

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: November 30, 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: November 30, 2016

ID NUMBER:

Members present were: Richard Wagner, Chair; Cliff Goodhart, Tom DeChant, Lois Braun-Oddo, John Harrington, Michael Rosenblum, Rafeeq Asad, Richard Slayton and Sheri Carter.

SUMMARY:

At its meeting of November 30, 2016, the Urban Design Commission **GRANTED FINAL APPROVAL** of 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, Luke Haas and Jeff Vercauteren, all representing Seritage Growth Properties; and Justin Mack, and Lucas Roe, both representing Dave & Buster’s.

The design aesthetic modernizes the building and harmonizes some new treatments onto Sears while accommodating all the components of the redevelopment. The mall concourse connection will remain. The auto center will be redeveloped but there are currently no contracts signed. Site improvements include additional landscape islands and curb and gutter to match the landscaping around the rest of the mall. Changes to the building include removal of display windows, the proposed EIFS has changed to metal panels, split face block for certain areas and two different types of limestone tile in tan and white. Downlighting is planned to attract customers from the Beltline. The Secretary noted that after the Commission’s previous review of the project, the applicants met with him and Matt Tucker, Zoning Administrator, to discuss what needed to be done to be compliant with ordinance as far as display, graphics and lighting. Tim Parks of the Planning Division discussed changes to the parking lot/landscaping/pedestrian access around West Towne Mall over the last 8 or so years. The applicant is expressing an intent to meet those obligations to bring their portion up to code which include additional sidewalks to the ring road and a bus stop, as well as parking lot landscaping, lighting and signage. The mall ring road in this area will remain the same; there were adjustments to the three driveways into the ring road at the City’s request.

Comments and questions from the Commission were as follows:

- You need to put trees in islands at every 12 stalls.
 - We’re staying within the four walls.

- (Staff) The parameters of this approval extend beyond the Sears building. You have the pad sites, the modification of the auto center, so to Paul's point if we were talking only about this and there was nothing happening with the change of use here, and then the potential to have three pad site buildings and the site modifications to create those sites, then yes we might be talking about a lesser scope of how the Zoning Code would apply in terms of the parking lot, landscaping criteria, 50% threshold for new buildings or 50% addition to existing buildings, and there's the 10% threshold for site improvements, and I think we're in that arena of 10%. This is also a Planned Multi-Use Site, which is why everything that happens at West Towne comes to the UDC and PC. Even though there are multiple ownerships and a variety of buildings, it's all a Planned Multi-Use Site guided by volumes of easements and agreements.
- (Secretary) The Zoning Administrator had determined that if there was greater than 10% it would trigger the full compliance, but not with re-skinning the building and other elements of the project.
- Eliminate the crabapple trees for canopy trees in the islands; when you leave your car that Crabapple is in your face. It doesn't do anything to provide any shade for the parking lot, it blocks the view of the façade of the building. A canopy tree is up out of the way giving the shade we want and it's lessening the heat island effect.
- I don't see any glazing on the new Sears portion.
 - It'll be a new storefront on the east side will be maintained. They're being compressed down into a smaller footprint so we don't have the liberty to change what Sears is doing. We go in and put the demising wall in but then we have to coordinate with them on anything we do on the outside.
- I'd like to ask you to consider a double row of trees where you have really wide sidewalks (abutting the building to be subdivided), and you did hint to having more trees in front of your store and signage in your elevations, so as people are walking down there and those trees mature a little bit you'll get a lot more shade and green. Up against the building would be a huge improvement (on portions of the west and south elevations).
 - We were concerned about putting trees in front of the windows.
- There has been research showing that where you have large canopy trees along retail areas you get higher traffic than areas that don't have large trees.
- (Secretary) What's left over of the Sears building is also subject to this approval as a recommended body. If you're not satisfied with any portion of what is the Sears tenant spot, not having windows, you can make a recommendation on that. I also want to make sure everybody looks at the elevations for the non-Dave & Buster's portion of the building.
- In most of these shopping centers the idea is to open it up to the outside. Sears is not doing that.

ACTION:

On a motion by Harrington, seconded by Goodhart, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (7-0). The motion provided for the following:

- Trees shall be placed every 12 stalls in the tree islands with staff approval of the final plans, or return to the Commission.
- Replace the ornamental trees with canopy trees.
- Provide a double row of trees in areas featuring wide walkways along the east and south elevations of the building.
- Significant increase the number of trees along the building.
- The restaurant or the development of the auto center shall return to the Commission for approval.