



City of Madison

City of Madison
Madison, WI 53703
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Meeting Minutes - Approved URBAN DESIGN COMMISSION

Wednesday, June 6, 2012

4:30 PM

215 Martin Luther King, Jr. Blvd.
Room LL-110 (Madison Municipal Building)

CALL TO ORDER / ROLL CALL

Barnett arrived at 4:50 p.m. after the Agenda Overview and consideration of consent and referral items.

Present: 7 -

Marsha A. Rummel; Dawn O. O'Kroley; John A. Harrington; Richard L. Slayton; Henry S. Luffler, Jr.; R. Richard Wagner and Thomas A. DeChant

Excused: 2 -

Todd R. Barnett and Melissa R. Huggins

APPROVAL OF MINUTES

A motion was made by O'Kroley, seconded by Rummel, to Approve the Minutes of May 16, 2012. The motion passed by voice vote/other.

SECRETARY'S REPORT/AGENDA OVERVIEW

Steve Cover, Director, Department of Planning and Community & Economic Development announced a discussion of the Development Assistance Review Initiative.

PUBLIC COMMENT

DISCLOSURES AND RECUSALS

Slayton recused himself on Item No. 6.

PUBLIC HEARING ITEMS

3. [26444](#) 5906 Odana Road - Comprehensive Design Review for a Wall Sign, Habitat for Humanity ReStore. 19th Ald. Dist.

A motion was made by Rummel, seconded by Slayton, to Grant Final Approval. The motion passed by voice vote/other. This item was approved as a consent item.
4. [24586](#) 733 South Gammon Road - Comprehensive Design Review of Signage for a Retail/Commercial Building in UDD No. 2. 1st Ald. Dist.

A motion was made by Rummel, seconded by O'Kroley, to Refer to the URBAN DESIGN COMMISSION at the request of the applicant and staff. The motion passed by voice vote/other.

UNFINISHED BUSINESS

11. [26528](#) 1 Hawk's Landing Circle - PUD(GDP-SIP), Ground Sign. 1st Ald. Dist.
A motion was made by Rummel, seconded by Slayton, to Grant Final Approval. The motion passed by voice vote/other. This was approved as a consent item.
9. [25968](#) 6733 Fairhaven Road - PUD(GDP-SIP), 51 New Apartment Units. 7th Ald. Dist.
A motion was made by Rummel, seconded by O'Kroley, to Refer to the URBAN DESIGN COMMISSION. The motion passed by voice vote/other.

ROLL CALL

- Present:** 8 -
Marsha A. Rummel; Dawn O. O'Kroley; Todd R. Barnett; John A. Harrington; Richard L. Slayton; Henry S. Lufler, Jr.; R. Richard Wagner and Thomas A. DeChant
- Excused:** 1 -
Melissa R. Huggins

SPECIAL ITEM OF BUSINESS

1. [26329](#) Amending Sections 31.05(1)(c), 31.05(2)(b), creating Section 31.05(2)(c), amending Sections 31.11(1), 31.11(2)(g) and 31.11(2)(l) of the Madison General Ordinances to authorize the realignment of a billboard or other nonconforming sign that would otherwise have to be removed as a result of a state highway project.
A motion was made by Lufler, Jr., seconded by Rummel, to Return to Lead with the Recommendation for Approval to the COMMON COUNCIL. The motion passed by voice vote/other.
2. [26423](#) Creating Section 31.046(2)(a)7. of the Madison General Ordinances relating to signage on mobile grocery store vehicles parked on private property.
A motion was made by Lufler, Jr., seconded by Rummel, to Return to Lead with the Recommendation for Approval to the COMMON COUNCIL. The motion passed by voice vote/other.

PUBLIC HEARING ITEM

5. [26345](#) 700 South Park Street - PUD(SIP), Alteration to an Approved Signage Plan for St. Mary's Hospital in UDD No. 7. 13th Ald. Dist.
A motion was made by O'Kroley, seconded by Rummel, to Grant Final Approval. The motion passed by voice vote/other.

UNFINISHED BUSINESS

6. [16320](#) 801 South Park Street - New PUD(GDP-SIP), Mixed-Use Development (Erin Square) in UDD No. 7. 13th Ald. Dist.

Revised Application for Mixed-Use, Two-Story Building with Drive-Up Window.

A motion was made by Barnett, seconded by Rummel, to Grant Final Approval. The motion passed by the following vote:

Ayes: 5 -

Marsha A. Rummel; Todd R. Barnett; John A. Harrington; Henry S. Lufler, Jr. and Thomas A. DeChant

Noes: 1 -

Dawn O. O'Kroley

Recused: 1 -

Richard L. Slayton

Excused: 1 -

Melissa R. Huggins

Non Voting: 1 -

R. Richard Wagner

8. [25324](#) 2550 University Avenue - Alteration to a Previously Approved PUD(SIP), Permanent Real Estate Signage Package. 5th Ald. Dist.

A motion was made by Harrington, seconded by Slayton, to Grant Final Approval of the private garage signs, the address numbers, tenant signage and signable areas only. The motion passed by voice vote/other.

The motion provided for the following:

- The private garage signs and numeral with addresses are approved. The signable areas for the retail/commercial uses are alright, but come back with details, illustrations and examples of halo lit signage which is preferred, as well as details on internally illuminated letters, and internally illuminated cabinet signs as they relate to the signable areas for the Commission to discuss. Provide examples of halo lit signage which is preferred, as well as details on internally illuminated letters.
- Further investigate and detail the "blade signage" as an architectural feature with signage at the street level.
- Permanent real estate signage as allowed under the Sign Control Ordinance (MGO 31).

10. [25976](#) 211 South Bedford Street - PUD(GDP-SIP), 59-Unit Apartment Building. 4th Ald. Dist.

A motion was made by O'Kroley, seconded by DeChant, to Grant Initial Approval. The motion passed by voice vote/other.

The motion required that the applicants continue to study the second courtyard entry to be at grade and equitable with the Bedford Street "staired" entry, including address of comments relevant to the incorporation of "Aspen" with the planting plan.

7. [24671](#) 402 South Point Road - Public Building, Streets Department Warm Storage Building. 9th Ald. Dist.

A motion was made by DeChant, seconded by Lufler, Jr., to Grant Initial Approval of the warm storage building only. The motion passed by voice vote/other.

The motion provided for address the following:

- Any changes to the building following final approval due to budgetary concerns shall return to the Commission.

NEW BUSINESS

12. [26529](#) 1201 Mound Street - PUD(SIP) - New Construction of Two Duplex Buildings on a Site with Two Existing Duplex Buildings. 13th Ald. Dist.

A motion was made by Lufler, Jr., seconded by O'Kroley, to Grant Final Approval. The motion passed by the following vote:

Ayes: 5 -

Dawn O. O'Kroley; John A. Harrington; Richard L. Slayton; Henry S. Lufler, Jr. and Thomas A. DeChant

Noes: 2 -

Todd R. Barnett and Marsha A. Rummel

Excused: 1 -

Melissa R. Huggins

Non Voting: 1 -

R. Richard Wagner

The motion provided for the following:

- Building materials and color selection is required with final approval.
- Look at moving surface parking to the north of Building #4 to allow for more greenspace and landscaping adjacent to the building.
- Request to see other site layout options that were considered for this project.

BUSINESS BY MEMBERS

Staff noted consideration of the revised Block 100 State Street project at the meeting of July 11, 2012.

ADJOURNMENT

The meeting was Adjourned at 7:55 p.m. by unanimous consent.