



# City of Madison

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

## Meeting Minutes - Approved URBAN DESIGN COMMISSION

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Wednesday, October 2, 2019

4:30 PM

215 Martin Luther King, Jr. Blvd.  
Room 153 (Madison Municipal Building)

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### CALL TO ORDER / ROLL CALL

- Present:** 7 - Lois H. Braun-Oddo; Jessica Klehr; Cliff Goodhart; Shane A. Bernau; Christian J. Harper; Rafeeq D. Asad and Craig D. Weisensel
- Excused:** 2 - Syed Abbas and Thomas A. DeChant

### APPROVAL OF MINUTES

A motion was made by Braun-Oddo, seconded by Klehr, to Approve the Minutes of September 4, 2019. The motion passed by voice vote/other.

### PUBLIC COMMENT

None.

### DISCLOSURES AND RECUSALS

None.

### SECRETARY'S REPORT/AGENDA OVERVIEW

Janine Glaeser gave an overview of the projects.

### PUBLIC HEARING ITEMS

1. [57084](#) 4402 American Parkway - Comprehensive Design Review for The American Center, Sign #1. 17th Ald. Dist.  
  
This item was approved as a consent item with the finding that all applicable standards are adequately addressed and with all the staff recommendations contained in the report.
  1. The net boxing shall be corrected so that boxes touch. Also net and gross calculations are different than the scale shown on the plans.
  2. Remove Signs 3 and 4 from the site plan (0.1), as the locations were not covered under the original CDR approval and must go through their own CDR process with the existing signage on the sites.

**A motion was made by Asad, seconded by Weisensel, to Grant Final Approval. The motion passed by voice vote/other.**
  
2. [57092](#) 5501 Eastpark Boulevard - Comprehensive Design Review for The American Center, Sign #2. 17th Ald. Dist.  
  
This item was approved as a consent item with the finding that all applicable standards are adequately addressed and with all the staff recommendations contained in the report.

1. The net boxing shall be corrected so that the boxes touch. Also net and gross calculations are different than the scale shown on the plans.
2. Plans will be updated to consistently note that the sign will not be illuminated.
3. Remove Signs 3 and 4 from the site plan (0.1), as the locations were not covered under the original CDR approval and must go through their own CDR process with the existing signage on the sites.

**A motion was made by Asad, seconded by Weisensel, to Grant Final Approval. The motion passed by voice vote/other.**

3. [57095](#) 4749 Eastpark Boulevard - Comprehensive Design Review for The American Center, Sign #5. 17th Ald. Dist.

This item was approved as a consent item with the finding that all applicable standards are adequately addressed and with all the staff recommendations contained in the report.

1. The net boxing shall be corrected so that the boxes touch. Also net and gross calculations are different than the scale shown on the plans.
2. Remove Signs 3 and 4 from the site plan (0.1), as the locations were not covered under the original CDR approval and must go through their own CDR process with the existing signage on the sites.

**A motion was made by Asad, seconded by Weisensel, to Grant Final Approval. The motion passed by voice vote/other.**

4. [57443](#) 770 Regent Street - Comprehensive Design Review for the UW Campus Hotel. 8th Ald. Dist.

The motion approved the signage package as "staff recommended" (32 square foot blade sign) with the exception of the "Hilton Garden Inn" letters over the canopy as proposed by the architect.

**A motion was made by Braun-Oddo, seconded by Weisensel, to Grant Final Approval. The motion passed by the following vote:**

**Ayes:** 4 - Lois H. Braun-Oddo; Jessica Klehr; Shane A. Bernau and Christian J. Harper

**Noes:** 2 - Rafeeq D. Asad and Craig D. Weisensel

**Excused:** 2 - Syed Abbas and Thomas A. DeChant

**Non Voting:** 1 - Cliff Goodhart

## UNFINISHED BUSINESS

5. [56318](#) 7-9 W. Main Street - Facade Alteration in the Downtown Core. 4th Ald. Dist.

**The Urban Design Commission Received an Informational Presentation**

6. [56728](#) 2340 S. Winnebago Street - New Development of a 4-Story Mixed-Use Building Containing 38 Residential Units and 21,000 Square Feet of Commercial Space for Red Caboose Day Care. 6th Ald. Dist.

The motion provided for the following:

- Swap out Barberry for another small scale shrub.
- Look at using switch grass, tall sedums or bigger dwarf Ninebarks, as well as improved varieties of Honeysuckle and Hydrangea.
- Change the residential entry door color to look more like stained wood.

- Replace stone mulch with wood mulch.
- Consider changing the secondary daycare entrance to something other than red; keep the main recessed daycare entrance as red.

**A motion was made by Braun-Oddo, seconded by Weisensel, to Grant Final Approval. The motion passed by voice vote/other.**

7. [55572](#) 8549 + 8557 Elderberry Road - New Construction of Two Duplex Buildings. 9th Ald. Dist.

**A motion was made by Bernau, seconded by Asad, to Grant Final Approval. The motion passed by voice vote/other.**

8. [57114](#) 636 W. Washington Avenue - New 5-Story, 50-Unit Apartment Building with Underground Parking and Ground Floor Commercial Space. 4th Ald. Dist.

**The Urban Design Commission Received an Informational Presentation**

**NEW BUSINESS**

9. [57488](#) 7050 Watts Road - Alteration to a Previously Approved PD(GDP). 1st Ald. Dist.

**The Urban Design Commission Received an Informational Presentation**

**BUSINESS BY MEMBERS**

- The 2020 PC/UDC Joint Meeting Schedule was distributed to the Commission.
- The Commission will hold off on voting for a new Chair and Vice Chair; meanwhile Goodhart will act as Chair. Weisensel offered to act as Chair in Goodhart's absence. Staff will confirm whether Weisensel's current role as an alternate will allow him to step in as Chair as needed.
- Staff asked Commissioners to think about topics for education:
  - Signs
  - Roberts' Rules
  - Other?

**ADJOURNMENT**

The meeting was adjourned at 7:20 p.m. by unanimous consent.