

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION      **PRESENTED:** February 22, 2017

TITLE: 4928, 5002, 5026, 5104 Tradewinds Parkway (Lots 11, 12, 13, 14 of Tradewinds Business Centre) – Proposed 60,000 Gross Square Foot Distribution Warehouse in UDD No. 1. 16<sup>th</sup> Ald. Dist. (46103)

**REFERRED:**

**REREFERRED:**

**REPORTED BACK:**

AUTHOR: Alan J. Martin, Secretary      **ADOPTED:**      **POF:**

DATED: February 22, 2017      **ID NUMBER:**

Members present were: Richard Wagner, Chair; Lois Braun-Oddo, Richard Slayton, Tom DeChant, Rafeeq Asad, Cliff Goodhart, Dawn O. O’Kroley, and Sheri Carter. Members absent were John Harrington and Michael Rosenblum.

**SUMMARY:**

At its meeting of February 22, 2017, the Urban Design Commission the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** on a Proposed 60,000 Gross Square Foot Distribution Warehouse in UDD No. 1. Appearing on behalf of the project were John Gauxstetter, Gary Blazek, and Josh Mory, all representing Hendricks Commercial Properties, and Jeff Davis, representing Angus Young Associates.

Comments and questions from the Commission were as follows:

- Aluminum frame windows in brick component
  - **Applicant:** Yes
- All the gray between brick, precast concrete, what does that look like?
  - **Applicant:** Texture, reveals.
- Brick pilasters, some cases there is black coming down.
  - **Applicant:** Gutters coming down, idea to make them accent, part of the architecture.
- Reason for the break along long elevations
  - **Applicant:** Incorporate signage
- Corner elements successful, longer elevations more problematic.
  - Material finished with different color to break up façade.
- Trying to unify composition, middle section feels like infill of what used to be a big opening, not such a representation of warehouse, modern building industrial, in not such a literal historic representation.
- Mocks historic, not historic, more contemporary may be the way to go; bringing something attractive.
  - **Applicant:** Awful lot of asphalt for the amount of parking you have, orient parking bays, do we need parking all around building, remove parking in front yard double load back bay. Show off the building, dead end parking.

- Reiterate simplifying the middle part, more articulation more successful without brick pilasters, could be nice clean building with well detailed corner elements. Move the building back 15' get double row of parking in front of building and have nothing behind it at all.
- Is it a three story at office or two? Maybe it doesn't need to be articulated as a three story building if it is not.
- Look at signage sign area, breaking it up, maybe more brick, long stretch of the same. Can the windows be larger of is that the maximum? Break up stretch of metal.
  - **Applicant:** Hit max with windows.

**ACTION:**

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