
From: Martin, Al
Sent: Tuesday, June 24, 2008 9:48 AM
To: 'Jay Ferm'
Cc: Mainella, Lara; Tucker, Matthew
Subject: RE: sign ordnance questions

Thanks we'll work on these . Al

From: Jay Ferm [mailto:jayferm@gmail.com]
Sent: Monday, June 23, 2008 9:24 PM
To: Martin, Al
Subject: sign ordnance questions

Al,

Here is my list of questions regarding the sign ordnance:

Typos:

31.03 Rules and defintions (about page 7)

Nonconforming Sign, "Any sign THAT does not comply..."

Nonconforming Use, "Any use of land or buildings THAT does not comply..."

7/3/2008

thanks - we will correct the typos.

Questions / Drawing request:

note: the changes to the UDC Comprehensive Design section of the sign code (31.043) have ALREADY been approved by the UDC and adopted by the Council a few weeks ago, in a separate ordinance sponsored by Ald. Tim Bruer. See ID# 09802, you can search for it at <http://legistar.cityofmadison.com/mattersearch/home.aspx>. The changes to the Comp Design section were accelerated at Bruer's request, approved by UDC and are already in effect - although the numbering system in the existing code is different than what you see in our draft. The "Bruer" changes can be found in sec. 31.04(2)(b)2.b. and shown in ID# 09802. 31.04(2)(b)2.b. will be renumbered 31.043 in the pending draft. So any questions about sec. 31.043 are coming late. We will try to answer them anyhow to make sure you have a good understanding of what the changes meant:

31.043 UDC and CDR (page 15)

(2)(a) - Regarding the 25% net area allowance, what are the maximum dims before allowable exceptions? Drawings of maximum allowed (no allowance) and with 25% allowance.

The maximum dimensions (without a variance) depend on what kind of sign it is, what district, etc. The max dimensions for each type of sign are found within the code section for that sign. For example: Wall signs, see 31.07 and Table 1 (which is found at sec. 31.15(1).) Ground signs, see 31.08 and Table 1.

(2)(a) - "...prevailing speeds..."

Q: What are the defined speed/size relationships?

currently the relationship is as expressed in Table 1. however this concept is one of the topics the UDC wants to re-open / discuss / explore.

What are these based on? ***we don't know what they are based on. Presume the drafters of the original Table 1 used some data or factors.***

Specifically, are they based on empirical evidence, rules of thumb, tradition, or... what? ***not sure.***

(3)(b) "Permit the use of above-roof signs...deem their use appropriate."

Q: What is the standard or criteria for this judgment call? ***the criteria are built into this subsection, 31.043(3)(b)***

I presume visibility from some spot(s) is involved. What is this spot(s)? ***see the criteria within this subsection***

(3)(c) Architecture...does not provide a reasonable signable area;

Q1: What is "reasonable"? I suspect my reasonable and a business owner's reasonable may be

very different. ***It is the UDC's job to determine and reach a consensus on what is considered architecturally / aesthetically reasonable, balanced with the "need" of the business owner to have signage.***

Q2: Does this apply to new and existing buildings? If so, I would suggest we limit its use to existing buildings, not new. ***as written there is no distinction. If UDC wants to make this only available to new construction, we can add that.***

31.046 Misc Signs

(2) Portable Signs...

Q: I don't understand "hand carried signs". Does this mean signs that must be held up by a person to be visible, like a picket sign? ***YES***

Or does this mean a sign of a size and weight that a person can easily and safely carry it, like a sandwich board? ***the ordinance doesn't establish criteria for weight or ability to carry, but this is self-defined. a "hand carried" sign must be capable of being carried by hand. a sandwich board that is worn on the body would likely qualify as a hand-carried portable sign.***

(2)(a) 2. Number...

Q: How are requests from 2 or more tenants from the same building handled? ***the ordinance specifies a maximum of 2 total signs, period. doesn't matter how many tenants.***

31.07 Wall, Roof, above road signs

(6) Large Buildings

(a) - Illustrate

(b) - Illustrate

Table 1

"No. of traffic lanes"

Q: Does this refer to number of lanes in each direction, or both? ***total of all lanes - both directions***

Jay