



PREPARED FOR THE PLAN COMMISSION

Project Address: 306 N. Brooks Street (8th Aldermanic District, Alder Wood)

Application Type: Conditional Use

Legistar File ID #: [51325](#)

Prepared By: Colin Punt, Planning Division
Report Includes Comments from other City Agencies, as noted

Reviewed By: Kevin Firchow, AICP, Principal Planner

Summary

Applicant: Andrew Stephenson; Brooks Street Gym, LLC; 8301 Machine Dr. #102; Madison, WI 53717

Contact: Duane Johnson; Knothe & Bruce Architects, LLC; 7601 University Ave. #201; Middleton, WI 53562

Property Owner: Karla Thenes; Porchlight, Inc.; 306 N. Brooks St.; Madison, WI 53715

Requested Action: Approval of a conditional use to establish a fitness center in an existing lodging house building located at 306 N. Brooks Street.

Proposal Summary: The applicant proposes to lease space for a fitness center in an existing building to be used by residents of two adjacent student apartment buildings. Most changes will be internal; a new entrance, walk, stairs, and associated landscaping will be installed.

Applicable Regulations & Standards: This proposal is subject to the standards for Conditional Uses [MGO §28.183] as §28.032(1) of the Zoning Code lists a fitness center as a Conditional Use in the Traditional Residential – Urban 2 (TR-U2) district.

Review Required By: Plan Commission (PC)

Summary Recommendation: The Planning Division recommends that the Plan Commission find that the conditional use standards can be met and **approve** the request to establish a fitness center in an existing lodging house building in the Traditional Residential – Urban 2 (TR-U2) District at 306 N. Brooks Street. This recommendation is subject to input at the public hearing and the conditions recommended by the Planning Division and other reviewing agencies.

Background Information

Parcel Location: The roughly 34,084-square-foot (.78-acre) subject site is located on the northwest corner of N. Brooks Street and W. Johnson Street; within Aldermanic District 8 (Ald. Wood); and within the Madison Metropolitan School District.

Existing Conditions and Land Use: The subject parcel is developed with a 44,876-square-foot 4-story lodging house with 87 rooms and 15 efficiencies.

Surrounding Land Use and Zoning:

- North:** 8-story X-01 apartment building, zoned Planned Development (PD) District, and Luther Memorial Church, zoned Traditional Residential – Urban 2 (TR-U2) District;
- West:** 13-story Grand Central apartment building, zoned PD;
- South:** Across W. Johnson Street, UW-Madison’s Educational Sciences building, zoned Campus Institutional (CI) District; and
- East:** Across N. Brooks Street, UW-Madison’s Grainger Hall building, zoned CI.

Adopted Land Use Plan: The subject site is recommended for Campus (C) land uses in the [Comprehensive Plan](#) (2006). This block is also within the Campus Development Plan Boundary of the [UW Campus Master Plan](#) (2017), but none of the parcels on this block are owned by UW-Madison and all are identified as “not considered for acquisition” within the [Master Plan](#). The subject site is immediately outside the [Regent Street – South Campus Plan](#) (2008).

Zoning Summary: The property is in the Traditional Residential – Urban 2 (TR-U2) Zoning District.

Lot & Building Requirements	Required	Proposed
Lot Area (sq. ft.)	500 sq. ft./ d. u. + 250 sq. ft. per bedroom > 2	34,083.75 sq. ft.
Lot Width	50'	166.37'
Front Yard Setback	15'	Existing front yard
Max. Front Yard Setback	30' or up to 20% greater than block average	Existing front yard
Side Yard Setback	10'	Existing side yard
Reverse Corner Side Yard Setback	12'	Existing side yard
Rear Yard Setback	Less or 25% lot depth or 20'	Existing rear yard
Usable Open Space	140 sq. ft./ d. u.	Existing open space
Maximum Lot Coverage	80%	Less than 80%
Maximum Building Height	6 stories/ 78'	4 story existing building

Site Design	Required	Proposed
Number Parking Stalls	Health/ sports club: 10% of the capacity of persons (3) Lodging house: Determined by ZA based on number of rooms/ employees (Adequate)	24
Accessible Stalls	Yes	1
Loading	Not required	None
Number Bike Parking Stalls	Health/ sports club: 5% of the capacity of persons (2)	Existing bike stalls (see Zoning Comment 1)
Landscaping and Screening	Not required	Existing landscaping (see Zoning Comment 2)
Lighting	Not required	Existing lighting
Building Forms	Not required	Existing building

Other Critical Zoning Items	Barrier Free (ILHR 69)
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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.

Project Description, Analysis and Conclusion

The applicant, Brooks Street Gym, is proposing to convert approximately 1,700 square feet of former office space within a building owned and used by Porchlight, Inc. as a housing facility at 306 N. Brooks Street. The currently vacant 1,700 square foot first-floor space is proposed to be converted into an exercise facility that will be available to members and residents of the student apartment buildings directly to the west and north, Grand Central Apartments and X-01, respectively.

The members of the exercise facility will consist of the residents of the two adjacent student apartment buildings (Grand Central Apartments and X-01). The membership fee for the exercise facility will be included in the respective apartment rental fees. The capacity of the exercise room is 35 persons and it will be available for use at all times. Entry to the exercise facility will be via an electronic key fob system. Security cameras will be mounted inside and outside the exercise facility. The applicant has stated there are currently no plans for extending facility membership availability to Porchlight residents or to the community at large. While the majority of building changes are internal, the only exterior changes will be a new exterior entrance to the space will be constructed along the Johnson Street façade, the walk and stairs to that entry, an accessible entry from the first floor common hall, and landscaping repair to areas disturbed during construction.

The application is subject to Conditional Use standards as a “health/sports club, fitness center or studio” requires Conditional Use approval in the Traditional Residential – Urban 2 (TR-U2) District. The Plan Commission shall not approve a conditional use without due consideration of the City’s adopted plan recommendations, design guidelines, and finding that all of the conditional use standards of MGO §28.183(6) are met. The Supplemental Regulations [MGO §28.151] contain further regulations for this use.

In regards to adopted plan recommendations, the subject site is recommended for Campus (C) land uses in the [Comprehensive Plan](#) (2006). This block is also within the Campus Development Plan Boundary of the [UW Campus Master Plan](#) (2017), but none of the parcels on this block are not owned by UW-Madison and are listed as “not considered for acquisition” within the Plan. The Comprehensive Plan’s Campus district specifically recommends “an interlacing of University-related facilities with appropriate types of compatible non-University uses,” which includes “student-oriented retail, service, dining, and entertainment.” Regarding impacts on surrounding properties, the Planning Division believes that because the facility will be used by residents at adjacent buildings on the same block and because it provides an active use for an unused portion of the Porchlight building, the use will have an overall positive impact on the block.

Staff believes that the Conditional Use standards are met, and staff recommends that it be approved by the Plan Commission. Factors such as the small size of the facility; the limited access to the facility; the proximity to related uses and buildings; and the proposed conditions of approval will help mitigate anticipated impacts. At the time of report writing, staff was not aware of any public comments on this item.

Recommendation

Planning Division Recommendation (Contact Colin Punt, (608) 243-0455)

The Planning Division recommends that the Plan Commission find that the conditional use standards can be met and **approve** the request to establish a fitness center in an existing lodging house building in the Traditional Residential – Urban 2 (TR-U2) District at 306 N. Brooks Street. This recommendation is subject to input at the public hearing and the conditions recommended by the Planning Division and other reviewing agencies.

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

Zoning Administrator (Contact Jenny Kirchgatter, (608) 266-4429)

1. Bicycle parking shall comply with the requirements of Sections 28.141(4)(g) and 28.141(11). Provide a minimum of two (2) short-term bicycle parking stalls for the proposed fitness center located in a convenient and visible area on a paved or impervious surface. Bicycle parking shall be located at least as close as the closest non-accessible automobile parking and within one hundred (100) feet of a principal entrance. Note: A bicycle stall is a minimum of two (2) feet by six (6) feet with a five (5) foot wide access area. Provide a detail of the proposed bike rack.
2. It appears that existing landscaping will be disturbed to construct the new entrance, stairs and sidewalk. Any displaced landscaping elements must be replaced on the site and shown on a revised landscape plan. Submit an updated landscape plan for the affected area showing the relocated or proposed landscaping.
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.

Fire Department Review (Contact William Sullivan, (608) 261-9658)

4. Provide fire sprinkler system coverage in the area of the fitness center, bathrooms, and vestibule.

Parks/Forestry Review (Contact Sarah Lerner, (608) 261-4281)

5. An existing inventory of trees (location, species, & DBH) and any tree removal plans (in PDF format) shall be submitted to the plans and Brad Hofmann – bhofmann@cityofmadison.com or 266-4816. All proposed street tree removals within the right of way shall be reviewed by City Forestry. Approval and permitting of street tree removals shall be obtained from the City Forester and/or the Board of Public Works prior to the approval of the site plan.
6. Existing street trees shall be protected. Please include the following note on the site plan: Contractor shall install tree protection fencing in the area between the curb and sidewalk and extend it at least 5 feet from both sides of the tree along the length of the terrace. No excavation is permitted within 5 feet of the outside edge of a tree trunk. If excavation within 5 feet of any tree is necessary, contractor shall contact City Forestry (266- 4816) prior to excavation to assess the impact to the tree and root system. Tree pruning shall be coordinated with City Forestry prior to the start of construction. Tree protection specifications can be found in section 107.13 of City of Madison Standard Specifications for Public Works

Construction - <http://www.cityofmadison.com/business/pw/documents/StdSpecs/2018/Part1.pdf>. Any tree removals that are required for construction after the development plan is approved will require at least a 72 hour wait period before a tree removal permit can be issued by Forestry, to notify the Alder of the change in the tree plan.

Water Utility Review (Contact Adam Wiederhoeft, (608) 266-9121)

7. Madison Water Utility will be required to sign off as part of the approval review associated with this Land Use Application/Site Plan Review prior to the issuance of building permits for the proposed development.

Engineering - Mapping Review (Contact Jeffrey Quamme, (608) 266-4097)

8. Show full street names of W. Johnson Street and N. Brooks Street on the site plan. The plan title blocks shall reflect a proper street address of the property as reflected by official City of Madison Assessor's and Engineering Division records.
9. Specify if primary entrance will be from the new door along W Johnson St or thru the Porchlight 306 N Brooks St entrance. If thru the new door, then the address of the fitness center is 1004 W Johnson St. If thru Porchlight's entry door, then a suite number will need to be assigned.

Submit a Floor Plan in PDF format to Lori Zenchenko (lzenchenko@cityofmadison.com) that includes a floor plan for each floor on a separate sheet for the development of an addressing plan. The Addressing Plan for the entire project shall be finalized and approved by Engineering (with consultation and consent from the Fire Marshal if needed) prior to the application submittal for the final Site Plan Approval with Zoning. The approved Addressing Plan shall be included in the final application.

For any changes pertaining to the location, deletion or addition of a unit, or to the location of a unit entrance, (before, during, or after construction), a revised Address Plan shall be resubmitted to Lori Zenchenko to review addresses that may need to be changed and/or reapproved. The final revised Addressing Plan shall be submitted by the applicant to Zoning to be attached to the final filed approved site plans.

10. The site plan shall be corrected to exclude the triangular area that was conveyed to the City of Madison at the intersection of W. Johnson Street and N. Brooks Street per Document No. 3658929.