



# City of Madison

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

## Meeting Minutes - Approved URBAN DESIGN COMMISSION

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Wednesday, July 24, 2013

4:30 PM

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

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### CALL TO ORDER / ROLL CALL

DeChant arrived at 5:21 p.m. during Item No. 2. Goodhart was excused at 8:27 p.m. after Item No. 9.

**Present:** 5 -

Lauren Cnare; Dawn O. O'Kroley; Cliff Goodhart; Richard L. Slayton and  
R. Richard Wagner

**Excused:** 4 -

John A. Harrington; Melissa R. Huggins; Henry S. Lufler, Jr. and Thomas  
A. DeChant

### APPROVAL OF MINUTES

**A motion was made by Cnare, seconded by Slayton, to Approve the Minutes of July 10, 2013. The motion passed by voice vote/other.**

### PUBLIC COMMENT

None.

### DISCLOSURES AND RECUSALS

Goodhart recused himself on Item No. 10.

### SECRETARY'S REPORT/AGENDA OVERVIEW

### SPECIAL ITEM OF BUSINESS

1. [30377](#) Adopting the *Hoyt Park Area Joint Neighborhood Plan* and the goals, recommendations, and implementation steps contained therein as a supplement to the City's *Comprehensive Plan*.  
The motion provided that the Common Council weigh the suggestions from the neighborhood as part of the City's overall Comprehensive Plan.  
**A motion was made by Cnare, seconded by Slayton, to Return to Lead with the Recommendation for Approval to the PLAN COMMISSION. The motion passed by voice vote/other.**

### PUBLIC HEARING ITEMS

### ROLL CALL

**Present:** 6 -  
Lauren Cnare; Dawn O. O'Kroley; Cliff Goodhart; Richard L. Slayton; R. Richard Wagner and Thomas A. DeChant

**Excused:** 3 -  
John A. Harrington; Melissa R. Huggins and Henry S. Lufler, Jr.

2. [30640](#) 4416 Pflaum Road - Street Graphics Variance for "Subway." 16th Ald. Dist.

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

**Ayes:** 3 -  
Lauren Cnare; Cliff Goodhart and Thomas A. DeChant

**Noes:** 2 -  
Dawn O. O'Kroley and Richard L. Slayton

**Excused:** 3 -  
John A. Harrington; Melissa R. Huggins and Henry S. Lufler, Jr.

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

3. [30400](#) 5708 Odana Road - Demolish Two Vacant Buildings and Construct New Auto-Prep Building for "Smart Motors" in UDD No. 3. 19th Ald. Dist.

**A motion was made by O'Kroley, seconded by Cnare, to Refer to the URBAN DESIGN COMMISSION. The motion passed by voice vote/other.**

4. [30798](#) 107 King Street - Amendment to PD Signage Package for "The Kitchen Gallery." 4th Ald. Dist.

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

5. [30797](#) 745-811 South Gammon Road - Comprehensive Design Review for "International Plaza." 19th Ald. Dist.

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

#### UNFINISHED BUSINESS

6. [22901](#) 3550 Anderson Street - Amendment to Existing "Comprehensive Design Review" of Signage for Madison College. 12th Ald. Dist.

**A motion was made by Cnare, seconded by Goodhart, to Grant Final Approval.**

**The motion passed by the following vote:****Ayes:** 4 -

Lauren Cnare; Cliff Goodhart; Richard L. Slayton and Thomas A. DeChant

**Noes:** 1 -

Dawn O. O'Kroley

**Excused:** 3 -

John A. Harrington; Melissa R. Huggins and Henry S. Lufler, Jr.

**Non Voting:** 1 -

R. Richard Wagner

7. [24584](#)

741 East Mifflin Street/754 East Washington Avenue - PUD(GDP-SIP),  
Signage Plan for a Mixed-Use Development - The Constellation. 2nd Ald.  
Dist.

The motion provides for the following:

- Second floor signage band is not approved, look at alternatives for building wall signage such as a wall directory sign or monument sign that identifies those tenants.
- Study alternative locations for the Cargo Coffee signage, perhaps in conjunction with or separate from the Constellation projecting signage.
- The Constellation routed face or opaque projecting sign is approved as proposed (not with the Cargo piece).

**A motion was made by Cnare, seconded by DeChant, to Grant Final Approval.****The motion passed by voice vote/other.**8. [30468](#)

1750 Pearson Street - Outdoor Fire Training Facility for Madison College.  
12th Ald. Dist.

The motion provided for the following:

- The fence color should be black or dark bronze.
- Work toward incorporating into some of the steel elements and/or trim of the structure.
- Restudy the arrangement of deciduous trees. Make it look more natural.

**A motion was made by Goodhart, seconded by Cnare, to Grant Final Approval.****The motion passed by voice vote/other.**9. [30040](#)

441 North Frances Street - Mixed-Use in the Downtown Core District with  
25,000-30,000 Square Feet of Retail and 250-300 Residences in the  
Downtown Core ("The Hub"). 4th Ald. Dist.

The motion provided for the following:

- Ink spot brick (darker brick option) is recommended.
- On Frances Street the random window pattern in the tall element is recommended (shear walls).
- Study the base of the Frances Street tower element to see if a different treatment at Floors 2-3 would better set it apart as the base with change in proportion regarding the base; larger base or larger read of base or articulation of the second through third floor windows. If they study this and determine that no change is best, that will be fine with the Urban Design Commission.
- Study the proportions of the fifth and sixth floors of the corner of State and Frances Streets; the proportions of the openings and the detailing cornice need more consistency architecturally with what's below on floors 1-4.
- On the State Street tower façade (and similar façades as the building turns toward Gilman Street), study and make changes such that the top is better defined when it meets the sky, explore additional glass, and explore additional articulation through a plane change or additional balconies. The decision on whether random windows are best here is dependent on reviewing the revised composition of this part of the building upon further review by the Commission.
- Provide colored and rendered elevations with shadow lines.

**A motion was made by Cnare, seconded by DeChant, to Grant Final Approval.**

**The motion passed by the following vote:**

**Ayes:** 4 -  
Cliff Goodhart; Richard L. Slayton; Lauren Cnare and Thomas A. DeChant

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

**Excused:** 3 -  
John A. Harrington; Melissa R. Huggins and Henry S. Lufler, Jr.

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

**ROLL CALL**

**Present:** 5 -  
Lauren Cnare; Dawn O. O'Kroley; Richard L. Slayton; R. Richard Wagner and Thomas A. DeChant

**Excused:** 4 -  
Cliff Goodhart; John A. Harrington; Melissa R. Huggins and Henry S. Lufler, Jr.

**NEW BUSINESS**

10. [30875](#) 702 North Midvale Boulevard - Demolition, Remodeling, New Construction/Significant Reconfiguration for "Hilldale Mall." 11th Ald. Dist.

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

11. [30983](#) 107 South Mills Street - Demolition and Construction of a New 4-Story, 74-Unit Apartment Complex. 13th Ald. Dist.

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

**BUSINESS BY MEMBERS**

None.

**ADJOURNMENT**

**The meeting was Adjourned at 9:44 p.m. by unanimous consent.**