



Agenda Item #: 9

Project Title: 615 Gardener Road - Major Amendment to a Previously Approved Planned Development for Madison Yards Block 1, Multi-Family Residential Building in Urban Design District (UDD) 6. (District 11)

Legistar File ID #: 93016

Members Present: Shane Bernau, Chair; Jessica Klehr, Davy Mayer, Anina Mblinyi, Rafeeq Asad

Prepared By: Jessica Vaughn, AICP, UDC Secretary

Summary

At its meeting of May 20, 2026, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** for a major amendment to a previously approved Planned Development (PD) located at 615 Gardener Road. Registered and speaking in support was Sean Roberts. Registered in support and available to answer questions was Keith Biskobing.

Summary of Commission Discussion and Questions:

The Commission inquired why the design style was so drastically changed with the addition of more units. The applicant noted they switched architectural teams, as well as maximizing the square footage in the units in this narrow space, pushing balconies out to make units bigger, and some value engineering.

The Commission thought the new proposal has lost the Madison Yards aesthetic. The design should reflect its context. The proposed design does not look like it fits within its context – looking at the Whole Foods, the parks – the previous design was more successful. The Commission noted that it seemed like this building could be anywhere in the city, and that it doesn't seem to belong in this location. Something is missing from the design; an element of design and creativity. It appears flat with punched openings; there needs to be layers.

The Commission noted that the steel columns with the balconies were much more successful in the previous design where it turns toward the parking. There is a sophisticated pallet and detailing with the other buildings in Madison Yards.

The Commission was in general agreement that the façade appeared flat, that there was not enough depth in the façade itself and that the previous design was more powerful than the current.

The Commission noted that building corner at Sheboygan and Gardener was more successful in this design than in the previous – there seems to be a more engaging street level.

The Commission noted that the things they are drawn to in the previous design are not necessarily more expensive, but it is the massing and changes in materials that make it more successful.

Action

Since this was an **INFORMATIONAL PRESENTATION**, no formal action was taken by the Commission.