



February 13, 2013

Madison Plan Commission and Common Council  
215 Martin Luther King Jr. Blvd  
Madison WI 53703

Via: Hand Delivery

Re: **Letter of Intent - Resubmitted**  
20120410 - Pacific Cycle - Office Expansion

Dear Members of the 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 to live; quiet streets and a welcoming neighborhood have helped Pacific Cycle attract and retain top talent in the bicycle industry. As a result, their business has prospered, employment has more than doubled and continues to grow.

Currently, Pacific Cycle employs over 90 professionals in design, sales, IT, finance and operations. They are adding another 30+ positions by July and if projections are correct, more soon after. To accommodate this growth at the current location, they need more space and parking. They would like to stay in their present location but have received some very attractive offers to relocate their entire operation outside of Madison.

We are resubmitting this Letter of Intent with revisions in response to concerns expressed by some residents of the condominiums located on Whitcomb Circle (immediately to the west of Pacific's office) as well as Plan Commission members at the February 4<sup>th</sup> meeting. Madison City Planning staff has also participated in the development of the new plans.

As originally stated, the proposed expansion includes removal of the adjacent single family residence located at 4908 Hammersley Rd., rezone the lot from R-1 to C-2 and revising the CSM to create a single parcel encompassing both the 4902 and 4908 Hammersley properties. Once complete, the intention is to build a 10,500 sf Design Studio addition to the current office building.

#### **Communication with the Neighbors**

The Orchard Ridge Neighborhood Association with 300 members representing a neighborhood of 780+ households has endorsed the revised plan. Since the February 4<sup>th</sup> Plan Commission meeting, the property owner, Chris Hornung has met with various neighbors and as well as a majority of the 32 owners belonging to the Whitcomb Condominium Association to share design changes resulting from their concerns. For the record, Pacific's expansion plans were presented at a neighborhood meeting attended by members of the Orchard Ridge and Whitcomb Village Associations as well as the City of Madison's Economic Development and Mayor's office held on November 15<sup>th</sup>, 2012.

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### **Parking**

We appreciate concerns shared by the Commission regarding what appears to be parking in excess of the needs, but Pacific Cycle and the building owner want to continue to provide extra parking spaces that may be utilized by people wishing to drive to this location to access the existing bike trail system. History has proven that people drive to and utilize this lot and the comfort station that Pacific has developed and maintained at its expense. This is especially important since street parking was disallowed near the trail connection five years ago. Additionally, it is our desire to provide a solution that will allow this location to serve Pacific's needs as their growth continues.

In response to staff, neighbor's and Commission concerns on the parking issues, we have updated the drawings to provide a decorative wood fence separating the proposed lot at 4817 Hammersley from the adjacent residential neighbors. Landscaping will be provided outside of the fence to soften the edge. The height of the fence will be set at the highest allowable by Zoning. Additionally, a decorative wood fence will be provided on the west and north edges of the 4908 property to screen the parking lot and building from the adjacent residential lots. This too will have landscaping provided to aid in screening and softening the edge.

Lights at the proposed 4817 lot will be controlled per staff comments of maximum foot candles and will be tied to a photo cell to turn on and a time clock to turn off at times allowed by the conditional use.

We have worked to locate the curbs and gutters to allow for retention of as many existing trees as possible on the 4817 Hammersley site. Stormwater management designs have been revised such that 2 large existing trees located in the northwest corner of the site should be able to be preserved. These trees have been identified on the revised site plan along with approximate locations of existing trees to remain on the adjacent neighbor's lots.

Another revision shows a more clearly defined pedestrian path that leads from the proposed 4817 parking lot, across Hammersley Rd, through the Pacific parking lot to the new employee entrance. We will work with City staff to refine the location of a refuge area on Hammersley Rd prior to construction.

Due to the shifting of the addition (more detail is outlined below) and the extension of the pedestrian path, **8 stalls were removed from the original request**. This along with other minor tweaks to the plan has netted 1,600 sf of surface that was originally identified to be paved; now being green space located along the west and north edges of the 4908 lot.

### **Addition location and relationship to Condominiums**

In response to the concerns of the neighbors to the northwest and Commission members, we have revised our building and site plan to **relocate the proposed addition 16' to the east**. We have located an outline of the existing condominium building to show their relationship to the proposed addition. In addition to the existing vegetation on the condominium owner's property additional plantings will be made to provide screening of the new addition. Building elevations have also been provided to show that the proposed addition will be skinned in materials of the same palette on all elevations; it will not be a bear concrete block wall. The new location will allow us to **recess the building structure** into the current slope lowering the visible height by as much as 4 feet.

We have revised the building elevations to show brick veneer on the east and south addition elevations near the ground, thus reducing the amount of EIFS on these street visible facades. Also, roof top screening will be provided on the north and west sides of the roof top unit that will serve the new addition (not yet shown on drawings). This will aide in the visual and acoustical screening of the unit from the adjacent neighbors. Since the Plan Commission meeting an investigation to find the source of an annoying mechanical noise identified by one of the neighbors during the hearing was commenced. As of this writing no sounds emanating from the Pacific office have been found. However, contact information for a person at Pacific Cycle will be shared with the neighbor to aide in identifying the source of the annoyance if it reappears.

The land owner has proposed a resolution to the 4 foot access easement previously granted to the condominiums north and west of the Property. The proposed solution includes an increased 6'-0" wide access easement being provided along the western edge of the 4908 lot and over the top of the utility easement. Details are still being discussed at the time of this writing.

While shifting the building 16 feet east we have also relocated the truck berth to the east side of the building which will provide an acoustic separation from the delivery vans and the neighbors to the west and north of the site.

#### **Site Utilities**

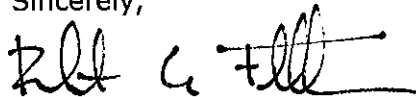
Also attached are revised Civil drawings with proposed utility locations and stormwater management. The revisions reflect the modifications associated with the addition shifting east.

The desired schedule is to receive Plan Commission Approval at the February 18<sup>th</sup>, 2013 meeting and Common Council approval at the February 26<sup>th</sup>, 2013 meeting to achieve permits for a March start.

We respectfully request your consideration for the application of the rezoning of the adjacent property and non-accessory conditional use of the property across the street.

Please feel free to contact me with questions about this submittal at (608)-664-3591.

Sincerely,

A handwritten signature in black ink, appearing to read 'R G Feller', with a horizontal line extending from the end of the signature.

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

RGF/rgf

cc: File 201204010 - 2

Alder Brian Solomon