



PREPARED FOR THE PLAN COMMISSION

Project Address: 600 Williamson Street (District 6, Ald. Rummel)
Application Type: Conditional Use
Legistar File ID # [48780](#)
Prepared By: Sydney Prusak, Planning Division
Report Includes Comments from other City Agencies, as noted
Reviewed By: Kevin Firchow, AICP, Principal Planner

Summary

Applicant & Contact: Zhu Zhu; Forworld LLC; 600 Williamson Street, #K3; Madison, WI 53703

Property Owner: Louis G Fortis; 600 Williamson Street; Madison, WI 53703

Requested Action: The applicant requests conditional use approval for a food and beverage establishment in a multi-tenant building in TE (Traditional Employment) zoning at 600 Williamson Street.

Proposal Summary: The applicant proposes to establish a restaurant-tavern as a tenant within an existing multi-tenant building. No exterior building or site plan changes are proposed.

Applicable Regulations & Standards: This proposal is subject to the standards for Conditional Uses [MGO §28.183], as Table 28F-1 in §28.082(1) of the Zoning Code lists *Restaurant-Tavern* as a conditional use in TE zoning.

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 restaurant-tavern in a multi-tenant building in TE (Traditional Employment) zoning at 600 Williamson Street (Gateway Mall). 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 in the Gateway Mall at the northwest corner of Williamson Street and S. Blount Street within the Third Lake Ridge Local Historic District. It is in Aldermanic District 6 (Ald. Rummel) as well as the Madison Metropolitan School District.

Existing Conditions and Land Use: The proposed Poke Poke restaurant-tavern is in a 1,241-square-foot space, formerly MadCity Music Exchange, within a 42,288-square-foot multi-tenant building. The total subject site is 68,035-square-foot (approximately 1.5 acre). The site has approximately 45 automobile parking stalls, with additional street parking available on Williamson and Blount Street. The Capital City Bike Trail runs along the entire rear of the site.

Surrounding Land Use and Zoning:

North: The Madison Gas and Electric Blount Generating Station, zoned Traditional Employment (TE);

South: Machinery Row - a multi-tenant historic commercial building, zoned TE and multi-family residential building, zoned Planned Development (PD);

East: Commercial Buildings including the Up North, Essen House, and Come Back In, zoned Traditional Shopping Street District (TSS); and

West: The John Nolen/Blair Street Intersection, with commercial buildings zoned Planned Development PD and PR beyond.

Adopted Land Use Plan: The [Comprehensive Plan \(2006\)](#) recommends employment uses for the site, with the [2017 Comprehensive Plan Draft](#) recommending community mixed use (CMU). While the [First Settlement Neighborhood Plan \(1995\)](#) does not provide specific recommendations for the site, it does call the Gateway Mall a key commercial land use site in the neighborhood. The Plan also states that one of its primary goals is to maintain the diversity of land uses including, residential, commercial, industrial, and institutional uses.

Zoning Summary: The project site is currently zoned Traditional Employment (TE).

Requirements	Required	Proposed
Lot Area (sq. ft.)	6,000 sq. ft.	68,035 sq. ft
Lot Width	50'	
Front Yard Setback	None	Adequate
Side Yard Setback	None unless needed for access	Adequate
Rear Yard Setback	Lesser of 20% lot depth or 20'	Existing building setback
Maximum Lot Coverage	85%	Existing lot coverage
Minimum Building Height	22' measured to building cornice	1 story existing building
Maximum Building Height	5 stories/68'	1 story existing building
Number Parking Stalls	Proposed restaurant-tavern: 15% of capacity of persons (3) Existing restaurant-taverns: 15% of capacity of persons (21) Health/sports club: 10% of capacity of persons (5) General retail; office; service business: 1 per 400 sq. ft. floor area (78) (107 total)	39
Accessible Stalls	Yes	Existing accessible stalls
Loading		
Number Bike Parking Stalls	Proposed restaurant-tavern: 5% of capacity of persons (1) Existing restaurant-taverns: 5% of capacity of persons (7) Health/ sports club: 5% of capacity of persons (2) General retail; office; service business: 1 per 2,000 sq. ft. floor area (16) (26)	Existing bike stalls
Landscaping	Not required	Existing landscaping
Lighting	Not required	Existing landscaping
Building Forms	Not required	Existing landscaping
Other Critical Zoning Items		
Yes:	Third Lake Ridge Historic District, Barrier Free (ILHR 69)	
No:	Urban Design District, Floodplain, Adjacent to Park, Wetlands, Wellhead Protection District	

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. Metro Transit Routes 3, 4, 10, & 38 all run near the site.

Project Description

The applicant, Zhu Zhu of Forworld LLC, proposes to establish a poke restaurant-tavern within Gateway Mall, which is an existing multi-tenant commercial building. Per the Zoning Code, this is considered a conditional use in the TE (Traditional Employment) Zoning District. According to the Zoning Code, a restaurant-tavern is any establishment in which meals are provided and fermented malt beverages or intoxicating liquors are sold for consumption upon the premises. The applicant expressed their intention to sell both food and alcohol at their establishment and is in the process of obtaining an alcohol license. The restaurant will primarily serve poke, which is cubed, raw fish on top of rice or baby greens, along with some fully cooked items.

The applicant proposes to operate Monday to Sunday from 11:00 am – 9:00 pm. Poke Poke will have three employees and capacity for approximately 20 patrons. No exterior changes to the building are proposed. According to the letter of intent, deliveries will occur every three days in the early morning or late at night, and will be delivered through the main entrance.

While the entire building is approximately 42,288 square-feet, the restaurant would occupy Suite K3, which is 1,124 square-feet. There is an assortment of uses in Gateway Mall including CrossFit Recursive, Bandung Indonesian Restaurant, and New Moon Wellness.

There are roughly 45 automobile parking stalls located on the entire site however, the applicant has not provided specific parking counts for the proposed restaurant. According to MGO Section 28.141(3) restaurant-taverns in TE are an exception to the “no minimum” parking requirement. If the proposed restaurant has capacity of 20 persons, then there is a three stall minimum and eight stall maximum for parking requirements.

Project Analysis and Conclusion

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 proposed use is consistent with the recommendations in the [Comprehensive Plan \(2006\)](#) and the [First Settlement Neighborhood Plan \(1995\)](#) as discussed above.

Section 28.151 of the Zoning Code has the following requirements for Restaurant-Taverns: Maximum capacity to be established by the Director of the Building Inspection Division, not to exceed the number of available seats, plus staff, plus a reasonable number of people waiting for seats; Restaurant-taverns shall not hold an entertainment license under Sec. 38.06(11); Restaurant-Taverns shall at all times operate consistent with and according to the requirements of a valid alcohol license issued by the City. According to Sec. 28.082(1), Restaurant-Taverns are a conditional use within the Traditional Employment (TE) Zoning District.

According to Standard #4, the Plan Commission must find that “the establishment of the conditional use will not impede the normal and orderly development and improvement of the surrounding property for uses permitted in the district.” Given the lack of exterior changes and mix of surrounding land uses, staff believes that this standard is met and does not believe the proposed restaurant-tavern will not result in significant impacts to the surrounding properties.

In keeping with the Conditional Use Standards, Standard #5 states, “Adequate utilities, access roads, drainage, parking supply, internal circulation improvements, including but not limited to vehicular, pedestrian, bicycle, public transit and other necessary site improvements have been or are being provided.” Given the site’s proximity to the public parking lot at Law Park (~.1056 feet), the applicant is using the *Off-Site Parking Adjustment* per Sec.

28.141(5) of the Zoning Code to count stalls in the Law Park surface parking lot. According to Table 281-4 titled Minimum Parking Adjustments/Requirements in Sec. 28.141(5) of the Zoning Code, "Parking for nonresidential uses may be reduced by one space for each space in a public parking lot or public parking structure located within 1,320 feet of the use, as measured by using the shortest pedestrian route from the nearest corner of the parking lot or structure to the main public entrance of the use served."

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.

The Planning Division believes that the proposed restaurant-tavern at 600 Williamson Street can meet the standards of approval for a conditional use.

Recommendation

Planning Division Recommendation (Contact Sydney Prusak, 243-0554)

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 restaurant-tavern in a multi-tenant building in a TE (Traditional Employment) District zoning at 600 Williamson Street. This request is subject to the input at the public hearing and the conditions recommended by the Planning Division and other reviewing agencies.

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

Planning Division (Contact Sydney Prusak, 243-0554)

1. The applicant shall submit an accurate and detailed site parking plan.

Engineering Division - Main Office (Contact Brenda Stanley, 231-9127)

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

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

3. The site plan submitted does not accurately depict current conditions. The site plan shall include all lot/ownership lines, existing building locations, parking stalls, driveways, sidewalks (public and/or private), existing and proposed signage and landscaping.

Traffic Engineering Division (Contact Eric Halvorson, (608) 266-6527)

4. 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.

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)

The agency did not submit comments or conditions for inclusion in this report. Any necessary comments or conditions will be provided during final sign off.

Fire Department (Contact William Sullivan, 261-4289)

6. Extend the existing build fire sprinkler system into Suite K3 if the suite is not already protected with the fire sprinkler system.

Water Utility (Contact Adam Wiederhoeft, 266-9121)

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

Metro Transit (Contact Tim Sobota, 261-4289)

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

Parks/Forestry (Contact Janet Schmidt, 261-9688)

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