



URBAN DESIGN COMMISSION APPLICATION CITY OF MADISON

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

This form may also be completed online at:
<http://www.cityofmadison.com/planning/documents/UDCApplication.pdf>

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

1. Project Address: 1305 S. Park St.
 Project Title (if any): Remove W face, raise height of remaining structure, install digital 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)

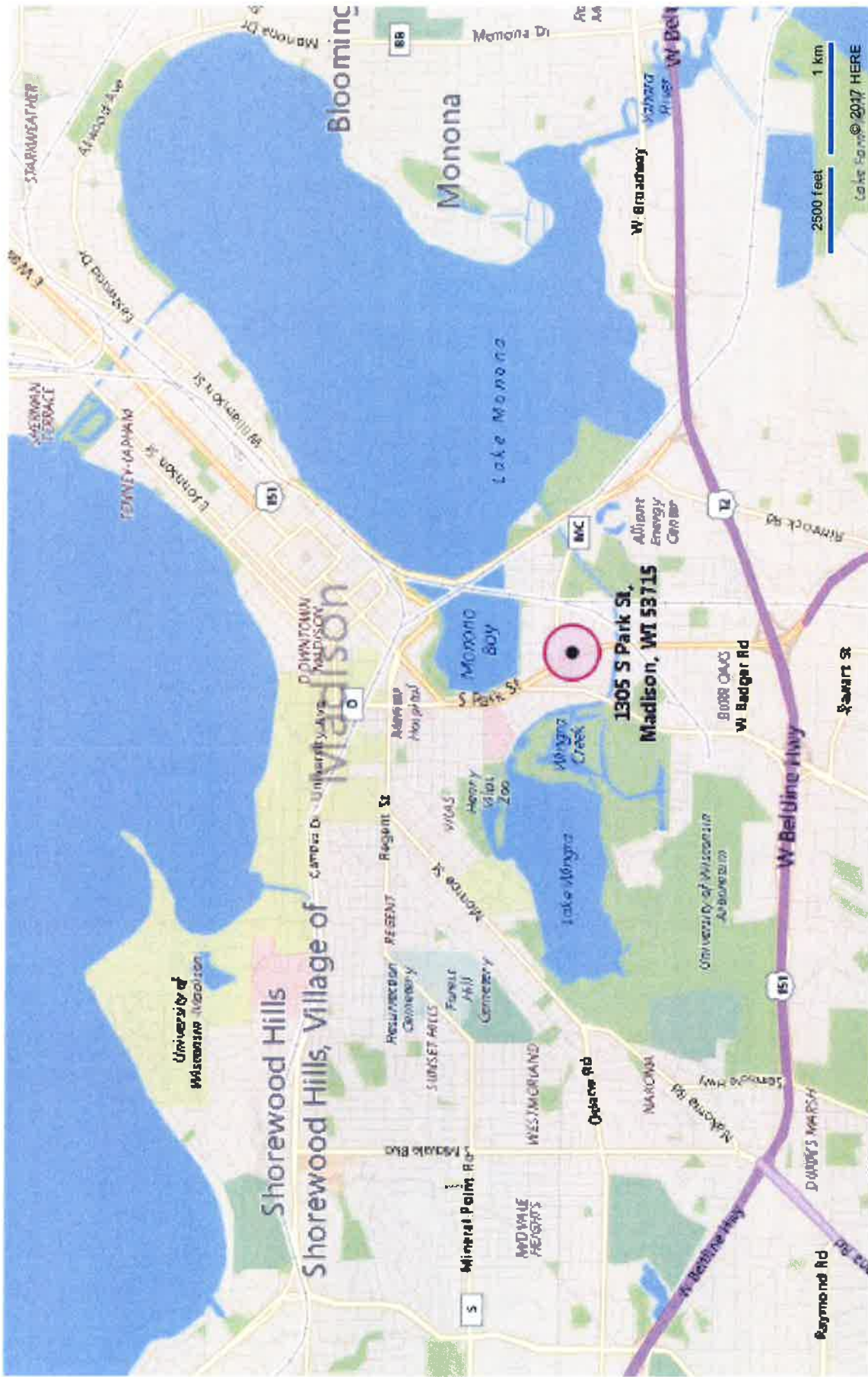
B. The applicant attests that all required materials are included in this submittal and understands that if any required information is not provided by the application deadline, the application will not be placed on an Urban Design Commission agenda for consideration.

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 1305 S Park St. We are requesting to make to following changes to the structure in its current location:

- Remove one (1) face
- Raise remaining face to 30'
- Convert remaining face 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.

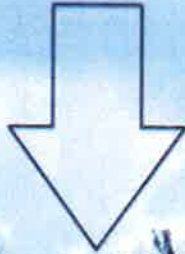
Sincerely,


Ryon Savasta
Real Estate Manager
Adams Outdoor Advertising

RAISE TO 30'

DIGITAL
FACE

Spruce St



The sign you've been waiting for.

SOLD

HUNBURY & ASSOCIATES REALTORS
Featuring Keller Williams

Good afternoon, breakfast.

all day

McDonald's

CARGO COFFEE



Spruce St

REMOVE 12'x25'
SIGN STRUCTURE



ALWAYS

The sign you've been waiting for.

SOLD

BUNBURY & ASSOCIATES REALTORS
BunburyRealtors.com

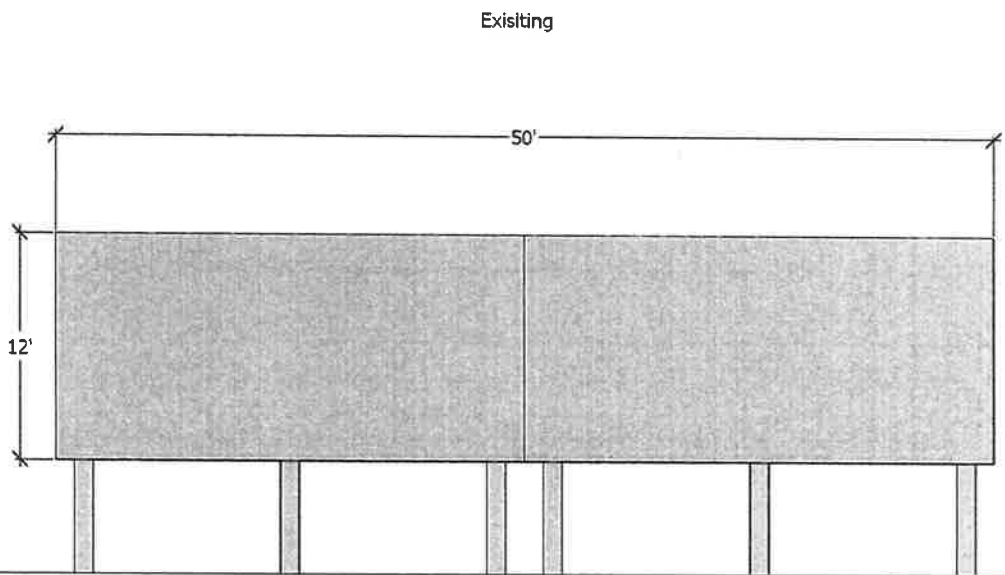
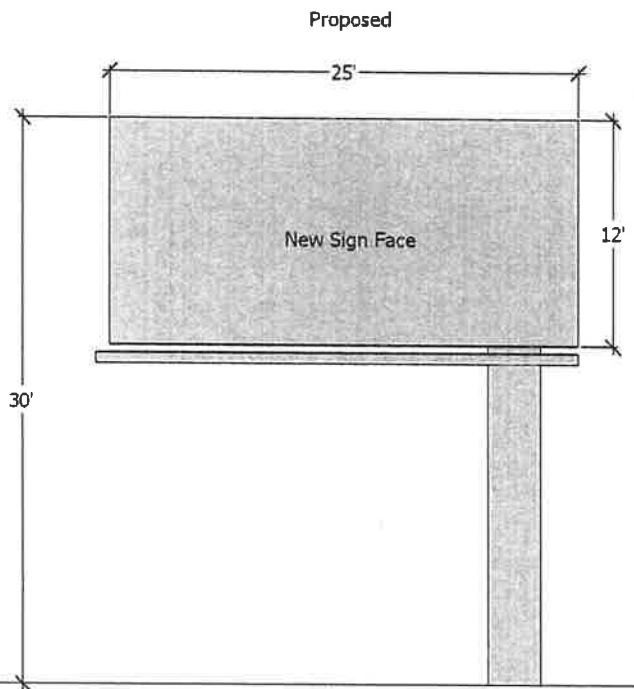
Good afternoon, breakfast.

all day

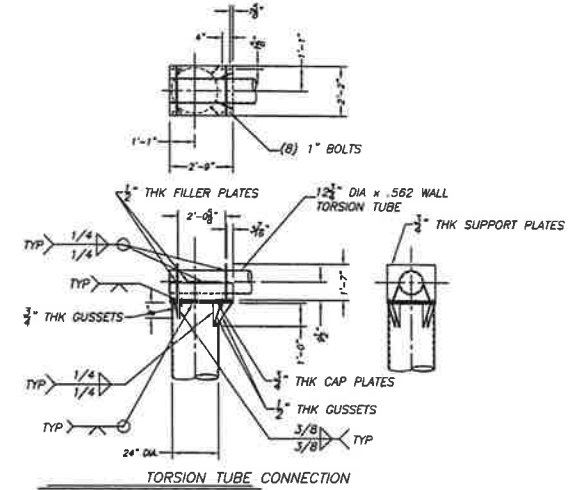
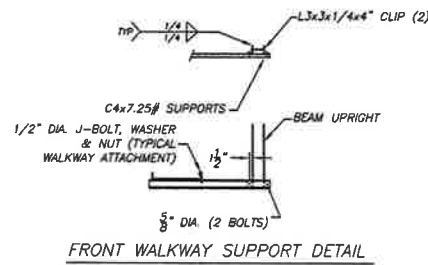
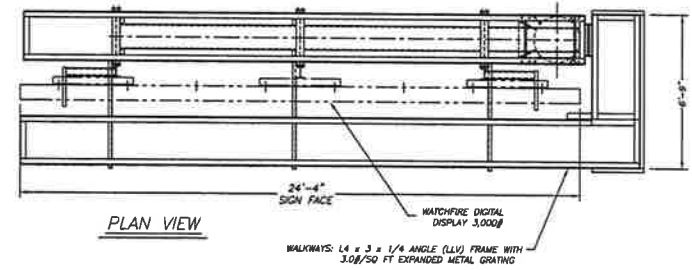
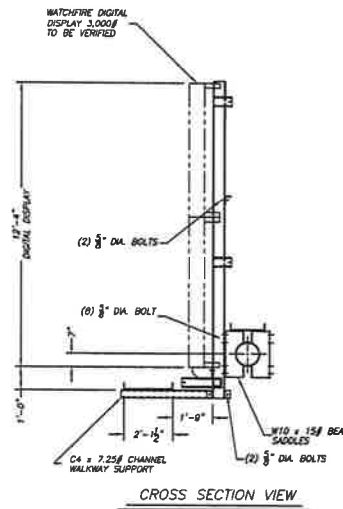
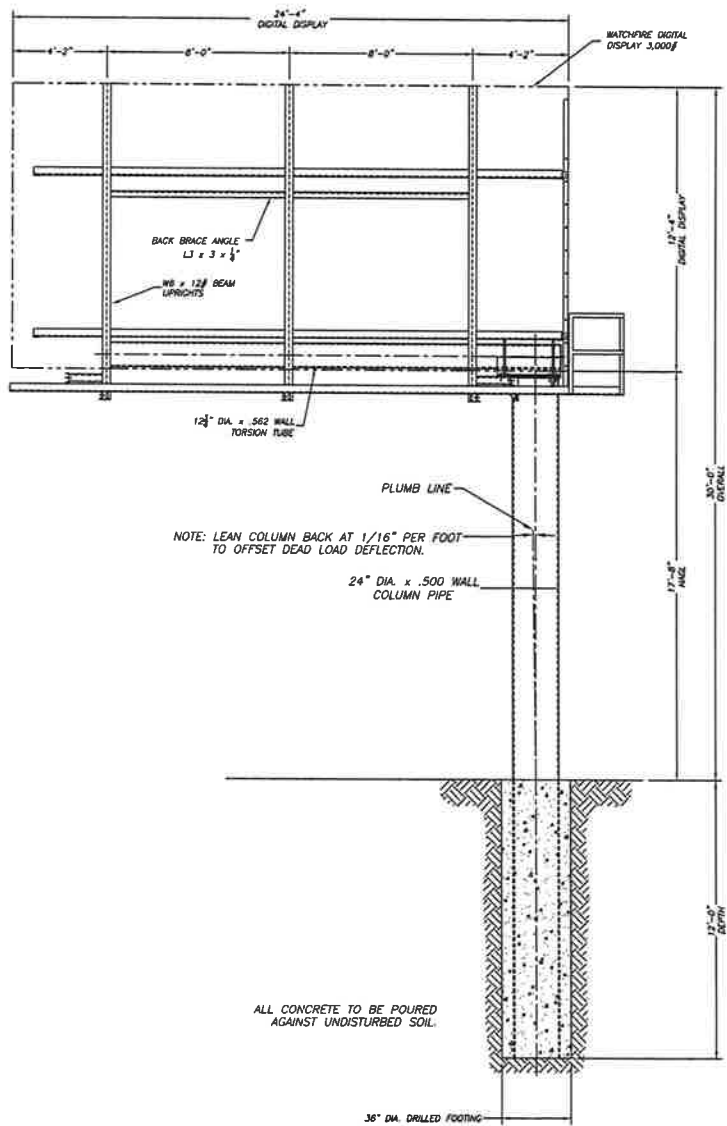
McDonald's

CARGO COFFEE

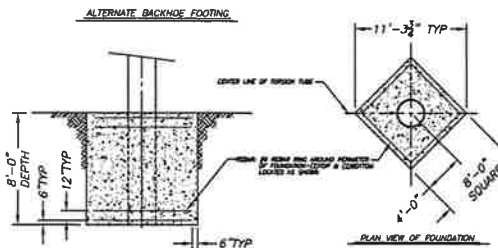




| REV. | CHANGE | BY | DATE |
|------|--------|----|------|
| | | | |



ALL CONCRETE TO BE POURED AGAINST UNDISTURBED SOIL.



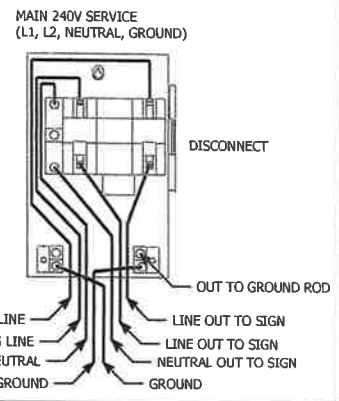
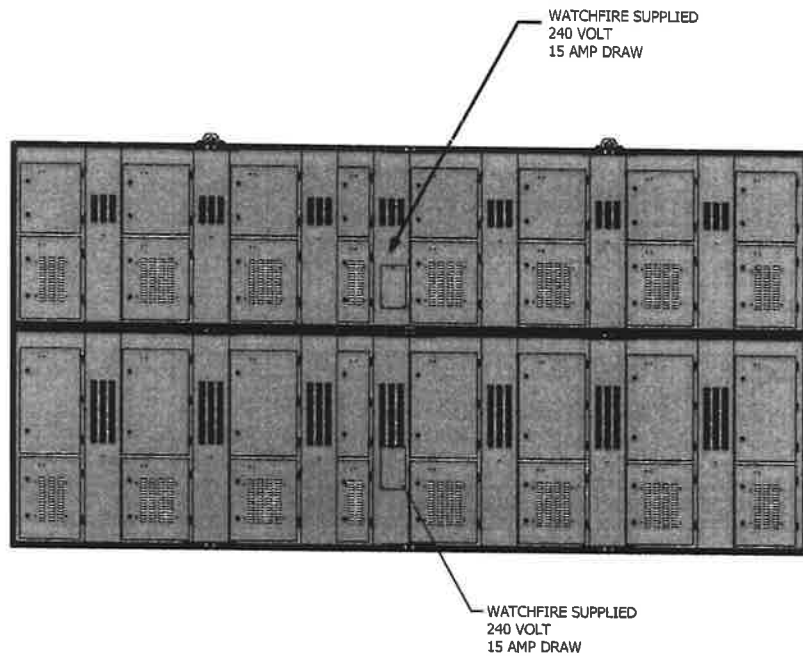
SPECIFICATIONS:

1. STEEL ROLLED "W" BEAM SECTIONS: ASTM A992
ALL OTHER STEEL ROLLED SECTIONS: ASTM A36
2. PIPE SECTIONS: A.P.I. 5L X42
3. BOLTS: MINIMUM 1/2" DIAMETER UNC
1/2" DIAMETER: GRADE A325
3/8" 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 2009 INTERNATIONAL BUILDING CODE FOR 90 M.P.H. (3 SEC GUST) WIND SPEED AND EXPOSURE "C".
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 DIGITALS AT A LATER DATE.

PROPOSAL DRAWING

PRODUCTIVITY FABRICATORS

| | |
|---|-------------------------|
| SCALE: NONE | DRAWN BY: P. PLATT |
| DATE: 04/21/17 | |
| 12' x 25' DIGITAL FLAG, SF, 30' OVERALL | |
| ADAMS OUTDOOR - MADISON | PROJECT NUMBER: 63-9868 |



INSTALLATION NOTES:

1. ELECTRICAL REQUIREMENTS: 240 VOLTS, SINGLE PHASE, 30 TOTAL AMPS FOR SIGN, 4-WIRE, CURRENT CARRYING NEUTRAL 7.2 KW TOTAL FOR SIGN.
2. DISCONNECTS: 30 AMP UNFUSED DISCONNECTS 120/240 VAC
3. GROUND: DRIVE A COPPER-CLAD GROUND ROD INTO THE GROUND NEAR THE SIGN. ATTACH A #6 GROUND WIRE TO THE GROUND ROD AND ROUTE AND CONNECT IT TO THE GROUND TERMINAL INSIDE THE DISCONNECT. ENSURE ALL WIRING CONNECTING THE GROUND ROD TO THE SIGN IS SECURELY ATTACHED. BE SURE TO FOLLOW ALL NATIONAL ELECTRICAL CODE REQUIREMENTS.
4. U. CERTIFICATE NUMBER: E221802 (UL-48)

| | | | | | | | | | | |
|---|---|--|---|------------------------------|--|--|---|----------------------------------|-------------------------------|---|
| <p>THE INFORMATION, DATA, AND DRAWINGS CONTAINED WITHIN THIS DOCUMENT ARE STRICTLY CONFIDENTIAL AND ARE PROVIDED WITH THE UNDERSTANDING THAT THEY WILL NOT BE DISCLOSED TO THIRD PARTIES WITHOUT THE PRIOR WRITTEN CONSENT OF TIME-Q-MATIC, LLC.</p> <p>ALL INFORMATION, ILLUSTRATIONS, SCREEN SHOTS, DATA, AND DRAWINGS CONTAINED WITHIN COPYRIGHT © 2016 WATCHFIRE SIGNS, LLC. ALL RIGHTS RESERVED.</p> | <p>LINEAR TOLERANCES</p> <p>X/XX..... = ± 1/16"</p> <p>X.X..... = ± .0450"</p> <p>X.XX..... = ± .0300"</p> <p>X.XXX..... = ± .0150"</p> <p>X.XXXX..... = ± .0050"</p> | | <p>ANGULAR TOLERANCES</p> <p>X°..... = ± 3°</p> <p>X.X°..... = ± 1°</p> <p>X.XX°..... = ± .5°</p> | | <p>CNC INFORMATION</p> <p>CNC PROGRAM</p> <p>CUT LENGTH</p> <p>PARTS PER SHEET</p> <p>PROGRAMMED BY:</p> | | <p>MODEL REV</p> <p>1</p> | <p>DRAWG REV</p> <p>0</p> | <p>THIRD ANGLE PROJECTION</p> | <p>DESCRIPTION</p> <p>REAR SERVICE - 11 X 22 VIEWABLE - 0A16B.C - DIMENSIONS</p> <p>132.25" X 265.25"</p> |
| | <p>MATERIAL</p> | | | | | | | | | |
| | <p>DATE CREATED</p> <p>6/16/2016</p> | | | <p>DRAWN BY</p> <p>T. Di</p> | | | <p>PART NUMBER</p> <p>11'1.25x22'1.25_C_N_11022_R</p> | | | |
| | <p>PLANT LOCATION: Design\1 Customer Drawing\Track Signs\Rear Service\11'1.25x22'1.25_C_N_11022_R.rdw</p> | | | | | | | | | |

1305 S Park St., Madison, WI



- Property Line
- Raise billboard structure
- Remove billboard structure
- * No change to sign location.



Date: April 6,2017

City of Madison Building Inspection
126 S Hamilton St
PO Box 2984
Madison, WI53701

RE: Owner Authorization

To whom it may concern:

Per a signed lease agreement with Badger Buffalo LLC the owner of the property located at 1305 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: Real Estate Manager


Signature

Ryan Savastka
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 | Permit Number: ZON _____ -20__ - _____ |
| Application Date _____ | SPECIAL CONDITIONS: |
| Approval Date _____ | <input type="checkbox"/> CDR # _____ <input type="checkbox"/> UDC Other |
| Approved by _____ | <input type="checkbox"/> VARIANCE <input type="checkbox"/> DC/UMX |
| Permit Fee _____ | <input type="checkbox"/> UDD # _____ <input type="checkbox"/> Arch. Review |
| Receipt _____ | <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 1305 S. Park St Zoning District CC-T

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 Height / Face 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) |
| Office / Apartment | No change |

PROPOSED GROUND SIGN INFORMATION:

| | | | |
|------------------|----------------------|--------------------|-------------------------|
| Lanes of Traffic | Speed Limit (Posted) | Max. Net Sign Area | Max. Ground Sign Height |
| 4 | 30 mph | 300 sq ft | 30' |

| Net Area Sign Dimensions | | Net Area Square Feet | Gross Area Sign Dimensions | | Gross Area Square Feet |
|--------------------------|-----------|----------------------|----------------------------|-----------------|------------------------|
| 1 | 12' x 25' | 300 | 1 | 17'8" x 2' pole | 36 |
| 2 | | | 2 | Face 12' x 25' | 300 |
| 3 | | | 3 | | |
| Total | | 300 | Total | | 336 |

PROPOSED NON-GROUND SIGN INFORMATION:

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