

APPLICATION FOR  
URBAN DESIGN COMMISSION  
REVIEW AND APPROVAL

AGENDA ITEM # \_\_\_\_\_  
Project # \_\_\_\_\_  
Legistar # \_\_\_\_\_

DATE SUBMITTED: MAY 9, 2012

UDC MEETING DATE: MAY 16, 2012

Action Requested

☐ Informational Presentation  
☐ Initial Approval and/or Recommendation  
☒ Final Approval and/or Recommendation

PLEASE PRINT!

PROJECT ADDRESS: 700 S. PARK ST.

ALDERMANIC DISTRICT: 13

OWNER/DEVELOPER (Partners and/or Principals) ARCHITECT/DESIGNER/OR AGENT:

ST. MARY'S HOSPITAL CPS

RYAN SIGNS, INC.

40 2901 LANDMARK R. SUITE 300

3007 PERRY ST.

MADISON, WI 53713

MADISON, WI 53713

CONTACT PERSON: MARY BETH GROWNEY SELENE

Address: 3007 PERRY ST.

MADISON, WI 53713

Phone: 608-271-7979

Fax: 608-271-7853

E-mail address: mbgrowneyselene@ryansigns.net

PLEASE PRINT!

TYPE OF PROJECT:

(See Section A for:)

- ☒ Planned Unit Development (PUD)  
☐ General Development Plan (GDP)  
☒ Specific Implementation Plan (SIP) ALTERATION TO AN APPROVED SIGNAGE PLAN  
☐ 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)  
☐ 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.

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3007 Perry Street  
Madison, WI 53713  
608-271-7979 Phone  
608-271-7853 Fax

mbgrowneyselene@ryansigns.net

May 9, 2012

**TO:** Mr. Al Martin  
City of Madison Urban Design Commission

**FROM:** Mary Beth Growney Selene  
Serving as Agent for St. Mary's Hospital

**RE:** **St. Mary's Hospital**  
**700 S. Park Street**  
**Minor Alteration to a Recorded PUD-SIP**

## 1. BACKGROUND

- A. The existing permanent Signage Plan was approved by the Urban Design Commission on December 2, 2007.
- B. The existing permanent signage is essential to the successful movement of patients and visitors as they navigate throughout the campus.
- C. Representative photographs of the permanent signage, as approved and installed, are included in our submittal.

## 2. PROPOSED ALTERATIONS TO PREVIOUSLY APPROVED SIGNAGE PLAN

- A. To provide exterior, non-illuminated, projecting and wall mounted decorative and informational banners.
- B. The banners will be located on building facades to enhance the architectural details and minimize the perceived size of the buildings.
- C. The banners are intended to add artistic interest, enhance the overall warmth of the campus design and complement the vitality of the neighborhood.
- D. The banners will help St. Mary's create meaningful linkages with the community. To accomplish this, the banners will be limited to the following categories:
  - a. St. Mary's Mission
  - b. Services
  - c. Recognition/Awards
  - d. Community / History
  - e. Seasonal
- E. With the exception of the Erin Street Parking Garage elevation, none of the banners will be placed in direct line of sight to the residential neighborhood.
  - a. Banners visible to the residential neighborhood will break up the mass of brick they now see and improve the visual appearance of the parking garage.

- F. The placement of the banners will be such that they will provide a warmer and more welcoming environment for patients and visitors as they approach the hospital campus, sometimes under emotionally stressful conditions.
- G. As we review the placement of the various banners, we do so in a neutral frame of mind (unlike that of patient or visitor to the hospital). The banners are located at key points of reference and entry and serve as reinforcement to the directions patients and visitors have received prior to their arrival.
  - a. The Park Street banners bolster visitors and patients confidence that they have arrived at the right location.
  - b. The Erin Street banners allow visitors and patients to better identify the main entrance to the parking garage.
  - c. The Brooks Street banner placement reinforces the entrances to both St. Mary's Hospital and Dean and St. Mary's Outpatient Center.
  - d. The Mills Street banners reiterate the west entrance to the hospital.

### **3. REQUEST FOR APPROVAL**

All of the banners requested in this approval are non-illuminated. They will have fabric backgrounds with digitally printed graphics and they will be installed with mechanical hardware that will be anchored to the building structures to meet City of Madison construction requirements. The colors of the banners may vary and will be left up to the discretion of the owner.

- A. Mills Street**
  - a. Place up to five banners, not to exceed 7'-3" x 2'-0" in overall size, per banner.
- B. Brooks Street – Hospital Main Entrance**
  - a. Place up to five banners, not to exceed 5'-0" x 2'-0" in overall size, per banner.
- C. Brooks Street – Outpatient Main Entrance**
  - a. Place up to five banners, not to exceed 5'-0" x 2'-0" in overall size, per banner.
- D. Brooks Street – North End of Building Façade**
  - a. Place one banner, not to exceed 10'-6" x 4'-0" in overall size.
- E. Erin Street**
  - a. Place up to four banners, not to exceed 16'-2" x 2'-6" in overall size, per banner.
- F. Park Street**
  - a. Place up to four banners, not to exceed 16'-2" x 2'-6" in overall size, per banner.

Thank you for your consideration.

Respectfully Submitted.





MILLS & DELAPLAINE

BROOKS & DELAPLAINE

PARK & ERIN

PARK & DELAPLAINE



St♥Mary's  
HOSPITAL



A

# Mills St. - Projecting Banners



1/16" = 1'.0"



3/8" = 1'.0"



<b>Ryan Signs, Inc.</b> 3007 Perry Street • Madison, WI 53713 • Tel. (608) 271-7979 • Fax (608) 271-7853		SCALE: VARIES	APPROVED:
<b>ST. MARY'S HOSPITAL - BANNERS</b>		DATE: 5/7/12	© Copyright 2012 by Ryan Signs, Inc.
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.		REVISIONS:	DRAWN BY: KW
client signature			DRAWING NUMBER: <b>5209</b>



B

# Brooks St. - Projecting Banners



Not to Scale



C



3/32" = 1'.0"



3/8" = 1'.0"

<b>Ryan Signs, Inc.</b> 3007 Perry Street • Madison, WI 53713 • Tel (608) 271-7979 • Fax (608) 271-7953		SCALE: VARIES	APPROVED:
DATE: 5/7/11		REVISOR:	Copyright 2012 by Ryan Signs, Inc.
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.		5209C	



D

# Brooks St. - Wall Mounted Banner



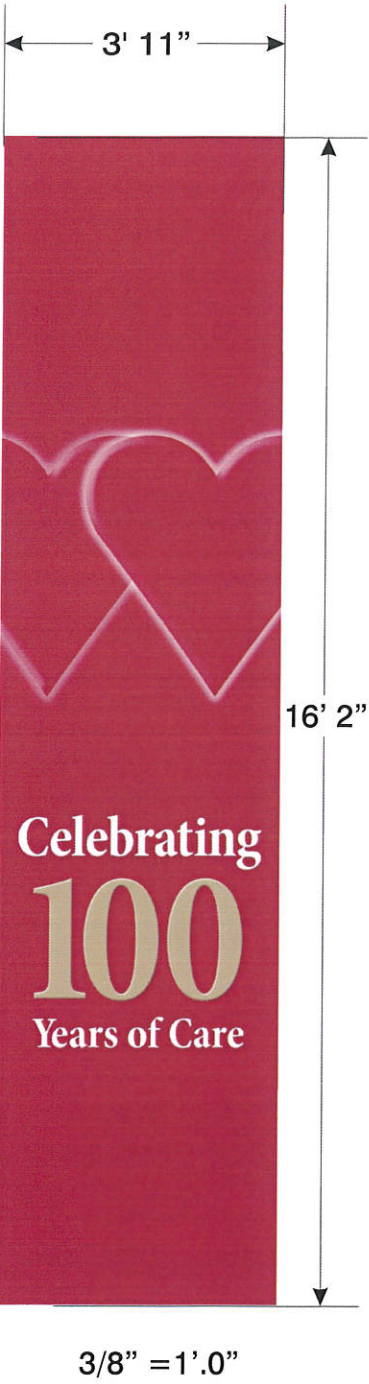
<b>Ryan Signs, Inc.</b> 3007 Perry Street • Madison, WI 53713 • Tel (608) 271-7879 • Fax (608) 271-7853		SCALE: 3/16" = 1'-0"	APPROVED:
<b>ST. MARY'S HOSPITAL - ANNIVERSARY BANNERS</b>		DATE: 5/7/12	DATE: 5/7/12
		DESIGNED BY: KW	DESIGNED BY: KW
		DRAWN BY: KW	DRAWN BY: KW
		CHECKED BY: KW	CHECKED BY: KW
		APPROVED BY: KW	APPROVED BY: KW
		DATE: 5/7/12	DATE: 5/7/12
		PROJECT NUMBER: 5209D	PROJECT NUMBER: 5209D
		These plans are the exclusive property of Ryan Signs, Inc. and are the result of the original design work of Ryan Signs, Inc. and are not to be reproduced, copied, or used in any way without the written consent of Ryan Signs, Inc. The client agrees to pay to Ryan Signs, Inc. the sum of 25% of the purchase price as stated on the invoice for the preparation of these plans. This consent of payment is acknowledged to be given by the client.	



# Erin St. - Trellis Mounted Banners



Not to Scale



Ryan Signs, Inc. 3007 Perry Street • Madison, WI 53713 • Tel (608) 271-7979 • Fax (608) 271-7853		SCALE: VARIES DATE: 5/7/12	APPROVED:
ST. MARY'S HOSPITAL - BANNERS		REVISED:	Copyright 2012 by Ryan Signs, Inc.
DRAWN BY: KW		DRAWING NUMBER:	5209B
<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 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.</small>			
Client signature _____			



F

Park St. - Projecting Banners



1/16" = 1'.0"



3/8" = 1'.0"



<b>Ryan Signs, Inc.</b> 3007 Perry Street • Madison, WI 53713 • Tel (608) 271-7979 • Fax (608) 271-7853	SCALE: VARIES DATE: 5/7/12 REVISED: DRAWN BY: KW	APPROVED: Copyright 2012 by Ryan Signs, Inc.
ST. MARY'S HOSPITAL - ANNIVERSARY BANNERS		DRAWING NUMBER: 5209A
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# Approved & Existing Permanent Signs



<b>Ryan Signs, Inc.</b>		SCALE: N/A	APPROVED:
3007 Perry Street • Madison, WI 53713 • Tel (608) 271-7979 • Fax (608) 271-7853		DATE: 5/7/12	© Copyright 2012 by Ryan Signs, Inc.
<b>ST. MARY'S HOSPITAL - ANNIVERSARY BANNERS</b>		REVISED:	DRAWN BY: KW
<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 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.</small>		DRAWING NUMBER:	
client signature _____		<b>5209E</b>	



# Approved & Existing Permanent Signs



<b>Ryan Signs, Inc.</b>		SCALE: N/A	APPROVED:
3007 Perry Street • Madison, WI 53713 • Tel (608) 271-7979 • Fax (608) 271-7853		DATE: 5/7/12	© Copyright 2012 by Ryan Signs, Inc.
<b>ST. MARY'S HOSPITAL - ANNIVERSARY BANNERS</b>		REVISED:	
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 employee 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.		DRAWN BY: KW	DRAWING NUMBER:
client signature			<b>5209F</b>



