

URBAN DESIGN COMMISSION APPLICATION



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 _____

Aldermanic District _____

Zoning District _____

Urban Design District _____

Submittal reviewed by _____

Legistar # _____

RECEIVED 2/22/21 8:48 p.m.

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: 1254 E Washington

Title: Facade Grant - exterior improvements

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

UDC meeting date requested 2/24/21

- 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
facade grant

4. Applicant, Agent, and Property Owner Information

Applicant name PHIL PARHAMOVICH
Street address 1254 E. WASHINGTON
Telephone 608-304-5070

Company _____
City/State/Zip _____
Email _____

Project contact person _____
Street address _____
Telephone _____

Company _____
City/State/Zip _____
Email _____

Property owner (if not applicant) _____
Street address _____
Telephone _____

City/State/Zip _____
Email _____

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 2/9/21 Facade Grant team review on 2/9/21.
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 PHIL PARHAMOVICH Relationship to property OWNER

Authorizing signature of property owner  Date 2-10-21

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

The items listed below are minimal application requirements for the type of approval indicated. Please note that the UDC and/or staff may require additional information in order to have a complete understanding of the project.

1. Informational Presentation

- Locator Map
- 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)
- Contextual site information, including photographs and layout of adjacent buildings/structures
- Site Plan
- Two-dimensional (2D) images of proposed buildings or structures.

Providing additional information beyond these minimums may generate a greater level of feedback from the Commission.

Requirements for All Plan Sheets

1. Title block
2. Sheet number
3. North arrow
4. Scale, both written and graphic
5. Date
6. Fully dimensioned plans, scaled at 1"= 40' or larger

**** All plans must be legible, including the full-sized landscape and lighting plans (if required)**

2. Initial Approval

- Locator Map
- Letter of Intent (If the project is within a Urban Design District, a summary of how the development proposal addresses the district criteria is required)
- Contextual site information, including photographs and layout of adjacent buildings/structures
- Site Plan showing location of existing and proposed buildings, walks, drives, bike lanes, bike parking, and existing trees over 18" diameter
- Landscape Plan and Plant List (*must be legible*)
- Building Elevations in both black & white and color for all building sides (include material callouts)
- PD text and Letter of Intent (if applicable)

Providing additional information beyond these minimums may generate a greater level of feedback from the Commission.

3. Final Approval

All the requirements of the Initial Approval (see above), **plus:**

- Grading Plan
- Proposed Signage (if applicable)
- Lighting Plan, including fixture cut sheets and photometrics plan (*must be legible*)
- Utility/HVAC equipment location and screening details (with a rooftop plan if roof-mounted)
- PD text and Letter of Intent (if applicable)
- Samples of the exterior building materials (presented at the UDC meeting)

4. Comprehensive Design Review (CDR) and Variance Requests (Signage applications only)

- Locator Map
- Letter of Intent (a summary of how the proposed signage is consistent with the CDR or Signage Variance criteria is required)
- Contextual site information, including photographs of existing signage both on site and within proximity to the project site
- Site Plan showing the location of existing signage and proposed signage, dimensioned signage setbacks, sidewalks, driveways, and right-of-ways
- Proposed signage graphics (fully dimensioned, scaled drawings, including materials and colors, and night view)
- Perspective renderings (emphasis on pedestrian/automobile scale viewsheds)
- Illustration of the proposed signage that meets Ch. 31, MGO compared to what is being requested.
- Graphic of the proposed signage as it relates to what the Ch. 31, MGO would permit

City of Madison, Wisconsin

REPORT OF: FAÇADE IMPROVEMENT GRANT STAFF TEAM

TO: URBAN DESIGN COMMISSION

Façade Improvement Grant Application:
1: 1254 E Washington Ave (E Washington Ave & Baldwin St sides)

AUTHOR: Tom Otto
Office of Business Resources
Economic Development Division

DATED: March 10, 2021

SUMMARY:

On October 3, 2000, the Common Council adopted Resolution No. 61179, approving the Objectives and Criteria for the Façade Improvement Grant Program. The resolution specifies that all Façade Improvement proposals be referred to the Urban Design Commission for comments and recommendations.

Attached for your review is the following Facade Improvement proposal:

- 1. 1254 E Washington Ave (E Washington Ave & Baldwin St sides)
Grantee: Phil Parhamovich**

The scope of the exterior work will include:

E Washington Ave side of building:

- a. Improve building façade by creating wood architectural detailing with panels and faux windows**
- b. Removal of paint on brick**

Total project cost (E Washington Ave side) is estimated at \$20,000.00. Façade Improvement Grant not to exceed \$10,000.

Baldwin St side of building:

- a. **Replace two (2) doors and one (1) panel**
- b. **Removal of paint on brick. Sealing of brick.**
- c. **Other (See Attachments for all Specifications).**

Total project cost (Baldwin St side) is estimated at \$20,000.00. Façade Improvement Grant not to exceed \$10,000.

RECOMMENDATION:

The above Façade Improvement Grant proposal has been reviewed by the Façade Improvement Grant Program staff team and meets the requirements of the program. The Staff Team recommends approval of the above Facade Improvement Grant proposal.

February 4, 2021

1254 E Washington – Façade Grant Application

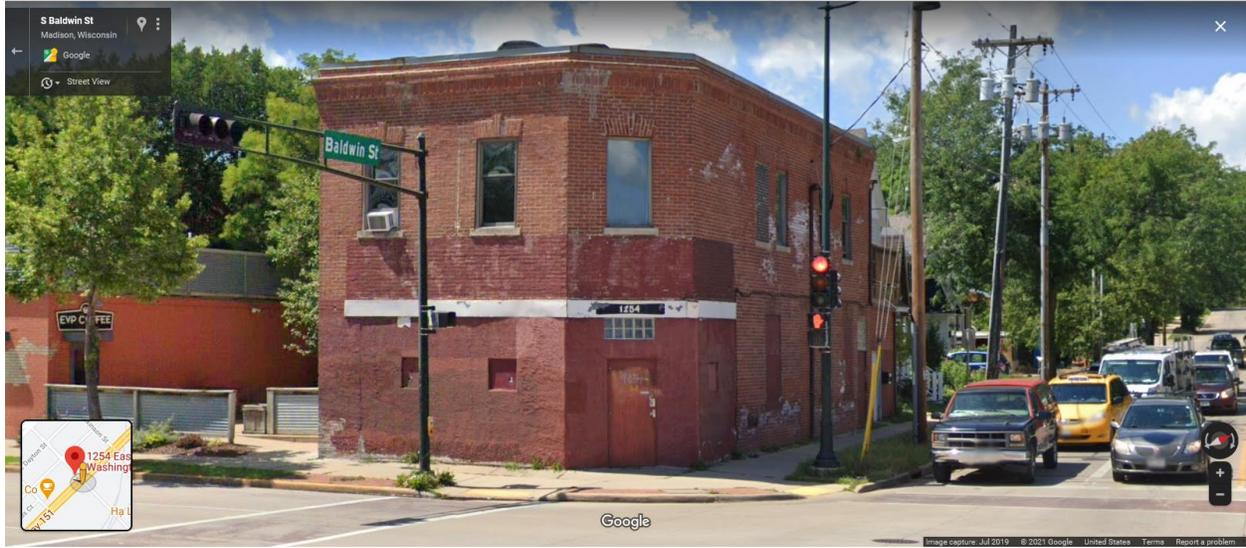
Site Information



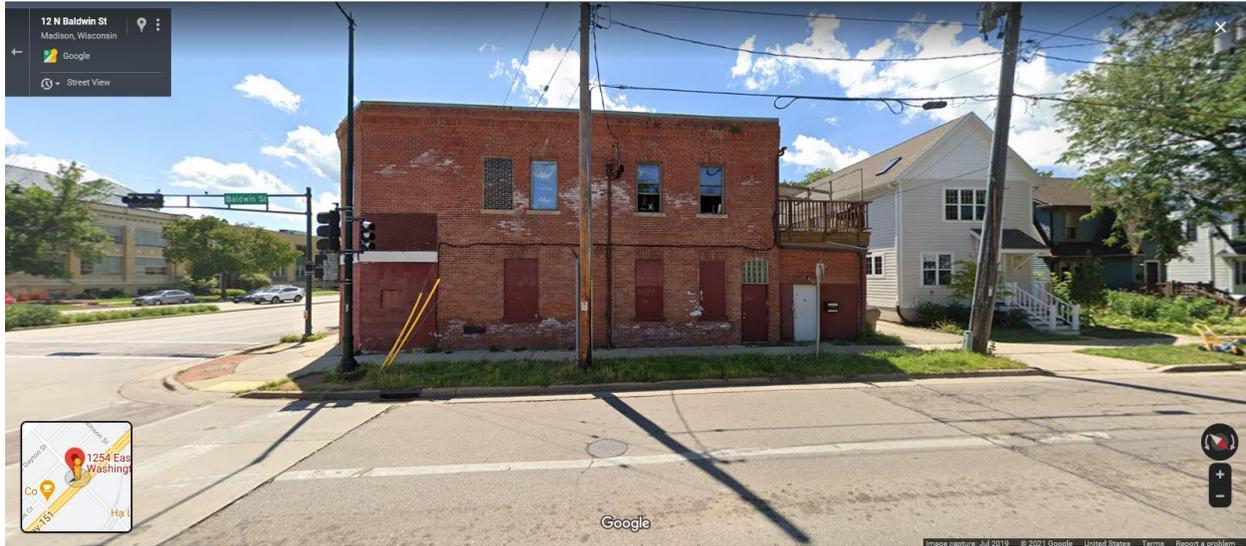
Locator Map



View from E. Washington Street



View from Corner of E. Wash & Baldwin

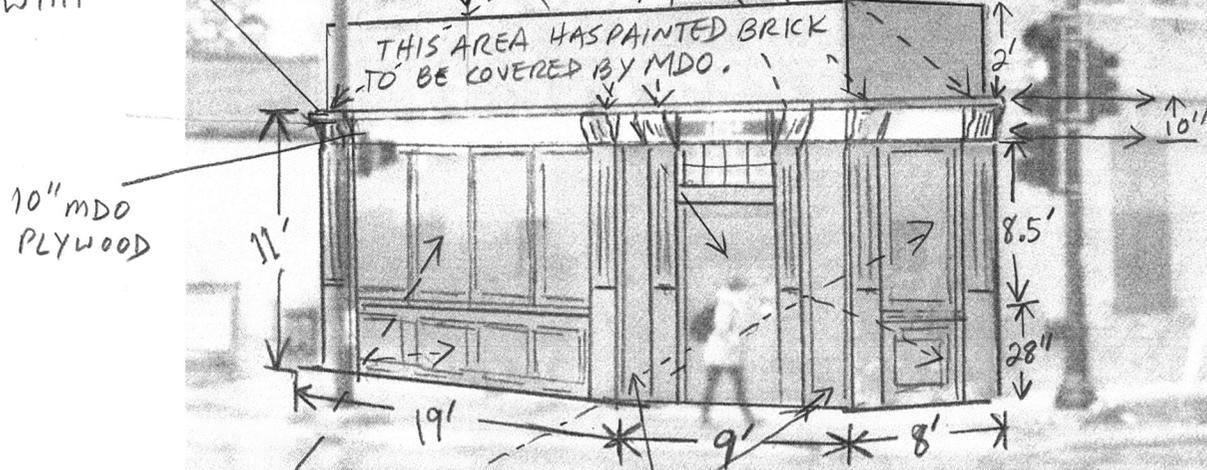


View from Baldwin Street

EXISTING METAL DOOR WITH GLASS BLOCK WINDOW IN TRANSOM TO BE LEFT.

MDO PLYWOOD BACKED FACADE. FACED WITH TRIM WORK ALL TO BE PAINTED DARK GREY. (ALMOST BLACK)
APPROX. 13'x36' AREA OF BUILDING FACING E. WASHINGTON
REST OF BUILDING TO BE EXISTING BRICK CLEANED. TO REMOVE EFFLORESCENCE.

11" MDO OVERHANG WITH METAL FLASHING
6 ORNATE CORBELS. 2 10" x 7" x 11" SUPPORTING 11" MDO OVERHANG WITH METAL WEATHER FLASHING ON TOP OF 7" x 130" x 1 3/4" FLUTED PLYWOOD PILASTERS WITH PLINTH.



MDO PLYWOOD PANEL FACED WITH CHAIR RAIL MOULDINGS TO CREATE 8 COPPERED 53.5" PANELS (4 ABOVE (102" x 53.5") AND 4 BELOW (28" x 53.5")) FACING EAST WASHINGTON, AND 2 x 82" PANELS (1 ABOVE, 1 BELOW) FACING BALDWIN.

REPLACE 2 DOORS + PLYWOOD PANEL

SW 7674

Peppercorn

Interior / Exterior

Location Number: 236-C7



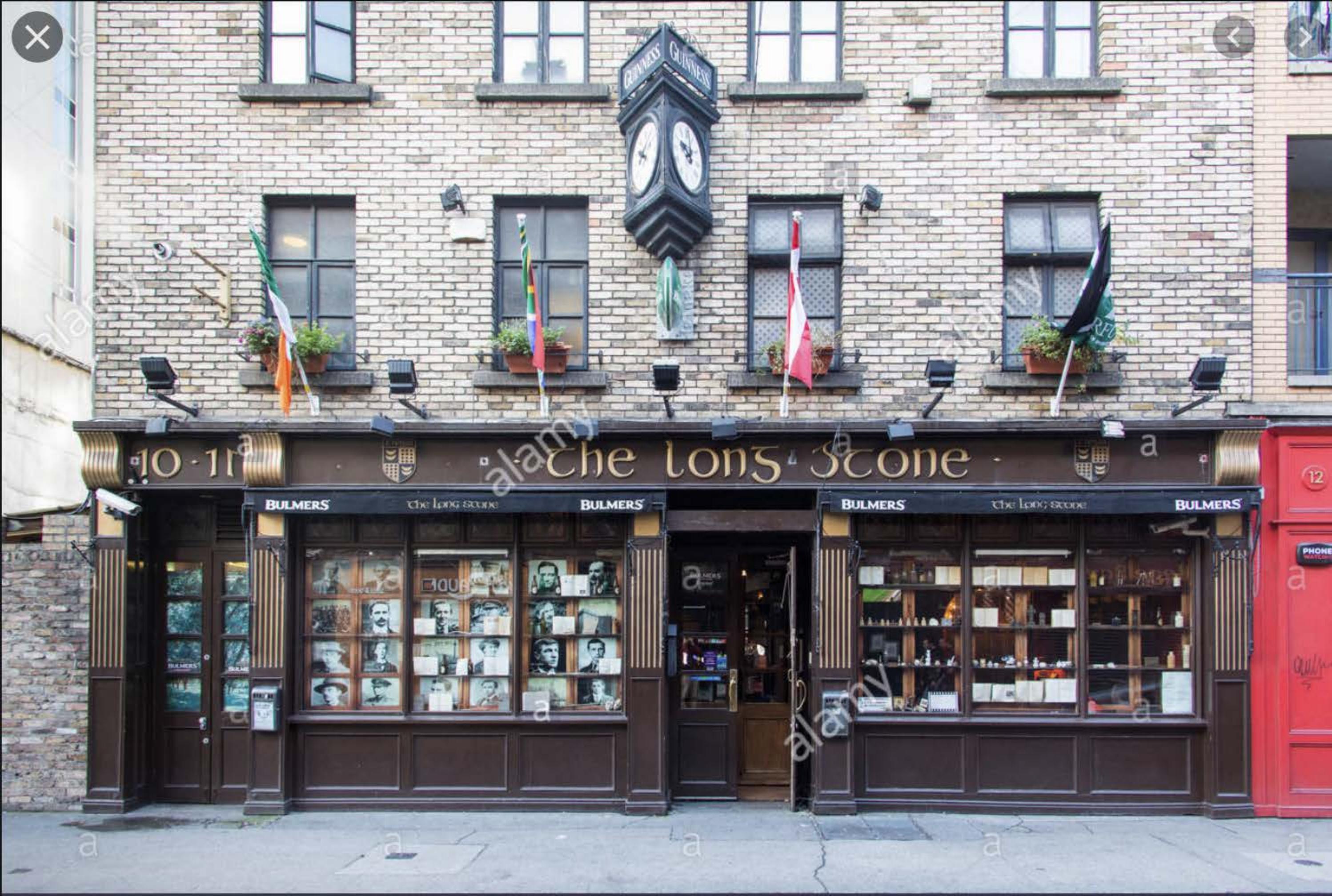
FIND INTERIOR PAINT ↗

FIND EXTERIOR PAINT ↗

Save to mySW ↗

Add to my Project List ↗





10-11

The Long Score

BULMERS

the long score

BULMERS

BULMERS

the long score

BULMERS

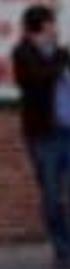
12

PHONE WATCH

McKENNYS
Irish Pub



Best of
McKENNY'S





Wines

MALONE'S

Spirits



MALONE'S

HOMEMADE
ROLLS
&
SANDWICHES
COFFEE
&
TEA

COUGAR
We See It All

The King of
The Hill
The Best of
The West

MALONE'S

OFF
LICENCE
FINE WINES
&
SPIRITS