

AGENDA # 2

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION **PRESENTED:** May 6, 2009

TITLE: Substitute to Adopt and Confirm
 Amendments to the Madison General
 Ordinances as Set Forth in Attached
 Exhibit X Pursuant to Sec. 66.0103, Wis.
 Stats. Repealing and Recreating Chapter 31
 and Amending Portions of Chapter 28,
 Section 33.23 and Chapter 1. (04167)

REFERRED:
REREFERRED:
REPORTED BACK:

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

DATED: May 6, 2009 **ID NUMBER:**

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

SUMMARY:

At its meeting of May 6, 2009, the Urban Design Commission **RECOMMENDED TO COUNCIL TO ADOPT**. Appearing on behalf of the project was Mary Beth Growney-Selene. Matt Tucker, Zoning Administrator; Assistant City Attorney Lara Mainella; and staff provided a summary on the draft revision amending Chapter 31 of the Street Graphics Control Ordinance, including various alterations to Chapters 28 and 31, Madison General Ordinances necessitated by the various amendments to the Street Graphics Ordinance. Tucker elaborated on the executive summary that details each of the collective modifications to Chapter 31 provided with the original draft language of the ordinance, as well as more recent substitute changes as a result of discussions and recommendations of the Urban Design Commission at special meetings following introduction of the original draft ordinance. Mainella noted modifications to various portions of Chapter 33 of the Madison General Ordinances, which provides the framework for regulation of the Urban Design Commission dealing with signage related issues and the duties of the Secretary. She further noted that many of the modifications provide further specification of administrative approval provisions by the Secretary consistent with practice, as well as clarification of public hearing requirements. Following the presentation by the SIGNTAST Team, Growney-Selene of Ryan Signs spoke in opposition to the modified provisions for electronic changeable copy graphics that provide for a departure from current regulations that change a copy be not more frequently than two minutes to a more restrictive standard of not less than an hour frequency. She noted that the hour limit was unreasonable regulation in light of business climate. She noted that she supported a more frequent change to replace the current two minute standard but could support maintaining the two minute standard at this time. She further noted that the Urban Design Commission is hung up on the use of signs for advertising and would like to see staying at the two minute standard with requirements for better design and integration.

ACTION:

On a motion by Rummel, seconded by Wagner, the Urban Design Commission **RECOMMENDED TO COUNCIL TO ADOPT**. The motion was passed on a vote of (9-0).

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 7 and 8.

URBAN DESIGN COMMISSION PROJECT RATING FOR: Chapter 31

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
Member Ratings	-	-	-	-	-	-	-	7
	-	-	-	-	-	-	-	8

General Comments:

- Great work by staff. Thank you.
- I appreciate everyone’s hard work – UDC Commissioners and staff.
- Bravo for all the work.
- Sign code revision goes to Council...