



Location  
2101 Darwin Road

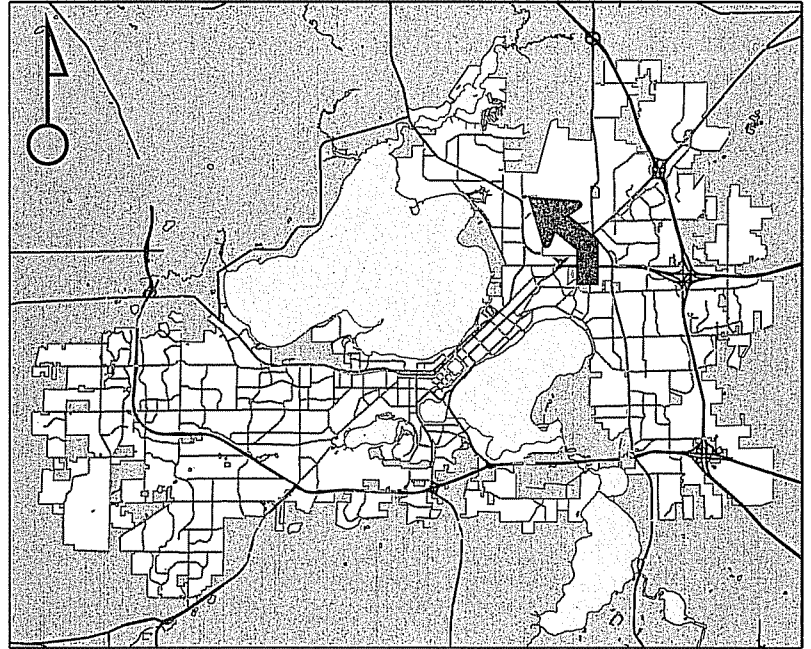
Project Name  
Hertz Car Rental

Applicant  
Janet Gonzalez/Drew Jones –  
The Hertz Corporation

Existing Use  
Former auto repair business

Proposed Use  
Convert former auto repair business  
into an auto rental facility

Public Hearing Date  
Plan Commission  
22 July 2013

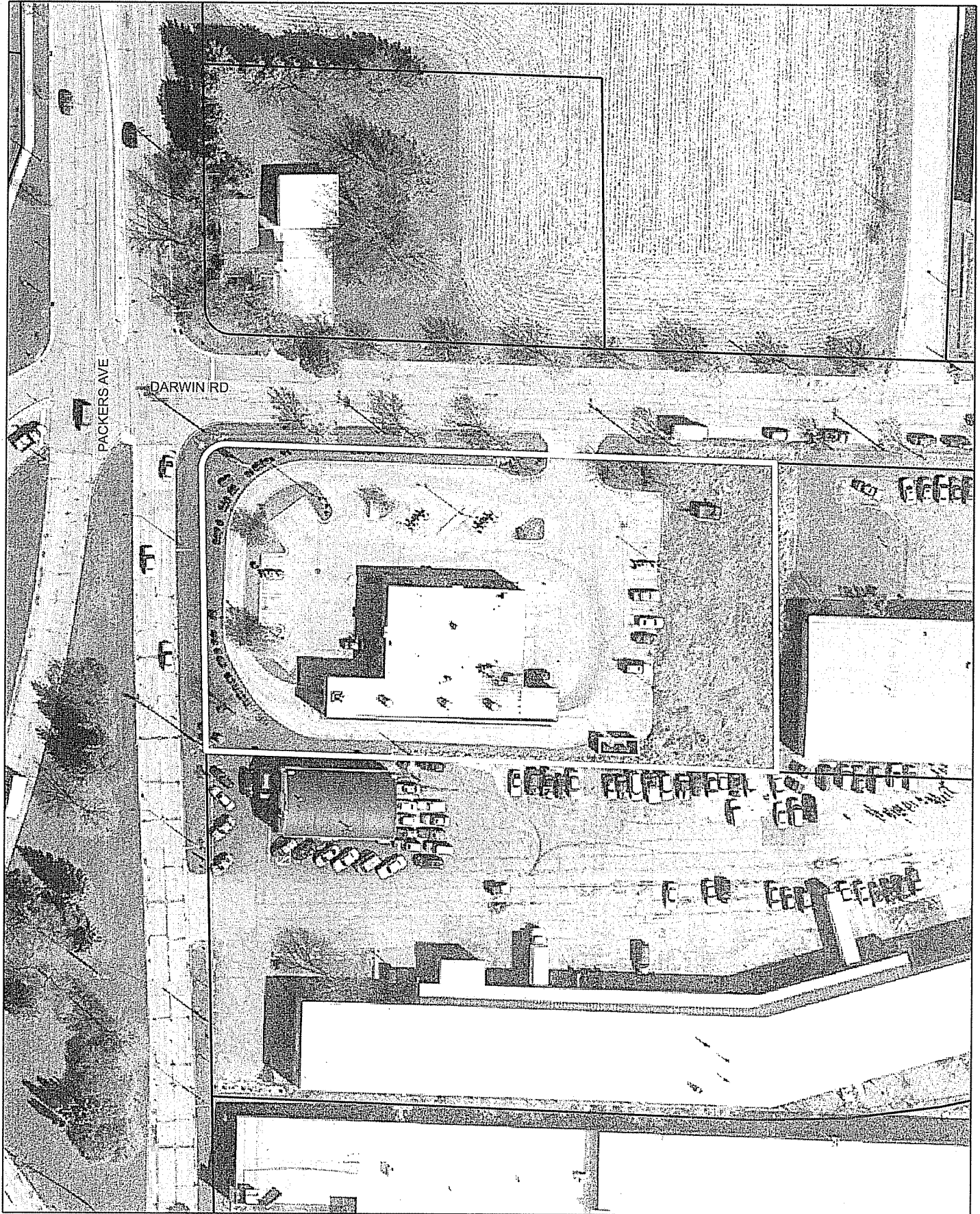


For Questions Contact: Tim Parks at: 261-9632 or [tparks@cityofmadison.com](mailto:tparks@cityofmadison.com) or City Planning at 266-4635



Scale : 1" = 400'

City of Madison, Planning Division : RPJ : Date : 12 July 2013





# 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	\$600 Receipt No. 143468
Date Received	6/5/2013
Received By	ISJP
Parcel No.	0810-304-0099-9
Aldermanic District	12-PALM
Zoning District	SE
Special Requirements	Ex. C.U.
Review Required By:	
<input type="checkbox"/> Urban Design Commission	<input checked="" type="checkbox"/> Plan Commission
<input type="checkbox"/> Common Council	<input type="checkbox"/> Other:

Form Effective: February 23, 2013

1. Project Address: 2101 Darwin Road, Madison, WI 53704

Project Title (if any): Hertz Car Rental

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
- Review of Alteration to Planned Development (By Plan Commission)
- Conditional Use, or Major Alteration to an Approved Conditional Use
- Demolition Permit
- Other Requests: \_\_\_\_\_

### 3. Applicant, Agent & Property Owner Information:

Applicant Name: Drew Jones Company: The Hertz Corporation  
 Street Address: 4000 International Lane City/State: Madison, WI Zip: 53704  
 Telephone: (608) 320-0894 Fax: (888) 777-8451 Email: drjones@hertz.com

Project Contact Person: SAME AS ABOVE Company: \_\_\_\_\_  
 Street Address: \_\_\_\_\_ City/State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Telephone: ( ) \_\_\_\_\_ Fax: ( ) \_\_\_\_\_ Email: \_\_\_\_\_

Property Owner (if not applicant): Juan W Gonzalez  
 Street Address: 10900 N. Crestline Rd City/State: Madison, WI Zip: 53704

### 4. Project Information:

Provide a brief description of the project and all proposed uses of the site: Turn former Valvoline Oil Change facility into off-site storage & car wash facility for Hertz operations at the Dane County Regional Airport (relocating from current off-site lot at 1814 Packers Avenue).

Development Schedule: Commencement As Soon As Possible Completion September 1, 2013

**5. Required Submittal Information**

All Land Use applications are required to include the following:

**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)

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 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:

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

**Filing Fee:** Refer to the Land Use Application Instructions & 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 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](mailto:pcapplications@cityofmadison.com).

**NOTE:** 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:  
Alderman Palm - 4/11/13, 5/22/13, 5/29/13; Berkley Oaks Neighborhood Assoc. - 4/11/13, 5/22/13, 5/29/13;

→ 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: Tim Parks Date: 5/29/13 Zoning Staff: Matt Tucker Date: 5/29/13

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

Name of Applicant DREW JONES / HERTZ CORP. Relationship to Property: POTENTIAL FUTURE TENANT  
Authorizing Signature of Property Owner Janet W. Gonzalez Date 5/29/2013

June 5, 2013

Today, The Hertz Corporation is submitting a Conditional Use Application for 2101 Darwin Road in Madison. The property is vacant and was most recently a Valvoline Instant Oil Change. This property would be our new off-site cleaning and storage facility for our operations at the Dane County Regional Airport. We currently operate our off-site facility just a couple blocks away at 1814 Packers Avenue, so we would be relocating from this address to the Darwin address. Our current location on Packers is in a more residential area, so it may have better future development uses than how it has been used by Hertz for many years.

The property at Darwin Road is ideal for a number of reasons; proximity to the airport and an on-site car wash being two of the biggest. As previously mentioned, this would be our cleaning facility, where we would vacuum and wash cars. All of this work would be contained within the existing building. Other than paving and fencing the property with decorative fencing, few modifications will be made to the site. All rental transactions for our Dane County Regional Airport location would continue to take place at our current location, inside the terminal at the airport.

A few details regarding the project:

- **Project Team** – Hertz staff, including Regional Project Manager John Ellwood, who will hire local contractors for all work on the project.
- **Project Schedule** – The goal is a completion date of September 1, 2013. Ideally, we would like to be moved out of the Packers Avenue site and into this site by mid-September.
- **Hours of Operation** – Monday-Friday: 0600-2100, Saturday-Sunday: 0800-2000. These are the same hours we currently operate at the Packers Avenue site.
- **Building / Property Square Footage** – 8,000 (approximated) / 64,308
- **Lot Coverage** – Proposed at 75%. Our architect has shown this on the proposed site & landscaping plans, and has calculated our proposed landscaping points at 764.
- **Auto & Bike Parking Stalls** – Auto: As you can see from the proposed plans, we will be using the stacked stall design. Generally there will be very few cars parked at this site, as it will only be used as an overflow lot during non-peak times. Bike: (1) bike rack with (5) stalls.
- **Estimated Project Cost** – Hertz has budgeted up to \$200,000 for the project.

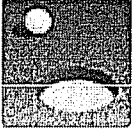
This project has the full support of the property owner, as well as City of Madison District 12 Alderman, Larry Palm.

Thank you for your time and consideration of our project. Please feel free to contact me by phone or email if you have any questions regarding this project.

Regards,



Drew Jones  
Area Manager – Madison, WI  
4000 International Lane  
(608) 320-0894  
drjones@hertz.com



**Re: 2101 Darwin Road**  
Drew Jones to: district12  
Cc: valwilly, lydmaurer, mtucker, tparks  
Bcc: Drew Jones

05/29/2013 01:48 PM

Alderman Palm,

Thank you for the response on our proposed project.

I wanted to email you one final time to provide with you official notification that it is the intent of The Hertz Corporation to apply for a Conditional Use Permit for the property at 2101 Darwin Road on June 5, 2013. I am hoping that you will be able to grant a waiver to the 30 day notice requirement (below email was sent 14 days prior to June 5 application date).

I have also copied the Berkley Oaks Neighborhood Association contacts, as well as Matt Tucker and Tim Parks from the City of Madison on this email.

Thanks again for your support of this project.

Regards,

**Drew Jones**  
Area Manager  
The Hertz Corporation | 6514 Odana Road, Suite #2, Madison, WI 53719  
Fax: (866) 777-8451 | Mobile: (608) 320-0894  
[drjones@hertz.com](mailto:drjones@hertz.com) | [www.hertz.com](http://www.hertz.com)

----- Forwarded by Drew Jones/HLE/Hertz on 05/29/2013 01:31 PM -----

From: "Palm, Larry" <district12@cityofmadison.com>  
To: Drew Jones <drjones@hertz.com>  
Date: 05/24/2013 11:54 AM  
Subject: RE: Intent to Apply for Re-Zoning of 2101 Darwin Road

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Drew-

Thanks for the information. This is acceptable to me.

Larry

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From: Drew Jones/HLE/Hertz  
To: district12@cityofmadison.com  
Date: 05/22/2013 04:44 PM  
Subject: Re: Intent to Apply for Re-Zoning of 2101 Darwin Road

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Alderman Palm,

As a follow up to my below email, Hertz is still hoping to relocate our service lot for Airport operations from 1814 Packers Avenue to 2101 Darwin Road.

We no longer are looking to have the property re-zoned, as the city has instead agreed to add a text modification that will include car rental and associated activities as a conditional use. We are hoping to apply for a Conditional Use Permit on June 5th and have the project completed by late August or early



September.

Please let me know if you have any questions about our intent on this project.

Thanks,

**Drew Jones**

Area Manager

The Hertz Corporation | 6514 Odana Road, Suite #2, Madison, WI 53719

Fax: (866) 777-8451 | Mobile: (608) 320-0894

[drjones@hertz.com](mailto:drjones@hertz.com) | [www.hertz.com](http://www.hertz.com)

----- Forwarded by Drew Jones/HLE/Hertz on 05/22/2013 04:06 PM -----

From: Drew Jones/HLE/Hertz  
To: district12@cityofmadison.com  
Date: 04/11/2013 10:08 PM  
Subject: Intent to Apply for Re-Zoning of 2101 Darwin Road

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Alderman Palm,

We spoke briefly on the phone on Tuesday, 4/9 about The Hertz Corporation's desire to relocate our service lot for Airport operations from 1814 Packers Avenue to 2101 Darwin Road. As we discussed, 2101 Darwin Road is currently zoned SE and would need to be re-zoned for Hertz to operate at this facility (clean, service, and wash vehicles, as well as potentially rent vehicles at this location sometime in the future). The location is ideal for our business for a number of reasons - proximity to the airport, and an on-site car wash being the biggest.

We are not looking to make any major modifications to the property. We would be using the interior of the building in the same way it was by the most recent tenant (Valvoline), which would include cleaning and servicing vehicles, as well as using the on-site car wash. Essentially, the only change we would need to make to accommodate our business would be to pave the grass area at the South end of the property.

I spoke with Matt Tucker, Zoning Administrator, today and have scheduled a pre-application meeting with him and a City Planner next week.

When we spoke on the phone it sounded like you would be in favor of this project, and Hertz certainly appreciates the support.

Please let me know if you have any questions about our intent on this project.

Thanks,

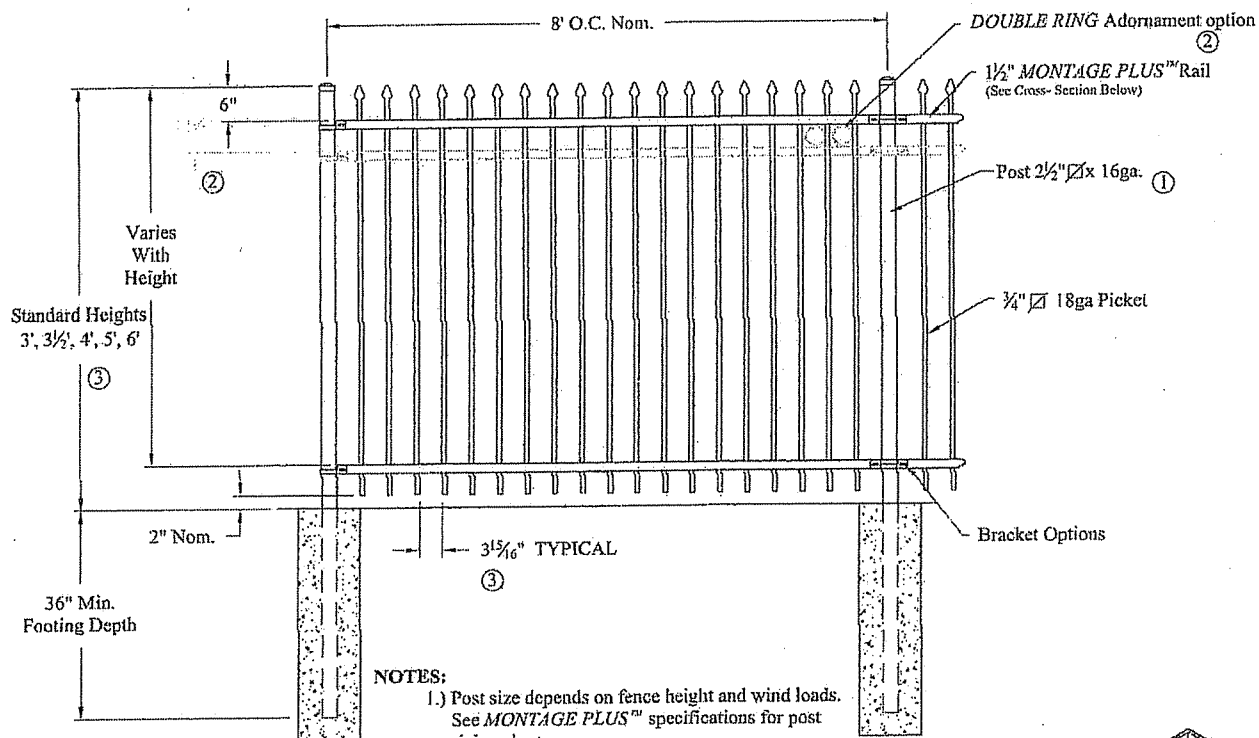
**Drew Jones**

Area Manager

The Hertz Corporation | 6514 Odana Road, Suite #2, Madison, WI 53719

Fax: (866) 777-8451 | Mobile: (608) 320-0894

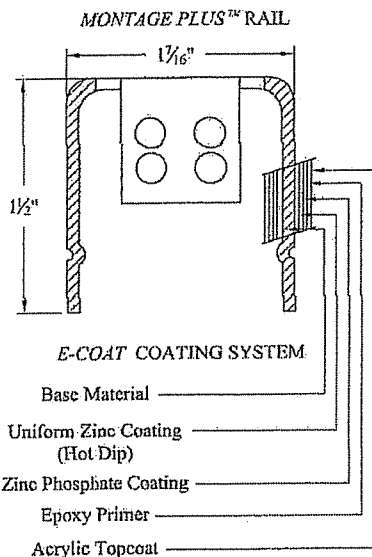
[drjones@hertz.com](mailto:drjones@hertz.com) | [www.hertz.com](http://www.hertz.com)



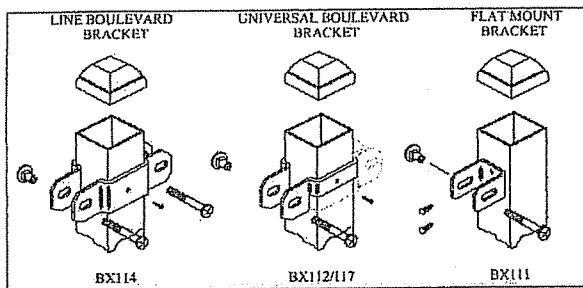
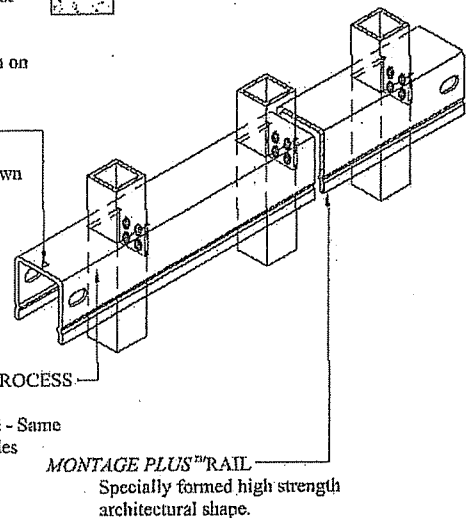
**NOTES:**

- 1.) Post size depends on fence height and wind loads. See *MONTAGE PLUS™* specifications for post sizing chart.
- 2.) Third rail required for *Double Rings*.
- 3.) Available in 3" air space and/or Flush Bottom on most heights.

**RAKING DIRECTIONAL ARROW**  
Welded panel can be raked 30" over 8' with arrow pointing down grade.



**PROFUSION™ WELDING PROCESS**  
No exposed welds,  
Good Neighbor profile - Same appearance on both sides



Values shown are nominal and not to be used for installation purposes. See product specification for installation requirements.

IRCS10

**COMMERCIAL STRENGTH WELDED STEEL PANEL**  
**PRE-ASSEMBLED**

Title: <b>MONTAGE PLUS CLASSIC 2/3-RAIL</b>		
DR: CI	SH. 1 of 1	SCALE: DO NOT SCALE
CK: ME	Date 6/28/10	REV: e



**AMERISTAR®**

1555 N. Mingo  
Tulsa, OK 74116  
1-888-333-3422  
www.ameristarfence.com

16



Submitted by Enterprise Lighting, LTD.



Enterprise Light  
Manufacturers' Republic

**Job Name:**  
The Hertz Corp

**Catalog Number:**  
GLEON-AA-03-LED-E1-T3-BZ

Notes:

**Type:**

**OA**

ELL13-33516

**McGRAW-EDISON®**



**DESCRIPTION**

The Galleon™ LED luminaire delivers exceptional performance in a highly scalable, low-profile design. Patented, high-efficiency AccuLED Optics™ system provides uniform and energy conscious illumination to walkways, parking lots, roadways, building areas and security lighting applications. IP66 rated and UL/cUL Listed for wet locations.

Catalog #		Type	
Project		Date	
Comments			
Prepared by			

**SPECIFICATION FEATURES**

**Construction**

Extruded aluminum driver enclosure thermally isolated from Light Squares for optimal thermal performance. Heavy-wall, die-cast aluminum end caps enclose housing and die-cast aluminum heat sinks. A unique, patent pending interlocking housing and heat sink provides scalability with superior structural rigidity. 3G vibration tested. Optional tool-less hardware available for ease of entry into electrical chamber. Housing is IP66 rated.

**Optics**

Choice of 12 patented, high-efficiency AccuLED Optics™ manufactured from injection molded acrylic. Optics are precisely designed to shape the distribution maximizing efficiency and application spacing. AccuLED Optics create consistent distributions with the scalability to meet customized application requirements. Offered standard in 4000K (+/- 275K) CCT and nominal

70 CRI. Optional 6000K CCT and 3000K CCT (80 CRI).

**Electrical**

LED drivers are mounted to removable tray assembly for ease of maintenance. 120-277V 50/60Hz, 347V 60Hz or 480V 60Hz operation. Shipped standard with Cooper Lighting proprietary circuit module designed to withstand 10kV of transient line surge. The Galleon LED luminaire is suitable for operation in -40°C to 40°C ambient environments. For applications with ambient temperatures exceeding 40°C, specify the HA (High Ambient) option. Light Squares are IP66 rated. 90% lumen maintenance expected at 60,000 hours.

**Mounting**

Extruded aluminum arm includes internal bolt guides allowing for easy positioning of fixture during assembly. Designed for pole or wall mounting. When mounting two or more luminaires at 90°

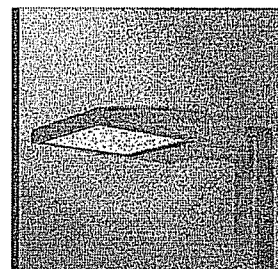
or 120° apart, specify the EA extended arm option. For wall mounting, specify wall mount bracket option. 3G vibration rated.

**Finish**

Housing finished in Super durable TGIC polyester powder coat paint, 2.5 mil nominal thickness for superior protection against fade and wear. Heat sink is powder coated black. Standard colors include black, bronze, grey, white, dark platinum and graphite metallic. RAL and custom color matches available. Consult the McGraw-Edison Architectural Colors brochure for the complete selection.

**Warranty**

Five-year warranty.



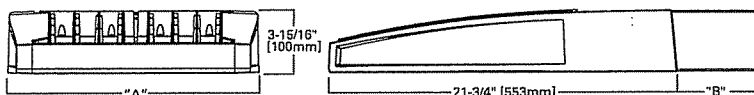
**GLEON GALLEON LED**

2-10 Light Squares  
Solid State LED

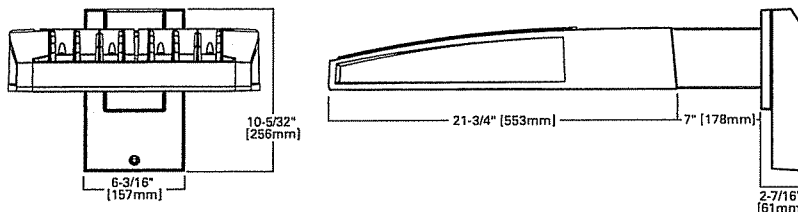
AREA/SITE LUMINAIRE

**DIMENSIONS**

**POLE MOUNT**



**WALL MOUNT**



**DIMENSION DATA**

Number of Light Squares	"A" Width	"B" Standard Arm Length	"B" Optional Arm Length <sup>1</sup>	Weight with Arm (lbs.)	EPA with Arm <sup>2</sup> (Sq. Ft.)
2-4	15-1/2" (394mm)	7" (178mm)	10" (254mm)	33 (15.0 kgs.)	0.95
5-6	21-5/8" (549mm)	7" (178mm)	10" (254mm)	44 (20.0 kgs.)	1.00
7-8	27-5/8" (702mm)	7" (178mm)	13" (330mm)	54 (24.5 kgs.)	1.07
9-10	33-3/4" (857mm)	7" (178mm)	16" (406mm)	63 (28.6 kgs.)	1.12

NOTES: 1. Optional arm length to be used when mounting two fixtures at 90° on a single pole. 2. EPA calculated with optional arm length.

**CERTIFICATION DATA**

UL/cUL Wet Location Listed  
ISO 9001  
LM79 / LM80 Compliant  
3G Vibration Rated  
ARRA Compliant  
DesignLights™ Consortium Qualified\*  
IP66 Rated

**ENERGY DATA**

Electronic LED Driver  
>0.9 Power Factor  
<20% Total Harmonic Distortion  
120V-277V 50/60Hz  
347V & 480V 60Hz  
-40°C Min. Temperature  
40°C Max. Temperature  
50°C Max. Temperature (HA Option)

**COOPER Lighting**  
www.cooperlighting.com

\*www.designlights.org



ADH120541  
2012-10-23 11:53:52

14

Submitted by Enterprise Lighting, LTD.



Enterprise Light  
Manufacturers' Representative

Job Name:  
The Hertz Corp.

Catalog Number:

GLEON-AA-03-LED-E1-T3-BZ

Notes

Type

OA

EEL13-33516

GLEON GALLEON LED

POWER AND LUMENS BY LIGHT SQUARE COUNT

Number of Light Squares	2	3	4	5	6	7	8	9	10	
Power (Wattage)	103	154	206	257	309	360	412	463	515	
Current @ 120V (A)	0.86	1.29	1.72	2.15	2.58	3.01	3.44	3.87	4.30	
Current @ 277V (A)	0.38	0.57	0.76	0.95	1.14	1.33	1.52	1.71	1.90	
Optics										
T2	Lumens	8,372	12,245	16,131	19,993	23,493	27,458	31,329	35,095	38,720
	BUG Rating	B2-U0-G2	B3-U0-G3	B3-U0-G3	B3-U0-G3	B3-U0-G3	B4-U0-G4	B4-U0-G4	B4-U0-G4	B4-U0-G4
T3	Lumens	8,340	12,198	16,069	19,916	23,403	27,353	31,209	34,961	38,572
	BUG Rating	B2-U0-G2	B3-U0-G3	B3-U0-G3	B3-U0-G3	B4-U0-G4	B4-U0-G4	B4-U0-G4	B4-U0-G4	B4-U0-G5
T4	Lumens	7,995	11,694	15,405	19,093	22,436	26,222	29,919	33,516	36,978
	BUG Rating	B1-U0-G2	B2-U0-G2	B2-U0-G3	B3-U0-G3	B3-U0-G4	B3-U0-G4	B3-U0-G4	B3-U0-G5	B3-U0-G5
SL2	Lumens	8,201	11,996	15,803	19,586	23,015	26,899	30,692	34,382	37,933
	BUG Rating	B2-U0-G2	B2-U0-G2	B2-U0-G2	B3-U0-G3	B3-U0-G3	B3-U0-G4	B3-U0-G4	B3-U0-G4	B3-U0-G4
SL3	Lumens	8,101	11,849	15,609	19,345	22,732	26,569	30,314	33,959	37,467
	BUG Rating	B1-U0-G2	B2-U0-G2	B2-U0-G3	B3-U0-G3	B3-U0-G4	B3-U0-G4	B3-U0-G4	B3-U0-G5	B3-U0-G5
SL4	Lumens	8,237	12,048	15,871	19,671	23,115	27,016	30,824	34,530	38,097
	BUG Rating	B2-U0-G2	B2-U0-G2	B3-U0-G3	B3-U0-G4	B3-U0-G4	B3-U0-G4	B3-U0-G5	B3-U0-G5	B3-U0-G5
5MQ	Lumens	8,797	12,867	16,951	21,009	24,687	28,853	32,921	36,879	40,688
	BUG Rating	B3-U0-G2	B4-U0-G2	B4-U0-G2	B4-U0-G2	B5-U0-G3	B5-U0-G3	B5-U0-G4	B5-U0-G4	B5-U0-G4
5WQ	Lumens	8,745	12,791	16,850	20,884	24,540	28,681	32,725	36,659	40,446
	BUG Rating	B3-U0-G2	B4-U0-G2	B4-U0-G3	B5-U0-G3	B5-U0-G3	B5-U0-G4	B5-U0-G4	B5-U0-G4	B5-U0-G4
5XQ	Lumens	8,531	12,478	16,437	20,373	23,940	27,979	31,924	35,762	39,456
	BUG Rating	B3-U0-G3	B4-U0-G3	B4-U0-G4	B5-U0-G4	B5-U0-G5	B5-U0-G5	B5-U0-G5	B5-U0-G5	B5-U0-G5
RW	Lumens	8,359	12,226	16,106	19,962	23,457	27,415	31,280	35,041	38,660
	BUG Rating	B3-U0-G3	B3-U0-G3	B3-U0-G3	B4-U0-G4	B4-U0-G4	B4-U0-G4	B4-U0-G4	B5-U0-G5	B5-U0-G5
SLL/ SLR	Lumens	7,835	11,459	15,096	18,710	21,986	25,696	29,319	32,844	36,236
	BUG Rating	B1-U0-G3	B2-U0-G4	B2-U0-G5	B2-U0-G5	B3-U0-G5	B3-U0-G5	B3-U0-G5	B3-U0-G5	B3-U0-G5

LUMEN MULTIPLIER

Ambient Temperature	Lumen Multiplier
10°C	1.04
15°C	1.03
25°C	1.00
40°C	0.96
50°C	0.92

LUMEN MAINTENANCE

Ambient Temperature	TM-21 Lumen Maintenance (60,000 Hours)	Theoretical L70 (Hours)
25°C	> 84%	> 350,000
40°C	> 83%	> 250,000
50°C	> 80%	> 170,000

LIGHT SQUARE OPERATION WITH 2L BI-LEVEL SWITCHING

Number of Light Squares	Circuit 1	Circuit 2
2	1	1
3	2	1
4	2	2
5 (120-277V only)	3	2
6 (120-277V only)	3	3
7	4	3
8	4	4
9	5	4
10 (120-277V)	5	5
10 (347-480V)	6	4

**COOPER** Lighting  
www.cooperlighting.com

NOTE: Specifications and dimensions subject to change without notice.  
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