

PLANNING DIVISION STAFF REPORT

June 23, 2025



PREPARED FOR THE PLAN COMMISSION

Project Address: 1138 Williamson Street (District 6, Alder Mayer)
Application Type: Zoning Map Amendment (Rezone)
Legistar File ID #: [88450](#)
Prepared By: Lisa McNabola, AICP, Planning Division
Report Includes Comments from other City Agencies, as noted
Reviewed By: Kevin Firchow, AICP, Principal Planner

Summary

Owner: Nosheen Ajmal; 1138 Williamson Street, Madison, WI 53703

Contact: Edward Kuharski; Green Design Studio; 405 Sidney Street, Madison, WI 53703

Requested Action: Consideration of a zoning map amendment to change the zoning of property at 1138 Williamson Street from TR-V2 (Traditional Residential-Varied 2) District to TSS (Traditional Shopping Street) District.

Proposal Summary: The applicant is requesting to rezone the property so that the building can be converted from a single family home to a retail business.

Applicable Regulations & Standards: MGO Section 28.183(6) lists the approval standards for zoning map amendments.

Review Required By: Plan Commission and Common Council

Summary Recommendation: The Planning Division recommends that the Plan Commission find the approval standards for zoning map amendments met and forward Zoning Map Amendment Section 28.022-00718 to change the zoning of property at 1138 Williamson Street from TR-V2 (Traditional Residential-Varied 2) District to TSS (Traditional Shopping Street) District to the Common Council with a recommendation of **approval**. All recommendations are subject to input at the public hearing and the conditions recommended by the reviewing agencies.

Background Information

Parcel Location: The 4,356 square-foot (.1-acre) parcel is on the north side of Williamson Street between South Few Street and South Ingersoll Street. It is within Alder District 6 (Alder Mayer) and the Madison Metropolitan School District.

Existing Conditions and Land Use: There is a two-story, single family building on the property. It was built 1894.

Surrounding Land Use and Zoning:

North: Commercial building, zoned TE (Traditional Employment) District; apartment building, zoned PD (Planned Development) District;

East: Single family building, zoned TR-V2 (Traditional Residential – Varied 2) District; mixed-use buildings, zoned TSS (Traditional Shopping Street) District;

South: Across Williamson Street, mix of single family to four-unit buildings, zoned TR-V2 District; restaurant, zoned TSS District;

West: Gas station, zoned TSS District; mix of single family to four-unit buildings, zoned TR-V2 District and PD District.

Adopted Land Use Plan: The [Comprehensive Plan](#) (2023) recommends Neighborhood Mixed-Use (NMU) development for the property. The [Williamson Street Design Guidelines](#) (2004) and [Marquette Neighborhood Center Master Plan](#) (2000) do not have specific land use recommendations. The [Marquette-Schenk-Atwood Neighborhood Plan](#) (1994) recommends Neighborhood Design District (Med-High).

Zoning Summary: The property is in the TR-V2 (Traditional Residential – Varied 2) District.

Environmental Corridor Status: The site is not within a mapped environmental corridor.

Public Utilities and Services: This property is served by a full range of urban services.

Project Description, Analysis, and Conclusion

Project Description

The applicant proposes to convert an existing two-story, single family building into a retail business. The first floor would be a store, and the second floor would be used as office space for the business. General retail is not a permitted use in the TR-V2 (Traditional Residential-Varied 2) District. The applicant is requesting to rezone the property to the TSS (Traditional Shopping Street) District where general retail is a permitted use.

Conformance with Adopted Plans

The [Comprehensive Plan](#) (2023) recommends Neighborhood Mixed-Use (NMU) development for the property. NMU areas generally include relatively small existing and planned Activity Centers that include residential uses, as well as retail, restaurant, service, institutional, and civic uses primarily serving nearby residents.

The [Williamson Street Design Guidelines](#) (2004) and [Marquette Neighborhood Center Master Plan](#) (2000) do not have specific land use recommendations. The [Marquette-Schenk-Atwood Neighborhood Plan](#) (1994) recommends Neighborhood Design District (Med-High).

Zoning Map Amendment Standards

The Zoning Map Amendment standards 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, which includes the zoning map, enacted or amended after January 1, 2010, be consistent with the City's Comprehensive Plan. 2010 Wisconsin Act 372 clarified "consistent with" as "furtheres or does not contradict the objectives, goals, and policies contained in the comprehensive plan."

Staff believe the zoning map amendment to the TSS District is consistent with the NMU recommendation in the [Comprehensive Plan](#) (2023). Per the zoning code, the TSS District is intended to encourage and sustain the viability of Madison's mixed-use corridors, encourage diversification of uses, including residential, commercial, and civic uses in order to enhance the vitality and appeal of these areas, and maintain the viability of existing residential

buildings located within or adjacent to these corridors. Staff note that existing single family buildings are a permitted use in the TSS District.

In conclusion, staff believe the zoning map amendment approval standards can be found met.

Recommendation

Planning Division Recommendation (Contact Lisa McNabola, 243-0554)

The Planning Division recommends that the Plan Commission find the approval standards for zoning map amendments met and forward Zoning Map Amendment Section 28.022-00718 to change the zoning of property at 1138 Williamson Street from TR-V2 (Traditional Residential-Varied 2) District to TSS (Traditional Shopping Street) District to the Common Council with a recommendation of **approval**. All recommendations are subject to input at the public hearing and the conditions recommended by the reviewing agencies.

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

There are no recommended conditions of approval.