

AGENDA #7

City of Madison, Wisconsin

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| REPORT OF: URBAN DESIGN COMMISSION | PRESENTED: June 16, 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 16, 2010 | ID NUMBER: | |

Members present were: Marsha Rummel, Dawn O’Kroley, Todd Barnett, Bruce Woods, Richard Slayton, Ron Luskin, R. Richard Wagner, Mark Smith and Jay Ferm.

SUMMARY:

At its meeting of June 16, 2010, the Urban Design Commission **GRANTED INITIAL APPROVAL** of the expansion of a retail building in excess of 40,000 square feet located at 2202 South Stoughton Road. Appearing on behalf of the project were Neal Vanlo, David Wynn, Jim Kleckner and George Steil. Staff noted that the Commission that Ald. Compton supports this project but noted concern with noise and screening from the dumpster area and its effects on adjacent residences to the west. Vanlo and Wynn presented revised details of the parking lot layout. Landscaping islands have been added every 12 parking stalls, which reduced the parking from 293 to 277. Insulation will be added in the 3-inch grooves of the existing metal roof before the new roof is applied, per Commissioner comments. A canopy has been added to the service center entrance, tying it into the overall design. A sidewalk has been added from the public sidewalk on the frontage road to the front entrance of the store and will be 6-feet wide as the City requires. The dumpster will now be replaced with a fully contained compactor system. Bike racks will be placed at the main front entry as well as in front of the service center. A minimum of four cart stalls will be placed at light posts. Curb cuts have been moved to reroute the flow of traffic and to make it more accessible for the Fire Department. Signage will be returning to the Commission for Comprehensive Design Review because a logo element’s size exceeds code by more than 25%. Channel letters with internally lit LED will be used. Parking lot lighting will be redone to meet code. He presented samples of the EIFS being used behind the main entry. Comments by the Commission were as follows:

- Looking at the top elevation, all the canopies should be the same color blue.
- There is a tremendous amount of materials and vehicles shown in the back on the aerial photo. Wanted to know if there is something (structural) preventing you from planting landscaping back there.
- I find this pretty attractive for a big box store.
- Happy to see the insulation on the roof.
- You’ve done a thoughtful job on the building materials and massing. Seems like you could do something a bit more powerful with grasses to contrast the building architecture.
- Retail skylights are a really good application.
- Glad to see you guys doing this.
- Really nice project, really happy with what you guys are doing.
- I don’t see the fundamental issues for pedestrian control being addressed.

- Is there a way to designate an area for larger truck parking so they don't block the views of the parking stalls closer to the front entrance?
 - It was stated that the larger Farm & Fleet stores do have designated areas for truck parking. It's possible here, although this parking lot is much smaller.
- In terms of where the bike parking should go, look at one of the ends and definitely in front of the entrance. Plan for a pedestrian connection to the neighborhood; if and when plans for a future pedestrian walk are formalized along the lot line and adjacent to the location of proposed tree plantings.
- The arbor vitae should be replaced with shorter shrubs so they don't block views adjacent to drives.
- Replace crabapple trees with major trees or shrubs. The crabapples will block views to the front of the store and will be in the way when customers are getting in and out of their cars.
- Add some more canopy trees at terrace and street to block the view of the loading dock from Stoughton Road.

A summary report by Kevin Firchow, Planner I was distributed to the Commission relative to compliance with the ordinance requirements for "Large Retail Developments." Staff noted that although not fully compliant in all aspects, site and other physical limitations associated with the upgrading, renovation and addition to an existing retail outlet with an "infill" context underlie the few deficient areas which are not fully addressed with the proposal. In discussion by the Commission there was consensus on this assessment.

ACTION:

On a motion by Barnett, seconded by Ferm, the Urban Design Commission **GRANTED INITIAL APPROVAL**. The motion was passed on a unanimous vote of (8-0). The motion noted that the project has reasonably addressed the ordinance standards and requirements for Large Retail Development, although not fully compliant based on limitations have addressed many issues. The motion provided for address of the following:

- Look at the tree selection at the front property line to address the above comments, especially crabapples; look at a major canopy tree or shrubs.
- Add two canopy trees near the loading dock.
- Look at striping at the north end for a pedestrian walk across the drive aisle and future pedestrian walkway to the neighborhood.
- Stripe the front entry area to clearly mark pedestrian activity on the building's main entry.
- Relocate existing trees (if necessary) to save them.
- Introduction of a blue canopy on the north end of the front entry.
- Look at two options for EIFS – standard finish and fine finish.
- Six bike parking stalls convenient to the front entrance with 2-4 at the service center. Consider stalls for bikes with trailers that will be parked there.
- Designate car/truck trailer parking in the southern most stalls as can be worked out.
- Place the cart corrals on the drawings so we can see where they are.
- Please provide a dimensioned site plan that shows parking aisles and landscaping.

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, 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 |
| | 6 | 6.5 | 5 | 6 | 6 | 5 | 6 | 6 |
| | 6 | 6 | 6 | 6 | - | 6 | 6 | 6 |
| | - | 5 | 5 | - | - | - | - | 5 |
| | - | - | - | - | - | - | - | 6 |
| | 6 | 7 | 5 | 5 | 5 | 6 | 6 | 6 |
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General Comments:

- Very nice for a big box.
- Positive improvements for building aesthetics and parking lot. Meets spirit of large retail ordinance given existing conditions.
- Nice re-work of existing building.