

# 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 kaj xav tau ib tug neeg txhais lus, tus neeg txhais ntawv, los sis xav tau cov ntaub ntawv ua lwm horntawv 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): 2909 Landmark Pl, Madison WI 53713

Title: Metastar - New wall sign

## 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 Zane Nichols

Street address 4085 N 128th St

Telephone 414-254-1033

Project contact person Jeff White

Street address 4085 N 128th St

Telephone 414-531-6190

Property owner (if not applicant) Paul Neitzel

Street address 2909 Landmark Pl

Telephone 608-441-8234

Company Lemberg Electric

City/State/Zip Brookfield WI 53005

Email ZNichols@lemberelectric.com

Company Lemberg Electric

City/State/Zip Brookfield WI 53005

Email JWhite@lemberelectric.com

City/State/Zip Madison WI 53713

Email —

# URBAN DESIGN DEVELOPMENT PLANS CHECKLIST

UDC

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

## 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.

## 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 [UDCappllications@cityofmadison.com](mailto:UDCappllications@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 Jessica Vaughn on 0/29/23.
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 Paul Netzel Relationship to property \_\_\_\_\_

Authorizing signature of property owner Paul Netzel Date 7/19/23

## 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

New Sign will go here, in place of  
the older existing sign. This is  
the North elevation,

Sign-able area: 34' x 52"

MetaStar



Existing multi-  
tenant pylon sign  
on property.

2909  
LANDMARK PLACE

**METASTAR**

JUVENILE CORRECTIONS  
REGIONAL OFFICE

HEALTHYMINDS

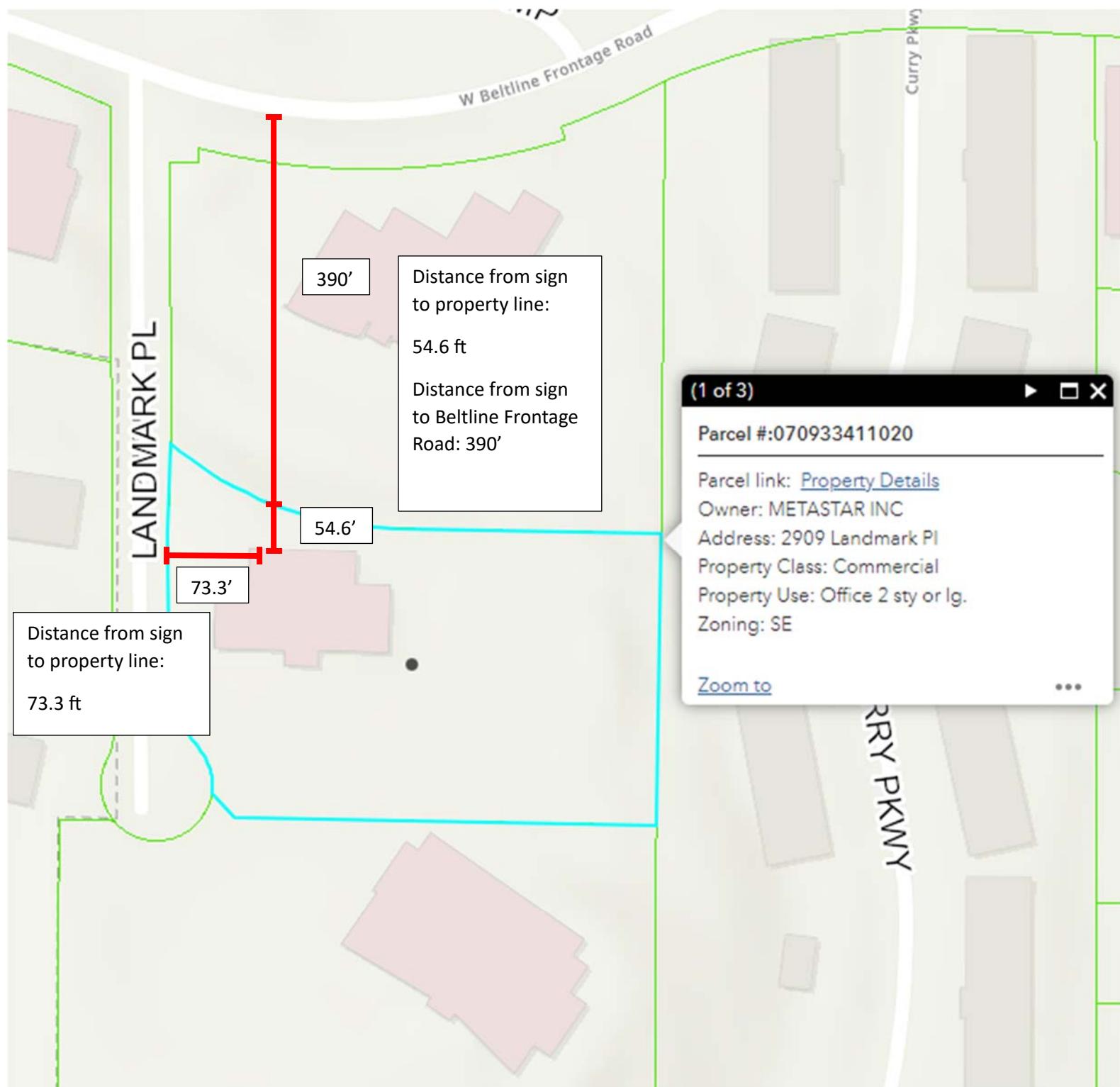
CREATIVE FINANCIAL STAFFING

JM WILSON

Apartment Association of  
South Central Wisconsin







LifeStance Therapists and Ansay & Associates & Energy Services INC. -  
2901 W Beltline Hwy (pic 1,2,3)

All signs illuminate white and also don't face the buildings parking lot.  
This building is right in front of Metastar. Building also has led flood  
lights that shine up on the building.





Ansay & ASSOCIATES

VR11



RK



ENERGY SERVICES INC

Madison oral surgery and dental implants along with Wegners CPA.

Building is behind Metastar. Top of building has signs that illuminate white. Other photos will show them at night.





Warrior CPAS

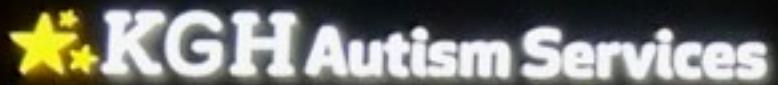
WILMINGTON SICKLE CELTIC MALL

 WannerCPA

UW Health down the road from metastar. Sign during the day and next photo at night.



Fit4Health



LANDMARK CREDIT UNION

Signs near metastar and facing beltline.  
both signs share same concepts we  
would like of having a logo and white  
letters.

Large Tricor insurance sign that takes up most of the sign band. Large letters, also white channel letter faces.





August 4, 2023

Urban Design Commission

Dear Commission:

We appreciate your consideration of our request to replace our old sign with a more contemporary, visible sign as we mark our 50<sup>th</sup> Anniversary. A more visible sign will aid those trying to find our building, as there is often confusion with the new building behind us. We can no longer say we are at the top of the hill! As the approach to our building is on Landmark Place, and people see the back of the building on their way up the hill, this will certainly assist our visitors in finding us.

The style of this sign will also fit in with the majority of signs on the buildings in our neighborhood, and will utilize newer technology, which will be more environmentally friendly. The new sign will be placed where our existing sign is located. We actually have one less sign on our building than we had for many years, as we removed a tenant's white channel sign this year, so it will just be MetaStar's sign now.

We have discussed our plans with our neighbors, and they are in support of us moving forward with this. Thank you for your time and consideration of our request.

Sincerely,

Paul C. Neitzel  
Chief Operating Officer  
MetaStar, Inc.  
2909 Landmark PL  
Madison, WI 53713  
pneitzel@metastar.com



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,

A handwritten signature in black ink, appearing to read "Bradley Hutter".

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



4085 North 128th Street, Brookfield, WI 53005  
phone 262.781.1500 • fax 262.781.1540  
[www.LembergElectric.com](http://www.LembergElectric.com)



## **Metastar UDC application; Letter of intent**

July 20th 2023

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: Jessica Vaughn and UDC: The following is submitted together with plans and the application for review by staff and the Urban Design Commission.

To Whom It May Concern:

Lemberg Electric, on behalf of Metastar, is requesting approval to install one wall sign on the north elevation of the Metastar building. Metastar is located within the City of Madison, per our meeting with Jessica Vaughn, we have been notified that to perform the proposed work, approval from the UDC must be obtained. The sign that Metastar currently has on their building is also in the same place that they would like their proposed wall sign installed. The proposed wall sign is 54.4 square feet with the logo being 3' tall, the letters being between 2' 7" and 1' 11" tall and the entire sign is 18'-1-1/2" in length. Metastars current sign has blue faces, halo lit, and illuminates blue against a dark brick. This current and older style is very hard to see and read when it is darker out. The newly proposed sign has white faces and white internal illumination which will make it possible for people driving both at night and during the day to be able to read the sign and identify the Metastar property without causing distraction to drivers and pedestrians.

Metastar has been a staple of the Landmark Place Business Park for many years and has deep roots embedded in the community. The business would like to add this sign to advertise and communicate with new and old customers where they can find the Metastar property. The intent is for the sign to be a compliment to the neighbors and the business itself with minimal impact on the surrounding businesses and the City of Madison.

The proposed sign has individual letters and a logo mounted on a raceway. The raceway and channel letter backing will be painted to match the building, making the letters and logo the most integral part of the sign. The faces will be white acrylic with translucent vinyl overlay, the letters and the raceway will both be constructed using aluminum.

In reference to the Madison Municipal sign code; for a single occupancy, stand-alone, non-residential building with twenty-five thousand (25,000) square feet or more in floor area, or a non-residential occupancy or tenant space with twenty-five thousand (25,000) square feet or more in floor area in a multi-tenant building, the maximum net area of all wall, roof and above roof signs shall be thirty percent (30%) of the signable area. The lineal foot measurement method shall not be available. In no case shall a wall sign under this sub. (b) exceed one hundred twenty (120) square feet in net area. Any other occupancies or tenant spaces of less than twenty-five thousand (25,000) square feet of floor area on the same building or zoning lot are eligible for standard net area measurement under sub. (4)(a). The proposed sign is 55.54 sqft so the sign is slightly larger than the 30% allowance, the sign proposed is almost the same square footage as what is currently onsite and making the sign any smaller will make it unreadable from the Beltline. Metastars current sign is not legible from the beltline currently, shrinking the sign will give Metastar the same problem of people not being able to identify the building/property from the Beltline.

The signable area for a wall signs is determined by the area of the facade of the building that is free of doors, windows (for purposes of this definition, spandrel panels or other non-vision glass used as an exterior building material are not considered windows) or other major architectural detail, and that extends no higher than the juncture of the wall and the roof, or in the case of a facade that includes a parapet wall, no more than four (4) vertical feet of the parapet wall may be included in the measurement of the signable area. Metastars building does not include a parapet wall and no windows/doors or changes in the façade were included in our signable area (see attached signable area document).

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. Having a light-colored copy on a dark background makes the sign very difficult to read/see. Which is why several of the buildings around the Metastar property have moved forward with internal illumination with white faces (samples provided in submission). The existing sign does comply with this section of the code and it is nearly impossible to read at night. The sign looks like a blue blur on the side of the wall which does not allow customers to be able to identify Metastars property.

Regarding the projection of the sign, the code states that no signs are to project off the face of the building more than 15". Our sign will project 10" from the wall which is under the allowable maximum projection as stated in 31.03.



4085 North 128th Street, Brookfield, WI 53005  
phone 262.781.1500 • fax 262.781.1540  
[www.LembergElectric.com](http://www.LembergElectric.com)

Page # 3

The sign is meant to serve the purpose of signs; to advertise safe, effective, and clear messages to businesses, the community and potential customers while remaining nonobtrusive on neighboring properties or the city of Madison. The new sign will also help improve property value for the owner of the building along with the other buildings in the surrounding area with like signage.

Thank you for your consideration of the request. Please do not hesitate to contact me directly with any questions or comments. My direct line is (414) 254-1033 and my email is [znichols@lebergelectric.com](mailto:znichols@lebergelectric.com).

Sincerely,  
Lemberg Electric Company, Inc.

*Zane Nichols*

Zane Nichols  
Project Manager



## MetaStar / Exterior Signage

2909 Landmark Place / Madison, WI 53713

Drawing Package Title: MetaStar Exterior Sign 1 (3) CA

Date: 9-5-23

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

 4085 North 128th Street Brookfield, WI 53005 p. 262-781-1500 www.LembergElectric.com	<b>CLIENT DRAWING APPROVAL - PLEASE PROOFREAD ALL DRAWINGS CAREFULLY</b> - Check off the boxes below / sign & date.  I have checked the following details on ALL pages and approve: <input type="checkbox"/> Spelling / Copy Content <input type="checkbox"/> Sign Placement <input type="checkbox"/> Colors (I have reviewed physical samples of colors, as listed in this document)  Client Signature _____ Date _____	Job # 2346-0446	CLIENT APPROVAL DRAWING
---	--	-----------------	-------------------------



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**

## #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 RACEWAYNO PHOTOCELL CONTROL ON SIGN. SIGN RUNS ON TIME CLOCK.

44.68 SQFT

## (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/ 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 &amp; 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 ✓

