

BUILDING INSPECTION STAFF REPORT

February 28, 2024



PREPARED FOR THE URBAN DESIGN COMMISSION

Proposal: Sign Code Text Amendment

Legistar File ID #: [81686](#) Amending Section 31.14(2)(e) of the Madison General Ordinances allow Group 2 signs for all allowed nonresidential uses in Group 1.

Prepared By: Zoning Staff

[78659](#) – This amendment clarifies that non-residential uses allowed in the Conservancy, Agriculture, and Urban Agricultural zoning districts would use Group 2 rules for allowable signage.

The sign code uses groups of zoning districts to organize some of its regulations. There are three groups. The groups are more to less restrictive from Groups 1-2-3. Generally, larger and taller wall and ground signs are allowed in Groups 2 and 3 than in Group 1. Currently the ordinance allows non-residential uses classified as *Conditional* in Group 1 to use the Group 2 signage allowances, and is silent on non-residential uses classified as *Permitted* uses. Without this amendment, the allowed signage for Permitted Uses in these districts would be a 6 sq. ft. wall sign, on a building only.

This ordinance amendment clarifies that, for any non-residential uses in the Conservancy, Agriculture, and Urban Agricultural zoning districts, the rules for Group 2 will apply when that use is allowed under the zoning code, whether they are allowed as a conditional use or as a permitted use. This is accomplished by eliminating the words “as a conditional use”, thus treating permitted uses and conditional uses equally in regard to allowable signage.

The list of permitted non-residential uses in the Conservancy, Agriculture, and Urban Agricultural districts is relatively small. Some examples of non-residential uses allowed in these districts include: a variety of agricultural uses, electric power production (including solar farms), community and market garden, animal boarding facility/kennel/animal shelter, parks and playgrounds, schools: arts/technical/trade, artisan workshop, a variety of public utility uses, transit stop or station, veterinary clinic, and garden center.

Staff supports this amendment.