



# City of Madison

## Proposed Conditional Use

Location  
901 Applegate Road

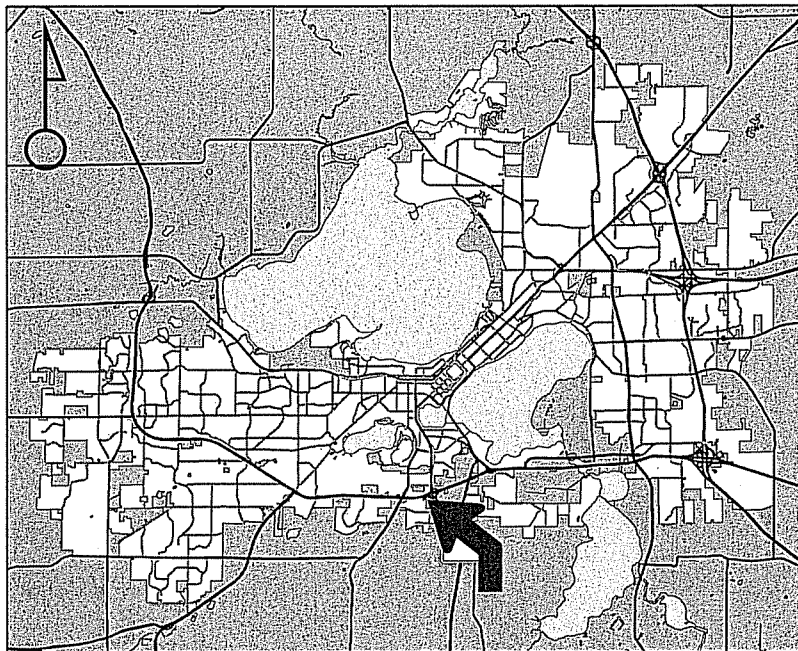
Project Name  
Restaurant "Sensations"

Applicant  
Shyam, LLC/Ashford Williams -  
Aktive Entertainment, LLC

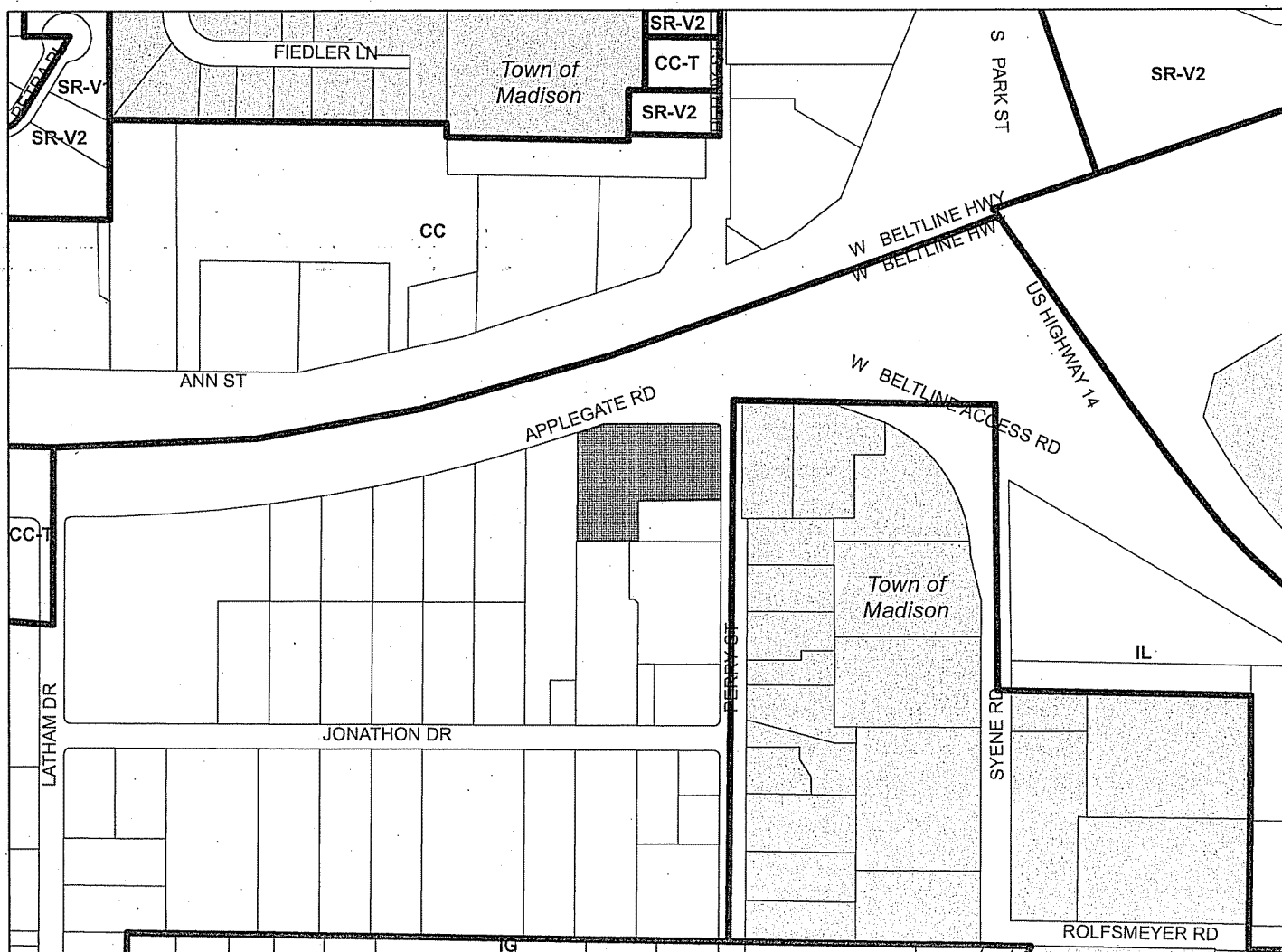
Existing Use  
Vacant commercial building

Proposed Use  
Establish restaurant in IL zoning

Public Hearing Date:  
Plan Commission  
28 April 2014

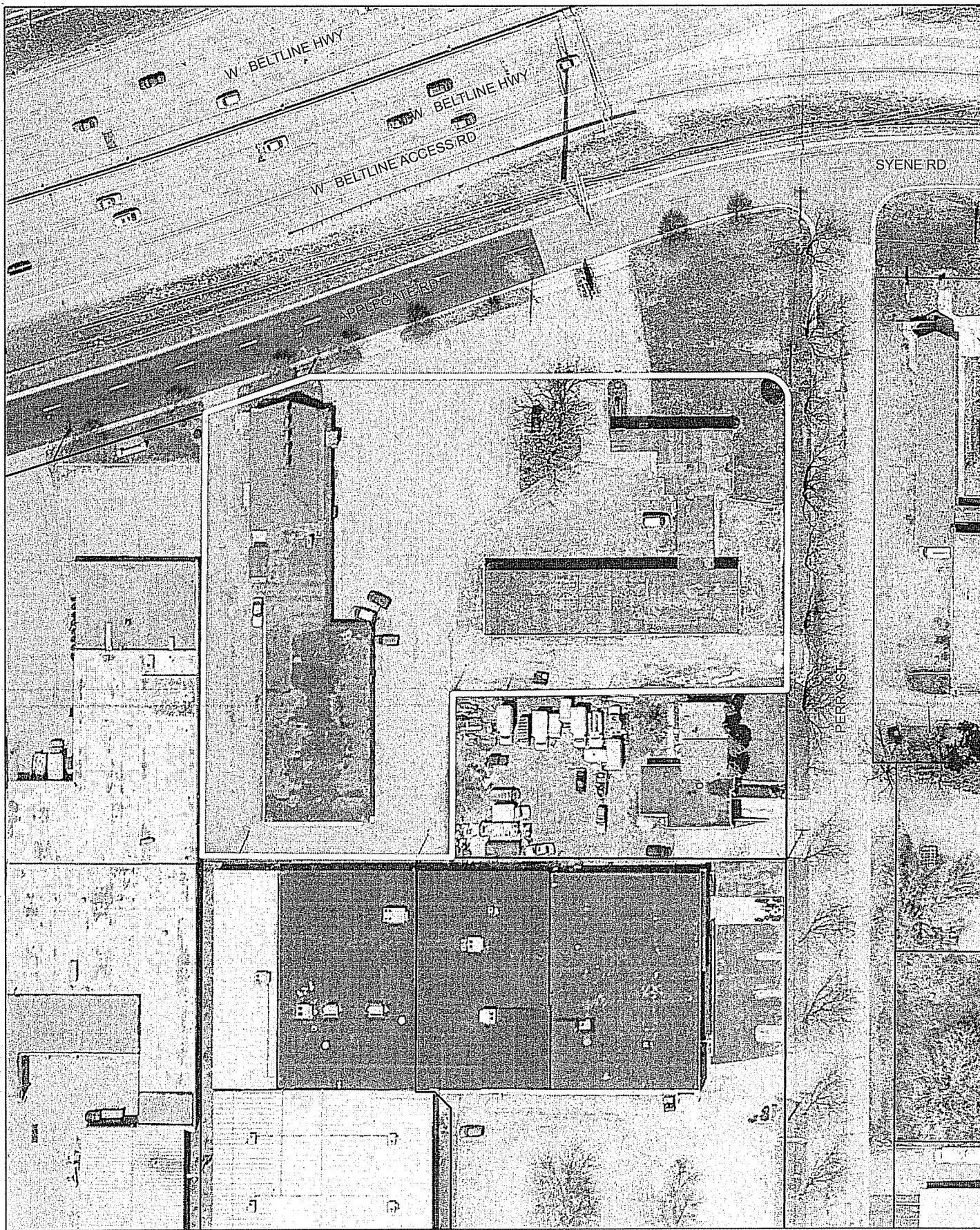


For Questions Contact: Heather Stouder at: 266-5974 or [hstouder@cityofmadison.com](mailto:hstouder@cityofmadison.com) or City Planning at 266-4635



Scale : 1" = 400'

City of Madison, Planning Division : RPJ : Date : 16 April 2013





# LAND USE APPLICATION

CITY OF MADISON

215 Martin Luther King Jr. Blvd; Room LL-100  
PO Box 2985; Madison, Wisconsin 53701-2985  
Phone: 608.266.4635 | Facsimile: 608.267.8739

- All Land Use Applications should be filed with the Zoning Administrator at the above address.
- 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.
- This form may also be completed online at:  
[www.cityofmadison.com/developmentcenter/landdevelopment](http://www.cityofmadison.com/developmentcenter/landdevelopment)

FOR OFFICE USE ONLY:	
Amt. Paid <u>600</u>	Receipt No. <u>152110</u>
Date Received <u>3/11/14</u>	
Received By <u>PDA</u>	
Parcel No. <u>0709-353-0501-5</u>	
Aldermanic District <u>14 - STRASER</u>	
Zoning District <u>IL</u>	
Special Requirements <u>---</u>	
Review Required By:	
<input type="checkbox"/> Urban Design Commission	<input checked="" type="checkbox"/> Plan Commission
<input type="checkbox"/> Common Council	<input type="checkbox"/> Other: _____

Form Effective: February 21, 2013

1. Project Address: 901 Applegate rd Madison WI 53713  
Project Title (if any): Restaurant "Sensations"

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
- ☐ Review of Alteration to Planned Development (By Plan Commission)
- ☒ Conditional Use, or Major Alteration to an Approved Conditional Use
- ☐ Demolition Permit
- ☐ Other Requests: \_\_\_\_\_

3. Applicant, Agent & Property Owner Information:

Applicant Name: Ashford I Williams Company: Active Entertainment LLC  
Street Address: 2080 Allen Blvd #1 City/State: Middleton WI Zip: 53562  
Telephone: 608 2176737 Fax: ( ) Email: Ashfordwilliams@live.com

Project Contact Person: Ashford Williams Company: Active Ent LLC  
Street Address: 2080 Allen Blvd #1 City/State: Middleton WI Zip: 53562  
Telephone: ( ) 2176737 Fax: ( ) Email: \_\_\_\_\_

Property Owner (if not applicant): Shaym LLC  
Street Address: 915 Applegate rd City/State: Madison WI Zip: 53713

4. Project Information:

Provide a brief description of the project and all proposed uses of the site: Restaurant, Dancing  
music table games "Ches" "Dominos"

Development Schedule: Commencement \_\_\_\_\_ Completion \_\_\_\_\_

## 5. Required Submittal Information

All Land Use applications are required to include the following:

☐ **Project Plans including:**\*

- ✓ Site Plans (fully dimensioned plans depicting project details including all lot lines and property setbacks to buildings; demolished/proposed/alterd buildings; parking stalls, driveways, sidewalks, location of existing/proposed signage; HVAC/Utility location and screening details; useable open space; and other physical improvements on a property)
- Grading and Utility Plans (existing and proposed)
- Landscape Plan (including planting schedule depicting species name and planting size)
- Building Elevation Drawings (fully dimensioned drawings for all building sides, labeling primary exterior materials)
- ✓ Floor Plans (fully dimensioned plans including interior wall and room location)

Provide collated project plan sets as follows:

- **Seven (7) copies** of a full-sized plan set drawn to a scale of 1 inch = 20 feet (folded or rolled and stapled)
- **Twenty Five (25) copies** of the plan set reduced to fit onto 11 X 17-inch paper (folded and stapled)
- **One (1) copy** of the plan set reduced to fit onto 8 1/2 X 11-inch paper

\* For projects requiring review by the **Urban Design Commission**, provide **Fourteen (14) additional 11x17 copies** of the plan set. In addition to the above information, all plan sets should also include: 1) Colored elevation drawings with shadow lines and a list of exterior building materials/colors; 2) Existing/proposed lighting with photometric plan & fixture cutsheet; and 3) Contextual site plan information including photographs and layout of adjacent buildings and structures. The applicant shall bring samples of exterior building materials and color scheme to the Urban Design Commission meeting.

☐ **Letter of Intent: Provide one (1) Copy per Plan Set** describing this application in detail including, but not limited to:

- |   |   |  |
|---|---|--|
| • Project Team                                | • Building Square Footage                       | • Value of Land  |
| • Existing Conditions                         | • Number of Dwelling Units                      | • Estimated Project Cost                                     |
| • Project Schedule                            | • Auto and Bike Parking Stalls                  | • Number of Construction & Full-Time Equivalent Jobs Created |
| • Proposed Uses (and ft <sup>2</sup> of each) | • Lot Coverage & Usable Open Space Calculations | • Public Subsidy Requested                                   |
| • Hours of Operation                          |   |  |

\$600.00 ☐ **Filing Fee:** Refer to the Land Use Application Instructions & 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 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.

☐ **Additional Information** may be required, depending on application. Refer to the Supplemental Submittal Requirements.

## 6. Applicant Declarations

☒ **Pre-application Notification:** 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:

→ 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: 3/10/14 Zoning Staff: Pat Anderson Date: 3/10/14

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

Name of Applicant Ashford Williams Relationship to Property: Manager Tenant  
Authorizing Signature of Property Owner Ashford Williams Date 3/12/14

**Subject:** FW: Letter of intent

**From:** Ashford Williams <ashfordwilliams@live.com>

**Date:** Wed, 12 Mar 2014 11:18:53 -0500

**To:** "usa0416@fedex.com" <usa0416@fedex.com>

I need this email to be printed out in black and white I need 2 copies thank you call me at 608-217-6737 when their done.

---

March 12, 2014

Aktive Entertainment LLC  
901 Applegate Rd.  
Madison WI 53713

To whom it may concern;

We are pleased to submit this letter of intent to you in connection with certain services to be provided by Sensations Of Madison.

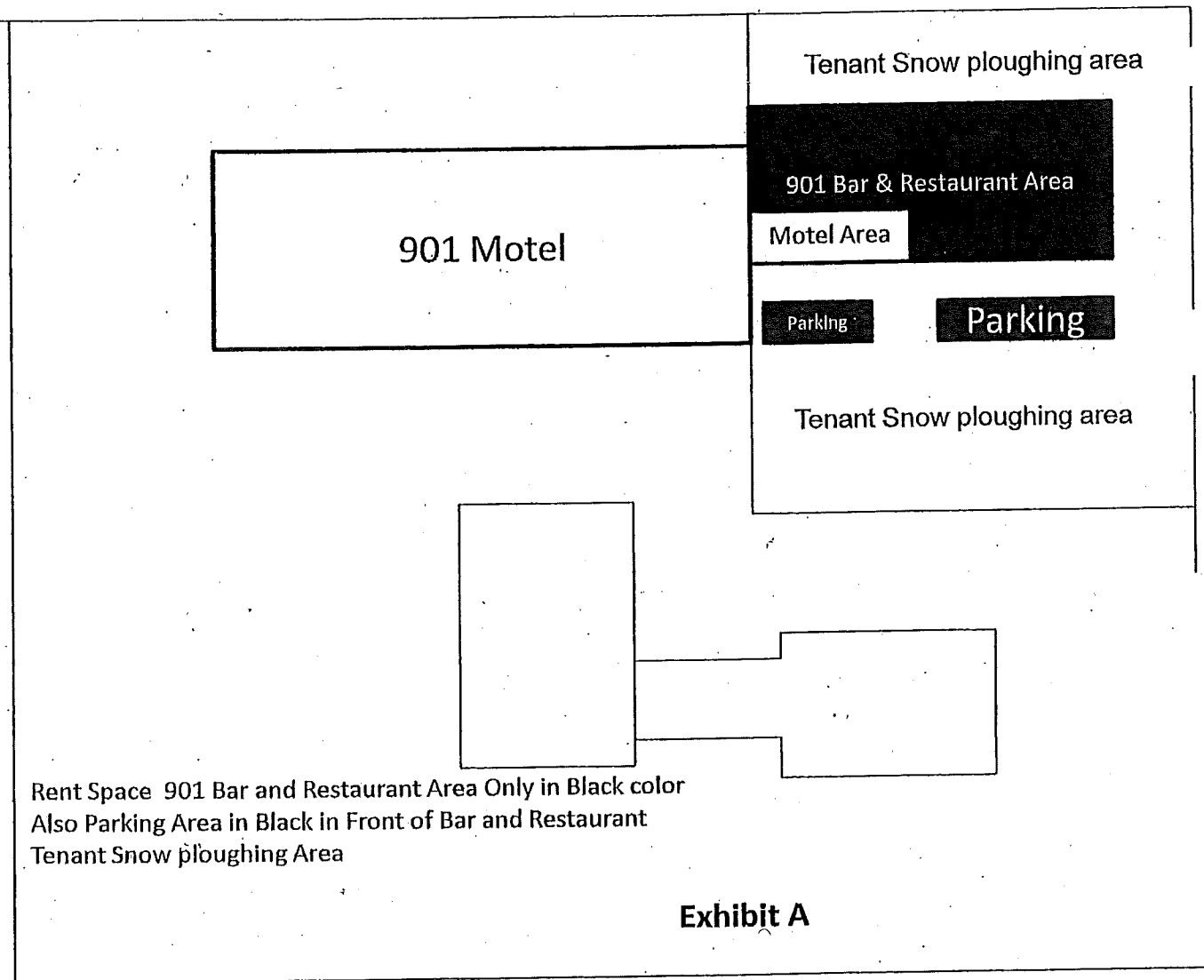
Sensations of Madison is looking to bring a neo soul food restaurant and Lounge to the Madison area with an eclectic and colorful food menu. Sensations Of Madison is looking to see at least 60% of all sales to come from our food sales that will mostly consist of American cuisine and a slight mixture of island and southwestern food selection and 40% from salsa merengue. At Sensations of Madison or patrons are not only able to enjoy our signature meal which consist of a 8oz sirloin steak with garlic butter sauce and a choice of two side dishes and a beverage, but they will be able to enjoy a night with light R&B and jazz music.

Sensations of Madison has a strict dress code policy and is for members 25 years and older. Our hours of operations will go as follows; Monday- Thursday 11am-12am, Friday & Saturday 11am-1am and Sunday 11am-10pm.

Sincerely

Sensations Of Madison

CONFIDENTIALITY NOTICE: This e-mail, including any attachments, may contain confidential, privileged and/or proprietary information which is solely for the use of the intended recipient(s). Any review, use, disclosure, or retention by others is strictly prohibited. If you are not an intended recipient, please contact the sender and delete this e-mail, any attachments, and all copies.







ELEVATIONS HAVE BEEN ESTABLISHED ON THE WEST 150' LOT ON A 2.5' GRID.

300  
45  
15 BIKE STALLS

CITY OF MADISON		
PARKING FACILITIES APPROVED		Date
Zoning	Commer	5-11-79
Plan		5/11/79
Traffic		
Police		5-11-79
City Eng.		

915 Applegate