**AGENDA #7**

City of Madison, Wisconsin

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| REPORT OF: URBAN DESIGN COMMISSION | **PRESENTED:** June 16, 2010 |
| TITLE: 2202 South Stoughton Road – Expansion of Retail Building in Excess of 40,000 Square Feet, Farm & Fleet. 16th Ald. Dist. (18485) | **REFERRED:**<br>**REREFERRED:**<br>**REPORTED BACK:** |
| AUTHOR: Alan J. Martin, Secretary | **ADOPTED:** **POF:** |
| DATED: June 16, 2010 | **ID NUMBER:** |

Members present were: Marsha Rummel, Dawn O'Kroley, Todd Barnett, Bruce Woods, Richard Slayton, Ron Luskin, R. Richard Wagner, Mark Smith and Jay Ferm.

**SUMMARY:**

At its meeting of June 16, 2010, the Urban Design Commission **GRANTED INITIAL APPROVAL** of the expansion of a retail building in excess of 40,000 square feet located at 2202 South Stoughton Road. Appearing on behalf of the project were Neal Vanlo, David Wynn, Jim Kleckner and George Steil. Staff noted that the Commission that Ald. Compton supports this project but noted concern with noise and screening from the dumpster area and its effects on adjacent residences to the west. Vanlo and Wynn presented revised details of the parking lot layout. Landscaping islands have been added every 12 parking stalls, which reduced the parking from 293 to 277. Insulation will be added in the 3-inch grooves of the existing metal roof before the new roof is applied, per Commissioner comments. A canopy has been added to the service center entrance, tying it into the overall design. A sidewalk has been added from the public sidewalk on the frontage road to the front entrance of the store and will be 6-feet wide as the City requires. The dumpster will now be replaced with a fully contained compactor system. Bike racks will be placed at the main front entry as well as in front of the service center. A minimum of four cart stalls will be placed at light posts. Curb cuts have been moved to reroute the flow of traffic and to make it more accessible for the Fire Department. Signage will be returning to the Commission for Comprehensive Design Review because a logo element's size exceeds code by more than 25%. Channel letters with internally lit LED will be used. Parking lot lighting will be redone to meet code. He presented samples of the EIFS being used behind the main entry. Comments by the Commission were as follows:

- Looking at the top elevation, all the canopies should be the same color blue.
- There is a tremendous amount of materials and vehicles shown in the back on the aerial photo. Wanted to know if there is something (structural) preventing you from planting landscaping back there.
- I find this pretty attractive for a big box store.
- Happy to see the insulation on the roof.
- You've done a thoughtful job on the building materials and massing. Seems like you could do something a bit more powerful with grasses to contrast the building architecture.
- Retail skylights are a really good application.
- Glad to see you guys doing this.
- Really nice project, really happy with what you guys are doing.
- I don't see the fundamental issues for pedestrian control being addressed.

- Is there a way to designate an area for larger truck parking so they don't block the views of the parking stalls closer to the front entrance?
    - It was stated that the larger Farm & Fleet stores do have designated areas for truck parking. It's possible here, although this parking lot is much smaller.
- In terms of where the bike parking should go, look at one of the ends and definitely in front of the entrance. Plan for a pedestrian connection to the neighborhood; if and when plans for a future pedestrian walk are formalized along the lot line and adjacent to the location of proposed tree plantings.
- The arbor vitae should be replaced with shorter shrubs so they don't block views adjacent to drives.
- Replace crabapple trees with major trees or shrubs. The crabapples will block views to the front of the store and will be in the way when customers are getting in and out of their cars.
- Add some more canopy trees at terrace and street to block the view of the loading dock from Stoughton Road.

A summary report by Kevin Firchow, Planner I was distributed to the Commission relative to compliance with the ordinance requirements for "Large Retail Developments." Staff noted that although not fully compliant in all aspects, site and other physical limitations associated with the upgrading, renovation and addition to an existing retail outlet with an "infill" context underlie the few deficient areas which are not fully addressed with the proposal. In discussion by the Commission there was consensus on this assessment.

**ACTION:**

On a motion by Barnett, seconded by Ferm, the Urban Design Commission **GRANTED INITIAL APPROVAL.** The motion was passed on a unanimous vote of (8-0). The motion noted that the project has reasonably addressed the ordinance standards and requirements for Large Retail Development, although not fully compliant based on limitations have addressed many issues. The motion provided for address of the following:

- Look at the tree selection at the front property line to address the above comments, especially crabapples; look at a major canopy tree or shrubs.
- Add two canopy trees near the loading dock.
- Look at striping at the north end for a pedestrian walk across the drive aisle and future pedestrian walkway to the neighborhood.
- Stripe the front entry area to clearly mark pedestrian activity on the building's main entry.
- Relocate existing trees (if necessary) to save them.
- Introduction of a blue canopy on the north end of the front entry.
- Look at two options for EIFS – standard finish and fine finish.
- Six bike parking stalls convenient to the front entrance with 2-4 at the service center. Consider stalls for bikes with trailers that will be parked there.
- Designate car/truck trailer parking in the southern most stalls as can be worked out.
- Place the cart corrals on the drawings so we can see where they are.
- Please provide a dimensioned site plan that shows parking aisles and landscaping.

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, 6, 6, 6, 6 and 6.

**URBAN DESIGN COMMISSION PROJECT RATING FOR:** 2202 South Stoughton Road

| | Site Plan | Architecture | Landscape Plan | Site Amenities, Lighting, Etc. | Signs | Circulation (Pedestrian, Vehicular) | Urban Context | Overall Rating |
|---|---|---|---|---|---|---|---|---|
| Member Ratings | - | - | - | - | - | - | - | 6 |
| | 6 | 6.5 | 5 | 6 | 6 | 5 | 6 | 6 |
| | 6 | 6 | 6 | 6 | - | 6 | 6 | 6 |
| | - | 5 | 5 | - | - | - | - | 5 |
| | - | - | - | - | - | - | - | 6 |
| | 6 | 7 | 5 | 5 | 5 | 6 | 6 | 6 |
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General Comments:

- Very nice for a big box.
- Positive improvements for building aesthetics and parking lot. Meets spirit of large retail ordinance given existing conditions.
- Nice re-work of existing building.

**AGENDA # 2**

City of Madison, Wisconsin

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| REPORT OF: URBAN DESIGN COMMISSION | **PRESENTED:** June 30, 2010 |
| TITLE: 2202 South Stoughton Road – Expansion of Retail Building in Excess of 40,000 Square Feet, Farm & Fleet. 16th Ald. Dist. (18485) | **REFERRED:**<br>**REREFERRED:**<br>**REPORTED BACK:** |
| AUTHOR: Alan J. Martin, Secretary | **ADOPTED:** **POF:** |
| DATED: June 30, 2010 | **ID NUMBER:** |

Members present were: Marsha Rummel, Mark Smith, Dawn O'Kroley, Todd Barnett, Bruce Woods and Richard Slayton.

**SUMMARY:**

At its meeting of June 30, 2010, the Urban Design Commission **GRANTED FINAL APPROVAL** of a retail expansion in excess of 40,000 square feet located at 2202 South Stoughton Road for Farm & Fleet. Appearing on behalf of the project were Neal Van Loo, representing Farm & Fleet of Madison; and David Wynn and Kathy Dustin, representing the Glendale Neighborhood Association. Van Loo presented revised details, pointing out where new bike racks have been placed on the north and south sides of the vestibule (with a capacity of six bicycles each), as well as by the service center entrance (with a capacity of four bicycles). The designated pedestrian crosswalk area has been cross-hatched. Wheel stops have been placed in parking spots adjacent to the 6-foot walkway from the sidewalk to the building to prevent vehicle encroachment. Four cart corrals have been placed in the lot by the light poles. A crosswalk has been added to a future sidewalk. The crabapple trees on the previous landscape plan have been replaced with lower shrub plantings. Additional grasses have been added to the foundation plantings. Certain areas of the parking lot have been designated for trucks and trailers, or vehicles pulling trailers, utilizing a separate color for the centerline for identification. The front sidewalk has been increased to 6-feet to meet City code, as well as increasing the sidewalk across the entire front of the building from 8 to 10-feet. The canopy on the north end has been changed from silver metallic corrugated metal to blue to match the blue band across the front. Several samples of EIFS were presented to confirm preferred finish, fine versus standard.

**ACTION:**

On a motion by Barnett, seconded by Rummel, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (5-0). The motion provided for the following:

- The use of the "sand fine" EIFS.
- The drive aisle adjacent to Stoughton Road be changed from 26' to 24', with the additional 2-feet distributed equally to the landscape islands to go from 7-feet to 9-feet.

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, 6, 6, 6 and 6.

**URBAN DESIGN COMMISSION PROJECT RATING FOR:** 2202 South Stoughton Road

| | Site Plan | Architecture | Landscape Plan | Site Amenities, Lighting, Etc. | Signs | Circulation (Pedestrian, Vehicular) | Urban Context | Overall Rating |
|---|---|---|---|---|---|---|---|---|
| Member Ratings | - | - | - | - | - | - | - | 6 |
| | 5 | 6 | 5 | 6 | 6 | 5 | 6 | 6 |
| | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 |
| | 5 | 5 | 5 | - | - | - | - | 5 |
| | 6 | 6 | 6 | 6 | - | 6 | 6 | 6 |
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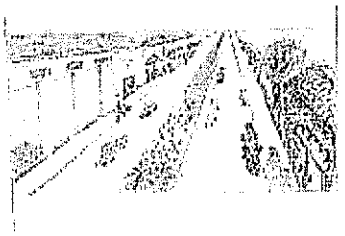
General Comments:

- Package – signage and building expansion is attractive.
- Attractive for a big box.
- Good "infill" project.



# Stoughton Road Revitalization Project

March 18, 2010

Neal Van Loo
Director of Engineering
Blain Supply, Inc.
3507 East Racine Street, PO Box 391
Janesville, WI 53547-0391

Dear Neal,

On behalf of the Stoughton Road Revitalization Project (SRRP), I'd like to thank you, Dave Wynn and Jim Kleckner for your presentation on March 15th detailing the renovation plan.

Our project committee is pleased with the renovation proposed and agrees that these enhancements will help Blain's Farm & Fleet present a truly inviting and appealing appearance to Stoughton Road. We are also pleased to hear that there is a willingness to work landscape and pedestrian aspects into this project. We hope that you will seriously consider including 1) the walkway / sidewalk from the frontage road and 2) walkway / sidewalk from Hobs Road (back entrance) to the main entrance. We also understand and appreciate the parking lot slot requirements and hope the landscaping along the front road will include trees and green space to decrease the visual impact of the parking lot in relation to the building.

Again, thank you for your time and efforts in providing this presentation and sincerely appreciate your willingness to consider our committee's comments.

Sincerely,

Sandie Custer

Sandie Custer
Business Liaison
Stoughton Road Revitalization Project

Cc: Brad Murphy, City of Madison Planning and Community & Economic Development, Room LL 100 Madison Municipal Building Madison, WI 53703

Department of Planning & Community & Economic Development
Planning/Neighborhood Preservation & Inspection/Economic & Community Development
Mark A. Olinger, Director

Bradley J. Murphy
Planning Division
215 Martin Luther King, Jr. Boulevard
P.O. Box 2985
Madison, WI 53701-2985
(608) 266-4635

**REVIEW REQUEST FOR:**

___ PRELIMINARY PLAT
___ FINAL PLAT
___ LOT DIVISION/CSM
X CONDITIONAL USE
X DEMOLITION
___ REZONING
___ INCLUSIONARY ZONING
___ OTHER

2202 South Stoughton Road
Demolish Furniture Store and Renovate and Expand Farm and Fleet (large format retail)
Farm & Fleet of Madison, Inc./Neal VanLoo - Farm & Fleet of Madison, Inc.

**PLANNING DIVISION CONTACT:** Kevin Firchow
**RETURN COMMENTS BY:** 15 July 2010
**PLEASE ALSO EMAIL OR FAX ANY COMMENTS TO THE APPLICANT:**
Applicant E-mail: nvanloo@blainsupply.com Fax: 754-3614
Date Submitted: 09 June 2010 Plan Commission: 26 July 2010
Date Circulated: 14 June 2010 Common Council: ____

**CIRCULATED TO:**

___ ZONING
___ FIRE DEPARTMENT
___ PARKS DIVISION
___ TRAFFIC ENG.
___ CITY ENG. - DAILEY
___ CITY ENG. - MAPPING & ENV.
___ WATER UTILITY
___ CDBG - CONSTANS
___ REAL ESTATE - EKOLA

___ DISABILITY RIGHTS
___ POLICE DEPT. - CHANDLER
___ CITY ASSESSOR –M. RICHARDS
___ MADISON METRO - SOBOTA
___ MMSD BOARD, C/O SUPT.
___ PUBLIC HEALTH - SCHLENKER
X Glendale NEIGHBORHOOD ORGANIZATION

___ ALD. ____ DIST. ____
___ MADISON GAS & ELECTRIC
___ ALLIANT ENERGY
___ A T & T
___ T D S
___ MT. VERNON TELE
___ ____
___ ____

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JUL 2010
City of Madison
Planning Division

___ Review the above as per time schedule set in Chapter 16.23(5)(b)2; 16.23(5)(3)3; or Chapter 28, City of Madison Ordinance; OR your agency's comments cannot be considered prior to action.

___ One copy for your files; one copy for file of appropriate telephone company; PLEASE RETURN one copy with joint comments.

___ The above is located in your district. A copy is on file in the Planning Division Office for review. If you have any questions or comments, contact our office at 266-4635.

___ The above is located within or near the limits of your neighborhood organization. A copy is on file in the Planning Division Office for review. If you have any questions or comments, contact our office at 266-4635.

**RETURN COMMENTS TO: PLANNING DIVISION, DEPT. OF PLANNING & COMMUNITY & ECONOMIC DEVELOPMENT, ROOM LL100 MMB, 215 MARTIN LUTHER KING JR. BLVD.**

*NO COMMENTS / YOUR COMMENTS:*

The proposed improvements will enhance the aesthetics of Farm+Fleet's regional store.
The Glendale Neighborhood Association continues to recommend further evaluation of traffic issues at the Pflaum Rd/Stoughton Rd intersection.
The volume of local pedestrian, bicycle and vehicular traffic has increased substantially especially when school is in session. The configuration of the frontage road to the highway and Pflaum Rd along with the businesses located in the vicinity contribute to the oversaturation of vehicles and activity in a small space. Stoughton Road has a high number of vehicles during peak usage times that must idle too long creating congestion.

8

Kathy Dustin ph. 669-1510
President - Glendale Neighborhood Association