



# City of Madison

City of Madison  
Madison, WI 53703  
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## Meeting Minutes - Approved URBAN DESIGN COMMISSION

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Wednesday, November 30, 2016

4:30 PM

210 Martin Luther King, Jr. Blvd.  
Room 351 (City County Building)

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### CALL TO ORDER / ROLL CALL

- Present:** 8 - Lois H. Braun-Oddo; Dawn O. O'Kroley; Cliff Goodhart; John A. Harrington; Rafeeq D. Asad; Thomas A. DeChant; R. Richard Wagner and Michael J. Rosenblum
- Excused:** 2 - Sheri Carter and Richard L. Slayton

### APPROVAL OF MINUTES

A motion was made by DeChant, seconded by Braun-Oddo, to Approve the Minutes. The motion passed by voice vote/other.

### PUBLIC COMMENT

None.

### DISCLOSURES AND RECUSALS

Goodhart recused himself on Item No. 1 and No. 2.

### SECRETARY'S REPORT/AGENDA OVERVIEW

### ROLL CALL

- Present:** 9 - Lois H. Braun-Oddo; Dawn O. O'Kroley; Cliff Goodhart; John A. Harrington; Richard L. Slayton; Rafeeq D. Asad; Thomas A. DeChant; R. Richard Wagner and Michael J. Rosenblum
- Excused:** 1 - Sheri Carter

### PUBLIC HEARING ITEMS

3. [44953](#) 2424 University Avenue - Street Graphics Variance for "Best Western Inn Towner." 5th Ald. Dist.
- This item was approved as a consent item with the finding that all applicable standards are adequately addressed.
- A motion was made by Goodhart, seconded by Rosenblum, to Grant Final Approval. The motion passed by voice vote/other.

4. [44949](#) 1444 East Washington Avenue - Mural in a Public Location in UDD No. 8. 2nd Ald. Dist.

This item was approved as a consent item with the finding that all applicable standards are adequately addressed.

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

8. [43945](#) 950 John Nolen Drive - Comprehensive Design Review/Signage Exception in UDD No. 1 for "Watermark Lofts." 14th Ald. Dist.

The motion noted that the applicant shall finalize the signage options chosen in coordination with staff for final approval.

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

1. [43555](#) 819 East Washington Avenue - New Development of an Entrepreneurial Hub, "Starting Block Madison (SBM)" Located in "The Spark" in UDD No. 8. 6th Ald. Dist.

The motion found that the project adequately addressed the provisions of UDD No. 8 citing the following:

- Gold LEED certification or its equivalency meets the bonus story requirements.
- The massing on the two facades, the two-story height is appropriate with the 3-story criteria, and the solid mass facing East Washington Avenue is appropriate in the context of the overall composition because it's quality materials and still articulated.
- Because there is depth in the design of the façade, considering this building specifically, including the fin at 15-feet, is appropriate.

The motion also required continued work with the adjacent neighbor on the fire lane design.

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

**Ayes:** 6 - Lois H. Braun-Oddo; Dawn O. O'Kroley; John A. Harrington; Richard L. Slayton; Rafeeq D. Asad and Thomas A. DeChant

**Abstentions:** 1 - Sheri Carter

**Recused:** 1 - Cliff Goodhart

**Non Voting:** 2 - R. Richard Wagner and Michael J. Rosenblum

## ROLL CALL

**Present:** 10 - Sheri Carter; Lois H. Braun-Oddo; Dawn O. O'Kroley; Cliff Goodhart; John A. Harrington; Richard L. Slayton; Rafeeq D. Asad; Thomas A. DeChant; R. Richard Wagner and Michael J. Rosenblum

2. [44223](#) 801, 815 East Washington Avenue/802, 806, 814 East Main Street - New Development of Retail and Office Space, and an Entertainment Venue Known as "The Cosmos" in UDD No. 8. 6th Ald. Dist.

The motion provided for the following:

- To move this forward doesn't to have the discussion about use doesn't necessarily approve the massing of the four-story piece. If there is a tower, that massing may be revised. The

massing should return to this body.

- The corner of Livingston and Main Streets has to be more park-like.
- The bike parking has to be resolved.
- The appearance of the alley/loading dock needs revision.
- Resolution of the street tree issue.
- The standards for UDD No. 8 are being met.

**A motion was made by DeChant, seconded by Slayton, to Grant Initial Approval of the four-story version. The motion passed by the following vote:**

**Ayes:** 6 - Lois H. Braun-Oddo; Dawn O. O'Kroley; John A. Harrington; Richard L. Slayton; Rafeeq D. Asad and Thomas A. DeChant

**Noes:** 1 - Sheri Carter

**Recused:** 1 - Cliff Goodhart

**Non Voting:** 2 - R. Richard Wagner and Michael J. Rosenblum

**ROLL CALL**

**Present:** 9 - Sheri Carter; Lois H. Braun-Oddo; Cliff Goodhart; John A. Harrington; Richard L. Slayton; Rafeeq D. Asad; Thomas A. DeChant; R. Richard Wagner and Michael J. Rosenblum

**Excused:** 1 - Dawn O. O'Kroley

5. [45203](#) 53 West Towne Mall - A Component of Redevelopment of Portions of the Sears Department Store for Dave & Buster's that Requires Comprehensive Design Review of Signage. 9th Ald. Dist.

The motion noted that the standards are being addressed.

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

**UNFINISHED BUSINESS**

6. [43732](#) 53 West Towne Mall - Redevelopment of Portions of the Sears Department Store and Auto Center, and the Addition of Outpads on the Property. 9th Ald. Dist.

The motion provided for the following:

- Trees shall be placed every 12 stalls in the tree islands with staff approval of the final plans , or return to the Commission.
- Replace the ornamental trees with canopy trees.
- Provide a double row of trees in areas featuring wide walkways along the east and south elevations of the building.
- Significant increase the number of trees along the building.
- The restaurant or the development of the auto center shall return to the Commission for approval.

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

7. [44542](#) 810 East Washington Avenue - Galaxie Phase 3: Starliner Condominiums and Lofts. 2nd Ald. Dist.  
The motion provided that the applicant rework the corner with brick and wood to come together.  
**A motion was made by Goodhart, seconded by Slayton, to Grant Final Approval. The motion passed by voice vote/other.**

**ROLL CALL**

- Present:** 8 - Sheri Carter; Lois H. Braun-Oddo; Cliff Goodhart; John A. Harrington; Rafeeq D. Asad; Thomas A. DeChant; R. Richard Wagner and Michael J. Rosenblum  
**Excused:** 2 - Dawn O. O'Kroley and Richard L. Slayton

9. [44355](#) 6509 Normandy Lane - Three-Story Apartment Building Containing 57 Units and 2,287 Square Feet of First Floor Commercial Space. 19th Ald. Dist.  
The motion provided for refinement of the fin feature and other landscaping and architectural modifications as noted during the discussion on the item.  
**A motion was made by DeChant, seconded by Braun-Oddo, to Grant Initial Approval. The motion passed by the following vote:**

- Ayes:** 5 - Cliff Goodhart; John A. Harrington; Thomas A. DeChant; Sheri Carter and Lois H. Braun-Oddo  
**Noes:** 1 - Rafeeq D. Asad

- Excused:** 2 - Dawn O. O'Kroley and Richard L. Slayton  
**Non Voting:** 2 - R. Richard Wagner and Michael J. Rosenblum

10. [41975](#) 223 & 219 West Gilman Street - Demolition and Addition to "Chabad House" in the Downtown Core District. 4th Ald. Dist.  
The motion provided for the following:
- The continuous roofline connector needs to read differently than a level connector ; has to be different and return to staff for approval.

**A motion was made by Slayton, seconded by Braun-Oddo, to Grant Final Approval. The motion passed by the following vote:**

- Ayes:** 7 - Lois H. Braun-Oddo; Dawn O. O'Kroley; Cliff Goodhart; John A. Harrington; Rafeeq D. Asad; Thomas A. DeChant and Michael J. Rosenblum

- Excused:** 1 - Sheri Carter  
**Non Voting:** 2 - Richard L. Slayton and R. Richard Wagner

**NEW BUSINESS**

11. [45164](#) 4325 Nakoma Road - Referral from Plan Commission for New Development of "Oak Park Place-Nakoma."  
**The Commission DECLINED to make a motion on this design due to a lack of all the full plans that satisfy the criteria for submission; the Commission will need**

revised plans. The motion passed by voice vote/other.

12. [45165](#) 4601 Frey Street - 12-Story, 275,542 Square Foot Mixed-Use Building  
Containing 178 Guest Room Hotel and Office Tenant. 11th Ald. Dist.  
**The Commission Received an Informational Presentation**

**BUSINESS BY MEMBERS**

None.

**ADJOURNMENT**

The meeting was Adjourned at 9:25 p.m. by unanimous consent.