

# 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:

Paid \_\_\_\_\_ Receipt # \_\_\_\_\_  
 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: 2340 S. Winnebago Street  
 Title: Movin' Out/Red Caboose Mixed Use Building

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

UDC meeting date requested July 31

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)

### Other

Please specify \_\_\_\_\_

### 4. Applicant, Agent, and Property Owner Information

**Applicant name** Megan Schuetz  
**Street address** 902 Royster Oaks Drive, #105  
**Telephone** 608.251.4446

**Company** Movin' Out  
**City/State/Zip** Madison, WI 53714  
**Email** ms@movin-out.org

**Project contact person** Melissa Huggins  
**Street address** 807 E. Johnson Street  
**Telephone** 608.819.6566

**Company** Urban Assets  
**City/State/Zip** Madison, WI 53713  
**Email** Melissa@urbanassetsconsulting.com

**Property owner (if not applicant)** Red Caboose Child Care LLC/Lisa Fiala  
**Street address** 654 Williamson Street  
**Telephone** 608.256.1566

**City/State/Zip** Madison WI, 53703  
**Email** director@redcaboose daycare.org

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\*

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.

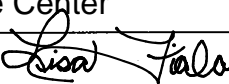
For projects also requiring Plan Commission approval, applicants must also have submitted an accepted application for Plan Commission consideration prior to obtaining any formal action (initial or final approval) from the UDC. All plans must be legible when reduced.

*\*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](mailto: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 Janine Glaser on February 13, 2019.

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. Lisa Fiala, Executive Director of Red

Name of applicant Caboose Child Care Center Relationship to property Owner  
 Authorizing signature of property owner  Date July 17, 2019

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

## 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**:

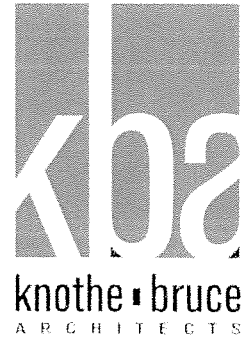
- Grading Plan
- Proposed Signage (if applicable)
- Lighting Plan, including fixture cut sheets and photometrics plan (*must be legible*)
- Utility/HVAC equipment location and screening details (with a rooftop plan if roof-mounted)
- PD text and Letter of Intent (if applicable)
- Samples of the exterior 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

July 17, 2019

Ms. Janine Glaeser  
Department of Planning & Community & Economic Development  
Madison Municipal Building, Suite 017  
215 Martin Luther King Jr. Boulevard  
Madison, Wisconsin 53703



Re: Letter of Intent  
2340 S Winnebago Street – UDC Informational  
**KBA Project #1922**

Ms. Janine Glaeser,

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

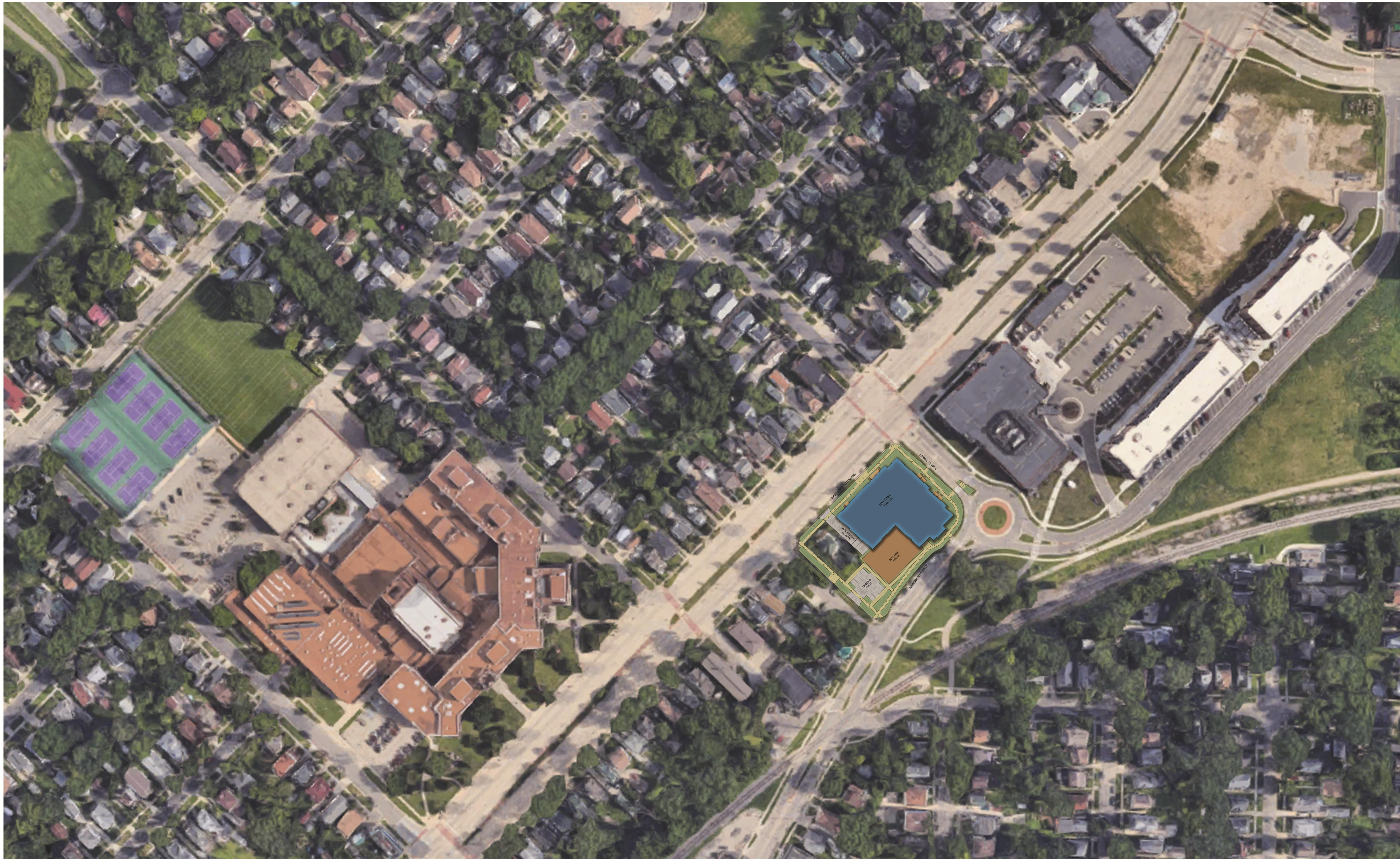
Movin' Out and Red Caboose Child Care Center have teamed up for a mixed-use development on the western end of the Union Corners redevelopment area along East Washington Ave. The site for this project is located at 2340 S Winnebago Street and there is currently a one-story commercial building and two single family homes that will be razed and we are proposing a four-story, 38 Unit mixed-use building with underground parking. Red Caboose will occupy the first floor and will have approximately 21,000 sq.ft. of space for the new location of their day care center. The main entries for both the Day Care and the Apartments will be off of Winnebago Street, There will be 53 underground parking stalls that will be shared with the apartment residents and the staff for Red Caboose. There will also be surface parking for 7 stalls and these will be utilized for parents dropping off their children. These concept plans will be discussed in more detail and your feedback on this is welcomed.

Thank you for your time reviewing our proposal.

Sincerely,

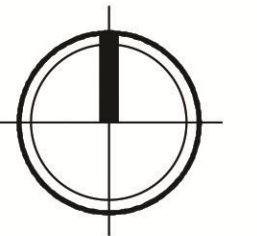
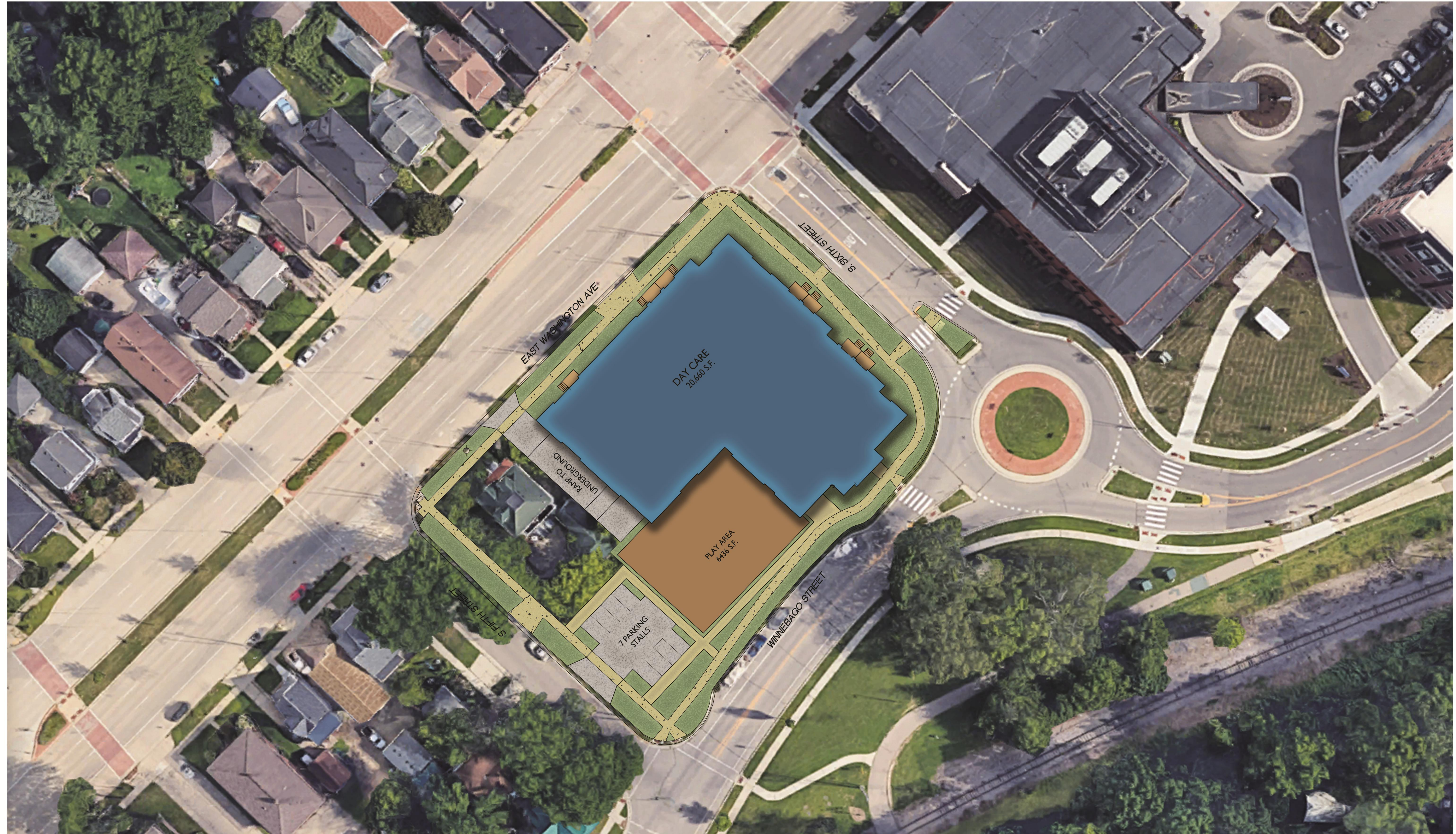
*Kevin Burow (D.S.)*

Kevin Burow, AIA, NCARB, LEED AP



Red Caboose - Movin' Out  
Zoomed Out Aerial Site Plan  
July 17, 2019





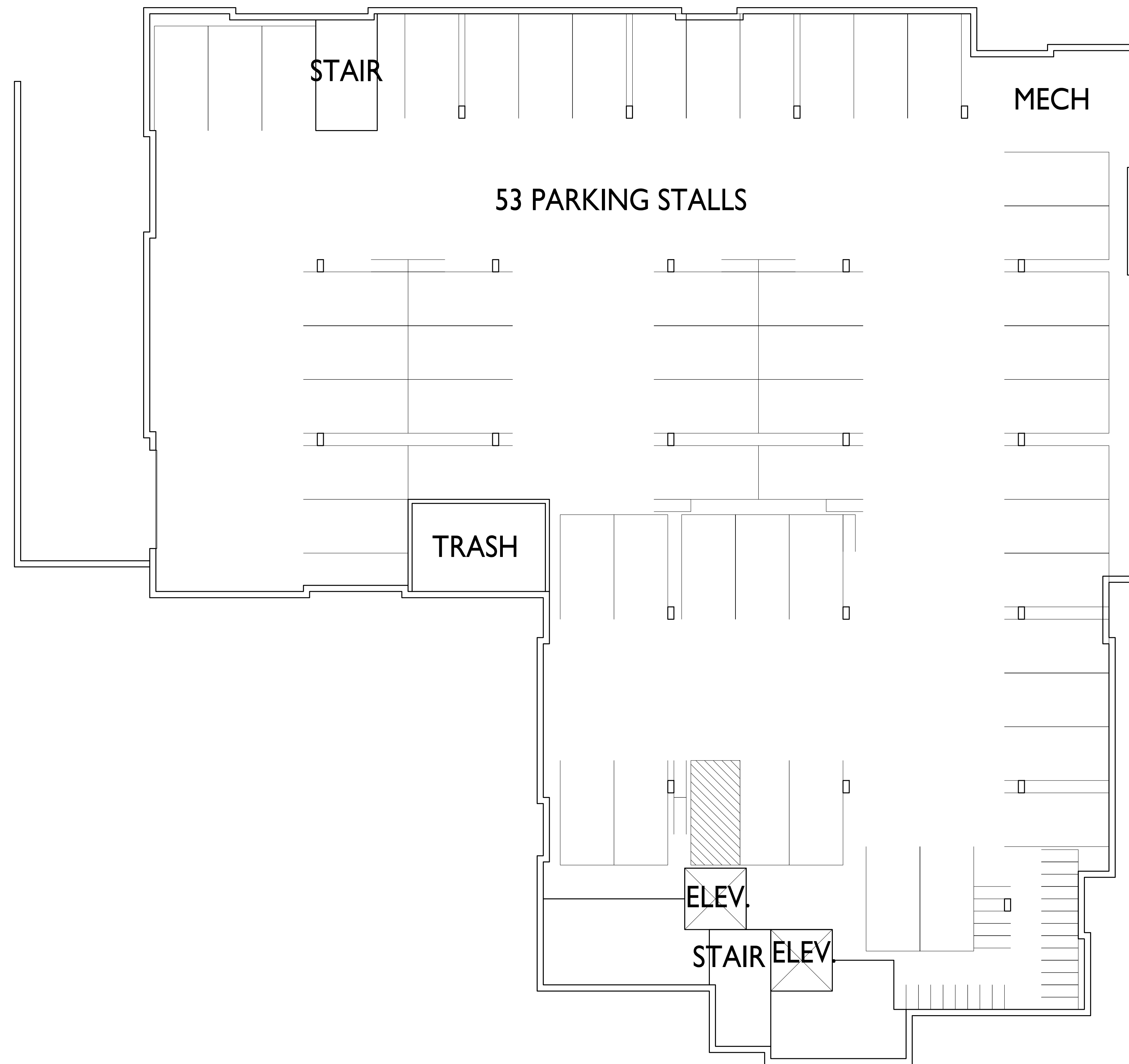
Red Caboose - Movin' Out  
Aerial Site Plan  
July 17, 2019





**knothe bruce**  
ARCHITECTS

Phone: 7601 University Ave, Ste 201  
608.836.3690 Middleton, WI 53562

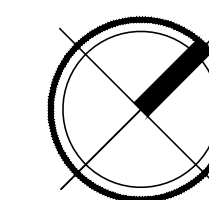


ISSUED  
Issued for Review - July 17, 2019

PROJECT TITLE  
MOVIN' OUT  
RED CABOOSE  
MIXED USE  
DEVELOPMENT

2340 S Winnebago St  
Madison, Wisconsin  
SHEET TITLE  
Basement Floor  
Plan

**I** BASEMENT FLOOR PLAN  
A-1.0 3/32" = 1'-0"



SHEET NUMBER

**A-1.0**

PROJECT NO. 1922  
© Knothe & Bruce Architects, LLC

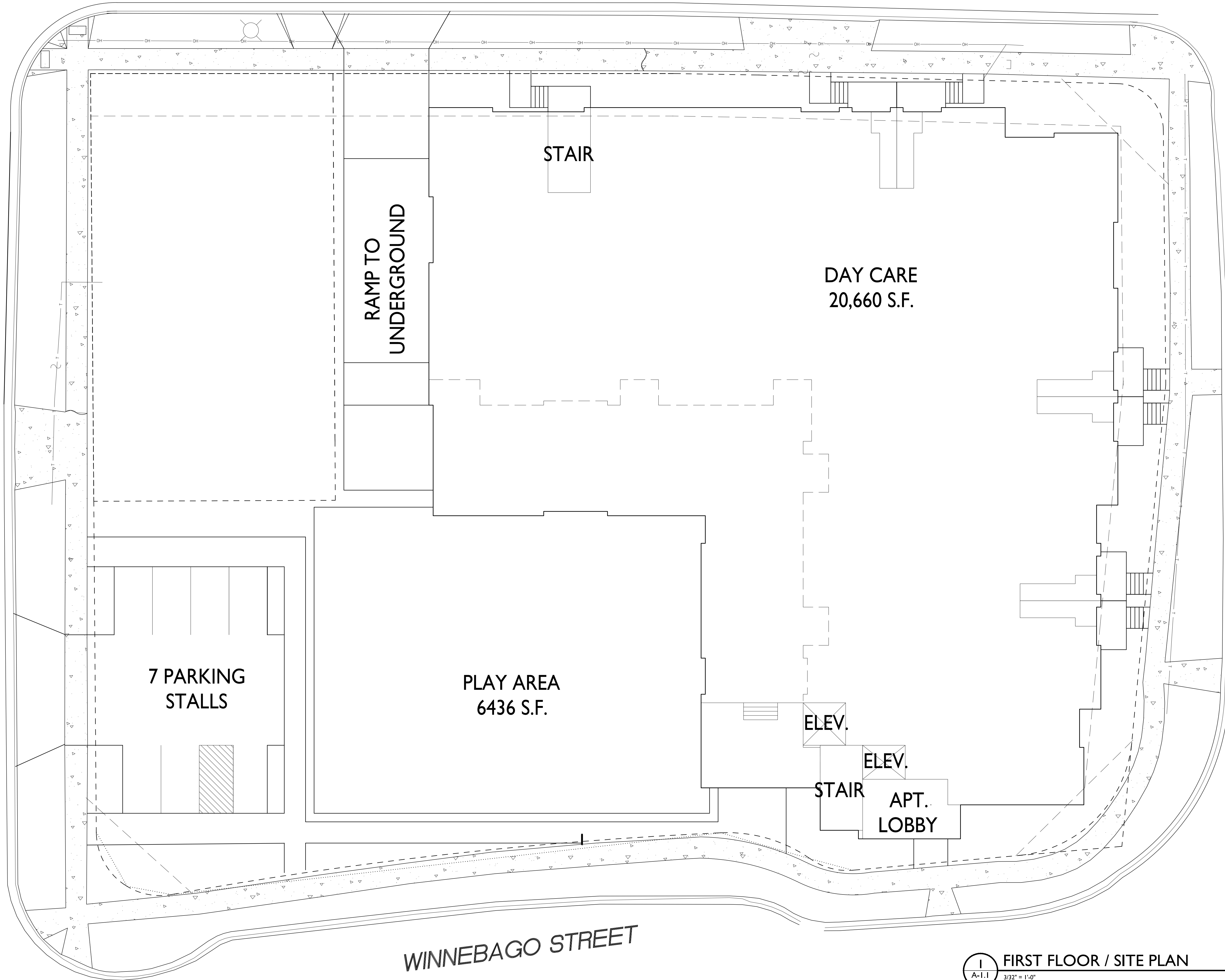


EAST WASHINGTON AVE

S FIFTH STREET

S. SIXTH STREET

WINNEBAGO STREET



**knothe • bruce**  
ARCHITECTS

Phone: 7601 University Ave, Ste 201  
608.836.3690 Middleton, WI 53562

ISSUED  
Issued for Review - July 17, 2019

PROJECT TITLE  
**MOVIN' OUT  
RED CABOOSE  
MIXED USE  
DEVELOPMENT**

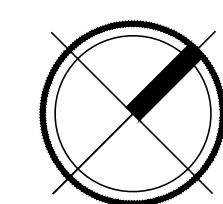
2340 S Winnebago St  
Madison, Wisconsin  
SHEET TITLE  
**First Floor Plan**

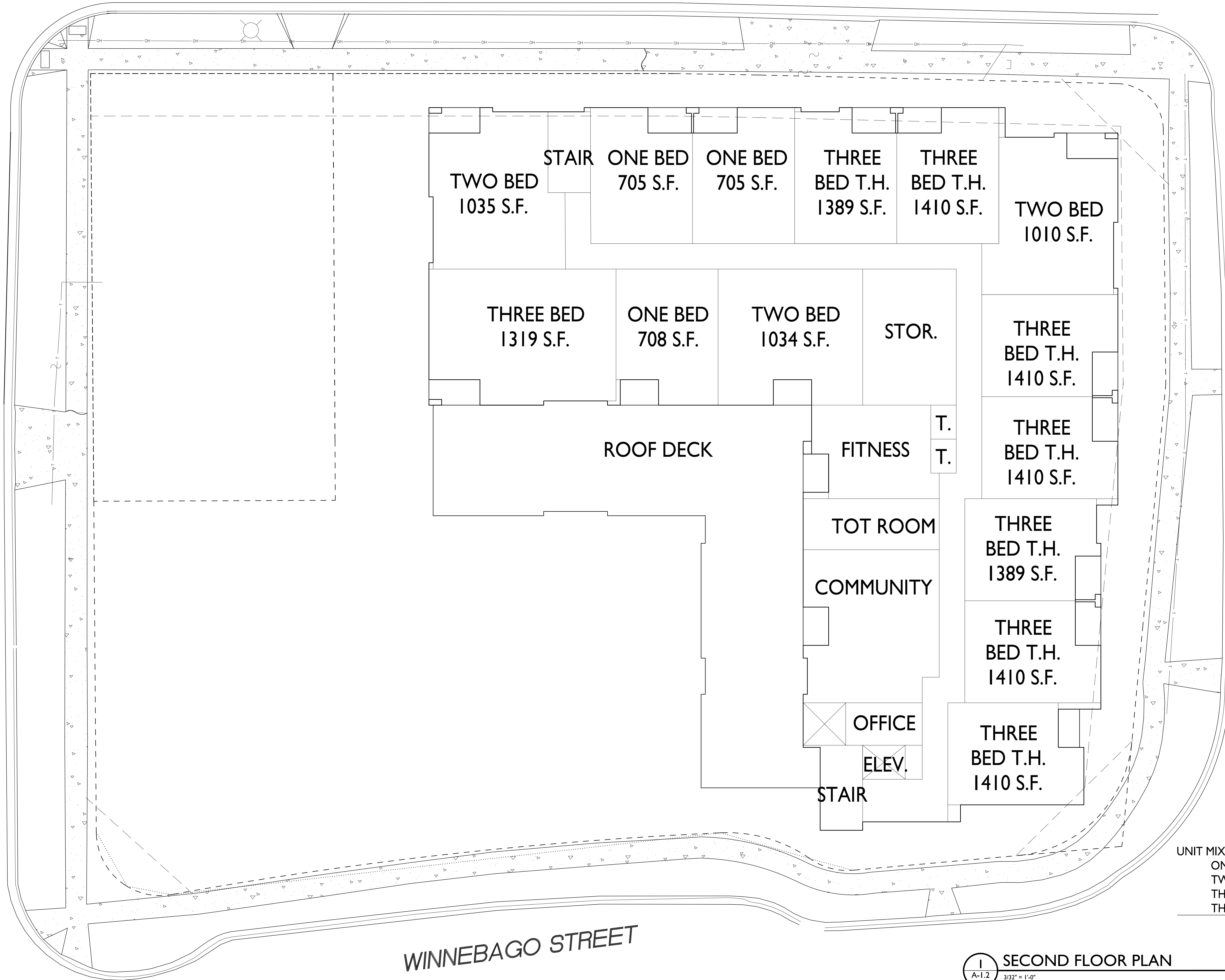
SHEET NUMBER

**A-1.1**

PROJECT NO. **1922**  
© Knothe & Bruce Architects, LLC

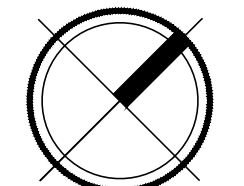
**1** FIRST FLOOR / SITE PLAN  
A-1.1 3/32" = 1'-0"

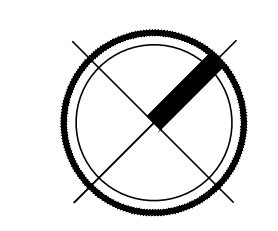
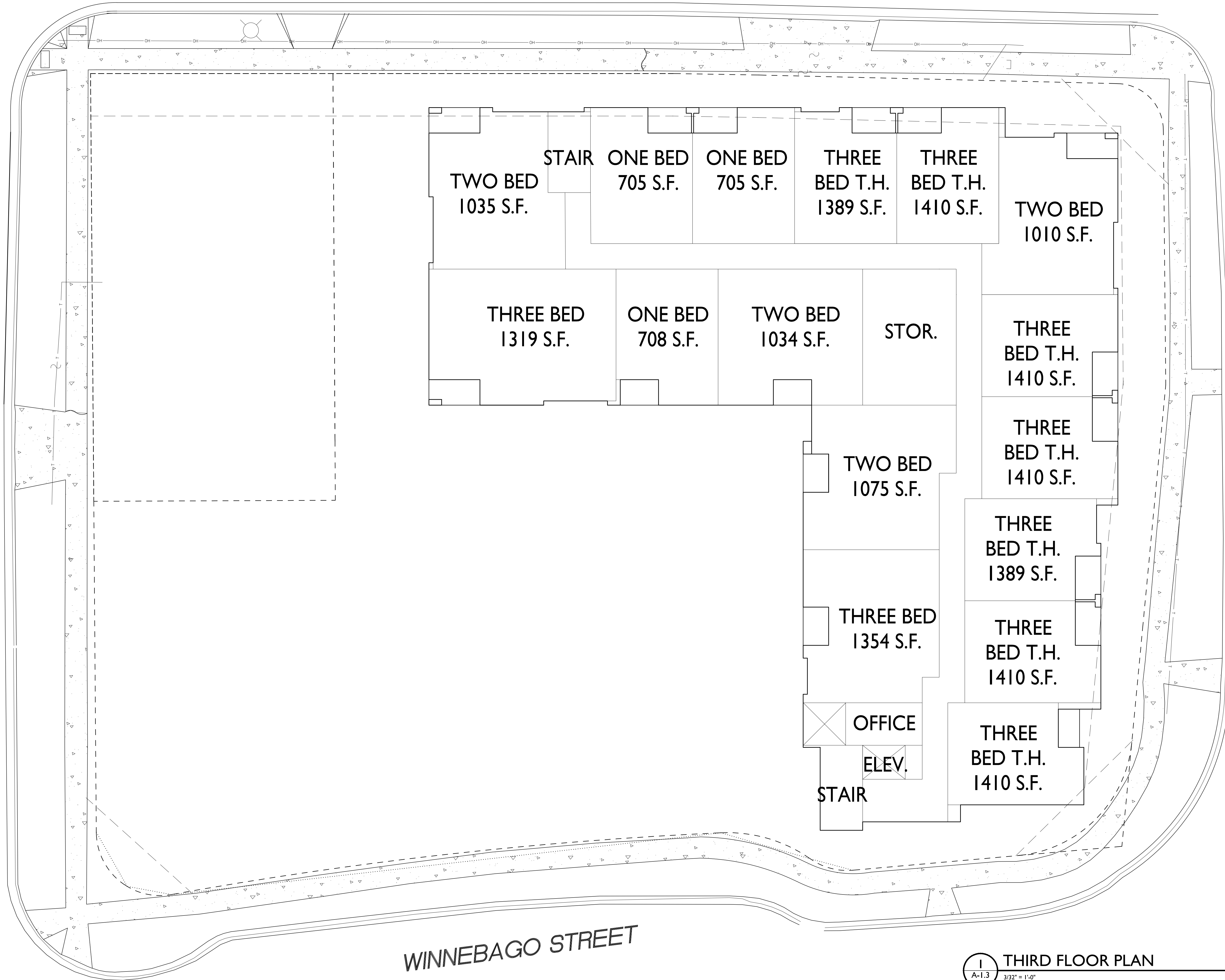




UNIT MIX:

ONE BED	- 15
TWO BED	- 13
THREE BED	- 4
THREE BED T.H.	- 6
	38



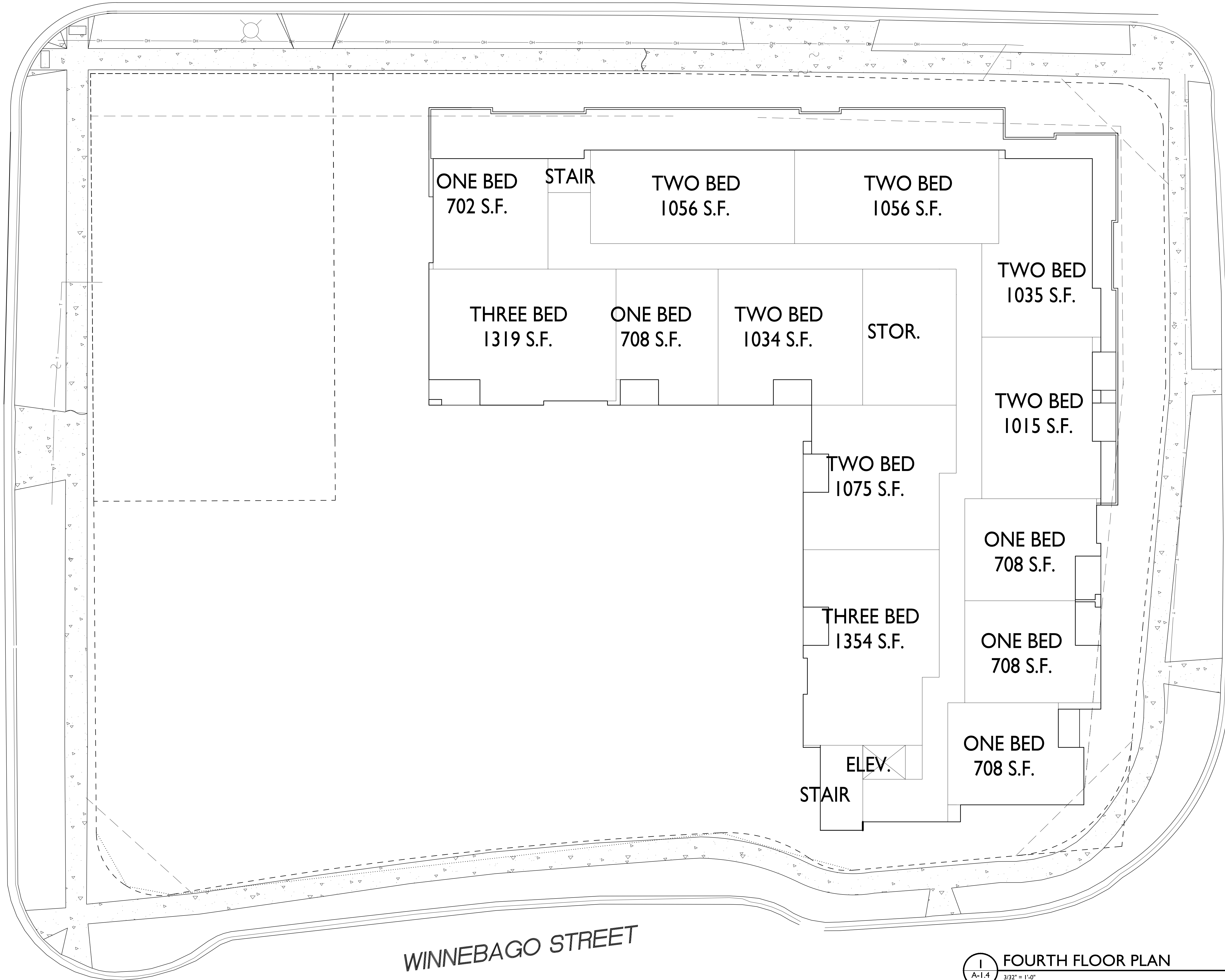


EAST WASHINGTON AVE

S FIFTH STREET

S. SIXTH STREET

WINNEBAGO STREET



ISSUED  
 Issued for Review - July 17, 2019

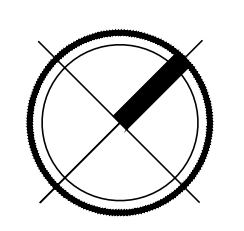
PROJECT TITLE  
 MOVIN' OUT  
 RED CABOOSE  
 MIXED USE  
 DEVELOPMENT

2340 S Winnebago St  
 Madison, Wisconsin  
 SHEET TITLE  
 Fourth Floor Plan

SHEET NUMBER

**A-1.4**  
 PROJECT NO. 1922  
 © Knothe & Bruce Architects, LLC

**1**  
 A-1.4  
 FOURTH FLOOR PLAN  
 3/32" = 1'-0"





1 North West Elevation  
A-2.1 1/8" = 1'-0"



2 North East Elevation  
A-2.1 1/8" = 1'-0"

PROJECT TITLE  
**MOVIN' OUT  
RED CABOOSE  
MIXED USE  
DEVELOPMENT**

2340 S Winnebago St  
Madison, Wisconsin

SHEET TITLE  
**Exterior  
Elevations**

SHEET NUMBER

**A-2.1**

PROJECT NUMBER 1922

© Knothe & Bruce Architects, LLC



1 South East Elevation  
A-2.2 1/8" = 1'-0"



2 South West Elevation  
A-2.2 1/8" = 1'-0"

ISSUED  
Issued for Review - July 17, 2019

PROJECT TITLE  
**MOVIN' OUT  
RED CABOOSE  
MIXED USE  
DEVELOPMENT**

2340 S Winnebago St  
Madison, Wisconsin

SHEET TITLE  
**Exterior  
Elevations**

SHEET NUMBER

**A-2.2**

PROJECT NUMBER 1922

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1 North West Elevation - Colored  
A-2.3 1/8" = 1'-0"



2 North East Elevation - Colored  
A-2.3 1/8" = 1'-0"

PROJECT TITLE  
**MOVIN' OUT  
RED CABOOSE  
MIXED USE  
DEVELOPMENT**

2340 S Winnebago St  
Madison, Wisconsin

SHEET TITLE  
**Exterior  
Elevations -  
Colored**

SHEET NUMBER

**A-2.3**

PROJECT NUMBER 1922

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1 South East Elevation - Colored  
A-2.4 1/8" = 1'-0"



2 South West Elevation - Colored  
A-2.4 1/8" = 1'-0"

PROJECT TITLE  
**MOVIN' OUT  
RED CABOOSE  
MIXED USE  
DEVELOPMENT**

2340 S Winnebago St  
Madison, Wisconsin

SHEET TITLE  
**Exterior  
Elevation -  
Colored**

SHEET NUMBER

**A-2.4**

PROJECT NUMBER 1922

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# Red Caboose - Movin' Out

July 17, 2019

Rendered Perspective 1





## Red Caboose - Movin' Out

July 17, 2019

Rendered Perspective 2





# Red Caboose - Movin' Out

July 17, 2019

Rendered Perspective 3





# Red Caboose - Movin' Out

July 17, 2019

Rendered Perspective 4





# Red Caboose - Movin' Out

July 17, 2019

Rendered Perspective 5





# Red Caboose - Movin' Out

July 17, 2019

Rendered Perspective 6

