



PREPARED FOR THE PLAN COMMISSION

Project Address: 402 W Wilson Street (District 4, Alder Verveer)
Application Type: Demolition Permit
Legistar File ID # [74498](#)
Prepared By: Lisa McNabola, Planning Division
Report Includes Comments from other City Agencies, as noted
Reviewed By: Kevin Firchow, AICP, Principal Planner

Summary

Contact & Applicant: Nick Orthman; Bear Development, LLC; 4011 80th Street, Kenosha, WI 53142

Property Owner: Barb Kachelski; Responsible Esthetics, LLC; 402 West Wilson Street, Madison, WI 53703

Requested Actions: Approval of a demolition permit to demolish a two-story office building at 402 West Wilson Street.

Proposal Summary: At their July 25, 2022 meeting, the Plan Commission approved the “partial” demolition of this two-story office building, which included the demolition of the west, street-facing wall with the retention of two walls facing West Wilson Street and South Broom Street. Those walls were to be incorporated into a revised building that was reviewed concurrently as an amended PD-GDP-SIP. That project was approved and is in final sign-off. The applicant is now proposing to completely demolish the structure, though proposes to retain and reuse the limestone façade material.

Applicable Regulations & Standards: Standards of approval for demolition permits are found in §28.185(6) M.G.O.

Review Required By: Plan Commission

Summary Recommendation: The Planning Division recommends that the Plan Commission find that the standards for demolition permits are met and **approve** the demolition of a two-story office building at 402 West Wilson Street

Background Information

Parcel Location: The 21,434 square-foot (.49-acre) parcel is located at the northwest corner of West Wilson Street and South Broom Street. It is located within Alder District 4 (Ald. Verveer) and the Madison Metropolitan School District.

Existing Conditions and Land Use: The site is occupied by a 19,690 square-foot, two-story office building. It is zoned Planned Development (PD) District.

Surrounding Land Use and Zoning:

Northwest: Single family building and two-unit building, zoned Planned Development (PD) District;

Northeast: Across South Broom Street, multifamily building, zoned PD District;

Southeast: Across West Wilson Street, multifamily building, zoned Downtown Residential 2 (DR-2) District; and

Southwest: Multifamily building, zoned DR-2 District.

Adopted Land Use Plan: The [Comprehensive Plan](#) (2018) recommends Medium Residential (MR) for the subject site and surrounding properties. The [Downtown Plan](#) (2012) recommends Predominant Residential development for the subject site and surrounding properties.

Zoning Summary: The property is in the Planned Development (PD) District.

Requirements	Required	Proposed
Lot Area (sq. ft.)	As per approved plans.	As per submitted plans.
Lot Width	As per approved plans.	As per submitted plans.
Front Yard Setback	As per approved plans.	As per submitted plans.
Side Yard Setback	As per approved plans.	As per submitted plans.
Rear Yard Setback	As per approved plans.	As per submitted plans.
Usable Open Space	As per approved plans.	As per submitted plans.
Maximum Lot Coverage	As per approved plans.	As per submitted plans.
Floor Area Ratio	As per approved plans.	As per submitted plans.
Maximum Building Height: Downtown Height Map	4 stories	4 stories
Stepback: Downtown Stepback Map	None	None

Site Design	Required	Proposed
Number Parking Stalls	As per approved plans.	As per submitted plans. (11)
Accessible Stalls	Yes	Yes
Loading	As per approved plans.	As per submitted plans.
Number Bike Parking Stalls	Multi-family dwelling: 1 per unit up to 2-bedrooms, ½ space per add'l bedroom (54) 1 guest space per 10 units (5) (59 total)	60 underground 6 surface (60 total) (8)(12)
Landscaping and Screening	Yes	Yes
Lighting	Yes	None (15)
Building Forms	As per approved plans.	As per submitted plans. (14)

Other Critical Zoning Items		
Urban Design	Yes	PD
Barrier Free (ILHR 69)	Yes	
Utility Easements	Yes	

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.

Previous Approvals

A zoning map amendment from Planned Development District-General Development Plan-Specific Implementation Plan (PD-GDP-SIP) to Amended PD-GDP-SIP was approved for 402 West Wilson Street in August 2022 to construct a four-story residential building with 54 units (ID [72468](#)). At the time a demolition permit was also approved to demolish a street-facing wall of the two-story office building (ID [71883](#)). The applicant proposed

to demolish the west, street-facing wall of the building to accommodate an addition. The applicant intended to incorporate the two walls facing West Wilson Street and South Broom Street into the new residential building.

Project Description

The applicant has requested approval of a demolition permit to now completely demolish a two-story office building at 402 West Wilson Street. The Plan Commission's previous demolition approval included the demolition of the west, street-facing wall with the retention of two walls facing West Wilson Street and South Broom Street. Those walls were to be incorporated into a revised building that was reviewed concurrently as an amended PD-GDP-SIP.

Upon further review by the applicant it was determined that "the existing foundation wall footings are only slightly wider than the wall itself and thus the footings are not adequate to act as bearing walls for a four-story building. As such, all footings and foundations will be new." (Please refer to the [Letter of Intent](#) for further details). The limestone façade material along West Wilson Street, South Broom Street, and a portion of the west façade will be saved and reused for the new building, as shown in the plans of the approved PD-GDP-SIP.

Analysis and Conclusion

This proposal is subject to the standards for demolition permits [MGO Section 28.185(7)].

At its October 5, 2021 meeting, the Common Council adopted Ordinance 21-00065 (ID [67074](#)) to revise the standards and process for demolition and removal permits in Section 28.185 of the Zoning Code to remove consideration of proposed future use as a factor in approving demolition requests. In order to approve a demolition request under the revised standards, the Plan Commission shall consider the seven approval standards in §28.185(9)(c) M.G.O. when making a determination regarding demolition requests. The factors include a finding that the proposed demolition or removal is consistent with the statement of purpose of the demolition permits section and with the health, prosperity, safety, and welfare of the City of Madison.

While the Planning Division regrets that the building is now proposed for a full demolition, staff understands from the letter of intent that the applicant's early assumptions about the wall and foundations load-bearing capacity were incorrect. Staff believes that on balance, the standards for demolition can be met to take down the additional walls. Staff notes that the applicant has provided a more detailed supplement to salvage the building's existing limestone, which can be [viewed here](#).

Finally, Standard 4 states, "The Plan Commission has received and considered the report of the City's historic preservation planner regarding the historic value of the property as well as any report that may be submitted by the Landmarks Commission." At its November 14, 2022 meeting, the Landmarks Commission found that the building at 402 West Wilson Street has historic value related to the context of Madison's built environment and as part of the Madison skyline, but the building itself is not significant.

Staff believe the Demolition Permit standards can be found met subject to input at the public hearing and comments from reviewing agencies.

Recommendation

Planning Division Recommendation (Lisa McNabola, 243-0554)

The Planning Division recommends that the Plan Commission find that the demolition standards are met and **approve** the request to demolish a two-story office building at 402 West Wilson Street, subject to input at the public hearing and the demolition-related conditions recommended by the reviewing agencies in the July 25, 2022 staff report, with the below additional condition:

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

Planning Division (Lisa McNabola, 243-0554)

1. That the existing limestone be salvaged as noted in the submitted demolition plan and Limestone Reuse Plan.