



City of Madison

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

Meeting Minutes - Draft URBAN DESIGN COMMISSION

Wednesday, November 19, 2014

4:30 PM

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

CALL TO ORDER / ROLL CALL

Present: 7 - Lauren Cnare; Dawn O. O'Kroley; Cliff Goodhart; Richard L. Slayton; Melissa R. Huggins; Thomas A. DeChant and R. Richard Wagner

Excused: 1 - John A. Harrington

APPROVAL OF MINUTES

A motion was made by DeChant, seconded by Cnare, to Approve the Minutes of November 5, 2014. The motion passed by voice vote/other.

PUBLIC COMMENT

None.

DISCLOSURES AND RECUSALS

Huggins recused herself on Item No. 9.

SECRETARY'S REPORT/AGENDA OVERVIEW

SPECIAL ITEM OF BUSINESS

- 1.** [35036](#) Creating Section 31.112 and Sec. 31.11(2)(o) and amending Sections 31.11(1) and 31.05(2)(b) of the Madison General Ordinances to create a process for Advertising Sign Banks and Replacement Advertising Signs, and amending sec. 31.04(5)(k)4.a. regarding illumination of certain signs.

Use alternate draft language

A motion was made by Cnare, seconded by DeChant, to RECOMMEND TO COUNCIL TO ADOPT WITH THE FOLLOWING RECOMMENDATIONS - REPORT OF OFFICER. The motion passed by voice vote/other.
- 2.** [36186](#) Policy Discussion on a Proposed Park Shelter Prototype to be Utilized in Various City of Madison Parks.

Recommended approval of the prototype, with the direction that the shelters would engage with the neighborhood, and that Al Martin, Secretary has the discretion to bring them to the Commission as needed.

A motion was made by Huggins, seconded by Cnare, to Approve. The motion passed by voice vote/other.

PUBLIC HEARING ITEMS

- 3. [35814](#) 5712 Odana Road - Demolition of a One-Story Wood Framed Office Building for the Construction of a New Parking Lot for "Smart Motors" in UDD No. 3. 19th Ald. Dist.

The motion provided for the following:

- The applicant must meet the 10-foot landscape buffer.
- A footprint of the new building should be shown on future plans that also addresses current Zoning Code and Urban Design District Number 3 requirements.
- The addition of canopy trees in the tree islands shall be addressed.

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

- 4. [36133](#) 5701 Odana Road - Signage Exception in UDD No. 3 for "Ryan Funeral Home." 19th Ald. Dist.

This item was approved as a consent item with the finding that all applicable standards per MGO Chapter 31 are adequately met.

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

- 5. [35988](#) 828 John Nolen Drive - Signage Exception in UDD No. 1 for "M3 Insurance Solutions, Inc." 14th Ald. Dist.

This item was approved as a consent item with the finding that all applicable standards per MGO Chapter 31 are adequately met.

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

NEW BUSINESS

At the request of Ald. Verveer, by unanimous consent Item No. 9 was taken up after Item No. 5.

- 9. [36188](#) 114 North Bedford Street - New Development in the UMX District, 185-Unit Housing Project. 4th Ald. Dist.

The Urban Design Commission Received an Informational Presentation

ROLL CALL

- Present:** 6 - Lauren Cnare; Dawn O. O'Kroley; Cliff Goodhart; Richard L. Slayton; Thomas A. DeChant and R. Richard Wagner
- Excused:** 2 - John A. Harrington and Melissa R. Huggins

UNFINISHED BUSINESS

- 6. [35625](#) 702 South High Point Road - PD(SIP), "Bishop O'Connor Catholic Pastor Center." 9th Ald. Dist.

A full submittal packet is needed for final approval.

**A motion was made by Cnare, seconded by DeChant, to Grant Initial Approval.
The motion passed by voice vote/other.**

7. [32683](#) 441 North Frances Street - Signage and Lighting Package for "The Hub at Madison." 4th Ald. District.

The motion provided for the following:

- No blade signs above the canopies along State Street or Frances Street for the main corner structure; except for the lower story portion of the Frances Street retail south of the residential entry.
- Permit two signs below the canopy near the entrance on the frontage structure.
- Subtle lighting within the corner element but not facing out.
- A mix of lighting element features (sconces) façade that vary with each type of lower level storefront facade.
- Allow for a larger "Hub" entry sign on the lower level at Frances Street.

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

NEW BUSINESS

8. [36183](#) 1701 Wright Street - Madison College Culinary Addition and Renovation.
12th Ald. Dist.

This Item was Postponed by the Applicant

BUSINESS BY MEMBERS

The blue lights on The Constellation, did we see those?

It was in the packet but not yet approved by Building Inspection and there are supposed to be orders on them for getting their approval because we don't know how bright they are.

There is also a sign at The Edgewater that is not legal.

ADJOURNMENT

The meeting was Adjourned at 7:05 p.m. by unanimous consent.