



City of Madison

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

Agenda - Amended URBAN DESIGN COMMISSION

*Consider: Who benefits? Who is burdened?
Who does not have a voice at the table?
How can policymakers mitigate unintended consequences?*

Wednesday, June 14, 2023

4:30 PM

Virtual

The City of Madison is holding the Urban Design Commission meeting virtually to help protect our community from the Coronavirus (COVID-19) pandemic.

1. **Written Comments:** You can send comments on agenda items to urbandesigncomments@cityofmadison.com. Comments received after 3:00 p.m. day of meeting may not be added to the public record until after the meeting.
2. **Register for Public Comment:**
 - Register to speak at the meeting.
 - Register to answer questions.
 - Register in support or opposition of an agenda item (without speaking).

If you want to speak at this meeting you must register. You can register at <https://www.cityofmadison.com/MeetingRegistration>. When you register to speak, you will be sent an email with the information you will need to join the virtual meeting.

3. **Watch the Meeting:** If you would like to join the meeting as an observer, please visit <https://www.cityofmadison.com/watchmeetings>.

4. **Listen by Phone:**
(877) 853-5257 (Toll Free)
Webinar ID: 899 5808 0326

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 toj hauv qab yam tsawg peb hnuv ua hauj lwm ua ntej yuav tuaj sib tham.

Please contact the Department of Planning and Community & Economic Development at (608) 266-4635 or email urbandesigncomments@cityofmadison.com.

CALL TO ORDER / ROLL CALL

APPROVAL OF MINUTES

[May 31, 2023]: <http://madison.legistar.com/Calendar.aspx>

PUBLIC COMMENT

1. [75183](#) Public Comment

DISCLOSURES AND RECUSALS

Members of the body should make any required disclosures or recusals under the City's Ethics Code.

AGENDA OVERVIEW**PUBLIC HEARING ITEMS**

The Urban Design Commission uses a consent agenda, which means that the Commission can consider any item at 4:30 p.m. where there are no registrants wishing to speak in opposition regardless of its placement on the agenda.

2. [77012](#) 702 Pflaum Road - Public Building, Comprehensive Design Review of Signage (CDR). 15th Ald. Dist.

Owner: Alisa Brown, MMSD
Applicant: Eric Rohs, Sign Effectz, Inc.
Final Approval is Requested
UDC is an Approving Body
3. [72314](#) 202 N. First Street - Public Building, Comprehensive Design Review (CDR) of Signage Located in Urban Design District (UDD) No. 4. 12th Ald. Dist.

Owner: Matt Mikolajewski, City of Madison
Applicant: Brent Pauba, City of Madison Engineering
Final Approval is Requested
UDC is an Approving Body
This item will be referred to the June 28th meeting

UNFINISHED BUSINESS

4. [76206](#) 307 E Wilson Street - Facade Alterations for Summit Credit Union in UMX Zoning. 4th Ald. Dist.

Owner: Greg Polacheck, Summit Credit Union
Applicant: Alec Hembree, Strang, Inc.
Initial/Final Approval is Requested
UDC is an Approving Body

5. [75717](#) 702 N Midvale Boulevard + 401 N Segoe Road + 320 Price Place - Planned Development-Specific Implementation Plan (PD-SIP), Hilldale Shopping Center Continued Phase Three Located in Urban Design District (UDD) 6. 11th Ald. Dist.
- Owner: 401 N Segoe, LLC & Hilldale Shopping Center
Applicant: Brian Munson, Vandewalle & Associates
Final Approval is Requested
UDC is an Advisory and Approving Body

NEW BUSINESS

6. [78200](#) 201 S Hancock Street - Exterior Modifications to an Existing Building for Improvements to an Existing Public Rooftop Amenity Space (Lakefront Porch at Crowley Station) in UMX Zoning. 4th Ald. Dist.
- Owner: City of Madison Water Utility
Applicant: Ken Saiki, Saiki Design
Final Approval is Requested
UDC is an Approving Body

SPECIAL ITEM OF BUSINESS

7. [78311](#) Adoption of 2023 Meeting Schedule and Format

SECRETARY'S REPORT

Recent Plan Commission Actions

- 437-445 W Johnson St, 430-440 W Dayton St & 215-221 N Bassett St

Upcoming Matters

- 702-750 University Row-5119 Silvertree Run (UW Digestive Health PD)
- 3550 Anderson St (Amendment to CDR)
- 660 S Whitney Way (New Bank in UDD 6)
- 202 N First St (CDR)

SCHEDULE OF MEETINGS

June 28 (Virtual, Zoom)

July 12 (In-person, Madison Municipal Building (MMB) Room 206)

July 26 (In-person, MMB Room 206)

August 16 (In-person, MMB Room 206)

BUSINESS BY MEMBERS

8. [75615](#) 2023 Announcements, Questions and/or Considerations for Future Agendas (no other action to be taken under this item).

ADJOURNMENT

