



# City of Madison

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

## Meeting Minutes - Approved URBAN DESIGN COMMISSION

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Wednesday, September 3, 2008

4:30 PM

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

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### CALL TO ORDER / ROLL CALL

**Barnett arrived at 4:43 p.m.; Rummel arrived at 4:45 p.m. during Announcements. Luskin arrived at 4:45 p.m. during Item No. 1.**

**Present:** 9 -

Lou W. Host-Jablonski; Ronald S. Luskin; Jay B. Ferm; Marsha A. Rummel; Todd R. Barnett; Bruce F. Woods; Richard L. Slayton; John A. Harrington and R. Richard Wagner

**Excused:** 1 -

Dawn O. Weber

### APPROVAL OF MINUTES

**A motion was made by Ferm, seconded by Harrington, to Approve the Minutes for August 13, 2008. The motion passed by voice vote/other.**

**A motion was made by Ferm, seconded by Slayton, to Approve the Minutes for August 20, 2008. The motion passed by the following vote:**

**Excused:** 1 -

Dawn O. Weber

**Ayes:** 6 -

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

**Abstentions:** 3 -

Ronald S. Luskin; Bruce F. Woods and John A. Harrington

### PUBLIC COMMENT

### UNFINISHED BUSINESS

1. [10903](#) 2202-2224 South Park Street - Master Plan Update/Revision, Modifications to a Planned Commercial Site (The Villager Mall) in Urban Design District No. 7. Ald. Dist. 14.

The motion noted that the plan has come far in terms of massing and the arrangement, but has a lot of issues in terms of landscaping plan and requires refinement based on comments and suggestions by the Commission. Upon final consideration, want to see alternatives on traffic flow and parking, including the sense of how Park Street looks as it relates to landscaping and other elements, and the following:

- The hierarchy of traffic flow through the site needs to be examined more as to how it functions.
- Initial approval is based on the understanding that the basic building placement, proposed demolition of existing buildings and the basic parking configuration is acceptable, but details of public plazas' entry points are still to be investigated.
- Trees along Park Street should be provided at 40-feet on center.
- Investigate moving southerly building west to obtain more greenspace, in combination with flipping of surface parking stalls and the use of small stall parking bays.
- Address connectivity from Buick Street to the face of the Atrium building.
- Consider moving/adjusting northerly drive aisle entry's alignment with the main drive aisle off of Ridgewood Street.
- Study hierarchy of vehicular access, consider doing away with Atrium drive aisle entry.
- Close southerly drive aisle off of Hughes Place and relocate northerly to provide an offset to the main drive aisle along the front of the Atrium plaza to discourage cut-thru traffic.
- Expand greenspace along Park Street, including in front of the Urban League/library building to create a better space.
- The northeast building shall be two stories in height.
- Still uncomfortable with relationship of Urban League/library building to the Buick Street entry, especially the blankness of the building's façade.

Relative to the Phase I/Atrium improvements, a motion for referral by Wagner, seconded by Rummel, noted the need for more details on the project. The motion passed on a vote of (8-0-1) with Luskin abstaining. The motion for referral noted the need to address the following:

- Like material and overall design but don't get a sense of the proposed "international flavor."
- Concern with curved elements on upper portions of the Atrium façade, not budgetary as well as resolve issues about what happens at the column.
- On signage, the atrium sign is not in keeping with the new architecture; not sympathetic to new architecture.
- Like where architecture is going generally, but need more details.

- Provide lighting and photometric plans upon final consideration.
- Provide an architectural tie or theme for both Phase 1 and future Phase 2 improvements such as the round element on the Harambee building or a new theme created with the updated façade improvements.
- References to clarifications contained in a memo by Mayor David J. Cieslewicz in support of the Amended Villager Master Plan were cited in providing substantiation for its approval by the Commission as a departure from standards typically required for a private commercial based retail project.
- Look at pedestrian access to adjacent apartments to the west.

**A motion was made by Wagner, seconded by Slayton, to Grant Initial Approval of the Master Plan Update/Revision. The motion passed by the following vote:**

**Excused: 1 -**

**Dawn O. Weber**

**Ayes: 8 -**

**Lou W. Host-Jablonski; Jay B. Ferm; Marsha A. Rummel; Todd R. Barnett; Bruce F. Woods; Richard L. Slayton; John A. Harrington and R. Richard Wagner**

**Abstentions: 1 -**

**Ronald S. Luskin**

**A motion was made by Wagner, seconded by Rummel, to Refer Modifications to a Planned Commercial Site. The motion passed by the following vote:**

**Excused: 1 -**

Dawn O. Weber

**Ayes: 8 -**

Lou W. Host-Jablonski; Jay B. Ferm; Marsha A. Rummel; Todd R. Barnett; Bruce F. Woods; Richard L. Slayton; John A. Harrington and R. Richard Wagner

**Abstentions: 1 -**

Ronald S. Luskin

2. [11468](#) 2200 South Park Street - New Construction In Urban Design District No. 7. 14th Ald. Dist.

**Received an Informational Presentation.**

3. [11650](#) 1849 Northport Drive - Comprehensive Design Review, Continuance from March 26, 2006. 12th Ald. Dist.
- The motion required that landscaping be defined and specified at the base of both signs using native materials and grasses, and provide for reverse illumination for the center's sign panel with no white light at night.
- A motion was made by Slayton, seconded by Barnett, to Grant Final Approval. The motion passed by voice vote/other.**

#### ROLL CALL

**Present:** 8 -

Lou W. Host-Jablonski; Ronald S. Luskin; Jay B. Ferm; Marsha A. Rummel; Bruce F. Woods; Richard L. Slayton; John A. Harrington and R. Richard Wagner

**Excused:** 2 -

Dawn O. Weber and Todd R. Barnett

4. [11077](#) Amending Sec. 28.03(2), creating Sec. 28.04(18)(e); repealing Secs 28.08(2)(c)16., 28.08(9)(c)5., 28.08(11)(c)9., 28.12(13)(a)10.d.; renumbering current Secs. 28.12(13)(a)10.e. through g. to Secs. 28.12(13)(a)10.d. through f., respectively; amending Secs. 30.01(3)(b)5., 30.01(5)(b); repealing Secs. 30.01(9)(c)9. and 11.; renumbering current Sec. 30.01(9)(c)10. to Sec. 30.01(9)(c)9.; amending Sec. 30.05(2); repealing Sec. 30.05(5); renumbering current Secs. 30.05(6) through (17) to Secs. 30.05(5) through (16), respectively; amending Sec. 30.05(9); repealing 30.05(11)(e); creating new Sec. 30.05(13)(d); renumbering current Secs. 30.05(13)(d) through (f) to Secs. 30.05(13)(e) through (g); creating new Secs. 30.05(13)(h), 30.05(15)(b), 30.05(15)(c); renumbering current Secs. 30.05(15)(b) and (c) to Secs. 30.05(15)(d) and (e); and repealing Sec. 33.19(12)(d)3.; renumbering Sec. 33.19(12)(d)4. through 11. to 3. to 10.; repealing Sec. 33.19(12)(f)1.f.; renumbering Sec. 33.19(12)(f)1.g. to f.; repealing 33.19(13)(d)8. and renumbering Sec. 33.19(13)(d)9. through 13. to 8. through 12., respectively of the Madison General Ordinances to update provisions relating to solar/wind systems.

The motion required that new construction in Urban Design Districts shall require review by the Urban Design Commission consistent with State statute, in addition the record should reflect that the Urban Design Commission adds value and that it has the ability to make decisions relevant to health and safety consistent with the State law, and alternative costs as part of its design review.

**A motion was made by Wagner, seconded by Luskin, to Return to Lead with the Recommendation for Approval to the PLAN COMMISSION. The motion passed by the following vote:**

**Excused:** 2 -

Dawn O. Weber and Todd R. Barnett

**Ayes:** 7 -

Ronald S. Luskin; Jay B. Ferm; Marsha A. Rummel; Bruce F. Woods;  
Richard L. Slayton; Lou W. Host-Jablonski and R. Richard Wagner

**Noes:** 1 -

John A. Harrington

5. [11332](#) 822-844 John Nolen Drive - Comprehensive Design Review of Signage for a New Hotel and Restaurant in Urban Design District No. 1, Continuance from August 13, 2008. 14th Ald. Dist.

The motion for approval of Option 8 with the remainder of the signage package as previously approved under the provision for comprehensive design review of signage.

**A motion was made by Wagner, seconded by Rummel, to Grant Final Approval. The motion passed by the following vote:**

**Excused:** 2 -

Dawn O. Weber and Todd R. Barnett

**Ayes:** 6 -

Ronald S. Luskin; Marsha A. Rummel; Bruce F. Woods; Richard L. Slayton; John A. Harrington and R. Richard Wagner

**Noes:** 2 -

Jay B. Ferm and Lou W. Host-Jablonski

### NEW BUSINESS

6. [11809](#) 617 North Oak Street - Conditional Use Referral at Planning Staff's Request, Eight-Unit Apartment Building. 15th Ald. Dist.

The motion required address of modified building elevations and required foundation plantings to be reviewed and approved by staff.

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

7. [11814](#) 3210 Maple Grove Drive - Mixed-Use Development/PUD-GDP. 7th Ald. Dist.

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

### ADJOURNMENT

**A motion was made by Slayton, seconded by Ferm, to Adjourn at 9:43 p.m. The motion passed by voice vote/other.**