



Location
 7149 Manufacturers Drive

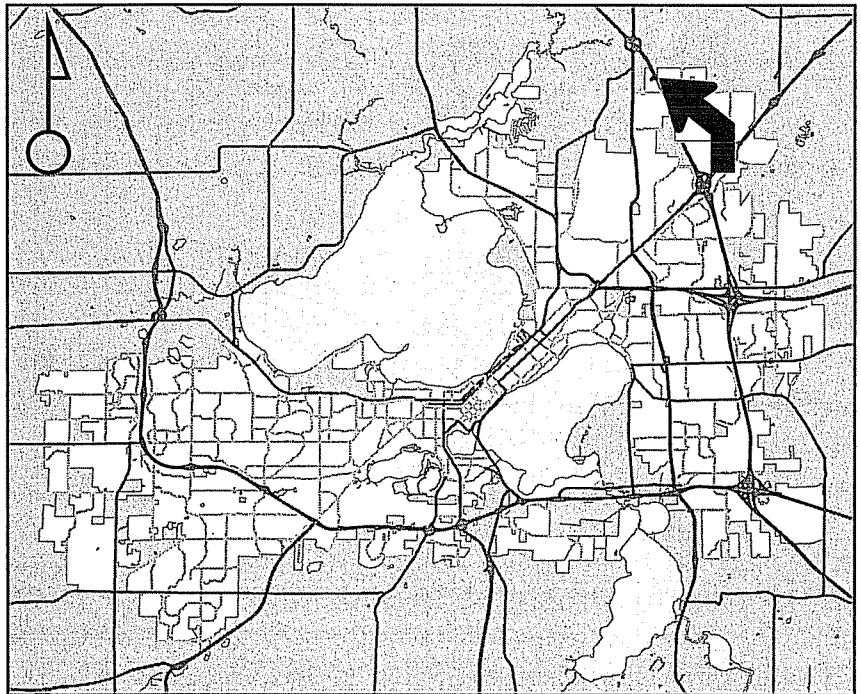
Project Name
 Mad-City Power Sports Retail Center

Applicant
 Vetesnik Enterprises/
 Sara J Withrow – MSA Professional Services

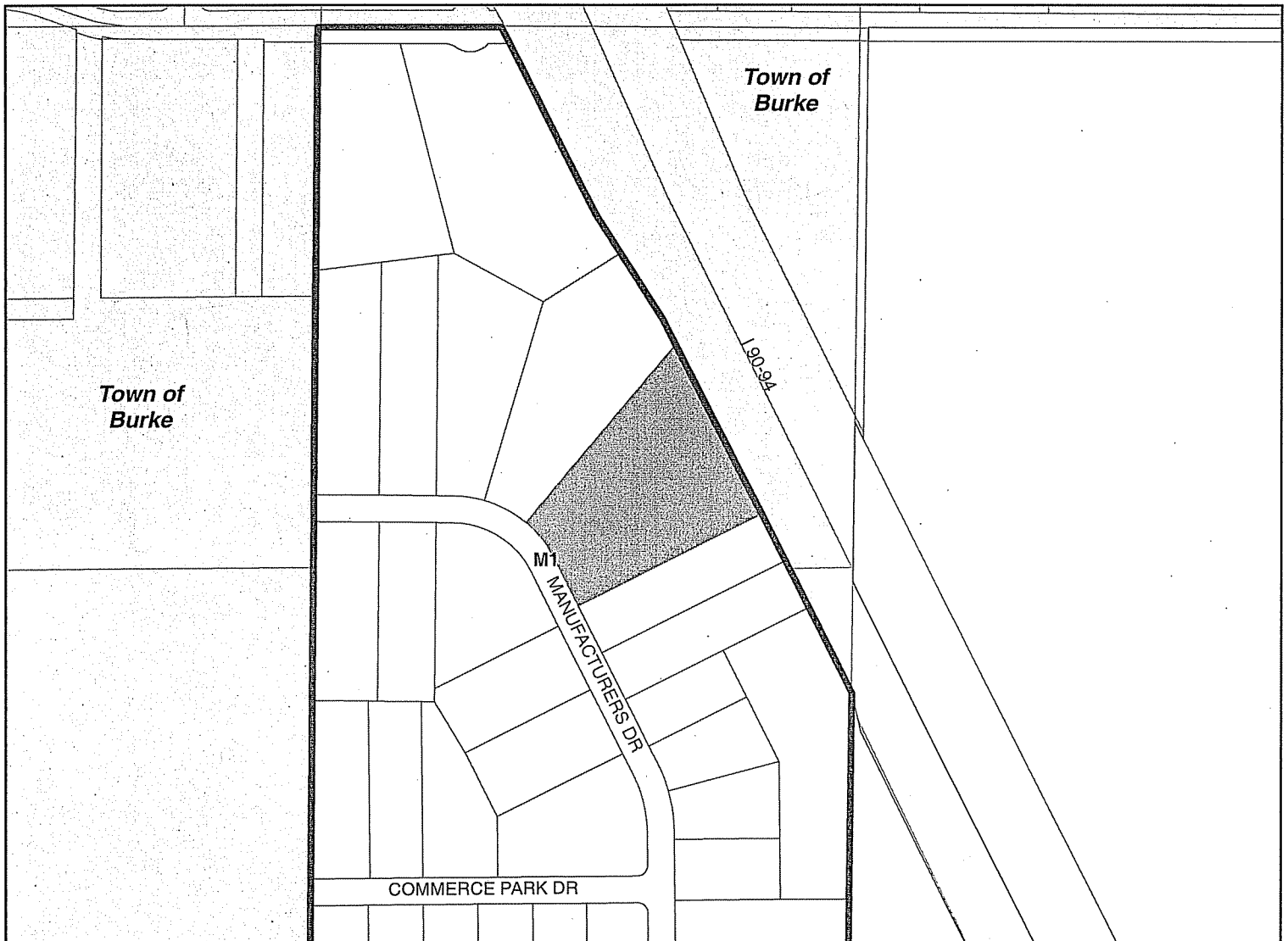
Existing Use
 Vacant Land

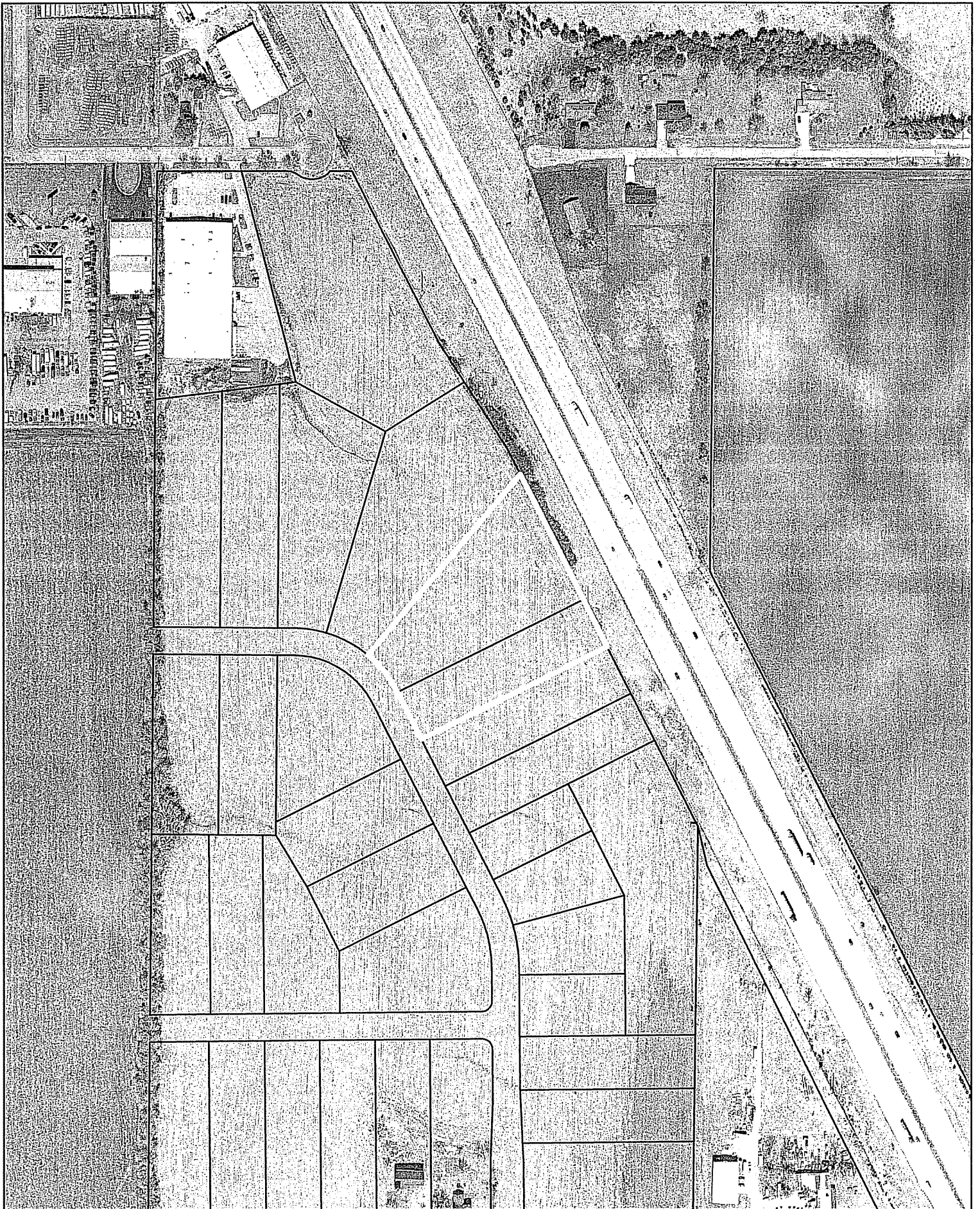
Proposed Use
 Boat and Motorcycle Sales Establishment in
 M1 Zoning District and a Parking Reduction

Public Hearing Date
 Plan Commission
 20 August 2007



For Questions Contact: Kevin Firchow at: 267-1150 or kfirchow@cityofmadison.com or City Planning at 266-4635





13

LAND USE APPLICATION

Madison Plan Commission

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

- The following information is required for all applications for Plan Commission review.
- Please read all pages of the application completely and fill in all required fields.
- This application form may also be completed online at www.cityofmadison.com/planning/plan.html
- All zoning application packages should be filed directly with the Zoning Administrator's desk.
- All applications will be reviewed against the applicable standards found in the City Ordinances to determine if the project can be approved.

FOR OFFICE USE ONLY:

Amt. Paid \$ 900 Receipt No. 83563
 Date Received 7-18-07
 Received By RT
 Parcel No. 0810-093-0411-4
 Aldermanic District 17, Joe Clausius
 GQ ENGPL RELZ hold
 Zoning District M1
For Complete Submittal

| | | | |
|--------------------|-------------------------------------|------------------|-------------------------------------|
| Application | <input checked="" type="checkbox"/> | Letter of Intent | <input checked="" type="checkbox"/> |
| IDUP | <u>N/A</u> | Legal Descript. | <input checked="" type="checkbox"/> |
| Plan Sets | <input checked="" type="checkbox"/> | Zoning Text | <u>N/A</u> |
| Alder Notification | <input checked="" type="checkbox"/> | Waiver | <input type="checkbox"/> |
| Ngbrhd. Assn Not. | <input checked="" type="checkbox"/> | Waiver | <input type="checkbox"/> |
| Date Sign Issued | <input type="checkbox"/> | | |

7149 Manufacturers Dr

1. Project Address: Lots 25 & 26, Interstate Commerce Park Plat **Project Area in Acres:** 4.16 ac

Project Title (if any): Mad-City Power Sports, Inc. - Proposed Retail Center

2. This is an application for: (check at least one)

| | | |
|--|---|--|
| <input type="checkbox"/> Zoning Map Amendment (check only ONE box below for rezoning and fill in the blanks accordingly) | | |
| <input type="checkbox"/> Rezoning from _____ to _____ | <input type="checkbox"/> Rezoning from _____ to PUD/PCD-SIP | |
| <input type="checkbox"/> Rezoning from _____ to PUD/PCD-GDP | <input type="checkbox"/> Rezoning from PUD/PCD-GDP to PUD/PCD-SIP | |
| <input checked="" type="checkbox"/> Conditional Use | <input type="checkbox"/> Demolition Permit | <input type="checkbox"/> Other Requests (Specify): _____ |

3. Applicant, Agent & Property Owner Information:

Applicant's Name: George Vetesnik Company: Mad City Power Sports, Inc.
 Street Address: 5110 High Crossing Blvd City/State: Madison, WI Zip: 53718
 Telephone: (608) 249-0240 Fax: (608) 246-3789 Email: _____

Project Contact Person: Sara J. Withrow, P.E. Company: MSA Professional Services, Inc.
 Street Address: 2901 International Lane, Ste 300 City/State: Madison, WI Zip: 53704
 Telephone: (608) 242-7779 Fax: (608) 242-5664 Email: swithrow@msa-ps.com

Property Owner (if not applicant): Vetesnik Enterprises, LLC
 Street Address: 27475 US Hwy 14 City/State: Richland Center, WI Zip: 53581

4. Project Information:

Provide a general description of the project and all proposed uses of the site: Lots 25 & 26 will be used to construct a dealership and storage building for the sale and repair of various power sport equipment (i.e. boats, ATVs, motorcycles)

Development Schedule: Commencement September 2007 Completion January 2008

CONTINUE →

5. Required Submittals:

Site Plans submitted as follows below and depicts all lot lines; existing, altered, demolished or proposed buildings; parking areas and driveways; sidewalks; location of any new signs; existing and proposed utility locations; building elevations and floor plans; landscaping, and a development schedule describing pertinent project details:

- **Seven (7) copies** of a full-sized plan set drawn to a scale of one inch equals 20 feet (collated and folded)
- **Seven (7) copies** of the plan set reduced to fit onto 11 inch by 17 inch paper (collated, stapled and folded)
- **One (1) copy** of the plan set reduced to fit onto 8 ½ inch by 11 inch paper

Letter of Intent: Twelve (12) copies describing this application in detail but not limited to, including: existing conditions and uses of the property; development schedule for the project; names of persons involved (contractor, architect, landscaper, business manager, etc.); types of businesses; number of employees; hours of operation; square footage or acreage of the site; number of dwelling units; sale or rental price range for dwelling units; gross square footage of building(s); number of parking stalls, etc.

Legal Description of Property: Lot(s) of record or metes and bounds description prepared by a land surveyor.

Filing Fee: \$ 900 See the fee schedule on the application cover page. Make checks payable to: *City Treasurer.*

IN ADDITION, THE FOLLOWING ITEMS MAY ALSO BE REQUIRED WITH YOUR APPLICATION; SEE BELOW:

For any applications proposing demolition of existing (principal) buildings, photos of the structure(s) to be demolished shall be submitted with your application. Be advised that a *Reuse and Recycling Plan* approved by the City's Recycling Coordinator is required to be approved by the City prior to issuance of wrecking permits.

A project proposing **ten (10) or more dwelling units** may be required to comply with the City's Inclusionary Zoning requirements outlined in Section 28.04 (25) of the Zoning Ordinance. A separate **INCLUSIONARY DWELLING UNIT PLAN** application detailing the project's conformance with these ordinance requirements shall be submitted concurrently with this application form. Note that some IDUP materials will coincide with the above submittal materials.

A *Zoning Text* must accompany **all** Planned Community or Planned Unit Development (PCD/PUD) submittals.

FOR ALL APPLICATIONS: All applicants are required to submit copies of all items submitted in hard copy with their application (including this application form, the letter of intent, complete plan sets and elevations, etc.) as **INDIVIDUAL** Adobe Acrobat PDF files compiled either on a non-returnable CD to be included with their application materials, or in an e-mail sent to pcapplications@cityofmadison.com. The e-mail shall include the name of the project and applicant. Applicants who are unable to provide the materials electronically should contact the Planning Unit at (608) 266-4635 for assistance.

6. Applicant Declarations:

Conformance with adopted City plans: Applications shall be in accordance with all adopted City of Madison plans:
→ *The site is located within the limits of* Hanson Road Neighborhood *Plan, which recommends:*
Industrial use *for this property.*

Pre-application Notification: Section 28.12 of the Zoning Ordinance requires that the applicant notify the district alder and any nearby neighborhood or business associations by mail no later than **30 days** prior to filing this request:

→ *List below the Alderperson, Neighborhood Association(s), Business Association(s) AND dates you sent the notices:*
Joseph R. Clausius, (6/9/07)

If the alder has granted a waiver to this requirement, please attach any such correspondence 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 Counter and Planning Unit staff; note staff persons and date.

Planner Tim Parks *Date* 6/1/07 | *Zoning Staff* Kathy Voeck *Date* 6/1/07

The signer attests that this form has been completed accurately and all required materials have been submitted:

Printed Name Sara J. Withrow, P.E. **Date** 7/18/07

Signature *Sara J. Withrow* **Relation to Property Owner** Consulting Engineer

Authorizing Signature of Property Owner *George Vetter* **Date** 7-18-07



July 18, 2007

City of Madison
Plan Commission
210 Martin Luther King, Jr. Blvd, Room 201
Madison, WI 53703

Re: **LETTER OF INTENT FOR CONDITIONAL USE PERMIT**
Mad City Power Sports
Interstate Commerce Park, Lots 25 and 26
MSA PN 120474

Dear Plan Commission Members:

This letter is intended to serve as the Letter of Intent that is required as part of the Conditional Use Permit Application for the proposed construction of the new Mad City Power Sports facility. I have included the following information in the order listed on the plan guidelines for your convenience.

The proposed project on this site involves the construction of a retail facility for the sale and service of a variety of power sport products such as motorcycles, ATVs, watercraft, and related accessories. The existing Mad City Power Sports facility that is currently located in the City of Madison will be relocated to larger facility on this proposed site. Two buildings will be constructed on this site, including a large retail dealership and a smaller storage building. No employees will be dedicated exclusively to the operation of this storage building, which will be used for storing and receiving inventory. It is anticipated that a total of 27 employees will be employed at Mad City Power Sports, including 14 retail sales people, 7 office workers and 6 mechanics, however, it is expected that a maximum of only 13 employees will be on site at any one time.

- Name of Project: Mad City Power Sports
- Construction Schedule: Begin in September 2007, End in January 2008
- Description of Existing Conditions: Both of the existing lots are vacant and are part of the Interstate Commerce Park development completed by Interstate Commerce Park, Inc. and the City of Madison in 2006. Currently, the site is covered in tall grasses and storm water runoff drains to the easterly side of the site to the existing storm water detention basin; no structures or trees are present on the site. Lots 25 and 26 of the Interstate Commerce Plat will be used to construct this facility located on the east side of Manufacturer's Drive. The property is bordered on the east side by Interstate 39/90/94 and north and south by vacant lots within the plat.

Offices in Illinois, Iowa, Minnesota, and Wisconsin

2901 INTERNATIONAL LANE, SUITE 300 • MADISON, WI 53704-3133
608-242-7779 • 1-800-446-0679
FAX: 608-242-5664 • www.msa-ps.com



City of Madison Plan Commission
July 18, 2007

- People Involved in Design of Project:
 - Owner – George Vetesnik, Jr., Vetesnik Enterprises, LLC
 - Contractor – Dave Uttech, Project Manager, Keller, Inc.
 - Architect – Curtis Schroeder, AIA, Keller, Inc.
 - Site Engineer – Sara Withrow, P.E., MSA Professional Services, Inc.
 - Surveyor – MSA Professional Services, Inc.
 - Lighting Engineer – Timothy Ennis, Town & Country Electric
 - Landscape Architect – McKay Nursery

- Uses of All Areas of Building:
 - Dealership Building:
 - Retail: 12,300 sq ft main floor + 3,000 sq ft mezzanine
 - Service Area: 4,150 sq ft
 - Service Area Drop-off: 2,660 sq ft
 - Office: 3,000 sq ft
 - Storage: 470 sq ft
 - Surplus Storage Building:
 - Storage: 8,500 sq ft

- Total Area of Buildings:
 - Dealership Building: 23,593 square feet
 - Surplus Storage Building: 8,748 square feet

- Gross square footage for retail, office, clinic or bank:
 - Retail: 12,300 sq ft main floor + 3,000 sq ft mezzanine
 - Office: 3,000 sq ft

- Number of Employees per type of use:
 - Retail: 14
 - Office: 7
 - Mechanic/Repair: 6

- Capacity of Buildings: Based on the applicable building codes, the maximum occupant capacity of the buildings are as follows:
 - Dealership Building
 - Retail: 510 people
 - Office: 30 people
 - Parts Storage: 1 person
 - Service Area: 2 people
 - Surplus Storage Building: 17 people
 - Total Maximum Occupancy for site: 560 people

- Number of parking spaces and loading spaces:

- Parking spaces: There are 36 parking stalls proposed as part of this project for employees and retail patrons, including 2 ADA accessible stalls. An application for a reduction in the number of parking stalls is included as part of this Conditional Use Permit application. According to Ordinance 28.11(3)(1)(5)(d) for the site use classified as "retail store", 78 parking spaces are required based on the square footage of the dealership building (1 stall per 300 square feet). However, the type of business being proposed for this site involves the sale of large power sport products (boats, ATVs, motorcycles, etc), which take up sizeable amounts of space when on display. As a result, the size of the building that is required is much larger than that of a standard retail facility, thus artificially inflating the number of parking spaces that are actually necessary.

In addition, the items being sold here can generally be considered "high end" items that will not be purchased at a high rate of demand by the general public. These items are targeted to a specific portion of the population that are power sport enthusiasts and will be purchased sporadically throughout the year. Mad City Power Sports carries a full line of products that can be used during all seasons of the year, thus there is no time of the year that they will experience a demand that would require the number of parking spaces required by the ordinance.

The business that will occupy this building is an existing business that is relocating to this site from another location in the City of Madison. The number of parking stalls being proposed is consistent with the historical requirement for parking that they have experienced at that facility as well as their sister store, Vetesnik Power Sports, located in Richland Center.

If the use of this building were ever to change to a retail facility that required more parking, it is possible to add only a small amount of pavement, and re-stripe portions of the existing pavement, to provide the required 78 parking stalls. A plan sheet that demonstrates the location of these potential parking stalls is included with the site plan for your use.

- Loading Areas: There is one formal loading dock provided for the storage building. This elevated loading dock measures 14' by 70'. There will also be a drive through service area in the retail building that will serve as the second required loading area.

- Hours of Operation:

- Monday & Thursday: 9 am – 7 pm
- Tuesday, Wednesday & Friday: 9 am – 6 pm
- Saturday: 9 am – 5 pm
- Sunday: closed

City of Madison Plan Commission
July 18, 2007

- Total area of site:
 - Lot 25 – 64, 179 sft (1.47 acres)
 - Lot 26 – 117,030 sft (2.69 acres)
 - Total: 181,209 sft (4.16 acres)

- Number of dwelling units: Not Applicable

- Number of bedrooms per dwelling: Not Applicable

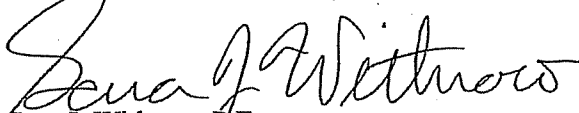
- Number of school children generated: Not Applicable

- Description of Trash and Snow Removal: A trash dumpster enclosure will be located on the northwest side of the proposed storage building away from the view of customers entering the site and vehicles traveling down Manufacturer's Drive. As the site will not be curbed, snow storage will be along the edges of the paved areas on within the property limits.

If you have any questions regarding or need any additional information regarding this project, please feel free to contact either Tom Pinion or myself at 608-242-7779 or Dave Uttech with Keller, Inc. at 262-250-9710. Thank you for your timely consideration of this matter.

Sincerely,

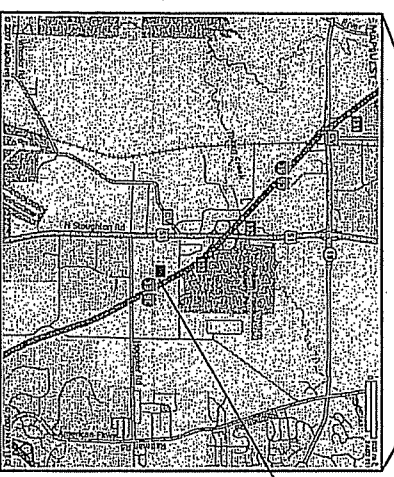
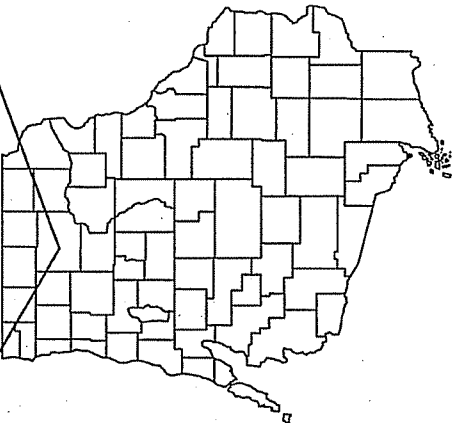
MSA Professional Services, Inc.


Sara J. Withrow, P.E.
Project Engineer

SJW:

Cc: Brad Murphy, Planning and Development
Matt Tucker, Planning and Development
Timothy Parks, Planning and Development
Don Marx, Community and Economic Development
Michael Gay, Office of Business Resources
George Vetesnik, Jr., Vetesnik Enterprises, LLC
Dave Uttech, Keller, Inc.
Curtis Schroeder, Keller, Inc.

MAD CITY POWER SPORTS, INC. PROPOSED RETAIL CENTER CITY OF MADISON DANE COUNTY, WISCONSIN



LOCATION MAP
1/8" = 1' SCALE

PROJECT LOCATION

SHEET INDEX

- G- GENERAL SHEETS
 - G 1 TITLE SHEET
 - G 2 DETAIL SHEET
- ST- SITE PLANS
 - ST 1 GRADING & EROSION CONTROL PLAN
 - ST 2 SITE PLAN
 - ST 3 POTENTIAL FUTURE PARKING LAYOUT
- L- LANDSCAPING PLANS
 - L 101 LANDSCAPE PLAN
- A- ARCHITECTURAL PLANS
 - A 20 FLOOR PLAN - DEALERSHIP BUILDING
 - A 21 FLOOR PLAN - SURPLUS STORAGE BUILDING
 - A 30 ELEVATION PLAN - DEALERSHIP BUILDING
 - A 31 ELEVATION PLAN - SURPLUS STORAGE BUILDING
- E- ELECTRICAL
 - ES 10 LIGHTING PLAN
 - ES 11 LIGHTING ZONES

LEGEND

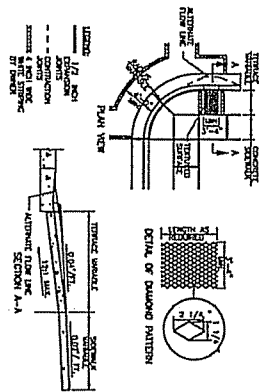
- EXISTING WATER MAIN
- EXISTING GATE VALVE & HYDRANT
- WATER SERVICE & CURB STOP
- PROPOSED WATERMAIN, VALVE, & HYDRANT
- PROPOSED WATER SERVICE & CURB STOP
- EXISTING SANITARY SEWER & MANHOLE
- EXISTING FORDCULM
- EXISTING STORM SEWER & MANHOLE
- PROPOSED STORM SEWER & MANHOLE
- PROPOSED MANHOLE & SEWER LIFT
- BARRED ELECTRIC
- BARRED GAS & VALVE
- BARRED CABLE TELEVISION
- BARRED TELEPHONE
- BARRED FIBER OPTICS
- RAILROAD TRACKS
- EXISTING CURB & GUTTER
- PROPOSED CURB & GUTTER
- EXISTING SIDEWALK
- PROPOSED SIDEWALK
- EXISTING CULVERT PIPE
- PROPOSED CULVERT PIPE
- FENCE LINE
- DEBRIS
- SALT TONK
- RIGHT-OF-WAY
- BASISLINE
- PROPERTY LINE
- TREE LINE
- ROW PIPE
- ROW ROAD
- CONTROL POINT
- POWER POLE & COT
- SOIL BORING
- LIGHT POLE
- PEDESTAL
- STREET SIGN
- MANHOLE
- RAILROAD
- EROSION BULBS
- TREE - DECIDUOUS
- TREE - CONIFEROUS
- TREE TO BE REMOVED

DIGGERS HOTLINE
Toll Free (800) 242-8511
Milwaukee Area (414) 255-1181
Hearing Impaired TDD (800) 542-2289
www.DiggersHotline.com

NOTE: LOCATIONS SHOWN ON PLANS ARE APPROXIMATE AND CONTROL POINTS ARE FOR INFORMATION ONLY. FIELD SURVEYING IS REQUIRED FOR CONSTRUCTION.

| | | | | | |
|---|--|--------------------|------------------|---------------|--------------|
| TITLE SHEET | | PROJECT NO. 120474 | DATE | NO. OF SHEETS | TOTAL SHEETS |
| MAD CITY POWER SPORTS, INC. PROPOSED RETAIL CENTER CITY OF MADISON, WISCONSIN | | DATE | DRAWN BY: SM/JAD | CHECKED BY: | |
| DATE: 12/20/11 | | SCALE: AS SHOWN | | | |

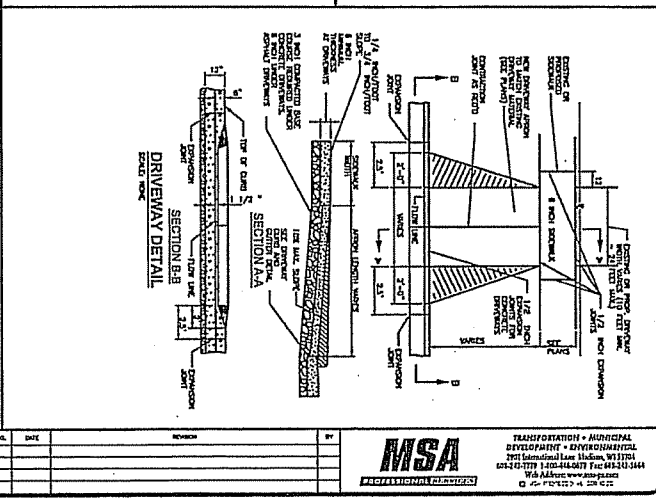
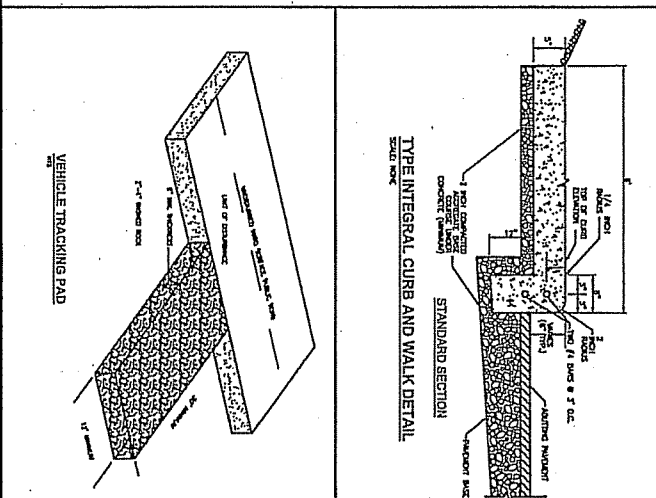
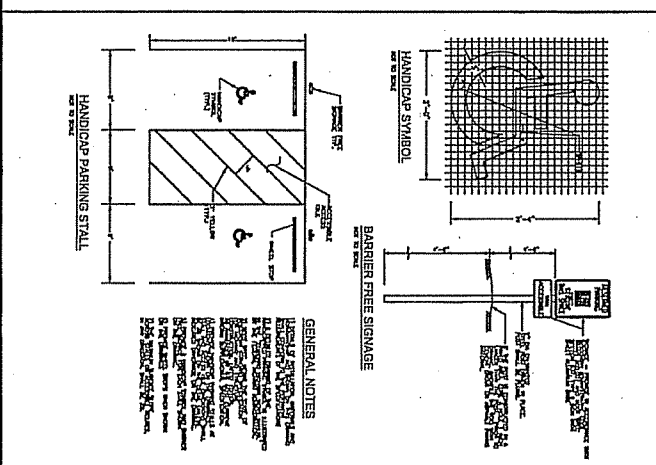
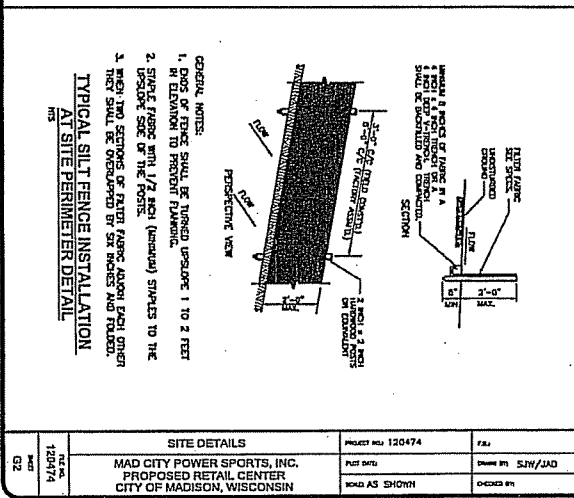
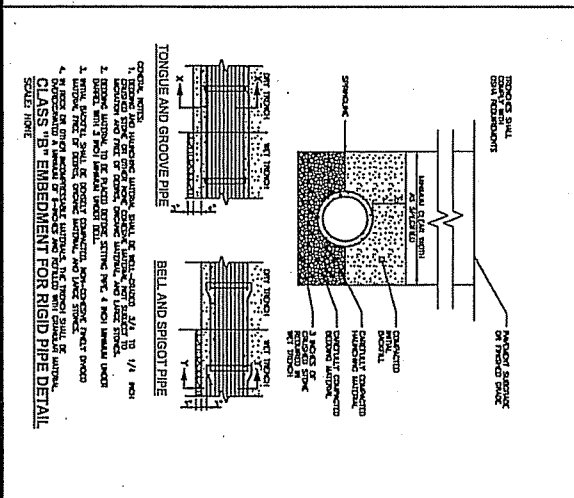
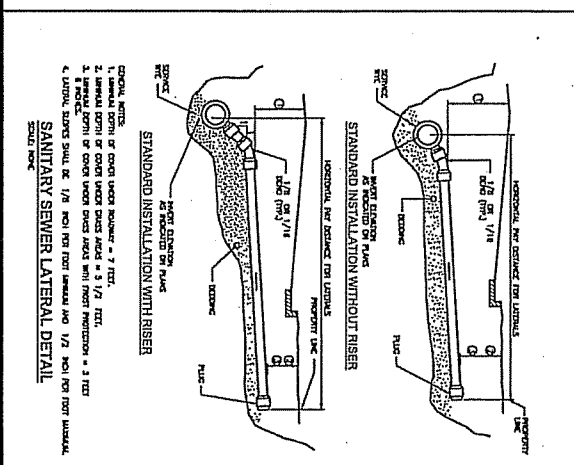
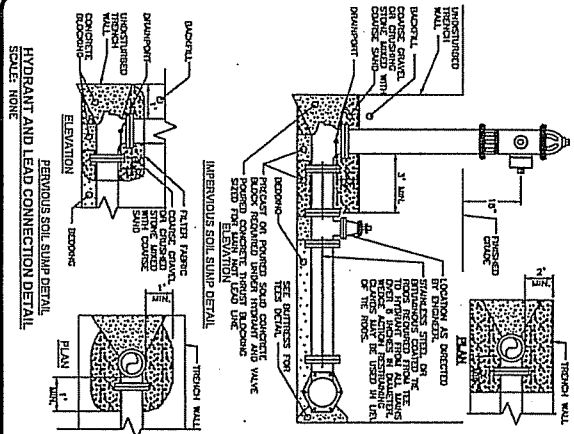
MSA
PROFESSIONAL ENGINEER
TRANSPORTATION • MUNICIPAL DEVELOPMENT • ENVIRONMENTAL
2815 Elmwood Lane, Madison, WI 53704
608-261-1375 FAX 608-261-1344
www.msa-engineers.com

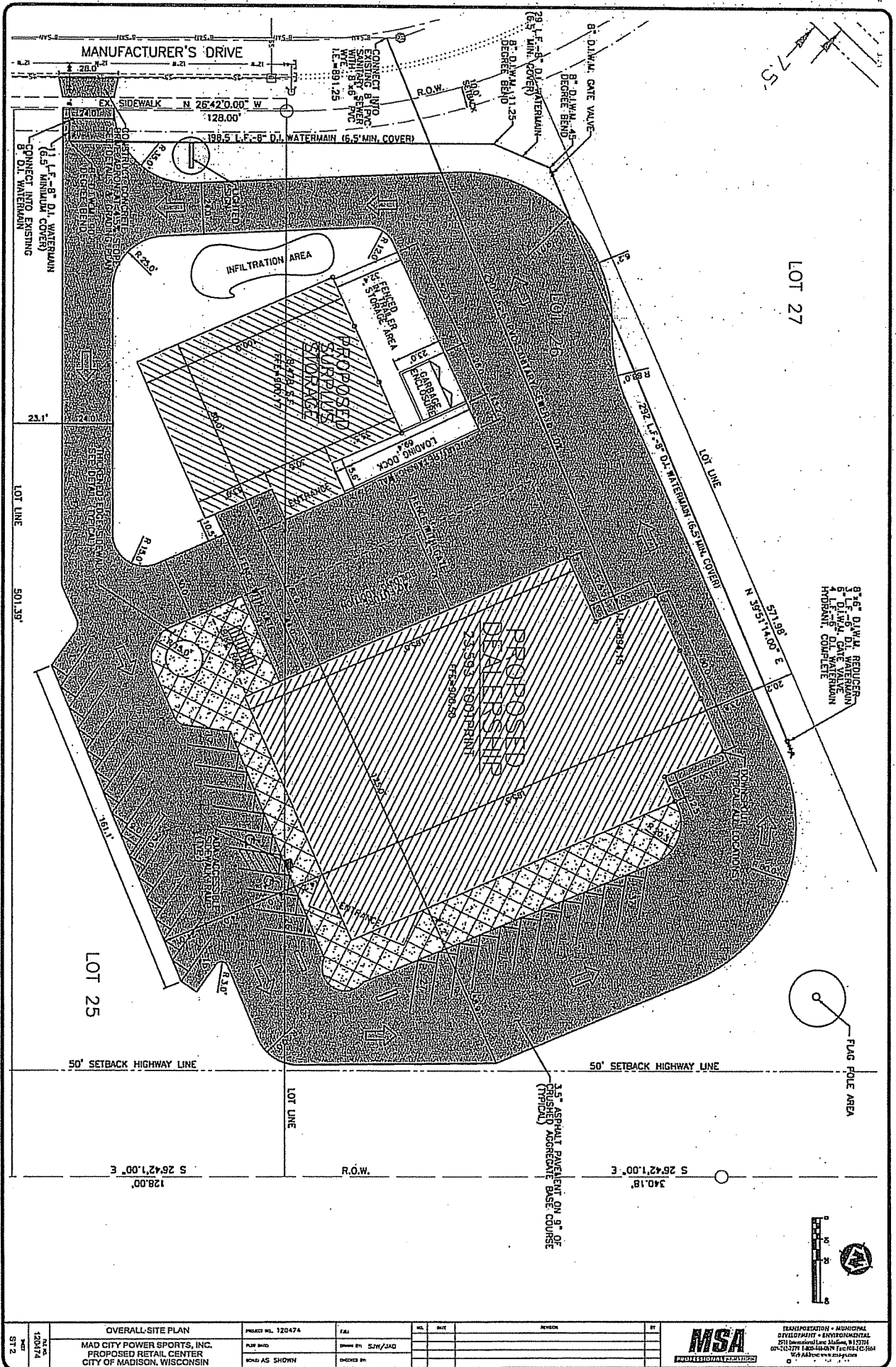


GENERAL NOTES:

1. SHALL BE CONSTRUCTION, MATERIAL AND DIMENSIONS AS SHOWN ON THIS DRAWING.
2. SHALL CONFORM TO THE PERMITS REQUIREMENTS OF THE SPECIFICATIONS.
3. SURFACE FINISH SHALL BE CONCRETE OR POLISHED PORTLAND CEMENT CONCRETE, 1/2" MINIMUM THICKNESS, WITH A FINISH OF 1/4" MINIMUM THICKNESS. FINISH SHALL BE 1/4" MINIMUM THICKNESS. FINISH SHALL BE 1/4" MINIMUM THICKNESS. FINISH SHALL BE 1/4" MINIMUM THICKNESS.
4. FINISH SHALL BE CONCRETE OR POLISHED PORTLAND CEMENT CONCRETE, 1/2" MINIMUM THICKNESS, WITH A FINISH OF 1/4" MINIMUM THICKNESS.
5. CURB SHALL BE 12" HIGH AND 12" WIDE.
6. FINISH SHALL BE CONCRETE OR POLISHED PORTLAND CEMENT CONCRETE, 1/2" MINIMUM THICKNESS, WITH A FINISH OF 1/4" MINIMUM THICKNESS.

TYPE 3 CURB RAMP DETAIL
SCALE: NONE

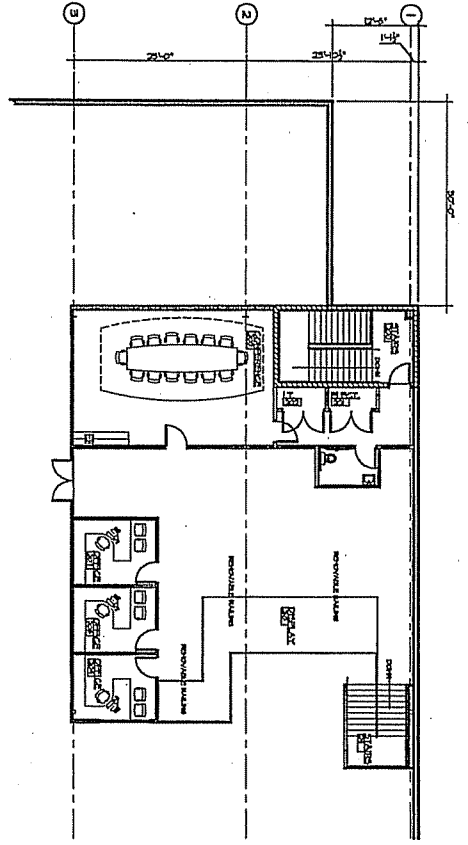




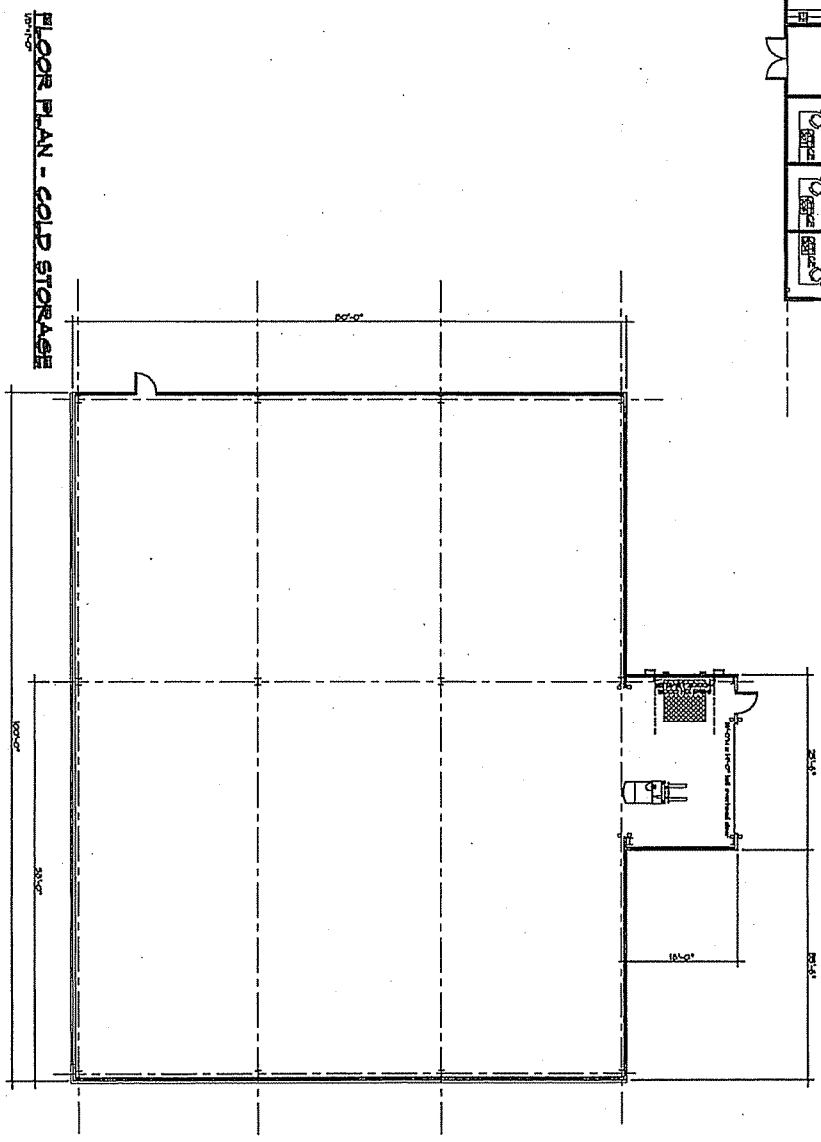
| NO. | DATE | REVISION | BY |
|-----|------|----------|----|
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| | | | |
| | | | |

MSA
 PROFESSIONAL SERVICE

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 501 University Lane, Madison, WI 53706
 608.277.1800-848078 FAX 608.277.1800
 www.msa-inc.com



NORTH
MEZZANINE PLAN



FLOOR PLAN - GOLD STORAGE



Keller
PLANNING | ARCHITECTURE | INTERIORS

OFFICE
1000 EAST WISCONSIN
MADISON, WI 53703
TEL: 608.261.1000
WWW.KELLERARCHITECTS.COM

WISCONSIN

PROPOSED BUILDING FOR-



CITY, MADISON

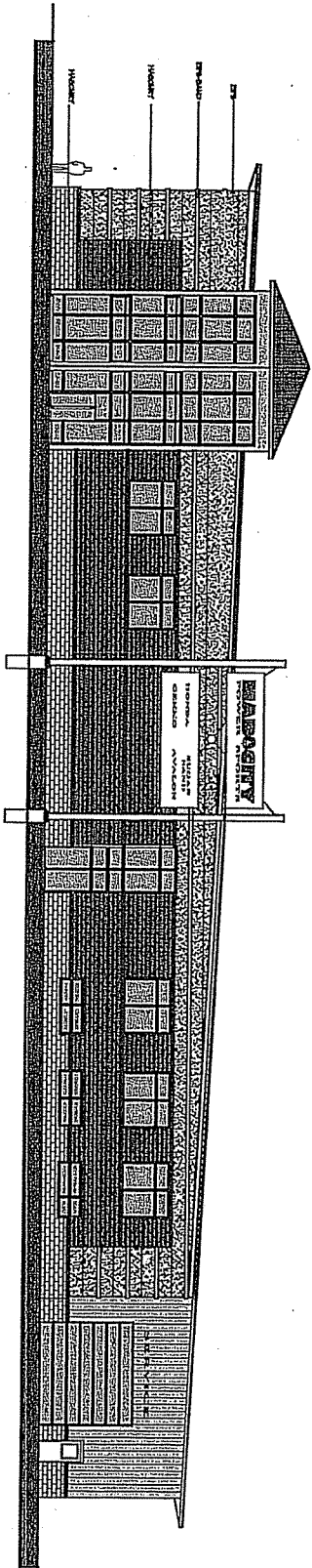
DISCLAIMER NOTICE:
THIS DOCUMENT IS THE PROPERTY OF KELLER ARCHITECTS AND IS TO BE USED ONLY FOR THE PROJECT AND SITE SPECIFICALLY IDENTIFIED HEREIN. IT IS NOT TO BE REPRODUCED, COPIED, OR TRANSMITTED IN ANY FORM OR BY ANY MEANS, ELECTRONIC OR MECHANICAL, WITHOUT THE WRITTEN PERMISSION OF KELLER ARCHITECTS.

REVISIONS:
DATE: 01-23-2007

PROJECT MANAGER: D. LITTELL
DESIGNER: C. SCHNEIDER
SKETCHER: K. FISHER
DATE: 01-23-2007

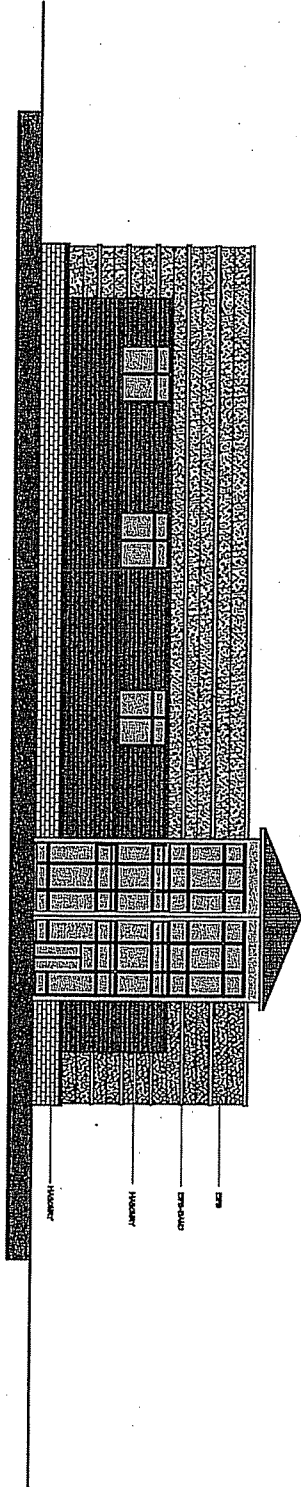
SHEET: A2.1

MAD CITY POWER SPORTS



HIGHWAY ELEVATION
3/23/11-C

SIDE ELEVATION
3/23/11-C



| | |
|-------------|------------------------|
| DATE | 3/23/11 |
| BY | ARCHITECT |
| PROJECT | MAD CITY POWER SPORTS |
| CLIENT | MAD CITY POWER SPORTS |
| ADDRESS | 1000 UNIVERSITY AVENUE |
| CITY | MADISON, WISCONSIN |
| STATE | WISCONSIN |
| COUNTRY | USA |
| SCALE | AS SHOWN |
| PROJECT NO. | 1000 |
| DATE | 3/23/11 |
| BY | ARCHITECT |
| PROJECT | MAD CITY POWER SPORTS |
| CLIENT | MAD CITY POWER SPORTS |
| ADDRESS | 1000 UNIVERSITY AVENUE |
| CITY | MADISON, WISCONSIN |
| STATE | WISCONSIN |
| COUNTRY | USA |
| SCALE | AS SHOWN |
| PROJECT NO. | 1000 |

PROPOSED BUILDING FOR-

MAD CITY POWER SPORTS
CITY, MADISON WISCONSIN

Keller
ARCHITECTS

1000 UNIVERSITY AVENUE
MADISON, WISCONSIN 53706
TEL: 608.263.1234
WWW.KELLERARCHITECTS.COM

