



# URBAN DESIGN COMMISSION APPLICATION CITY OF MADISON

This form may also be completed online at:  
<http://www.cityofmadison.com/planning/documents/UDCapplication.pdf>

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

Please complete all sections of the application, including the desired meeting date and the type of action requested.

Date Submitted: <u>July 13, 2016</u>	<input checked="" type="checkbox"/> Informational Presentation <input type="checkbox"/> Initial Approval <input type="checkbox"/> Final Approval
UDC Meeting Date: <u>July 27, 2016</u>	
Combined Schedule Plan Commission Date (if applicable): _____	

1. Project Address: 53 West Towne Mall  
Project Title (if any): SEARS Property

2. This is an application for (Check all that apply to this UDC application):

- New Development
- Alteration to an Existing or Previously-Approved Development

**A. Project Type:**

- Project in an Urban Design District\* (public hearing-\$300 fee)
- Project in the Downtown Core District (DC) or Urban Mixed-Use District (UMX) (\$150 fee, Minor Exterior Alterations)
- Suburban Employment Center (SEC) or 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 Planned Residential Complex

**B. Signage:**

- Comprehensive Design Review\* (public hearing-\$300 fee)
- Street Graphics Variance\* (public hearing-\$300 fee)
- Signage Exception(s) in an Urban Design District (public hearing-\$300 fee)

**C. Other:**

Please specify: \_\_\_\_\_

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

Applicant Name: JAMES BRY  
 Street Address: 489 FIFTH AVE, 18th Floor  
 Telephone: (212) 355-7800 Fax: ( )

Company: Seritage SRC Finance LLC  
 City/State: NEW YORK, NY Zip: 10017  
 Email: jbry@seritage.com

Project Contact Person: JEFF VERCAUTEREN, Esq.  
 Street Address: 33 E. MAIN ST., SUITE 300  
 Telephone: (608) 234-6052 Fax: ( )

Company: White Hirschboeck Dudek  
 City/State: MADISON, WI Zip: 53701  
 Email: jvercauteren@whdlaw.com

Project Owner (if not applicant): \_\_\_\_\_  
 Street Address: \_\_\_\_\_  
 Telephone: ( ) Fax: ( )

City/State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Email: \_\_\_\_\_

**4. Applicant Declarations:**

A. Prior to submitting this application, the applicant is required to discuss the proposed project with Urban Design Commission staff. This application was discussed with Al Martin on May 5, 2016.

B. 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 Seritage SRC Finance LLC Relationship to Property OWNER  
 Authorized Signature [Signature] Date 7.13.16



489 Fifth Avenue  
18th floor  
New York, NY 10017  
Main: (212) 355-7800

July 13, 2016

Via Email and Hand Delivery

Urban Design Commission  
City of Madison  
215 Martin Luther King Jr. Blvd.  
Room LL-100  
Madison, WI 53703

Re: Informational Presentation Submittal  
Redevelopment of Sears-West Towne Property – 53 West Towne Mall

Dear Commission:

On behalf of Seritage SRC Finance, LLC, I am pleased to submit the enclosed materials for an Informational Presentation before the Urban Design Commission related to a planned Alteration to Conditional Use Permit-Planned Multi-Use Site for the property located at 53 West Towne Mall, commonly known as the Sears Department Store and Auto Center. A future land use application will include a request to amend the existing Conditional Use Permit in an effort to redevelop portions of the current Sears Department Store and Auto Center and add additional out pads on the property. We are very excited about the project and its contributions to revitalizing the property and enhancing West Towne Mall.

Seritage Growth Properties has a portfolio that contains 235 wholly-owned properties and 31 joint venture properties, consisting of approximately 42 million square feet of building space, which is broadly diversified by location across 49 states and Puerto Rico. Pursuant to a master lease, 224 of its wholly-owned properties are leased to Sears Holdings and are operated under either the Sears or K-Mart brand.

Seritage acquired the 18-acre Sears property at West Towne Mall in 2015. Pursuant to the master lease with Sears Holdings, Seritage has a right to recapture up to 50% of the full line Sears store and the entire Sears Auto Center and repurpose the recaptured space with alternate uses. In addition, Seritage has the option to develop additional outbuildings on the property. As part of the planned land use application, Seritage is proposing to recapture approximately 55,000 sf of the existing Sears full line store (downsizing Sears to 56,000 sf) and repurpose it with an approximately 31,000 sf Dave & Buster's entertainment use and an additional tenant of approximately 24,000 sf. In addition, Seritage is proposing to recapture the Auto Center and repurpose the building with restaurant uses. Furthermore, as part of a future land use application, Seritage is proposing to create three new outparcels for restaurant and/or retail use.

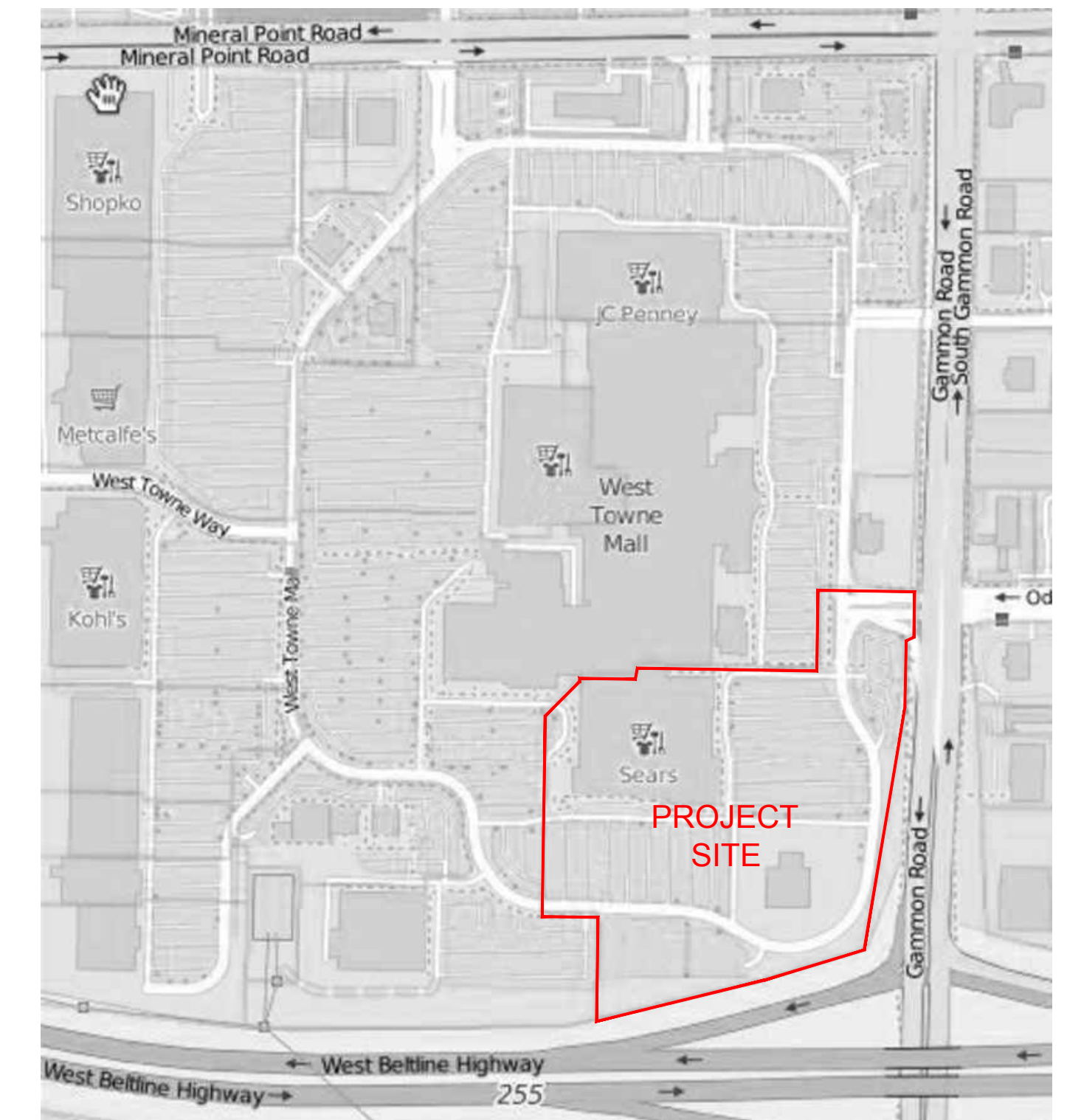
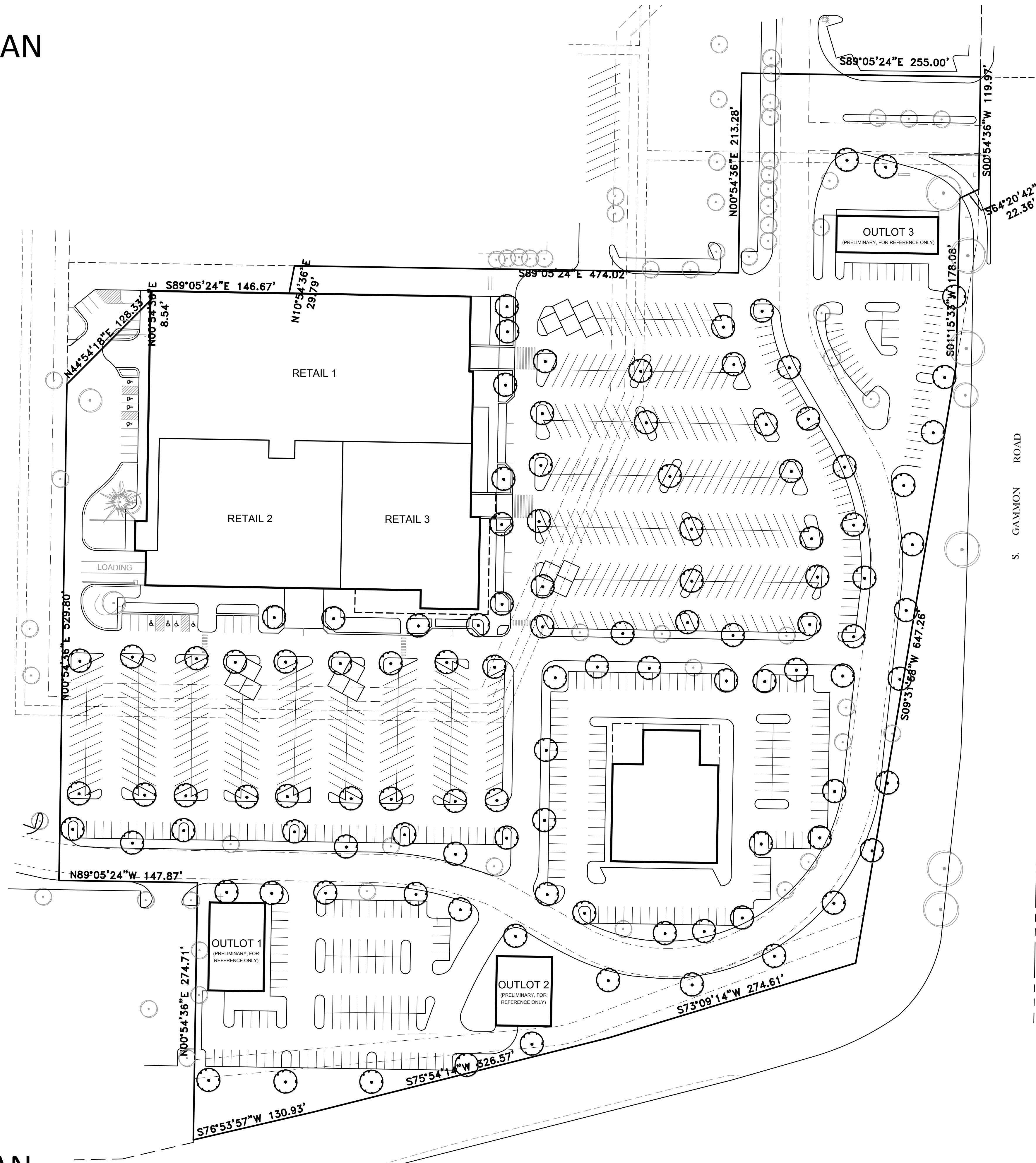
We look forward to presenting these materials to you and receiving your feedback on the proposal.

Sincerely,

  
James Bry  
Executive Vice President Development & Construction

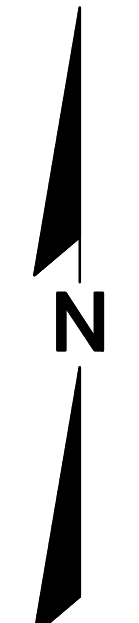
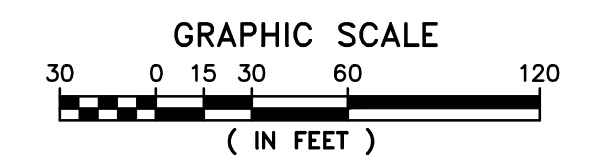
NYSE: SRG

# PRELIMINARY- SITE PLAN



MALL VICINITY MAP

SITE DATA	
<b>SEARS RECAPTURE</b>	
EXISTING PARKING STALLS	935
PROPOSED PARKING STALLS	703
<b>OUTLOT 1</b>	
PROPOSED PARKING STALLS	51
<b>OUTLOT 2</b>	
PROPOSED PARKING STALLS	50
<b>OUTLOT 3</b>	
PROPOSED PARKING STALLS	45



## SEARS RECAPTURE PLAN

WEST TOWNE - MADISON, WI 13 JULY 2016

**SERITAGE**  
GROWTH PROPERTIES

**R.A. Smith National**  
Beyond Surveying  
and Engineering

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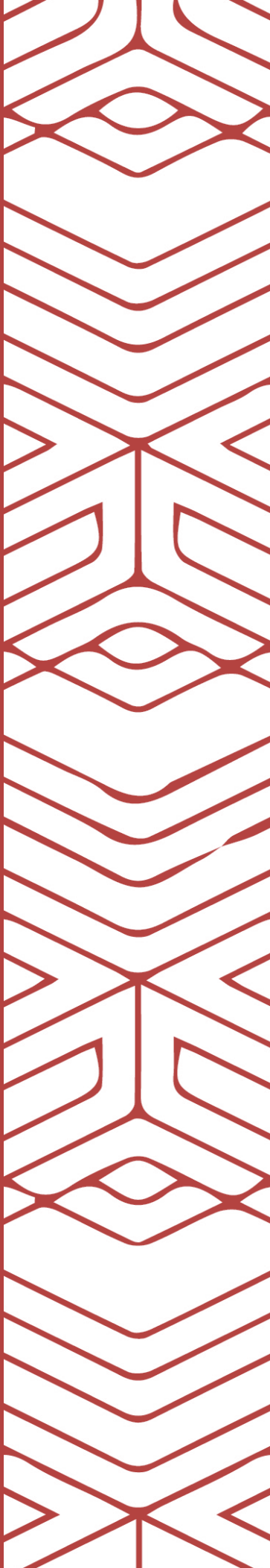
# WEST TOWNE MADISON, WI

66 W Towne Mall, Madison, WI 53719

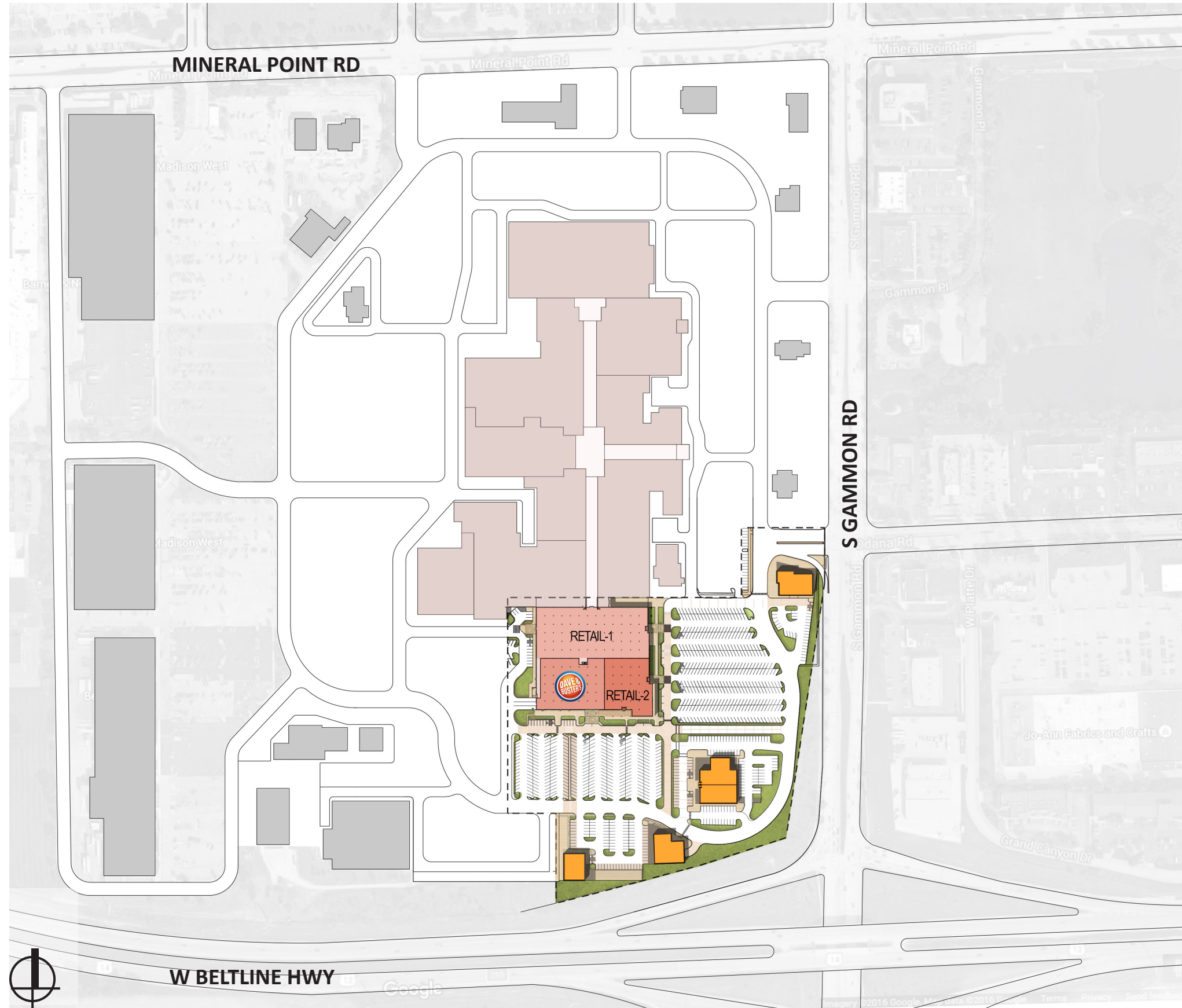
**SERITAGE**  
GROWTH PROPERTIES

# SEARS PARCEL REPURPOSING PLAN

INFORMATIONAL UDC PRESENTATION SUBMITTAL



# CONTEXTUAL SITE PLAN



VICINITY MAP

# EXISTING CONDITIONS - EAST FACADE



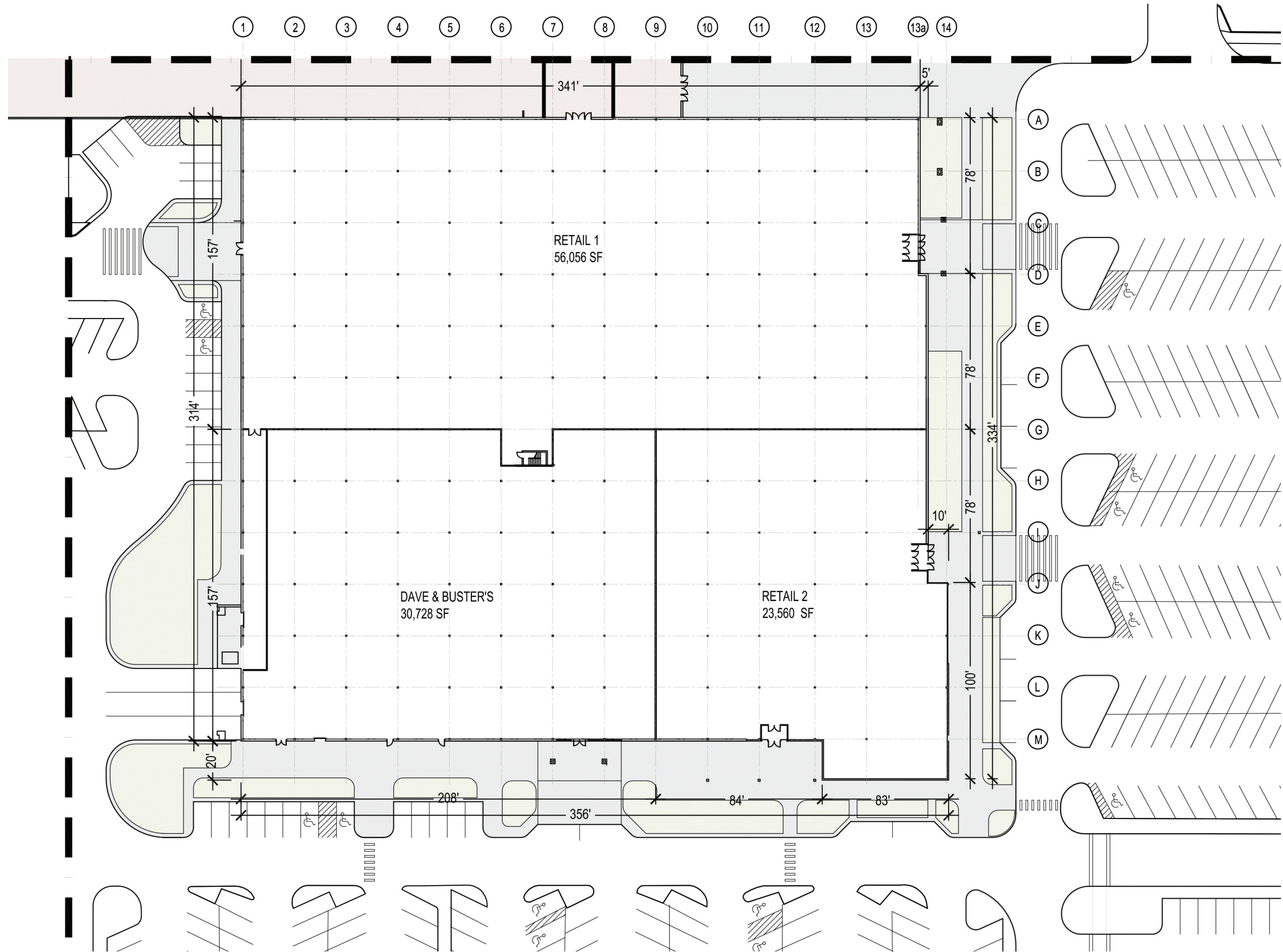
# EXISTING CONDITIONS - SOUTH FACADE



# EXISTING CONDITIONS - WEST FACADE



# SITE PLAN



# ELEVATION - SOUTH



**1** STOREFRONT GLASS



**2** METAL PANEL-4



**3** METAL PANEL-3



**4** WOOD-1



**5** WOOD-2



**6** STONE

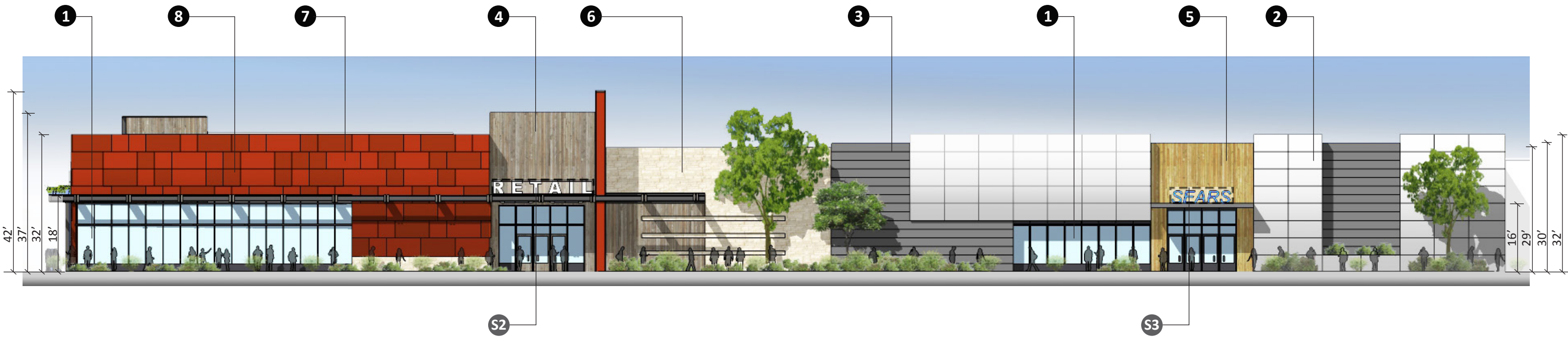


**7** METAL PANEL-1



**8** METAL PANEL-2

# ELEVATION - EAST



**1** STOREFRONT GLASS



**2** METAL PANEL-4



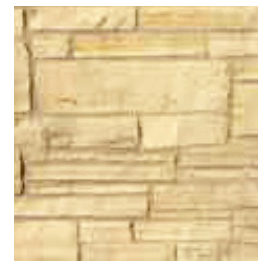
**3** METAL PANEL-3



**4** WOOD-1



**5** WOOD-2



**6** STONE

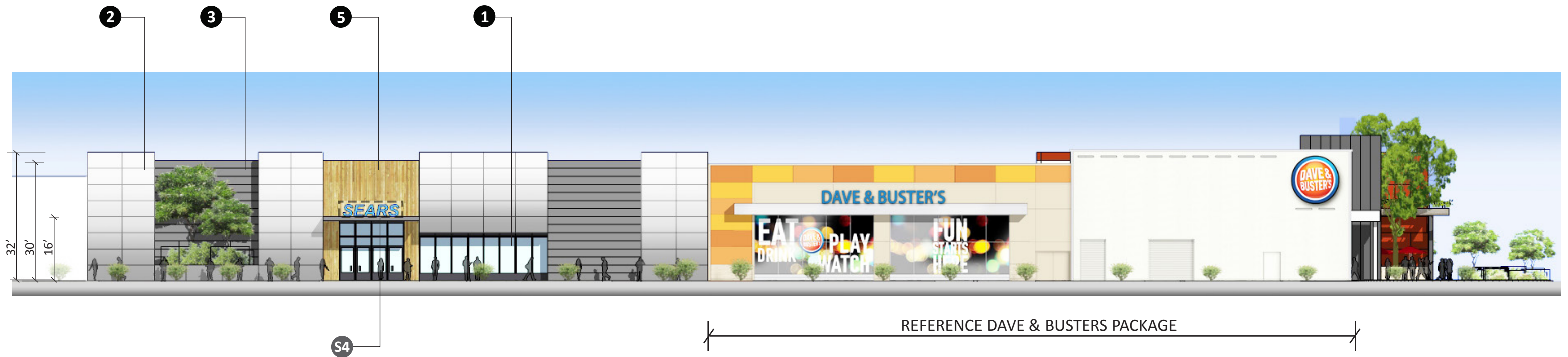


**7** METAL PANEL-1



**8** METAL PANEL-2

# ELEVATION - WEST



**1** STOREFRONT GLASS



**2** METAL PANEL-4



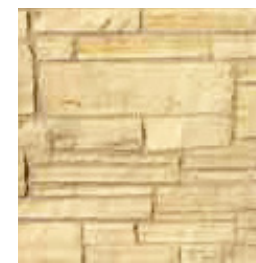
**3** METAL PANEL-3



**4** WOOD-1



**5** WOOD-2



**6** STONE



**7** METAL PANEL-1



**8** METAL PANEL-2

SOUTH ELEVATION



EXISTING SIGNAGE TO BE REMOVED  
144 SF

PROPOSED SIGNAGE



PROPOSED SIGNAGE

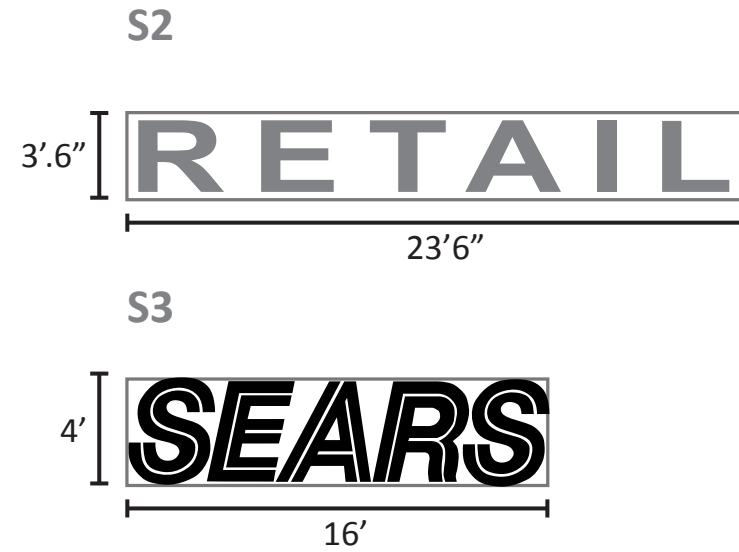
RETAIL: S1: 5'7" x 23'6" = 129. sq. ft.

EAST ELEVATION



EXISTING SIGNAGE TO BE REMOVED  
144 SF

PROPOSED SIGNAGE



PROPOSED SIGNAGE

RETAIL: S2: 3'6" x 23'6" = 82 sq. ft.  
SEARS: S3: 4' x 16' = 64 sq. ft.  
TOTAL = 128 sq. ft.

WEST ELEVATION



EXISTING SIGNAGE TO BE REMOVED  
144 SF

PROPOSED SIGNAGE



PROPOSED SIGNAGE

SEARS: S4: 4' x 16' = 64 sq. ft.  
TOTAL = 64 sq. ft.

# 3D VIEW - SOUTH



3D VIEW - EAST



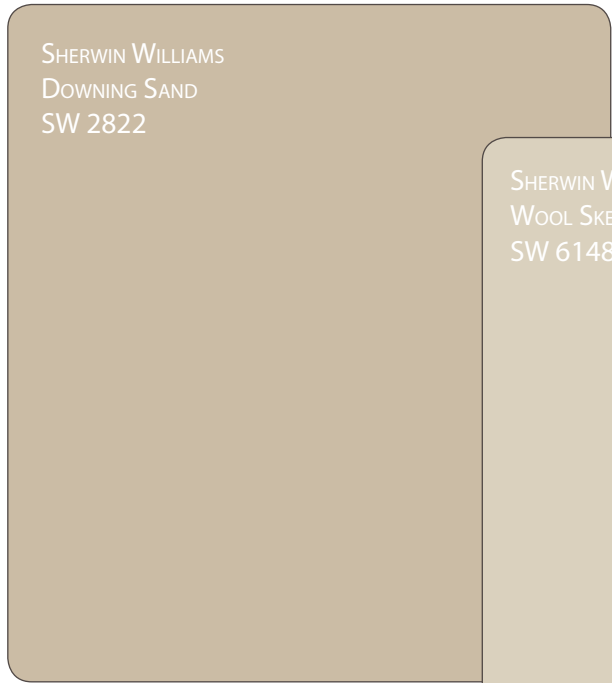
# 3D VIEW - SOUTH



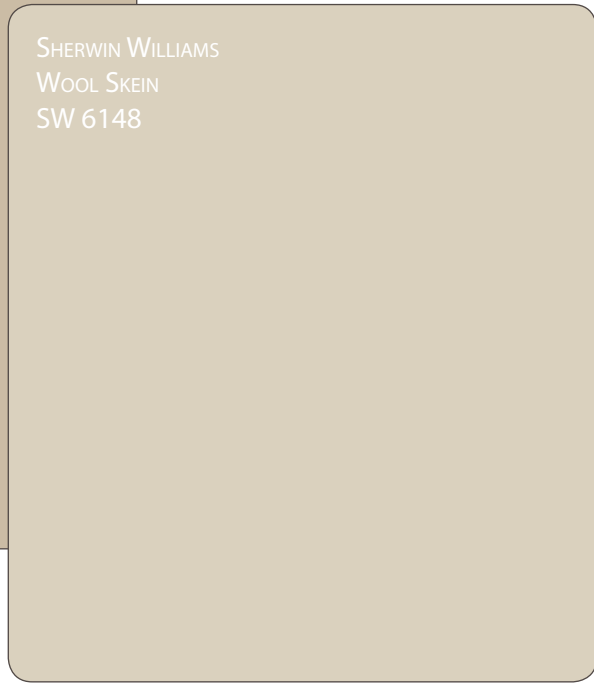


## Dave & Busters - Madison, WI

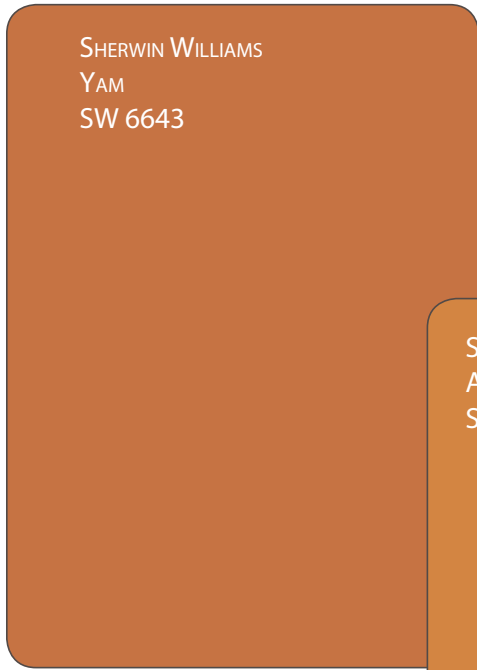
A Dave and Busters environment provides a visually pleasing façade focusing on articulation of surface through geometric form, hierarchy of building mass, color, light, and shadow. This well established brand integrates seamlessly into entertainment villages while providing a gathering destination within the West Towne Mall and the community. Dave and Busters at West Towne Mall will provide a customer focused experience to all those that gather.



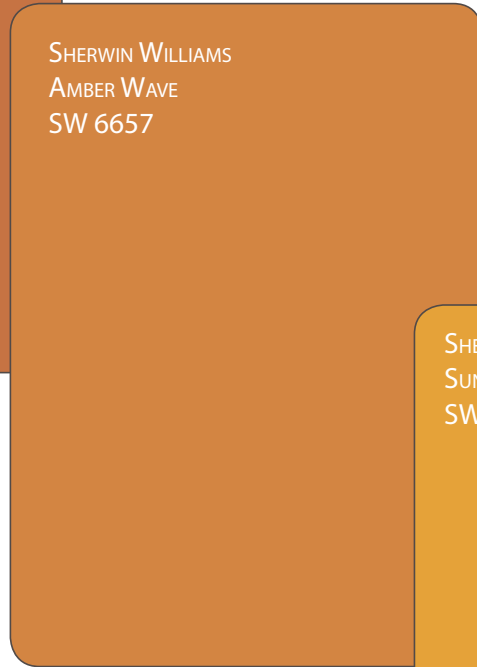
SHERWIN WILLIAMS  
DOWNING SAND  
SW 2822



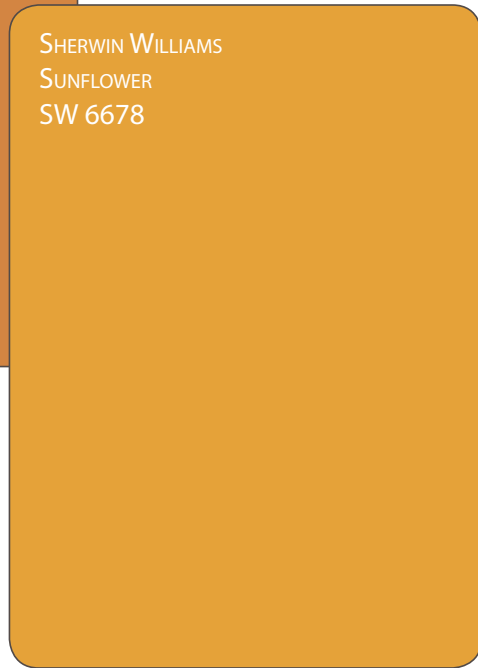
SHERWIN WILLIAMS  
WOOL SKEIN  
SW 6148



SHERWIN WILLIAMS  
YAM  
SW 6643



SHERWIN WILLIAMS  
AMBER WAVE  
SW 6657



SHERWIN WILLIAMS  
SUNFLOWER  
SW 6678



LIMESTONE



THIN VENEER SPLIT FACE BLOCK

## BUILDING MATERIALS



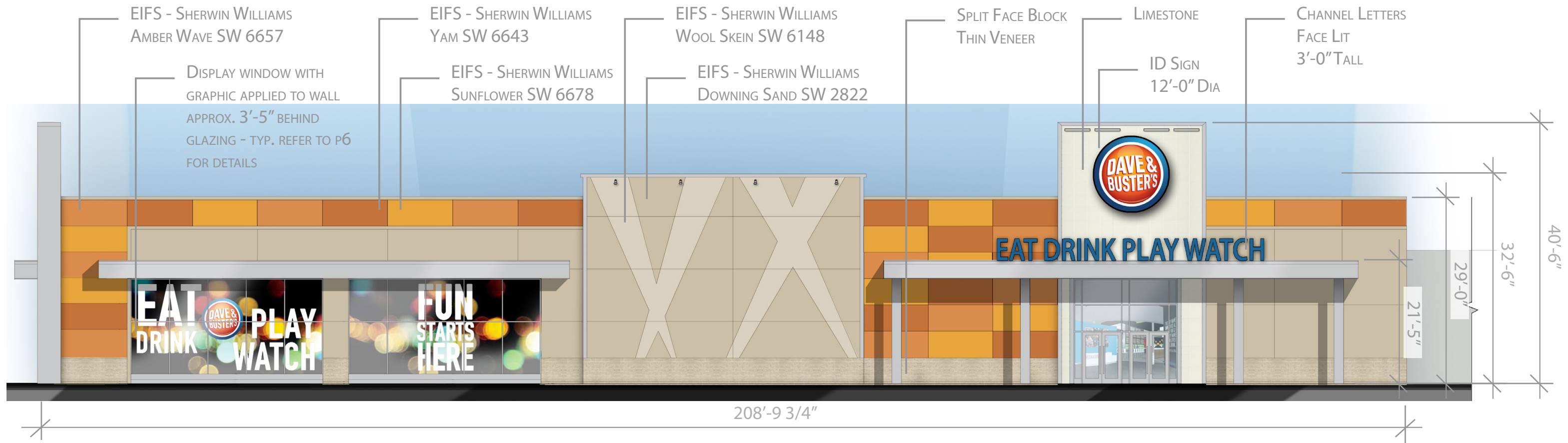
July 11, 2016 - Madison, WI

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Front Elevation



Left Elevation

ELEVATIONS - DAY

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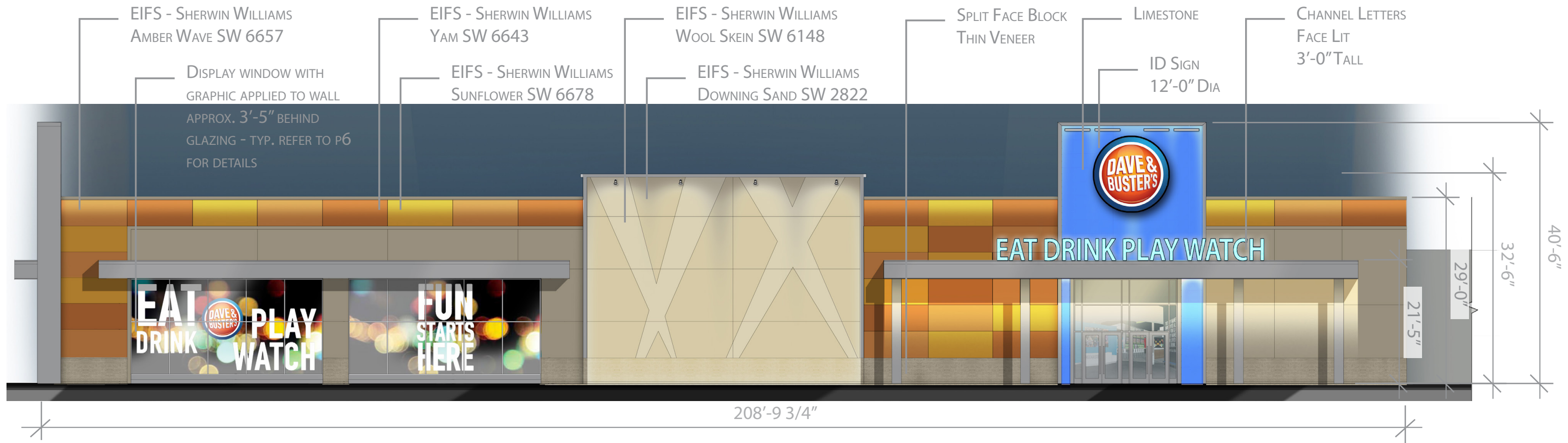


July 11, 2016 - Madison, WI

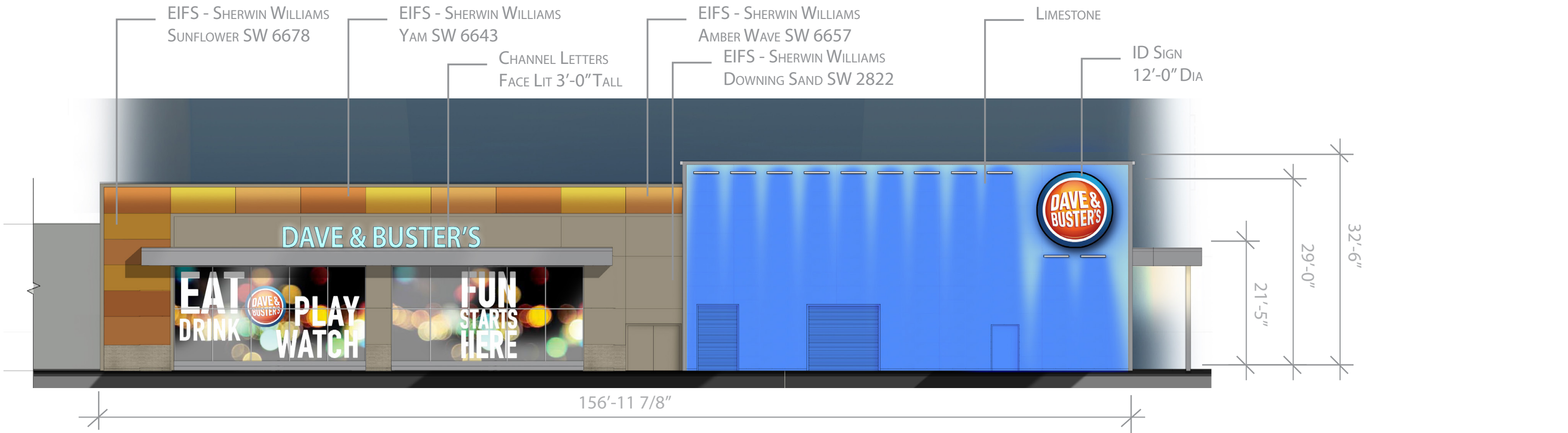
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Front Elevation



Left Elevation

ELEVATIONS - EVENING

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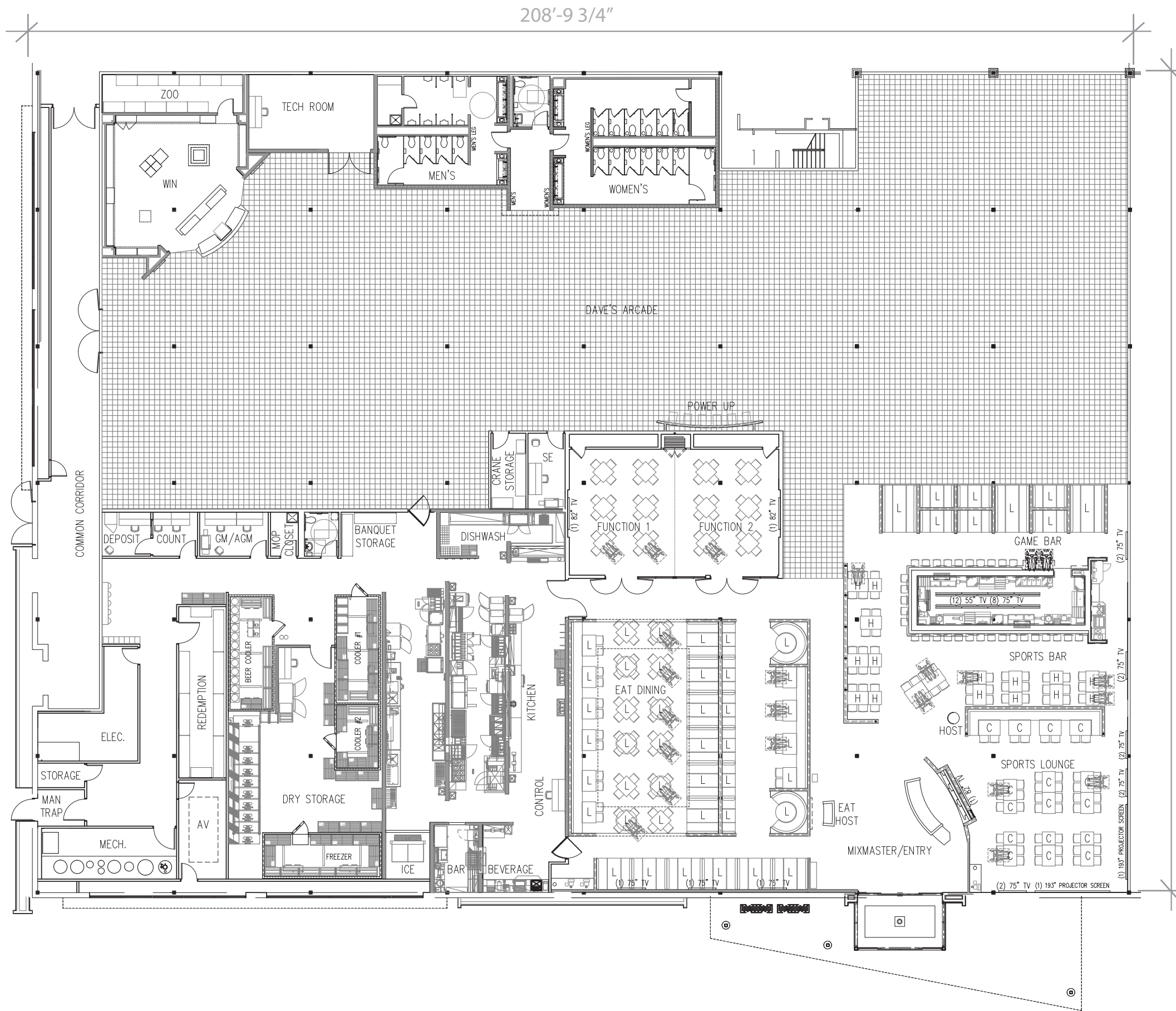


July 11, 2016 - Madison, WI

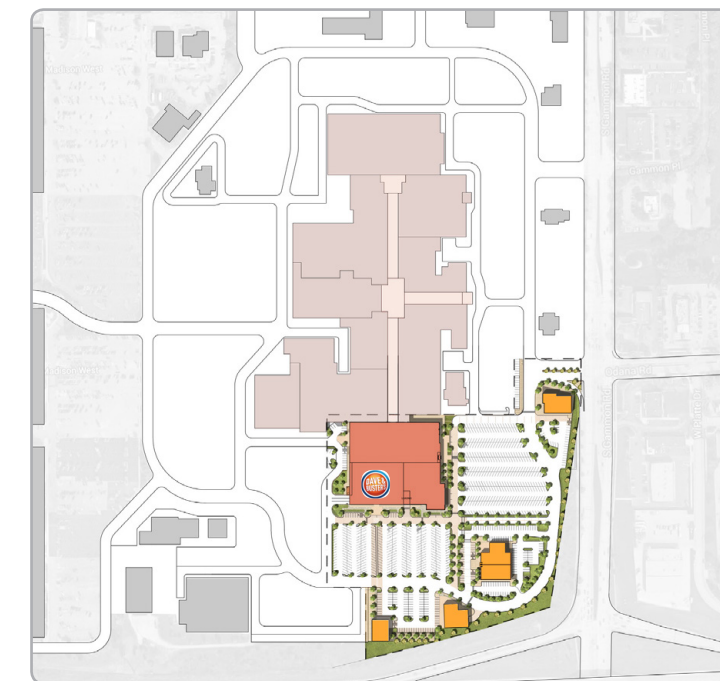
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Contextual Site Plan



Contextual Site Plan - Overall

FLOOR PLAN



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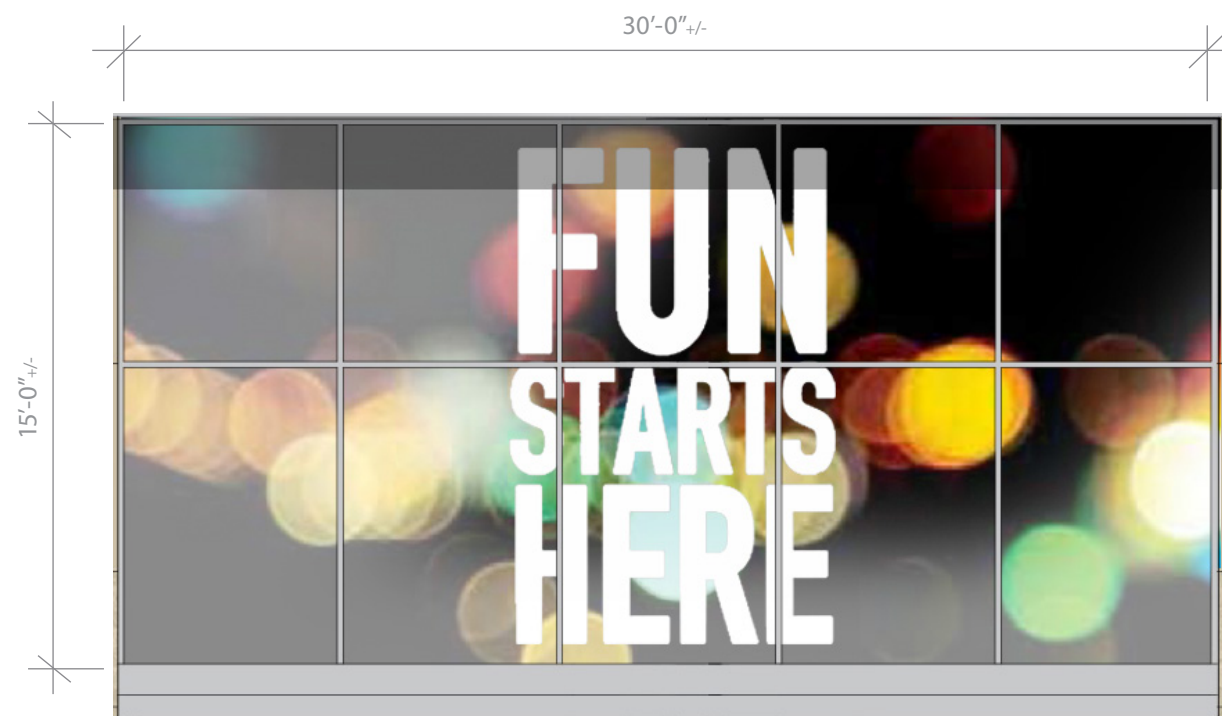
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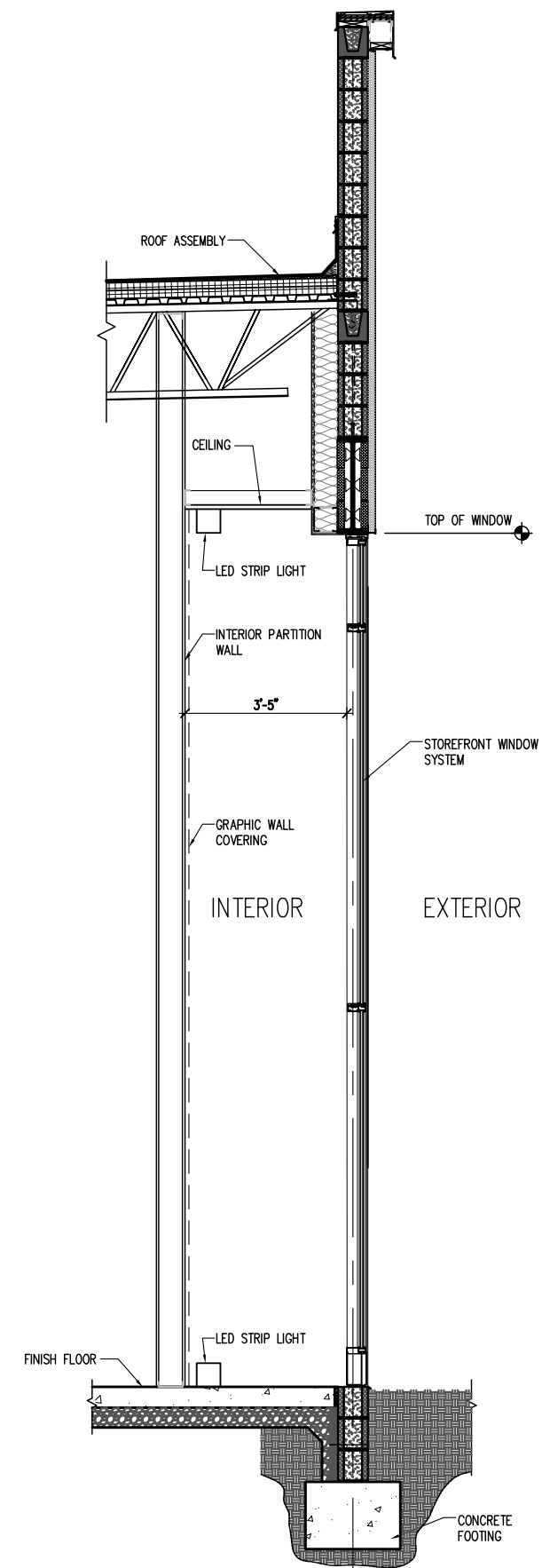
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Storefront Display Window 1



Storefront Display Window 2



Section View

## STOREFRONT DISPLAY WINDOWS



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12'-0" Exterior Identity Sign - 113 Sq. Ft.

	QTY.	Overall Height	Square Footage
DAVE & BUSTERS ID SIGN	2	12'-0"	113 Sq. Ft.
EAT DRINK PLAY WATCH	1	3'-0"	93.49 Sq. Ft.
DAVE & BUSTER'S	1	3'-0"	

## EXTERIOR SIGNAGE



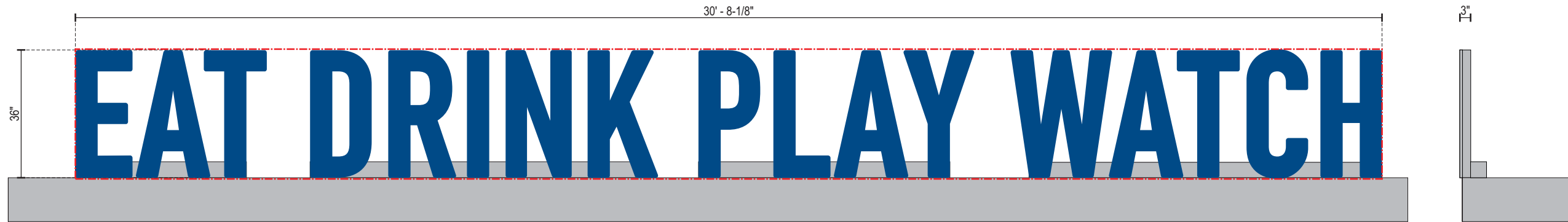
July 11, 2016 - Madison, WI

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Face-Lit Channel Letters (for canopy applications) - 93.49 Sq. Ft.

3" DEEP FACELIT CHANNEL LETTERS. ALUMINUM RETURNS PTM BRUSHED ALUMINUM.

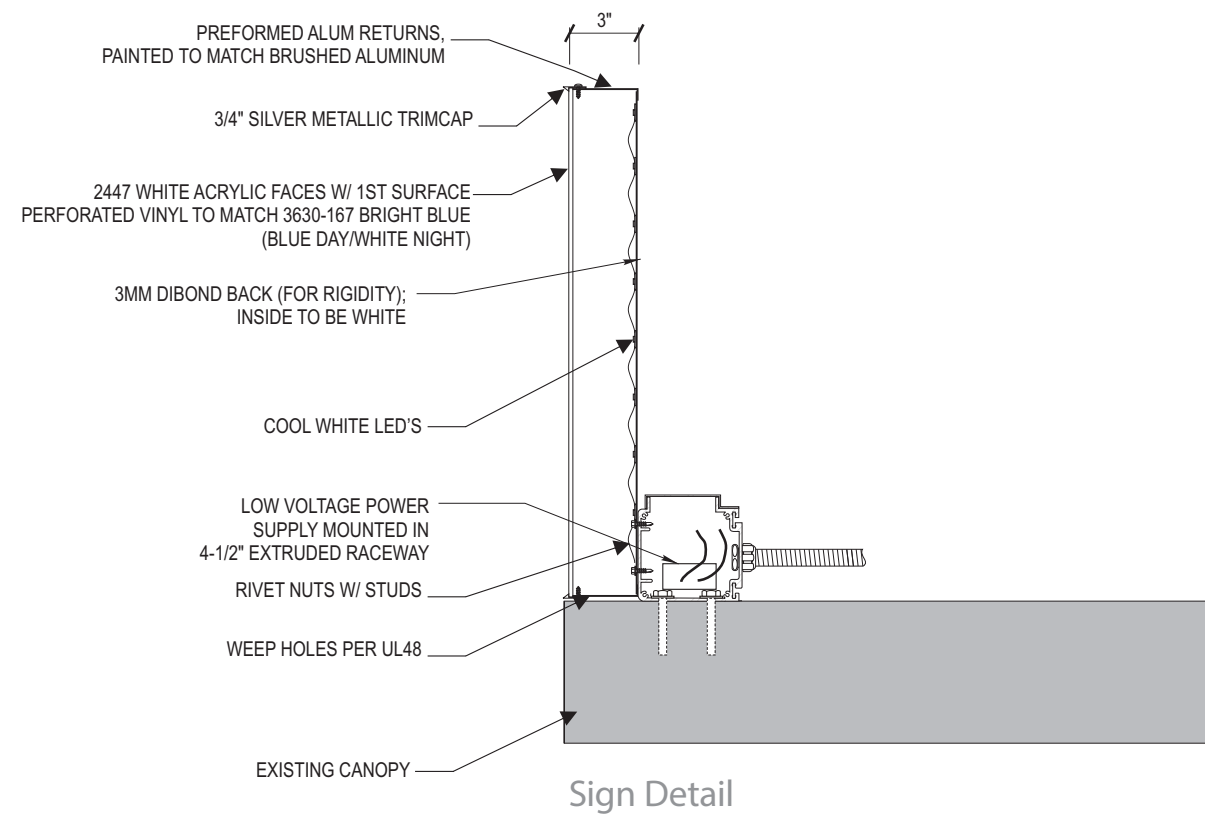
2447 WHITE ACRYLIC FACES W/ 1ST SURFACE PERFORATED VINYL TO MATCH 3630-167 BRIGHT BLUE (BLUE DAY/WHITE NIGHT)  
RETAIN WITH 3/4" SILVER TRIMCAP.

ILLUMINATE W/ COOL WHITE LED'S.

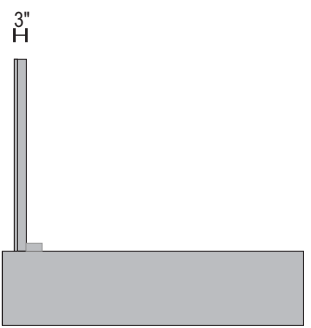
2" X 4" ALUMINUM RACEWAY PAINTED TO MATCH BRUSHED ALUMINUM. RACEWAY TO HOUSE POWER SUPPLIES AND PROVIDE FOR MOUNTING LETTERS TO EXISTING CANOPY.



Face-Lit Channel Letters - Night View



# DAVE & BUSTER'S



## Face-Lit Channel Letters (for canopy applications)

3" DEEP FACELIT CHANNEL LETTERS. ALUMINUM RETURNS PTM BRUSHED ALUMINUM.

2447 WHITE ACRYLIC FACES W/ 1ST SURFACE  
PERFORATED VINYL TO MATCH 3630-167 BRIGHT BLUE  
(BLUE DAY/WHITE NIGHT)  
ILLUMINATE W/ COOL WHITE LEDS.

2" X 4" ALUMINUM RACEWAY PAINTED TO MATCH BRUSHED ALUMINUM. RACEWAY TO HOUSE POWER  
SUPPLIES AND PROVIDE FOR MOUNTING LETTERS TO EXISTING CANOPY.



Face-Lit Channel Letters - Night View

