



**Project Address:** 2101 Darwin Road  
**Application Type:** Conditional Use  
**Legistar File ID #** [30530](#)  
**Prepared By:** Timothy M. Parks, Planning Division  
Report includes comments from other City agencies, as noted.

## Summary

**Applicant:** Drew Jones, Hertz Car Rental; 4000 International Lane; Madison.

**Property Owner:** Janet W. Gonzalez; 10900 N. Crestline Road; Mequon.

**Requested Action:** Approval of a conditional use to allow a former auto repair business located at 2101 Darwin Road to be converted into an auto rental facility.

**Proposal Summary:** The applicant wishes to convert the former oil change/ auto repair business into an auto rental facility. The applicant wishes to begin the conversion as soon as all regulatory approvals have been granted, with completion anticipated later this summer or early fall.

**Applicable Regulations & Standards:** Section 28.082(1) of the Zoning Code identifies auto rental as a conditional use in the SE (Suburban Employment) zoning district. Section 28.183 provides the process and standards for the approval of conditional use permits.

**Review Required By:** Plan Commission.

**Summary Recommendation:** The Planning Division recommends that the Plan Commission find the standards met and **approve** a conditional use to allow a former auto repair business located at 2101 Darwin Road to be converted into an auto rental facility, subject to input at the public hearing and the conditions from reviewing agencies beginning on page 4 of this report.

## Background Information

**Parcel Location:** The subject site is an approximately 1.49-acre parcel located at the southeastern corner of Packers Avenue (CTH CV) and Darwin Road; Aldermanic District 12 (Palm); Madison Metropolitan School District.

**Existing Conditions and Land Use:** The site is developed with an approximately 8,000 square-foot former oil change/ auto repair business that contains 2 service bays with garage doors on the eastern and western facades, a car wash along the southern wall, and auto vacuum islands between the north wall and Darwin Road. The site is zoned SE (Suburban Employment District).

### Surrounding Land Use and Zoning:

North: Single-family residence, zoned SE (Suburban Employment District); undeveloped land, zoned PMHP (Planned Mobile Home Park District);

South: Warehousing and distribution facilities, zoned IL (Industrial-Limited District);

East: Warehousing and distribution facility and light manufacturing facility, zoned IL;

**West:** Associated Bank, KinderCare Learning Center, Madison Police Department – North District, zoned CC-T (Commercial Corridor-Transitional District).

**Adopted Land Use Plans:** The Comprehensive Plan identifies the subject site and other properties generally located east of Packers Avenue and west of Dane County Regional Airport from north of Darwin Road south to Aberg Avenue for Employment uses.

The subject site is also located “Airport Gateway” area of the Northport-Warner Park-Sherman Neighborhood Plan, which includes specific access and circulation, land use and design-related recommendations for properties located on the east side of Packers Avenue from International Lane north to the Oak Park mobile home community located north of Darwin Road.

**Zoning Summary:** The property is zoned SE (Suburban Employment District):

Requirements	Required	Proposed
Lot Area	20,000 square feet	64,308 square feet
Lot Width	65'	171.3'
Usable Open Space	N/A for non-residential	---
Front Yard	Sec. 28.085(3)(a) does not apply	Existing building
Side Yards	Greater of 15' or 20% of bldg. height	Existing
Rear Yard	30'	Existing
Minimum Building Height	22', measured to cornice	1 story, existing
Maximum Building Height	5 stories and 68'	---
No. of Parking Stalls	1 space per 1,000 sq. ft. of floor area = 8, plus 2 per service bay = 4: 12 total	Project will exceed; parking may be stacked for auto rental facilities
No. of Accessible Parking Stalls	1	1
Maximum Lot Coverage	75%	Less than 75%
No. Bike Parking Stalls	1 per 5 employees	5
Building Form	Free-Standing Commercial Building	Existing
Other Critical Zoning Items		
Yes:	Utility Easements, Barrier Free	
No:	Urban Design, Wellhead Protection, Floodplain, Landmarks, Waterfront Development	
Prepared by: Pat Anderson, Assistant Zoning Administrator		

**Environmental Corridor Status:** The property is not located within a mapped environmental corridor (Map F5).

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

## Project Description

Hertz Car Rental is requesting approval of a conditional use to convert a former oil change/ auto repair business with a car wash into an auto rental vehicle storage and cleaning facility related to their operations at Dane County Regional Airport, which is located approximately a half-mile east of the site at the end of Darwin Road. The letter of intent indicates that cleaning and servicing of vehicles will occur in the 2 existing service bays in the building and in the existing car wash. All Hertz rental transactions would continue to take place at their rental position inside the terminal and parking facilities at the airport.

As part of the proposed conversion, Hertz will convert an area containing vehicle vacuum islands located north of the building and a parking area and undeveloped grass area located along the east side of the site into stacked parking for rental vehicles. Employee parking will be located in existing surface stalls located between the building and Packers Avenue. Public use and access to the site will be limited, with Hertz employees operating the vehicles coming through the site from the airport retail facility. Rental of cars to the public from the subject site is not anticipated at this time. A security gate will be installed behind the Darwin Road sidewalk to restrict access to the site, and a six-foot tall decorative metal fence will be installed to enclose the site. Building modifications will be minimal, and will include replacing fascia identified with the former use and installation of wall signage. An existing ground sign at the corner of Packers and Darwin will be removed.

## Analysis & Conclusion

The Zoning Code was amended on July 2, 2013 to add auto rental as a conditional use in the Suburban Employment district, in part to benefit this proposal. No auto sales were permitted as part of that amendment. Staff recommended that auto rental businesses be a conditional use in the SE district so that there would be an opportunity for the aesthetics and operation of such establishments to be reviewed, and for potential impacts on nearby properties to be weighed.

The Planning Division has reviewed the proposed conversion of the site into an off-site auto rental storage and cleaning facility and believes that it can meet the conditional use standards of approval. While the additional car storage proposed along the east side of the site represents an intensification of the auto-oriented use of the site, staff believes that the proposed use represents an appropriate reuse of the existing facility, especially in the interim. It should have little or no impact on the uses, values and enjoyment or normal and orderly development of surrounding properties, which include other auto- and airport-oriented uses located to the south and east, as well as other light industrial, warehousing and distribution businesses. The continuation of auto-oriented uses on the site should also have limited impact on the single-family residence located across Darwin Road from the site. Further, staff is not aware of any concerns about the proposed conditional use from nearby residents or the district alder.

As noted earlier, the subject site is included in the Airport Gateway area of the Northport-Warner Park-Sherman Neighborhood Plan. That plan, which was adopted in 2010, identifies the Packers Avenue-Northport Drive-Darwin Road area as a primary gateway into the larger planning area from the north, and includes a series of access and circulation, land use and design recommendations intended to strengthen that gateway. The plan encourages the continued emergence of this area as an employment center and encourages improvements to existing buildings and sites and a denser, more urban form of development whenever new buildings are constructed. Staff believes that, while no new building forms are being introduced on the subject site at this time, the screening and landscaping improvements that will accompany the conversion represent positive, interim improvements to the site until such time as a larger-scale redevelopment of the site and area are proposed in the future.

## Recommendation

### Planning Division Recommendation (Contact Timothy M. Parks, 261-9632)

The Planning Division recommends that the Plan Commission find the standards met and **approve** a conditional use to allow a former auto repair business located at 2101 Darwin Road to be converted into an auto rental facility, subject to input at the public hearing and the following conditions:

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

1. Revise the plans for final Planning Division approval prior to the issuance of permits for the proposed conversion as follows:
  - a. identify the number of cars to be stored in the north and east storage areas, and provide a summary table of the final automobile and bike parking to be provided on the entire site;
  - b. revise the plans to label the width and depth of each stacked parking area, employee parking stall and drive aisle, and provide the setback between the security gate and Darwin Road property line;
  - c. revise the plans to store no more than three cars in each stacked storage lane on the north side of the building;
  - d. clearly show all public improvements located adjacent to the site, including the Darwin Road sidewalk;
  - e. provide a detailed landscaping plan for the project that specifies the size and species of all existing and proposed landscaping materials; staff will work with the applicant to ensure that the final landscaping and screening elements reflect the site improvements recommended for this area in adopted City plans;
  - f. show the fence to be installed along each property line, including the height (the manufacturers materials suggest that various heights are available), and provide a written reference to or a cut-sheet for the decorative fence information included with the application.

**The following conditions of approval have been submitted by reviewing agencies:**

**City Engineering Division** (Contact Janet Dailey, 261-9688)

2. Modify the site plan to show the existing sidewalk.
3. The applicant shall demonstrate compliance with Section 37.07 and 37.08 of the Madison General Ordinances regarding permissible soil loss rates. The erosion control plan shall include Universal Soil Loss Equation (USLE) computations for the construction period. Measures shall be implemented in order to maintain a soil loss rate below 7.5-tons per acre per year.
4. Prior to approval, this project shall comply with MGO Section 37 regarding stormwater management. Specifically, this development is required to: reduce TSS off of the proposed development by 80% when compared with the existing site, and; provide oil and grease control from the first 1/2" of runoff from parking areas.
5. The applicant shall submit, prior to plan sign-off, digital CAD files to the Land Records Coordinator in the City Engineering Division. (Lori Zenchenko) [lzenchenko@cityofmadison.com](mailto:lzenchenko@cityofmadison.com). The digital copies shall be drawn to scale and represent final construction including: building footprints, internal walkway areas, internal site parking areas, lot lines/ numbers/ dimensions, street names, and other miscellaneous impervious areas. All other levels (contours, elevations, etc) are not to be included with this file submittal. E-mail file transmissions are preferred. The digital CAD file shall be to scale and represent final construction. Any changes or additions to the location of the building, sidewalks, parking/pavement during construction will require a new CAD file. The single CAD file submittal can be either AutoCAD (dwg) Version 2001 or older, MicroStation (dgn) Version J or older, or Universal (dxf) format. Please include the site address in this transmittal.
6. The applicant shall submit, prior to plan sign-off, digital PDF files to the City Engineering Division. The digital copies shall be to scale, shall have a scale bar on the plan set, and shall contain the following items: building

footprints; internal walkway areas; internal site parking areas; lot lines and right-of-way lines; street names, stormwater management facilities and; detail drawings associated with stormwater management facilities (including if applicable planting plans).

7. The applicant shall submit prior to plan sign-off, electronic copies of any Stormwater Management File including: SLAMM DAT files; RECARGA files; TR-55/HYDROCAD/etc., and; sediment loading calculations. If calculations are done by hand or are not available electronically the hand copies or printed output shall be scanned to a PDF file and provided.

**Traffic Engineering Division** (Contact Eric Halvorson, 266-6527)

8. When the applicant shall submit plans for approval, the applicant shall show the following: items in the terrace as existing (e.g., signs and street light poles), type of surfaces, existing and proposed property lines, addresses, one contiguous plan (showing all easements, all pavement markings, building placement, and stalls), adjacent driveway approaches to lots on either side and across the street, signage, percent of slope, semitrailer movements and vehicle routes, dimensions of radii, aisles, driveways, stalls including the 2 feet overhang, and a scaled drawing at 1" = 20'. Contact Traffic Engineering staff if you have questions.
9. The developer shall post a deposit and reimburse the City for all costs associated with any modifications to traffic signals, street lighting, signing and pavement marking, and conduit and handholes, including labor, engineering and materials for both temporary and permanent installations.
10. Public signing and marking related to the development may be required by the City Traffic Engineer for which the developer shall be financially responsible.

**Zoning Administrator** (Contact Pat Anderson, 266-5978)

11. Meet the supplemental regulations for auto rental facilities pursuant to Section 28.151.
12. Per Section 28.085(4)(c), loading and service areas shall be located in the rear or side of the building.
13. Signage approvals are not granted by the Plan Commission. Signage must be reviewed for compliance with MGO Section 31, Sign Code prior to sign installations.
14. Provide landscape plans pursuant to Section 28.142, Landscape Plan and Design Standards. The plans should include but are not limited to: Landscape plans for zoning lots greater than 10,000 square feet in size must be prepared by a registered landscape architect.

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

The Madison Fire Department does not object to this proposal provided the project complies with all applicable fire codes and ordinances

**Water Utility** (Contact Dennis Cawley, 261-9243)

15. Note: All wells located on this property shall be abandoned if no valid well operation permit has been obtained from the Madison Water Utility.

**Parks Division** (Contact Kay Rutledge, 266-4714)

16. Approval of the plans for this project does not include any approval to prune, remove or plant trees in the public right of way. Permission for such activities must be obtained from the City Forester, 266-4816. All proposed street tree removals within the right of way shall be reviewed by City Forestry.

**Metro Transit** (Contact Tim Sobota, 261-4289)

This agency did not provide comments for this request.