

AGENDA # 2

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: December 19, 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: Alan J. Martin, Secretary	ADOPTED: POF:
DATED: December 19, 2007	ID NUMBER:

Members present were: Lou Host-Jablonski, Marsha Rummel, Richard Slayton, Jay Ferm and Todd Barnett.

SUMMARY:

At its meeting of December 19, 2007, the Urban Design Commission **GRANTED FINAL APPROVAL** of a display area addition to an existing automobile dealership in Urban Design District No. 5 located at 1518 North Stoughton Road. Appearing on behalf of the project was Jason Smart of Sieger Architects. Prior to the presentation, staff provided an update on the history of redevelopment which has occurred over the last two years regarding the “Suburban Wheels” automobile dealership which included its previous expansions in the Urban Design District and outside the district. Staff noted to the Commission that the entire property is currently within Urban Design District No. 5 where a car wash and service bay addition is now proposed as was originally envisioned with the redevelopment of the collective parcels on which the dealership is located. Jason Smart then proceeded with an overview of the proposed addition that provides for alterations along the northerly perimeter of the site. Following the presentation the Commission noted the following:

- The use of EIFS on significant portions of the lower west and south elevations was noted as problematic when compared to the proposed use of split-face block on portions of the lower north elevation of the proposed addition is noted as more appropriate.

ACTION:

On a motion by Barnett, seconded by Slayton, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a unanimous vote of (5-0). The motion for final approval required:

- The incorporation of a masonry block band on the west and south elevations equivalent to the banding provided on the north elevation.
- Additional landscaping shall be provided along the addition in form of a minimum 5 deciduous columnar trees such as “Carpinus betulus fastigiata”.

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, and 5.

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	-	-	-	-	-	-	-	5
	-	-	-	-	-	-	-	5
	5	5	-	-	-	5	-	5
	-	-	-	-	-	-	-	5

General Comments:

- Minor, appropriate addition, although no architectural gem this.
- Not much to say...add landscaping and masonry and trees.