



# City of Madison

City of Madison  
Madison, WI 53703  
www.cityofmadison.com

## Master

**File Number: 04167**

**File ID:** 04167

**File Type:** Ordinance

**Status:** Report of Officer

**Version:** 2

**Reference:**

**Controlling Body:** URBAN DESIGN  
COMMISSION

**Lead Referral:** URBAN DESIGN  
COMMISSION

**File Created Date :** 07/12/2006

**File Name:** repeal/recreate Chapter 31

**Final Action:**

**Title:** SUBSTITUTE - To adopt and confirm amendments to the Madison General Ordinances as set forth in attached Exhibit X pursuant to Sec. 66.0103, Wis. Stats. Repealing and recreating Chapter 31 and amending portions of Sec. 33.24, Chapter 28 and Chapter 1.

**Notes:** 3977adopt/LMM

**CC Agenda Date:** 05/19/2009

**Agenda Number:** 91.

**Sponsors:** Michael E. Verveer and Marsha A. Rummel

**Enactment Date:**

**Attachments:** Current Chapter 31 To Be Repealed ,May 2009  
EXHIBIT X-SUBSTITUTE TEXT ,City Attorney  
Report & Drafter's Analysis.pdf  
,032807UDCreport.pdf ,041807UDCreport.pdf  
,062707 UDCReport.pdf ,111407 UDCReport.pdf  
,030508 UDCreport.pdf ,Graphic Ord Report  
051408.pdf ,061108 UDCreport.pdf ,091708  
UDCreport.pdf ,Chapter31\_SignageOrdinance  
(2).pdf ,121008 UDC report.pdf ,022509  
UDCreport&rating.pdf ,UDC report 050609.pdf  
,Chapter31report050609.pdf

**Enactment Number:**

**Author:** Lara Mainella

**Hearing Date:**

**Entered by:** Janice Pena

**Published Date:**

### Approval History

Version	Date	Approver	Action
2	05/04/2009	Michael May	Approved as to Form
2	05/05/2009	Daniel Bohrod	Approve

### History of Legislative File

Ver- sion:	Acting Body:	Date:	Action:	Sent To:	Due Date:	Return Date:	Result:
1	Attorney's Office/Approval Group	07/12/2006	Approved As To Form				
1	Attorney's Office	07/12/2006	Fiscal Note Required / Approval	Comptroller's Office/Approval Group			
1	Comptroller's Office/Approval Group Notes: Bohrod	07/12/2006	Fiscal Note Pending	Attorney's Office		07/12/2006	
1	Attorney's Office Notes: Urban Design Commission	07/12/2006	Referred for Introduction				
1	COMMON COUNCIL	07/18/2006	Refer	URBAN DESIGN COMMISSION		09/21/2007	
1	URBAN DESIGN COMMISSION	03/28/2007	Discuss and Finalize				
1	URBAN DESIGN COMMISSION	04/18/2007	Discuss and Finalize				Pass
1	URBAN DESIGN COMMISSION	05/30/2007	Discuss and Finalize				Pass
1	URBAN DESIGN COMMISSION Notes:	11/08/2007	Refer	URBAN DESIGN COMMISSION		05/06/2009	
1	URBAN DESIGN COMMISSION Notes:	01/16/2008					
1	URBAN DESIGN COMMISSION	02/06/2008					
1	URBAN DESIGN COMMISSION Notes:	03/05/2008					
1	URBAN DESIGN COMMISSION Notes:	04/16/2008	Rerefer	URBAN DESIGN COMMISSION		05/06/2009	Pass
1	URBAN DESIGN COMMISSION Notes:	05/14/2008	Rerefer	URBAN DESIGN COMMISSION		05/06/2009	
1	URBAN DESIGN COMMISSION Notes:	06/11/2008	Rerefer	URBAN DESIGN COMMISSION		05/06/2009	
1	URBAN DESIGN COMMISSION Notes:	09/17/2008	Rerefer	URBAN DESIGN COMMISSION		05/06/2009	
1	URBAN DESIGN COMMISSION Notes:	12/10/2008	Rerefer	URBAN DESIGN COMMISSION		05/06/2009	
1	URBAN DESIGN COMMISSION Notes:	01/28/2009	Rerefer	URBAN DESIGN COMMISSION		05/06/2009	
1	URBAN DESIGN COMMISSION Notes:	02/25/2009	Rerefer	URBAN DESIGN COMMISSION		05/06/2009	

2	Attorney's Office/Approval Group	05/05/2009	Refer	Comptroller's Office	
	<b>Notes:</b>				
2	URBAN DESIGN COMMISSION	05/06/2009	RECOMMEND TO COUNCIL TO ADOPT - PUBLIC HEARING		Pass
	<b>Notes:</b>				
2	COMMON COUNCIL	05/19/2009			

---

**Text of Legislative File 04167**

**Fiscal Note**

The Ordinance includes a number of changes to sign permitting requirements and associated fees. Currently, General Fund signage revenues range about \$40,000 annually. While the impact on General Fund revenues associated with these changes is unknown, the fee changes are anticipated to result in an increase in annual General Fund revenues of perhaps \$10,000 to \$20,000.

**Title**

SUBSTITUTE - To adopt and confirm amendments to the Madison General Ordinances as set forth in attached Exhibit X pursuant to Sec. 66.0103, Wis. Stats. Repealing and recreating Chapter 31 and amending portions of Sec. 33.24, Chapter 28 and Chapter 1.

**Body**

DRAFTER'S ANALYSIS: This ordinance repeals and recreates Chapter 31 (Street Graphics Control Ordinance), making numerous changes to that chapter, and amends Chapter 28, Sec. 33.24, and Sec. 1.08(3)(a), all relating to the street graphics (sign) ordinance and Urban Design Commission ordinance. These changes are more fully summarized in the Report of the City Attorney. The complete text of the ordinance amendments are shown in Exhibit X.

\*\*\*\*\*

The Common Council of the City of Madison do hereby ordain as follows:

All of Exhibit X repealing and recreating Chapter 31, amending various portions of Sections 28.03, 28.04, 28.085, 33.24 and 1.08; repealing various portions of Section 28.04, 28.07, 28.09, and 28.10; and creating various portions in Section 33.24 and is hereby adopted in its entirety and confirmed in all respects.

Said Exhibit X is published in pamphlet form by direction of the Common Council of the City of Madison, in accordance with Section 66.0103, Wisconsin Statutes.

**EXHIBIT X**

Madison General Ordinances

repealing and recreating Chapter 31,

amending Subsection (2) of Section 28.03,

repealing Subsection (15) of Section 28.04,

amending Paragraphs 10. and 11. of Subdivision (b) of Subsection (26) of Section 28.04,

repealing Subparagraph g. of Paragraph 16 of Subdivision (c) of Subsection (2) of Section 28.07,

amending Subparagraph h. of Paragraph 4. of Subdivision (c) of Subsection (4) of Section 28.085,

repealing Subparagraph a. of Paragraph 1. of Subdivision (c) of Subsection (2) of Section 28.09,

repealing Paragraph 12. of Subdivision (d) of Subsection (2) of Section 28.09,

repealing Paragraph 7. of Subdivision (d) of Subsection (5) of Section 28.09,

repealing Paragraph 6. of Subdivision (h) of Subsection (2) of Section 28.10,

repealing Subparagraph a. of Paragraph 1. of Subdivision (c) of Subsection (3) of Section 28.10,

repealing Subparagraph a. of Paragraph 1. of Subdivision (c) of Subsection (4) of Section 28.10,

repealing Paragraph 6. of Subdivision (h) of Subsection (6) of Section 28.10,

amending Subsections (1) and (3) of Section 33.24,

creating Subdivision (l) of Subsection (3) of Section 33.24,

amending Subdivisions (a), (b), (d), (e), and (g) of Subsection (3) of Section 33.24,

creating Paragraph 6. of Subdivision (h) of Subsection (4) of Section 33.24,

creating Subdivision (j) of Subsection (4) of Section 33.24,

amending Subsections (6) and (7) of Section 33.24,

amending Subdivision (b) of Subsection (8) of Section 33.24,

amending Paragraph 4. of Subdivision (c) Subdivision (8) of Section 33.24,

amending Subsubparagraph iv. of Subpar. a. of Par. 4. of Subdivision (c) Subsection (8) of Sec. 33.24,

repealing Subsubparagraph v. of Subpar. a. of Par. 4. of Subdivision (c) Subsection (8) of Sec. 33.24,

amending Subsubparagraph vi. of Subpar. b. of Par. 4. of Subdivision (c) Subsection (8) of Sec. 33.24,

amending Subdivision (c) of Subsection (9) of Sec. 33.24,

repealing Subsubparagraph v. of Subpar. b. of Par. 4. of Subdivision (d) Subsection (9) of Sec. 33.24,

amending Subdivision (b) of Subsection (10) of Sec. 33.24,

repealing Subsubparagraph v. of Subpar. a. of Par. 4. of Subdivision (c) Subsection (10) of Sec. 33.24,

amending Subsubparagraph vi. of Subpar. b. of Par. 4. of Subdivision (c) Subsection (10) of Sec. 33.24,

amending Subdivision (c) of Subsection (11) of Sec. 33.24,

repealing Subsubparagraph iii. of Subpar. a. of Par. 3. of Subdivision (d) Subsection (11) of Sec. 33.24,

amending Subsubparagraph vi. of Subpar. b. of Par. 3. of Subdivision (d) Subsection (11) of

Sec. 33.24,  
amending Subdivision (c) of Subsection (12) of Sec. 33.24,  
repealing Subsubparagraph iii. of Subpar. a. of Par. 3. of Subdivision (d) Subsection (12) of  
Sec. 33.24,

amending Subsubparagraph v. of Subpar. b. of Par. 3. of Subdivision (d) Subsection (12) of  
Sec. 33.24,  
amending Subdivision (c) of Subsection (13) of Sec. 33.24,

repealing Subsubparagraph iii. of Subpar. a. of Par. 3. of Subdivision (d) Subsection (13) of  
Sec. 33.24,

amending Subsubparagraph v. of Subpar. b. of Par. 3. of Subdivision (d) Subsection (13) of  
Sec. 33.24,

amending Subdivision (c) of Subsection (14) of Sec. 33.24,  
amending Subsubparagraph vii. of Subpar. a. of Par. 6. of Subdivision (d) Subsection (14) of  
Sec. 33.24,

and

amending Subdivisions (a) and (b) of Subsection (3)

Section 1.08

of Volumes I, III and IV

in Pamphlet Form

CITY OF MADISON

COUNTY OF DANE

STATE OF WISCONSIN