



Project Description  
Erik's BIKES SKIS BOARDS  
December 17, 2014  
*Revised January 21, 2015*

**Project Description:**

The proposed project sits on .617 acres of land formerly occupied by a single story 3,000 SF restaurant and 3 storage sheds in the 3800 block of East Washington Avenue with the nearest cross street being Mendota Street. The proposed building is a single story, 8,688 GSF multi-tenant retail building. The owner and primary tenant is to be Erik's Bikes, Boards and Skis.

A primary operational/use requirement for the facility is to allow for a large truck and 53' trailer to enter and exit the site during business hours. The hours of operation for Erik's are M-F 10am – 9pm, Sat. 9am – 7pm and Sunday 11am – 5pm.

**Zoning:**

The Property is located in the CC-T 'Commercial Corridor- Transitional' district. This district was established to recognize commercial corridors that remain largely auto-oriented, and encourage transformation into mixed-use corridors that are equally conducive to pedestrian, bicycle, transit and autos. Additionally, the property is located in a designated Urban Design District. Specifically UDD No. 5, per MGO Sec. 33.24(12).

The design solution aims at improving the quality of the landscaping, architecture and urban environment. Permitted uses include a wide range of office, retail, commercial recreation, lodging and civic uses are permitted. Specific permitted uses include - Retail sales and services: Business sales and service; sporting goods store; Food and Beverages: Coffee shop; Restaurant; Tavern. There are no minimum auto parking stalls required and 2 bike stalls required. However we are providing 19 auto parking stalls and 9 bicycle stalls. Maximum lot coverage = 85%. The lot area is 26,877 and 4,133.9 SF of this area(15.4%) is pervious. 546 SF is to be pervious pavers as indicated on the site plan.

**Design:**

The owner and primary tenant have developed a brand that is unique to them which we are looking to maintain in the architectural design. The arched endcap, red accents with a clean, more modern yet tech design sensibility while providing differentiation and massing articulation for multiple users is critical. The primary materials are, 30-32" smooth face large format cast stone base 28-34" above grade; three color ways and formats of smooth satin finish, concealed fastener Nichiha fiber cement board rain screen assembly in 18" x 3' – 6' sizes; clear anodized aluminum storefront, warm wood accents exterior wall areas, painted steel channel entry brows and architectural metal panel over building entry transoms.

The site design is largely driven by integrating the clearances and turning radius of the required delivery trucks; the placement of the building toward the primary street and the parking in the rear of the site allowing for auto traffic to enter either side of the building and circulate around the building.

**Organizational Structure:**

Owner:	Erik Saltvold Erik's Bikes	Architect:	Iconica 901 Deming Way Madison, WI 53717 608-664-3535 Contact: John Seamon John.seamon@iconicacreates.com
Engineer:	Iconica 901 Deming Way Madison, WI 53717 608-664-3535 Contact: Patrick Eagan	Civil Design:	JSD Professional Services, Inc. 161 Horizon Drive, Suite 101 Verona, WI 53593 Contact: Mike Grzesiak
Landscape Architect:	McKay Nursery Madison, WI 53717 608-843-0030 Contact: Eric Seidl	Signage:	Graphic House 9204 Packer Drive Wausau, WI 54401 Contact: Mike Johnson 715.842.0402

Project Schedule:	Construction Start – Spring 2015.
Estimated Value of land:	\$190,000.00
Estimated Project Cost:	\$1,000,000.00
Public Subsidy Requested:	None
Number of Construction and Full time Equivalent Jobs Created:	45

Thank you for your time in reviewing our proposal.

Sincerely,



John Seamon  
Architectural Director  
Iconica

