

## **Ruedebusch Development & Construction**

4605 Dovetail Dr.  
Madison, WI 53704  
Tele: (608) 249-2012  
Fax: (608) 249-2032

July 2, 2007

Mr. Al Martin  
Planning & Development  
215 Martin Luther King Jr. Blvd  
Madison, WI 53701-2984

Re: Sign Package Letter of Intent for 5273 Femrite and 3325 Agricultural

Dear Al:

Ruedebusch Development & Construction and McAllen Properties, LLC is pleased to present the following sign package for your consideration for 5201 Femrite Dr. and 3325 Agricultural Dr. These properties are part of the same development and were previously approved by Urban Design.

Following is our proposal for a sign package for the above referenced project

- Building signs shall be mounted on the building in locations as noted on the attached drawing.
- Electrified signs shall be either of the following:
  - Individual letters internally illuminated mounted on a raceway (color to match building background)
  - Halo lit sign with background to blend with the building.
- Non electrified signs may be mounted to the building with the architectural features of the building visible behind the sign.
- The color of the sign letters may vary. Maximum letter height will be 30".
- Any logos that are not part of the sign shall be no larger than 6 square feet.
- Size of signs are controlled by Ordinance 33 or Ordinance 31 whichever is more restrictive.
- Ground mount signs shall be constructed with materials that match the building materials, see details on attached drawings. There will be two signs on the project, one on Femrite and one on Agricultural Dr. The signs will be 32 SF each, total of 64 SF, and will be set back 20' from the right of way line.

We hope be on the next Urban Design Commission agenda.

Please feel free to call if there are questions.

Sincerely:

David A. Nelsen  
Director of Engineering  
608-249-2012, X205  
608-212-1605, cell



Request for Variance  
Urban Design District  
Tenant Signage  
5265 Femrite Ave.

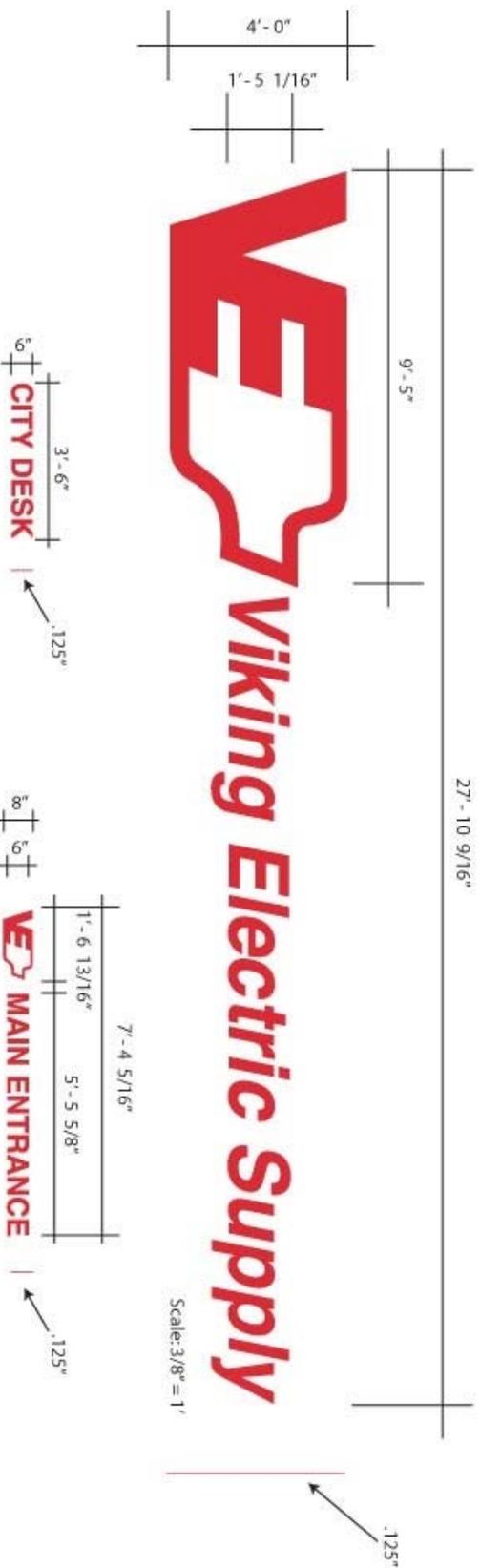
We are requesting that the allowable area for the tenant signs at 5265 Femrite Ave. (Viking Electric) be increased from 72 SF to 112 SF, with signs located on the north and east sides of the building. Attached is a copy of the sign package for the building approved at the July 11, 2007 UDC meeting.

Attached is a photo of the building with the sign superimposed on the building. The signs will be made from .125" aluminum wall letters painted red to match PMS 185.





- Notes:
- Two (2) sets of letters and logo at 4'-0" x 27' 10 9/16".
  - 6" letters to label doors "Main Entrance" and "City Desk".
  - 8" Logo to be placed in front of "Main Entrance" letters.
  - All letters and logo to be .125" flat cut-out aluminum painted to match red PMS 185.



These drawings and designs are the exclusive property of Lemberg Electric, Inc. Use of or duplication in any manner without express written permission of Lemberg Electric, Inc. is prohibited.

These drawings and designs are conceptual only. Dimensions, colors and specifications are not final. Manufacturing specifications to be engineered.

**Lemberg Electric Company Inc.**

Engineering  
Construction  
Petroleum  
Signs

720 North 109th Street  
PO Box 13627  
Wauwatosa, Wisconsin 53213-0527  
414.302.5800 Fax 414.258.8243

Revisions:

No.	Date:	Description:	By:
1.			
2.			
3.			
4.			
5.			
6.			
7.			
8.			
9.			
10.			

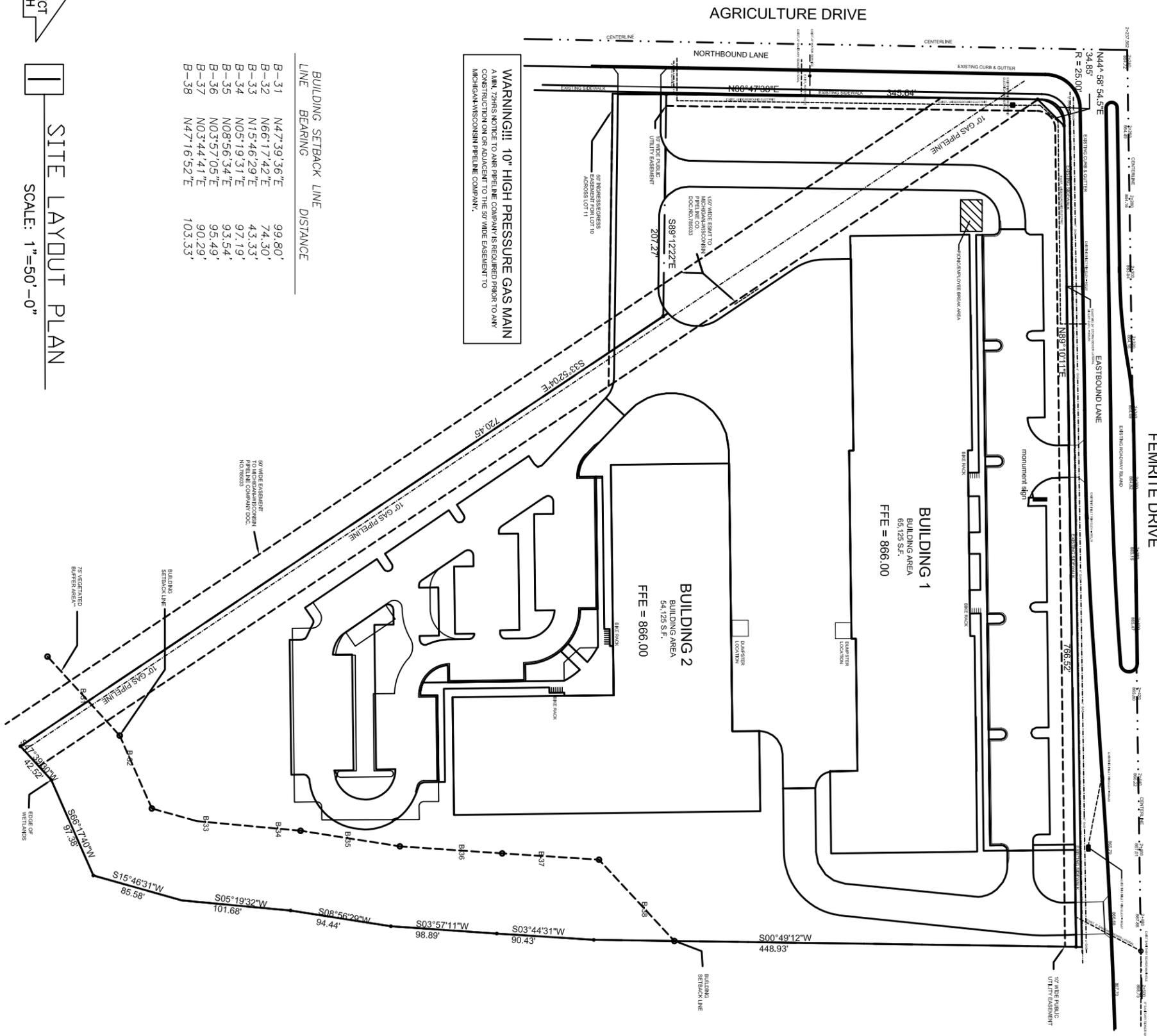
Project Name: Viking Electric
Location: Madison, WI
Date: 05/20/07
Sales Person: Anne Staerlin
Scale: 3/8" = 1'
Description: Aluminum Wall Letters
Drawing Number: WEGMAD-0001
Page Number: 1 of 1
Notes:

**PROJECT NAME:**  
LOT 9 (5201) & LOT 10 (5301)  
FERRITE DRIVE  
MADISON, WI

**SHEET TITLE:**  
SITE LAYOUT PLAN

NO.	DATE	REVISIONS	BY
PROJECT NUMBER:	5137		
DATE:	12-15-05		
DRAWN BY:	TC		
CHECKED BY:	D. NELSEN		
PROJECT MANAGER:	D. NELSEN		
FILE NAME:	S\ENGINEERING\FERRITE		

**SHEET NUMBER**  
**C2.0**



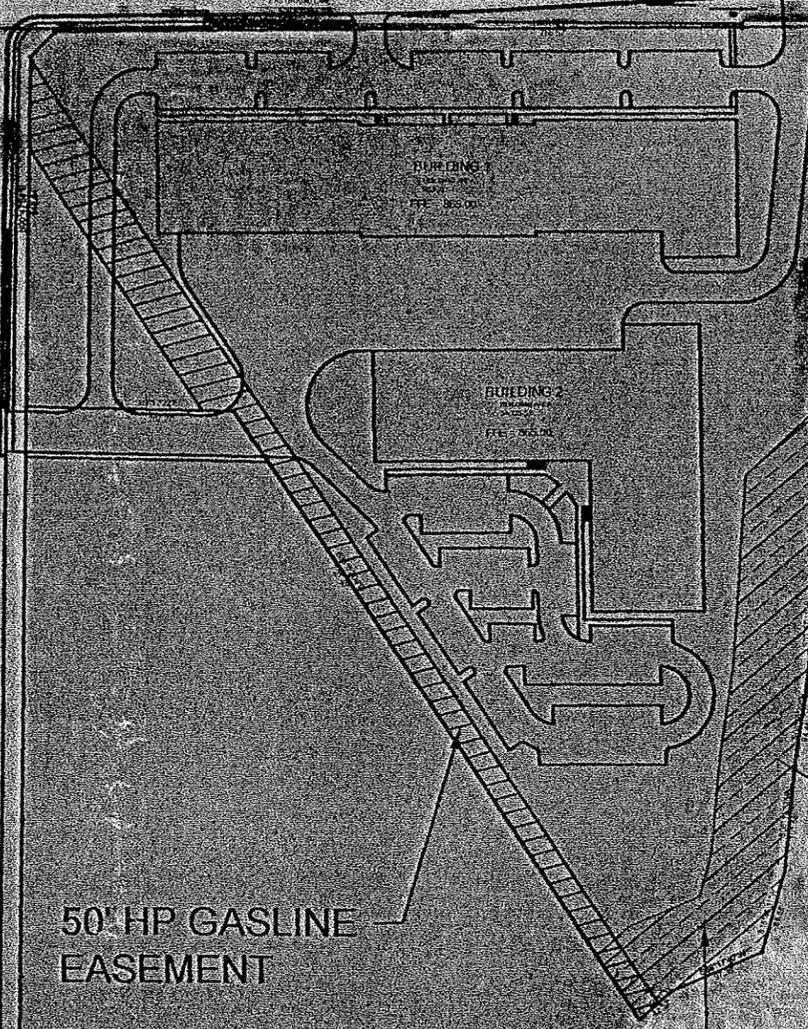
**WARNING!!! 10" HIGH PRESSURE GAS MAIN**  
A MIN. 20' SETBACK TO AIR PIPING COMPANY IS REQUIRED PRIOR TO ANY CONSTRUCTION OR ADJACENT TO THE 9" WIDE EASEMENT TO MICHIGAN WISCONSIN PIPELINE COMPANY.

BUILDING SETBACK LINE	BEARING	DISTANCE
B-31	N47°39'36"E	99.80'
B-32	N66°17'42"E	74.30'
B-33	N15°46'29"E	43.33'
B-34	N05°19'31"E	97.19'
B-35	N08°56'34"E	93.54'
B-36	N03°57'05"E	95.49'
B-37	N03°44'41"E	90.29'
B-38	N47°16'52"E	103.33'



**SITE LAYOUT PLAN**  
SCALE: 1"=50'-0"

FEMRITE DRIVE



BUILDING 1  
FOOTPRINT  
AREA: 10,000

BUILDING 2  
FOOTPRINT  
AREA: 8,000

50' HP GASLINE  
EASEMENT

75' VEGETATED  
BUFFER AREA\*\*

**APPLICATION FOR  
URBAN DESIGN COMMISSION  
REVIEW AND APPROVAL**

**AGENDA ITEM #** \_\_\_\_\_  
**Project #** \_\_\_\_\_

DATE SUBMITTED: <u>7/17/07</u>	<b>Action Requested</b>
UDC MEETING DATE: <u>8/8/07</u>	<input type="checkbox"/> Informational Presentation
	<input type="checkbox"/> Initial Approval and/or Recommendation
	<input checked="" type="checkbox"/> Final Approval and/or Recommendation

PROJECT ADDRESS: 5265 FEMRITE AVE.

ALDERMANIC DISTRICT: 16

OWNER/DEVELOPER (Partners and/or Principals) McAllen Properties LLC ARCHITECT/DESIGNER/OR AGENT: RUEDEBUSCH Dev & Const.  
DAVE NELSEN

CONTACT PERSON: DAVE NELSEN - RUEDEBUSCH Dev. & Const.  
Address: 4605 DOUETAIL DR  
MADISON, WI  
Phone: 608-249-2032 x 205  
Fax: 608-249-2032  
E-mail address: DAVE@RUEDEBUSCH.COM

TYPE OF PROJECT:  
(See Section A for:)

- Planned Unit Development (PUD)
  - General Development Plan (GDP)
  - Specific Implementation Plan (SIP)
- Planned Community Development (PCD)
  - General Development Plan (GDP)
  - Specific Implementation Plan (SIP)
- Planned Residential Development (PRD)
- New Construction or Exterior Remodeling in an Urban Design District \* (A public hearing is required as well as a fee)
- School, Public Building or Space (Fee may be required)
- New Construction or Addition to or Remodeling of a Retail, Hotel or Motel Building Exceeding 40,000 Sq. Ft.
- Planned Commercial Site

(See Section B for:)

- New Construction or Exterior Remodeling in C4 District (Fee required)

(See Section C for:)

- R.P.S.M. Parking Variance (Fee required)

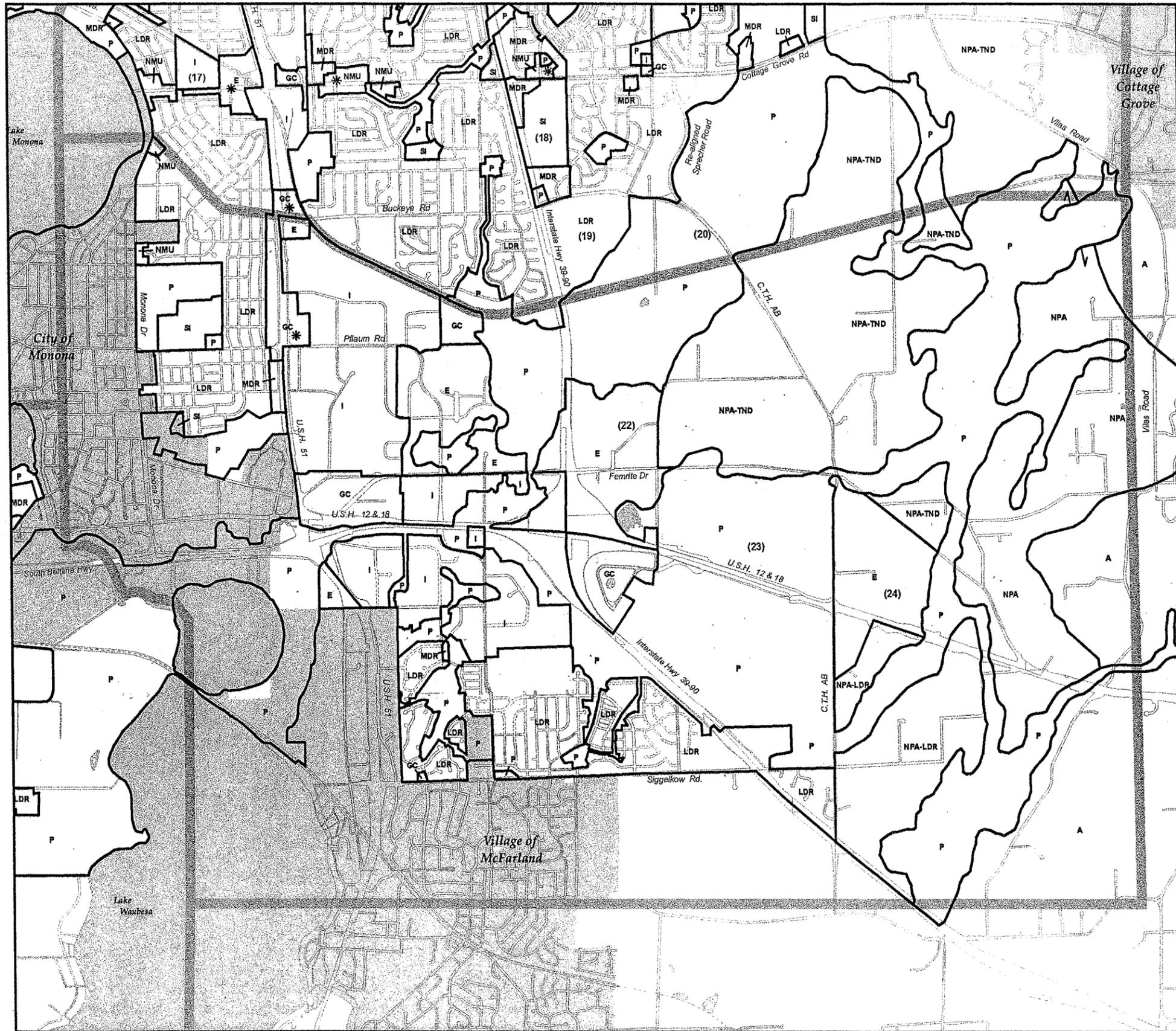
(See Section D for:)

- Comprehensive Design Review\* (Fee required)
- Street Graphics Variance\* (Fee required)
- Other \_\_\_\_\_

\*Public Hearing Required (Submission Deadline 3 Weeks in Advance of Meeting Date)

Where fees are required (as noted above) they apply with the first submittal for either initial or final approval of a project.

October 21, 2005, 10:15am



# Generalized Future Land Use Plan

City of Madison  
October 2005

**RESIDENTIAL DISTRICTS**  
 LDR Low Density (0 - 15 units/acre)  
 MDR Medium Density (16 - 40 units/acre)  
 HDR High Density (41 - 60 units/acre)

**MIXED USE DISTRICTS**  
 NMU Neighborhood Mixed Use  
 CMU Community Mixed Use  
 RMU Regional Mixed Use

**COMMERCIAL/EMPLOYMENT DISTRICTS**  
 GC General Commercial  
 RC Regional Commercial  
 E Employment  
 I Industrial

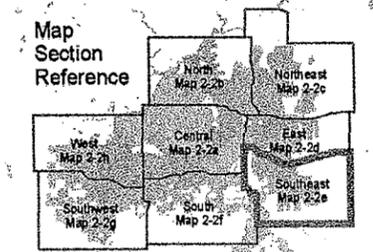
**OPEN SPACE - AGRICULTURE DISTRICTS**  
 P Park and Open Space  
 A Agriculture/Rural Uses

**SPECIAL DISTRICTS**  
 SI Special Institutional  
 AP Airport  
 C Campus

Downtown Districts (See Volume II Map 2-3)  
 NPA Neighborhood Planning Area (TND Encouraged)

**SPECIAL OVERLAY DESIGNATIONS**  
 \* TOD Transit Oriented Development (Conceptual Locations)  
 TND Traditional Neighborhood Development (Conceptual locations, TND may be applied to NPA and residential districts as specified in neighborhood and special area plans.)  
 (0) Land Use Note Reference Number

Other Cities and Villages  
 Existing Street  
 Conceptual Street



Data Source:  
City of Madison Department of Planning and Development, Planning Unit



