



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, August 16, 2023

4:30 PM

IN-PERSON
215 Martin Luther King, Jr. Blvd.
Room 206

THIS MEETING IS IN PERSON

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1. **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.

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 toj 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

[July 26, 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. [79238](#) 722 John Nolen Drive - Comprehensive Design Review of Signage (CDR) and Sign Exception in Urban Design District (UDD) 1. 14th Alder Dist.
Owner: DeFoor Brothers, LLC
Applicant: Josh Wilcox, GBA architecture|design
Final Approval is Requested
UDC is an Approving Body
3. [78778](#) 34 Schroeder Court - Amendment to a Comprehensive Design Review of Signage (CDR) in Urban Design District (UDD) 2. 19th Ald. Dist.
Owner: Tariq Akmut, Beltline Madison, LLC
Applicant: Mary Beth Growney Selene, Ryan Signs, Inc.
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: Madison Metropolitan School District
Applicant: Courtney Cates, JH Findorff & Son, Inc.
Final Approval is Requested
UDC is an Approving Body
5. [79240](#) 730 Rayovac Drive - Sign Exception in Urban Design District (UDD) 2. 19th Alder Dist.
Owner: Midwest Family Madison
Applicant: Allie Novitske, Sign Art Studio
Final Approval is Requested
UDC is an Approving Body

6. [78223](#) 660 S Whitney Way - Exterior Renovations to an Existing Building that is part of a Planned Multi-Use Site Located in Urban Design District (UDD) 3. 19th Ald. Dist.
Owner: Rimiro Romo & Stella Romo
Applicant: Terron Wright, The Architects Partnership, LTD
Final Approval is Requested
UDC is an Approving and Advisory Body
7. [78222](#) 3913 Lien Road - New Car Wash Located in Urban Design District (UDD) 5. 3rd Ald. Dist.
Owner: Repvblic Madison Outparcels, LLC
Applicant: Brandon Robaidek, Robert E Lee & Associates, Inc.
Final Approval is Requested
UDC is an Approving Body
8. [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: City of Madison, Matt Mikolajewski
Applicant: City of Madison, Brent Pauba
Applicant requests referral to the September 6, 2023 virtual meeting

UNFINISHED BUSINESS

9. [77005](#) 20, 22, 30 N Carroll Street - Public Building, New Wisconsin History Center in the Downtown Core (DC) District. 4th Ald. Dist.
Owner: State Historic Society
Applicant: George Austin
Initial/Final Approval is Requested
UDC is an Advisory and Approving Body
10. [78641](#) 1609 S Park Street - Exterior Renovations to an Existing Building in Urban Design District (UDD) 7. 13th Ald. Dist.
Owner: Steve Doran, Galway Companies
Applicant: Steve Doran, Galway Companies
Final Approval is Requested
UDC is an Approving Body

INFORMATIONAL PRESENTATIONS

11. [79237](#) 402 W Gorham Street - Building Addition in UMX Zoning. 2nd Alder Dist.
Owner: Riley's Wines of the World
Applicant: Marc Schellpfeffer, CaS4 Architecture, LLC
UDC will be an Advisory Body

12. [79239](#) 702 & 734 E Washington Avenue - New 14-Story Mixed-Use Building in Urban Design District (UDD) 8. 6th Alder Dist.
Owner: DCH Properties, LLC
Applicant: Joseph Lee, JLA Architects + Planners
UDC will be an Approving Body
13. [76205](#) 304-318 N Broom St/408-430 W Johnson St/407 & 431 W Gorham St - New Student Housing Building in UMX Zoning. 4th Ald. Dist.
Owner: Chad Matesi, Core Madison Broom, LLC
Applicant: Brian Munson, Vandewalle & Associates
UDC will be an Advisory Body

SECRETARY'S REPORT

Recent Plan Commission Actions:

None

Upcoming Matters:

- 6853 McKee Road, Ryan Funeral Home
- 131 W Wilson Street, Exterior building lighting

SCHEDULE OF MEETINGS

September 6 (Virtual, Zoom); September 20 (In person, MMB Room 206); October 18 (In person, MMB Room 206); November 1 (In person, MMB Room 206).

BUSINESS BY MEMBERS

14. [75615](#) 2023 Announcements, Questions and/or Considerations for Future Agendas (no other action to be taken under this item).

ADJOURNMENT