



architecture
network, inc.

116 E. Dayton St.
Madison, WI 53703
608.251.7515
608.251.7566 fax
www.architecture-network.net

25 March 2012

Planning and Development
City of Madison, Wisconsin
215 Martin Luther King, Jr. Blvd.
PO Box 2984
Madison, WI 53701-2984

RE GOBEN CARS, 2501 EAST SPRINGS DRIVE, MADISON, WI
PLAN COMMISSION AND URBAN DESIGN APPLICATION

It is the intent of the Owner of Contract, Don Goben of DMG Holdings, to develop the current vacant land at 2501 East Springs Drive, into an automobile retail outlet for Goben Cars. The proposed use is a Permitted Use in the current and new Zoning Ordinances. Plan Commission approval is required as this lot is part of a Planned Commercial Development.

The work is scheduled to start in Summer of 2013 and be finished in the Fall. The estimated cost of construction is \$700,000.00. The lot purchase price is \$950,000.00. No public subsidy is requested.

The 4900 SF building is located near the center of the lot. The sales office is 2275 SF and the remaining 2625 SF will be used for preparing cars for display and sale on the lot. That work will include washing and detailing the cars as well as safety inspections, minor repairs and oil changes. There will be five working bays. This is not a service garage and customers will not come to this area. The lot will have room for about 140 vehicles in sales inventory. Fourteen (14) additional parking spaces have been identified for customers and staff. Two bicycle parking spaces are provided.

The operation is planned to operate during the same hours as the other two Goben Cars lots, which are open from 9 AM to 8 PM, Monday-Thursday; 9 AM to 6 PM Friday and 9 AM to 5 PM Saturday. See www.gobencars.com for typical information about the other two Goben facilities. The owner anticipates there will be five (5) to ten (10) new jobs created by this expansion. There will be a maximum of twelve employees on the site at any time. 35 construction workers will be employed.

A snowplow will be kept on the site and be parked in the back row of the rear inventory lot. Snow storage will be located on the rear of the lot. A small dumpster on an 8'x8' concrete pad will be provided to the East of the building.

If you have any questions, please do not hesitate to call.

Arlan Kay, AIA
Architect

ATTACHMENTS; Directory of people involved and contact information
 Operation Plan for On site Traffic Management

DIRECTORY

Owner:

Don Goben 608-216-0500
Goben Cars
DMG Holdings
1415 Pflam Road
Madison, WI 53716 gobencars1@yahoo.com

Architect:

Arlan Kay 608-251-7515, ext 27
Architecture Network, Inc
116 E. Dayton Street
Madison, WI 53703 arlan_archnet@tds.net

General Construction:

Al Bachmann 608-222-8869
Bachmann Construction
1201 South Stoughton Road
Madison, WI 53716 abachmann@bachmannconstruction.net

Civil & Surveyor:

Ron Klaas 608-833-7530
D'Onofrio & Kottke
7530 Westward Way
Madison, WI 53717 rklaas@donofrio.cc

Landscape Architect:

Heidi Natura 773-467-1634
Living Habitats
6457 N. Sayre Avenue
Chicago, IL 60631 heidinatura@livinghabitats.com

Lighting Design:

Rob Rudolf 608-271-2046
2861 Index Road
Madison, WI 53513 rudolf@ecidesign.com

SITE INFORMATION

Lot Area	78,624 SF
Building Area	4,900 SF
Parking Calculations	
Five service bays, 2 people per bay	(5) spaces
2275 SF sales area/300SF/space	(8) spaces
Spaces provided	(14)
Bicycle space provided	(2) under cover