

PLANNING DIVISION STAFF REPORT

April 26, 2021



PREPARED FOR THE PLAN COMMISSION

Project Address: 410 Atlas Avenue (3rd Aldermanic District, Ald. Lemmer)
Application Type: Conditional Use
Legistar File ID #: [64582](#)
Prepared By: Colin Punt, Planning Division
Report Includes Comments from other City Agencies, as noted
Reviewed By: Kevin Firchow, AICP, Principal Planner

Summary

Applicant: Laura Schorrak; Two Brown Tails LLC dba The Dog Den; 1019 Jonathon Dr; Madison, WI 53713

Contact: Amy Hassleman; KONTEXT architects llc; 242 E Main St #201; Sun Prairie, WI 53590

Owner: The Estate of Richard L Grams, c/o Sherri Gjermo; 414 Atlas Ave; Madison, WI 53714

Requested Action: Approval of a Conditional Use to allow an animal daycare facility in an Industrial-Limited district at 410 Atlas Avenue per MGO §28.088(2).

Proposal Summary: The applicant seeks approval of an animal daycare facility in an existing building.

Applicable Regulations & Standards: This proposal is subject to the standards for conditional uses, MGO §28.183(6).

Review Required By: Plan Commission

Summary Recommendation: The Planning Division recommends that the Plan Commission find that the conditional use standards are met and **approve** the requests to allow an animal daycare facility in an existing building at 410 Atlas Avenue. 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 0.98-acre property is located on the west side of Atlas Avenue between Neptune Court and Robertson Road. It backs onto North Stoughton Road. It is located within Aldermanic District 3 (Ald. Lemmer) as well as the Madison Metropolitan School District.

Existing Conditions and Land Use: According to assessor data, the property is developed with a one-story 5,896-square foot building constructed in 1976. The property is zoned Industrial - Limited (IL) District.

Surrounding Land Use and Zoning:

North: Manufacturing buildings zoned IL (Industrial - Limited District);

East: Across Atlas Avenue, warehouse, office, and manufacturing buildings, zoned IL;

South: Small office buildings, zoned IL; and

West: North Stoughton Road, with a church zoned TR-C2 (Traditional Residential-Consistent District) beyond.

Adopted Land Use Plan: The [Comprehensive Plan](#) (2018) recommends Industrial (I) uses for the subject parcel. The site is not within any special area plan boundaries.

Zoning Summary: The property is in the Industrial - Limited (IL) District

Requirements	Required	Proposed
Lot Area (sq. ft.)	20,000	42,535
Lot Width	75 ft	116 ft
Front Yard Setback	None	Existing, no change
Side Yard Setback	None	Existing, no change
Rear Yard Setback	30 ft	Existing, no change
Maximum Lot Coverage	75%	37%
Maximum Building Height	None	Existing, no change

Site Design	Required	Proposed
Number Parking Stalls	No minimum	13
Accessible Stalls	1	1
Loading	No	No
Number Bike Parking Stalls	2	4
Landscaping	Yes	Existing, no change
Lighting	No	Existing, no change
Building Forms	Yes	Existing, no change

Table Prepared by Jacob Moskowitz, Assistant Zoning Administrator

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 requests approval of a Conditional Use to allow an animal daycare facility at 410 Atlas Avenue. An animal daycare has operated in this location for 14 years. The current owner bought the business approximately four years ago with the understanding that the business had the necessary approvals. However, as the appropriate approvals were never requested or obtained, the applicant is seeking them now.

The entire building is occupied by the Dog Den. Portions of the rear and side of the lot are fenced for a dog exercise area. The parcel is the northernmost of three connected parcels. Site changes are planned for the larger zoning lot, which include restriping parking stalls and bringing parking lot drive aisles up to current standards, signage improvements, removal of one driveway, new bicycle parking racks, and a new trash enclosure. No alterations are proposed for the building and no changes to the current use are proposed.

The applicant currently operates two other dog daycares in the Madison area. The Dog Den business includes dog daycare and training classes. Enrollment is limited to 70 dogs. Hours for daycare and training classes vary, but daycare begins no earlier than 6:30 a.m. and training classes end no later than 9 p.m. Between 5 and 7 employees are present on site during the day and 2 to 3 during evenings. The applicant has provided a management and operations plan as part of their submitted application materials.

The applicant intends to undertake the site changes immediately upon receiving the necessary approvals, with completion in summer 2021.

The applicant is requesting approval of a Conditional Use to allow an animal daycare facility in an Industrial-Limited district per MGO §28.088(2), a request that is subject to the Conditional Use 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 Plan Commission shall not approve a conditional use without due consideration of the recommendations in the City of Madison Comprehensive Plan and any applicable, neighborhood, neighborhood development, or special area plan. The [Comprehensive Plan](#) (2018) recommends Industrial (I), which accommodates manufacturing, whole-sale, storage, distribution, transportation, repair/maintenance, and utility uses. Industrial areas can include “nuisance” uses that should not be located in proximity to residential, mixed-use, or some other types of uses due to noise, odor, appearance, or other impacts.

Surrounding uses are predominantly industrial and commercial uses, and the wooded lot backs onto Stoughton Road. Considering the site’s location, surrounding uses, and the history of the use at this location, staff does not foresee negative impacts from this continue use. Planning Division believes the conditional use standards can be found met.

At the time of report writing, staff is unaware of any comments from the public.

Recommendation

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

The Planning Division recommends that the Plan Commission find that the conditional use standards are met and **approve** the requests to allow an animal daycare facility in an existing building at 410 Atlas Avenue. 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

City Engineering Division - Main Office (Contact Brenda Stanley, (608) 261-9127)

1. Obtain a Street Terrace permit for the proposed work (installation of the driveway apron, landscaping, etc.) This permit application is available and must be completed on line at <http://www.cityofmadison.com/engineering/permits.cfm> (MGO 10.08).

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

2. A shared access and parking agreement is in place and recorded as Document No. 5686666. This adequately addresses the reciprocal uses between the lots.

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

3. The applicant shall submit one contiguous plan showing proposed conditions and one contiguous plan showing existing conditions for approval. The plan drawings shall be to engineering scale and include the following, when applicable: existing and proposed property lines; parcel addresses; all easements; vision triangles; 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.
4. 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.
5. 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.
6. All parking facility design shall conform to MGO standards, as set in section 10.08(6).
7. All existing driveway approaches on which are to be abandoned shall be removed and replaced with curb and gutter and noted on the plan.

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