

AGENDA # 1

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION **PRESENTED:** April 1, 2009

TITLE: Communication from SIGNTAST Team in
 Response to Issues Raised During Public
 Comment at the Special Meeting of
 February 25, 2009 on Ordinance I.D.
 04167 Regarding Draft Revisions to
 Chapter 31 Madison General Ordinances.
 (04175)

REFERRED:
REREFERRED:
REPORTED BACK:

AUTHOR: Alan J. Martin, Secretary **ADOPTED:** **POF:**

DATED: April 1, 2009 **ID NUMBER:**

Members present were: Bruce Woods, Mark Smith, John Harrington, Richard Slayton, Jay Ferm, Dawn Weber, Marshal Rummel and Todd Barnett.

SUMMARY:

At its meeting of April 1, 2009, the Urban Design Commission **ACCEPTED** a Communication from the SIGNTAST Team. As an introduction to the item, staff noted that Matt Tucker, Zoning Administrator had planned to speak on draft language contained within the Commission's packet relevant to real estate graphics and provisions for opaque backgrounds for internally illuminated signs, but was unable to attend due to impending birth of a new family member. Assistant City Attorney Lara Mainella and staff provided a brief summary of the draft ordinance provisions relevant to the real estate and opaque internally illuminated signage issues as contained within the packet. The Commission was generally satisfied with the language to deal with internally illuminated signage with revised provisions for opacity within the draft language. Discussion on allowance for enhanced real estate signage with the Commission noted issues with the amount and longevity of visible real estate signage within the City; where larger signage would already add to issues with visual clutter. The Commission questioned staff as to the provisions that regulate real estate signage in the existing and draft ordinance provisions. Staff noted that restrictions for real estate for sale and lease regulations provide for no specific time period or fee required beyond the existing size limitation of 32 square feet. Continued discussion with the Commission emphasized the need to limit the longevity and use of the proposed larger real estate signage in order to eliminate the proliferation of real estate for sale and lease signage throughout the City. The Commission desired that staff examine placing a time limit on the use of larger real estate graphics to deal with the longevity issue and provide for timely enforcement upon expiration of an annual permit. Staff noted that this type of regulation follows enforcement would require additional staff hours or follow-up and enforcement may necessitate the issuance of a permit in order to carry out.

ACTION:

On a motion by Slayton, seconded by Barnett, the Urban Design Commission instructed staff to draft language to require a permit for temporary real estate graphics of the larger size (64 square feet) for review to establish a time frame for its allowance and review on an annual basis. The Commission further noted that if a fee is required in order to institute this level of regulation, the fee for renewal should be less than that of the original,

where the original would be based on the current fee structure within both the existing and proposed sign ordinance. The motion was passed on a vote of (7-0).

After the Commission acts on an application, individual Commissioners rate the overall design on a scale of 1 to 10, including any changes required by the Commission. The ratings are for information only. They are not used to decide whether the project should be approved. The scale is 1 = complete failure; 2 = critically bad; 3 = very poor; 4 = poor; 5 = fair; 6 = good; 7 = very good; 8 = excellent; 9 = superior; and 10 = outstanding. The overall ratings for this project are 6 and 7.

URBAN DESIGN COMMISSION PROJECT RATING FOR: SIGTAST Team

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
Member Ratings								6
					7			7

General Comments:

- Appreciate industry input to address issues of concern.
- Improved.