



City of Madison

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

Meeting Minutes - Approved URBAN DESIGN COMMISSION

Wednesday, March 16, 2011

4:30 PM

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

CALL TO ORDER / ROLL CALL

- Present:** 5 -
Dawn O. O'Kroley; Todd R. Barnett; Richard L. Slayton; R. Richard Wagner and Jay W. Handy
- Excused:** 5 -
Marsha A. Rummel; Mark M. Smith; Melissa R. Huggins; John A. Harrington and Henry S. Lufler, Jr.

Rummel and Smith arrived after approval of the Minutes. Harrington arrived during consideration of Agenda Item No. 4 at 6:18 p.m. Barnett was excused at 6:37 p.m. during consideration of Agenda Item No. 4. Handy was excused during consideration of Agenda Item No. 6.

APPROVAL OF MINUTES

A motion was made by Handy, seconded by Slayton, to Approve the Minutes. The motion passed by the following vote:

- Excused:** 5 -
Rummel; Smith; Huggins; Harrington and Lufler, Jr.
- Ayes:** 3 -
O'Kroley; Slayton and Handy
- Abstentions:** 1 -
Barnett
- Non Voting:** 1 -
Wagner

ROLL CALL

- Present:** 7 -
Marsha A. Rummel; Mark M. Smith; Dawn O. O'Kroley; Todd R. Barnett; Richard L. Slayton; R. Richard Wagner and Jay W. Handy
- Excused:** 3 -
Melissa R. Huggins; John A. Harrington and Henry S. Lufler, Jr.

PUBLIC COMMENT

None.

AGENDA OVERVIEW/SECRETARY'S REPORT

- Agenda overview
- A discussion and clarification of policy relevant to uniform sign packages approved as a component of conditional use, "Planned Commercial Sites" where there is no clear documentation on the signage as part of the overall approval.
- Staff apprised the Commission on issues associated with "uniform sign packages" approved with early Planned Commercial Site developments where specific record of signage restrictions and limitations as documented may not be available outside of the sign permit record which acts as evidence of the uniform signage required for the development in absence of a record established as part of the original UDC approval. Staff requested that the Commission consider allowing for staff administrative approvals to allow for minor deviations from the poorly documented provisions of these uniform signage packages with an agreement from the owner/developer at the same time maintaining some minimal signage standards. The Commission instructed staff to draft a policy to address this issue for consideration at a future meeting.

DISCLOSURES AND RECUSALS

- Barnett and Slayton on Agenda Item No. 2.
- Slayton on Agenda Item No. 5.

SPECIAL ITEM OF BUSINESS

At the request of Ald. Kerr, on a motion by Rummel, by unanimous consent Agenda Item No. 2 was taken out of order at the head of the Agenda.

2. [20829](#) 961 South Park Street - Facade Grant and Building/Site Renovation in UDD #7. 13th Ald. Dist.

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

- Excused:** 3 -
 Huggins; Harrington and Lufler, Jr.
- Recused:** 2 -
 Barnett and Slayton
- Ayes:** 4 -
 Smith; O'Kroley; Rummel and Handy

Non Voting: 1 -
Wagner

The motion provided that the bicycle racks and landscape plan both return to staff for approval.

1. [21454](#) Accepting the Development Process Initiative Report dated January 31, 2011 as amended and approved by the Economic Development Committee on February 16, 2011; and, directing the City Attorney and responsible department/division directors to begin immediate implementation of the recommendations contained therein, including the formulation of ordinance modifications and budget proposals where necessary.

A motion was made by Barnett, seconded by Rummel, to Return to Lead with the Following Recommendation(s). to the ECONOMIC DEVELOPMENT COMMITTEE. The motion passed by voice vote/other.

The motion was passed on a vote of (6-0). The motion provided for the following:

- Page 25, 2, Façade Grant Program, delete the example contained in the second sentence (Page 26).
- Page 29, delete F1; they have different jurisdictions not overlapping jurisdictions.
- Page 31, G7c, this is one we haven't talked about. We have a special meeting set up for this. I think members of this Commission have strong feelings about this. This is a procedural problem.
 - o Murphy stated the way this is phrased it's not an ordinance amendment. This should be discussed more.
 - o We might discuss internally having someone attend a Landmarks Commission meeting to provide guidance as to how the UDC might see this project.
 - o Recommend to delete noting this as a procedural problem.
- The importance of staff reports was noted, as they generally point out the issues.
- Page 32, Items E and G, and on Page 33, 10, the recommendation is to delete these items.
 - It was noted to bold and underline the E portion so it's clear that the Commission feels very strongly in that it undermines the role of the UDC and compromises the developer.
 - Recommend removal of the ordinance language for a UDC member to be appointed to the Plan Commission. We can acknowledge that it is important but not for about 98% of the projects. Delete the language that to put this into the ordinance. This is a much larger discussion than the approval process.

PUBLIC HEARING ITEMS

3. [21523](#) 5339 Wayne Terrace - Comprehensive Design Review, "Don Miller Subaru." 17th Ald. Dist.

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

- 4.A. [21364](#) 5602 Odana Road - New Construction for a Dental Office in UDD No. 3.
19th Ald. Dist.

A motion was made by O'Kroley, seconded by Smith, to Grant Final Approval.
The motion passed by voice vote/other.

Excused: 3 -
Barnett; Huggins and Lufler, Jr.

Ayes: 5 -
Smith; O'Kroley; Slayton; Rummel and Handy

Noes: 1 -
Harrington

Non Voting: 1 -
Wagner

The motion provided for the following:

- The east wall sign is appropriate in lieu of a ground sign.
- The south elevation is eliminated with its "MadSmiles.com" graphic moved to the west elevation location which maintains "Dentist" but eliminates the phone number.

UNFINISHED BUSINESS

- 4.B. [21364](#) 5602 Odana Road - New Construction for a Dental Office in UDD No. 3.
19th Ald. Dist.

Taken out of order after the tabling of 4.A. on a motion by Smith, seconded by Rummel. The motion passed by voice vote.

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

The motion required code verification of ADA access show on the plans.

ROLL CALL

Present: 7 -
Marsha A. Rummel; Mark M. Smith; Dawn O. O'Kroley; Richard L. Slayton; John A. Harrington; R. Richard Wagner and Jay W. Handy

Excused: 3 -
Todd R. Barnett; Melissa R. Huggins and Henry S. Lufler, Jr.

5. [19952](#) 677 South Segoe Road - PUD(GDP-SIP) for a Residential Building with 64 Apartments. Ald. Dist. 20.

A motion was made by Smith, seconded by Rummel, to Refer. to the URBAN DESIGN COMMISSION. The motion passed by voice vote/other.

The motion provided for address of the following:

- **A larger context site drawing that shows the single-family homes to the south and the adjacent properties to the east.**

ROLL CALL

Present: 5 -

Marsha A. Rummel; Mark M. Smith; Dawn O. O'Kroley; Richard L. Slayton and R. Richard Wagner

Excused: 5 -

Todd R. Barnett; Melissa R. Huggins; John A. Harrington; Henry S. Lufler, Jr. and Jay W. Handy

6. [21199](#) 4120-4208 East Washington Avenue (Frontage Road) - Conditional Use Permit for a Commercial/Retail Center That Includes Two Drive-Thrus, an Outdoor Eating Area and a Demolition in UDD No. 5. 17th Ald. Dist.

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

NEW BUSINESS

7. [21686](#) 401 North Pleasant View Road - PUD-SIP for Thirteen Independent Living Units. 9th Ald. Dist.

The Urban Design Commission Received an Informational Presentation

8. [21680](#) 4716 Verona Road - Modified PUD(GDP-SIP), "U-Haul" Rental/Storage/Warehouse, Pylon Signs and Wall Signage. 10th Ald. Dist.

The Urban Design Commission Received an Informational Presentation

9. [21683](#) 706 University Avenue - PUD(GDP-SIP), Amendment to Previously Approved Signage Package for "Fresh Madison Market." 8th Ald. Dist.

A motion was made by Slayton, seconded by Rummel, to Grant Final Approval.

The motion passed by voice vote/other.

10. [21684](#) 7617 Mineral Point Road - Alteration to Approved and Recorded PCD(SIP), Revised Wall Signage. 9th Ald. Dist.

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

BUSINESS BY MEMBERS

None.

ADJOURNMENT

The meeting was adjourned at 8:33 p.m. by unanimous consent.