

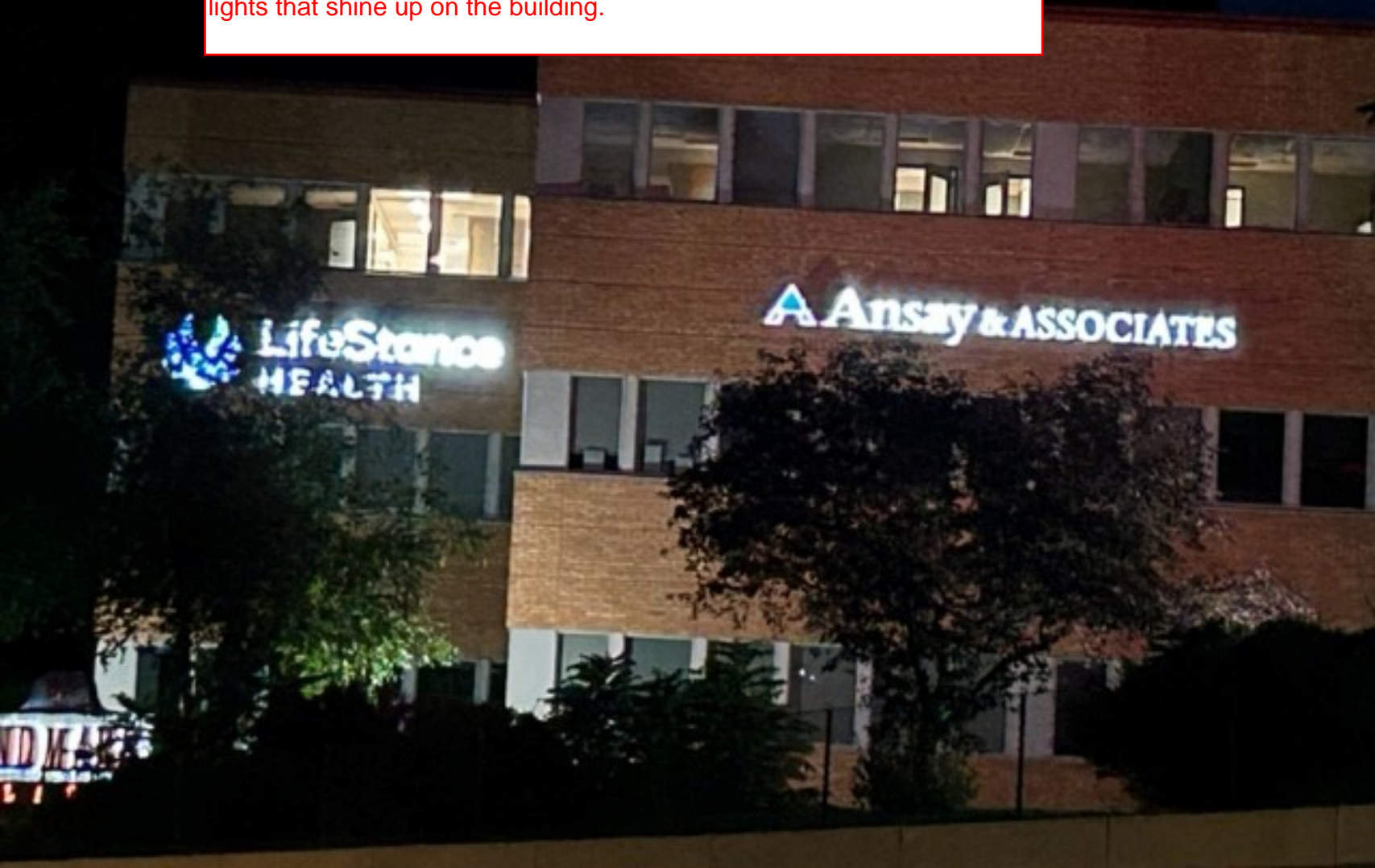
New Sign will go here, in place of  
the older existing sign. This is  
the North elevation,

Sign-able area: 34' x 52"





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

TRV

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.







Warner CPAS

CONSIGLIO DI AMMINISTRAZIONE E SOCIETA' ANONIMA

15/4

WYNN MAJ SINGAPORE & HONG KONG

 Wynn CPA






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





Health





★ KGH Autism Services

 LANDMARK CREDIT UNION

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

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





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

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



SIGNS

4085 North 128th Street
Brookfield, WI 53005
p. 262-781-1500
www.LembergElectric.com

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\_r00\_CA

Date:
6-15-23



#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 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).

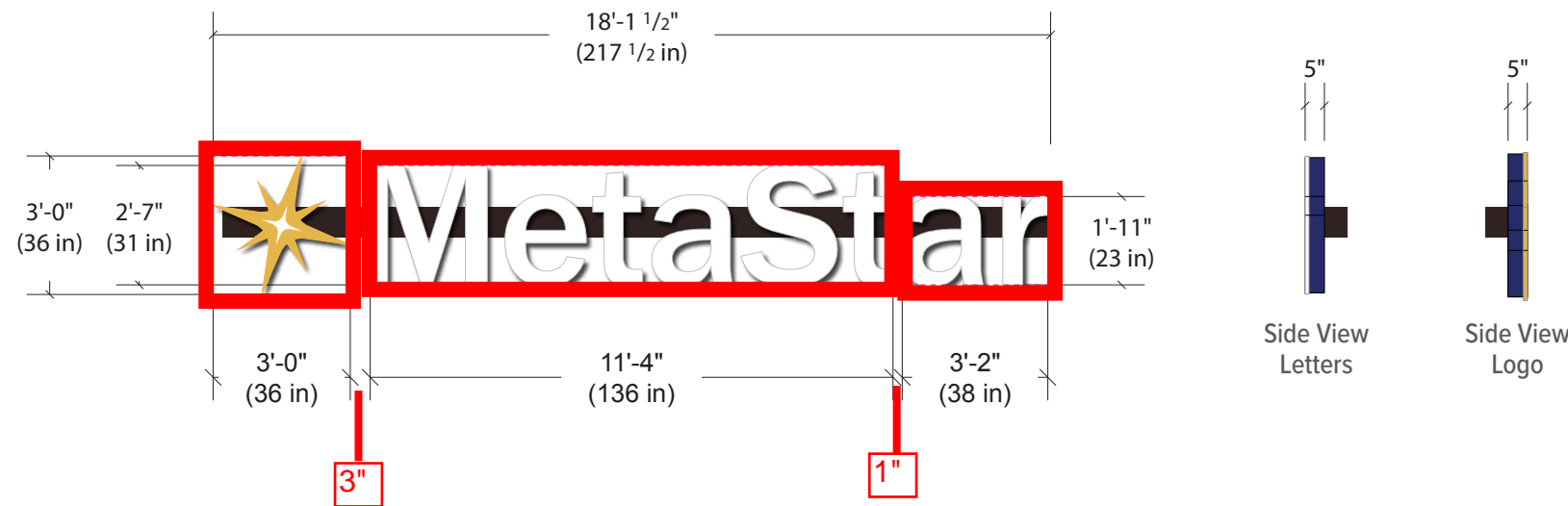
All Returns Painted P-1  
 "Meta Star" lettering white trim cap  
 "Star Logo" yellow trim cap to match 3M Marigold graphics

**(B) Raceway**  
 Standard extruded aluminum raceway, appropriate for letter size. Raceway to have sliding (movable) top & 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 ✓



4085 North 128th Street  
 Brookfield, WI 53005  
 p. 262-781-1500  
 www.LembergElectric.com

Client: MetaStar / Exterior Signage  
 Location: 2909 Landmark Place  
 City: Madison, WI 53713

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\_r03\_CA 9-5-23