

AGENDA # 1

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: April 22, 2009

TITLE: Continued Discussion on a 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.

REFERRED:

REREFERRED:

REPORTED BACK:

AUTHOR: Alan J. Martin, Secretary

ADOPTED:

POF:

DATED: April 22, 2009

ID NUMBER:

Members present were: Richard Wagner, Marsha Rummel, Todd Barnett, Dawn Weber, Richard Slayton, John Harrington, Ron Luskin and Jay Ferm.

SUMMARY:

At its meeting of April 22, 2009, the Urban Design Commission **ACCEPTED** the Communication of the SIGNTAST Team. Appearing on behalf of the project was Mary Beth Growney-Selene. At the previous April 1, 2009 meeting the Commission reviewed a communication from the SIGNTAST Team in response to issues raised during the public comment at the special meeting of February 25, 2009. The communication was based on a meeting with Mary Beth Growney-Selene of Ryan Signs to coordinate modifications to language within the proposed draft ordinance amendment relevant to opaque internally illuminated signage. Another element of subject modifications was the development of revised real estate graphics standards to provide for a larger real estate graphic generally adjacent to interstate highways at a maximum square footage of 64 square feet, in addition to the normal standard of 32 square feet required under most conditions. Discussion by the Commission on this issue favored providing a yearly limitation on the use of the larger graphics combined with a review on an annual basis and fee structure similar to that provided with permanent signage in order to facilitate timely enforcement of its restrictive use. Matt Tucker, Zoning Administrator and member of the SIGNTAST Team was unable to appear at the previous meeting due to maternity leave issues. As a follow-up Tucker requested a continuation on the communication due to issues with proposed limitations on large retail estate graphics recommended during the previous discussion. Tucker emphasized that the allowance merely provides for a total of 64 square feet of signage primarily in Commercial and Manufacturing zoning districts adjacent to the Interstate with speed limits at 45 and above. This would result in two sided 32 square foot signs back-to-back, or single-sided signs at 64 square feet or signs with alternative orientations where each sign face would not exceed 32 square feet. He noted that the existing regulations and process for real estate signage are currently exempt from the current ordinance provisions and require no permit; where there has been very little issue historically with their use and regulation as far as enforcement of existing provisions. He further noted that removal is not an issue usually do to problems with long-term appearance that doesn't meet the requirements for permanent signage. He recommended that the ordinance amendment be maintained in a simple form as is currently, requiring no permit or annual review or renewal process. Further discussion of the issue with the Commission noted concern with the perception of permanence of real estate signage. Tucker stated his preference to maintain the existing policy and exemption for real estate signage including the revised provisions and the need to concentrate on permanent signage regulation. Further discussion noted that size is not an issue

but density and number of signs along the highway is a concern where individual signs get lost. Following a review of the draft language with Assistant City Attorney Lara Mainella, the Commission noted the need to remove allowances to provide for the enlarged signage within special districts which would include Urban Design Districts and that they be allowed only when speeds are greater than 45 miles per hour.

ACTION:

On a motion by Ferm, seconded by Rummel, the Urban Design Commission **ACCEPTED** the Communication of the SIGNTAST Team. The motion was passed on a vote of (8-0). The motion provided for further provisions to the draft language regarding enlarged real estate signage to allow its use only for properties adjacent to roadways that feature a speed greater than 45 miles per hour and the elimination of the allowance for its use in special districts.

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 rating for this project is 7.

URBAN DESIGN COMMISSION PROJECT RATING FOR: SIGTAST Team Communication

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

General Comments:

- Thanks for the investigation.