



# 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: 995 Applegate Rd  
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



# 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

<b>OFFICE USE ONLY</b>	<b>Permit Number: ZON</b> _____ <b>-20</b> _____
<b>Application Date</b> _____	<b>SPECIAL CONDITIONS:</b>
<b>Approval Date</b> _____	<input type="checkbox"/> CDR # _____ <input type="checkbox"/> UDC Other _____
<b>Approved by</b> _____	<input type="checkbox"/> VARIANCE _____ <input type="checkbox"/> DC/UMX _____
<b>Permit Fee</b> _____	<input type="checkbox"/> UDD # _____ <input type="checkbox"/> Arch. Review _____
<b>Receipt</b> _____	<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** 995 Applegate Rd **Zoning District** 1C

**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 4308) (Existing Tag/Permit # \_\_\_\_\_)

**Type of Sign** (Check all that apply): N 4309

- |   |                                     |                                 |   |
|---|-------------------------------------|---------------------------------|---|
| <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	No change

**PROPOSED GROUND SIGN INFORMATION:**

Lanes of Traffic	Speed Limit (Posted)	Max. Net Sign Area	Max. Ground Sign Height
1	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	138 SF
2 14' x 48' west face	672	2 3' x 48' apron	288 SF
3		3 Faces	1344 SF
Total	1344	Total	1770 SF

**PROPOSED NON-GROUND SIGN INFORMATION:**

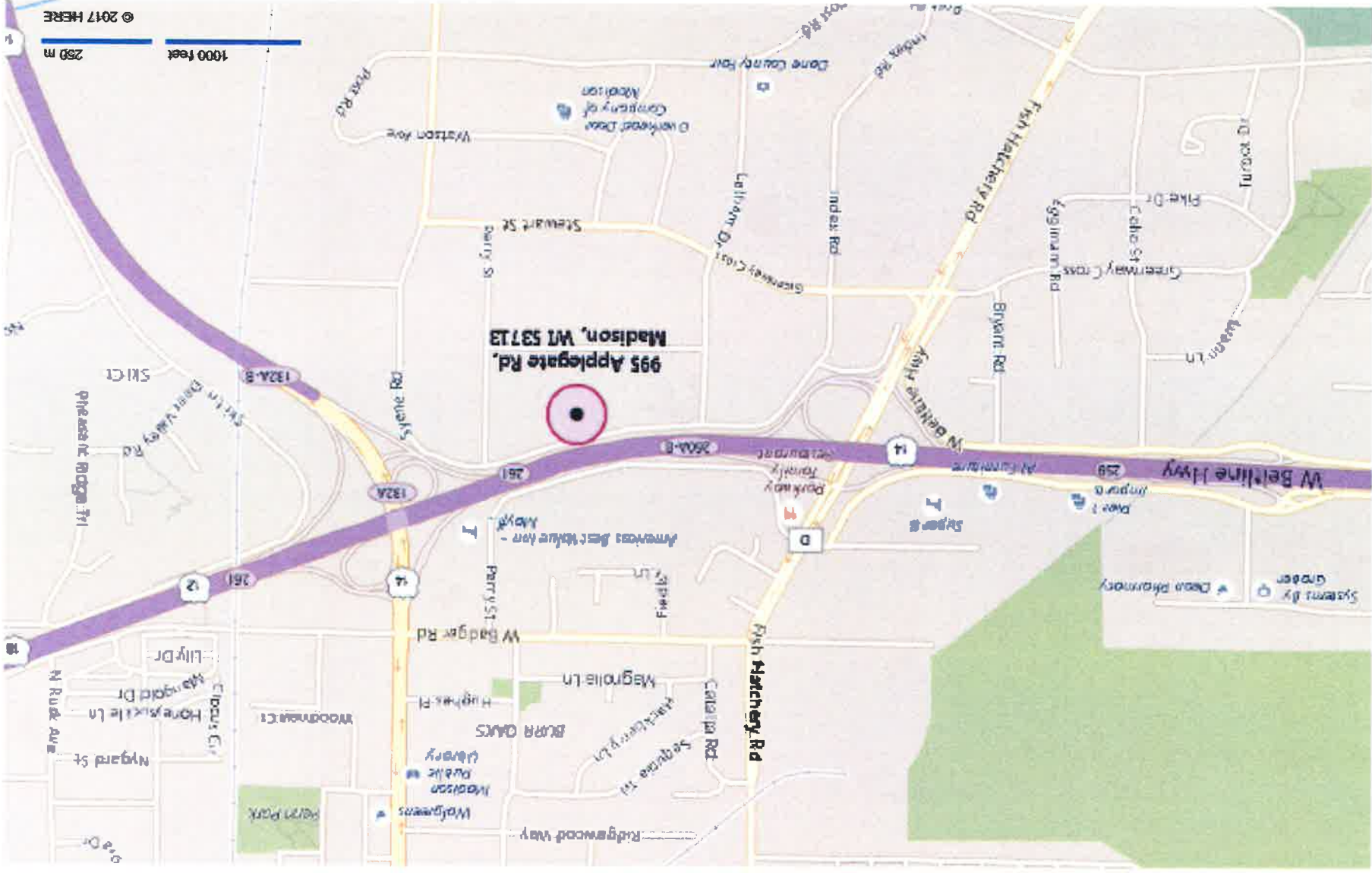
Net Area Sign Dimensions	Net Area Square Feet	Dimensions & Total Square Footage of Signable Area
1		
2		
3		Width of Tenant Space
Total		

**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)\*





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 995 Applegate Rd. We are requesting to make to following changes to the structure in its current location:

-Raise the structure to 40 feet

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



hwy to loser slots  
AVG 95% PAYOUT

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