

AGENDA # 11

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: May 19, 2010
TITLE: 2202 South Stoughton Road – Expansion of Retail Building in Excess of 40,000 Square Feet, Farm & Fleet. 16 th Ald. Dist. (18485)	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: Alan J. Martin, Secretary	ADOPTED: POF:
DATED: May 19, 2010	ID NUMBER:

Members present were: Richard Slayton, Todd Barnett, Mark Smith, Bruce Woods and Richard Wagner.

SUMMARY:

At its meeting of May 19, 2010, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** of a retail expansion located at 2202 South Stoughton Road. Appearing on behalf of the project were Robert Blalo, Neal Vanloo, David Wynn, George Steil and Jim Kleckner, all representing Farm & Fleet. Vanloo stated the plans to demolish the Drexel building and incorporate that site into the current Farm & Fleet site, adding approximately 18,000 square feet, including a complete renovation of the front with new materials, relocating the front end, redoing the parking lot, outdoor lighting and completely renovating the entire front of the building. The building materials are split face masonry in three different tones. EIFS would be used behind the sign that features the use of individual channel letters internally illuminated with LED lights. Glass towers would be incorporated into the building to allow light in. A white roof will be used with skylights to allow natural light into the building, thus reducing energy costs. A lot of landscaping will be used along the front to break up the lines, as well as in the parking lot islands. Access to the property would remain on the truck loading areas, the Drexel opening, as well as the two existing openings that would remain in place. Comments from the Commission were as follows:

- Why can't you just connect to the Drexel building, why does it have to be demolished? Vanloo stated they would recycle as much of the materials as possible.
- It is definitely an easily recyclable building.
- You will need a lot more landscaping in the parking lot. Unfortunately that will mean a loss of quite a bit of parking.
- Like new tower element running down the façade. Try to pull some of the tower element features into the entry and make tower elements taller to update the look.
- Consider windows on upper elevations every 20 feet.
- As far as big boxes go the Verona store is fairly attractive.
- I think the entry is fine.
- Applaud the effort of the white roof but look at detailing of insulation.
- Put canopy at service entrance in smaller scale or below galvanized metal band.
- Look at metal panel system on the new block.
- Look at something more interesting to do with the garage doors to make them less utilitarian.

- Move drive towards building to create more parking at the street.

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 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	4	5	-	-	-	4	-	4
	-	-	-	-	-	-	-	6

General Comments:

- Study parking layout for safer circulation and additional efficiency and more planting islands.
- Focus on parking! Canopy at service entry door.