



City of Madison

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

Meeting Minutes - Approved URBAN DESIGN COMMISSION

Wednesday, January 23, 2013

4:30 PM

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

CALL TO ORDER / ROLL CALL

Present: 8 -

Marsha A. Rummel; Dawn O. O'Kroley; Cliff Goodhart; John A. Harrington;
Richard L. Slayton; Melissa R. Huggins; R. Richard Wagner and Thomas
A. DeChant

Excused: 1 -

Henry S. Luffler, Jr.

APPROVAL OF MINUTES

A motion was made by Huggins, seconded by Slayton, to Approve the Minutes
of January 9, 2013. The motion passed by voice vote/other.

PUBLIC COMMENT

None.

DISCLOSURES AND RECUSALS

None.

SECRETARY'S REPORT/AGENDA OVERVIEW

PUBLIC HEARING ITEMS

1. [24053](#) 5739/5751 Tokay Boulevard - Expansion of Site Currently Containing
"Don Miller Body Shop" to Provide for Construction of a "Don Miller-Fiat"
Dealership in UDD No. 3. 19th Ald. Dist.

The motion provided for approval of the first phase of development, with the second phase details to
return to the Commission for formal approval with the building signage details.

This item was approved as a consent item.

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

UNFINISHED BUSINESS

2. [28847](#) 209 Junction Road - Amendment to a Previously Approved Plan, Wall Signage for "Land's End." 9th Ald. Dist.

This item was approved as a consent item.

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

3. [21684](#) 7617 Mineral Point Road - Alteration to Approved and Recorded PCD(SIP), Revised Wall Signage. 9th Ald. Dist.

The motion provided that the letter "l" move to the left so that the heart is centered between the "n" and the "s" to move the "Inspirations" up as much as possible. The motion also provided that any change in tenancy would require new signage to be approved by the Commission.

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

4. [19965](#) 525 & 535 Junction Road (City Center West) - Alteration to Existing PUD(SIP), Signage Package Modifications. 9th Ald. Dist.

The motion provided for approval of the traffic and internal monument signs, smaller lettering on the canopies, removal of the monument sign facing the Beltline, smaller signage on the lower band (402 and 403), and relook at all #3 to see how they fit. Shrubbery or flowering trees were suggested for more greenery (Crabapples, but no Burning Bush).

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

5. [22565](#) 1102 South Park Street - Signage Package and Building Lighting for a PUD(GDP-SIP) for a Four-Story Commercial Building and Parking Structure in UDD No. 7. 13th Ald. Dist.

The lighting is subject to it meeting City ordinances relevant to night sky compliance and a brightness UDC standard as determined by Fred Rehbein of Building Inspection Plan Review.

This item was approved as a consent item.

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

6. [28185](#) 25 West Main Street - Exterior Remodeling in the C4 District, AnchorBank. 4th Ald. Dist.

The motion stated that the landscape plan (especially the green wall and green roof element), final façade articulation details and elevations of the Doty Street façade, including lighting elements and signage shall return for formal approval by the Commission, in addition to the following:

- The applicant shall coordinate with City Forestry on the location of street trees.
- Finish the Doty Street lower façade with granite that extends into additional stalls to enhance the stair and provide more glass on Doty Street.
- No signage shall be allowed within the encroachment of the City right-of-way.

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

7. [28428](#) 210 Langdon Street - PUD-GDP-SIP for the Construction of a New Fraternity House. 2nd Ald. Dist.

The motion stated that the two "arms" out front could be equal or unequal, the packets should be updated to reflect the project as presented, and the landscaping plan can return to staff to address Harrington's comments. In addition, eliminate the black diamond for metal edging, provide additional architectural detailing and refinement in address of Amy Scanlon's comments and provide an alternative to the EIFS sills and lintels, including consideration of other synthetic alternative materials in addition to stone, etc. Resolve details with staff relevant to construction materials and the appropriateness to a historic district. Further discussion stated that there are details that need to be resolved and enhanced, and it is not the Commission's role to say "move the porch back a foot or two;" it's the overall design concept.

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

NEW BUSINESS

8. [28818](#) 2502 Swanson Street - Public Building, Snow Removal Equipment Facility on County Owned Property at the Dane County Regional Airport. 9th Ald. Dist.

This item was approved as a consent item.

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

BUSINESS BY MEMBERS

DeChant questioned who to report Facade Grant deviations to. Yee's Laundry is not following what was approved, specifically the split block on the bottom. An aluminum panel was approved but they are using split block. By unanimous consent, the Commission moved to ask Percy to look into this change in material.

ADJOURNMENT

The meeting was Adjourned at 6:50 p.m. by unanimous consent.