

AGENDA # 7

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: December 18, 2013

TITLE: 725 University Row – Project and Real Estate Graphics; Signage Package for a Mixed-Use Apartment/Retail Building, “University Apartments, LLC.” 19th Ald. Dist. (31194)

REFERRED:

REREFERRED:

REPORTED BACK:

AUTHOR: Alan J. Martin, Secretary

ADOPTED:

POF:

DATED: December 18, 2013

ID NUMBER:

Members present were: Richard Wagner, Tom DeChant, Cliff Goodhart, Chair; Dawn O’Kroley, John Harrington.

SUMMARY:

At its meeting of December 18, 2013, of the Urban Design Commission a motion **FAILED** to approve the project and real estate graphics for Planned Development (PD) in UDD No. 6.

Appearing on behalf of the project was Dan Yoder. The existing signs have orders to be removed by Zoning; where the applicant wants to include them with the signage package as part of the “PD” signage package. Yoder noted that the owner, Krupp wants to keep a real estate sign that is larger than what code allows. Tucker stated that this came to the attention of Zoning by Code Enforcement action. The site was full of illegal signs and banners. The request is for leaving an oversized Real Estate sign for 6 months. Planned Development and they asked for it. Mayor is aware and working on this. The orders are past due and ready to prosecute or Urban Design Commission could approve. Real Estate signs are allowed for a period of time while the property is for rent, sale, or lease.

ACTION:

On a motion by DeChant, seconded by Goodhart, the Urban Design Commission, **FAILED TO GRANT FINAL APPROVAL** of a one 5’ by 10’ real estate sign for six months. The motion failed on a roll call vote of (2-3) with DeChant and Goodhart voting in favor and Harrington and O’Kroley voting No with Wagner breaking the tie voting No.