

# PLANNING DIVISION STAFF REPORT

PREPARED FOR THE PLAN COMMISSION

February 2, 2026



**Project Address:** 2401 Grimm Street (District 12 – Alder Matthews)

**Application Type:** Conditional Use

**Legistar File ID #** [91149](#)

**Prepared By:** Colin Punt, AICP, Planning Division  
Report includes comments from other City agencies, as noted.

**Reviewed By:** Kevin Firchow, AICP, Principal Planner

## Summary

**Applicant:** Justin Alling; Mad Town Skate; 228 Division St; Brooklyn, WI 53521

**Contact:** Steve Shulfer; Sketchworks Architecture; 2501 Parmenter St #300A; Middleton, WI 53562

**Owner:** Dane County Airport; 210 MLK Jr Blvd #114; Madison, WI 53703

**Requested Action:** The applicant is seeking approval of a conditional use for indoor recreation in an existing commercial building in a SE (Suburban Employment) zoning district per §28.085(2) MGO.

**Proposal Summary:** The applicant is seeking approvals to operate a skating rink in an existing commercial building.

**Applicable Regulations & Standards:** Standards for conditional use approval are found in §28.183(6) MGO.

**Review Required By:** Plan Commission

**Summary Recommendations:** The Planning Division recommends that the Plan Commission find that the standards for conditional uses are met and **approve** the conditional uses for indoor recreation at 2401 Grimm Street subject to input at the public hearing and the conditions recommended by the reviewing agencies beginning on page 4.

## Background Information

**Parcel Location:** The subject site is 3.26 acres and located at the eastern quadrant of the intersection of Anderson Street and Grimm Street (which continues as Pankratz Street to the southwest of Anderson Street). The site is within Alder District 12 (Alder Matthews) and the Madison Metropolitan School District.

**Existing Conditions and Land Use:** The site is currently occupied by a 23,500-square foot two-story office and warehousing building constructed in 2013. There is an existing 67-stall surface parking lot on site.

### Surrounding Land Uses and Zoning:

North: Across Grimm Street, office buildings and surface parking lots zoned SE;

West: Across Anderson Street, a vacant lot zoned SE;

South: Across Anderson Street, a vacant lot zoned SE and the Bridges Golf Course, zoned PR (Parks and Recreation district); and

East: A one-story commercial building and vacant lot, both zoned SE, with the Dane County Airport, zoned AP (Airport district) beyond.

**Adopted Land Use Plan:** The [Comprehensive Plan](#) (2023) and [Northeast Area Plan](#) (2024) recommend Employment (E) for the site.

**Zoning Summary:** The subject property is zoned SE (Suburban Employment district):

Requirements	Required	Proposed
Lot Area (sq. ft.)	20,000	141,922
Lot Width	65 ft	565 ft
Front Yard Setback	None	Existing, no change
Side Yard Setback	15 ft	Existing, no change
Rear Yard Setback	30 ft	Existing, no change
Maximum Lot Coverage	75%	Existing, no change
Minimum Building Height	22 ft	Existing, no change
Maximum Building Height	5 stories/68 ft	Existing, no change

Site Design	Required	Proposed
Number Parking Stalls	No minimum	67 (existing)
Electric Vehicle Stalls	None	None
Accessible Stalls	3	3
Loading	None	1
Number Bike Parking Stalls	5% of capacity	10 (1.)
Landscaping and Screening	Existing	Existing, no change
Lighting	Existing	Existing, no change
Building Form and Design	Existing	Existing, no change

Other Critical Zoning Items	Utility Easements
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*Table Prepared by Jacob Moskowitz, Assistant Zoning Administrator*

**Environmental Corridor Status:** The property is not located within a mapped environmental corridor.

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

## Project Description

The applicant is seeking approvals for a conditional use for indoor recreation in order to operate a roller skating rink within the existing building. The existing building has office, loading, and warehousing spaces and the large open warehousing area has been identified by the applicant as ideal for the indoor roller rink use. While the majority of the open warehouse clear space will be repurposed as a skating rink with other ancillary uses on two of the rink's four sides. The facility will offer skate rentals, food concessions, video games, music, and private party room rental. No alcohol is intended to be served and no alcohol license has been requested. According to the letter of intent, hours of operation are from 10 a.m. to 9 p.m. Sundays through Thursdays and 10 a.m. to 12 a.m. on Fridays and Saturdays. No exterior changes to the building or site are proposed except the addition of signage. If approved, the applicant intends to begin operation in Spring 2026.

## Analysis

This request is subject to the standards for conditional uses. This section begins with a summary of adopted plan recommendations, then reviews the conditional use standards, includes a description of Urban Design Commission actions, and ends with a review of public input.

### Consistency with Adopted Plans

The [Comprehensive Plan](#) (2023) and [Northeast Area Plan](#) (2024) recommend Employment (E) for the site. Employment areas include predominantly corporate and business offices, research facilities, laboratories, hospitals, medical clinics, and other similar uses. While generally not including retail and consumer services uses for the wider community, these areas may include limited retail and service establishments. Staff believe that while this is not a common use in an E land use designation, the request could be found to be consistent with the recommendations of the City's adopted plans.

### Conditional Use Standards

The applicant is requesting approval of a conditional use for indoor recreation in the SE zoning district. In regard to conditional use approval standards, 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 §28.183(6) M.G.O. are met. Staff advises the Plan Commission that in evaluating the conditional use standards, 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.

§28.183(6) M.G.O. lists sixteen approval standards, of which not all are applicable to every conditional use. For this request, Standards 7 and 9-16 do not apply, while standards 1-6 and 8 are applicable. Staff believes that the Plan Commission can find standards 1-6 and 8 to be met, but this report provides additional staff analysis regarding standard 4.

Standard 4 requires 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." Staff notes this standard in relation to the land use recommendation for the site and its surroundings, namely Employment. The existing building proposed for reuse by the applicant was originally built for printing, warehousing, and logistics, and staff believes that the establishment of this use within this building will not impede the future re-use or redevelopment of the site, or surrounding sites, for employment uses.

Staff believe that all applicable conditional use standards (1-6, 8), including standard 4 can be found met.

### Public Input

At time of report publication, staff are unaware of any written public comment. If received, any written comments will be posted to the legislative file for this request.

## Conclusion

When considering the anticipated minimal impacts of the use on its surroundings, the recommendations of the [Comprehensive Plan](#) and other adopted plans, Staff believes that all applicable standards of approval for conditional uses can be found to be met, including standard 4, as discussed above.

## Recommendation

### Planning Division Recommendations (Contact Colin Punt 243-0455)

The Planning Division recommends that the Plan Commission find that the standards for conditional uses are met and **approve** the conditional uses for indoor recreation in an existing commercial building at 2401 Grimm Street subject to input at the public hearing and the conditions recommended by the reviewing agencies below.

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

### Zoning Administrator (Contact Jacob Moskowitz, 608-266-4560)

1. Provide a capacity with final plans for purposes of calculating required bicycle parking. The bike parking requirement is 5% of capacity, and additional stalls may be required.

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

2. Show and label the 30' wide Fire Protection Easement as granted to the City per Certified Survey Map No 13291, Doc No 4874248 over the northern driveway.
3. Show and label the Private Storm Water Drainage Easement per Doc NO 4920738 over a northerly portion of this site. The City of Madison has rights within this easement area and storm sewer.
4. Provide a copy of the revised/assignment of lease DCRA-2013-03.
5. Identify on the site plans the lot number and Certified Survey Map Number of the recorded Certified Survey Map. Also label the exterior dimensions of the Lot.
6. The site plan shall denote all improvements as existing as it appears there are not any proposed changes to the site.
7. Provide a full and complete legal description of the site or property being subjected to this application on the site plan.

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

8. "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.
9. All parking facility design shall conform to MGO standards, as set in section 10.08(6).

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

10. Metro Transit operates daily all-day transit service along Packers Avenue near this property - with trips at least every 30 minutes (every 15 minutes or less during the day on weekdays and Saturdays).

11. There are no eligible trips towards US Green Building Council/LEED Quality Access to Transit points, due to the closest Metro Transit bus stops with regularly scheduled service being more than one quarter mile walking distance.

**Parking Utility** (Contact Trent Schultz, 608-246-5806)

12. The applicant shall submit a Transportation Demand Management (TDM) Plan for the project to [tdm@cityofmadison.com](mailto:tdm@cityofmadison.com). Submittal and approval of a TDM Plan is required, per MGO 16.03. Applicable review fees will be assessed after the TDM Plan is reviewed by staff.

*The Planning Division, Engineering Division Main Office, Fire Department, Parks Division, Water Utility, and City Assessor have reviewed this request and recommended no conditions of approval*