



**City of Madison**  
**Meeting Minutes - Final**  
**URBAN DESIGN COMMISSION**

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

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Wednesday, August 8, 2007

4:15 PM

215 Martin Luther King, Jr. Blvd.  
Rm 260 (Madison Municipal Building)

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**ROLL CALL**

**Present:** Marsha A. Rummel, Paul W. Wagner, Todd R. Barnett, Richard L. Slayton and Michael D. Barrett

**Excused:** Lou W. Host-Jablonski, Bruce F. Woods, Joan M. Bachleitner and Jay B. Ferm

**ANNOUNCEMENTS**

- Jay Ferm is the newly appointed alternate citizen representative on the Urban Design Commission.
- Joan Bachleitner's pending resignation from the Commission as a citizen member.
- Other position updates.
- Special meetings update.

**APPROVAL OF MINUTES for the meeting of July 25, 2007**

A motion was made by Slayton, seconded by Barrett, to Approve the Minutes.  
The motion passed by the following vote:

**Excused:** Host-Jablonski, Woods, Bachleitner and Ferm

**Aye:** Barnett, Rummel, Slayton and Barrett

**Abstain:** Wagner

**PUBLIC HEARING ITEMS**

1. [06901](#) 5201 Femrite Drive - Wall Sign Variance and Clarification on a Previously Approved Sign Package in UDD No. 1. 16th Ald. Dist.  
*The motion approved an overall increase in size of 25% beyond 72 square feet of wall signage allowed within the district (90 square feet). Relevant to the clarification on the uniform sign package for the "Danisco" wall sign, on a motion by Slayton, seconded by Rummel, and the provisions of the uniform sign package were clarified in regards to applied signage to the face of halo lit signage. The motion passed on a unanimous vote of (5-0). The motion provided that the face of the sign does not have to match the coloration of the signable area in which it is located and can obtain applied non-routed graphics on its face. In addition, the face of the "halo lit" wall signage will allow for lighting of only those routed through letters or cut-outs with no provisions for white on white faces.*  
**A motion was made by Slayton, seconded by Barrett, to Grant Final Approval.**  
**The motion passed by acclamation.**

2. [07057](#) 854 East Washington Avenue - Demolition and Construction of a Temporary Parking Lot in Urban Design District No. 4. 2nd Ald. Dist.
- The motion required the applicant consider better use of the site, as well as alternatives to the plan as proposed that provides for less pavement, planted/designed corner treatment, the revised display parking layout that minimizes pavement as previously noted at the July 25, 2007 meeting, further consideration for more of a setback, especially along Paterson Street, further definition of the 15-foot setback along East Washington Avenue, to appear more than just a parking lot.*
- A motion was made by Barnett, seconded by Rummel, to Refer to the URBAN DESIGN COMMISSION. The motion passed by acclamation.**
3. [06638](#) 34 Schroeder Court - New Construction - Office Building in UDD No. 2. 1st Ald. Dist.
- The motion required:*
- *The lighting plan be modified to utilize metal halide fixtures, along with revisions to the photometric plan.*
  - *Exterior signage shall come back for separate consideration along with a request for any necessary variances from the provisions for Urban Design District No. 2.*
  - *The parking stalls on the periphery shall be modified to a 16-foot depth, 2-foot overhang to minimize paving.*
  - *Alternatives to the proposed tint of glazing shall be provided for further review.*
  - *Locate the proposed use of spandrel panels on all elevations. Provide consistent detailing of the site plan to reflect the preservation of the 12 existing trees on the site, curbing in islands around the trees to be preserved shall be modified to provide for more infiltration.*
  - *A tree preservation plan shall be provided which identifies the species of each tree to be maintained on the site with an arborist to look at their condition and feasibility for preservation, as well as provide a tree protection plan as part of a report.*
  - *Need to see details of the bike rack type to be consistent with City requirements, as well as provide opportunities for bike parking within the lower level garage.*
- A motion was made by Barnett, seconded by Slayton, to Grant Initial Approval. The motion passed by acclamation.**
4. [06636](#) 3051 East Washington Avenue - Demolition and New Construction of a Restaurant in UDD No. 5. 15th Ald. Dist.
- The motion cited:*
- *The Commission's discomfort with consideration of approval of the project due to concerns with queuing for drive-up versus parking access, including issues with pedestrian and bicycle connectivity to the building.*
  - *Lighting, in combination with City street lighting needs to be examined to ensure adequate lighting of the site as well as pedestrian/vehicular conflicts.*
  - *The applicant needs to meet with the neighborhood association due to the lack of previous discussion on the project as proposed.*
  - *Relevant to architecture, the clearstory makes signage not compliant with the Street Graphics Ordinance, therefore needs to be resolved.*
  - *Be more creative about the siting of the building, access and circulation, rethink what side of the building parking is sited on and provide direct connection for pedestrians.*
  - *Provide for a formal meeting with the neighborhood association. Look at one-way*

*traffic flow to narrow the width of drive aisles.*

*The Commission noted its appreciation to the applicant for attempting to work with a difficult site.*

**A motion was made by Barnett, seconded by Rummel, to Refer to the URBAN DESIGN COMMISSION. The motion passed by the following vote:**

**Excused:** Host-Jablonski, Woods, Bachleitner and Ferm

**Aye:** Wagner, Barnett, Rummel and Barrett

**No:** Slayton

## UNFINISHED BUSINESS

5. [02772](#) 700 University Avenue - University Square, Comprehensive Signage Package for a Previously Approved PUD-SIP. 4th Ald. Dist.
  - a. University Square Commercial/Retail and Parking Components
 

*The motion provided for the approval of the signage package as presented, except that the parking blade sign to be reduced in size to be no larger than 32 square feet and relevant to window graphics, the aluminum framing for large signage not be red so as not to be the same coloration as the applied window graphic.*

**A motion was made by Slayton, seconded by Rummel, to Grant Final Approval on a vote of (4-0-1) with Wagner abstaining.**
  - b. Private Residential, Housing Component
 

*The motion provided for only the approval of the temporary marketing banners to be utilized only for one year from the date of installation, the elimination of the branding elements on the upper stories of the private student housing structure, the approval of the "elephant" above canopy graphic, as well as associated parking graphics only.*

**A motion was made by Barnett, seconded by Slayton, to Grant Final Approval on a vote of (4-1-1) with Rummel voting no and Wagner abstaining.**
  - c. University of Wisconsin Component
 

**A motion was made by Barrett, seconded by Slayton, to Grant Final Approval on a vote of (3-0-2) with Barnett and Wagner abstaining.**
6. [06626](#) 2425 Jeffy Trail/Lot 77 of Hawks Creek Plat - Planned Residential Development (PRD). 1st Ald. Dist.
 

*The motion required that the fascia be wood, hardiplank, smart board or similar durable material.*

**A motion was made by Barrett, seconded by Slayton, to Grant Final Approval. The motion passed by acclamation.**
7. [05334](#) 8210 Highview Drive - Amended PUD(GDP-SIP) for Sixty-Units of Assisted Living, Revised Plans. 9th Ald. Dist.
 

**A motion was made by Barnett, seconded by Barrett, to Grant Final Approval. The motion passed by acclamation.**

8. [06877](#) 6733 Fairhaven Road - PUD-GDP-SIP for a 12-Unit Townhouse Building. 7th Ald. Dist.  
A motion was made by Barnett, seconded by Slayton, to Grant Initial Approval.  
The motion passed by acclamation.

#### **ADJOURNMENT**

A motion was made by Slayton, seconded by Barrett, to Adjourn at 9:38 p.m. The motion passed by acclamation.