

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: April 10, 2019

TITLE: 5409 Femrite Drive – New 40,000 Square
Foot Distribution Center Located in UDD
No. 1. 16th Ald. Dist. (54483)

REFERRED:

REREFERRED:

REPORTED BACK:

AUTHOR: Janine Glaeser, Secretary

ADOPTED:

POF:

DATED: April 10, 2019

ID NUMBER:

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

SUMMARY:

At its meeting of April 10, 2019, the Urban Design Commission **GRANTED FINAL APPROVAL** of a new distribution center located at 5409 Femrite Drive in UDD No. 1. Registered in support of the project were Robert Bouril, James Spahr and Mark Membrino.

The team addressed the Commission’s previous comments on the project. In response to the building feeling a little top-heavy, they removed 2-feet off the entire height of the building. Originally the canopy level (tan color) had come all the way to the top of the window. They took the blue finish up higher with the canopy so the proportions from top to bottom have been reduced. In address of the entry being too complex, they removed one of the bands and in the process they became concerned about the level of texture. Originally it was a metal panel; they decided to upgrade to a Nichiha fiber cement panel on a channel system with a metallic finish and finer striation. This creates less of a metal building look. They upgraded to Nichiha panel at the entry surround in a cream color that has a stone effect. The third Commission comment was regarding the rustications recessed into the panel. There is a subtle color shift within the joints carried through so as not to interfere with tenant signage. Signage is not being proposed for approval at this time.

ACTION:

On a motion by Goodhart, seconded by Braun-Oddo, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (8-1) with Bernau voting no.