

AGENDA # 1

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: March 21, 2007
TITLE: 1518 North Stoughton Road, Display Area to an Existing Automobile Dealership in Urban Design District No. 5. 17 th Ald. Dist. (02514)	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: Alan J. Martin, Secretary	ADOPTED: POF:
DATED: March 21, 2007	ID NUMBER:

Members present were: Paul Wagner, Chair; Ald. Noel Radomski, Lou Host-Jablonski, Todd Barnett, Bruce Woods, Lisa Geer and Michael Barrett.

SUMMARY:

At its meeting of March 21, 2007, the Urban Design Commission **REFERRED** consideration of a display area to an existing automobile dealership in Urban Design District No. 5 located at 1518 North Stoughton Road. Appearing on behalf of the project were Brian Reddeman and Jeff Riegert. Prior to the presentation staff noted to the Commission that their previous consideration of an automobile dealership and display area on this parcel and adjoining parcel to the north in December of 2005 had been altered due to ownership issues with that portion of the site dedicated to the display of automobiles for sale. Following an informational presentation in December 2005, the applicant was unable to obtain ownership interest in display area parcel (1518 North Stoughton Road); therefore couldn't utilize it for the development of the dealership at that time. Based on this parcel being removed from consideration as part of the development of an automobile dealership, further consideration by the Commission of the development proposal was not necessary since that parcel was the only parcel of the two adjacent parcels that was within Urban Design District No. 5. Subsequently, the applicant proceeded with the demolition of a former restaurant building on the adjacent parcel to the north in order to construct the first phase of the automobile dealership, including showroom and repair facilities as part of a demolition requiring only Plan Commission approval, since it did not include the adjoining parcel which was within the Urban Design District. The applicant has now obtained control over the parcel at 1518 North Stoughton Road (which is within the Urban Design District) and now seeks to develop it as an automobile display area in conjunction with the existing dealership facility. The development of this parcel in combination with that of the adjoining already developed dealership parcel provides that both parcels are now subject to the provisions of Urban Design District No. 5; where only the new proposed development on the automobile display lot is currently under consideration. Jeff Riegert, owner of the property provided additional information in the form of a letter of intent explaining the phased development and the ownership issues associated with his control and redevelopment of both adjoining parcels. He noted that as part of his presentation on the plans for the automobile display area the plans were developed with the intention to address all applicable concerns stated relevant to the parcel during the Urban Design Commission's previous consideration in December of 2005. Following the presentation, the Commission noted the following:

- There is no landscape worksheet accompanying the landscape plan, nor is the plan stamped by a registered landscape architect.
- There are no fixture cutsheets provided with the lighting and photometric plan as required.

- The plans address the usual requirement for a tree island for every 12-15 parking stalls, especially the display area, which features a mass of uninterrupted stalls.
- Provide for alternatives on site infiltration.

ACTION:

On a motion by Woods, seconded by Geer, the Urban Design Commission **REFERRED** consideration of this item. The motion was passed on a unanimous vote of (7-0). The motion to refer required address of the above stated concerns and the following:

- Provide a landscape worksheet including a planting schedule including numbers and sizes of plantings to be stamped by a registered landscape architect.
- Provide cut sheets with the lighting and photometric plan.
- Need to provide more shade trees instead of evergreens to meet landscape point requirements.
- Add more tree islands down the center of the double loaded automobile display area adjacent to the Stoughton Road frontage and other alternative areas.
- Convert an equivalent of two parking stalls for additional tree islands with landscaping.
- Landscape points shall exceed 2-3 times the minimum requirement of the Zoning Ordinance.

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 3, 5, 5, 5, 5.5 and 6.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 1518 North Stoughton Road

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
Member Ratings	3	-	4	-	-	4	3	3
	5	-	6	-	-	6	5	5
	-	-	-	-	-	-	-	6
	6	-	5	6	-	5	6	5.5
	5	-	5	-	-	-	-	5
	4	-	5	-	-	5	5	5

General Comments:

- Too bad it is yet another surface lot on a prominent corner.
- Add landscaping island(s) in long vehicle display area.
- Need more landscaping, and clear info on lighting.
- No landscape worksheet submitted. Probably not enough shade trees to meet requirements. Insert more islands within parking lot.