



PREPARED FOR THE URBAN DESIGN COMMISSION

**Project Address:** 100 N Hamilton  
**Application Type:** Alteration to an existing development in a DC District  
Final Approval Requested  
**Legistar File ID #** [58757](#)  
**Prepared By:** Janine Glaeser, UDC Secretary

## Background Information

**Applicant | Contact:** Josh Wilcox, GBA Architecture & Design, Middleton, WI

**Project Description:** The applicant is requesting final approval for an alteration to an existing development known as the Madison Children’s Museum. The project proposes to demo the existing parking structure at the back of site and construct an at-grade outdoor exhibit space and rebuild the adjacent loading area.

**Project History/Schedule:**

- The UDC received an informational presentation on January 15, 2020.
- The Plan Commission is scheduled to review this proposal on January 25, 2021.

**Approval Standards:** The UDC is an approving body on this request. In the Downtown Commercial (DC) Zoning District, Design Review is required for new construction, additions, or exterior changes. While minor alterations may be approved by the Director of Planning, Community, and Economic Development, MGO Sect 28.074(4) states that alterations not approved as a minor alteration “shall be approved by the Urban Design Commission based on the design standards in [Sec.28.071\(3\)](#) MGO and the [Downtown Urban Design Guidelines](#).”

This proposal was not approved as a staff-level alteration as such, the UDC is an approving body on this request. This project is located in Downtown Core (DC) District and is not a recorded landmark or national register property.

## Summary of Design Considerations and Recommendations

Planning staff recommends that item be reviewed against the Design Standards of Sec 28.071(3) MGO and the adopted Downtown Design Guidelines. Staff’s primary comment on this application is the design of the perimeter fencing. While the design guidelines do not include specific references to fencing, the guidelines include direction regarding landscaping and site orientation that discuss the importance of the site edges. Staff request that findings be made in relationship to these items, including the guidelines related to landscaping and lighting. In addition, staff recommends that the Commission review how this proposed redevelopment works within the existing context of both this site and surrounding buildings.

**Finally, staff refers the UDC to their comments from the 1/15/20 informational presentation:**

- Questions regarding bike parking locations
- Request for more detail on exterior site and building materials