

AGENDA # 1

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: April 18, 2007

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: April 18, 2007

ID NUMBER:

Members present were: Lou Host-Jablonski, Bruce Woods, Richard Slayton, Cathleen Feland and Michael Barrett.

SUMMARY:

At its meeting of April 18, 2007, the Urban Design Commission **REFERRED** for continued discussion consideration of this item at a special meeting tentatively scheduled for May 2, 2007. Appearing and speaking on behalf of the ordinance amendments were Matt Tucker, Zoning Administrator, Kathy Voeck, Assistant Zoning Administrator, Assistant City Attorney Lara Mainella and Alan J. Martin, Secretary, Urban Design Commission, all of which represent and are members of the Sign Text Amendment Staff Team. As a follow up to the previous meeting held on March 28, 2007 staff distributed to the Commission correspondence from Michael Barrett and Bruce Woods relevant to issues that required further explanation and discussion relative to the revised ordinance. In addition, Lou Host-Jablonski, acting as Chair also distributed a memo noting his concerns with the revised draft ordinance; detailing areas that required further address. The collective memos from the Commissioners emphasized the need to provide for further restrictions on electronic reader boards, portable signs, sign enforcements, in addition to providing for further clarification and modification to provisions relevant to the ordinance's purpose and intent, architectural detailing, external lighting fixtures, gross area, projecting sign versus wall signs, temporary signage, the comprehensive design review process, holiday and temporary decorations, miscellaneous signs/flashing signs, wall, roof and above roof signs, canopy signage, ground signs, including advertising signs and off-premise directional signage. Following the discussion, staff was instructed to look at providing draft language relevant to the above stated areas of concern to be provided for a continued discussion by the Commission at a future special meeting with an emphasis on the following:

- Provide an option for the outright ban of electronic reader boards.
- Provide draft language that looks at a range of alternative options that provide a range of levels of restrictions for the use of flashing signs/electronic reader boards including considerations for outright prohibition, limited use based on limits of visibility and internal containment within an inclusive development not exposed to public street frontage, a departure from the current draft language, along with distinguishing reader board types such as time and temperature, stock exchange information, manually manipulated letters commonly associated with church and school use, in addition to the changeable copy LED electronic reader boards including multi-media color displays.

ACTION:

Following the discussion, on a motion by Woods, seconded by Barrett, staff was instructed to develop the draft language as noted above relevant to electronic signs based on the options and alternatives stated with clarifications for their use under the provisions for Comprehensive Design Review. The motion also provided for the need for full exploration of the issues associated with electronic reader boards including flashing, change of message, text color and brightness, etc.; including providing draft language and/or clarifying issues as contained within the three Commissioners' memos, in addition to providing text of other subsequent draft revisions to the amended street graphics ordinance beyond the original draft including address of canopy fascia graphics issues. The motion passed unanimously on a vote of (5-0).