



City of Madison

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

Agenda - Amended

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, December 3, 2025

4:30 PM

Virtual

The City of Madison is holding the Urban Design Commission meeting in virtual format.

Written Comments: You can send comments on agenda items to urbandesigncomments@cityofmadison.com. Please note that comments received after 3:00 p.m. day of meeting may not be added to the public record until after the meeting.

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.

Watch the Meeting: If you would like to join the meeting as an observer, please visit <https://www.cityofmadison.com/watchmeetings>.

Listen by Phone: (877) 853-5257 (Toll Free) Webinar ID: 890 3467 6233

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 hnub ua hauj lwm ua ntej yuav tuaj sib tham.

For accommodations, contact: urbandesigncomments@cityofmadison.com.

Call to Order/Roll Call

Approval of Minutes

[November 19, 2025]: <http://madison.legistar.com/Calendar.aspx>

Public Comment

1. [86031](#) Urban Design Commission Public Comment

Agenda Overview**Disclosures and Recusals**

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

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. [90605](#) 4725 Tradewinds Parkway - Signage Variance in Urban Design District (UDD) 1. (District 16)
Owner: Verona Safety
Applicant: Lindsey Mickelson, Sign Art Studio
Final Approval is Requested
UDC is an Approving Body
3. [90723](#) 307 E Wilson Street - Sign Exception. (District 4)
Owner: Jeremy Eppler, Summit Credit Union
Applicant: Mary Beth Gowney Selene, Ryan Signs, Inc.
Final Approval is Requested
UDC is an Approving Body
4. [88916](#) 2150 Commercial Avenue + 2231-2235 Myrtle Street - New Mixed-Use Building in Urban Design District (UDD) 4. (District 12)
Owner: OM Land, LLC
Applicant: Jennifer Camp, JLA Architects
Initial/Final Approval is Requested
UDC is an Approving Body

Unfinished Business

5. [89581](#) 203 N Blount Street - Major Alteration to an Existing Planned Development (PD). (District 6)
Owner: Michael Matty
Applicant: Tracy Mac Murchy
Final Approval is Requested
UDC is an Advisory Body

6. [90072](#) 33 W Johnson Street (formerly 200 Wisconsin Avenue) - New Hotel in the Downtown Core (DC). (District 4)
Owner: Bruce Pfeifer, Drury Madison, LLC
Applicant: Brenda McClure, Potter Lawson
Initial/Final Approval is Requested
UDC is an Advisory Body
To be Referred to December 17, 2025

New Business

7. [90325](#) 3205 Stevens Street - Residential Building Complex. (District 5)
Owner: Joe McCormick, JD McCormick Properties
Applicant: Kevin Burow, Knothe & Bruce Architects, LLC
Initial/Final Approval is Requested
UDC is an Advisory Body
To be referred to December 17, 2025

Informational Presentation

8. [90917](#) 999 S Park Street - New Mixed-Use Building in Urban Design District (UDD) 7. (District 13)
Owner: Joe Voell
Applicant: Michael Carlson, Threshold Development
UDC will be an Approving Body

Schedule of Meetings

December 17, 2025

Secretary's Report

Recent Plan Commission Actions

Upcoming Matters

Statement of Interest Forms

Statements of Interest must be submitted electronically at the following link:
www.cityofmadison.com/statementofinterests

Business by Members

9. 87114 Business by Members

Adjournment