

PLANNING DIVISION STAFF REPORT

July 29, 2024



PREPARED FOR THE PLAN COMMISSION

Project Address: 2104-2136 City View Drive (District 17, Alder Madison)
Legistar File ID #: [83977](#)
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: Sheryl Scott; Wisco Kidz Place, LLC; 411 East School Road, Cottage Grove, WI 53527

Owner: IA Crossroads, LLC; 2310 Crossroads Drive, Suite 1200, Madison, WI 53718

Requested Action: Consideration of a conditional use for indoor recreation in the Suburban Employment (SE) District at 2104-2136 City View Drive.

Proposal Summary: The applicant proposes to operate a children's indoor recreation facility in the tenant suite addressed as 2136 City View Drive in a multi-tenant building located at 2104 City View Drive.

Applicable Regulations & Standards: Standards for conditional uses are found in MGO Section 28.183(6).

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 request for indoor recreation at 2104-2136 City View Drive. All recommendations are subject to input at the public hearing and the conditions recommended by the reviewing agencies beginning on **page 3** of this report.

Background Information

Parcel Location: The 246,496 square-foot (5.6-acre) parcel is located along City View Drive between Crossroads Drive and Levitan Lane. It is located within District 17 (Alder Madison) and the Sun Prairie School District.

Existing Conditions and Land Use: The subject parcel is occupied by two (2) one-story multi-tenant commercial buildings. The site is zoned Suburban Employment (SE) District.

Surrounding Land Use and Zoning:

North: Vacant land, and multi-story office buildings, zoned Suburban Employment (SE) District; and

East: Across City View Drive, vacant land, zoned SE District; and

South: Wisconsin & Southern Railroad; single-family and multi-family residential in the Village at Autumn Lake subdivision, zoned Traditional Residential – Planned (TR-P) District; and

West: Interstate 39/90.

Adopted Land Use Plan: The [Comprehensive Plan](#) (2023) recommends Employment (E) development for the subject property, and Community Mixed-Use (CMU) and Medium Residential (MR) development across City View Drive. The [Nelson Neighborhood Development Plan](#) (2019) recommends Employment development for the subject property, and Community Mixed-Use and Housing Mix 4 (40-70 units per acre) development across City View Drive.

Zoning Summary: The property is zoned Suburban Employment (SE) District.

Requirements		Required	Proposed
Auto Parking		Not required	Existing: 104 stalls
Electric Vehicle (EV) Stalls		Not required	Existing: 10 EV Ready, 1 EV Installed
Accessible Stalls		Yes	Existing: 8 accessible stalls
Bike Parking		Indoor recreation: 5% of capacity of persons	Existing: 6 stalls near Building 1, 12 stalls total on zoning lot (See Zoning conditions)
Loading		None	Existing
Building Forms		Freestanding Commercial Building	Existing
Other Critical Zoning Items			
Yes:	Barrier Free, Utility Easements		
No:	Transit-Oriented Development Overlay, Urban Design, Waterfront Development, Wetlands, Floodplain, Adjacent to Park, Landmarks, Wellhead Protection		
Prepared by: Katie Bannon, Zoning Administrator			

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. The nearest Metro Transit service is along High Crossing Boulevard.

Project Description, Analysis, and Conclusion

The applicant proposes to operate an indoor recreation facility in a portion of a multi-tenant building located on a 5.6-acre parcel addressed as 2104 City View Drive. Indoor recreation is a conditional use in the Suburban Employment (SE) District.

Two multi-tenant commercial buildings occupy the subject site. The proposed indoor recreation facility would be in the northern building and would occupy 6,730 square feet of the 28,775 square feet building in a suite addressed as 2136 City View. There is one existing tenant in the building. There would be 15 designated parking stalls for the facility, with approximately 71 additional stalls available on a first come first served basis.

The facility would be geared towards children and provide play equipment and interactive games for customers to rent by the hour or for special events. Proposed hours of operation would be 9 a.m. to 8 p.m. Operations will vary during the summer (June to August) and winter (September to May). In the summer, they would be open more days out of the week but close earlier in the day, and in the winter, they would be open more in the evenings and on the weekends. Per the applicant, the majority of customers use the facility in the evenings after 3 p.m. and on Saturday and Sunday.

The conditional use approval standards state that the Plan Commission shall not approve a conditional use without due consideration of the City's adopted plan recommendations, design guidelines, supplemental regulations, and finding that all of the conditional use standards of MGO §28.183(6) are met. Please note, recent changes to state law requires that conditional use findings must be based on "substantial evidence" that directly pertains to each standard and not based on personal preference or speculation.

Given due consideration of adopted plans, while indoor recreation is not a use typically associated with Employment areas, staff do not believe establishment of an indoor recreation use in the existing building would preclude development of employment-related uses on the subject site or on nearby properties recommended for employment. Additionally, regarding conditional use approval standard #4, staff does not believe that the proposed use would impede the normal and orderly development and improvement of surrounding property for uses permitted in the district based on the information provided in this application.

In conclusion, 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, (608) 243-0554)

The Planning Division recommends that the Plan Commission find the approval standards for conditional uses are met and **approve** the request for indoor recreation at 2104-2136 City View Drive. All recommendations are subject to input at the public hearing and the following conditions recommended by the reviewing agencies.

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

City Engineering Division (Contact Brenda Stanley, (608) 261-9127)

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

City Engineering Division—Mapping Section (Contact Jeff Quamme, (608) 266-4097)

1. Submit a site plan and a complete building Floor Plan in PDF format to Lori Zenchenko (lzenchenko@cityofmadison.com) that includes a floorplan of each floor level on a separate sheet/page for the development of a complete interior addressing plan. Also, include a unit matrix for apartment buildings.

The Addressing Plan for the entire project shall be finalized and approved by Engineering (with consultation and consent from the Fire Marshal if needed) **prior** to the verification submittal stage of this application with Zoning. The final approved stamped Addressing Plan shall be included in said Site Plan Verification application materials or a revised plan shall provided for additional review and approval by Engineering. Per MGO Section 34.505, a full copy of the approved addressing plan shall be kept at the building site at all times during construction until final inspection by the Madison Fire Department.

For any changes pertaining to the location, deletion or addition of a unit, or to the location of a unit entrance, (before, during, or after construction), a revised Address Plan shall be resubmitted to Lori Zenchenko to review addresses that may need to be changed and/or reapproved.

Traffic Engineering Division (Contact Sean Malloy, (608) 266-5987)

2. "Stop" signs shall be installed at a height of seven (7) feet from the bottom of the sign at all Class III driveway approaches, including existing driveways, behind the property line and noted on the plan. All directional/regulatory signage and pavement markings on the site shall be shown and noted on the plan.

Parking Division (Contact Trent W. Schultz, (608) 246-5806)

3. The agency reviewed this project and determined a Transportation Demand Management (TDM) Plan is not required for the proposed use.

Zoning Administrator (Contact Jenny Kirchgatter, (608) 266-4429)

4. Bicycle parking shall comply with the requirements of MGO Sections 28.141(4)(g) and 28.141(11) and will be reviewed prior to obtaining zoning approval for the use. Work with Zoning staff to determine the bicycle parking requirement for the indoor recreation use (indoor play center for children). Provide a minimum of amount of bicycle parking equal to 5% of capacity of persons for the indoor recreation use. The short-term bicycle parking stalls shall be located in a convenient and visible area at least as close as the closest non-accessible automobile parking and within 100 feet of a principal entrance and shall permit the locking of the bicycle frame and one (1) wheel to the rack and shall support a bicycle in a stable position. Bicycle parking shall be located on a paved or pervious surface dust-free surface with a slope no greater than three percent (3%). Surfaces shall not be gravel, landscape stone, or wood chips. Bicycle parking shall be located at least as close as the closest non-accessible automobile parking and within 100 feet of a principal entrance.
5. 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.
6. 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.
7. Per MGO 28.142 (9)(d), all rooftop and ground level mechanical equipment and utilities shall be fully screened from view from any street or residential district, as viewed from six (6) feet above ground level. Screening may consist of a building wall or fence and/or landscaping as approved by the Zoning Administrator.

Fire Department (Contact Matt Hamilton, (608) 266-4457)

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

Water Utility (Contact Jeff Belshaw, (608) 261-9835)

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| 8. Update plan set to include a utility plan. |
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Parks Division (Contact Kathleen Kane, (608) 261-9671)

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

Forestry Section (Contact Jeffrey Heinecke, (608) 266-4890)

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

Metro Transit (Contact Tim Sobota, (608) 261-4289)

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