

AGENDA # 2

City of Madison, Wisconsin

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. 16 th Ald. Dist. (18485)	REFERRED: REREFERRED: 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-foot 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

General Comments:

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