



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: 3205 E. Washington Ave

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)

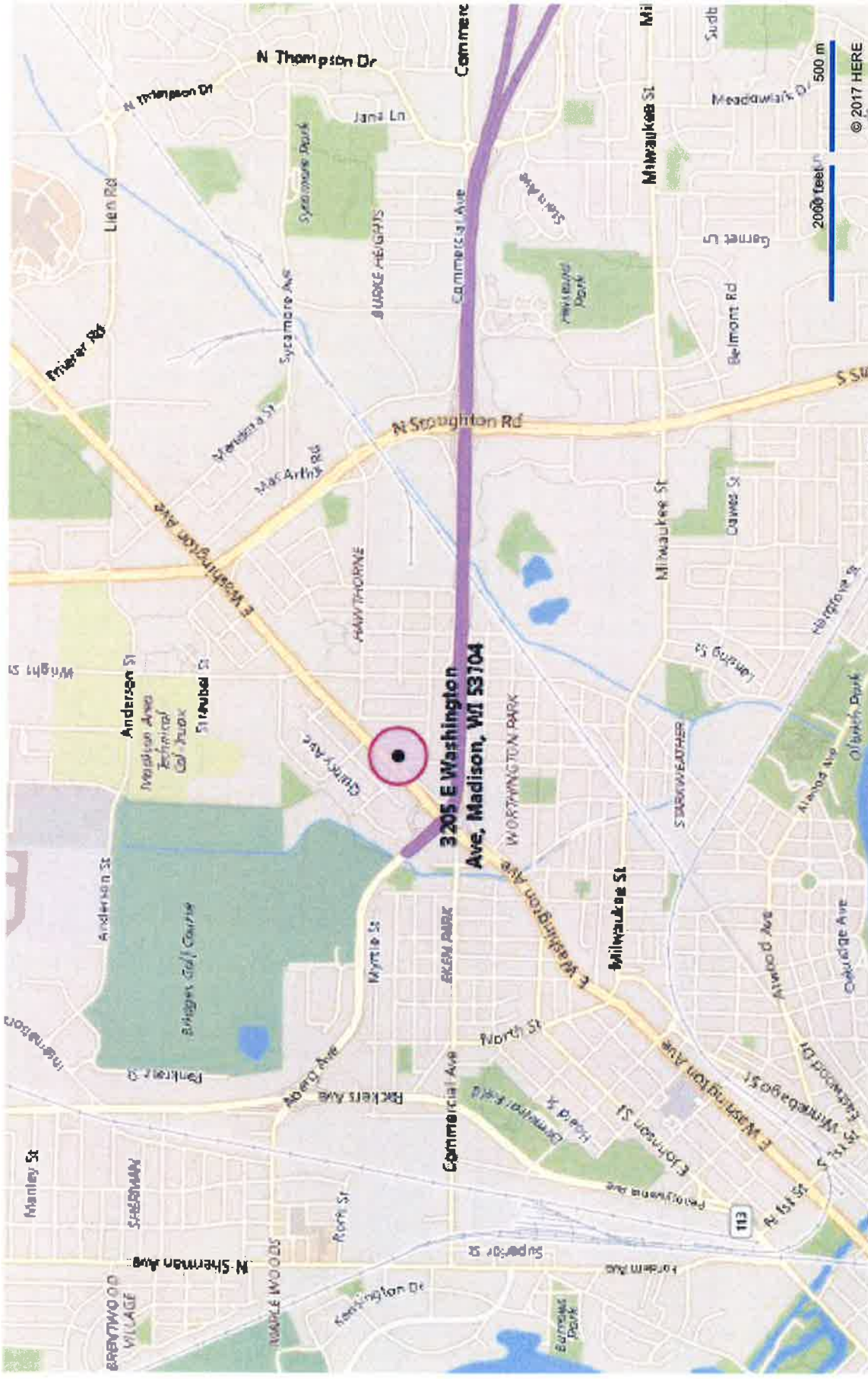
B. The applicant attests that all required materials are included in this submittal and understands that if any required information is not provided by the application deadline, the application will not be placed on an Urban Design Commission agenda for consideration.

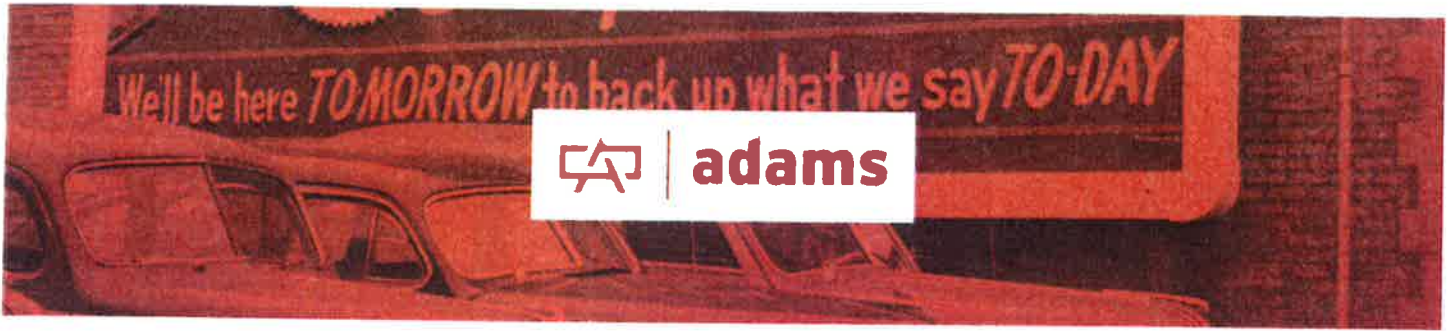
Name of Applicant Adams Outdoor Advertising

Relationship to Property Billboard sign owner

Authorized Signature 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 3205 E Washington Ave. We are requesting to make to following changes to the structure in its current location:

-Convert south face of existing sign to digital sign face

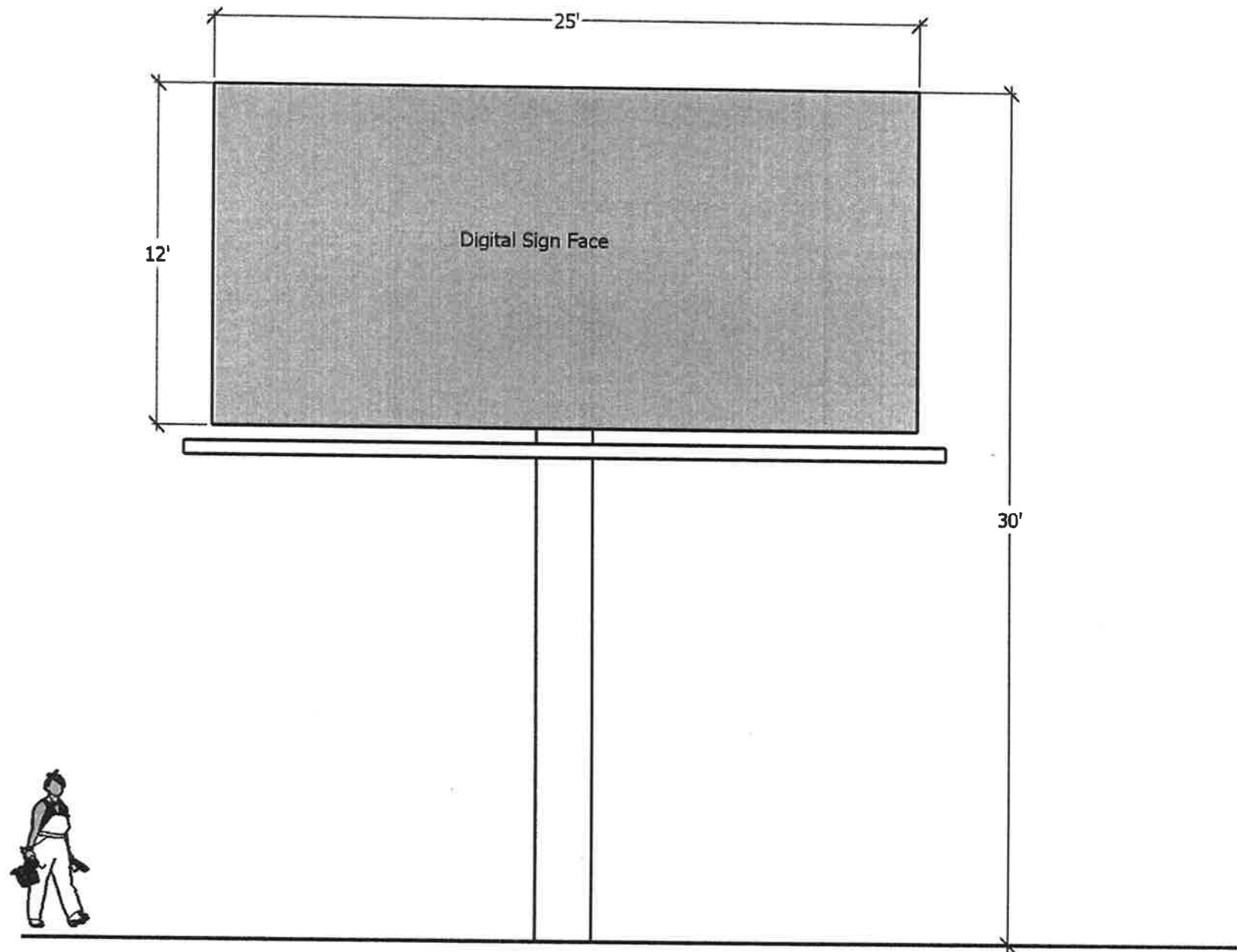
Since this is an existing sign and we are not requesting an initial sign permit the ordinance is unclear as to the permit cost (if any) to modify an existing structure. Please advise as to the permit costs associated with the above mentioned modifications. We will send payment promptly.

Sincerely,

Ryon Savasta
Real Estate Manager
Adams Outdoor Advertising

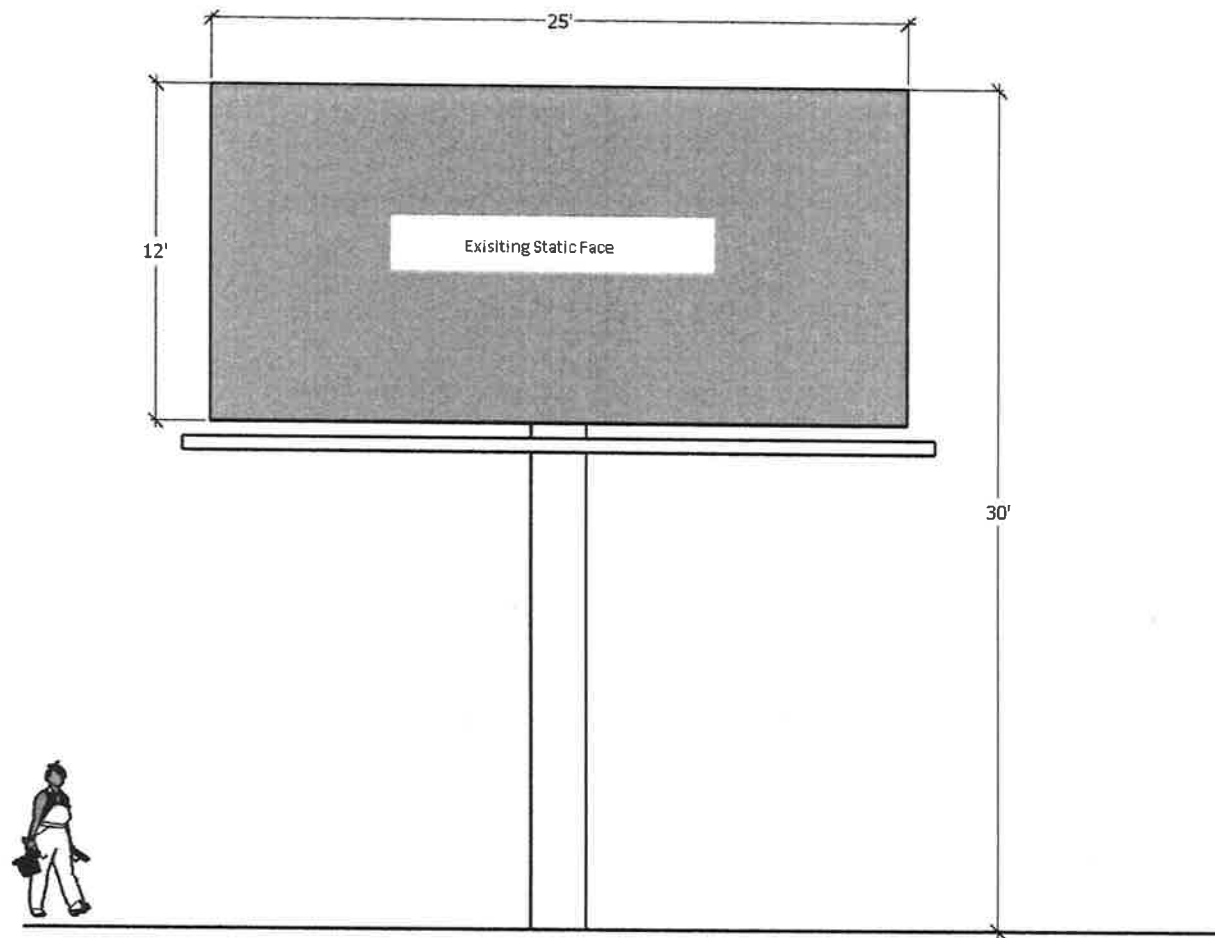


SOUTH FACE



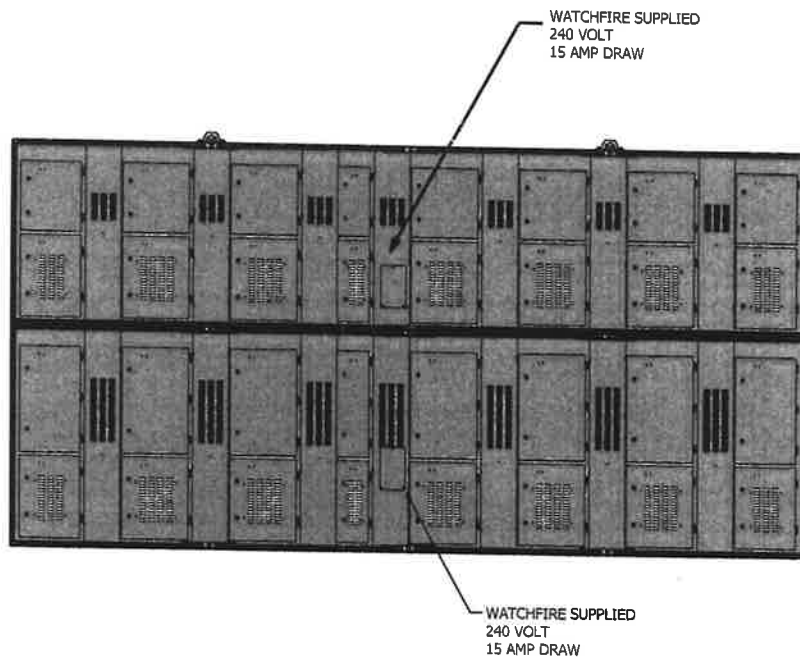
NORTH FACE

No changes



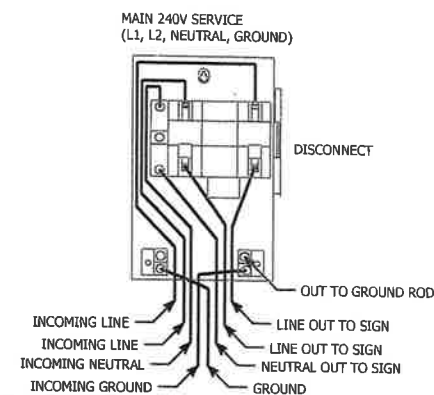
3205 E Washington Ave., Madison, WI





INSTALLATION NOTES:

1. ELECTRICAL REQUIREMENTS: 240 VOLTS, SINGLE PHASE, 30 TOTAL AMPS FOR SIGN, 4-WIRE, CURRENT CARRYING NEUTRAL 7.2 KW TOTAL FOR SIGN.
2. DISCONNECTS: 30 AMP UNFUSED DISCONNECTS 120/240 VAC
3. GROUND: DRIVE A COPPER-CLAD GROUND ROD INTO THE GROUND NEAR THE SIGN. ATTACH A #6 GROUND WIRE TO THE GROUND ROD AND ROUTE AND CONNECT IT TO THE GROUND TERMINAL INSIDE THE DISCONNECT. ENSURE ALL WIRING CONNECTING THE GROUND ROD TO THE SIGN IS SECURELY ATTACHED. BE SURE TO FOLLOW ALL NATIONAL ELECTRICAL CODE REQUIREMENTS.
4. UL CERTIFICATE NUMBER: E221802 (UL-48)



watchfire		LINEAR TOLERANCES X/X..... = ± 1/16" X.X..... = ± .0450" X.XX..... = ± .0300" X.XXX..... = ± .0150" X.XXXX..... = ± .0050"		ANGULAR TOLERANCES X°..... = ± 3° X.X°..... = ± 1° X.XX°..... = ± .5°		CNC INFORMATION CNC PROGRAM CUT LENGTH PARTS PER SHEET PROGRAMMED BY:		MODEL REV 1	DRAWING REV 0	THIRD ANGLE PROJECTION 	DESCRIPTION REAR SERVICE - 11 X 22 VIEWABLE - OA168.C - DIMENSIONS 130.35" X 265.25"
<small>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.</small> <small>ALL INFORMATION, ILLUSTRATIONS, SCREEN SHOTS, DATA, AND DRAWINGS CONTAINED WITHIN COPYRIGHT © 2016 WATCHFIRE SIGNS, LLC. ALL RIGHTS RESERVED.</small>		<small>ALL DIMENSIONS ARE U.S. IMPERIAL UNITS UNLESS OTHERWISE SPECIFIED. STANDARD TOLERANCES APPLY TO ALL DIMS UNLESS OTHERWISE SPECIFIED. TOLERANCES DO NOT APPLY TO BEZEL/BACK CHYS (X)XXX</small>		DATE CREATED 6/16/2016		DRAWN BY T. Di	PART NUMBER 11'1.25x22'1.25_C_N_11022_R	<small>VALU LOCATION: Design\1 Customer Drawing\Track Signs\Rear Service\11'1.25x22'1.25_C_N_11022_R.dwg</small>			

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 Luedtke Storm Building, LLC the owner of the property located at 3205 E Washington, 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:

☐ 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 3205 E Washington Ave 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 Face - see attached ☐ Relocate on Lot
(Existing Tag/Permit # M0547/M0548) (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)
Office	No change

PROPOSED GROUND SIGN INFORMATION:

Lanes of Traffic	Speed Limit (Posted)	Max. Net Sign Area	Max. Ground Sign Height
6	35 mph	300 SF 1 face	30 FT

Net Area Sign Dimensions		Net Area Square Feet	Gross Area Sign Dimensions		Gross Area Square Feet
1	12' x 25'	300 SF	1	8' x 18' pole (2)	72 SF
2	12' x 25'	300 SF	2	12 x 25 face (2)	600 SF
3			3		
Total		600 SF	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)