

**PLANNING DIVISION REPORT
DEPARTMENT OF PLANNING AND COMMUNITY
AND ECONOMIC DEVELOPMENT
February 11, 2008**

RE: I.D. # 09073 Conditional Use Application – 2421 S. Stoughton Road

1. Requested Action: Approval of a conditional use to allow the sale of motorcycle, ATV, snowmobile parts and accessories in a property zoned M1.
2. Applicable Regulations: Section 28.10(4) (d) (20) identifies motorcycle sales as a conditional use in the M1 district. Section 28.12 (11) provides the guidelines and regulations for the approval of conditional uses.
3. Report Prepared By: Kevin Firchow, AICP

GENERAL INFORMATION

1. Applicant & Contact: Steve and Judy Parker; Madison Motorsports, LLC

Property Owner: Neupert Enterprises, LLC; Donald J. Hornung, Partner; 2310 Pennsylvania Avenue; Madison, WI 53704
2. Development Schedule: The applicant wishes to proceed as soon as all necessary permits are granted and anticipates site occupancy by March 1, 2008.
3. Location: An approximately 2.5 acre parcel located on the east frontage road of Stoughton Road, north of its intersection with Pflaum Road. The project is in Aldermanic District 16; Madison Metropolitan School District.
4. Existing Conditions: There are two buildings on the subject property. The main retail building is located closer to Stoughton Road. The proposed operation would be one of three commercial tenants in a rear building that was previously used as a storage building.
5. Existing Zoning: The property is zoned M1 (Limited Manufacturing District).
6. Proposed Land Use: The applicant wishes to operate a motorcycle, ATV, and snowmobile accessory retail store.
7. Surrounding Land Use and Zoning:

North: Commercial building, zoned M1 (Limited Manufacturing)
South: Fast Food, Commercial, and Warehouse buildings, zoned C3L (Commercial Service/Distribution)
East: Commercial Warehouse, zoned M1 (Limited Manufacturing)
West: Stoughton Road and Frontage Road, with auto sales and service beyond
8. Adopted Land Use Plan: The Comprehensive Plan recommends this site for General Commercial (GC) uses. The proposed use is consistent with that recommendation.

9. Environmental Corridor Status: The subject site is not located in a mapped environmental corridor.
10. Public Utilities & Services: The property is served by a full range of urban services.

STANDARDS FOR REVIEW

This application is subject to the conditional use standards of Section 28.12 (11).

ANALYSIS, EVALUATION & CONCLUSION

The applicant requests conditional use approval to operate a retail facility for the sale of motorcycle, ATV, and snowmobile accessories. The property is zoned M1 (Limited Manufacturing District) and the proposed use is a conditional use in this district.

The proposed business would be a tenant in an existing multi-tenant building. The 2.5-acre subject property includes two existing buildings, both used for retail/commercial purposes. The proposed business would occupy a 2,500 square foot vacant space in the rear building. An automobile repair establishment currently occupies the northern third of this building. The southern third of the building is occupied by a retail store for carpet and tile. A furniture store occupies the 19,000 square foot front building. Various retail and highway-oriented commercial uses surround the subject site and are also are zoned M1 or C3L. The anticipated hours of operation would be Monday through Thursday 10:00 am-7:00 pm, Friday 10:00 am-6:00 pm, and Saturday 10:00 am-4:00 pm. During the spring, the applicant also anticipates being open on Sunday from Noon-4:00 pm.

No changes to the site or building are planned to accommodate the proposed business and the current application does not indicate any areas for outdoor storage or display. In considering parking, the site includes 66 total stalls with three being accessible. Staff anticipate this parking supply will remain sufficient considering that the existing uses are typically low generators of parking for commercial uses and that the proposed business will occupy a relatively small area of the site.

The Planning Division believes this use can meet the standards for conditional uses. Based on the information provided, staff do not anticipate the establishment of this business at this location would provide any conflicts with surrounding uses nor impair or diminish the use, value, or enjoyment of nearby properties. The proposed use is consistent with the Comprehensive Plan's recommendation for General Commercial (GC) uses for the site. Additionally, the preparation of the Stoughton Road Revitalization Plan is ongoing and this proposal is not inconsistent with recommendations in the current draft.

RECOMMENDATION

The Planning Division recommends that the Plan Commission find the conditional use standards are met and **approve** the applicant's request for a conditional use to allow the sale of motorcycle, ATV, snowmobile parts and accessories, subject to input at the public hearing and comments from reviewing agencies.



Department of Public Works
City Engineering Division

608 266 4751

Larry D. Nelson, P.E.
City Engineer

City-County Building, Room 115
210 Martin Luther King, Jr. Boulevard
Madison, Wisconsin 53703
608 264 9275 FAX
1 866 704 2315 Textnet

Deputy City Engineer
Robert F. Phillips, P.E.

Principal Engineers
Michael R. Dailey, P.E.
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John S. Fahrney, P.E.
Gregory T. Frles, P.E.

Facilities & Sustainability
Jeanne E. Hoffman, Manager
James C. Whitney, A.I.A.

Operations Manager
Kathleen M. Cryan

Hydrogeologist
Joseph L. DeMorett, P.G.

GIS Manager
David A. Davis, R.L.S.

Financial Officer
Steven B. Danner-Rivers

DATE: February 1, 2008
TO: Plan Commission
FROM: Larry D. Nelson, P.E., City Engineer
SUBJECT: 2421 South Stoughton Road Conditional Use

The City 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. N/A

GENERAL OR STANDARD REVIEW COMMENTS

In addition, we offer the following General or Standard Review Comments: NONE





Traffic Engineering and Parking Divisions

David C. Dryer, P.E., City Traffic Engineer and Parking Manager

Suite 100
215 Martin Luther King, Jr. Boulevard
P.O. Box 2986
Madison, Wisconsin 53701-2986
PH 608 266 4761
TTY 866-704-2315
FAX 608 267 1158

January 31, 2008

TO: Plan Commission

FROM: David C. Dryer, P.E., City Traffic Engineer and Parking Manager

SUBJECT: **2421 South Stoughton Road – Conditional Use – Motor Cycle and Auto Shop**

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

PEDESTRIAN AND BICYCLE TRANSPORTATION REVIEW COMMENTS

2. None

GENERAL OR STANDARD REVIEW COMMENTS

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

3. None

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

Contact Person: Judy Parker
Fax: 608-221-2970
Email: sjparker@madisonmotorsports.com

DCD: DJM: dm

**CITY OF MADISON
INTERDEPARTMENTAL
CORRESPONDENCE**

Date: January 31st 2008

To: Plan Commission

From: Patrick Anderson, Assistant Zoning Administrator

Subject: 2421 S. Stoughton Road

Present Zoning District: M-1

Proposed Use: Motorcycle/Auto Accessory Shop.

Conditional Use: 28.10 (4)(d) 22. Motorcycle accessory shop with minor installations.

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. Provide a minimum of two accessible stalls striped per State requirements, with one of these stalls located in front of the east building. A minimum of one of the stalls shall be van accessible stall 8' wide with an 8' striped out area adjacent. Show signage at the head of the stalls. Accessible signs shall be a minimum of 60" between the bottom of the sign and the ground. Show the accessible path from the stalls to the building. The stalls shall be as near the accessible entrance as possible. Show ramps, curbs, or wheel stops where required.
2. If outdoor lighting is provided, it must comply with City of Madison outdoor lighting standards.
3. Provide 7 bike parking stalls in a safe and convenient location on an impervious surface to be shown on the final plan. Please work with zoning staff in regard to location and distribution of required bike parking stalls.
4. The designated parking stalls shall be marked to maintain the orderly and safe parking of vehicles.

ZONING CRITERIA

Bulk Requirements	Required	Proposed
Lot Area	6,000 sq. ft.	109,072.5 sq. ft.
Lot width	50'	175.00
Yards	Existing building	Existing building
Building height	F.A.R. of 2.0	Less then 1.0

2421 S. Stoughton Road

January 31st 2008

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Site Design	Required	Proposed
Number parking stalls	16 Employee/ 44 customer stalls	66 (4)
Accessible stalls	2	3 (1)
Loading	2	2
Number bike parking stalls	7	7 (3)
Landscaping	Yes	Cont. Plan
Lighting	No	? (2)

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



CITY OF MADISON FIRE DEPARTMENT

Fire Prevention Division

325 W. Johnson St., Madison, WI 53703-2295
Phone: 608-266-4484 • FAX: 608-267-1153

DATE: February 4, 2008
TO: Plan Commission
FROM: Edwin J. Ruckriegel, Fire Marshal
SUBJECT: **2421 S. Stoughton Rd.**

The City of Madison Fire Department (MFD) 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. All portions of the exterior walls of newly constructed public buildings and places of employment and open storage of combustible materials shall be within 500-feet of at least TWO fire hydrants. Distances are measured along the path **traveled by the fire truck as the hose lays off the truck**. See MGO 34.20 for additional information.
2. Provide fire apparatus access as required by Comm 62.0509 and MGO 34.19, as follows:
 - a. The site plans shall clearly identify the location of all fire lanes.
 - b. Provide a fire lane that extends to within 150-feet of all exterior portions of the structure, or it can be extended to within 250-feet if the building is fully sprinklered.
 - c. A dead-end fire lane that is longer than 150-feet shall terminate in a turnaround. Provide an approved turnaround (cul-de-sac, 45 degree wye, 90 degree tee) at the end of a fire lane that is more than 150-feet in length.

GENERAL OR STANDARD REVIEW COMMENTS

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

3. Provide fire apparatus access as required by Comm 62.0509 and MGO 34.19, as follows:
 - a. Provide a minimum unobstructed width of 26-feet for at least 20-feet on each side of the fire hydrant.

Please contact Scott Strassburg, New Construction Inspector at 608-261-9843 if you have questions regarding the above items.

cc: Bill Sullivan

Firchow, Kevin

From: Steve & Judy Parker [sjparker@madisonmotorsports.com]
Sent: Tuesday, February 05, 2008 5:10 PM
To: Compton, Judy
Cc: Firchow, Kevin
Subject: Fw: Feb 4 2008 memo to Plan Commission

Judy Compton

Here is a reply from Edwin Ruckriegel, Fire Marshal.

We had an inquiry from Matt Tucker this afternoon regarding the Fire dept. issues so we forward the response from Edwin Ruckriegel to him also.

Judy Parker
Madison Motorsports, LLC Member/Owner

----- Original Message -----

From: Steve & Judy Parker
To: Tucker, Matthew
Cc: SStrassburg@cityofmadison.com
Sent: Tuesday, February 05, 2008 4:54 PM
Subject: Fw: Feb 4 2008 memo to Plan Commission

Matt,
Here is an email we received from Edwin Ruckriegel, Fire Marshal, confirming our 02/05/08 telephone conversation. It appears there are no issues with the fire department.

Judy Parker
Madison Motorsports, LLC Member/Owner

----- Original Message -----

From: Ruckriegel, Ed
To: Steve & Judy Parker
Cc: Sullivan, William ; Strassburg, Scott
Sent: Tuesday, February 05, 2008 12:42 PM
Subject: RE: Feb 4 2008 memo to Plan Commission



Judy:

Your summary of our conversation is correct. The local fire code does not require new hydrants for existing buildings. Please proceed with the move without concerns for fire hydrant or fire lane expenses.

Cordially,
Ed Ruckriegel
Fire Marshal/Emergency Management Coordinator
City of Madison Fire Department
325 W. Johnson St.
Madison, WI 53703
(608)266-4457
eruckriegel@cityofmadison.com

2/6/2008