



URBAN DESIGN COMMISSION APPLICATION CITY OF MADISON

This form may also be completed online at:

<http://www.cityofmadison.com/planning/documents/UDCapplication.pdf>

215 Martin Luther King Jr. Blvd; Room LL-100
PO Box 2985; Madison, Wisconsin 53701-2985
Phone: 608.266.4635 | Facsimile: 608.267.8739

Please complete all sections of the application, including the desired meeting date and the type of action requested.

Date Submitted: _____	<input type="checkbox"/> Informational Presentation
UDC Meeting Date: _____	<input type="checkbox"/> Initial Approval
Combined Schedule Plan Commission Date (if applicable): _____	<input type="checkbox"/> Final Approval

1. Project Address: 1901 S. Park St.
Project Title (if any): Install digital sign face

2. This is an application for (Check all that apply to this UDC application):

☐ New Development ☒ Alteration to an Existing or Previously-Approved Development

A. Project Type:

- ☐ Project in an Urban Design District* (public hearing-\$300 fee)
☐ Project in the Downtown Core District (DC) or Urban Mixed-Use District (UMX) (\$150 fee, Minor Exterior Alterations)
☐ Suburban Employment Center (SEC) or 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 Planned Residential Complex

B. Signage:

- ☐ Comprehensive Design Review* (public hearing-\$300 fee) ☐ Street Graphics Variance* (public hearing-\$300 fee)
☐ Signage Exception(s) in an Urban Design District (public hearing-\$300 fee)

C. Other:

☒ Please specify: Signage - Zoning Administrator Appeal

3. Applicant, Agent & Property Owner Information:

Applicant Name: Ryon Savasta
 Street Address: 102 E Badger Rd
 Telephone: (608) 271-7900 Fax: (____) _____

Company: Adams Outdoor Advertising
 City/State: Madison, WI Zip: 53713
 Email: rsavasta@adamsoutdoor.com

Project Contact Person: Ryon Savasta, Real Estate Manager
 Street Address: 102 E Badger Rd
 Telephone: (608) 271-7900 Fax: (____) _____

Company: Adams Outdoor Advertising
 City/State: Madison, WI Zip: 53713
 Email: rsavasta@adamsoutdoor.com

Project Owner (if not applicant): _____
 Street Address: _____
 Telephone: (____) _____ Fax: (____) _____

City/State: _____ Zip: _____
 Email: _____

4. Applicant Declarations:

A. Prior to submitting this application, the applicant is required to discuss the proposed project with Urban Design Commission staff. This application was discussed with _____ on _____
(name of staff person) (date of meeting)

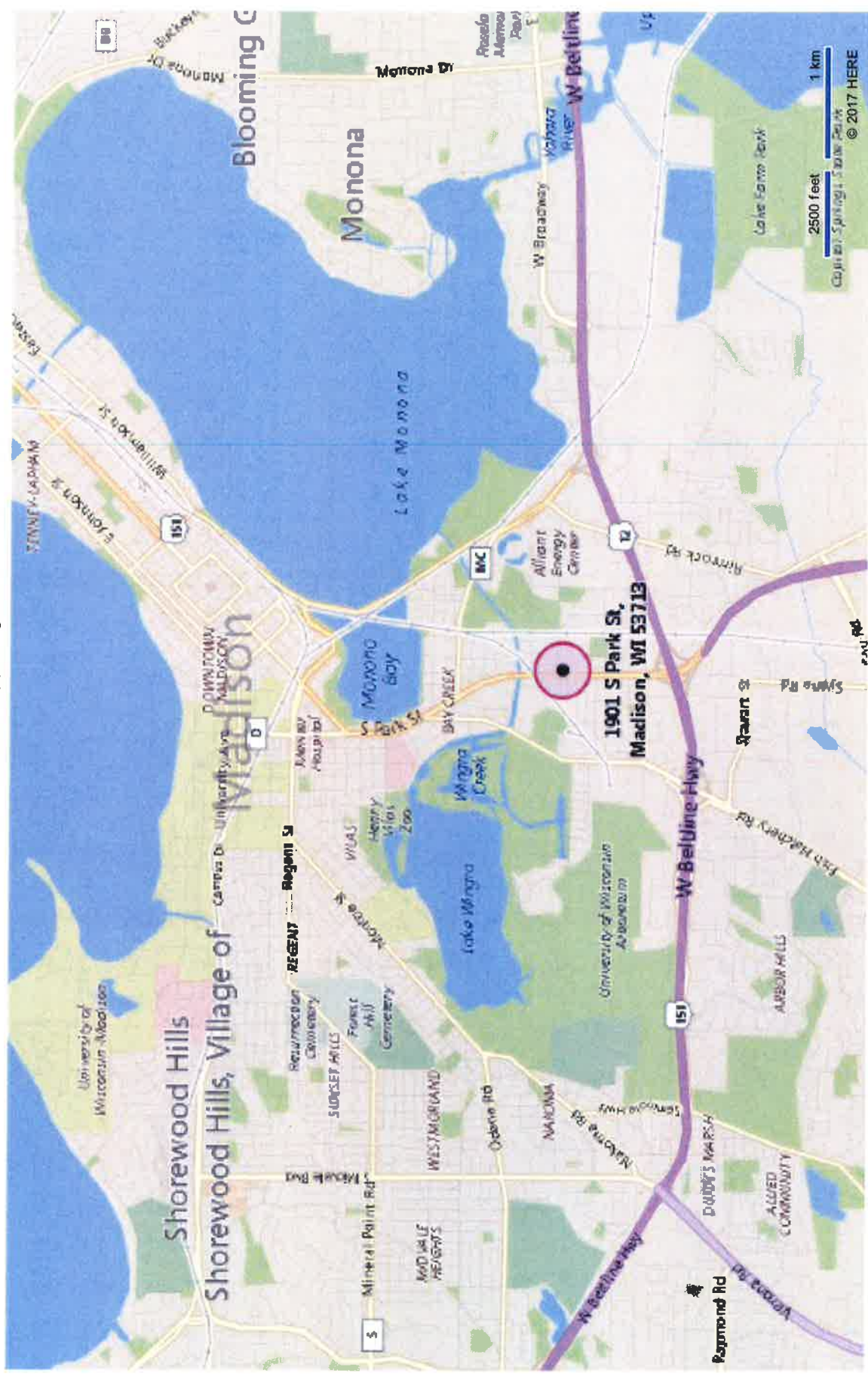
B. The applicant attests that all required materials are included in this submittal and understands that if any required information is not provided by the application deadline, the application will not be placed on an Urban Design Commission agenda for consideration.

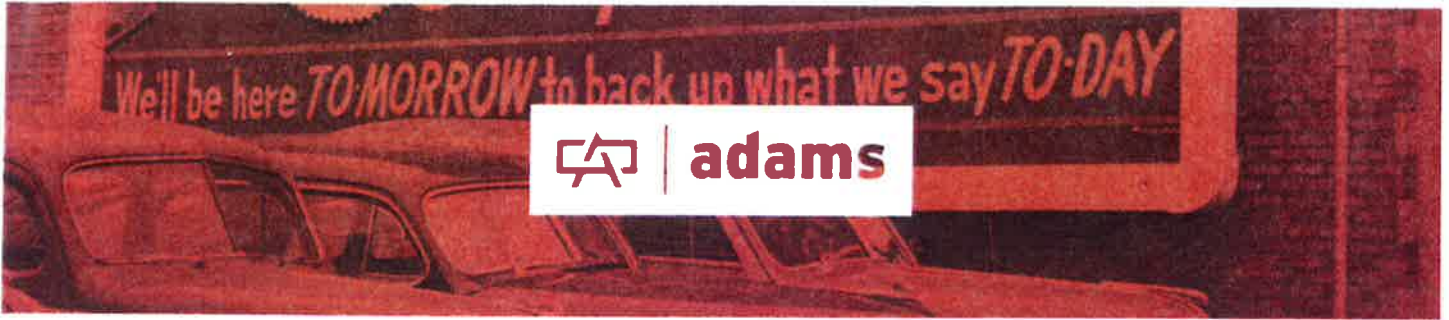
Name of Applicant Adams Outdoor Advertising

Relationship to Property Billboard sign owner

Authorized Signature 

Date 7/25/17





April 24, 2017

Matt Tucker
126 S Hamilton St
PO Box 2984
Madison, WI 53701

RE: Sign Application

Dear Mr. Tucker

Enclosed you will find a sign application for the advertising sign located at 1901 S Park St. We are requesting to make to following changes to the structure in its current location:

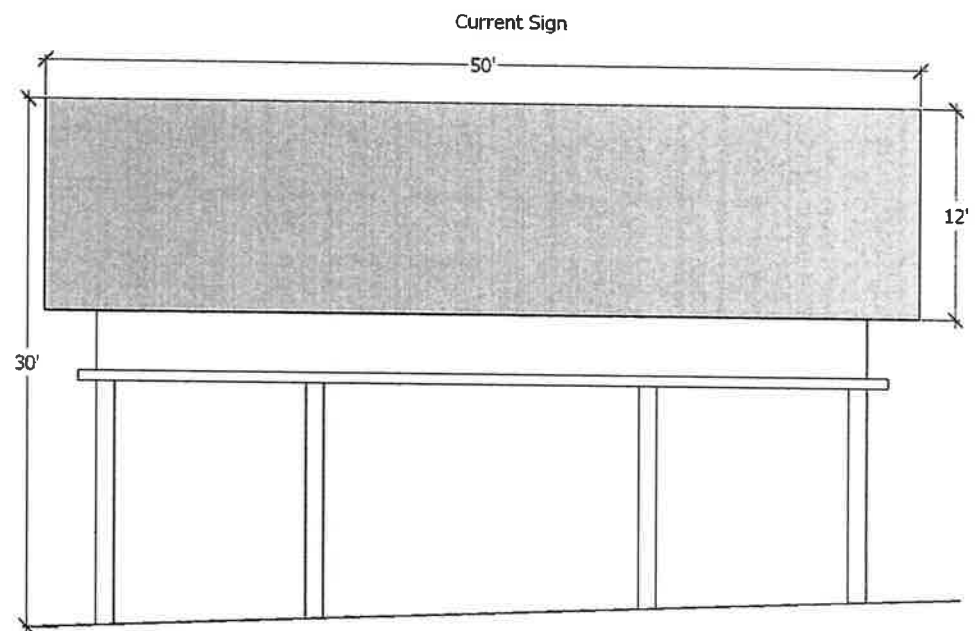
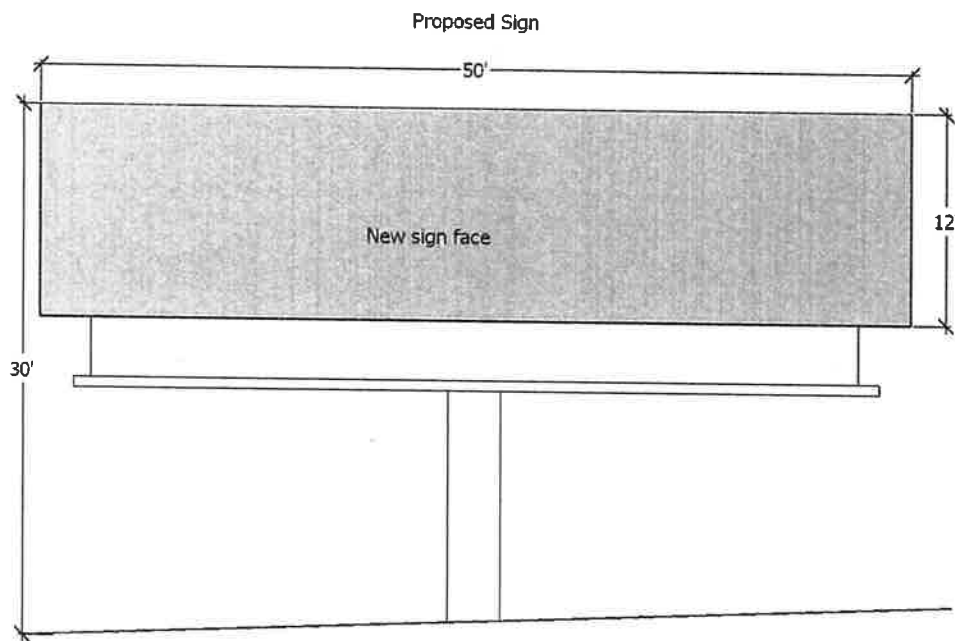
- Convert to digital sign face

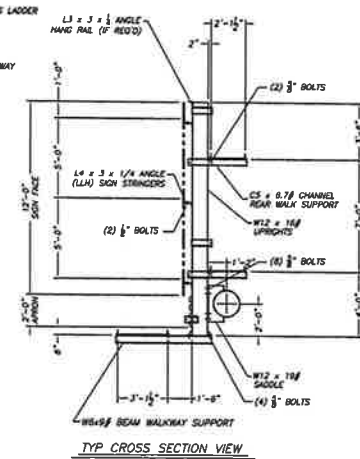
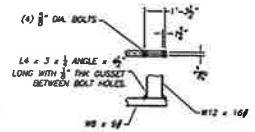
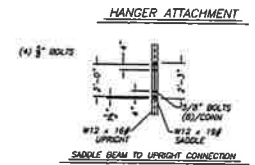
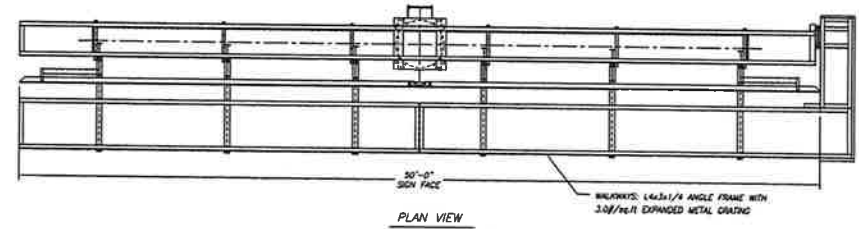
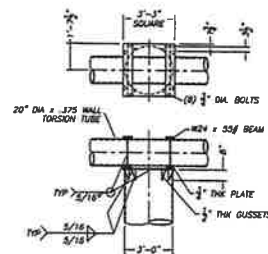
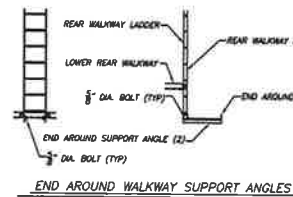
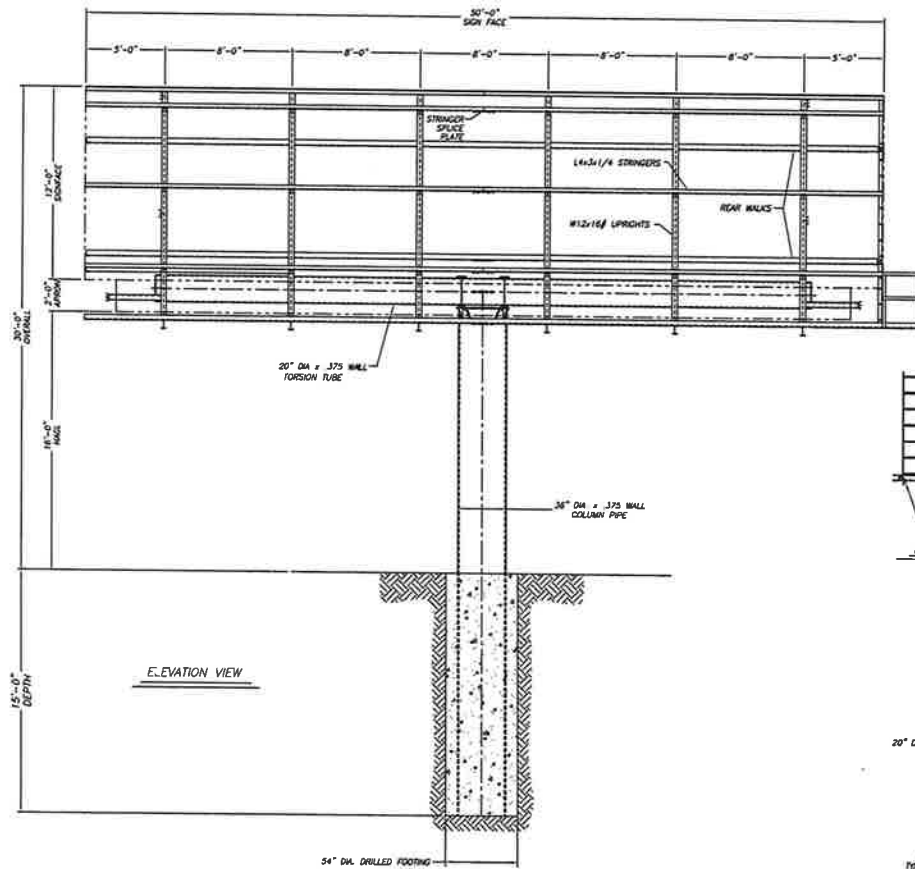
Since this is an existing sign and we are not requesting an initial sign permit the ordinance is unclear as to the permit cost (if any) to modify an existing structure. Please advise as to the permit costs associated with the above mentioned modifications. We will send payment promptly.

Sincerely,

Ryon Savasta
Real Estate Manager
Adams Outdoor Advertising







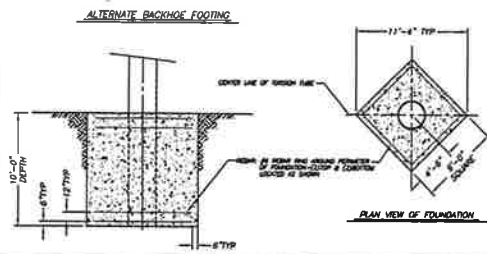
SPECIFICATIONS:

1. STEEL ROLLED "W" BEAM SECTIONS: ASTM A992
ALL OTHER STEEL BEAM SECTIONS: ASTM A836
2. PIPE SECTIONS: A.P.I. 5L X42.
3. BOLTS: MINIMUM 1/2" DIAMETER UNF
1/2" DIAMETER: GRADE A325
5/8" DIAMETER & LARGER: GRADE A325
4. CONCRETE: 3000 P.S.I. @ 28 DAYS.
5. HORIZONTAL SOIL PRESSURE: 300#/SQ. FT./FT.
6. THIS DESIGN MEETS THE REQUIREMENTS OF THE 2000
INTERNATIONAL BUILDING CODE FOR 50 M.P.H. (3 SECS GUST)
WIND SPEED AND EXPOSURE "B".
7. ALL WELDING SHALL BE IN ACCORDANCE WITH AWS
STANDARDS USING E-70 ELECTRODES.
8. ALL WALKWAYS TO HAVE SAFETY CABLES
9. REINFORCING BAR: ASTM A-615 GRADE 60 (IF REQUIRED)
10. STRUCTURE DESIGN TO ACCEPT DILATION AT A LATER DATE.

PROPOSAL DRAWING

PRODUCTIVITY FABRICATORS

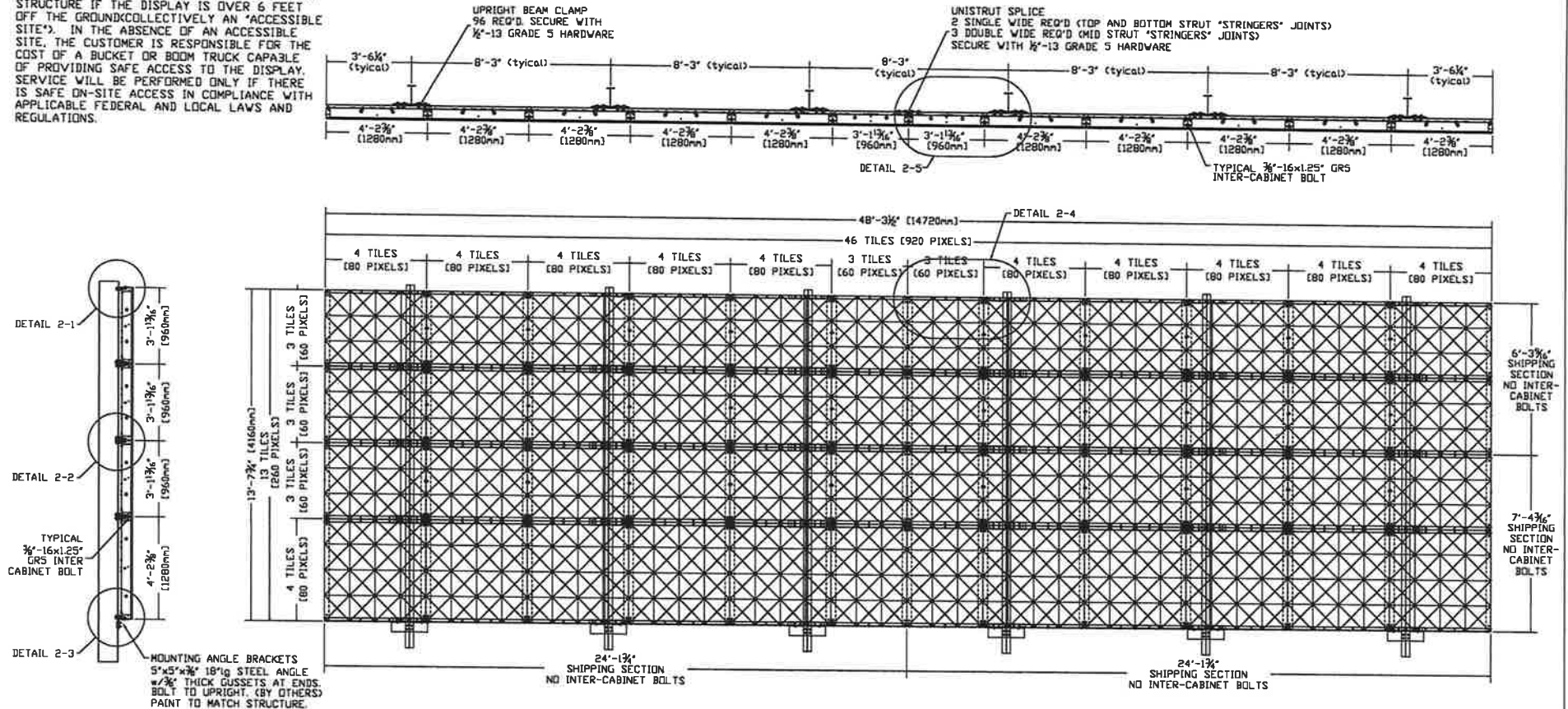
SCALE: NONE	DRAWN BY:
DATE: 04/20/17	P. PLATT
12' x 50' CM, SF, 30' OVERALL SIGN	
ADAMS - MADISON	DRAWING NUMBER: 66-9210



ON-SITE SERVICE REQUIREMENTS

- 1) THE DISPLAY MUST BE ACCESSIBLE THROUGH USE OF A 20 FOOT OR SHORTER LADDER;
- 2) THERE MUST BE A SECURE CATWALK OR BASE FROM WHICH SERVICE MAY BE PERFORMED, AND
- 3) THERE MUST BE A GUARD RAIL OR A SAFETY LIFELINE SECURELY ATTACHED TO THE SUPPORT STRUCTURE IF THE DISPLAY IS OVER 6 FEET OFF THE GROUND COLLECTIVELY AN "ACCESSIBLE SITE". IN THE ABSENCE OF AN ACCESSIBLE SITE, THE CUSTOMER IS RESPONSIBLE FOR THE COST OF A BUCKET OR BOOM TRUCK CAPABLE OF PROVIDING SAFE ACCESS TO THE DISPLAY. SERVICE WILL BE PERFORMED ONLY IF THERE IS SAFE ON-SITE ACCESS IN COMPLIANCE WITH APPLICABLE FEDERAL AND LOCAL LAWS AND REGULATIONS.

160 MPH WIND LOAD DESIGN REQUIREMENTS
6 UPRIGHTS REQUIRED
UPRIGHT SPACING: 8'-4 1/8" (2560mm) MAX.
ALLOWABLE CANTILEVER: 4'-2 3/8" (1280mm) MAX.



- PRODUCTION NOTES:
- 1) CABINET POWER PRE-WIRED BY COLUMN
 - 2) TRIM COLOR - AS REQ'D
 - 3) USE 3/8"-13 GRADE 5 SERRATED FLANGE BOLTS AND NUTS UNLESS OTHERWISE NOTED
 - 4) ALL FABRICATED ALUMINUM AND STEEL PARTS TO BE PAINTED SATIN BLACK.

APPROXIMATE SIGN WEIGHT NO TRIM

MOUNTING STRUT AND BRACKETS.	971#
ELECT SYSTEM.	150#
F-TILE LED MODULES	5,133#
TRIM - 3" TALL..	0#
CABLING.	144#
TOTAL.	6,399#

E	REVISE TO 2X3 ALUM ANGLE TRIM	11/12/15	RFW
D	ADD 4 TILES ACROSS TOP & BOTTOM OF 4 TILE VIDE CABINETS. ADD BOLTS & UNISTRUT DRILL PATTERN	1/23/15	RFW
C	REARRANGE CABINETS FOR 4 SHIPPING SECTIONS	1/5/15	RFW
B	SHOW CABINET INTER-CONNECT 3/8" BOLTS	12/21/14	RFW
A	REV UNISTRUT ATTACHMENT BOLT TO 3/8"-16 x 1.25" GR 5	12/17/14	RFW
REV	DESCRIPTION	DATE	APPD

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PART NUMBER	

APPROVALS	
BY	DATE
DESIGNED	10-14
UPDATED	11-12-15
CUSTOMER	
DO NOT SCALE THIS DRAWING.	

FORMETCO

2963 Pleasant Hill Rd. Duluth, GA 30096-3808

16mm 260 x 920 DBB UNISTRUT MTG
MAX 14' x 48' 16mm F-TILE DBB

SIZE B SCALE 1:50 DWG NO. B-2260 SH 1 OF 1

1901 S Park St, Madison, WI



- Property Line
- 14' x 48'' billboard
- * No change to sign location.



Date: April 6, 2017

City of Madison Building Inspection
126 S Hamilton St
PO Box 2984
Madison, WI 53701

RE: Owner Authorization

To whom it may concern:

Per a signed lease agreement with Parkwood Partners LLC the owner of the property located 1901 S Park St, Madison, WI, Adams Outdoor Advertising (Lessee) is authorized by the property owner to erect, operate, maintain, modify, or reconstruct an outdoor advertising structure on the premises.

Sincerely,

Adams Outdoor Advertising

Its: Rental Estate Manager


Signature

Ryan Savasta
Print Name



CITY OF MADISON BUILDING INSPECTION DIVISION

126 S Hamilton St - PO Box 2984 Madison, WI 53701-2984
zoning@cityofmadison.com - 608.266.4551 - <http://www.cityofmadison.com/dpced/bi/>

Sign Permit Application

OFFICE USE ONLY

Application Date _____

Approval Date _____

Approved by _____

Permit Fee _____

Receipt _____

Permit Number: ZON _____ -20____ - _____

SPECIAL CONDITIONS:

- | | |
|--|---|
| <input type="checkbox"/> CDR # _____ | <input type="checkbox"/> UDC Other _____ |
| <input type="checkbox"/> VARIANCE _____ | <input type="checkbox"/> DC/UMX _____ |
| <input type="checkbox"/> UDD # _____ | <input type="checkbox"/> Arch. Review _____ |
| <input type="checkbox"/> Historic/Landmark _____ | <input type="checkbox"/> PD # _____ |

APPLICANT: Use one application per sign. Complete all sections below that apply to the particular sign permit.

Installation Address 1901 S. Park St. Zoning District CCT

Business Name Adams Outdoor Advertising

Owner of Sign (Name) Adams Outdoor Advertising

Address of Sign Owner 102 E Badger Road, Madison, WI 53713

Telephone of Sign Owner 608-271-7900 Email rsavasta@adamsoutdoor.com

Sign Contractor/Installer Adams Outdoor Advertising Contact (Name) Craig Judd

Address 102 E Badger Road, Madison, WI 53713

Phone 608-271-7900 Email cjudd@adamsoutdoor.com

Which of the following best describes the proposed work?

- ☐ New Sign ☒ Change of Copy fee - see attached ☐ Relocate on Lot
(Existing Tag/Permit # _____) (Existing Tag/Permit # _____)

Type of Sign (Check all that apply):

- | | | | |
|---|-------------------------------------|---------------------------------|---|
| <input checked="" type="checkbox"/> Ground | <input type="checkbox"/> Non-Ground | <input type="checkbox"/> Canopy | <input type="checkbox"/> Banner (Wall only) |
| <input type="checkbox"/> Monument | <input type="checkbox"/> Wall | <input type="checkbox"/> Above | <input type="checkbox"/> Business Opening (30 Days) |
| <input type="checkbox"/> Pole | <input type="checkbox"/> Awning | <input type="checkbox"/> Below | <input type="checkbox"/> Decorative |
| <input type="checkbox"/> Portable | <input type="checkbox"/> Projecting | <input type="checkbox"/> Fascia | <input type="checkbox"/> Promotional |
| <input checked="" type="checkbox"/> Billboard (Advertising) | <input type="checkbox"/> Roof | <input type="checkbox"/> Misc. | |
| <input type="checkbox"/> Off-Premise Directional | <input type="checkbox"/> Above Roof | | |

Sides:

- | | | |
|---------------------------------------|---|---|
| <input checked="" type="checkbox"/> 1 | <input type="checkbox"/> External Illuminated | <input type="checkbox"/> Electronic Changeable Copy |
| <input type="checkbox"/> 2 | <input type="checkbox"/> Internal Illuminated | <input type="checkbox"/> Manual Change of Copy |
| <input type="checkbox"/> Other _____ | <input type="checkbox"/> Non-Illuminated | <input type="checkbox"/> Time & Temperature |

Description of Text and Graphics of Sign:

Changeable copy advertising sign

Existing Property Use	Proposed Property Use (if changed)
Multi tenant retail	no change

PROPOSED GROUND SIGN INFORMATION:

Lanes of Traffic	Speed Limit (Posted)	Max. Net Sign Area	Max. Ground Sign Height
4	30 mph	600 SF	30'

Net Area Sign Dimensions		Net Area Square Feet	Gross Area Sign Dimensions		Gross Area Square Feet
1	12' x 50'	600 SF	1	3' x 16' pole	48'
2			2	2' x 50' apron	100'
3			3	Face	600
Total		600 SF	Total		748 SF

PROPOSED NON-GROUND SIGN INFORMATION:

Net Area Sign Dimensions		Net Area Square Feet	Dimensions & Total Square Footage of Signable Area
1			Width of Tenant Space
2			
3			
Total			

All signs are required to be compliant with the Madison General Ordinances. Be sure to include with the application:

- ☐ Detailed drawings in full color of the proposed sign.
- ☐ Building elevation drawing showing the sign and all details/dimensions of the sign, signable area, and tenant space.
- ☐ Type of material being used and all dimensions of supports and footings.
- ☐ Clearance above ground (for awning/projecting/banner signs only).
- ☐ For Projecting Signs - Distance of projection from building face (6' max) and distance of sign projecting into the right-of-way (24" max).
- ☐ Type of lighting/illumination and method.
 - ☐ Include a night view for internally illuminated signs that appear to have light-colored copy on a dark or non-illuminated background.
- ☐ If the sign will be attached to a building, show the building roofline in relation to the wall on which the sign will be mounted.
- ☐ Pictures of any existing signs (with tag/permit #'s if possible).
- ☐ A site plan showing the size and location of existing signs, as well as showing the location of new or relocated sign.
- ☐ Acknowledgement from the property owner to erect the sign.

Any Missing Information Will Result in Delays to Your Application

FOR MORE INFORMATION ON SUBMITTAL REQUIREMENTS, PLEASE REFER TO MGO SECTION 31.041(2)