

# Sign Code (Chapter 31) Update

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URBAN DESIGN COMMISSION

JANUARY 24, 2024

# Project Objectives

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## *Simplification and Updates*

- Streamline sign application, review, and permitting process
- Simplify the sign code so it can be more easily understood and used by customers (sign contractors, business owners, and property owners) and staff
- Allow signs that promote effective identification of establishments within the community
- Identify any outdated regulations

# Project Objectives

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## *Simplification and Updates (continued)*

- Evaluate policies and procedures for Comprehensive Design Review (CDRs) to reduce the need for CDRs
- Create process to allow administrative approvals with specific criteria without Urban Design Commission (UDC) approval
- Make legal updates and maintain constitutionality
- Align sign code with Urban Design District (UDD) and Landmarks requirements

# Project Objectives

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## *Aesthetics and Best Practices*

- Preserve high standards for design
- Consider sustainability
- Reduce sign clutter
- Require more human-scaled signage
- Protect and maintain safety

# Anticipated Schedule

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Equity analysis of existing code – Winter 2024

Urban Design Commission sign photo survey and discussion – March 2024

Stakeholder online survey – Spring 2024

Community engagement (some in-person, some Zoom) – Spring 2024

List of changes for approval by UDC – Summer 2024

Drafting – Summer 2024

Equity analysis of draft – Fall 2024

UDC recommendation – Fall 2024

Council approval – Fall to Winter 2024-2025

# Communications

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Dedicated webpage on City's website

Legislative ID on Legistar with all associated documents

Involvement of City and Department PIOs

# Questions

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Feedback about our proposed project approach?

Still interested in reviewing fewer Comprehensive Design Reviews?

UDC Engagement – Are these the right points to check back in with updates?

- March Meeting - Sign Photo Survey Discussion
- Summer 2024 – List of Proposed Changes after Stakeholder Feedback and Community Engagement
- Fall 2024 – Draft to Commission for Recommendation to Council

Anything specific we missed that you want us to include in the update?

# Next Steps for UDC

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- Sign Photo Survey
  - Take photographs of signs you like and signs you don't like, both within Madison and in other communities
  - Be ready to discuss at March meeting