

PLANNING DIVISION STAFF REPORT

October 8, 2025

PREPARED FOR THE URBAN DESIGN COMMISSION



Project Address: 2038 Jenifer Street
Application Type: Façade Improvement Grant for Exterior Modifications to an Existing Building
UDC is an Approving Body
Legistar File ID # [90066](#)
Prepared By: Jessica Vaughn, AICP, UDC Secretary

Background Information

Applicant | Contact: David McKenzie, Creative Grocery Concepts Inc dba Jenifer Street Market

Project Description: The applicant is seeking approval of a façade improvement grant for exterior modifications to an existing building. The scope of work includes removing the existing awning that spans three sides of the building and replacing it with composite materials. The changes create a more modern design aesthetic with a raised entry element and building corner features.

Approval Standards: The UDC is an **approving body** on Façade Improvement Grant requests in excess of \$10,000. In 2022, the Common Council adopted a resolution approving and implementing changes to the Façade Improvement Grant Program intended to improve the program by increasing the grant amounts, improving equity and accessibility to the program, and to simplify the process and strengthen the program (Legistar ID [72854](#)). Of the proposed changes to simplify the review and approval process for grant requests, all grant requests in excess of \$10,000 are required to be approved by the Urban Design Commission and the Façade Grant Staff Team.

The UDC's review of grant requests shall be based on the program's goals and objectives, which is intended to provide grants to "...small business owners and tenants to assist them in restoring or beautifying their facades or storefronts."

Summary of Design Considerations and Recommendations

This request has been reviewed by the City's Façade Grant Team, who has recommended approval of the request as the proposal is believed to meet the goals of the program.