



# 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?*

---

Wednesday, September 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](mailto: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: 858 0364 6918**

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](mailto:urbandesigncomments@cityofmadison.com).

**Call to Order/Roll Call**

**Approval of Minutes**

[September 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. [89626](#) 5710-5910 Mineral Point Road - Major Alteration to an Approved Comprehensive Design Review for Signage (CDR). (District 19)  
  
Owner: Abby Meyers, TruStage/CMFG Life  
Applicant: Mary Beth Growney Selene, Ryan Signs, Inc.  
Final Approval is Requested  
UDC is an Approving Body
3. [89631](#) 702 N Midvale Boulevard - PD-SIP (Planned Development-Specific Implementation Plan) for Heather Crest (aka Kelab Drive) Streetscape Improvements in Urban Design District (UDD) 6. (District 11)  
  
Owner: Hilldale Shopping Center  
Applicant: Brian Munson, Vandewalle & Assoc.  
Final Approval is Requested  
UDC is an Approving and Advisory Body

**Unfinished Business**

4. [81421](#) 223-225 W Gilman Street - Building Addition in the Urban Mixed-Use (UMX) District. (District 2)  
  
Owner: Mendel Matusof, Rohr Family Chabad at University of Wisconsin  
Applicant: Hamid Noughani, Assemblage Architects  
Final Approval is Requested  
UDC is an Approving Body

5.     [88527](#)     305 N Frances Street + 533 Conklin Place - New Multi-Family Residential Building in UMX Zoning. (District 2)
- Owner: CS Acquisition Vehicle  
Applicant: Brian Munson, Vandewalle & Associates  
Initial/Final Approval is Requested  
UDC is an Advisory Body
6.     [88482](#)     1601 N Sherman Avenue - Public Building for MMSD Sherman Middle and Malcolm Shabazz High Schools. (District 12)
- Owner: MMSD  
Applicant: Susan Bowersox, OPN Architects  
Final Approval is Requested  
UDC is an Approving Body

**New Business**

7.     [89441](#)     53 West Towne Mall - Planned Multi-Use Site, New Two-Story Commercial Building with Double Drive-Thru. (District 9)
- Owner: Madison WT Associates, LLC  
Applicant: Mylena Oliveira, Plaza Street Partners  
Initial/Final Approval is Requested  
UDC is an Advisory Body

**Informational Presentations**

8.     [89634](#)     5015 Sheboygan Avenue - Amendment to an Existing Planned Development (PD) to Construct a Clubhouse Amenity Building. (District 11)
- Owner: Kami Brauer, Katz Properties, Inc.  
Applicant: Steve Keymar, JLA Architects  
UDC will be an Advisory Body
9.     [89583](#)     425 N Frances Street/450 W Gilman Street - New Multi-Family Residential Building in DC Zoning. (District 2)
- Owner: Brad Aycock, Villas Student Housing, LLC  
Applicant: Brian Munson, Vandewalle & Assoc.  
UDC will be an Advisory Body
10.    [89886](#)     5555 Odana Road & 5534 Medical Circle - New Mixed-Use Building in Urban Design District (UDD) 3. (District 19)
- Owner: Bear Development, LLC  
Applicant: Nick Orthmann, Bear Development, LLC  
UDC will be an Approving Body

**Schedule of Meetings**

October 8, 22; November 5, 19, 2025.

**Secretary's Report**

## Recent Plan Commission Actions:

- 15-27 N Butler St/302-308 E Washington Ave
- 1402 Wyoming Way

## Upcoming Matters:

- 7103 Millpond Rd/4402 Brandt Rd
- 6303 Portage Rd/4821 Hoepker Rd
- 3222-3238 E Washington Ave/3229 Ridgeway Ave
- 1856 Wright St (CDR)
- 1704 Roberts Ct (CDR)

**Business by Members**

11.     [87114](#)           Business by Members

**Adjournment**