

From: Tucker, Matthew
Sent: Wednesday, March 02, 2011 9:26 AM
To: Martin, Al
Cc: 'Ryan Coffey'; Anderson, Patrick
Subject: UDC CDR, Mounds Pet Food Warehouse, 2110 S. Stoughton rd.

Al, I have reviewed the materials submitted for this case, please share the following comments with the UDC at the meeting, relative to the existing sign ordinance (MGO 31) and requested CDR:

1. The existing freestanding ground sign proposed for change-of-copy is classified as a *monument sign*.

Definition: *Monument Sign. A Ground Sign supported by and integrated into an internal structural framework or some other solid structural features other than a pole or poles, if the total width of such supporting structure(s) is more than one-third (1/3) of the width of the net area of the sign copy it supports.*

This sign is nonconforming in regard to height: the ordinance allows a maximum height of 11'-0" where the permit for the existing sign measures 20'-0". Including this sign in the CDR as a permissible sign will change its classification to "conforming" and will not require this sign to be brought into compliance with height requirements for monument-type signs at any time in the future, and would allow for this sign to be replaced as existing, by-right. Staff recommends including language that will eventually require this sign to be brought into compliance when replaced at some time in the future, using the existing ordinance language for nonconforming signs, sec. 31.05 (1), *Nonconforming signs*:

(a) General Rule. Any existing sign (except an Advertising Sign) that complied with the requirements of this Chapter at the time of erection and becomes noncompliant with the requirements of this Chapter on the effective date of this Ordinance or subsequent amendment may continue to be displayed, and copy may be changed, under the following circumstances: 1. There is no increase in gross area, net area, illumination, increase or addition of flashing, movement, or other features or characteristics prohibited by Sec. 31.045 and no addition of features that would violate Sec. 31.046(1) (Electronic Changeable Copy Signs). Existing signs with features fitting the description of any sign prohibited by Sec. 31.045(3)(f), (g), (h), or (i) shall be required to conform to the requirements of those subsections. Existing signs with features fitting the description of Electronic Changeable Copy Signs shall be required to conform to all requirements of Sec. 31.046(1) including but not limited to the applicable time limitations for changing copy or images. 2. There is no change of use on the zoning lot in question. If there is a change of zoning use, all signs on the zoning lot in question shall conform to the provisions of this chapter for the applicable zoning district....

(c) If an existing nonconforming sign is removed (or substantially removed), ordered to be removed under the authority elsewhere in this chapter, destroyed, or otherwise ceases to exist, the sign is no longer subject to the general rule allowing continued display or changes of copy under Sec. 31.05(1)(a) above.

Otherwise, besides the request to utilize wall signage in excess of the current 30% of signable area requirement, the submittal appears consistent with MGO 31.

Matt Tucker

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