

PLANNING DIVISION STAFF REPORT

April 7, 2025



PREPARED FOR THE PLAN COMMISSION

Project Address: 5004 Tradewinds Parkway (District 16, Alder Currie)
Legistar File ID #: [87466](#)
Prepared By: Lisa McNabola, AICP, Planning Division
Report Includes Comments from other City Agencies, as noted
Reviewed By: Kevin Firchow, AICP, Principal Planner

Summary

Owner: Brett Newcomb; Newcomb Tradewinds Pkwy; 999 Fourier Drive, Suite 102, Madison, WI 53717

Contact: Steve Shulfer; Sketchworks Architecture; 2501 Parmenter Street, Middleton, WI 53562

Requested Action: Consideration of a conditional use in the Industrial-Limited (IL) District for indoor recreation to allow spaces in an existing multi-tenant industrial building to be converted into an indoor recreation facility.

Proposal Summary: The applicant proposes to operate an indoor pickleball facility in a portion of an existing building.

Applicable Regulations & Standards: MGO Section 28.183(6) lists the standards of approval for conditional uses. MGO Section 28.151 lists the Supplemental Regulations for indoor recreation. The site is located in Urban Design District 1. This application will be reviewed administratively by the Urban Design Commission Secretary as allowed by MGO Section 33.24(4)(g).

Review Required By: Plan Commission

Summary Recommendation: The Planning Division recommends that the Plan Commission find the approval standards for conditional uses are met and **approve** an indoor recreation facility at 5004 Tradewinds Parkway. All recommendations are subject to input at the public hearing and the conditions recommended by the reviewing agencies.

Background Information

Parcel Location: The 183,501 square-foot (4.2-acre) parcel is on the north side of Tradewinds Parkway between Agriculture Drive and Jadon Drive. It is within Alder District 16 (Alder Currie) and the Madison Metropolitan School District.

Existing Conditions and Land Use: There is a 36,160 square-foot multi-tenant industrial building on the property. It was constructed in 2018.

Surrounding Land Use and Zoning:

North: US 18;

East: Multi-tenant industrial building, zoned Industrial-Limited (IL) District;

South: Across Tradewinds Parkway, commercial building, warehouse, City of Madison Water Utility well, zoned IL District; and

West: Private parking lot, hotel, zoned Suburban Employment (SE) District.

Adopted Land Use Plan: The [Comprehensive Plan](#) (2023) recommends Employment (E) development for the property. The [Marsh Road Neighborhood Development Plan](#) (1999) recommends Industrial (I) development.

Zoning Summary: The property is in the IL (Industrial Limited) District.

Site Design	Required	Proposed
Number Parking Stalls	No minimum	65
Electric Vehicle Stalls	None	None
Accessible Stalls	3	3
Loading	No	None
Number Bike Parking Stalls	5% of capacity	22 See Comment #1
Landscaping and Screening	Existing	No change
Lighting	No	Yes
Building Form and Design	Existing	No change

Table prepared by Assistant Zoning Administrator Jacob Moskowitz

Environmental Corridor Status: The site is not within a mapped environmental corridor.

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

Project Description, Analysis, and Conclusion

Project Description

The applicant proposes to operate an indoor pickleball facility in a portion of a 36,160 square-foot multi-tenant industrial building. The pickleball facility will occupy 26,142 square feet of the building. There will be 10 courts, office space, and accessory uses like a retail shop. The applicant expects up to 60 customers and 5 employees on site at one time. There could be up to 100 customers for special events. The site has 65 parking stalls which are shared with all tenants of the building. There is also street parking available along Tradewinds Parkway. The proposed hours of operation are seven days a week from 8 a.m. to 10 p.m. No changes to the exterior of the building or the site plan are proposed at this time.

Conformance with Adopted Plans

The [Comprehensive Plan](#) (2023) recommends Employment (E) development for the property. The [Marsh Road Neighborhood Development Plan](#) (1999) recommends Industrial (I) development. Staff consider the [Comprehensive Plan](#) to be the more contemporary plan for this area. Employment areas are recommended for corporate and business offices, research facilities, laboratories, hospitals, medical clinics, and other similar uses. They generally do not include retail and consumer service uses for the wider community but may include limited retail and service establishments that primarily serve employees and users of the area.

Indoor recreation is a conditional use in the IL District. The conditional use approval standards state that the Plan Commission shall not approve a conditional use without due consideration of adopted plans. While the proposed use is not a typical Employment use, staff do not believe that establishing an indoor recreation facility in an existing building will preclude nearby properties from developing or redeveloping in accordance with adopted plans in the future.

Conditional Use Standards

The conditional use approval standards state that the Plan Commission shall not approve a conditional use without due consideration of the City’s adopted plan recommendations, design guidelines, supplemental regulations, and finding that all of the conditional use standards of MGO Section 28.183(6) are met. Please note, recent changes to state law requires that conditional use findings must be based on “substantial evidence” that directly pertains to each standard and not based on personal preference or speculation.

Staff believe the conditional use approval standards can be found met, subject to the recommended conditions of approval.

Urban Design District 1

The Urban Design Commission (UDC) is an approving body for this request because it is located in Urban Design District 1 (UDD 1). City Code allows the UDC Secretary to administratively approve building additions, minor façade alterations, or minor construction if it is found to comply with the applicable criteria and requirements of the Urban Design District. The UDC Secretary has determined that the proposed project can be reviewed administratively because the applicant is not proposing any changes to the exterior of the building or the site plan at this time. If the Plan Commission approves the conditional use request, then the UDC Secretary would review the project for compliance with the applicable UDD 1 guidelines and requirements as part of the Site Plan Review administrative process. If the UDC Secretary is unable to find that the project plans are consistent with the UDD 1 guidelines and requirements, then review and approval by the Urban Design Commission at a regularly scheduled meeting will be required.

Conclusion

While the proposed indoor recreation facility does not necessarily implement the Employment recommendation, staff do not believe the development will preclude nearby properties from developing or redeveloping in accordance with adopted plans in the future. Given due consideration of adopted plans, staff believe the conditional use approval standards can be found met and recommend approval.

Recommendation

Planning Division Recommendation (Contact Lisa McNabola, 243-0554)

The Planning Division recommends that the Plan Commission find the approval standards for conditional uses are met and **approve** an indoor recreation facility at 5004 Tradewinds Parkway. All recommendations are subject to input at the public hearing and the conditions recommended by the reviewing agencies.

Recommended Conditions of Approval Major/Non-Standard Conditions are Shaded

Zoning (Contact Jacob Moskowitz, (608) 266-4560)

1. Bicycle parking for the project shall comply with the requirements of Sections 28.141(4)(g) and 28.141(11). Provide a minimum of 5% of building capacity in short-term bicycle parking stalls located in a convenient and visible area on a paved or pervious surface. Bicycle parking shall be located at least as close as the closest non-accessible automobile parking and within one hundred (100) feet of a principal entrance. Note: A bicycle stall is a minimum of two (2) feet by six (6) feet with a five (5) foot wide access area. Provide a detail of the proposed bike rack.

Metro Transit (Contact Tim Sobota, 261-4289)

2. Metro Transit operates daily all-day transit service along Agriculture Drive near this property - with trips at least every 75 minutes.

The following agencies reviewed the request and recommended no conditions of approval: Parks Division, Traffic Engineering, Fire Department, Forestry, Water Utility, Engineering Mapping, Parking Utility.