

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 11:28 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): 501 E Washington Ave, Madison, WI 53703

Title: 501 E Washington

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

UDC meeting date requested March 5, 2025

- ☒ 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 Nick Orthmann
Street address 4011 80th St
Telephone 262-308-2656

Company Bear Development, LLC
City/State/Zip Kenosha WI 53142
Email northmann@beardevelopment.com

Project contact person Nick Orthmann
Street address 4011 80th St
Telephone 262-308-2656

Company Bear Development, LLC
City/State/Zip Kenosha WI 53142
Email northmann@beardevelopment.com

Property owner (if not applicant) The WMC Foundation Inc.

Street address 501 E Washington Ave
Telephone _____

City/State/Zip Madison WI 53703
Email KBauer@wmc.org

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

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 Jessica Vaughn on 1/16/2025.
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 Relationship to property Developer/ApplicantAuthorizing signature of property owner  Date 2.11.25**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



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501 E. WASHINGTON AVE
CONTEXTUAL INFORMATION

FEBRUARY 17, 2025



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501 E. WASHINGTON AVE
CONTEXTUAL INFORMATION

FEBRUARY 17, 2025



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501 E. WASHINGTON AVE

CONTEXTUAL INFORMATION

FEBRUARY 17, 2025



To: City of Madison
Planning Division
215 Martin Luther King Jr. Blvd
P.O. Box 2985
Madison, WI 53701-2985

Re: Letter of Intent- UDC Informational Review
501 E. Washington Ave

Dear Ms. Jessica Vaughn,

The following is submitted together with the plans and application for City Staff and the Urban Design Commission consideration.

Organization Structure:

Developer: Bear Development, LLC
4011 80th Street
Kenosha, WI 53142
Contact: Nick Orthman
Phone: 262-308-2656
Email: northmann@beardevelopment.com

Civil Engineer: JSD Professional Services, Inc.
161 Horizon Drive, Suite 101
Verona, WI 53593
Contact: Matt Haase
Phone: 608-848-5060
Email: matt.haase@JSDInc.com

Architect: JLA, Architects
200 W. Broadway
Monona, WI 53716
Contact: Marc Ott
Phone: 608-442-3867
Email: mott@jla-ap.com

Request:

UDC Informational presentation and feedback. The site is in Urban Design District 4.

Project Description:

Bear Development, LLC (Bear) is proposing the redevelopment of 501 E. Washington Ave into workforce housing. The proposed redevelopment will be comprised of a single seven story building containing 223 dwelling units. The project will provide much-needed housing along a major corridor close to the BRT and the plans for the site are consistent with the zoning and land use regulations that are in place.

Developer:

Bear Development, LLC has expertise in the workforce housing development industry and has completed over 4,000 housing units over the past 10 years. Bear Development is a part of the Bear Real Estate Group of companies which includes Bear Property Management, Inc (Property Management) and Construction Management Associates, Inc (General Contractor) who will be involved in the project as well.

Existing Conditions:

The project site is located on five blocks east of the capitol square on the corner of E. Washington Ave and S. Franklin Street. The property is currently home to the Wisconsin Manufacturers & Commerce building and associated parking lots.

Zoning:

The property is zoned Urban Mixed Use (UMX).

City and Neighborhood Input:

The project development and design team in a collaborative effort has met with Alder Marsha Rummel, city staff, Development Assistance Team (DAT), and the Capitol Neighborhood Association.

Site Development Data:

Lot Area: 40,784 s.f. = 0.94 acres

Building Gross: 197,738 s.f.

Density: 239.78 d.u./acre

Building Height: 7 Stories

Dwelling Unit Mix:

Studio: 12

One Bedroom: 184

Two Bedroom: 27

Total: 223

Vehicle Parking Provided:

Enclosed: 68

Bike Parking Provided: 225

Project Schedule:

It is anticipated that construction would start in the first quarter of 2026 with an anticipated construction period of approximately two-years.

Design Guidelines:

- Public Right-of-Way: Public rights-of-way will include appropriate trees and shrubs and provide a degree of visual continuity per UDD 4.
- Off-Street parking is structured within the building footprint in the lower-level garage and compliant with UDD 4.
- Signs: Sign plans need to be developed but will conform to Madison Ordinances and be integrated with the architecture of the building per UDD 4 requirements.
- Building Design: Design is consistent with UDD 4 requirements. Exterior building materials are low maintenance and harmonious with the surrounding neighborhood. Materials include a mix of masonry, fiber cement lap siding, fiber cement panel, and metal panel. The proposed color palette is a mix of charcoal, white and beige colors. The brick is used primarily at the lower level to anchor the building with a mix of materials at the upper level providing variation in the façade. Street facing building facades have been broken up, or oriented to reduce the massing per UDD 4 requirements. A section of the building on the east side adjacent to the single-family homes has been setback above the precast level to further break up the facade. Balconies are included to further create variation in the elevations. The development will be high-quality that creates and sustains long-term economic vitality.
- Lighting: A full lighting plan has not been developed but will comply with UDD 4 requirements.
- Landscaping: A full landscaping plan has not been developed but will comply with UDD 4 requirements and complement the architecture of the building.
- The site has been chosen and designed to provide increased mobility choices with access to the BRT and location to amenities.

- Primary street-facing building facades utilize minimal front yard setbacks from the primary street to promote an improved urban design and pedestrian experience. Ground level residential units along S Frankling Street are included which activate the street and provide an enhanced pedestrian experience by maintaining consistency with the neighboring single family homes.
- The principal building entrance has been oriented with the lobby at the corner of the building, adjacent to the intersection of E Washington Avenue and S Franklin Street. The corner design of E Washington & S Franklin has been designed to clearly establish the building entrance.
- The development includes activated street facing ground floor space with building amenities, building entrance lobbies, and provides a minimum of 40% glazing along 60% of the length per MGO requirements.

Summary

The development team is excited about the prospect of providing much needed quality workforce housing to a prominent city location. We look forward to working with the City of Madison staff and elected officials to bring the project to fruition. Should you have any questions, please feel free to contact me at any time.

Sincerely,

Nick Orthmann
Project Manager
Bear Development, LLC

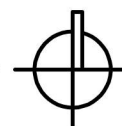


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501 EAST WASHINGTON

CONCEPTUAL MASTERPLAN

FEBRUARY 17, 2025
1"=60' @ 11x17



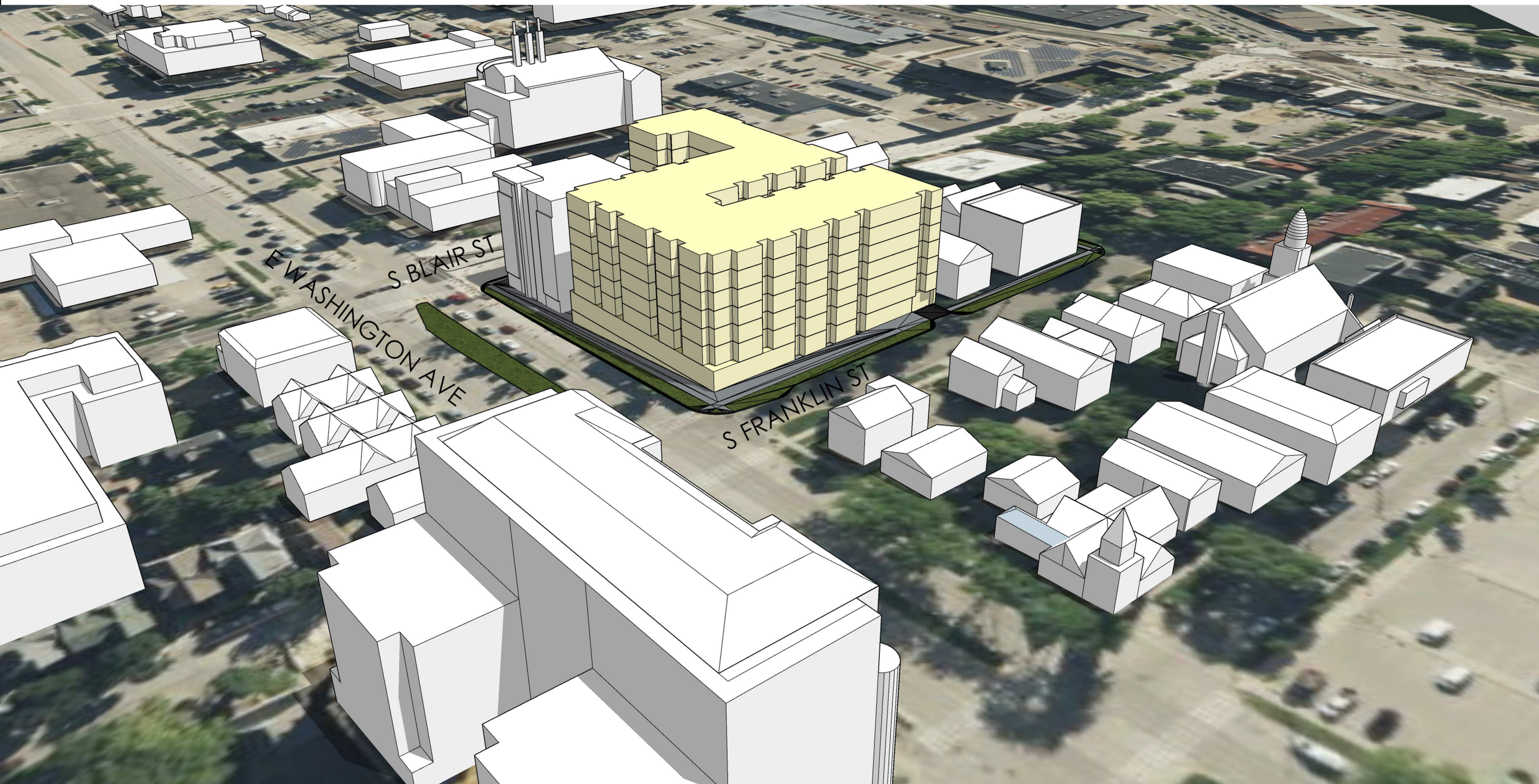


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501 EAST WASHINGTON

CONCEPTUAL MASSING

FEBRUARY 17, 2025



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501 EAST WASHINGTON

CONCEPTUAL MASSING

FEBRUARY 17, 2025



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CONCEPTUAL MASSING

FEBRUARY 17, 2025



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501 EAST WASHINGTON

EXTERIOR DESIGN

FEBRUARY 19, 2025



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501 EAST WASHINGTON
EXTERIOR DESIGN

FEBRUARY 19, 2025

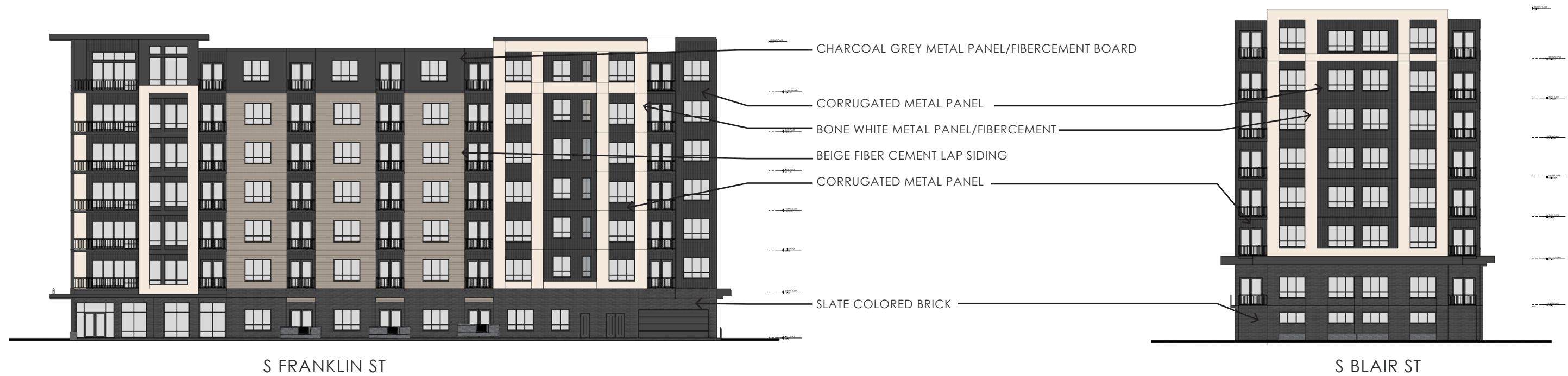


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501 EAST WASHINGTON

CONCEPTUAL MASSING

FEBRUARY 17, 2025



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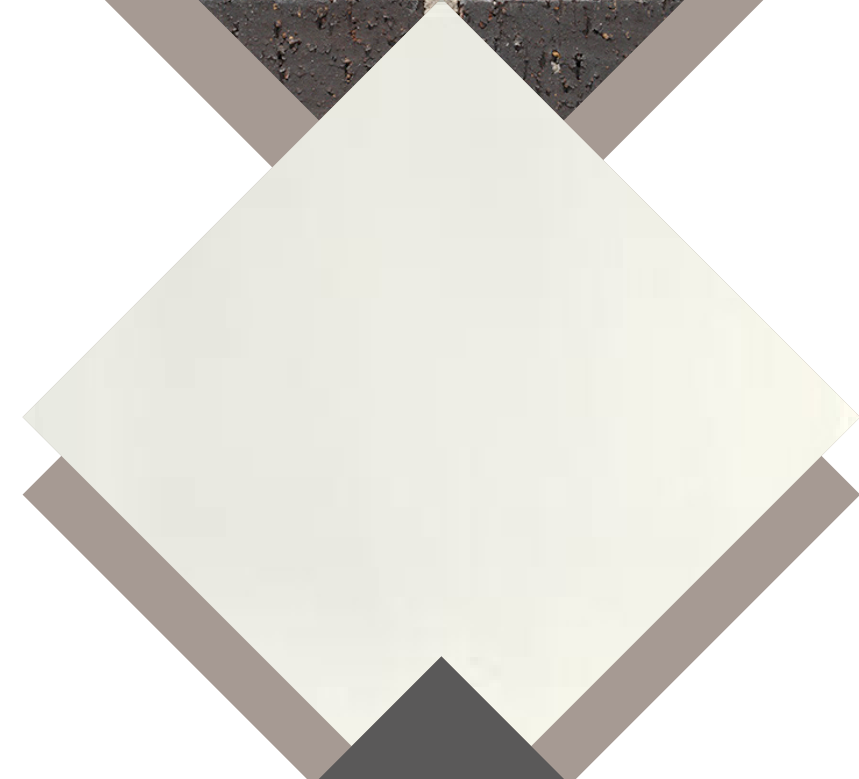
501 EAST WASHINGTON

EXTERIOR ELEVATIONS

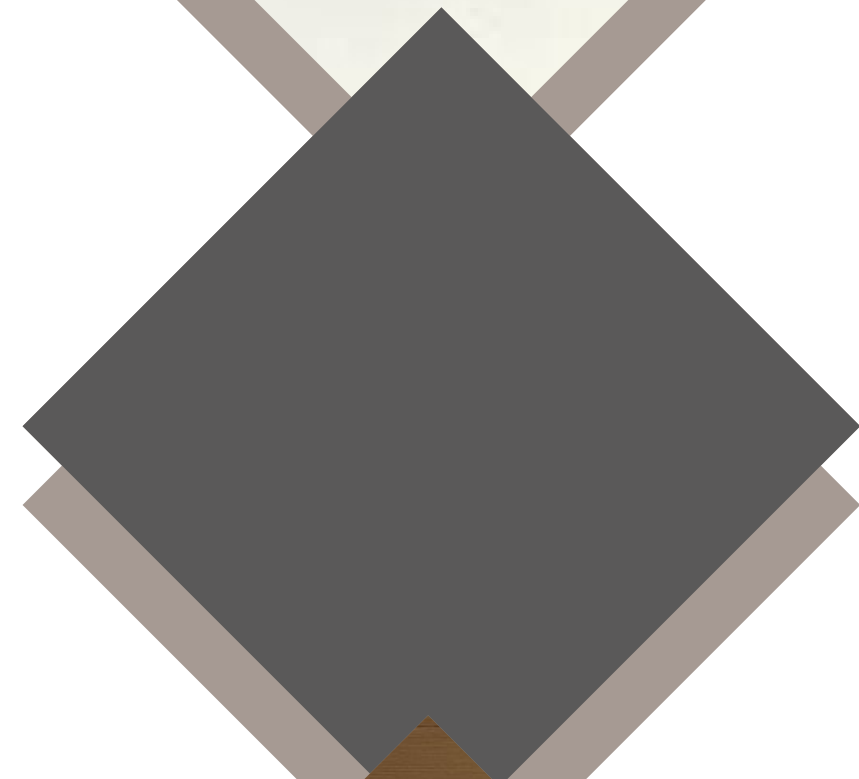
FEBRUARY 19, 2025
1"=30' @ 11x17



SLATE COLORED BRICK



BONE WHITE METAL
PANEL/ FIBER CEMENT



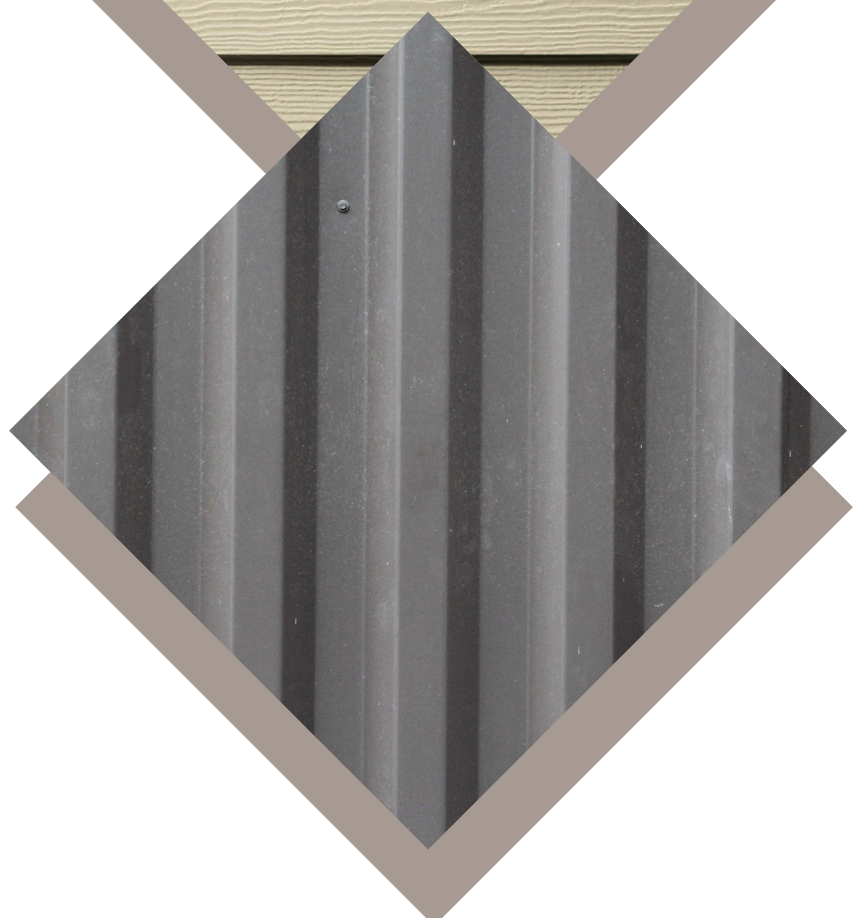
IRON ORE METAL PANEL/
FIBER CEMENT



BROWN FIBER CEMENT
LAP SIDING



BEIGE FIBER CEMENT
LAP SIDING

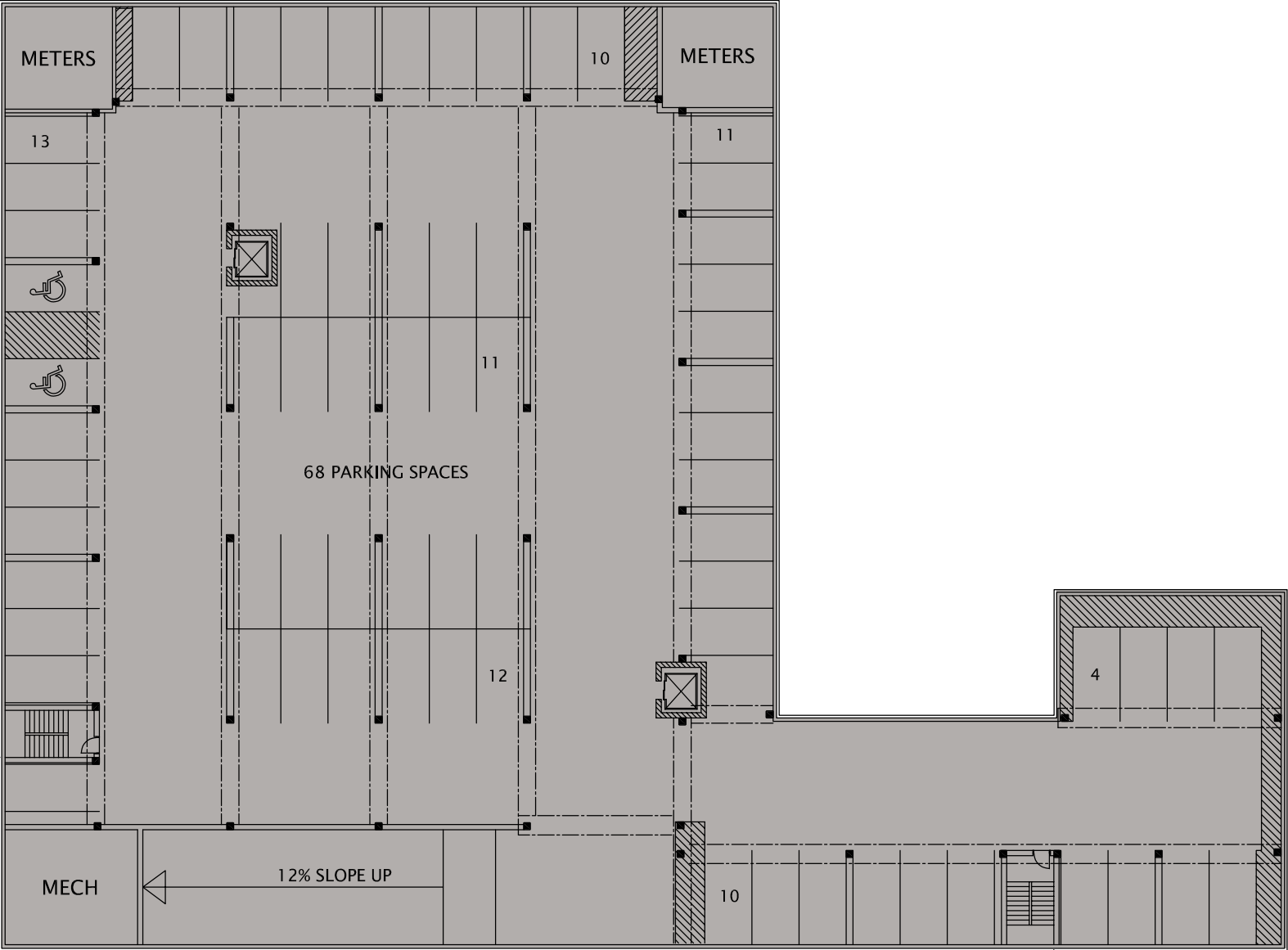


CORRUGATED METAL
PANEL



5 0 1 E A S T W A S H I N G T O N A V E

MADISON, WI



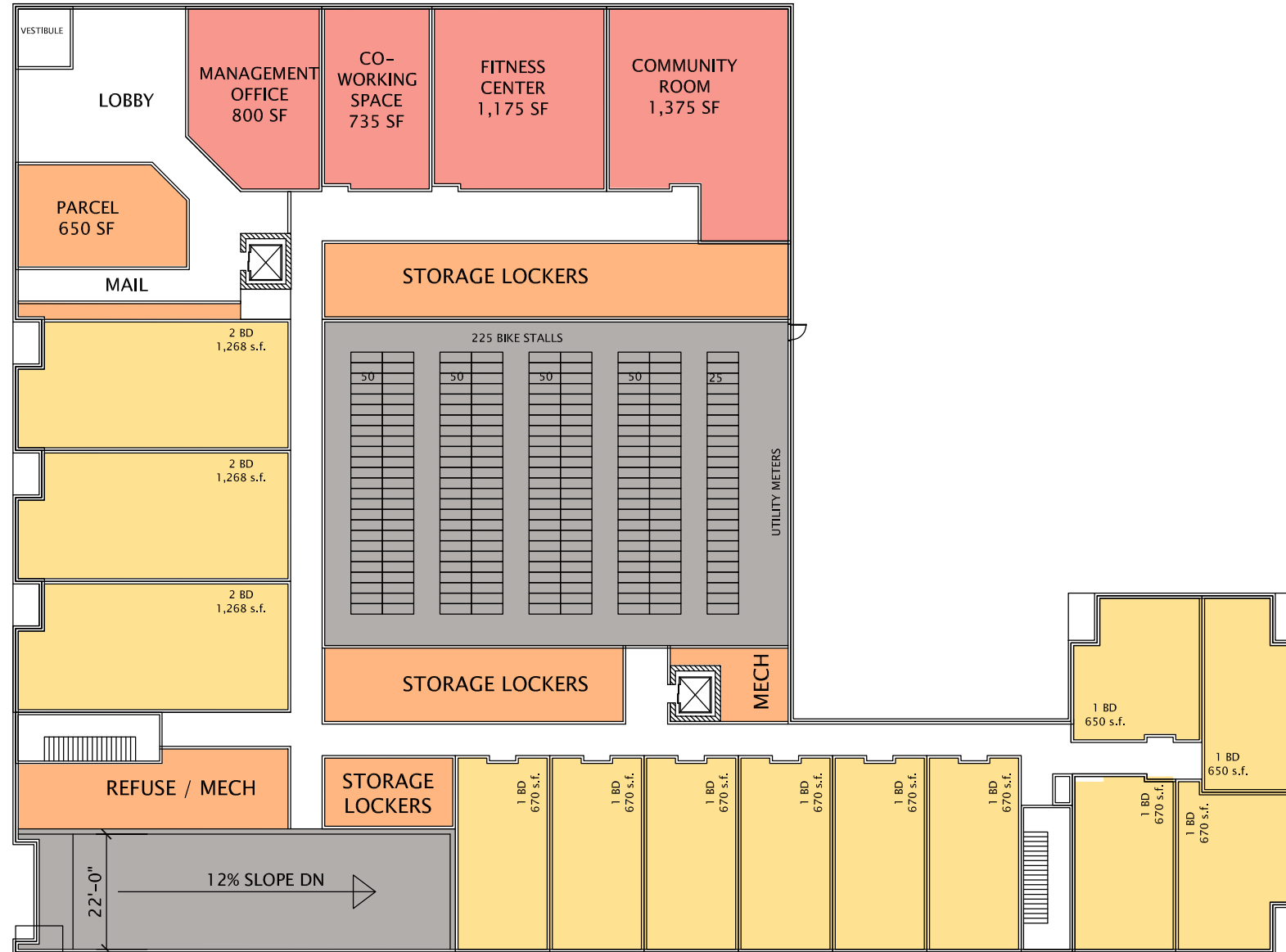
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501 EAST WASHINGTON

CONCEPTUAL LOWER LEVEL PLAN

FEBRUARY 17, 2025
1"=30' @ 11x17





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501 EAST WASHINGTON

CONCEPTUAL FIRST FLOOR PLAN

FEBRUARY 17, 2025
1"=30' @ 11x17



501 E. Washington Ave

February 17, 2025



UNIT NAME		STUDIO		1 BEDROOM				2 BEDROOMS			(1) TOTAL UNITS	(1) TOTAL BEDROOMS	COMMERCIAL NET AREA LEASABLE	RESIDENTIAL NET AREA LEASABLE	(3) GROSS AREA (S.F.)	EFFICIENCY	PARKING AREA (S.F.)	COVERED PARKING	SURFACE PARKING	PARKING RATIO		
		A2	A3	B1	B2	B3	B4	D1	D2	D3												
BEDROOMS		1	1	1	1	1	1	2	2	2												
AREA (S.F.)		466	530	594	622	650	670	923	1,025	1,268												
FLOORS	7	1	1	5	10	12	2	2	2	0	35	39	-	23,222	27,698	83.8%						
	6	1	1	5	10	12	2	2	2	0	35	39	-	23,222	27,698	83.8%						
	5	1	1	5	10	12	2	2	2	0	35	39	-	23,222	27,698	83.8%						
	4	1	1	5	10	12	2	2	2	0	35	39	-	23,222	27,698	83.8%						
	3	1	1	5	10	12	2	2	2	0	35	39	-	23,222	27,698	83.8%						
	2	1	1	5	10	12	2	2	2	0	35	39	-	23,222	27,698	83.8%	-	0				
	1	0	0	0	0	2	8	0	0	3	13	16	-	10,464	31,550	33.2%	-	0				
	LL												-	-			32,025	68	0	PER UNIT	PER BR	
TOTALS		6	6	30	60	74	20	12	12	3	223	250	-	149,796	197,738	75.8%	32,025	68	0	0.30	0.27	
PERCENT		2.7%	2.7%	13.5%	26.9%	33.2%	9.0%	5.4%	5.4%	1.3%												
		5.4%		82.5%				12.1%				672 Average N.S.F. per unit										

- NOTES:**
- 1 TOTAL UNIT & BEDROOM COUNT ASSUMES IDENTICAL FOOTPRINT FROM FLOORS 1 THRU 7.
 - 2 1st FLOOR CONTAINS THE MAIN ENTRY LOBBY, LEASING OFFICE, FITNESS CENTER, AND COMMUNITY ROOM
 - 3 GROSS AREA DOES NOT INCLUDE PARKING AREAS.
 - 4 PARKING AREAS INCLUDE THE STAIRS & ELEVATOR.