

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 _____

Aldermanic District _____

Zoning District _____

Urban Design District _____

Submittal reviewed by _____

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

5. Required Submittal Materials

- Application Form
- 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 CDR or Signage Variance review criteria is required.
- Development plans (Refer to checklist provided below for plan details)
- Filing fee
- Electronic Submittal*

Each submittal must include fourteen (14) 11" x 17" collated paper copies. Landscape and Lighting plans (if required) must be full-sized. Please refrain from using plastic covers or spiral binding.

Both the paper copies and electronic copies must be submitted prior to the application deadline before an application will be scheduled for a UDC meeting. Late materials will not be accepted. 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. All plans must be legible when reduced.

**Electronic copies of all items submitted in hard copy are required. Individual PDF files of each item submitted should be compiled on a CD or flash drive, or submitted via email to udcapplications@cityofmadison.com. The email must include the project address, project name, and applicant name. Electronic submittals via file hosting services (such as Dropbox.com) are not allowed. Applicants who are unable to provide the materials electronically should contact the Planning Division at (608) 266-4635 for assistance.*

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 Al Martin & Chissy Thiele on 7/26/17 at 12:00 pm.
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.

Applicant name Zach Wenger Relationship to property Signage Project Manager
 Authorized signature of Property Owner [Signature] Date 7/27/17

7. Application Filing Fees

Fees are required to be paid with the first application for either initial or final approval of a project, unless the project is part of the combined application process involving the Urban Design Commission in conjunction with Plan Commission and/or Common Council consideration. Make checks payable to City Treasurer. Credit cards may be used for application fees of less than \$1,000.

Please consult the schedule below for the appropriate fee for your request:

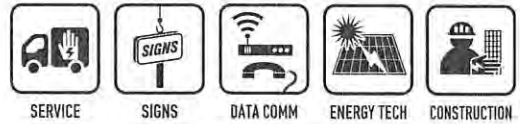
- Urban Design Districts: \$350 (per §35.24(6) MGO).
- Minor Alteration in the Downtown Core District (DC) or Urban Mixed-Use District (UMX) : \$150 (per §33.24(6)(b) MGO)
- Comprehensive Design Review: \$500 (per §31.041(3)(d)(1)(a) MGO)
- Minor Alteration to a Comprehensive Sign Plan: \$100 (per §31.041(3)(d)(1)(c) 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 signage variances (i.e. modifications of signage 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



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



August 7th, 2017

City of Madison-Planning Division
Attn: Al Martin
126 S. Hamilton St.
Madison, WI 53701

Re: Steamfitters 601 Training Center

Hello Al,

Lemberg Electric, as a representative of Steamfitters Union Local 601, requests approval from the Comprehensive Design Review board for the proposed pylon sign with an electronic message center, and monument side on the north and south ends of the property.

Being that the pylon sign is directly next to the interstate, the current height restriction of 22' will severely hinder the effectiveness of the electronic message center. For the safety of motorists, it is imperative that they are able to clearly read the messages, and if the sign is only 22', that will be an impossibility. With this approval, the Steamfitters agree that there will be no flashing, blinking, scrolling, pictures, or anything else that would be distracting to drivers. They also agree that they will only change the messages once per hour.

Along with the pylon sign, Steamfitters seeks the approval to install a monument sign that is 8 square feet over the 144 square feet total allowance. With the larger monument sign, the sign copy isn't nearly as crowded. This allows for a monument that is visually appealing, and has the ability to clearly display the sign copy.

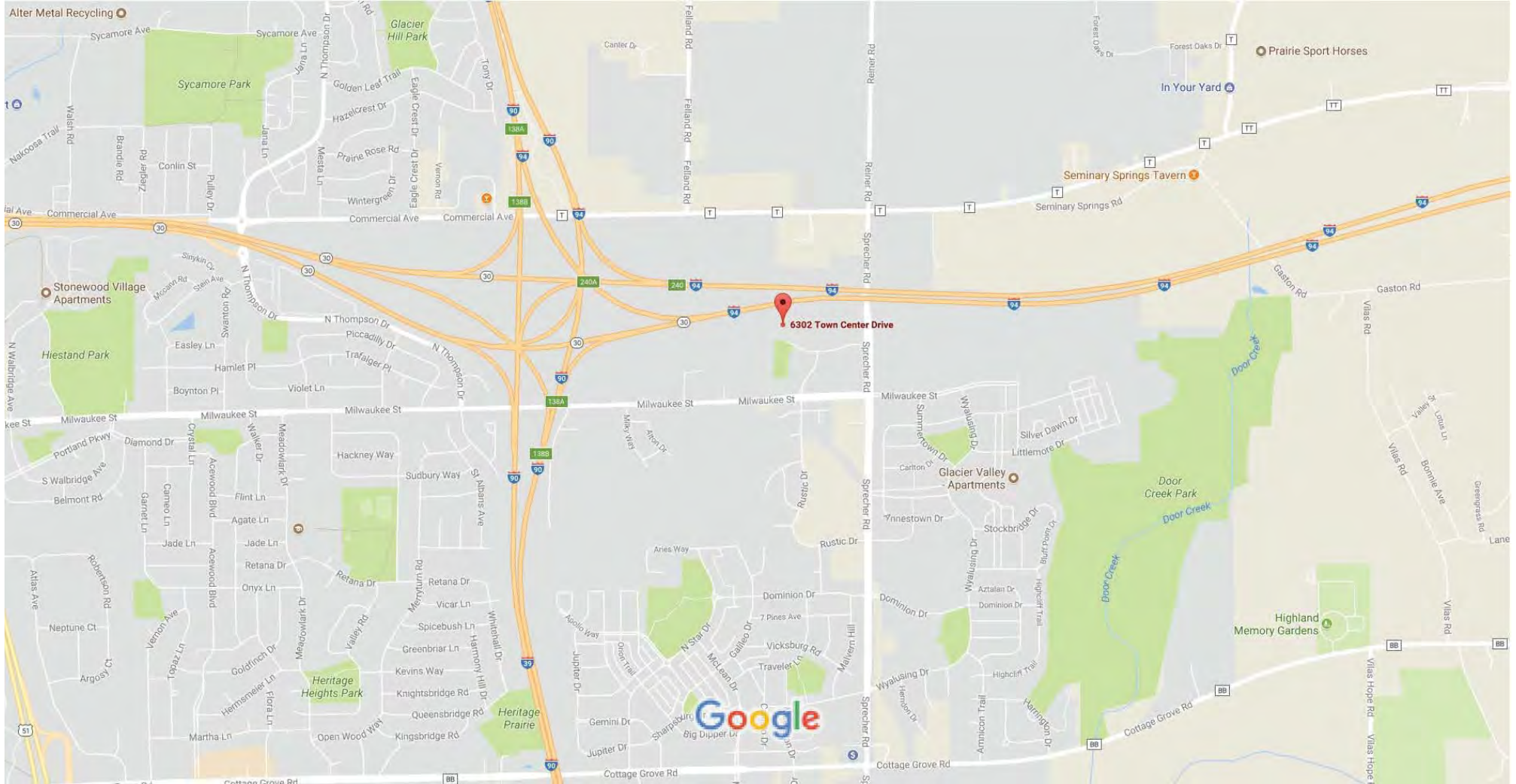
Thank you for your consideration regarding these items. If you have any questions, please do not hesitate to contact me by phone at (262)364-0364 or by email at zwenger@lemberelectric.com.

Sincerely,
Lemberg Electric Company, Inc.

Zach Wenger
Project Manager

Steamfitters Local 601 Training Center

Locator Map



Electronic Message Center & Full Color Signage Agreement

I, JOEL ZIELKE, as an authorized representative of Steamfitters Union Local 601, do hereby agree to the following:

- My approval of drawing 8(8) showing "Steamfitters 601" as ocean blue, and "Training Center" as gold. I also approve of the "UA" logo as ocean blue, and the halo lighting as gold. I agree that these will be the only colors that can be displayed, and that the colors cannot change.
- My approval of drawing 5(7) showing the electronic message center with a blue background and white text. I agree that the electronic message center will only display static messages, will not flash, blink, scroll, or do anything that will be a distraction to oncoming traffic, and will only be allowed to change copy once per hour.

Signature:

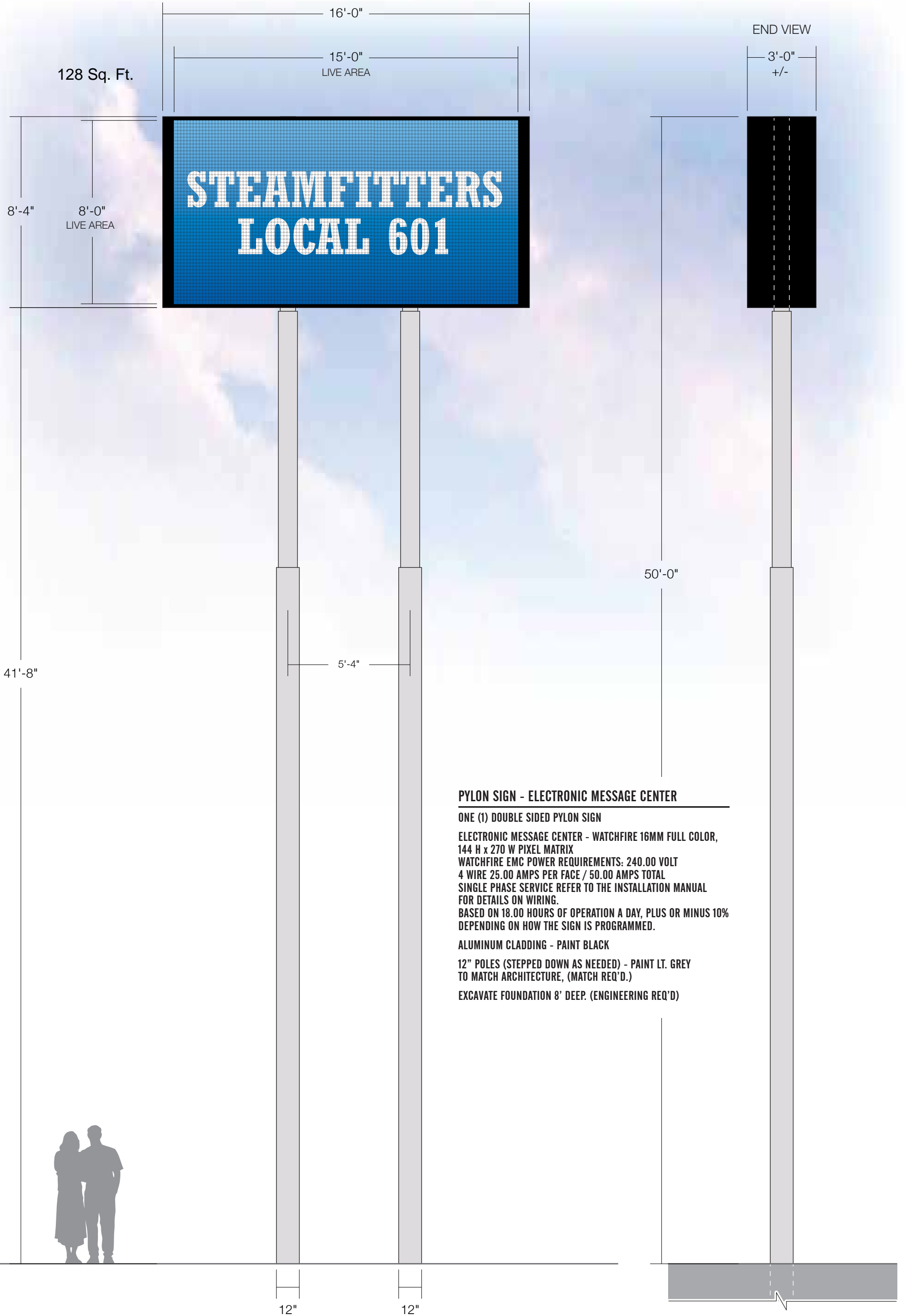


Date:

8/15/17

Print Name:

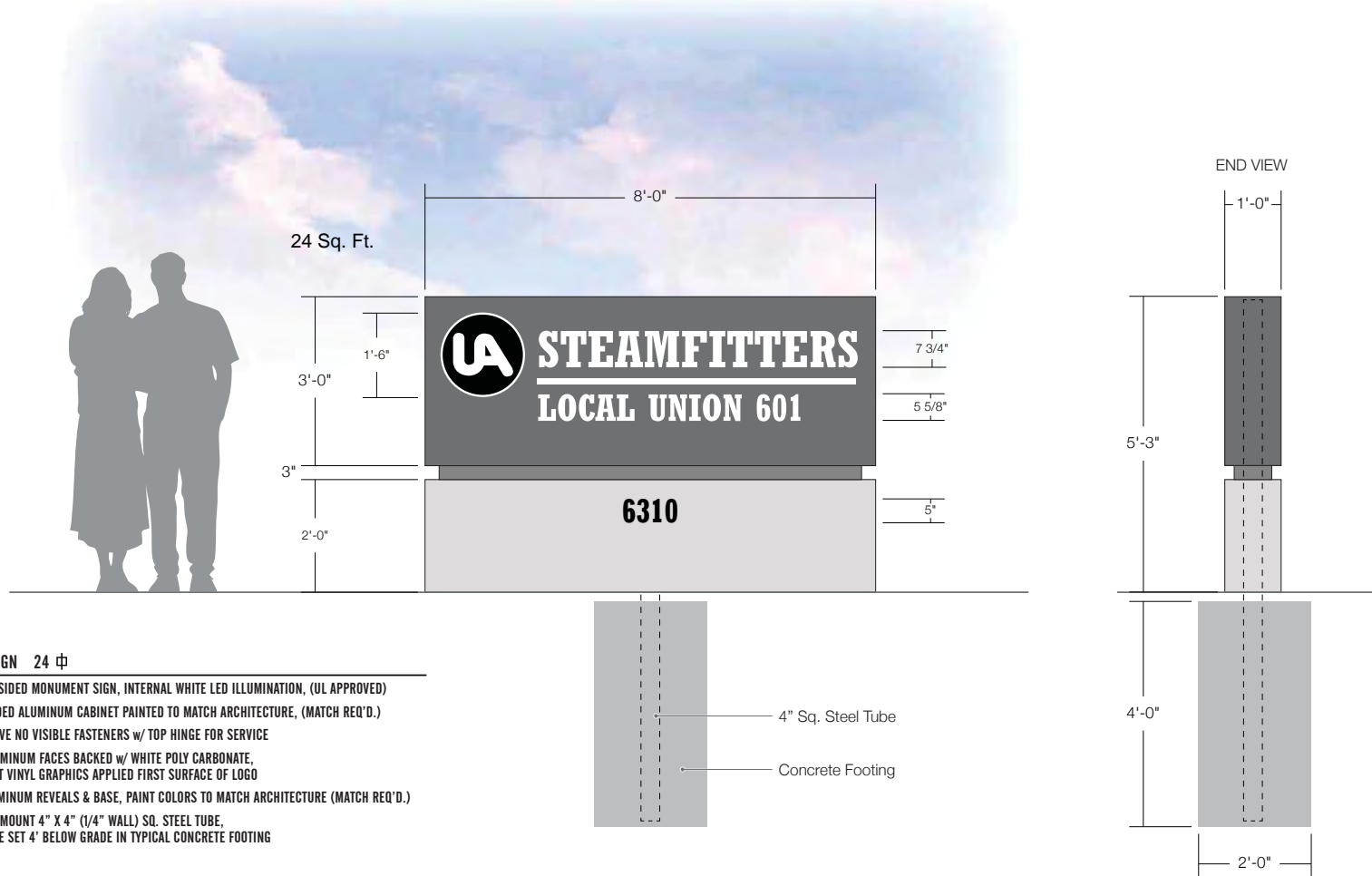
JOEL ZIELKE - Business Mgr



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: | DRAWING: | 5(7) | REVISION DATE: | 08-10-17 | REVISION#: | (7) | LANDLORD APPROVAL SIGNATURE / DATE: | PAGE #: 1 of 1 |
| | Hunzingers / Steamfitters Local 601 | DATE: | 03-13-17 | SALES REP: | Brian Pritzkow | | CLIENT APPROVAL SIGNATURE / DATE: | | |
| | ADDRESS: 6310 Town Center Drive, Madison, WI | SCALE: | 1/4" = 1' | DESIGNER: | Mark Mayzik | | | | |

Hunzinger / Steamfitters Local 601 - Double Sided Monument Sign



MONUMENT SIGN 24 中

ONE (1) DOUBLE SIDED MONUMENT SIGN, INTERNAL WHITE LED ILLUMINATION, (UL APPROVED)
 12" DEEP EXTRUDED ALUMINUM CABINET PAINTED TO MATCH ARCHITECTURE, (MATCH REQ'D.)
 SIGN FACE TO HAVE NO VISIBLE FASTENERS w/ TOP HINGE FOR SERVICE
 1/8" ROUTED ALUMINUM FACES BACKED w/ WHITE POLY CARBONATE,
 3M TRANSLUCENT VINYL GRAPHICS APPLIED FIRST SURFACE OF LOGO
 FABRICATED ALUMINUM REVEALS & BASE, PAINT COLORS TO MATCH ARCHITECTURE (MATCH REQ'D.)
 SIGN TO SADDLE MOUNT 4" X 4" (1/4" WALL) SQ. STEEL TUBE,
 STEEL TUBE TO BE SET 4' BELOW GRADE IN TYPICAL CONCRETE FOOTING

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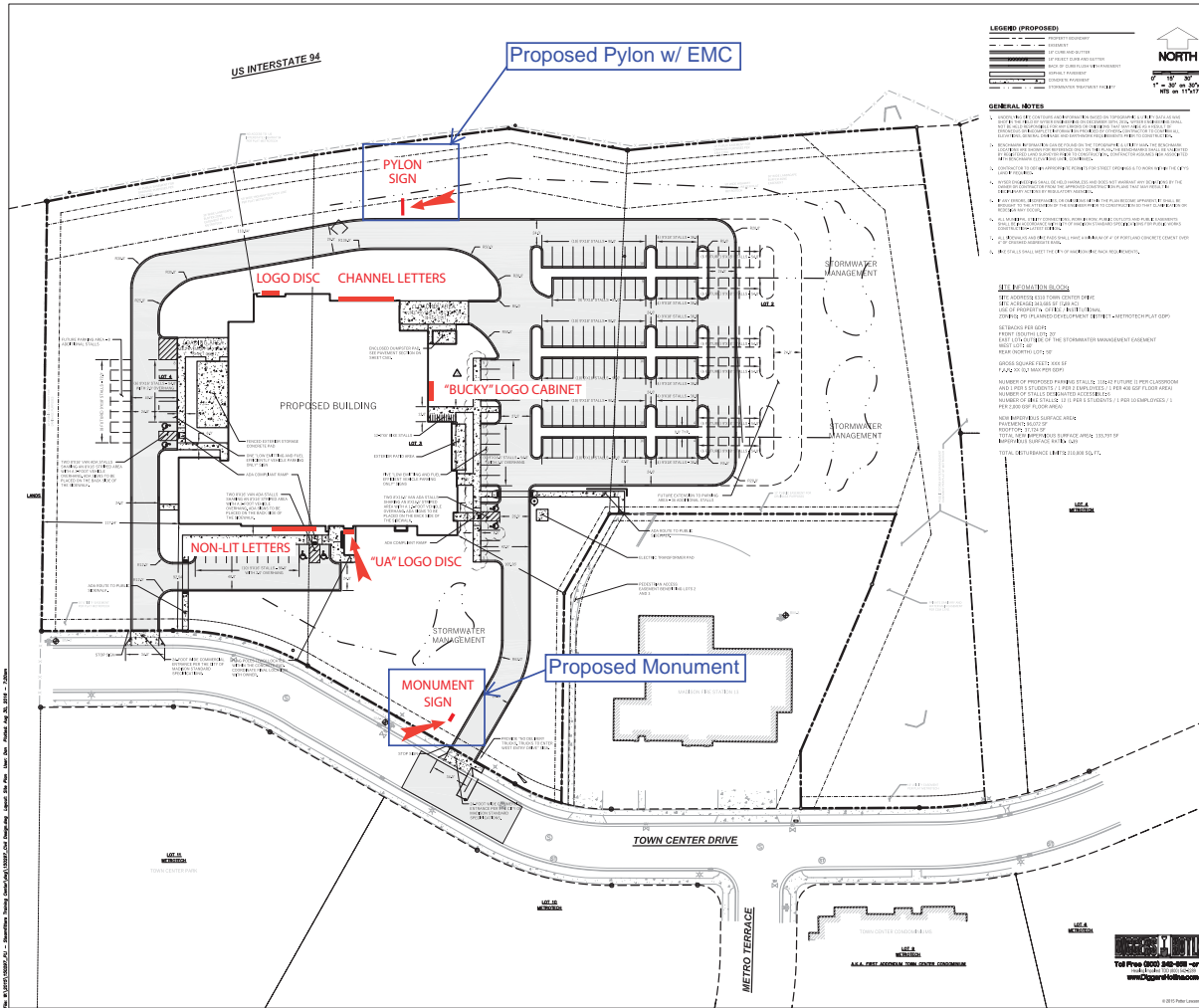
PROJECT:
Hunzingers / Steamfitters Local 601
 ADDRESS:
6310 Town Center Drive, Madison, WI

DRAWING: **3(2)**
 DATE: **04-11-16**
 SCALE: **1/2" = 1'**

REVISION DATE: **04-13-17**
 REVISION#: **(2)**
 SALES REP: **Brian Pritzkow**
 DESIGNER: **Mark Mayzik**

LANDLORD APPROVAL SIGNATURE / DATE:
 CLIENT APPROVAL SIGNATURE / DATE:

PAGE #:
12 OF 16



LEGEND (PROPOSED)

| | |
|----------|-----------------------|
| [Symbol] | PROPERTY BOUNDARY |
| [Symbol] | EXISTING DRIVE |
| [Symbol] | PROPOSED DRIVE |
| [Symbol] | EXISTING SIDEWALK |
| [Symbol] | PROPOSED SIDEWALK |
| [Symbol] | EXISTING PAVEMENT |
| [Symbol] | PROPOSED PAVEMENT |
| [Symbol] | STORMWATER MANAGEMENT |

GENERAL NOTES

1. ALL SIGNAGE SHALL BE INSTALLED IN ACCORDANCE WITH THE SIGNAGE REGULATIONS OF THE CITY OF MADISON, WISCONSIN, AND THE WISCONSIN SIGNAGE REGULATIONS.
2. THE SIGNAGE SHALL BE INSTALLED IN ACCORDANCE WITH THE SIGNAGE REGULATIONS OF THE CITY OF MADISON, WISCONSIN, AND THE WISCONSIN SIGNAGE REGULATIONS.
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NOTES TO BE OBSERVED

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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.

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|--|--|--|---|------------------------------|---|------------------------------------|
| <p>4085 North 128th Street, Brookfield, WI 53005 p. 262.781.1500 f. 262.781.1540 www.lembergelectric.com</p> | <p>PROJECT: Hunzingers / Steamfitters Local 601</p> | <p>DRAWING: 9(3) DATE: 04-11-16 SCALE: N.T.S.</p> | <p>REVISION DATE: 07-20-17 SALES REP: Brian Pritzkow DESIGNER: Mark Mayzik</p> | <p>REVISION#: (3)</p> | <p>LANDLORD APPROVAL SIGNATURE / DATE:</p> | <p>PAGE #: 15 of 16</p> |
| | <p>ADDRESS: 6310 Town Center Drive, Madison, WI</p> | <p>CLIENT APPROVAL SIGNATURE / DATE:</p> | | | | |
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THESE DESIGNS & DRAWINGS ARE THE EXCLUSIVE PROPERTY OF LEMBERG ELECTRIC INC. USE OR DUPLICATION WITHOUT EXPRESSED WRITTEN PERMISSION OF LEMBERG ELECTRIC INC. IS PROHIBITED. DRAWINGS ARE FOR CONCEPTUAL USE ONLY. DIMENSIONS, SPECIFICATIONS & COLORS ARE NOT FINAL. THE DOCUMENT REPRESENTS ONLY AN APPROXIMATION OF MATERIAL & COLORS. ACTUAL PRODUCT COLORS MAY VARY FROM PRINT.


Hunzinger / Steamfitters Local 601 - Double Sided Pylon Sign / Electronic Message Center



PYLON SIGN - ELECTRONIC MESSAGE CENTER 128

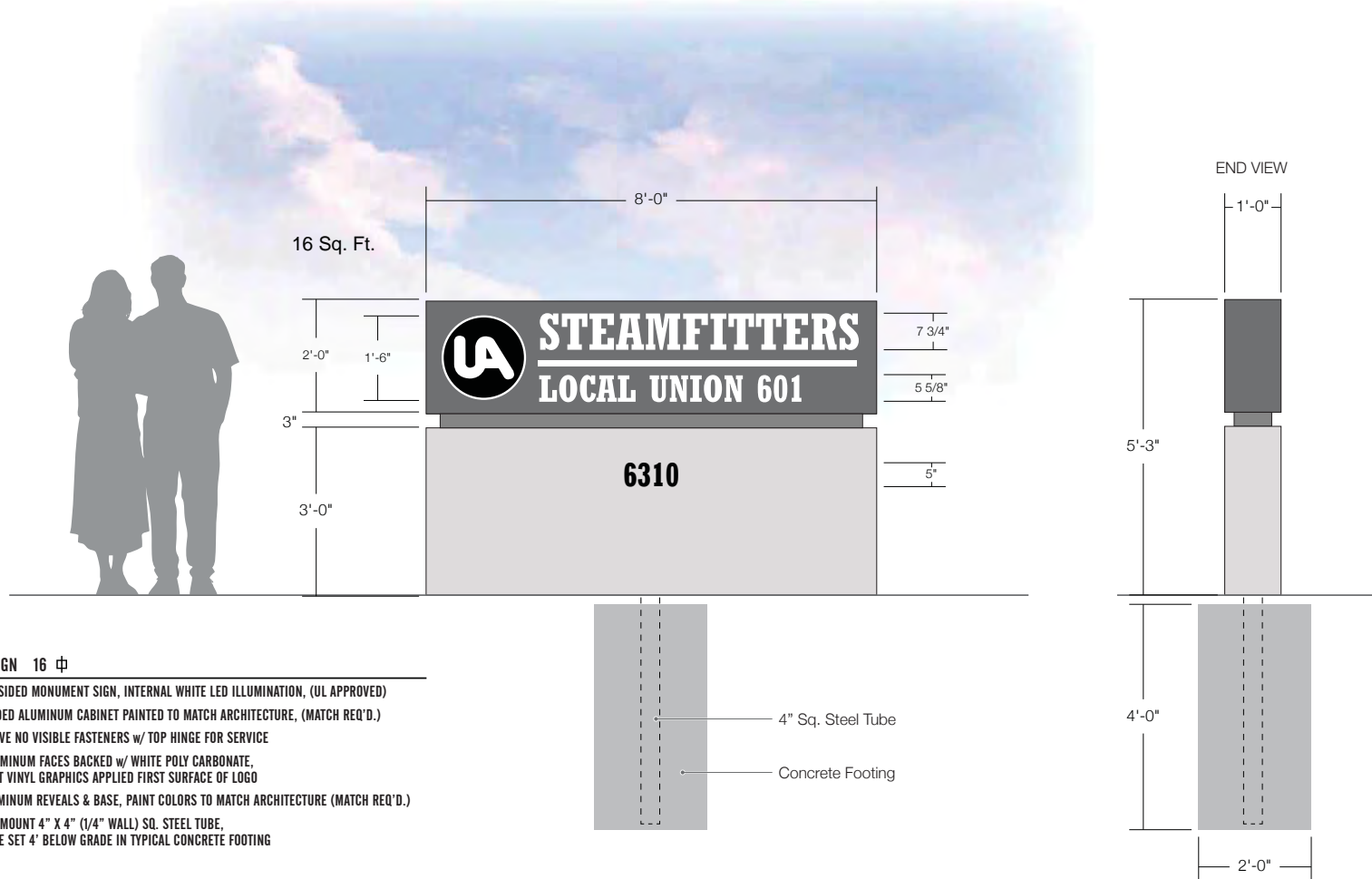
ONE (1) DOUBLE SIDED PYLON SIGN
 ELECTRONIC MESSAGE CENTER - WATCHFIRE 16MM FULL COLOR, 144 H x 270 W PIXEL MATRIX
 WATCHFIRE EMC POWER REQUIREMENTS: 240.00 VOLT
 4 WIRE 25.00 AMPS PER FACE / 50.00 AMPS TOTAL
 SINGLE PHASE SERVICE REFER TO THE INSTALLATION MANUAL FOR DETAILS ON WIRING.
 BASED ON 18.00 HOURS OF OPERATION A DAY, PLUS OR MINUS 10% DEPENDING ON HOW THE SIGN IS PROGRAMMED.
 ALUMINUM CLADDING - PAINT BLACK
 12" POLES (STEPPED DOWN AS NEEDED) - PAINT LT. GREY TO MATCH ARCHITECTURE, (MATCH REQ'D.)
 EXCAVATE FOUNDATION 8' DEEP. (ENGINEERING REQ'D)

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| | ADDRESS: 6302 Town Center Drive, Madison, WI | | | | | |
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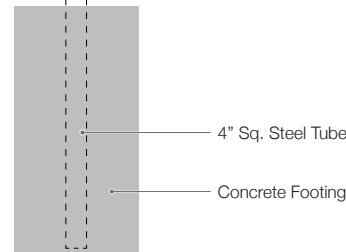
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Hunzinger / Steamfitters Local 601 - Double Sided Monument Sign



MONUMENT SIGN 16 中

- ONE (1) DOUBLE SIDED MONUMENT SIGN, INTERNAL WHITE LED ILLUMINATION, (UL APPROVED)
- 12" DEEP EXTRUDED ALUMINUM CABINET PAINTED TO MATCH ARCHITECTURE, (MATCH REQ'D.)
- SIGN FACE TO HAVE NO VISIBLE FASTENERS w/ TOP HINGE FOR SERVICE
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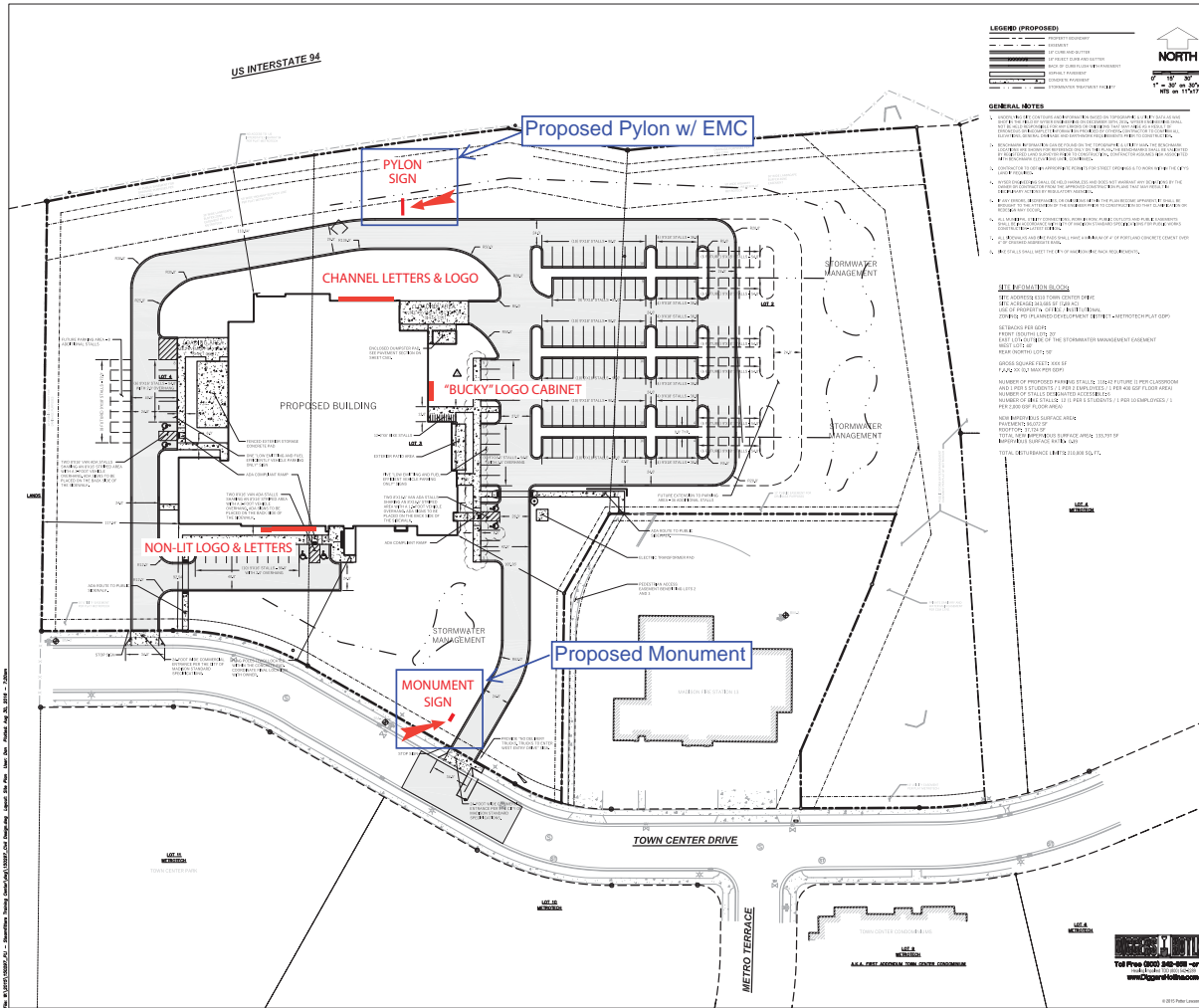
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| DRAWING: | 3(3) | REVISION DATE: | 07-28-17 | REVISION#: | (3) |
| DATE: | 04-11-16 | SALES REP: | Brian Pritzkow | | |
| SCALE: | 1/2" = 1' | DESIGNER: | Mark Mayzik | | |

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|-------------------------------------|
| LANDLORD APPROVAL SIGNATURE / DATE: |
| CLIENT APPROVAL SIGNATURE / DATE: |

PAGE #:
13 OF 16



SIGN PLAN APPROVED PER MADISON SIGN ORDINANCE

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DRAWING: **9(4)**
 DATE: **04-11-16**
 SCALE: **N.T.S.**
 REVISION DATE: **07-20-17**
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LANDLORD APPROVAL SIGNATURE / DATE:
 CLIENT APPROVAL SIGNATURE / DATE:

PAGE #:
16 of 16



Proposed "Steamfitters Local Union 601"
illuminated monument sign



Proposed "Steamfitters Local Union 601"
illuminated monument sign to mount in
this area



Proposed 50' overall height pylon with
8'x15' EMC to mount in this area



Proposed 50' overall height pylon with
8'x15' EMC to mount in this area

I-94 looking east



I-94 looking west

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Madison, WI 53701-2985
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Each submittal must include fourteen (14) 11" x 17" collated paper copies. Landscape and Lighting plans (if required) must be full-sized. Please refrain from using plastic covers or spiral binding.

Both the paper copies and electronic copies must be submitted prior to the application deadline before an application will be scheduled for a UDC meeting. Late materials will not be accepted. 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. All plans must be legible when reduced.

**Electronic copies of all items submitted in hard copy are required. Individual PDF files of each item submitted should be compiled on a CD or flash drive, or submitted via email to udcapplications@cityofmadison.com. The email must include the project address, project name, and applicant name. Electronic submittals via file hosting services (such as Dropbox.com) are not allowed. Applicants who are unable to provide the materials electronically should contact the Planning Division at (608) 266-4635 for assistance.*

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 Al Martin & Chissy Thiele on 7/26/17 at 12:00 pm.
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.

Applicant name Zach Wenger Relationship to property Signage Project Manager
 Authorized signature of Property Owner [Signature] Date 7/27/17

7. Application Filing Fees

Fees are required to be paid with the first application for either initial or final approval of a project, unless the project is part of the combined application process involving the Urban Design Commission in conjunction with Plan Commission and/or Common Council consideration. Make checks payable to City Treasurer. Credit cards may be used for application fees of less than \$1,000.

Please consult the schedule below for the appropriate fee for your request:

- Urban Design Districts: \$350 (per §35.24(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 signage variances (i.e. modifications of signage 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



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SERVICE



SIGNS



DATA COMM



ENERGY TECH



CONSTRUCTION

August 7th, 2017

City of Madison-Planning Division
Attn: Al Martin
126 S. Hamilton St.
Madison, WI 53701

Re: Steamfitters 601 Training Center

Hello Al,

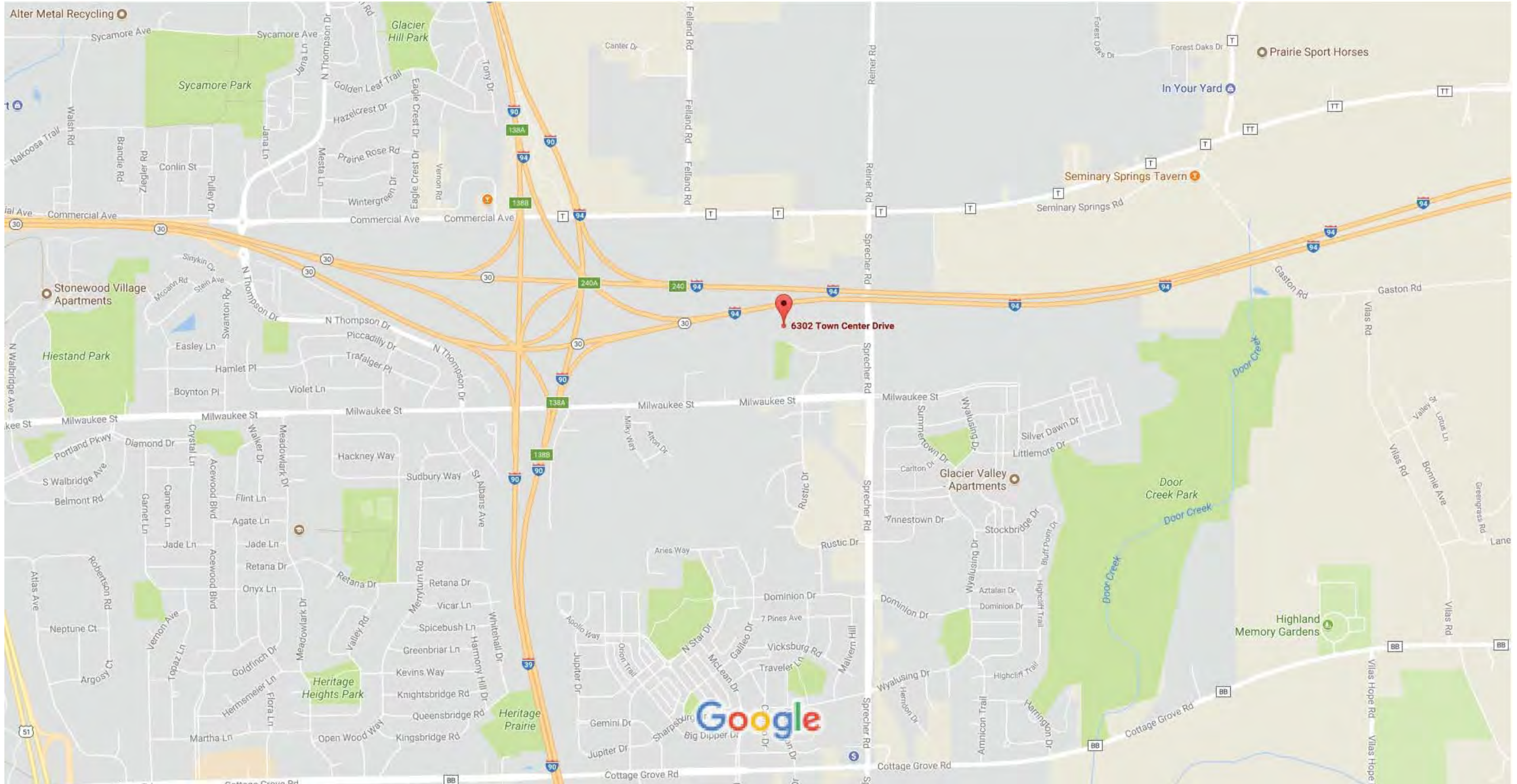
Lemberg Electric, as a representative of Steamfitters Union Local 601, requests approval from the Comprehensive Design Review board for the proposed non-illuminated channel letters and logo on the southern elevation of the new Steamfitters Training Center.

Allowing (2) signable areas on the south elevation, such as with the north elevation, will be more aesthetically appealing than what is allowed by Madison code. With the proposed design, the signage is spread evenly across the entrance of the building. This allows for a more visually appealing overall look of the elevation. Adhering to the Madison sign code (1 signable area per elevation) would create a cluttered look, especially with the signable area being so narrow. This would ultimately lead to the front entrance not being very visually appealing.

Thank you for your consideration regarding these items. If you have any questions, please do not hesitate to contact me by phone at (262)364-0364 or by email at zwenger@lemberelectric.com.

Sincerely,
Lemberg Electric Company, Inc.

Zach Wenger
Project Manager



Hunzinger / Steamfitters Local 601 - Dimensional Letters & Logo



3
A201

SOUTH ELEVATION

1/8" = 1'-0"

56.75 Sq. Ft.
+ 19.63 Sq. Ft.
76.38 Sq. Ft. Total

FABRICATED ALUMINUM LETTERS & LOGO - NON LIT 76.38 中

ONE (1) SET OF FABRICATED ALUMINUM LETTERS & LOGO

FABRICATED ALUMINUM 3" DEEP, LETTERS PAINTED WHITE & LOGO PAINTED BLACK

LOGO HAS GREY & WHITE 3M VINYL ON FACE

LETTERS & LOGO ARE INDIVIDUALLY STUD MOUNTED FLUSH TO FASCIA.

● NOTE: DEPENDING ON METAL PANEL DESIGN LETTERS MAY BE MOUNTED ON RAILS, (T.B.D.)



Rail Mount Example

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.



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f. 262.781.1540
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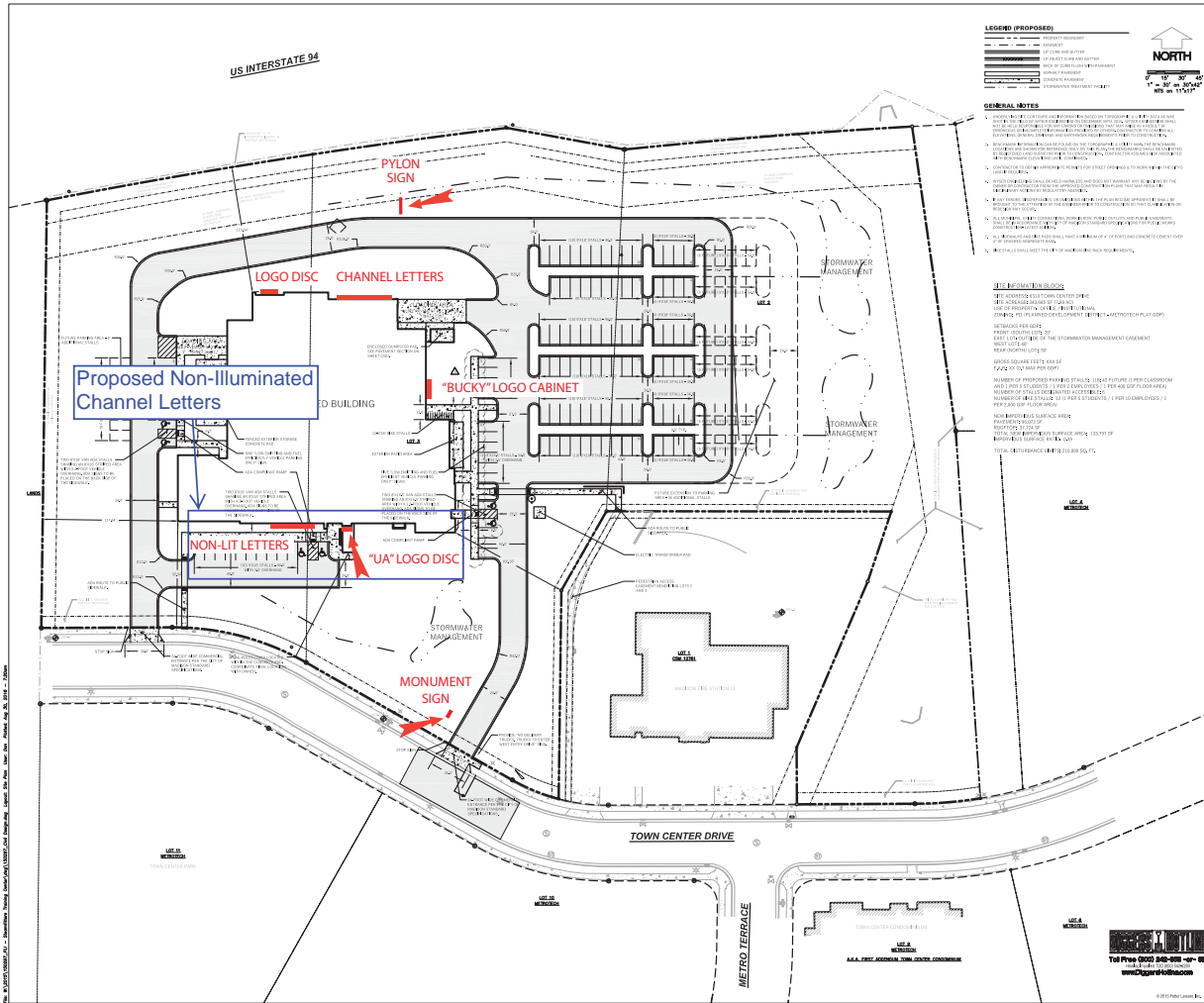
PROJECT:
Hunzingers / Steamfitters Local 601
ADDRESS:
6310 Town Center Drive, Madison, WI

| | | | | | |
|----------|------------------|----------------|-----------------------|------------|------------|
| DRAWING: | 2(2) | REVISION DATE: | 03-14-17 | REVISION#: | (2) |
| DATE: | 04-11-16 | SALES REP: | Brian Pritzkow | | |
| SCALE: | 1/8" = 1' | DESIGNER: | Mark Mayzik | | |

| |
|-------------------------------------|
| LANDLORD APPROVAL SIGNATURE / DATE: |
| CLIENT APPROVAL SIGNATURE / DATE: |

PAGE #:
6 OF 17

Hunzinger / Steamfitters Local 601 - Site Plan



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.



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

| | | | | | |
|-----------------|-----------------|-----------------------|-----------------------|-------------------|------------|
| DRAWING: | 9(3) | REVISION DATE: | 07-20-17 | REVISION#: | (3) |
| DATE: | 04-11-16 | SALES REP: | Brian Pritzkow | | |
| SCALE: | N.T.S. | DESIGNER: | Mark Mayzik | | |

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| LANDLORD APPROVAL SIGNATURE / DATE: |
| CLIENT APPROVAL SIGNATURE / DATE: |

PAGE #:
16 OF 17

Hunzinger / Steamfitters Local 601 - Dimensional Letters & Logo



324.63 Sq. Ft.
Available Sign Area

"Steamfitters Local 601" = 33.45 sq. ft.
"Training Center" = 17 sq. ft.
"UA Logo" = 16 sq. ft.
66.45 Sq. Ft.

3 SOUTH ELEVATION
A201 1/8" = 1'-0"

FABRICATED ALUMINUM LETTERS & LOGO - NON IIT

ONE (1) SET OF FABRICATED ALUMINUM LETTERS & LOGO
FABRICATED ALUMINUM 3" DEEP, LETTERS PAINTED WHITE & LOGO PAINTED BLACK
LOGO HAS GREY & WHITE 3M VINYL ON FACE
LETTERS & LOGO ARE INDIVIDUALLY STUD MOUNTED FLUSH TO FASCIA.

● NOTE: DEPENDING ON METAL PANEL DESIGN LETTERS MAY BE MOUNTED ON RAILS, (T.B.D.)



Rail Mount Example

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.



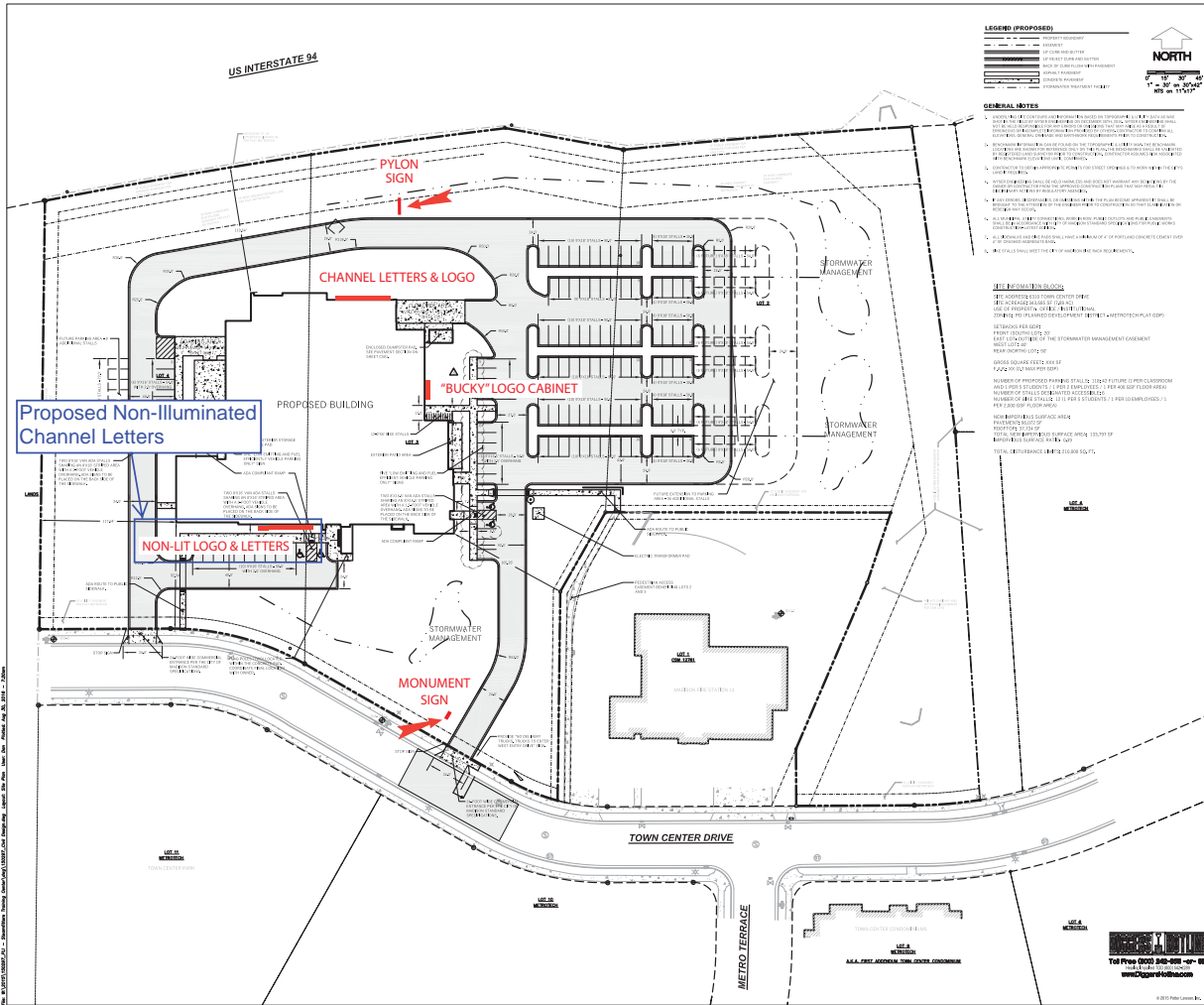
4085 North 128th Street, Brookfield, WI 53005
p. 262.781.1500
f. 262.781.1540
www.lembergelectric.com

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

| | | | | | |
|----------|------------------|----------------|-----------------------|------------|------------|
| DRAWING: | 2(4) | REVISION DATE: | 07-28-17 | REVISION#: | (4) |
| DATE: | 04-11-16 | SALES REP: | Brian Pritzkow | | |
| SCALE: | 1/8" = 1' | DESIGNER: | Mark Mayzik | | |


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|-------------------------------------|
| LANDLORD APPROVAL SIGNATURE / DATE: |
| CLIENT APPROVAL SIGNATURE / DATE: |

PAGE #:
7 OF 17



SIGN PLAN APPROVED PER MADISON SIGN ORDINANCE

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: 9(4) | REVISION DATE: 07-20-17 | REVISION#: (4) | LANDLORD APPROVAL SIGNATURE / DATE: | PAGE #: 17 OF 17 | |
| | ADDRESS: 6310 Town Center Drive, Madison, WI | DATE: 04-11-16 | SALES REP: Brian Pritzkow | CLIENT APPROVAL SIGNATURE / DATE: | | | |
| | | SCALE: N.T.S. | DESIGNER: Mark Mayzik | | | | |

THESE DESIGNS & DRAWINGS ARE THE EXCLUSIVE PROPERTY OF LEMBERG ELECTRIC INC. USE OR DUPLICATION WITHOUT EXPRESSED WRITTEN PERMISSION OF LEMBERG ELECTRIC INC. IS PROHIBITED. DRAWINGS ARE FOR CONCEPTUAL USE ONLY. DIMENSIONS, SPECIFICATIONS & COLORS ARE NOT FINAL. THE DOCUMENT REPRESENTS ONLY AN APPROXIMATION OF MATERIAL & COLORS. ACTUAL PRODUCT COLORS MAY VARY FROM PRINT.

Steamfitters Local 601 Training Center



Proposed "Steamfitters Local 601" & "Training Center" non-illuminated letters

Proposed "UA" non-illuminated circular logo



Proposed "Steamfitters Local 601" & "Training Center" non-illuminated letters

Proposed "UA" non-illuminated circular logo

View from Southeast corner of the site

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 _____

Aldermanic District _____

Zoning District _____

Urban Design District _____

Submittal reviewed by _____

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

5. Required Submittal Materials

- Application Form
- 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 CDR or Signage Variance review criteria is required.
- Development plans (Refer to checklist provided below for plan details)
- Filing fee
- Electronic Submittal*

Each submittal must include fourteen (14) 11" x 17" collated paper copies. Landscape and Lighting plans (if required) must be full-sized. Please refrain from using plastic covers or spiral binding.

Both the paper copies and electronic copies must be submitted prior to the application deadline before an application will be scheduled for a UDC meeting. Late materials will not be accepted. A completed application form is required for each UDC appearance.

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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 Al Martin & Chissy Thiele on 7/26/17 at 12:00 pm.
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.

Applicant name Zach Wenger Relationship to property Signage Project Manager
 Authorized signature of Property Owner [Signature] Date 7/27/17

7. Application Filing Fees

Fees are required to be paid with the first application for either initial or final approval of a project, unless the project is part of the combined application process involving the Urban Design Commission in conjunction with Plan Commission and/or Common Council consideration. Make checks payable to City Treasurer. Credit cards may be used for application fees of less than \$1,000.

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- 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 signage variances (i.e. modifications of signage height, area, and setback), and additional sign code approvals: \$300 (per §31.041(3)(d)(2) MGO)

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- 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



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SERVICE



SIGNS



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ENERGY TECH



CONSTRUCTION

August 7th, 2017

City of Madison-Planning Division
Attn: Al Martin
126 S. Hamilton St.
Madison, WI 53701

Re: Steamfitters 601 Training Center

Hello Al,

Lemberg Electric, as a representative of Steamfitters Union Local 601, requests approval from the Comprehensive Design Review board for the proposed channel letters and logo on the north elevation facing Interstate 94.

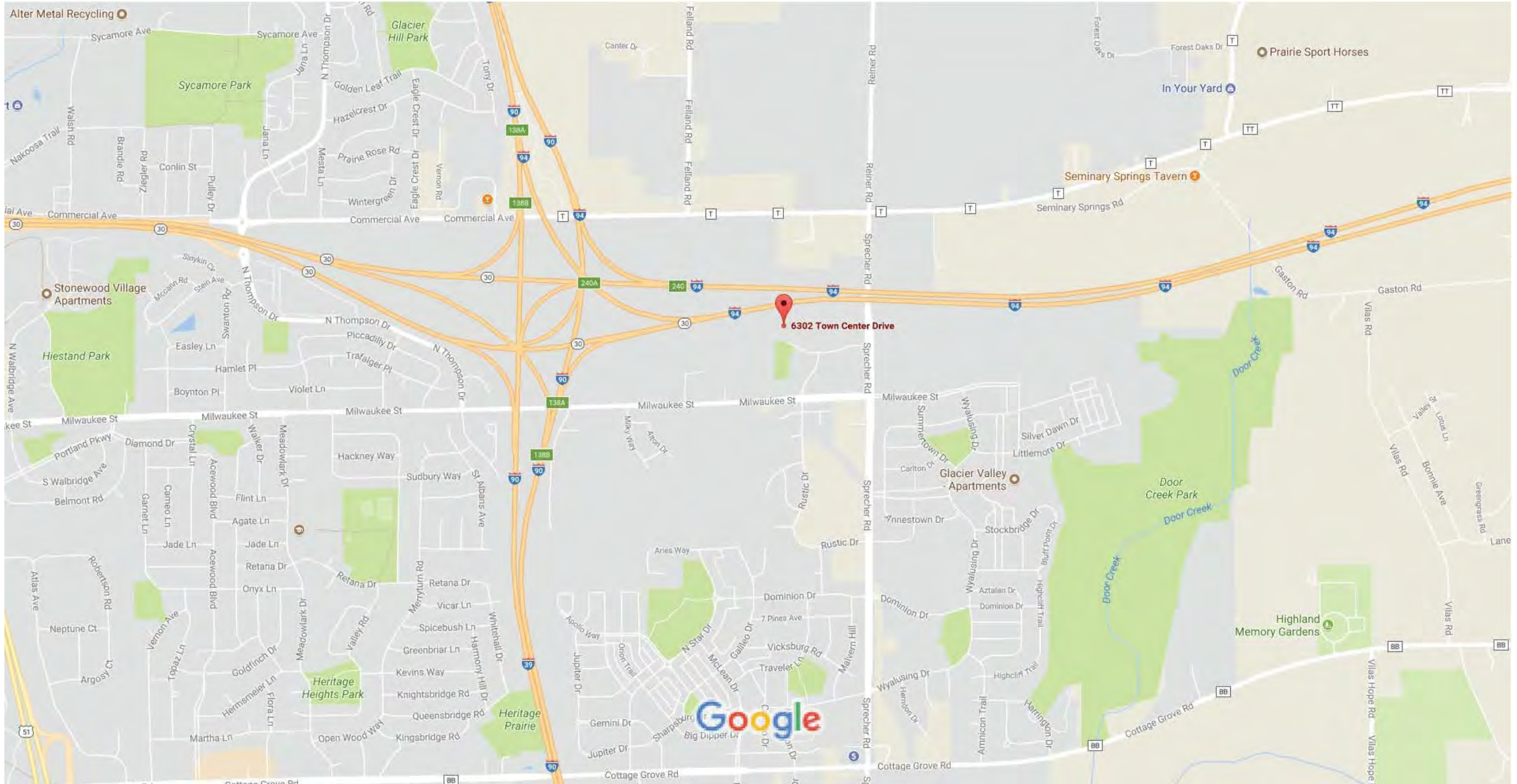
Allowing (2) signable areas on the north elevation will be more aesthetically appealing than what is allowed by Madison code. With the proposed design, the signage is spread evenly across the large elevation. This allows for a more visually appealing overall look of the elevation. Adhering to the Madison sign code (1 signable area per elevation) would create a cluttered look on such a large elevation, and would not be as visually appealing.

Allowing Steamfitters to personalize their signs with individual colors will not only create a uniqueness to the property, but will also draw attention to the new facility. With the facility being at the I-94/I-90 split, the colored LED's would offer a unique sight for drivers coming into Madison, and leaving Madison.

Thank you for your consideration regarding these items. If you have any questions, please do not hesitate to contact me by phone at (262)364-0364 or by email at zwenger@lebergelectric.com.

Sincerely,
Lemberg Electric Company, Inc.

Zach Wenger
Project Manager



Electronic Message Center & Full Color Signage Agreement

I, JOEL ZIELKE, as an authorized representative of Steamfitters Union Local 601, do hereby agree to the following:

- My approval of drawing 8(8) showing "Steamfitters 601" as ocean blue, and "Training Center" as gold. I also approve of the "UA" logo as ocean blue, and the halo lighting as gold. I agree that these will be the only colors that can be displayed, and that the colors cannot change.
- My approval of drawing 5(7) showing the electronic message center with a blue background and white text. I agree that the electronic message center will only display static messages, will not flash, blink, scroll, or do anything that will be a distraction to oncoming traffic, and will only be allowed to change copy once per hour.

Signature:



Date:

8/15/17

Print Name:

JOEL ZIELKE - Business Mgr

116.57 Sq. Ft.

3'-3 5/8"

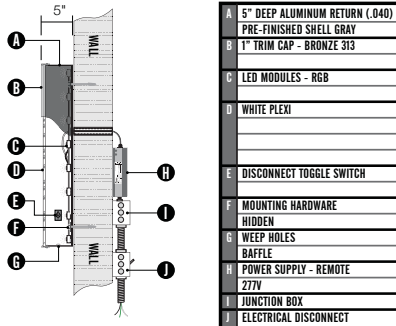
35'-3 5/8"

STEAMFITTERS 601

CHANNEL LETTERS - 116.57 中

ONE (1) SET OF FACE-LIT CHANNEL LETTERS, INTERNAL RGB LED ILLUMINATION - UL APPROVED FABRICATION
 5" DEEP ALUMINUM RETURNS PRE-FINISHED SHELL GRAY, 1" TRIM CAP BRONZE 313,
 WHITE ACRYLIC FACES
 LETTERS ARE INDIVIDUALLY MOUNTED FLUSH TO FASCIA,
 W/ REMOTE LOCATED POWER SUPPLIES (SELF CONTAINED POWER SUPPLIES OPTIONAL)

FACE LIT CHANNEL LETTERS / CROSS SECTION DETAIL
 REMOTE LOCATED POWER SUPPLY



26.60 Sq. Ft.

1'-7"

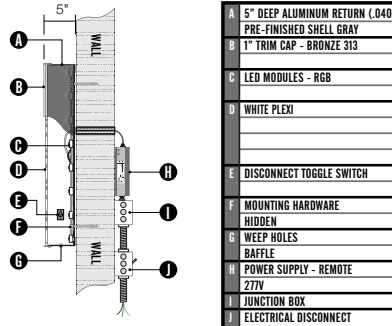
16'-9 1/2"

TRAINING CENTER

CHANNEL LETTERS - 26.60 中

ONE (1) SET OF FACE-LIT CHANNEL LETTERS, INTERNAL RGB LED ILLUMINATION
 5" DEEP ALUMINUM RETURNS PRE-FINISHED SHELL GRAY, 1" TRIM CAP BRONZE 313,
 WHITE ACRYLIC FACES
 LETTERS ARE INDIVIDUALLY MOUNTED FLUSH TO FASCIA,
 W/ REMOTE LOCATED POWER SUPPLIES (SELF CONTAINED POWER SUPPLIES OPTIONAL)

FACE LIT CHANNEL LETTERS / CROSS SECTION DETAIL
 REMOTE LOCATED POWER SUPPLY



36.66 Sq. Ft.

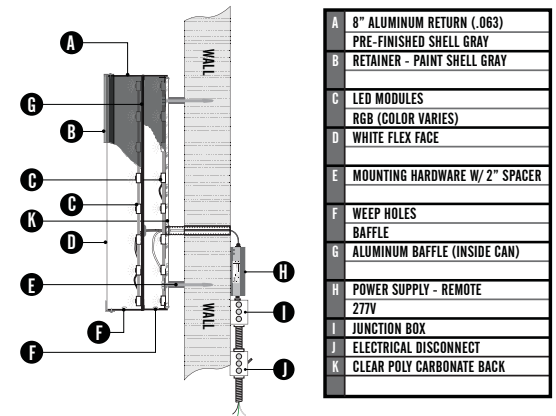
6'-10"



LOGO BOX - 36.66 中

ONE (1) FACE-LIT & HALO-LIT LOGO BOX, INTERNAL RGB LED ILLUMINATION
 8" DEEP ALUMINUM RETURNS & RETAINER PRE-FINISHED SHELL GRAY
 WHITE FLEX FACE W/ 3M TRANSLUCENT FILM BLACK 3630-22 ON 1st SURFACE
 MOUNT FLUSH TO FASCIA, W/ REMOTE LOCATED POWER SUPPLIES
 (SELF CONTAINED POWER SUPPLIES OPTIONAL)
 "UA" CIRCULAR LOGO IS FACE & HALO LIT - RGB LED ILLUMINATION, (COLOR CONTROL),
 FACE LIGHTING & HALO LIGHTING HAVE SEPARATE CONTROLS

FACE LIT / REVERSE LOGO BOX - CROSS SECTION DETAIL
 REMOTE LOCATED POWER SUPPLY



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.



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 f. 262.781.1540
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PROJECT:
Hunzingers / Steamfitters Local 601
 ADDRESS:
6310 Town Center Drive, Madison, WI

DRAWING: **7(6)**
 DATE: **04-11-16**
 SCALE: **1/8" = 1'**
 REVISION DATE: **07-28-17**
 SALES REP.: **Brian Pritzkow**
 DESIGNER: **Mark Mayzik**
 REVISION #: **(6)**

LANDLORD APPROVAL SIGNATURE / DATE:
 CLIENT APPROVAL SIGNATURE / DATE:

PAGE #:
3 OF 17

Hunzinger / Steamfitters Local 601 - Channel Letters & Logo / Illuminated



1
A201

NORTH ELEVATION

1/8" = 1'-0"

116.57 Sq. Ft.
26.60 Sq. Ft.
+ 36.66 Sq. Ft.
179.83 Sq. Ft. Total

CHANNEL LETTERS & LOGO - 179.83 ㎡

"STEAMFITTERS 601" FACE-LIT CHANNEL LETTERS - RGB LED ILLUMINATION, (COLOR CONTROL)

"TRAINING CENTER" FACE-LIT CHANNEL LETTERS - RGB LED ILLUMINATION, (COLOR CONTROL)

"UA" CIRCULAR LOGO IS FACE & HALO LIT - RGB LED ILLUMINATION, (COLOR CONTROL), FACE LIGHTING & HALO LIGHTING HAVE SEPARATE CONTROLS

UL APPROVED FABRICATION

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.



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| | | | | |
|--|--|--|---|------------------------|
| PROJECT: Hunzingers / Steamfitters Local 601 ADDRESS: 6310 Town Center Drive, Madison, WI | DRAWING: 1(4) DATE: 04-11-16 SCALE: 1/8" = 1' | REVISION DATE: 04-13-17 SALES REP: Brian Pritzkow DESIGNER: Mark Mayzik | REVISION#: (4) LANDLORD APPROVAL SIGNATURE / DATE: CLIENT APPROVAL SIGNATURE / DATE: | PAGE #: 1 OF 17 |
| | | | | |
| | | | | |



1
A201

NORTH ELEVATION


1/8" = 1'-0"

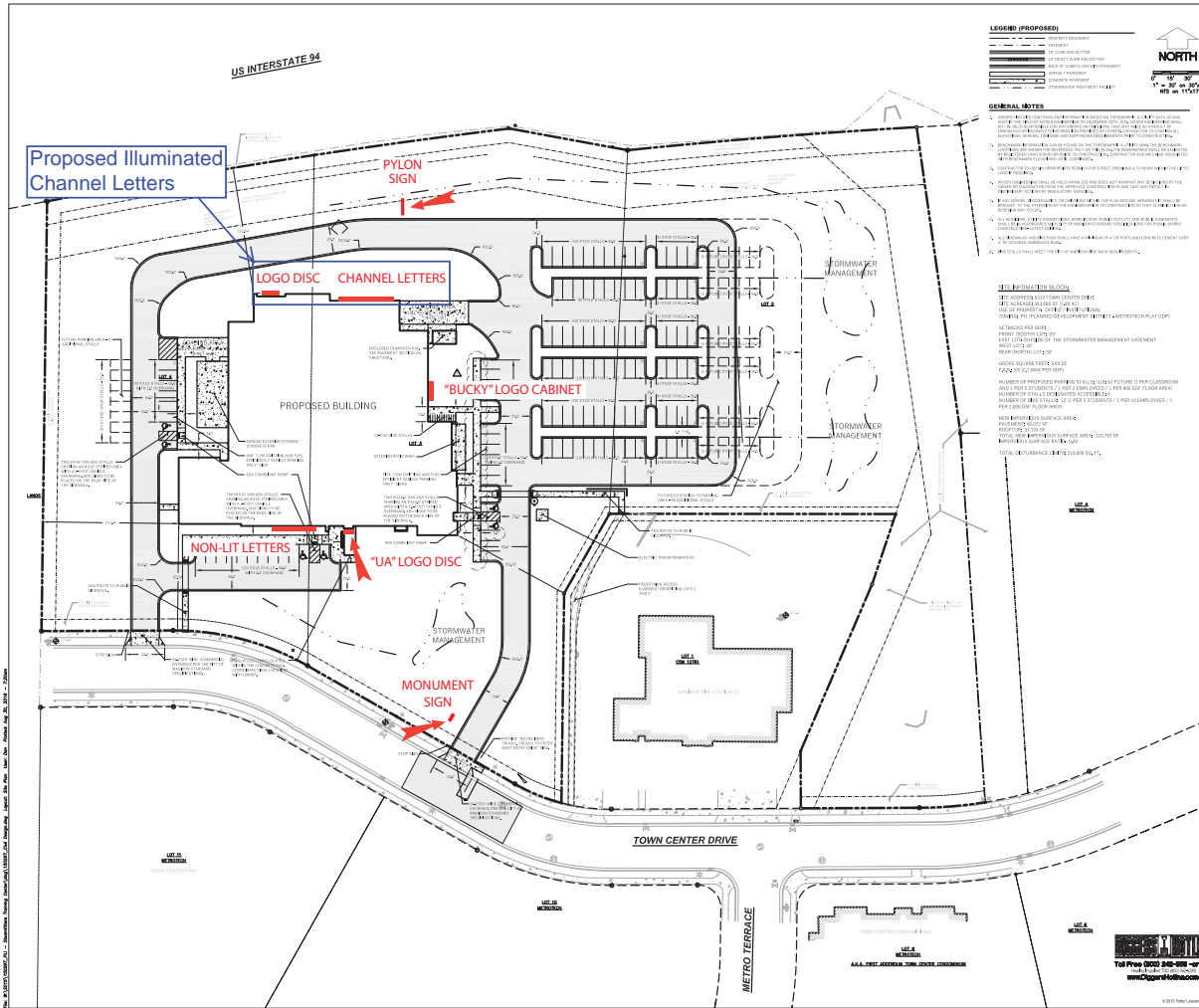
116.57 Sq. Ft.
26.60 Sq. Ft.
+ 36.66 Sq. Ft.
179.83 Sq. Ft. Total

CHANNEL LETTERS & LOGO - 179.83 中

"STEAMFITTERS 601" FACE-LIT CHANNEL LETTERS - INTERNAL RGB LED ILLUMINATION, (COLOR CONTROL)
 "TRAINING CENTER" FACE-LIT CHANNEL LETTERS - INTERNAL RGB LED ILLUMINATION, (COLOR CONTROL)
 "UA" CIRCULAR LOGO IS FACE & HALO LIT - RGB LED ILLUMINATION, (COLOR CONTROL), FACE LIGHTING & HALO LIGHTING HAVE SEPARATE CONTROLS
 UL APPROVED FABRICATION

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> | <p>PROJECT: Hunzingers / Steamfitters Local 601</p> | <p>DRAWING: 8(8)</p> | <p>REVISION DATE: 08-10-17</p> | <p>REVISION#: (8)</p> | <p>LANDLORD APPROVAL SIGNATURE / DATE:</p> | <p>PAGE #: 1 of 1</p> |
| | <p>ADDRESS: 6310 Town Center Drive, Madison, WI</p> | <p>DATE: 04-11-16</p> | <p>SALES REP: Brian Pritzkow</p> | | <p>CLIENT APPROVAL SIGNATURE / DATE:</p> | |
| | | <p>SCALE: 1/8" = 1'</p> | <p>DESIGNER: Mark Mayzik</p> | | | |



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.



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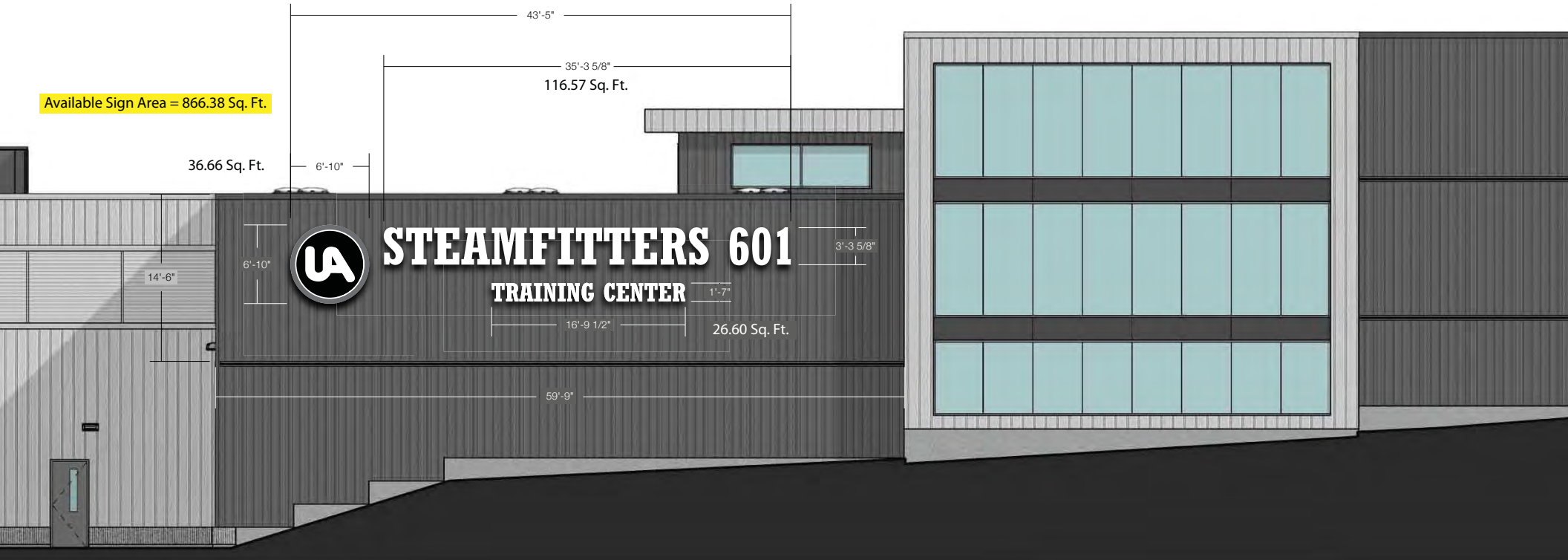
PROJECT:
Hunzingers / Steamfitters Local 601
 ADDRESS:
6310 Town Center Drive, Madison, WI

| | | | | | |
|----------|-----------------|----------------|-----------------------|------------|------------|
| DRAWING: | 9(3) | REVISION DATE: | 07-20-17 | REVISION#: | (3) |
| DATE: | 04-11-16 | SALES REP: | Brian Pritzkow | | |
| SCALE: | N.T.S. | DESIGNER: | Mark Mayzik | | |

| | |
|-------------------------------------|--|
| LANDLORD APPROVAL SIGNATURE / DATE: | |
| CLIENT APPROVAL SIGNATURE / DATE: | |

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Hunzinger / Steamfitters Local 601 - Channel Letters & Logo / Illuminated



1
A201

NORTH ELEVATION

1/8" = 1'-0"

116.57 Sq. Ft.
26.60 Sq. Ft.
+ 36.66 Sq. Ft.
179.83 Sq. Ft. Total

CHANNEL LETTERS & LOGO - 179.83 sq

"STEAMFITTERS 601" FACE-LIT CHANNEL LETTERS - RGB LED ILLUMINATION, (COLOR CONTROL)

"TRAINING CENTER" FACE-LIT CHANNEL LETTERS - RGB LED ILLUMINATION, (COLOR CONTROL)

"UA" CIRCULAR LOGO IS FACE & HALO LIT - RGB LED ILLUMINATION, (COLOR CONTROL), FACE LIGHTING & HALO LIGHTING HAVE SEPARATE CONTROLS

UL APPROVED FABRICATION

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:
6302 Town Center Drive, Madison, WI

DRAWING: **1(7)**
DATE: **04-11-16**
SCALE: **1/8" = 1'**

REVISION DATE: **04-27-17**
REVISION#: **(7)**
SALES REP: **Brian Pritzkow**
DESIGNER: **Mark Mayzik**

LANDLORD APPROVAL SIGNATURE / DATE:
CLIENT APPROVAL SIGNATURE / DATE:

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NIGHT EFFECT



1
A201

NORTH ELEVATION

1/8" = 1'-0"

116.57 Sq. Ft.
26.60 Sq. Ft.
+ 36.66 Sq. Ft.
179.83 Sq. Ft. Total

CHANNEL LETTERS & LOGO - 179.83 中

"STEAMFITTERS 601" FACE-LIT CHANNEL LETTERS - RGB LED ILLUMINATION, (COLOR CONTROL)

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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: 8(7)

DATE: 04-11-16

SCALE: 1/8" = 1'

REVISION DATE: 07-28-17

REVISION#: (7)

SALES REP: Brian Pritzkow

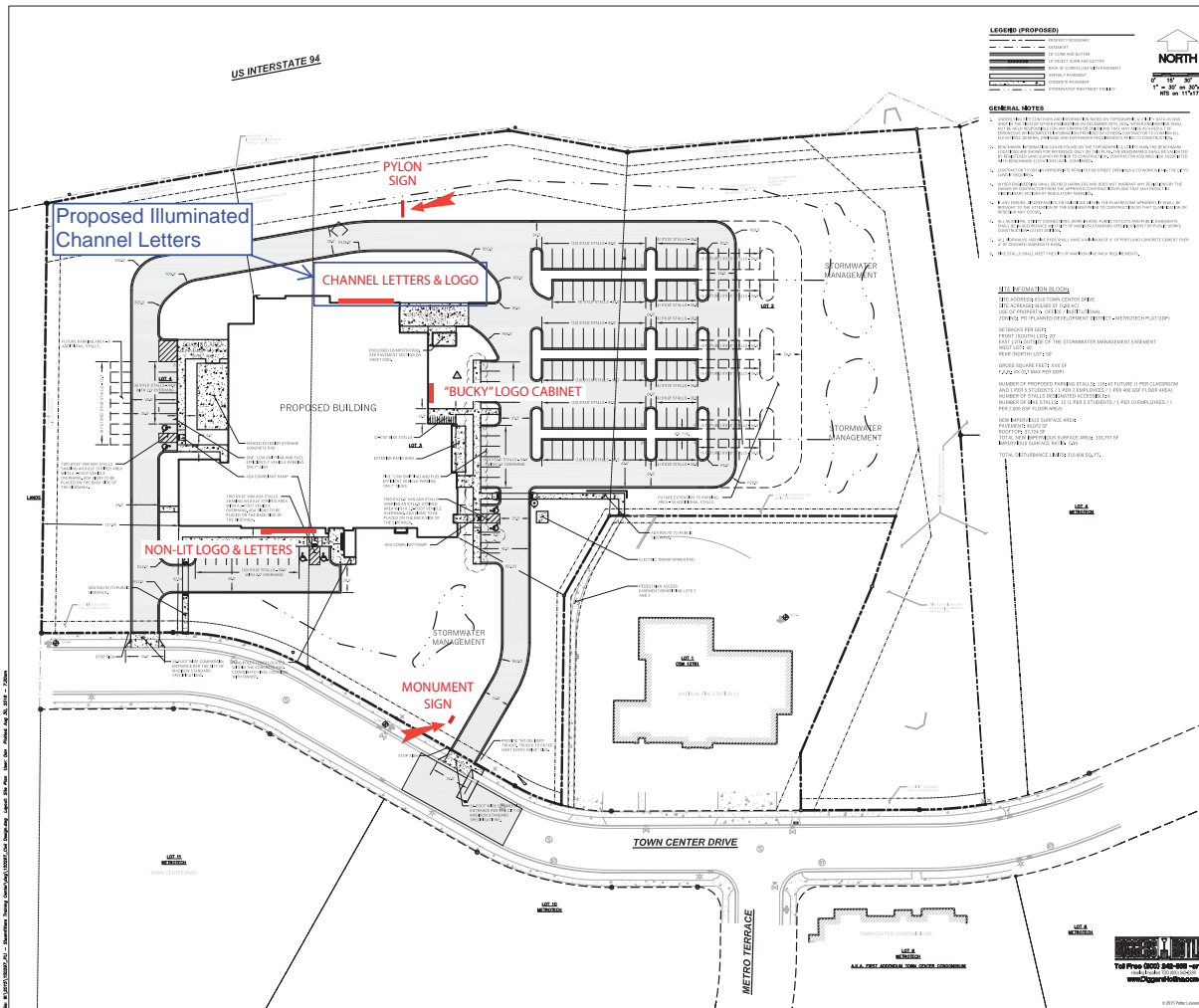
DESIGNER: Mark Mayzik

LANDLORD APPROVAL SIGNATURE / DATE:

CLIENT APPROVAL SIGNATURE / DATE:

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SIGN PLAN APPROVED PER MADISON SIGN ORDINANCE

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.



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 f. 262.781.1540
 www.lembergelectric.com

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

DRAWING: 9(4)
DATE: 04-11-16
SCALE: N.T.S.
REVISION DATE: 07-20-17
SALES REP: Brian Pritzkow
DESIGNER: Mark Mayzik

REVISION#: (4)
LANDLORD APPROVAL SIGNATURE / DATE:
CLIENT APPROVAL SIGNATURE / DATE:

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Proposed "Steamfitters 601" & "Training Center" face lit channel letter location

Proposed "UA" face & halo lit circular logo location

Steamfitters Local 601 Training Center



Proposed "Steamfitters 601" & "Training Center" face lit channel letter location

Proposed "UA" face & halo lit circular logo location

I-94