



# City of Madison

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

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Wednesday, September 16, 2015

4:30 PM

210 Martin Luther King, Jr. Blvd.

Room GR-27 Central Community Room (City County Building)

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### CALL TO ORDER / ROLL CALL

**Present:** 6 - Dawn O. O'Kroley; Cliff Goodhart; Lois H. Braun-Oddo; Thomas A. DeChant; R. Richard Wagner and Michael J. Rosenblum

**Excused:** 3 - Sheri Carter; John A. Harrington and Richard L. Slayton

### APPROVAL OF MINUTES

A motion was made by DeChant, seconded by Goodhart, to Approve the Minutes of September 2, 2015 with corrections as mentioned on Item No. 2. The motion passed by voice vote/other.

### PUBLIC COMMENT

None.

### DISCLOSURES AND RECUSALS

Goodhart recused himself on Items No. 11 and 13.

### SECRETARY'S REPORT/AGENDA OVERVIEW

### ROLL CALL

**Present:** 8 - Sheri Carter; Dawn O. O'Kroley; Cliff Goodhart; Richard L. Slayton; Lois H. Braun-Oddo; Thomas A. DeChant; R. Richard Wagner and Michael J. Rosenblum

**Excused:** 1 - John A. Harrington

### ADDITIONAL SPECIAL BUSINESS

5. [02222](#) 222 West Washington Avenue - Comprehensive Design Review of a Sign Package in the Downtown Core District. 4th Ald. Dist.
- This item was approved as a consent item with the finding that all applicable standards are adequately addressed.

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

6. [40012](#) 4630 East Washington Avenue - Facade Renovations in UDD No. 5. 17th Ald. Dist.  
This item was approved as a consent item with the finding that all applicable standards are adequately addressed.  
**A motion was made by DeChant, seconded by Rosenblum, to Grant Final Approval. The motion passed by voice vote/other.**
8. [39391](#) 3344 Concord Street - School Building, Addition and Renovation to Hawthorne Elementary School. 15th Ald. Dist.  
This item was approved as a consent item with the finding that all applicable standards are adequately addressed.  
The motion provided for an alternative light fixture to the walpak as proposed.  
**A motion was made by DeChant, seconded by Rosenblum, to Grant Final Approval. The motion passed by voice vote/other.**
11. [37170](#) 718 Gilmore Street - PD, Addition to "Wingra School" to Improve Accessibility, Consolidate Administrative Functions and Provide a Supervised Entry Sequence. 13th Ald. Dist.  
This item was approved as a consent item with the finding that all applicable standards are adequately addressed.  
**A motion was made by DeChant, seconded by Rosenblum, to Grant Final Approval. The motion passed by voice vote/other.**

#### UNFINISHED BUSINESS

7. [39390](#) 4747 Waukesha Street - School Building, Addition and Renovation to Hamilton Middle/Van Hise Elementary School. 11th Ald. Dist.  
This item was referred due to being incomplete and inconsistent.  
**A motion was made by Goodhart, seconded by O'Kroley, to Refer to a future URBAN DESIGN COMMISSION meeting. The motion passed by voice vote/other.**

#### SPECIAL ITEMS OF BUSINESS

1. [40036](#) Report of the Facade Grant Staff Team - 101 King Street, "101 King, LLC." 4th Ald. Dist.  
**A motion was made by O'Kroley, seconded by Rosenblum, to Refer to a future URBAN DESIGN COMMISSION meeting. The motion passed by voice vote/other.**

#### PUBLIC HEARING ITEMS

2. [35034](#) SUBSTITUTE Amending Section 31.13 of the Madison General Ordinances modifying method of approval of signs in Historic Districts, Landmarks, and Landmarks sites, creating new procedures for sign approval in PD Districts, and designating the UMX district as a District of Special Control; amending

Section 31.043(1) regarding Zoning Administrator Appeals; amending Section 33.24 (the UDC ordinance); and Section 28.098(6) consistent with the foregoing changes to Chapter 31.

**A motion was made by Rosenblum, seconded by Braun-Oddo, to RECOMMEND TO COUNCIL TO ADOPT - REPORT OF OFFICER. The motion passed by voice vote/other.**

3. [39847](#) Amending, creating and repealing various sections of Chapter 31, the Sign Control Ordinance, of the Madison General Ordinances to modify the criteria for menu or merchandise boards, allow additional ground signs on certain lots, make a technical correction to measurement of awning signs, modify the measurement of wall signs on large buildings, allow accessory window signs, and to allow certain nonconforming signs to remain in place with a change of use.

**A motion was made by O'Kroley, seconded by Goodhart, to RECOMMEND TO COUNCIL TO ADOPT - REPORT OF OFFICER. The motion passed by voice vote/other.**

4. [38977](#) 2524 Winnebago Street - One 5-Story, Mixed-Use Structure with a Mix of Retail Spaces, Residential Units and Common Spaces and a 28,000 Square Foot Grocery Store in UDD No. 5. 6th Ald. Dist.

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

9. [38452](#) 3520 & 3546 East Washington Avenue - New Auto Service Station with Detached Car Wash and Convenience Store for "PDQ" in UDD No. 5. 15th Ald. Dist.

The motion provided for address of the comments about landscaping, signage and lighting, details on the landscape plan, bioretention area and fencing, requirements for setbacks on residential lots, and the suggestion to look at one-way angled parking.

**A motion was made by Goodhart, seconded by Braun-Oddo, to Grant Initial Approval. The motion passed by voice vote/other.**

10. [39566](#) 2107-2249 Sherman Avenue - Advisory Recommendation at Planning Staff's Request for a New Mixed-Use Development Containing 60 Market-Rate Apartments and Approximately 6,700 Square Feet of Commercial/Retail Space, in addition to a 6,667 Square Foot Commercial/Retail Pad Site to be Developed in the Future. 12th Ald. Dist.

The Urban Design Commission **GAVE AN ADVISORY RECOMMENDATION** to the Plan Commission to approve the design as presented, noting the questions and comments raised by the Urban Design Commission. The motion was passed on a vote of (4-2-1) with O'Kroley and Slayton voting no, and Carter abstaining.

The advisory recommendation includes the following:

- Relocate the drive at Fordem Avenue further south to be more central and to deemphasize the "pass-thru" traffic and provide more direct access to other surface parking and under -building parking.
- Keep a darker window mullion than the residential elements.

- You should provide a shadow study so the neighbors have that to reference .
- A modular brick would be more appropriate to the residential context .

**A motion was made by Goodhart, seconded by Rosenblum, to GIVE AN ADVISORY RECOMMENDATION. The motion passed by the following vote:**

**Ayes:** 4 - Cliff Goodhart; Lois H. Braun-Oddo; Thomas A. DeChant and Michael J. Rosenblum

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

**Abstentions:** 1 - Sheri Carter

**Excused:** 1 - John A. Harrington

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

12. [39396](#) 518-542 (Formerly 550) Junction Road - PD(GDP-SIP), Mixed-Use Community Consisting of Three Buildings with Commercial and Residential Uses. 9th Ald. Dist.

The motion was passed on a vote of (6-0-1) with Carter abstaining. The motion provided that the applicant return with more details on the use of EIFS, or non-EIFS solutions to convince the Commission that the use of EIFS is appropriate to the building's design. The motion also provided that the applicant consider banking the parking area at the site's southwesterly corner.

**A motion was made by Goodhart, seconded by Braun-Oddo, to Grant Initial Approval. The motion passed by the following vote:**

**Ayes:** 6 - Dawn O. O'Kroley; Cliff Goodhart; Richard L. Slayton; Lois H. Braun-Oddo; Thomas A. DeChant and Michael J. Rosenblum

**Abstentions:** 1 - Sheri Carter

**Excused:** 1 - John A. Harrington

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

## NEW BUSINESS

13. [40094](#) 201 South Gammon Road - Facade Alteration, Color Change for Painting of Existing Steel Fascia, "James Madison Memorial High School." 19th Ald. Dist.

The motion provided that the applicant return to the Commission with examples of colors that blend with the brick or the window mullions and the suggestion that the large white panels may be appropriate for painting with the school color.

**A motion was made by Slayton, seconded by Goodhart, to Refer to a future URBAN DESIGN COMMISSION meeting. The motion passed by voice vote/other.**

14. [40093](#) 820 South Park Street - TSS-TRV1, Multi-Phase Affordable Housing Development in UDD No. 7. 13th Ald. Dist.

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

15. [40049](#) 1000 East Washington Avenue - New Development in UDD No. 8. 2nd Ald.

Dist.

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

16. [40007](#) 7933 Tree Lane - PD(GDP-SIP), 46-Unit Multi-Family Apartment Building. 9th Ald. Dist.

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

**BUSINESS BY MEMBERS**

None.

**ADJOURNMENT**

**The meeting was Adjourned at 8:45 p.m. by unanimous consent.**