



Legislation Details (With Text)

**File #:** 35365      **Version:** 1      **Name:** Vacant storefront temporary window coverings  
**Type:** Ordinance      **Status:** Passed  
**File created:** 8/26/2014      **In control:** URBAN DESIGN COMMISSION  
**On agenda:** 10/7/2014      **Final action:** 10/7/2014  
**Enactment date:** 10/16/2014      **Enactment #:** ORD-14-00159

**Title:** Creating Sections 31.101 and 31.041(3)(a)8. of the Madison General Ordinances to allow decorative coverings of vacant storefronts in the Downtown Core and Urban Mixed-Use districts and establish permit and application fees for said permit.

**Sponsors:** Michael E. Verveer, Marsha A. Rummel

**Indexes:**

**Code sections:**

**Attachments:** 1. WindowSignExamples.pdf

Date	Ver.	Action By	Action	Result
10/7/2014	1	COMMON COUNCIL	Adopt	Pass
9/17/2014	1	URBAN DESIGN COMMISSION	RECOMMEND TO COUNCIL TO ADOPT - REPORT OF OFFICER	
9/2/2014	1	COMMON COUNCIL	Referred	
8/26/2014	1	Attorney's Office/Approval Group	Referred for Introduction	

**Fiscal Note**

There likely will be a small increase in General Fund revenues derived from permit application fees, perhaps in the range of \$1,000 to \$1,500 annually, based on an estimated 10 to 15 six-month applications, twice per year.

**Title**

Creating Sections 31.101 and 31.041(3)(a)8. of the Madison General Ordinances to allow decorative coverings of vacant storefronts in the Downtown Core and Urban Mixed-Use districts and establish permit and application fees for said permit.

**Body**

DRAFTER'S ANALYSIS: This ordinance creates a new permit for Temporary Decorative Window Coverings on vacant buildings downtown. Under current ordinance only 20% or 30% of a window may be covered with signs. This ordinance allows limited decorative window coverings, as defined by this ordinance, to cover up to 100% of the window space of vacant property in the Downtown Core and UMX districts. The covering must be decorative only, or contain only noncommercial messages to call attention to a cultural event, charity campaign or neighborhood-association sponsored activity in the Central Area as defined in Chapter 28. This is to improve the appearance and safety of vacant buildings or tenant spaces in the Downtown Core and UMX districts. Such permits will be renewable in six-month increments while the space remains vacant.

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The Common Council of the City of Madison do hereby ordain as follows:

- Section 31.101 entitled "Temporary Decorative Window Coverings" of the Madison General Ordinances is created to read as follows:

**"31.101 TEMPORARY DECORATIVE WINDOW COVERINGS.**

The City recognizes the value of improving the visual appearance of the streetscape in the Downtown Core (DC) and Urban Mixed-Use (UMX) districts by allowing temporary decorative coverings on the window of a vacant storefront or tenant space. This promotes the city's substantial interests in improving the aesthetics and safety for businesses and individuals in the downtown area by creating

visual interest, providing information about community activities, as well as shielding the view of the interior of the vacant property. Therefore, the Zoning Administrator may issue a permit for a temporary decorative window covering in the Downtown Core and UMX districts, subject to the following:

- (1) The building or tenant space associated with the window must be vacant.
- (2) The window covering shall include only the following elements:
  - (a) Decorative design with no text or logo, displayed for the purpose of adding color and interest to the building.
  - (b) A noncommercial message displayed to call attention to cultural events, charity campaigns or neighborhood-association sponsored activities occurring in the Central Area as defined in Chapter 28.
- (3) The window covering may be displayed only on glass or transparent panels, shall be flush with the window surface, and may cover up to one hundred percent (100%) of the total window area as defined in Sec. 31.10(3). If displayed on the outside of the window, the window covering shall be of a weatherproof material and application that resists peeling.
- (4) The permit issued for a decorative window covering shall be issued for a maximum of six (6) months or until the building or tenant space associated with the window is occupied, whichever is shorter. Such permit may be renewed if the building or tenant space continues to be vacant.
- (5) Temporary decorative window coverings under this section shall not be considered "window signs" under Sec. 31.10."

2. Paragraph 8. of Subdivision (a) entitled "Initial Sign Permit" of Subsection (3) entitled "Permit and Application Fees" of Section 31.041 entitled "Sign Permits and Fees" of the Madison General Ordinances is created to read as follows:

"8. Temporary Decorative Window Coverings under Sec. 31.101: Flat fee of fifty dollars (\$50) per window. Each permit is valid for a maximum of six (6) months or until the building or tenant space associated with the window is occupied, whichever is shorter, and is renewable for the same fee and duration if the building or tenant space continues to be vacant."