



PREPARED FOR THE URBAN DESIGN COMMISSION

**Project Address:** 5409 Femrite Drive  
**Application Type:** New Distribution Center located in UDD #1 – Initial/Final Approval Requested  
**Legistar File ID #** [54483](#)  
**Prepared By:** Janine Glaeser, UDC Secretary

## Background Information

**Applicant | Contact:** James Spahr, Lionshare Group, LLC, Madison, WI, 53719

**Project Description:** The applicant is seeking approval for a new development of a 40,000 Square foot distribution center located in Urban Design District #1. The project proposes to demolish an existing building and construct a new tilt up concrete one story building with mezzanine levels.

### Project Schedule:

- This **UDC** received an informational presentation on **February 13, 2019**
- The **Plan Commission** will review the Demolition Permit on **April 22, 2019**

### Approval Standards:

The UDC is an approving body on this request. The site is located in Urban Design District 1 (“UDD 1”), which requires that the Urban Design Commission review the proposed project using the design standards and guidelines for that district in MGO Section 33.24(8).

## Summary of Design Considerations and Recommendations

Staff recommends that UDC review and comment based on the specific Guidelines and Standards of UDD 1. In considering final approval, Staff also recommends that the UDC reference their comments from the February 13, 2019 report including:

- Study the proportions of the canopy and band of windows.
- Study front façade design styles – there appears to be three distinct buildings. Preference for the right side design style. Consider similar design on left side. Possible bring randomness of slats across. Olive banding seems out of place.
- Study the entry – consider fewer materials and possible flip-flop of colors to the negative.
- Study canopy height/locations versus truck loading/parking locations – potential conflicts?