

December 4, 2019

City of Madison Planning Division  
Madison Municipal Building, Suite 017  
215 Martin Luther King, Jr. Blvd.  
Madison, WI 53701

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

The Bergstrom Corporation is proposing the construction of a new autobody shop and car wash at 1301 Applegate Road. The proposed redevelopment will consist of a new one-story building and asphalt parking lot to replace the existing building and pavement on site.

In addition to the requested building demolition approval, there are four conditional use approval requests and a parking reduction request described in this letter.

**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: Kelly French  
Phone: (920) 722-2445  
Email: [kfrench@gries.design](mailto:kfrench@gries.design)

***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)

## **EXISTING CONDITIONS**

The proposed project site is located at the northeast corner of the intersection of Applegate Road and Applegate Court in the City of Madison, Dane County, Wisconsin. Nearly all of the parcel area is paved with asphalt to facilitate its current use as a vehicle inventory storage lot. There is a one-story metal building located on the east edge of the parcel that is used as a car wash for the nearby dealerships. This car wash building will be demolished as part of this project.

## **PROJECT DESCRIPTION**

The proposed site will be used as the location of a new autobody shop and attached car wash. The existing pavement will be removed and regraded to promote drainage to the edges of the site. Two shallow bioretention basins and an expansion of the Bergstrom Chevrolet Dealership stormwater basin will provide the needed redevelopment stormwater controls. Shared drainage easements between the Bergstrom Chevrolet and Cadillac dealerships will need to be provided to allow for this proposed drainage pattern.

Landscaping will be provided throughout the site, and the existing site lighting will be replaced by new LED fixtures.

New sidewalk is shown to be constructed along the Applegate Road frontage of this lot; continuing the sidewalk that was installed in 2016 as part of the Bergstrom Chevrolet Dealership project. This sidewalk is expected to be part of a City Developer's Agreement that is yet to be drafted.

An area on the existing Bergstrom Chevrolet dealership property will be fenced and gated concurrently with this project. This secure area will be used to store cars waiting for service to begin, or waiting for their owner to pick up the vehicle.

A second cross-lot access point between the autobody lot and Bergstrom Chevrolet will be added with this project as well. This second access point is intended to be used for moving vehicles to and from the autobody shop into and out of the fenced storage area. A new cross-lot access easement will need to be provided prior to construction.

Construction costs will be determined at a later time.

## **CONDITIONAL USES:**

There are four conditional uses that apply to this site that are requested for approval as part of this project:

1. Building size greater than 25,000 SF in CC-T Zoning (per Section 28.067)
2. Autobody land use in CC-T Zoning (per Table 28D-2)
3. Car wash land use in CC-T Zoning (per Table 28D-2)
4. Front yard setback at 85-feet with at least 70% of the street facing building wall within this setback (per Section 28.067)

**PARKING REDUCTION REQUEST:**

Bergstrom Corporation is requesting approval of a reduced number of parking stalls being required for this site. Table 28I-3 in the City Zoning Code would normally require 1 parking stall per 2,000 sq.ft. of floor area; plus 2 parking stalls per service bay. For this project that would require a minimum of 44 parking stalls. However, in order to stay below the maximum lot coverage percentage of 85% we are unable to provide that many stalls within the parcel boundary. The current breakdown of parking stalls provided is listed below, which totals 35 stalls. Bergstrom Corporation has provided a letter (attached) that confirms this number of stalls is sufficient for their business operations.

- 7 – Employee Vehicle Stalls
- 17 – Service Vehicle Stalls
- 11 – Customer Vehicle Stalls (includes 2 ADA)
- 4 – Bicycle Stalls

**ADDITIONAL PROJECT INFORMATION:**

**Hours of Operations:**

Mon. – Sat. 6:00 am – 5:00 pm  
Sun. Closed

**Lot Coverage/Useable Open Space:**

Lot Area: 71,204 sq. ft. (100%)  
Building Footprint: 26,264 sq.ft. (36.9%)  
Pavement: 34,258 sq. ft. (48.1)  
Turf/Landscaping: 10,682 sq. ft. (15.0%)

**Project Schedule:**

<u>Activity</u>	<u>Timeframe</u>
Submit to Plan Commission	December 4, 2019
Plan Commission Meeting	January 27, 2020
Start Demolition/Construction	April 2020
Finish Construction	October 2020

**Employment:**

20 new employees may be hired once this autobody shop and car wash are ready for use.

Sincerely,

Edge Consulting Engineers, Inc.

Brian Beaulieu, P.E.  
Project Manager

Enclosures

John J. Hogerty, II  
Executive Vice President  
General Counsel & Secretary

Bergstrom Corporation

December 2, 2019

City of Madison  
Department of Development  
Madison, WI

RE: New Bergstrom Auto Body Shop, 1301 Applegate Road

Dear Sir/ Madam

On behalf Bergstrom Automotive, this letter will confirm that the number of parking stalls shown on the plans recently submitted by our architect Gries Automotive Group for the above-referenced project are sufficient for our needs at this new/expanded business. Thank you for your assistance in this matter.

Very truly yours,



John J. Hogerty, II  
Executive Vice President  
& General Counsel

JJH:cah  
Enclosures

One Neenah Center, 7th Floor  
Post Office Box 549  
Neenah, Wisconsin 54957-0549  
920-725-4444  
Fax 920-729-4034  
jhogerty@bergstromauto.com