

PLANNING DIVISION STAFF REPORT

January 11, 2021



PREPARED FOR THE PLAN COMMISSION

Project Address: 6624 Seybold Road (District 19 – Ald. Furman)
Application Type: Conditional Use
Legistar File ID #: [63207](#)
Prepared By: Sydney Prusak, AICP, Planning Division
Report Includes Comments from other City Agencies, as noted
Reviewed By: Kevin Firchow, AICP, Principal Planner

Summary

Applicant: InSite Real Estate Investment Properties, LLC; InSite Real Estate; 14000 16th Street, Suite 300, Oak Brooke, IL 60523
Contact: Alex Milanoski, Project Manager; InSite Real Estate; 1400 16th Street, Suite 300; Oak Brook, IL 60523
Property Owner: LRG LLC; Shermin Pelinski; 2100 Frontage Road; Glencoe, IL 60022

Requested Action: Approval of conditional use requests to establish an auto body shop and an auto repair station to allow the conversion of an existing building into an auto sales and service shop in the Commercial Center (CC) Zoning District at 6624 Seybold Road.

Proposal Summary: The applicant proposes to convert an existing one-story commercial building into an auto service center with a showroom. The primary use will be service, with secondary uses including maintenance, charging, collision, and auto body repair, and delivery/storage of new and pre-owned automobiles, energy products, parts, and accessories.

Applicable Regulations & Standards: This proposal is subject to the Conditional Use Approval Standards [MGO §28.183]. The Supplemental Regulations [MGO §28.151] contain further regulations for this use.

Review Required By: Plan Commission (PC)

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 an auto body shop and auto repair station in an existing commercial building in the Commercial Center (CC) Zoning District at 6624 Seybold Road. This recommendation is subject to input at the public hearing and the conditions recommended by the Planning Division and other reviewing agencies.

Background Information

Parcel Location: The 113,320-square-foot (2.60-acre) subject site is located on the north side of Seybold Road near the Struck Street intersection. It is within Aldermanic District 19 (Ald. Furman) and the Middleton Cross Plains School District.

Existing Conditions and Land Use: The subject parcel is developed with a single-story, 19,489 square-foot commercial building (former car dealership) and surface parking lot. The property was annexed to the City of Madison from the Town of Middleton in 2004.

Surrounding Land Use and Zoning:

- North:** W Beltline Highway, with a variety of commercial and service uses beyond, zoned Commercial Center (CC);
- East:** A one-story commercial Building (Erik’s Bike Board Skiing), zoned CC, with Town of Middleton commercial parcels beyond;
- South:** Town of Middleton commercial parcels, and a variety of commercial uses, zoned CC; and
- West:** Town of Middleton commercial parcels.

Adopted Land Use Plan: The [Comprehensive Plan \(2018\)](#) recommends Employment (E) uses for the subject site. The [Southwest Neighborhood Plan \(2008\)](#) makes no specific land use recommendations for the subject site, but in general calls for Traditional Neighborhood Development (TND) and Transit-Oriented Development (TOD) principles in redevelopment. According to the neighborhood plan, the majority of the land in this area is in the Town of Middleton and the City has little jurisdiction. However, it does state that Seybold Road should be reconstructed using urban standards including curb and gutter with sidewalks.

Zoning Summary: The property is zoned Commercial Center (CC) District.

Requirements	Required	Proposed
Front Yard Setback	None	Existing front yard
Side Yard Setback	One-story” 5’ Two-story or higher: 6’	Adequate
Rear Yard Setback	Lesser of 20% lot depth or 20’	Adequate
Maximum Lot Coverage	85%	Existing lot coverage
Maximum Building Height	5 stories/68’	1 story existing building

Site Design	Required	Proposed
Number Parking Stalls	No minimum required	75
Accessible Stalls	Yes	2
Loading	None	None
Number Bike Parking Stalls	Auto repair station; auto body shop; auto service station: 1 per 5 employees (3)	None (8)
Landscaping and Screening	Not required	Existing landscaping (9)
Lighting	Not required	Existing lighting (11)
Building Forms	Not required	Existing building (10)
Other Critical Zoning Items	Barrier Free (ILHR 69); Utility Easements	

Tables Prepared by Jenny Kirchgater, 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 range of urban services, with Madison Metro Route 50 serving the site.

Project Description

The applicant proposes to establish an auto body shop and auto repair station in an existing one-story commercial building. The existing building was previously an auto sales and rental use (car dealership), which is a permitted use in the Commercial Center (CC) Zoning District.

According to the submitted materials, the applicant intends to redevelop the site for use as an auto service center with a showroom. The primary use will be service, with secondary uses including; maintenance, charging, collision and auto body repair, and delivery/storage of new and pre-owned automobiles, energy products, parts, and accessories. In regards to site improvements, the applicant proposes to sealcoat and stripe the existing parking lot, repaint the existing building in the same color, refresh the landscape islands with new mulch and shrubs, replace the existing parking lot lighting, upgrade mechanical systems, and make electrical service upgrades throughout the building.

As proposed, the hours of operation are 10:00 a.m. to 8:00 p.m. Monday through Saturday.

Project Analysis and Conclusion

This proposal is subject to the Conditional Use Approval Standards [MGO §28.183]. The Supplemental Regulations [MGO §28.151] contain additional requirements for auto body shops and auto repair stations. 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.

In giving due consideration to the adopted plans, the City's [Comprehensive Plan \(2018\)](#) recommends Employment (E) uses for the subject site, which is a departure from the City's [2006 Comprehensive Plan](#) recommendation for General Commercial. Furthermore, the [Southwest Neighborhood Plan \(2008\)](#) makes no specific land use recommendations for the subject site, but in general calls for Traditional Neighborhood Development (TND) and Transit-Oriented Development (TOD) principles in redevelopment. Additionally, the Plan states that Seybold Road should be reconstructed using urban standards including curb and gutter with sidewalks.

However, the Planning Division does not believe that reutilizing a former car dealership building for an auto service use will preclude redevelopment in the area that is more consistent with the goals of the [Comprehensive Plan \(2018\)](#) and [Southwest Neighborhood Plan \(2008\)](#). While this proposal does not necessarily implement TOD principals, staff is more supportive of reusing an existing auto-oriented structure, instead of demolishing the existing structure to build a new auto-oriented structure.

The Planning Division believes that the Conditional Use Approval Standards can be found met with this proposal. Given that the applicant is utilizing an existing commercial building, formerly a car dealership, staff does not believe that this proposal will inhibit the future development, disrupt the normal and orderly development of the neighborhood, or provide conflicts with surrounding uses.

Supplemental Regulations

Auto body shops and auto repair stations are also subject to the Supplemental Regulations pursuant to MGO §28.151. A copy of the Supplemental Regulations is included in the Plan Commission materials. Generally, the

Supplemental Regulations restrict auto repair to activities to occur within an enclosed building, specify operating hours, and reference specific activities and equipment that are allowed outside. According to the Zoning Administrator, all the Supplemental Regulations appear to be met.

Public Input

At the time of report writing, staff did not receive any public comment for this request.

Conclusion

The Planning Division believes that the requests for an auto body shop and auto repair station on the property at 6624 Seybold Road can be found to meet the Conditional Use Approval Standards and recommends that the requests be approved by the Plan Commission. 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).

Recommendation

Planning Division Recommendation (Contact Sydney Prusak, sprusak@cityofmadison.com)

The Planning Division recommends that the Plan Commission find that the approval standards for conditional uses are met and **approve** the request to establish an auto body shop and auto repair station in an existing commercial building in the Commercial Center (CC) Zoning District at 6624 Seybold Road. This recommendation is subject to input at the public hearing and the conditions recommended by the Planning Division and other reviewing agencies.

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

Engineering Division (Contact Tim Troester, (608) 267-1995)

1. Obtain a permit to Excavate in the Right-of-Way for completing the improvements in the public Right-of-Way. The permit application is available on the City Engineering Division website at <http://www.cityofmadison.com/engineering/Permits.cfm>.

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

2. The applicant shall remove their existing street-type driveway entrance and replace with a standard Class III commercial driveway.

3. The applicant shall submit one contiguous plan showing proposed conditions and one contiguous plan showing existing conditions for approval. The plan drawings shall be to engineering scale and include the following, when applicable: existing and proposed property lines; parcel addresses; all easements; vision triangles; 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.

4. The Developer shall post a security deposit prior to the start of development. In the event that modifications need to be made to any City owned and/or maintained traffic signals, street lighting, signing, pavement marking and conduit/handholes, the Developer shall reimburse the City for all associated costs including engineering, labor and materials for both temporary and permanent installations.
5. 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.
6. All parking facility design shall conform to MGO standards, as set in section 10.08(6).

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

7. The proposed Service Center Facility shall comply with the Supplemental Regulations Section 28.151 for an Automobile Body Shop and Automobile Repair Station. Supplemental regulations include the following:
 - a. All automobile servicing and repair activities shall be carried on within an enclosed building.
 - b. No automobile servicing and repair activities may take place between the hours of 7:00 p.m. and 7:00 a.m. unless all of the building's windows and doors are closed.
8. Bicycle parking for the auto repair station and auto body shop shall comply with the requirements of Sections 28.141(4)(g) and 28.141(11). Provide a minimum of two (2) short-term bicycle parking stalls located in a convenient and visible area on a paved or pervious surface. Bicycle parking shall be located 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 of two (2) feet by six (6) feet with a five (5) foot wide access area. Provide a detail of the proposed bike rack.
9. Verify whether new rooftop mechanical units are proposed. All rooftop units shall be screened from view from adjacent streets and public rights-of-way per Sections 28.060(2)(f) and 28.142(9)(d). If new rooftop units are proposed, submit a rooftop plan showing the location of any proposed rooftop units and screening. Provide a detail or profile demonstrating that rooftop mechanical equipment will not be visible to view above the height of the parapets. Screens shall be of durable, permanent materials that are compatible with the primary building materials.
10. Submit the building floor plans and elevations or photos of the building exterior include with the final plan record.
11. Verify whether new exterior lighting is proposed. Exterior parking lot and site lighting must comply with City of Madison General Ordinances Section 10.085 Outdoor Lighting Standards. If exterior site lighting is proposed, submit an exterior lighting plan and fixture cut sheets with the final plan submittal.
12. 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.

13. 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.

Forestry (Contact Wayne Buckley, (608) 266-4892)

14. Due to the poor condition of the street and terrace area, planting trees may not be possible. Planting additional street trees may be needed for this project if the terrace area and drainage are improved. Tree planting specifications can be found in section 209 of City of Madison Standard Specifications for Public Works Construction - All street tree planting locations and tree species within the right of way shall be determined by City Forestry. A landscape plan (in PDF format) shall be submitted City Forestry for approval of planting locations and tree species. All available street tree planting locations shall be planted within the project boundaries. Add following note to plan: At least one week prior to street tree planting, Contractor shall contact City Forestry at (608) 266-4816 to schedule inspection and approval of nursery tree stock and review planting specifications with the landscaper.