



# City of Madison

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

## Meeting Minutes - Approved URBAN DESIGN COMMISSION

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Wednesday, April 21, 2010

4:30 PM

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

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### CALL TO ORDER / ROLL CALL

**Present:** 7 -

Marsha A. Rummel; Dawn O. O'Kroley; Todd R. Barnett; Richard L. Slayton; John A. Harrington; Ronald S. Luskin and R. Richard Wagner

**Excused:** 3 -

Mark M. Smith; Bruce F. Woods and Jay B. Ferm

### APPROVAL OF MINUTES

A motion was made by Slayton, seconded by Luskin, to Approve the Minutes of April 7, 2010. The motion passed by voice vote/other.

### ANNOUNCEMENTS/SECRETARY'S REPORT

- Special meeting reminder, April 28, 2010, continued discussion on policies, protocols and procedures.

### PUBLIC COMMENT

None.

### PUBLIC HEARING ITEM

1. [18095](#) 6202 Schroeder Road - Street Graphics Variance for a Ground Sign. 1st Ald. Dist.  

The motion provided approval for the sign and its modification with allowance for additional square footage beyond code but in the future will not carry over to any new sign. The motion also required the painting of an outside pole to dark gray, along with the installation of a perennials beneath the sign as well as the replacement of existing spirea with evergreens and grass planting to not block views with a square evergreen box around the ground sign at 8 square feet. The motion also provided that staff talk with Matt Tucker, Zoning Administrator and the City Attorney relevant to the sign erector, Stubblefield's license on the inappropriate installation of the sign inconsistent with the permit with staff to provide a report on any and all issues associated with the street graphic erector, Stubblefield relevant to other instances where installation has been inconsistent with any permits granted to

provide a basis for future consideration of any other variances and adjustments by the Commission.

**A motion was made by Harrington, seconded by Wagner, to Grant Final Approval. The motion passed by the following vote:**

**Excused:** 3 -

Mark M. Smith; Bruce F. Woods and Jay B. Fern

**Ayes:** 6 -

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

**Noes:** 1 -

Ronald S. Luskin

### UNFINISHED BUSINESS

2. [12028](#) 100 North Hamilton Street - Comprehensive Design Review of Signage in C4 District. 4th Ald. Dist.

The motion noted:

- That the applicant responded well to the Commission's input.
- Look at banner above circular window on Hamilton Street to be stronger, with the option to extend the banner's 12-inches longer combined with the discretion to center vertically between the sills of the lower windows and the heads of the upper windows.

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

3. [10706](#) 2501 and 2601 West Beltline Highway - Modifications to a Previously Approved Comprehensive Design Review of Signage for "Arbor Gate". 14th Ald. Dist.

In support of his motion Wagner noted that he was ready to accept blade sign with design as supported by Ald. Bruer and acknowledge that color and logos need to be carefully done. Comfortable with staff review and discretion if there are issues they can bring back to the Commission. Comfortable with this blade sign as designed or as redesigned within a separate plane as recommended. Sign faces within the secondary sign band as an option to the "dark pewter" color is appropriate in combination with the use of colors as part of logo elements as restricted within the sign text.

Consideration of the signage was provided on two separate motions. The first motion provided for approval of the use of black colored letters within the secondary sign band, combined with the use of colored logo elements with discretion by staff to refer any potentially contentious approvals to the Commission for formal consideration. The second motion provided for approval of the blade sign as presented or as redesigned within a separate plane or blade as an alternative adjoining the architectural concrete blade of

the building, in addition to the ability for staff to administratively approve versions under both options or refer is necessary for formal consideration.

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

4. [10903](#) 2202-2300 South Park Street - Alteration to a Previously Approved Master Plan (Temporary Parking Lot) for The Villager Mall in Urban Design District No. 7. 14th Ald. Dist.

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

#### **NEW BUSINESS**

5. [18094](#) 5117 University Avenue - PUD(GDP), Erdman Center Project. 19th Ald. Dist.

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

6. [18138](#) 434 Gammon Place - Planning Staff Referral of a Minor Exterior Alteration to a Building Facade for an Existing Conditional Use. 19th Ald. Dist.

The motion noted acceptance of the removal of one brick veneer fin extension at both the front and rear elevations as presented.

**A motion was made by O'Kroley, seconded by Harrington, to Grant Final Approval. The motion passed by voice vote/other.**

#### **BUSINESS BY MEMBERS**

#### **ADJOURNMENT**

**A motion was made by Harrington, seconded by Rummel, to Adjourn at 8:00 p.m. The motion passed by voice vote/other.**