



PREPARED FOR THE PLAN COMMISSION

Project Address: 4019 Marsh Road
Application Type: Conditional Use
Legistar File ID # [42299](#)
Prepared By: Timothy M. Parks, Planning Division
Report includes comments from other City agencies, as noted.

Summary

Applicant: David D. Wood, Applewood Self Storage; 3200 Larsen Road; Madison.

Property Owner: Tom DeBeck, Marsh Road Development, LLC; 8500 Greenway Boulevard #202; Middleton.

Requested Action: Approval of a conditional use to allow construction of personal indoor storage facility at 4019 Marsh Road.

Proposal Summary: The applicant is requesting approval to construct 8 personal indoor storage warehouse buildings containing approximately 320 storage units overall. The applicant wishes to commence construction of the facility as soon as all regulatory approvals have been granted, with completion anticipated in 2 phases as market demand for the units dictates.

Applicable Regulations & Standards: Table 28-F1 in Section 28.082(1) of the Zoning Code identifies storage facilities and personal indoor storage as conditional uses in the IL (Industrial-Limited District) subject to supplemental regulations in Section 28.151. Section 28.183 provides the process and standards for the approval of conditional use permits.

Review Required By: Plan Commission

Summary Recommendation: The Planning Division recommends that the Plan Commission find the standards met and **approve** a conditional use to allow construction of personal storage facility at 4019 Marsh Road subject to input at the public hearing and the conditions from reviewing agencies beginning on page 4 of this report.

Background Information

Parcel Location: The subject site is a 3.3-acre parcel located on the east side of Marsh Road, approximately 400 feet south of Voges Road at the northeastern corner of platted by unbuilt Tradesmen Drive; Aldermanic District 16 (Demarb); Madison Metropolitan School District.

Existing Conditions and Land Use: The subject site is undeveloped, zoned IL (Industrial-Limited District).

Surrounding Land Use and Zoning:

North: Single-family residences in the Town of Blooming Grove;

South: Single-family residences in the Town of Blooming Grove; undeveloped lots and future expansion area for the Tradesmen Commerce Park subdivision, zoned IL (Industrial-Limited District);

East: Pellitteri Waste Systems waste transfer facility, zoned IL;

West: Applewood Self Storage, Isthmus Engineering across Marsh Road, zoned IL.

Adopted Land Use Plans: The Comprehensive Plan identifies the subject site and surrounding properties on both sides of Marsh Road north and south of Voges Road for Industrial uses.

Similarly, the Marsh Road Neighborhood Development Plan identifies the subject site and surrounding properties on both sides of Marsh Road for light industrial uses.

Zoning Summary: The site is zoned IL (Industrial-Limited District):

Requirements	Required	Proposed
Lot Area	20,000 sq. ft.	144,543 sq. ft.
Lot Width	75'	301.17'
Front Yard	0'	12'
Side Yards	Greater of 15' or 20% of bldg. height	15.3' on north; 15.5' on south
Rear Yard	30'	30.3'
Maximum Lot Coverage	Maximum 75%	See conditions
Maximum Building Height	N/A	One story
Auto Parking	No minimum; maximum 1 per employee	3
Bike Parking	1 per 10 employees	0; see conditions
Loading	N/A	0
Building Forms	Industrial building	See conditions
Other Critical Zoning Items		
Yes:	Barrier Free, Utility Easements	
No:	Floodplain, Urban Design, Wellhead Protection, Landmarks, Waterfront Development	
<i>Prepared by: Jenny Kirchgatter, Assistant Zoning Administrator</i>		

Environmental Corridor Status: The property is not located within a mapped environmental corridor.

Public Utilities and Services: The property is served by a full range of urban services, including weekday peak-hour and weekend Metro Transit service along Marsh Road.

Previous Approvals

On January 8, 2008, the Common Council approved a request to rezone 90.6 acres located at 4131 Marsh Road from Temporary M1 (Limited Manufacturing District) to M1, W (Wetlands District) and A (Agriculture District) [1966 Zoning Code], and approved of a preliminary plat of Tradesmen Industrial Park, creating 22 lots for industrial development, 2 outlots for public stormwater detention and 1 outlot for future development.

On March 18, 2008 meeting, the Common Council approved the final plat of the Tradesmen Commerce Park, creating 10 industrial lots and 3 outlots. The final plat was recorded on April 7, 2008.

Project Description

The applicant is requesting approval of a conditional use in IL (Industrial-Limited District) zoning to construct 8 personal indoor storage buildings containing approximately 320 overall units on Lot 4 of the Tradesmen Commerce Park industrial subdivision. The subject site is an approximately 3.3-acres parcel located on the east

side of Marsh Road, approximately 400 feet south of Voges Road. The subject lot is located at the northeastern corner of Marsh and platted but unbuilt Tradesmen Drive, an east-west local street planned to provide the southern access into the Tradesmen development, which is currently served from the north by Kipp Street through the adjacent Marsh Road Industrial Subdivision.

The proposed storage buildings range in size, and consist of 14 to 65 units of varying size per building, with the units accessed both from exterior doors and internal corridors as generally depicted on the plans. A 580 square-foot management office for the storage facility is proposed at the northwestern corner of Building A adjacent to the lone vehicular access to the site from Marsh Road. The exteriors of the buildings will generally consist of a combination of patterned fiber cement panel and metal panel. The proposed facility will be constructed in two phases based on market demand for the units, with Buildings A–D to be built in the first phase.

Analysis and Conclusion

Storage facilities and personal indoor storage facilities are conditional uses in the IL (Industrial-Limited) district subject to supplemental regulations that no commercial transactions shall be permitted other than the rental of storage units, and that the plans for onsite circulation and driveway locations be reviewed as part of the conditional use review process to ensure that the site design accommodates a logical and safe vehicle and pedestrian circulation pattern.

The Planning Division believes that the proposed storage facility can meet the conditional use standards and supplemental regulations. Staff does not believe that the project will have a negative impact on the uses, values and enjoyment or normal and orderly development of the surrounding properties. The character of the proposed personal storage facility appears to be consistent with the character of other new industrial and commercial buildings that have been developed in the surrounding area. The statement of purpose for the IL district generally recommends that a mix of light manufacturing, office, flex-space, and storage and warehousing uses be developed on parcels with relatively direct access to the regional highway system in a manner consistent with the adopted goals, objectives, policies, and recommendations of the Comprehensive Plan and adopted neighborhood plans, which in this case is the Marsh Road Neighborhood Development Plan.

The Marsh Road Neighborhood Development Plan recommends that light manufacturing and assembly uses be developed along both sides of Marsh Road from the nearby Wingra Stone–Kampmeir Quarry north to the Beltline Highway, as well as along both sides of Voges Road from Marsh Road to S. Stoughton Road. Although the emphasis on the plan is on light industrial uses, warehousing not associated with on-site manufacturing, such as the proposed personal indoor storage facility, is referenced as an appropriate use for the lands recommended for industrial within the planning area.

The neighborhood plan recommends that treatment of the area where the industrial and residential areas meet consist of a combination of natural areas and buffer strips on the industrial parcels, and that any new use in an industrial area provide adequate screening for existing or proposed residential uses located within the industrial area or adjacent to it. In this case, the subject site is bordered on the north by two longstanding single-family residences located in the Town of Blooming Grove. The applicant is proposing a 20- to 25-foot setback adjacent to the property line shared with the southerly of those residences, and is proposing a combination of new ornamental trees and existing trees located along the common lot line to landscape the northerly line of the site. Staff recommends that more substantial screening be used along this edge consistent with the recommendations in the Marsh Road Neighborhood Development Plan and in a fashion similar to the screening that would be required between commercial, mixed-use, or industrial zoning districts and residential districts according to the Zoning Code. The recommended screening will consist of a solid wall, solid fence, or hedge with

year-round foliage between 6 and 8 feet in height as measured from natural or approved grade. Final details of the screening along the northern property line will be approved by the Planning Division prior to issuance of permits for the first phase of the storage facility.

Recommendation

Planning Division Recommendation (Contact Timothy M. Parks, 261-9632)

The Planning Division recommends that the Plan Commission find the standards met and **approve** a conditional use to allow construction of personal storage facility at 4019 Marsh Road subject to input at the public hearing and the following conditions:

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

1. The final plans shall be revised prior to issuance of permits to clarify the number of units in each building and the total number of units within the facility.
2. The building plans shall be revised prior to issuance of permits to clearly identify all of the materials to be used on all sides of the 8 buildings.
3. Screening shall be installed along the northern property line abutting the single-family residence at 4005 Marsh Road in the Town of Blooming Grove in a manner consistent with the requirements in Section 28.142(8) for boundaries between commercial, mixed-use, or industrial zoning districts and residential districts. Screening shall consist of a solid wall, solid fence, or hedge with year-round foliage, between 6 and 8 feet in height. Height of screening shall be measured from natural or approved grade. Berms and retaining walls shall not be used to increase grade relative to screening height. Final details of the screening along the northern property line shall be approved by the Planning Division prior to issuance of building permits.

The following conditions of approval have been submitted by reviewing agencies:

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

4. The applicant shall construct sidewalk per a plan approved by the City along parcel limits of Marsh Road and Tradesmen Drive (even if the road portion of Tradesmen Drive is delayed).
5. The applicant shall build Tradesmen Drive along parcel limits. Tradesmen Drive construction may be delayed if the developer amends developer agreement for Tradesmen Commerce Park and replats alignment for Tradesmen Drive and Ballast Drive. Surety requirements will be renewed with the amended developer agreement.
6. The applicant shall submit, prior to plan sign-off, a digital CAD file (single file) to the City Engineering Division (Storm/Sanitary Section). The digital CAD file shall be to scale and represent final construction. The CAD file shall be in a designated coordinate system (preferably Dane County WISCRS, US Ft). The single CAD file submittal can be either AutoCAD (dwg) Version 2013 or older, MicroStation (dgn) V8i Select Series 3 or older, or Universal (dxf) format and shall contain the only the following data, each on a separate layer name/level number. The digital copies shall be drawn to scale and represent final construction including: building footprints; internal walkway areas; internal site parking areas; other miscellaneous impervious areas (i.e. gravel, crushed stone, bituminous/asphalt, concrete, etc.); right-of-way lines (public and private);

plat name and lot lines (metes & bounds parcel lines if unplatted); platted lot numbers (noted “unplatted lands” if not platted); lot/plat property dimensions; street names; private on-site sanitary sewer utilities (including all connections to public sanitary); private on-site storm sewer utilities (including all connections to public storm). The CAD file will only be required prior to final plan review so that multiple files do not need to be supplied or reviewed. Any changes or additions to the location of the building, private utilities, sidewalks, parking/pavement during construction will require a new CAD file transmittal.

7. The applicant shall submit, prior to plan sign-off but after all revisions have been completed, digital PDF files to the Engineering Division. Email PDF file transmissions are preferred to: bstanley@cityofmadison.com (East) or ttroester@cityofmadison.com (West). The digital copies shall be to scale, and shall have a scale bar on the plan set. (POLICY and MGO 37.09(2)) PDF submittals shall contain the following information: a) Building Footprints; b) Internal Walkway Areas; c) Internal Site Parking Areas; d) Other Miscellaneous Impervious Areas (i.e. gravel, crushed stone, bituminous/asphalt, concrete, etc.); e) Right-of-Way lines (public and private); f) Lot lines or parcel lines if unplatted; g) Lot numbers or the words unplatted; h) Lot/Plat dimensions; i) Street names; j) Stormwater Management Facilities; k) Detail drawings associated with Stormwater Management Facilities (including if applicable planting plans).
8. The applicant shall submit prior to plan sign-off, electronic copies of any Stormwater Management Files including: a) SLAMM DAT files; b) RECARGA files; c) TR-55/HYDROCAD/etc.; and d) sediment loading calculations. If calculations are done by hand or are not available electronically, the hand copies or printed output shall be scanned to a PDF file and provided.
9. This project appears to require construction dewatering. A dewatering plan shall be submitted to City Engineering as part of the Erosion Control Permit
10. Submit a draft Stormwater Management Maintenance Agreement (SWMA) for review and approval that covers inspection and maintenance requirements for any BMP used to meet stormwater management requirements on this project. Include copies of all stormwater, utility, and detail plan sheets that contain stormwater practices on 8.5 x 14” size paper in the draft document. These drawings do not need to be to scale as they are for informational purposes only. Once City Engineering staff has reviewed the draft document and approved it with any required revisions, submit a signed and notarized original copy to City Engineering. Include a check for \$30.00 made out to Dane County Register of Deeds for the recording fee. City Engineering will forward the document and fee for recording at the time of issuance of the stormwater management permit. The draft SWMA document can be emailed to Tim Troester (west) at ttroester@cityofmadison.com, or Jeff Benedict (east) at jbenedict@cityofmadison.com. The final document and fee should be submitted to City Engineering.
11. The applicant shall demonstrate compliance with Section 37.07 and 37.08 of Madison General Ordinances regarding permissible soil loss rates. The erosion control plan shall include Universal Soil Loss Equation (USLE) computations for the construction period. Measures shall be implemented in order to maintain a soil loss rate below 5.0-tons per acre per year.
12. This site appears to disturb over 1 acre of land and requires a permit from the Wisconsin Department of Natural Resources (WDNR) for stormwater management and erosion control. The City of Madison has been required by the WDNR to review projects for compliance with NR-216 and NR-151 however a separate permit submittal is still required to the WDNR for this work. The City of Madison cannot issue our permit until concurrence is obtained from the WDNR via their NOI or WRAPP permit process. Contact Eric Rortvedt at 273-5612 of the WDNR to discuss this requirement.

13. Prior to approval, this project shall comply with Chapter 37 of the Madison General Ordinances regarding stormwater management. Specifically, this development is required to provide infiltration in accordance with Chapter 37 of Madison General Ordinances.
14. Complete an erosion control plan and complete weekly self-inspection of the erosion control practices and post these inspections to the City of Madison website as required by Chapter 37 of Madison General Ordinances.
15. The construction of this project will require the applicant shall enter into a City / Developer agreement for the required infrastructure improvements. The applicant shall contact City Engineering to schedule the development of the plans and the agreement. The City Engineer will not sign off on this project without the agreement executed by the developer. Note: Obtaining a developer's agreement generally takes approximately 4-6 weeks, minimum.
16. The applicant shall replace all sidewalk and curb and gutter that abuts the property that is damaged by the construction, or any sidewalk and curb and gutter, which the City Engineer determines needs to be replaced because it is not at a desirable grade, regardless of whether the condition existed prior to beginning construction.
17. All work in the public right of way shall be performed by a City-licensed contractor.
18. All damage to the pavement on Marsh Road adjacent to this development shall be restored in accordance with the City's Pavement Patching Criteria

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

19. Proposed building addresses are as follows: Office address is 4019 Marsh Road; Remainder of Building A: 4021 Marsh Road; Building G: 4023 Marsh Road; Building H: 4027 Marsh Road; Building F: 4031 Marsh Road; Building E: 4035 Marsh Road; Building D: 4039 Marsh Road; Building C: 4043 Marsh Road; Building B: 4047 Marsh Road.
20. The applicant shall adjust the landscaping plan to reduce the number of trees planned within the public utility easements along the west and south sides of the site, particularly along the south side of the lot.
21. Individual storage units may require address identification. Submit a PDF of all floor plans for each separate building to Lori Zenchenko (Lzenchenko@cityofmadison.com); so that a preliminary interior addressing plan can be developed prior to plans being submitted for permit review. If there are any changes pertaining to the location of a unit, the deletion or addition of a unit, or to the location of the entrance into any unit, (before, during or after construction) the addresses may need to be changed. The interior address plan is subject to the review and approval of the Fire Marshal.

Traffic Engineering Division (Contact Eric Halvorson, 266-6527)

22. The applicant shall submit one contiguous plan showing proposed conditions and one contiguous plan showing existing conditions for approval. The plan drawings shall be scaled to 1" = 20' and include the following, when applicable: existing and proposed property lines; parcel addresses; all easements; pavement markings; signing; building placement; items in the terrace such as signs, street light poles, hydrants; surface

types such as asphalt, concrete, grass, sidewalk; driveway approaches, including those adjacent to and across street from the project lot location; parking stall dimensions, including 2 feet of vehicle overhang; drive aisle dimensions; semitrailer movement and vehicle routes; dimensions of radii; and percent of slope.

23. The City Traffic Engineer may require public signing and marking related to the development; the developer shall be financially responsible for such signing and marking.
24. All parking facility design shall conform to the standards in MGO Section 10.08(6).

Zoning Administrator (Contact Jenny Kirchgatter, 266-4429)

25. Provide a calculation and plan detail for lot coverage with the final submittal. The lot coverage maximum is 75%. Lot coverage is defined as the total area of all buildings, measured at grade, all accessory structures and all paved areas as a percentage of the total area of the lot, with the following exceptions: sidewalks or paved paths no wider than 5 feet, pervious pavement, green roofs and decks.
26. Provide a minimum number of 2 bicycle spaces (the equivalent of 1 two-sided bike rack) in a convenient and visible area within one hundred feet of the principal office entrance. The bike rack shall be located on a paved or impervious surface and shall permit the locking of the bicycle frame and 1 wheel to the rack and shall support the bicycle in a stable position. A bike stall is a minimum of 2 feet by 6 feet with a 5-foot wide access area. Submit a detail showing the model of bike rack to be installed.
27. Submit the landscape plan and landscape worksheet stamped by the registered landscape architect. Per Section 28.142(3) Landscape Plan and Design Standards, landscape plans for zoning lots greater than ten 10,000 square feet in size must be prepared by a registered landscape architect.
28. Provide adequate development frontage landscaping adjacent Marsh Road and Tradesmen Drive per Section 28.142(5) Development Frontage Landscaping. Landscaping and/or ornamental fencing shall be provided between buildings or parking areas and the adjacent street(s), except where buildings are placed at the sidewalk. One (1) overstory deciduous tree and five (5) shrubs shall be planted for each 30 lineal feet of lot frontage. Two (2) ornamental trees or two (2) evergreen trees may be used in place of one (1) overstory deciduous tree. Note that landscaping must be installed on the private property.
29. Show the trash enclosure area on the site plan. All developments, except single-family and two-family developments, shall provide a refuse disposal area. Such area shall be screened on four sides (including a gate for access) by a solid, commercial-grade wood fence, wall, or equivalent material with a minimum height of 6 feet and not greater than 8 feet. Submit a detail of the trash enclosure.
30. All proposed personal indoor storage buildings shall comply with the entrance orientation requirements of Section 28.088(5)(b). Principal building entrances on all new buildings shall be oriented to the primary abutting public street. The entrance shall have a functional door. Additional, secondary entrances may be oriented to a secondary street or parking area. Entries shall be clearly visible and identifiable from the street, and delineated with elements such as roof overhangs, recessed entries, landscaping or similar design features. Barrier-free entrances are encouraged. In addition, facades facing a public street shall be vertically articulated at a minimum interval of 60 feet.

31. 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.
32. Signage approvals are not granted by the Plan Commission. Signage must be reviewed for compliance with Chapter 31 Sign Codes of Madison General Ordinances. Signage permits are issued by the Zoning Section of the Department of Planning and Community and Economic Development.

Fire Department (Contact Bill Sullivan, 261-9658)

The Madison Fire Department does not object to this proposal provided the project complies with all applicable fire codes and ordinances.

Water Utility (Contact Adam Wiederhoeft, 266-9121)

33. Note: All operating private wells shall be identified and permitted and any unused private wells shall be abandoned by the Madison Water Utility in accordance with MGO Section 13.21.
34. Note: There are potential water main assessments due against this property.

Parks Division (Contact Janet Schmidt, 261-9688)

This agency did not provide comments for this request.

Metro Transit (Contact Tim Sobota, 261-4289)

The agency reviewed this request and has recommended no conditions of approval.