



# 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?*

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Wednesday, July 26, 2023

4:30 PM

Madison Municipal Building (MMB)  
Room 206

\*Use Doty Street Entrance\*

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**\*THIS MEETING IS IN PERSON\***

**1. Written Comments:** You can send comments on agenda items to [urbandesigncomments@cityofmadison.com](mailto: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 attend the meeting in person and you must register. You can register at <https://www.cityofmadison.com/MeetingRegistration>, or at the meeting. There is no hybrid option.

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**

[July 12, 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**

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. [78641](#) 1609 S Park Street - Renovation of an Existing Building in Urban Design District (UDD) 7. 13th Ald. Dist.  
  
Owner: Steve Doran, Galway Companies, Inc.  
Applicant: Steve Doran, Galway Companies, Inc.  
Final Approval is Requested  
UDC is an Approving Body
3. [78596](#) 2301 W Beltline Highway - Amendment to an Existing Comprehensive Design Review of Signage (CDR). 10th Ald. Dist.  
  
Owner: Sean Baxter, Kayser Ford Lincoln  
Applicant: Dan Pietrzykowski, Grant Signs  
Final Approval is Requested  
UDC is an Approving Body
4. [77012](#) 702 Pflaum Road - Public Building, Comprehensive Design Review of Signage (CDR). 15th Ald. Dist.  
  
Owner: Alisa Brown, Madison Metropolitan School District  
Applicant: Courtney Cates, J.H. Findorff & Son, Inc.  
Final Approval is Requested  
UDC is an Approving Body  
\*To be referred to the August 16, 2023 meeting\*
5. [72314](#) 202 N. First Street - Public Building, Comprehensive Design Review (CDR) of Signage Located in Urban Design District (UDD) No. 4. 12th Ald. Dist.  
  
Owner: Matt Mikolajewski, City of Madison  
Applicant: Brent Pauba, City of Madison Engineering  
Final Approval is Requested  
UDC is an Approving Body  
\*To be referred to the August 16th meeting\*

**UNFINISHED BUSINESS**

6. [77927](#) 6840 Schroeder Road - Residential Building Complex. 19th Ald. Dist.
- Owner: Jon Stocker, Bender Companies  
Applicant: Jeremy Frommelt, Iconica  
Initial/Final Approval is Requested  
UDC is an Advisory Body

**INFORMATIONAL PRESENTATIONS**

7. [78595](#) 4716 Sheboygan Avenue - New Hotel in Madison Yards Planned Development (PD) in Urban Design District (UDD) 6. 11th Ald. Dist.
- Owner: Mark Theder, Madison Yards Block 6, LLC  
Applicant: Ethan Skeels, Kahler Slater  
UDC will be an Approving and Advisory Body
8. [77926](#) 3100 E Washington Avenue - New Multi-Family Building in Urban Design District (UDD) 5. 12th Ald. Dist.
- Owner: Nick Orthmann, Bear Development, LLC  
Applicant: LLS Enterprises, LLC  
UDC will be an Approving Body
9. [78776](#) 1849 Wright Street - Exterior Renovations to an existing Public Building, Madison College North Building, Truax Campus. 12th Ald. Dist.
- Owner: Fred Brechlin, Madison College  
Applicant: Drew Martin, Strang, Inc.  
UDC will be an Approving Body

**SECRETARY'S REPORT**

## Recent Plan Commission Actions:

- Legistar File ID 78688, Amending Sections 28.060 and 28.071 of the Madison General Ordinances to Add a Door and Window Opening Standards Exemption for Civic or Institutional Buildings in Certain Zoning Districts.

## Upcoming Matters:

- 18-30 N Carroll Street, Wisconsin History Center  
- 131 W Wilson Street, The Moment building lighting  
- 660 S Whitney Way (UDD 3)  
- 702 Pflaum Road (CDR)  
- 202 N First Street (CDR)

**SCHEDULE OF MEETINGS**

August 16 (In-person, Madison Municipal Building (MMB) Room 206); September 6 (Virtual, Zoom); September 20 (In-person, MMB Room 206).

**BUSINESS BY MEMBERS**

10. [75615](#) 2023 Announcements, Questions and/or Considerations for Future Agendas (no other action to be taken under this item).

**ADJOURNMENT**