

AGENDA # 1

City of Madison, Wisconsin

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. 4th Ald. Dist. (20291)

AUTHOR: Alan J. Martin, Secretary

ADOPTED:

POF:

DATED: October 19, 2011

ID NUMBER:

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
Member Ratings								

General Comments:

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