

# ZEBRADOG

DYNAMIC ENVIRONMENT DESIGN

Department of City development  
Planning Administration  
Attn: Kristin Connelly  
809 N. Broadway, 2nd floor  
Milwaukee, WI 53202

Monday, January 19, 2015  
AURORA -ST. LUKE'S Minor Modification Statement

Recently, Aurora Healthcare - St. Luke's Hospital commissioned ZEBRADOG to review, evaluate and make recommendations for updates and additions to St. Luke's brand messaging, wayfinding and public relations campaigns.

As part of the evaluation, wayfinding across St. Luke's campus was examined and the introduction of exterior graphic panels explored. The existing stair towers of the main parking structure were identified as a potential location for this installation. These graphics would serve not only as visual cue for access to the site and parking but would additionally act as a graphic reference that reflects current St. Luke's messaging campaigns.

As proposed, the graphic panels are envisioned to be adhered vinyl and applied to either the exterior or interior of the existing glass in the main parking structure. These panels would include graphic elements only; no messaging, words, letters or logos are proposed.

Located on the south and east faces of the stair tower glazing, the graphics would cover 30-50% of the glazing. Prior to testing of actual 3M (or equal) product, the design is envisioned as semi-transparent - allowing for the continued transmission of daylight into the stair towers and acting as a back-lit feature during evening hours.

Depending on testing results and actual product used, the application is anticipated to last between 3 months and 2 years prior to requiring replacement or maintenance.

Very Best Regards,

Linda Baxter Page  
Project Manager

encl. Minor Modification Application and Affidavit for Change  
Proposed Graphics and Proposed installation plan  
Submittal letter dated 12.24.2014

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Department of City Development  
Planning Administration  
809 N. Broadway, 2nd Floor  
Milwaukee, WI 53202  
414.286.5726

December 24, 2014  
Re: St. Luke's Medical Center Window Graphics

Department of City Development,

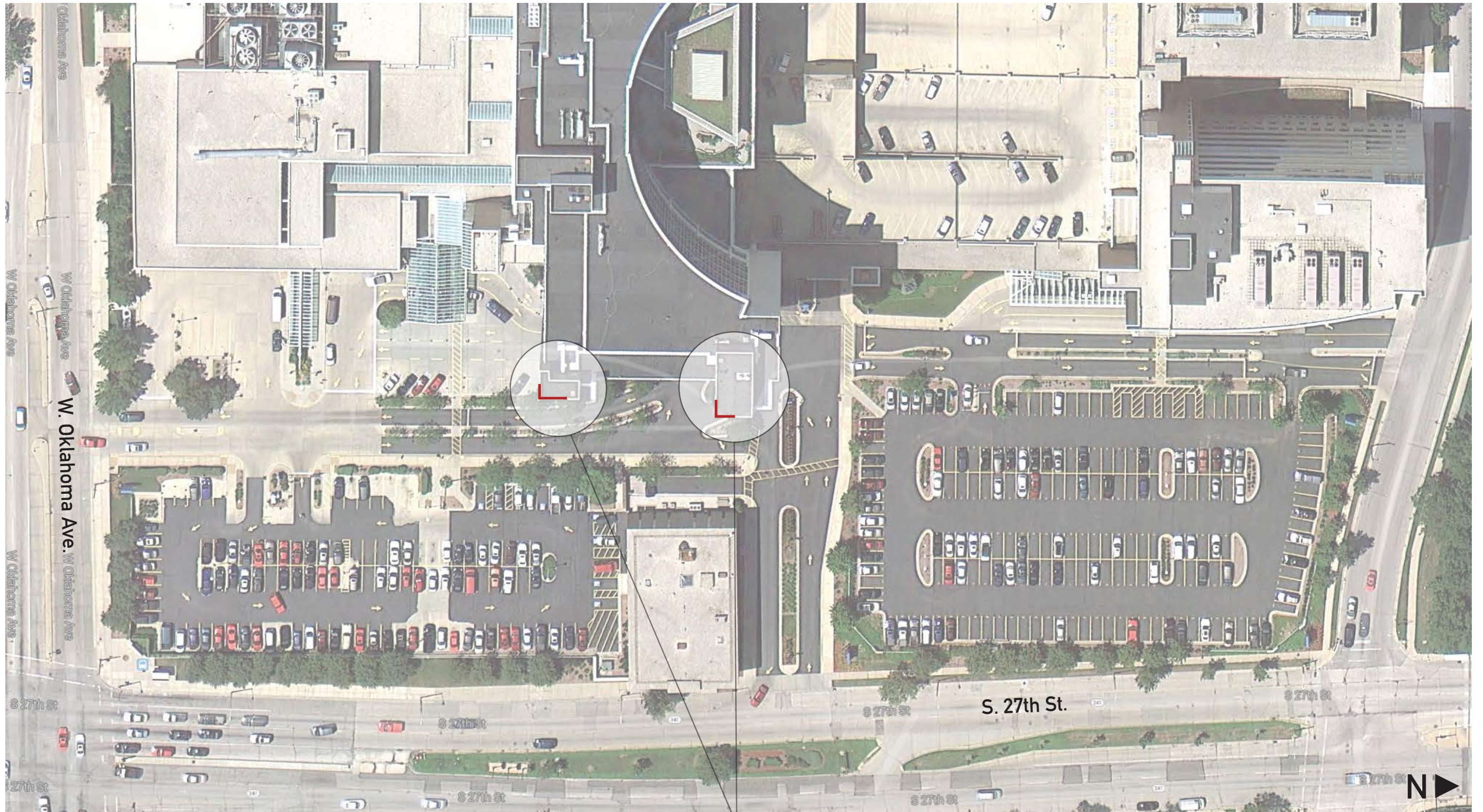
The attached application is a request for a minor modification to the Aurora Health Care St. Luke's Medical Center General Planned Development at 2900 W. Oklahoma Avenue. The modification requests consideration to apply vinyl graphics on existing stairwell windows. We are submitting for Schedule B to be introduced to the Common Council on January 21, 2014.

Very Best Regards,



Chris Moore  
Project Manager

Encl:  
Check #15381 for \$500 Application Fee  
Minor Modification Application  
Affidavit for Zoning Change  
Proposed Graphics  
Site Plan

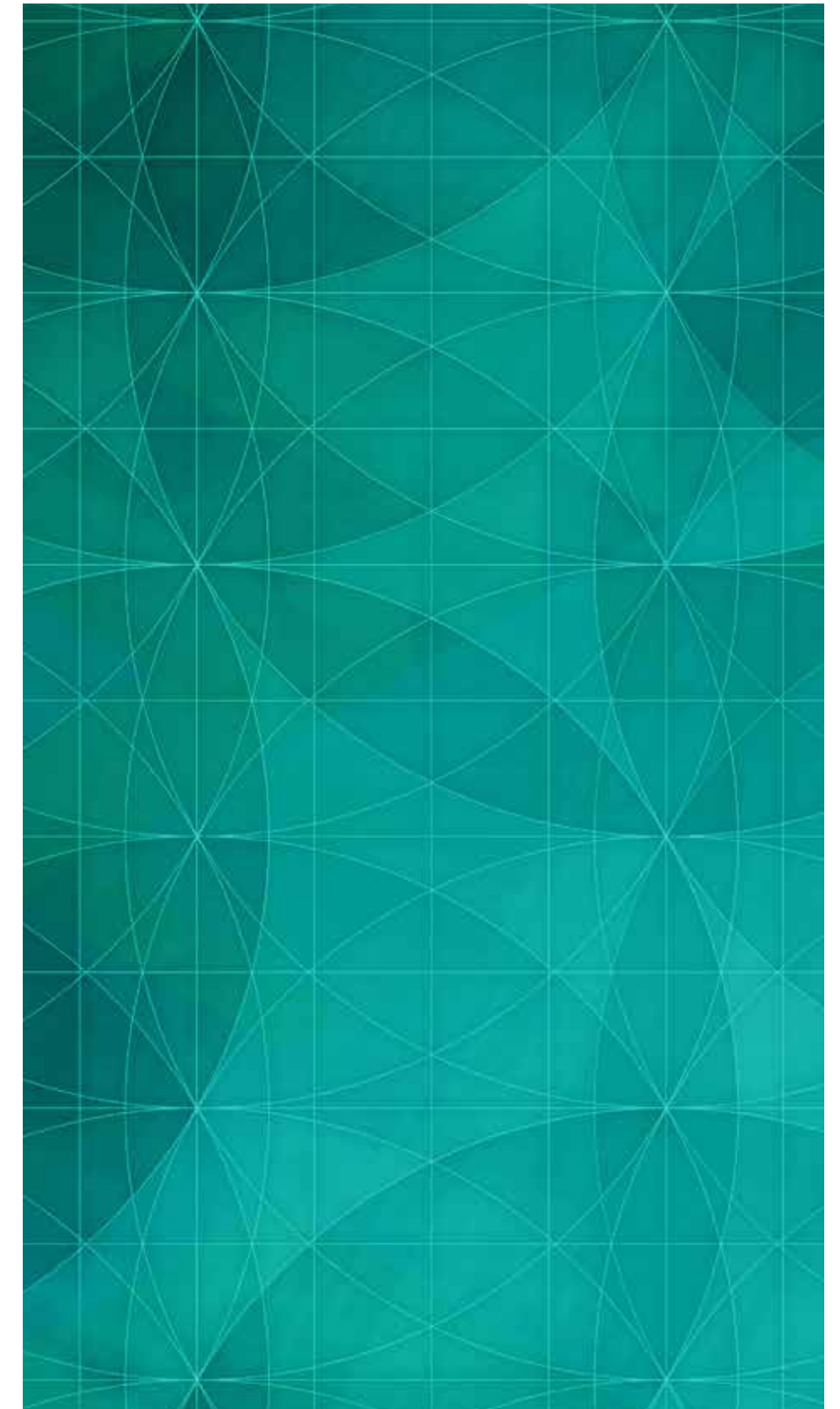


S.1 Site Plan No Scale

**Proposed Amendment Shown In Red**



A.1 Elevation Rendering



A.2 Proposed Pattern