

URBAN DESIGN COMMISSION APPLICATION

UDC

City of Madison
Planning Division
Madison Municipal Building, Suite 017
215 Martin Luther King, Jr. Blvd.
P.O. Box 2985
Madison, WI 53701-2985
(608) 266-4635



FOR OFFICE USE ONLY:

Paid _____ Receipt # _____

Date received _____

Received by _____

4/25/22
11:59 a.m.

RECEIVED

Aldermanic District _____

Zoning District _____

Urban Design District _____

Submittal reviewed by _____

Legistar # _____

Complete all sections of this application, including the desired meeting date and the action requested.

If you need an interpreter, translator, materials in alternate formats or other accommodations to access these forms, please call the phone number above immediately.

1. Project Information

Address: 3401 E. Washington Avenue, Madison, WI 53704

Title: _____

2. Application Type (check all that apply) and Requested Date

UDC meeting date requested 5/11/2022

- New development Alteration to an existing or previously-approved development
 Informational Initial approval Final approval

3. Project Type

- Project in an Urban Design District
 Project in the Downtown Core District (DC), Urban Mixed-Use District (UMX), or Mixed-Use Center District (MXC)
 Project in the Suburban Employment Center District (SEC), 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 Residential Building Complex

Signage

- Comprehensive Design Review (CDR)
 Signage Variance (i.e. modification of signage height, area, and setback)
 Signage Exception

Other

- Please specify

4. Applicant, Agent, and Property Owner Information

Applicant name Mike Slavish
Street address 150 E Gilman Street, Suite 1500
Telephone 608-807-1430

Company Wisconsin Housing Preservation Corp
City/State/Zip Madison, WI 53703
Email msslavish@whpccorp.org

Project contact person Kevin Burow
Street address 7601 University Avenue, Ste 201
Telephone 608-836-3690

Company Knothe & Bruce Architects
City/State/Zip Middleton, WI 53562
Email kburow@knothebruce.com

Property owner (if not applicant) Wisconsin Housing Preservation Corp (Contractual Owner of Property) - Contact: Mike Slavish
Street address 150 E Gilman Street, Suite 1500
Telephone 608-807-1430
City/State/Zip Madison, WI 53703
Email msslavish@whpccorp.org

5. Required Submittal Materials

- Application Form**
- Letter of Intent**
 - If the project is within an Urban Design District, a summary of how the development proposal addresses the district criteria is required
 - For signage applications, a summary of how the proposed signage is consistent with the applicable CDR or Signage Variance review criteria is required.
- Development Plans** (Refer to checklist on Page 4 for plan details)
- Filing fee**
- Electronic Submittal***
- Notification to the District Alder**
 - Please provide an email to the District Alder notifying them that you are filing this UDC application. Please send this as early in the process as possible and provide a copy of that email with the submitted application.

Each submittal must include fourteen (14) 11" x 17" **collated** paper copies. Landscape and Lighting plans (if required) must be **full-sized and legible**. Please refrain from using plastic covers or spiral binding.

Both the paper copies and electronic copies must be submitted prior to the application deadline before an application will be scheduled for a UDC meeting. Late materials will not be accepted. A completed application form is required for each UDC appearance.

For projects also requiring Plan Commission approval, applicants must also have submitted an accepted application for Plan Commission consideration prior to obtaining any formal action (initial or final approval) from the UDC. All plans must be legible when reduced.

**Electronic copies of all items submitted in hard copy are required. Individual PDF files of each item submitted should be compiled on a CD or flash drive, or submitted via email to udcapplications@cityofmadison.com. The email must include the project address, project name, and applicant name. Electronic submittals via file hosting services (such as Dropbox.com) are not allowed. Applicants who are unable to provide the materials electronically should contact the Planning Division at (608) 266-4635 for assistance.*

6. Applicant Declarations

1. Prior to submitting this application, the applicant is required to discuss the proposed project with Urban Design Commission staff. This application was discussed with Jessica Vaughn on 04/22/2022.
2. 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 Mike Slavish, Wisconsin Housing Preservation Corp Relationship to property Contractual Owner of Property
 Authorizing signature of property owner  Date 4/22/22

7. Application Filing Fees

Fees are required to be paid with the first application for either initial or final approval of a project, unless the project is part of the combined application process involving the Urban Design Commission in conjunction with Plan Commission and/or Common Council consideration. Make checks payable to City Treasurer. Credit cards may be used for application fees of less than \$1,000.

Please consult the schedule below for the appropriate fee for your request:

- Urban Design Districts: \$350 (per §35.24(6) MGO).
- Minor Alteration in the Downtown Core District (DC) or Urban Mixed-Use District (UMX) : \$150 (per §33.24(6)(b) MGO)
- Comprehensive Design Review: \$500 (per §31.041(3)(d)(1)(a) MGO)
- Minor Alteration to a Comprehensive Sign Plan: \$100 (per §31.041(3)(d)(1)(c) MGO)
- All other sign requests to the Urban Design Commission, including, but not limited to: appeals from the decisions of the Zoning Administrator, requests for signage variances (i.e. modifications of signage height, area, and setback), and additional sign code approvals: \$300 (per §31.041(3)(d)(2) MGO)

A filing fee is not required for the following project applications if part of the combined application process involving both Urban Design Commission and Plan Commission:

- Project in the Downtown Core District (DC), Urban Mixed-Use District (UMX), or Mixed-Use Center District (MXC)
- Project in the Suburban Employment Center District (SEC), Campus Institutional District (CI), or Employment Campus District (EC)
- Planned Development (PD): General Development Plan (GDP) and/or Specific Implementation Plan (SIP)
- Planned Multi-Use Site or Residential Building Complex

April 25, 2022

Jessica Vaughn, AICP
Urban Design Commission Secretary – Planning Division
Department of Planning & Community & Economic Development
215 Martin Luther King Jr. Blvd | Suite 017
PO Box 2985
Madison, WI 53701



Re: Letter of Intent – UDC
Informational 3401 E. Washington
Avenue
KBA Project #2209

Ms. Jessica Vaughn,

The following is submitted together with the plans and applications for staff and Urban Design Commission consideration.

The redevelopment of 3401 E. Washington Drive is at the intersection of East Washington Avenue and North Fair Oaks Avenue and is located within Urban Design District #5. This project entails the removal of the existing Gardner Bakery building and the construction of a new mixed-use, multi-family development with the following buildings:

- A 2-story, 12-unit building with 3-bedroom townhomes
- A 5-story, 77-unit building with a mixture of one-, two- and three-bedroom units, an exercise room, a community room and approximately 3,500 SF of commercial space
- A 3-story, 46-unit building with a mixture of one-, two- and three-bedroom units and a community room
- A 5-story, 110-unit building with a mixture of one-, two- and three-bedroom units, a community room and a shared rooftop plaza

Each of these buildings have underground parking, with the townhome building being connected to the 77 unit building for a larger shared parking area. As part of this development, we are also creating a large green space amenity that will be open to the public and will serve as a transition to the adjacent Hawthorn Elementary School. We are also creating strong pedestrian connections across the development to this new parkland area and enhancing the pedestrian connection to the school.

We are excited about this opportunity to bring much-needed workforce housing to this area and help strengthen this community.

Thank you for your time reviewing our proposal. Sincerely,

A handwritten signature in black ink that reads 'Kevin Burow'.

Kevin Burow, AIA, NCARB, LEED AP
Managing Member





The Site Today

- 3401 East Washington Avenue, Madison, WI
- 6.4 acres
- Vacant since 2019



Gardner Bakery Redevelopment
Site Plan
E. Washington Ave. & N. Fair Oaks Ave., Madison, WI
April 25, 2022





knothe • bruce
ARCHITECTS

Phone: 7601 University Ave., Ste 201
608.836.3690 Middleton, WI 53562

ISSUED
Issued for UDC Informational - April 25, 2022

PROJECT TITLE
WHPC
Gardner Bakery
Redevelopment

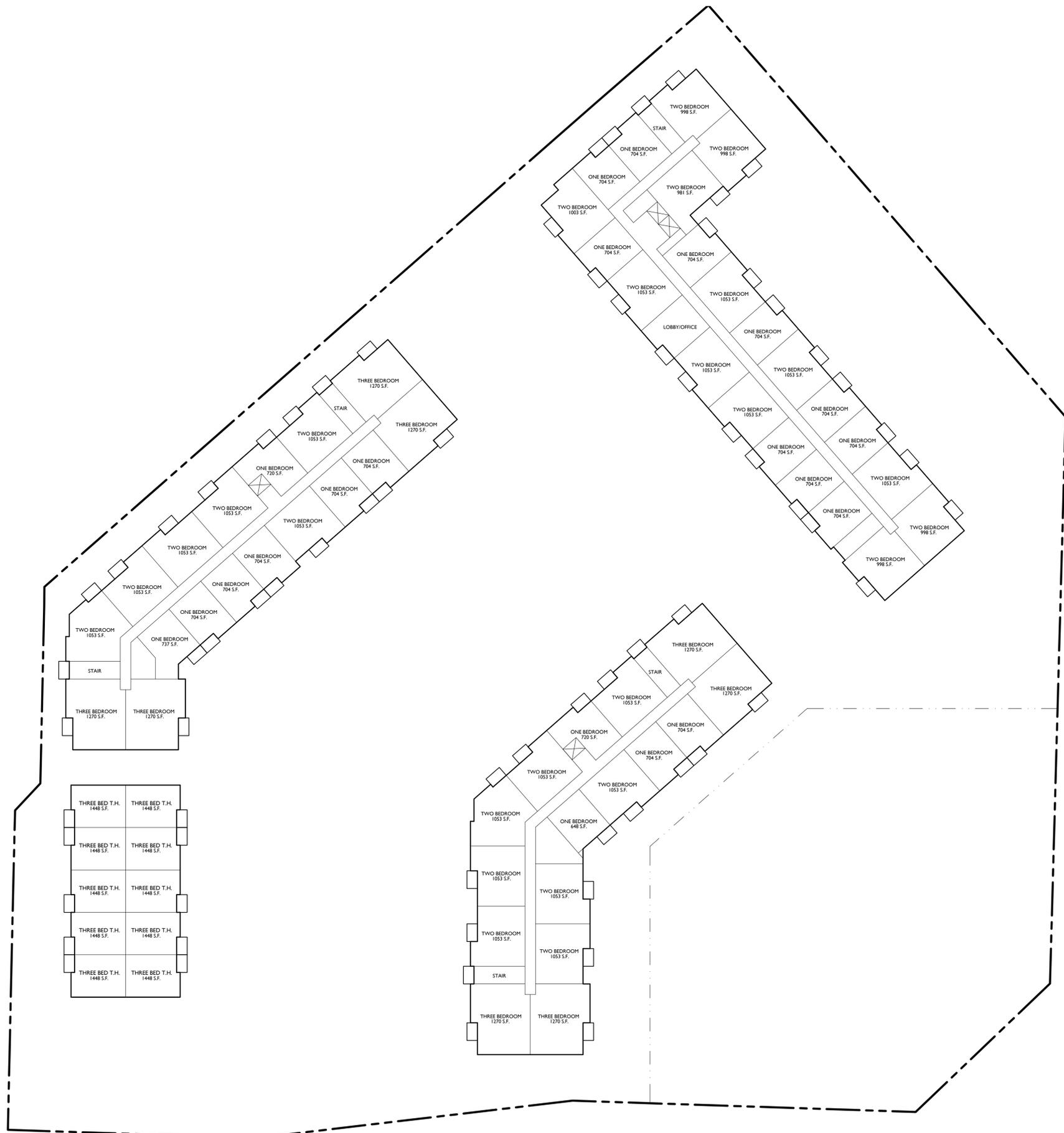
E Washington Avenue
& N Fair Oaks Avenue
Madison, Wisconsin
SHEET TITLE
**Second Floor
Plans**

SHEET NUMBER

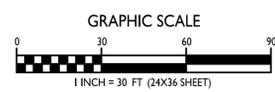
A-1.2

PROJECT NO. **2209**

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1
A-1.2
SECOND FLOOR PLANS
1" = 30'-0"





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PROJECT TITLE
WHPC
Gardner Bakery
Redevelopment

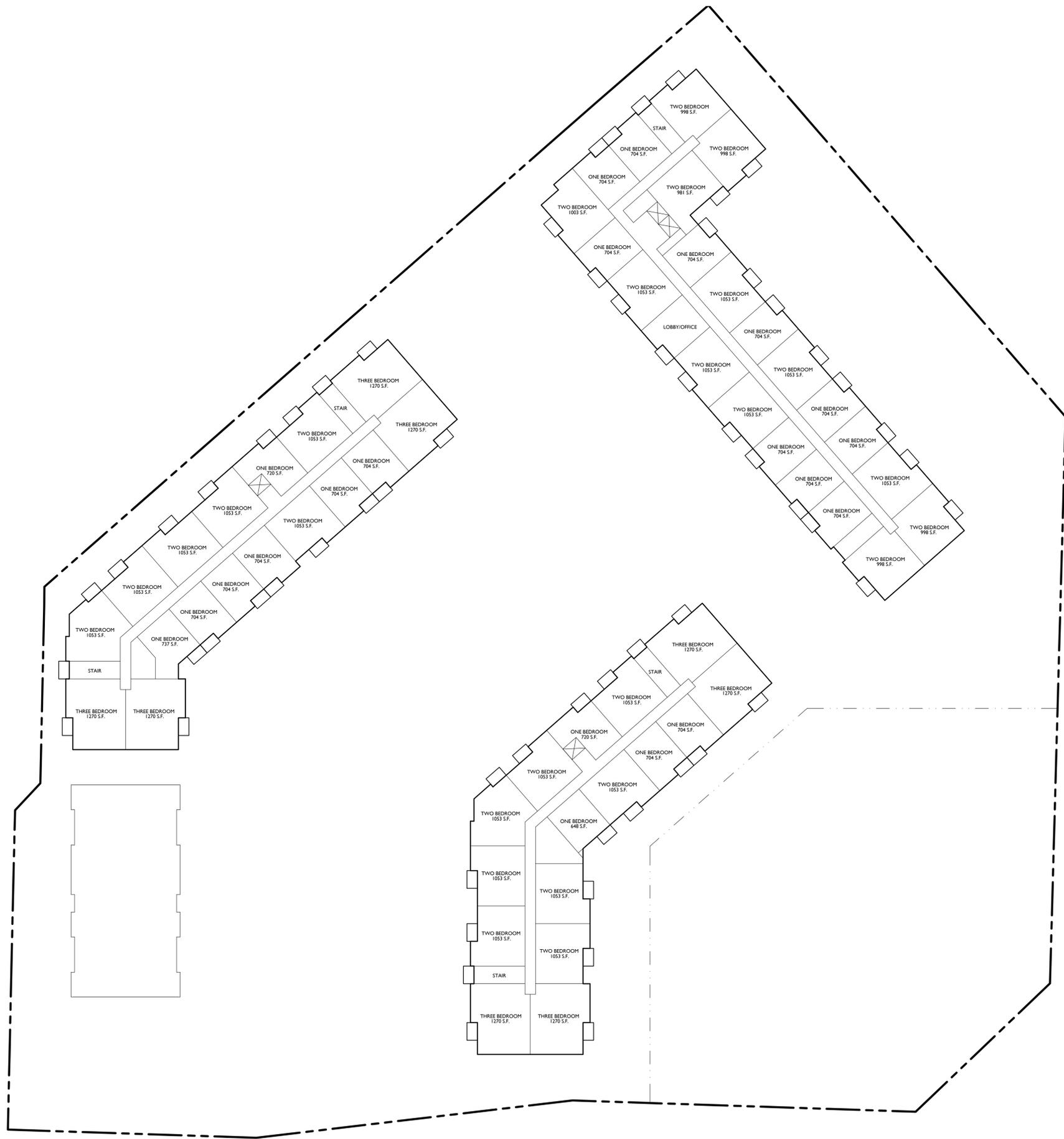
E Washington Avenue
& N Fair Oaks Avenue
Madison, Wisconsin
SHEET TITLE
Third Floor Plans

SHEET NUMBER

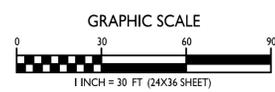
A-1.3

PROJECT NO. **2209**

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THIRD FLOOR PLANS
A-1.3 1" = 30'-0"





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PROJECT TITLE
WHPC
Gardner Bakery
Redevelopment

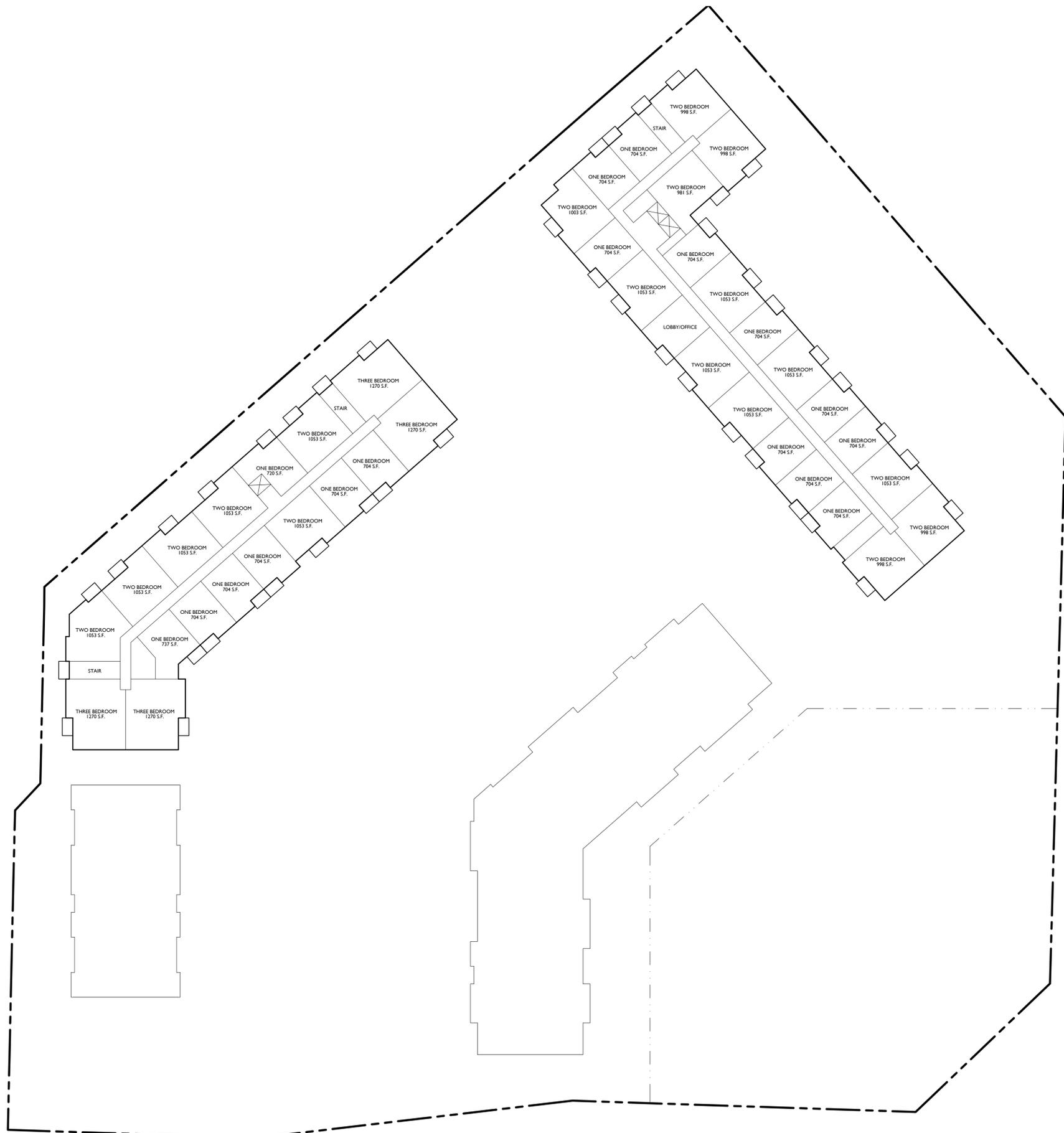
E Washington Avenue
& N Fair Oaks Avenue
Madison, Wisconsin
SHEET TITLE
Fourth Floor Plans

SHEET NUMBER

A-1.4

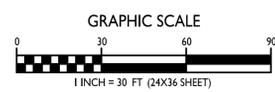
PROJECT NO. **2209**

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FOURTH FLOOR PLANS

1" = 30'-0"



GRAPHIC SCALE

1 INCH = 30 FT (24X36 SHEET)



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ISSUED
Issued for UDC Informational - April 25, 2022

PROJECT TITLE
WHPC
Gardner Bakery
Redevelopment

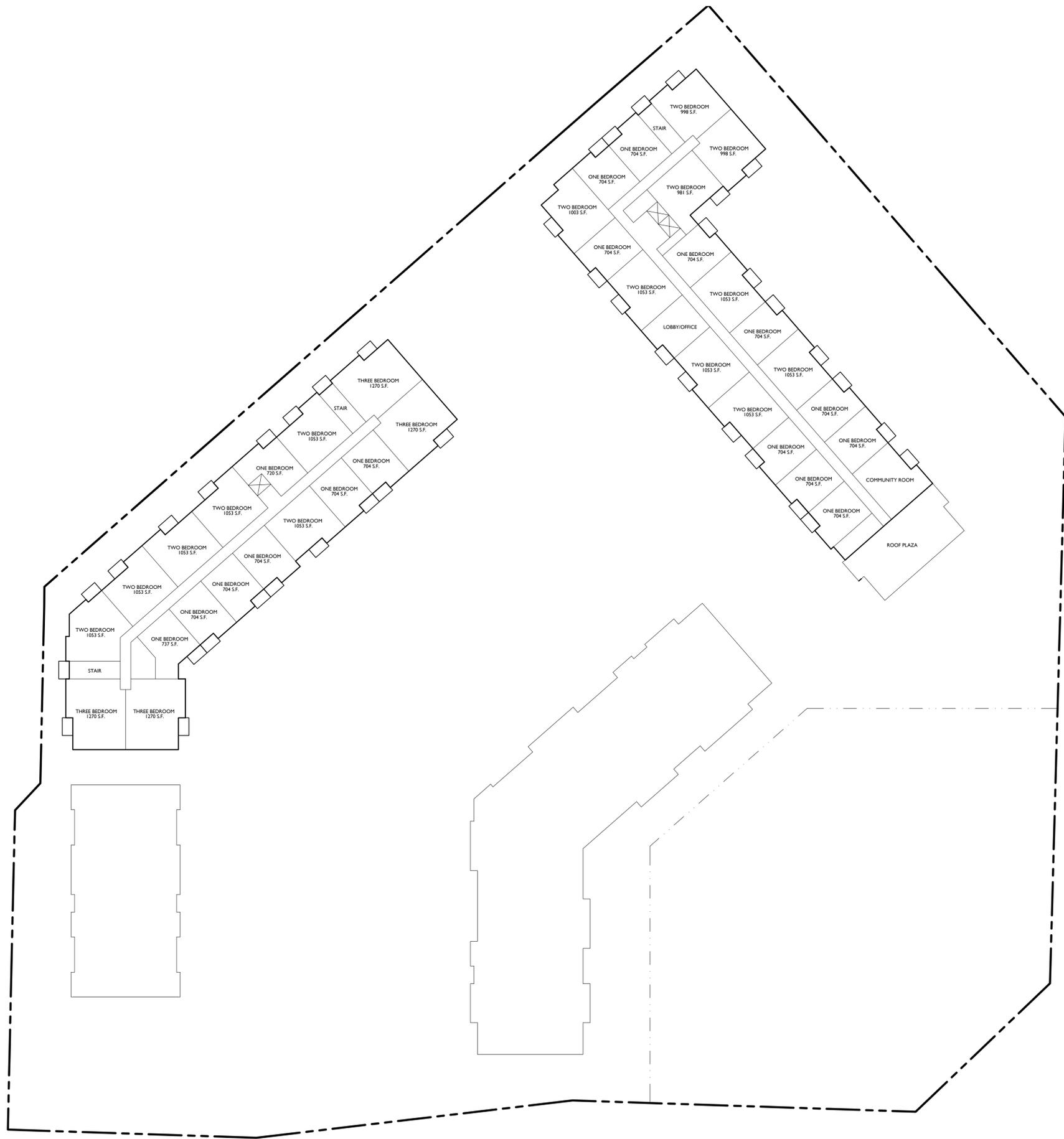
E Washington Avenue
& N Fair Oaks Avenue
Madison, Wisconsin
SHEET TITLE
Fifth Floor Plans

SHEET NUMBER

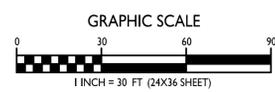
A-1.5

PROJECT NO. **2209**

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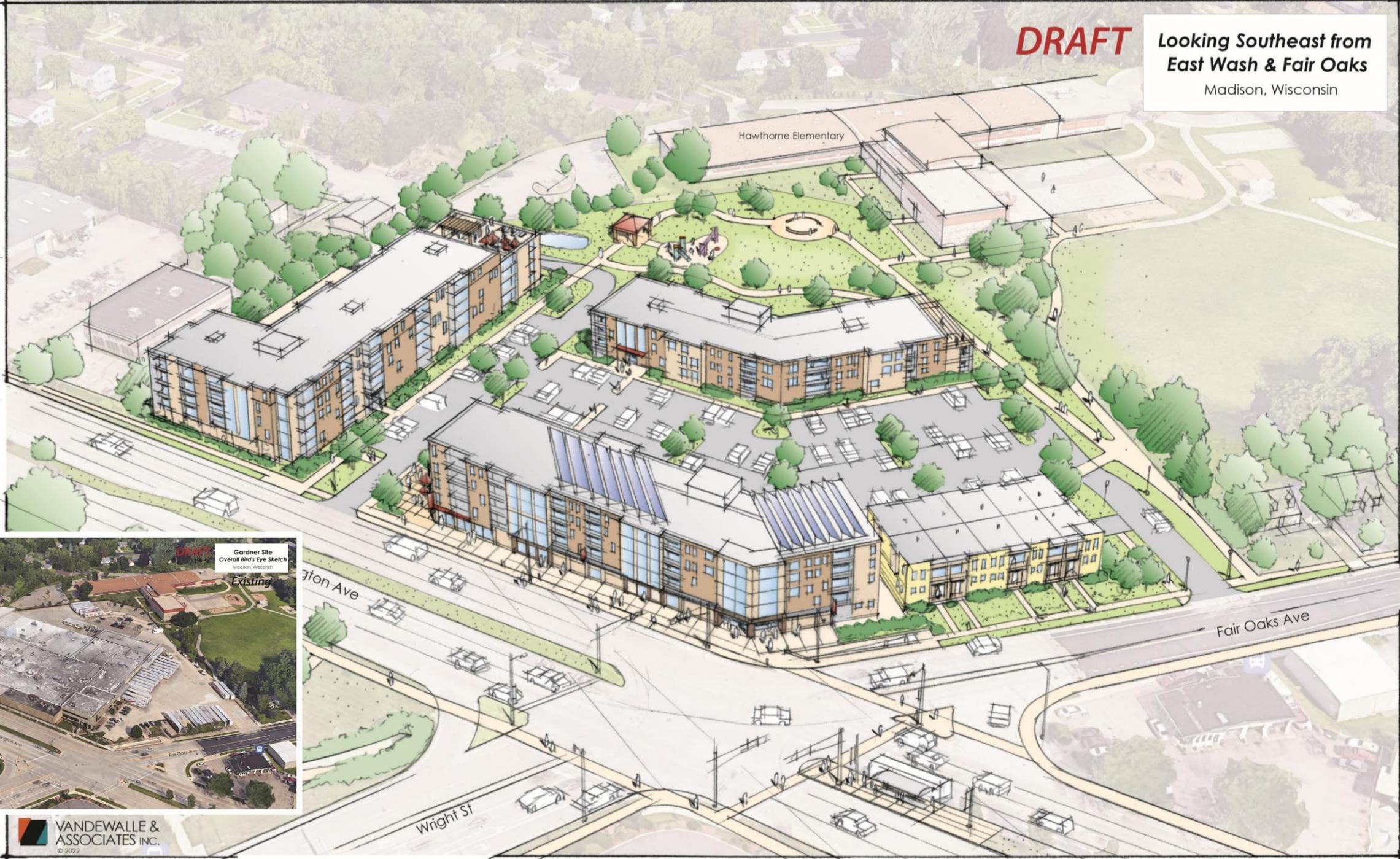


FIFTH FLOOR PLANS
1
A-1.5
1" = 30'-0"



DRAFT

**Looking Southeast from
East Wash & Fair Oaks**
Madison, Wisconsin



^ View Today

DRAFT



Fair Oaks

East Washington

Existing

Gardner Site
Park Bird's Eye Sketch
Madison, Wisconsin

**Looking Northwest from
Hawthorne Elementary**
Madison, Wisconsin

Revised: April 12, 2022

**VANDEWALLE &
ASSOCIATES INC.**
© 2022



^ View Today



knothe bruce
ARCHITECTS

Phone: 7601 University Ave. #201
608.836.3690 Middleton, WI 53562

NOT FOR CONSTRUCTION



1 COLORED ELEVATION - BLDG 1 1.0
A202 1/8" = 1'-0"



2 COLORED ELEVATION - BLDG 1 1.1
A202 1/8" = 1'-0"

ISSUED

PROJECT TITLE
WHPC
Gardner Bakery
Redevelopment

E Washington Avenue
& Fair Oaks Avenue
Madison, Wisconsin
SHEET TITLE
EXTERIOR
ELEVATIONS

SHEET NUMBER

A201
PROJECT NUMBER 2209

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1 COLORED ELEVATION - BLDG 2 1.0
1/8" = 1'-0"



2 COLORED ELEVATION - BLDG 2 1.1
1/8" = 1'-0"

NOT FOR CONSTRUCTION

ISSUED

PROJECT TITLE
WHPC
Gardner Bakery
Redevelopment

E Washington Avenue
& Fair Oaks Avenue
Madison, Wisconsin
SHEET TITLE
**EXTERIOR
ELEVATIONS**

SHEET NUMBER

A202
PROJECT NUMBER 2209



1 COLORED ELEVATION - BLDG 3
1/8" = 1'-0"



2 COLORED ELEVATION - TOWNHOUSE
1/8" = 1'-0"

NOT FOR CONSTRUCTION

ISSUED

PROJECT TITLE
WHPC
Gardner Bakery
Redevelopment

E Washington Avenue
& Fair Oaks Avenue
Madison, Wisconsin
SHEET TITLE

COLORED
EXTERIOR
ELEVATIONS

SHEET NUMBER

A203
PROJECT NUMBER 2209

EXTERIOR MATERIAL SCHEDULE			EXTERIOR MATERIAL SCHEDULE		
BUILDING ELEMENT	MANUFACTURER	COLOR	BUILDING ELEMENT	MANUFACTURER	COLOR
(#9) - BRICK VENEER 1	NA	CREAM	(#1) - COMPOSITE LAP SIDING	JAMES HARDIE	RICH ESPRESSO
(#10) - BRICK VENEER 2	NA	RED	(#2) - COMPOSITE LAP SIDING	JAMES HARDIE	IRON GRAY
(#11) - CAST STONE 1	NA	TBD	(#3) - COMPOSITE LAP SIDING	NA	CARABOU TRAILS - RUSTIC SERIES
(#12) - CAST STONE 2	NA	TBD	(#4) - COMPOSITE LAP SIDING	JAMES HARDIE	LIGHT MIST
(#13) - COMPOSITE WINDOWS	ANDERSON	BLACK	(#5) - COMPOSITE LAP SIDING	JAMES HARDIE	DEEP OCEAN
(#14) - RAILINGS & HANDRAILS	SUPERIOR	BLACK	(#6) - COMPOSITE LAP SIDING	JAMES HARDIE	EVENING BLUE
TREATED-EXPOSED DECK BEAMS	N/A	BROWN TREATED	(#7) - MCM PANEL	NA	WHITE
			(#8) - TRIM	N/A	MATCH ADJ.















