



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, April 26, 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. 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.

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: 837 6721 1124

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.

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**

[April 19, 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**SPECIAL ITEM OF BUSINESS**

2. [77206](#) Amending Section 31.021 of the Madison General Ordinances to assign recently created zoning districts to groups for purposes of sign regulation.

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.

3. [77009](#) 325, 327, 329, 331 E Wilson Street - Signage Exception in UMX Zoning. 4th Ald. Dist.

Owner: Rubin 317 East Wilson, LLC/Rubin 323 East Wilson, LLC
Applicant: Jenny Koester, North Central Group
Final Approval is Requested
UDC is an Approving Body
4. [77014](#) 702 N Midvale Boulevard - Revised Specific Implementation Plan (SIP) for Hilldale Shopping Center to Amend Building 100 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 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 Approving Body

UNFINISHED BUSINESS

6. [76911](#) 1625 Northport Drive - Public Project for a Building Addition to the Warner Park Community Recreation Center. 12th Ald. Dist.
- Owner: Eric Knepp, Parks Superintendent
Applicant: Amy Scanlon, City of Madison Engineering Division
Final Approval is Requested
UDC is an Approving Body
7. [73562](#) 131 W. Wilson Street - New Mixed-Use Building in UMX Zoning. 4th Ald. Dist.
- Owner: The Moment, LLC
Applicant: Kirk Keller, Plunkett Raysich Architects, LLC
Final Approval is Requested
UDC is an Advisory Body
8. [71621](#) 121 E. Wilson Street - Alteration to a Previously Approved Mixed-Use Building in UMX Zoning. 4th Ald. Dist.
- Owner: 121 E Wilson Investors, LLC
Applicant: Dan Kennelly, Quad Capital Partners
Final Approval is Requested
UDC is an Approving Body
9. [74227](#) 1601-1617 Sherman Avenue - Residential Building Complex. 12th Ald. Dist.
- Owner: Tenney Place Development, LLC
Applicant: Darrin Jolas, Vermilion Acquisitions, LLC
Final Approval is Requested
UDC is an Advisory Body
10. [75228](#) 437-445 W Johnson Street/215-221 N Bassett Street/430-440 W Dayton Street - New Student Housing Project. 4th Ald. Dist.
- Owner: Chad Matesi, Core Bassett, LLC
Applicant: Brian Munson, Vandewalle & Associates
Initial/Final Approval is Requested
UDC is an Advisory Body

SECRETARY'S REPORT

Recent Plan Commission Actions:

- 4846 Eastpark Boulevard

Upcoming Matters:

- UDC Code changes

BUSINESS BY MEMBERS

11. [75615](#) 2023 Announcements, Questions and/or Considerations for Future Agendas (no other action to be taken under this item).

ADJOURNMENT