



# URBAN DESIGN COMMISSION APPLICATION CITY OF MADISON

This form may also be completed online at:  
<http://www.cityofmadison.com/planning/documents/UDCapplication.pdf>

215 Martin Luther King Jr. Blvd; Room LL-100  
PO Box 2985; Madison, Wisconsin 53701-2985  
Phone: 608.266.4635 | Facsimile: 608.267.8739

Please complete all sections of the application, including the desired meeting date and the type of action requested.

<b>Date Submitted:</b> <u>November 24th, 2014</u>	<input checked="" type="checkbox"/> <b>Informational Presentation</b> <input type="checkbox"/> <b>Initial Approval</b> <input type="checkbox"/> <b>Final Approval</b>
<b>UDC Meeting Date:</b> <u>December 3rd, 2014</u>	
<b>Combined Schedule Plan Commission Date (if applicable):</b> _____	

1. **Project Address:** 3825 East Washington, Madison Wisconsin  
**Project Title (if any):** Erik's Bikes - Skis - Boards

2. **This is an application for** (Check all that apply to this UDC application):

**New Development**     **Alteration to an Existing or Previously-Approved Development**

**A. Project Type:**

- Project in an Urban Design District\*** (public hearing-\$300 fee)
- Project in the Downtown Core District (DC) or Urban Mixed-Use District (UMX)** (\$150 fee, Minor Exterior Alterations)
- Suburban Employment Center (SEC) or Campus Institutional District (CI) or Employment Campus District (EC)**
- Planned Development (PD)**
  - General Development Plan (GDP)**
  - Specific Implementation Plan (SIP)**
- Planned Multi-Use Site or Planned Residential Complex**

**B. Signage:**

- Comprehensive Design Review\*** (public hearing-\$300 fee)     **Street Graphics Variance\*** (public hearing-\$300 fee)
- Signage Exception(s) in an Urban Design District** (public hearing-\$300 fee)

**C. Other:**

**Please specify:** \_\_\_\_\_

**3. Applicant, Agent & Property Owner Information:**

<b>Applicant Name:</b> <u>John Seamon</u>	Company: <u>ICONICA</u>
Street Address: <u>901 Deming Way</u>	City/State: <u>Madison, WI</u> Zip: <u>53717</u>
Telephone: <u>(608) 664.3550</u> Fax: <u>( )</u>	Email: <u>john.seamon@iconicacreates.com</u>

<b>Project Contact Person:</b> <u>Same as above</u>	Company: _____
Street Address: _____	City/State: _____    Zip: _____
Telephone: <u>( )</u> Fax: <u>( )</u>	Email: _____

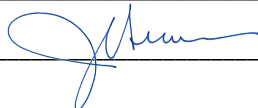
<b>Project Owner (if not applicant):</b> <u>Erik Saltvold</u>	City/State: <u>Bloomington, MN</u> Zip: <u>55431</u>
Street Address: <u>9201 Penn Ave. South</u>	Email: <u>erik@eriksbikeshop.com</u>
Telephone: <u>( )</u> Fax: <u>( )</u>	

**4. Applicant Declarations:**

A. Prior to submitting this application, the applicant is required to discuss the proposed project with Urban Design Commission staff. This application was discussed with A. Martin, K. Firchow, M. Tucker, P. Anderson on 11.13.2014 & 11.19.2014 and D. McAuliff

B. The applicant attests that all required materials are included in this submittal and understands that if any required information is not provided by the application deadline, the application will not be placed on an Urban Design Commission agenda for consideration.

Name of Applicant John Seamon    Relationship to Property Owners Consultant

Authorized Signature     Date November 24, 2014



Project Description  
Erik's BIKES SKIS BOARDS  
November 24, 2014

**Project Description:**

The proposed project sits on .62 acres of land formerly occupied by Schlotzkys Deli in the 3800 block of East Washington Avenue with the nearest cross street being Mendota Street. The proposed building is a single story, 8,557 GSF multi-tenant retail building. The owner and primary tenant is to be Erik's Bikes, Boards and Skis. A primary operational/use requirement for the facility is to allow for a large truck and 53' trailer to enter and exit the site during business hours. The project is located in Urban Design District No Public Subsidy is being requested for this project.

**Zoning:**

Established to recognize commercial corridors that remain largely auto-oriented, and encourage transformation into mixed-use corridors that are equally conducive to pedestrian, bicycle, transit and autos. It is also intended to improve quality of landscaping, site and urban design.

The Property is located in the CC-T 'Commercial Corridor- Transitional' district. With a design that is intended to benefit not just the autos along this auto corridor but bicycles, pedestrians and mass transit. The design is also aims at improving the quality of the landscaping, architecture and urban environment. Permitted uses include a wide range of office, retail, commercial recreation, lodging and civic uses are permitted. Specific permitted uses include - Retail sales and services; Business sales and service; sporting goods store; Food and Beverages: Coffee shop; Restaurant; Tavern.

**Design:**

The owner and primary tenant have developed a brand that is unique to them which we are looking to maintain in the architectural design. The arched endcap, red accents with a clean, more modern yet tech design sensibility while providing differentiation and massing articulation for multiple users is critical. The primary materials are, 30-32" high cast stone base above grade; three color ways and formats of smooth satin finish, concealed fastener FRB in 18" x 3' - 6' sizes; clear anodized aluminum storefront, warm wood accents areas, painted steel channel entry brows and architectural metal panel.

The site design is largely driven by integrating the clearances and turning radius of the required delivery trucks; the placement of the building toward the primary street and the parking in the rear of the site allowing for auto traffic to enter either side of the building and circulate around the building.

**Organizational Structure:**

Owner: Erik Saltvold  
Erik's Bikes

Architect: Iconica  
901 Deming Way  
Madison, WI 53717  
608-664-3535  
Contact: John Seamon  
John.seamon@iconicacreates.com

Engineer: Iconica  
901 Deming Way  
Madison, WI 53717  
608-664-3535  
Contact: Patrick Eagan

Civil Design: JSD Professional Services, Inc.  
161 Horizon Drive, Suite 101  
Verona, WI 53593  
Contact: Mike Grzesiak

Landscape Architect: Mckay Nursery  
Madison, WI 53717  
608-843-0030  
Contact: Eric Seidl

Signage: Graphic House  
9204 Packer Drive  
Wausau, WI 54401  
Contact: Mike Johnson  
715.842.0402

Project Schedule: Construction Start – Spring 2015.

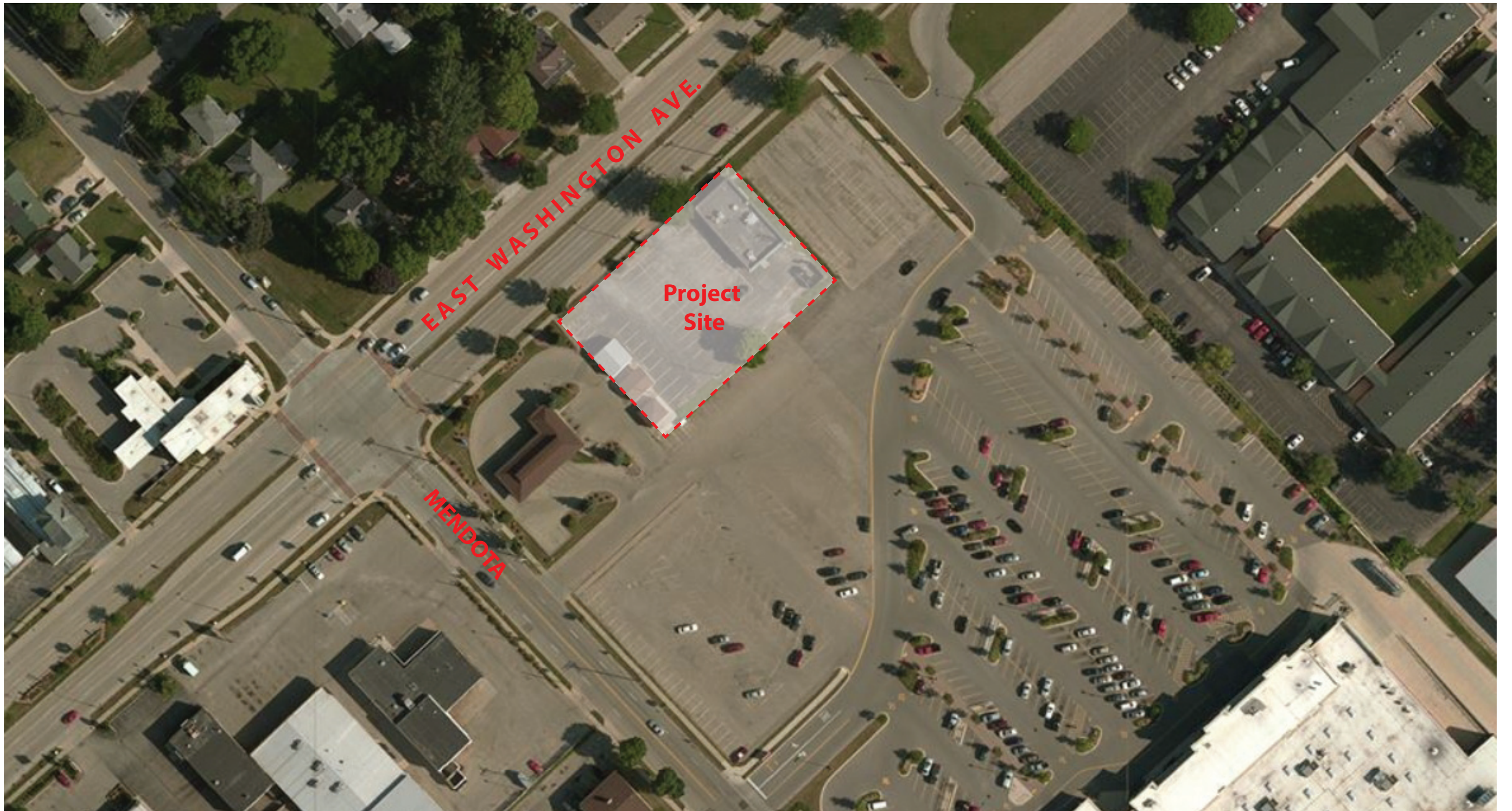
Thank you for your time in reviewing our proposal.

Sincerely,



John Seamon  
Architectural Director  
Iconica

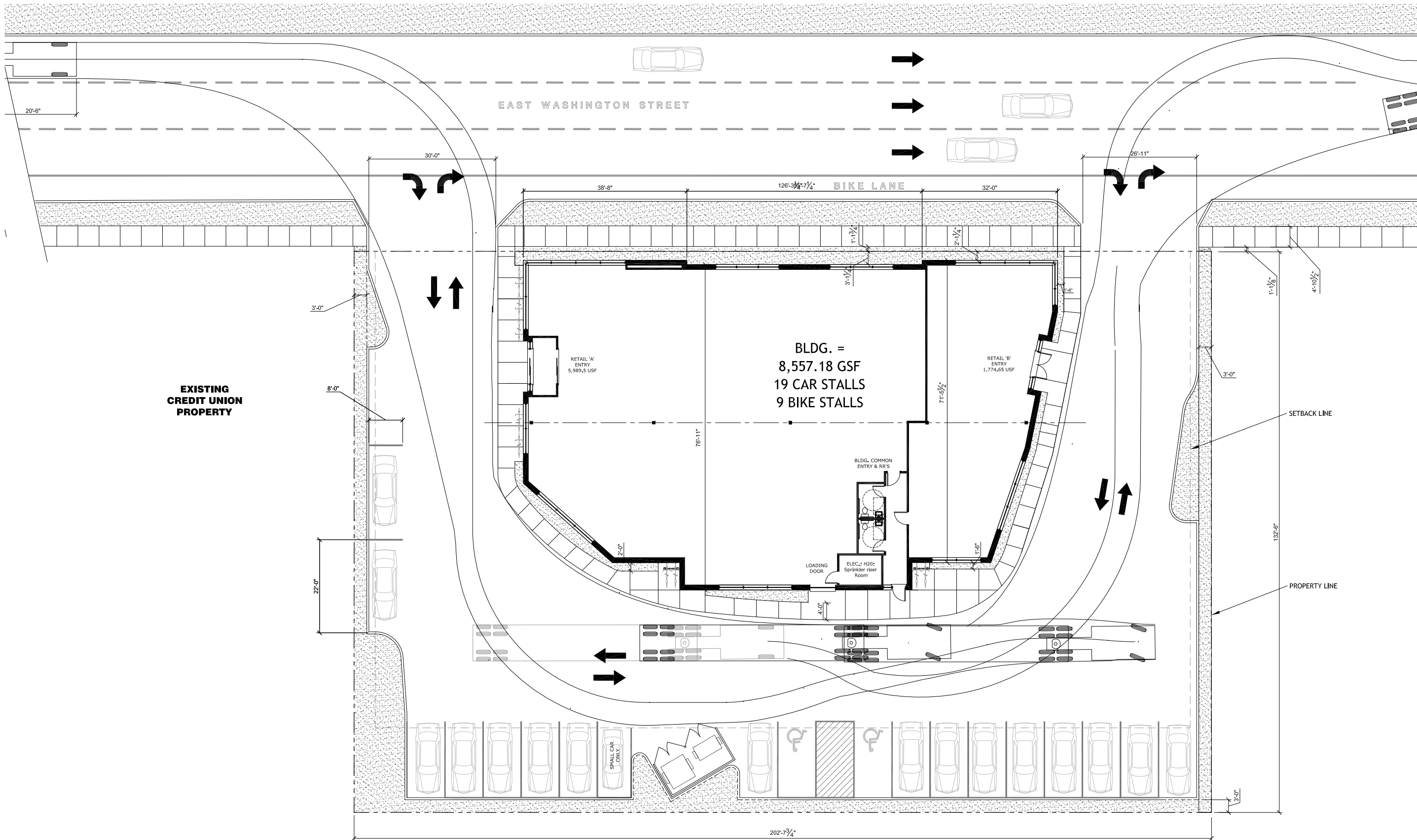




Locator Map







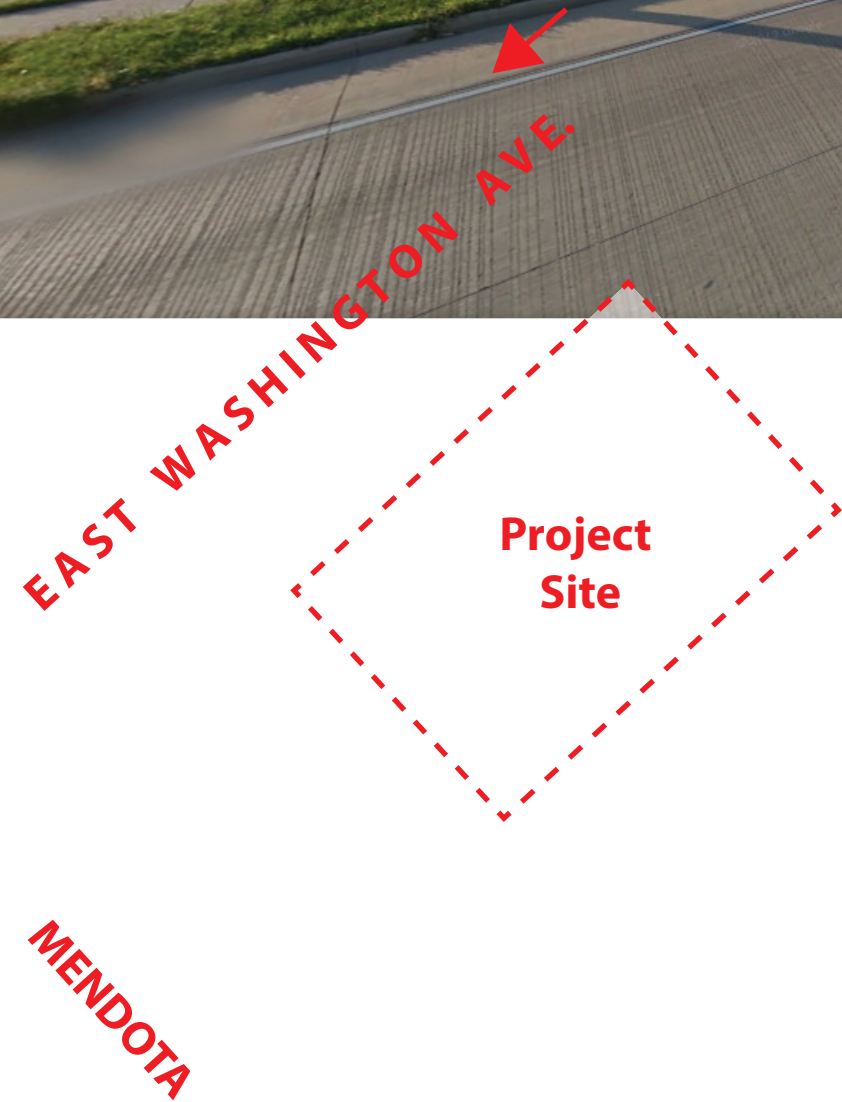
**SITE PLAN Erik's Bikes - Skis - Boards**  
 3825 of East Washington Ave.  
 Madison, Wisconsin



11.24.2014







Context Photo  
Looking South-West #1







EAST WASHINGTON AVE.

Project Site

MENDOTA

Context Photo  
Looking South-West #2







EAST WASHINGTON AVE.

Project Site

MENDOTA

Context Photo  
Looking North - East







**EAST WASHINGTON AVE.**

**Project Site**

**MENDOTA**

Context Photo  
Looking South







Erik's - Multi Tenant Retail  
View Looking East from East Washington Ave.







Erik's - Multi Tenant Retail  
View Looking South from East Washington Ave.







Erik's - Multi Tenant Retail  
View Looking West from property corner







Erik's - Multi Tenant Retail  
View Looking North from property corner



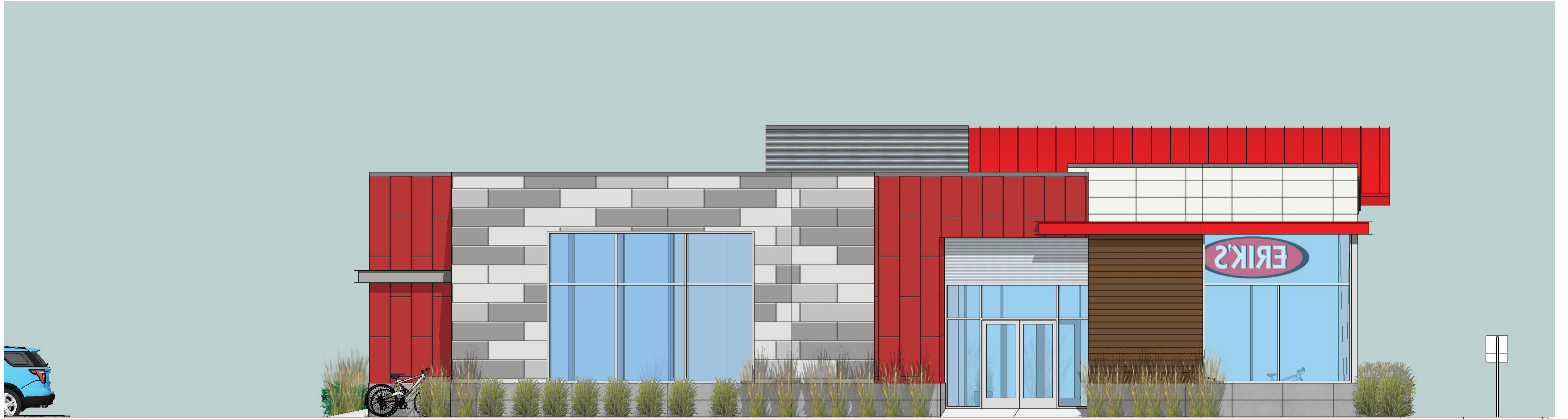




Erik's - Multi Tenant Retail  
Street Elevation







Erik's - Multi Tenant Retail  
East Elevation







Erik's - Multi Tenant Retail  
South Elevation



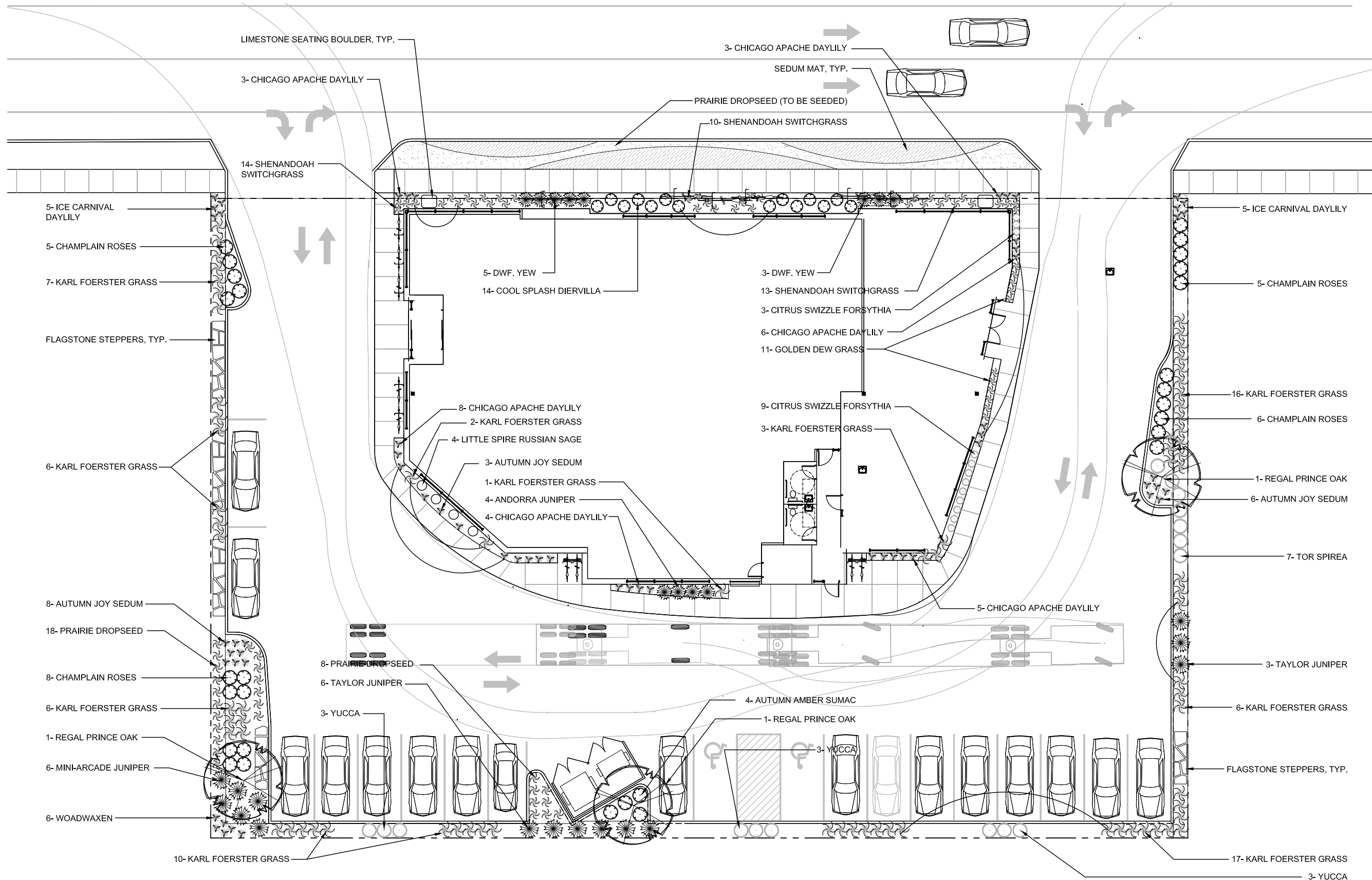




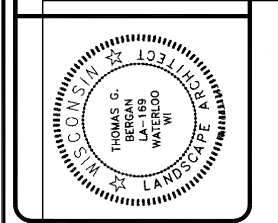
Erik's - Multi Tenant Retail  
West Elevation







**MCKAY NURSERY COMPANY**  
 Since 1897 - An Employee Owned Company  
 PO Box 185  
 750 S. Monroe Street  
 Waterloo, WI 53584  
 www.mckaynursery.com  
 (T) 920.478.2121  
 (F) 800.236.4242  
 (F) 920.478.3615



**ERIK'S BIKES  
 SKIS AND BOARDS**  
 MADISON, WISCONSIN

Drawing Title  
**Landscape Plan**

DRAWN BY  
 Eric Seidel  
 PROJECT NUMBER  
 ERIK'S BIKES  
 DATE  
 11.21.14  
 CAD FILE  
 14\_11.21 Landscape  
 SHEET  
 1 OF 2  
 SHEET NUMBER  
**L1**



OVERALL LANDSCAPE CALCULATIONS

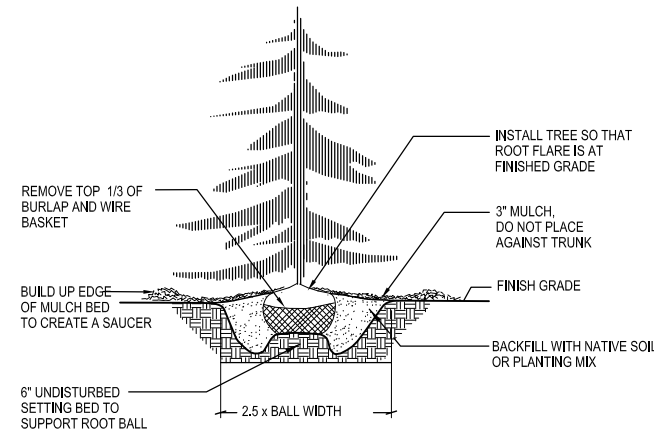
DEVELOPED AREA	18,315 SF
REQUIRED LANDSCAPE UNITS	61 UNITS
LANDSCAPE POINTS REQUIRED	305 POINTS
LANDSCAPE POINTS PROVIDED	991 POINTS

PLANT SCHEDULE-- PROPOSED PLANTINGS

DECIDUOUS TREES		Qty	Size	Points
Regal Prince Oak	Quercus robur x bicolor 'Long'	3	2 1/2" B&B	105
DECIDUOUS SHRUBS				
Champlain Rose	Rosa 'Champlain'	24	3 gal. Cont.	72
Woodwaxen	Genista tinctoria	19	5 gal. Cont.	57
Yucca	Yucca filamentosa	6	3 gal. Cont.	18
Autumn Amber Sumac	Rhus trilobata 'Autumn Amber'	4	3 gal. Cont.	12
Birchleaf Spirea	Spirea betulifolia 'Tor'	7	3 gal. Cont.	21
Cool Splash Diervilla	Diervilla sessilifolia 'LPDC Podaras'	14	3 gal. Cont.	42
Citrus Swizzle Forsythia	Forsythia viridissima 'McKCitrine'	12	3 gal. Cont.	36
EVERGREEN SHRUBS				
Mini Arcade Juniper	Juniperus sabina 'Mini Arcade'	6	5 gal. Cont.	24
Andorra Juniper	Juniperus horizontalis 'Plumosa'	4	5 gal. Cont.	16
Dwarf Yew	Taxus cuspidata 'Nana'	8	5 gal. Cont.	32
UPRIGHT EVERGREEN				
Taylor Juniper	Juniperus virginiana 'Taylor'	9	5' B&B	90
HERBACEOUS PLANTS				
Karl Foerster Reed Grass	Calamagrostis acutiflora 'Karl Foerster'	74	1 gal. Cont.	148
Prairie Dropseed	Sporobolus heterolepis	26	1 gal. Cont.	52
Golden Dew Grass	Deschampsia cespitosa 'Goldtau'	11	1 gal. Cont.	22
Shenandoah Switchgrass	Panicum virgatum 'Shenandoah'	37	1 gal. Cont.	74
Cardinal Flower	Labellia cardinalis	12	1 gal. Cont.	24
Autumn Joy Sedum	Sedum x Herbstfruede"	17	1 gal. Cont.	34
Chicago Apache Daylily	Hemerocallis 'Chicago Apache'	29	1 gal. Cont.	58
Ice Carnival Daylily	Hemerocallis 'Ice Carnival'	10	1 qt. Cont.	20
Little Spire Russian Sage	Perovskia 'Little Spire'	4	1 qt. Cont.	8
Gold Dew Grass	Deschampsia 'Gold Dew'	11	1 gal. Cont.	26
<b>TOTAL POINTS</b>				<b>991</b>

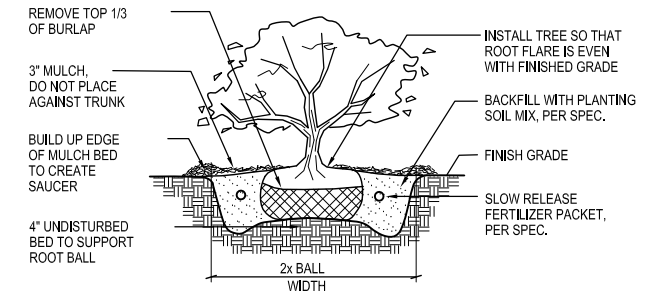
Notes:

- Contractor shall contact Diggers Hotline prior to starting work and shall be responsible for verification of all utilities.
- Upon completion of the work, remove all excess materials, debris tools, and equipment from the site. Contractor shall repair any damage to plant material and lawn areas resulting from mobilization, storage or construction.
- Final layout and materials shall be approved by landscape architect prior to installation.
- Contractor shall be responsible of clean-up of all disturbed areas. Disturbed lawn areas shall be seeded. All turf areas shall be covered with Futera Erosion Netting.
- See specifications for additional notes.
- Existing plants to remain will be flagged by Landscape Architect. Planting layout shall be adjusted on-site to accommodate existing plantings.
- All planting beds shall be mulch with 1.5" diameter washed stone over filter fabric.



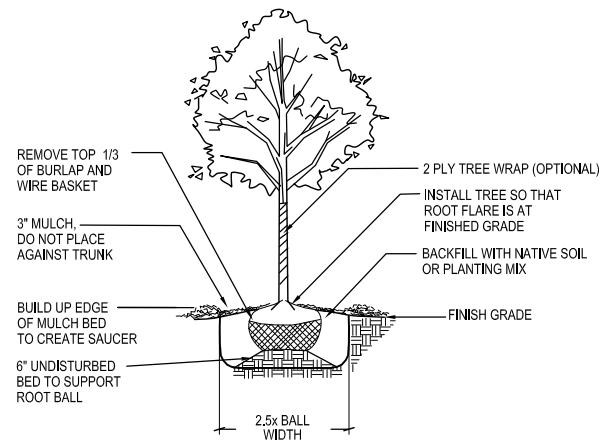
B&B EVERGREEN TREE PLANTING DETAIL

NTS



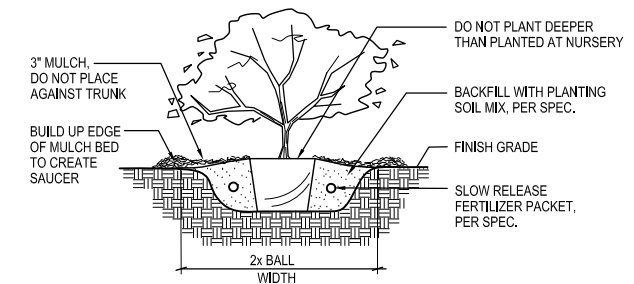
B&B SHRUB PLANTING DETAIL

NTS



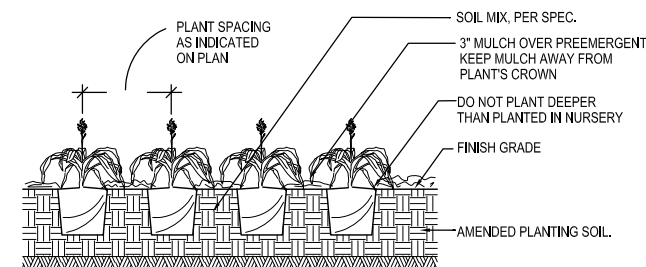
B&B TREE PLANTING DETAIL

NTS



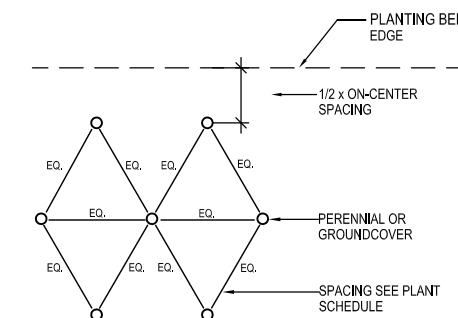
POTTED / CONTAINER PLANTING DETAIL

NTS



PERENNIAL / PLUG PLANTING DETAIL

NTS



PLANT SPACING DETAIL

NTS

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 MADISON, WISCONSIN

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**Landscape Plan**

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