

## AGENDA # 11

City of Madison, Wisconsin

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REPORT OF: URBAN DESIGN COMMISSION	<b>PRESENTED:</b> May 7, 2008
TITLE: 5714 Odana Road - Building Demolition for Auto Dealership Inventory Lot in UDD No. 3. 19th Ald. Dist. (10261)	<b>REFERRED:</b> <b>REREFERRED:</b> <b>REPORTED BACK:</b>
AUTHOR: Alan J. Martin, Secretary	<b>ADOPTED:</b> <b>POF:</b>
DATED: May 7, 2008	<b>ID NUMBER:</b>

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Members present were: Lou Host-Jablonski, Todd Barnett, Marsha Rummel, Bruce Woods, John Harrington, Richard Wagner, Richard Slayton, Jay Ferm\* and Bonnie Cosgrove.

\*Ferm abstained on this item.

### **SUMMARY:**

At its meeting of May 7, 2008, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** for a building demolition located at 5714 Odana Road. Appearing on behalf of the project were Jim Triatik, K.F. Sullivan Co., James A. Budinetz, and Allen Foster. The project under consideration provides for the demolition of an existing office building in order to provide for its development as an inventory display lot for interim with the future development of a new pre-owned sales facility on the same site by Smart Motors. Review of the development proposal emphasized the following:

- The existing building in a deteriorated condition with its configuration not functional for a pre-owned car sales facility based on deteriorating conditions.
- Want to use the land for display parking now but will combine for future development of a new pre-owned facility.
- The landscape plan emphasizes plantings along Odana Road with minimal at the rear as a fall back condition until a master plan for the lot's redevelopment is ready.

Following the presentation the Commission noted the following:

- Still want to see a building anchoring the corner as part of a future plan; if sited appropriately, building will give you a prominence, attract attention such as your recently constructed existing new car facility.
- Hate to see parking lot for some indefinite use, need to define a period of use where new development will have an urban concept.
- In regards to the 20-foot landscape buffer along Odana Road with a permanent landscaping to be maintained within this area. Show what exists in existing trees and attempt to maintain.
- Provide 15-foot wide planting islands; provide for future transplanting and reuse.
- Relevant to lighting, lighting levels "library like;" overlit far in excess of what would be approved by the Urban Design Commission.

**ACTION:**

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

After the Commission acts on an application, individual Commissioners rate the overall design on a scale of 1 to 10, including any changes required by the Commission. The ratings are for information only. They are not used to decide whether the project should be approved. The scale is 1 = complete failure; 2 = critically bad; 3 = very poor; 4 = poor; 5 = fair; 6 = good; 7 = very good; 8 = excellent; 9 = superior; and 10 = outstanding. The overall ratings for this project are 5 and 5.

**URBAN DESIGN COMMISSION PROJECT RATING FOR: 5714 Odana Road**

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
<b>Member Ratings</b>	5	-	-	-	-	5	-	5
	-	-	-	-	-	-	-	5
	4	-	4	4	-	-	4	-

General Comments:

- Try to keep corner green, save existing trees. Not thrilled by parking lot without redevelopment proposal.