



PREPARED FOR THE PLAN COMMISSION

**Project Address:** 633 West Main Street and 624 West Doty Street  
(4<sup>th</sup> Aldermanic District, Alder Verveer)

**Application Type:** Rezoning and Conditional Use

**Legistar File ID #:** [37649](#), [37375](#)

**Prepared By:** Heather Stouder, AICP, Planning Division  
Report Includes Comments from other City Agencies, as noted

## Summary

**Applicant/Property Owner:** AJ of Wisconsin, LLC; Delta Properties; 612 W. Main St., Ste. 100, Madison, WI 53703

**Project Contact:** John Koffel; Delta Properties; 612 W. Main St., Ste. 100, Madison, WI 53703

**Requested Action:** Approval of a rezoning from Downtown Residential 2 (DR2) to Urban Mixed Use (UMX), in conjunction with the combination of two properties into a single lot. Approval of a conditional use to utilize surface parking on the site for an off-site use at 634 West Main Street (consistent with 1999 approval).

**Proposal Summary:** The proposal is limited to the rezoning of the property. There are no proposed changes to the site at this time.

**Applicable Regulations & Standards:** This proposal is subject to the standards for zoning map amendments in MGO Section 28.182(6) and the conditional use standards in MGO Section 28.183.

**Review Required By:** Plan Commission (PC), Common Council (CC)

**Summary Recommendation:** The Planning Division recommends that the Plan Commission find that the standards for zoning map amendments and conditional uses can be met, and that the Plan Commission forward the request to the Common Council with a recommendation to **approve** the request. This recommendation is subject to input at the public hearing and the conditions recommended by the Planning Division and other reviewing agencies.

## Background Information

**Parcel Location:** The subject property has frontage on both West Main and West Doty Streets between Proudfit Street and South Bedford Street, and is located immediately east of the railroad; Aldermanic District 4 (Verveer); Madison Metropolitan School District.

**Existing Conditions and Land Use:** The property consists of two existing parcels which are being combined into a single lot with a related Certified Survey Map. 633 West Main Street is a 20,755 square foot parcel with frontage on both West Main and West Doty Street. The north side of the property facing West Main Street has a surface parking lot, and the south side has an approximately 9,000 square foot office building, which was originally a warehouse but was converted to office use in 1995. The second property, 624 West Doty Street, is a 4,356 square foot property with 33 feet from frontage on West Doty Street. It is utilized as part of the surface parking lot associated with the adjacent office building at 633 West Main Street, and also for nearby off-site uses at 634 West Main Street.

### Surrounding Land Use and Zoning:

**North:** Across West Main Street to the north, a 4-story, 42,000 square foot office building in the UMX District.

**East:** Immediately to the east, a 74-unit multi-family residential complex in the PD District

**South:** Across West Doty Street and the railroad to the south, a 60-unit multi-family residential building in the PD District.

**West:** Across the railroad and the southwest commuter path to the west, a 60-unit multi-family residential building in the PD District.

**Adopted Land Use Plan:** The Comprehensive Plan (2006) recommends mixed-use, office, and multi-family residential uses in this area, designated as the “Findorff Yards Downtown Mixed-Use Sub-District”. The Downtown Plan (2012) recommends predominantly residential uses for this property.

**Zoning Summary:** The property is in the Downtown Residential 2 (DR2) District.

**Environmental Corridor Status:** The subject site is not located in a mapped environmental corridor.

**Public Utilities and Services:** This property is served by a full range of urban services.

## Related Reviews and Approvals

The applicant has submitted a Certified Survey Map and Subdivision Application with a request to combine these two properties into a single lot (Legistar Item # [37376](#)).

## Project Description, Analysis, and Conclusion

There are no proposed changes to the site at this time. The applicant requests a rezoning of the properties from DR2 to UMX, associated with the combination of the two properties into a single lot. Prior to the adoption of the zoning code and map in 2013, both properties had been zoned M1, Limited Manufacturing, which was the most permissive district in the old zoning code. The Comprehensive Plan (2006) recommends a wide variety of uses in this area, so the proposed rezoning to UMX meets the consistency requirement with regard to the Comprehensive Plan. The Downtown Plan (2012) recommended predominantly residential uses for this area, and when the zoning code and map were adopted in 2013, both properties were placed in the DR2 District, consistent with this general land use recommendation.

Staff believes that the zoning of 633 West Main Street, the approximately half-acre parcel with the existing office building, was erroneously placed in the DR2 Zoning District in 2013. In instances like this where the old zoning district (in this case, M1) allowed for the use, yet a recommendation in an adopted neighborhood plan recommended a different land use (in this case, “predominantly residential”), the mapping methodology that had been approved by the Common Council at that time would have provided a zoning district for this property that would have allowed the existing use to continue as a conforming use. UMX would have been the best fit for this property, and should have been recommended for it at that time.

According to the mapping methodology, which specified that undeveloped properties be zoned consistent with recommendations in adopted plans, the zoning of the significantly smaller property at 624 West Main Street to DR2 was technically correct. Similar zoning decisions were made elsewhere within and outside of the Downtown area for surface parking lots where the former zoning district differed from land use recommendations in adopted plans. Typically, staff would not support a rezoning of such a site absent a detailed development proposal to be reviewed along with the request.

That said, there are a few characteristics of the property at 624 West Main Street that lend support for the requested rezoning at this time. First, the narrow 33-foot width of the property renders it nearly unbuildable in and of itself. Maintaining the existing DR2 zoning on such a narrow portion of the soon-to-be-combined

property does very little, and would result in an awkward split zoning of the resulting property. Aside from a small addition to the existing building, which is not being contemplated, it would be difficult to imagine a development proposal in any zoning district that would be able to move forward on either the parcel at 633 West Main Street or the combined parcel without thorough review as a conditional use. Second, as the applicant has indicated, there was a 1999 approval by the Plan Commission to demolish a single-family home for the creation of the existing surface parking area, which now serves both the adjacent office building and another office building at 634 West Main Street, north of this site. As approved and constructed, the westernmost portion of the surface parking spaces on the lot are actually located on the 633 West Main Street property, as the narrow 624 West Doty Street site itself is not wide enough to support a drive aisle and a row of parking. In that sense, these two properties are physically linked today, and it makes sense to combine them and maintain consistent zoning for the resulting lot.

To be clear, Planning Division staff would typically recommend against a rezoning of property absent a detailed development proposal to be reviewed with the request. In this case, however, staff believes that the rezoning of property at 633 West Main Street to UMX is prudent, as the zoning to the DR2 District was a mapping error made during the creation of the new zoning map. Further, staff can support the rezoning of property at 624 West Doty Street to UMX in conjunction with the requested approval for the CSM to combine the two lots into one. Support for the rezoning of surface parking lots in similar situations elsewhere should not be assumed, but due to distinguishing characteristics of this case – the very narrow width of the existing lot, and the fact that the existing surface parking arrangement as approved in 1999 spans both existing properties – staff believes that the standards for zoning map amendments can be met with the request.

With regard to the conditional use request, the approval of use of parking on this site for an off-site use owned by the applicant at 634 West Main Street is consistent with a 1999 approval. This approval would simply maintain the ability to utilize surface parking on the newly combined lot for that purpose. Staff believes that all relevant conditional use standards are met with the request.

## Recommendation

### Planning Division Recommendation (Contact Heather Stouder, 266-5974)

The Planning Division recommends that the Plan Commission find that the standards for zoning map amendments and conditional uses can be met, and that the Plan Commission forward the request to the Common Council with a recommendation to **approve** the request. This recommendation is subject to input at the public hearing and the conditions recommended by the Planning Division and other reviewing agencies.

### **Recommended Conditions of Approval**

Major/Non-Standard Conditions are Shaded

### Traffic Engineering (Contact Eric Halvorson, 266-6527)

1. The applicant shall submit one contiguous plan showing proposed conditions and one contiguous plan showing existing conditions for approval. The plan drawings shall be scaled to 1" = 20' and include the following, when applicable: existing and proposed property lines; parcel addresses; all easements; pavement markings; signing; building placement; items in the terrace such as signs, street light poles, hydrants; surface types such as asphalt, concrete, grass, sidewalk; driveway approaches, including those adjacent to and across street from the project lot location; parking stall dimensions, including two (2) feet of vehicle overhang; drive aisle dimensions; semitrailer movement and vehicle routes; dimensions of radii; and percent of slope.

2. The Developer shall post a security deposit prior to the start of development. In the event that modifications need to be made to any City owned and/or maintained traffic signals, street lighting, signing, pavement marking and conduit/handholes, the Developer shall reimburse the City for all associated costs including engineering, labor and materials for both temporary and permanent installations.
3. The City Traffic Engineer may require public signing and marking related to the development; the Developer shall be financially responsible for such signing and marking.
4. All parking facility design shall conform to MGO standards, as set in section 10.08(6).

**Zoning Administrator** (Contact Matt Tucker, 266-4569)

This agency had no comments regarding this request.