

City of Madison

Proposed Rezoning

Location 5555 High Crossing Boulevard

Applicant

Wilde Family Limited Partnership/Patrick Donahue - Wilde Automotive Management

From: C2

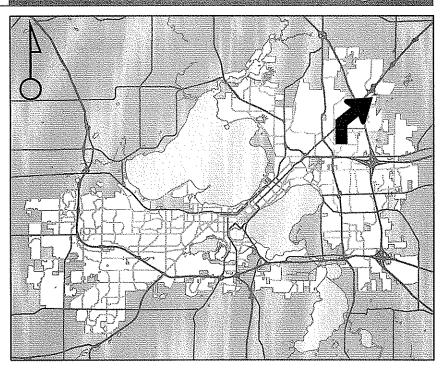
To: C3

Existing Use Vacant Land

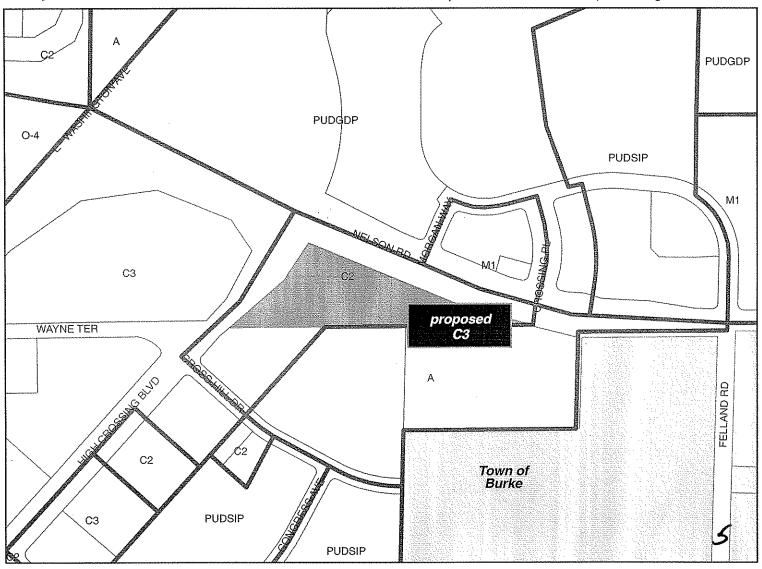
Proposed Use

Construct a Honda Dealership Facility

Public Hearing Date Plan Commission 15 September 2008 Common Council 07 October 2008

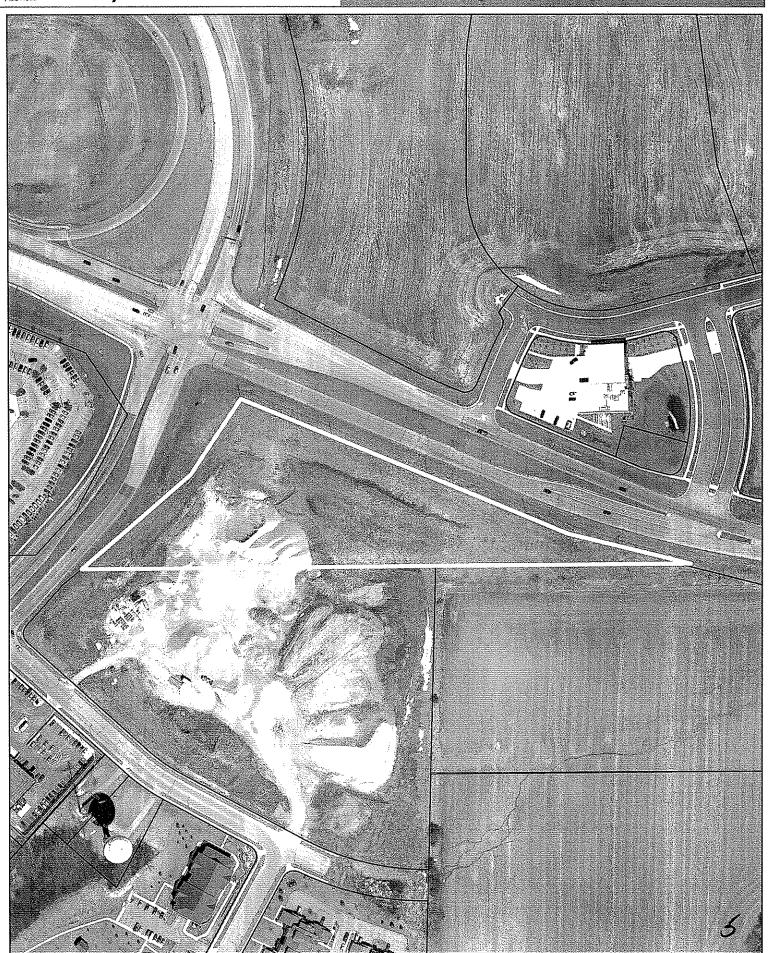


For Questions Contact: Kevin Firchow at: 267-1150 or kfirchow@cityofmadison.com or City Planning at 266-4635



Scale: 1'' = 400'

City of Madison, Planning Division: RPJ: Date: 02 September 2008



Date of Aerial Photography : April 2007

LAND USE APPLICATION **Madison Plan Commission**

- 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.

LAND USE APPLICATION	FOR OFFICE USE ONLY:						
Madison Plan Commission	Amt. Paid 1300 - Receipt No. 92883						
215 Martin Luther King Jr. Blvd; Room LL-100	Date Received 7/14/08						
PO Box 2985; Madison, Wisconsin 53701-2985	Received By						
Phone: 608.266.4635 Facsimile: 608.267.8739	Parcel No. OBIC - 232 - OSOI - I Aldermanic District 17 - CLAUSIUS GQ ENG- LZ Zoning District C 2 For Complete Submittal Application Letter of Intent IDUP Legal Descript. Plan Sets Zoning Text Alder Notification Waiver Ngbrhd. Assn Not. Waiver Date Sign Issued						
 The following information is <u>required</u> 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. 							
1. Project Address: 5555 High Crossing Blvd.	Project Area in Acres: 4.49						
Project Title (if any): Wilde East Towne Honda							
2. This is an application for: (check at least one)							
Zoning Map Amendment (check only ONE box below for re	exoning and fill in the blanks accordingly)						
	DONGY						
Rezoning from C-2 to C-3	Rezoning from to PUD/ PCD—SIP						
Rezoning from to PUD/ PCD—GDP Rezoning from PUD/PCD—GDP to PUD/PCD—SIP							
Conditional Use Demolition Permit C	Other Requests (Specify):						
3. Applicant, Agent & Property Owner Information:							
3 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	Company: Wilde Family Limited Partnership						
	te: Waukesha, WI Zip: 53186 Email: sbwam@execpc.com						
	Company: Wilde Automotive Management						
	te: Waukesha, WI Zip; 53186						
Telephone: (262) 513-2772 Fax: (262) 542-1653							
Property Owner (if not applicant):							
treet Address: Zip:							
4. Project Information:	Construction and assertion at a the de-						
Provide a general description of the project and all proposed uses of the site: Construction and operation of a Honda							
automobile dealership to be owned by Hidalgo Autos, Inc., d/b/a Wilde East Towne Honda							
Development Schedule: Commencement Fall 2008	Completion Fall 2009						

CONTINUE ->

5. Req	ired Submittals:				
	Plans submitted as follows below s and driveways; sidewalks; locat plans; landscaping, and a develo	JUIT OF ALLY NEW SI	ions, existina and	DIODOCAN Utility Incoti	proposed buildings; parking ons; building elevations and
• Se	even (7) copies of a full-sized pla	in set drawn to a	scale of one incl	equals 20 feet (colla	ated and folded)
• Se	ven (7) copies of the plan set re	duced to fit onto	11 inch by 17 inc	h paper (collated, sta	apled and folded)
+ 0/	ne (1) copy of the plan set reduce	ed to fit onto 8 1/2	inch by 11 inch p	paper	
land acre	er of Intent: Twelve (12) copies uses of the property; developm scaper, business manager, etc.); age of the site; number of dwelling(s); number of parking stalls, e	types of busines ling units: sale	r the project; na	mes of persons invo	olved (contractor, architect
₩ Lega	I Description of Property: Lot(s) of record or m	netes and bounds	description prepared	by a land surveyor.
Filin	g Fee: \$ 1,300 See the fee s	schedule on the	application cover	page. Make checks	payable to City Treasurer
IN ADDI	TION, THE FOLLOWING ITEMS	MAY ALSO BE	REQUIRED WIT	H VOLID ADDLICAT	TON SEE DELOW
For a	ny applications proposing demoli	fion of existing (n	rincipal) huildings	nhotos of the structu	ION; SEE BELUW:
Coor	dinator is required to be approve	d by the City pric	a <i>Reuse and Re</i> or to issuance of v	<i>cycling Plan</i> approv recking permits.	ed by the City's Recycling
appli	pject proposing ten (10) or more rements outlined in Section 28.04 cation detailing the project's confo- cation form. Note that some IDUF	(25) of the Zonin imance with the	g Ordinance. A se se ordinance requi	parate INCLUSIONAL	RY DWELLING UNIT PLAN
A Zo	ning Text must accompany <u>all</u> Pla	anned Communi	ty or Planned Uni	t Development (PCD	/PUD) submittals
FOR ALI application Acrobat F peapplica	APPLICATIONS: All applicant n (including this application form, DF files compiled either on a non- tions@cityofmadison.com. The ether materials electronically shou	s are required the letter of inter- returnable CD to mail shall include	to submit copies of complete plan so the included with the name of the	of all items submitteets and elevations, etheir application mate	ed in hard copy with their tc.) as INDIVIDUAL Adobe prials, or in the part to
	cant Declarations:				
K Conf	ormance with adopted City plan	ns: Applications	shall be in accord	lance with all adonte	d City of Madicoa alana
→ T/	e site is located within the limits of	Nelson Neight	orhood Develop	nent	
			······································		Plan, which recommends:
	mercial office/service, but as ame				
Pre-a any n	pplication Notification: Section 2 earby neighborhood or business	28:12 of the Zonii associations by	ng Ordinance requ mail no later than	ires that the applican	t notify the district alder and this request:
→ Li:	it below the Alderperson, Neighborh	ood Association(s,), Business Associa	tion(s) AND dates you	sent the notices:
Alder	Joseph Clausius notified by pho	ne and e-mail, a	nd also attended	meeting with City Sta	aff on 04/18/08
	lder has granted a waiver to this req				
Pre-a	oplication Meeting with staff: I sed development and review pro-	Prior to preparat	tion of this anotic	ation the applicant	in employment to all account to
Planne			Zoning Staff Ke		Date 04/18/08
The signe	r attests that this form has bee	•	•		

Relation to Property Owner Ploject Counsel

Date _

Printed Name

Signature Ke

Authorizing Signature of Property Owner

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

Date: July 16, 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. Although this rezoning will also require an amendment to the Nelson Neighborhood Plan, the applicant believes that the requested rezoning is consistent with that 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:

Durham Hill

S99 W12707 Loomis Road

Muskego, WI 53150

Surveyor:

Capitol Survey & Engineering, LLC

20875 Crossroads Circle

Suite 950

Waukesha, WI 53186

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:

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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 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 375, broken down as follows:

Customer Parking: 27 spaces
Customer Service: 46 spaces
New Car Display: 129 spaces
New Car Storage: 48 spaces
Preowned Display: 48 spaces
Service Car Parking: 45 spaces
Employee Parking: 30 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 area of the Project Site is 4.49 acres, approximately 195,575.8 square feet.

Number of dwelling units: N/A

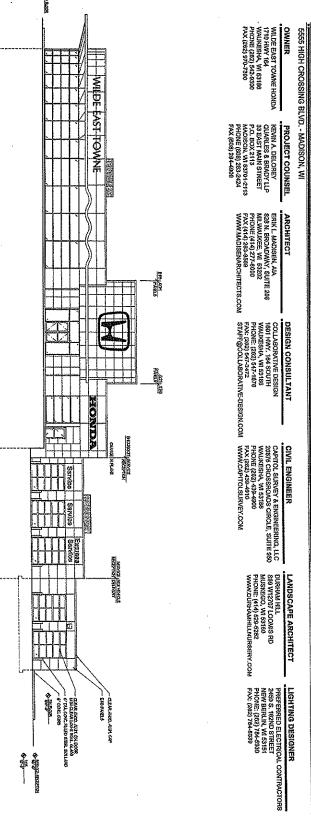
Trash removal and storage, snow removal and maintenance equipment. As shown on the plans submitted with this Letter of Intent, there will be an on-site, screened, dumpster area for collection and storage of trash. Trash removal, heavy snow removal, and maintenance will be handled by private contractor.

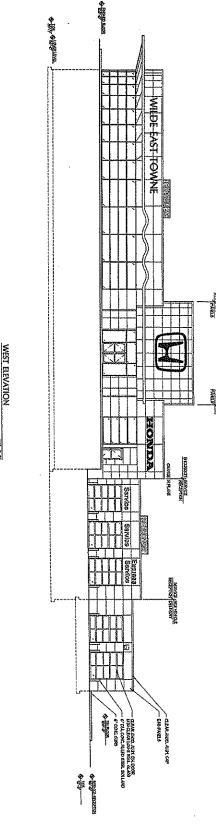
Respectfully submitted,

Wilde Family Limited Partnership

Title: Project Counsel

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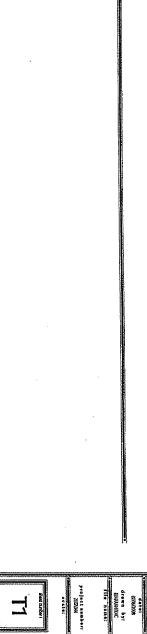
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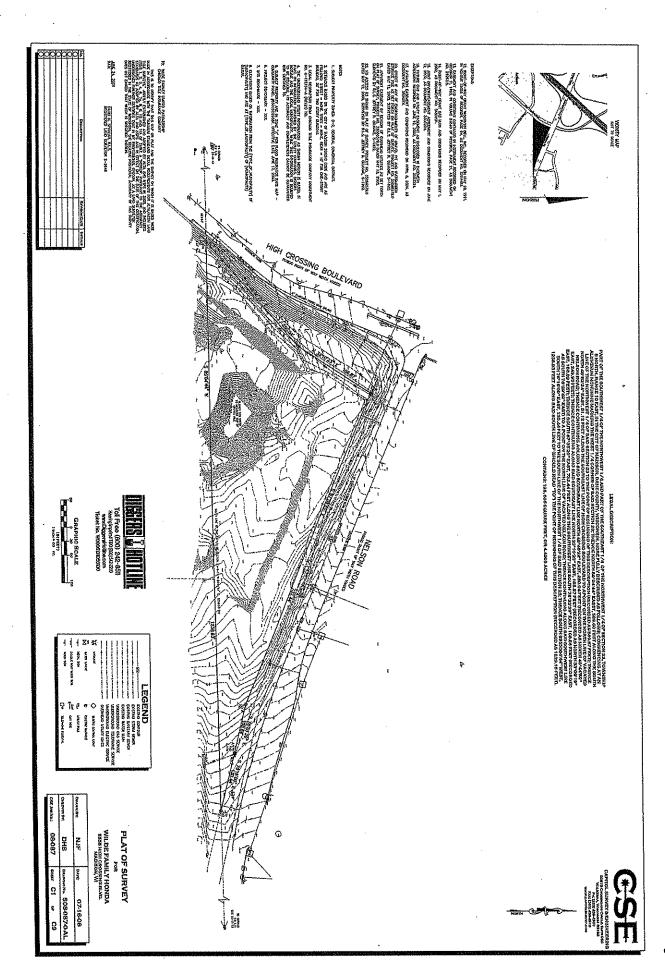


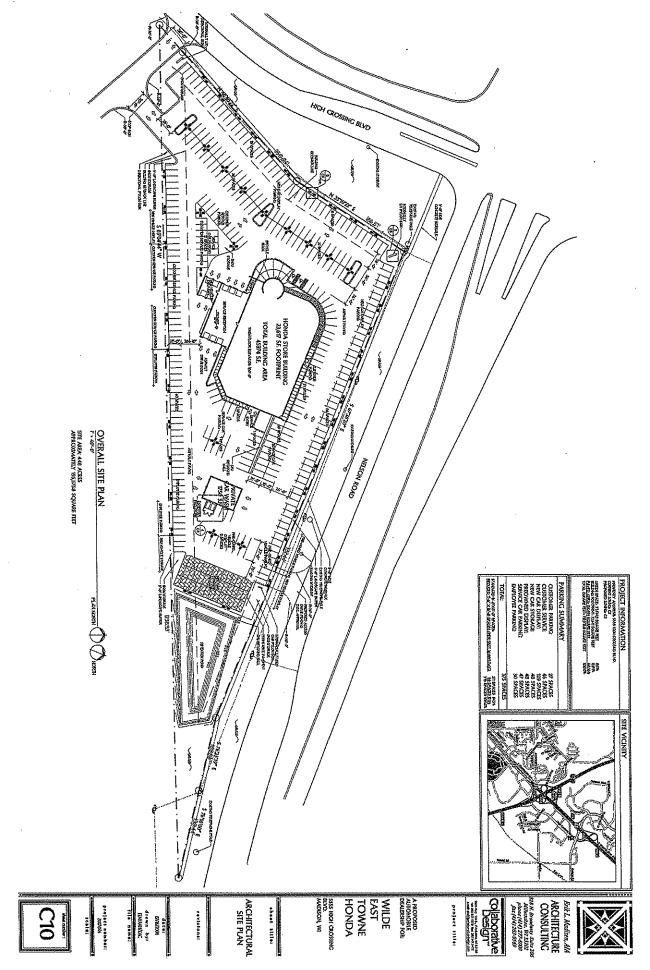
SHEET INDEX

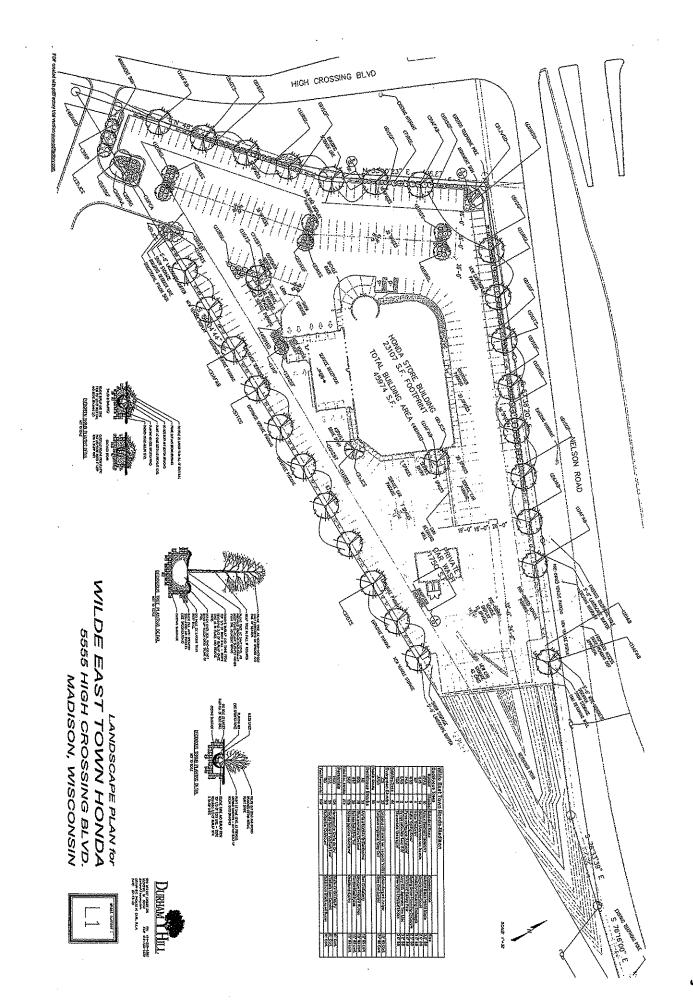


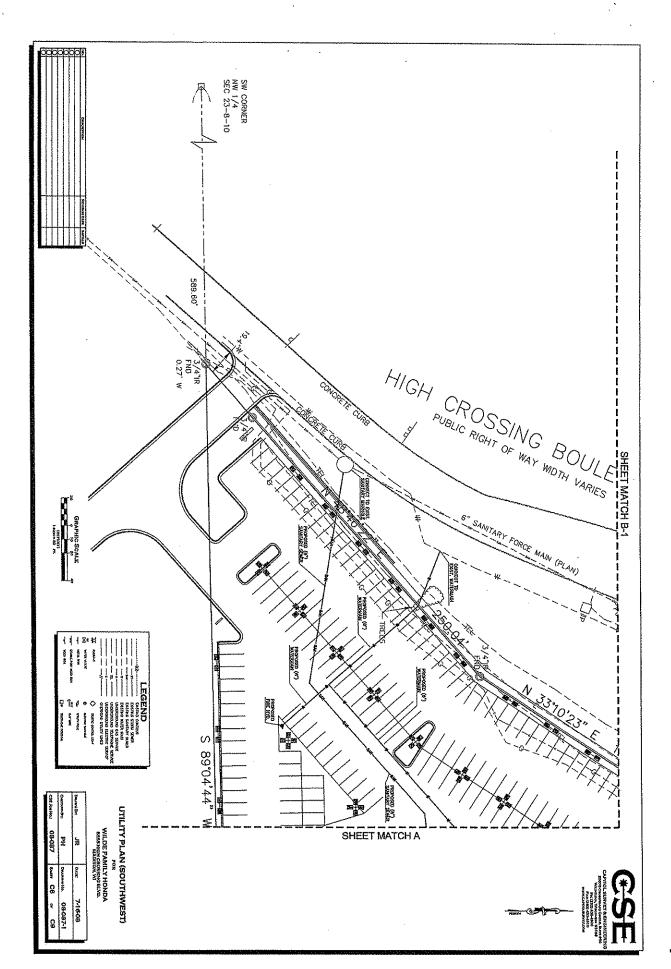
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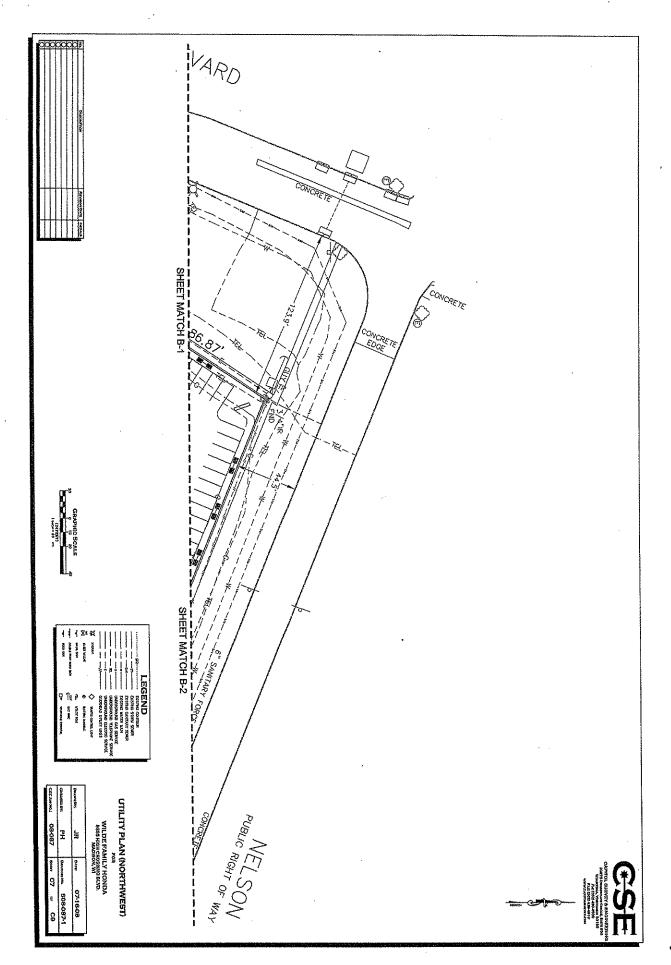
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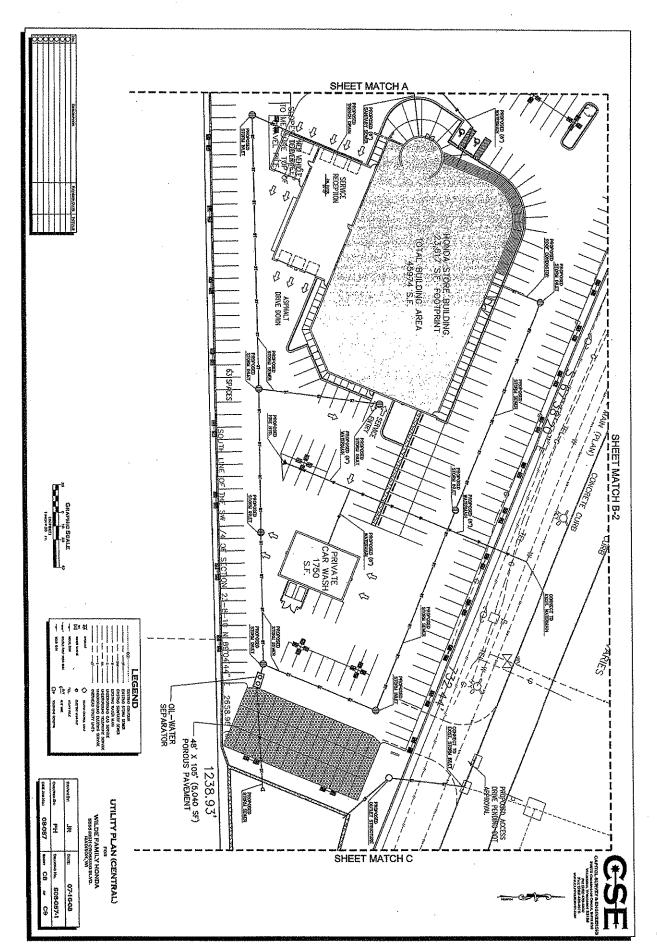


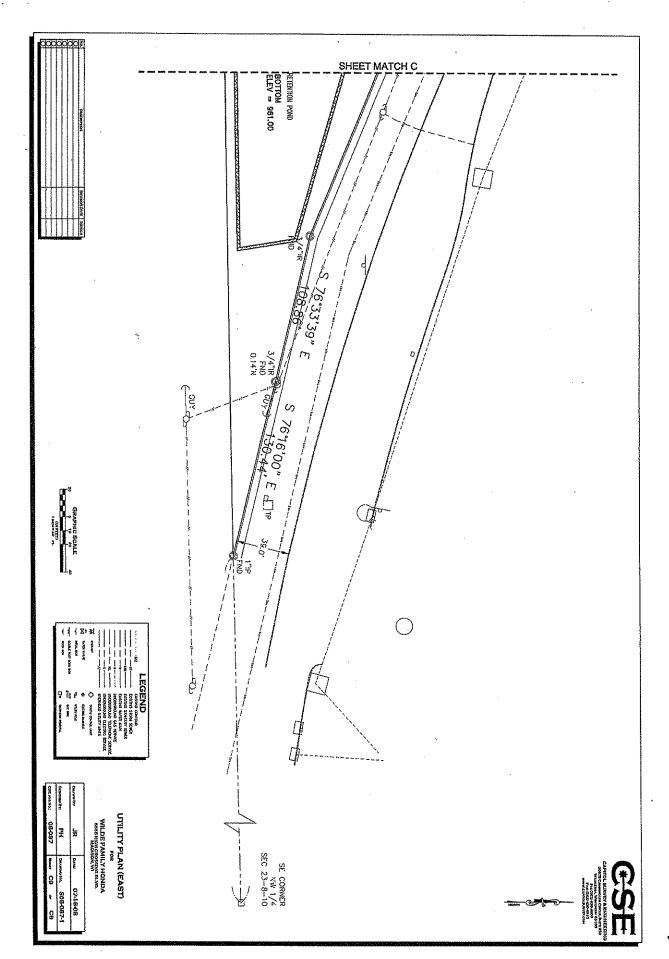


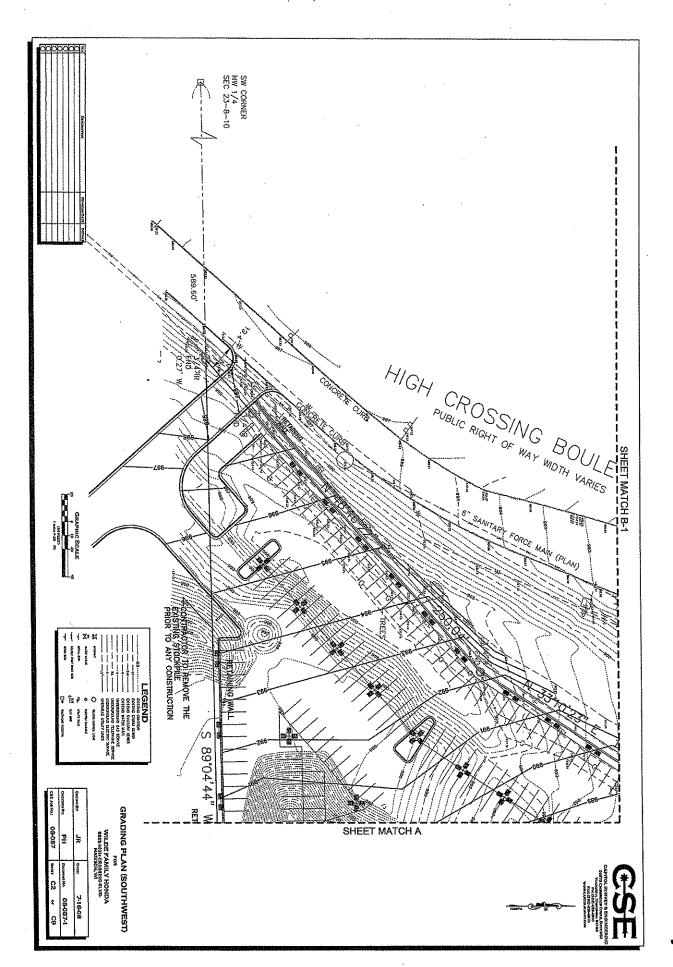


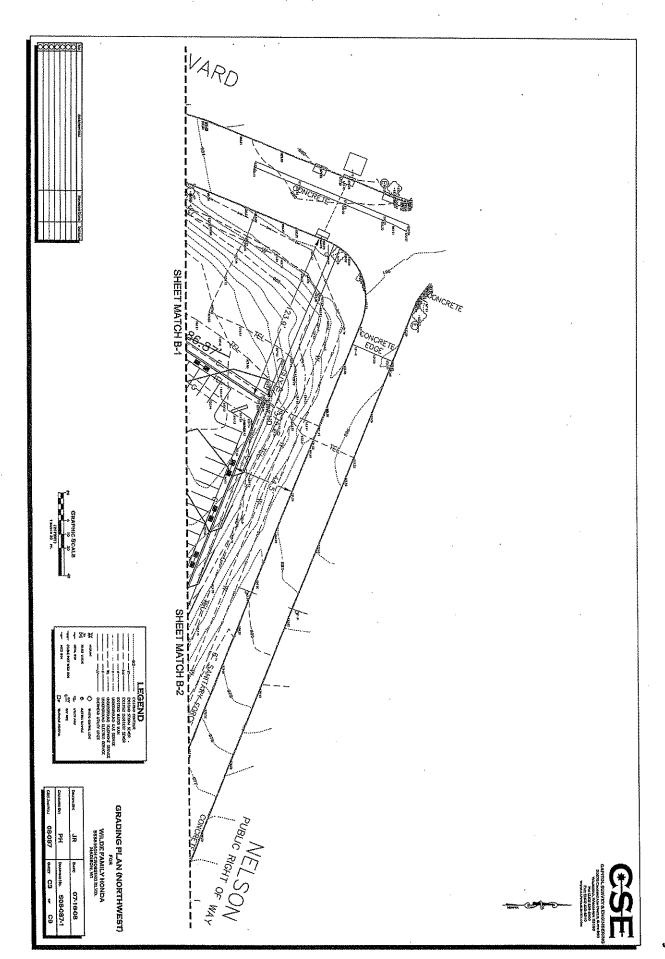


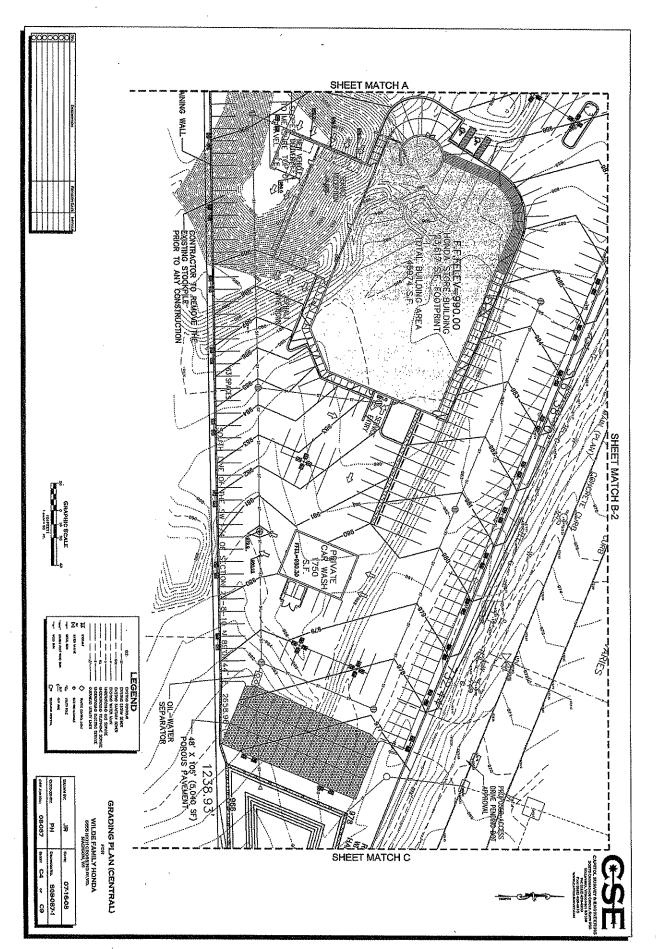


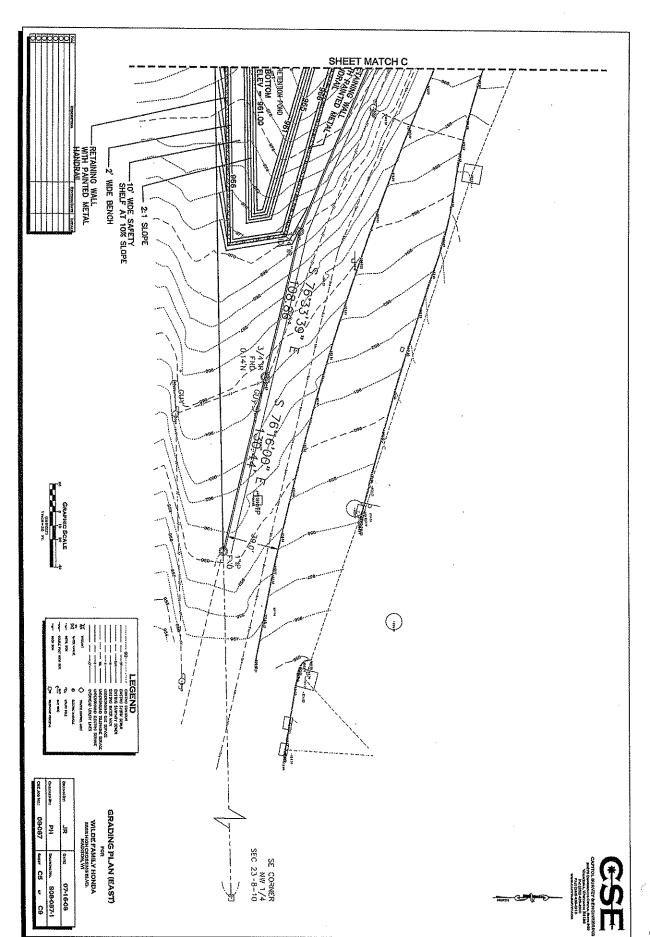


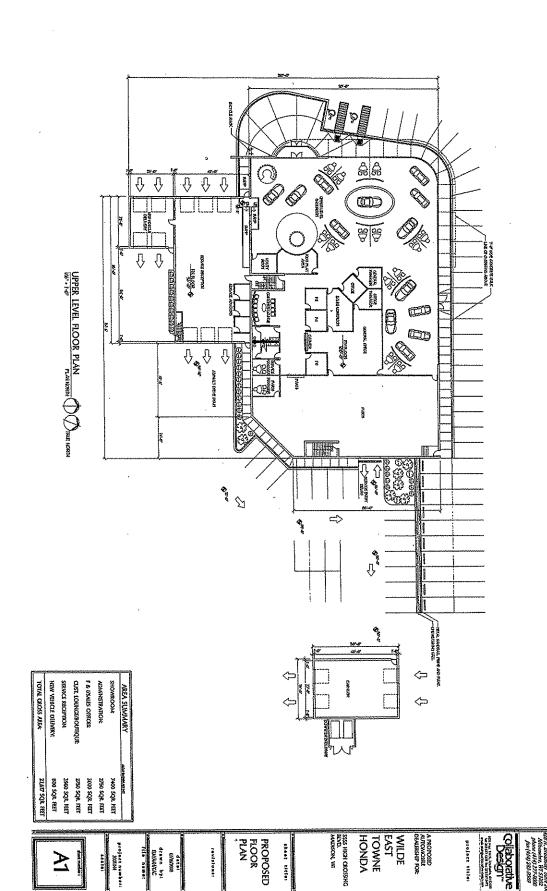






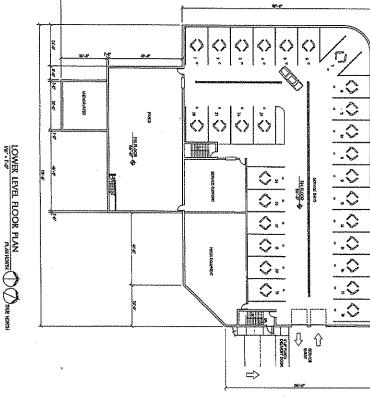






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PROPOSED LOWER LEVEL FLOOR PLAN

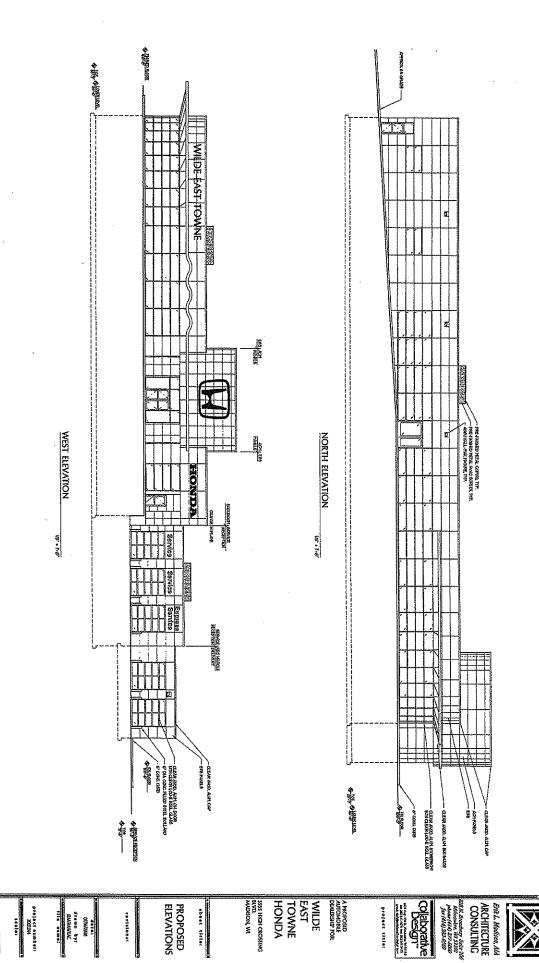
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