

APPLICATION FOR
URBAN DESIGN COMMISSION
REVIEW AND APPROVAL

AGENDA ITEM # _____
Project # _____
Legistar # _____

DATE SUBMITTED: <u>10/1/13</u>	<u> </u> Action Requested
UDC MEETING DATE: <u>10/23/13</u>	<u> </u> Informational Presentation
	<u> </u> Initial Approval and/or Recommendation
	<u> </u> Final Approval and/or Recommendation

PLEASE PRINT!

PLEASE PRINT!

PROJECT ADDRESS: 20 S. Park St

ALDERMANIC DISTRICT: _____

OWNER/DEVELOPER (Partners and/or Principals)	ARCHITECT/DESIGNER/OR AGENT:
<u>MADISON MEDICAL CENTER</u>	<u>GRAPHIC HOUSE, INC</u>
<u>20 S PARK ST</u>	<u>9204 PACKER DR</u>
<u>MADISON, WI 53715</u>	<u>WAUSAU, WI 54401</u>

CONTACT PERSON: GRAPHIC HOUSE, INC.
 Address: 9204 PACKER DR
WAUSAU, WI 54401
 Phone: 715.842.0402
 Fax: 715.848.9108
 E-mail address: chrisfish@graphichouseinc.com

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) ***Signage Package**
- 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.

Comprehensive Sign Plan

For

Madison Medical Center 20 S Park St.

Submitted October 1, 2013

For

**Urban Design Commission Consideration on
October 23rd, 2013**

Submitted to:

City of Madison
Urban Design Commission

By:

Christopher Fish
Graphic House, Inc.
9204 Packer Dr.
Wausau, WI 54401
800.472.0402

chrisfish@graphichouseinc.com



October 1st, 2013
Mr. Al Martin
City of Madison Planning Department
215 Martin Luther King, Jr. Blvd.
Madison, WI 53701

Re: Letter of Intent for Urban Design Commission's Review of a Comprehensive Design Review Plan for Madison Medical Center – 20 S. Park St.

Dear Al,

The attached documentation describes the proposed exterior signage package to effectively give direction to the entrances and parking for the Madison Medical Center. This is also an opportunity to create a comprehensive signage plan of record as a basis for future updates, and replacements of signs. We are seeking Urban Design Commission approval of the comprehensive exterior signage package.

Objective

To describe the design and integration of an exterior signage package to clearly give direction to and identify the facility and parking areas. To find an agreeable alternative to the setback requirements of one parking regulation sign to allow the sign to be placed in the available green space.

Purpose of the Comprehensive Design Plan

To determine whether unique, exceptional and innovative use of materials, design, color, lighting and other design elements resulting in visual harmony created between signs and buildings and building site are sufficient to warrant special allowances in signage area beyond the restrictions contained in the City of Madison Sign Ordinance.

Respectfully Submitted,

A handwritten signature in black ink that reads "Chris Fish".

Christopher Fish
Serving as Agent for Madison Medical Center

9204 Packer Drive, Wausau Wisconsin 54401
Phone #800-472-0402 Fax #715-848-9108
www.graphichouseinc.com

The following is a list of existing signage, and proposed signage

Existing Signage

Southeast corner of property (sign 1)

- (1) 5' tall X 42" wide directional sign. (17.5sq ft)
To be replaced

West side of property, South of Driveway (sign 2)

- (1) 5' tall X 42" wide directional sign. (17.5sq ft)
To be removed

West side of property, North of Driveway (sign 3)

- (1) 5' tall X 42" wide directional sign. (17.5sq ft)
To be replaced

Northwest corner of property (sign 4)

- (1) 5' tall X 42" wide directional sign. (17.5sq ft)
To be replaced

Northeast corner of property (sign 5)

- (1) 5' tall X 54" wide, 4-sided monument/directional. (90 sq ft)
To remain as is

East elevation over parking garage entrance (sign 6):

- (1) Set of 10" tall X 14'-6"" long, non-lit letters "Madison Medical Center"
To remain as is (12.1 sq ft)

West elevation over parking garage entrance (sign 7):

- (1) Set of 10" tall X 14'-6"" long, non-lit letters "Madison Medical Center"
To remain as is (12.1 sq ft)

Proposed Signage

Southeast corner of property (sign 1) (non conforming sign)

(1) 46" tall X 42" wide combination directional/regulatory sign. (13.42sq ft)

West side of property, North of Driveway (sign 3) (non conforming sign)

(1) 46" tall X 42" wide combination directional/regulatory sign. (13.42sq ft)

Northwest corner of property (sign 4) (non conforming sign)

(1) 42" tall X 42" wide combination directional/regulatory sign. (12.25sq ft)

Northeast corner of property (sign 5) (legally placed sign, conforms to code)

(1) 5' tall X 54" wide, 4-sided monument. (90 sq ft)To remain as is

East elevation over parking garage entrance (sign 6): (conforms to code < 40% signable area)

(1) Set of 10" tall X 14'-6"" long, non-lit letters "Madison Medical Center"
To remain as is (12.1 sq ft)

West elevation over parking garage entrance (sign 7): (conforms to code < 40% signable area)

(1) Set of 10" tall X 14'-6"" long, non-lit letters "Madison Medical Center"
To remain as is (12.1 sq ft)

Comprehensive Design Review Criteria

There are (2) exceptions to the code restrictions that is being asked for:

1) “zero” setback for Sign 3.

The property is uniquely designed with a 55” green space between the property line and the parking lot. To allow un-restricted flow of the parking lot, and not require drivers to maneuver around the sign (which would be necessary if placed at the required setback within a constructed curbed area, or with bollards), we’re asking to place the sign in this green space. Careful consideration of the 10’ vision triangle will be accounted for to make sure there is adequate visibility for cars entering and exiting the parking lot.

2) (3) combination directional/regulatory signs which exceed the sq footage allowed (3 or 9 sq feet respectively)

The allowed number of directional signs on a property is 2 per street frontage at 3 sq ft each with no setback requirement, and the allowed number of regulatory signs is unlimited at 9 sq ft each with a 10’ setback requirement.

The Madison Medical Center has many problems with non-clinic visitors using the parking lot. The current signs (although illegally placed), are falling apart. They are cheaply made of plywood and treated lumber, and they would like to update them with professionally manufactured (aluminum) directional signs. The new signs will project a much more professional look to the entire area, and approval of the comprehensive signage plan would create action to clean up the permit and give the City and property owner a basis for existing and future signage.

I feel this plan fits the 7 design review criteria by the following:

1. We’ve utilized the theme of the existing (legally placed) 4-sided monument for our colors, construction materials, and shapes of the proposed new signs to create a consistent, coordinated look throughout the property.
2. Each element of the sign plan is necessary to create a cohesive look and adequately sign the property. The overall plan calls for (1) less sign than currently exists.
3. The sign plan does not violate any of safety and aesthetic goals, but rather enhances the goals by; better locating of goods and services, better locating the clinic parking, promotes an attractive update to worn out wooden signs, will not create a safety concern due to the location outside of the vision triangle.
4. All signs meet the construction requirements under Sec. 31.05(5)
5. All signs are within the restrictions set forth in Sec 31.11.
6. None of the signs will present a hazard to vehicle or pedestrian traffic. The signs also do not negatively impact the quality of any public or private space.
7. All signs are completely within the private property of Madison Medical Center.

**Existing Sign 4
to be replaced
with new sign B**

**Existing sign 5
4-sided, to
remain unchanged**

**Replace with (1)
sign A**

Existing Sign 3

Existing Sign 2

**Existing Sign 1
to be replaced
with new sign A**

**Existing sign 7
wall sign, to
remain unchanged**

**Existing sign 6
wall sign, to
remain unchanged**

20 S Park St, Madison, WI 53715, USA

S Brooks St

Regent St

Milton

Google earth

Braxton Place

1992

Imagery Date: 9/26/2010 43° 4.021' N 89° 24.093' W elev 852 ft eye alt 1655 ft



**Existing Sign 1
to be replaced
with new sign A**

MERITER

→ EMERGENCY
↑ HOSPITAL
↑ PARKING

20 S. Park
Madison Medical Center

Clinic Parking

Violators will be
Ticketed & Towed

 **Tobacco Free**
BUILDINGS & GROUNDS

New Sign type A

**Existing Sign 3
to be replaced
with sign type A**

**Existing Sign 2
To be removed**





Sign 2 removed

**New sign type A
Set along property
line (zero setback), and
outside of vision triangle**

20 S. Park
Madison Medical Center

Clinic Parking

Violators will be
Ticketed & Towed

 Tobacco Free
BUILDINGS & GROUNDS

10'
vision triangle

10'
vision triangle

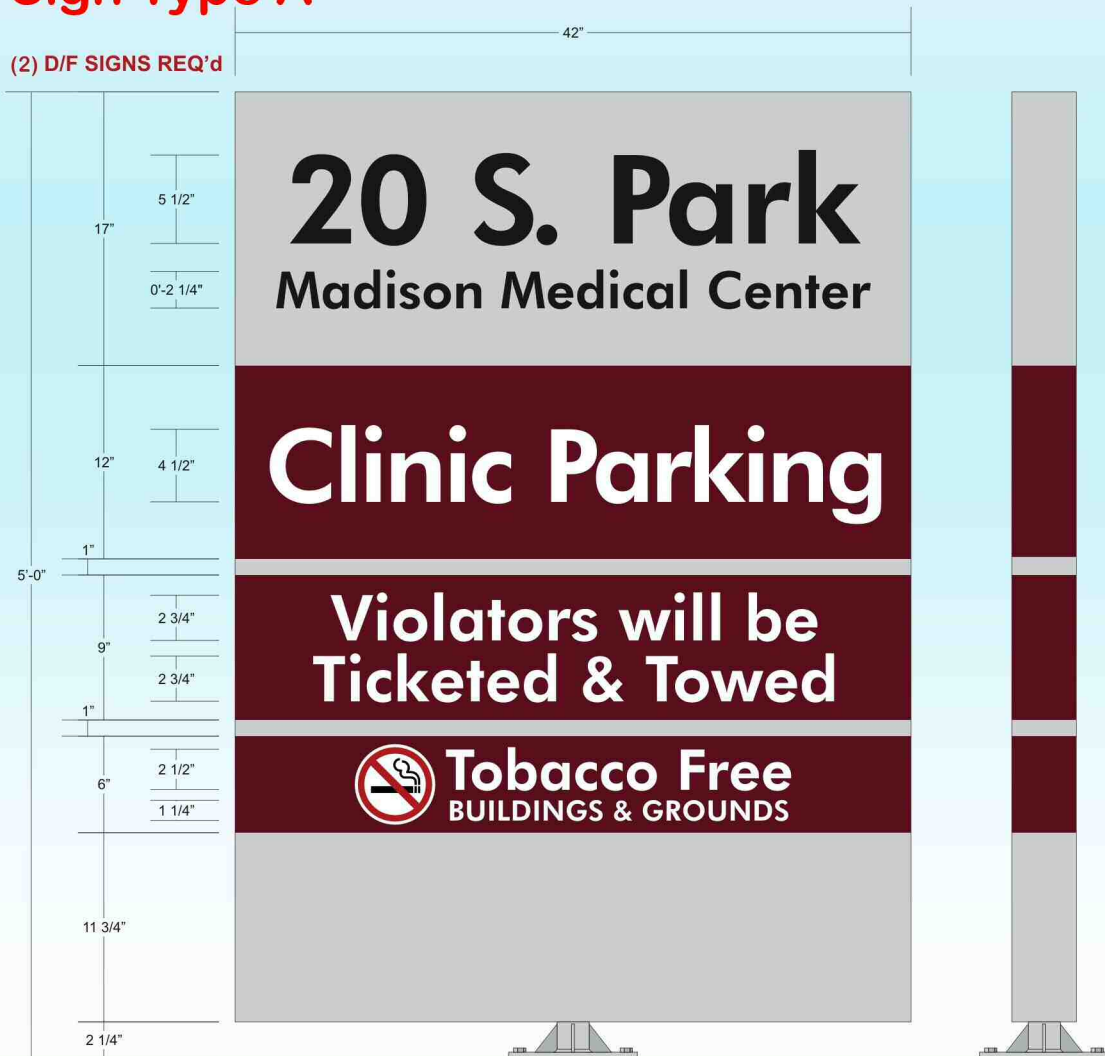
NO
HOSPITAL
OR
PUBLIC
PARKING

NO
HOSPITAL
OR
PUBLIC
PARKING



Sign Type A

(2) D/F SIGNS REQ'd



13.42 Square Feet

OPPOSITE SIDE OF BOTH SIGNS



**Existing Sign 4
to be replaced
with new sign B**



5'

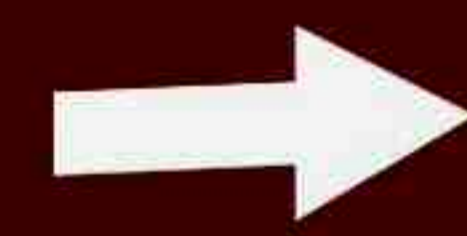
42"

Reposition just behind tree
to be more visible on Regent St.

Sign Type B

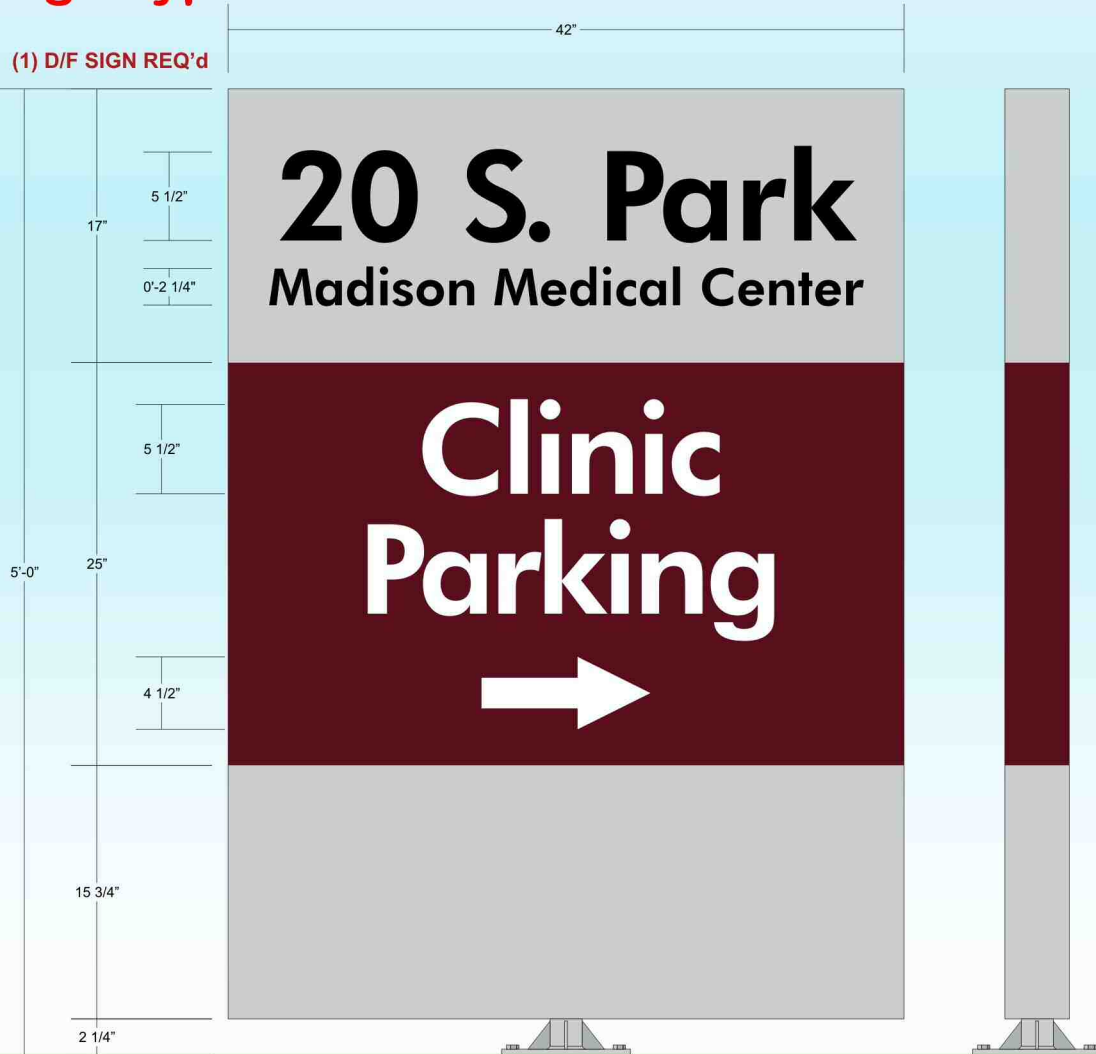
20 S. Park
Madison Medical Center

**Clinic
Parking**



Sign Type B

(1) D/F SIGN REQ'd



12.25 Square Feet

OPPOSITE SIDE



**Existing sign 5
4-sided, to
remain unchanged**



**Existing sign 5
4-sided, to
remain unchanged**



Existing Sign 6
To remain as is

14'-6"
10" MADISON MEDICAL CENTER



EXISTING SIGN 7

to remain as is

20 S. Park South Building

14'-6"

MADISON MEDICAL CENTER

