

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION **PRESENTED:** July 29, 2020

TITLE: 5101 & 5027 Tradewinds Parkway – New Construction in UDD No. 1. 16th Ald. Dist. (61244) **REFERRED:**

REREFERRED:

REPORTED BACK:

AUTHOR: Janine Glaeser, Secretary **ADOPTED:** **POF:**

DATED: July 29, 2020 **ID NUMBER:**

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

SUMMARY:

At its meeting of July 29, 2020, the Urban Design Commission **GRANTED FINAL APPROVAL** of new construction in UDD No. 1 located at 5101 & 5027 Tradewinds Parkway. Registered and speaking in support were Kirk Biodrowski, representing Newcomb Construction and Brett Newcomb.

Newcomb noted that last year they developed two buildings across the street that have been very successful. There were 18 bays available for lease, built on spec, this summer they have filled all but two bays. The development is well received and there is a need more infrastructure for these businesses. They would build a very similar building as the two developed across the street; concrete tilt-up and constructed on the job site, no trucking from a plant to the site.

The Commission discussed the following:

- Overall it's pretty attractive they way you're doing the reveals and details in an industrial type setting, appreciate the thought you've put into it. You have a commercial setting and it's near the back, but is a cedar fence appropriate, maybe something more rugged that will last longer? Making sure you don't have a dilapidated dumpster in the back.
 - The sides become concrete to match the building. I agree 100%.
- When the first set of buildings came through UDC, I seem to recall there was some bright pops of yellow in those areas, and also there were second story or upper clerestory windows that may or may not have actually happened. I know that we approved a very similar building to this that had a pop of color and more visual interest in the overhead door elevations because of the addition of that color and those upper openings. I would ask that those be considered as a condition of approval by the Commission.
 - These overhead doors do not face the Beltline so it wouldn't make sense to spend the money when it faces the woods. The buildings we built across the street have a significant amount of natural light. Typically these are very bland buildings. What we have built is by far a Class A flex space in the market and this one really resembles that. We're improving the area. We had to

spend so much money just improving the land. We still plan on painting those “sails” across the street. I’m happy to do it but it is additional cost.

- On the upper windows on the street facing side, I couldn’t tell whether or not there were additional windows.
 - We didn’t put them in on this building because that becomes a storefront, there are tenants that have a show room with a drop ceiling so they don’t make sense hidden above the acoustical ceiling. We put them at the back and put in skylights.
- I had a memory of this with some bright colors on the building across the street, everybody favorably commented on those. Do I understand you correctly that the two colors on the existing building are just different colors of concrete and haven’t been painted yet? Where did the color go and what are your plans going forward?
 - We’re planning to paint those sails this summer. If we move off of that onto the building that we’re asking approval for, that building we aren’t planning to paint because we feel it looks good. Keep in mind what these buildings are.
- Secretary: To clarify, please know that what’s happening across the street is a Zoning enforcement issue. Staff requests that you focus on the building in front of you, whether the current design you’re seeing is acceptable.
- Tucker: Our expectation is that it gets painted when it’s approved, it should have been done, it’s not dependent on whether the building is rented or not. This is design in an Urban Design District.

ACTION:

On a motion by Braun-Oddo, seconded by Abbas, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a unanimous vote of (8-0).