

## AGENDA # 1

City of Madison, Wisconsin

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REPORT OF: URBAN DESIGN COMMISSION

**PRESENTED:** October 19, 2011

**TITLE:** Amending Section 31.07(5) of the Madison General Ordinances, Revising the Introductory Paragraph to Clarify Where “Signs Outside Signable Area” May be Displayed, and Renumbering Section 31.07(6)(c) to Section 31.07(7). (24031)

**REFERRED:**

**REREFERRED:**

Charter Ordinance Creating Section 31.045(3)(c)4, and Section 31.07(5)(f) of the Madison General Ordinances to Allow Government Building Identification Signs and Decorative and Promotional Banners on a Wall Surface of a Government Building that Projects into the Highway Right-of-Way. (24030)

**REPORTED BACK:**

201 West Mifflin Street – Signage in the Right-of-Way for the Renovated Madison Public Library in the C4 Central Commercial District. 4<sup>th</sup> Ald. Dist. (20291)

**AUTHOR:** Alan J. Martin, Secretary

**ADOPTED:**

**POF:**

**DATED:** October 19, 2011

**ID NUMBER:**

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Members present were: Richard Wagner, Todd Barnett, Melissa Huggins, Dawn O’Kroley and John Harrington.

### **SUMMARY:**

At its meeting of October 19, 2011, the Urban Design Commission **GRANTED FINAL APPROVAL** of Amending Section 31.07(5) of the Madison General Ordinances, revising the introductory paragraph to clarify where “Signs Outside Signable Area” may be displayed, and renumbering Section 31.07(6)(c) to Section 31.07(7); Charter Ordinance creating Section 31.045(3)(c)4, and Section 31.07(5)(f) of the Madison General Ordinances to allow government building identification signs and decorative and promotional banners on a wall surface of a government building that projects into the highway right-of-way; and 201 West Mifflin Street – signage in the right-of-way for the renovated Madison Public Library in the C4 Central Commercial District. Appearing on behalf of the project were Brian Reed, representing the City of Madison Public Library; Bryan

Cooper, City Engineering; Eugene Post, representing the City of Madison Public Library; and Doug Hursh, representing the City of Madison Public Library.

This item was approved as a consent agenda item.

**ACTION:**

On a motion by O’Kroley, seconded by Harrington, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a unanimous vote of (4-0).

**URBAN DESIGN COMMISSION PROJECT RATING FOR: 201 West Mifflin Street**

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
<b>Member Ratings</b>								

General Comments:

- I don't support separate rules for City. The library is deserving of support and attention, just wish signs would fit code.