AGENDA # 4

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	**PRESENTED:** May 26, 2021
TITLE: 3330 Marsh Road - New Construction in Urban Design District (UDD) No. 1. 16th Ald. Dist. (64731)	**REFERRED:**
	REREFERRED:
	REPORTED BACK:
AUTHOR: Janine Glaeser, Secretary	**ADOPTED:** **POF:**
DATED: May 26, 2021	**ID NUMBER:**

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

SUMMARY:

At its meeting of May 26, 2021, the Urban Design Commission **GRANTED FINAL APPROVAL** of new construction in UDD No. 1 located at 3330 Marsh Road. Registered and speaking in support were Mark Membrino, Gary Blazek and Robert Bouril, representing MPI Femrite, LLC.

The development proposes incubator spaces for small contractor's to start a new business in a busy industrial area with easy access to the Interstate. The building includes 8 small affordable suites including daylighting, clerestory windows, LED lighting and high ceilings with a sprinkler system. This complements the site next door that houses Viking Electric, done by the same development team, with stormwater features being shared between the two parcels and landscaping to accommodate a buffer zone. There are wetlands south of the south property line where they provide a 75-foot buffer between this and their parking lot. They are providing a parking stall for each unit, customer parking, bicycle parking, sidewalk throughout for access, with doors at the rear of each suite. Enhancements include horizontal structural girts that wrap around the building, clerestory windows in the upper 1/3 that carry around the front and north façades, garage doors at 14-feet along the rear, stone enhancements at the front, an accent band of fiber cement that wraps the corner, slate blue entry doors and metal canopies at each door. The landscape plan includes Kentucky Coffee trees and an assortment of plantings. The roof will not be visible from the street.

The Commission discussed the following:

- The building treatment, materials and design looks nice. Integration of existing mature trees on the site into the landscaping plan, they are an asset. The roof plan isn't very clear for rooftop mechanical units and the drainage from the roof.
    - There is a large cluster of trees near the Beltline, none of those will be touched. There will be some grading south of the parking lot. Some of the other trees along Marsh Road are not the highest quality, they will come down and be replaced to accent what's happening on the Viking Electric site. Stormwater will be caught in the back to drain into the basin or may go underneath

the sidewalk if there is a swale along the property line. It will all be brought to the west to the stormwater basin.
    - There will be no rooftop units here, each space will have an internally mounted unit.
- It's not just the buffer from the highway but also Marsh Road.
    - If there are good quality trees we always like to save those, but a lot of them are not high quality.
- It did appear like most of the existing trees were Willows and not of significant value like a lot of what we've seen in this area recently.
- We need to make a finding that metal panel is an appropriate use of materials on this building.
- It looked like there were dedicated lines from the Viking property that feed into the stormwater basin. What is the nature of drainage to that stormwater basin from the parking lot?
    - The parking lot will drain from the building to the south and there will be a swale designed to catch all that water and drain it back to the stormwater basin, it will all go through grasses.
- Curious why there are no clerestory windows on the west end of the building? Maybe it's not a concern for the type of tenant that will be in here but the units are so small, is it cost?
    - Each contractor will have an office with a sizeable window. The back could be shop, warehouse, storage but every unit does get at least one clerestory back there. Where the people spend the majority of their time will have a large office with direct view to the outside.
- The staff report says metal panel should not be used in UDD No. 1. How are you portraying this as an integral part of the design, why is it necessary?
    - This is what we would consider a pre-engineered metal construction building and is the most economical approach to this type of square footage. The panels have to span four-feet and metal panels are the best solution. Things like siding would need a secondary framing system. The timeframe to get these is quite quick compared to other alternatives in the marketplace right now.
- If the regulations say it cannot be used and it's being used for cost-effective reasons, does that qualify as a valid exception? I understand why they're using it.
    - There is a precedent for other buildings in this district.
    - (Secretary) This is current text as it exists in UDD guidelines. The Commission has found in previous projects that metal panel is acceptable. Staff did work with the design team to look at alternatives for variation in the design.
- The exceptions are based on exceptional design but this type of building doesn't lend itself to that.
- This is an industrial district, vs. State Street or another downtown district where exceptional merit may mean something different because of its context.
- Similar buildings in the area, comments we've made about their architecture and what exceptional design has been, metal panel in this regard has not been shown or demonstrated as exceptional design. Understand the economics of it.
- We have approved a few on this side of the Beltline in the past few years with metal panel. The project before us is a little bit more true to an industrial use than some of the agricultural and residential forms that have been approved in the past. With the exception of the rusticated stone base, it should be dark gray CMU, dark brick or just metal panel.
- The detailing of this system is nice. How does that metal panel meet the ground where snow might be shoved or cars come pretty close?
    - There will be bumper guards for the tires in front. The foundation will be poured a couple inches higher to protect the panel at the base. It's a durable product, all framed in steel. We'd be happy to entertain looking at a different masonry product.
- Burnished block in a dark color would be nice in place of the stone base. The metal panel is appropriate to this site. The plain rectangle feels more modern and appropriate in design than the gables, etc. in some of the other examples. We want to ensure the building remains looking nice, when you're salting near a building like that it's going to eat up that steel, happy to hear you have a buffer. Would encourage

running masonry along the entire base if it's simple and possible. Perfectly appropriate location for an industrial building.

ACTION:

On a motion by Asad, seconded by Braun-Oddo, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a unanimous vote of (9-0). The motion provided for the following:

- Alteration of the stone base to a simpler material (masonry) more appropriate to the site and architecture.
- Consider bringing the steel off the grade a little further than shown to protect from salt degradation, potentially bringing the CMU across.