



PREPARED FOR THE PLAN COMMISSION

Project Address: 1915-1917 S Stoughton Road (16th Alder District, Alder Currie)

Application Type: Conditional Use

Legistar File ID #: [79546](#)

Prepared By: Chris Wells, Planning Division
Report Includes Comments from other City Agencies, as noted

Reviewed By: Kevin Firchow, AICP, Principal Planner

Summary

Applicant/Contact: Tom Dufek; Young Blood Beer Company; 1415 Diamond Court; Sun Prairie, WI 53590

Property Owner: CDRE Holdings LLC; 1915 S Stoughton Road; Madison, WI, 53716

Requested Action: Consideration of a conditional use in the Industrial-Limited (IL) District for general manufacturing to allow packaging and processing of alcohol beverages in an existing building at 1915-1917 S Stoughton Road.

Proposal Summary: The applicant proposes to process and package distilled spirits within the existing tenant space. The applicant will not be distilling the spirits on site but rather combining the already-distilled spirits with other ingredients, carbonating the mixture overnight before canning it for distribution. No public component (i.e. tasting room or tap room) is proposed at this location. No major changes – interior or exterior - are proposed to the building.

Applicable Regulations & Standards: This proposal is subject to the standards for Conditional Uses [MGO §28.183] as §28.082 of the Zoning Code lists *General Manufacturing* as a conditional use in the Industrial - Limited (IL) District.

Review Required By: Plan Commission (PC)

Summary Recommendation: The Planning Division recommends that the Plan Commission find that the conditional use standards are met and **approve** the request in the Industrial-Limited (IL) District for general manufacturing to allow packaging and processing of alcohol beverages in an existing building at 1915-1917 S Stoughton Road. 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 171,500-square-foot (3.94-acre) property is located to the east of S Stoughton Road, just south of E Buckeye Road. The property backs up to the Union Pacific Railroad tracks. The site is located within Alder District 16 (Ald. Currie), Tax Increment District #39; and the Madison Metropolitan School District.

Existing Conditions and Land Use: The property is developed with an existing, roughly 39,500-square-foot, one-story, industrial building. Roughly 24,500 square-feet of it is warehouse space and 15,000 square-feet office. Surface parking runs along the north and east sides of the building.

Surrounding Land Use and Zoning:

North & East: Beyond the Union Pacific Railroad tracks and Capital City Trail, are single-family residences which are zoned Suburban Residential – Consistent 1 (SR-C1);

South: An industrial warehouse/manufacturing facility, zoned Industrial Limited (IL); and

West: Across S Stoughton Road is SSM Health Urgent Care, zoned Suburban Employment (SE).

Adopted Land Use Plan: The [Comprehensive Plan](#) (2018) recommends Industrial uses for the project site.

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

Requirements	Required	Proposed
Lot Area (sq. ft.)	20,000 sq. ft.	171,508 sq. ft.
Lot Width	75'	>75'
Front Yard Setback	0' or 5'	Existing front yard
Side Yard Setback	None if adjacent to property zoned IL or IG 10' if adjacent to property zoned anything other than IL or IG	Adequate
Rear Yard Setback	30'	Adequate
Maximum Lot Coverage	75%	Existing lot coverage
Maximum Building Height	None	1 story existing building

Site Design	Required	Proposed
Number Parking Stalls	No minimum required	93 existing stalls
Accessible Stalls	Yes	4 existing stalls
Loading	Not required	Existing loading dock
Number Bike Parking Stalls	General manufacturing: 1 per 10 employees (2 minimum)	None (See Comment #8)
Landscaping and Screening	Not required	Existing landscaping
Lighting	Not required	Existing lighting
Building Forms	Not required	Existing building (See Comment #9)

Other Critical Zoning Items	Barrier Free (ILHR 69); Utility Easements
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Tables Prepared by Jenny Kirchgatter, 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, including hourly Metro Transit service along E Buckeye Road.

Related Approvals

At their meeting on August 23, 2021, the Plan Commission, meeting in regular session, approved a request by the same applicant to allow a brewery in an existing building at 1915 S Stoughton Road. No public component (i.e. tasting room or tap room) was proposed at the location nor were major changes – interior or exterior - proposed to the building. (Legistar File ID [66556](#))

Project Description, Project Analysis and Conclusion

The applicant, the Young Blood Beer Company, proposes to add general manufacturing in a portion of an existing one-story, industrial building at 1915-1917 S Stoughton Road. In 2021, the same applicant received approval to operate a brewery in this same space (see previous section). As the applicant is also the principal owner of the Plain Spoke Cocktail Company, which currently manufactures in Sun Prairie, the aim of this

proposal is to consolidate their operations at the subject site. Classified as 'general manufacturing' by the Zoning Code, the applicant specifically proposes to process and package distilled spirits within the existing tenant space. Roughly 500 square-feet of the 7,000-square-foot tenant space will be allocated to this processing and packaging, 2,000 square-feet will continue to be used for the existing brewery component, and the remaining 4,500 square-feet will be for storage. As noted in the submitted materials, the applicant will not be distilling the spirits on site but rather combining the already-distilled spirits (which are bought from a federally licensed distiller) and mixed with water, sugar, juice and flavor compounds, pumped into a stainless steel tank, and chilled and carbonated overnight. The following day, it will be put into cans or larger containers (half barrel kegs) and then stored until shipping to a wholesaler or their off-site taproom.

No major changes - interior or exterior - are proposed to the building. The applicant is not proposing any public component (i.e. a taproom or tasting facility) on site as part of this application. The hours of operation of the processing and packaging of the spirits will be the same as the existing brewery component: Monday-Friday, 8:00 am – 5:00 pm. Deliveries are also expected to occur during this timeframe.

This proposal is subject to the standards for Conditional Uses [MGO §28.183] as §28.082 of the Zoning Code lists *General Manufacturing* as a conditional use in the Industrial - Limited (IL) District. The approval standards for conditional uses [MSO §28.183(6)] state that the City Plan Commission shall not approve a conditional use without due consideration of the recommendations in the City of Madison Comprehensive Plan and any applicable, neighborhood, neighborhood development, or special area plan, including design guidelines adopted as supplements to these plans. That said, staff believe the proposed use of *general manufacturing*, specifically the processing and packaging of distilled spirits, at this location is consistent with plan recommendations as the [Comprehensive Plan](#) (2018) recommends Industrial uses for the subject site.

The Planning Division believes that the conditional use standards can be found met. Staff believes that if this general manufacturing component is well-managed, this proposal should not result in significant negative impacts to the surrounding properties. Factors such as the lack of any public component (i.e. a taproom or tasting facility) at this location; the moderate size of the production space; the proposed hours of operation; the distance from the tenant space to the closest residential dwelling unit (over 500 feet); the fact that all activities will occur within the building; and the other proposed conditions of approval will help mitigate anticipated impacts. The Plan Commission retains continuing jurisdiction over this conditional use, meaning that should complaints be filed, the Plan Commission could take further action on this conditional use as allowed in MGO Section 28.183(9)(d).

At the time of report writing, staff did not receive any public comment on this proposal.

Recommendation

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

The Planning Division recommends that the Plan Commission find that the conditional use standards are met and **approve** the request in the Industrial-Limited (IL) District for general manufacturing to allow packaging and processing of alcohol beverages in an existing building at 1915-1917 S Stoughton Road. 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

City Engineering Division (Contact Brenda Stanley, (608) 261-9127)

1. Madison Metropolitan Sewerage District (MMSD) charges are due and payable prior to Engineering sign off, unless otherwise collected with a Developer's / Subdivision Contract. Contact Mark Moder (608-261-9250) to obtain the final MMSD billing a minimum of two (2) working days prior to requesting City Engineering signoff. (MGO 16.23(9)(d)(4))
2. An Erosion Control Permit is required for this project. See Storm comments for permit specific details and requirements.
3. Revise the site plan to show all existing public sanitary sewer facilities in the project area as well as the size, invert elevation, and alignment of the proposed service. (POLICY)
4. This project will disturb 4,000 sf or more of land area and require an Erosion Control Permit. Submit the Erosion Control Permit Application (with USLE calculations and associated fee) to Megan Eberhardt (west) at meberhardt@cityofmadison.com, or Daniel Olivares (east) at daolivares@cityofmadison.com, for approval. The permit application can be found on City Engineering's website at <http://www.cityofmadison.com/engineering/Permits.cfm>.

Demonstrate compliance with Section 37.07 and 37.08 of the Madison General Ordinances regarding permissible soil loss rates. Include Universal Soil Loss Equation (USLE) computations for the construction period with the erosion control plan. Measures shall be implemented in order to maintain a soil loss rate below 5.0 tons per acre per year. The WDNR provided workbook to compute USLE rates can be found online at <https://dnr.wi.gov/topic/stormwater/publications.html>

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

5. The address for this specific tenant space is 1907 S Stoughton Rd Suite 100. It was assigned and created with LNDUSE-2021-00075.

The site plan shall reflect a proper street address of the property as reflected by official City of Madison Assessor's and Engineering Division records. There is a plan from 2021 that was approved with the correct address information.

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

6. "Stop" signs shall be installed at a height of seven (7) feet from the bottom of the sign 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.

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

7. 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)

8. Bicycle parking for the general manufacturing use shall comply with the requirements of Sections 28.141(4)(g) and 28.141(11). Provide a minimum of two (2) 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.
9. Submit the building floor plan. Verify whether interior or exterior changes to the building are proposed.
10. 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.
11. 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.

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

12. MFD does not object provided the storage and operations comply with the applicable provisions of the 2021 edition of the International Fire Code.

The Planning Division, Parks Division, Forestry Section, Water Utility, and Metro Transit have reviewed this request and have recommended no conditions of approval.