

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 _____

11/29/21
12:00 p.m.

RECEIVED

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: 3005 University Avenue, Madison, WI 53705

Title: Flad Development-Smoky's Redevelopment

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

UDC meeting date requested 12/15/2021

- ☐ 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 John Flad
Street address 3330 University Ave Ste 206
Telephone (608) 833-8100

Project contact person Kevin Burow
Street address 7601 University Ave.
Telephone 608-836-3690

Company Flad Development & Investment Corp.
City/State/Zip Madison, WI 53705
Email JFlad@flad-development.com

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

Property owner (if not applicant) LEONARD W. SCHMOCK AND JANET N. SCHMOCK REVOCABLE TRUST
Street address 3005 UNIVERSITY AVE.
Telephone (608) 235-8150
City/State/Zip MADISON, WI. 53705
Email TOMSCHMOCK@gmail.com

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.

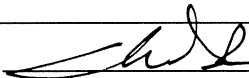
Both the paper copies and electronic copies must be submitted prior to the application deadline before an application will be scheduled for a UDC meeting. Late materials will not be accepted. A completed application form is required for each UDC appearance.

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 Kevin Firchow on 11/10/21.
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 John Flad Relationship to property CONTRACTUAL OWNER
 Authorizing signature of property owner  - trustee Date 11/24/21

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

November 29th, 2021

Ms. Julie Cleveland
Urban Design Planner
Department of Planning, Community & Economic Development
215 Martin Luther King Jr. Blvd., Ste 017
Madison, Wisconsin 53703



RE: Letter of Intent
Smokey's Club Redevelopment – UDC Informational
Project Address: 3005 University Ave., Madison, WI
KBA Project# 1838

Ms. Julie Cleveland,

The following is submitted together with the plans and application for the staff and the Urban Design Commission's feedback.

This proposed development is within the Urban Design District #6 in the City of Madison along University Avenue. The property is zoned CC-T (Commercial Corridor-Transitional District) and is the current site of the Smoky's Club restaurant. The Comprehensive Plan calls for Community Mixed Use. The site will provide the opportunity for new construction of much needed residential units that will enhance the area along the University Avenue corridor, while providing easy access to everywhere in the city for the residents.

This development proposes a five-story mixed-use building with structured underground parking and first floor parking. There will be first floor commercial space along with a total of 59 dwelling units that consist of studios, one-bedrooms, and two-bedroom apartments. The building front façade steps back at the 5th floor level and this provides an area for all residents to be able to relax and socialize on the 5th floor roof deck.

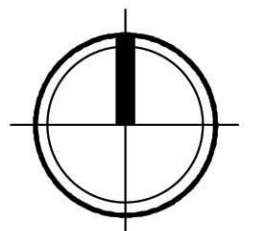
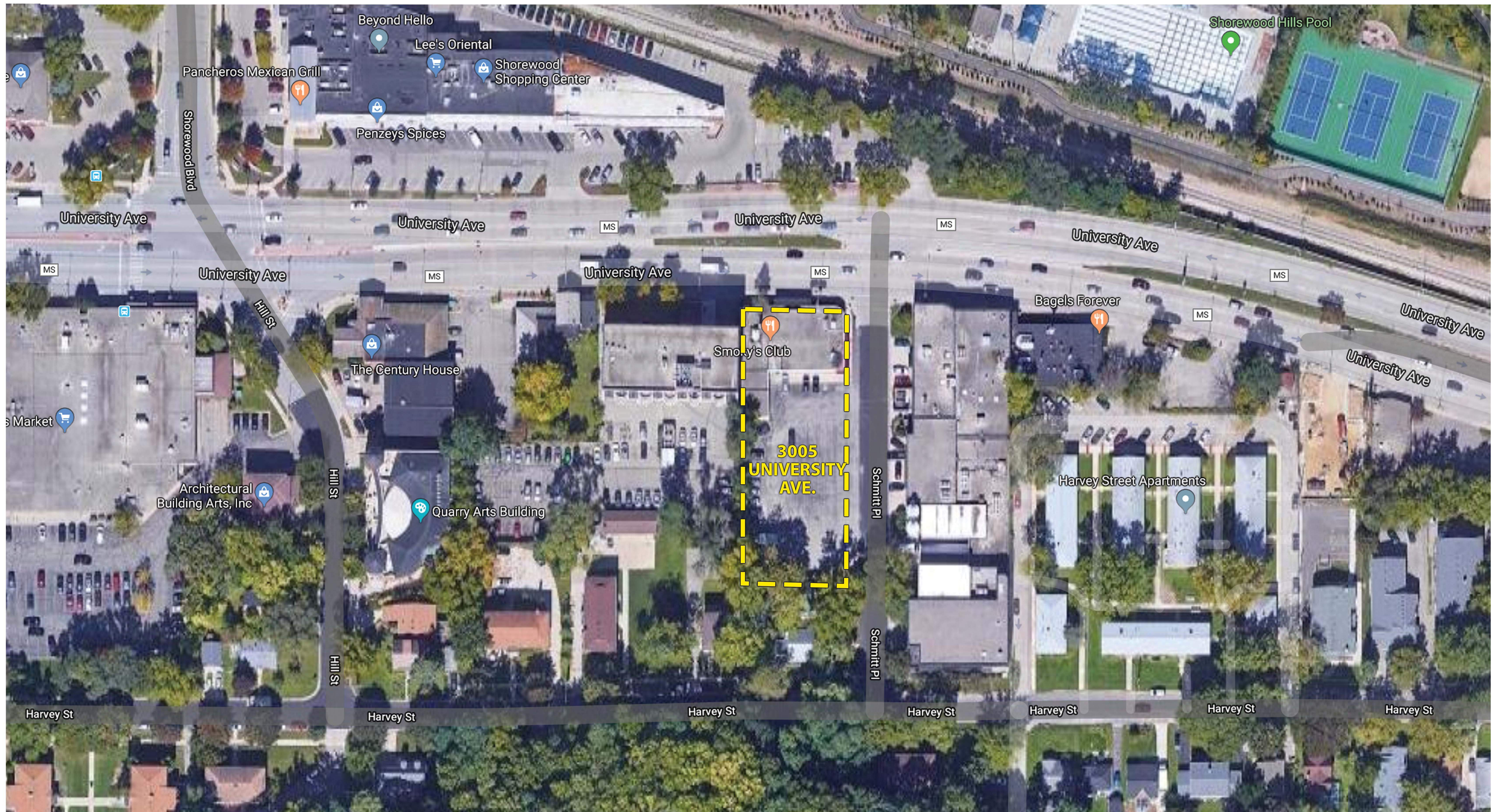
The first-floor commercial space is accessible off of the public sidewalk along University Ave via a shared entry with the Apartments and is also accessible from the protected parking area located directly behind this space at the first floor level. We look forward to discussing this further at the upcoming UDC Meeting.

Thank you for your time reviewing our proposal.

Sincerely,

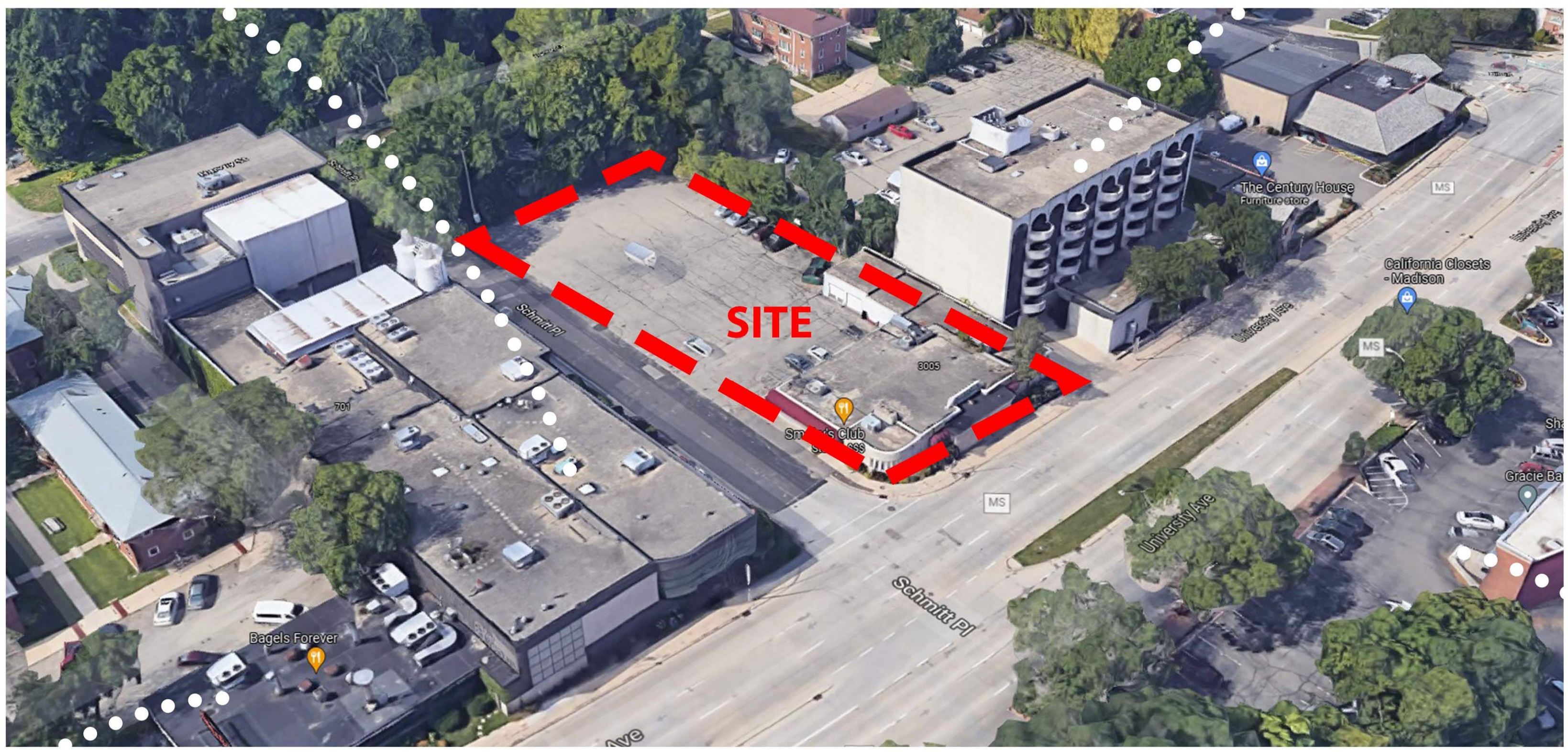
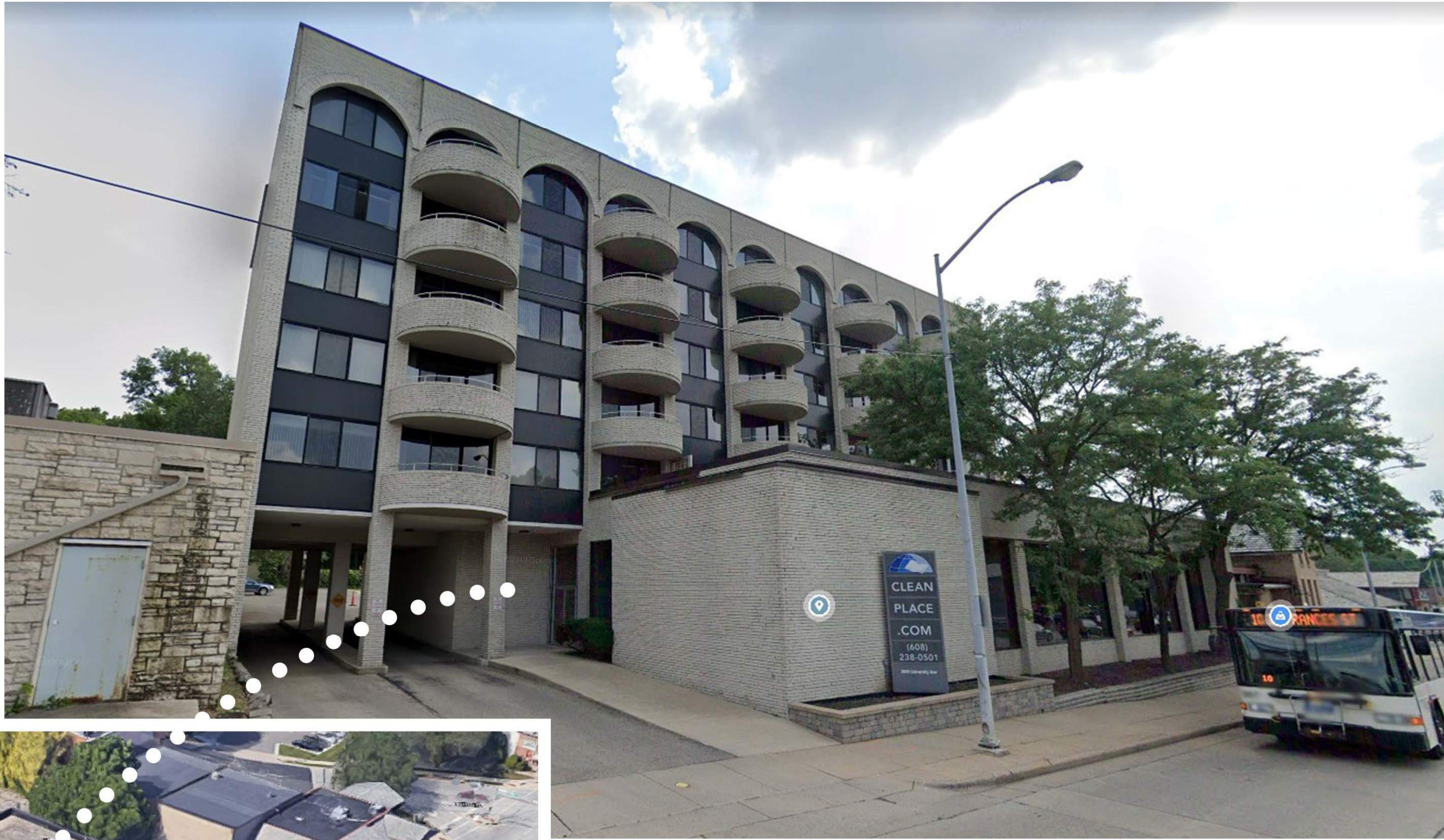
A handwritten signature in black ink that reads 'Kevin Burow'. The signature is fluid and cursive, with the first letters of the first and last names being capitalized.

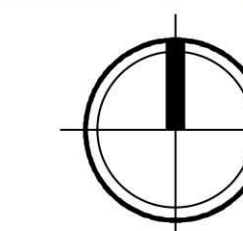
Kevin Burow, AIA, NCARB, LEED AP
Managing Manager



Site Locator Map
3005 University Avenue
Madison, WI
November 5, 2021

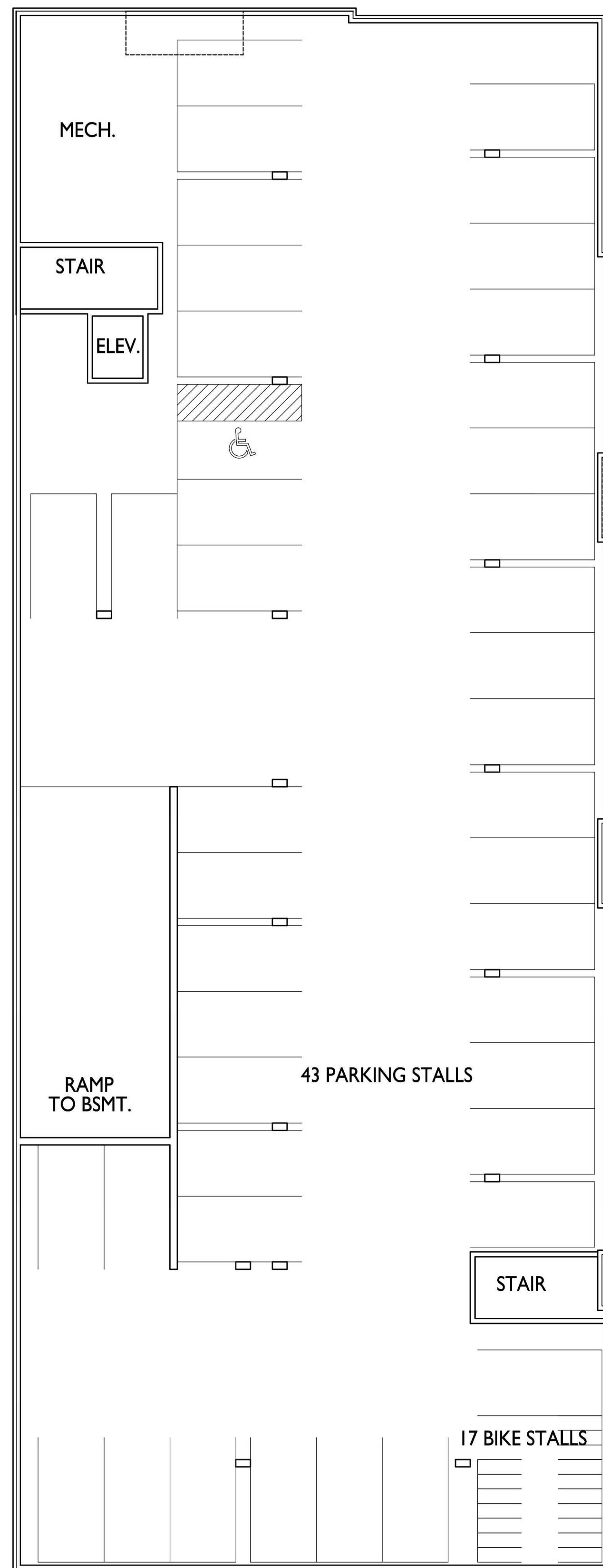




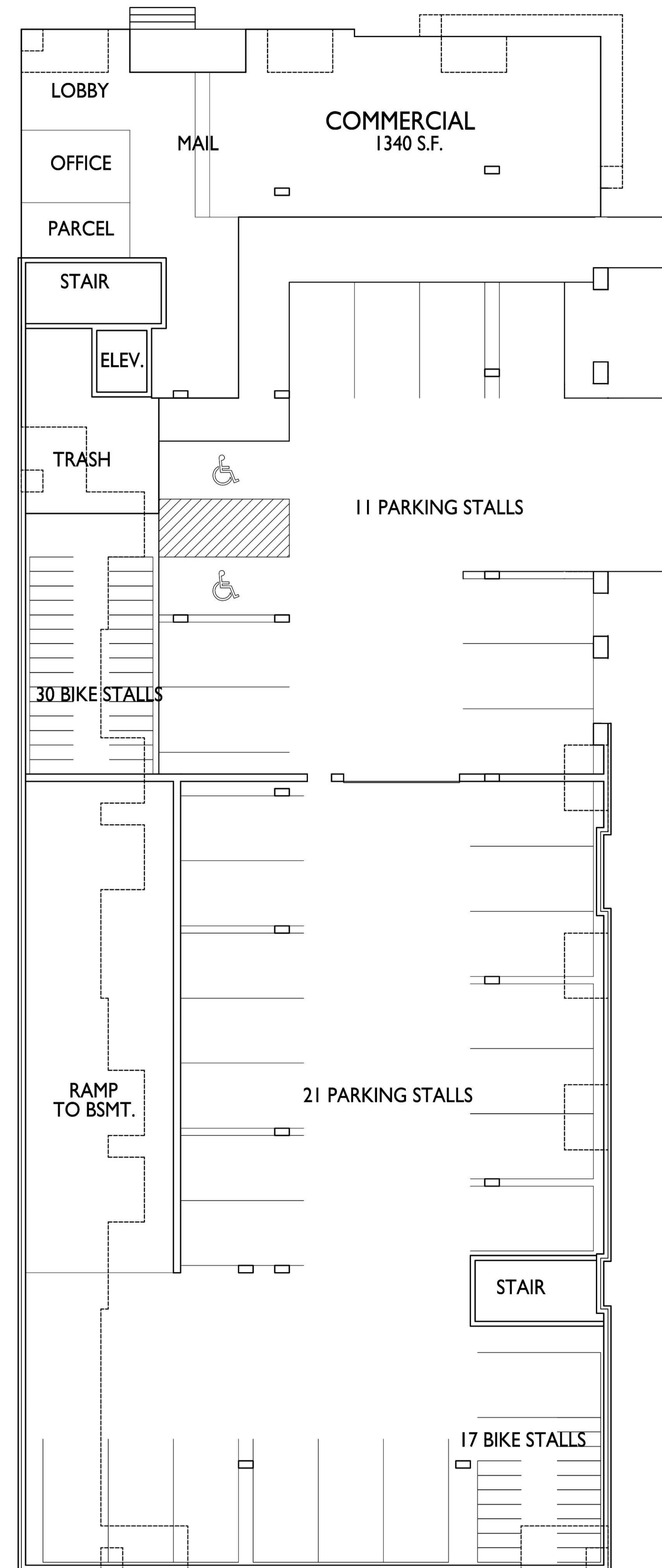


Concept Site Plan
3005 University Avenue
Madison, WI
November 29, 2021

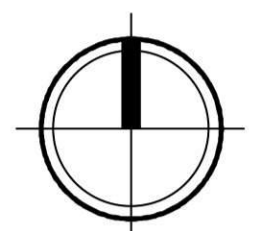




BASEMENT PLAN



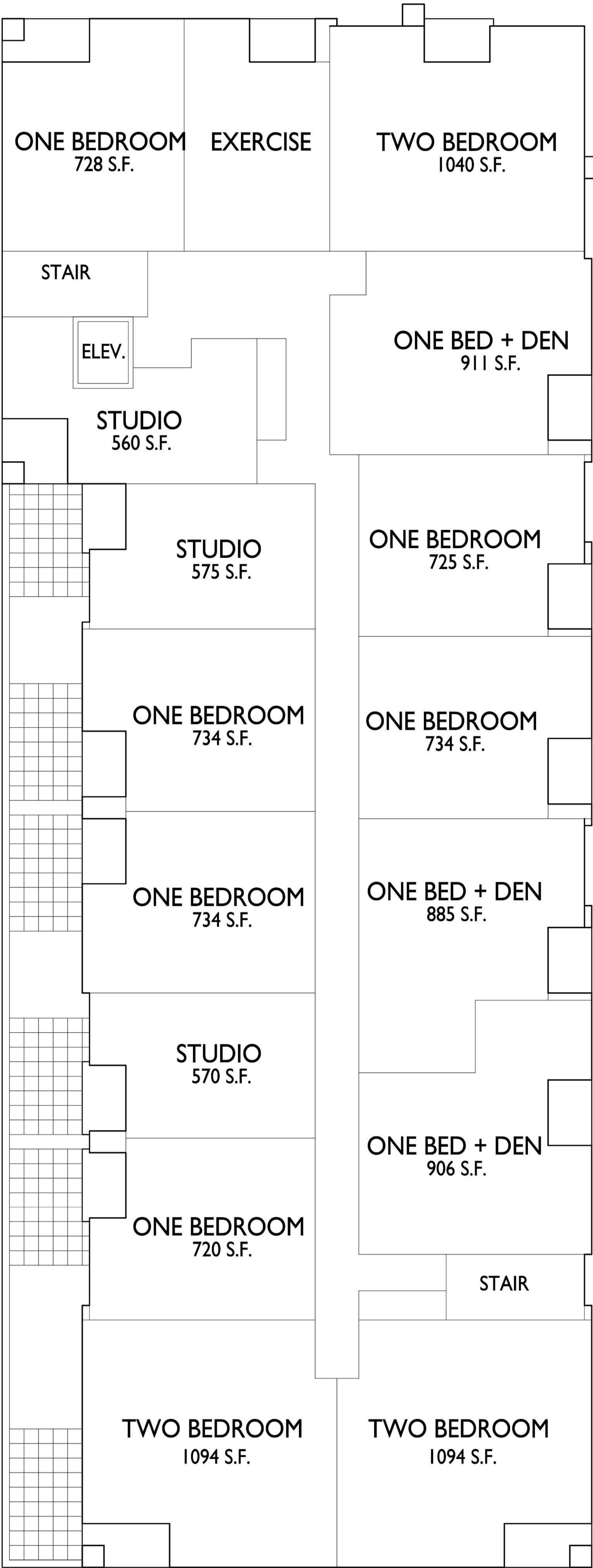
FIRST FLOOR PLAN



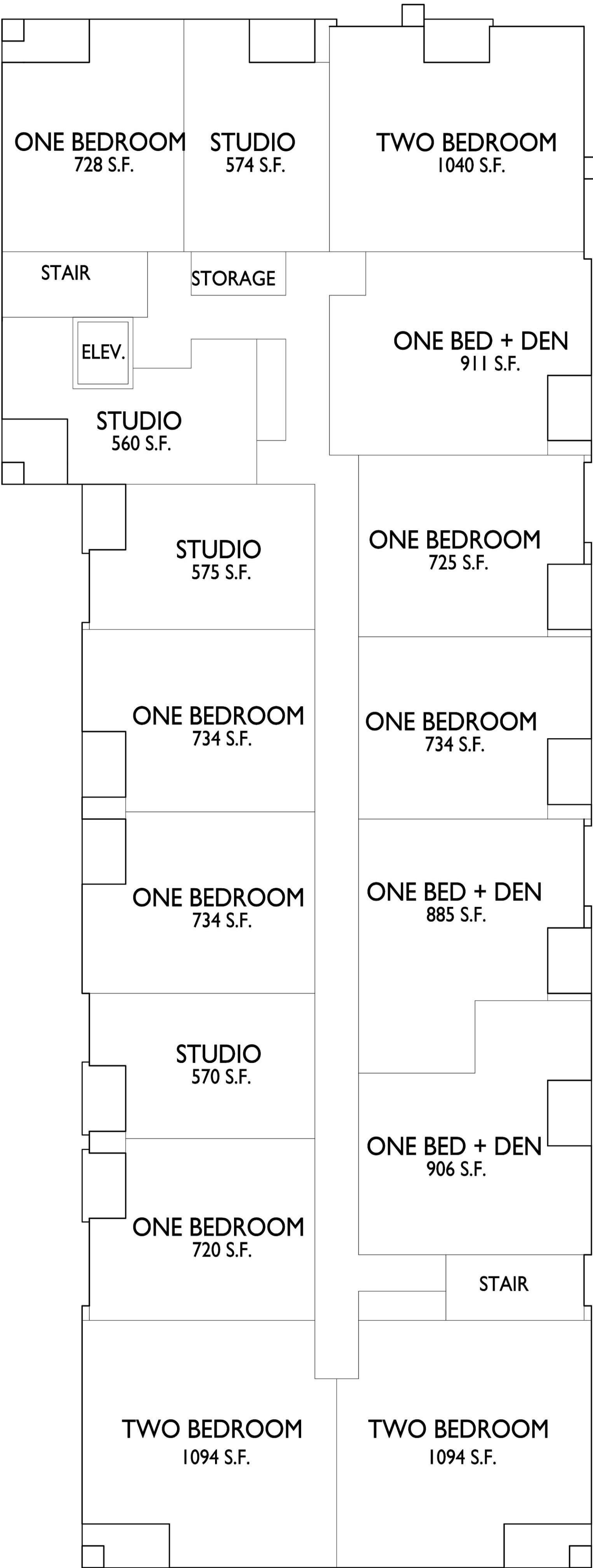
Concept Floor Plans
3005 University Avenue
Madison, WI
November 29, 2021



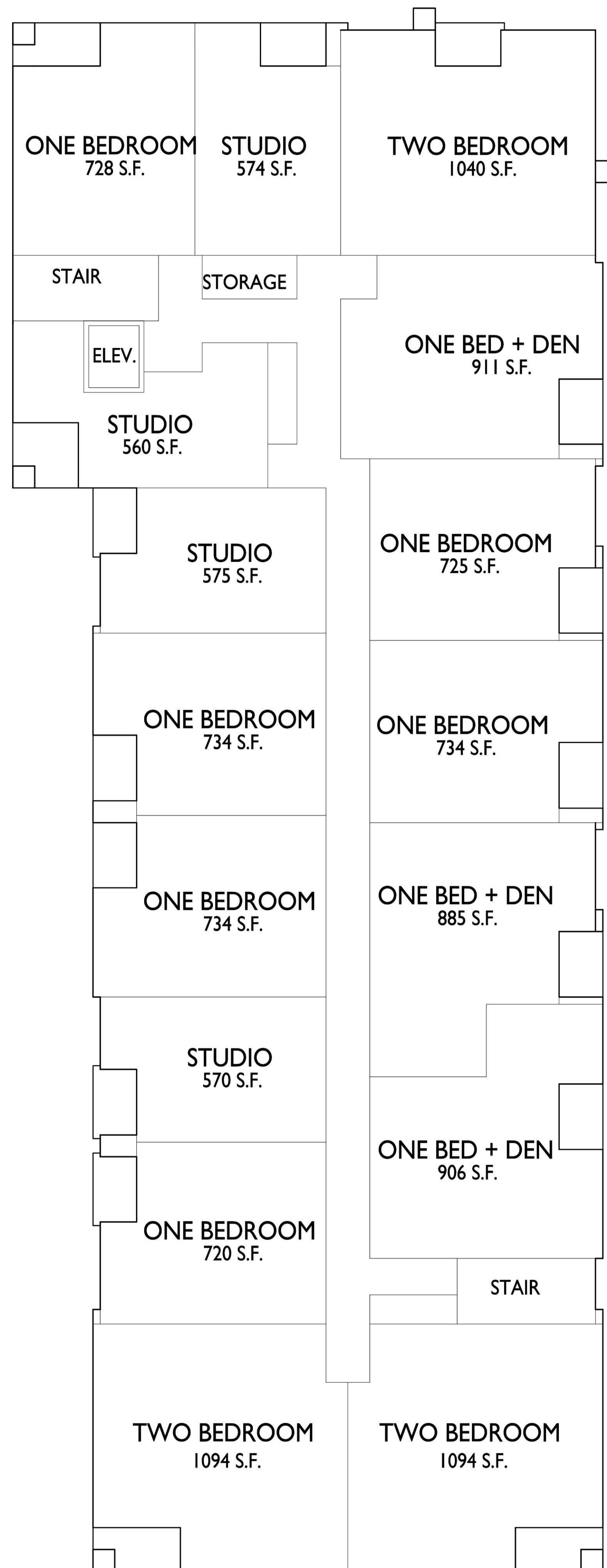
UNIT MIX	
STUDIO	14
ONE BED	24
ONE BED + DEN	11
TWO BED	10
TOTAL	59



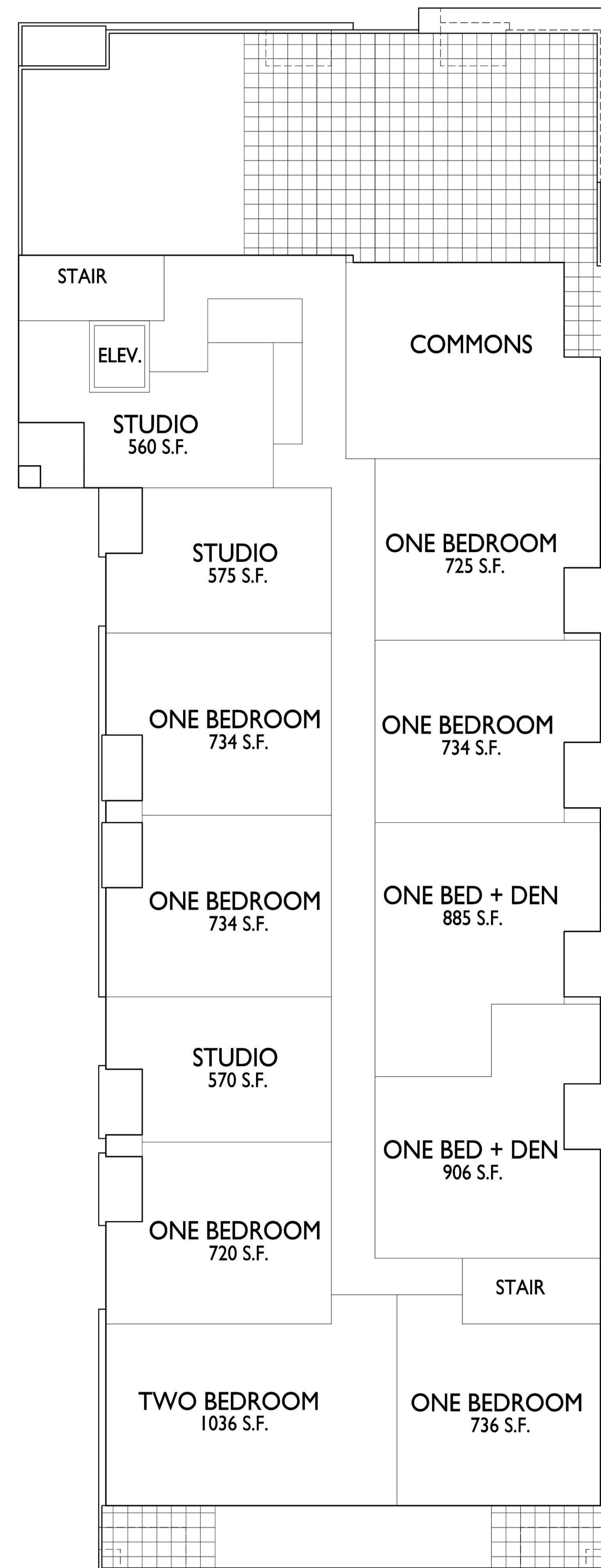
SECOND FLOOR PLAN



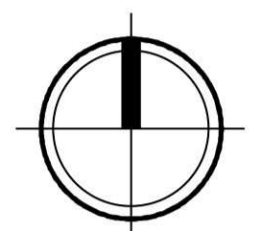
THIRD FLOOR PLAN

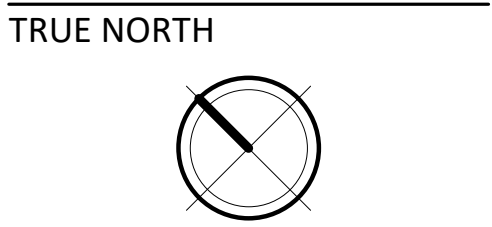


FOURTH FLOOR PLAN



FIFTH FLOOR PLAN





KEY PLAN

ISSUED



1 ELEVATION - NORTH
A-2.1 1/8" = 1'-0"



2 ELEVATION - EAST
A-2.1 1/8" = 1'-0"

PROJECT TITLE
**SMOKY'S CLUB
REDEVELOPMENT**

3005 University Ave
Madison, Wisconsin
SHEET TITLE
**EXTERIOR
ELEVATIONS**

SHEET NUMBER

A-2.1
PROJECT NUMBER **1838**



2
A-2.2
COLORED ELEVATION - NORTH
1/8" = 1'-0"



1
A-2.2
COLORED ELEVATION - EAST
1/8" = 1'-0"

