



Legislation Details (With Text)

**File #:** 24031      **Version:** 1      **Name:** Signable Area  
**Type:** Ordinance      **Status:** Passed  
**File created:** 9/27/2011      **In control:** URBAN DESIGN COMMISSION  
**On agenda:** 11/29/2011      **Final action:** 11/29/2011  
**Enactment date:** 12/7/2011      **Enactment #:** ORD-11-00166

**Title:** Amending Sec. 31.07(5) of the Madison General Ordinances, revising the introductory paragraph to clarify where “signs outside signable area” may be displayed, and renumbering Sec. 31.07(6)(c) to Sec. 31.07(7).

**Sponsors:** Larry Palm, Michael E. Verveer, Paul R. Soglin

**Indexes:**

**Code sections:**

**Attachments:** 1. 201WMifflin Sign Ord UDC Report 101911.pdf

Date	Ver.	Action By	Action	Result
11/29/2011	1	COMMON COUNCIL	Adopt	Pass
10/19/2011	1	URBAN DESIGN COMMISSION	RECOMMEND TO COUNCIL TO ADOPT - REPORT OF OFFICER	Pass
10/4/2011	1	COMMON COUNCIL	Referred	
9/27/2011	1	Attorney's Office/Approval Group	Referred for Introduction	

**Fiscal Note**

No noteworthy fiscal impact is anticipated.

**Title**

Amending Sec. 31.07(5) of the Madison General Ordinances, revising the introductory paragraph to clarify where “signs outside signable area” may be displayed, and renumbering Sec. 31.07(6)(c) to Sec. 31.07(7).

**Body**

DRAFTER'S ANALYSIS: This is a companion ordinance to Legistar File No. 24030 (Charter Ordinance) and includes non-charter provisions that should be considered together with it. This ordinance revises subsection (5) of “Wall Signs” to make it clear that the signs listed in sub. (5) must be displayed within a “signable area” that is free from doors, windows and other major architectural detail. These signs currently include parking lot directionals, menu boards, logos, signs adjacent to off-street parking, certain exempt signs, and, if File No. 24030 is adopted, government building identification signs and decorative and promotional banners on government buildings that project into the highway right-of-way. This amendment also makes it clear that the signs listed in sub. (5) may be displayed in addition to the primary wall sign permitted on that wall face. This ordinance also renumbers Sec. 31.07(6)(c) to Sec. 31.07(7), to move a paragraph about banners used as wall signs from the Large Building subsection to its own subsection.

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

1. The introduction paragraph of Subsection (5) entitled “Signs Outside Signable Area” of Section 31.07 entitled “Wall, Roof and Above-Roof Signs” of the Madison General Ordinances is amended to read as follows:

“(5) Signs Outside Signable Area. The following types of signs may be displayed on a wall outside the selected signable area described in Sec. 31.07(2)(a) and may be displayed in addition to the primary wall sign(s) authorized by that subsection. However, the following signs must be displayed on a part of the wall that meets the definition of “Signable Area” in Sec. 31.03(2).”

2. Subdivision (c) entitled “Banners” of Subsection (6) entitled “Large Buildings” of Section 31.07 entitled “Wall, Roof and Above-Roof Signs” of the Madison General Ordinances is renumbered to new Section 31.07(7).