



# 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, October 8, 2025

4:30 PM

Virtual

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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](mailto:urbandesigncomments@cityofmadison.com). Please note that comments received after 3:00 p.m. 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: 869 4760 1234**

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 pab hnub ua hauj lwm ua ntej yuav tuaj sib tham.

For accommodations, contact: [urbandesigncomments@cityofmadison.com](mailto:urbandesigncomments@cityofmadison.com).

**Call to Order/Roll Call**

**Approval of Minutes**

[September 17, 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. [89410](#) 1704 Roberts Court - Comprehensive Design Review for Signage (CDR). (District 13)  
  
Owner: Kay Stevens, Madison Friends Meeting Church  
Applicant: Jaki Jahr, Alphagraphics Middleton  
Final Approval is Requested  
UDC is an Approving Body
3. [86815](#) 3222, 3230, 3238 E Washington Avenue + 3229 Ridgeway Avenue - New Multi-Family Residential Building in Urban Design District (UDD) 5. (District 12)  
  
Owner: Travis Fauchald, Volker Development  
Applicant: Kevin Burow, Knothe & Bruce Architects, LLC  
Final Approval is Requested  
UDC is an Approving Body

**Special Item of Business**

4. [90066](#) Report of the Facade Grant Staff Team - 2038 Jenifer Street, Jenifer Street Market. (District 6)

**Unfinished Business**

5. [87242](#) 3357-3375 E Washington Avenue + 922-930 N Fair Oaks Avenue - New Mixed-Use Building in Urban Design District (UDD) 5. (District 12)  
  
Owner: Travis Fauchald, Volker Development  
Applicant: Kevin Burow, Knothe & Bruce Architects, LLC  
Final Approval is Requested  
UDC is an Approving Body

6.     [88296](#)     7103 Millpond Road/4402 Brandt Road - Public Project, Dane County Sustainability Campus. (District 16)
- Owner: Dane County Waste and Renewables  
Applicant: Austen Conrad, Strang, Inc.  
Final Approval is Requested  
UDC is an Approving Body

### Informational Presentations

7.     [90072](#)     200 Wisconsin Avenue - New Hotel in the Downtown Core (DC). (District 4)
- Owner: Bruce Pfeifer, Drury Madison, LLC  
Applicant: Brenda McClure, Potter Lawson  
UDC will be an Advisory Body
8.     [90065](#)     4716 Verona Road - Major Amendment to an Existing Planned Development-General Development Plan (PD-GDP) for the Expansion of U-Haul Storage Facility. (District 10)
- Owner: Matthew F Braccia  
Applicant: Sahithya Cheruku, Amerco Real Estate Company  
UDC will be an Advisory Body
9.     [90093](#)     6303 Portage Road & 4821 Hoepker Road - Residential Building Complex. (District 17)
- Owner: MH Madison, LLC  
Applicant: Advenir Azora Development, LLC  
UDC will be an Advisory Body

### Schedule of Meetings

October 22; November 5, 19; December 3, 2025

### Secretary's Report

#### Recent Plan Commission Actions

- 1601 N Sherman Ave
- 702 N Midvale Blvd
- 305 N Frances St/533 Conklin Pl
- 53 West Towne Mall

#### Upcoming Matters

- 511-515 W Dayton St
- 929 E Washington Ave
- 1402 Wyoming Way
- 1601 N Sherman Ave

### Business By Members

10.    [87114](#)     Business by Members

### Adjournment

