



# 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, April 19, 2023

4:30 PM

Virtual

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The City of Madison is holding the Urban Design Commission meeting virtually to help protect our community from the Coronavirus (COVID-19) pandemic.

1. **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 the 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: 818 4489 1506**

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.

Please contact the Department of Planning and Community & Economic Development at (608) 266-4635 or email [urbandesigncomments@cityofmadison.com](mailto:urbandesigncomments@cityofmadison.com).

**CALL TO ORDER / ROLL CALL****APPROVAL OF MINUTES**

[March 29, 2023]: <http://madison.legistar.com/Calendar.aspx>

**PUBLIC COMMENT**

1. [75183](#) 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. [76916](#) 226 N Midvale Boulevard - Comprehensive Design Review of Signage (CDR). 11th Ald. Dist.  
  
Owner: MP30, LLC  
Applicant: Mary Beth Growney Selene, Ryan Signs, Inc.  
Final Approval is Requested  
UDC is an Approving Body
3. [77003](#) 2805-2825 University Avenue - Comprehensive Design Review of Signage (CDR) Located in Urban Design District (UDD) 6. 5th Ald. Dist.  
  
Owner: Louis Fortis  
Applicant: Marcus Nelson, Dark Matter Tattoo Gallery  
Final Approval is Requested  
UDC is an Approving Body
4. [76915](#) 3551 Dairy Drive - New Office/Warehouse Building in Urban Design District (UDD) 1. 16th Ald. Dist.  
  
Owner: Wisconsin Development Partners  
Applicant: Ian Luetch, Sketchworks Architecture  
Initial/Final Approval is Requested  
UDC is an Approving Body

**UNFINISHED BUSINESS**

5. [75854](#) 4846 Eastpark Boulevard - Residential Building Complex. 17th Ald. Dist.  
  
Owner: Luke Stauffacher, Cascade Development  
Applicant: Greg Held, Knothe & Bruce Architects, LLC  
Final Approval is Requested  
UDC is an Advisory Body

**NEW BUSINESS**

6. [76604](#) Property generally addressed as 9102-9236 Honey Harvest Lane, 9104-9234 Turning Oak Lane, 9103-9231 Turning Oak Lane, et al - Residential Building Complex. 1st Ald. Dist.
- Owner: Chris Ehlers, East South Point, LLC  
Applicant: Brian Munson, Vandewalle & Associates  
Final Approval is Requested  
UDC is an Advisory Body

**INFORMATIONAL PRESENTATION**

7. [77005](#) 20, 22, 30 N Carroll Street - New Wisconsin History Center in the Downtown Core (DC) District. 4th Ald. Dist.
- Owner: Wisconsin Historical Society  
Applicant: George Austin  
UDC will be an Advisory Body

**SPECIAL ITEM OF BUSINESS**

8. [71257](#) Discussions and Information Related to Future Amendments to MGO Chapter 33.24 - Urban Design Commission Ordinance and the Urban Design Commission Policy and Procedure Manual
- The UDC may take action to amend the speaker time limits in the Policy & Procedure Manual.

**SECRETARY'S REPORT**

Recent Plan Commission Actions:

None

Upcoming Matters:

- 1601-1617 Sherman Avenue
- 1625 Northport Drive
- 131 W Wilson Street
- 121 E Wilson Street
- 437-445 W Johnson Street/215-221 N Bassett Street/430-440 W Dayton Street
- 702 N Midvale Boulevard (Building 100)
- 702 N Midvale Boulevard/401 N Segoe Road/320 Price Place (200, 300, 500 Buildings)

**BUSINESS BY MEMBERS**

9. [75615](#) 2023 Announcements, Questions and/or Considerations for Future Agendas (no other action to be taken under this item).

**ADJOURNMENT**

