

PLANNING DIVISION STAFF REPORT

June 18, 2018



PREPARED FOR THE PLAN COMMISSION

Project Address: 813 Post Road (14th Aldermanic District, Ald. Carter)
Application Type: Conditional Use
Legistar File ID # [51550](#)
Prepared By: Chris Wells, Planning Division
Report Includes Comments from other City Agencies, as noted
Reviewed By: Kevin Firchow, AICP, Principal Planner

Summary

Applicant & Contact: Brian McClaren; Smash Life Fitness, LLC.; 506 S. Park Street; Madison, WI 53715

Property Owner: Scott Faust; 210 N. Bassett Street; Madison, WI 53703

Requested Action: The applicant requests approval of a conditional use to establish an arts/ technical/ trade school (an indoor, fitness gym) in an existing, industrial warehouse building in IG (Industrial-General) district zoning at 813 Post Road.

Proposal Summary: The applicant requests conditional use approval to establish an arts/ technical/ trade school (indoor, fitness gym) in an existing, industrial warehouse building. No exterior changes are proposed to the building or site.

Applicable Regulations & Standards: This proposal is subject to the standards for Conditional Uses [MSO §28.183(6)], as MSO §28.082 of the Zoning Code states that an *Arts, Technical or Trade School* is a conditional use in the IG (Industrial-General) zoning district.

Review Required By: Plan Commission (PC)

Summary Recommendation: The Planning Division recommends that the Plan Commission find that the approval standards for a Conditional Use are met and **approve** the request to establish an arts/ technical/ trade school (an indoor, fitness gym) in an existing, industrial warehouse building in IG (Industrial-General District) zoning at 813 Post Road. This request is subject to the input at the public hearing and the conditions recommended by the reviewing agencies.

Background Information

Parcel Location: The project site is located on the south side of Post Road between Wafford Way and Syene Road. It is located within Aldermanic District 14 (Ald. Carter) and the limits of the Madison Metropolitan School District.

Existing Conditions and Land Use: The subject site is 84,071 square feet (1.93 acres) in size and, at 530 feet wide by 155 feet deep, is rectangular in shape. The site includes an existing one-story, 14,630-square-foot warehouse building, located along its westerly property line. A triangular-shaped surface parking lot, with 18 stalls (including one accessible), is located immediately to the east of the building with access from Post Road. A small, roughly 2,000-square-foot, fenced-in outdoor area is located at the southwestern corner of the site.

Surrounding Land Use and Zoning:

North: Across Post Road is a warehouse/shipping building and a personal self-storage unit facility. Both are zoned IG (Industrial-General District);

South: A mostly-undeveloped site with radio towers, zoned IG;

East: An office building, zoned IG; and

West: A rehabilitation center, zoned IG.

Adopted Land Use Plan: The [Comprehensive Plan \(2006\)](#) recommends Industrial uses for the site.

Zoning Summary: The project site is currently zoned Industrial-General (IG).

Requirements	Required	Proposed
Lot Area (sq. ft.)	10,000 sq. ft.	84,071 sq. ft.
Lot Width	65'	534'
Front Yard Setback	None	Existing front yard
Side Yard Setback	None if adjacent to property zoned IL or IG	10' existing side yard
Rear Yard Setback	30'	33.37' existing rear yard
Maximum Lot Coverage	75%	Existing lot coverage

Site Design	Required	Proposed
Number Parking Stalls	No minimum	18
Accessible Stalls	Yes	1
Loading	None	None
Number Bike Parking Stalls	Schools- arts, technical or trade: 1 space per 5 students (TBD)	4 (See Comment #5)
Landscaping and Screening	Not required	Existing landscaping (See Comment #6)
Lighting	Not required	Existing lighting
Building Forms	Not required	Existing building

Other Critical Zoning Items	Barrier Free (ILHR 69); Utility Easements; Wetlands
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Tables Prepared by Jenny Kirchgatter, Assistant Zoning Administrator

Environmental Corridor Status: Roughly 24,000 square feet of the subject site, located primarily in the southeastern quadrant of the site, is located in a mapped environmental corridor. It also appears that there are wetlands on the subject property, though not in the location of the building or parking lot.

Public Utilities and Services: This property is served by a full range of urban services. Regarding Metro Transit service, the nearest stop with all-day service is located 0.2-miles to the west at the intersection of Post Road and Wafford Way.

Project Description, Analysis, and Conclusion

The applicant, Smash Life Fitness, LLC, currently operates a CrossFit gym at 506 S. Park Street. However, due to demand, they are proposing to establish another indoor, fitness gym within an existing, industrial warehouse building at 813 Post Road. Per the Zoning Code, this use is considered an *Arts, Technical or Trade School*, which is a conditional use in the IG (Industrial-General) zoning district.

The gym's structure will consist of small group classes and personal training (i.e. one-on-one instruction) in a variety of disciplines – including Crossfit, yoga, spin/cycling, rowing and endurance training. The applicant anticipates 1-2 classes occurring on site at any given time, with 12-14 students per class. The hours of operation will generally range from 6:00 a.m. to 8:00 p.m. during the week and 6:00 a.m. to 12:00 p.m. on the weekends, with the most popular times for attendance occurring in the early mornings and late afternoons.

There are no changes proposed to the site nor the building – interior or exterior. The current buildout, with existing rubber flooring, already meets their needs. While there is no exterior signage proposed at this time, any eventual signage will require approval from the Zoning Administrator (per M.G.O. §31.043(3)).

An existing, triangular-shaped surface parking lot with 18 stalls (including one accessible) is located immediately to the east of the building with access from Post Road. While the IG zoning district has no parking minimums, the applicant believes that these on-site parking stalls will be able to accommodate the majority of, if not all of, the projected needs for the gym. According to the applicant, many of their clients travel to their existing gym via non-motor modes of travel, and they anticipate this continuing at the new facility. While again, the provision of off-street parking is compliant with the zoning code, should additional parking be needed, there is on-street parking available all day along the northern side of Post Road, directly across from the subject site. Given the fact that busy hours of the gym tends to be either before or after the business day, let alone the fact that the surrounding industrial uses all have sizable off-street parking lots of their own, it is anticipated that the on-street parking stalls will be available for use by the gym.

This proposal is subject to the approval standards for Conditional Uses. In regards to the approval standards, 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 Planning Division believes the plan is compatible with the [Comprehensive Plan \(2006\)](#) which recommends Industrial uses for the subject site.

Given the entirely internal nature of the proposed use, the hours of operation, the availability of parking both on and adjacent to the site, the lack of exterior changes, and the surrounding land uses, staff believes that the standards of approval are met and does not anticipate that the proposed indoor training gym will result in significant 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).

At the time of report writing, staff was not aware of any neighborhood concerns on this request.

Recommendation

Planning Division Recommendation (Contact Chris Wells, (608) 261-9135)

The Planning Division recommends that the Plan Commission find that the approval standards for a Conditional Use are met and **approve** the request to establish an arts/ technical/ trade school (an indoor, fitness gym) in an existing, industrial warehouse building in IG (Industrial-General District) zoning at 813 Post Road. This request is subject to the input at the public hearing and the conditions recommended by the reviewing agencies.

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

Engineering Division (Main Office) (Contact Tim Troester, (608) 267-1995)

This agency has reviewed this request and has recommended no conditions of approval.

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

1. Remove references on the site plan to the previous dog daycare use areas.

Traffic Engineering (Contact Sean Malloy, (608) 266-5987)

2. The applicant shall submit one contiguous plan showing proposed conditions and one contiguous plan showing existing conditions for approval. The plan drawings 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 two (2) feet of vehicle overhang; drive aisle dimensions; semitrailer movement and vehicle routes; dimensions of radii; and percent of slope.
3. All parking facility design shall conform to MGO standards, as set in section 10.08(6).

Zoning Administrator (Contact Jenny Kirchgatter, (608) 266-4569)

4. 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.
5. Bicycle parking shall comply with the requirements of Sections 28.141(4)(g) and 28.141(11). Verify the anticipated number of students or class participants to determine the bicycle parking requirement. Provide a minimum of one (1) short-term bicycle parking stall per five (5) students 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.
6. Confirm how refuse will be contained on the site. 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 (4) 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.
7. 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.
8. 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.

Fire Department (Contact Bill Sullivan, (608) 261-9658)

This agency has reviewed this request and has recommended no conditions of approval.

Parks/Forestry Review (Contact Kathleen Kane, 608-261-9671)

This agency has reviewed this request and has recommended no conditions of approval.

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

This agency has reviewed this request and has recommended no conditions of approval.

Metro Transit (Contact Timothy Sobota, (608) 261-4289)

This agency has reviewed this request and has recommended no conditions of approval.