

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

AGENDA ITEM # _____
Project # _____

DATE SUBMITTED: <u>8-29-07</u>	Action Requested
UDC MEETING DATE: <u>9-19-07</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: 2180 W. BATLINE HWY.
ALDERMANIC DISTRICT: 1A

OWNER/DEVELOPER (Partners and/or Principals) ARCHITECT/DESIGNER/OR AGENT:
MERITOR PEARL ESTATE, LLC RYAN SIGNS, INC.
202 S. PARK ST. 3007 PERRY ST.
MADISON, WI 53715 MADISON, WI 53713

CONTACT PERSON: MARY BETH GROWNEY SEBENE (RYAN SIGNS, INC.)
Address: 3007 PERRY ST.
MADISON, WI 53713
Phone: 271-7919
Fax: 271-7853
E-mail address: mbgrowneysebene@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) ALTERATION
- 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
Tel (608) 271-7979
Fax (608) 271-7853

August 29, 2007

TO: City of Madison
Urban Design Commission

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

RE: **MERITER HOME HEALTH
2180 W. BELTLINE HWY.
FREESTANDING SIGN MODIFICATION TO AN EXISTING
COMPREHENSIVE DESIGN REVIEW**

Dear Urban Design Commission Members;

With our submittals, we are seeking an alteration to an existing Comprehensive Design Review:

HISTORICAL

On September 21, 1994, serving as agents for the project developer, The Livesey Company, we received approval for the existing Comprehensive Design Review at 2180-2102 W. Beltline Hwy. At that time, the following signage was approved:

2000 W. Beltline Hwy.

A. Sears Homelife

72" Building Letters to read: HOMELIFE
36" Building Letters to read: A FURNITURE STORE BY SEARS
132 square foot freestanding sign, 20' overall height

B. Steinhafel's Furniture

60" Building Letters to read: STEINHAFELS
30" Building Letters to read: FURNITURE SHOWROOM
24" Building Letters to read: BRINGS QUALITY HOME TO YOU
24" Building Letters to read: STEINHAFELS
Two sets polished brass: STEINHAFELS (over window displays)
132 square foot freestanding sign, 20' overall height

C. Remaining Tenants

Each tenant is allowed to use 40% of building façade free of architectural detail
Each sign shall be back lit or internally illuminated channel letters
Each tenant will be allowed to use their own corporate colors
One additional freestanding sign; 132 square feet total, 20' maximum height

EXISTING USE OF SITE

1. The site is cooperatively owned by the following entities, with separate addresses:
 - a. 2180 W. Beltline Hwy. Meriter Real Estate, LLC (Meriter Home Health)
(Changed from Homelife when Meriter bought the property)
 - b. 2164 W. Beltline Hwy. Arboretum Group, LLC (Steinhafels)
 - c. 2148 W. Beltline Hwy. Madison Property Management (Pet World)
 - d. 2118 W. Beltline Hwy. Madison Investors (Home Concept)
 - e. 2102 W. Beltline Hwy. Susan & Russ, LLC (Culvers)

2. Existing Signage

All of the existing signage, by all tenants, meets the standards established in the 1994 Comprehensive Design Review with the following exceptions:

- a. The "Homelife" sign was always been used as a single tenant sign (not multi-tenant as originally approved).
- b. The "third" freestanding sign has been used exclusively by Culver's, not as a multi-tenant sign as originally approved.

3. Proposed change to the existing MERITER signage

- a. Remove the existing cabinet portion of the monument sign
- b. Add a message center to the top or bottom of the new cabinet sign (both designs attached). The message center will be directed at the Frontage Road traffic.
- c. Add accessory signage to each side of the existing "Meriter" letters to read: **HOME HEALTH SHOWROOM** and **BUSINESS CENTER**

4. REQUEST FOR THE APPROVAL OF A NEW IDENTIFICATION SIGN & MESSAGE CENTER

- a. The signage meets the size/height allowance of the existing City of Madison Street Graphics Control Ordinance and the original Comprehensive Design Review approval.
- b. The frequency of change on the Message Center will comply with the existing City of Madison Street Graphics Control Ordinance.
- c. The sign will help Meriter Home Health solve their (separate) identity problem/confusion with Meriter Hospital. It will distinguish the site as a retail component of a medical institution.
- d. The building signage and freestanding signage, as proposed, are visually consistent with each other and the building.
- e. The freestanding identification sign and message center will be utilized in keeping with the City of Madison Street Graphics Control Ordinance, section 31.03 (2) [Definitions] "Business Street Graphic", is defined as:
"A graphic used for identification purposes, which directs attention to a business or profession conducted on the premises at which the street graphic is located, which may also refer to goods or services produced, offered for sale or obtained at such premises, and which may also include political, social, public service or other non-commercial messages."
- f. The message center will be used for non-commercial means to aid Meriter Home Health's clients:
 - i. The Meriter Home Health site is a separate entity from Meriter Hospital and its use needs to be clearly stated.
 - ii. Meriter Home Health primarily serves the (a) elderly, (b) ill and (c) caregivers. Their clientele travels to the location via many modes of transportation with many clients having mobility challenges.
 - iii. Since their move to the site, they have received several complaints as to finding the correct location of Meriter Home Health.
 - iv. The Meriter Home Health Equipment Repair Department is located on the site and clients need to be assured they are at the right place.
 - v. The message center will promote Meriter Home Health as a destination.
- g. The message center will be used to identify the following on-site services:
 - i. Various Support Group meetings
 - ii. Caregiver Conferences
 - iii. Public Service messages relative to services offered
 - iv. Promote various professional Home Health Associations
 - v. Outpatient services

5. Street Graphics Control Ordinance

31.02 Purpose and Scope

- (1) The purpose of this ordinance is to create the legal framework for a comprehensive but balanced system of street graphics, and thereby to facilitate an easy and pleasant communication between people and their environment. With this purpose in mind, it is the intention of this ordinance to authorize the use of street graphics which are:
- (a) Compatible with their surroundings, including existing and planned principal uses and development;
 - (b) Appropriate to the type of activity to which they pertain;
 - (c) Expressive of the identity of individual proprietors or the community as a whole;
 - (d) Legible in the circumstances in which they are seen;
 - (e) Designed and positioned so as not to present any hazard to traffic safety; and
 - (f) Not dominant but accessory to principal uses of land and improvements.

6. REQUEST FOR FINAL APPROVAL

Our submitted request is for final approval to install a newly designed freestanding sign to include a message center. The square footage of the newly designed sign will not exceed 132 square feet and the sign shall be no higher than 20'.

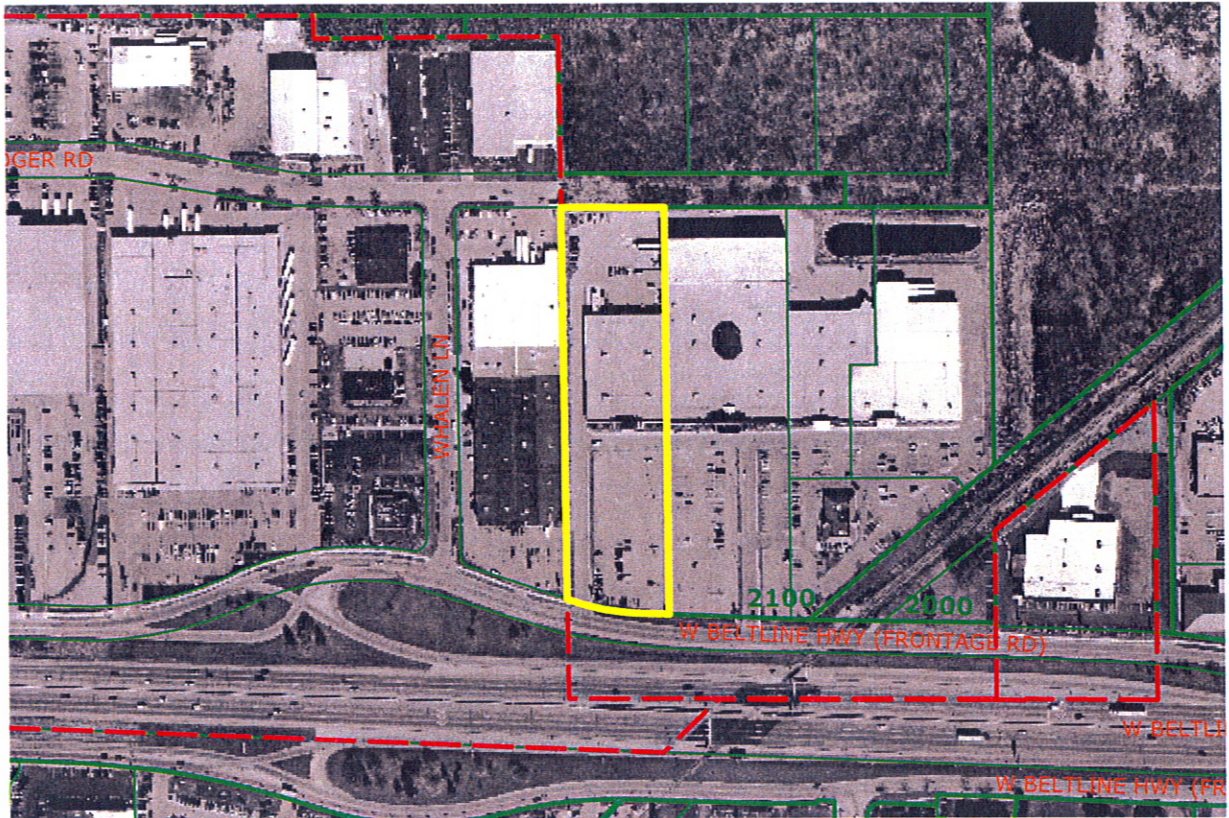
Regardless of the quality of a sign code, it simply cannot appropriately serve all properties. The intent of our request is to better identify the site for those needing the services of Meriter Home Health. Meriter Home Health is a not for profit business serving those in need throughout the Dane County area.

Thank you for your consideration.

Respectfully Submitted.

ATTACHMENTS:

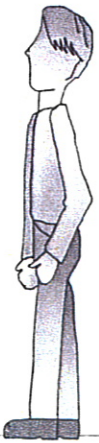
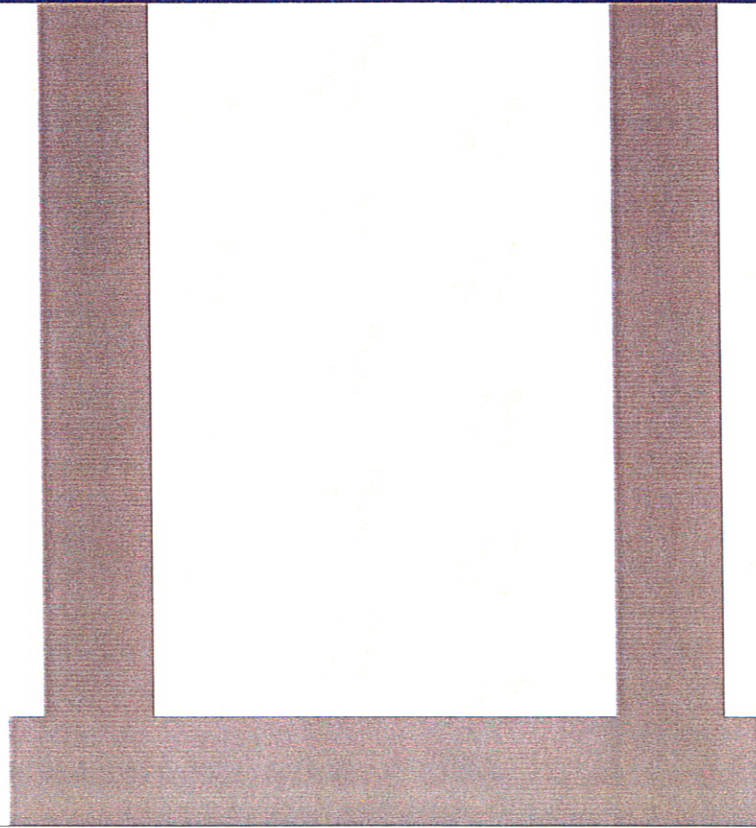
- a. Aerial site photo
- b. Original designs
- c. Proposed designs



2C

13'6"
13'

23"
14 3/8"
9'
8 1/2"
28"
20'

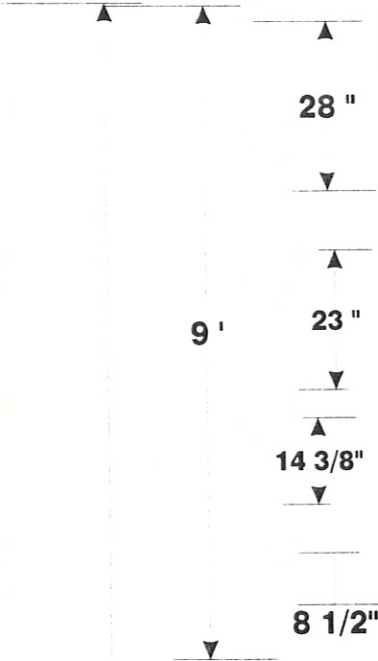
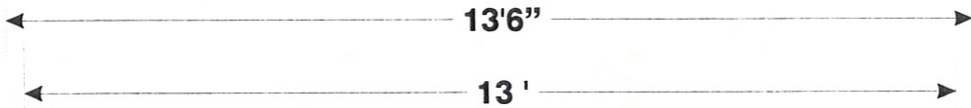


Colors
Main Cabinet
LED Unit - Red LED's & Black Background
Blue - To Match PMS 287

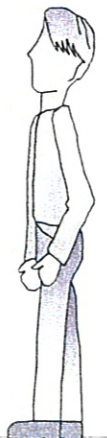
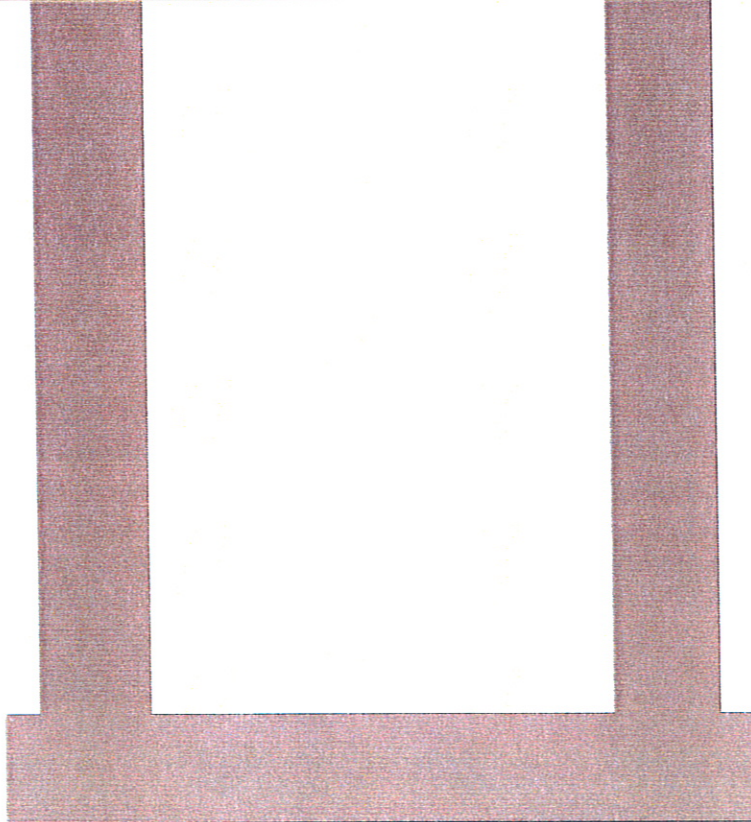
Pole Cover
Gray - To Match PMS 403

Ryan Signs, Inc. 3007 Perry Street • Madison, WI 53713 • Tel (608) 271-7979 • Fax (608) 271-7853	SCALE: 3/8" = 1'.0" DATE: 2/14/03 REVISED: 8/6/07 DRAWN BY: KW	APPROVED: © Copyright 2003 by Ryan Signs, Inc.
	MERITER - BELTLINE OFFICE	
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client signature _____		

2C A



20'

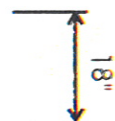
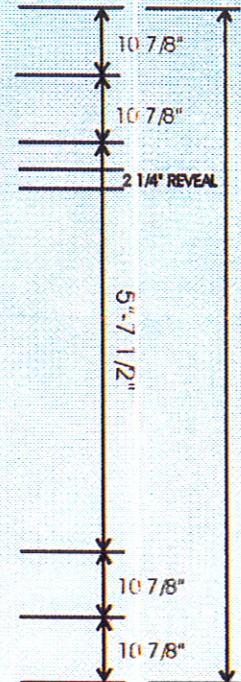
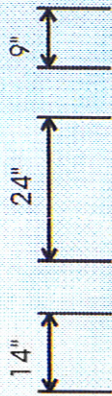
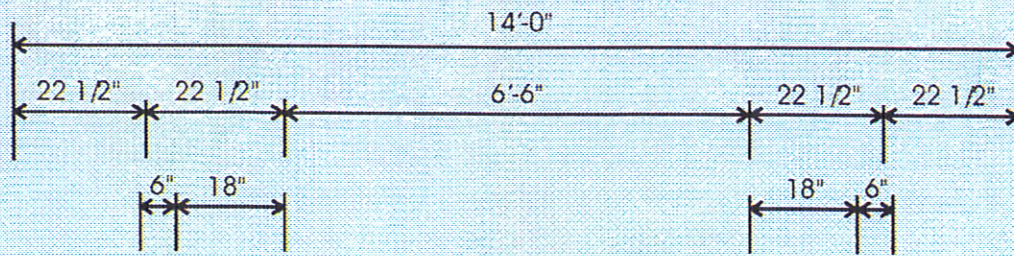


Colors

Main Cabinet
LED Unit - Red LED's & Black Background
Blue - To Match PMS 287

Pole Cover
Gray - To Match PMS 403

Ryan Signs, Inc.
3007 Perry Street • Madison, WI 53713 • Tel (608) 271-7979 • Fax (608) 271-7853
MERITER - BELTLINE OFFICE
SCALE: 3/8" = 1'.0"
DATE: 2/14/03
REVISED: 7/18/07
DRAWN BY: KW
APPROVED:
Copyright 2003 by Ryan Signs, Inc.
DRAWING NUMBER: 3405D

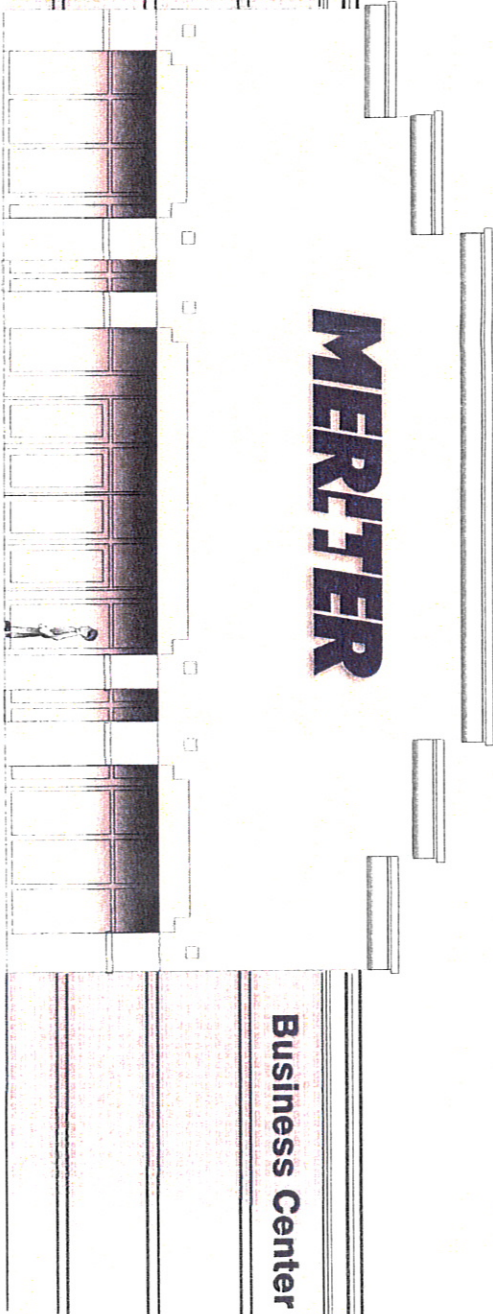


11'-9"

Home Health Showroom

MERTER

Business Center



Letters
 Non-Illuminated, Fabricated Aluminum Letters 2" Deep
 Painted to Match PMS 287 - Blue

Ryan Signs, Inc.		SCALE 1/8" = 1'-0"		APPROVED	
3007 ZENITH STREET • MARIETTA, GA 30153 TEL: (678) 271-7979 • FAX: (678) 271-5983		DATE 2/14/03		BY Ryan Signs, Inc.	
MERTER - BELLINE OFFICE		REVISED 7/17/07		DATE 2/14/03	
DRAWN BY: KJV		CHECKED BY: KJV		DATE 2/14/03	
<small>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 at your instance for the sole purpose of your consideration of purchase from Ryan Signs, Inc. Material, Workman & Sign Company and its employees are not to be used in any way to reproduce or copy these plans without the express written consent of Ryan Signs, Inc. The amount of payment is understood to be a non-refundable deposit and is not to be returned in any form. The amount of payment is understood to be a non-refundable deposit and is not to be returned in any form. The amount of payment is understood to be a non-refundable deposit and is not to be returned in any form.</small>		<small>DATE 2/14/03</small>		<small>DATE 2/14/03</small>	
<small>client signature</small>		<small>3405A</small>		<small>3405A</small>	

54"
20"