

## AGENDA # 1

City of Madison, Wisconsin

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REPORT OF: URBAN DESIGN COMMISSION

**PRESENTED:** March 5, 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:** March 5, 2008

**ID NUMBER:**

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

### **SUMMARY:**

Staff provided the Commission with a protocol for the review and discussion of photographic survey of existing signage in the community gathered by Commissioners. The function of the survey emphasized the use and extent of signage, necessity and location of pole signs, as well as a comprehensive look at the visual feel of signage. Each member provided explanations of the signage gathered, with Matt Tucker, Zoning Administrator and staff noting relative information on existing and proposed code implications. After an exhaustive review of materials and discussion, the Commission generally felt more comfortable with signage based issues in both the existing street graphics code ordinance and some of the proposed draft revisions. The Commission, in anticipation of the next special meeting on this item (to be held on April 2, 2008), suggested that staff coordinate the review of “explanative” graphics relevant to the draft ordinance revisions (schedule to be discussed but not) in combination with the photographic survey of signage materials to provide a more comprehensive backdrop for the continued discussion of signage issues.