



December 6, 2027

Matt Tucker, Zoning Administrator
City Of Madison
215 Martin Luther King Jr. Blvd; Room LL-100
Madison WI 53701

RE: Conditional Use Permit Letter of Intent for Barbershop – 8025 Excelsior Drive Location

Dear Matt,

We are providing this Letter of Intent as required as part of the Conditional Use Permit application process for BCBC Barbershop to occupy 1,281 RSF of space at 8025 Excelsior Drive in Old Sauk Trails Park, Madison. This is a new breakoff business by the owners of the successful salon Aniu and they feel this concept will work well in an office park environment. This project involves the remodeling of the interior building premises as noted on the attached plans to meet the needs of the shop.

This project will provide a new amenity within Old Sauk Trails Park on the west side of Madison, with easy access to help reduce vehicle traffic and walkability within the park to services.

The following is additional information as requested to support this application:

Project Team:

- Tenant – BCBC Barbershop (“Barbershop”)
- Building Owner - Park Centre I, LLC | George Gialamas | 608-836-8000
- Property Manager - The Gialamas Company, Inc. – Cathy O’Donnell | cathy@gialamas.com | 608-836-8000 and Andy Van Haren | andy@gialamas.com | 608-836-8000
- Design/Build Firm - Iconica | Jeremy Frommelt | Jeremy.frommelt@iconica.com 608-664-3558

Existing Conditions: Existing 1 story commercial office building.

Project Schedule:

Estimated time for construction is 90 days, tenant is requesting occupancy by April 2018.

Proposed Uses (and ft² of each):

Barbershop for haircuts, shoe shines, other standard services. Shop would occupy 1,281 RSF.

Hours of Operation:

The building will be accessible to employees and customers of Barbershop Monday – Friday 7am to 9pm and Saturday 7am – 5pm. Shop schedules are yet to be defined, but daytime, evening and weekend hours are desired, and building can accommodate this.



The Gialamas Company, Inc.

Building Square Footage: 20,310 SF (Reference plans attached).

Number of Dwelling Units: 7 suites (Reference plans attached).

Auto and Bike Parking Stalls: Reference plans attached.

Lot Coverage and Usable Open Space Calculations: Reference plans attached.

Value of Land:

\$99,000 (Assessed Value)

Estimated Project Cost:

\$100,000.00 (Cost to remodel space for Tenant)

Number of Construction and Full Time Equivalent Jobs Created:

No new jobs are estimated to be created in construction to our knowledge, but jobs will be sustained. Barbershop is adding 3-5 new full-time employees for this business and sustaining 3-4 more.

Public Subsidy Requested:

No public subsidy is being requested for this project.

Thank you for your consideration and please contact us if you have any further questions.

Best Regards,

Catharine O'Donnell

Vice President, Operations

C: George Gialamas, CEO, The Gialamas Company, Inc.
Andrew Van Haren, Vice President, The Gialamas Company Inc.
Jeremy Frommelt, Architectural Director, Iconica