



# City of Madison

City of Madison  
Madison, WI 53703  
[www.cityofmadison.com](http://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, September 21, 2022

4:30 PM

Virtual Meeting

---

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

1. **Written Comments:** You can send comments on agenda items to [urbandesigncomments@cityofmadison.com](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 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: 882 9396 0175**

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](mailto:urbandesigncomments@cityofmadison.com).

**CALL TO ORDER / ROLL CALL**

**APPROVAL OF MINUTES**

[September 7, 2022]: <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****PUBLIC HEARING ITEMS**

Hearing items may be called at any time after the beginning of the meeting. 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. [73251](#) 3206 E. Washington Avenue - New Car Wash in Urban Design District (UDD) 5. 12th Ald. Dist.  
  
Owner: Lakhbir Singh  
Applicant: Jeffrey Natrop, Renner Architects  
Final Approval is Requested  
UDC is an Approving Body
3. [72589](#) 5602 & 5606 Schroeder Road - New Four-Story Apartment Building in Urban Design District (UDD) No. 2. 19th Ald. Dist.  
  
Owner: Joe McCormick, JD McCormick Properties  
Applicant: Kevin Burow, Knothe & Bruce Architects, LLC  
Initial/Final Approval is Requested  
UDC is an Approving Body  
\*Ald. Furman has requested that this agenda item be considered as the first public hearing item. At the meeting, the Commission may vote to take this item out of order as the first public hearing item, to address this request. People wishing to speak or register on this item should still use the listed agenda number for registration purposes.\*
4. [73563](#) Report of the Facade Grant Staff Team - 3554 E. Washington Avenue Located in Urban Design District (UDD) No. 5. 12th Ald. Dist.  
  
Owner: Gooh Grocery  
Applicant: Kirk Keller, Plunkett Raysich Architects, LLP  
Final Approval is Requested  
UDC is an Approving Body

**UNFINISHED BUSINESS**

5. [71621](#) 121 E. Wilson Street - New Mixed-Use Residential/Commercial Building with Below Grade Parking in UMX Zoning. 4th Ald. Dist.
- Owner: 121 East Wilson Investors, LLC  
Applicant: Dan Kennelly, Quad Capital Partners  
Initial/Final Approval is Requested  
UDC is an Advisory Body

**NEW BUSINESS**

6. [73313](#) 2403 East Springs Drive - Planned Multi-Use Site, New 5-Story Hotel. 17th Ald. Dist.
- Owner: Badger Lodging, LLC  
Applicant: Jill Rubin & Nichte Gonzalez, Design-Cell Architecture  
Final Approval is Requested  
UDC is an Advisory Body

**INFORMATIONAL PRESENTATIONS**

7. [73349](#) 2300 S. Park Street - Public Project, Village on Park Parking Structure in Urban Design District (UDD) 7. 14th Ald. Dist.
- Owner: City of Madison  
Applicant: Peter Tan, Strang, Inc.  
Informational Presentation  
UDC will be an Approving Body
8. [73562](#) 131 W. Wilson Street - New Mixed-Use Building in UMX Zoning. 4th Ald. Dist.
- Owner: The Moment, LLC  
Applicant: Kirk Keller, Plunkett Raysich Architects, LLP  
Informational Presentation  
UDC will be an Advisory Body
9. [73564](#) 2007 Roth Street (Lot A) - Alder Referral, Multi-Family, Senior Housing Residential Building. 12th Ald. Dist.
- Owner: Kraft Heinz Food Company  
Applicant: Marc Ott, JLA Architects  
Informational Presentation  
UDC will be an Advisory Body
10. [73565](#) 2007 Roth Street (Lot B) - Alder Referral, Multi-Family Residential Building. 12th Ald. Dist.
- Owner: Kraft Heinz Food Company  
Applicant: Marc Ott, JLA Architects  
Informational Presentation  
UDC will be an Advisory Body

11.     [73566](#)           304 Lakota Way - Residential Building Complex. 9th Ald. Dist.
- Owner: Ziegler at Elderberry, LLC  
          Applicant: Kevin Burow, Knothe & Bruce Architects, LLC  
          Informational Presentation  
          UDC will be an Advisory Body

#### **SECRETARY'S REPORT**

Recent Common Council Actions:

- 575 Zor Shrine Place

#### **BUSINESS BY MEMBERS**

12.     [64940](#)           Announcements, Questions and/or Consideration Items for Future Agendas (No Other  
          Action To Be Taken Under This Item)
- Election of Vice Chair
  - UW Design Review Board membership

#### **ADJOURNMENT**