



City of Madison

Proposed Demolition & Rezoning

Location
4902-4908 Hammersley Road

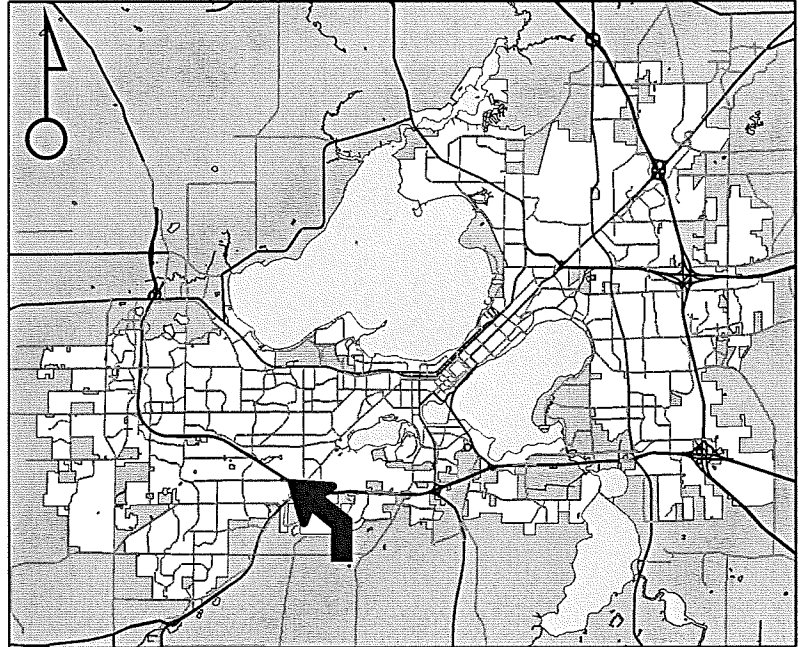
Applicant
Midwest Equity Properties, LLC/
Robert Feller - Iconica

From: R1 & C2 To: C2(SE)

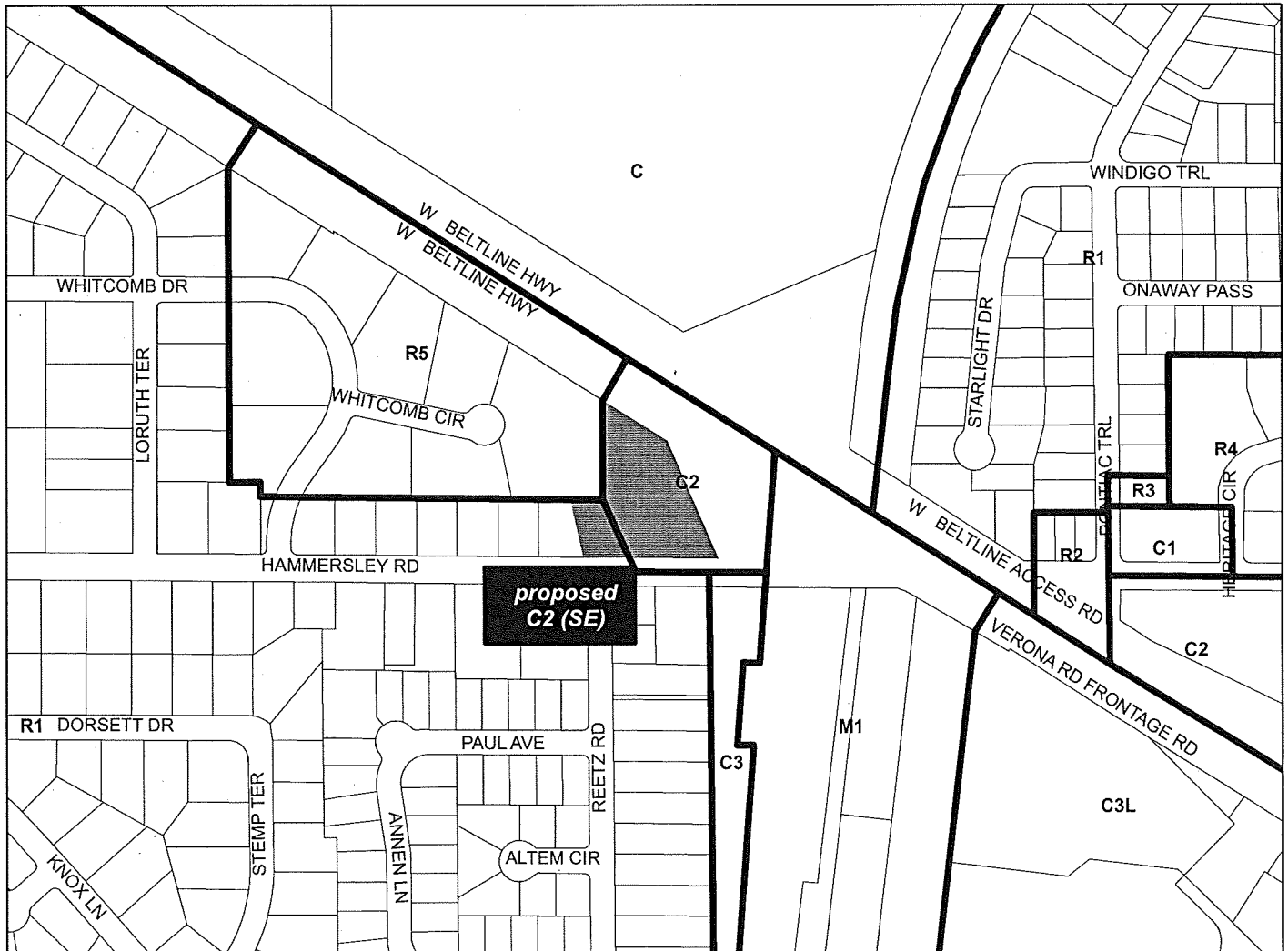
Existing Use
Single-family residence

Proposed Use
Demolish single-family residence
to allow construction of an addition
to office building

Public Hearing Date
Plan Commission
04 February 2013
Common Council
05 February 2013



For Questions Contact: Tim Parks at: 261-9632 or tparks@cityofmadison.com or City Planning at 266-4635



Scale : 1" = 400'

City of Madison, Planning Division : RPJ : Date : 22 January 2013

5-6



Location
4902-4908 Hammersley Road

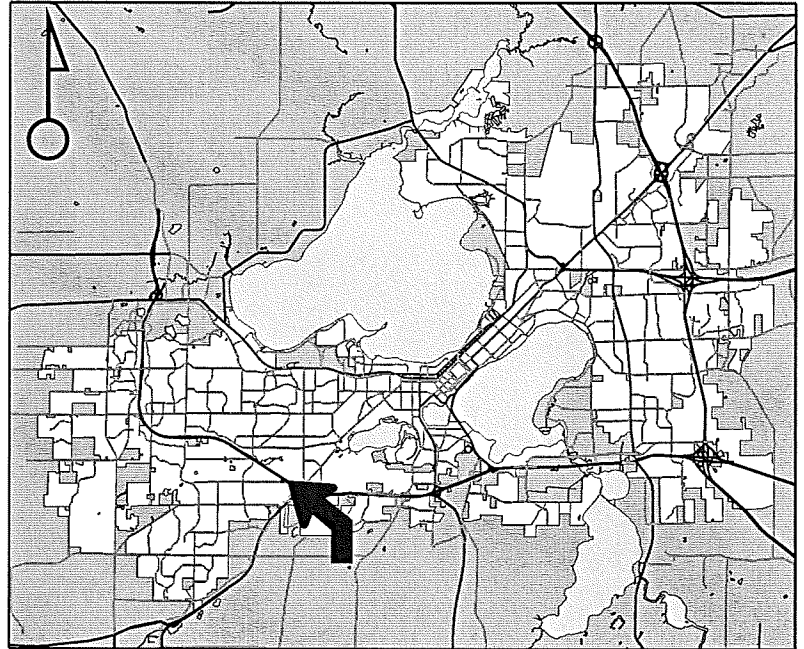
Applicant
Midwest Equity Properties, LLC/
Robert Feller - Iconica

From: R1 & C2 To: C2(SE)

Existing Use
Single-family residence

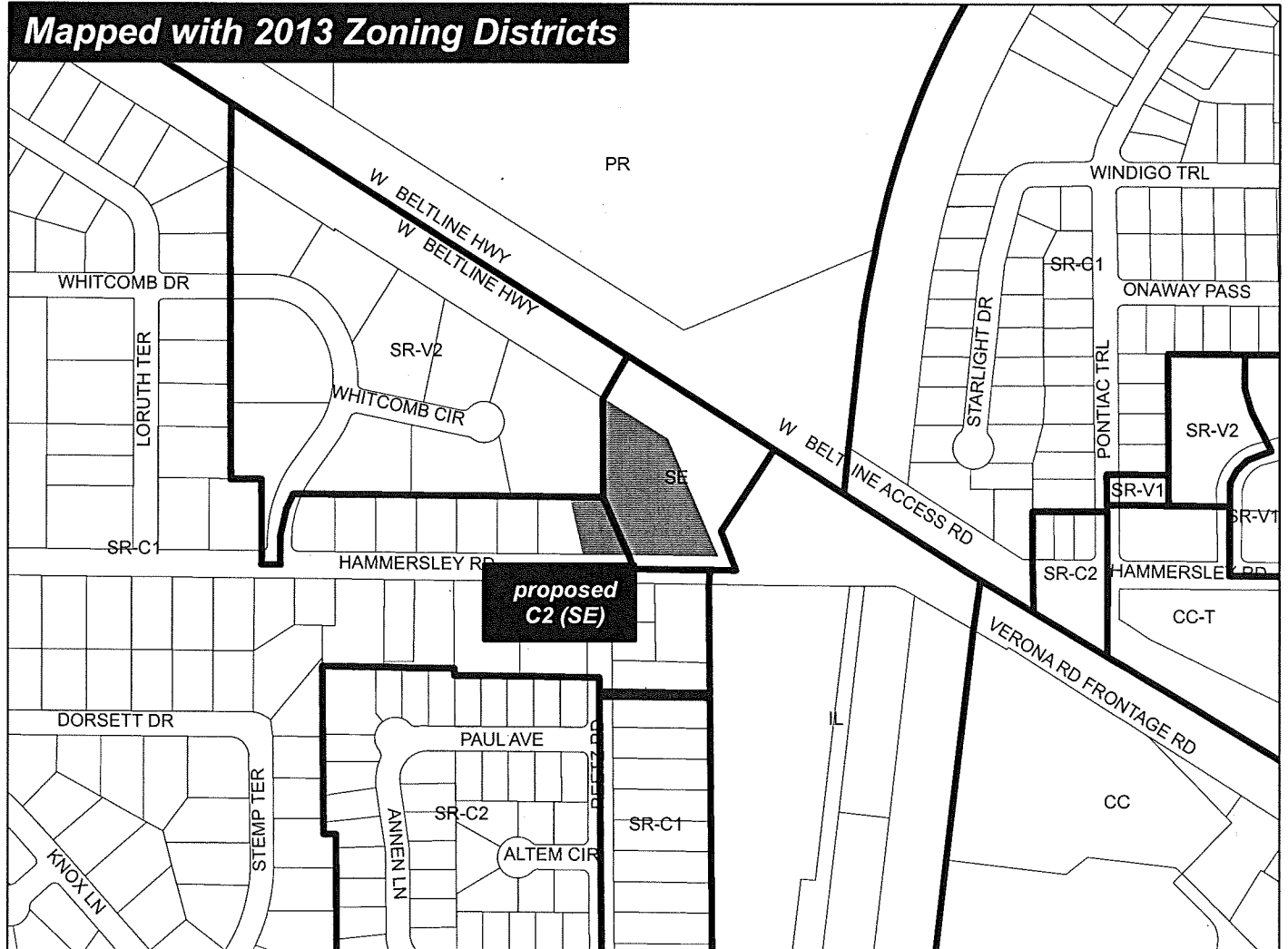
Proposed Use
Demolish single-family residence
to allow construction of an addition
to office building

Public Hearing Date
Plan Commission
04 February 2013
Common Council
05 February 2013



For Questions Contact: Tim Parks at: 261-9632 or tparks@cityofmadison.com or City Planning at 266-4635

Mapped with 2013 Zoning Districts



Scale : 1" = 400'

City of Madison, Planning Division : RPJ : Date : 22 January 2013



Date of Aerial Photography : Spring 2010

5-6



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.

0709-322-0614-1

FOR OFFICE USE ONLY:	
Amt. Paid	950 ✓ Receipt No. 138063
Date Received	11/28/12
Received By	NSP
Parcel No.	0709-322-0615-9
Aldermanic District	10-SOLOMON
GQ	OH
Zoning District	C2 / R1
<i>For Complete Submittal</i>	
Application	✓ Letter of Intent ✓
Photos	✓ Legal Descript. ✓
Plan Sets	✓ Zoning Text ✓
Alder Notification	✓ Waiver
Nbrhd. Assn Not.	✓ Waiver
Date Sign Issued	11/28/12

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

Effective August 31, 2012

CONTINUE →

5-6

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 ½ 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.



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.

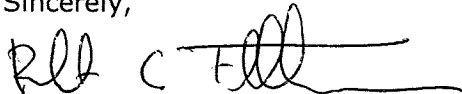
All in, the anticipated construction budget is anticipated to be around \$2.4M and the project will create dozens of construction jobs for the duration of the remodeling and new construction.

The desired schedule is to receive Plan Commission Approval at the January 28th, 2013 meeting and Common Council approval at the February 5th, 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,

A handwritten signature in black ink, appearing to read "R G Feller", with a horizontal line extending to the right.

Robert G. Feller, AIA, NCARB, LEEDAP
Architectural Director

RGF/rgf

cc: File 201204010 - 2

Alder Brian Solomon

Existing Building Assessment



Pacific Cycle – Existing Residence 4908 Hammersley Rd

Iconica Project Number: 20120410

Date of Inspection: November 6, 2012
Report: Capital Needs Assessment
Report By: Robert G. Feller, AIA

Introduction and Overview

Iconica, Inc (Iconica) worked under the authority of the Chris Hornung to create this Existing Building Assessment for the existing single family residence located at 4908 Hammersley Rd in Madison, WI. All spaces and systems were inspected, including heating and cooling systems. Access was not gained to the roof. No destructive inspections were made (i.e. opening the exterior wall cavity to inspect construction). Assessments are based on the site and building conditions as they existed at the time of the inspection.

The purpose of this report is two fold; document the current conditions of the house and identify any deficiencies on key systems, finishes and equipment.

What follows is a report and supporting attachments that document the existing condition of the property. The effective remaining life for key components was established using sound engineering principles and past experience with buildings of this type.

Summary

The scope of the inspection included site features, architectural, structural, mechanical, plumbing and electrical systems and components and interior and exterior finishes.

- Site: Walks, paving, drainage, lighting, landscaping, amenities
- Architectural: Structural elements (foundations, framing, trusses), building exterior (roofing, siding, doors, windows, insulation), interiors (finishes, doors, appliances)
- Mechanical & Electrical: HVAC (Heating, Ventilation, Air Conditioning fixtures, equipment & systems), Plumbing (fixtures, supply/waste/venting systems), Electrical, (fixtures, panels)
- Accessibility: Ramps, handrails, grab bars, clear spaces
- Environmental Concerns: Asbestos, lead paint, mold, pests

Constructed in the 1950's and maintained as a single family house, the structure is in fair condition. The original 1 story building is constructed of concrete foundations, wood framed floors, walls and roof structure. The exterior is sheathed with wood siding and asphalt shingles. All windows appear original to the building. This project has been maintained over the course of its life, but a few items have reached the end of their useful life and will require replacing, including heating/cooling and water heating systems. Due to the age of the building, there are a number of hazardous items that will need to be addressed including removal of asbestos

Existing Building Assessment

materials in the building and probable lead paint on interior wall surfaces. The foundation is showing minor cracking consistent with the age of the property and will require attention in the near future to prevent further damage.

Onsite amenities include semi-attached garage, three season porch and deck. All amenities are in need of repair to keep safe and in good working condition.

Located adjacent to the existing Pacific Cycle Headquarters, the property is on the fringe of residential and commercial properties. The location of the property makes for a good and natural expansion for the existing Pacific Cycle facility.

The first floor interior has received new finishes in the last 10 years and has a pleasant contemporary feel to it.

There is no architectural significance to the building, but efforts should be made to salvage as much as possible for reuse in other properties of similar vintage including, trim, moldings, cabinets, wood flooring and doors. Frank Byrne at Habitat for Humanity will be contacted to coordinate the salvage of all appropriate materials. Additionally metal items such as copper piping, aluminum downspouts and ductwork should be removed for scrap prior to demolition to minimize the amount of material sent to a landfill.

Items such as appliances and equipment should be taken to a scarp yard. Any appliance or equipment containing CFC's should have the CFC's removed by a licensed contractor prior to moving to the scrap yard.

A formal Demolition Recycling and Reuse Plan will need to be completed prior to application for demolition of the property.

Recommendation

It is my recommendation that the existing structure has no architectural significance and should be abated, with as many materials salvaged for reuse on other properties, then removed due to the existing conditions of the property as outlined in this report.

Detailed Description, Observations and Recommendations

Site

Walks and Drives

Building sidewalks are concrete and in poor condition. There are damaged sections that have cracks and major spalling. Accessibility to the building is impeded with stairs that are in poor condition. There is heaving occurring and consideration should be made for replacing all walks. There are no public sidewalks on the property. The existing Asphalt drive has out lived its useful life and is in need of replacement.

Landscaping

Due to the time of year the landscaping did not have leaves, but the species, maturity, and density are of adequate quality.

Garages and Storage Building

The existing semi-attached garage is located on the west side of the house. The garage is in need of maintenance and repair required for the overhead door.

Existing Building Assessment

Architectural

Structural Elements

The subject property is a 1 story structure. The foundation is constructed with concrete walls and floors. Main level walls are constructed with wood studs at both the exterior and interior walls. Floors, roof trusses and sheathing are also constructed of wood. No drawings were available to verify if vapor retarder, porous fill material or insulation were used. It is assumed there is none due to the vintage of the house. No drawings were provided to verify wall, floor or roof construction.

Building Exterior

The building exterior siding appears to be original and is in fair condition. The exterior soffits appear to be in good shape. The garage requires repair work and the existing lean-to shed should be removed or completely rebuilt.

The existing windows appear original and are in fair condition (though not thermally sufficient), but the sealant joints are starting to fail. The sealant around the window frames should be replaced to prevent water infiltration and damage to the wall system. The extent of building insulation was not observed, but it is assumed to be below code standards for new construction.

Mechanical and Electrical

Electrical systems

The building is served by 120/240 volt single phase service.

Power

GFCI receptacles are not installed in the bathroom and kitchen locations and need to be added to meet code.

HVAC Systems

The house is heated by forced air furnace heat. Cooling is provided by way of on grade condenser. The bathroom is not exhausted to the exterior which will eventually lead to moisture issues. The kitchen also is not exhausted to the exterior. Exhaust should be provided to the exterior to prevent moisture build and interior damage including mold build-up.

Plumbing Systems

Almost all fixtures are in fair condition. Toilets are primarily 3 gpf fixtures and should be replaced with 1.6gpf units to conserve water resources.

Lavatory faucets and shower head should be replaced with low flow type to conserve water.

The existing water heater appears in fair condition but is reaching the end of its life. Water softener is in good condition.

Environment Concerns

Asbestos Containing Materials

The subject property was built before the 1978 ban on asbestos containing construction materials. It is fair to assume asbestos exists in the original building. Upon cursory review, there appears to be exposed materials containing asbestos in the basement in the form of floor tiles. These will need to be abated and disposed of properly. Caution should be taken in future demolition and remodeling projects to test existing materials for asbestos.

Existing Building Assessment

Lead Based Paint

The subject property was built before the 1978 ban on lead based paint. It is fair to assume lead based paint exists in the original building. Caution should be taken in future demolition and remodeling projects to test existing materials for lead based paint.

Mold and Mildew

After visual inspection, it was determined that there was no interior, visual presence of moisture intrusion, mold or mildew at the subject property or exterior evidence of standing water, excessive mulch bed height or improper site drainage situations

Flood Zone

The subject property is not located in an area currently identified as a flood zone.

Transmission Lines

Overhead transmission lines were observed being installed in the immediate area of the subject property.

Pest Control

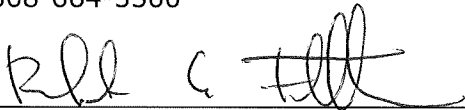
Pest infestations were not observed or reported upon the subject property.

Other Environmental Concerns

No additional environmental concerns were observed or reported upon the subject property.

This constitutes the writer's observations and conversations regarding the conditions on site. This report was prepared in a manner consistent with generally accepted industry practices and standards. All information is to the best of the undersigned's knowledge, and reflects the consultant's best professional opinion and judgment.

Iconica, Inc.
901 Deming Way
Madison, WI 53717
608-664-3500



Robert G. Feller, AIA
Architectural Director

Date

Photos

Attached are photos of the existing facility and conditions:

Existing Building Assessment



4908 Front Elevation

Existing Building Assessment



4908 Garage Elevation



4908 Garage

Existing Building Assessment



4908 Entrance steps and sidewalk – replacement is recommended

Existing Building Assessment



4908 Garage connection

Existing Building Assessment



4908 Back of garage



4908 Three season porch and garage (rear of building) Lean-to shed is in need of re-building

Existing Building Assessment



4908 Three season's porch



4908 Southeast corner facing Pacific Cycle

5-6

Existing Building Assessment



4908 Interior of living room



4908 Interior of living room

5-6

Existing Building Assessment



4908 Interior of kitchen



4908 Interior of kitchen

5-6

Existing Building Assessment



4908 Three season porch interior



4908 First floor bathroom Interior

Existing Building Assessment



4908 furnace

Existing Building Assessment



4908 Electrical service and water heater/softener

Existing Building Assessment



4908 Basement bath and Laundry



4908 Asbestos tile floor

5-6