



## Stoughton Road Revitalization Project

To: Nan Fey, Chair  
Madison Plan Commission and Members of the Commission  
From: Frederick M. Arnold, Chair  
Stoughton Road Revitalization Project Group  
Re: Conditional Use Application  
2117 South Stoughton Road, Madison, Wisconsin

Recommendation: place on file without prejudice

After review of the subject Conditional Use application for the property located at 2117 South Stoughton Road, the Stoughton Road Revitalization Project (SRRP) Group finds that the proposal fails to meet the necessary standards for approval. Specifically, the application is not in accord with the Madison Zoning Code Section 28.12(11) Conditional Uses (g) Standards #3., #4., and #9c. The Conditional Use proposal is not consistent with the land uses detailed in the Stoughton Road Revitalization Project Plan adopted by the Madison Common Council in the summer of 2008.

The Stoughton Road Revitalization Group wishes to point out that the “subject to review” physical improvements and upgrades to lighting, signage, exterior facade, and landscaping were not presented in sufficient detail or with a time line. Further, the underlying recommendation for denial of the conditional use speaks first to the specific intended uses of the property not to the “subject to review” conditions considered during the project discussion.

An initial vote to approve the Conditional Use considered the specific nature of the intended use and the low impact it would appear to have on the corridor. On further review, it is clear the conditions necessary for the use to be marginally compatible with the corridor are likely to require the business to effectively disguise its presence at this site.

If the applicant is willing to accept conditions that would severely restrict on-site advertising and essentially prohibit outdoor display of products to aid sales, in order to fit the use to the SRRP plan, and undertake the substantial improvements to the building that were discussed, we are not opposed to reconsidering the Conditional Use. At the same time, we note that this business use is not of a nature that is likely to be compatible with the SRRP plan at the proposed location.

The Stoughton Road Revitalization Group extends appreciation to the applicant for the opportunity to review the project. The recommendation to place on file without prejudice is based on careful consideration of the conditional use project proposal, the Stoughton Road Revitalization Project Plan, and application of relevant sections of the plan to City of Madison Zoning Code conditional use standards.

Respectfully,

Frederick M. Arnold, Chair  
Stoughton Road Revitalization Group

*Neighborhoods working together for a renewed Stoughton Road.  
Fiscal partnership provided by Common Wealth Development, Inc. ([www.CWD.com](http://www.CWD.com))  
with additional funding provided by private donations.*



PROPOSED EXTERIOR

2117 STOUGHTON ROAD

