



Legislation Details (With Text)

**File #:** 04167      **Version:** 3      **Name:** 09repeal/recreate Chapter 31  
**Type:** Ordinance      **Status:** Passed  
**File created:** 7/12/2006      **In control:** URBAN DESIGN COMMISSION  
**On agenda:** 5/19/2009      **Final action:** 5/19/2009  
**Enactment date:** 6/5/2009      **Enactment #:** ORD-09-00091 & A

**Title:** AMENDED SUBSTITUTE - To adopt and confirm amendments to the Madison General Ordinances as set forth in attached Exhibit X pursuant to Sec. 66.0103, Wis. Stats. Repealing and recreating Chapter 31 and amending portions of Sec. 33.24, Chapter 28 and Chapter 1.

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

**Indexes:**

**Code sections:**

**Attachments:** 1. Current Chapter 31 To Be Repealed, 2. Version 1, 3. May 2009 EXHIBIT X-SUBSTITUTE TEXT, 4. FINAL EXHIBIT X - AMENDED SUBSTITUTE TEXT, 5. 04167-EXHIBIT-X.pdf, 6. Version 2.pdf, 7. City Attorney Report & Drafter's Analysis.pdf, 8. 032807UDCreport.pdf, 9. 041807UDCreport.pdf, 10. 062707 UDCReport.pdf, 11. 111407 UDCReport.pdf, 12. 030508 UDCreport.pdf, 13. Graphic Ord Report 051408.pdf, 14. 061108 UDCreport.pdf, 15. 091708 UDCreport.pdf, 16. Chapter31\_SignageOrdinance (2).pdf, 17. 121008 UDC report.pdf, 18. 022509 UDCreport&rating.pdf, 19. UDC report 050609.pdf, 20. MessageBoards.pdf, 21. discussion of options for regulating number of pole / ground signs, 22. GroundPoleSigns.pdf, 23. FermQ&A.pdf, 24. SlaytonQ&A.pdf, 25. Chapter31\_SignageOrdinance.pdf, 26. 2008GroundPoleSigns.pdf, 27. SignCodeExecSummaryMay2009.pdf, 28. Chapter31report050609.pdf, 29. 04167 admendment from floor.pdf, 30. 04167 Registration Stmt.pdf

Date	Ver.	Action By	Action	Result
5/19/2009	3	COMMON COUNCIL	Adopt With Amendment(s)	Pass
5/6/2009	2	URBAN DESIGN COMMISSION	RECOMMEND TO COUNCIL TO ADOPT - PUBLIC HEARING	Pass
5/5/2009	2	Attorney's Office/Approval Group	Refer	
2/25/2009	1	URBAN DESIGN COMMISSION	Re-refer	
1/28/2009	1	URBAN DESIGN COMMISSION	Re-refer	
12/10/2008	1	URBAN DESIGN COMMISSION	Re-refer	
9/17/2008	1	URBAN DESIGN COMMISSION	Re-refer	
6/11/2008	1	URBAN DESIGN COMMISSION	Re-refer	
5/14/2008	1	URBAN DESIGN COMMISSION	Re-refer	
4/16/2008	1	URBAN DESIGN COMMISSION	Re-refer	Pass
3/5/2008	1	URBAN DESIGN COMMISSION		
1/16/2008	1	URBAN DESIGN COMMISSION		
11/8/2007	1	URBAN DESIGN COMMISSION	Refer	
5/30/2007	1	URBAN DESIGN COMMISSION	Discuss and Finalize	Pass
4/18/2007	1	URBAN DESIGN COMMISSION	Discuss and Finalize	Pass

3/28/2007	1	URBAN DESIGN COMMISSION	Discuss and Finalize
7/18/2006	1	COMMON COUNCIL	Refer
7/12/2006	1	Attorney's Office/Approval Group	Approved As To Form
7/12/2006	1	Attorney's Office	Fiscal Note Required / Approval
7/12/2006	1	Finance Dept/Approval Group	Fiscal Note Pending
7/12/2006	1	Attorney's Office	Referred for Introduction
	1	URBAN DESIGN COMMISSION	

**Fiscal Note**

The Ordinance includes a number of changes to sign permitting requirements and associated fees. Currently, General Fund signage revenues range about \$40,000 annually. While the impact on General Fund revenues associated with these changes is unknown, the fee changes are anticipated to result in an increase in annual General Fund revenues of perhaps \$10,000 to \$20,000.

**Title**

**AMENDED SUBSTITUTE** - To adopt and confirm amendments to the Madison General Ordinances as set forth in attached Exhibit X pursuant to Sec. 66.0103, Wis. Stats. Repealing and recreating Chapter 31 and amending portions of Sec. 33.24, Chapter 28 and Chapter 1.

**Body**

DRAFTER'S ANALYSIS: This ordinance repeals and recreates Chapter 31 (Street Graphics Control Ordinance), making numerous changes to that chapter, and amends Chapter 28, Sec. 33.24, and Sec. 1.08(3) (a), all relating to the street graphics (sign) ordinance and Urban Design Commission ordinance. These changes are more fully summarized in the Report of the City Attorney. The complete text of the ordinance amendments are shown in Exhibit X.

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

All of Exhibit X repealing and recreating Chapter 31, amending various portions of Sections 28.03, 28.04, 28.085, 33.24 and 1.08; repealing various portions of Section 28.04, 28.07, 28.09, and 28.10; and creating various portions in Section 33.24 and is hereby adopted in its entirety and confirmed in all respects.

Said Exhibit X is published in pamphlet form by direction of the Common Council of the City of Madison, in accordance with Section 66.0103, Wisconsin Statutes.

**EXHIBIT X**

Madison General Ordinances

repealing and recreating Chapter 31,

amending Subsection (2) of Section 28.03,

repealing Subsection (15) of Section 28.04,

amending Paragraphs 10. and 11. of Subdivision (b) of Subsection (26) of Section 28.04,

repealing Subparagraph g. of Paragraph 16 of Subdivision (c) of Subsection (2) of Section 28.07,

amending Subparagraph h. of Paragraph 4. of Subdivision (c) of Subsection (4) of Section 28.085,

repealing Subparagraph a. of Paragraph 1. of Subdivision (c) of Subsection (2) of Section 28.09,

repealing Paragraph 12. of Subdivision (d) of Subsection (2) of Section 28.09,

repealing Paragraph 7. of Subdivision (d) of Subsection (5) of Section 28.09,

repealing Paragraph 6. of Subdivision (h) of Subsection (2) of Section 28.10,

repealing Subparagraph a. of Paragraph 1. of Subdivision (c) of Subsection (3) of Section 28.10,  
repealing Subparagraph a. of Paragraph 1. of Subdivision (c) of Subsection (4) of Section 28.10,  
repealing Paragraph 6. of Subdivision (h) of Subsection (6) of Section 28.10,

amending Subsections (1) and (3) of Section 33.24,

creating Subdivision (l) of Subsection (3) of Section 33.24,

amending Subdivisions (a), (b), (d), (e), and (g) of Subsection (3) of Section 33.24,

creating Paragraph 6. of Subdivision (h) of Subsection (4) of Section 33.24,  
creating Subdivision (j) of Subsection (4) of Section 33.24,

amending Subsections (6) and (7) of Section 33.24,

amending Subdivision (b) of Subsection (8) of Section 33.24,

amending Paragraph 4. of Subdivision (c) Subdivision (8) of Section 33.24,

~~amending Subsubparagraph iv. of Subpar. a. of Par. 4. of Subdivision (c) Subsection (8) of Sec. 33.24,~~

~~repealing Subsubparagraph v. of Subpar. a. of Par. 4. of Subdivision (c) Subsection (8) of Sec. 33.24,~~

amending Subsubparagraph vi. of Subpar. b. of Par. 4. of Subdivision (c) Subsection (8) of Sec. 33.24,  
amending Subdivision (c) of Subsection (9) of Sec. 33.24,

~~repealing~~amending Subsubparagraph v. of Subpar. b. of Par. 4. of Subdivision (d) Subsection (9) of Sec.  
33.24,

amending Subdivision (b) of Subsection (10) of Sec. 33.24,

~~repealing~~amending Subsubparagraph v. of Subpar. a. of Par. 4. of Subdivision (c) Subsection (10) of Sec.  
33.24,

amending Subsubparagraph vi. of Subpar. b. of Par. 4. of Subdivision (c) Subsection (10) of Sec. 33.24,  
amending Subdivision (c) of Subsection (11) of Sec. 33.24,

~~repealing~~amending Subsubparagraph iii. of Subpar. a. of Par. 3. of Subdivision (d) Subsection (11) of Sec.  
33.24,

amending Subsubparagraph vi. of Subpar. b. of Par. 3. of Subdivision (d) Subsection (11) of Sec. 33.24,  
amending Subdivision (c) of Subsection (12) of Sec. 33.24,

~~repealing~~amending Subsubparagraph iii. of Subpar. a. of Par. 3. of Subdivision (d) Subsection (12) of Sec.  
33.24,

amending Subsubparagraph v. of Subpar. b. of Par. 3. of Subdivision (d) Subsection (12) of Sec. 33.24,  
amending Subdivision (c) of Subsection (13) of Sec. 33.24,

~~repealing~~amending Subsubparagraph iii. of Subpar. a. of Par. 3. of Subdivision (d) Subsection (13) of Sec.  
33.24,

amending Subsubparagraph v. of Subpar. b. of Par. 3. of Subdivision (d) Subsection (13) of Sec. 33.24,  
amending Subdivision (c) of Subsection (14) of Sec. 33.24,

amending ~~Subsubparagraph vii. of Subpar. a. of Par. 6. of Subdivision (d) Subsection (14) of Sec. 33.24,~~

and

amending Subdivisions (a) and (b) of Subsection (3)

Section 1.08

of Volumes I, III and IV

in Pamphlet Form

CITY OF MADISON

COUNTY OF DANE

STATE OF WISCONSIN