



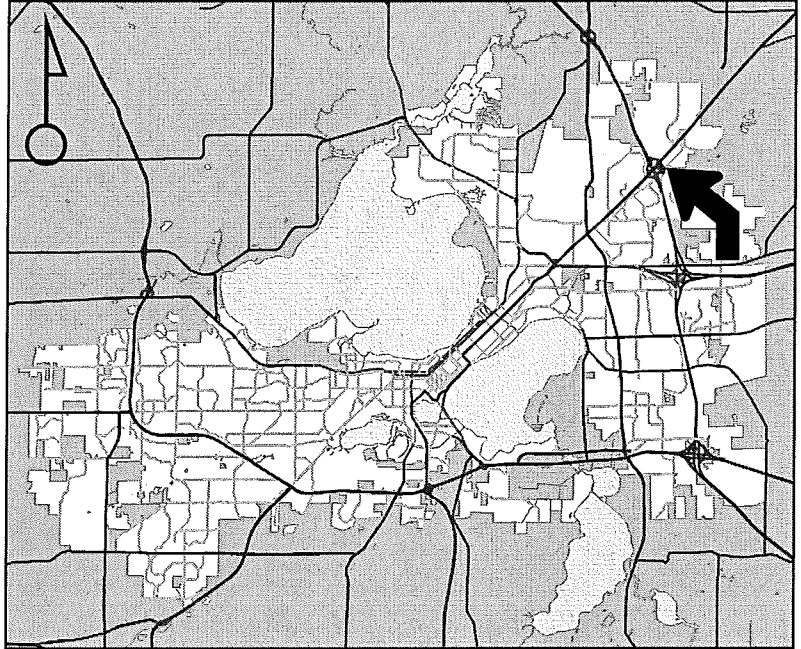
Location  
 5202 High Crossing Boulevard  
 Project Name  
 East Gate Cinema Parking Lot Use

Applicant  
 B&G Realty, LLC/Stephanie Noel-  
 Russ Darrow Group, Inc.

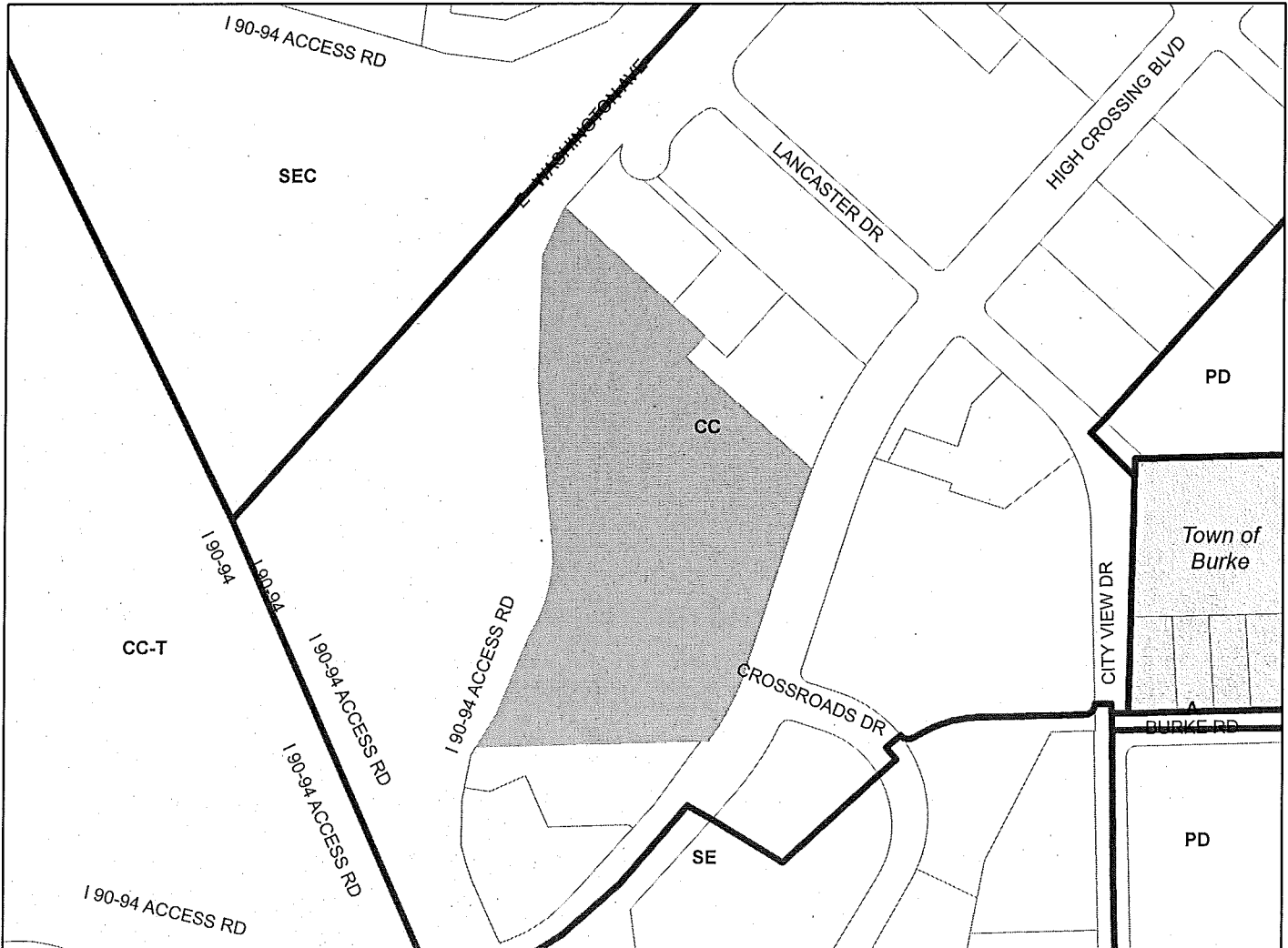
Existing Use  
 Surface parking lot

Proposed Use  
 Allow existing parking lot to be used  
 as a private parking facility

Public Hearing Date  
 Plan Commission  
 20 February 2017

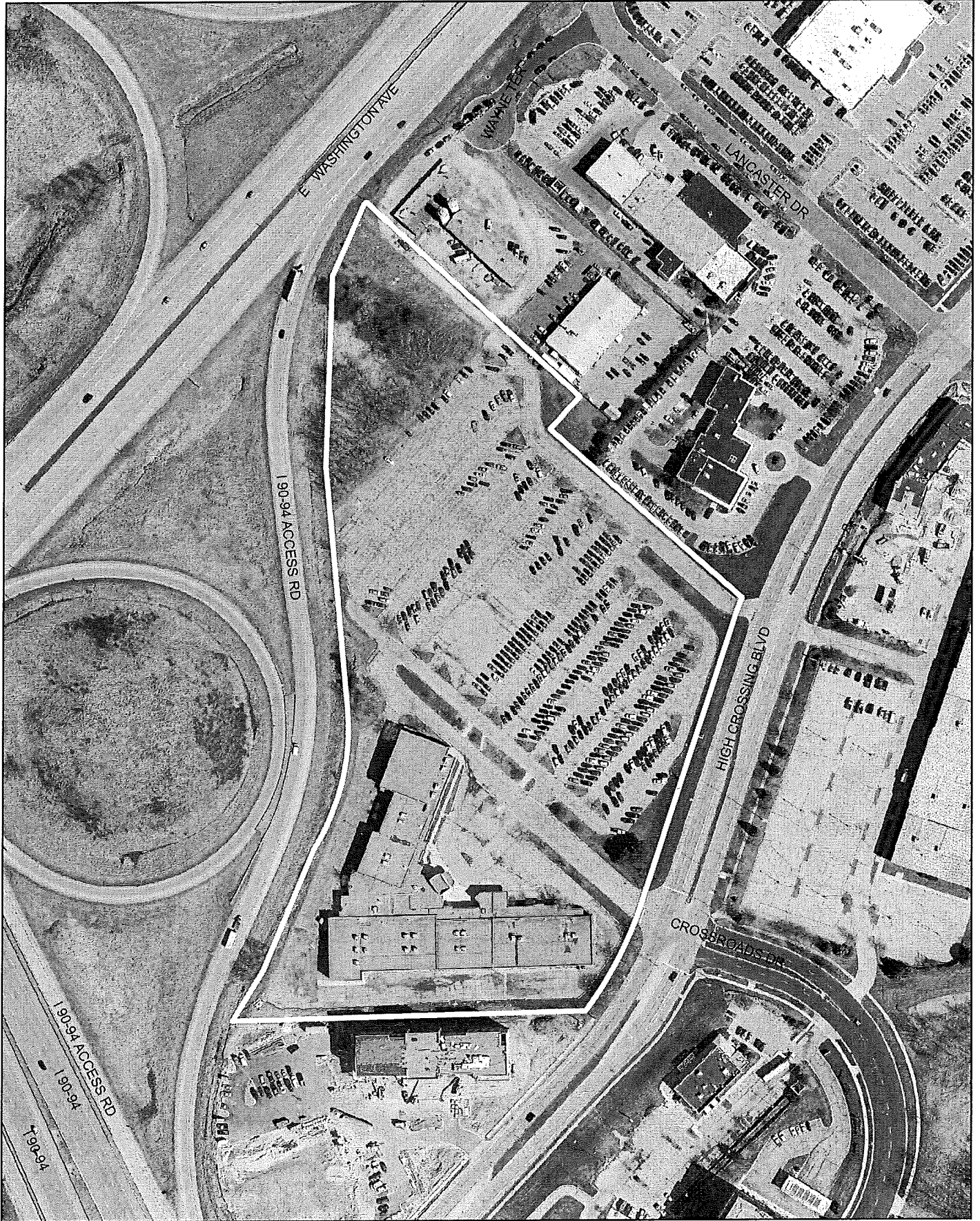


For Questions Contact: Jessica Vaughn at: 267-8733 or [jvaughn@cityofmadison.com](mailto:jvaughn@cityofmadison.com) or City Planning at 266-4635



Scale : 1" = 400'

City of Madison, Planning Division : PPE : Date : 15 February 2017





# LAND USE APPLICATION

CITY OF MADISON

215 Martin Luther King Jr. Blvd; Room LL-100  
PO Box 2985; Madison, Wisconsin 53701-2985  
Phone: 608.266.4635 | Facsimile: 608.267.8739

- All Land Use Applications should be filed with the Zoning Administrator at the above address.
- The following information is required for all applications for Plan Commission review except subdivisions or land divisions, which should be filed using the Subdivision Application.
- This form may also be completed online at:  
[www.cityofmadison.com/developmentcenter/landdevelopment](http://www.cityofmadison.com/developmentcenter/landdevelopment)

FOR OFFICE USE ONLY:	
Amt. Paid	<u>\$600</u> , Receipt No. <u>024323-0006</u>
Date Received	<u>12/16/16</u>
Received By	<u>[Signature]</u>
Parcel No.	<u>0810-224-6306-8</u>
Aldermanic District	<u>17 - Baldeh</u>
Zoning District	<u>CC</u>
Special Requirements	_____
Review Required By:	
<input type="checkbox"/> Urban Design Commission	<input type="checkbox"/> Plan Commission
<input type="checkbox"/> Common Council	<input type="checkbox"/> Other: _____

Form Effective: February 21, 2013

1. Project Address: 5202 High Crossing Blvd, Madison, WI 53718  
 Project Title (if any): East Gate Cinema Parking Lot Use

2. This is an application for (Check all that apply to your Land Use Application):

- Zoning Map Amendment from \_\_\_\_\_ to \_\_\_\_\_
- Major Amendment to Approved PD-GDP Zoning       Major Amendment to Approved PD-SID Zoning
- Review of Alteration to Planned Development (By Plan Commission)
- Conditional Use, or Major Alteration to an Approved Conditional Use
- Demolition Permit
- Other Requests: \_\_\_\_\_

**CITY OF MADISON**  
 DEC 16 2016  
 Planning & Community  
 & Economic Development

3. Applicant, Agent & Property Owner Information:

Applicant Name: Phil Harrington Company: Russ Darrow Madison, LLC  
 Street Address: 5234 High Crossing Blvd City/State: Madison, WI Zip: 53718  
 Telephone: (262) 250-9600 Fax: (262) 253-7554 Email: phil.harrington@rusddarrow.com

Project Contact Person: Stephanie Noel Company: Russ Darrow Group, Inc  
 Street Address: W133 N8569 Executive Pkwy. City/State: Menomonee Fall, WI Zip: 53051  
 Telephone: (262) 253-7548 Fax: (262) 253-7554 Email: steph.noel@rusddarrow.com

Property Owner (if not applicant): B&G Realty, LLC  
 Street Address: 100 . Wisconsin Ave City/State: Milwaukee, WI Zip: 53202

4. Project Information:

Provide a brief description of the project and all proposed uses of the site: use of empty lot for additional parking space

Development Schedule: Commencement \_\_\_\_\_ Completion ongoing

**5. Required Submittal Information**

All Land Use applications are required to include the following: \* *land use summary table*

**Project Plans including:**\*

- Site Plans (fully dimensioned plans depicting project details including all lot lines and property setbacks to buildings; demolished/proposed/altere 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)

*applicant what is existing combining w/ site plan*

Provide collated project plan sets as follows: *32 copies 11" x 17"*

- ~~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 1/2 X 11-inch paper

\* For projects requiring review by the Urban Design Commission, provide *Fourteen (14) additional 11x17 copies* of the plan set. In addition to the above information, all 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 bring samples of exterior building materials and color scheme to the Urban Design Commission meeting.

**Letter of Intent:** Provide one (1) Copy per Plan Set describing this application in detail including, but not limited to:

*32 copies*

- |   |  |  |
|---|--|--|
| • Project Team                                | • Building Square Footage                                  | • Value of Land  |
| • Existing Conditions                         | • Number of Dwelling Units                                 | • Estimated Project Cost                                     |
| • Project Schedule                            | • <u>Auto and Bike Parking Stalls</u>                      | • Number of Construction & Full-Time Equivalent Jobs Created |
| • Proposed Uses (and ft <sup>2</sup> of each) | • <u>Lot Coverage &amp; Usable Open Space Calculations</u> | • Public Subsidy Requested                                   |
| • Hours of Operation                          |  |  |

**Filing Fee:** Refer to the Land Use Application Instructions & Fee Schedule. Make checks payable to: *City Treasurer. \$600.00*

**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**

**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:

→ If a waiver has been granted to this requirement, please attach any correspondence to this effect to this form.

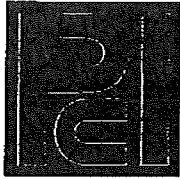
**Pre-application Meeting with Staff:** Prior to preparation of this application, the applicant is required to discuss the proposed development and review process with Zoning and Planning Division staff; note staff persons and date.

Planning Staff: JLV Date: 7/22/16 Zoning Staff: Jenny Kirungather Date: 7/22/16

The applicant attests that this form is accurately completed and all required materials are submitted:

Name of Applicant Russ Darrow Madison, LLC Relationship to Property: Grantee

Authorizing Signature of Property Owner [Signature] Date 12/05/2016



## PROFESSIONAL CONSULTANTS, INC.

300 Cottonwood Avenue, Suite 7 - Hartland, Wisconsin 53029

January 3<sup>rd</sup>, 2017 / Revised February 14, 2017

City of Madison  
Plan Commission

RE: Land Use Application – Proposed Parking in Existing Parking Lot  
5202 High Crossing Blvd.  
City of Madison, WI

Dear Plan Commission,

Please find enclosed a Land Use Application for 5202 High Crossing Blvd. I, Chad Kemnitz, Professional Consultants, Inc. – representing the Russ Darrow Group, is requesting to be placed on the February 6, 2017 Plan Commission Meeting. I have contacted District 17 Alder Samba Baldeh via email and USPS mail. I have included his email approval for this matter to move forward.

The Land Use Application requests to park automobile inventory on the existing parking lot at the Closed East Gate Cinema at 5202 High Crossing Blvd. No changes to the existing site plan are included with this application. The existing site lighting, paving and landscaping will remain.

The owner of the property B & G Realty, LLC 100 Wisconsin Ave., Milwaukee, WI, has the property for sale, however, progress to find a buyer is slow. The Russ Darrow Group operates the Mazda dealership, 5234 High Crossing Blvd, and the Chrysler Jeep Dodge Ram Dealership at 3502 Lancaster Drive and is looking for additional inventory parking spaces, so an agreement was made. The Russ Darrow Group would like to park excess inventory on the shuttered East Gate Cinema property.

No changes are planned for the site. The parking lot and landscaping will remain as previously approved. I have included the previously approved site and landscape plans.

The number of trips in and out of the 5202 High Crossing, East Gate Cinema property is minimal and considerably less than an operating Cinema.

Please find answers to Planning Staff Questions:

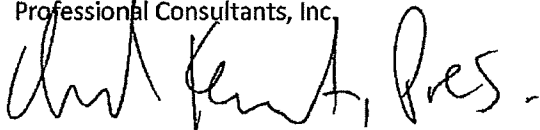
Note: the 5202 High Crossing property will be referred to as "lot".

- 1) Staff - Will customers be on the lot? The parking lot is not for customers. Customers not to be on the auxiliary lot. Parking lot will be used to store vehicles.
- 2) Staff – How many daily trips are made between the lot and the dealership? The number of daily trips between the lot and our dealership is minimal – approximately ten. Only as required. The lot is for storage of vehicles.
- 3) Staff – Are vehicles shuffled between the lot and the dealership? The lot is used for excess vehicles. Russ Darrow Employees replace display vehicles from the lot to the dealership as they are sold (vehicles are not "shuffled" back and forth).

- 4) Staff – How is new inventory delivered? Both customer and manufacturer transport deliveries happen at the dealership. No transport deliveries at the lot.
- 5) Staff – Is a pedestrian access planned? A formal pedestrian connection is not necessary in our estimation and is not part of our plan. Russ Darrow employees easily and safely walk to the auxiliary lot today. There is no grade change between the properties.
- 6) Staff – Is a vehicle access planned? A formal vehicular connection is not necessary in our estimation and is not part of our plan. The minimal amount of vehicular cross traffic that occurs today, is easily and safely done on High Crossing Blvd.
- 7) Staff – Will there be a cross access agreement? There will no cross access easement between the properties.
- 8) Staff – How long will this configuration be in place? The private parking will last until the 5202 High Crossing Blvd property is sold or additional lot space is no longer needed.
- 9) Staff – What happens to the vehicle storage when the site is redeveloped? Russ Darrow will reduce and/or relocate inventory.
- 10) Staff – Does Russ Darrow intend to purchase the property? Russ Darrow Group does not intend to purchase the property at this time.
- 11) Staff – Is a sidewalk connection along High Crossing Blvd. feasible? A sidewalk connection is not planned as part of this proposal.

Please contact me with any questions.

Sincerely,  
Professional Consultants, Inc.



Chad Kemnitz, President



**PROFESSIONAL CONSULTANTS, INC.**

300 Cottonwood Avenue, Suite 7 · Hartland, Wisconsin 53029

January 3<sup>rd</sup>, 2017

City of Madison  
Plan Commission

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Please contact me with any questions.

Sincerely,  
Professional Consultants, Inc.

A handwritten signature in black ink that reads "Chad Kemnitz". The signature is written in a cursive, flowing style.

Chad Kemnitz, President

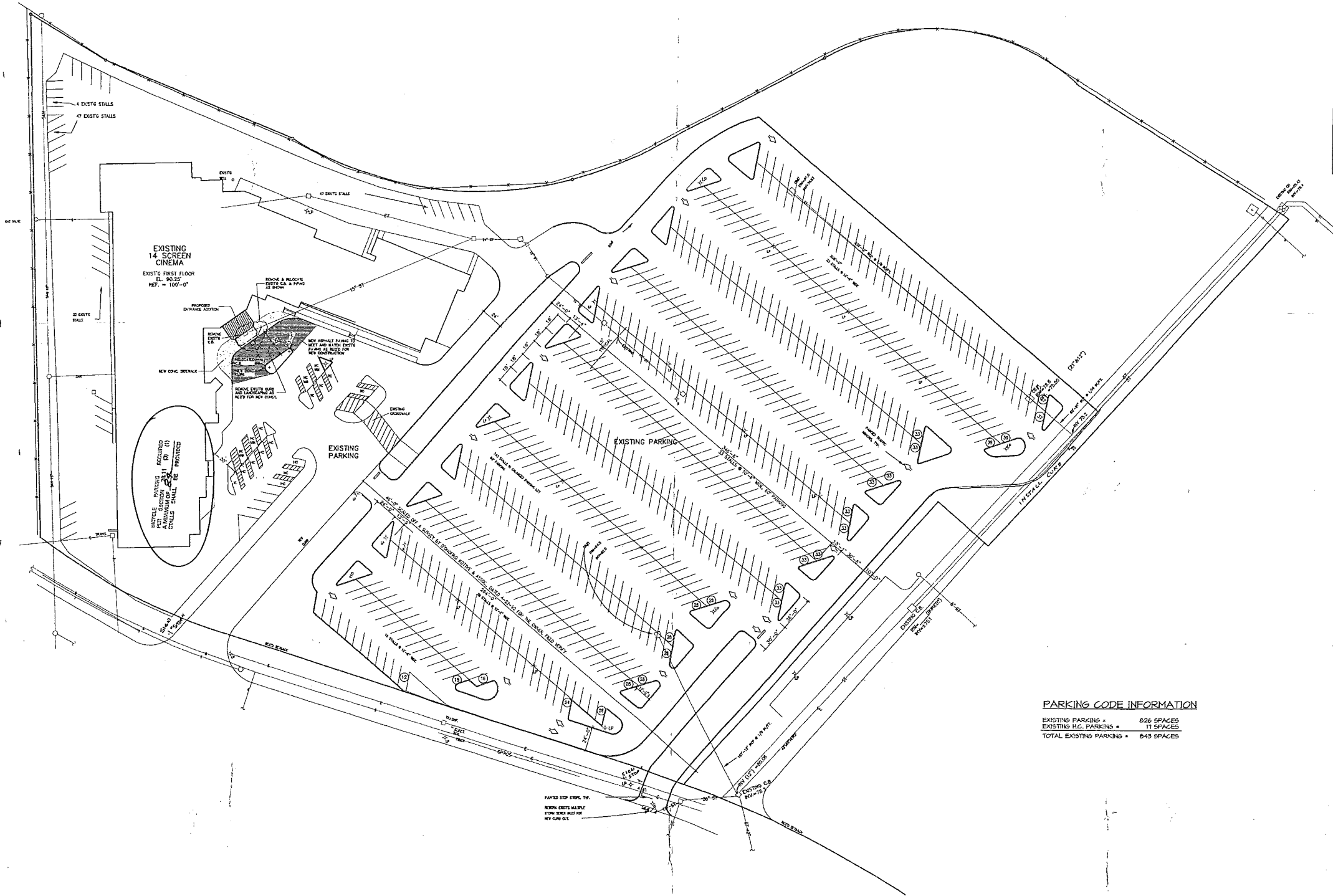
5202 High Crossing Blvd.  
1-10-01

**SCHROEDER and HOLL ARCHITECTS LTD.**  
744 N. BROADWAY MILWAUKEE, WI 53202  
PHONE 414.276.1760  
FAX 414.276.1764  
Email schh@ezpc.com

Entrance Addition to Eastgate Cinema  
5202 High Crossing Blvd.  
Madison, Wisconsin

**M** Marcus Theatres Corporation  
250 E. Wisconsin Milwaukee, WI

INDEX TO DRAWINGS	
SP -	SITE PLAN
1 -	COMPOSITE FLOOR PLAN AND SCHEDULES
2 -	FLOOR PLANS, ELEVATIONS
3 -	SECTIONS AND DETAILS



**PARKING CODE INFORMATION**  
EXISTING PARKING = 826 SPACES  
EXISTING H.C. PARKING = 11 SPACES  
TOTAL EXISTING PARKING = 843 SPACES

**SITE PLAN**  
1" = 40'-0"



Plan/Parking Facility Approval			
Project	5202 High Crossing Blvd	Sheet	
Contractor	Rongee Dr. Hips (414) 276-1760	Date	
Design	Schroeder and Holl	Date	11/11/01
Checked		Date	11/11/01
Drawn		Date	11/11/01

11-21-00 PRINTED FOR STATE APPROVAL

**SITE PLAN**

SCALE AS NOTED

No.	Date	Revision Description

Job No. 2301 Sheet  
Date 11-21-00  
Drawn by JCC  
Checked by JCC

**SP**

UNLESS OTHERWISE NOTED, ALL DIMENSIONS AND NOTES ARE TO BE TAKEN FROM THE LATEST REVISION TO THESE PLANS.



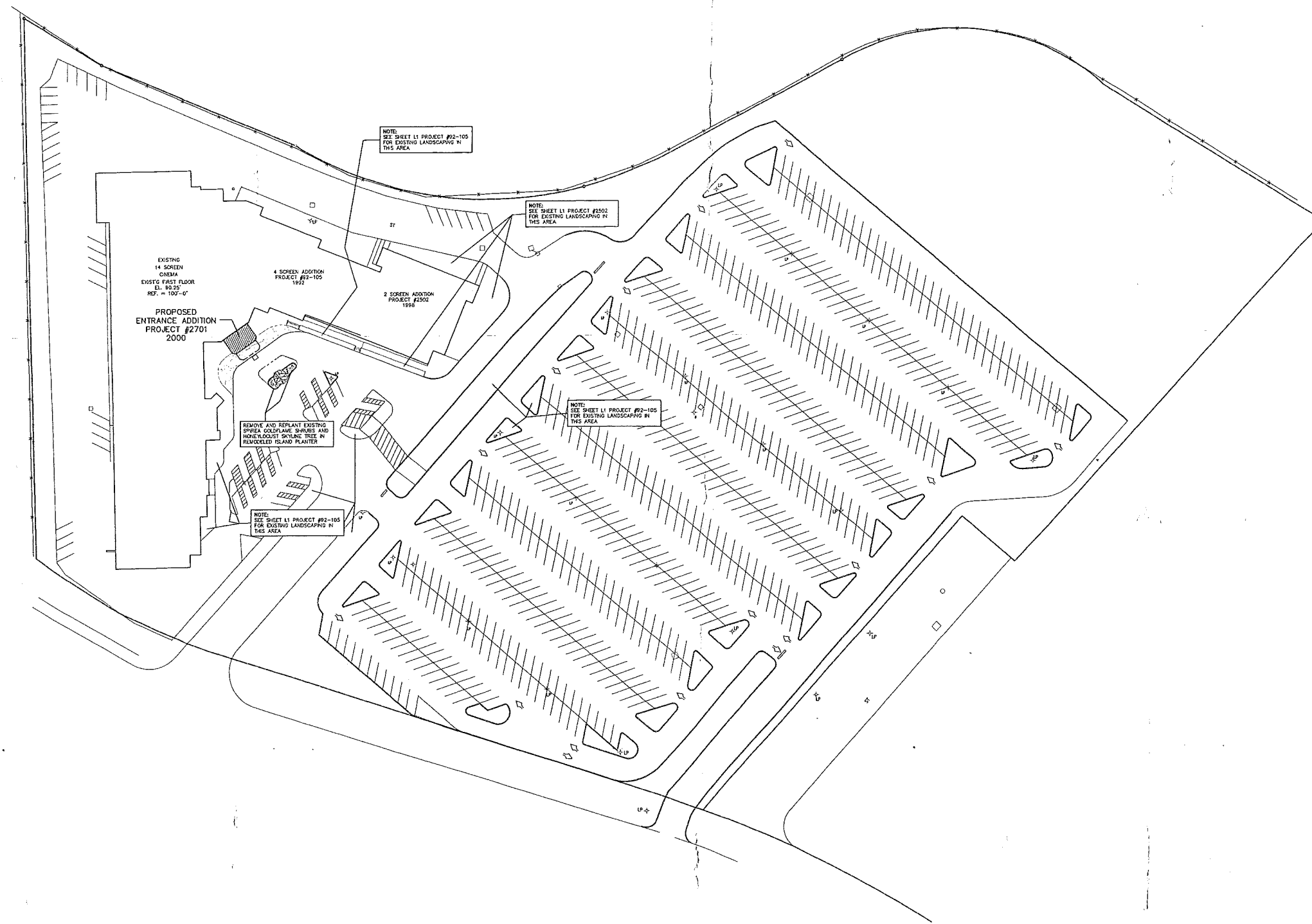
**SCHROEDER and HOLT ARCHITECTS LTD.**  
 744 N. BROADWAY  
 MILWAUKEE, WI 53202  
 PHONE 414.276.1760  
 FAX 414.276.1764  
 Email sch@esq.com

Entrance Addition to  
 Eastgate Cinema  
 5202 High Crossing Blvd.  
 Madison, Wisconsin

**M** Marcus Theatres  
 Corporation  
 260 E. Wisconsin  
 Milwaukee, WI

**INDEX TO DRAWINGS**

LI-CURRENT LANDSCAPE PLAN
LI-PREVIOUS 2-SCREEN ADD. LANDSCAPE PLAN
LI-PREVIOUS 4-SCREEN ADD. LANDSCAPE PLAN



LANDSCAPE PLAN  
 1" = 40'-0"



**LANDSCAPE PLAN**

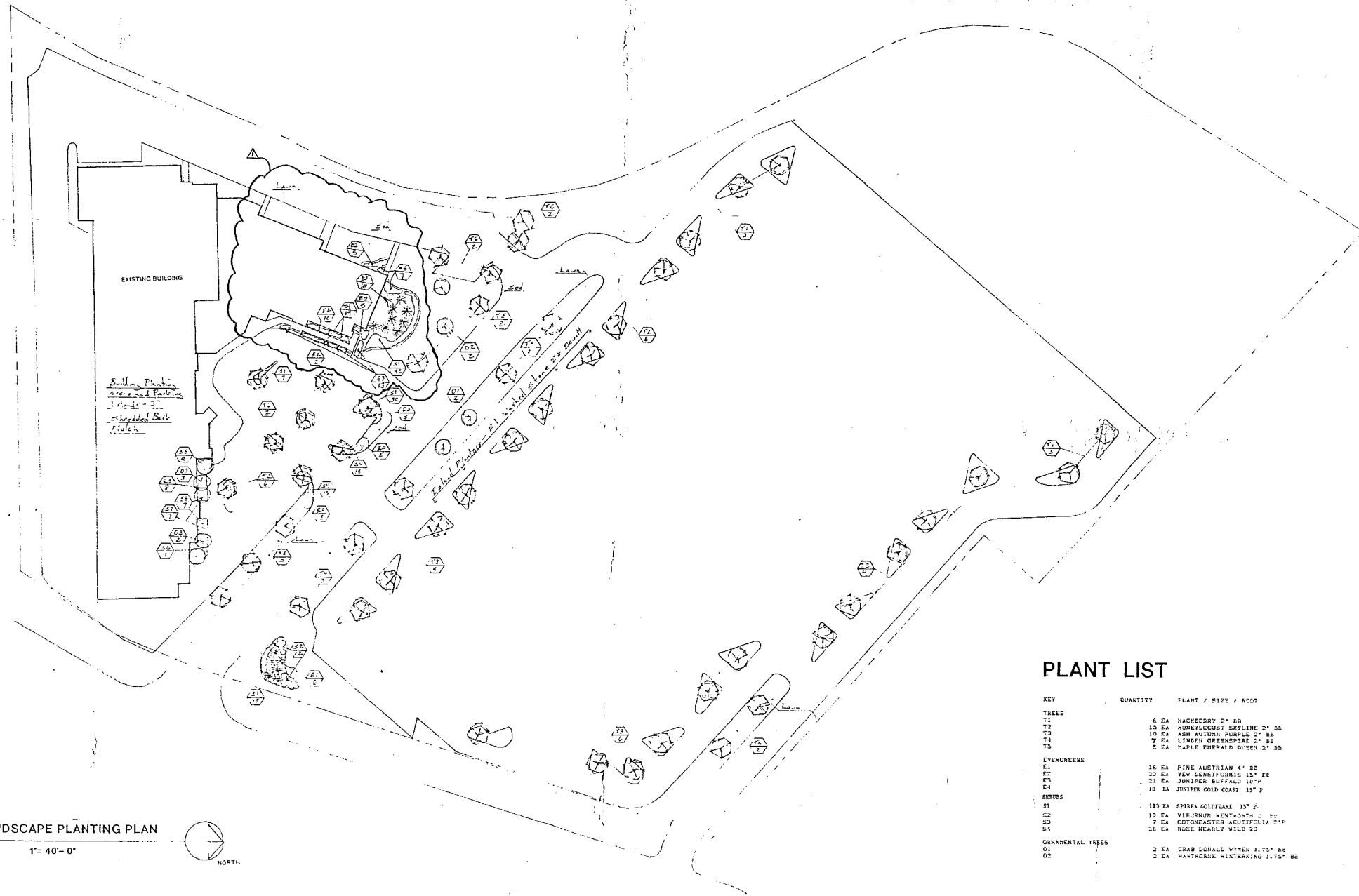
SCALE AS NOTED

No.	Date	Revision Description

Job No. 2701  
 Date 12-28-00  
 Drawn by JXX  
 Checked by JXX

**L1**

UNLESS OTHERWISE SPECIFIED, ALL DIMENSIONS ARE IN FEET AND INCHES. DIMENSIONS ARE TO FACE UNLESS OTHERWISE NOTED.



### PLANT LIST

KEY	QUANTITY	PLANT / SIZE / ROOT
<b>TREES</b>		
T1	6 EA	HACKBERRY 2" BB
T2	10 EA	WONETLOCUST 2" BB
T3	10 EA	ASH ACUTUM PURPLE 2" BB
T4	7 EA	LINDEN GREENSPIRE 2" BB
T5	1 EA	MAPLE EMERALD QUEEN 2" BB
<b>EVERGREENS</b>		
E1	16 EA	PINE AUSTRIAN 4" BB
E2	20 EA	YEW DENIFORMIS 15" BB
E3	21 EA	JUNIPER BUFFALO 15" BB
E4	10 EA	JUNIPER COIN COAST 15" P
<b>SHRUBS</b>		
S1	110 EA	SPIREA GOLDFLAME 15" P
S2	10 EA	YEUDEUM WENT-ON 15" BB
S3	7 EA	COTONEASTER ACUTIFOLIA 2" P
S4	26 EA	ROSE HEASLY WILD 20
<b>ORNAMENTAL TREES</b>		
O1	2 EA	CRAB DONALD WYEN 1.75" BB
O2	2 EA	HANTHERNE WINTERING 1.75" BB
<b>EXISTING PLANT MATERIAL</b>		
<b>TREES</b>		
T6	4 EA	ASH 4-6"
T7	2 EA	MAPLE 4-6"
<b>EVERGREENS</b>		
E5	10 EA	YEW
<b>SHRUBS</b>		
S5	4 EA	COTONEASTER
S6	2 EA	PURPLE LEAF SANDY GREENY
S7	7 EA	HYDRANGEA
S8	7 EA	SPIREA
<b>ORNAMENTAL TREES</b>		
O3	5 EA	NEPOUT PLUM 2-3"

ALL PLANT MATERIALS INSTALLED WITH ELVA RELEASE FERTILIZER AND PLANT STARTER GEL. AMMOCORP.  
 ALL SHADE AND ORNAMENTAL TREES WILL BE RULCHED WITH 2" SHREDED HARDWOOD MULCH.  
 ALL PLANTING BEDS AND PLANTER ISLANDS AROUND THE ENTRANCE AREA WOULD BE RULCHED WITH 2" OF EXPANDED BARK.  
 PARKING LOT ISLANDS TO RIGHT LOT WOULD BE RULCHED WITH 2" OF #1 WASHED STONE. WEED BARRIER FABRIC, REVEITY WOULD BE INSTALLED BELOW.



Warner-Heister-Pfalter & Associates, Inc.  
 1175 Waunakee Rd. Ste. 100 W. Waunakee, WI

LANDSCAPE PLAN

EASTGATE CINEMA  
 3784 BURKE ROAD  
 MADISON, WISCONSIN

DATE	02-11-92
DRAWN BY	Michael Jones
CHECKED BY	
PROJECT NO.	92-105
SHEET NO.	1