

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 2/17/25 11:36 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): 3375-3361 E Washington Avenue / 922-930 N Fair Oaks

Title: _____

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

UDC meeting date requested March 5, 2024

- ☐ 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 _____

4. Applicant, Agent, and Property Owner Information

Applicant name Travis Fauchald
Street address 464 S Hickory St., Ste C
Telephone 952-334-7294

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

Project contact person _____
Street address 8401 Greenway Blvd Suite 900
Telephone _____

Company _____
City/State/Zip Middleton, WI 53562
Email _____

Property owner (if not applicant)  _____

Street address _____
Telephone 608 692 0821

City/State/Zip 53589
Email john@emi-mgmt.com

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. 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 _____ on _____.
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 _____ Relationship to property _____

Authorizing signature of property owner _____ Date _____

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

February 17, 2025

Jessica Vaughn; Urban Design Commission Secretary
Madison Municipal Building, Suite 017
215 Martin Luther King Jr. Blvd
P.O. Box 2985
Madison, Wisconsin 53701-2985



Re: Letter of Intent
922-930 N Fair Oaks Ave & 3361-3375 E Washington Ave – UDC Informational
KBA Project #2439

Ms. Jessica Vaughn,

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

Project Description:

We are pleased to present our proposal for the redevelopment of the properties located at 922-930 N Fair Oaks and 3361-3375 E Washington Ave. Situated on the south side of the intersection of E Washington Ave and N Fair Oaks, the proposed development will feature a 5-story mixed-use building comprising 153 multifamily units and 142 vehicle parking stalls.

This project will provide affordable housing units for the benefit of the neighborhood and City. It is located within Urban Design District No. 5. The properties at 922 and 926 N Fair Oaks are currently undergoing a rezoning process to Commercial Corridor – Transitional (CC-T) district, in preparation for this redevelopment. The rezoning is scheduled for discussion at the Plan Commission Meeting on March 3rd. The remaining properties are already zoned as CC-T.

The architectural design of the proposed building integrates recessed balconies and a balanced arrangement of materials, enhancing the character of the evolving East Washington Avenue corridor. The design features both vertical and horizontal articulation and includes brightly colored vertical accent elements that wrap around the building. A distinctive corner of the building is highlighted with a two-story glass retail space, complemented by color-accented panels on the upper stories. Additionally, the corner retail area will feature outdoor seating within a landscaped patio, creating a pedestrian-friendly environment.

Conformance with UDD No. 5 Requirements

This preliminary design addresses the following Urban Design District 5 criteria:

- The terrace along East Washington Avenue and Fair Oaks will be added or expanded to a minimum of 8' in depth to allow for street tree plantings to occur in coordination with City Forestry guidelines.
- Off-street parking is located at the rear of the building with a dedicated drop-off location for residents, limited surface parking for guests and residents, and underground garage parking for resident use. Surface parking will be complemented by tree islands with a privacy fence along the rear lot lines adjacent to neighboring properties.

- Building signage will be integrated into the architecture of the building. Site and wayfinding signage will be integrated into the landscape plan. All signage will conform to Madison General Sign Ordinances.
- The building design incorporates high-durability composite materials with a masonry-clad ground level. The balance of materials remains consistent around all sides of the building.
- Accent colors are included via a rhythm of vertical, angled window bay elements as well as brightly colored composite panel sections at the ends and center of the building faces, visually dividing the building façade into smaller sections.
- The building scale corresponds to the urban character of East Washington Ave, providing a strong presence on a busy intersection adjacent to the newly-constructed mixed-use project across the street. The massing steps down at the end of the Fair Oaks wing of the building to reduce its scale as it faces the residential neighborhood to the South.
- A pedestrian-oriented retail space is sited prominently on the corner of East Washington Ave and Fair Oaks Ave, providing an attractive, glass storefront space with outdoor seating for the use of patrons.
- Exterior lighting will be designed with full cut-off fixtures, complying with all Madison Ordinances. Building lighting will be anti-glare in nature, providing localized lighting for residents' balconies and outdoor recreation areas.
- Landscaping will be designed with a variety of hardy, colorful species, providing visual interest, shading, and privacy screening.

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

Thank you for considering our proposal.

Sincerely,

A handwritten signature in black ink, appearing to read "Kevin Burow". The signature is fluid and cursive, with the first name "Kevin" and last name "Burow" clearly distinguishable.

Kevin Burow, AIA, NCARB, LEED AP
Managing Member



SHEET INDEX

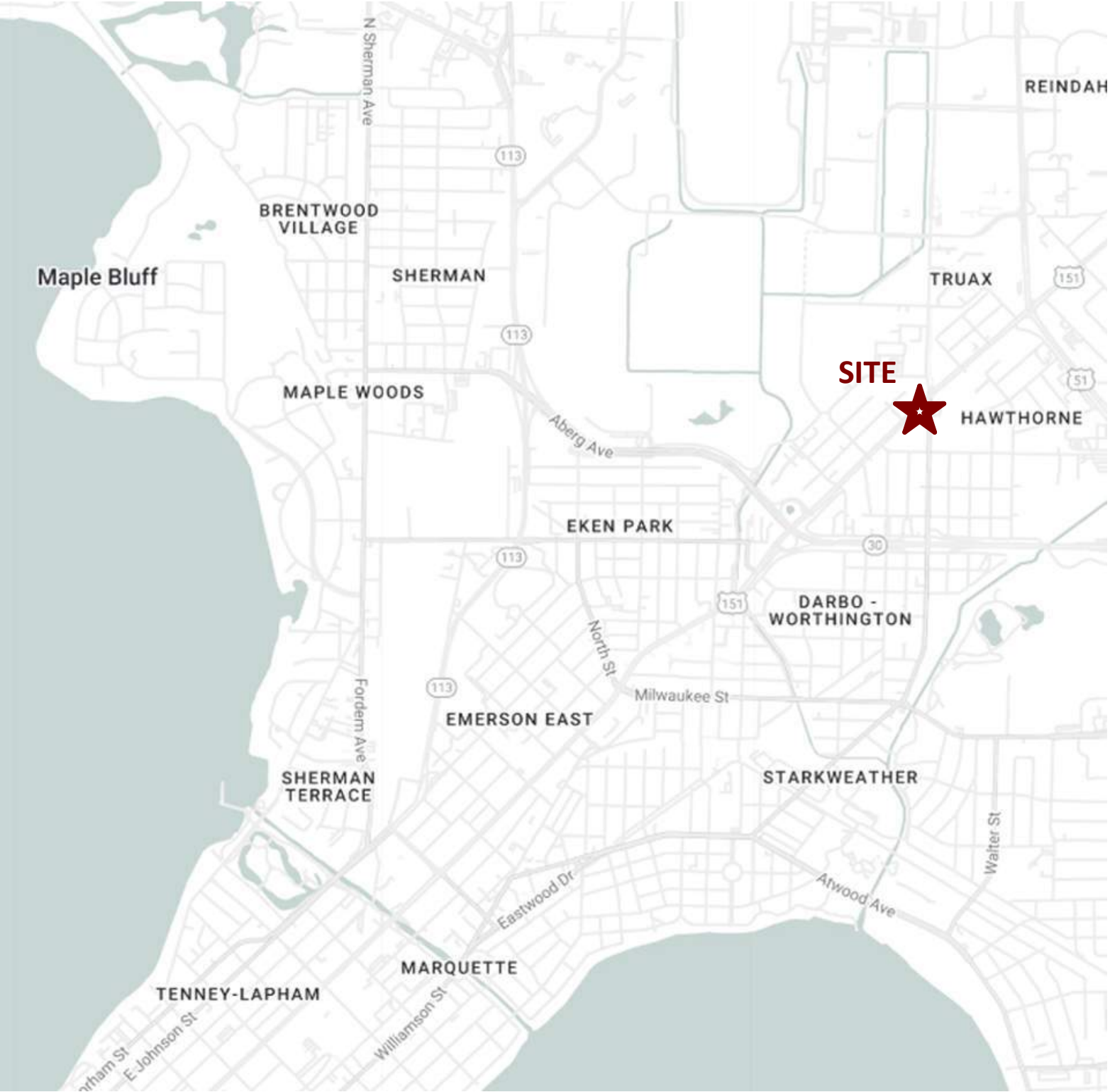
PROJECT NUMBER: 2439

G 000	Cover Sheet
G 002	Locator Map
G 003	Context Photos
CA101	Site Plan - Conceptual
L101	Conceptual Landscape Plan
L102	Precedent Landscape Imagery
AC100	Basement Floor Plan
AC101	First Floor Plan
AC102	Second Floor Plan
AC103	Third Floor Plan
AC104	Fourth Floor Plan
AC105	Fifth Floor Plan
AC203	Exterior Elevations Colored
AC204	Exterior Elevations Colored
	Concept Images

Mixed-Use Redevelopment

E. Washington & Fair Oaks, Madison, WI

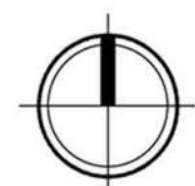
5 Story Mixed-Use Building with Underground Parking



PROJECT DATE: 02.17.2025

ISSUED FOR:

UDC Informational Submittal - 02.17.2025

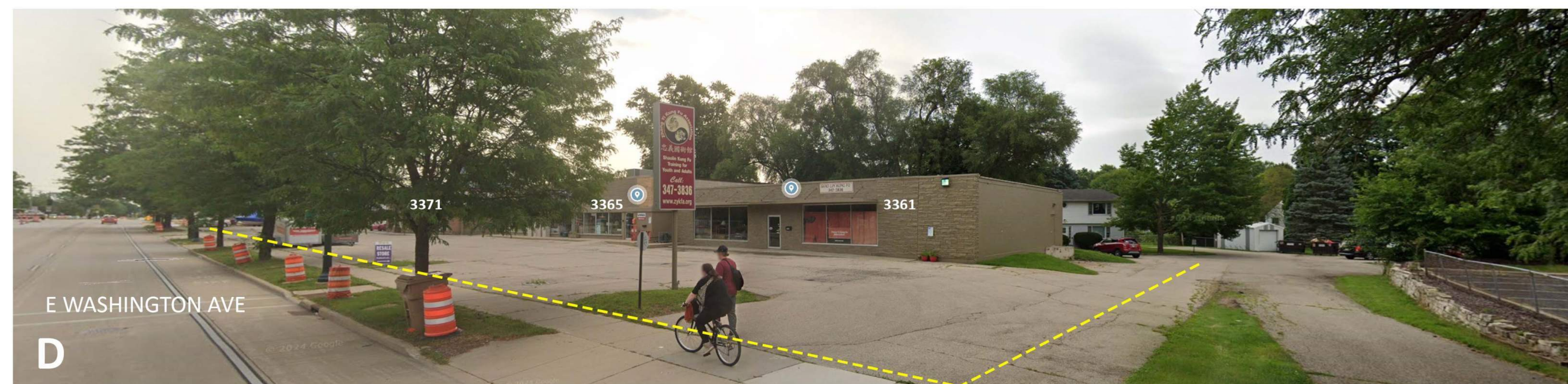
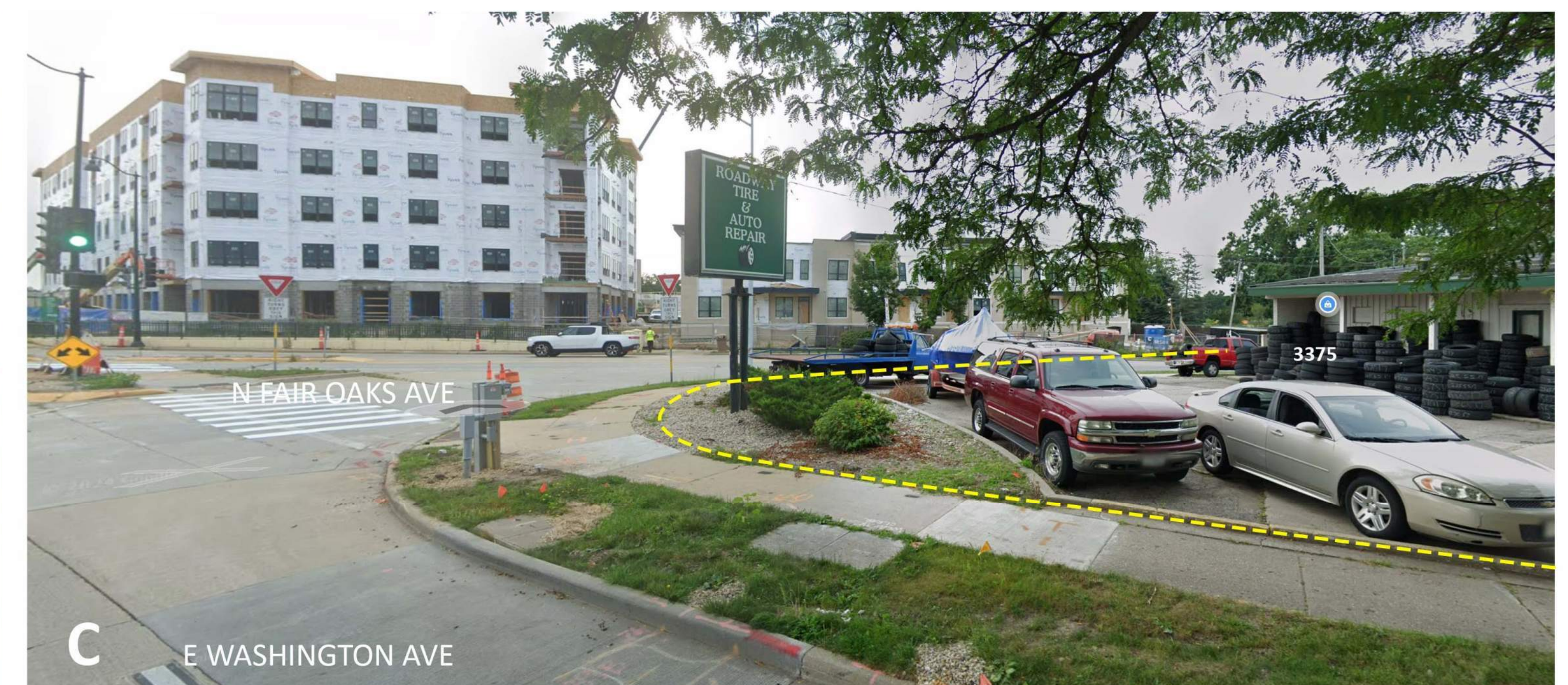
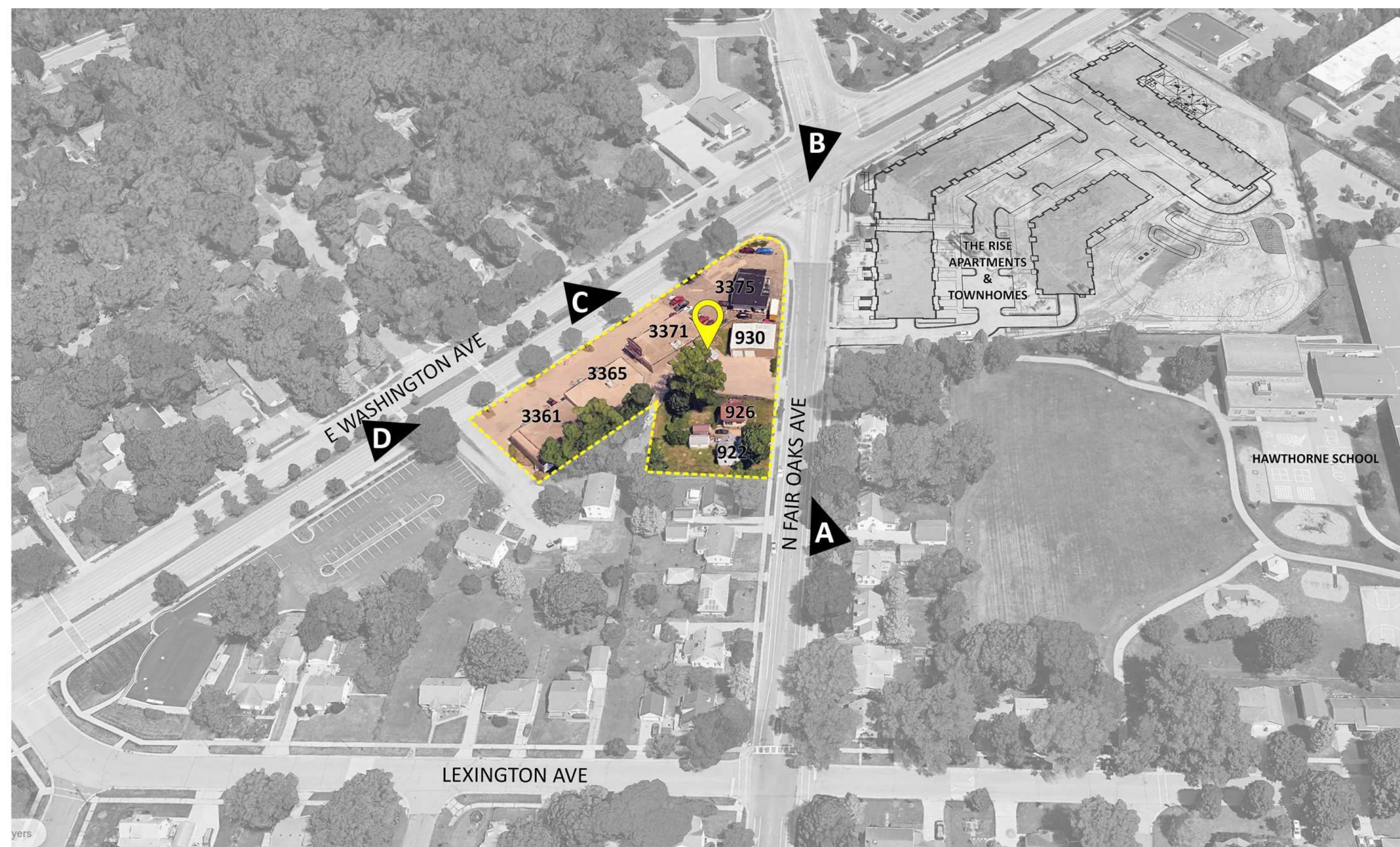


Locator Map

Multi-Family Development
922-930 N. Fair Oaks & 3361-3375 E. Washington Ave.

UDC INFORMATIONAL SUBMITTAL | 2025.02.17 | 2439



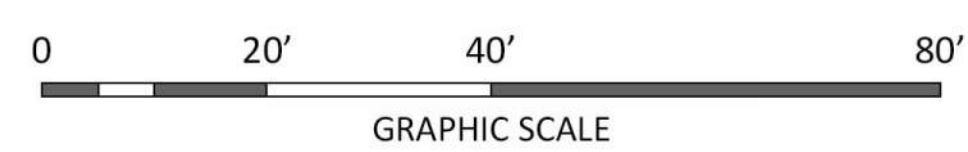
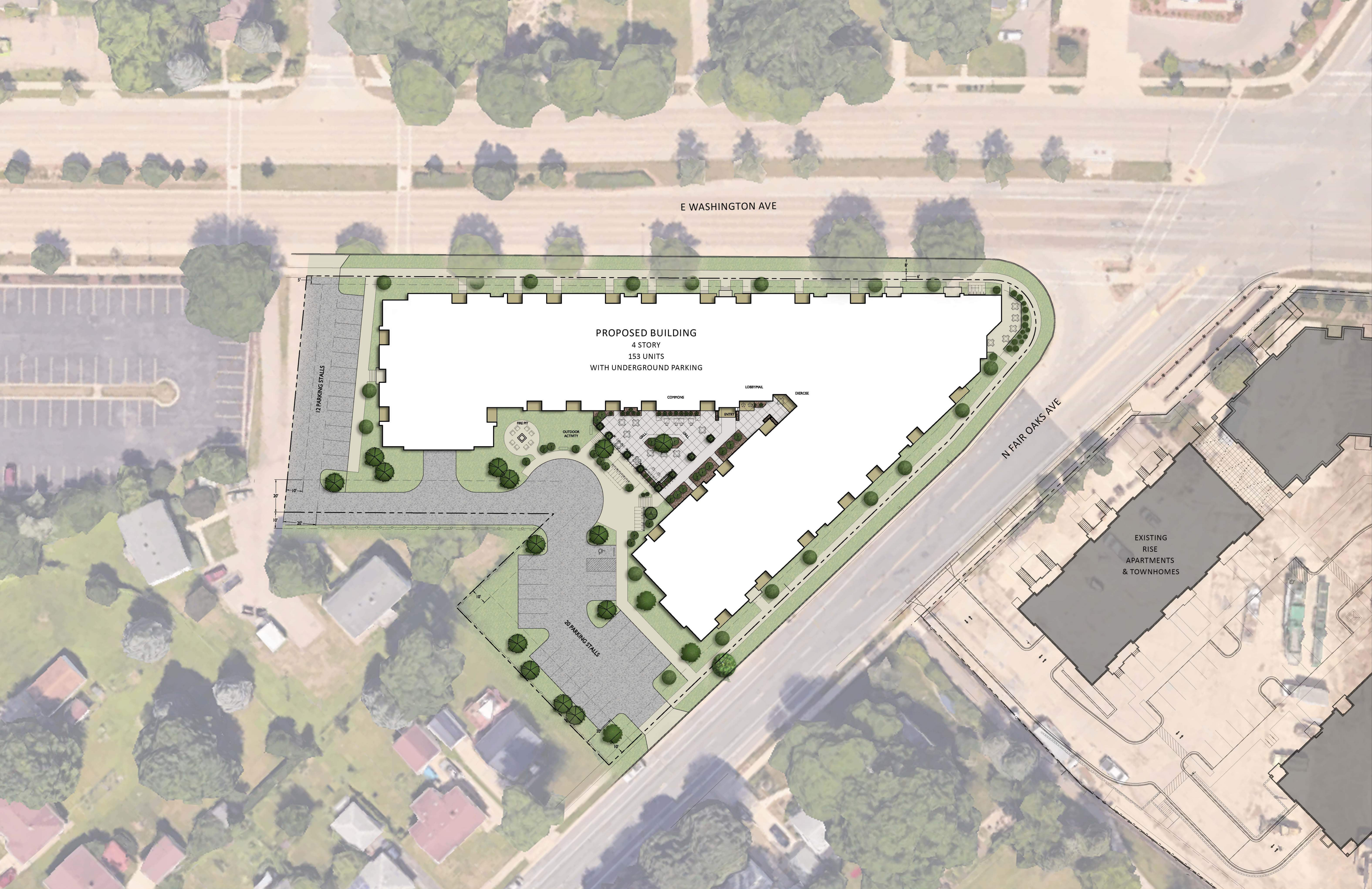


Context Photos

Multi-Family Development
922-930 N. Fair Oaks & 3361-3375 E. Washington Ave.

UDC INFORMATIONAL SUBMITTAL | 2025.02.17 | 2439





Conceptual Site Plan

Multi-Family Development
922-930 N. Fair Oaks & 3361-3375 E. Washington Ave.
UDC INFORMATIONAL SUBMITTAL | 2025.02.17 | 2439







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

KEY PLAN

ISSUED
UDC Informational Submittal - 02.17.2025

PROJECT TITLE
Mixed-Use
Redevelopment

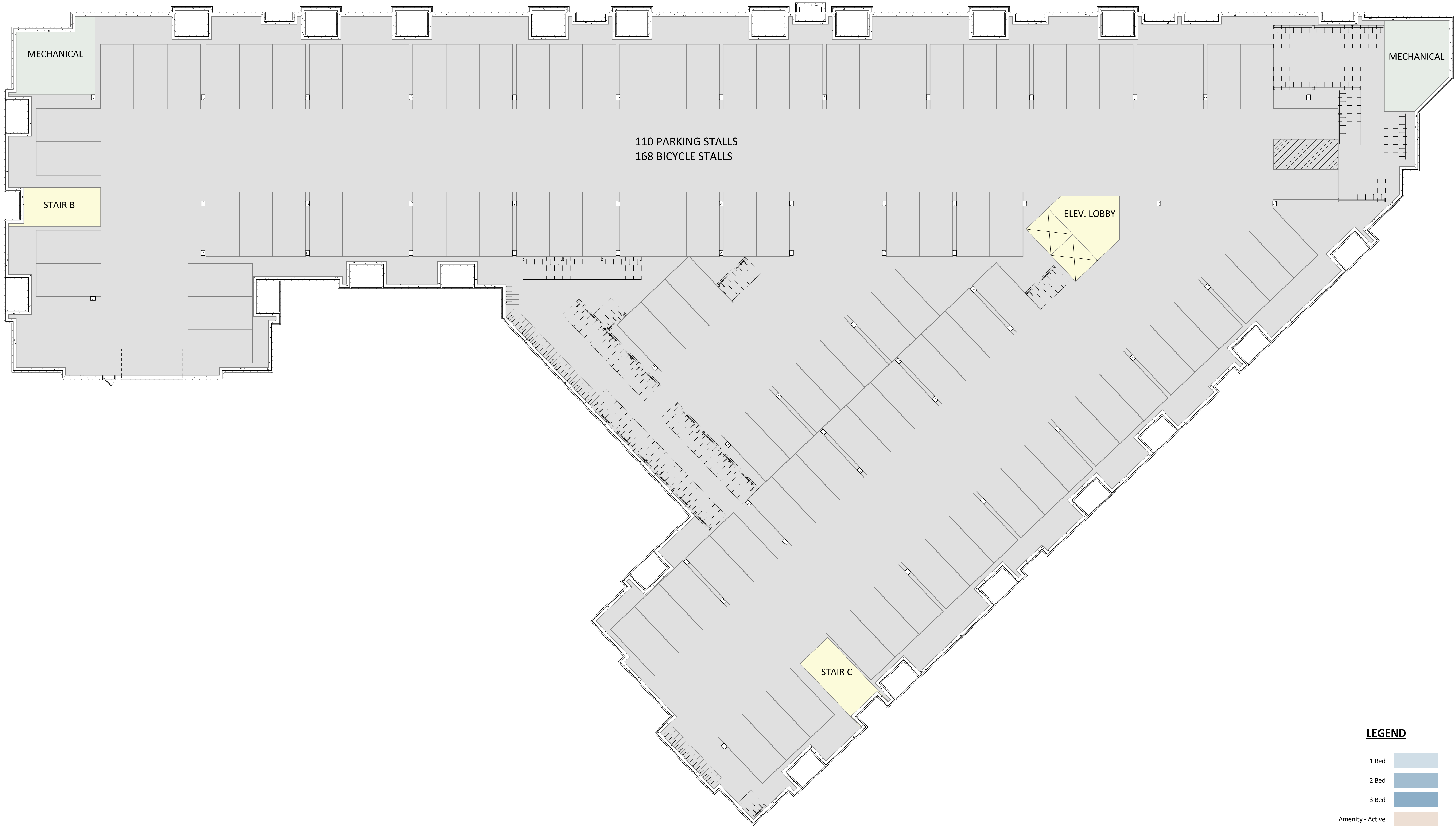
E. Washington & Fair
Oaks, Madison, WI
SHEET TITLE
Basement Floor
Plan

SHEET NUMBER

AC100

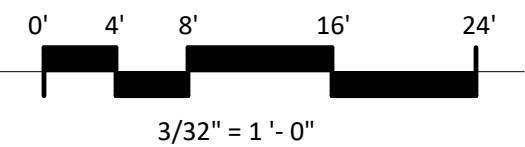
PROJECT NUMBER
2439

© Knothe & Bruce Architects, LLC



LEGEND

1 Bed	
2 Bed	
3 Bed	
Amenity - Active	
Amenity - Leisure	
Circulation	
Commercial	
Parking	
Storage	
Utility	

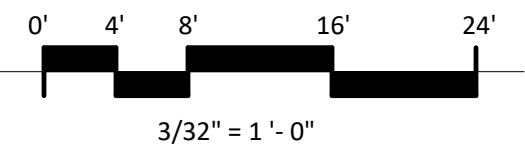


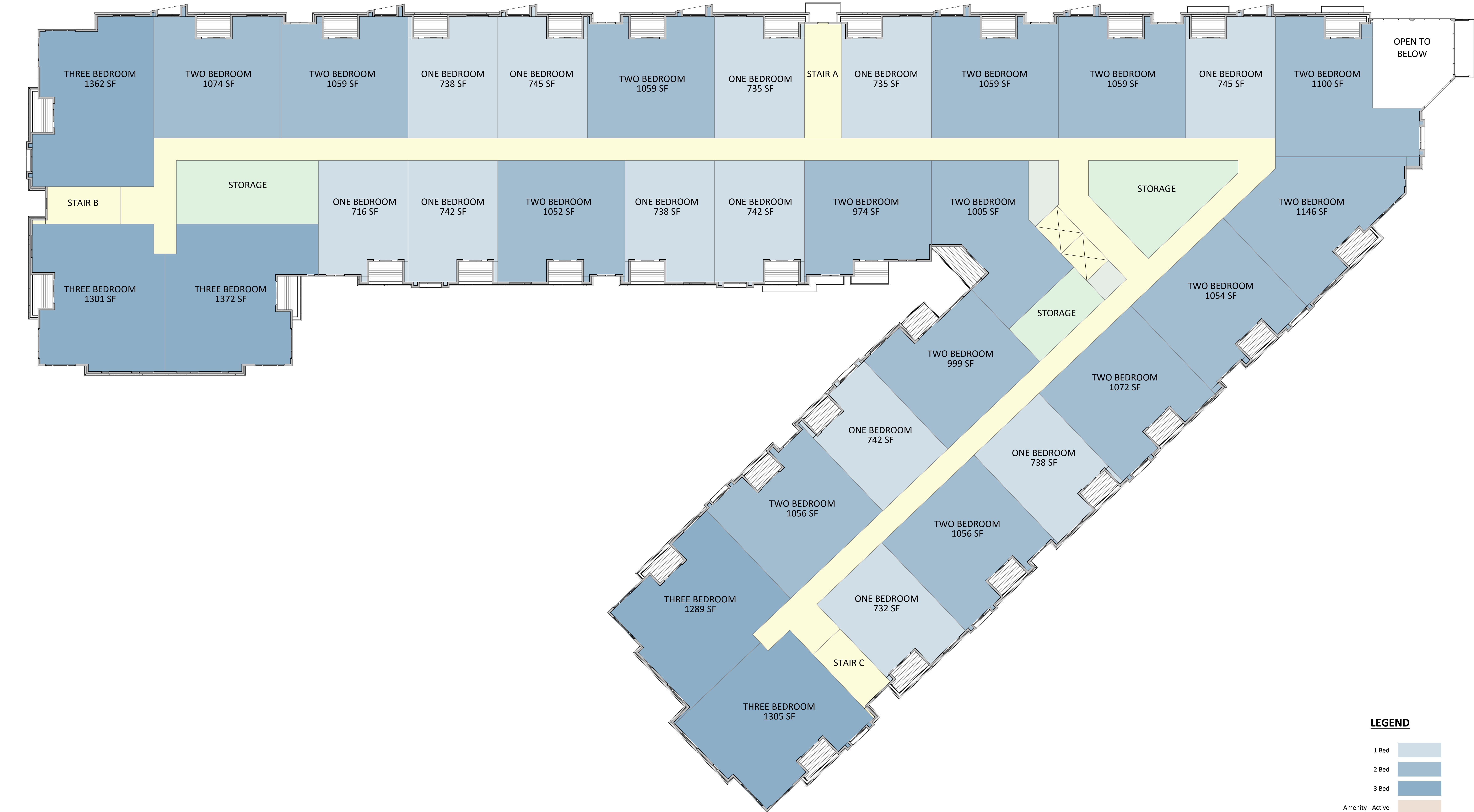
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LEGEND

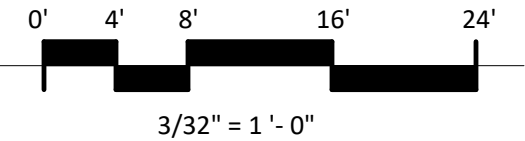
1 Bed	
2 Bed	
3 Bed	
Amenity - Active	
Amenity - Leisure	
Circulation	
Commercial	
Parking	
Storage	
Utility	

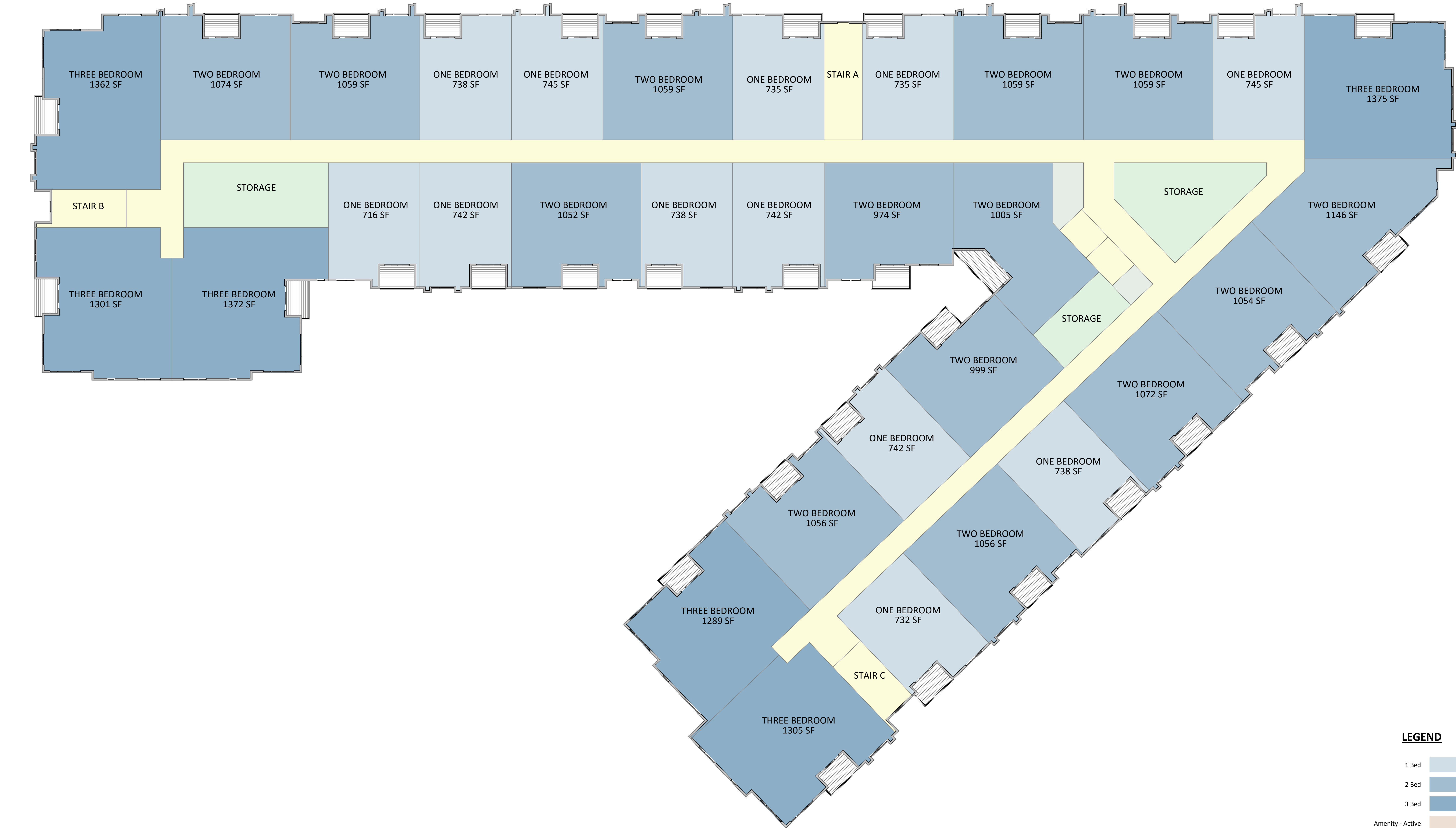




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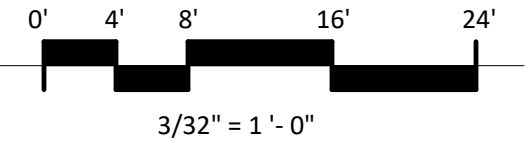
1 Bed	
2 Bed	
3 Bed	
Amenity - Active	
Amenity - Leisure	
Circulation	
Commercial	
Parking	
Storage	
Utility	

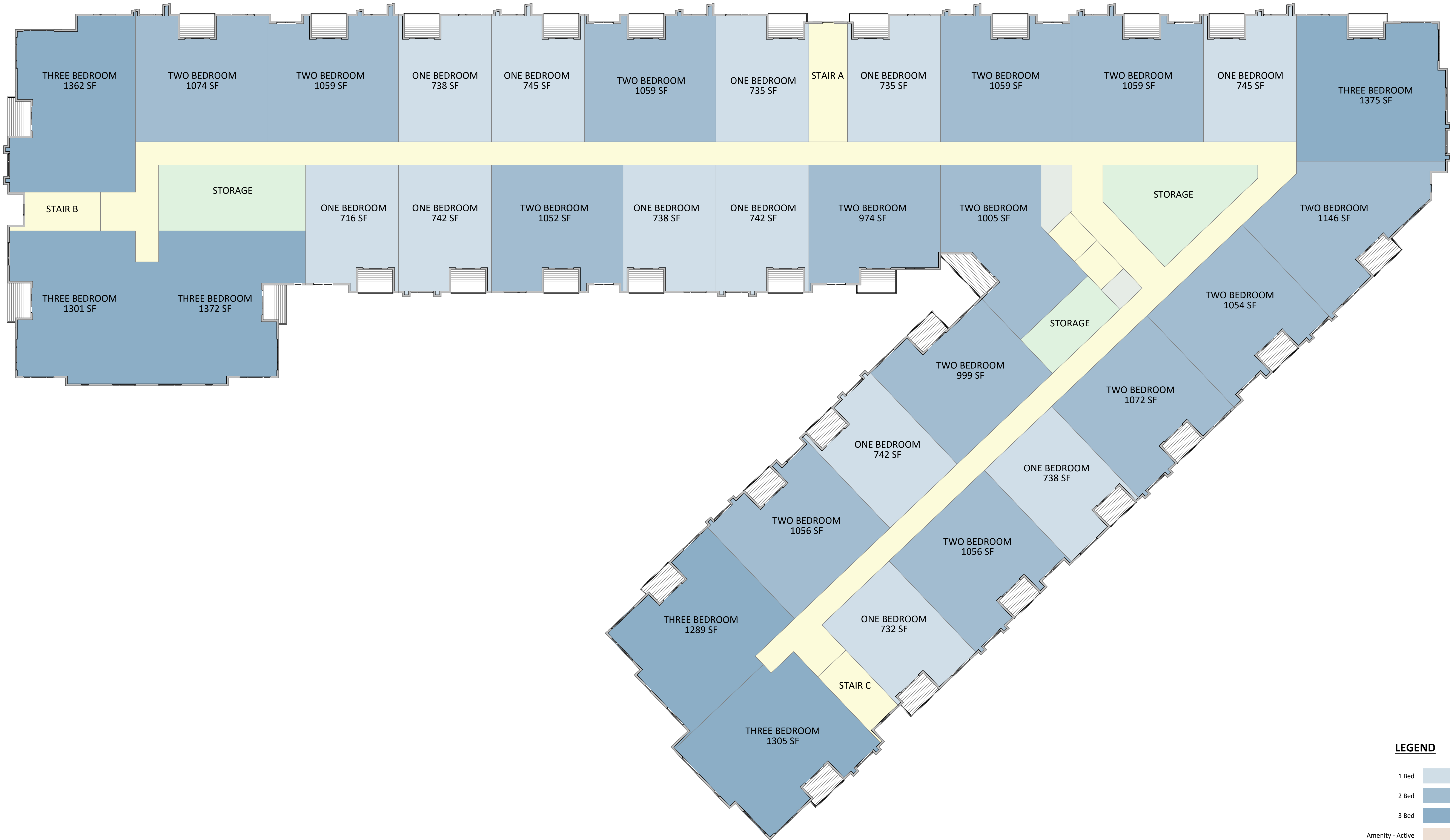




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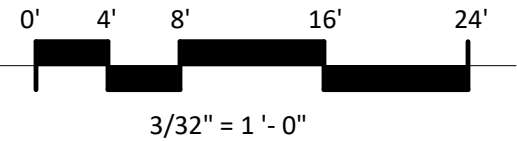
1 Bed	
2 Bed	
3 Bed	
Amenity - Active	
Amenity - Leisure	
Circulation	
Commercial	
Parking	
Storage	
Utility	





LEGEND

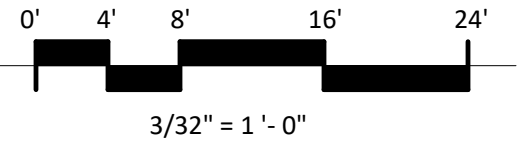
1 Bed	
2 Bed	
3 Bed	
Amenity - Active	
Amenity - Leisure	
Circulation	
Commercial	
Parking	
Storage	
Utility	





LEGEND

- 1 Bed
- 2 Bed
- 3 Bed
- Amenity - Active
- Amenity - Leisure
- Circulation
- Commercial
- Parking
- Storage
- Utility





1 COLORED ELEVATION - NORTHWEST
AC203 3/32" = 1'-0"



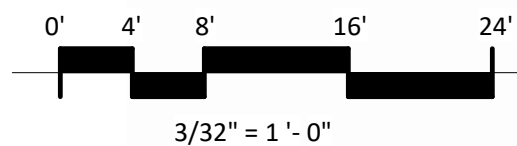
2 COLORED ELEVATION - NORTHEAST
AC203 3/32" = 1'-0"



3 COLORED ELEVATION - EAST
AC203 3/32" = 1'-0"



4 COLORED ELEVATION - SOUTHWEST
AC203 3/32" = 1'-0"



EXTERIOR MATERIAL SCHEDULE			
MARK	BUILDING ELEMENT	MANUFACTURER	COLOR
01	COMPOSITE LAP SIDING 6"	JAMES HARDIE	AGED PEWTER
02	COMPOSITE LAP SIDING 6"	JAMES HARDIE	RICH ESPRESSO
03	COMPOSITE PANEL	TBD	SW6629 JALEPENO
04	COMPOSITE PANEL	TBD	SW6670 GOLD CREST
05	COMPOSITE PANEL	TBD	WHITE
06	COMPOSITE TRIM	JAMES HARDIE	MATCH ADJ. MATERIAL
07	BRICK VENEER	SUMMIT BRICK	EBONY
08	CAST STONE	ROCKCAST	SHADOW
09	RAILINGS & HANDRAILS	SUPERIOR	BLACK
10	COMPOSITE WINDOW	ANDERSEN	BLACK
11	ALUMINIUM STOREFRONT	NA	BLACK

PROJECT TITLE
Mixed-Use
Redevelopment

E. Washington & Fair
Oaks, Madison, WI
SHEET TITLE

Exterior
Elevations Colored

SHEET NUMBER

AC203

PROJECT NUMBER
2439



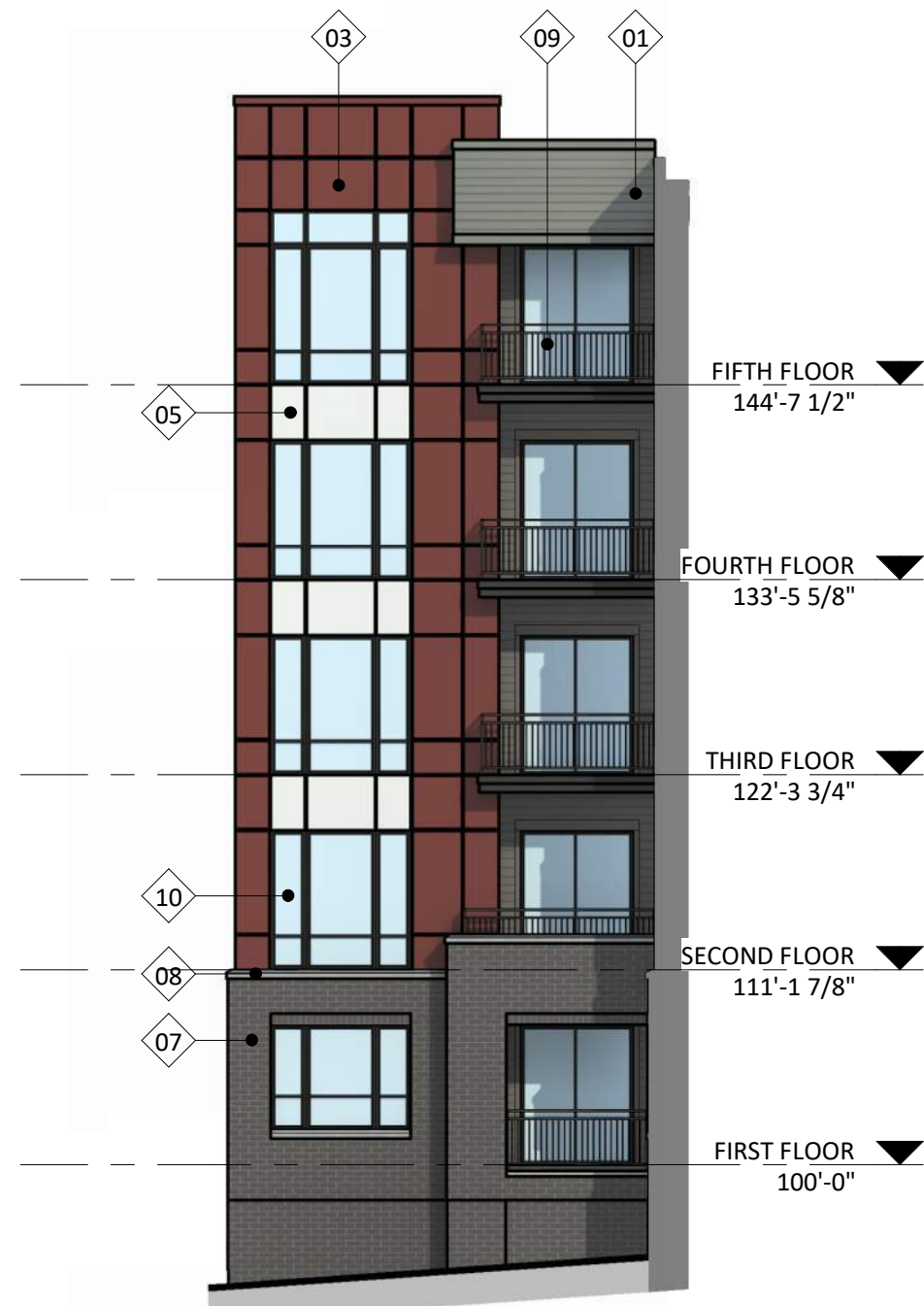
1 COLORED ELEVATION - SOUTH
3/32" = 1'-0"



2 COLORED ELEVATION - INTERIOR EAST
3/32" = 1'-0"



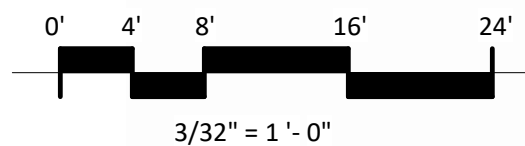
3 COLORED ELEVATION - INTERIOR NORTHWEST
3/32" = 1'-0"



4 COLORED ELEVATION - INTERIOR SOUTHWEST
3/32" = 1'-0"



5 COLORED ELEVATION - SOUTHEAST
3/32" = 1'-0"



EXTERIOR MATERIAL SCHEDULE			
MARK	BUILDING ELEMENT	MANUFACTURER	COLOR
01	COMPOSITE LAP SIDING 6"	JAMES HARDIE	AGED PEWTER
02	COMPOSITE LAP SIDING 6"	JAMES HARDIE	RICH ESPRESSO
03	COMPOSITE PANEL	TBD	SW6629 JALEPENO
04	COMPOSITE PANEL	TBD	SW6670 GOLD CREST
05	COMPOSITE PANEL	TBD	WHITE
06	COMPOSITE TRIM	JAMES HARDIE	MATCH ADJ. MATERIAL
07	BRICK VENEER	SUMMIT BRICK	EBONY
08	CAST STONE	ROCKCAST	SHADOW
09	RAILINGS & HANDRAILS	SUPERIOR	BLACK
10	COMPOSITE WINDOW	ANDERSEN	BLACK
11	ALUMINIUM STOREFRONT	NA	BLACK



Concept Image



Concept Image



Concept Image