



# LAND USE APPLICATION Madison Plan Commission

215 Martin Luther King Jr. Blvd; Room LL-100  
PO Box 2985; Madison, Wisconsin 53701-2985  
Phone: 608.266.4635 | Facsimile: 608.267.8739

- The following information is required for all applications for Plan Commission review except subdivisions or land divisions, which should be filed using the Subdivision Application.
- A separate Urban Design Commission application is no longer required for projects requiring both Urban Design Commission and Plan Commission approvals.
- This form may also be completed online at <http://www.cityofmadison.com/developmentcenter/landdevelopment>
- All Land Use Applications should be filed with the Zoning Administrator at the above address.

**COPY**  
FOR OFFICE USE ONLY:

Amt. Paid	Receipt No.
Date Received	
Received By	
Parcel No.	
Aldermanic District	
GC	
Zoning District	
<i>For Complete Submittal</i>	
Application	Letter of Intent
Photos	Legal Descript.
Plan Sets	Zoning Text
Alder Notification	Waiver
Ngrhd. Assn Not.	Waiver
Date Sign Issued	

1. **Project Address:** 4902 / 4908 Hammersley Rd **Project Area in Acres:** 0.806  
**Project Title (if any):** Pacific Cycle - Office Expansion

2. **This is an application for (Check all that apply to your Land Use Application):**

- Zoning Map Amendment from R1 to C2
- Major Amendment to Approved PD-GDP Zoning  Major Amendment to Approved PD-SIP Zoning
- Conditional Use, or Major Alteration to an Approved Conditional Use
- Demolition Permit
- Review of Minor Alteration to Planned Development by the Plan Commission Only

3. **Applicant, Agent & Property Owner Information:**

Applicant's Name: Robert Feller Company: Iconica  
Street Address: 901 Deming Way City/State: Madison, WI Zip: 53717  
Telephone: (608)664-3591 Fax: (608)664-3535 Email: bob.feller@iconicacreates.com

Project Contact Person: Robert Feller Company: Iconica  
Street Address: 901 Deming Way City/State: Madison, WI Zip: 53717  
Telephone: (608)664-3591 Fax: (608)664-3535 Email: bob.feller@iconicacreates.com

Property Owner (If not applicant): Midwest Equity Properties, LLC  
Street Address: 7719 Greenwood Road City/State: Verona, WI Zip: 53593

4. **Project Information:**

Provide a brief description of the project and all proposed uses of the site: See attached project information sheet.

Development Schedule: Commencement March 1, 2012 Completion September 1, 2012

**5. Required Submittals:**

- Site Plans**, fully dimensioned and describing pertinent project details, submitted as follows below and depicting all lot lines; existing, altered, demolished and/or proposed buildings; parking areas and driveways; sidewalks; the location of any new signs; existing and proposed utility locations; building elevations, materials and floorplans, and; landscaping:
  - **Seven (7) copies** of a full-sized plan set drawn to a scale of 1 inch = 20 feet (collated, stapled and folded)
  - **Twenty (20) copies** of the plan set reduced to fit onto 11 X 17-inch paper (collated, stapled and folded)
  - For projects also being reviewed by the Urban Design Commission, **twelve (12) additional** 11 X 17-inch copies.
  - **One (1) copy** of the plan set reduced to fit onto 8 1/2 X 11-inch paper
- REVISED!** – **Letter of Intent: Twelve (12) copies** describing this application in detail including, but not limited to: existing conditions; the project schedule; names of persons involved (contractor, architect, civil engineer, etc.); details of the project, including proposed uses, building square footage, number of dwelling units, auto and bike parking stalls, etc.; hours of operation; value of land; project cost; any public subsidy requested, and; number of construction and full-time equivalent jobs created. **For projects also being reviewed by the Urban Design Commission, provide twelve (12) additional copies** of the letter.
- Filing Fee:** Refer to the Land Use Application Information & Fee Schedule. Make checks payable to: *City Treasurer*.
- Electronic Submittal:** All applicants are required to submit copies of all items submitted in hard copy with their application (including this application form, the letter of Intent, complete plan sets, etc.) as Adobe Acrobat PDF files on a non-returnable CD to be included with their application materials, or by e-mail to pcapplications@cityofmadison.com.

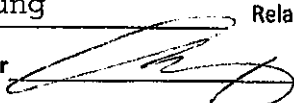
**In Addition, The Following Items May Also Be Required With Your Application:**

- Legal Description of Property:** For any application for rezoning, the description must be submitted as an electronic word document via CD or e-mail. For applications requesting rezoning to more than one district, a separate description of each district shall be submitted.
- For any applications proposing **Demolition or Removal** of existing buildings, the following items are required:
  - Prior to the filing of an application, the applicant or his/her agent is required to notify a list of interested persons registered with the City **30 or 60 days prior to filing** their application using the online notification tool found at: https://www.cityofmadison.com/developmentCenter/demolitionNotification/
  - A photo array (6-12 photos) of the **interior and exterior** of the building(s) to be demolished or removed. A written assessment of the condition of the building(s) to be demolished or removed is highly recommended.
  - Approval of a **Reuse & Recycling Plan** by the City's Recycling Coordinator is required prior to issuance of permits.
- A **Zoning Text** shall accompany all Planned Development District (PD/PCD/PUD) applications.

**6. Applicant Declarations:**

- Conformance with adopted City plans:** The site is located within the limits of the \_\_\_\_\_ Plan, which recommends \_\_\_\_\_ for this property.
- Pre-application Notification:** Section 28.12 of the Zoning Code requires that the applicant notify the district alder and any nearby neighborhood and business associations in writing no later than **30 days** prior to filing this request. List the alderperson, neighborhood association(s), and business association(s) AND the dates you sent the notices:  
Alder Brian Solomon, Orchard Ridge Neighborhood Association
- If a waiver has been granted to this requirement, please attach any correspondence to this effect to this form.
- Pre-application Meeting with Staff:** Prior to preparation of this application, the applicant is required to discuss the proposed development and review process with Zoning and Planning Division staff; note staff persons and date.  
Planning Staff: Tim Parks Date: 11/1/12 Zoning Staff: Matt Tucker Date: 11/1/12

→ **The applicant attests that this form is accurately completed and all required materials are submitted:**

Name of Applicant Chris Hornung Relation to Property Owner Owner  
Authorizing Signature of Property Owner  Date 11/27/12

## 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.