



# 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: 4203 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)

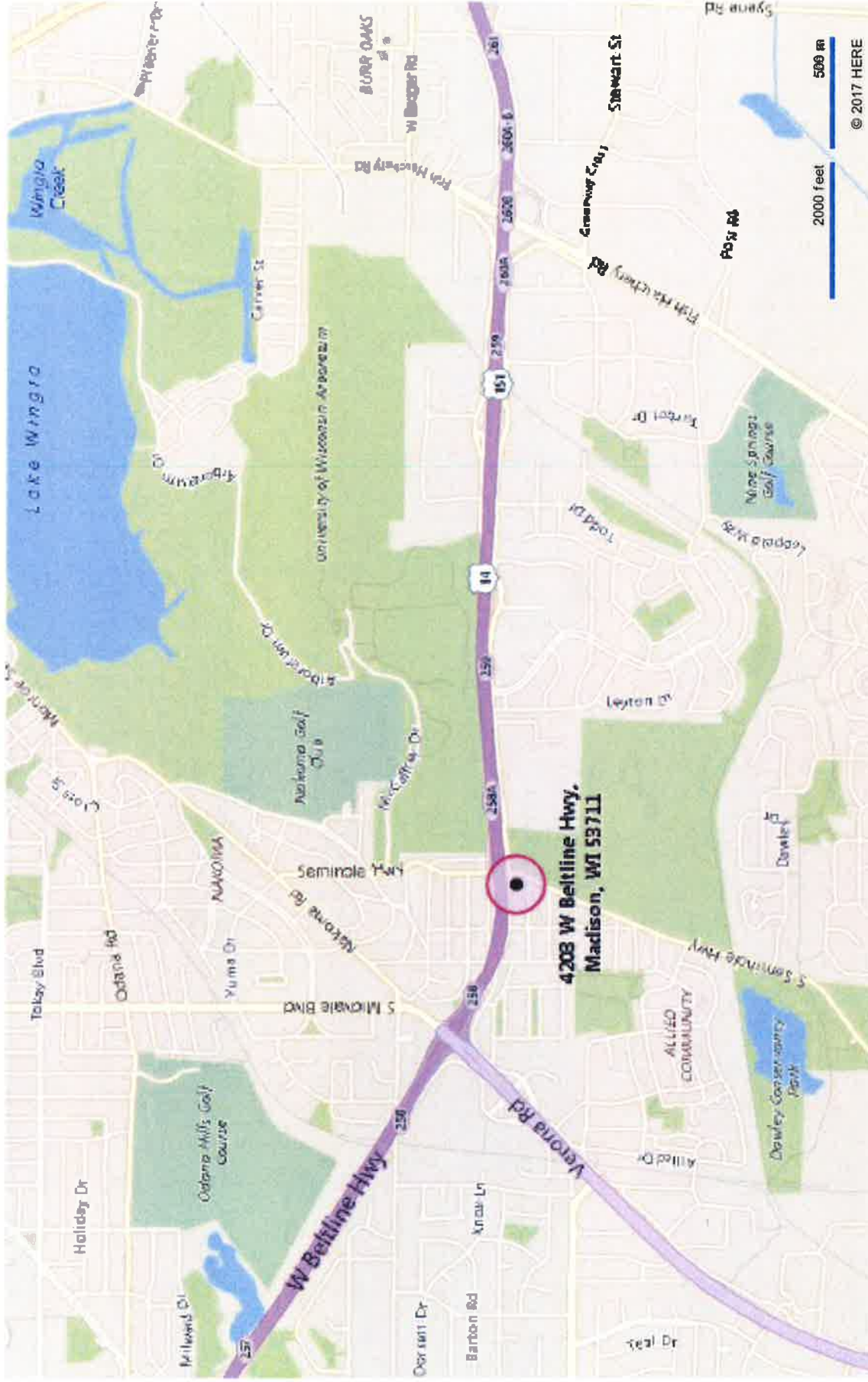
B. The applicant attests that all required materials are included in this submittal and understands that if any required information is not provided by the application deadline, the application will not be placed on an Urban Design Commission agenda for consideration.

Name of Applicant Adams Outdoor Advertising

Relationship to Property Billboard sign owner

Authorized Signature Ryon Savasta

Date 7/25/17





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 4203 W Beltline Hwy. We are requesting to make to following changes to the structure in its current location:

- Raise structure to 45'

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



**POVERTY IS ONLY EATING AT SCHOOL**

The thing about poverty is you don't always see it

#GiveUnited

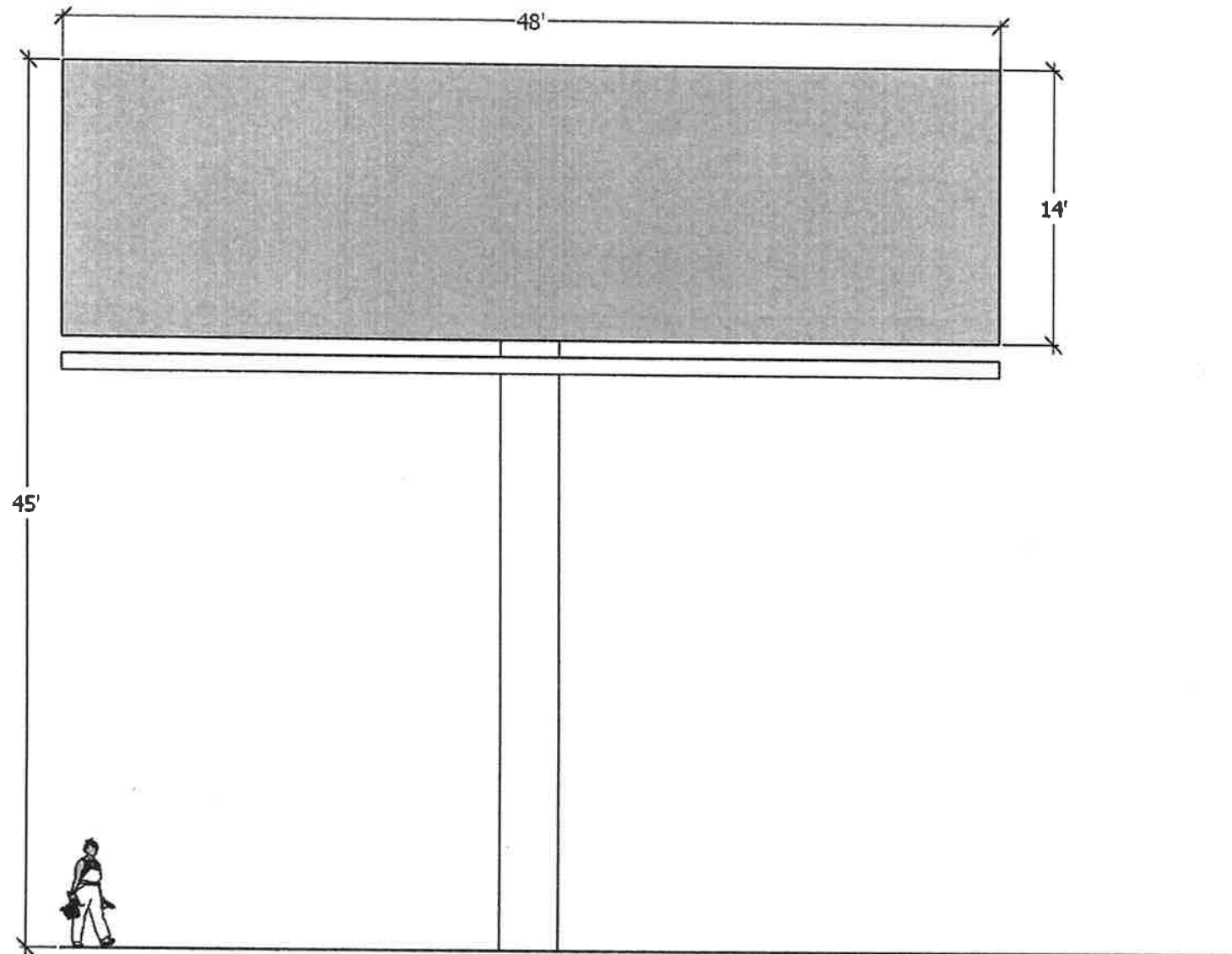
United  
Way

www.unitedway.org  
Alliance  
Energy

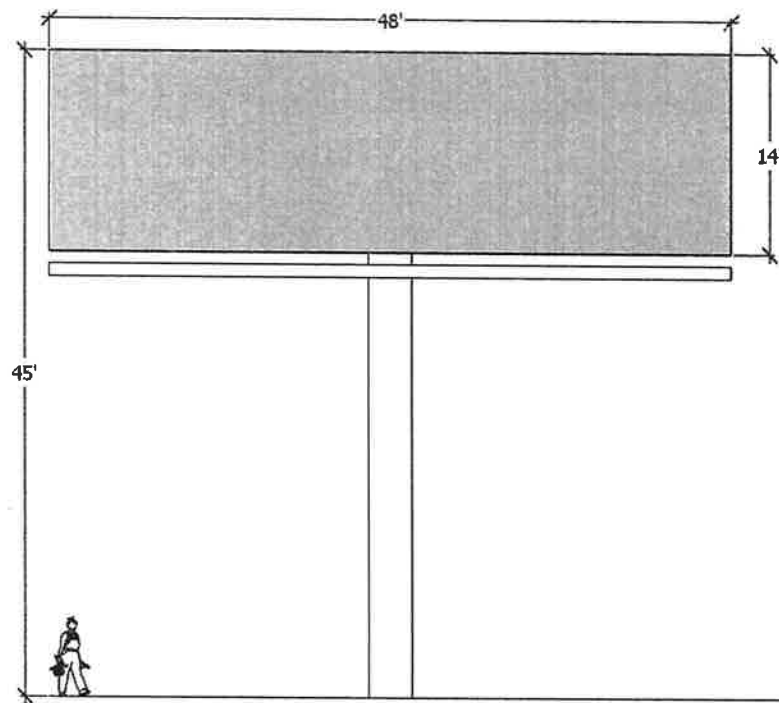
MIDWEST  
FINANCIAL  
GROUP



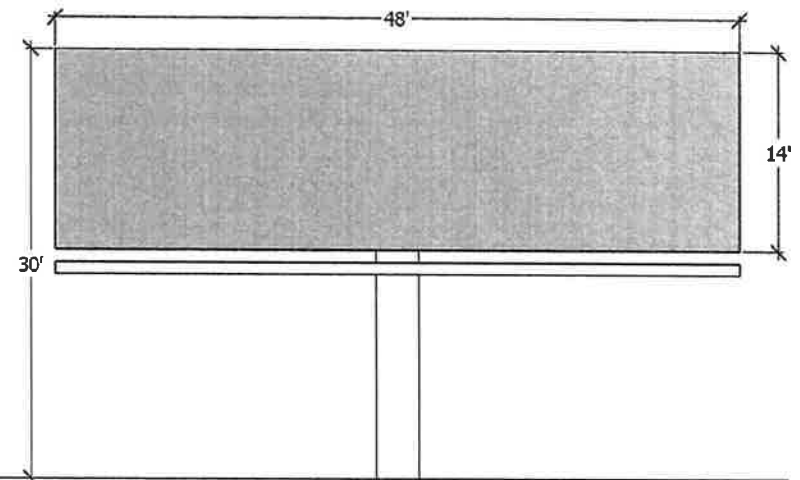
Proposed Sign



Proposed Sign



Existing Sign





1. STEEL ROLLED "I" 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: 300#/SQ FT/FT.
6. THIS DESIGN MEETS THE REQUIREMENTS OF THE 2009  
INTERNATIONAL BUILDING CODE FOR 50 M.P.H. (3 SEC CLUST)  
WIND SPEED AND EXPOSURE "2".
7. ALL WELDING SHALL BE IN ACCORDANCE WITH AAS  
STANDARD LIGHT & HEAVY ELECTRODES.
8. ALL WAGERS TO HAVE SAFETY CABLES.
9. REINFORCING BAR: ASTM A-615 GRADE 60 (IF REQUIRED)
10. STRUCTURE DESIGNED TO ACCEPT DEAD LOAD AT AN INTERVAL OF 5.500' ON

## PRODUCTIVITY FABRICATORS

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



**BIRRENKOTT  
SURVEYING, INC.**

P.O. Box 237  
1877 N. Bristol Street  
Sun Prairie, WI 53590  
Phone (608) 837-7463  
Fax (608) 837-1081

## PLAT OF SURVEY

### SURVEYOR'S CERTIFICATE:

I, Adams Outdoor Advertising Limited Partnership  
L.C. Title & Closing Services, LLC

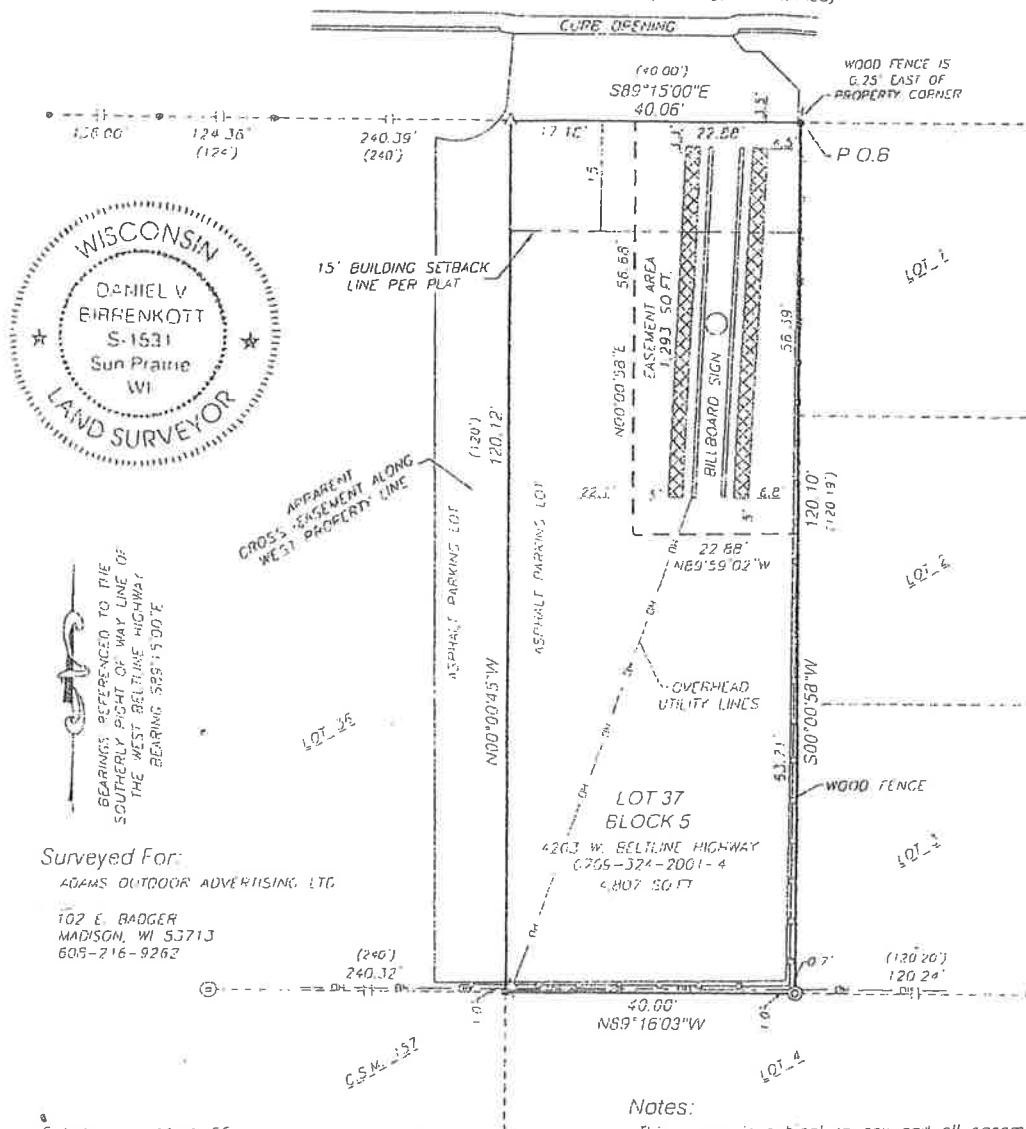
I, Daniel V. Birrenkott, hereby certify that this survey is in compliance of Wisconsin Administrative Code. I also certify that I have surveyed and mapped the lands described hereon and that the map is a correct representation in accordance with the information provided.

*Daniel V. Birrenkott* 11-6-2008  
Daniel V. Birrenkott  
Wisconsin Registered Land Surveyor No. S-1531

SCALE 1" = 20'  
0 20 40

## WEST BELTLINE HIGHWAY

(RIGHT OF WAY VARIES)



### Surveyed For:

ADAMS OUTDOOR ADVERTISING, LTD.

102 E. BADGER  
MADISON, WI 53713  
608-216-9262

### Notes:

This survey is subject to any and all easements and agreements both recorded and unrecorded.

The disturbance of a survey stake by anyone is in violation of Section 236.32 of Wisconsin Statutes.

Wetlands, if present, have not been delineated.

This survey shows visible above-ground improvements only. No guarantee is made for below-ground structures.

### Legend:

- = Found 3/4" Iron Rebar
- ⊙ = Found 1" Iron Pipe
- ⊙ = Found 1/2" Iron Pipe
- △ = Set Mag Nail
- ⊙ = Utility Pole
- ⊙ = Reconstructed as data

Dated 11-6-08

Surveyed T.S.

Drawn P.F.M.C.

Checked M.A.P.

Approved D.V.B.

Field back 318/21

Comp. file J:\CARLSON\080517

Sheet 1 of 2

GRAPHIC MAP NO. 080517



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 easement Agreement for the property located at 4203 West Beltline Highway, Madison, WI, Adams Outdoor Advertising is authorized to 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 4203 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 # ZONING - 2012-00338) (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)
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' east face	672 SF	1 3' x 28' pole (2)	168
2 14' x 48' west face	672 SF	2 3' x 48' apron (2)	288
3		3 faces	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)\*