

# PLANNING DIVISION STAFF REPORT

January 13, 2025



PREPARED FOR THE PLAN COMMISSION

**Project Address:** 908 East Main Street (District 6, Alder Rummel)  
**Legistar File ID #:** [86416](#)  
**Prepared By:** Lisa McNabola, AICP, Planning Division  
Report Includes Comments from other City Agencies, as noted  
**Reviewed By:** Kevin Firchow, AICP, Principal Planner

## Summary

**Applicant & Contact:** Kari Kennedy; The Institute of Beauty and Wellness; 327 East Saint Paul Avenue, Milwaukee, WI 53202

**Owner:** Elmer Moore Jr., Wisconsin Housing and Economic Development Authority; 908 East Main Street, Madison, WI 53703

**Requested Action:** Consideration of a conditional use in the Traditional Employment (TE) District for an arts, technical, or trade school to allow a cosmetology and esthiology school in a multi-tenant commercial building at 908 East Main Street.

**Proposal Summary:** The applicant proposes to establish a cosmetology and esthiology school in a multi-tenant commercial building.

**Applicable Regulations & Standards:** MGO Section 28.183(6) lists the standards of approval for conditional uses. MGO Section 28.151 lists the Supplemental Regulations for arts, technical, or trade school.

**Review Required By:** Plan Commission

**Summary Recommendation:** The Planning Division recommends that the Plan Commission find the approval standards for conditional uses are met and **approve** an arts, technical, or trade school in a multi-tenant commercial building to allow a cosmetology and esthiology school at 908 East Main Street. All recommendations are subject to input at the public hearing and the conditions recommended by the reviewing agencies.

## Background Information

**Parcel Location:** The 186,035 square-foot (4.2-acre) property is located along East Washington Avenue. It is bound by East Washington Avenue to the north, South Brearly Street to the east, East Main Street to the south, and South Paterson Street to the west. It is within Alder District 6 (Alder Rummel) and the Madison Metropolitan School District.

**Existing Conditions and Land Use:** The property is occupied by several buildings. There is an office building located at 908 East Main Street, a hotel located at 901 East Washington Avenue, a parking garage at 12 South Brearly Street, and a warehouse building at 946 East Main Street. A portion of the property is vacant.

### Surrounding Land Use and Zoning:

**North:** Across East Washington Avenue, Breese Stevens Field, zoned Parks and Recreation (PR) District;

**East:** Across South Brearly Street, warehouse, office and manufacturing buildings, zoned Traditional Employment (TE) District;

**South:** Across East Main Street, office and retail building, City of Madison Water Utility vehicle storage building, zoned TE District;

**West:** Across South Paterson Street, an apartment building (under construction), restaurants, an event space, an office building, and concert venue, zoned TE District.

**Adopted Land Use Plan:** The [Comprehensive Plan](#) (2023) recommends Regional Mixed-Use (RMU) development for the property. Surrounding properties are recommended for RMU and Employment (E) development.

**Zoning Summary:** The property is in the Traditional Employment (TE) District.

Site Design	Required	Proposed
Number Parking Stalls	No minimum	Existing, no change
Electric Vehicle Stalls	Existing	Existing, no change
Accessible Stalls	Existing	Existing, no change
Loading	No	No
Number Bike Parking Stalls	1 space per 5 students	5 (See Comment #1)
Landscaping and Screening	Existing	Existing, no change
Lighting	Existing	Existing, no change
Building Form and Design	Existing	Existing, no change

*Table prepared by Assistant Zoning Administrator Jenny Kirchgatter*

**Environmental Corridor Status:** The 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 operate a cosmetology school in a portion of a multi-tenant commercial building at 908 East Main Street. The proposed use is considered an arts, technical, or trade school. It is a conditional use in the Traditional Employment (TE) District.

The school offers training in cosmetology, esthiology, manicuring, and massage therapy. Services are also available to the public. The school would occupy an 8,431 square foot tenant space. They expect to have 20 faculty members. In speaking with the applicant, the number of students in the building may fluctuate but there could be up to 50 students in the building. Faculty and students would have access to the parking garage connected to the building. Hours of operation would be Monday through Friday from 8 a.m. to 9 p.m.

Regarding conditional use approval standard 4, staff does not believe that the proposed use would impede the normal and orderly development and improvement of surrounding property for uses permitted in the district based on the information provided in this application.

Given due consideration of adopted plans, staff believe the conditional use approval standards can be found met, subject to the recommended conditions of approval.

## Recommendation

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

The Planning Division recommends that the Plan Commission find the approval standards for conditional uses are met and **approve** an arts, technical, or trade school in a multi-tenant commercial building to allow a cosmetology and esthology school at 908 East Main Street. All recommendations are subject to 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 Jacob Moskowitz, 266-4560)

1. Bicycle parking requirements are based on the number of students (1 per 5 students). Provide the anticipated number of students, which will determine if bike parking is sufficient.

**Metro Transit** (Contact Tim Sobota, 261-4289)

2. Metro Transit operates daily all-day rapid transit service along East Washington Avenue near this property - with trips at least every 30 minutes (every 15 minutes or less during the day on weekdays and Saturdays).
3. Metro Transit would initially estimate the following counts of potentially eligible trips towards US Green Building Council/LEED Quality Access to Transit points: 132 Weekday & 96 Weekend. Please contact Metro Transit if additional analysis would be of interest.

**Engineering Mapping** (Contact Jeffrey Quamme, 266-4097)

4. The address of The Institute of Beauty and Wellness is 908 E Main St Suite 101. 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.

**Parking Utility** (Contact Trent Schultz, 246-5806)

5. The agency reviewed this project and determined a Transportation Demand Management (TDM) Plan could be required as part of approving the proposed Conditional Use. Please specify the expected number of parking stalls that will be assigned to the proposed use.

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