



City of Madison

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

Meeting Minutes - Approved URBAN DESIGN COMMISSION

Wednesday, April 7, 2010

4:30 PM

215 Martin Luther King, Jr. Blvd.
Room 260 (Madison Municipal Building)

CALL TO ORDER / ROLL CALL

Smith arrived at 4:47 p.m. during Item No. 1.

Present: 9 -

Marsha A. Rummel; Mark M. Smith; Dawn O. O'Kroley; Todd R. Barnett;
Bruce F. Woods; Richard L. Slayton; John A. Harrington; R. Richard
Wagner and Jay B. Ferm

Excused: 1 -

Ronald S. Luskin

APPROVAL OF MINUTES

A motion was made by Rummel, seconded by Weber, to Approve the Minutes for the meeting of March 17, 2010. The motion passed by voice vote/other.

PUBLIC COMMENT

None.

SPECIAL ITEM OF BUSINESS

- Adoption of Section 2.21 Madison General Ordinances as the procedure for reconsideration. A motion was made by Rummel, seconded by Harrington, for Adoption. The motion passed by voice vote/other.
- Approval of application policies to allow staff to reject applications that are deficient in address of the application requirements as detailed within the application form, and to warrant that any late additions to an already submitted and accepted application may result in a review of the project on an informational basis. A motion was made by Slayton, seconded by Rummel, for Approval. The motion passed by voice vote/other.
- Approve inclusion of the Minutes for the special meeting of March 24, 2010 in the Minutes for this meeting. A motion was made by Rummel, seconded by Ferm, for Approval. The motion passed by voice vote/other.

PUBLIC HEARING ITEMS

1. [17845](#) 6317 Odana Road - Comprehensive Design Review of Signage for an Existing Commercial/Retail Building. 19th Ald. Dist.

The motion noted that the use of the oversized existing ground sign and allowance for additional ground sign square footage with the other monument sign was based on the reuse of the existing sign. The two options for monument signs are acceptable with Option 4b required to incorporate address on its base. If the ground sign on the pole is replaced, size should be reduced to comply with the total square footage allowed for ground signs on the zoning lot. In addition, it was required that the "Total Care Dental" wall signage on the building's south elevation be brought in on both its right and left sides so as not to crowd the signable area. As a suggestion, it was noted that the applicant look at the details of the metal roof on the building because its proportions are not quite done and need further study.

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

ROLL CALL

Present: 10 -

Marsha A. Rummel; Mark M. Smith; Dawn O. O'Kroley; Todd R. Barnett; Bruce F. Woods; Richard L. Slayton; John A. Harrington; Ronald S. Luskin; R. Richard Wagner and Jay B. Ferm

2. [17847](#)

2702 Todd Drive - Comprehensive Design Review of Signage for United Brick & Tile. 14th Ald. Dist.

The motion required the removal of the small monument ground sign, as well as a rethink of the stone wrapping to be more proportional to the old ground sign structure as a whole to be approved by staff based on the finding that the project merits approval based on the standards for "comprehensive design review" as contained within the ordinance.

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

Ayes: 9 -

Marsha A. Rummel; Mark M. Smith; Dawn O. O'Kroley; Todd R. Barnett; Bruce F. Woods; Richard L. Slayton; John A. Harrington; Ronald S. Luskin and R. Richard Wagner

Non Voting: 1 -

Jay B. Ferm

A motion was made by Barnett, seconded by Rummel, to take Item No. 10 out of order. The motion passed by voice vote/other.

10. [17910](#)

20 West Mifflin Street - Minor Facade Alteration in a C4 District. 4th Ald. Dist.

A motion was made by Rummel, seconded by Wagner, to Refer to the URBAN DESIGN COMMISSION. The motion passed by the following vote:

Ayes: 9 -

Todd R. Barnett; Bruce F. Woods; Richard L. Slayton; John A. Harrington; R. Richard Wagner; Jay B. Ferm; Mark M. Smith; Marsha A. Rummel and Dawn O. O'Kroley

Noes: 1 -

Ronald S. Luskin

3. [17802](#) 3502 Lancaster Drive - Comprehensive Design Review of Signage for "Russ Darrow." 17th Ald. Dist.
- The motion required the provision that the "Russ Darrow" wall signage be brought in and reduced to allow for breathing room around its edges, with the accessory signage reduced approximately 1/3 in size and scale, or 29 inches as with a similar consideration on the agenda, with the requirement that the High Crossing ground sign be reduced to a monument sign and amended to provide for staff approval.
- An amended motion was made by Smith, seconded by Weber, to Grant Final Approval. The motion passed by the following vote:**
- Ayes:** 7 -
Mark M. Smith; Dawn O. O'Kroley; Bruce F. Woods; Richard L. Slayton; John A. Harrington; R. Richard Wagner and Jay B. Ferm
- Noes:** 2 -
Todd R. Barnett and Marsha A. Rummel
- Abstentions:** 1 -
Ronald S. Luskin

UNFINISHED BUSINESS

4. [17628](#) 4622 Dutch Mill Road - Demolition and Construction of an Office Building for the VFW in UDD No. 1, Landscape Plan. 16th Ald. Dist.
- The motion required a full landscape plan to come back, plus pedestrian access to the public sidewalk, resolve driveway access issues, along with the architecture modified to work with the alternate building siting.
- A motion was made by Barnett, seconded by Smith, to Grant Initial Approval. The motion passed by the following vote:**
- Ayes:** 9 -
Dawn O. O'Kroley; Todd R. Barnett; Bruce F. Woods; Richard L. Slayton; John A. Harrington; Ronald S. Luskin; Jay B. Ferm; Marsha A. Rummel and Mark M. Smith
- Noes:** 1 -
R. Richard Wagner
5. [17567](#) 5802 Odana Road - Comprehensive Design Review/Street Graphics Variance and Minor Facade Renovations in UDD No. 3. 19th Ald. Dist.
- A motion was made by Rummel, seconded by Smith, to Grant Final Approval. The motion passed by voice vote/other.**
6. [16321](#) 1501-1507 Wright Street/3502-3534 Straubel Street - PRD. 17th Ald. Dist.
- A motion was made by Barnett, seconded by Harrington, to Grant Final Approval. The motion passed by voice vote/other.**
7. [16323](#) 117 North Charter Street - PUD(GDP) for Charter Street Heating Plant Upgrades. 8th Ald. Dist.
- A motion was made by Barnett, seconded by Harrington, to Grant Initial**

Approval. The motion passed by voice vote/other.

Break 7:30-7:45 p.m.

8. [02053](#) 202 North Charter Street - Signage Package for an Existing PUD(GDP-SIP) Apartment Building's First Floor Retail. 8th Ald. Dist.

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

Ayes: 9 -

Dawn O. O'Kroley; Todd R. Barnett; Bruce F. Woods; Richard L. Slayton;
John A. Harrington; R. Richard Wagner; Jay B. Ferm; Marsha A. Rummel
and Mark M. Smith

Noes: 1 -

Ronald S. Luskin

9. [14911](#) 115 & 117 South Bassett Street - Modifications to a Previously Approved PUD(GDP-SIP) for the Conversion of a Single-Family Home into a Three-Unit and a Two-Unit into a Four-Unit Building. 4th Ald. Dist.

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

Ayes: 8 -

Dawn O. O'Kroley; Todd R. Barnett; Bruce F. Woods; Richard L. Slayton;
John A. Harrington; Jay B. Ferm; Marsha A. Rummel and Mark M. Smith

Noes: 2 -

Ronald S. Luskin and R. Richard Wagner

NEW BUSINESS

BUSINESS BY MEMBERS

ADJOURNMENT

**A motion was made by Smith, seconded by Weber, to Adjourn at 10:45 p.m.
The motion passed by voice vote/other.**