

URBAN DESIGN COMMISSION APPLICATION

UDC

City of Madison
Planning Division
126 S. Hamilton St.
P.O. Box 2985
Madison, WI 53701-2985
(608) 266-4635



FOR OFFICE USE ONLY:

Paid _____ Receipt # _____
Date received _____
Received by CITY OF MADISON
Aldermanic District _____
Zoning District JAN - 8 2018
Urban Design District 10547
Submittal reviewed by Planning, Community & Economic Development

Complete all sections of this application, including the desired meeting date and the action requested.

If you need an interpreter, translator, materials in alternate formats or other accommodations to access these forms, please call the phone number above immediately.

1. Project Information

Address: 6310 Town Center Drive
Title: Steamfitters Local 601 Training Center

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)
 Signage Variance (i.e. modification of signage height, area, and setback)

Other
 Please specify _____

4. Applicant, Agent, and Property Owner Information

Applicant name Zach Wenger-Lemberg Company Lemberg Electric
Street address 4085 N. 128th St. City/State/Zip Brookfield, WI 53005
Telephone 262-364-0364 Email zwenger@lembergelectric.com

Project contact person Zach Wenger Company Lemberg Electric
Street address 4085 N. 128th St. City/State/Zip Brookfield, WI 53005
Telephone 262-364-0364 Email zwenger@lembergelectric.com

Property owner (if not applicant) Steamfitters Local 601
Street address 3300 S. 103rd St. City/State/Zip Milwaukee, WI 53227
Telephone 414-543-7721 Email KLewis@Steam601.org



4085 North 128th Street, Brookfield, WI 53005
phone 262.781.1500 • fax 262.781.1540
www.LembergElectric.com



December 26th, 2017

City of Madison-Planning Division
ATTN: Matt Tucker
126 S. Hamilton St.
Madison, WI 53701

RE: Steamfitters 601 Training Center Pole Sign

Lemberg Electric, LLC, as a representative of Steamfitters Local 601, seeks approval from the City of Madison's Urban Design Commission for a proposed ground sign located on the north side of the property located at 6310 Town Center Drive. This CDR is being submitted as a revision to the pole sign that was denied from the UDC meeting on September 27th, 2017 (agenda item 6).

Great care has been taken to make this sign appealing for both the Steamfitters Union, as well as the City of Madison. The materials and colors of the pole sign will mimic the building design and colors. This sign will serve as a complimentary piece to the building, while also allowing the Steamfitters to advertise apprenticeships and job openings to motorists.

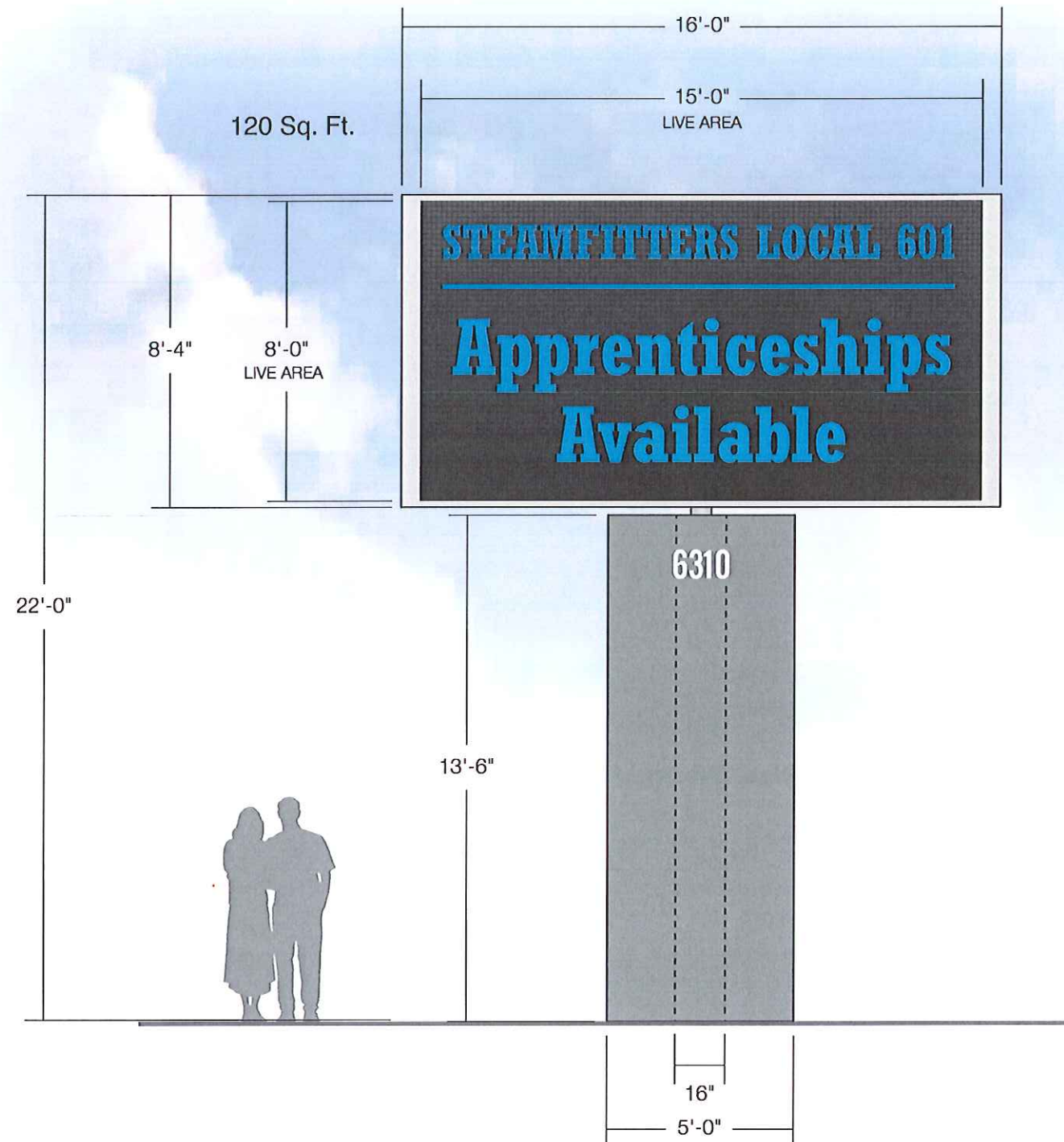
There is a major design aspect that renders this sign necessary. The north side of the Steamfitters property, where the sign will be located, butts up to Interstate 94. The main objective for this sign is to display job and apprenticeship opportunities for job seekers. Placing this sign in the proposed location will allow for maximum viewership and "looks". Ultimately, this sign conforms to the City of Madison's municipal code regarding square footage and height (secs. 31.08(2)(b) & 31.08(2)(c)). With that in mind, it is imperative that this sign be approved so the Steamfitters can meet the growing demands of the booming construction industry by reaching a larger audience.

This sign will conform to sections 31.02(1) and 33.24(2) of the City of Madison's municipal code. This pole sign capitalizes on optimal sight lines in order for unobstructed viewing from the Interstate. This sign will act as a complimentary piece of the property and will increase - not detract - from the value of the property.

In order to meet the minimum construction standards listed in section 31.04(5), Lemberg had the pole sign professionally engineered. This sign will be constructed with high strength steel and aluminum. Per the International Building Code, this pole sign is designed to withstand wind loads in excess of 30 pounds per square foot and 90 mile per hour wind speeds per 3 second gust.

PRODUCTION DRAWING

DATE: 10-31-17 APPROVED BY: ZW



END VIEW

2'-0"
+/-

PYLON SIGN - ELECTRONIC MESSAGE CENTER 120 中

ONE (1) DOUBLE SIDED PYLON SIGN

ELECTRONIC MESSAGE CENTER - WATCHFIRE 16MM FULL COLOR, 144 H x 270 W PIXEL MATRIX

WATCHFIRE EMC POWER REQUIREMENTS: 240.00 VOLT

4 WIRE 25.00 AMPS PER FACE / 50.00 AMPS TOTAL

SINGLE PHASE SERVICE REFER TO THE INSTALLATION MANUAL

FOR DETAILS ON WIRING.

BASED ON 18.00 HOURS OF OPERATION A DAY, PLUS OR MINUS 10%

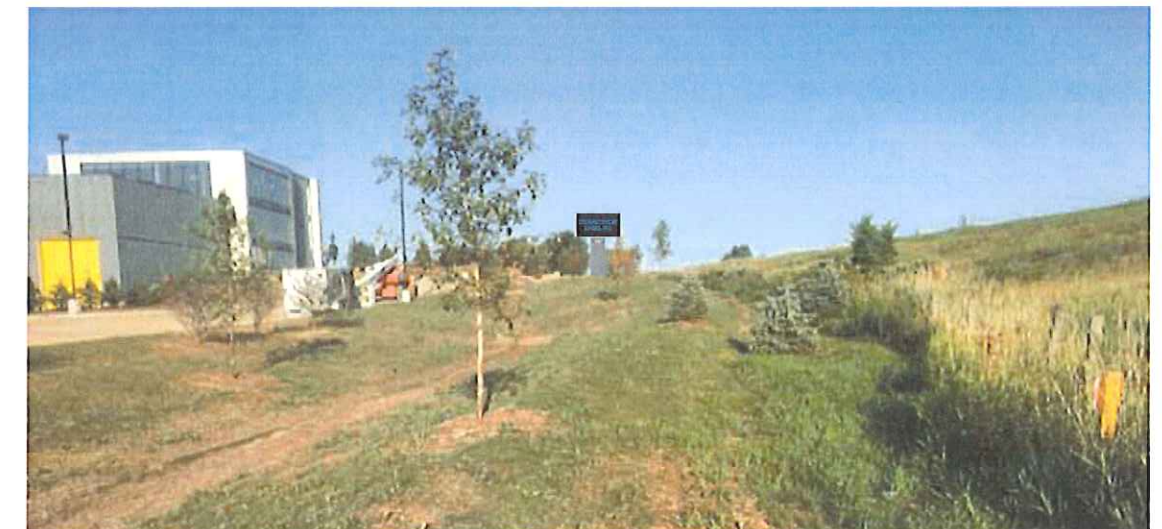
DEPENDENT ON HOW THE SIGN IS PROGRAMMED.

ALUMINUM CLADDING - PAINT METALLIC LT. GREY (AKZONOBEL 359A4)

16" POLE (STEPPED DOWN TO 6") w/ FABRICATED ALUMINUM POLE COVER - PAINT TO MATCH ARCHITECTURE, METALLIC MED. GREY (AKZONOBEL 618C2)

ADDRESS - 3M REFLECTIVE VINYL, WHITE 680-10

EXCAVATE FOUNDATION 9' DEEP. (SEE ENGINEERING ON PAGE 2)



NOTE: See Engineering & Foundation Details on Drwg. 5 (14)

NOTE: FINAL ELECTRICAL CONNECTION IS THE RESPONSIBILITY OF THE OWNER. LEMBERG WILL ONLY PROVIDE CONNECTION IF APPROPRIATE ELECTRICAL SOURCE IS WITHIN 3' OF THE SIGN.



4085 North 128th Street, Brookfield, WI 53005
p. 262.781.1500
f. 262.781.1540
www.lembergelectric.com

PROJECT:
Hunzingers / Steamfitters Local 601
ADDRESS:
6310 Town Center Drive, Madison, WI

DRAWING:	5(15)	REVISION DATE:	10-25-17	REVISION#:	(15)
DATE:	03-13-17	SALES REP:	Brian Pritzkow		
SCALE:	1/4" = 1'	DESIGNER:	Mark Mayzik		

LANDLORD APPROVAL SIGNATURE / DATE:

PAGE #:

CLIENT APPROVAL SIGNATURE / DATE:


1 of 2



I-94



NOTE: FINAL ELECTRICAL CONNECTION IS THE RESPONSIBILITY OF THE OWNER. LEMBERG WILL ONLY PROVIDE CONNECTION IF APPROPRIATE ELECTRICAL SOURCE IS WITHIN 3' OF THE SIGN.

 <p>4085 North 128th Street, Brookfield, WI 53005 p. 262.781.1500 f. 262.781.1540 www.lembergelectric.com</p>	PROJECT: Hunzingers / Steamfitters Local 601	DRAWING: 5(16)	REVISION DATE: 01-04-18	REVISION#: (16)	LANDLORD APPROVAL SIGNATURE / DATE:	PAGE #: 1 of 1
	ADDRESS: 6310 Town Center Drive, Madison, WI	DATE: 03-13-17	SALES REP: Brian Pritzkow	CLIENT APPROVAL SIGNATURE / DATE:		
		SCALE: N.T.S.	DESIGNER: Mark Mayzik			

US INTERSTATE 94

**FREE-STANDING
EMC SIGN**

SIGN #4 - P&P

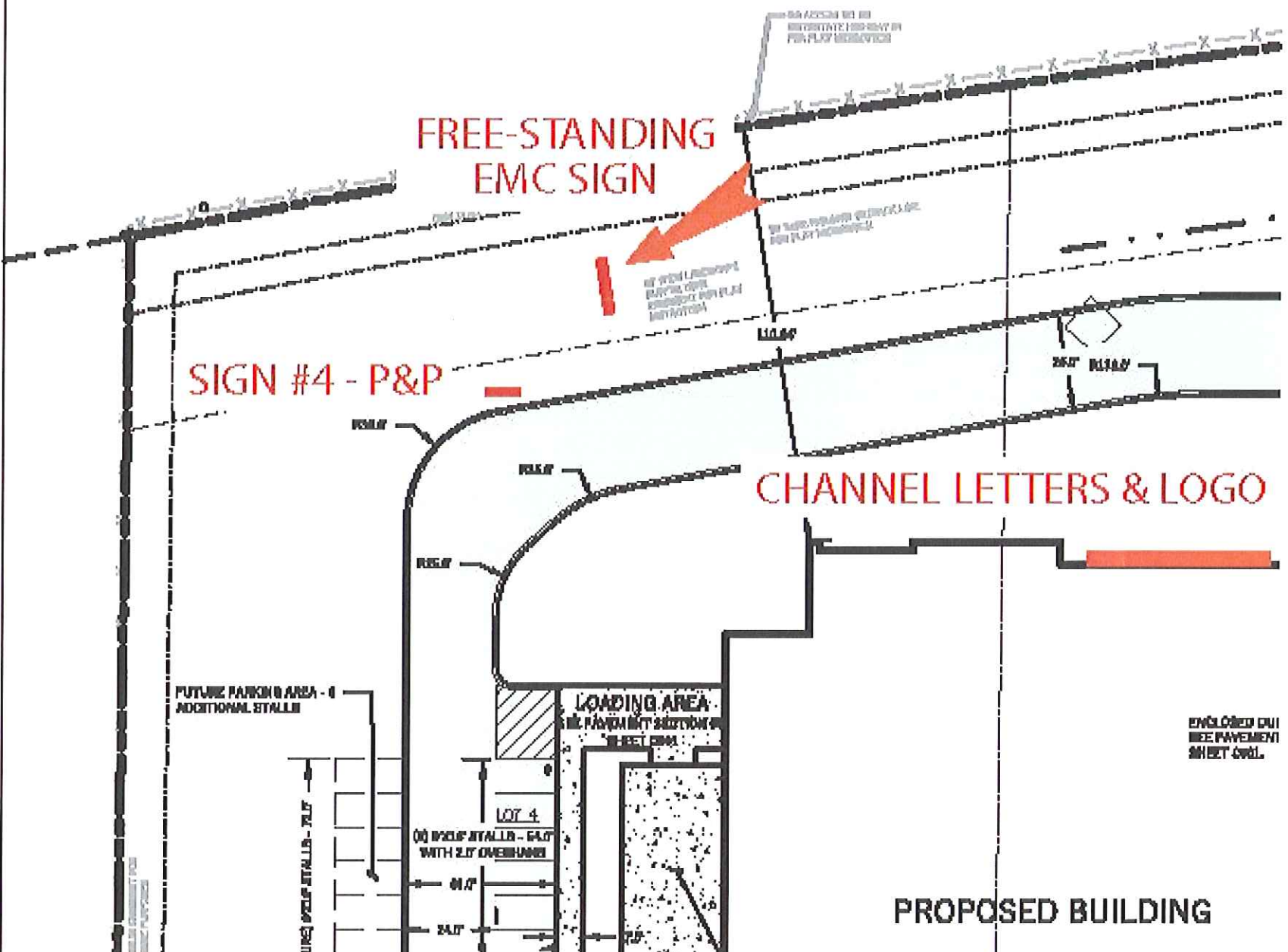
CHANNEL LETTERS & LOGO

FUTURE PARKING AREA - 4
ADDITIONAL STALLS

LOADING AREA

ENCLOSED CURB
SEE PAVEMENT
SHEET 001

PROPOSED BUILDING



Steamfitters Local 601 Pole Sign



Steamfitters Local 601 Pole Sign



Leading edge of pole sign in relation to I94