

PLANNING DIVISION STAFF REPORT

July 12, 2021



PREPARED FOR THE PLAN COMMISSION

Project Address: 6717 Odana Road (19th Aldermanic District, Ald. Furman)
Application Type: Conditional Use
Legistar File ID #: [65649](#)
Prepared By: Colin Punt, Planning Division
Report Includes Comments from other City Agencies, as noted
Reviewed By: Kevin Firchow, AICP, Principal Planner

Summary

Applicant: Heather Woody; Salon Service Group; 1520 E Evergreen; Springfield, MO 65803

Contact: Krysti Webb; Salon Service Group; 1520 E Evergreen; Springfield, MO 65803

Owner: Hendrickson Survivors Revocable Living Trust; 520 University Avenue; Madison, WI 53703

Requested Action: Approval of a Conditional Use to establish a wholesale establishment in a Commercial Center district at 6717 Odana Road per MGO §28.061(1).

Proposal Summary: The applicant seeks approval a wholesale establishment 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 establish a wholesale establishment in an existing building at 6717 Odana Road. 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 subject site is a 39,600 square-foot (0.91-acre) parcel located on the south side of Odana Road, between Grand Canyon Drive and South Gammon Road. It is within Aldermanic District 19 (Furman) and the Madison Metropolitan School District.

Existing Conditions and Land Use: The site, zoned CC (Commercial Center District), is developed with a 12,992-square foot single-story multi-tenant commercial building constructed in 1984 and surface parking.

Surrounding Land Uses and Zoning:

North: Across Odana Road, single-story multi-tenant commercial buildings, zoned CC (Commercial Center);

West: A single-story multi-tenant commercial building, and big-box stores with large surface parking lot, zoned CC;

South: A five-story hotel, zoned CC; and

East: A single-story multi-tenant commercial building, zoned CC.

Adopted Land Use Plan: The [Comprehensive Plan](#) (2018) recommends CMU (Community Mixed Use) for the site. The [Southwest Neighborhood Plan](#) (2008) does not have specific recommendations for the site.

Zoning Summary: The subject property is zoned CC (Commercial Center District):

Requirements	Required	Proposed
Front Yard Setback	0' or 5'	Adequate
Side Yard Setback: Other cases	One-story: 5' Two-story or higher: 6'	Adequate
Rear Yard Setback	The lesser of 20% of lot depth or 20'	Adequate
Maximum Lot Coverage	85%	Existing lot coverage
Maximum Building Height	5 stories/ 68'	1-story existing building

Site Design	Required	Proposed
Number Parking Stalls	No minimum required	43 existing stalls
Accessible Stalls	Yes	Existing accessible stalls
Loading	Not required	None
Number Bike Parking Stalls	Wholesale business: As determined by Zoning Administrator (2 minimum)	Existing bicycle stalls
Landscaping and Screening	Not required	Existing landscaping
Lighting	Not required	Existing lighting
Building Forms	Not required	Existing building
Other Critical Zoning Items:	Barrier Free (ILHR 69)	

Table Prepared by Jenny Kirchgatter, 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, representing Salon Service Group, is proposing to establish a wholesale establishment in an existing building to sell beauty products to licensed cosmetologists. The new establishment is to be located in a 2,200-square foot rentable retail space in the existing building at 6717 Odana Road. Products to be sold at the site include shampoo, conditioner, brushes, color, and other hair care products. According to the letter of intent, the establishment interior will be laid out similar to a standard retail store, but customers will be required to be licensed cosmetologists. Incoming products will arrive once per week by box truck. No outgoing shipping will occur. No exterior site changes are proposed and only cosmetic changes to the interior space are proposed.

Adopted Plan Recommendations

The [Comprehensive Plan](#) (2018) recommends CMU (Community Mixed Use) for the site. CMU areas consist of a relatively high-intensity mix of residential, retail, office, institutional, and civic uses, generally located adjacent to a major transportation corridor. The [Southwest Neighborhood Plan](#) (2008) does not have specific recommendations for the site. The [Odana Area Plan](#) planning process is currently underway and will include recommendations for this area, but the plan has not been completed nor adopted.

Conditional Use Standards

In regards to conditional use approval standards, the Plan Commission shall not approve a conditional use without due consideration of the City's adopted plan recommendations, design guidelines, supplemental regulations, and finding that all of the conditional use standards of §28.183(6) M.G.O. are met. Staff advises the Plan Commission that in evaluating the conditional use standards, State law requires that conditional use findings must be based on "substantial evidence" that directly pertains to each standard and not based on personal preference or speculation. Because the store will sell products to a limited number of potential customers, and occupies a relatively small space for a wholesaler, Staff believes that all applicable standards of approval can be found met.

Conclusion

Staff believes that given the surrounding uses and the scale of the wholesaler, the Plan Commission can find the applicable conditional use standards of approval to be met and approve the conditional use request. Staff notes that as a conditional use, the Plan Commission retains "continuing jurisdiction" to review and resolve complaints that may arise on the operation of the conditional use.

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

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 establish a wholesale establishment in an existing building at 6717 Odana Road. 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 (Contact Jenny Kirchgatter, (608) 266-4429)

1. Verify whether interior building changes for the tenant space will be required. If no interior changes are proposed, submit an application for a Certificate of Occupancy along with the \$50 application fee.
2. Submit an interior floor plan for the tenant space.
3. 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.

The Planning Division, Engineering Division, Fire Department, Parks Division, Metro Transit, and City Engineering Division - Mapping Section have reviewed this request and have recommended no conditions of approval