

December 7th, 2016

TO: City of Madison Planning Department and Plan Commission
215 Martin Luther King Jr. Blvd
Madison WI 53701

RE: Conditional Use Application
Demolition Permit
CSM

Fields Automotive along with the Redmond Company is excited to present the concept to construct a new luxury automobile dealership for Volvo, Jaguar, and Land Rover at 506 E. Badger Road. The site is formally known as Badger Bowl. In late October, Badger Bowl closed its doors and ceased operating at this location. Today, the building and site is vacant. Although a few adjacent business continue to park vehicles at the site.

Fields Auto was founded in Evanston, IL 1971. Fields opened their current Madison location at Seybold Road in 2006 and while remaining a family owned and operated business has grown to over 30 locations. Ryan Fields, son of founder John Fields, came to Madison in 2008 and after earning his MBA at UW-Madison, remained in Madison to take over the groups Wisconsin operations and raise his family in the city of Middleton. Fields dealerships take great pride in their community involvement and with the help of the ME Fields Foundation have supported many local charities and organizations such as the Madison Symphony Orchestra, Tri 4 Schools, The Wisconsin Chamber Orchestra, The UW-Carbone Cancer Center, The Madison Museum of Contemporary Art, The Waunakee Area Soccer Club, Clean Lakes Alliance, and The Ronald McDonald House of Madison as well as being a charter partner of the Overture Center.

Like many automobile dealers throughout the nation, Fields is being required by the manufacturers to either update or construct a new facility that meets specific guidelines. The manufacturer is the driving force behind the building aesthetics, interior and exterior and overall size of the building needed. The goal of the manufacturer requirements are to shape the customer experience as they search for the perfect vehicle.

There are timeline requirements from the manufacturer. As result, demolition of the vacant bowling center is scheduled to begin in April, with construction of the new dealership to immediately follow afterward. The project schedule currently shows that Fields will be able to move in to the new store in February of 2018.

The project began with an attachment process that just concluded in late November of this year. During the attachment process, the project was presented to DAT on two occasions. The project was also presented to Alder Carter in district 14 in early October. Alder Carter then scheduled a neighborhood meeting with the Indian Springs and Capitol View neighborhood associations in early November. Response to the project has been mostly positive.

The 33,000 square foot building will house the three brands; Volvo, Jaguar, and Land Rover all under one roof. Each showroom will be represented on the exterior using manufacturer mandated exterior materials and façade proportions. In addition to the three showrooms, a central service reception area is included along with a service department and a car wash. Fields hours of operation are 7am – 8pm on Monday through Thursday. Friday, the store will close at 6pm. Saturdays are currently scheduled to be open 8am – 12pm.

Here are some additional specifications on the project:

Stall Count

Customer	32
Accessible	4
Bicycle	10
Inventory	184
Service	135

Lot Areas

Lot Coverage	84%
Impervious	184,404 sqft
Building	33,000 sqft
Green Space	33,400 sqft

Costs

Value of Land	3.5 Million
Estimated Project Costs	6.5 Million
Number of Jobs	
Construction	Unknown
Full Time	30+ (Most are relocating from current location)

If there is additional information that would be helpful, please don't hesitate to reach out.

Sincerely



Jerry Mortier

The Redmond Company

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