

# 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 6  
 Zoning District \_\_\_\_\_  
 Urban Design District \_\_\_\_\_  
 Submittal reviewed by \_\_\_\_\_  
 Legistar # 59819

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: 1402 Williamson Street  
 Title: Batch Bakery Dickinson Street side

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

UDC meeting date requested March 11, 2020

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** Steve Silverberg      Company FPB Enterprises LLC  
**Street address** 148 W Washington Ave Ste 100      City/State/Zip Madison WI 53703  
**Telephone** 608 235 2844      Email ssilver2020@gmail.com

**Project contact person** Draig Wilson      Company City of Madison Economic Development  
**Street address** 215 MLK Blvd Ste 300      City/State/Zip Madison WI 53701 Division  
**Telephone** 608 266 6557      Email cwilson@cityofmadison.com

**Property owner (if not applicant)** \_\_\_\_\_  
**Street address** \_\_\_\_\_      City/State/Zip \_\_\_\_\_  
**Telephone** \_\_\_\_\_      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](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 Craig Wilson/Julie Cleveland on 3/5/2020
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 Steve Silverberg Relationship to property Owner  
 Authorizing signature of property owner Steve Silverberg (eScribble) Date 3/5/2020

**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

City of Madison, Wisconsin

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REPORT OF: FAÇADE IMPROVEMENT GRANT STAFF TEAM

TO: URBAN DESIGN COMMISSION

Façade Improvement Grant Application:  
1: 1402 Williamson St (Dickinson Street side)

AUTHOR: Craig Wilson  
Office of Economic Revitalization  
Economic Development Division

DATED: February 26, 2020

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**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. 1402 Williamson Street. (Batch Bakery Dickinson Street side)**  
**Grantee: FPB Enterprises, LLC**

**The scope of the exterior work will include:**

- Remove and repair concrete sidewalk between street and building.**
- Repair cement coating along base of building.**
- Remove metal covering on old window opening.**
- Install stone sill matching the height of the front windows.**
- Infill opening with matching brick.**

**See Attachments for Specifications**

Total project cost for 1402 Williamson Street exterior work is estimated at \$19,793. Façade Improvement Grant not to exceed \$9896.00.

**RECOMMENDATION:**

- 1. 1402 Williamson Street is located within the Third Lake Ridge Historic District. The Madison Landmarks Commission, at its meeting of February 17, 2020 reviewed and issued a Certificate of Appropriateness for the scope of work covered in this Façade Grant project.
- 2. The above Façade Improvement Grant proposal has been reviewed by the Façade Improvement Grant Program staff team and meets the requirements of the program.
- 3. The Staff Team recommends approval of the above Façade Improvement Grant proposal.



**CITY OF MADISON**  
**FAÇADE IMPROVEMENT GRANT PROGRAM**

*Building and beautifying Madison, one storefront at a time*

Department of Planning & Community & Economic Development  
 Economic Development Division  
 215 MLK Suite 300  
 Craig Wilson, 266-6557  
[cwilson@cityofmadison.com](mailto:cwilson@cityofmadison.com)



**PROGRAM APPLICATION**

Applicant: Steve Silverberg Phone: 608.235.2844  
 Business Name: FPB Enterprises LLC  
 Building Name: Batch Bakery  
 Business Address: 448 W Washington Ave Suite 100 Zip Code 53703  
 E-mail Address: ssilver2020@gmail.com  
 Property Owner: FPB Enterprises, LLC  
 Address: 1402 Williamson Street  
 Name of Grantee: NA  
 Lease Terms: NA  
 Definition of Project Scope: Repair Foundation, replace boarded up store front window with masonry

**ATTACHMENT**

Please provide photographs and copy of lease, land contract, or deed. Tenants must provide owner's written authorization. See City of Madison Records

**PROJECT BUDGET**

List Individual Project Elements: (Awning, sign, painting of trim, etc.)	Total Cost	Grant \$ 50%	Private \$ 50%
<u>Concrete and Masonry</u>	<u>\$ 19,793</u>	<u>\$9,896.00</u>	<u>\$9,897.00</u>
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
<b>Total:</b>	_____	_____	_____





**CITY OF MADISON  
FAÇADE IMPROVEMENT GRANT PROGRAM**

*Building and beautifying Madison, one storefront at a time*

Department of Planning & Community & Economic Development  
Economic Development Division  
215 MLK Suite 300  
Craig Wilson, 266-6557  
[cwilson@cityofmadison.com](mailto:cwilson@cityofmadison.com)



Contractor/Supplier: Bachmann Construction Inc.  
Address: 1201 South Stoughton Road Madison, WI 53716

ATTACHMENT

\* Bids, estimates, and/or contracts, product brochures, locator map and design drawings, if appropriate.

REMARKS City of Madison Legistar Project # 59271  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

APPLICANT'S CERTIFICATION

The Applicant certifies that all information in this application and all information furnished in support of this application is given for the purpose of obtaining a grant under the City of Madison Façade Grant Program and is true and complete to the best of the applicant's knowledge and belief.

Signature: Steve Silverberg (abstract) Date: 2/13/2020  
Steve Silverberg, Managing Member  
Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Please send this completed application, accompanying materials, and application fee of \$100 to:

Economic Development Division  
Attn: Craig Wilson  
PO Box 2627  
Madison, WI 53701-2627





January 16, 2020

To: City of Madison Landmarks Commission

RE: Repairs to Batch Bakery, 1402 Williamson Street, Dickinson Street Elevation

Attn: Heather Bailey

Dear L.C. Commission Members,

Attached please find our submittal material for approval of exterior repairs for the above Project.

This property's Williamson Street Facade Improvement was approved by Landmarks and completed in 2017 with the help of Facade Improvement Grant.

As soon as possible this spring we intend to complete exterior building repairs on the Dickinson Street Elevation. These repairs consist of 2 parts.


First we intend to repair deteriorated exterior foundation wall. We will be using a synthetic concrete often used in these types of exterior repairs similar to BASF MasterEmaco Material. The finish will be a sandy texture. If we are able to tint this material to an acceptable color we will, otherwise we will coat over it with an appropriate material to get the desired color to approximately match existing. We are consulting with Bachman Construction for materials and methods to complete this portion of the work.

We also would like to remove eyesore siding that covers some old aluminum storefront on Dickinson. The wall inside this old window is covered up and in use by the Bakery. The Bakery needs this wall space. The bakery has plenty of natural light from its existing windows. We intend to implement the same rhythm of materials and spacing as the William Street Elevation on this portion of the work. A Brick #1 match, currently below existing window sills on Williamson, will be installed below a sill that will be installed at the same height as the bottom of the existing windows at +/- 5 feet off grade. Above this area, in the existing "window" recess, approximately 10 feet by 7 feet, we will install a Brick #2 match. Brick #2 is the existing building brick. If space allows we will attempt to recess this "window" of brick slightly to create a reveal along the sides and below the existing lintel. We are OK with staff reviewing final masonry selections in an attempt to find suitable materials.

We are not applying for any signage at this time.

Please feel free to contact me if I can be of further assistance in this approval.

Regards,

  
Steve Silverberg, Owner  
FPB Enterprises, LLC

# LANDMARKS COMMISSION APPLICATION

LC

Complete all sections of this application, making sure to note the requirements on the accompanying checklist (reverse).

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

City of Madison  
Planning Division  
215 Martin Luther King Jr Blvd, Ste 017  
PO Box 2985  
Madison, WI 53701-2985  
(608) 266-4635



## 1. LOCATION

Project Address: 1402 Williamson Street (Dickenson Street Elevation) Aldermanic District: 6

## 2. PROJECT

Project Title/Description: Repair of Exterior Foundation, Removing existing siding and replacing with Brick

This is an application for: (check all that apply)

- Alteration/Addition to a building in a Local Historic District or Designated Landmark (specify)\*\*:
  - Mansion Hill
  - Third Lake Ridge
  - First Settlement
  - University Heights
  - Marquette Bungalows
  - Landmark
- Land Division/Combination in a Local Historic District or to Designated Landmark Site (specify)\*\*:
  - Mansion Hill
  - Third Lake Ridge
  - First Settlement
  - University Heights
  - Marquette Bungalows
  - Landmark
- Demolition
- Alteration/Addition to a building adjacent to a Designated Landmark
- Variance from the Historic Preservation Ordinance (Chapter 41)
- Landmark Nomination/Rescission of Historic District Nomination/Amendment  
(Please contact the Historic Preservation Planner for specific Submission  
Requirements.)
- XX Requirements.) Other (specify):** Repairs

DPCED USE ONLY	Legistar #:
	<b>DATE STAMP</b>
	Preliminary Zoning Review Zoning Staff Initial:  Date:     /     /

## 3. APPLICANT

Applicant's Name: Steve Silverberg Company: FPB Enterprises LLC

Address: 448 W WASHINGTON Ave Suite 100 Madison 53703  
Street City State Zip

Telephone: 608 235 2844 Email: ssilver2020@gmail.com

Property Owner (if not applicant): Address: \_\_\_\_\_

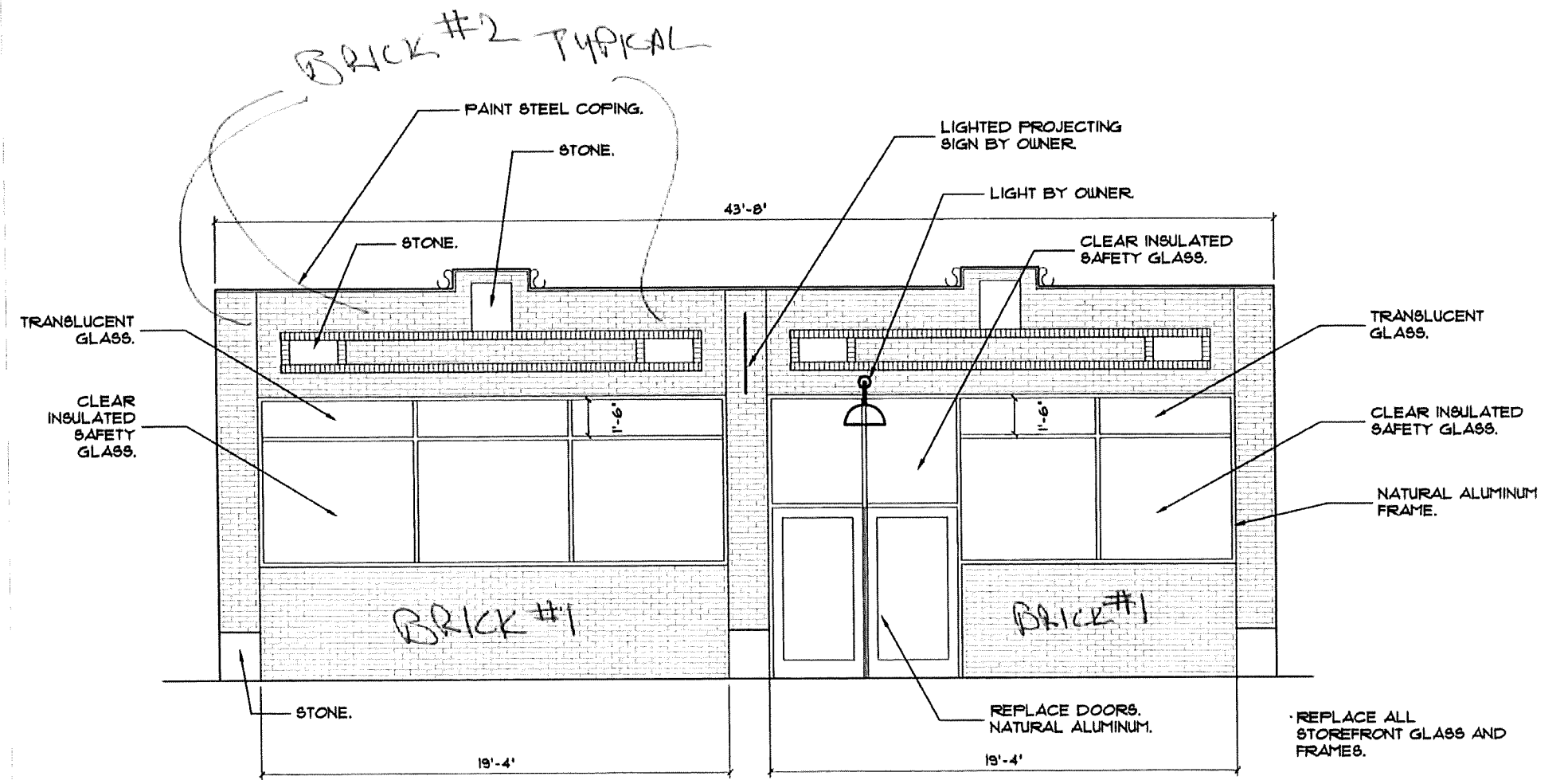
Property Owner's Signature:  Date: 1/16/2020  
Street City State Zip

NOTICE REGARDING LOBBYING ORDINANCE: If you are seeking approval of a development that has over 40,000 square feet of non-residential space, or a residential development of over 10 dwelling units, or if you are seeking assistance from the City with a value of \$10,000 (including grants, loans, TIF or similar assistance), then you likely are subject to Madison's lobbying ordinance (Sec. 2.40, MGO). You are required to register and report your lobbying. Please consult the City Clerk's Office for more information. Failure to comply with the lobbying ordinance may result in fines.

## 4. APPLICATION SUBMISSION REQUIREMENTS (see checklist on reverse)

All applications must be filed by 12:00 pm on the submission date with the Preservation Planner, the Department of Planning & Community & Economic Development, Planning Division, located at 215 Martin Luther King Jr Blvd, Suite 017. Applications submitted after the submission date or incomplete applications will be postponed to the next scheduled filing time. Submission deadlines can be viewed here: <https://www.cityofmadison.com/dpced/planning/documents/2019-LCMeetingScheduleDates.pdf>





4/10/11	1402 WILLIAMSON STREET BATCH BAKEHOUSE FACADE IMPROVEMENT MADISON, WISCONSIN	glueck architects 116 North First Street, Madison, WI 53703 (608)251-2511	1710 A
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PREVIOUSLY APPROVED EXTERIOR



1201 S Stoughton Road  
Madison, WI 53716  
Phone: (608) 222-8869  
Fax: (608) 222-8618  
info@bachmannconstruction.net  
www.bachmannconstruction.com

## PROPOSAL CONTRACT

*Quality through Teamwork Since 1954*

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**Customer: FPB Enterprises**

C/O Steve Silverberg  
1147 Rutledge St.  
Madison, WI

**Date:** February 13, 2020

**Job Name and Location:**  
Dickenson St. Masonry

**Phone:** 608-235-2844

**Fax:**

**E-mail:** [ssilver2020@gmail.com](mailto:ssilver2020@gmail.com)

**Anticipated Start Date:** March 30 2020 (Weather permitting)

**Anticipated Completion Date:** 2020

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We propose to furnish labor, materials, and equipment to:

**1402 Williamson St. (Batch House Bakery) Dickenson St. Side of Building**

- Remove and dispose of concrete between city sidewalk and building (approximately 6" wide)
- Regrade base as needed
- Provide and install concrete into prepared area
- Note: New concrete will slope away from building
- Remove and dispose of loose/cracked or failing coating at base of building
- Provide and install new product to exposed areas
- Provide and install paint as needed
  
- Remove material covering old window/storefront on Dickenson St. side of building
- Prep lintel as needed and prime and paint as needed
- Provide and install brick to exposed opening
- Provide and install a stone sill to area as discussed
- Note: New brick to be selected by owner
- Tuck point as needed

**Proposed Budget Price: \$19,793**

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Payments to be made as follows:

*Partial Payment as Work Progresses / Net 20 Days*

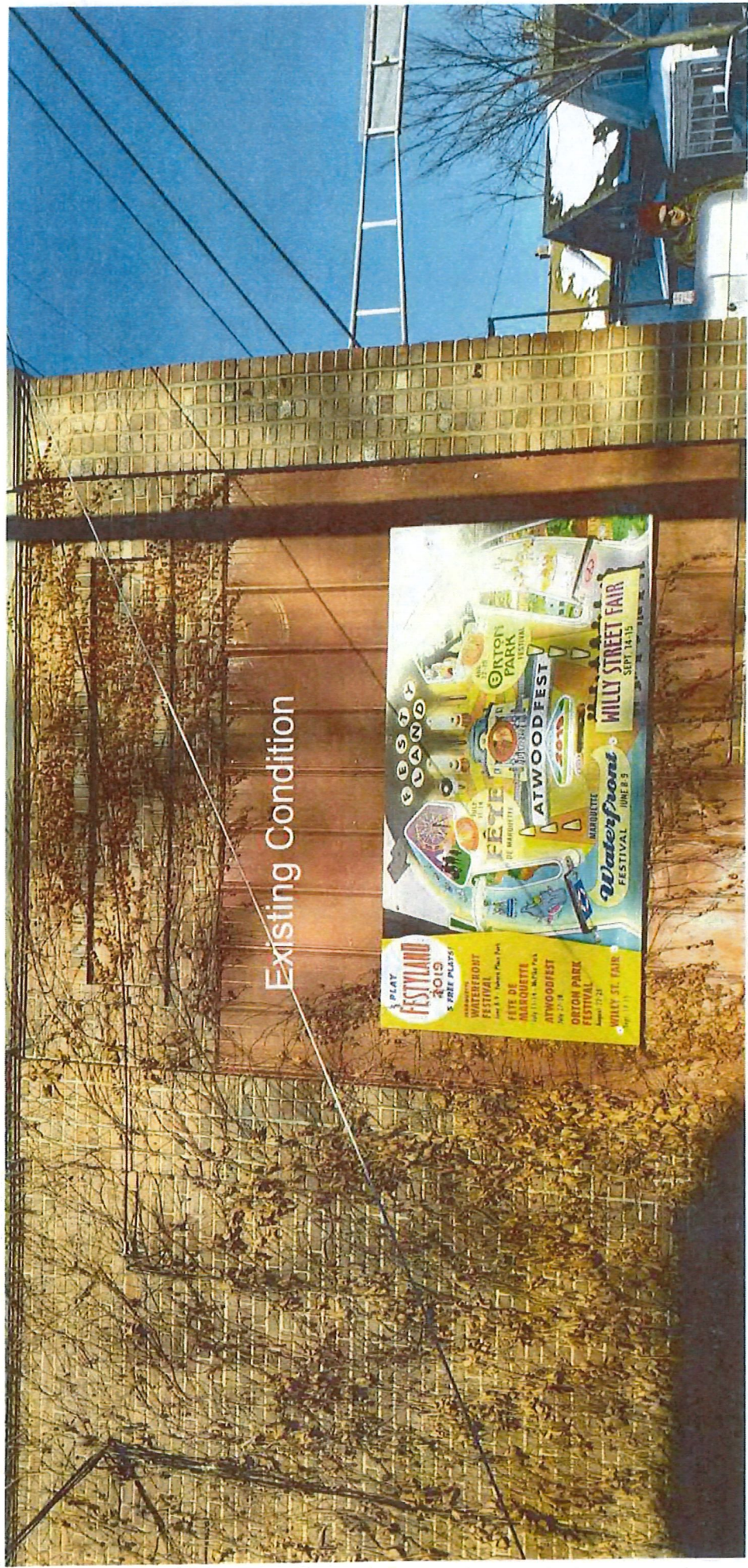
All material is guaranteed to be as specified. All work to be completed in a professional manner according to standard practices. Any alteration or deviation from above specifications, requested by Customer, involving extra cost, will be executed and will become an extra charge over and above the estimate. All agreements are contingent upon strikes, accidents, Acts of God or other delays beyond our control. Customer is to carry builder's risk, fire, tornado, and other necessary insurances. Our workers are fully covered by Worker's Compensation insurance.

Note: This proposal may be withdrawn by us if not accepted within  30 days.

Bachmann Authorized Signature \_\_\_\_\_  
Mike Dunn, Bachmann Construction Company, Inc. [the "Contractor"]

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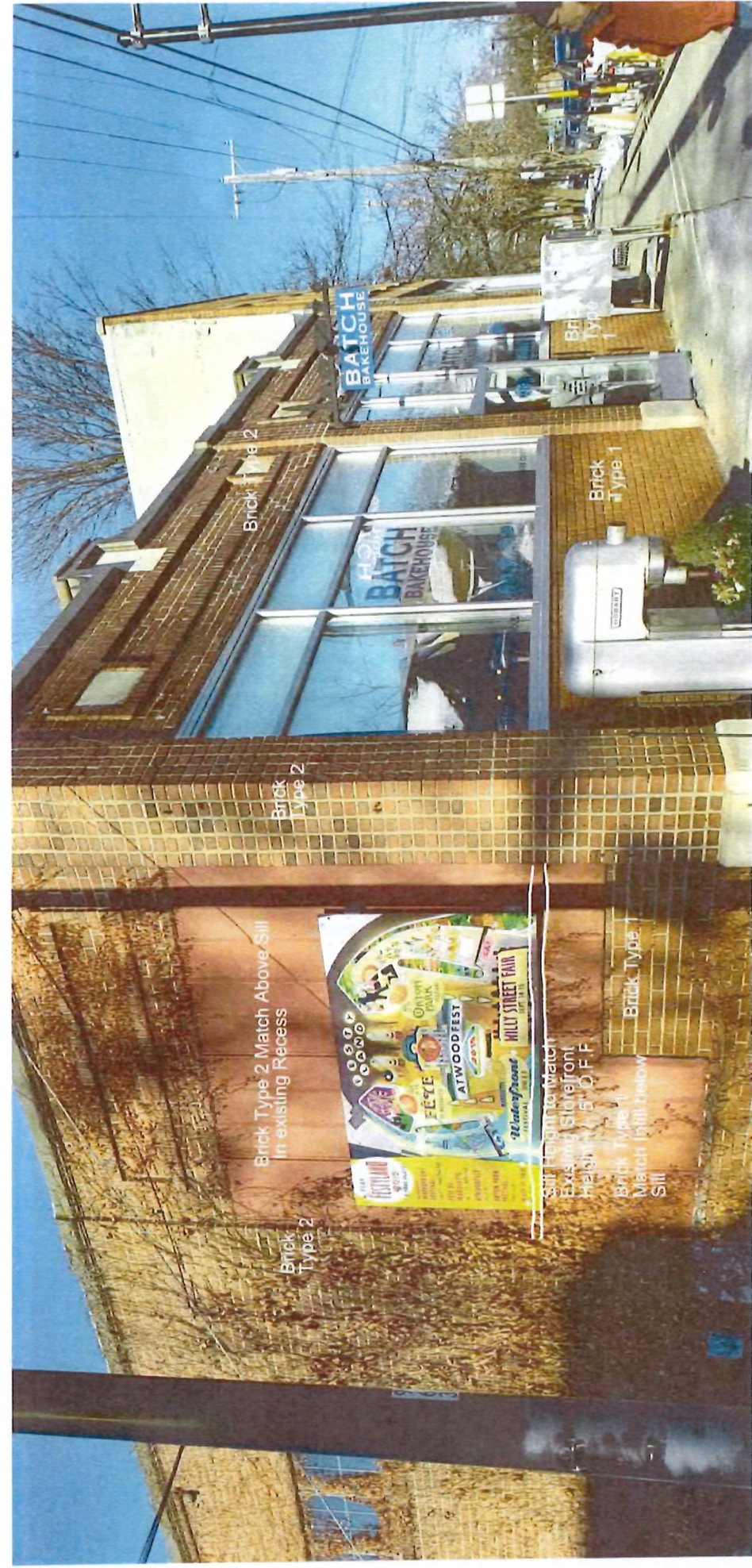




Existing Condition

100% RECYCLED PAPER





Brick Type 2 Match Above Sill  
In existing Recess

Brick Type 2

Brick Type 2

Brick Type 2



Sill Height to Match  
Existing Sill Height  
Height 15" O.F.F.

Brick Type 1  
Match Infill Below  
Sill

Brick Type 1

Brick Type 1

BATCH  
BAKEHOUSE

Brick Type 1





Existing Deteriorating Foundation Exterior to  
Repaired, Color to Approximately Match Existing  
Foundation







Department of Planning & Community & Economic Development

**Planning Division**

**Heather Stouder, Director**

215 Martin Luther King Jr Blvd, Suite 017  
P.O. Box 2985  
Madison, Wisconsin 53701-2985  
Phone: (608) 266-4635  
Fax (608) 267-8739  
[www.cityofmadison.com](http://www.cityofmadison.com)

February 20, 2020

Steve Silverberg  
FPB Enterprises LLC  
448 W Washington Ave Ste 100  
Madison, WI 53703

Re: Certificate of Appropriateness for 1402 Williamson Street

At its meeting on February 17, 2020, the Landmarks Commission reviewed, in accordance with the provisions of the Historic Preservation Ordinance, your plans to alter the exterior of the structure located at 1402 Williamson Street in the Third Lake Ridge historic district. The Commission approved a Certificate of Appropriateness to repair the foundation and remove the existing metal siding to be infilled with brick as proposed.

This letter will serve as the "Certificate of Appropriateness" for the project described above. When you apply for a building permit, take this letter with you to the Building Inspection Counter, Department of Planning and Development, 215 Martin Luther King Jr Blvd, Suite 017.

Please note that any scope of work or design changes from the alterations approved herein must receive approval by the Landmarks Commission, or staff designee, prior to commencing with the work. This Certificate is valid for 24 months from the date of issuance.

Please also note that failure to comply with the conditions of your approval is subject to a forfeiture of up to \$500 for each day during which a violation of the Landmarks Commission ordinance continues (see Madison General Ordinances Chapter 41, Historic Preservation Ordinance).

Please contact me at 608-266-6552 or [landmarkscommission@cityofmadison.com](mailto:landmarkscommission@cityofmadison.com) with any questions.

Sincerely,

A handwritten signature in blue ink that reads "Heather L. Bailey".

Heather L. Bailey, Ph.D.  
Preservation Planner  
City of Madison Planning Division

cc: City preservation property file

