



## PROFESSIONAL CONSULTANTS, INC.

300 Cottonwood Ave.  
Suite #7  
Hartland, WI 53029

April 12, 2013

Plan Commission  
City of Madison

RE: Russ Darrow Kia of Madison  
6525 Odana Road  
Madison, WI

Dear Plan Commission,

The Russ Darrow Group has sold cars out of the 6525 Odana Road building for approximately 40 years with various automotive brands. The showroom has exceeded its economic life. The goal of the project is to provide a better looking building for the City of Madison and a better experience for the customers of the dealership.

Russ Darrow Group is required by KIA Motors to alter their current building to match the Kia Gallery Design. The contractual deadline set by Kia Motors for construction to be complete is December 31<sup>st</sup>, 2013.

To satisfy the deadline, Mike Darrow, President & C.O.O. hired Kean and Chad Kemnitz, Professional Consultants, Inc. (PCI) as the Project and Construction Manager. The architect for Kia Motors is Interbrand Design Forum, Dayton, Ohio. Interbrand has developed the overall design for a Kia Motors Dealership. PCI has hired TDI Associates, Inc., Pewaukee, WI for the landscape and construction plans.

The proposed project is intended to renovate the exterior of the building to be more pleasing to the eye and better serve the customers of Madison. The project consists of a new showroom, painting the existing building and updating the look from the beltline.

The project consists of the demolition of the current showroom, of approximately 8,200 sq. ft, and construction a new Kia Gallery Showroom in approximately the same location of 8,200 sq. ft. The showroom faces Odana Road. The project will not disturb any previously undisturbed ground. The showroom will include glass storefront and Aluminum Composite Panel exterior. According to planning staff, the elevation meets City of Madison code. In addition, the beltline elevation will be modified to eliminate the "metal building" look. The beltline view of the elevation will be "squared off" and covered with acrylic plaster.

We did not anticipate this project would trigger the new development landscape code, as this project does not increase the size of the building or the number of parking stalls or inventory storage lot. At this time we can only do one of two things, abandon the project or complete the project by 12-31-2013. Kia Motors has set a deadline for the project to be complete by December, 31, 2013. Time is of the essence for building approval and construction. If we do not receive approval on May 6<sup>th</sup>, the entire project is subject to be cancelled. In working with staff on the site plan, we are submitting a landscape plan that meets current code. However, we are doing so under protest. The additional amount of landscape

islands eliminates 42 inventory parking stalls – an almost 10% loss in parking stalls. The loss of inventory will put Darrow Kia at a competitive disadvantage. We reserve the right to submit a landscape plan, following any modifications to the current code (or enter an appeal process) while we are under construction.

The current number of parking stalls is 486. The 486 parking stalls are used for customer parking, employee parking, service vehicle parking, body shop vehicle parking, non-retail/wholesale vehicle parking and new and used car inventory. All 486 stalls are planning to be utilized. The current protested proposal eliminates about 10% of the parking stalls leaving 444 parking stalls. No bike parking currently exists. Four bike rack stalls are proposed.

Russ Darrow Kia of Madison is open 7am to 8pm. The dealership employs many City of Madison residents and the proposed project will further strengthen employment at the dealership.

The construction will employ approximately 35 individual construction contractors. The onsite workforce will be substantial to complete the project.

I have included existing site plans and elevations to compare to the proposed elevations and site plan.

Please contact me with any questions you may have. I look forward to working with the City of Madison to construct a building we can all be proud of.

Sincerely,  
Professional Consultants, Inc.

A handwritten signature in black ink that reads "Chad K. Kemnitz". The signature is written in a cursive, slightly slanted style.

Chad Kemnitz, President