



Location
2202 South Stoughton Road

Project Name
Blain's Farm & Fleet

Applicant
Neal VanLoo – Farm & Fleet of Madison, Inc.

Existing Use
Existing Farm & Fleet and Vacant Commercial Building

Proposed Use
Demolish Furniture Store and Renovate and Expand Farm & Fleet

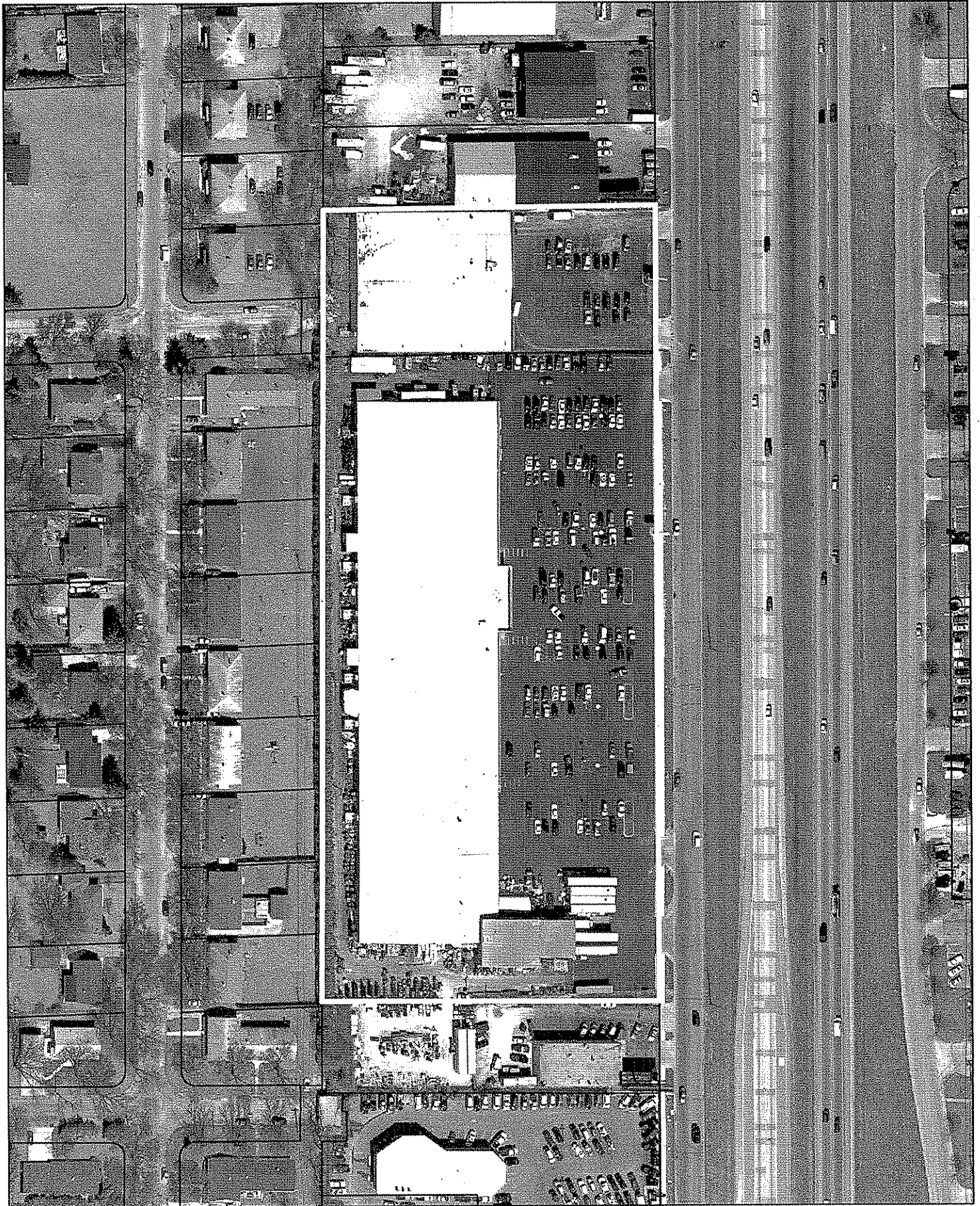
Public Hearing Date
Plan Commission
26 July 2010



For Questions Contact: Kevin Firchow at: 267-1150 or kfirchow@cityofmadison.com or City Planning at 266-4635



Scale : 1" = 400'





LAND USE APPLICATION Madison Plan Commission

215 Martin Luther King Jr. Blvd; Room LL-100
PO Box 2985; Madison, Wisconsin 53701-2985
Phone: 608.266.4635 | Facsimile: 608.267.8739

- The following information is required for all applications for Plan Commission review except subdivisions or land divisions, which should be filed with the Subdivision Application.
- Before filing your application, please review the information regarding the **LOBBYING ORDINANCE** on the first page.
- Please read all pages of the application completely and fill in all required fields.
- This application form may also be completed online at www.cityofmadison.com/planning/plan.html
- All Land Use Applications should be filed directly with the Zoning Administrator.

OR OFFICE USE ONLY:	
Amt. Paid	<u>1450</u> Receipt No. <u>110714</u>
Date Received	<u>6/9/10</u>
Received By	<u>PDA</u>
Parcel No.	<u>0710-164-0812-4</u>
Aldermanic District	<u>16 Judy Compton</u>
GQ	<u>OK</u>
Zoning District	<u>L3L</u>
For Complete Submittal	
Application	Letter of Intent <input checked="" type="checkbox"/>
IDUP	Legal Descript. <input checked="" type="checkbox"/>
Plan Sets <input checked="" type="checkbox"/>	Zoning Text <input type="checkbox"/>
Alder Notification <input checked="" type="checkbox"/>	Waiver <input type="checkbox"/>
Ngrbrhd. Assn Not. <input checked="" type="checkbox"/>	Waiver <input type="checkbox"/>
Date Sign Issued	

1. Project Address: 2202 South Stoughton Road **Project Area in Acres:** 7.20
Project Title (if any): Blain's Farm & Fleet

2. This is an application for:

Zoning Map Amendment (check the appropriate box(es) in only one of the columns below)

<input type="checkbox"/> Rezoning to a Non-PUD or PCD Zoning Dist.: Existing Zoning: _____ to _____ Proposed Zoning (ex: R1, R2T, C3): _____	Rezoning to or Amendment of a PUD or PCD District: <input type="checkbox"/> Ex. Zoning: _____ to PUD/PCD-GDP <input type="checkbox"/> Ex. Zoning: _____ to PUD/PCD-SIP <input type="checkbox"/> Amended Gen. Dev. <input type="checkbox"/> Amended Spec. Imp. Plan
<input checked="" type="checkbox"/> Conditional Use	<input checked="" type="checkbox"/> Demolition Permit
<input type="checkbox"/> Other Requests (Specify): _____	

3. Applicant, Agent & Property Owner Information:

Applicant's Name: Farm & Fleet of Madison, Inc. Company: Farm & Fleet of Madison, Inc.
Street Address: PO Box 391 City/State: Janesville, WI Zip: 53547-0391
Telephone: (608) 754-2821 Fax: (608) 754-3614 Email: _____

Project Contact Person: Neal VanLoo Company: Farm & Fleet of Madison, Inc.
Street Address: PO Box 391 City/State: Janesville, WI Zip: 53547-0391
Telephone: (608) 758-5190 Fax: (608) 754-3614 Email: nvanloo@blainsupply.com

Property Owner (if not applicant): _____
Street Address: _____ City/State: _____ Zip: _____

4. Project Information:

Provide a brief description of the project and all proposed uses of the site: _____

Building Demolition, Site Improvements, Building Addition, Exterior Renovation, Interior Renovation

Development Schedule: Commencement Fall 2010 Completion Fall 2011 8

5. Required Submittals:

- Plans** submitted as follows below and depicts all lot lines; existing, altered, demolished or proposed buildings; parking areas and driveways; sidewalks; location of any new signs; existing and proposed utility locations; building elevations and floor plans; landscaping, and a development schedule describing pertinent project details:
 - **7 copies** of a full-sized plan set drawn to a scale of one inch equals 20 feet (collated and folded)
 - **7 copies** of the plan set reduced to fit onto 11 inch by 17 inch paper (collated, stapled and folded)
 - **1 copy** of the plan set reduced to fit onto 8 ½ inch by 11 inch paper
- Letter of Intent (12 copies):** describing this application in detail including, but not limited to: existing conditions and uses of the property; development schedule for the project; names of persons involved (contractor, architect, landscaper, business manager, etc.); types of businesses; number of employees; hours of operation; square footage or acreage of the site; number of dwelling units; sale or rental price range for dwelling units; gross square footage of building(s); number of parking stalls, etc.
- Legal Description of Property:** Lot(s) of record or metes and bounds description prepared by a land surveyor. For any application for rezoning, the description must be submitted as an electronic word document via CD or e-mail. For applications proposing rezoning to more than one district, a separate description of each district shall be submitted.
- Filing Fee:** \$ 1450 See the fee schedule on the application cover page. Make checks payable to: *City Treasurer.*
- Electronic Submittal:** All applicants are required to submit copies of all items submitted in hard copy with their application (including this application form, the letter of intent, complete plan sets and elevations, etc.) as Adobe Acrobat PDF files on a non-returnable CD to be included with their application materials, or in an e-mail sent to pcapplications@cityofmadison.com. The e-mail shall include the name of the project and applicant. Applicants unable to provide the materials electronically should contact the Planning Division at (608) 266-4635 for assistance.

In Addition, The Following Items May Also Be Required With Your Application:

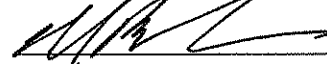
- For any applications proposing demolition or removal of existing buildings, the following items are required:
 - Prior to the filing of an application, the applicant or his/her agent is required to notify a list of interested persons registered with the City **30 or 60 days prior to filing** their application using the online notification tool found at: <https://www.cityofmadison.com/developmentCenter/demolitionNotification/> **COMPLETED 4-1-10**
 - A photo array (6-12 photos) of the **interior and exterior** of the building(s) to be demolished or removed. A written assessment of the condition of the building(s) to be demolished or removed is highly recommended.
 - Note: A Reuse and Recycling Plan approved by the City's Recycling Coordinator is required prior to issuance of wrecking permits and the start of construction.
- Zoning Text (12 copies):** must accompany Planned Community or Planned Unit Development (PCD/PUD) submittals

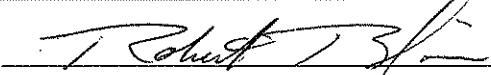
6. Applicant Declarations:

- Conformance with adopted City plans:** Applications shall be in accordance with all adopted City of Madison plans:
 - The site is located within the limits of Comprehensive Plan/Stoughton Road Revitalization Plan, which recommends: General Commercial for this property.
- Pre-application Notification:** Section 28.12 of the Zoning Code requires that the applicant notify the district alder and any nearby neighborhood & business associations in writing no later than **30** days prior to filing this request:
 - List below the Alderperson, Neighborhood Association(s), Business Association(s) AND dates you sent the notices:
Alder Judy Compton; March 15, 2010 - Glendale Neighborhood Association; March 15, 2010
 - NOTE: If the alder has granted a waiver to this requirement, please attach any such correspondence to this form.
- Pre-application Meeting with staff:** Prior to preparation of this application, the applicant is required to discuss the proposed development and review process with Zoning and Planning Division staff; note staff persons and date.
 - Planning Staff: Kevin Firchow Date: 4-1-10 Zoning Staff: Pat Anderson Date: 5-20-10
- Check here if this project will be receiving a public subsidy.** If so, indicate type in your Letter of Intent.

The signer attests that this form is accurately completed and all required materials are submitted:

Printed Name Neal VanLoo Date June 8, 2010

Signature  Relation to Property Owner Director of Engineering

Authorizing Signature of Property Owner  Date 8 June 10

Blain's **FARM & FLEET®**

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

June 8, 2010

City of Madison
Dept. of Planning & Community & Economic Development
P.O. Box 2985
215 Martin Luther King Jr. Blvd
Madison, WI 53701

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

To Whom It May Concern:

Blain's Farm & Fleet, a regional based retailer employing approximately 135 associates at this location, is proposing a remodel of its current facility and consisting of renovation of the front of the building and a building addition of approximately 18,000 square feet. A new vestibule entrance into the main building will also be added. The current area of the existing building is 92,000 square feet. After the addition and renovation, the area will increase to approximately 110,000 square feet.

Blain's Farm & Fleet is in the process of purchasing the old Drexel facility which will be demolished providing space for the addition along with additional parking. Parking for the store will increase from 205 existing parking stalls to 277 proposed parking stalls.

The current site that Blain's Farm & Fleet resides on is 5.86 acres. With the acquisition of the Drexel property (1.34 acres) the total property will be 7.20 acres.

Blain's Farm & Fleet is currently open 7 days a week with business hours as follows;

Monday – Friday	8:30AM to 9:00PM
Saturday	8:30AM to 8:00PM
Sunday	9:00AM to 6:00PM

Renovation plans are being developed by Blain's Farm & Fleet's in house architectural team with anticipated construction beginning fall of 2010 and an expected construction time line of 13 months. The plans for the 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 and will also include renovation of the service center and warehouse areas. 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.

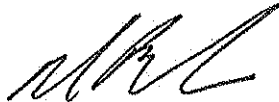
City of Madison
Dept. of Planning & Community & Economic Development
June 8, 2010
Page 2

Renovation plans also include a number of green initiatives. Towers will be added on the front of the building and will have glass around the top perimeter bringing natural light into the building. The roof will be converted to a white roof with additional insulation 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 exterior building signage will be lit with LED lights.

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 is being designed and developed by 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.

Sincerely,
Blain's Farm & Fleet



Neal P. VanLoo
Director of Engineering

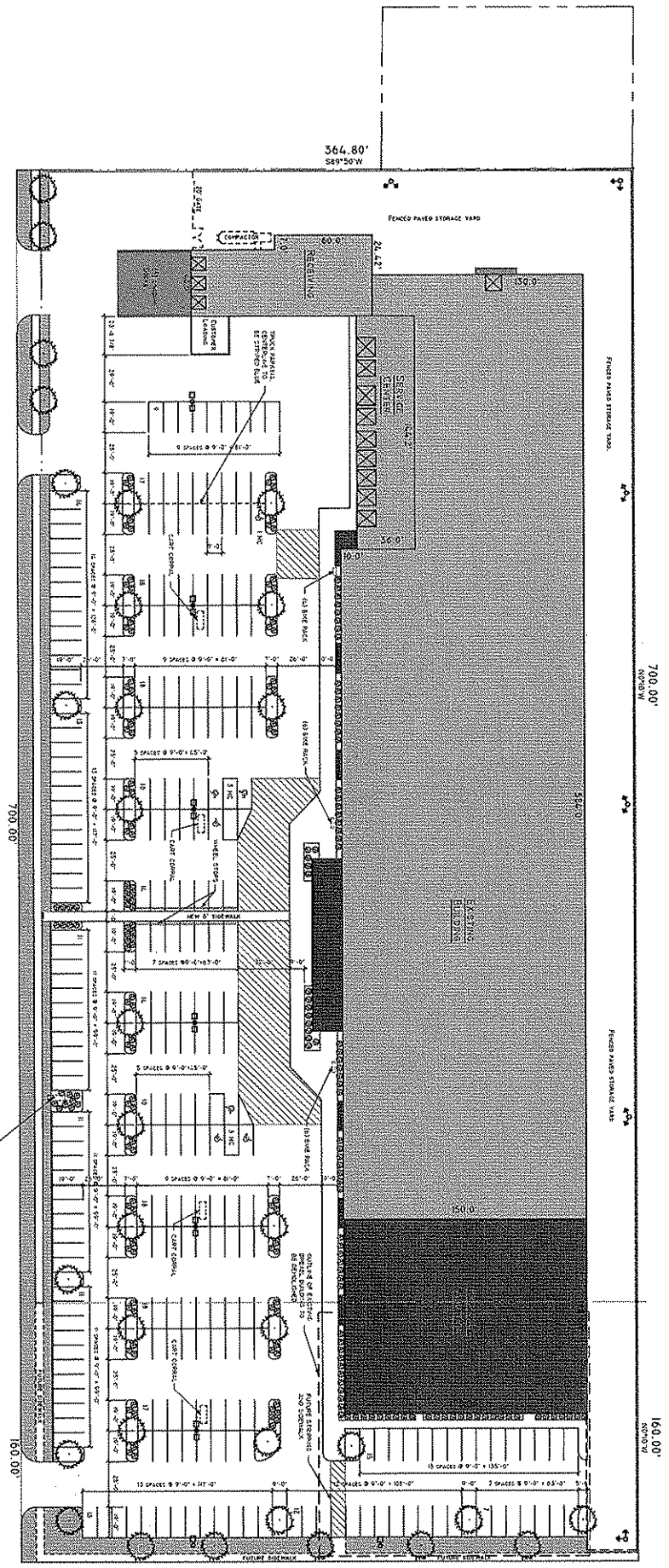
Blain's **FARM & FLEET®**

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

June 8, 2010

Development Schedule

June 2010 – July 2010	Receive approvals from City of Madison
July 2010 – September 2010	Final design and construction documents
September 2010	Demolition of existing Drexel building
September 2010	Bid project
October 2010	Footings, foundation and building construction for north addition
October 2010 – March 2011	Completion of north building addition
January 2011 – June 2011	Interior remodel of existing store
April 2011 – August 2011	Exterior remodel of existing building including the construction of the new entrance, entrance into the service center waiting room and installation of all new building signage.
June 2011 – August 2011	Site improvements including installation of new parking lot lighting, resurfacing parking lot along with the extension of the parking lot into the existing Drexel property and all site landscaping
September 2011	Project cleanup and completion



PARKING REQUIREMENTS

CITY OF HADSON REQUIREMENTS:
 1 STALL PER 300 SF OF GROSS FLOOR AREA
 EXISTING BUILDING: 92,818 SF
 PROPOSED BUILDING: 10,242 SF
 GROSS FLOOR AREA: 103,060 SF
 103,060 SF / 300 SF = 343 STALLS REQUIRED

PLAN SHOWS THE FOLLOWING:
 270 PARKING STALLS
 271 TOTAL PARKING STALLS
 (92 PARKING STALLS LESS THAN CITY OF HADSON REQUIREMENTS)

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PROJECT NAME: FARM & FLEET OF HADSON
 1000 W. 10th St., Suite 100
 HADSON, ND 58103

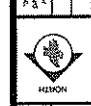
PROJECT TITLE: PROPOSED SITE PLAN

SCALE: 1" = 100'

Rev.	By	Date	Description
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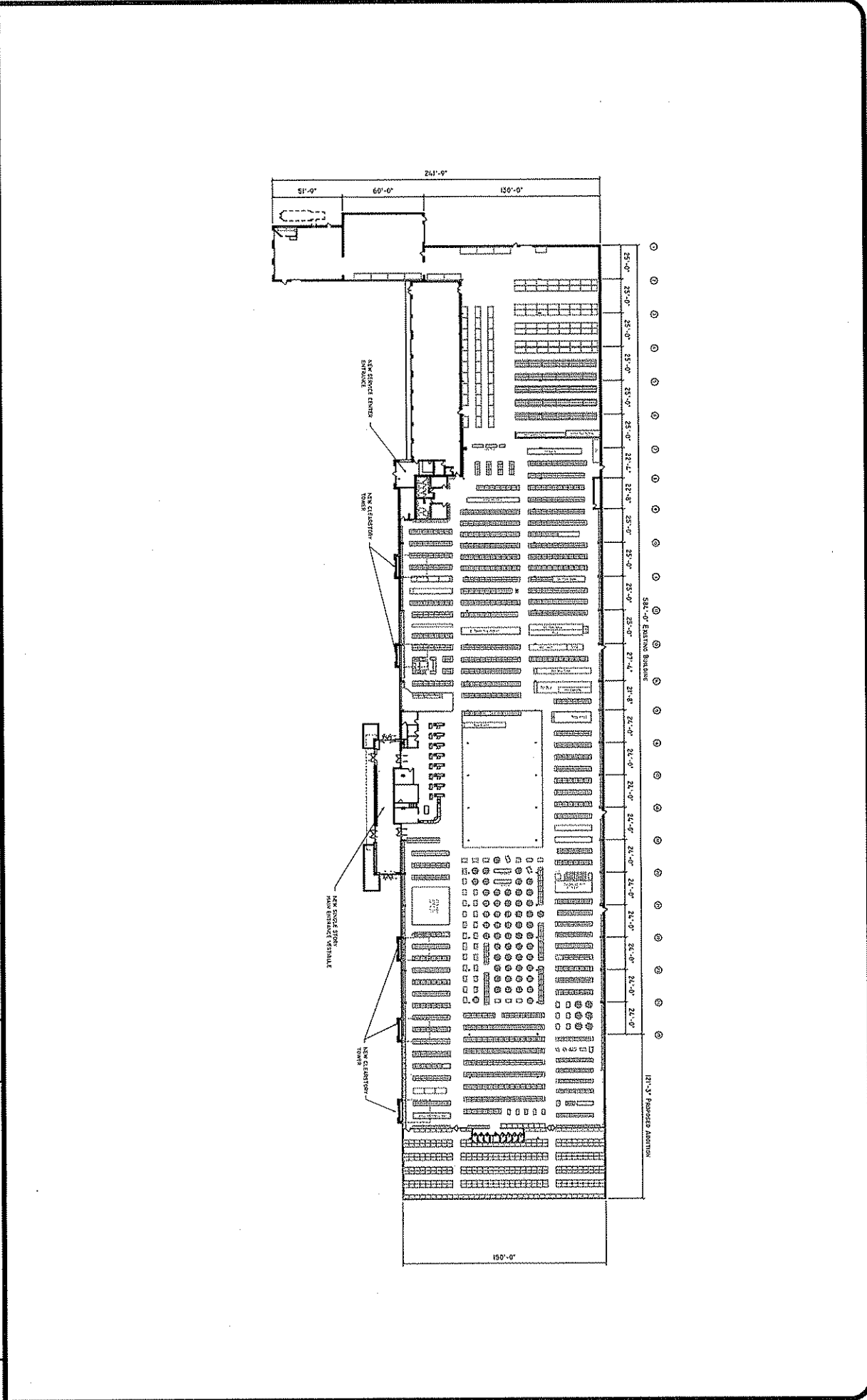
Blair's
FARM & FLEET
 1000 N. 10th St.
 Grand Forks, ND 58201
 701.775.1234

Scale: 1/8" = 1'-0"
 Drawing No: E18
 Project No: 1000

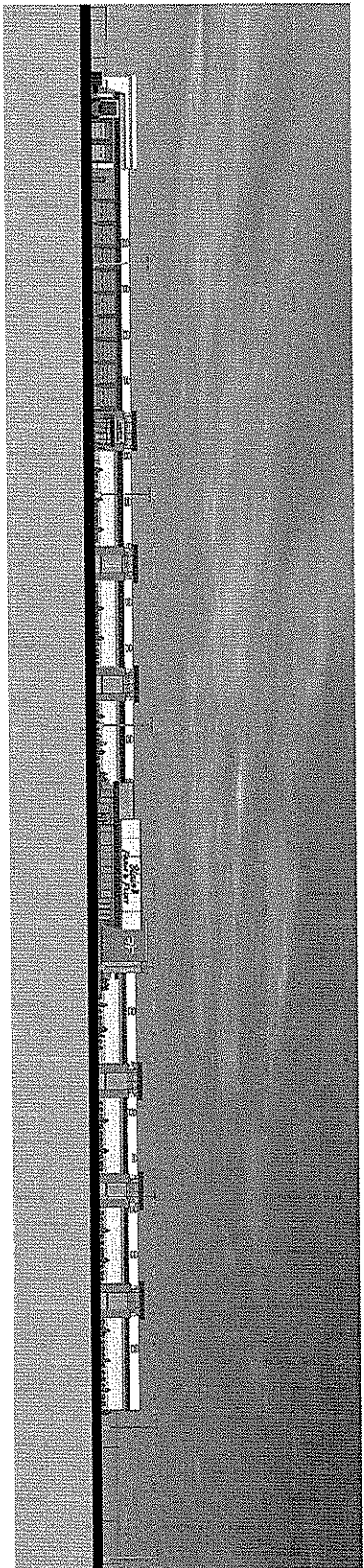


Project Name: **FARM & FLEET OF MADISON**
 2000 State Highway 100
 Madison, WI 53703
PROPOSED FLOOR PLAN

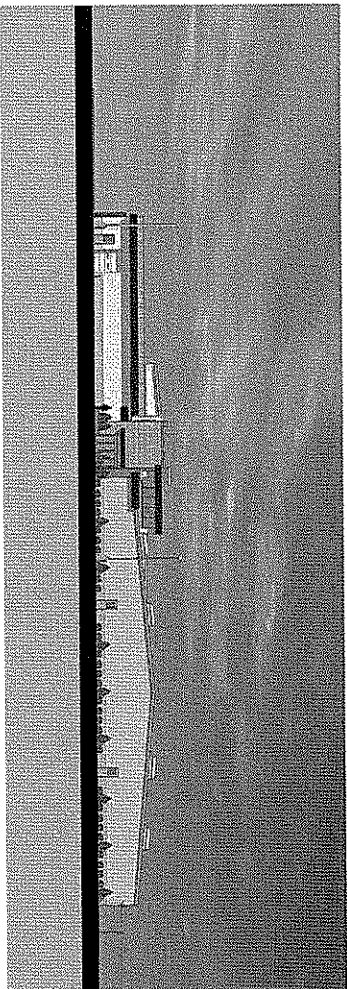
Version: **4.0**



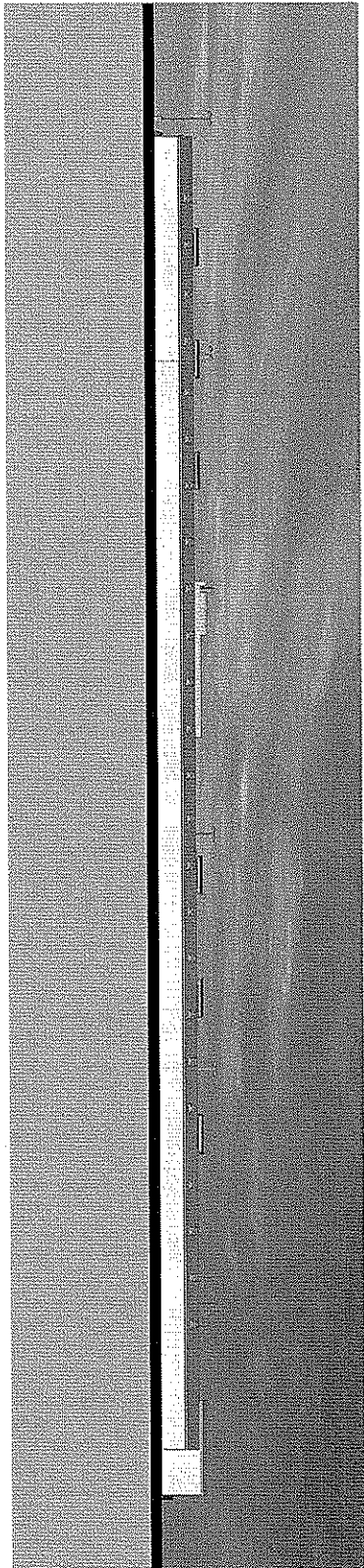
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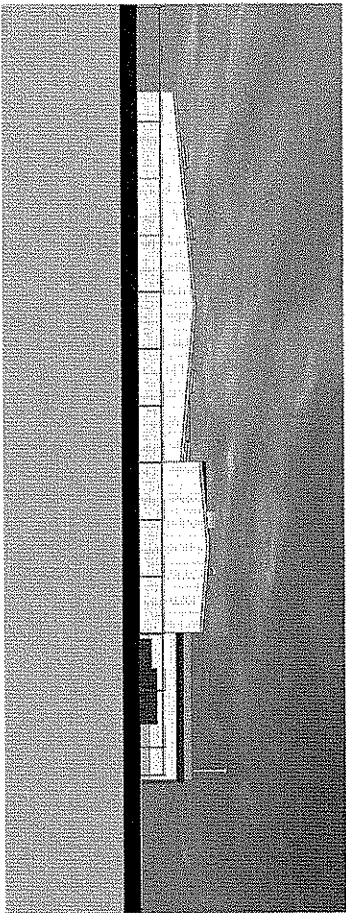
EAST ELEVATION
SCALE: 1"=30'



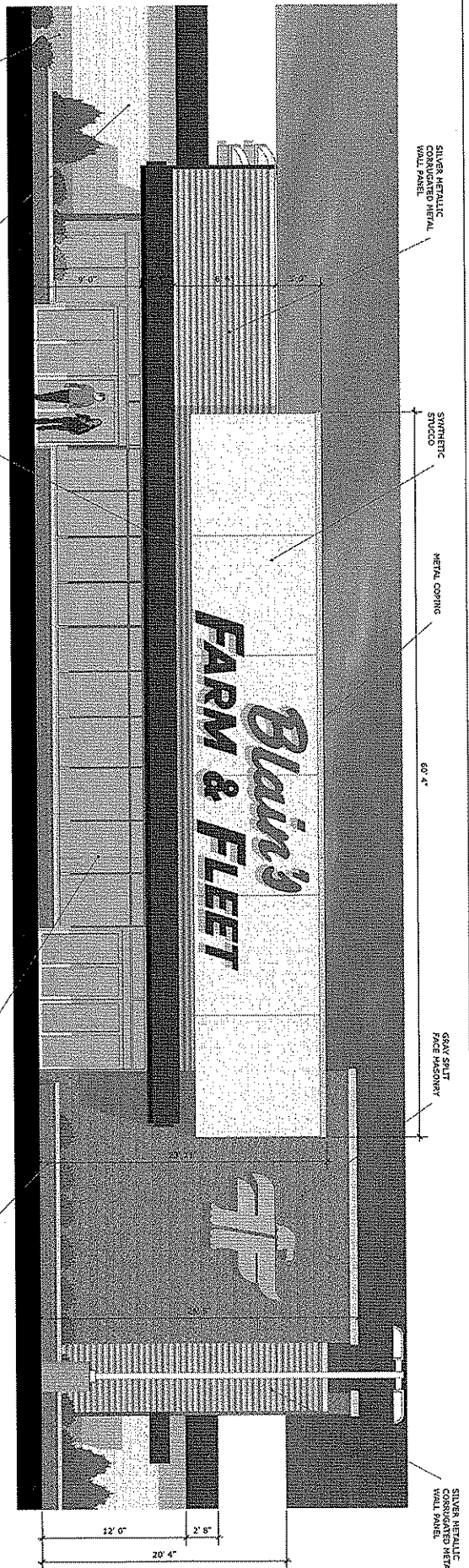
NORTH ELEVATION
SCALE: 1"=20'



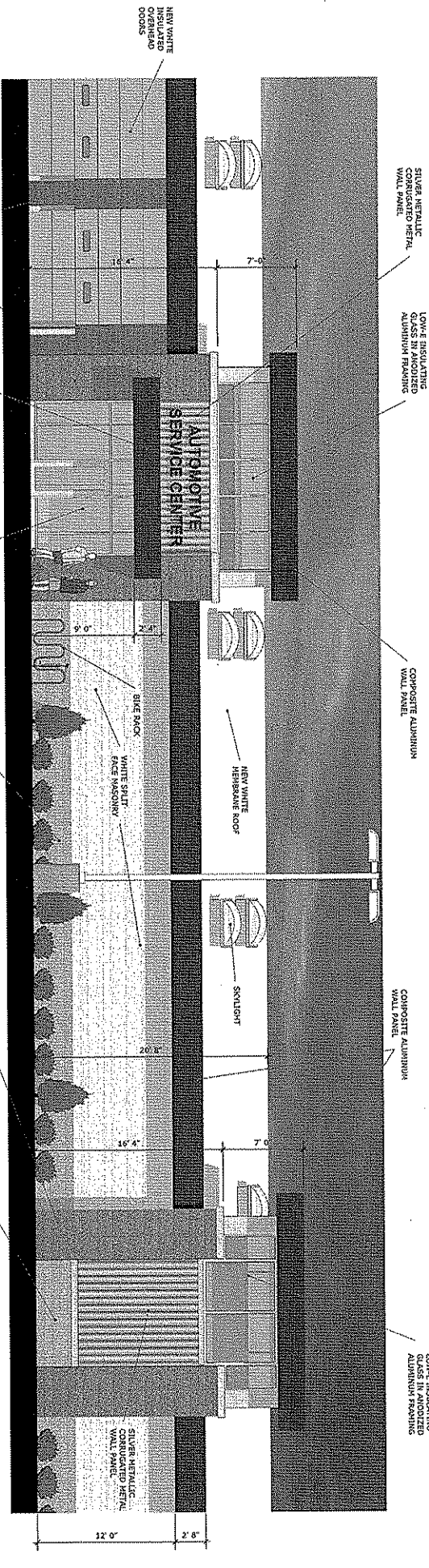
WEST ELEVATION
SCALE: 1"=30'



SOUTH ELEVATION
SCALE: 1"=20'



PARTIAL MAIN ENTRANCE ELEVATION
SCALE: 1/8" = 1'-0"

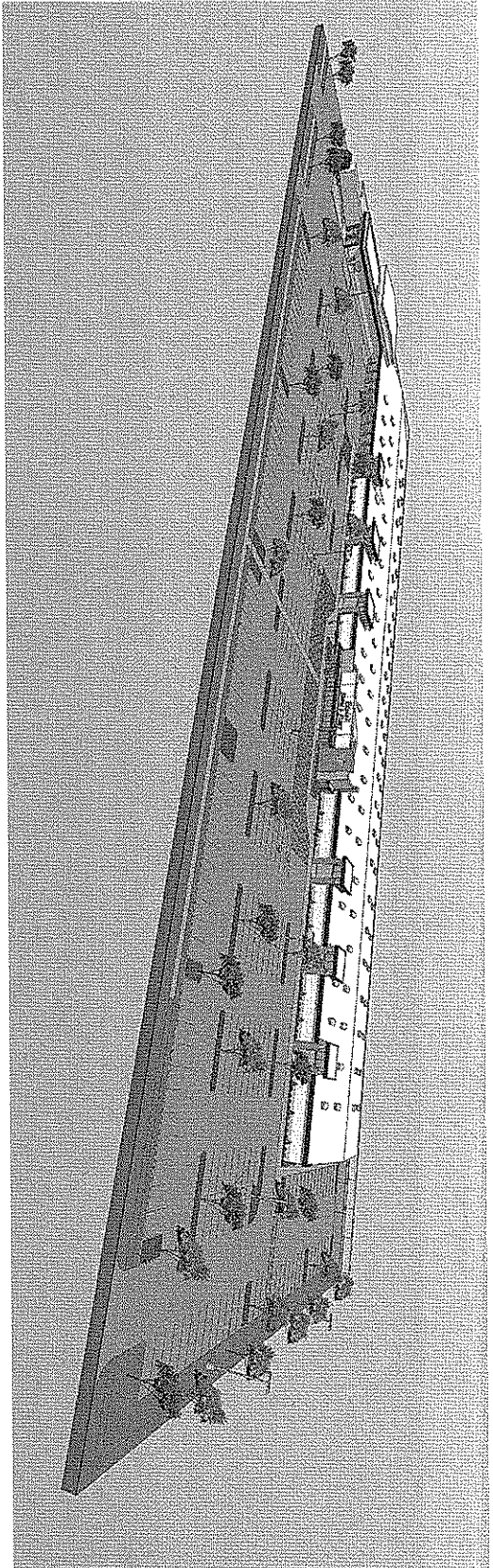


PARTIAL SERVICE CENTER ENTRANCE ELEVATION
SCALE: 1/8" = 1'-0"

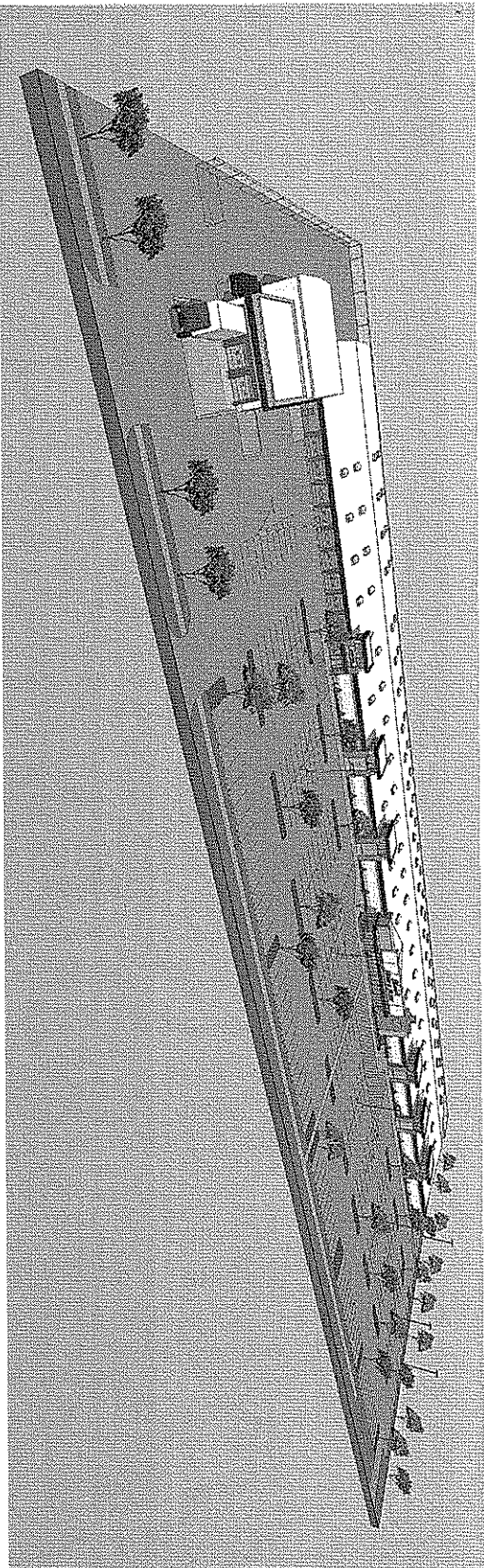
Farrin and Fleet of Madison

Blain's FARM & FLEET

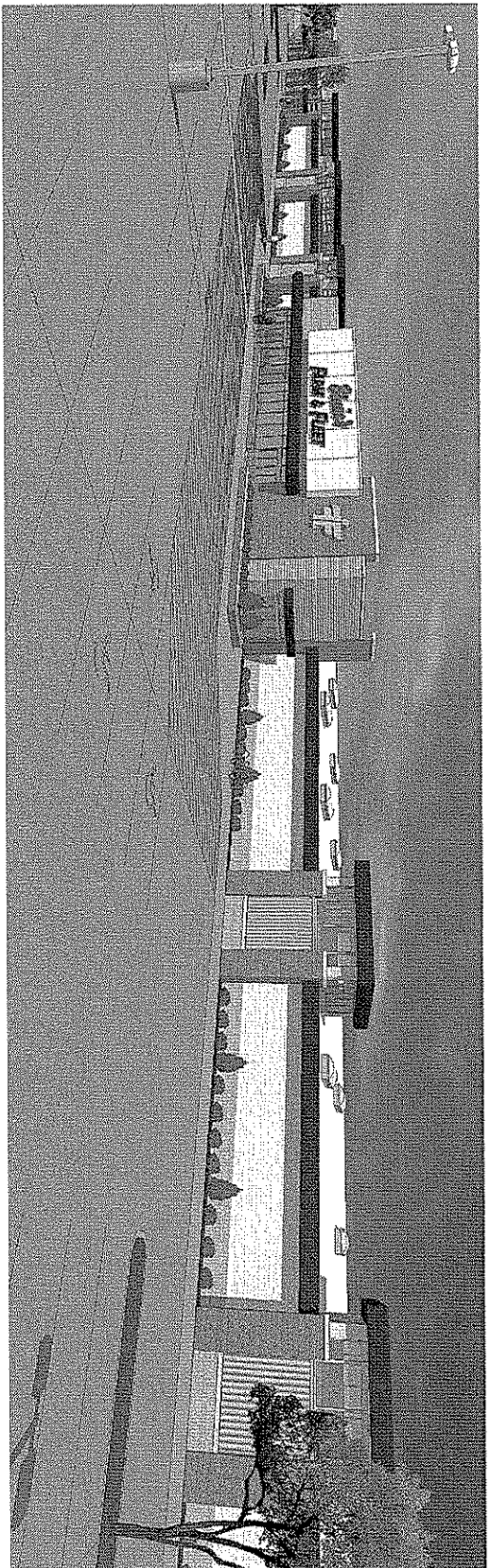
PRELIMINARY DESIGN ONLY



PERSPECTIVE A



PERSPECTIVE B



PERSPECTIVE C



PERSPECTIVE D



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

Compactor Noise Level Testing

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

On Friday, July 9, 2010, decibel levels of the compaction unit were taken at the Blain's Farm & Fleet store in Verona, WI. These levels were taken with a sound decibel meter furnished by Blain's Farm & Fleet. Test were performed by Neal VanLoo of Blain's Farm & Fleet and witnessed by Kevin Firchow with the City of Madison Planning Department.

The compactor that was tested has been in operation for approximately 2 years and is of the same size that is being proposed for the Blain's Farm & Fleet addition/renovation project located at 2202 South Stoughton Road, Madison, WI.

The compactor unit will be 221 feet east of the west property line which separates commercial property from residential property.

Cycle time for this unit is 49 seconds.

The readings recorded are as follows:

Standing perpendicular to the unit:

Distance from Unit	Constant Level	Peak Level (one second)
10 feet	68 decibels	70 decibels
40 feet	59 decibels	68 decibels
75 feet	51 decibels	65 decibels
100 feet	Under 50 decibels	57 decibels
130 feet	Under 50 decibels	58 decibels
150 feet	Under 50 decibels	57 decibels

Standing parallel to unit (this is how the unit would be positioned at the store):

Distance from Unit	Constant Level	Peak Level (one second)
10 feet	68 decibels	70 decibels
50 feet	55 decibels	62 decibels
100 feet	51 decibels	53 decibels
150 feet	Under 50 decibels	52 decibels
200 feet	Under 50 decibels	Under 50 decibels

Exterior of Existing Drexel Building



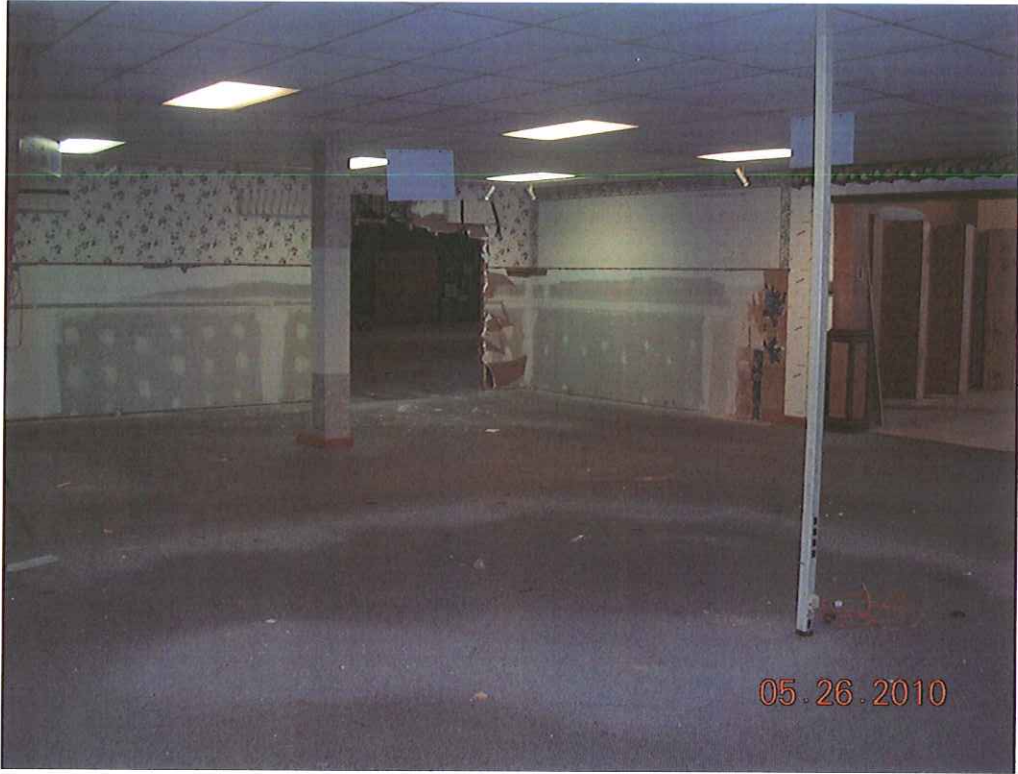


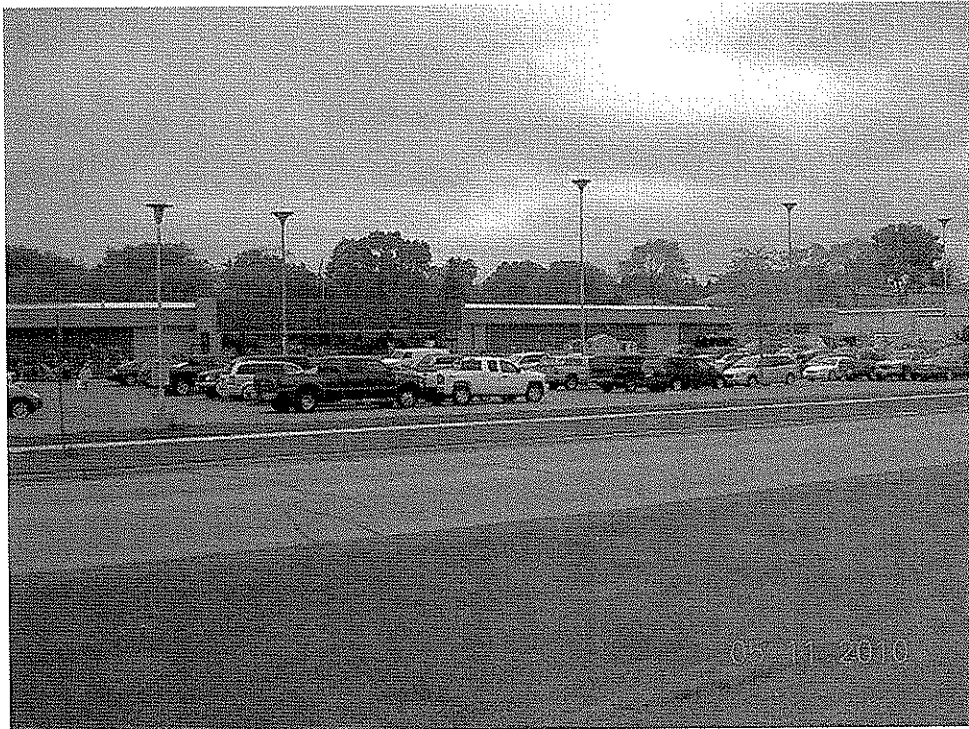


Interior of Existing Drexel Building

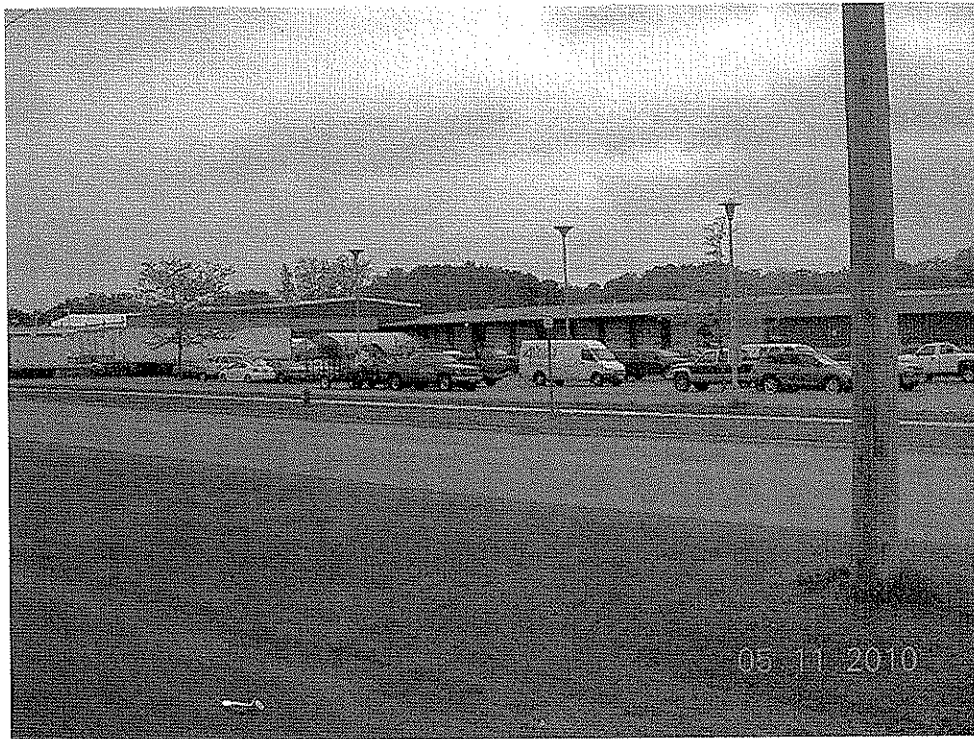








Farm and Fleet view looking from the South East



Farm and Fleet view looking from the North East



Farm and Fleet outdoor storage lot view looking to the North West



Farm and Fleet outdoor storage lot view looking to the South West



Drexel Furniture view looking from the South East



Drexel Furniture view looking from the South East

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CONTEXT PHOTOS
PROVIDED BY APPLICANT



Jenk's Service Center view looking to the North West

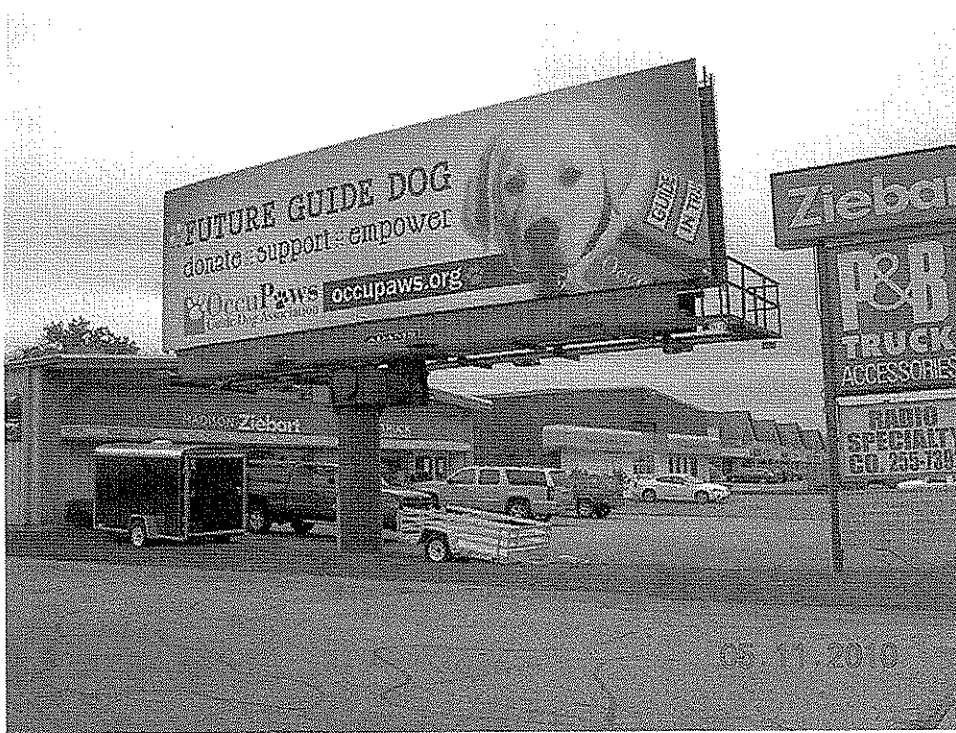


Jenk's Service Center view looking to the South West

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CONTEXT PHOTOS
PROVIDED BY APPLICANT



Ziebart View looking from the East



Ziebart view looking from the South East