

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: February 13, 2019

TITLE: 5409 Femrite Drive – New 40,000 Square Foot Distribution Center Located in UDD No. 1. 16th Ald. Dist. (54483)

REFERRED:

REREFERRED:

REPORTED BACK:

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ADOPTED:

POF:

DATED: February 13, 2019

ID NUMBER:

Members present were: Richard Wagner, Chair; Cliff Goodhart, Lois Braun-Oddo, Rafeeq Asad, Tom DeChant, Craig Weisensel, Jessica Klehr and Christian Harper.

SUMMARY:

At its meeting of February 13, 2019, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** for a new 40,000 square foot distribution center located at 5409 Femrite Drive in UDD No. 1. Registered in support of the project were Robert Bouril and Robert Lackore, both representing Bouril Design Studio, LLC; Gary Blazer and Mark Membrino. Membrino gave an overview of the proposed building use and construction project. Blazer talked about the site access, loading, refuse, parking and circulation. Parking for visitors and clients will be in the front with a loading dock on the east side, and a screening wall. The back portion of the site is partially located in a flood plain, they are working with City staff on how to get the area out of the flood plain. The entrance is proposed on Femrite Drive with semis exiting out onto Marsh Road. Landscaping is still being fine-tuned. Lackore described the steel stud construction, the building uses and floor plan layout, reviewed the concrete color and finish options for the precast panels. The building is 240-foot wide and 170-foot deep with 32-foot high concrete panel side walls. The idea is to pigment the precast concrete that faces the road. They don't have a need for natural light in some areas of the building, but will have upper windows in public spaces. An 8-foot deep canopy is proposed wrapped around the entire area and helps break up the building height. An outdoor employee break area is proposed. Burnished masonry block is proposed around the entry, along with metal panel and pigmented sections with revealed moldings.

The Commission discussed the following:

- The renderings look better than the sketch-ups. The sketches look top heavy. From the canopy down is so narrow; the band of windows is OK but the other side is too top heavy. Look at your proportions.
 - We oversized the depth of the structure to create more bulk and mass down here.
- The front façade at the entry seems like three distinct building, rather than one building. I like the right side but there's too much happening at the entrance. It's unnecessary to have four materials in that tiny area. Maybe flip the colors to the negative? When you get to the left side of the entry you can do the same as the right, instead of the band of windows in a different color that doesn't relate to anything, use those slots and have windows that are random. The right side look really great.

- The height and placement of the windows is because of the racking system. It drives where the natural light can happen in here. There might be a little opportunity with the shape of that but it's purely functionally driven.
- Nothing seems to be tying into the next thing. Maybe bring more of the randomness of the slats across, make it a cohesive building.
- I like the random slats. The olive banding seems out of place.
- Where the panels are taller in front, are they concealing something?
 - Yes, it's a pitched roof. We looked at staggering, stepping but it looked corny.
- I'm wondering if the panel you see from the side, it starts to look like the old west façade.
 - The entire wall would have to come up then?
- The entrance is up because that's the ridge line.
 - We did add wing walls which is the delineation between the industrial end and the front.
- Consider the potential for damage to the trucks as they go underneath the canopy.
 - It doesn't project over the parking area, it's pulled back from the loading.
- The colored slots that break up the panels, how many shades of blue are you thinking?
 - Four fairly subtle shades of color on each one. We looked at a couple of different schemes. When you look at sky and clouds there's a certain randomness so I gravitated away from being too patterned.
- You don't continue that pattern underneath where you have tenant signage?
 - Do we know if the tenant name will be released?
- For future use maybe we do continue it. I was starting to go in that direction.

ACTION:

Since this was an **INFORMATIONAL PRESENTATION** no formal action was taken by the Commission.