



9/30/2013

Zoning Administration, City of Madison
215 Martin Luther King Jr. Blvd., Room LL-100
PO Box 2985, Madison, WI 53701-2985

Re: Letter of Intent, Land Use Application

To whom it may concern:

This is a letter of intent regarding an application for conditional use of a property at 1002 S. Whitney Way by Apex Auto Sales & Repair for auto repair and used cars dealership. Apex Auto Sales & Repair is a Limited Liability Company established by Vadim V. Shershnev in December of 2009. The company is registered in Madison, Wisconsin. Vadim Shershnev, the owner and operator of Apex Auto Sales & Repair has engineering background, experience in small business, and expertise in doing auto repairs. The company has evolved in a profitable and sustainable small business under his leadership over the past 3.5 years.

Currently, the company rents a property at the East side of Madison (3029 Milwaukee St., Madison, Wisconsin 53714) and is purchasing a property located at 1002 S. Whitney Way, Madison, 53711 for a permanent location. This letter outlines the purpose and plan for the use of the property at 1002 S. Whitney Way by Apex Auto Sales & Repair.

Apex Auto Sales & Repair's mission is to act as an integral part of the business community in providing a valuable service to retail, business, and community clients. The company provides premium auto repair services and sales of quality used cars, trucks, and vans. Our service integrity and customer satisfaction practices result in an ongoing loyal client following across the business community markets we serve.

At the new location, Apex Auto Sales & Repair plans to continue provide a wide range of services. Our services will address the following needs of the clients in the surrounding neighborhoods and the Madison Metropolitan Area: diagnosis, brake repairs, transmission, rebuilding or replacing the engine, electrical works, exterior and interior removal, replacement and rebuilding services, oil changes and lube, alignment, and tires. Auto sales services will include *selling used cars*, trucks, SUVs, RVs, and other vehicles, as well as trade-in services. A majority of the used vehicles that Apex Auto Sales & Repair offers come from auctions. Other vehicles come from trade-ins and private purchase units.

All employees are/will be trained and held responsible for providing superior service, developing a long lasting trust bond with customers. This is very important, especially in the auto repair industry where trust and honesty are not the image of repair facilities. Our major focus is in providing a high quality service to ensure repeat customers and to foster a relationship built on trust with each of our clients served.

Most business operations will occur in the Apex Auto Sales & Repair facility including interactions with the customers, and vehicle repairs and re-conditioning. The company will do in-house all maintenance services and most of the repairs except for certain auto body works and highly specialized services, which will be done by other businesses through an "outsourcing" agreement. In order to provide the outlined services, the facility will be equipped with 2-3 professionally staffed, service repair bays and office equipment and furniture.

We plan that 10-20 display cars will be placed at the display stalls facing S. Whitney way and some of the remaining parking slots that are marked on the site plan. Customer parking stalls (5-8) will be available on the side of the property. A parking stall for persons with disabilities will be located near the entrance to the building. A bike rack for three bikes will also be located near the entrance. Thus, we will use the number and location of the parking stalls according to the plan that was approved by the City for the auto sales business occupying this property in the past.

The business will be open six days a week, with the following hours of operation: Monday-Friday, from 8:00 AM to 6:00 PM, and Saturday, from 8:00 AM to 4:00 PM.

Apex Auto Sales & Repair is dedicated to providing high quality services to the customers. It is our intention to most positively contribute to the automotive business and business partner community, with our adjacent residential neighborhood community being in the focus of our efforts. We intend to abide by and play a leadership role in addressing local neighborhood community standards for business behavior while taking consideration for business needs and compliance with state, local, and federal regulations for air, noise, water pollution, and recycling regulations.

The closing date for the purchase of the property at 1002 S. Whitney Way by Apex Auto Sales & Repair is on October 25, 2013. Obtaining a conditional use permit for auto repair and used car small business is included in the accepted offer as a contingency. We hope that we have some positive feedback indicating a high likelihood of obtaining this permit before we move forward with this purchase.

Thank you for considering our application.

Sincerely,

Vadim Shershnev

Owner/operator

Apex Auto Sales & Repair, LLC

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