

AGENDA # 2

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: November 7, 2007
TITLE: Amending Sections 31.05(2)(b) and 31.11 of the Madison General Ordinances to Remove the Prohibition on Relocating or Replacing Advertising Street Graphics. (07651)	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: Alan J. Martin, Secretary	ADOPTED: POF:
DATED: November 7, 2007	ID NUMBER:

Members present were: Lou Host-Jablonski, Chair; Marsha Rummel, Bonnie Cosgrove, Bruce Woods, Richard Slayton, John Harrington and Jay Ferm.

SUMMARY:

At its meeting of November 7, 2007, the Urban Design Commission **REFERRED** consideration of amendments to Section 31.05(2)(b) and 31.11 of the Madison General Ordinances to remove a provision on relocating or replacing advertising street graphics. Registered on behalf of the project were Kathi Kilgore, Chris Eigenberger, Jason Saari and Scott Petleswki of Adams Outdoor Advertising; Tony Hicky, Lamar Advertising; and Ald. Jed Sanborn. Representatives of Outdoor Advertising and Lamarr Advertising spoke in favor of the ordinance amendment, emphasizing the following:

- The location of billboards within the high traffic areas are coincidental with many of the Urban Design Districts in regards to potential relocation sites.
- Provisions of the ordinance amendments to allow for relocated or replaced advertising street graphics to be constructed with materials of at least 20% greater than the materials of existing advertising graphics that will be removed; will provide for 20% of any new sign to go beyond the standard sign on a pole.
- The ordinance amendment allows for improvements to signs beyond the level currently allowed, which will provide for improved aesthetics, location elsewhere on existing properties, as well as provide for billboards to be on point with the redevelopment process with relocation.
- A packet distributed to the Commission was noted to provide detailed illustrations of potential sign enhancements allowed under the ordinance provisions, including letters of support from the business community.
- Citations and a handout elaborating on Adams Outdoor Advertising's local area community sponsorship and support of non-profit clients and activities was distributed.
- An emphasis that the ordinance amendments will provide for their ability to maintain the existing level (number) of billboards within Madison and provide for upgrades to existing facilities and structures.
- Collectively, comments by Adams Outdoor Advertising and Lamarr Advertising representatives, including materials distributed in support of the project emphasized that the purpose of the ordinance provides for a "cap and replacement" program for outdoor advertising graphics to allow existing billboards to be replaced if removed to alternative sites with no increase in the number of billboards within the City.

Following the presentation Ald. Sanborn spoke in favor of the ordinance amendments as their sponsor, noting the need for fairness to the industry due to the systematic destruction of advertising companies as a result of the current restrictive ordinance provisions. The amendments would make right the relationship between the City and the outdoor advertising companies. Following the presentation Att. Kitty Noonan spoke on the history of past and current restrictions within the sign ordinance relevant to outdoor advertising issue. In discussion the Urban Design Commission noted the following:

- There are many sensitive areas to keep out billboards and more appropriate areas in which to locate billboards that will still benefit the industry; the problem open space areas and residential areas.
- New ordinance will eliminate ability to eliminate billboards in the long run.
- In summary the Commission noted that the issues with the ordinance amendment were complex and require further discussion. The Commission questioned Ald. Sanborn as sponsor for support for further discussion on the issues. Ald. Sanborn noted his support for further tweaking and discussion.

ACTION:

On a motion by Harrington, seconded by Woods, the Urban Design Commission **REFERRED** this item. The motion was passed on a unanimous vote of (7-0). The motion noted the need for further discussion due to complexity of issues; to give appropriate timetable and take up as part of a special meeting, to be held on December 12, 2007. The motion requested that information be made available as part of the consideration at the special meeting by the Commission detailing the following:

- Location of existing billboards.
- Numbers of billboards relocated since 1987 and what reasons (especially redevelopment).
- A map where billboards are located versus potential locations within the expansion areas (Urban Design Districts and annexed lands).
- The billboard companies were requested to provide locations in both the City and adjoining communities.
- Ald. Sanborn noted support to maintaining the prohibition of billboards on the Isthmus (the existing no advertising area) and consideration in other sensitive areas.

URBAN DESIGN COMMISSION PROJECT RATING FOR: Sections 31.05(2)(b) and 31.11

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
Member Ratings								

General Comments:

- This is a topic which seriously affects the visual environment and livability of Madison; it deserves careful thought.