



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: 3737 E. Washington Ave
Project Title (if any): Raise structure height, install digital sign faces

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)

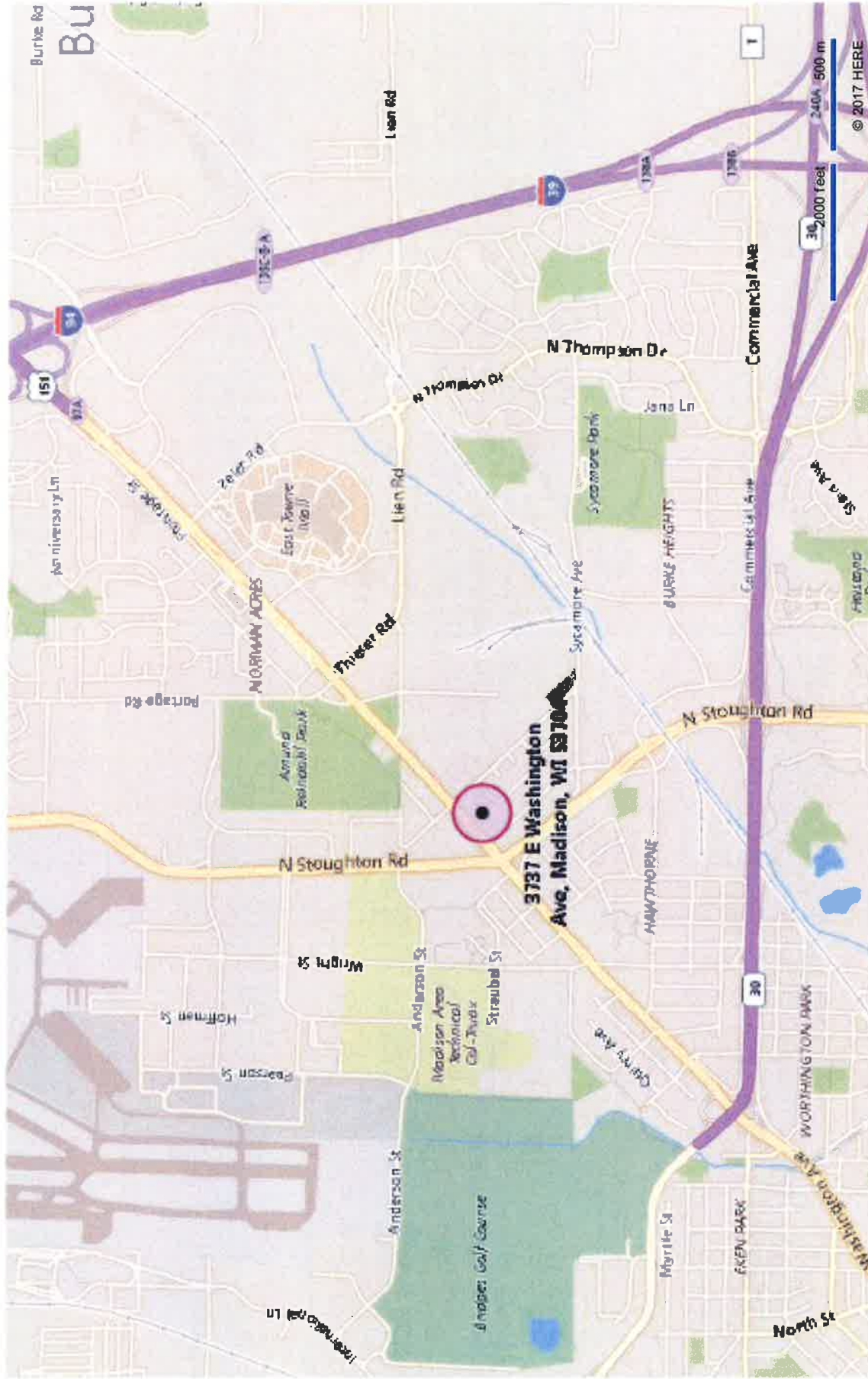
B. The applicant attests that all required materials are included in this submittal and understands that if any required information is not provided by the application deadline, the application will not be placed on an Urban Design Commission agenda for consideration.

Name of Applicant Adams Outdoor Advertising

Relationship to Property Billboard sign owner

Authorized Signature [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 3737 E Washington. We are requesting to make to following changes to the structure in its current location:

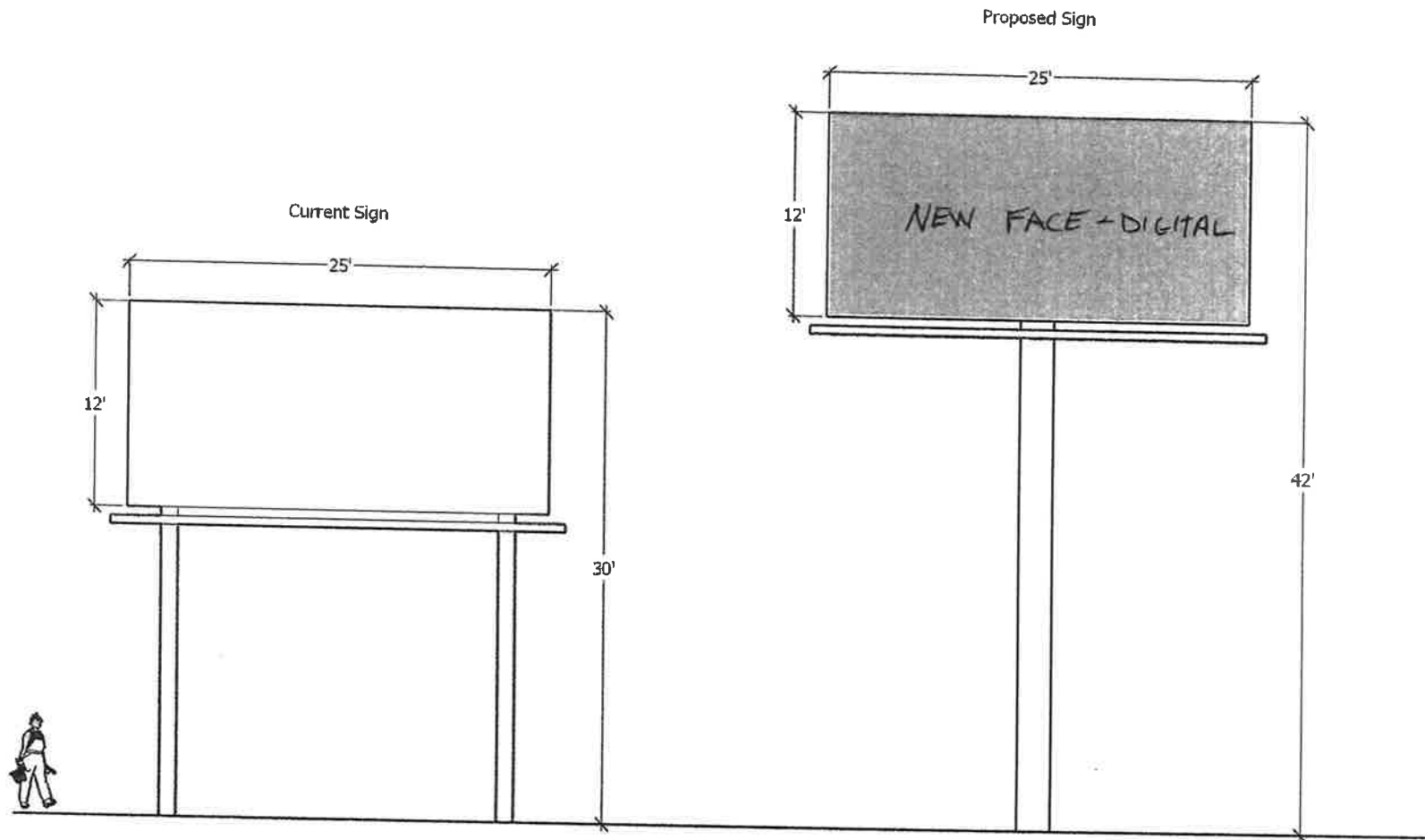
- Convert two (2) faces to digital
- Raise structure to 42'

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.

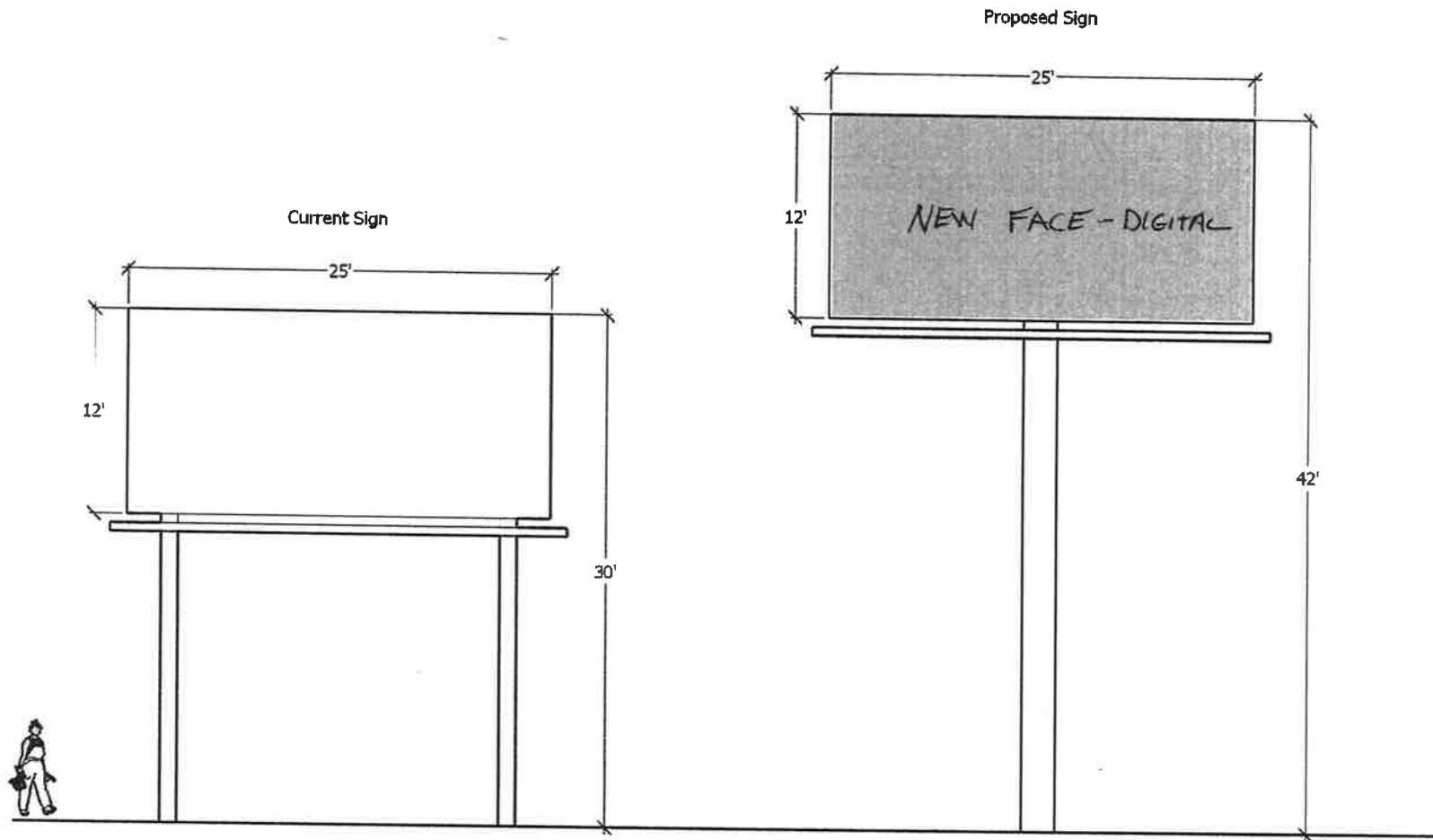
Sincerely,

Ryon Savasta
Real Estate Manager
Adams Outdoor Advertising

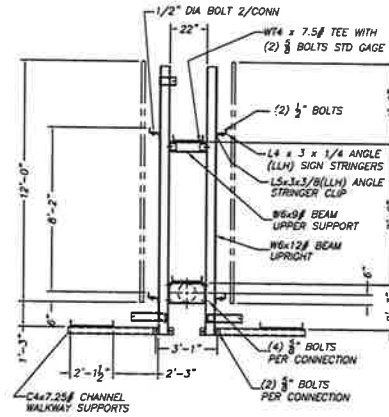
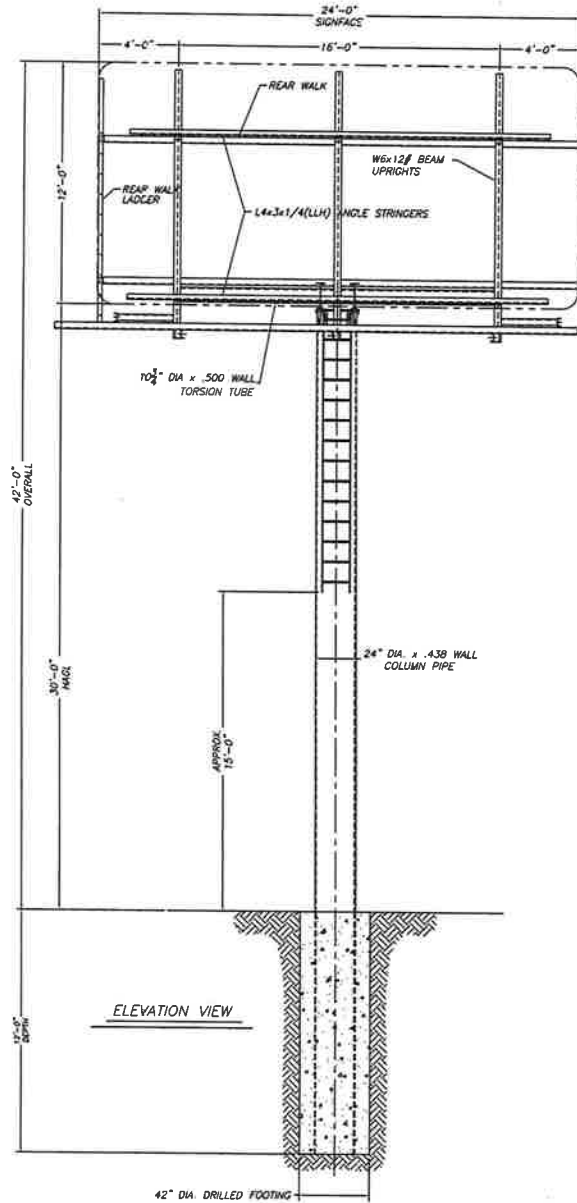
NORTH FACE



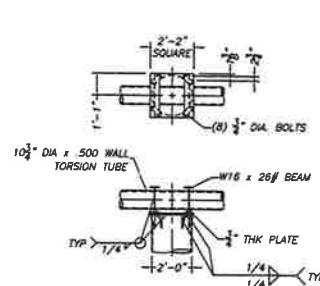
SOUTH FACE



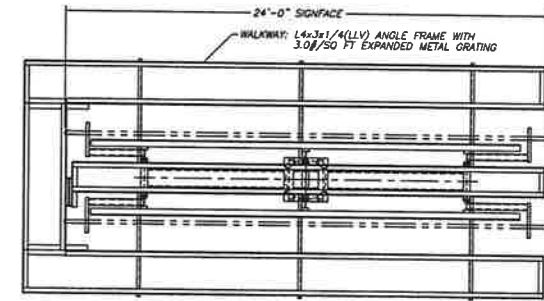
REV	CHANGE	BY	DATE



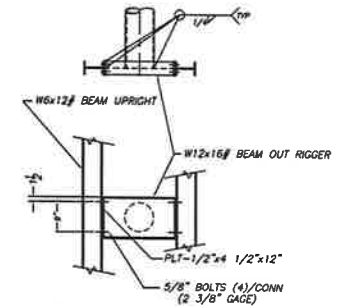
CROSS SECTION VIEW



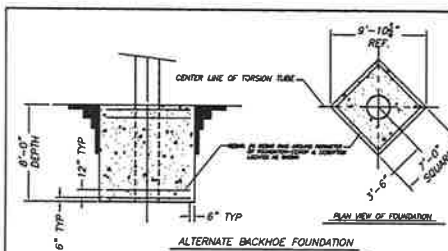
TORSION TUBE CONNECTION



PLAN VIEW (TOP)



UPRIGHT ATTACH DETAIL



ALTERNATE BACKHOE FOUNDATION

SPECIFICATIONS:

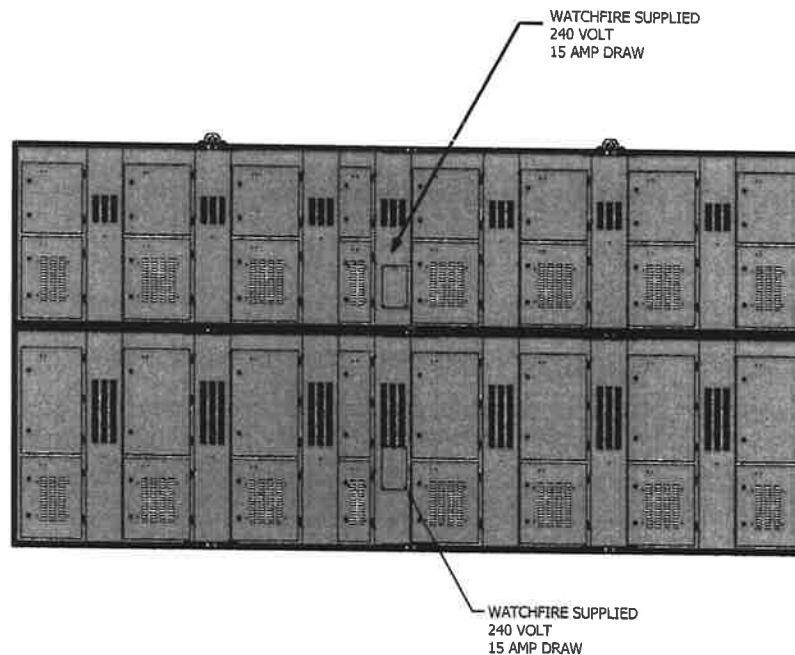
1. STEEL ROLLED "W" BEAM SECTIONS: ASTM A992
ALL OTHER STEEL ROLLED SECTIONS: ASTM A36
2. PIPE SECTIONS: A.P.I. 5L X42
3. BOLTS: MINIMUM 1/2" DIAMETER UNC
1/2" DIAMETER: GRADE A325
5/8" DIAMETER: # LARGER GRADE A325
4. CONCRETE: 3000 P.S.I. @ 28 DAYS
5. HORIZONTAL SOIL PRESSURE: 300#/50 FT./FT.
6. THIS 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 WALKWAYS TO HAVE SAFETY CABLES
9. REINFORCING BAR: ASTM A-615 GRADE 60 (IF REQUIRED)
10. STRUCTURE DESIGN TO ACCEPT DIGITALS AT A LATER DATE

PROPOSAL DRAWING

PRODUCTIVITY FABRICATORS

SCALE: NONE	DRAWN BY: P. PLATT
DATE: 04/21/17	
12' x 24', CM, BB, 42' OVERALL SIGN	
ADAMS - MADISON, WI	DRAWING NUMBER: 63-9867

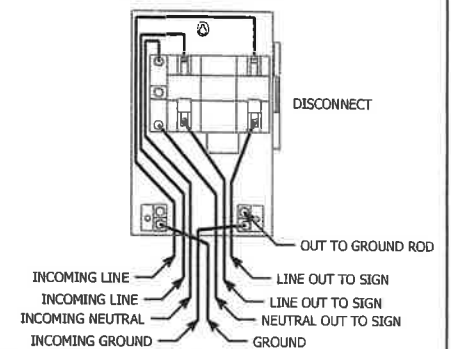




INSTALLATION NOTES:

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. U.L. CERTIFICATE NUMBER: E221802 (UL-48)

MAIN 240V SERVICE
(L1, L2, NEUTRAL, GROUND)



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ALL INFORMATION, ILLUSTRATIONS, SCREEN SHOTS, DATA, AND DRAWINGS CONTAINED WITHIN COPYRIGHT © 2016 WATCHFIRE SIGNS, LLC, ALL RIGHTS RESERVED.

LINEAR TOLERANCES	
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 REFERENCE DIMS (DOCKING)

ANGULAR TOLERANCES	
X°.....	= ± 3°
X.X°.....	= ± 1°
X.XX°.....	= ± .5°

CNC INFORMATION	
CNC PROGRAM	
CUT LENGTH	PARTS PER SHEET
PROGRAMMED BY	

MODEL REV	DRAWING REV
1	0

THIRD ANGLE PROJECTION
SHEET 2 OF 2

DESCRIPTION	
REAR SERVICE - 11 X 22 VIEWABLE - OA168.C - DIMENSIONS 133.25" X 265.25"	
MATERIAL	
DATE CREATED 6/16/2016	DRAWN BY T. Di
PART NUMBER 11'1.25x22'1.25_C_N_11022_R	
VAULT LOCATION: Designs\1 Customer Drawings\Track Signs\Rear Service\11'1.25x22'1.25_C_N_11022_R.dwg	

2620 E Washington Ave., Madison, WI



- Property Line
- 12' x 25' billboard
- * No change to sign location.

Date: April 6, 2017

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

RE: Owner Authorization

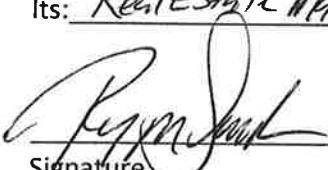
To whom it may concern:

Per a signed lease agreement with Beck's Enterprises of Dane County LLC the owner of the property located at 3737 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/dpcd/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 3737 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 Height / Face ☐ 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)
Retail	No Change

PROPOSED GROUND SIGN INFORMATION:

Lanes of Traffic	Speed Limit (Posted)	Max. Net Sign Area	Max. Ground Sign Height
6	40 mph	300 SF / face	42'

Net Area Sign Dimensions	Net Area Square Feet	Gross Area Sign Dimensions	Gross Area Square Feet
1 12' x 25' North face	300 SF	1 2' x 30' pole (2)	120
2 12' x 25' South face	300 SF	2	
3		3 Faces	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)