



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: 4203 W. Beltline Hwy
 Project Title (if any): Raise structure height

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: Zoning Administrator Appeal - Signage

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: _____

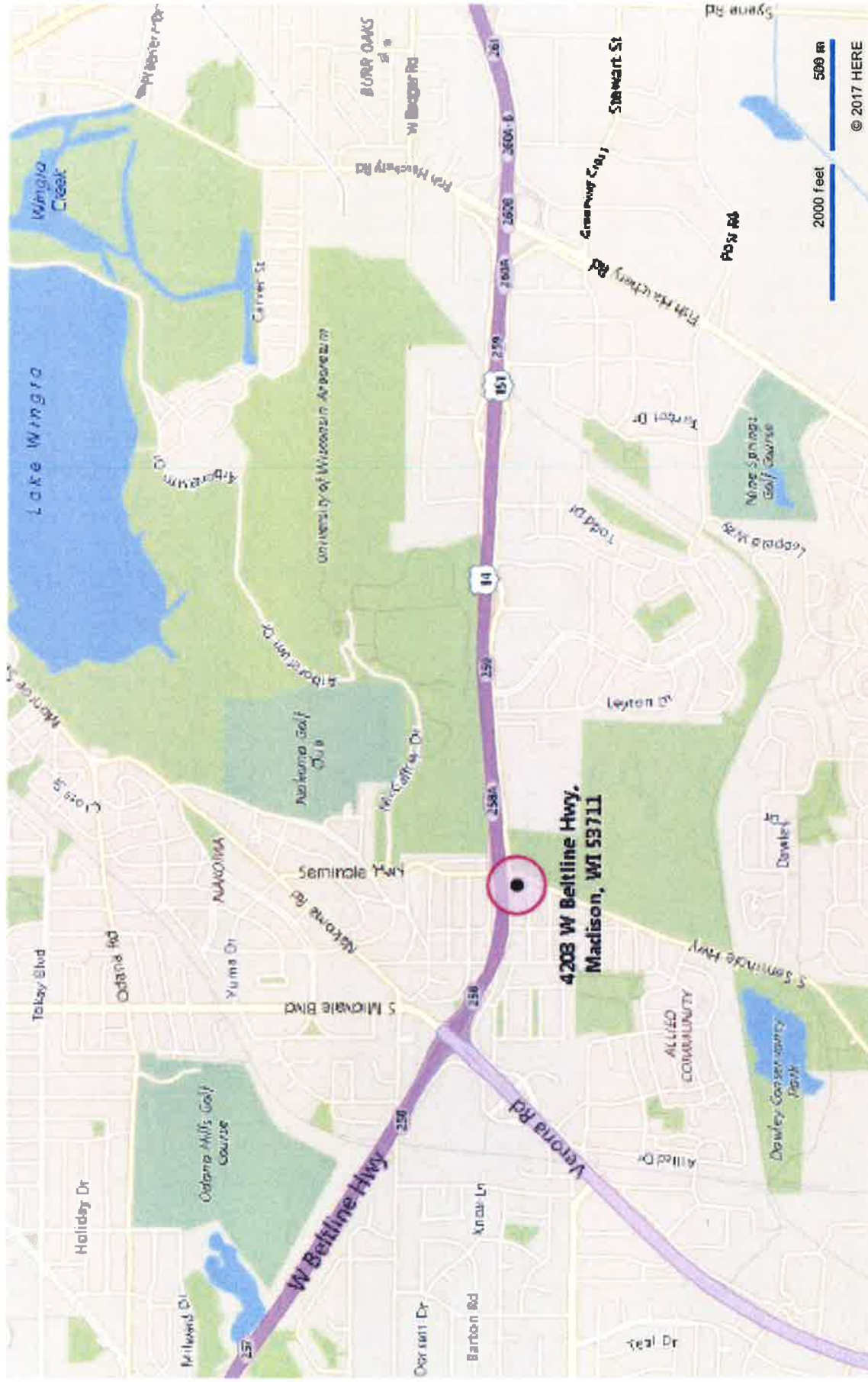
4. Applicant Declarations:

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 4203 W Beltline Hwy. We are requesting to make to following changes to the structure in its current location:

- Raise structure to 45'

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

POVERTY IS ONLY EATING AT SCHOOL

The thing about poverty is you don't always see it

#GiveUnited

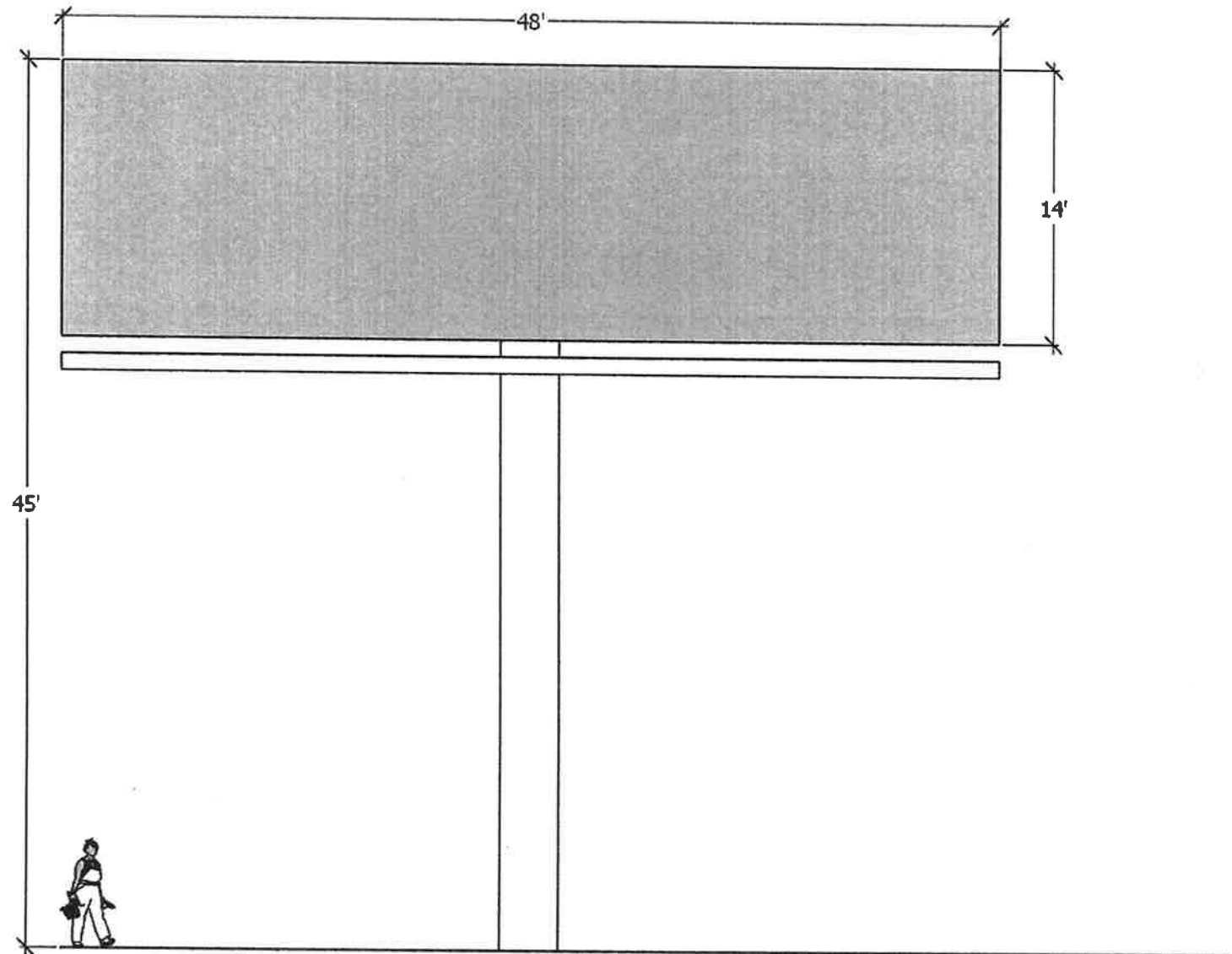
United
Way

www.unitedway.org
Alliance
Energy

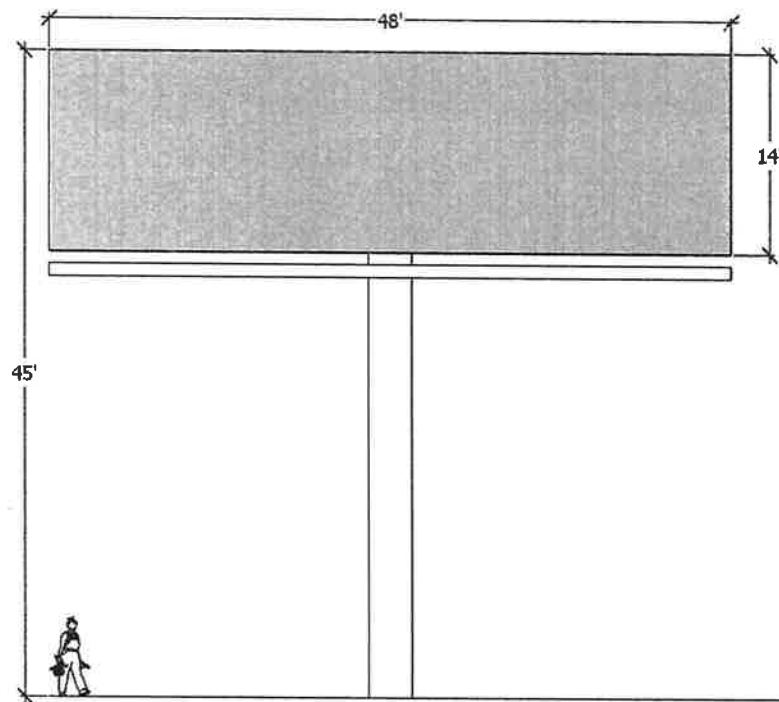
MIDWEST
FINANCIAL
GROUP



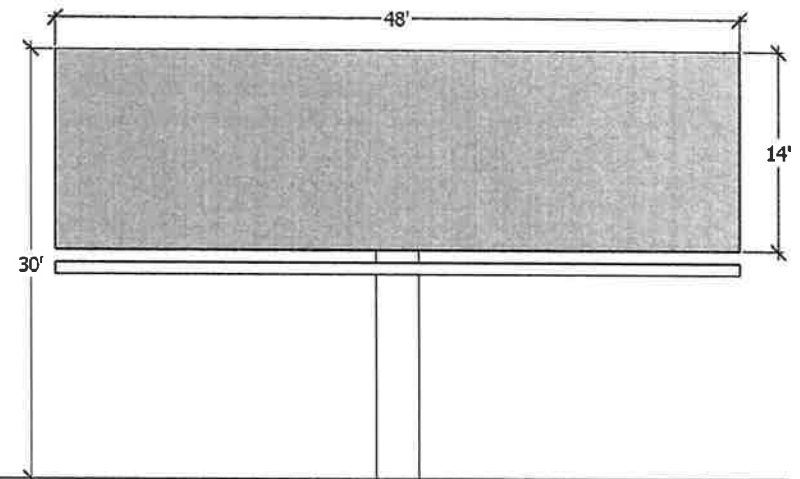
Proposed Sign



Proposed Sign



Existing Sign





1. STEEL ROLLED "I" 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
5/8" DIAMETER & LARGER: GRADE A325
4. CONCRETE: 3000 P.S.I. @ 28 DAYS.
5. HOLOGRAPHIC SOIL PRESSURE: 3000/50 FT/FT.
6. THIS DESIGN MEETS THE REQUIREMENTS OF THE 2008
INTERNATIONAL BUILDING CODE FOR 90 M.P.H. (3 SECT CLUST)
WIND SPEED AND EXPOSURE "E".
7. ALL WELDING SHALL BE IN ACCORDANCE WITH AISC
STANDARDS USING E-70 ELECTRODES.
8. ALL INQUIRIES TO BAY SAFETY CABLES.
9. REINFORCING BARS: ASTM A-615 GRADE 60 (IF REQUIRED)
10. STRUCTURE DESIGNED TO ACCEPT DRAG AT AN INTERVAL OF 5.500' ON

PRODUCTIVITY FABRICATORS

DRIVER: P. PLATT

ADAMS - MADISON, WI	DRAWING NUMBER 66-9205
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DRAWING NUMBER
66-92058



**BIRRENKOTT
SURVEYING, INC.**

P.O. Box 237
1877 N. Bristol Street
Sun Prairie, WI 53590
Phone (608) 837-7463
Fax (608) 837-1081

PLAT OF SURVEY

SURVEYOR'S CERTIFICATE:

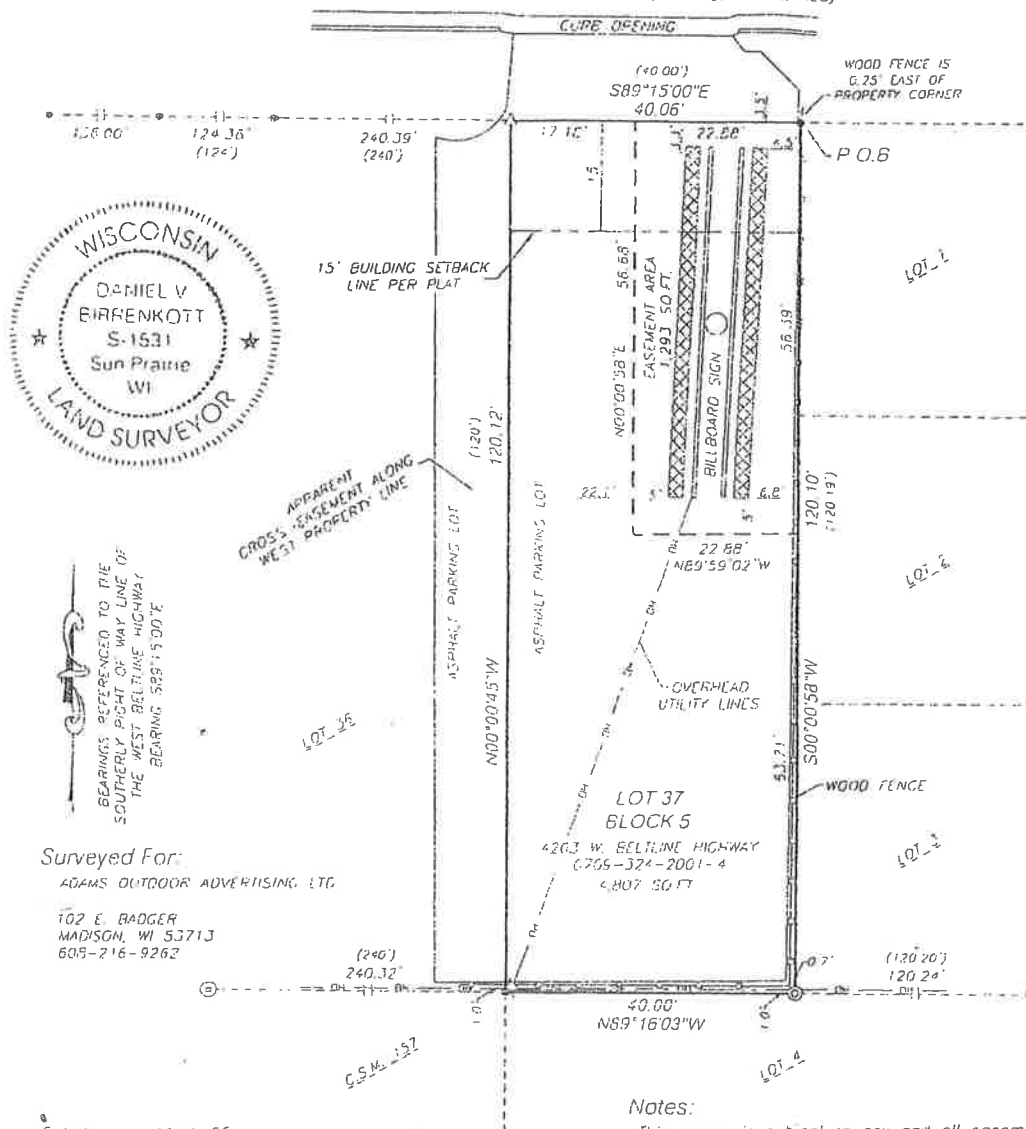
I, Adams Outdoor Advertising Limited Partnership
L.C. Title & Closing Services, LLC

I, Daniel V. Birrenkott, hereby certify that this survey is in compliance of Wisconsin Administrative Code. I also certify that I have surveyed and mapped the lands described hereon and that the map is a correct representation in accordance with the information provided.

Daniel V. Birrenkott 11-6-2008
Daniel V. Birrenkott
Wisconsin Registered Land Surveyor No. S-1531

SCALE 1" = 20'
0 20 40

WEST BELTLINE HIGHWAY (RIGHT OF WAY VARIES)



Surveyed For:

ADAMS OUTDOOR ADVERTISING, LTD.

102 E. BADGER
MADISON, WI 53713
608-216-9262

Notes:

This survey is subject to any and all easements and agreements both recorded and unrecorded.

The disturbance of a survey stake by anyone is in violation of Section 236.32 of Wisconsin Statutes.

Wetlands, if present, have not been delineated.

This survey shows visible above-ground improvements only. No guarantee is made for below-ground structures.

Legend:

- = Found 3/4" Iron Rebar
- ⊙ = Found 1" Iron Pipe
- ⊙ = Found 1/2" Iron Pipe
- △ = Set Mag Nail
- ⊙ = Utility Pole
- () = Recorded as data

Dated 11-6-08

Surveyed T.S.

Drawn P.F.M.C.

Checked M.A.P.

Approved D.V.B.

Field back 318/21

Comp. file J:\CARLSON\080517

Sheet 1 of 2

GRAPHIC MAP NO. 080517

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 easement Agreement for the property located at 4203 West Beltline Highway, Madison, WI, Adams Outdoor Advertising is authorized to owner to erect, operate, maintain, modify, or reconstruct an outdoor advertising structure on the premises.

Sincerely,

Adams Outdoor Advertising

Its: Real Estate Manager


Signature

Ryon Savasta



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:

- | | |
|--|---------------------------------------|
| ☐ 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 4203 W. Beltline Hwy 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 ☐ Relocate on Lot
(Existing Tag/Permit # ZONING - 2012-00338) (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)
Retail	No change

PROPOSED GROUND SIGN INFORMATION:

Lanes of Traffic	Speed Limit (Posted)	Max. Net Sign Area	Max. Ground Sign Height
6	55 mph	750 SF / face	45'

Net Area Sign Dimensions	Net Area Square Feet	Gross Area Sign Dimensions	Gross Area Square Feet
1 14' x 48' east face	672 SF	1 3' x 28' pole (2)	168
2 14' x 48' west face	672 SF	2 3' x 48' apron (2)	288
3		3 faces	1344
Total	1344	Total	1800 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)