

Conditional Use Permit Application – Letter of Intent

February 24, 2025

To: City of Madison, Zoning and Planning Divisions
215 Martin Luther King Jr. Blvd., #017
Madison, WI 53703

Re: Dill Dinkers Pickleball (proposed)
5004 Tradewinds Parkway

To whom it may concern:

Our ownership team is requesting a Conditional Use Permit be granted for a proposed indoor pickleball facility to occupy an existing building at 5004 Tradewinds Parkway, Madison.

Current Building Owner:

Newcomb Construction Company, Inc.
999 Fourier Dr #102
Madison, WI 53717

Buyer/Building Owner

Newcomb Tradewinds PKWY
Bret Newcomb, President

Tenant / Operator:

Dill Dinkers Franchising, LLC
Zach Feldman
Damon Colella

Introduction to the Operator and use:

Dill Dinkers is a national brand dedicated indoor pickleball facility, offering a best-in-class experience for players of all skill levels ranging from first timers to seasoned players enjoy one of America's fastest growing pastimes.

This facility will be one of the several locations that Dill Dinkers will own and operate across the country.

Description of Operations:

Use: Pickleball indoor recreation

Courts: 10 indoor pickleball courts proposed

Accessory Uses: Lobby/waiting area, pro-shop, concessions area /grab-n-go counter, restrooms, conference room, office

Anticipated Occupants: Maximum occupancy of 100 people for large events

Hours of Operation: Open daily from 8:00 AM to 10:00 PM

Staffing need: Operated by two full-time directors and hourly front desk associates

Traffic / Parking need: Assuming 10 courts 100% filled, 65 parking spaces desired (6 per court plus staff). 65 spaces exist at this building, shared with adjacent tenant, plus street parking.

Facility Description:

The building is an existing 26,142 sf (footprint) precast concrete structure with steel roof structure. (refer to attached drawings).

The building currently is occupied but the current tenant will be vacating soon.

This facility has been designed and constructed in accordance with City regulations and was recently brought into full compliance with the Urban Design Commission.

The structural design that exists is advantageous to this use as the pickleball courts fit well within the structural bay spacing and high overhead clearance. Additionally, the existing restroom facilities will serve the proposed use well, with little need for improvement.

Site Design:

The existing site plan has been designed and constructed in accordance with City of Madison regulations. It includes 65 parking spaces on the front (South) side of the building / Tradewinds Pkwy frontage. There are numerous existing loading docks and overhead doors on the rear (North) side of the building, with a large, paved drive apron. There will be no work to the exterior of the building.

Site landscaping, bicycle parking, site lighting, and stormwater management are all in current compliance with City standards. (refer to site plans attached).

Thank you for your consideration of this request. We are certainly eager to work with the City of Madison to create a vibrant new recreational use for this area of the City.

Respectfully submitted,

Dill Dinkers Pickleball

Zach Feldman
Damon Colella