



City of Madison

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

Meeting Minutes - Approved URBAN DESIGN COMMISSION

Wednesday, December 1, 2010

4:30 PM

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

CALL TO ORDER / ROLL CALL

Present: 10 -

Marsha A. Rummel; Mark M. Smith; Dawn O. O'Kroley; Todd R. Barnett;
Melissa R. Huggins; Richard L. Slayton; John A. Harrington; R. Richard
Wagner; Henry S. Luffler, Jr. and Jay W. Handy

Smith arrived at 4:40 p.m. after Secretary's Report. Rummel was excused at
5:17 p.m. during discussion of Item No. 1.

APPROVAL OF MINUTES

A motion was made by Slayton, seconded by Huggins, to Approve the Minutes
of the November 10, 2010 meeting. The motion passed by voice vote/other.

PUBLIC COMMENT

None.

SECRETARY'S REPORT/AGENDA OVERVIEW

DISCLOSURES AND RECUSALS

Item No. 4: Rummel noted that she is a customer of Harris Bank for business
and personal, with Barnett noting that he has an account there also.

SPECIAL ITEMS

1. [20053](#) Information and Discussion on the Draft Recommendations for the
Downtown Plan.

The Urban Design Commission Received an Informational Presentation

ROLL CALL

Present: 9 -
Mark M. Smith; Dawn O. O'Kroley; Todd R. Barnett; Melissa R. Huggins;
Richard L. Slayton; John A. Harrington; R. Richard Wagner; Henry S.
Lufler, Jr. and Jay W. Handy

Excused: 1 -
Marsha A. Rummel

2. [20082](#) AN ALTERNATE Repealing Sec. 31.041(1)(c) to eliminate the requirement of using permit tags on signs, amending Secs. 31.03(2), 31.041(2), 31.044, 31.14(2), 31.14(2)(b)3. and 31.15(3) of the Madison General Ordinances regarding noncommercial message signs and other temporary signs that are exempt from permit, and amending Sec. 31.04(5)(h) regarding construction requirements for certain ground signs.

A motion was made by Lufler, Jr., seconded by Handy, to RECOMMEND TO COUNCIL TO ADOPT - REPORT OF OFFICER. The motion passed by voice vote/other.

PUBLIC HEARING ITEMS

3. [12240](#) 2101, 2109, 2115 East Springs Drive - Comprehensive Design Review of Signage Package for a Conditional Use/Planned Commercial Site; 99,000 Square Foot Retail Building Steinhafel's. 17th Ald. Dist.

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

The motion provided for approval of the wall signage on the building as proposed, with the remainder of the sign package to return to the Commission with the address of comments.

4. [20506](#) 3003 East Washington Avenue - Comprehensive Design Review for a Ground and Wall Sign. 15th Ald. Dist.

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

Excused: 1 -
Rummel

Ayes: 6 -
Smith; Barnett; Huggins; Slayton; Harrington and Lufler, Jr.

Noes: 1 -
O'Kroley

Non Voting: 2 -
Wagner and Handy

The motion provided for the elimination of the small sign on the northeast corner.

BREAK 6:00-6:20 P.M.

UNFINISHED BUSINESS

- 5. [19953](#) 416, 420, 424 West Mifflin Street - PUD(GDP-SIP) for a 45-Unit Apartment Building. 4th Ald. Dist.

This was Referred to the URBAN DESIGN COMMISSION at the request of the applicant.

- 6. [19952](#) 677 South Segoe Road - PUD(GDP-SIP) for a Mixed-Use Building with 77 Apartments and Approximately 4,300 Square Feet of Commercial Space. Ald. Dist. 20.

This was Referred to the URBAN DESIGN COMMISSION at the request of the applicant.

- 7. [19242](#) 2205 Rimrock Road - Demolition for New Hotel Exceeding 40,000 Square Feet. 14th Ald. Dist.

The Urban Design Commission Received an Informational Presentation

NEW BUSINESS

- 8. [12032](#) 610 John Nolen Drive - New Construction, Office/Retail Development in Urban Design District No. 1. 14th Ald. Dist.

The Urban Design Commission Received an Informational Presentation

- 9. [03104](#) 8420 Mineral Point Road & 117 Junction Road - PUD(GDP-SIP)/Planned Commercial Site, Commercial/Retail Building and Off-Premise Ground Sign. 9th Ald. Dist.

A motion was made by Harrington, seconded by Barnett, to Grant Initial Approval. The motion passed by voice vote/other.

BUSINESS BY MEMBERS

Barnett noted the need to schedule policy discussion at a future special meeting on the use of vinyl siding in consultation with not more than one of the other architects on the Commission relevant to providing input from a manufacturer/vendor; in addition to reaffirmation of the "EIFS" policy.

Harrington and other Commissioners commented on the need for applicant's to provide readable plans and details, especially landscape plans and planting lists and their consistency. Problematic plans should not be accepted for review.

ADJOURNMENT

The Urban Design Commission Adjourned at 9:20 p.m. by unanimous consent.