



PREPARED FOR THE PLAN COMMISSION

Project Address: 3822 Mineral Point Road (5th Alder District, Ald. Vidaver)
Application Type: Planned Development District Alteration
Legistar File ID #: [77224](#)
Prepared By: Lisa McNabola, Planning Division
Report Includes Comments from other City Agencies, as noted
Reviewed By: Kevin Firchow, AICP, Principal Planner

Summary

Applicant & Contact: Richard Jacobs; The Book Deal; 319 W Beltline Hwy, Madison, WI 53713

Property Owner: RT Management, LLC; 3822 Mineral Point Road, Madison, WI 53705

Requested Action: Consideration of an alteration to an approved Planned Development District – Specific Implementation Plan (PD-SIP) for 3822 Mineral Point Road to amend the zoning text to add general retail as a permitted use in the district.

Proposal Summary: The applicant proposes to establish a bookstore in an existing, two-story commercial building.

Applicable Regulations & Standards: Standards for Planned Developments are found in §28.098(2) M.G.O. Supplemental Regulations for general retail are found in §28.151 M.G.O.

Review Required By: Plan Commission

Summary Recommendation: The Planning Division recommends that the Plan Commission find the approval standards for Planned Developments are met and **approve** the alteration of the Planned Development District – Specific Implementation Plan (PD-SIP) for 3822 Mineral Point Road to amend the zoning text to add general retail as a permitted use. This request is subject to the input at the public hearing and the conditions recommended by the reviewing agencies.

Background Information

Parcel Location: The 18,537 square-foot (0.42-acre) parcel is located at the northeast corner of Mineral Point Road and Larkin Street. It is also located within Alder District 5 (Ald. Vidaver) and the Madison Metropolitan School District.

Existing Conditions and Land Use: The site is occupied by a 5,418 square-foot, two-story commercial building, built in 1958. The second story was added in 1987. It is zoned Planned Development District – Specific Implementation Plan (PD-SIP).

Surrounding Land Use and Zoning:

North: Single family residential, zoned Traditional Residential – Consistent 1 (TR-C1) District;

East: Single family residential, zoned TR-C1 District and Traditional Residential – Varied 1 (TR-V1) District; auto repair garage and towing service, zoned Neighborhood Mixed-Use (NMU) District;

South: One-story office building, two (2) one-story commercial buildings, zoned NMU District; single family residential, zoned TR-C1 District; and

West: Bethany Methodist Church, zoned TR-C1 District.

Adopted Land Use Plan: The [Comprehensive Plan](#) (2018) recommends Neighborhood Mixed-Use (NMU) development for the subject property and adjacent properties. Surrounding properties are recommended for Low Residential (LR). The [Hoyt Park Area Neighborhood Plan](#) (2014) recommends Neighborhood Mixed-Use development for the subject property and adjacent properties.

Zoning Summary: The property is zoned Planned Development District – Specific Implementation Plan (PD-SIP) District.

Requirements	Required	Proposed
Lot Area (sq. ft.)	As per approved plans	As per submitted plans
Lot Width	As per approved plans	As per submitted plans
Front Yard Setback	As per approved plans	As per submitted plans
Side Yard Setback	As per approved plans	As per submitted plans
Rear Yard Setback	As per approved plans	As per submitted plans
Maximum Lot Coverage	As per approved plans	As per submitted plans
Maximum Building Height	As per approved plans	As per submitted plans

Site Design	Required	Proposed
Number Parking Stalls	As per approved plans	13 existing stalls
Electric Vehicle Stalls	Not required	None
Accessible Stalls	Yes	1 existing stall
Loading	As per approved plans	None
Number Bike Parking Stalls	General retail: 1 per 2,000 sq. ft. floor area (3)	None (2)
Landscaping and Screening	Not required	Existing landscaping (3)
Lighting	Not required	Existing lighting
Building Form and Design	As per approved plans	Existing building

Table Prepared by Jenny Kirchgatter, Assistant Zoning Administrator

Environmental Corridor Status: The subject 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

The applicant proposes to establish a bookstore in an existing, two-story commercial building at 3822 Mineral Point Road. The bookstore would occupy both floors. The proposed hours of operation are seven days a week from 9 a.m. to 6 p.m.

The PD-SIP was approved in 1981 and included professional offices as a permitted use. The PD-SIP was amended in 2012 to add engraving services as a permitted use. An alteration to the Planned Development District – Specific Implementation Plan (PD-SIP) to add general retail as a permitted use is required to allow the bookstore to operate on site.

The [Comprehensive Plan](#) (2018) recommends Neighborhood Mixed-Use (NMU) development for the subject site. The NMU category includes relatively small existing and planned Activity Centers that include residential uses, as well as retail, restaurant, service, institutional, and civic uses primarily serving nearby residents. Nonresidential uses in NMU areas typically focus on serving nearby residents, though some buildings may also include specialty businesses, services, or civic uses that attract customers from a wider area. The [Hoyt Park Area Neighborhood Plan](#) (2014) also recommends Neighborhood Mixed-Use development for the subject site, which includes neighborhood commercial, retail, professional services, and offices. General retail is appropriate in NMU areas.

Staff believe that the proposed alteration can be found to meet the Planned Development (PD) approval standards and recommends that it be approved by the Plan Commission, subject to input at the public hearing and comments from reviewing agencies.

At the time of report writing, staff was not aware of any concerns regarding this request.

Recommendation

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

The Planning Division recommends that the Plan Commission find the approval standards for Planned Developments are met and **approve** the alteration of the Planned Development District – Specific Implementation Plan (PD-SIP) for 3822 Mineral Point Road to amend the zoning text to add general retail as a permitted use. 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

Zoning (Contact Jenny Kirchgatter, 266-4429)

1. Resubmit the Zoning text for final review and approval by Zoning and Planning staff.
2. Bicycle parking shall comply with the requirements of Sections 28.141(4)(g) and 28.141(11). Provide a minimum of three (3) 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.
3. Show the refuse disposal area on the site plan. All developments, except single family and two family developments, shall provide a refuse disposal area. If the refuse disposal area is located outside the building, it shall be screened on four (4) sides (including a gate for access) by a solid, commercial-grade wood fence, wall, or equivalent material with a minimum height of six (6) feet and not greater than eight (8) feet. Submit a detail of the trash enclosure if provided outside the building. Note that City issued trash containers are not required to be screened.
4. Per Section 28.186(4)(b), the property owner or operator is required to bring the property into compliance with all elements of the approved site plans by the date established by the Zoning Administrator as part of the site and building plan approval. Work with Zoning staff to establish a final site compliance date.

5. 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.

City Engineering Division – Mapping Section (Contact Jeffrey Quamme, 266-4097)

6. The site plan shall include all lot/ownership lines, existing building locations, (proposed building additions, demolitions if any), all parking stalls, driveways, sidewalks (public and/or private), and existing and proposed signage. Existing and proposed utility locations.
7. Submit a site plan and a complete building Floor Plan in PDF format to Lori Zenchenko (lzenchenko@cityofmadison.com) that includes a floor plan of each floor level on a separate sheet/page for the development of a complete interior addressing plan. Also, label tenant business names in the appropriate tenant locations or label as vacant.
8. The Addressing Plan for the entire project shall be finalized and approved by Engineering (with consultation and consent from the Fire Marshal if needed) PRIOR to the verification submittal stage of this LNDUSE with Zoning. The final approved stamped Addressing Plan shall be included in said Site Plan Verification application materials or a revised plan shall provided for additional review and approval by Engineering.
9. Per 34.505 MGO, a full copy of the approved addressing plan shall be kept at the building site at all times during construction until final inspection by the Madison Fire Department.
10. For any changes pertaining to the location, deletion or addition of a unit, or to the location of a unit entrance, (before, during, or after construction), a revised Address Plan shall be resubmitted to Lori Zenchenko to review addresses that may need to be changed and/or reapproved.

The following agencies reviewed the request and recommended no conditions of approval: Engineering, Traffic Engineering, Parks Division, Forestry, Water Utility, Metro Transit