



PREPARED FOR THE PLAN COMMISSION

Project Address: 1849 Wright Street (12th Alder District, Ald. Latimer Burris)
Application Type: Zoning Map Amendment
Legistar File ID # [80332](#)
Prepared By: Chris Wells, Planning Division
Report includes comments from other City agencies, as noted
Reviewed By: Kevin Firchow, AICP, Principal Planner, Planning Division

Summary

Applicant & Contact: Drew Martin; Strang, Inc.; 811 E Washington Avenue, Suite 200; Madison, WI 53703
Property Owner: Madison College (Fred Brechlin); 1701 Wright Street; Madison, WI 53704

Requested Action: Consideration of a request to rezone 1849 Wright Street from the IL (Industrial – Limited) District to the CI (Campus-Institutional) District to allow a portion of the existing building to be remodeled and used by the Madison College.

Proposal Summary: The applicant proposes to renovate the 34,500-square-foot northwestern portion of the building and re clad the exterior to match the architectural style and palette of materials of the adjacent Madison College campus. The site is also proposed to be rezoned from the IL (Industrial – Limited) District into the CI (Campus-Institutional) District in order to match the campus. No Campus Master Plan is required as the proposal is considered to be an addition to the CI-zoned, Madison College parcel to the south. Note: No outdoor construction yard is being proposed at this time. That would require a conditional use approval.

Applicable Regulations & Standards: Section 28.182 of the Zoning Code provides the process for zoning map amendments. It is also subject to MGO Section 28.097 which pertains to the Campus-Institutional District.

Review Required By: Urban Design Commission, Plan Commission, and Common Council.

Summary Recommendation: The Planning Division recommends that the Plan Commission forward Zoning Map Amendment ID 28.022-00649, rezoning 1849 Wright Street from the IL (Industrial – Limited) District to CI (Campus-Institutional) District to the Common Council with a recommendation of **approval**, to allow a portion of the existing building to be remodeled and used by the Madison College. This recommendation is subject to input at the public hearing, and the conditions from reviewing agencies beginning on page 4 of this report.

Background Information

Parcel Location: The subject site is a 493,000-square-foot (11.3-acre) lot with frontage along both Wright Street and N Stoughton Road (US Highway 51). It takes access from Wright Street. It is located within Alder District 12 (Ald. Latimer Burris) and the Madison Metropolitan School District.

Existing Conditions and Land Use: The subject site is currently developed with a partial two-story, roughly 101,500-square-foot building. The majority of the rest of the site is paved with surface parking to the west and south of the building.

Surrounding Land Uses and Zoning:

North: One-story manufacturing, warehouse and office buildings, zoned IL (Industrial-Limited) District;

East: Across N Stoughton Road (US Highway 51) is the City of Madison’s men’s Bartillon Homeless Shelter, zoned CC (Commercial Center) District, and a one-story office building, zoned CC-T (Commercial Corridor – Transitional) District;

South: Madison College’s Truax Child and Family Center and parking for Madison College faculty and staff. Beyond is the Madison College Truax Campus. All are zoned CI (Campus-Institutional) District; and

West: Across Wright Street are warehouses, zoned IL.

Adopted Land Use Plans: The [Comprehensive Plan](#) (2018) and [Hawthorne-Truax Neighborhood Plan](#) (2023) both recommend Special Institutional (SI) uses for the subject site.

Environmental Corridor Status: There are no environmental corridors on the subject site.

Public Utilities and Services: The site is served by a full range of urban services. Metro Transit currently operates weekday transit service along Wright Street. Bus stops with passenger waiting shelters and benches are just south of the project site, at the mid-block pedestrian crosswalk that is north of Anderson Road. Additional stops are to the north, at the Kinsman Boulevard intersection with Wright Street.

Zoning Summary: The site is proposed to be rezoned into the CI (Campus-Institutional) District.

Requirements	Required	Proposed
Lot Area (sq. ft.)	6,000 sq. ft.	493,003 sq. ft.
Lot Width	50'	>50'
Front Yard Setback	0' or 5'	Adequate
Side Yard Setback	0'	Adequate
Rear Yard Setback	0'	Adequate
Maximum Lot Coverage	85%	71.3%
Minimum Building Height: TOD	2 stories	2 story existing building
Maximum Building Height	3 stories/ 68'	2 story existing building

Site Design	Required	Proposed
Number Parking Stalls	No minimum required: TOD	91 new stalls 303 total stalls <i>(See Comment #8)</i>
Electric Vehicle Stalls	EV: 1% (1) EV Ready: 10% (9)	None <i>(See Comment #9)</i>
Accessible Stalls	Yes	8
Loading	Not required	Existing and proposed loading spaces
Number Bike Parking Stalls	Colleges, universities: 1 per classroom and 1 per 5 students (TBD)	None <i>(See Comment #10)</i>
Landscaping and Screening	Yes	No <i>(See Comments #11, #12, #13)</i>
Lighting	Yes	Yes
Building Form and Design	Not required	Existing building

Other Critical Zoning Items:	Urban Design (Public Building); Barrier Free (ILHR 69); Utility Easements; TOD Overlay
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Project Description

The applicant is requesting approval of a rezoning request, rezoning the 1849 Wright Street parcel from IL (Industrial – Limited) District to CI (Campus-Institutional) District in order to allow a portion of the existing building to be remodeled and used by the Madison College.

This zoning designation would match that of the large Madison College Truax Campus which abuts the parcel to the south. While MGO Section 28.097(2)(a) states “*Any Campus Institutional District created after the effective date of this ordinance shall submit a Campus Master Plan, which shall be approved as part of the map amendment*”, the City’s Zoning Administrator has determined that this proposal is not considered to be a *new* Campus-Institutional District but rather an *addition* to the existing CI-zoned, Madison College parcel to the south.

The applicant proposes to renovate the 34,500-square-foot northwestern portion of the building (labeled Buildings ‘A’ and ‘B’ on the submitted materials). (The eastern half of the building - labelled as Buildings ‘C’ to ‘G’ on the submitted plans - is not within the scope of the aforementioned not currently proposed for any interior or exterior changes.). Interior spaces will be reconfigured and converted into space for workshops, classrooms, office, storage, etc. This portion of building will also be reclad to better match the general palette of materials and colors of the adjacent Madison College Truax Campus. Medium brown-colored brick veneer and a light grey prefinished metal siding will be used.

Note: No outdoor construction yard is being proposed at this time. That would require a conditional use approval.

Analysis and Conclusion

This proposal is subject to the approval standards for Zoning Map Amendments [MGO Section 28.182(6)]. It is also subject to MGO Section 28.097 which pertains to the Campus-Institutional District.

Conformance with Adopted Plans

The [Comprehensive Plan](#) (2018) and [Hawthorne-Truax Neighborhood Plan](#) (2023) both recommend Special Institutional (SI) uses for the subject site. Given the fact that the building will be used by Madison College (for its Construction and Remodeling program), the Planning Division believes the project plans are consistent with this recommendation.

Zoning Map Amendment Standards

Staff believes that the Zoning Map Amendment standards can be found met. These standards state that such amendments are legislative decisions of the Common Council that shall be based on public health, safety and welfare, shall be consistent with the [Comprehensive Plan](#), and shall comply with Wisconsin and federal law. Chapter 66.1001(3) of Wisconsin Statutes requires that zoning ordinances (of which the zoning map is part) enacted or amended after January 1, 2010 be consistent with the City’s [Comprehensive Plan](#). 2010 Wisconsin Act 372 clarified “consistent with” as “furthers or does not contradict the objectives, goals and policies contained in the comprehensive plan.” Staff believes that the project is consistent with the [Comprehensive Plan](#), as noted above.

Urban Design Commission

The UDC is an approving body on this request. They granted the proposal final approval on November 1, 2023 with the following advisory recommendations (which have been included here for reference):

- The chain link fence shall be powder coated and include banners for screening.
- That landscaping be added to the foundation of the building along the front elevation in-lieu of existing hardscape.

Public Input

At the time of report writing, staff has not received any comments on the proposed request.

Conclusion

The Planning Division believes that the standards for Zoning Map Amendments can be found met with this proposal. Given the fact that the building will be used by Madison College (for its Construction and Remodeling program), the Planning Division believes the project plans are consistent with the [Comprehensive Plan's](#) recommendation of Special Institutional (SI) uses for the subject site.

Recommendation

Planning Division Recommendation (Contact Chris Wells, 261-9135)

The Planning Division recommends that the Plan Commission forward Zoning Map Amendment ID 28.022-00649, rezoning 1849 Wright Street from the IL (Industrial – Limited) District to CI (Campus-Institutional) District to the Common Council with a recommendation of **approval**, to allow a portion of the existing building to be remodeled and used by the Madison College. This recommendation is subject to input at the public hearing, and the conditions that follow.

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

Planning Division (Contact Chris Wells, (608) 261-9135)

1. The applicant has indicated that the construction yard component is being removed and is not part of this request.

City Engineering Division – Mapping Section (Contact Jeff Quamme, (608) 266-4097)

2. The water main easements cited and shown on the plans per Doc No 1955754, Doc No 5633851 (CSM 12648) and Doc No 1390227 (CSM 1389) have all been released and new easement areas granted by Document No. 5633851. Revise the site plans accordingly.

3. It is noted a hydrant and lead are to be relocated along the northerly side of the parking lot and the easement area released. Upon approval by the Water Utility and fire, provide a map exhibit, legal description and administrative fees to Jeff Quamme (jrquamme@cityofmadison.com) to set up the necessary Real Estate project for the release of the easement area and granting of any additional easement area that may be necessary.

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

4. The applicant shall provide a clearly defined 5' walkway clear of all obstructions to assist citizens with disabilities, especially those who use a wheel chair or are visually impaired. Obstructions include but are not limited to tree grates, planters, benches, parked vehicle overhang, signage and doors that swing outward into walkway.
5. The applicant shall mark crosswalks where their pedestrian walkway crosses drive aisles

Parking Review (Contact Trent W Schultz, (608) 246-5806)

6. The applicant shall submit a Transportation Demand Management (TDM) Plan to tdm@cityofmadison.com. The TDM Plan is required per MGO 16.03. Applicable fees will be assessed after the TDM Plan is reviewed by staff.

Zoning Administrator (Contact Jenny Kirchgatter, (608) 266-4429)

7. Per Section 28.097(2)(d), in a Campus-Institutional District without a Campus Master Plan, the establishment, improvement, or modification of any primary or secondary use occurring outside of an enclosed building shall require conditional use approval.
8. Show the parking stalls for the existing parking lot located south of the building.
9. Provide electric vehicle stalls per Section 28.141(8)(e) Electric Vehicle Charging Station Requirements. A minimum of 10% of the parking stalls (9 stalls) must be electric vehicle ready, and a minimum of 1% of the stalls (1 stall) must be electric vehicle installed. Identify the locations of the electric vehicle ready and installed stalls on the plans, and add the count of electric vehicle stalls to the site information block.
10. Bicycle parking for the Madison College project shall comply with the requirements of Sections 28.141(4)(g) and 28.141(11). Provide a minimum of one (1) bicycle stall per classroom and one (1) per five (5) students. Short-term bicycle parking stalls shall be 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.

11. Provide adequate interior parking lot landscaping for the redeveloped parking lot west of the existing building per Section 28.142(6). For changes to a developed site, a minimum of five percent (5%) of the asphalt or concrete area shall be interior planting islands, peninsulas, or landscaped strips. A planting island shall be located at least every twelve (12) contiguous stalls with no break or alternatively, landscaped strips at least seven (7) feet wide between parking bays.
12. Submit the landscape plan and landscape worksheet stamped by the registered landscape architect. Per Section 28.142(3) Landscape Plan and Design Standards, landscape plans for zoning lots greater than ten thousand (10,000) square feet in size must be prepared by a registered landscape architect.
13. Verify whether new rooftop mechanical equipment and screening are proposed. All rooftop and ground level mechanical equipment and utilities shall be fully screened from view from any street or residential district per Section 28.142(9)(d).
14. 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.
15. 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.

Water Utility (Contact Jeff Belshaw, (608) 261-9835)

16. A Water Service Application Form and fees must be submitted before connecting to the existing water system. Provide at least two working days notice between the application submittal and the requested installation or inspection appointment. Application materials are available on the Water Utility's Plumbers & Contractors website (<http://www.cityofmadison.com/water/plumbers-contractors>), otherwise they may be obtained from the Water Utility Main Office at 119 E Olin Ave. A licensed plumber signature is required on all water service applications. For new or replacement services, the property owner or authorized agent is also required to sign the application. A Water Meter Application Form will subsequently be required to size & obtain a water meter establish a Water Utility customer account and/or establish a Water Utility fire service account. If you have questions regarding water service applications, please contact Madison Water Utility at (608) 266-4646.

The Engineering Division, Fire Department, Parks Division, Forestry Section, and Metro Transit have reviewed this request and have recommended no conditions of approval.