

AGENDA # 1

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: July 31, 2019

TITLE: Appeal of the Zoning Administrator's Denial for Signage located at 3737 E. Washington Avenue. 17th Ald. Dist. (56387)

REFERRED:

REREFERRED:

REPORTED BACK:

AUTHOR: Janine Glaeser, Secretary

ADOPTED:

POF:

DATED: July 31, 2019

ID NUMBER:

Members present were: Richard Wagner, Chair; Lois Braun-Oddo, Rafeeq Asad, Tom DeChant, Cliff Goodhart and Christian Harper.

*Abbas and Weisensel were excused. Klehr arrived at 5:00 p.m. and Bernau arrived at 5:30 p.m. during discussion of this item and were non-voting.

SUMMARY:

At its meeting of July 31, 2019, the Urban Design Commission **REVERSED** the decision of the Zoning Administrator for signage located at 3737 E. Washington Avenue. Registered in support of the project were Jason Saari, representing Adams Outdoor Advertising; Dale Beck and Brian Potts. Registered in opposition were Matt Tucker, City of Madison Zoning Administrator; Lara Mainella, Assistant City Attorney; and Quentin Sears.

ACTION:

A motion was made by DeChant, seconded by Harper, to uphold the Zoning Administrator's decision. The motion failed on a vote of (3-2) with DeChant and Harper voting yes; and Asad, Braun-Oddo and Goodhart voting no.

On a motion by Braun-Oddo, seconded by Asad, the Urban Design Commission **REVERSED THE DECISION OF THE ZONING ADMINISTRATOR**. The motion was passed on a vote of (3-2) with Goodhart, Asad and Braun-Oddo voting yes; DeChant and Harper voting no; Bernau and Klehr non-voting; Abbas and Weisensel excused.