



PREPARED FOR THE PLAN COMMISSION

**Project Address:** 1014 E Washington Avenue (District 2 - Ald. Zellers)  
**Application Type:** Conditional Use  
**Legistar File ID #** [52212](#)  
**Prepared By:** Sydney Prusak, Planning Division  
Report Includes Comments from other City Agencies, as noted  
**Reviewed By:** Kevin Firchow, AICP, Principal Planner

## Summary

**Applicant & Contact:** Margo Plant; Barre District Madison; 2122 Chadbourne Avenue; Madison, WI 53726  
**Property Owner:** 1010 Commercial, P.O. Box 5308; Madison, WI 53705

**Requested Action:** The applicant requests approval of a conditional use to establish an arts/technical/trade school tenant (barre studio) in a mixed-use building in the TE (Traditional Employment) zoning district at 1014 E Washington Avenue.

**Proposal Summary:** The applicant proposes to establish a barre exercise studio within an existing multi-tenant building. Barre is a type of exercise that focuses on isometric strength training with high reps of small range of motion movements and utilizes a ballet barre for some of the postures. No exterior changes are proposed to the building.

**Applicable Regulations & Standards:** This proposal is subject to the standards for conditional uses [MGO §28.183], as MGO §28.082(1) lists an *Arts/Technical/Trade School* as a conditional use in the TE (Traditional Employment) district.

**Review Required By:** Plan Commission (PC)

**Summary Recommendation:** The Planning Division recommends that the Plan Commission find that the approval standards for a conditional use are met and **approve** the request to establish an arts/technical/trade school tenant in a multi-tenant building in TE (Traditional Employment) district zoning at 1014 E Washington Avenue. This request is subject to the input at the public hearing and the conditions recommended by the reviewing agencies.

## Background Information

**Parcel Location:** The subject site is located within the mixed-use building at the northeast corner of the intersection of E Washington Avenue and N Brearly Street. It is in Aldermanic District 2 (Ald. Zellers), Urban Design District #8, and the Madison Metropolitan School District.

**Existing Conditions and Land Use:** The 103,880-square-foot (2.38-acre) site includes an 11-story mixed-use building with approximately 17,400 square feet of ground floor commercial space, 51,800 square feet of office space on floors two and three, and 203 residential units. Three levels of structured parking, located in the middle of the site, contain 374 automobile parking stalls and 205 bicycle parking stalls (with another 76 bicycling stalls located around the exterior of the building for a total of 281 bicycle parking stalls on site).

**Surrounding Land Use and Zoning:**

Northwest: Lapham Elementary School and associated open space in the Traditional Residential – Varied 1 (TR-V1) District;

Northeast: Vacant property on the other half of this block in the TE District;

Southeast: Across E Washington Avenue to the southeast, two-story brick buildings in the TE District; and

Southwest: Across N Breatly Street to the southwest, Breese Stevens Field in the Parks and Recreation (PR) District.

**Adopted Land Use Plans:** The [Comprehensive Plan \(2006\)](#), [Tenney-Lapham Neighborhood Plan \(2008\)](#), and [East Washington Avenue Capitol Gateway Corridor BUILD Plan \(2008\)](#) all recommend employment uses for the E Washington Avenue half of the site, with ground floor commercial retail uses.

**Zoning Summary:** The project site is currently zoned Traditional Employment (TE).

**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 frequent transit service along E Washington Avenue, E Johnson Street, and E Gorham Street.

## **Project Description, Analysis, and Conclusion**

The applicant, Barre District Madison, proposes to establish a barre exercise studio in a tenant space within an existing mixed-use building. Barre is a type of exercise that focuses on isometric strength training with high reps of small range of motion and utilizes a ballet barre for some of the postures. The Zoning Administrator classifies this use as *an arts/technical/trade school*, which is a conditional use in the TE (Traditional Employment) zoning district. The Plan Commission approved a conditional use for an indoor cycling studio in the same building, which is also classified as an arts/technical/trade school, at its October 16, 2017 meeting.

While the entire building is approximately 430,000 square feet, the studio would occupy a 1,172-square-foot ground floor tenant space located near the center of the E Washington Avenue façade. The applicant is proposing to operate between the hours of 5:30 am and 9:00 pm, seven days per week. According to the letter of intent, the studio will offer between four and five classes per day, and have between six and eight instructors on staff. There will be between one and three staff members working at a time, with around 15 to 20 clients per class. Regarding interior renovations, the studio's main entrance and reception area will be located directly off E Washington Avenue. Behind the reception area will be a kids play area and cubies for guests. To the left of the lobby will be the exercise studio itself. Two bathrooms will be located in the rear of the space.

Visitors to the gym will be able to use the visitor automobile parking stalls (for a fee) located on the P1 and P2 levels of the internal structured parking deck, accessed via the N Breatly Street entrance. On-street parking located around the site is also available with some restrictions. The roughly 14 stalls located along the westbound portion of E Washington Avenue and the nine eastbound parking stalls located across the street, have the restriction of no stopping, standing, or parking from 3:00 – 6:00 am and 2-hour parking from 8:00am – 6:00 pm (except Saturdays, Sundays, and Holidays). The 11 on-street stalls located along the northbound side of N Breatly Street have no parking on Fridays, May 1 – November 15, from 8:00 am – 12:00 pm. The roughly 14 stalls on the southbound side are available except for Thursdays, May 1 – November 15, from 8:00 – 12:00 pm.

Bicycle parking for the visitors will be accommodated via the four existing stalls located directly in front of the tenant space's main entrance, the four existing stalls located to the west of the tenant space, and the 12 existing stalls located around the corner along the N Brearly Street facade. As a condition of approval, Zoning will require that the entire development reflect compliance in the required amount, type, and number of auto and bicycle parking spaces to be reviewed prior to obtaining zoning approval for each new tenant. There are no exterior changes proposed to the building, and any eventual signage will require approval from the Zoning Administrator (per MGO §31.043(3)).

This proposal is subject to the approval standards for conditional uses. In regards to the approval standards, the Plan Commission shall not approve a conditional use without due consideration of the City's adopted plan recommendations, design guidelines, and finding that all of the conditional use standards of MGO §28.183(6) are met. The Planning Division believes the plan is consistent with the recommendations in the [Comprehensive Plan \(2006\)](#), [Tenney-Lapham Neighborhood Plan \(2008\)](#), and [East Washington Avenue Capitol Gateway Corridor BUILD Plan \(2008\)](#).

Given the availability of both on-street parking, the parking stalls located inside the structured deck, and the lack of exterior changes, Staff believes that the standards of approval are met and does not believe the proposed barre studio will result in significant 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 §28.183(9)(d).

At the time of report writing, Staff was not aware of any neighborhood concerns on this request.

## Recommendation

**Planning Division Recommendation** (Contact Sydney Prusak, (608) 261-9135)

The Planning Division recommends that the Plan Commission find that the approval standards for a conditional use are met and **approve** the request to establish an arts/technical/trade school tenant in a multi-tenant building in TE (Traditional Employment) district zoning at 1014 E Washington Avenue. This request is subject to the 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 Jenny Kirchgatter, (608) 266-4429)

1. As each tenant space is leased, the entire development must reflect compliance in the required amount, type and number of auto and bicycle parking spaces, to be reviewed prior to obtaining zoning approval for each use.
2. 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 and Chapter 33 Urban Design District ordinances. Signage permits are issued by the Zoning Section of the Department of Planning and Community and Economic Development.