



## UPDATE ON PROPOSED SIGN CODE REVISIONS

Date: July 9, 2009  
To: Plan Commission and the Public  
From: Mark Opitz, Assistant Planning Director

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### BACKGROUND

- This is NOT A FINAL DRAFT of the revised Sign Ordinance.
- The basic goal of a sign ordinance is to accommodate legitimate communication needs while improving public safety and reducing visual clutter. Given that Middleton's current code has remained essentially unchanged since the 1980s, the proposed language is largely intended to modernize the ordinance to address advancements in technology and case law. The ordinance revisions are based on several years of research as well as input provided at previous public hearings.
- **Because the ordinance is not yet in final form, staff recommends that Tuesday's hearing focus on changes to the code since the last public hearing.** In particular:
  - A new system for calculating a commercial development's allowable sign area with a system that specifies sign area based on percentage of building façade and lot frontage. This approach is commonly used in other communities. (See Sec. 22.08)
  - Revised design standards for portable signs (sandwich boards), including regulations pertaining to size, height, location / placement, and duration of display. (See Sec. 22.10)

### NEXT STEPS

- Public provides input at a public hearing scheduled for **July 14, 2009, at 7:30 p.m.**, at City Hall.
- Plan Commission guides process for revising the ordinance. Staff recommends reconvening a work group that met earlier in the year to sort through outstanding policy issues.
- Hold one more public informational meeting.
- Prepare a final ordinance draft that is reviewed / approved by the city attorney's office.
- Conduct a final public hearing prior to ordinance adoption.