



Location  
1314 Parkside Drive

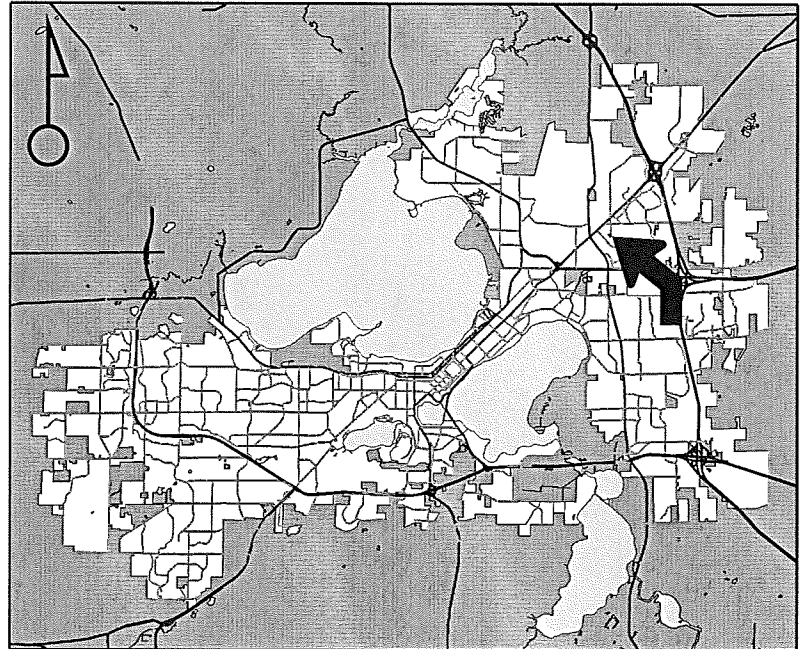
Project Name  
Telecommunications Facility

Applicant  
Mark Jorgensen – East Towne Storage Center /  
Rosemarie Barrette – FMHC Corp.

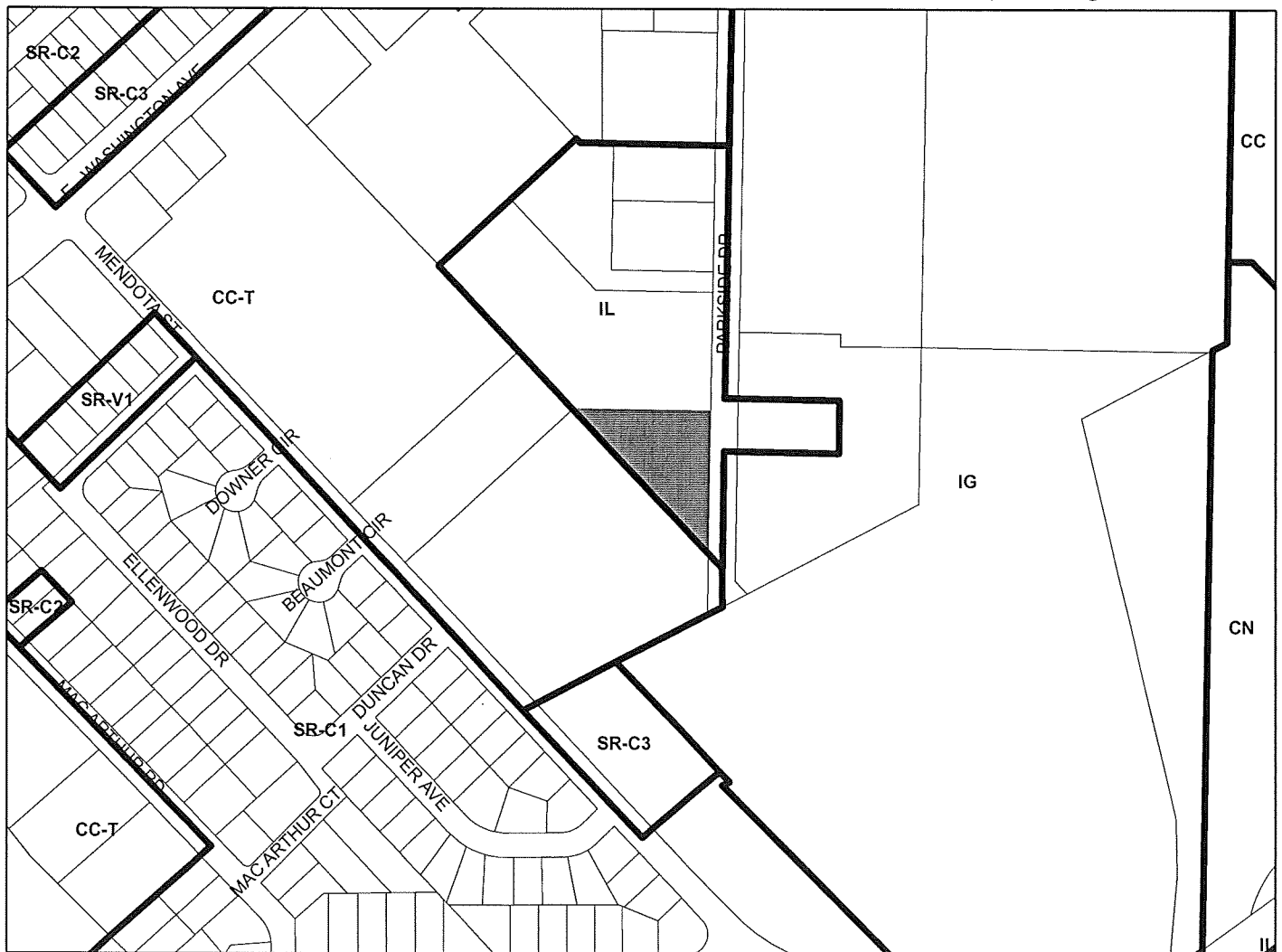
Existing Use  
Storage Center

Proposed Use  
Construct telecommunications facility

Public Hearing Date  
Plan Commission  
06 May 2013

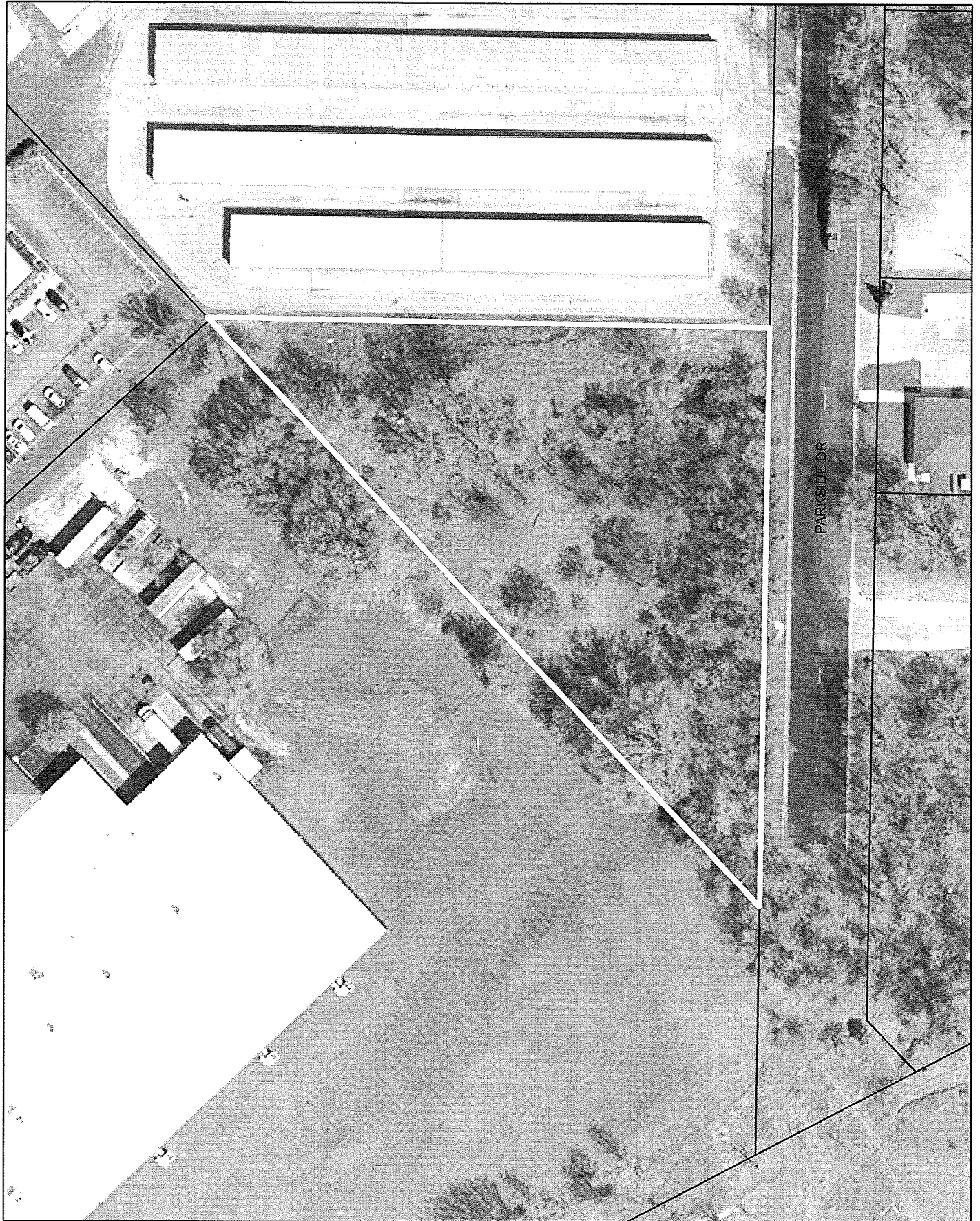


For Questions Contact: Kevin Firchow at: 267-1150 or [kfirchow@cityofmadison.com](mailto:kfirchow@cityofmadison.com) or City Planning at 266-4635



Scale : 1" = 400'

City of Madison, Planning Division : RPJ : Date : 24 April 2013



Date of Aerial Photography : Spring 2010



# LAND USE APPLICATION

CITY OF MADISON

215 Martin Luther King Jr. Blvd; Room LL-100  
PO Box 2985; Madison, Wisconsin 53701-2985  
Phone: 608.266.4635 | Facsimile: 608.267.8739

- All Land Use Applications should be filed with the Zoning Administrator at the above address.
- The following information is required for all applications for Plan Commission review except subdivisions or land divisions, which should be filed using the Subdivision Application.
- This form may also be completed online at:  
[www.cityofmadison.com/developmentcenter/landdevelopment](http://www.cityofmadison.com/developmentcenter/landdevelopment)

FOR OFFICE USE ONLY:	
Amt. Paid <u>\$2400</u>	Receipt No. _____
Date Received <u>3/20/13</u>	_____
Received By <u>[Signature]</u>	_____
Parcel No. <u>0810-332-0918-2</u>	_____
Aldermanic District <u>17 - CLAUSIUS</u>	_____
Zoning District <u>IL</u>	_____
Special Requirements <u>OK</u>	_____
Review Required By:	
<input type="checkbox"/> Urban Design Commission	<input checked="" type="checkbox"/> Plan Commission
<input type="checkbox"/> Common Council	<input type="checkbox"/> Other: _____

Form Effective: February 21, 2013

1. Project Address: 1314 Parkside Drive  
Project Title (if any): \_\_\_\_\_

2. This is an application for (Check all that apply to your Land Use Application):

- Zoning Map Amendment from \_\_\_\_\_ to \_\_\_\_\_
- Major Amendment to Approved PD-GDP Zoning       Major Amendment to Approved PD-SIP Zoning
- Review of Alteration to Planned Development (By Plan Commission)
- Conditional Use, or Major Alteration to an Approved Conditional Use
- Demolition Permit
- Other Requests: \_\_\_\_\_

3. Applicant, Agent & Property Owner Information:

Applicant Name: see attached - 2 applicants Company: \_\_\_\_\_

Street Address: \_\_\_\_\_ City/State: \_\_\_\_\_ Zip: \_\_\_\_\_

Telephone: ( ) \_\_\_\_\_ Fax: ( ) \_\_\_\_\_ Email: \_\_\_\_\_

Project Contact Person: Rosemarie Barrette Company: FMHC Corp.

Street Address: 5344 S. 48th St. City/State: Greenfield, WI Zip: 53220

Telephone: 414 659-6781 Fax: ( ) \_\_\_\_\_ Email: rbarrette@fmhc.com

Property Owner (if not applicant): East Towne Storage Center LLC, Mark Jorgensen

Street Address: 126 S. Segoe Rd. City/State: Madison, WI Zip: 53705

4. Project Information:

Provide a brief description of the project and all proposed uses of the site: installation of a wireless telecommunications tower for antennas from carriers in the industry

Development Schedule: Commencement 6/17/13 Completion 6/30/13

3. Applicant, Agent & Property Owner Information:

Applicant Name: Steve Woody Company: ERS Telecom Properties LLC  
Street Address: 1010 Potter Ave City/State: Rockwall, TX Zip: 75087  
Telephone: 817 850-8882 Fax: ( ) Email: subody@erstower.com

3. Applicant, Agent & Property Owner Information:

Applicant Name: Brian Van Asten Company: Sprint Spectrum L.P.  
Street Address: 6391 Sprint Pkwy City/State: Overland Park, KS Zip: 66251  
Telephone: ( ) 913-522-0140 Fax: Mailstop KSOPHT0101-221650 Email: brian.van.asten@ericsson.com

**5. Required Submittal Information**

All Land Use applications are required to include the following:

- Project Plans including:\***
  - Site Plans (fully dimensioned plans depicting project details including all lot lines and property setbacks to buildings; demolished/proposed/altered buildings; parking stalls, driveways, sidewalks, location of existing/proposed signage; HVAC/Utility location and screening details; useable open space; and other physical improvements on a property)
  - Grading and Utility Plans (existing and proposed)
  - Landscape Plan (including planting schedule depicting species name and planting size)
  - Building Elevation Drawings (fully dimensioned drawings for all building sides, labeling primary exterior materials)
  - Floor Plans (fully dimensioned plans including interior wall and room location)

Provide collated project plan sets as follows:

- **Seven (7) copies** of a full-sized plan set drawn to a scale of 1 inch = 20 feet (folded or rolled and stapled)
- **Twenty Five (25) copies** of the plan set reduced to fit onto 11 X 17-inch paper (folded and stapled)
- **One (1) copy** of the plan set reduced to fit onto 8 1/2 X 11-inch paper

\* For projects requiring review by the **Urban Design Commission**, provide **Fourteen (14) additional 11x17 copies** of the plan set. In addition to the above information, all plan sets should also include: 1) Colored elevation drawings with shadow lines and a list of exterior building materials/colors; 2) Existing/proposed lighting with photometric plan & fixture cutsheet; and 3) Contextual site plan information including photographs and layout of adjacent buildings and structures. The applicant shall bring samples of exterior building materials and color scheme to the Urban Design Commission meeting.

**Letter of Intent: Provide one (1) Copy per Plan Set** describing this application in detail including, but not limited to:

- |   |   |  |
|---|---|--|
| • Project Team                                | • Building Square Footage                       | • Value of Land  |
| • Existing Conditions                         | • Number of Dwelling Units                      | • Estimated Project Cost                                     |
| • Project Schedule                            | • Auto and Bike Parking Stalls                  | • Number of Construction & Full-Time Equivalent Jobs Created |
| • Proposed Uses (and ft <sup>2</sup> of each) | • Lot Coverage & Usable Open Space Calculations | • Public Subsidy Requested                                   |
| • Hours of Operation                          |   |  |

**Filing Fee:** Refer to the Land Use Application Information & Fee Schedule. Make checks payable to: *City Treasurer*.

**Electronic Submittal:** All applicants are required to submit copies of all items submitted in hard copy with their application as Adobe Acrobat PDF files on a non-returnable CD to be included with their application materials, or by e-mail to ncapplications@cityofmadison.com.

**Additional information** may be required, depending on application. Refer to the Supplemental Submittal Requirements.

**6. Applicant Declarations**

**Pre-application Notification:** The Zoning Code requires that the applicant notify the district alder and any nearby neighborhood and business associations in writing no later than **30 days prior to FILING this request**. List the alderperson, neighborhood association(s), and business association(s) AND the dates you sent the notices:

2/18/13 Joe Clausius District 17 Alder 2/18/13 Kurt Larsson Mayfair Park Neighborhood Ass'n.

→ If a waiver has been granted to this requirement, please attach any correspondence to this effect to this form.

**Pre-application Meeting with Staff:** Prior to preparation of this application, the applicant is required to discuss the proposed development and review process with Zoning and Planning Division staff; note staff persons and date.

Planning Staff: Kevin Firdow Date: 1/31/13 Zoning Staff: \_\_\_\_\_ Date: \_\_\_\_\_

The applicant attests that this form is accurately completed and all required materials are submitted:

Name of Applicant: Starwood Brian Van Asten  
ERS Towerville Sprint Relationship to Property: Tenant + Proposed Tenant  
 Authorizing Signature of Property Owner: [Signature] Date: 3/15/13



**FMHC Corporation**

8600 W. Bryn Mawr Ave.  
Suite 600N  
Chicago, IL 60631

[www.fmhc.com](http://www.fmhc.com)

phone 773 380 3800  
fax 773 693 0850

March 18, 2013

Kevin Firchow  
Madison Dept. of Planning  
& Community & Economic Development  
Municipal Building  
Suite LL 100  
Madison, WI 53703

RE: Condition Use Application for ERS and Sprint Spectrum  
1314 Parkside Drive, Madison, WI 53704

Dear Mr. Firchow:

This is the Letter of Intent required as part of the application for the Conditional Use Permit being requested by ERS and Sprint. In addition to the information provided in this letter and the attachments, an email was sent on February 18, 2013 to Joe Clausius, District 17 Alder and Kurt Larson, representative of Mayfair Park Neighborhood Association. This complies with the 30 day notice requirement.

The following information relates to the requirements set forth in the Madison Zoning Code Chapter 28.143, for the following sections:

1. Statement of Purpose. Sprint always looks at existing structures as an optimal choice for the placement of their antennas. There are no existing structures in this area that provide the height needed for adequate coverage.

2. Registration of Telecommunications Carriers and Providers. The two legal entities requesting the conditional use are:

1. ERS Telecom Properties, LLC  
Steve Woody  
1010 Potter Avenue  
Rockwall, TX 75087  
574-850-8882

or  
Jon Shultz  
57678 CR 3  
Elkhart, IN 46517  
260-894-1532

ERS presently does not own any facilities in Madison. ERS Tower Services is a full service systems and site development contractor to the Wireless Industry. ERS Tower Services has a long history in wireless communications having begun as a Motorola Sales and Service Representative (MSS) over 60 years ago. ERS Tower Services started in the wireless infrastructure business approximately 25 years ago and continues to expand.

The ERS Tower Services Division services PCS, cellular, and federal, state and local governments in all areas of wireless site construction. Past and present customers include; Motorola, Bechtel, Valmont, Pirod, Alltel, Sprint PCS, AT&T Wireless, Nextel, IPCS, Cingular Wireless, Horizon PCS, Centennial Wireless, VoiceStream, and Verizon among others.

2. Sprint Spectrum L.P  
Property Services  
6391 Sprint Parkway  
Mailstop: KSOPHT0101-Z2650  
Overland Park, KS 66251  
800-357-7641
3. Abandonment. ERS agrees to provide the removal bond in the amount of \$20,000 prior to issuance of any permits.
4. Structural Requirements. ERS agrees to comply with the structural requirements in the referenced section of the Wis. Admin. Code.
5. Basic Tower and Building Design. ERS and Sprint agree to design the telecommunications tower and support facilities as needed to blend into the surrounding environment. Drawings are part of this submittal including notations on landscaping and fencing.
6. Location. There are no telecommunications towers and no existing structures with sufficient height within 1/4 mile of the proposed location.
7. Co-located and Multiple-user Facilities. The proposed telecommunications tower will be constructed to accommodate at least 4 separate antenna arrays, which exceeds the City's requirement. There is an elevation drawing of the proposed tower with the designated heights of the antenna arrays.
8. The proposed facility is not classified as exempt and therefore, this section of the zoning code does not apply.

The following is information requested by the City:

- ERS and Sprint will each have a separate construction team for their installations.
- With the site being vacant and containing trees and plantings, the goal is to only remove what is absolutely necessary for the location of the site.
- This permit will be for the use of wireless telecommunication systems that mechanically will be in operation 24 hours a day, 7 days a week. There will be periodic visits to repair and maintain the equipment that typically requires only 1 person and 1 vehicle, which would be parked on the driveway. This project will not create new jobs but continue to keep employers thriving.

Included as part of the application are the following attachments:

- Application
- Checks payable to the City Treasurer totaling \$2,400 for permit application fees.
- Drawings of the ERS portion of the facility.
- Drawings of the Sprint portion of the facility.
- Photo simulation drawings.
- Sprint List of Sites in Madison

If you have any questions, please feel free to contact me.

Sincerely,

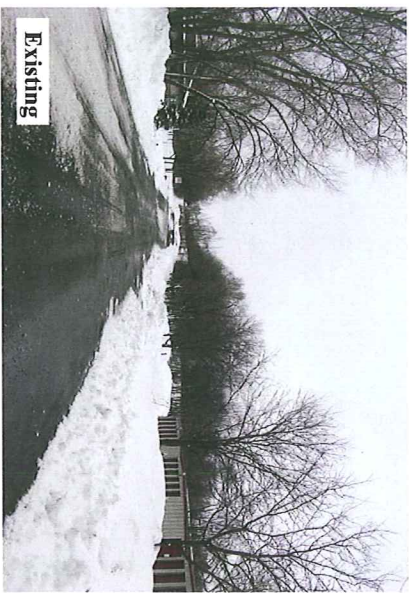
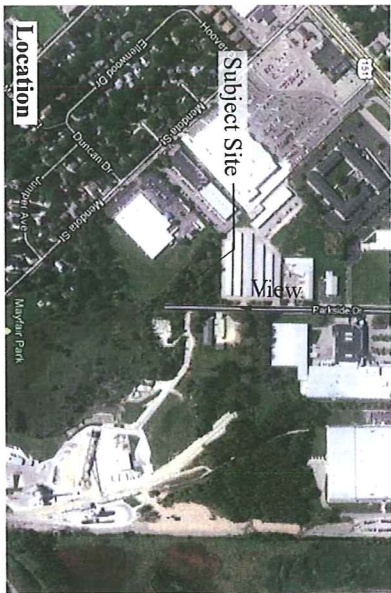


Rosemarie Barrette  
Site Acquisition & Zoning Specialist  
As Agent for ERS and Sprint



# ML85XC644 - MADISON

1314 PARKSIDE DRIVE, MADISON, WI 53704



View 01 - Looking Southwest From Parkside Drive

**Sprint**  
6100 Sprint Parkway  
ERS Telecom Properties  
Steve Woody- 574-850-8882  
swoody@erstower.com

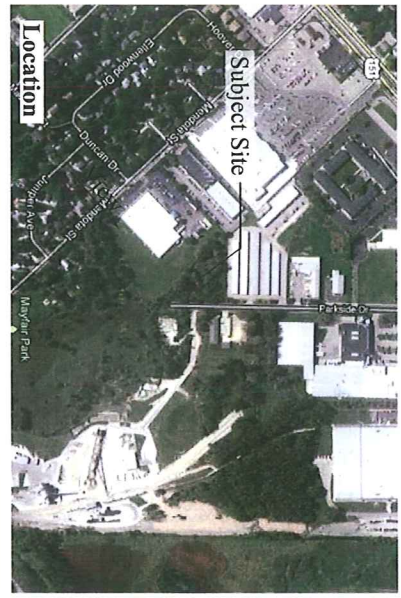
**FMHC Corporation**  
Rosmarie Barrette  
414-659-6781  
rbarrette@fmhc.com

**Applicant**

**Contact**

# ML85XC644 - MADISON

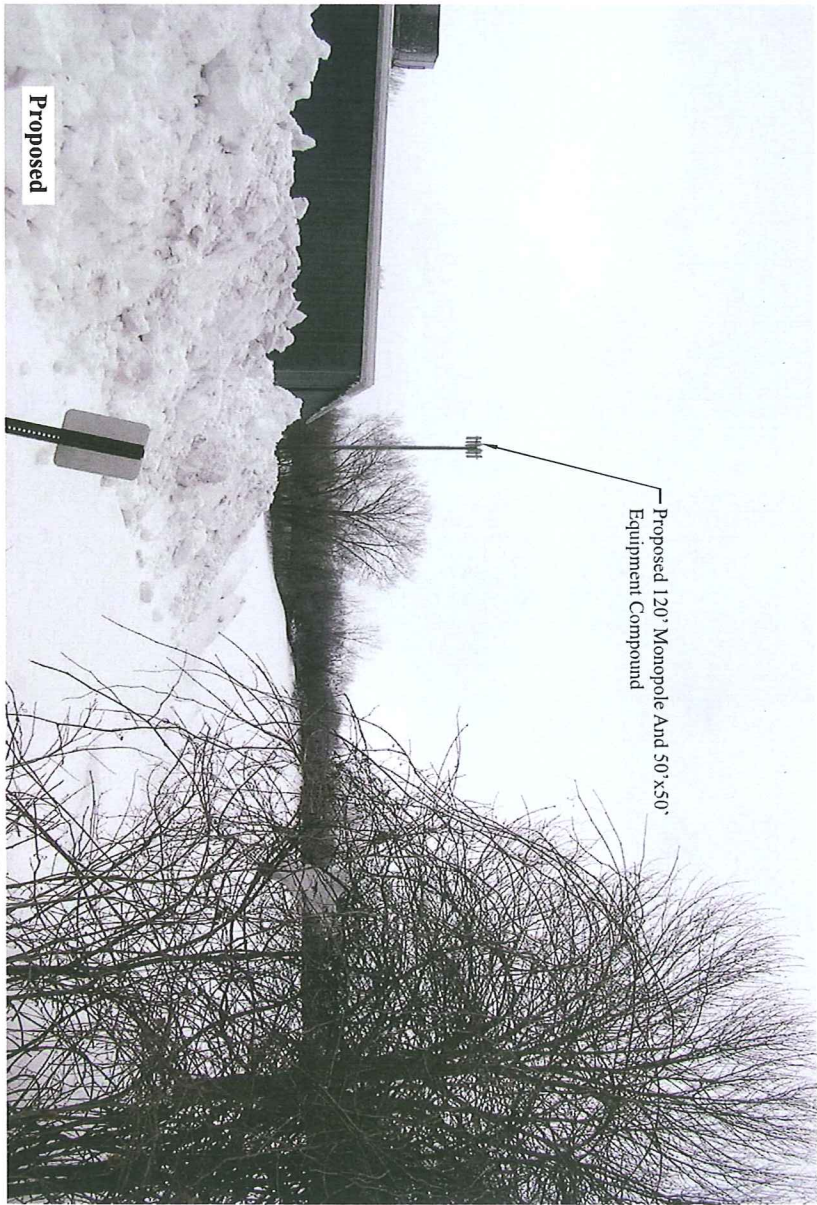
1314 PARKSIDE DRIVE, MADISON, WI 53704



Location



Existing



Proposed 120' Monopole And 50' x50' Equipment Compound

Proposed

View 02 - Looking Northeast From Nearest Residential Property

**Sprint**  
 6100 Sprint Parkway  
**ERS Telecom Properties**  
 Steve Woody- 574-850-8882  
 swoody@erstower.com

**Applicant**

**FMHC Corporation**  
 Rosmarie Barrette  
 414-659-6781  
 rbarrette@fmhc.com

**Contact**