

P O P U L A N C E

# 1 SHERMAN TERRACE MADISON, WI

PRELIMINARY ANALYSIS  
LAND USE AND REZONING

Prepared for:  
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A R C H I T E C T U R E   A N D   D E V E L O P M E N T

230 S. HAMILTON STREET   MADISON, WI 53703   608.333.1926

## EXISTING ASSET ANALYSIS

### METHODOLOGY AND RESOURCES:

- 1: Review Current Zoning, Preservation Plan Documentation, and Parcel history
- 2: Assess for Historic relevancy, context, uniqueness, and associations
- 3: Review Goals and potential rezoning designations

#### Resources:

City of Madison General Ordinances  
 City of Madison Comprehensive Plan  
 City of Madison Planning Historic District Designations  
 City of Madison Planning Historic Preservation Project  
 Wisconsin Historical Society Property Record:  
   1 Sherman Terrace  
 Wisconsin Historical Society: Guidelines for Federal and State Registration  
   of Historic Properties  
 Emerson East–Eken Park–Yahara Neighborhood Plan  
 A National Register White Paper; “*The Components of a Historic Context*”; Wyatt, 4.9.09

### CURRENT ZONING AND PRESERVATION PLANS

#### Current Zoning- TR-V2

#### City Preservation Plan

Proposed Landmark: **No Information found**  
 Commercial Preservation Review Area: **No Information found**  
 Historic District: **NO**  
 Individual Historic Sites: Subject Parcel **Not Listed or identified**

#### Summary:

Site is not in a Historic District and has not been identified as a proposed Landmark.

Site is outside the Downtown District Boundaries

EXISTING BUILDING AND CONTEXT REVIEW



**ORIGINAL Rennebohm Pharmacy**

Year Built: **1950**

Historic Use: **Commercial**

Current Use: **Office**

Architectural Style: **Mid-Century/Streamline/Moderne elements**

Wall Material: **Brick/Steel**

On National Register: **NO**

On State Register: **NO**

Designated Local Landmark: **NO**

In Historic District: **NO**

Parcel adjacent to landmarks, landmark sites or historic districts designated by the Landmarks Commission: **No**

Drug Stores' Opening

Rennebohm Drug Stores Friday, June 23rd.

1639 N. HERMAN AVENUE

at Drug Stores Only!

FREE KIDNIP SUNDAY

15¢

ALARM CLOCK

SCOUT KARE 69¢

39¢

TENNIS RALLIES 3-12

COVER SET 39¢

ICE CREAM DIPPER 49¢

STATIONERY 9¢

BATH SPRAY 39¢

STORY BOOKS 19¢

GIANT JELLS 19¢

EXTRA SPECIALS

75¢

10¢

10¢

10¢

49¢

50¢

49¢

Match Maker

GOLF BALLS 3-12

BATH BUREAU 49¢

ASPIRIN 10¢

MINERAL OIL 13¢

Milk of Magnesia 13¢

OHM BETTER DRUG STORES

## LAND USE SUMMARIES:

### Existing Building:

Previously completed (early 1950s) Commercial use

### City of Madison Comprehensive Plan:

Identified as a transitioning area  
Medium Density Residential

### Emerson East-Eken Park-Yahara Neighborhood Plan

Not specifically noted as a site of interest

## OBJECTIVES:

- 1: Adapt Existing Building into varied uses emphasizing pedestrian access
- 2: Utilize Transportation Sharing Programs to reduce the amount of traffic/Parking/Overall Living Expenses
- 3: Incorporate Additional Structures on site at existing hard surface parking areas
- 4: Provide direct BRT Access
- 5: Create Site permeability for pedestrians and neighborhood

## ZONING REQUIREMENTS:

**Total Site: Approximately 15,000 s.f. (0.32 A)**

**Current Zoning: TR-V2**

**Proposed Density: 12 Residential Units**

**3 live/work Units**

**2,500 s.f. Commercial Space**

### Proposed Rezoning Requirements

- Mixed Use
- 15 units (45 Units/Acre)
- 2-3 Stories
- Shared transportation goals
- BRT Access
- Site permeability

## REVIEW ZONING DISTRICTS:

### TR-V2 (Existing):

Mixed Use Allowed  
This zoning is Adjacent to Parcel at Sherman Terrace  
Max Height: 3 stories  
Lot Area: 2000 s.f./d.u.  
0.32 A = 14,000 s.f. = 7 units allowed  
Conditional Use for Multifamily  
**Comment: Does not meet Project Goals**

### TR-U2 (PROPOSED)

**28.051**

Mixed Use  
Meets Statement of Purpose  
Max Height: 6 stories  
Lot Area: 750 s.f./d.u.  
0.32 A = 14,000 s.f. = 18 units allowed  
Conditional Use for Multifamily  
Encourages multiple Transportation Options

TR-U2 District: Conditional and Nonresidential Uses						
	Single-famil attached (>8 units)	Single-famil detached	Two-famil Two unit	Two-famil Twin	Multi-famil (>8 units)	Nonresidential
Lot Area (sq. ft.)	800/d.u.	3,000	4,000	3,000/d.u.	500/d.u. + 250 per bedroom >2	6,000
Lot Width	20/d.u.	30	40	25/d.u.	50	50
Front Yard Setback	15	15	15	15	15	15
Maximum Front Yard Setback	30 ft. or up to 20% greater than block average	30 ft. or up to 20% greater than block average	30 ft. or up to 20% greater than block average	30 ft. or up to 20% greater than block average	30 ft. or up to 20% greater than block average	n/a
Side Yard Setback	Interior end walls: 6	One-stor: 5 Two-stor: 6 Lot width <50: 10% lot width	Two-stor: 6 See (a) below	One-stor: 5 Two-stor: 6 See (a) below	10	One-stor: 5 Two-stor or more: 6
Reversed Corner Side Yard Setback	12	12	12	12	12	15
Rear Yard	Lesser of 25% lot depth or 20	Lesser of 25% lot depth or 20	Lesser of 25% lot depth or 20	Lesser of 25% lot depth or 20	Lesser of 25% lot depth or 20	Equal to building height but at least 30
Maximum	3 stories/40	3 stories/40	2 stories/35	2 stories/35	6 stories/78	40
1413/2658						
Madison, WI Code of Ordinances						
height	See (b) below	See (b) below	See (b) below	See (b) below	See (b) below	
Maximum lot coverage	90%	75%	75%	75%	80%	75%
Maximum building coverage	n/a	n/a	n/a	n/a	n/a	50%
Usable open space (sq. ft. per d.u.)	100	320	320	320	140/d.u.	n/a



## SITE CONCEPT



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## **PROCESS:**

- 1: CSM
- 2: Rezone
- 3: Conditional Use
- 4: Public Works
- 5: Neighborhood Association
- 6: Plan Commission
- 7: Common Council

NOTE: Site is not in an Urban Design District. Need to confirm if a review is still required.

**E N D**