



PREPARED FOR THE PLAN COMMISSION

Project Address: 2422 Pennsylvania Avenue (12th Aldermanic District, Ald. Palm)
Application Type: Conditional Use
Legistar File ID # [42305](#)
Prepared By: Chris Wells, Planning Division
Report Includes Comments from other City Agencies, as noted
Reviewed By: Jay Wendt, Principal Planner

Summary

Applicant / Property Owner: Chad Gebhardt; CAG Development, LLC; 2422 Pennsylvania Avenue; Madison, WI 53704

Requested Action: The applicant requests approval of a conditional use for a health club facility in the IL (Industrial-Limited) zoning district at 2422 Pennsylvania Avenue.

Proposal Summary: The applicant proposes to add a health club as a tenant within an existing multi-tenant building. No exterior changes are proposed to the building.

Applicable Regulations & Standards: Section 28.082(1) of the Zoning Code lists *Health/Sports Club* as a conditional use in the IL (Industrial-Limited) district. This proposal is subject to the standards for Conditional Uses [Section 28.183].

Review Required By: Plan Commission (PC)

Summary Recommendation: The Planning Division recommends that the Plan Commission find that the approval standards for Conditional Use are met and **approve** the request for a health club facility in the IL (Industrial-Limited) zoning district at 2422 Pennsylvania Avenue. 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 along the western side of Pennsylvania Avenue, just north of the intersection with N. 6th Street. The site is in Aldermanic District 12 (Ald. Palm), Tax-Increment Finance District #40, and the Madison Metropolitan School District.

Existing Conditions and Land Use: The 1.24-acre site includes an existing 30,800-square-foot industrial warehouse building (with a 7,800-square-foot basement for storage) filling the northern portion of the site with loading bays and 30 parking spaces along the south. In its current configuration, the building is divided into three spaces - two are currently vacant while the third is occupied by CAG Development (a real estate company who is also the property owner).

Surrounding Land Use and Zoning:

North: Light industrial buildings, zoned Industrial-Limited (IL);

South: Light industrial buildings, zoned Industrial-Limited (IL);

East: A bar, two auto repair shops and a large MATC parking lot, zoned Industrial-Limited (IL), with Demetral Field across STH-113, zoned Parks and Recreation (PR); and

West: Railroad Tracks with State DOT-owned land, Madison Gas & Electric-owned land, and two light industrial buildings beyond, all zoned Industrial-Limited (IL).

Adopted Land Use Plan: The Comprehensive Plan (2006) recommends Industrial uses for the site while the Emerson East-Eken Park-Yahara Neighborhood Plan (2015) recognizes the site as Industrial and makes no specific alternative recommendation for its use.

Zoning Summary:

The project site is currently zoned Industrial-Limited (IL).

Requirements	Required	Proposed
Lot Area (sq. ft.)	20,000 sq. ft.	54,120 sq. ft.
Lot Width	75'	205'
Front Yard Setback	None	Existing building setback
Side Yard Setback	Greater of 15 feet or 20% building height	Existing building setback
Rear Yard Setback	30'	Existing building setback
Maximum Lot Coverage	75%	Existing lot coverage
Maximum Building Height	None	One-story existing building
Number Parking Stalls	None	20
Accessible Stalls	Yes	Yes
Loading	Two (10' x 50')	Two
Number Bike Parking Stalls	Health/ sports club: 5% of the capacity of persons (TBD) Other multi-tenant building uses (TBD)	Yes
Landscaping	None	Existing landscaping
Lighting	None	None
Building Forms	None	Existing building
Other Critical Zoning Items	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, including seven day-a-week Metro service along STH-113 (Pennsylvania Avenue/Packers Avenue).

Project Description, Analysis and Conclusion

The applicant proposes to add an indoor fitness gym into an existing industrial building. Per the Zoning Administration, this use is considered a Health/Sports Club, which is a conditional use in the IL (Industrial-Limited) district. While the entire building is approximately 30,000 square-foot, the gym would occupy Suite #4, which is the approximately 9,500 square-foot central bay. The prospective tenant, Madtown Fitness, operates another gym facility in South Madison (802 Stewart Street), though the proposed facility will become their primary location. While their existing facility focuses primarily on personal training, the applicant has stated that the services at this new location would be oriented towards a membership-based business model. They have also expressed interest in having a contracted physical therapist work out of a room located within the gym space. This would be considered an accessory use and is permitted at this location.

While the proposed hours operation would be 24/7 for members (likely accessed via a FOB), it would be formally staffed from 10:00 am to 8:00 pm. The applicant commented that staff will typically be on site beyond the 10:00 am to 8:00 pm window (handling other business and maintenance issues). To address safety issues and facility oversight beyond the formal staff hours, the applicant stated that they have had success at their 802 Stewart Street facility using security cameras on site as well as a security service (connected to a responder) and they plan to use similar systems at the proposed location. Additionally, the gym's owner as well as his two business partners live locally and are on call 24/7 to respond to issues as they arise.

While there are 30 parking spaces on the site, approximately 11 are allocated to the gym, with an additional seven or eight spaces allotted from other tenants due to lack of use. While the IL district has no parking minimums, the fact that busy hours of the gym tend to be either before or after the business day, the applicant anticipates being able to accommodate all parking needs on and around the site.

The only exterior changes will be to add signage to the façade, the main awning above the main entrance, and the elevated sign by the sidewalk. This will require approval from the Zoning Administrator (per M.G.O. Section 31.043(3)).

Land Use and Plan Consistency – The Planning Division believes the plan is consistent with the recommendations in the Comprehensive Plan (2006) and Emerson East-Eken Park-Yahara Neighborhood Plan (2015).

Conditional Use Standards - Given the availability of parking, the lack of exterior changes, surrounding land uses, and management plan (including the safety measures discussed above), 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 Section 28.183(9)(d).

Staff believes that the proposed health club meets the conditional use approval standards. 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 Conditional Use are met and **approve** the request for a health club facility in the IL (Industrial-Limited) zoning district at 2422 Pennsylvania Avenue. 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. Each tenant has an exterior entrance; therefore, each tenant should have a stand-alone address (no suites). Submit a PDF floor plan of the entire building (and label the tenant names or mark as vacant) so that a conforming addressing plan can be developed prior to the submission of a plan set for a permit review. Email the PDF to Lori Zenchenko (Lzenchenko@cityofmadison.com).

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

2. 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.
3. 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.
4. All parking facility design shall conform to MGO standards, as set in section 10.08(6).
5. The applicant shall adhere to all vision triangle requirements as set in MGO 27.05 (No visual obstructions between the heights of 30 inches and 10 feet – 25 feet behind the property line at streets and 10 feet at driveways.). If applicant believes public safety can be maintained they shall apply for a waiver of MGO 27.05(2) (bb) - Vision Clearance Triangles at Intersections Corners. Approval or denial of the waiver shall be the determination of the City Traffic Engineer.

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

6. Parking requirements for persons with disabilities must comply with Section 28.141(4)(e). A minimum of one (1) van accessible stall is required. Final plans shall show the required van accessible stall or stalls. A van accessible stall is a minimum of 8 feet wide with an 8 foot wide striped access aisle. Show the required signage at the head of the stalls.
7. Bicycle parking for the multi-tenant building shall comply with the requirements of Sections 28.141(4)(g) and 28.141(11). Provide the minimum number of short-term bicycle parking stalls equal to 5% of the capacity of persons for the health club. Work with Zoning staff to establish the minimum bicycle parking requirements for the other uses in the building. Bicycle parking shall be located in a convenient and visible area on a paved or impervious surface at least as close as the closest non-accessible automobile parking and within one hundred (100) feet of a principal entrance. Note: A bicycle stall is a minimum two (2) feet by six (6) feet with a five (5) foot wide access area. Provide a detail of the proposed bike rack.
8. Show the trash enclosure area on the site plan. All developments, except single family and two family developments, shall provide a refuse disposal area. Such area shall be screened on four (4) sides (including a gate for access) by a solid, commercial-grade wood fence, wall, or equivalent material with a minimum height of six (6) feet and not greater than eight (8) feet. Submit a detail of the trash enclosure.
9. 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.

Fire Department (Contact Bill Sullivan, (608) 261-9658)

10. IFC 505.1 When the site transformed to a multi-tenant site, the addresses were not updated corrected to comply with City ordinances. Addresses for each tenant space shall be established through City Engineering.

Water Utility (Contact Dennis Cawley, (608) 261-9243)

11. All operating private wells shall be identified and permitted by the Water Utility in accordance with MGO 13.21. All unused private wells shall be abandoned in accordance with MGO 13.21.