

AGENDA # 2

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: December 1, 2010
TITLE: Repealing Sec. 31.041(1)(c) to Eliminate the Requirement of Using Permit Tags on Signs, Amending Secs. 31.03(2), 31.041(2), 31.044, 31.14(2), 31.14(2)(b)3. and 31.15(3) of the Madison General Ordinances Regarding Noncommercial Message Signs and Other Temporary Signs that are Exempt from Permit, and Amending Sec. 31.04(5)(h) Regarding Construction Requirements for Certain Ground Signs. (20082)	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: Alan J. Martin, Secretary	ADOPTED: POF:
DATED: December 1, 2010	ID NUMBER:

Members present were: Mark Smith, Dawn O’Kroley, Todd Barnett, Richard Slayton, John Harrington, R. Richard Wagner, Jay Handy and Henry Lufler, Jr.

SUMMARY:

At its meeting of December 1, 2010, the Urban Design Commission **RECOMMENDED APPROVAL** of an alternate ordinance that eliminates permit tags on signs, correcting an error and clarifications on non-commercial signage. Matt Tucker, Zoning Administrator spoke to the Commission about issues with the portable sign code. He distributed color photographs of church signs around the City of Madison showing what types of signs are out there. Since the last time the Commission discussed this item at their meeting of October 20, 2010 the sponsoring Alder, Thuy Pham-Remmele has withdrawn her support. As a result the original ordinance language relevant to portable signs for non-residential uses on private property is now defunct and replaced with the alternate language regarding “non-commercial” message signs that will allow for their display in residential districts. The alternative language was drafted by staff in response to the Commission’s request from its October 20, 2010 meeting to provide an option to the use of portable signs that addresses the needs of “not-for-profit institutions, schools and churches” in residential districts, in addition to providing clarification of other temporary signage provisions in the code. It was noted that the amendment provides additional signage opportunities beyond that allowed with a required permit; allowing the display of a non-commercial message for an “event or cause.” The Commission discussed what types of signs would be allowed in which zoning districts. Tucker also requested that the provisions for eliminating the use of permit tags on signs and the correction for a typographical error contained within the original ordinance draft be approved.

ACTION:

On a motion by Lufler, seconded by Handy, the Urban Design Commission **RECOMMENDED APPROVAL** of the ordinance amendment. The motion was passed on a vote of (8-0).