



PREPARED FOR THE PLAN COMMISSION

**Project Address:** 1529 Gilson Street (District 13 - Ald. Arnsten)  
**Application Type:** Conditional Use  
**Legistar File ID #** [53870](#)  
**Prepared By:** Sydney Prusak, Planning Division  
Report Includes Comments from other City Agencies, as noted  
**Reviewed By:** Kevin Firchow, AICP, Principal Planner

## Summary

**Applicant & Contact:** Amanda Funk; Funk Factory Geuzeria; 403 West Doty Street; Madison, WI 53703  
**Property Owner:** Curt Roeming; 1521 Gilson Street; Madison, WI 53715

**Requested Action:** The applicant requests approval of a conditional use to convert a warehouse into a brewery in the Traditional Employment (TE) Zoning District at 1529 Gilson Street.

**Proposal Summary:** The applicant proposes to establish a brewery at 1529 Gilson Street to aid in the fermentation and bottling process for the established brewery located across the street from the subject site at 1602 Gilson Street. As discussed in the letter of intent, the brewery will be used primarily to store and age beer in both barrels and bottles.

**Applicable Regulations & Standards:** This proposal is subject to the standards for Conditional Uses [MGO §28.183] as M.G.O §28.082(1) lists a *brewery* as a conditional use in the Traditional Employment (TE) Zoning District.

**Review Required By:** Plan Commission

**Summary Recommendation:** The Planning Division recommends that the Plan Commission find that the approval standards for conditional uses are met and **approve** the request to establish a brewery in the Traditional Employment (TE) Zoning District at 1529 Gilson Street. These requests are subject to the input at the public hearing and the conditions recommended by the reviewing agencies.

## Background Information

**Parcel Location:** The 8,598-square-foot (approximately 0.20-acre) subject site is located along Gilson Street near the intersection with Beld Street. The site is within Aldermanic District 13 (Ald. Arnsten), as well as the Madison Metropolitan School District.

**Existing Conditions and Land Use:** The subject parcel contains a one-story, 5,389-square-foot warehouse building. City Assessor records state that the building was constructed in 1930. The property owner recently remodeled the building in 2018.

### **Surrounding Land Use and Zoning:**

Northeast: A variety of commercial uses, zoned Traditional Employment (TE);

East: Commercial properties, zoned TE;

**South:** Commercial properties, zoned TE, with single-family residential, zoned Traditional Residential – Consistent 2 (TR-C2) beyond Wingra Creek; and

**West:** The Funk Factory Geuzeria Brewery and Tasting Room, zoned TE.

**Adopted Land Use Plan:** The [Comprehensive Plan \(2018\)](#) recommends Medium Residential (MR) for the subject site. The [South Madison Neighborhood Plan \(2005\)](#) more specifically calls for Residential Medium Density (RM) and recommends well-designed, high quality townhouses and multifamily buildings that reflect the scale of the nearby residential area.

**Zoning Summary:** The project site is currently zoned Traditional Employment (TE).

Requirements	Required	Proposed
Lot Area (sq. ft.)	6,000 sq. ft.	8,598 sq. ft.
Lot Width	50'	71.15'
Front Yard Setback	None	38.5'
Side Yard Setback	None	4', 0'
Rear Yard Setback	20'	0 (Existing, no change)
Maximum Lot Coverage	85%	100% (Existing, no change)
Minimum Building Height	22' measured to building cornice	14.25' (Existing, no change)
Maximum Building Height	5 stories/ 68'	14.25' (Existing, no change)
Number Parking Stalls	0	0 (See Comment #9)
Accessible Stalls	0	0 (See Comment #9)
Loading	0	0
Number Bike Parking Stalls	2	0 (See Comment #6)
Landscaping and Screening	No change	No change
Lighting	No	No (See Comment #10)
<b>Other Critical Zoning Items</b>	Utility Easements	

*Table Prepared by Jacob Moskowitz, Assistant Zoning Administrator*

**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, with Metro Transit Route #44 along Gilson Street.

## Previous Approvals

The applicant, Funk Factory Geuzeria, has received previous conditional use approval from the Plan Commission on January 12, 2015 to establish a brewery in the Traditional Employment (TE) Zoning District at 1602 Gilson Street (across the street). On February 15, 2017, the Director of Planning and Community and Economic Development, per the recommendation from the district Alder, approved a minor alteration to the conditional use to allow for a tasting room on the property to complement the brewery. Lastly, on April 2, 2018, the Plan Commission approved a conditional use to establish an outdoor eating area for the tasting room at 1602 Gilson Street.

## Project Description, Analysis, and Conclusion

The applicant, Funk Factory Geuzeria, proposes to establish a brewery at 1529 Gilson Street. The applicant has been operating a brewery across the street at 1602 Gilson Street since 2015, with the addition of a tasting room in 2017 and outdoor seating areas in 2018.

As proposed, the applicant will occupy the entire one-story 5,580-square-foot warehouse to store and age beer in both bottles and barrels. While technically no brewing will occur on site, the beer will be stored in bottles and barrels to ferment and carbonate, which triggers alcohol licensing and therefore classifies this use as a *brewery* per the City's Zoning Code. The building recently was remodeled as a warehouse, which is a permitted use in the Traditional Employment (TE) Zoning District.

This proposal is subject to the standards for Conditional Uses [MGO §28.183] as MGO §28.082(1) lists a *brewery* as a conditional use in the TE Zoning District.

### **Conditional Use Standards**

In regards to the approval standards, the Plan Commission shall not approve a conditional use without due consideration of the City's adopted plan recommendations, design guidelines, and finding that all of the Conditional Use Standards of §28.183(6) MGO are met.

The [Comprehensive Plan \(2018\)](#) recommends Medium Residential (MR) for the subject site. The [South Madison Neighborhood Plan \(2005\)](#) more specifically calls for Residential Medium Density (RM) and recommends well-designed, high quality townhouses and multifamily buildings that reflect the scale of the nearby residential area. While this proposal does not further these planning goals, because the subject site has an existing warehouse building and is zoned TE, staff does not believe that permitting a brewery, operated as presented would preclude this property, or nearby properties, from redeveloping in accordance to adopted plans in the future.

Staff believes that the Conditional Use Standards of Approval can be found met. While a brewery could result in possible negative impacts and conflicts with future residential uses, this specific proposal, based on the operation information provided, is not anticipated to result in new or significant noise or odor impacts due to the fact that the facility will be used to stack barrels and bottles of beer as they ferment. As presented, the Planning Division does not anticipate that the proposed brewery will result in significant impacts to the surrounding properties. According to the letter of intent, the applicant indicated that in general they do not intend for this space to be open to the public. However, they did state that sales of bottles on release days may happen at this location. Furthermore, Traffic Engineering will require the applicant to provide a delivery plan as part of final sign-off to ensure safe truck traffic and circulation between facilities.

When the original brewery was established in 2015, the Planning Division concluded that the reuse of that building for a low impact brewery use was not anticipated to preclude nearby properties from redeveloping in accordance to adopted plans. The applicant confirmed that the expanded facility on the subject site will operate in a similar manner, and therefore staff anticipates there to be similar impacts. While full brewing production is not proposed at this time, per the City's Zoning Code's definition of a brewery, the applicant could extend brewing operations on this site under this conditional use approval. As such, staff have requested that an operations plan be provided, confirming operations are consistent with the information presented in the application. Additionally, if approved, the Plan Commission retains "continuing jurisdiction" authority, meaning that should complaints arise the Commission could take further action, requiring additional conditions or possible revocation of the conditional use should it find the approval standards cannot be met.

## Recommendation

### Planning Division Recommendation (Contact Sydney Prusak, (608) 243-0554)

The Planning Division recommends that the Plan Commission find that the approval standards for conditional uses are met and **approve** the request to establish a brewery on a property zoned TE (Traditional Employment District) at 1529 Gilson Street. This request is subject to the input at the public hearing and the conditions recommended by the reviewing agencies.

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

#### Planning Division (Contact Sydney Prusak, (608) 243-0554)

1. The brewery shall be operated in accordance to an operations plan, submitted by the applicant and approved by the Planning Division, Traffic Engineering, and Zoning as part of final conditional use sign-off. The plan shall confirm that the operations will be consistent with the activities that were presented with this application, which stated the operations will include warehousing/storage, bottle resting, packaging, and production consistent with the limited brewing activities described in the conditional use approval for 1602 Gilson Street. Consistent with the letter of intent, the operations plan should confirm the subject property does not include a tasting room approval (which would require separate conditional use approval) and the plan may specify that on-site sales may be allowed. Modifications to the operations plan will require approval of a conditional use alteration as described in 28.183(8) MGO.

#### Engineering Division (Main Office) (Contact Timothy Troester, (608) 267-1995)

2. This project appears to have proposed uses which could require sanitary sewer demand charges or monitoring of the discharge of sanitary sewerage. The applicant shall install a monitoring manhole on the exterior of the building in compliance with City of Madison Engineering criteria. If there is ever beer production planned for this facility, a sanitary sampling manhole will be required.

#### Engineering Division (Mapping) (Contact Jeff Quamme, (608) 266-4097)

3. The site plan shall identify lot and block numbers of recorded Plat.
4. The site plan shall include a full and complete legal description of the site or property being subjected to this application.
5. Provide the dimensions of the lot. The site plan also refers to a site survey provided by the owner. Provide a copy of the survey by the professional surveyor.
6. The site plan refers to an existing 8' wide ingress and egress easement. Provide to Jeff Quamme a copy of the recorded easement. ([jrquamme@cityofmadison.com](mailto:jrquamme@cityofmadison.com))

#### Traffic Engineering Division (Contact Sean Malloy, (608) 266-5987)

7. Applicant shall submit for review a Commercial Delivery Plan. This plan will include times, vehicle size, and use of loading zones.

8. Sec. 28.141(8)(a): All parking lots and driveways shall have paved or approved surfaces, as required in Sec. 10.08. If the area in front of the building is used for parking and/or loading, it must be paved and striped in accordance with Sec. 28.141. If the area is not used for parking and/or loading, the curb cut must be removed.
9. 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; vision triangles; 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.
10. 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.
11. 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.
12. All parking facility design shall conform to MGO standards, as set in section 10.08(6).
13. "Stop" signs shall be installed at a height of seven (7) feet at all class III driveway approaches, including existing driveways, behind the property line and noted on the plan. All directional/regulatory signage and pavement markings on the site shall be shown and noted on the plan.
14. Dimensions of the driveways shall be noted on the plan including the width of driveway and width of driveway flares or curb cut.
15. The applicant shall install, or provide an executed copy of a cross-access agreement, a physical barrier of substantial material and construction to prevent vehicular movements onto and off of adjacent sites.

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

6. Bicycle parking for the project shall comply with the requirements of Sections 28.141(4)(g) and 28.141(11). Provide a minimum of 2 short-term bicycle parking stalls located in a convenient and visible area on a paved or impervious 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.
7. Signage approvals are not granted by the Plan Commission. Signage must be reviewed for compliance with Chapter 31 Sign Codes of the Madison General Ordinances. Signage permits are issued by the Zoning Section of the Department of Planning and Community and Economic Development.
8. Parking requirements for persons with disabilities must comply with Section 28.141(4)(e). Final plans shall show the required accessible stalls including van accessible stalls. A van accessible stall is a minimum of 8 feet wide with an 8 foot wide striped access aisle. Show the required signage at the head of the stalls.

9. Sec. 28.141(8)(a): All parking lots and driveways shall have paved or approved surfaces, as required in Sec. 10.08. If the area in front of the building is used for parking and/or loading, it must be paved and striped in accordance with Sec. 28.141. If the area is not used for parking and/or loading, the curb cut must be removed.
10. Exterior lighting is not required. However, if it is provided, it must comply with City of Madison General Ordinances Section 10.085 outdoor lighting standards. If exterior site lighting is provided, submit an exterior lighting plan and fixture cut sheets with the final plan submittal.

**Fire Department** (Contact Bill Sullivan, (608) 261-9658)

11. Building shall be evaluated for change of use from the existing Business & Mercantile indicated on the architectural plans to Storage and/or Factory based on Funk Factory's proposed usage.

**Parks/Forestry Division** (Contact, Kathleen Kane (608) 261-9671)

12. An existing inventory of trees (location, species, & DBH) and any tree removal plans (in PDF format) shall be submitted to the plans and Brad Hofmann – [bhofmann@cityofmadison.com](mailto:bhofmann@cityofmadison.com) or 266-4816. All proposed street tree removals within the right of way shall be reviewed by City Forestry. Approval and permitting of street tree removals shall be obtained from the City Forester and/or the Board of Public Works prior to the approval of the site plan.
13. Existing street trees shall be protected. Please include the following note on the site plan: Contractor shall install tree protection fencing in the area between the curb and sidewalk and extend it at least 5 feet from both sides of the tree along the length of the terrace. No excavation is permitted within 5 feet of the outside edge of a tree trunk. If excavation within 5 feet of any tree is necessary, contractor shall contact City Forestry (266-4816) prior to excavation to assess the impact to the tree and root system. Tree pruning shall be coordinated with City Forestry prior to the start of construction. Tree protection specifications can be found in section 107.13 of City of Madison Standard Specifications for Public Works Construction - <http://www.cityofmadison.com/business/pw/documents/StdSpecs/2018/Part1.pdf>. Any tree removals that are required for construction after the development plan is approved will require at least a 72 hour wait period before a tree removal permit can be issued by Forestry, to notify the Alder of the change in the tree plan.

**Water Utility Review** (Contact Adam Wiederhoeft)

14. All operating private wells shall be identified and permitted by the Water Utility in accordance with MGO 13.21. All unused private wells shall be abandoned in accordance with MGO 13.21.

**Metro Review** (Contact Timothy Sobota, (608) 261-4289)

The agency reviewed this request and has recommended no conditions of approval.