

AGENDA # 1

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: June 5, 2013

TITLE: Amending Section 28.060(2)(a) of the Madison General Ordinances to Eliminate Requirement that Primary Entrances Face a Public Street. (20149)

REFERRED:

REREFERRED:

REPORTED BACK:

AUTHOR: Alan J. Martin, Secretary

ADOPTED:

POF:

DATED: June 5, 2013

ID NUMBER:

Members present were: Richard Wagner, Chair; Cliff Goodhart, Melissa Huggins, Richard Slayton, John Harrington, Dawn O’Kroley, Lauren Cnare and Henry Lufler.

SUMMARY:

At its meeting of June 5, 2013, the Urban Design Commission **RECOMMENDED APPROVAL** of the zoning text amendment to eliminate the requirement that primary entrances face a public street. Matt Tucker, Zoning Administrator discussed the change to the zoning text with the goal of being more flexible. As an example he cited a new commercial development located at East Towne Mall; East Towne Boulevard is the public right-of-way but the mall has a ring road. The main entrance for this restaurant doesn’t face the street. Harrington questioned if this would increase the need for more signage; Tucker responded not necessarily, the Comprehensive Design Review process still applies. Slayton noted that the functional entry off the public sidewalk should be a featured entry even if it’s not the primary entry. He would like the text to imply featured as well as functional. Tucker replied that this is a much more flexible approach and the City will still get quality entrances.

ACTION:

On a motion by Huggins, seconded by Cnare, the Urban Design Commission **RECOMMENDED APPROVAL**. The motion was passed on a vote of (7-0) with the correction to the word “towards” in the draft ordinance to “toward.”