



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: _____	☐ Informational Presentation
UDC Meeting Date: _____	☐ Initial Approval
Combined Schedule Plan Commission Date (if applicable): _____	☐ Final Approval

1. Project Address: 3402 Commercial Ave
Project Title (if any): Raise structure height and 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: () _____

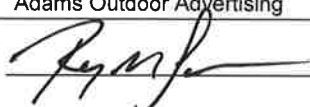
City/State: _____ Zip: _____
Email: _____

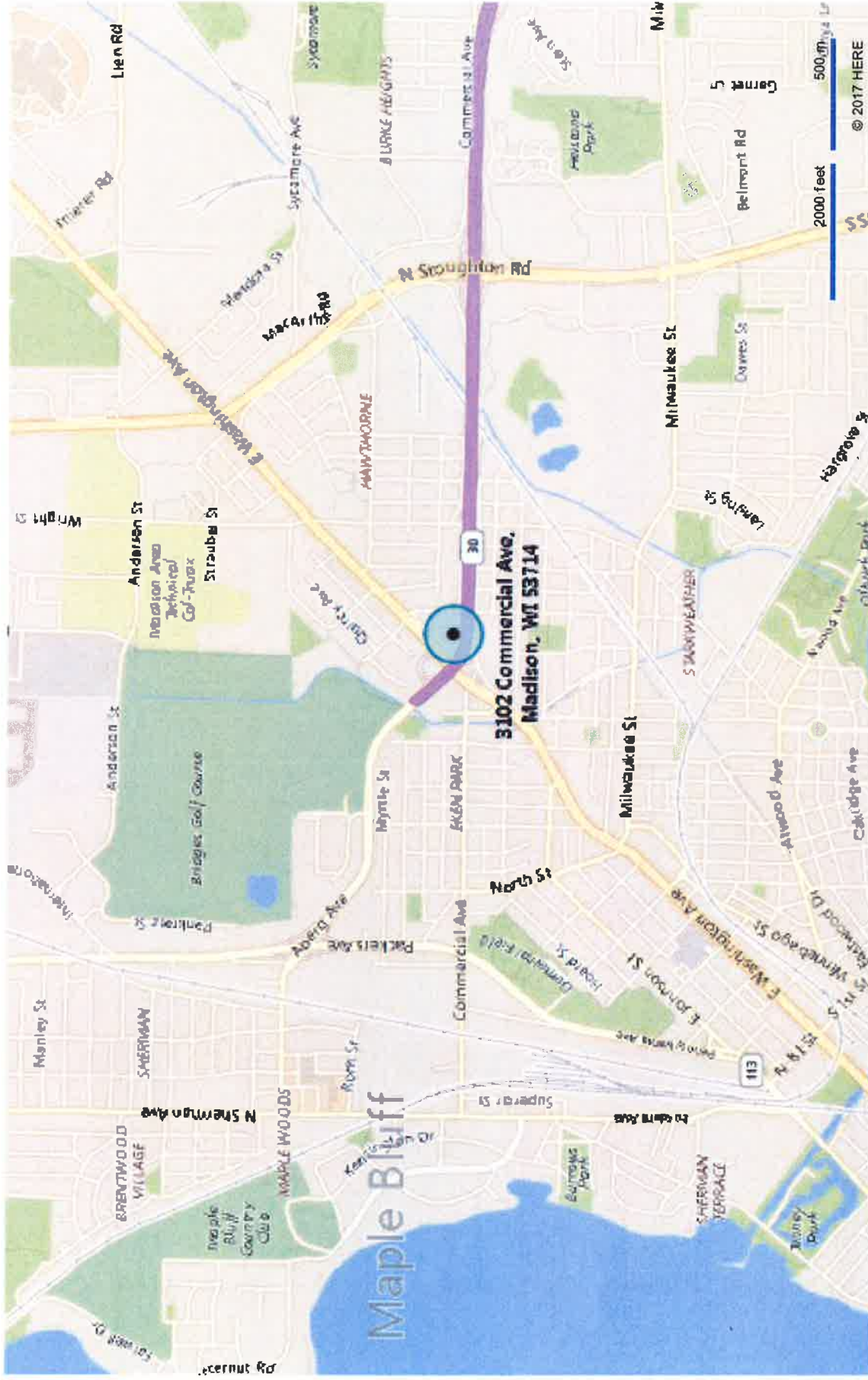
4. Applicant Declarations:

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

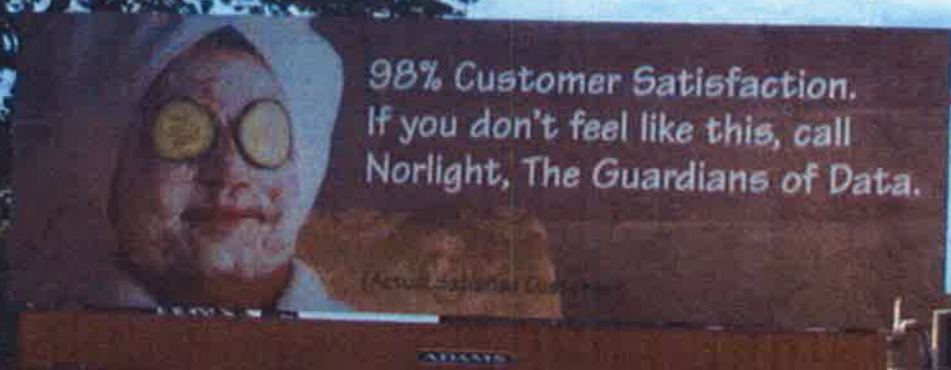
Enclosed you will find a sign application for the advertising sign located at 3102 Commercial Ave. We are requesting to make to following changes to the structure in its current location:

- Convert to digital sign face
- Raise structure to 40'

Since this is an existing sign and we are not looking to obtain an initial sign permit the ordinance is unclear as to the cost 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

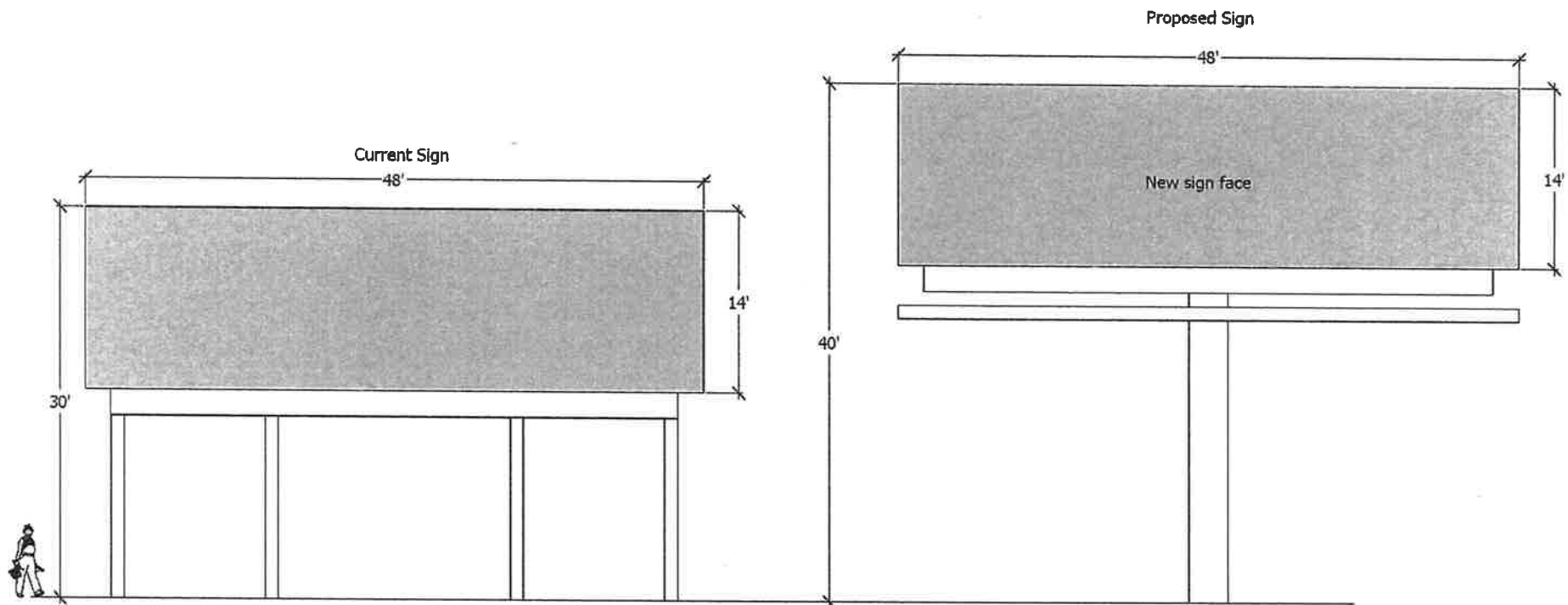


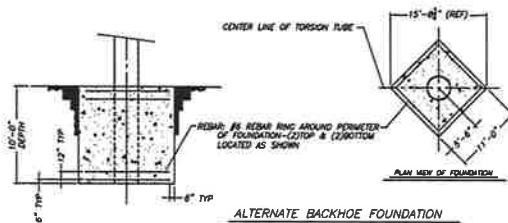
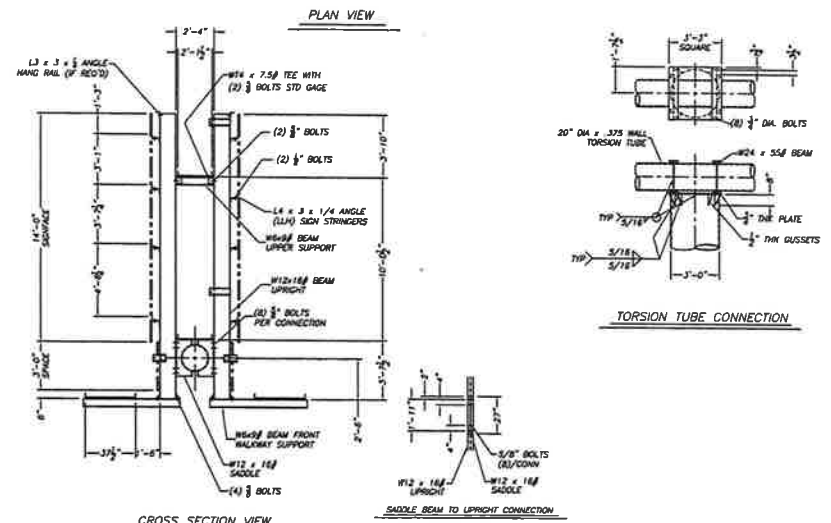
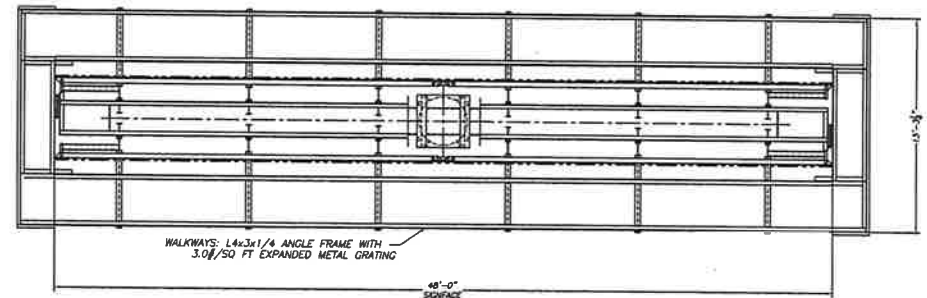
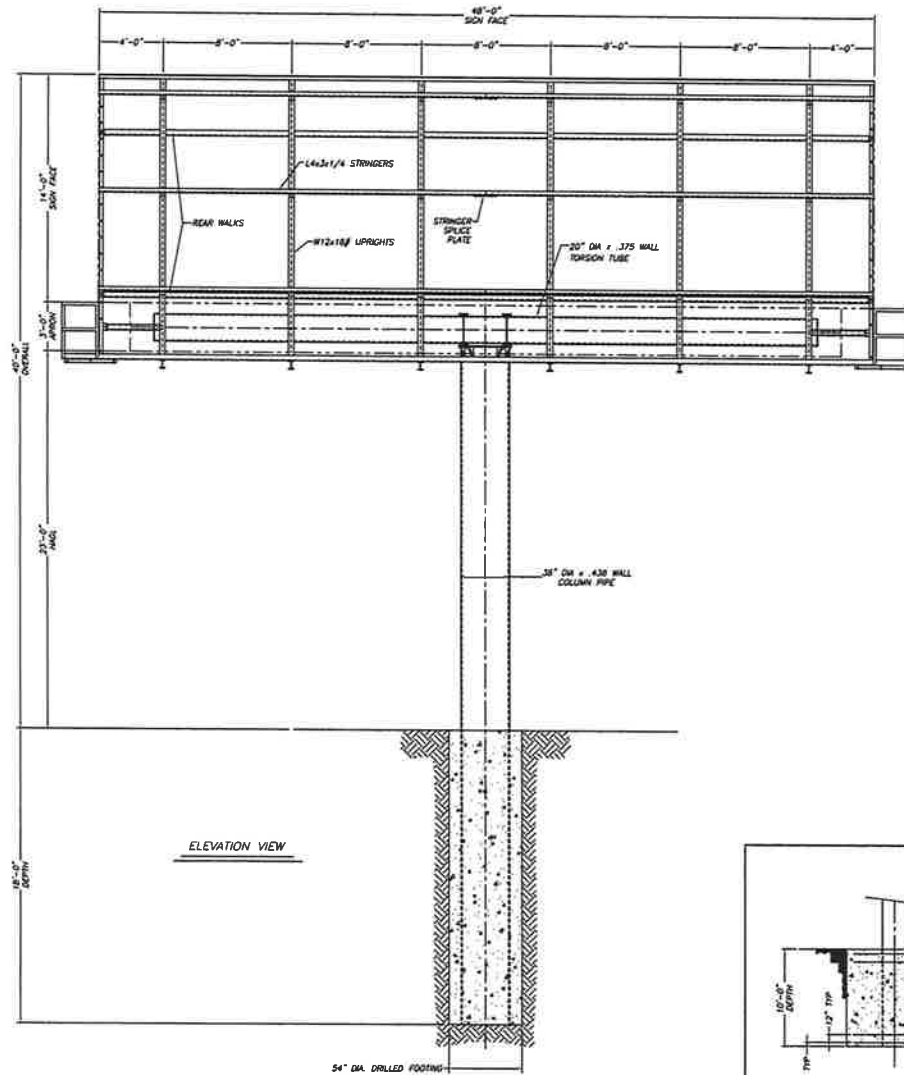
98% Customer Satisfaction.
If you don't feel like this, call
Norlight, The Guardians of Data.

(Actual Satisfaction Customer Survey)

A billboard advertisement for Norlight. The billboard features a close-up photograph of a woman's face with cucumber slices placed over her eyes. To the right of the image, the text reads: "98% Customer Satisfaction. If you don't feel like this, call Norlight, The Guardians of Data." Below this text, in smaller font, is "(Actual Satisfaction Customer Survey)". The billboard is mounted on a structure above a building.







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 LINC
1/2" DIAMETER: GRADE A325
3/8" DIAMETER & LARGER: GRADE A325
4. CONCRETE: 3000 P.S.I. @ 28 DAYS
5. HORIZONTAL SOIL PRESSURE: 300#/50 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 "D".
7. ALL WELDING SHALL BE IN ACCORDANCE WITH AISI
STANDARDS USING E-70 ELECTRODES.
8. ALL MAINWORKS TO HAVE SAFETY CABLES
9. REINFORCING BAR: ASTM A-615 GRADE 60 (IF REQUIRED)
10. STRUCTURE DESIGNED TO ACCEPT DEAD LOAD AN ADDITIONAL WT. OF 5.0

PROPOSAL DRAWING

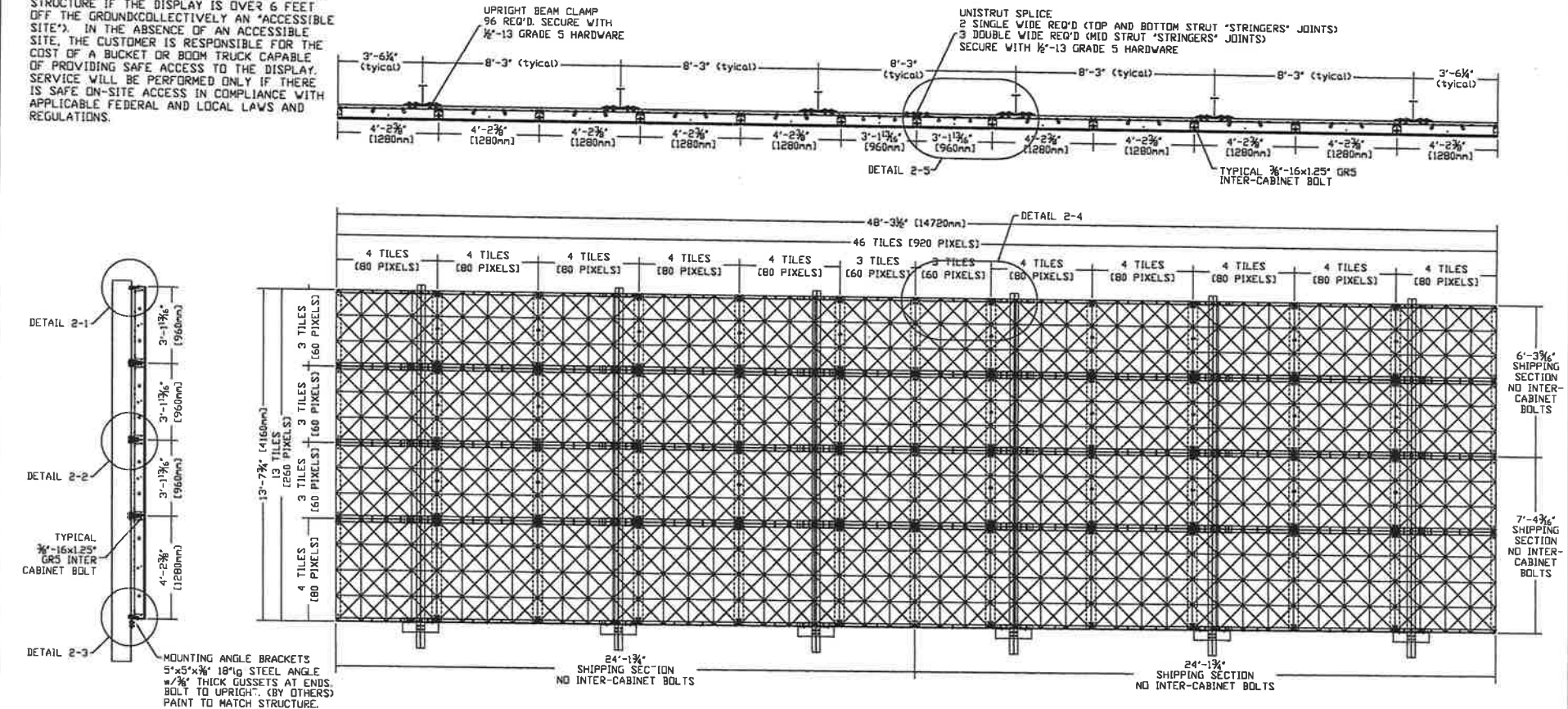
PRODUCTIVITY FABRICATORS

SCALE: NONE	DATE: 04/17/17	DRAWN BY: P. PLATT
14' x 48' CM, BB, 40' OVERALL SIGN		
ADAMS - MADISON, WI		ISSUING NUMBER: 66-9205A

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 HOLES ACROSS TOP & BOTTOM OF 4 TILE WIDE CABINETS. ADJ 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

REVISIONS

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PART NUMBER		APPROVALS	
10-14		11-12-15	
DO NOT SCALE THIS DRAWING		SCALE 1:50	
DWG NO. B-2260		SH 1 OF 1	

FORMETCO

2963 Pleasant Hill Rd. Duluth, GA 30096-3808

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

3102 Commercial Ave, 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 Mouwafa Akbik & Kathryn Akbik the owner of the property located 3102 Commercial Ave, 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 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/dpcd/bi/>

Sign Permit Application

OFFICE USE ONLY

Application Date _____
Approval Date _____
Approved by _____
Permit Fee _____
Receipt _____

Permit Number: ZON _____ -20 _____ - _____

SPECIAL CONDITIONS:

☐ CDR # _____ ☐ UDC Other
☐ VARIANCE ☐ DC/UMX
☐ UDD # _____ ☐ Arch. Review
☐ Historic/Landmark ☐ PD # _____

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

Installation Address 3402 Commercial Ave Zoning District TE
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):

☒ Ground	☐ Non-Ground	☐ Canopy	☐ Banner (Wall only)
☐ Monument	☐ Wall	☐ Above	☐ Business Opening (30 Days)
☐ Pole	☐ Awning	☐ Below	☐ Decorative
☐ Portable	☐ Projecting	☐ Fascia	☐ Promotional
☒ Billboard (Advertising)	☐ Roof	☐ Misc.	
☐ Off-Premise Directional	☐ Above Roof		

Sides:

☒ 1	☐ External Illuminated	☐ Electronic Changeable Copy
☐ 2	☐ Internal Illuminated	☐ Manual Change of Copy
☐ Other _____	☐ Non-Illuminated	☐ Time & Temperature

Description of Text and Graphics of Sign:

Changeable copy advertising sign

Existing Property Use	Proposed Property Use (if changed)
Store /warehouse	no change

PROPOSED GROUND SIGN INFORMATION:

Lanes of Traffic	Speed Limit (Posted)	Max. Net Sign Area	Max. Ground Sign Height
4	45 mph	750 SF	40'

Net Area Sign Dimensions		Net Area Square Feet	Gross Area Sign Dimensions		Gross Area Square Feet
1	14' x 48'	672 SF	1	3x23 (pole)	69
2			2	3x48 (apron)	144
3			3	14x48 face	672
Total		672 SF	Total		885 SF

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)