



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, May 28, 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: 873 0020 2239

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.

CALL TO ORDER / ROLL CALL

- Introduction of New UDC Member

APPROVAL OF MINUTES

[May 7, 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**

2. [88015](#) 102 E Rusk Avenue - Signage Exception. (District 14)

Owner: Rusk Avenue Hotel Group, LLC
Applicant: Chase Singleton, Jones Sign Co., Inc.
Final Approval is Requested
UDC is an Approving Body
3. [86816](#) 3535-3553 University Avenue + 733-737 N Meadow Lane - New Mixed-Use Building in Urban Design District (UDD) 6. (District 5)

Owner: University 3000, LLC
Applicant: Patrick Terry, JLA Architects
Final Approval is Requested
UDC is an Approving Body

SPECIAL ITEM OF BUSINESS

4. [88143](#) Amending section 31.041 of the Madison General Ordinances, Sign Permits and Fees, to create a new application fee and deadlines for processing sign permit application.

UDC is an Advisory Body to the Common Council

NEW BUSINESS

5. [88343](#) 430 W Gilman Street - Major Facade Alterations in the Downtown Core District. (District 2)

Owner: Wen Hua Chen
Applicant: Nikki Yuan
Final Approval is Requested
UDC is an Approving Body

INFORMATIONAL PRESENTATION

6. [88296](#) 7103 Millpond Road/4402 Brandt Road - Public Project, Dane County Sustainability Campus. (District 16)
- Owner: John Welch, Dane County Waste & Renewables
 Applicant: Austen Conrad, Strang, Inc.
 UDC will be an Approving Body

SCHEDULE OF MEETINGS

June 11, 25; July 16, 30, 2025

SECRETARY'S REPORT

Recent Plan Commission Actions:

- 345 W Main Street
- 9453 Spirit Street

Upcoming Matters:

- 501 E Washington Avenue
- 630 E Washington Avenue
- 109 E Wilson Street (Signage)
- 34-46 Oak Grove Drive, Planned Development (PD)

UDC Code Update Information

BUSINESS BY MEMEBERS

7. [87114](#) Business by Members

ADJOURNMENT