Location 502-506 East Badger Road

Project Name Fields Volvo Jaguar Land Rover

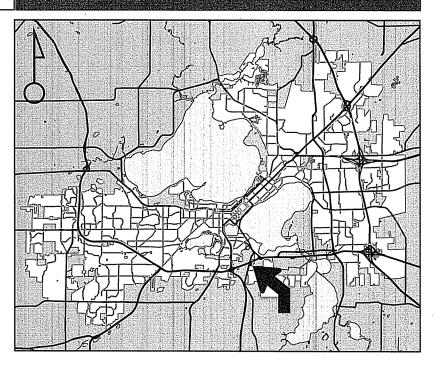
Applicant Carey and Slinde Enterprises, LLC / Jerry Mortier – The Redmond Company

Existing Use Bowling Alley

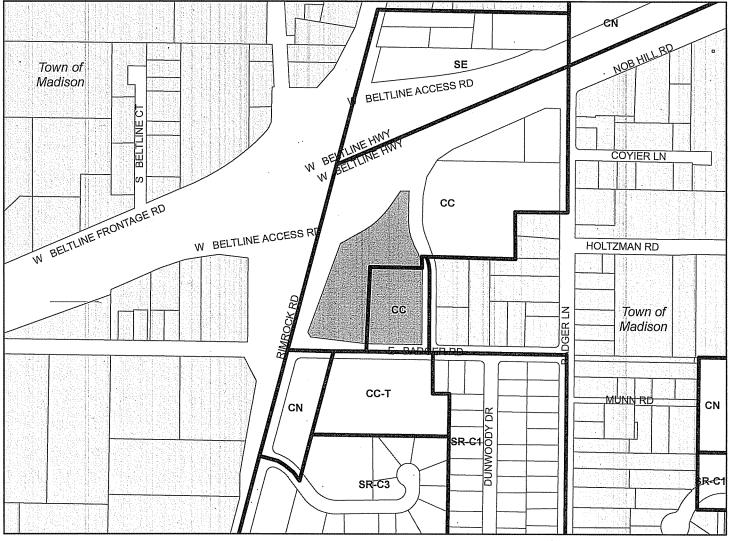
Proposed Use

Demolish bowling alley and construct auto sales facility

Public Hearing Date Plan Commission 23 January 2017



For Questions Contact: Tim Parks at: 261-9632 or tparks@cityofmadison.com or City Planning at 266-4635

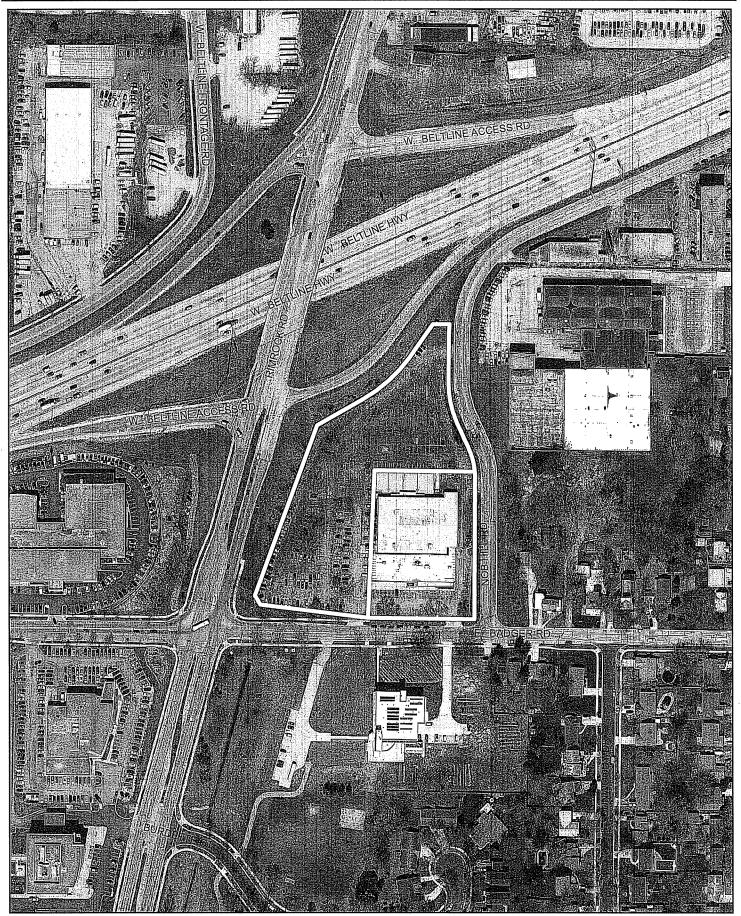


Scale: 1" = 400'

City of Madison, Planning Division: PPE: Date: 17 January 2017



City of Madison



Date of Aerial Photography: Spring 2016



AND USE APPLICATION

CITY OF MADISON

FOR OFFICE USE ONLY: Receipt No. 023808-00012 215 Martin Luther King Jr. Blvd; Room LL-100 Amt. Paid \$ 2050 PO Box 2985; Madison, Wisconsin 53701-2985 Date Received 12/7/15 Phone: 608.266.4635 | Facsimile: 608.267.8739 Received By_ Parcel No. 0709 - 362 -82 01 -2 All Land Use Applications should be filed with the Zoning Aldermanic District 14 - Cov. Administrator at the above address. Zoning District CC • The following information is required for all applications for Plan Special Requirements N/A Commission review except subdivisions or land divisions, which should be filed using the Subdivision Application. **Review Required By:** ☐ Urban Design Commission ☐ Plan Commission This form may also be completed online at: Common Council Other: www.cityofmadison.com/developmentcenter/landdevelopment Form Effective: February 21, 2013 LNDUSE-2016-00138 506 E. Badger Road 1. Project Address: Project Title (if any): Fields Volvo Jaguar Land Rover 2. This is an application for (Check all that apply to your Land Use Application): Zoning Map Amendment from _____ ☐ Major Amendment to Approved PD-GDP Zoning Review of Alteration to Planned Development (By Plan Commission) X Conditional Use, or Major Alteration to an Approved Conditional Use **X** Demolition Permit ☐ Other Requests: 3. Applicant, Agent & Property Owner Information: Company: The Redmond Company **Jerry Mortier Applicant Name:** W228 N745 Westmound Dr Waukesha WI 53186 Street Address: City/State: Zip: (262) 596-1314 (262) 896-8753 imortier@theredmondco.com Telephone: Email: Company: The Redmond Company Project Contact Person: Jerry Mortier W228 N745 Westmound Dr Waukesha WI 53186 Street Address: City/State: Zip: Telephone: (262) 896-8753 (262) 549-1314 jmortier@theredmondco.com Email: Carey and Slinde Enterprises LLC Property Owner (if not applicant): 506 E. Badger Rd Madison WI 53713 Street Address: City/State: Zip: 4. Project Information: Demolition of existing structure and then Provide a brief description of the project and all proposed uses of the site: construction of new automobile dealership. 4/28/17 1/22/18 Development Schedule: Commencement Completion

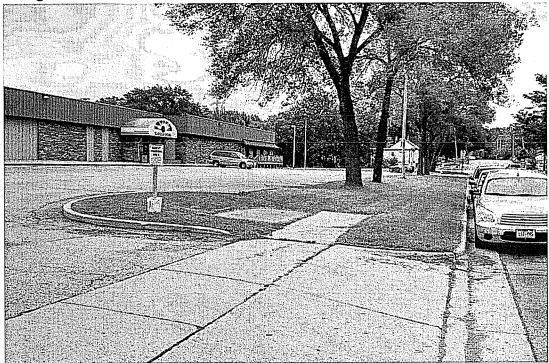
5.	Required Submittal Information
All	Land Use applications are required to include the following:
V	Project Plans including:*
	 Site Plans (<u>fully dimensioned</u> plans depicting project details including all lot lines and property setbacks to buildings; demolished/proposed/altered buildings; parking stalls, driveways, sidewalks, location of existing/proposed signage; HVAC/Utility location and screening details; useable open space; and other physical improvements on a property)
	Grading and Utility Plans (existing and proposed)
	 Landscape Plan (including planting schedule depicting species name and planting size)
	Building Elevation Drawings (fully dimensioned drawings for all building sides, labeling primary exterior materials)
	Floor Plans (fully dimensioned plans including interior wall and room location)
	Provide collated project plan sets as follows:
	• Seven (7) copies of a full-sized plan set drawn to a scale of 1 inch = 20 feet (folded or rolled and stapled)
	• Twenty Five (25) copies of the plan set reduced to fit onto 11 X 17-inch paper (folded and stapled)
	• One (1) copy of the plan set reduced to fit onto 8 ½ X 11-inch paper
	* For projects requiring review by the Urban Design Commission , provide <i>Fourteen (14) additional 11x17 copies</i> of the plan set. In addition to the above information, <u>all</u> plan sets should also include: 1) Colored elevation drawings with shadow lines and a list of exterior building materials/colors; 2) Existing/proposed lighting with photometric plan & fixture cutsheet; and 3) Contextual site plan information including photographs and layout of adjacent buildings and structures. The applicant shall <u>bring</u> samples of exterior building materials and color scheme to the Urban Design Commission meeting.
V	Letter of Intent: Provide one (1) Copy per Plan Set describing this application in detail including, but not limited to:
	 Project Team Existing Conditions Project Schedule Proposed Uses (and ft² of each) Hours of Operation Building Square Footage Number of Dwelling Units Auto and Bike Parking Stalls Lot Coverage & Usable Open Space Calculations Value of Land Estimated Project Cost Number of Construction & Full-Time Equivalent Jobs Created Public Subsidy Requested
~	Filing Fee: Refer to the Land Use Application Instructions & Fee Schedule. Make checks payable to: City Treasurer.
V	Electronic Submittal: All applicants are required to submit copies of all items submitted in hard copy with their application as Adobe Acrobat PDF files on a non-returnable CD to be included with their application materials, or by e-mail to pcapplications@cityofmadison.com .
	Additional Information may be required, depending on application. Refer to the Supplemental Submittal Requirements.
6.	Applicant Declarations
v	Pre-application Notification: The Zoning Code requires that the applicant notify the district alder and any nearby neighborhood and business associations in writing no later than 30 days prior to FILING this request. List the alderperson, neighborhood association(s), and business association(s) AND the dates you sent the notices: Alder Carter (8/8/16), Indian Spring and Capitol View Neighborhood associations (11/3/16).
	→ If a waiver has been granted to this requirement, please attach any correspondence to this effect to this form.
v	Pre-application Meeting with Staff: Prior to preparation of this application, the applicant is required to discuss the proposed development and review process with Zoning and Planning Division staff; note staff persons and date. Planning Staff: Tim Parks Date: 7/19/16 Zoning Staff: Matt Tucker Date: 7/19/16

The applicant attests that this form is accurately completed and all required materials are submitted: Relationship to Property: Agent Name of Applicant Jerry Mortier

Authorizing Signature of Property Owner

Herf lang Date Nov. 30, 2016

Badger Bowl



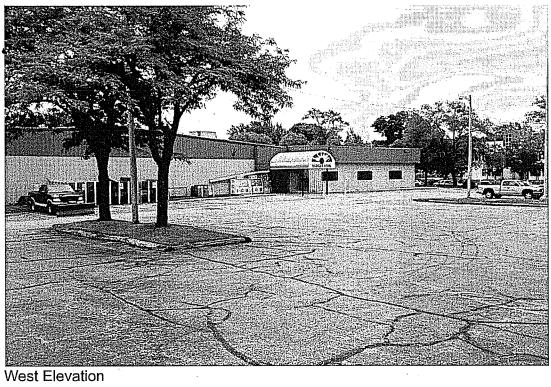
South elevation

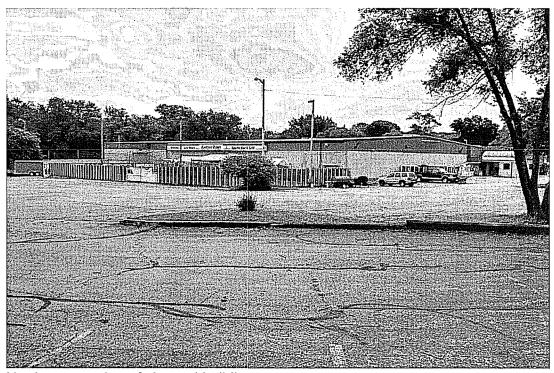


Southeast elevation



Primary parking area. Western portion of site.

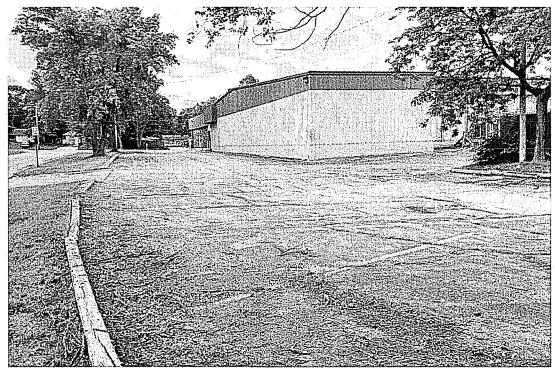




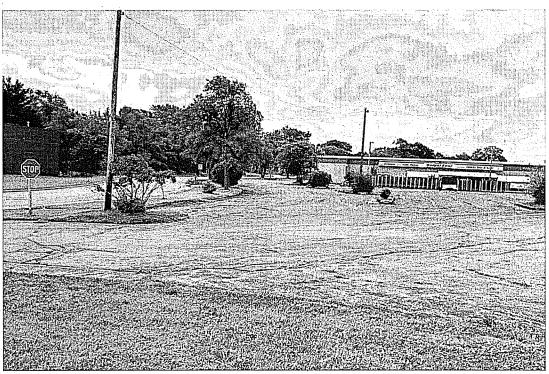
Northwest portion of site and building



View of sand pits (Volleyball courts)



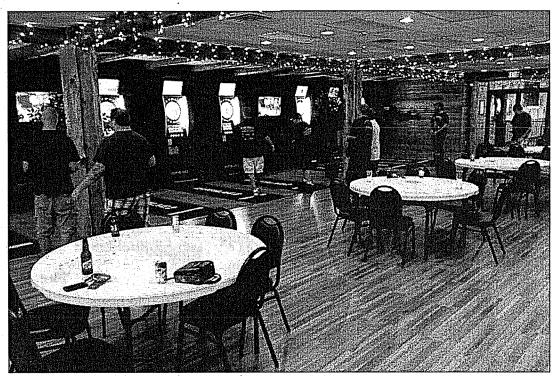
East Elevation. Rear of building



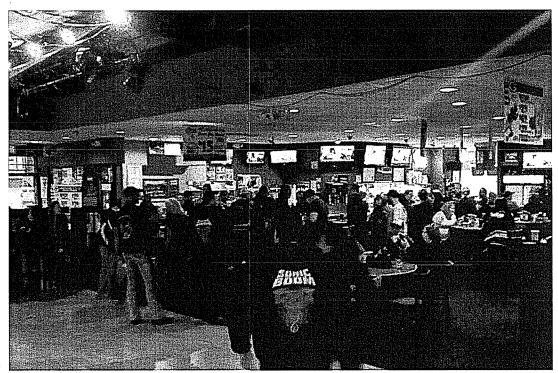
North Elevation



Meeting Room



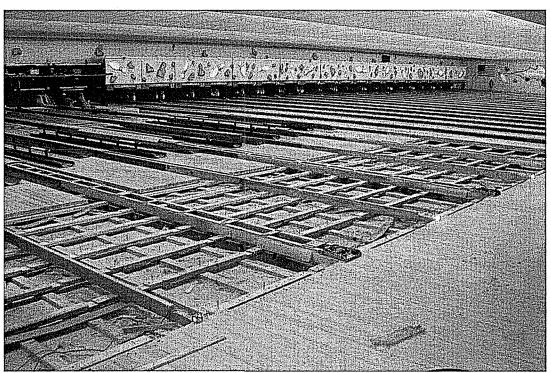
Meeting Room. Picture taken pre-closure.



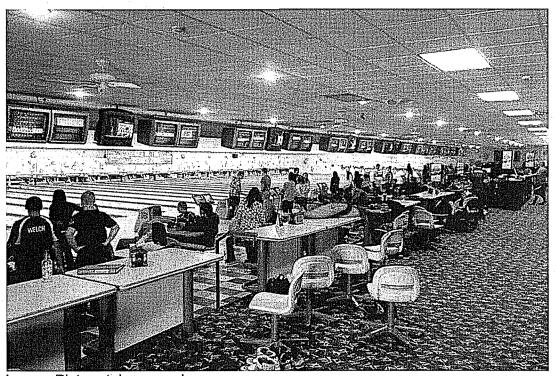
Bar Area. Picture taken pre-closure.



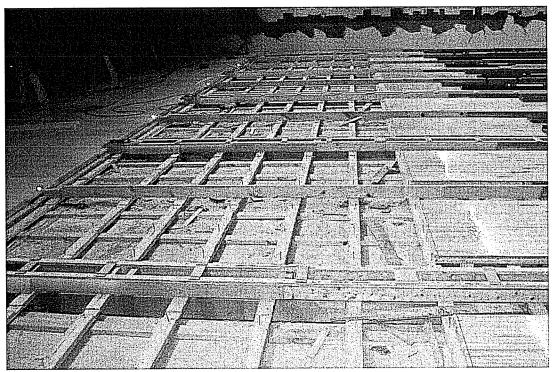
Meeting Room. Picture taken pre-closure.



Dismantled bowling lanes



Lanes. Picture taken pre-closure.



Dismantled bowling lanes



December 7th, 2016

TO: City of Madison Planning Department and Plan Commission

215 Martin Luther King Jr. Blvd

Madison WI 53701

RE: Conditional Use Application

Demolition Permit

CSM

Fields Automotive along with the Redmond Company is excited to present the concept to construct a new luxury automobile dealership for Volvo, Jaguar, and Land Rover at 506 E. Badger Road. The site is formally known as Badger Bowl. In late October, Badger Bowl closed its doors and ceased operating at this location. Today, the building and site is vacant. Although a few adjacent business continue to park vehicles at the site.

Fields Auto was founded in Evanston, IL 1971. Fields opened their current Madison location at Seybold Road in 2006 and while remaining a family owned and operated business has grown to over 30 locations. Ryan Fields, son of founder John Fields, came to Madison in 2008 and after earning his MBA at UW-Madison, remained in Madison to take over the groups Wisconsin operations and raise his family in the city of Middleton. Fields dealerships take great pride in their community involvement and with the help of the ME Fields Foundation have supported many local charities and organizations such as the Madison Symphony Orchestra, Tri 4 Schools, The Wisconsin Chamber Orchestra, The UW-Carbone Cancer Center, The Madison Museum of Contemporary Art, The Waunakee Area Soccer Club, Clean Lakes Alliance, and The Ronald McDonald House of Madison as well as being a charter partner of the Overture Center.

Like many automobile dealers throughout the nation, Fields is being required by the manufacturers to either update or construct a new facility that meets specific guidelines. The manufacturer is the driving force behind the building aesthetics, interior and exterior and overall size of the building needed. The goal of the manufacturer requirements are to shape the customer experience as they search for the perfect vehicle.

There are timeline requirements from the manufacturer. As result, demolition of the vacant bowling center is scheduled to begin in April, with construction of the new dealership to immediately follow afterward. The project schedule currently shows that Fields will be able to move in to the new store in February of 2018.

The project began with an attachment process that just concluded in late November of this year. During the attachment process, the project was presented to DAT on two occasions. The project was also presented to Alder Carter in district 14 in early October. Alder Carter then scheduled a neighborhood meeting with the Indian Springs and Capitol View neighborhood associations in early November. Response to the project has been mostly positive.

The 33,000 square foot building will house the three brands; Volvo, Jaguar, and Land Rover all under one roof. Each showroom will be represented on the exterior using manufacturer mandated exterior materials and façade proportions. In addition to the three showrooms, a central service reception area is included along with a service department and a car wash. Fields hours of operation are 7am – 8pm on Monday through Thursday. Friday, the store will close at 6pm. Saturdays are currently scheduled to be open 8am – 12pm.

Here are some additional specifications on the project:

Stall Count

Customer	32
Accessible	4
Bicycle	10
Inventory	184
Service	135

Lot Areas

Lot Coverage	84%
Impervious	184,404 sqft
Building	33,000 sqft
Green Space	33,400 sqft

Costs

Value of Land	3.5 Million
Estimated Project Costs	6.5 Million

Number of Jobs

Construction Unknown

Full Time 30+ (Most are relocating from current location)

If there is additional information that would be helpful, please don't hesitate to reach out.

Sincerely

Jerry Mortier

The Redmond Company jmortier@theredmondco.com



THE REDMOND COMPANY

W 2 2 8 N 7 4 5 W E S T M O U N D D R I V E , W A U K E S H A , W I S C O N S I N 5 3 1 8 6 - 1 7 2 5

PHONE: (262)549-9600 FAX: (262)549-1314

THE REDMOND COMPANY

PROJECT INFORMATION

AUTO GROUP MADISON

ISSUANCE AND REVISIONS

Land Use Submittal

FIELDS

Description Date

SHEET INFORMATION

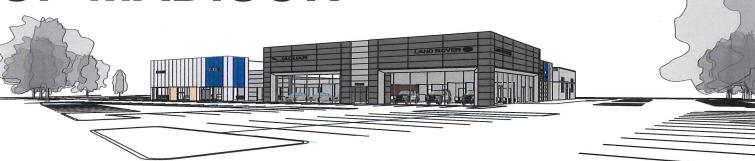
OWNERSHIP AND USE OF DOCUMENTS

16060			
12.07.16			
DRN			

G000

FIELDS AUTO GROUP MADISON

506 E BADGER ROAD MADISON, WI 53713



PROJECT TEAM

FIELDS AUTO GROUP

1901 E. Moreland

PROJECT CONTACT: Ryan Fields

P: 608.443.3600

ARCHITECT

THE REDMOND COMPANY

W228 N745 Westmound Dr

PROJECT CONTACT: Jerry Mortier

EMAIL: imortier@the

CIVIL ENGINEER

QUAM ENGINEERING

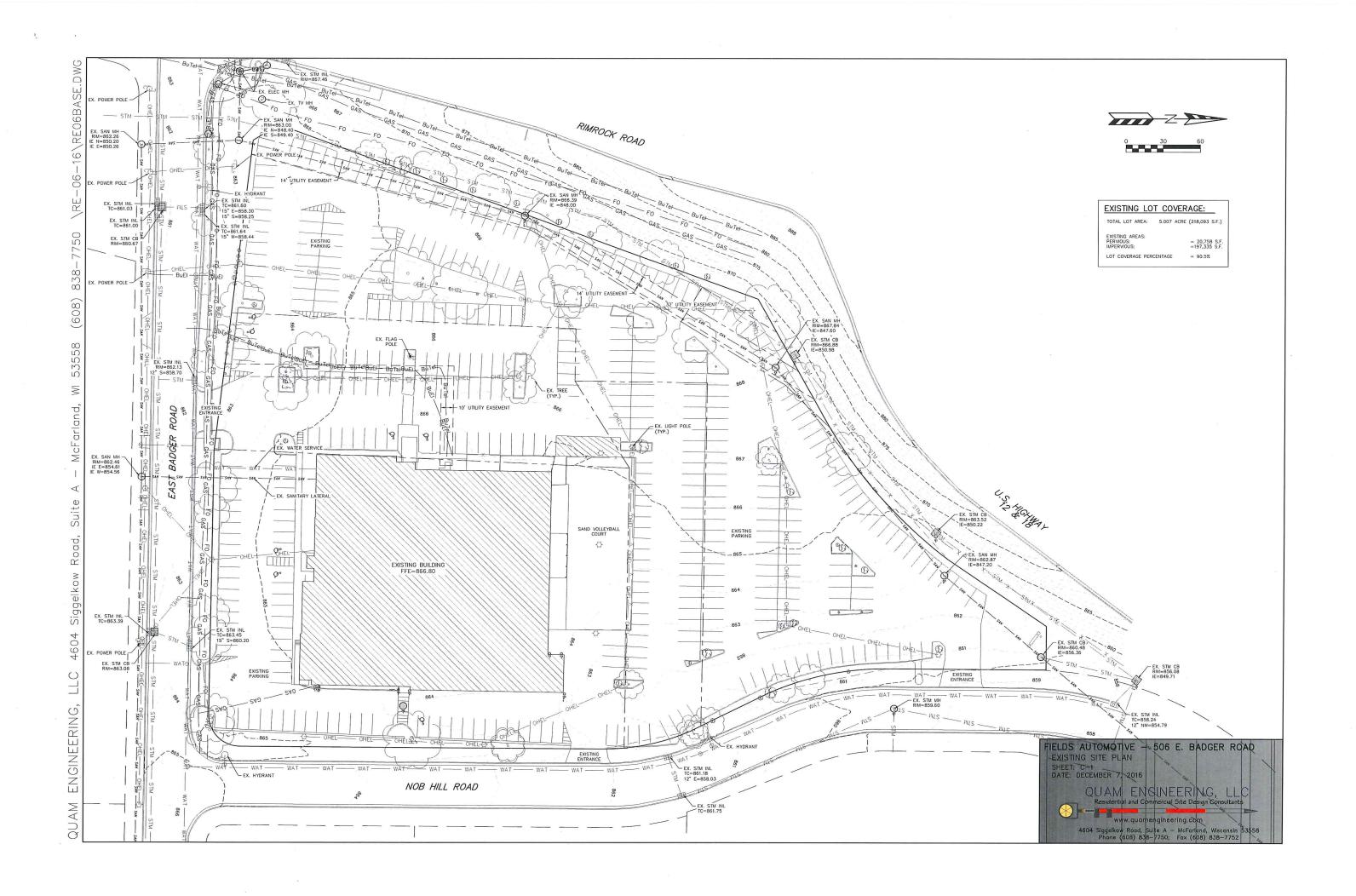
4604 Siggelkow Road, Suite A McFarland, WI 53558

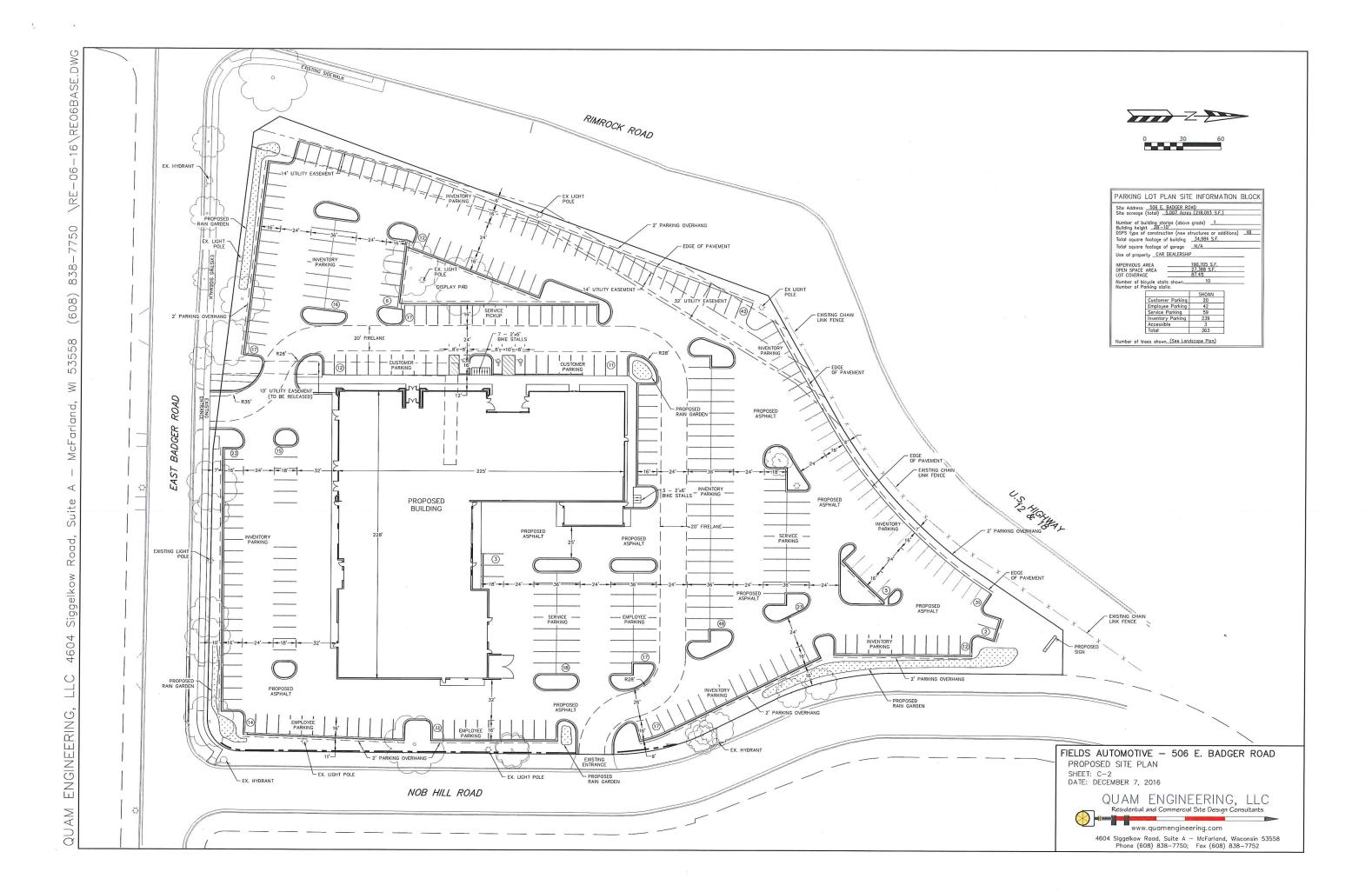
SHEET INDEX

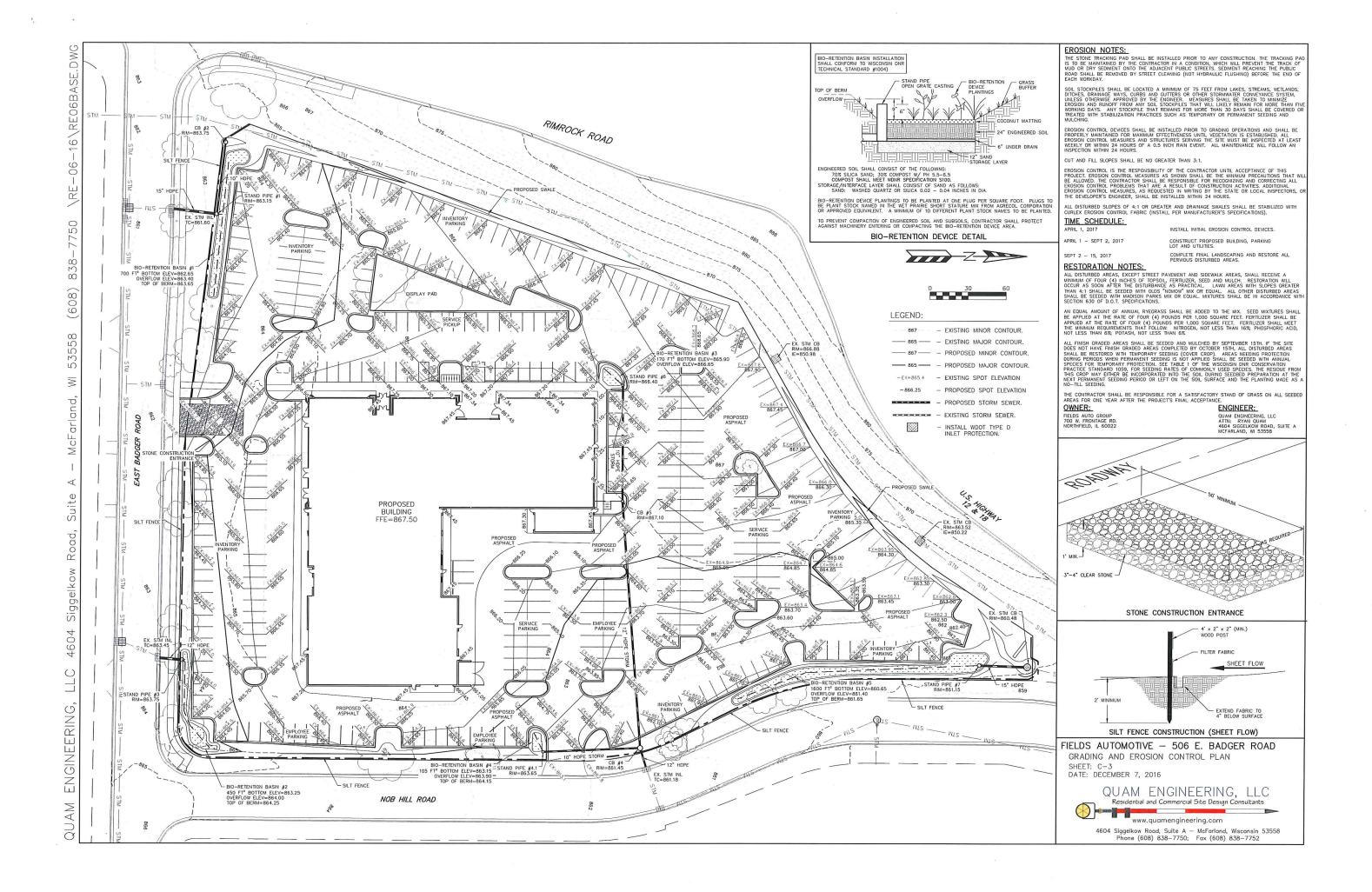
	SHEET INDEX	
GENERAL		
G000	Index	
CIVIL		
C-1	Existing Site Plan	
C-2	Proposed Site Plan	
C-3	Grading and Erosion Control Plan	
C-4	Utility and Fire Lane Plan	
C-5	Landscape Plan	
ARCHITEC A101	TURAL Floor Plans	
A200	Exterior Elevations	
	3D Exterior Elevations	

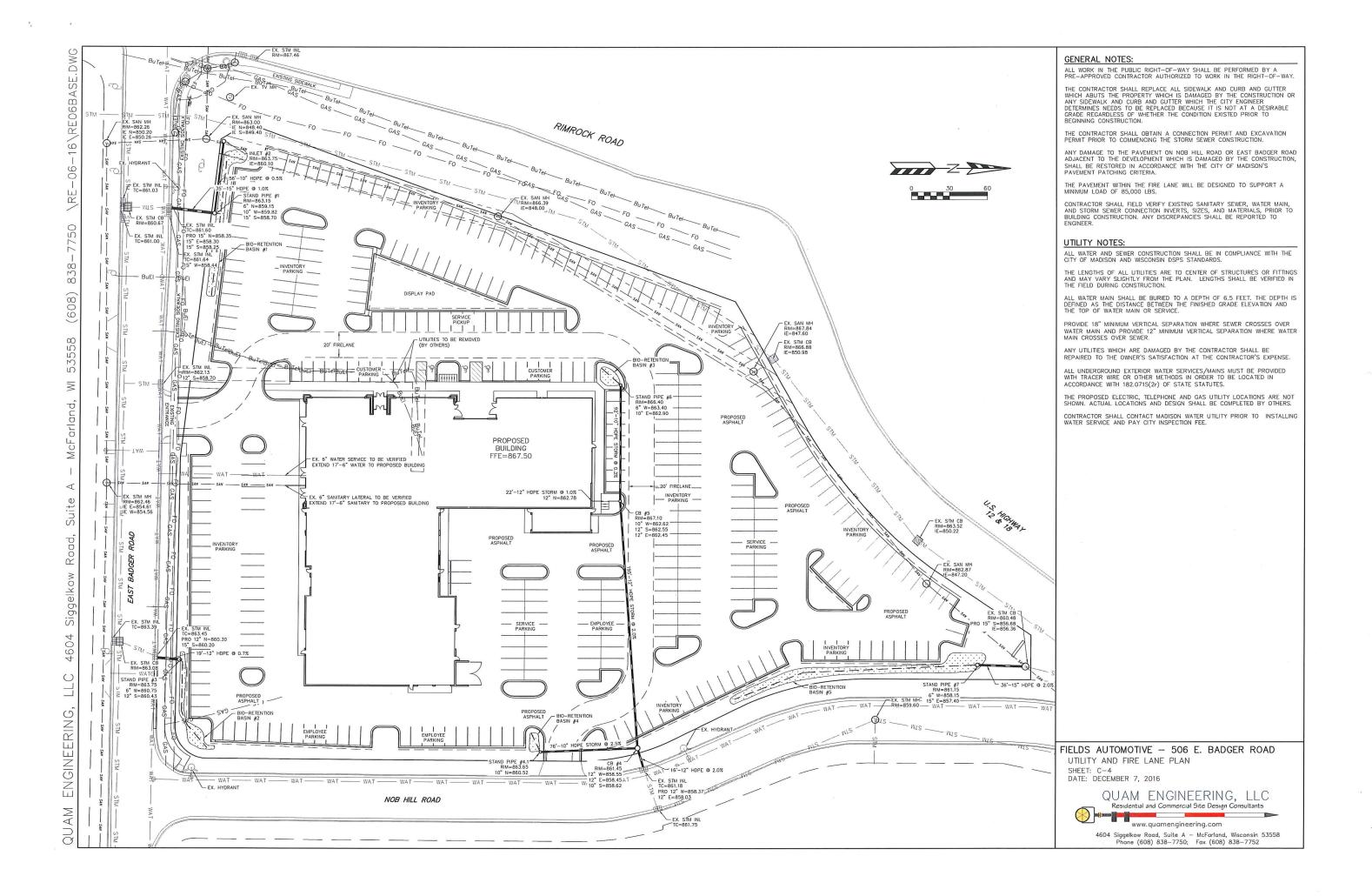
VICINITY MAP

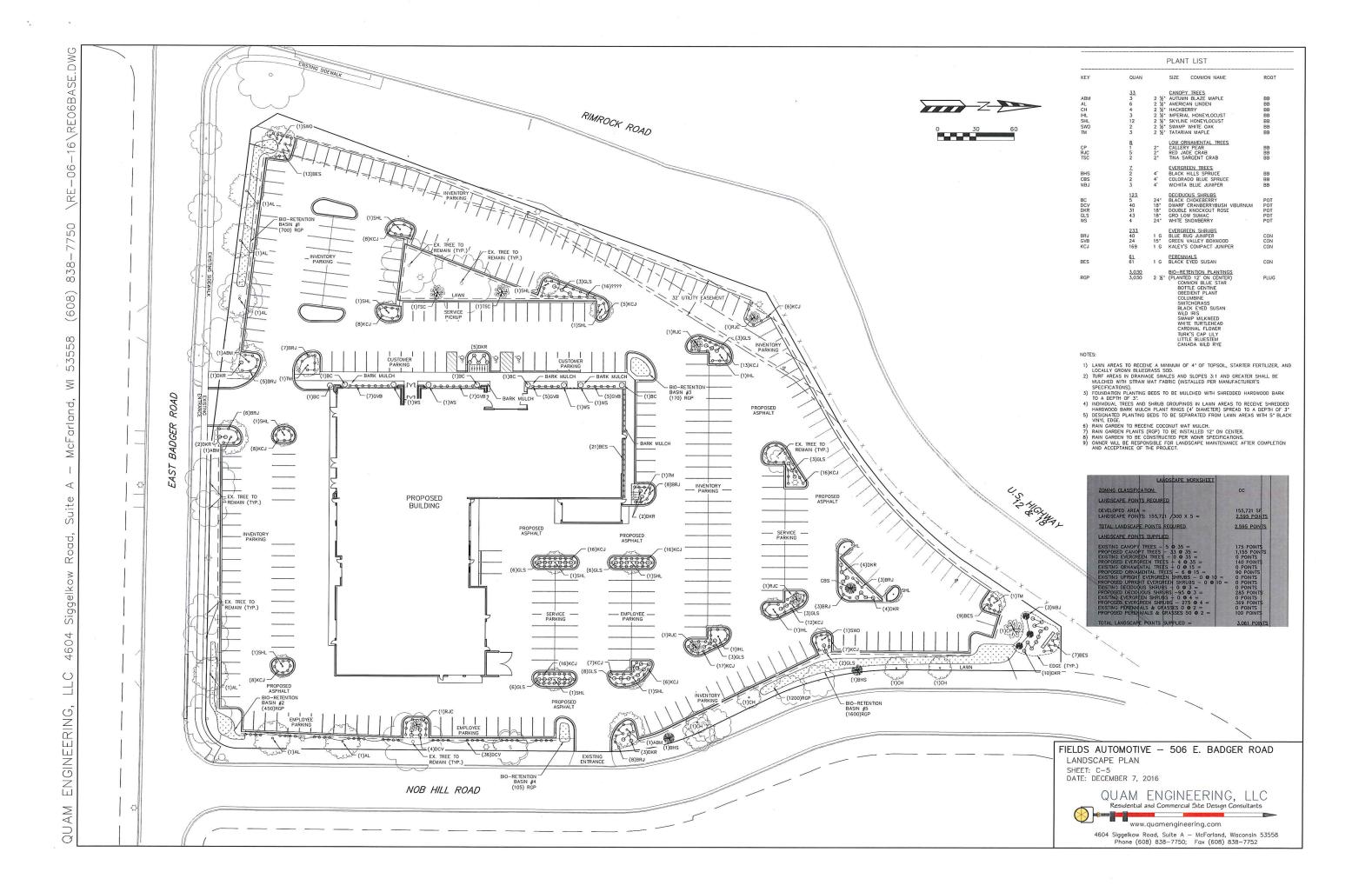


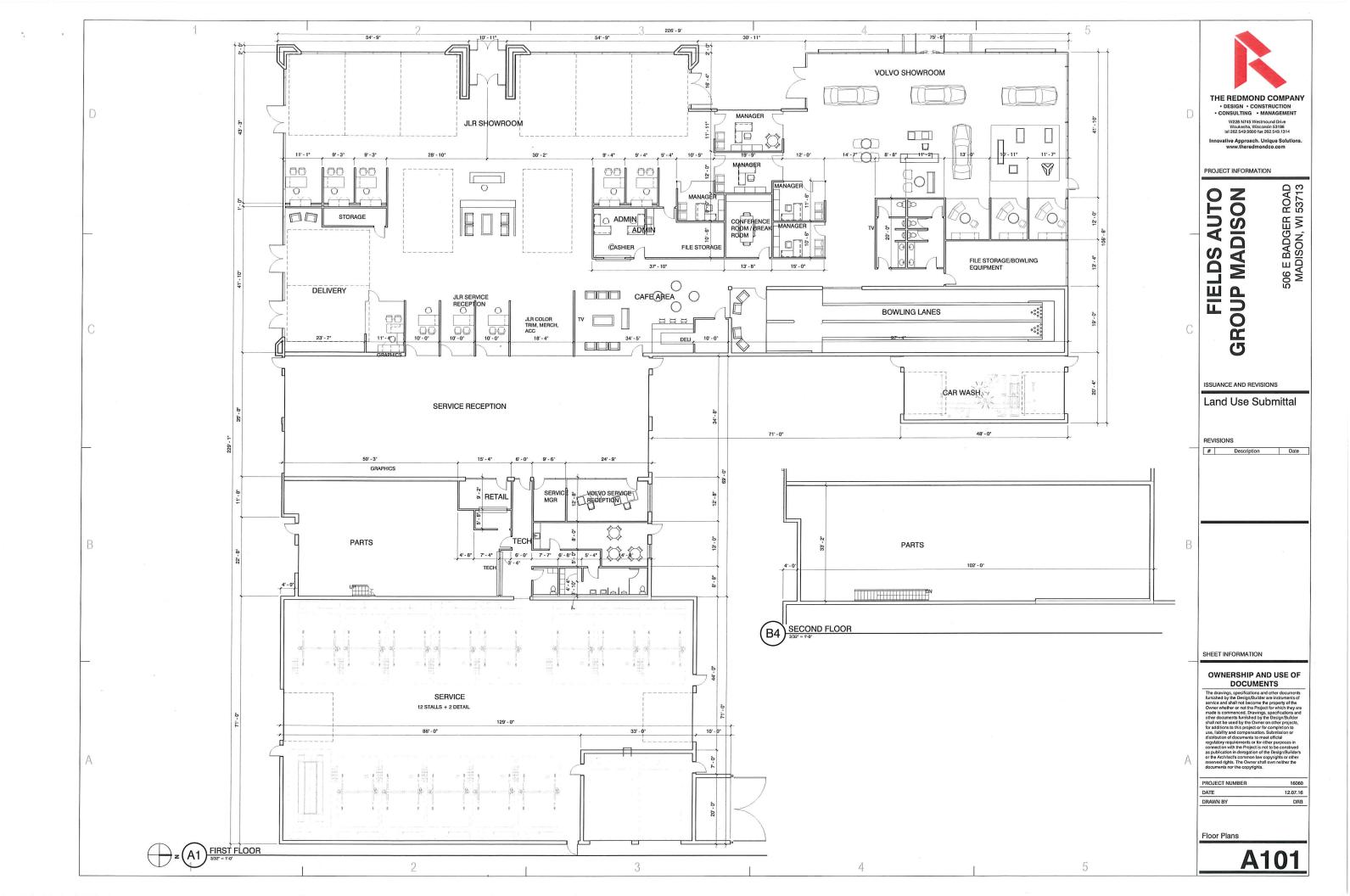






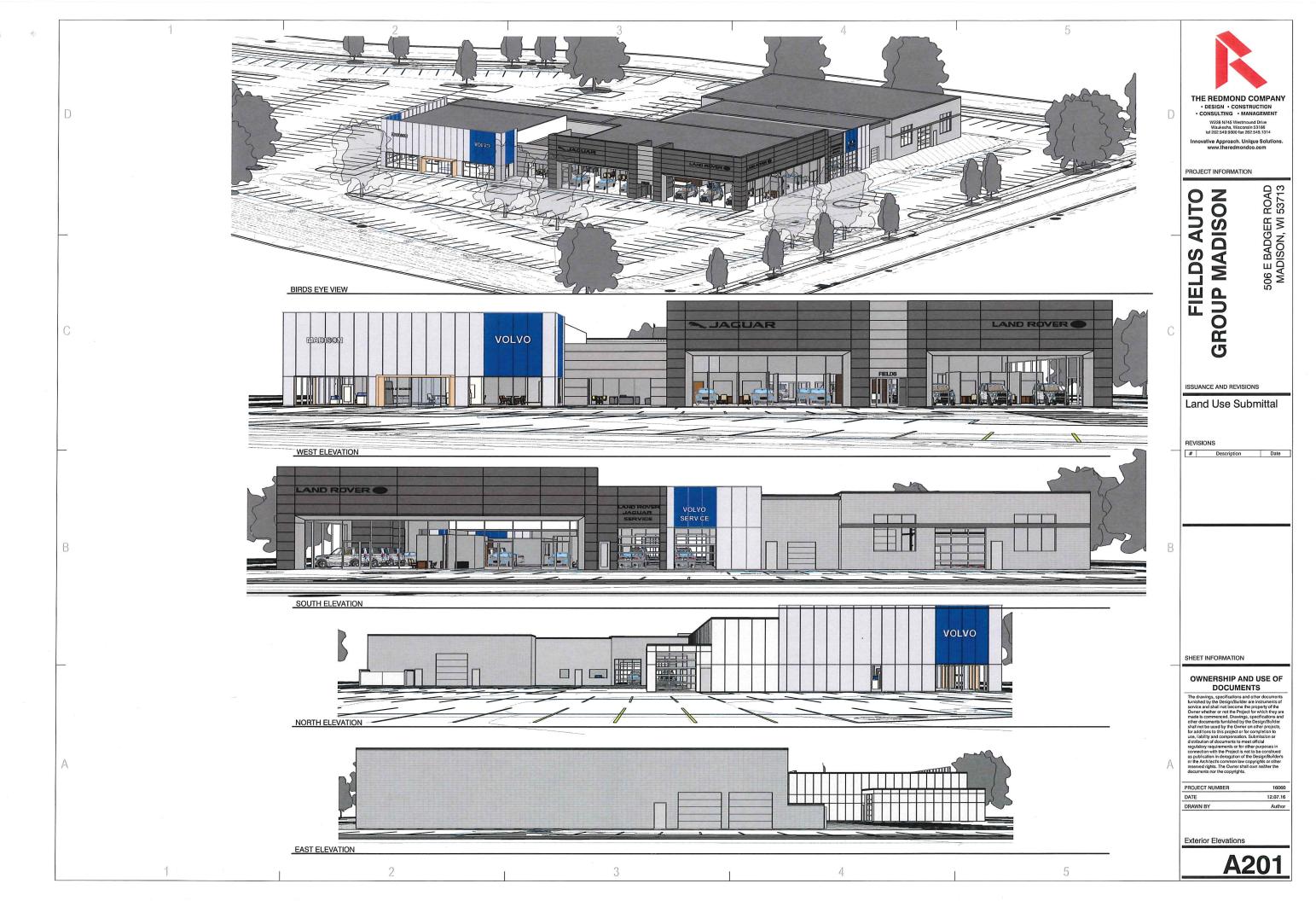


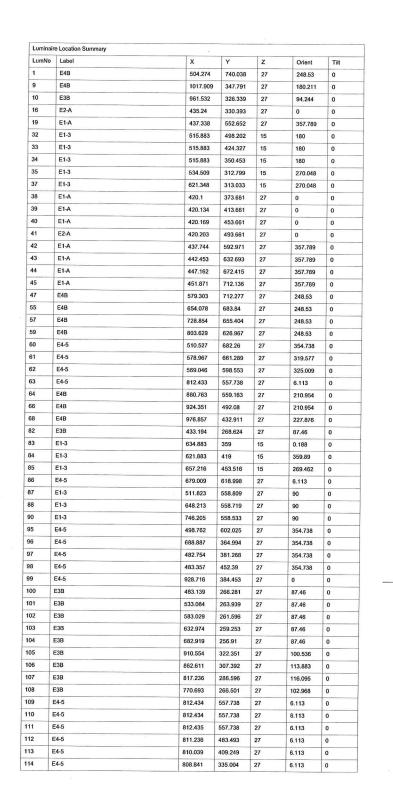




28.060 design standards measurements: 5,997 total wall area (Incl windows and doors) 1,871 window and door area 31 design standards measurements:
4126 sqft wall area x 40% = max 1650 sqft of sign area
1250 sqft actual sign area THE REDMOND COMPANY · DESIGN · CONSTRUCTION D · CONSULTING · MANAGEMENT W228 N745 Westmound Drive Waukesha, Wisconsin 53186 tel 262.549.9600 fax 262.549.1314 213' - 0' SIGN AREA Innovative Approach. Unique Solutions www.theredmondco.com - JLR SUNSHINE GRAY METTALLIC ALUMINUM COMPOSITE PANEL ~ JAGUAR LAND ROVER TRANSLUCENT GLAZING PANELS JLR CHAMPAGNE METTALLIC ALUMINUM COMPOSITE PANEL PROJECT INFORMATION VOLVO MADISON 506 E BADGER ROAD MADISON, WI 53713 T.O. STOREFRONT FIELDS AUTO GROUP MADISON "SHOP" WINDOW CLEAR GLAZING SSG CURTAINWALL FIRST FLOOR NO ACCESSORY SIGNAGE ACCESSORY SIGNAGE -(D2) WEST ELEVATION
3/32" = 1'-0" 28.060 design standards measurements 230' x 60% = min. 138' lineal ft of windows and doors = 153' actual 3329sqft wall area x 40% = max 1331 sqft of sign area = 1049 sqft actual 5,736 x 40% = min. 2,294.4 sqft of window and door area needed = 2407 sqft actual LR SERVICE SIGNAGE = 34 SQFT VOLVO SERVICE SIGNAGE = 32 SQFT TRANSLUCENT GLAZING JLR SUNSHINE GRAY METTALLIC ALUMINUM COMPOSITE PANEL — AND ROVER LAND ROVER SIGN AREA = 45 SQFT MEASURABLE LAND ROVER SIGN AREA = 1360 SQFT ISSUANCE AND REVISIONS STACKED BOND SPLIT FACE BLOCK SERVICE Land Use Submittal JLR CHAMPAGNE METTALLIC ALUMINUM COMPOSITE PANEL — REVISIONS FIRST FLOOR # Description 14' - 8" 3' - 4' 12' - 0" 76' - 11" 3'-4' 12'-0" 12' - 0" 3'-4' 8'-0" 12' - 0" C2) SOUTH ELEVATION STREET FACING B B TRANSLUCENT GLAZING VOLVO-VOLVO SIGN AREA = 25.23 SQFT MEASURABLE AREA = 2130 SQFT STACKED BOND SPLIT FACE BLOCK DELIVERY BAY COMPOSITE PANEL
GATE FACING B2 NORTH ELEVATION SHEET INFORMATION OWNERSHIP AND USE OF DOCUMENTS T.O. WALL 128' - 10" STACKED BOND SPLIT FACE BLOCK EIFS FIRST FLOOR EAST ELEVATION (A2)Exterior Elevations **A200**

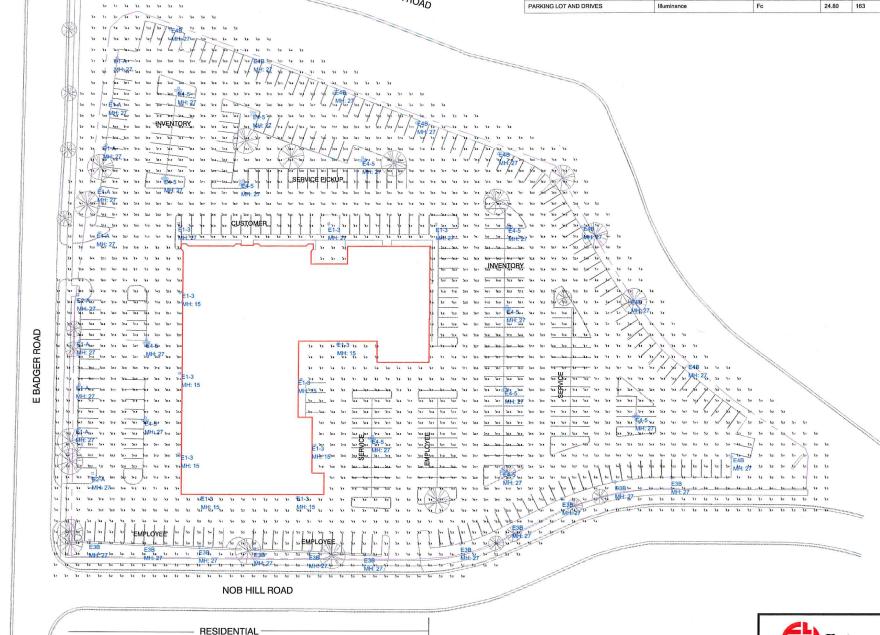
PROJECT NUMBER	16060		
DATE	12.07.16		
DRAWN BY	мтн		





Luminaire Schedule							
Qty	Label	Arrangement	Lum. Lumens	Lum. Watts	LLF	Description	
11	E1-3	SINGLE	10430	134.2	0.900	CREE + (1) ARE-EHO-3M-DM-24-E-UL-1000-40K	
2	E2-A	TWIN	69320	851	0.900	CREE + (2) ARE-EHO-AF-DM-24-E-UL-1000-40K	
16	E4-5	4 @ 90 DEGRE	64539	851	0.900	CREE + (4) ARE-EHO-5M-DM-24-E-UL-1000-40K	
8	E1-A	SINGLE	69320	851	0.900	CREE + (2) ARE-EHO-AF-DM-24-E-UL-1000-40K	
11	E3B	SINGLE	7998	131.9	0.900	CREE + (1) ARE-EHO-3MB-DM-24-E-UL-1000-40K	
9	E4B	SINGLE	9015	132.8	0.900	CREE + (1) ARE-EHO-4MB-DM-24-E-UL-1000-40K	

Calculation Summary								
Label	CalcType	Units	Avg	Max	Min	Avg/Min	Max/Min	
SITE	Illuminance	Fc	19.82	163	0.0	N.A.	N.A.	
PARKING LOT AND DRIVES	Illuminance	Fc	24.80	163	0.6	41.33	271.67	



Enterprise Lighting LTD

FIELD'S JAGUAR/VOLVO MADISON, WISCONSIN

LIGHTING PLAN

NOV. 30, 2015 1" = 40'-0"

40'-0" E1