



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

1. Project Address: 3720 Commercial Ave  
Project Title (if any): Raise structure height and install digital sign face (west 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: \_\_\_\_\_

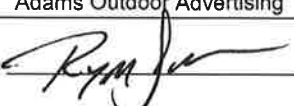
**4. Applicant Declarations:**

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)

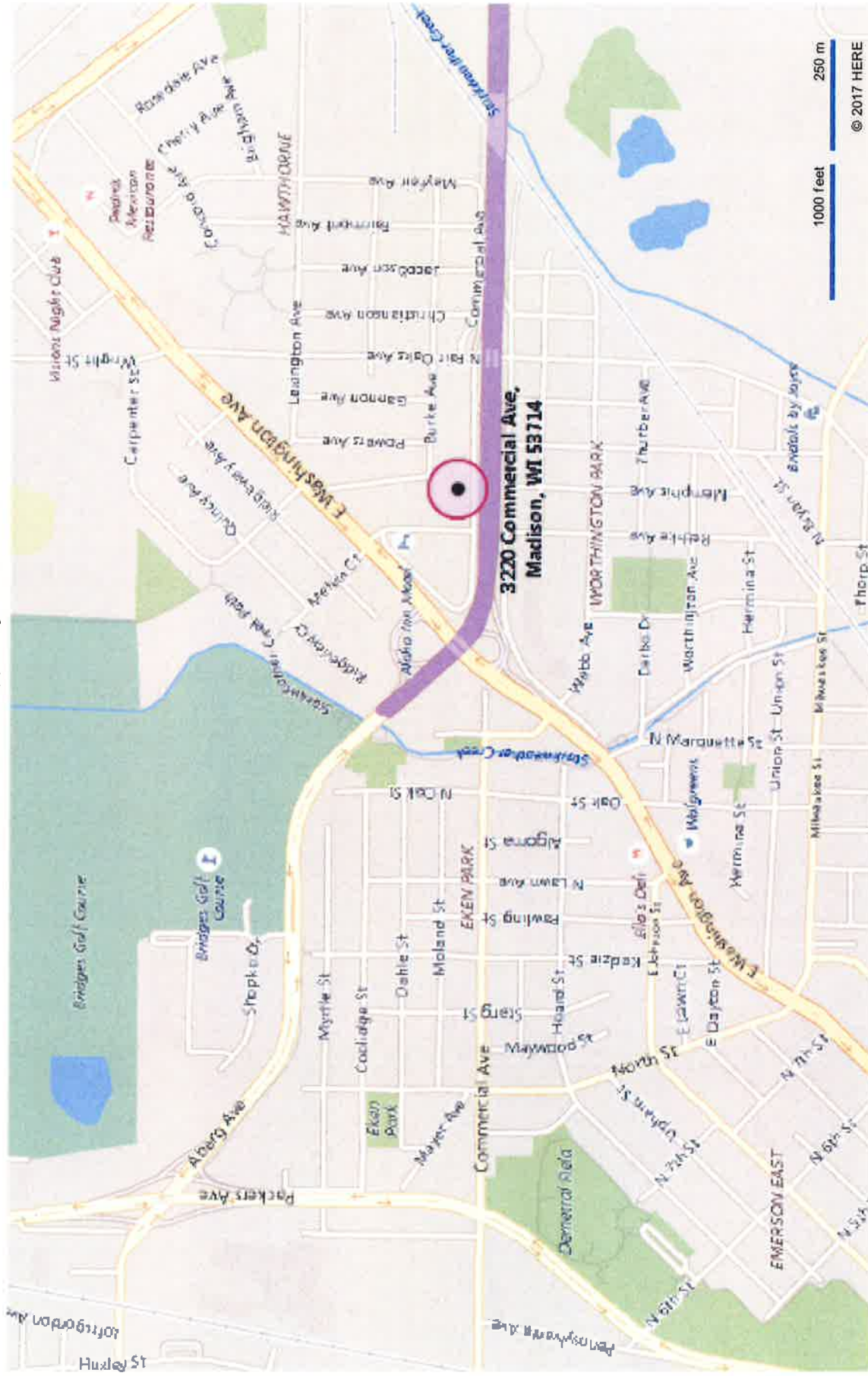
B. The applicant attests that all required materials are included in this submittal and understands that if any required information is not provided by the application deadline, the application will not be placed on an Urban Design Commission agenda for consideration.

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 3220 Commercial Ave. We are requesting to make to following changes to the structure in its current location:

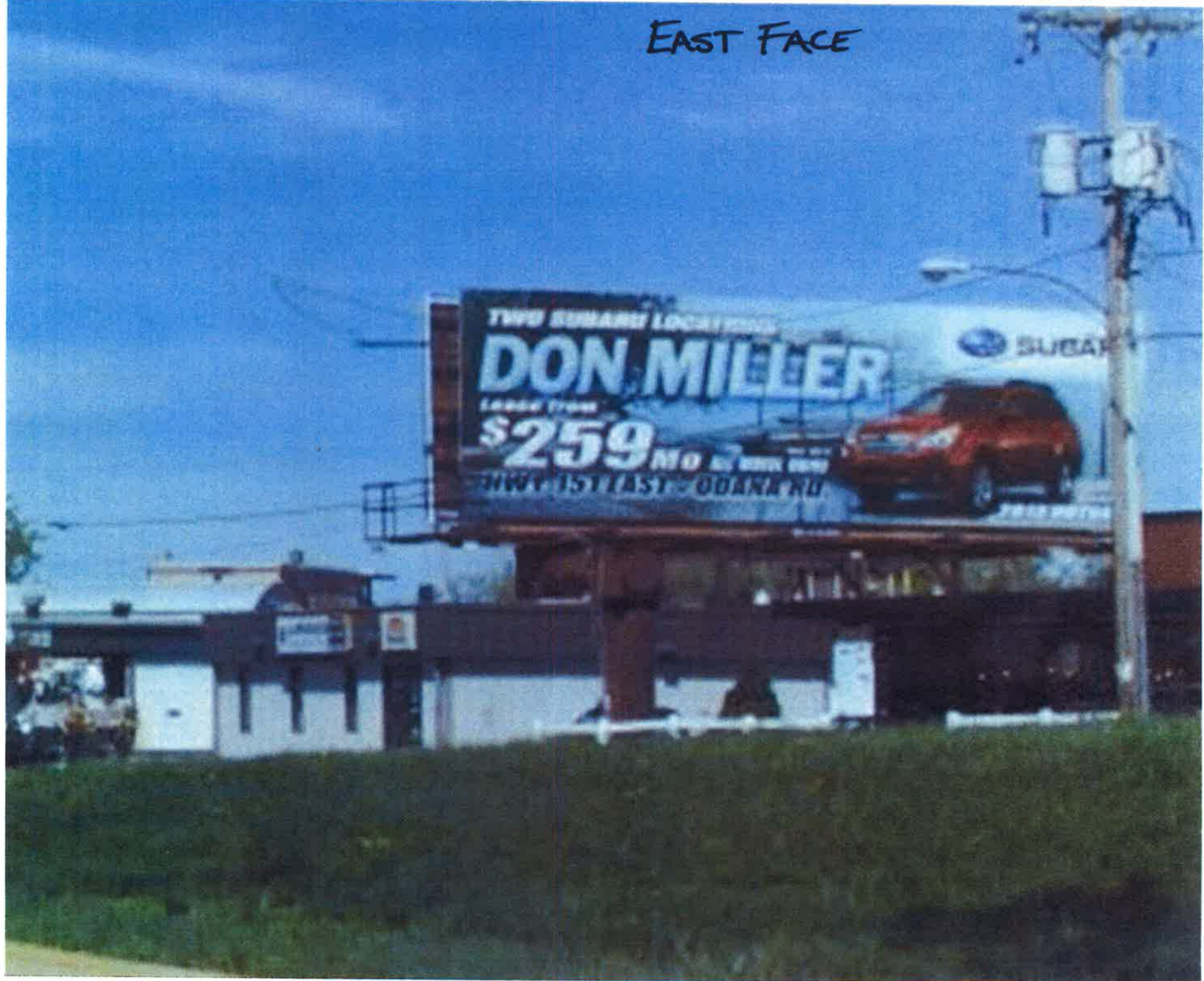
- Raise structure to 40'
- Convert west face to digital

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,

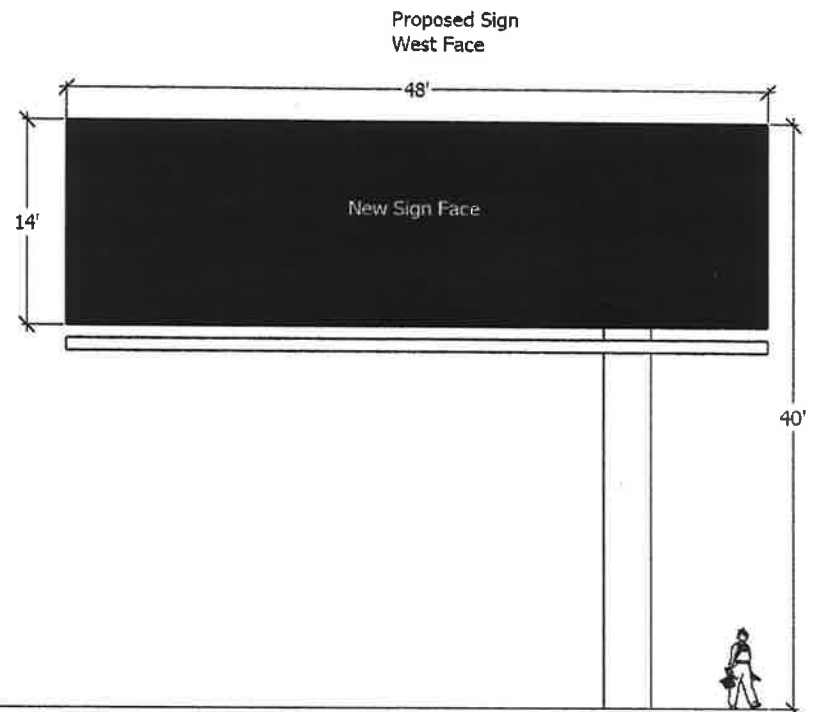
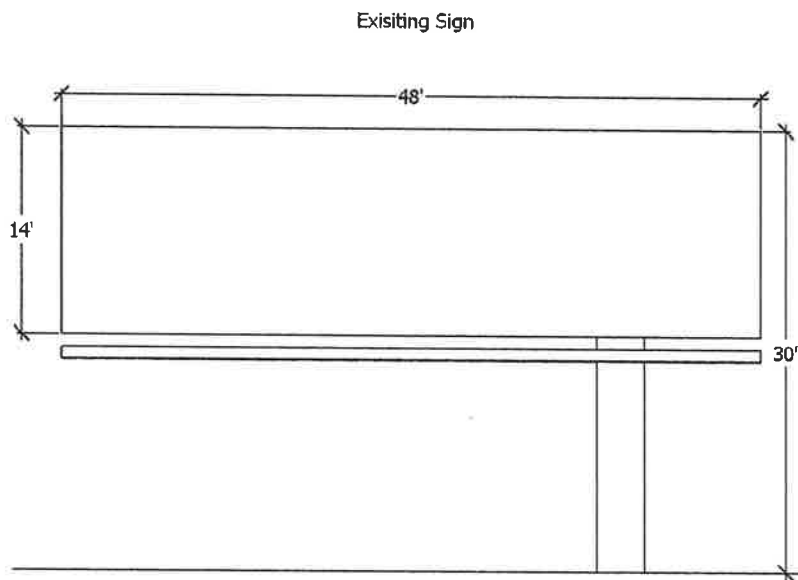
Ryon Savasta  
Real Estate Manager  
Adams Outdoor Advertising

EAST FACE

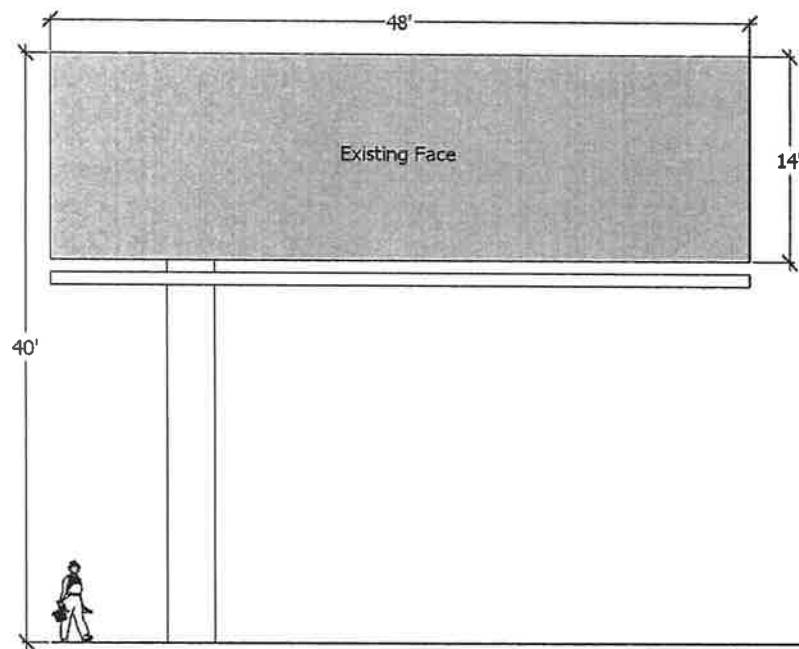


WEST FACE

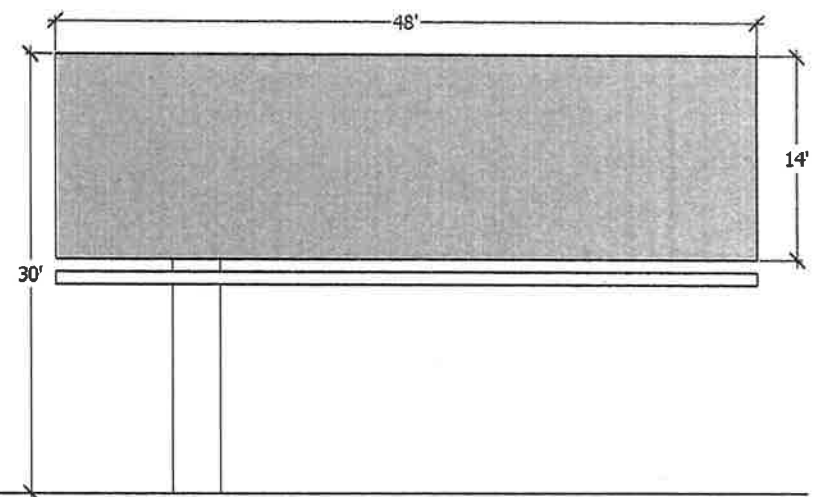




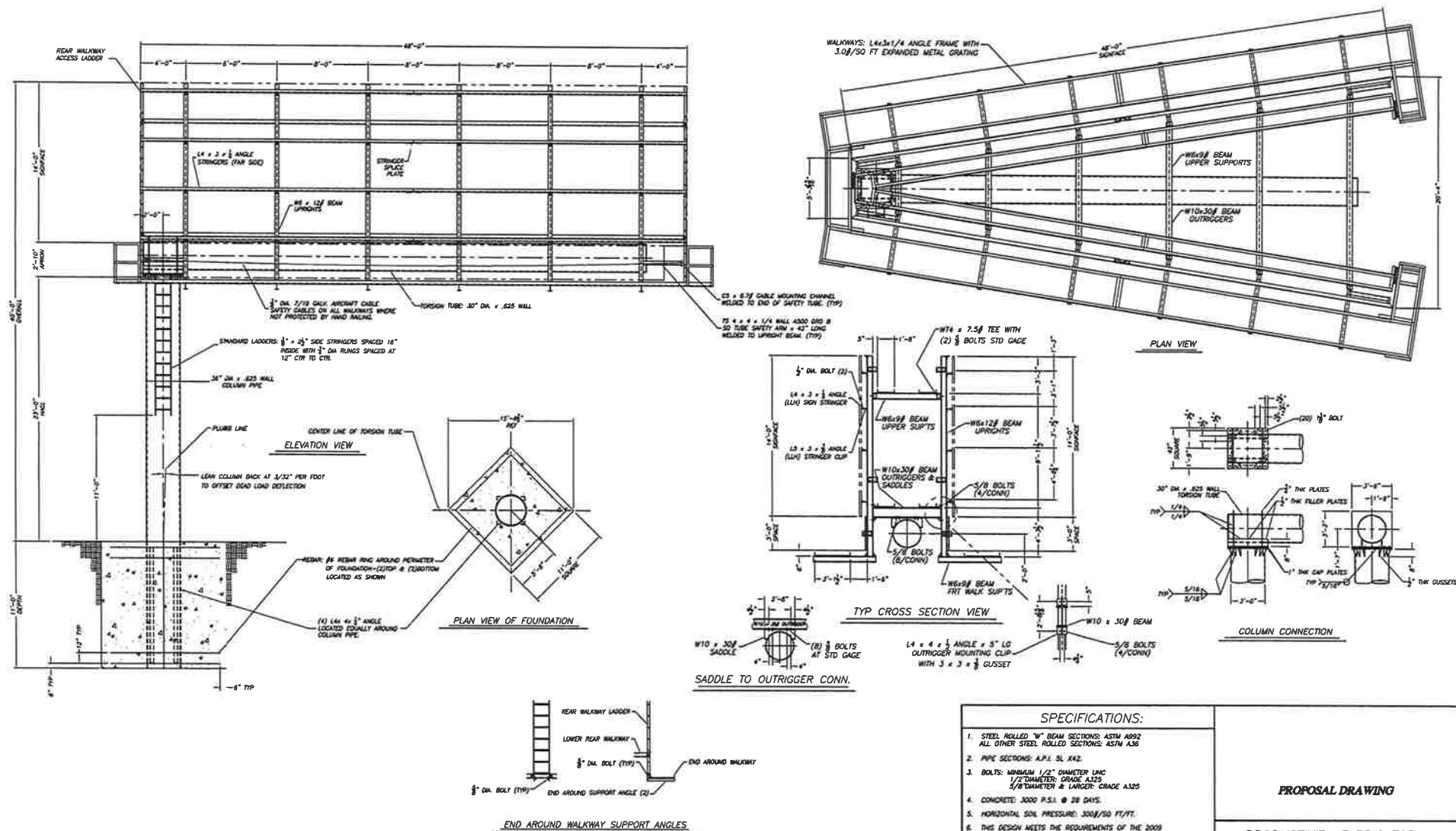
Proposed Sign  
East Face



Existing Sign



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



## SPECIFICATIONS:

- STEEL ROLLED "W" BEAM SECTIONS: ASTM A992  
ALL OTHER STEEL ROLLED SECTIONS: ASTM A36
- PIPE SECTIONS: A.P.I. 5L X42
- BOLTS: MINIMUM 1/2" DIAMETER LINC  
1/2" DIAMETER: GRADE A325  
5/8 DIAMETER & LARGER: GRADE A325
- CONCRETE: 3000 P.S.I. @ 28 DAYS
- HORIZONTAL SOIL PRESSURE: 3008/50 FT/FT
- THIS DESIGN MEETS THE REQUIREMENTS OF THE 2009 INTERNATIONAL BUILDING CODE FOR 90 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)
- STRUCTURE DESIGN TO ACCEPT DIGITALS AT A LATER DATE.

## PROPOSAL DRAWING

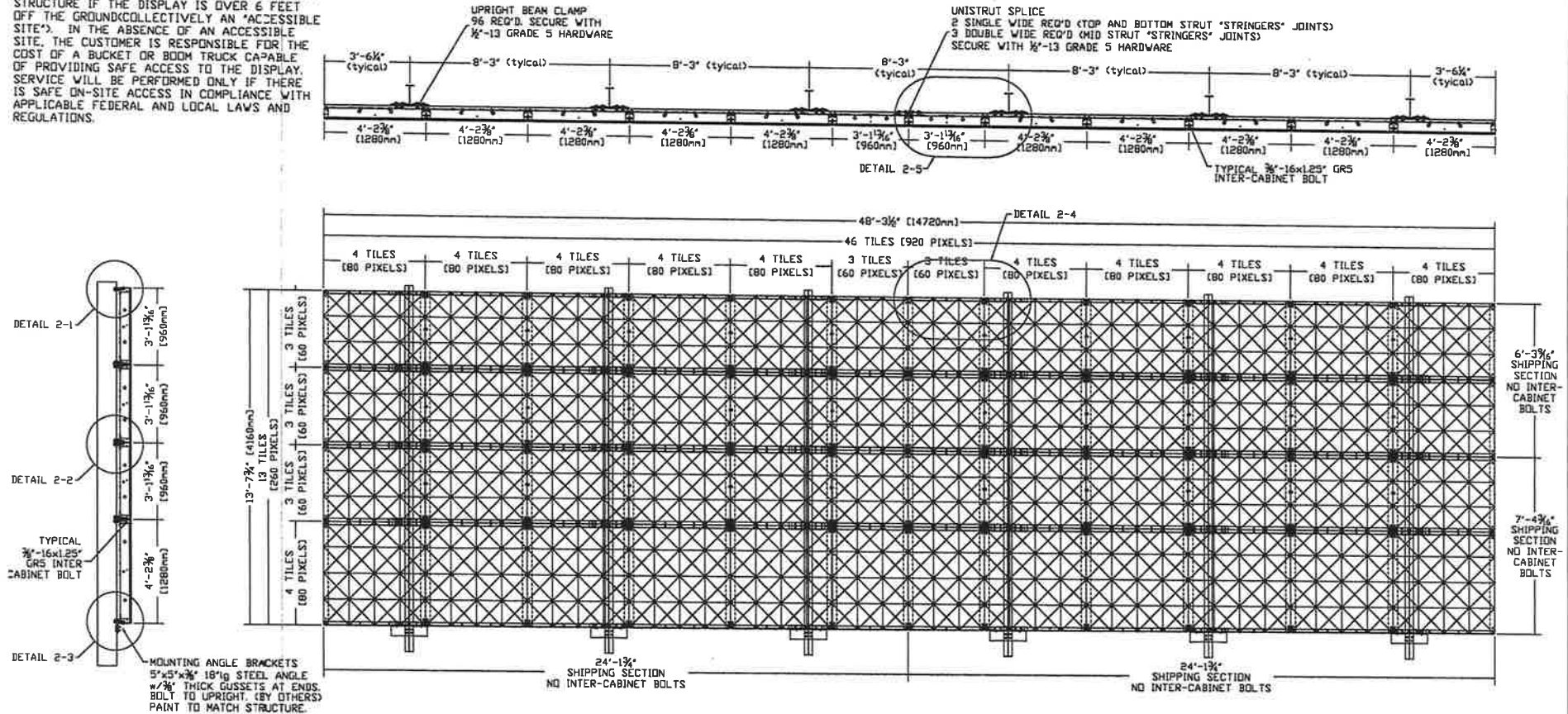
## PRODUCTIVITY FABRICATORS

|                                         |           |
|-----------------------------------------|-----------|
| SCALE: NONE                             | DRAWN BY: |
| DATE: 04/21/17                          | P. PLATT  |
| 14' x 48', FLAG, 20'V, 40' OVERALL SIGN |           |
| ADAMS - MADISON, WI                     | 66-9211   |

# 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#          |
| <b>TOTAL.</b>                | <b>6,399#</b> |

| E   | REVISE TO 2X3 ALUM ANGLE TRIM                                                                | 11/12/15 | RFV  |
|-----|----------------------------------------------------------------------------------------------|----------|------|
| D   | ADD 4 RILES ACROSS TOP & BOTTOM OF 4 TILE WIDE CABINETS. ADJ. BOLTS & UNISTRUT 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 UNISTRUT ATTACHMENT BOLT TO 3/8-16 x 1.25" GR 5                                          | 12/17/14 | RFV  |
| REV | DESCRIPTION                                                                                  | DATE     | APPD |

## REVISIONS

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|             |          |
|-------------|----------|
| PART NUMBER | ---      |
| APPROVALS   | ---      |
| BY          | 10-14    |
| DATE        | 11-12-15 |
| CUSTOMER    | ---      |

**FORMETCO**

2963 Pleasant Hill Rd. Duluth, GA 30096-3808

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

|                            |        |            |                |     |    |       |
|----------------------------|--------|------------|----------------|-----|----|-------|
| DO NOT SCALE THIS DRAWING. | SIZE B | SCALE 1:50 | DWG NO. B-2260 | SH1 | OF | REV F |
|----------------------------|--------|------------|----------------|-----|----|-------|

3220 Commercial Ave., Madison, WI



- Property Line
- billboard
- \* 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 McAllen Investments Limited Partnership the owner of the property located at 3220 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/dpced/bi/>

## Sign Permit Application

### OFFICE USE ONLY

Application Date \_\_\_\_\_  
Approval Date \_\_\_\_\_  
Approved by \_\_\_\_\_  
Permit Fee \_\_\_\_\_  
Receipt \_\_\_\_\_

Permit Number: ZON \_\_\_\_\_ -20 \_\_\_\_\_

#### SPECIAL CONDITIONS:

- |                                            |                                       |
|--------------------------------------------|---------------------------------------|
| <input type="checkbox"/> CDR # _____       | <input type="checkbox"/> UDC Other    |
| <input type="checkbox"/> VARIANCE          | <input type="checkbox"/> DC/UMX       |
| <input type="checkbox"/> UDD # _____       | <input type="checkbox"/> Arch. Review |
| <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 3220 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 # N5773 / N5772) (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 type="checkbox"/> 1            | <input type="checkbox"/> External Illuminated | <input type="checkbox"/> Electronic Changeable Copy |
| <input checked="" 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) |
|-----------------------|------------------------------------|
| Commercial / Retail   | No change                          |

**PROPOSED GROUND SIGN INFORMATION:**

| Lanes of Traffic | Speed Limit (Posted) | Max. Net Sign Area | Max. Ground Sign Height |
|------------------|----------------------|--------------------|-------------------------|
| 4                | 55 mph               | 750 sf / face      | 40'                     |

| 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 23' pole (2)  | 138                    |
| 2                        | 14' x 48' west face | 672                  | 2                          | 3' x 48' apron (2) | 288                    |
| 3                        |                     |                      | 3                          | Faces              | 1344                   |
| Total                    |                     | 1344                 | Total                      |                    | 1770 sf                |

**PROPOSED NON-GROUND SIGN INFORMATION:**

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