

AGENDA # 2

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: March 2, 2011
TITLE: 5602 Odana Road – New Construction for a Dental Office in UDD No. 3. 19 th Ald. Dist. (21364)	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: Alan J. Martin, Secretary	ADOPTED: POF:
DATED: March 2, 2011	ID NUMBER:

Members present were: Marsha Rummel, Mark Smith, Dawn O’Kroley, Todd Barnett, Richard Slayton, John Harrington, R. Richard Wagner, Melissa Huggins, Jay Handy and Henry Lufler, Jr.

SUMMARY:

At its meeting of March 2, 2011, the Urban Design Commission **GRANTED INITIAL APPROVAL** of new construction located at 5602 Odana Road in UDD No. 3. Appearing on behalf of the project were Duane Johnson and John Seamon, representing Iconica. Johnson presented changes to the plans based on the Commission’s previous comments. Access for the dental clinic would be through an existing easement and a new curb cut on the west side of the property. The parking quantity has been reduced from 26 to 24, and they looked at angled parking which worked well, reducing the paving by about 1,365 square feet, and also enlarged the drive aisles. The one-way traffic reduced the amount of car/pedestrian crossing by 50%. They investigated adding a sidewalk along the west corridor but felt the budget and continued maintenance was exorbitant. They made significant changes to the landscape plan and are currently at 452 points for a required 117 points.

Comments and questions were as follows:

- Is there a reason that the entry drive has to be 17-feet wide for one-way?
 - I used Madison General Ordinances for the dimensions, but I’ll double check it.
- Have you taken into account the 2-foot overhang?
- The upper left-hand perspective, it would be nice if there was a door that faces the street rather than just the rear of the building. At the bare minimum increase the windows in the vestibule so you know that is the entry.
- In terms of the flat roof, if it was a shorter box so it wasn’t hugging it so much...it doesn’t look quite done yet.
- I wonder about why the stone was raised at the entry vestibule portion just at the two little pieces as opposed to wrapping around. Study having the stone element as a base or make that piece stone because right now it looks like it’s trying to be both things and not doing either.
- You need more diversity in your landscape plan; at least three different species back there. If you get any disease you’ll wipe out everything in one season. It’ll look better too.
- It would help if you would add one more tree to hug that retention basin a little bit.
- The vinyl edging is cheap stuff and it looks cheap; go with steel.

- Shredded bark is the best for your plants. The stone mulch heats up and cools down and they're bad for the plants.
- This fenestration feels more modern.
- You need diversity in your tree selection.

ACTION:

On a motion by Lufler, seconded by Huggins, the Urban Design Commission **GRANTED INITIAL APPROVAL**. The motion was passed on a vote of (8-0). The motion provided for the following:

- Provide more diversity in shrubs (gray dogwood) and canopy trees (Red Maple).
- Modify landscaping in the retention area, look at rain garden plantings and other alternatives.
- The vinyl edging changed to steel and stone mulch with organic mulch.
- Look at placing bike parking closer to entry door.
- Add a streetside door to entry vestibule and re-examine the extent of stone consistent with comments.

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 6, 6, 6, 6, 7 and 7.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 5602 Odana Road

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
Member Ratings	-	-	-	-	-	-	-	6
	-	-	-	-	-	-	-	7
	6	5	4	-	-	5	6	6
	6	6	5	-	-	6	5	6
	7	7	6	7	-	7	7	7
	6	5	6	-	-	7	6	6

General Comments:

- Try to add double door/address the street better.
- Landscape inadequate. Detention basin planting?
- Much improved – more urban and modern.
- Parking and landscape is much improved per Commission members’ comments.