



City of Madison

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

Wednesday, November 7, 2007

4:15 PM

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

CALL TO ORDER / ROLL CALL

Present: 7 -

Marsha A. Rummel; Lou W. Host-Jablonski; Bruce F. Woods; Richard L. Slayton; John A. Harrington; Bonnie A. Cosgrove and Jay B. Ferm

Excused: 2 -

Todd R. Barnett and R. Richard Wagner

ANNOUNCEMENTS

- Special meeting reminder, 11-14-07 at 5:00 p.m. in LL-110, Madison Municipal Building.
- Agenda overview.

APPROVAL OF MINUTES for the meeting of October 17, 2007

**A motion was made by Woods, seconded by Cosgrove, to Approve the Minutes.
The motion passed by the following vote:**

Excused: 2 -

Todd R. Barnett and R. Richard Wagner

Ayes: 6 -

Lou W. Host-Jablonski; Bruce F. Woods; Richard L. Slayton; John A. Harrington; Bonnie A. Cosgrove and Jay B. Ferm

Abstentions: 1 -

Marsha A. Rummel

BUSINESS BY MEMBERS

On a motion by Ferm, seconded by Slayton, the Urban Design Commission nominated and elected that staff be the Urban Design Commission representative on the High Crossing Architectural Review Committee.

PUBLIC HEARING ITEMS

1. [07750](#) 4710 East Broadway - Ground Sign Variance in Urban Design District No. 1. 11th Ald. Dist.

Referral at staff request due to the omission by the applicant of a required grand sign variance, a component of the sign package required re-notice of the public

meeting on this item.

Excused: 2 -

Todd R. Barnett and R. Richard Wagner

2. [07651](#)

Amending Sections 31.05(2)(b) and 31.11 of the Madison General Ordinances to remove the prohibition on relocating or replacing advertising street graphics.

The motion requested that information be made available as part of the consideration at the special meeting by the Commission detailing the following:

- Location of existing billboards.
- Numbers of billboards relocated since 1987 and what reasons (especially redevelopment).
- A map where billboards are located versus potential locations within the expansion areas (Urban Design Districts and annexed lands).
- The billboard companies were requested to provide locations in both the City and adjoining communities.
- Ald. Sanborn noted support to maintaining the prohibition of billboards on the Isthmus (the existing no advertising area) and consideration in other sensitive areas.

This Ordinance was Referred to the URBAN DESIGN COMMISSION

UNFINISHED BUSINESS

3. [07907](#)

479 Commerce Drive - PUD-SIP, Modifications to a Previously Approved Hotel. 9th Ald. Dist.

The motion provided for the following:

- A continuation of the eave line across lower portions of the gable end roof treatment on the north elevation, as well as elimination of the gable roof treatment for a hip roof treatment.
- A beefing up of the chimney design similar to that as previously proposed, in addition to alterations involving the incorporation of subgables on the upper roofline.

A motion was made by Slayton, seconded by Rummel, to Grant Final Approval.

The motion passed by the following vote:

Excused: 2 -

Todd R. Barnett and R. Richard Wagner

Ayes: 6 -

Lou W. Host-Jablonski; Richard L. Slayton; John A. Harrington; Bonnie A. Cosgrove; Jay B. Ferm and Marsha A. Rummel

Abstentions: 1 -

Bruce F. Woods

4. [07906](#) 2702 Crossroads Drive - Hotel Development/Planned Commercial Site. 17th Ald. Dist.

A motion was made by Harrington, seconded by Slayton, to Refer to the URBAN DESIGN COMMISSION. The motion passed by voice vote/other.

5. [04090](#) 702 North Midvale Boulevard - Hilldale Redevelopment SIP #3- Amended PUD(SIP) for the Relocation of a Proposed Hotel in Urban Design District No. 6. 11th Ald. Dist.

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

Excused: 2 -

Todd R. Barnett and R. Richard Wagner

Ayes: 6 -

Richard L. Slayton; John A. Harrington; Bonnie A. Cosgrove; Jay B. Ferm; Lou W. Host-Jablonski and Marsha A. Rummel

Abstentions: 1 -

Bruce F. Woods

6. [07295](#) 1022 West Johnson Street - Demolish Two Houses for PUD(GDP-SIP) for a 14-Story, 163-Unit Apartment Building. 8th Ald. Dist.

This item was Referred at staff's and applicant's request

7. [06302](#) 119, 123 & 125 North Butler Street and 120 & 124 North Hancock Street - PUD(GDP) for a New 38-Unit Apartment Building with the Retention of Two Existing 2-Unit Buildings. 2nd Ald. Dist.

The motion cited the need for the neighborhood to establish a policy issue as to where and what it feels about what the guidelines for redevelopment are for support of redevelopment in this block and area.

A motion was made by Harrington, seconded by Woods, to Refer to the URBAN DESIGN COMMISSION. The motion passed by the following vote:

Excused: 2 -

R. Richard Wagner and Todd R. Barnett

Ayes: 6 -

Bruce F. Woods; Richard L. Slayton; John A. Harrington; Bonnie A. Cosgrove; Jay B. Ferm and Lou W. Host-Jablonski

Noes: 1 -

Marsha A. Rummel

NEW BUSINESS

8. [07629](#) 520 East Johnson Street - PUD(GDP-SIP), Relocated Three-Unit Building. 2nd Ald. Dist.

The Urban Design Commission Received an Informational Presentation.

9. [07908](#) 301-321 North Hamilton Street, 318-324 East Johnson Street, 308-310 North Hancock Street - PUD-GDP for a 4-Story, Sixty-Seven Unit Residential Building. 2nd Ald. Dist.

The Urban Design Commission Received an Informational Presentation.

10. [07849](#) 3801 East Washington Avenue - Renovation and New Construction in Urban Design District No. 5, Grocery Store. 17th Ald. Dist.

The Urban Design Commission Received an Informational Presentation.

11. [07909](#) 9821 Mineral Point Road - Amendment to the Protective Covenants and Architectural Review Provision for a Recently Approved RPSM Zoning on the Property. 9th Ald. Dist.

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

ADJOURNMENT

The meeting was adjourned at 11:11 p.m.