

# URBAN DESIGN COMMISSION APPLICATION

# UDC

City of Madison  
Planning Division  
126 S. Hamilton St.  
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 \_\_\_\_\_

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: 53 West Towne Mall

Title: Total Wine & More - Alteration to Approved Comprehensive Sign Plan

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

UDC meeting date requested June 6, 2018

- 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)
- Other**  
 Please specify \_\_\_\_\_

## 4. Applicant, Agent, and Property Owner Information

**Applicant name** Kenneth Chance Company Retail Sales & Services Inc. d/b/a Total Wine & More  
**Street address** 6600 Rockledge Drive, Suite 150 City/State/Zip Bethesda, MD 20817  
**Telephone** (301) 547-0780 Email kchance@totalwine.com

**Project contact person** Jeff Vercauteren Company Husch Blackwell LLP  
**Street address** 33 East Main Street, Suite 300 City/State/Zip Madison, WI 53703  
**Telephone** (608) 234-6052 Email jeff.vercauteren@huschblackwell.com

**Property owner (if not applicant)** Seritage SRC Finance LLC  
**Street address** 489 Fifth Avenue, 18th Floor City/State/Zip New York, NY 10017  
**Telephone** (212) 355-7800 Email pdarelli@seritage.com

**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 provided below for plan details)
- Filing fee**
- Electronic Submittal\***

Each submittal must include fourteen (14) 11" x 17" collated paper copies. Landscape and Lighting plans (if required) must be full-sized. 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.

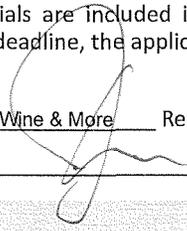
For projects also requiring Plan Commission approval, applicants must also have submitted an accepted application for Plan Commission consideration prior to obtaining any formal action (initial or final approval) from the UDC. All plans must be legible when reduced.

*\*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](mailto: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 Janine Glaeser on April 26, 2018.
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.

Applicant name Retail Sales & Services Inc. d/b/a Total Wine & More Relationship to property Lessee

Authorized signature of Property Owner  Date 05-08-18

**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 what 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 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
- 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)
- 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)

## 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)
- Graphic of the proposed signage as it relates to what the Ch. 31, MGO would permit

# HUSCH BLACKWELL

Jeffrey L. Vercauteren  
Partner

33 E. Main Street, Suite 300, P.O. Box 1379  
Madison, WI 53701-1379  
Direct: 608.234.6052  
Fax: 608.258.7138  
Jeff.Vercauteren@huschblackwell.com

May 2, 2018

Janine Glaeser, Secretary of the Urban Design Commission  
Department of Planning, Community and Economic Development  
City of Madison  
126 South Hamilton Street  
Madison, WI 53703

**Re: Major Alteration to Approved Comprehensive Sign Plan  
Seritage Parcel at West Towne Mall (53 West Towne Mall)**

Dear Ms. Glaeser:

Please find enclosed a proposed Major Alteration to the Comprehensive Sign Plan for the Seritage Parcel at West Towne Mall. The Sign Plan was approved by the Urban Design Commission on November 30, 2016 and the final plan was approved by the Secretary of the Urban Design Commission on December 30, 2016. The Urban Design Commission approved a previous alteration on December 20, 2017. The enclosed application requests approval of a wall sign on each side of the metal wing wall on the east façade of the building to provide additional visibility for the tenant space on this multi-tenant parcel.

This letter includes: (i) the identification of the signs that vary from the City's Sign Control Ordinance (MGO Chapter 31) and (ii) the application of the Comprehensive Design Review Criteria set forth in MGO § 31.043(4)(b) to the signs. In addition to the existing and proposed signage included in the approved Sign Plan, we are requesting approval of the following:

<b>SIGNS</b>	<b>COMPARISON TO SIGN CONTROL ORDINANCE</b>
Two "Total Wine & More" Wall Signs on the Metal Wing Wall	MGO § 31.07: Allows one wall sign of up to one hundred twenty (120) square feet per signable area on each façade facing a street. The building currently contains one wall sign on each of the east and south facades for this tenant space.  Proposed Signs: Applicant is requesting one wall sign on each side of the metal wing wall on the east façade of the tenant space. One wall sign would face south toward the West Beltline Highway, and one sign would face

	<p>north toward the parking area adjacent to South Gammon Road. The metal wing wall does not technically qualify as a signable area under the Sign Code because it does not enclose or cover useable space, as defined by the Sign Code. Applicant is therefore seeking Urban Design Commission approval of these two additional wall signs on the metal wing wall.</p>
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The following is an evaluation of how the signs described above comply with the comprehensive design review criteria:

MGO § 31.043(4)(b): Comprehensive Design Review Criteria.

1. *The Sign Plan shall create visual harmony between the signs, building(s), and building site through unique and exceptional use of materials, design, color, any lighting, and other design elements; and shall result in signs of appropriate scale and character to the uses and building(s) on the zoning lot as well as adjacent buildings, structures and uses.*

**The proposed Total Wine signs are necessary to provide tenant and entrance identification to Total Wine customers and to distinguish other entrances on the building site. The proposed signs maintain the design features, scale, and character of the building as well as adjacent buildings. The proposed signs create visual harmony between the signs, building, and building site through high-quality design elements and materials. The proposed signs are compatible with the approved Sears and Dave & Buster’s signs. In particular, the round illuminated signs are similar to the additional sign approved by the Urban Design Commission to identify the Dave & Buster’s tenant space.**

2. *Each element of the Sign Plan shall be found to be necessary due to unique or unusual design aspects in the architecture or limitations in the building site or surrounding environment; except that when a request for an Additional Sign Code Approval under Sec. 31.043(3) is included in the Comprehensive Design Review, the sign(s) eligible for approval under Sec. 31.043(3) shall meet the applicable criteria of Sec. 31.043(3), except that sign approvals that come to Comprehensive Design Review from MXC and EC districts pursuant to Sec. 31.043(3) and (7) need not meet the criteria of this paragraph.*

**The proposed Total Wine signs are necessary due to the unique building site and surrounding environment. The building’s distance from the West Beltline Highway and South Gammon Road, and the traffic speeds on those roadways, limit tenant identification which would be improved through the requested signs. Modification to permit the requested wall signs also fits better with the design, scale, and architecture of the building by utilizing the unique wing wall feature to better distinguish the Total Wine tenant space.**

3. *The Sign Plan shall not violate any of the stated purposes described in Secs. 31.02(1) and 33.24(2).*

**The signage proposed in the Sign Plan advances each of the stated purposes in MGO §§ 31.02(1) and 33.24(2). While respecting the framework and guidance of the Sign Control**

**Ordinance, the proposed signs offer appropriate modifications that will assist the public in safely and efficiently identifying and locating the correct tenant and entrance to the store while significantly improving the existing conditions at the site and allowing for the overall success of the development. The proposed signs are consistent with and compatible with other signage approved by the Urban Design Commission as part of the Sign Plan.**

4. *All signs must meet minimum construction requirements under Sec. 31.04(5).*

**The proposed signage will meet the construction requirements under Section 31.04(5).**

5. *The Sign Plan shall not approve Advertising beyond the restrictions in Sec. 31.11 or Off-Premise Directional Signs beyond the restrictions in Sec. 31.115.*

**The Sign Plan does not approve Advertising beyond the stated restrictions.**

6. *The Sign Plan shall not be approved if any element of the plan: a. presents a hazard to vehicular or pedestrian traffic on public or private property, b. obstructs views at points of ingress and egress of adjoining properties, c. obstructs or impedes the visibility of existing lawful signs on adjacent property, or d. negatively impacts the visual quality of public or private open space.*

**The proposed signage in the Sign Plan meets all criteria. Both signs will be installed on the building façade and will not obstruct other uses of the building site.**

7. *The Sign Plan may only encompass signs on private property of the zoning lot or building site in question, and shall not approve any signs in the right of way or on public property.*

**The Sign Plan only encompasses proposed signage located entirely on private property.**

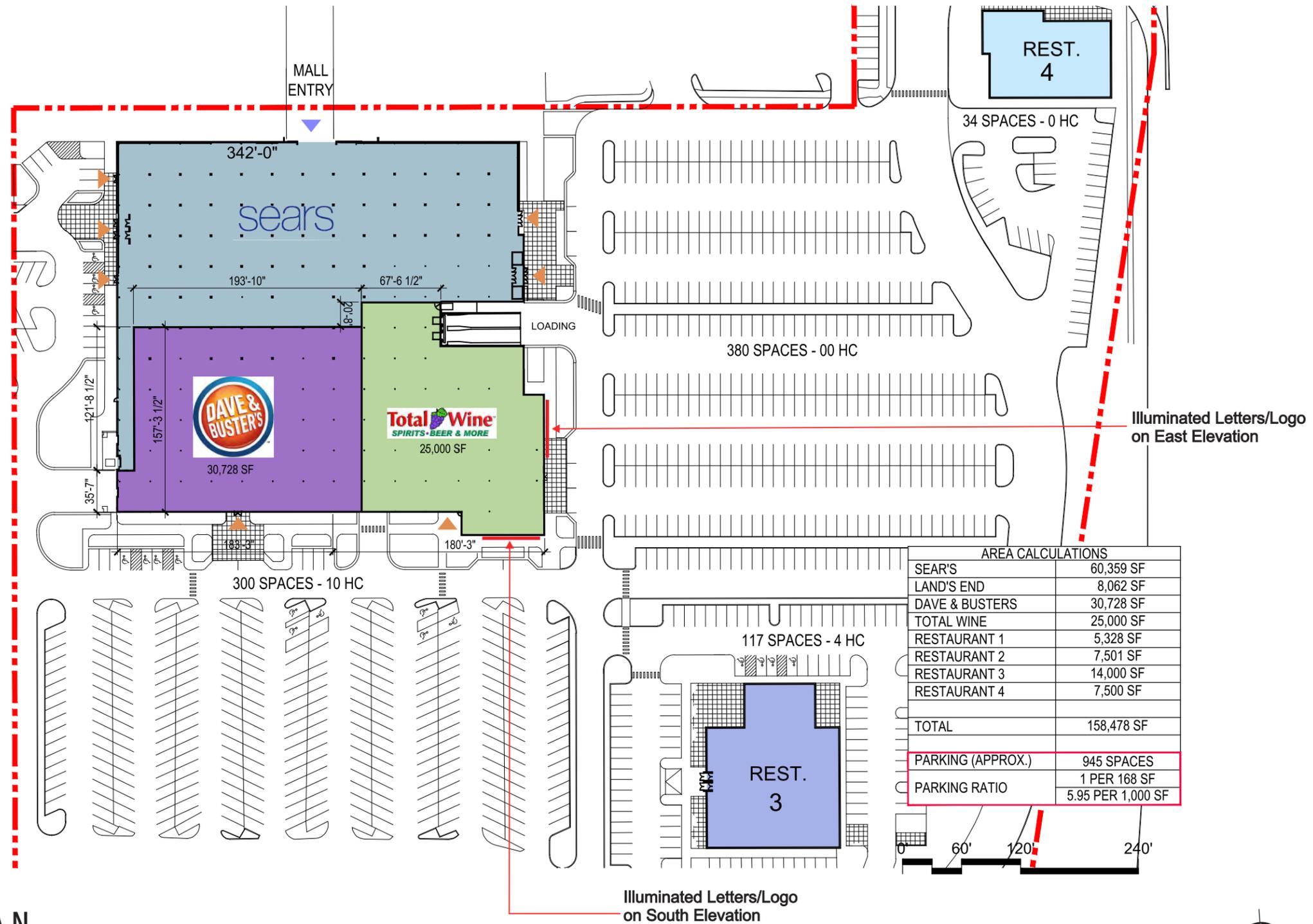
We appreciate your review of this proposed alteration to the approved Sign Plan. Please let us know if we can provide any further information as part of your review.

Sincerely,

A handwritten signature in black ink, appearing to read 'Jeffrey L. Vercauteren', with a stylized, cursive script.

Jeffrey L. Vercauteren

**NOTE:**  
There were no existing signs prior to this



**SITE PLAN**



**Kieffer | Starlite**  
National Sign Manufacturers and Consultants

ACCOUNT: **Total Wine**

LOCATION: **Madison, WI**

ACCT. REP: **LC** DESIGNER: **KB**

DATE: **4/17/18**

COMPANION FILES

REVISIONS:

- A Add site plan, note
- B -
- C -
- D -
- E -
- F -
- G -
- H -

INITIALS & DATE:  
KB 4/26/18

UL LISTED

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**SITE PLAN 1**



**Total Wine**  
Proposed Store

Illuminated Letters/Logo  
on East Elevation

Illuminated Letters/Logo  
on South Elevation

SITE PLAN



**Kieffer | Starlite**  
National Sign Manufacturers and Consultants

ACCOUNT: **Total Wine**  
LOCATION: **Madison, WI**  
ACCT. REP: **LC** DESIGNER: **KB**  
DATE: **4/17/18**  
COMPANION FILES: \_\_\_\_\_

**UL** LISTED

REVISIONS:	INITIALS & DATE:
A Add site plan	KB 4/26/18
B -	-
C -	-
D -	-
E -	-
F -	-
G -	-
H -	-

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**SITE PLAN 2**



**6'-8" O.A. ILLUMINATED CHANNEL LETTER SETS**

Reference Drwg. **#B74747A** for fabrication specifications.  
AREA = 44.4 Sq.Ft.

**SURVEY REQUIRED  
PRIOR TO MANUFACTURE**



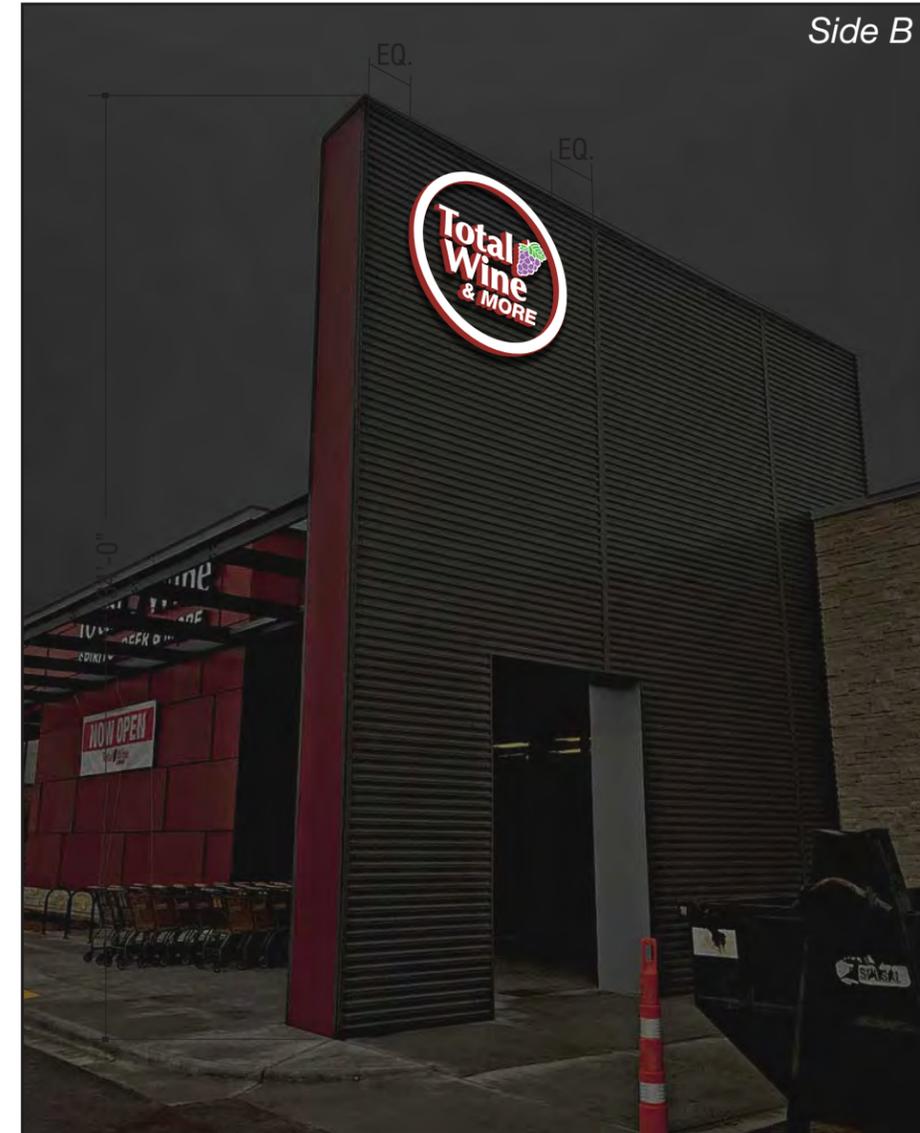
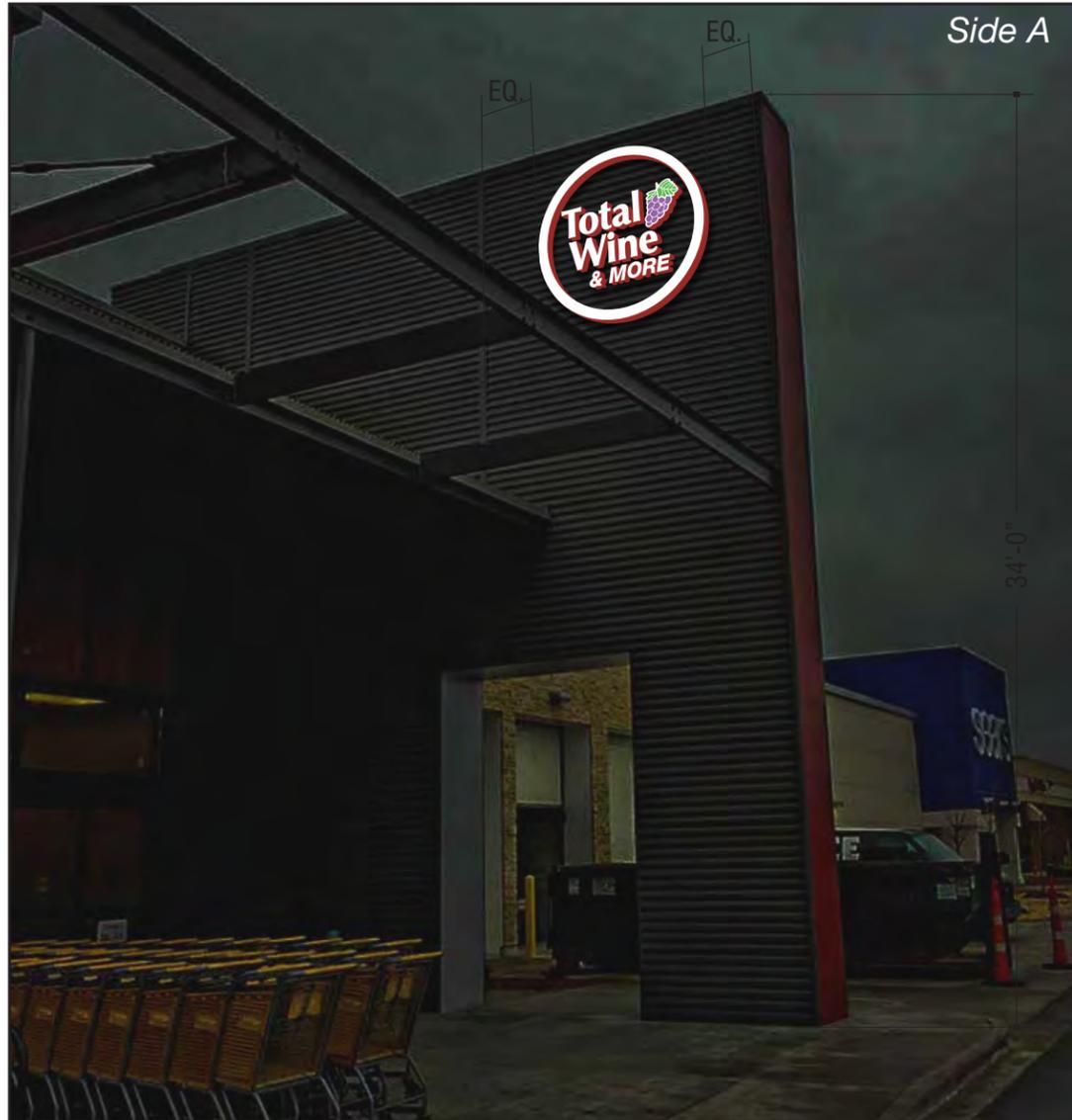
ACCOUNT: **Total Wine**<sup>®</sup>  
LOCATION: **Madison, WI**  
ACCT. REP: **LC** DESIGNER: **KB**  
DATE: **4/17/18**  
COMPANION FILES: \_\_\_\_\_  
UL LISTED

REVISIONS:	INITIALS & DATE:
A Rev. sign positions	KB 4/24/18
B Add dims.	KB 6/5/18
C -	-
D -	-
E -	-
F -	-
G -	-
H -	-

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**B74747**



**6'-8" O.A. ILLUMINATED CHANNEL LETTER SETS**

Reference Drwg. **#B74747A** for fabrication specifications.  
AREA = 44.4 Sq.Ft.

**SURVEY REQUIRED  
PRIOR TO MANUFACTURE**



ACCOUNT: **Total Wine**  
LOCATION: **Madison, WI**  
ACCT. REP: **LC** DESIGNER: **KB**  
DATE: **4/17/18**  
COMPANION FILES: **-**

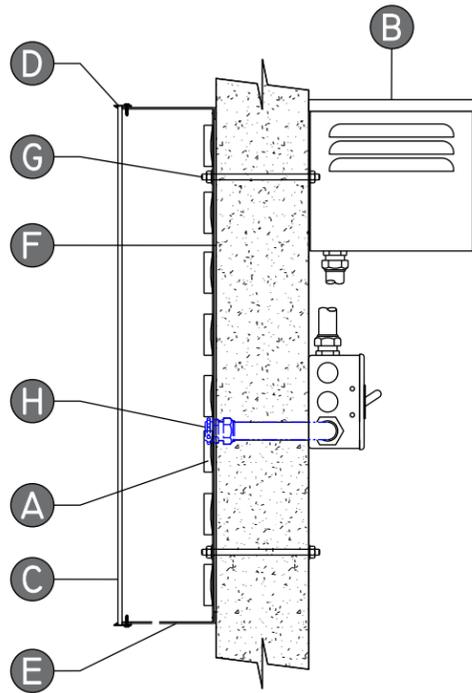
**UL** LISTED **US**

REVISIONS:	INITIALS & DATE:
▲ Add night view	KB 4/26/18
▲ -	-
▲ -	-
▲ -	-
▲ -	-
▲ -	-
▲ -	-
▲ -	-
▲ -	-

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**B74747  
Night View**



LETTER SECTION

LETTER SPECIFICATIONS:

A	ILLUMINATION	LED TYPE	PER MANUFACTURING
		COLOR	WHITE
B	POWER SUPPLY	TYPE	PER MANUFACTURING
		TYPE	-
C	TOTAL WINE FACE	MATERIAL	7328 ACRYLIC
		COLOR	SEE COLOR SCHED.
		VINYL	NA
C	GRAPES FACE	MATERIAL	2406 ACRYLIC
		COLOR	SEE COLOR SCHED.
		VINYL	SEE COLOR SCHED.
D	RETAINER	TYPE	1" TRIM CAP
E	RETURN	MATERIAL	.040 X 5.3" ALUMINUM
		COLOR	MATCH RED FASCIA
F	BACK	DEPTH	5"
		GAUGE	.063 WHITE
G	MOUNTING	MATERIAL	ALUMINUM
		FASTENER	1/4-20NC THREADED ROD
H	ELECTRICAL	TYPE	PASS THRU
		TYPE	-
I	SWITCH	TYPE	DISCONNECT/TOGGLE
		LOCATION	BY ELECTRICIAN

\*WEEP HOLE(S) PER MFG. STANDARDS  
 \*CAULK REQUIRED  
 \*UL LISTED PRODUCT - NO VISIBLE LABELS  
 \*ALL ELECTRICAL OUTS LOCATED FOR RACEWAY OR REMOTE APPLICATION

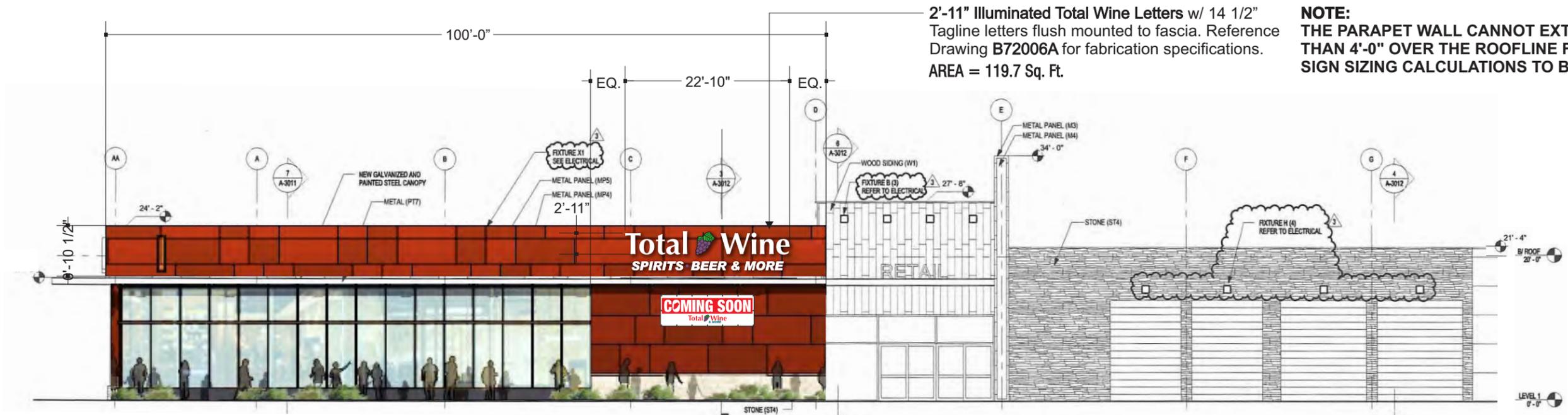
COLOR SCHEDULE:

- WHITE ACRYLIC #7328 (faces)
- 3M #3630-106 BRILLIANT GREEN (grape leaves)
- 3M #3630-128 PLUM PURPLE (grapes)
- Paint to MATCH RED FASCIA (returns)



**SURVEY REQUIRED  
PRIOR TO MANUFACTURE**

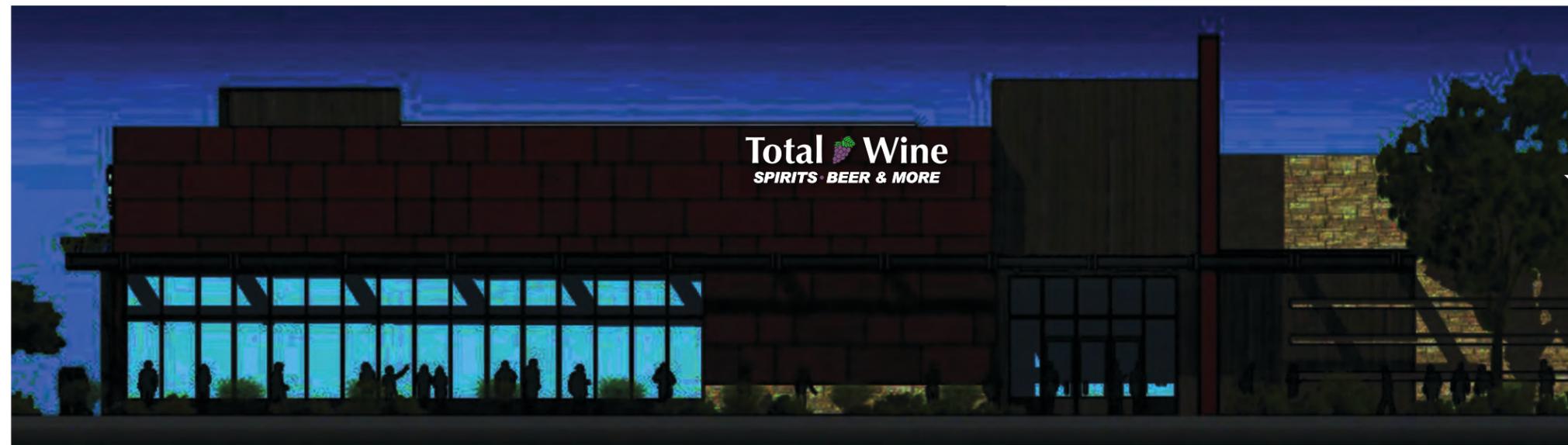




Wall = 7'-0" x 100.0' = 700 x 30% = 210 (per code sign cannot exceed 120 Sq Ft.)

STOREFRONT (EAST) ELEVATION

Scale: 1/16" = 1'-0"



STOREFRONT (EAST) ELEVATION - NIGHTVIEW



STOREFRONT (EAST) ELEVATION

Scale: N.T.S.



Scale: N.T.S.

STOREFRONT (SOUTH) ELEVATION



ACCOUNT: **Total Wine**  
 LOCATION: **Madison, WI**  
 ACCT. REP: **LC** DESIGNER: **KB**  
 DATE: **4/17/18**  
 COMPANION FILES:

REVISIONS:	INITIALS & DATE:
A -	-
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C -	-
D -	-
E -	-
F -	-
G -	-
H -	-

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**MULTI-TENANT  
VIEW**