



PREPARED FOR THE URBAN DESIGN COMMISSION

**Project Address:** 3841 E Washington Avenue  
**Application Type:** Alteration to an existing development in Urban Design District (UDD) No. 5 Informational Presentation  
**Legistar File ID #:** [71120](#)  
**Prepared By:** Jessica Vaughn, AICP, UDC Secretary

## Background Information

**Applicant | Contact:** Morgan Van Riper-Rose, Repvblik Madison, LLC | Shaun Elwood, Schwerdt Design Group

**Project Description:** The applicant is providing an Informational Presentation for conversion of the vacant former Madison Plaza Hotel into multi-family apartments. The existing 197 hotel rooms will be converted into 110 studios and 45, 1-bedroom apartments, each with a full kitchen, fully upgraded finishes and a modern paint scheme. Corridors, common areas and amenity spaces will also receive new flooring, paint, and furnishings. Exterior upgrades include patching and repairing the existing exterior EIFS and gable roofs with a new color scheme, additional sidewalk connectivity and additional landscaping. Once completed, on-site resident amenities include a fitness center, co-working spaces, lounges, communal laundry facility, storage and a landscaped courtyard.

**Approval Standards:** The UDC will be an **approving body** as the site is within Urban Design District 5 (“UDD 5”), which requires that the Urban Design Commission review the proposed project using the design requirements and guidelines of [Section 33.24\(12\)](#).

**Adopted Plans:** The project site is also located within the [Greater East Towne Area Plan](#) (the “Plan”). The Plan recommends Community Mixed Use development on the project. Also noted in the Plan, there is a priority planned public roadway connection that connects Lien Road to Mendota Street that would run through the project site. The Plan’s recommendation for CMU accommodates residential development, the Plan also aims to create complete neighborhoods, which are identified as having safe and convenient access to services, a range of housing costs and types, a well-connected streets and pathways, and open spaces.

## Summary of Design Considerations

Planning Division staff requests that the UDC review the development proposal and provide feedback related to the requirements and guidelines of UDD 5 and approval criteria, including the design considerations noted below:

- **Building Design.** While the proposed exterior building improvements will refresh the current building exterior with repairs and fresh paint, staff believes that the building will continue to largely read as a commercial building. Staff requests that UDC provides comments related to the exterior and whether other modifications would be beneficial in order to provide a more residential building appearance. Possible considerations include creating a residential principal entry and secondary building entries, incorporating residential architectural detailing and materials into the overall design, etc.
- **Landscape, Open Space, and Pedestrian Connectivity.** Repurposing the project site presents a unique opportunity for housing, sustainability, and walkability, especially given its location in proximity to a major transit corridor, employment centers and amenities. While the project site is significantly setback from E Washington Avenue, it is nonetheless located within an auto oriented environment. Creating a more residential appearance and feel for the project site will play a key role in its success as a residential

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development where people want to live. As such, consideration should be given to the reduction in site paving, landscaping and buffers, design and location of amenity spaces, pedestrian connectivity both internally to the site, but also to external sites such as the adjacent grocery store.