



City of Madison

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

Agenda - Approved URBAN DESIGN COMMISSION

Wednesday, November 20, 2019

4:30 PM

215 Martin Luther King, Jr. Blvd.
Room 153 (Madison Municipal Building)

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 immediately.

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Yog tias koj xav tau ib tug neeg txhais lus, ib tug neeg txhais ntawv, cov ntaub ntawv ua lwm yam los sis lwm cov kev pab kom siv tau qhov kev pab, kev ua num los sis kev pab cuam no, thov hu rau tus xov tooj hauv qab no tam sim no.

Please contact the Department of Planning and Community & Economic Development at (608) 266-4635.

CALL TO ORDER / ROLL CALL

APPROVAL OF MINUTES

[November 6, 2019]: <http://madison.legistar.com/Calendar.aspx>

PUBLIC COMMENT

DISCLOSURES AND RECUSALS

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

SECRETARY'S REPORT/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.

1. [57093](#) 6000 American Parkway - Comprehensive Design Review for The American Center, Sign #3. 17th Ald. Dist.

Owner: American Family Insurance Corporate Real Estate
Applicant: Sarah Peters, Jones Sign Co., Inc.
Final Approval is Requested

2. [58097](#) 5409 Femrite Drive - Signage Variance in UDD No. 1 for Viking Electric Distribution Center. 16th Ald. Dist.
- Owner: 5409 Femrite Drive, LLC
Applicant: James Spahr, Lionshare Group
Final Approval is Requested

UNFINISHED BUSINESS

3. [57742](#) 441 N. Frances Street - Comprehensive Design Review for SmileDirectClub. 4th Ald. Dist.
- Owner: Core Campus Madison, LLC/SmileDirectClub
Applicant: Eric J. Hatchell, Foley & Lardner, LLP
Final Approval is Requested
4. [57114](#) 636 W. Washington Avenue - New 5-Story, 50-Unit Apartment Building with Underground Parking and Ground Floor Commercial Space. 4th Ald. Dist.
- Owner: Greenway Real Estate, LLC
Applicant: Kirk Keller, Plunkett Raysich Architects
Initial/Final Approval is Requested

NEW BUSINESS

5. [58119](#) 650 Forward Drive - Exact Sciences Nexus One Clinical Lab Expansion Located in UDD No. 2. 19th Ald. Dist.
- Owner: Exact Sciences
Applicant: Jody Shaw, Potter Lawson, Inc.
Informational Presentation
6. [58116](#) 902 E. Main Street - New 5-Story, 92,000 Square Foot Office Building with 5-Story Above Grade Parking Structure for The Wisconsin Housing and Economic Development Authority (WHEDA) in UDD No. 8. 6th Ald. Dist.
- Owner: Curt Brink, Archipelago Village, LLC
Applicant: Doug Hursh, Potter Lawson, Inc.
Informational Presentation

BUSINESS BY MEMBERS

ADJOURNMENT