



## Report to the Plan Commission

March 19, 2012

**Legistar ID# 25319**

**3822 Mineral Point Road**

**Alteration to an Approved PUD-GDP-SIP**

Report Prepared By:

Kevin Firchow, AICP

Planning Division

---

**Requested Action:** Approval to rezone the property from PUD-SIP (Planned Unit Development-Specific Implementation Plan) to Amended PUD-GDP-SIP (Planned Unit Development-General Development Plan-Specific Implementation Plan) for the purpose of allowing the establishment of an engraving business in an existing commercial building.

**Applicable Regulations & Standards:** This project is subject to the standards for zoning map amendments and planned unit developments. Section 28.12 (9) provides the process for zoning map amendments. Section 28.07 (6) provides the requirements and framework for planned unit developments.

**Summary Recommendation:** The Planning Division recommends that the Plan Commission find that the standards for zoning map amendments and planned unit developments are met and forward Zoning Map Amendment 3586, rezoning 3822 Mineral Point Road from PUD-SIP (Planned Unit Development-Specific Implementation Plan) to Amended PUD-GDP-SIP (Planned Unit Development-General Development Plan-Specific Implementation Plan) to the Common Council with a recommendation of **approval**, subject to input at the public hearing and the conditions recommended by the Planning Division and other reviewing agencies.

### **Background Information**

---

**Applicant / Contact:** Richard G. Karls; Ascentives; 702 North Midvale Blvd, STE 13; Madison, WI 53705

**Property Owner:** WI Newspaper Association Foundation, Inc. 1901 Fish Hatchery Road; Madison, WI 53713

**Proposal:** The applicant proposes to amend an existing planned unit development to allow the establishment of an engraving business at this location.

**Parcel Location:** The subject site is located at the intersection of Mineral Point Road and Larkin Street. The property is within the boundaries of Aldermanic District 11 and the Madison Metropolitan School District.

**Existing Conditions:** The subject building is a two-story, 5,400 square foot building originally constructed in 1958. The second story was constructed after a 1981 rezoning approval. The building was previously occupied by the Wisconsin Newspaper Association Foundation, but is currently vacant.

**Surrounding Land Use and Zoning:** Single-family homes, zoned R2 (General Residential Development) are located north of this site. Bethany Methodist Church, also zoned R2 sits immediately across Larkin Street. Two other single-family homes are located to the east and zoned R4 (General Residence District). The one-story Wisconsin Geological and Natural History Survey Office is immediately across Mineral Point Road and zoned C1 (Limited Commercial District).

**Adopted Land Use Plan:** The Comprehensive Plan recommends neighborhood mixed-use development for the subject site.

**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.

**Zoning Summary:** The site is now zoned PUD-SIP (Planned Unit Development-Specific Implementation Plan). As such, there are no predetermined bulk requirements. Zoning reviewed this project based on the criteria for the C1 district, because of the surrounding land uses.

Bulk Requirements	Required	Proposed
Lot Area	6,000 sq. ft.	18,537 sq. ft.
Lot width	50'	adequate
Front yard	0'	adequate
Side yards	0'	adequate
Rear yard	30'	adequate
Floor area ratio	3.0	less than 1.0
Building height	3 stories	1 stories existing (as measured by Zoning from the Mineral Point Road)
Site Design	Required	Proposed
Number parking stalls	As per approved plans	As per approved plans
Accessible stalls	1	1
Loading	n/a	n/a
Number bike parking stalls	2	0
Landscaping	No	
Lighting	No (existing)	Yes
<b>Other Critical Zoning Items</b>	Urban Design, Utility easements, Barrier free (ILHR 69)	

*Table prepared by Patrick Anderson, Assistant Zoning Administrator*

## **Project Review, Analysis, and Conclusion**

The applicant requests approval of an alteration to a PUD-SIP (Planned Unit Development – Specific Implementation Plan) to allow the establishment of an engraving business in an existing commercial building. This proposal is subject to the approval standards for Zoning Map Amendments and Planned Unit Developments.

The subject site includes a two-story office building measuring over 5,400 square feet in area. A rear 13-stall parking lot, accessed from Larkin Street sits behind the building. The rear of the site is screened by a row of mature evergreen trees. Staff understands the building is currently unoccupied. The property is situated at the western edge of a small commercial node extending along Mineral Point Road between Larkin Street and Speedway Road. Single-family homes are located to the north and east. Bethany Methodist Church is directly across Larkin Street from this property. Other Mineral Point Road-fronting commercial development is located directly across the street, to the south.

This property was rezoned from the R4 (General Residence District) to the PUD-SIP district in 1981 to facilitate the construction of the building's second story and its conversion from a fraternal lodge to a professional office. It does not appear that a formal zoning text was filed though a condition of approval limited the PUD's allowable uses to only professional offices. While there is a professional office component to the applicant's business, the Zoning Administrator has determined that the use list needs to be expanded to allow the proposed use, hence the need for the amendment to the PUD.

The applicant, Ascentives, produces imprinted promotional products and provides on-site engraving services. The business is now a tenant within the lower level of Hilldale Mall and has 12 employees. The location includes all of the business's office and production services and the applicant indicates they have outgrown this space.

A proposed zoning text has been prepared by the applicant that expands the use list to include professional office, on-site engraving services, and other accessory uses. Planning and Zoning staff have reviewed the list and recommend some technical modifications to that text. Text revisions are noted in the conditions of approval.

A small number of physical building and site changes are proposed by the applicant though staff do not believe these changes substantially alter the previously approved design. The alterations relate to the applicant's desire to install a new accessible service door along the lower level of the western (Larkin Street-facing) façade. Related improvements include the installation of a small roof overhang, light, rain garden, retaining walls, and grading work to accommodate the door and connecting sidewalk. Considering the minor design changes anticipated, the Urban Design Commission Secretary has reviewed the drawings on behalf of the Urban Design Commission and staff has indicated that these changes can be approved as a minor alteration the Planned Unit Development. As noted in the conditions of approval, further signage detail will be necessary prior to granting final sign permits.

The applicant has indicated to staff that the relocated business should have very limited impacts on surrounding properties. The letter of intent indicates the normal business hours are 7:00 am – 5:30 pm, Monday through Friday; and 8:00 am until 4:00 pm, on Saturdays. A follow-up letter sent to the Sunset Village Neighborhood Association is attached. Based on the information shared by the applicant, staff anticipates the resulting impacts would be similar to those of a professional office. Staff is not aware of any resulting noise that would be audible from outside the building, noting that this business has existed for several years in close proximity to a variety of other uses within Hilldale Mall. The applicant notes that there will be deliveries from a variety of parcel carriers but semi-truck deliveries would be "extremely infrequent" and that for large deliveries, the company can make arrangements to have such deliveries made off-site.

Staff believe the applicable approval standards can be met. The approval would allow a growing business to relocate into an existing vacant building. Based on the information presented to staff the proposed use should be compatible with surrounding development. The site would remain consistent with the Comprehensive Plan's recommendation for neighborhood mixed-use development with the approval of the proposed zoning amendment. At the time of report writing, staff was not aware of any concerns from the neighborhood on this proposal.

## **Recommendation and Proposed Conditions of Approval**

---

Major/Non-Standard Conditions are Shaded

### **Planning Division Recommendation** (Contact Kevin Firchow, 267-1150)

The Planning Division recommends that the Plan Commission find that the standards for zoning map amendments and planned unit developments are met and forward Zoning Map Amendment 3586, rezoning 3822 Mineral Point Road from PUD-SIP (Planned Unit Development-Specific Implementation Plan) to Amended PUD-GDP-SIP (Planned Unit Development-General Development Plan-Specific Implementation Plan) to the Common Council with a recommendation of **approval**, subject to input at the public hearing and the conditions recommended by the Planning Division and other reviewing agencies.

1. That the applicant revises the zoning text per the recommendations of City Zoning (below) and also specifies on in the zoning text that:
  - a) All business, servicing, or processing shall be conducted within completely enclosed buildings except for off-street parking and off-street loading.
  - b) All storage, except for motor vehicles in operable condition, shall be within completely enclosed buildings.
2. That exterior building elevation alterations, site plan, and landscape plan details are included within the final sign-off documents.
3. Final signage details for the ground sign shall be submitted for review, approval, and recording prior to final approval of the sign permit.

### **City Engineering Division** (Contact Janet Dailey, 261-9688)

4. In accordance with 10.34 MGO – STREET NUMBERS - Submit a PDF of each floor plan to Engineering Mapping Lori Zenchenko ([Lzenchenko@cityofmadison.com](mailto:Lzenchenko@cityofmadison.com)) for preparation of an interior addressing plan for implementation. 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.
5. Engineering Mapping has requested a CAD file from the applicant for use to update SWU pervious-impervious areas for this site. If a CAD file is not available, an alternative solution is the placement of additional dimensions to the final paper plan set allowing accurate retracement of these pervious-impervious improvements into city records assuring proper billing.
6. The Applicant shall submit, prior to plan sign-off, a digital CAD file (single file) to the Engineering Program Specialist in the Engineering Division (Lori Zenchenko). The digital CAD file shall be to scale and represent final construction. The single CAD file submittal can be either AutoCAD (dwg) Version 2001 or older, MicroStation (dgn) Version J or older, or Universal (dxf) format and contain only the following data, each on a separate layer name/level number: 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) all underlying lot lines or parcel lines if unplatted, g) lot numbers or the words "unplatted", h) lot/plat dimensions, i) street names, and all other levels (contours, elevations, etc) are not to be included with this file submittal.

NOTE: Email file transmissions preferred addressing@cityofmadison.com. Include the site address in the subject line of this transmittal. Any changes or additions to the location of the building, sidewalks, parking/pavement during construction will require a new CAD file. (POLICY and MGO 37.09(2) & 37.05(4))

**Traffic Engineering Division** (Contact Bryan Walker, 267-8754)

This agency submitted a report with no conditions of approval.

**Zoning Administrator** (Contact Pat Anderson, 266-5978)

7. In the Zoning Text revise *Section B-Permitted Uses* to read:

- 1) Offices, business and professional,
- 2) Engraving services, and
- 3) Uses accessory to permitted uses above

Revise *Section H-Lighting* to read: Exterior lighting shall comply with City of Madison General Ordinances Section 10.085 outdoor lighting standards.

Revise *Section I-Signage* to read: In the zoning text, signage will be allowed as per Chapter 31 of the Madison General Ordinances as compared to the C-1 district and as approved in the recorded SIP plans. Signage shall be approved by Urban Design and Zoning.

8. Bike parking shall comply with City of Madison General Ordinances Section 28.11.
9. Provide two bike parking stalls in a safe and convenient location on an impervious surface to be shown on the final plan. NOTE: A bike-parking stall is two feet by six feet with a five-foot access area.

**Fire Department** (Contact Bill Sullivan, 261-9658)

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

**Water Utility** (Contact Dennis Cawley, 261-9243)

11. This property is not in a wellhead protection area. All wells located on this property shall be abandoned if no valid well operation permit has been obtained from the Madison Water Utility. The Water Utility will not need to sign off the final plans, and not need a copy of the approved plans.

**Parks Division** (Contact Kay Rutledge, 266-6518)

This agency did not submit a response to this request.

**Metro Transit** (Contact Tim Sobota, 261-4289)

This agency did not submit a response to this request.