



# URBAN DESIGN COMMISSION APPLICATION CITY OF MADISON

215 Martin Luther King Jr. Blvd; Room LL-100  
PO Box 2985; Madison, Wisconsin 53701-2985  
Phone: 608.266.4635 | Facsimile: 608.267.8739

This form may also be completed online at:  
<http://www.cityofmadison.com/planning/documents/UDCApplication.pdf>

Please complete all sections of the application, including the desired meeting date and the type of action requested.

Date Submitted: <u>2/22/17</u>	<input type="checkbox"/> Informational Presentation
UDC Meeting Date: <u>3/22/17</u>	<input type="checkbox"/> Initial Approval
Combined Schedule Plan Commission Date (if applicable): _____	<input checked="" type="checkbox"/> Final Approval

1. Project Address: 1802-1812 W. Beltline Hwy, Madison, WI 53713 CITY OF MADISON  
Project Title (if any): SSM Health REBRANDING

2. This is an application for (Check all that apply to this UDC application):

- New Development     Alteration to an Existing or Previously-Approved Development

**A. Project Type:**

- Project in an Urban Design District\* (public hearing-\$300 fee)  
 Project in the Downtown Core District (DC) or Urban Mixed-Use District (UMX) (\$150 fee, Minor Extension Alterations)  
 Suburban Employment Center (SEC) or Campus Institutional District (CI) or Employment Campus District (EC)  
 Planned Development (PD)  
 General Development Plan (GDP)  
 Specific Implementation Plan (SIP)  
 Planned Multi-Use Site or Planned Residential Complex

11:47 AM  
FEB 22 2017  
Planning & Community  
& Economic Development

AGENDA ITEM #	
LEGISTAR #	<u>76430</u>
ALD. DIST.	<u>14</u>

**B. Signage:**

- Comprehensive Design Review\* (public hearing-\$300 fee)     Street Graphics Variance\* (public hearing-\$300 fee)  
 Signage Exception(s) in an Urban Design District (public hearing-\$300 fee)

**C. Other:**

Please specify: \_\_\_\_\_

**3. Applicant, Agent & Property Owner Information:**

Applicant Name: Chuck Zimmerman  
Street Address: 2714 Industrial Dr  
Telephone: ( ) 222-1881 Fax: ( ) \_\_\_\_\_

Company: Capital City Neon Sign  
City/State: Madison WI Zip: 53713  
Email: chuck.ccsigns@sbcglobal.net

Project Contact Person: applicant  
Street Address: \_\_\_\_\_  
Telephone: ( ) \_\_\_\_\_ Fax: ( ) \_\_\_\_\_

Company: \_\_\_\_\_  
City/State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Email: \_\_\_\_\_

Project Owner (if not applicant) : SSM Health  
Street Address: \_\_\_\_\_  
Telephone: ( ) \_\_\_\_\_ Fax: ( ) \_\_\_\_\_

City/State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Email: \_\_\_\_\_

**4. Applicant Declarations:**

A. Prior to submitting this application, the applicant is required to discuss the proposed project with Urban Design Commission staff. This application was discussed with Jessica Vaughn on 2/17/17.  
(name of staff person) (date of meeting)

B. The applicant attests that all required materials are included in this submittal and understands that if any required information is not provided by the application deadline, the application will not be placed on an Urban Design Commission agenda for consideration.

Name of Applicant Ryan R. Eley

Relationship to Property Agent for property owner

Authorized Signature [Signature]

Date 2/21/2017

▲ Property owner ▲

# Capital City Neon Sign Co Inc

**A FULL SERVICE SIGN SHOP**

02/21/2017

Attn: Members of the UDC

RE: property located at 1802-1812 W Beltline Hwy

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 would like to install 3 similar type wall signs on the 3 designated wall spaces on the south elevation. The proposed signs for these designated areas are within the guidelines of the current sign code as far as size of sign in proportion to the sign-able areas. The issue is, however, that there would be 3 total wall signs on a single elevation. The building structure was designed to have multiple tenants and multiple signs. SSM HEALTH leases a majority of the building and their space spans what would be several tenants. Despite that the lease space falls under one leasee, there are different entities facilitated in the space. Those include SSM HEALTH Human Resources, SSM HEALTH Therapy Services & SSM HEALTH Administration. SSM HEALTH would like to be able to install signs that would identify the corresponding areas of this leased space. In addition to the wall signs, we have proposed for 3 door identifying structures under the canopy. These structures are not defined within the current sign code as to their type. They have been designed to serve as wayfinding identifiers in text and in color as SSM HEALTH ministers to many people who may not be able to read or be able to see well enough to read.

We are seeking a Comprehensive Design Review approval for there to be 3 sign-able areas on the south elevation for the same tenant and for the allowance of the proposed under canopy structures.

All proposed wall signs will fit within the guideline of the current sign code in regards to sign size in relationship to the sign-able areas.

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



## Exterior & Interior Signage Recommendation

**Site ID: W32**

**Dean Business Office**  
1802-1812 W. Beltline Hwy  
Madison, WI 53713

Date:  
February 22, 2017



We Brand Your  
Places & Spaces



Drawing prepared by:

**SITE MAP / EXTERIOR SIGNS**

Drawing prepared for:



Location: 1802-1812 W. Beltline Hwy  
Madison, WI 53713  
Proj #: 4313  
Loc #: 9932  
File Path: Active\ACCOUNTS\S\SSM Health\Project 4313\Locations\4313\_W32\_9932\_Madison\_WI\_R8\_Permit



Rev #:	Req#:	Date:	Req. By:	Drawn By:	Revision Description:	Drawings are the exclusive property of ICON. Any unauthorized use or duplication is not permitted.				
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Rev 4	244449	01/11/17	AM	TI	Revised per request.	Rev 10	000000	00/00/00	XXX	XXX
Rev 5	246151	02/09/17	AM	KWK						
Rev 6	246617	02/16/17	RW	TI	Revised per request.					



**PROPOSED**



NOTE:  
TREES WERE MORPHED  
OUT FOR VISIBILITY

Drawing prepared by:

**CONTEXT PHOTOS / EXTERIOR**

Drawing prepared for:



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Rev 5	246151	02/09/17	AM	KWK		Rev 10	000000	00/00/00	XXX	XXX
Rev 6	246617	02/16/17	RW	TI	Revised per request.					

# Exterior Sign Recommendation

E-01

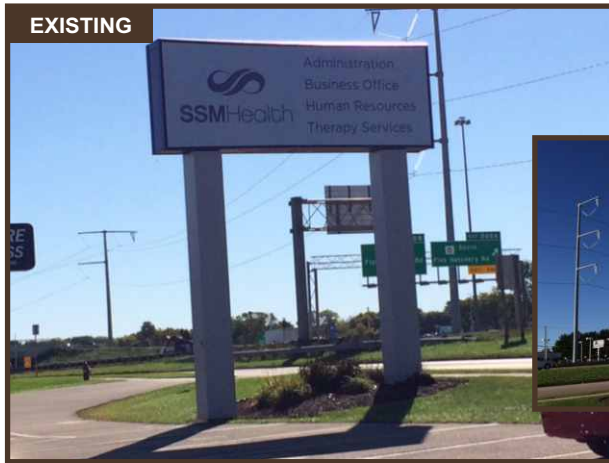
## Description: Freestanding - Double Pole Sign

Face Qty: 2      Sign Qty: 1      Type: N/A  
 Dimensions: ~7'-0" H x ~19'-0" W x ~23'-6" OAH  
 Attachment Method: Direct Burial  
 Sign Material: Painted Aluminum, Plex  
 Illumination: Internally Illuminated  
 Comments:

## Action: Leave Sign

Qty of faces: 2  
 Dimensions: ~7'-0" H x ~19'-0" W x ~23'-6" OAH  
 Comments:

### Recommended



**LEAVE AS IS**

Drawing prepared by:

### SIGN RECOMMENDATION



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Rev 6	246617	02/16/17	RW	TI	Revised per request.					

# Exterior Sign Recommendation

## Description: Wall Sign - Channel Letters

Face Qty: 1      Sign Qty: 1      Type: N/A  
 Dimensions: ~7'-9" H x ~24'-6" W  
 Attachment Method: Flush - Bolted  
 Sign Material: Painted Aluminum, Plex  
 Illumination: Internally Illuminated  
 Comments:

## Action: Replace

**Type: Custom CL.S.I.B with Black Pin Letterset**  
 Qty of faces: 1  
 Dimensions: See details below  
 Illumination: Illuminated/Non-Illuminated  
 Comments: Add custom 14" black pin letters in same position as existing.



REMOVE ARCHITECTURAL DETAIL



21.8 SQ. FT.  
 37.8 SQ. FT.  
 17.2 SQ. FT.  
**76.8 SQ. FT. TOTAL**



### FACE LIT LED ILLUMINATED CHANNEL LETTERS - FLUSH MOUNTED

QTY: 1

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

- CHANNEL LETTERS WITH APPLIED BLUE PERFORATED VINYL, TO APPEAR BLUE BY DAY AND SHINE WHITE AT NIGHT.

Drawing prepared by:

### SIGN RECOMMENDATION



**Location:** 1802-1812 W. Beltline Hwy  
 Madison, WI 53713  
**File Path:** Active\ACCOUNTS\S\SSM Health\Project 4313\Locations\4313\_W32\_9932\_Madison\_WI\_R8\_Permit

**Proj #:** 4313  
**Loc #:** 9932

Drawing prepared for:



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Rev 3	244183	01/11/17	AM	TI	Revised per request.	Rev 8    246897    02/22/17    AM    TI
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Rev 5	246151	02/09/17	AM	KWK		Rev 10    000000    00/00/00    XXX    XXX
Rev 6	246617	02/16/17	RW	TI	Revised per request.	Pg. 5



Front View



Side View



Drawing prepared by:

**SIGN RECOMMENDATION**



Location:  
1802-1812 W. Beltline Hwy  
Madison, WI 53713

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4313  
Loc #:  
9932

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FACILITIES TO RELOCATE HATCH & LIGHT IF NEEDED

ANGLE FRAME MOUNTED TO EXISTING CEILING STRUCTURE - NEED SITE CONFIRMATION FOR MOUNTING STRATEGY

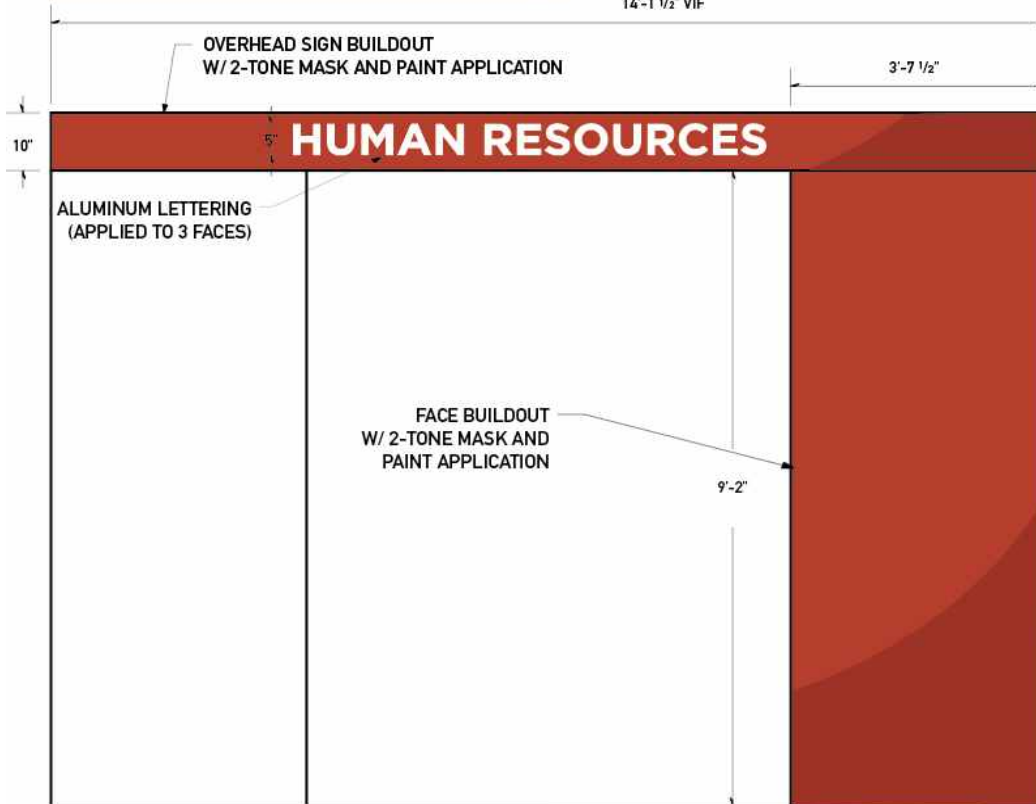
FASTEN SIGN FROM SIDE INTO ANGLE FRAME

FORMED ALUMINUM SHEET, PAINTED, W/ 2-TONE MASK AND PAINT APPLICATION

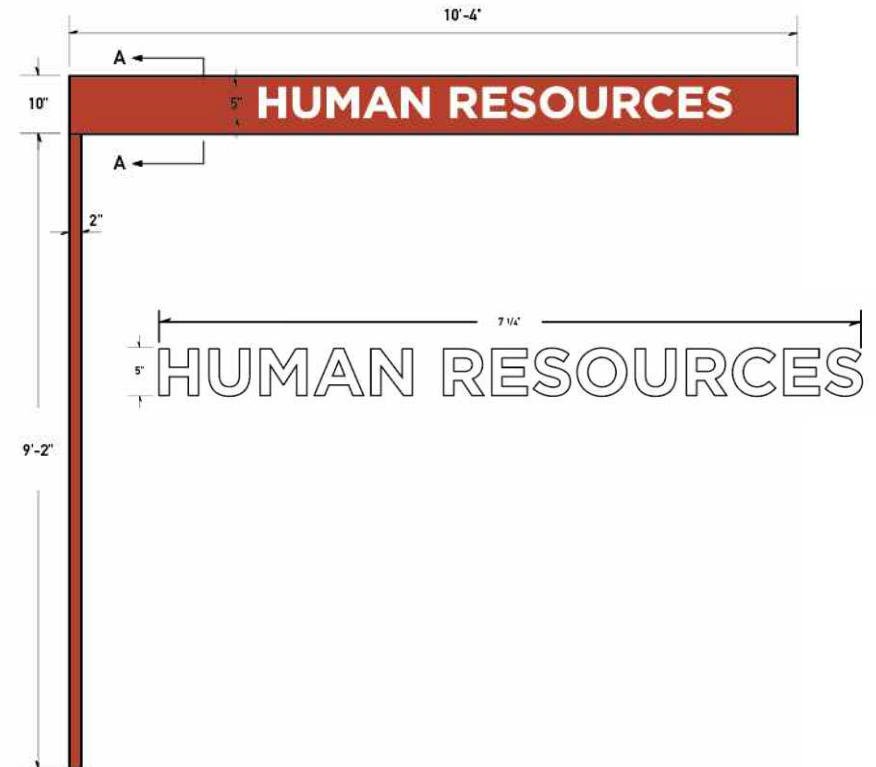


SECTION A-A  
1/2" = 1'-0" 0 124"

14'-1 1/2" VIF



ELEVATION



SIDE VIEW

Drawing prepared by:

**SIGN RECOMMENDATION**

Drawing prepared for:



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Front View



Side View



Drawing prepared by:

**SIGN RECOMMENDATION**

Drawing prepared for:



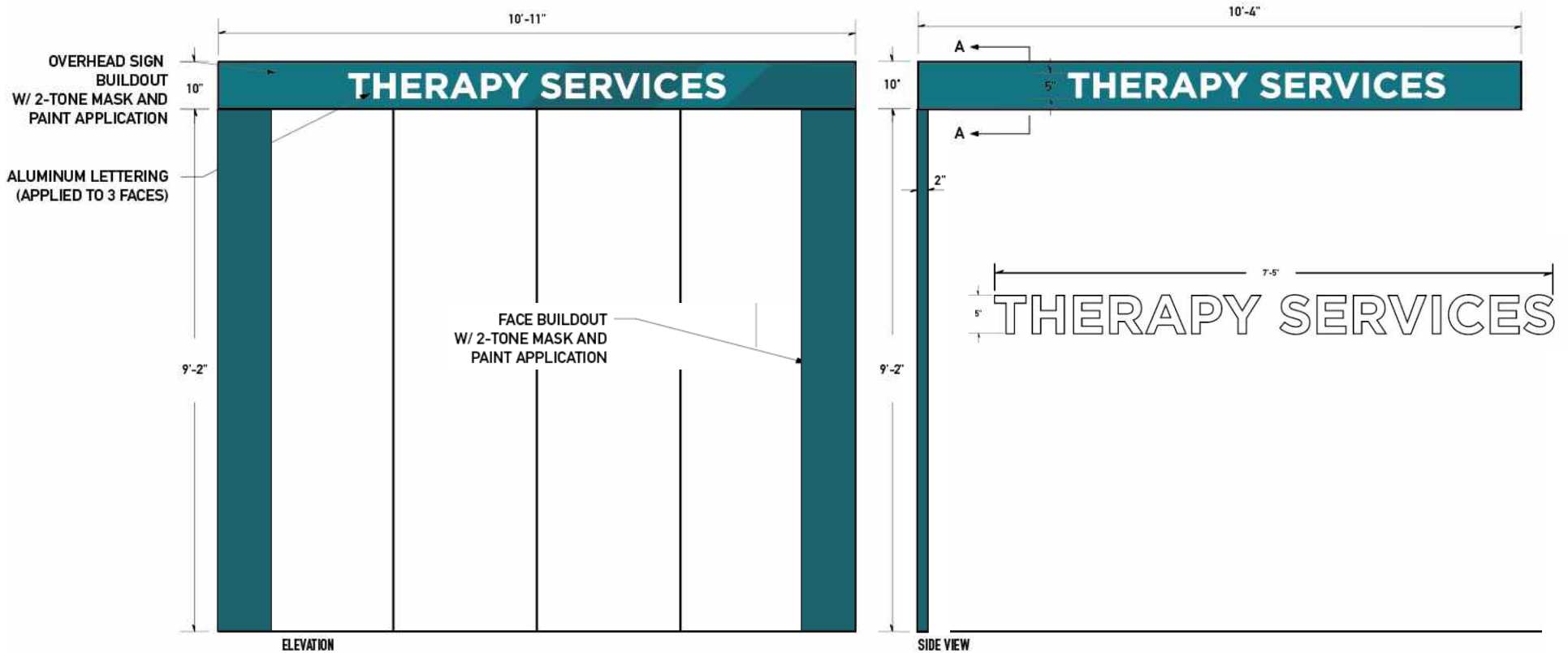
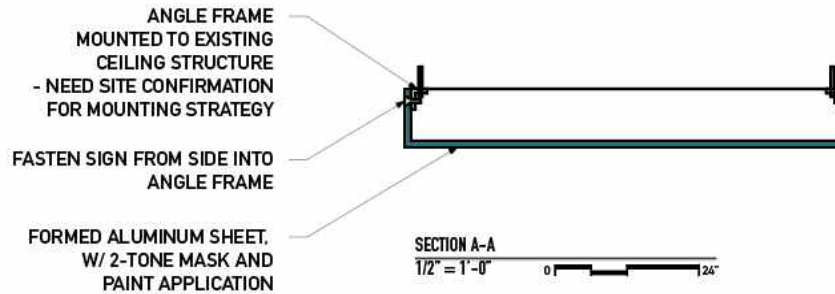
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**SIGN RECOMMENDATION**

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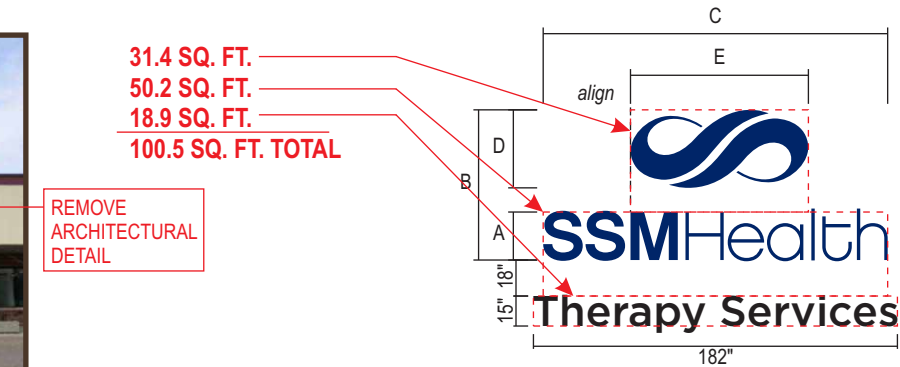
# Exterior Sign Recommendation

## Description: Wall Sign - Channel Letters

Face Qty: 1      Sign Qty: 1      Type: N/A  
 Dimensions: ~9'-3" H x ~47'-9" W  
 Attachment Method: Bolted  
 Sign Material: Painted Aluminum, Plex  
 Illumination: Internally Illuminated  
 Comments:

## Action: Replace

**Type: Custom CL.S.I.B with Black Pin Lettersets**  
 Qty of faces: 1  
 Dimensions: See details below  
 Illumination: Illuminated/Non-Illuminated  
 Comments: Add custom 15" black pin letters in same position as existing.



### FACE LIT LED ILLUMINATED CHANNEL LETTERS - FLUSH MOUNTED BLACK PIN MOUNTED F.C.O. LETTERS

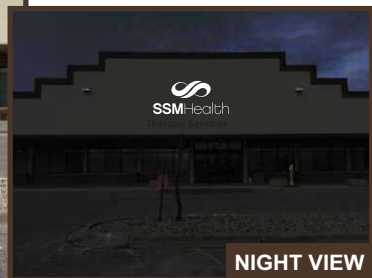
SIDE VIEW

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

QTY: 1

CHANNEL LETTERS WITH APPLIED BLUE PERFORATED VINYL,  
 TO APPEAR BLUE BY DAY AND SHINE WHITE AT NIGHT.

TYPE	A	B	C	D	E	SQ. FT.
CL.1.024.S.I.B.	2'-0"	6'-3 1/16"	14'-4 1/4"	3'-3"	7'-4 13/16"	89.79



Drawing prepared by:

### SIGN RECOMMENDATION



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 1802-1812 W. Beltline Hwy  
 Madison, WI 53713

**Proj #:**  
 4313

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Drawing prepared for:



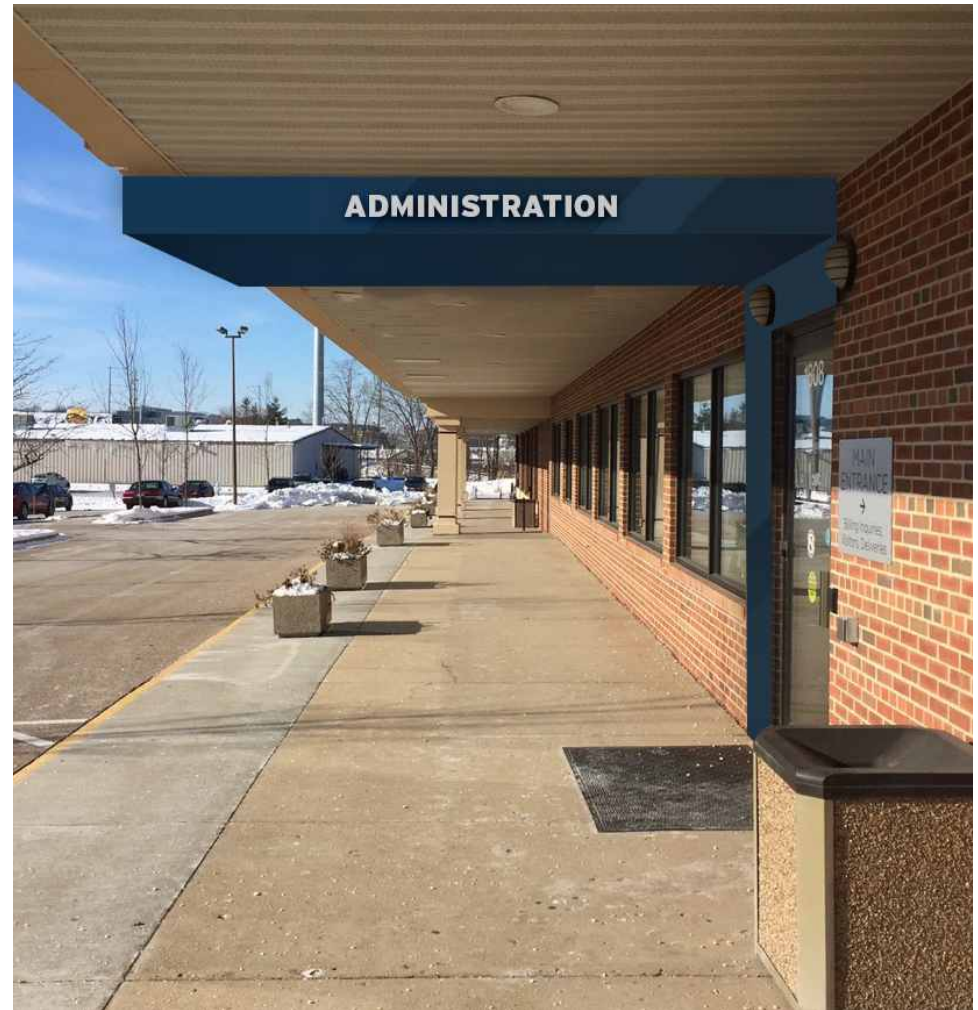
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Rev 6	246617	02/16/17	RW	TI	Revised per request.	Rev 10	000000	00/00/00	XXX	XXX



Front View



Side View



Drawing prepared by:

**SIGN RECOMMENDATION**

Drawing prepared for:



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ENTRY SOFFITS- EXISTING CONDITION  
NTS



PERSPECTIVE: ADMINISTRATION ENTRANCE  
NTS

ANGLE FRAME  
MOUNTED TO EXISTING  
CEILING STRUCTURE  
- NEED SITE CONFIRMATION  
FOR MOUNTING STRATEGY

FASTEN SIGN FROM SIDE INTO  
ANGLE FRAME

FORMED ALUMINUM SHEET,  
PAINTED,  
VINYL GRAPHIC APPLIED  
TO VERTICAL FACES



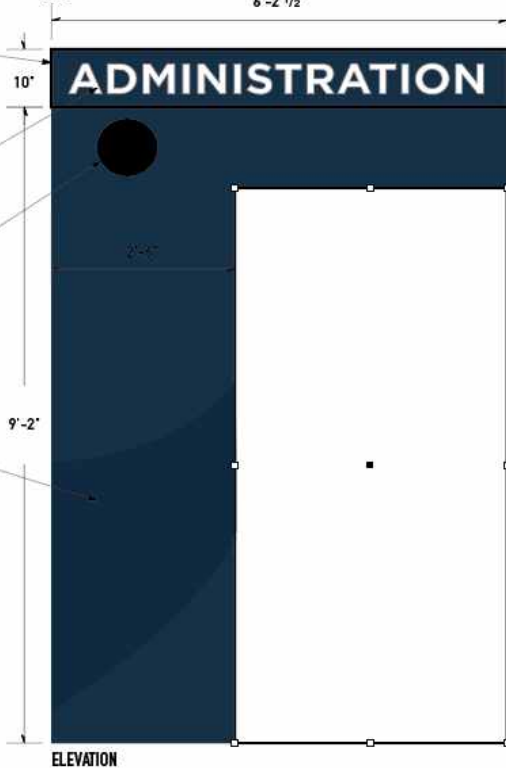
SECTION A-A  
1/2" = 1'-0" 0 12"

OVERHEAD SIGN  
BUILDOUT  
W/ 2-TONE MASK AND  
PAINT APPLICATION

ALUMINUM LETTERING  
(APPLIED TO 3 FACES)

FACILITIES  
TO REMOVE  
AND REINSTALL  
EXISTING LIGHT,  
BUILDOUT

FACE BUILDOUT  
W/ 2-TONE MASK AND  
PAINT APPLICATION



ELEVATION



SIDE VIEW

Drawing prepared by:

**SIGN RECOMMENDATION**

Drawing prepared for:



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# Exterior Sign Recommendation

## Description: Wall Sign - Channel Letters

Face Qty: 1      Sign Qty: 1      Type: N/A  
 Dimensions: ~7'-9" H x ~24'-6" W  
 Attachment Method: Bolted  
 Sign Material: Painted Aluminum, Plex  
 Illumination: Internally Illuminated  
 Comments:

## Action: Replace

**Type: Custom CL.S.I.B with Black Pin Letterset**  
 Qty of faces: 1  
 Dimensions: See details below  
 Illumination: Illuminated/Non-Illuminated  
 Comments: Add custom 14" black pin letters in same position as existing.



REMOVE ARCHITECTURAL DETAIL



21.8 SQ. FT.  
 37.8 SQ. FT.  
 14.2 SQ. FT.  
**73.8 SQ. FT. TOTAL**



### FACE LIT LED ILLUMINATED CHANNEL LETTERS - FLUSH MOUNTED

QTY: 1

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

- CHANNEL LETTERS WITH APPLIED BLUE PERFORATED VINYL, TO APPEAR BLUE BY DAY AND SHINE WHITE AT NIGHT.

Drawing prepared by:

### SIGN RECOMMENDATION



**Location:** 1802-1812 W. Beltline Hwy  
 Madison, WI 53713  
**File Path:** Active\ACCOUNTS\S\SSM Health\Project 4313\Locations\4313\_W32\_9932\_Madison\_WI\_R8\_Permit

**Proj #:** 4313  
**Loc #:** 9932

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	239973	09/29/16	RW	TI		Rev #:	Req#:	Date:	Req. By:	Drawn By:
Rev 1	240396	10/06/16	WK	TI	Revised E-03 & E-14	Rev 7	246851	02/21/17	AM	TI
Rev 2	244066	12/28/16	AM	TI	Revised per request.	Rev 8	246897	02/22/17	AM	TI
Rev 3	244183	01/11/17	AM	TI	Revised per request.	Rev 9	000000	00/00/00	XXX	XXX
Rev 4	244449	01/11/17	AM	TI	Revised per request.	Rev 10	000000	00/00/00	XXX	XXX
Rev 5	246151	02/09/17	AM	KWK						
Rev 6	246617	02/16/17	RW	TI	Revised per request.					