



Legislation Text

File #: 23772, Version: 1

**Fiscal Note**

No appropriation is required.

**Title**

Amending Sections 31.03(2), 31.044(1)(h), 31.15(2), and 31.15(3) of the Madison General Ordinances to allow a public information board, kiosk, or sidewalk showcase to be used as a Neighborhood Sign, amending the definition of Neighborhood Sign, and creating a definition for Public Information Board.

**Body**

DRAFTER'S ANALYSIS: A Neighborhood Sign is a sign that displays the name of the neighborhood where it is located. This ordinance amends the definition of a "Neighborhood Sign" in two ways. This amendment clarifies that only neighborhood associations recognized by the City will qualify for a Neighborhood Sign. It also allows different types of structures to be approved as a Neighborhood Sign, so that the sign may be used as a place to post temporary notices of interest to the neighborhood. Under the current sign ordinance, temporary leaflet-like notices can be posted on structures known as kiosks and public information boards without a sign permit. This amendment defines public information boards and adds enclosed sidewalk showcases to the list, and would allow all three structures to be used as a Neighborhood Sign. Under the current sign ordinance, Neighborhood Signs can only be approved by the Director of Department of Planning and Community and Economic Development, and this will not change.

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

1. Subsection (2) entitled "Definitions" of Section 31.03 entitled "Rules and Definitions" of the Madison General Ordinances is amended by amending and creating therein the following:  
"Neighborhood Identification Sign. Any sign containing the name of the neighborhood in which it is located, if the neighborhood is recognized as a Neighborhood Association using standards established by the Department of Planning and Community and Economic Development. A public information board, kiosk, or sidewalk showcase (as those terms are defined in this chapter) may be approved as a neighborhood identification sign.  
Public Information Board. A free-standing structure that is oriented toward pedestrians for the purpose of posting leaflet-like temporary notices."
2. Subdivision (h) entitled "Leaflet-type Temporary Notices" of Subsection (1) entitled "Signs Exempt from Permit" of Section 31.044 entitled "Signs Exempt from Permit" of the Madison General Ordinances is amended to read as follows:  
"(h) Leaflet-type Temporary Notices, flat-mounted to kiosks, sidewalk showcases or public information boards, on private property, or in the public right-of-way pursuant to the encroachment proceedings in Sec. 10.31 of the Madison General Ordinances. Kiosks, sidewalk showcases, and information boards help to minimize and eliminate clutter and provide convenient alternatives to attachment of leaflets to trees or public structures in the right-of-way.  
Maximum Net Area: Shall not project beyond the edge of any plane of the kiosk or board, when flat-mounted to the kiosk or board.  
Illumination: No."
3. Footnote 3. of Table 2. entitled "Commercial, Office and Manufacturing Zoning Districts, Miscellaneous Signs" of Subsection (2) of Section 31.15 entitled "Tables of Permitted Signs, by Zoning Districts" of the Madison General Ordinances is amended to read as follows:  
"3. Subject to approval of Director of Department of Planning and Community and Economic Development or her/his designee after notification to Neighborhood Association and Alderperson. A kiosk, public information board or sidewalk showcase may be approved as a Neighborhood Identification Sign per

the definition of Neighborhood Identification Sign in Sec. 31.03(2)."

4. A Footnote of Table 3. entitled "Signs Permitted in Residential, Agricultural, Conservancy Districts" of Subsection (3) of Section 31.15 entitled "Tables of Permitted Signs, by Zoning Districts" of the Madison General Ordinances is amended to read as follows:

\*\*\*\* Neighborhood and Subdivision Identification Signs - Subject to approval of Director of Planning and Community and Economic Development or her/his designee after notification to Neighborhood Association and Alderperson. A kiosk, public information board or sidewalk showcase may be approved as a Neighborhood Identification Sign per the definition of Neighborhood Identification Sign in Sec. 31.03(2)."