

PLANNING DIVISION STAFF REPORT

May 22, 2017



PREPARED FOR THE PLAN COMMISSION

Project Address: 2318 S. Stoughton Road
Application Type: Conditional Use
Legistar File ID # [46771](#)
Prepared By: Timothy M. Parks, Planning Division
Report includes comments from other City agencies, as noted.

Summary

Applicant & Property Owner: Neal VanLoo, Blain Supply, Inc.; PO Box 5391; Janesville.

Contact Person: Ron Locast, Potter Lawson, Inc.; 749 University Row, Suite 300; Madison.

Requested Action: Approval of a conditional use to convert an auto repair business at 2318 S. Stoughton Road into an accessory storage building with an outdoor storage area for the adjacent retail building at 2202 S. Stoughton Road.

Proposal Summary: The applicant proposes to convert the former Jenks Service Center at 2318 S. Stoughton Road into an accessory storage building for the adjacent Blain's Farm & Fleet store at 2202 S. Stoughton Road. The applicant also proposes to use an existing gravel area at the rear of the building as an outdoor storage area. Conversion of the auto repair building and associate site improvements will commence as soon as all regulatory approvals have been granted, with completion anticipated in September 2017.

Applicable Regulations & Standards: Table 28D-2 in Section 28.061(1) of the Zoning Code identifies outdoor storage as a conditional accessory use in the CC-T (Commercial Corridor–Transitional) zoning district. Section 28.137(2) of the Zoning Code provides the requirements for Planned Multi-Use Sites, which are defined as "a specified area of land comprised of one or more contiguous ownership parcels or building sites that share access and circulation or off-street parking." Section 28.183 of the Zoning Code provides the process and standards for the approval of conditional use permits. A planned multi-use site containing more than 40,000 square feet of floor area and where 25,000 square feet of floor area is designed or intended for retail use or for hotel or motel use requires conditional use approval following a recommendation on the design of any specific proposal by the Urban Design Commission. All new retail establishments with a total floor area of 40,000 square feet or more that are part of a planned multi-use site are subject to review by the Urban Design Commission under the provisions of Section 33.24(4)(f).

Review Required By: Plan Commission. Review of the site changes to add the accessory building to the large retail establishment planned multi-use site will be reviewed by the Secretary of the Urban Design Commission.

Summary Recommendation: The Planning Division recommends that the Plan Commission find the standards met and **approve** a conditional use to convert an auto repair business at 2318 S. Stoughton Road into an accessory storage building with an outdoor storage area for the adjacent retail building at 2202 S. Stoughton Road, subject to input at the public hearing and the conditions from reviewing agencies beginning on page 4 of this report.

Background Information

Parcel Location: The existing auto repair facility at 2318 S. Stoughton Road is located on a 0.84-acre (36,635 square-foot) parcel located on the west side of S. Stoughton Road, approximately 575 feet north of Pflaum

Road; Aldermanic District 15 (Ahrens); Madison Metropolitan School District. The adjacent Farm & Fleet occupies a 7.14-acre parcel located adjacent at 2202.

Existing Conditions and Land Use: A one-story, 4,048 square-foot auto repair garage with surface parking in the front and northern side yard, and open storage area in the rear of the property; zoned CC-T (Commercial Corridor–Transitional District). The subject site also contains a highway-oriented billboard near the southern property line.

Surrounding Land Uses and Zoning:

North: Existing Farm & Fleet store, Ziebart auto repair/body, Clausen’s Automotive, Mound’s, zoned CC-T (Commercial Corridor–Transitional District);

South: Schoepp’s Motors East, Madison Truck Equipment, BP/ Open Pantry, zoned CC-T;

West: Single-, two- and small multi-family dwellings along Camden Road, zoned SR-C1 (Suburban Residential – Consistent 1 District) and SR-V1 (Suburban Residential–Varied 1 District);

East: S. Stoughton Road (US Highway 51) expressway.

Adopted Land Use Plans: The Comprehensive Plan identifies the subject site, and adjacent commercial properties on the west side of S. Stoughton Road from Buckeye Road to Pflaum Road for General Commercial development. The residential properties to the west are recommended for Low-Density Residential uses.

The site is also located within the boundaries of the 2008 Stoughton Road Revitalization Project Plan, which was developed to establish land use and development guidelines for the Stoughton Road corridor and adjacent areas extending from Wisconsin Highway 30 on the north to Voges Road on the south to guide the development and enhancement of sustainable neighborhoods and encourage a welcoming gateway impression and cohesive corridor identity.

Zoning Summary: The property is zoned CC-T (Commercial Corridor–Transitional District).

Requirements	Required	Proposed
Front Yard	None	Existing
Side Yards	One-story: 5’; two-story: 6’	Adequate
Rear Yard	The lesser of 20% of lot depth or 20’	Existing, adequate
Maximum Lot Coverage	85%	85%
Maximum Building Height	5 stories / 68’	1 story (existing)
Auto Parking [Does not included 2202]	No minimum	8 [286, including 278 on existing Farm & Fleet site]
Accessible Stalls	Yes	1
Bike Parking	As determined by Zoning Administrator for Accessory storage: 1 per 10 employees (2 minimum)	2 (See conditions)
Loading	None	0
Building Forms	Free-standing Commercial Building	Existing, will comply

Other Critical Zoning Items	
Yes:	Urban Design (Large Retail Establishment), Barrier Free, Utility Easements
No:	Floodplain, Wellhead Protection, Landmarks, Waterfront Development, Adjacent to Park
Prepared by: Jenny Kirchgatter, Assistant Zoning Administrator	

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

Public Utilities and Services: The site is served by a full range of urban services, including daily Metro Transit service three blocks west along Turner Avenue.

Previous Approval

On July 26, 2010, the Plan Commission approved a demolition permit and conditional use to demolish a vacant commercial building at 2126 S. Stoughton Road to renovate and expand the adjacent commercial building (Farm & Fleet) at 2202 S. Stoughton Road.

Supplemental Regulations

The supplemental regulations for outdoor storage (as applicable in the CC-T zoning district to the subject site) in Section 28.151 are:

- (a) Outdoor storage shall be located outside of the front yard setback and shall not be placed between the principal building and the abutting street.
- (b) Except in the IG District, outdoor storage shall be completely screened from any adjacent street, sidewalk, public walkway, public park.
- (c) Outdoor storage shall be screened from abutting residential uses with a building wall or solid, commercial-grade fencing, wall, evergreen hedge, or equivalent material. All screening shall be at least six (6) feet in height and no more than eight (8) feet in height. Screening along district boundaries, where present, may provide all or part of the required screening.

Project Description, Analysis and Conclusion

The applicant, Blain Supply, Inc., is requesting approval of a conditional use to convert a one-story, 4,048 square-foot former auto repair garage located at 2318 S. Stoughton Road into an accessory storage building to serve their adjacent 110,650 square-foot Farm & Feet store located immediately to the north at 2202 S. Stoughton Road.

The former auto repair facility occupies a 0.84-acre parcel and includes an existing surface parking lot along the northern and eastern walls of the building, and a gravel storage yard in the western, rear yard. The applicant proposes to reconfigure and resurface the parking area to include seven standard parking stalls along the northern wall of the accessory building and a van-accessible handicapped stall adjacent to the eastern wall. The existing fenced storage yard at the rear of the property will largely remain in its current form, with the exception of the removal of a small section of the gravel to bring the subject site into compliance with the 85 percent maximum lot coverage allowed in the CC-T zoning district. Most of the existing fencing that encloses the storage area will remain; a new fence and gate will be added at the northwestern corner of the accessory building. The applicant will extend landscaping along the eastern line of the 2318 S. Stoughton Road property as well as along the southern wall of the storage building. A large overhead billboard located in the southeastern corner of the

0.84-acre parcel will remain. Plans submitted by the applicant indicate that the exterior of the accessory storage building will be cleaned and painted blue and white to match the color scheme of the adjacent store building.

The proposal to convert the former auto repair facility into an accessory storage building for the adjacent Farm & Fleet creates a planned multi-use site, which is defined as a “specified area of land comprised of one or more contiguous ownership parcels or building sites that share access and circulation or off-street parking” to be used, developed or built upon as a unit. In this case, the planned multi-use site will be comprised of the 0.84-acre 2318 S. Stoughton Road parcel and larger 7.14-acre 2202 parcel. [Use of the former auto repair facility as a standalone storage use is not allowed in CC-T zoning.] A planned multi-use site containing more than 40,000 square feet of floor area and where 25,000 square feet of floor area is designed or intended for retail use requires conditional use approval following a recommendation by the Urban Design Commission. Additionally, the continued use of outdoor storage area at the rear of the accessory storage building requires conditional use approval of an outdoor storage area.

The Planning Division believes that the proposed reuse of the building for accessory storage to serve the adjacent retail establishment can meet the standards for conditional use approval. Staff believes that the expanded planned multi-use site and outdoor storage area will not have a negative impact on the uses, values and enjoyment or normal and orderly development of surrounding properties, and that the associated site improvements will generally improve the appearance of the site. The conditional use requests are consistent with the General Commercial land use recommendation for the site in the Comprehensive Plan, and with many of the site design recommendations in the Stoughton Road Revitalization Project Plan, which recognizes Farm & Fleet as one of the Stoughton Road corridor’s anchor businesses; notes the importance of existing business retention and expansion; and encourages retail businesses and employers to stay and expand within the corridor and to improve and update existing buildings and parking lots.

Due to the limited scope of site and building improvements related to this request, the incorporation of 2318 S. Stoughton Road into the larger Farm & Fleet development was reviewed and approved administratively by the Secretary of the Urban Design Commission.

Recommendation

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 to convert an auto repair business at 2318 S. Stoughton Road into an accessory storage building with an outdoor storage area for the adjacent retail building at 2202 S. Stoughton Road subject to input at the public hearing and the following conditions:

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

Planning Division

1. Per Section 28.137(2)(a), a planned multi- use site shall have a plan and reciprocal land use agreement approved by the Traffic Engineer, City Engineer and Director of Planning and Community and Economic Development and recorded in the office of the Dane County Register of Deeds. The applicant shall submit a plan for building placement for 2202 and 2318 S. Stoughton Road that shows the arrangement of buildings, parking facilities, internal circulation of pedestrians and vehicles, and access from public streets and internal drives for the overall planned multi-use site.

City Engineering Division (Contact Brenda Stanley, 261-9127)

2. The applicant shall replace all sidewalk and curb and gutter that abuts the property that is damaged by the construction, or any sidewalk and curb and gutter, which the City Engineer determines needs to be replaced because it is not at a desirable grade, regardless of whether the condition existed prior to beginning construction.
3. All work in the public right of way shall be performed by a City-licensed contractor.

City Engineering Division–Mapping Section (Contact Jeff Quamme, 266-4097)

4. The 20-foot wide Public Storm Sewer Easement per Document No. 1014660 along the rear of this property shall be labeled accordingly and have the 20-foot width dimensioned.
5. The applicant shall provide the recorded ingress/egress easements between this property and the property to the north. The document numbers shall also be noted on the site plan.
6. Provide a copy of the lease or, if recorded, provide document number for the billboard lease and label accordingly.

Traffic Engineering Division (Contact Eric Halvorson, 266-6527)

7. The applicant shall submit one contiguous plan for approval showing proposed conditions and one contiguous plan showing existing conditions. The plan drawing shall be scaled to 1" = 20' and include the following, when applicable: existing and proposed property lines; parcel addresses; all easements; 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 2 feet of vehicle overhang; drive aisle dimensions; semitrailer movement and vehicle routes; dimensions of radii; and percent of slope.
8. 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.
9. 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.
10. All parking facility design shall conform to the standards in MGO Section 10.08(6).
11. The applicant shall work with the Wisconsin Department of Transportation to ensure the proposed does not interfere with any proposed plans to reconstruct S. Stoughton Road.
12. The developer shall provide a recorded copy of any joint driveway ingress/egress and crossing easements and shall be noted on face of plan.

13. The applicant shall provide a pedestrian connection from the public right of way to the front door of the building.

Zoning Administrator (Contact Jenny Kirchgatter, 266-4429)

14. Submit a detail of the proposed bike rack.
15. Screening is required adjacent the zoning district boundary along the west property line. Screening shall be provided along the side and rear property boundaries between commercial/ mixed-use districts and residential districts. Screening shall consist of a solid wall, solid fence, or hedge with year-round foliage, between six (6) and eight (8) feet in height. Outdoor storage areas are also required to be screened from abutting residential uses. Submit a detail of the screening fence with the final plans.
16. Provide photos or details of the existing and proposed fencing and gate enclosing the outdoor storage area.
17. Show the refuse disposal area on the site plan. All developments, except single family and two family developments, shall provide a refuse disposal area. If the refuse disposal area is located outside the building, it shall be screened on four sides (including a gate for access) by a solid, commercial-grade wood fence, wall, or equivalent material with a minimum height of six (6) feet and not greater than eight (8) feet. Submit a detail of the trash enclosure if provided outside the building.
18. 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.

Fire Department (Contact Bill Sullivan, 261-9658)

19. Review the IFC regarding specific storage arrangement requirements. Fire sprinklers or other safety measures may be required based on type of product being stored, arrangement, and storage height.

Water Utility (Contact Adam Wiederhoeft, 261-9121)

The agency reviewed this request and has recommended no conditions or approval.

Parks Division (Contact Janet Schmidt, 261-9688)

The agency reviewed this request and has recommended no conditions or approval.

Metro Transit (Contact Tim Sobota, 261-4289)

The agency reviewed this request and has recommended no conditions or approval.