



# City of Madison

City of Madison  
Madison, WI 53703  
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## Meeting Minutes - Approved URBAN DESIGN COMMISSION

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Wednesday, April 11, 2018

4:30 PM

210 Martin Luther King, Jr. Blvd.  
Room 351 (City County Building)

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### CALL TO ORDER / ROLL CALL

- Present:** 7 - Lois H. Braun-Oddo; Dawn O. O'Kroley; Cliff Goodhart; John A. Harrington; Rafeeq D. Asad; Thomas A. DeChant and R. Richard Wagner
- Excused:** 2 - Amanda Hall and Michael J. Rosenblum

### APPROVAL OF MINUTES

**A motion was made by Goodhart, seconded by Braun-Oddo, to Approve the March 21, 2018 Minutes. The motion passed by voice vote/other.**

### PUBLIC COMMENT

None.

### DISCLOSURES AND RECUSALS

Cliff Goodhart recused himself for Item #5

### SECRETARY'S REPORT/AGENDA OVERVIEW

Janine Glaeser gave an overview of the projects.

### PUBLIC HEARING ITEMS

- 1.**     [50651](#)           2045 Atwood Avenue - Comprehensive Design Review for "Kennedy Place." 6th 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 .

**A motion was made by Braun-Oddo, seconded by DeChant, to Grant Final Approval. The motion passed by voice vote/other.**
- 2.**     [43668](#)           702 North Midvale Boulevard - Comprehensive Design Review of Signage for the Redevelopment of the South Side of Hilldale Shopping Mall in UDD No. 6. 11th 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 .

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

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**NEW BUSINESS**

5. [50976](#) 2025 Zeier Road - Facade Renovation for "Burlington." 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 .

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

**Ayes:** 5 - Lois H. Braun-Oddo; Dawn O. O'Kroley; John A. Harrington; Rafeeq D. Asad and Thomas A. DeChant

**Recused:** 1 - Cliff Goodhart

**Excused:** 2 - Amanda Hall and Michael J. Rosenblum

**Non Voting:** 1 - R. Richard Wagner

**A motion was made to take items #6 & #7 out of order. The motion passed by voice vote/other.**

6. [50758](#) Creating Section 28.022 -- 00324 of the Madison General Ordinances to change the zoning of properties located at 717-753 E. Johnson Street, 2nd Aldermanic District, from TR-V2 (Traditional Residential - Varied 2) District to NMX (Neighborhood Mixed-Use) District.

A motion was made by Goodhart, seconded by Asad, to give an advisory recommendation, noting that the proposed design is appropriate for the 700 Block of East Johnson Street.

A motion for an amendment was made by O'Kroley, seconded by Harrington, noting that the Commission has reservations on meeting Conditional Use Standard No. 4. The amendment passed on a vote of (6-0).

A motion for an amendment was made by Goodhart, seconded by DeChant, noting that approving the project is within the context of the near-term growth goals. The amendment passed on a vote of (4-3), with Goodhart, DeChant and Asad voting in favor; Harrington, O'Kroley and Braun-Oddo voting in opposition; and the Chair voting in favor to break the tie.

A motion for an amendment was made by Harrington, seconded by O'Kroley, to note that the Commission has reservations about sustained aesthetic desirability with the existing character of the neighborhood, particularly in relation to the neighborhood plan. The motion passed on a vote of (4-3), with O'Kroley, Harrington and Braun-Oddo voting in favor; Goodhart, DeChant and Asad voting in opposition; and the Chair voting in favor to break the tie.

On a substitute motion by Harrington, seconded by O'Kroley, the Urban Design Commission does not have a problem with the height, modern character of design or ground floor treatment along Johnson Street. The Commission does have concerns regarding standards 4 (within the near-term growth goals) and 9 relative to massing and footprint. The motion was passed on a vote of (6-0).

**On a substitute motion by Harrington, seconded by O'Kroley, the Urban Design Commission gave the following advisory comments:**

- **The Commission does not have a problem with the height, modern character of design or ground floor treatment along Johnson Street.**
- **The Commission does have concerns regarding standards 4 (within the near-term growth goals) and 9 relative to massing and footprint.**

**The motion was passed on a vote of (6-0).**

7. [50395](#) 827 East Gorham Street - Relocation of Two Buildings from 725 and 737 East Johnson Street. 2nd Ald. Dist.

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

**Ayes:** 6 - Lois H. Braun-Oddo; Cliff Goodhart; John A. Harrington; Rafeeq D. Asad; Thomas A. DeChant and R. Richard Wagner

**Noes:** 1 - Dawn O. O'Kroley

**Excused:** 2 - Amanda Hall and Michael J. Rosenblum

### PUBLIC HEARING ITEMS

3. [48873](#) 4802 Sheboygan Avenue - PD(GDP), "Madison Yards at Hill Farms" in UDD No. 6. 11th Ald. Dist.

The motion provided for the following conditions:

1. More information in the zoning text regarding the percentage or lineal footage of exposed parking structure.
2. More information on the permitted materials.
3. Look at the setback along University Avenue to match the DOT building .
4. More information regarding the 20% exemption from the maximum setback.
5. Clarification on architectural features that encroach on the street (non-occupiable architectural features).

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

### ROLL CALL

**Present:** 6 - Lois H. Braun-Oddo; Dawn O. O'Kroley; Cliff Goodhart; Rafeeq D. Asad; Thomas A. DeChant and R. Richard Wagner

**Excused:** 3 - Amanda Hall; John A. Harrington and Michael J. Rosenblum

### UNFINISHED BUSINESS

4. [43732](#) 53 West Towne Mall - Redevelopment of Portions of the Sears Department Store and Auto Center, and the Addition of Outpads on the Property. 9th Ald. Dist.

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

### BUSINESS BY MEMBERS

**New Member Update:** Common Council appointed Christian Harper as new design professional on 4/10/18. ASLA has been notified of request for recommendation of a Landscape Architect professional to the UDC.

**Comprehensive Plan Update:** Planning Staff have completed a working DRAFT that is currently under review. The DRAFT Comp Plan will be circulated to City Committees and Commissions in the month

of May. The Urban Design Commission has requested an opportunity to review and comment on the DRAFT version.

**ADJOURNMENT**

**The meeting was Adjourned at 7:15 p.m. by unanimous consent.**