

# 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:

Date Received \_\_\_\_\_ Initial Submittal  
Paid \_\_\_\_\_ Revised Submittal

**Complete all sections of this application, including the desired meeting date and the action requested.** If your project requires both UDC and Land Use application submittals, a completed [Land Use Application](#) and accompanying submittal materials are also required to be submitted.

*If you need an interpreter, translator, materials in alternate formats or other accommodations to access these forms, please call the Planning Division at (608) 266-4635.*

*Si necesita interprete, traductor, materiales en diferentes formatos, u otro tipo de ayuda para acceder a estos formularios, por favor llame al (608) 266-4635.*

*Yog tias koj xav tau ib tug neeg txhais lus, tus neeg txhais ntawv, los sis xav tau cov ntaub ntawv ua lwm hom ntawv los sis lwm cov kev pab kom paub txog cov lus qhia no, thov hu rau Koog Npaj (Planning Division) (608) 266-4635.*

## 1. Project Information

Address (list all addresses on the project site): \_\_\_\_\_

Title: \_\_\_\_\_

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

UDC meeting date requested \_\_\_\_\_

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)

Modifications of Height, Area, and Setback

Sign Exceptions as noted in [Sec. 31.043\(3\)](#), MGO

### Other

Please specify \_\_\_\_\_

## 4. Applicant, Agent, and Property Owner Information

Applicant name \_\_\_\_\_

Company \_\_\_\_\_

Street address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Telephone \_\_\_\_\_

Email \_\_\_\_\_

Project contact person \_\_\_\_\_

Company \_\_\_\_\_

Street address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Telephone \_\_\_\_\_

Email \_\_\_\_\_

Property owner (if not applicant) \_\_\_\_\_

Street address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Telephone \_\_\_\_\_

Email \_\_\_\_\_

## Introduction

The City of Madison's Urban Design Commission (UDC) has been created to:

- Encourage and promote high quality in the design of new buildings, developments, remodeling, and additions so as to maintain and improve the established standards of property values within the City.
- Foster civic pride in the beauty and nobler assets of the City, and in all other ways possible assure a functionally efficient and visually attractive City in the future.

## Types of Approvals

There are three types of requests considered by the UDC:

- Informational Presentation. A request for an Informational Presentation to the UDC may be requested prior to seeking any approvals to obtain early feedback and direction before undertaking detailed design efforts. Applicants should provide details on the context of the site, design concept, site and building plans, and other relevant information to help the UDC understand the proposal and provide feedback. (Does not apply to CDR's or Signage Modification requests)
- Initial Approval. Applicants may, at their discretion, request Initial Approval of a proposal by presenting preliminary design information. As part of their review, the Commission will provide feedback on the design information that should be addressed at Final Approval stage.
- Final Approval. Applicants may request Final Approval of a proposal by presenting all final project details. Recommendations or concerns expressed by the UDC in the Initial Approval must be addressed at this time.

## Presentations to the Commission

The Urban Design Commission meets virtually via Zoom, typically on the second and fourth Wednesdays of each month at 4:30 p.m. Applicant presentations are strongly encouraged, although not required. Prior to the meeting, each individual speaker is required to complete an online registration form to speak at the meeting. A link to complete the online registration will be provided by staff prior to the meeting. Please note that individual presentations will be limited to a **maximum of three (3) minutes**. The pooling of time may be utilized to provide one speaker more time to present, however the additional time will be based on the number of registrants from the applicant team, i.e. two (2) applicant registrants = six (6) minutes for one (1) speaker.

Primarily, the UDC is interested in the appearance and design quality of projects. Emphasis should be given to the site plan, landscape plan, lighting plan, building elevations, exterior building materials, color scheme, and graphics. Please note that presentation slides, in a PDF file format, are required to be submitted **the Friday before** the UDC meeting.

# URBAN DESIGN DEVELOPMENT PLANS CHECKLIST

The items listed below are minimum application requirements for the type of approval indicated. Please note that the UDC and/or staff may require additional information in order to have a complete understanding of the project.

## 1. Informational Presentation

- Locator Map
- 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)
- Contextual site information, including photographs and layout of adjacent buildings/structures
- Site Plan
- Two-dimensional (2D) images of proposed buildings or structures.

Providing additional information beyond these minimums may generate a greater level of feedback from the Commission.

### Requirements for All Plan Sheets

1. Title block
2. Sheet number
3. North arrow
4. Scale, both written and graphic
5. Date
6. Fully dimensioned plans, scaled at 1"= 40' or larger

*\*\* All plans must be legible, including the full-sized landscape and lighting plans (if required)*

## 2. Initial Approval

- Locator Map
- Letter of Intent (If the project is within a Urban Design District, a summary of how the development proposal addresses the district criteria is required)
- Contextual site information, including photographs and layout of adjacent buildings/structures
- Site Plan showing location of existing and proposed buildings, walks, drives, bike lanes, bike parking, and existing trees over 18" diameter
- Landscape Plan and Plant List (*must be legible*)
- Building Elevations in **both** black & white and color for all building sides, including material and color callouts
- PD text and Letter of Intent (if applicable)

Providing additional information beyond these minimums may generate a greater level of feedback from the Commission.

## 3. Final Approval

All the requirements of the Initial Approval (see above), **plus**:

- Grading Plan
- Lighting Plan, including fixture cut sheets and photometrics plan (must be legible)
- Utility/HVAC equipment location and screening details (with a rooftop plan if roof-mounted)
- Site Plan showing site amenities, fencing, trash, bike parking, etc. (if applicable)
- PD text and Letter of Intent (if applicable)
- Samples of the exterior building materials
- Proposed sign areas and types (if applicable)

## 4. Signage Approval (*Comprehensive Design Review (CDR), Sign Modifications, and Sign Exceptions (per [Sec. 31.043\(3\)](#))*)

- Locator Map
- Letter of Intent (a summary of how the proposed signage is consistent with the CDR or Signage Modifications criteria is required)
- Contextual site information, including photographs of existing signage both on site and within proximity to the project site
- Site Plan showing the location of existing signage and proposed signage, dimensioned signage setbacks, sidewalks, driveways, and right-of-ways
- Proposed signage graphics (fully dimensioned, scaled drawings, including materials and colors, and night view)
- Perspective renderings (emphasis on pedestrian/automobile scale viewsheds)
- Illustration of the proposed signage that meets [Ch. 31, MGO](#) compared to what is being requested
- Graphic of the proposed signage as it relates to what the [Ch. 31, MGO](#) would permit

**5. Required Submittal Materials**

**Application Form**

- 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.

**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 Comprehensive Design Review (CDR) or Signage Modification review criteria is required.

**Development Plans** (Refer to checklist on Page 4 for plan details)

**Filing Fee** (Refer to Section 7 (below) for a list of application fees by request type)

**Electronic Submittal**

- Complete electronic submittals must be received prior to the application deadline before an application will be scheduled for a UDC meeting. Late materials will not be accepted. All plans must be legible and scalable when reduced. Individual PDF files of each item submitted should be submitted via email to [UDCapplications@cityofmadison.com](mailto:UDCapplications@cityofmadison.com). The email must include the project address, project name, and applicant name.
- Email Size Limits. Note that an individual email cannot exceed 20MB and it is the responsibility of the applicant to present files in a manner that can be accepted. Applicants who are unable to provide the materials electronically should contact the Planning Division at (608) 266-4635 for assistance.

**Notification to the District Alder**

- Please provide an email to the District Alder notifying them that you are filing this UDC application. Please send this as early in the process as possible and provide a copy of that email with the submitted application.

**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 \_\_\_\_\_ on \_\_\_\_\_.
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 \_\_\_\_\_ Relationship to property \_\_\_\_\_

Authorizing signature of property owner \_\_\_\_\_ Date \_\_\_\_\_

**7. Application Filing Fees**

Fee payments are due by the submittal date. Payments received after the submittal deadline may result in the submittal being scheduled for the next application review cycle. Fees may be paid in-person, via US Mail, or City drop box. If mailed, please mail to: *City of Madison Building Inspection, P.O. Box 2984, Madison, WI 53701-2984*. The City’s drop box is located outside the Municipal Building at 215 Martin Luther King, Jr. Blvd. on the E Doty Street side of the building. Please make checks payable to *City Treasurer*, and include a completed application form or cover letter indicating the project location and applicant information with all checks mailed or submitted via the City’s drop box.

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

Urban Design Districts: \$350 (per [§33.24\(6\) 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 Sign Modifications (of 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

MetaStar UDC application; Letter of intent

Date: 01/29/2024

City of Madison – Planning Division, Urban Design Commission  
Madison Municipal Building, Suite 017  
215 Martin Luther King, Boulevard  
P.O. Box 2985  
Madison WI 53701-2985

Attention: Urban Design Commission.

MetaStar, a not-for-profit 501 (c)3 organization located at 2909 Landmark Place, Madison, WI is seeking approval to replace their existing halo lit building sign with a new internally luminated channel letter sign and logo to assist students, patients, and visitors in locating our building.

Chapter 31 – Sign Control Ordinance: The below section of Chapter 31, in which it could be thought we may have a conflict within the sign code ordinance, but we will demonstrate why and/or how our provisions of a new sign should be accepted by the UDC.

*31.043 – URBAN DESIGN COMMISSION AND COMPREHENSIVE DESIGN REVIEW.*

*(3) Additional Sign Code Approvals. After a public hearing as provided in [Sec. 33.24\(4\)\(e\)3.](#), the UDC may:*

*(d) Permit the use of wall signs on building facades not adjacent to off-street parking areas where, due to a variation of building setbacks, a signable area exists, provided the area of the sign shall not exceed the area of the wall sign permitted on the front of the building.*

*Existing and new/replacement sign does not meet the requirement of facing the street address of the property. According to code 31.043 (3)(d), the wall sign should be on the West Elevation of the building, which is facing Landmark Place. The existing sign and the proposed new sign would be on the North Elevation, which faces the Beltline Frontage Road and Beltline Highway.*

Here are the reasons why the sign should be on the north elevation.

- If the sign would face west, it would be looking right at the Countryside Corporate Apartments. (Google Earth photo attached in document for reference). The light from the sign would impact customers living in those apartments due to how close they are to our building.

- Visibility of reading the sign for all of the tenants, customers, and all those who use the building, day, or night, would not see the sign until they were all the way up Landmark Pl. This would cause continued frustration to those in search of MetaStar's building and would not solve this issue.
- MetaStar's building is set far back in the development. The North elevation of the building is 360' from the beltline frontage road and 626' from the middle of the beltline highway. Placement of the wall sign on the north elevation would have a significant impact on visibility to those trying to find the building from that location.

The below Sign Control Ordinances are ordinances we felt are important to share information on to show our intentions to stay compliant.

(1) Wall and roof signs may be illuminated subject to [Sec. 31.04\(5\)\(k\)](#). (k)

*Illumination of Signs. Signs shall not be illuminated unless expressly allowed in this chapter. For purposes of this chapter, illumination includes any source of direct or reflected lighting incorporated in or connected with a sign. Illumination, when allowed, may be internal or external to the sign. All sign illumination shall be subject to the provisions of [Sec. 10.085](#), Outdoor Lighting and [Sec. 31.046\(1\)](#), Electronic Changeable Copy Signs in addition to the following restrictions. In the event of a conflict between this section, [Sec. 31.046\(1\)](#), and [Sec. 10.085](#), the more strict provision shall apply:*

1. Any illumination shall be so shielded that no direct illumination from it is visible elsewhere than on the sign and in the immediate proximity thereof. **No Issues –** Illumination of the sign will stay within its immediate proximity. The sign will have white channel letters but will illuminate blue at night. See attached artwork for reference and other sign examples. The blue LEDs inside the sign represent 8 lumens per LED module. There are 102 modules in the white channel letter portion of the sign which would produce 816 lumens. In comparison, 800 lumens is comparable to a 60w incandescent lamp. The gold logo "Star" on the sign will be a white channel letter face with a gold vinyl overlay. The white LEDs in the logo represent 91 lumens per module and there are 32 modules in the logo which is equal to 2,184 lumens. This is equivalent to a 150w incandescent lamp. That also does not include the gold vinyl overlay which will greatly reduce the number of lumens projecting from the logo. To give a comparison on the difference a blue light is in lumen output compared to a white led is as follows: White LED is 91 lumens per module and the total sign would have 134 modules. That is a total of 12,194 lumens compared to our recommended 3,000 lumen blue led letters. The white LEDs are 4 times more intense than the blue letter option.

a. Signs with a gross area (for ground signs) or net area (all other signs) of less than three hundred (300) square feet shall have a maximum illumination level of forty (40) foot-candles average across the sign surface. (Am. by ORD-15-00069, 6-24-15): **The sign's total lumen output is 3,000 lumens, which is about 67.14 foot-candles. This is just calculating the bare LEDs with no sign face or vinyl overlay blocking the light output. The foot-candle reading with sign face and vinyl overlay is expected to be at 40 foot-candles per manufacture. **\*\*This foot-candle reading is based on standing 5'-8' from the sign. Please note that with the sign attached from the top of the building, there would be zero foot-candle readings that come from the sign at ground level.****

5. Internally illuminated signs or any other signs with internal illumination or indirect light from the back of the letters or sign shall not produce any glare. Internally illuminated signs displaying illuminated copy shall be designed in such a way so that when illuminated, the sign appears to have light-colored copy on a dark or non-illuminated background. Webster defines "Glare" as follows: "To shine with a harsh uncomfortably brilliant light." Stand out, obtrude". Our new sign will have white faces with blue LEDs so at night the sign illuminates a comfortable blue hue, which is easy on the eyes, and not a blinding white glare that is present in all of the other building signs surrounding the property and in the neighborhood.

(4) (b) Occupancies of 25,000 Square Feet: The maximum net area of all wall, roof and above-roof signs within a single signable area shall be no more than thirty percent (30%) of the signable area. The signable area is 34' x 4.4' which gives a total of 149.6 square feet. 30% of that area is 44.88 square feet. Our new sign design will take up 44.68 square feet, which is below the maximum square footage. As a side note, there will still be less signage on our building than there was last year before we removed the Concordia College white channel lit sign on the same side of the building, as detailed below.

### Summary

The proposed new sign is built on a raceway and has individual channel letters and a logo. The raceway and channel letter back will be painted to match and blend with the building. The sign is constructed out of aluminum and will have white faces for "MetaStar" with blue internal illumination. The star logo will be white, with a gold 3M vinyl overlay. The star logo will have white LEDs in the cabinet, but with the gold overlay will illuminate the gold color.

Please note that prior to early 2023 the building owned by MetaStar used to have another channel letter building sign on the north elevation for "Concordia University". This sign was internally illuminated with LEDs and white faces. Photo reference is attached in the application submittal form. With the removal of the Concordia University sign, there has been a reduction of "glare" and an increase of "Dark Sky" from the property.

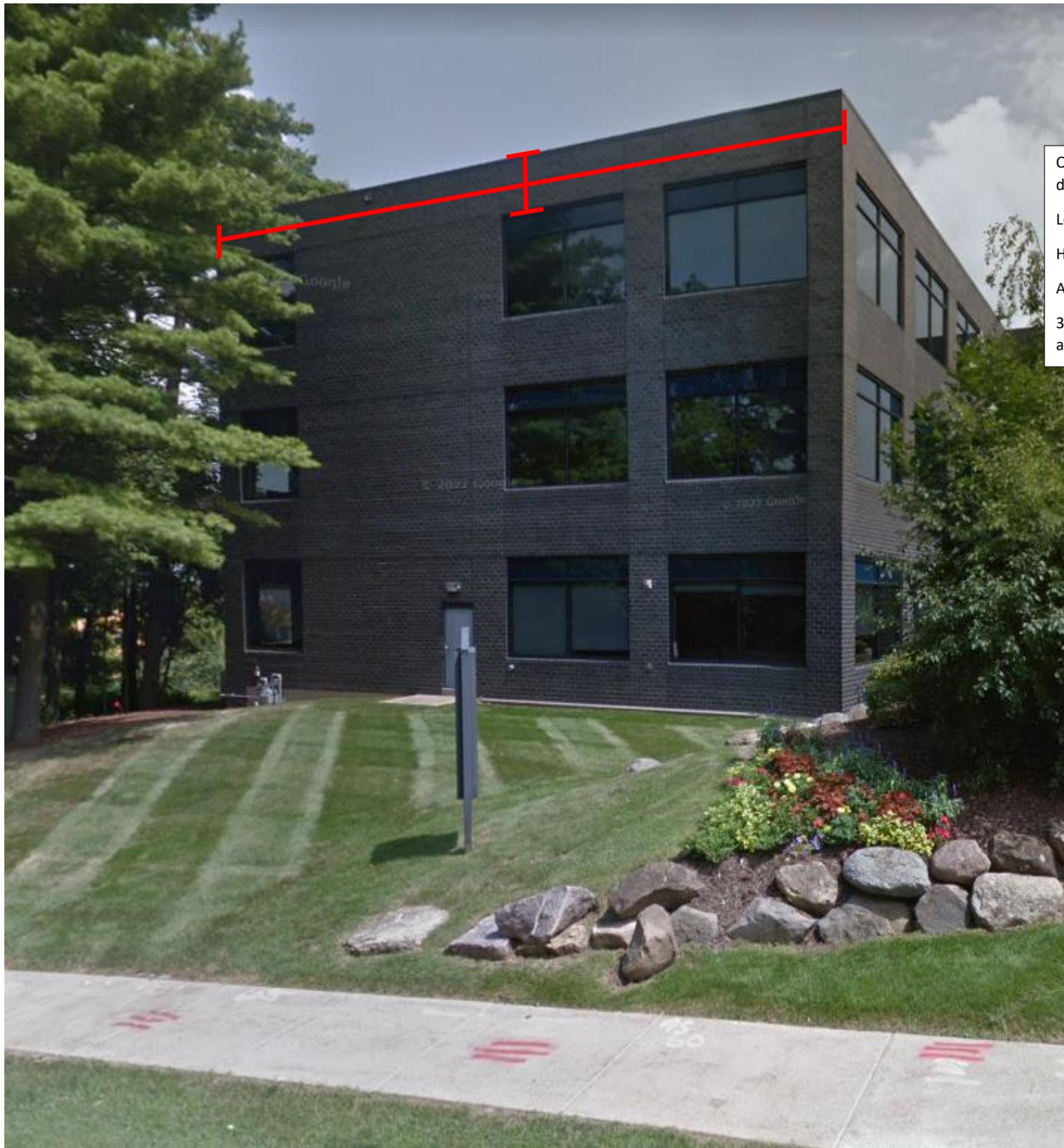
MetaStar has been in existence for 50 years as a not-for-profit 501(c)3 organization that primarily serves as a government contractor for CMS and the Wisconsin Department of Health Services, serving the needs of Medicaid and Medicare beneficiaries.

To be as cost effective as possible for our government payers, we own our building, and lease out space to tenants to offset the costs of our operations. Several of our tenants are also not-for-profit organizations (such as the State of Wisconsin Department of Corrections, the Apartment Association of South-Central Wisconsin, and the Latino Academy), and our other tenants also have patients/clients/visitors coming to our building. The Latino Academy has been promoted and recognized by Senator Tammy Baldwin for the education and training they provide to students, who come to the building throughout the day, night and weekends. Our tenants have asked for improved signage, as the students, patients/clients and other visitors have difficulty finding our building due to the poorly lit sign, particularly compared to all of the other brightly lit signs in the neighborhood.

The fact of the matter is that other than MetaStar, every other building in the vicinity has signage that makes it easy to locate their building, most with bright, white channel letter signs. By limiting MetaStar to a halo-lit sign puts us at a significant disadvantage in being located as students, patients/clients and visitors attempt to find our building. We have addressed the requirements, and believe our request meets them and that we will remain the most compliant building in the neighborhood. We, and our tenants, appreciate your consideration of our application.

2909 Landmark Place, Madison

WI MetaStar Facing West



Qualifying signable area  
dimensions (elevation facing road)

Length of exterior wall section: 60'

Height of exterior wall section: 52"

Area of signable area: 260'

30% of signable area (max  
allowance): 78'

If signed placed on the West-facing Landmark Place side of the building. Not visible with trees blocking as approach, and not beneficial in helping locate the building.



← 2894 Landmark Pl  
Madison, Wisconsin  
Google Street View  
Aug 2018 See more dates



Facing west you see the Country Side Apartment Complex. If the sign has to be on this elevation it would be pointed directly at the apartments.





Picture taken Jan 24'. No leaves on tree  
line blocking sign light to apartments.

2909 Landmark Pl



2998 Landmark Pl

Madison, Wisconsin



Google Street View

Aug 2018

See more dates

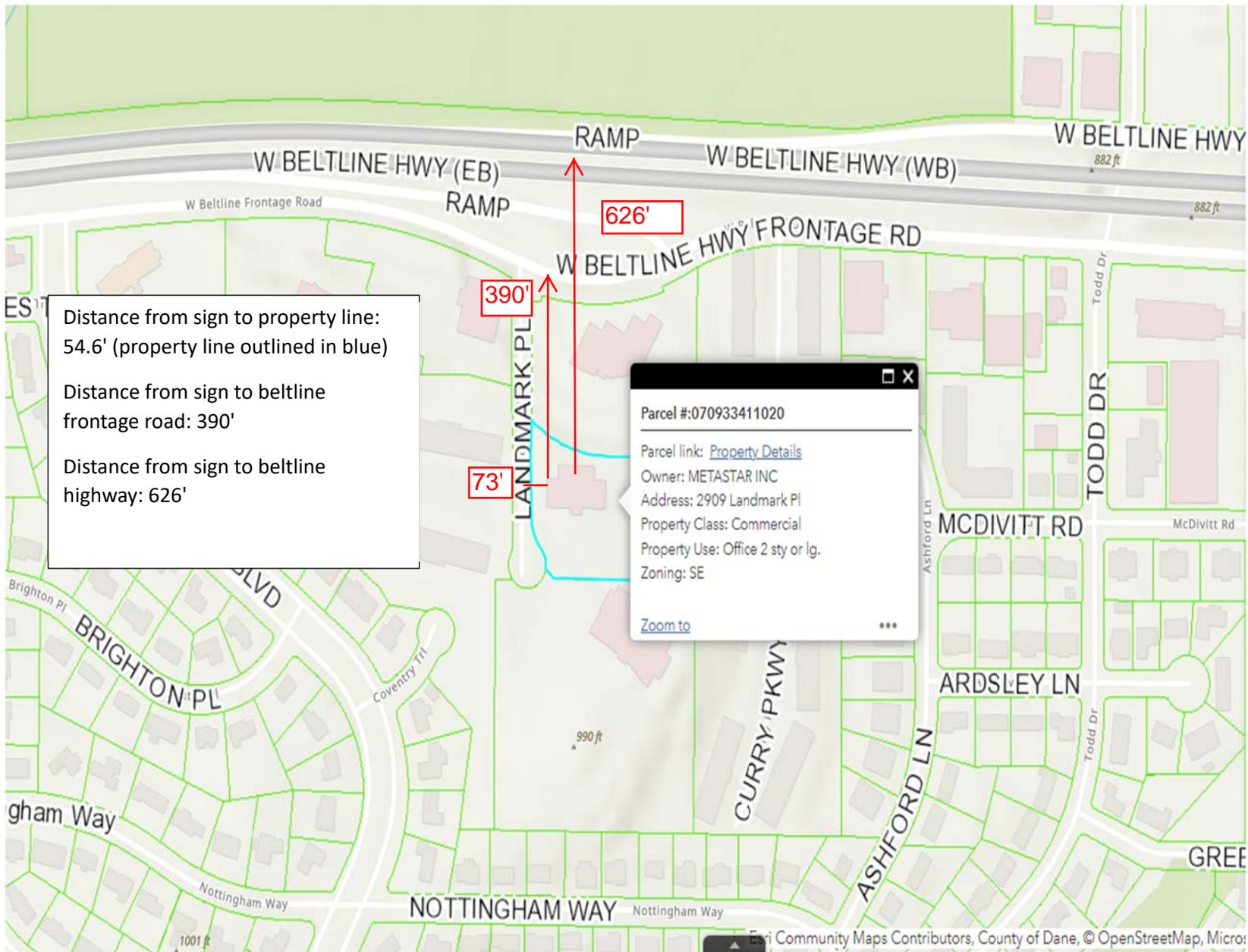
A visual look down Landmark Place. If sign is on west elevation, no one would be able to see the sign until they drove by the building. This would be inefficient and not be of any help for customers trying to locate the building.

Google



New Sign will go here, in place of the older existing sign. This is the North elevation,  
Sign-able area: 34' x 52.8"







**MetaStar / Exterior Signage**  
 2909 Landmark Place / Madison, WI 53713  
 Drawing Package Title: MetaStar Exterior Sign 1 (4) CA  
 Date: 11-1-23

|   |  |  |   |
|---|--|--|---|
| THIS BAND FOR LEMBERG SIGN TEAM SIGNATURES (Client Signs Off in Area at Bottom of Sheet). |  |  |   |
| Design Review<br>Signature _____<br>Date _____  | Project Management Review<br>Signature _____<br>Date _____ | Operations Review<br>Signature _____<br>Date _____ | Sales Review<br>Signature _____<br>Date _____ |



SIGNS

4085 North 128th Street  
 Brookfield, WI 53005  
 p. 262-781-1500  
 www.LembergElectric.com

**CLIENT DRAWING APPROVAL - PLEASE PROOFREAD ALL DRAWINGS CAREFULLY - Check off the boxes below / sign & date.**

Job # 2346-0446

CLIENT APPROVAL DRAWING

I have checked the following details on ALL pages and approve:  Spelling / Copy Content  Sign Placement  Colors (I have reviewed physical samples of colors, as listed in this document)

Client Signature \_\_\_\_\_ Date \_\_\_\_\_

Survey Photos



Existing Signage

M: 34" H / 5.5" stroke / 4" D

E: 27" H / 5.5" stroke / 4" D

T: 31" H / 5.25" stroke / 4" D

S: 35.25" H / 5.5" stroke / 4" D



Illumination



SIGNS

4085 North 128th Street  
Brookfield, WI 53005  
p. 262-781-1500  
www.LembergElectric.com

Client: MetaStar / Exterior Signage

Location: 2909 Landmark Place

City: Madison, WI 53713

Sales Representative: Jeff White

Project Manager: TBD

Designer: Eric Bailey

Scale: NTS

Paper Size: 11x17

Signature / Date:

Client / Location or Project / Sign Classification / Version# or Sheet / Revision# / Drawing Status  
MetaStar\_SUR\_v01\_r01\_CA

Date:  
11-1-23

#S1 - Option B Channel Letters

One (1) Set of Face-Lit Channel Letters, Raceway Mounted.  
 Illuminated / Single Sided / UL approved fabrication  
 Raceway Mounted / **REMOTE Power Supplies** (120 / 277v Universal)

**PROVIDE 25' WHIP IN RACEWAY(S)**  
**NO KNOCK OUT NEEDED IN BACK OF RACEWAY**  
**NO PHOTOCCELL CONTROL ON SIGN. SIGN RUNS ON TIME CLOCK.**

44.68 Sq'

**(A) Channel Letters**  
 5" deep aluminum returns (painted PMS 2756) / 1" trim cap (painted PMS 2756) / White Acrylic faces, logo decorated with 3M translucent vinyl graphics.

Letters: Internal **BLUE** LED illumination.  
 Logo: Internal **WHITE** LED illumination (**6500K**).

Letters are individually mounted to Raceway (B).

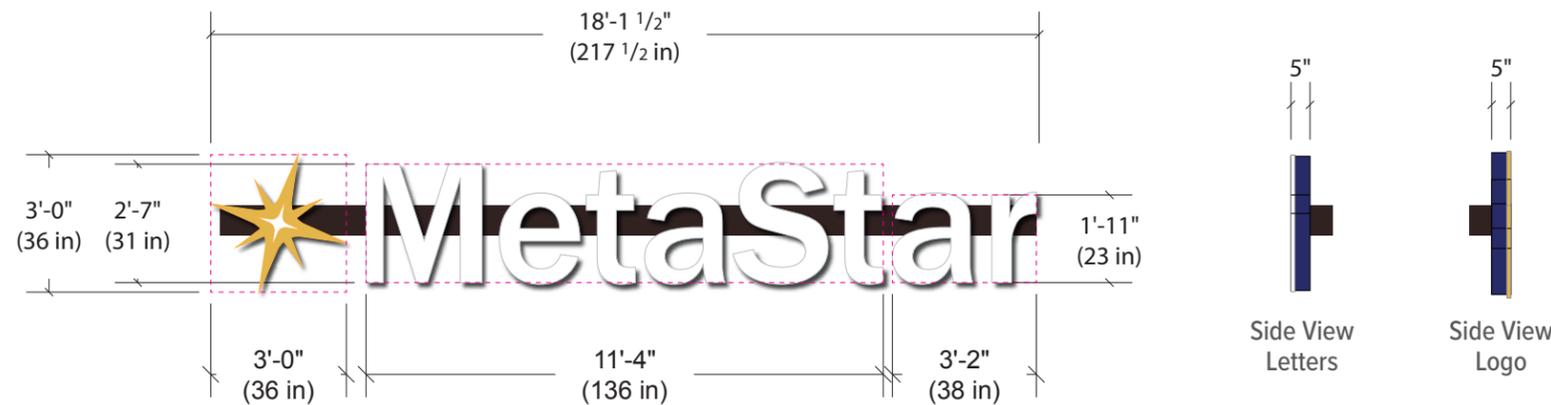
All Returns Painted P-1  
 "Meta Star" lettering white trim cap  
 "Star Logo" yellow trim cap to match 3M Marigold graphics

**(B) Raceway**  
 Standard extruded aluminum raceway, appropriate for letter size.  
 Raceway to have sliding (movable) top & bottom mounting clips.  
**Paint to match building (MP Patinated Bronze Metallic).**

**Colors**  
 Paint  
 (P-1) Match PMS 2756 ✓  
 (P-2) MP20306 Patinated Bronze Metallic ✓

**Vinyl Graphics**  
 (V-1) 3M Marigold (3630-75) ✓

**Specialized Products**  
 (S-1) White Acrylic ✓  
 (S-2) White Trim Cap ✓  
 (S-3) Yellow Trim Cap ✓



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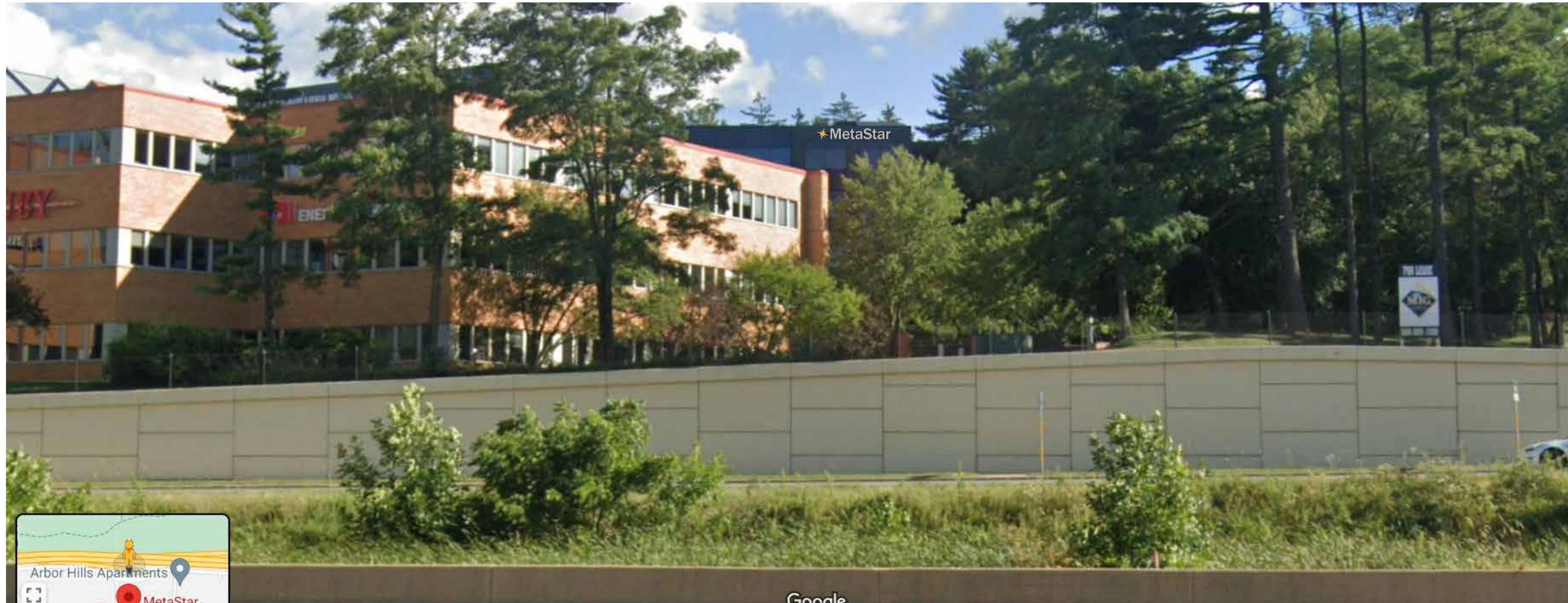
Sales Representative: Jeff White  
 Project Manager: TBD  
 Designer: Eric Bailey

Scale: 1/4"=1'  
 Paper Size: 11x17  
 Signature / Date:

Client / Location or Project / Sign Classification / Version# or Sheet / Revision# / Drawing Status Date:  
 MetaStar\_CL\_v02\_r04\_CA 11-1-23

Visibility of new proposed sign

Zoomed in Rendering from Beltline



SIGNS

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 MetaStar\_CL(PR)\_v02\_r00\_CA

Date:  
 8-4-23

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Before Concordia University sign was removed in 23'. With Concordia sign now gone, there a better dark sky area.



The next three pictures are other examples of existing signs that are internally lit blue. The blue hue has a less intense glare compared to the white lettering and white LEDs that produce more lumen's and glare.









August 10, 2023

Urban Design Commission  
215 Martin Luther King Jr. Blvd.  
Madison, WI 53703

To Whom it May Concern:

The purpose of this letter is to provide our support for MetaStar's request to replace their existing sign at their 2909 Landmark Place, Madison, WI building in conjunction with their 50<sup>th</sup> Anniversary.

MIG Commercial Real Estate, LLC owns several of the commercial parcels directly adjacent to the MetaStar property. Our office buildings have a direct view of the existing (and proposed new) signage location proposed for 2909 Landmark Place in Madison.

These office building properties include 3001 West Beltline Highway, 3113 West Beltline Highway, and 2921 Landmark Place, as well as 2901 West Beltline Highway, which is the building directly "below" (to the north) of MetaStar's property. This would be the "neighbor" and parcel most directly affected by any signage affixed to the office building at 2909 Landmark Place.

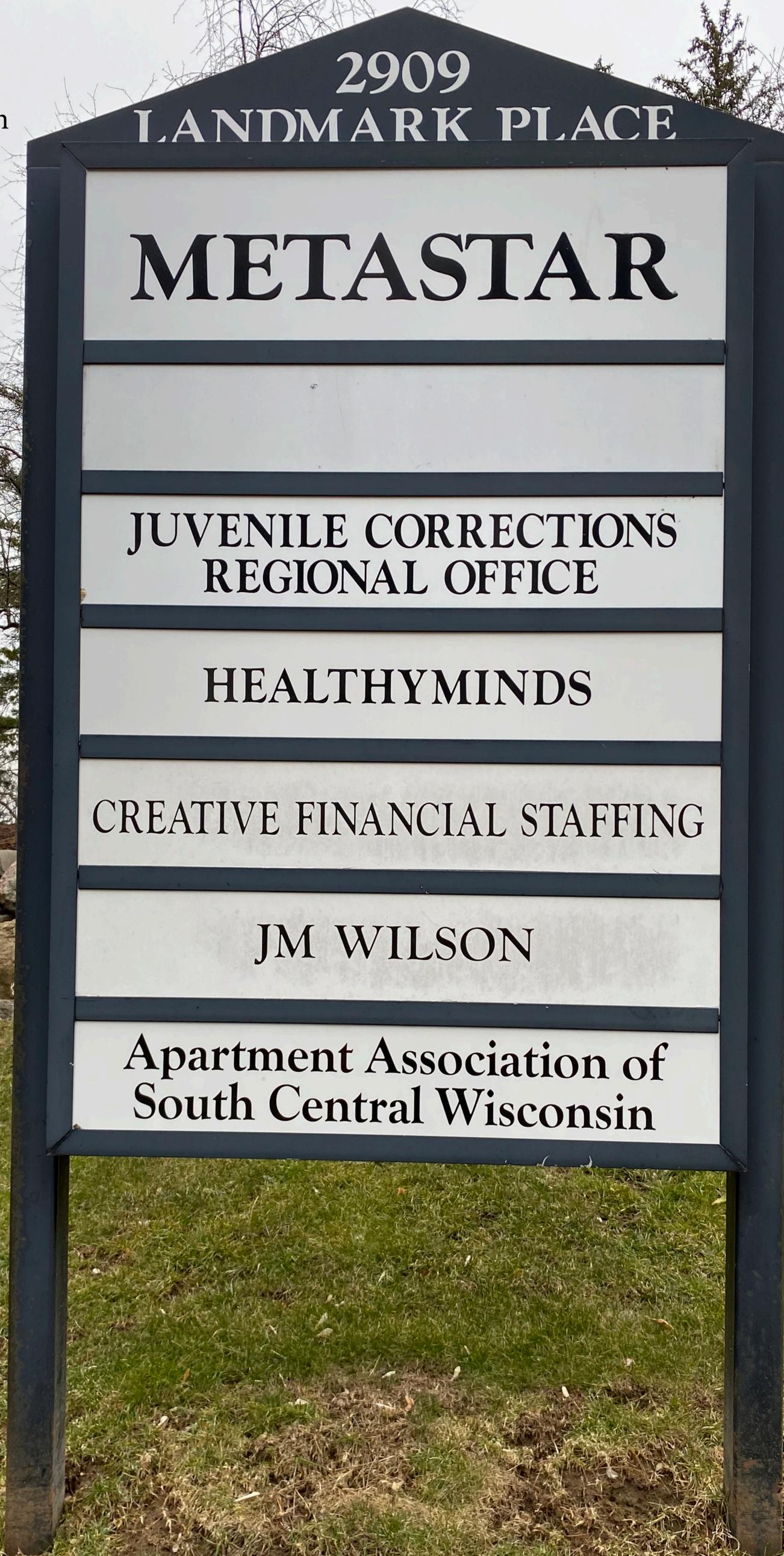
We have no objection to the new sign, and fully support this project. MetaStar's requested sign is wholly consistent with the other signage in the area and fits in with the neighborhood.

If you have any questions, please feel free to reach out to me at the contact information below.

Sincerely,

Bradley Hutter  
President & CEO  
MIG Commercial Real Estate, LLC  
3001 W Beltline Hwy  
STE 202  
Madison, WI 53713  
608 509 1000 Main

Existing multi-tenant pylon sign on property.



2909  
LANDMARK PLACE

**METASTAR**

**JUVENILE CORRECTIONS  
REGIONAL OFFICE**

**HEALTHYMINDS**

**CREATIVE FINANCIAL STAFFING**

**JM WILSON**

**Apartment Association of  
South Central Wisconsin**