

PLANNING DIVISION STAFF REPORT

April 25, 2022



PREPARED FOR THE PLAN COMMISSION

Project Address: 4914 Pflaum Rd (16th Alder District, Ald. Currie)
Application Type: Conditional Use
Legistar File ID #: [70538](#)
Prepared By: Lisa McNabola, Planning Division
Report Includes Comments from other City Agencies, as noted
Reviewed By: Kevin Firchow, AICP, Principal Planner

Summary

Applicant: Ashley Wipperfurth; The Head Suites, LLC; 4914 Pflaum Rd, #1, Madison, WI 53718

Contact: Edward Kuhorski; Green Design Studios; 405 Sidney St, Madison, WI 53703

Property Owner: Tom Klinzing; Klinzing Properties; 4914 Pflaum Rd, Madison, WI 53718

Requested Action: Consideration of a conditional use in the Industrial Limited (IL) District to allow a service business (salon) in an existing, multi-tenant commercial building at 4914 Pflaum Road.

Proposal Summary: The applicant proposes establish a salon in a 1,240 square-foot tenant space. The interior modifications would create stations for five stylists. No exterior modifications are proposed at this time.

Applicable Regulations & Standards: This proposal is subject to the standards for Conditional Uses [MGO §28.183] as Table 28F-1 [MGO §28.082] lists a *service business* as a conditional use in the Industrial Limited (IL) District. The Supplemental Regulations [MGO §28.151] contain further regulations for this use.

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 allow a service business (salon) in an existing commercial building in the Industrial Limited (IL) District at 4914 Pflaum Road. This request is subject to the input at the public hearing and the conditions recommended by the reviewing agencies.

Background Information

Parcel Location: The 37,808 square-foot (.87-acre) parcel is located along Pflaum Road between Daniels Street and Mustang Way. It is also located within Alder District 16 (Ald. Currie) and the Madison Metropolitan School District.

Existing Conditions and Land Use: The site is occupied by a 15,625 square-foot, one-story structure, built in 1985 with additions built in 1997 and 2001. It is zoned Industrial Limited (IL) District.

Surrounding Land Use and Zoning:

North: A one-story commercial building, zoned Industrial Limited (IL) District;

East: A one-story commercial building, zoned IL District;

South: Across Pflaum Road, a one-story office building, zoned IL District; and

West: A one-story commercial building, zoned IL District.

Adopted Land Use Plan: The [2018 Comprehensive Plan](#) recommends Industrial (I) development for the subject property and surrounding properties. Properties to the southeast are recommended for Employment (E).

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

Requirements	Required	Proposed
Lot Area (sq. ft.)	20,000 sq. ft.	37,808.10 sq. ft.
Lot Width	75'	150.75'
Front Yard Setback	0' or 5'	Adequate
Side Yard Setback	None if adjacent to property zoned IL or IG	15'3" east side yard 10' 6" west side yard
Rear Yard Setback	30'	5'0" existing rear yard
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	36
Accessible Stalls	Yes	Yes
Loading	Not required	None
Number Bike Parking Stalls	Service business: 1 per 2,000 sq. ft. floor area (2 stalls minimum)	4
Landscaping and Screening	Not required	Existing landscaping (1)
Lighting	Not required	Existing lighting
Building Forms	Not required	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

The applicant proposes to establish a service business (salon) within a 1,240 square-foot tenant space in an existing commercial building at 4914 Pflaum Rd. The interior modifications would create stations for five stylists and a reception area. The proposed hours of operation are Monday to Sunday, 7:00 a.m. to 9:00 p.m. There are nine suites in the building which include office and warehouse space per the Assessor's Office.

Analysis and Conclusion

This proposal is subject to the standards for Conditional Uses [MGO §28.183] as Table 28F-1 [MGO §28.082] lists a *service business* as a conditional use in the Industrial Limited (IL) District. The Supplemental Regulations [MGO §28.151] contain further regulations for this use.

Conformance with Adopted Plans

The [2018 Comprehensive Plan](#) recommends Industrial (I) development for the subject site. Staff do not believe that the proposed salon use in an existing commercial building would impede the development or operation of industrial and employment uses in the surrounding area.

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 §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.

Given due consideration, the Planning Division anticipates that establishing a service business (salon) use should not result in significant negative impacts to the surrounding properties. If approved, 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).

Staff believes that the Conditional Use Standards can be found met.

Supplemental Regulations

According to Table 28F-1 [MGO §28.082], a *service business* must adhere to the Supplemental Regulations found in MGO §28.151:

- a) In the TE and SE Districts, service businesses shall not exceed five thousand (5,000) square feet in floor area unless approved as a conditional use.
- b) In the SEC, EC, IL, and IG Districts, service businesses shall be located only within a mixed-use building that includes office or other employment uses.

The Planning Division believes that all of the Supplemental Regulations can be found met.

Conclusion

Staff believe that the proposed service business (salon) can be found to meet the Conditional Use 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 about this request.

Recommendation

Planning Division Recommendation (Contact Lisa McNabola, 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 allow a service business (salon) in the Industrial Limited (IL) District at 4914 Pflaum Road. This recommendation is subject to input at the public hearing and the following conditions:

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

Zoning (Contact Jenny Kirchgatter, 266-4429)

1. Verify the location of 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 photo or detail of the trash enclosure if provided outside the building. Note that City issued trash containers are not required to be screened.
2. 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.
3. 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.

The following agencies reviewed the request and recommended no conditions of approval: Traffic Engineering, Parks Division, Forestry Section, Metro Transit, and City Engineering Division – Mapping Section.