

**AGENDA # 3**

City of Madison, Wisconsin

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**REPORT OF:** URBAN DESIGN COMMISSION

**PRESENTED:** December 20, 2017

**TITLE:** 53 West Towne Mall – Alteration to an Approved Comprehensive Design Review for “Total Wine & More.” 9<sup>th</sup> Ald. Dist. (49611)

**REFERRED:**

**REREFERRED:**

**REPORTED BACK:**

**AUTHOR:** Janine Glaeser, Secretary

**ADOPTED:**

**POF:**

**DATED:** December 20, 2017

**ID NUMBER:**

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Members present were: Richard Wagner, Chair; John Harrington, Cliff Goodhart, Lois Braun-Oddo, Amanda Hall, Rafeeq Asad and Tom DeChant.

**SUMMARY:**

At its meeting of December 20, 2017, the Urban Design Commission **GRANTED FINAL APPROVAL** of an alteration to a Comprehensive Design Review located at 53 West Towne Mall. Appearing on behalf of the project were Jeff Vercauteren, Ashley Fehlman, Julie Lohrstolfer and Bryon Eagan, all representing Retail Sales & Services, Inc. (Total Wine & More). The applicant is seeking approval for two signs, one for each elevation, 180 square feet in lieu of 120 square feet (50% increase), as they are a good distance from the road.

The Commission had no questions. The motion was approved based on conditions contained in the Zoning staff report.

**ACTION:**

On a motion by Goodhart, seconded by Hall, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (7-0). The motion to approve provided that the roofline must be pointed out on the final application, and the sign must be no higher than 4-feet above the roofline.