



November 27, 2012

Madison Plan Commission and Common Council
215 Martin Luther King Jr. Blvd
Madison WI 53703

Via: Hand Delivery

Re: **Letter of Intent**
20120410 - Pacific Cycle - Office Expansion

Dear Madison Plan Commission and Common Council:

When Pacific Cycle moved into the former WISC-TV studios on Hammersley Road almost 14 years ago, the primary motivation was to locate on a major bicycle artery. Little did they know how great the neighborhood would be. Not many businesses in the Madison area are lucky enough to be located within an area in which their employees would also like live. Quiet streets and a welcoming neighborhood have helped Pacific Cycle to attract and retain top talent in the bicycle design industry. As a result, their business has prospered and employment has more than doubled and continues to grow.

Currently, Pacific Cycle anticipates that they will need to add another 30+ positions over the next two years to support their continued growth. To accommodate this growth, they need more space and parking. They have two choices – expand or move. They have received some very attractive offers to relocate their entire operation outside of Madison, but would rather continue this relationship within the community.

Iconica has been selected as the Architect/Engineer on the project and has teamed with JSD Professionals to develop a solution that will allow for this growth while working with the neighbors to create a solution agreeable to both.

The proposed solution is to purchase and remove the existing single family residence located at 4908 Hammersley Rd, get the property rezoned from R-1 to C-2 and revise the CSM to create a single parcel encompassing both the 4902 and 4908 Hammersley properties. Once complete, the intention is to design and build a 9,980 sf Design Studio addition which will allow the Pacific Cycle offices to expand into the existing Design Studio and creating new space for the development of new bicycle brands. Bicycle storage for employees and guests will be provided indoors for year round protection from the elements.

Additionally, more parking will be required, so it is also proposed that the single family residence located at 4817 Hammersley Rd be removed and a parking lot constructed as a non-accessory conditional use on the property that will remain zoned as R-1. 6'-0" wood screening fence, landscaping and controlled lighting are proposed to provide an attractive backdrop for the adjacent residential properties. Parking lot usage will be limited, via current Ordinance, to the hours of 7:00 am to 10:00 pm.

All in, the anticipated construction budget is anticipated to be around \$2.4M and the project will create dozens of construction jobs for the duration of the remodeling and new construction.

The desired schedule is to receive Plan Commission Approval at the January 28th, 2013 meeting and Common Council approval at the February 5th, 2013 meeting to achieve permits for a March start of demolition and construction.

We respectfully request your consideration for the application of the rezoning adjacent property and non-accessory conditional use of the property across the street.

Please feel free to contact me with questions about this project at (608)-664-3591.

Sincerely,

Robert G. Feller, AIA, NCARB, LEEDAP
Architectural Director

RGF/rgf

cc: File 201204010 - 2

Alder Brian Solomon

Project Information



Pacific Cycle – Office Expansion 20120410

Background

The Pacific Cycle Headquarters serves the central point for new product development and sales of bicycle lines for companies around the world. Currently one of the largest developers of bicycles, the company is forecasting continued growth and need for additional space for new employees.

Building

The existing build has a foot print of 19,073 s.f. with parking for 93 stalls.

The proposed building expansion has been located to the southwest of the existing build to maximize the reuse of the existing space, while allowing the addition to create a new fresh look for the tired southern façade of the existing building. Existing grades will be utilized to minimize the affect of the building's adjacency to the existing residential units by recessing the structure into the ground. The height of the new structure will offer the flexibility of adding an interior second floor structure within the building volume in the event of additional future growth for Pacific.

The proposed Parking lot across Hammersley Rd will provide the needed parking for the added employees. A pedestrian cross walk will be provided to connect to the existing sidewalk along Hammersley Rd. Bike parking will be provided indoors for a min of 20 bikes.

Building materials will consist of low maintenance, durable, yet affordable materials including brick and EIFS. The massing will compliment the existing addition on the north side of the site and be flexible for the potential of adaptive reuse of the building should it be required in the future. The building will be of type II-B construction and will be sprinkled.

Site Access

Site access for the building will be through an existing curb cut off of Hammersley into the existing parking lot on the east side of the site. The existing second curb-cut will be infilled and a new second curb-cut is proposed on the west side of the site to provide appropriate truck delivery and fire truck access. Truck delivery is made nearly completely via smaller panel trucks owned by Pacific Cycle and coming from their off site warehouse.

Parking

Parking will be provided on the existing site, the proposed adjacent site and the site across Hammersley Rd. A total of 165 stall is proposed, including 5 HDCP stalls. Pacific Cycle graciously allows parking on site during non-business hours for people wishing to drive to the access point for the bike trail. A painted crosswalk will connect the new parking to the site.

Easements

Easements are currently being negotiated and drafted for the relocation of Sanitary, Telecommunications and Site Access for the neighboring condominium association.