



City of Madison

Meeting Minutes - Amended

URBAN DESIGN COMMISSION

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

Wednesday, August 22, 2007

4:15 PM

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

ROLL CALL

Ferm, Host-Jablonski and Barnett arrived during the announcements.

Present: Marsha A. Rummel, Lou W. Host-Jablonski, Paul W. Wagner, Todd R. Barnett, Bruce F. Woods, Richard L. Slayton, Michael D. Barrett and Jay B. Ferm

ANNOUNCEMENTS

- Jay Ferm citizen alternate was introduced as a new Commissioner
- Schedule adjustments noted
- Special meeting scheduling update
- Distribution of current version of Revised Street Graphics Ordinance

APPROVAL OF MINUTES for the meeting of August 8, 2007

A motion was made by Barrett, seconded by Rummel, to Approve the Minutes.

The motion passed by the following vote:

Aye: Rummel, Wagner, Barnett, Slayton and Barrett

Abstain: Host-Jablonski, Woods and Ferm

PUBLIC HEARING

1. [07168](#) 710 John Nolen Drive - Street Graphics Variance in Urban Design District No. 1. 14th Ald. Dist.
The motion required looking at a sign package that integrates better with the architecture of the building and features backlit letters. If an internally illuminated can is to be further considered, minimize and flatten. In addition, look at modifying the ground sign as an alternative to the proposed wall signage
A motion was made by Host-Jablonski, seconded by Barnett, to Refer to the URBAN DESIGN COMMISSION. The motion passed by acclamation.
2. [04007](#) 5901 Odana Road - Comprehensive Design Review and Variances for a Signage Package for an Auto Dealership in Urban Design District No. 3. 19th Ald. Dist.
The motion required address of the following:
 - Reduce the amount of ground signs in the parking lot and examine alternatives such as painting directionals on the parking surface.
 - Provide actual elevations and/or photographs of the building and detailed signage (photo overlays) and their location on the building.
 - Lower ground sign abutting the property's West Beltline Highway frontage to 22-feet.

- Push back the Odana Road monument sign to meet the required setback.
- Directionals and parking lot regulation signage should have locations placed on an overall plan of the site with specific dimensions for all signage provided with modifications to the package to bring it more into compliance with the provisions of Urban Design District No. 2.

A motion was made by Woods, seconded by Host-Jablonski, to Refer to the URBAN DESIGN COMMISSION. The motion passed by acclamation.

SPECIAL ITEMS OF BUSINESS

3. [07297](#) 12 South Carroll Street - Facade Improvement Grant. 4th Ald. Dist.
- The motion required that the proposed design be modified to incorporate a new awning for the storefront to align with the top of the awning on the neighboring tenant space, along with the addition of an extension or separate awning in the same color as that proposed for "Fromagination" above the entry to the second floor tenant space. In addition, the light source within the gooseneck type fixtures should not protrude beyond the shielding or go beyond.*
- A motion was made by Host-Jablonski, seconded by Rummel, to Accept. The motion passed by acclamation.**
4. [07296](#) 961 South Park Street - Facade Improvement Grant. 13th Ald. Dist.
- The motion for referral was to allow the applicant to provide for an alternative approach to the renovation of the building's façade.*
- A motion was made by Barnett, seconded by Rummel, to Accept. The motion passed by acclamation.**

UNFINISHED BUSINESS ITEMS

5. [07299](#) 4809 Freese Lane - Planned Residential Development (PRD) for 9, Two-Unit Condominium Buildings. 16th Ald. Dist.
- The motion for referral cited issues with the modified site plan, failure to address issues previously discussed and investigated with initial approval of the project.*
- A motion was made by Barnett, seconded by Barrett, to Refer to the URBAN DESIGN COMMISSION. The motion passed by the following vote:**
- Aye:** Rummel, Host-Jablonski, Barnett, Slayton, Barrett and Ferm
- No:** Woods
- Abstain:** Wagner
6. [06638](#) 34 Schroeder Court - New Construction - Office Building in UDD No. 2. 1st Ald. Dist.
- The motion required that the existing tree along the northeasterly perimeter of the surface parking lot be maintained within an enlarged tree island and that benches be incorporated below the awning/canopy at the entry of the building, all of which are to be reviewed and approved by staff.*
- A motion was made by Slayton, seconded by Rummel, to Grant Final Approval. The motion passed by acclamation.**

7. [06877](#) 6733 Fairhaven Road - PUD-GDP-SIP for a 12-Unit Townhouse Building. 7th Ald. Dist.
A motion was made by Barnett, seconded by Rummel, to Grant Final Approval. The motion passed by acclamation.
8. [07289](#) 2502 Shopko Drive - PUD(GDP-SIP), Amendment to Existing Sign Package; Off-Premise Ground Sign. 15th Ald. Dist.
The motion required that the ground sign be modified to add a cap or coping atop the Shopko portion of the ground sign with any change in copy to require conformance to the no "white color" background requirement normally enforced with internally illuminated can signage. The new "Copp's" portion of the sign is to feature an opaque background not to reflect or transmit any light from an internal illumination source. In addition, a landscape plan shall be provided that includes 12-18 foot high textured evergreens at the base of the ground sign, all of which are to be reviewed and approved by staff.
A motion was made by Slayton, seconded by Barnett, to Grant Final Approval. The motion passed by acclamation.
9. [07169](#) 810 Jupiter Drive - PUD-SIP for a 24-Unit Apartment Building. 3rd Ald. Dist.
A motion was made by Barrett, seconded by Barnett, to Refer to the URBAN DESIGN COMMISSION. The motion passed by acclamation.
10. [07295](#) 1022 West Johnson Street - Demolish Two Houses for PUD(GDP-SIP) for a 14-Story, 165-Unit Apartment Building. 8th Ald. Dist.
A motion was made to Received an Informational Presentation. The motion passed by acclamation.
11. [07292](#) 430 West Dayton Street - Demolition of a House and Addition to an Existing Three-Unit Building on the Same Lot to Expand to a Five-Unit PUD(GDP-SIP) 4th Ald. Dist.
Following the presentation the applicant was encouraged to rethink his proposal for why further development of a coach house type unit at the rear of the existing 3-story apartment building that provides for enclosed parking, a turnaround space for vehicles, in addition to minimizing impervious area and utilizing alternatives to the creation of lawn areas.
A motion was made to Received an Informational Presentation. The motion passed by acclamation.
12. [07173](#) 5817 Halley Way at Grandview Commons - PUD-SIP, for 61 Condominiums in Two Buildings. 3rd Ald. Dist.
It was further noted that the presentation did not provide an overview of the proposed development against the overall development plan for the "Grandview Commons" subdivision as routinely required, which provides an update as to the relationship between previously approved and built projects within the subdivision against those being proposed and those yet to be developed.
A motion was made by Host-Jablonski, seconded by Barrett, to Refer to the URBAN DESIGN COMMISSION. The motion passed by acclamation.

13. [07310](#) 719 Jupiter Drive at Grandview Commons, PUD-SIP for an Assisted Living Facility. 3rd Ald. Dist.

It was further noted that the presentation did not provide an overview of the proposed development against the overall development plan for the "Grandview Commons" subdivision as routinely required, which provides an update as to the relationship between previously approved and built projects within the subdivision against those being proposed and those yet to be developed.

A motion was made by Slayton, seconded by Barnett, to Grant Initial Approval. The motion passed by acclamation.

BUSINESS BY MEMBERS

On a motion by Host-Jablonski, seconded by Barrett, Woods was recommended as the Commission's representative on the State Street Design Project Oversight Committee.

ADJOURNMENT

A motion was made by Rummel, seconded by Woods, to Adjourn at 10:55 p.m. The motion passed by acclamation.