

**AGENDA # 4**

City of Madison, Wisconsin

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REPORT OF: URBAN DESIGN COMMISSION      **PRESENTED:** January 13, 2021

TITLE: 4921-4929 Femrite Drive – New  
Construction in UDD No. 1. 16<sup>th</sup> Ald. Dist.  
(63240)      **REFERRED:**

**REREFERRED:**  
**REPORTED BACK:**

AUTHOR: Janine Glaeser, Secretary      **ADOPTED:**      **POF:**

DATED: January 13, 2021      **ID NUMBER:**

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Members present were: Cliff Goodhart, Chair; Jessica Klehr, Tom DeChant, Rafeeq Asad, Syed Abas, Christian Harper, Craig Weisensel, Shane Bernau, Lois Braun-Oddo and Russell Knudson.

**SUMMARY:**

At its meeting of January 13, 2021, the Urban Design Commission **GRANTED FINAL APPROVAL** of new construction located at 4921-4929 Femrite Drive in UDD No. 1. Registered and speaking in support was Kirk Biodrowski, representing Wisconsin Data Partners, LLC. Registered in support and available to answer question were Bret Newcomb and Tyler Marks.

The building is tilt-up concrete as being similar with the surrounding context, one-story for speculative warehouse/office space and will be addressed on Dairy Drive as the front face of the building.. The landscape plan meets all the requirements, and the northwest corner will use landscaping as screening for the loading dock area. The mechanical equipment will be screened. Canopies will identify occupants, bump-outs and reliefs give the building interest.

The Commission discussed the following:

- Architecturally I don't see a clear and distinguished sign panel. How uniform that will look or erratic will be critical to maintaining decent aesthetic to the building.
  - There is an idea of where the signs will go, similar to the Tradewinds building, right above the canopies.
- At the southern entrance to the parking lot you show two Chanticlear Pears, a species we're discouraging people from using in plantings.
- The strip between the parking lot and Dairy Drive there are two groups of Winterberries. The planting design appears to show one is a group of the male variety and the other is 7 of the female variety; you need one of each to get these to get their bright red berries. Just one male with 6 females in each group would give you the desired effect.
- The parking lot islands are all using washed stone as a mulch, that's not conducive to the health of those plantings, we'd like to see a shredded bark product.

- The four trees that are shown along the stormwater area, I couldn't tell from the grading plan how steep that was, it seems like a pretty sparse planting. It seems like you could improve that a little bit.
- Whether or not they seemed to be appropriate on the edge of an area that might be considerably wet, and everything along there is probably acceptable from that point.
  - No problem with switching out that pear tree, and I'll make sure the architect knows in the future not to use those. We can certainly rework those Winterberries also. I'll talk with the building owner about the parking lot islands.
- The C-100 drawing shows the outline of what I believe are the existing trees on the site. I was not able to determine whether any trees are existing to remain.
  - I think the plan was to leave the existing trees as they are.
- One major tree appears to be in the middle of the building.
  - That would go away.
- Were there any strategic design considerations the project pursued related to sustainability and energy efficiency that we should consider?
  - The wall panels are insulated, the R-value of the wall system exceeds the insulation R-value. Standard roof insulation, designed for solar for the owners to use. All lighting is LED and each bay has a skylight for daylighting. There's a lot of natural light and they are very energy efficient.
- The material plan to be used on the roof and the color of that material, the renderings appear dark gray.
  - We use an EPDM rubber, a black Firestone product, and on top of that is a white washed stone, they're very efficient to build and relatively maintenance free. On the flip side a fully adhered roof would show just black rubber, in our climate that hasn't shown to be favorable.
- I like the color combination and playfulness of the canopies. Is there an opportunity to add more color, perhaps the back loading doors? Any opportunity to follow-through on a punch of color would be nice.
- Is there an opportunity to add some clerestories?
  - The issue is the drop ceiling for the office space. We'd just be lighting up the ceiling. There are windows on the sides for more natural light into the warehouse spaces.
- They're awfully small, especially for north-facing. Is there an opportunity to make those larger?
- This is a tricky site, on the northwest corner you have the paving set, is that for fire truck turn-around?
  - Yes.
- You'd get less impervious by having the truck access there, or it might be easier to put in more landscaping to screen it more. If the turn-around has to be here, that's a high visible corner and the way this is oriented we're essentially looking at the back-of-house. Getting more landscaping in there if possible would help to hide that, depending on future developments you don't have back-of-house to a future development on other sides. Please consider that.
  - I would agree with those comments.

### **ACTION:**

On a motion by Braun-Oddo, seconded by Klehr, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a unanimous vote of (9-0). The motion noted the following:

- Remove the Chanticlear Pear tree species.
- Use bark mulch rather than stone in the islands.
- Look at landscaping the turn-around area.
- Look at adding color wherever possible.