



PREPARED FOR THE PLAN COMMISSION

Project Addresses: 1301-1325 Applegate Road & 1302-1326 Greenway Cross
Application Type: Zoning Map Amendment
Legistar File ID # [34619](#)
Prepared By: Timothy M. Parks, Planning Division

Summary

Requested Action: Approval of a request to rezone 1301-1325 Applegate Road and 1302-1326 Greenway Cross from IL (Industrial–Limited District) to CC-T (Commercial Corridor–Transitional District), sponsored by the Ald. John Strasser, 14th District.

Applicable Regulations & Standards: Section 28.182 of the Zoning Code provides the process for zoning map amendments.

Review Required By: Plan Commission and Common Council

Summary Recommendation: The Planning Division recommends that the Plan Commission forward Zoning Map Amendment ID 28.022–00137, rezoning 1301-1325 Applegate Road and 1302-1326 Greenway Cross from IL to CC-T, to the Common Council with a recommendation of **approval** subject to input at the public hearing.

Background Information

Parcel Location: The area to be rezoned contains approximately 8 acres of land located on the east side of the north-section of Applegate Road at Greenway Cross; Aldermanic District 14 (Strasser); Madison Metropolitan School District.

Existing Conditions and Land Use: The parcels to be rezoned include 2 auto dealership facilities at 1301 and 1325 Applegate Road and a partially improved auto display lot that occupies at 1314 and 1326 Greenway Cross, which are all owned by Bergstrom Cadillac. Bergstrom also owns a mostly vacant lot at 1302 Greenway Cross. The parcel at 1317 Applegate Road is developed with a place of assembly/worship. All of the sites were zoned IL (Industrial–Limited District) when the new Zoning Code took effect on January 2, 2013.

Surrounding Land Use and Zoning:

North: Bergstrom Cadillac sales and service facilities, zoned CC-T (Commercial Corridor–Transitional District);

South: Multi-tenant office building and auto repair and sales uses across Greenway Cross, zoned IL (Industrial–Limited District);

East: Light industrial, warehousing and distribution uses, zoned IL;

West: FIVE Nightclub, multi-tenant office and general commercial buildings and KFC, located north of Greenway Cross between Applegate and Fish Hatchery roads, zoned CC (Commercial Center District).

Adopted Land Use Plan: The [Comprehensive Plan](#) recommends the subject properties and land generally east of Applegate Road for Industrial uses, while the lands located across Applegate Road from the subject properties are recommended for General Commercial uses.

The properties are located just outside the eastern boundary of the 2013 Arbor Hills-Leopold Neighborhood Plan, which effectively ends at Fish Hatchery Road but includes recommendations for the Fish Hatchery Road Commercial Corridor, which extends east to the west side of Applegate Road across from the subject sites.

Description, Analysis and Conclusion

A request has been introduced with the support of Ald. Strasser to return 6 properties located at the northeastern corner of Applegate Road and Greenway Cross to commercial zoning, including 5 parcels owned by Bergstrom Cadillac and used in some capacity for automobile sales, service and display. The sixth parcel is a one-story, 26,000 square-foot office building that was recently acquired by a church for use as a place of worship and assembly. All of the properties were zoned C3L (Commercial Service and Distribution District) under the 1966 Zoning Code and map but were designated IL (Industrial–Limited District) with the new Zoning Code and map that took effect on January 2, 2013.

The boundaries of the area of IL zoning that includes the 6 subject parcels generally represents the northern half of a large area recommended for Industrial uses in the Comprehensive Plan, which begins just east of Fish Hatchery Road at Applegate Road and is otherwise bounded by the Beltline Highway on the north, US Highway 14 and the Fitchburg city limits on the east, and Fitchburg on the south. [The southern half of the area recommended for Industrial uses was zoned IG (Industrial–General District) with the 2013 map.] The lands in the City located west of Applegate Road and the area recommended for Industrial uses are identified for General Commercial uses in the Comprehensive Plan and are developed commercially as noted in the Surrounding Land Use and Zoning section of this report.

As noted on page 2-77 of the Comprehensive Plan, the Generalized Future Land Use Plan Maps are “a representation of the recommended pattern of future land uses at a large scale, and are not intended for application on a parcel-by-parcel basis; nor should it be interpreted as similar to a zoning district map. Recommended land uses are generalized in that the exact boundaries between one land use category and another are often only approximate...” Given the historic commercial uses and zoning of the subject properties and their location on the boundary between the Industrial and General Commercial land use zones identified on Generalized Future Land Use Plan Map 2-2f, Planning staff believes that the request to restore commercial zoning to the subject properties can be found to be consistent with the Comprehensive Plan.

Recommendation

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

The Planning Division recommends that the Plan Commission forward Zoning Map Amendment ID 28.022–00137, rezoning 1301-1325 Applegate Road and 1302-1326 Greenway Cross from IL to CC-T, to the Common Council with a recommendation of **approval** subject to input at the public hearing.