



PREPARED FOR THE URBAN DESIGN COMMISSION

**Project Address:** 4904 Tradewinds Parkway (District 16 – Ald. DeMarb)  
**Application Type:** Final Approval (Urban Design District #1)  
**Legistar File ID #'s** [45610](#), [45723](#) & [45657](#)  
**Prepared By:** Chris Wells, Planning Division  
**Reviewed By:** Kevin Firchow, AICP, Principal Planner

The applicant seeks final approval from the Urban Design Commission (UDC). At its February 22, 2017 meeting, the Urban Design Commission granted initial approval. At its March 6, 2017 meeting, the Plan Commission approved the conditional use to allow a college or university tenant and recommended approval of the rezoning from the IL (Industrial Limited) to the SE (Suburban Employment) Zoning District.

**Background Information**

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)].

Urban Design District No. 1 was 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)].

**Design Considerations for the UDC**

The Planning Division does not believe the project is consistent with the following UDD 1 requirements:

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

- *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.]*

To meet the above standard, staff recommends that additional trees be planted along the detention pond at the north of the site in order to adequately screen the off-street parking lot from the Beltline Highway.

- *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.]*

Staff notes that landscaping plan includes 24” tall Viburnum and Twig Dogwoods are to be planted along Tradewinds Parkway. This is insufficient to meet the above standard.

Building Design [MGO §33.24(8)(c)6].

- *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.]*

Staff notes that the Urban Design Commission would need to make such a finding for the project to be approved as submitted or the exterior materials would need to be revised to meet this standard.

- *All building elevations are of importance and should be carefully designed. [MGO §33.24(8)(c)6.a.iii.]*
- *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.]*

Staff notes that no information on the elevations or plans has been provided concerning the presence and location of external mechanical elements on this building.