



City of Madison

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

Meeting Minutes - Approved URBAN DESIGN COMMISSION

Wednesday, April 1, 2009

4:30 PM

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

CALL TO ORDER / ROLL CALL

Present: 8 -
Marsha A. Rummel; Mark M. Smith; Dawn O. Weber; Todd R. Barnett;
Bruce F. Woods; Richard L. Slayton; John A. Harrington and Jay B. Ferm

Excused: 2 -
Ronald S. Luskin and R. Richard Wagner

APPROVAL OF MINUTES

A motion was made by Ferm, seconded by Rummel, to Approve the Minutes of the March 18, 2009 meeting. The motion passed by the following vote:

Excused: 2 -
Ronald S. Luskin and R. Richard Wagner

Ayes: 6 -
Marsha A. Rummel; Mark M. Smith; Dawn O. Weber; Todd R. Barnett;
Bruce F. Woods and Jay B. Ferm

Abstentions: 2 -
Richard L. Slayton and John A. Harrington

PUBLIC COMMENT

None.

ANNOUNCEMENTS

- Special meeting of May 29, 2009 rescheduled for 5:00 p.m. May 28, 2009 to accommodate a policy and procedures discussion with Brad Murphy, Director, Department of Planning and Community & Economic Development.

- Consideration of draft revisions to Chapter 31, Madison General Ordinances on either the April 22 or May 6, 2009 regular meetings.

SPECIAL ITEM OF BUSINESS

1. [14175](#) Continued discussion on a communication from SIGNTAST Team in response to issues raised during public comment at the special meeting of February 25, 2009 on Ordinance I.D. 04167 regarding draft revisions to Chapter 31 Madison General Ordinances.

The Commission instructed staff to draft language to require a permit for temporary real estate graphics of the larger size (64 square feet) for review to establish a time frame for its allowance and review on an annual basis. The Commission further noted that if a fee is required in order to institute this level of regulation, the fee for renewal should be less than that of the original, where the original would be based on the current fee structure within both the existing and proposed sign ordinance.

A motion was made by Slayton, seconded by Barnett, to Accept this Communication. The motion passed by voice vote/other.

UNFINISHED BUSINESS

2. [14134](#) 2010 Eastwood Drive - Amended Signage for a Previously Approved PUD(GDP-SIP). 6th Ald. Dist.

The motion provided for a maximum of two signs on the building's Eastwood façade with their location modified to be placed within the bottom 1/3 of the space between the top of the lower windows and sill of the upper windows, consistent with the top band of the lower inset panel on the adjacent building façade. The sign should feature backlit individual letters face cut, with no provisions for signage on Amoth Court.

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

3. [10250](#) 2702 East Washington Avenue - Partial Signage Package for a Previously Approved Construction of a Gas Station/Convenience Store in Urban Design District No. 5. 15th Ald. Dist.

The motion provided for approval of the ground sign with the elimination of changeable copy portion of the sign; the allowance for its use as additional gas price signage, combined with the option to move up of the "Gyro House" sign to lie below the Capitol Petrol sign located at the top or remain as proposed.

The motion also provided that the canopy sign return for further consideration, look at alternatives to its current configuration, including the use of channel cut individual letters. Details on the ground sign can be approved by staff if appropriate modifications according to the Commission's comments can be provided.

A motion was made by Barnett, seconded by Ferm, to Grant Final Approval. The motion passed by voice vote/other.

4. [12023](#) 202 South Park Street - PUD-SIP for Chandler Street Facade and Emergency Generator Improvements. 13th Ald. Dist.

The motion to refer provided for address of the following:

- Bring perspective and working drawings which are consistent.
- Look at reworking overhead door handling including providing options the use of EIFS on upper elevations of the enclosure along with adjusting the upper band to read more cohesively with the adjacent existing structure and provide for a different treatment for the lower elevation.
- Look at a different treatment for the people door, reexamining the opening pattern on the enclosure to relate to the patterning on the adjacent existing structure.

A motion was made by Barnett, seconded by Weber, to Refer to the URBAN DESIGN COMMISSION. The motion passed by voice vote/other.

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; Ronald S. Luskin
and Jay B. Ferm

Excused: 1 -
R. Richard Wagner

5. [12241](#) 1308 West Dayton Street - PUD(SIP), Union South. 8th Ald. Dist.

The motion for initial approval required the address of the landscape plan issues.

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

Excused: 1 -
R. Richard Wagner

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

Abstentions: 1 -
Ronald S. Luskin

6. [12240](#) 2101, 2109, 2115 East Springs Drive - Conditional Use/Planned Commercial Site; 99,000 Square Foot Retail Building Steinhafel's. 17th Ald. Dist.

The motion required address of the above-stated comments and noted that the superior design of the multi-phase project and its context with adjacent

existing development mitigated minor issues with its consistency with the big box standards for "Large Retail Development."

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

Excused: 1 -

R. Richard Wagner

Ayes: 6 -

Todd R. Barnett; Bruce F. Woods; John A. Harrington; Jay B. Ferm; Marsha A. Rummel and Mark M. Smith

Noes: 2 -

Dawn O. Weber and Richard L. Slayton

Abstentions: 1 -

Ronald S. Luskin

7. [13649](#)

430 and 434 South Thornton Avenue/1526 Jenifer Street/430 Cantwell Court - PUD-SIP to Renovate 3 Existing 4-Unit Structures and Construct a New 2-Unit Structure. 6th Ald. Dist.

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

Excused: 1 -

R. Richard Wagner

Ayes: 8 -

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

Noes: 1 -

Ronald S. Luskin

8. [13650](#)

1144 and 1148 Jenifer Street - PUD-SIP to Move a 2-Unit Structure Onto a Vacant Lot and Make Alterations to an Existing 2-Unit Structure. 6th Ald. Dist.

The motion to refer noted the need to finalize the neighborhood process on both companion projects prior to any further consideration by the Urban Design Commission.

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

Excused: 1 -

R. Richard Wagner

Ayes: 8 -

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

Noes: 1 -

Ronald S. Luskin

BREAK

9. [13195](#) 1900 East Washington Avenue - PUD(GDP-SIP), Mixed-Use Development in Urban Design District No. 4. 12th Ald. Dist.

The Urban Design Commission Received an Informational Presentation

10. [10050](#) 701 & 737 Lorillard Court, 159-171 Proudfit Street - Two, Three-Story Office Buildings, Amended PUD(GDP-SIP). 4th Ald. Dist.

The Urban Design Commission Received an Informational Presentation

NEW BUSINESS

11. [14173](#) 2121 East Springs Drive - Amendment to the Current Sign Package for a Planned Commercial Site, "Bowl-A-Vard Lanes" for an Electronic Changeable Copy Ground Sign. 17th Ald. Dist.

The motion for referral required that the applicant come back with a modified proposal featuring one line of changeable copy on a sign with aesthetically pleasing proportion and with its relocation of the sign adjacent to the driveway entrance.

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

Excused: 1 -

R. Richard Wagner

Ayes: 7 -

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

Noes: 2 -

Todd R. Barnett and John A. Harrington

ADJOURNMENT

A motion was made by Ferm, seconded by Harrington, to Adjourn at 10:58 p.m. The motion passed by voice vote/other.