

## AGENDA # 2

City of Madison, Wisconsin

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**REPORT OF:** URBAN DESIGN COMMISSION      **PRESENTED:** May 14, 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:** May 14, 2008

**ID NUMBER:**

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

### **SUMMARY:**

Staff distributed a copy of the minutes of the special meeting of March 5, 2008, the last meeting where the Commission had its most recent substantive discussion on the street graphics ordinance amendments. The last special meeting where it was intended to discuss the amendments of April 16, 2008; was dedicated to discussion and recommendations on the "Stoughton Road Revitalization Project Plan" with no time remaining for discussion of the sign ordinance amendments. Continued discussion according to the meeting minutes of March 5, 2008 requested that staff "coordinate the review of 'explanative' graphics relevant to the draft ordinance revisions in combination with the photographic survey of signage materials to provide a more comprehensive backdrop for the continued discussion of signage issues." Staff distributed a simplified graphics package which were intended to explain some of the revised concepts within the draft ordinance. Staff noted the incompleteness of the materials which had not been finalized or worked on since November of 2006. Following a review of the materials, the Commission noted the need for completing the full array of graphics necessary to explain all the basic concepts within the sign ordinance revisions for its benefit, as well as for use at the future informational public hearing.

Also as a follow-up to the March 5, 2008 meeting, staff distributed revised ground sign tables that emphasized a preference for monument type signage over typical "pole" signs by allowing greater total square footage with monument type signage. The Commission requested that the graphics package be expanded to provide illustrations on how the proposed revised regulations effect the size and height of both types of ground signage, including the different methods on how they are measured.

Assistant City Attorney Lara Mainella expressed some concern on the length of the Urban Design Commission's discussions on the ordinance revisions, since its introduction in July of 2006. In response the Commission reiterated its need to fully understand the existing ordinance provisions as well as the amended ordinance in order to make its own recommendations on the draft revisions. The Commission noted the need to provide for the finalization of the "explanative" graphics package in order to move forward on its review and recommendations to the revised ordinance as well as provide the basis for discussion in future hearings. The

Commission remarked that many of the pre-scheduled special meetings intended to discuss the ordinance revisions had been side tracked with other items needing its attention, so as a method to expedite the review process instructed staff not to add any other items to the special meeting agendas. This directive was passed on a motion by Woods, seconded by Rummel. The motion passed on a unanimous vote of (8-0).

Staff noted the turnover in membership experienced by the Commission since introduction of the ordinance revisions and the additional time necessary to bring new members up to speed which acted to extend the Commission's review process. The Commission requested that the SIGNTAST Staff Team amend the executive summary to update the Commission on all its recommendations to the draft language and provide an updated copy of the draft ordinance to include all of the Commission's recommendations since the initiation of its discussions on the ordinance revisions.