



# 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: 2733 University Ave

Project Title (if any): Remove south structure, raise remaining structure, install digital 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 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 2733 University Ave. We are requesting to make to following changes to the structure in its current location:

- Remove southern portion of sign structure (2 faces)
- Raise remaining sign structure to 42 feet
- Convert two (2) remaining sign faces to digital sign faces

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

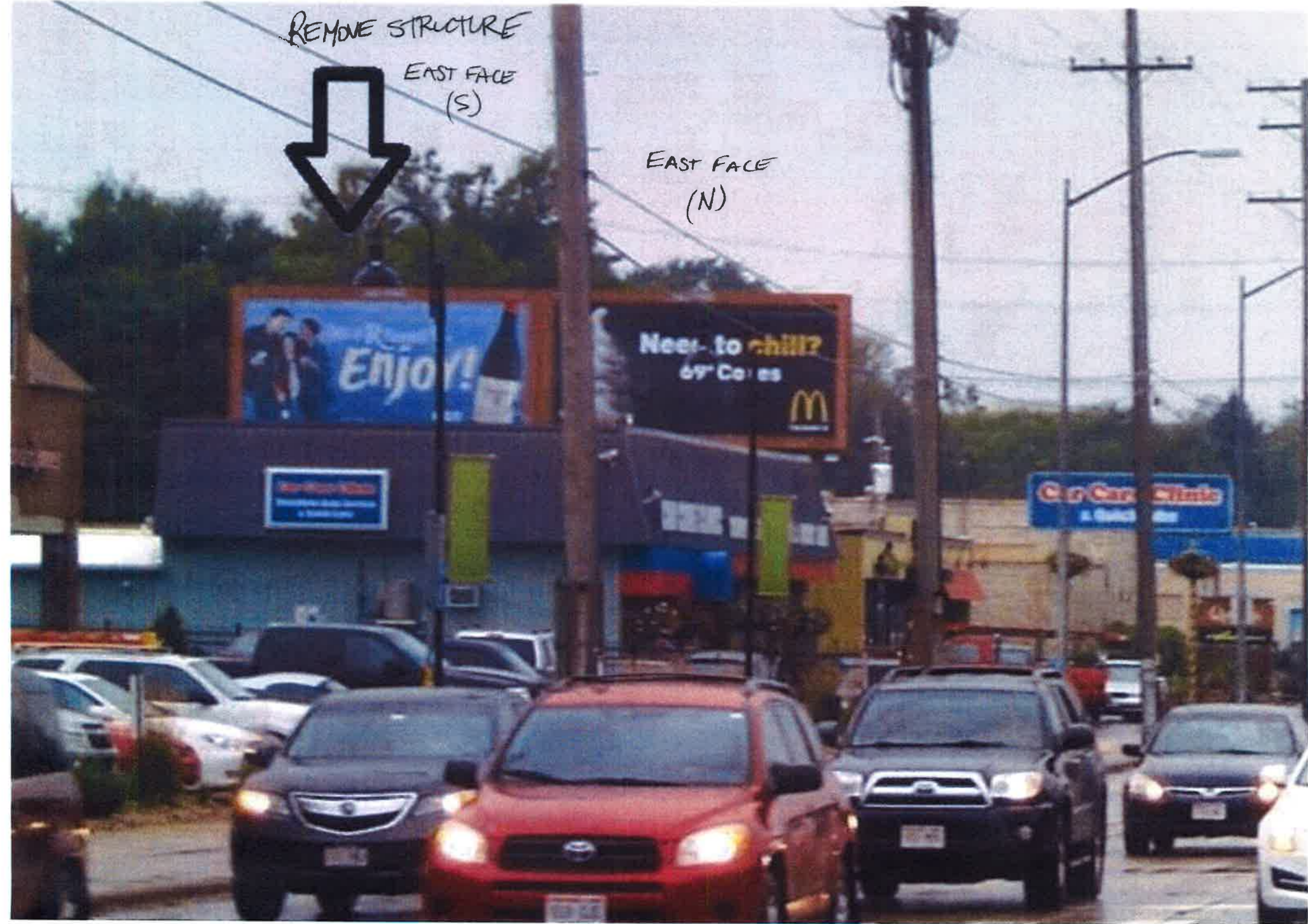
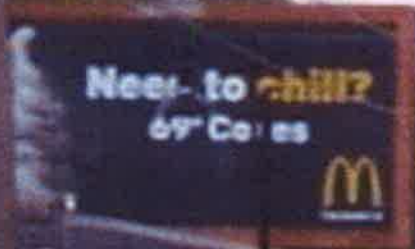


REMOVE STRUCTURE



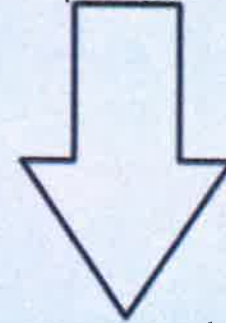
EAST FACE  
(S)

EAST FACE  
(N)





REMOVE STRUCTURE

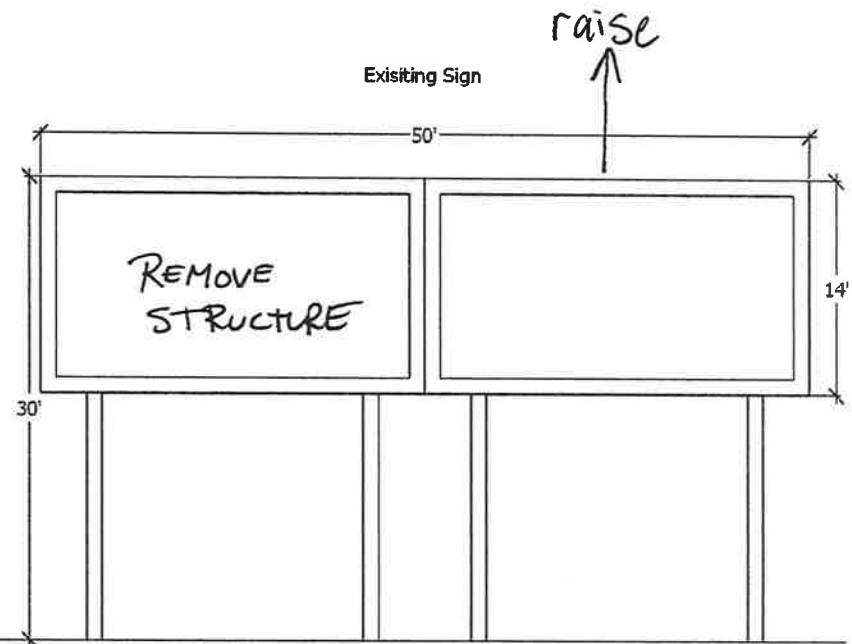
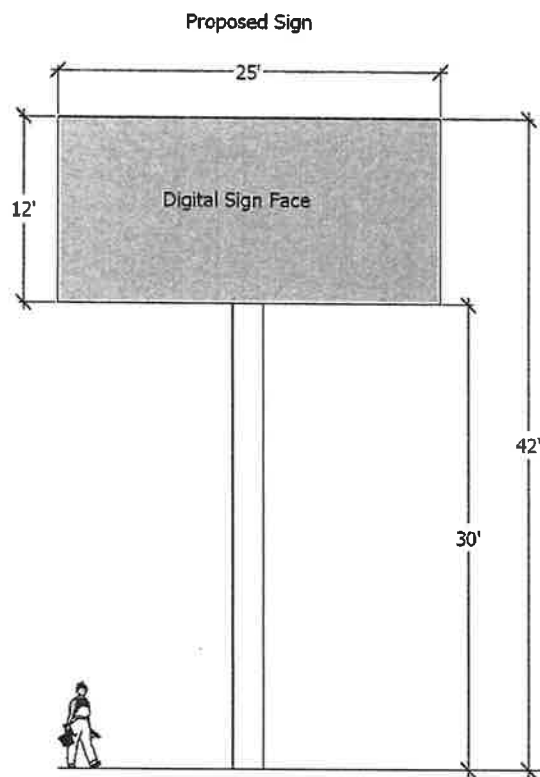


WEST FACE (N)

WEST FACE (S)

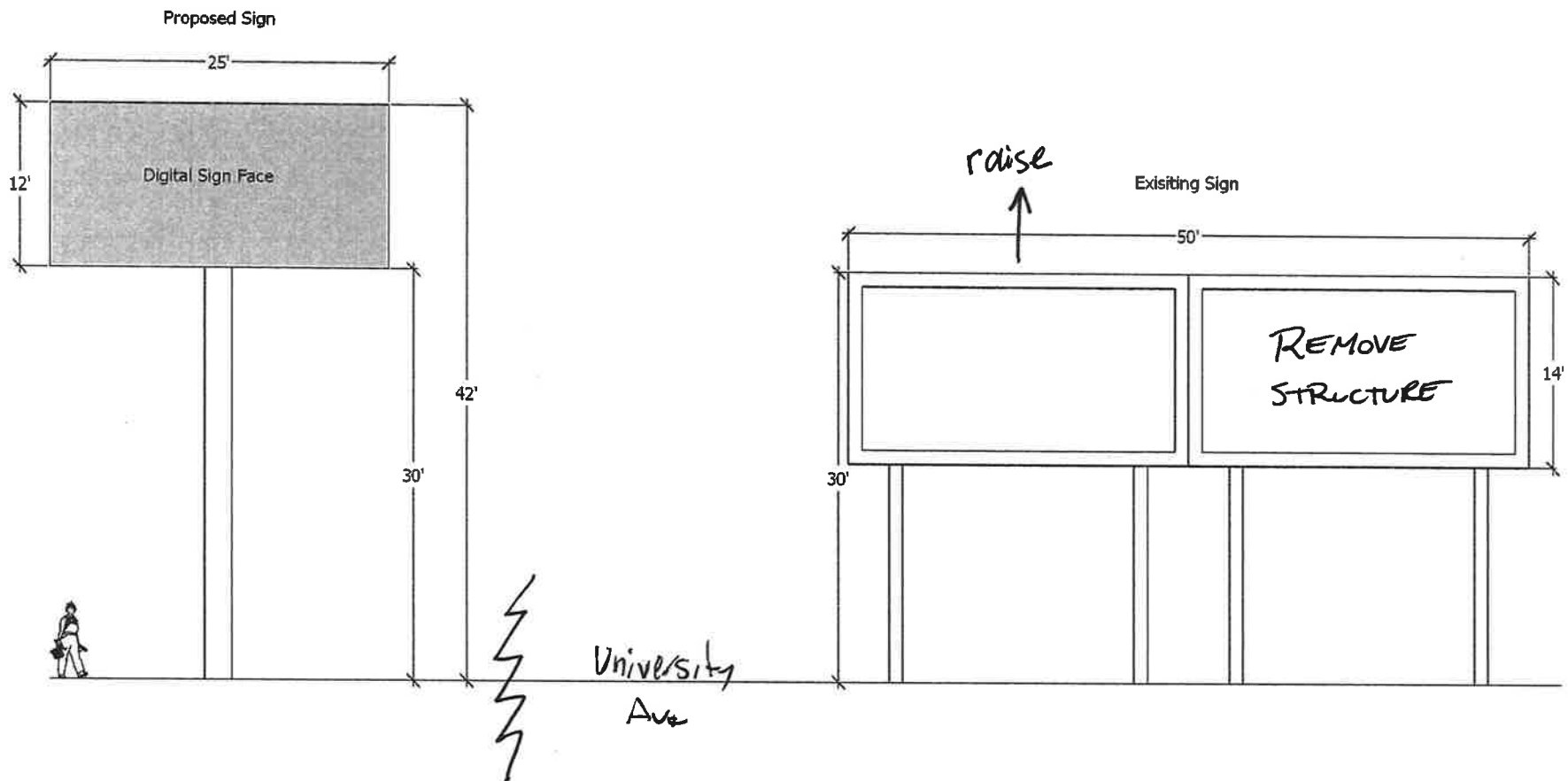


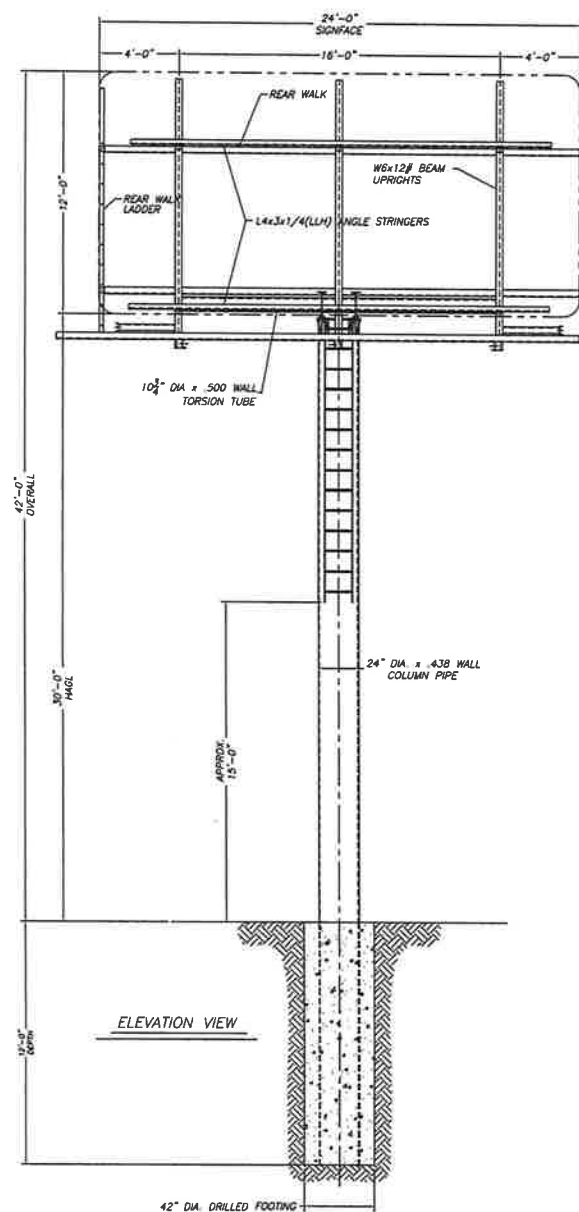
# EAST FACE



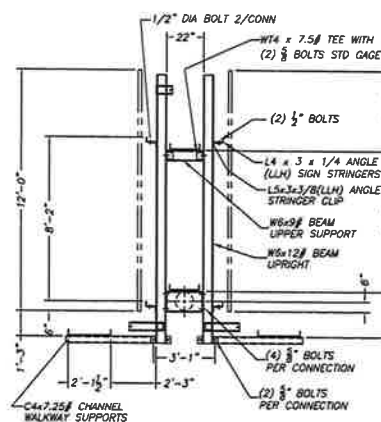
University  
Ave

# WEST FACE

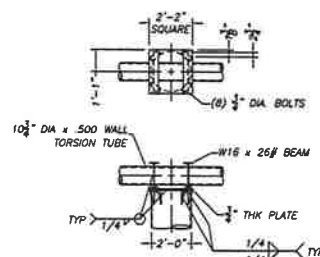




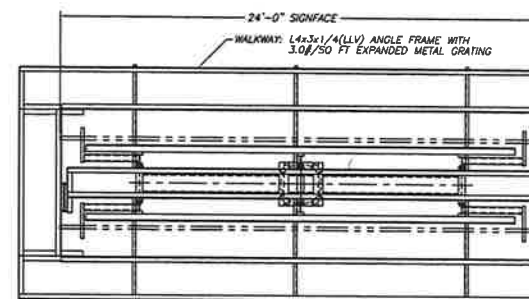
ELEVATION VIEW



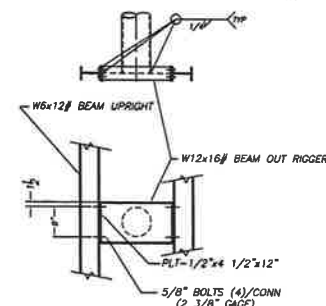
CROSS SECTION VIEW



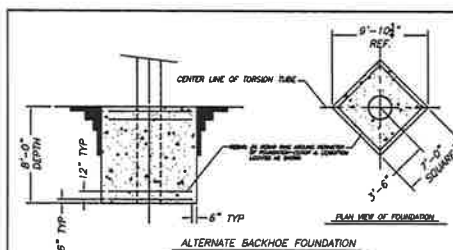
### TORSION TUBE CONNECTION



PLAN VIEW (TOP)



UPRIGHT ATTACH DETAIL



PLAN VIEW OF FOUNDATION

ALTERNATE BACKHOE FOUNDATION

**SPECIFICATIONS:**

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 U.S.  
STEEL GRADE A325  
5/8" DIAMETER & LARGER: GRADE A325
4. CONCRETE: 3000 P.S.I. @ 28 DAYS.
5. HORIZONTAL SOIL PRESSURE: 3000/50 FT/FT.
6. THIS DESIGN MEETS THE REQUIREMENTS OF THE 2009  
INTERNATIONAL BUILDING CODE FOR 90 M.P.H. (3 SEC GUST)  
WIND SPEED AND EXPOSURE "C".
7. ALL WELDING SHALL BE IN ACCORDANCE WITH AWS  
STANDARDS USING E-70 ELECTRODES.
8. ALL MAINTAIN TO HAVE SAFETY CABLES
9. REINFORCING BARS: ASTM A-615 GRADE 60 (IF REQUIRED)
10. STRUCTURE DESIGN TO ACCEPT DIGITALS AT A LATER DATE.

**PROPOSAL DRAWING**

## PRODUCTIVITY FABRICATORS

www.elsevier.com

DATE: 04/21/13

1998, 1999, 2000, 2001, 2002, 2003, 2004, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022, 2023, 2024, 2025, 2026, 2027, 2028, 2029, 2030, 2031, 2032, 2033, 2034, 2035, 2036, 2037, 2038, 2039, 2040, 2041, 2042, 2043, 2044, 2045, 2046, 2047, 2048, 2049, 2050, 2051, 2052, 2053, 2054, 2055, 2056, 2057, 2058, 2059, 2060, 2061, 2062, 2063, 2064, 2065, 2066, 2067, 2068, 2069, 2070, 2071, 2072, 2073, 2074, 2075, 2076, 2077, 2078, 2079, 2080, 2081, 2082, 2083, 2084, 2085, 2086, 2087, 2088, 2089, 2090, 2091, 2092, 2093, 2094, 2095, 2096, 2097, 2098, 2099, 2100, 2101, 2102, 2103, 2104, 2105, 2106, 2107, 2108, 2109, 2110, 2111, 2112, 2113, 2114, 2115, 2116, 2117, 2118, 2119, 2120, 2121, 2122, 2123, 2124, 2125, 2126, 2127, 2128, 2129, 2130, 2131, 2132, 2133, 2134, 2135, 2136, 2137, 2138, 2139, 2140, 2141, 2142, 2143, 2144, 2145, 2146, 2147, 2148, 2149, 2150, 2151, 2152, 2153, 2154, 2155, 2156, 2157, 2158, 2159, 2160, 2161, 2162, 2163, 2164, 2165, 2166, 2167, 2168, 2169, 2170, 2171, 2172, 2173, 2174, 2175, 2176, 2177, 2178, 2179, 2180, 2181, 2182, 2183, 2184, 2185, 2186, 2187, 2188, 2189, 2190, 2191, 2192, 2193, 2194, 2195, 2196, 2197, 2198, 2199, 2200, 2201, 2202, 2203, 2204, 2205, 2206, 2207, 2208, 2209, 2210, 2211, 2212, 2213, 2214, 2215, 2216, 2217, 2218, 2219, 2220, 2221, 2222, 2223, 2224, 2225, 2226, 2227, 2228, 2229, 2230, 2231, 2232, 2233, 2234, 2235, 2236, 2237, 2238, 2239, 2240, 2241, 2242, 2243, 2244, 2245, 2246, 2247, 2248, 2249, 2250, 2251, 2252, 2253, 2254, 2255, 2256, 2257, 2258, 2259, 2260, 2261, 2262, 2263, 2264, 2265, 2266, 2267, 2268, 2269, 2270, 2271, 2272, 2273, 2274, 2275, 2276, 2277, 2278, 2279, 2280, 2281, 2282, 2283, 2284, 2285, 2286, 2287, 2288, 2289, 2290, 2291, 2292, 2293, 2294, 2295, 2296, 2297, 2298, 2299, 2300, 2301, 2302, 2303, 2304, 2305, 2306, 2307, 2308, 2309, 2310, 2311, 2312, 2313, 2314, 2315, 2316, 2317, 2318, 2319, 2320, 2321, 2322, 2323, 2324, 2325, 2326, 2327, 2328, 2329, 2330, 2331, 2332, 2333, 2334, 2335, 2336, 2337, 2338, 2339, 2340, 2341, 2342, 2343, 2344, 2345, 2346, 2347, 2348, 2349, 2350, 2351, 2352, 2353, 2354, 2355, 2356, 2357, 2358, 2359, 2360, 2361, 2362, 2363, 2364, 2365, 2366, 2367, 2368, 2369, 2370, 2371, 2372, 2373, 2374, 2375, 2376, 2377, 2378, 2379, 2380, 2381, 2382, 2383, 2384, 2385, 2386, 2387, 2388, 2389, 2390, 2391, 2392, 2393, 2394, 2395, 2396, 2397, 2398, 2399, 2400, 2401, 2402, 2403, 2404, 2405, 2406, 2407, 2408, 2409, 2410, 2411, 2412, 2413, 2414, 2415, 2416, 2417, 2418, 2419, 2420, 2421, 2422, 2423, 2424, 2425, 2426, 2427, 2428, 2429, 2430, 2431, 2432, 2433, 2434, 2435, 2436, 2437, 2438, 2439, 2440, 2441, 2442, 2443, 2444, 2445, 2446, 2447, 2448, 2449, 2450, 2451, 2452, 2453, 2454, 2455, 2456, 2457, 2458, 2459, 2460, 2461, 2462, 2463, 2464, 2465, 2466, 2467, 2468, 2469, 2470, 2471, 2472, 2473, 2474, 2475, 2476, 2477, 2478, 2479, 2480, 2481, 2482, 2483, 2484, 2485, 2486, 2487, 2488, 2489, 2490, 2491, 2492, 2493, 2494, 2495, 2496, 2497, 2498, 2499, 2500, 2501, 2502, 2503, 2504, 2505, 2506, 2507, 2508, 2509, 2510, 2511, 2512, 2513, 2514, 2515, 2516, 2517, 2518, 2519, 2520, 2521, 2522, 2523, 2524, 2525, 2526, 2527, 2528, 2529, 2530, 2531, 2532, 2533, 2534, 2535, 2536, 2537, 2538, 2539, 2540, 2541, 2542, 2543, 2544, 2545, 2546, 2547, 2548, 2549, 2550, 2551, 2552, 2553, 2554, 2555, 2556, 2557, 2558, 2559, 2560, 2561, 2562, 2563, 2564, 2565, 2566, 2567, 2568, 2569, 2570, 2571, 2572, 2573, 2574, 2575, 2576, 2577, 2578, 2579, 2580, 2581, 2582, 2583, 2584, 2585, 2586, 2587, 2588, 2589, 2590, 2591, 2592, 2593, 2594, 2595, 2596, 2597, 2598, 2599, 2600, 2601, 2602, 2603, 2604, 2605, 2606, 2607, 2608, 2609, 2610, 2611, 2612, 2613, 2614, 2615, 2616, 2617, 2618, 2619, 2620, 2621, 2622, 2623, 2624, 2625, 2626, 2627, 2628, 2629, 2630, 2631, 2632, 2633, 2634, 2635, 2636, 2637, 2638, 2639, 2640, 2641, 2642, 2643, 2644, 2645, 2646, 2647, 2648, 2649, 2650, 2651, 2652, 2653, 2654, 2655, 2656, 2657, 2658, 2659, 2660, 2661, 2662, 2663, 2664, 2665, 2666, 2667, 2668, 2669, 2670, 2671, 2672, 2673, 2674, 2675, 2676, 2677, 2678, 2679, 26

P. PLA

12' x 24'. CM. BB. 42' OVERALL SIGN

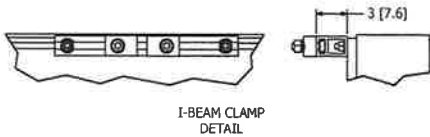
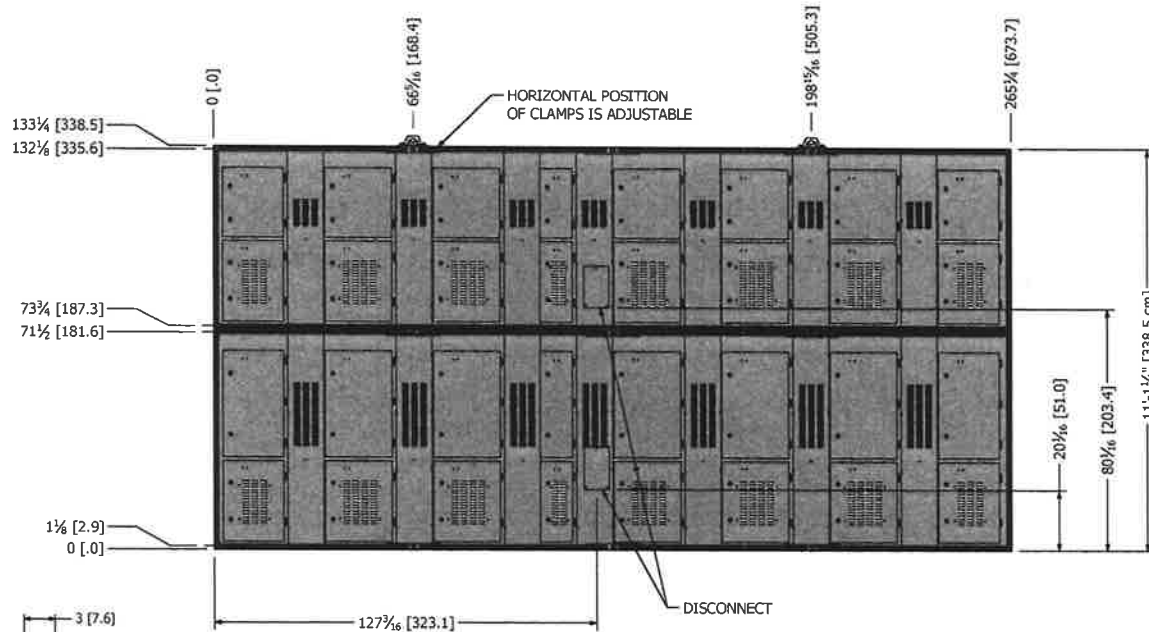
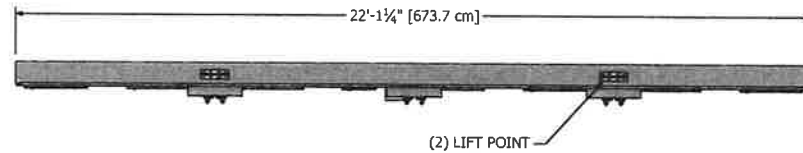
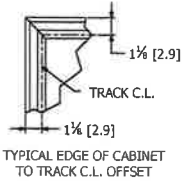
ADAMS - MADISON. WI

63-9867



# NOTES:

1. ELEVATION DIMENSIONS ARE TO CENTER LINE OF TRACK.
2. DISCONNECT BOX SIZE MAY VARY DEPENDING ON AMPERAGE REQUIREMENTS.
3. I-BEAM CLAMPS ARE TO BE PLACED ON ALL TRACK LOCATIONS.



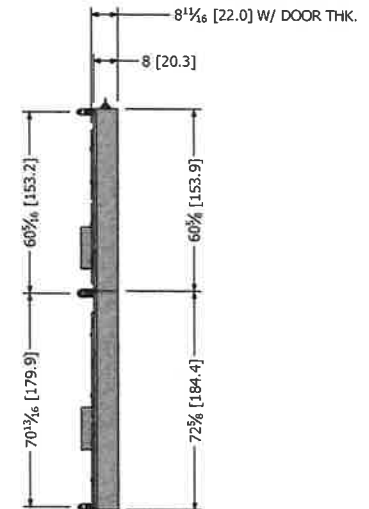
:BC2009 AND ASCE7-05  
150 MPH 3 SECOND WIND GUST  
:BC2012 AND ASCE7-10  
170 MPH 3 SECOND WIND GUST  
EXPOSURE C  
OCCUPANCY CATEGORY I  
SIGN HEIGHT ABOVE GRADE = 100 FEET MAX

REQUIREMENTS TO MEET THE ABOVE WIND LOAD  
UPRIGHT QTY: 3 MINIMUM  
SPACING: 115 3/16 [292.6] MAXIMUM  
CANTILEVER: 57 5/8 [146.3] MAXIMUM

THESE CALCULATIONS ASSUME THE SUPPORTING  
STRUCTURE (DESIGNED BY OTHERS) ALSO MEETS  
APPROPRIATE CODES, AND THE USE OF A WATCHFIRE  
PROVIDED MOUNTING SYSTEM.

SIGN WEIGHT FOR 10mm, 16mm, 19mm, & 25mm MODELS  
2209 lbs. (2454 lbs. WITH MOUNTING HARDWARE)

SIGN WEIGHT FOR 12mm MODEL  
2454 lbs. (2700 lbs. WITH MOUNTING HARDWARE)

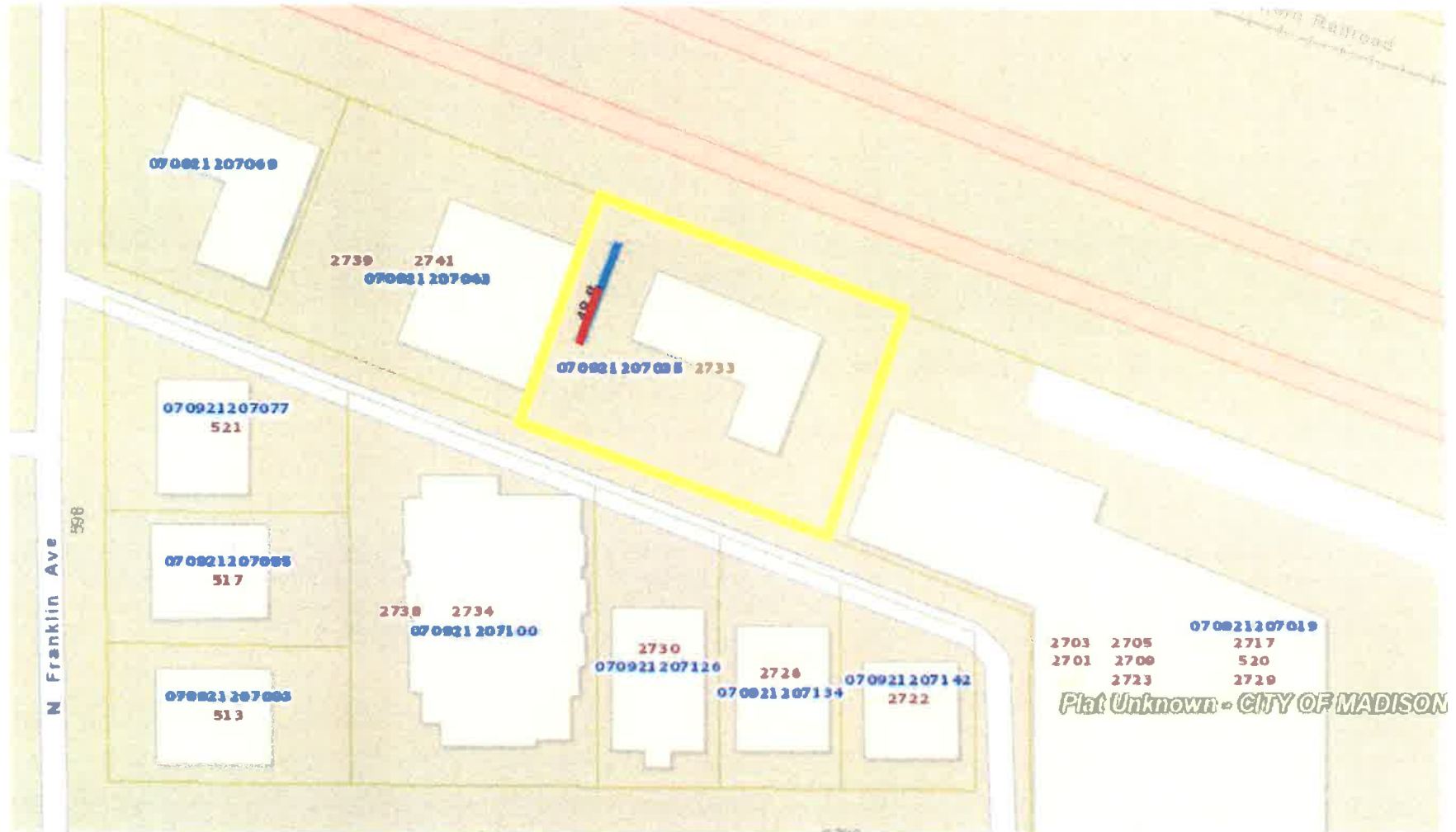


VIEWABLE AREA = 11 ft. X 22 ft.

DIMENSION STYLE:  
INCHES [CENTIMETERS]

<div>watchfire</div>		LINEAR TOLERANCES		ANGULAR TOLERANCES		CNC INFORMATION		MODEL REV	DRAWG REV	THIRD ANGLE PROJECTION	DESCRIPTION				
<div>THE INFORMATION, DATA, AND DRAWINGS CONTAINED WITHIN THIS DOCUMENT ARE STRICTLY CONFIDENTIAL AND ARE PROVIDED WITH THE UNDERSTANDING THAT THEY WILL NOT BE DISCLOSED TO THIRD PARTIES WITHOUT THE PRIOR WRITTEN CONSENT OF TIME-O-MATIC, LLC.</div> <div>ALL INFORMATION, ILLUSTRATIONS, SCREEN SHOTS, DATA, AND DRAWINGS CONTAINED WITHIN COPYRIGHT © 2016 WATCHFIRE SIGNS, LLC. ALL RIGHTS RESERVED.</div>		X/X.....	± 1/16"	<div>ALL DIMENSIONS ARE U.S. IMPERIAL UNITS, UNLESS OTHERWISE SPECIFIED. STANDARD TOLERANCES APPLY TO ALL DIMS UNLESS OTHERWISE SPECIFIED. TOLERANCES DO NOT APPLY TO BEZELING DIMS (VIEWER).</div>	X°.....	± 3°	CNC PROGRAM	1	0		REAR SERVICE - 11 X 22 VIEWABLE - DIMENSIONS 133.25" X 265.25"				
		X.X.....	± .0450"		X.X°.....	± 1°					CUT LENGTH	PARTS PER SHEET	MATERIAL		
		X.XX.....	± .0300"		X.XX°.....	± .5°									
		X.XXX.....	± .0150"		PROGRAMMED BY	DATE CREATED								DRAWN BY	PART NUMBER
		X.XXXX.....	± .0050"												
										SHEET 1 OF 2	VAULT LOCATION: Design\1 Customer Drawing\Track Signs\Rear Service\11'1.25x22'1.25_C_N_11022_R.dwg				

2733 University Ave., Madison, WI



Property Line

Billboard structure location

Billboard structure to be removed

\* 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 Jeffa LLC, the owner of the property located at 2733 University 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

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:

☐ CDR # \_\_\_\_\_ ☐ UDC Other  
☐ VARIANCE ☐ DC/UMX  
☐ UDD # \_\_\_\_\_ ☐ Arch. Review  
☐ Historic/Landmark ☐ PD # \_\_\_\_\_

**APPLICANT:** Use one application per sign. Complete all sections below that apply to the particular sign permit.

Installation Address 2733 University 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 / Faces ☐ 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 Garage	No change

**PROPOSED GROUND SIGN INFORMATION:**

Lanes of Traffic	Speed Limit (Posted)	Max. Net Sign Area	Max. Ground Sign Height
4	35 mph	300 SF / face	42 FT

Net Area Sign Dimensions		Net Area Square Feet	Gross Area Sign Dimensions		Gross Area Square Feet
1	12' x 25' East face	300 SF	1	2' x 30' (2)	120
2	12' x 25' West face	300 SF	2		
3			3	faces 12' x 25' x (2)	600
Total		600 SF	Total		720 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)\***