



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, June 12, 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: 881 3661 5226

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.

For accommodations, contact: urbandesigncomments@cityofmadison.com.

CALL TO ORDER / ROLL CALL

APPROVAL OF MINUTES

[May 29, 2024]: <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

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. [83454](#) 8000, 8010, 8020, 8030, 8040, & 8102 Excelsior Drive - Comprehensive Design Review of Signage (CDR). (District 9)

Owner: Old Sauk Trails Park, LP/Excelsior Building Partnership/Bankstar, LLC
Applicant: Grant Signs
Final Approval is Requested
UDC is an Approving Body
3. [83456](#) 739 S Gammon Road - Major Amendment to an Existing Comprehensive Design Review of Signage (CDR). (District 19)

Owner: Dunkin' Donuts
Applicant: Jaki Jahr, Alphagraphics Middleton
Final Approval is Requested
UDC is an Approving Body
4. [83460](#) 652 Burnt Sienna Drive - Comprehensive Design Review of Signage (CDR). (District 9)

Owner: Gary Wendt, Bradford Real Estate Companies
Applicant: Gary Wendt, Bradford Middleton, LLC
Final Approval is Requested
UDC is an Approving Body
To be referred to June 26, 2024, at the applicant's request
5. [83457](#) 339 W Gorham Street - Comprehensive Design Review of Signage (CDR). (District 4)

Owner: Core Spaces
Applicant: Dan Yoder, Sign Art Studio
Final Approval is Requested
UDC is an Approving Body
To be referred to the June 26, 2024, meeting at the request of the applicant

6. [83459](#) 6402 Schroeder Road - Major Exterior Alteration to an Existing Building in Design District (UDD) 2. (District 19)
Owner: Marcio Sierra, Jr.
Applicant: Jeff Stowe, Thrive Architects, LLC
Final Approval is Requested
UDC is an Approving Body
7. [83452](#) 2302 Commercial Avenue - Major Exterior Alterations to an Existing Building in Urban Design District (UDD) 4. (District 12)
Owner: Pingree 2000 Real Estate Holdings, LLC
Applicant: Tim Hughes, Alliance Construction & Design
Final Approval is Requested
UDC is an Approving Body

SPECIAL ITEM OF BUSINESS

8. [82973](#) Repealing and Recreating Section 33.24 of the Madison General Ordinances related to the Urban Design Commission to implement Phase 1 of planned multi-phase revisions to the UDC ordinance.
To be referred to July 17, 2024

INFORMATIONAL PRESENTATION

9. [83657](#) 6910 Seybold Road - New Mixed-Use Building in Urban Design District (UDD) 2. (District 19)
Owner: Royal Partners
Applicant: Tom Sanford, Sanford Enterprises, Inc.
UDC will be an Approving Body

SECRETARY'S REPORT

Recent Plan Commission Actions:

- 134-150 S Blair St/506-518 E Wilson St

Upcoming Items:

- 652 Burnt Sienna - CDR
- 339 W Gorham St - CDR
- 521 E Washington Ave
- UDC Code Update Project - Discussion Item Only

SCHEDULE OF MEETINGS

June 26; July 17; August 14, 28, 2024

BUSINESS BY MEMBERS

10. [81137](#) 2024 Announcements, Questions and/or Considerations for Future Agendas (no other action to be taken under this item).

ADJOURNMENT