

URBAN DESIGN COMMISSION APPLICATION

City of Madison
Planning Division
Madison Municipal Building, Suite 017
215 Martin Luther King, Jr. Blvd.
P.O. Box 2985
Madison, WI 53701-2985
(608) 266-4635



FOR OFFICE USE ONLY:

Paid _____ Receipt # _____
Date received _____
Received by _____
Aldermanic District 4
Zoning District _____
Urban Design District _____
Submittal reviewed by _____
Legistar # 58957

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.

CITY OF MADISON

1. Project Information

Address: 100 North Hamilton Street

DEC 18 2019

Title: Madison Children's Museum Backlot

Planning & Community
& Economic Development

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

UDC meeting date requested 15 January 2020 Informational

- 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	<u>Deborah Gilpin</u>	Company	<u>Madison Children's Museum</u>
Street address	<u>100 North Hamilton</u>	City/State/Zip	<u>Madison, WI 53703</u>
Telephone	<u>608-255-6445</u>	Email	<u>dgilpin@madisonchildrensmuseum.org</u>
Project contact person	<u>Lou Host-Jablonski</u>	Company	<u>Design Coalition, Inc.</u>
Street address	<u>2088 Atwood Avenue</u>	City/State/Zip	<u>Madison, WI, 53704</u>
Telephone	<u>608-246-8846</u>	Email	<u>Lou@DesignCoalition.org</u>
Property owner (if not applicant)	<u>Same</u>		
Street address	_____	City/State/Zip	_____
Telephone	_____	Email	_____

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. The email must include the project address, project name, and applicant name. Electronic submittals via file hosting services (such as Dropbox.com) are not allowed. Applicants who are unable to provide the materials electronically should contact the Planning Division at (608) 266-4635 for assistance.*

6. Applicant Declarations

1. Prior to submitting this application, the applicant is required to discuss the proposed project with Urban Design Commission staff. This application was discussed with Kevin Firchow on 16 Dec 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.

Name of applicant Madison Childrens Museum Relationship to property President / CEO
 Authorizing signature of property owner Deb J. Zupic Date 12/17/19

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

Letter of Intent



Commissioners, staff and electeds,

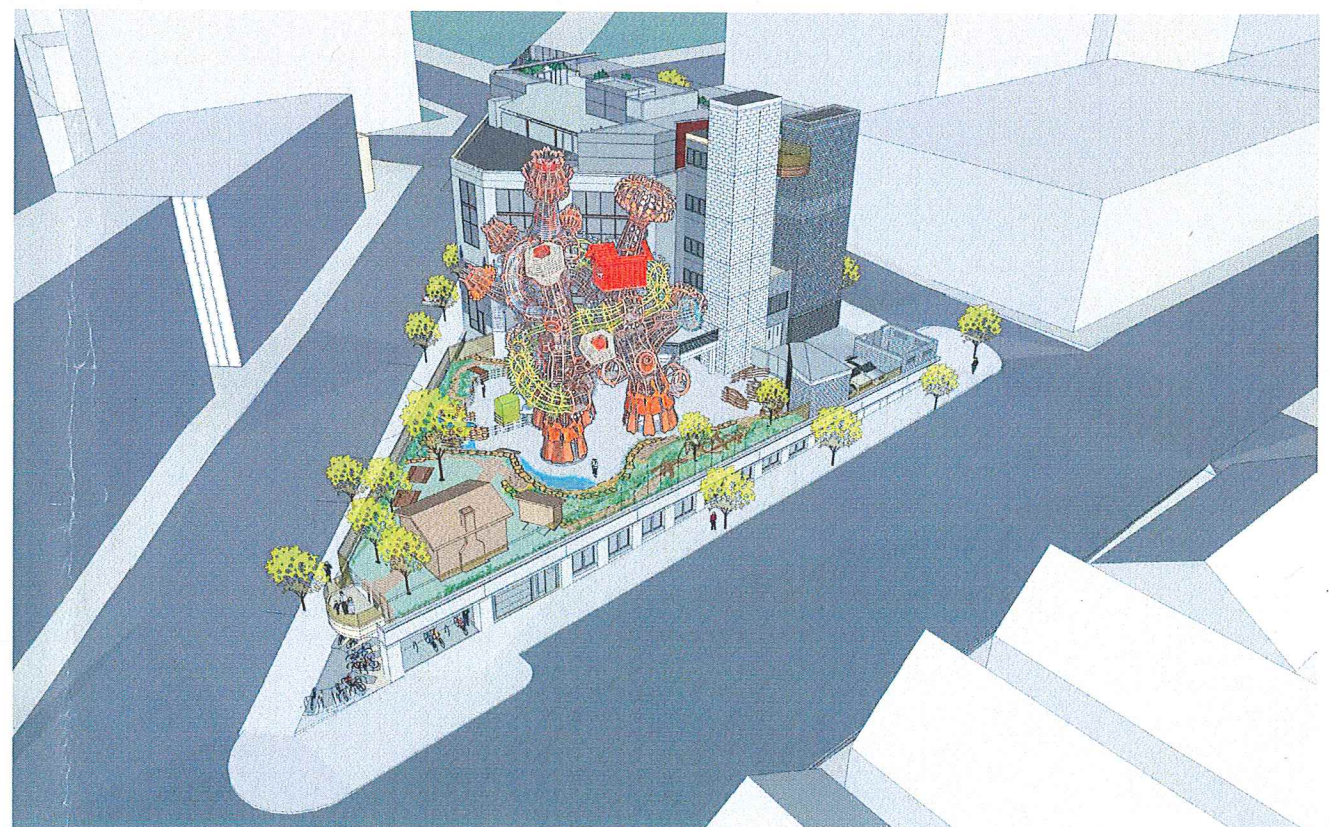
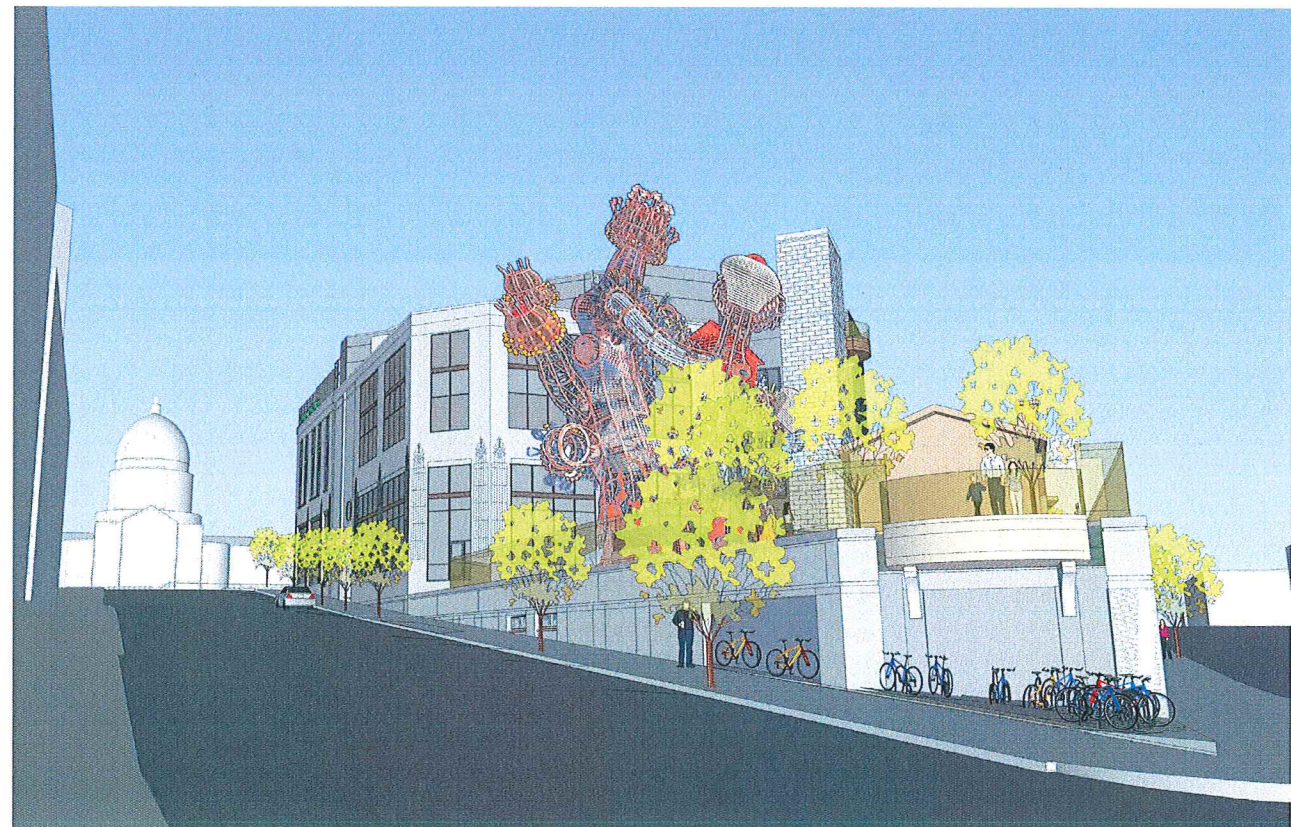
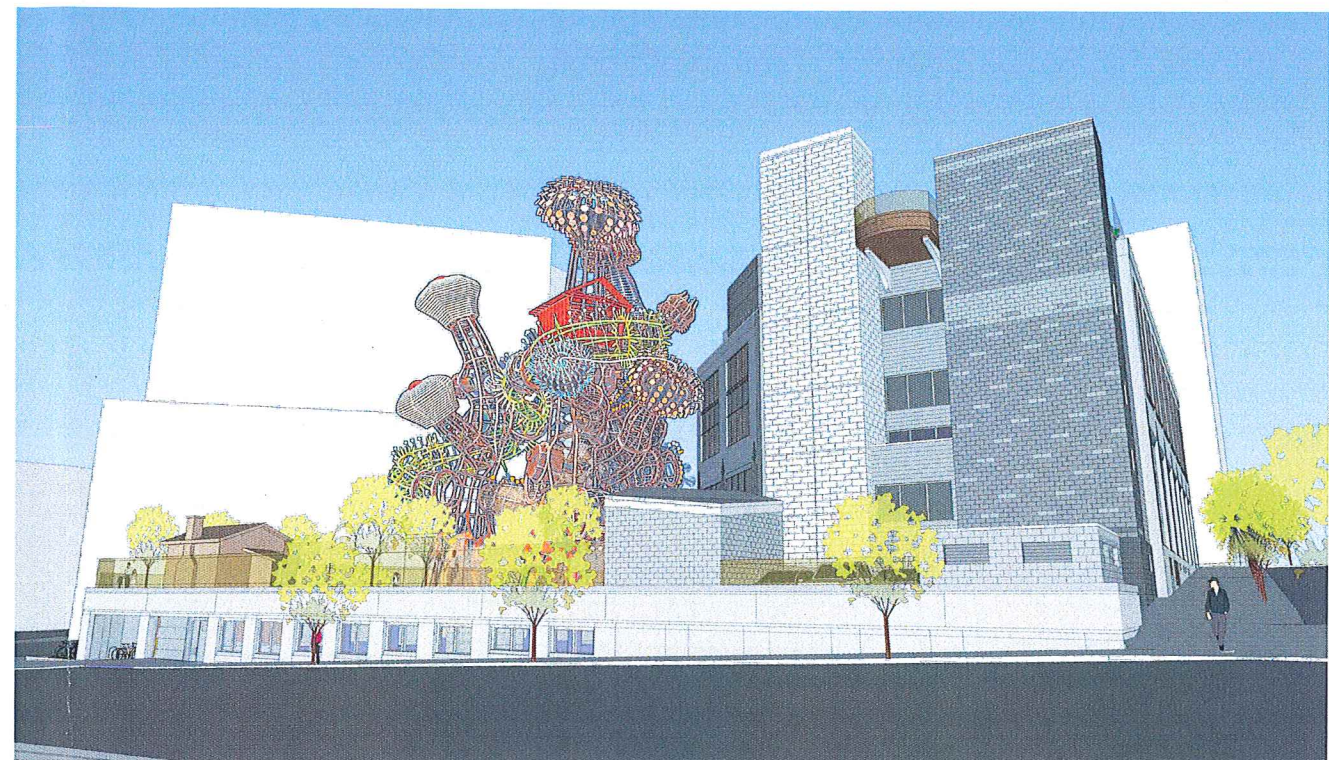
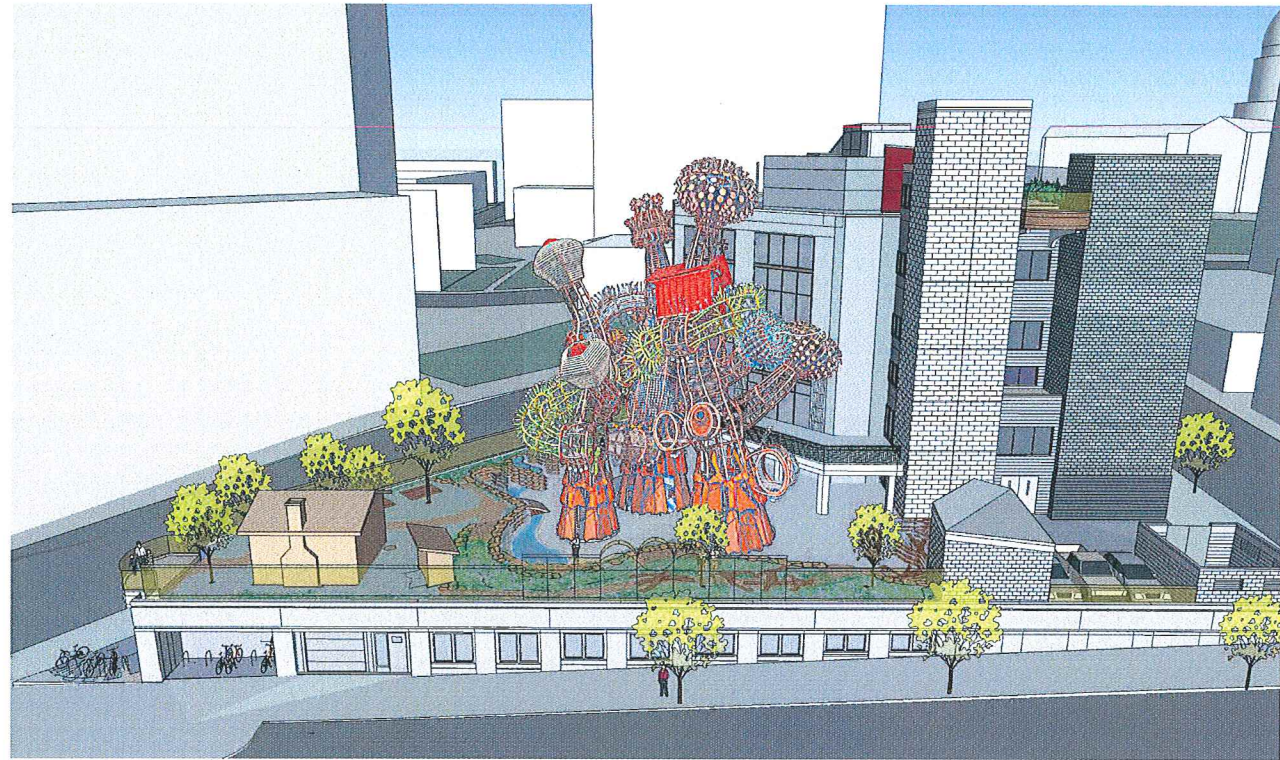
Madison Children's Museum proposes to raze the parking structure at the rear of their site and replace it with a one-story addition to accommodate exhibit design offices and fabrication workshops. The roof deck of the addition is designed to support various changing outdoor exhibits, a large permanent climber, and replacement of the existing loading/ parking/trash area located off North Pinckney Street. The project also will include some remodeling to portions of the interior.

Specifically, the project has 4 major parts:

- 1) **Addition:** Essentially the same size of the existing 2-deck parking structure, this one-story volume will house new workshops, design studio, staff offices, storage & assembly, and mechanical spaces. The current truck loading/delivery zone, screened trash, and staff parking will be replaced, similar to the existing layout. Also included is a secondary vehicle loading space accessed via the existing curbcut & apron on Dayton Street.
- 2) **Elevator:** New 7-stop freight elevator with masonry enclosure, in the same location as, and replacing, an existing 3-stop passenger elevator.
- 3) **Climbing Sculpture:** Major outdoor exhibit, artisan-constructed primarily of steel, to provide enclosed climbing, city & lake views, and educational activities for children aged 5 to 14 years.
- 4) **Outdoor Exhibits:** The roof-deck exhibits, as non-building elements, are expected to evolve and change over the life of the Museum. Those currently shown here include: an historic log cabin (existing, in same location) in a landscaped homestead setting; a water-play stream and pond; heavily landscaped 'scramble' paths and cave; a loose-parts construction play zone; paved event and performance space, and; a separate landscaped early childhood area.

With this project Madison Children's Museum continues and broadens its commitment to creating high quality environments for children to learn through play. The Museum understands its important civic role anchoring the north corner of the Capitol Square. And this new sculptural, landscaped, child-centered outdoor space reaffirms the Museum's commitment to the positive aesthetics of this part of the downtown, and to Madison's quality of civic life.

Signage: The Museum intends that its building signage package will be reviewed at a later date via a separate submittal.



design
coalition

DESIGN COALITION INC. ARCHITECTS
COMMUNITY DESIGN CENTER
208 S. STANWOOD AVENUE
MADISON, WI 53704-5354
phone: 608.248.8846
fax: 608.248.8670
website: www.designcoalition.org



madison
children's
museum

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NOT FOR CONSTRUCTION

12.18.19 Submittal for UDC Informational

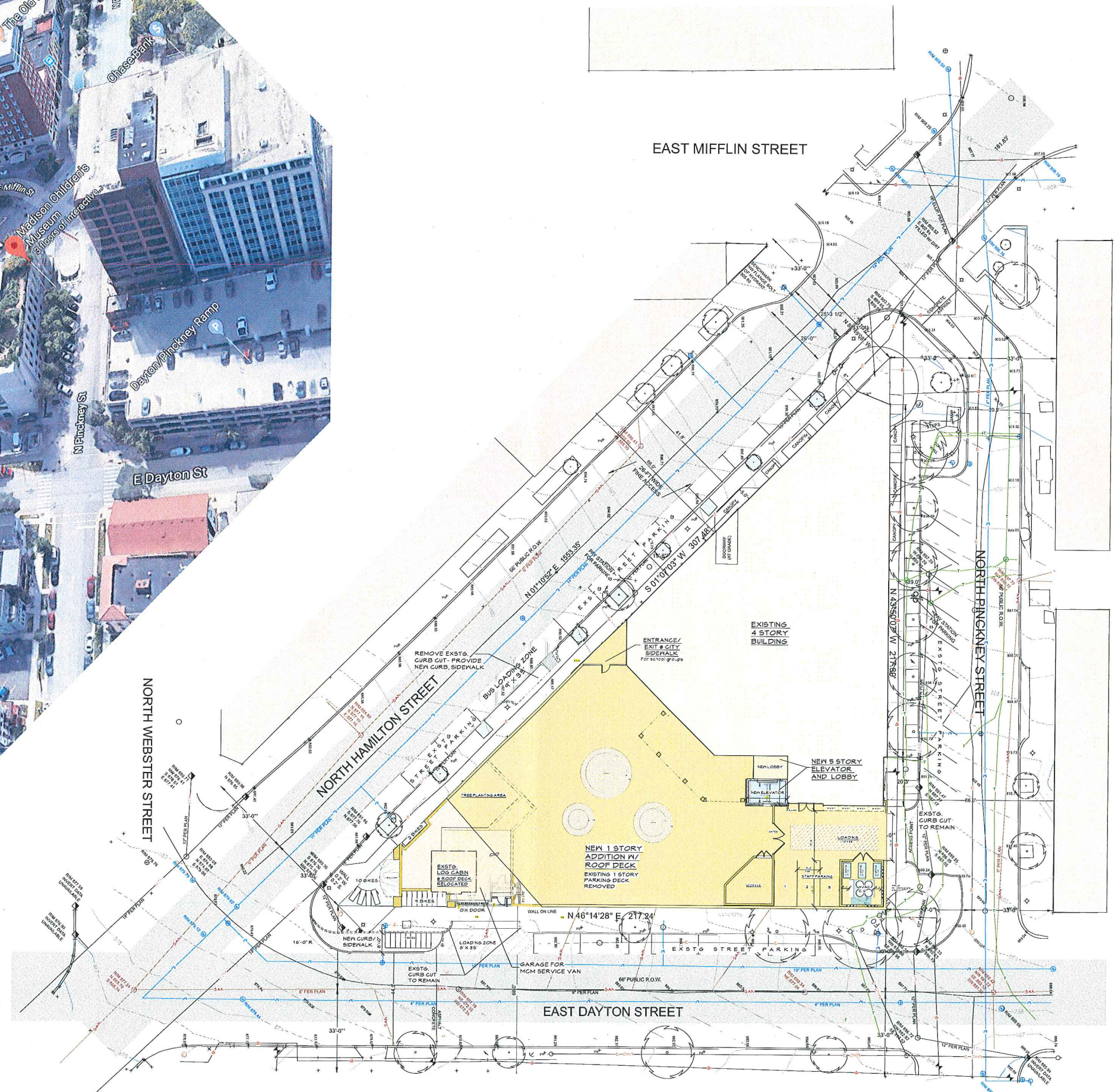
Mark	Date	Description
		Project Title
		MADISON CHILDREN'S MUSEUM
		THE BACKLOT
		100 N Hamilton St.
		Madison, WI
Drawn	Issue Date	
	12.18.19	

Project ID Drawing No.

of

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M A D I S O N C H I L D R E N ' S M U S E U M B A C K L O T



1 SITE PLAN
Scale: 1" = 20 Ft

design coalition
 DESIGN COALITION INC. ARCHITECTS
 COMMUNITY DESIGN CENTER
 2008 KENWOOD AVENUE
 MADISON, WI 53704-5354
 phone: 608.246.8846
 fax: 608.246.8670
 website: www.designcoalition.org



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Mark	Date	Description
	12.18.19	Submission for UDC informational
Project Title		
MADISON CHILDREN'S MUSEUM THE BACKLOT 100 N Hamilton St. Madison, WI		

Drawn	Issue Date
	12.18.19

Sheet Title
Site Plan

Project ID	Drawing No.
	S1.1
of	



DAYTON STREET GARAGE ENTRANCE- EXSTG CURB CUT



DAYTON STREET



DAYTON STREET



DAYTON STREET AND HAMILTON STREET



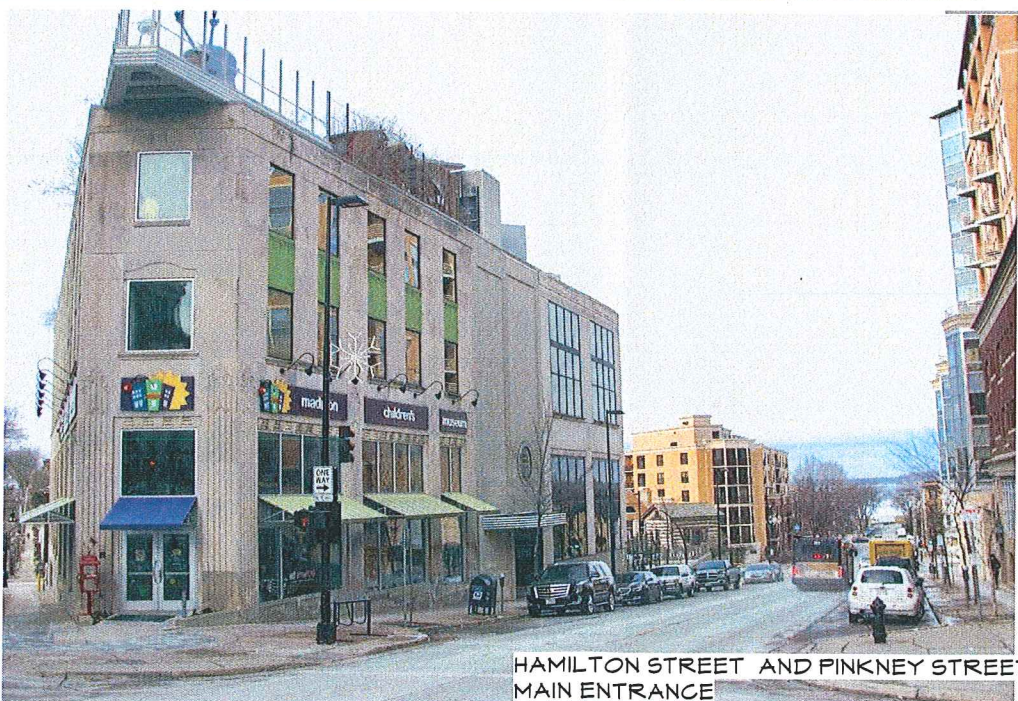
HAMILTON STREET - LOOKING SOUTH



PINKNEY STREET



HAMILTON STREET - BUS DROP OFF



HAMILTON STREET AND PINKNEY STREET MAIN ENTRANCE



PINKNEY STREET SERVICE ENTRANCE- EXSTG CURB CUT

design coalition
 DESIGN COALITION INC. ARCHITECTS
 COMMUNITY DESIGN CENTER
 508 ATWOOD AVENUE
 MADISON, WI 53704-5584
 phone: 608.246.8846
 fax: 608.246.8670
 website: www.designcoalition.org



madison children's museum

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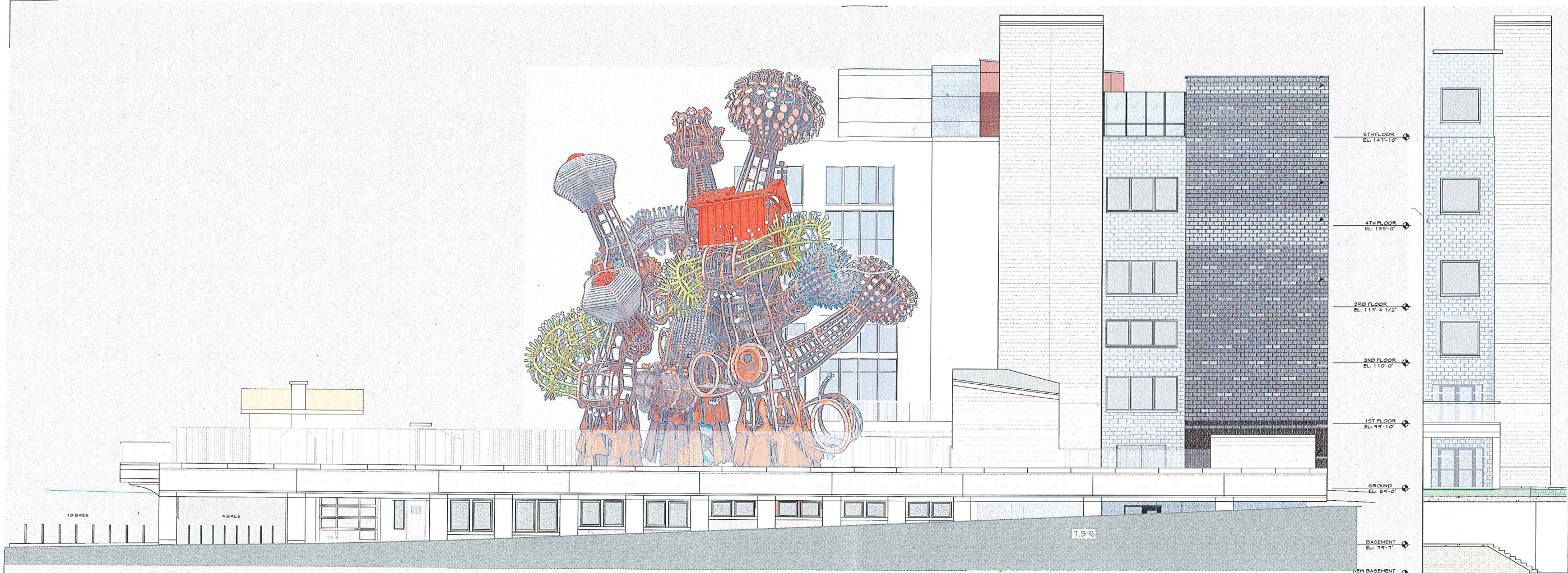
12.18.19 Submittal for UDC Informational

Mark	Date	Description
		Project Title
		MADISON CHILDREN'S MUSEUM THE BACKLOT
		100 N Hamilton St. Madison, WI
Drawn by	Issue Date	
	12.18.19	

Sheet Title
 EXISTING SITE PHOTOS

Project ID	Drawing No.
	S1.2
	of

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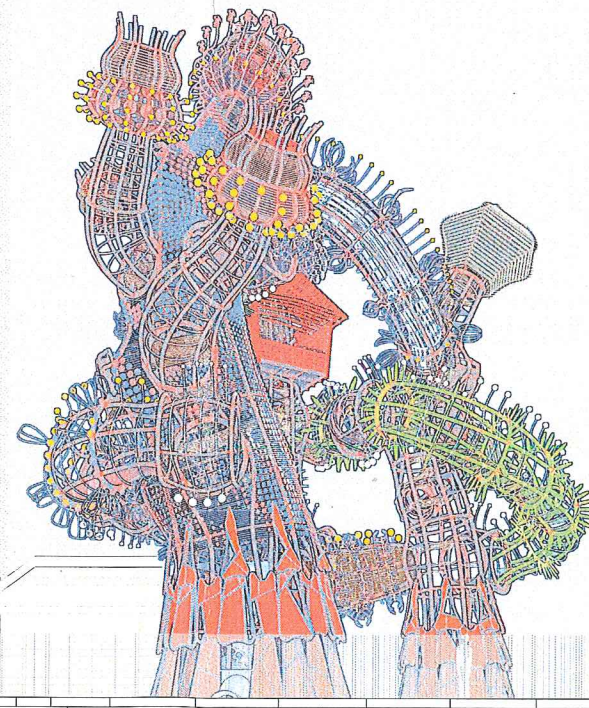


1 DAYTON ST ELEV
 Scale: 1/8" = 1'-0"

2 ELEVATION
 Scale: 1/8" = 1'-0"



3 HAMILTON ST ELEVATION
 Scale: 1/8" = 1'-0"



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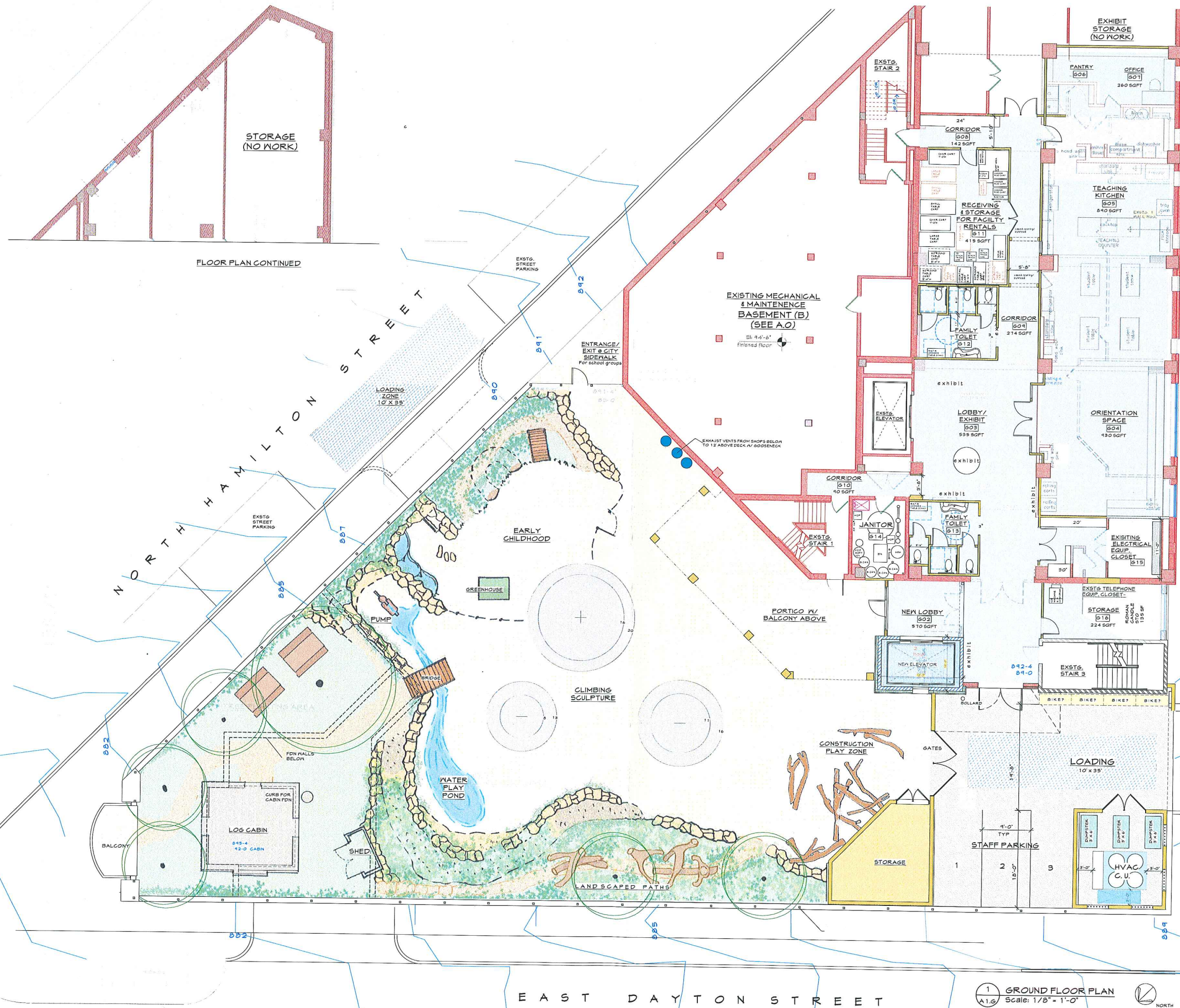
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12.18.19 Submittal for UDC Informational

Mark	Date	Description
Project Title		
MADISON CHILDREN'S MUSEUM		
THE BACKLOT		
100 N Hamilton St.		
Madison, WI		
Drawn By	Issue Date	
	12.18.19	

Sheet Title
 Building Elevations

Project ID	Drawing No.
	A3.0
	of



NORTH HAMILTON STREET
 EAST DAYTON STREET

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Mark	Date	Description
12.18.14	12.18.14	Submission for UDC Informational
Project Title		
MADISON CHILDREN'S MUSEUM THE BACKLOT		
100-N Hamilton St. Madison, WI		
Drawn By Issue Date		
12.18.14		

Sheet Title
Ground Floor Plan

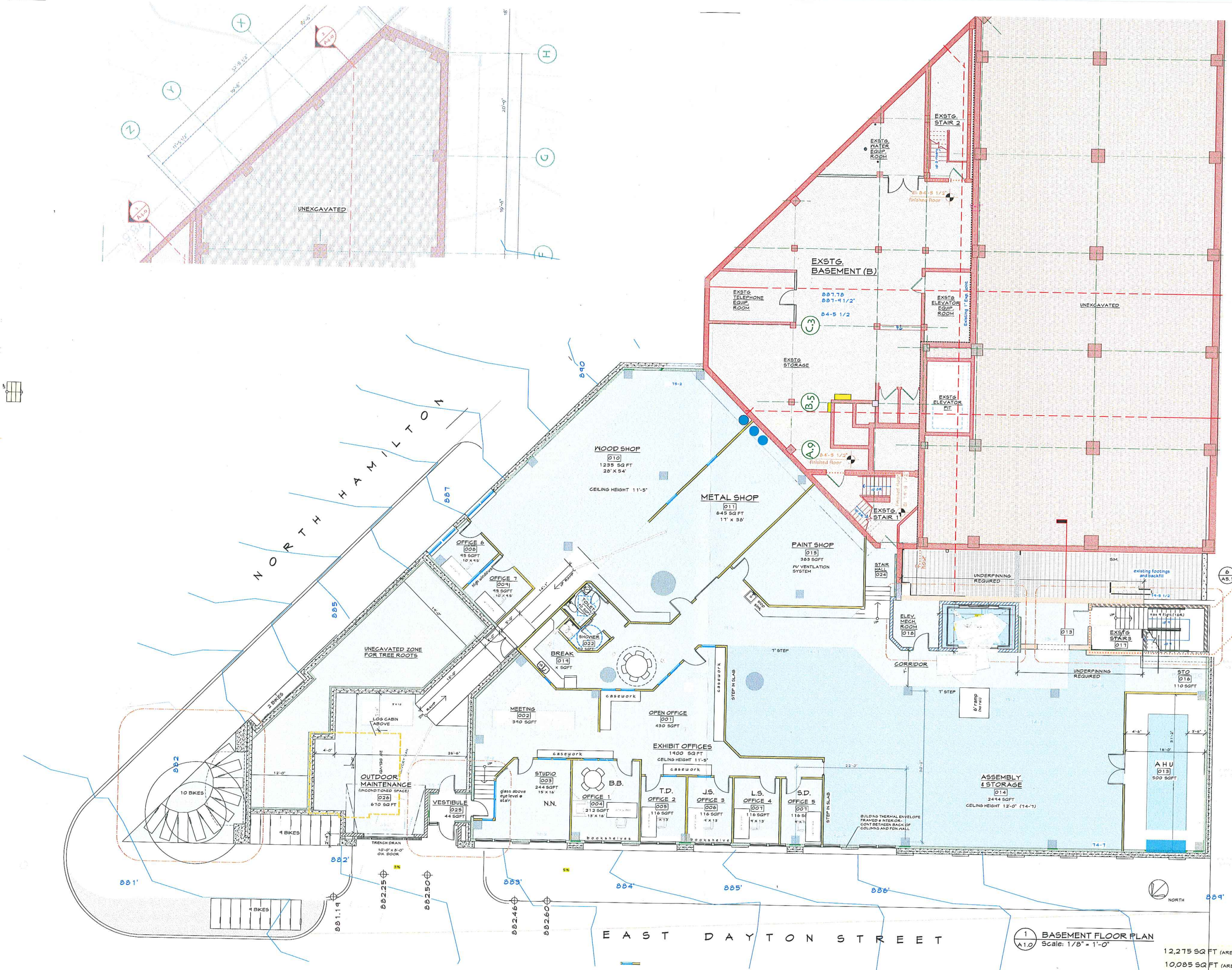
1 GROUND FLOOR PLAN
 A1.G Scale: 1/8" = 1'-0"

Project ID Drawing No.
A1.G
 of



S T R E E T
N O R T H
H A M I L T O N
P R I N C I P A L
E N G I N E E R S

TL



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Mark Date Description
Project Title
MADISON CHILDREN'S MUSEUM THE BACKLOT
100 N Hamilton St.
Madison, WI

Drawn By Issue Date
12.18.19

Sheet Title
Basement Plan

Project ID Drawing No.
A1.0/B
of

1 BASEMENT FLOOR PLAN
Scale: 1/8" = 1'-0"

12,275 SQ FT (AREA OF PROJECT SCOPE)
10,085 SQ FT (AREA OF FINISHED SPACE)