



City of Madison

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

Meeting Minutes - Approved URBAN DESIGN COMMISSION

*Consider: Who benefits? Who is burdened?
Who does not have a voice at the table?
How can policymakers mitigate unintended consequences?*

Wednesday, August 16, 2023

4:30 PM

IN-PERSON
215 Martin Luther King, Jr. Blvd.
Room 206

CALL TO ORDER / ROLL CALL

Present: 7 - Marsha A. Rummel; Kathryn (Wendy) von Below; Jessica Klehr; Cliff Goodhart; Christian J. Harper; Rafeeq D. Asad and Russell S. Knudson

Excused: 1 - Shane A. Bernau

APPROVAL OF MINUTES

A motion was made by Knudson, seconded by Klehr, to Approve the Minutes of July 26, 2023. The motion passed by voice vote/other.

PUBLIC COMMENT

1. [75183](#) Public Comment
None.

DISCLOSURES AND RECUSALS

Von Below recused herself from Item #9. Asad recused himself from Item #12.

AGENDA OVERVIEW

Jessica Vaughn gave an overview of the projects.

PUBLIC HEARING ITEMS

2. [79238](#) 722 John Nolen Drive - Comprehensive Design Review of Signage (CDR) and Sign Exception in Urban Design District (UDD) 1. 14th Alder Dist.
This item was approved as a consent item with the finding that all applicable standards are adequately addressed and with the staff findings and condition contained in the report stating that approval of the proposed ground sign and setback exception is conditioned on the applicant obtaining a variance from Traffic Engineering in order to locate the proposed ground sign in the vision triangle.

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

3. [78778](#) 34 Schroeder Court - Amendment to a Comprehensive Design Review of Signage (CDR) in Urban Design District (UDD) 2. 19th Ald. Dist.
- The motion approved the proposed sign with the condition that all future signage not consisting of individual channel letters mounted on a raceway (as noted in the 2013 CDR) require review and approval by the Urban Design Commission.
- A motion was made by Asad, seconded by Harper, to Grant Final Approval. The motion passed by the following vote:**
- Ayes:** 4 - Marsha A. Rummel; Jessica Klehr; Christian J. Harper and Rafeeq D. Asad
- Noes:** 2 - Kathryn (Wendy) von Below and Russell S. Knudson
- Excused:** 1 - Shane A. Bernau
- Non Voting:** 1 - Cliff Goodhart
4. [77012](#) 702 Pflaum Road - Public Building, Comprehensive Design Review of Signage (CDR). 15th Ald. Dist.
- The motion amended the CDR to allow for above-canopy signage, including the 50 square foot above-canopy sign at the front entry and the above-canopy signs proposed at the side entrances for both the Athletics and Performing Arts.
- A motion was made by Asad, seconded by Klehr, to Grant Final Approval. The motion passed by voice vote/other.**
5. [79240](#) 730 Rayovac Drive - Sign Exception in Urban Design District (UDD) 2. 19th Alder Dist.
- This item was approved as a consent item with the finding that all applicable standards are adequately addressed and with all the staff recommendations contained in the report.
- A motion was made by Asad, seconded by Klehr, to Grant Final Approval. The motion passed by voice vote/other.**
6. [78223](#) 660 S Whitney Way - Exterior Renovations to an Existing Building that is part of a Planned Multi-Use Site Located in Urban Design District (UDD) 3. 19th Ald. Dist.
- The motion noted the following conditions:
- The proposed retaining wall materials shall be masonry versus wood;
 - The ramp shall be revised to minimize the number of switchbacks in the ramp as much as possible; and
 - Revise the lighting plan to be consistent with MGO 29.36, including uniformity ratios.
- A motion was made by Harper, seconded by Knudson, to Grant Initial Approval. The motion passed by voice vote/other.**
7. [78222](#) 3913 Lien Road - New Car Wash Located in Urban Design District (UDD) 5. 3rd Ald. Dist.
- The motion noted the following conditions:
- The landscape plan shall be revised to include landscape plantings in the islands flanking the vacuum area adjacent to the building.
 - The landscape plan shall be revised to show bark mulch versus stone mulch throughout, with the exception of the landscape islands flanking the vacuum areas, which can be stone as a high traffic area.
 - The split face CMU shall be changed to burnished block.
 - The burnished block shall be brought up to the head of the windows on the north and south

- elevations.
- Review the orientation and scale of the tower elements.

**A motion was made by Asad, seconded by von Below, to Grant Final Approval.
The motion passed by the following vote:**

Ayes: 5 - Kathryn (Wendy) von Below; Jessica Klehr; Christian J. Harper; Rafeeq D. Asad and Marsha A. Rummel

Noes: 1 - Russell S. Knudson

Excused: 1 - Shane A. Bernau

Non Voting: 1 - Cliff Goodhart

8. [72314](#) 202 N. First Street - Public Building, Comprehensive Design Review (CDR) of Signage Located in Urban Design District (UDD) No. 4. 12th Alder Dist.

A motion was made by Klehr, seconded by von Below, to Refer to the URBAN DESIGN COMMISSION meeting of September 6, 2023. The motion passed by voice vote/other.

UNFINISHED BUSINESS

9. [77005](#) 20, 22, 30 N Carroll Street - Public Building, New Wisconsin History Center in the Downtown Core (DC) District. 4th Ald. Dist.

The motion passed with the following recommendations:

- That the project return to the UDC for final review and approval.
- The applicant update the plans to show an alternate to the materials selection with using the zinc panels more consistently, one that the design team would be open to and comfortable presenting, and
- The applicant provide additional information for the Commission to better understand the resolution of the proposed exterior lighting.

**A motion was made by Knudson, seconded by Klehr, to Grant Initial Approval.
The motion passed by the following vote:**

Ayes: 4 - Jessica Klehr; Christian J. Harper; Rafeeq D. Asad and Russell S. Knudson

Abstentions: 1 - Marsha A. Rummel

Recused: 1 - Kathryn (Wendy) von Below

Excused: 1 - Shane A. Bernau

Non Voting: 1 - Cliff Goodhart

10. [78641](#) 1609 S Park Street - Exterior Renovations to an Existing Building in Urban Design District (UDD) 7. 13th Ald. Dist.

The motion passed with following findings and condition:

- The site plan is improved,
- Based on the fact that it's an existing building and the [design team] did the best they can to increase the glazing and not expose mechanicals by lowering parapets, and high design by using higher quality materials, and

The elevations shall be updated to show the fiber cement board be added to the upper building element on the street facing façade that wraps the elevation as shown in the presentation materials versus the EIFS as shown in the submittal materials.

**A motion was made by Asad, seconded by von Below, to Grant Final Approval.
The motion passed by the following vote:**

Ayes: 4 - Kathryn (Wendy) von Below; Jessica Klehr; Christian J. Harper and Rafeeq D. Asad

Noes: 2 - Marsha A. Rummel and Russell S. Knudson

Excused: 1 - Shane A. Bernau

Non Voting: 1 - Cliff Goodhart

INFORMATIONAL PRESENTATIONS

11. [79237](#) 402 W Gorham Street - Building Addition in UMX Zoning. 2nd Alder Dist.

The Urban Design Commission Received an Informational Presentation

12. [79239](#) 702 & 734 E Washington Avenue - New 14-Story Mixed-Use Building in Urban Design District (UDD) 8. 6th Alder Dist.

The Urban Design Commission Received an Informational Presentation

13. [76205](#) 304-318 N Broom St/408-430 W Johnson St/407 & 431 W Gorham St - New Student Housing Building in UMX Zoning. 4th Ald. Dist.

The Urban Design Commission Received an Informational Presentation

SECRETARY'S REPORT

SCHEDULE OF MEETINGS

BUSINESS BY MEMBERS

14. [75615](#) 2023 Announcements, Questions and/or Considerations for Future Agendas (no other action to be taken under this item).

ADJOURNMENT

The meeting was Adjourned at 9:32 p.m. by unanimous consent.