

# PLANNING DIVISION STAFF REPORT

November 9, 2020



PREPARED FOR THE PLAN COMMISSION

**Project Address:** 2001 Atwood Avenue (6<sup>th</sup> Aldermanic District, Ald. Rummel)  
**Application Type:** Conditional Use  
**Legistar File ID #** [62311](#)  
**Prepared By:** Colin Punt, Planning Division  
Report Includes Comments from other City Agencies, as noted  
**Reviewed By:** Kevin Firchow, AICP, Principal Planner

## Summary

**Applicant:** Peter Gentry; One Barrel Brewing Company; 2001 Atwood Ave; Madison, WI 53704

**Property Owner:** M&M Real Estate; 1947 Winnebago Street; Madison, WI 53704

**Requested Action:** The applicant requests approval of a conditional use to establish a tasting room at a property zoned TSS (Traditional Shopping Street District) at 2001 Atwood Avenue.

**Proposal Summary:** The applicant proposes to establish a tasting room in a building with an operating brewery. No structural changes to the building are planned, nor are changes proposed to the hours of operation.

**Applicable Regulations & Standards:** This proposal is subject to the standards for Conditional Uses [MGO §28.183] as MGO §28.065(2) lists tasting rooms as conditional uses in the TSS (Traditional Shopping Street) District.

**Review Required By:** Plan Commission

**Summary Recommendation:** The Planning Division recommends that the Plan Commission find that the approval standards for conditional uses are met and **approve** the request to establish a tasting room at a property zoned TSS (Traditional Shopping Street District) at 2001 S. Park Street. This request is subject to the input at the public hearing and the conditions recommended by the reviewing agencies.

## Background Information

**Parcel Location:** The 2,634-square-foot parcel is located at the southeast corner of Atwood Avenue and Winnebago Street. This parcel is located within Aldermanic District 6 (Ald. Rummel) and the Madison Metropolitan School District.

**Existing Conditions and Land Use:** The parcel contains a two-story, roughly 4,776-square-foot structure, built in 1904. Two surface vehicle parking stalls are located immediately behind the building.

### Surrounding Land Use and Zoning:

**Northeast:** Across Atwood Avenue, two-story commercial building, zoned TSS (Traditional Shopping Street District);

**Northwest:** Across Winnebago Street, a mix of one- and two-story commercial and mixed-use buildings, zoned TSS;

**East:** Two and three-story mixed-use buildings, zoned TSS;

South: Russell Street alley right-of-way; and

West: Two-story mixed-use buildings, zoned TSS.

**Adopted Land Use Plan:** The [Comprehensive Plan](#) (2018) recommends Neighborhood Mixed Use for the subject site. The Schenk Atwood Business District Master Plan (2000) identifies transportation improvements in the immediate area, but has no specific recommendations for this site. The [Marquette-Schenk-Atwood Neighborhood Plan](#) (1994) includes several recommendations for the Schenk-Atwood Business District, but none specifically for this site.

**Environmental Corridor Status:** The subject site is not within a mapped environmental corridor.

**Public Utilities and Services:** This property is served by a full range of urban services.

**Zoning Summary:** The property is zoned TSS (Commercial Corridor-Transitional)

Requirements	Required	Proposed
Front Yard Setback	None	Existing, no change
Max. Front Yard Setback	None	Existing, no change
Side Yard Setback	None	Existing, no change
Rear Yard Setback	20 ft	Existing, no change
Usable Open Space	40 sq ft/unit	Existing, no change
Maximum Lot Coverage	85%	Existing, no change
Maximum Building Height	3 stories/40 ft	Existing, no change

Site Design	Required	Proposed
Number Parking Stalls	No minimum	Existing, no change
Accessible Stalls	None	Existing, no change
Loading	No	No
Number Bike Parking Stalls	5% capacity	Existing, no change
Landscaping	Yes	Existing, no change
Lighting	No	Existing, no change
Building Forms	No	Existing, no change

<b>Other Critical Zoning Items</b>	Utility Easements
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*Tables Prepared by Jacob Moskowitz, Assistant Zoning Administrator*

## Project Description, Analysis, and Conclusion

The applicant, representing One Barrel Brewing Company, is requesting a change of use from a brew pub to a tasting room to coincide with a classification change as a brewery with the Wisconsin Department of Revenue. With this reclassification, One Barrel Brewing will be required to relinquish its liquor license. As such, under the City of Madison zoning code, it will no longer be classified as a brew pub, but will be classified as a tasting room, which is a conditional use in the Traditional Shopping Street District.

Per this reclassification, One Barrel Brewing will continue to serve beer, but will no longer sell wine. It will continue to sell limited food and capacity will be 99 persons. Normal hours of operation are intended to be Monday-Thursday 4 p.m. to 11 p.m.; Friday and Saturday 12 p.m. to 11 p.m.; and Sunday 11 a.m. to 9 p.m. Outdoor seating will operate the same hours, always ending by 9 p.m.

### Conditional Use Standards

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.

Staff believes that this proposed use is compatible with the [Comprehensive Plan \(2018\)](#), which recommends neighborhood mixed-use (NMU) development for the subject site and surrounding properties on Atwood Avenue. The NMU category includes relatively small existing and planned Activity Centers that include residential uses, as well as retail, restaurant, service, institutional, and civic uses primarily serving nearby residents. The [Marquette-Schenk-Atwood Neighborhood Plan](#) (1994) has several recommendations for the Schenk-Atwood Business District, but none specifically for this site. This plan recommends ongoing support for development of businesses that would be compatible to neighborhood residents and the Madison shopping community, though it discourages the further growth in number or size of bars and taverns in the area. The [Schenk Atwood Business District Master Plan](#) (2000) identifies transportation improvements in the immediate area, but has no specific recommendations for this site.

As the business is an existing operation with very limited proposed changes and the request is for a change in zoning classifications, Staff believe there will be little to no new impact on the surrounding properties and the conditional use standards can be met.

### Conclusion

Staff believes that the proposed tasting room can be found to meet the Conditional Use Approval Standards and recommends that it be approved by the Plan Commission, subject to input at the public hearing and comments from reviewing agencies.

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). Staff have recommended operating conditions to limit possible impacts on surrounding properties, similar to what has been approved for other requests.

At the time of report writing, staff is unaware of any public comment.

## Recommendation

### Planning Division Recommendation (Contact Colin Punt, 243-0455)

The Planning Division recommends that the Plan Commission find that the approval standards for conditional uses are met and **approve** the request to convert an existing brewpub to a tasting room at a property zoned TSS (Traditional Shopping Street District) at 2001 Atwood Avenue. This recommendation is subject to input at the public hearing and the following conditions:

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

*The Planning Division, Office of the Zoning Administrator, Engineering Division, Engineering Division Mapping Office, Fire Department, Parks Department, Forestry Section, and Water Utility have reviewed this request and have recommended no conditions of approval*