



# City of Madison

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

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Wednesday, May 9, 2018

4:30 PM

210 Martin Luther King, Jr. Blvd.  
Room 354 (City County Building)

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### CALL TO ORDER / ROLL CALL

Asad arrived at 4:40 p.m. and Hall arrived at 4:48 p.m. (during the presentation on Item No. 6).

- Present:** 7 - Lois H. Braun-Oddo; Dawn O. O'Kroley; Cliff Goodhart; John A. Harrington; Christian J. Harper; Thomas A. DeChant and R. Richard Wagner
- Excused:** 3 - Amanda Hall; Rafeeq D. Asad and Michael J. Rosenblum

### APPROVAL OF MINUTES

**A motion was made by O'Kroley, seconded by Harrington, to Approve the Minutes of April 25, 2018. The motion passed by voice vote/other.**

### PUBLIC COMMENT

None.

### DISCLOSURES AND RECUSALS

Goodhart recused himself on Item No. 6.

### SECRETARY'S REPORT/AGENDA OVERVIEW

Janine Glaeser gave an overview of the projects.

### PUBLIC HEARING ITEMS

- 1. [51105](#)** 85 East Towne Mall - Comprehensive Design Review for "Flix Brewhouse." 17th Ald. Dist.

This item was approved as a consent item with the finding that all applicable standards are adequately addressed and with all the staff recommendations contained in the report .

**A motion was made by Harrington, seconded by DeChant, to Grant Final Approval. The motion passed by voice vote/other.**
- 2. [51098](#)** 4327 Nakoma Road - Comprehensive Design Review for "Oak Park Place." 10th Ald. Dist.

This item was approved as a consent item with the finding that all applicable standards are adequately addressed and with all the staff recommendations contained in the report .

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

3. [51093](#) 5710 Odana Road - Comprehensive Design Review for "Smart Motors" in UDD No. 3. 19th Ald. Dist.

This item was approved as a consent item with the finding that all applicable standards are adequately addressed and with all the staff recommendations contained in the report .

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

#### UNFINISHED BUSINESS

4. [43732](#) 53 West Towne Mall - Redevelopment of Portions of the Sears Department Store and Auto Center, and the Addition of Outpads on the Property. 9th Ald. Dist.

The motion provided that the material on the main columns be substituted with metal panels.

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

#### NEW BUSINESS

5. [51106](#) 7050 Watts Road - Alteration to an Existing Development for "At Home-The Home Decor Superstore." 1st Ald. Dist.

**A motion was made by O'Kroley, seconded by DeChant, to Place On File Without Prejudice. The motion passed by voice vote/other.**

6. [51390](#) 211 North Carroll Street/200-220 Wisconsin Avenue - Redevelopment of the MATC Building into a Hotel in the Downtown Core District. 4th Ald. Dist.

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

#### ROLL CALL

**Present:** 9 - Amanda Hall; Lois H. Braun-Oddo; Dawn O. O'Kroley; Cliff Goodhart; John A. Harrington; Christian J. Harper; Rafeeq D. Asad; Thomas A. DeChant and R. Richard Wagner

**Excused:** 1 - Michael J. Rosenblum

#### SPECIAL ITEM OF BUSINESS

7. [51349](#) Adopting the City of Madison Comprehensive Plan.

The Urban Design Commission forwards the following comments/suggestions to the Plan Commission for their consideration:

- Transit Oriented Development (TOD): TOD's generally require that buildings be built to the front property line. This can be a problematic City policy and one that the Commission frequently struggles with, especially regarding how to address back-of-house service areas when buildings are required to be built to the front property line. There should be language in the plan that tempers that. Also, individual independent vehicular transportation is not going away, whether it's automated or electric cars, people will continue to drive on their own. We have to face reality because we're faced with these decisions all the time, but it doesn't necessarily make for good urban design when it doesn't respond to reality.

- Tradeoffs: The plan focuses on the “goods,” and doesn’t talk about conflicts, tradeoffs, or decision points where you have to choose, and that’s really what the commission deals with all the time in deciding on the interplay amongst a variety of design issues. Everybody wants all of these things when you’re making a concrete decision, but the consequences need to be weighed as well.
- Measurements and Tracking: The plan lacks a way of measuring “success” and how we will know if we are making progress.
- Vegetation and Tree Canopy: Canopy trees and vegetation are part of the city’s infrastructure and must be considered at the beginning of a project. Setbacks need to be provided to allow for trees. It’s a general statement that should be in the plan, but isn’t. This is a health/social equity issue too. Tree canopy should be measured, and because we are covering so much ground with buildings, some of that will have to be replaced on private property so that it is maintained and we don’t lose any more.
- Established Neighborhoods and Multi-Family Housing: The character of established neighborhoods is sometimes being destroyed by new large multi-family projects. The plan recommends more “by right” “missing middle” multi-family housing, which means you’re taking away commission review. That’s where you get a lot of tension between what’s existing neighborhood character and pushing the new development. A new building’s large footprint is a major concern because when we attach one parcel to nine others it becomes a different animal. The illustration on page 38 should be replaced because it looks like a big institutional building next to a lower density residential neighborhood, and hopefully we never see this in Madison. The discussion is fine, but the narrative should also address the footprint. The Downtown Plan has a goal to remove the 60s era large footprint developments that we’ve decided in the plan are not appropriate because the remainder of the context has not changed much. We have to say that again. Strategy 1c in the Culture & Character section talks about design relationships and context sensitive design in established neighborhoods in close proximity to buildings of historic or architectural value. The following should be added to that: “buildings of historic or architectural value, or an established development pattern.”
- Natural Environment: The second sentence of the introduction to the Green & Resilient section says that the visual character of the city is established predominantly by the built environment. That’s not so true of Madison. Maybe there should be a statement in this section about the benefits of the natural environment for people and our health and well-being.
- Regional Interactions: Employment and transportation are more regional functionalities and the plan really doesn’t speak about how we could be impacted by another Epic located someplace else.

**A motion was made by O’Kroley, seconded by Braun-Oddo, to Return to Lead with the Recommendation for Approval to the PLAN COMMISSION. The motion passed by voice vote/other.**

## BUSINESS BY MEMBERS

The Commission thanked John Harrington for his years of service. He told the Commission to continue doing good work, and don’t forget the trees!

Janine Glaeser discussed the Mayor’s Design Team Awards with the Commission.

## ADJOURNMENT

**The meeting was Adjourned at 6:05 p.m. by unanimous consent.**