



City of Madison

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

Wednesday, February 9, 2011

4:30 PM

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

CALL TO ORDER / ROLL CALL

- Present:** 5 -
Mark M. Smith; Dawn O. O'Kroley; Richard L. Slayton; John A. Harrington
and Henry S. Lufler, Jr.
- Excused:** 5 -
Marsha A. Rummel; Todd R. Barnett; Melissa R. Huggins; R. Richard
Wagner and Jay W. Handy

**A motion was made by O'Kroley, seconded by Lufler, to Approve Slayton to act
as Chair due to the excused absences of Wagner and Barnett.**

APPROVAL OF MINUTES

**A motion was made by O'Kroley, seconded by Harrington to Approve the
Minutes of the January 19, 2011 meeting. The motion passed on the following
vote:**

- Excused:** 5 -
Rummel; Barnett; Huggins; Wagner and Handy
- Ayes:** 4 -
Smith; O'Kroley; Harrington and Lufler, Jr.
- Abstentions:** 1 -
Slayton

PUBLIC COMMENT

None.

SECRETARY'S REPORT/AGENDA OVERVIEW

**- Discussion on forthcoming February 23, 2011 special meeting agenda item
regarding "B-Cycle" related sign ordinance amendments.**

DISCLOSURES AND RECUSALS

None.

PUBLIC HEARING ITEMS

- 1. [21036](#) 5709 Odana Road - Comprehensive Design Review for Ground and Wall Signage for Madison Family Dental Associates in UDD No. 3. 19th Ald. Dist.

A motion was made by O’Kroley, seconded by Harrington, to Grant Final Approval . The motion passedby the following vote:

- Excused:** 5 -
Barnett; Huggins; Wagner; Rummel and Handy
- Ayes:** 4 -
Smith; O’Kroley; Harrington and Lufler, Jr.
- Abstentions:** 1 -
Slayton

The motion provided for the adjustment of the east elevation sign, reducing the scale such that the vertical ends of the sign do not extend beyond the mullions above window.

- 2. [21039](#) 1702-1820 West Beltline Highway - Comprehensive Design Review, Ground Signage/Minor Modifications to Building Facade. 14th Ald. Dist.

A motion was made by Lufler, Jr., seconded by O’Kroley, to Grant Final Approval . The motion passedby the following vote:

- Excused:** 5 -
Barnett; Huggins; Wagner; Handy and Rummel
- Ayes:** 4 -
O’Kroley; Harrington; Lufler, Jr. and Smith
- Abstentions:** 1 -
Slayton

The motion provided that changes to occupancy of this parcel would require the application to return to the Commission for approval, and the inclusion of any language from Matt Tucker, Zoning Administrator into the motion relative to change in use and widening of a restrictive covenant based on the original Comprehensive Design Review approval of 1991 (see comments dated February 2, 2011 by Tucker).

3. [21037](#) 3527 University Avenue - Comprehensive Design Review to Include an Awning Sign for Bliss Flow Yoga and Wellness in UDD No. 6. 11th Ald. Dist.

A motion was made by O'Kroley, seconded by Lufler, Jr., to Grant Final Approval . The motion passed by the following vote:

Excused: 5 -
Barnett; Huggins; Wagner; Handy and Rummel

Ayes: 4 -
O'Kroley; Harrington; Lufler, Jr. and Smith

Abstentions: 1 -
Slayton

The motion provided for the following:

- The applicant to return to staff for approval of the ground sign which can be elongated, enlarged and relocated, including studying improvements of landscaping at its base per comments made.
- The removal of the non-compliant sign on University Avenue.
- The applicant's acknowledgement of the improper installation of the canopy sign with consideration given to the entire west face of the building.
- Study of the height of the wall sign at University Avenue in the sign band to align with the Radio Shack sign.
- The owner's ability to study the font to make the "Bliss Flow" the larger font and the "Yoga" a smaller font. On all signs and option to drop "Wellness."
- The approval of the awning and the signage on the awning are not precedent-setting and unique due to the lot's configuration, integrated cross-access and parking relationship with adjoining lots and main entry at the rear of the building.
- Acceptance of terms noted in Matt Tucker's memo dated February 1, 2011.

4. [21038](#) 1753-1791 Thierer Road - Comprehensive Design Review for The Avenue Shoppes. 17th Ald. Dist.

A motion was made by O'Kroley, seconded by Harrington, to Grant Final Approval . The motion passed by the following vote:

Excused: 5 -
Barnett; Huggins; Wagner; Handy and Rummel

Ayes: 4 -
Harrington; Lufler, Jr.; Smith and O'Kroley

Abstentions: 1 -
Slayton

The motion required adherence to comments by Matt Tucker, Zoning Administrator provided in a memo dated February 2, 2011.

UNFINISHED BUSINESS

- 5. [18499](#) 434-454 West Johnson Street - PUD(GDP-SIP), Nine-Story Hotel with First Floor Commercial Space and Elevated Parking. 4th Ald. Dist.

The Urban Design Commission Received an Informational Presentation

NEW BUSINESS

- 6. [21199](#) 4120-4208 East Washington Avenue (Frontage Road) - Conditional Use Permit for a Commercial/Retail Center That Includes Two Drive-Thrus, an Outdoor Eating Area and a Demolition in UDD No. 5. 17th Ald. Dist.

The Urban Design Commission Received an Informational Presentation

BUSINESS BY MEMBERS

Harrington spoke to issues with the University Avenue "Target," lighting and signage and impacts on nearby residences. Smith spoke to an issue with structures on the Frey Street/Sawyer Terrace elevation that was not part of the approved plan. Staff noted that there would be a follow-up to these issues. Discussion on the problematic "BBQ" wall sign off of Gorham Street was followed-up with a request for a report from Matt Tucker, Zoning Administrator as to its status.

ADJOURNMENT

The meeting was Adjourned at 6:55 p.m. by unanimous consent.