



Location  
8025 Excelsior Drive

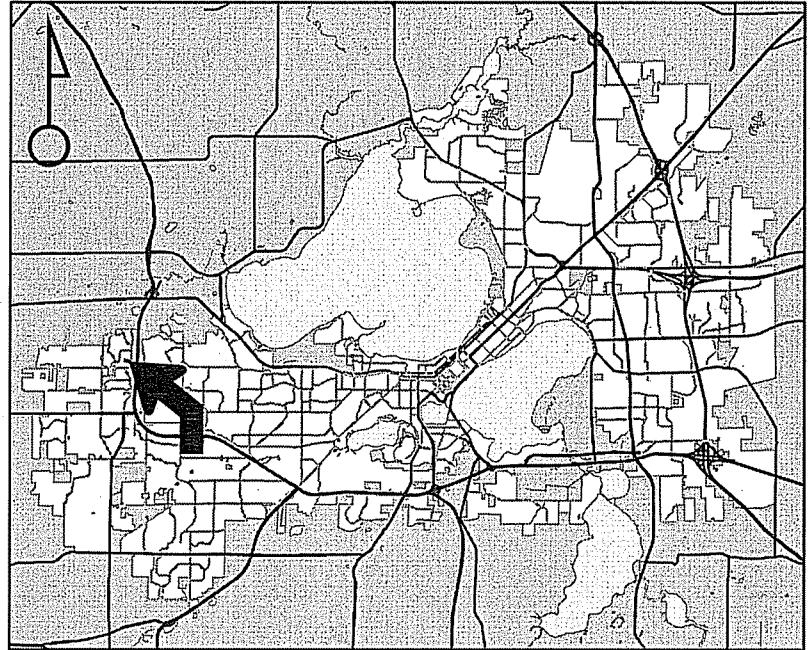
Project Name  
BCBC Barbershop

Applicant  
Park Center 1, LLC / Jeremy  
Frommelt, Iconica

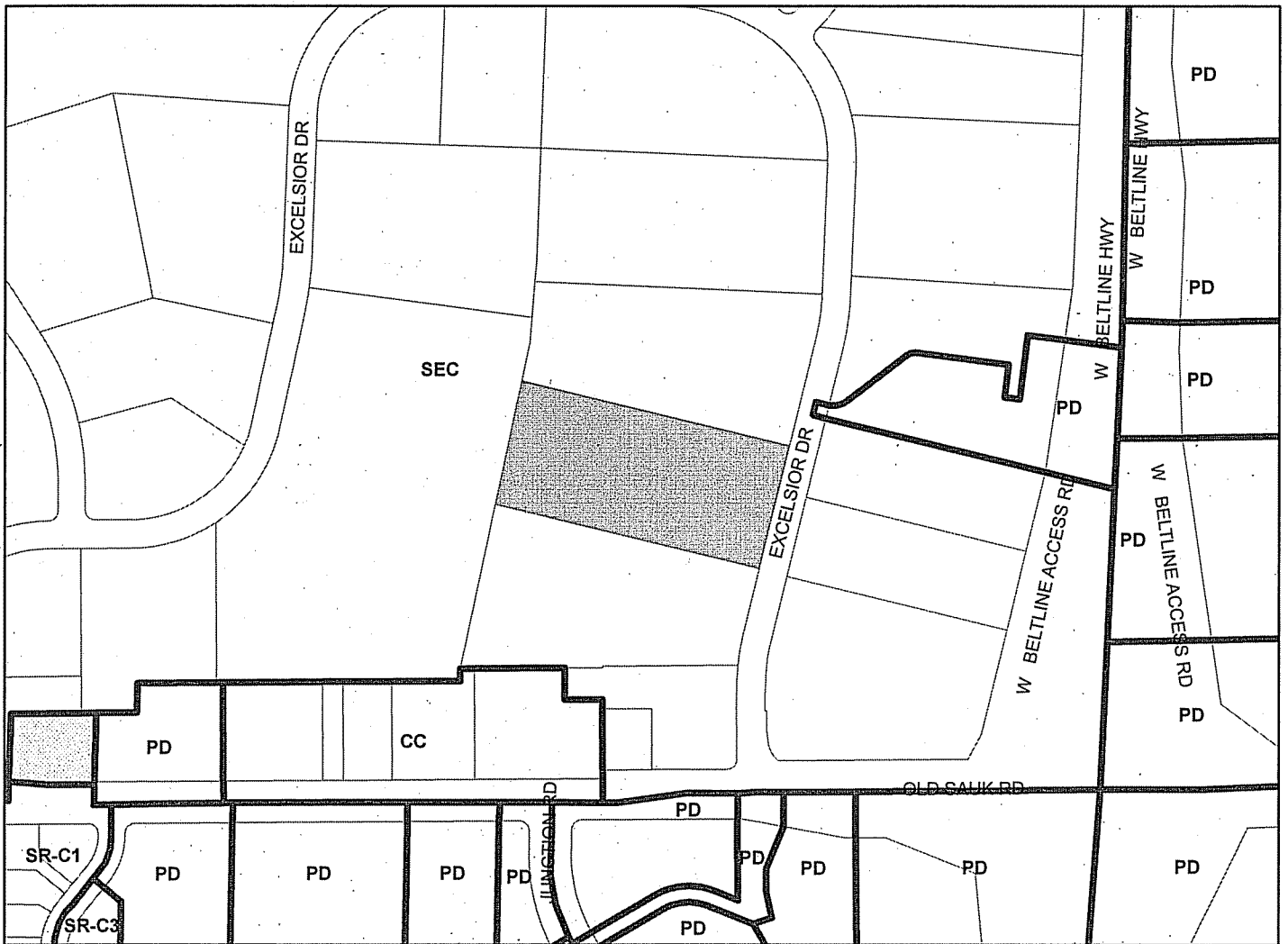
Existing Use  
Multi-tenant commercial

Proposed Use  
Allow service business tenant  
(barber shop) in existing multi-tenant  
building in SRC zoning.

Public Hearing Date  
Plan Commission  
22 Janary 2018

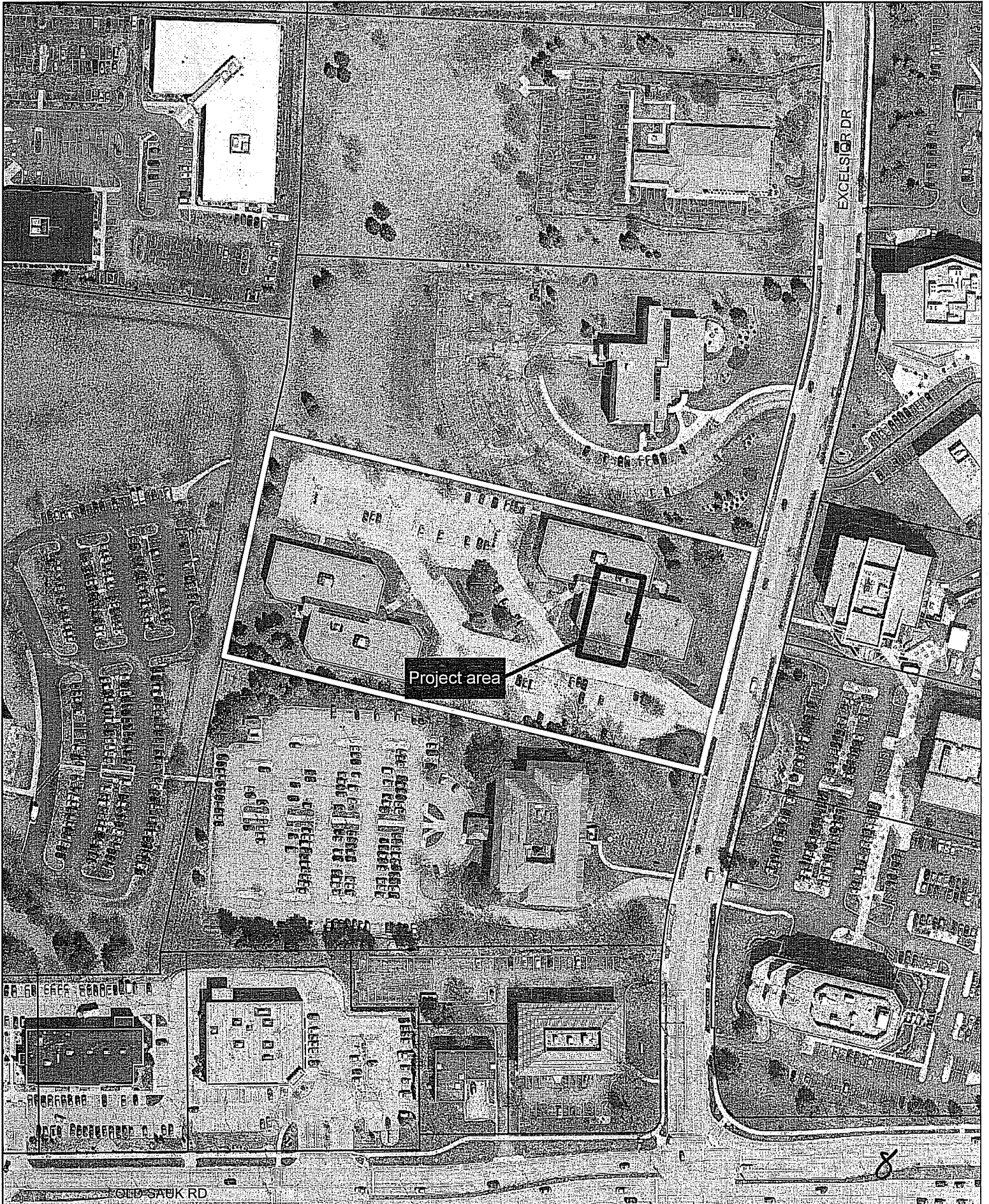


For Questions Contact: Colin Punt at: 243-0455 or cpunt@cityofmadison.com or City Planning at 266-4635



Scale : 1" = 400'

City of Madison, Planning Division : PPE : Date : 3 Jan 2018





# LAND USE APPLICATION

CITY OF MADISON

215 Martin Luther King Jr. Blvd; Room LL-100  
PO Box 2985; Madison, Wisconsin 53701-2985  
Phone: 608.266.4635 | Facsimile: 608.267.8739

**FOR OFFICE USE ONLY:**

Amt. Paid \_\_\_\_\_ Receipt No. \_\_\_\_\_

Date Received \_\_\_\_\_

Received By \_\_\_\_\_

Parcel No. \_\_\_\_\_

Aldermanic District \_\_\_\_\_

Zoning District \_\_\_\_\_

Special Requirements \_\_\_\_\_

Review Required By:

Urban Design Commission     Plan Commission

Common Council                       Other: \_\_\_\_\_

Form Effective: February 21, 2013

- All Land Use Applications should be filed with the Zoning Administrator at the above address.
- 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.
- This form may also be completed online at: [www.cityofmadison.com/developmentcenter/landdevelopment](http://www.cityofmadison.com/developmentcenter/landdevelopment)

1. **Project Address:** 8025 Excelsior Drive Madison WI 53717

**Project Title (if any):** BCBC Barbershop

2. **This is an application for (Check all that apply to your Land Use Application):**

- Zoning Map Amendment from \_\_\_\_\_ to \_\_\_\_\_
- Major Amendment to Approved PD-GDP Zoning       Major Amendment to Approved PD-SIP Zoning
- Review of Alteration to Planned Development (By Plan Commission)
- Conditional Use, or Major Alteration to an Approved Conditional Use
- Demolition Permit
- Other Requests: \_\_\_\_\_

3. **Applicant, Agent & Property Owner Information:**

**Applicant Name:** Cathy O'Donnell      Company: The Gialamas Company

Street Address: 8040 Excelsior Drive      City/State: Madison, WI      Zip: 53717

Telephone: (608) 836-8000      Fax: (608) 836-8673      Email: cathy@gialamas.com

**Project Contact Person:** Jeremy Frommelt      Company: Iconica

Street Address: 901 Deming Way      City/State: Madison, WI      Zip: 53717

Telephone: (608) 664-3558      Fax: (608) 664-3535      Email: jeremy.frommelt@iconica.com

**Property Owner (if not applicant):** Park Centre I, LLC

Street Address: 8040 Excelsior Drive, Suite 200      City/State: Madison, WI      Zip: 53717

4. **Project Information:**

Provide a brief description of the project and all proposed uses of the site: Small Barbershop

Development Schedule: Commencement As soon as possible      Completion April 2018

## 5. Required Submittal Information

All Land Use applications are required to include the following:

**Project Plans including:\***

- Site Plans (fully dimensioned plans depicting project details including all lot lines and property setbacks to buildings; demolished/proposed/altered buildings; parking stalls, driveways, sidewalks, location of existing/proposed signage; HVAC/Utility location and screening details; useable open space; and other physical improvements on a property)
- Grading and Utility Plans (existing and proposed)
- Landscape Plan (including planting schedule depicting species name and planting size)
- Building Elevation Drawings (fully dimensioned drawings for all building sides, labeling primary exterior materials)
- Floor Plans (fully dimensioned plans including interior wall and room location)

Provide collated project plan sets as follows:

- **Seven (7) copies** of a full-sized plan set drawn to a scale of 1 inch = 20 feet (folded or rolled and stapled)
- **Twenty Five (25) copies** of the plan set reduced to fit onto 11 X 17-inch paper (folded and stapled)
- **One (1) copy** of the plan set reduced to fit onto 8 ½ X 11-inch paper

\* For projects requiring review by the Urban Design Commission, provide **Fourteen (14) additional 11x17 copies** of the plan set. In addition to the above information, all plan sets should also include: 1) Colored elevation drawings with shadow lines and a list of exterior building materials/colors; 2) Existing/proposed lighting with photometric plan & fixture cutsheet; and 3) Contextual site plan information including photographs and layout of adjacent buildings and structures. The applicant shall bring samples of exterior building materials and color scheme to the Urban Design Commission meeting.

**Letter of Intent: Provide one (1) Copy per Plan Set** describing this application in detail including, but not limited to:

- |   |   |  |
|---|---|--|
| • Project Team                                | • Building Square Footage                       | • Value of Land  |
| • Existing Conditions                         | • Number of Dwelling Units                      | • Estimated Project Cost                                     |
| • Project Schedule                            | • Auto and Bike Parking Stalls                  | • Number of Construction & Full-Time Equivalent Jobs Created |
| • Proposed Uses (and ft <sup>2</sup> of each) | • Lot Coverage & Usable Open Space Calculations | • Public Subsidy Requested                                   |
| • Hours of Operation                          |   |  |

**Filing Fee:** Refer to the Land Use Application Instructions & 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 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](mailto:pcapplications@cityofmadison.com).

**Additional Information** may be required, depending on application. Refer to the Supplemental Submittal Requirements.

## 6. Applicant Declarations

**Pre-application Notification:** 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:  
Paul Skidmore 12/6/2017 waiver letter approval attached.

→ 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: \_\_\_\_\_ Date: \_\_\_\_\_ Zoning Staff: \_\_\_\_\_ Date: \_\_\_\_\_

The applicant attests that this form is accurately completed and all required materials are submitted:

Name of Applicant Catharine O'Donnell Relationship to Property: Vice President of Management Company  
Authorizing Signature of Property Owner Georg Gialamas Date 12/6/2017



December 6, 2027

Matt Tucker, Zoning Administrator  
City Of Madison  
215 Martin Luther King Jr. Blvd; Room LL-100  
Madison WI 53701

RE: Conditional Use Permit Letter of Intent for Barbershop – 8025 Excelsior Drive Location

Dear Matt,

We are providing this Letter of Intent as required as part of the Conditional Use Permit application process for BCBC Barbershop to occupy 1,281 RSF of space at 8025 Excelsior Drive in Old Sauk Trails Park, Madison. This is a new breakoff business by the owners of the successful salon Aniu and they feel this concept will work well in an office park environment. This project involves the remodeling of the interior building premises as noted on the attached plans to meet the needs of the shop.

This project will provide a new amenity within Old Sauk Trails Park on the west side of Madison, with easy access to help reduce vehicle traffic and walkability within the park to services.

The following is additional information as requested to support this application:

**Project Team:**

- Tenant – BCBC Barbershop (“Barbershop”)
- Building Owner - Park Centre I, LLC | George Gialamas | 608-836-8000
- Property Manager - The Gialamas Company, Inc. – Cathy O’Donnell | [cathy@gialamas.com](mailto:cathy@gialamas.com) | 608-836-8000 and Andy Van Haren | [andy@gialamas.com](mailto:andy@gialamas.com) | 608-836-8000
- Design/Build Firm - Iconica | Jeremy Frommelt | [Jeremy.frommelt@iconica.com](mailto:Jeremy.frommelt@iconica.com) 608-664-3558

**Existing Conditions:** Existing 1 story commercial office building.

**Project Schedule:**

Estimated time for construction is 90 days, tenant is requesting occupancy by April 2018.

**Proposed Uses (and ft<sup>2</sup> of each):**

Barbershop for haircuts, shoe shines, other standard services. Shop would occupy 1,281 RSF.

**Hours of Operation:**

The building will be accessible to employees and customers of Barbershop Monday – Friday 7am to 9pm and Saturday 7am – 5pm. Shop schedules are yet to be defined, but daytime, evening and weekend hours are desired, and building can accommodate this.



The Gialamas Company, Inc.

**Building Square Footage:** 20,310 SF (Reference plans attached).

**Number of Dwelling Units:** 7 suites (Reference plans attached).

**Auto and Bike Parking Stalls:** Reference plans attached.

**Lot Coverage and Usable Open Space Calculations:** Reference plans attached.

**Value of Land:**

\$99,000 (Assessed Value)

**Estimated Project Cost:**

\$100,000.00 (Cost to remodel space for Tenant)

**Number of Construction and Full Time Equivalent Jobs Created:**

No new jobs are estimated to be created in construction to our knowledge, but jobs will be sustained. Barbershop is adding 3-5 new full-time employees for this business and sustaining 3-4 more.

**Public Subsidy Requested:**

No public subsidy is being requested for this project.

Thank you for your consideration and please contact us if you have any further questions.

Best Regards,

Catharine O'Donnell

Vice President, Operations

C: George Gialamas, CEO, The Gialamas Company, Inc.  
Andrew Van Haren, Vice President, The Gialamas Company Inc.  
Jeremy Frommelt, Architectural Director, Iconica



# The Gialamas Company, Inc.

December 6, 2017

Alder Paul E. Skidmore  
City of Madison

Dear Paul,

We are requesting that you provide your approval to waive your 30 (thirty) day right for review on submission of a Conditional Use Permit to the City of Madison for a proposed project for BCBC Barbershop, details noted below:

**LOCATION:**

- 8025 Excelsior Drive, Madison, WI 53717 (located in Old Sauk Trails Park)
- Zoned as SEC which currently requires a conditional use permit for "Service Businesses".
- This project will be in an existing building requiring interior remodeling only and will not include changes to the site or exterior of the building.

**USE:**

- BCBC Barbershop, small barbershop offering haircuts, shaves and other standard barber services. There will be no chemical treatments for hair or other uses of products that might be offensive to other tenants of the building.
- Business hours are still being decided, but will tentatively be Monday – Saturday between 10-7.

We feel this use is purposeful and adds value to residents and businesses in Old Sauk Trails Park. This also addresses requests from people looking for more services to be within walking distance of their place of employment. We have received Old Sauk Trails Park Review Board approval as noted below and we are asking for your support in this effort by signing below also.

Thank you for your continued support of Old Sauk Trails Park and our district.

Best Regards,

George Gialamas  
CEO

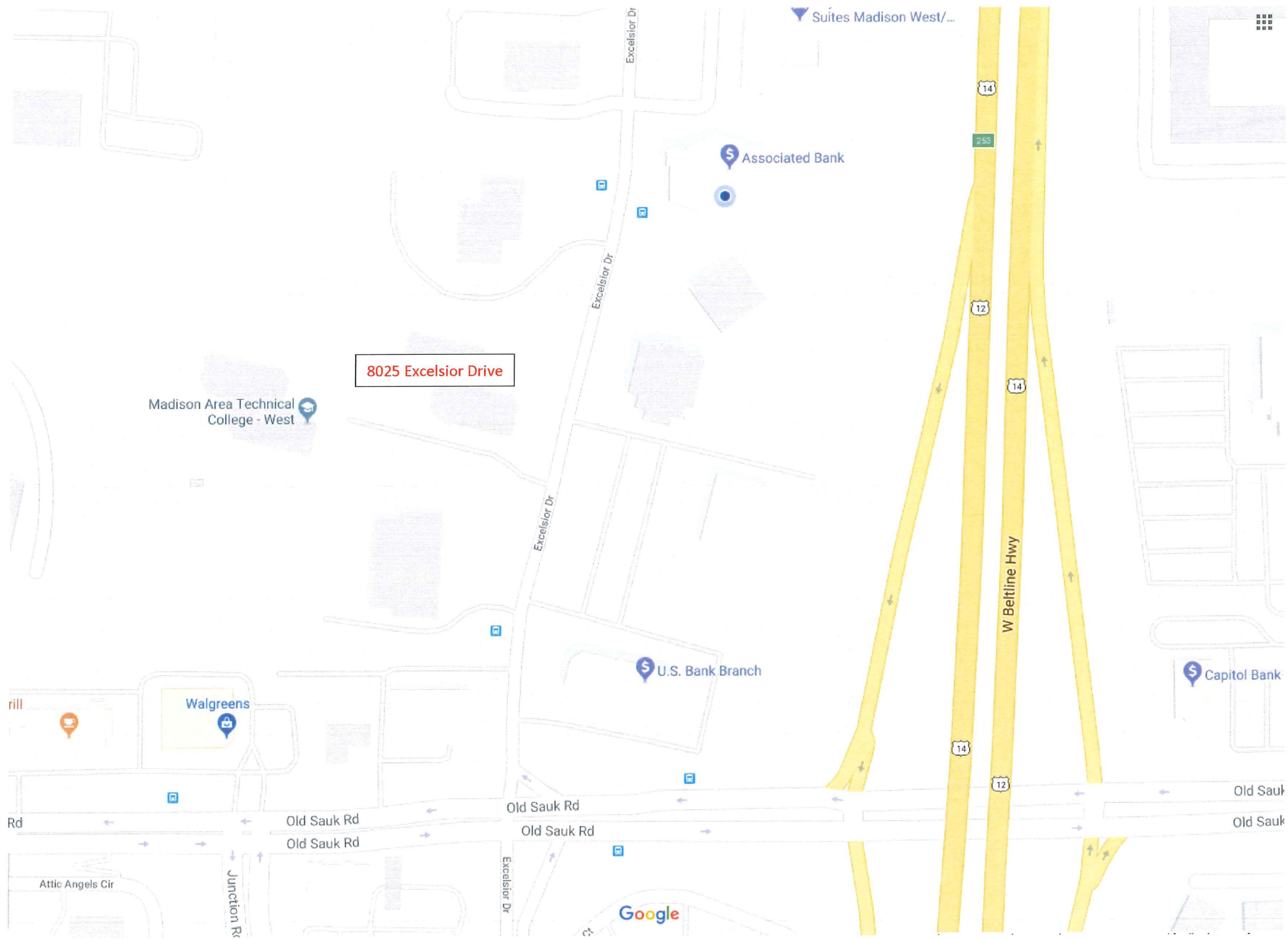
Old Sauk Trails Park Review Board Approval:

Andrew Van Haren, OSTPRB Member

District Alderman Approval and Waiver of 30 day right to review:

Alder Paul E. Skidmore

Vicinity Map – 8025 Excelsior Drive Madison, WI 53717





**GIA 8025 - BARBER SHOP**  
 8025 EXCELSIOR DRIVE  
 MADISON, WISCONSIN 53717  
**PARK CENTER II, LLC**  
 8040 EXCELSIOR DRIVE  
 MADISON, WISCONSIN 53717

ISSUE DATES:

RFI/DATE:

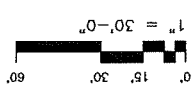
PROJECT #: 20170630

SHEET NUMBER

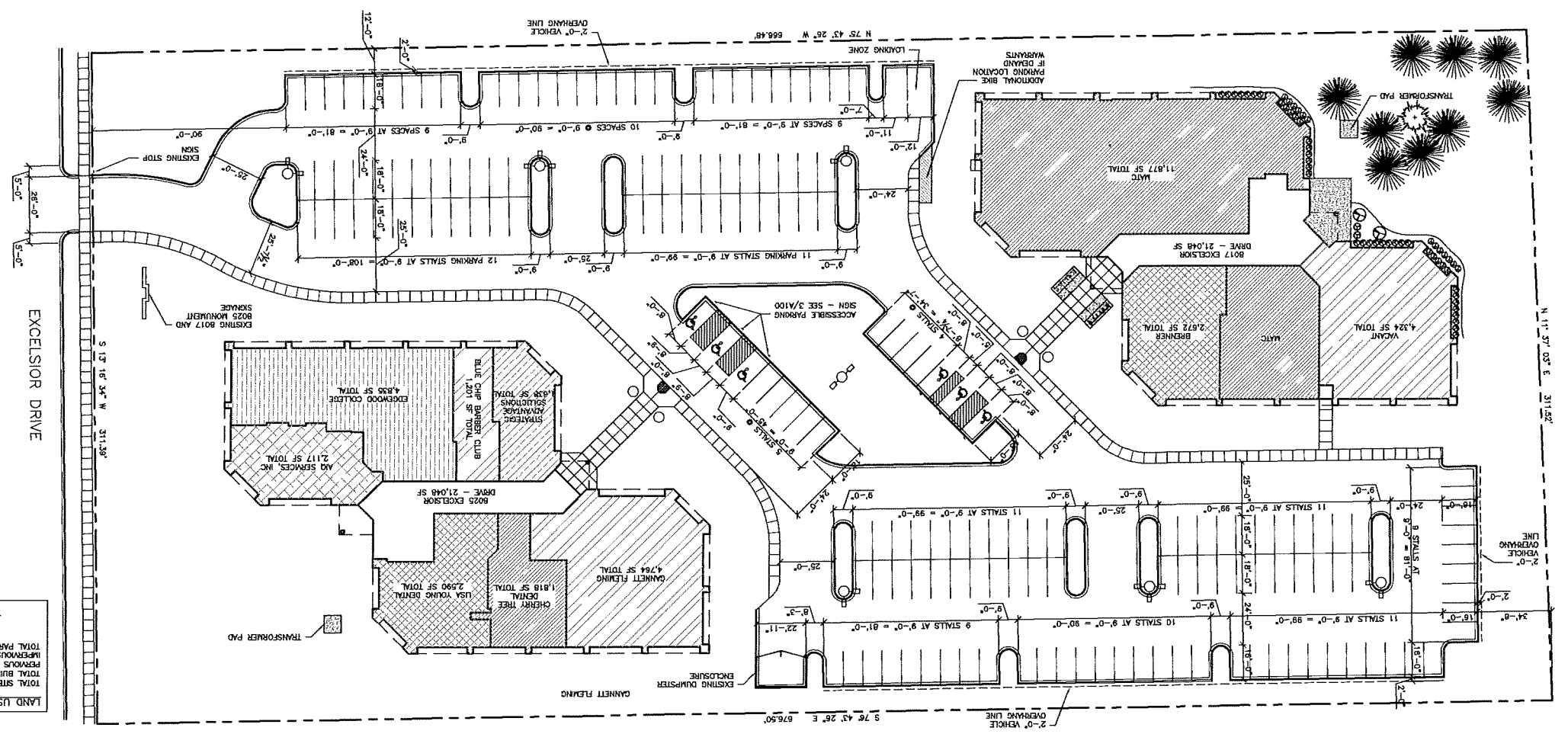
A100

LAND USE SCHEDULE

TOTAL SITE AREA = 208,840 SF / 4.79 ACRES
TOTAL BUILDING AREA = 42,096 SF/20.1%
PERVIOUS SURFACE AREA = 66,930 SF/11.6%
IMPERVIOUS SURFACE AREA = 79,894 SF/28.3%
TOTAL PARKING STALLS =
168 NON-ACCESSIBLE STALLS
5 ACCESSIBLE CAR STALLS
1 ACCESSIBLE VAN STALL
174 TOTAL PARKING STALLS



EXISTING SITE PLAN





PLANNING ASSOCIATES, INC. 8025 EXCELSIOR DRIVE

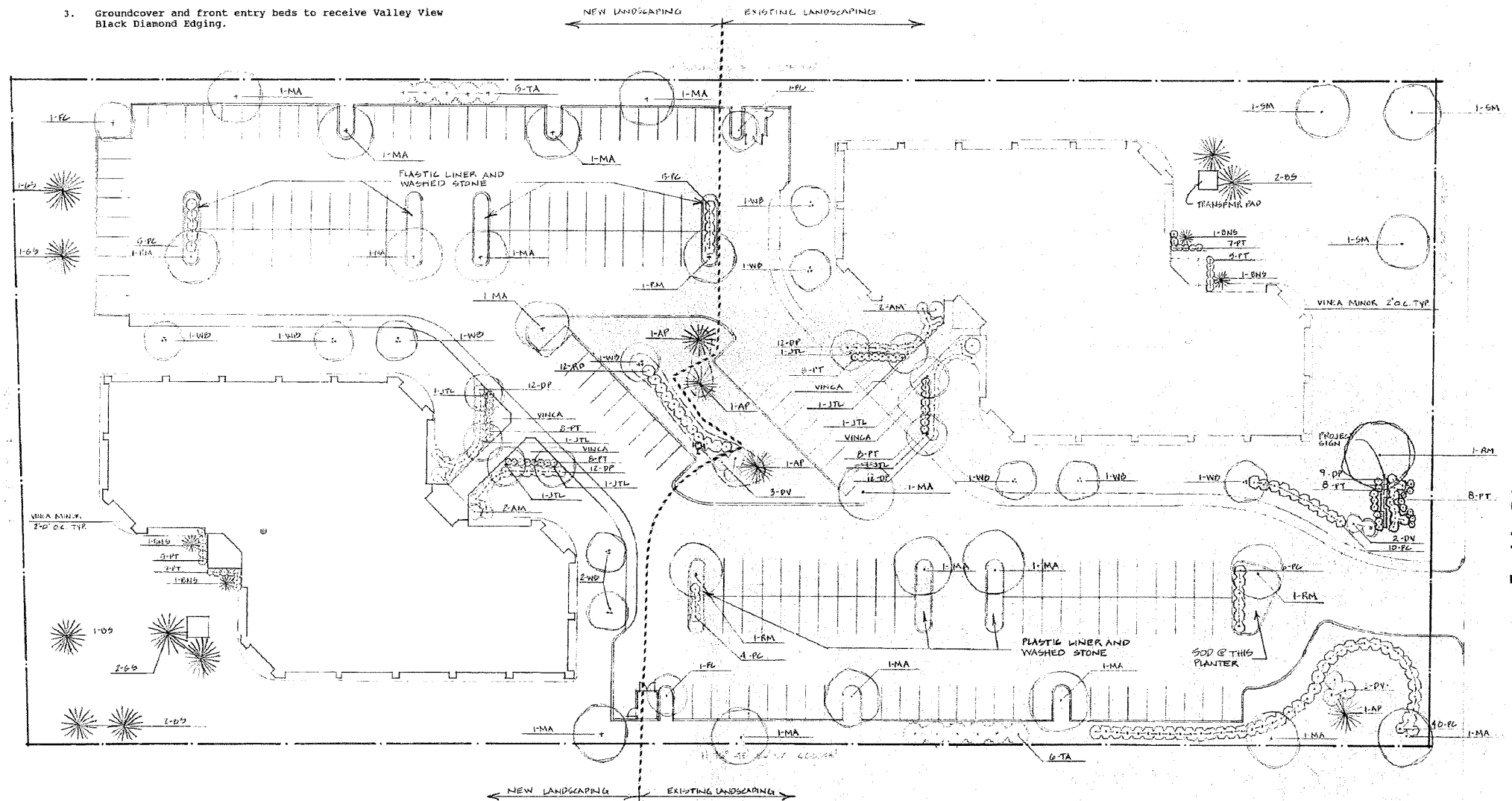
PHONE 608.836.8055 MADISON, WISCONSIN 53717

**Plant List**

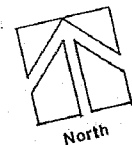
SYMBOLS	QUANTITY	COMMON NAME	SIZE
<b>TREES</b>			
FC	1	Flowering Crab	1-1/2"
JTL	4	Japanese Tree Lilac	1-1/2"
MA	8	Marshall Ash	2-1/2"
RM	2	Red Maple	3"
WB	6	Whitespire Birch	8-10'
<b>EVERGREENS</b>			
GS	4	Green Spruce	7-8'
AP	1	Austrian Pine	7-8'
BNS	2	Birdsnest Spruce	24"
BS	3	Blue Spruce	7-8'
DP	24	Dwarf Pfitzer	18"
TA	5	Techny Arborviate	4-5'
<b>SHRUBS</b>			
RD	12	Red Dogwood	3'
AM	2	Amelanchier	5'
PC	10	Peking Cotoneaster	3'
PT	28	Potentilla	18"
	500	Vinca Minor	1 qt.

**Notes**

- All lawn areas to receive Kentucky Bluegrass Seed Mix, Fertilize, and Straw Mulch.
- All planting beds to receive 3"-4" layer of Shredded Bark except as noted on plan.
- Groundcover and front entry beds to receive Valley View Black Diamond Edging.



**Landscape Plan**  
1" = 30'-0"



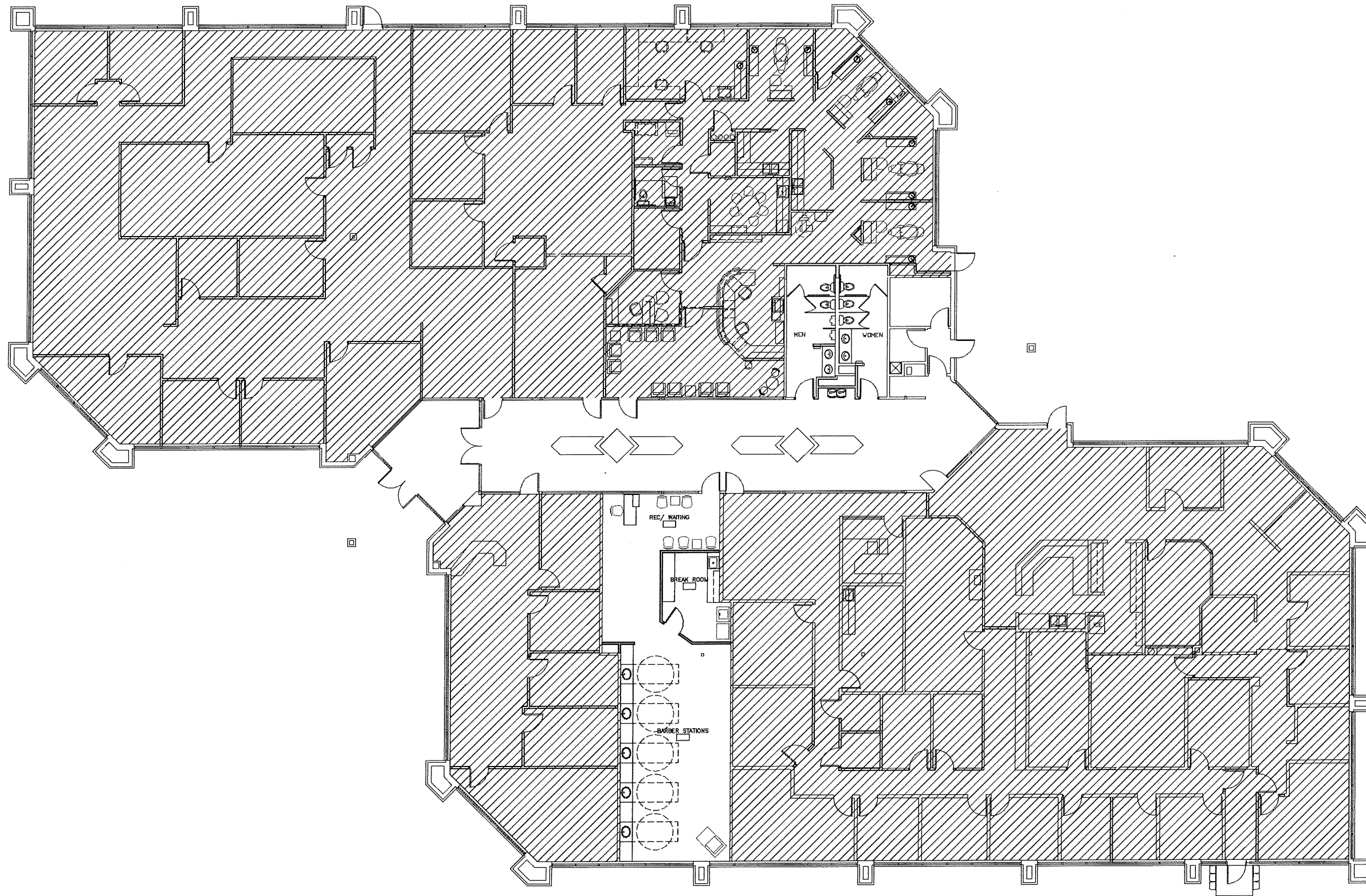
Developer **Gialamas Company**  
7601 Ganser Way  
Madison, Wisconsin

Project **Park Centre Phase II**  
8025 Excelsior Drive  
Madison, Wisconsin

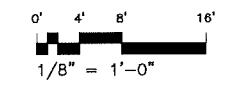
Client **RIK, Inc.**  
7010 Mineral Point Road  
Madison, Wisconsin

Project No. 8717.75  
Drawn by  
Date 2-29-88  
Revisions

PLOT DATE:



1 FIRST FLOOR PLAN  
 A201 SCALE: 1/8" = 1'-0"



901 Derrig Way // Madison, WI 53717  
 Ph: 608.664.3550 // Fax: 608.664.3555  
 iconica.com

**GIA 8025 - BARBER SHOP**  
 8025 EXCELSIOR DRIVE  
 MADISON, WISCONSIN 53717

**PARK CENTER II, LLC**  
 8040 EXCELSIOR DRIVE  
 MADISON, WISCONSIN 53717

ISSUE DATES:

RF/ISI DATE:

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PROJECT #: 20170630  
 SHEET NUMBER

**A201**

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The Gialamas Company, Inc.

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www.gialamas.com

8025 Excelsior Drive  
Madison, Wisconsin

AVAILABLE SPACE

