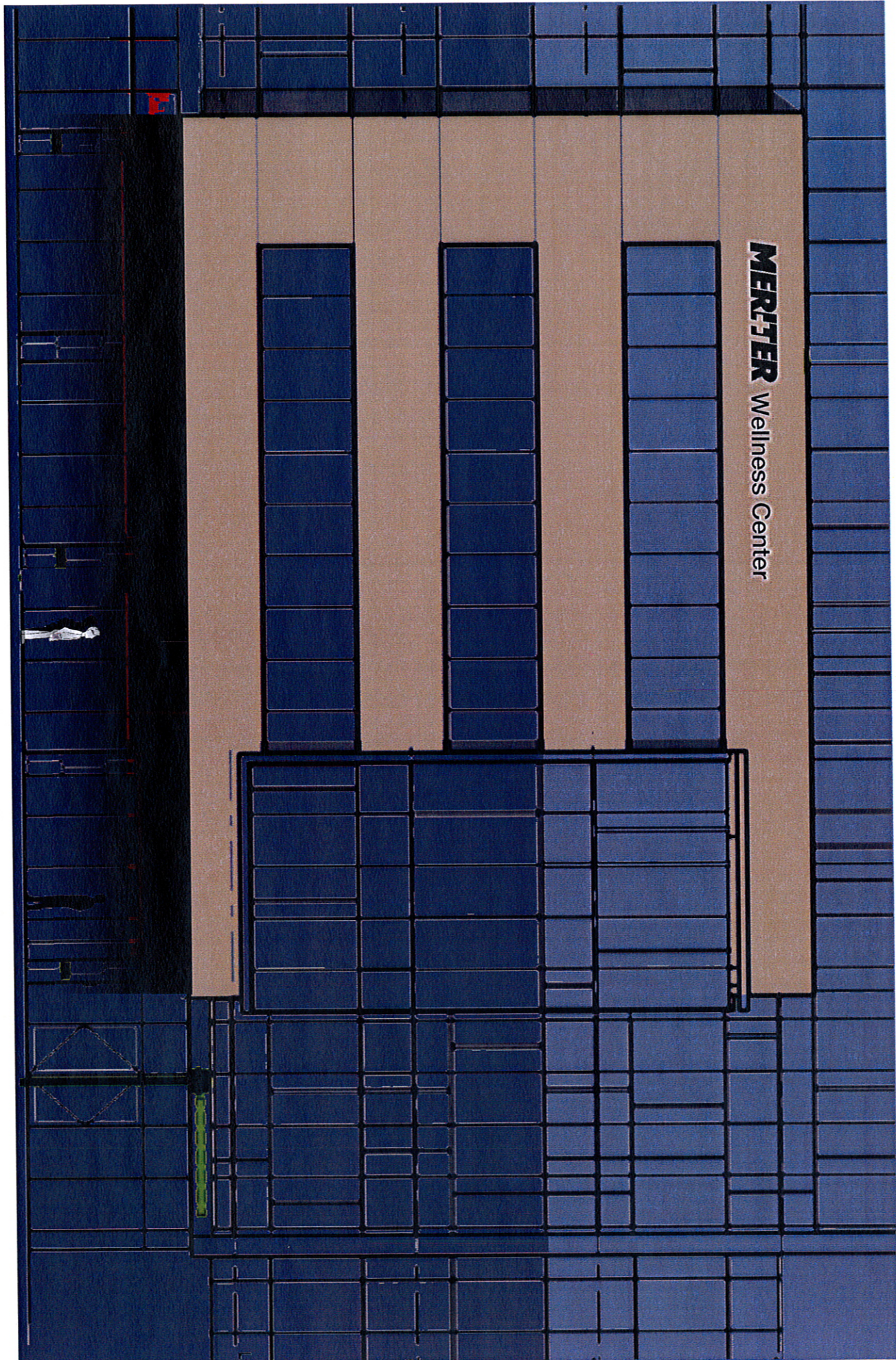
SCALE: 3/32" = 1' 0"
 DATE: 9/12/08
 REVISION: 2/4/09
 DRAWN BY: KW
 APPROVED: Ryan Signs, Inc.
 COPYRIGHT 2008 by Ryan Signs, Inc.
 DRAWING NUMBER: 4463

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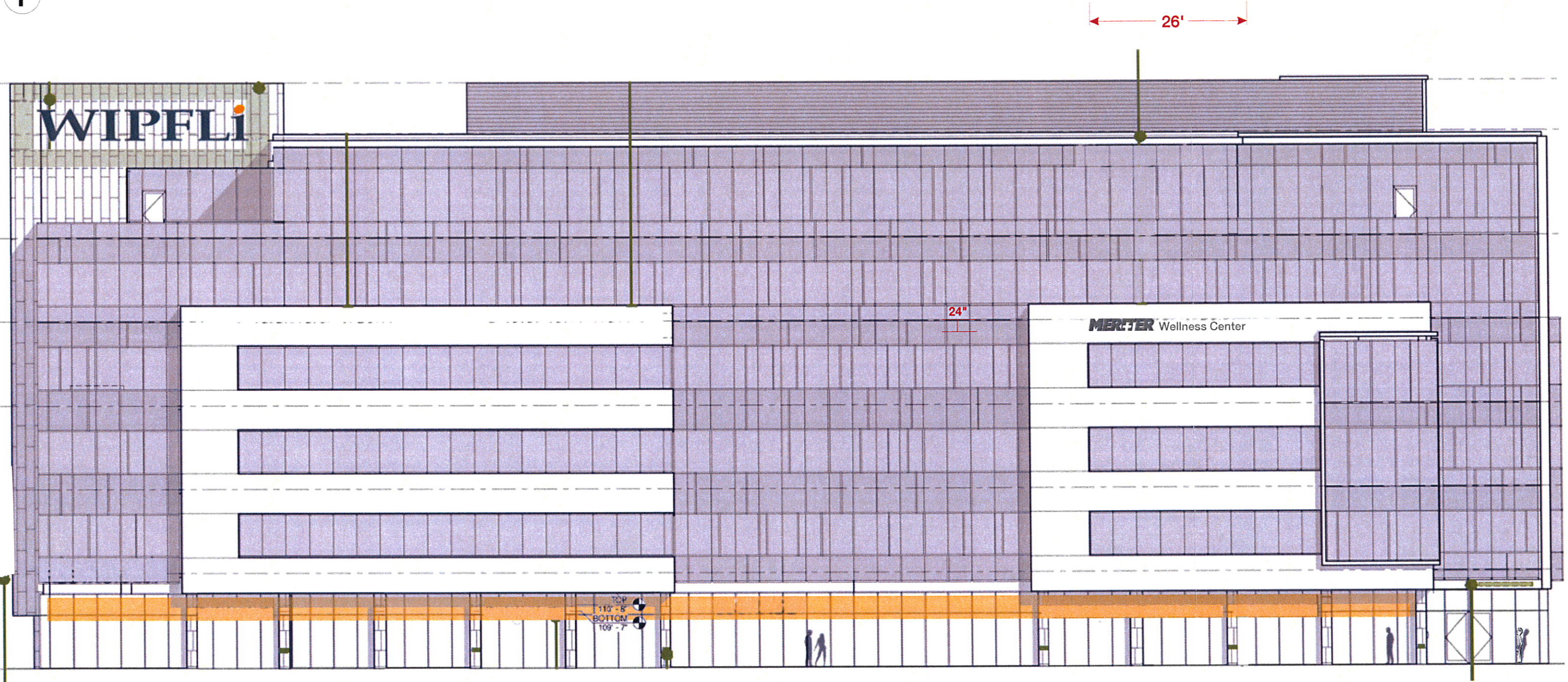
MERITER Wellness Center



MERITOR Wellness Center



1



East Building

| | | |
|------------------------------------------------------------------------------------------------------------|---------------------------------|-----------------------------------------|
| Ryan Signs, Inc. 3007 Perry Street • Madison, WI 53713 • Tel (608) 271-7979 • Fax (608) 271-7853 | SCALE: 1/16" = 1'-0" | APPROVED: |
| | DATE: 9/12/08 | © Copyright 2008 by Ryan Signs, Inc. |
| | REVISED: 2/4/09 DRAWN BY: KW | DRAWING NUMBER: 4463 |

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client signature _____