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URBAN DESIGN INFORMATIONAL  
NARRATIVE/LETTER OF INTENT

2.22.2019

Single-Tenant Distribution Center  
Parcel Address: 5409 Femrite Drive

The project consists of a 40,000 sf, state-of-the-art, single-tenant distribution center for a wholesale electrical supply company. The building will have office and showroom facing North on Femrite Drive, and loading docks facing East to Marsh Road (cul-de-sac). The building will be constructed out of 30' tall pre-cast concrete walls.

#### 1. Site Planning

- a. The site provides for ingress and egress from both Femrite Drive and Marsh Road.
- b. The site is being developed to allow run-off to be captured in a storm water retention pond centrally located on the property.
- c. Utilities to serve the building will be underground.
- d. There is an existing abandoned house with two out-buildings for which a demolition permit application has been submitted.

#### 2. Parking Lots / Loading Docks

- a. Parking lots are designed to provide landscaped islands as well as extensive perimeter landscaping.



- b. Trash collection areas will be located behind the building and will be screened from adjacent properties with a combination of screen walls and landscaping.

### 3. Landscaping

- a. Landscaping includes both functional and decorative purposes. Screening of cars from street and shading of parking lot pavement.
- b. A variety of trees and shrubs will be proposed, mostly native species suitable to this environment.
- c. Tree groupings including shade trees, ornamental trees, and evergreens will be proposed for the periphery areas.

### 4. Building / Site Relationships

- a. The building is located to provide optimal function for employees, customers, and trucking logistics.
- b. The site is ideally suited for this use as shown by the number of other distribution facilities in the proximity including Design Air, DuPont, Milwaukee Insulation, and is located next to a multi-tenant building filled with distributors such as Sherwin-Williams.
- c. Meier Truck Fleet Repair and Badger Bus are located immediately East of the site.

### 5. Lighting

- a. Lighting will be developed to minimize light pollution and light spilling onto adjacent properties.



- b. Lighting will be designed to minimize glare to Femrite traffic, there is no residential anywhere in the vicinity. Pole lights are planned for the perimeter of the site parking lot and loading drives.
- c. Building Facades: wall lights will be used over the loading doors facing Marsh Road, soffit lights are planned at the office and showroom entries, there will also be a suspended canopy along parts of the North and East elevations which will also utilize soffit down-lighting.

#### 6. Utility Service

- a. The utilities are underground on this site.

#### 7. Signs

- a. There are no ground signs.
- b. Wall signage will be located on the Northeast side of the building facing Femrite Drive and on the Southwest corner.
- c. The height of the wall signs is limited to 18 feet in the UDC guidelines, although UDC can allow an exception for both legibility from the roadway at prevailing speeds and if the height will result in a superior overall design. We will show the wall signs closer to the top of the walls, the walls are 30' tall, as this results in a better composition.
- d. The signage package will be in conformance with Madison sign ordinances and will be submitted at a later date.