

PLANNING DIVISION REPORT
DEPARTMENT OF PLANNING AND COMMUNITY
AND ECONOMIC DEVELOPMENT
April 3, 2007

RE: I.D. #06072 DEMOLITION PERMIT - 3501 LANCASTER DRIVE

1. Requested Action: Approval of a demolition permit for an automobile dealership building at 3501 Lancaster Drive to allow construction of a new dealership facility on the same site.
2. Applicable Regulations: Section 28.04(22) of the Zoning Code provides the guidelines and regulations for the approval of demolition permit applications.
3. Report Drafted By: Michael Waidelich, Principal Planner.

GENERAL INFORMATION:

1. Applicant: Thomas W. McCoy, McCoy Engineering, 5440 Willow Road, Suite 115, Waunakee, Wisconsin 53597.
2. Status of Applicant: Agent for Owner, Jon Lancaster, 3501 Lancaster Drive, Madison, Wisconsin 53718.
3. Development Schedule: As soon as necessary approvals are received.
4. Parcel Location: The east side of Lancaster Drive, between the East Washington Avenue (USH 151) frontage road and High Crossing Boulevard. Aldermanic District 17.
5. Parcel Size: Approximately 8 acres (351,289 sq. ft.).
6. Existing Zoning: C3 Highway Commercial District.
7. Existing Land Use: The site is currently developed with an automobile dealership sales and service facility and multiple parking areas related to the business.
8. Surrounding Land Use and Zoning:
 - North: East Washington Avenue (USH 151) and its frontage road. Across USH 151, developments in The American Center; zoned O-4 Administrative Office and Research and Development District.
 - West: Other automobile dealership and automobile-related facilities and parking areas, a multi-screen movie theater; zoned C3 Highway Commercial District.
 - South: High Crossing Boulevard. Along the south frontage of High Crossing Boulevard are a variety of highway-oriented and retail uses, including a large home furnishings/appliance store, motel, auto repair/service business, credit union, sports bar; zoned C2 General Commercial district and C3 Highway Commercial District.
 - East: Automobile dealerships and automobile-related facilities and parking areas; zoned C3 Highway Commercial District.

9. Adopted Land Use Plan: The *Nelson Neighborhood Development Plan* recommends this property for Retail/Service Uses. The *Comprehensive Plan* recommends this same area for General Commercial uses, reflecting the recommendation in the neighborhood development plan.
10. Environmental Corridor Status: No Environmental Corridors are designated on this property.

PUBLIC UTILITIES AND SERVICES:

The full range of urban services are currently available to this property.

ANALYSIS, EVALUATION AND CONCLUSION:

The applicant is requesting approval of a demolition permit for an existing automobile dealership sales and service building located on a large parcel east of Lancaster Drive, between the USH 151 frontage road and High Crossing Boulevard, to allow for the construction of a new facility with essentially the same functions. Automobile sales and service businesses are permitted uses in the C3 Highway Commercial District, but approval of demolition permits requires consideration of the future development proposed on the site of the demolition.

The building proposed for demolition* is a 36,500 square foot one-story metal building with brick and/or block walls, and masonry firewalls dividing the interior space and separating the vehicle showroom, service, and body shop areas. The building was originally constructed in 1976 (when the property had direct access to a two-lane USH 151) and has been updated and remodeled many times over the years---with the last major renovation occurring in 1995. As described in the application, the building, while structurally sound, is showing significant deterioration, especially the portions not renovated in 1995. Insulation is minimal and also deteriorating. The applicant's original plan was to remodel and expand the existing facility to serve customers better, conform to Toyota's requirements, and provide a LEED certified "green" building; but upon detailed investigation, it was determined not to be cost effective to renovate the existing structure to this high standard. So approval is now sought to demolish the existing structure and replace it with a new building that can meet all of the applicant's objectives.

Following removal of the existing facility, the applicant proposes to construct a new 51,020 square foot Toyota sales and service building on the site. The proposed new structure will accommodate all the usual activities found in a facility of this type, as shown on the building plans submitted with the demolition application. The exterior walls will be a combination of silver alpolic metal panels with red accents, precast concrete panels, and EFIS panels on the uppermost sections matching the concrete. The design of the new building provides better organization of the many activities that occur on the site and conforms to Toyota's new image program. As noted above, the new facility will incorporate state-of-the-art technology and be LEED certified.

Compared to the existing structure, the new building will be located closer to the USH 151 frontage road, with only two rows of parking stalls between the building and the street. Like other automobile dealership facilities, the site also includes extensive parking areas for new and pre-owned vehicles for sale, parking for vehicles awaiting servicing, and customer and employee parking. Automobile

* Note that the 2005 aerial photograph included in the Plan Commission packet shows a second, smaller building on the site, located closer to High Crossing Boulevard. This accessory building was razed in 2006. Its functions were originally expected to be incorporated into the planned addition to the existing building to the north, but now will be accommodated instead within the new building currently proposed.

sales and service facilities are a permitted use, and the proposed building does not require Plan Commission approval. However, final site, building, and parking lot plans will need to be modified as required to comply with all City regulations and standards as outlined in the comments from the reviewing agencies.

The proposed continued use of the site for a automobile dealership and service facility is compatible with the existing land uses along the north side of High Crossing Boulevard, which predominantly consist of similar businesses. The proposed use is also consistent with the land use recommendations of the *Comprehensive Plan* and the *Nelson Neighborhood Development Plan*. The *Nelson NDP* was amended in 2005 specifically to revise the land use recommendations for the south frontage of High Crossing Boulevard to also accommodate automobile sales and service businesses similar to the uses along the north frontage of the boulevard.

The building proposed for demolition is now more than 30 years old and has been remodeled many times. It is deteriorating, energy inefficient, and does not meet the current needs of the business. Planning Division staff have no reason to doubt the applicant's evaluation of the building or the conclusion that the present building cannot reasonably be remodeled and renovated to conform to Toyota's requirements and achieve the desired LEED certification. The applicant has prepared and submitted a recycling plan to George Dreckman, Recycling Coordinator, which includes salvage and reuse of materials both in construction of the new building, and by Habitat for Humanity. The recycling plan will need the approval of the Recycling Coordinator prior to issuance of a demolition permit

The proposed continued use of the property for an automobile dealership sales and service business is consistent with applicable adopted plans, and with the surrounding land uses. The new building will be modern, more energy-efficient, and more attractive than the existing building. Much of site will continue to consist of parking areas related to the business, but this is characteristic of large auto dealerships and this location has been designated in City plans as appropriate for these uses. Landscaping and lighting will be improved as part of the project.

RECOMMENDATION:

The Planning Division believes that the standards for approval of a demolition permit can be met and recommends that the Plan Commission **approve** the demolition of an automobile dealership facility at 3501 Lancaster Drive, subject to input at the public hearing and comments from the reviewing agencies.