



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, June 25, 2025

4:30 PM

Virtual

1. Written Comments: You can send comments on agenda items to 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: 810 1587 2406

If you need an interpreter, translator, materials in alternate formats or other accommodations to access this service, activity or program, please contact the email 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.

CALL TO ORDER / ROLL CALL

APPROVAL OF MINUTES

[June 11, 2025]: <http://madison.legistar.com/Calendar.aspx>

PUBLIC COMMENT

1. [86031](#) Urban Design Commission 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. [88670](#) 655-667 S Whitney Way/601, 625, 649 Sand Pearl Lane - Comprehensive Design Review for Signage. (District 11)
Owner: Danny Afable, JT Klein Company, Inc.
Applicant: Bridget Hart, Ryan Signs, Inc.
Final Approval is Requested
UDC is an Approving Body

SCHEDULE OF MEETINGS

July 16, 30; August 13; September 3, 2025

SECRETARY'S REPORT

Recent Plan Commission Actions:

- 501 E Washington Avenue

Upcoming Matters:

- 3535-3553 University Avenue + 733-737 N Meadow Lane
- 2510 W Beltline Highway (CDR)
- 4201 Buckeye Road (CDR)
- 3565 Tulane Avenue

3. [88535](#) Secretary's Report

BUSINESS BY MEMBERS

4. [87114](#) Business by Members
- Election of Chair and Vice Chair
 - Selection of Acting Chair for July 16, 2025 (for one item only)

ADJOURNMENT