



# 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, November 20, 2024

4:30 PM

Virtual

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**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: 884 1486 3295**

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.

For accommodations, contact: [urbandesigncomments@cityofmadison.com](mailto:urbandesigncomments@cityofmadison.com)

**CALL TO ORDER / ROLL CALL**

**APPROVAL OF MINUTES**

[November 6, 2024]: <http://madison.legistar.com/Calendar.aspx>

## PUBLIC COMMENT

1. [81138](#) 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. [85706](#) 110 Belmont Road - Comprehensive Design Review of Signage (CDR). (District 3)  
  
Owner: Madison Health and Rehabilitation Center  
Applicant: Alyssa Shilts, Wisco Sign LLC  
Final Approval is Requested  
UDC is an Approving Body
3. [85971](#) 617 North Shore Drive - Signage Exception. (District 4)  
  
Owner: City of Madison Parks Division  
Applicant: Mary Beth Growney Selene, Ryan Signs, Inc.  
Final Approval is Requested  
UDC is an Approving Body
4. [85970](#) 4520 East Towne Boulevard - Exterior Building Modifications in Urban Design District (UDD) 5. (District 17)  
  
Owner: Scott Hagemann  
Applicant: Terron Wright, The Architects Partnership, Ltd.  
Initial/Final Approval is Requested  
UDC is an Approving Body
5. [85973](#) 825 W Badger Road - Public Building, Exterior Modifications and Building Addition in Urban Design District (UDD) 7. (District 14)  
  
Owner: Madison Area Technical College  
Applicant: Kirk Keller, Plunkett Raysich Architects  
Initial/Final Approval is Requested  
UDC is an Approving Body

**UNFINISHED BUSINESS**

6. [84960](#) 6701 McKee Road (formerly addressed as 6853 McKee Road) - Planned Development-Specific Implementation Plan (PD-SIP) for a New Mixed-Use Development . (District 7)
- Owner: Alex Weis, Mad Grove, LLC/Livesey Co.  
Applicant: Patrick Terry, JLA Architects  
Initial/Final Approval is Requested  
UDC is an Advisory Body
7. [84857](#) 2150 Marty Road & 7751 Mid Town Road - Residential Building Complex for Midpoint Meadows Multi-Family Development. (District 1)
- Owner: Dan Brinkman, DSI Real Estate Group  
Applicant: Brian Munson, Vandewalle & Associates  
Initial/Final Approval is Requested  
UDC is an Advisory Body

**NEW BUSINESS**

8. [85975](#) 8102 Wellness Way/8198 McKee Road - Construction of Accessory Structures and Site Improvements for an Existing Hospital in the Campus Institutional (CI) Zoning District. (District 7)
- Owner: Jenny Nelson, Meriter Hospital, Inc.  
Applicant: Kevin Yeska, JSD Professional Services, Inc.  
Initial/Final Approval is Requested  
UDC is an Advisory Body

**SPECIAL ITEM OF BUSINESS**

9. [82973](#) Repealing and Recreating Section 33.24 of the Madison General Ordinances related to the Urban Design Commission to implement Phase 1 of planned multi-phase revisions to the UDC ordinance.
- \*To be referred to April 30, 2025\*

**SECRETARY'S REPORT**

Recent Plan Commission Actions

- 423-427 W Mifflin Street

Upcoming Matters

- 4845 Tradewinds Parkway

**SCHEDULE OF MEETINGS**

December 4, 18, 2024

**BUSINESS BY MEMBERS**

- Election of Chair and Vice Chair

10. [81137](#) 2024 Announcements, Questions and/or Considerations for Future Agendas (no other action to be taken under this item).

**ADJOURNMENT**