



City of Madison

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

Meeting Minutes - Approved URBAN DESIGN COMMISSION

Wednesday, October 21, 2009

4:30 PM

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

CALL TO ORDER / ROLL CALL

Barnett arrived at 4:40 p.m. during consideration of Item No. 1. Wagner arrived at 5:00 p.m. during review of Item No. 2. Smith arrived at 5:20 p.m. during Item No. 4. Luskin arrived at 7:45 p.m. after Item No. 5.

Present: 6 -

Marsha A. Rummel; Dawn O. Weber; Bruce F. Woods; Richard L. Slayton;
John A. Harrington and Jay B. Ferm

Excused: 4 -

Mark M. Smith; Todd R. Barnett; Ronald S. Luskin and R. Richard Wagner

APPROVAL OF MINUTES

A motion was made by Slayton, seconded by Harrington, to Approve the Minutes of October 7, 2009. The motion passed by the following vote:

Excused: 4 -

Mark M. Smith; Todd R. Barnett; Ronald S. Luskin and R. Richard Wagner

Ayes: 3 -

Richard L. Slayton; John A. Harrington and Jay B. Ferm

Abstentions: 2 -

Marsha A. Rummel and Dawn O. Weber

Non Voting: 1 -

Bruce F. Woods

PUBLIC COMMENT

SECRETARY'S REPORT

- Agenda overview and pass out
- Special meeting reminder, Zoning Code rewrite on October 28, 2009 in Room LL-110, Madison Municipal Building, 5:00 p.m.

ROLL CALL

Present: 7 -

Marsha A. Rummel; Dawn O. Weber; Todd R. Barnett; Bruce F. Woods;
Richard L. Slayton; John A. Harrington and Jay B. Ferm

Excused: 3 -

Mark M. Smith; Ronald S. Luskin and R. Richard Wagner

UNFINISHED BUSINESS

1. [15783](#) Creating New Section 33.24(15) and renumbering Current Section 33.24(15) to Section 33.24(16) to establish Urban Design District No. 8 and amending Section 33.24(11)(b) of the Madison General Ordinances to move properties from Urban Design District No. 4 to Urban Design District No. 8.

Roll Call Vote: Ayes: Weber, Slayton, Harrington, Ferm, Rummel; Abstain: Barnett; Excused: Smith, Luskin, Wagner; Non-Voting: Woods

The motion accepted both the revised language relative to “franchise businesses” on discussions by the Commission and uniform standards for canopy trees as follows:

- Section 33.24(15)(e)7.b.v., Guidelines shall be modified to read as follows: “Franchise businesses may be required to modify their corporate designs to fit “the District’s character.”
- Section 33.24(15)(e)5.a. and 33.24(15)(e)5.b. shall read as follows:
 - a. Requirements.
 - i. Landscaping within the East Washington Avenue setbacks and terraces shall follow the approved palette and design concept, which includes uniform standards for canopy trees on the street face to establish a minimum and maximum height, standard spacing and size to provide a street face dominated by canopy trees on private property as well as the public right-of-way.
 - b. Guidelines.
- vi. Where feasible canopy trees should line all terraces and medians.
 - vii. Canopy trees that mature at 60’ or higher are to be utilized along street faces (major) and in parking islands and parking lot edges that align streets unless conflicts with existing utilities or infrastructure preclude.
 - viii. Canopy trees shall be planted at a spacing of no greater than 40’ on center; where infrastructure permits.
 - ix. Trees shall be planted at a minimum of a 2 ½ caliper or larger with full sized oval to rounded form consistent with the provisions of the American Standard for Nursery Stock (ANSI 2 60.1-2004) Section 1.2.1 relevant to Type 1 Shade Trees.
 - x. Consideration shall be given to double lining shade trees using both sides of the walkway when space permits.
 - xi. Where possible walks along terraces shall be setback 10’ to allow canopy trees adequate area for growth. If walks are within 6’ of the street, canopy trees should be planted on the side of the walk opposite the street.
 - xii. The ratio of trees shall be coordinated between canopy tree plantings within the public rights-of-way and private property within the setback.

A motion was made by Rummel, seconded by Harrington, to RECOMMEND TO COUNCIL WITH THE ABOVE RECOMMENDATIONS - RECESSED PUBLIC HEARING. The motion passed by the following vote:

Excused: 3 -

Mark M. Smith; Ronald S. Luskin and R. Richard Wagner

Ayes: 5 -

Dawn O. Weber; Richard L. Slayton; John A. Harrington; Jay B. Ferm and Marsha A. Rummel

Abstentions: 1 -

Todd R. Barnett

Non Voting: 1 -

Bruce F. Woods

ROLL CALL**Present:** 8 -

Marsha A. Rummel; Dawn O. Weber; Todd R. Barnett; Bruce F. Woods; Richard L. Slayton; John A. Harrington; R. Richard Wagner and Jay B. Ferm

Excused: 2 -

Mark M. Smith and Ronald S. Luskin

2. [10903](#) 2202-2300 South Park Street - Amendment to the "Comprehensive Design Review" Sign Plan for the Villager Mall Atrium in Urban Design District No. 7. 14th Ald. Dist.
- The motion provided for the alteration to the two sign bands for the MATC tenant space to be unified into a single panel, along with modifications to the blade sign as suggested by Harms.
- A motion was made by Harrington, seconded by Slayton, to Grant Final Approval. The motion passed by voice vote/other.**
3. [16310](#) 703 University Avenue - Amendment to the Existing Sign Package for "U-Square," Above Canopy Sign Modification. 8th Ald. Dist.
- The motion for referral required a redesign of the sign with the options suggested above including consideration for various size options for the size of the three dimensional cube featuring the "fresh" graphic.
- A motion was made by Barnett, seconded by Slayton, to Refer to the URBAN DESIGN COMMISSION. The motion passed by voice vote/other.**
4. [14911](#) 115 & 117 South Bassett Street - PUD(GDP-SIP) for the Conversion of a Single-Family Home into a Three-Unit and a Two-Unit into a Four-Unit Building Plus a New Six-Unit Apartment Building to the Rear of the Lot. 4th Ald. Dist.
- The motion required that additional bike parking be provided at a level of 26 bike stalls with 6 scooter stalls at minimum for this project with its further consideration.
- A motion was made by Barnett, seconded by Wagner, to Grant Initial Approval. The motion passed by voice vote/other.**

ROLL CALL

- Present:** 9 -
Marsha A. Rummel; Mark M. Smith; Dawn O. Weber; Todd R. Barnett;
Bruce F. Woods; Richard L. Slayton; John A. Harrington; R. Richard
Wagner and Jay B. Ferm
- Excused:** 1 -
Ronald S. Luskin

5. [15686](#) 1252 Williamson Street - PUD(GDP-SIP) for a Mixed-Use Building with 31 Residential Units and 2,400 Square Feet of Commercial Space. 6th Ald. Dist.

The motion provided for the following:

- The arched window feature shall be added to the upper end cap on the corner elevation with the modified elevation to be approved by staff.
- The Urban Design Commission supports the use of the cantilever features as detailed on the Baldwin Street elevation with flexibility on the cantilevered elements either being slanted or straight but strongly support cantilevers as currently detailed.
- The Urban Design Commission strongly feels that cantilever bays are appropriate for a new building in a historic district where the overall design respects the area’s historic character with the bay not having a “fakey” design.
- The cantilevers are OK as clad with fiber cement with an option to look at the use of a “skatelite” material.
- Option to eliminate Soldier coursing over on small windows.
- Encourage two trees within the Baldwin Street right-of-way.

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

ROLL CALL

- Present:** 10 -
Marsha A. Rummel; Mark M. Smith; Dawn O. Weber; Todd R. Barnett;
Bruce F. Woods; Richard L. Slayton; John A. Harrington; Ronald S.
Luskin; R. Richard Wagner and Jay B. Ferm

NEW BUSINESS

6. [16318](#) 1012 Fish Hatchery Road - PUD-GDP for a Four-Story, 62-Unit Apartment Building. 13th Ald. Dist.

The Urban Design Commission Received an Informational Presentation

ROLL CALL

- Present:** 9 -
Marsha A. Rummel; Mark M. Smith; Dawn O. Weber; Todd R. Barnett;
Bruce F. Woods; John A. Harrington; Ronald S. Luskin; R. Richard
Wagner and Jay B. Ferm
- Excused:** 1 -
Richard L. Slayton

7. [16319](#) 129 West Gorham Street - PUD(GDP) for a Five-Story, 46-Unit
Apartment Building. 4th Ald. Dist.

The Urban Design Commission Received an Informational Presentation

BREAK - 7:15 p.m. - 7:30 p.m.

8. [16322](#) 105 East Campus Mall - PUD(GDP-SIP) for a New Ice Arena. 4th Ald.
Dist.

The Urban Design Commission Received an Informational Presentation

9. [16323](#) 117 North Charter Street - PUD(GDP) for Charter Street Heating Plant
Upgrades. 8th Ald. Dist.

The Urban Design Commission Received an Informational Presentation

10. [11814](#) 3210 Maple Grove Drive - Mixed-Use Development/PUD-GDP. 7th Ald.
Dist.

The Urban Design Commission Received an Informational Presentation

11. [16320](#) 801 South Park Street - PUD(GDP-SIP), Mixed-Use Development. 13th
Ald. Dist.

The Urban Design Commission Received an Informational Presentation

BUSINESS BY MEMBERS

ADJOURNMENT

**A motion was made by Barnett, seconded by Harrington, to Adjourn at 11:00
p.m. The motion passed by voice vote/other.**