



PREPARED FOR THE URBAN DESIGN COMMISSION

Project Address: 3351 Dairy Drive
Application Type: New Office/Warehouse Building in Urban Design District (UDD) 1
UDC is an Approving Body
Legistar File ID #: [76915](#)
Prepared By: Jessica Vaughn, AICP, UDC Secretary

Background Information

Applicant | Contact: Ian Luecht, Sketchworks Architecture | Wisconsin Development Partners

Project Description: The applicant is proposing the construction of a roughly 23,000 square-foot, one-story warehouse building with mezzanine.

Approval Standards: The project site is located within Urban Design District No. 1, as such, the Urban Design Commission (UDC) is an **approving body** on this request. The UDC shall review the proposed project using the design standards and guidelines for that district in [Section 33.24\(8\)](#), MGO.

Summary of Design Considerations

Staff requests that the UDC make findings on the development proposal regarding the aforementioned standards, including the items noted below.

- **Building Design and Material Considerations.** The building material palette primarily consists of precast concrete panels. While the building incorporates a significant amount of windows on the upper floors, half of the western, street facing elevation, especially at grade is primarily blank with minimal detailing. Among the building design considerations, staff notes that the Building Design Requirements and Guidelines of UDD 1 generally speak to utilizing high quality durable materials, sensitivity to context, the design goal of contemporary architectural, minimizing blank walls, etc.
- **Landscape Plan.** Staff requests the UDC make findings related to the proposed landscape plan giving consideration to the UDD 1 guidelines and requirements that generally speak to screening blank walls and parking and service areas, and the following:
 - Plant height and spacing both at the time of planting and at maturity, especially as it relates to screening and breaking-up blank wall expanses,
 - The use of gravel mulch as noted in the landscape notes,
 - Plant quantity and planting plan as it relates to creating variety, and
 - Overall plant palette in terms of providing a variety of plantings, giving preference to indigenous species.
- **Lighting.** Section 2 of this UDD includes the UDC's lighting considerations. The photometric plan appears to have inconsistencies with the City's Outdoor Lighting requirements (MGO 29.36) for low level of activity areas and associated driveways (maximum 1.0 footcandles), general parking areas (maximum 1.5 footcandles), and maximum uniformity ratio (5:1). As a potential code compliance issue, the applicant is advised that an updated photometric plan, consistent with MGO 29.36, will be required to be submitted for review and approval prior to permitting.