



Location  
2501 East Springs Drive &  
4824 High Crossing Boulevard

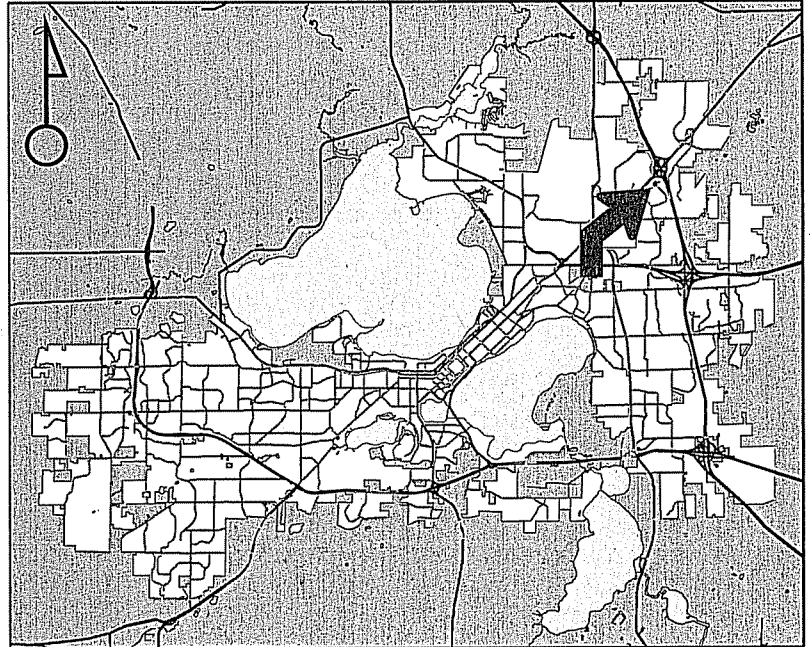
Project Name  
Goben Cars

Applicant  
Don Goben – DMG Holding Company, LLC/  
Arlan Kay – Architecture Network, Inc

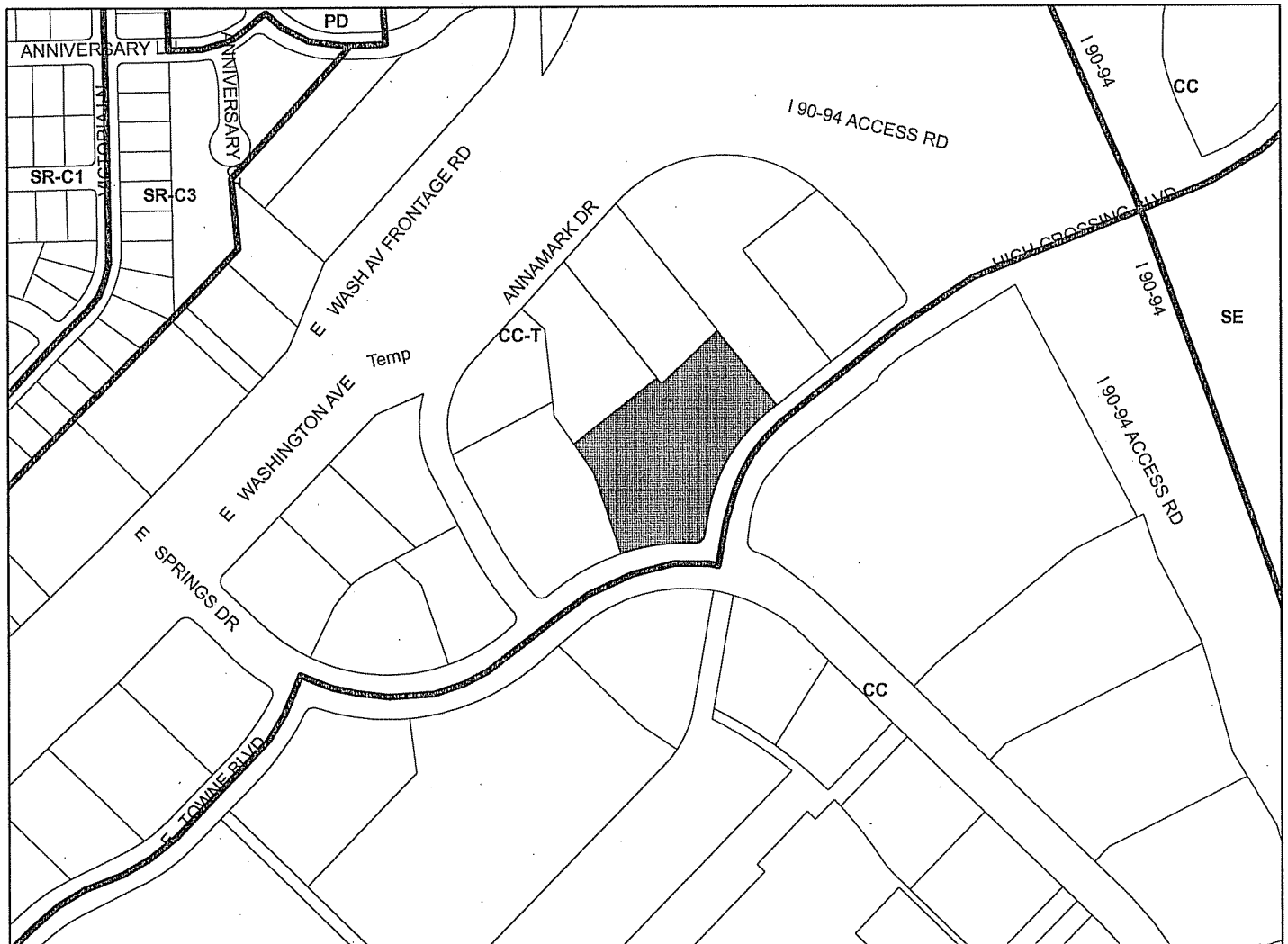
Existing Use  
Vacant land

Proposed Use  
Construct automobile sales facility  
and lot

Public Hearing Date  
Plan Commission  
03 June 2013

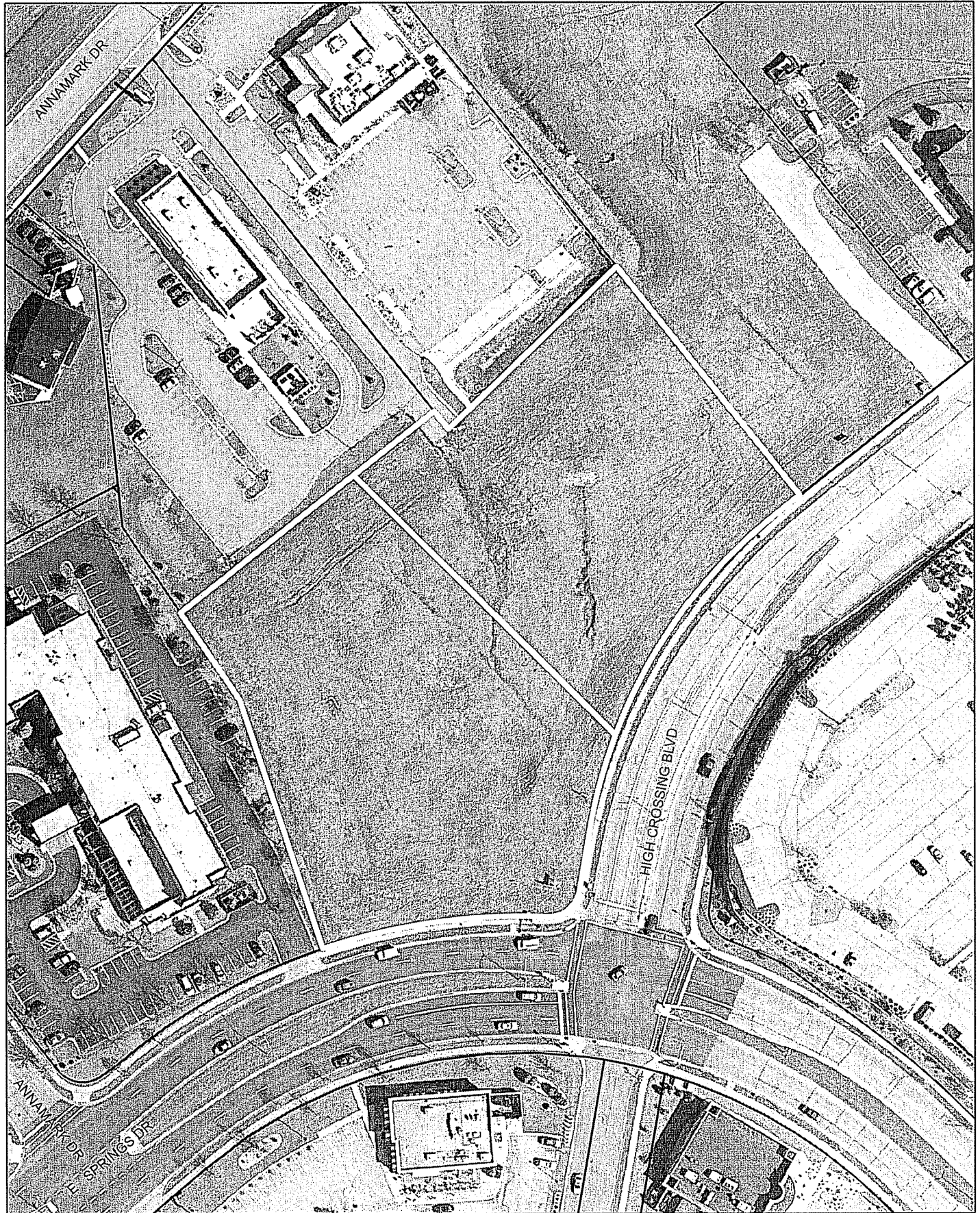


For Questions Contact: Kevin Firchow at: 267-1150 or [kfirchow@cityofmadison.com](mailto:kfirchow@cityofmadison.com) or City Planning at 266-4635



Scale : 1" = 400'

City of Madison, Planning Division : RPJ : Date : 29 May 2013





# 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 except subdivisions or land divisions, which should be filed using the Subdivision Application.
- A separate Urban Design Commission application is no longer required for projects requiring both Urban Design Commission and Plan Commission approvals.
- This form may also be completed online at <http://www.cityofmadison.com/developmentcenter/landdevelopment>
- All Land Use Applications should be filed with the Zoning Administrator at the above address.

FOR OFFICE USE ONLY:	
Amt. Paid _____	Receipt No. _____
Date Received _____	
Received By _____	
Parcel No. _____	
Aldermanic District _____	
GQ _____	
Zoning District _____	
<i>For Complete Submittal</i>	
Application _____	Letter of Intent _____
Photos _____	Legal Descript. _____
Plan Sets _____	Zoning Text _____
Alder Notification _____	Waiver _____
Nbrhd. Assn Not. _____	Waiver _____
Date Sign Issued _____	

1. Project Address: 2501 East Springs Drive and 4824 High Crossing Boulevard Project Area in Acres: 1.8 acres  
Project Title (if any): Goben Cars

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-SIP Zoning
- Conditional Use, or Major Alteration to an Approved Conditional Use
- Demolition Permit
- Review of Minor Alteration to Planned Development by the Plan Commission Only

3. Applicant, Agent & Property Owner Information:

Applicant's Name: Don Goben Company: DMG Holding Company LLC  
Street Address: 1415 Pflaum Rd City/State: Madison, WI Zip: 53716  
Telephone: 608216-0500 Fax: ( ) Email: gobencars1@yahoo.com

Project Contact Person: Arlan Kay, AIA Company: Architecture Network Inc  
Street Address: 116 E Dayton St City/State: Madison, WI Zip: 53703  
Telephone: 608251-7515 Fax: 608251-7566 Email: arlan\_archnet@tds.net

Property Owner (if not applicant): Annmark Group Z LLC/Dennis Zeier  
Street Address: 2203 Leo Circle City/State: Madison WI Zip: 53704

4. Project Information:

Provide a brief description of the project and all proposed uses of the site: Used car dealership and outdoor display

Development Schedule: Commencement March 15, 2013 Completion July 31, 2013

Effective August 31, 2012

CONTINUE →

**5. Required Submittals:**

- Site Plans**, fully dimensioned and describing pertinent project details; submitted as follows below and depicting all lot lines; existing, altered, demolished and/or proposed buildings; parking areas and driveways; sidewalks; the location of any new signs; existing and proposed utility locations; building elevations, materials and floorplans, and; landscaping:
  - *Seven (7) copies* of a full-sized plan set drawn to a scale of 1 inch = 20 feet (collated, stapled and folded)
  - *Twenty (20) copies* of the plan set reduced to fit onto 11 X 17-inch paper (collated, stapled and folded)
  - For projects also being reviewed by the Urban Design Commission, *twelve (12) additional* 11 X 17-inch copies.
  - *One (1) copy* of the plan set reduced to fit onto 8 1/2 X 11-inch paper
- REVISED! – Letter of Intent:** *Twelve (12) copies* describing this application in detail including, but not limited to: existing conditions; the project schedule; names of persons involved (contractor, architect, civil engineer, etc.); details of the project, including proposed uses, building square footage, number of dwelling units, auto and bike parking stalls, etc.; hours of operation; value of land; project cost; any public subsidy requested, and; number of construction and fulltime equivalent jobs created. For projects also being reviewed by the Urban Design Commission, provide *twelve (12) additional copies* of the letter.
- Filing Fee:** Refer to the Land Use Application Information & Fee Schedule. Make checks payable to: *City Treasurer*.
- Electronic Submittal:** 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, etc.) 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.

In Addition, The Following Items May Also Be Required With Your Application:

- Legal Description of Property:** For any application for rezoning, the description must be submitted as an electronic word document via CD or e-mail. For applications requesting rezoning to more than one district, a separate description of each district shall be submitted.
- For any applications proposing **Demolition or Removal** of existing buildings, the following items are required:
  - Prior to the filing of an application, the applicant or his/her agent is required to notify a list of interested persons registered with the City 30 or 60 days prior to filing their application using the online notification tool found at: https://www.cityofmadison.com/developmentCenter/demolitionNotification/
  - A photo array (6-12 photos) of the interior and exterior of the building(s) to be demolished or removed. A written assessment of the condition of the building(s) to be demolished or removed is highly recommended.
  - Approval of a **Reuse & Recycling Plan** by the City's Recycling Coordinator is required prior to issuance of permits.
- A Zoning Text shall accompany all Planned Development District (PD/PCD/PUD) applications.

**6. Applicant Declarations:**

- Conformance with adopted City plans:** The site is located within the limits of the East Towne - Burke Heights Plan, which recommends Retail Commercial use for this property.
- Pre-application Notification:** Section 28.12 of 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 alder person, neighborhood association(s), and business association(s) AND the dates you sent the notices:  
Joe Clausius Dist. 17; 13 Dec 2012; no neighborhood association, no business association  
→ 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: Kevin Firchow Date: 13 Dec 2012 Zoning Staff: Pat Anderson Date: 13 Dec 2012

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

Name of Applicant Mark Kuhn Relation to Property Owner owner  
Authorizing Signature of Property Owner Terrence A. Kuhn Date 2/15/13



**architecture  
network, inc.**

116 E. Dayton St.  
Madison, WI 53703  
608.251.7515  
608.251.7566 fax  
www.architecture-network.net

18 December 2012

Planning and Development  
City of Madison, Wisconsin  
215 Martin Luther King, Jr. Blvd.  
PO Box 2984  
Madison, WI 53701-2984

RE GOBEN CARS, 2501 EAST SPRINGS DRIVE, MADISON, WI  
CONDITIONAL USE AND URBAN DESIGN APPLICATION

It is the intent of the Owner of Contract, Don Goben of DMG Holdings, to develop the current vacant land at 2501 East Springs Drive, into an automobile retail outlet for Goben Cars. The proposed use is a Permitted Use in the current and new Zoning Ordinances. The Conditional Use is a requirement placed on developments in this block.

An attached directory lists all the people involved in the project and their contact information.

The work is scheduled to start in Spring of 2013 and be finished Mid-Summer. The estimated cost of construction is \$700,000.00. The lot purchase price is \$950,000.00. No public subsidy is requested.

The 4900 SF building is located near the center of the lot. The sales office is 2275 SF and the remaining 2625 SF will be used for preparing cars for display on the lot. That work will include washing and detailing the cars as well as minor repairs and oil changes. There will be five working bays. This is not a service garage and customers will not come to this area. The lot will have room for about 140 vehicles in sales inventory. Fourteen (14) additional parking spaces have been identified for customers and staff. Two bicycle parking spaces are provided.

The operation is planned to operate during the same hours as the other two Goben Cars lots, from:

9 AM to 8 PM, Monday-Thursday; 9 AM to 6 PM Friday and 9 AM to 5 PM Saturday.

See [www.gobencars.com](http://www.gobencars.com) for typical information about the other two Goben facilities. The owner anticipates there will be five (5) to ten (10) new jobs created by this expansion. There will be a maximum of twelve employees on the site at any time. 35 construction workers will be employed.

A snow plow will be kept on the site and be parked in the back row of the rear inventory lot. Snow storage will be located on part of the inventory area at the rear of the lot. The inventory will be reduced in this area to accommodate snow accumulation needs. A small dumpster on an 8'x8' concrete pad will be provided to the East of the building.

If you have any questions, please do not hesitate to call.

Arlan Kay, AIA  
Architect

## DIRECTORY

### **Owner:**

Don Goben 608-216-0500  
Goben Cars  
DMG Holdings  
1415 Pflam Road  
Madison, WI 53716 [gobencars1@yahoo.com](mailto:gobencars1@yahoo.com)

### **Architect:**

Arlan Kay 608-251-7515, ext 27  
Architerture Network, Inc  
116 E. Dayton Street  
Madison, WI 53703 [arlan\\_archnet@tds.net](mailto:arlan_archnet@tds.net)

### **General Construction:**

Al Bachmann 608-222-8869  
Bachmann Construction  
1201 South Stoughton Road  
Madison, WI 53716 [abachmann@bachmannconstruction.net](mailto:abachmann@bachmannconstruction.net)

### **Civil & Surveyor:**

Ron Klaas 608-833-7530  
D'Onofrio & Kottke  
7530 Westward Way  
Madison, WI 53717 [rklaas@donofrio.cc](mailto:rklaas@donofrio.cc)

### **Landscape Architect:**

Heidi Natura 773-467-1634  
Living Habitats  
6457 N. Sayre Avenue  
Chicago, IL 60631 [heidinatura@livinghabitats.com](mailto:heidinatura@livinghabitats.com)

### **Lighting Design:**

Donn Trieloff 608-423-9550  
501 Church Street  
Cambridge, WI 53523 [dtrieloff@energydesignconcepts.com](mailto:dtrieloff@energydesignconcepts.com)

## SITE INFORMATION

Lot Area	78,624 SF	
Building Area	4,900 SF	
Parking Calculations		
Five service bays, 2 people per bay		(5) spaces
2275 SF sales area/300SF/space		(8) spaces
Spaces provided		(14)
Bicycle space provided		(2) under cover



OPERATION PLAN  
Goben Cars, 2501 East Springs Drive  
Operation and Traffic Plan

**AVERAGE TRAFFIC COUNT:** Mondays we get an average of 10 customers that drive on the lot, Tuesdays 7 customers, Wednesdays 4-6 customers, Thursdays 5-6 customers, Fridays 8-10 customers, and Saturdays 15-25 customers. This study is based on the traffic we follow at our Madison East location and also our Middleton West location. They vary within 10%. We estimate that the new location will start out the same and within a year increase 10-15% in volume through the days of the week.

**TRAFFIC FLOW:** Traffic will enter the driveway on East Springs Drive. When you enter that driveway it angles and turns right. Studies show that most traffic naturally will turn right as that is a human mind reaction. The way this lot is laid out 80% of our inventory will be displayed in this direction, which is where our customer parking is located. A very small percentage will go left upon entering the lot towards the back of the property.

**DOUBLE STACK PARKING IN FRONT ROW:** The reason we do this is so that it does not look like a parking lot and gives it a display atmosphere. We also do this for safety reasons. It is much safer to have cars only move out of their spots on one side of the drive aisle, than it is to have two sides where cars are being moved. When a car in the front row is being demonstrated we move the first car out of its spot with another salesperson guiding it so they don't hit anything or anyone. Once the first car is out, the second salesman puts the car that was in the back row into the front row, so the main salesman can stay with the customer and car at all times. When the other car comes back from demonstration it gets parked in the second row.

**CAR CARRIER PLAN:** Over 75% of our inventory is purchased between Milwaukee and Chicago. These auctions have retired people that drive the individual cars in to the dealership. On average, once a month a car carrier delivers cars. All deliveries generally come in on a Thursday or Friday. We feel the best location for the car carrier to deliver cars would be to come in off I90 exit on to High Crossing Blvd come over the highway and make the first right on to Annamark Drive. They would then make a left at the drive between Texas Roadhouse and Pot Bellies. From there they can continue into the back area of 2501 East Springs Drive, and pull off into the 10' wide buffer zone along the rear inventory storage for unloading.

**TEST DRIVE PLAN:** When exiting the driveway they would make a right on East Springs Drive and make a right on Annamark Drive, they would follow Annamark Drive around to make a right on High Crossing Blvd, a right on to East Springs Drive, and lastly a right into Gobon Cars. Essentially, this would just be circling the block.

**DIFFERENCE OF OPERATION BETWEEN PRE-OWNED CAR DEALERSHIPS AND NEW CAR DEALERSHIPS:** A new car dealership does a lot more than just selling new cars. For example, most of their sales are new car sales which means that they have to have shipments every week of car carriers dropping off cars. They also service hundreds of customers a day between their service and parts departments. Pre-owned car dealerships like this one only sell used cars, so we do not have car carriers coming in weekly to drop off cars. We do not do retail service or parts sales. We also have very few employees compared to a new car store.

The reason we have chosen this site is because it is a high traffic intersection, which is very important for marketing used cars. Because car dealerships are big ticket items you only need to sell 2-3 cars per day. There is not a lot of drive through traffic for this type of business as compared to a restaurant, or a bank. These types of businesses would be getting hundreds of customers per day and make this intersection have too high intensity of traffic. This property is also located at the beginning of automobile row. Just because there is a highway I90 that goes under High Crossing Blvd should have no bearing on the fact that High Crossing Boulevard is a central shopping destination for automobiles. We offer a different option for car buyers in that we specialize in used cars versus new cars. The corridor also offers a variety of other services, with a Home Depot, American TV, Best Buy, and a large movie theater. The zoning for this site is the same as the zoning throughout High Crossing Blvd and therefore makes a nice addition to a lot that has been vacant for years.