



# City of Madison

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

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Wednesday, February 13, 2019

4:30 PM

215 Martin Luther King, Jr. Blvd.  
Room 153 (Madison Municipal Building)

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### CALL TO ORDER / ROLL CALL

- Present:** 8 - Lois H. Braun-Oddo; Jessica Klehr; Cliff Goodhart; Christian J. Harper; Rafeeq D. Asad; Thomas A. DeChant; R. Richard Wagner and Craig D. Weisensel
- Excused:** 1 - Sheri Carter

### APPROVAL OF MINUTES

A motion was made by Braun-Oddo, seconded by Klehr, to Approve the Minutes of January 16, 2019. The motion passed by voice vote/other.

### PUBLIC COMMENT

None.

### DISCLOSURES AND RECUSALS

None.

### SECRETARY'S REPORT/AGENDA OVERVIEW

Janine Glaeser gave an overview of the projects.

### PUBLIC HEARING ITEMS

1. [54429](#) 2131 Zeier Road - Street Graphics Variance for Ross Dress for Less. 17th Ald. Dist.

This item was approved as a consent item with the finding that all applicable standards are adequately addressed and with all the staff recommendations contained in the report.

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

2. [54201](#) 1820 E. Washington Avenue - Public Project, Burr Jones Park Improvements in UDD No. 8. 12th Ald. Dist.

This item was approved as a consent item with the finding that all applicable standards are adequately addressed and with all the staff recommendations contained in the report.

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

3. [46483](#) 1004 & 1032 South Park Street - Mixed-Use Building of 3-5 Stories Containing Commercial Space, Live-Work Commercial Spaces and Apartments with Underground Parking in UDD No. 7. 13th Ald. Dist.

The motion to refer noted that the changes shown in red bubbles are acceptable and approvable.

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

4. [54432](#) 4538 Verona Road - Comprehensive Design Review for Planet Fitness. 10th Ald. Dist.

The motion approved the change from black to purple without the yellow border.

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

5. [54605](#) 4538 Verona Road - Facade Improvements for Planet Fitness. 10th Ald. Dist.

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

6. [53540](#) 7050 Watts Road - Comprehensive Design Review for At Home. 1st Ald. Dist.

This item was approved as a consent item with the finding that all applicable standards are adequately addressed and with all the staff recommendations contained in the report.

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

7. [52903](#) 1202 S. Park Street - New Development of a Permanent Supportive Housing Project Containing 58 Residential Units and Approximately 1,200 Square Feet of Commercial Space Located in UDD No. 7. 13th Ald. Dist.

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

#### NEW BUSINESS

8. [54471](#) 2222 E. Washington Avenue - Public Building, East High School Fieldhouse Entrance Addition. 12th Ald. Dist.

This item was approved as a consent item with the finding that all applicable standards are adequately addressed and with all the staff recommendations contained in the report.

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

9. [54430](#) 4920 Femrite Drive - Construction of a New Office/Shop Building Located in UDD No. 1. 16th Ald. Dist.

**The Urban Design Commission Received an Informational Presentation**

10. [54483](#) 5409 Femrite Drive - New 40,000 Square Foot Distribution Center Located in UDD No. 1. 16th Ald. Dist.

**The Urban Design Commission Received an Informational Presentation**

11. [54465](#) 6918 Seybold Road - Renovation of Existing Restaurant Building for Single Retail Tenant Located in UDD No. 2. 19th Ald. Dist.

**The Urban Design Commission Received an Informational Presentation**

12. [54466](#) 760 Regent Street - PD, Construction of a New UW Campus Hotel. 8th Ald. Dist.

**The Urban Design Commission Received an Informational Presentation**

13. [54472](#) 4002 Evan Acres Road - PD, Ho-Chunk Casino/Hotel/Convention Center Campus and Heritage Center. 16th Ald. Dist.

**The Urban Design Commission Received an Informational Presentation**

#### **BUSINESS BY MEMBERS**

1. Goodhart nominated Richard Wagner for Chair. Wagner asked for further nominations...further nominations...further nominations?

On a motion by DeChant, seconded by Braun-Oddo, Wagner was named Chair by unanimous consent.

Braun-Oddo nominated Cliff Goodhart for Vice Chair. Other nominations? Other nominations? Other nominations?

On a motion by Weisensel, seconded by Klehr, Goodhart was named Vice Chair by unanimous consent.

2. A landscape architect has confirmed his interest in the position. Stay tuned for a further announcement.

3. Test model binders with UDDs, guidelines, etc. These will be brought to each meeting as reference materials for Commission members. Members are asked to relay any suggestions to the Secretary (color coding, tabs). The Commission Policy document should be added. Is there a way to put it online?

4. Goodhart: Why is Femrite Drive (that part of the City) in Urban Design District No. 1? To change that, does it begin here? The Chair responded that if Goodhart has a suggestion it can start here. The Commission can revisit boundaries and consider redistricting. The Chair elaborated that the Commission only deals with the projects, not evaluation of what an Urban Design District has done for an area. Enforcement is an issue. Having Femrite in the district holds that industrial area to a standard that others don't. Whether it works or not is another question. The Secretary noted she would like to start reevaluating the districts and how to handle that process, thinking about the bigger picture. It was suggested that when there is a smaller agenda these

topics could be discussed and a work plan enacted, bigger than a project by project review. Put on your thinking caps.

**ADJOURNMENT**

The meeting was Adjourned at 7:45 p.m. by unanimous consent.