



Department of Planning & Community & Economic Development

## Planning Division

Katherine Cornwell, Director

---

Madison Municipal Building, Suite LL-100

215 Martin Luther King, Jr. Boulevard

P.O. Box 2985

Madison, Wisconsin 53701-2985

Phone: (608) 266-4635

Fax (608) 267-8739

[www.cityofmadison.com](http://www.cityofmadison.com)

**TO:** Plan Commission

**FROM:** Kevin Firchow and Jay Wendt, Planning Division

**DATE:** December 15, 2014

**SUBJECT:** ID [36054](#)– Approval of a request to rezone of properties at 7227-7269 Manufacturers Drive and 3853 Anderson Road from the IL (Industrial - Limited) District to the IG (Industrial-General) District

---

A request sponsored by Ald. Joe Clausius, District 17, was introduced on November 18, 2014 to change the zoning of properties at 7227-7269 Manufacturers Drive and 3853 Anderson Road from the IL (Industrial - Limited) District to the IG (Industrial-General) District. The properties are currently owned by the City and are part of the Interstate Commerce Park Plat. The irregularly-shaped subject lot includes frontage on both Anderson Road and Manufacturer's Drive and has about 580 feet of interstate frontage. A certified survey map (CSM) to combine these lots into one 10.92 acre site was approved by the Common Council on November 18, 2014.

Lakeside Trucking is under contract to purchase the subject site and has submitted plans to construct a truck sales and service facility. Site plans for the proposed facility were reviewed by City Agencies as a permitted use. As part of this review, Zoning staff found that the setbacks did not comply with district requirements for IL zoning.

The proposed use is permitted under the existing IL zoning and would not require further review or action by the Plan Commission or Common Council. Lakeside Trucking, however, is seeking relief from the site standards, specifically the "Parking Placement" standard that permits a maximum of one (1) drive aisle and two (2) rows of parking not exceeding 70 feet of area between the front façade of the building and the front lot line. As proposed, the building does not meet the standard. Staff understands that Lakeside questions the practicality of this requirement at this irregularly-shaped site and does not wish to move the building closer to Manufactures Drive as it would lessen the building's interstate visibility. A copy of the site plan and related exhibits are attached.

In addition to having more flexible site standards, the IG district has a more permissive list of allowed uses. Additional conditional uses include heavy industrial uses such as junkyards, concrete and rock crushing facilities, hazardous waste, and landfills. Establishing any of these conditional uses requires further Plan Commission approval. Uses conditional in the IL but permitted in the IG include breweries, motor freight terminals, railroad shop, and taxi or limousine business.

The broad approval standards for Zoning Map amendments 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](#) (2006), and shall comply with Wisconsin and federal law. Chapter 66.1001(3) of Wisconsin Statutes also requires that zoning ordinances (including zoning map

amendments) 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." The Plan recommends industrial uses. Both the existing IL and the proposed IG district would be consistent with that recommendation. The adopted Hanson Road Neighborhood Development Plan (2000) generally recommends light industrial uses and discusses the importance of the visual character on this entrance to the City.

The Planning Division believes establishing the proposed use is generally consistent with the surrounding developments that include other heavy machinery sales and service facilities that have interstate frontage. Staff notes that the adjacent building, developed under the 1966 Zoning Code, is setback approximately 270 feet from Manufacturers Drive, at its closest point. Other nearby buildings developed under both the new and 1966 codes are set closer to Manufacturers Drive. However, if approved, there may be similar requests to allow buildings to be sited away from Manufacturers Drive and closer to the Interstate.

This request is supported by its sponsor, Ald. Clausius. While the Planning Division prefers to have the project developed under the existing zoning, the irregularly lot shape does provide some potential siting challenges. The Planning Division believes that the broad standards for zoning map amendments can be met and does not oppose this request.