

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: September 16, 2015

TITLE: Amending, creating and repealing various sections of Chapter 31, the Sign Control Ordinance, of the Madison General Ordinances to modify the criteria for menu or merchandise boards, allow additional ground signs on certain lots, make a technical correction to measurement of awning signs, modify the measurement of wall signs on large buildings, allow accessory window signs, and to allow certain nonconforming signs to remain in place with a change of use. (39847)

REFERRED:

REREFERRED:

REPORTED BACK:

AUTHOR: Alan J. Martin, Secretary

ADOPTED:

POF:

DATED: September 16, 2015

ID NUMBER:

Members present were: Richard Wagner, Chair; Lois Braun-Oddo, Cliff Goodhart, Tom DeChant, Dawn O’Kroley, Michael Rosenblum, Richard Slayton and Sheri Carter.

**SUMMARY:**

At its meeting of September 16, 2015, the Urban Design Commission **RECOMMENDED APPROVAL** of amending, creating and repealing various sections of Chapter 31, the Sign Control Ordinance. Matt Tucker, Zoning Administrator was present to discuss details on the ordinance. This change is at the request of the Mayor and represents a number of changes that have been suggested since the Zoning Code rewrite in 2009. Currently there is not a limit on the maximum size of the sign on a wall; it’s limited by two factors: a very large building (over 25,000 square feet of gross floor area), the signable area on the building (free of architectural detailing) is 30% of that area. For a building under 25,000 square feet of gross floor area, it would be two square feet per linear foot of the building, up to 100% of the area or 40% of the area, whichever is larger. This is a limit on the sign itself, not the signable area.

Mary Beth Growney Selene, representing Ryan Signs, Inc. spoke in support of the ordinance change. She has worked with Planning and Zoning staff on these changes. Since 2009 they have had to present before the Urban Design Commission more often, particularly on the 25,000 square foot buildings. This ordinance change would mean less presentations to the UDC on behalf Ryan Sign’s customers.

Kevin Little spoke in support, representing the Greater Madison Chamber of Commerce.

**ACTION:**

On a motion by O’Kroley, seconded by Goodhart, the Urban Design Commission **RECOMMENDED APPROVAL**. The motion was passed on a vote of (7-0).