

PLANNING DIVISION STAFF REPORT

April 7, 2025



PREPARED FOR THE PLAN COMMISSION

Project Address: 414 South Baldwin Street (District 6, Alder Rummel)
Legistar File ID #: [87463](#)
Prepared By: Lisa McNabola, AICP, Planning Division
Report Includes Comments from other City Agencies, as noted
Reviewed By: Kevin Firchow, AICP, Principal Planner

Summary

Applicant & Owner: Montgomery Properties Madison, LLC (James Montgomery); The Marquette Hotel & Café; 414 South Baldwin Street, Madison, WI 53703

Requested Action: Consideration of an alteration of an approved conditional use in the Traditional Shopping Street (TSS) District to amend the conditions of approval for a hotel and restaurant-tavern with outdoor eating areas.

Proposal Summary: The applicant proposes to sell alcohol at a restaurant located in a hotel at 414 South Baldwin Street. In 2016, the Plan Commission approved a conditional use to convert and expand an existing building into a hotel and restaurant-tavern with outdoor eating areas (Legistar ID [43417](#)). When the conditional use was approved, the Plan Commission prohibited the sale of alcohol and required any future sale of alcohol to be approved by the Plan Commission. If approved, this alteration would remove that condition.

Applicable Regulations & Standards: MGO Section 28.183(6) lists the standards of approval for conditional uses. MGO Section 28.151 lists the Supplemental Regulations for restaurant-taverns, and outdoor seating areas.

Review Required By: Plan Commission

Summary Recommendation: The Planning Division recommends that the Plan Commission find the approval standards for conditional uses are met and **approve** the alteration of an approved conditional use to amend the conditions of approval for a hotel and restaurant-tavern with outdoor eating areas at 414 South Baldwin Street and remove the following condition: "As related to this conditional use request, the sale of alcohol is prohibited. The future sale of alcohol related to this conditional use request will require a Conditional Use Alteration, subject to Plan Commission review and approval." All recommendations are subject to input at the public hearing and the conditions recommended by the reviewing agencies.

Background Information

Parcel Location: The 5,083 square-foot (.11-acre) property is located along South Baldwin Street between Williamson Street and Jenifer Street. It is within Alder District 6 (Alder Rummel) and the Madison Metropolitan School District.

Existing Conditions and Land Use: There is a three-story building on the property. An addition was constructed in 2017. It has a hotel with a café in it.

Surrounding Land Use and Zoning:

North: Two-story mixed-use and commercial buildings, zoned Traditional Shopping Street (TSS) District;

East: Across South Baldwin Street, St. Vincent De Paul Store, zoned TSS District; five-unit building, zoned Traditional Residential – Varied 2 (TR-V2) District; single family building, zoned Traditional Residential – Varied 1 (TR-V1) District;

South: Two (2) three-unit buildings, zoned TR-V1 District;

West: A two-unit building, a three-unit building, zoned TR-V1 District; Willy Street Co-op, zoned TSS District.

Adopted Land Use Plan: The [Comprehensive Plan](#) (2023) recommends Neighborhood Mixed-Use (RMU) development for the northern half of the property and Low Medium Residential (LMR) development for the southern half of the property. Surrounding properties are recommended for NMU and LMR development.

Zoning Summary: The property is in the Traditional Shopping Street (TSS) District.

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

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

Project Description, Analysis, and Conclusion

In 2016, the Plan Commission approved a conditional use to convert and expand an existing building into a hotel and restaurant-tavern with two outdoor eating areas (Legistar ID [43417](#)). When the conditional use was approved, the Plan Commission prohibited the sale of alcohol and required any future sale of alcohol to be approved by the Plan Commission. Approval of an alteration to the conditional use is required to remove the following condition of approval: "As related to this conditional use request, the sale of alcohol is prohibited. The future sale of alcohol related to this conditional use request will require a Conditional Use Alteration, subject to Plan Commission review and approval."

The applicant proposes to sell alcohol at a restaurant located in a hotel at 414 South Baldwin Street. The applicant is not proposing any interior or exterior changes at this time. The restaurant is located on the first floor facing South Baldwin Street. There is an outdoor eating area at the front of the building with capacity for six people. There is a second outdoor eating area at the back of the property with a capacity for 26 people. The outdoor eating area at the back is adjacent to a commercial building, the parking lot for Willy Street Co-op, and the backyard of a three-unit building. The letter of intent states that the hours of operation would be 4 p.m. to 10 p.m. Thursday through Saturday. Staff followed up with the applicant to clarify the hours of operation. In speaking with the applicant, the proposed hours of operation were incorrect in the letter. They are proposing the following hours of operation: 4 p.m. to 10 p.m. Tuesday and Wednesday, and 8 a.m. to 10 p.m. Monday, and Thursday through Saturday. The outdoor eating area would close at 9:30 p.m. The hours of operation for the outdoor eating area are consistent with the existing conditional use approval for the property.

The Alcohol License Review Committee approved a Class B Liquor and Beer License on March 11, 2025 with the following condition, "The outdoor eating area shall not be used for food or beverage service, or outdoor activities after 9:30pm, seven days a week."(Legistar ID [86937](#))

Given due consideration of adopted plans, staff believe the conditional use approval standards can be found met, subject to the recommended conditions of approval.

Recommendation

Planning Division Recommendation (Contact Lisa McNabola, 243-0554)

The Planning Division recommends that the Plan Commission find the approval standards for conditional uses are met and **approve** the alteration of an approved conditional use to amend the conditions of approval for a hotel

and restaurant-tavern with outdoor eating areas at 414 South Baldwin Street and remove the following condition: "As related to this conditional use request, the sale of alcohol is prohibited. The future sale of alcohol related to this conditional use request will require a Conditional Use Alteration, subject to Plan Commission review and approval." All recommendations are subject to input at the public hearing and the conditions recommended by the reviewing agencies.

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

Metro Transit (Contact Timothy Sobota, 261-4289)

1. In coordination with any public works improvements, the applicant shall maintain or replace the concrete boarding pad surface and bench seating amenity at the existing Metro bus stop on the west side of South Baldwin Street, south of Williamson Street (#1606).
2. Metro Transit operates daily all-day transit service along South Baldwin Street adjacent this property – with trips at least every 30 minutes (every 15 minutes or less during the day on weekdays). Metro Transit operates additional daily all-day rapid transit service along East Washington Avenue near this property - with trips at least every 30 minutes (every 15 minutes or less during the day on weekdays and Saturdays).
3. Metro Transit would initially estimate the following counts of potentially eligible trips towards US Green Building Council/LEED Quality Access to Transit points: 211 Weekday & 130 Weekend. Please contact Metro Transit if additional analysis would be of interest.

Engineering Mapping (Contact Jeff Quamme, 266-4097)

4. Outline the areas on the last full approved site plan from 2024 by Glueck Architects.

The following agencies reviewed the request and recommended no conditions of approval: Engineering, Traffic Engineering, Zoning, Fire Department, Water Utility, Parks Division, and Parking Utility.