# **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 US		
Date Received _	7/6/23 3:35 p.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

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

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1.	Proj	ject Informatio	n					
		ress (list all addr : 3100 E Washing	esses on the project site): 3100 E Washington Avenue, Madison, WI 53704					
2.	2. Application Type (check all that apply) and Requested Date							
	UDC	meeting date r	equested <u>Jul</u>	y 12				
	<b></b> ✓	New developm	ent 🗆	Alteration to an existing	or previ	ously-approved development		
	<b>▼</b>	Informational		Initial Approval		Final Approval		
3.	Proj	ject Type						
	V	Project in an Ur	ban Design Dis	trict	Sign	age		
			the Downtown Core District (DC), Urban e District (UMX), or Mixed-Use Center District (MXC)			Comprehensive Design Review (CDR)		
						Sign Exceptions as noted in <u>Sec. 31.043(3)</u> , MGO		
		Planned Develo	pment (PD)		Other			
			evelopment Plan (GDP)		<b>✓</b>	Please specify Conditional Use Permit		
	<b>—</b>	•	plementation I					
	V	Planned Multi-U	Jse Site or Resi	dential Building Complex				
4.	App	licant, Agent, a	and Property	Owner Information				
	Арр	licant name	Nick Orthmanr	1		npany Bear Development, LLC		
Street address Telephone		et address	4011 80th St 262-308-2656		City/State/Zip Kenosha, WI 53142			
		phone			_ Ema	northmann@beardevelopment.com		
	Project contact person Nick Orthmann		Con	Company Bear Development, LLC				
Street address Telephone		et address	4011 80th St 262-308-265		_ City	City/State/Zip Kenosha, WI 53142		
		phone			Email northmann@beardevelopment.com			
	Pro	perty owner (if	not applicant)	LLS Enterprises, LLC				
	Stre	et address	2695 Ashbourne Lane		City/State/Zip Madison, WI 53711			
Telephone		phone			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)
- <u>Initial Approval</u>. 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.
- <u>Final Approval</u>. 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



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

Ц	Locator Map
	Letter of Intent (If the project is within a Urban Design District, a summary of <u>how</u> 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 $\underline{both}$ 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 re	equirements of	f the Initial	Approval	(see al	bove), <b>r</b>	<u>lus</u> :
	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. Signa

ge	Approval (Comprehensive Design Review (CDR), Sign Modifications, and Sign Exceptions (per <u>Sec. 31.043(3)</u> )
	Locator Map
	$ Letter of Intent (a summary of \underline{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)

#### UDC

#### 5. Required Submittal Materials

#### ☑ Application Form

• A completed application form is required for <u>each</u> 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 <u>must</u> 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 <u>UDCapplications@cityofmadison.com</u>. The email
  must include the project address, project name, and applicant name.
- Email Size Limits. Note that <u>an individual email cannot exceed 20MB</u> and <u>it is the responsibility of the applicant</u> 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

- Prior to submitting this application, the applicant is required to discuss the proposed project with Urban Design Commission staff.
   This application was discussed with <u>Jessica Vaughn</u> on 4/25/2023 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:		Relationship to property Applicant/Developer		
Authorizing signature of property owner	1 1	Skartuedt	Date_	2023-Jun-23	06:24 PDT 

#### 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



June 26<sup>th</sup>, 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 July 12<sup>th</sup> to give an informational presentation on our proposal and gather feedback prior to our full Land Use submittal. Bear presented a previous iteration of this project at the May 31<sup>st</sup> Urban Design Commission meeting and we feel that the revised plans address the UDC's comments which revolved primarily around the building's proximity to East Washington Avenue, reconfiguring the site for more usable outdoor area, and avoiding large unbroken areas on the building façade.

#### **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 revised plans include a single five-story building with frontage on East Washington Avenue and Ridgeway Avenue. There will be 168 total parking stalls on site (877 structured and 55 surface stalls). The revised unit mix will consist of 86 one-bedroom units and 106 two-bedroom units.

The revised building plans have building amenity space placed towards the corner of the building at Washington and Ridgeway approximately 15'6" from the back of curb moving east along Washington, the building then steps back an additional 18'. Consolidating the two buildings into a single building allowed for the site to be reconfigured to create a centralized outdoor greenspace that will be usable by residents. We have also provided conceptual landscape plans and section views to supplement the plans and provide additional context.

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.

We feel that the plan addresses the Urban Design District No. 5 design criteria as follows:

- Public Rights of Way- the building's interface with the public right of way will be landscaped appropriately and we have also set the building back from East Washington Avenue to ensure the width of the right of way and setback is sufficient to create an appealing feel for pedestrians.
- Off Street Parking and Loading Areas- the parking and loading areas are tucked into the "rear" of the development along Melvin Court and Ridgeway Avenue, limiting their exposure to East Washington which is the main thoroughfare in the area. The parking lot will be landscaped appropriately and we have usable outdoor amenity space near these areas as well to activate the site beyond just parking and loading.
- Signs- the full signage plan has not been developed but it will comply with UD-5 requirements.
- Building Design- the building has been designed to provide a mix of high quality materials and avoid large unbroken facades. To accomplish this, we have provided a mix of materials and colors palettes for the different segments of the building. We have also provided varying levels of setback to comply with the zoning ordinance with the building held on the hard corner of Washington and Melvin, and larger setback dimensions as you move away from the intersection.
- Lighting- the full lighting plan has not been developed but it will comply with the UD-5 requirements and complement the development and be compatible with neighboring uses as well.
- Landscaping- the conceptual landscape plan provided in this submittal shows the anticipated level and variety of landscaping which we believe provides a mix of functionality and aesthetics.
   We believe that the placement of the landscaping enhances the look and feel of the building and enhances the pedestrian experience along East Washington Avenue, and enhances the usable outdoor spaces for the residents.

#### **Site Development Data:**

Lot Area: 96,235 SF / 2.21 acres

Dwelling Units: 192
Density: 87 / acre

#### MADISON - 3100 EAST WASHINGTON DEVELOPMENT DATA UNIT TOTALS (UNIT MIX 44.8% 1-BD & 55.2% 2-BD) STUDIO 1BR 3BR TOTAL BLDG 01 1ST FL 14 17 0 31 2ND FL 3RD FL 0 18 22 40 4TH FL 0 18 22 0 40 5TH FL 0 23 41 18 0 SUBTOTAL 86 0 106 TOTAL 192 PARKING TOTALS (UNIT TO STALL RATIO 1:0.74) LOWER LEVEL SURFACE 55 TOTAL 142 PROJECT GROSS SQUARE FOOTAGES BLDG 01 GSF / FLOOR LL 43,400 1ST FL 42,500 2ND FL 42,960 3RD FL 42,960 4TH FL 42,960 5TH FL 42,960 TOTAL 257,740 GSF

#### **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

Architect: Engberg Anderson Architects

305 W Washington Ave Madison, WI 53703 Contact: Felipe Ornelas Phone: 414-944-9117

Email: felipeo@engberganderson.com

Civil Engineer JSD

& Landscape: 161 Horizon Dr Suite 101

Verona, WI 53593 Contact: Kevin Yeska Phone: 608-848-5060

Email: kevin.yeska@jsdinc.com

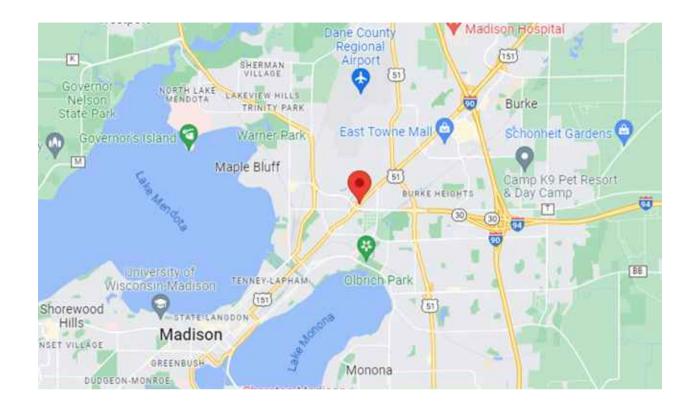
Thank you for your time in reviewing our proposal. Should you have any questions, please feel free to contact me at any time.

Sincerely,

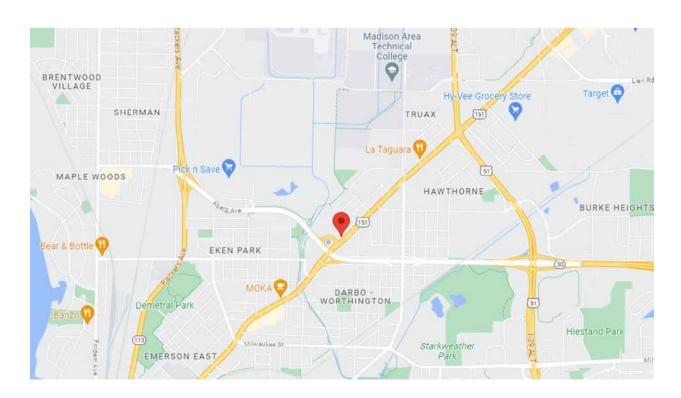
Nick Orthmann Project Manager

Bear Development, LLC

#### 1) Greater Madison Area

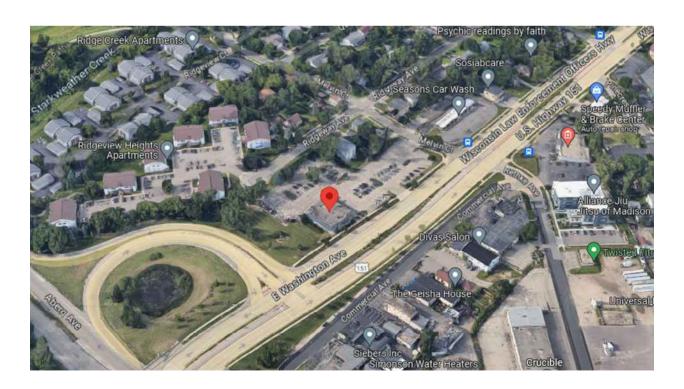


#### 2) Neighborhood





#### 4) Northwest Ariel





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





# 8) East view from Ridgeway Ave





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





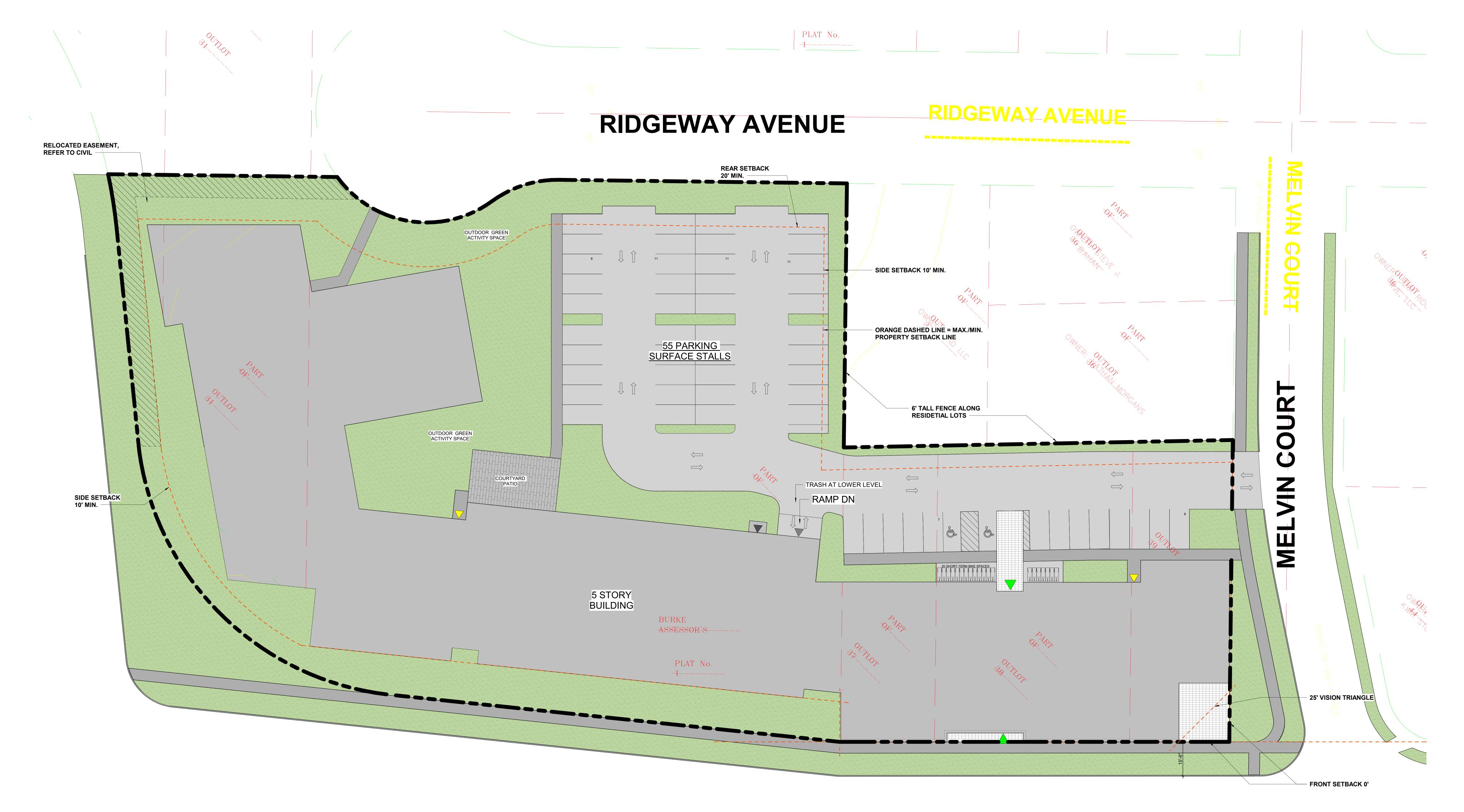
12) Neighboring Eastern properties on E Washington Ave & Rethke Ave



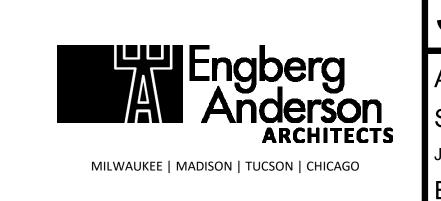


14) HWY 30 Off-Ramp to E Washington Ave

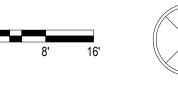




# EAST WASHINGTON AVENUE

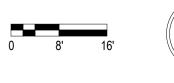










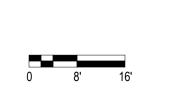


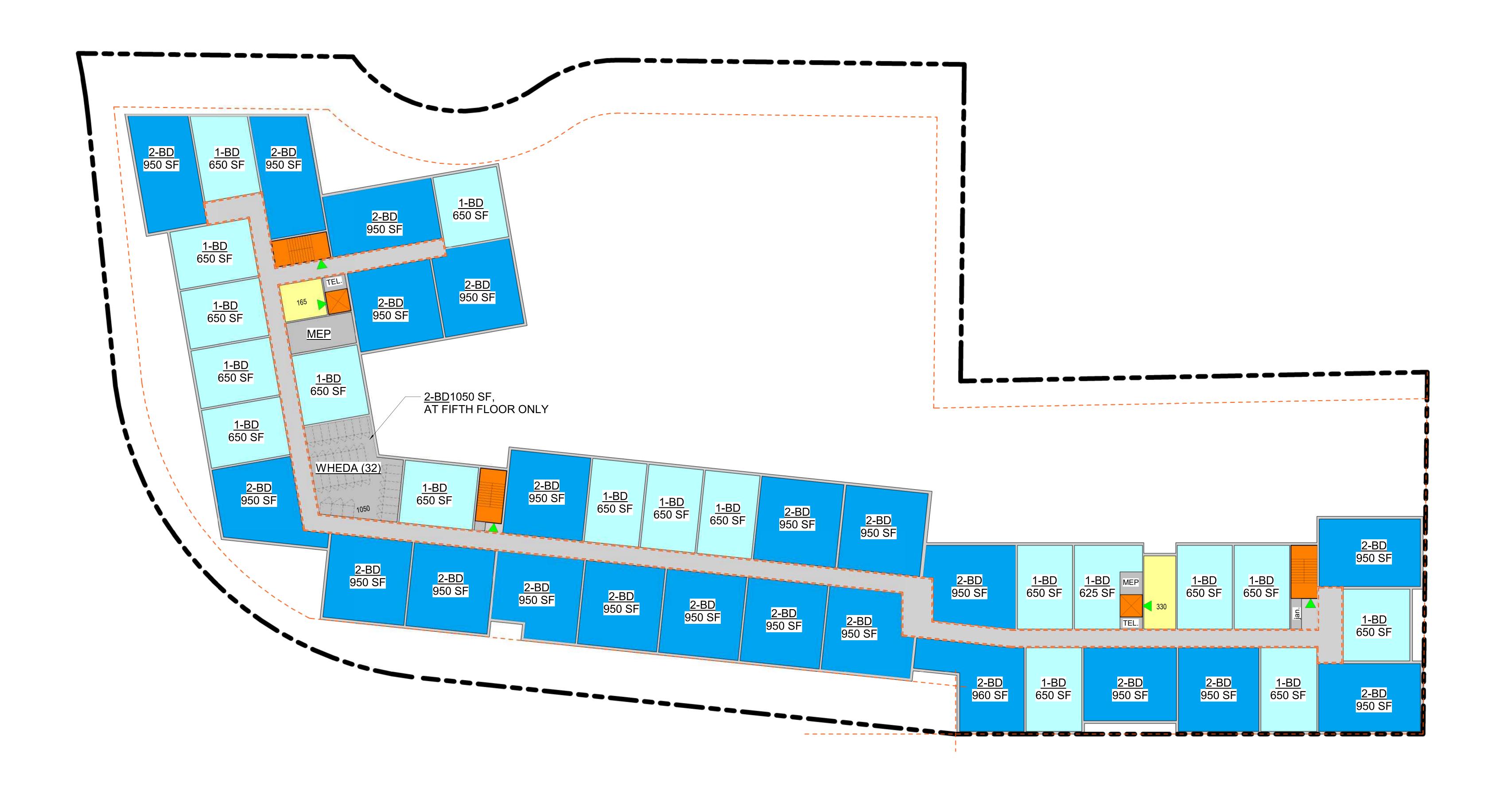
# RIDGEWAY AVENUE

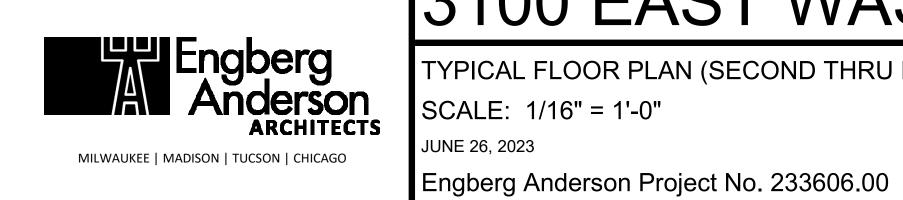


# **EAST WASHINGTON AVENUE**

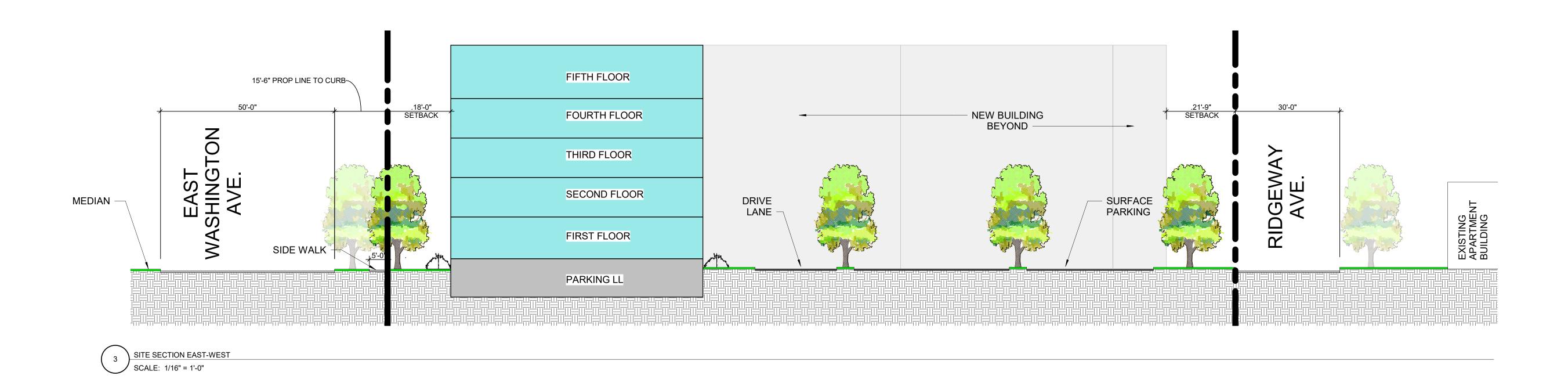


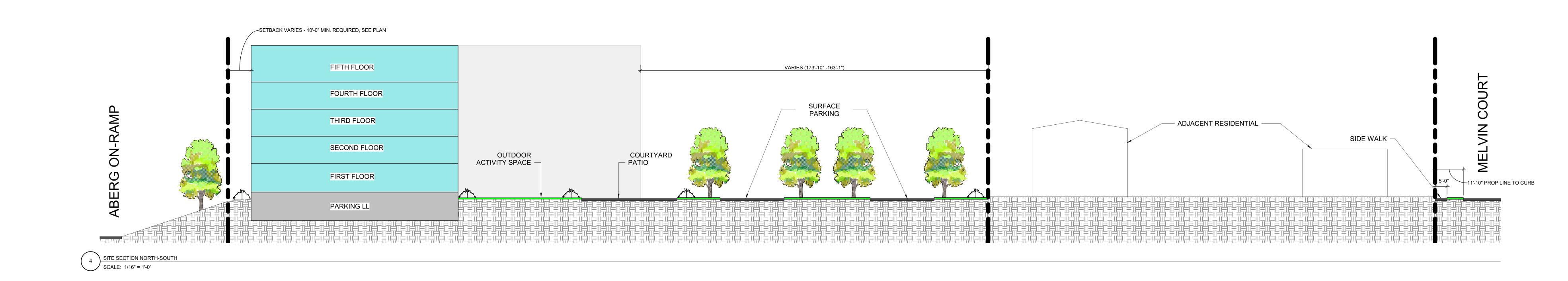


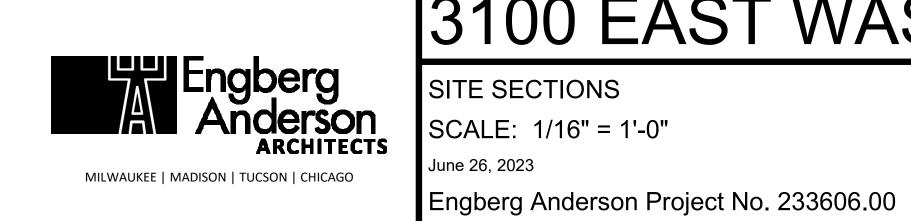
















SCALE: 1/16" = 1'-0"



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







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

MILWAUKEE | MADISON | TUCSON | CHICAGO

# 3100 EAST WASHINGTON

**BUILDING ELEVATIONS** 

0 8' 16'

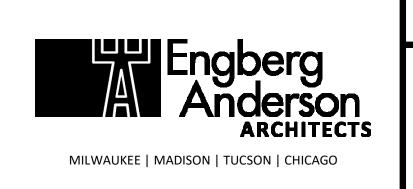


1 NORTH ELEVATION 2
SCALE: 1/16" = 1'-0"



2 WEST ELEVATION 4
SCALE: 1/16" = 1'-0"











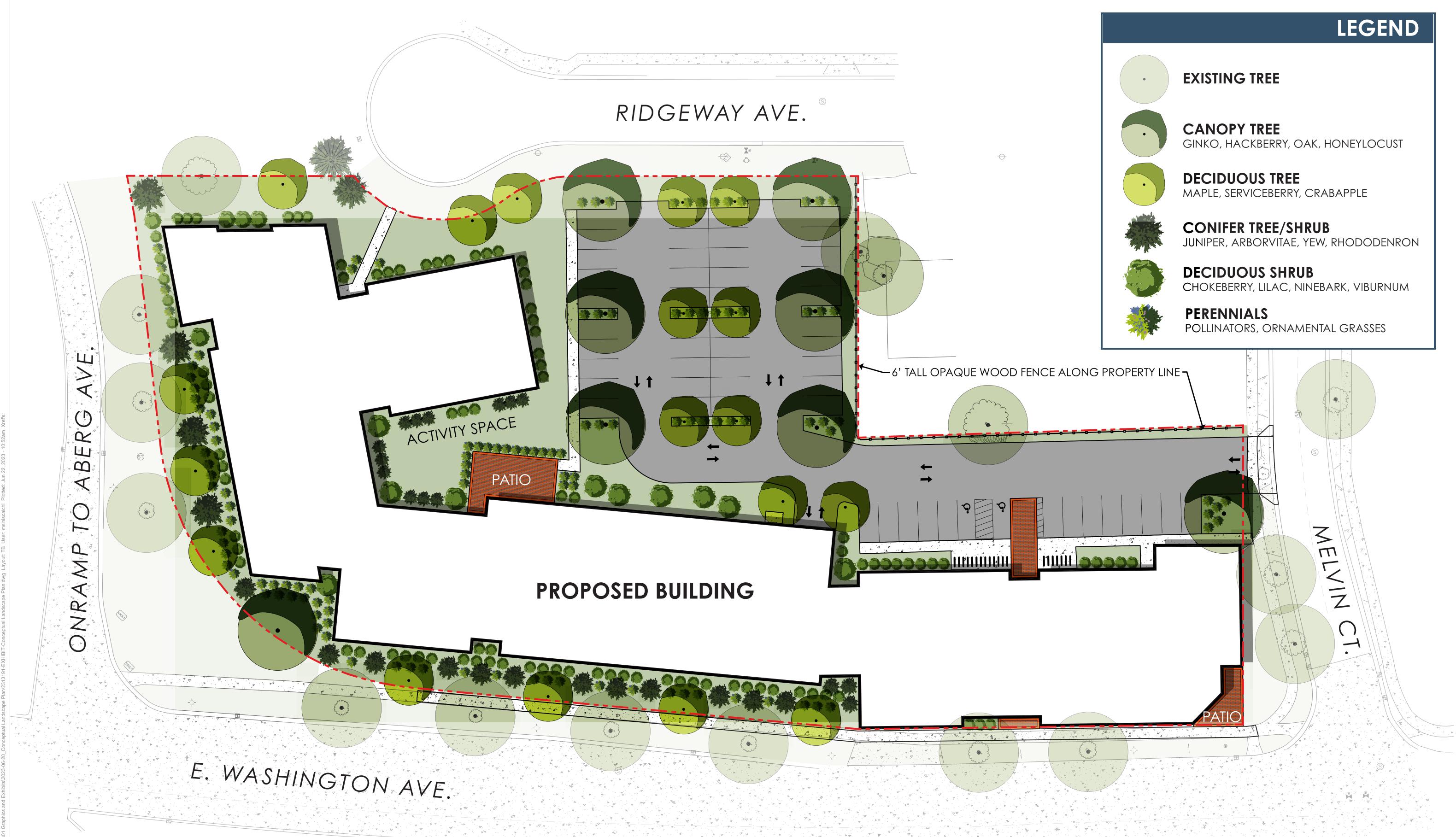










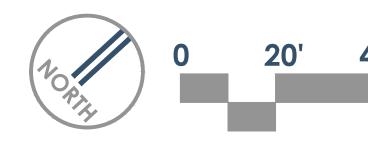


3100 E. WASHINGTON AVE.

MADISON, WISCONSIN

DATE: 6/26/2023

CONCEPTUAL LANDSCAPE PLAN









# **PLANT LIST**

# **CANOPY TREES**

Chicagoland Hackberry Autumn Gold Ginko Decaff Kentucky Coffeetree Stree Keeper Honeylocust

### **DECIDUOUS TREES**

Regal Prince Oak Yellow Birch Crimson Sunset Maple Autumn Brilliance Serviceberry

# **CONIFER TREES**

Green Giant Arborvitae Tamarack Iowa Juniper

# **DECIDUOUS SHRUBS**

Iroquois Beauty Chokeberry Bloomerang Lilac Center Glow Ninebark Judd Viburnum Vernal Witchazel

### **CONIFER SHRUBS**

Acadia Juniper Everlow Yew Tauton Yew

# **PERENNIALS**

Millenium Allium
Butterfly Weed
White Montrose Calamintha
Purple Coneflower
Little Goldstar Black-Eyed Susan
Caradonna Salvia
Fire Chief Coralbells

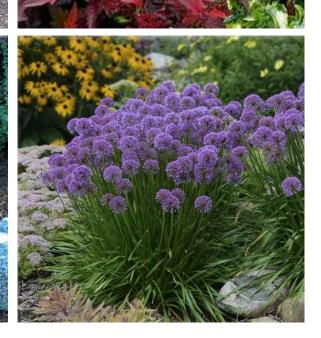
### **GRASSES**

Prairie Dropseed Heavy Metal Switchgrass Blue Heaven Little Bluestem













# 3100 E. WASHINGTON AVE.

**MADISON, WISCONSIN** 

**PLANT PALETTE** 









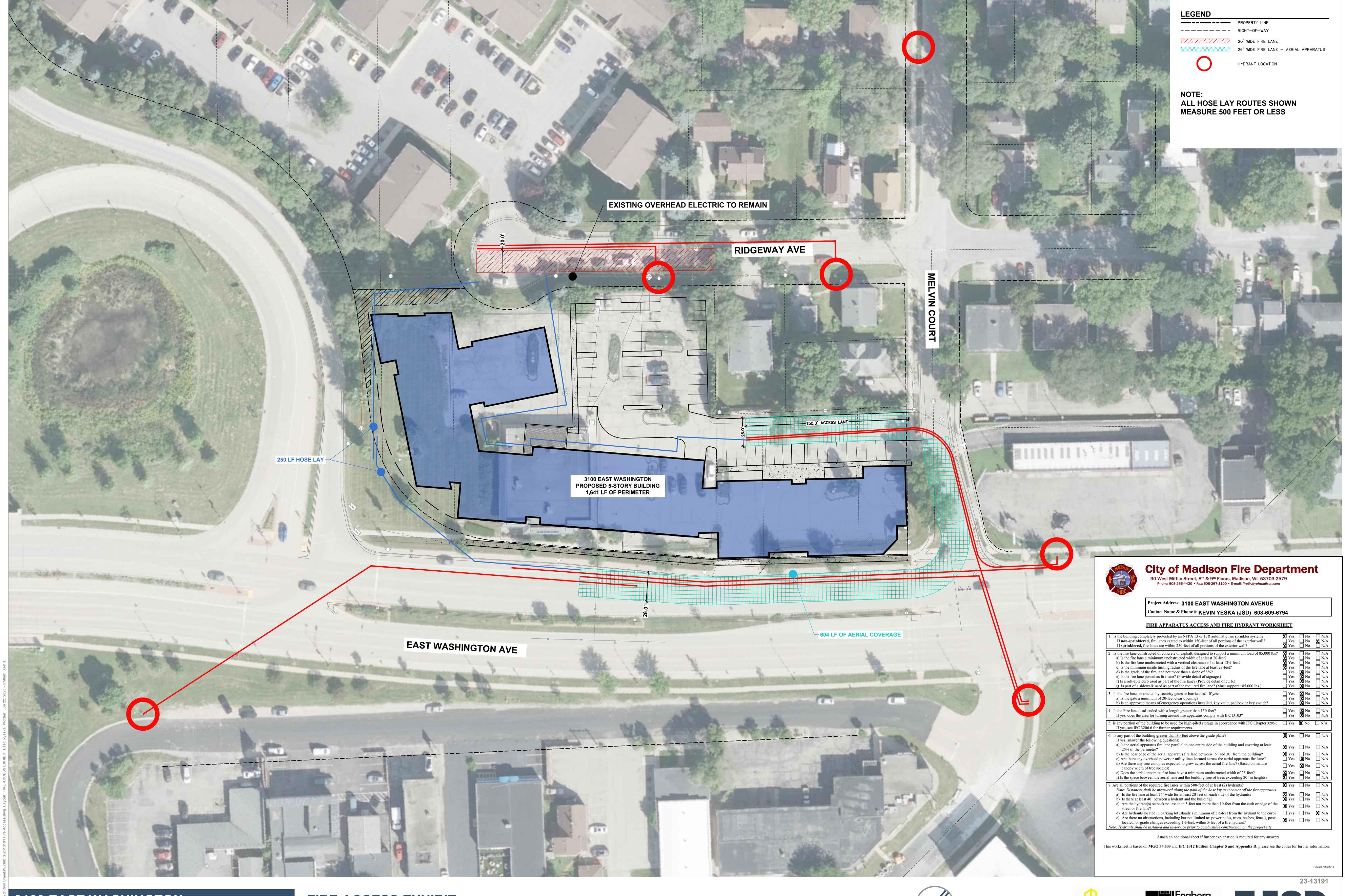












3100 EAST WASHINGTON

MADISON, WISCONSIN

DATE: 6/26/2023

FIRE ACCESS EXHIBIT







