

## AGENDA # 7

City of Madison, Wisconsin

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REPORT OF: URBAN DESIGN COMMISSION	<b>PRESENTED:</b> February 16, 2011	
TITLE: 5602 Odana Road – New Construction for a Dental Office in UDD No. 3. 19 <sup>th</sup> Ald. Dist. (21364)	<b>REFERRED:</b>	
	<b>REREFERRED:</b>	
	<b>REPORTED BACK:</b>	
AUTHOR: Alan J. Martin, Secretary	<b>ADOPTED:</b>	<b>POF:</b>
DATED: February 16, 2011	<b>ID NUMBER:</b>	

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

### **SUMMARY:**

At its meeting of February 16, 2011, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** for new construction of a dental office located at 5602 Odana Road in Urban Design District No. 3. Appearing on behalf of the project were Duane Johnson, representing Iconica; and John Seamon. Johnson gave a brief overview of the site and project. The open lot is about 102-foot wide with an existing easement shared between the property line where customers would enter the lot. The building has been brought forward to the streetscape which lends well to pedestrian access from the sidewalk, as well as parking access. The entrance to the building would be on the west side between the parking and street frontage. The parking quantity would be approximately 26 stalls. The grade is from south to north; any infiltration would be on the north side of the building. Proposed materials would be durable and low maintenance, fiber cement siding or “smart siding” material, a cultured natural stone and an architectural style asphalt shingle.

Comments from the Commission were as follows:

- Change accessible path so that the path doesn’t require going behind a stall.
- Adjust northerly stall to reduce asphalt; place one stall on the northeast at curved drive aisle and remove one stall southwest.
- Make sure you screen the dumpster.
- You should be planting trees instead of shrubs in the parking lot islands.
- You are required to put two islands in, a tree island every 12 stalls. Use more trees not little shrubs and look at providing native plan species.
- Anything you can do to get less impervious surface is appreciated.
- It might be helpful for your doctor to go see these other dental buildings; it might help stretch his imagination. Building is a nod toward contemporary but not very modern, homey feel doesn’t address UDD No. 3 provisions in favor of “contemporary architecture.”
- Entry pieces both being “hipped,” detract from contemporary feel, anything attached to the hip needs to have a more modern dialog. Look at Section 33.24(10)(c)6. relative to Building Design in UDD No. 3.
- Mechanical units need to be screened.

- Not convinced on entry treatment; look at changing roof form of entry, architecture not resolved.
- Look at one way efficiency to create a nice walkway to building with angled parking.
- I'm not convinced with the entry. It doesn't jump out at me. The break is at the waiting area, not the entry.
- The corner piece as the waiting area with the higher windows on the south/southwest corner is really smart. I think that's pretty well thought out.

**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 6.

**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
<b>Member Ratings</b>	-	-	-	-	-	-	-	6
	5	5	4	-	-	5	6	5

General Comments:

- Why not a flat roof?
- Study opportunities to reduce amount of asphalt by limiting curved access drives. Check ADA requirements for access conformity.