

## AGENDA # 6

City of Madison, Wisconsin

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REPORT OF: URBAN DESIGN COMMISSION	<b>PRESENTED:</b> August 13, 2008
TITLE: 3001 South Stoughton Road - New Construction for a Commercial Building in Urban Design District No. 1. 16th Ald. Dist. (09860)	<b>REFERRED:</b> <b>REREFERRED:</b> <b>REPORTED BACK:</b>
AUTHOR: William A. Fruhling, Acting Secretary	<b>ADOPTED:</b> <b>POF:</b>
DATED: August 13, 2008	<b>ID NUMBER:</b>

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Members present were: Lou Host-Jablonski, Chair; Jay Ferm, Todd Barnett, Richard Slayton, Bruce Woods, Ald. Marsha Rummel, John Harrington and Ron Luskin.

### **SUMMARY:**

At its meeting of August 13, 2008, the Urban Design Commission **GRANTED FINAL APPROVAL** of a new commercial building located at 3001 South Stoughton Road, in Urban Design District No. 4. Appearing on behalf of the project was Jerry Bourquin, who stated that the design has changed to reflect the industrial/technology character of the area. He stated that the design emphasizes the 2-story element at the corner, eliminates all EIFS, addresses all sides of the building, and adds some landscaping. The Commission discussed having less regular spacing of the trees by the trash enclosure and the importance of detailing the metal panels or hardiplank used on the upper horizontal band. Ald. Compton stated that she supports the project pursuant to UDC comments.

### **ACTION:**

On a motion by Barnett, seconded by Slayton, the Urban Design Commission **GRANTED FINAL APPROVAL** of a new commercial building located at 3001 South Stoughton Road, in Urban Design District No. 4, with the following conditions:

1. Staff approval of three additional trees near the trash enclosure and less regular spacing for all of the trees in this area.
2. Staff approval of the detailing of either the metal panels or hardiplank (either is OK) on the top horizontal band.

The motion passed on a vote of (7-1) with Ferm voting no.

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, 5, 6, 6 and 6.5.

**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
<b>Member Ratings</b>	6	7	6	-	-	6	-	6
	4	5	4	-	-	5	4	4
	5	6	5	-	-	6	5	5
	-	-	-	-	-	-	-	6.5
	-	-	-	-	-	-	-	6

General Comments:

- Building is much improved.
- Suburban site design inappropriate to this outstanding gateway site. It's unfortunate this site being developed before Stoughton Road revitalization project has a chance to repair this area. The applicant's effort to make this a very nice building is recognized.
- Finally, substantial improvements to the architecture. A reasonable building, but still only 1-story.
- Latest iteration is dramatically improved.