

AGENDA # 13

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: April 9, 2008
TITLE: 3001 South Stoughton Road – New Construction, Commercial Building in Urban Design District No. 1. 16 th Ald. Dist. (09458)	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: Alan J. Martin, Secretary	ADOPTED: POF:
DATED: April 9, 2008	ID NUMBER:

Members present were: Bruce Woods, Marsha Rummel, Todd Barnett, Richard Slayton, John Harrington, Bonnie Cosgrove, Richard Wagner and Jay Ferm.

SUMMARY:

At its meeting of April 9, 2008, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** for new construction located at 3001 South Stoughton Road. Appearing on behalf of the project was Jerry Bourquin. Prior to the presentation staff noted that the project was delayed in the scheduling of the Urban Design Commission’s review due to issues with its consistency with the Stoughton Road Revitalization Plan and goals. Subsequently, the applicant has met with Rebecca Cnare, Urban Design Planner and staff persons to the plan, as well as the area’s Ald. Judy Compton to modify the plan as previously proposed in order to consider the recommendations of the plan. The project provides for the development of a commercial/retail strip center adjacent to the Madison Turners site on a separate lot. According to Bourquin the plans have been revised to feature corner elements on the building’s architecture and a two-story in height structure consistent with the plan. Bourquin provided a detailed review of building elevations in the site plan. Following the presentation the Commission noted the following:

- Need to see more context with adjoining lots and existing development.
- Bring stormwater plan to provide a stormwater management plan emphasizing the use of porous pavement.
- Easement/stormwater issues, as well as the existence of wetlands on the property.
- Another strip mall, attractive in the area that doesn’t need a new one.
- Parking pavement in the rear could be more efficiently designed to reduce pavement using a “saw-tooth” design. Move employee parking to the back side, eliminate parking in front and provide green edge in front of the building.
- Consider a pair of buildings parallel with a loading zone between them and hidden.
- Comfortable with back side being more industrial, use handsome brick panel to wrap building as an alternate to EIFS.
- Look at banking parking stalls for future use, diminish number of stalls.
- Combine grouping of three contiguous stalls to create larger tree islands.
- Look at shared parking with the adjacent Turners, plus providing more information on how the proposed development works in conjunction with the adjacent Turners facility.

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 4 and 5.

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	-	-	-	-	-	-	-	4
	5	5	-	-	-	5	-	5

General Comments:

- Provide context map, info about wetlands, info about how project fits proposed Stoughton Road plan. Address street and parking lot/landscaping.
- Look at ways to minimize pavement at rear; metal skin entire building?
- Wetland setback may impact development – research requirements.