

To: City of Madison Plan Commission  
Madison Planning & Development Office  
215 Martin Luther King Jr. Blvd, Room LL100  
Madison, WI 53710

Date: May 28, 2008

Re: **5555 High Crossing Boulevard**

Dear Plan Commission members:

Accompanying this letter are a draft Letter of Intent and preliminary site plans and renderings for a proposed new Honda automobile dealership to be located at 5555 High Crossing Boulevard on the corner of High Crossing and Nelson Road. These materials will be discussed in an informational presentation at your June 2nd meeting.

The proposed use will require a rezoning from C-2 to C-3. Although the Nelson Neighborhood Development Plan currently designates this site as Office/Service, the applicant believes that the proposed use is consistent with the manner in which the area has developed since the neighborhood plan was first adopted in March 1992. In particular, the proposed use is consistent with the 2005 amendments to the neighborhood plan which state, in part, "*[T]he neighborhood development plan was amended in 2005 to recognize automobile sales and automotive-related businesses as acceptable land uses on both sides of High Crossing Boulevard.*"

We look forward to receiving your comments and suggestions on June 2nd.

Thank you.

Respectfully submitted,

Wilde Family Limited Partnership

By: 

Kevin A. Delorey, Attorney

To: City of Madison Plan Commission  
Madison Planning & Development Office  
215 Martin Luther King Jr. Blvd, Room LL100  
Madison, WI 53710

Date: June \_\_, 2008

## LETTER OF INTENT

This Letter of Intent accompanies the application of Wilde Family Limited Partnership for a rezoning from C-2 to C-3 for the property located at 5555 High Crossing Blvd., City of Madison, Dane County, Wisconsin (the "Project Site"). The purpose of the rezoning request is to permit the construction and operation of an automotive dealership, specifically a Honda dealership, on the Project Site. The applicant believes that the requested rezoning is consistent with the Nelson Neighborhood Plan, which, as amended, states, in part:

"The neighborhood development plan was amended in 2005 to recognize automobile sales and automotive-related businesses as acceptable land uses on both sides of High Crossing Boulevard."

**The name of the project** is Wilde East Towne Honda. The Project Site has been acquired, and the land and completed improvements will be owned, by Wilde Family Limited Partnership. The real estate will be leased to, and the Honda dealership owned and operated by, Hidalgo Autos, Inc., the principal owner of which will be Jorge F. Hidalgo.

**The construction schedule** calls for the commencement of construction in late 2008, with construction completed in late 2009.

**Existing Conditions.** The Project Site is located at the southeast corner of the intersection of High Crossing Boulevard and Nelson Road. It is part of a former quarry site and is triangular in shape. As of the date of this application, the Project Site is vacant. The land to the north across Nelson Road is zone PUD/GDP and is currently vacant, with the exception of a City of Madison Fire Department station across from the most easterly portion of the Project Site. The land to the east of the Project Site is vacant and zoned agricultural. The land to the south of the Project Site is made up of the remainder of the quarry and is zoned C-2 and agricultural. The land to the west of the Project Site across High Crossing Boulevard is occupied by an auto dealership.

**The people/entities involved in the Project include:**

Applicant/Purchaser: Wilde Family Limited Partnership  
1710A Hwy. 164  
Waukesha, WI 53186

Owner/Operator: Hidalgo Autos, Inc.  
Jorge F. Hidalgo  
c/o Wilde Automotive Management  
1710A Hwy. 164  
Waukesha, WI 53186

Contractor: To be determined

Architect: Erik L. Madisen  
Madisen Architects  
828 N. Broadway, Suite 206  
Milwaukee, WI 53202

Landscaper: To be determined

Surveyor: To be determined

Project Coordinator: Patrick Donahue  
Wilde Automotive Management  
1710A Hwy. 164  
Waukesha, WI 53186

Project Counsel: Kevin A. Delorey  
Quarles & Brady LLP  
P.O. Box 2113  
Madison, WI 53701-2113

**Uses of the building:** The building will have a footprint of approximately 23,617, and will have an upper level (ground floor) and a lower level (below grade, exposed in the rear). The ground floor level uses will consist of:

Show room: 7,400 square feet  
Administrative area: 2,750 square feet  
Sales offices: 3,020 square feet  
Customer lounge/boutique: 2,750 square feet  
Service reception area: 3,960 square feet  
New vehicle delivery area: 800 square feet

The lower level will contain the service department, with uses consisting of:

Service area: 14,566 square feet  
Parts department: 3,776 square feet  
Service support area: 1,252 square feet  
Mechanical equipment area: 1,790 square feet

There will also be a 1,750 square foot car wash for use by the dealership operation, but not by the general public. There will be no body shop operation conducted at the Project Site, meaning there will be no wrecked autos and no body shop paints or chemicals located at the Project Site.

The total gross square footage of the two-level building and the car wash will be approximately 49,000 square feet. Working with the triangular shape and sloping topography of the Project Site, the applicant is proposing a two-level facility. This will allow the placement of the service department in the lower level of the facility, which will be accessed through the rear of the facility, away from either of the road frontages, thus giving the facility to a much smaller footprint than a traditional automobile dealership and giving the design team the ability to produce a facility with more appealing appearance.

**Number of employees:** The total number of employees is anticipated to be approximately 91, broken down as follows:

Administrative:	12
Sales:	29
Service/Repair	24
Clerical:	10
Other:	16

**Parking and Loading Spaces:** The total number of parking spaces on the Project Site will be approximately 401, broken down as follows:

Customer Parking:	28 spaces
Customer Service:	42 spaces
New Car Display:	153 spaces
Preowned Display:	95 spaces
Service Car Parking:	35 spaces
Employee Parking:	48 spaces

**Hours of operation:** The hours of operation will be consistent with other auto dealership operations in the City of Madison. Currently, hours of operation are expected to be:

Sales:	Monday through Friday	9:00 a.m. to 9:00 p.m.
	Saturday	9:00 a.m. to 5:00 p.m.
	Sunday	Closed
Service:	Monday through Thursday	7:00 a.m. to 7:00 p.m.
	Friday	7:00 a.m. to 5:00 p.m.
	Saturday	8:00 a.m. to 3:00 p.m.
	Sunday	Closed

**Square footage (acreage) of the site:** The square footage of the Project Site is 4.49 acres in area.

**Number of dwelling units:** N/A

**Trash removal and storage, snow removal and maintenance equipment.** As shown on the plans submitted with this Letter of Intent, there will be an on-site, screened, dumpster area for collection and storage of trash. Trash removal, heavy snow removal, and maintenance will be handled by private contractor.

Respectfully submitted,

Wilde Family Limited Partnership

By: \_\_\_\_\_  
Patrick Donahue

# WILDE HONDA

5555 HIGH CROSSING BLVD. - MADISON, WI

## OWNER

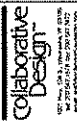
WILDE EAST TOWNE HONDA  
1710 BAYVIEW  
WALUKESHA, WI 53188  
PHONE (262) 542-9909  
FAX (262) 970-7390

## ARCHITECT

ERIK L. MADISEN, AIA  
528 N. BROADWAY, SUITE 208  
MILWAUKEE, WI 53202  
PHONE (414) 277-8000  
FAX (414) 283-9563  
WWW.MADISENARCHITECTS.COM



ERIK L. MADISEN, AIA  
ARCHITECTURE  
CONSULTING  
528 N. Broadway, Suite 208  
Milwaukee, WI 53202  
Phone (414) 277-8000  
Fax (414) 283-9563



PROJECT TITLE:

A PROPOSED  
SINGLE-FAMILY  
RESIDENCE FOR  
**WILDE  
EAST  
TOWNE  
HONDA**  
5555 HIGH CROSSING  
BLVD.  
MADISON, WI

SHEET TITLE:

**TITLE  
SHEET**

REVISIONS:

DATE:

05/20/08

DRAWN BY:

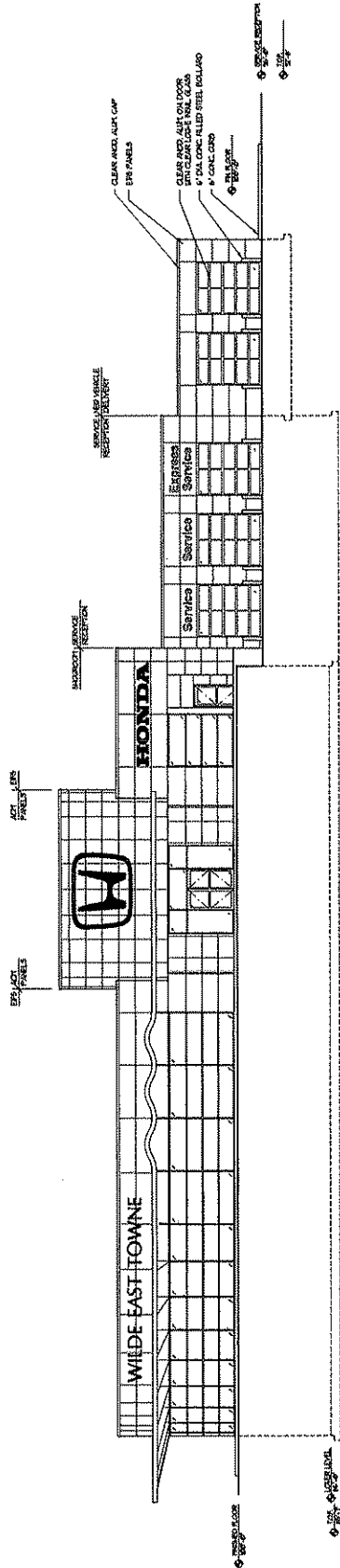
EMANUAC

FILE NUMBER:

PROJECT NUMBER:

400004

SCALE:



WEST ELEVATION  
10'-1"

## SHEET INDEX

TITLE/ GENERAL INFORMATION

T1 TITLE SHEET AND SHEET INDEX

## ARCHITECTURAL

- 01 CONCEPT SITE PLAN
- 02 DETAILS
- 03 PROPOSED LOWER LEVEL FLOOR PLAN
- 04 PROPOSED SECOND FLOOR FLOOR PLAN
- 05 PROPOSED ELEVATIONS

## STRUCTURAL

PT TOTAL DRAWINGS



**Eril L. Maddox, AIA**  
**ARCHITECTURE**  
**CONSULTING**

2083 N. Broadway, Suite 206  
 Milwaukee, WI 53233  
 Phone: (414) 277-8000  
 Fax: (414) 283-8899



Project title:

A PROPOSED  
 DEVELOPMENT FOR

**WILDE  
 EAST  
 TOWNE  
 HONDA**

5555 HIGH CROSSING  
 BLVD.  
 MADISON, WI

Sheet title:

**PROPOSED  
 SITE PLAN**

Revisions:

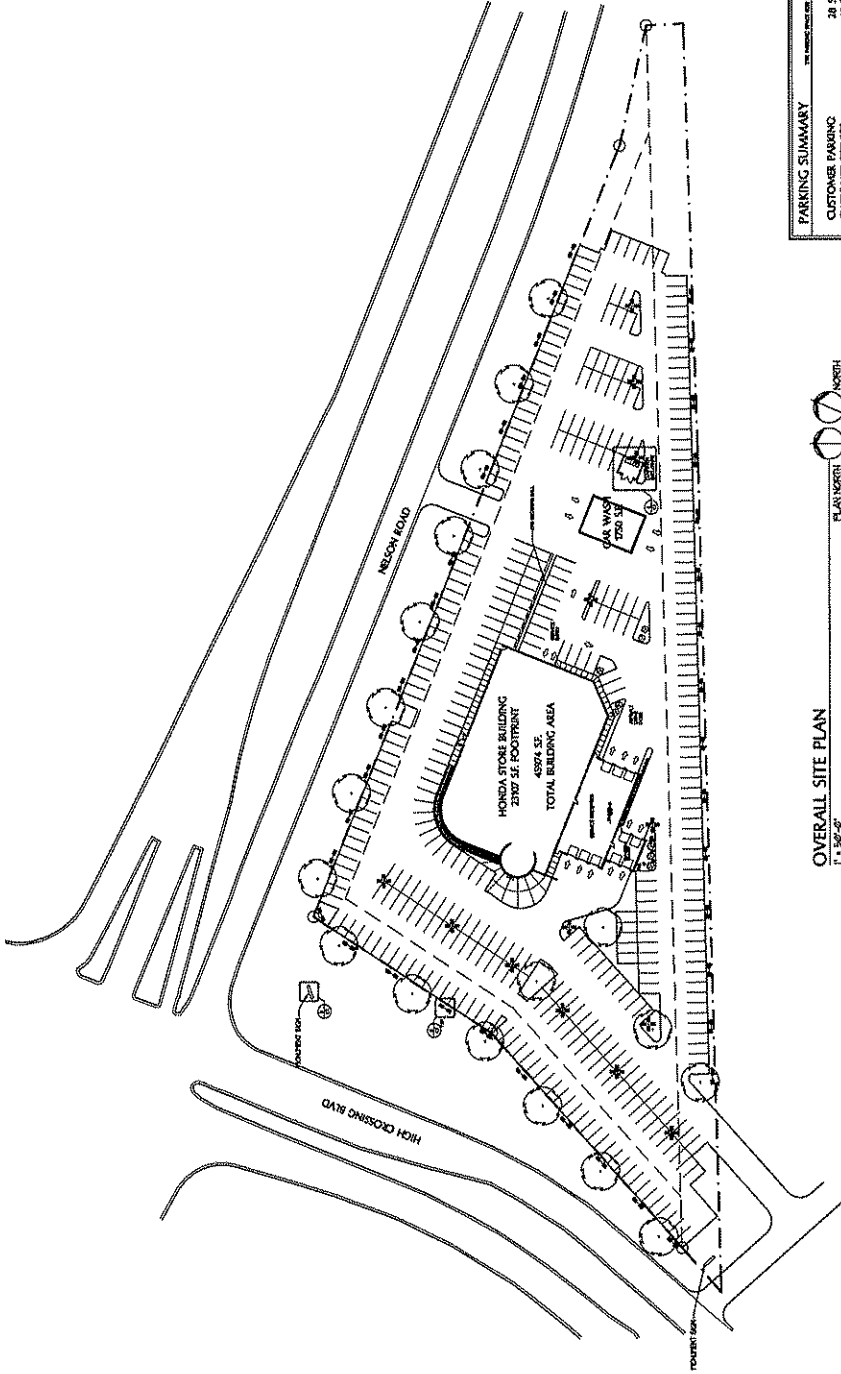
Date:

Drawn by:

Title name:

Project number:

Scale:



**PARKING SUMMARY**

CUSTOMER PARKING	28 SPACES
CUSTOMER SERVICE	42 SPACES
NEW CAR DISPLAY	153 SPACES
PREOWNED DISPLAY	55 SPACES
SERVICE CAR PARKING	25 SPACES
BIPOLE PARKING	44 SPACES
<b>TOTAL</b>	<b>401 SPACES</b>

**OVERALL SITE PLAN**  
 1" = 160'-0"



**Eril L. Madison, AIA**  
**ARCHITECTURE**  
**CONSULTING**  
 289 N. Broadway, Suite 206  
 Milwaukee, WI 53201  
 Phone (414) 277-8920  
 Fax (414) 281-9399

**Collaborative**  
**Design**  
 101 West 10th Street, Suite 100  
 Milwaukee, WI 53233  
 Phone (414) 224-4444

Project title:

A PROPOSED  
 SALES OFFICE FOR:

**WILDE  
 EAST  
 TOWNE  
 HONDA**

555 S. HIGH CROSSING  
 SUITE 100  
 MADISON, WI

DATE: 02/11/10

DETAILS

REVISIONS:

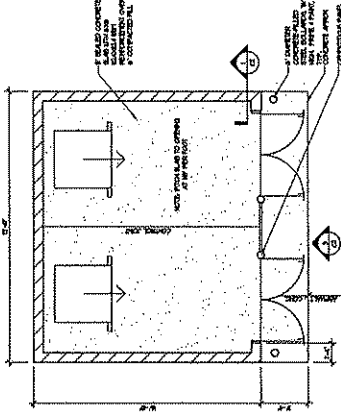
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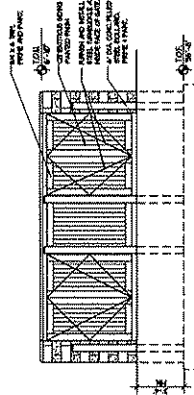
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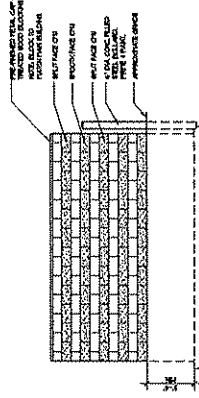
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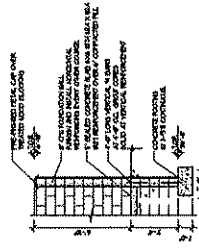
4 DUMPSTER ENCLOSURE PLAN



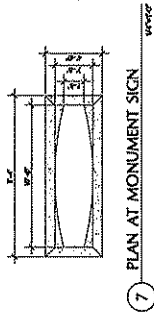
3 ELEVATION AT DUMPSTER ENCLOSURE



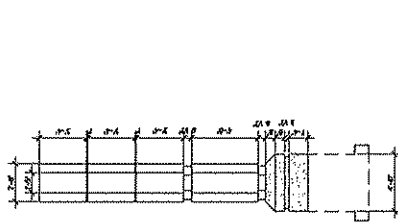
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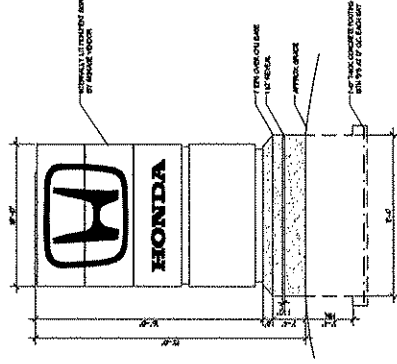
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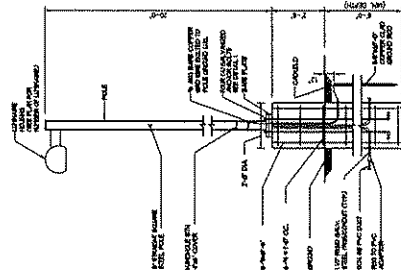
7 PLAN AT MONUMENT SIGN



6 ELEVATION AT MONUMENT SIGN



5 ELEVATION AT MONUMENT SIGN



8 TYPICAL LIGHT POLE DETAIL





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ARCHITECTURE  
CONSULTING

227 N. Broadway, Suite 206  
Madison, WI 53703  
Phone: (608) 277-3800  
Fax: (608) 283-9969

Collaborative  
Design

Project title:

A PROPOSED  
AUTOMOBILE  
DEalersHIP FOR

WILDE  
EAST  
TOWNE  
HONDA

3255 HIGH CROSSING  
MADISON, WI

Sheet title:

PROPOSED  
FLOOR  
PLAN

Revisions:

DATE:

6/7/2008

Drawn by:

EMH/RYC

FILE NUMBER:

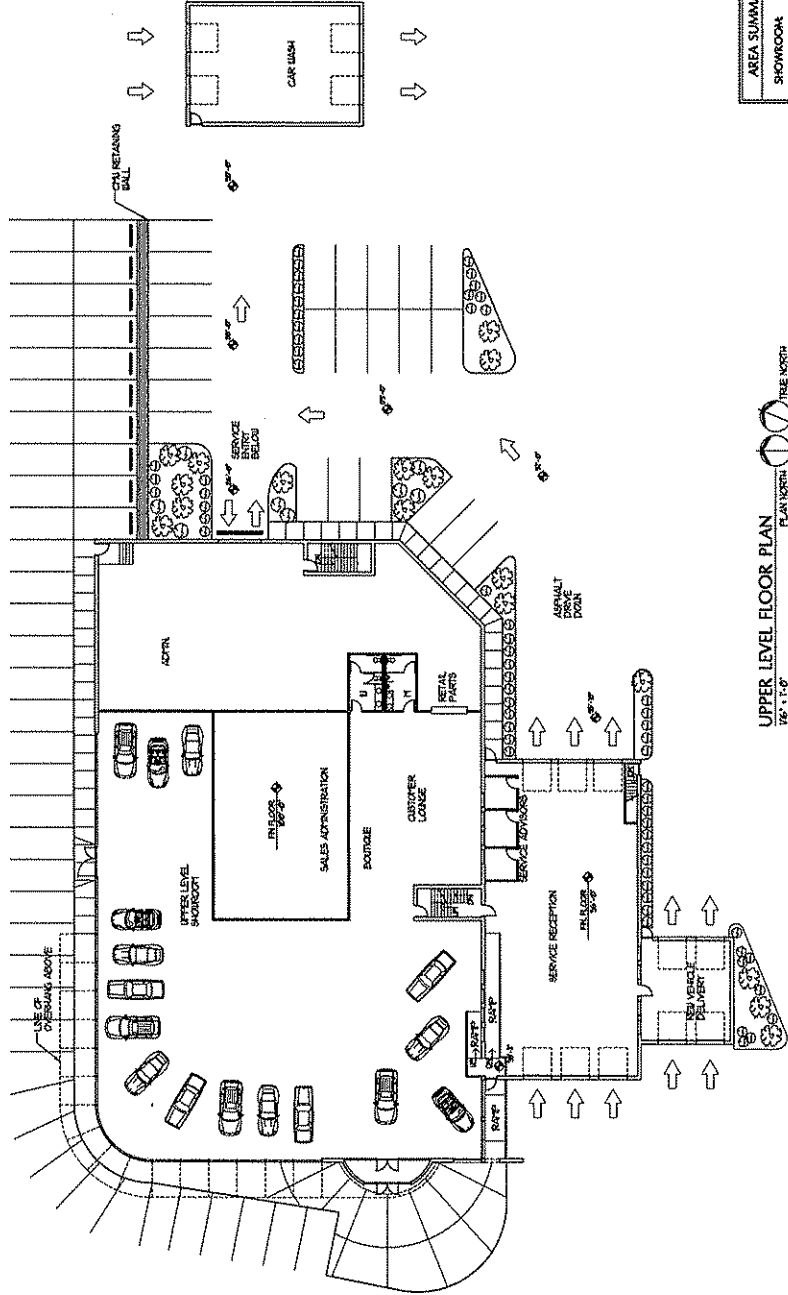
Project number:

20204

Scale:

Area number:

A1



UPPER LEVEL FLOOR PLAN  
1/8" = 1'-0"  
PLAN NORTH  
TRUE NORTH

AREA SUMMARY	
SHOWROOM	7400 SQ. FEET
ADMINISTRATION	2750 SQ. FEET
F & ISSUES OFFICE	5000 SQ. FEET
CUST. LOUNGE/ROUTIQUE	2750 SQ. FEET
SERVICE RECEPTION	3960 SQ. FEET
NEW VEHICLE DELIVERY	600 SQ. FEET
TOTAL GROSS AREA	23670 SQ. FEET



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Project title:

A PROPOSED  
 AUTOMOBILE  
 DEALERSHIP FOR:

**WILDE  
 EAST  
 TOWNE  
 HONDA**

5555 HIGH CROSSING  
 BLVD.  
 MADISON, WI

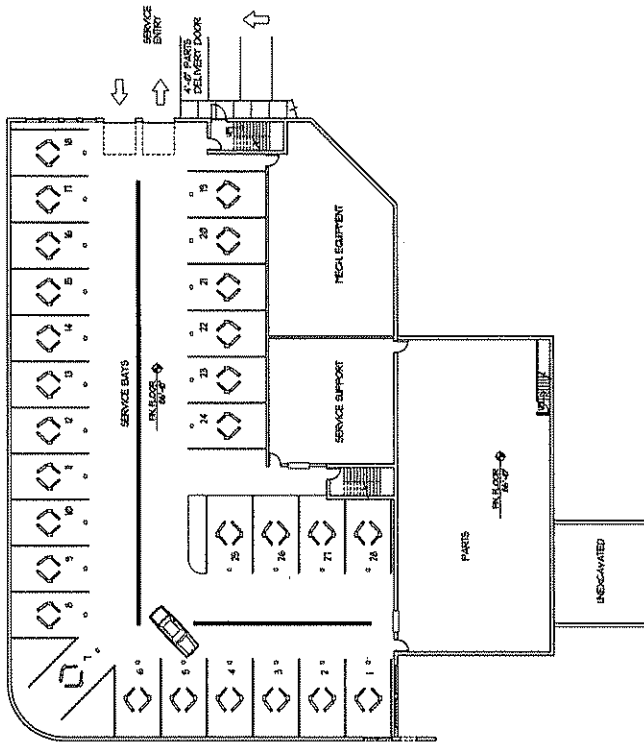
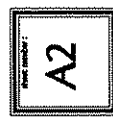
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**PROPOSED  
 LOWER  
 LEVEL  
 FLOOR  
 PLAN**

revisions:

DATE: 02/07/2004  
 DRAWN BY: BMM/RYAC  
 TITLE: 1114 100001

PROJECT NUMBER:  
 2002/04

SCALE:



LOWER LEVEL FLOOR PLAN  
 1/8" = 1'-0"  
 TRUE NORTH

AREA SUMMARY	
SERVICE AREA:	14566 SQ. FEET
PARTS:	3776 SQ. FEET
MECH. EQUIPMENT:	1790 SQ. FEET
SERVICE SUPPORT:	1252 SQ. FEET
TOTAL GROSS AREA:	21384 SQ. FEET



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Project title:

A PROPOSED  
AUTOMOBILE  
DEALERSHIP FOR:

WILDE  
EAST  
TOWNE  
HONDA

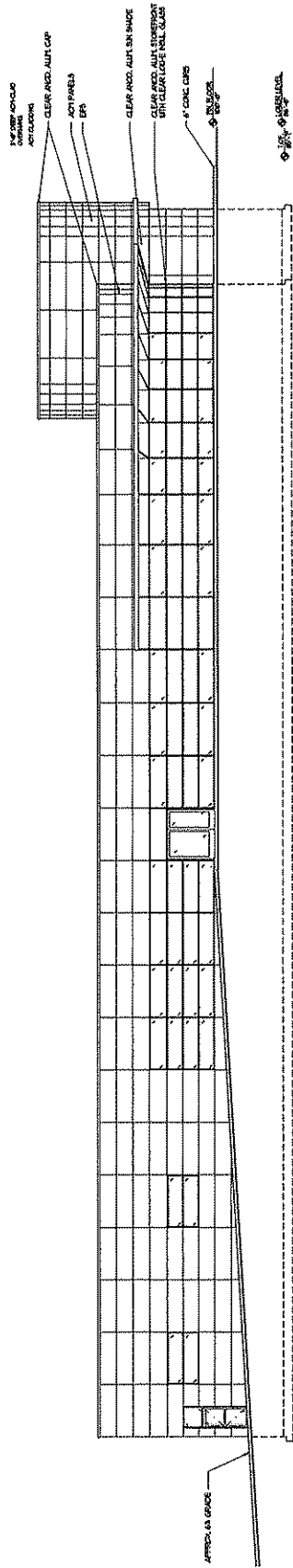
5555 HIGH CROSSING  
BLVD.  
MADISON, WI

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**PROPOSED  
ELEVATIONS**

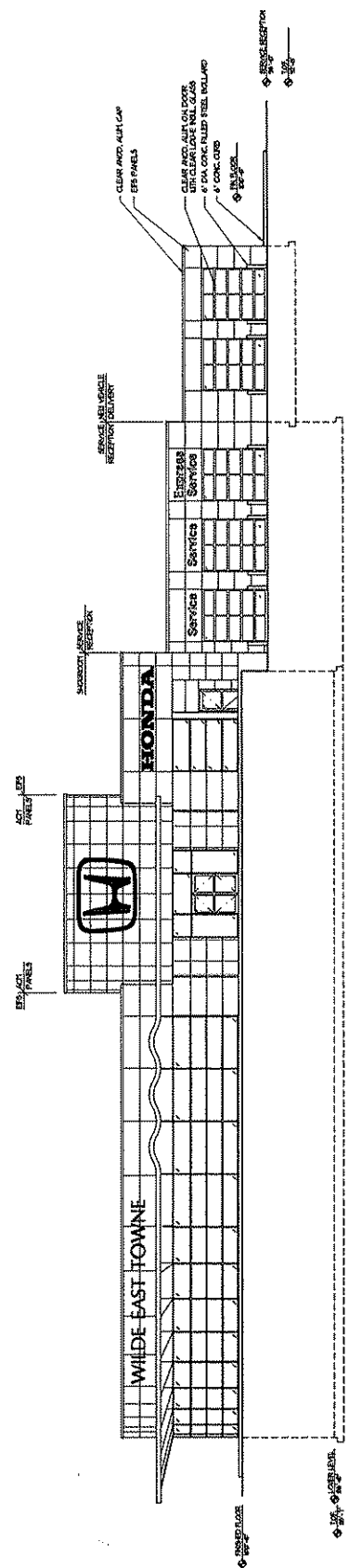
REVISIONS:

DATE:  
09/20/08  
DRAWN BY:  
BUNAWAZE

PROJECT NUMBER:  
200704  
SCALE:



**NORTH ELEVATION**  
1/8" = 1'-0"



**WEST ELEVATION**  
1/8" = 1'-0"



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Project title:

A PROPOSED  
 AUTOMOBILE  
 DEALERSHIP FOR

WILDE  
 EAST  
 TOWNE  
 HONDA

5555 HIGH CROSSING  
 BLVD.  
 MADISON, WI

Sheet title:

ELEVATIONS

reflections:

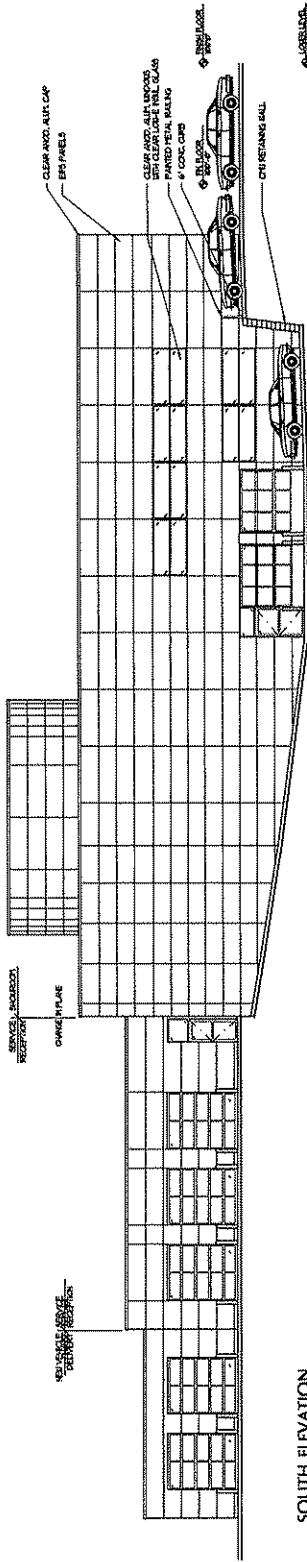
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drawn by: BUNNYKOC

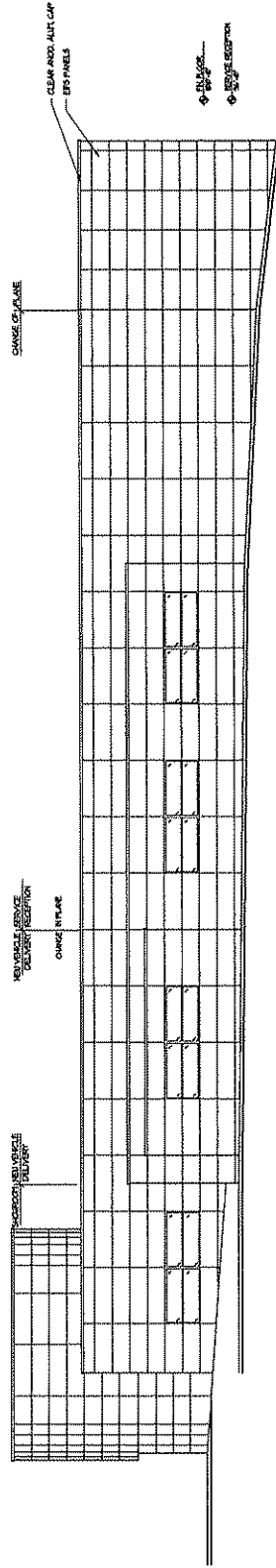
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PROJECT NUMBER: 200704

TITLE:



SOUTH ELEVATION  
 1/8" = 1'-0"



EAST ELEVATION  
 1/8" = 1'-0"