



# 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 17, 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

**Present:** 7 -

Dawn O. O'Kroley; Cliff Goodhart; John A. Harrington; Richard L. Slayton;  
R. Richard Wagner; Thomas A. DeChant and Lauren Cnare

**Excused:** 2 -

Melissa R. Huggins and Henry S. Lufler, Jr.

### APPROVAL OF MINUTES

A motion was made by Harrington, seconded by Slayton, to Approve the Minutes of April 3, 2013. The motion passed by voice vote/other.

### PUBLIC COMMENT

Amy Kinast, resident of the Spring Harbor Neighborhood, spoke to the Commission about her concerns regarding the lighting for the University Crossing development.

The letters are high and quite large; she can see the light at her house over two blocks away. She is more concerned about the building currently going in; they have been exposed to the blue lighting of the construction workers in the floors on the upper levels a majority of the width of the building all winter. She is unsure what is planned for signage and lighting for the building; her hope is it is low, dim, small and safe. She has done reading on types of lighting and thinks it's almost searing to the eye. She finds it disturbing to come into the neighborhood with that light and stated that lighting can cause health issues including rhythm disruption and hormone disruptions. LED lighting can cause stress to the retina and glare discomfort; she believes this may be happening with this sign. The light on the Digestive Services building is quite unusual. She asked the Commission to review this and take her concerns into consideration.

Chair Wagner responded that he would ask staff to take the matter up with whoever is the City's point person for this; it's not a legislative issue before the Commission at this time. The developer is either following what was approved or not; if there is an enforcement issue it is not a Commission issue. Harrington stated that lighting is something the Commission should talk about in the future.

**DISCLOSURES AND RECUSALS****SECRETARY'S REPORT/AGENDA OVERVIEW****PUBLIC HEARING ITEMS**

1. [29631](#) 318 South Park Street - Street Graphics Variance, Sign Variance for "Quiznos." 13th Ald. Dist.  

This item was approved as a consent item.

**A motion was made by DeChant, seconded by O'Kroley, to Grant Final Approval. The motion passed by voice vote/other.**
2. [29632](#) 515 South Gammon Road - Comprehensive Design Review of Signage. 19th Ald. Dist.  

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

The motion removes the following language from the signage package: "For tenants occupying space across more than one articulating façade, one wall sign on each separate section of faced is allowed."
3. [29576](#) 2655 East Washington Avenue - Planned Commercial Site, Facade Update/Site Improvements for "Burger King." 15th Ald. Dist.  

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

The motion provided for a landscape plan to be submitted to staff to include Harrington's suggestions; the landscape plan can be circulated to both Harrington and Slayton for their input.

**UNFINISHED BUSINESS**

4. [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 Slayton, to Refer to the URBAN DESIGN COMMISSION. The motion passed by voice vote/other.**

**The motion Granted Final Approval of the "Protective Services" signage only.**

**NEW BUSINESS**

5. [29606](#) 6602 Dominion Drive - Amended PD for Door Creek Church-Phase II. 3rd Ald. Dist.

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

The motion included the option to either follow the 12 stall island rule or convert the parking lot trees to canopy trees, and that the amphitheater be made more "complete."

6. [29803](#) 4323 East Towne Boulevard - Planned Commercial Site, "'Doolittles Woodfire Grill." 17th Ald. Dist.

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

7. [29811](#) 210 South Brooks Street - Amended PD for "Longfellow School" Adaptive Reuse and New Apartment Complex. 13th Ald. Dist.

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

**BUSINESS BY MEMBERS**

**Tom DeChant circulated an invitation to a State Street Public Input Session on Tuesday, April 23, 2013, 7:00-9:00 p.m., Class of 1924 Reception Room, Memorial Union, Fourth Floor.**

**ADJOURNMENT**

**The meeting was Adjourned at 7:10 p.m. by unanimous consent.**