

AGENDA # 4

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: June 4, 2008
TITLE: 3001 South Stoughton Road – New Construction for a Commercial Building in Urban Design District No. 1. 16 th Ald. Dist. (09860)	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: Alan J. Martin, Secretary	ADOPTED: POF:
DATED: June 4, 2008	ID NUMBER:

Members present were: Lou Host-Jablonski, Jay Ferm, Marsha Rummel, Bruce Woods, Todd Barnett, Richard Slayton and Richard Wagner.

SUMMARY:

At its meeting of June 4, 2008, the Urban Design Commission **GRANTED INITIAL APPROVAL** of the site plan for new construction located at 3001 South Stoughton Road. Appearing on behalf of the project was Jerry Bourquin, representing Dimension IV-Madison. The modified plans as presented by Bourquin featured the following:

- A reduction to the overall number of parking stalls combined with reduction in impervious area and pavement.
- The overall site plan presents additional greenspace but still maintains a narrow version of the southerly access lane along the southerly elevation of the building.
- Comments relevant to providing modifications to the landscape plan as previously proposed were addressed, including the provision for perennials along the Stoughton Road frontage.
- The elevations have been modified and simplified with the removal of upper canopies, the simplification of patterns on the building including cornice treatment banding and simplified color scheme.
- The center portion of the street side elevation now features the use of metal panels.
- The lighting plan has been revised to eliminate lighting on the south elevation.

Following the presentation the Commission noted the following:

- Adjust the landscape plan to remove Hackberries which appear to be pavement.
- The previous request to change out the use of crab apples still needs to be done. Replace with a major deciduous canopy trees.
- Prefer previous upper canopy treatment, appreciate site plan improvements but building can be improved such as the proportions of the vertical pilasters which are too hunky, alternatives to the use of stock traditional windows, door and side lights need to be the same size, problem with curb canopy over square windows.
- Consider adding a clearstory to the center front section.
- Consult with Fire to eliminate southerly access lane entirely.

ACTION:

On a motion by Barnett, seconded by Slayton, the Urban Design Commission **GRANTED INITIAL APPROVAL**. The motion was passed on a vote of (5-2) with Host-Jablonski and Ferm voting no. The motion provided address of the above and the following:

- The elimination of the southerly access lane and to look at building architecture to make it more cohesive.

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 2, 4, 4, 5, 5, 5 and 6.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 3001 South Stoughton Road

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
Member Ratings	6	5	5	-	-	6	3	5
	5	5	5	-	-	5	5	5
	6	6	5/6	-	-	5/6	-	6
	2	5	-	-	-	4	1	2
	-	4	-	-	-	-	4	4
	-	-	-	-	-	-	-	4
	5	4	5	5	-	5	5	5

General Comments:

- Improved site plan, reduced impervious surfaces is good. Transitional building (office/warehouse) cries out for coherent design elements. Landscaping for parking lot still needs work. Moped Task Force – please ask Traffic Engineering to discuss how to fairly allocate parking stalls.
- Project fails to live up to spirit of Stoughton Road Revitalization Plan. Site calls for more significant building that lives up to prominence of this gateway to Madison.
- Really rather banal architecture for an Urban Design District. Disappointing.