



City of Madison

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

Wednesday, October 19, 2011

4:30 PM

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

CALL TO ORDER / ROLL CALL

Present: 5 -
Dawn O. O'Kroley; Todd R. Barnett; Melissa R. Huggins; John A. Harrington and R. Richard Wagner

Excused: 3 -
Marsha A. Rummel; Richard L. Slayton and Henry S. Lufler, Jr.

Rummel arrived at 4:41 p.m. after approval of the Minutes and Secretary's Report, which included approval of Agenda Item No. 1 as a consent item. Huggins was excused at 6:58 p.m. following Agenda Item No. 9.

APPROVAL OF MINUTES

A motion was made by O'Kroley, seconded by Huggins, to Approve the Minutes for October 5, 2011. The motion passed by voice vote/other.

PUBLIC COMMENT

None.

DISCLOSURES AND RECUSALS

- Barnett and Huggins have accounts at the "Associated Bank" relative to Agenda Item No. 4.
- Consideration of Agenda Item No. 1 as a consent agenda item.
- Agenda overview.

SECRETARY'S REPORT/AGENDA OVERVIEW

- Potential joint meeting with Landmarks Commission on an informational presentation on the Block 100 Development at the Landmarks Commission regular meeting of November 7, 2011.

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).

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

- [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.

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

- [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.

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

ROLL CALL

- Present:** 6 - Marsha A. Rummel; Dawn O. O’Kroley; Todd R. Barnett; Melissa R. Huggins; John A. Harrington and R. Richard Wagner
- Excused:** 2 - Richard L. Slayton and Henry S. Lufler, Jr.

PUBLIC HEARING ITEMS

- 2. [24053](#) 5739 Tokay Boulevard - New Construction in UDD No. 3, "Don Miller Body Shop." 19th Ald. Dist.

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

The motion required reexamining the application of red Alucabond panels on the front and west elevations according to the discussion with staff to approve any modifications in response to the comments.

3. [24169](#) 7483 West Towne Way - Comprehensive Design Review, Wall Signage. 9th Ald. Dist.

A motion was made by Huggins, seconded by O'Kroley, to Grant Final Approval. The motion passed by voice vote/other.

The motion to approve found that the ordinance standards for Comprehensive Design Review of signage were met. The motion required modification to the front entry sign to be right justified to align with the underlying window right jamb, equal spacing of masonry and condensed backdrop around the "REI" logo portion of the sign.

4. [24064](#) 1574 West Broadway - Amended Comprehensive Design Review of Signage Package for "Associated Bank." 14th Ald. Dist.

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

The motion provided that the applicant return with verification of tenant space, including floor plans, as well as alternative proposals to address the signage options for that portion of the building consistent with the areas of occupancy.

5. [24054](#) 6610 Seybold Road - Comprehensive Design Review, Signage Package. 1st Ald. Dist.

A motion was made by O'Kroley, seconded by Rummel, to Grant Initial Approval. The motion passed by voice vote/other.

The motion to approve found that the ordinance standards for Comprehensive Design Review of signage were met. The motion provided that the applicant consider the design suggestions made by the Commission, and that future tenant signage can return to staff for administrative approval, and no verticals within the circular structure.

UNFINISHED BUSINESS

6. [21364](#) 5602 Odana Road - Alterations to a Signage Package in UDD No. 3. 19th Ald. Dist.

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

7. [23412](#) 113 South Mills Street - Demolition of Two Residential Buildings for a PUD-SIP for Meriter Hospital Child Care Facility. 13th Ald. Dist.

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

- 8. [23566](#) 722 Williamson Street - PUD(GDP) for a 34-Unit Mixed-Use Building. 6th Ald. Dist.

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

The motion required that the landscape plan return with modifications to address comments with masonry detailing and signage to staff.

NEW BUSINESS

- 9. [24244](#) 31 Hawks Landing Circle Building D - Amended PUD(GDP-SIP). 1st Ald. Dist.

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

The motion provided that the applicant look at the parking lot tree islands and plantings to introduce tree islands at a 12-stall interval.

ROLL CALL

Present: 5 -
Marsha A. Rummel; Dawn O. O'Kroley; Todd R. Barnett; John A. Harrington and R. Richard Wagner

Excused: 3 -
Melissa R. Huggins; Richard L. Slayton and Henry S. Lufler, Jr.

- 10. [24243](#) 1502 Pankratz Road - New Construction in UDD No. 4, "The Food Enterprise & Economic Development (FEED) Kitchens." 15th Ald. Dist.

The Urban Design Commission Received an Informational Presentation

- 11. [24171](#) 202 & 206 North Brooks Street - PUD(GDP-SIP), Five-Story Residential Building with Fourteen Units. 8th Ald. Dist.

The Urban Design Commission Received an Informational Presentation

BUSINESS BY MEMBERS

- Barnett requested volunteers for "Terrace Town" project mentors.

ADJOURNMENT

The meeting was Adjourned at 7: 40 p.m. by unanimous consent.