

URBAN DESIGN COMMISSION APPLICATION

UDC

City of Madison
Planning Division
Madison Municipal Building, Suite 017
215 Martin Luther King, Jr. Blvd.
P.O. Box 2985
Madison, WI 53701-2985
(608) 266-4635



FOR OFFICE USE ONLY:

Paid _____ Receipt # _____

Date received _____

Received by _____

Aldermanic District _____

Zoning District _____

Urban Design District _____

Submittal reviewed by _____

Legistar # _____



Complete all sections of this application, including the desired meeting date and the action requested.

If you need an interpreter, translator, materials in alternate formats or other accommodations to access these forms, please call the phone number above immediately.

1. Project Information

Address: _____

Title: _____

2. Application Type (check all that apply) and Requested Date

UDC meeting date requested _____

New development

Alteration to an existing or previously-approved development

Informational

Initial approval

Final approval

3. Project Type

Project in an Urban Design District

Project in the Downtown Core District (DC), Urban Mixed-Use District (UMX), or Mixed-Use Center District (MXC)

Project in the Suburban Employment Center District (SEC), Campus Institutional District (CI), or Employment Campus District (EC)

Planned Development (PD)

General Development Plan (GDP)

Specific Implementation Plan (SIP)

Planned Multi-Use Site or Residential Building Complex

Signage

Comprehensive Design Review (CDR)

Signage Variance (i.e. modification of signage height, area, and setback)

Signage Exception

Other

Please specify

4. Applicant, Agent, and Property Owner Information

Applicant name _____

Company _____

Street address _____

City/State/Zip _____

Telephone _____

Email _____

Project contact person _____

Company _____

Street address _____

City/State/Zip _____

Telephone _____

Email _____

Property owner (if not applicant) _____

Street address _____

City/State/Zip _____

Telephone _____

Email _____

5. Required Submittal Materials

Application Form

Letter of Intent

- If the project is within an Urban Design District, a summary of how the development proposal addresses the district criteria is required
- For signage applications, a summary of how the proposed signage is consistent with the applicable CDR or Signage Variance review criteria is required.

Development Plans (Refer to checklist on Page 4 for plan details)

Filing fee *FILING FEE TO BE FORWARDED BY MAIL*

Electronic Submittal*

Notification to the District Alder

- Please provide an email to the District Alder notifying them that you are filing this UDC application. Please send this as early in the process as possible and provide a copy of that email with the submitted application.

Each submittal must include fourteen (14) 11" x 17" **collated** paper copies. Landscape and Lighting plans (if required) must be **full-sized and legible**. Please refrain from using plastic covers or spiral binding.

Both the paper copies and electronic copies must be submitted prior to the application deadline before an application will be scheduled for a UDC meeting. Late materials will not be accepted. A completed application form is required for each UDC appearance.

For projects also requiring Plan Commission approval, applicants must also have submitted an accepted application for Plan Commission consideration prior to obtaining any formal action (initial or final approval) from the UDC. All plans must be legible when reduced.

**Electronic copies of all items submitted in hard copy are required. Individual PDF files of each item submitted should be compiled on a CD or flash drive, or submitted via email to udcapplications@cityofmadison.com. The email must include the project address, project name, and applicant name. Electronic submittals via file hosting services (such as Dropbox.com) are not allowed. Applicants who are unable to provide the materials electronically should contact the Planning Division at (608) 266-4635 for assistance.*

6. Applicant Declarations

1. Prior to submitting this application, the applicant is required to discuss the proposed project with Urban Design Commission staff. This application was discussed with _____ on _____.
2. The applicant attests that all required materials are included in this submittal and understands that if any required information is not provided by the application deadline, the application will not be placed on an Urban Design Commission agenda for consideration.

Name of applicant _____ Relationship to property _____

Authorizing signature of property owner  _____ Date _____

7. Application Filing Fees

Fees are required to be paid with the first application for either initial or final approval of a project, unless the project is part of the combined application process involving the Urban Design Commission in conjunction with Plan Commission and/or Common Council consideration. Make checks payable to City Treasurer. Credit cards may be used for application fees of less than \$1,000.

Please consult the schedule below for the appropriate fee for your request:

Urban Design Districts: \$350 (per §35.24(6) MGO).

Minor Alteration in the Downtown Core District (DC) or Urban Mixed-Use District (UMX) : \$150 (per §33.24(6)(b) MGO)

Comprehensive Design Review: \$500 (per §31.041(3)(d)(1)(a) MGO)

Minor Alteration to a Comprehensive Sign Plan: \$100 (per §31.041(3)(d)(1)(c) MGO)

All other sign requests to the Urban Design Commission, including, but not limited to: appeals from the decisions of the Zoning Administrator, requests for signage variances (i.e. modifications of signage height, area, and setback), and additional sign code approvals: \$300 (per §31.041(3)(d)(2) MGO)

A filing fee is not required for the following project applications if part of the combined application process involving both Urban Design Commission and Plan Commission:

- Project in the Downtown Core District (DC), Urban Mixed-Use District (UMX), or Mixed-Use Center District (MXC)
- Project in the Suburban Employment Center District (SEC), Campus Institutional District (CI), or Employment Campus District (EC)
- Planned Development (PD): General Development Plan (GDP) and/or Specific Implementation Plan (SIP)
- Planned Multi-Use Site or Residential Building Complex

Introduction

The City of Madison's Urban Design Commission (UDC) has been created to:

- Encourage and promote high quality in the design of new buildings, developments, remodeling, and additions so as to maintain and improve the established standards of property values within the City.
- Foster civic pride in the beauty and nobler assets of the City, and in all other ways possible assure a functionally efficient and visually attractive City in the future.

Types of Approvals

There are three types of requests considered by the UDC:

- Informational Presentation. Applicants may, at their discretion, request to make an Informational Presentation to the UDC prior to seeking any approvals to obtain early feedback and direction before undertaking detailed design. Applicants should provide details on the context of the site, design concept, site and building plans, and other relevant information to help the UDC understand the proposal and provide feedback. (Does not apply to CDR's or Signage Variance requests)
- Initial Approval. Applicants may, at their discretion, request initial approval of a proposal by presenting preliminary design information. As part of their review, the Commission will provide feedback on the design information that should be addressed at Final Approval stage.
- Final Approval. Applicants may request Final Approval of a proposal by presenting all final project details. Recommendations or concerns expressed by the UDC in the initial approval must be addressed at this time.

Presentations to the Commission

Primarily, the UDC is interested in the appearance and design quality of projects. Emphasis should be given to the site plan, landscape plan, lighting plan, building elevations, exterior building materials, color scheme, and graphics.

When presenting projects to the UDC, applicants must fill out a registration slip provided in the meeting room and present it to the Secretary. Presentations should generally be limited to 5 minutes or as extended by motion by consent of the Commission. The Commission will withhold questions until the end of the presentation.

Applicants are encouraged to consider the use of various graphic presentation material including a locator map, photographs, renderings/model, scale drawings of the proposal in context with adjacent buildings/uses/signs, etc., as may be deemed appropriate to describe the project and its surroundings. Graphics should be mounted on rigid boards so that they may be easily displayed. **Applicants/presenters are responsible for all presentation materials, AV equipment and easels.**

URBAN DESIGN DEVELOPMENT PLANS CHECKLIST

The items listed below are minimal application requirements for the type of approval indicated. Please note that the UDC and/or staff may require additional information in order to have a complete understanding of the project.

1. Informational Presentation

- Locator Map
- Letter of Intent (If the project is within an Urban Design District, a summary of how the development proposal addresses the district criteria is required)
- Contextual site information, including photographs and layout of adjacent buildings/structures
- Site Plan
- Two-dimensional (2D) images of proposed buildings or structures.

Providing additional information beyond these minimums may generate a greater level of feedback from the Commission.

Requirements for All Plan Sheets

1. Title block
2. Sheet number
3. North arrow
4. Scale, both written and graphic
5. Date
6. Fully dimensioned plans, scaled at 1"= 40' or larger

*** All plans must be legible, including the full-sized landscape and lighting plans (if required)*

2. Initial Approval

- Locator Map
- Letter of Intent (If the project is within a Urban Design District, a summary of how the development proposal addresses the district criteria is required)
- Contextual site information, including photographs and layout of adjacent buildings/structures
- Site Plan showing location of existing and proposed buildings, walks, drives, bike lanes, bike parking, and existing trees over 18" diameter
- Landscape Plan and Plant List (*must be legible*)
- Building Elevations in both black & white and color for all building sides (include material callouts)
- PD text and Letter of Intent (if applicable)

Providing additional information beyond these minimums may generate a greater level of feedback from the Commission.

3. Final Approval

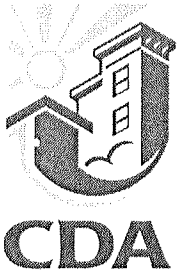
All the requirements of the Initial Approval (see above), **plus:**

- Grading Plan
- Proposed Signage (if applicable) *UNDER FUTURE SEPARATE SUBMITTAL*
- Lighting Plan, including fixture cut sheets and photometrics plan (*must be legible*)
- Utility/HVAC equipment location and screening details (with a rooftop plan if roof-mounted)
- PD text and Letter of Intent (if applicable)
- Samples of the exterior building materials (presented at the UDC meeting)

MATERIALS SHOWN IN COLOR ELEVATIONS. SAMPLES TO BE PRESENTED AT MEETING.

4. Comprehensive Design Review (CDR) and Variance Requests (Signage applications only)

- Locator Map
- Letter of Intent (a summary of how the proposed signage is consistent with the CDR or Signage Variance criteria is required)
- Contextual site information, including photographs of existing signage both on site and within proximity to the project site
- Site Plan showing the location of existing signage and proposed signage, dimensioned signage setbacks, sidewalks, driveways, and right-of-ways
- Proposed signage graphics (fully dimensioned, scaled drawings, including materials and colors, and night view)
- Perspective renderings (emphasis on pedestrian/automobile scale viewsheds)
- Illustration of the proposed signage that meets Ch. 31, MGO compared to what is being requested.
- Graphic of the proposed signage as it relates to what the Ch. 31, MGO would permit



**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 Blvd, Suite 300
Tom Otto (608) 243-0178
totto@cityofmadison.com



PROGRAM APPLICATION

Applicant: Jerreh Kujabi _____ Phone: 608-287-4865 _____
Business Name: Midwest Gooh Group _____
Building Name: Gooh Grocery _____
Business Address: 3554 East Washington Avenue _____ Zip Code: 53704 _____
E-mail Address: goohgroup@gmail.com _____
Property Owner: Jerreh Kujabi & Samba Baldeh _____
Address: 5150 Crescent Oaks Drive, Madison, WI 53704 _____
Name of Grantee: Jerreh Kujabi & Samba Baldeh _____
Lease Terms: N/A (Applicants own property) _____

Definition of Project Scope:

Gooh Groceries was established in January, 2019 in the city of Madison. Gooh Groceries was born out of the desire to provide access to healthy food choices within our low-income communities as well as increase access to culturally appropriate food items for our rapidly growing West African and other immigrant communities. Our sustainable competitive advantages, as a team in our targeted areas, are the deeply rooted connections we have as leaders within our communities, our decades of experience within the food industry that helped us recognize the rapidly growing community need and the findings by the city of Madison healthy food retail work group which was also confirmed by our neighborhood studies and market analysis.

While healthy retail neighborhood groceries stores are not well known for turning huge profit margins right off the ground, they are very well known as strong catalysts in stabilizing neighborhoods, creating jobs and bringing communities together through our common love and need for food. As part of our healthy retail food programs, Gooh Groceries will support and distribute locally grown products, and feature products manufactured or distributed by local entrepreneurs wherever possible.

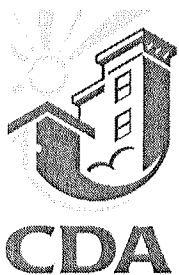
In addition to the narrative above the project will also provide the following benefits to the community. We will provide as full a line of SNAP and Maternal and Child Health qualified foods as our capacity allows. Providing healthy foods at an affordable price and at a local accessible location is central to our mission. Beyond meeting this need for access to healthy food choices, our choice of location will also convert a long time blight on the community- Visions Strip Club- into a needed positive asset. This establishment was the locus of criminal activity, public drunkenness and generally gave the community an unsavory air. Our establishment on the other hand will serve a basic need and build community assets.

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 \$
East Elevation			
Awnings 1st and 2nd Floor	\$10,700.00	\$2,800.00	\$7,900.00
Glazing 1st Floor Storefront	\$13,500.00	\$3,700.00	\$9,800.00
Rebuild entrance canopy	\$3,500.00	\$1,000.00	\$2,500.00
Exterior painting	\$3,750.00	\$1,300.00	\$2,450.00
Tuck-pointing	\$1,500.00	\$0.00	\$1,500.00
Removal of existing painted over sign	\$1,650.00	\$0.00	\$1,650.00
Exterior Lighting	\$3,500.00	\$1,200.00	\$2,300.00
Total:	\$38,100.00	\$10,000.00	\$28,100.00
South Elevation			
Awnings 1st and 2nd Floor	\$3,800.00	\$1,200.00	\$2,600.00
Glazing 1st Floor Storefront	\$5,940.00	\$2,700.00	\$3,240.00
Rebuild side entrance canopies	\$7,000.00	\$3,000.00	\$4,000.00
Exterior painting	\$2,815.00	\$0.00	\$2,815.00
Remove and Replace (2) Exterior Doors	\$5,200.00	\$2,300.00	\$2,900.00
Exterior Lighting	\$3,500.00	\$800.00	\$2,700.00
Total:	\$28,255.00	\$10,000.00	\$18,255.00



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 Blvd, Suite 300
Tom Otto (608) 243-0178
totto@cityofmadison.com



Address: 300 South Bedford Street, Madison, WI 53703

ATTACHMENT

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

REMARKS

Gooh groceries, believes this project will increase access to healthy food choices for underserved communities. These communities often tend to be low-income, often includes minorities and some immigrant populations. Our grocery store is also committed to increasing culturally appropriate foods, minority specialty products and supporting local entrepreneurs.

The Gooh Groceries is 100% minority owned. Our goal is to provide five full-time positions at opening and scale from there. In addition to establishing a flourishing neighborhood grocery store for our growing community, we also hope to inspire our future generations in entrepreneurship. This will be accomplished through having management that is committed to mentoring high school students who are employed as part-time staff after school and on weekends. We are exploring the potential of having high school students and Madison College students as management and culinary interns who would work closely on administrative issues. This has great potential to open up opportunities and avenues for further integration with the community.

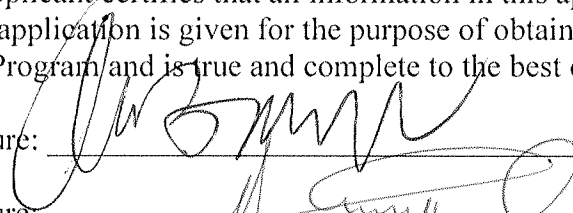
We are already in discussions with Madison Area Technical College Culinary division and Community Gardens in the east side of Madison for potential partnership. This will provide marketing outlets and therefore a tax base. This partnership will provide internship opportunities to the technical college students who major in culinary.

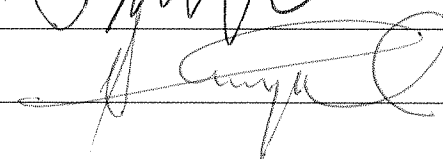
As noted above, the previous occupant of the building was an infamous strip club that was a center of crime and disruptive behavior in the community. Our establishment would be the exact opposite in every important facet.

A central part of the business plan is the rehabilitation of the building that has not been repaired or updated for decades. These building improvements will increase the value of the building's assessment and value.

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:  _____ Date: 8-23-2022

Signature:  _____ Date: 8-23-2022

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

Economic Development Division
Attn: Tom Otto
PO Box 2983
Madison, WI 53701-2983

22 February 2022

Ms. Jessica Vaughn
Urban Design Commission Secretary
Madison Urban Design Commission
City of Madison Building Inspection
P.O. Box 2984.
Madison, WI 53701-2984

Ms. Vaughn and UDC Members,

On behalf of the Owners of the property at 3554 East Washington Avenue, it is my pleasure to submit for your review and discussion the proposed planning to bring this property back into operation as a community grocery store to serve the needs of the immediate area and Madison. Formally known as Vision's, the building has existed on the corner of Schmedeman Avenue and East Washington Avenue since its original construction in 1947.

Originally built as Kehl's Casino the property has had multiple food and entertainment occupants over the past seventy-five years. The concrete masonry block building was originally built to a modest specification level. Modifications over the life of the structure were done in a manner to complete any given effort at a lowest cost figure. As a result of this construction history, the majority of the project budget needed at this time will be expended to bring the mechanical, electrical, and water services to current standards. Careful analysis by our design/build MEP team members came to the same conclusions that new services for each of these disciplines are needed to bring this building back to life.

Once the MEP work effort was set our attention turned to improving the exterior. New paint, awnings, windows, signage, and modest planting areas will allow this building to present an image that reflects the original design similar to the exterior of the 1947 building views as seen in this Informational package of materials. Windows facing the two main streets will receive new glazing. This effort includes an original round window brought back into the front façade, as well as preserving the original glass block details framing the entry area.


The interior is being designed for efficiency to provide produce, meat, and dry goods in this approximately 3,000 square foot facility. The lower level will be updated for use as dry storage. Remodeling to the second floor will be part of a future effort. This project has been part of discussions with multiple City staff at multiple levels for an extended period. With approvals it is the ownerships intent to move forward soon with the rebuilding, remodeling, and opening of a facility to provide a small grocery store to this underserved area of Madison.

Sincerely,



Kirk Keller, AIA, NCARB

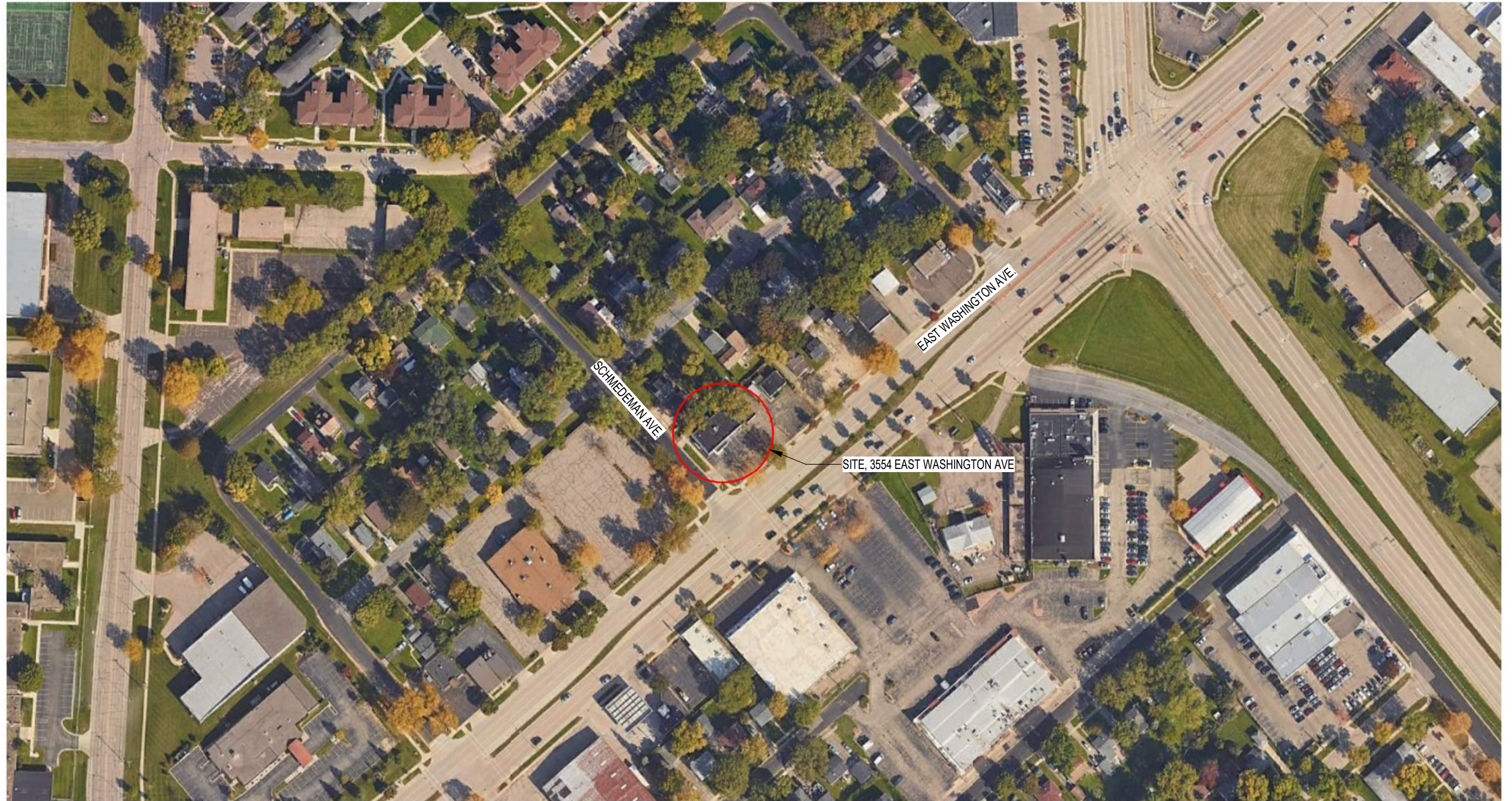
Cc: Mr. Samba Baldeh
Mr. Jerreh Kujabi

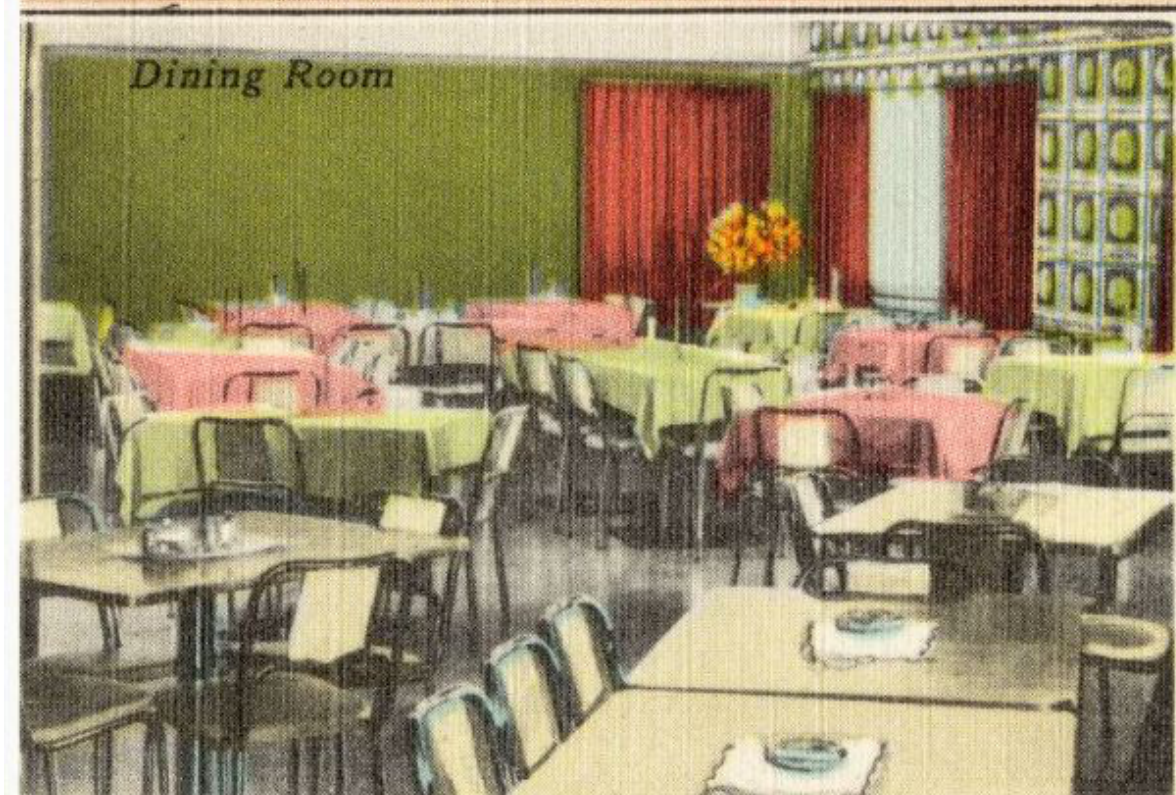


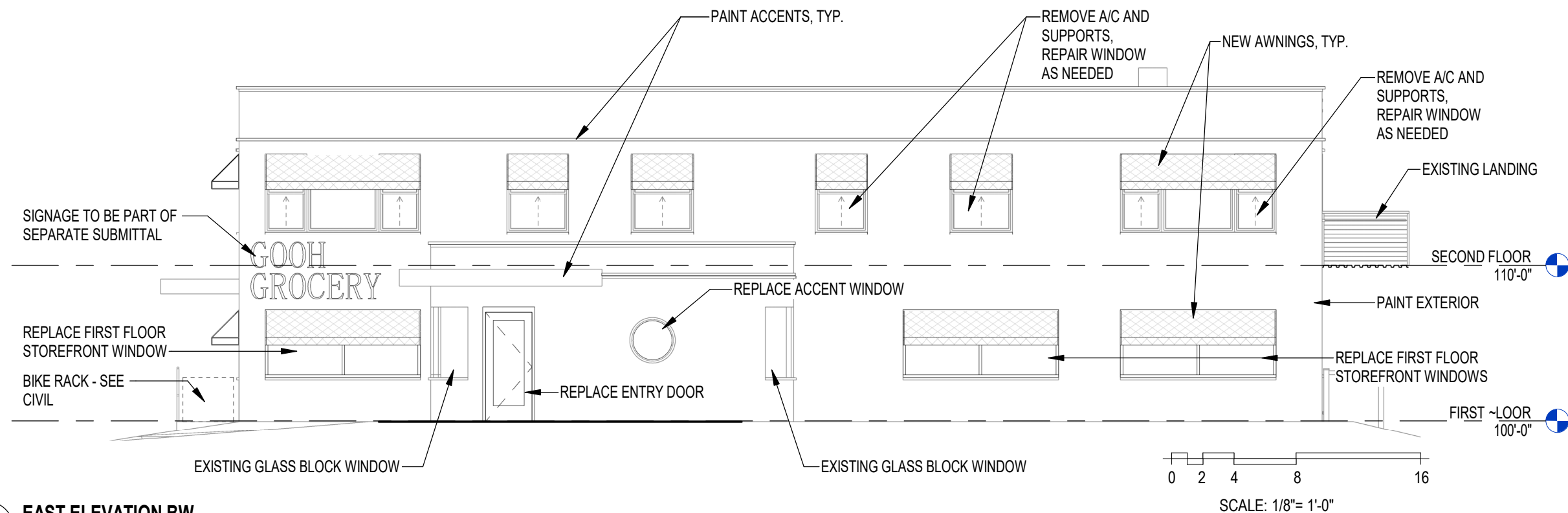
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1970 main street suite 201 sarasota, florida 34236 941 444 8845
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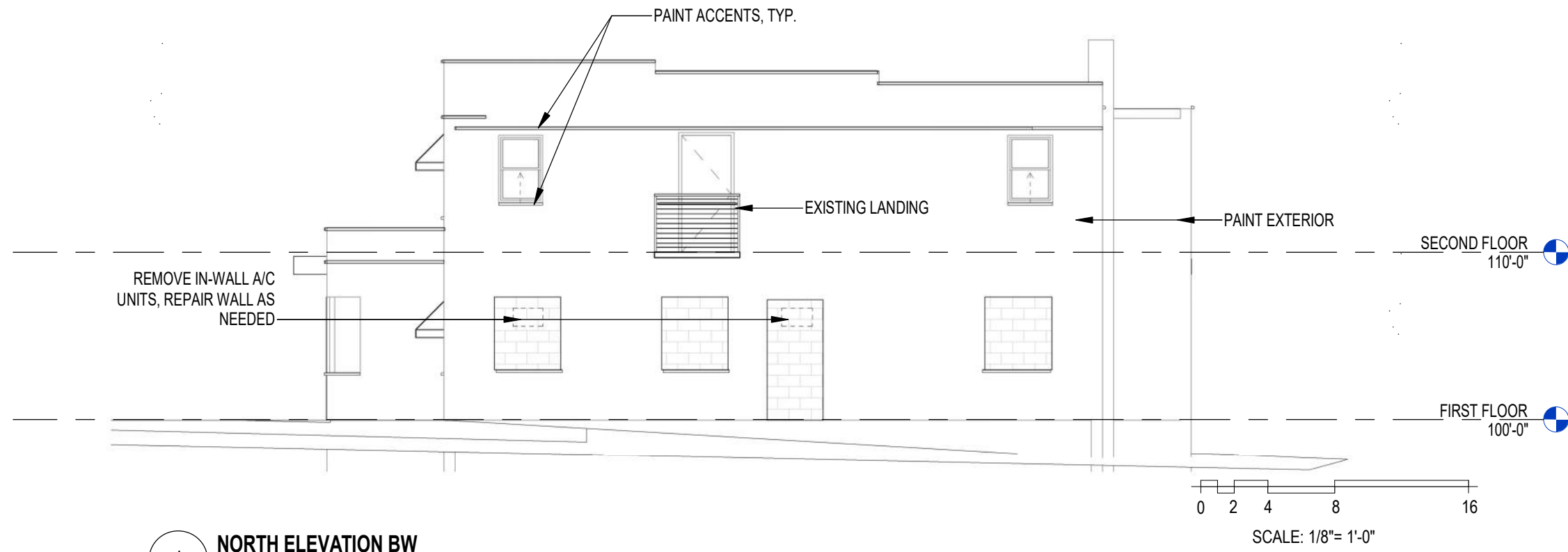


1 EAST ELEVATION BW
 1/8" = 1'-0"

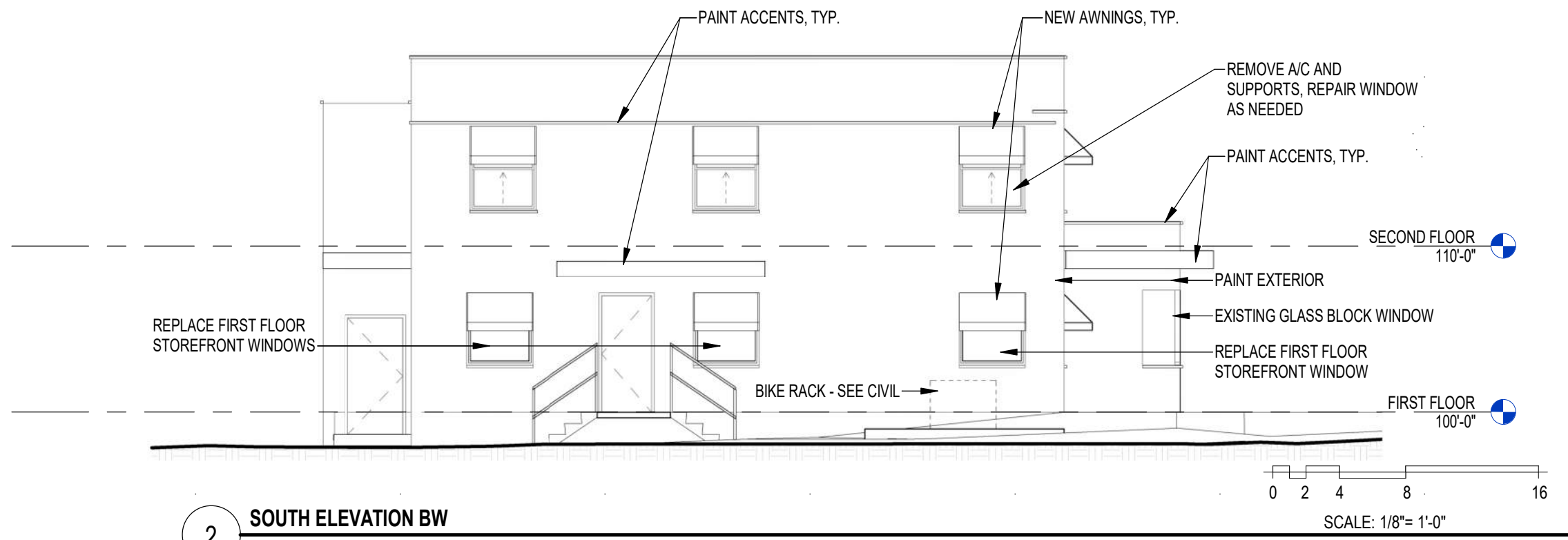


2 WEST ELEVATION BW
 1/8" = 1'-0"

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1 NORTH ELEVATION BW
 1/8" = 1'-0"



2 SOUTH ELEVATION BW
 1/8" = 1'-0"

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