



City of Madison

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

Meeting Minutes - Approved URBAN DESIGN COMMISSION

Wednesday, September 7, 2016

4:30 PM

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

CALL TO ORDER / ROLL CALL

- Present:** 8 - Sheri Carter; Lois H. Braun-Oddo; Cliff Goodhart; Richard L. Slayton; Rafeeq D. Asad; Thomas A. DeChant; R. Richard Wagner and Michael J. Rosenblum
- Excused:** 2 - Dawn O. O'Kroley and John A. Harrington

APPROVAL OF MINUTES

A motion was made by Slayton, seconded by Braun-Oddo, to Approve the Minutes of August 17, 2016. The motion passed by voice vote/other.

PUBLIC COMMENT

None.

DISCLOSURES AND RECUSALS

Goodhart recused himself on Item Nos. 4, 9, 10 and 11.

SECRETARY'S REPORT/AGENDA OVERVIEW

ROLL CALL

- Present:** 10 - Sheri Carter; Lois H. Braun-Oddo; Dawn O. O'Kroley; Cliff Goodhart; John A. Harrington; Richard L. Slayton; Rafeeq D. Asad; Thomas A. DeChant; R. Richard Wagner and Michael J. Rosenblum

SPECIAL ITEM OF BUSINESS

2. [42183](#) Amending Section 33.24(15)(e)3 of the Madison General Ordinances to eliminate the footnote relating to the setbacks from East Washington and other East-West streets.

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

A motion was made by O'Kroley, seconded by Slayton, to RECOMMEND TO COUNCIL TO ADOPT - REPORT OF OFFICER. The motion passed by voice vote/other.

PUBLIC HEARING ITEMS

- 3. [43963](#) 89 East Towne Mall - Street Graphics Variance for "Planet Fitness." 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 O'Kroley, seconded by Slayton, to Grant Final Approval. The motion passed by voice vote/other.

- 4. [43668](#) 702 North Midvale Boulevard - Comprehensive Design Review of Signage for the Redevelopment of the South Side of Hilldale Shopping Mall in UDD No. 6. 11th 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 O'Kroley, seconded by Slayton, to Grant Final Approval. The motion passed by the following vote:

Ayes: 8 - Sheri Carter; Lois H. Braun-Oddo; Dawn O. O'Kroley; John A. Harrington; Richard L. Slayton; Rafeeq D. Asad; Thomas A. DeChant and Michael J. Rosenblum

Abstentions: 1 - Cliff Goodhart

Non Voting: 1 - R. Richard Wagner

- 6. [42618](#) 2201 Zeier Road - Conditional Use Alteration to the Building Facade and Comprehensive Design Review for "Shopko." 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 O'Kroley, seconded by Slayton, to Grant Final Approval. The motion passed by voice vote/other.

- 7. [42615](#) 7401 Mineral Point Road - Conditional Use Alteration to the Building Facade and Comprehensive Design Review for "Shopko." 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 O'Kroley, seconded by Slayton, to Grant Final Approval. The motion passed by voice vote/other.

- 9. [44224](#) 540-542 & 560-566 North Midvale Boulevard - Minor Facade Changes to "Twigs" and "Dumpling Haus" Located at Hilldale Mall in UDD No. 6. 11th Ald. Dist.

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

Ayes: 8 - Lois H. Braun-Oddo; Dawn O. O'Kroley; John A. Harrington; Richard L. Slayton; Rafeeq D. Asad; Thomas A. DeChant; Michael J. Rosenblum and Sheri Carter

Abstentions: 1 - Cliff Goodhart

Non Voting: 1 - R. Richard Wagner

PUBLIC PROJECT

ROLL CALL

Present: 9 - Sheri Carter; Lois H. Braun-Oddo; Dawn O. O'Kroley; Cliff Goodhart; John A. Harrington; Rafeeq D. Asad; Thomas A. DeChant; R. Richard Wagner and Michael J. Rosenblum

Excused: 1 - Richard L. Slayton

1. [36533](#) 4141 Nakoosa Trail - "Nakoosa Trail Public Works Facility" (Fleet Services Facility), Public Project. 15th Ald. Dist.

The motion provided for the following:

- Additional landscape trees (six) to be added along the southern edge as discussed, in addition to looking for other places along the building façade for tree locations.

A motion was made by Goodhart, seconded by Braun-Oddo, to Grant Final Approval. The motion passed by voice vote/other.

PUBLIC HEARING ITEM

5. [39862](#) 615 Forward Drive - Construction of a New Television Studio and Support Facilities, Site Improvements to Employee and Visitor Parking in UDD No. 2. 19th Ald. Dist.

The motion approved Wall Sign A and Wall Sign B. An amendment proposed by Goodhart, to allow Sign C to return for administrative approval was unanimously accepted, allowing the "WMTV News Studios" with one logo only. Regarding the "WMTV employees only" and "visitors entrance" signs, the "WMTV" should be the same font graphic and size as the "employees only" and "visitors entrance" to be more of a generic identifier without logos.

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

UNFINISHED BUSINESS

8. [43556](#) 1004 & 1032 South Park Street - Three Buildings of 3-5 Stories Containing Residential with First Floor Commercial and a Landscaped Courtyard in UDD No. 7. 13th Ald. Dist.

The Urban Design Commission Received an Informational Presentation

NEW BUSINESS

Items #10 and #11 were presented together.

- 10. [43555](#) 819 East Washington Avenue - New Development of an Entrepreneurial Hub, "Starting Block Madison (SBM)" Located in "The Spark" in UDD No. 8. 6th Ald. Dist.

The Urban Design Commission Received an Informational Presentation

- 11. [44223](#) 801, 815 East Washington Avenue/802, 806, 814 East Main Street - New Development of Retail and Office Space, and an Entertainment Venue Known as "The Cosmos" in UDD No. 8. 6th Ald. Dist.

The Urban Design Commission Received an Informational Presentation

- 12. [44222](#) 3758 East Washington Avenue - Redevelopment of the Klein Greenhouse and Garden Center in UDD NO. 5. 17th Ald. Dist.

The Urban Design Commission Received an Informational Presentation

BUSINESS BY MEMBERS

None.

ADJOURNMENT

The meeting was Adjourned at 7:00 p.m. by unanimous consent.