



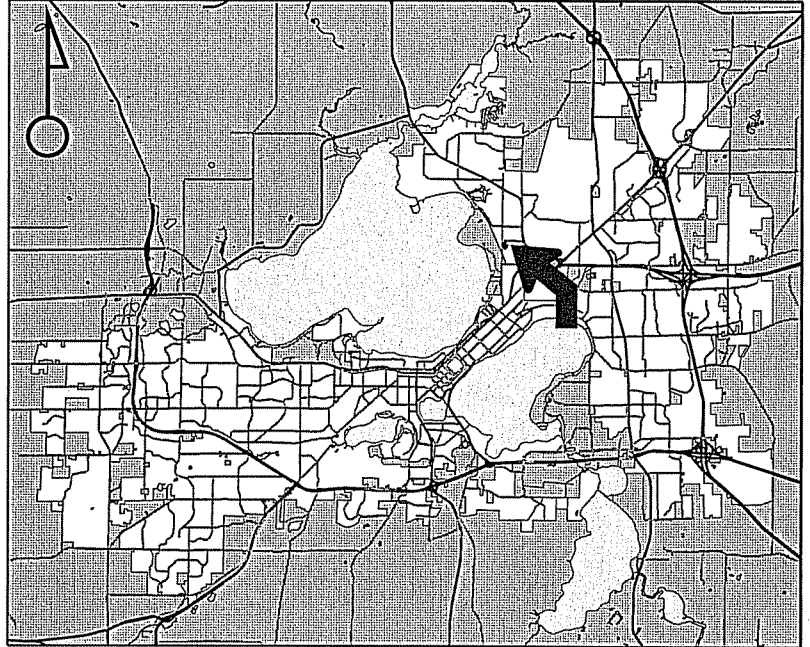
Location  
1219 North Sherman Avenue

Applicant  
The Alexander Company/  
Mark Lane - Iconica

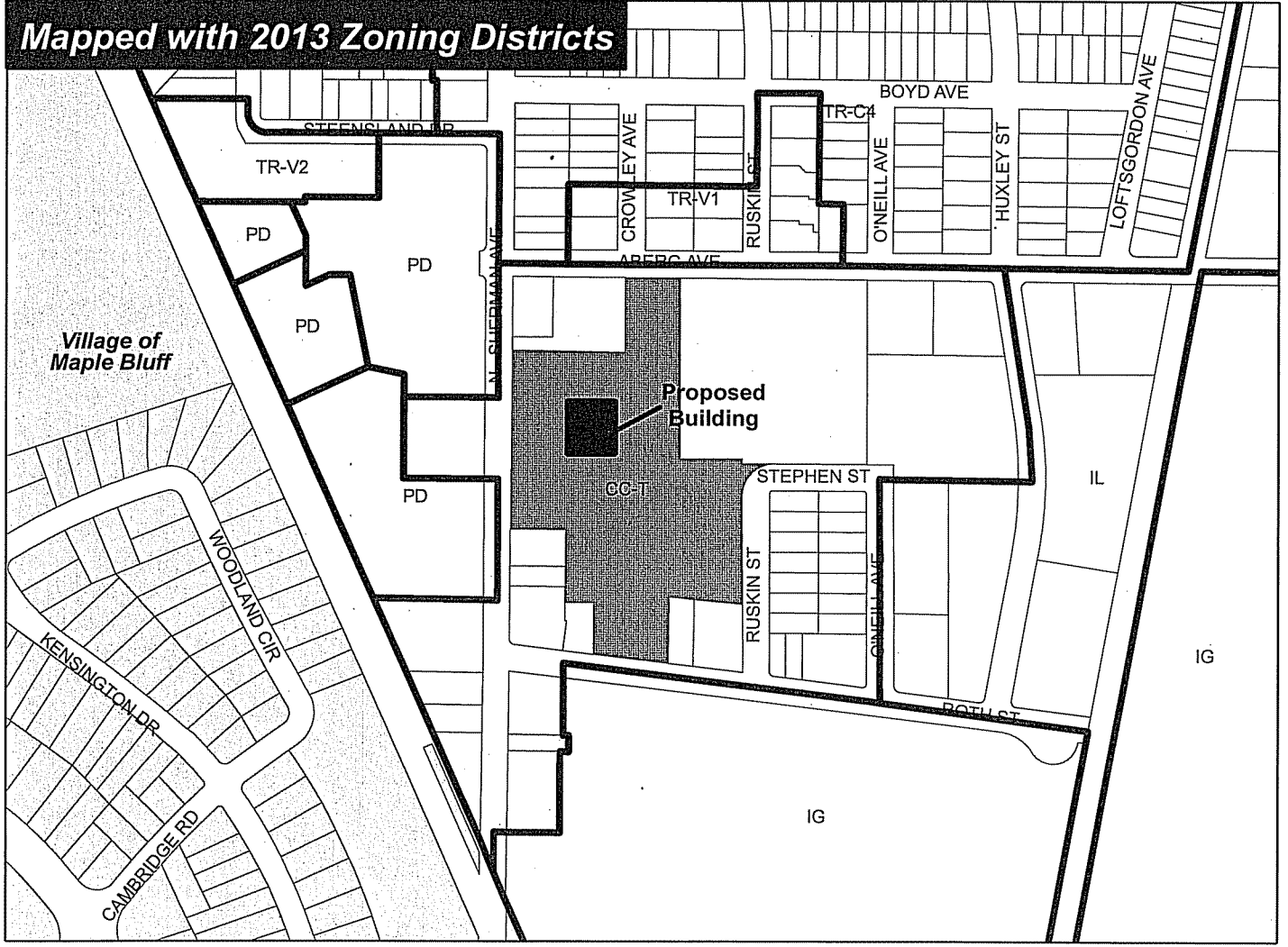
Existing Use  
Surface parking lot

Proposed Use  
Establish food processing facility in  
recently approved building

Public Hearing Date  
Plan Commission  
18 February 2013



For Questions Contact: Heather Stouder at: 266-5974 or [hstouder@cityofmadison.com](mailto:hstouder@cityofmadison.com) or City Planning at 266-4635



Scale : 1" = 400'

City of Madison, Planning Division : RPJ : Date : 07 February 2013



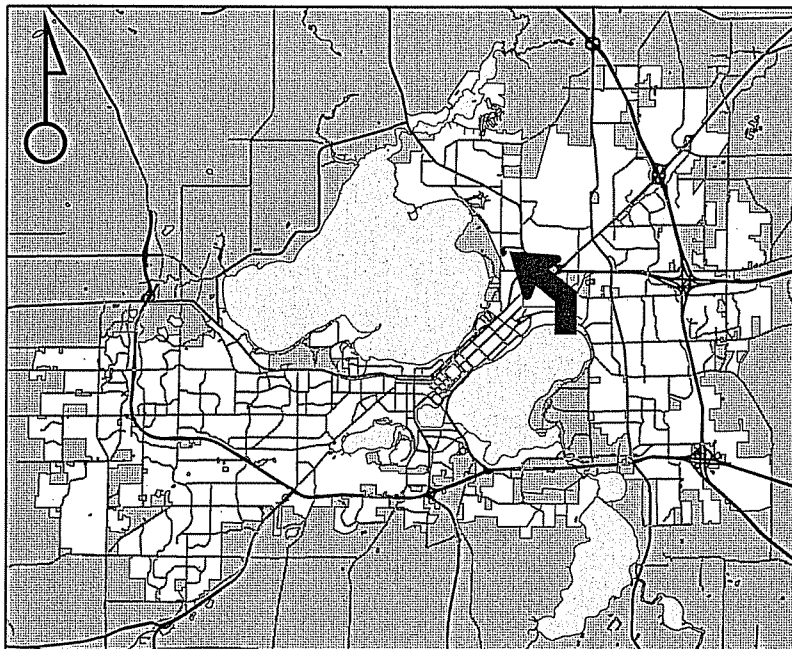
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# LAND USE APPLICATION Madison Plan Commission

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 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	<u>EXEMPT</u> Receipt No. <u>28-206</u>
Date Received	<u>1/3/13</u>
Received By	<u>PDA</u>
Parcel No.	<u>0810-313-0303-5</u>
Aldermanic District	<u>12</u>
GQ	_____
Zoning District	<u>LL-T</u>
<i>For Complete Submittal</i>	
Application	<u>/</u> Letter of Intent <u>/</u>
Photos	<u>/</u> Legal Descript. <u>/</u>
Plan Sets	<u>/</u> Zoning Text <u>/</u>
Alder Notification	<u>/</u> Waiver _____
Ngrhd. Assn Not.	<u>/</u> Waiver _____
Date Sign Issued	_____

1. **Project Address:** 1219 N. Sherman Avenue (Sherman at Aberg) **Project Area in Acres:** 0.349

**Project Title (if any):** FEED Incubator

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: Mark Lane Company: Iconica

Street Address: 901 Deming Way City/State: Madison, WI Zip: 53717

Telephone: (608) 664-3552 Fax: (608) 664-3535 Email: mark.lane@iconicacreates.com

Project Contact Person: Mark Lane Company: Iconica

Street Address: 901 Deming Way City/State: Madison, WI Zip: 53717

Telephone: (608) 664-3552 Fax: (608) 664-3535 Email: mark.lane@iconicacreates.com

Property Owner (if not applicant): The Alexander Company

Street Address: 145 East Badger Road, Suite 200 City/State: Madison, WI Zip: 53713

4. **Project Information:**

Provide a brief description of the project and all proposed uses of the site: Commercial Building

Development Schedule: Commencement 2/19/2013 Completion 8/23/2013

**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](mailto:pcapplications@cityofmadison.com).

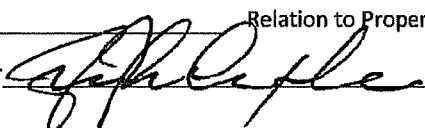
**In Addition, The Following Items May Also Be Required With Your Application:**

- 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. Please refer to the attached CSM
- 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 Comprehensive \_\_\_\_\_ Plan, which recommends Community Mixed Use \_\_\_\_\_ 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:  
Satya Rhodes-Conway (District 12 Alderperson) - 10/1/12; Megan McGuire - Sherman Neighborhood Association - 9/15/12
- 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: Heather Stouder Date: 10/24/12 Zoning Staff: Al Martin Date: 10/24/12

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

Name of Applicant Mark Lane Relation to Property Owner Architect for FEED  
 Authorizing Signature of Property Owner  Date 1/2/13



January 02, 2013

City of Madison  
Plan Commission  
215 Martin Luther King Jr. Blvd.  
Madison, WI 53703

Letter of Intent: FEED Kitchens – 1219 N. Sherman Avenue

Dear Plan Commission:

The Northside Planning Council's Food Enterprise & Economic Development (FEED) Project is submitting this request for your review and approval. Our intent is to construct a 5,400 Commercial Building within an open parcel on this site at Sherman and Aberg Avenue (Northgate Mall). We were granted a conditional use permit for a shell Commercial Building at this site in December with the understanding that we would need to return to obtain a supplemental conditional use permit for the specific use of that Commercial Building (food processing and preparation) after January 1, 2013 due to changes in the Zoning Code after that date. The building will house 5 commercial kitchens, dishwashing area, walk-in coolers/freezers, storage, conference room, offices, locker room and restroom. The facility will operate 7 days per week, 24 hours per day with management staff in place to handle all scheduling, coordinate all service and maintenance needs of both the interior and exterior spaces.

The facility will be owned by the Northside Planning Council (NPC), with fiscal oversight provided by the NPC Board, and operations oversight provided by a separate advisory board devoted to the facility's management.

If you have any questions about this project you can contact Ellen Barnard, FEED Project Coordinator at (608) 576-3734, or [ellenb@feedkitchens.org](mailto:ellenb@feedkitchens.org).

Sincerely,

Ellen Barnard  
FEED Project Coordinator