



# City of Madison

City of Madison  
Madison, WI 53703  
[www.cityofmadison.com](http://www.cityofmadison.com)

## Meeting Minutes - Approved PLAN COMMISSION

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Monday, March 9, 2020

5:30 PM

210 Martin Luther King, Jr. Blvd.  
Room 201 (City-County Building)

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### CALL TO ORDER/ROLL CALL

The meeting was called to order at 5:30 p.m.

**Present:** 9 - Lindsay Lemmer; Patrick W. Heck; Marsha A. Rummel; Ledell Zellers; Kathleen L. Spencer; Jason S. Hagenow; Eric W. Sundquist; Michael W. Rewey and Bradley A. Cantrell

**Excused:** 2 - Keetra S. Burnette and Andrew J. Statz

Zellers was chair for this meeting.

Staff present: Heather Stouder, Bill Fruhling, Heather Bailey, Chris Wells, and Tim Parks, Planning Division; Matt Tucker and Donna Magdalena, Zoning Section of the Building Inspection Division; John Strange, Assistant City Attorney; Doug Vogeli, Madison-Dane County Public Health; Mark Winter and Sean Malloy, Traffic Engineering Division; and Christie Baumel, Mayor's Office.

Alders present: Ald. Shiva Bidar, Dist. 5; Ald. Paul Skidmore, Dist. 9; Ald. Arvina Martin, Dist. 11; and Ald. Tag Evers, Dist. 13.

### PUBLIC COMMENT

There were no registrants for public comment.

### COMMUNICATIONS, DISCLOSURES AND RECUSALS

Hagenow recused himself from consideration of Item 11.

### MINUTES OF THE FEBRUARY 20, 2020 SPECIAL MEETING

A motion was made by Cantrell, seconded by Rewey, to Approve the Minutes.  
The motion passed by voice vote/other.

### MINUTES OF THE FEBRUARY 24, 2020 REGULAR MEETING

A motion was made by Cantrell, seconded by Rewey, to Approve the Minutes.  
The motion passed by voice vote/other.

### SCHEDULE OF MEETINGS

Regular Meetings: March 23 and April 13, 27, 2020

## NEW BUSINESS

1. [59575](#) Adopting the Historic Preservation Plan as a supplement to the Comprehensive Plan, directing staff to implement the recommendations contained in the plan, and dissolving the Historic Preservation Plan Advisory Committee.

On a motion by Ald. Rummel, seconded by Cantrell, the Plan Commission recommended adoption of the proposed **substitute resolution** to adopt the Historic Preservation Plan to the Landmark Commission by voice vote/ other.

**A motion was made by Rummel, seconded by Cantrell, to Return to Lead with the Recommendation for Approval to the LANDMARKS COMMISSION. The motion passed by voice vote/other.**

There were no registrants on this item.

## PUBLIC HEARING-5:45 p.m.

Note: Public Hearing items may be called at any time after the beginning of the public hearing. Those wishing to speak on an item must fill out a registration slip and give it to the Secretary. The Plan Commission uses a consent agenda, which means that the Commission can consider any item at 5:45 p.m. where there are no registrants wishing to speak in opposition regardless of its placement on the agenda.

### Conditional Use & Demolition Permits

2. [58780](#) 944 Williamson Street, 6th Ald. Dist.: Consideration of a conditional use in the Traditional Shopping Street (TSS) District for an accessory vehicle access sales and service window for a financial institution to allow an existing multi-tenant commercial building to be converted into a credit union with a vehicle access sales and service window.

On a motion by Cantrell, seconded by Rewey, the Plan Commission found the standards met and approved the conditional use subject to the comments and conditions in the Plan Commission materials. The motion to approve passed by voice vote/ other.

In approving the conditional use, members of the Plan Commission asked staff to confirm that adequate sight distance exists at the exit of the proposed vehicle access sales and service window.

**A motion was made by Cantrell, seconded by Rewey, to Approve. The motion passed by voice vote/other.**

There were no registrants on this item.

3. [59075](#) 36 West Towne Mall and 7301 Mineral Point Road, 9th Ald. Dist.: Consideration of a demolition permit to allow demolition of a two-story commercial building; consideration of a conditional use in the Commercial Center (CC) District for a major alteration to a planned multi-use site containing more than 40,000 square feet of floor area and where 25,000 square feet of floor area is designed or intended for retail use; and consideration of a conditional use in the CC District for a multi-tenant building exceeding 40,000 square-feet of floor area, all to allow construction of a one-story, 83,000 square-foot commercial building at West Towne Mall.

On a motion by Cantrell, seconded by Ald. Rummel, the Plan Commission found the standards met and

approved the demolition permit and conditional use subject to the comments and conditions in the Plan Commission materials and the following conditions, amendments, and stipulations:

- The motion to approve the project included a waiver to MGO Section 33.24(4)(f)7.a., which requires that sidewalks be provided along all sides of the site abutting a public or private right-of-way. In granting the waiver, the Plan Commission noted that the proposed sidewalk on the east side of the ring road would not connect to any existing sidewalks; the fact that the sidewalks that do exist, are located on the west side of the ring road; the recommendation of the Urban Design Commission to grant the waiver; and the potential safety concerns as noted by the Madison Police Department as the "unique or unusual circumstances" warranting special consideration to achieve a superior design solution per MGO Section 33.24(4)(f)2.c. As such, condition 19 of the Planning Division staff report was removed by the Commission.

- Condition 18 of the staff report was removed by the Commission as requested by the applicant and district alder.

- That the design of the loading dock aisle-sidewalk interface be altered to resemble a driveway rather than a public street. (The sidewalk would remain at the same height as it crosses the aisle, instead of dropping down with curb cuts and having a striped crossing across the aisle).

The motion to approve with the urban design waiver and amended conditions passed by voice vote/ other.

**A motion was made by Cantrell, seconded by Rummel, to Approve. The motion passed by voice vote/other.**

Speaking in support were Ken Wittler, of Chattanooga, Tennessee, and Kevin Spring, of Cleveland, Ohio, both representing the property owner, CBL; Bill White of Lakeland Avenue, representing CBL; Matt Kocourek, RA Smith, W. Bluemound Road, Brookfield, representing CBL; Sameer Kulkarni of River Drive, Moline, IL, representing Von Maur; and David Burke of N. Brady Street, Davenport, IA, representing Von Maur.

Registered in support and available to answer questions was Justin Schueler, RA Smith, W. Bluemound Road, Brookfield, representing CBL.

## Zoning Map Amendments & Related Requests

### 4. [59133](#)

Creating Section 28.022 -- 00419 of the Madison General Ordinances to change the zoning of property located at 935 West Johnson Street, 8th Aldermanic District, from TR-U2 Traditional Residential - Urban District 2) District to CI (Campus Institutional) District.

On a motion by Rewey, seconded by Sundquist, the Plan Commission recommended re-referral of the zoning map amendment and campus master plan amendments (ID 59133) and referred the demolition permit (ID 59180) to March 23, 2020 to allow the City's preservation planner to provide additional research on the history of 935 W Johnson Street.

The motion to refer to March 23 was made by Ald. Heck, seconded by Ald. Lemmer, and replaced the original motion to refer the zoning map amendment and demolition permit for 60 days to allow the requested research to be provided. The motion to amend the main motion to refer until March 23 passed by voice vote/ other.

The main motion to refer as amended passed by voice vote/ other.

**A motion was made by Rewey, seconded by Sundquist, to RECOMMEND TO COUNCIL TO RE-REFER - PUBLIC HEARING to the PLAN COMMISSION and should be returned by March 23, 2020. The motion passed by voice vote/other.**

5. [59810](#) 935 W Johnson Street, 8th Ald. Dist.: Consideration of a demolition permit to demolish a single-family residence to accommodate a future University of Wisconsin-Madison academic building.

On a motion by Rewey, seconded by Sundquist, the Plan Commission recommended re-referral of the zoning map amendment and campus master plan amendments (ID 59133) and referred the demolition permit (ID 59180) to March 23, 2020 to allow the City's preservation planner to provide additional research on the history of 935 W Johnson Street.

The motion to refer to March 23 was made by Ald. Heck, seconded by Ald. Lemmer, and replaced the original motion to refer the zoning map amendment and demolition permit for 60 days to allow the requested research to be provided. The motion to amend the main motion to refer until March 23 passed by voice vote/ other.

The main motion to refer as amended passed by voice vote/ other.

**A motion was made by Rewey, seconded by Sundquist, to Refer to the PLAN COMMISSION and should be returned by March 23, 2020. The motion passed by voice vote/other.**

The following were registered on Items 4 and 5, which were considered together:

Speaking in support of the requests and available to answer questions was Gary Brown, UW Madison, 30 N. Mills Street, the applicant.

Registered in support were Aaron Williams and Brent Lloyd, UW Madison, 30 N Mills Street.

6. [59630](#) Creating Section 28.022 - 00431 of the Madison General Ordinances to amend a Planned Development District at properties located at 6302, 6402-6418 Driscoll Drive, 3rd Aldermanic District, to approve an Amended General Development Plan, and creating Section 28.022 - 00432 to amend a Planned Development District to approve a Specific Implementation Plan.

On a motion by Cantrell, seconded by Rewey, the Plan Commission recommended that the amended planned development be re-referred to March 23, 2020 pending a recommendation by the Urban Design Commission. The motion to recommend re-referral passed by voice vote/ other.

**A motion was made by Cantrell, seconded by Rewey, to RECOMMEND TO COUNCIL TO RE-REFER - PUBLIC HEARING to the PLAN COMMISSION and should be returned by March 23, 2020. The motion passed by voice vote/other.**

There were no registrants on this item.

7. [59633](#) Creating Section 28.022 - 00428 of the Madison General Ordinances to change the zoning of properties located at 9450 Silicon Prairie Parkway and 9301 Mineral Point Road, 9th Aldermanic District, from Temp. A (Temporary Agricultural) District to CC-T (Commercial Corridor - Transitional) District.

On a motion by Cantrell, seconded by Rewey, the Plan Commission found the standards met and recommended approval of the zoning map amendment (ID 59633) and Certified Survey Map (ID 59073), and approved the demolition permit and conditional uses (ID 59072), all subject to the comments and conditions in the Plan Commission materials.

**A motion was made by Cantrell, seconded by Rewey, to RECOMMEND TO COUNCIL TO ADOPT WITH CONDITIONS - PUBLIC HEARING. The motion passed by voice vote/other.**

8. [59072](#) 9301-9317 Mineral Point Road and 9450 Silicon Prairie Parkway, 9th Ald. Dist.: Consideration of a demolition permit to demolish two single-family residences and an agricultural building; consideration of a conditional use in

the [Proposed] Commercial Corridor-Transitional (CC-T) zoning district for multi-family dwellings with eight (8) or more units; consideration of conditional use in the CC-T District for outdoor recreation; consideration of a conditional use to construct a mixed-use building with greater than 24 dwelling units in the CC-T District; consideration of a conditional use for a multi-tenant building in the CC-T District exceeding 40,000 square feet floor area; consideration of a conditional use in the CC-T District for a mixed-use building with less than 75% non-residential ground floor area; consideration in the CC-T District of a building with a street-facing width greater than 40 feet, that at least 75% of the ground-floor frontage facing the primary street, including all frontage at a street corner, shall be non-residential unless approved as conditional use, all to construct a four-story mixed-use building with 13,000 square feet of commercial space and 62 apartments and six multi-family dwellings with 268 apartments with pool and clubhouse.

On a motion by Cantrell, seconded by Rewey, the Plan Commission found the standards met and recommended approval of the zoning map amendment (ID 59633) and Certified Survey Map (ID 59073), and approved the demolition permit and conditional uses (ID 59072), all subject to the comments and conditions in the Plan Commission materials.

**A motion was made by Cantrell, seconded by Rewey, to Approve. The motion passed by voice vote/other.**

9. [59073](#)

Approving a Certified Survey Map of property owned by Welton Family, LP located at 9450 Silicon Prairie Parkway and 9317 Mineral Point Road; 9th Ald. Dist.

On a motion by Cantrell, seconded by Rewey, the Plan Commission found the standards met and recommended approval of the zoning map amendment (ID 59633) and Certified Survey Map (ID 59073), and approved the demolition permit and conditional uses (ID 59072), all subject to the comments and conditions in the Plan Commission materials.

**A motion was made by Cantrell, seconded by Rewey, to RECOMMEND TO COUNCIL TO ADOPT UNDER SUSPENSION OF RULES 2.04, 2.05, 2.24, & 2.25 - REPORT OF OFFICER. The motion passed by voice vote/other.**

The following were registered on Items 7-9, which were considered together:

Speaking in support was Kevin Burow, Knothe Bruce Architects, 7601 University Avenue, Middleton, representing Paul Molinaro, Welton Enterprises, Inc./ Welton Family Limited Partnership, 702 N. Blackhawk Avenue, the applicant, who was also registered in support and wishing to speak.

Registered in support and available to answer questions was Brad Fregein of Maple Grove Drive, representing Olson Toon Landscaping, Inc.

Registered neither in support nor opposition and available to answer questions was Aaron Falkosky, Quam Engineering, 4604 Sigglekow Road, McFarland, representing the applicant.

10. [59635](#)

Creating Section 28.022 - 00429 of the Madison General Ordinances to amend a Planned Development District at properties located at 8110-8134 Mid Town Road and 1833-1859 Waldorf Blvd., 1st Aldermanic District, to approve an Amended General Development Plan, and creating Section 28.022 - 00430 to amend a Planned Development District to approve a Specific Implementation Plan.

On a motion by Cantrell, seconded by Rewey, the Plan Commission recommended that the amended planned development be re-referred to March 23, 2020 at the request of the applicant and pending a recommendation by the Urban Design Commission. The motion to recommend re-referral passed by voice vote/ other.

**A motion was made by Cantrell, seconded by Rewey, to RECOMMEND TO COUNCIL TO RE-REFER - PUBLIC HEARING to the PLAN COMMISSION and should be returned by March 23, 2020. The motion passed by voice vote/other.**

There were no registrants on this item.

**Zoning Text Amendment (Public Hearing Recessed on February 10, 2020)**

- 11. [58895](#) SECOND SUBSTITUTE Creating Section 9.29, amending Section 28.151, amending and creating portions of Section 28.211 of the Madison General Ordinances to create an annual permit for tourist rooming houses, to amend the supplemental zoning regulations applicable to tourist rooming houses, amend the definition of Tourist Rooming House and Bedroom, and create a definition for Primary Residence.

On a motion by Cantrell, seconded by Ald. Rummel, the Plan Commission recommended approval of the second substitute of the ordinance amendment subject to the following revision:

- That a definition of "Multiple Associated Parties" be added to the ordinance.

The motion to recommend approval with the above revision passed on the following 5-2 vote: AYE: Ald. Heck, Ald. Rummel, Cantrell, Rewey, Spencer; NAY: Ald. Lemmer, Sundquist; RECUSED: Hagenow; NON-VOTING: Zellers; EXCUSED: Burnette, Statz.

**A motion was made by Cantrell, seconded by Rummel, to RECOMMEND TO COUNCIL TO ADOPT WITH CONDITIONS - RECESSED PUBLIC HEARING. The motion passed by the following vote:**

**Ayes:** 5 - Patrick W. Heck; Marsha A. Rummel; Kathleen L. Spencer; Michael W. Rewey and Bradley A. Cantrell

**Noes:** 2 - Lindsay Lemmer and Eric W. Sundquist

**Recused:** 1 - Jason S. Hagenow

**Excused:** 2 - Keetra S. Burnette and Andrew J. Statz

**Non Voting:** 1 - Ledell Zellers

Speaking in support of the text amendment were: Hans Borcharding of Jefferson Street; Craig Mayer of Jefferson Street; Fraser Gurd of Jefferson Street; Diane Morgenthaler of E. Mifflin Street, representing Destination Madison; and James Shulkin of Marathon Drive.

Speaking in opposition of the text amendment were Marla Froelich of Glen Drive; Rudy Moore of Orton Court; Peter Taglia of W. Brittingham Place; Amanda Mott of W. Brittingham Place; John Lynch of Carpenter Street; Joan Sample of Park Lane; Ken Koepler of Atwood Avenue; Andrew Stendahl of Craig Avenue; and Maureen Engelberger of Diamond Drive.

Registered in support were Samantha Crownour and Bruce Crownour of Kendall Avenue.

Registered in opposition and available to answer questions was Candice Stendahl of Craig Avenue.

Registered in opposition was Peter Daly of Lincoln Street.

**BUSINESS BY MEMBERS**

Members of the Plan Commission asked questions about upcoming meetings and continuity of operations as a result of the novel coronavirus outbreak. Heather Stouder advised the Commission that conditions were being closely monitored and that City staff is holding discussions and making plans about operations and public meetings in the event that the outbreak should become more serious, and that updates would be provided to members as warranted.

## 12. [57919](#) Plan Commission Business By Members and General Correspondence

- "What happens when kids help design our cities?" Child in the City - January 9, 2020
- "What would an age-friendly city look like?" The Guardian - October 10, 2018
- "Evaluating Your Age-Friendly Community Program - A Step-by-Step Guide" AARP/Portland State University Institute on Aging, October 2014

Regarding the readings, Ald. Lemmer asked about the City's plans to become an "age-friendly city." Heather Stouder indicated that she would inquire with the Mayor's Office and report back to the Plan Commission in the future.

## SECRETARY'S REPORT

### - Recent Common Council Actions

- 5006 Hammersley Road - Rezoning and Certified Survey Map Referral to accommodate future lot for two-family dwelling development - Approved on March 3, 2020 subject to Plan Commission recommendation
- Rezoning related to new SSM Health clinic and private parking facility along South Street and Fish Hatchery Road - Approved on March 3, 2020 subject to Plan Commission recommendation
- 216 S Pinckney Street - Amended PD (GDP-SIP) for Block 88 to construct nine stories above the podium to contain 162 residential units - Approved on March 3, 2020 subject to Plan Commission recommendation
- 202 N First Street - PD(GDP-SIP) to convert the City's 43,500 sq. ft. Fleet Services Building into the Madison Public Market - Approved on March 3, 2020 subject to Plan Commission recommendation

### - Upcoming Matters - March 23, 2020

- 7050 Watts Road - Amended PD(GDP) and Certified Survey Map Referral - Amend General Development Plan to add pad site for 10,000 sq. ft. commercial building and divide property into two lots to create lot for pad site development
- 3840 Maple Grove Drive - Conditional Use-Residential Building Complex - Construct 8 townhouse buildings on a lot with 50 total units, an apartment block with 208 total units in 4 buildings, 3 small apartment buildings on a lot with 24 total units, and pool and clubhouse following recording of FRED Maple Grove plat
- 601 W Dayton Street - Amended PD(SIP) - Construct three-story, 37,350 sq. ft. addition to Kohl Center
- 5133-5237 University Avenue - Demolition Permit and Conditional Use - Demolish office building and restaurant to construct a mixed-use development containing 6,500 sq. ft. of commercial space and 79 apartments in three buildings
- 4709-4851 Eastpark Blvd. - Preliminary Plat and Final Plat of American Center Eastpark Third Addition, creating three lots for employment uses, one outlot for a private street, and one outlot for private open space
- 4933 Femrite Drive - Demolition Permit - Demolish single-family residence to allow extension of Dairy Drive
- 2021 Winnebago Street - Conditional Use - Convert commercial building into coffeehouse with limited production and processing of baked goods and coffee
- 5825 Cottage Grove Road - Demolition Permit - Demolish two-family residence to create open space for existing convent
- 1101 Woodward Drive - Conditional Use - Reconstruct Warner Park Beach Shelter

### - Upcoming Matters - April 13, 2020

- Oscar Mayer Special Area Plan (Tentative)
- 2524 Winnebago Street - PD to PD(SIP) - Approve Specific Implementation Plan to construct five-story mixed-use building with 13,676 sq. ft. of commercial space and 105 apartments at Union Corners
- 3817 Milwaukee Street - Demolition Permit and Conditional Use - Demolish restaurant, auto service station/convenience store, and car wash to construct new auto service station/convenience store and car wash
- 1109-1123 S Park Street - Demolition Permit and Conditional Use - Demolish four commercial buildings to construct three-story mixed-use building with 2,600 sq. ft. of commercial space and 44 apartments in Urban Design Dist. 7

- 1438 Morrison Street - Conditional Use - Construct accessory building exceeding 576 square feet of area and 10% of lot area
- 2122 Luann Lane - Conditional Use - Convert office building into 17-unit apartment building and construct accessory building (garages) exceeding 800 square feet in area
- 110 King Street - Conditional Use - Establish tasting room
- 50 Lansing Street - Demolition Permit - Demolish single-family residence to construct a new single-family residence
- 221 Bram Street - Demolition Permit - Demolish single-family residence with no proposed use

## **ANNOUNCEMENTS**

There were no announcements.

## **ADJOURNMENT**

**A motion was made by Cantrell, seconded by Lemmer, to Adjourn at 10:22 p.m.  
The motion passed by voice vote/other.**