



City of Madison

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

Meeting Minutes - Approved URBAN DESIGN COMMISSION

Wednesday, August 4, 2010

4:30 PM

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

CALL TO ORDER / ROLL CALL

Present: 5 -
Marsha A. Rummel; Melissa R. Huggins; R. Richard Wagner; Henry S. Lufler, Jr. and Jay B. Ferm

Excused: 5 -
Mark M. Smith; Dawn O. O'Kroley; Todd R. Barnett; Richard L. Slayton and John A. Harrington

Smith and Barnett arrived at 4:40 p.m. during the Agenda Overview. Barnett was excused following consideration of Agenda Item No. 1.

APPROVAL OF MINUTES

A motion was made by Rummel, seconded by Ferm, to Approve the Minutes for the meeting of July 21, 2010 as corrected.

PUBLIC COMMENT

AGENDA OVERVIEW

- Introduction of Melissa Huggins, new Commissioner (Design Professional)
- Review of agenda and related issues

ROLL CALL

Present: 7 -
Marsha A. Rummel; Mark M. Smith; Todd R. Barnett; Melissa R. Huggins; R. Richard Wagner; Henry S. Lufler, Jr. and Jay B. Ferm

Excused: 3 -
Dawn O. O'Kroley; Richard L. Slayton and John A. Harrington

COMMUNICATION

1. [18121](#) Development Review Process

Discussed and Finalized, where no formal action was taken on this item; comments and recommendations were made by individual Commission members regarding the Urban Design Commission's role within the development review process.

ROLL CALL

Present: 6 -

Marsha A. Rummel; Mark M. Smith; Melissa R. Huggins; R. Richard Wagner; Henry S. Lufler, Jr. and Jay B. Ferm

Excused: 4 -

Dawn O. O'Kroley; Todd R. Barnett; Richard L. Slayton and John A. Harrington

SPECIAL ITEM OF BUSINESS

2. [19394](#) 121 South Pinckney Street - Report of the Facade Grant Staff Team. 4th Ald. Dist.

A motion was made by Rummel, seconded by Lufler, Jr., to Accept the Report of the Facade Improvement Grant Staff Team. The motion passed by voice vote/other.

PUBLIC HEARING ITEMS

3. [18094](#) 5117 University Avenue - PUD(GDP), Erdman Center Project/Mixed-Use Development. 19th Ald. Dist.

The motion for referral required address of the following:

- Address density question (beyond options provided).
- Reexamine center for combination greenspace and structured parking.
- Study keeping the southwest corner greenspace.
- Provide a platted lot by lot specific zoning text.
- Clear articulation of the stormwater management goals and clear articulation of the sustainability aspects over the long-term.
- Need traffic study.
- Specify specific triggers for providing structured parking.

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

4. [19384](#) 1127 University Avenue - Comprehensive Design Review for a Monument Sign. 8th Ald. Dist.

The motion referenced consistency with the standards for a variance as contained in Section 31.043(1), M.G.O.

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

BREAK - 7:45 P.M.

5. [19243](#) 7810-7874 Mineral Point Road/7941 & 7933 Tree Lane - Comprehensive Design Review, Signage Package for a Commercial/Retail Center. 9th Ald. Dist.

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

6. [19393](#) 111 South Hamilton Street - Comprehensive Design Review for a Wall Sign for "Nostrano" Restaurant. 4th Ald. Dist.

In address of the criteria for Comprehensive Design Review, the motion noted that the sign as designed ties into the architectural design of the stonework, working with it rather than obscuring it. The motion provided the option to explore backlighting on the ends to accentuate the curve of the stone and make the wooden portion pop.

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

UNFINISHED BUSINESS

7. [18581](#) 1862 Beld Street - Minor Exterior Remodeling, Cellular Equipment Installation in UDD No. 7. 13th Ald. Dist.

The motion provided for the material of the doghouse to match the existing trim metal on the building, with the use of the same color and finish on the shrouds for the antennas on the rooftop.

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

NEW BUSINESS

8. [19392](#) 2500 University Avenue - PUD(GDP-SIP), Mixed-Use Development. 5th Ald. Dist.

The Urban Design Commission Received an Informational Presentation.

9. [19383](#) 1368 Regent Street - PUD-SIP, Amendment to Uniform Sign Package.
5th Ald. Dist.

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

BUSINESS BY MEMBERS

Ferm announced August 18, 2010 as his last meeting. He has been appointed to the Transportation and Parking Commission.

ADJOURNMENT

A motion was made by Smith, seconded by Rummel, to Adjourn at 10:05 p.m. The motion passed by voice vote/other.