

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: July 27, 2016

TITLE: 53 West Towne Mall – Redevelopment of Portions of the Sears Department Store and Auto Center, and the Addition of Outpads on the Property. 9th Ald. Dist. (43732)

REFERRED:

REREFERRED:

REPORTED BACK:

AUTHOR: Alan J. Martin, Secretary

ADOPTED:

POF:

DATED: July 27, 2016

ID NUMBER:

Members present were: Richard Wagner, Chair; Sheri Carter, Cliff Goodhart, Richard Slayton, Tom DeChant, Dawn O’Kroley and Michael Rosenblum.

SUMMARY:

At its meeting of July 27, 2016, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** for the redevelopment of portions of the Sears Department Store and Auto Center and the addition of outpads on the property located at 53 West Towne Mall. Appearing on behalf of the project were Paul D’Arelli, Jeff Verauterer, Ryan Sommers, Lisa Warren and Todd Mosher, all representing Seritage Growth Properties; Lucas Roc and Justin Mack, both representing Dave & Buster’s. The Sears store will be downsized to 50% of the space attached to the mall concourse and given a new façade. In order to give each space its own identity, more warm building materials will be introduced and given more exposure, with metal panels and stone as well. A private outdoor seating area is possible depending on the future tenant. A corporate pamphlet was distributed that describes Dave & Buster’s. The main entrance for Dave & Buster’s would face the Beltline Highway. The existing Auto Center will be recaptured and redeveloped in the future; they do not have specific tenants signed at this time. The Secretary noted that this is looked at structurally as a master plan for the properties that can vary depending on when development occurs on a particular development site. He remarked that Dave & Buster’s will be presented with challenges to having to meet the Street Graphics Ordinance; there will need to be substantial discussions between the developer, Zoning and the Secretary of the Urban Design Commission. There is also a “night sky compliance” ordinance that will need to be met.

Comments and questions from the Commission were as follows:

- I see much needed tree islands on the plans, compared to what’s there currently. Is this required in Phase 1?
 - No, the current Zoning Code kicks in total compliance when there’s a 10% degree of change. Degree of change is not skinning, it’s basically the bulk and mass of the building.
- I really like that you’re providing that patio space. I’d encourage you to look at the area outside of the building where the drive starts to get as much green as possible. If you have an opportunity to organize a walk strip through the median that becomes this green belt that takes people out, so they’re not just

parking in a sea of asphalt but you have a prominent entry to your restaurant. Make it a more friendly place to be.

- I can't imagine those four spaces right next to the door are any more crucial than any of the other spaces there (front of Dave & Buster's); you could make that some green that would make it attractive as to how you're entering rather than just having those four spaces there.
- This is about the fourth or fifth project we've looked at for West Towne Mall. They're going through this opportunistic change-over, unlike Hilldale that was planned and replanned. You have a whole new concept; as you do that it changes the relationship to pedestrian planning, traffic, landscaping, and this is a really big property. You're part of a much bigger issue and I raise the issue of master planning for West Towne.
- Look at your parking and where your outbuildings are because your outbuildings could help support this as more of a street. What could be 3 very different tenants the overall composition ties together with that height, so try to get that height to work.

ACTION:

Since this was an **INFORMATIONAL PRESENTATION** no formal action was taken by the Commission.