



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, June 26, 2024

4:30 PM

Virtual

CALL TO ORDER / ROLL CALL

Also Present: Alder Figueroa Cole, Alder Vidaver, Alder Field

Present: 6 - Marsha A. Rummel; Cliff Goodhart; Shane A. Bernau; Christian J. Harper;
Rafeeq D. Asad and Russell S. Knudson

Excused: 2 - Kathryn (Wendy) von Below and Jessica Klehr

APPROVAL OF MINUTES

A motion was made by Knudson, seconded by Harper, to Approve the Minutes of June 12, 2024. The motion passed by voice vote/other.

PUBLIC COMMENT

1. [81138](#) Public Comment
None

DISCLOSURES AND RECUSALS

None

AGENDA OVERVIEW

Jessica Vaughn gave an overview of the projects

PUBLIC HEARING ITEMS

2. [83457](#) 339 W Gorham Street - Comprehensive Design Review of Signage (CDR). (District 4)

The motion approves the number of signs as proposed, provided the "Double Tap" canopy sign be spaced out by at least one more bay so that there is more space in between signs. The motion includes findings that the signage as proposed is consistent with the Downtown Urban Design Guidelines, and that there is not sign clutter, and that the uniqueness of the "Roxxy" logo is within the overall design style of others in the CDR. The motion was passed on a roll call vote of (4-1-1) with Asad, Bernau, Rummel, and Knudson voting yes; Harper voting no; and Goodhart non-voting.

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

Ayes: 4 - Marsha A. Rummel; Shane A. Bernau; Rafeeq D. Asad and Russell S. Knudson

Noes: 1 - Christian J. Harper

Excused: 2 - Kathryn (Wendy) von Below and Jessica Klehr

Non Voting: 1 - Cliff Goodhart

3. [83460](#) 652 Burnt Sienna Drive - Comprehensive Design Review of Signage (CDR). (District 9)

The motion found that the proposed illumination and sign size is justified given the building setback, orientation and sensitivity to context. In addition, the applicant is encouraged to continue to be a good neighbor by lighting the signage only when necessary. The motion was passed on a unanimous vote of (5-0).

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

4. [83068](#) 521 E Washington Avenue - New Mixed-Use Building in Urban Design District (UDD) 4. (District 6)

The motion provided for the following conditions:

- The applicant shall provide additional information related to the landscape design and details of the "seating area" shown on the site plan, including providing a screen fence and/or landscaping.
- Revise the corner element to include a more defined building corner that is more cohesive with the other building corners, and with a higher level of design at the pedestrian level. Consideration should be given to including a canopy feature, removal of the white frame, or relocating the accent color at the corner, etc. for example.

The motion was passed on a unanimous vote of (5-0).

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

SPECIAL ITEM OF BUSINESS

5. [71257](#) Discussions and Information Related to Future Amendments to MGO Chapter 33.24 - Urban Design Commission Ordinance and the Urban Design Commission Policy and Procedure Manual

SECRETARY'S REPORT

SCHEDULE OF MEETINGS

BUSINESS BY MEMBERS

6. [81137](#) 2024 Announcements, Questions and/or Considerations for Future Agendas (no other action to be taken under this item).

ADJOURNMENT

The meeting was Adjourned at 8:04 p.m. by unanimous consent.