

AGENDA # 1

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: September 17, 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: September 17, 2008

ID NUMBER:

Members present were: Lou Host-Jablonski, Dawn Weber, Todd Barnett, Bruce Woods, Richard Slayton and John Harrington.

SUMMARY:

Staff initiated discussion with the distribution of the approved minutes of the Commission's last discussion on the revisions to the draft Street Graphics Ordinance in a report dated June 11, 2008. Staff provided an overview of discussion which occurred at that meeting as the basis for the continuation of discussion at this current meeting. Staff noted the directives from that meeting were as follows: "The Commission agreed to a commitment to study both draft and substitute provisions and provide direct comments to staff...Staff is to compile, as well as provide access to collected comments by Commissioners to be utilized as the basis for future discussions and review. Staff also agree to finalize the preliminary draft graphics package as soon as possible to facilitate further discussion." These two directives were then utilized as the basis for discussion, beginning with review of the updated draft graphics package as modified by David Kress, intern in conjunction with the SignTAST Staff Team. Staff noted that beyond this initial graphics package additional illustrations of the ground sign provisions relative to height and size based on speed limits have yet to be done. Following a review of the draft graphics package the Commission noted the following:

- Needs to be more of a distinguishment between pole versus non-pole (monument) signs that should reward and be in favor of non-pole/monument signs and discourage pole signs.
- There needs to be further restrictions on pole signs as well as further clarification of the difference between a pole sign and a non-pole sign (monument), including the provision of a definition for non-pole signs.
- Staff should provide clarification for wall projecting and canopy signage provisions as contained within the current draft version or consider additional language to clarify if necessary.
- Additional illustrations within the explanative graphics package shall include details regulating parapet/wall signage regulations.
- The explanative draft graphics package relative to multi-story signage needs architecture consistency both vertical and horizontal orientation.

The Commission requested for its next meeting that details for ground signs relevant to the speed limit, size and height requirements in the explanative graphics package provide for comparisons between the existing code

provisions with an array of additional comparisons at a 10%, 15% or 25% difference in size and height. Staff was also instructed to provide a definition for non-pole/monument ground signs.

Additional discussion on the Commission's comments and concerns relevant to the draft ordinance provisions were distributed to the Commission; staff was instructed to make any necessary corrections to the draft text based on comments and observations by Slayton and Ferm.