

MINUTES

SPECIAL URBAN DESIGN COMMISSION WORKSHOP

NOTE: A quorum of the Urban Design Commission may be present.
Members of the Plan Commission have been invited to attend. A quorum may be present

Wednesday, August 25, 2004

ROOM LL-110, MADISON MUNICIPAL BUILDING

215 Martin Luther King Jr. Blvd.

4:15 p.m.

I. ROLL CALL

Members Present: Paul Wagner, Chair; Lou Host-Jablonski, Robert March,
Michael Barrett, Todd Barnett and Ald. Steve Holtzman

II. PUBLIC COMMENT

Substitute Ordinance, I.D. 33543, creating new Section 33.02(4)(f), renumbering current Sections 33.02(4)(f) – (h) to Sections 33.02(4)(g) through (i) respectively, and amending Sections 33.02(4)(b), 28.04(24)(b) and 28.09(3)(d)24 of the Madison General Ordinances to create design requirements for large retail establishments.

The intent is to receive input and comments from the private sector, retail developers and other interested parties on the proposed ordinance.

Registered and speaking in support of the substitute ordinance were Pamela S. Barrett, Bridget Brown, Mike Newman, Charles Strawser, Leslie Christopherson, David Sevald and Mike Slavney.

Registered and speaking and speaking in opposition were Harold Van Ommeren, representing Famous Footwear; Dennis Harder, representing the Hilldale Shopping Center; Mike Ring, representing Park Towne Development; Cameron Birch, representing Walgreens; Russell Kowalski, architect; Robert Zache, John Flad, Steve Hoff and Jerry O'Brien. Registered in opposition and available to answer questions was Delora Newton.

The consensus of those speaking in support of the provisions of substitute ordinance amendment spoke on the necessity to depart from automobile-oriented design of current large retail establishments and centers which de-emphasizes pedestrian, bicycle, and bus and other mass transit transportation modes, and provided for development of large and unarticulated retail establishments in combination with large sites predominated with surface parking lots; an inefficient use of land. Those in favor supported the "New Urbanism" concepts contained within the provisions of the ordinance amendment.

Those appearing in opposition spoke to an array of issues that the ordinance amendment was in conflict with, such as its provisions relevant to maximum building footprint, façade and exterior wall treatment, materials and colors, customer entrances, parking lot location and orientation, and site design provisions. The provisions of the proposed ordinance were noted as inconsistent with the needs of the retail market, a “one size fits all” approach which lacks flexibility without recognition of individual locational conditions and context in addition to the functional character of retail centers. The building setback and orientation provisions combined with parking limits didn’t acknowledge development sites located on large major arterial street rights-of-way and their specific contextual issues. The ordinance amendments were noted as an attempt to create a “Main Street” concept in the suburbs, utilizing New Urbanism concepts.

III. DISCUSSION AND REVIEW

Urban Design Commission reviewed and discussed the ordinance sections and provisions. Following closure of the Public Comment Section of the workshop, the Urban Design Commission, in consultation with Planning staff Rebecca Cnare, Urban Design Planner II, Brad Murphy, Planning Unit Director and members of the Commission engaged in a detailed discussion on the ordinance provisions as written and proposed amendments to the ordinance based on input from the public as well as discussion by members of the Commission in attendance. As a result, all of the discussion between Planning staff and members of the Commission in attendance modifications to the substitute ordinance were suggested as contained within an attachment entitled “25th August 2004: **DRAFT** Urban Design Commission Proposed Amendment to Substitute Ordinance, I.D. 33543”.

IV. ADJOURNMENT

The meeting was adjourned at 9:22 p.m.

Respectfully submitted,

Alan J. Martin, Secretary
Urban Design Commission