



# City of Madison

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

## Agenda - Approved URBAN DESIGN COMMISSION

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Wednesday, October 19, 2011

4:30 PM

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

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If you need an interpreter, translator, materials in alternate formats or other accommodations to access this service, activity or program, please call the phone number below at least three business days prior to the meeting.

Si necesita un intérprete, un traductor, materiales en formatos alternativos u otros arreglos para acceder a este servicio, actividad o programa, comuníquese al número de teléfono que figura a continuación tres días hábiles como mínimo antes de la reunión.

Yog hais tias koj xav tau ib tug neeg txhais lus, ib tug neeg txhais ntawv, cov ntawv ua lwm hom ntawv los sis lwm cov kev pab kom siv tau cov kev pab, cov kev ua ub no (activity) los sis qhov kev pab cuam, thov hu rau tus xov tooj hauv qab yam tsawg pab hnuv ua hauj lwm ua ntej yuav tuaj sib tham.

Please contact the Department of Planning and Community & Economic Development at (608) 266-4635

### CALL TO ORDER / ROLL CALL

### APPROVAL OF MINUTES

[October 5, 2011]: <http://legistar.cityofmadison.com/calendar/#current>

### PUBLIC COMMENT

### DISCLOSURES AND RECUSALS

Members of the body should make any required disclosures or recusals under the City's Ethics Code.

### SECRETARY'S REPORT/AGENDA OVERVIEW

### SPECIAL ITEM OF BUSINESS

1. [24031](#) Amending Sec. 31.07(5) of the Madison General Ordinances, revising the introductory paragraph to clarify where "signs outside signable area" may be displayed, and renumbering Sec. 31.07(6)(c) to Sec. 31.07(7).

- [24030](#) CHARTER ORDINANCE Creating Section 31.045(3)(c)4. and Section 31.07(5)(f) of the Madison General Ordinances to allow Government Building Identification Signs and Decorative and Promotional Banners on a wall surface of a government building that projects into the highway right-of-way.

- [20291](#) 201 West Mifflin Street - Signage in the Right-of-Way for the Renovated Madison Public Library in the C4 Central Commercial District. 4th Ald. Dist.  
Owner: City of Madison  
Final Approval is Requested  
4:35 p.m.

Both ordinance amendments will allow for permitted signage for the renovated Madison Public Library.

### **PUBLIC HEARING ITEMS**

Cases are scheduled in increments. Scheduled times are ESTIMATES of when an agenda item will be considered. If an agenda item takes longer, subsequent agenda items will likely have a later starting time. Items will be taken in order and the times are ESTIMATES for convenience.

The Urban Design Commission uses a consent agenda, which means that the Commission can consider any item at 4:30 p.m. where there are no registrants wishing to speak in opposition regardless of its placement on the agenda.

2. [24053](#) 5739 Tokay Boulevard - New Construction in UDD No. 3, "Don Miller Body Shop." 19th Ald. Dist.  
Owner: Don Miller/John McKegney  
Agent: Jim Triatik/K.F. Sullivan  
Final Approval is Requested  
4:50 p.m.
3. [24169](#) 7483 West Towne Way - Comprehensive Design Review, Wall Signage. 9th Ald. Dist.  
Owner: REI Recreational Equipment, Inc.  
Agent: Bauer Sign Company  
Final Approval is Requested  
5:10 p.m.
4. [24064](#) 1574 West Broadway - Amended Comprehensive Design Review of Signage Package for "Associated Bank." 14th Ald. Dist.  
Owner: Associated Bank  
Agent: Poblocki Sign Company, LLC  
Final Approval is Requested  
5:25 p.m.
5. [24054](#) 6610 Seybold Road - Comprehensive Design Review, Signage Package. 1st Ald. Dist.  
Owner: Erik's Bike Shop  
Agent: Grant Signs  
Final Approval is Requested  
5:40 p.m.

**UNFINISHED BUSINESS**

6. [21364](#) 5602 Odana Road - Alterations to a Signage Package in UDD No. 3. 19th Ald. Dist.  
Owner: The Carey Group  
Agent: Ryan Signs, Inc.  
Final Approval is Requested  
5:55 p.m.
7. [23412](#) 113 South Mills Street - Demolition of Two Residential Buildings for a PUD-SIP for Meriter Hospital Child Care Facility. 13th Ald. Dist.  
Owner: Meriter Hospital, Inc.  
Agent: Plunkett Raysich Architects  
Initial Approval is Requested  
6:10 p.m.
8. [23566](#) 722 Williamson Street - PUD(GDP) for a 34-Unit Mixed-Use Building. 6th Ald. Dist.  
Owner: Marty Rifken - The Rifken Group, LTD  
Agent: Knothe & Bruce Architects, LLC  
Final Approval is Requested  
6:40 p.m.

**NEW BUSINESS**

9. [24244](#) 31 Hawks Landing Circle Building D - Amended PUD(GDP-SIP). 1st Ald. Dist.  
Owner: Rouse Management  
Agent: Knothe & Bruce Architects, LLC  
Initial Approval is Requested  
7:00 p.m.
10. [24243](#) 1502 Pankratz Road - New Construction in UDD No. 4, "The Food Enterprise & Economic Dev (FEED) Kitchens". 15th Ald. Dist.  
Owner: Food Enterprise & Economic Development (FEED)  
Agent: Iconica  
Informational Presentation  
7:20 p.m.
11. [24171](#) 202 & 206 North Brooks Street - PUD(GDP-SIP), Five-Story Residential Building with Fourteen Units. 8th Ald. Dist.  
Owner: Joseph McCormick  
Agent: Joseph Lee, JLA Architects  
Informational Presentation  
7:40 p.m.

**BUSINESS BY MEMBERS****ADJOURNMENT**

