



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 28<sup>th</sup>, 2013 meeting and Common Council approval at the February 5<sup>th</sup>, 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