

PLANNING UNIT REPORT
DEPARTMENT OF PLANNING AND DEVELOPMENT
March 14, 2005

CONDITIONAL USE APPLICATION:

1. Requested Action: Approval of an automobile sales establishment in an existing building located at 4914 Pflaum Road.
2. Applicable Regulations: Section 28.10(4)(d) allows automobile and motorcycle sales and rental establishments as a conditional use in the M1 limited manufacturing district.
3. Report Drafted By: Bill Roberts, Planner IV

GENERAL INFORMATION:

1. Applicant: Ann Meyer, Dan Mare Motorsportz LLC, 4914 Pflaum Road, Unit #3, Madison WI 53718. Thomas Klinzing, 4914 Pflaum Road, Madison WI 53718.
2. Status of Applicant: Owner and tenant.
3. Development Schedule: 2005.
4. Parcel Location: North side of Pflaum Road, about 2/3 of a mile east of South Stoughton Road/Hwy 151. Madison Metropolitan School District, 16th Aldermanic District.
5. Existing Land Use: Multi-tenant commercial industrial building.
6. Proposed Use: Used automobile dealership in a portion of the existing building.
7. Surrounding Land Use and Zoning: This site is surrounded by a mix of industrial, storage and heavier commercial uses, along Pflaum Road, zoned M1.
8. Adopted Land Use Plan: Industrial District.
9. Environmental Corridor Status: This property is not located within a mapped environmental corridor.

PUBLIC UTILITIES AND SERVICES:

The property is served with a full range of urban services.

STANDARDS FOR REVIEW:

The conditional use standards are applicable to this application.

12

ANALYSIS, EVALUATION AND CONCLUSION:

The applicant intends to operate a small, used car dealership in one of the tenant spaces in this existing building, located along Pflaum Road. Changes to the existing building or site plan is proposed. The applicant is operating a vehicle detail shop and would like to expand operations to used car sales on the site. There is an existing five-stall parking lot that serves this building. The applicant is intending to use four of these stalls as a vehicle display area. Staff feels that this relatively minor change to allow this limited automobile sales business in an existing building in this M1 zoned area can comply with all applicable ordinance standards.

RECOMMENDATIONS:

The Planning Unit recommends that the Plan Commission find that the ordinance standards are met and approve this application subject to the comments of the reviewing departments.

12



Traffic Engineering Division

David C. Dryer, City Traffic Engineer

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March 25, 2005

TO: Plan Commission
FROM: David C. Dryer, P.E., City Traffic Engineer
SUBJECT: **4914 Pflaum Road – Conditional Use – Motor Vehicle Sales**

The City Traffic Engineering Division has reviewed the subject development and has the following comments.

MAJOR OR NON-STANDARD REVIEW COMMENTS (Comments which are special to the project and/or may require additional work beyond a standard, more routine project.)

1. None

GENERAL OR STANDARD REVIEW COMMENTS

In addition, we offer the following General or Standard Review Comments:

2. A "Stop" sign shall be installed at a height of seven (7) feet at the driveway approach behind the property line and noted on the plan. All directional/regulatory signage and pavement markings on the site shall be shown and noted on the plan.
3. Public signing and marking related to the development may be required by the City Traffic Engineer for which the developer shall be financially responsible.

Please contact John Leach, City Traffic Engineering at 267-8755 if you have questions regarding the above items:

Contact:

Person: Dan Meyer
c/o DanMre Motorsportz LLC
4914 Pflaum Rd #3
Madison WI 53718

DCD:DJM:dm

**CITY OF MADISON
INTERDEPARTMENTAL
CORRESPONDENCE**

Date: March 23, 2005

To: Bill Roberts, Planner III
From: Kathy Voeck, Assistant Zoning Administrator
Subject: 4914 Pflaum Rd.

Present Zoning District: M-1

Proposed Use: Used motor vehicle sales establishment

Conditional Use: 28.10(4)(d)20 Automobile sales is a conditional use in the M-1 district

MAJOR OR NON-STANDARD REVIEW COMMENTS (Comments which are special to the project and/or may require additional work beyond a standard, more routine project).

GENERAL OR STANDARD REVIEW COMMENTS

1. Meet all applicable State accessible requirements, including but not limited to:
 - a. Provide a minimum of two accessible stalls striped per State requirements. A minimum of one of the stalls shall be a van accessible stall 8' wide with an 8' striped out area adjacent.
 - b. Show signage at the head of the stalls.
 - c. Show the accessible path from the stalls to the building.
2. Provide two bike parking stalls in a safe and convenient location on an impervious surface to be shown on the final plan. The bike racks shall be securely anchored to the ground or building to prevent the racks from moving. NOTE: A bike-parking stall is two feet by six feet with a five-foot access area.
3. Parking lot plans with greater than twenty (20) stalls, landscape plans must be stamped by a registered landscape architect. Provide a landscape worksheet with the final plans that shows that the landscaping provided meets the point and required tree ordinances. In order to count toward required points, the landscaping shall be within 15' and 20' of the parking lot depending on the type of landscape element. (Note: The required trees do not count toward the landscape point total.) Planting islands shall consist of at least 75% vegetative cover, including trees, shrubs, ground cover, and/or grass. Up to 25% of the island surface may be brick pavers, mulch or other non-vegetative cover. All plant materials in islands shall be protected from vehicles by concrete curbs.

4. For an outdoor merchandising area, the maximum level in 75% of the lot shall not exceed 20 footcandles. A contiguous area not to exceed 25% of the lot may be illuminated to a level which shall not exceed 40 footcandles.

ZONING CRITERIA

Bulk Requirements	Required	Proposed
	Existing	Existing

Site Design	Required	Proposed
Number parking stalls	19 for all uses plus cars for display	34 provided
Accessible stalls	2	(1)
Loading	n/a	n/a
Number bike parking stalls	2	(2)
Landscaping	Yes	(3)
Lighting	No	(4)

Other Critical Zoning Items	
Urban Design	No
Historic District	No
Landmark building	No
Flood plain	No
Utility easements	No
Water front development	No
Adjacent to park	No
Barrier free (ILHR 69)	Yes

With the above conditions, the proposed project **does** comply with all of the above requirements.