

City of Madison, Wisconsin

REPORT OF: FAÇADE IMPROVEMENT GRANT
STAFF TEAM

TO: URBAN DESIGN COMMISSION

TITLE: Façade Improvement Grant Application:
2300 S. Park Street (The Village on
Park/Yue Wah Oriental Foods).

AUTHOR: Percy Brown, Manager
Office of Economic Revitalization
Economic Development Division

DATED: May 27, 2011

SUMMARY:

On February 3, 2004, the Common Council adopted Resolution No. 61179, approving the Objectives and Criteria for the Façade Improvement Grant Program. To encourage business owners to reinvest in the downtown and smaller neighborhood business areas, the City of Madison is offering the Façade Improvement grants to assist in the exterior renovations of these otherwise sound and vital properties. The resolution specifies that all Façade Improvement proposals be referred to the Urban Design Commission for comments and recommendations.

Attached for your review is the following Facade Improvement proposal:

**1. 2300 S. Park Street: The Village on Park/Yue Wah Oriental Foods
Grantee: Community Development Authority**

The Village on Park is owned by the Community Development Authority, which is a body politic and corporate separate from the City. The CDA, at its meeting of March 10, 2011, adopted CDA Resolution No. 3007, authorizing the Secretary of the CDA to submit application for City of Madison Façade Improvement Grant Funds to assist the phase 2 site and south building renovation at The Village on Park. Based on the General Criteria for the Façade Improvement Grant Program, "property owners of service or commercial/mixed-use structures and building tenants, with leases of more than one year, are eligible".

The CDA has successfully developed phase one of The Village on Park (including the renovations at The Atrium and construction of the new Urban league/Planned Parenthood/Public Library Building) as part of a larger revitalization strategy for South Madison. Another component of the revitalization efforts led by the CDA is the construction of the Burr Oaks Senior Apartments on nearby Badger Road, scheduled to open in August 2011.

The CDA is now proceeding with the phase 2 improvements to the south and east facades of The Village on Park to accommodate Yue Wah Oriental Foods. Improvements include the additions of brick columns, new signage, paint and architectural detail to complement the first phase of renovations at The Atrium. The entrance tower on the north end of the property will be redesigned to provide a modern and attractive architectural feature that will call attention to the location and bring more natural light under the existing canopy. Materials and color will be similar to those used in the first phase.

Based on the Façade Improvement Grant Program General Criteria, “the Program is intended to assist small private businesses”. The CDA’s ability to obtain funding in the form of a grant vs. a loan for a portion of the Façade improvements will give Yue Wah Oriental Foods, a long time South Madison small business, a more attractive and appealing presence at a below market/affordable rate.

There are two facades: S. Park Street and Hughes Place

- a. Install new signage system to match phase 1.
- b. Reveals.
- c. New EIFS wall.
- d. New powder coated steel to match phase 1.
- e. New brick masonry piers to match phase 1.
- f. Paint.

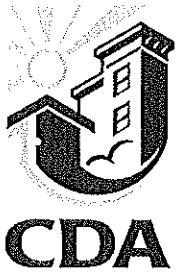
See Attachments for Specification

Total project cost is estimated at \$250,000.00
Façade Improvement Grant not to exceed \$20,000.00

RECOMMENDATION:

The above Façade Improvement Grant proposal has been reviewed by the Façade Improvement Grant Staff Team and meets the requirements of the Program. The Staff Team recommends approval of the above Façade Improvement Grant proposal, subject to the following conditions:

- 1. UDC approval of the design.
- 2. UDC approval as a remodeling project in an Urban Design District.



CITY OF MADISON
FAÇADE IMPROVEMENT GRANT PROGRAM
Building and beautifying Madison, one storefront at a time



Department of Planning & Community & Economic Development
 Economic Development Division
 215 Martin Luther King Jr., Boulevard
 Percy Brown, 266-6558
pbrown@cityofmadison.com

PROGRAM APPLICATION

Applicant: Community Development Authority of the City of Madison Phone: 267-1992
 E-mail Address: nerdman@cityofmadison.com
 Business Name: _____
 Building Name: The Village on Park
 Business Address: 2300 Park Street Madison WI
 Property Owner: CDA
 Address: 215 Martin Luther King Jr. Blvd. Madison WI 53703
 Lease Terms: NA

Definition of Project Scope: The planned scope of work includes significant improvements to the south and east facades of The Village on Park. Improvements include additions of brick columns, new signage, paint and architectural detail to complement the first phase of renovations at The Atrium. The entrance tower on the north end of the property will be redesigned to provide a modern and attractive architectural feature that will call attention to the location and bring more natural light under the existing canopy. Materials and color will be similar to those used in the first phase. (See elevation and rendering attached.)

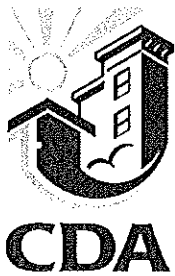
ATTACHMENT

Please provide photographs and copy of lease, land contract, or deed. Tenants must provide owner's written authorization.

PROJECT BUDGET

List Individual Project Elements (Awning, sign, painting of trim, etc.)	Total Cost *	Grant \$	Private \$
South end Storefront and Facade <u>including new signage</u>	<u>\$200,000</u>	<u>\$10,000</u>	<u>\$190,000</u>
North End Entrance Improvement	<u>\$132,000</u>	<u>\$10,000</u>	<u>\$122,000</u>
North End Facade <u>Primarily Paint</u>	<u>\$132,000</u>	<u>\$0</u>	<u>\$132,000</u>
Total:	<u>\$464,000</u>	<u>\$20,000</u>	<u>\$444,000</u>

* Note that cost estimates are preliminary



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pbrown@cityofmadison.com

Contractor/Supplier: JH Findorff & Son Inc.

Address: 300 S. Bedford St Madison WI

ATTACHMENT

* Bids, estimates, and/or contracts, product brochures, locator map and design drawings, if appropriate.

REMARKS: The improvements proposed for the east and south facades of The Village on Park will continue the CDA's work to improve the esthetics and architectural appearance of this retail center and are instrumental to the promotion of the retail space at the south end of this mixed use property. The quality of materials and design can be seen in the central portion of the property (the Atrium) where the first phase of improvements has been completed. We believe that this second phase of façade renovation will continue the creation of an attractive environment and will improve the neighborhood character.

APPLICANT'S CERTIFICATION

The Applicant certifies that all information in this application and all information furnished in support of this application is given for the purpose of obtaining a grant under the City of Madison Façade Grant Program and is true and complete to the best of the applicant's knowledge and belief.

Signature: Natalie Erdman Date: 3.30.11

Signature: _____ Date: _____

Please send this completed application, accompanying materials, and application fee of \$100 to:

Economic Development Division
 Attn: Percy Brown
 215 Martin Luther King Jr. Boulevard, LL100
 P.O. Box 2983
 Madison, WI 53701-2983

Brown, Percy

From: Erdman, Natalie
Sent: Monday, May 23, 2011 3:43 PM
To: Brown, Percy
Subject: RE: Facade Inspection

Percy:
It appears that the façade renovations are going to cost approximately \$250,000. The estimate is a bit rough because I'm making an educated guess about which parts of the work are for the site and tenant improvements vs. façade.

Does the cost of the work affect approval of the grant?

Natalie

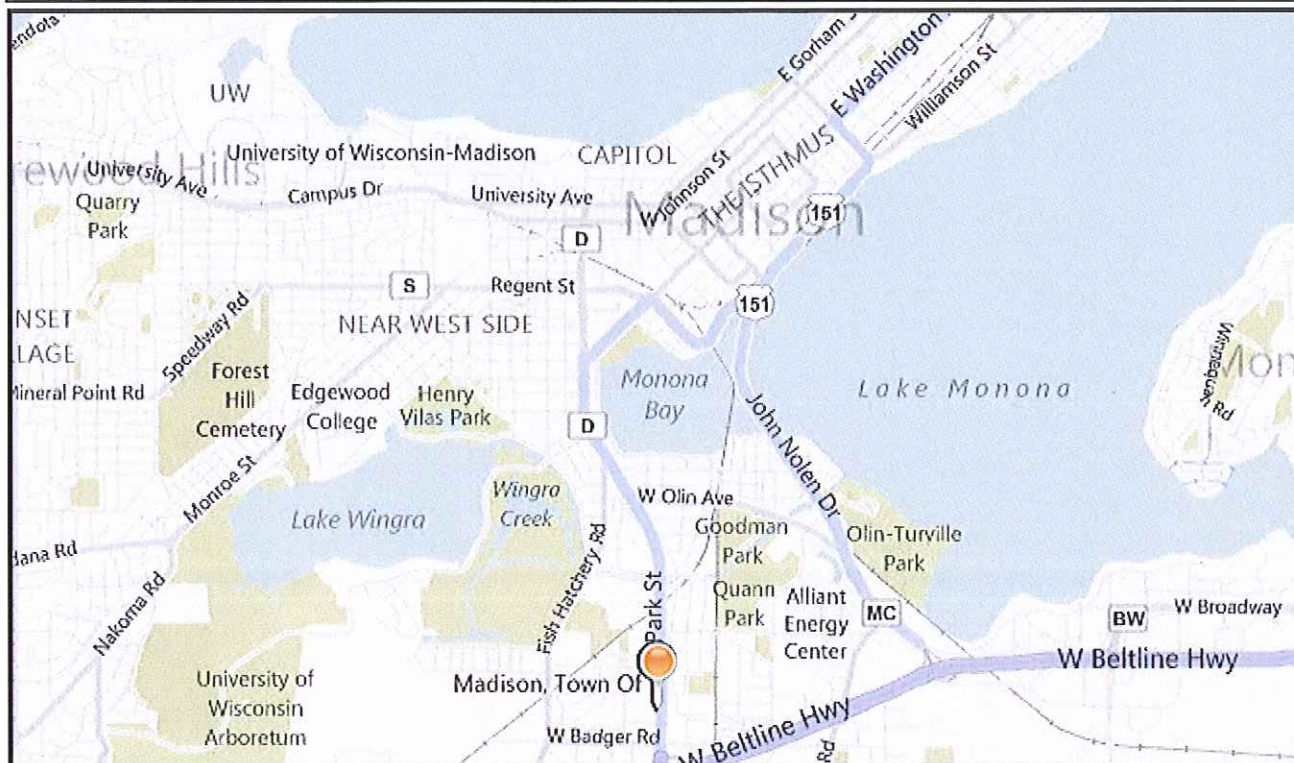
From: Brown, Percy
Sent: Monday, May 23, 2011 2:40 PM
To: Erdman, Natalie
Subject: Facade Inspection

Natalie,

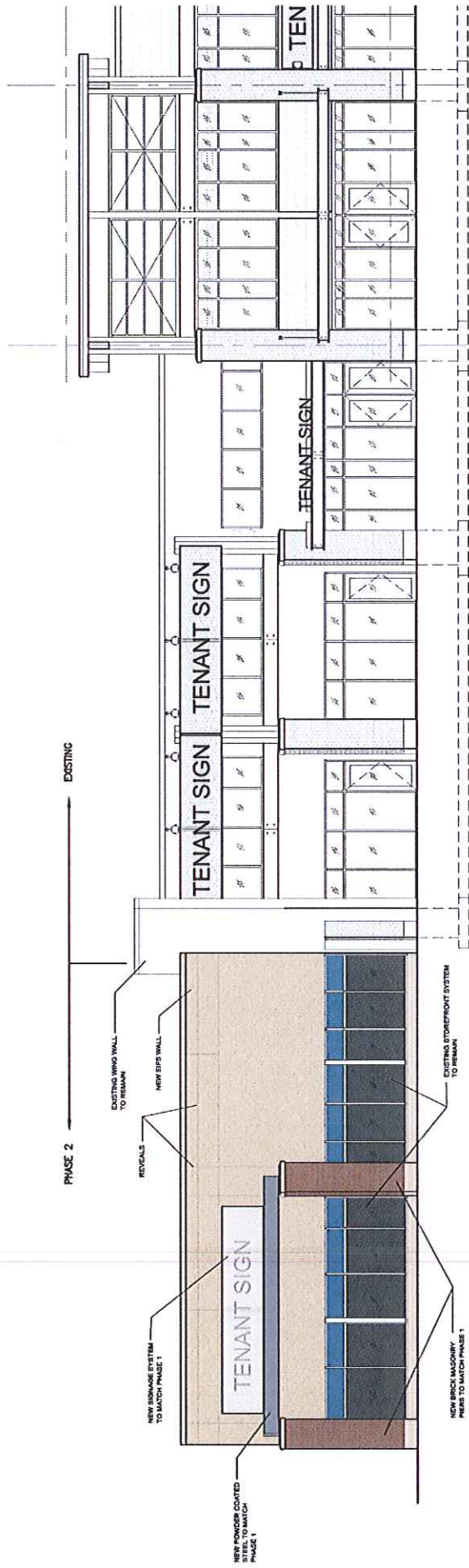
Are you available to meet us at The Village on Park on tomorrow (Tuesday) anytime between 1:30 p.m. and 2:45 p.m.?

Percy Brown, Manager
Office of Economic Revitalization
Economic Development Division
Department of Planning & Community & Economic Development
City of Madison
215 Martin Luther King Jr. Blvd., Room 312
P.O. Box 2983
Madison, WI -53701-2983
Phone: 608-266-6558
Fax: 608-261-6126
Email: pbrown@cityofmadison.com
Web: www.cityofmadison.com/homeloans

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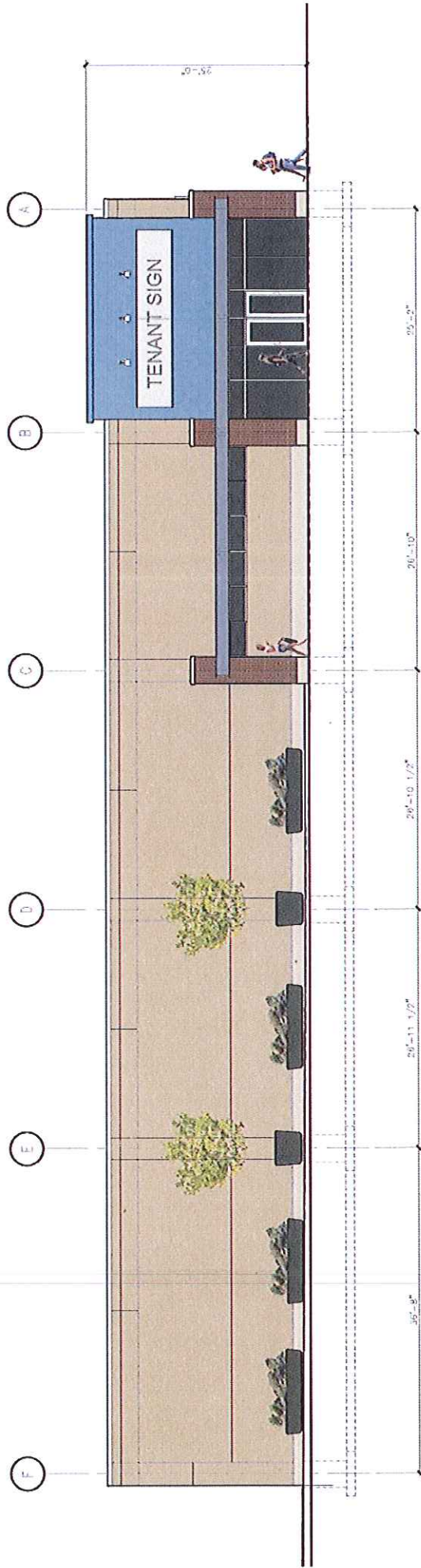


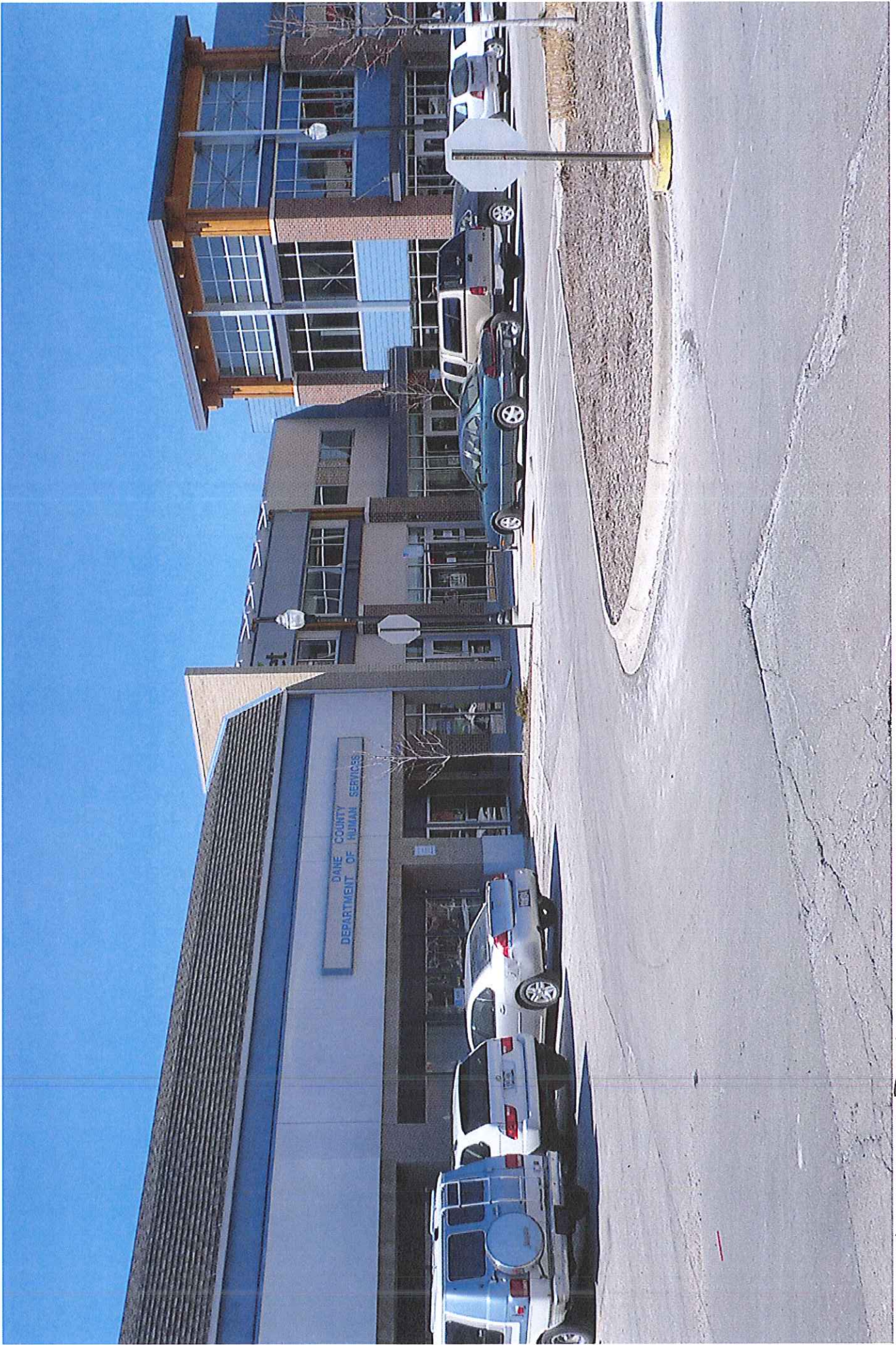
2300 S Park St, Madison, WI 53713-1997



VILLAGER PHASE 2 - EAST ELEVATION
 SCALE : N.T.S. MAY 18, 2011

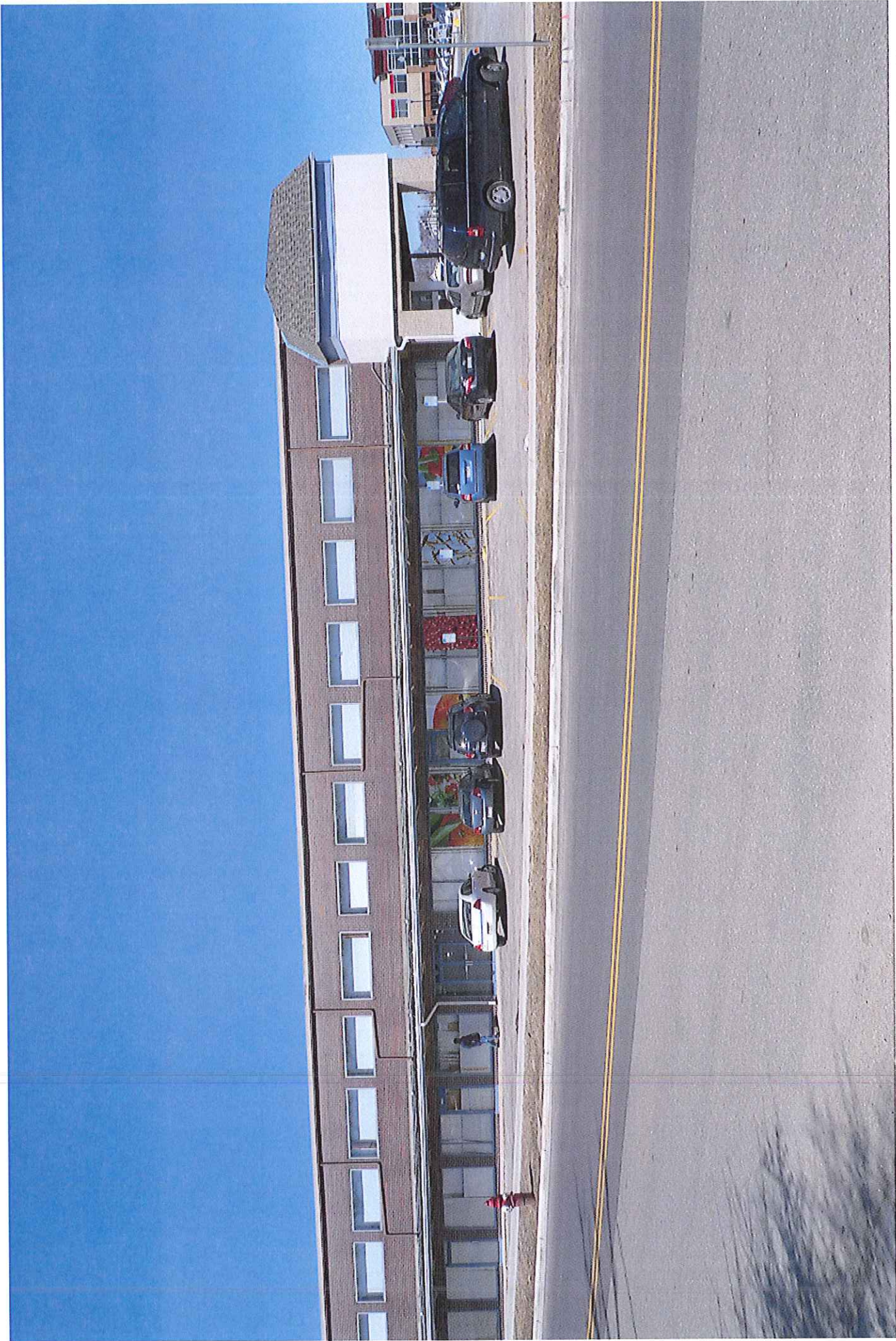






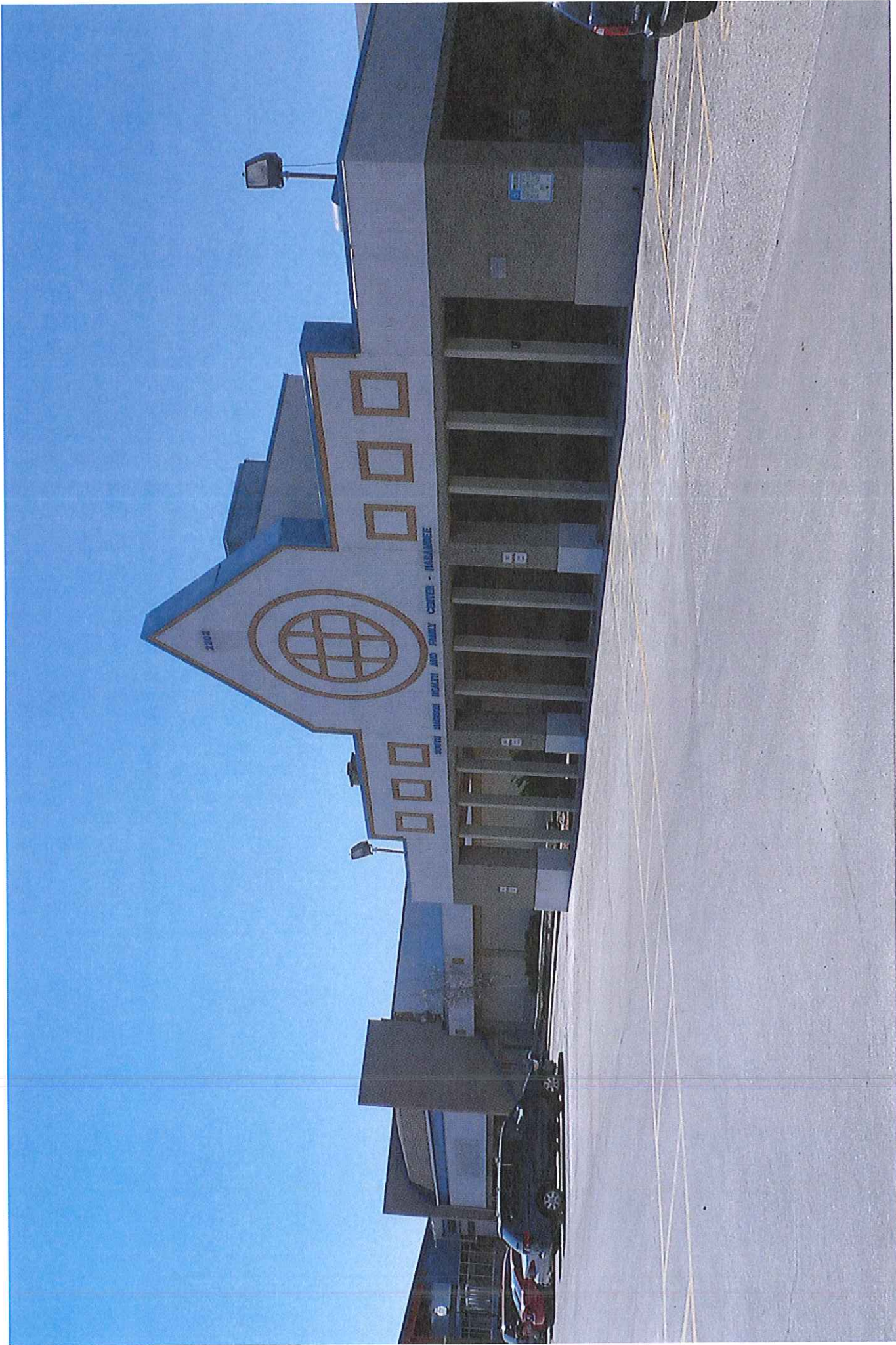
THE VILLAGE ON PARK
SOUTH END
EAST FACADE

3-30-11



THE VILLAGE ON PARK
SOUTH END
SOUTH FACADE

3-30-11



THE VILLAGE ON PARK
NORTH END
EAST FACADE

3-30-11

COMMUNITY DEVELOPMENT AUTHORITY OF THE CITY OF MADISON, WISCONSIN

Resolution No. 3007

Authorizing submission of application for City of Madison Façade Improvement Grant Funds to assist the Phase II site and South Building renovation

Presented March 10, 2011
Referred _____
Reported Back _____
Adopted March 10, 2011
Placed on File _____
Moved By Timothy Bruer
Seconded By Kelly Thompson-Frater
Yeas 6 Nays 0 Absent 1
Rules Suspended _____

PREAMBLE

The CDA is undertaking significant renovations to the existing facades at both the south and north ends of The Village on Park. The proposed renovations will cost a significant sum of money. The funding for the proposed renovations is included in the City of Madison 2011 Capital Budget and the City of Madison will be lending the funds to the CDA for the completion of work.

The CDA's ability to obtain funding in the form of grants vs. loans for a portion of the façade improvements will improve the economic stability of The Village on Park.

NOW THEREFORE BE IT RESOLVED that the CDA does hereby authorize the Secretary of the CDA to submit application for the City of Madison Façade Improvement Grant funds to assist with The Village on Park Phase II site and south building renovations.