

AGENDA # 2

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: June 19, 2013

TITLE: 4916 East Broadway – New Construction,
“Facility Gateway Corporation” in UDD
No. 1. 16th Ald. Dist. (26752)

REFERRED:

REREFERRED:

REPORTED BACK:

AUTHOR: Alan J. Martin, Secretary

ADOPTED:

POF:

DATED: June 19, 2013

ID NUMBER:

Members present were: Richard Wagner, Chair; Dawn O’Kroley*, Lauren Cnare, Melissa Huggins, Cliff Goodhart, Tom DeChant and Henry Lufler.

*O’Kroley recused herself on this item.

SUMMARY:

At its meeting of June 19, 2013, the Urban Design Commission **GRANTED FINAL APPROVAL** of new construction in UDD No. 1 located at 4916 East Broadway. Appearing on behalf of the project were Jason Perry, Sara Hull and Heath Follen, both representing Facility Gateway Corporation; Arlen Ostrong, representing Edge Consulting Engineers; Tyler Marks and Joseph Smerko. Hull gave a description of the phased project as follows. Building materials will include light gray corrugated aluminum, red and brown brick (existing), off-white steel for some of the doors and exterior metal staircases. Starting at the front they are keeping the brick, adding corrugated metal panels (samples distributed), aluminum sun screens, painted accents (dark gray edging), replace existing windows, redoing the entryway to be constructed of steel and glass, installing zoning compliant landscaping and a steel bike rack. Specifically she addressed each elevation:

- The west elevation: turn side wall into brick and mortar, glass block accents for windows along the top for interior light, same painted accents, cedar security fencing at 8-feet in height, dark sky compliant light fixtures.
- North (back) elevation: entire back wall corrugated metal, painted accents and cedar security fencing at 8-feet in height
- East: concrete block walls with white mortar, glass block accents on windows, staircases of white steel, cedar security fencing at 8-feet in height, dark sky compliant light fixtures.

The project will be completed in four phases. Phase 1 will include resurfacing the entire parking lot and painting of new lines, new trees in the existing landscape buffers, adding new code compliant signage in the front of the building, removing the old sign, reworking the exterior of the south side of the building and reworking the west end of the building. Cedar fencing will be installed to hide the electrical equipment and around the dumpster enclosure. A sculpture will be added to the southeast corner of the lot to be visible from the Beltline. The east side of the building will be painted to complement the west side of the building.

Phase 2: 2015-2016, replace parking lot with new asphalt, square the parking lot off for extra greenspace which is where the sign will be moved to in order to be closer to the Beltline. Revised entryway, cedar fencing around the Phase 2 equipment.

Phase 3: 2017-2018, add code compliant lights in the parking lot, revise where the flag poles are and square them up with the entryway, add cedar fencing for Phase 3 equipment, modify the code compliant sign at the south end of the lot, add a possible water feature.

Phase 4: 2019-2020, rework the east end of the building, add cedar fencing around Phase 4 equipment, add an entire new parking lot on the east end, remove the security fencing.

The Secretary noted ongoing discussion with the Zoning Administrator as to whether the sculpture is considered a sign or not. When the ground sign moves from its Phase 1 location it does have to be a minimum of 20-feet from the property line.

The Commission discussed the signage locations and fencing materials, noting n objections to the signs which may require further formal consideration, looking at alternatives to wood fencing including minimal screening of equipment and staff overview of refinements to modifications to the phased plan details.

ACTION:

On a motion by Huggins, seconded by Cnare, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (5-0). The motion provided for the fencing materials to be rethought and to look into detailing on the canopy, both of which can return to staff for final approval.