

# 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: \_\_\_\_\_

Title: \_\_\_\_\_

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

UDC meeting date requested \_\_\_\_\_

- 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** \_\_\_\_\_ **Company** \_\_\_\_\_

**Street address** \_\_\_\_\_ **City/State/Zip** \_\_\_\_\_

**Telephone** \_\_\_\_\_ **Email** \_\_\_\_\_

**Project contact person** \_\_\_\_\_ **Company** \_\_\_\_\_

**Street address** \_\_\_\_\_ **City/State/Zip** \_\_\_\_\_

**Telephone** \_\_\_\_\_ **Email** \_\_\_\_\_

**Property owner (if not applicant)** \_\_\_\_\_

**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**
- 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 \_\_\_\_\_ on \_\_\_\_\_.
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 \_\_\_\_\_ Relationship to property \_\_\_\_\_

Authorized signature of **Property Owner** \_\_\_\_\_ Date \_\_\_\_\_

**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.**

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 an 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

March 21, 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 in lieu of installing the steel trellis and metal panel wing. The following proposed changes are shown in detail in the enclosed submittal:

- Retain and repaint the existing EIFS adjacent to the east Sears entrance in lieu of installing new metal panel.
- 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.

# HUSCH BLACKWELL

- Remove the steel trellis from the approved plans adjacent to the east Sears entrance.

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,

A handwritten signature in black ink, appearing to read 'J. Vercauteren', with a long horizontal line extending to the right.

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

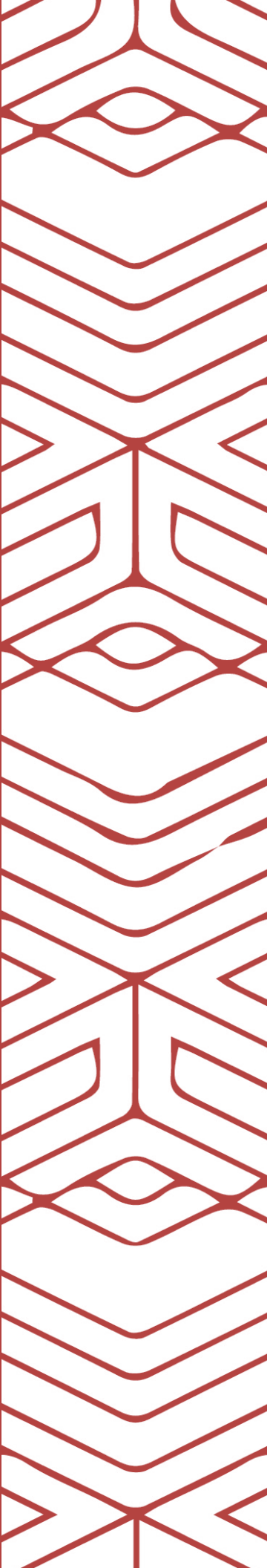
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# WEST TOWNE MALL MADISON, WI

53 W Towne Mall, Madison, WI 53719

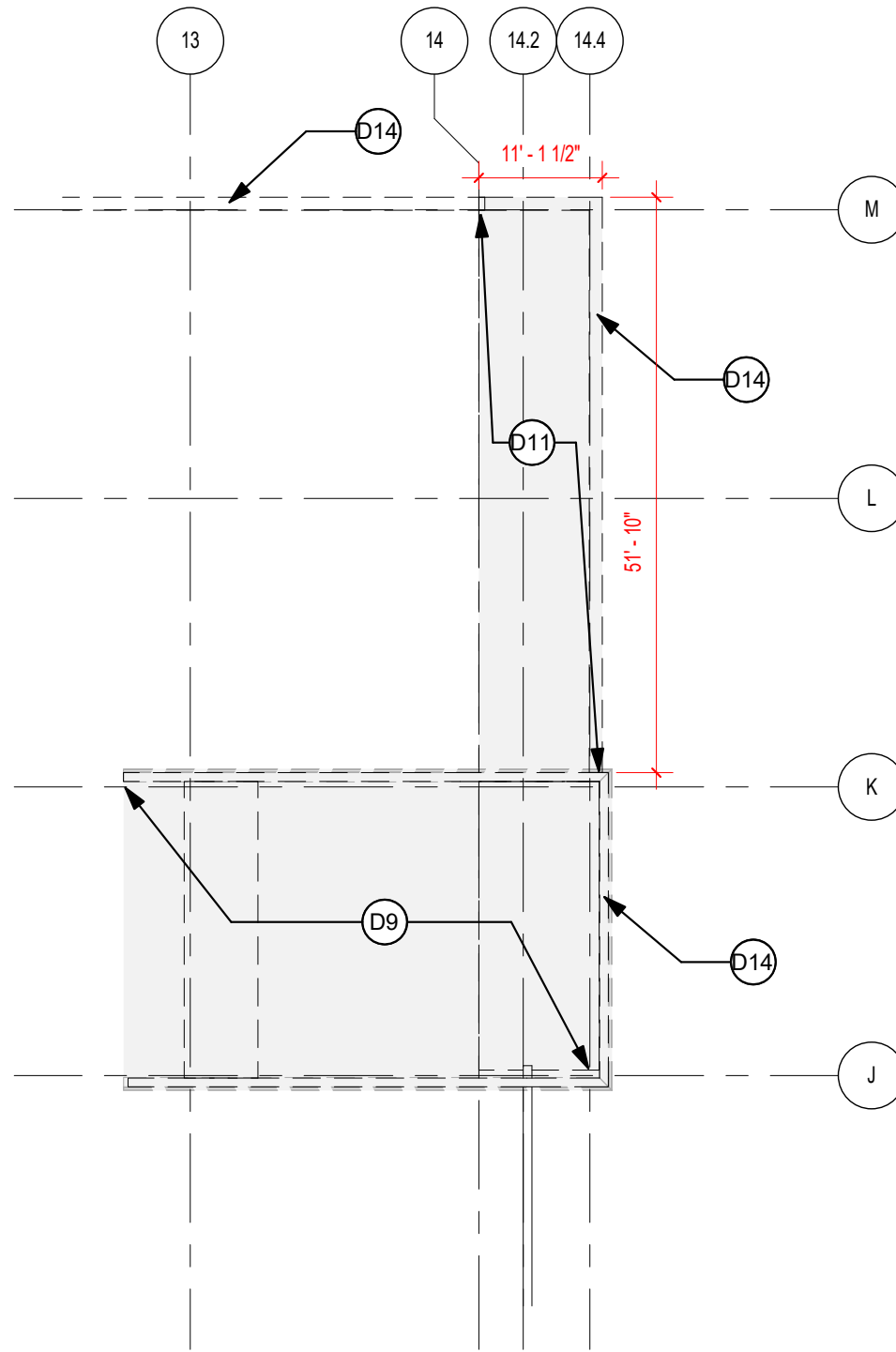
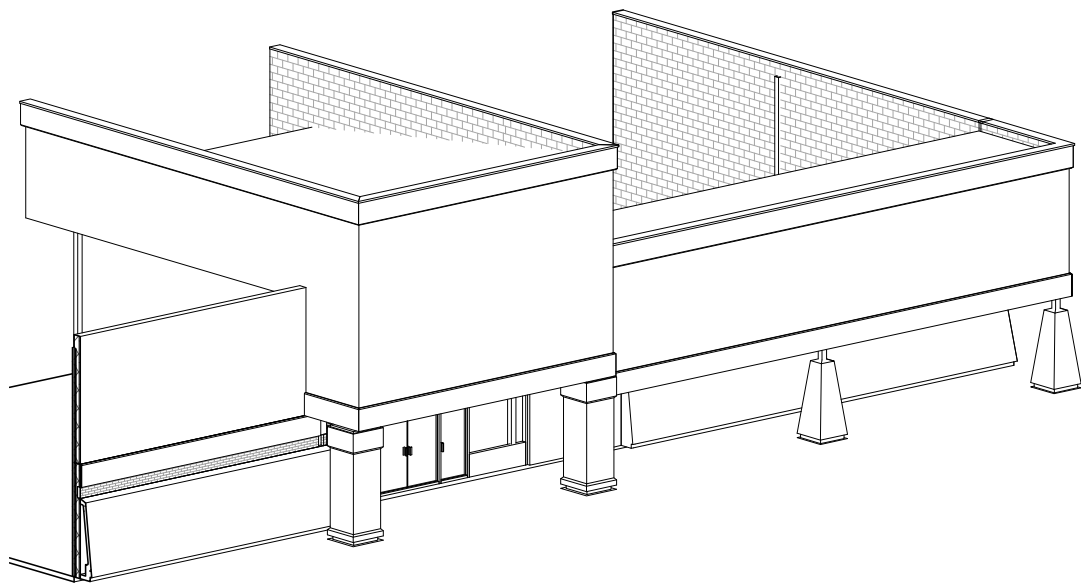
**SERITAGE**  
GROWTH PROPERTIES

# REVISED ELEVATIONS

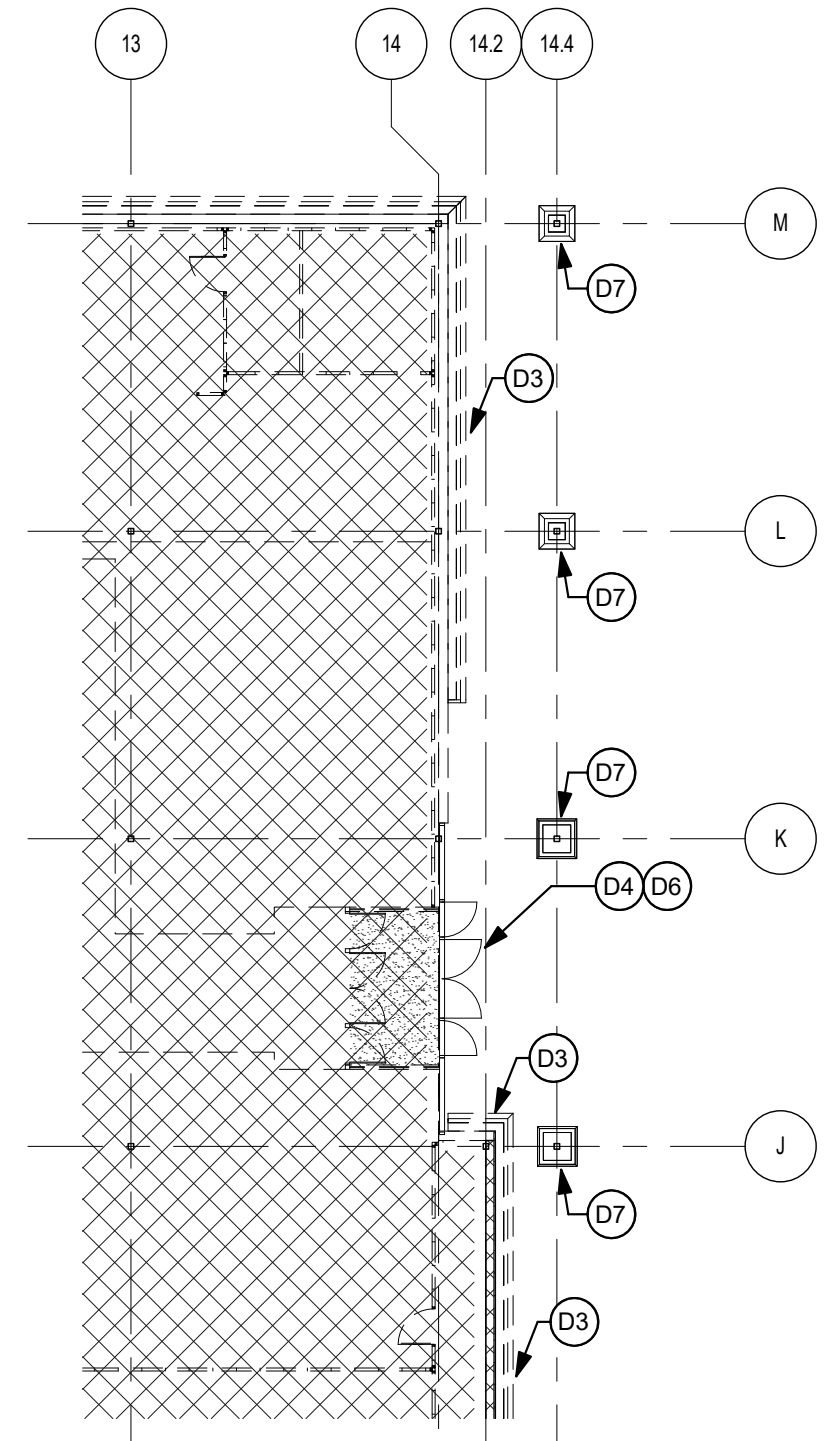




# PREVIOUSLY APPROVED DESIGN - DEMOLITION



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

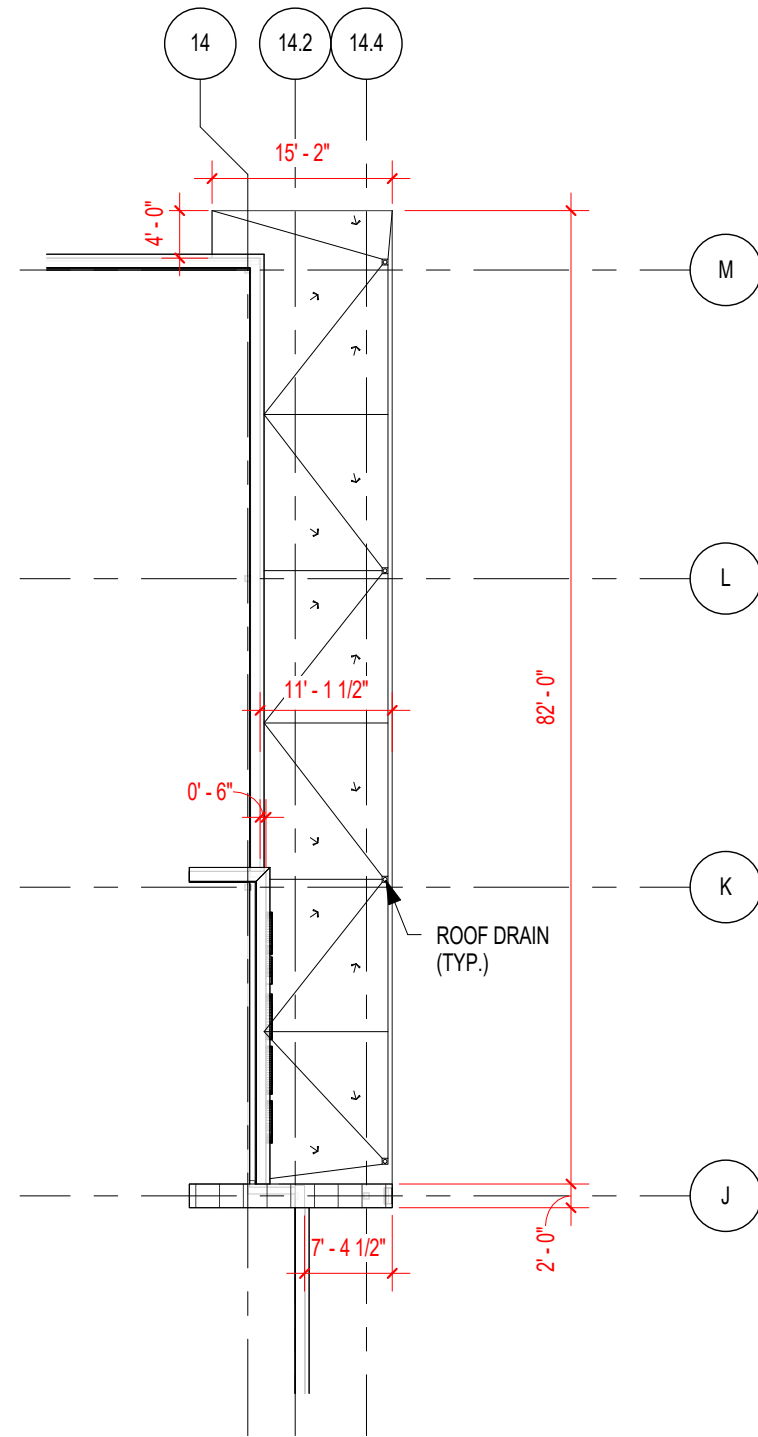
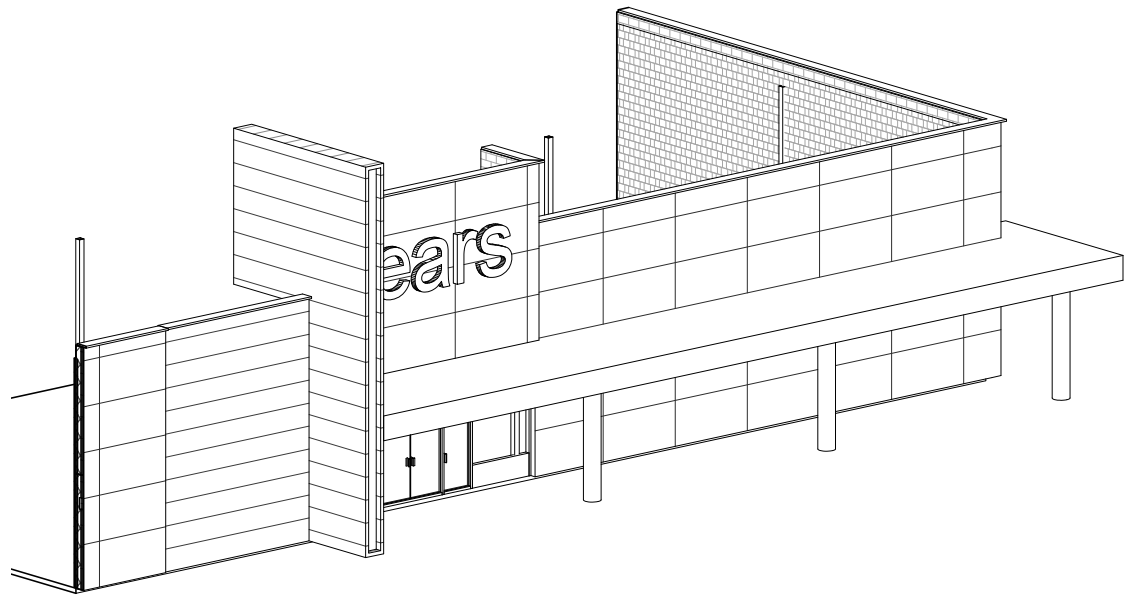


**DEMOLITION PLAN**  
SCALE 1/16" = 1'-0"

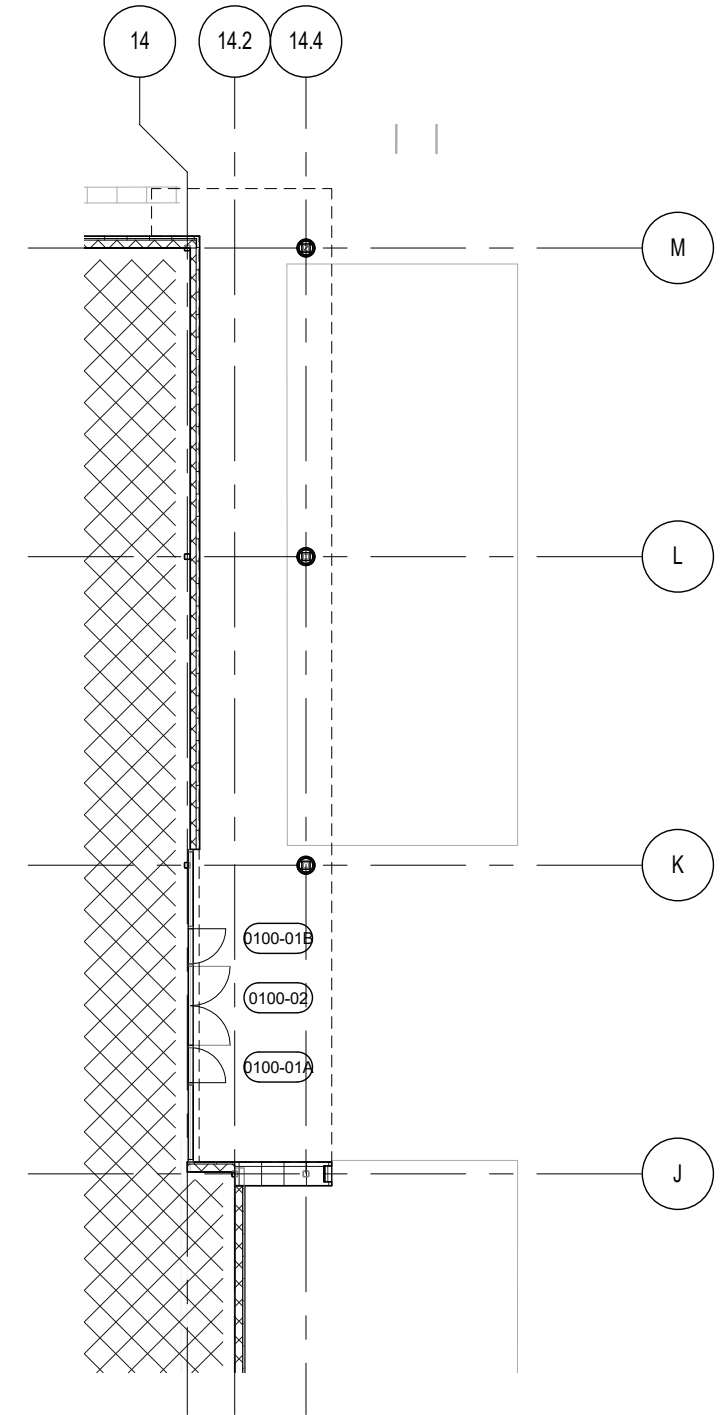




# PREVIOUSLY APPROVED DESIGN - PLANS



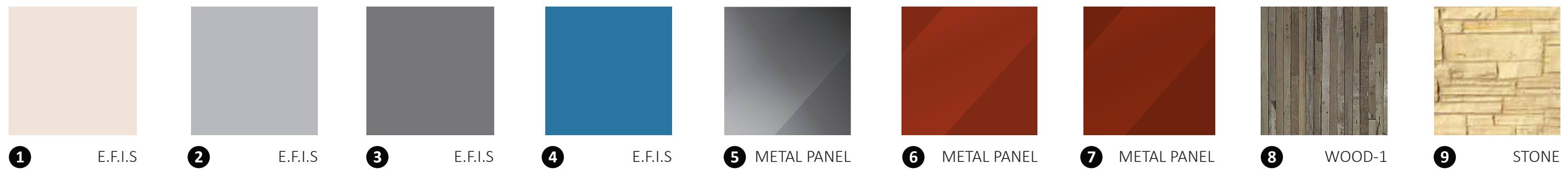
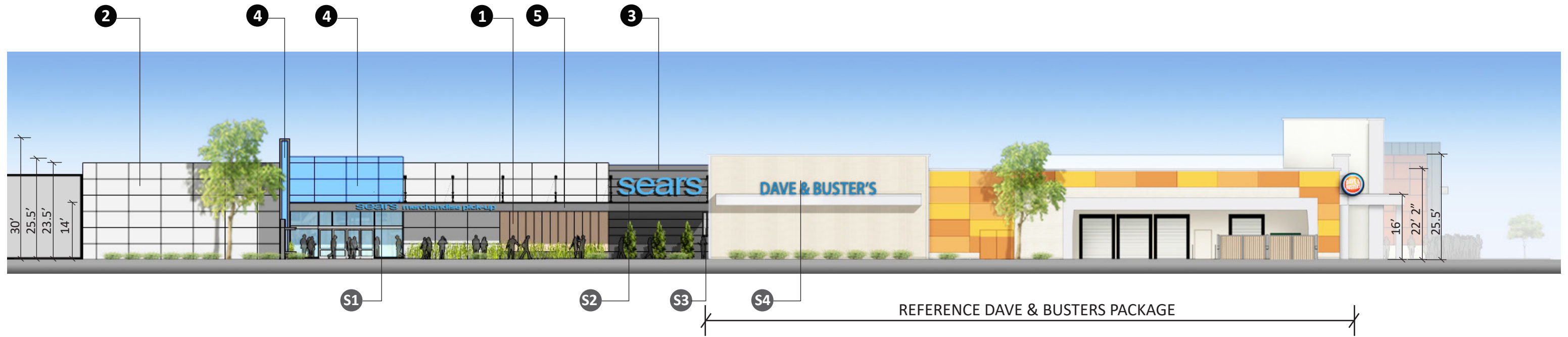
**ROOF PLAN**  
SCALE 1/16" = 1'-0"



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

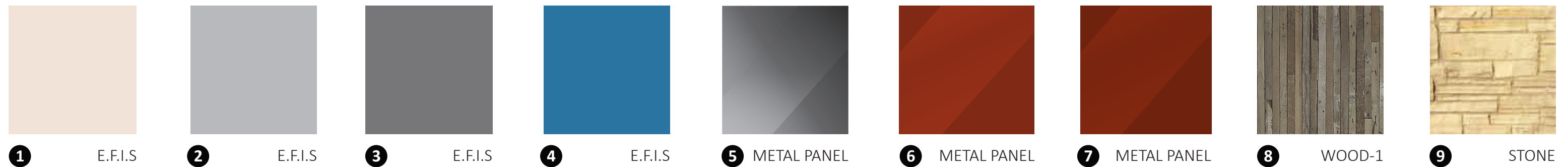


# PREVIOUSLY APPROVED ELEVATION - WEST



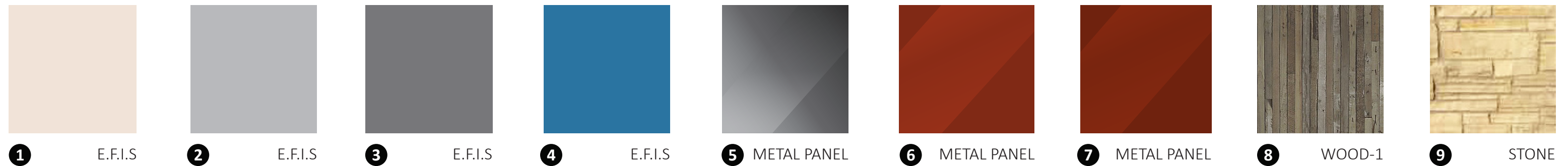
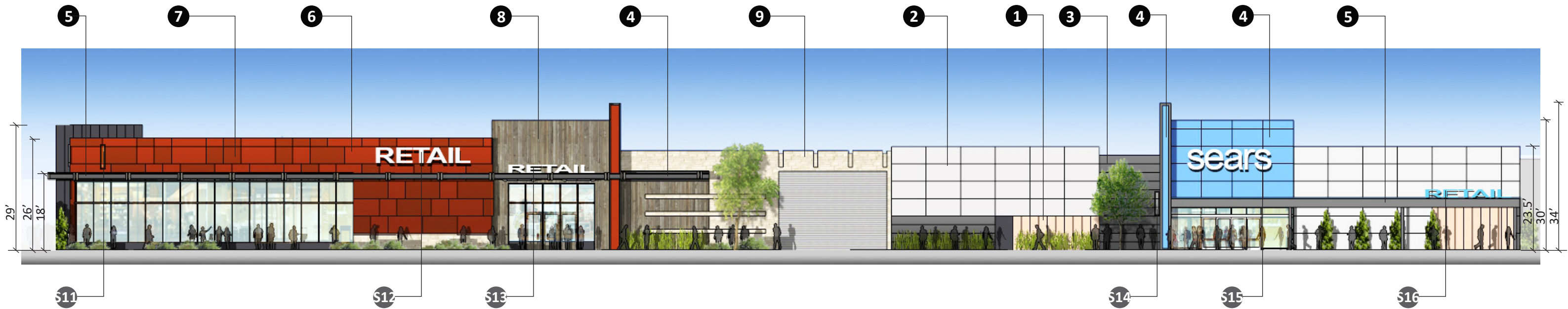
**1** E.F.I.S   
 **2** E.F.I.S   
 **3** E.F.I.S   
 **4** E.F.I.S   
 **5** METAL PANEL   
 **6** METAL PANEL   
 **7** METAL PANEL   
 **8** WOOD-1   
 **9** STONE

# PREVIOUSLY APPROVED ELEVATION - SOUTH

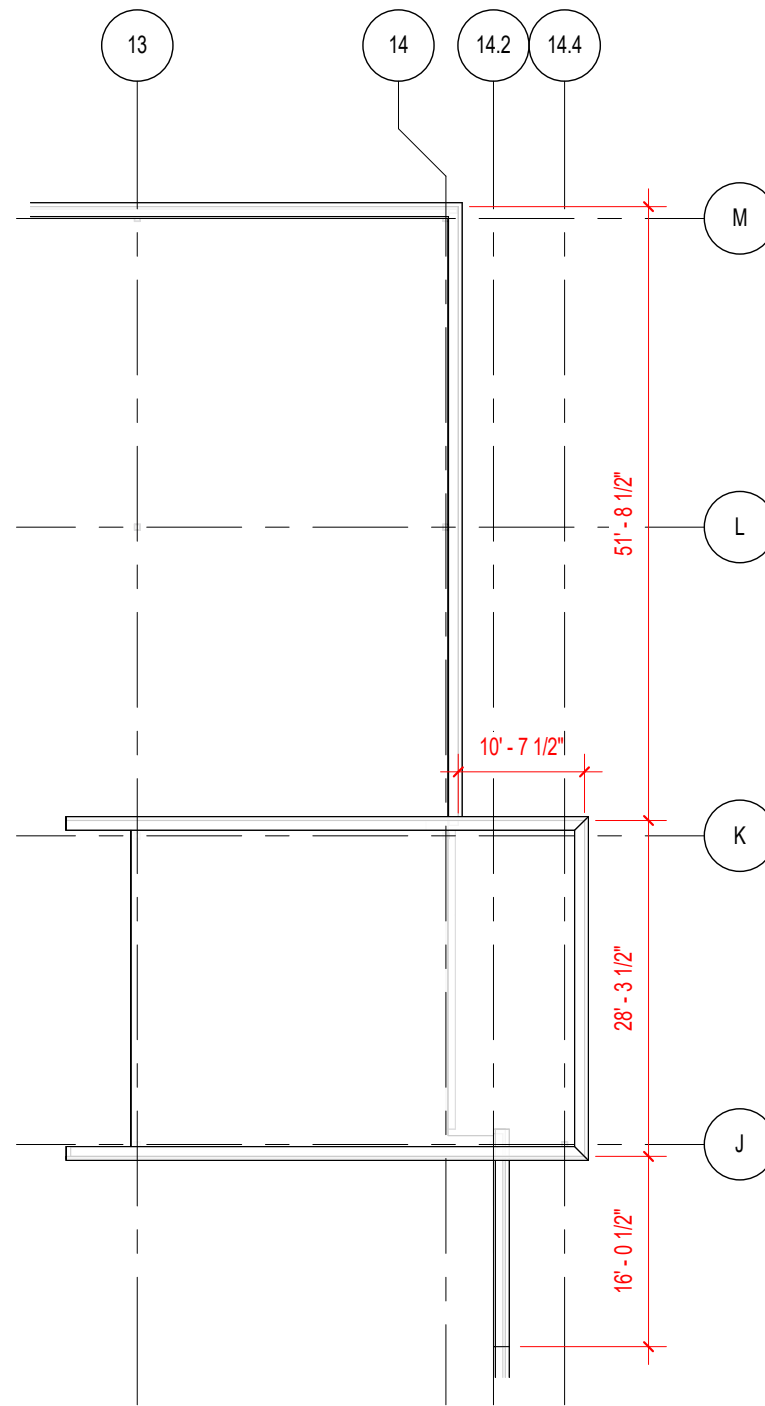
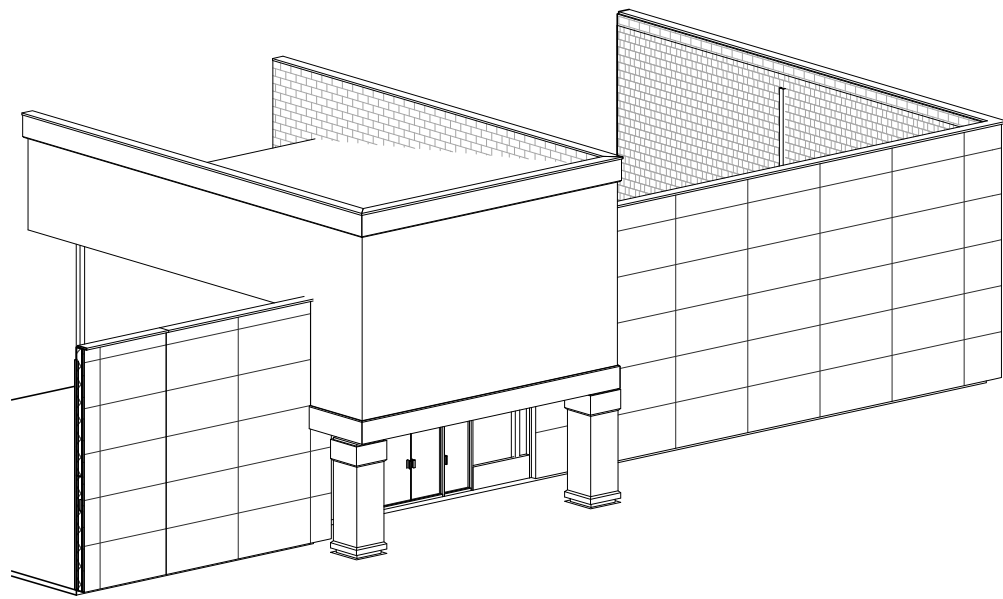




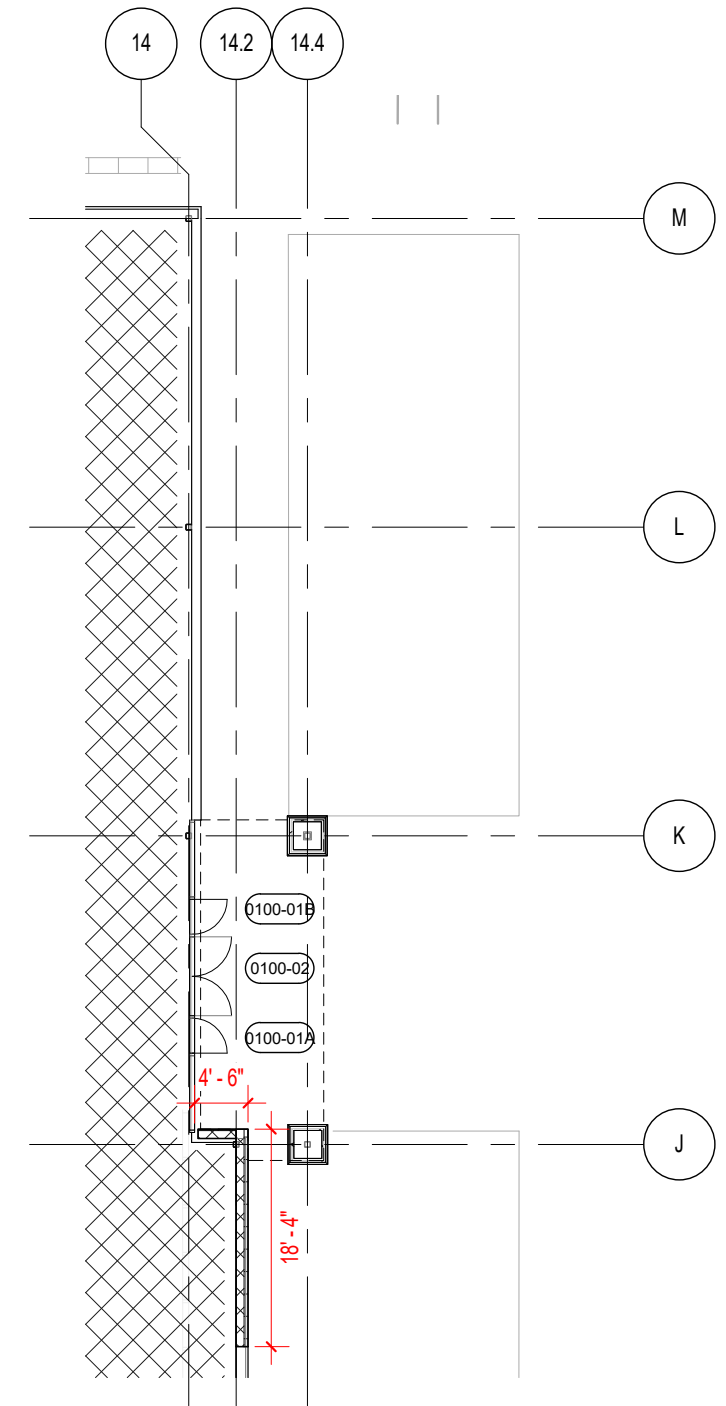
# PREVIOUSLY APPROVED ELEVATION - EAST



# PROPOSED FIELD REVISION - PLANS



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

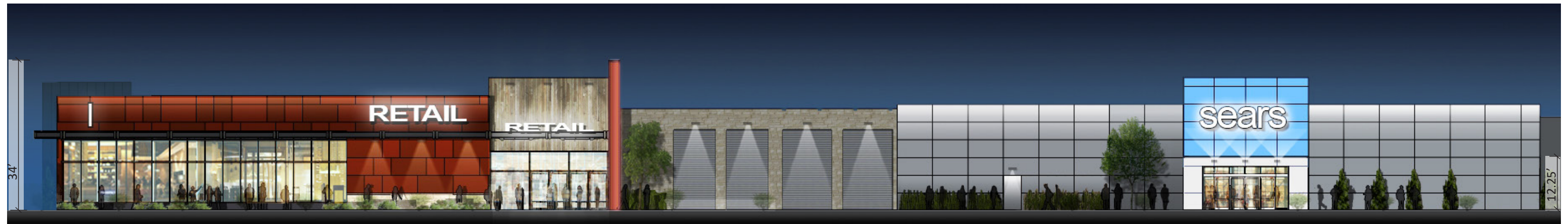
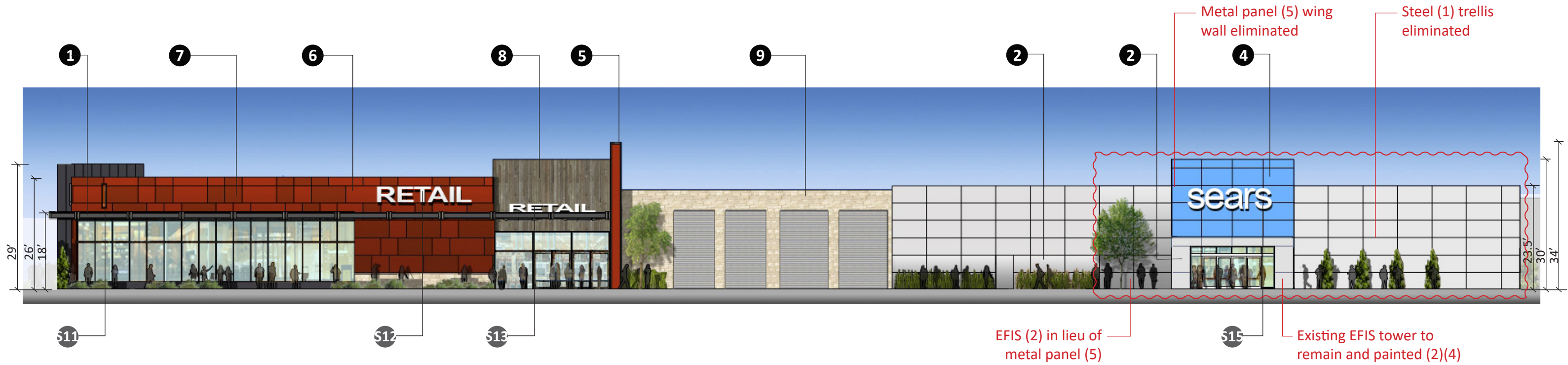


**PLAN**  
SCALE 1/16" = 1'=0"





# PROPOSED ELEVATION - EAST



**1** STEEL



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



**3** METAL



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



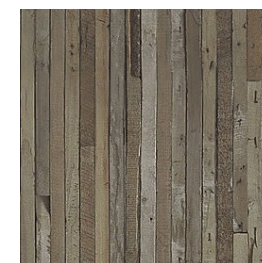
**5** METAL PANEL



**6** METAL PANEL



**7** METAL PANEL



**8** WOOD-1



**9** STONE



# City of Madison APPLICATION FOR ALTERATION OF EXISTING CONDITIONAL USE

FOR OFFICE USE ONLY	
Date:	_____
LNDMAC:	_____
Parcel #	_____

TO ZONING ADMINISTRATOR:

The undersigned owner (contract owner) of property herein described hereby applies for approval to make minor alterations to an existing conditional use.

Location of Property/Street Address: 53 West Towne Mall Ald. District: 9  
Zoning District: CC

Existing Conditional Use: Planned Multi-Use Site - Multi-Tenant Commercial Building

Proposed Alteration (Describe): Facade alterations to Sears tenant space

This application must be accompanied by four (4) sets of construction and plot plans indicating the proposed alteration, if there are no exterior changes to the site or parking lot. Eight (8) sets of construction and parking lot plans are required, if exterior changes are proposed to the site or parking lot. An Adobe Acrobat PDF File of the submitted plans, either on a non-returnable CD or USB flash drive, or emailed to [zoning@cityofmadison.com](mailto:zoning@cityofmadison.com), must also be submitted. The application fee is \$100, in addition to applicable site plan review fees.

Section 28.183(8). states: "No alteration of a conditional use shall be permitted unless approved by the City Plan Commission provided, however, the Zoning Administrator following consideration by the alderperson of the district, may approve minor alterations or additions which are approved by the Director of Planning and Community and Economic Development and are compatible with the concept approved by the Plan Commission and the standards in subsection 28.183(6)."

Respectfully submitted,

Name Jeff Vercauteren Address 33 E. Main St., Ste. 300  
Madison, WI 53703  
Telephone 608-234-6052 Email jeff.vercauteren@huschblackwell.com

### ALDER'S RECOMMENDATION:

_____
_____
_____

### ZONING ADMINISTRATOR'S COMMENTS:

Occupancy Certificate Status _____
Outstanding Orders _____
Conditions of Approval Met _____
Compatibility of Proposed Alteration with Concept Approved By Plan Commission _____ _____
Compatibility of Proposed Alteration with Standards 28.183(6) _____ _____

Approved according to 28.183(8).	<input type="checkbox"/> Director of Planning & Community & Economic Development/Date
	<input type="checkbox"/> Director of Planning & Community & Economic Development/Date
Disapproved – Refer to Plan Commission	<input type="checkbox"/> Director of Planning & Community & Economic Development/Date
	<input type="checkbox"/> Director of Planning & Community & Economic Development/Date