



Location  
804 Williamson Street

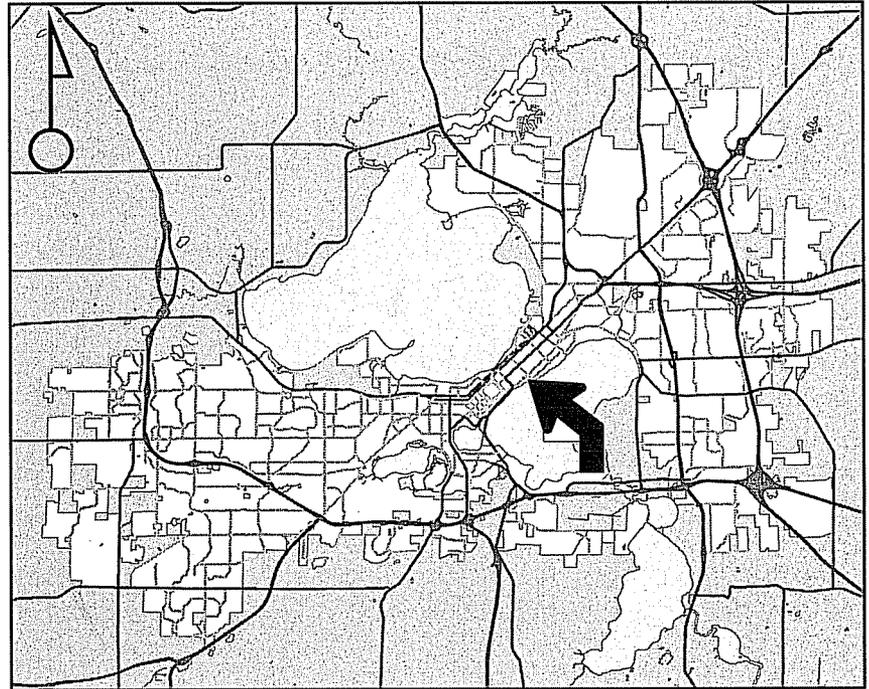
Project Name  
MoCo Market

Applicant  
Megan Ramey - MoCo Market

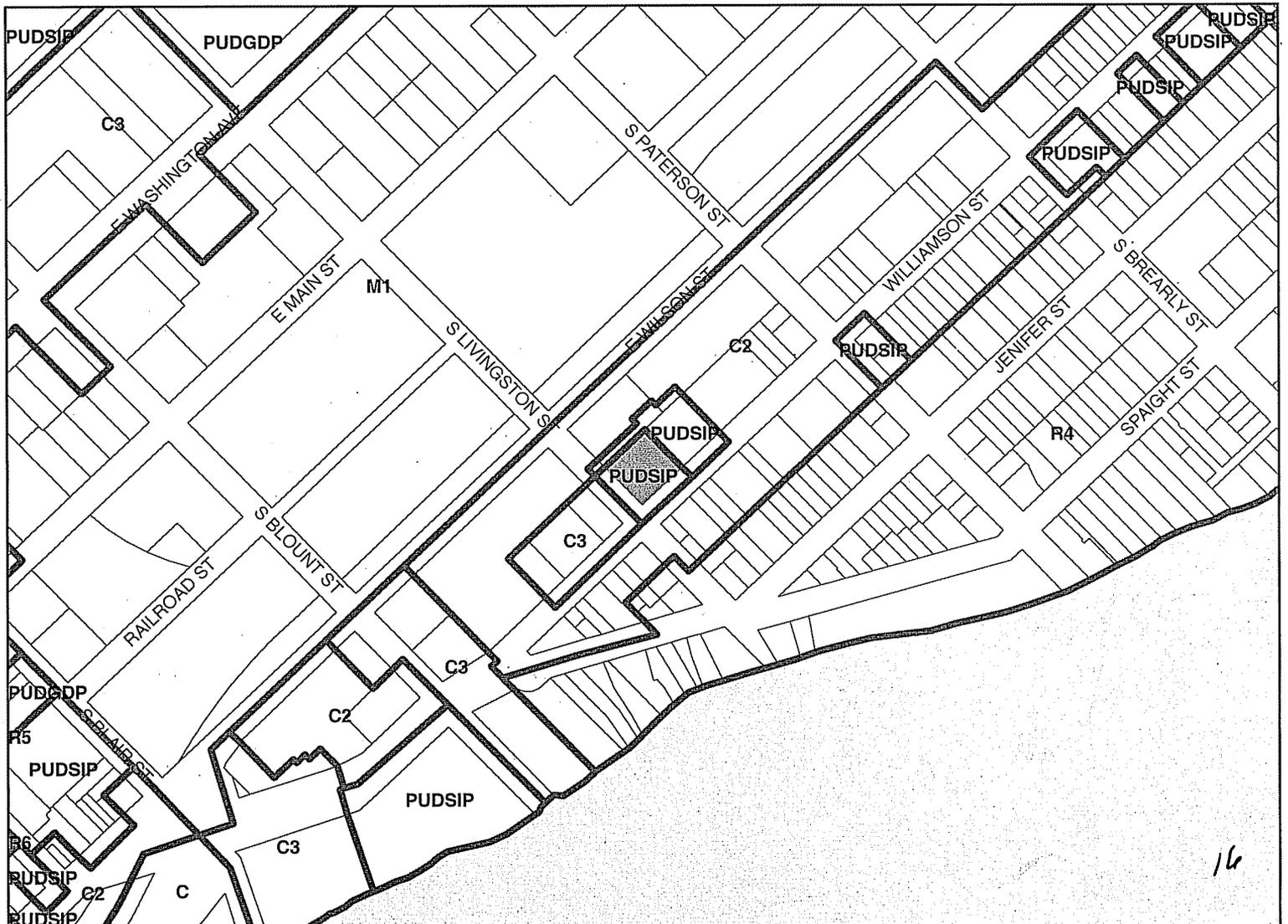
Existing Use  
Outside eating area for market in mixed-use building

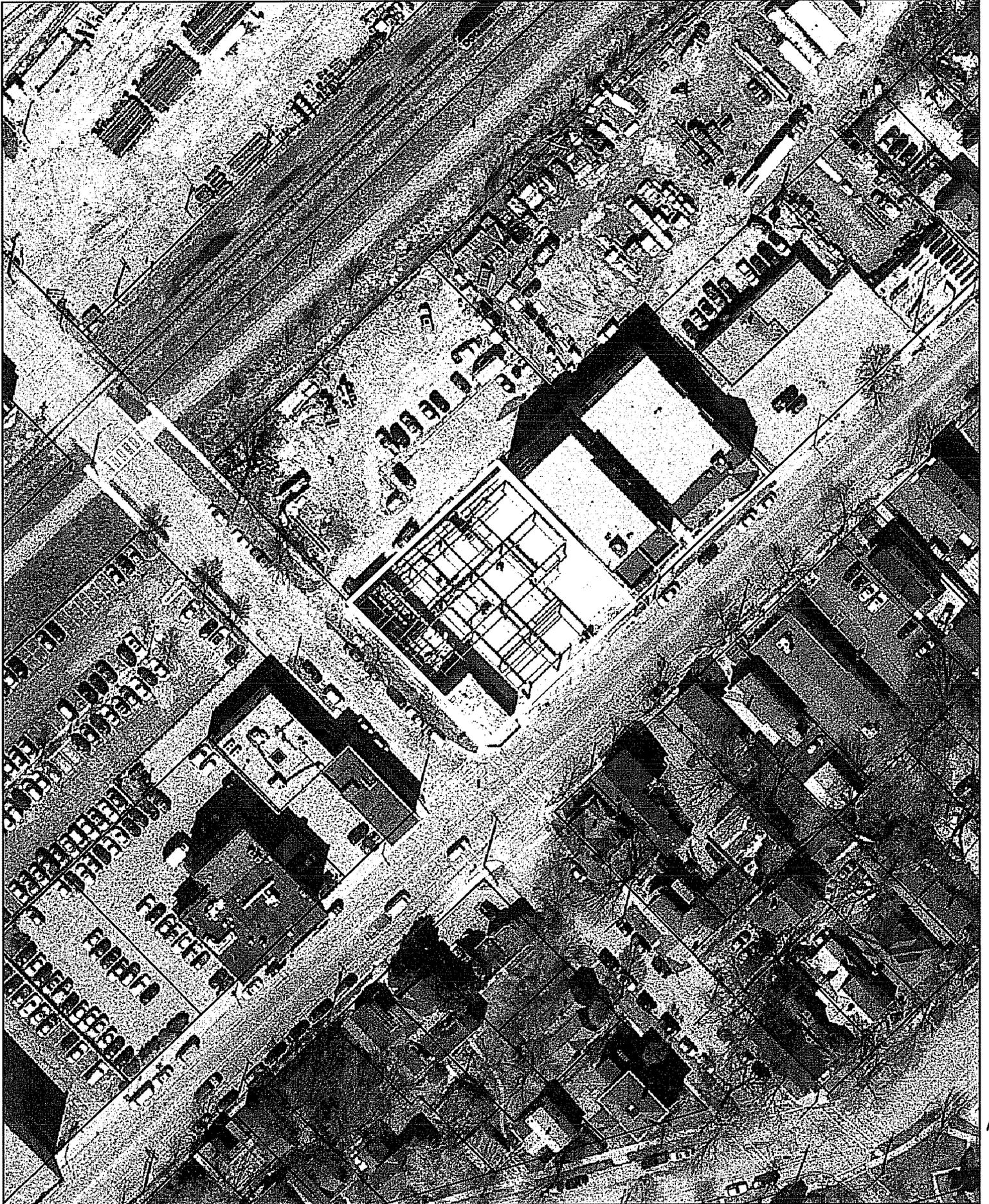
Proposed Use  
Mixed Use Building

Public Hearing Date  
Plan Commission  
09 April 2007



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





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# 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.
- Please read all pages of the application completely and fill in all required fields.
- This application form may also be completed online at [www.cityofmadison.com/planning/plan.html](http://www.cityofmadison.com/planning/plan.html)
- All zoning application packages should be filed directly with the Zoning Administrator's desk.
- All applications will be reviewed against the applicable standards found in the City Ordinances to determine if the project can be approved.

### FOR OFFICE USE ONLY:

Amt. Paid N/A/50 Receipt No. 79214  
 Date Received 3-7-07  
 Received By \_\_\_\_\_  
 Parcel No. 0709-134-3302-8  
 Aldermanic District 06-Judy Olsen  
 GQ TL-Hist Distr.  
 Zoning District PUD(SIP) TL-Hist District  
**For Complete Submittal**  
 Application  Letter of Intent   
 IDUP N/A Legal Descript.   
 Plan Sets  Zoning Text \_\_\_\_\_  
 Alder Notification \_\_\_\_\_ Waiver   
 Ngrbrhd. Assn Not. \_\_\_\_\_ Waiver \_\_\_\_\_  
 Date Sign Issued 3-7-07

1. **Project Address:** 804 Williamson Street, Madison, WI 53703 **Project Area in Acres:** 0  
**Project Title (if any):** MoCo Market

2. **This is an application for:** (check at least one)

<input type="checkbox"/> <b>Zoning Map Amendment</b> (check only ONE box below for rezoning and fill in the blanks accordingly)			
<input type="checkbox"/> Rezoning from _____ to _____	<input type="checkbox"/> Rezoning from _____ to PUD/PCD-SIP		
<input type="checkbox"/> Rezoning from _____ to PUD/PCD-GDP	<input type="checkbox"/> Rezoning from PUD/PCD-GDP to PUD/PCD-SIP		
<input type="checkbox"/> <b>Conditional Use</b>	<input type="checkbox"/> <b>Demolition Permit</b>	<input checked="" type="checkbox"/> <b>Other Requests</b> (Specify): <u>minor alteration to SIP for c</u>	

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

Applicant's Name: Megan Ramey Company: MoCo Market LLC  
 Street Address: 1023 Williamson Street, Unit 1 City/State: Madison, WI Zip: 53703  
 Telephone: (608) 215-1154 Fax: ( ) Email: Megan@mocomarket.com  
 Project Contact Person: same as above Company: \_\_\_\_\_  
 Street Address: \_\_\_\_\_ City/State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Telephone: ( ) Fax: ( ) Email: \_\_\_\_\_  
 Property Owner (if not applicant): same as above  
 Street Address: \_\_\_\_\_ City/State: \_\_\_\_\_ Zip: \_\_\_\_\_

4. **Project Information:**

Provide a general description of the project and all proposed uses of the site: MoCo Market is a modern twist on the general store business model providing freshly prepared foods served grab & go style, convenience groceries, non-food retail and microbrew and specialty wine. The outdoor patio will be of use to those who wish to eat outside post-purchase.

Development Schedule: Commencement 1/18/2007 Completion 3/18/2007

**5. Required Submittals:**

- Site Plans** submitted as follows below and depicts all lot lines; existing, altered, demolished or proposed buildings; parking areas and driveways; sidewalks; location of any new signs; existing and proposed utility locations; building elevations and floor plans; landscaping, and a development schedule describing pertinent project details:
  - ~~Seven (7) copies~~ of a full-sized plan set drawn to a scale of one inch equals 20 feet (collated and folded)
  - ~~Seven (7) copies~~ of the plan set reduced to fit onto 11 inch by 17 inch paper (collated, stapled and folded)
  - ~~One (1) copy~~ of the plan set reduced to fit onto 8 1/2 inch by 11 inch paper
- Letter of Intent:** ~~Twelve (12) copies~~ <sup>4</sup> describing this application in detail but not limited to, including: existing conditions and uses of the property; development schedule for the project; names of persons involved (contractor, architect, landscaper, business manager, etc.); types of businesses; number of employees; hours of operation; square footage or acreage of the site; number of dwelling units; sale or rental price range for dwelling units; gross square footage of building(s); number of parking stalls, etc.
- Legal Description of Property:** Lot(s) of record or metes and bounds description prepared by a land surveyor. For any application for rezoning, the description must be submitted as an electronic word document via CD or e-mail.
- Filing Fee:** \$ 50.00 See the fee schedule on the application cover page. Make checks payable to: *City Treasurer.*

**IN ADDITION, THE FOLLOWING ITEMS MAY ALSO BE REQUIRED WITH YOUR APPLICATION; SEE BELOW:**

- For any applications proposing demolition of existing buildings, **photos** of the interior and exterior of the structure(s) to be demolished shall be submitted with your application. Be advised that a **Reuse and Recycling Plan** approved by the City's Recycling Coordinator is required prior to issuance of wrecking permits.
- A project proposing **ten (10) or more dwelling units** may be required to comply with the City's Inclusionary Zoning requirements outlined in Section 28.04 (25) of the Zoning Ordinance. A separate **INCLUSIONARY DWELLING UNIT PLAN** application detailing the project's conformance with these ordinance requirements shall be submitted concurrently with this application form. Note that some IDUP materials will coincide with the above submittal materials.
- A **Zoning Text** must accompany **all** Planned Community or Planned Unit Development (PCD/PUD) submittals.

**FOR ALL APPLICATIONS:** 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 and elevations, etc.) as **INDIVIDUAL** Adobe Acrobat PDF files compiled either on a non-returnable CD to be included with their application materials, or in an e-mail sent to [pcapplications@cityofmadison.com](mailto:pcapplications@cityofmadison.com). The e-mail shall include the name of the project and applicant. Applicants who are unable to provide the materials electronically should contact the Planning Unit at (608) 266-4635 for assistance.

**6. Applicant Declarations:**

**Conformance with adopted City plans:** Applications shall be in accordance with all adopted City of Madison plans:  
→ The site is located within the limits of the: Comprehensive Plan, which recommends:  
community mixed use for this property.

**Pre-application Notification:** Section 28.12 of the Zoning Ordinance requires that the applicant notify the district alder and any nearby neighborhood or business associations by mail no later than **30** days prior to filing this request:  
→ List below the Alderperson, Neighborhood Association(s), Business Association(s) AND dates you sent the notices:

Judy Olson waived 3/5/07

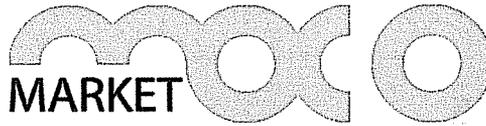
NOTE: If the alder has granted a waiver to this requirement, please attach any such correspondence to this form.

**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 Counter and Planning Unit staff; note staff persons and date.  
Planner Tim Parks Date 2/26/07 | Zoning Staff Matt. Tucker Date 2/26/07

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

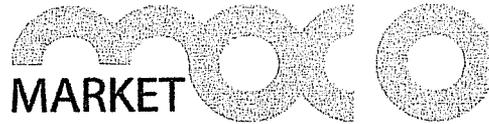
Printed Name Megan Ramey Date 3/7/07  
Signature Megan Ramey Relation to Property Owner \_\_\_\_\_

Authorizing Signature of Property Owner Megan Ramey Date 3/7/07 16



## Letter of Intent

- I. **Business Plan** – Owned by Megan Ramey, 1470 sq. ft., Minimalist Design
  - a. **Hours** – M-F (7am – 8 pm), Sat (8am – 5pm), Sun (10am – 5pm)
  - b. **Accessibility** – ADA, target customers = alternative commuters (bicyclists, walkers, and mass transit patrons)
  - c. **Parking** – fend for yourself Willy Street
  - d. **Business Model & target market** – please see attached Press Release
- II. **Security / Operational Plan**
  - a. # Staff – 7 (owner, manager, 5 part-time)
  - b. ADT Security
- III. **Proposed Capacity** – 15 inside, 12 outside; determined by the number of seats and employees on duty at one time
- IV. **Relevant Experience**
  - a. Megan – 10 years hospitality, 5 years retail
  - b. Jodi – 1 year hospitality, 8 years retail
- V. **Food / Alcohol Percentage** – 50% prepared food / 30% groceries / 15% non-food / 5% alcohol
  - a. Build your own six pack of Midwestern microbrews
  - b. 3-4 brands of wine per month that rotate regionally
- VI. **Explanation of Food Services**
  - a. Build your own bagel, oatmeal, yogurt and salad bar
  - b. Grab & Go frushi & sushi
  - c. Brewed Green & Sweet Tea
- VII. **Music** – two Bose speakers on the interior playing XM, no speakers or music outside. No live entertainment.
- VIII. **Smoking** – not allowed inside or on the outdoor patio



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GEOGRAPHIC PARAMETER ENTRY - (NQLG)

Parcel: 0709-134-3302-8                      Date: 03/07/07    Time: 11:03:28  
OR    Address: 804 Williamson St                      MCD Code: MAD-C  
OR Owner Name: MOCO LLC

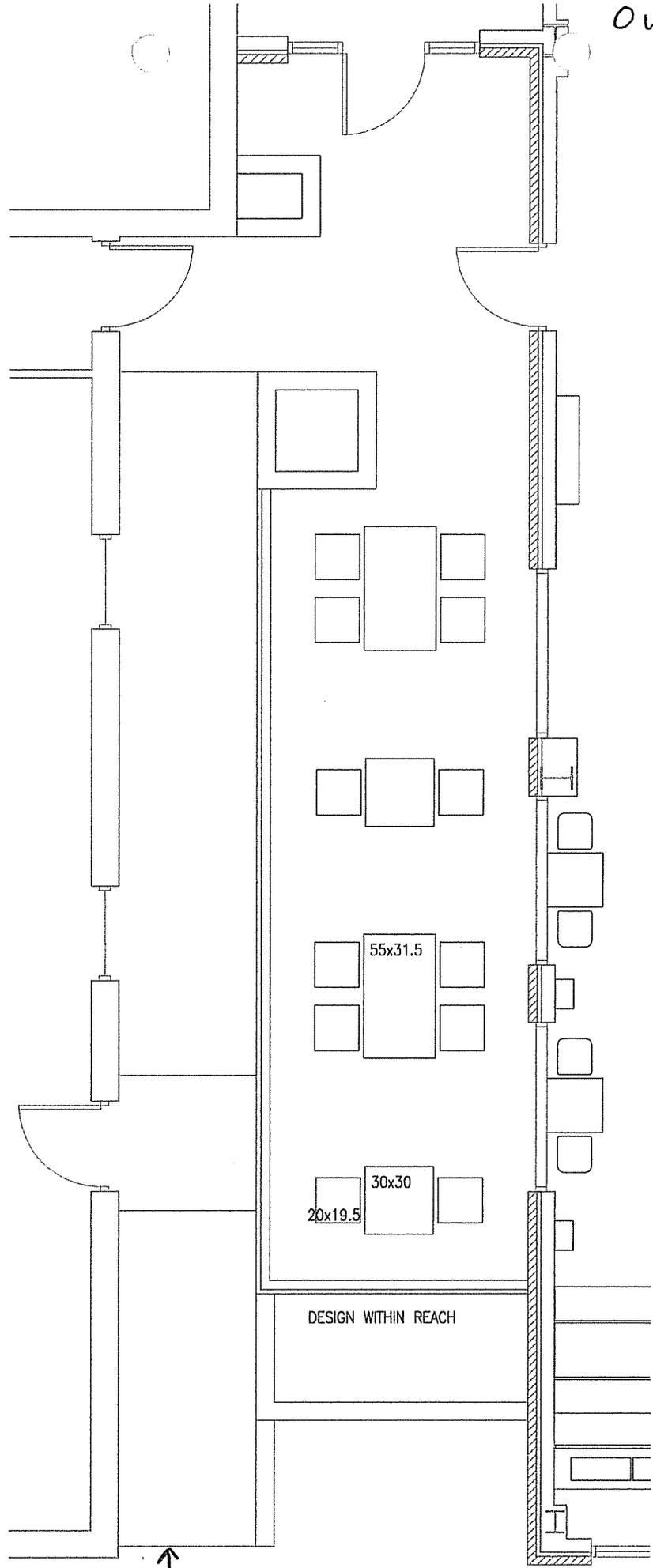
Browsing file in ADDRESS order

LEGAL DESCRIPTIONS QUERY (NQLG)

Lot #:        0    Block #:        0    Class: Com Use: Condominium -other                      Area: 9937

LIVINGSTON CONDOMINIUMS, UNIT 804 & A %  
INTEREST IN THE COMMON AREA AS DECLARED  
AND RECORDED IN DANE COUNTY REGISTER OF  
DEEDS AS DOCUMENT 4151876

Outdoor Patio



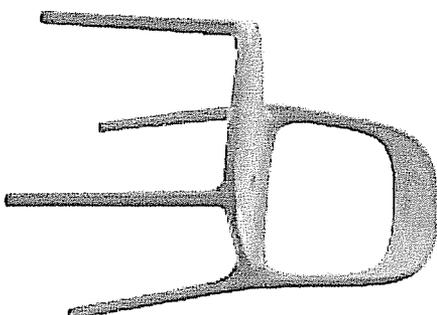
Livingston Street

↑  
wheel chair  
Ramp

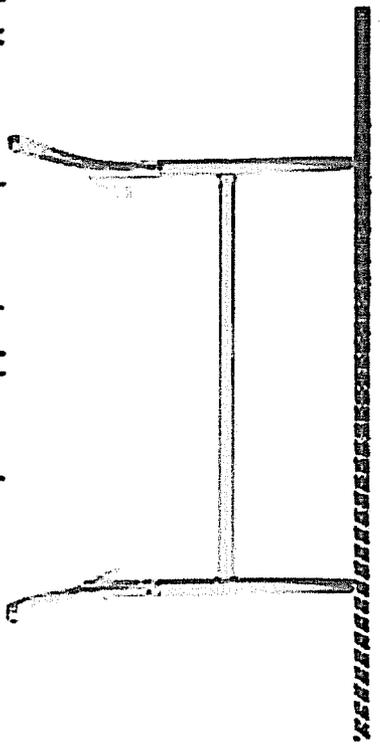
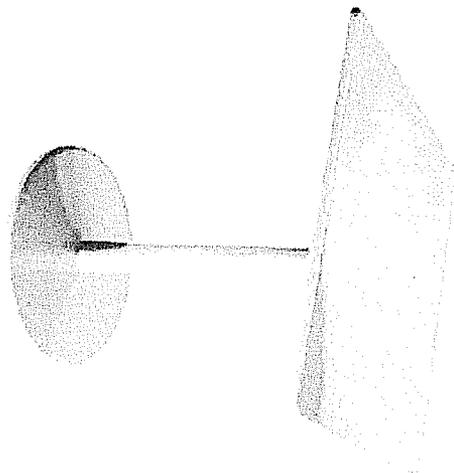
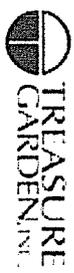
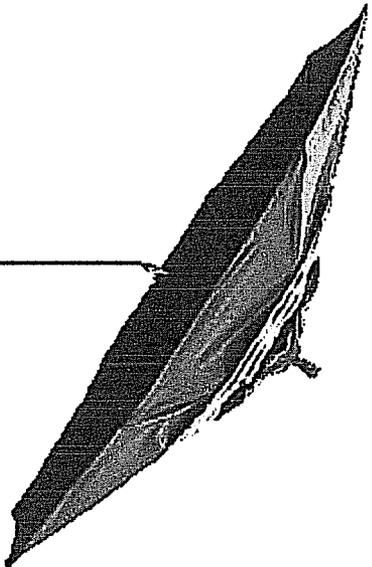
Williamsen Street



# Moco's Outdoor Patio Furniture



S.PELLECRINO



Matte, powder-coated legs shown.



1023 Williamson Street, Unit 1  
Madison, WI 53703  
Phone (608) 215-1154

# Press Release

Contact: Megan Ramey  
Phone: (608) 215-1154  
Email: Megan@mocomarket.com

FOR IMMEDIATE RELEASE  
9 A.M. CST, December 6, 2006

## **MODERN, URBAN LIFESTYLE MARKET TO OPEN IN DOWNTOWN MADISON**

MADISON, WI, DECEMBER 6, 2006: Travel-freaks, Techy-geeks, Fashionistas, Music-nerds, Product-snob, Winos, Microbrew-heads, and most importantly, Food-orgiers (modern twist on those who love food and dinner parties) are a few of the slang terms for MoCo Market's target customers. The market, which is set to open April 1, 2006, is a one stop shop for all things urban at 804 Williamson Street. Megan Ramey, the owner, feels like there is an underserved and growing market of young urbanites (25-45 year olds) who would rather shop in a clean, modern environment within walking distance than their local convenience store.

MoCo Market, short for "modern convenience", features:

- **build-your-own fresh take-out:** H&H bagels, oatmeal, and salad bar
- **basic groceries:** unique organics like Cherrybrook Kitchen's cake mix & guilty pleasure conventionals like Kraft Mac & Cheese or Cheetos.
- **Health & Beauty:** Sharps, Bliss, Neutrogena, Giovanni and Alba
- **Alcohol:** three international region wines rotating monthly and a build-your-own case of beer with the six best microbrews of the Midwest.
- **Music:** three must have cds that rotate monthly
- **Non-food retail theme:** five urbanite gadgetries that rotate monthly.
- **Magazines:** Metropolis, Dwell, Real Simple, Clear, Budget Travel

Simply put, Megan views "convenience" as a relative term. For commuters who drive in from the suburbs, convenience is a large parking lot and a

~ MORE ~

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## MODERN, URBAN LIFESTYLE MARKET TO OPEN IN DOWNTOWN MADISON

highway frontage location. But for people like Megan and her husband, digging out the car is to be avoided at all costs. Our version of "convenience" factors in gasoline, brake pads, and drivers who talk on their cell phones. Many of the people moving into the Downtown area of Madison are very similar to their more established urbanite counterparts in places like New York City. Those customers have Dean and DeLucas and Garden Of Edens to offer them a neighborhood spot for reasonably priced fresh minimalism. Willy Street, on the other hand, has a short walk to the relatively pricey Willy Street Co-op, or a long walk to the quaint but non-card-friendly Jenifer Street Market. Neither of these markets are designed to have people in and out quickly, as both are modeled to be small grocery stores. Megan wants to build a destination market with sleek, self-serve options enabling customers on the go to get what they want in a hurry, but with seating and atmosphere that welcomes those who wish to linger. And I suspect it will have one big bad mother of a bike rack out front, even if Megan has to learn how to weld it herself.

The concept is much more involved, of course, but that's the kernel of it. It begins when you notice you haven't filled your gas tank in 4 weeks, and it ends when you want fresh food fast and ask "why should I have to compromise?" If Megan has her way, and you live anywhere close to the Near East Side, in the very near future you may not have to.

*THE MARKET* customer comes first.

Traditionally, one would describe their intended business first, and then describe the market one wishes to court with said business. In the case of MoCo Market, the recognition of an under-served segment of emerging customers drove the formation of a business, and accordingly, their description comes before that of the business. With a Polaroid in my head of what the target segment of MoCo Market looked like, I have been unable to label them until I recently read the April 6, 2006 issue of New York Magazine featuring the cover story "Up With Grups - The Ascendant Breed of Grown-Ups Who Are Redefining Adulthood." As Adam Sternbergh, the writer of the article explains, a Grup is an urban adult between the ages of 25 and 40 who makes a decent living. Consequently their career affords them the opportunity to live out their dream lifestyle. It is this view of employment as a means to a lifestyle that separates my target segment from traditional price-driven consumers.

## MODERN, URBAN LIFESTYLE MARKET TO OPEN IN DOWNTOWN MADISON

In no particular order, these are the facets of lifestyle which this MoCo Market customer is passionate about: music, the design of their home, food, wine and local beer, fashion, and new technology. Common knowledge and easy observation will tell you that Madison and other urban city centers in the United States are filled with this consumer.

### *THE BUSINESS* **what the customer needs.**

Location is everything in serving the MoCo Market customer, so the first location will be in between Madison-WI's downtown and hip Willy Street neighborhood in a retail space situated underneath a new condo development. Since the retail space will be purchased, and not leased, it will become an asset that will increase in value as nearby developments like Madison Central Park and Archipelago Village are constructed in the years to come. The increased loan amount is viewed as a strategic advantage over the alternative, lost rental payments.

"Modern Convenience" shapes the business concept by describing a life style. MoCo Market is a convenience store offering the basics in brands that its customers love:

1. Groceries: unique organics, guilty pleasure conventionals.
2. Prepared Foods: all customized and served by the customer
  - Breakfast: Bagel, Parfait, Oatmeal & Fruit Sushi Bar. Anodyne Coffee, a great Milwaukee based company, will be served. No current market presence for fruit sushi or the coffee.
  - Lunch: Soup & Salad Bar sold by weight
  - Dinner: freshly prepared sushi sold grab & go style
3. Alcohol: three wines per month that rotate on a regional theme and a build your own case of beer
4. Music: three of MoCo's picks that rotate monthly
5. Urbanite gadgets & accessories: monthly rotating focus of up to 7 products to keep customers interested

Mocomarket.com will only sell urbanite gadgets & accessories for current month and previous months' overstock. In addition, the website will be a powerful marketing tool, conveying the emotional and functional attributes of the landed store.

### *THE MISSION* **arouse & equip the urban dweller.**

- Serve fresh & unique convenience
- #1 Biker & Walker destination – less car, more life
- Minimalist design & sustainable operations
- Music, design and travel are muses

## MODERN, URBAN LIFESTYLE MARKET TO OPEN IN DOWNTOWN MADISON

### *THE VISION* suppress suburbanite sprawl.

- Promote alternative commuting
- Work where you live / Live where you work
- Support local business
- Rebuild urban neighborhoods

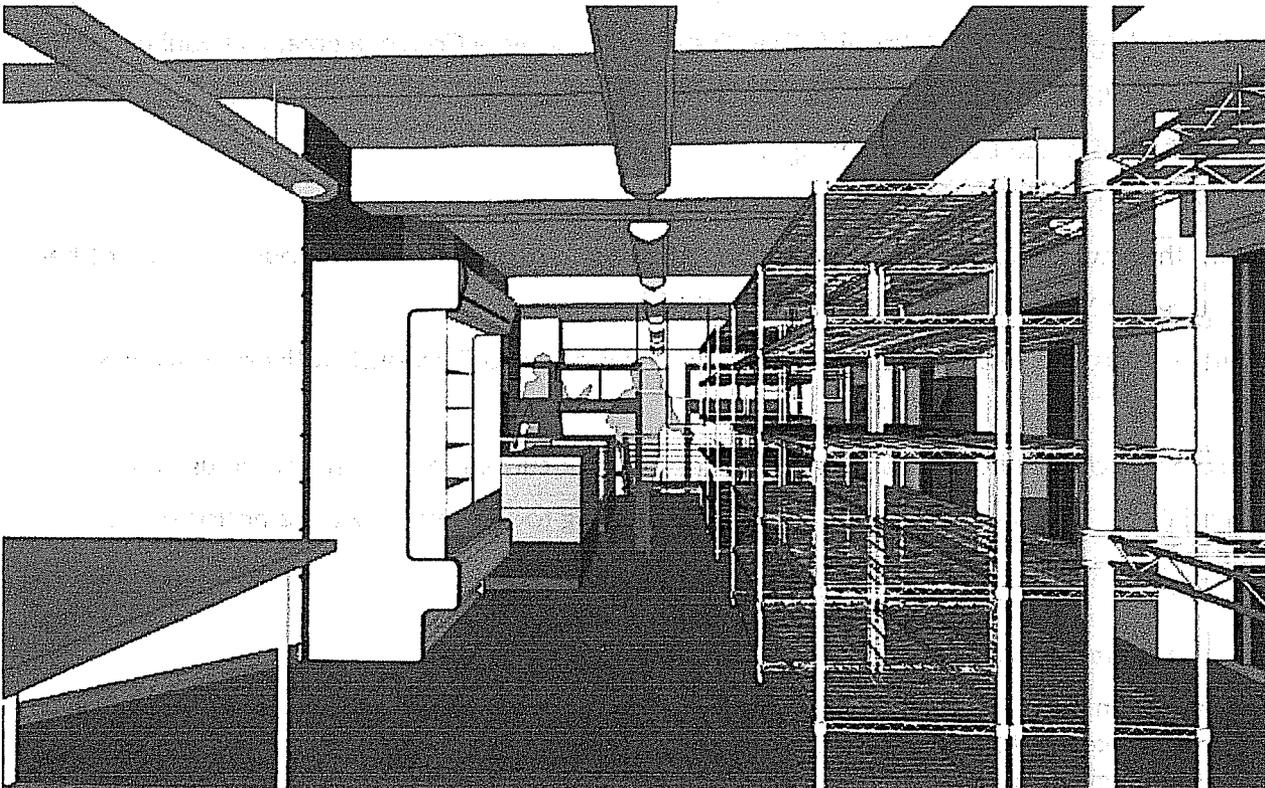
### *THE SLOGAN* Modern Convenience Community Connection

- **MODERN** –minimalism to inspire and soothe by creating a refuge from the hectic urban world.
- **CONVENIENCE** – guides the shopping experience with ease and customization.
- **COMMUNITY** – gathers people to share passion, ideas, and culture.
- **CONNECTION** – created from the interaction of innovative people and their technology.

### *THE ETHOS*

Last, but most importantly, MoCo Market has an environment and employee sustainability strategy in place. This includes being a member of the Green Restaurant Association and 1% for the Planet, LEED commercial interior certified, practicing minimal impact business, and promoting alternative commuting like walking and biking.

### *THE SPACE*



MODERN, URBAN LIFESTYLE MARKET TO OPEN IN DOWNTOWN MADISON

