



May 30, 2023

Ms. Heather Stouder
Department of Planning & Development
City of Madison
215 Martin Luther King, Jr. Blvd.
Madison, WI 53710

RE: Letter of Intent for Club Car Wash – 3909 and 3913 Lien Road

Dear Ms. Stouder:

Club Car Wash (“Applicant”) is pleased to provide the following information related to its plans for the construction of a new Club Car Wash facility at 3909 and 3913 Lien Road (the “Property”). Applicant is seeking a Conditional Use for the car wash facility and is submitting this letter in connection with its Land Use Application. Applicant also filed an Urban Design Commission Application since the Property is located in Urban Design District No. 5. This Letter of Intent is filed in connection with both the Land Use Application and the Urban Design Commission Application.

TEAM:

Applicant:

Club Car Operating, LLC.
1591 E. Prathersville Road
Columbia, MO 65202
Contact: Justin Barnes
jbarnes@clubcarwash.com

Engineer:

Robert E Lee and Associates, Inc.
1250 Centennial Centre Blvd.
Hobart, WI 54155
Contact: Brandon Robaidek
brobaidek@releeinc.com

Property Owner:

Republik Madison Outparcels LLC
1784 Hamilton Rd.
Okemos, MI 48864
Contact: Colin Hooper
colin@therepublik.com

PROJECT DESCRIPTION:

The Property includes parcels #081033209207 and #081033209215 and a portion of parcel #081033209124. The proposed plan fronts on Washington Ave. The Property is zoned CC-T District, and a car wash use is allowed in the CC-T District when approved as a Conditional Use.

Club Car Wash operates 134 car wash facilities throughout the country and 5 existing car washes in Wisconsin at various locations, with 5 more currently under construction in Wisconsin. This is its first location in Madison and it is proposing the construction of a 5,452 square foot car wash and 19 vacuum stalls. A second floor will be constructed above the car wash which will be used as a regional office.

Club Car Wash has a “membership” model where customers can purchase memberships for a monthly car wash package. Club Car Wash takes great care, with attendants on site preparing the car once it enters the tunnel, for “bug prep” and pre-soak, along with a finish by attendants who assist with spot-free cleaning.

The proposed hours of operation for the car wash will be 7:00 a.m. to 8:00 p.m. A manager or assistant manager will be on site during all business hours, along with 3-5 other people at any given time, including car wash attendants and a cashier. There will be 13-14 total employees at this location who will work various shifts through the day. Club Car Wash also has regional managers, area managers, and district managers that will be at the site periodically. A development team internal to Club Car Wash works on the development of each new site. Club Car Wash also has an internal start-up team that will be on site prior to opening and for the first several weeks after opening to ensure initial operations are immediately at the highest standards.

Traffic is expected to turn from Washington Ave. or from the proposed relocated frontage road onto the internal drive, and then turn into the car wash property. The site allows sufficient room for turning into the site and there is stacking for 22 cars in the car wash lanes prior to entering the tunnel. Club Car Wash’s typical operation is designed to be fully contained within the site and the on-site circulation pattern will assist with controlling traffic leaving the site.

Noise from the car wash is typically produced from the blowers and vacuums. The general layout and configuration of the wash and vacuums for the site allows for conformance to the City’s noise ordinance. As noted on the landscaping plan, additional attention was paid to screening and promotion of noise dampening at the exit end of the wash and the vacuum turbine. Outside of the development complying with the City’s requirements, it is anticipated that the noise generated from the Washington Avenue road corridor would produce decibel readings at the property line on the magnitude of 85db. This background noise level exceeds the anticipated noise levels generated from the wash at the adjacent development property lines.

The lighting for the site is designed to be contained on site and not spill off the site or onto neighboring properties on the north, east and west side. Light poles will be placed on the north side of the new access drive that runs along the south side of the property to light said access drive; therefore, light will spill over to the property on the south side but will be reduced to the maximum extent practicable as to not impact the proposed apartment building.

PROJECT SCHEDULE:

Initial Staff Meetings: April 24, 2023

Alder Notification: May 17, 2023 *Note, Alder Field authorized waiver of pre-application notice.

Mayfair Park Association
Notification: May 17, 2023

Anticipated Schedule:

Construction Start: August 15, 2023

Construction Completion: June 1, 2024

CONDITIONAL USE STANDARDS:

1. *The establishment, maintenance or operation of the conditional use will not be detrimental to or endanger the public health, safety, or general welfare.*

Applicant will take great care to make sure that operations of the car wash are conducted such that public health, safety and welfare are protected. The car wash use is consistent with and compatible with other automobile-related uses along Washington Ave. All car wash operations will be contained on the Property.

2. *The City is able to provide municipal services to the property where the conditional use is proposed, given due consideration of the cost of providing those services.*

The site is well-served by municipal services and the car wash use will not over-burden any municipal services to the site.

3. *The uses, values and enjoyment of other property in the neighborhood for purposes already established will not be substantially impaired or diminished in any foreseeable manner.*

The proposed car wash is consistent with adjacent uses in the area. The proposed car wash is consistent with the Comprehensive Plan, the Greater East Towne Area Plan, the Urban Design District No. 5 standards, and the Transit-Oriented Overlay District standards. The proposed car wash will also meet all current zoning standards for the CC-T District. The car wash use will in no way substantially impair or diminish the uses, values and enjoyment of other property in the neighborhood.

4. *The establishment of the conditional use will not impede the normal and orderly development and improvement of the surrounding property for uses permitted in the district.*

As stated above, the proposed car wash is consistent with the underlying CC-T zoning classification, with the Comprehensive and other Plans and District Standards and as a result will not impede development and improvement of surrounding properties in any way.

5. *Adequate utilities, access roads, drainage, parking supply, internal circulation improvements, including but not limited to vehicular, pedestrian, bicycle, public transit and other necessary site improvements have been or are being provided.*

The proposed car wash design incorporates all required site improvements to construct the project.

6. *Measures, which may include transportation demand management (TDM) and participation in a transportation management association have been or will be taken to provide adequate ingress and egress, including all off-site improvements, so designed as to minimize traffic congestion and to ensure public safety and adequate traffic flow, both on-site and on the public streets.*

The car wash has been designed so as to minimize traffic congestion and to ensure public safety and traffic flow both on-site and on the public streets. The car queue for Club Car Wash is set far enough off the public right-of-way and internal drives to queue a minimum of 14 cars prior to the pay booth and 8 cars after the pay booth.

7. *The conditional use conforms to all applicable regulations of the district in which it is located.*

The car wash will meet all regulations of the CC-T District. It will also meet all regulations of the Urban Design District No. 5 and the Transit-Oriented Development District.

8. *When applying the above standards to an application by a community living arrangement, the Plan Commission shall:*

Not Applicable.

9. *When applying the above standards to any new construction of a building or an addition to an existing building the Plan Commission shall find that the project creates an environment of sustained aesthetic desirability compatible with the existing or intended character of the area and the statement of purpose for the zoning district. In order to find that this standard is met, the Plan Commission may require the applicant to submit plans to the Urban Design Commission for comment and recommendation. (Am. by ORD-14-00030, 2-18-14)*

Applicant has concurrently submitted an application for review to the Urban Design Commission.

10. *When applying the above standards to an application for a reduction in off-street parking requirements, the Plan Commission shall consider and give decisive weight to all relevant facts, including but not limited to:*

Not applicable.

11. *When applying the above standards to telecommunication facilities, the Plan Commission shall consider the review of the application by a professional engineer required by Sec. 28.143.*

Not Applicable.

12. *When applying the above standards to an application for height in excess of that allowed in the district, the Plan Commission shall consider recommendations in adopted plans; the impact on surrounding properties, including height, mass, orientation, shadows and view; architectural quality and amenities; the relationship of the proposed building(s) with adjoining streets, alleys, and public rights of ways; and the public interest in exceeding the district height limits.*

Not applicable.

13. *When applying the above standards to lakefront development under Sec. 28.138, the Plan Commission shall consider the height and bulk of principal buildings on the five (5) developed lots or three hundred (300) feet on either side of the lot with the proposed development.*

Not applicable.

14. *When applying the above standards to an application for height in excess of that allowed by Section 28.071(2)(a) Downtown Height Map for a development located within the Additional Height Areas identified in Section 28.071(2)(b), the Plan Commission shall consider:*

Not applicable.

15. *When applying the above standards to an application to redevelop a site that was occupied on January 1, 2013 by a building taller than the maximum building height allowed by Section 28.071(2)(a) Downtown Height Map, as provided by Section 28.071(2)(a)1:*

Not applicable.

16. *When applying the above standards to an application for limited production and processing use, the Plan Commission shall consider the effect of such a use on the surrounding properties, including the effects of odors, noise, vibration, glare, hours of operation, and other potential side effects of a manufacturing process. (Cr. by ORD-15-00124, 11-11-15)*

Not Applicable

URBAN DESIGN DISTRICT NO. 5 REQUIREMENTS & GUIDELINES:

1. *Public Rights-of-Way – Public rights-of-way shall be landscaped with appropriate trees and shrubs in accordance with planting plans prepared by the City Forester, after consultation with the Urban Design Commission.*

Applicant has included the required trees and shrubs within all public rights-of-way, conforming to the cohesive appearance of the existing public right-of-way. Existing trees along East Washington will not be impacted as part of this project.

2. *Off-Street Parking and Loading Areas – (i) Parking lot landscape plans shall be developed in accordance with the revised New Approach to Parking Lot Landscaping, adopted by the Common Council by Substitute Resolution No. 37,196, copies of which are on file with the City Clerk and are available in the Department of Planning and Community and Economic Development. (ii) The quantity of parking and service areas as well as the tree islands on the interior of new parking areas shall conform to the provisions of Chapter 28 of the Madison General Ordinances. No new parking space shall be more than 70 feet from a canopy tree of at least 2 ½ - 3 in. caliper.*

Applicant's proposed plan meets the New Approach to Parking Lot Landscaping. Parking is in the rear of the building and all required landscaping is proposed within the parking area. The parking lot will not contain over 12 continuous parking stalls. Trees and shrubs will be installed at the end of each row of parking to break up the pavement and shade/screen the proposed parking and vacuum stalls. Additional landscaping has been added to wrap the exit end of the washes driveway to help screen the exit door.

3. *Signs – The mixed use patterns that characterize substantial portions of the district contribute to a proliferation of business and product identification signs. (i) Signs in the District shall conform to all provisions of Chapter 31 of the Madison General Ordinances. (ii) Signs shall be integrated with the architecture of the building. (iii) Electronic changeable copy signs, if permitted in the District, shall comply with 31.046(1) which required the electronic changeable copy signs in Urban Design Districts shall not alternate, change, fade in, fade out, or otherwise change more frequently than once every one hour. Additionally, no sign or portion of sign shall change its level of illumination more than once every one hour.*

Applicant's proposed signage conforms to all requirements. The signage will be on the building per building elevations and renderings.

4. *Building Design – (i) Exterior building materials shall be low maintenance and harmonious with those used on other buildings in the area. (ii) Mechanical elements mounted on the roof or on ground pads shall be screened from views from adjacent properties and roadways in a manner consistent with requirements of public utilities.*

The proposed building has been designed to be compatible with adjacent buildings. Care has been taken to ensure that there are no large, unbroken exterior facades. All four elevations of

the building have been carefully designed since all four elevations are visible from adjacent roadways and adjacent properties.

5. *Lighting – (i) The functions of exterior lighting on private property shall be to illuminate building facades, especially those bearing business identification signs; to illuminate pedestrian walks and spaces; and to illuminate parking and service areas. (ii) The choice of equipment, design, quantity, and placement of on-site lighting shall relate to these functions. (iii) Lighting shall be adequate, but not excessive. (iv) The height and number of lighting standards shall be appropriate to the building and to its function and to the neighborhood. (v) Off-street parking area lighting shall be so arranged as to conform with applicable sections of Section 10.08 and 10.085 of the Madison General Ordinances.*

Light poles will be similar to the adjacent developments as to not feel out of place with respect to the overall semblance of the area. They will also be placed in planned locations throughout the site to reduce light from leaving the property on the North, East and West sides.

6. *Landscaping – (i) Landscaping shall be used for functional as well as decorative purposes, including framing desirable views, screening unattractive features and views along the roadway, screening different uses from each other, and complementing the architecture of the building. (ii) In new developments, the quality of the existing vegetation shall be assessed and integrated into the site planning and landscape design, when appropriate.*

Landscaping will be placed around the parking and trash enclosure to screen and enhance the look of the building. Trees and shrubs will be placed to break up the look of impervious surface and shade the development to minimize the urban heat island effect.

Sincerely,



Justin Barnes
VP of Development