



# City of Madison

## Proposed Demolition & Conditional Use

Location  
1317-1325 Applegate Road

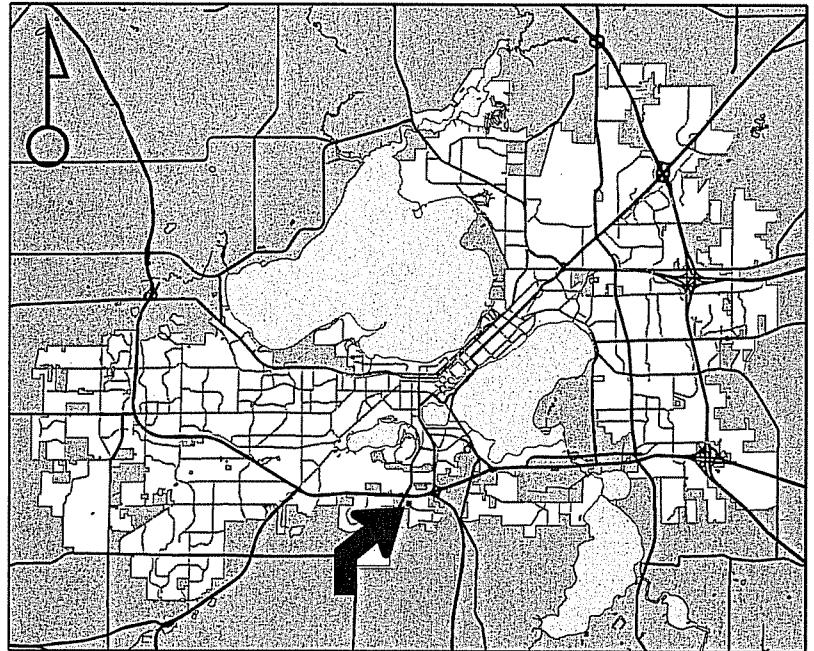
Project Name  
Bergstrom Chevrolet-GM

Applicant  
John J. Hogerty, II-Bergstrom Corporation/  
Brian Beaulieu- Edge Consulting Engineers

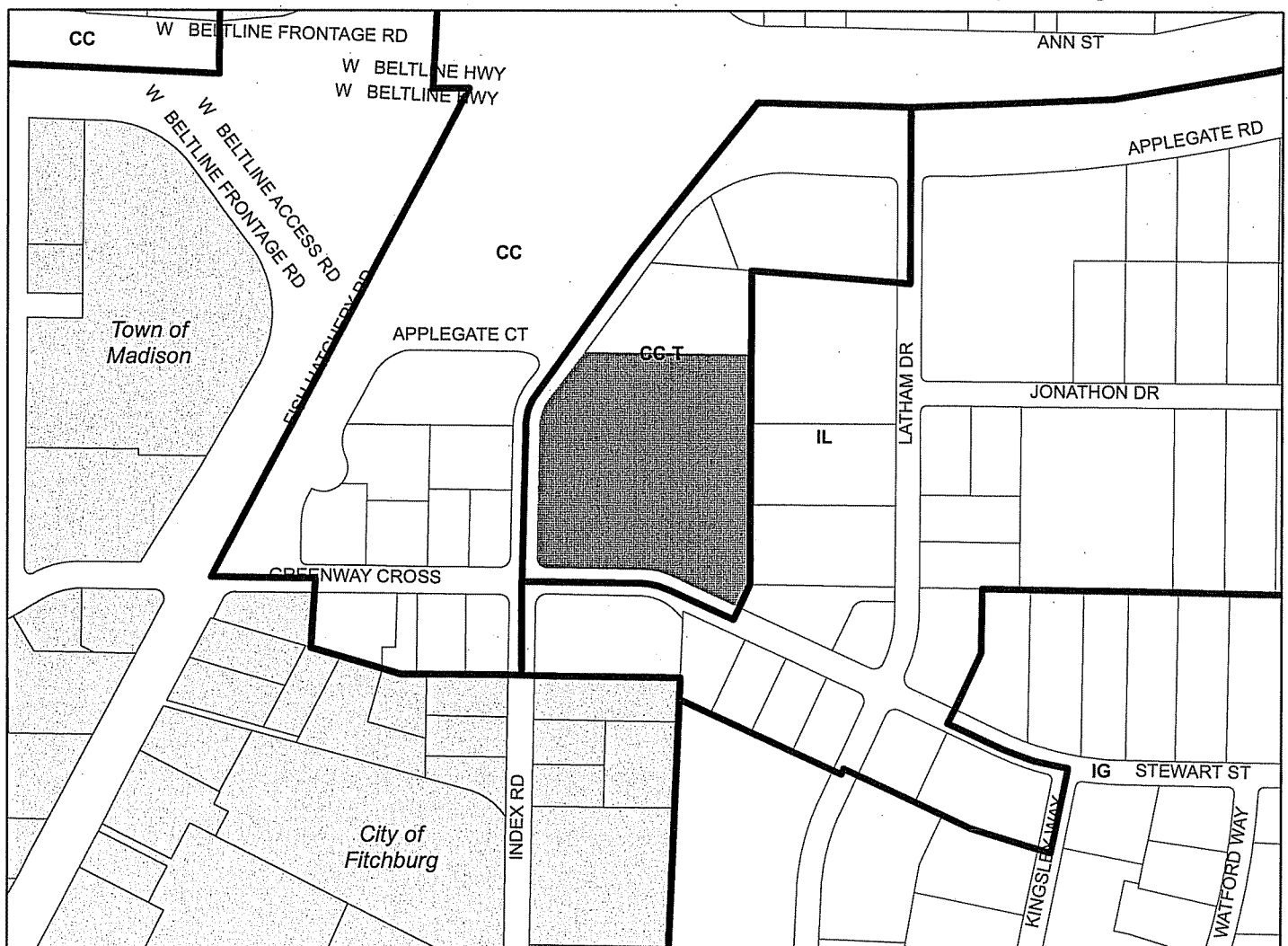
Existing Use  
2 commercial buildings

Proposed Use  
Demolish 2 commercial buildings  
to construct auto sales facility

Public Hearing Date  
Plan Commission  
07 December 2015

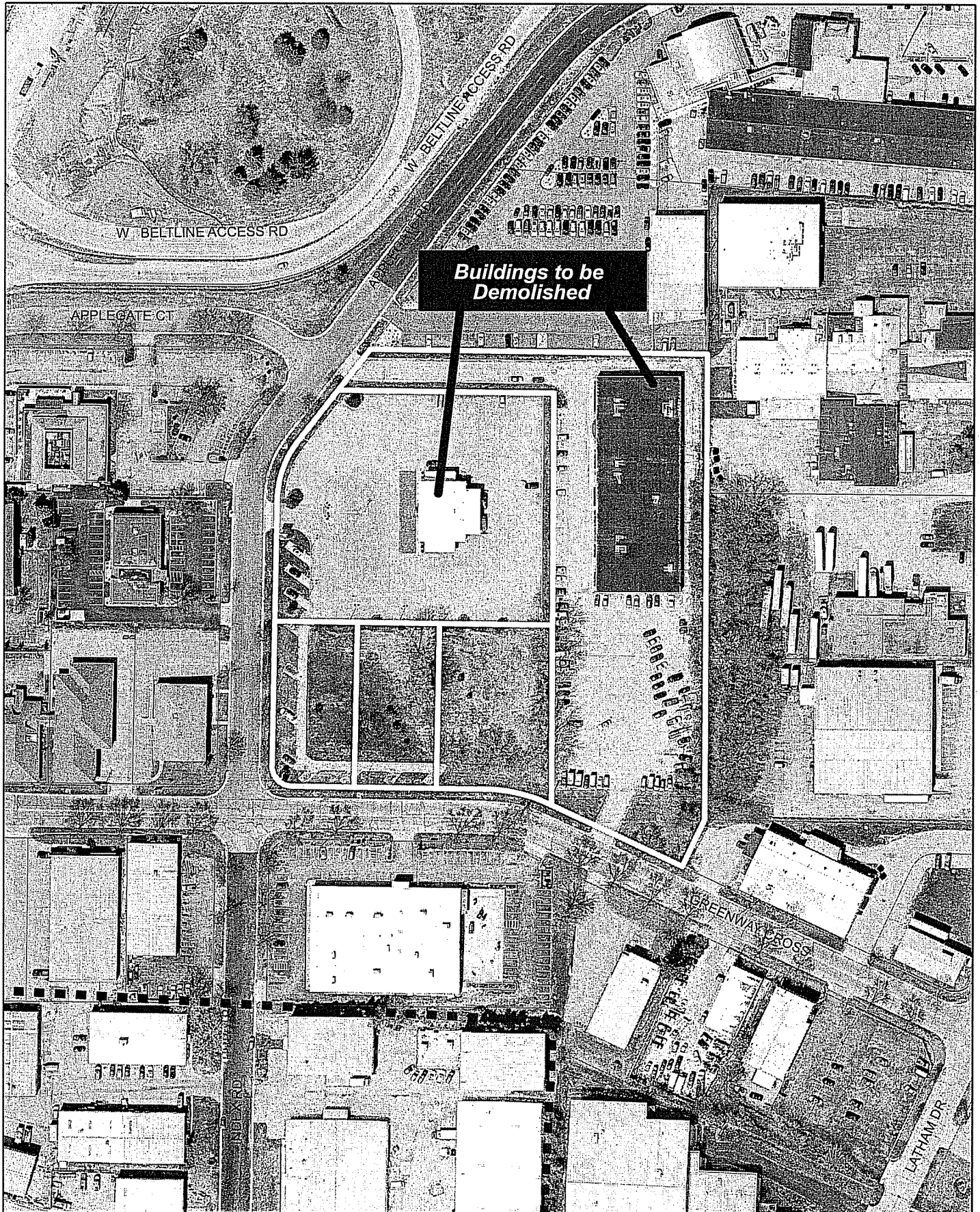


For Questions Contact: Kevin Firchow at: 267-1150 or [kfirchow@cityofmadison.com](mailto:kfirchow@cityofmadison.com) or City Planning at 266-4635



Scale : 1" = 400'

City of Madison, Planning Division : RPJ : Date : 02 December 2015





# 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 <u>\$1,200</u>	Receipt No. <u>8733-</u>
Date Received <u>10/17/15</u>	<u>0001</u>
Received By <u>JLK</u>	
Parcel No. <u>0709-344-0307-6</u>	
Aldermanic District <u>14-Sheri Carter</u>	
Zoning District <u>CC-T</u>	
Special Requirements <u>OK</u>	
Review Required By:	
<input type="checkbox"/> Urban Design Commission	<input type="checkbox"/> Plan Commission
<input type="checkbox"/> Common Council	<input type="checkbox"/> Other: _____

Form Effective: February 21, 2013

1. Project Address: 1325 Applegate Rd, Madison, WI 53713

Project Title (if any): Bergstrom Chevrolet-GM

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

LNDUSE-2015-  
00054

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

Applicant Name: John J. Hogerty, II Company: Bergstrom Corporation  
Street Address: One Neenah Center City/State: Neenah, WI Zip: 54956  
Telephone: (920) 725-4444 Fax: (920) 729-4034 Email: jhogerty@bergstromauto.com

Project Contact Person: Brian Beaulieu Company: Edge Consulting Engineers  
Street Address: 624 Water Street City/State: Prairie du Sac, WI Zip: 53578  
Telephone: (608) 644-1449 Fax: (608) 644-1549 Email: bbeaulieu@edgeconsult.com

Property Owner (if not applicant): \_\_\_\_\_  
Street Address: \_\_\_\_\_ City/State: \_\_\_\_\_ Zip: \_\_\_\_\_

### 4. Project Information:

Provide a brief description of the project and all proposed uses of the site: New Bergstrom Chevrolet dealership that will consist of a one story building and asphalt lot for vehicle inventory storage and customer/employee parking.

Development Schedule: Commencement Fall/Winter 2016 Completion Spring/Summer 2016

## 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/alterd 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 ½ 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.

☒ **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:  
Alder Sheri Carter, June 5, 2015, waiver attached

→ 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: Kevin Firchow Date: 6/4/2015 Zoning Staff: DAT Meeting Date: 6/4/2015

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

Name of Applicant John Hogerty Relationship to Property: Executive VP and General Counsel  
Authorizing Signature of Property Owner  Date 9/14/15 19



October 7, 2015

Department of Planning & Community & Economic Development  
City of Madison  
215 Martin Luther King Jr. Blvd., Room LL100  
Madison, WI 53701

**SUBJECT: LETTER OF INTENT  
BERGSTROM CHEVROLET MADISON  
MADISON, WISCONSIN**

Bergstrom Chevrolet of Madison, Inc. is proposing the construction of a new dealership at 1325 Applegate Rd. The proposed development will consist of a new one-story building and asphalt parking lot.

**PROJECT TEAM**

*Applicant:* Bergstrom Corporation  
One Neenah Center  
Neenah, WI 54956  
Contact: John J. Hogerty, II  
Phone: (920) 725-4444  
Email: [jhogerty@bergstromauto.com](mailto:jhogerty@bergstromauto.com)

*Architect:* Gries Architectural Group, Inc.  
500 N. Commercial Street  
Neenah, WI 54956  
Contact: Steve Gries  
Phone: (920) 722-2445  
Email: [sgries@griesarchitectural.com](mailto:sgries@griesarchitectural.com)

*Engineer:* Edge Consulting Engineers, Inc.  
624 Water Street  
Prairie du Sac, WI 53578  
Contact: Brian Beaulieu  
Phone: (608) 644-1449  
Email: [bbeaulieu@edgeconsult.com](mailto:bbeaulieu@edgeconsult.com)

**PROJECT SITE**

The project site currently consists of five parcels of land that will be combined into a single lot via certified survey map (CSM). This CSM will be submitted to the City for review and approval prior to recording. The five parcel numbers to be combined are: 070934403068, 070934403076, 070934403117, 070934403109, and 070934403092. The combined land value of these five lots, as listed with the City of Madison Assessors Office, is \$1,145,000.

## **EXISTING CONDITIONS**

The proposed project site is located at the northeast corner of the intersection of Applegate Road and Greenway Cross in the City of Madison, Dane County, Wisconsin. The project site is currently used for commercial purposes. Surrounding properties consist of commercial and industrial uses.

A 6,500 square foot building is present on the northwest portion of the project site, near Applegate Road. The building is entirely surrounded by a paved parking area which extends south into a small drive for showcasing vehicles.

A larger 27,000 square foot building is present on the eastern portion of the project site. Paved drives/lots also surround this building. Access to the site is provided by a paved driveway connecting the site to Applegate Road and Greenway Cross. Public and private utilities are present at several locations within the property. The southern portion of the subject property is manicured green space and trees.

## **PROJECT DESCRIPTION**

The proposed site will be used as the location of the new Bergstrom Chevrolet dealership. The site will consist of a new one-story building, approximately 37,685 sq.ft., and an asphalt parking lot for new and used vehicle inventory storage, as well as employee parking. The building will be used as the new Chevrolet showroom, dealership sale offices, and the service center.

The new dealership will add approximately 46 full time employees.

Construction costs will be determined at a later time.

## **HOURS OF OPERATION:**

Mon. – Thurs.	7:00 am – 8:00 pm
Fri.	7:00 am – 6:00 pm
Sat.	8:00 am – 5:00 pm
Sun.	Closed

## **PARKING:**

- 274 – New and Used Vehicle Inventory Stalls
- 42 – Employee & Service Stalls
- 23 – Customer Stalls
- 10 – Bicycle Stalls

## **LOT COVERAGE/USEABLE OPEN SPACE:**

Lot Area (new CSM):	279,394 sq. ft. (100%)
Building Footprint:	37,685 sq.ft. (13.5%)
Asphalt Lot:	158,257 sq. ft. (56.6%)
Curb and Sidewalk:	20,130 sq. ft. (7.2%)
Green Space:	63,322 sq. ft. (22.7%)

## **PROJECT SCHEDULE**

<u>Activity</u>	<u>Timeframe</u>
Submit to Plan Commission	October 7, 2015
Plan Commission Meeting	November 16, 2015
Start Demolition/Construction	Fall/Winter 2015
Finish Construction	Spring/Summer 2016

BERGSTROM CHEVROLET MADISON  
EXISTING BUILDING PHOTOGRAPHS (JUNE 2015)



1317 APPLEGATE - Looking North.jpg



1317 APPLEGATE - Looking Northwest.jpg





1317 APPLEGATE - Looking South.jpg

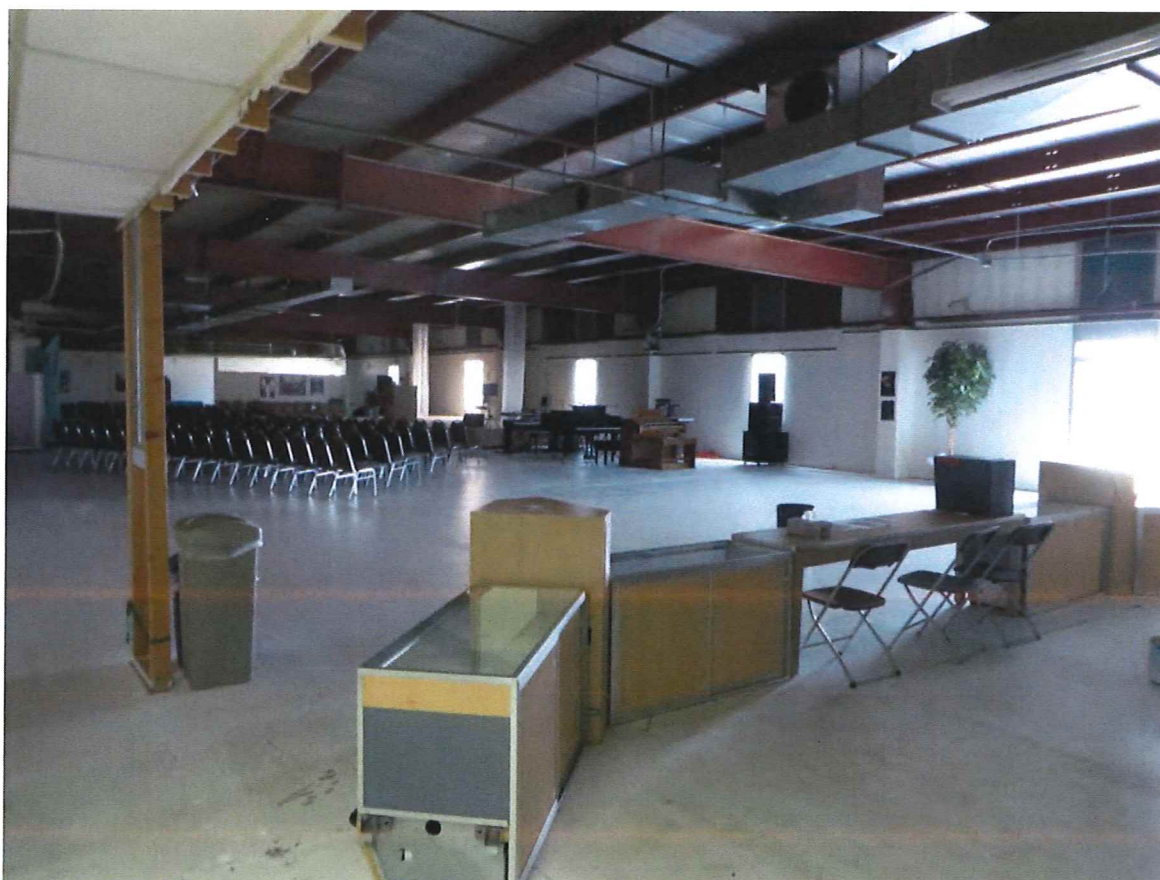


1317 APPLEGATE - Bathroom.JPG





1317 APPLGATE - Classroom.JPG



1317 APPLGATE - Hall.JPG





1317 APPLGATE - Kitchen.JPG



1325 APPLGATE - Looking East.JPG





1325 APPLEGATE - Looking Northwest.jpg

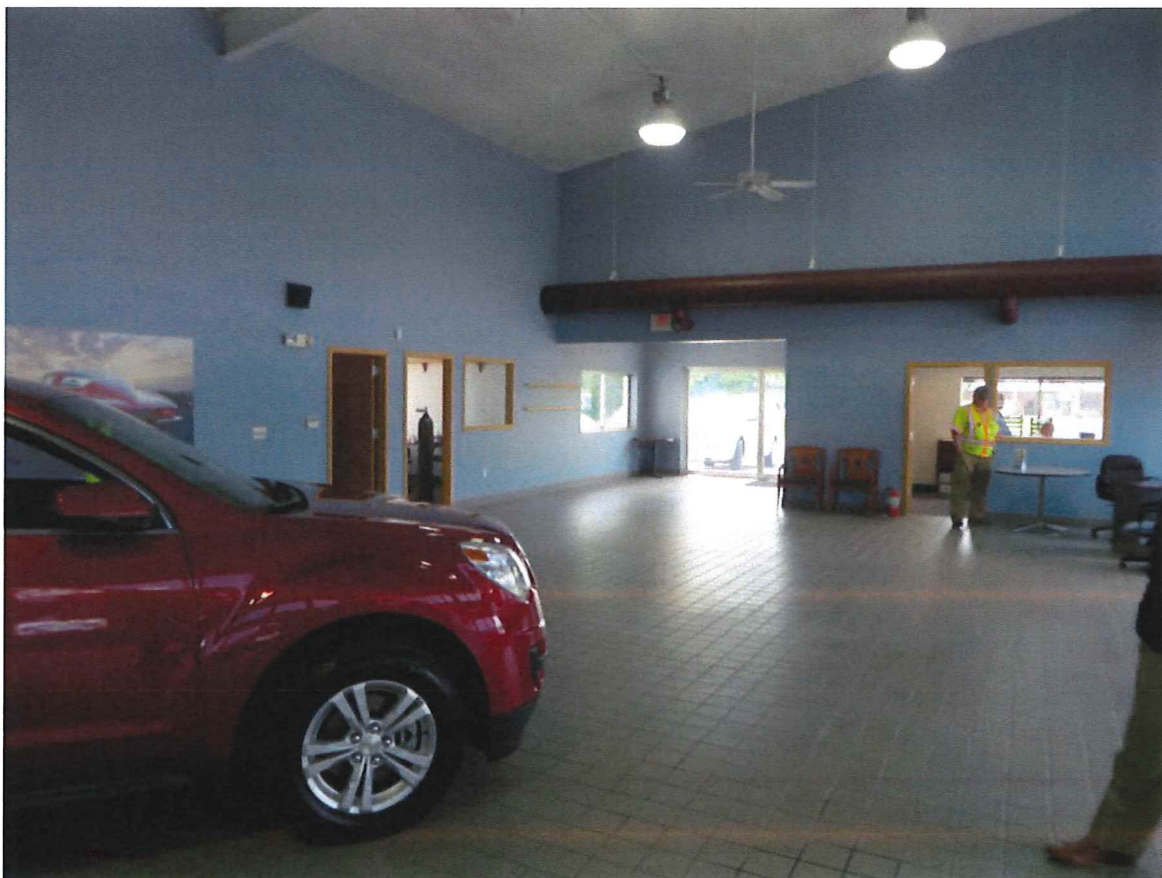


1325 APPLEGATE - Looking South.jpg





1325 APPLEGATE - Looking Southeast.jpg



1325 APPLEGATE - Showroom.JPG



1325 APPLEGATE - Garage.JPG