



City of Madison

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

Agenda - Approved 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, December 17, 2025

4:30 PM

Virtual

The City of Madison is holding the Urban Design Commission meeting in virtual format.

Written Comments: You can send comments on agenda items to urbandesigncomments@cityofmadison.com. Please note that comments received after 3:00 p.m. day of meeting may not be added to the public record until after the meeting.

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.

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

Listen by Phone: (877) 853-5257 (Toll Free) Webinar ID: 863 4422 9138

If you need an interpreter, translator, materials in alternate formats or other accommodations to access this service, activity or program, please email the address listed 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.

For accommodations, contact: urbandesigncomments@cityofmadison.com.

Call to Order/Roll Call

Approval of Minutes

[December 3, 2025]: <http://madison.legistar.com/Calendar.aspx>

Public Comment

1. [86031](#) Urban Design Commission Public Comment

Agenda Overview**Disclosures and Recusals**

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

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. [90881](#) 4502 Regent Street - Comprehensive Design Review for Signage (CDR). (District 11)

Owner: Andrew Flad, Flad Development & Investment Corp.
Applicant: Mary Beth Growney Selene, Ryan Signs, Inc.
Final Approval is Requested
UDC is an Approving Body
3. [90919](#) 341 Junction Road - Signage Exception. (District 9)

Owner: Robert Zache, Junction Road, LLC
Applicant: Magie Wildenberg, Appleton Sign Company
Final Approval is Requested
UDC is an Approving Body

Unfinished Business

4. [90072](#) 33 W Johnson Street (formerly 200 Wisconsin Avenue) - New Hotel in Urban Mixed-Use (UMX). (District 4)

Owner: Bruce Pfeifer, Drury Madison, LLC
Applicant: Brenda McClure, Potter Lawson
Final Approval is Requested
UDC is an Advisory Body

New Business

5. [90918](#) 7401 Mineral Point Road - Planned Multi-Use Site, New Two-Story Commercial Building with Double Drive-Thru. (District 9)
- Owner: Galway Companies
Applicant: Sarah Allen, Raising Canes Restaurants, LLC
Final Approval is Requested
UDC is an Advisory Body
6. [90325](#) 3205 Stevens Street - Residential Building Complex. (District 5)
- Owner: Joe McCormick, JD McCormick Properties
Applicant: Kevin Burow, Knothe & Bruce Architects
Final Approval is Requested
UDC is an Advisory Body

Informational Presentation

7. [91174](#) 1902 E Johnson Street/2010, 2030-2034, 2076 Pennsylvania Avenue - New Mixed-Use Development in Urban Design District (UDD) 4. (District 12)
- Owner: New Land Enterprises
Applicant: Joey Wisniewski
UDC will be an Approving Body

Schedule of Meetings

January 21, 2026; February 4, 18, 2026

Secretary's Report

Recent Plan Commission Actions

Upcoming Matters

Statement of Interest Forms

Business by Members

8. [87114](#) Business by Members

Adjournment