

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION **PRESENTED:** April 2, 2014

TITLE: Amending Sections 10.33(10)(c)3.a. and 31.046(4)(a)1. of the Madison General Ordinances to Allow a Larger Single-Faced Poster Board Sign on a City-Sponsored Bicycle-Sharing Facility. (33387) **REFERRED:**
REREFERRED:
REPORTED BACK:

AUTHOR: Alan J. Martin, Secretary **ADOPTED:** **POF:**

DATED: April 2, 2014 **ID NUMBER:**

Members present were: Richard Wagner, Chair; Richard Slayton, Melissa Huggins, Cliff Goodhart, Dawn O’Kroley, Lauren Cnare and John Harrington.

SUMMARY:

At its meeting of August 28, 2013, the Urban Design Commission **RECOMMENDED APPROVAL** of the ordinance amendments. Appearing on behalf of the project was Claire Hurley. Matt Tucker, Zoning Administrator explained the ordinance changes. The current signage is small; with the maps and safety information they need to provide at each of the stations the current size is too small. The location would be the same. Hurley noted that it is not increasing the actual square footage of the sign, it’s simply changing the ordinance from 5 square feet per side to a two-sided sign at 5 square feet per side to a one-sided sign at 10 square feet. There is no request to increase advertising. It will be mounted on the ground but structurally connected to the kiosk.

ACTION:

On a motion by Harrington, seconded by Cnare, the Urban Design Commission **RECOMMENDED APPROVAL**. The motion was passed on a vote of (6-0).