



PREPARED FOR THE URBAN DESIGN COMMISSION

Project Address: 4904 Tradewinds Pkwy (District 16 – Ald. DeMarb)
Application Type: Rezoning and Conditional Use
Legistar File ID # [45610](#)
Prepared By: Chris Wells, Planning Division

The applicant proposes to construct an approximately 10,350-square-foot office building on a vacant lot which will be occupied by Concordia University (the primary tenant) in addition to a roughly 2,700-square-foot commercial tenant (TBD). As the subject site is located in Urban Design District #1, this proposal is subject to the review standards for that district [MGO §33.24(6)(c)]. It is also subject to the approval standards for Conditional Uses [MGO §28.186(6)].

Urban Design District No. 1 Statement of Purpose: *Urban Design District No. 1 is hereby established to make John Nolen Drive and the South Beltline Highway and adjacent properties, a most visually attractive approach to the City of Madison, to establish requirements and guidelines for aesthetically pleasing future development, and to assure that future development in the district will preserve and enhance the property values in the district and not cause a substantial depreciation in the property values within the district. [MGO §33.24(8)(a)].*

Zoning: Currently: IL (Industrial – Limited) District; Proposed: SE (Suburban Employment) District.

Type of Development (Zoning): A College or University use requires a Conditional Use in SE Districts.

Building Square-Footage: 10,366 sf.

Lot Acreage: 2.66 acres

Design Considerations for the UDC:

Parking and Service Areas; Screening [MGO §33.24(8)(c)5].

- The Planning Division does not believe that the proposed screening of the parking lot or the trash enclosure area (which is not currently shown on the site plan) is consistent with the related UDD #1 requirements:
 - *Parking and service areas shall be screened from views from John Nolen Drive, the South Beltline Highway, frontage roads, and abutting properties. Screening shall be accomplished in a manner consistent with the requirements of Section 28.142 of the Madison General Ordinances. [MGO §33.24(5)(a)ii.]*
 - *Off-Street Parking and Loading Areas. All open off-street parking areas containing more than three (3) spaces, and all open off-street loading, shall have effective screening on each side adjoining or fronting on any residential property or any public or private street. If the screening is to be accomplished by using plant material, it shall be planted at a minimum height of thirty (30) inches and grown to a height at maturity of at least fifty-four (54) inches. If any other material is used to screen these types of areas, it shall be a minimum height of fifty-four (54) inches. [MGO §33.24(5)(a)iv.]*
 - *Screening of Rubbish and Trash Storage. Such areas shall be screened to block the view of rubbish and trash containers from any point outside the property on which the storage area is located. [MGO §33.24(5)(a)vi.]*

Building Design [MGO §33.24(8)(c)6].

- The Planning Division does not believe that the proposed use of metal on the exterior is consistent with the related UDD #1 Requirement:
 - *Metal shall not be used as an exterior material for building, except as an integral part of a design of exceptional merit. [MGO §33.24(8)(c)6.a.v.]*

- No information has been provided concerning the presence and location of external mechanical elements on this building.

Relevant UDD #1 Requirement: *Mechanical elements mounted on the roof or ground shall be screened from the view of adjacent properties and roadways [including the South Beltline Highway]. [MGO §33.24(6)(a)ii.]*

- Given the location of the site and exposure of the proposed building on all sides, the Planning Division believes consideration should also be given to:
 - Creating a building with four-sided architecture, in particular one with a similar material treatment (i.e. one with a base and top of separate materials) on all sides.