



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: 1330 Regent St.
Project Title (if any): Install digital sign 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.

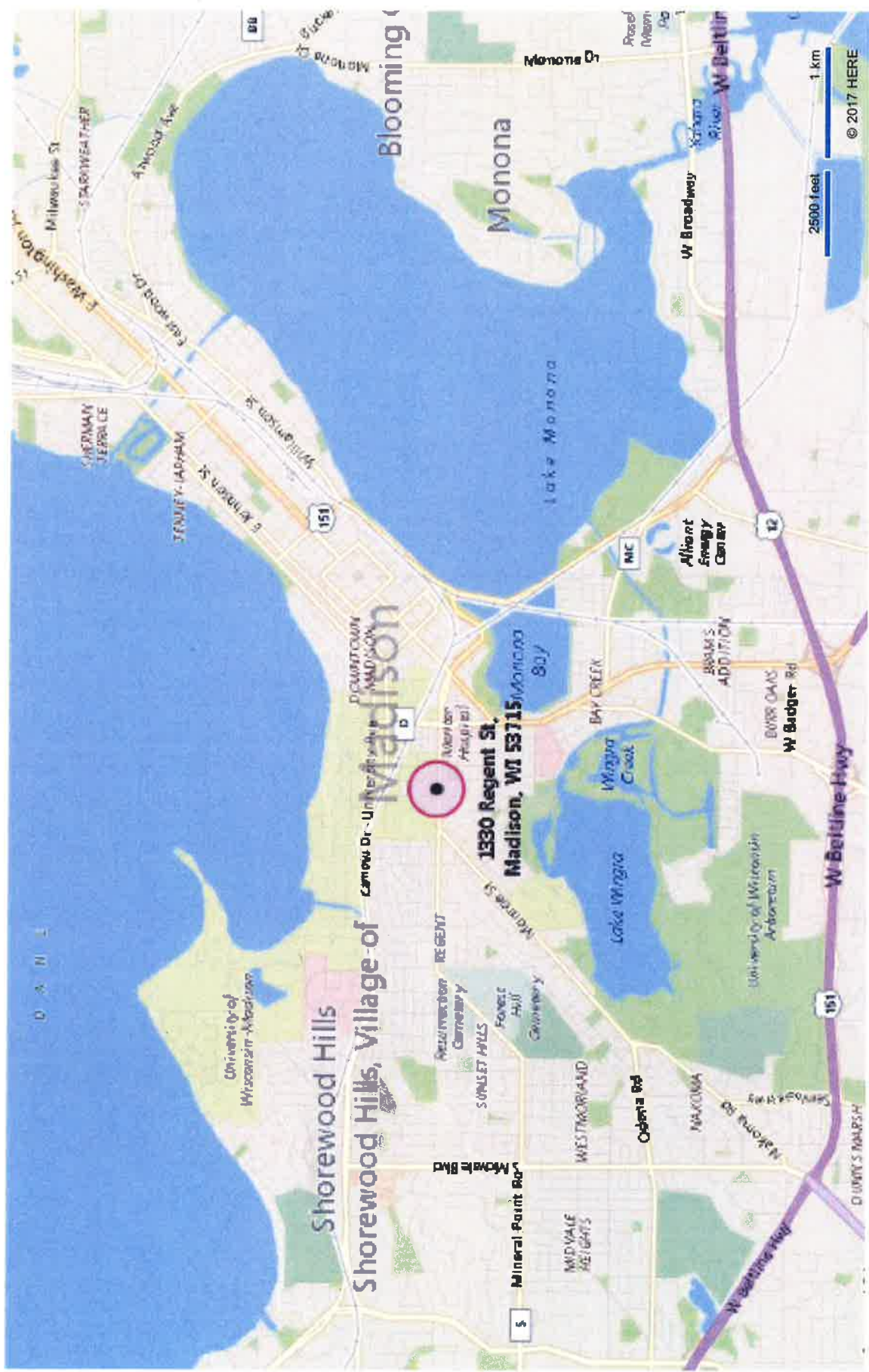
Name of Applicant Adams Outdoor Advertising

Relationship to Property Billboard sign owner

Authorized Signature

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 1330 Regent St. We are requesting to make to following changes to the structure in its current location:

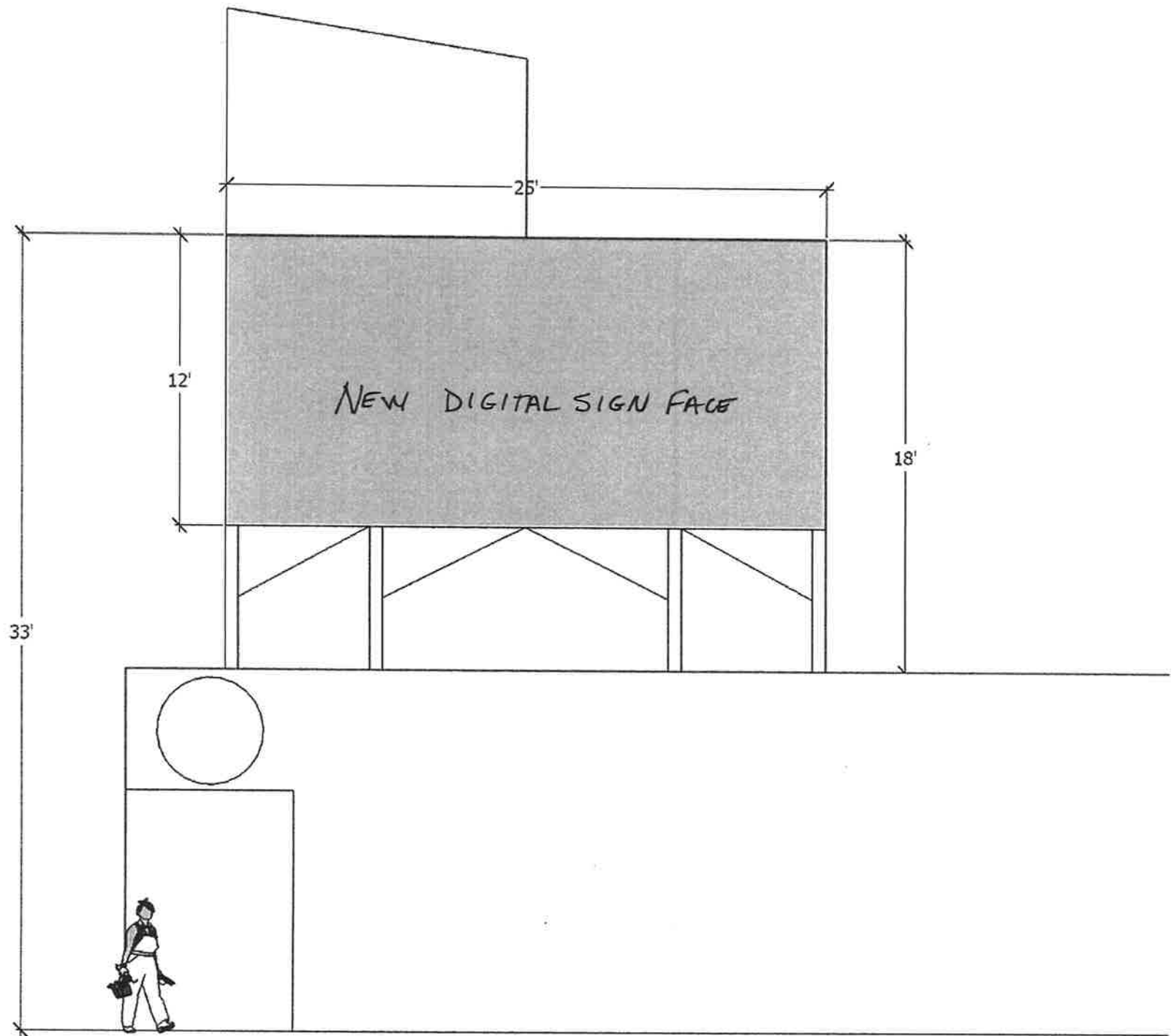
- Convert one (1) face to digital

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,

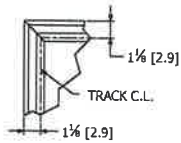
Ryon Savasta
Real Estate Manager
Adams Outdoor Advertising



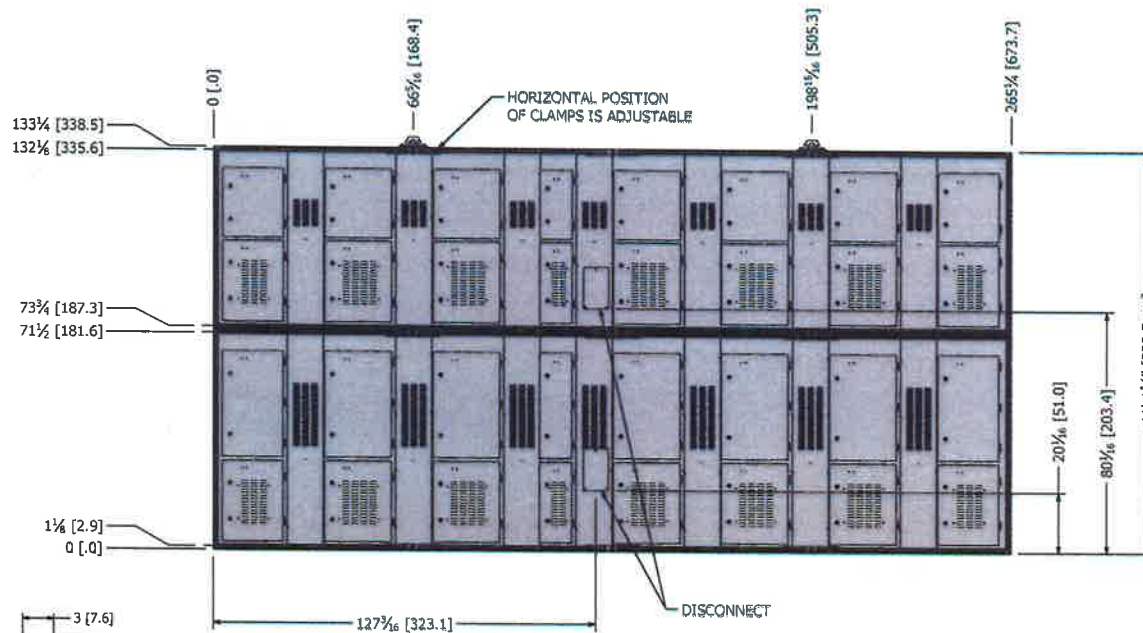
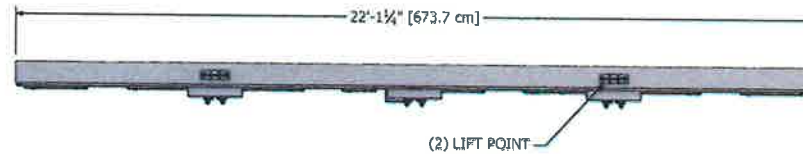


NOTES:

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.



TYPICAL EDGE OF CABINET TO TRACK C.L. OFFSET



I-BEAM CLAMP
DETAIL

VIEWABLE AREA = 11 ft. X 22 ft.

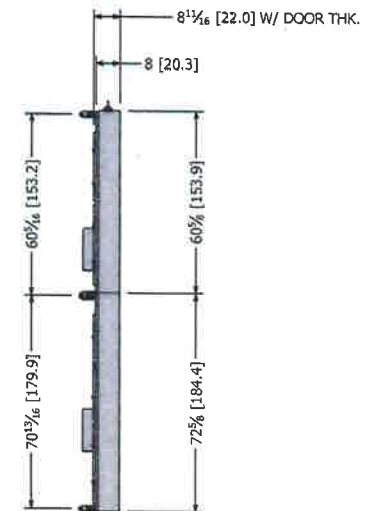
IBC2009 AND ASCE7-05
150 MPH 3 SECOND WIND GUST
IBC2012 AND ASCE7-10
170 MPH 3 SECOND WIND GUST
EXPOSURE C
OCCUPANCY CATEGORY I
SIGN HEIGHT ABOVE GRADE = 100 FEET MAX

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)

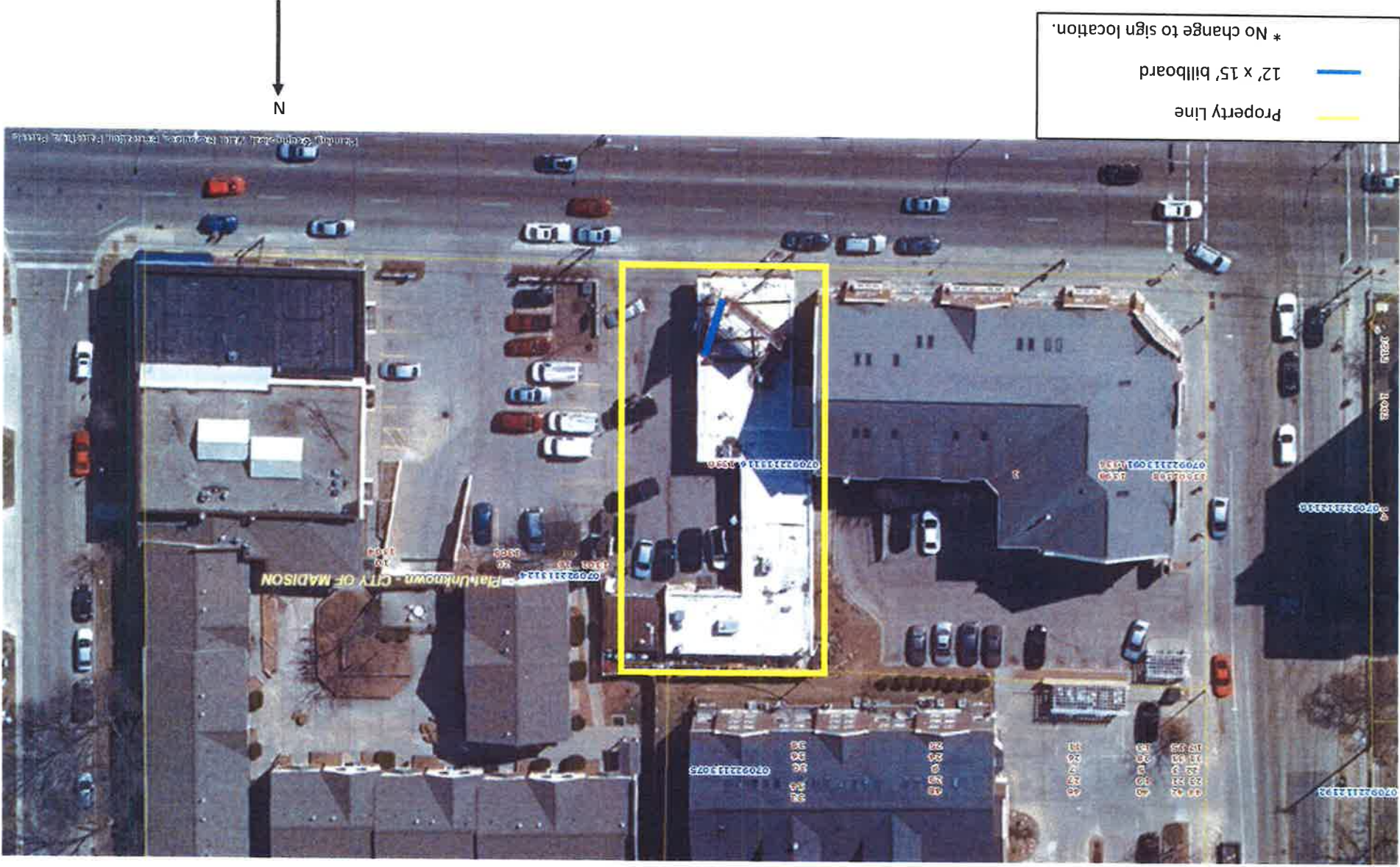
SIGN WEIGHT FOR 12mm MODEL
2454 lbs. (2700 lbs. WITH MOUNTING HARDWARE)



DIMENSION STYLE:
INCHES [CENTIMETERS]

watchfire		LINEAR TOLERANCES		ANGULAR TOLERANCES	CNC INFORMATION	MODEL REV	DRAWING REV	THIRD ANGLE PROJECTION	DESCRIPTION
X/X..... = ± 1/16" X.X..... = ± .0450" X.XX..... = ± .0300" X.XXX..... = ± .0150" X.XXXX..... = ± .0050"		ALL DIMENSIONS ARE U.S. IMPERIAL UNITS UNLESS OTHERWISE SPECIFIED. STANDARD TOLERANCES APPLY TO ALL DIMS UNLESS OTHERWISE SPECIFIED. TOLERANCES DO NOT APPLY TO DIMENSIONS LONGER THAN 1000.00.		X°..... = ± 3° X.X°..... = ± 1° X.XX°..... = ± .5°	CNC PROGRAM CUT LENGTH PARTS PER SHEET PROGRAMMED BY	1	0		REAR SERVICE - 11 X 22 VIEWABLE - DIMENSIONS 133.25" X 265.35"
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.		ALL INFORMATION, ILLUSTRATIONS, SCREEN SHOTS, DATA, AND DRAWINGS CONTAINED WITHIN COPYRIGHT © 2016 WATCHFIRE SIGNS, LLC. ALL RIGHTS RESERVED.		SHEET 1 OF 2		DATE CREATED: 6/16/2016 DRAWN BY: T. Dill PART NUMBER: 11'1.25x22'1.25_C_N_11022_R VAULT LOCATION: Design\1 Customer Drawing\Track Signs\Rear Service\11'1.25x22'1.25_C_N_11022_R.dwg			

1330 Regent Street, Madison, WI



Date: April 6, 2017

City of Madison Building Inspection
126 S Hamilton St
PO Box 2984
Madison, WI 53701

RE: Owner Authorization

To whom it may concern:

Per a signed lease agreement with WW2 Properties LLC the owner of the property located at 1330 Regent St, 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

Ryan Savastka

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 1330 Regent St. Zoning District TSS
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 Face - 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 checked="" type="checkbox"/> Above Roof | | |

Sides:

- | | | |
|---------------------------------------|---|---|
| <input checked="" type="checkbox"/> 1 | <input type="checkbox"/> External Illuminated | <input type="checkbox"/> Electronic Changeable Copy |
| <input 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)
<i>Tavern</i>	<i>No change</i>

PROPOSED GROUND SIGN INFORMATION:

Lanes of Traffic	Speed Limit (Posted)	Max. Net Sign Area	Max. Ground Sign Height
<i>2</i>	<i>25 mph</i>	<i>300 sf</i>	

Net Area Sign Dimensions		Net Area Square Feet	Gross Area Sign Dimensions		Gross Area Square Feet
1			1		
2			2		
3			3		
Total			Total		

PROPOSED NON-GROUND SIGN INFORMATION:

Net Area Sign Dimensions		Net Area Square Feet	Dimensions & Total Square Footage of Signable Area
1	<i>12' x 25'</i>	<i>300</i>	<i>12' x 25' = 300 sf</i>
2			Width of Tenant Space
3			
Total		<i>300 sf</i>	<i>N/A Advertising sign</i>

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)