



# City of Madison

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

## Meeting Minutes - Approved URBAN DESIGN COMMISSION

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Wednesday, October 11, 2017

4:30 PM

210 Martin Luther King, Jr. Blvd.  
Room 357 (City County Building)

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### **\*SPECIAL MEETING\***

#### **CALL TO ORDER / ROLL CALL**

#### **PUBLIC COMMENT**

None.

#### **DISCLOSURES AND RECUSALS**

None.

#### **SPECIAL ITEMS OF BUSINESS**

1. [48858](#) 3102 Commercial Avenue - Appeal of the Zoning Administrator, Raise Structure Height and Install Digital Sign Face in UDD No. 5. 15th Ald. Dist.  
**A motion was made by Goodhart, seconded by DeChant, to Deny. The motion failed by the following vote:**
  
2. [48866](#) 2620 East Washington Avenue - Appeal of the Zoning Administrator, Install Digital Sign Faces in UDD No. 5. 12th Ald. Dist.  
**A motion was made by O'Kroley, seconded by Rosenblum, to Deny. The motion failed by the following vote:**

3.     [48867](#)           3205 East Washington Avenue - Appeal of the Zoning Administrator, Install Digital Sign Face in UDD No. 5. 15th Ald. Dist.

**A motion was made by DeChant, seconded by Braun-Oddo, to Deny. The motion failed by the following vote:**
4.     [48868](#)           3737 East Washington Avenue - Appeal of the Zoning Administrator, Raise Structure Height, Install Digital Sign Faces in UDD No. 5. 17th Ald. Dist.

**A motion was made by Braun-Oddo, seconded by Rosenblum, to Deny. The motion failed by the following vote:**
5.     [48859](#)           2733 University Avenue - Appeal of the Zoning Administrator, Remove South Structure, Raise Remaining Structure, Install Digital Sign Face in UDD No. 6. 5th Ald. Dist.

**A motion was made by Goodhart, seconded by O'Kroley, to Deny. The motion failed by the following vote:**
6.     [48852](#)           5003 University Avenue - Appeal of the Zoning Administrator, Install Digital Sign Faces in UDD No. 6. 19th Ald. Dist.

**A motion was made by O'Kroley, seconded by Rosenblum, to Deny. The motion failed by the following vote:**

7.     [48851](#)           5227 University Avenue - Appeal of the Zoning Administrator, Install Digital Sign Faces in UDD No. 6. 19th Ald. Dist.
- A motion was made by Rosenblum, seconded by DeChant, to Deny. The motion failed by the following vote:**
8.     [48847](#)           405 South Park Street - Appeal of the Zoning Administrator, Install Digital Sign Faces in UDD No. 7. 13th Ald. Dist.
- A motion was made by Braun-Oddo, seconded by Goodhart, to Deny. The motion failed by the following vote:**
9.     [48862](#)           1305 South Park Street - Appeal of the Zoning Administrator, Remove Face, Raise Height of Remaining Structure, Install Digital Face in UDD No. 7. 13th Ald. Dist.
- A motion was made by Braun-Oddo, seconded by Goodhart, to Deny. The motion failed by the following vote:**
10.    [48849](#)           1901 South Park Street - Appeal of the Zoning Administrator, Install Digital Sign Face in UDD No. 7. 14th Ald. Dist.
- A motion was made by Goodhart, seconded by O'Kroley, to Deny. The motion failed by the following vote:**

11.     [48865](#)           995 Applegate Road - Appeal of the Zoning Administrator, Raise Structure Height. 14th Ald. Dist.
- A motion was made by O'Kroley, seconded by DeChant, to Deny. The motion failed by the following vote:**
12.     [48848](#)           1702 West Beltline Highway - Appeal of the Zoning Administrator, Raise Structure Height and Install Digital Sign Faces. 14th Ald. Dist.
- A motion was made by Rosenblum, seconded by Braun-Oddo, to Deny. The motion failed by the following vote:**
13.     [48850](#)           2002 West Beltline Highway - Appeal of the Zoning Administrator, Raise Structure Height and Install Digital Sign Faces. 14th Ald. Dist.
- A motion was made by Braun-Oddo, seconded by DeChant, to Deny. The motion failed by the following vote:**
14.     [48856](#)           4203 West Beltline Highway - Appeal of the Zoning Administrator, Raise Structure Height. 10th Ald. Dist.
- A motion was made by DeChant, seconded by Rosenblum, to Deny. The motion failed by the following vote:**

15.     [48855](#)           4245 West Beltline Highway - Appeal of the Zoning Administrator, Raise Structure Height. 10th Ald. Dist.
- A motion was made by Goodhart, seconded by Braun-Oddo, to Deny. The motion failed by the following vote:**
16.     [48854](#)           4277 West Beltline Highway - Appeal of the Zoning Administrator, Raise Structure Height. 10th Ald. Dist.
- A motion was made by O'Krole, seconded by Rosenblum, to Deny. The motion failed by the following vote:**
17.     [48857](#)           3220 Commercial Avenue - Appeal of the Zoning Administrator, Raise Structure Height and Install Digital Sign Face (West Face). 15th Ald. Dist.
- A motion was made by Rosenblum, seconded by DeChant, to Deny. The motion failed by the following vote:**
18.     [48853](#)           4601 Hammersley Road - Appeal of the Zoning Administrator, Raise Structure Height and Install Digital Sign Faces. 10th Ald. Dist.
- A motion was made by DeChant, seconded by Braun-Oddo, to Deny. The motion failed by the following vote:**

19.     [48863](#)           1201 Regent Street - Appeal of the Zoning Administrator, Install Digital Sign Face. 13th Ald. Dist.
- A motion was made by Braun-Oddo, seconded by O'Krole, to Deny. The motion failed by the following vote:**
20.     [48861](#)           1330 Regent Street - Appeal of the Zoning Administrator, Install Digital Sign Face. 8th Ald. Dist.
- A motion was made by Goodhart, seconded by Rosenblum, to Deny. The motion failed by the following vote:**
21.     [48864](#)           1022 Sherman Avenue - Appeal of the Zoning Administrator, Raise Structure Height and Add Face. 2nd Ald. Dist.
- A motion was made by O'Krole, seconded by Braun-Oddo, to Deny. The motion failed by the following vote:**
22.     [48860](#)           2122 South Stoughton Road - Appeal of the Zoning Administrator, Raise Structure Height. 15th Ald. Dist.
- A motion was made by Rosenblum, seconded by Braun-Oddo, to Deny. The motion failed by the following vote:**

**BUSINESS BY MEMBERS**

None.

Goodhart noted that he based his initial motion on the ordinance before them and the instructions on the appeal process.

Lara Mainella noted that the ordinance that brought these appeals to the Urban Design Commission required a decision within 60 days of their filing the appeal. The applicant waived that 60 days via email for scheduling purposes.

**ADJOURNMENT**

The meeting was Adjourned at 5:13 p.m. by unanimous consent.

\*\*\*Note: to view the reports associated with these items, please click on the hyperlinks associated with each legislative item (titled with the legislative ID). If you would like a hard copy, please contact Janine Glaeser at [jglaeser@cityofmadison.com](mailto:jglaeser@cityofmadison.com).\*\*\*