



City of Madison

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

Agenda - Amended

URBAN DESIGN COMMISSION

Tuesday, April 28, 2009

5:00 PM

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

If you need an interpreter, translator, materials in alternate formats or other accommodations to access this service, activity or program, please call the phone number below at least three business days prior to the meeting.

Si necesita un intérprete, un traductor, materiales en formatos alternativos u otros arreglos para acceder a este servicio, actividad o programa, comuníquese al número de teléfono que figura a continuación tres días hábiles como mínimo antes de la reunión.

Yog hais tias koj xav tau ib tug neeg txhais lus, ib tug neeg txhais ntawv, cov ntawv ua lwm hom ntawv los sis lwm cov kev pab kom siv tau cov kev pab, cov kev ua ub no (activity) los sis qhov kev pab cuam, thov hu rau tus xov tooj hauv qab yam tsawg peb hnuv ua hauj lwm ua ntej yuav tuaj sib tham.

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Please contact the Department of Planning and Community & Economic Development at (608) 266-4635, TTY/Textnet (866) 704-2318.

CALL TO ORDER / ROLL CALL

PUBLIC COMMENT

1. A discussion with Brad Murphy, Planning Division Director, and other Planning Division staff on the Urban Design Commission's policy and procedures, its role, and relationship within the City approval process along with continued discussion by members of the Urban Design Commission on related issues.
 - a. The Commission listed the following items as potential discussion topics to discuss at the meeting with Planning Division staff:
 1. *The mission of the UDC - what is expected of the Commission and why?*
 2. *The level of detail staff expects in UDC conditions/comments, and the level of detail that staff feels comfortable in implementing.*
 3. *Whether time limits should be placed on presenters, possibly based on the type of project.*
 4. *Whether some level of review (or potentially initial approval) from Traffic Engineering Division (and maybe the Fire Department) would be appropriate prior to UDC review or acceptance of an application.*
 5. *Whether Planning Division staff reports could be available at UDC meetings, or have staff summarize comments prior to the applicants presenting.*

6. *Whether informational presentations should be required for some projects.*
7. *Meeting flow - should UDC discussion focus on one area at a time (such as context, site, parking, massing, architectural detail)?*
8. *Should only clarifying questions be asked during presentations?*
9. *Should there be a "questions only" period after the presentation and prior to discussion?*

b. Comments from Commission member Luskin

Strive to improve every project, every project is a high quality projects

- *Technical flaws*
- *Meaningful, critical difference not micro design*
- *Consideration of neighborhood interests and concerns*
- *Conformity with ordinances and neighborhood plans*

Process—Organizational rules for efficiency

- *Timely*
- *Consistent*
- *Predictable*
- *Succinct and clear direction*

Service orientation

- *Applicants as customers*
- *Public are key stakeholders*
- *Consideration for schedule*
- *Time allotment for all speakers, including commissioners*
- *Show respect to those choosing to make an investment in the City of Madison*

Concerns related to the process

- *Too slow*
- *Too cumbersome*
- *Subjective*
- *The emergence of personal preference rather than technical matters*

Direction with clarity, statement = requirement, condition vs. opinion

- *I rather than we*
- *The individual vs. the will of the body*
- *I'd like to see because...*
- *I recommend because...*
- *I suggest because...*
- *It's my opinion...*
- *I don't like...*
- *I feel...*

Ramifications

- *Growth of suburbs, urban sprawl*
- *Property tax base*

ADJOURNMENT