

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: May 8, 2013

TITLE: Review of Graphics for the Downtown
Urban Design Guidelines. (20053)

REFERRED:

REREFERRED:

REPORTED BACK:

AUTHOR: Alan J. Martin, Secretary

ADOPTED:

POF:

DATED: May 8, 2013

ID NUMBER:

Members present were: Richard Wagner, Chair; Melissa Huggins, Richard Slayton, Dawn O’Kroley, Henry Lufler, Ald. Lauren Cnare, Tom DeChant and Cliff Goodhart.

SUMMARY:

At its meeting of May 8, 2013, the Urban Design Commission **RECEIVED INFORMATION AND COMMENTED** on the draft graphics for the Downtown Urban Design Guidelines. Jay Wendt, Urban Design Planner presented the graphics for the Downtown Urban Design Guidelines adopted by the Council in December 2012; the text within the document has been approved. This illustrative guide replaces the C4 guide.

- The idea when we’re encouraging glazing at the pedestrian level, I know they’re just conceptual. Some of the discussion was that there should be clear glass at the façade, maybe there’s some way to grasp that transparency into the building? Showing the variety of activities on the street like sidewalk cafés.
- A little more contrast on the graphics would be good.
- I struggle with the first one: address the street.
 - Essentially having some sort of architectural treatment, not having blank walls.OK, this is way too subtle.
 - This is the first time we had the print shop across the street run these.
- How many areas in the Downtown Design Guidelines allow for a 2-story building? You can tell you spent a lot of time on these.
- Maybe there’s a way to frame these a bit so the white doesn’t bleed out (graphics).

ACTION:

The Commission **RECEIVED INFORMATION AND COMMENTED** on the guide; no formal action was taken.