

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 luminate 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.



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 50th 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

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'

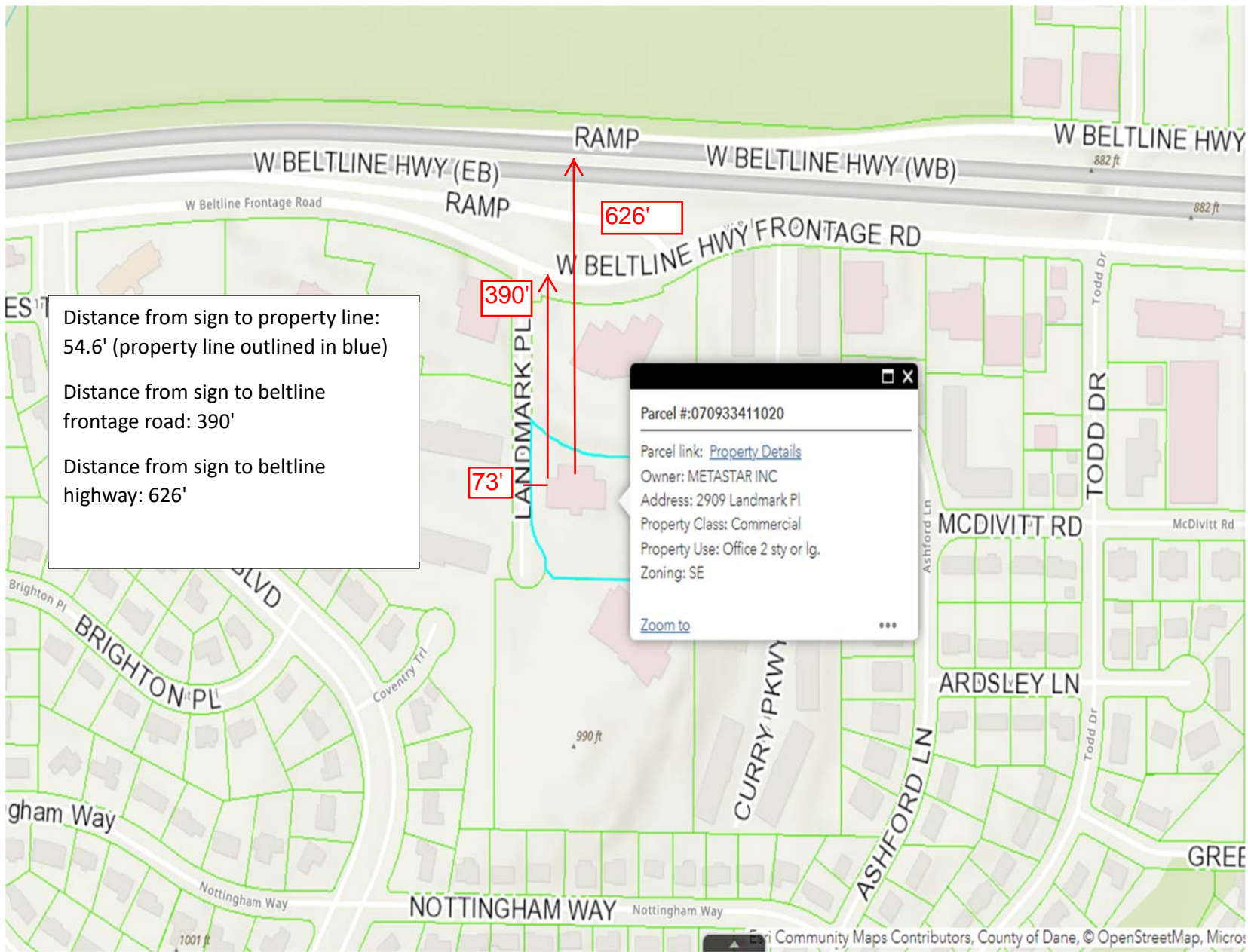
30% of signable area (max
allowance): 78'



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

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





Distance from sign to property line:
54.6' (property line outlined in blue)
Distance from sign to beltline frontage road: 390'
Distance from sign to beltline highway: 626'

Parcel #:070933411020
Parcel link: [Property Details](#)
Owner: METASTAR INC
Address: 2909 Landmark Pl
Property Class: Commercial
Property Use: Office 2 sty or lg.
Zoning: SE
[Zoom to](#)



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 Signature _____ Date _____	Project Management Review Signature _____ Date _____	Operations Review Signature _____ Date _____	Sales Review Signature _____ 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

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Brookfield, WI 53005
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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**).

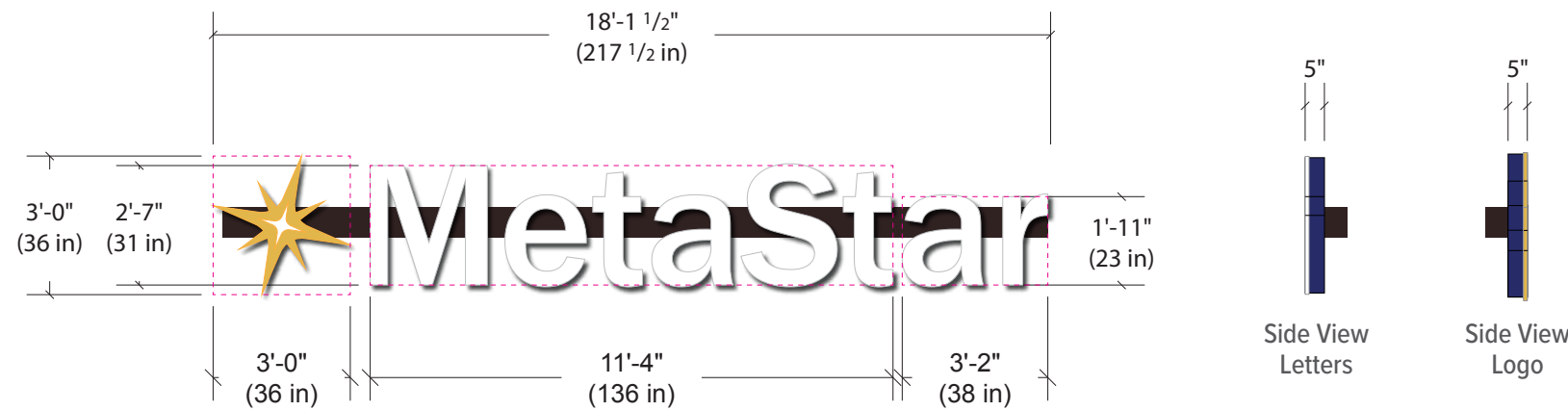
Letters are individually mounted to Raceway (B).
 All Returns Painted P-1
 "Meta Star" lettering white trim cap
 "Star Logo" yellow trim cap to match 3M Marigold graphics

(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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Client: MetaStar / Exterior Signage
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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



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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.





Go



PHYSICAL THERAPY

Ga

