



City of Madison

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

Wednesday, September 27, 2017

4:30 PM

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

CALL TO ORDER / ROLL CALL

Asad arrived at 5:15 p.m.

- Present:** 6 - Dawn O. O'Kroley; Cliff Goodhart; John A. Harrington; Thomas A. DeChant;
R. Richard Wagner and Michael J. Rosenblum
- Excused:** 3 - Amanda Hall; Lois H. Braun-Oddo and Rafeeq D. Asad

APPROVAL OF MINUTES

A motion was made by O'Kroley, seconded by DeChant, to Approve the Minutes of September 6, 2017 with corrections. The motion passed by voice vote/other.

3. 47700 901 East Washington Avenue: Note specifics rather than the generalization of praising the design. Rafeeq and O'Kroley had differing views, O'Kroley thought their material selection was successful in articulating depth... Rafeeq preferred the prior expression of the structural frame.

6. 48450 211 North Carroll Street/200-220 Wisconsin Avenue: Wisconsin Avenue MATC campus. The setback of the building will be a very important factor that needs more accurate study of the context.

PUBLIC COMMENT

None.

DISCLOSURES AND RECUSALS

Goodhart recused himself on Item No. 2

SECRETARY'S REPORT/AGENDA OVERVIEW

Janine Glaeser gave an overview of the projects and upcoming UDC meetings.

By unanimous consent, Item No. 8 was taken out of order.

PUBLIC HEARING ITEMS

1. [48871](#) 3326 Agriculture Drive - Sign Exception to UDD No. 1 for "DuPont." 16th Ald. Dist.

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

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

2. [48453](#) 821 East Washington Avenue - Comprehensive Design Review for "The Spark" Located in UDD No. 8. 6th Ald. Dist.

The motion provided that the applicant return with all wall signage. Seeing that in context on the lower level within the signable area on the first story in context with the other two proposed building signs might answer that question about second floor level signage. The monument signs were accepted.

A motion was made by O’Kroley seconded by Harrington for Referral. The motion passed by voice vote/other.

ROLL CALL

- Present:** 7 - Dawn O. O’Kroley; Cliff Goodhart; John A. Harrington; Rafeeq D. Asad; Thomas A. DeChant; R. Richard Wagner and Michael J. Rosenblum
Excused: 2 - Amanda Hall and Lois H. Braun-Oddo

3. [48454](#) 811 East Washington Avenue - Comprehensive Design Review for "The Gebhardt Building" Located in UDD No. 8. 6th Ald. Dist.

The motion provided for approval of first floor tenant signage at the pocket park, the "Gebhardt" canopy sign, but no second or third floor tenant signage. The "Sylvee" signage was approved as presented with the message change limit during events no more frequently than once per minute (one hour before shows, during shows and one hour after shows). Any modifications to the mural shall be submitted for staff and/or Commission review.

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

4. [48923](#) 811 East Washington Avenue - Final Design Progression of Architectural Detail for "The Gebhardt Building" Located in UDD No. 8. 6th Ald. Dist.

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

NEW BUSINESS

8. [48877](#) 2901 University Avenue - Mixed-Use Development of Approximately 10,700 Square Feet of Retail Space and 52 Residential Apartments with Below Grade Parking Located in UDD No. 6. 5th Ald. Dist.

The Urban Design Commission Received an Informational Presentation.

PUBLIC HEARING ITEMS (continued)

5. [48158](#) 650 Forward Drive - Exact Sciences Clinical Lab Facility Phase 1 in UDD No. 2. 19th Ald. Dist.

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

- 6. [48872](#) 6310 Town Center Drive - Comprehensive Design Review. 3rd Ald. Dist.

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

NEW BUSINESS

- 7. [48874](#) 801 West Badger Road - Madison College South Campus in UDD No. 7. 14th Ald. Dist.

The Urban Design Commission Received an Informational Presentation.

- 9. [48873](#) 4802 Sheboygan Avenue - PD(GDP), "Madison Yards at Hill Farms" in UDD No. 6. 11th Ald. Dist.

The Urban Design Commission Received an Informational Presentation.

BUSINESS BY MEMBERS

None.

ADJOURNMENT

The meeting was adjourned at 7:35 pm by unanimous consent.