

To: City of Madison Plan Commission
Madison Planning & Development Office
215 Martin Luther King Jr. Blvd, Room LL100
Madison, WI 53710

Date: July 16, 2008

LETTER OF INTENT

This Letter of Intent accompanies the application of Wilde Family Limited Partnership for a rezoning from C-2 to C-3 for the property located at 5555 High Crossing Blvd., City of Madison, Dane County, Wisconsin (the "Project Site"). The purpose of the rezoning request is to permit the construction and operation of an automotive dealership, specifically a Honda dealership, on the Project Site. Although this rezoning will also require an amendment to the Nelson Neighborhood Plan, the applicant believes that the requested rezoning is consistent with that Plan, which, as amended, states, in part:

"The neighborhood development plan was amended in 2005 to recognize automobile sales and automotive-related businesses as acceptable land uses on both sides of High Crossing Boulevard."

The name of the project is Wilde East Towne Honda. The Project Site has been acquired, and the land and completed improvements will be owned, by Wilde Family Limited Partnership. The real estate will be leased to, and the Honda dealership owned and operated by, Hidalgo Autos, Inc., the principal owner of which will be Jorge F. Hidalgo.

The construction schedule calls for the commencement of construction in late 2008, with construction completed in late 2009.

Existing Conditions. The Project Site is located at the southeast corner of the intersection of High Crossing Boulevard and Nelson Road. It is part of a former quarry site and is triangular in shape. As of the date of this application, the Project Site is vacant. The land to the north across Nelson Road is zone PUD/GDP and is currently vacant, with the exception of a City of Madison Fire Department station across from the most easterly portion of the Project Site. The land to the east of the Project Site is vacant and zoned agricultural. The land to the south of the Project Site is made up of the remainder of the quarry and is zoned C-2 and agricultural. The land to the west of the Project Site across High Crossing Boulevard is occupied by an auto dealership.

The people/entities involved in the Project include:

Applicant/Purchaser: Wilde Family Limited Partnership
1710A Hwy. 164
Waukesha, WI 53186

Owner/Operator: Hidalgo Autos, Inc.
Jorge F. Hidalgo
c/o Wilde Automotive Management
1710A Hwy. 164
Waukesha, WI 53186

Contractor: To be determined

Architect: Erik L. Madisen
Madisen Architects
828 N. Broadway, Suite 206
Milwaukee, WI 53202

Landscaper: Durham Hill
899 W12707 Loomis Road
Muskego, WI 53150

Surveyor: Capitol Survey & Engineering, LLC
20875 Crossroads Circle
Suite 950
Waukesha, WI 53186

Project Coordinator: Patrick Donahue
Wilde Automotive Management
1710A Hwy. 164
Waukesha, WI 53186

Project Counsel: Kevin A. Delorey
Quarles & Brady LLP
P.O. Box 2113
Madison, WI 53701-2113

Uses of the building: The building will have a footprint of approximately 23,617, and will have an upper level (ground floor) and a lower level (below grade, exposed in the rear). The ground floor level uses will consist of:

Show room: 7,400 square feet
Administrative area: 2,750 square feet

Sales offices:	3,020 square feet
Customer lounge/boutique:	2,750 square feet
Service reception area:	3,960 square feet
New vehicle delivery area:	800 square feet

The lower level will contain the service department, with uses consisting of:

Service area:	14,566 square feet
Parts department:	3,776 square feet
Service support area:	1,252 square feet
Mechanical equipment area:	1,790 square feet

There will also be a 1,750 square foot car wash for use by the dealership operation, but not by the general public. There will be no body shop operation conducted at the Project Site, meaning there will be no wrecked autos and no body shop paints or chemicals located at the Project Site.

The total gross square footage of the two-level building and the car wash will be approximately 49,000 square feet. Working with the triangular shape and sloping topography of the Project Site, the applicant is proposing a two-level facility. This will allow the placement of the service department in the lower level of the facility, which will be accessed through the rear of the facility, away from either of the road frontages, thus giving the facility a much smaller footprint than a traditional automobile dealership and giving the design team the ability to produce a facility with more appealing appearance.

Number of employees: The total number of employees is anticipated to be approximately 91, broken down as follows:

Administrative:	12
Sales:	29
Service/Repair	24
Clerical:	10
Other:	16

Parking and Loading Spaces: The total number of parking spaces on the Project Site will be approximately 375, broken down as follows:

Customer Parking:	27 spaces
Customer Service:	46 spaces
New Car Display:	129 spaces
New Car Storage:	48 spaces
Preowned Display:	48 spaces
Service Car Parking:	45 spaces
Employee Parking:	30 spaces

Hours of operation: The hours of operation will be consistent with other auto dealership operations in the City of Madison. Currently, hours of operation are expected to be:

Sales:	Monday through Friday	9:00 a.m. to 9:00 p.m.
	Saturday	9:00 a.m. to 5:00 p.m.
	Sunday	Closed

Service:	Monday through Thursday	7:00 a.m. to 7:00 p.m.
	Friday	7:00 a.m. to 5:00 p.m.
	Saturday	8:00 a.m. to 3:00 p.m.
	Sunday	Closed


Square footage (acreage) of the site: The area of the Project Site is 4.49 acres, approximately 195,575.8 square feet.

Number of dwelling units: N/A

Trash removal and storage, snow removal and maintenance equipment. As shown on the plans submitted with this Letter of Intent, there will be an on-site, screened, dumpster area for collection and storage of trash. Trash removal, heavy snow removal, and maintenance will be handled by private contractor.

Respectfully submitted,

Wilde Family Limited Partnership

By: 
Name: Kevin A. Delaney
Title: Project Counsel