

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: November 30, 2016
TITLE: 53 West Towne Mall – A Component of Redevelopment of Portions of the Sears Department Store for Dave & Buster’s that Requires Comprehensive Design Review of Signage. 9 th Ald. Dist. (45203)	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 a Comprehensive Design Review for Dave & Buster’s 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 “badge” sign is at 32%, but because they are a considerable distance from the Beltline, they believe there is support to make that a little bit larger. The second sign in question is the “Eat, Drink, Play, Watch” sign for the canopy; this is a trademark sign for Dave & Buster’s that is internally lit.

ACTION:

On a motion by Goodhart, seconded by DeChant, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (7-0). The motion noted that the standards are being addressed.