

## AGENDA # 11

City of Madison, Wisconsin

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REPORT OF: URBAN DESIGN COMMISSION	<b>PRESENTED:</b> June 28, 2006
TITLE: 5901 Odana Road – Demolition and New Construction of an Auto Dealership in Urban Design District No. 3. 19 <sup>th</sup> Ald. Dist. (04007)	<b>REFERRED:</b> <b>REREFERRED:</b> <b>REPORTED BACK:</b>
AUTHOR: Alan J. Martin, Secretary	<b>ADOPTED:</b> <span style="float: right;"><b>POF:</b></span>
DATED: June 28, 2006	<b>ID NUMBER:</b>

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Members present were: Lou Host-Jablonski, Acting Chair; Lisa Geer, Bruce Woods, Michael Barrett, Todd Barnett, Robert March.

### **SUMMARY:**

At its meeting of June 28, 2006, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** of a demolition of existing buildings and construction of a new auto dealership facility in Urban Design District No. 3 located at 5901 Odana Road. Appearing on behalf of the project were Jim Trintik, J.R. Smart, Tom Knoop, Allen Foster, Paul Skidmore, landscape architect and Jim Budinetz. The project provides for the phased demolition of three existing buildings located on a number of contiguous lots in order to construct a new updated facility for Smart Motors that includes an interconnected proposed service building, showroom/office building, and service reception area, along with a proposed quick lube. The combined properties are located at 5721-5901 Odana Road. Aside from the demolition requiring Plan Commission approval, the project is located within Urban Design District No. 3. Following the presentation of the plans, staff noted to the Commission that the applicant's attorney was appealing the provision for a 30-foot landscape buffer required adjacent to the West Beltline Highway; the issue would be determined at the Plan Commission level. If the provision is to be maintained, the applicant would return with modified plans addressing the issue. Following the presentation of the plans, the Commission noted the following:

- The plans provide for an excessive amount of impervious area especially in drive aisles, as well as display areas on the site.
- Proposed lighting levels are high, as well as issues with bleed over.
- Concern with the lack of greening and landscaping around the perimeter of the site, especially within display area, which does not provide adequate consideration for interior tree islands.
- The landscape appears to not provide sufficient required canopy trees, nor does the landscape schedule reflect the requirement accurately.
- Provide additional information as to the current level of impervious area versus the impervious area proposed under the plan.
- Substantiate with staff as to whether or not the big box requirements apply to this development with further consideration of the project (doesn't apply).
- The drive aisle size is excessive and goes far beyond fire access requirements with the amount and location of drive aisles as proposed.

- Address the issue of providing tree islands within the surface parking and storage areas at an interval of 12-15 stalls.
- Need to address shade/heat island effect, as well as aesthetic requirements relevant to the amount of impervious area for the whole facility, including introduction of pervious paving to some degree including display area.
- Investigate what can be done to bring down the amount of impervious pavement, as well as provide alternatives for on-site infiltration.
- Investigate providing adequate landscaping and screening around the perimeters of the site, especially along Odana Road and the property's West Beltline Highway frontage.

**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 3.

**URBAN DESIGN COMMISSION PROJECT RATING FOR: 5901 Odana Road**

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
<b>Member Ratings</b>	3	6.5	3	-	-	-	3	3

General Comments:

- Do everything possible to: 1) reduce lighting by at least ½; 2) reduce paving as much as possible.
- Much, much lower light levels.
- Reduce impervious pavement.
- The inventory parking areas need to be treated like a regular parking area, including interior parking islands with trees, screening and use of pervious paving.
- This project must incorporate water infiltration and far less lighting.