



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: 1702 W. Bellline 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 1702 W Beltline Hwy. We are requesting to make the following changes to the structure in its current location:

- Raise structure to 45'
- Convert two (2) 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,

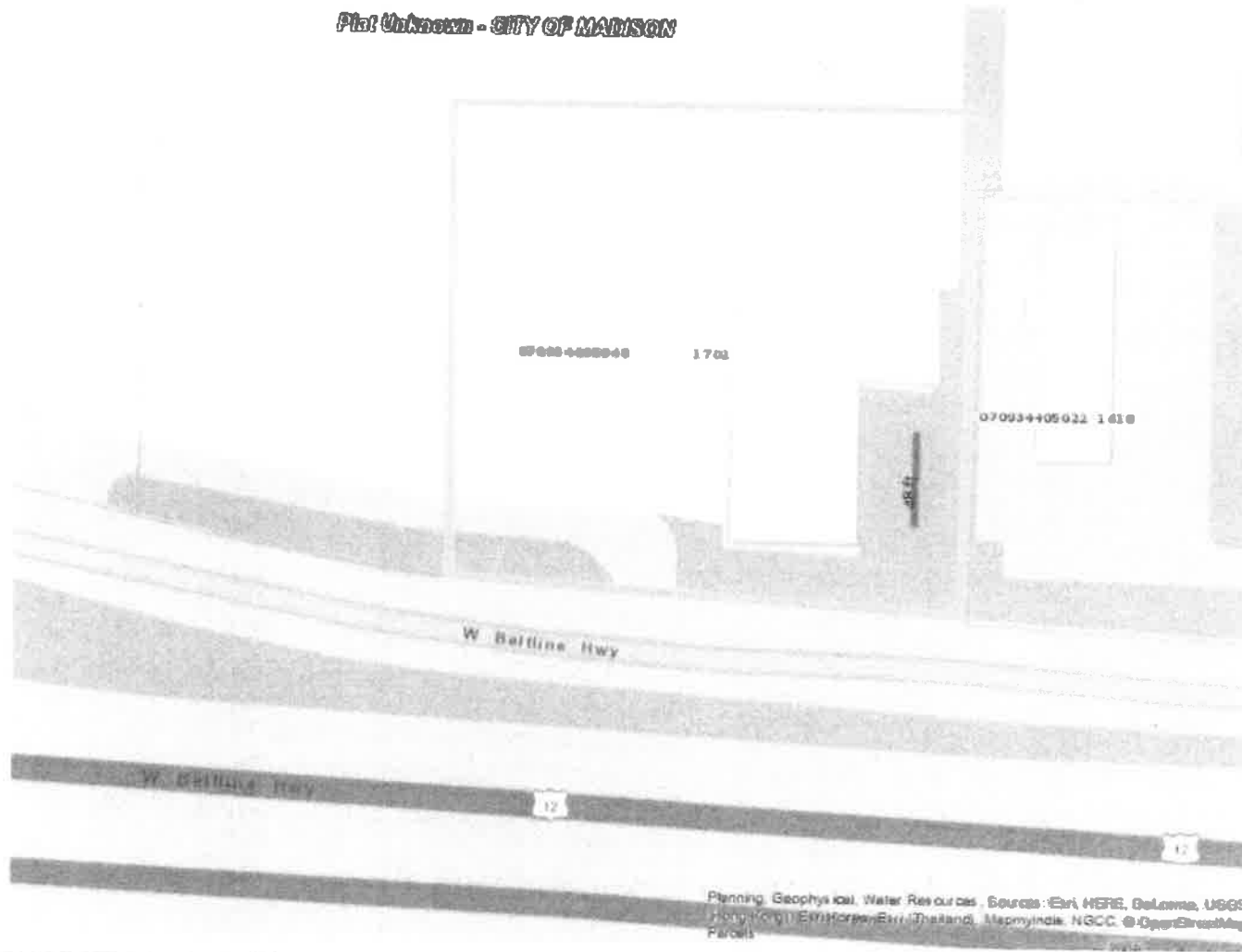
A handwritten signature in black ink, appearing to read "Ryon Savasta", is written over a white rectangular background.

Ryon Savasta
Real Estate Manager
Adams Outdoor Advertising



1702 W Beltline Highway, Madison, WI

Plot Unknown - CITY OF MADISON



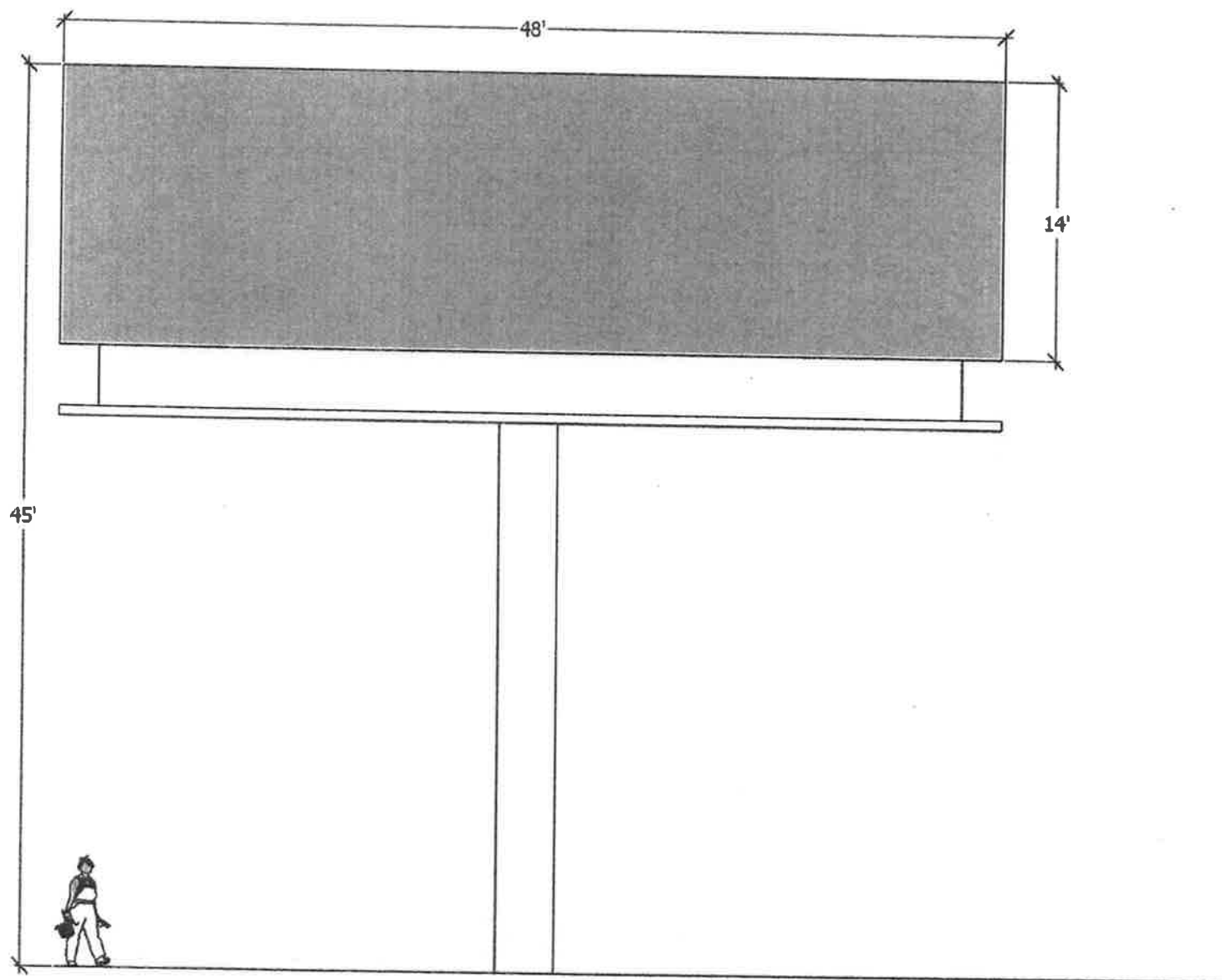
Property Line

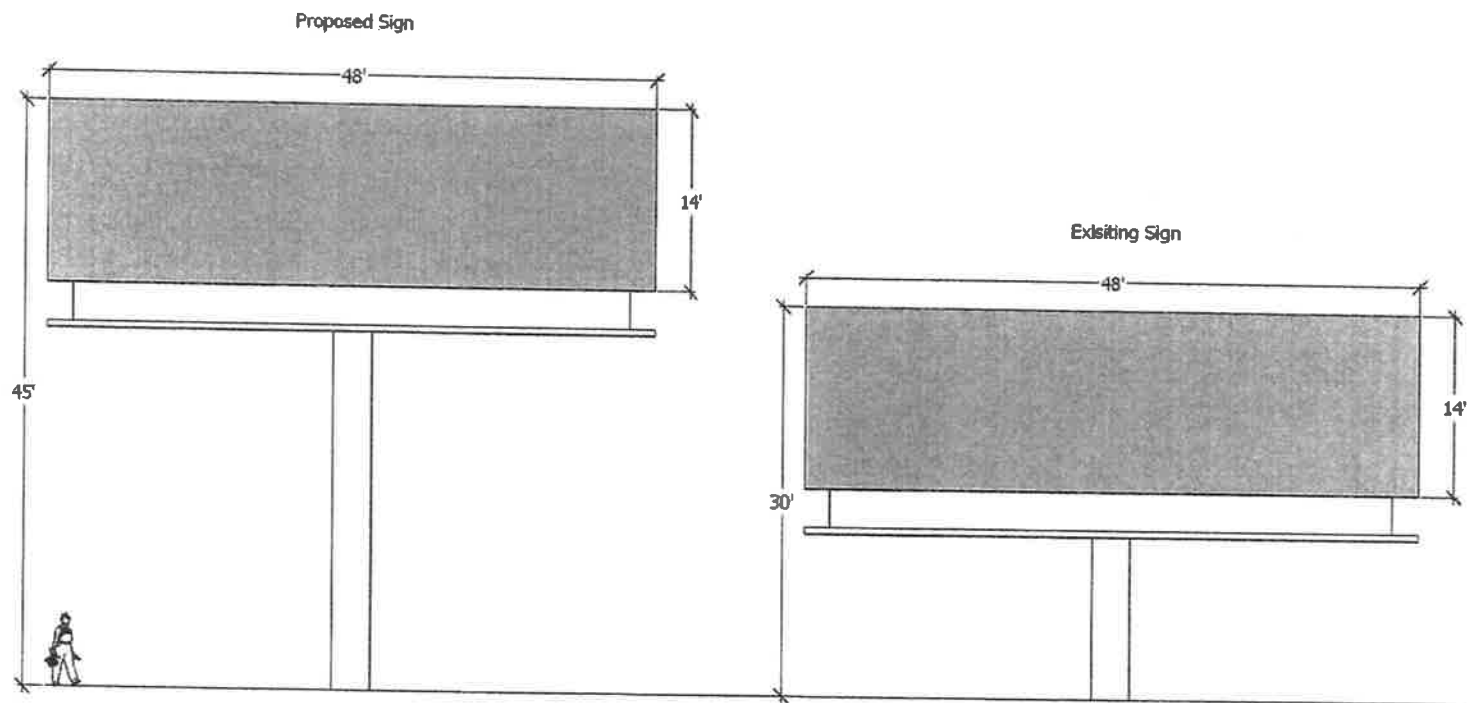
14' x 48" billboard

* No change to sign location.

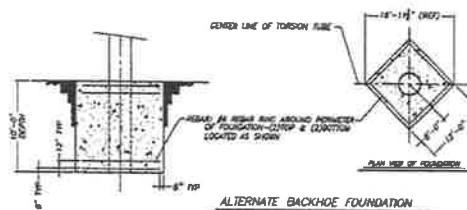
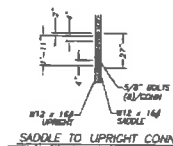
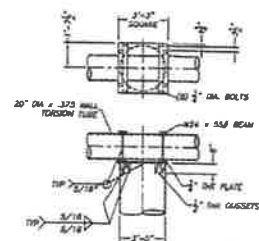
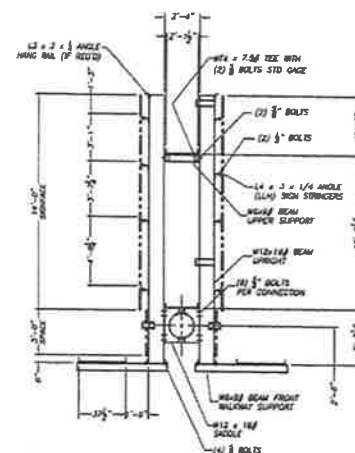
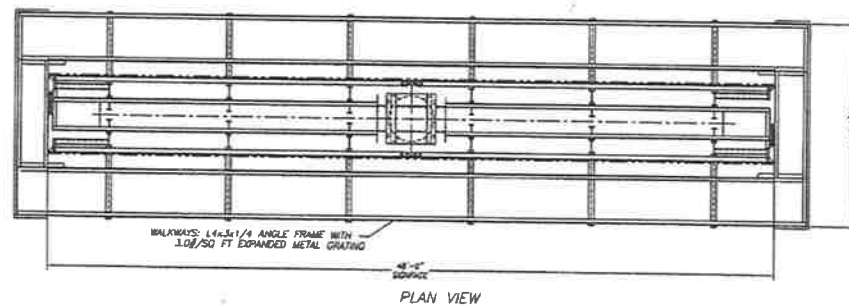
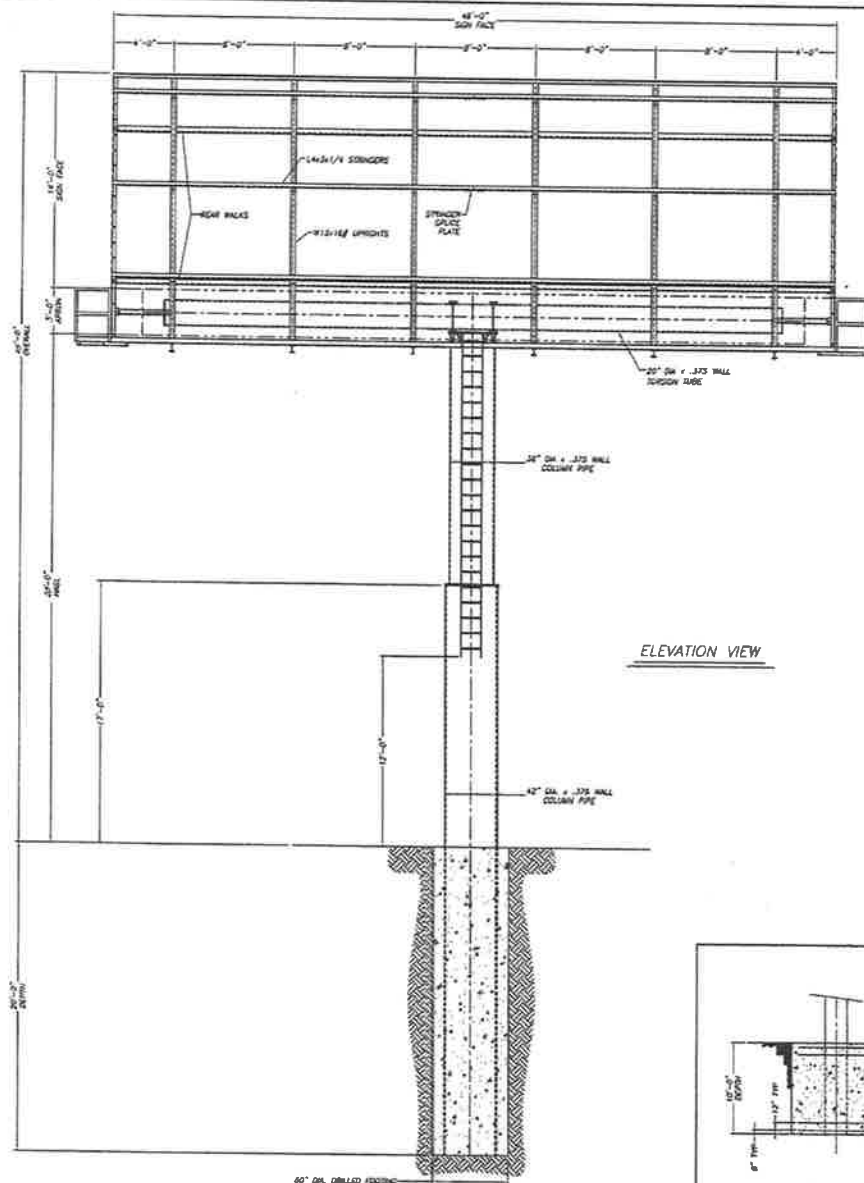
N







REV	CHANGE	BY	DATE



SPECIFICATIONS:

- STEEL ROLLED "I" BEAM SECTIONS: ASTM A36 ALL OTHER STEEL ROLLED SECTIONS: ASTM A36
- Pipe sections: A.P.A. SL 242
- BOLTS: MINIMUM 1/2" DIAMETER UNC 1/2 DIAMETER: GRADE A325 3/8 DIAMETER & LARGER: GRADE A325
- CONCRETE: 3000 P.S.I. @ 28 DAYS
- HORIZONTAL SOIL PRESSURE: 3000/SQ. FT.
- THIS DESIGN MEETS THE REQUIREMENTS OF THE 2009 INTERNATIONAL BUILDING CODE FOR 80 M.P.H. (3 SEC. GUST) WIND SPEED AND EXPOSURE "C".
- ALL WELDING SHALL BE IN ACCORDANCE WITH AWS STANDARDS USING E-70 ELECTRODES.
- ALL WALKWAYS TO HAVE SAFETY CABLES
- REINFORCING BAR: ASTM A-615 GRADE 60 (IF REQUIRED)
- NO STRUCTURE DESIGNED TO ACCEPT WIND AT AN ADDITIONAL HT OF 5.500' EXH

PROPOSAL DRAWING

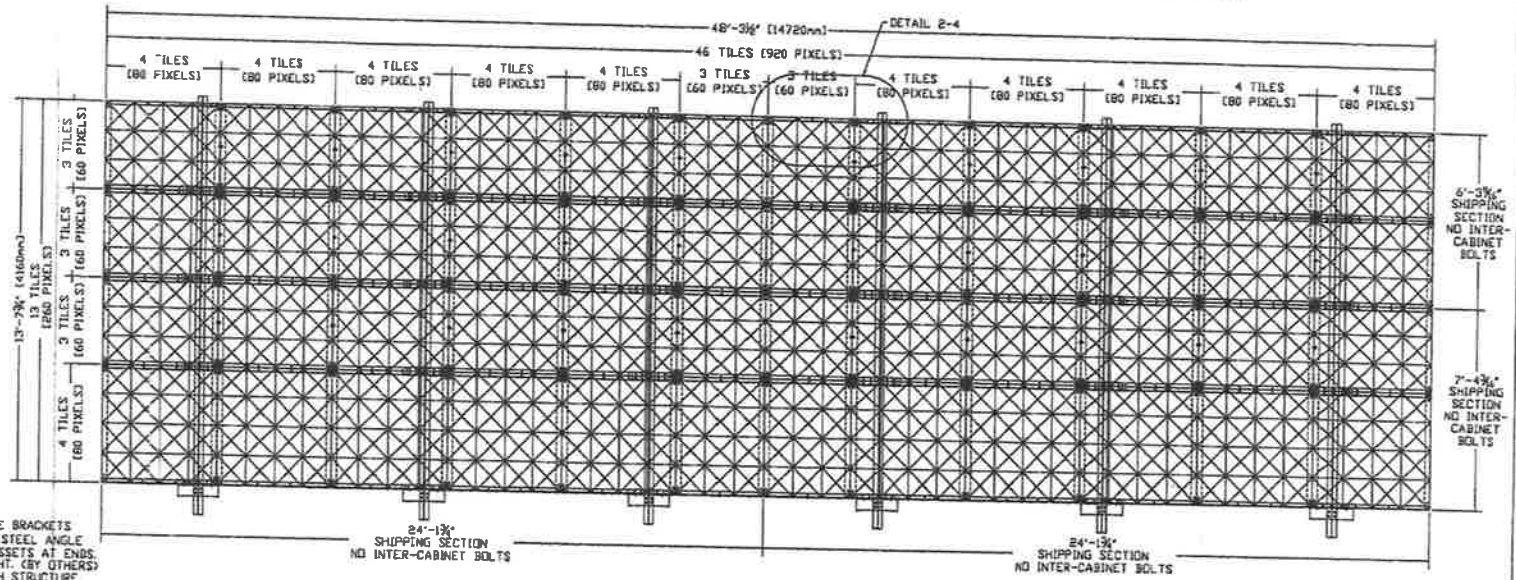
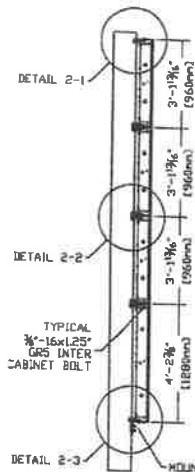
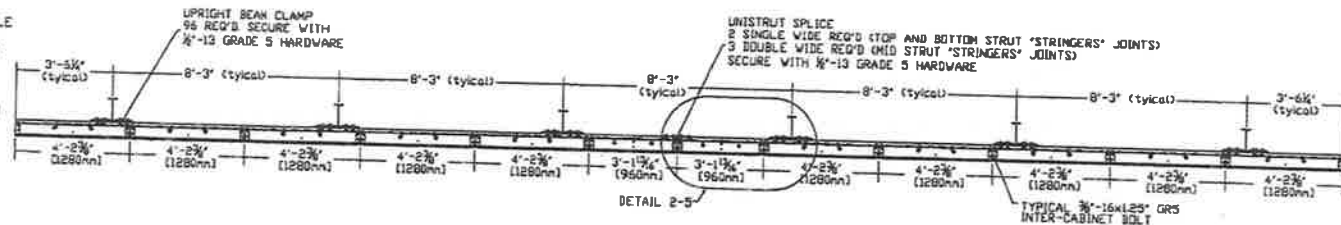
PRODUCTIVITY FABRICATORS

SCALE: NONE	DRAWN BY:
DATE: 04/17/13	P. PLATT
14' x 48' CM, BB, 50' OVERALL SIGN	
ADAMS - MADISON, WI	DRAWING NUMBER: 66-9205B

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 1/4" (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 1/2"-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	RFV
D	ADD 4 FILLERS ACROSS TOP & BOTTOM OF 4 TILE WING CABINETS. ADD BOLTS & UNI-STRUT DRILL PATTERN.	1/23/15	RFV
C	REARRANGE CABINETS FOR 4 SHIPPING SECTIONS	1/5/15	RFV
B	SHOW CABINET INTER-CONNECT 3/8" BOLTS	12/21/14	RFV
A	REV UNI-STRUT ATTACHMENT BOLT TO 3/8"-16 x 125" OR 3"	12/17/14	RFV
REV	DESCRIPTION	DATE	APPD
REVISIONS			
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PART NUMBER

APPROVALS

DATE

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FORMETCO

2963 Pleasant Hill Rd. Duluth, GA 30096-3808

16mm 260 x 920 DBB UNI-STRUT MTG

MAX 14' x 48' 16mm F-TILE DBB

SCALE 1:50

REV B

NO NOT SCALE THIS DRAWING

DO NOT SCALE THIS DRAWING

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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 _____	☐ CDR # _____ ☐ UDC Other
Approved by _____	☐ VARIANCE ☐ DC/UMX
Permit Fee _____	☐ UDD # _____ ☐ Arch. Review
Receipt _____	☐ Historic/Landmark ☐ PD # _____

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

Installation Address	<u>1702 W. Beltline Hwy</u>	Zoning District	<u>CC</u>
Business Name	<u>Adams Outdoor Advertising</u>		
Owner of Sign (Name)	<u>Adams Outdoor Advertising</u>		
Address of Sign Owner	<u>102 E Badger Road, Madison, WI 53713</u>		
Telephone of Sign Owner	<u>608-271-7900</u>	Email	<u>rsavasta@adamsoutdoor.com</u>
Sign Contractor/Installer	<u>Adams Outdoor Advertising</u>	Contact (Name)	<u>Craig Judd</u>
Address	<u>102 E Badger Road, Madison, WI 53713</u>		
Phone	<u>608-271-7900</u>	Email	<u>cjudd@adamsoutdoor.com</u>

Which of the following best describes the proposed work?

- ☐ New Sign ☒ Change of Copy Height / face ☐ Relocate on Lot
(Existing Tag/Permit # 112928) (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' west face	672	1 3' x 28' pole (2)	168
2 14' x 48' east face	672	2 3' x 48' apron (2)	288
3		3 fences	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)

MGO 31.041(6)—Permits are revocable at any time by the Zoning Administrator.



Department of Planning & Community & Economic Development
Building Inspection Division

126 S. Hamilton St.
P.O. Box 2984
Madison, Wisconsin 53701-2984
Phone: (608) 266-4551
Fax (608) 266-6377
www.cityofmadison.com

June 26, 2017

Mr. Ryon Savasta
Adams Outdoor Advertising
102 E. Badger Rd.
Madison WI 53713

Subject: Permit request for advertising Sign Modification, 1702 W. Beltline HWY, Permit No: ZONGSN-2017-000315

Mr Savasta:

You have requested a permit to remove and reconstruct a new sign at a similar location to an existing advertising sign. The changes requested to the sign would increase the height of the sign and add "digital image" technology.

As you know, advertising signs have been prohibited in the City since 1990 and treated as "grandfathered signs" under ss. 31.05(2) and 31.11(1), Madison General Ordinances. MGO 31.05(2)(b) allows existing advertising signs in place since November 1, 1983 to be continued but the sign "...may not be relocated, replaced, expanded, enlarged, repositioned or raised in height, except under sub. (2)(c). Such existing advertising signs may not be restored or reconstructed for any reason..." (Note: sub. (2)(c) is for realignment which does not apply here.)

MGO 31.11(1) states "*Existing advertising signs are nonconforming and permitted to remain only in CC-T, CC, TE, SE, IL, IG Districts as regulated in this section, subject to the nonconforming advertising signs provisions of Sec. 31.05(2). Notwithstanding any other provision of these ordinances, new, relocated and replacement advertising signs are prohibited...*"

Note, the existing advertising sign at this location was originally permitted per a lawsuit settlement between the City and Adams in 1993. Per the terms of the 1993 settlement, all signs erected or relocated under the settlement must comply with all provisions for advertising signs in MGO Chapter 31, as amended from time to time, and once constructed shall be treated in the same manner as any other nonconforming advertising sign under MGO 31.05(2).

Your requested changes to this existing advertising sign would violate the provision of MGO 31.05(2)(b) by increasing the height and replacing the sign with a new sign and new digital image sign faces to accomplish the requested change(s).

Although this sign cannot be altered per MGO 31.05(2)(b), for your information, the following provisions of Chapter 31 also do not allow what is being requested:

1. The proposed sign exceeds height maximum per Sec. 31.11(2)(f),
2. The proposed sign includes digital image technology. Sec. 31.045(3)(i) prohibits "digital

June 26, 2017

Page 2

image" signs.

Finally, although the sign cannot be modified per MGO 31.05(2)(b), if it could, any changes to this sign would require approval of an alteration to the approved Conditional Use (planned multi-use site including a restaurant-lavern with vehicle access sales and service window) per Sec. 28.183(10).

The proposed sign / sign changes are not in compliance with MGO Chapter 31. Your permit request is hereby denied. Any appeal of this decision may be made to the Urban Design Commission within thirty (30) days, under sec. 31.043(1), Zoning Administrator Appeals.

Sincerely,

A handwritten signature in dark ink, appearing to read "Matt Tucker", with a long horizontal flourish extending to the right.

Matt Tucker
Zoning Administrator
City of Madison