Legislation Text

File #: 26423, **Version:** 1

Fiscal Note

No expenditure is required.

Title

Creating Section 31.046(2)(a)7. of the Madison General Ordinances relating to signage on mobile grocery store vehicles parked on private property.

Body

DRAFTER'S ANALYSIS: This ordinance amendment exempts signage on a “mobile grocery store” trailer, when parked on a zoning lot and operating in compliance with applicable zoning codes, from the size restrictions on a portable sign displayed on private property and from paying a permit fee for a “portable sign.” Under the current sign code, signs on vehicles can be considered portable signs when located on a zoning lot. Under this amendment, any signage on the mobile grocery store trailer will not be counted toward the total number of portable signs permitted on the zoning lot. This ordinance also allows for extra portable signs on the zoning lot where the mobile grocery store is operating - up to one additional sign per street frontage - to advertise the mobile grocery store.

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

Paragraph 7. of Subdivision (a) entitled “Display on Private Property” of Subsection (2) entitled “Portable Signs” of Section 31.046 entitled “Miscellaneous Signs” of the Madison General Ordinances is created to read as follows:

“7. A mobile grocery store vehicle, as defined in Sec. 28.03(2), parked on private property in compliance with Chapter 28, if meeting the criteria for a portable sign, is exempt from the permit fee for a portable sign and from sub. 1. above, and shall not be counted for purposes of the maximum number on a zoning lot under sub. 2. above. Additionally, when such a mobile grocery store is open for business on a zoning lot, up to (1) additional portable sign per street frontage may be displayed on the lot to draw attention to the mobile grocery store, if the signs meet all criteria of this section and a permit fee is paid and permit obtained for the sign.”

EDITOR’S NOTE:

“Portable Signs” are currently defined in Sec. 31.03(2) as follows:

“Portable Sign. A sign that is not permanently attached to the ground or a building or not designed to be permanently attached to the ground or a building, including but not limited to, trailers or other vehicles that are used principally as a sign, posters, “sandwich boards” or other freestanding signboards, regardless of whether such signs are attached to the ground or to a building or structure.”

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