



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: 2002 W. Beltline Hwy
 Project Title (if any): Raise structure height and install digital sign faces

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)

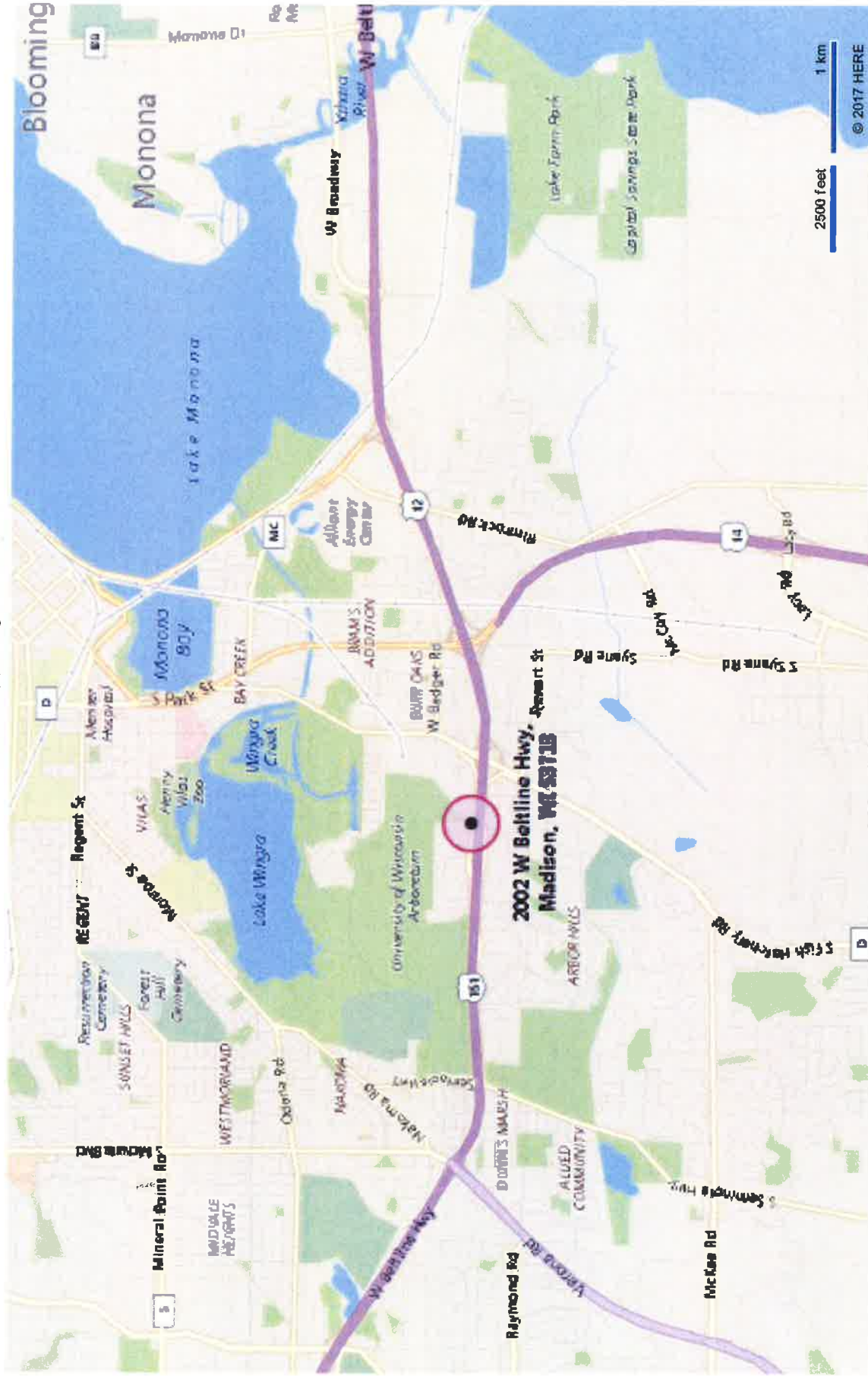
B. The applicant attests that all required materials are included in this submittal and understands that if any required information is not provided by the application deadline, the application will not be placed on an Urban Design Commission agenda for consideration.

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 2002 W Beltline Hwy. We are requesting to make to following changes to the structure in its current location:

- Raise structure to 60'
- Convert two (2) sign faces to digital

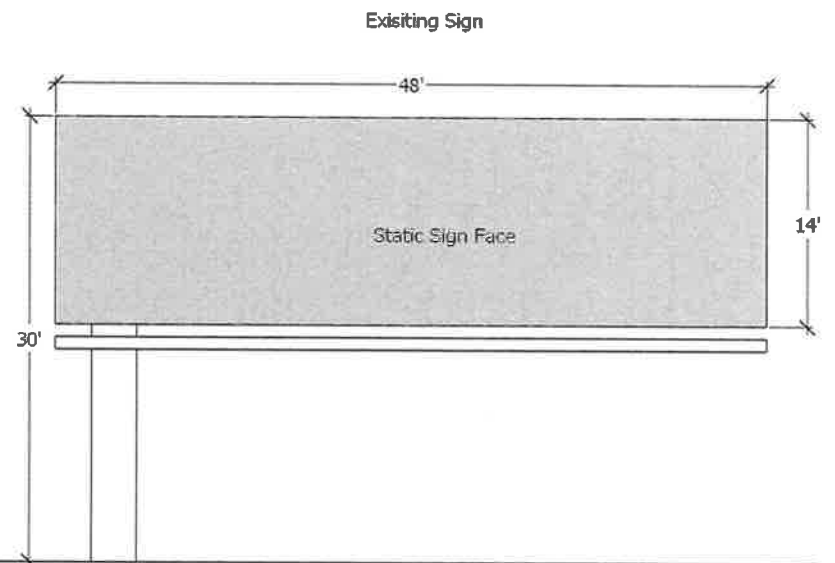
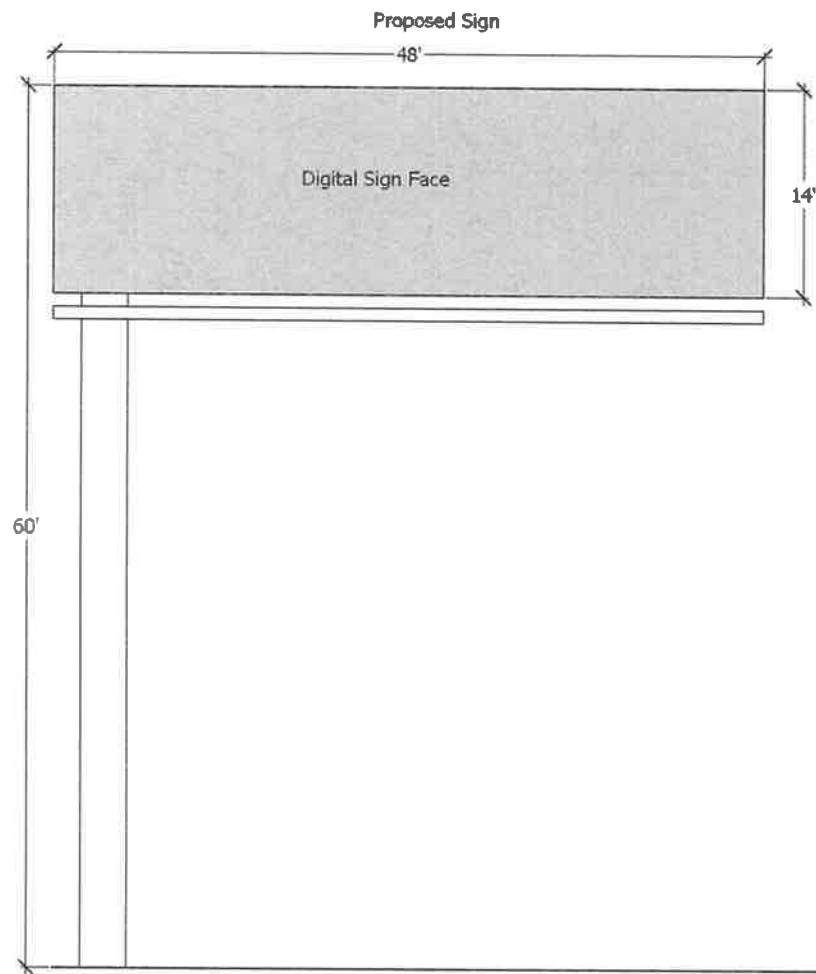
Since this is an existing sign and we are not requesting an initial sign permit the ordinance is unclear as to the permit cost (if any) to modify an existing structure. Please advise as to the permit costs associated with the above mentioned modifications. We will send payment promptly.

Sincerely,

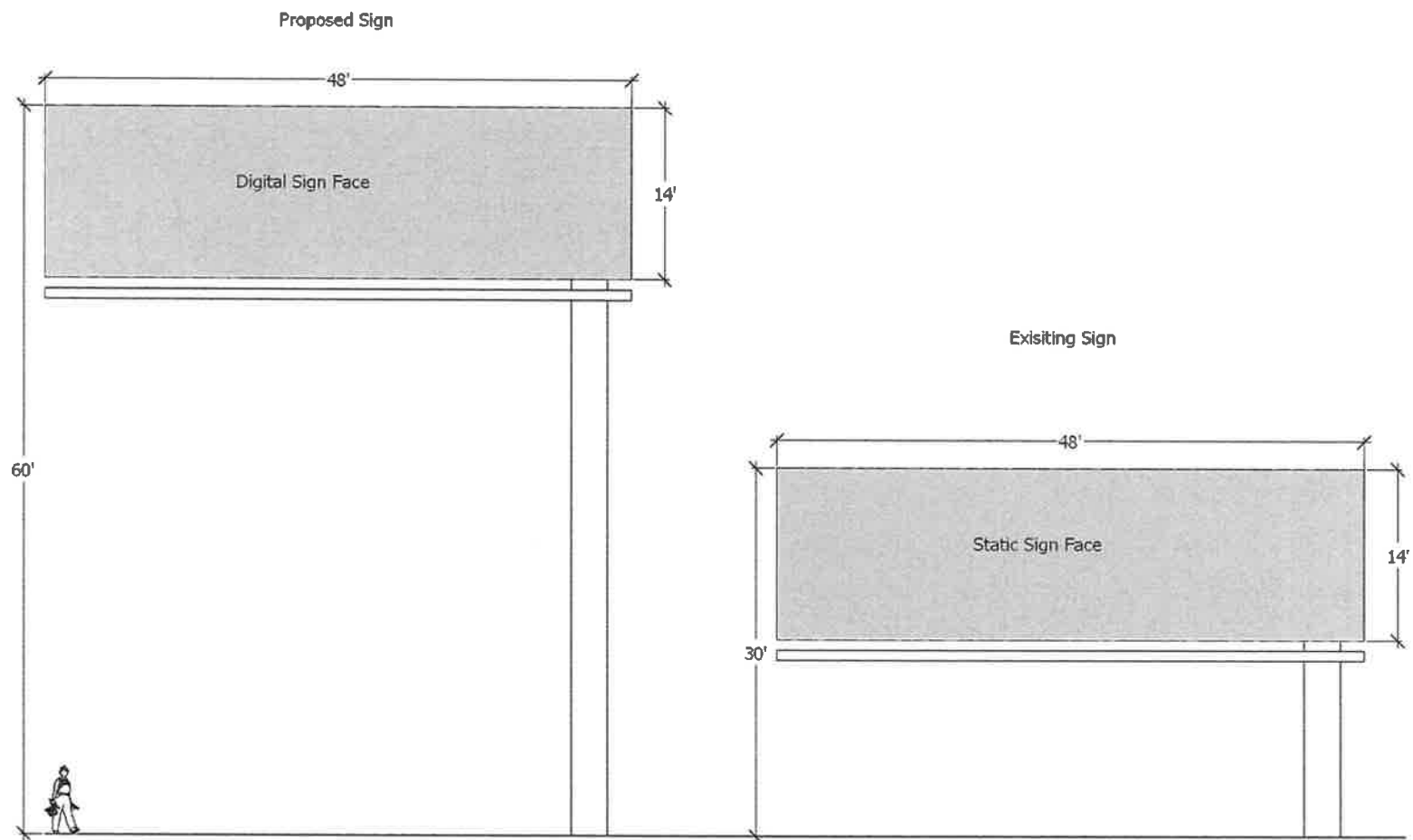
Ryon Savasta
Real Estate Manager
Adams Outdoor Advertising



West Elevation



East Elevation



- 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 3 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.

E

UPRIGHT BEAM CLAMP
96 REQ'D. SECURE WITH
 $\frac{1}{2}$ "-13 GRADE 5 HARDWARE

UNISTRUT SPLICE
2 SINGLE WIDE REQ'D (TOP AND BOTTOM STRUT "STRINGERS" JOINTS)
3 DOUBLE WIDE REQ'D (MID STRUT "STRINGERS" JOINTS)
SECURE WITH $\frac{1}{2}$ "-13 GRADE 5 HARDWARE

3'-6 $\frac{1}{8}$ " (typical)

8'-3" (typical)

8'-3" (typical)

8'-3" (typical)

8'-3" (typical)

8'-3" (typical)

3'-6 $\frac{1}{8}$ " (typical)

4'-2 $\frac{3}{8}$ " [1280mm]

4'-2 $\frac{3}{8}$ " [1280mm]

4'-2 $\frac{3}{8}$ " [1280mm]

4'-2 $\frac{3}{8}$ " [1280mm]

4'-2 $\frac{3}{8}$ " [1280mm]

3'-11 $\frac{1}{2}$ " [960mm]

3'-11 $\frac{1}{2}$ " [960mm]

4'-2 $\frac{3}{8}$ " [1280mm]

4'-2 $\frac{3}{8}$ " [1280mm]

4'-2 $\frac{3}{8}$ " [1280mm]

4'-2 $\frac{3}{8}$ " [1280mm]

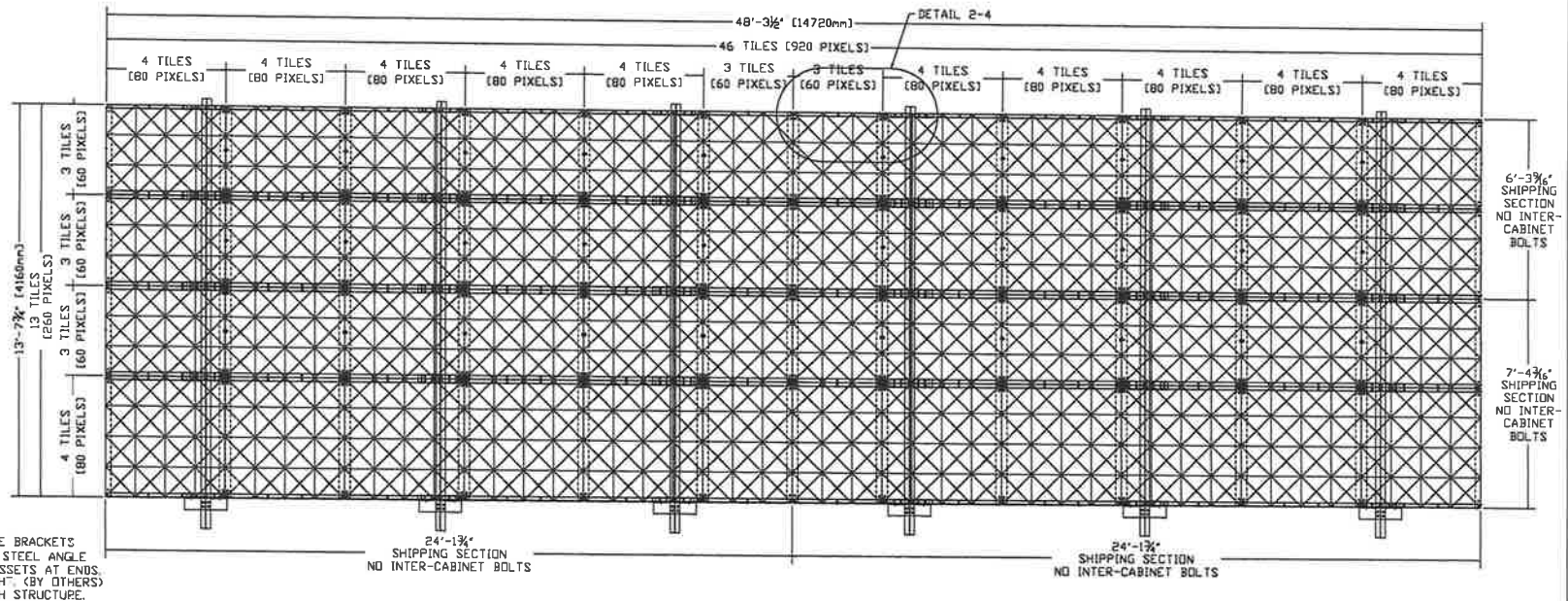
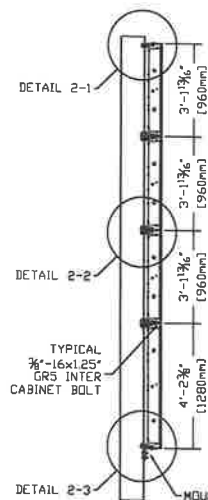
4'-2 $\frac{3}{8}$ " [1280mm]

4'-2 $\frac{3}{8}$ " [1280mm]

4'-2 $\frac{3}{8}$ " [1280mm]

DETAIL 2-5

TYPICAL $\frac{3}{4}$ "x16x125' GR5 INTER-CABINET BOLT



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 TOILET ACROSS THE BOTTOM OF 4 TILE VIBE CABINETS, ADV. BOLTS & UNISTRUT DRILL PATTERN	1/23/15	RFW
C	REARRANGE CABINETS FOR 4 SHIPPING SECTIONS	1/5/15	RFW
B	SHOW CABINET INTER-CONNECT 3/4" 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	APP
REVISIONS			
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PART NUMBER		FORMETCO			
APPROVAL \$		2963 Pleasant Hill Rd. Duluth, GA 30096-3808			
RT	10-14	16mm 260 x 920 DBB UNISTRUT MTG			
UPDATED	11-12-15	MAX 14' x 48' 16mm F-TILE DBB			
DO NOT SCALE THIS DRAWING		SCALE 1:50	DWG NO. B-2260	SH 1	OF
CUSTOMER		REV			

Property Line



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:

As owners of the property located at 2002 W Beltline Hwy, Adams Outdoor is requesting to make the attached modifications to the sign structure.

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

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 2002 W. Beltline Hwy Zoning District CC
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 & Faces ☐ Relocate on Lot
(Existing Tag/Permit # N3596/N3597) (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)
M-1 Vacant Lot w/ Billboard	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	600 FT

Net Area Sign Dimensions	Net Area Square Feet	Gross Area Sign Dimensions	Gross Area Square Feet
1 14' x 48' east face	672	1 3' x 46' pole (2)	276 SF
2 14' x 48' west face	672	2 Faces	1344 SF
3		3	
Total	1344	Total	1620 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)