#### **APPLICATION FOR URBAN DESIGN COMMISSION REVIEW AND APPROVAL**

#### AGENDA ITEM #

Project # \_\_\_\_\_

Legistar #	4
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DATE	SUBM	ITTED
DATE	SODM	

#### Action Requested

Informational Presentation

	Initial	Approval	and/or	Recomme	endation
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\_\_\_\_ Final Approval and/or Recommendation

UDC MEETING DATE:	

PROJECT ADDRESS	S: 2501 East Springs Drive		<b>P</b>
1			
OWNER/DEVELOP	TRICT: <u>17</u> ER (Partners and/or Principals) & Holding Company LLC_	ARCHITECT/DESIGNER/OR AGENT: _Arlan Kay, Architecture Network Inc	
		_116 E Dayton St	
1415 Pflaum Rd Madison, WI 537	16	_Madison, WI 53703	
Address: Phone: Fax:	I: _ Arlan Kay, Architecture Net 116 E Dayton St Madison, WI 53703 (608) 251-7515 x27 (608) 251-7566 s: arlan_archnet@tds.net		RINT!
Genera   Specifi   Planned Comm   Genera   Specifi   Planned Reside   New Construct   well as a fee)   School, Public	Building or Space (Fee may be retion or Addition to or Remodeling	Urban Design District * (A public hearing is re equired) g of a Retail, Hotel or Motel Building Exceeding	-
(See Section B for:) New Construct	tion or Exterior Remodeling in C4	4 District (Fee required)	
(See Section C for:) R.P.S.M. Parki	ing Variance (Fee required)		
Street Graphics	e Design Review* (Fee required) s Variance* (Fee required)		
Other			

\*Public Hearing Required (Submission Deadline 3 Weeks in Advance of Meeting Date)

Where fees are required (as noted above) they apply with the first submittal for either initial or final approval of a project.



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

25 March 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 PLAN COMMISSION 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 <u>Permitted Use</u> in the current and new Zoning Ordinances. Plan Commission approval is required as this lot is part of a Planned Commercial Development.

The work is scheduled to start in Summer of 2013 and be finished in the Fall. 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 and sale on the lot. That work will include washing and detailing the cars as well as safety inspections, minor repairs and oil changes. There will be five working bays. This is <u>not a service garage</u> 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, which are open from 9 AM to 8 PM, Monday-Thursday; 9 AM to 6 PM Friday and 9 AM to 5 PM Saturday. See <u>www.gobencars.com</u> 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 snowplow will be kept on the site and be parked in the back row of the rear inventory lot. Snow storage will be located on the rear of the lot. A small dumpster on an 8'x8' concrete pad will be provided to the East of the building.

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

Arlan Kay, AIA Architect

ATTACHMENTS; Directory of people involved and contact information Operation Plan for On site Traffic Management

#### DIRECTORY

<u>Owner:</u> Don Goben Goben Cars DMG Holdings	608-216-0500
1415 Pflam Road Madison, WI 53716	gobencars1@yahoo.com
Architect: Arlan Kay Architeture Network, Inc 116 E. Dayton Street	608-251-7515, ext 27
Madison, WI 53703	arlan_archnet@tds.net
General Construction: Al Bachmann Bachmann Construction	608-222-8869
1201 South Stoughton Road Madison, WI 53716	abachmann@bachmannconstruction.net
<u>Civil &amp; Surveyor:</u> Ron Klaas D'Onofrio & Kottke	608-833-7530
7530 Westward Way Madison, WI 53717	rklaas@donofrio.cc
Landscape Architect: Heidi Natura Living Habitats	773-467-1634
6457 N. Sayre Avenue Chicago, IL 60631	heidinatura@livinghabitats.com
Lighting Design: Rob Rudolf	608-271-2046
2861 Index Road Madison, WI 53513	rudolf@ecidesign.com
SITE INFORMATION	
Lot Area Building Area	78,624 SF 4,900 SF

Lot I II	ou	70,02101	
Buildi	ng Area	4,900 SF	
Parkin	g Calculations		
	Five service bays, 2 pe	ople per bay	(5) spaces
	2275 SF sales area/300	SF/space	(8) spaces
	Spaces provided		(14)
	Bicycle space provided	l	(2) under cover



### SHEET INDEX

- TS1.1 TITLE SHEET
- DP-1.0 OVERALL DEVELOPMENT PLAN
- DP-1.1 AERIAL PHOTO DEVELOPMENT
- DP-1.2 COMMERCIAL SITE PLAN
- DP-1.3 CONTEXT PHOTOS
- C1.0 SITE PLAN
- L-1.0 LANDSCAPE PLAN
- C3.2 SITE LIGHTING FIXTURES
- A1.1 FLOOR PLAN
- A2.0 ELEVATIONS
- A2.1 ELEVATIONS
- A3.0 SITE SECTIONS
- A3.1 SITE RENDERING



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#### PROJECT LOCATION East Springs Drive

## **Goben CARS** East Springs Drive Madison, Wisconsin

REVISIONS:	
REV-1	01-30-2013
REV-2	03-27-2013
DATE:	12-19-2012
SCALE:	-
PROJECT:	K1214
DRAWN BY:	KAC

#### DRAWING NAME:

#### TITLE SHEET

DRAWING NUMBER:

TS1.1





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OVERALL DEVELOPMENT PLAN DRAWING NUMBER: DP-1.0

27 MARCH 2013

NTS

GODEN CARS

1/30/2013

3/27/2013





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DP-1.1



REVISION

-

SCALE:

PROJECT: K1214 DRAWN BY: ASH DRAWING NAME:

DRAWING NUMBER:

27 MARCH 2013

AERIAL PHOTO DEVELOPMENT





#### DRAWING NUMBER:

#### COMMERCIAL SITE PLAN

#### DRAWING NAME:

REVISIONS:

#1

#2

DATE:	27 MARCH 2013
SCALE:	NTS
PROJECT:	K1214
DRAWN BY:	ASH

1/30/2013

3/27/2013



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East Springs Drive Madison, Wisconsin

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3	LOOKING WEST	
<b>DP1.3</b>	Scale: $1/4'' = 1'-0''$	









#### DRAWING NAME:

REVISIONS:

#1

KE V1310183.	
#1	1/30/2013
#2	3/27/2013
DATE:	27 MARCH 2013
SCALE:	NTS
PROJECT:	K1214
DRAWN BY	ASH

5	ON EAST SPRINGS
DP1.3	Scale: 1/4" = 1'-0"

2	TOWARD EAST WASI	
DP1.3	Scale: 1/4" = 1'-0"	



RS CA Goben

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AGINI.





	ER PLANT LIST Key Scientific Name		Common Name	Size	Root	Spacing
aunity	itey	Scientific Name	Common Name	0126	Root	opacing
30	TREES					
	CELOCP	Celtis occidentalis ' Prairie Pride'	Prairie Pride Hackberry	2.5" cal.	B&B	Plan
9	GLETIS	Gleditsia triacanthos var. inermis 'Skyline'	Thornless Common Honeylocust	2.5" cal.	B&B	Plan
9	GINBIL	Gink go biloba	Ginkgo biloba	2.5" cal.	B&B	Plan
5	GYMDIO	Gymnocladus dioicus 'Expresso'	Expresso Kentucky Coffeetree	2.5" cal.	B&B	Plan
4	QUESCH	Quercus macrocarpa	Bur Oak	2.5" cal.	B&B	Plan
3	ULMNEH	Ulmus x 'New Horizon'	Accolade Smoothlead Elm	2.5" cal.	B&B	Plan
15	SMALL TREE					
	AMEGRA	Amelanchier grandiflora	Apple Serviceberry	4' ht.	B&B	Plan
	CRACIN	Crataegus crus-galli var. inermis	Thornless Cockspur Hawthorn	4' ht.	B&B	Plan Plan
5 10	CORAME	Corylus americana	American Hazelnut	5 gal. 4' ht.	Cont. B&B	Plan
10	VIBPRU	Viburnum prunifolium	Blackhaw Viburnum	4'nt.	DódB	Plan
271	SHRUBS			-		
85	AROMEL	Aronia melanocarpa	Black Chokeberry	5 gal.	Cont.	Plan
	CEOAMER	Ceonothus americanus	New Jersey Tea	5 gal.	Cont.	Plan
-	PHYOPU	Physocarpus opulifolius	Common Ninebark	5 gal.	Cont.	Plan
71	RHUAGL	Rhus aromatica 'Gro-low'	Grow-low Sumac	5 gal.	Cont.	Plan
	SYRMPA	Syringa meyeri 'Palibin'	Palivin Lilac	5 gal.	Cont.	Plan
108	SYMHAN	Symphoricarpos x chenaultii 'Hancock'	Hancock Coralberry	2 gal	Cont.	Plan
7	VIBDEN	Viburnum dentatum	Arrowwood Viburnum	5 gal.	Cont.	Plan
900	PERENNIALS					
50	ALLCER	Allium cernuum	Nodding Onion Meadow Anemone	gal.	Cont.	18"
75	ANECAN	Anemone canadensis		gal.	Cont.	18"
25	ASCTUB	Asclepias tuberosa	Butterflyweed	gal.	Cont.	18"
25	ASTAZU	Aster azureus	Sky Blue Aster	gal.	Cont.	18"
25	CORPAL	Coreopsis palmata	Prairie Coreopsis	gal.	Cont.	18"
50	ECHPUR	Echinacea purpurea	Purple Coneflower	gal.	Cont.	18"
20	EUPMGA	Eupatorium maculatum 'Gateway'	Spotted Joe Pye Weed	gal.	Cont.	18"
75	HEURIC	Heuchera richardsonii	Prairie Alum Root	gal.	Cont.	18"
50	LIAPYC	Liatris pychnostachya	Blazing Star	gal.	Cont.	18"
15	MISSGR	Miscanthus sinsensis 'Gracillimus'	Maiden Grass	gal.	Cont.	18"
40	PANVRO	Panicum virgatum 'Rotstahlbusch'	Red Switch Grass	gal.	Cont.	18"
35	PARINT	Parthenium integrifolium	Wild Quinine	gal.	Cont.	18"
75	PENDHR	Penstemon digitalis 'Husker Red'	Foxglove Beard Tongue	gal.	Cont.	18"
25	PETPUR	Petalostemum purpureum	Purple Prairie Clover	gal.	Cont.	18"
30	PHYVIR	Physostegia virginiana	Obedient Plant	gal.	Cont.	18"
35	RATPIN	Ratibida pinnata	Yellow Coneflower	gal.	Cont.	18"
50	RUDFGO	Rudbeckia fulgida 'Goldsturm'	Goldsturm Black-eyed Susan	gal.	Cont.	18"
50	SCHSCO	Schizachyrium scoparius	Little Bluestem	v.	Cont.	18"
70				gal.		18"
	SEDHER	Sedum 'Herbstfreude' Sporobolus heterolepis	Autumn Joy Sedum Prairie Dropseed	gal. gal.	Cont. Cont.	18"
80						

B PLANT SCHEDULE

LANDSCAPE WORKSHEET e Areas and Londing.

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C LANDSCAPE WORKSHEET







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#### Living Habitats

Landscape Archit Ecological Serv Environmental Plann Custom Artworks 6457 North Sayre Avenue Chicago, Illinois 60631 p: 773-467-1634 www.livinghabitat



**GODEN** CARS East Springs Drive Madison, Wisconsin

REVISIONS: 27 MARCH 2013 2 30 JANUARY 2013 1 DATE: 12/19/2012 SCALE: 1 PROJECT: 1"=20'-00" DRAWN BY: AP / HN

DRAWING NAME:

#### LANDSCAPE PLAN

DRAWING NUMBER:





Type OA (1)Mounted on 20 Feet Round Pole



13 Watt high performance LED Wallpack with 5 conduit entry points. Equivalent to 150W MH. Includes both junction box and surface mount for recessed box. IESNA Full Cutoff, Fully shielded optics.				Color: Bronze	Weight: 3.3 lbs
Mount at 11-20'. 5 year warranty.					
LED Info		Driver Info			极行言
Natts: Color Temp: Color Accuracy: .70 Lifespan: .M79 Lumens:	13W 4000K (Neutral) 86 100000 673	Type; 120V: 208V: 240V: 277V:	Constant Current 0.13 A 0.08 A 0.07 A 0.06 A		
Efficacy:	45 LPW	Input Watts: Efficiency:	15W 87%		
Technical S	pecifications				
Damp Locati	Vet Locations as ons as an Uplight founting within 41	. Wall Mount		Color Uniformity: RAB's range of CCT (Correlal follows the guidelines of the A Standard for Specifications for State Lighting (SSL) Products.	merican National the Chromaticity of Solid
Lumen Maintenance: The LED will deliver 70% of its initial lumens at 100,000 hours of operation.			s at 100,000	Green Technology: RAB LEDs are Mercury and UV free.	
Cold Weather Starting: The minimum starting temperature is -40°F/-40°C				Dark Sky Approved: The International Dark Sky As this product as a full cutoff, ful	
Ambient Temperature: Suitable for use in 50°C (122°F) ambient temperatures			ambient	For use on LEED Buildings: IDA Dark Sky Approval means used to achieve LEED Credits Reduction.	that this fixture can be
Driver: Multi-chip 13W high output long life LED Driver Constant Current, Class 2 100V - 277V, 50/60 Hz				Patents: The design of the LPACK is pr D604,004 and patents pending	
Surge Prote 4kv	ction:			Taiwan.	-
Color Temperature (Nominal CCT): 4000K				IESNA LM-79 & IESNA LM-80 RAB LED luminaires have been independent laboratory in acco LM-79 and 80, and have recei	en tested by an ordance with IESNA
Fixture Effic 44.6 Lumens				Energy "Lighting Facts" label.	
Color Accuracy: 86 CRI				Gaskets: High Temperature Silicone	
Finish: Chip and fade resistant polyester powder coat finish.			pat finish.	Warranty: RAB LED fixtures give you per the fixture and driver compone 5 Year Warranty. For more in	ents are backed by RAB's
Color Stabili	i <b>ty:</b> kceed industry st	andards for c	hromatic	o real wananty. For more in	ornauon,





## A1.1

DRAWING NUMBER:

#### FLOOR PLAN

PROJECT:		
DROIECT.	K1214	
SCALE:	1/8"=1'-0"	
DATE:	12-19-2012	
REV-2	03-27-2013	
REV-1	01-30-2013	





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# CAF Goben

East Springs Drive Madison, Wisconsin

REVISIONS:	
L	
DATE:	3/27/2013
SCALE:	NONE
PROJECT:	K1214
DRAWN BY:	kta

DRAWING NAME:

#### **ELEVATIONS**

DRAWING NUMBER





## **WEST ELEVATION**



## **NORTH ELEVATION**





DRAWING NUMBER:

#### ELEVATIONS

#### DRAWING NAME:

REVISIONS:	
DATE:	3/27/2013
SCALE:	NONE
PROJECT:	K1214
DRAWN BY:	KTA

GODEN CARS

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## EAST SPRINGS @ ENTRY CORNER

DRAWING NUMBER:

#### SITE SECTIONS

A-3.0

#### DRAWING NAME:

DATE:	27 MARCH 2013
SCALE:	NTS
PROJECT:	K1214
DRAWN BY:	ASH

REVISIONS:		
#1	1/30/2013	
#2	3/27/2013	
DATE:	27 MARCH 2013	

## 3 CORNER @ EAST SPRINGS & HIGH CROSSING A3.0 Scale: 1/16" = 1'-0"

## HIGH CROSSING @ MID LOT







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**Goben CARS** East Spring Drive Madion, Wisconsin

DRAWING	G NAME:
DRAWN BY	: CM/AP
PROJECT:	
SCALE:	NTS
DATE:	12/19/2012
	1
1	30 JANUARY 2013
2	27 MARCH 2013
REVISIONS	:

#### SITE RENDERINGS

DRAWING NUMBER:





1415 Pflaum Road Madison, WI 53716

Phone: 608-216-0500 Fax: 608-216-0400

#### OPERATION PLAN 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% of each other. 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 using the internal private drive/easement which will be connected to the internal road between the two restaurants to the North.

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 having 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.

TRIPLE STACK PARKING IN THE REAR OF THE LOT: Cars that are for sale will be in the front row and some in the second row. Cars in the rear row and some in the second row are waiting to be cleaned, prepped, repaired as needed and given a safety inspection before they can be placed on the lot for sale. 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. Carriers will drive into the private drive and park in front of the triple stack lot in the rear. This will allow the unloading of cars without blocking the private drive. The private drive connects East Springs Drive and Annamark Drive. Carriers will enter and exit at either end.

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 Goben 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 then 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 Goben Cars 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. The general public will not be entering the service bays as they are only for prepping cars for sale. We also have very few employees compared to a new car store.

LOCATION & STREET TRAFFIC: The reason we have chosen this site is because it is a high traffic intersection, which is very important for marketing used cars. While we need high drive by volume, we generate a small volume of traffic. Cars 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. Those businesses would be getting hundreds of customers per day adding a high intensity of traffic near this intersection.

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.

Don Goben Goben Cars