



# 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: \_\_\_\_\_

UDC Meeting Date: \_\_\_\_\_

Combined Schedule Plan Commission Date (if applicable): \_\_\_\_\_

☐ Informational Presentation

☐ Initial Approval

☐ Final Approval

1. Project Address: 4601 Hammersley Rd  
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 Ryon Savasta

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 4601 Hammersley Rd. We are requesting to make to following changes to the structure in its current location:

- Raise structure to 40'
- 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

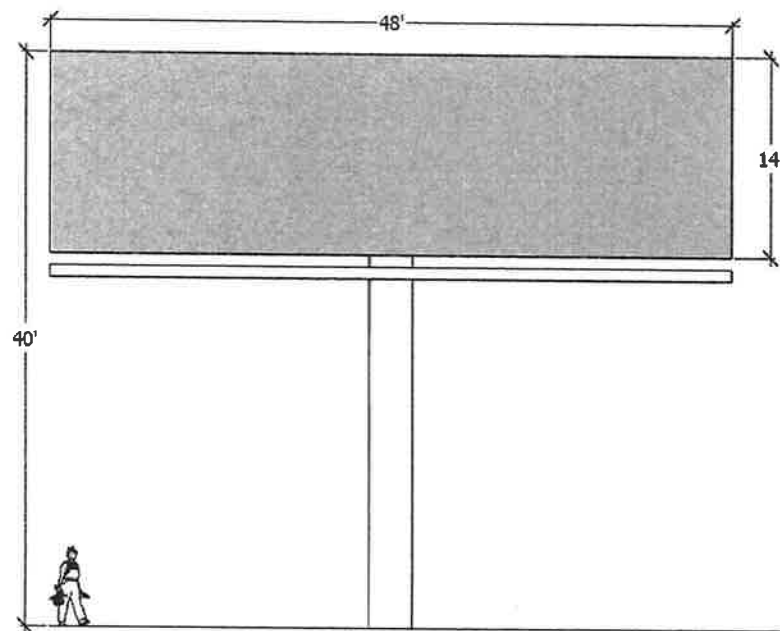


 **BERGSTROM CHEVROLET**  
Great Deals • Great Service

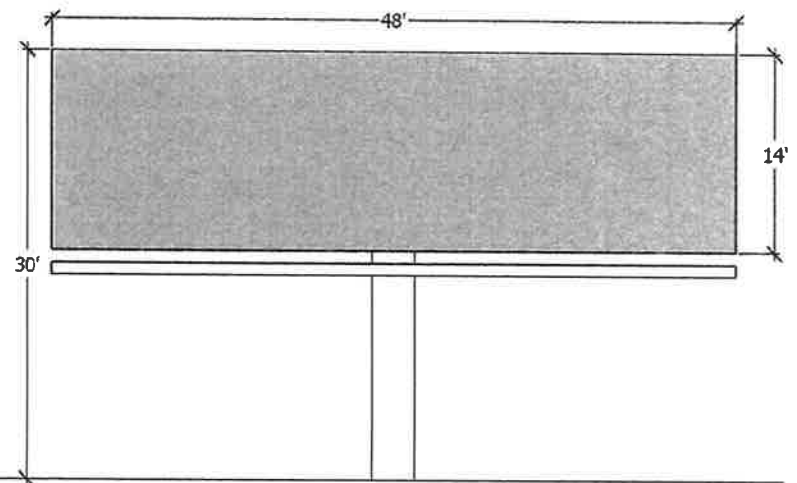
**MIDDLETON**  **MADISON**  
Exit 250 Exit 160

[frombadgerland.com](http://frombadgerland.com)

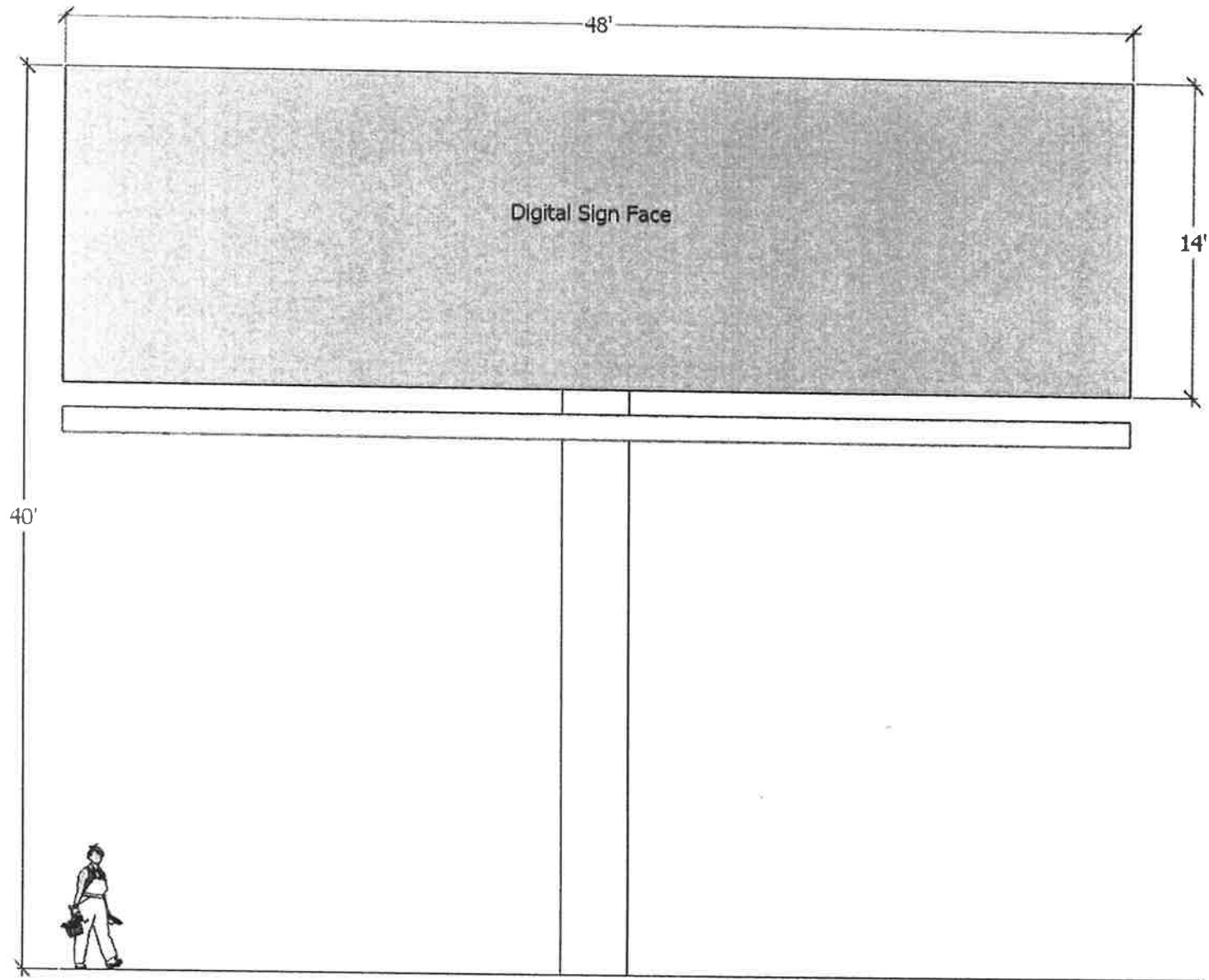
Proposed Sign



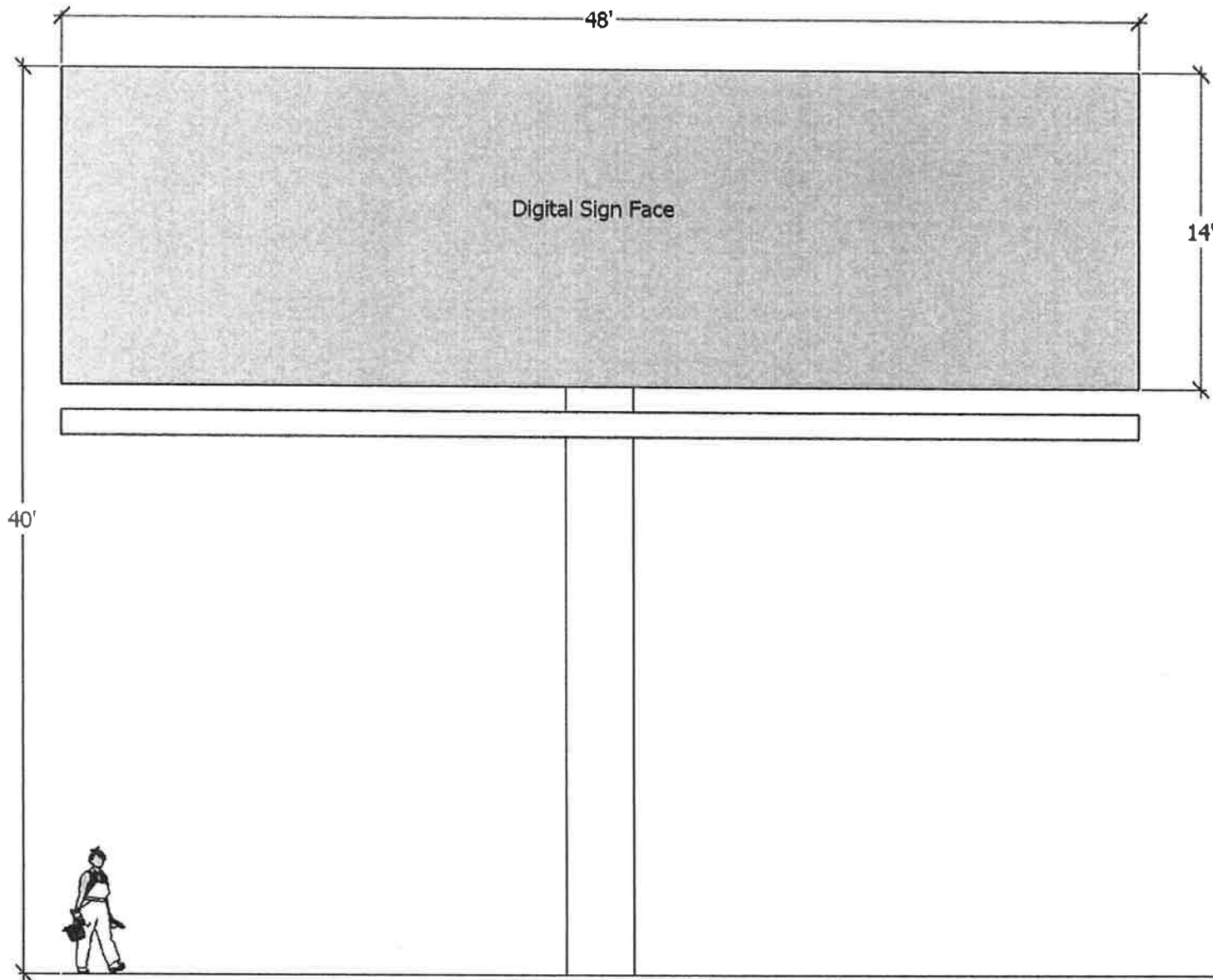
Existing Sign

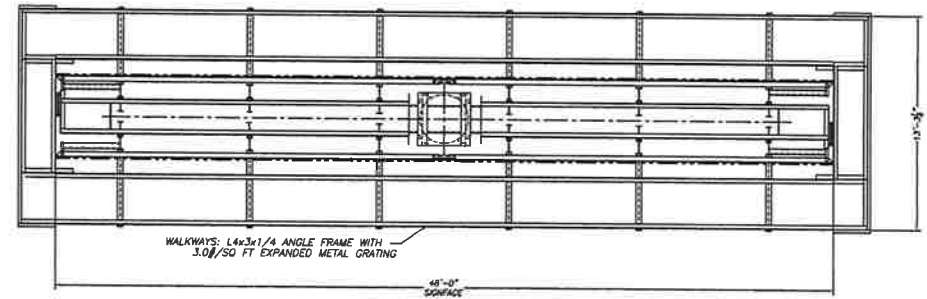
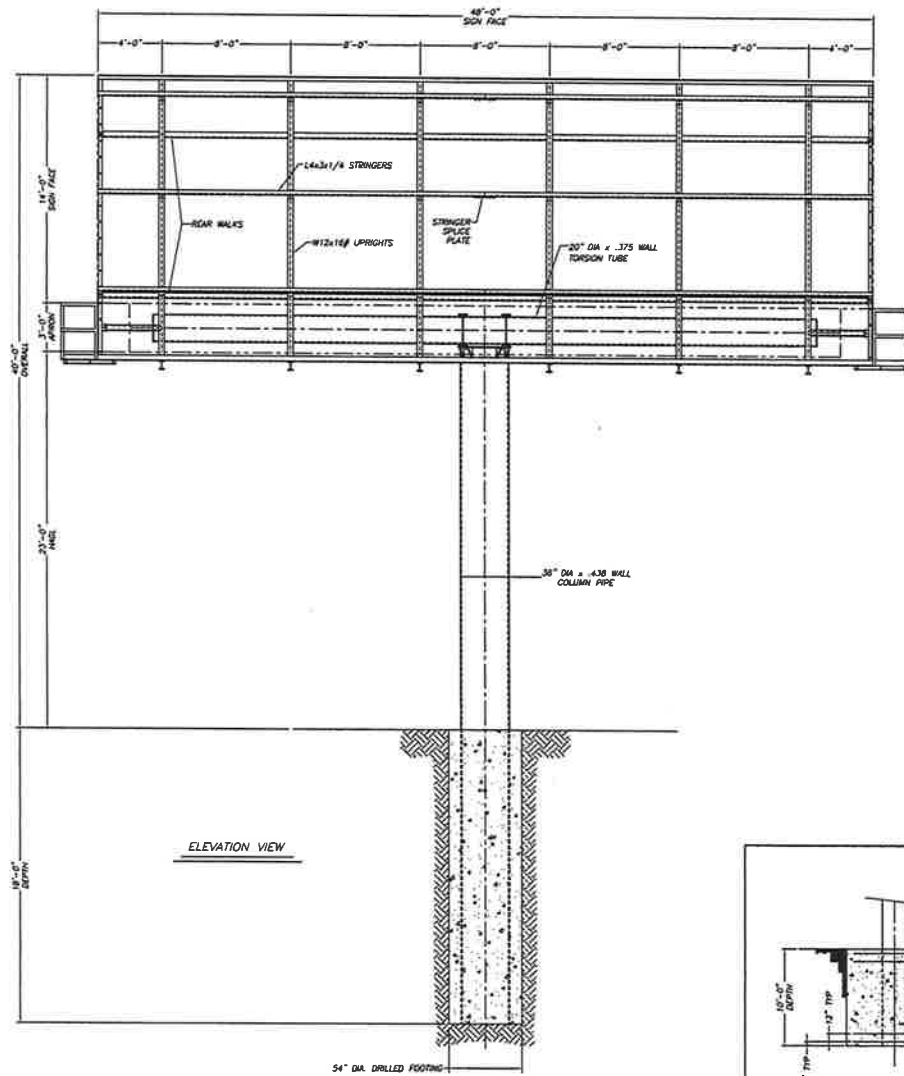


EAST FACE

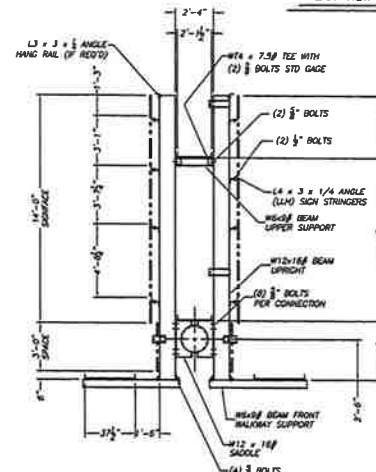


WEST FACE

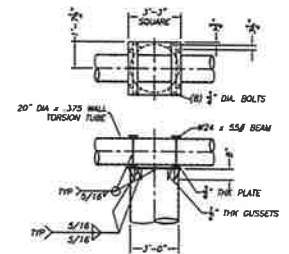




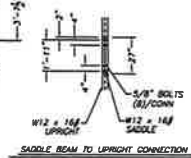
PLAN VIEW



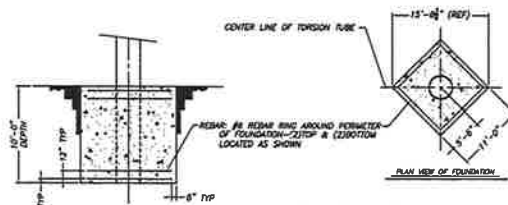
CROSS SECTION VIEW



### TORSION TUBE CONNECTION



### SADDLE BEAM TO UPRIGHT CONNECTION



ALTERNATE BACKHOE FOUNDATION

**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#/SQ. FT./FT.
6. THIS DESIGN MEETS THE REQUIREMENTS OF THE 2009  
INTERNATIONAL BUILDING CODE FOR 90 M.P.H. (3 CFS CLUST)  
WIND SPEED AND EXPOSURE "C".
7. ALL WELDING SHALL BE IN ACCORDANCE WITH AWS  
STANDARDS UNDER E-7.5
8. ALL WORKMANS TO HAVE SAFETY CABLES
9. REINFORCING BAR: ASTM A-615 GRADE 60 (IF REQUIRED)
10. STRUCTURE DESIGNED TO ACCEPT DEAD AT AN ADDITIONAL W/L OF 5.50K DED.

**PROPOSAL DRAWING**

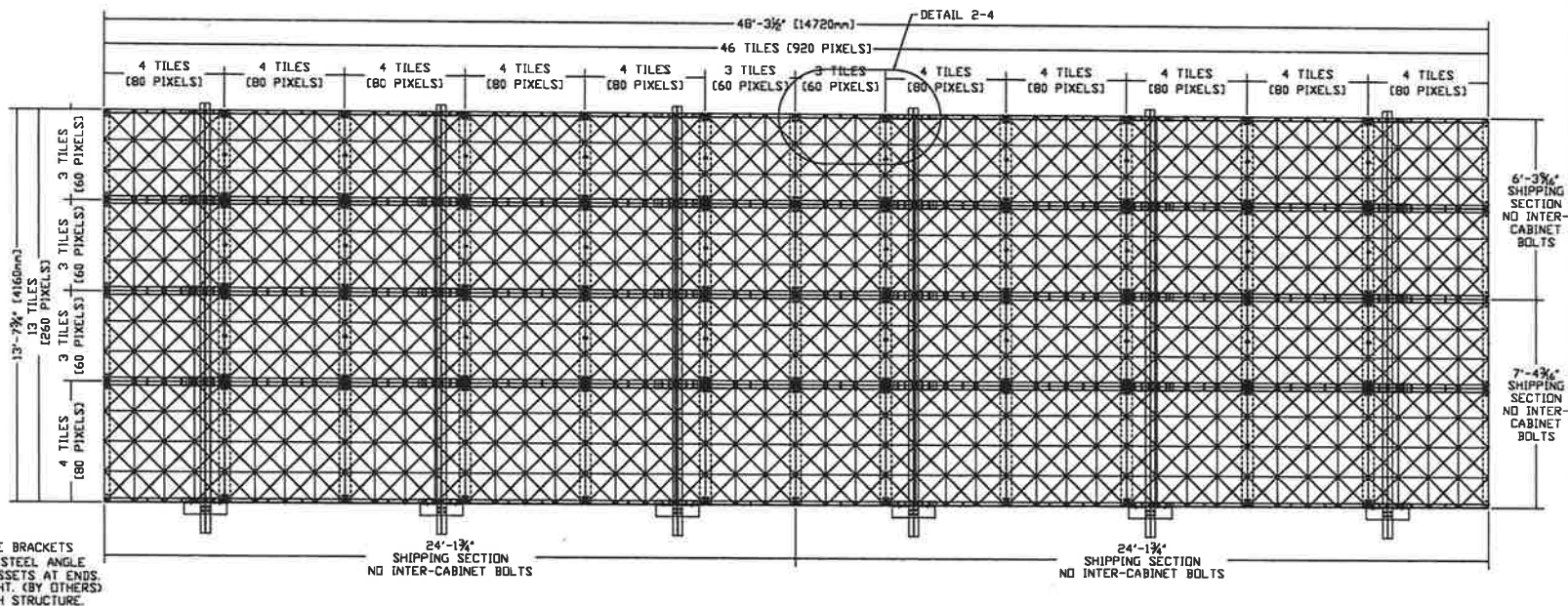
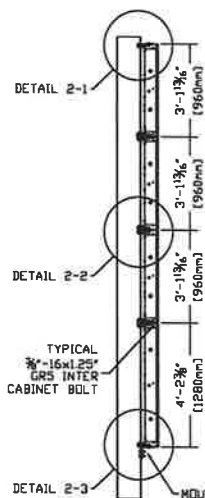
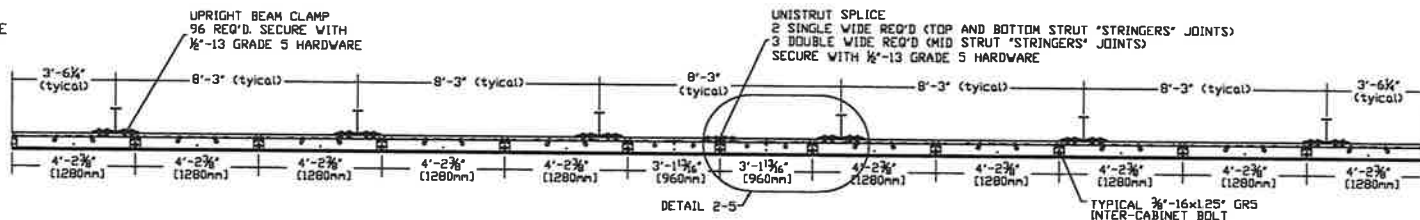
## PRODUCTIVITY FABRICATORS

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



- 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 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:  $8'-4\frac{13}{16}"$  (2560mm) MAX.  
ALLOWABLE CANTILEVER:  $4'-2\frac{3}{8}"$  (1280mm) MAX.



- 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.

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" TILES ACROSS TOP OF 4" TILE WIDE CABINETS. ADV BOLT IS UNISTRUT RILL 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

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PART NUMBER	
-----	
APPROVALS	
RT	10-1
UPDATED	11-12-
CUSTOMER	

DO NOT SCALE  
THIS DRAWING.

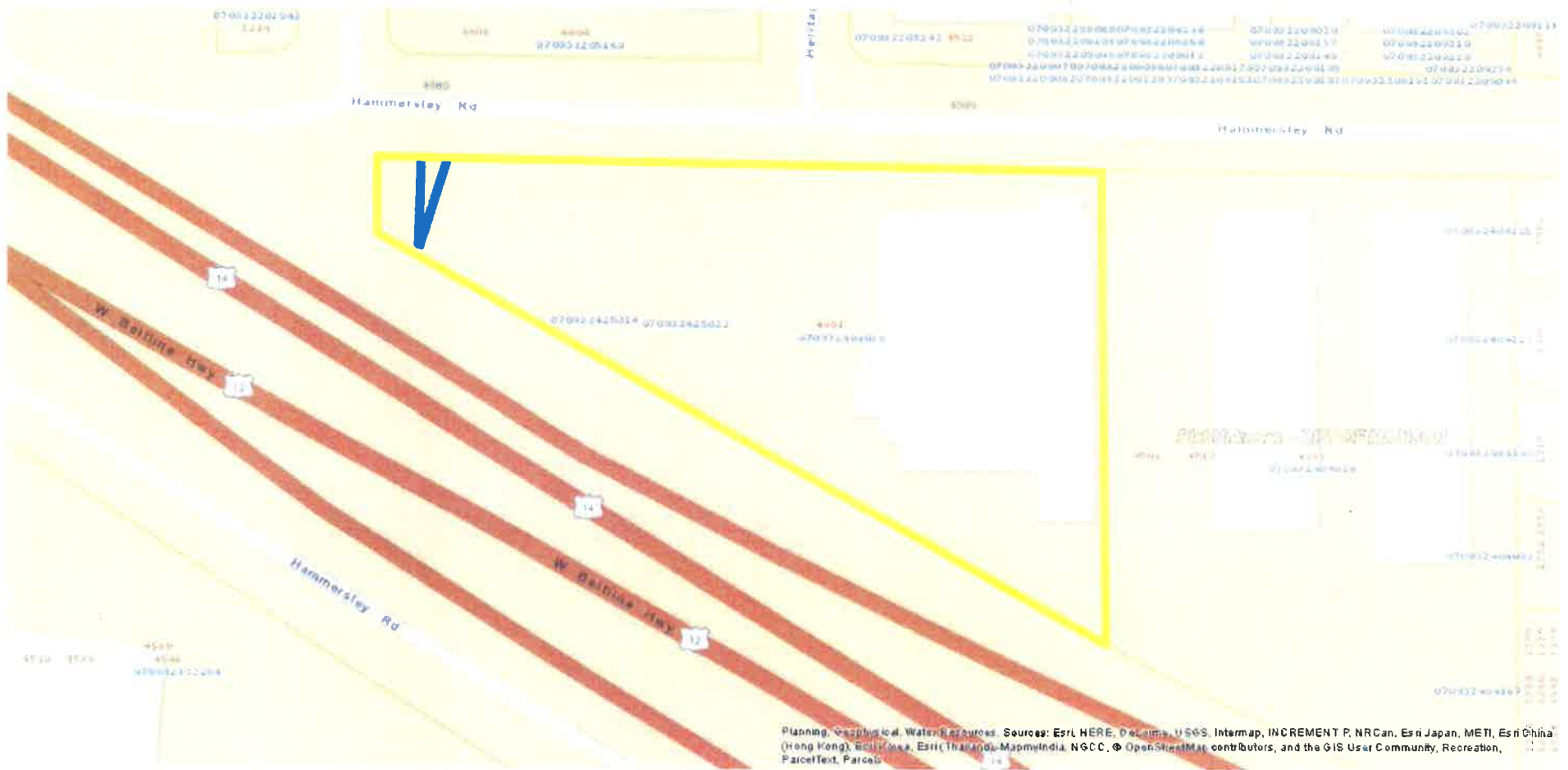
## FORMETCO

2963 Pleasant Hill Rd. Duluth, GA 30096-3808

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

SIZE B	SCALE 1:50	DWG NO B-2260	SH 1	OF	REV
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# 4601 Hammersley, 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, WI53701

RE: Owner Authorization

To whom it may concern:

Per a signed lease agreement Halleen Properties LLC the owner of the property located 4601 Hammersley, 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

Ryan Savasta  
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 4601 Hammersley Way Zoning District CG-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 / Faces - see attached ☐ Relocate on Lot  
(Existing Tag/Permit # \_\_\_\_\_) (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 Office	No Change

**PROPOSED GROUND SIGN INFORMATION:**

Lanes of Traffic	Speed Limit (Posted)	Max. Net Sign Area	Max. Ground Sign Height
4	55 mph	750 sq ft / 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 40' apron (2)	288
3			3	Face(s)	1344
Total		1344	Total		1770 sq

**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)\*