

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: June 6, 2012

TITLE: Creating Section 31.046(2)(a)7. of the Madison General Ordinances Relating to Signage on Mobile Grocery Store Vehicles Parked on Private Property. (26423)

REFERRED:

REREFERRED:

REPORTED BACK:

AUTHOR: Alan J. Martin, Secretary

ADOPTED:

POF:

DATED: June 6, 2012

ID NUMBER:

Members present were: Richard Wagner, Dawn O’Kroley, Henry Lufler, Todd Barnett, Richard Slayton, Tom DeChant, Marsha Rummel and John Harrington.

SUMMARY:

At its meeting of June 6, 2012, the Urban Design Commission **RECOMMENDED APPROVAL** the ordinance. Lara Mainella, City Attorney’s Office spoke to the Commission for an ordinance change to facilitate a new project. Mobile grocery stores do meet the definition of portable signs, but this one will not be used principally as a sign. This only refers to the vehicle when it is on private property.

ACTION:

On a motion by Lufler, seconded by Rummel, the Urban Design Commission **RECOMMENDED APPROVAL** the ordinance. The motion was passed on a unanimous vote of (7-0).