

AGENDA # 5

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: October 21, 2015

TITLE: 4920 Femrite Drive – New Development
of an Approximate 10,000 Square Foot
Warehouse Building in UDD No. 1. 16th
Ald. Dist. (40313)

REFERRED:

REREFERRED:

REPORTED BACK:

AUTHOR: Alan J. Martin, Secretary

ADOPTED:

POF:

DATED: October 21, 2015

ID NUMBER:

Members present were: Richard Slayton, Acting Chair; John Harrington, Cliff Goodhart, Michael Rosenblum, Lois Braun-Oddo, Tom DeChant and Dawn O’Kroley.

SUMMARY:

At its meeting of October 21, 2015, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** for new development of an approximate 10,000 square foot warehouse building located at 4920 Femrite Drive in UDD No. 1. Appearing on behalf of the project were Jeff Gillis and Bill Simpson.

The proposed warehouse building would for small businesses such as contractors or suppliers. Each of the units would have a bathroom and potentially an office, from 1,200 square feet and up for a total of 10,000 developable square feet. The new warehouse would tie in with the existing warehouse building. Corrugated metal horizontal siding is proposed to give it less of a typical warehouse look. The building steps out and canopies are proposed to individuate the entrances from the street side. As the building steps out it gives a component of separation, and with the vertical lines of brick versus color, it could be representative of color changes to reach the achieved appearance. The roofline slopes towards the front; they are working with their civil engineer on stormwater, and will hopefully slope it towards the back of the building. The Secretary noted that the previous project was a rehab that included the renovation of a house connected with existing warehouse space that was extended. In looking at the UDD No. 1 requirements, “metal shall not be used as an exterior material for a building except as an integral part of a design of exceptional merit.”

Comments and questions from the Commission were as follows:

- There’s an opportunity with the metal to continue the roofing material and create some asymmetry like the side elevations, which would be something a little bit more interesting.
- Your landscape architect can help you with stormwater management planning and planting too.
- The shape of the canopy looks like it’s not part of the vocabulary of the building, where this one seems so much more natural. The building is by its very nature a masculine structure and putting dainty little pieces on it that compete with the impact it can have is questionable.
- Yes, I think ultimately we’re going to have to make a finding that this merits exceptional design. I was wondering since the building is stepping back, if you were to just take the roofline and let it overhang so

you have a 4-foot and 8-foot there, and maybe do something really special with that one, in keeping with what you've got cantilevered over there. And do things with the windows. I think you have to look at this as an architectural composition and then nettle might actually work to your advantage. I think it can work without any brick on it at all. The challenges you have with drainage can be worked into the design.

- The current roof design could lead to issues with snow dumping near the entrances.
- Instead of the kind of stripes of brick on the east elevation, look at how you pair your windows together, because creating a rhythm and looping the windows could create a secondary read.
- When you come back you could model the two buildings together; they're facing each other on the same site so that would be good to see.

ACTION:

Since this was an **INFORMATIONAL PRESENTATION** no formal action was taken by the Commission.