



Department of Planning & Community & Economic Development

Building Inspection Division

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June 26, 2017

Mr. Ryon Savasta
Adams Outdoor Advertising
102 E. Badger Rd.
Madison WI 53713

Subject: Permit request for advertising Sign Modification, 2620 E. Washington Avenue,
Permit No: ZONGSN-2017-00337

Mr. Savasta:

You have requested a permit to change the faces of the existing advertising sign. The changes requested to the sign would add "digital image" technology.

As you know, advertising signs have been prohibited in the City since 1990 and treated as "grandfathered signs" under ss. 31.05(2) and 31.11(1), Madison General Ordinances. MGO 31.05(2)(b) allows existing advertising signs in place since November 1, 1983 to be continued but the sign "...may not be relocated, replaced, expanded, enlarged, repositioned or raised in height, except under sub. (2)(c). Such existing advertising signs may not be restored or reconstructed for any reason..." (Note: sub. (2)(c) is for realignment which does not apply here.)

MGO 31.11(1) states "*Existing advertising signs are nonconforming and permitted to remain only in CC-T, CC, TE, SE, IL, IG Districts as regulated in this section, subject to the nonconforming advertising signs provisions of Sec. 31.05(2). Notwithstanding any other provision of these ordinances, new, relocated and replacement advertising signs are prohibited...*"

Your requested changes to this existing advertising sign would violate the provision of MGO 31.05(2)(b) by replacing the sign faces with new sign faces to accomplish the requested change(s).

Although this sign cannot be altered per MGO 31.05(2)(b), for your information, the following provisions of Chapter 31 also do not allow what is being requested:

1. The proposed sign exceeds maximum size per Sec. 31.11(2)(e),
2. The proposed sign exceeds height maximum per Sec. 31.11(2)(f),
3. The proposed sign is located on a roof, which violates Sec. 31.11(2)(h),
4. The subject property is located in a district of special control, Urban Design District No. 5, which prohibits advertising signs per Sec. 31.11(2)(i),
5. The proposed sign includes digital image technology. Sec. 31.045(3)(i) prohibits "digital image" signs.

The proposed sign / sign changes are not in compliance with MGO Chapter 31. Your permit request is hereby denied. Any appeal of this decision may be made to the Urban Design Commission within

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thirty (30) days, under sec. 31.043(1), Zoning Administrator Appeals.

Sincerely,

A handwritten signature in black ink, appearing to read "Matt Tucker", with a stylized flourish at the end.

Matt Tucker
Zoning Administrator
City of Madison