

# 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** mslavish@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** mslavish@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](mailto: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



**77 UNITS**  
(5 STORY)  
54 PARKING STALLS  
34 - ONE BEDROOMS  
24 - TWO BEDROOMS  
19 - THREE BEDROOMS

**110 UNITS**  
(5 STORY)  
90 PARKING STALLS  
54 - ONE BEDROOMS  
56 - TWO BEDROOMS

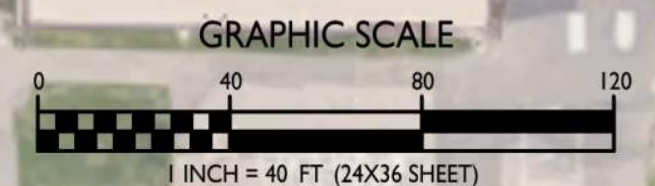
**46 UNITS**  
(3 STORY)  
48 PARKING STALLS  
12 - ONE BEDROOMS  
22 - TWO BEDROOMS  
12 - THREE BEDROOMS

**12 UNITS**  
(2 STORY)  
24 PARKING STALLS  
12 - THREE BEDROOMS

**DEVELOPMENT SUMMARY**

**245 UNITS**  
100 - ONE BEDROOMS  
102 - TWO BEDROOMS  
43 - THREE BEDROOMS

216 - UNDERGROUND STALLS  
162 - SURFACE PARKING STALLS  
378 - PARKING STALLS  
1.54 PARKING RATIO



**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  
**First Floor Plans**

SHEET NUMBER

**A-1.1**

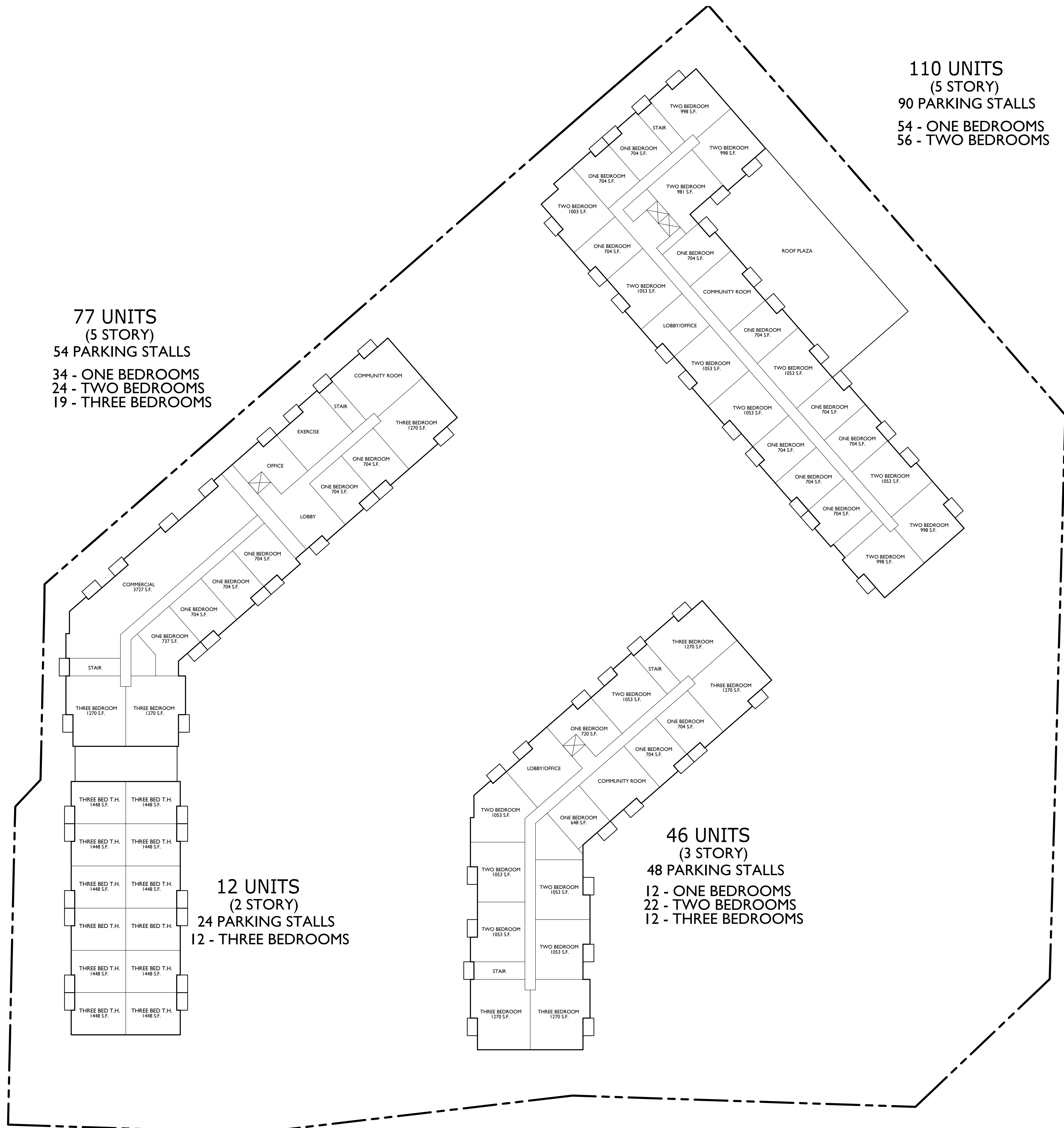
PROJECT NO. **2209**  
© Knothe & Bruce Architects, LLC

**110 UNITS**  
**(5 STORY)**  
**90 PARKING STALLS**  
**54 - ONE BEDROOMS**  
**56 - TWO BEDROOMS**

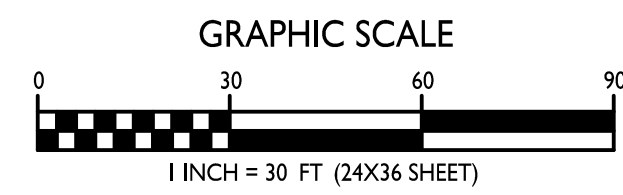
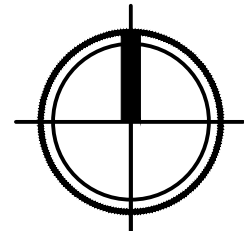
**77 UNITS**  
**(5 STORY)**  
**54 PARKING STALLS**  
**34 - ONE BEDROOMS**  
**24 - TWO BEDROOMS**  
**19 - THREE BEDROOMS**

**12 UNITS**  
**(2 STORY)**  
**24 PARKING STALLS**  
**12 - THREE BEDROOMS**

**46 UNITS**  
**(3 STORY)**  
**48 PARKING STALLS**  
**12 - ONE BEDROOMS**  
**22 - TWO BEDROOMS**  
**12 - THREE BEDROOMS**



**FIRST FLOOR PLANS**  
1" = 30'-0"





**knothe • bruce**  
ARCHITECTS

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608.836.3690 Middleton, WI 53562

ISSUED  
Issued for UDC Informational - April 25, 2022

PROJECT TITLE  
**WHPC**  
Gardner Bakery  
Redevelopment

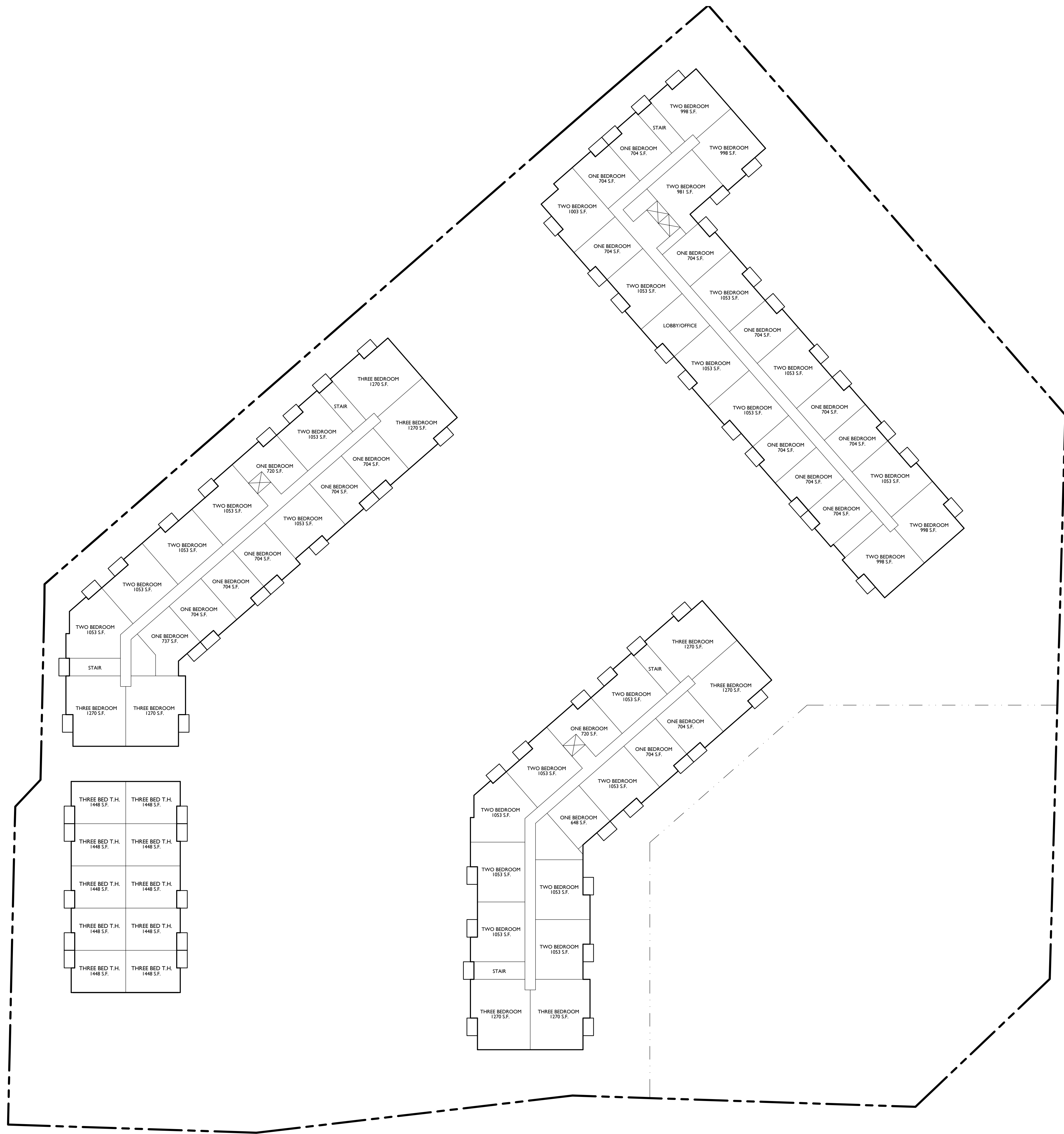
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& N Fair Oaks Avenue  
Madison, Wisconsin  
SHEET TITLE  
**Second Floor  
Plans**

SHEET NUMBER

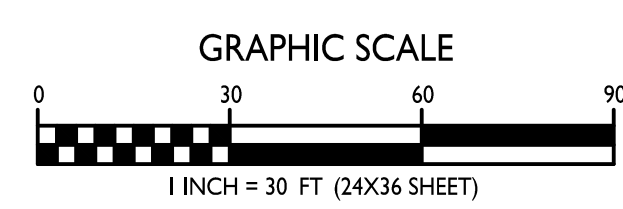
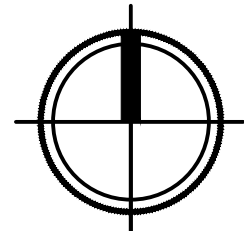
**A-1.2**

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

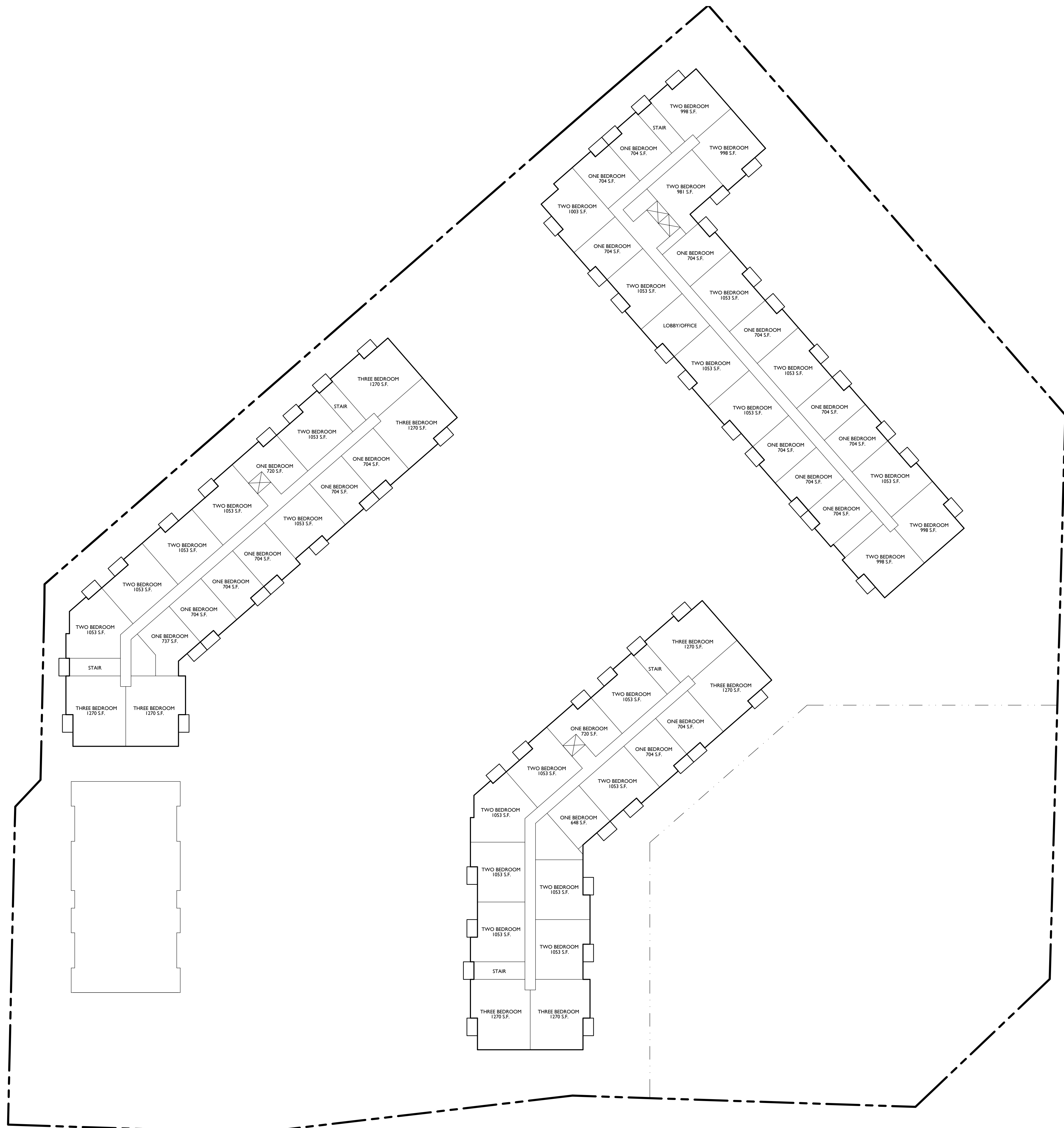
E Washington Avenue  
& N Fair Oaks Avenue  
Madison, Wisconsin  
SHEET TITLE  
**Third Floor Plans**

SHEET NUMBER

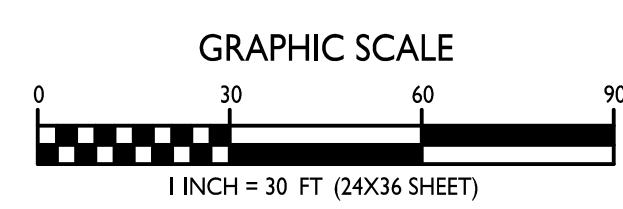
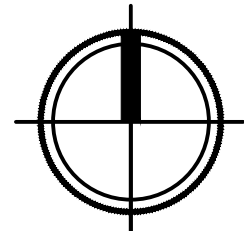
**A-1.3**

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**

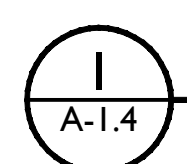
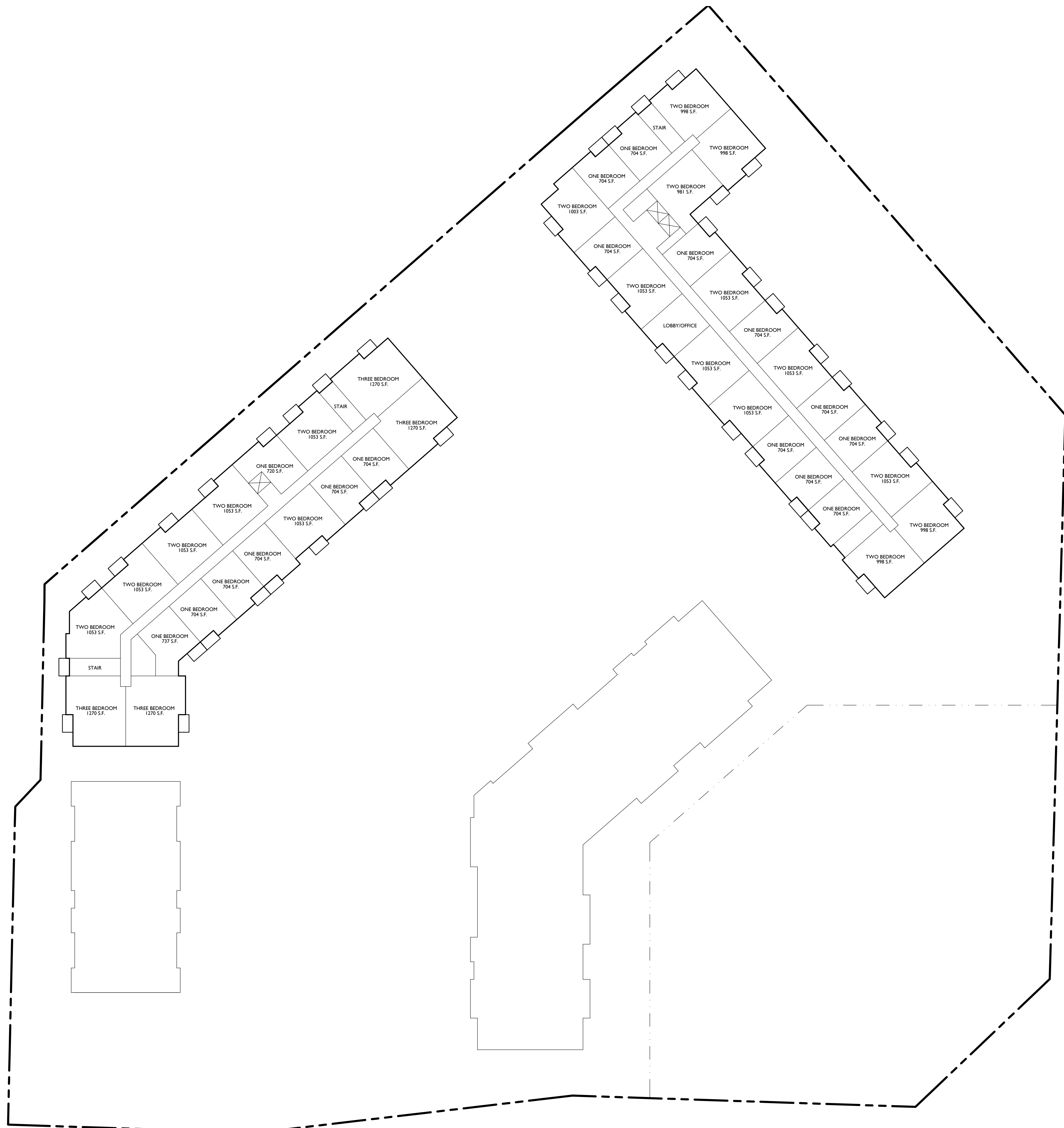
E Washington Avenue  
& N Fair Oaks Avenue  
Madison, Wisconsin  
SHEET TITLE  
**Fourth Floor Plans**

SHEET NUMBER

**A-1.4**

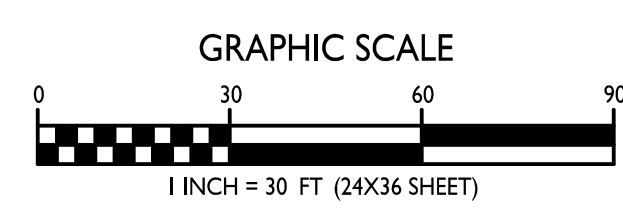
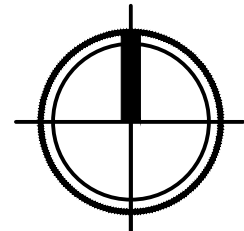
PROJECT NO. **2209**

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**FOURTH FLOOR PLANS**

1" = 30'-0"



GRAPHIC SCALE



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Issued for UDC Informational - April 25, 2022

PROJECT TITLE  
**WHPC**  
Gardner Bakery  
Redevelopment

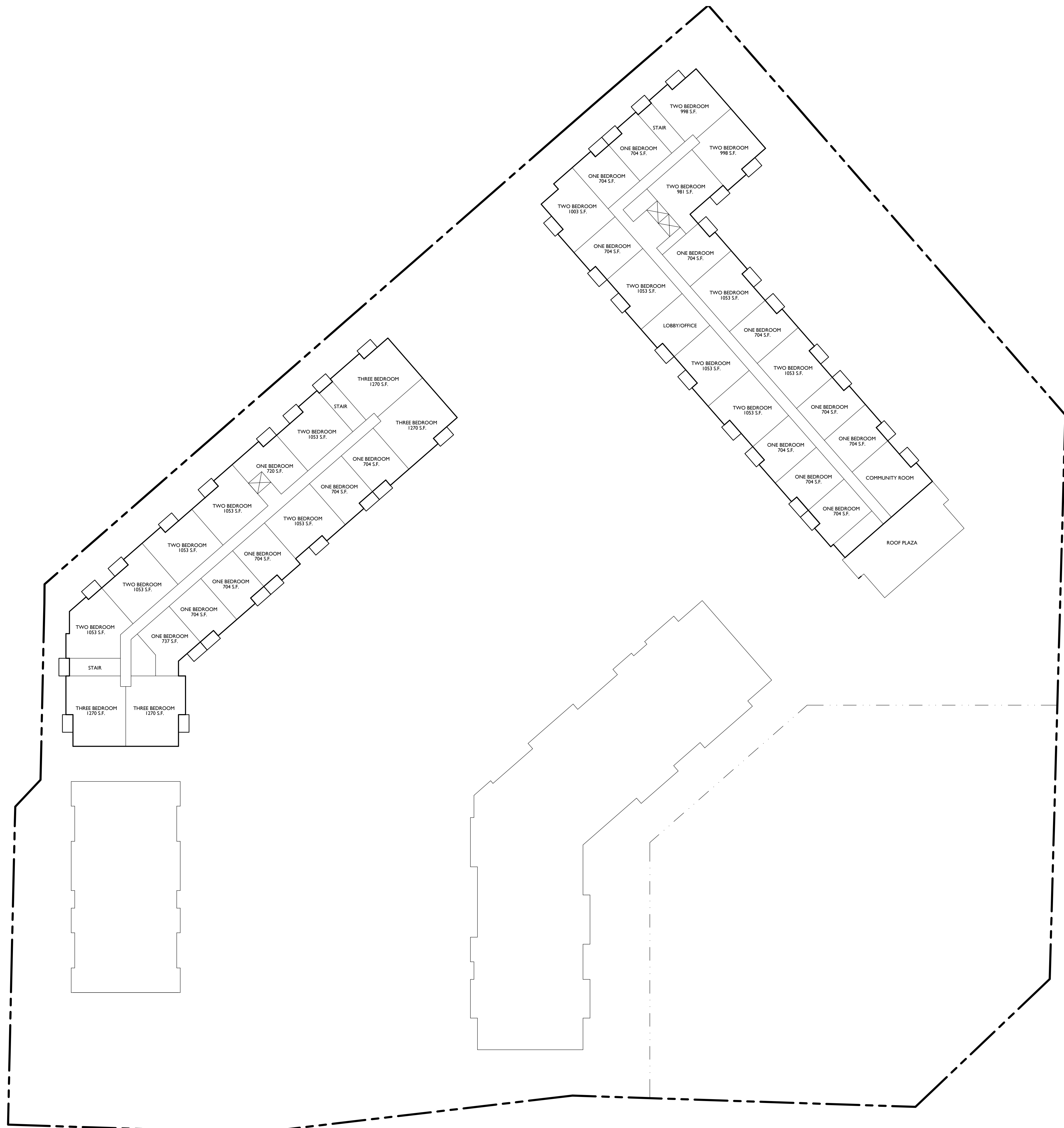
E Washington Avenue  
& N Fair Oaks Avenue  
Madison, Wisconsin  
SHEET TITLE  
**Fifth Floor Plans**

SHEET NUMBER

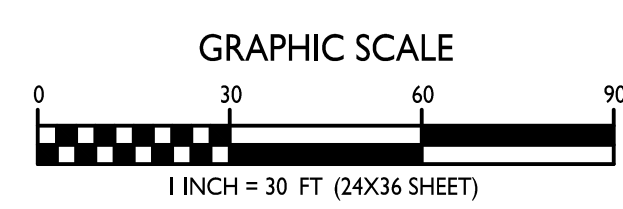
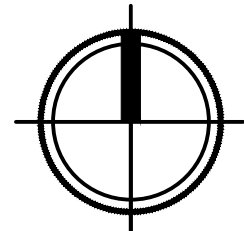
**A-1.5**

PROJECT NO. **2209**

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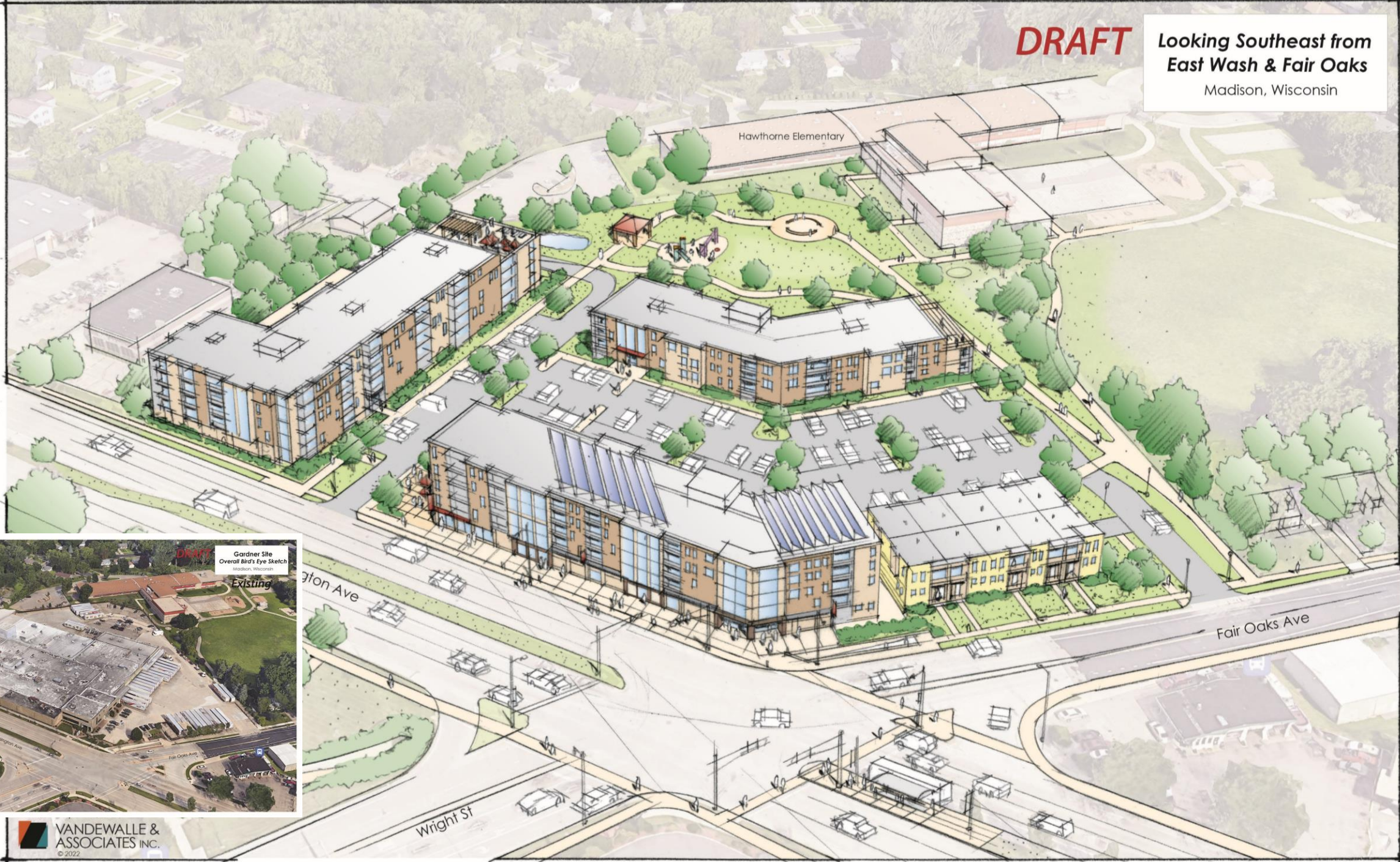


**FIFTH FLOOR PLANS**  
1  
A-1.5 1" = 30'-0"



**DRAFT**

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



^ View Today

**DRAFT**



East Washington

Fair Oaks

Looking Northwest from  
Hawthorne Elementary  
Madison, Wisconsin



Existing  
Gardner Site  
Park Bird's Eye Sketch  
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  
 A201 1/8" = 1'-0"



2 COLORED ELEVATION - BLDG 2 1.1  
 A201 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.

















