



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: 4245 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)

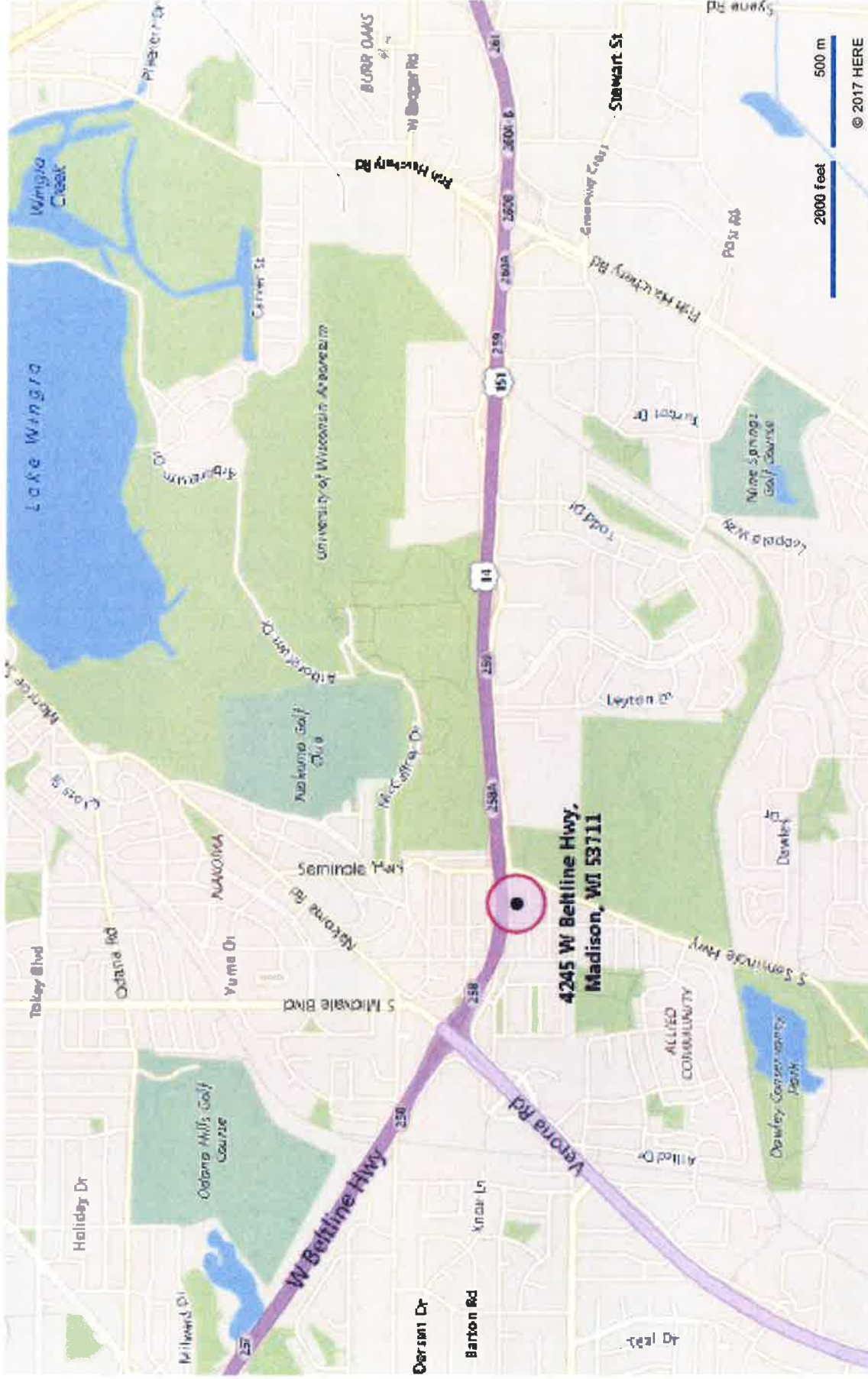
B. The applicant attests that all required materials are included in this submittal and understands that if any required information is not provided by the application deadline, the application will not be placed on an Urban Design Commission agenda for consideration.

Name of Applicant Adams Outdoor Advertising

Relationship to Property Billboard sign owner

Authorized Signature 

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 4245 W Beltline Hwy. We are requesting to make the following changes to the structure in its current location:

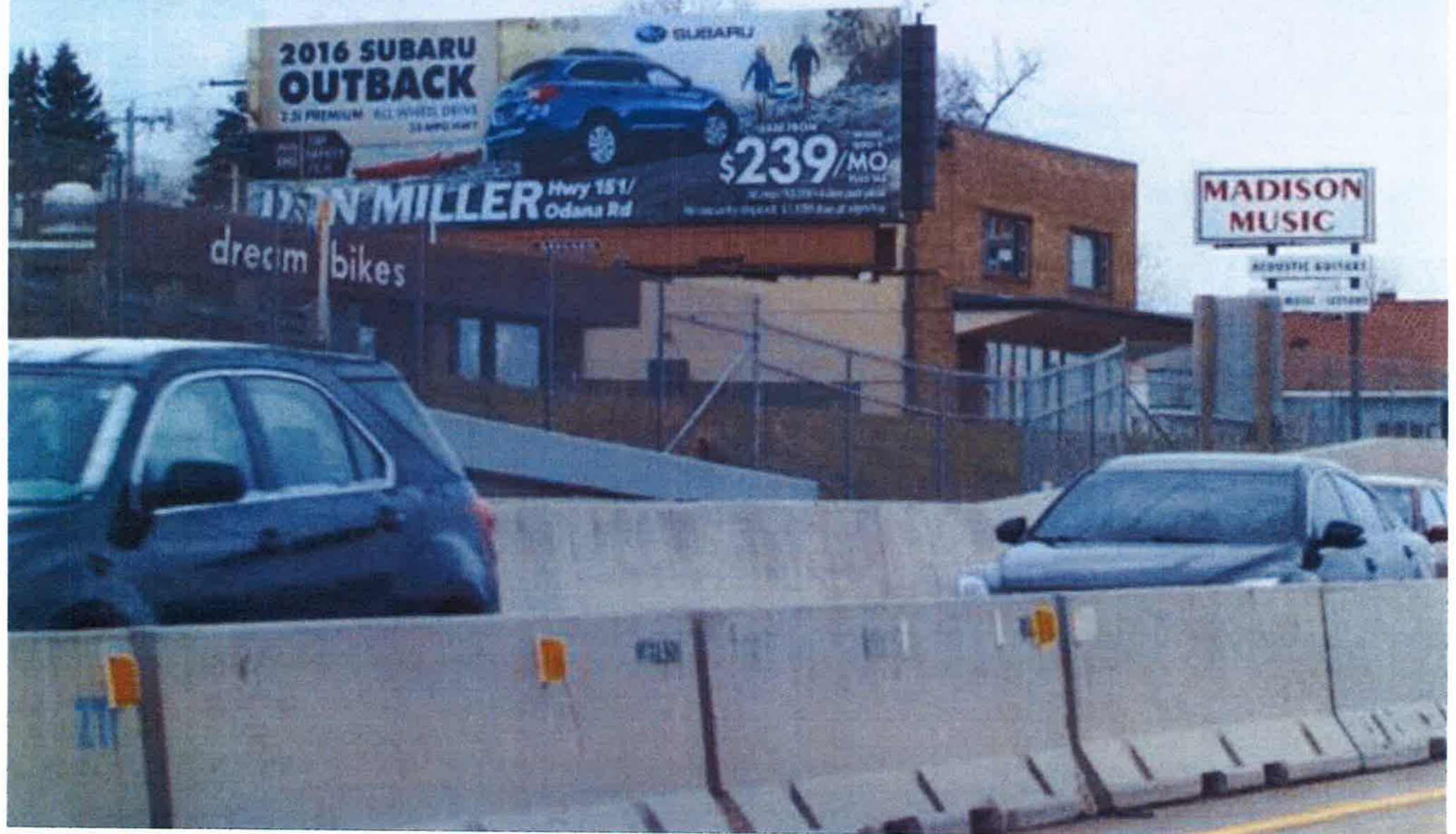
- Raise structure to 40'

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,

Ryan Savasta
Real Estate Manager
Adams Outdoor Advertising

EAST FACE



West FACE
(N)

WEST FACE
(S)



Acoustic Guitars & Basses

\$20.99

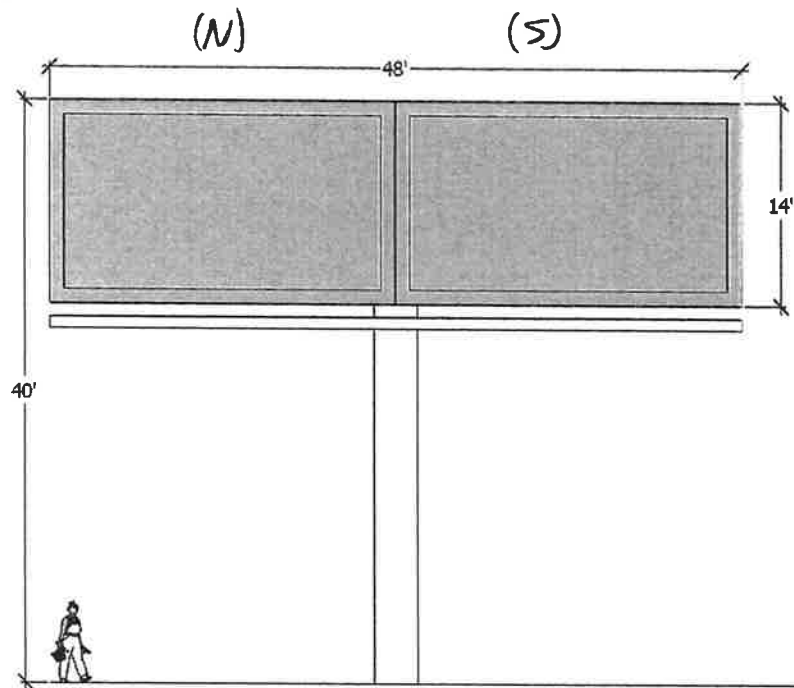
MAD
MU

ACOUSTIC GUITARS

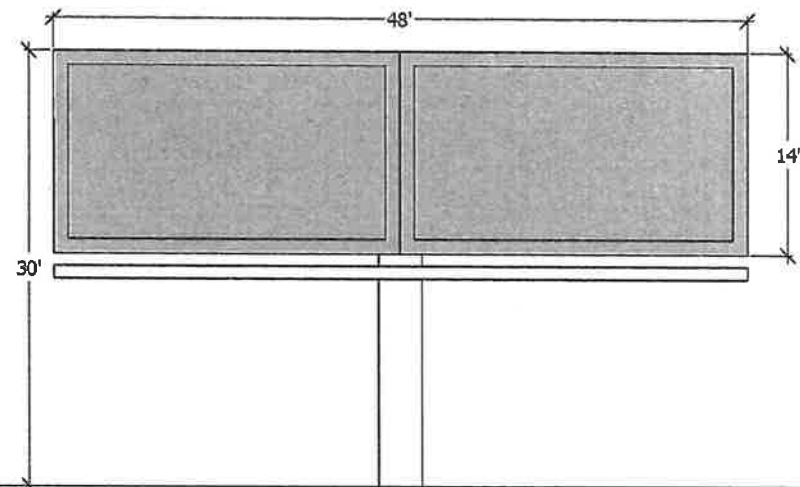
POINT OF SALE

West Faces

Proposed Sign

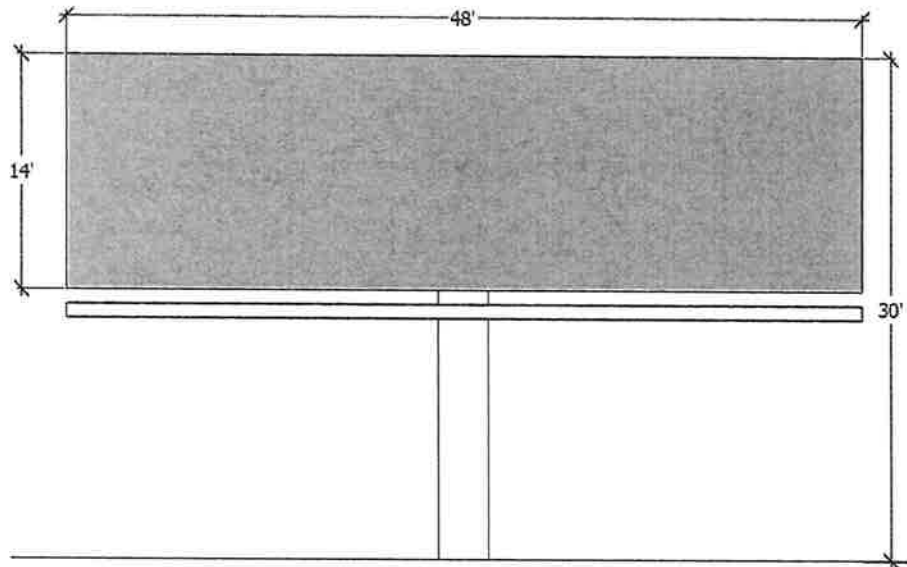


Existing Sign

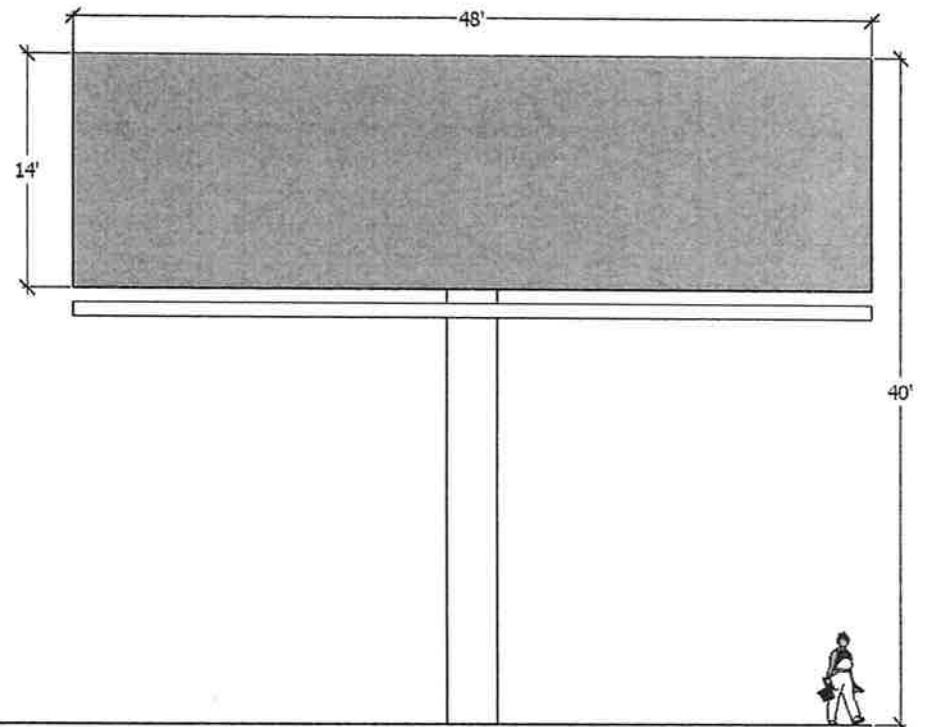


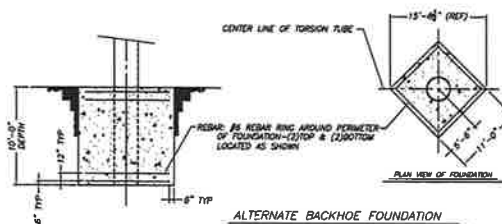
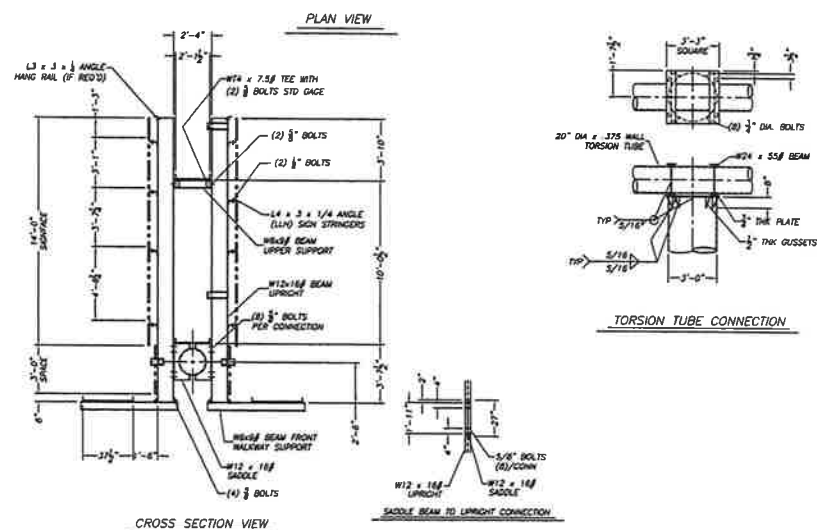
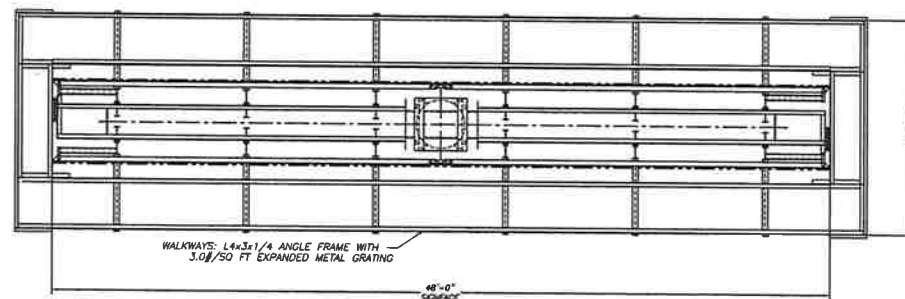
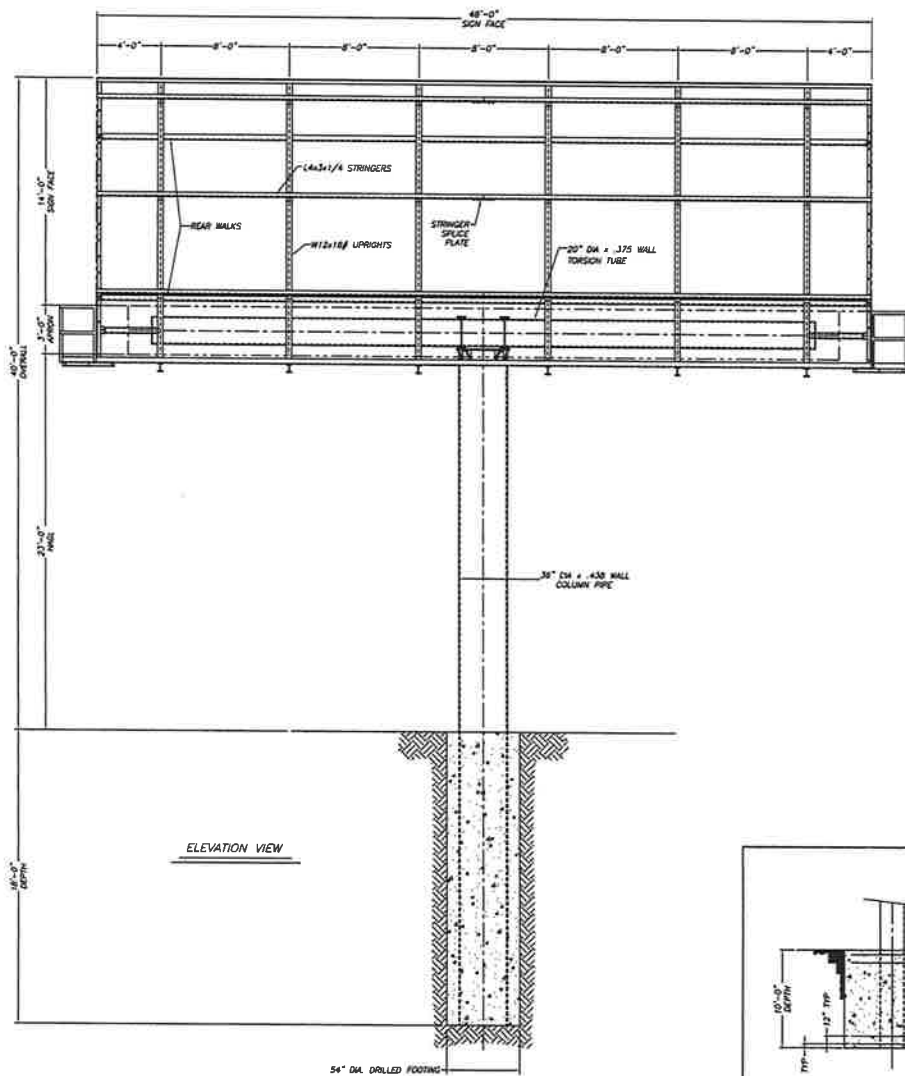
East Face

Existing Sign



Proposed Sign





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 UNC
1/2" DIAMETER: GRADE A325
3/8" DIAMETER & LARGER: GRADE A325
4. CONCRETE: 3000 P.S.I. @ 28 DAYS
5. HORIZONTAL SOIL PRESSURE: 3000/SQ. FT/FT.
6. THIS DESIGN MEETS THE REQUIREMENTS OF THE 2009
INTERNATIONAL BUILDING CODE FOR 90 M.P.H. (1 SEC CLUST)
WIND SPEED AND EXPOSURE "C".
7. ALL WELDING SHALL BE IN ACCORDANCE WITH AWS
STANDARDS USING E-70 ELECTRODES.
8. ALL MACHINISTS TO HAVE SAFETY CABLES
9. REINFORCING BARS: ASTM A-615 GRADE 60 (IF REQUIRED)
10. STRUCTURE DESIGNED TO ACCEPT DOWNS AT AN ADDITIONAL WIND OF 3.50X EACH

PROPOSAL DRAWING

PRODUCTIVITY FABRICATORS

SCALE NONE	DESIGN BY:
DATE: 04/17/17	P. PLATT
14' x 48' CM, BB, 40' OVERALL SIGN	
ADAMS - MADISON, WI	ISSUING NUMBER 66-92054

This is an aerial map of a residential area in Madison, Wisconsin. The map shows a grid of property lots, many of which are white, indicating they are not yet developed or are under construction. A yellow rectangle highlights a specific lot in the upper-middle section of the map. The map includes labels for 'W Beltline Hwy' at the top and 'Plat Unknown - CITY OF MADISON' in the lower-middle section. Various parcel numbers and lot identifiers are scattered throughout the map, such as '070832420017', '4269', '1802', '070832420015', '4267', '4265', '4257', '070832420012', '4255', '4251', '4253', '4245', '070832420086', '070831420048', '070832420030', '4219', '4221', '4217', '4213', '4211', '070832420022', '070832420013', '4262', '070832420113', '4250', '4244', '070832420121', '4240', '070832420139', '4234', '070832420147', '4228', '070832420185', '4218', '070832420163', '4210', '070832420171', and '070832420140'. A blue line with the number '48' is visible near the highlighted lot.

* No change to sign location.

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 Lease Agreement with 4245 W Beltline LLC, the owner of the property located at 4245 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 4245 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 # N 4427) (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 3 faces

☐ Non-Illuminated

☐ 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 sq/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	12' x 24' West face (N)	288	2	3' x 48' apron (2)	288
3	12' x 24' West face (S)	288	3	Faces	1248
Total		1248	Total		1674 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)