

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 # _____
 _____ 1/21/25 11:55 a.m. _____
 Date received _____
 Received by _____
 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: 3222, 3230 and 3238 E Washington Ave & 3229 Ridgeway Ave

Title: _____

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

UDC meeting date requested February 5, 2025

- | | |
|---|---|
| <input type="checkbox"/> New development | <input type="checkbox"/> Alteration to an existing or previously-approved development |
| <input checked="" type="checkbox"/> Informational | <input type="checkbox"/> Initial approval |
| | <input type="checkbox"/> 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 Travis Fauchald
Street address 646 S Hickory St, Suite C
Telephone 952-334-7294

Company Volker Development
City/State/Zip Fond du Lac, WI 54935
Email t.fauchald@volker.co

Project contact person Kevin Burow
Street address 8401 Greenway Blvd Suite 900
Telephone 608-836-3690

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

Property owner (if not applicant) Wayne Shult (3222 & 3238 E Washington and 3229 Ridgeway property)
Street address 302 SE 31st Terrace
Telephone _____
City/State/Zip Cape Coral, FL 33904
Email _____

Urban Design Commission Application (continued)



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.

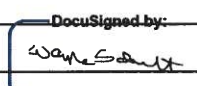
Both the paper copies and electronic copies **must** be submitted prior to the application deadline before an application will be scheduled for a UDC meeting. Late materials will not be accepted. A completed application form is required for each UDC appearance.

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 December 9, 2024.
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 Travis Fauchald Relationship to property Developer
 Authorizing signature of property owner  (Wayne Shult) Date January 21, 2025 | 11:43 A

DocuSigned by:
3F4AADA5D556423...

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)

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Email t.fauchald@volker.co

Project contact person Kevin Burow
Street address 8401 Greenway Blvd Suite 900
Telephone 608-836-3690

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

Property owner (if not applicant) Kristin Oines (3230 E Washington property)
Street address PO Box 456
Telephone _____

City/State/Zip Wisconsin Dells, WI 53965
Email _____

Urban Design Commission Application (continued)



5. Required Submittal Materials

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Name of applicant Travis Fauchald Relationship to property Developer
 Authorizing signature of property owner  (Kristin Oines) Date January 21, 2025 | 8:41 AM
DocuSigned by: 2509375042B6483...

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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. Applicants may, at their discretion, request to make an Informational Presentation to the UDC prior to seeking any approvals to obtain early feedback and direction before undertaking detailed design. 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 Variance 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

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.

When presenting projects to the UDC, applicants must fill out a registration slip provided in the meeting room and present it to the Secretary. Presentations should generally be limited to 5 minutes or as extended by motion by consent of the Commission. The Commission will withhold questions until the end of the presentation.

Applicants are encouraged to consider the use of various graphic presentation material including a locator map, photographs, renderings/model, scale drawings of the proposal in context with adjacent buildings/uses/signs, etc., as may be deemed appropriate to describe the project and its surroundings. Graphics should be mounted on rigid boards so that they may be easily displayed. **Applicants/presenters are responsible for all presentation materials, AV equipment and easels.**

URBAN DESIGN DEVELOPMENT PLANS CHECKLIST



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

January 21, 2025

Jessica Vaughn, UDC Secretary – Planning Division
Madison Municipal Building, Suite 017
215 Martin Luther King Jr. Blvd
P.O. Box 2985
Madison, Wisconsin 53701-2985



Re: Letter of Intent
3222, 3230, 3238 E Washington Ave and 3229 Ridgeway Ave – UDC Informational
KBA Project #2437

Ms. Jessica Vaughn,

The following is submitted together with the plans and application for the Urban Design Commission's Informational Review and consideration:

This proposed project involves the development of the sites located at 3222, 3230, & 3238 E Washington Ave and 3229 Ridgeway Ave, south of the intersection of Carpenter St and Ridgeway Ave, along the north side of E Washington Ave. The development is located in Urban Design District 5.

Volker is proposing a project that includes a 5-story, 86-unit apartment building with two levels of underground parking. Parking access to the two separate parking levels will be from East Washington Ave for the lower level and Carpenter St for the upper level.

The proposed design is a modern aesthetic. Proposed materials will include: masonry, composite paneling and horizontal siding. The massing and material fields on the East Washington elevation will be larger scale with more articulation and will reduce in scale along the Carpenter St and Ridgeway Ave facades. The Ridgeway Ave façade is three stories in height and has been designed to replicate a "townhouse" rhythm. The building steps back along the West façade, as it is adjacent to existing single family residences. The sloped site will be well landscaped and have access to outdoor amenity spaces for the residents including a second floor plaza.

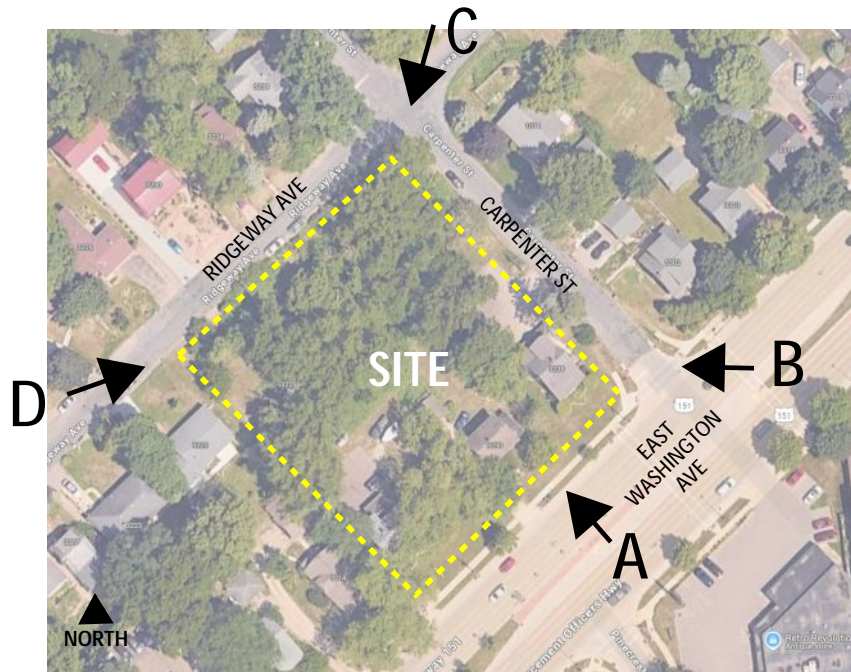
We look forward to collaborating with you on this project and welcome your feedback on these initial concepts.

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



A



B



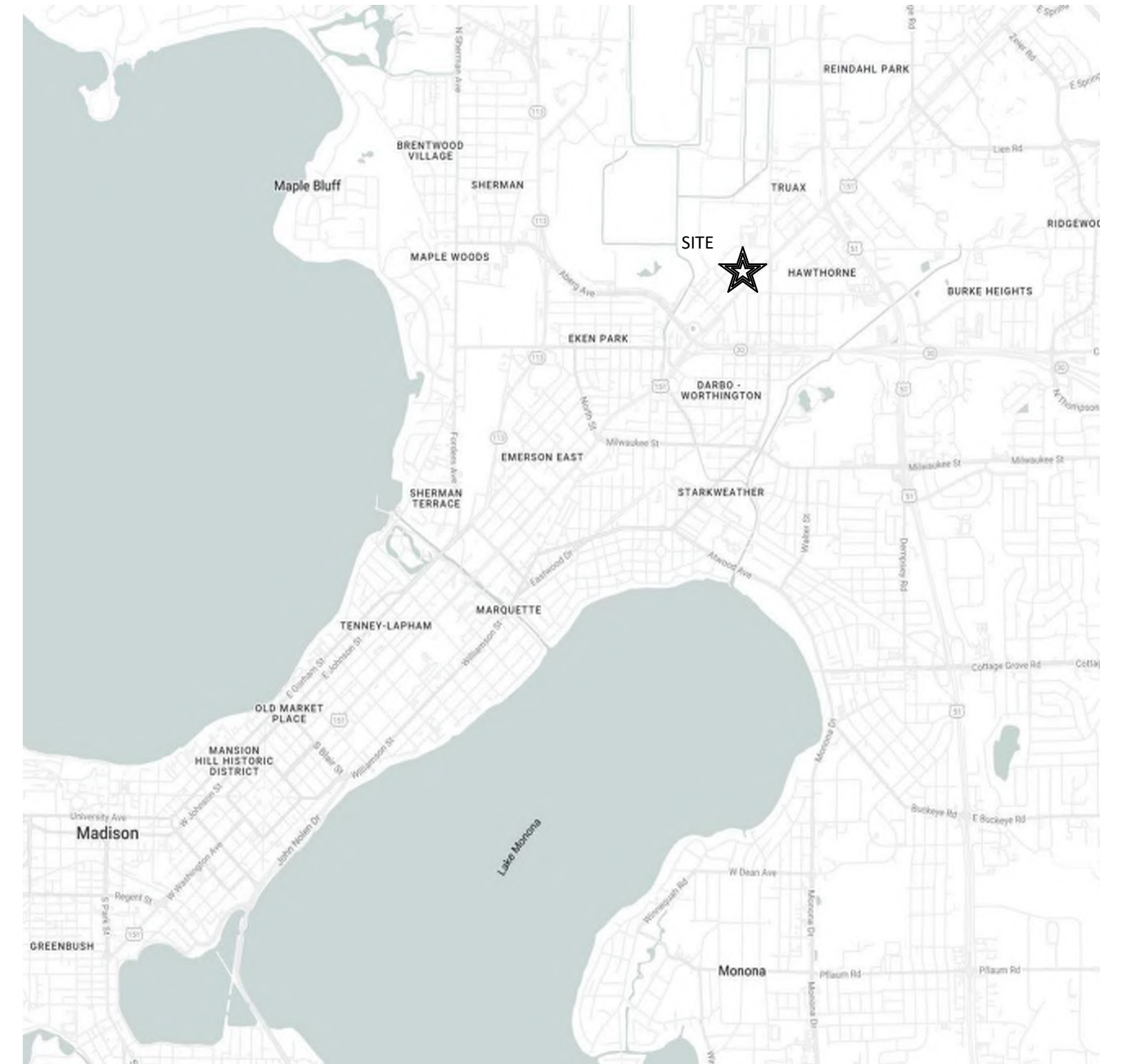
C



D



Multi-Family Development
 3222-3238 E Washington Ave.
 & 3229 Ridgeway Ave., Madison, WI
 5 Story, 86 Unit Apartment Building



SHEET INDEX

G 000	Cover Sheet
G 100	Site Locator Map & Context Photos
CA 101	Conceptual Site Plan
L101	Conceptual Landscape Plan
L102	Precedent Landscape Imagery
A101	First Floor Concept Plan
A102	Second Floor Concept Plan
A103	Third Floor Concept Plan
A104	Fourth Floor Concept Plan
A105	Fifth Floor Concept Plan
A201	Exterior Elevations
A202	Exterior Elevations
	Concept Images

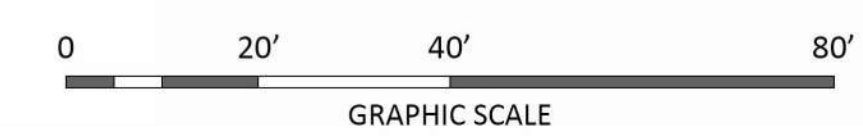
PROJECT NUMBER 2437

ISSUED

2025.01.21 UDC Informational Submittal

SHEET NUMBER
G 000



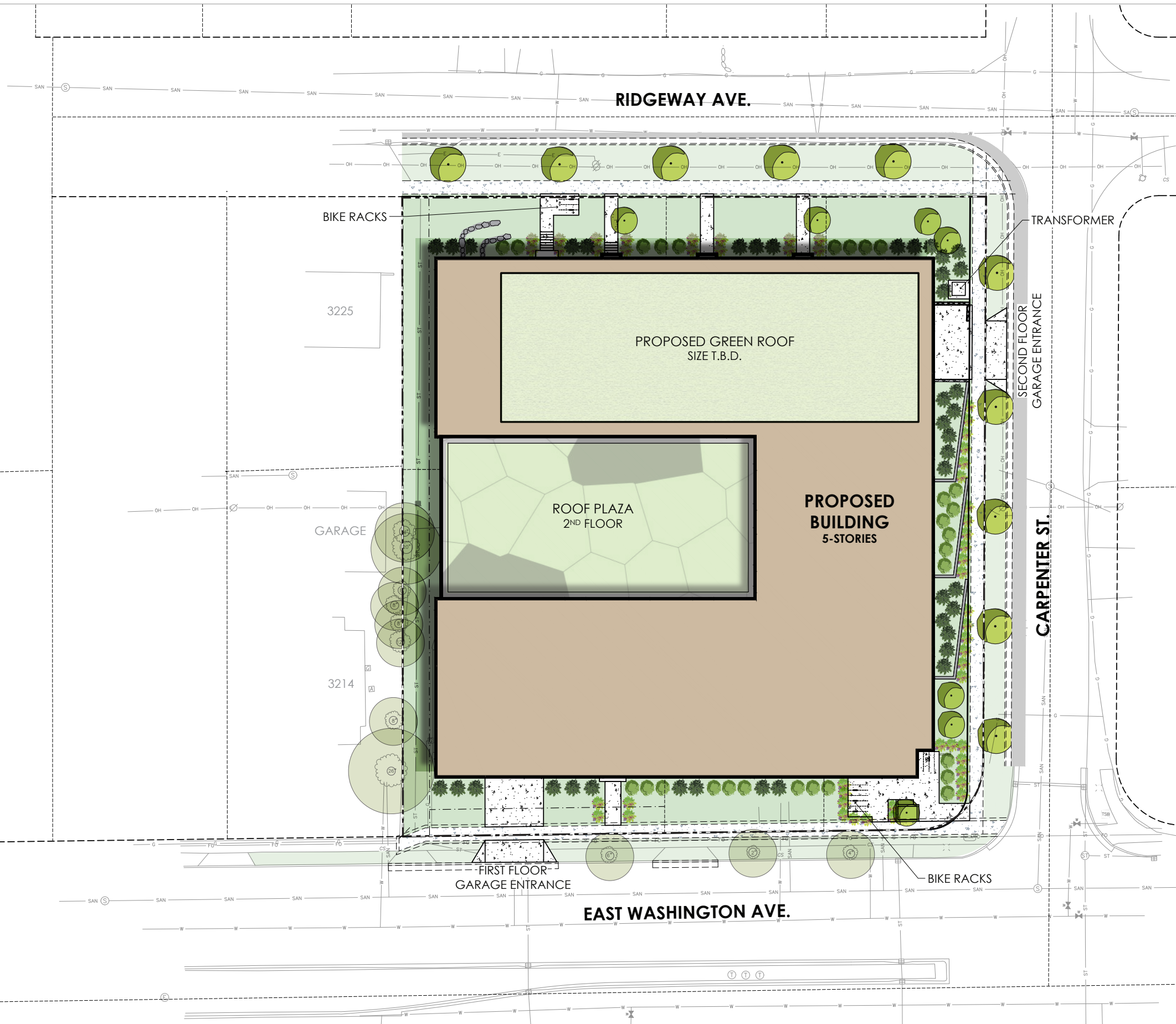


Conceptual Site Plan
CA101

Multi-Family Development
3222-3238 E. Washington Ave. & 3229 Ridgeway Ave., Madison, WI
UDC INFORMATIONAL SUBMITTAL | 2025.01.21 | 2437



File: I:\USD\Projects\2020\24\426502 Planning\01 Graphics and Exhibits\2025-01-15_Conceptual Landscape Plan.dwg Layout: TB User: michel.sthlichl Plotter: Jan 17, 2025 - 9:07 am Xref's:



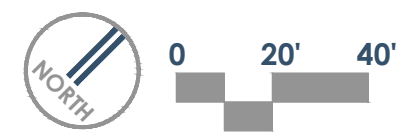
LEGEND

-  **EXISTING TREE**
-  **CANOPY TREE**
MAPLE, OAK, LINDEN
-  **ORNAMENTAL TREE**
SERVICEBERRY, CRABAPPLE, MUSCLEWOOD
-  **CONIFER TREE/SHRUB**
JUNIPER, ARBORVITAE, YEW, RHODODENDRON
-  **DECIDUOUS SHRUB**
CHOKEBERRY, LILAC, NINEBARK, VIBURNUM
-  **PERENNIALS**
POLLINATORS, ORNAMENTAL GRASSES

SITE INFORMATION BLOCK	
SITE ADDRESS	3222 E WASHINGTON AVE
PROPERTY ACREAGE	1.20 ACRES
GROSS BUILDING SQUARE FOOTAGE	36668 SF
LOT COVERAGE SURFACE AREA	30,053 SF
LOT COVERAGE SURFACE AREA RATIO	0.58
NUMBER OF PARKING STALLS	
VEHICLE	
UNDERGROUND	105
SURFACE (COVERED)	6
TOTAL	111
BICYCLE	
LONG TERM	95
SHORT TERM	12
TOTAL	107
EXISTING VS. PROPOSED SITE COVERAGE	
EXISTING IMPERVIOUS SURFACE AREA	10,068 SF
EXISTING PERVIOUS SURFACE AREA	42,159 SF
EXISTING IMPERVIOUS SURFACE AREA RATIO	0.19
PROPOSED IMPERVIOUS SURFACE AREA	38,845 SF
PROPOSED PERVIOUS SURFACE AREA	13,382 SF
PROPOSED IMPERVIOUS SURFACE AREA RATIO	0.74

3222-3238 E. WASHINGTON AVE.
MADISON, WI
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CONCEPTUAL LANDSCAPE PLAN
L101



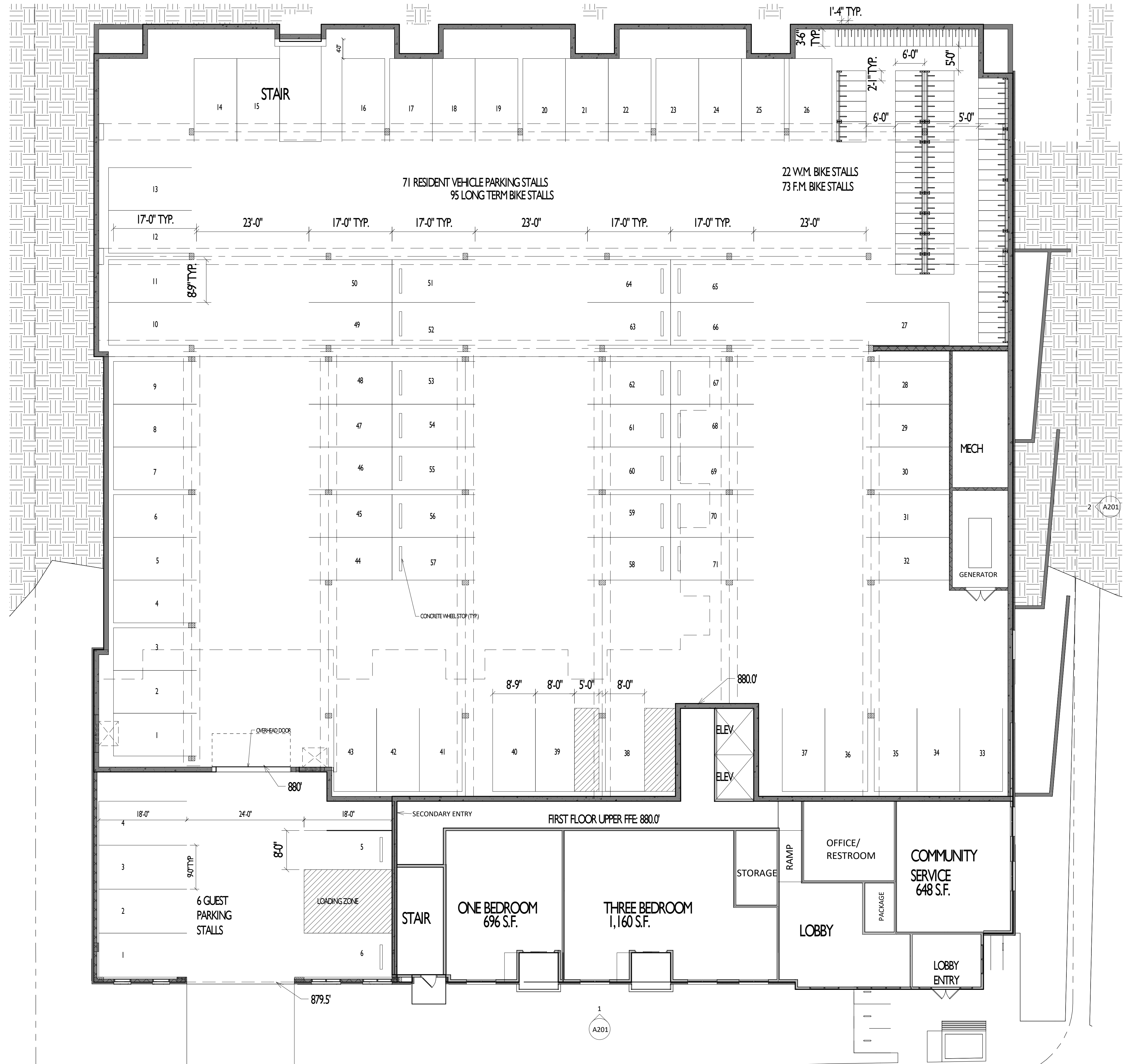


3222-3238 E. WASHINGTON AVE.
MADISON, WI 1/21/2025

PRECEDENT LANDSCAPE IMAGERY
L102



File: I:\USD\Projects\2024\2414265\02 Planning\01 Graphics and Exhibits\2025-01-15_Conceptual Landscape Plan.dwg Layout: TB-IMAGES User: michael.simicichl Plotted: Jan 20, 2025 - 1:14pm Xrefs:



PROJECT STATISTICS

UNIT MIX:		
ONE BEDROOM	34	39.5%
TWO BEDROOM	35	40.5%
THREE BEDROOM	17	20.0%
TOTAL	86	UNITS
AUTO PARKING:		
SITE (SEMI-COVERED)	06	STALLS
FIRST FLR GARAGE	71	STALLS
SECOND FLR GARAGE	34	STALLS
TOTAL	111	STALLS
RATIO (STALLS/UNIT) 1.3		
BICYCLE:		
LONG TERM	95	
SHORT TERM	12	
TOTAL	107	BIKE STALLS

1 CITY - 01 - FIRST FLOOR CONCEPT
A101 3/32" = 1'-0"

PROJECT TITLE
**Multi-Family
Development**

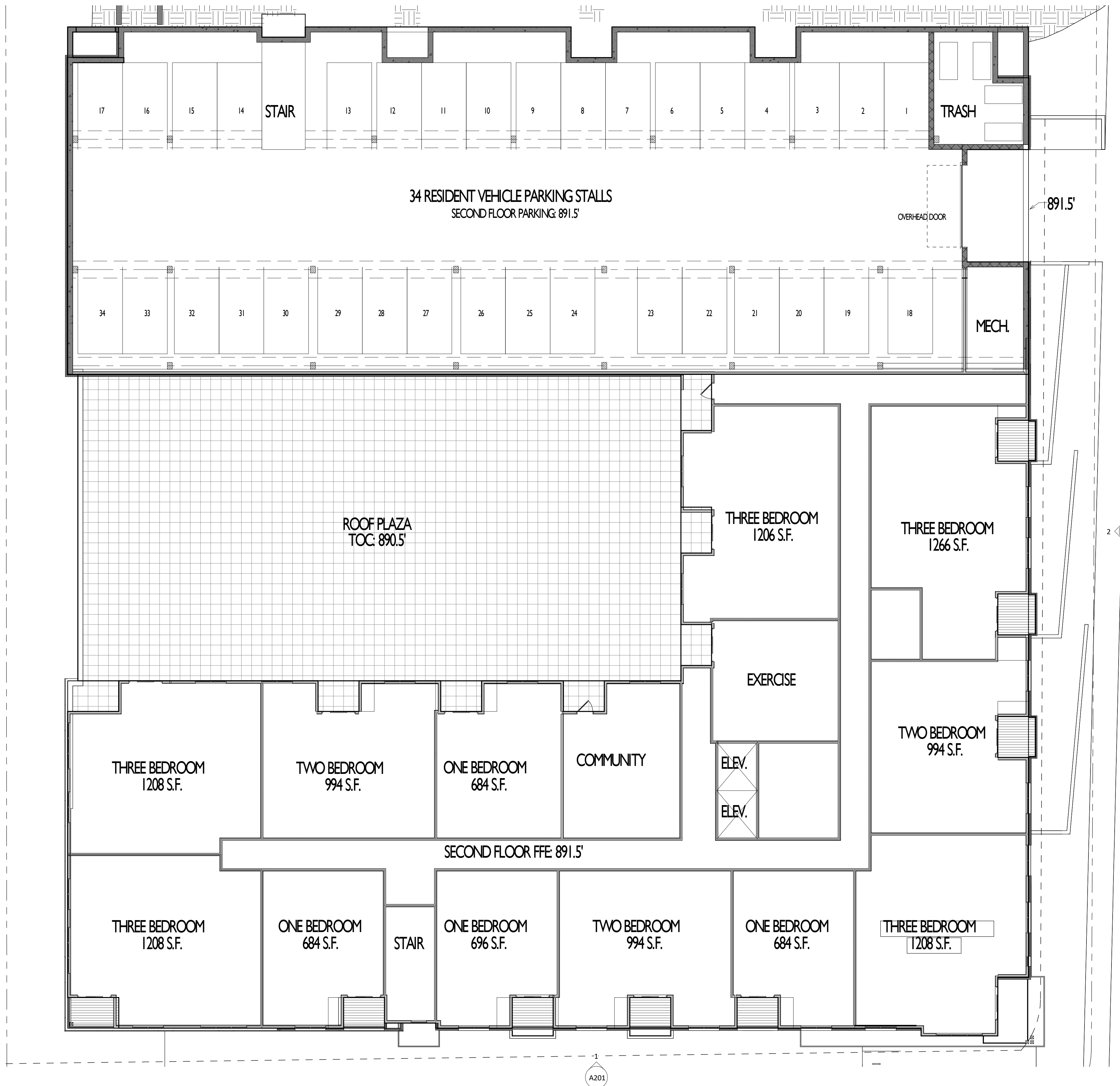
3222-3238
E Washington Ave.
& 3229 Ridgeway Ave.,
Madison, WI
SHEET TITLE
**First Floor
Concept Plan**

SHEET NUMBER

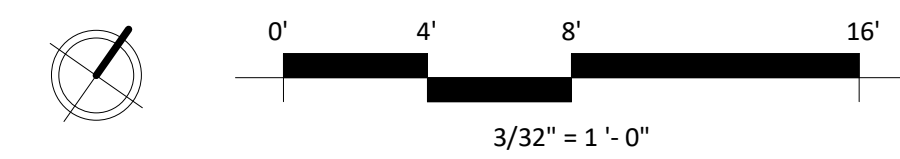
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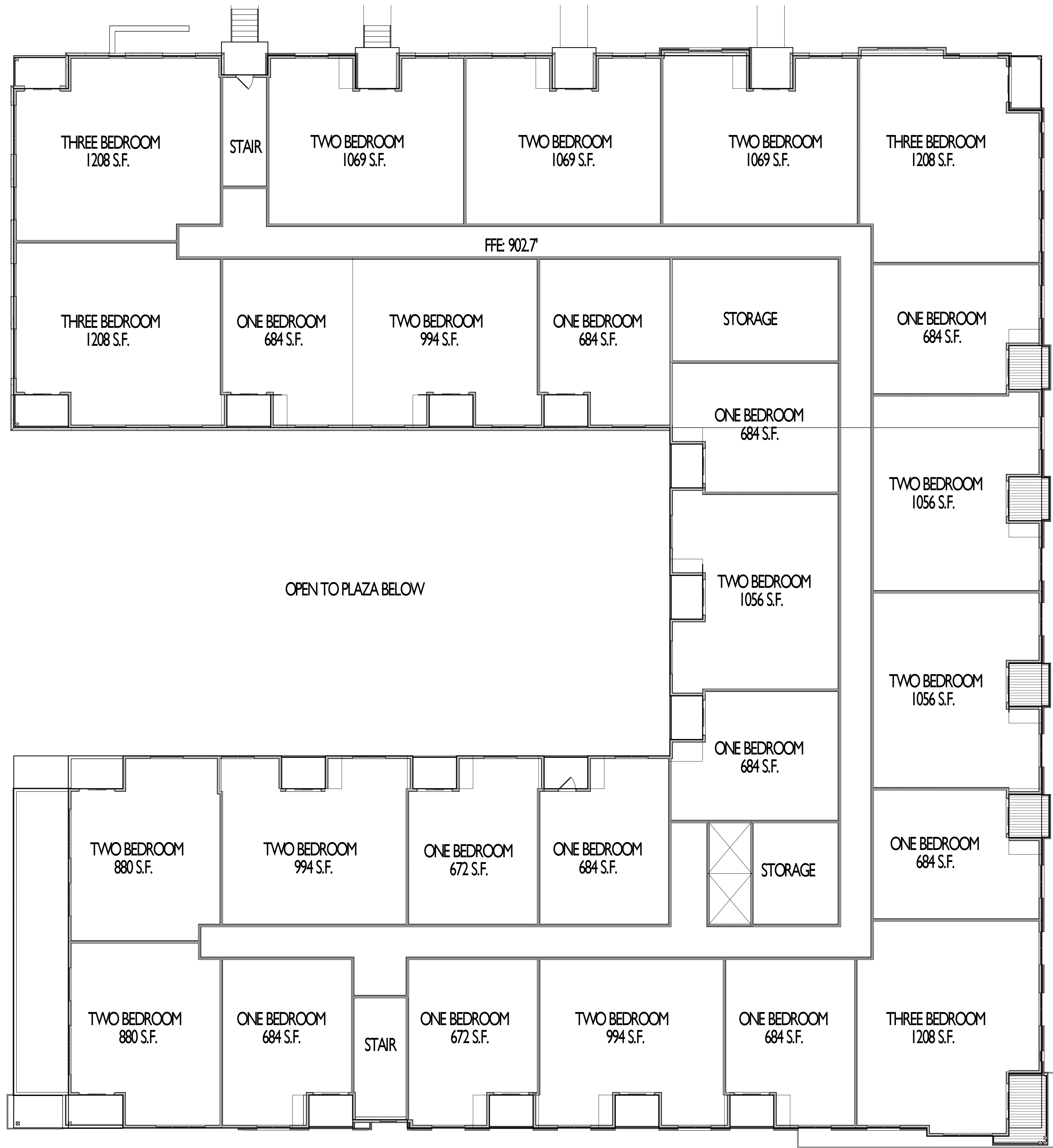
PROJECT NUMBER

2437

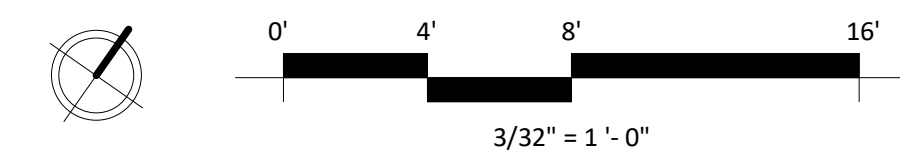


1 CITY - 02 - SECOND FLOOR CONCEPT
A102 3/32" = 1'-0"





1 CITY - 03 - THIRD FLOOR CONCEPT
A103 3/32" = 1'-0"





knothe • bruce
ARCHITECTS
Phone: 8401 Greenway Blvd., Suite 900
608.836.3690 Middleton, WI 53562

KEY PLAN

ISSUED
2025.01.21 UDC Informational Submittal

PROJECT TITLE
**Multi-Family
Development**

3222-3238
E Washington Ave.
& 3229 Ridgeway Ave.,
Madison, WI
SHEET TITLE
**Fourth Floor
Concept Plan**

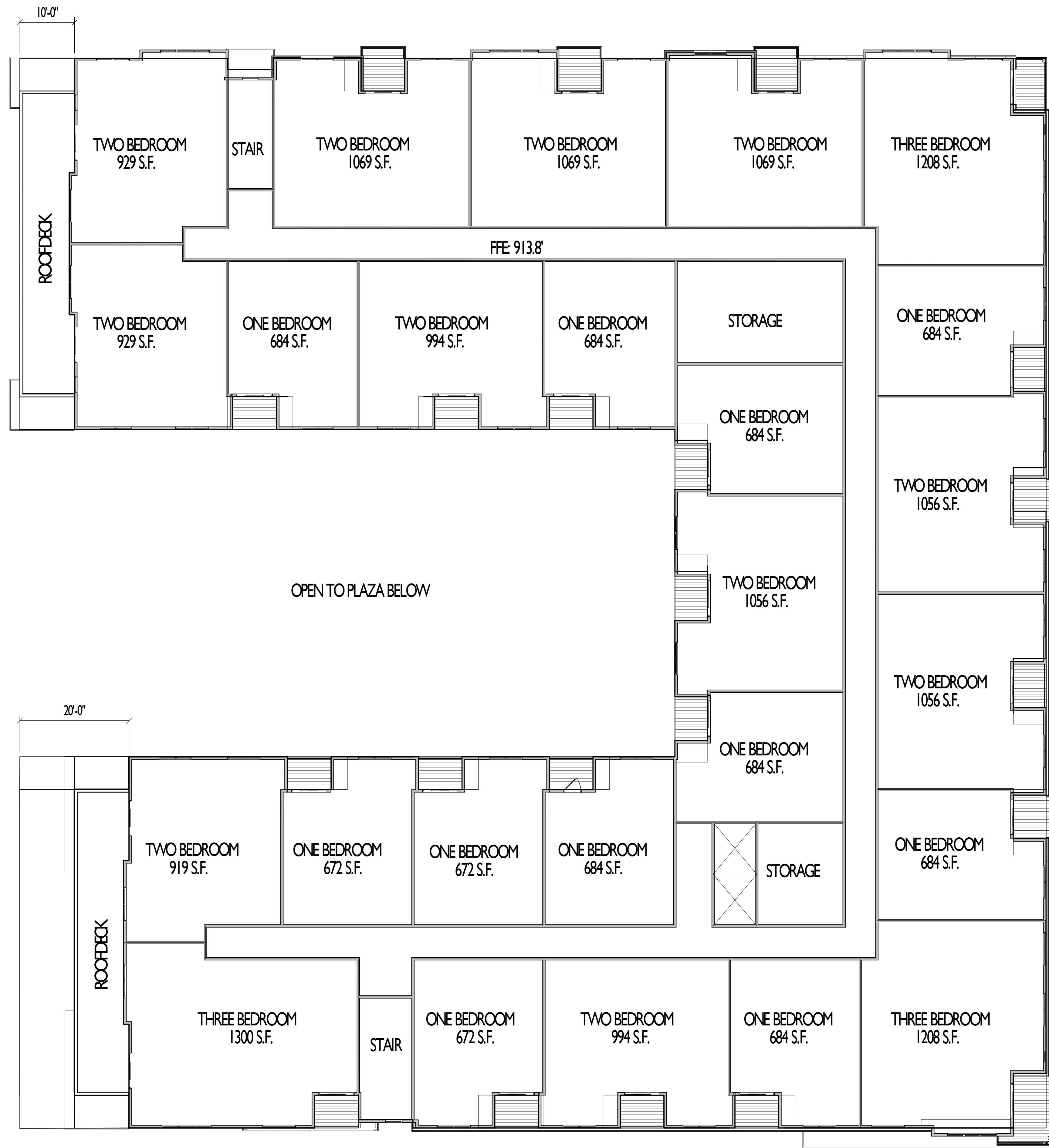
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A104

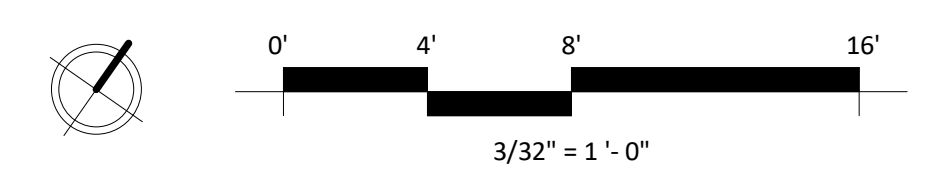
PROJECT NUMBER

2437

© Knothe & Bruce Architects, LLC



1
A104 CITY - 04 - FOURTH FLOOR CONCEPT
3/32" = 1'-0"





knothe • bruce
ARCHITECTS
 Phone: 8401 Greenway Blvd., Suite 900
 608.836.3690 Middleton, WI 53562

KEY PLAN

ISSUED
 2025.01.21 UDC Informational Submittal

PROJECT TITLE
**Multi-Family
 Development**

3222-3238
 E Washington Ave.
 & 3229 Ridgeway Ave.,
 Madison, WI
 SHEET TITLE
**Fifth Floor
 Concept Plan**

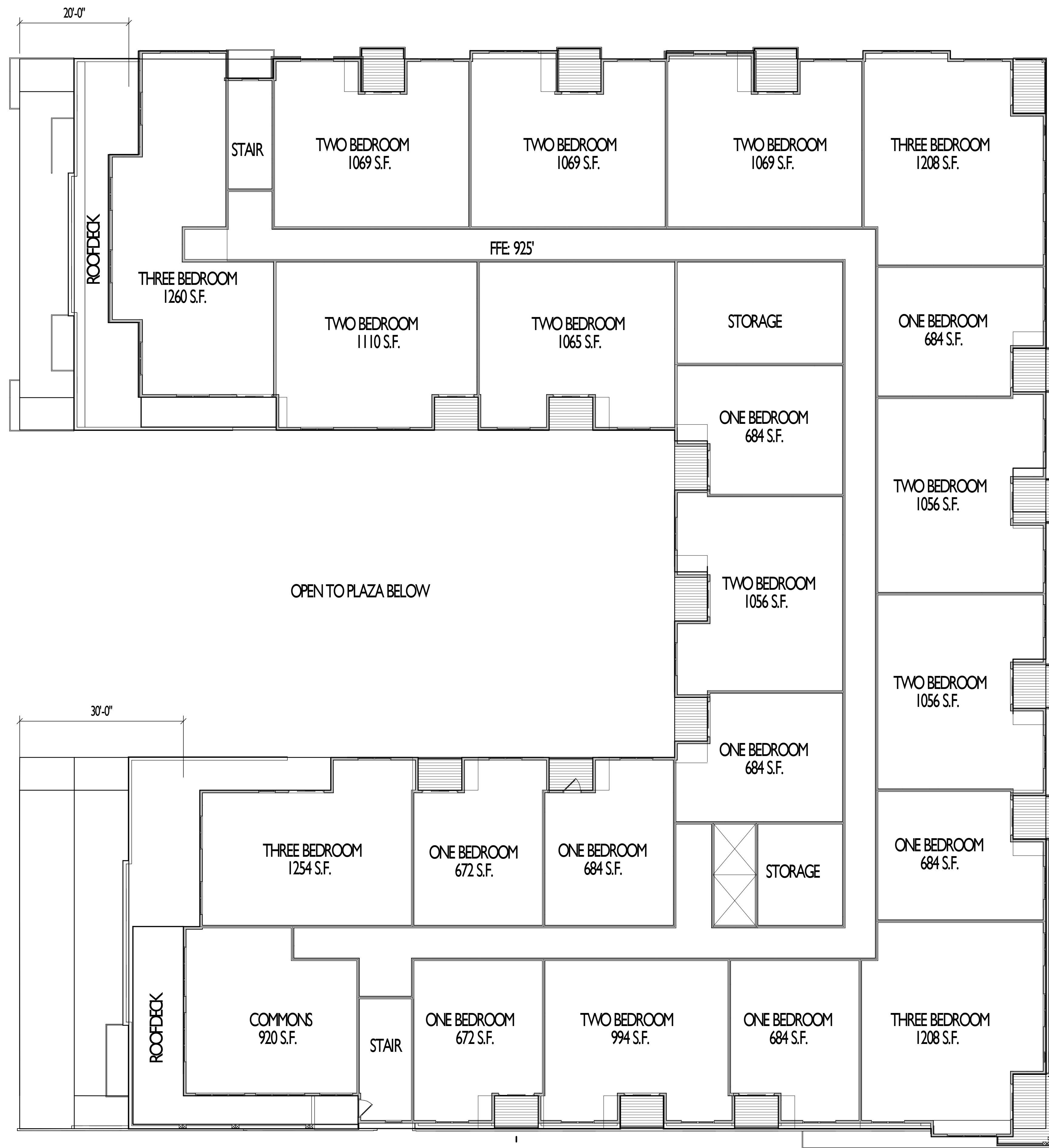
SHEET NUMBER

A105

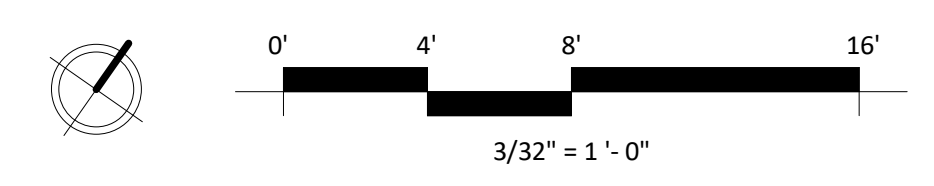
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© Knothe & Bruce Architects, LLC



1 CITY - 05 - FIFTH FLOOR CONCEPT
 A105 3/32" = 1'-0"





2 CITY ELEVATION - EAST
A201 1/8" = 1'-0"



1 CITY ELEVATION - SOUTH
A201 1/8" = 1'-0"

PROJECT TITLE
**Multi-Family
Development**

3222-3238
E Washington Ave.
& 3229 Ridgeway Ave.,
Madison, WI
SHEET TITLE

**Exterior
Elevations**

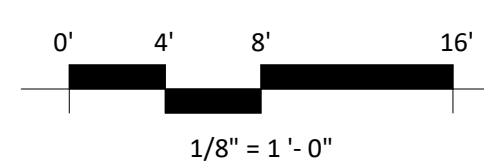
SHEET NUMBER

A201

PROJECT NUMBER

2437

EXTERIOR MATERIAL SCHEDULE			
MARK	BUILDING ELEMENT	MANUFACTURER	COLOR
01	COMPOSITE LAP SIDING 6"	JAMES HARDIE	KHAKI BROWN
02	COMPOSITE BOARD & BATTEN	JAMES HARDIE	IRON GRAY
03	COMPOSITE PANEL	JAMES HARDIE	CUSTOM BROWN
04	COMPOSITE TRIM	JAMES HARDIE	MATCH ADJ. MATERIAL
05	BRICK VENEER	SUMMIT BRICK	DOVE
06	BRICK SOLDIER COURSE	SUMMIT BRICK	DOVE
07	CAST STONE	ROCKCAST	REISLING
08	DECK TRIM	TBD	METAL - GRAY
09	COLUMN	TBD	METAL - GRAY
10	COMPOSITE WINDOW	ANDERSEN	BLACK
11	RAILINGS & HAND RAILS	SUPERIOR	BLACK
12	ALUMINIUM STOREFRONT	NA	BLACK
13	RETAINING WALL	NA	EXPOSED CONCRETE - FINISH TBD





1 CITY ELEVATION - NORTH
A202 1/8" = 1'-0"

PROJECT TITLE
**Multi-Family
Development**

3222-3238
E Washington Ave.
& 3229 Ridgeway Ave.,
Madison, WI
SHEET TITLE
**Exterior
Elevations**

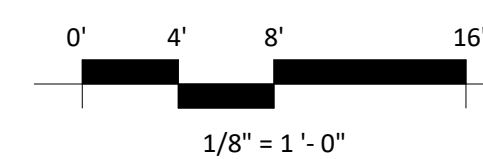
SHEET NUMBER

A202

PROJECT NUMBER

2437

EXTERIOR MATERIAL SCHEDULE			
MARK	BUILDING ELEMENT	MANUFACTURER	COLOR
01	COMPOSITE LAP SIDING 6"	JAMES HARDIE	KHAKI BROWN
02	COMPOSITE BOARD & BATTEN	JAMES HARDIE	IRON GRAY
03	COMPOSITE PANEL	JAMES HARDIE	CUSTOM BROWN
04	COMPOSITE TRIM	JAMES HARDIE	MATCH ADJ. MATERIAL
05	BRICK VENEER	SUMMIT BRICK	DOVE
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07	CAST STONE	ROCKCAST	REISLING
08	DECK TRIM	TBD	METAL - GRAY
09	COLUMN	TBD	METAL - GRAY
10	COMPOSITE WINDOW	ANDERSEN	BLACK
11	RAILINGS & HAND RAILS	SUPERIOR	BLACK
12	ALUMINIUM STOREFRONT	NA	BLACK
13	RETAINING WALL	NA	EXPOSED CONCRETE - FINISH TBD





Concept Image

Multi-Family Development
3222-3238 E Washington Ave. & 3229 Ridgeway Ave., Madison, WI

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