



# City of Madison

City of Madison  
Madison, WI 53703  
www.cityofmadison.com

## Meeting Minutes - Approved URBAN DESIGN COMMISSION

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Wednesday, January 20, 2010

4:30 PM

215 Martin Luther King, Jr. Blvd.  
Room 300 (Madison Municipal Building)

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### CALL TO ORDER / ROLL CALL

Harrington arrived after approval of the minutes, Wagner at 4:48 p.m. and Smith at 5:00 during consideration of agenda item No. 1. Luskin was excused at the break (8:00 p.m.) and returned for consideration of agenda item No. 6 at 9:15 p.m.

**Present:** 7 -

Marsha A. Rummel; Dawn O. Weber; Todd R. Barnett; Bruce F. Woods;  
Richard L. Slayton; Ronald S. Luskin and Jay B. Ferm

**Absent:** 3 -

Mark M. Smith; John A. Harrington and R. Richard Wagner

### APPROVAL OF January 6, 2010 MINUTES & REPORTS

**A motion was made by Luskin, seconded by Rummel, to Approve the Minutes.  
The motion passed by the following vote:**

**Absent:** 3 -

Mark M. Smith; John A. Harrington and R. Richard Wagner

**Ayes:** 5 -

Marsha A. Rummel; Todd R. Barnett; Richard L. Slayton; Ronald S.  
Luskin and Jay B. Ferm

**Abstentions:** 1 -

Dawn O. Weber

**Non Voting:** 1 -

Bruce F. Woods

### PUBLIC COMMENT

None

### SECRETARY'S REPORT/AGENDA OVERVIEW

- Reminder of the Special Meeting scheduled for Wednesday, January 27, 2010, in LL-110, Madison Municipal Building, at 5:00 p.m.
- Agenda Overview

**Roll Call**

**Present:** 10 -

Marsha A. Rummel; Mark M. Smith; Dawn O. Weber; Todd R. Barnett; Bruce F. Woods; Richard L. Slayton; John A. Harrington; Ronald S. Luskin; R. Richard Wagner and Jay B. Ferm

**PUBLIC HEARINGS**

1. [17123](#)

1574 West Broadway - Comprehensive Design Review of signage for Broadway Station 14th Ald. Dist.

The motion required the following:

- The blue coded signable area as proposed for the second floor wall signage are acceptable but the actual location for the signage within the signable area shall not extend beyond the outer edge of the underlying windows.
- The monument sign shall be modified to display the “Broadway Station” text and address only, with no provision for any multiple tenant signage.
- Wall signage on the first floor elevation that is code referenced in red within the packet shall be on panels centered horizontally and vertically with a minimum of 10”-12” clearance on the top and bottom and a 12”-16” side clearance to allow for exposure of the existing materials within the inset panel such as the brick.

**A motion was made by Wagner, seconded by Luskin, to Grant Final Approval. The motion passed by the following vote:**

**Ayes:** 7 -

Dawn O. Weber; Todd R. Barnett; Richard L. Slayton; John A. Harrington; Ronald S. Luskin; R. Richard Wagner and Marsha A. Rummel

**Abstentions:** 1 -

Mark M. Smith

**Non Voting:** 2 -

Bruce F. Woods and Jay B. Ferm

2. [17124](#)

2733 University Avenue - Comprehensive Design Review of signage for Car Care Clinic in UDD No. 6. 5th Ald. Dist.

The motion required that all signage shall be code compliant with the removal of all “add-ons” on the ground sign, discontinuance and removal of any illegal signage on the zoning lot (e.g. banners and portable signage in the right-of-way).

**A motion was made by Luskin, seconded by Smith, to Grant Final Approval. The motion passed by the following vote:**

**Ayes:** 6 -

Dawn O. Weber; Richard L. Slayton; Ronald S. Luskin; R. Richard Wagner; Marsha A. Rummel and Mark M. Smith

**Noes:** 2 -  
Todd R. Barnett and John A. Harrington

**Non Voting:** 2 -  
Bruce F. Woods and Jay B. Ferm

3. [16448](#) 702 North Midvale Boulevard (Target) - PUD(GDP-SIP). 11th Ald. Dist.

**A substitute motion was made by Wagner, seconded by Ferm, to Refer to the URBAN DESIGN COMMISSION. The motion passed by the following vote:**

**Ayes:** 6 -  
Todd R. Barnett; Richard L. Slayton; John A. Harrington; R. Richard Wagner; Mark M. Smith and Dawn O. Weber

**Noes:** 1 -  
Marsha A. Rummel

**Abstentions:** 1 -  
Ronald S. Luskin

**Non Voting:** 2 -  
Bruce F. Woods and Jay B. Ferm

**BREAK 8:00-8:15**

**Roll Call**

**Present:** 9 -  
Marsha A. Rummel; Mark M. Smith; Dawn O. Weber; Todd R. Barnett; Bruce F. Woods; Richard L. Slayton; John A. Harrington; R. Richard Wagner and Jay B. Ferm

**Excused:** 1 -  
Ronald S. Luskin

**NEW BUSINESS**

4. [17125](#) 702 North Midvale Boulevard - Frey Street Parking Lot PUD(GDP-SIP) 11th Ald. Dist.

**A motion was made by Weber, seconded by Rummel, to Refer to the URBAN DESIGN COMMISSION. The motion passed by the following vote:**

**Excused:** 1 -  
Ronald S. Luskin

**Ayes:** 7 -  
Todd R. Barnett; John A. Harrington; R. Richard Wagner; Jay B. Ferm; Mark M. Smith; Marsha A. Rummel and Dawn O. Weber

**Noes:** 1 -  
Richard L. Slayton

**Non Voting:** 1 -  
Bruce F. Woods

5. [17126](#) 7102 US Highway 12/18 - PUD - Dane County Waste Transfer Station 16th Ald. Dist.

**A motion was made by Barnett, seconded by Rummel, to Grant Initial Approval. The motion passed by voice vote/other.**

**Excused:** 1 -  
Ronald S. Luskin

**Ayes:** 8 -  
Richard L. Slayton; John A. Harrington; R. Richard Wagner; Jay B. Ferm;  
Mark M. Smith; Marsha A. Rummel; Todd R. Barnett and Dawn O. Weber

**Non Voting:** 1 -  
Bruce F. Woods

**Roll Call**

**Present:** 10 -  
Marsha A. Rummel; Mark M. Smith; Dawn O. Weber; Todd R. Barnett;  
Bruce F. Woods; Richard L. Slayton; John A. Harrington; Ronald S.  
Luskin; R. Richard Wagner and Jay B. Ferm

**OTHER BUSINESS**

6. [15511](#) 666 Wisconsin Avenue - PUD(GDP-SIP) - Edgewater Hotel Expansion. 2nd Ald. Dist.

**Received an Informational Presentation**

**ADJOURNMENT**

The meeting adjourned at 1:12 a.m.