

PLANNING DIVISION STAFF REPORT

May 23, 2022



PREPARED FOR THE PLAN COMMISSION

Project Address: 2310 Crossroads Drive (17th Alder District, Ald. Halverson)
Application Type: Conditional Use
Legistar File ID #: [70925](#)
Prepared By: Lisa McNabola, Planning Division
Report Includes Comments from other City Agencies, as noted
Reviewed By: Kevin Firchow, AICP, Principal Planner

Summary

Applicant & Contact: William Hoch; Blowfish Architects, LLC; 752 S Grove Street, Ripon, WI 54971

Property Owner: IA High Crossing, LLC; 5315 Wall Street, Suite 220, Madison, WI 53718

Requested Action: Consideration of a conditional use in the Suburban Employment (SE) District to establish a university at 2310 Crossroads Drive.

Proposal Summary: The applicant proposes to establish a university in a 3,914 office space in an existing, multi-story office building.

Applicable Regulations & Standards: This proposal is subject to the standards for Conditional Uses [MGO §28.183] as Table 28F-1 [MGO §28.082] lists *colleges and universities* as a conditional use in the Suburban Employment (SE) District.

Review Required By: Plan Commission

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 allow a university in an existing office building in the Suburban Employment (SE) District at 2310 Crossroads Drive. This request is subject to the input at the public hearing and the conditions recommended by the reviewing agencies.

Background Information

Parcel Location: The 186,770 square-foot (4.28-acre) parcel is located along Crossroads Drive between Wall Street and City View Drive. It is also located within Alder District 17 (Ald. Halverson) and the Sun Prairie Area School District.

Existing Conditions and Land Use: The site is occupied by a 70,310 square-foot, four-story office building built in 2005. It is zoned Suburban Employment (SE) District.

Surrounding Land Use and Zoning:

North: Three-story office building, zoned Suburban Employment (SE) District;

East: Across Crossroads Drive, five-story office building, zoned SE District;

South: Vacant parcel, zoned SE District; and

West: I-39.

Adopted Land Use Plan: The [2018 Comprehensive Plan](#) recommends Employment (E) development for the subject site and properties to the north and south. Properties to the east are recommended for Medium Density Residential (MDR) development.

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

Requirements	Required	Proposed
Lot Area (sq. ft.)	20,000 sq. ft.	186,770 sq. ft.
Lot Width	65'	433'
Front Yard Setback	0' or 5'	Adequate
Side Yard Setback	15' or 20% of building height	Adequate
Rear Yard Setback	30'	Adequate
Maximum Lot Coverage	75%	Less than 75%
Minimum Building Height	22' measured to building cornice	4 stories existing building
Maximum Building Height	5 stories/ 68'	4 stories existing building

Site Design	Required	Proposed
Number Parking Stalls	No minimum required	185 existing stalls
Accessible Stalls	Yes	Yes
Loading	Not required	Existing loading area
Number Bike Parking Stalls	Colleges, universities: 1 per classroom (4) and 1 per 5 students (12)	12 existing bicycle stalls
Landscaping and Screening	Not required	Existing landscaping
Lighting	Not required	Existing lighting
Building Forms	Not required	Existing building

Table Prepared by Jenny Kirchgatter, Assistant 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, with Madison Metro service along Crossroads Drive.

Project Description

The applicant intends to establish an extension facility for a university in a 3,914 office space in an existing, multi-story office building at 2310 Crossroads Drive. There will be four classrooms and three staff offices. The average class size is 10-15 persons. The proposed hours of operation are 12:00 p.m. – 9:00 p.m. There are no exterior modifications proposed as part of this request.

Analysis and Conclusion

This proposal is subject to the standards for Conditional Uses [MGO §28.183] as Table 28F-1 [MGO §28.082] lists *colleges and universities* as a conditional use in the Suburban Employment (SE) District.

Conformance with Adopted Plans

The [2018 Comprehensive Plan](#) recommends Employment (E) development for the subject site. Staff do not believe that establishing a university use in a portion of an existing office building would impede the development or operation of employment uses in the surrounding area.

Conditional Use Standards

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, the Planning Division anticipates that the establishment of a university use in a portion of an existing office building should not result in significant negative 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 Conditional Use Standards can be found met.

Conclusion

Staff believe that the proposed university use can be found to meet the Conditional Use Approval Standards and recommends that it be approved by the Plan Commission, subject to input at the public hearing and comments from reviewing agencies.

At the time of report writing, staff had not received any public comments regarding this request.

Recommendation

Planning Division Recommendation (Contact Lisa McNabola, 243-0554)

The Planning Division recommends that the Plan Commission find that the approval standards for conditional uses are met and **approve** the request to allow a university in the Suburban Employment (SE) District at 2310 Crossroads Drive. This recommendation is subject to input at the public hearing and the following conditions:

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

Zoning (Contact Jenny Kirchgatter, 266-4429)

1. On the site plan, identify the locations of the existing accessible stalls, bicycle stalls and trash enclosure per the approved site plan dated 08/15/05.
2. For colleges and universities established in employment districts and commercial and mixed-use districts, the applicant shall submit a Traffic Demand Management plan to be approved by the Traffic Engineer and to be kept on file with the Zoning Administrator.

3. 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.
4. 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.

Traffic Engineering Division (Sean Malloy, 266-5987)

5. "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.

The following agencies reviewed the request and recommended no conditions of approval: Fire Department, Parks Division, Forestry Section, Metro Transit, City Engineering – Mapping Section