



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: 4277 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

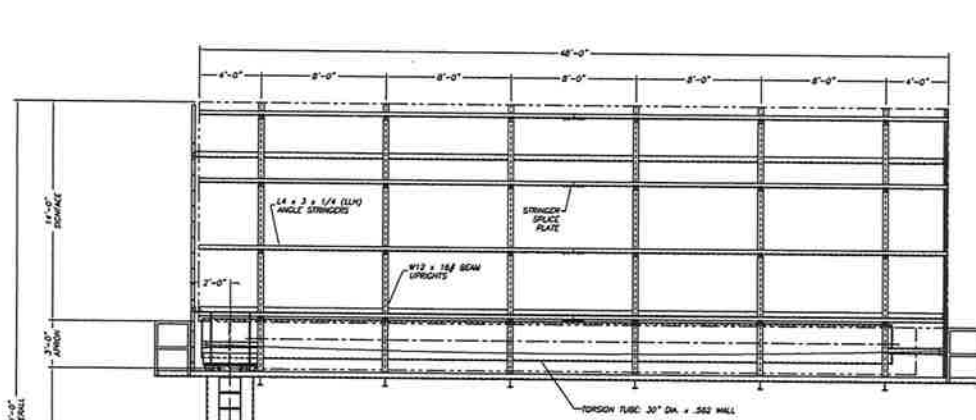
Authorized Signature

Ryon Savasta

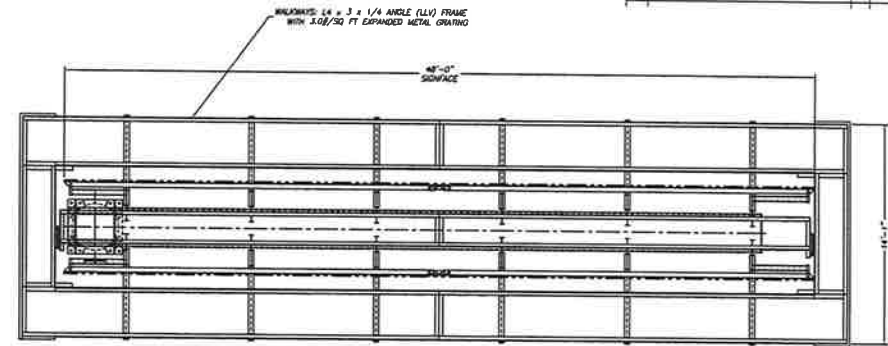
Date

7/25/17

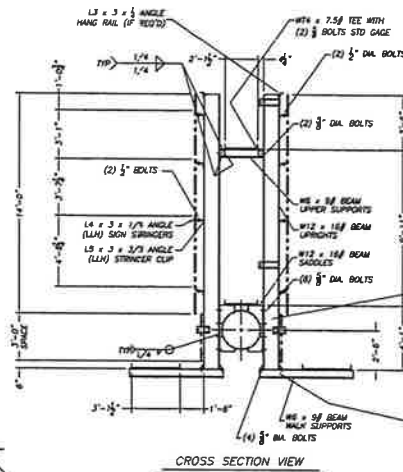
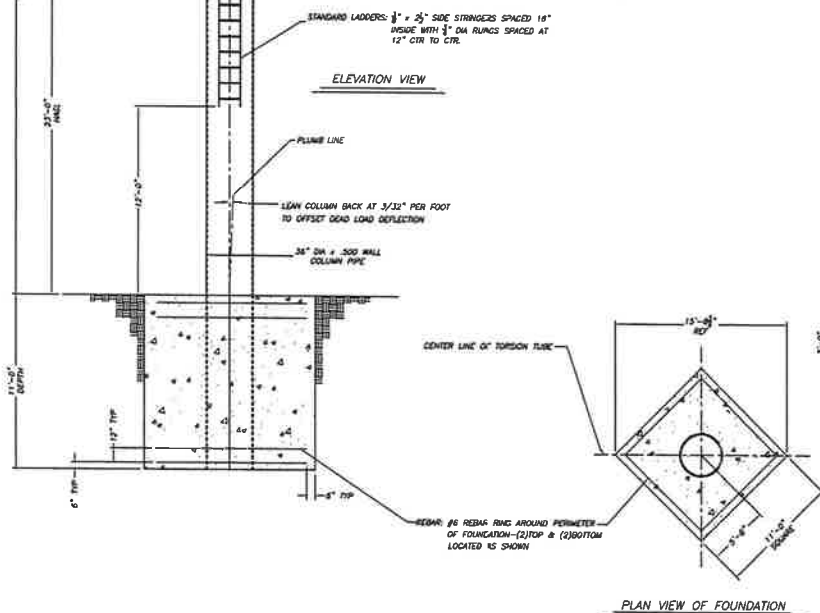
REV.	CHANGE	BY	DATE



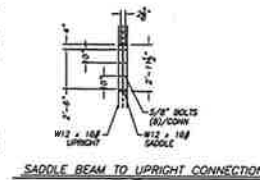
ELEVATION VIEW



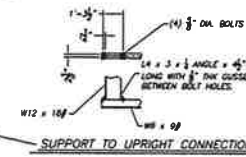
PLAN VIEW



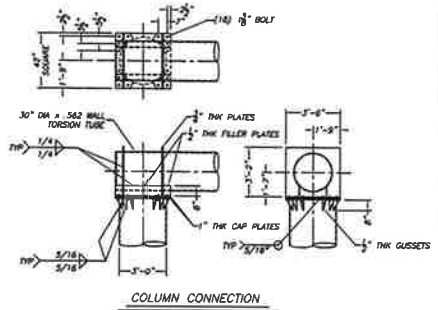
CROSS SECTION VIEW



SADDLE BEAM TO UPRIGHT CONNECTION



SUPPORT TO UPRIGHT CONNECTION



COLUMN CONNECTION

SPECIFICATIONS:

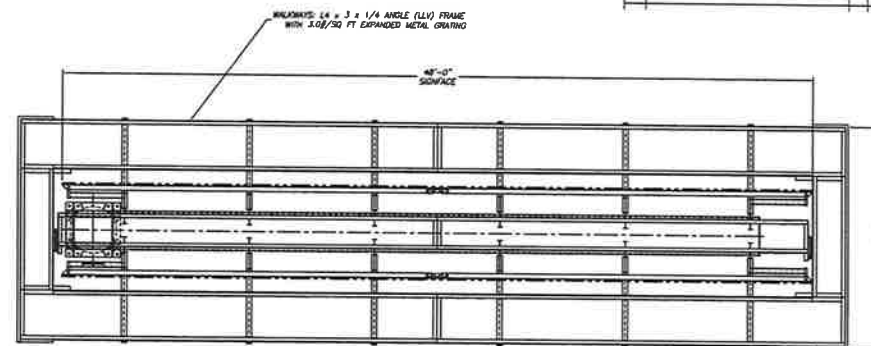
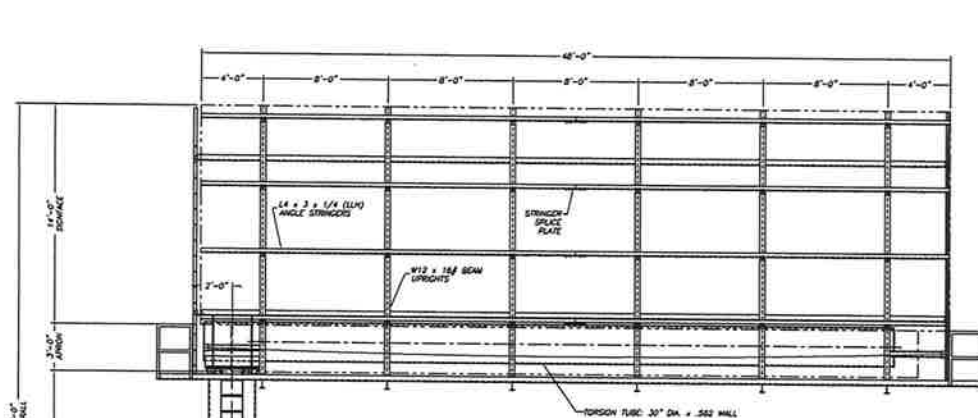
- STEEL ROLLED "W" BEAM SECTIONS: ASTM A992
- ALL OTHER STEEL ROLLED SECTIONS: ASTM A588
- PIPE SECTIONS: A.P.S. 5L X52
- BOLTS: MINIMUM 1/2" DIAMETER UNC 1/2" DIAMETER GRADE A325 5/8" DIAMETER & LARGER: GRADE A325
- CONCRETE: 3000 P.S.I. @ 28 DAYS
- HORIZONTAL SOIL PRESSURE: 300#/50 FT/FT
- THIS DESIGN MEETS THE REQUIREMENTS OF THE 2009 INTERNATIONAL BUILDING CODE FOR 90 M.P.H. (3 SEC DUST) 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 DESIGNED TO ACCEPT DICAL AT AN ADDITIONAL WT OF 5,500# EACH

PROPOSAL DRAWING

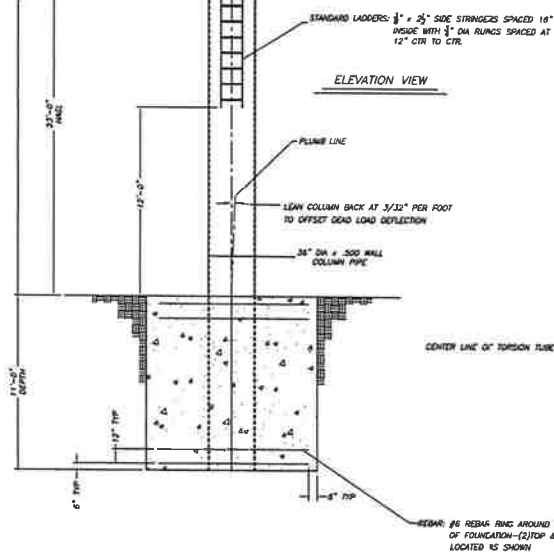
PRODUCTIVITY FABRICATORS

SCALE NOTE	DATE: 04/19/17	DESIGN BY: P. PLATT
14' x 48', BB, FLAG, 40'-0" OVERALL	ADAMS - MADISON, WI	DRAWING NUMBER: 66-9207

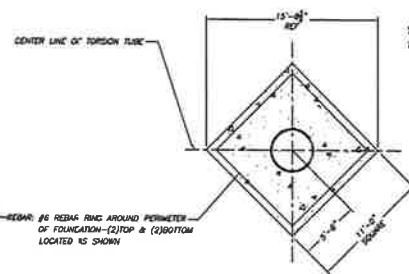
ALTERNATE DRILLED FOOTING:
54" DIA. x 21'-0"



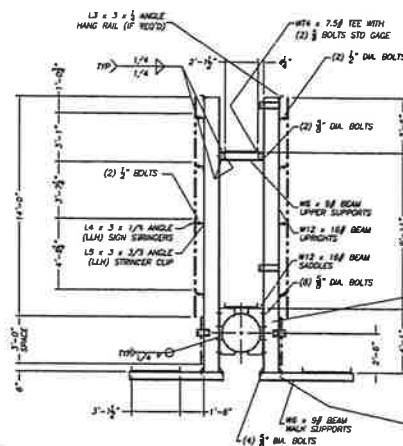
PLAN VIEW



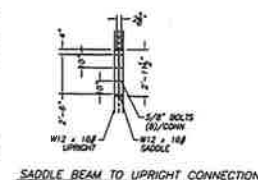
ELEVATION VIEW



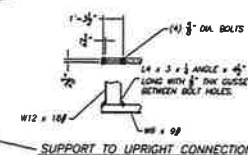
PLAN VIEW OF FOUNDATION



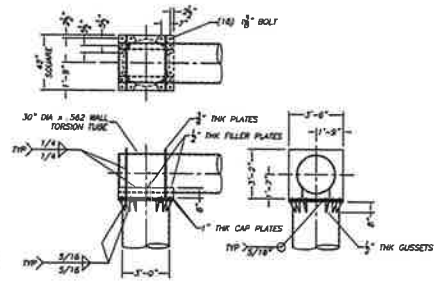
CROSS SECTION VIEW



SADDLE BEAM TO UPRIGHT CONNECTION



— SUPPORT TO UPRIGHT CONNECTION



COLUMN CONNECTION

SPECIFICATIONS:

1. STEEL ROLLED "W" BEAM SECTIONS: ASTM A992
- ALL OTHER STEEL ROLLED SECTIONS: ASTM A50
2. PIPE SECTIONS: A.P.I. 5L X52
3. BOLTS: MINIMUM 1/2" DIAMETER UNC
1/2" DIAMETER GRADE 50
3/4" DIAMETER & LARGER: GRADE A325
4. CONCRETE: 3000 P.S.I. @ 28 DAYS
5. HORIZONTAL SOIL PRESSURE: 300#/SQ. FT./Y.
6. THIS DESIGN MEETS THE REQUIREMENTS OF THE 2009
INTERNATIONAL BUILDING CODE FOR 90 M.P.H. (3 SEC) WIND
WIND SPEED AND EXPOSURE "B".
7. ALL WELDING SHALL BE IN ACCORDANCE WITH AWS
STANDARDS: USING E-60 ELECTRODES.
8. ALL WALKWAYS TO HAVE SAFETY CABLES
9. REINFORCING BAR: ASTM A-615 GRADE 60 (IF REQUIRED)
10. STRUCTURE DESIGNED TO ACCEPT GROUND AN AT AN ADDITIONAL UP OF 5.50% FROM

PROPOSAL DRAWING

PRODUCTIVITY FABRICATORS

SCALE: NONE
DATE: 04/19/17

DRIVEN BY:
P. PLATT

14' x 48', BB, FLAG, 40'-0" OVERALL



ADAMS - MADISON, WI

DRAWING NUMBER
66-9207

ALTERNATE DRILLED FOOTING:
54" DIA. x 21'-0"

4277 W Beltline Hwy., Madison, WI



-  Property Line
-  billboard

* No change to sign location.





**BIRRENKOTT
SURVEYING, INC.**

P.O. Box 237
1677 N. Bristol Street
Sun Prairie, WI. 53590
Phone (608) 837-7463
Fax (608) 837-1081

Description:

HALF OF LOT 6 AND ALL OF LOTS 7,
8, 9, BLOCK 10, MARLBOROUGH
HEIGHTS, CITY OF MADISON, DANE
COUNTY, WISCONSIN.

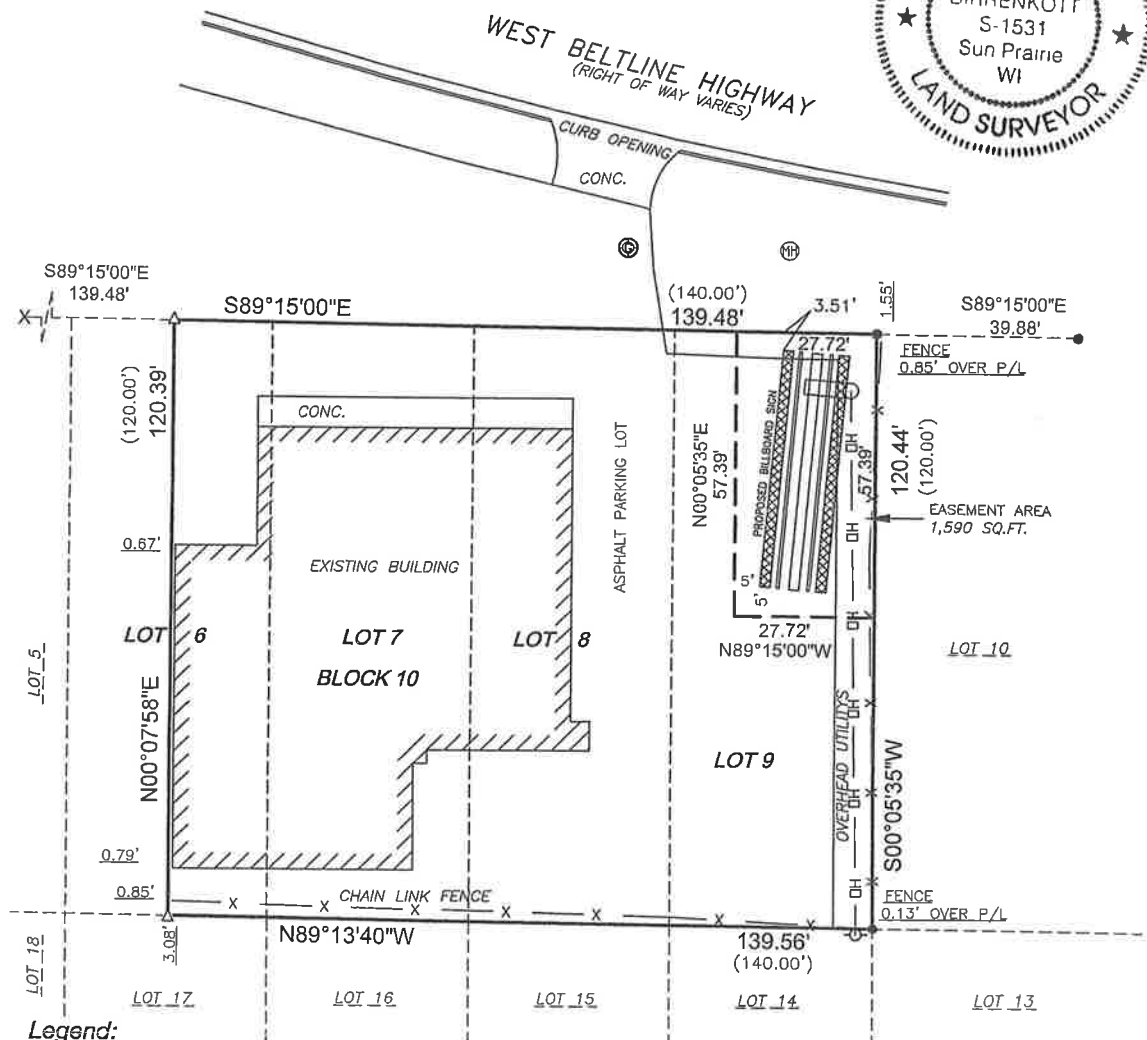


PLAT OF SURVEY

SURVEYOR'S CERTIFICATE:

I, Daniel V. Birrenkott, hereby certify that this survey is in compliance with the 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 and is correct to the best of my knowledge and belief.

Daniel V. Birrenkott 8-2-2012
Daniel V. Birrenkott
Wisconsin Registered Land Surveyor No. S-1531.



Legend:

• = Found 3/4" Iron Rebar



**BIRRENKOTT
SURVEYING, INC.**

PLAT OF SURVEY

P.O. Box 237
1677 N. Bristol Street
Sun Prairie, WI. 53590
Phone (608) 837-7463
Fax (608) 837-1081

Property Description:

The East Half of Lot 6 and all of Lots 7, 8, and 9, Block 10, Marlborough Heights, City of Madison, Dane County, Wisconsin being more particularly described as follows: Beginning at the Northeast corner of said Lot 9; thence along the East line of said Lot 9, S00°05'53"W, 120.44 feet (recorded as 120.00 feet); thence N89°13'40"W, 139.56 feet (recorded as 140.00 feet); thence N00°07'58"E, 120.39 feet (recorded as 120.00 feet) along the West line of the East half of said Lot 6; thence S89°15'00"E, 139.48 feet (recorded as 140.00 feet) thence along Southerly right of way line of the West Beltline Highway to the Northeast corner of said Lot 6 and the point of beginning. The above described parcel contains 16,802 square feet.

Easement Description:

Easement for the construction, maintenance and use of an outdoor advertising sign over, upon and across the following real estate:
Part of Lot 9, Block 10, Marlborough Heights, City of Madison, Dane County, Wisconsin being more particularly described as follows: Beginning at the Northeast corner of said Lot 9; thence along the East line of said Lot 9, S00°05'35"W, 57.39 feet; thence N89°15'00"W, 27.72 feet; thence N00°05'35"E, 57.39 feet to the Southerly right of way line of the West Beltline Highway; thence along said Southerly right of way line S89°15'00"E, 27.72 feet to the said Northeast corner of Lot 9 and the point of beginning. The above described parcel contains 1,590 square feet.



Date: April 20,2017

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 with Richard Parker Properties LLC, the owner of the property located at 4277 W Beltline Hwy., 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

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:

- | | |
|--|---------------------------------------|
| <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 4277 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 # N2959) (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	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	40'

Net Area Sign Dimensions		Net Area Square Feet	Gross Area Sign Dimensions		Gross Area Square Feet
1	14' x 48' west face	672	1	5' x 23' pole (2)	138
2	14' x 48' east face	672	2	3' x 48' apron (2)	288
3			3	Faces	1344
Total		1,344	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)