

# 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: Alteration to Sears Facade

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

UDC meeting date requested May 9, 2018  
 New development       Alteration to an existing or previously-approved development  
 Informational       Initial approval       Final approval

**3. Project Type**

<input type="checkbox"/> Project in an Urban Design District <input type="checkbox"/> Project in the Downtown Core District (DC), Urban Mixed-Use District (UMX), or Mixed-Use Center District (MXC) <input type="checkbox"/> Project in the Suburban Employment Center District (SEC), Campus Institutional District (CI), or Employment Campus District (EC) <input type="checkbox"/> Planned Development (PD) <input type="checkbox"/> General Development Plan (GDP) <input type="checkbox"/> Specific Implementation Plan (SIP) <input checked="" type="checkbox"/> Planned Multi-Use Site or Residential Building Complex	<b>Signage</b> <input type="checkbox"/> Comprehensive Design Review (CDR) <input type="checkbox"/> Signage Variance (i.e. modification of signage height, area, and setback)  <b>Other</b> <input type="checkbox"/> Please specify _____
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**4. Applicant, Agent, and Property Owner Information**

<b>Applicant name</b> <u>James Bry</u> Street address <u>489 5th Ave., 18th Floor</u> Telephone <u>212-355-7800</u>	Company <u>Seritage SRC Finance LLC</u> City/State/Zip <u>New York, NY 10017</u> Email _____
<b>Project contact person</b> <u>Jeff Vercauteren</u> Street address <u>33 E. Main St., Ste. 300</u> Telephone <u>608-234-6052</u>	Company <u>Husch Blackwell LLP</u> City/State/Zip <u>Madison, WI 53073</u> Email <u>jeff.vercauteren@huschblackwell.com</u>
<b>Property owner (if not applicant)</b> _____ Street address _____ City/State/Zip _____ Telephone _____ Email _____	

**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** N/A
- 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 March 12, 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 Seritage SRC Finance LLC Relationship to property Owner  
 Authorized signature of Property Owner Date 04-18-18

**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

# 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

April 18, 2018

***Via Email and Hand Delivery***

Heather Stouder  
Director of Planning, City of Madison  
126 South Hamilton Street  
Madison, WI 53703

**Re: Minor Alteration of Existing Conditional Use  
Sears-West Towne – 53 West Towne Mall**

Dear Ms. Stouder:

On behalf of Seritage SRC Finance, LLC, please find enclosed an application and supporting materials for a planned Minor Alteration to the existing Conditional Use-Planned Multi-Use Site for the property located at 53 West Towne Mall, commonly known as Sears-West Towne.

The Plan Commission approved a Major Alteration to the site on December 16, 2016 as part of the redevelopment of the existing Sears store. Pursuant to the approved plans, Sears has shifted to the north half of the existing structure and two new tenants—Dave & Buster's and Total Wine—are under construction and will occupy the south half of the structure. The proposed Minor Alteration seeks approval for design changes to the east façade of the Sears tenant space.

During construction, the contractor found that to install the steel trellis and metal panel wing wall shown on the approved plans for the east façade, Sears would need to close the store completely for several weeks to allow for structural work affecting the restrooms and optical center. To avoid that closure and major impact on Sears, the project team is proposing to retain and refresh the existing east façade and install metal panels and a steel canopy on the east façade.

The enclosed submittal has been revised based on the Urban Design Commission's discussion at its March 21, 2018 meeting. The following proposed changes are shown in detail in the enclosed submittal:

- Retain and repaint the existing EIFS adjacent to the east Sears entrance and install new metal panel to the south of the Sears entrance.

# HUSCH BLACKWELL

- Remove the metal panel wing wall from the approved plans and retain and repaint the existing façade above the east Sears entrance.
- Retain the existing pillars on each side of the east Sears entrance.
- Install a steel canopy over the east Sears entrance to carry the design elements from the west Sears entrance and the Total Wine façade.

No changes are proposed to the west Sears façade or to the Dave & Buster's or Total Wine tenant spaces from what was previously approved. No changes are proposed to the site configuration or the uses of the site.

As illustrated in the enclosed graphics, we believe the refreshed Sears façade as proposed is harmonious with the adjacent new tenant façades and that the proposed Minor Alteration will meet the original intent of the conditional use approval to revitalize and enhance this portion of West Towne Mall while allowing the Sears store to remain operational during construction to serve the community.

We look forward to your consideration of these materials for approval.

Sincerely,



Jeffrey L. Vercauteren

cc: (all via email)  
Paul Skidmore, District 9 Alderperson  
Kevin Firchow, Planning Division  
Janine Glaeser, Planning Division  
Christina Thiele, Assistant Zoning Administrator

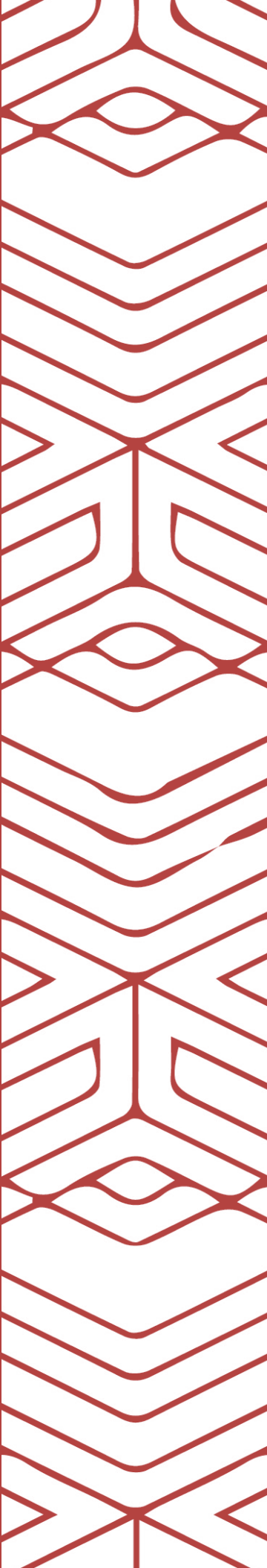
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# WEST TOWNE MALL MADISON, WI

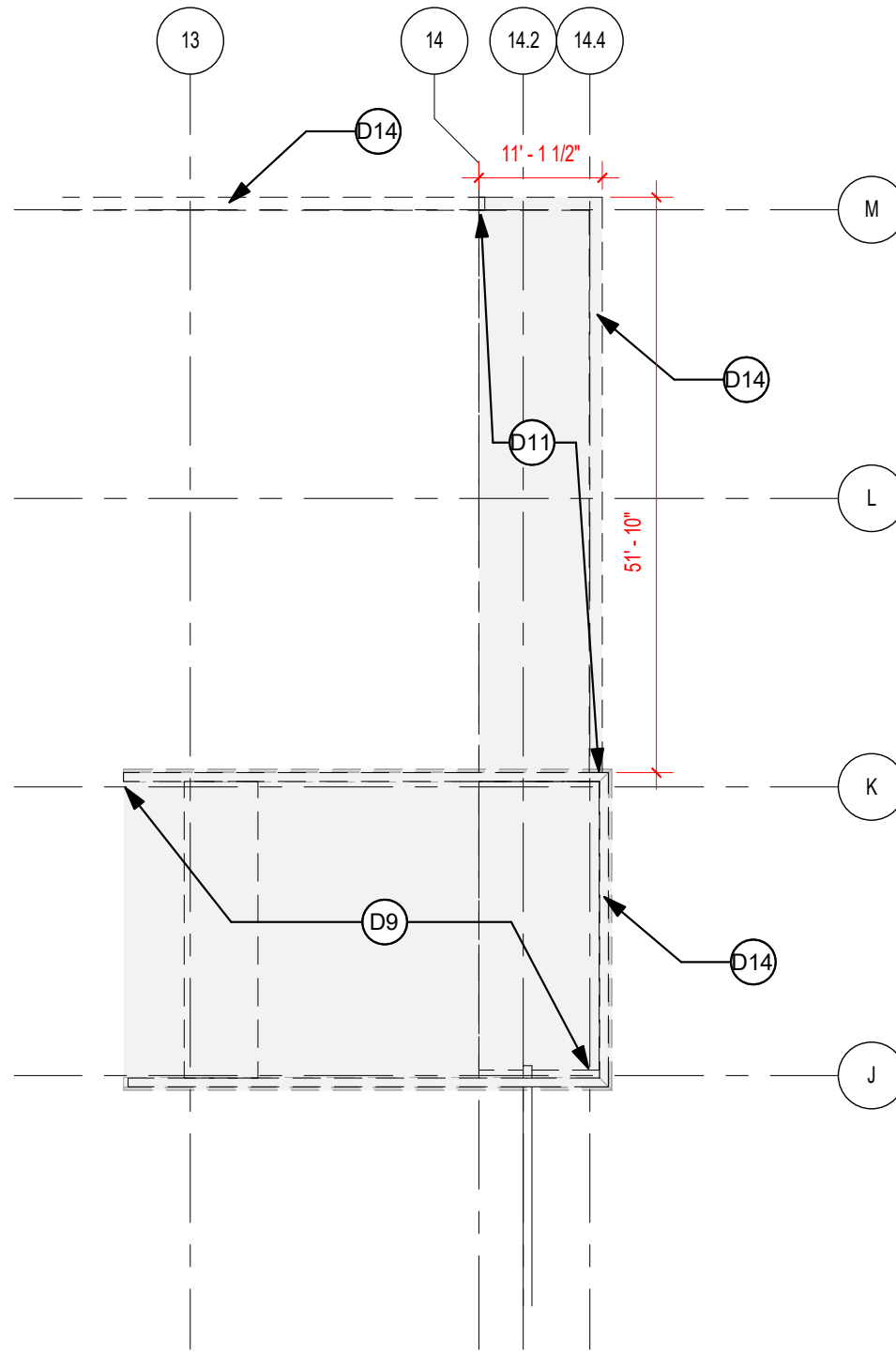
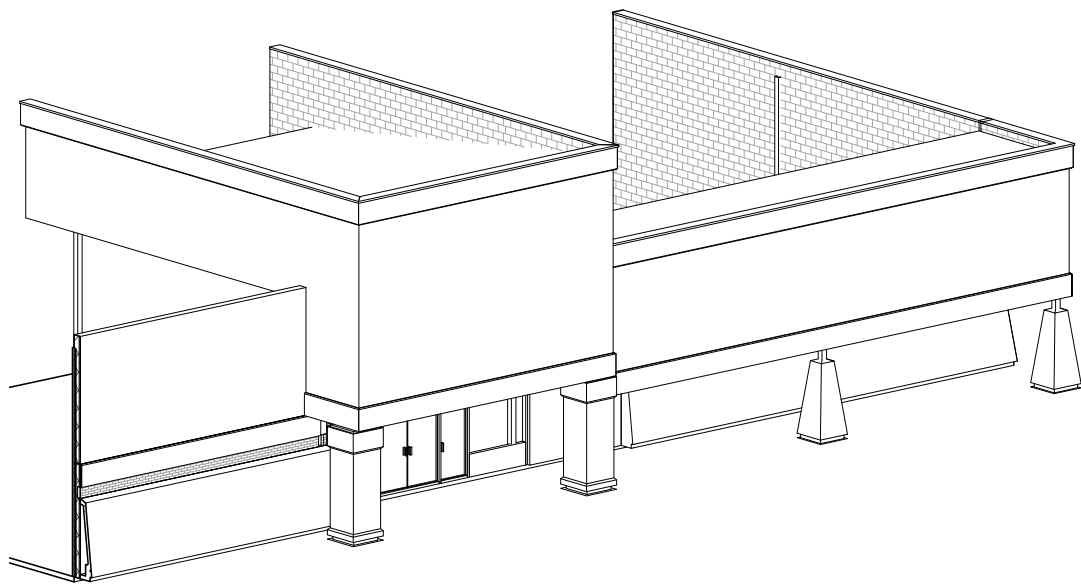
53 W Towne Mall, Madison, WI 53719

**SERITAGE**  
GROWTH PROPERTIES

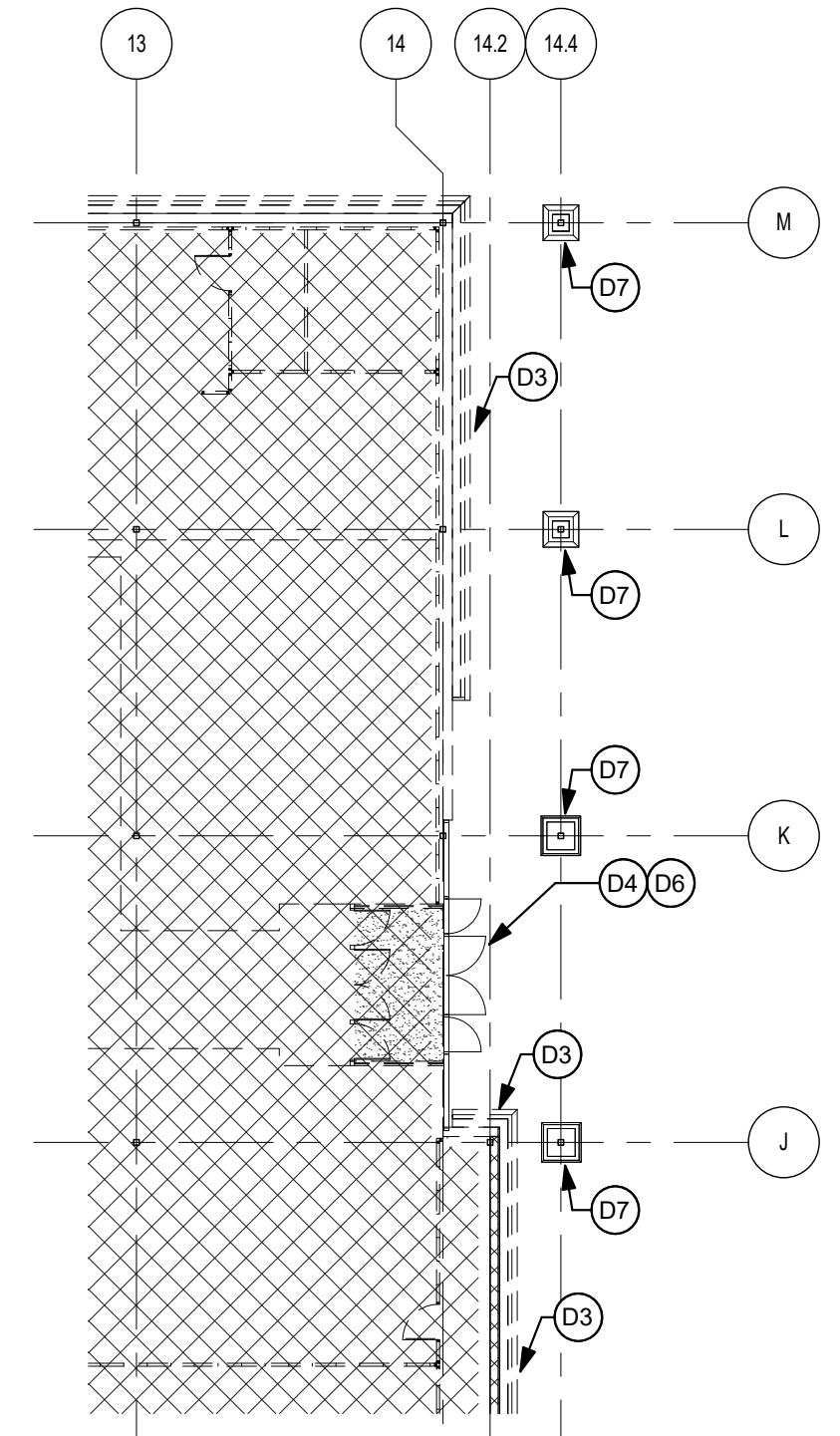
# REVISED ELEVATIONS



# PREVIOUSLY APPROVED DESIGN - DEMOLITION



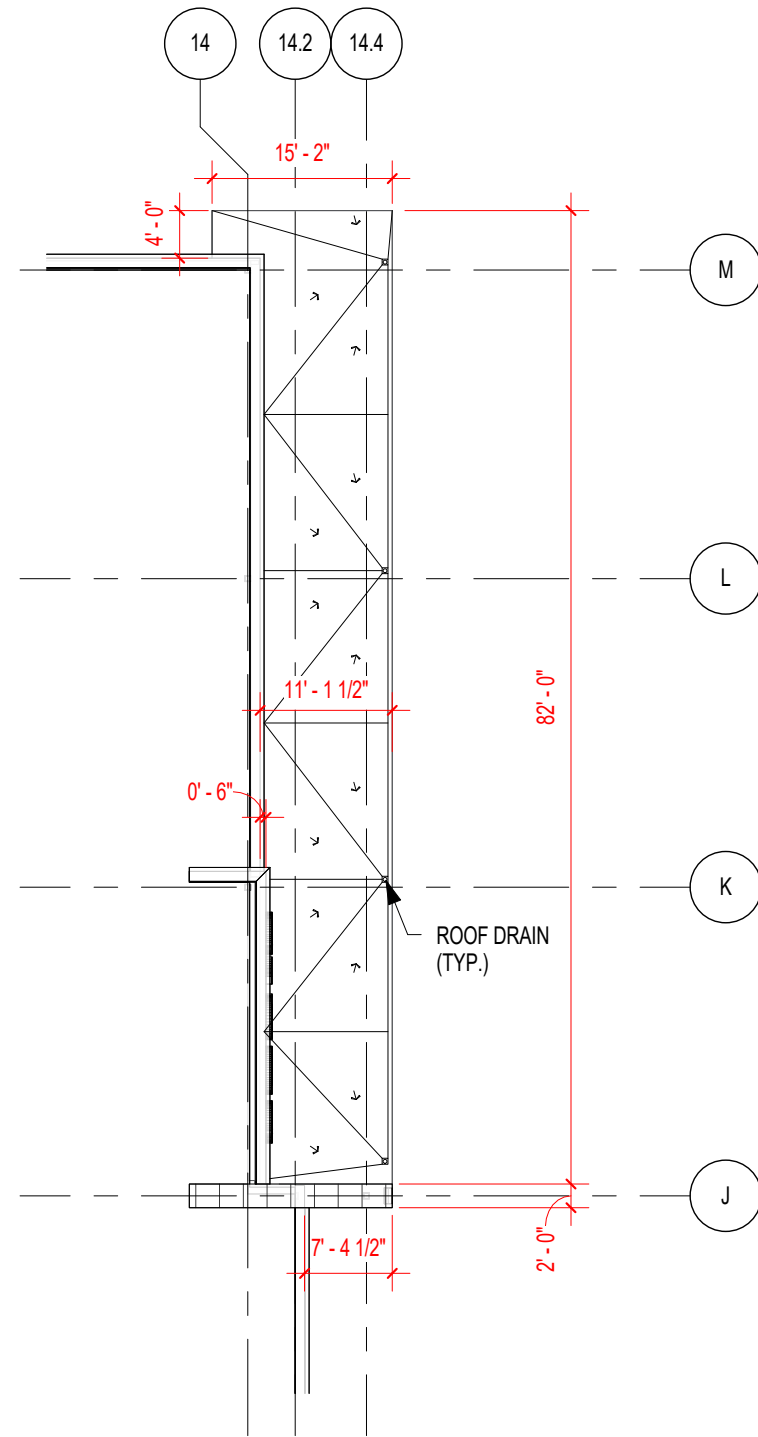
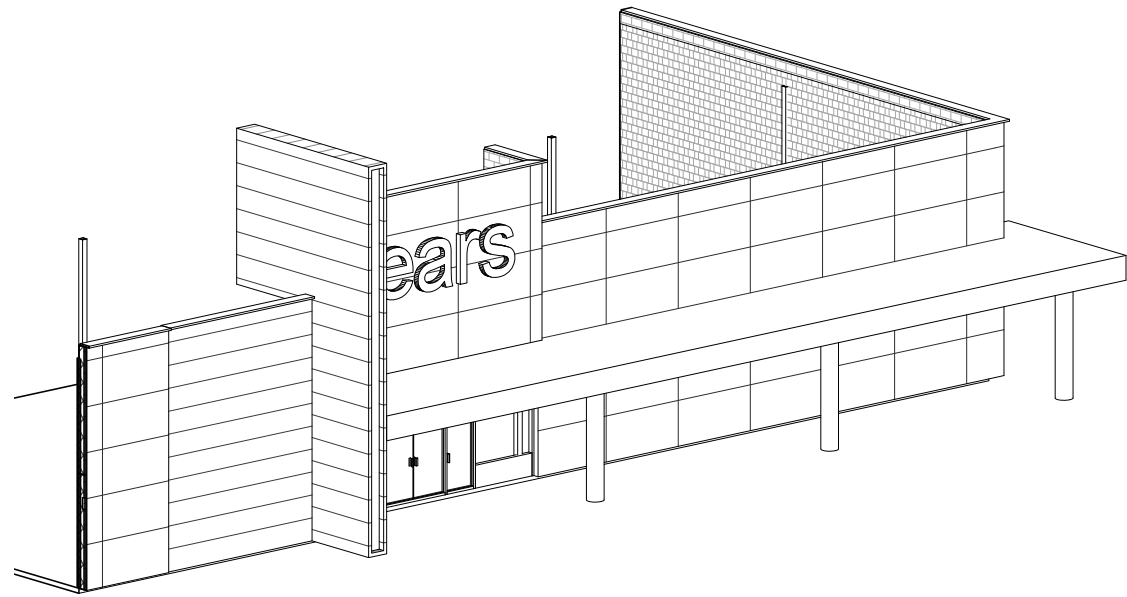
**ROOF DEMOLITION PLAN**  
SCALE 1/16" = 1'-0"



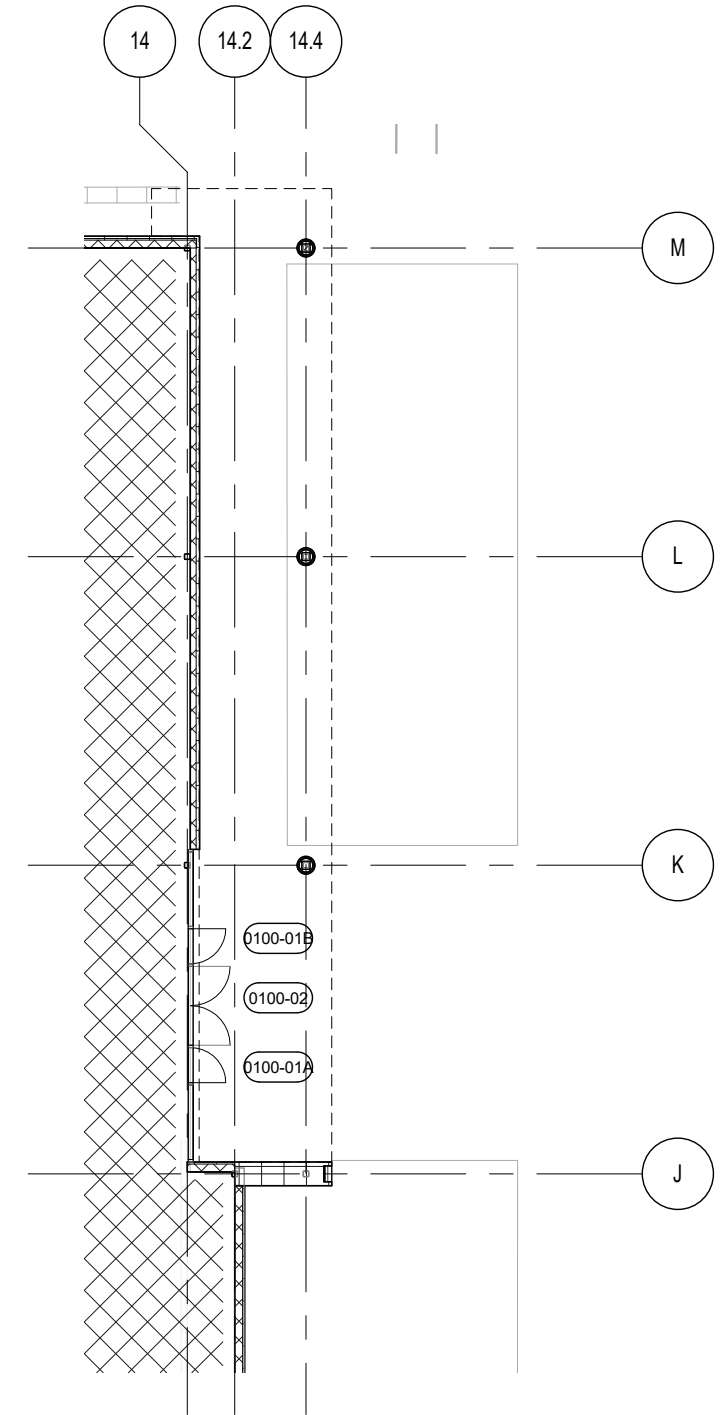
**DEMOLITION PLAN**  
SCALE 1/16" = 1'-0"



# PREVIOUSLY APPROVED DESIGN - PLANS



**ROOF PLAN**  
SCALE 1/16" = 1'-0"

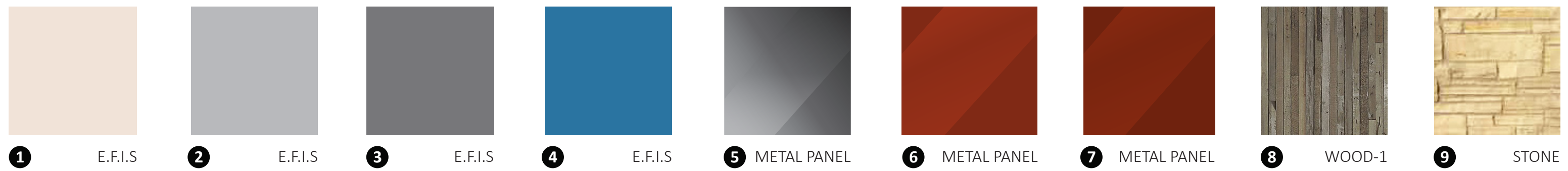


**PLAN**  
SCALE 1/16" = 1'-0"





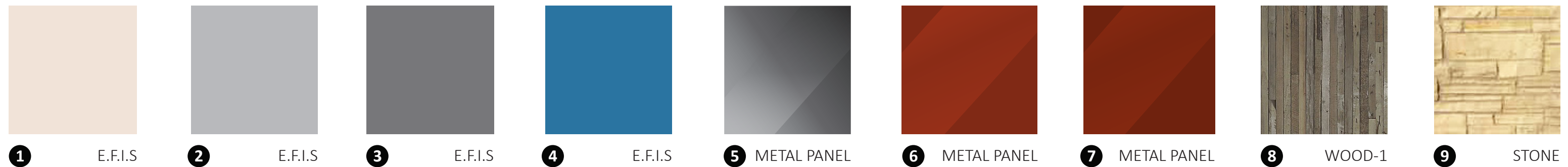
# PREVIOUSLY APPROVED ELEVATION - WEST



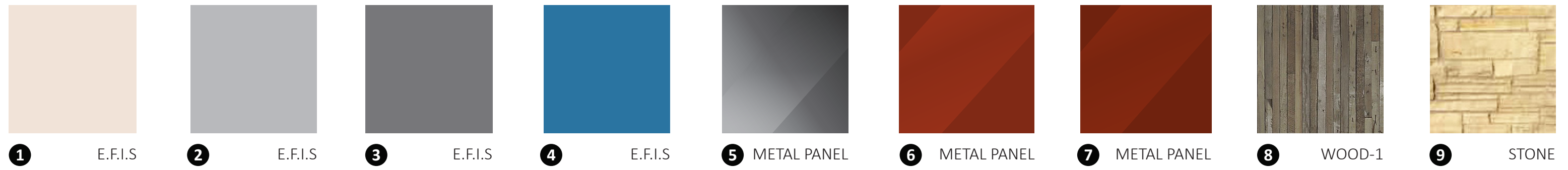
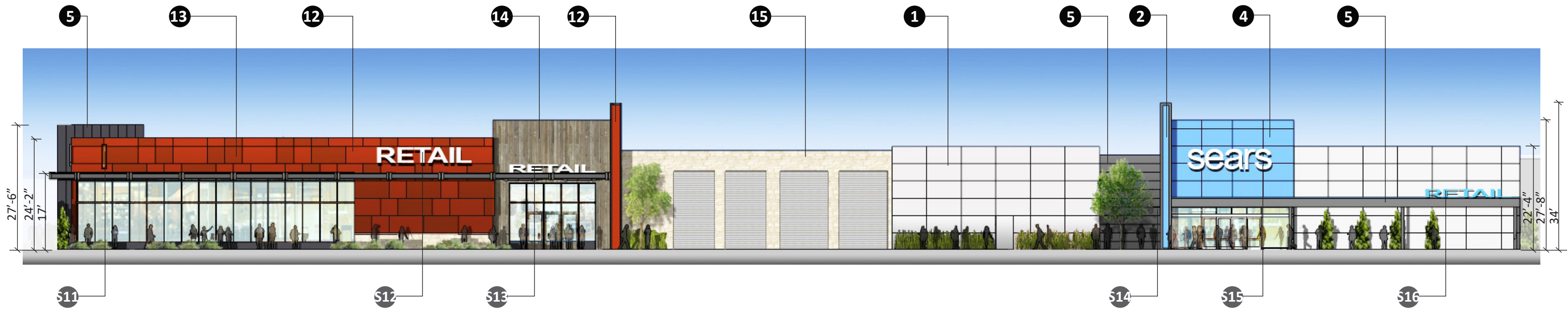
**1** E.F.I.S   
 **2** E.F.I.S   
 **3** E.F.I.S   
 **4** E.F.I.S   
 **5** METAL PANEL   
 **6** METAL PANEL   
 **7** METAL PANEL   
 **8** WOOD-1   
 **9** STONE



# PREVIOUSLY APPROVED ELEVATION - SOUTH

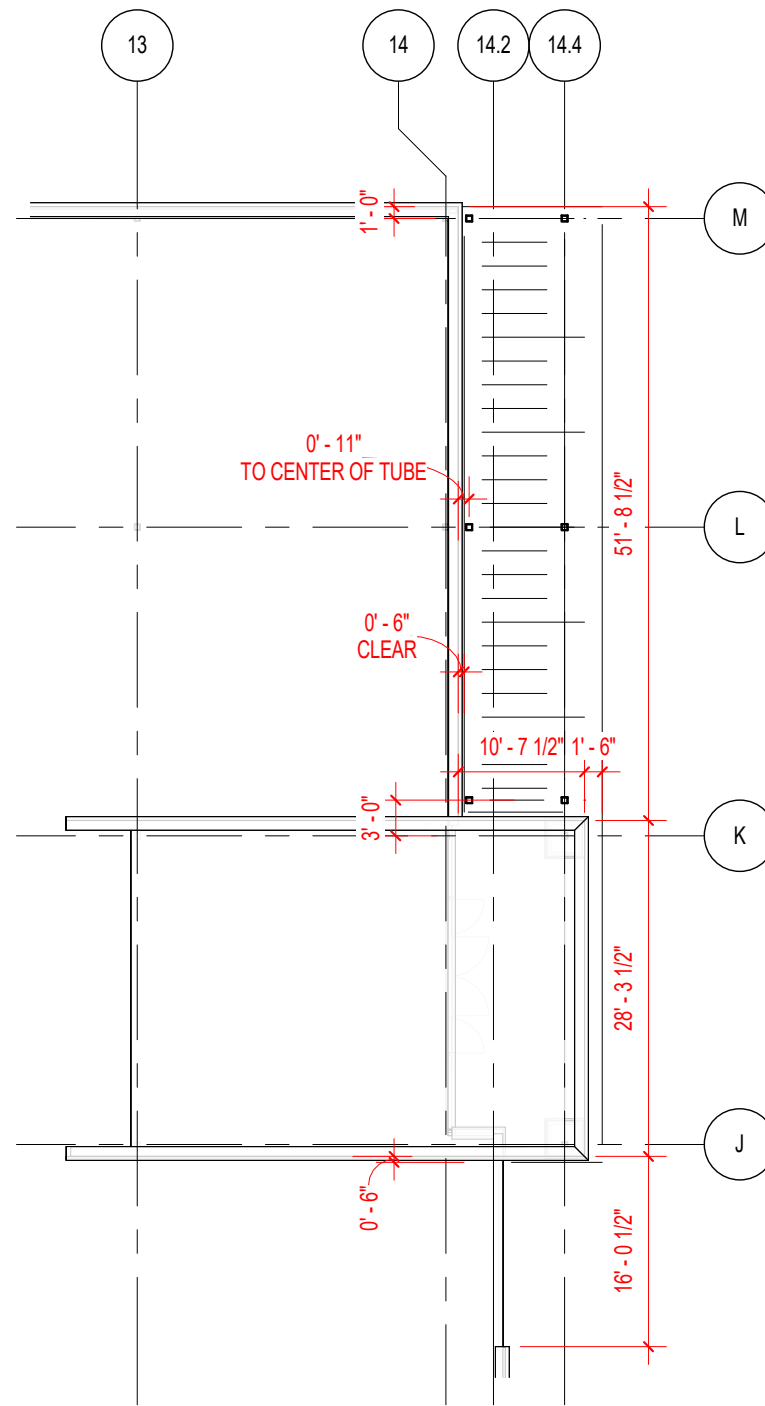
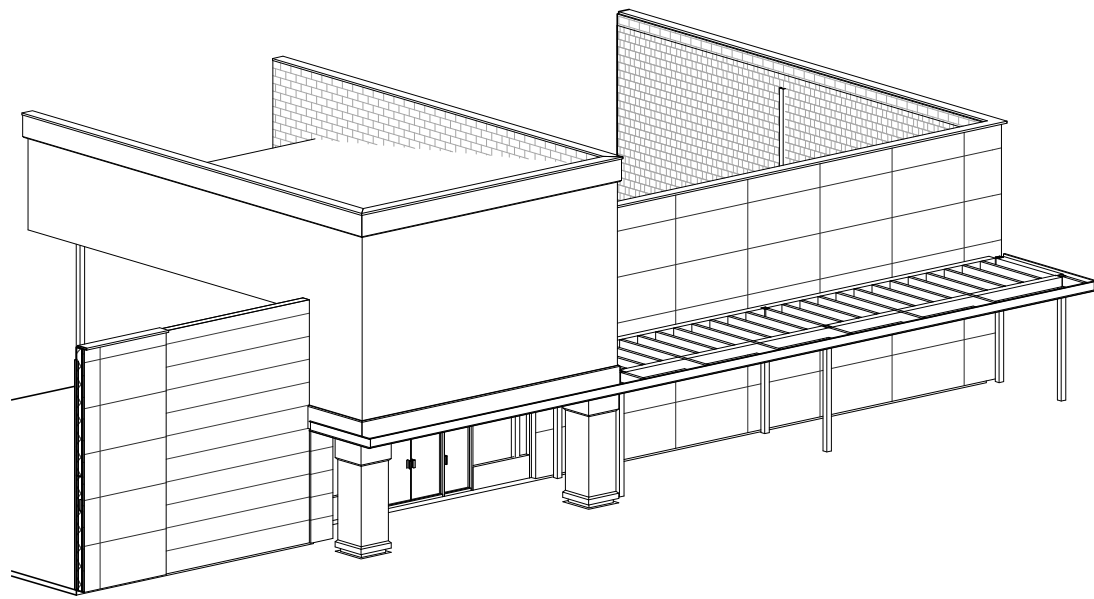


# PREVIOUSLY APPROVED ELEVATION - EAST

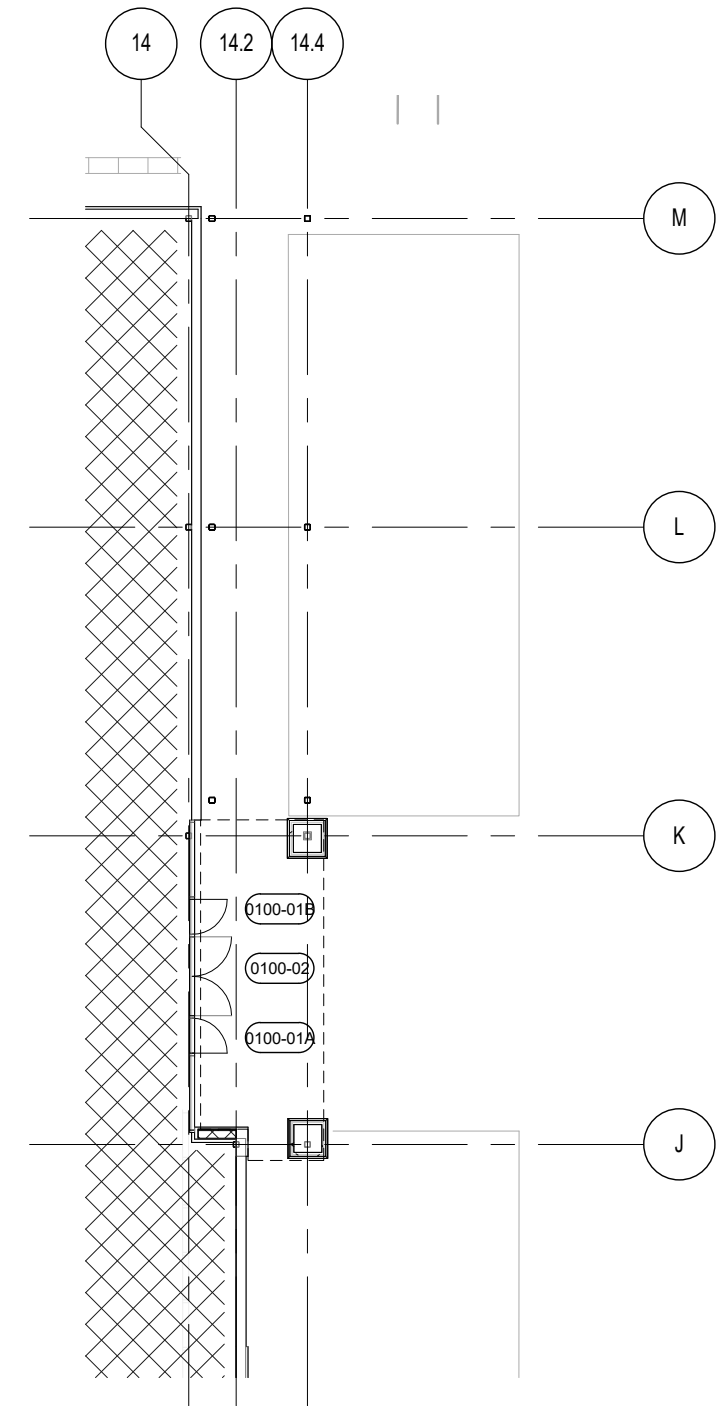




# PROPOSED FIELD REVISION - PLANS



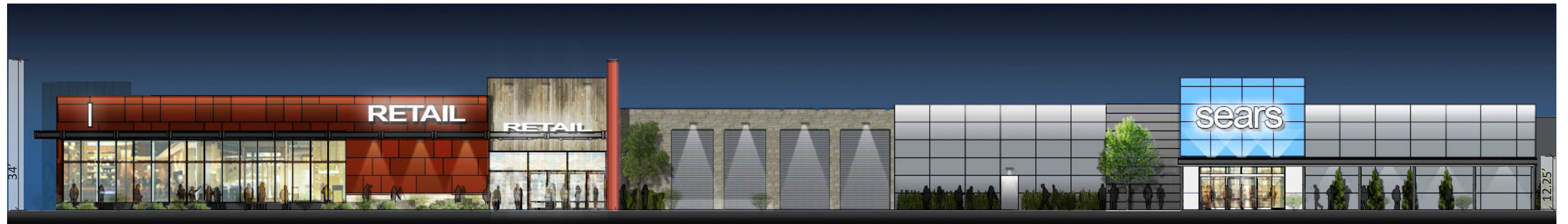
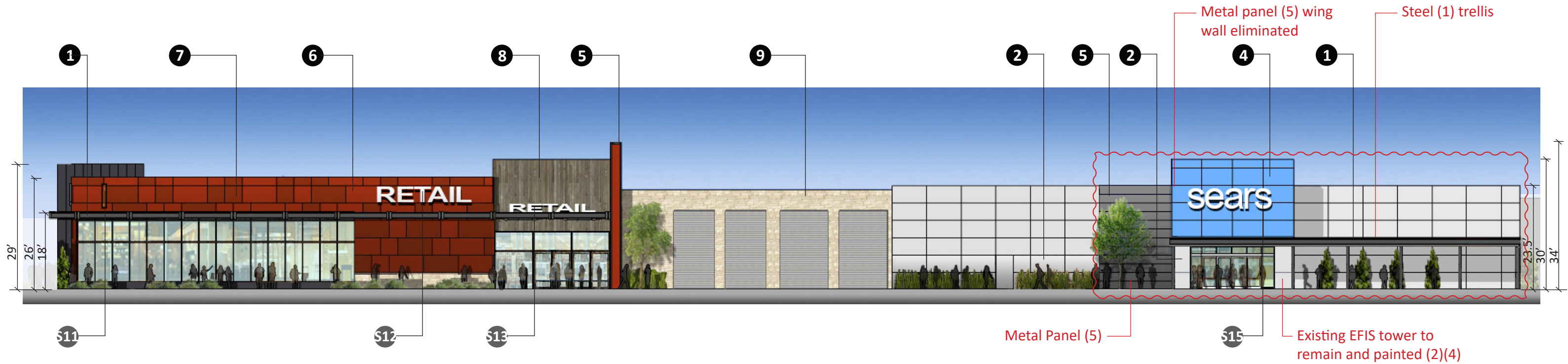
**ROOF PLAN**  
SCALE 1/16" = 1'-0"



**PLAN**  
SCALE 1/16" = 1'-0"



# PROPOSED ELEVATION - EAST



**1** STEEL



**2** E.F.I.S



**3** METAL



**4** E.F.I.S



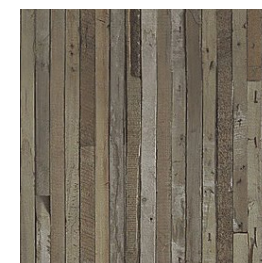
**5** METAL PANEL



**6** METAL PANEL



**7** METAL PANEL



**8** WOOD-1



**9** STONE