



Report to the Plan Commission

July 26, 2010

Legistar I.D. #19279
4701 American Parkway
Conditional Use

Report Prepared By:
Timothy M. Parks, Planner
Planning Division

Requested Action: Approval of a conditional use for an accessory off-site parking area located at 4701 American Parkway to serve an adjacent restaurant located at 4601 American Parkway.

Applicable Regulations & Standards: Section 28.09 (3)(d) identifies accessory parking facilities, located elsewhere than on the same zoning lot as the principal use served as a conditional use in the C2 General Commercial District. Section 28.12 (11) provides the guidelines and regulations for the approval of conditional uses.

Summary Recommendation: The Planning Division recommends that the Plan Commission find the conditional use standards met and **approve** a conditional use for an accessory off-site parking area at 4701 American Parkway to serve an adjacent restaurant located at 4601 American Parkway, subject to input at the public hearing and the conditions from reviewing agencies beginning on page 3 of this report.

Background Information

Applicant & Property Owner: Richard Wilberg, American Family Insurance; 6000 American Parkway; Madison.

Agent: Jason Leitha, Ruckert-Mielke; 258 Corporate Drive, Suite 200; Madison.

Proposal: The applicant wishes to construct a 26-stall surface parking lot on the southerly half-acre of a 1.7-acre parcel addressed as 4701 American Parkway. The proposed stalls will serve as additional parking for the adjacent Erin's Snug Irish Pub & Restaurant located at 4601 American Parkway. The applicant wishes to begin construction of the additional stalls on August 15, 2010, with completion of the accessory off-site parking lot by October 15, 2010.

Existing Conditions & Parcel Location: The subject site is an undeveloped parcel, zoned C2 (General Commercial District) located approximately 500 feet north of Eastpark Boulevard on the east side of American Parkway; Aldermanic District 17 (Clausius); Sun Prairie School District.

Land Use and Zoning Surrounding Proposed Building:

North: Undeveloped land, zoned C2 (General Commercial District);

South: Multi-tenant retail building and Erin's Snug, zoned C2;

West: Summit Credit Union and a multi-tenant office building, zoned O4 (Administrative Office and Research and Development District);

East: Undeveloped land, zoned C2.

Adopted Land Use Plan: The Rattman Neighborhood Development Plan identifies the subject site for neighborhood commercial uses.

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

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

Zoning Summary: Existing C2 (General Commercial District) zoning:

Requirements	Required	Proposed
Lot Area	6,000 sq. ft.	1.7 acres
Lot Width	50'	150' existing
Front Yard	0'	N/A
Side Yards	0'	N/A
Rear Yard	10'	N/A
Floor Area Ratio	3.0 maximum	N/A
Building Height	N/A	N/A
No. of Parking Stalls	N/A	26 (Accessory)
Accessible Stalls	2	2 additional to be added to Lot 11
Loading	N/A for acc. off-site parking	---
No. Bike Parking Stalls	3	3 additional to be added to Lot 11
Other Critical Zoning Items		
Yes:	Barrier Free	
No:	Utility Easements, Floodplain, Urban Design, Wellhead Protection; Landmark; Adjacent to Park	
<i>Prepared by: Pat Anderson, Asst. Zoning Administrator</i>		

Project Review, Analysis & Conclusion

American Family Insurance is requesting approval of a conditional use for a 26-stall accessory off-site parking lot to occupy approximately a half-acre of a 1.7-acre parcel located at 4701 American Parkway, which was platted as Lot 10, The American Center First Addition. The proposed parking lot is being built primarily to provide additional parking for Erin's Snug Irish Pub and Restaurant, which is located one parcel to the south at 4601 American Parkway. The subject site and other nearby properties located on the east side of American Parkway north of Eastpark Boulevard are zoned C2 (General Commercial District) and were recommended in the Rattman Neighborhood Development Plan for neighborhood commercial uses primarily intended to serve the American Center business park.

Erin's Snug occupies an 11,650 square-foot building constructed in 2007, which includes an outdoor eating area approved by the Plan Commission in August 2006. Parking for the restaurant is provided in 74 surface parking stalls that surround the building, which sits in the center of the 1.46-acre Lot 11.

Access to the proposed 26-stall parking lot will be provided from an existing east-west private drive that extends between American Parkway and American Center Drive, which also provides access to the restaurant and a multi-tenant retail building located to the southeast on Lot 12. Plans for the accessory parking lot include a variety of deciduous canopy and ornamental trees and coniferous trees to be planted around the perimeter of the lot, and a private sidewalk across the east-west private drive, which will connect with an existing sidewalk leading to the restaurant. In addition, a concept plan was submitted with the conditional use application showing a future building and related parking (including the 26 proposed stalls) to occupy the remainder of Lot 10.

The Zoning Ordinance identifies accessory parking facilities located elsewhere than on the same zoning lot as the principal use served as a conditional use in the C2 zoning district. The applicant's letter of intent cites a high demand for parking generated by the neighboring restaurant and the multi-tenant retail building as the impetus for the 26 accessory off-site stalls being proposed with the subject conditional use application. The applicant believes the additional stalls will alleviate the parking demand present in this portion of the American Center's neighborhood commercial area and achieve the vision for shared parking within this portion of the development when the larger development was conceived 20 years ago.

Planning staff generally believes that the proposed accessory parking lot can meet the standards for approval and feels that the applicant has sufficiently substantiated the need for the additional parking spaces. As noted in the letter of intent, there are currently limited transportation alternatives in the general vicinity of the American Center development, including the neighborhood commercial center intended to serve the business park, which includes the affected restaurant and retail properties and the proposed accessory parking lot site. There is currently no regular full-time weekday or any weekend/ holiday bus service linking the American Center to the rest of the City. Madison Metro service to the American Center is limited to weekday peak-period limited stop service between the American Center and Capitol Square (Route 25) and once-hourly service between the southern portion of the business park and East Towne Mall (Route 26), which operates weekdays between 9:30 a.m. and 4:00 p.m. The site is, however, marginally better connected to the City's bike network via bike lanes on American Parkway, which primarily connect to a designated bike route south of the American Center on High Crossing Boulevard. Lastly, staff is not aware of the existence of a Transportation Demand Management Plan for the American Center, although staff does not believe that the presence of such a plan would necessarily alleviate the need for this additional parking. In addition, staff does not believe that the application before the Plan Commission is sufficient grounds for a TDM plan to be required for the entire business park.

Staff Recommendations, Conditions of Approval & General Ordinance Requirements

Major/Non-Standard Conditions are shaded

Planning Division Recommendation (Contact Timothy M. Parks, 261-9632)

The Planning Division recommends that the Plan Commission find the standards met and **approve** a conditional use for an accessory off-site parking area at 4701 American Parkway to serve an adjacent restaurant at 4601 American Parkway, subject to input at the public hearing and the conditions from reviewing agencies:

City Engineering Division (Contact Janet Dailey, 261-9688)

1. Informational Note: The American Center Plat First Addition called for a separate 26-foot wide ingress and egress easement to be recorded across Outlot 3 to American Parkway. The Dane County Register of Deeds records do not include such document recorded against Outlot 3.
2. While this project creates only approximately 8,000 square feet of new impervious surface and 26 stalls, the future project will create more than 20,000 square feet of impervious area and more than 40 stalls. The plans shall be revised to provide for the future storm water requirements that will apply to the whole site when developed. These will include infiltration, oil and grease, and 80% TSS Control.

3. The applicant shall submit, prior to plan signoff, a digital CAD file (single file) to the Engineering Program Specialist in the Engineering Division (Lori Zenchenko). The digital CAD file shall be to scale and represent final construction. The single CAD file submittal can be either AutoCAD (dwg) Version 2001 or older, MicroStation (dgn) Version J or older, or Universal (dxf) format and contain only the following data, each on a separate layer name/level number: building footprints; internal walkway areas; internal site parking areas; other miscellaneous impervious areas lot lines; lot/ plat lines, dimensions and labels; right-of-way lines; street names, stormwater management facilities and; detail drawings associated with stormwater management facilities (including if applicable planting plans).
4. The applicant's utility contractor shall obtain a connection permit and excavation permit prior to commencing the storm sewer construction.
5. All outstanding Madison Metropolitan Sewerage District (MMSD) and City of Madison sanitary sewer connection charges are due and payable prior Engineering Division sign-off, unless otherwise collected with a Developer's/ Subdivision Contract. Contact Janet Dailey (261-9688) to obtain the final MMSD billing a minimum of two working days prior to requesting City Engineering Division signoff.

Traffic Engineering Division (Contact John Leach, 267-8755)

6. When the applicant submits final plans for approval, the applicant shall show the following: items in the terrace as existing (e.g., signs and street light poles), type of surfaces, existing property lines, addresses, one contiguous plan (showing all easements, all pavement markings, building placement, and stalls), adjacent driveway approaches to lots on either side and across the street, signage, percent of slope, vehicle routes, dimensions of radii, aisles, driveways, stalls including the 2-foot overhang, and a scaled drawing at 1" = 20'.
7. "Stop" and "No Left Turns" signs shall be installed at a height of 6 feet to the bottom of the first sign at the driveway approach to American Parkway and a "Stop" sign shall be installed at a height of 7 feet at the Eastpark Boulevard and private street Amcenter Drive driveway approaches. All signs at the approaches shall be installed behind the property line or sidewalk. All directional/regulatory signage and pavement markings on the site shall be shown and noted on the plan.
8. The applicant shall show dimensions for the proposed and existing parking stalls' items A, B, C, D, E, F, and degree of angle parking width and backing up, according to Figures II "Medium and Large Vehicles" parking design standards in MGO 10.08(6)(b) 2. Signs and planting areas are to be excluded from the rectangular stall areas including the 2 feet of vehicle overhang. The 2 feet of vehicle overhang shall be shown on the plan and dimensioned.
9. Public signing and marking related to the development may be required by the City Traffic Engineer for which the developer shall be financially responsible.

Zoning Administrator (Contact Pat Anderson, 266-5978)

10. Future development of Lot 10 will require that sufficient parking be provided for the proposed and existing development.

11. Parking requirements for persons with disabilities must comply with MGO Section 28.11(3)6.(m) which includes all applicable State accessible requirements, including but not limited to:
 - a.) Provide a minimum of 6 accessible stalls striped per State requirements for the restaurant on Lot 10 to be located as near the accessible entrances to the building as possible. A minimum of one of the stalls shall be a van-accessible stall 8' wide with an 8' striped out area adjacent.
 - b.) Show signage at the head of the accessible stalls.
12. Bike parking shall comply with MGO Section 28.11. Provide an additional 3 bike parking stalls in a safe and convenient location on an impervious surface for the existing restaurant on the final plan. Provide required bike parking stalls in a safe and convenient location on an impervious surface to be shown on the final plan. The bike racks shall be securely anchored to the ground or building to prevent the racks from moving. Note: A bike-parking stall is 2 feet by 6 feet with a 5-foot access area. Note: Provision of not more than 50% of the bike parking can be deferred. Land area required for provision of deferred bicycle parking spaces shall be maintained in reserve.
13. Parking lot plans with greater than 20 stalls shall comply with MGO Section 28.04 (12). Landscape plans must be stamped by a registered landscape architect. Provide a landscape worksheet with the final plans that shows that the landscaping provided meets the point and required tree ordinances. In order to count toward required points, the landscaping shall be within 15' and 20' of the parking lot depending on the type of landscape element. (Note: The required trees do not count toward the landscape point total.) Planting islands shall consist of at least 75% vegetative cover, including trees, shrubs, ground cover, and/or grass. Up to 25% of the island surface may be brick pavers, mulch or other non-vegetative cover. All plant materials in islands shall be protected from vehicles by concrete curbs.
14. If exterior lighting is provided, it must comply with MGO Section 10.085, outdoor lighting standards. Lighting will be limited to .10 watts per square foot.
15. Signage approvals are not granted by the Plan Commission. Signage must be reviewed for compliance with Chapter 31 of the Madison General Ordinances. Sign permits must be issued by the Zoning Section of the Department of Planning and Community and Economic Development prior to sign installations.

Fire Department (Contact Scott Strassburg, 261-9843)

16. Note: Please consider the future needs of the site and ensure fire lane access can be accommodated for any future building on Lot 10.

Parks Division (Contact Tom Maglio, 266-4711)

This agency did not submit comments for this request.

Water Utility (Contact Dennis Cawley, 261-9243)

This agency submitted a response with no conditions of approval for this request.

Metro Transit (Contact Tim Sobota, 261-4289)

This agency did not submit comments for this request.