

URBAN DESIGN COMMISSION APPLICATION

UDC

City of Madison
Planning Division
Madison Municipal Building, Suite 017
215 Martin Luther King, Jr. Blvd.
P.O. Box 2985
Madison, WI 53701-2985
(608) 266-4635



FOR OFFICE USE ONLY:

Paid _____ Receipt # _____

Date received _____

Received by _____

Aldermanic District _____

Zoning District _____

Urban Design District _____

Submittal reviewed by _____

Legistar # _____

Complete all sections of this application, including the desired meeting date and the action requested.

If you need an interpreter, translator, materials in alternate formats or other accommodations to access these forms, please call the phone number above immediately.

1. Project Information

Address: 20 S. Park Street and 202 S. Park Street

Title: Unity Point Health-Meriter (202 S. Park St) and UW Health (20 S. Park Street)

2. Application Type (check all that apply) and Requested Date

UDC meeting date requested September 4, 2019

- ☐ New development ☒ Alteration to an existing or previously-approved development
☐ Informational ☐ Initial approval ☒ Final approval

3. Project Type

- ☐ Project in an Urban Design District
☐ Project in the Downtown Core District (DC), Urban Mixed-Use District (UMX), or Mixed-Use Center District (MXC)
☐ Project in the Suburban Employment Center District (SEC), 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 Residential Building Complex

Signage

- ☒ Comprehensive Design Review (CDR) MAJOR ALTERATION
☐ Signage Variance (i.e. modification of signage height, area, and setback)

Other

- ☐ Please specify _____

4. Applicant, Agent, and Property Owner Information

Applicant name Maureen Hagen / Jessie Gundlach
Street address 600 Highland Ave. / 202 S. Park St.
Telephone 608-843-5650 / 608-417-6108

Company UW Health / Unity Point Health-Meriter
City/State/Zip Madison, WI 53792-1545 / Madison, WI 53715
Email mhagen2@uwhealth.org / jessica.gundlach@unitypoint.org

Project contact person Mary Beth Growney Selene
Street address 3007 Perry Street
Telephone 608-271-7979

Company Ryan Signs, Inc.
City/State/Zip Madison, WI 53713
Email mbgrowneyselene@ryansigns.net

Property owner (if not applicant) Applicants as Above

Street address _____
Telephone _____

City/State/Zip _____
Email _____

5. Required Submittal Materials

- ☒ **Application Form**
- ☒ **Letter of Intent**
 - If the project is within an Urban Design District, a summary of how the development proposal addresses the district criteria is required
 - For signage applications, a summary of how the proposed signage is consistent with the applicable CDR or Signage Variance review criteria is required.
- ☒ **Development plans** (Refer to checklist on Page 4 for plan details)
- ☒ **Filing fee**
- ☒ **Electronic Submittal***

Each submittal must include fourteen (14) 11" x 17" **collated** paper copies. Landscape and Lighting plans (if required) must be **full-sized and legible**. Please refrain from using plastic covers or spiral binding.

Both the paper copies and electronic copies must be submitted prior to the application deadline before an application will be scheduled for a UDC meeting. Late materials will not be accepted. A completed application form is required for each UDC appearance.


For projects also requiring Plan Commission approval, applicants must also have submitted an accepted application for Plan Commission consideration prior to obtaining any formal action (initial or final approval) from the UDC. All plans must be legible when reduced.

**Electronic copies of all items submitted in hard copy are required. Individual PDF files of each item submitted should be compiled on a CD or flash drive, or submitted via email to udcapplications@cityofmadison.com. The email must include the project address, project name, and applicant name. Electronic submittals via file hosting services (such as Dropbox.com) are not allowed. Applicants who are unable to provide the materials electronically should contact the Planning Division at (608) 266-4635 for assistance.*

6. Applicant Declarations

1. Prior to submitting this application, the applicant is required to discuss the proposed project with Urban Design Commission staff. This application was discussed with Janine Glaeser, Matt Tucker, Chrissy Thiele on May 28, 2019.
2. 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 Mary Beth Growney Selene, Ryan Signs, Inc. Relationship to property Agent to Owners

Authorizing signature of property owner  Date August 14, 2019
AGENT TO OWNERS

7. Application Filing Fees

Fees are required to be paid with the first application for either initial or final approval of a project, unless the project is part of the combined application process involving the Urban Design Commission in conjunction with Plan Commission and/or Common Council consideration. Make checks payable to City Treasurer. Credit cards may be used for application fees of less than \$1,000.

Please consult the schedule below for the appropriate fee for your request:

- ☐ Urban Design Districts: \$350 (per §35.24(6) MGO).
- ☐ Minor Alteration in the Downtown Core District (DC) or Urban Mixed-Use District (UMX) : \$150 (per §33.24(6)(b) MGO)
- ☒ Comprehensive Design Review: \$500 (per §31.041(3)(d)(1)(a) MGO)
- ☐ Minor Alteration to a Comprehensive Sign Plan: \$100 (per §31.041(3)(d)(1)(c) MGO)
- ☐ All other sign requests to the Urban Design Commission, including, but not limited to: appeals from the decisions of the Zoning Administrator, requests for signage variances (i.e. modifications of signage height, area, and setback), and additional sign code approvals: \$300 (per §31.041(3)(d)(2) MGO)

A filing fee is not required for the following project applications if part of the combined application process involving both Urban Design Commission and Plan Commission:

- Project in the Downtown Core District (DC), Urban Mixed-Use District (UMX), or Mixed-Use Center District (MXC)
- Project in the Suburban Employment Center District (SEC), Campus Institutional District (CI), or Employment Campus District (EC)
- Planned Development (PD): General Development Plan (GDP) and/or Specific Implementation Plan (SIP)
- Planned Multi-Use Site or Residential Building Complex

Ryan Signs, Inc.

3007 Perry Street
Madison, WI 53713
Phone 608-271-7979
mbgrowneyselene@ryansigns.net

August 14, 2019

TO: City of Madison Urban Design Commission
FROM: Mary Beth Grownney Selene
Serving as Agent to the Owner
RE: **Amendment to an:**

- Approved Comprehensive Design Review for 20 S. Park Street (UW Health)

And Major Alteration to:

- Merge two (2) Approved Comprehensive Design Reviews for 20 S. Park Street-UW Health and 202 S. Park Street-Unity Point Health-Meriter - Park Street Campus (and all Unity Point Health-Meriter Buildings included in UPH-Meriter Master Plan)

Dear City of Madison Urban Design Commission Members;

On behalf of Unity Point Health-Meriter and UW Health, we submit the following Amendment to an Approved Comprehensive Design Review for 20 S. Park Street (UW Health) which, when approved, we request further approval to merge the two (s) separate CDR into one new Approved Comprehensive Review in a TSS Zoning District, to include 20 S. Park Street (UW Health) and 202 S. Park Street (Unity Point Health-Meriter [campus and UPH-Meriter buildings]).

OVERVIEW OF PROPOSED CHANGES

- The proposed signage located at 20 S. Park Street is intended to more clearly assist patients and visitors at an awkward and very busy corner. We are requesting approval for two (2) replacement, 8'-8" high monument signs to more clearly identify to patients and visitors that they are at the correct (and separate) locations.
- UW Health's presence at Unity Point Health-Meriter's campus is new (and continues to increase) and patients and visitors need confirmation that they are at the right location.
- The two zoning lots have reciprocal usage and cross access.
- Park Street is a 4-lane road at 30 mph.
- The Park Street ROW is 125'-0" and the Regent Street ROW is 66'-0".
- The addresses for both entities are Park Street, with primary access off of Brooks Street.
- The two (2) proposed signs are larger than the existing and previously approved signs they will replace, so as to stress the overall value of each separate identity can coinciding wayfinding information. The demand is driven by feedback from patients and visitors that they have trouble finding the actual "entrance" points to each distinct entity.
 - Design 1C.2 (cube) at the corner of Park and Regent Streets includes both corporate entities with the appropriate wayfinding information. The new sign will be 31.15 sf2/face with a total of 120.6 sf2 for the entire sign, as compared to 22.5/90 sf2 of the existing sign. The height of the proposed sign will be 8'-8" versus the existing height of 7'-2". The sign will be placed in the same location as the existing sign, utilizing the existing foundation.
 - Design 2C.3 (double face) at the corner of Brooks and Regent Streets includes both corporate entities with the appropriate wayfinding information. The new sign will be 30.15 sf2/face with a total of 60.3 sf2, as compared to 21/42 sf2 of the existing sign. The height of the proposed sign will be 8'-8" versus the existing height of 4'-9". The sign will be placed closer to Brooks Street than the existing sign.
 - The TSS Zoning District allows for a 12-32 sf2 sign (depending on setback) and a maximum height of 12'-0" from curb level.

BACKGROUND

- A. On November 4, 2009, the UDC approved a Comprehensive Sign Plan for the Meriter Park Street Campus as part of the Master Plan for the Meriter Park Street Campus.
- B. Property included in the Comprehensive Sign Plan includes:
 - a. Hospital campus;
 - b. Meriter Laboratories;
 - c. McConnell Hall;

- d. Children's Center as part of the Longfellow School development, "future campus", and;
- e. Braxton Place Parking Lot.
- C. On January 1, 2016, Meriter became Unity Point Health-Meriter. The change in name required a change in identity for the campus.
- D. The majority of signage presented, when updated, complied with the original approved Comprehensive Sign Plan in a PUD. At that time, the UDC approved a Comprehensive Design Plan in a TSS Zoning District.
- E. In January of 2018, Unity Point Health-Meriter began their partnership with UW Health.
- F. The signage, approved as part of the January 13, 2016 CDR, was updated to include the "Partner of UW Health" logos in early 2018.
- G. On October 23, 2013, the UDC approved a Comprehensive Design Plan for the existing signage located at 20 S. Park Street.

CURRENT CONDITIONS OF THE APPROVED 202 S. PARK STREET COMPREHENSIVE DESIGN REVIEW

- A. All signage as approved in the Comprehensive Design Review has been implemented with the following exceptions:
 - a. Braxton Place Parking Lot
 - b. Longfellow School Development and "future campus" (with the exception of the Children's Center)
 - c. Donor Recognition Signage

CURRENT CONDITIONS OF THE APPROVED 20 S. PARK STREET COMPREHENSIVE DESIGN REVIEW

- A. All signage as approved in the Comprehensive Design Review has been implemented as it was originally presented, except:
 - a. Sign Type B was placed closer to Regent Street than shown in the approved plan

PROPOSED CHANGES

- A. To amend the 20 S. Park Street CDR to include the two (2) proposed replacement signs.
- B. To merge the existing CDR at 202 S. Park Street and 20 S. Park Street, to include the amendment incorporated in this submittal.
- C. UW Health is asking to voluntarily merge the 20 S. Park Comprehensive Design Plan with the existing Comprehensive Design Plan for the 202 S. Park Street Unity Point Health-Meriter campus (see attached).
- D. To continue to allow for all signs to be larger than 12 sf2 and closer than 10'-0" to any lot lines.
- E. The attached drawings represent the proposed replacement signs on the Unity Point Health- Meriter/UW Health campus at 20 S. Park Street.
- F. The submittal includes a photo and measurements of existing signage at 20 S. Park Street.
- G. All ground signs shall be internally illuminated or non-illuminated.

ZONING & PLANNING BACKGROUND DETAILS

The existing CDR places the campus in a TSS Zoning District, as recommended by the Zoning Administrator.

TSS zoning district:

- a. Chapter 31: Section 31.14 (3)(e): Church, Hospitals, Schools and Residential Building Complex-Dwelling.
 - i. Area and Number. One (1) wall and one (1) ground sign per street frontage may be displayed; identifying the entity, with a maximum of two (2) ground signs and two (2) wall signs per zoning lot. Additional wall or ground signs for wayfinding purposes may be permitted when approved by the Urban Design Commission when the zoning lot is occupied by two (2) or more of the uses described above and the size of the lot, number of vehicular and pedestrian entrances, and layout of the building require additional signs for wayfinding purposes in order to promote traffic and pedestrian safety. Signs under this paragraph, whether displayed on a wall or on the ground, shall not exceed twelve (12) square feet in area nor be closer than ten (10) feet to any lot line, except such signs may be increased in net area by one (1) square foot for each additional foot the sign is set back more than twelve (12) feet from the street lot line. No sign under this section shall exceed 32 square feet in net area.
 - ii. Height. No identification sign shall project higher than one story, or twelve (12) feet from the curb level, whichever is lower.

- b. The sites are located in UDD #7, with Signage Guidelines as follows:
- i. Preferred sign types include building mounted signs, window signs, projecting signs and awning signs.
 - ii. Signs should be simple and easy to read.
 - iii. Sign colors should relate to and complement the primary colors of the building façade.
 - iv. Sign design and placement should fit the character of the building and not obscure architectural details.
 - v. Signage should generally be centered within the prescribed signage area of the building.
 - vi. Plastic sign boxes are highly discouraged.
 - vii. Opaque backgrounds and white or light-colored letters are preferred for backlit signs.
 - viii. Individually mounted backlit letters are an encouraged form of signage.
 - ix. The use of small, well-designed building-mounted light fixtures is a preferred method of illuminating signs.
 - x. Freestanding signs should be attractively designed. Signs should be coordinated with adjoining properties and public street signage to avoid clutter.

COMPLIANCE WITH COMPREHENSIVE DESIGN REVIEW CRITERIA

1. The Sign Plan shall create visual harmony between the signs, building(s) and building site through unique and exceptional use of materials, design, color, any lighting, and other design elements; and shall result in signs of appropriate scale and character to the uses and building(s) on the zoning lot as well as adjacent buildings, structures and uses.
The combined sign plans create visual harmony between the hospital and clinic campuses using consistent materials throughout both sites. The two new proposed signs are on the borders of the campus and assist in navigating patients and visitors through both campuses. All signs are of appropriate scale to their locations and intended viewing audience. Each are consistent with adjacent buildings and sites.
2. Each element of the Sign Plan shall be found to be necessary due to unique or unusual design aspects in the architecture or limitations in the building site or surrounding environment.
The two newly proposed signs replace existing signage:
Design 1C.2 includes both the UPH-Meriter and UW Health appropriate information. The new sign is 31.15 sf2 per face (120.6 sf2) as compared to the existing cube sign which is 22.5 sf2 per face (90 sf2). The new sign offers more patient specific information with regard to UW Health or UPH-Meriter orientation.
Design 2C.3 includes both the UPH-Meriter and UW Health appropriate information. The new sign is 30.15 sf2 per face (60.3 sf2) as compared to the existing cube sign which is 21.0 sf2 per face (42 sf2). The new sign offers more patient specific information with regard to UW Health or UPH-Meriter orientation.
With the exception of the two proposed (new) signs, all signs have previously been approved through their separate CDR.
3. The Sign Plan shall not violate any of the stated purposes described in Secs. 31.02(1) and 33.42(2).
It does not.
4. All signs must meet minimum construction requirements under Sec. 31.04(5).
They do.
5. The Sign Plan shall not approve Advertising beyond the restrictions in Sec. 31.11 or Off-Premise Directional Signs beyond the restrictions in Sec. 31.115.
It does not.
6. The Sign Plan shall not be approved if any element of the plan:
 - a. Presents a hazard to vehicular or pedestrian traffic on public or private property,
 - b. Obstructs views at points of ingress or egress of adjoining properties,
 - c. Obstructs or impedes the visibility of existing lawful signs on adjacent properties, or
 - d. Negatively impacts the visual quality of public or private open space.It does not.

Unity Point Health-Meriter and UW Health
202 S. Park Street and 20 S. Park Street
Comprehensive Design Review
August 14, 2019
Page 4

7. The Sign Plan may only encompass signs on private property of the zoning lot or building site in question, and shall not approve signs in the right of way or on public property.
It does.

We appreciate your review of our submitted materials and thank you for your consideration.

Respectfully Submitted.

RYAN SIGNS, INC.

A handwritten signature in blue ink, appearing to read "Mary Beth Growney Selene".

Mary Beth Growney Selene
President
Serving as Agent to Unity Point Health-Meriter and UW Health



600 Highland Ave.
MC 1545
Madison, WI 53792

July 17, 2019

Bridget Hart
Ryan Signs, Inc.
3007 Perry St.
Madison, WI 53713

RE: 20 S. Park Street UPH/UW Signage

Dear Bridget,

We understand that due to the unique zoning situation with the UW Health and UPH-Meriter properties, a "Major Amendment" will need added to UPH-Meriter's existing Comprehensive Design Review.

UW Health approves the redesign plan for the monument signage to be placed on the northern two corners of our 20 S. Park Street property. In partnership with UPH-Meriter, we are also voluntarily joining in with the Comprehensive Design Review.

Please feel free to contact me should you have any questions or concerns at 608-826-9160.

Sincerely,

A handwritten signature in black ink, appearing to read "Melissa J. M. Flint". The signature is fluid and cursive, with the first name "Melissa" being the most prominent part.

Melissa J. M. Flint
UW Health Real Estate Specialist

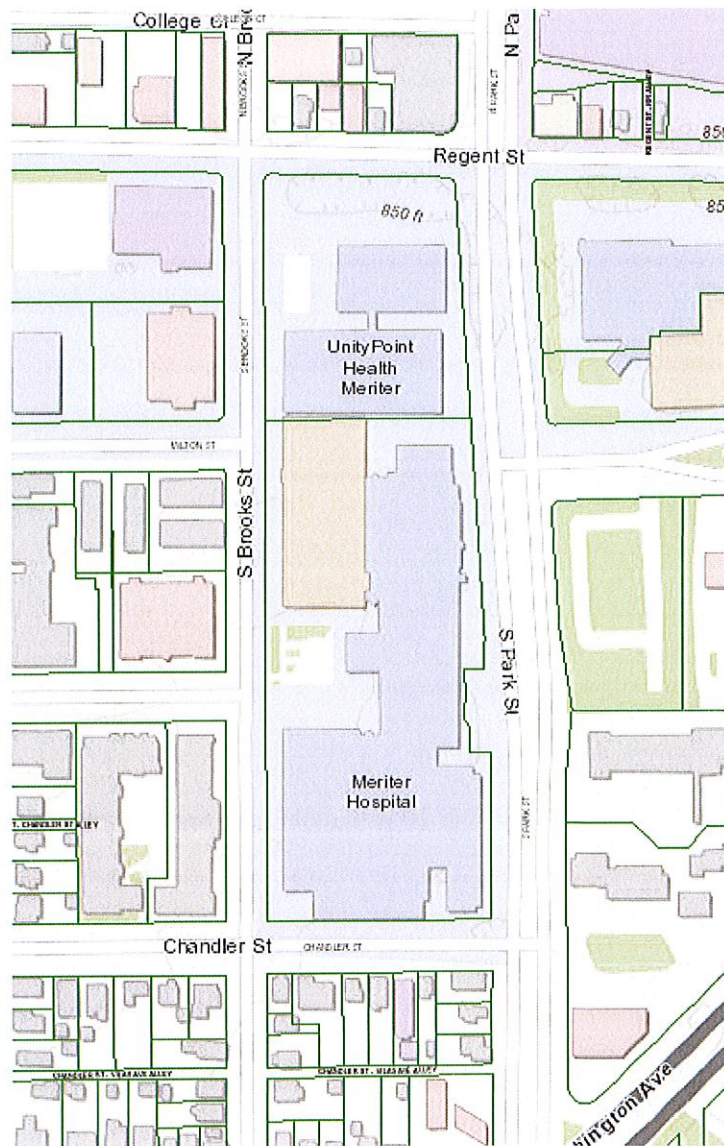
cc: Mike Grady, Real Estate Manager

Ryan Signs, Inc.

3007 Perry Street
Madison, WI 53713
Phone 608-271-7979
mbgrowneyselene@ryansigns.net

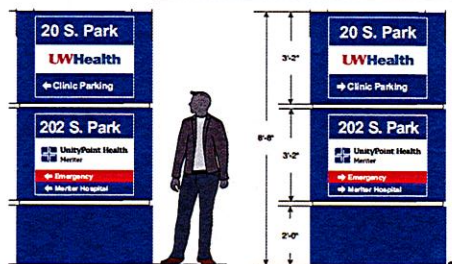
August 14, 2019

**UNITY POINT HEALTH-MERITER
UW HEALTH
202 S. PARK STREET & 20 S. PARK STREET**





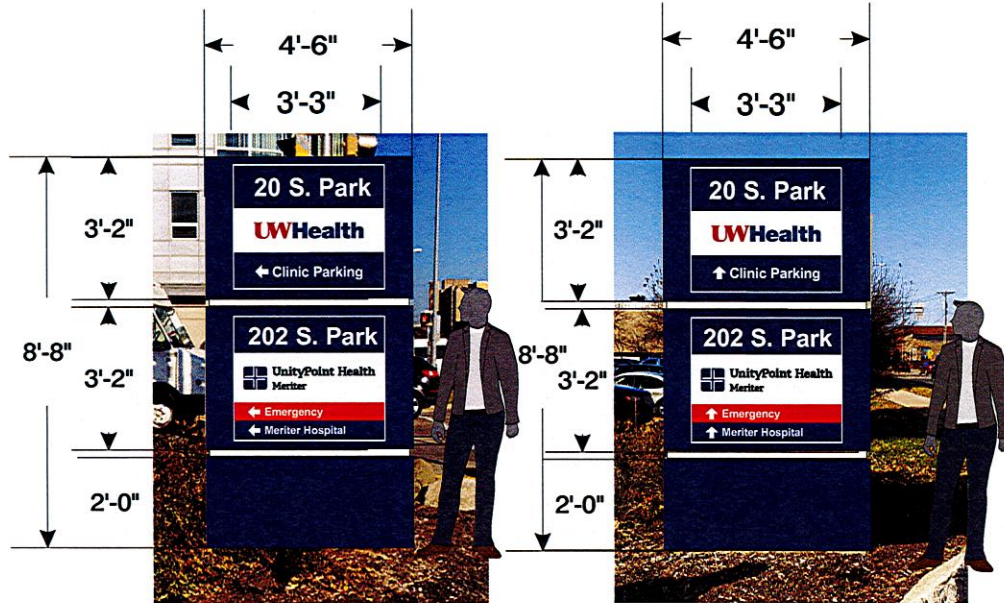
Proposed new DF sign.



Proposed new Cube sign



10.2 20 South Park Regent & Park Streets

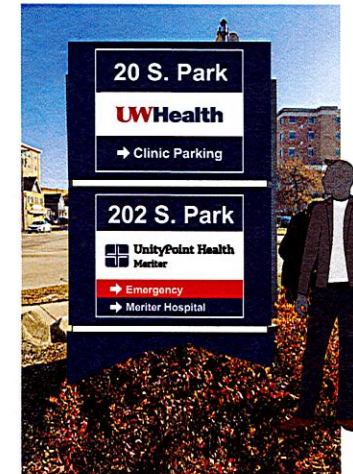


South

East



North



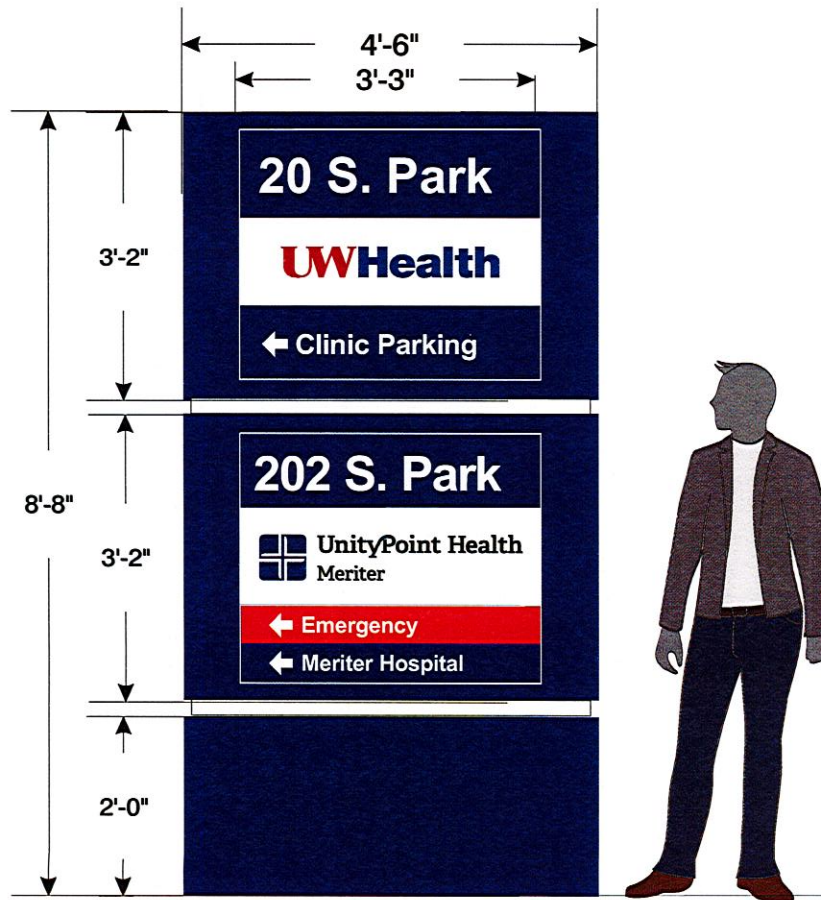
West



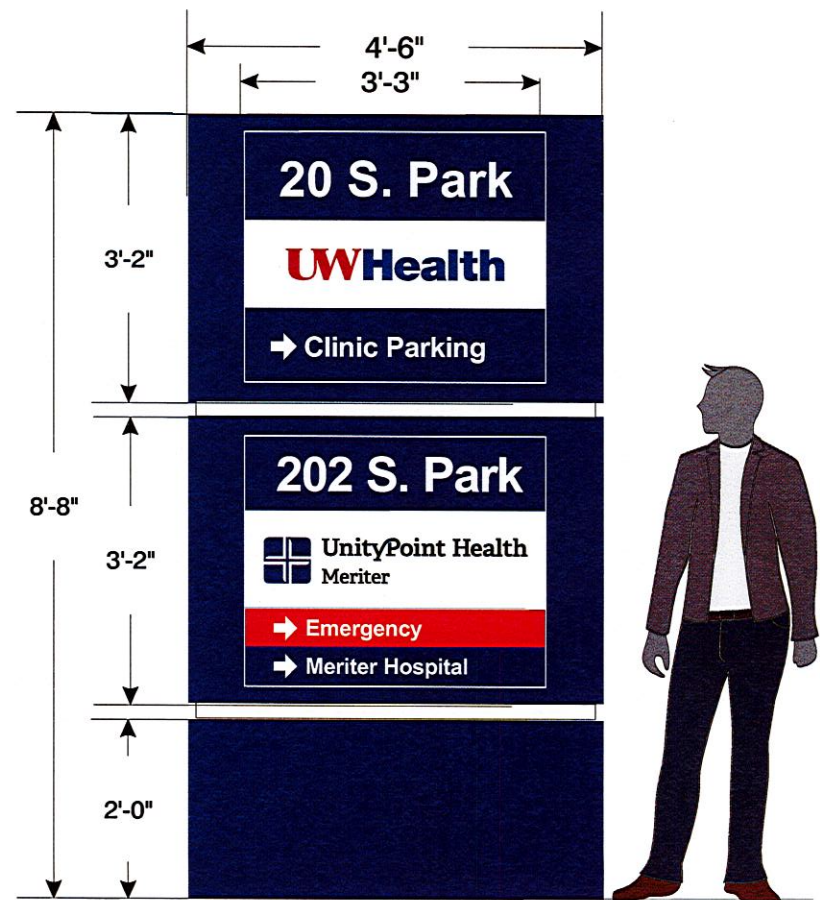
Ryan Signs, Inc.		SCALE: N/A	APPROVED:
3007 Perry Street • Madison, WI 53713 • Tel (608) 271-7979 • Fax (608) 271-7853		DATE: 1/2/19	© Copyright 2019 by Ryan Signs, Inc.
UNITY POINT HEALTH - 20 SOUTH PARK		REVISED: 5/21/19	
		DRAWN BY: KW	DRAWING NUMBER:
These plans are the exclusive property of Ryan Signs, Inc. and are the result of the original design work of its employees. They are submitted to you or your company for the sole purpose of your consideration of whether to purchase from Ryan Signs, Inc., Madison, Wisconsin a sign designed and manufactured according to these plans. Distribution or exhibition of these plans to anyone other than employees of your company or use of these plans to construct a sign similar to the one embodied herein is expressly prohibited. In the event that such use, distribution or exhibition occurs, the undersigned expressly agrees to pay to Ryan Signs, Inc. the sum of 25% of our purchase price as quoted to you. This covenant of payment is acknowledged to be compensation for the time, effort and talent devoted to the preparation of the plans.		6814	
client signature _____			

20.3

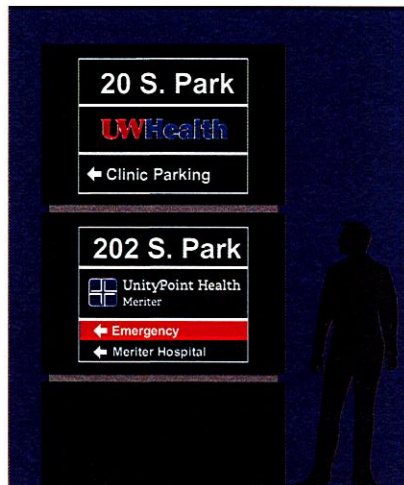
20 South Park - Regent & Brooks Streets



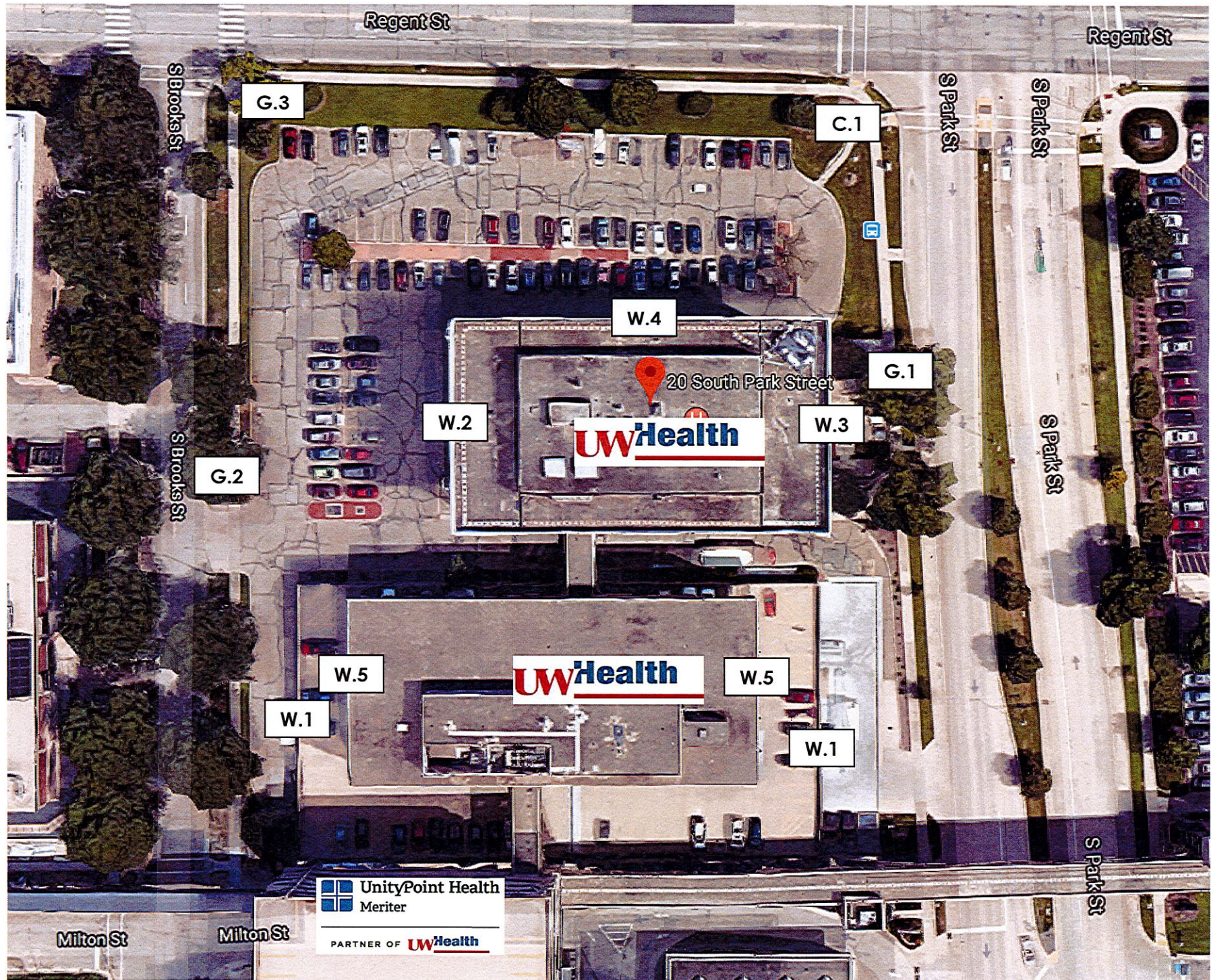
East



West



Ryan Signs, Inc.		SCALE: N/A	APPROVED:
3007 Perry Street • Madison, WI 53713 • Tel (608) 271-7979 • Fax (608) 271-7853		DATE: 1/24/19	
UNITY POINT HEALTH - 20 SOUTH PARK		REVISED: 5/21/19	© Copyright 2019 by Ryan Signs, Inc.
		DRAWN BY: KW	
These plans are the exclusive property of Ryan Signs, Inc. and are the result of the original design work of its employees. They are submitted to you or your company for the sole purpose of your consideration of whether to purchase from Ryan Signs, Inc., Madison, Wisconsin a sign designed and manufactured according to these plans. Distribution or exhibition of these plans to anyone other than employees of your company or use of these plans to construct a sign similar to the one embodied herein is expressly prohibited. In the event that such use, distribution or exhibition occurs, the undersigned expressly agrees to pay to Ryan Signs, Inc. the sum of 25% of our purchase price as quoted to you. This covenant of payment is acknowledged to be compensation for the time, effort and talent devoted to the preparation of the plans.		DRAWING NUMBER: 6814	
client signature _____			



 **UnityPoint Health**
Meriter

PARTNER OF **UW Health**



Park & Driveway

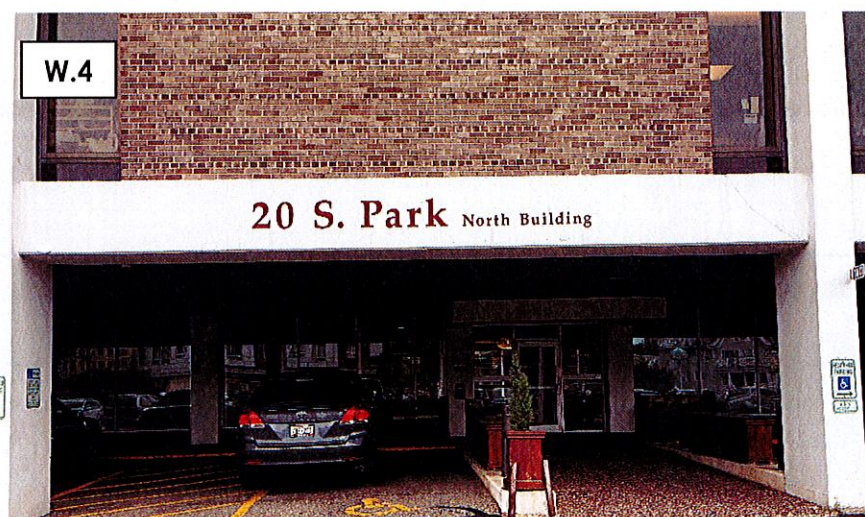
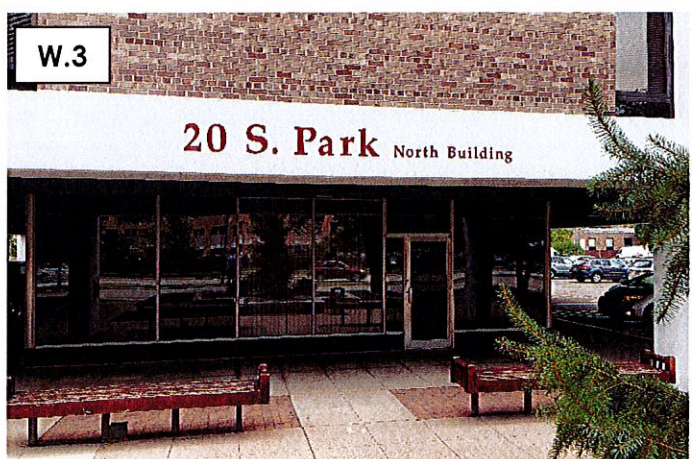
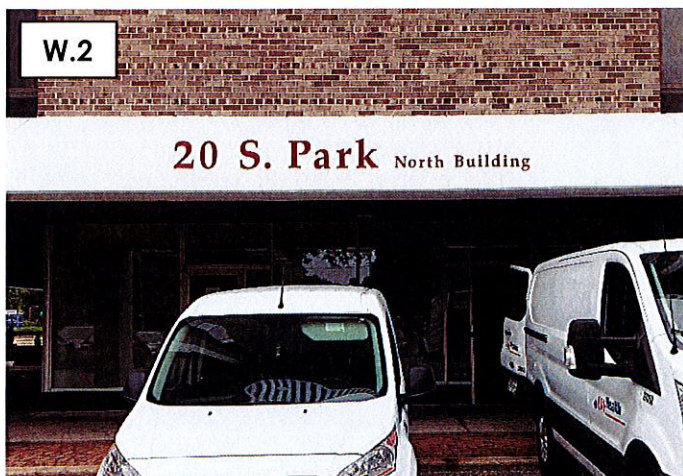


Brooks & Driveway

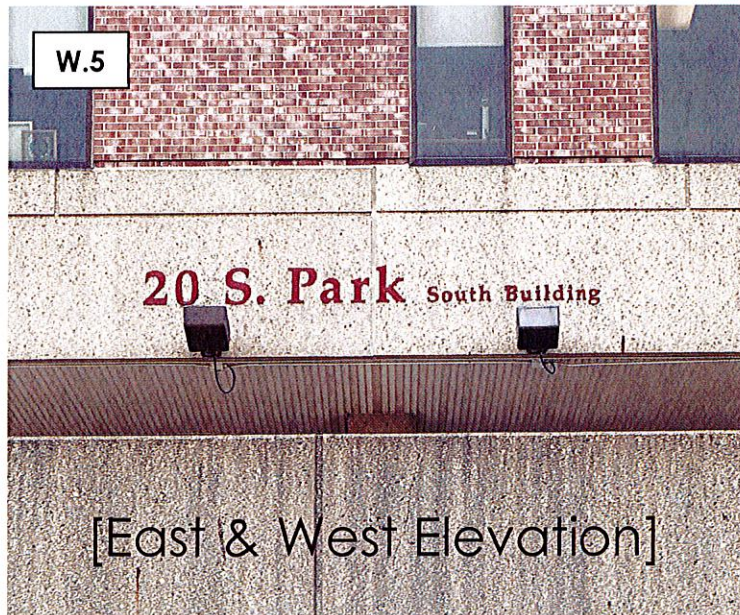


Brooks & Regent

All Directional Monument Signs: 16.63/33.26 [each]



20 S. Park Letters: 12"
North/South Letters: 5"



20 S. Park Letters: 12"
North/South Letters: 5"



Sign Cabinet: 5' tall x 4'-5" [per face]
Overall Sign Height: 7'-2"

Neighborhood Comparatives





