



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?*

Wednesday, October 7, 2020

4:30 PM

Virtual Meeting

Some or all of the members of the Urban Design Commission, applicants, or members of the public, may participate in the meeting remotely by teleconference or videoconference.

The City of Madison is holding the Urban Design Commission Special Meeting virtually to help protect our community from the Coronavirus (COVID-19) pandemic.

1. **Written Comments:** You can send comments on agenda items to mailto: urbandesigncomments@cityofmadison.com.
2. **Register but Do Not Speak:** You can register your support or opposition to an agenda item at <https://www.cityofmadison.com/MeetingRegistration>.
3. **Register to Speak or to Answer Questions:** If you wish to speak at the virtual meeting on an agenda item, 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.
4. **Watch the Meeting:** You can call-in or watch the Urban Design Commission Special Meeting in several ways:
 - Livestream on the Madison City Channel website
<https://media.cityofmadison.com/mediasite/showcase>
 - Livestream on the City of Madison YouTube channel
<https://www.youtube.com/user/CityofMadison>
 - Television: Watch live on Spectrum channel 994 and AT&T U-Verse channel 99
 - Listen to audio via phone:
(877) 853-5257 (Toll Free)
Webinar ID: 956 7003 1476

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.

Si necesita un intérprete, un traductor, materiales en formatos alternativos u otros arreglos para acceder a este servicio, actividad o programa, comuníquese inmediatamente al número de teléfono que figura a continuación.

Yog tias koj xav tau ib tug neeg txhais lus, ib tug neeg txhais ntwav, cov ntaub ntwav 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

[September 2, 2020]: <http://madison.legistar.com/Calendar.aspx>

PUBLIC COMMENT

1. [61804](#) Public Comment

DISCLOSURES AND RECUSALS

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

AGENDA OVERVIEW**SPECIAL ITEM OF BUSINESS**

2. [62381](#) Amending the East Washington Avenue Capitol Gateway Corridor Plan to revise the land use recommendation for the block bounded by East Washington Avenue, South Brearly Street, East Main Street, and South Paterson Street from "Employment" to "Employment/Residential."

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.

3. [61849](#) 1201 Tompkins Drive - Comprehensive Design Review. 16th Ald. Dist.

Owner: Alisa Brown, Madison Metropolitan School District
Applicant: Mary Beth Growney Selene, Ryan Signs, Inc.
Final Approval is Requested
4. [61862](#) 205 N. Segoe Road - Comprehensive Design Review. 11th Ald. Dist.

Owner: Andrew Flad, Flad Development & Investment Corporation
Applicant: Mary Beth Growney Selene, Ryan Signs, Inc.
Final Approval is Requested
5. [62065](#) 4151 Nakoosa Trail - Comprehensive Design Review. 15th Ald. Dist.

Owner: Mahanth Joishy, City of Madison Fleet Services
Applicant: Tonya Schlagenhaft, Stratford Sign Company
Final Approval is Requested

6. [62066](#) 722 E. Main Street - Electric Vehicle Charging Hub for Madison Gas & Electric in UDD No. 8. 6th Ald. Dist.

Owner: Tim Bliefert, MG&E
Applicant: Brian Reed, Potter Lawson, Inc.
Initial/Final Approval is Requested
7. [62144](#) 3505 University Avenue - Facade Updates in UDD No. 6. 11th Ald. Dist.

Owner: Rich Genin, Genin's AutoCare
Applicant: Austen Conrad, Strand, Inc.
Initial/Final Approval is Requested
8. [60545](#) 1-19 N. Pinckney Street & 120 E. Washington Avenue - PD, Redevelopment of Block 101, American Exchange Bank for Retail and Office Space with Underground Parking Located in UDD No. 4. 4th Ald. Dist.

Owner: ULI Properties, LLC
Applicant: Mark Binkowski, Urban Land Interests
Initial/Final Approval is Requested
Refer to November 4, 2020 Meeting
9. [61288](#) 920 E. Main Street - Archipelago Apartments in UDD No. 8. 6th Ald. Dist.

Owner: Curt Brink, Archipelago Village, LLC
Applicant: Doug Hursh, Potter Lawson, Inc.
Initial/Final Approval is Requested
10. [62297](#) 929 E. Washington Avenue - Minor Alteration to a Previously Approved Planned Multi-Use Site in UDD No. 8. 6th Ald. Dist.

Owner: Curt Brink, Archipelago Village, LLC
Applicant: Doug Hursh, Potter Lawson, Inc.
Final Approval is Requested

NEW BUSINESS

11. [62063](#) 2143 Rimrock Road - Alteration to an Existing Conditional Use. 14th Ald. Dist.

Owner: Madison Rimrock Retail Investors I, LLC (c/o North Central Group)
Applicant: Josh Wilcox, GBA Architecture & Design
Initial/Final Approval is Requested
12. [61778](#) 6145 Mineral Point Road - Oakwood Village Affordable Senior Living Apartment Complex. 19th Ald. Dist.

Owner: Reginald Hislop, Oakwood Lutheran Home Association, Inc.
Applicant: Kevin Yeska, JSD Professional Services, Inc.
Initial/Final Approval is Requested

INFORMATIONAL PRESENTATIONS

13. [62064](#) 1402 S. Park Street - New Mixed-Use Building Containing Residential and Grocery Store in UDD No. 7. 13th Ald. Dist.
Owner: City of Madison
Applicant: Brandon Rule & Megan Schutz, Rule Enterprises & Movin' Out
Informational Presentation
14. [62270](#) 522 S. Gammon Road - Planned Multi-Use Site. 9th Ald. Dist.
Owner: Seritage SRC Finance, LLC
Applicant: Todd Mosher, RA Smith, Inc.
Informational Presentation
15. [62271](#) 701 Gardener Road - Madison Yards Block 2 in UDD No. 6. 11th Ald. Dist.
Owner: Madison Yards Block 6, LLC
Applicant: Sean Roberts, Summit Smith Development
Informational Presentation

BUSINESS BY MEMBERS

- Refresher on public hearing vs. non public hearing terminology

SECRETARY'S REPORT

- Status updates on projects previously reviewed by UDC (no other action to be taken):
- 126 Langdon Street
 - 414 E. Washington Avenue
 - 211 N. Carroll Street
 - 118-126 State Street
 - Commissioner requests for future updates

ADJOURNMENT