

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: September 1, 2021

TITLE: 3706 S. Dutch Mill Road - New
Construction in Urban Design District
(UDD) No. 1. 16th Ald. Dist. (66690)

REFERRED:

REREFERRED:

REPORTED BACK:

AUTHOR: Kevin Firchow, Acting Secretary

ADOPTED:

POF:

DATED: September 1, 2021

ID NUMBER:

Members present were: Cliff Goodhart, Chair; Lois Braun-Oddo, Shane Bernau, Jessica Klehr, Christian Harper and Rafeeq Asad.

SUMMARY:

At its meeting of September 1, 2021, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** for new construction located at 3706 S. Dutch Mill Road in UDD No. 1. Registered and speaking in support was Adam Ryan, representing Quam Engineering, LLC. Registered in support and available to answer questions was Casey Curtin.

The project is located at the southeast corner of the Beltline and Highway 12 off S. Dutch Mill Road. Proposed is a new shop building for a concrete business with two parking stalls and a garage entrance. The street facing façade has a canopy over the door, brick under the windows in Roma Caramel, and steel siding in prairie wheat.

The Commission discussed the following:

- The masonry at the bottom, it's a utilitarian building, what kind of masonry is that? This is not a rustic building. Suggest burnished 8 x 16 CMU, it's not as rustic but is as durable and probably less expensive. May not do as well with moisture and salt as concrete block.
- I think this is something I've seen at Menard's, which would lead me to indicate it's probably more suited for residential applications than commercial applications. It doesn't seem like what you would choose for a building like this, I'm not opposed to having anything that's stone or block base but I'm not sure this is a great choice. My bigger question is you have it on the front facing the street, but I'm not getting any rhyme or reason as to how it wraps around the south elevation and arbitrarily stops where it transitions to a horizontal steel finish. This is in a UDD and we seem to have taken to giving applicants a pass on materials, but this type of stone is confusing me as to what it's supposed to be, its durability and where it stops and starts on the building.
- I would want to see some type of site circulation. Wonder what's going to happen with the rest of the site, is there a wraparound drive, how will that all work? Next time around we'd expect some landscaping at least in the front of the building.

- I agree with the stone, I'd pitch that and do a burnished block base. The steel rib siding horizontally, try to stay consistent all the way around the building. That siding almost appears like a lap siding which is really foreign to that building. Keep it simple, you don't need to dress it up so much. Consider adding larger windows to the clerestories for more daylighting. Maybe line the windows up a little bit better between the top and bottom. Would also like to see a picture of the vertical steel rib siding next time.
- Landscaping is a blank slate at this point. Consider less so trying to pretty up the front or wherever it's required and more so consider what small landscape additions could contribute to ecology: pollinator plants, shade trees that shape the hardscape.
- Keep it simple: the fewer materials and fewer colors the better. A nice clean metal building with really good landscaping will be appreciated by the Commission.

ACTION:

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