



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, July 14, 2021

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. Please note that comments received after 3:00 p.m. may not be added to the public record until after the meeting.
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, AT&T U-Verse channel 99, and Madison City Channel on Roku
 - Listen to audio via phone:
(877) 853-5257 (Toll Free)
Webinar ID: 968 2082 6196

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 ntauv, cov ntaub ntauv 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 or email urbandesigncomments@cityofmadison.com.

CALL TO ORDER / ROLL CALL**APPROVAL OF MINUTES**

[June 30, 2021]: <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. [65807](#) Report of the Facade Grant Staff Team - Proposed Facade Modifications for 2423 University Avenue. 5th Ald. Dist.
Owner: Christy McKenzie, Pasture & Plenty
Applicant: Doug Pahl, Aro Eberle Architects
Final Approval is Requested
This item should be referred to a future meeting to allow the applicant time to work with the Facade Grant Staff Team

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. [64920](#) 222-232 E. Olin Avenue - New Development of an 18-Story Mixed-Use Building Located in Urban Design District (UDD) No. 1. 14th Ald. Dist.
Owner: Lance McGrath, McGrath Property Group
Applicant: Joseph Lee, JLA Architects + Planners
Initial/Final Approval is Requested
4. [64302](#) 1858-1890 E. Washington Avenue - New Development of a Six-Story Mixed-Use Building Located in Urban Design District (UDD) No. 8. 12th Ald. Dist.
Owner: Steve Doran, Galway Companies
Applicant: Adam Fredendall, JLA Architects + Planners
Initial/Final Approval is Requested

5. [65738](#) 7213 Mineral Point Road - Signage Exception. 9th Ald. Dist.
Owner: Andrew Goodman
Applicant: Heather Vetter/Brendan Bailey, KDN Signs
Initial/Final Approval is Requested

6. [65945](#) 301 Wisconsin Avenue - Signage Variance. 4th Ald. Dist.
Owner: Wisconsin Masonic Center
Applicant: Greg Marshall, Wisconsin Sign & Graphics Company
Final Approval is Requested

NEW BUSINESS

7. [65739](#) 9510 Watts Road - Signage Exception. 9th Ald. Dist.
Owner: Forward Management, Inc./The Edison II, LLC
Applicant: Bill Rupp, LaCrosse Sign Group
Initial/Final Approval is Requested
8. [66285](#) Discussion on the future of virtual/in-person meetings.

BUSINESS BY MEMBERS

9. [64940](#) Announcements, Questions and/or Consideration Items for Future Agendas (No Other Action To Be Taken Under This Item)

SECRETARY'S REPORT

ADJOURNMENT