

AGENDA # 2

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: November 14, 2007

TITLE: 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 and Chapter 1. (04167)

REFERRED:

REREFERRED:

REPORTED BACK:

AUTHOR: Alan J. Martin, Secretary

ADOPTED:

POF:

DATED: November 14, 2007

ID NUMBER:

Members present were: Lou Host-Jablonski, Chair; John Harrington, Bruce Woods, Bonnie Cosgrove, Jay Ferm, Richard Slayton, Richard Wagner and Todd Barnett.

SUMMARY:

At its meeting of November 14, 2007, the Urban Design Commission **DISCUSSED** amendments to the ordinance. Staff noted clarifications to language in regards to electronic changeable copy signs distributed to the Commission as a follow-up to the Commission's review of the modifications requesting verification as to their consistency with directions to staff on specific language changes. Beyond this final language, the Commission noted to staff its desire for it to draft an outright ban on ground signs for large retail establishments with the provision to require a variance to allow for ground signage in exchange for better architecture. Staff was also instructed to look at an alternative that ties gross square footage of retail commercial space as a means to limit or eliminate the alternative for the use of ground signs for large retail establishments. As a follow-up to previous discussion on regulation of wall signage for a large commercial/retail development, staff presented three options that would further restrict the maximum allowable square footage of wall signage based on the threshold that is within the Zoning Code already regulating Planned Commercial Sites and large retail establishments as conditional uses based on their threshold qualifiers at 25,000 square feet and 40,000 respectively. The three options would limit the allowable square footage of wall signage to not more than 30% of the signable area on the building façade, in addition to eliminating a provision that would allow as an alternative two square feet per linear feet of tenant frontage as a means to calculate wall signage area. The three options basically provide for these limitations at either one of the three of the following:

- "...except for a retail development with a total gross floor area (GFA) of 40,000 square feet or more ("Big Box") or when the total square footage of all buildings on the zoning lot exceeds forty thousand (40,000) square feet of gross floor area and where twenty-five (25,000) square feet or more of floor area designed or intended for retail use for a hotel or motel use (Planned Commercial Site)..."
- "...except when the total square footage of all buildings on the zoning lot is twenty-five (25,000) square feet or more of floor area designed or intended for retail use or for a hotel or motel use..."
- "...except when the total square footage of all buildings on the zoning lot is twenty-five (25,000) square feet or more (any non-residential development)."

The Commission, by way of a motion by Cosgrove, seconded by Woods, generally favored the last version that supports limits on wall signage based on a threshold of 25,000 square feet. Continued discussion based on the finalized language for electronic changeable signs where the Commission noted its support for the need for electronic changeable copy graphics to change all at once, not to scroll or phase in the electronic message. On a motion by Fern, seconded by Woods, the Commission noted its acceptance of the language relevant to electronic changeable copy graphics. The motion passed unanimously. The Commission further noted that the language for time and temperature was OK; time would only change once every minute with temperature between the time changes. Further discussion on the finalized language for electronic changeable copy signs emphasized the need for language to exempt public displays, relevant to proposed modifications to Section 31.045(f) in regards to the projection of images.

ACTION:

Since this was a **DISCUSSION** item, no formal action was taken by the Commission.