

**APPLICATION FOR
URBAN DESIGN COMMISSION
REVIEW AND APPROVAL**

**AGENDA ITEM # _____
Project # _____**

| | |
|---------------------------------------|---|
| DATE SUBMITTED: <u>MAY 12, 2010</u> | Action Requested |
| UDC MEETING DATE: <u>MAY 19, 2010</u> | <input checked="" type="checkbox"/> Informational Presentation |
| | <input type="checkbox"/> Initial Approval and/or Recommendation |
| | <input type="checkbox"/> Final Approval and/or Recommendation |

PROJECT ADDRESS: 2202 SOUTH SToughton ROAD
ALDERMANIC DISTRICT: #16

OWNER/DEVELOPER (Partners and/or Principals) ARCHITECT/DESIGNER/OR AGENT:
FARM & FLEET OF MADISON, INC. SAME AS OWNER
P.O. Box 391
JANESVILLE, WI 53547-0391

CONTACT PERSON: NEAL VAN LOO
Address: P.O. Box 391
JANESVILLE, WI 53547-0391
Phone: 608-758-5190
Fax: 608-754-3614
E-mail address: nvanloo@blain supply.com

TYPE OF PROJECT:
(See Section A for:)

- Planned Unit Development (PUD)
 - General Development Plan (GDP)
 - Specific Implementation Plan (SIP)
- Planned Community Development (PCD)
 - General Development Plan (GDP)
 - Specific Implementation Plan (SIP)
- Planned Residential Development (PRD)
- New Construction or Exterior Remodeling in an Urban Design District * (A public hearing is required as well as a fee)
- School, Public Building or Space (Fee may be required)
- New Construction or Addition to or Remodeling of a Retail, Hotel or Motel Building Exceeding 40,000 Sq. Ft.
- Planned Commercial Site

(See Section B for:)
 New Construction or Exterior Remodeling in C4 District (Fee required)

(See Section C for:)
 R.P.S.M. Parking Variance (Fee required)

(See Section D for:)
 Comprehensive Design Review* (Fee required)
 Street Graphics Variance* (Fee required)
 Other _____



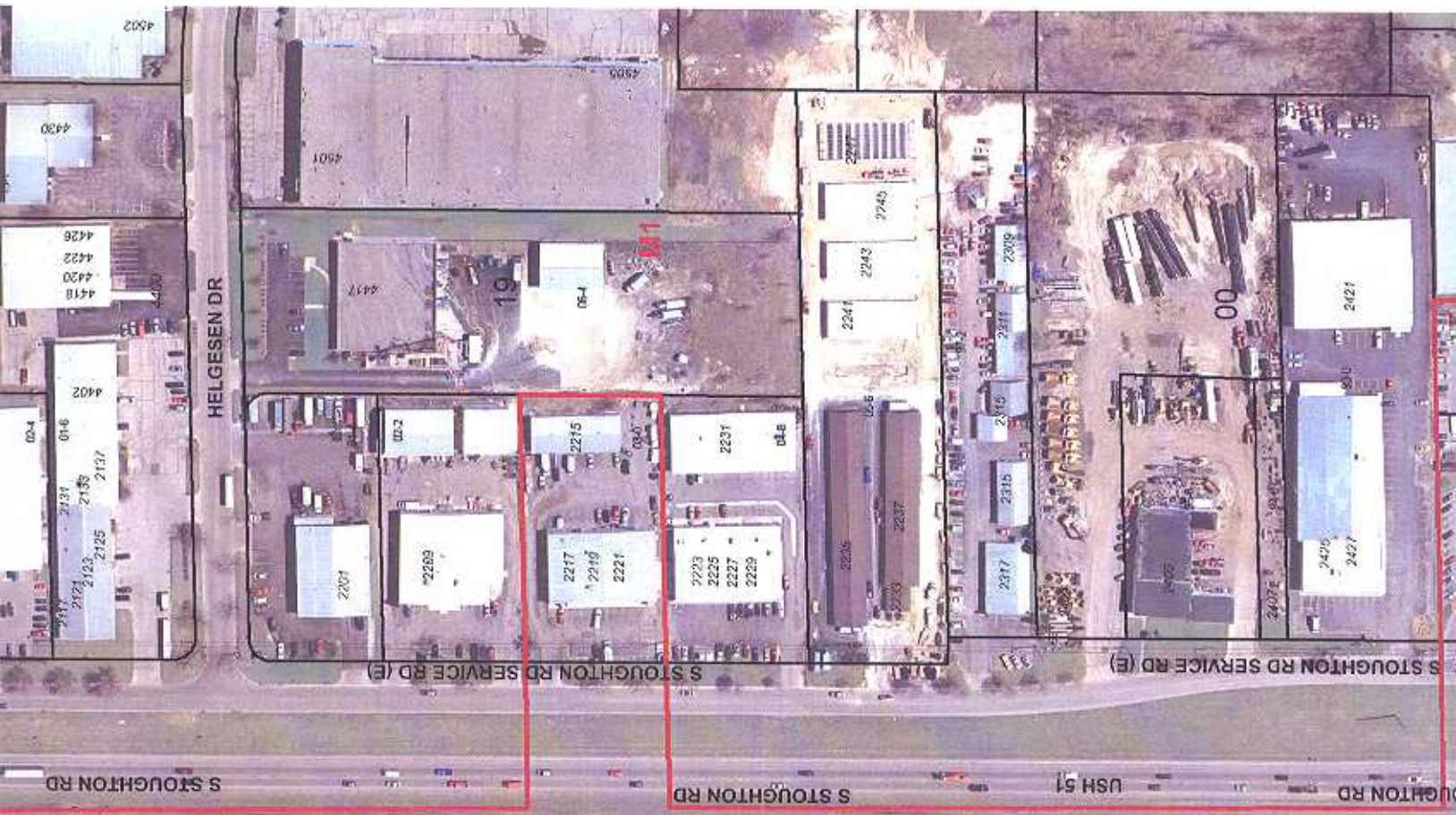
*Public Hearing Required (Submission Deadline 3 Weeks in Advance of Meeting Date)

Where fees are required (as noted above) they apply with the first submittal for either initial or final approval of a project.



3507 East Racine Street · P.O. Box 391 · Janesville, WI 53547-0391 · 608-754-2821 · 608-754-3614 fax

Locator Map



Project Description for:



2202 South Stoughton
Road
Madison, WI 53716



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May 12, 2010

Description of Project

Project Location: **Blain's Farm & Fleet**
 2202 South Stoughton Road
 Madison, WI 53716

Blain's Farm & Fleet is proposing a complete remodel of the front of the building along with a building addition of approximately 18,000 square feet and a new vestibule entrance into the main building. This entrance will be relocated approximately 75 feet to the north. This will bring the total area of the building to approximately 110,000 square feet. In order to do this, Blain's Farm & Fleet is in the process of purchasing the old Drexel facility. In the renovation process, the Drexel building will be demolished providing space for the addition along with additional parking.

The proposed renovation will convert the building from its current state to resemble the company's new architectural style similar to the store in Verona that opened in August of 2008. Building materials will be similar using three (3) tones of split masonry block (white, off white and charcoal gray), two (2) types of architectural metal, EIFS system on the front behind the main sign and two (2) different tones of glass.

The service center, loading dock and warehouse areas will remain in place and will also be incorporated into the renovation project.

The renovation plans also include a number of green initiatives. The towers on the front of the building will have glass around the top perimeter bringing natural light into the building. The roof will be converted to a white roof thus reducing the heat gain in the building and reducing the air conditioning load. We will also be installing skylights for day lighting allowing natural light to come into the building and allowing us to use the natural light in place of the fluorescent lights, again, reducing the electrical load on the building. All of the exterior building signage will be lit with LED lights in place of the neon tube sections.

Landscaping will be provided along the front and north sides of the building, in the parking lot and along the north property line. The final landscaping plan will be designed and developed with the assistance of The Bruce Company.

The outdoor sales and display area will remain in along the south and west sides of the building in a fenced in area.



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Existing Store Photos



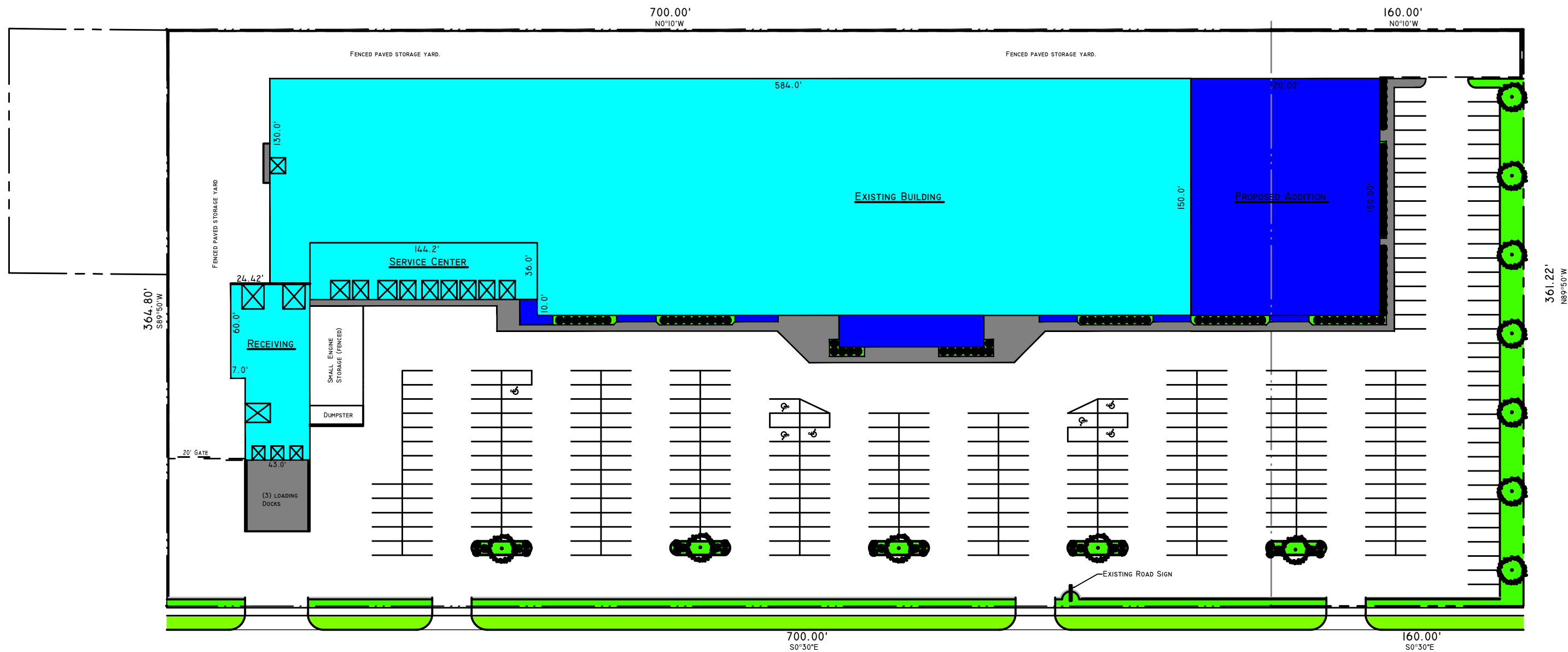






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Proposed Site Plan and Elevations



PARKING REQUIREMENTS

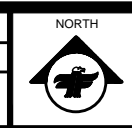
CITY OF MADISON REQUIREMENTS:
 1 STALL PER 300 SF OF GROSS FLOOR AREA
 EXISTING BUILDING 90,818 SF
 PROPOSED BUILDING 19,840 SF
 GROSS FLOOR AREA 110,658 SF
 110,658 SF / 300 SF = 369 STALLS REQUIRED

PLAN SHOWS THE FOLLOWING:
 286 PARKING STALLS
 7 HANDICAP PARKING STALLS
 293 TOTAL PARKING STALLS
 (76 PARKING STALLS LESS THAN CITY OF MADISON REQUIREMENTS)

| Rev. | By | Date | Description | Rev. | By | Date | Description |
|------|-----|------------|---|------|----|------|-------------|
| 1 | NVL | MAY 11, 10 | PRELIMINARY - SUBMITTED TO UDC FOR REVIEW | | | | |
| 0 | NVL | FEB 16, 10 | PRELIMINARY - SUBMITTED FOR REVIEW | | | | |

Blain's FARM & FLEET
 P.O. BOX 881 3807 EAST RACINE STREET
 JANESVILLE, WI 53547
 608-784-2261

Scale: 1" = 30'-0"
 Date: FEBRUARY 8, 2010
 Drawn By: NVL
 Checked By:
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Project Name: FARM & FLEET OF MADISON
 2202 SOUTH STOUGHTON ROAD
 MADISON, WI 53716
 Project Title: PROPOSED SITE PLAN

Drawing No. **1.0**



EAST ELEVATION



NORTH ELEVATION



PERSPECTIVE A



PERSPECTIVE B



PERSPECTIVE C



PERSPECTIVE D