

AGENDA # 1

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: December 10, 2008
TITLE: 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 Chapter 28 and Chapter 1	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: Alan J. Martin, Secretary	ADOPTED: POF:
DATED: December 10, 2008	ID NUMBER:

Members present were: Bruce Woods, Acting Chair, Richard Slayton, Todd Barnett, John Harrington, and Mark Smith, with Ron Luskin arriving at 5:15.

SUMMARY:

David Kress, the Planning staff intern provided an update to requested revisions to the draft graphics package resulting from the Commission's previous review. Kress noted alterations to graphics relevant to:

- Projecting and canopy signage
- Additional illustrations detailing regulations for parapet/walls signage
- Additional detailing relevant to multi-story wall signage to provide for architectural consistency.

Following Kress's review, Kress in conjunction with Matt Tucker, Zoning Administrator presented graphic illustrations for ground signs relevant to speed limit, size, and height requirement for both pole and monument signs as allowed within the existing provisions of the street graphics ordinance and as proposed being modified within the current draft street graphics ordinance currently under discussion. Following their presentation the Commission noted the following:

- Adjust all dimension notes on all graphics to be in the field of the white page or contained within a white box, label existing and proposed signage along with providing an enhanced speed notation.
- Pole and base ground signage graphics should be detailed with a solid color
- Pull dimensions away from field on the objects for signs

In response to the Commission's request to provide specific definitions for pole versus monument ground signage, staff provided text of language for ground, pole, and monument signage. Following discussion with the Commission, the definition for pole signs should emphasize outside dimensions, along with eliminating references relevant to the "view."

Staff requested permission of the Commission to proceed with the scheduling of a public meeting to provide for feedback on the original draft street graphics revisions, along with additional substitute provisions developed by the Commission during its discussion over the last two years. The Commission instructed staff to proceed with a public meeting to be held on February 25, 2009 with the next special meeting of January 28, 2009 intended to provide for discussion on the organization of the public meeting. The collective directives to staff noted above, were supported by a motion by Barnett, seconded by Slayton, which passed on a vote of (6-0).