



City of Madison

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

Meeting Minutes - Approved URBAN DESIGN COMMISSION

Wednesday, March 20, 2013

4:30 PM

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

CALL TO ORDER / ROLL CALL

O'Kroley was excused after Approval of Minutes and Consent Item No. 5.

Present: 7 -

Marsha A. Rummel; Dawn O. O'Kroley; Cliff Goodhart; John A. Harrington;
Richard L. Slayton; R. Richard Wagner and Thomas A. DeChant

Excused: 2 -

Melissa R. Huggins and Henry S. Lufler, Jr.

APPROVAL OF MINUTES

A motion was made by Rummel, seconded by DeChant, to Approve the
Minutes of March 6, 2013. The motion passed by voice vote/other.

PUBLIC COMMENT

None.

DISCLOSURES AND RECUSALS

Wagner recused himself on Item No. 8; Slayton acted as Chair.

SECRETARY'S REPORT/AGENDA OVERVIEW

ROLL CALL

Present: 6 -

Marsha A. Rummel; Cliff Goodhart; John A. Harrington; Richard L.
Slayton; R. Richard Wagner and Thomas A. DeChant

Excused: 3 -

Dawn O. O'Kroley; Melissa R. Huggins and Henry S. Lufler, Jr.

PUBLIC HEARING ITEM

1. [06638](#) 34 Schroeder Court - Comprehensive Design Review of Signage for "Advanced Pain Management Building" in UDD No. 2. 19th Ald. Dist.
- The motion noted the unique character of the site that underlined the need to support the modified sign package as approved with a finding that the standards for "Comprehensive Design Review" were met.
- A motion was made by Goodhart, seconded by Harrington, to Grant Final Approval. The motion passed by the following vote:**
- Ayes:** 3 -
Marsha A. Rummel; Cliff Goodhart and John A. Harrington
- Noes:** 2 -
Richard L. Slayton and Thomas A. DeChant
- Excused:** 3 -
Dawn O. O'Kroley; Melissa R. Huggins and Henry S. Lufler, Jr.
- Non Voting:** 1 -
R. Richard Wagner

UNFINISHED BUSINESS

2. [28620](#) 415 West Johnson Street, 226 North Broom Street, 424 West Dayton Street - Rezone from DR-2 District to UMX District (New Zoning Code) for the Redevelopment of Three Existing Properties into a Residential Project of Approximately 317 Units. 4th Ald. Dist.
- The motion noted address of the following:
- Check column spacing beneath center court to allow for trees; for example American Hophornbeam.
 - Serviceberry by pool, too fine of texture; use plant with more structure, for example Magnolia x soulangiana.
 - Think about scoring of the sidewalk within the three-foot easement versus the sidewalk in the public right-of-way.
 - Consider one brick color along the Johnson Street elevation.
- A motion was made by DeChant, seconded by Rummel, to Grant Final Approval. The motion passed by voice vote/other.**
3. [28617](#) 304 West Washington Avenue - Demolition and New Construction in the UMX District for an Addition to an Existing Office Building. 4th Ald. Dist.
- The motion required that the lighting plan be submitted for staff review and approval.
- A motion was made by DeChant, seconded by Slayton, to Grant Final Approval. The motion passed by voice vote/other.**

4. [27146](#) 610 Junction Road - PUD(GDP-SIP), Retail/Office Development, Sign Package. 9th Ald. Dist.

The motion provided for the following:

- The sign locations as presented are approved.
- The second story needs to be one color (white preferred) or alternative color with logo elements according to allowable standards as customarily considered according to adopted policy to be approved by staff.

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

Ayes: 3 -
Cliff Goodhart; Richard L. Slayton and Thomas A. DeChant

Noes: 2 -
Marsha A. Rummel and John A. Harrington

Excused: 3 -
Dawn O. O'Kroley; Melissa R. Huggins and Henry S. Lufler, Jr.

Non Voting: 1 -
R. Richard Wagner

5. [21200](#) 1907-1911 Monroe Street - Previously Approved PUD(GDP-SIP) for a 4-Story Commercial/Residential Apartment Building, Signage Package. 13th Ald. Dist.

A motion was made by Harrington, seconded by Slayton, to Grant Final Approval. The motion passed by voice vote/other. This item was approved as a consent item.

6. [25323](#) 1323 West Dayton Street - Previously Approved PUD(GDP-SIP) for a Sixty-Five Unit Housing Project, Signage Package. 8th Ald. Dist.

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

7. [28829](#) 6801 Littlemore Drive - PUD-SIP for a Two-Building, Sixty-One Unit Residential Development. 3rd Ald. Dist.

The motion required address of landscape comments and additional walkway to Wyalusing Drive.

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

NEW BUSINESS

8. [29495](#) 425 West Washington Avenue - PD Mixed-Unit Development Known as "The Washington Plaza." 4th Ald. Dist.

The Urban Design Commission Received an Informational Presentation

9. [29372](#) 5901 Odana Road - Express Lube Addition to Smart Motors in UDD No. 3. 19th Ald. Dist.

The Urban Design Commission Received an Informational Presentation

BUSINESS BY MEMBERS

Wagner noted the Plan Commission meeting of Monday, March 18, 2013. Discussion at that meeting between Commission members and Steve Cover, the Director of the Department of Planning and Community and Economic Development centered the functionality and evaluation of adopted plans as part of the City process. The discussion grew out of the Iota Court project and the Edgewater revisions. He noted that the Director basically stated that plans do not matter. It was recommended that Commission members watch the meeting online. Wagner requested that this be listed on a future agenda for further discussion. Staff noted that the Director will be having this conversation with the Urban Design Commission and Landmarks Commission as well. Wagner pointed out that it was his understanding that the original intent in the adoption of the Comprehensive Plan was not to have downtown done in that plan, because its later incorporation is intended to be a part of that Downtown Plan. Staff was requested to provide a follow-up on the recently adopted Downtown Plan as an amendment to the Comprehensive Plan process and timeline. A discussion followed on the potential for a special meeting on April 10, 2013 to facilitate this discussion versus the already special meeting date of April 24, 2013 with staff instructed to provide a follow-up based on Commissioner availability.

DeChant mentioned the idea of Pinterest and how to log-in to view people's boards.

ADJOURNMENT

The meeting was Adjourned at 6:50 p.m. by unanimous consent.