



Office of the Mayor

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February 18, 2013

Dear Plan Commissioners:

I write to you today to express my strong support for your approval of the Pacific Cycle expansion project. Pacific Cycle is contemplating at least one other location outside of the City of Madison, and they may move forward on this alternative site if they do not receive full approval from you at your February 18, 2013 meeting.

Pacific Cycle hosted a well-attended neighborhood meeting on November 15, 2012 and has had numerous individual meetings with neighboring residents and property owners throughout this process. Based on the testimony provided to you, Pacific Cycle has agreed to a revision to their plans that will pull the building addition farther away from the adjacent condominium.

Pacific Cycle is an exemplary example of the type of corporate partner that we want in our neighborhoods; a quiet, professional office within an industry well-supported by most Madison residents. The investment of this addition will help to ensure that Pacific Cycles remains within this neighborhood for many years. If Pacific Cycle relocates, not only will the neighborhood lose a great corporate anchor, the future building tenant(s) would be unknown.

Biking is deep within this community. We are fortunate to be home to several biking-related companies, and we want to see this industry cluster grow here over time within the City boundaries. It is important to maintain the presence of Pacific Cycle, and hopefully many of their employees, within the City if we want to support our desired growth within this business sector.

I believe the benefits of this project, as currently presented, far outweigh the concerns that have been expressed to date. Anything less than approval at the meeting on the 18th will almost certainly end our chances of receiving this great corporate investment. I strongly encourage you to approve the revised plans as presented to you on the evening of February 18, 2013.

Sincerely,

Paul R. Soglin
Mayor