



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: 1201 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 Company: Adams Outdoor Advertising
Street Address: 102 E Badger Rd City/State: Madison, WI Zip: 53713
Telephone: (608) 271-7900 Fax: () Email: rsavasta@adamsoutdoor.com

Project Contact Person: Ryon Savasta, Real Estate Manager Company: Adams Outdoor Advertising
Street Address: 102 E Badger Rd City/State: Madison, WI Zip: 53713
Telephone: (608) 271-7900 Fax: () Email: rsavasta@adamsoutdoor.com


Project Owner (if not applicant): _____
Street Address: _____ City/State: _____ Zip: _____
Telephone: () Fax: () Email: _____

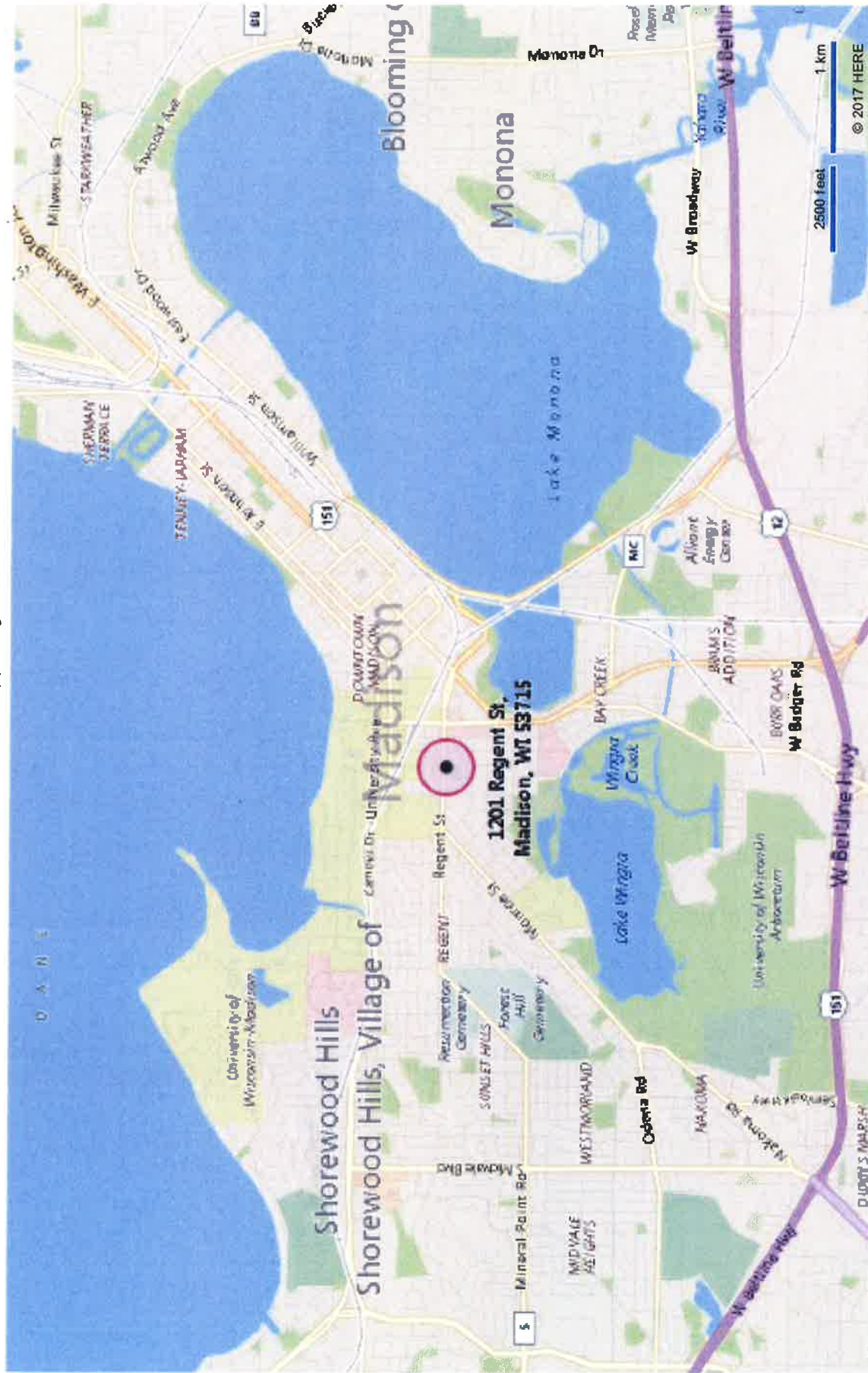
4. Applicant Declarations:

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 1201 Regent St. We are requesting to make to following changes to the structure in its current location:

- Convert two (2) face to digital

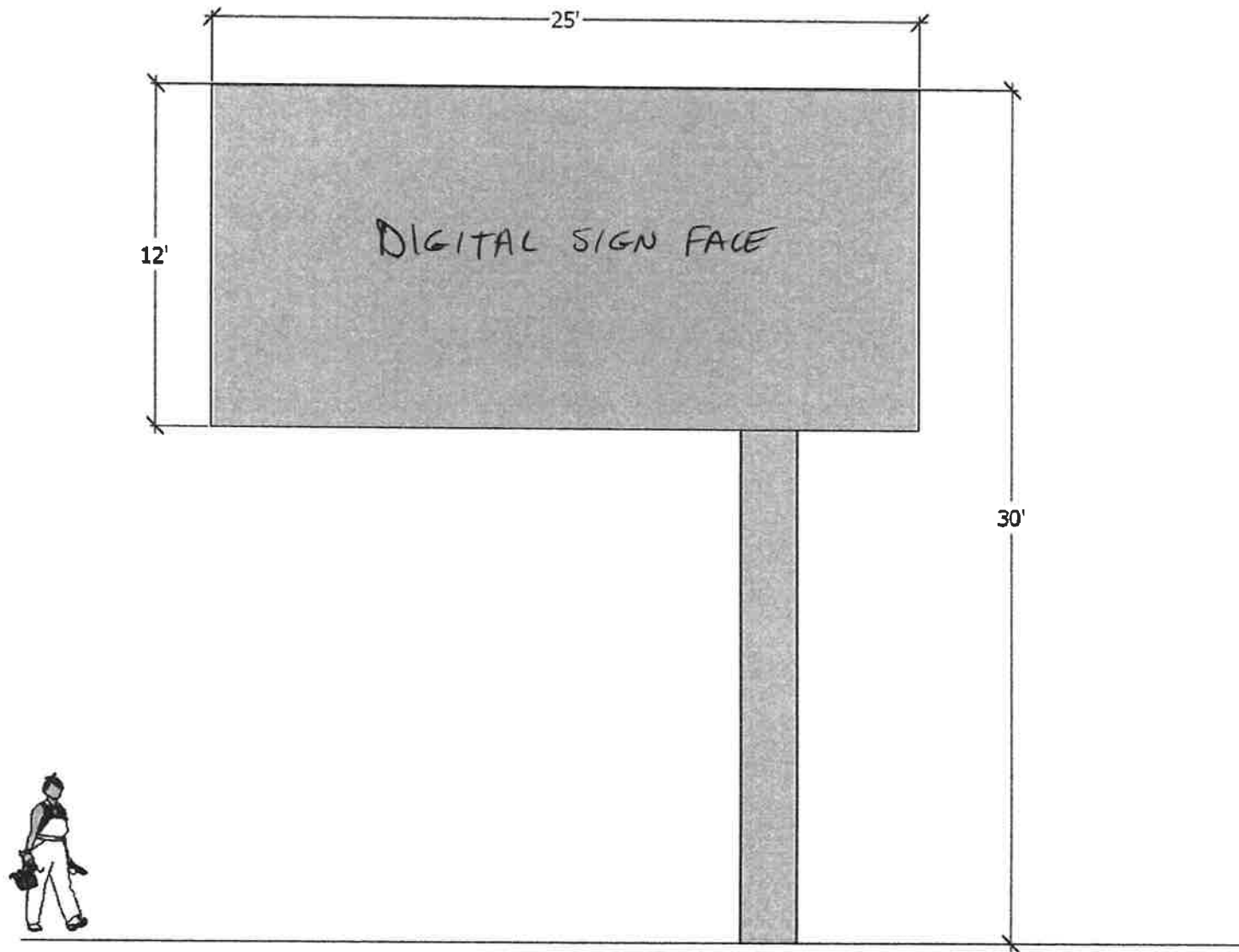
Since this is an existing sign and we are not requesting an initial sign permit the ordinance is unclear as to the permit cost (if any) to modify an existing structure. Please advise as to the permit costs associated with the above mentioned modifications. We will send payment promptly.

Sincerely,

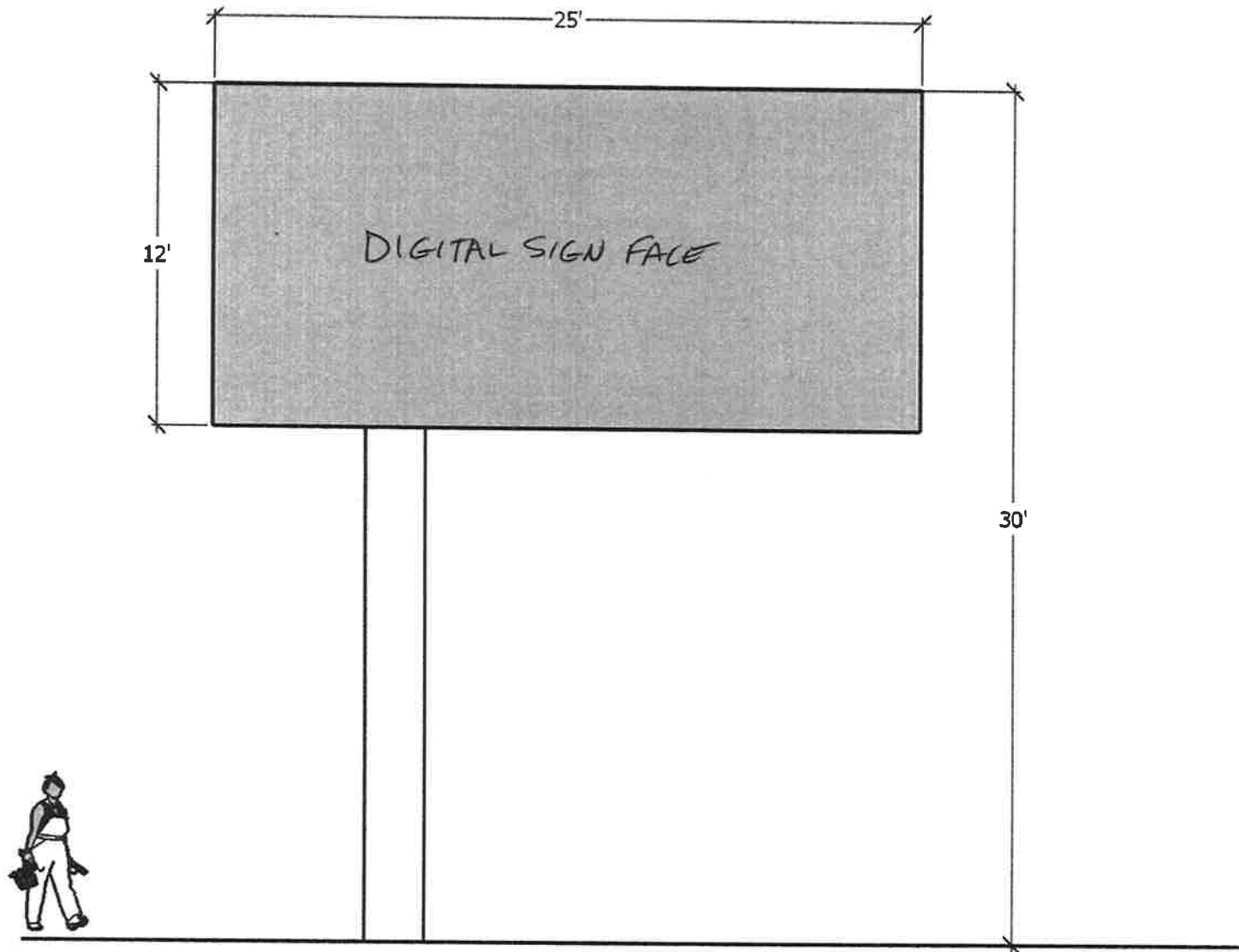
Ryon Savasta
Real Estate Manager
Adams Outdoor Advertising



WEST FACE



EAST FACE



1225 1227

070922402022
1219
070922402030

1207 1213

25 ft

1201
070922402014

070922402147
14

0922402105 1228
0922402098

1208 070922402121
1206
070922402113

22

1200

1199

Regent St

S Charter St

2

1135

* No change to sign location.

1

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 Roger Charly the owner of the property located at 1201 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 Savasta
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 1201 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 Faces - see attached ☐ Relocate on Lot
(Existing Tag/Permit # N6054) (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 Bike shop	No change

PROPOSED GROUND SIGN INFORMATION:

Lanes of Traffic	Speed Limit (Posted)	Max. Net Sign Area	Max. Ground Sign Height
2	25 mph	300 sf / face	30'

Net Area Sign Dimensions	Net Area Square Feet	Gross Area Sign Dimensions	Gross Area Square Feet
1 12' x 25' east face	300	1 2' x 18' pole (2)	72
2 12' x 25' west face	300	2 faces	600
3		3	
Total	600	Total	672 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)