



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, January 10, 2024

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: 852 2366 8150

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.

CALL TO ORDER / ROLL CALL

APPROVAL OF MINUTES

[December 13, 2023]: <http://madison.legistar.com/Calendar.aspx>

PUBLIC COMMENT

1. [81138](#) Public Comment

DISCLOSURES AND RECUSALS

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

AGENDA OVERVIEW**SPECIAL ITEM OF BUSINESS**

2. [81316](#) Amending Section 33.24(15)(e)12.b. related to Upper-Level Development Standards of the Madison General Ordinances to clarify how stories are measured in Urban Design District 8. (Alder District 6)

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.

3. [80869](#) 660 S Whitney Way - Comprehensive Design Review of Signage (CDR) Located in Urban Design District (UDD) 3. (District 19)

Owner: JPMorgan Chase Bank
Applicant: Tracey Pichierri, Signtech Electrical Advertising, Inc.
Final Approval is Requested
UDC is an Approving Body
4. [80425](#) 929 E Washington Avenue - Major Alteration to a Previously Approved Project in Urban Design District (UDD) 8. (District 6)

Owner: Curt Brink, Archipelago Village
Applicant: Doug Hursh, Potter Lawson
Initial/Final Approval is Requested
UDC is an Approving Body
5. [80582](#) 1 & 15 Ellis Potter Court - Mixed-Use Development Located in Urban Design District (UDD) 2. (District 19)

Owner: Scott Kwiecinski, Horizon Development Group
Applicant: Kevin Burow, Knothe & Bruce Architects, LLC
Initial/Final Approval is Requested
UDC is an Approving Body
6. [79239](#) 702 & 734 E Washington Avenue - New Mixed-Use Building in Urban Design District

(UDD) 8. (District 6)

Owner: Chris Houden, Jr., Willow Partners

Applicant: Joseph Lee, JLA Architects

Initial/Final Approval is Requested

UDC is an Approving Body

UNFINISHED BUSINESS

7. [79237](#) 402 W Gorham Street - Building Addition in the Urban Mixed Use (UMX) Zoning.
(District 2)
- Owner: Riley's Wines of the World
Applicant: Marc Schellpfeffer, CaS4 Architecture
Final Approval is Requested
UDC is an Advisory Body
8. [78514](#) 1904 Bartillon Drive - Public Building, City of Madison and Dane County Men's
Homeless Shelter. (District 12)
- Owner: City of Madison
Applicant: Carl Miller, Dimension IV Madison Design Group
Final Approval is Requested
UDC is an Approving Body

NEW BUSINESS

9. [80724](#) 531 W Mifflin Street - Residential Building Complex. (District 4)
- Owner: Brandon Cook, John Fontain Realty
Applicant: Kevin Burow, Knothe & Bruce Architects, LLC
Initial/Final Approval is Requested
UDC is an Advisory Body

INFORMATIONAL PRESENTATIONS

10. [81425](#) 4702 Verona Road - Major Amendment to an Existing Planned Development (PD).
(District 10)
- Owner: First Midwest Group
Applicant: Bill Brodzinski, First Midwest Group
UDC will be an Advisory Body
11. [81421](#) 223-225 W Gilman Street - Building Addition in the Urban Mixed-Use (UMX) District.
(District 2)
- Owner: Mendel Matusof, Rohr Family Chabad at the University of Wisconsin
Applicant: Hamid Noughani, Assemblage Architects
UDC will be an Advisory Body

12. [81423](#) 1302 S Midvale Boulevard - New Mixed-Use Building in an existing Planned Multi-Use Site. (District 10)
- Owner: Randy Manning, 401 North Third Street NV, LLC
Applicant: Ian Luecht, Sketchworks Architecture
UDC will be an Advisory Body

SECRETARY'S REPORT

Recent Plan Commission Actions:

None

Upcoming Matters:

- 139 W Wilson Street
- West Area Plan Update
- 9453 Spirit Street
- 702 N Midvale Blvd/401 N Segoe Rd, CDR
- Sign Code Update
- Zoning Administrator Appeal-Signage

SCHEDULE OF MEETINGS

January 24; February 14, 28, 2024

BUSINESS BY MEMBERS

13. [81137](#) 2024 Announcements, Questions and/or Considerations for Future Agendas (no other action to be taken under this item).

ADJOURNMENT