



October 19, 2011

City of Madison Planning Commission  
c/o Tim Parks  
215 Martin Luther King Jr. Blvd., Room LL100  
Madison, WI 53703

### **CarMax Redevelopment Letter of Intent**

Site Address: 6601 Odana Road

Dear Planning Commission:

This letter is to accompany the Land Use Application for a Demolition Permit for the current Gordie Boucher Lincoln Mitsubishi car dealership at 6601 Odana Road. CarMax, a used car retailer with over 100 locations nationwide, is proposing a redevelopment of the 4.85 acre site (211,266 SF) for their fourth Wisconsin location, and first location in Dane County.

#### **Existing Conditions**

According to City Assessor records, the site was originally developed in 1979 with two buildings. Those existing structures, which are connected, total 24,171 square feet. The existing 32-year old structure is dated, and does not meet CarMax's standards for their car sales and service operations. Additionally, the layout of the current structure on the site does not meet CarMax's needs as far as separating customer and employee parking from vehicle sales and service operations. CarMax is proposing to demolish both structures and construct a new sales/service building and car wash outbuilding.

#### **Proposed Uses and Building Square Footage**

The sales building is proposed to be approximately 20,600 square foot consisting of a sales floor (~12,870 SF), vehicle presentation space (~4,310 SF) and six service bays (~3,340 SF). The car wash outbuilding is proposed to be approximately 1,000 square feet, which will only be used to prepare vehicles "for sale" or in association with vehicle service (and not open to the general public). Activities and uses that will or could be part of CarMax's operations include: sales and purchasing of pre-owned vehicles, initial vehicle and final quality control inspections, limited retail vehicle servicing, vehicle detailing and reconditioning, vehicle appraisals, vehicle auction, non-public carwash, non-public fuel storage and dispenser and a temporary sales staging area.

#### **Site Layout**

The new building will be set back further from the street than the existing building to allow for a clearly designated customer parking area that is separated from the vehicle sales area – something that is often lacking from car dealerships. Landscaping will be concentrated along the Odana Road frontage rather than the Beltline frontage to enhance the Odana side for both passers-by and arriving customers. Unlike the current building, there will be a pedestrian connection to the Odana Road sidewalk.

The sales display area will be physically separated from the general public, the customer and employee parking lot and surrounding properties via a guard rail and fencing. The sales display lot contains 268

parking stalls (note that there will be additional parking lot area adjacent to the service bays that will be un-striped and used for staging of vehicles awaiting service). The sales display area features a stamped concrete walkway down the center of the display area. The parking stall dimensions in the sales display area are slightly smaller than standard City parking stall dimensions. We feel the smaller dimensions are appropriate for the lot because the sales display area is: separated from customer parking, is stocked with "for-sale" vehicles by CarMax employees, only employees will drive vehicles in this area and it essentially functions as an outdoor inventory area rather than a traditional parking lot.

The customer and employee parking lot will include 125 stalls, including 5 handicap stalls. Vehicles that are not presently "for sale" in the sales display area are kept in the secured non-public sales staging area on a temporary basis. As a visual screen, and to provide security for the vehicles, the sales staging area is screened and secured by a six foot high masonry wall. Because the staging of vehicles within this area changes on a daily basis, parking spaces are not designated on the site plan.

**Signage**

The sign information submitted with this application is for informational purposes. CarMax will submit a formal signage package to City staff for review and approval at a later date.

**Hours of Operation**

Store management will set operating hours closer to the opening date; however, typical CarMax operating hours are:

Showroom: M-F 10AM-9PM; Sat 9AM-9PM; Sun 12PM – 7PM  
 Service: M-F 7:30AM-6PM; Closed Sat and Sun

These hours are typical and they can vary at the store manager's discretion from market to market.

**Employment**

CarMax expects to employ as many as 75-85 full and part-time associates at this location upon store maturity, mostly hired from the local market. Initially, the management team will be comprised of experienced managers from other existing locations across the country to ensure a successful opening. CarMax provides its associates with competitive salaries, comprehensive benefits, bonus programs, and professional development opportunities.

**Construction Schedule**

The construction of new CarMax stores is determined by a firm-wide grand opening schedule that takes into account a number of potential stores nationwide and a variety of economic factors. For those reasons, a specific construction schedule for this location has not been established. The **project team** is as follows:

<b>Future Owner</b> CarMax c/o John McNamara 12800 Tackahoe Creek Parkway Richmond, VA 23238 Phone: (804) 747-0422	<b>Civil Engineer &amp; Landscape Architect</b> Vierbicher c/o Travis Schreiber, PE 999 Fourier Drive, Suite 201 Madison, WI 53717 Phone: (608) 826-0532 Email: <a href="mailto:tsch2@vierbicher.com">tsch2@vierbicher.com</a>
<b>Project Entitlement Coordination</b> CenterPoint Integrated Solutions, LLC c/o Amanda Steinle 1240 Bergen Parkway, Suite A-250 Evergreen, CO 80439 Phone: (303) 679-6978	<b>Architect</b> POH Architects c/o David Hold 3000 Royal Blvd. South Alpharetta, GA 30022 Phone: (678) 942-4838
<b>Contractor</b> The contractor is not yet selected	<b>Landscaper</b> The landscaper is not yet selected



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The alder for the area, Mark Clear, was mailed notification on September 6, 2011. Discussion was also held with Mr. Clear regarding the intent to submit materials and review of the project. Notification of a future request to demolish a building has also been filed via the City's website.

If you have any questions concerning the above information or attached plans, please contact me at [tsch2@vierbicher.com](mailto:tsch2@vierbicher.com) or 826-0532.

Sincerely,



Travis Schreiber, PE

Attachments: Land Use Application Form  
Building Photos of 6601 Odana Road  
Site Plan Packet for 6601 Odana Road  
Legal Description of 6601 Odana Road  
Reuse & Recycling Plan

CC: John McNamara, CarMax  
Amanda Steinle, CenterPoint Integrated Solutions, LLC

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