



# City of Madison

City of Madison  
Madison, WI 53703  
www.cityofmadison.com

## Agenda - Approved URBAN DESIGN COMMISSION

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Wednesday, July 31, 2019

4:30 PM

215 Martin Luther King, Jr. Blvd.  
Room 153 (Madison Municipal Building)

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Yog tias koj xav tau ib tug neeg txhais lus, ib tug neeg txhais ntawv, cov ntaub ntawv ua lwm yam los sis lwm cov kev pab kom siv tau qhov kev pab, kev ua num los sis kev pab cuam no, thov hu rau tus xov tooj hauv qab no tam sim no.

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.

### CALL TO ORDER / ROLL CALL

### APPROVAL OF MINUTES

[July 17, 2019]: <http://madison.legistar.com/Calendar.aspx>

### PUBLIC COMMENT

### DISCLOSURES AND RECUSALS

Members of the body should make any required disclosures or recusals under the City's Ethics Code.

### SECRETARY'S REPORT/AGENDA OVERVIEW

### SPECIAL ITEM OF BUSINESS

1. [56387](#) Appeal of the Zoning Administrator's Denial for Signage Located at 3737 E. Washington Avenue. 17th Ald. Dist.  
  
Owner: Beck's Enterprises of Dane County  
Applicant: Jason Saari, Adams Outdoor Advertising  
Final Approval is Requested

**PUBLIC HEARING ITEMS**

2.     [56309](#)           3739 E. Washington Avenue - Signage Exception for Discount Tire. 17th Ald. Dist.  
  
          Owner: Beck's Enterprises of Dane County  
          Applicant: Todd Mosher, RA Smith, Inc.  
          Final Approval is Requested
  
3.     [56352](#)           828 E. Main Street - Renovation of the Existing Trachte Buildings for Use as a  
          Wedding/Event Venue in UDD No. 8. 6th Ald. Dist.  
  
          Owner: Eric Welch  
          Applicant: Matthew Tills, Motis  
          Initial/Final Approval is Requested
  
4.     [56483](#)           7309 West Towne Way - Signage Variance for Urban Air Adventure Park. 9th Ald. Dist.  
  
          Owner: Brad Mastenbrook, Badger UAAP, LLC/Urban Air Adventure Park  
          Applicant: Mary Beth Growney Selene, Ryan Signs, Inc.  
          Final Approval is Requested
  
5.     [56485](#)           3241 Garver Green - Comprehensive Design Review for Garver Feed Mill. 6th Ald. Dist.  
  
          Owner: Garver Feed Mill Master Tenant, LLC  
          Applicant: Bryant Moroder, Baum Revision/Mary Beth Growney Selene, Ryan Signs, Inc.  
          Final Approval is Requested
  
6.     [56313](#)           1000 Edgewood College Drive - Comprehensive Design Review for the Edgewood  
          Campus. 13th Ald. Dist.  
  
          Owner: Dominican Sisters of Sinsinawa  
          Applicant: Ed Taylor, Edgewood College  
          Final Approval is Requested
  
7.     [56306](#)           6905 Odana Road - Comprehensive Design Review for Burlington/Ross Dress for Less.  
          19th Ald. Dist.  
  
          Owner: CPC Madison, LLC  
          Applicant: Steve Wester, Option Signs and Environmental Graphics  
          Final Approval is Requested

**UNFINISHED BUSINESS**

8.     [54466](#)           780 Regent Street - PD, Construction of a New UW Campus Hotel. 8th Ald. Dist.  
  
          Owner: Dave Merrick, Mortenson  
          Applicant: Aaron Ebent, Kahler Slater  
          Final Approval is Requested  
          \*Decorative Art Panels\*

9. [56090](#) 2830 Dryden Drive - New Four-Story, 27-Unit Apartment Building with Underground Parking in a Planned Multi-Use Site. 12th Ald. Dist.  
Owner: Dave Bruns, Northside TownCenter  
Applicant: Kevin Burow, Knothe & Bruce Architects, LLC  
Initial/Final Approval is Requested
10. [55394](#) 5565 Tancho Drive - Comprehensive Design Review for Oakwood Village Prairie Ridge. 17th Ald. Dist.  
Owner: Jennylynde Packham, Oakwood Lutheran Senior Ministries  
Applicant: Tia Endres, Vogel Bros. Building Co.  
Final Approval is Requested

### NEW BUSINESS

11. [55206](#) Accepting the final report and recommendations from the Urban Forestry Task Force.
12. [56304](#) 9604 Wilrich Street - Alteration to a Previously Approved Development, Building #4 of Paragon Place. 9th Ald. Dist.  
Owner: Paragon Place at Bear Claw Way, LLC  
Applicant: Ryan McMurtrie, United Financial Group, Inc.  
Initial/Final Approval is Requested
13. [56728](#) 2340 S. Winnebago Street - New Development of a 4-Story Mixed-Use Building Containing 38 Residential Units and 21,000 Square Feet of Commercial Space for Red Caboose Day Care. 6th Ald. Dist.  
Owner: Lisa Fiala, Red Caboose Child Care, LLC  
Applicant: Melissa Huggins, Urban Assets/Kevin Burow, Knothe & Bruce Architects, LLC  
Informational Presentation
14. [56760](#) 216 S. Pinckney Street - New 9-Story Mixed-Use Development above the 5-Story Parking Structure Podium at Block 88-Judge Doyle Square. 4th Ald. Dist.  
Owner: Lee Christensen, Gebhardt Development  
Applicant: Isaac Wallace, Iconica  
Informational Presentation

### BUSINESS BY MEMBERS

### ADJOURNMENT