



CITY OF MONROE

MEMO

TO: Monroe Heritage Preservation Members
FROM: Alyeasha C. Clay
DATE: December 28, 2022
RE: Monroe Heritage Preservation Meeting

Attention! Fellow board members, we have a very important meeting scheduled for, **Thursday, January 5, 2023 @ 6:00 P.M.** The meeting will be held in the Monroe City Hall Building, 1ST Floor, in City Council Chambers.

MINUTES:

None

TENATIVE SCHEDULE:

HIS 109-22: St. Francis Medical Center – 309 Jackson Street – Don Juan Filhiol District
Request for approval to allow the applicant to replace existing logos and letter on the building's exterior (same number/quantity and locations). The property is located at 309 Jackson Street DeSiard Street.

OTHER BUSINESS:

None

CITIZEN PARTICIPATION:

Citizens will be recognized, in order, by the citizen sign-in sheet.

Please take a moment out of your busy schedules to call this office and confirm whether or not you will be able to attend this review meeting. Please call Alyeasha 329-2101. Again, we need a majority of the members in order to have a qualifying vote.It is imperative that we have a quorum. ***

Please bring your copy of the Monroe Historical Preservation Commission by-laws, Rules and Procedures and the ordinance for future referencing throughout the meeting session.

**City of Monroe
Heritage Preservation Commission**

CASE NO.: HIS 100-23
NAME OF APPLICANT: ST. FRANCIS MEDICAL CENTER
ADDRESS OF PROPERTY: 309 Jackson Street
HISTORIC DISTRICT: Don Filhiol Historic

REQUEST: The applicant is requesting approval to replace existing logos and letters on an existing building at 309 Jackson Street. The site is in the Don Juan Filhiol Historic District.

SIZE OF PROPERTY: 3.45-acre (more or less)

PRESENT ZONING: C (Campus) District

PRESENT USE: Medical Facility

MOST NEARLY BOUNDED BY (STREETS): North of Calypso Street, south of Wood Street, east of Jackson Street and west of Catalpa Street.

SURROUNDING LAND USES: The surrounding land use consists of medical office, Anna Gray Noe Park and, south of the Federal Courthouse Building.

**COMMENTS/
RECOMMENDATIONS:** St. Francis Medical Center is inquiring to replace the existing logos and letters on the building's exterior refreshing has been completed. Buildings on the campus are being refreshed with new panels and trim.

The old logos and letters will be removed and replaced as plans/artwork shows. There will be the same number of logos and letters in the same location as the old logos and letters were located.

Please see attached drawings for your review.

DESIGN GUIDELINES: Signage

Retain and maintain existing historic signs if possible. Ensure new signs and significant alternations to existing signs are compatible with the historic building and

streetscape. Install signs in a manner that no damage occurs to historic materials. All signs must mee the specific requirements of any existing or future citywide sign ordinances.

SAINT FRANCIS MEDICAL CENTER – FACILITY MASTER PLAN

4.3.7 Building Exterior Refresh along Jackson St and above the main entry

The second area of focus is along Jackson Street and above the main entry. This building face, which not only fronts Interstate 20, will remain a key building facade for a significant amount of time. In the short term, it will still serve as the main entry until the construction to function on the new Inpatient and Surgical Tower and new Main Entry. Once this is constructed, it is recommended that the entry get backfilled with the discharge tower and pick-up. Additionally, with the park, getting maintained and hopefully used more by the patients, families and staff, this building elevation will remain important.

In a desire to restore some of the original intent, it is our recommendation to replicate the architecture and branding language from the south side at the location as well. Therefore, replacing the cross, which from the ground resembles more of a "plus" sign rather than a cross. Therefore, it is important that the message of St. Francis Medical Center is clearly conveyed through proper signage. The signage will match the other two on the star tower and primary facade. The logo sign is navy blue acrylic with backlit LEDs. Navy blue metal panel frames the logo while grey stucco fills the area around the sign.

Much attention of the facade upgrades has been focusing at the higher floors of the building, especially because of the visibility from the interstate. But, because of the park and activities that will continue at the entry it is important to update the perspective from the ground. There are a couple of ways the pedestrian facade can be upgraded. Painting is affordable but may require multiple paint jobs over the years. Metal panel has a longer lifespan but is a high performance material against weathering and assures that it will only need to be done once, standing the test of time far better than paint would. In order to ensure an update, we have assumed painting the facade.

- Preliminary Cost Assumptions**
- East Facade Jackson St, large backlit sign @ \$72,000 to \$88,000 each installed
 - Metal Panel and supporting structural components @ \$59 to \$72 per SF installed
 - Stucco @ \$32 to \$39 per SF installed
 - High Quality Vapor Permeable Masonry Paint @ \$7 to \$9 per SF installed
 - Contribution to Project: Cost multiplier of 33%
 - 4.5% Escalation factor (3% per year) – Starting Construction by December 2021
 - Capital Cost Placeholder of \$300,000 to \$375,000



Figure 4X - Jackson St Facade Improvement

4 Master Plan Recommendations *Continued*

4.3.6.3 Preferred Façade Improvement along Calypso

Again, all components of Mineral Façade as well as the Mid-Range Improvement are included in the Preferred option. The additive components in this iteration is focused on connecting the lowered screen walk and brow with the adjacent star tower. This connection completes the entire corner and campus entry as well as screen the roof from the southwest corner and those traveling eastbound on Interstate 20.

Primary Cost Assumptions

South Façade large backlit sign @ \$90,000 to \$110,000 each installed

South Façade text etains backlit signs @ \$40,000 to \$50,000 total installed

East Façade (Jackson St.) medium size backlit sign @ \$72,000 to \$88,000 each installed

Hotel Panels and supporting structural components @ \$59 to \$72 per SF installed

Metal Louvers with Brow @ \$45 to \$55 per SF installed

Structural Support @ \$360 to \$440 per LF installed

Roof Patching and Repairs @ \$23 to \$28 per LF installed

Stucco @ \$32 to \$39 per SF installed

High Quality Vapor-Permeable Masonry Paint @ \$7 to \$9 installed

Construction to Project Cost multiplier of 33%

4.5% Escalation factor (3% per year) – Starting Construction by December 2021

Capital Cost Placeholder of \$1,500,000 to \$1,850,000



Figure 4W Preferred Façade Improvement

SCALE
3/32" = 1'-0"

FACE ILLUMINATED CH. LETTERS



NIGHT VIEW

ST. FRANCIS MEDICAL CENTER

**THIS W.O. ORDER IS FOR
CH. LETTERS ONLY**

QTY. 1

FACE ILLUMINATED CH. LETTERS- 3'-5" U/C & 3'-0 1/2" SM.Caps

FACE MATERIAL / COLOR: WHITE ACRYLIC

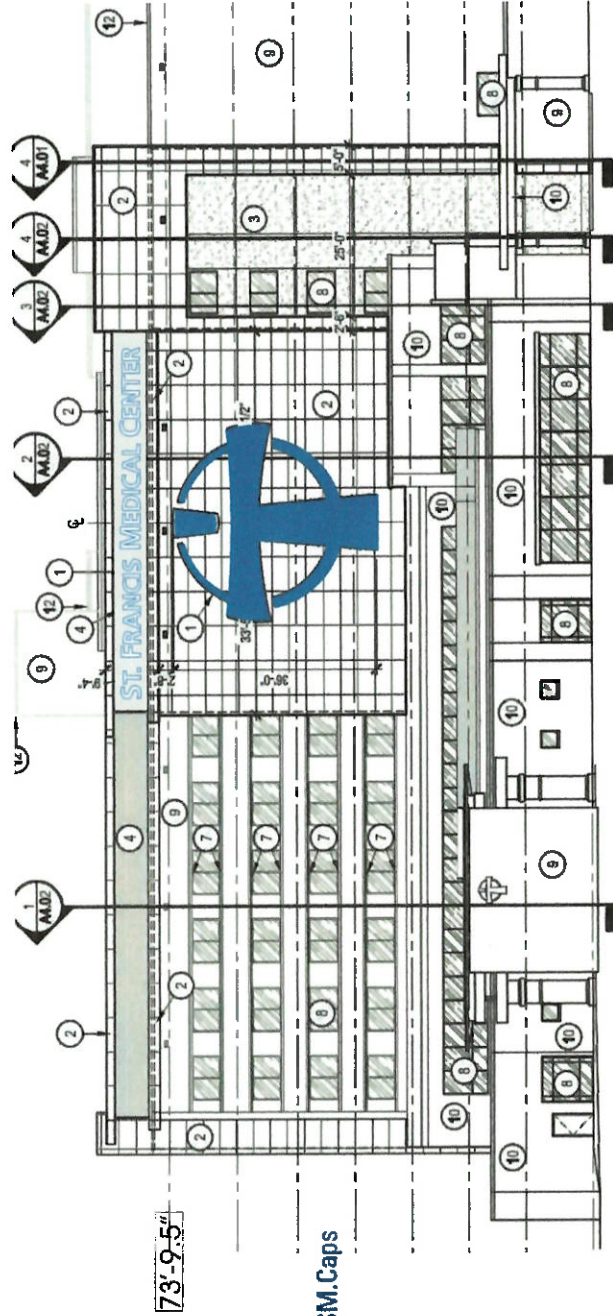
RETURN COLOR: PMS 541 BLUE

RETURN DEPTH: 6"

TRIM CAP COLOR: TO MATCH PMS 541 BLUE

ILLUMINATION: WHITE LEDS.

**** SHOP DRAWING TO SHOW MOUNTING DETAILS.**



CUSTOMER: St Francis Medical Center
ADDRESS: 308 Jackson Street
FILE: 47779AS_ST FRANCIS MEDICAL CENTER_(ch letters)
APPROVALS:

JOB NAME: FACE ILLUMINATED CH. LETTERS
CITY/STATE: Monroe, LA
SALES: MARK TRAMONTANA | **W.O. #:** 21032.2

DATE: 07/26/22
REVISED ART: 08/04/22
REL: 09/22/22



Mitchell Signs does not provide primary electrical to the sign location. Sign will be wired for 120v electrical services unless otherwise noted.
 This color sketch is provided as an example of color. There is no exact match between printed ink and paint. Please observe Pantone Matching System® colors for paint.
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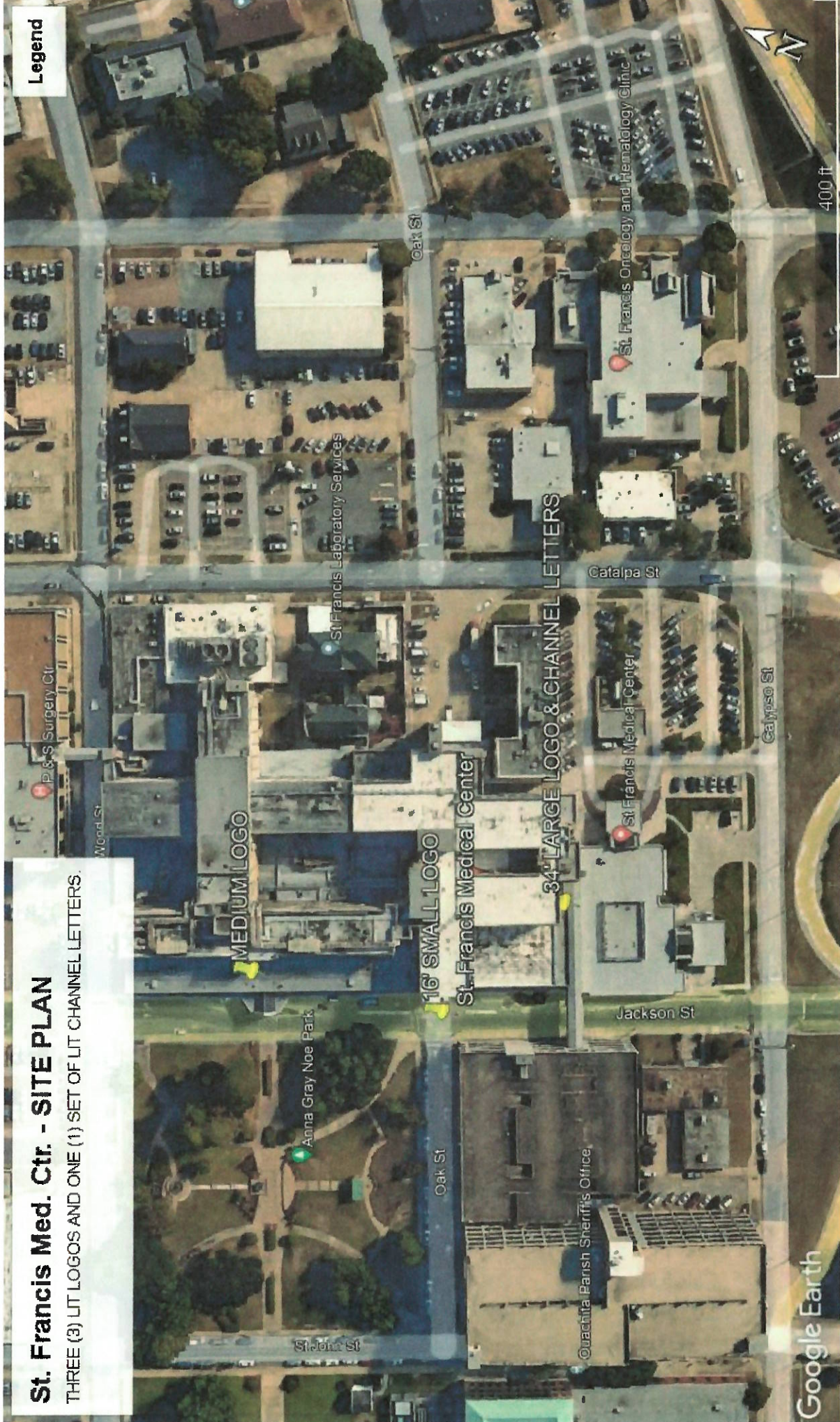


A photograph of a large, multi-story medical center building with a tan facade. The building features a prominent sign on the upper left side that reads "ST. FRANCIS MEDICAL CENTER" in blue, three-dimensional letters. To the left of the text is a blue cross symbol with a circle around it. The building has several windows, some of which are visible on the right side. A red flag is flying from a pole on the roof. In the foreground, there is a paved area with a tall, silver light pole on a concrete base. There are also some trees and bushes in front of the building, and a grassy area at the bottom of the frame. The sky is blue with some light clouds.

**ST. FRANCIS
MEDICAL CENTER**

St. Francis Med. Ctr. - SITE PLAN

THREE (3) LIT LOGOS AND ONE (1) SET OF LIT CHANNEL LETTERS.



Legend