

## **March 26, 2015 BOA PUBLIC HEARING STAFF REPORT**

1. **Appeal 3666.** Appeal by Boston, Inc., (Tara Teske, Finishing Touch Interior Signs, Agent) requesting relief from 10.74(23) to allow an additional on-premise advertising wall sign at 2402 W Beltline Highway being a Lot 3, CSM 1536 in Section 34, Town of Madison.

OWNER: Realty Investments LLC (DBA Boston, Inc. (Bill Fonti))

AGENT: Tara Teske, Finishing Touch Interior Signs

LOCATION: 2402 W Beltline Highway, Town of Madison

ZONING DISTRICT: C-2 Commercial

COMMUNICATIONS: Town of Madison: 01/23/2015 acknowledgement; Action PENDING  
Wisconsin DOT- PENDING

### Facts of the Case:

#### Existing:

- Existing commercial parcel is located on two road frontages.
- Existing commercial structure was previously occupied by long time Tenant American TV.
- In February of 2015 two Dane County Sign Permits (ZP-2015-00035, ZP-2015-00039) were issued for southern elevation wall signs for Ashley Furniture Home Store and Furniture & Appliance Mart. Additionally, permit ZP-2015-00040 was issued to renovate the existing on-premise advertising pylon sign and appendage signage.

#### Proposed

- Current owner is renovating existing structure to house a retail furniture store.
- Renovation includes the remodeling of the façade to include three store fronts: Ashley Furniture Home Store, Furniture & Appliance Mart, and Ashley-Sleep.
- Current owner is requesting relief to allow a third wall sign on the southern elevation of the building.

#### Zoning Notes:

- For commercial properties, per 10.74(23) the Dane County Zoning Code states there shall be no more than two wall signs per building, except that a building on a zoning lot with two road frontages is allowed a maximum of three wall signs, however notwithstanding that more than two wall signs are allowed on a building, in no event shall there be more than two wall signs on any one side of the building.

#### History

- Previous uses and signage conformed to the Dane County Zoning Code.
- Violation History: Current owner failed to obtain a Dane County Zoning Permit prior to making structural alterations to the façade of the existing building in January of 2015. This violation has been corrected with the issuance of Zoning Permit ZP-2015-00030.

**VARIANCES REQUESTED: Purpose: Allow third wall sign on southern elevation.**

#### **Sign Quantity Variance:**

Maximum allowed wall signs: 3, with no more than 2 on any elevation.

Proposed wall signs: 3, with 3 on 1 elevation.

VARIANCE NEEDED: 1 additional wall sign on southern elevation.