

AGENDA # 1

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: June 11, 2008
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.	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: Alan J. Martin, Secretary	ADOPTED: POF:
DATED: June 11, 2008	ID NUMBER:

Members present were: Marsha Rummel, Todd Barnett, Bruce Woods, Richard Slayton, Bonnie Cosgrove, Richard Wagner, Jay Ferm and Lou Host-Jablonski.

SUMMARY:

As an update to the previous special meeting's activities held on May 14, 2008, staff noted the Commission's requests to amend the "Executive Summary" regarding the draft ordinance and proposed substitute language and to provide an updated copy of the draft ordinance; had now been accomplished with materials distributed prior to and at this meeting. Staff noted that the remaining request to expedite the finalization of the "explanative" graphic package would be initialized soon with the assignment of available intern staff projected to begin work within the near future. Staff felt that with the amount of work to be accomplished by the next special meeting (July 30); only the revisions to the unfinished existing graphics package could be provided with significant time needed to illustrate additional elements. The Commission emphasized to staff the necessity to complete this work as an aid for their own understanding of the signage amendments, as well as a tool to explain the provisions to the public at future hearings.

The remainder of the meeting centered on review of the elements within the executive summary that required further clarification based on the original draft ordinances and subsequent substitute provisions supported by the Commission over the last years of discussion.

Staff noted that most of the subsequent substitute provisions were based on original feedback and comments provided by some members of the Commission, several of which are no longer on the Commission. The continued discussion emphasized that several new members due to recent turnover were not directly involved in the original feedback process where the original draft ordinance language and subsequent substitute provisions still required further discussion and clarification in order to proceed with the pending approval process.

Staff and the Commission mutually agreed on the need to restudy collectively the draft ordinance and substitute provisions to provide a structured framework for finalizing the Commission's review by identifying issues that still needed clarification, rework or more explanation, both textually and graphically. The Commission agreed to a commitment to study both the draft and substitute provisions and provide direct comments to staff by no later than June 23, 2008. Staff is to compile, as well as provide access to the collected comments by Commissioners to be utilized as the basis for future discussions and review. Staff also agreed to finalize the

preliminary draft graphics package as soon as possible to facilitate further discussion, in addition to providing access to the Commission of the “photographic survey of signage” developed for discussion at the special meeting of March 5, 2008 to act as a visual aid with the review of the draft ordinance and substitute materials. Staff was implored to use the survey materials as a component of the “explanative graphics package” to potentially minimize the amount of computer generated graphics necessary to provide explanation of the various code provisions. On a motion by Slayton, seconded by Woods, the Commission agreed to the above stated processes which included a suggestion to color code individual reviews and responses. Green indicates no issue or problem with a particular provision, yellow indicates questions and issues requiring further explanation, with red indicating substantial issues with provisions requiring explanation, clarification, reworking and/or graphic illustration. The motion passed on a unanimous vote of (7-0).