



City of Madison

Meeting Minutes - Approved

URBAN DESIGN COMMISSION

City of Madison
Madison, WI 53703
www.cityofmadison.com

Wednesday, December 12, 2007

5:00 PM

215 Martin Luther King, Jr. Blvd.
LL-110 (Madison Municipal Building)

CALL TO ORDER / ROLL CALL

Present: 8 -

Marsha A. Rummel; Todd R. Barnett; Bruce F. Woods; John A. Harrington;
Bonnie A. Cosgrove; R. Richard Wagner; Jay B. Ferm and Lou W.
Host-Jablonski

Excused: 1 -

Richard L. Slayton

APPROVAL OF THE MINUTES for the meeting of November 14, 2007

A motion was made by Harrington, seconded by Woods, to Approve the Minutes.

The motion passed by the following vote:

Excused: 1 -

Richard L. Slayton

Ayes: 6 -

Marsha A. Rummel; Todd R. Barnett; Bruce F. Woods; John A. Harrington;
R. Richard Wagner and Lou W. Host-Jablonski

Abstentions: 2 -

Bonnie A. Cosgrove and Jay B. Ferm

BUSINESS BY MEMBERS

PUBLIC HEARING ITEM

1. [07651](#) 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.

The Commission noted the following:

- Billboards detract from aesthetics of the City. Don't see reason to allow to change.
- The opportunity is there for developers and outdoor advertising companies to agree to the removal of signs.
- Allowance provides for placement in areas where not allowed. No notification process to involve neighbors or neighborhoods.

- Compromises have already been made with original ordinance, therefore no need to provide for any additional.
- Unfair to allow placement of billboards in other areas of City where people understood their non-allowance.
- The ordinance amendment benefits a small group of people at a detriment to a large group of people.
- The existing ordinance is what was wanted and what should be kept.
- Industry needs to bring a lot more to the table to consider ordinance amendment.
- The amendment provides for billboard surprise. New billboards in neighborhoods outside of a neighborhood process.

A motion was made by Woods, seconded by Rummel, to Return to Lead with the Recommendation to Place on File to the PLAN COMMISSION. The motion passed by voice vote/other.

ADJOURNMENT

A motion was made by Ferm, seconded by Cosgrove to Adjourn at 7:52 p.m. passed by voice vote/other.