



**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: September 21, 2016	<input type="checkbox"/> Informational Presentation <input checked="" type="checkbox"/> Initial Approval <input checked="" type="checkbox"/> Final Approval
UDC Meeting Date: November 9, 2016	
Combined Schedule Plan Commission Date (if applicable): November 21, 2016	

1. **Project Address:** 53 West Towne Mall
Project Title (if any): Sears West Towne Redevelopment

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
- AGENDA ITEM #

LEGISTAR # 43132

AID. DIST. 9

AGENDA ITEM # _____
LEGISTAR # 43732
ALD. DIST. 9

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: 212

3. Applicant, Agent & Property Owner Information:

Applicant Name: James Bry
Street Address: 489 Fifth Avenue, 18th Floor
Telephone: (355-7870) Fax: ()

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

Project Contact Person: Jeff Vercauteren
Street Address: 33 East Main Street, Suite 300
Telephone: () Fax: ()

Company: Husch Blackwell LLP
City/State: Madison, WI Zip: 53703
Email: jeff.vercauteren@huschblackwell.com

Project Owner (if not applicant) : _____
Street Address: _____
Telephone: (____) _____ Fax: (an) _____

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

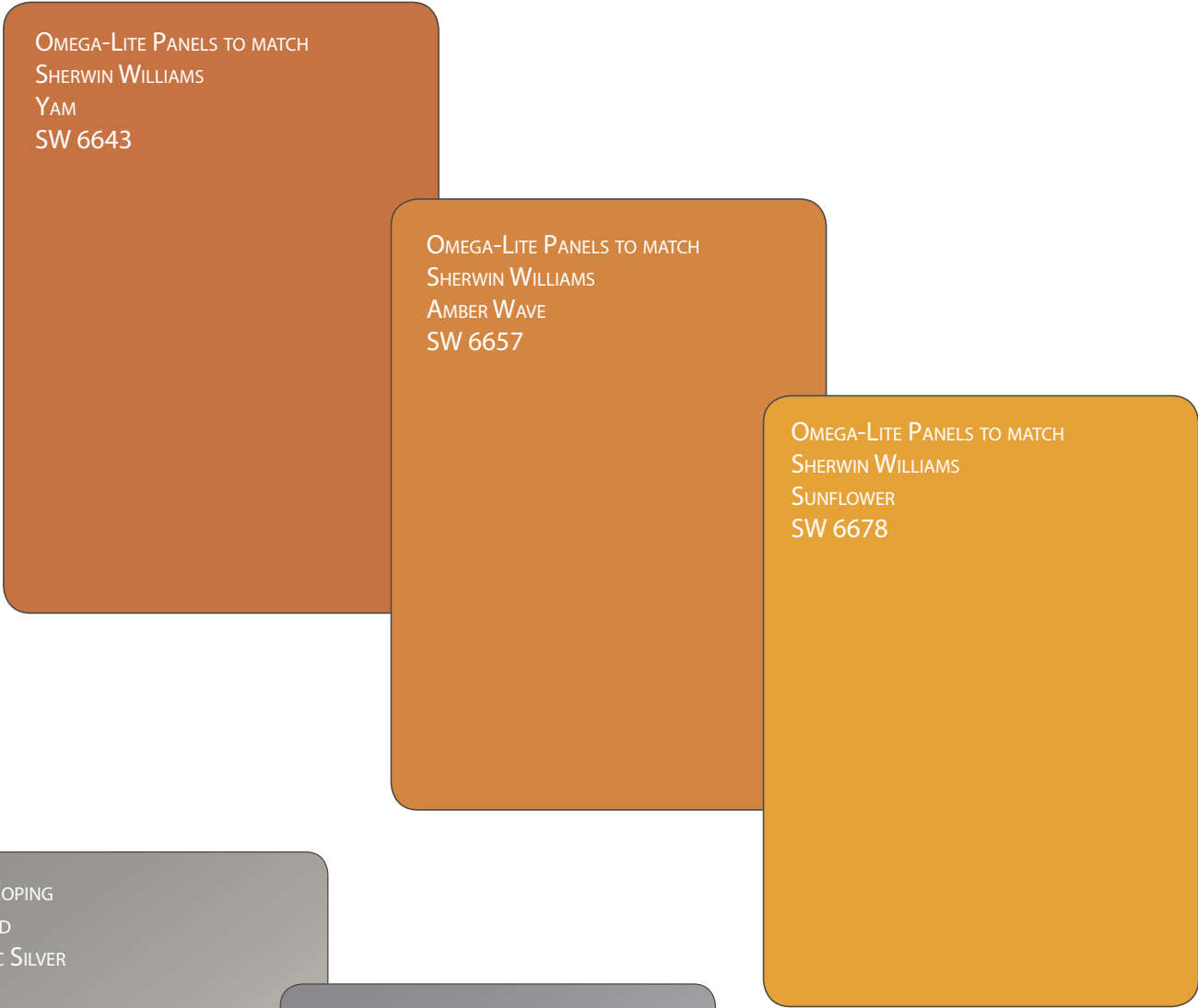
Authorized Signature Date May 5, 2016



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.

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BOLLARD
PAINTED SW 6643 YAM



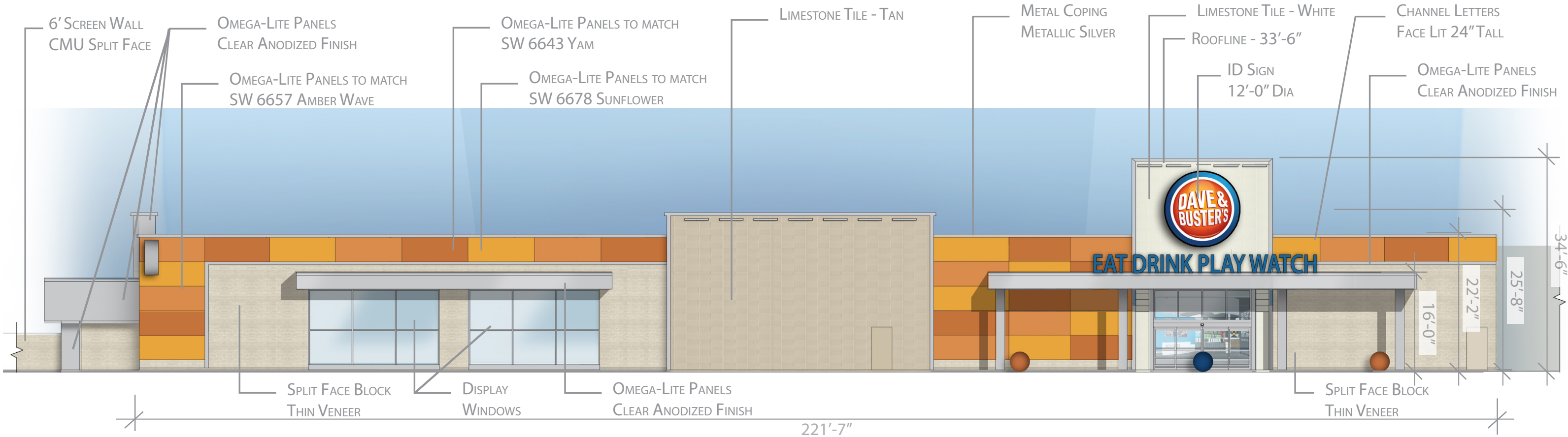
BOLLARD
PAINTED SW 6811 HONORABLE BLUE



SCREEN GATE
TREX ROPE SWING



BUILDING MATERIALS



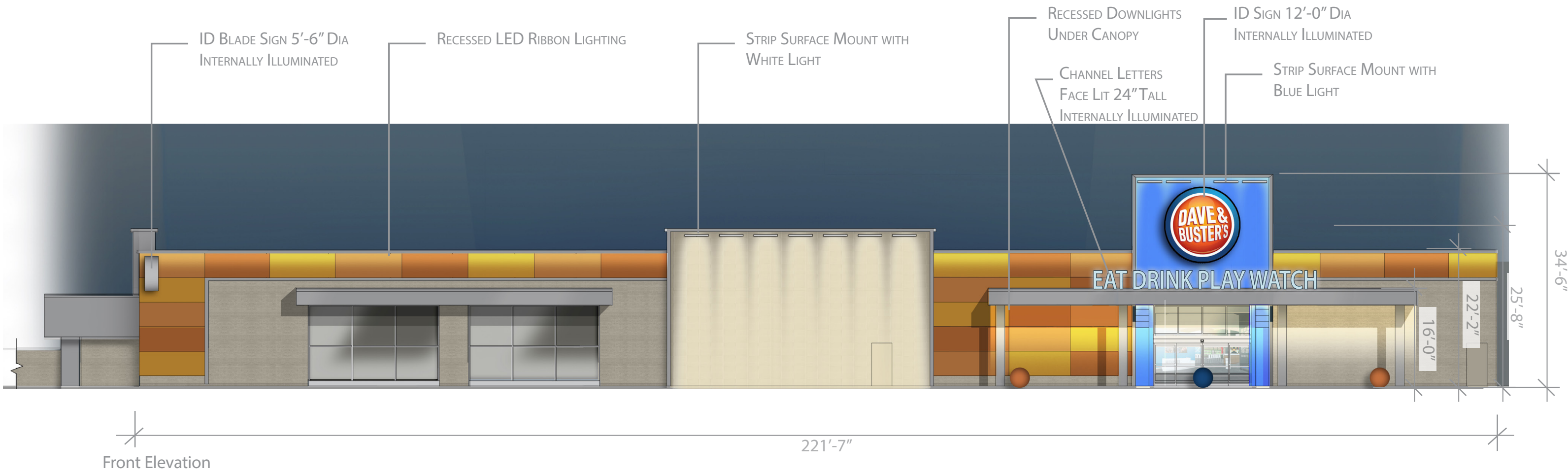
Front Elevation



Left Elevation

ELEVATIONS - DAY





ELEVATIONS - EVENING

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Front Elevation



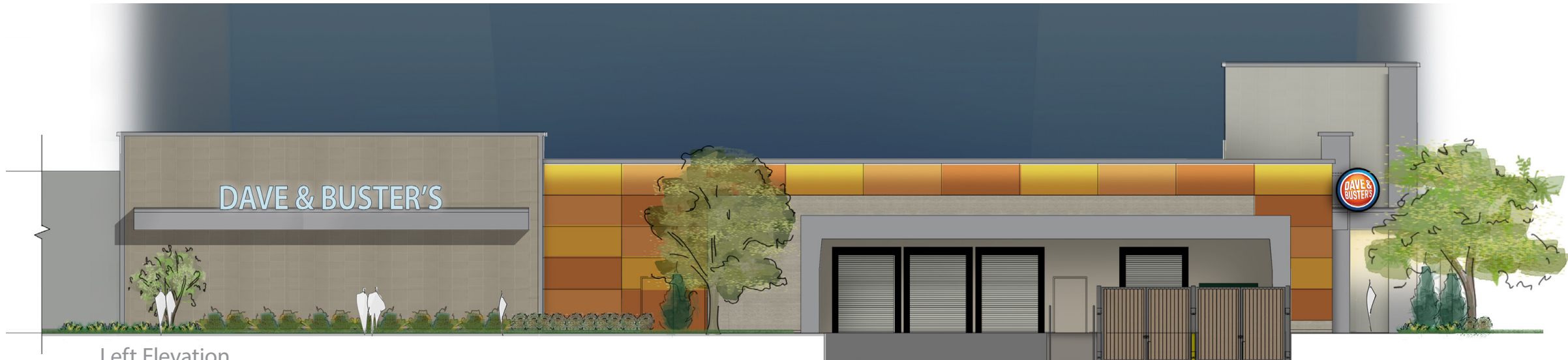
Left Elevation

LANDSCAPE ELEVATIONS - DAY

DESIGN PRESENTATION ONLY - NOT FOR CONSTRUCTION



Front Elevation



Left Elevation

LANDSCAPE ELEVATIONS - EVENING

DESIGN PRESENTATION ONLY - NOT FOR CONSTRUCTION

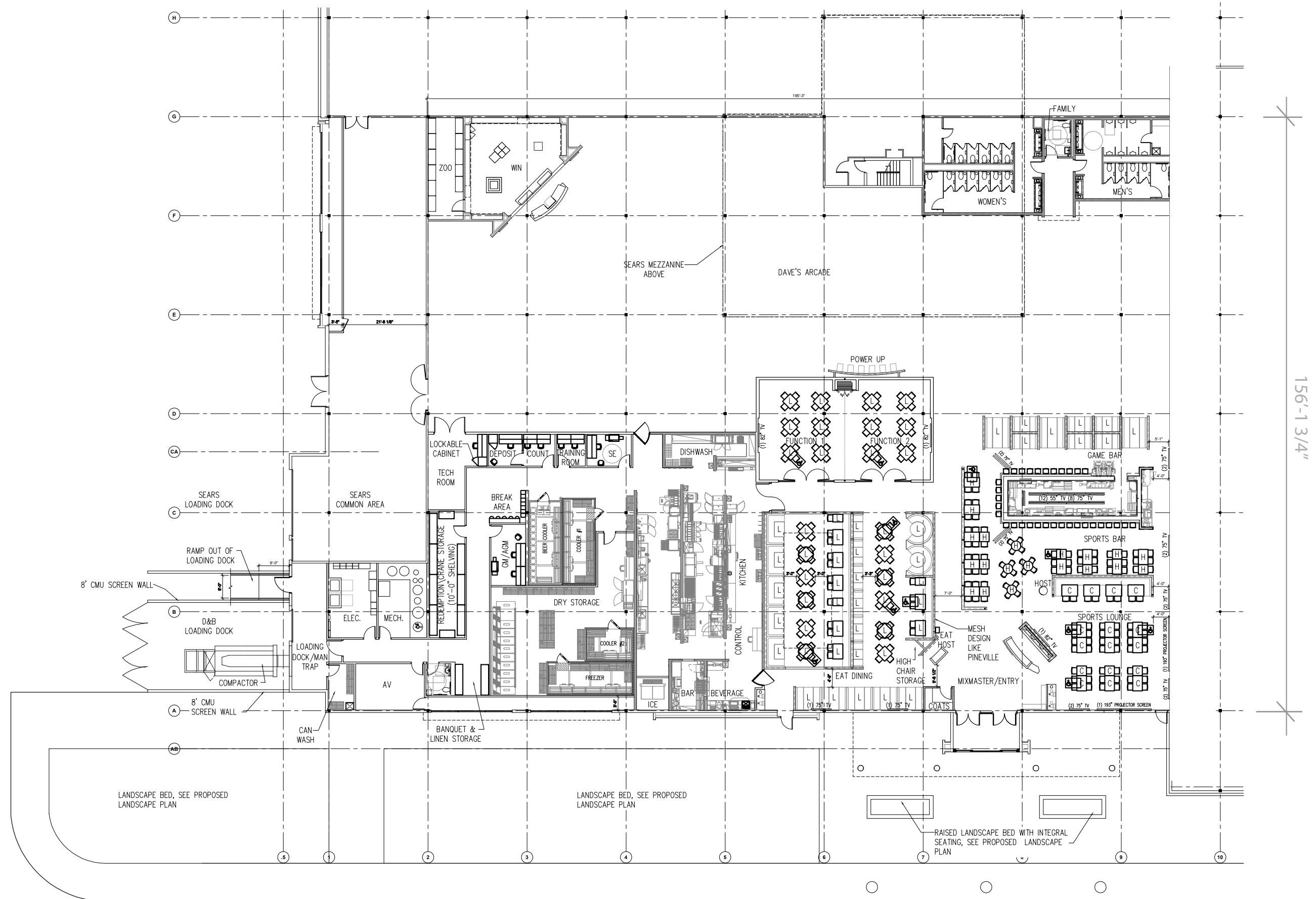


October 24, 2016 - Madison, WI
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221'-7"



FLOOR PLAN

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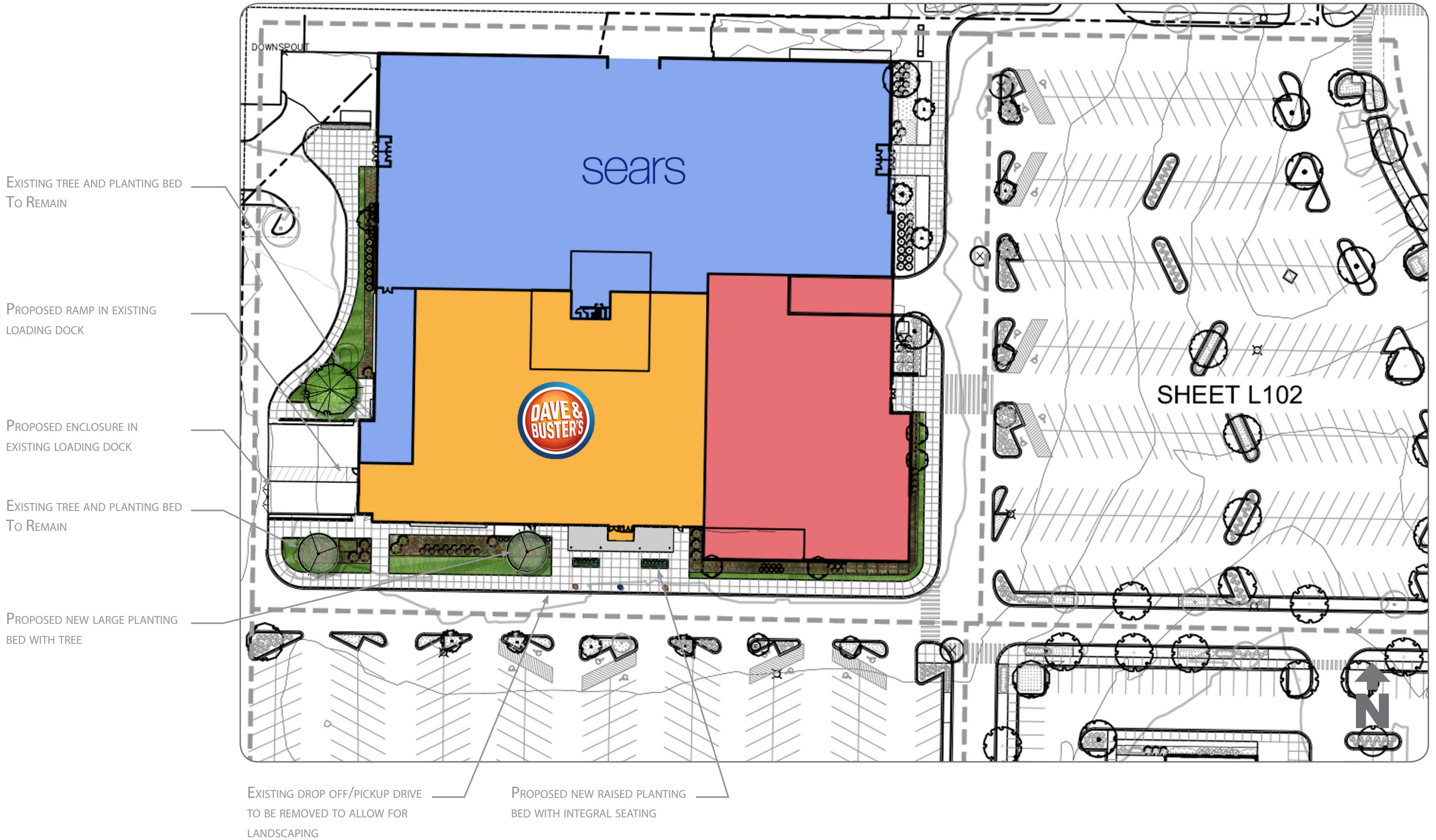
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SITE PLAN





12'-0" Exterior Identity Sign - 138 Sq. Ft.

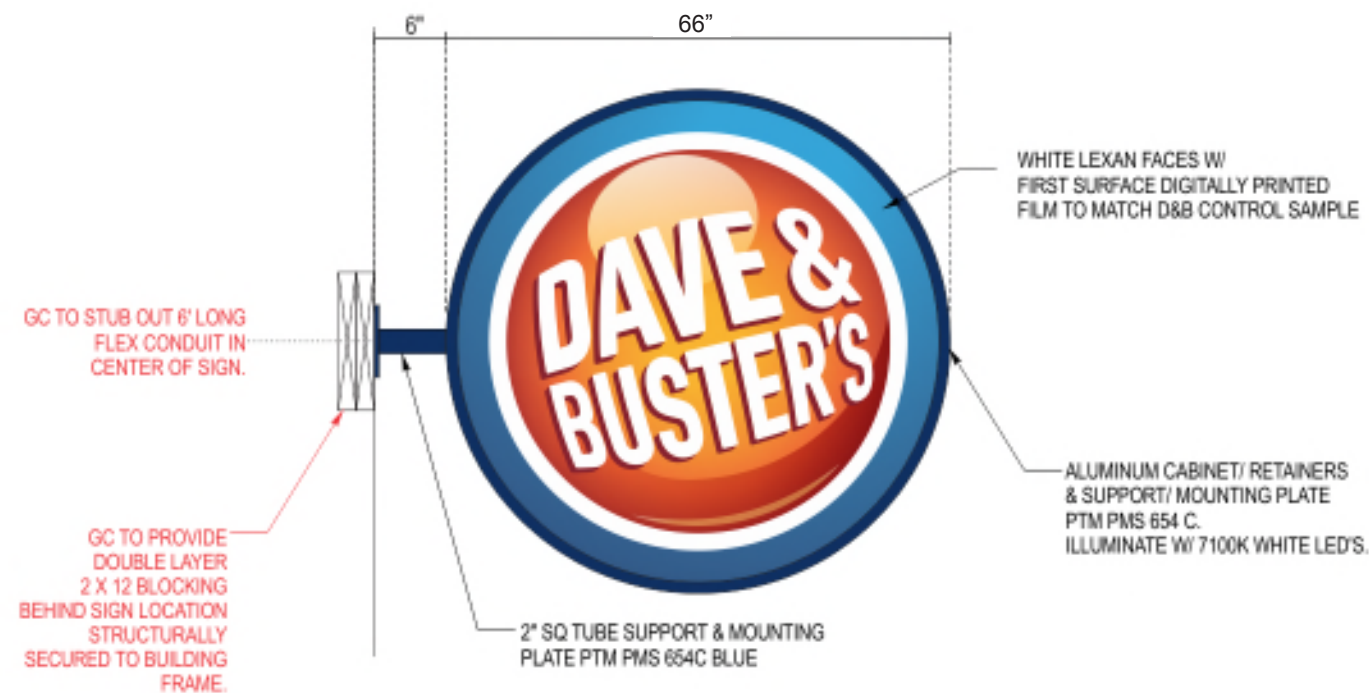


Signage Area = 426 Sq. Ft.

Proposed Sign = 138 Sq. Ft. or 32% of signage area

	QTY.	Overall Height	Square Footage
DAVE & BUSTERS ID SIGN	1	12'-0"	138 Sq. Ft.
DAVE & BUSTERS BLADE SIGN	1	5'-6"	28 Sq. Ft.
EAT DRINK PLAY WATCH CHANNEL LETTERS	1	2'-0"	40.90 Sq. Ft.
DAVE & BUSTER'S CHANNEL LETTERS	1	2'-0"	29.13 Sq. Ft.

EXTERIOR SIGNAGE



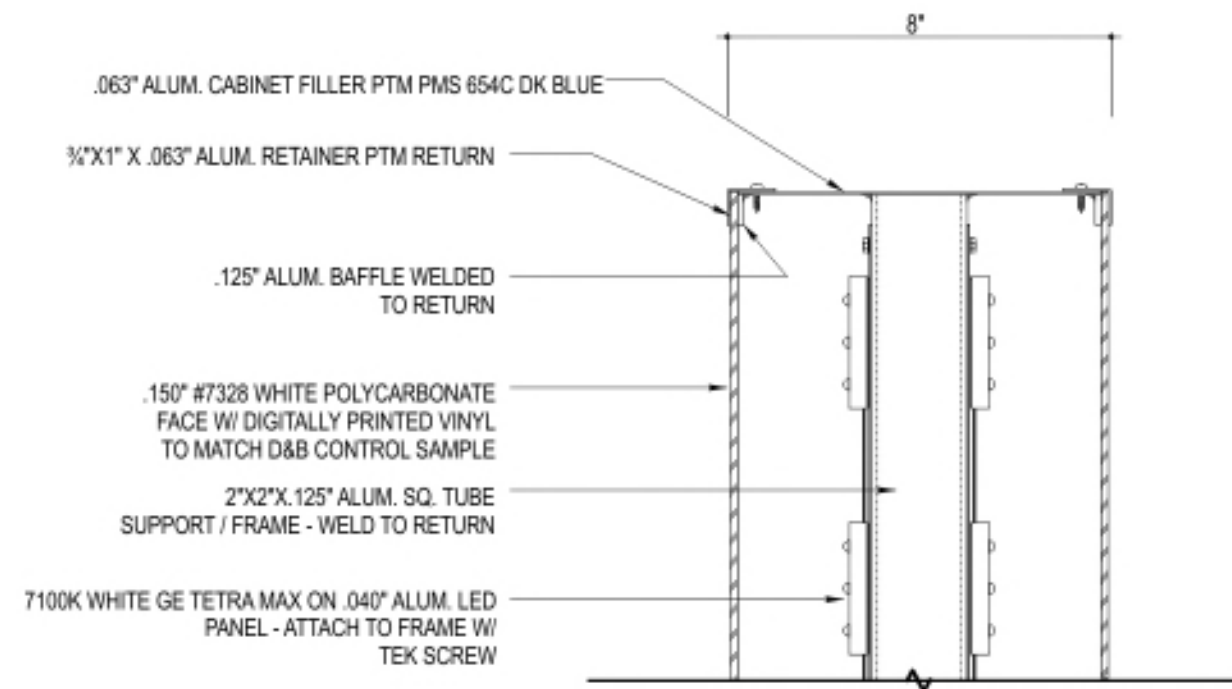
5'-6" Exterior Identity Blade Sign - 28 Sq. Ft.



Side



Blade sign does not extend more than 6'-0" from the building



Sign Detail

EXTERIOR SIGNAGE



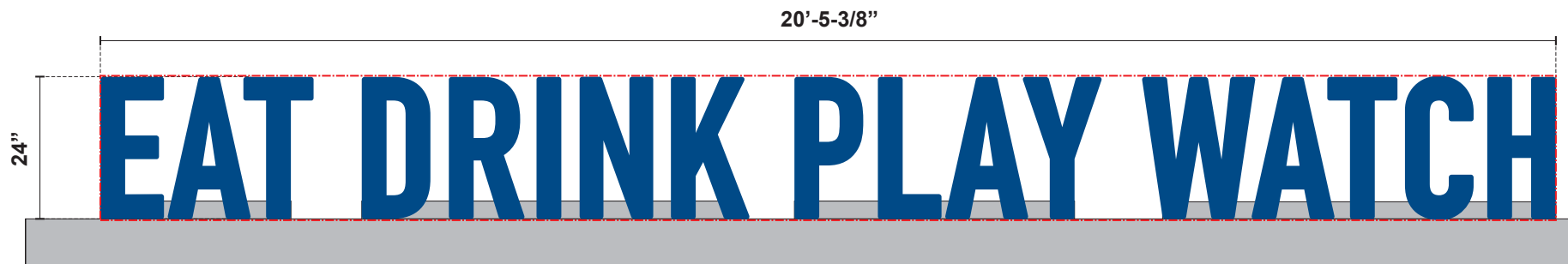
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Face-Lit Channel Letters (for canopy applications) - 40.90 Sq. Ft.

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 LEDS.

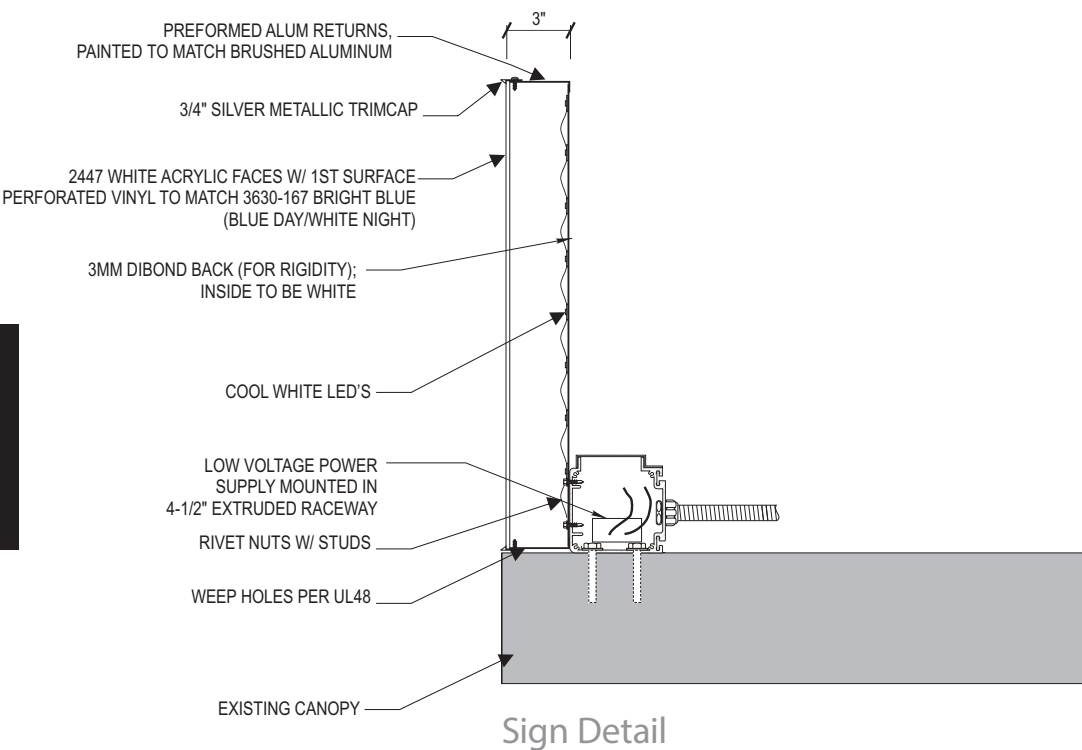
2" X 4" ALUMINUM RACEWAY PAINTED TO MATCH BRUSHED ALUMINUM. RACEWAY TO HOUSE POWER SUPPLIES AND PROVIDE FOR MOUNTING LETTERS TO EXISTING CANOPY.



24" High Canopy Mounted Sign



Face-Lit Channel Letters - Night View



EXTERIOR SIGNAGE



Face-Lit Channel Letters (for canopy applications) - 29.13 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 LEDS.

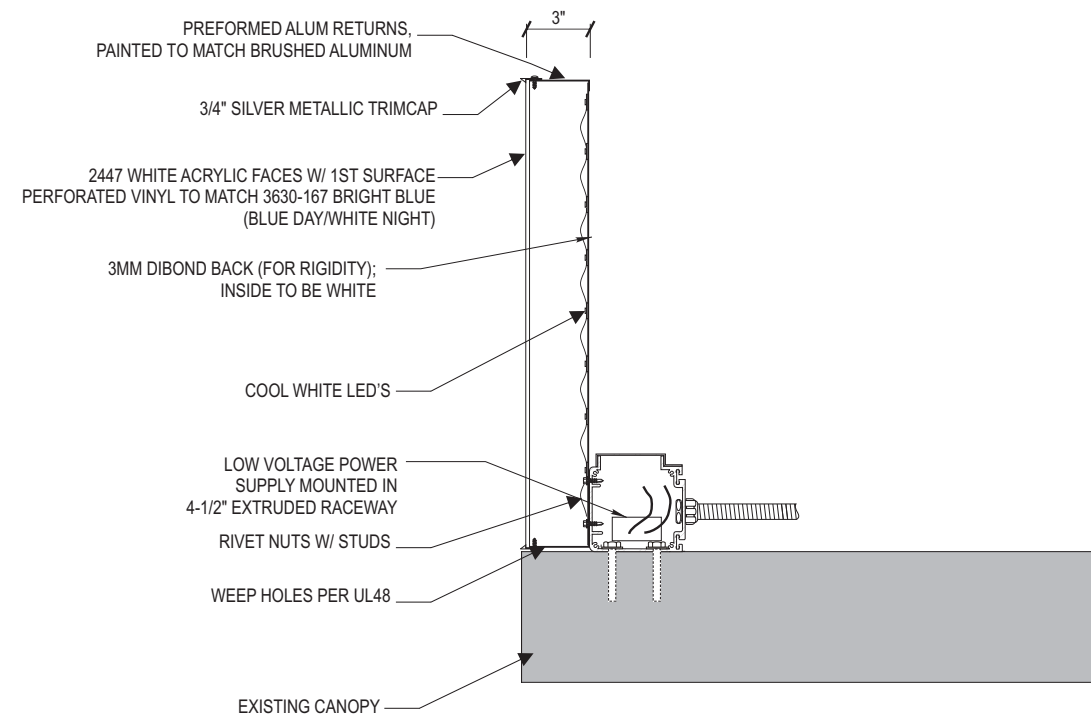
2" X 4" ALUMINUM RACEWAY PAINTED TO MATCH BRUSHED ALUMINUM. RACEWAY TO HOUSE POWER SUPPLIES AND PROVIDE FOR MOUNTING LETTERS TO EXISTING CANOPY.



Face-Lit Channel Letters - Night View



24" High Canopy Mounted Sign



Sign Detail

EXTERIOR SIGNAGE



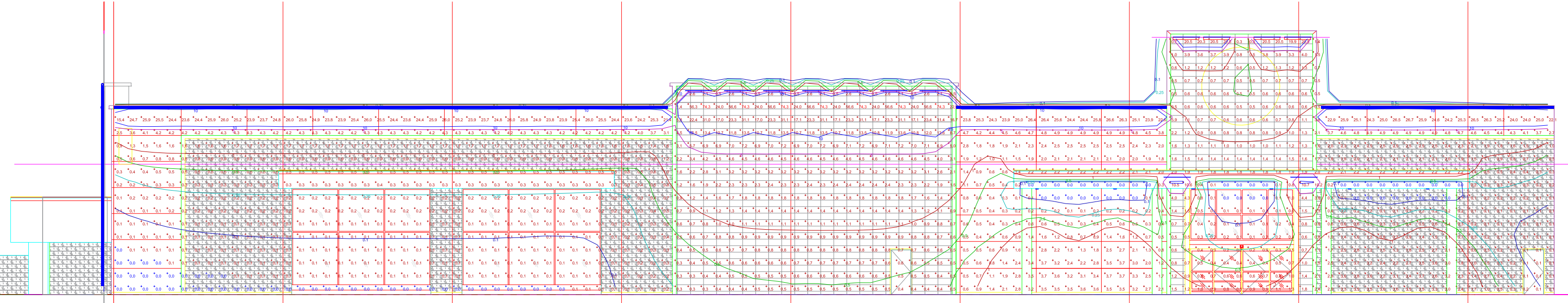
October 24, 2016 - Madison, WI

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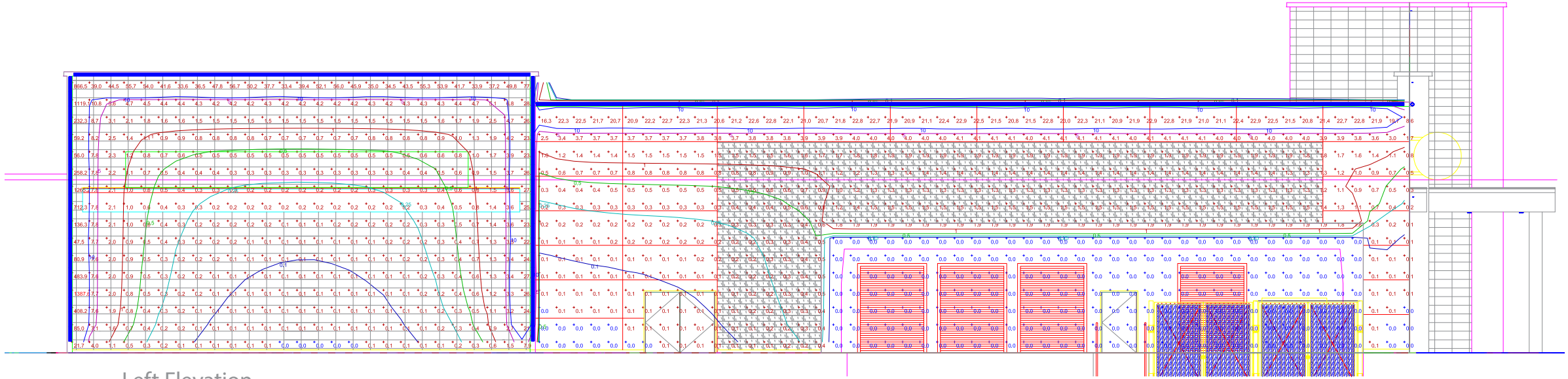
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Front Elevation



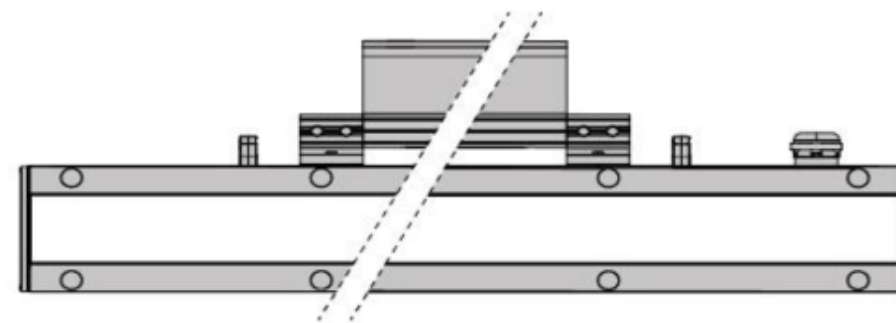
Left Elevation

PHOTOMETRIC ELEVATIONS

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NOVA FLEX
24 VOLT 240 SERIES
FLEXIBLE LED RIBBON LIGHTING
3225K



PRISMA ARCHITECTURAL
X8 - STRIP SQUARE SURFACE MOUNT
30 LED 35W 4000K AND 30 LED 35W BLUE LED



PORTFOLIO
LD6A20 - DOWNLIGHT
3500K

LIGHTING FIXTURES



October 24, 2016 - Madison, WI

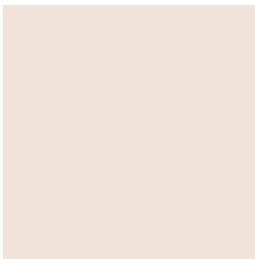
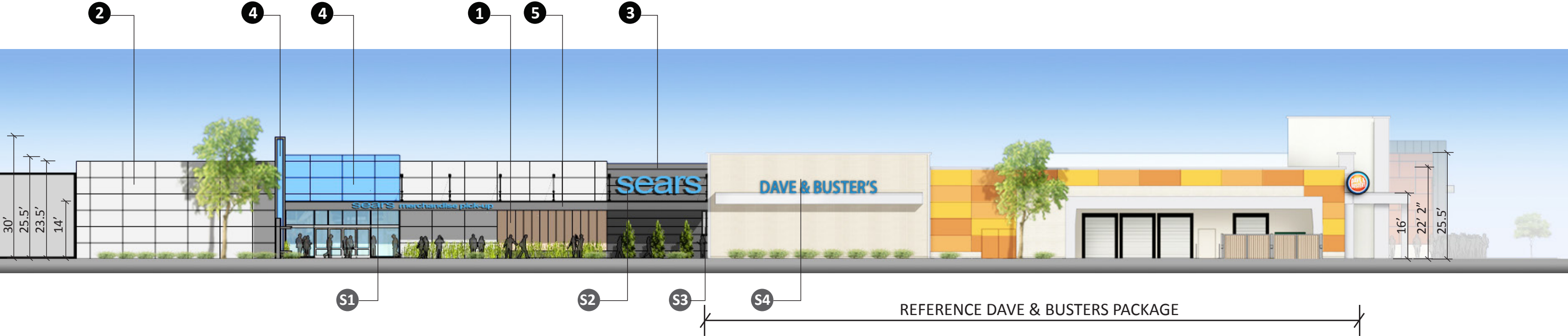
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ELEVATION - WEST



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

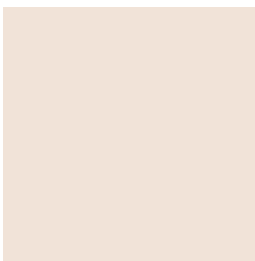
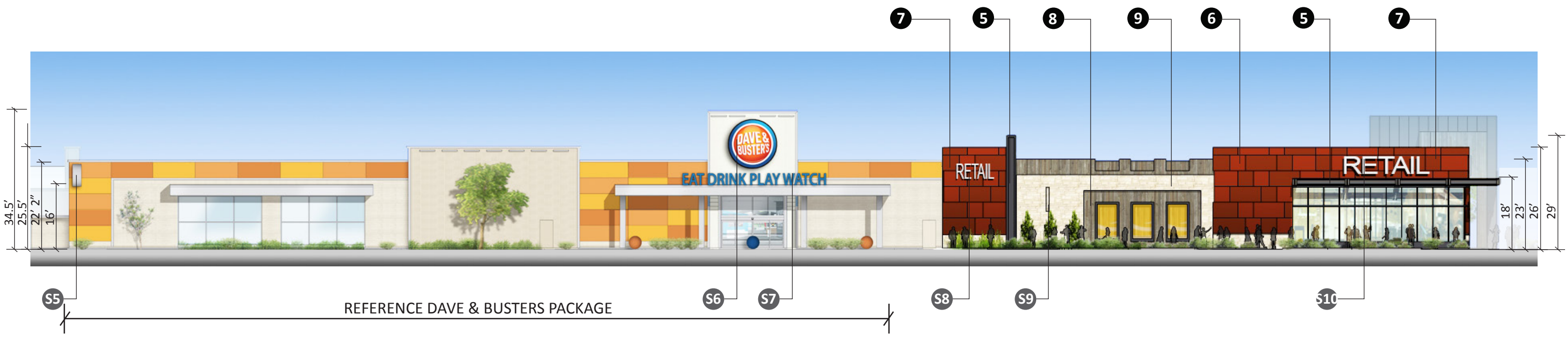


8 WOOD-1



9 STONE

ELEVATION - SOUTH



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

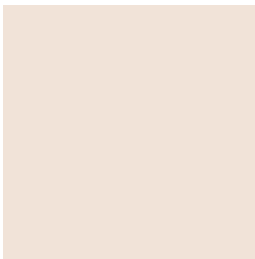
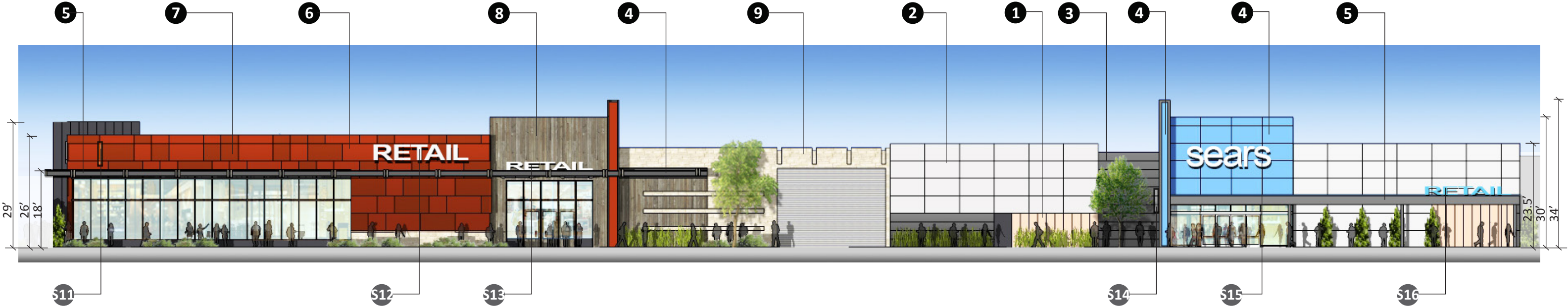
WOOD-1



9

STONE

ELEVATION - EAST



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

DEPARTMENT STORE BUILDING
EXISTING SIGNAGE:

WEST ELEVATION



TOTAL AREA = 144 SF
TO BE RELOCATED/REPLACED

SOUTH ELEVATION



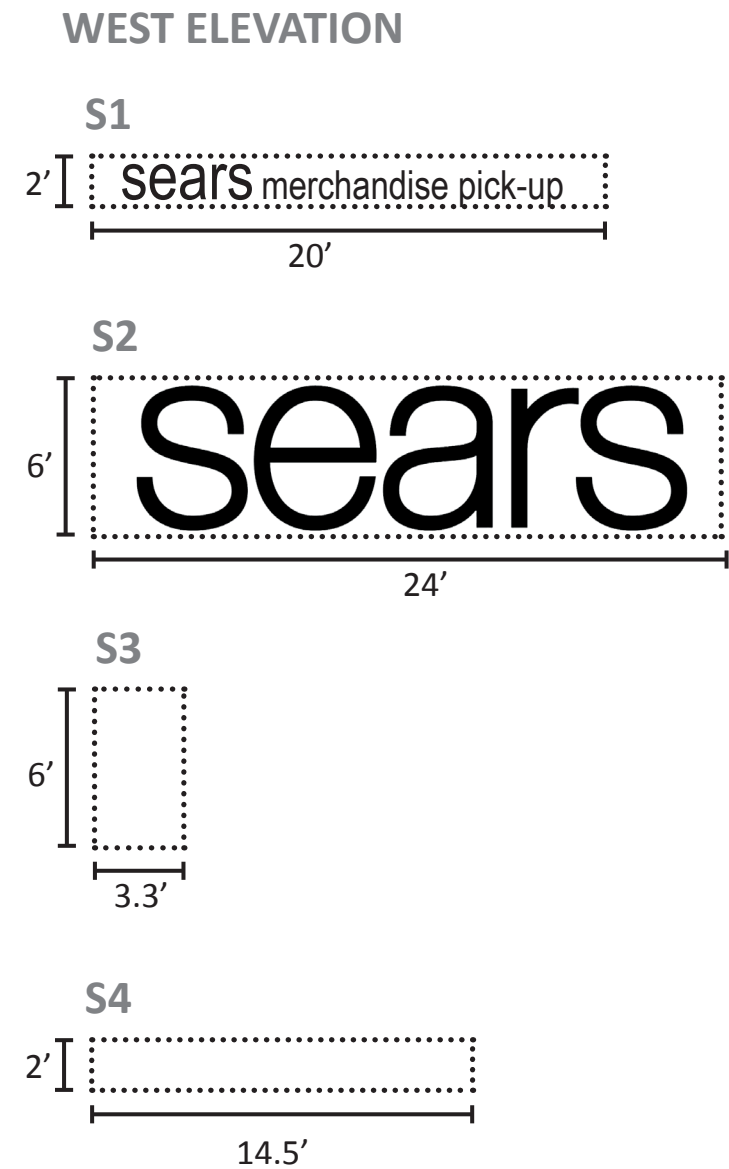
TOTAL AREA = 144 SF
TO BE REMOVED

EAST ELEVATION



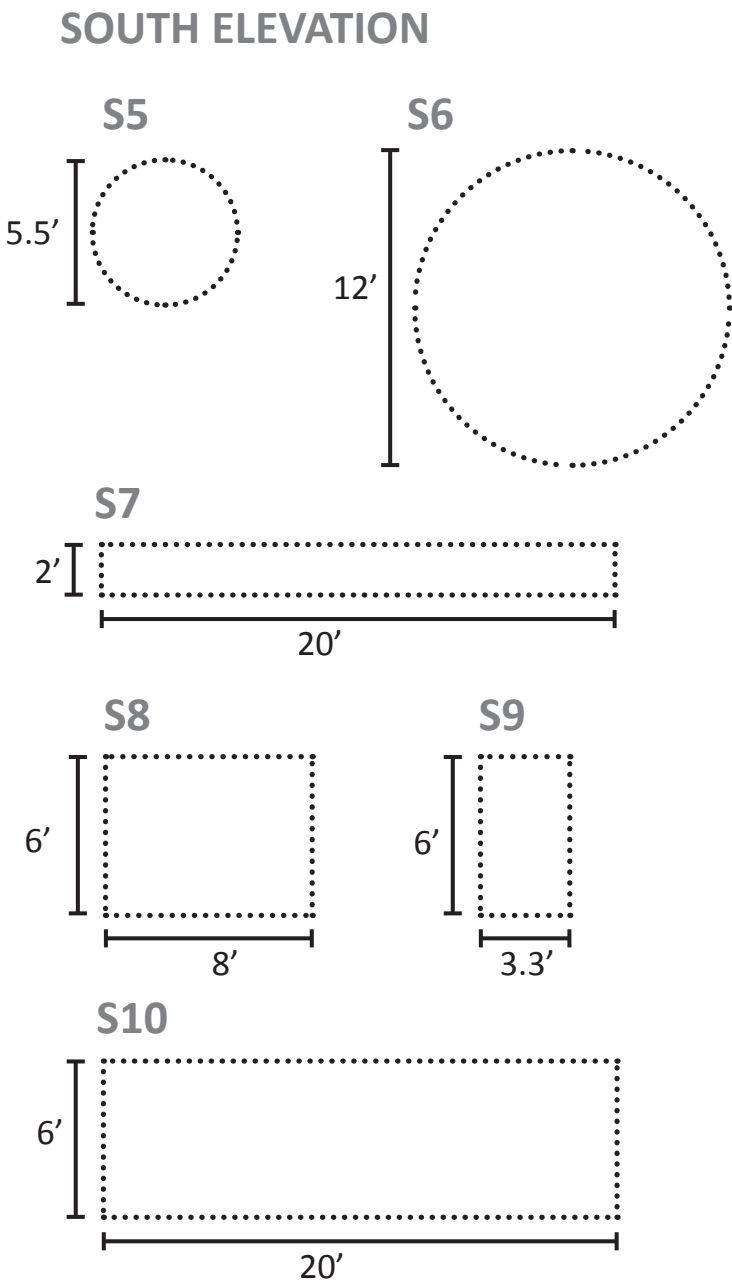
TOTAL AREA = 144 SF
TO BE RELOCATED/REPLACED

DEPARTMENT STORE BUILDING:
PROPOSED SIGNAGE:



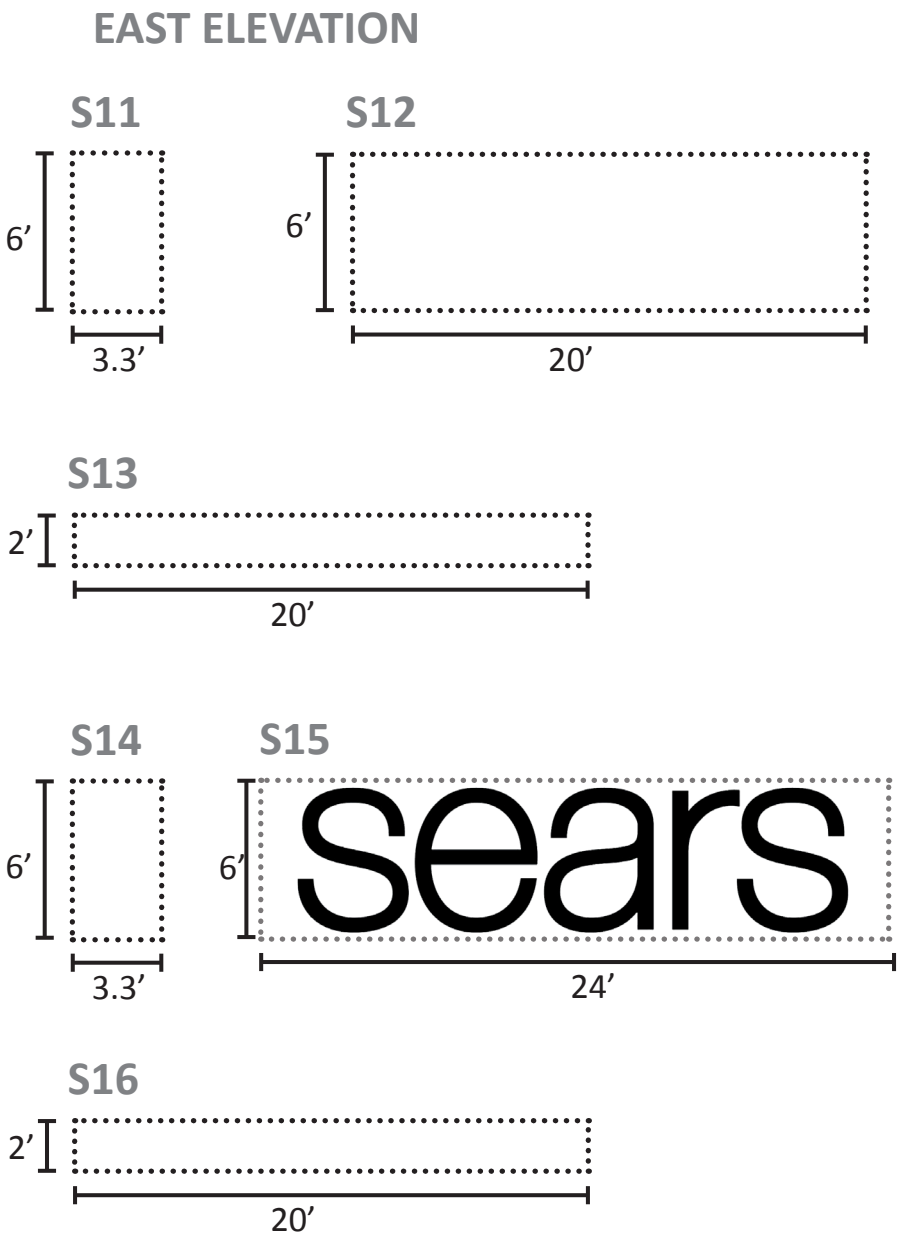
PROPOSED SIGNAGE

SEARS:	S1:	2' x 20'	= 40 sq. ft.
	S2:	6' x 24'	= 144 sq. ft.
	S3:	6' x 3.3'	= 20 sq. ft.
D&B	S4:	2' x 14.5'	= 29 sq. ft.
TOTAL			= 233 sq. ft.



PROPOSED SIGNAGE

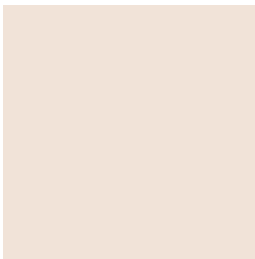
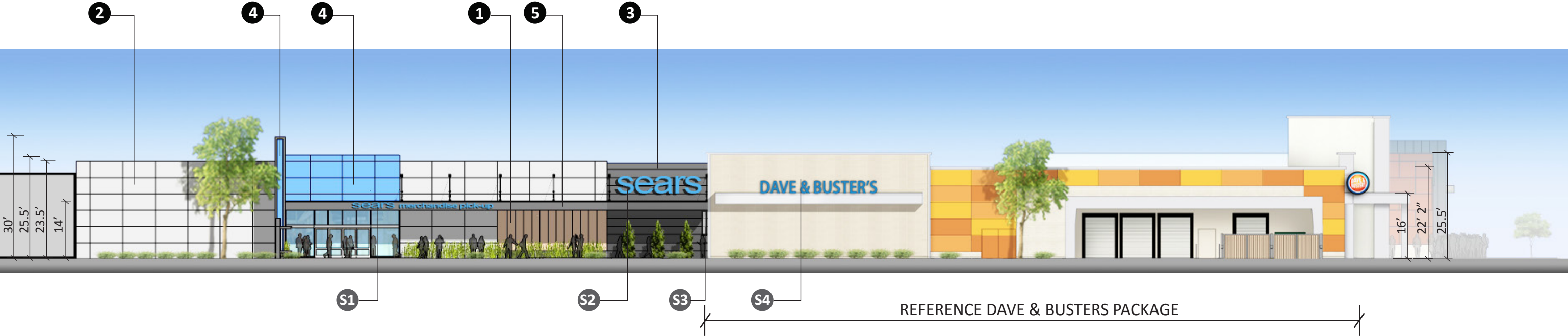
D&B:	S5:	D=5.5'	= 28 sq. ft.
	S6:	D=12'	= 138 sq. ft.
RETAIL-1:	S7:	2' x 20'	= 40 sq. ft.
	S8:	6' x 8'	= 48 sq. ft.
	S9:	6' x 3.3'	= 20 sq. ft.
	S10:	6' x 20'	= 120 sq. ft.
TOTAL:			= 394 sf



PROPOSED SIGNAGE

RETAIL-1:	S11:	6' x 3.3'	= 20 sq. ft.
	S12:	6' x 20'	= 120 sq. ft..
	S13:	2' x 20'	= 40 sq. ft.
SEARS:	S14:	6' x 3.3'	= 20 sq. ft.
	S15:	6' x 24'	= 144 sq. ft.
	S16:	2' x 20'	= 40 sq. ft.
TOTAL			= 384 sq. ft.

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

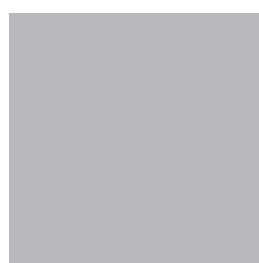
STONE

ELEVATION - SOUTH



1

E.F.I.S



2

E.F.I.S



3

E.F.I.S



4

E.F.I.S



5

METAL PANEL



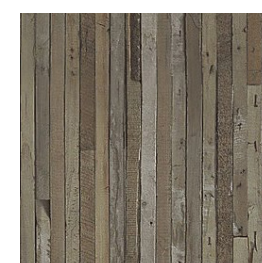
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METAL PANEL



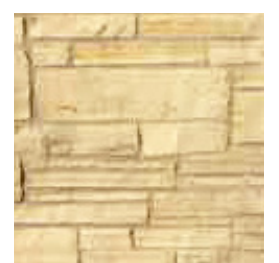
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METAL PANEL



8

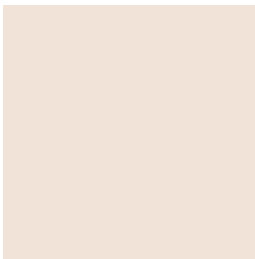
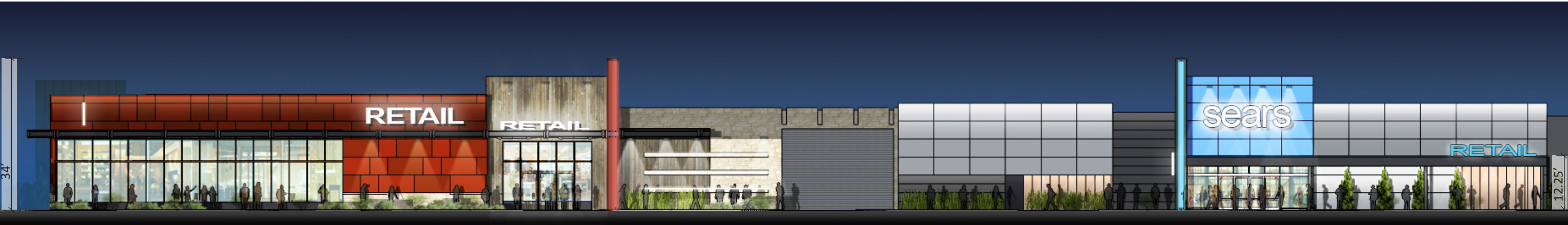
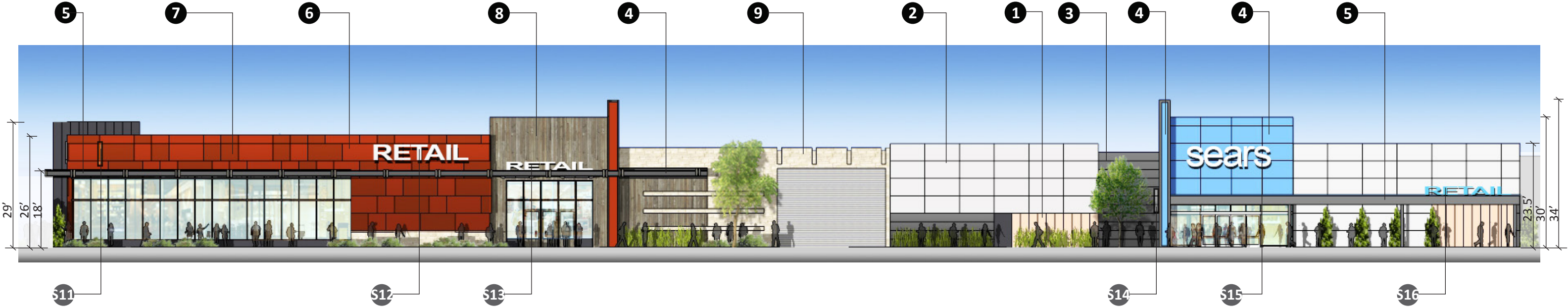
WOOD-1



9

STONE

ELEVATION - EAST



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

DEPARTMENT STORE BUILDING
EXISTING SIGNAGE:

WEST ELEVATION



TOTAL AREA = 144 SF
TO BE RELOCATED/REPLACED

SOUTH ELEVATION



TOTAL AREA = 144 SF
TO BE REMOVED

EAST ELEVATION



TOTAL AREA = 144 SF
TO BE RELOCATED/REPLACED

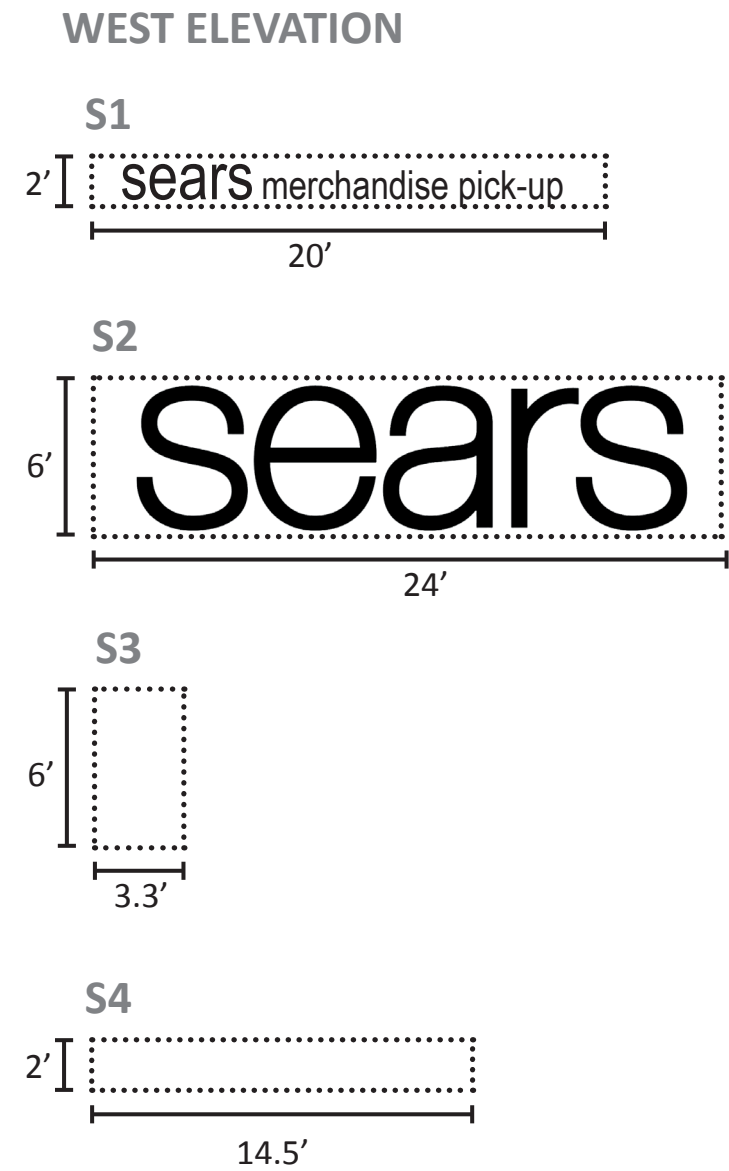
W Towne Mall

53 W Towne Mall, Madison, WI 53719

Madison Signage Zoning Ordinance

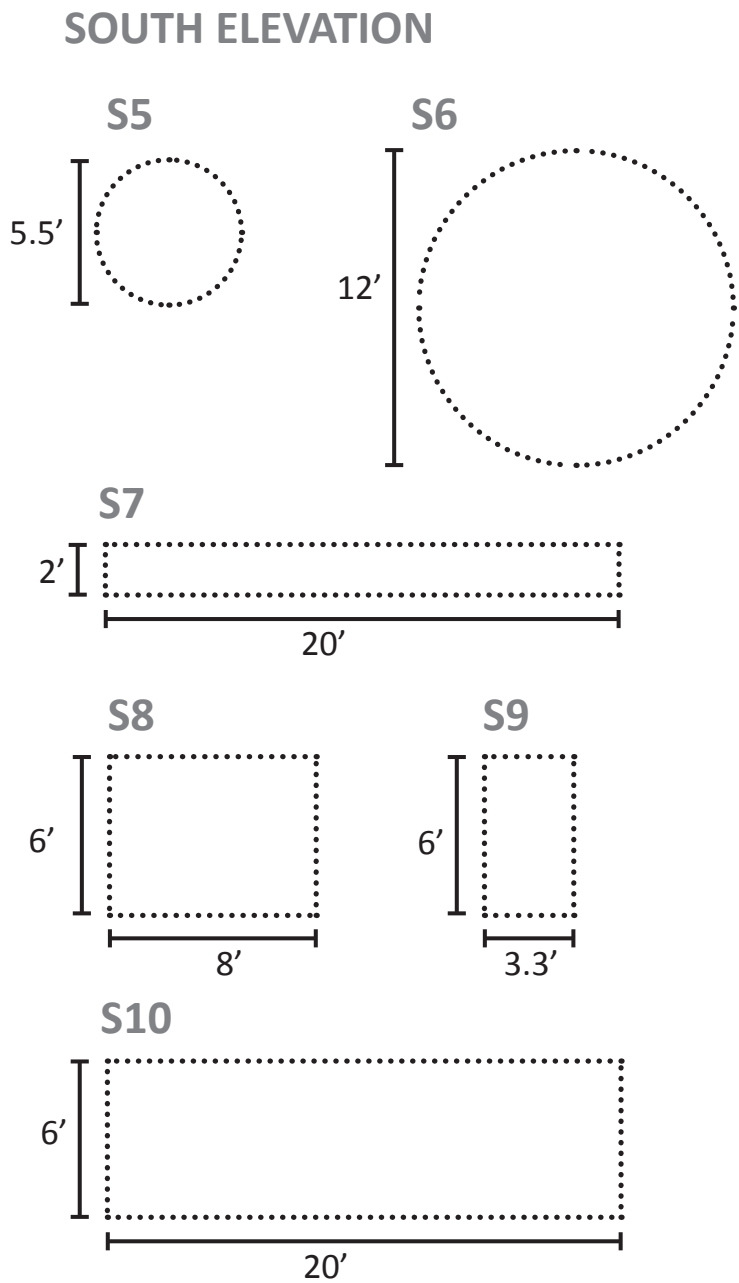
Sec.31.021(1)(c)	Group3: CC Commercial Center District
31.07	Wall, Roof and Above-Roof Signs
31.07(2)	Wall Signable Area
31.07(2)(a)(1)	Number of Signable Areas for buildings with more than one occupant
31.07(2)(b)(1)	Measuring Signable area for walls
31.07(4)(b)	Size (30%) of the signable area, and a Max of (120) sf per signage
31.07(5)(c)	Standalone logo outside the signable wall area: 6 sf Max.
31.07(6)(a)	Four accessory signs for buildings exceeding 125 ft. in Length.
31.071	Canopy signs
31.071(1)	Canopy Fascia
31.071(2)(c)(1)	Criteria
31.071(2)(c)(2)	Size
31.071(2)(c)(3)(b)	Logo size
31.09	Projecting signs
31.09(1)	Size, Projection, location, and number of signs.
31.10.	Window signs
31.10.(1)	Max size allowed, criteria and percentage

DEPARTMENT STORE BUILDING:
PROPOSED SIGNAGE:



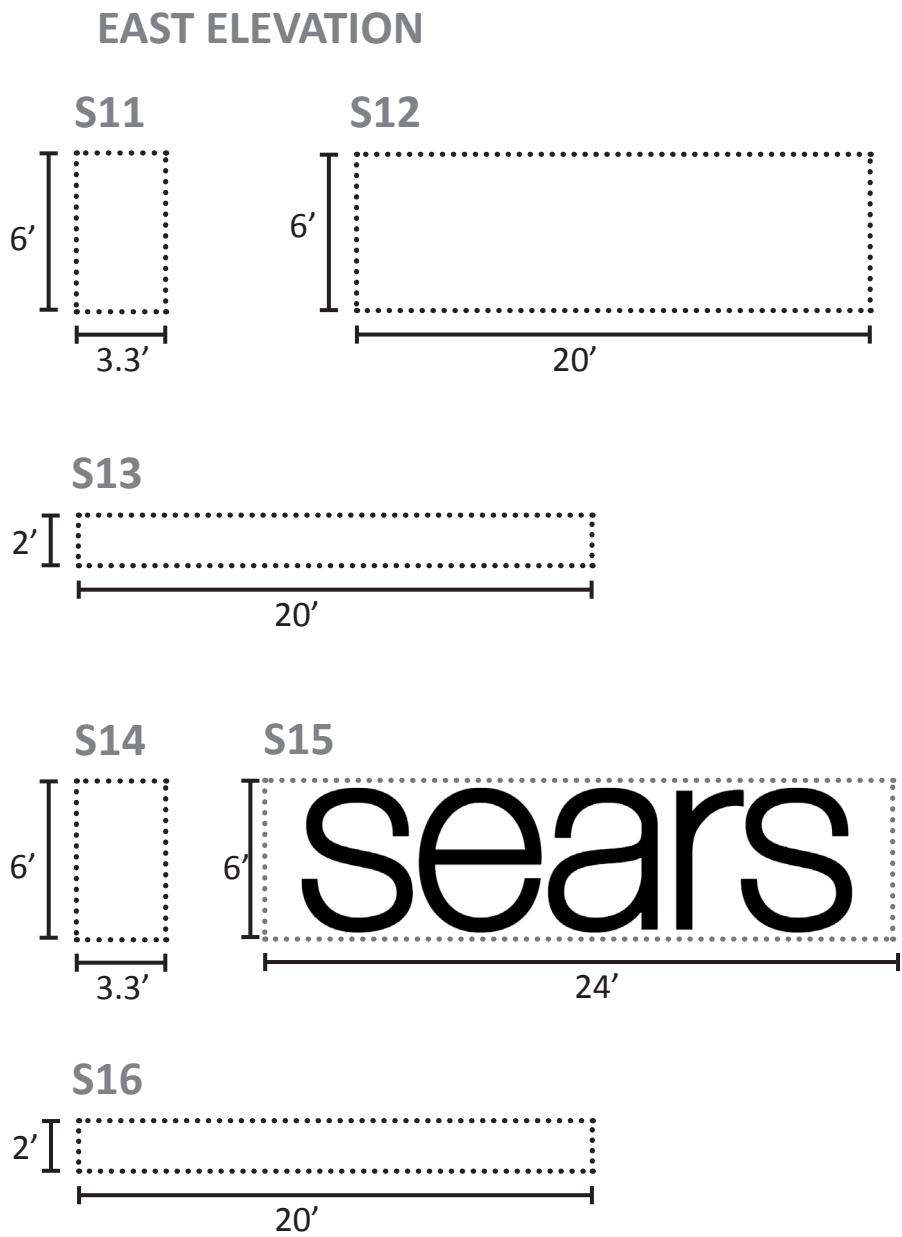
PROPOSED SIGNAGE

SEARS:	S1:	2' x 20'	= 40 sq. ft.
	S2:	6' x 24'	= 144 sq. ft.
	S3:	6' x 3.3'	= 20 sq. ft.
D&B	S4:	2' x 14.5'	= 29 sq. ft.
TOTAL			= 233 sq. ft.



PROPOSED SIGNAGE

D&B:	S5:	D=5.5'	= 28 sq. ft.
	S6:	D=12'	= 138 sq. ft.
	S7:	2' x 20'	= 40 sq. ft.
RETAIL-1:	S8:	6' x 8'	= 48 sq. ft.
	S9:	6' x 3.3'	= 20 sq. ft.
	S10:	6' x 20'	= 120 sq. ft.
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PROPOSED SIGNAGE

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	S15:	6' x 24'	= 144 sq. ft.
	S16:	2' x 20'	= 40 sq. ft.
TOTAL			= 384 sq. ft.

3D VIEW - EAST



3D VIEW - SOUTH

