



City of Madison

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

Wednesday, July 15, 2015

4:30 PM

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

CALL TO ORDER / ROLL CALL

Present: 7 - Sheri Carter; Dawn O. O'Kroley; Cliff Goodhart; John A. Harrington; Richard L. Slayton; Thomas A. DeChant and R. Richard Wagner

APPROVAL OF MINUTES

A motion was made by Slayton, seconded by Carter, to Approve the Minutes of June 24, 2015. The motion passed by voice vote/other.

PUBLIC COMMENT

None.

DISCLOSURES AND RECUSALS

Wagner and Slayton both recused themselves on Item No. 4.

SECRETARY'S REPORT/AGENDA OVERVIEW

PUBLIC HEARING ITEMS

1. [38452](#) 3520 & 3546 East Washington Avenue - New Auto Service Station with Detached Car Wash and Convenience Store for "PDQ" in UDD No. 5. 15th Ald. Dist.

The motion provided for address of comments in the Planning staff report, address of UDD No. 5 provisions including more details on WisDOT plans for the area, along with neighborhood plans and area context with "Visions," and to provide more dense vegetation screening, including deciduous materials along its boundary with the residential and a buffer for residences on the "Visions" streetside; and the following:

- Much more context is needed for the next review.
- We need to see the Carpenter-Ridgeway Plans for the neighborhood and what the CDA is currently investing in housing.
- The context of development along Ridgeway behind this project and how that will be incorporated.
- This site is deserving of much more density and activity and ability to flourish and support the neighborhood. What comes back to us should have a realistic plan for a substantial scale development and considerations for parking and access, and how it could really succeed.

A motion was made by Goodhart, seconded by DeChant, to Refer to a future URBAN DESIGN COMMISSION meeting. The motion passed by voice vote/other.

SPECIAL ITEMS OF BUSINESS

2. [39158](#) Creating Section 28.098(2)(i) of the Madison General Ordinances to allow the reduction or elimination of setback requirements in Planned Development Districts.
- This item was approved as a consent item with the finding that all applicable standards are adequately addressed.

A motion was made by Harrington, seconded by DeChant, to Return to Lead with the Recommendation for Approval to the Attorney's Office/Approval Group. The motion passed by voice vote/other.

3. [39220](#) Report of the Facade Grant Staff Team - 1210 Williamson Street, "Buraka, LLC." 6th Ald. Dist.
- This item was approved as a consent item with the finding that all applicable standards are adequately addressed.

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

UNFINISHED BUSINESS

4. [34926](#) 739 Williamson Street - Rezoning from TR-V1 to PD for Construction of a New 12-Unit Apartment Building, Modified Plans. 6th Ald. Dist.
- The motion provided that the materials return for staff approval .

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

Ayes: 4 - Sheri Carter; Dawn O. O'Kroley; Cliff Goodhart and John A. Harrington

Recused: 2 - Richard L. Slayton and R. Richard Wagner

Non Voting: 1 - Thomas A. DeChant

5. [35780](#) 2500 Winnebago Street - PD(SIP), Two 4-Story, Mixed-Use Structures with Underground Residential Parking in UDD No. 5. 6th Ald. Dist.

A motion was made by O'Kroley, seconded by Goodhart, to Refer to a future URBAN DESIGN COMMISSION meeting. The motion passed by voice vote/other.

6. [38463](#) 6851 McKee Road (formerly 6901-6921 McKee Road) - PD(SIP), Two 3-Story Apartment Buildings with 80 Units. 7th Ald. Dist.

The Urban Design Commission Received an Informational Presentation

NEW BUSINESS

7. [39064](#) 477 South High Point Road - Alteration to Previously Approved Development for Modification of Condominium Signage, "High Point Commons." 9th Ald. Dist.

This item was approved as a consent item with the finding that all applicable standards are adequately addressed.

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

8. [39065](#) 3802 Regent Street - Alteration to an Existing Development for a Mural on Hoyt School Building. 5th Ald. Dist.

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

9. [39067](#) 731 State Street - Alteration to Existing PD(SIP) to allow for a Second Ground Sign for "Pres House." 8th Ald. Dist.

This item was approved as a consent item with the finding that all applicable standards are adequately addressed.

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

10. [38979](#) 409 East Main Street - Rehabilitate and Restore Historic Storefront, Windows and Brick, along with a Contemporary 3rd Floor Addition in the Downtown Core District. 6th Ald. Dist.

This item was approved as a consent item with the finding that all applicable standards are adequately addressed.

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

11. [38996](#) 7968 Tree Lane - Alteration to an Existing PD, Signage Package for "Brothers Main." 9th Ald. Dist.

The motion provided for approval of the ground sign and the following:

- Float the sign on the existing gable end with the ground sign handled in a similar manner and with the elimination of a uniform color requirement for all signage.
- The revised plan can return to staff for administrative approval.

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

BUSINESS BY MEMBERS

- The Chair received a draft summary of the Joint Plan Commission/Urban Design Commission meeting. The report focuses much more on procedural

matters but does not focus on "how we get better architecture." That's still a piece of work that needs to be done. He talked about the Nolen concept of showing examples of things.

- Members of the Plan Commission and the Urban Design Commission both expressed the need for Planning staff to play a larger role in determining what comes to the Commission when it's ready. Even if a project makes it on an agenda, if staff believes it is incomplete or something that needs to be resolved it should be referred up front rather than having to go through the presentation.

- Pinterest was mentioned but could cause an open meetings law problem by creating a virtual space for Commission members could be collaborating on without being noticed as a meeting. Individually members could take photographs of things they feel contribute to the design or livability of Madison as a City. Those could be sent to Al Martin, or discussed in a short review under Business By Members, where it is a posted meeting, where members can talk about why a particular image speaks to livability features the Commission would hope to see with future projects.

- A draft Plan Commission report was looked at; a report is needed from the work of urban design in the City. One of their examples was the hotel on the Pahl Tire site; you saw the first design and the end design, which was a great example of how urban design works in this City. The Edgewater, the Goodman Center apartment building on State Street, and the Hilton Express on John Nolen Drive are other examples. Those kinds of examples could be included in reports. The Commission needs some visual kinds of things to start carrying this language about what makes good design, what makes a city as a design work.

- Tom DeChant created a potential new ratings sheet and asked for input. His draft reduces the number of categories by which to judge a project. He looked at what gets the most discussion and attention and would appreciate feedback. When members score they could also reference a criteria. In the scoring he tends to refrain from using the "tails" of a 1-10 chart; he suggested 1-5 or A-F. Goodhart commented that the Plan Commission wants to know why the Urban Design Commission likes or dislikes a project and what the approvals are based on.

- It appears that the Plan Commission doesn't understand what the Urban Design Commission is trying to tell applicants when commenting on architectural issues. Our feedback is designed for the applicant, not the Plan Commission. We need something different for Plan Commission members. Is what we forward to the Plan Commission the report we do for ourselves, a different report version or a whole new version that works for everybody?

- Updating the policies and procedures manual was discussed. September was decided as the next special meeting date.

- Election of Officers will be needed after two new members join the Commission at the meeting of July 29, 2015.

ADJOURNMENT

The Meeting was Adjourned at 7:10 p.m. by unanimous consent.