



Urban Design Informational Narrative

Tradewinds Parkway Flex Buildings

April 4, 2018

2018.07.00

The project consists of 2 Flex/Warehouse buildings on Tradewinds Parkway. The buildings will have office entrances facing south on Tradewinds Parkway, and loading docks facing north towards the South Beltline highway. The building is designed for 40 foot tenant bays, but tenant layouts may vary. The buildings will be constructed out of tilt-up concrete and the exterior walls are approximately 30 feet tall. Tilt-up concrete walls segments will be used to provide screening of the loading area.

#### 1. Site Planning

- a. The site was developed to provide one location for ingress & egress to the site which will be a benefit for traffic along Tradewinds Parkway.
- b. The site was developed to allow for a 75-foot wetland buffer on the west end.
- c. The site was developed to allow runoff to be captured within a storm sewer system and drained to the existing regional detention basin that will provide peak runoff attenuation and water quality benefits (Total Suspended Solids).
- d. Utilities to serve the buildings shall be underground (no overhead services planned).

#### 2. Parking Lots / Loading Docks

- a. Parking lots were designed to provide landscaped islands - a maximum of 7 parking stalls between islands.
- b. Trash collection areas will be screened from adjacent properties with a combination of screen walls and landscaping.
- c. Screen walls and landscaping are proposed along the back property line to screen the rear loading docks.

### 3. Landscaping

- a. Landscaping includes both functional and decorative purposes. Screening of cars from street and shading of parking lot pavement.
- b. A variety of trees and shrubs are proposed with the majority being native species native to lowland environment
- c. Medium size shrubs are proposed to screen parking along Tradewinds Parkway
- d. Random –like tree groupings (shade trees, ornamental trees and evergreens are proposed for the periphery areas
- e. Additional plant screening is used between the proposed 8' walls along the highway, while still allowing space for snow storage
- f. Shrub massings are used along the front of the buildings. Stone maintenance strips are proposed along the building sides.

### 4. Building Relationships

- a. The buildings follow the shape of the site and are oriented on an east west axis with the offices and office entrances facing Tradewinds Parkway and the loading docks facing the South Beltline.

### 5. Lighting

- a. Lighting will be developed to minimize light pollution and light spilling onto adjacent properties.
- b. Lighting will be designed to minimize glare to the Beltline traffic. Pole lights are planned for the perimeter of the site parking lot and loading drives.
- c. Building Facades: wall lights will be used over the loading doors and soffit lights are planned at the office entries

### 6. Utility Service

- a. The utilities are underground on this site

## 7. Signs

- a. There are no ground signs
- b. Wall signs are shown on both the beltline side and the Tradewinds side of the building. Since this is a multi-tenant building, each bay may have a tenant sign. Some tenants may elect to not have a sign on the building and simply identify themselves on the glass of the entrance doors.
- c. The signable area on the Beltline side of the building is: 400 SF, 30% of this area allows a sign of 120 SF.
- d. The height of the wall signs is limited to 18 feet in the UDC guidelines, although UDC can allow an exception for both legibility from the roadway at prevailing speeds and if the height will result in a superior overall design. We are showing the wall signs closer to the top of the walls, the walls are 30' tall, as this results in a better composition as well as better legibility from the beltline.
- e. Tenant signs are not available at this time and will be submitted at a later date.

## 8. Parking and Service Areas; Screening

- a. The screening of the loading dock side of the building is screened with a combination of segments of an 8' tall tilt up concrete wall with angled reveals that recall the angles on the building, as well as plantings.
- b. Trash storage will take place behind the concrete screening walls
- c. The loading area is required for semi-truck turning radius at the rear of the building, we have added tree islands between the loading bays to help to break up the paved area.

9. Building Design:

- a. The cast in place tilt up concrete walls create a durable façade.
- b. The building will have a 4' tall continuous parapet to screen roof top mechanical equipment.
- c. The building architecture is designed to express the vertical nature of the tilt up concrete process with vertical reveals and window proportions. Angled reveal elements are also included to reference the tilting-up of the concrete panels.
- d. The concrete will have a white cement matrix to lighten the exterior walls from the typical gray cement concrete and will be sandblasted to expose the aggregate. Accent bands of gray and yellow add color and interest while referencing the industrial nature of the building. Yellow and gray are also used to paint some of the metal elements including the garage doors and entrance canopies.
- e. The 2 buildings have been broken up in length by varying the depths of the bays creating a central recessed element at the office entrance side, and one shift in each of the facades on the beltline side.





Site Locator Map  
Tradewinds Parkway - 2018.07.00  
April 04, 2018

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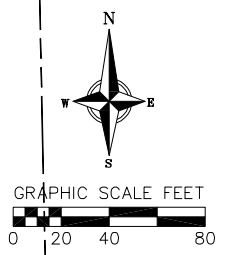
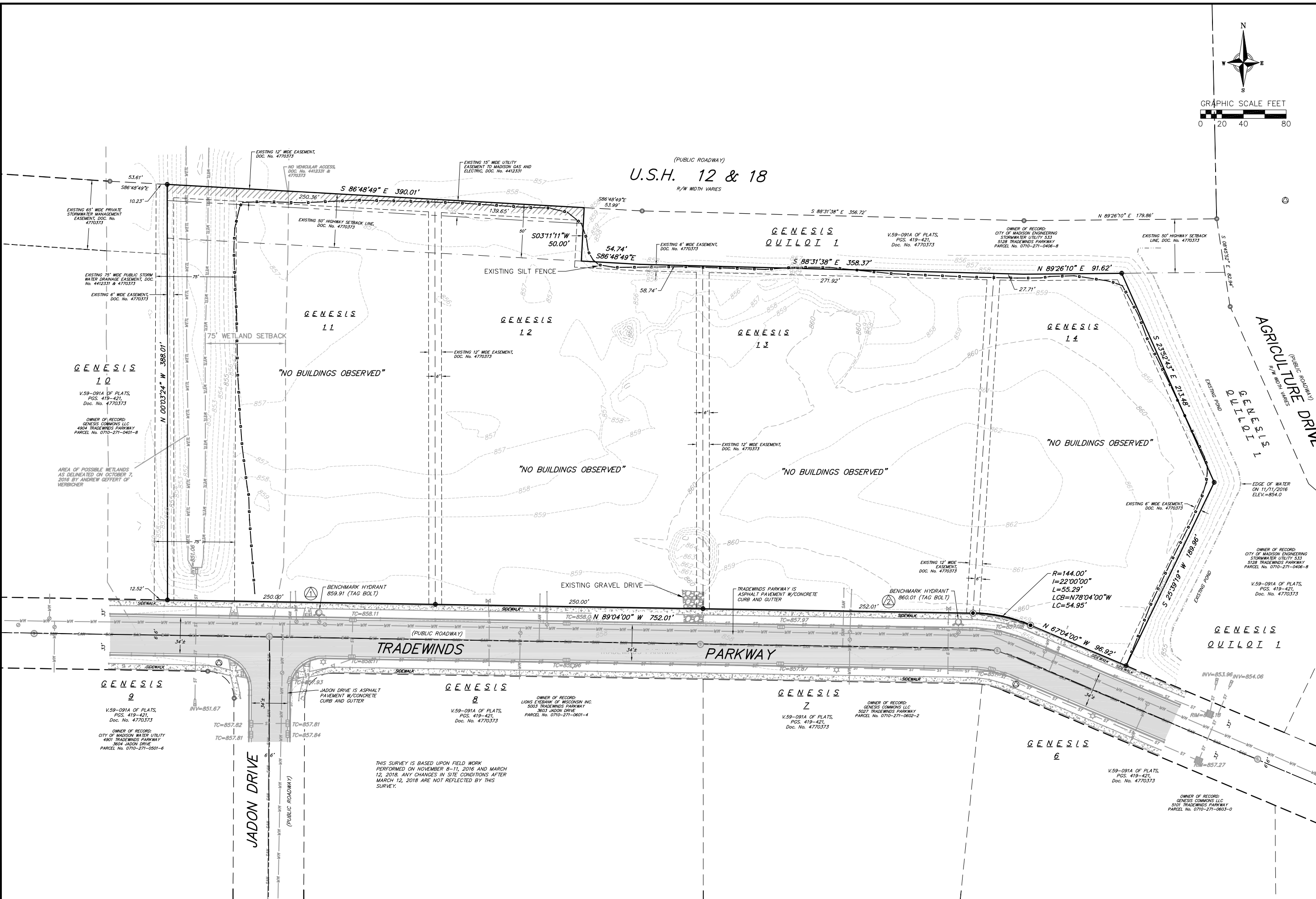
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Context Site Images  
Tradewinds Parkway - 2018.07.00  
April 04, 2018





**EXISTING CONDITIONS**  
TRADEWINDS INDUSTRIAL PARK  
CITY OF MADISON  
DANE COUNTY, WISCONSIN

NO.	DATE	REVISIONS	REMARKS

SCALE AS SHOWN

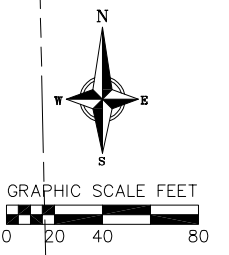
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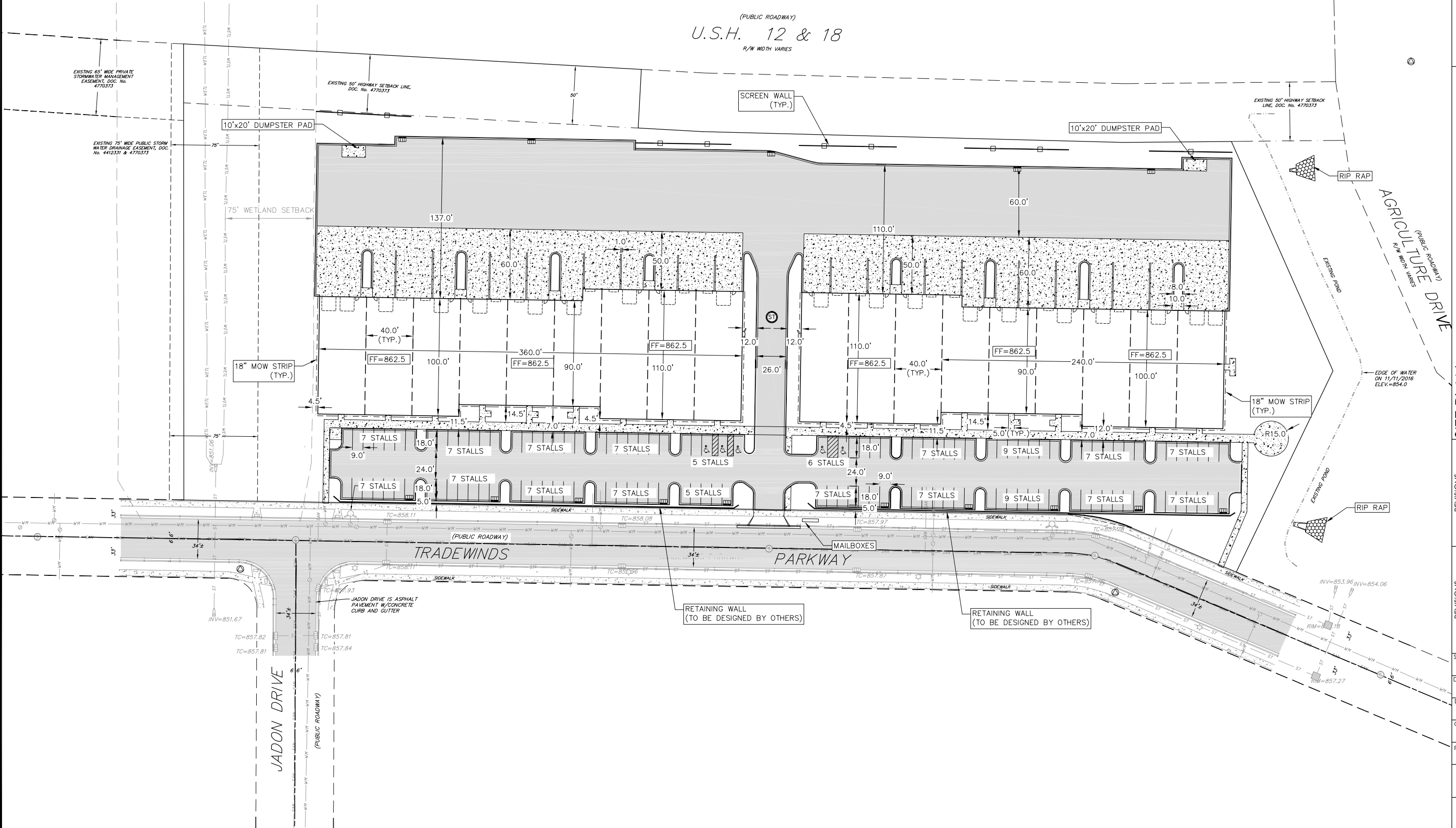
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PROJECT NO. 180026

**C**  
**1.0**



(PUBLIC ROADWAY)  
**U.S.H. 12 & 18**  
R/W WIDTH VARIES



**SITE PLAN**  
TRADEWINDS INDUSTRIAL PARK  
CITY OF MADISON  
DANE COUNTY, WISCONSIN

REVISIONS	
NO.	REMARKS

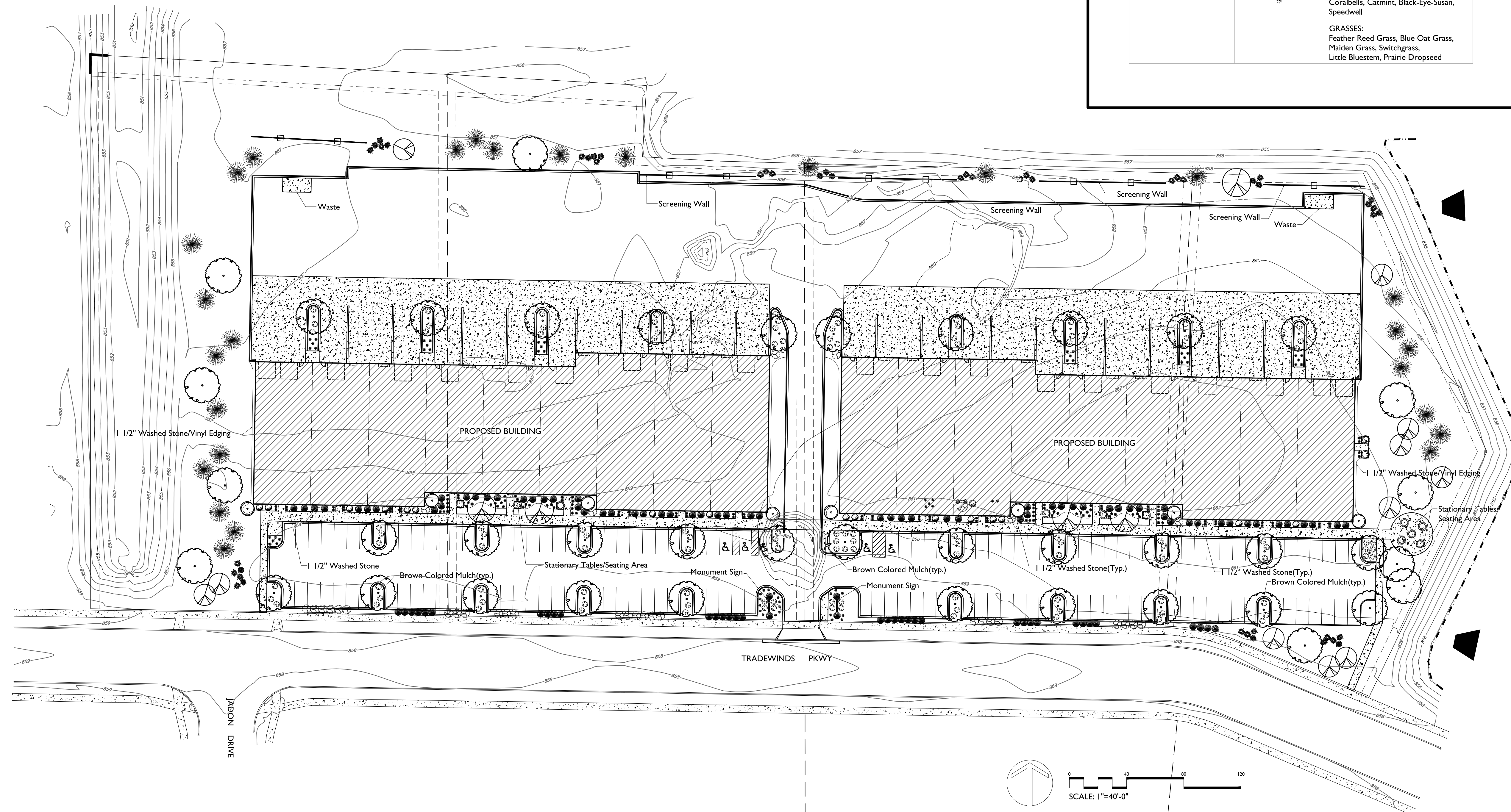
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PROJECT NO.	180026

**C**  
**2.0**



# PLANTING KEY

PLANT CATEGORY	SYMBOL	PLANT SUGGESTIONS
Large-Sized Tree 2"-2.5" Cal.		Red Oak River Birch Common Hackberry Redmond Linden Sugar Maple Red Maple Swamp White Oak
Medium-Sized Tree 2"-2.5" Cal.		American Hophornbeam Littleleaf Linden Hawthorne
Ornamental Tree 5' Ht.		Serviceberry Hawthorne Flowering Crabapple Pagoda Dogwood
Evergreen Tree 5' Ht.		Blackhills Spruce Eastern White Pine Colorado Spruce
Tall Shrub 30"-48" Ht.		Viburnum, Filbert, Lilac, Hydrangea, Dogwood Ninebark, Witchhazel
Medium-Low Shrub 18"-36" Ht.		Chokeberry, Boxwood, Hydrangea, Diervilla, Dwarf Dogwood, Mockorange, Gro-Lo Sumac, Rose, Spirea, Weigela
Upright Evergreen 4' Ht.		Upright Arborvitae Mounbatten Juniper
Evergreen Shrub 18"-36"		Taunton Japanese Yew Spreading Juniper Arborvitae, Dwarf Mugo Pine
Ornamental Grass or Perennial - #1 CONT.		PERENNIALS: Hosta, Daylily, Sedum, Allium, Coneflower, Cranesbill, Coralbells, Catmint, Black-Eye-Susan, Speedwell  GRASSES: Feather Reed Grass, Blue Oat Grass, Maiden Grass, Switchgrass, Little Bluestem, Prairie Dropseed



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TRADEWINDS PARKWAY

Checked By: SS  
Drawn By: 4/4/18 RS  
  
Revised:  
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**L1**  
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Illustrative Site Plan  
Tradewinds Parkway - 2018.07.00  
April 04, 2018

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3D Views  
 Tradewinds Parkway - 2018.07.00  
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