



City of Madison

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

Meeting Minutes - Approved URBAN DESIGN COMMISSION

Wednesday, March 26, 2008

4:30 PM

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

CALL TO ORDER / ROLL CALL

Present: 7 -

Marsha A. Rummel; Todd R. Barnett; Richard L. Slayton; John A. Harrington; Bonnie A. Cosgrove; Jay B. Ferm and Lou W. Host-Jablonski

Excused: 2 -

Bruce F. Woods and R. Richard Wagner

APPROVAL OF MINUTES

A motion was made by Slayton, seconded by Cosgrove, to Approve the Minutes of the meeting of March 12, 2008. The motion passed by voice vote/other.

A motion was made by Ferm, seconded by Cosgrove, to defer to the meeting of April 9, 2008 approval of the minutes of February 27 and March 5, 2008.

PUBLIC COMMENT

ANNOUNCEMENTS

- Agenda overview.
- Cancellation of the special meeting on April 2, 2008; rescheduling anticipated for April 16, 2008.
- Advance distribution of the Stoughton Road Revitalization Project Plan scheduled for future discussion at the special meeting of April 16, 2008.
- Regent Street South Campus Neighborhood Plan, April 23, 2008.
- Fire Department open discussion with the Urban Design Commission at the regular meeting of May 7, 2008.

PUBLIC HEARING ITEMS

1. [09640](#) 410 East Wilson Street - Comprehensive Design Review for Signage, Wall Sign. 6th Ald. Dist.
The motion noted that the proposed wall signage combined with the building's façade

renovation provided for direct address of the provisions for Comprehensive Design Review Plan as follows: "for either an existing or new building should the integration of street graphics into an overall building design be prohibited solely by the restrictions of this ordinance, with the objective of the conference design review being the recognition of exceptional effort to create visual harmony between street graphics, the building, and the building site."

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

2. [09118](#) 4802 Tradewinds Parkway - New Hotel in Urban Design District No. 1. 16th Ald. Dist.

The motion noted favorable acceptance of the site plan and general building massing with issues relevant to the location of the pool, the need to look at façade development and Beltline orientation versus Tradewinds Parkway, as well as the detailing of the non-pool end elevation as well as comments relevant to delineation of the drop-off of the porte cochere and issues with the 24-foot wide drive aisle yet requiring further resolution with further consideration of the project.

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

3. [02291](#) 1209 Deming Way - Parking Variance. 9th Ald. Dist.

The motion required address of the fire access drive, landscaping, and entry islands.

A motion was made by Barnett, seconded by Harrington, to Grant Final Approval. The motion passed by the following vote:

Excused: 2 -

Bruce F. Woods and R. Richard Wagner

Ayes: 6 -

Marsha A. Rummel; Todd R. Barnett; Richard L. Slayton; John A. Harrington; Bonnie A. Cosgrove and Jay B. Ferm

Noes: 1 -

Lou W. Host-Jablonski

4. [09694](#) 1277 Deming Way - RPSM Parking Variance. 9th Ald. Dist.

The motion referred consideration of the proposed parking, to address the Commissions concerns and clearly define the need for parking relevant to current and future development anticipated on the site, as well as the need to provide for a Transportation Demand Management Plan with further consideration of the allowances.

A motion was made by Barnett, seconded by Rummel, to Refer to the URBAN DESIGN COMMISSION. The motion passed by the following vote:

Excused: 2 -

Bruce F. Woods and R. Richard Wagner

Ayes: 4 -

Todd R. Barnett; Richard L. Slayton; Bonnie A. Cosgrove and Lou W. Host-Jablonski

Noes: 3 -

John A. Harrington; Jay B. Ferm and Marsha A. Rummel

UNFINISHED BUSINESS

5. [06876](#) 333 West Washington Avenue - Amended PUD-SIP for a Hotel. 4th Ald. Dist.

The motion to refer required address of issues with the front elevation, especially the ground level view where the first two levels should have a higher level of scale than upper levels with appropriate context provided with levels of scale being more architecturally addressed on the front façade.

A motion was made by Barnett, seconded by Ferm, to Refer to the URBAN DESIGN COMMISSION. The motion passed by the following vote:

Excused: 2 -

Bruce F. Woods and R. Richard Wagner

Ayes: 6 -

Todd R. Barnett; John A. Harrington; Bonnie A. Cosgrove; Jay B. Ferm; Lou W. Host-Jablonski and Marsha A. Rummel

Noes: 1 -

Richard L. Slayton

6. [09653](#) 303 North Hamilton Street - PUD-SIP for 69 Units in a New Building with 3-Units in an Existing Structure to Remain. 2nd Ald. Dist.

A motion was made by Harrington, seconded by Rummel, to Refer this item at the applicant's/staff's request. The motion passed by voice vote/other.

7. [08547](#) 89 East Towne Mall - New Building Addition to a Planned Commercial Site for Buffalo Wild Wings. 17th Ald. Dist.

The motion provided that the logo must meet the requirements of the Street Graphics Ordinance to not overlap with the black and white alternating vertical element to align with the white square of the alternating black and white vertical element.

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

NEW BUSINESS

8. [09641](#) 7050 Watts Road - Amended PCP-SIP for an Addition to Sam's Wholesale Club. 1st Ald. Dist.

Received an Informational Presentation.

9. [09657](#) 7197 Elderberry Road - PUD-GDP for 38 Duplexes, 32 Townhomes and 30 Apartment Units. 9th Ald. Dist.

The Commission noted that many areas of the issues relevant to the subdivision plat were primarily to those areas not to be zoned PUD-GDP, where potential modifications to these areas within the proposed subdivision plat would ultimately affect the configuration, size and other elements of those lots to be proposed rezoned PUD-GDP, therefore appropriate to be the subject of the Commission's recommendations. The Commission further noted the need to address the following:

- Basic network of streets, building types and uses are acceptable where the development of Woodstone Boulevard needs to provide for a wider greenspace at its center, as well as tree and other amenities as noted within the above report.
- Further development and analysis of stormwater detention pond as a public space, as well as providing connectivity to the adjacent greenway areas to the west, as well as the enhanced greenspace amenities along Woodstone Boulevard and consideration for connectivity to lands to the east.
- Consider realigning the southerly green strip adjacent to the eastern boundary of the site to provide for an extension of Woodstone Boulevard to the east.
- Provide for the refinements to the round-a-bout circle as well as the orientation of the proposed apartment building off of the southwesterly corner of the subdivision plat (zoned PUD-GDP).
- Consideration for the realignment of Outlot 1 with the centrally located greenspace within Woodstone Boulevard and Outlot 2 the stormwater detention pond should provide for both bike and pedestrian connectivity.
- Make sure that the round-a-bout is adequately sized and should relate to the building type and design on Lot 11.
- Provide alternatives to the concentration of stormwater detention facilities on proposed Outlot 2 only.

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

ADJOURNMENT