



PREPARED FOR THE URBAN DESIGN COMMISSION

**Project Address:** 4725 Tradewinds Parkway & 3624 Galleon Run  
**Application Type:** New Development in UDD No. 1  
Final Approval is Requested  
**Legistar File ID #** [63446](#)  
**Prepared By:** Janine Glaeser, UDC Secretary

## Background Information

**Applicant | Contact:** Mark Membrino, MPI Tradewinds II, LLC, Darien, WI

**Project Description:** The applicant is seeking final approval for the construction of a multi-tenant speculative building on a vacant lot. The project proposes to construct an approximately 43,740 square foot single story tilt-up concrete building.

### Project Schedule:

- The proposal is a permitted use and will not require Plan Commission or Common Council review.

### Approval Standards:

The UDC is an **approving body** for sites within an Urban Design District. The development site is within Urban Design District 1 (“**UDD 1**”), which requires that the Urban Design Commission review the proposed project using the design requirements and guidelines of Section 33.24(8). In reviewing plans for development in the district, the Urban Design Commission shall consider in each case those of the following requirements and guidelines as may be appropriate. In addition, when applying the requirements and guidelines, the Urban Design Commission and staff shall consider relevant design recommendations in any element of the City's Master Plan or other adopted City plans.

## Summary of Design Considerations and Recommendations

Planning Division staff requests that the UDC review the project against the requirements & guidelines of UDD 1 and provide comments related to the exterior design and appearance of the new building and how it relates to the existing industrial context, as well as views from Tradewinds Parkway. Staff notes that Building Design Requirement 6v states that metal shall not be used as an exterior material for building, except as integral part of a design of exceptional merit. Staff request that the UDC make findings related to this requirement related to the metal accent features.

This proposal is very similar to a previously approved project at the directly adjacent site, addressed as 4701 Tradewinds, Legistar number [60132](#). Staff also recommends the UDC provide comments on the site improvements, including site access, parking layout, stormwater, grading, equipment screening, and landscaping as they related to the UDD 1 standards. Additionally, staff recommends the Commission review and provide feedback on the following:

- Landscape screening for parking/loading areas
- Entry façade: canopy proportions, windows locations, and signable areas
- Exterior building materials & articulation for long spans
- Fence style
- Equipment locations