



City of Madison

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

Meeting Minutes - Approved URBAN DESIGN COMMISSION

Wednesday, April 9, 2008

4:30 PM

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

CALL TO ORDER / ROLL CALL

Woods acted as Chair. Wagner and Ferm arrived during consideration of Item No. 3.

Present: 8 -

Marsha A. Rummel; Todd R. Barnett; Bruce F. Woods; Richard L. Slayton;
John A. Harrington; Bonnie A. Cosgrove; R. Richard Wagner and Jay B.
Ferm

Excused: 1 -

Lou W. Host-Jablonski

APPROVAL OF MINUTES

A motion was made by Harrington, seconded by Rummel, to Approve the Minutes from the meetings of February 27, March 5 and March 26, 2008. The motion passed by voice vote/other.

PUBLIC COMMENT

None.

ANNOUNCEMENTS

- Agenda overview.
- Update on special meeting of April 16, 2008; Stoughton Road Revitalization Project Plan and Amended Street Graphics Ordinance discussion.

PUBLIC HEARING ITEMS

1. [09654](#) 717 John Nolen Drive - Street Graphics Variance. 14th Ald. Dist.

The motion for final approval noted that the physical situation between the location of the ground sign and the actual improved public right-of-way provides for an equivalent setback of 20-feet as would be required under the provisions of Urban Design District No. 1, which utilizes unimproved public right-of-way functionally maintaining the required physical setback.

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

Excused: 3 -

R. Richard Wagner; Jay B. Ferm and Lou W. Host-Jablonski

Ayes: 4 -

Marsha A. Rummel; Bruce F. Woods; John A. Harrington and Bonnie A. Cosgrove

Noes: 2 -

Todd R. Barnett and Richard L. Slayton

2. [06638](#) 34 Schroeder Court - Comprehensive Design Review in UDD No. 2. 1st Ald. Dist.

The motion required that the west elevation wall sign and logo align with the left window below and the "T" in Management to align with the right window below. The cornice on the ground sign shall match with the building, along with squaring up of its cap from the front and side views with the banding to remain, and the reveal at the sign's bottom.

A motion was made by Barnett to Grant Final Approval. The motion passed by voice vote/other.

UNFINISHED BUSINESS

3. [07295](#) 1022 West Johnson Street - Construction Signage - PUD(GDP-SIP) for a 14-Story, 163-Unit Apartment Building. 8th Ald. Dist.

The motion for initial approval with instructions that any utilization of a fence wrap graphic associated with any PUD development shall be formally submitted for Urban Design Commission approval for the next calendar year from the date of this approval. The fence wrap shall contain graphics which do not exceed 144 square feet per street frontage with all other signage should be displayed within the limits to be at a similar appearance as those presented to be reviewed and approved by staff.

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

Excused: 1 -

Lou W. Host-Jablonski

Ayes: 6 -

Todd R. Barnett; Bruce F. Woods; Richard L. Slayton; John A. Harrington; Bonnie A. Cosgrove and Marsha A. Rummel

Noes: 2 -

R. Richard Wagner and Jay B. Ferm

4. [07628](#) Tenney Park Shelter - Public Building. Ald. Dist. 2.

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

5. [06763](#) 1300 Block of University Avenue -- PUD(SIP), Wisconsin Institute for Discovery. 8th Ald. Dist.

The motion for a final approval required the integration of the promotional project graphic into the overall wrap, with the option to utilize a different material other than utilize on other areas of the wrap. All signage shall not exceed the maximum level of 144 square feet per street frontage with all graphics to be designed in a similar manner to be reviewed and approved by staff.

**A motion was made by Wagner, seconded by Rummel, to Grant Final Approval.
The motion passed by voice vote/other.**

6. [04800](#) 702 North Midvale Boulevard - Amended PUD(GDP-SIP), Hotel/Office/Retail Buildings in UDD No. 6. 11th Ald. Dist.

The Urban Design Commission Received an Informational Presentation.

7. [09653](#) 303 North Hamilton Street - PUD-SIP for 69 Units in a New Building with 3-Units in an Existing Structure to Remain. 2nd Ald. Dist.

A previous motion by Barnett, seconded by Slayton failed on a tie vote of (4-4) with Barnett, Woods, Harrington, Slayton and Wagner voting in favor; with Rummel, Harrington, Cosgrove and Ferm voting no. A previous motion by Ferm, seconded by Rummel to reject the project based on the lack of address of building/corner issues failed on a vote of (4-4) with Barnett, Rummel, Ferm and Cosgrove voting in favor and with Woods, Harrington, Wagner and Slayton voting no.

The motion for initial approval was contingent on the following:

- East of the entry at Hancock in terms of mass location and materials and courtyard feature, look at entry drive (narrow) with more breathing room to the building.
- Provide alternative to Hancock, Gorham, and Johnson Street corner building treatment.
- Provide architectural details at corners between cement siding and EIFS.
- Refine massing of building architecture at the corner of Hamilton and Hancock Streets relative to massing form and details to be further developed.

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

Excused: 1 -

Lou W. Host-Jablonski

Ayes: 6 -

Bruce F. Woods; Richard L. Slayton; John A. Harrington; R. Richard Wagner; Todd R. Barnett and Marsha A. Rummel

Noes: 2 -

Bonnie A. Cosgrove and Jay B. Ferm

8. [09694](#) 1277 Deming Way - RPSM Parking Variance. 9th Ald. Dist.

The substitute motion to refer required that the application come back with a comprehensive Transportation Demand Management Plan and address concerns within this report, as well as the previous report. In addition, provide alternative plans for parking on the south side of the property that may offset the need for parking within the variance required area. A previous motion by Barnett, seconded by Rummel for **REJECTION** of the project noting failure to address previously stated concerns failed on a vote of (3-5) with Barnett, Rummel and Slayton voting in favor; and Woods, Harrington, Cosgrove, Ferm and Wagner voting no.

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

Excused: 1 -

Lou W. Host-Jablonski

Ayes: 7 -

Bruce F. Woods; John A. Harrington; Bonnie A. Cosgrove; R. Richard Wagner; Jay B. Ferm; Todd R. Barnett and Marsha A. Rummel

Noes: 1 -

Richard L. Slayton

9. [09118](#) 4802 Tradewinds Parkway - Signage Package for New Hotel in Urban Design District No. 1. 16th Ald. Dist.

The motion for final approval required that the connector between the face of the building and porte cochere feature a gabled or pitched roof with all tree islands to satisfy the 75% vegetative cover as required by ordinance, in addition to providing for the utilization of an alternative to proposed stone mulch around the building, and a rearrangement of the plantings off the northeast corner of the building to be dictated by the configuration of the building footprint.

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

Excused: 1 -

Lou W. Host-Jablonski

Ayes: 7 -

Richard L. Slayton; John A. Harrington; Bonnie A. Cosgrove; R. Richard Wagner; Todd R. Barnett; Bruce F. Woods and Marsha A. Rummel

Noes: 1 -

Jay B. Ferm

NEW BUSINESS

10. [09862](#) 92 Golf Parkway - GDP-SIP for Two Duplex Condominium Buildings (Four Total

Dwelling Units). 18th Ald. Dist.

The motion for initial approval required a new driveway plan that eliminates the looped drive, incorporating a single driveway access that minimizes pavement, provides for open space and assists eliminating grade issues with the right hand structure; in addition to stormwater details, a more detailed landscape plan and context information, as well as the movement of the right hand unit to resolve slope issues.

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

Excused: 1 -

Lou W. Host-Jablonski

Ayes: 7 -

Bruce F. Woods; Richard L. Slayton; John A. Harrington; Bonnie A. Cosgrove; R. Richard Wagner; Jay B. Ferm and Marsha A. Rummel

Noes: 1 -

Todd R. Barnett

11. [09861](#) 1507 Burningwood Way - PUD-GDP-SIP for Three Single-Family Homes and One Outlot. 18th Ald. Dist.

The motion required an update to the stormwater, landscape and grading plans to reflect the lot's development for single-family purposes rather than as previously approved for duplex structures. In addition, the applicant was instructed to provide specifics of the design covenants and text including providing more context relevant to the site's location and relationship to adjoining properties. A prior motion by Slayton, seconded by Rummel to refer the project in order to address the above stated concerns was replaced with adoption of the substitute motion.

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

12. [05094](#) 4261 Lien Road - Modify Previously Approved Signage Package for a Planned Commercial Site. 17th Ald. Dist.

The motion required an update to the stormwater, landscape and grading plans to reflect the lot's development for single-family purposes rather than as previously approved for duplex structures. In addition, the applicant was instructed to provide specifics of the design covenants and text including providing more context relevant to the site's location and relationship to adjoining properties. A prior motion by Slayton, seconded by Rummel to refer the project in order to address the above stated concerns was replaced with adoption of the substitute motion.

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

13. [09458](#) 3001 South Stoughton Road - New Construction, Commercial Building in Urban Design District No. 1. 16th Ald. Dist.

The Urban Design Commission Received an Informational Presentation.

14. [09853](#) 31 South Henry Street - PUD(GDP-SIP) to Remodel an Existing 3-Story Structure and Adding 3 Additional Stories to Accommodate 58 Apartment Units and 5,000 Sq. Ft. of First Floor Commercial Space. 4th Ald. Dist.

The Urban Design Commission Received an Informational Presentation.

15. [09841](#) 6502 Town Center Drive (Lot 4, Metrotech Plat) - Amended PUD(GDP-SIP) for an Office Building. 3rd Ald. Dist.

The Urban Design Commission Received an Informational Presentation.

ADJOURNMENT

A motion was made by Ferm, seconded by Cosgrove, to Adjourn at 11:15 p.m.
The motion passed by voice vote/other.