



City of Madison

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

Wednesday, July 27, 2016

4:30 PM

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

CALL TO ORDER / ROLL CALL

- Present:** 6 - Sheri Carter; Dawn O. O'Kroley; Cliff Goodhart; Richard L. Slayton; Thomas A. DeChant and R. Richard Wagner
- Excused:** 4 - Lois H. Braun-Oddo; John A. Harrington; Rafeeq D. Asad and Michael J. Rosenblum

APPROVAL OF MINUTES

A motion was made by Slayton, seconded by O'Kroley, to Approve the Minutes of July 13, 2016. The motion passed by voice vote/other.

PUBLIC COMMENT

None.

DISCLOSURES AND RECUSALS

Wagner recused himself on Item No. 7; Slayton acted as Chair. Goodhart recused himself on Item No. 9.

SECRETARY'S REPORT/AGENDA OVERVIEW

PUBLIC HEARING ITEMS

2. [35814](#) 5712 Odana Road - Demolition of a One-Story Wood Framed Office Building for the Construction of a New Parking Lot for "Smart Motors" in UDD No. 3. 19th Ald. Dist.
- A motion was made by DeChant, seconded by O'Kroley, to Refer to the URBAN DESIGN COMMISSION meeting of August 17, 2016. The motion passed by voice vote/other.
3. [43669](#) 6905 Odana Road - Street Graphics Variance for "Ross Dress For Less." 19th 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 DeChant, seconded by Slayton, to Grant Final Approval. The motion passed by voice vote/other.

4. [43670](#) 660 John Nolen Drive - Comprehensive Design Review for "WEA Member Benefits" in UDD No. 1. 14th 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 DeChant, seconded by Slayton, to Grant Final Approval. The motion passed by voice vote/other.

NEW BUSINESS

12. [43667](#) 2201 Zeier Road - Planned Multi-Use Site in an Existing Outlot for a 10,000 Square Foot Building Consisting of Approximately Four Units of Varying Size. 17th 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 DeChant, seconded by Slayton, to Grant Final Approval. The motion passed by voice vote/other.

ROLL CALL

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

Excused: 3 - Lois H. Braun-Oddo; John A. Harrington and Rafeeq D. Asad

SPECIAL ITEMS OF BUSINESS

1. [37547](#) 115 South Paterson Street - Public Project, Vehicle Storage Renovation and Material Storage Building. 4th Ald. Dist.

The motion provided for consideration and discussion with staff to more appropriately allocate the (landscaping) resources and to reduce the impervious paving.

A motion was made by O'Kroley, seconded by Slayton, to Grant Final Approval. The motion passed by the following vote:

Ayes: 5 - Dawn O. O'Kroley; Cliff Goodhart; Richard L. Slayton; Thomas A. DeChant and Michael J. Rosenblum

Noes: 1 - Sheri Carter

Excused: 3 - Lois H. Braun-Oddo; John A. Harrington and Rafeeq D. Asad

Non Voting: 1 - R. Richard Wagner

PUBLIC HEARING ITEMS

5. [41502](#) 441 North Frances Street - Modified Comprehensive Design Review Signage Package for "The Hub at Madison." 4th Ald. Dist.

The motion provided for the second sign to be placed in a recessed portion above the doorway, as suggested by the applicant. That is the immediate entrance to that tenant space. This item was

approved with acknowledgement that applicable provisions of the Sign Control Ordinance, Chapter 31 MGO have been met.

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

Ayes: 5 - Sheri Carter; Cliff Goodhart; Richard L. Slayton; Thomas A. DeChant and Michael J. Rosenblum

Noes: 1 - Dawn O. O'Kroley

Excused: 3 - Lois H. Braun-Oddo; John A. Harrington and Rafeeq D. Asad

Non Voting: 1 - R. Richard Wagner

6. [43672](#) 432 West Gorham Street - Comprehensive Design Review of Signage for "The James." 4th Ald. Dist.

This item was approved with acknowledgement that applicable provisions of the Sign Control Ordinance, Chapter 31 MGO have been met.

The motion provided for the removal of the area at the westernmost point, and that multiple tenants are within one space, there will be one signable area.

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

UNFINISHED BUSINESS

7. [38227](#) 109 South Fair Oaks Avenue (formerly 3244 Atwood Avenue) - PD(GDP-SIP), Adaptive Restoration and Reuse of the Historic Garver Feed Mill Including Micro-Lodging, an Olbrich Storage Building and Gardens. 6th Ald. Dist.

The motion provided for the following:

- Improving the detail of the industrial-type building.
- Incorporating the landscape comments.
- The louvers should be ganged together so it's longer there on the storage building; the doors and hardware should be exterior mounted.
- Signage shall return to the Commission for approval.
- HVAC and rooftop screening will be dealt with between the Landmarks Commission, Urban Design Commission and Zoning.

A motion was made by O'Kroley, seconded by Rosenblum, to Grant Final Approval. The motion passed by voice vote/other.

8. [42721](#) 114 Milky Way - Planned Residential Complex Containing Six Buildings and a Clubhouse with a Total of 94 Dwelling Units. 3rd Ald. Dist.

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

Ayes: 4 - Dawn O. O'Kroley; Cliff Goodhart; Richard L. Slayton and Michael J. Rosenblum

Noes: 2 - Sheri Carter and Thomas A. DeChant

Excused: 3 - Lois H. Braun-Oddo; John A. Harrington and Rafeeq D. Asad

Non Voting: 1 - R. Richard Wagner

9. [42708](#) 702 North Midvale Boulevard - Redevelopment of the South Side of Hilldale Mall (Between Macy's and Sundance) in UDD No. 6. 11th Ald. Dist.

The motion provided for the removal of the parking spaces.

A motion was made by O'Kroley, seconded by Rosenblum, to Grant Final Approval. The motion passed by the following vote:

Ayes: 4 - Dawn O. O'Kroley; Richard L. Slayton; Thomas A. DeChant and Michael J. Rosenblum

Noes: 1 - Sheri Carter

Recused: 1 - Cliff Goodhart

Excused: 3 - Lois H. Braun-Oddo; John A. Harrington and Rafeeq D. Asad

Non Voting: 1 - R. Richard Wagner

10. [39094](#) 115-117 South Bassett Street - Major Amendment to an Approved PD(SIP) for Roofing Material Change, Relocation of Landscaping and Construction of a New Apartment Building with Four Dwelling Units. 4th Ald. Dist.

The motion included the following conditions of approval from the Planning Division staff report :

1. The alterations included in this approval are those specifically described in the letter of intent, depicted on plans, and summarized in the Planning Division staff report. No other alterations are included within this approval.
2. The plans submitted for final staff approval clarify any discrepancies between the alterations described in the letter of intent and those depicted on plans. This shall include the window modifications proposed for the 117 South Bassett Street building, which do not appear consistent with the alterations as depicted on the drawings.
3. The applicant provides for staff approval additional clarifications on the extension of siding proposed as part of the rear basement window relocation on 117 South Bassett Street building.

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

11. [43725](#) 418 Division Street - Rezoning and Conditional Use for a Proposed 31-Unit Apartment Building. 6th Ald. Dist.

A motion was made by Carter, seconded by DeChant, the Commission GAVE AN ADVISORY RECOMMENDATION TO THE PLAN COMMISSION. The motion passed by voice vote/other.

NEW BUSINESS

13. [43713](#) High Crossing Development Master Planning Update. 17th Ald. Dist.

The Urban Design Commission Received an Informational Presentation

14. [43732](#) 53 West Towne Mall - Redevelopment of Portions of the Sears Department Store and Auto Center, and the Addition of Outpads on the Property. 9th Ald. Dist.
The Urban Design Commission Received an Informational Presentation
15. [43719](#) 89 East Towne Mall - Major Alteration to a Conditional Use for a Proposed FLIX Brewhouse Facility Located at East Towne Mall. 17th Ald. Dist.
The Urban Design Commission Received an Informational Presentation
16. Nominate Urban Design Commission member to serve on the Mayor's Design Awards Review Committee
By unanimous consent, Tom DeChant was elected as the UDC representative to the Mayor's Design Awards.

BUSINESS BY MEMBERS

None.

ADJOURNMENT

The meeting was Adjourned at 8:33 p.m. by unanimous consent.