



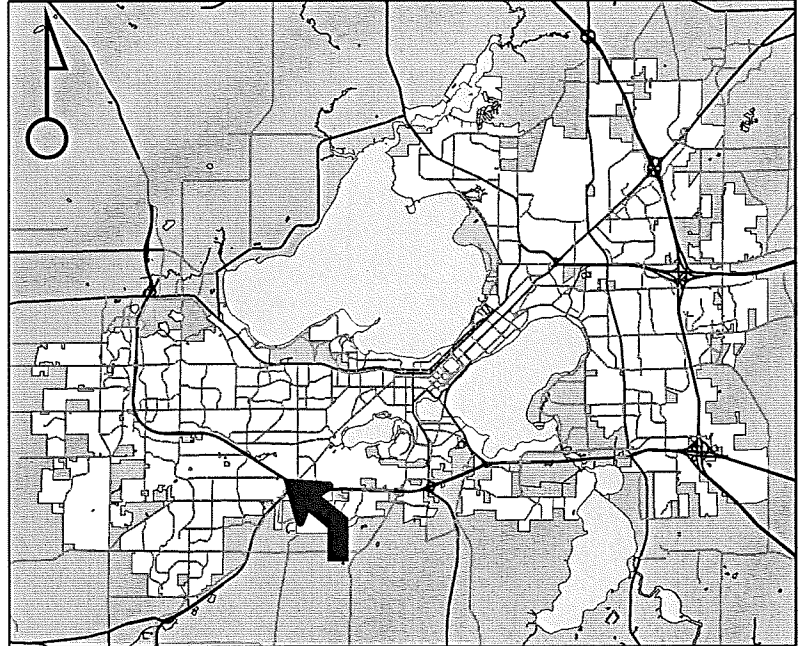
Location  
4817 Hammersley Road

Applicant  
Midwest Equity Properties, LLC/  
Robert Feller – Iconica

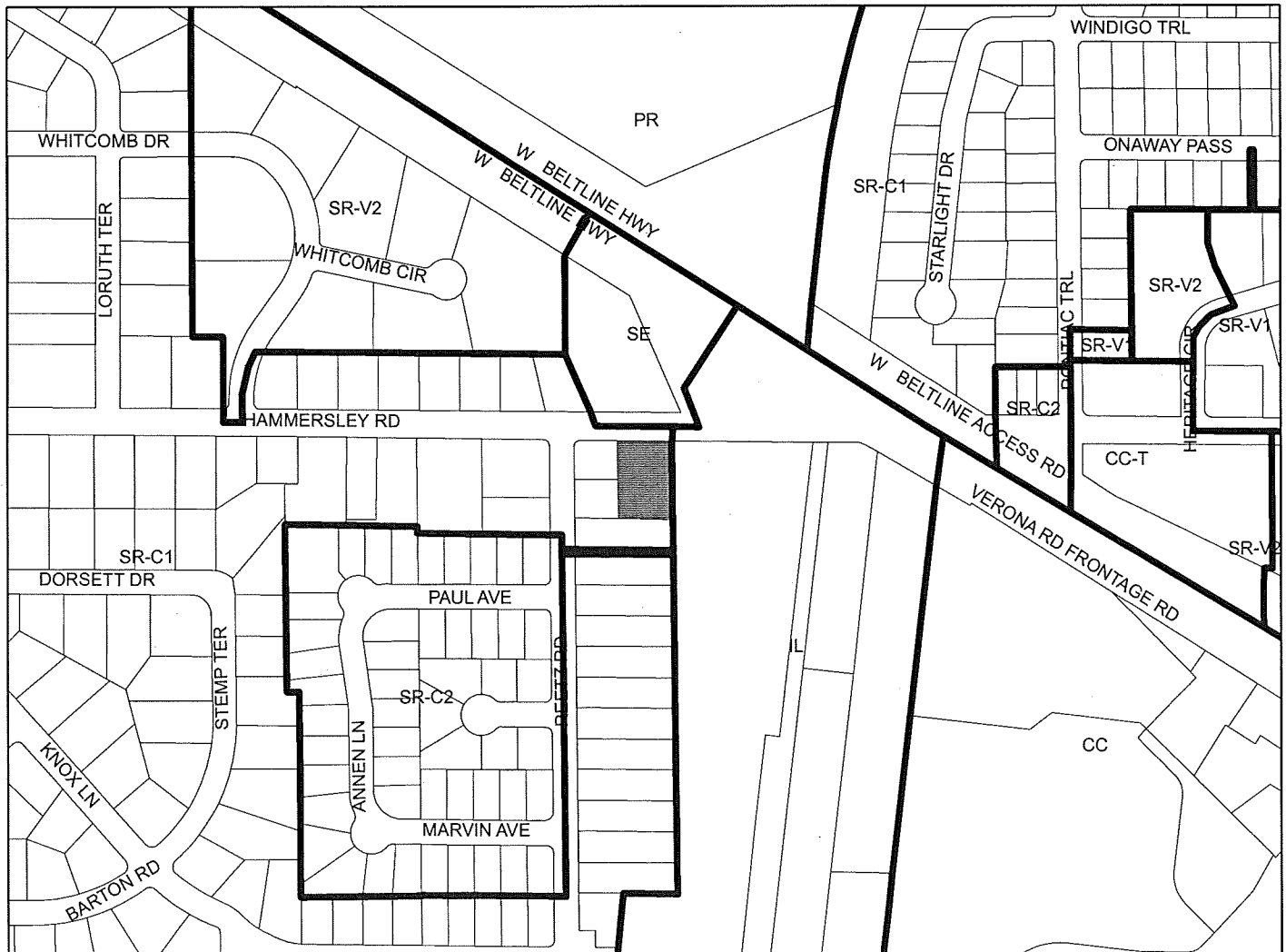
Existing Use  
Single-family residence

Proposed Use  
Demolish single-family residence to  
allow construction of an accessory  
parking lot

Public Hearing Date  
Plan Commission  
04 February 2013



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



Scale : 1" = 400'

City of Madison, Planning Division : RPJ : Date : 16 January 2013



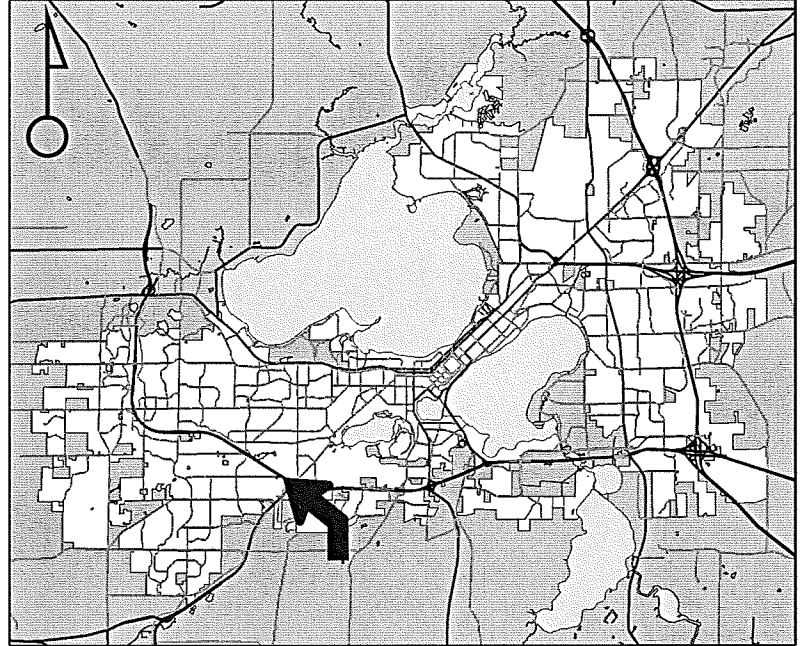
Location  
4817 Hammersley Road

Applicant  
Midwest Equity Properties, LLC/  
Robert Feller – Iconica

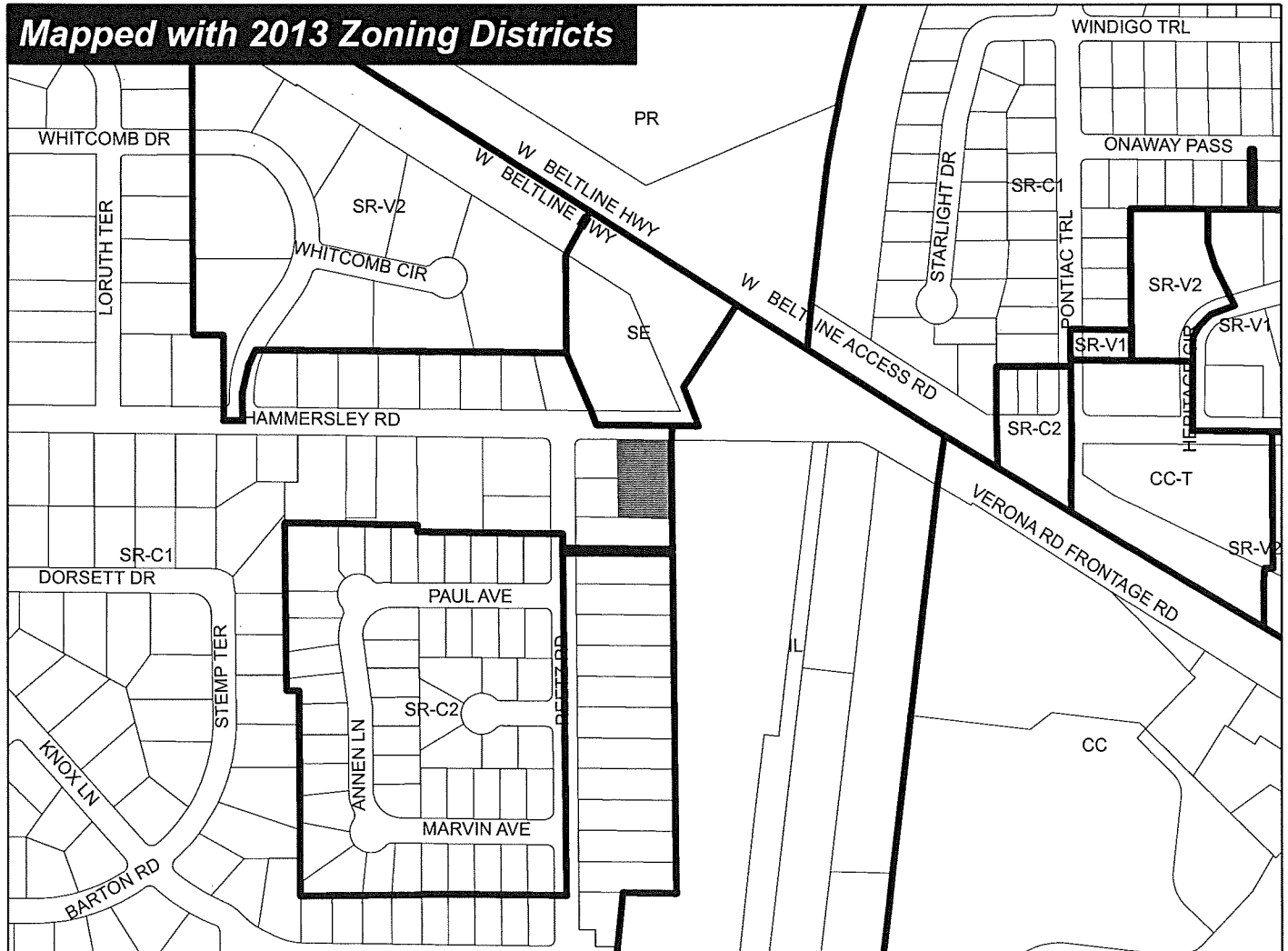
Existing Use  
Single-family residence

Proposed Use  
Demolish single-family residence to  
allow construction of an accessory  
parking lot

Public Hearing Date  
Plan Commission  
04 February 2013

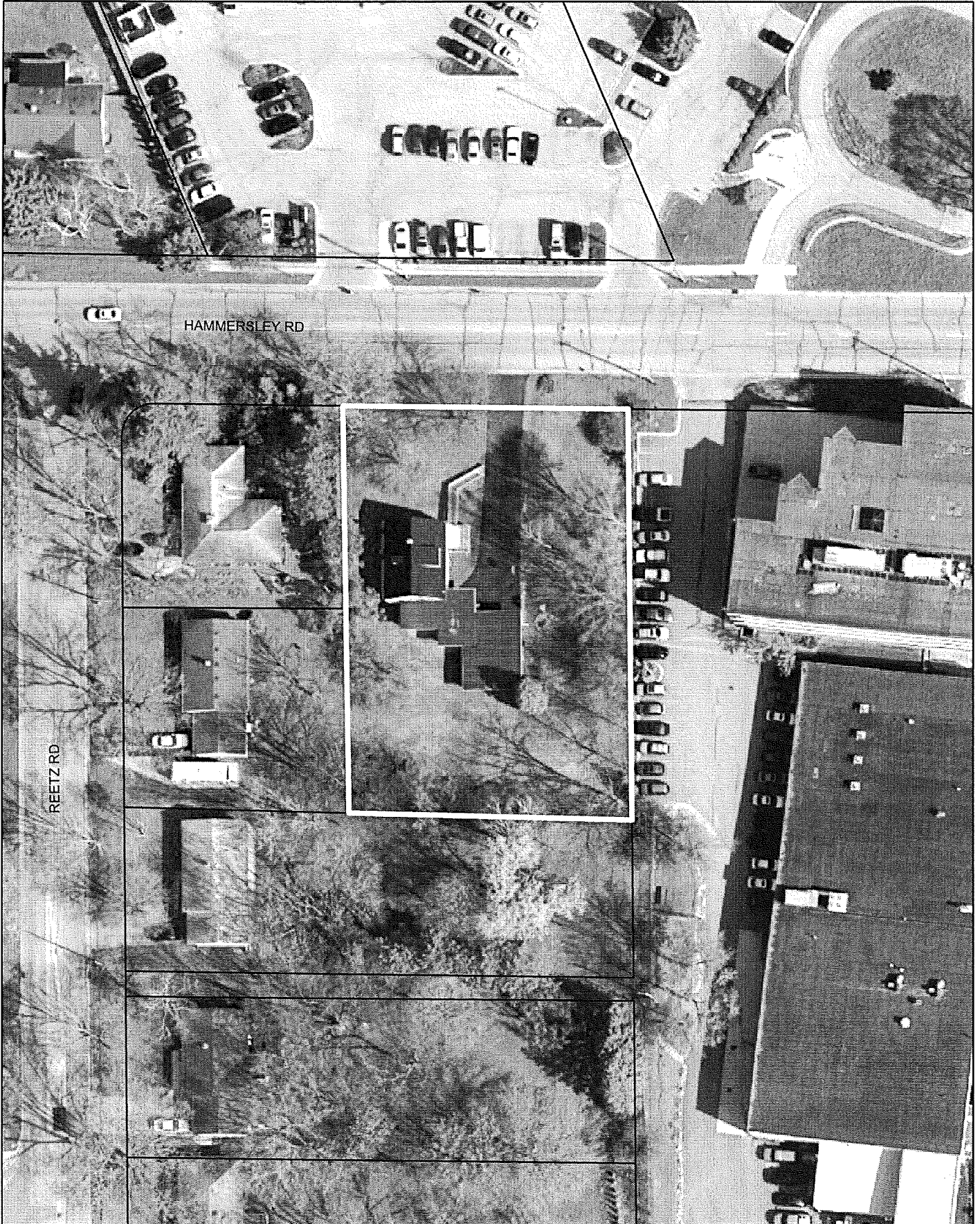


For Questions Contact: Tim Parks at: 261-9632 or [tparks@cityofmadison.com](mailto:tparks@cityofmadison.com) or City Planning at 266-4635



Scale : 1" = 400'

City of Madison, Planning Division : RPJ : Date : 16 January 2013





# 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.

FOR OFFICE USE ONLY:	
Amt. Paid	600 - Receipt No. 138064
Date Received	11/28/12
Received By	MPF
Parcel No.	0709-323-0301-2
Aldermanic District	10 - Solomon
GQ	ck
Zoning District	R1
For Complete Submittal	
Application	<input checked="" type="checkbox"/> Letter of Intent <input checked="" type="checkbox"/>
Photos	<input checked="" type="checkbox"/> Legal Descript. <input checked="" type="checkbox"/>
Plan Sets	<input checked="" type="checkbox"/> Zoning Text <input type="checkbox"/>
Alder Notification	<input checked="" type="checkbox"/> Waiver <input type="checkbox"/>
Ngrhd. Assn Not.	<input checked="" type="checkbox"/> Waiver <input type="checkbox"/>
Date Sign Issued	11/28/12

1. **Project Address:** 4817 Hammersley Rd **Project Area in Acres:** 0.594

**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 \_\_\_\_\_ to \_\_\_\_\_
- 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

**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.

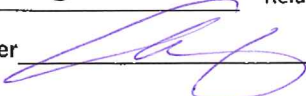
**In Addition, The Following Items May Also Be Required With Your Application:**

- 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.

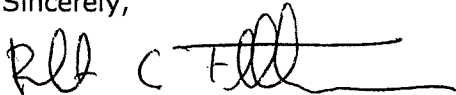
All in, the anticipated construction budget is anticipated to be around \$2.4M and the project will create dozens of construction jobs for the duration of the remodeling and new construction.

The desired schedule is to receive Plan Commission Approval at the January 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,

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 4817 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 4817 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. Photos of the interiors were limited by request of the current Owner due to the extent of hoarded material and conditions inside the home.

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 but the interior of the property is in need of serious maintenance and repair as there is an abundance of hoarded material stored in spaces and neglect is evident. The environment is one that has the potential for harboring pests. The original 1-1/2 story building is constructed of concrete foundations, wood framed floors, walls and roof structure. The exterior is sheathed

## **Existing Building Assessment**

with wood siding and asphalt shingles. Windows appear original to the building. Due to the age of the building, there are a number of hazardous items that will need to be addressed including removal of asbestos materials in the building, mercury thermostat and probable lead paint on interior wall surfaces. The foundation is showing cracking and water damage consistent with the age of the property and will require attention in the near future to prevent failure

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

Located across the street from the existing Pacific Cycle Headquarters and adjacent to the existing Sub-zero headquarters, the property is located on the fringe of residential and commercial properties. Photos are attached showing the proximity to the parking lot and lack of adequate screening. The location of the property makes for good and natural expansion for the existing Pacific Cycle facility parking.

The interior finishes appear dated and in need of updating, though the presence on much saved clutter made it impossible to very exact conditions.

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 fair condition. There are damaged sections that have cracks. Accessibility to the building is provided via an existing wood ramp system, which is in need of maintenance. There is heaving occurring on the walks and consideration should be made for grinding of high points if they are to remain. There are no public sidewalks on the property. The existing driveway is asphalt. It is in need of a sealcoat application.

##### Landscaping

The species, maturity, and density are of adequate quality.

## Existing Building Assessment

### Garages and Storage Building

The existing attached garage is located on the east side of the house. The garage is in need of maintenance and repair.

### **Architectural**

#### Structural Elements

The subject property is a 1-1/2 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. There is water staining and evidence of damage to floor joist as visible from the basement. There is evidence of water infiltration on the foundation wall, near the electrical panel. Most of the remaining walls are covered and not visible for inspection. Measures must be taken to prevent further foundation damage due to water including regarding the site and the addition of moisture proofing on the foundation walls. No drawings were available to verify if vapor retarder, porous fill material or insulation were used. No drawings were provided to verify wall, floor or roof construction. There is evidence of settlement on the northeast corner of the main building and measures need to be taken to prevent further damage.

#### Building Exterior

The building exterior vinyl siding is in fair condition though not original to the building. The exterior soffits appear to be in fair shape. The exterior brick is in need of tuck pointing to prevent future damage.

The existing windows are in fair condition, 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 cavity. 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 should be added to meet code.

#### HVAC Systems

The house is heated by forced air furnace heat. The furnace is relatively new and in good condition. Cooling is provided by way of on grade condenser. Toilet room exhausts are not vented. Venting should be added to prevent future moisture damage including mold build-up. The kitchen exhaust fan is a recirculating type and should be replaced with a unit that is vented to the exterior to avoid moisture damage.

#### 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.

# Existing Building Assessment

## 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.

### 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 interior, visual presence of moisture intrusion at the subject property. There was also evidence of improper site drainage situations that is creating water intrusion issues.

### 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

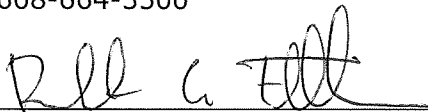
Pest infestations were not observed or reported upon the subject property, however, existing horded material should be removed to prevent the potential of future pest infestations.

### 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

## Existing Building Assessment

### Photos

Attached are photos of the existing facility and conditions:



4817 Existing front elevation (north)



4817 Existing elevation (northeast corner) with HDCP ramp

## Existing Building Assessment



4817 Existing garage and three season porch

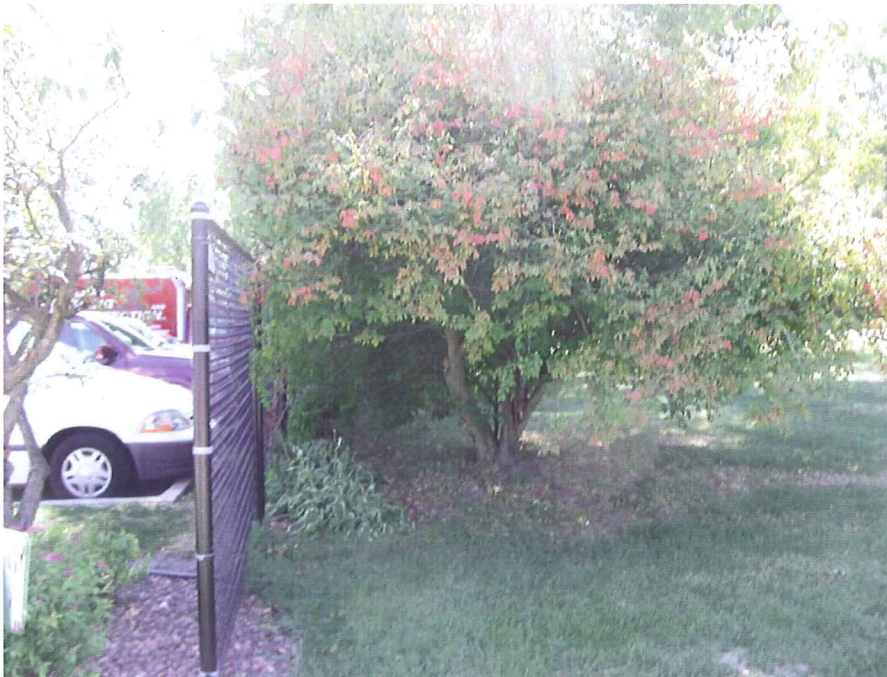


4817 Existing garage

## Existing Building Assessment



4817 Front elevation and yard



4817 Fence on east property line

## Existing Building Assessment



4817 East property line and view of Sub-zero parking lot



4817 Southeast elevation of garage



## Existing Building Assessment

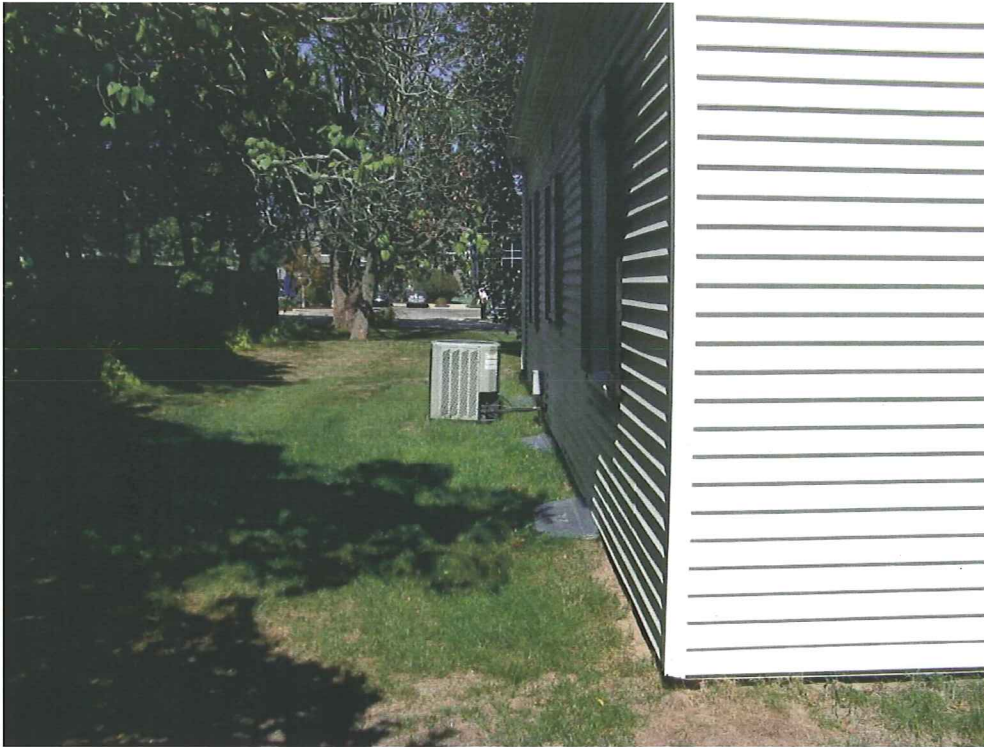


4817 North elevation of house



4817 North elevation of garage

## Existing Building Assessment



4817 Southwest corner of house. Evidence observed of wall structure bending



4817 West property line. Pacific Cycle is visible from backyard

## Existing Building Assessment



4817 Roof appears to be in good condition



4817 Existing electrical service. Water damage observed on foundation wall

## Existing Building Assessment



4817 Existing furnace and water heater



4817 Floor joist as visible from basement. Water damage was observed

## Existing Building Assessment



4817 Asbestos floor tile in basement