

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

**AGENDA ITEM # _____
Project # _____
Legistar # _____**

DATE SUBMITTED: _____	Action Requested
UDC MEETING DATE: _____	<input type="checkbox"/> Informational Presentation
	<input type="checkbox"/> Initial Approval and/or Recommendation
	<input type="checkbox"/> Final Approval and/or Recommendation

PLEASE PRINT!

PLEASE PRINT!

PROJECT ADDRESS: 2501 East Springs Drive
ALDERMANIC DISTRICT: 17
OWNER/DEVELOPER (Partners and/or Principals) ARCHITECT/DESIGNER/OR AGENT:
Don Goben, DMG Holding Company LLC Arlan Kay, Architecture Network Inc
1415 Pflaum Rd 116 E Dayton St
Madison, WI 53716 Madison, WI 53703
CONTACT PERSON: Arlan Kay, Architecture Network Inc
Address: 116 E Dayton St
Madison, WI 53703
Phone: (608) 251-7515 x27
Fax: (608) 251-7566
E-mail address: arlan_archnet@tds.net

TYPE OF PROJECT:
(See Section A for:)

- Planned Unit Development (PUD)
 - General Development Plan (GDP)
 - Specific Implementation Plan (SIP)
- Planned Community Development (PCD)
 - General Development Plan (GDP)
 - Specific Implementation Plan (SIP)
- Planned Residential Development (PRD)
- New Construction or Exterior Remodeling in an Urban Design District * (A public hearing is required as well as a fee)
- School, Public Building or Space (Fee may be required)
- New Construction or Addition to or Remodeling of a Retail, Hotel or Motel Building Exceeding 40,000 Sq. Ft.
- Planned Commercial Site

(See Section B for:)

- New Construction or Exterior Remodeling in C4 District (Fee required)

(See Section C for:)

- R.P.S.M. Parking Variance (Fee required)

(See Section D for:)

- Comprehensive Design Review* (Fee required)
- Street Graphics 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.



architecture
network, inc.

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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 Permitted Use 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 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, 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 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 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 you 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

Owner:

Don Goben 608-216-0500
Goben Cars
DMG Holdings
1415 Pflam Road
Madison, WI 53716 gobencars1@yahoo.com

Architect:

Arlan Kay 608-251-7515, ext 27
Architecture Network, Inc
116 E. Dayton Street
Madison, WI 53703 arlan_archnet@tds.net

General Construction:

Al Bachmann 608-222-8869
Bachmann Construction
1201 South Stoughton Road
Madison, WI 53716 abachmann@bachmannconstruction.net

Civil & Surveyor:

Ron Klaas 608-833-7530
D'Onofrio & Kottke
7530 Westward Way
Madison, WI 53717 rklaas@donofrio.cc

Landscape Architect:

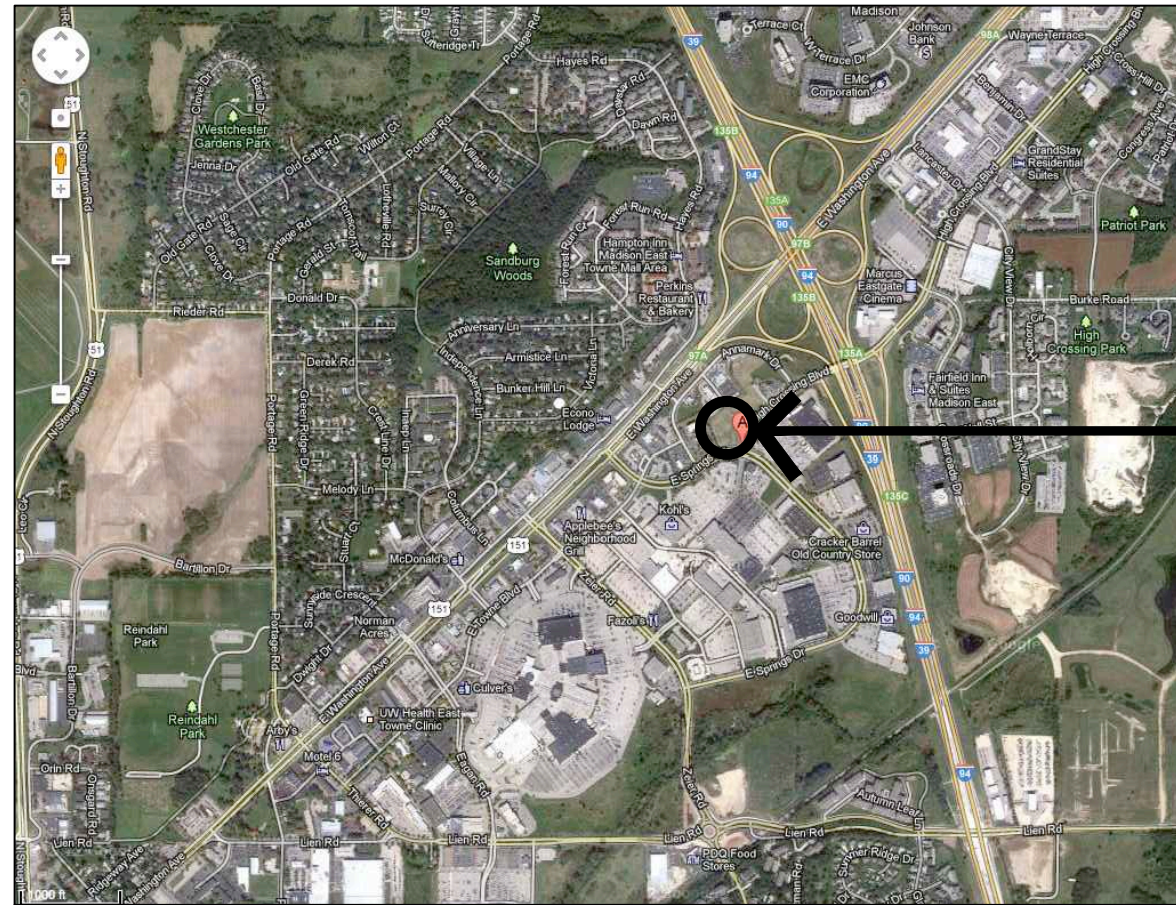
Heidi Natura 773-467-1634
Living Habitats
6457 N. Sayre Avenue
Chicago, IL 60631 heidinatura@livinghabitats.com

Lighting Design:

Rob Rudolf 608-271-2046
2861 Index Road
Madison, WI 53513 rudolf@ecidesign.com

SITE INFORMATION

Lot Area	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



PROJECT LOCATION
East Springs Drive

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

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

GOBEN CARS

East Springs Drive
Madison, Wisconsin

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

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

DRAWING NAME:
AERIAL PHOTO
DEVELOPMENT

DRAWING NUMBER:





DP-1.1





**DIMENSION IV
MADISON**
Architecture
Engineering
Interior Design
313 West Redding Hwy., Suite 101
Madison, WI 53713
Phone (608) 229-4444 Fax (608) 229-4445

**ZEIER
PLANNED
COMMERCIAL
SITE**
HIGH CROSSING/ANNAMARK
MADISON, WISCONSIN

-  Private Drive designated on CSM or prior document
-  Location of Private Drive to be designated in future
-  Commons Area
-  Commons Area to be designated in future

DATE OF ISSUE: 09/16/04
REVISIONS:
PRELIMINARY
NOT FOR CONSTRUCTION
PROJECT #: 03030

SITE CONCEPT PLAN
INDICATES 20' FIRE ACCESS LANE
W/20' MIN. INSIDE TURNING RADIUS
SHADED AREA = EXISTING DEVELOPMENT
HOME DEPOT

GOBEN CARS

East Springs Drive
Madison, Wisconsin

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

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

DRAWING NAME:
COMMERCIAL
SITE PLAN
DRAWING NUMBER:

DP-1.2



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



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



3 LOOKING WEST
 DP1.3 Scale: 1/4" = 1'-0"

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



4 UP HIGH CROSSING
 DP1.3 Scale: 1/4" = 1'-0"



Gobben Cars

East Springs Drive
 Madison, Wisconsin

REVISIONS:

#1	1/30/2013
#2	3/27/2013

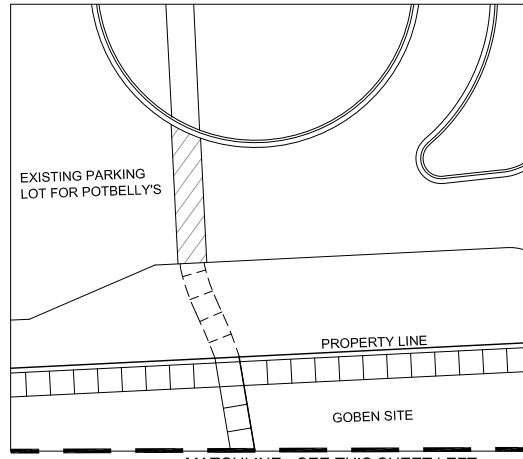
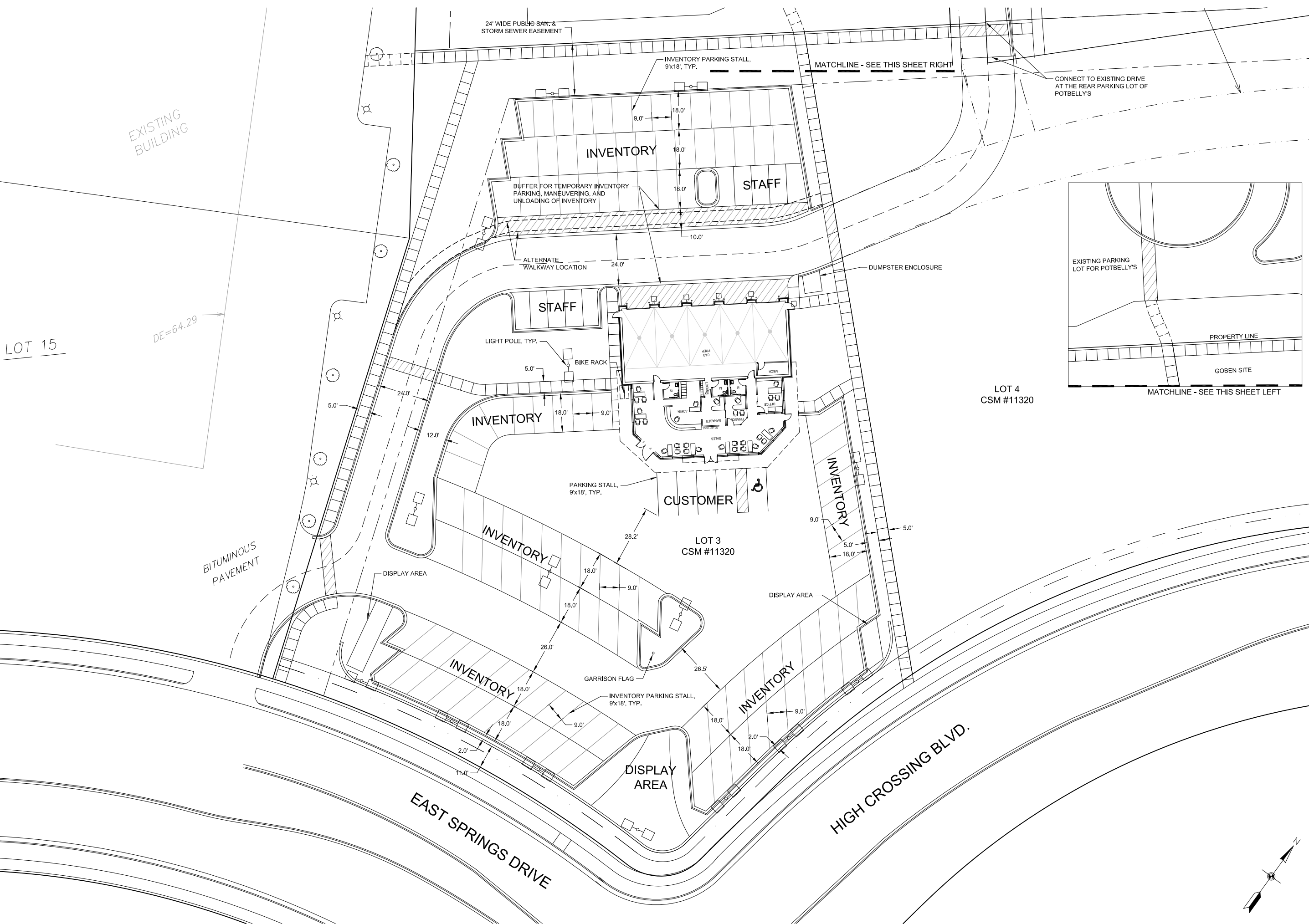
DATE: 27 MARCH 2013
 SCALE: NTS
 PROJECT: K1214
 DRAWN BY: ASH

DRAWING NAME:
 CONTEXT PHOTOS

DRAWING NUMBER:
 DP-1.3

Goblen Cars

East Springs Drive
Madison, Wisconsin

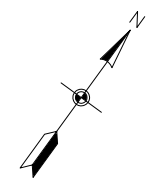


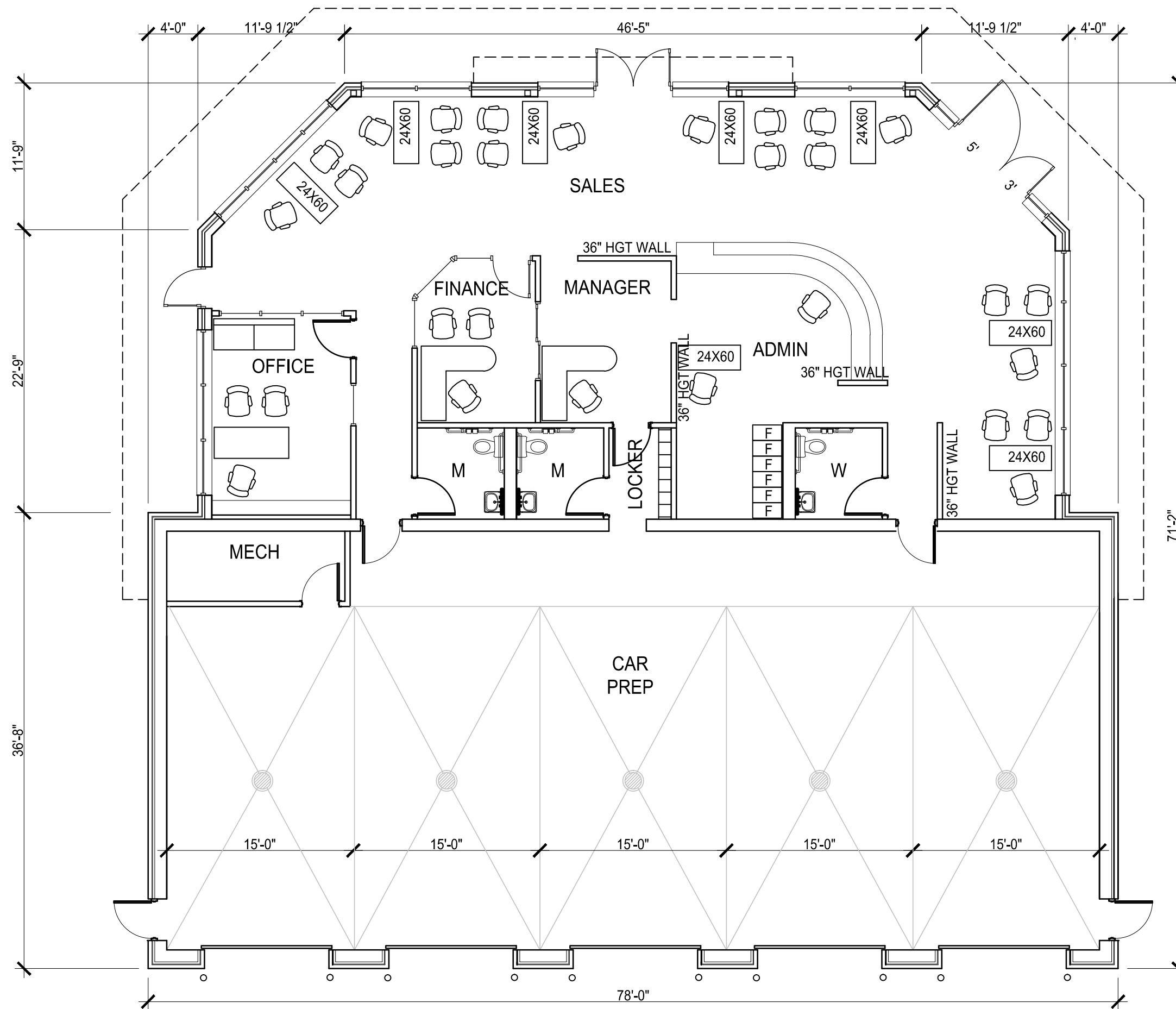
REVISIONS:	
1	01-30-13

DATE: 03-21-13
SCALE: 1"=20'
PROJECT: K1214
DRAWN BY: JMS
DRAWING NAME:

SITE PLAN
DRAWING NUMBER:

C-1.0





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 608-251-7515 Phone
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 www.architecture-network.net



Gobben Cars

East Springs Drive
 Madison, Wisconsin

REVISIONS:	
REV-1	01-30-2013
REV-2	03-27-2013

DATE: 12-19-2012
 SCALE: 1/8"=1'-0"
 PROJECT: K1214
 DRAWN BY: KAC
 DRAWING NAME:

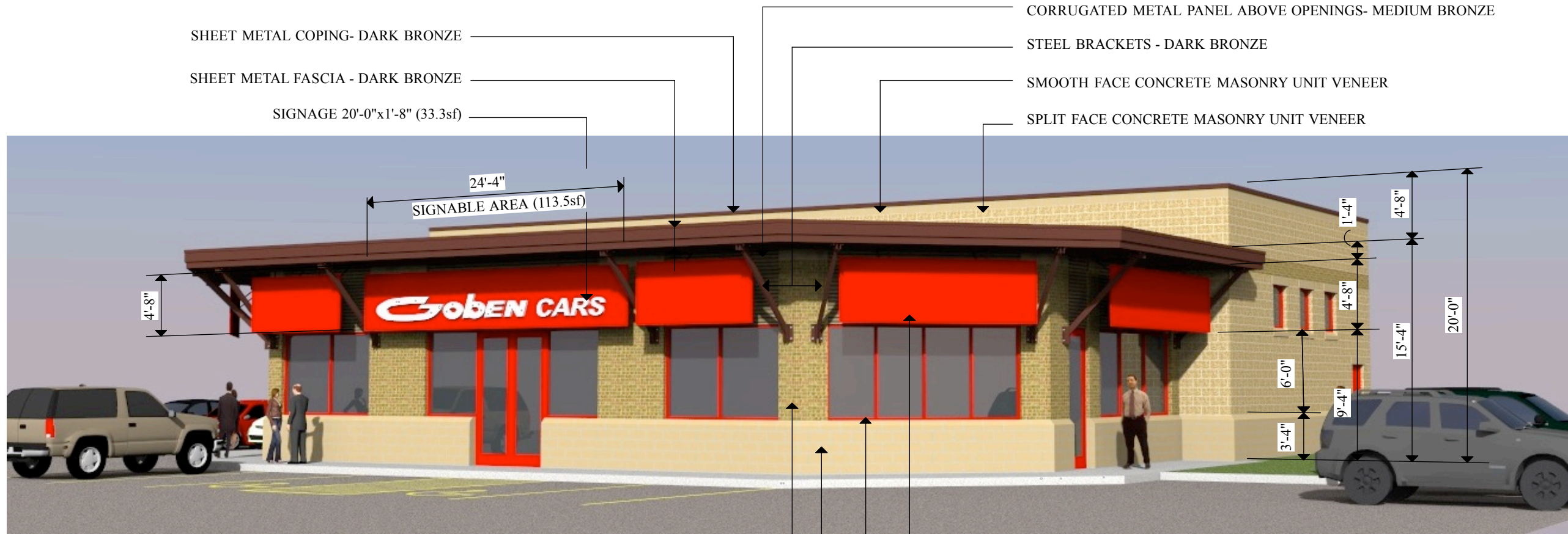
FLOOR PLAN

DRAWING NUMBER:

A1.1

Gobben CARS

East Springs Drive
Madison, Wisconsin



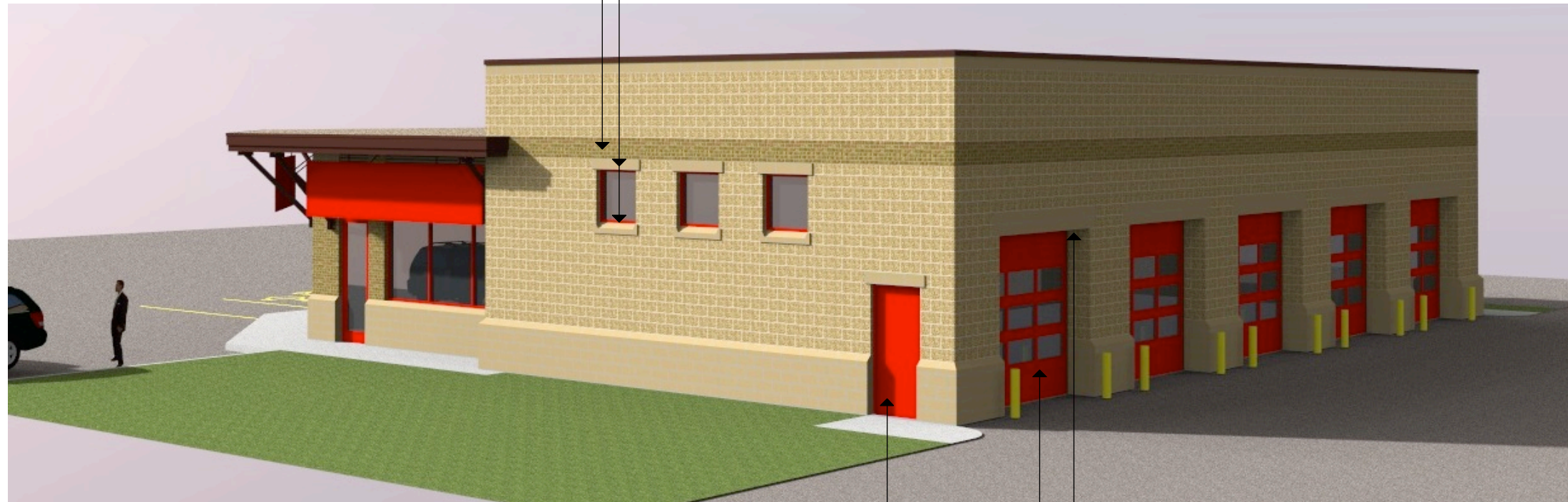
SHEET METAL COPING- DARK BRONZE
SHEET METAL FASCIA - DARK BRONZE
SIGNAGE 20'-0"x1'-8" (33.3sf)

CORRUGATED METAL PANEL ABOVE OPENINGS- MEDIUM BRONZE
STEEL BRACKETS - DARK BRONZE
SMOOTH FACE CONCRETE MASONRY UNIT VENEER
SPLIT FACE CONCRETE MASONRY UNIT VENEER

SOUTH ELEVATION

SMOOTH FACE CONCRETE MASONRY UNIT - HEADER AND SILL
BRICK MASONRY VENEER BAND

FABRIC AWNING - CARDINAL RED
ALUMINUM STOREFRONT AND ENTRANCE SYSTEMS - CARDINAL RED w/ CLEAR GLASS
SMOOTH FACE CONCRETE MASONRY UNIT
BRICK VENEER MASONRY



EAST ELEVATION

SMOOTH FACE CONCRETE MASONRY UNIT HEADER
GLAZED ALUMINUM OVERHEAD DOOR
INSULATED HOLLOW METAL DOOR

REVISIONS:

DATE: 3/27/2013
SCALE: NONE
PROJECT: K1214
DRAWN BY: kta
DRAWING NAME:

ELEVATIONS

DRAWING NUMBER:

A2.0



WEST ELEVATION



NORTH ELEVATION

Gobben CARS

East Springs Drive
Madison, Wisconsin

REVISIONS:

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

ELEVATIONS

DRAWING NUMBER:

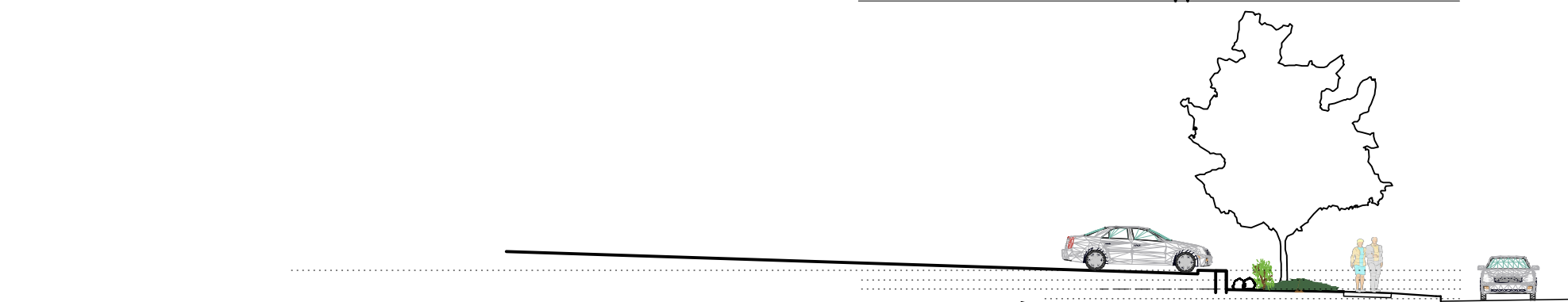
A2.1

GOBEN CARS

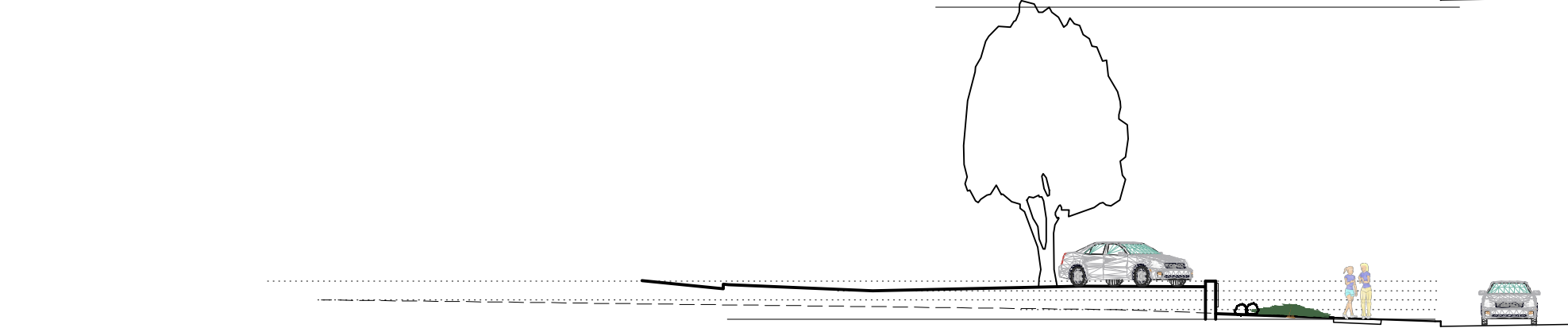
East Springs Drive
Madison, Wisconsin



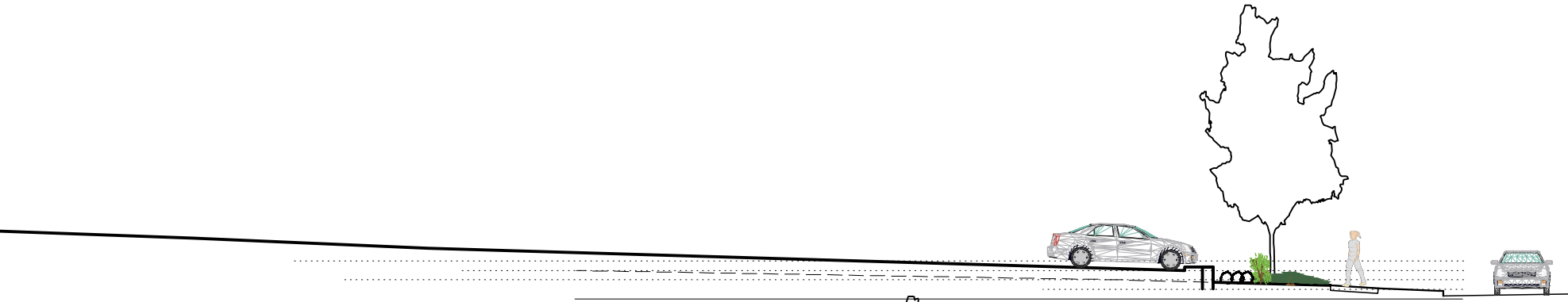
1 NE CORNER @ HIGH CROSSING
A3.0 Scale: 1/16" = 1'-0"



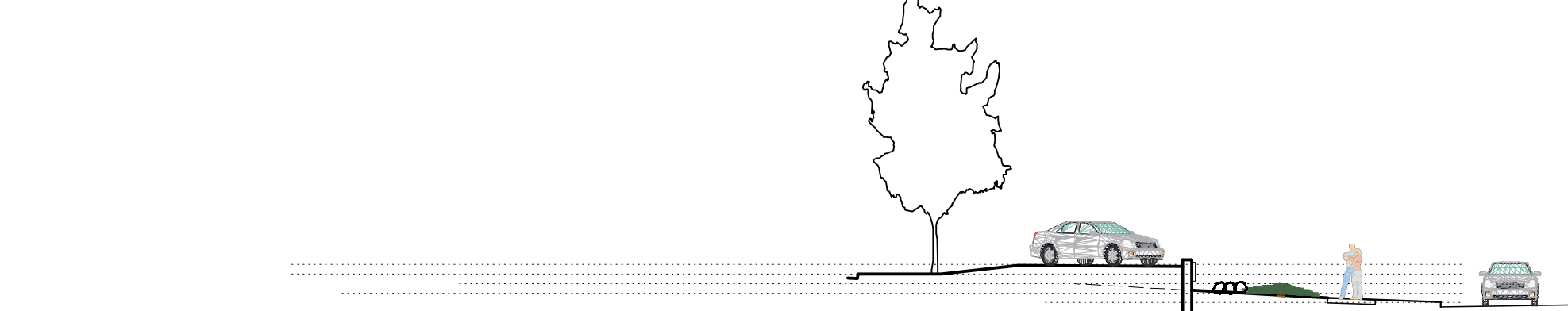
2 HIGH CROSSING @ MID LOT
A3.0 Scale: 1/16" = 1'-0"



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



4 EAST SPRINGS MID LOT
A3.0 Scale: 1/16" = 1'-0"



5 EAST SPRINGS @ ENTRY CORNER
A3.0 Scale: 1/16" = 1'-0"

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

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

DRAWING NAME:

SITE SECTIONS

DRAWING NUMBER:

A-3.0

Living Habitats

Landscape Architecture
Ecological Services
Environmental Planning
Custom Artworks

6457 North Sayre Avenue
Chicago, Illinois 60631
p. 773-467-1634

www.livinghabitats.com



Goben CARS

East Springs Drive
Madison, Wisconsin



A SITE RENDERING
REFER TO GRAPHIC SCALE

REVISIONS:

2	27 MARCH 2013
1	30 JANUARY 2013

DATE: 12/19/2012

SCALE: NTS

PROJECT:

DRAWN BY: CM/AP

DRAWING NAME:

SITE RENDERINGS

DRAWING NUMBER:

A-3.1



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 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 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