

PLANNING DIVISION STAFF REPORT

August 17, 2016



PREPARED FOR THE URBAN DESIGN COMMISSION

Project Address: 3331 Agricultural Drive
Application Type: Final Approval in Urban Design District 1
Prepared By: Kevin Firchow, AICP, Planning Division
Reviewed By: Jay Wendt, Principal Planner

The following project is in Urban Design District (UDD) No. 1. There are two components to this request. The first is a two-story, 13,000 square foot production facility addition. Like other additions, this one is being reviewed by the Secretary on behalf of the Commission. The second is the construction of an 86-stall surface parking lot. The latter request is also subject to conditional use review by the Plan Commission.

This request is subject to the standards for UDD 1 (Section 33.24(8)6, MGO) with the new parking lot also subject to the Conditional Use standards of Section 28.183 (6), MGO).

UDD 1 was established, in part, to make the South Beltline Highway and adjacent properties a visually attractive approach to the City of Madison. It is intended to establish requirements and guidelines for aesthetically pleasing future development and to assure that future development in the district will preserve and enhance the property values. (See Section 34.24(8)(a) for further information.)

The Planning Division has reviewed the project against the approval standards and review criteria for UDD 1 and has the following comment:

- **Parking Lot Landscaping and Screening.** Section 33.24(8)(c)5.a (“Parking and Service Areas; Screening”) requires there be effective screening on each side of a parking lot fronting a public street. If screening is to be accomplished by using plant material, the code requires it be planted at a minimum height of 30 inches and grow to a mature height of at least 54 inches. The proposed frontage landscaping includes a combination of deciduous trees, deciduous shrubs, evergreen shrubs, and perennials. Based on the planting schedule, some of the proposed plantings do not meet either the minimum planting size or mature height size. As a condition of approval, the landscape plan shall be revised to meet the minimum ordinance requirements.