

# PLANNING DIVISION STAFF REPORT

April 24, 2017



PREPARED FOR THE PLAN COMMISSION

**Project Address:** 4009 Felland Road (17<sup>th</sup> Aldermanic District, Ald. Baldeh)  
**Application Type:** Conditional Use  
**Legistar File ID #** [46491](#)  
**Prepared By:** Chris Wells, Planning Division  
Report Includes Comments from other City Agencies, as noted  
**Reviewed By:** Kevin Firchow, AICP, Principal Planner

## Summary

**Applicant & Contact:** James Eisele; JRJ Fitness, LLC; 409 Crestview Drive; Madison, WI 53716  
**Property Owner:** Greg Fax; St. John Properties; 1020 James Drive, Suite G; Heartland, WI 53029

**Requested Action:** The applicant requests approval of a conditional use for a health/sports club/fitness center in a multi-tenant building in IL (Industrial-Limited District) zoning at 4009 Felland Road.

**Proposal Summary:** The applicant proposes to establish a health club as a tenant within an existing multi-tenant building. 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 §28.082(1) of the Zoning Code lists *Health/Sports Club* as a conditional use in the IL (Industrial-Limited) 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 for a health/sports club/fitness center in a multi-tenant building in IL (Industrial-Limited District) zoning at 4009 Felland Road. This request is subject to the input at the public hearing and the conditions recommended by the reviewing agencies.

## Background Information

**Parcel Location:** The project site is located at the northeast corner of the intersection of Felland Road and Nelson Road. It is in Aldermanic District 17 (Ald. Baldeh) as well as the Sun Prairie School District.

**Existing Conditions and Land Use:** The 578,958-square-foot (13.3-acre) site includes three existing one-story warehouse/office buildings with a combined total footprint of roughly 142,000 square-feet. The subject building is located at the north end of the site and is roughly 57,000 square-feet in size. The building has pedestrian entrances located primarily along the southern façade and loading doors located along the northern. The site has roughly 254 automobile parking stalls with roughly 100 stalls located to the north of the subject building, 180 stalls (including 16 accessible) located between the subject building and the middle building (4005 Felland Road), roughly 35 stalls located in between the middle and southern buildings (as this area is primarily for semis to access the loading bays which are located along these two facades), and 74 stalls (including four accessible) located between the building at the south of the site (4001 Felland Road) and the Nelson Road. All parking/loading areas are accessed from Felland Road.

**Surrounding Land Use and Zoning:**

North: The Waste Management Prairie Landfill, zoned Planned Development (PD);  
South: Across Nelson Road is undeveloped land in the Town of Burke, zoned Agriculture 1 (A-1) (County Zoning);  
East: The Waste Management Prairie Landfill, zoned Planned Development (PD); and  
West: Condominiums, zoned Planned Development (PD).

**Adopted Land Use Plan:** The [Comprehensive Plan \(2006\)](#) recommends Industrial uses for the site while the [Nelson Neighborhood Development Plan \(1992\)](#) recommends Distribution/Manufacturing.

**Zoning Summary:** The project site is currently zoned Industrial-Limited (IL).

Requirements	Required	Proposed
Lot Area (sq. ft.)	20,000 sq. ft.	578,958 sq. ft.
Lot Width	75'	581.62'
Front Yard Setback	None	Existing adequate
Side Yard Setback	Greater of 15' or 20% building height	Existing adequate
Rear Yard Setback	30'	Existing adequate
Maximum Lot Coverage	75%	Existing lot coverage
Maximum Building Height	None	One-story existing building
Number Parking Stalls	No minimum	Existing parking lot (17 stalls assigned to tenant space)
Accessible Stalls	Yes	Existing accessible stalls
Loading	Not required	Existing loading facility
Number Bike Parking Stalls	Health/ sports club: 5% of capacity of persons (TBD)	5 <i>(See Comment #6)</i>
Landscaping	Not required	Existing landscaping
Lighting	Not required	Existing lighting
Building Forms	Not required	Existing building
<b>Other Critical Zoning Items</b>	Barrier Free (ILHR 69)	

*Table Prepared by Jenny Kirchgatter, Assistant Zoning Administrator*

**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. Regarding Metro Transit service, the nearest stop with peak hour service is located 0.9-miles to the west at American Parkway and Eastpark Boulevard, while the nearest stop with off-peak service is located 0.5-miles to the west at High Crossing Boulevard and Wayne Terrace.

**Project Description, Analysis, and Conclusion**

The applicant, JRJ Fitness, proposes to establish an indoor fitness gym (a CrossFit Gym) into a tenant space within an existing warehouse/office building. Per the Zoning Code, this use is considered a Health/Sports Club, which is a conditional use in the IL (Industrial-Limited) zoning district. While the entire building is approximately 57,000 square-feet, the gym would occupy Suites #113 and #130, which together form a 3,000-square-foot space at the center of the building.

The gym’s structure will consist of open gym, group classes, and personal training (i.e. one-on-one instruction). Regarding the hours of operation, the applicant proposes to operate as follows: Monday to Friday, 5:30 am–6:30 am, 12:00 pm–1:00 pm, 4:00 pm–6:00 pm, and 7:00 am–8:00 pm; and Saturday, 8:00 am–12:00 pm.

Regarding interior renovations, a small reception desk/room and office, as well as two single-occupancy bathrooms (one with a shower) will be added at the southern end of the space, adjacent to the primary entrance.

While there are roughly 400 automobile parking stalls located on the entire site, 180 stalls are located just to the south of the subject building (17 of which are allocated to the indoor fitness gym) and an additional 100 stalls located to the north. While the IL district has no parking minimums, given the abundance of parking immediately adjacent to the proposed gym location, the limited size of the classes and people at the gym at any one time, and the fact that busy hours of the gym tend to be either before or after the business day which will not conflict with the building's other businesses, the applicant fully anticipates being able to accommodate all parking needs around the building.

There are no exterior changes proposed to the building. While there is no exterior signage proposed at this time, any eventual signage will require approval from the Zoning Administrator (per M.G.O. Section 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 \(2006\)](#) and [Nelson Neighborhood Development Plan \(1992\)](#).

Given the availability of parking, the lack of exterior changes, and surrounding land uses, staff believes that the standards of approval are met and does not believe the proposed health club 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 Chris Wells, (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 for a health/sports club/fitness center in a multi-tenant building in IL (Industrial-Limited District) zoning at 4009 Felland Road. 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

### Engineering Division (Mapping) (Contact Jeffrey Quamme, (608) 266-4097)

1. With the reception area being on the south side, the address is 4009 Felland Rd STE 113. The rear tenant space address of 4009 Felland Rd STE 130 will be inactivated. The site plan shall reflect a proper street address of the property as reflected by official City of Madison Assessor's and Engineering Division records.

2. Sheet SP-1 does not seem to show the current configuration of adjacent spaces. Submit a PDF of the current tenant configurations/conditions for the 4009 Felland Rd building to [lzenchenko@cityofmadison.com](mailto:lzenchenko@cityofmadison.com) 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, (608) 266-6527)

3. 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 two (2) feet of vehicle overhang; drive aisle dimensions; semitrailer movement and vehicle routes; dimensions of radii; and percent of slope.
4. 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.
5. All parking facility design shall conform to MGO standards, as set in section 10.08(6).

**Zoning Administrator** (Contact Jenny Kirchgatter, (608) 266-4569)

6. Bicycle parking shall comply with the requirements of Sections 28.141(4)(g) and 28.141(11). Verify the capacity of the proposed health/ sports club to provide the minimum required amount of bicycle parking. Provide a minimum amount of short-term bicycle parking stalls equal to 5% of capacity of persons located in a convenient and visible area on a paved or impervious surface.
7. 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.
8. 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. Signage permits are issued by the Zoning Section of the Department of Planning and Community and Economic Development.