

PLANNING DIVISION STAFF REPORT

June 8, 2020



PREPARED FOR THE PLAN COMMISSION

Project Address: 202 N Midvale Boulevard, 4410 Regent Street, and 215 Price Place
(11th Aldermanic District – Ald. Martin)

Application Type: Zoning Map Amendment

Legistar File ID # [60498](#)

Prepared By: Colin Punt, Planning Division
Report includes comments from other City agencies, as noted

Reviewed By: Heather Stouder, AICP, Planning Division Director

Summary

Applicant: Andrew Kessenich; DL Evans; 340 S Whitney Way; Madison, WI 53705

Contact: Steve Harms; Tri-North Builders, Inc.; 2625 Research Park Dr.; Fitchburg, WI

Owner: 4410 Regent Partnership, LLP; 4406 Regent St.; Madison, WI 53705

Requested Actions: Approval of a request for a zoning map amendment of properties addressed as 202 N Midvale Boulevard, 4410 Regent Street, and 215 Price Place from SE (Suburban Employment) to NMX (Neighborhood Mixed-Use) districts.

Proposal Summary: The applicant is requesting to rezone three parcels from SE (Suburban Employment) to NMX (Neighborhood Mixed-Use) districts. No development is proposed at this time for 4410 Regent Street and 202 North Midvale Boulevard. A private parking facility is proposed for 215 Price Place under a separate application.

Applicable Regulations & Standards: Section 28.182 M.G.O. (Madison General Ordinances) provides the process and standards for Zoning Map Amendments.

Review Required By: Plan Commission, Common Council

Summary Recommendation: Planning Division staff recommends the Plan Commission find that the approval standards for zoning amendments can be met and that it forward Zoning Map Amendments Section 28.022 - 00441 to change the zoning of properties located at 202 N Midvale Boulevard, 4410 Regent Street, and 215 Price Place from SE (Suburban Employment) District to NMX (Neighborhood Mixed-Use) District to the Common Council with a recommendation of approval. This recommendation is subject to input at the public hearing and the following conditions.

Background Information

Parcel Location: 202 N Midvale Boulevard, 4410 Regent Street, and 215 Price Place occupy approximately half of the block bounded by Midvale Boulevard on the east, Regent Street on the south, Price Place on the west, and Vernon Boulevard on the north, with frontages on all four streets. It is located within Aldermanic District 11 (Ald. Martin) as well as the Madison Metropolitan School District.

Existing Conditions and Land Use: 202 N Midvale Boulevard is occupied by a 6,100-square-foot one-story medical office building built in 1966. 4410 Regent Street is developed with a 23,200-square-foot two-story clinic built in

1963 and expanded in 1994. 215 Price Place contains a surface parking lot. All three lots are zoned Suburban Employment (SE) District and are under common ownership for the medical clinic.

Surrounding Land Use and Zoning:

- North: Two- and three-story office buildings and, across Vernon Boulevard, a bank building, all zoned Suburban Employment (SE) district;
- East: Two- and three-story office buildings zoned SE, and, across Midvale Boulevard, a Madison Fire Department fire station zoned Traditional Residential Consistent-1 (TR-C1) district;
- South: Two-story office building zoned SE and, across Regent Street, a church zoned Suburban Residential Consistent-1 (SR-C1) district; and
- West: Two-story office building and, across Price Place, a surface parking lot and two-story bank building, all zoned SE.

Adopted Land Use Plan: The [Comprehensive Plan](#) (2018) recommends Community Mixed Use for the site. The [University Hill Farms Neighborhood Plan](#) (2015) and the [Hoyt Park Area Joint Neighborhood Plan](#) (2014) both also recommend Community Mixed Use.

Zoning Summary: The property is proposed to be zoned Neighborhood Mixed Use (NMX) District

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

Public Utilities and Services: The site is served by a full range of urban services.

Project Description

The applicant is requesting approval of a zoning map amendment to change the zoning of three currently-developed parcels from SE (Suburban Employment) to NMX (Neighborhood Mixed-Use) districts. No development is proposed for 202 North Midvale Boulevard or 4410 Regent Street at this time; the applicant wishes to position the lots for future development. The applicant has submitted a related but separately reviewed application (Legislative ID [60366](#)) for a conditional use to construct a two-story, 109-stall private parking facility at 215 Price Place.

Analysis & Conclusion

These requests are subject to the Zoning Map Amendment [Section 28.182(6)] standards. The analysis below begins with a summary of the adopted plan recommendations as the specific approval standards reference these documents. This section will then analyze the standards for Zoning Map Amendments.

Conformance with Adopted Plans

The [Comprehensive Plan](#) (2018) recommends Community Mixed Use for the site. Within the Comprehensive Plan, community mixed use areas support an intensive mix of residential, commercial, and civic uses serving both the residents of the surrounding area and the community as a whole. CMU areas can generally accommodate significant development with a variety of housing options and commercial uses that attract a wide customer base.

Subject to adopted detailed plans for the area, CMU areas are intended to include buildings two to six stories in height. Development and design within CMU areas should create a walkable node or corridor, ideally adjacent to existing or planned transit. Development should be transit-oriented, even in areas where transit is planned but does not yet exist. On-street parking may be provided, but intense development in CMU areas may require structured parking. CMU areas should be well connected with surrounding neighborhoods and have buildings placed close to the sidewalk. Development within CMU areas should be designed to support surrounding residential uses by providing services and retail, and designed to support nearby employment areas by providing residential units close enough to make walking and biking the most convenient method of commuting. Employment, retail, civic, institutional, and service uses serving both adjacent neighborhoods and wider community markets are also recommended for CMU areas.

The [University Hill Farms Neighborhood Plan](#) (2015) also designates the site as Community Mixed Use. The southern edge is recommended for continued professional office uses, or alternatively, for redevelopment with high-density residential uses not to exceed 50 dwelling units (du)/acre. The Plan also recommends new office buildings to replace the aging buildings, and mid-rise buildings to transition from high-rise development north of Hilldale to low-rise buildings south of Regent, more specifically that buildings along N Segoe Road throughout the Vernon Price area gradually step down from the proposed eight to ten story building at Sawyer Terrace and N Segoe Road to three to six stories (north of Vernon) and three to five stories south of Vernon. Buildings facing Regent Street should also be compatible to the residential neighborhood to the south.

The [Hoyt Park Area Joint Neighborhood Plan](#) (2014) also recommends Community Mixed Use. Recommended land uses include commercial, clinics, restaurants, office, and retail on the first floors of buildings, with first floor residential in flex space or along courtyards and open space. Residential and office spaces are recommended for upper floors. The plan calls for a minimum height of two stories and a maximum of six stories, with a transition from lower heights (three-story maximum) at Regent Street and Midvale Boulevard, to taller buildings in the Hilldale Mall area. For this specific block, the plan recommends that development be directed toward Midvale Boulevard and Vernon Boulevard. The plan also recommends enhancement of the pedestrian realm on Vernon Boulevard.

Zoning Map Amendment Standards

The Zoning Map Amendment standards, found in 28.182(6), M.G.O. state that such amendments are legislative decisions of the Common Council that shall be based on public health, safety, and welfare, shall be consistent with the [Comprehensive Plan](#), and shall comply with Wisconsin and federal law.

Chapter 66.1001(3) of Wisconsin Statutes requires that zoning ordinances (of which the zoning map is part) enacted or amended after January 1, 2010 be consistent with the City's [Comprehensive Plan](#). 2010 Wisconsin Act 372 clarified "consistent with" as "furthers or does not contradict the objectives, goals, and policies contained in the comprehensive plan."

As describe above, the request and its uses are generally consistent with the land use recommendations for this area in the [Comprehensive Plan](#), especially in that no development is currently proposed as part of this zoning map amendment request. Staff believes that the zoning requested for each individual lot is consistent with either the [Comprehensive Plan](#) or the [University Hill Farms Neighborhood Plan](#) and the [Hoyt Park Area Neighborhood Plan](#), or both.

Public Input

At time of report writing, Staff has been contacted by the University Hill Farms Neighborhood Association regarding a letter of support, but it has not been yet received.

Conclusion

The applicant is requesting approval of zoning changes from SE (Suburban Employment) to NMX (Neighborhood Mixed-Use) districts. No development is proposed at this time, but Staff believes the proposed zoning districts are consistent with the recommendations of the Comprehensive Plan, the University Hill Farms Neighborhood Plan, and the Hoyt Park Area Neighborhood Plan.

Recommendation

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

Planning Division staff recommends the Plan Commission find that the approval standards for zoning amendments can be met and that it forward Zoning Map Amendments Section 28.022 - 00441 to change the zoning of properties located at 202 N Midvale Boulevard, 4410 Regent Street, and 215 Price Place from SE (Suburban Employment) District to NMX (Neighborhood Mixed-Use) District to the Common Council with a recommendation of approval. This recommendation is subject to input at the public hearing and the following conditions.

The Planning Division, Office of the Zoning Administrator, Engineering Division, Traffic Engineering Division, Fire Department, Forestry Division, Water Utility, and Metro Transit have reviewed this request and have recommended no conditions of approval.