



PREPARED FOR THE URBAN DESIGN COMMISSION

**Project Address:** 3330 Marsh Road  
**Application Type:** New Construction in Urban Design District (UDD) 1  
**Legistar File ID #** [64731](#)  
**Prepared By:** Janine Glaeser, UDC Secretary

## Background Information

**Applicant | Contact:** Mark Membrino, MPI Femrite, LLC

**Project Description:** The applicant is seeking initial/final approval for new construction of a 14,400 square foot multi-tenant speculative building located in Urban Design District No. 1.

**Project Schedule:**

- The proposal is a permitted use and will not require Plan Commission or Common Council review.

**Approval Standards:**

The UDC is an **approving body** for sites within an Urban Design District. The development site is within Urban Design District 1 (“**UDD 1**”), which requires that the Urban Design Commission review the proposed project using the design requirements and guidelines of Section 33.24(8). In reviewing plans for development in the district, the Urban Design Commission shall consider in each case those of the following requirements and guidelines as may be appropriate. In addition, when applying the requirements and guidelines, the Urban Design Commission and staff shall consider relevant design recommendations in any element of the City's Master Plan or other adopted City plans.

## Summary of Design Considerations and Recommendations

Planning Division staff requests that the UDC review the project against the requirements & guidelines of UDD 1 and provide comments related to the exterior design and appearance of the new building and how it relates to the existing industrial context, as well as views from Marsh Road.

Staff notes that Building Design Requirement 6v states that metal shall not be used as an exterior material for building, except as integral part of a design of exceptional merit. While metal cladding and accents have been approved in this part of UDD 1, staff request that the UDC make findings on this requirement related to the facades that predominantly include metal siding. Staff also recommends the UDC provide comments on the site improvements, including site access, parking layout, stormwater, grading, equipment screening, and landscaping as they relate to the UDD 1 standards.