

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: February 13, 2019

TITLE: 4920 Femrite Drive – Construction of a
New Office/Shop Building Located in
UDD No. 1. 16th Ald. Dist. (54430)

REFERRED:

REREFERRED:

REPORTED BACK:

AUTHOR: Janine Glaeser, Secretary

ADOPTED:

POF:

DATED: February 13, 2019

ID NUMBER:

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

SUMMARY:

At its meeting of February 13, 2019, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** for construction of a new office/shop building located at 4920 Femrite Drive in UDD No. 1. Registered in support of the project were Tony Adams, Aaron Falkosky and Travis Leeser. There is an entrance off Femrite Drive with a possible connection to a shared driveway on the west. The building will be approximately 7,600 square feet with office near the streetside and shop in the remaining part of the building. There are fifteen parking stalls on the site with a drive aisle on the west side for overhead door access. The pedestrian entrance for staff is located on the east side of the building, with the main entrance streetside. Brick cladding is proposed all around the base of the building with French doors in the front. They would tie into an existing concrete driveway to fall within the existing shared driveway easement.

The Commission discussed the following:

- Could you design the entrance a little bit more?
 - The gable region of the shorter building is a pretty large area. I thought about doing a fiber cement siding instead of steel which could transition to the gables.
- Even just corrugated metal, bigger windows. The materials match the use of the building, it just seems like the more public side wants more glazing.
- Look at your neighbor at 4920. That design talks a little about the entrance and what's going on; you can imagine the lobby and offices. It's more than what materials you use, it's where you put the entrance, how it responds to the floor plan. There was some care taken to that in terms of making it distinguished from the simple structure behind it. The canopy at the front door extends but doesn't go all the way across; maybe the canopy should follow the sidewalk or something. A little bit more thought into the design would go a long way.
- It's good that the brick and change in material, the different heights in the roof help break down the mass. Also the size of trim can be effective.

- We did a porch all the way across the front rather than just the eyebrow and made it look more inviting. That's something I could do relatively easily.
- It's worth looking at. When you look at the windows proportionally they're awfully small. Adding trim, something to break it up a little bit can help with how much surface there is.
- The entrance doesn't need to match the rest of the building. Adding landscaping and making it more inviting would go a long way.
- Is there anything that requires that the metal couldn't come down to the ground?
- In UDD No. 1 there is a reference to minimalizing the use of metal unless it's artistically part of the design.
- It makes sense in a warehouse park to use metal. You could take the money you're using on the brick and use it to enhance the entrance. I'm hearing that people have more concerns with the front of the building and how it addresses the street rather than how the brick cladding addresses the back of the building.
- Change the width of the front in a little bit to differentiate to it is a clear separation, it's also an opportunity for landscaping.
- It doesn't have to be centered.
- The parking and the entry is making sense.

ACTION:

Since this was an **INFORMATIONAL PRESENTATION** no formal action was taken by the Commission.