

## 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:

Date Received 5/15/23 11:50 a.m.  Initial Submittal  
 Paid \_\_\_\_\_  Revised Submittal

**Complete all sections of this application, including the desired meeting date and the action requested.** If your project requires both UDC and Land Use application submittals, a completed [Land Use Application](#) and accompanying submittal materials are also required to be submitted.

*If you need an interpreter, translator, materials in alternate formats or other accommodations to access these forms, please call the Planning Division at (608) 266-4635.*

*Si necesita interprete, traductor, materiales en diferentes formatos, u otro tipo de ayuda para acceder a estos formularios, por favor llame al (608) 266-4635.*

*Yog tias koj xav tau ib tug neeg txhais lus, tus neeg txhais ntawv, los sis xav tau cov ntaub ntawv ua lwm hom ntawv los sis lwm cov kev pab kom paub txog cov lus qhia no, thov hu rau Koog Npaj (Planning Division) (608) 266-4635.*

## 1. Project Information

Address (list all addresses on the project site): 3100 E Washington Avenue, Madison, WI 53704

Title: 3100 E Washington

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

UDC meeting date requested May 31

- 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)  
 Modifications of Height, Area, and Setback  
 Sign Exceptions as noted in [Sec. 31.043\(3\)](#), MGO

## Other

- Please specify  
Conditional Use Permit

## 4. Applicant, Agent, and Property Owner Information

**Applicant name** Nick Orthmann  
 Street address 4011 80th St  
 Telephone 262-308-2656

Company Bear Development, LLC  
 City/State/Zip Kenosha, WI 53142  
 Email northmann@beardevelopment.com

**Project contact person** Nick Orthmann  
 Street address 4011 80th St  
 Telephone 262-308-265

Company Bear Development, LLC  
 City/State/Zip Kenosha, WI 53142  
 Email northmann@beardevelopment.com

**Property owner (if not applicant)** LLS Enterprises, LLC  
 Street address 2695 Ashbourne Lane  
 Telephone \_\_\_\_\_

City/State/Zip Madison, WI 53711  
 Email lskarty@tds.net

# URBAN DESIGN COMMISSION APPROVAL PROCESS



## Introduction

The City of Madison's Urban Design Commission (UDC) has been created to:

- Encourage and promote high quality in the design of new buildings, developments, remodeling, and additions so as to maintain and improve the established standards of property values within the City.
- Foster civic pride in the beauty and nobler assets of the City, and in all other ways possible assure a functionally efficient and visually attractive City in the future.

## Types of Approvals

There are three types of requests considered by the UDC:

- Informational Presentation. A request for an Informational Presentation to the UDC may be requested prior to seeking any approvals to obtain early feedback and direction before undertaking detailed design efforts. Applicants should provide details on the context of the site, design concept, site and building plans, and other relevant information to help the UDC understand the proposal and provide feedback. (Does not apply to CDR's or Signage Modification requests)
- Initial Approval. Applicants may, at their discretion, request Initial Approval of a proposal by presenting preliminary design information. As part of their review, the Commission will provide feedback on the design information that should be addressed at Final Approval stage.
- Final Approval. Applicants may request Final Approval of a proposal by presenting all final project details. Recommendations or concerns expressed by the UDC in the Initial Approval must be addressed at this time.

## Presentations to the Commission

The Urban Design Commission meets virtually via Zoom, typically on the second and fourth Wednesdays of each month at 4:30 p.m. Applicant presentations are strongly encouraged, although not required. Prior to the meeting, each individual speaker is required to complete an online registration form to speak at the meeting. A link to complete the online registration will be provided by staff prior to the meeting. Please note that individual presentations will be limited to a **maximum of three (3) minutes**. The pooling of time may be utilized to provide one speaker more time to present, however the additional time will be based on the number of registrants from the applicant team, i.e. two (2) applicant registrants = six (6) minutes for one (1) speaker.

Primarily, the UDC is interested in the appearance and design quality of projects. Emphasis should be given to the site plan, landscape plan, lighting plan, building elevations, exterior building materials, color scheme, and graphics. Please note that presentation slides, in a PDF file format, are required to be submitted **the Friday before** the UDC meeting.

# URBAN DESIGN DEVELOPMENT PLANS CHECKLIST

# UDC

The items listed below are minimum 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, including material and color 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
- 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)
- Site Plan showing site amenities, fencing, trash, bike parking, etc. (if applicable)
- PD text and Letter of Intent (if applicable)
- Samples of the exterior building materials
- Proposed sign areas and types (if applicable)

## 4. Signage Approval (*Comprehensive Design Review (CDR), Sign Modifications, and Sign Exceptions (per [Sec. 31.043\(3\)](#))*)

- Locator Map
- Letter of Intent (a summary of how the proposed signage is consistent with the CDR or Signage Modifications 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

**Urban Design Commission Application** (continued)**5. Required Submittal Materials** **Application Form**

- 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.

 **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 Comprehensive Design Review (CDR) or Signage Modification review criteria is required.

 **Development Plans** (Refer to checklist on Page 4 for plan details) **Filing Fee** (Refer to Section 7 (below) for a list of application fees by request type) **Electronic Submittal**

- Complete electronic submittals must be received prior to the application deadline before an application will be scheduled for a UDC meeting. Late materials will not be accepted. All plans must be legible and scalable when reduced. Individual PDF files of each item submitted should be submitted via email to [UDCapplications@cityofmadison.com](mailto:UDCapplications@cityofmadison.com). The email must include the project address, project name, and applicant name.
- Email Size Limits. Note that an individual email cannot exceed 20MB and it is the responsibility of the applicant to present files in a manner that can be accepted. Applicants who are unable to provide the materials electronically should contact the Planning Division at (608) 266-4635 for assistance.

 **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.

**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 4/25/2023.
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 Nick Orthmann DocuSigned by: Larry Skartvedt Relationship to property Applicant/Developer  
 Authorizing signature of property owner Larry Skartvedt Date 2023-May-10 | 06:58 PDT  
F687C59ECFBE493  
Larry Skartvedt

**7. Application Filing Fees**

Fee payments are due by the submittal date. Payments received after the submittal deadline may result in the submittal being scheduled for the next application review cycle. Fees may be paid in-person, via US Mail, or City drop box. If mailed, please mail to: *City of Madison Building Inspection, P.O. Box 2984, Madison, WI 53701-2984*. The City's drop box is located outside the Municipal Building at 215 Martin Luther King, Jr. Blvd. on the E Doty Street side of the building. Please make checks payable to *City Treasurer*, and include a completed application form or cover letter indicating the project location and applicant information with all checks mailed or submitted via the City's drop box.

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

- Urban Design Districts: \$350 (per [§33.24\(6\) 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 Sign Modifications (of 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



May 15, 2023

Jessica Vaughn  
Secretary - Urban Design Commission  
215 Martin Luther King Jr Blvd  
Madison, WI 53701-2984

Re: UDC Informational Letter of Intent – 3100 E Washington Ave Madison, WI 53704

Dear Ms. Vaughn:

The purpose of this letter is to state our intent to submit a Land Use Application for the development of 3100 E Washington Ave and to request to be placed on the UDC's agenda for May 31st to give an informational presentation on our proposal and gather feedback prior to our full Land Use submittal.

**Project & Site Details:**

Bear Development, LLC (Bear) is proposing to acquire and develop the property located at 3100 E Washington Ave into 192-units of housing. The site is currently zoned CC-T with a TOD Overlay and is located in Urban Design District No. 5. We will be applying for a Conditional Use Permit to allow for our proposed development and a demolition permit to raze the existing commercial building on site.

The proposed development is made up of two separate buildings, one five-stories along E Washington Avenue and the other four-stories along Ridgeway Avenue. The two buildings will contain approximately 5,800 square feet of resident amenity space, and there will be 167 total parking stalls on site (110 structured and 57 surface stalls). The unit mix will consist of 79 one-bedroom units and 113 two-bedroom units.

The total building area for this development will be approximate 269,905 gross square feet (including the lower level parking garages). We anticipate that the five-story building will be a wood framed building of Type IIIA construction, and the four-story building will also be wood framed of Type VA construction.

Our goal is to design the project within the framework of the zoning ordinance and limit any variance requests. Special attention is being paid to all requirements called out under Urban Design District No. 5, Commercial Corridor Transitional District (CCTD) and Transit Oriented Development Overlay District "TOD". Items including but not limited to the following are being designed to and around, building setbacks maximums and minimums, engagement of street edge for activation along the street, building massing appropriate to surrounding areas and per the permitted height and number of stories, screening along adjacent properties, meeting parking minimum requirements, green space requirements, vision triangle requirements, stormwater requirements, easement requirements, etc.

**Site Development Data:**

Lot Area: 96,235 SF / 2.21 acres

Dwelling Units: 192  
 Density: 87 / acre

| MADISON - 3100 EAST WASHINGTON DEVELOPMENT DATA       |                    |            |          |                   |            |                    |        |     |     |     |           |            |
|---|--------------------|------------|----------|-------------------|------------|--------------------|--------|-----|-----|-----|-----------|------------|
| <b>UNIT TOTALS</b> (UNIT MIX 41.2% 1-BD & 58.8% 2-BD) |                    |            |          |                   |            |                    |        |     |     |     |           |            |
| BLDG 01   | STUDIO             | 1BR        | 2BR      | 3BR               | SUBTOTAL   | BLDG 02            | STUDIO | 1BR | 2BR | 3BR | SUBTOTAL  | TOTAL      |
| 1ST FL  | 0                  | 5          | 13       | 0                 | 18         | 1ST FL             | 0      | 6   | 4   | 0   | 10        | 28         |
| 2ND FL  | 0                  | 11         | 18       | 0                 | 29         | 2ND FL             | 0      | 8   | 8   | 0   | 16        | 45         |
| 3RD FL  | 0                  | 11         | 18       | 0                 | 29         | 3RD FL             | 0      | 8   | 8   | 0   | 16        | 45         |
| 4TH FL  | 0                  | 11         | 18       | 0                 | 29         | 4TH FL             | 0      | 8   | 8   | 0   | 16        | 45         |
| 5TH FL  | 0                  | 11         | 18       | 0                 | 29         | 5TH FL             | 0      | 0   | 0   | 0   | 0         | 29         |
| SUBTOTAL  | 0                  | 49         | 85       | 0                 |            | SUBTOTAL           | 0      | 30  | 28  | 0   |           |            |
| <b>TOTAL</b>  |                    |            |          |                   | <b>134</b> |                    |        |     |     |     | <b>58</b> | <b>192</b> |
| <b>PARKING TOTALS</b> (UNIT TO STALL RATIO 1.0:87)    |                    |            |          |                   |            |                    |        |     |     |     |           |            |
| LL - BLDG 1   |                    | 69         |          |                   |            |                    |        |     |     |     |           |            |
| LL - BLDG 2   |                    | 41         |          |                   |            |                    |        |     |     |     |           |            |
| SURFACE   |                    | 57         |          |                   |            |                    |        |     |     |     |           |            |
| <b>TOTAL</b>  |                    | <b>167</b> |          |                   |            |                    |        |     |     |     |           |            |
| <b>PROJECT GROSS SQUARE FOOTAGES</b>                  |                    |            |          |                   |            |                    |        |     |     |     |           |            |
| BLDG 01   | GSF / FLOOR        |            | BLDG 02  | GSF / FLOOR       |            | SUBTOTALS          |        |     |     |     |           |            |
| LL  | 32,300             |            | LL       | 16,770            |            | 49,070             |        |     |     |     |           |            |
| 1ST FL  | 31,125             |            | 1ST FL   | 12,950            |            | 44,075             |        |     |     |     |           |            |
| 2ND FL  | 31,740             |            | 2ND FL   | 16,600            |            | 48,340             |        |     |     |     |           |            |
| 3RD FL  | 31,740             |            | 3RD FL   | 16,600            |            | 48,340             |        |     |     |     |           |            |
| 4TH FL  | 31,740             |            | 4TH FL   | 16,600            |            | 48,340             |        |     |     |     |           |            |
| 5TH FL  | 31,740             |            |          |                   |            | 31,740             |        |     |     |     |           |            |
|   |                    |            | SUBTOTAL |                   |            |                    |        |     |     |     |           |            |
| <b>TOTAL</b>  | <b>190,385 GSF</b> |            |          | <b>79,520 GSF</b> |            | <b>269,905 GSF</b> |        |     |     |     |           |            |

**Project Team:**

Owner/Developer: Bear Development, LLC  
 4011 80<sup>th</sup> Street  
 Kenosha, WI 53142  
 Contact: Nick Orthmann  
 Phone: 262-308-2656  
 Email: [northmann@beardevelopment.com](mailto:northmann@beardevelopment.com)

Architect: Engberg Anderson Architects  
 305 W Washington Ave  
 Madison, WI 53703  
 Contact: Felipe Ornelas  
 Phone: 414-944-9117  
 Email: [felipeo@engberganderson.com](mailto:felipeo@engberganderson.com)

Civil Engineer  
& Landscape:

JSD  
161 Horizon Dr Suite 101  
Verona, WI 53593  
Contact: Kevin Yeska  
Phone: 608-848-5060  
Email: [kevin.yeska@jsdinc.com](mailto:kevin.yeska@jsdinc.com)

Thank you for your time in reviewing our proposal. Should you have any questions, please feel free to contact me at any time.

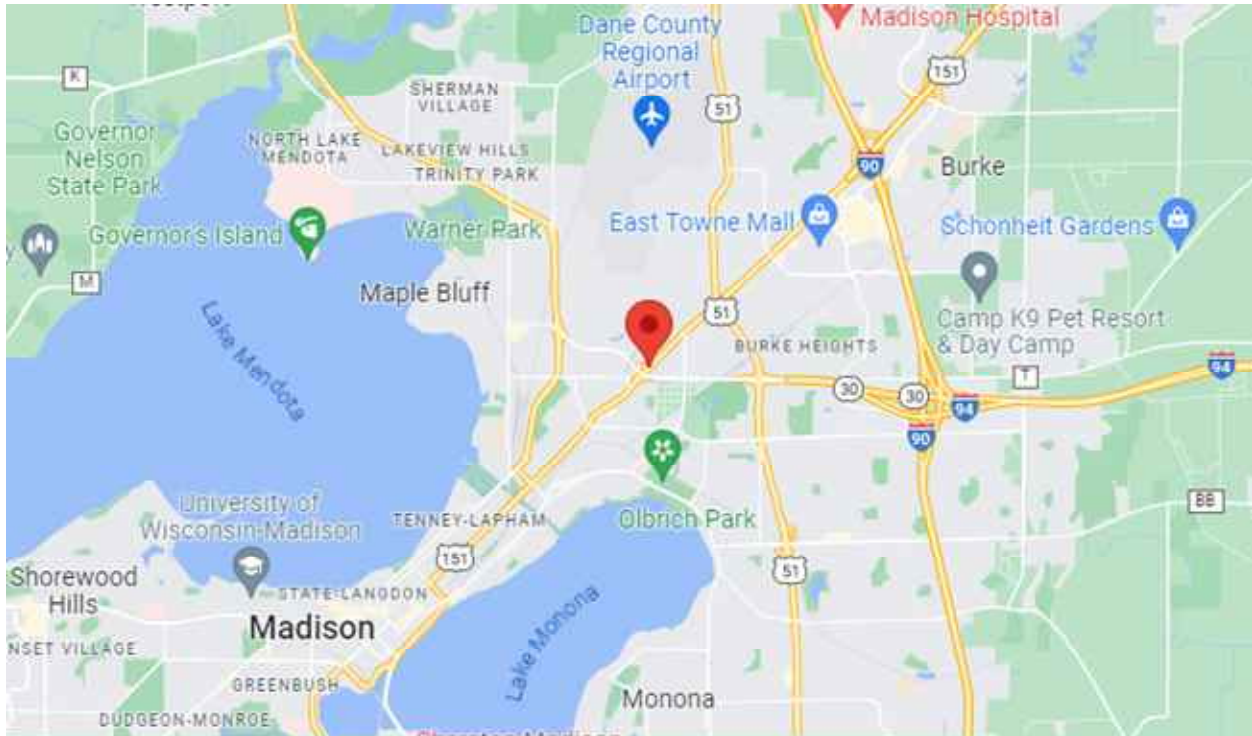
Sincerely,

A handwritten signature in black ink, appearing to read 'NO', is positioned above the typed name.

Nick Orthmann  
Project Manager  
Bear Development, LLC

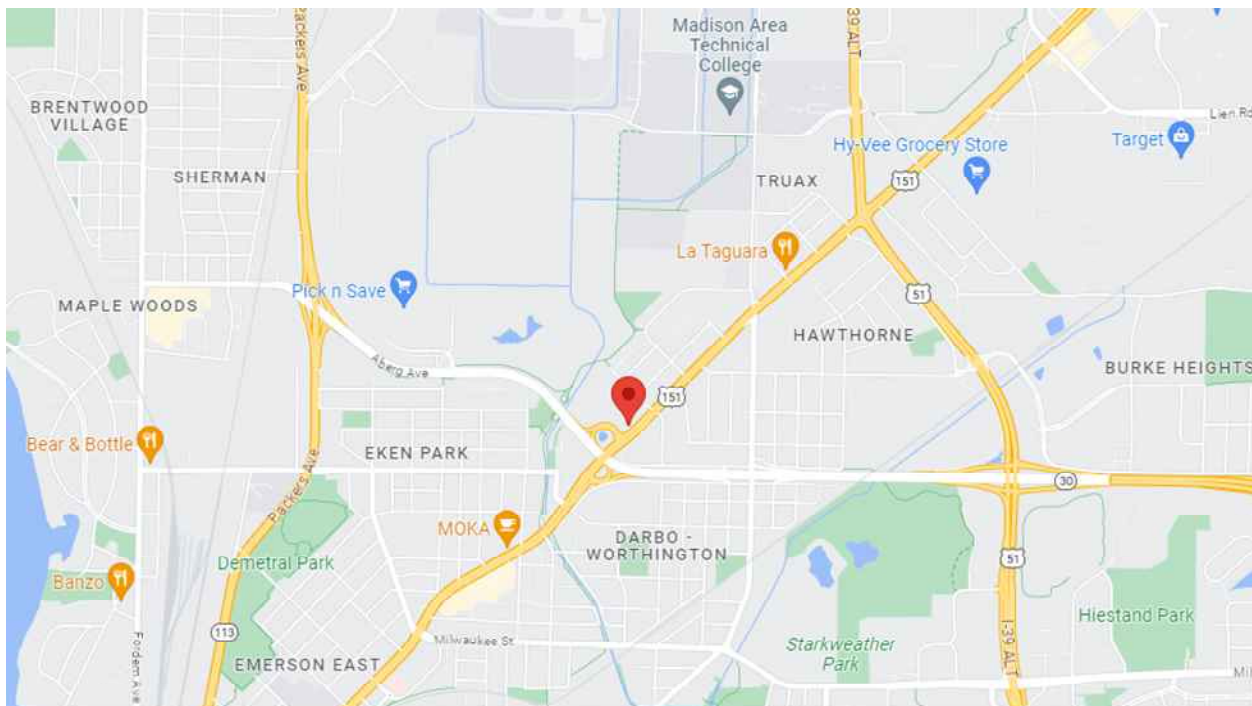
## 1) Greater Madison Area

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## 2) Neighborhood

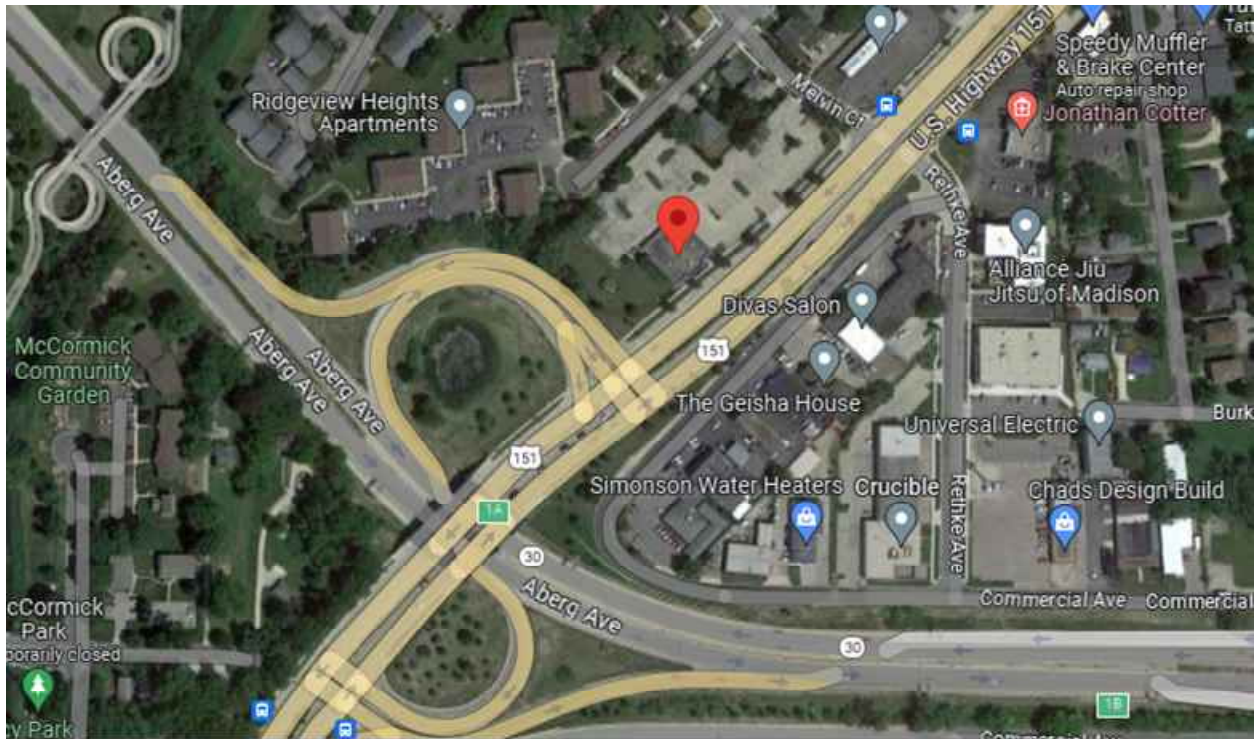
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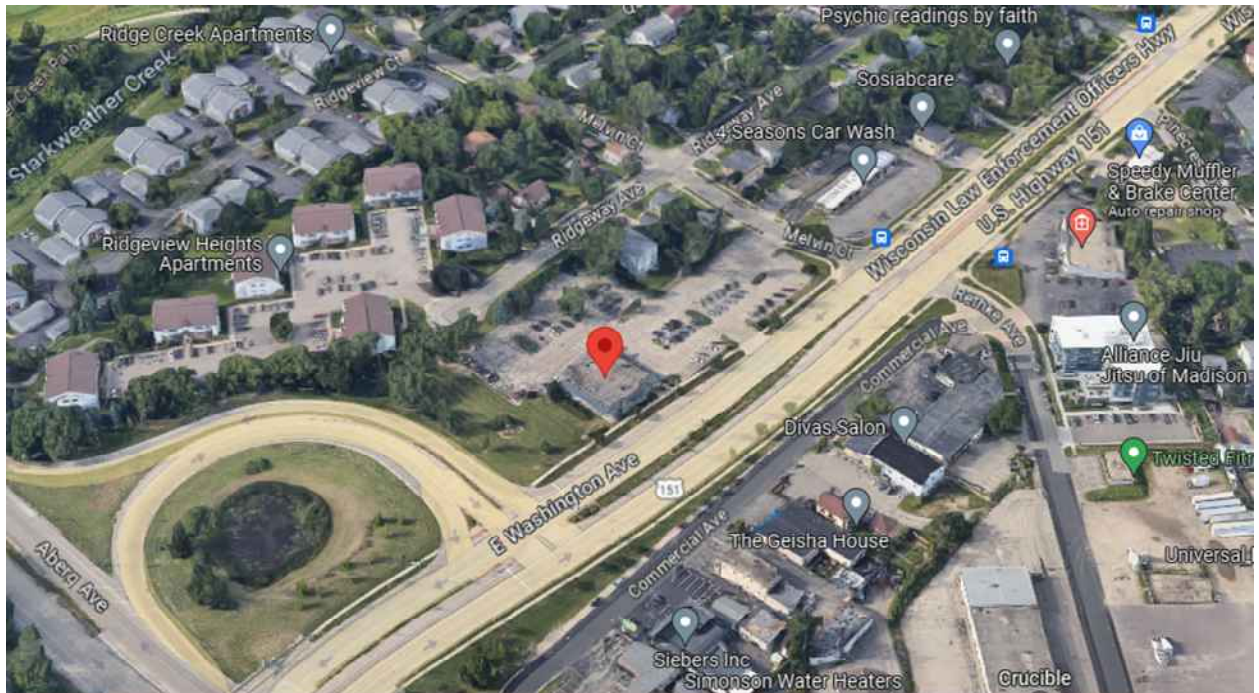
3) Site Aerial

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4) Northwest Ariel

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5) Northeast Ariel

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6) North view from E Washington Ave & HWY 30 On-Ramp

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7) Southwest view from E Washington Ave & Melvin Ct

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8) East view from Ridgeway Ave

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9) Neighboring Western properties from Ridgeway Ave

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10) Neighboring Northern properties on the corner of Ridgeway Ave & Melvin Ct

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11) Neighboring Northern properties from E Washington Ave & Melvin Ct

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12) Neighboring Eastern properties on E Washington Ave & Rethke Ave

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13) Northeastern properties on E Washington Ave & Rethke Ave

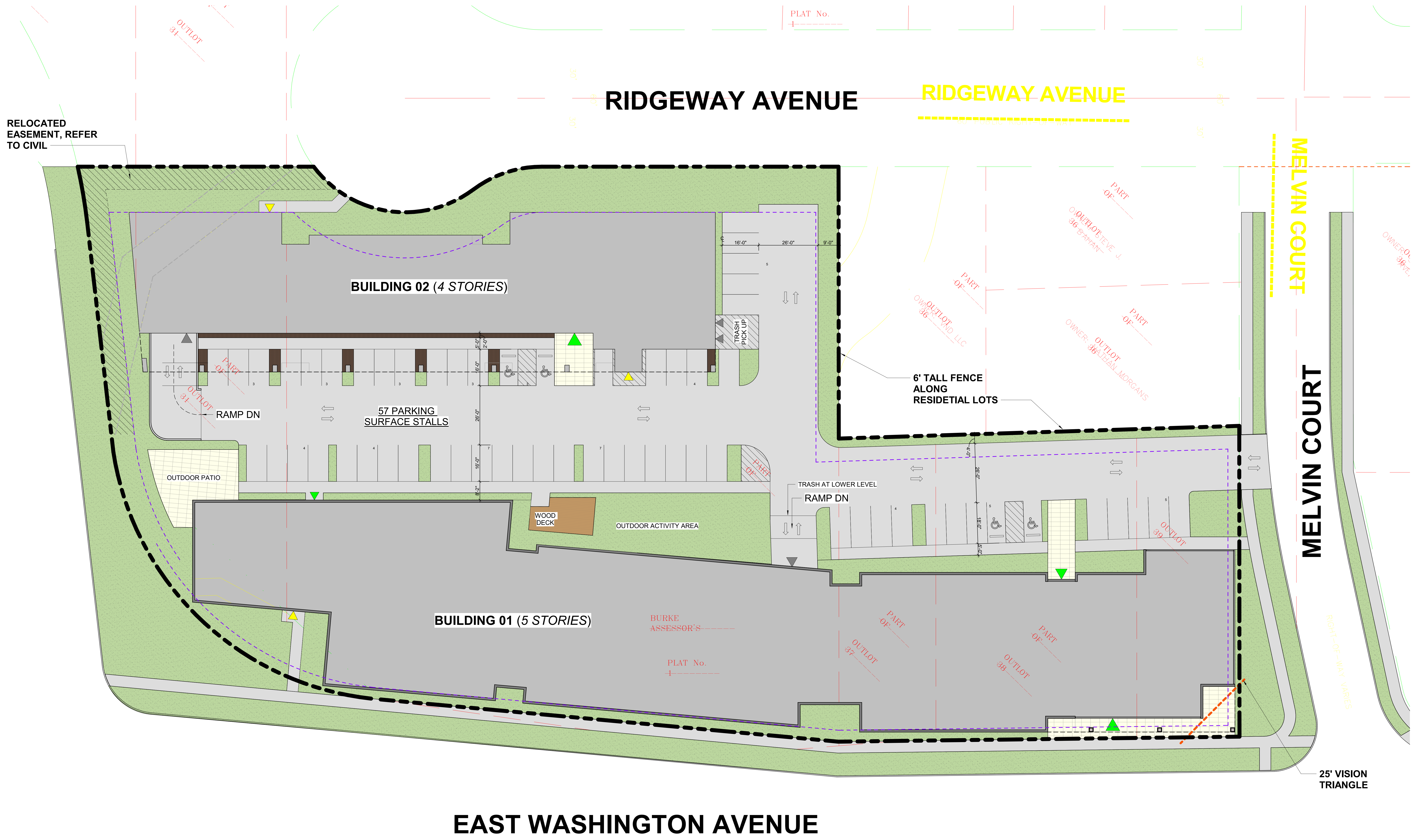
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14) HWY 30 Off-Ramp to E Washington Ave

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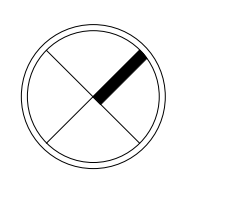
# 3100 EAST WASHINGTON

ARCHITECTURAL SITE PLAN

SCALE: 1/16" = 1'-0"

MAY 15, 2023

Engberg Anderson Project No. 233606.00



## SD 0.0

MADISON - 3100 EAST WASHINGTON DEVELOPMENT DATA

UNIT TOTALS (UNIT MIX 41.2% 1-BD & 58.8% 2-BD)

| BLDG 01      | STUDIO | 1BR | 2BR | 3BR | SUBTOTAL   | BLDG 02  | STUDIO | 1BR | 2BR | 3BR | SUBTOTAL  | TOTAL      |
|--------------|--------|-----|-----|-----|------------|----------|--------|-----|-----|-----|-----------|------------|
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| 4TH FL       | 0      | 11  | 18  | 0   | 29         | 4TH FL   | 0      | 8   | 8   | 0   | 16        | 45         |
| 5TH FL       | 0      | 11  | 18  | 0   | 29         | 5TH FL   | 0      | 0   | 0   | 0   | 0         | 29         |
| SUBTOTAL     | 0      | 49  | 85  | 0   |            | SUBTOTAL | 0      | 30  | 28  | 0   |           |            |
| <b>TOTAL</b> |        |     |     |     | <b>134</b> |          |        |     |     |     | <b>58</b> | <b>192</b> |

PARKING TOTALS (UNIT TO STALL RATIO 1:0.87)

|              |            |  |
|--------------|------------|--|
| LL - BLDG 1  | 69         |  |
| LL - BLDG 2  | 41         |  |
| SURFACE      | 57         |  |
| <b>TOTAL</b> | <b>167</b> |  |

PROJECT GROSS SQUARE FOOTAGES

| BLDG 01      | GSF / FLOOR        | BLDG 02  | GSF / FLOOR       | SUBTOTALS          |
|--------------|--------------------|----------|-------------------|--------------------|
| LL           | 32,300             | LL       | 16,770            | 49,070             |
| 1ST FL       | 31,125             | 1ST FL   | 12,950            | 44,075             |
| 2ND FL       | 31,740             | 2ND FL   | 16,600            | 48,340             |
| 3RD FL       | 31,740             | 3RD FL   | 16,600            | 48,340             |
| 4TH FL       | 31,740             | 4TH FL   | 16,600            | 48,340             |
| 5TH FL       | 31,740             |          |                   | 31,740             |
|              |                    | SUBTOTAL |                   |                    |
| <b>TOTAL</b> | <b>190,385 GSF</b> |          | <b>79,520 GSF</b> | <b>269,905 GSF</b> |



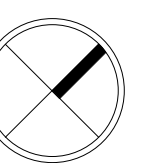
3100 EAST WASHINGTON

LOWER LEVEL PLAN

SCALE: As indicated

MAY 15, 2023

Engberg Anderson Project No. 233606.00





# RIDGEWAY AVENUE



1 3100 E Wash - 1st Floor  
SCALE: 1/16" = 1'-0"

## 3100 EAST WASHINGTON

FIRST FLOOR SITE PLAN  
SCALE: 1/16" = 1'-0"  
MAY 15, 2023  
Engberg Anderson Project No. 233606.00



1 TYPICAL PLAN (LEVELS 2-5)  
SCALE: 1/16" = 1'-0"

# 3100 EAST WASHINGTON

TYPICAL FLOOR PLAN (SECOND & ABOVE)

SCALE: 1/16" = 1'-0"

MAY 15, 2023

Engberg Anderson Project No. 233606.00



# 3100 EAST WASHINGTON

BUILDING 01 ELEVATIONS

SCALE: 1/16" = 1'-0"

MAY 15, 2023

Engberg Anderson Project No. 233606.00



3 East Design  
SCALE: 1/16" = 1'-0"



1 West Design  
SCALE: 1/16" = 1'-0"

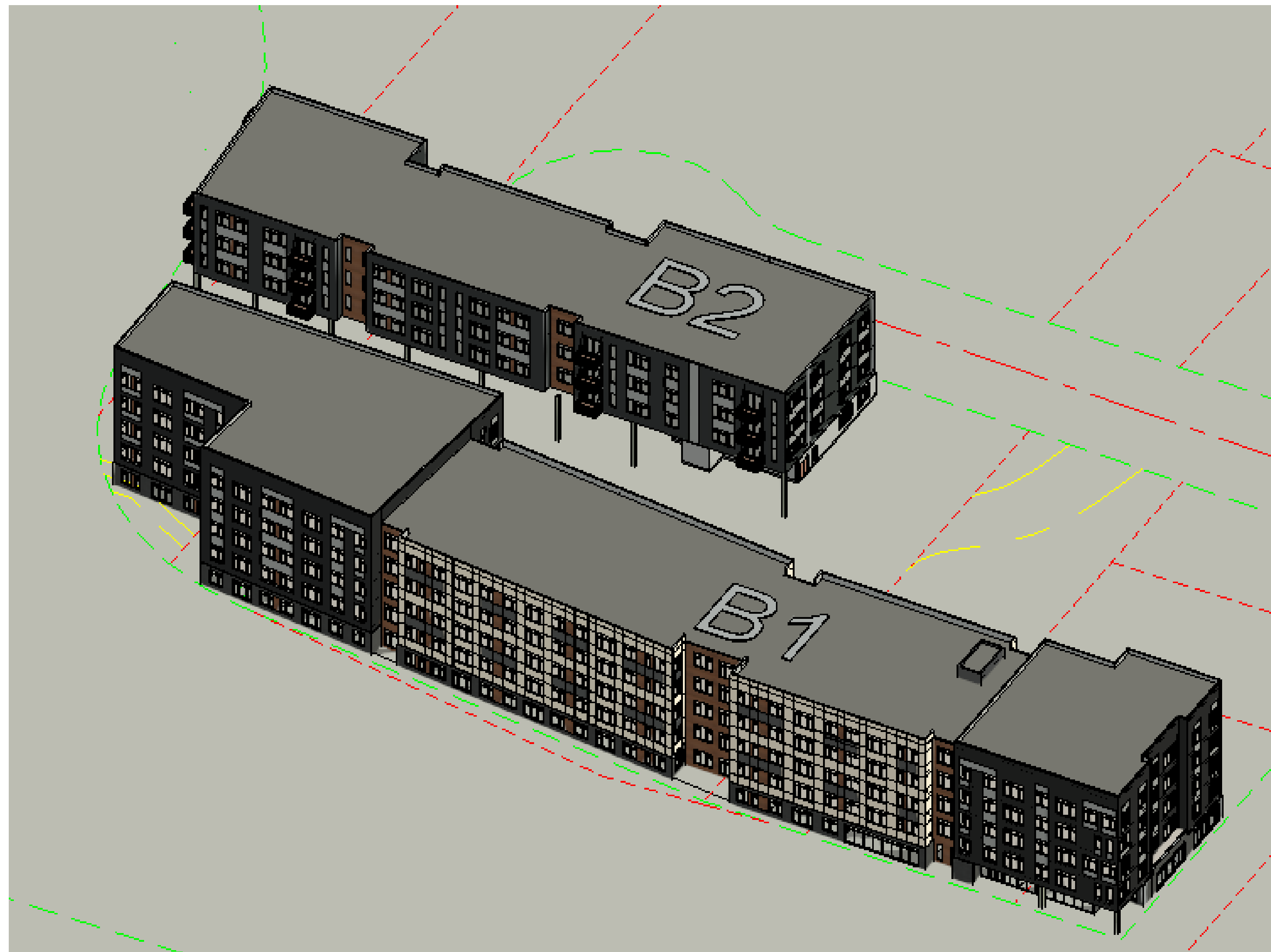
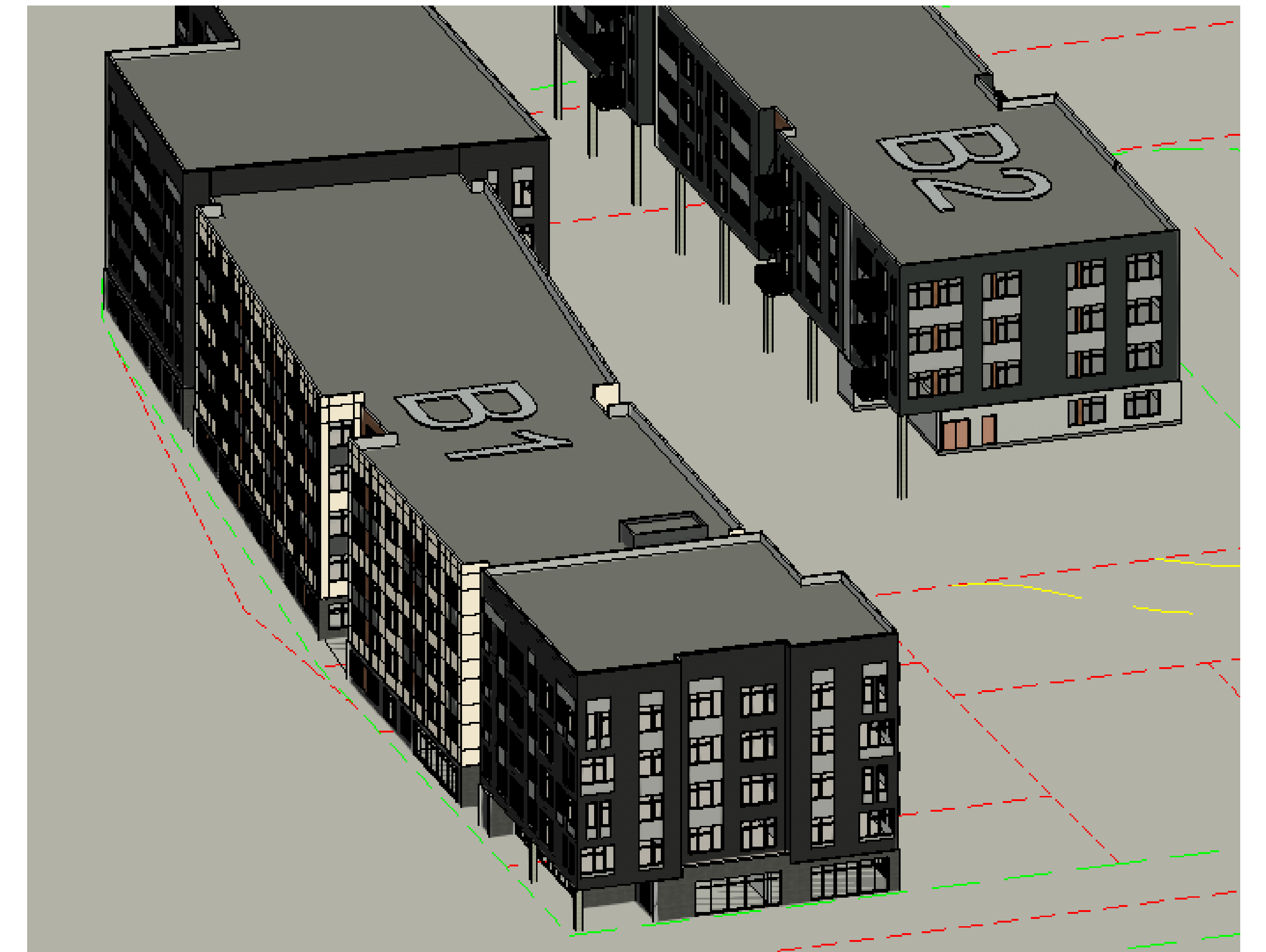


4 South Design  
SCALE: 1/16" = 1'-0"

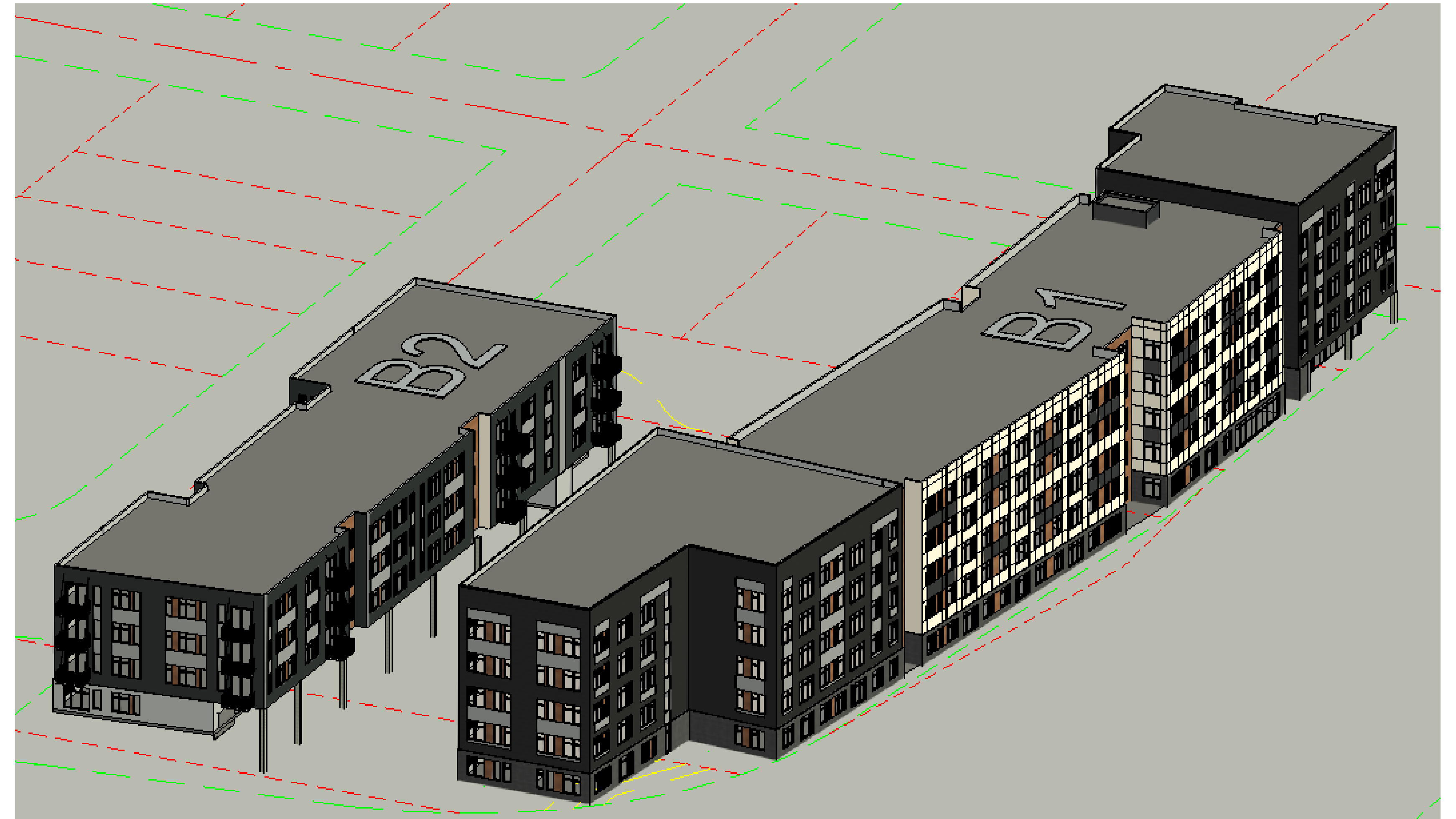
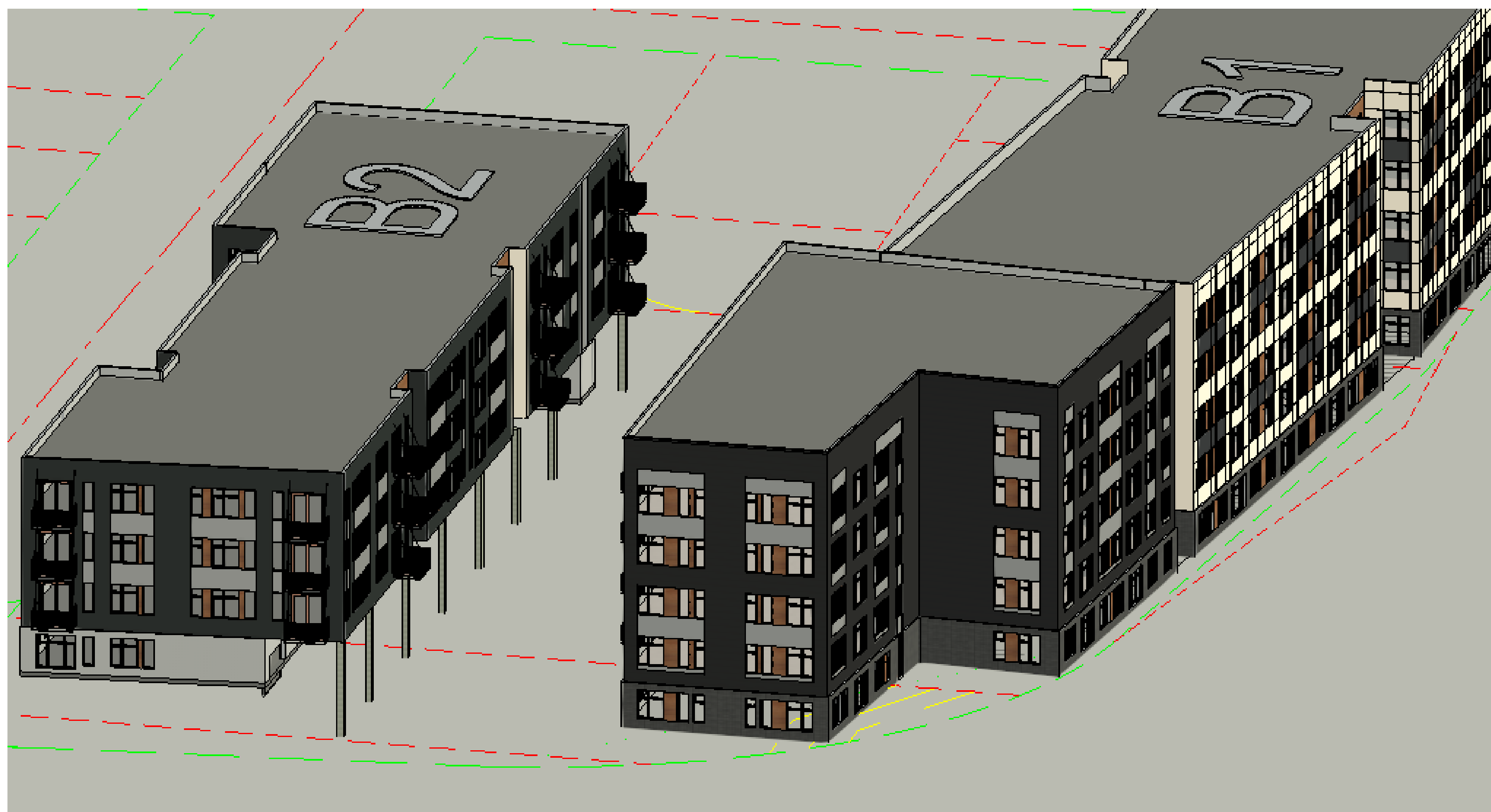
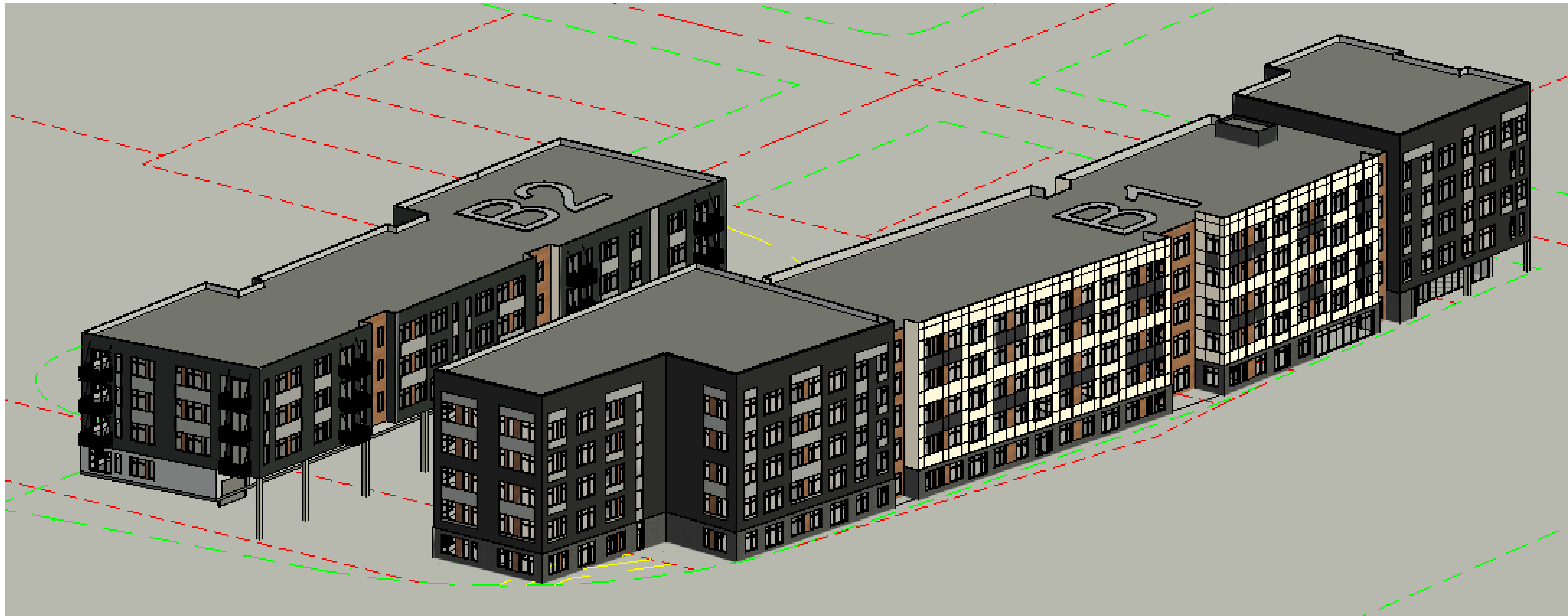


2 North Design  
SCALE: 1/16" = 1'-0"

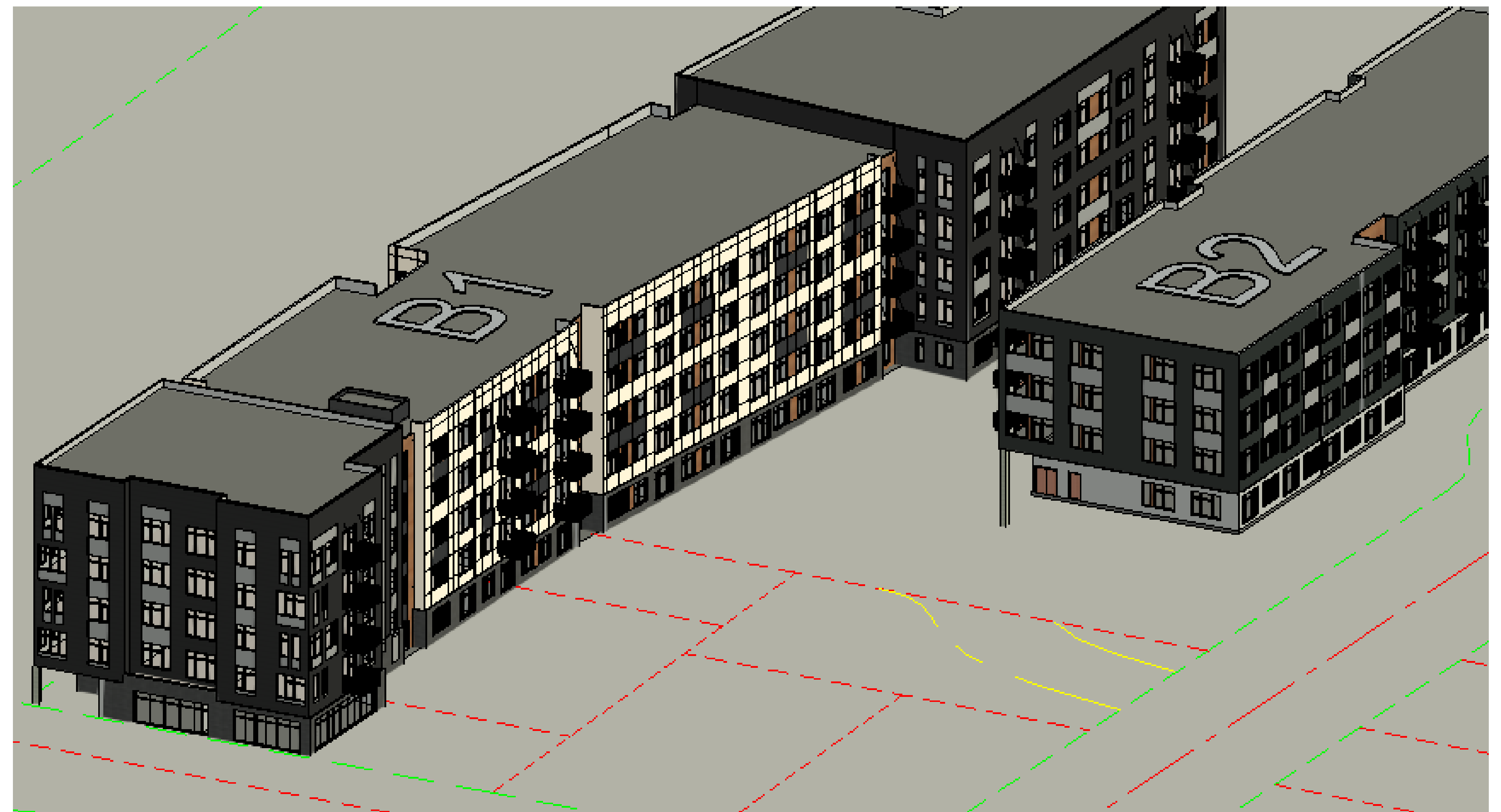
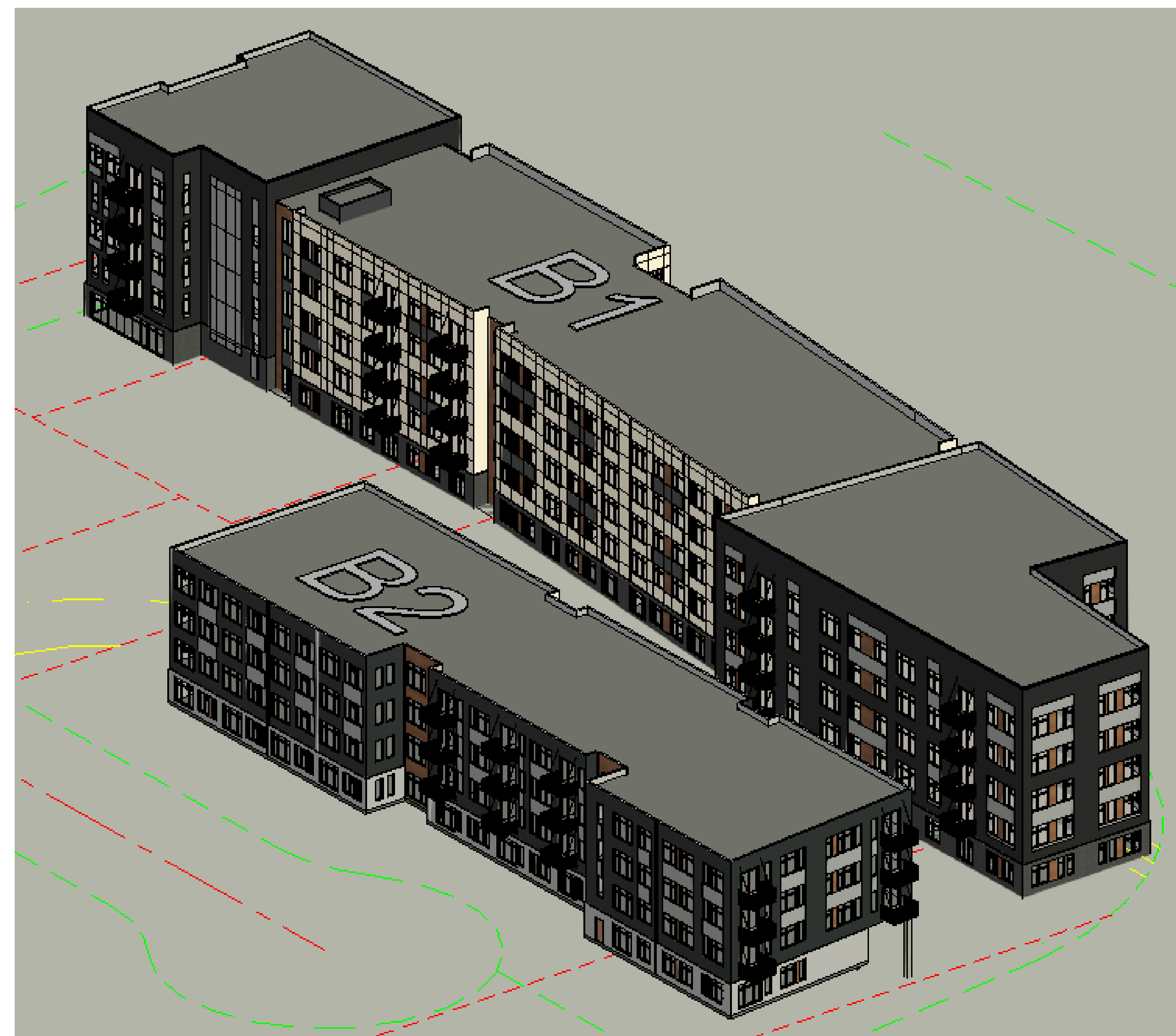
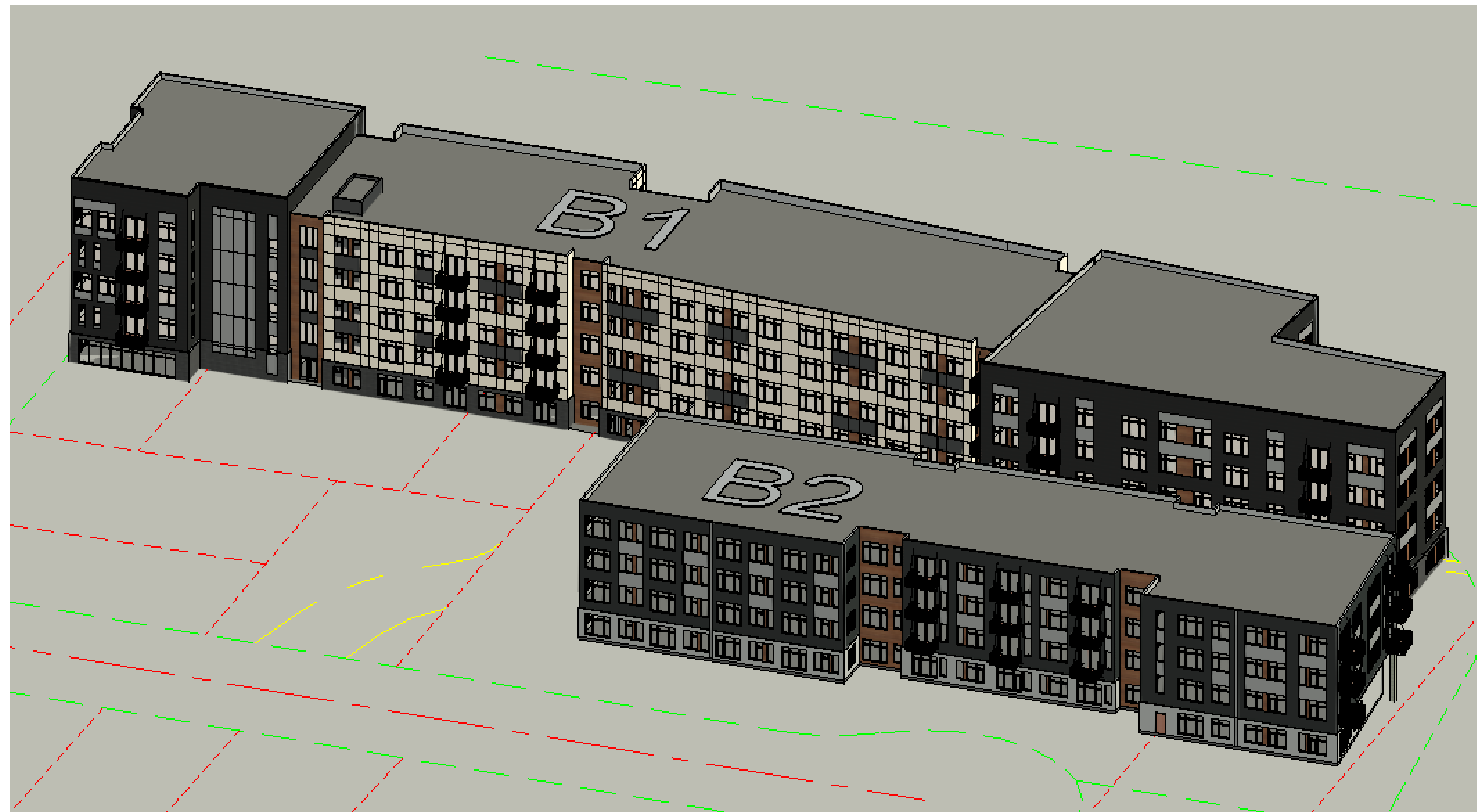
# 3100 EAST WASHINGTON



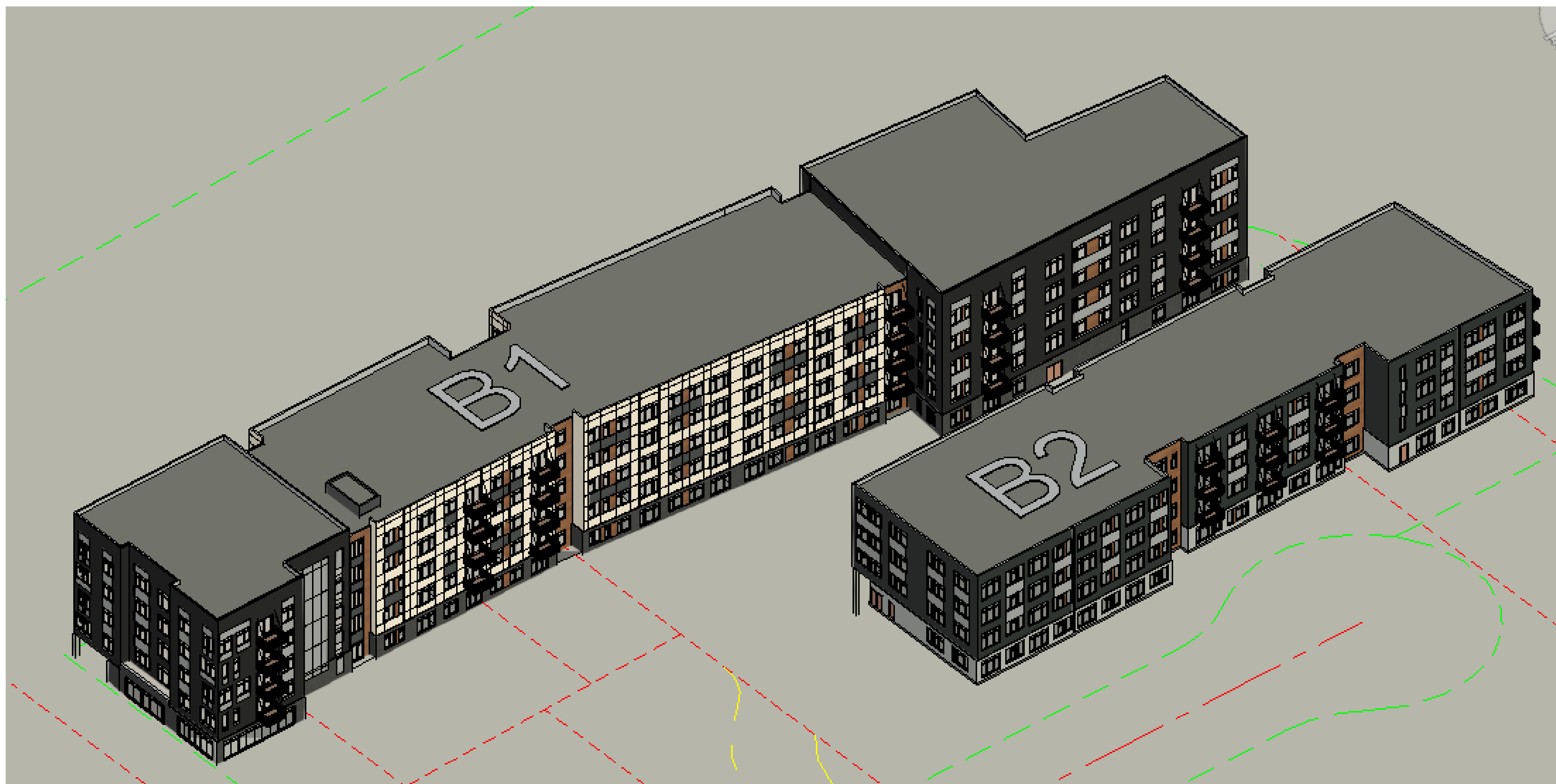
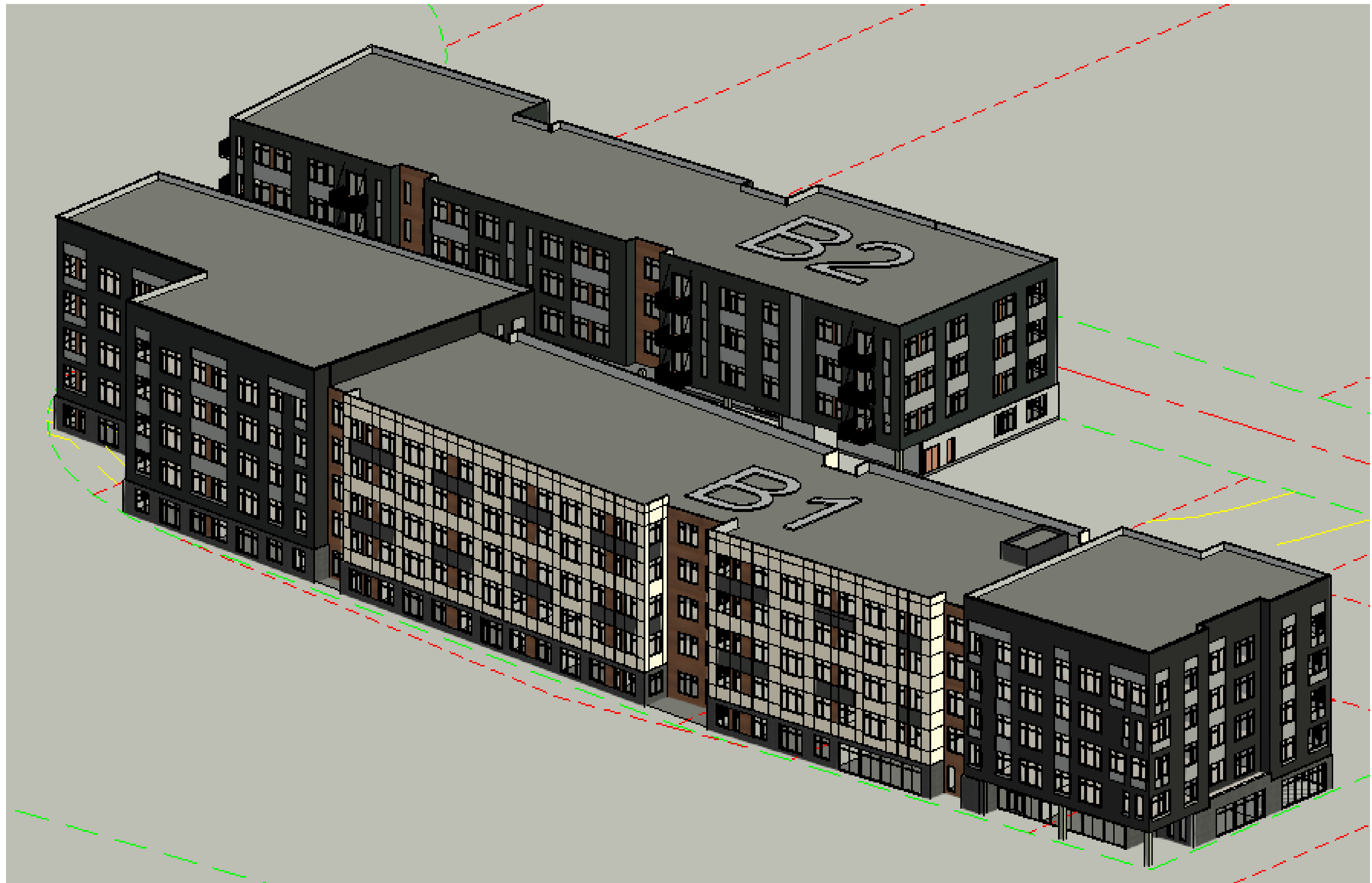
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