

**31.10 WINDOW GRAPHICS.**

Window street graphics as defined in Section 31.03(2), may be displayed without a permit, subject to the following restrictions:

- (1) Window graphics consisting solely of individual alphabetic letters, numerals, or other symbolic characters without any background may be displayed but shall not cover more than thirty (30) percent of the total window area.
  - (2) Window graphics that combine the individual characters allowed in Subsection (1) with other opaque objects, logos, or images or any type of background may be displayed but shall not exceed twenty (20) percent of the total window area.
  - (3) The "total window area" shall be one continuous panel of glass or other transparent material, or a set of two or more panels divided by mullions of six (6) inches in width or narrower. Panels surrounded on all sides by solid walls or mullions wider than six (6) inches shall be considered individual windows.
  - (4) The size of the graphic shall be determined by measuring a box around each group of characters, objects, images, logos and any background.
  - (5) For purposes of this section, any banner attached to the outside of a window shall not be considered a window street graphic.
  - (6) Window street graphics that are internally illuminated and flashing are prohibited.
- (Am. by Ord. 12,648, 7-28-00)

**31.11 ADVERTISING STREET GRAPHICS AND OFF-PREMISE DIRECTIONAL GRAPHICS. (Title Am. by Ord. 10,162, 12-28-90)**

- (1) Existing advertising street graphics are nonconforming and permitted to remain only in the C2, C3, and C3L Commercial Districts and the M1 and M2 Manufacturing Zoning Districts as regulated in this section and in Section 31.15(3), subject to the nonconforming advertising street graphics provisions of Section 31.05(2). Notwithstanding any other provision of these ordinances, new, relocated and replacement advertising street graphics are prohibited. Off-premise directional graphics are permitted only in the C1, C2, C3, and C3L Commercial Districts, and the M1 and M2 Manufacturing Districts as regulated in this section. (Am. by Ord. 10,327, 11-29-91)
- (2) General Regulations.
  - (a) In addition to the regulations in this subsection, advertising street graphics shall conform to all other provisions of this chapter except size, height, setback and signable area regulations which apply only to other street graphics.
  - (b) Advertising street graphics, and their supporting structures if other than a wall graphic, shall be spaced at intervals of not less than three hundred (300) feet when viewed from one directional flow of street traffic.
  - (c) Reserved For Future Use. (R. by Ord. 8164, 12-2-83)
  - (d) An advertising street graphic which is a wall graphic shall not exceed three hundred (300) square feet in area and shall not project beyond the limits of the facade on which it is located.

- (e) No advertising street graphic which is a ground graphic shall exceed three hundred (300) square feet in area, except that any advertising street graphic which is located on a zoning lot with frontage on a street on which the speed limit exceeds forty-four (44) miles per hour, provided that such advertising street graphic conforms to all other provisions of this chapter, may be as large as seven hundred and fifty (750) square feet in area.
- (f) No advertising street graphic shall exceed thirty (30) feet in height except that a design extension may exceed the permitted height limit by no more than eight (8) feet provided that the sum total of the area of all such extensions does not exceed seventy-eight (78) square feet in area. The total sum of the area of all design extensions in excess of thirty (30) feet in height shall be determined by calculating the area of the smallest square or rectangle, the sides of which are perpendicular to the ground, that encompasses all such design extensions. In no case shall any design extension which protrudes from the top edge of an outdoor advertising graphic exceed eight (8) feet in height even where the height of the main or principle portion of the outdoor advertising graphic is less than thirty (30) feet. In the event this provision relating to extensions is amended or repealed, any extensions permitted hereunder shall be promptly lowered in height or removed, accordingly, by the owner at no cost to the City. (Am. by Ord. 11,234, 4-13-95)
- (g) The following setbacks for advertising street graphics are required:
  - 1. An advertising street graphic situated parallel to the right-of-way line must be set back a distance equal to its height.
  - 2. An advertising street graphic perpendicular, or nearly so, to the street right-of-way line must be set back three (3) feet from the property line.
- (h) Roof or above-roof advertising street graphics shall not be permitted.
- (i) No advertising street graphics are permitted in districts of special control.
- (j) No advertising street graphics are permitted on lots on which dwelling units are located, except caretakers' or guards' dwelling units shall be permitted on the same lot with advertising street graphics. (Am. by Ord. 9209, 6-1-87).
- (k) No advertising street graphics shall be permitted on the front facade of any building.
- (l) No advertising street graphic shall be located in any required front yard or in the last ten (10) feet of any required rear yard.
- (m) No advertising street graphic shall be located on any zoning lot which is occupied by a nonconforming use. (Cr. by Ord. 6077, 1-6-78)
- (n) No off-premise directional graphic shall exceed sixteen (16) feet in height nor thirty-two (32) square feet in area. (Cr. by Ord. 8805, 2-27-86)
- (o) Not more than one (1) off-premise directional graphic shall be located on any zoning lot. (Cr. by Ord. 8805, 2-27-86)

- (p) The following setbacks for off-premise directional graphics are required:
  - 1. An off-premise directional graphic situated parallel to the street right-of-way must be set back a distance equal to its height.
  - 2. An off-premise directional graphic perpendicular, or nearly so, to the street right-of-way must be set back three (3) feet from the property line.(Cr. by Ord. 8805, 2-27-86)
- (q) Off-Premise directional graphics meeting the purpose of the ordinance as described in Sec. 31.02(1) may be approved by the Director of Planning and Community and Economic Development, and, in case of rejection, may be appealed to the Plan Commission. (Cr. by Ord. 8805, 2-27-86)
- (r) Any design extension which causes an advertising street graphic or off-premise directional graphic to exceed its total permitted square footage of area is strictly prohibited. (Cr. by Ord. 11,234, 4-13-95)

**31.12 CHANGEABLE COPY STREET GRAPHICS.** Changeable copy street graphics are permitted provided that:

- (1) The changeable copy is integral to a business identification graphic.
  - (2) The combined area of the changeable copy and business identification graphic does not exceed that which is permitted in Section 31.15 of this ordinance.
  - (3) That the characters forming the changeable copy message shall be of one color.
- (Sec. 31.12 Cr. by Ord. 10,283, 7-15-91)

**31.13 DISTRICTS OF SPECIAL CONTROL.**

- (1) Historic Districts. Section 33.19 of the Madison General Ordinances permits the City to designate Historic Districts. The plan for an Historic District may include specific street graphic regulations which shall supersede the provisions of this ordinance.
- (2) Urban Design Districts. Section 33.25 of the Madison General Ordinances permits the City to designate Urban Design Districts. The Urban Design Plan for any such district may include specific graphic regulations which shall supersede the provisions of this ordinance.
- (3) Planned Community Development District (PCD). In the Planned Community Development district, street graphics shall be classified and permitted in accordance with the requirements under the C1 district, unless different requirements are recommended by the Urban Design Commission and are made a part of an approved recorded Specific Implementation Plan. If such different requirements are approved they shall be, along with the recorded plan itself, construed to be and enforced as a part of this ordinance. (Am. by Ord. 7441, 6-18-81)
- (4) Planned Unit Development District (PUD). In the Planned Unit Development district, there shall be no predetermined specific regulations for street graphics, but such requirements as are made a part of an approved recorded precise development plan agreed upon by the owner and the City shall be, along with the recorded plan itself, construed to be and enforced as a part of this ordinance.
- (5) Planned Community Mobile Home Park District. The same regulations shall apply as those regulating street graphics in the PUD district.
- (6) No Advertising Graphic District. The No Advertising Graphic District is the area bounded by Lake Mendota on the North, Lake Monona on the South, Livingston Street on the East and Park Street from Lake Mendota to Dayton Street to Bedford Street to Lake Monona on the West. This district is of special importance historically and includes past, present and future redevelopment projects representing significant public and private investments. (Cr. by Ord. 8164, 12-2-83)
- (7) Research Park-Specialized Manufacturing District-RPSM. In the Research Park-Specialized Manufacturing District, street graphics shall be permitted in accordance with Section 28.10(2)(h)6. of the Madison General Ordinances and as approved by the City Plan Commission subject to the conditional use provisions of Section 28.12(10) of the Madison General Ordinances. (Cr. by Ord. 8386, 7-25-84)
- (8) Annexed Lands. Lands annexed to the City after the effective date of this subsection shall be a district of special control as defined above. (Cr. by Ord. 9332, 11-30-87)
- (9) C4 Central Commercial District. In the C4 Central Commercial District, all street graphics shall conform to any requirements for street graphics found in the "Urban Design Guidelines for Downtown Madison" published by the Urban Design Commission and referenced in Sec. 28.09(5), in addition to the provisions of this ordinance. (Cr. by Ord. 13,413, 9-24-03)