

AGENDA # 3

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: April 11, 2007
TITLE: 1518 North Stoughton Road, Display Area Addition to an Existing Automobile Dealership in Urban Design District No. 5. 17 th Ald. Dist. (02514)	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: William Fruhling, Acting Secretary	ADOPTED: POF:
DATED: April 11, 2007	ID NUMBER:

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

SUMMARY:

At its meeting of April 11, 2007, the Urban Design Commission **GRANTED FINAL APPROVAL** for a display area addition to an existing automobile dealership located at 1518 North Stoughton Road, in Urban Design District No. 5. Appearing on behalf of the project were Jeff Riegert and Brian Reddeman. Riegert reviewed the three changes to address issues raised by the Commission during the last review of this project:

1. Lighting cut sheets were provided;
2. A 2-stall landscaping/tree island was added along Stoughton Road; and
3. A landscape worksheet was provided.

The Commission pointed out that the above-noted landscaping/tree island is shown on the landscape plan (Sheet C 1.3) but not on the site plan.

ACTION:

On a motion by Barrett, seconded by Barnett, the Urban Design Commission **GRANTED FINAL APPROVAL** for a display area addition to an existing automobile dealership located at 1518 North Stoughton Road, in Urban Design District No. 5, with the clarification that the landscaping/tree island shown on Sheet C 1.3 be provided. The motion was passed on a unanimous vote of (7-0).

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, 5, 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	6	-	6	6	-	-	5	5
	-	-	-	-	-	-	-	5.5
	6	-	6	6	-	-	-	6
	5	-	5	5	-	5	3	5
	5	5	-	-	-	-	-	5
	5	-	5	5	-	5	-	5
	5	-	5	-	-	-	5	5

General Comments:

- Can't get real excited about a parking lot that is so constrained by DOT limits.
- Too bad such a prominent corner is going to be covered with cars. But as a car lot it is well landscaped.