



# City of Madison

City of Madison  
Madison, WI 53703  
[www.cityofmadison.com](http://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?*

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Wednesday, May 11, 2022

4:30 PM

Virtual

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Some or all of the members of the Urban Design Commission, applicants, or members of the public, may participate in the meeting remotely by teleconference or videoconference.

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](mailto: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: 857 9659 4335**

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](mailto:urbandesigncomments@cityofmadison.com).

## CALL TO ORDER / ROLL CALL

## APPROVAL OF MINUTES

[April 27, 2022]: <http://madison.legistar.com/Calendar.aspx>

## PUBLIC COMMENT

1. [61804](#) 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. [70648](#) Amending MGO 33.24(15)(c) Map of Urban Design District 8.  
UDC is an Advisory Body
3. [68727](#) 1802-1902 Pankratz Street - Addition to Existing Building for Isthmus Montessori Academy Located in Urban Design District (UDD) No. 4. 12th Ald. Dist.  
Owner: Isthmus Montessori Academy  
Applicant: Alan Theobald, Iconica  
Initial/Final Approval is Requested  
UDC is an Approving Body
4. [70848](#) 701 Gardener Road - Comprehensive Design Review of Signage (CDR) Located in Urban Design District (UDD) No. 6. 11th Ald. Dist.  
Owner: Madison Yards Block 6, LLC  
Applicant: Mary Beth Growney Selene, Ryan Signs, Inc.  
Final Approval is Requested  
UDC is an Approving Body  
\*To be referred to June 15, 2022 at the request of the applicant\*

5. [70849](#) 4728 Sheboygan Avenue - Comprehensive Design Review of Signage (CDR) Located in Urban Design District (UDD) No. 6. 11th Ald. Dist.  
Owner: Madison Yards Block 2, LLC  
Applicant: Mary Beth Growney Selene, Ryan Signs, Inc.  
Final Approval is Requested  
UDC is an Approving Body  
\*To be referred to June 15, 2022 at the request of the applicant\*
6. [67895](#) 5002 Sheboygan Avenue - Comprehensive Design Review of Signage (CDR) Located in Urban Design District (UDD) No. 6. 11th Ald. Dist.  
Owner: Opitz Management  
Applicant: Bill Rupp, LaCrosse Sign Co.  
Final Approval is Requested  
UDC is an Approving Body
7. [70888](#) 4546 Verona Road - Comprehensive Design Review (CDR) of Signage. 10th Ald. Dist.  
Owner: Bob Richardson  
Applicant: Bill Rupp, LaCrosse Sign Company  
Final Approval is Requested  
UDC is an Approving Body
8. [70889](#) 231 S. Pinckney Street - Comprehensive Design Review (CDR) of Signage. 4th Ald. Dist.  
Owner: MDI Judge Doyle Square Hotel, LLC  
Applicant: Aaron Ebent, Kahler Slater, Inc.  
Final Approval is Requested  
UDC is an Approving Body
9. [69784](#) 674 S. Whitney Way - Exterior Renovations of a Planned Commercial Site in Urban Design District (UDD) No. 3. 19th Ald. Dist.  
Owner: Steve Doran, Galway Companies, Inc.  
Applicant: Brad Koning, Sketchworks Architecture, LLC  
Initial/Final Approval is Requested  
UDC is an Approving Body

**UNFINISHED BUSINESS**

10. [69918](#) 317-323 E. Wilson Street - Redevelopment of Existing Buildings into a New Independent Extended Stay Hotel Located in UMX Zoning. 4th Ald. Dist.  
Owner: Rubin's 317 East Wilson, LLC & Rubin's 323 East Wilson, LLC  
Applicant: Andy Inman, North Central Group  
Final Approval is Requested  
UDC is an Approving Body

**INFORMATIONAL PRESENTATIONS**

11. [71120](#) 3841 E. Washington Avenue - Renovation of a Former Hotel Building to Residential Located in Urban Design District (UDD) No. 5. 3rd Ald. Dist.  
Owner: Morgan Van Riper-Rose, Repvblik Madison, LLC  
Applicant: Shaun Elwood, Schwerdt Design Group  
Informational Presentation  
UDC will be an Approving Body
12. [71150](#) 155 E. Doty Street - Planned Development (PD), New Development in the Downtown Core. 4th Ald. Dist.  
Owner: Nate Gundrum, Mortenson Development, Inc.  
Applicant: Aaron Ebent, Kahler Slater, Inc.  
Informational Presentation  
UDC will be an Advisory Body
13. [71151](#) 3401 E. Washington Avenue - Residential Building Complex Located in Urban Design District (UDD) No. 5. 12th Ald. Dist.  
Owner: Mike Slavish, Wisconsin Housing Preservation Corp.  
Applicant: Kevin Burow, Knothe & Bruce Architects, LLC  
Informational Presentation  
UDC will be an Approving Body
14. [70519](#) 402 W. Wilson Street - Planned Development (PD) for New Residential Building. 4th Ald. Dist.  
Owner: Responsible Esthetics, LLC  
Applicant: Nick Orthmann, Bear Development, LLC  
Informational Presentation  
UDC will be an Advisory Body

**SPECIAL ITEM OF BUSINESS**

15. [71257](#) Updates to Chapter 33.24, Urban Design Commission Ordinance  
Staff presentation of process and timeline overview  
Discussion item only

**SECRETARY'S REPORT**

Recent Plan Commission actions:

- 519-547 W. Washington Avenue
- 710 John Nolen Drive

Upcoming matters:

- 250 E. Olin Avenue (formerly 222-232 E. Olin Avenue)

**BUSINESS BY MEMBERS**

16. [64940](#) Announcements, Questions and/or Consideration Items for Future Agendas (No Other Action To Be Taken Under This Item)

**ADJOURNMENT**