

AGENDA # 4.B.

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: March 16, 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 16, 2011	ID NUMBER:	

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

SUMMARY:

At its meeting of March 16, 2011, the Urban Design Commission **GRANTED FINAL APPROVAL** of new construction in UDD No. 3 located at 5602 Odana Road. Appearing on behalf of the project was Duane Johnson, representing Iconica. Johnson reviewed changes to the plans. They checked the drive aisle widths and found them to be the minimum that Madison General Ordinances will allow for the angled parking. They also looked at how a garbage truck would enter and exit and widened the front drive. They also incorporated a 2-foot overhang for the vehicles as recommended by the Commission. Trees have been changed from Red Maples to Common Hackberry; a River Birch was added to the dry pond area and Grey Dogwoods are now mixed with the Red Dogwoods. They met with their landscape architect on the type of edging and bark to be used; they will have bark mulch in the back area, planter areas and around the bottoms of the trees where pedestrians will be closer to it. Stone mulch and vinyl edging will be used in other areas. The entry area massing has been raised at the waiting area to create a bigger separation between the two. Another entrance has been added facing the street. Comments from the Commission were as follows:

- I still think the vinyl edging looks cheap.
- Think about how you grow perennials in stone mulch.
- Double check the ADA accessibility.
- The reception area where the siding comes down to the ground, that brings some balance and I wonder if you can use that same mentality on the corner of the building closest to the dumpster enclosure.
- On perspective renderings, look at how the street view from the southwest corner (although it’s labeled as the southeast corner); it almost looks like an ad for a dentist instead of a sign. These are better than the sign illustrations we saw in the sign presentation.

ACTION:

On a motion by Slayton, seconded by Rummel, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (7-0). The motion required code verification of ADA access show on the plans.

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, 5, 5 and 6.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 5602 Odana Road (New Construction)

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
Member Ratings	-	6	-	-	4	-	-	5
	6	5	6	5	-	6	6	6
	6	5	4	4	3	6	5	5
	6	5	5	-	-	6	5	5