



City of Madison

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

Meeting Minutes - Approved URBAN DESIGN COMMISSION

Wednesday, May 6, 2009

4:30 PM

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

CALL TO ORDER / ROLL CALL

Present: 7 -

Dawn O. Weber; Todd R. Barnett; Bruce F. Woods; Richard L. Slayton;
John A. Harrington; R. Richard Wagner and Jay B. Ferm

Excused: 3 -

Marsha A. Rummel; Mark M. Smith and Ronald S. Luskin

APPROVAL OF MINUTES

A motion was made by Wagner, seconded by Slayton, to Approve the Minutes for the meetings of April 1 and April 22, 2009. The motion passed by voice vote/other.

ROLL CALL

Present: 8 -

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

Excused: 2 -

Marsha A. Rummel and Ronald S. Luskin

PUBLIC COMMENT

None.

ANNOUNCEMENTS

Agenda overview.

PUBLIC HEARING ITEM

ROLL CALL**Present:** 9 -

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

Excused: 1 -

Ronald S. Luskin

1. [12781](#)

520 South Park Street - Comprehensive Design Review of Signage,
"Pizza Hut." 13th Ald. Dist.

The motion provided for final approval of a modified sign package as follows:

- A minimum of three brick courses above and below for the front sign shall be provided.
- Remove window graphics at the front, along with the removal of a logo from the awning and eliminate side wall sign in favor of a front blade sign that meets code to be reviewed by staff.
- The logo on the pick-up awning will be allowed in combination with approval of a code-compliant blade sign on the front with the removal of the side wall sign.
- The motion also provided for no opaque film or spandrel on window with issues relevant to screening of interior activities to be provided with screening panels mounted to work tables, which would allow the windows to remain as clear vision glass.

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

SPECIAL ITEM OF BUSINESS2. [04167](#)

SUBSTITUTE - To adopt and confirm amendments to the Madison General Ordinances as set forth in attached Exhibit X pursuant to Sec. 66.0103, Wis. Stats. Repealing and recreating Chapter 31 and amending portions of Sec. 33.24, Chapter 28 and Chapter 1.

A motion was made by Rummel, seconded by Wagner, to RECOMMEND TO COUNCIL TO ADOPT - PUBLIC HEARING. The motion passed by voice vote/other.

UNFINISHED BUSINESS

3. [13650](#) 1144 and 1148 Jenifer Street - PUD-SIP to Move a 2-Unit Structure Onto a Vacant Lot and Make Alterations to an Existing 2-Unit Structure. 6th Ald. Dist.

The motion required that the driveway end at the bay window of the existing residential structure closest to the street where the driveway would be limited to two ribbon strips with grass between with landscaping provided at its terminal end to prevent movement further into the lot. Comments from those in opposition noted the following:

- From a neighborhood perspective (the existing location of the house to be removed) is not appropriate.
- No reason to move house that fits within its existing location and neighborhood context.
- No reason to move house from its existing location to build a bigger building in its place.

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

Excused: 1 -

Ronald S. Luskin

Ayes: 6 -

Mark M. Smith; Dawn O. Weber; Todd R. Barnett; Richard L. Slayton; John A. Harrington and Jay B. Ferm

Noes: 3 -

Marsha A. Rummel; Bruce F. Woods and R. Richard Wagner

4. [10050](#) 701 & 737 Lorillard Court, 159-171 Proudfit Street - Phase Two Office Building, Amended PUD(GDP-SIP). 4th Ald. Dist.

A motion was made by Weber, seconded by Slayton, to Refer to the URBAN DESIGN COMMISSION meeting of May 20, 2009. The motion passed by voice vote/other.

5. [12241](#) 1308 West Dayton Street - PUD(SIP), Union South. 8th Ald. Dist.

The motion for final approval noted the need to not hold up the project based on issues with the absence of issues associated with the development of a bike station and south elevation. The motion provided for final approval with a recommendation to look at those items discussed in addition to the issue of moped parking here and on campus and come back to staff and other City agencies for approval. In addition, if a ground sign is used, attempt to make more than consistent with the building's architecture rather than the "campus standard." The motion for final approval followed a failed motion to refer by

Barnett, seconded by Rummel, to address issues with the south elevation with or without the bike station, the lack of a bike station design, connectivity to the street, as well as problems with the blankness of the south elevation and adjoining upper penthouse and landscape comment. The motion failed on a vote of (4-5) with Barnett, Ferm, Smith and Rummel voting yes, and Harrington, Slayton, Weber, Woods and Wagner voting no.

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

Excused: 1 -

Ronald S. Luskin

Ayes: 6 -

Marsha A. Rummel; Dawn O. Weber; Bruce F. Woods; Richard L. Slayton; John A. Harrington and R. Richard Wagner

Noes: 3 -

Mark M. Smith; Todd R. Barnett and Jay B. Ferm

6. [13787](#)

418 South Gammon Road (West Towne Mall) - Alteration to a Planned Commercial Site Exceeding 40,000 Square Feet of Retail Space for the Construction of a Longhorn Steakhouse. 9th Ald. Dist.

The motion required the landscaping in the parking lot as noted with closing off of the most southerly driveway entry off of the mall road, along with the provision of more trees on site and along the West Towne Mall road, along with the removal of the monument sign from the plans, as well as resolve issues with the logo wall signage's consistency with the Street Graphics Ordinance.

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

Excused: 1 -

Ronald S. Luskin

Ayes: 8 -

Mark M. Smith; Dawn O. Weber; Todd R. Barnett; Bruce F. Woods; Richard L. Slayton; John A. Harrington; R. Richard Wagner and Marsha A. Rummel

Noes: 1 -

Jay B. Ferm

BUSINESS BY MEMBERS

None.

ADJOURNMENT

A motion was made by Weber, seconded by Slayton, to Adjourn at 7:45 p.m. The motion passed by voice vote/other.