



URBAN DESIGN COMMISSION APPLICATION CITY OF MADISON

This form may also be completed online at:
<http://www.cityofmadison.com/planning/documents/UDCapplication.pdf>

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: <u>June 15, 2016</u>	<input checked="" type="checkbox"/> Informational Presentation
UDC Meeting Date: <u>June 29, 2016</u>	<input type="checkbox"/> Initial Approval
Combined Schedule Plan Commission Date (if applicable): _____	<input type="checkbox"/> Final Approval

1. Project Address: 160 Westgate Mall
Project Title (if any): Westgate Mall Renovation

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

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: _____

3. Applicant, Agent & Property Owner Information:

Applicant Name: Bob Johnson
Street Address: 4520 Madison Avenue
Telephone: (816) 268-2450 Fax: ()

Company: The R.H. Johnson Company
City/State: Kansas City, Missouri Zip: 64111
Email: bjohnson@rhjohnson.com

Project Contact Person: Cliff Goodhart
Street Address: 309 West Johnson Street
Telephone: (608) 442-6684 Fax: ()

Company: Eppstein Uhen Architects
City/State: Madison, WI Zip: 53703
Email: cliffg@eua.com

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

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 3, 2016.
(name of staff person) (date of meeting)

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 Cliff Goodhart
Authorized Signature

Relationship to Property Architect
Date June 15, 2016



June 14, 2016

Mr. Al Martin, Secretary
Urban Design Commission
City of Madison
Madison Municipal Building
215 Martin Luther King, Jr. Boulevard
P.O. Box 2985
Madison, WI 53701

**RE: Westgate Mall
Whitney Way and Odana Road (NEC)
Madison, Wisconsin**

Dear Mr. Martin:

Our company is planning the renovation of the Westgate Mall at the northeast corner of Whitney Way and Odana Road in Madison. The first half of the Westgate Mall was redeveloped approximately five years ago with the construction of a new Hy-Vee Supermarket on the south portion of the property. The remaining shopping center, which was built in the 1950's and later remodeled, contains 173,258 s.f. The shopping center is currently 68% occupied. There are 24 vacant stores in the center. The interior layout of the shopping center is inefficient for today's retailers, is very costly to operate and has difficult bay depths for retail stores.

During the past five years, we have looked at a number of different renovation options, talked to our existing tenants and shoppers and other retailers who are interested in this location. From these meetings, we have developed a plan which has the support of the existing retailers and will provide the trade areas surrounding the property with updated retail stores in which today's consumer enjoys shopping.

One of the big concerns with this property is an existing lease with T.J. Maxx. T.J. Maxx occupies 32,000 s.f. and has a lease that extends for 15 years. The T.J. Maxx store is very successful, so any renovation that takes place before their lease expiration will require their approval. At the same time, we have lost several retailers during the past two years, including Hancock Fabric, Wisconsin Sports and Big Mike's Sandwich Shop. Several other stores are having decreased sales, and the entire center needs to be completely renovated.

We are currently negotiating with several outstanding retailers who are interested in locating in a renovated Westgate Mall. These stores will bring additional shoppers and retail sales to this

Mr. Al Martin
June 14, 2016
Page 2

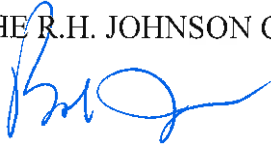
area. We have also had excellent response from several casual restaurant concepts that have wanted to locate in this area for a number of years but could not find the right location for their business.

In addition to the retail stores, we plan to add a multi-family housing component at the northeast corner of the property. We are currently negotiating with a multi-family developer for a facility of approximately 90 to 125 units. The facility will also have underground parking for the residents. The multi-family portion of the project will have excellent sidewalk access to the retail portion of the project.

We would appreciate your review and support of this plan. Thanks for your interest in this project.

Sincerely,

THE R.H. JOHNSON COMPANY



Bob Johnson

RHJ/rr



Google earth

miles
km



WESTGATE MALL - MADISON MASTER PLAN

714261-01 6/16/16



eua

eppstein uhen : architects



Google earth

feet
meters

1000
300

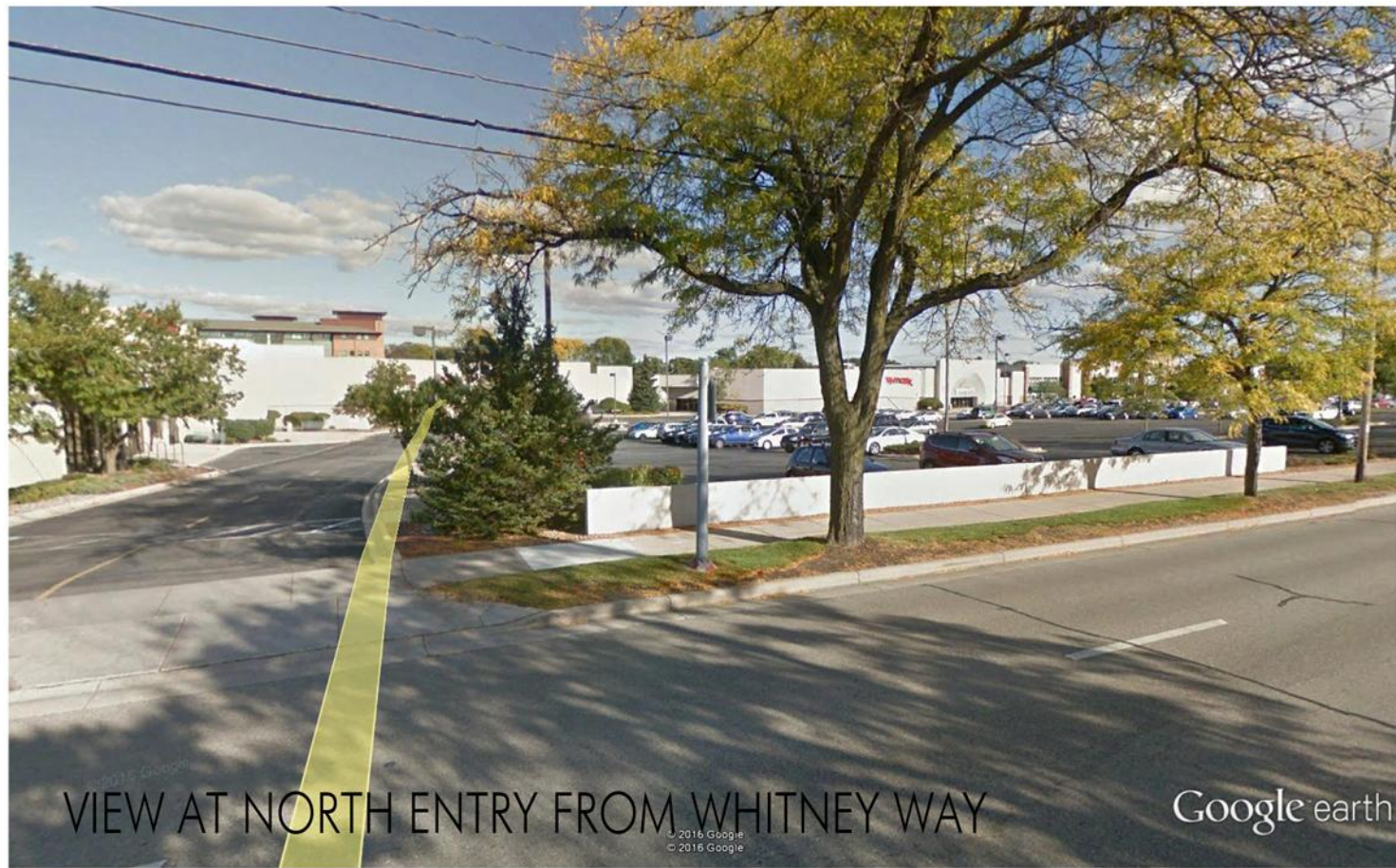
WESTGATE MALL - MADISON MASTER PLAN

714261-01 6/16/16



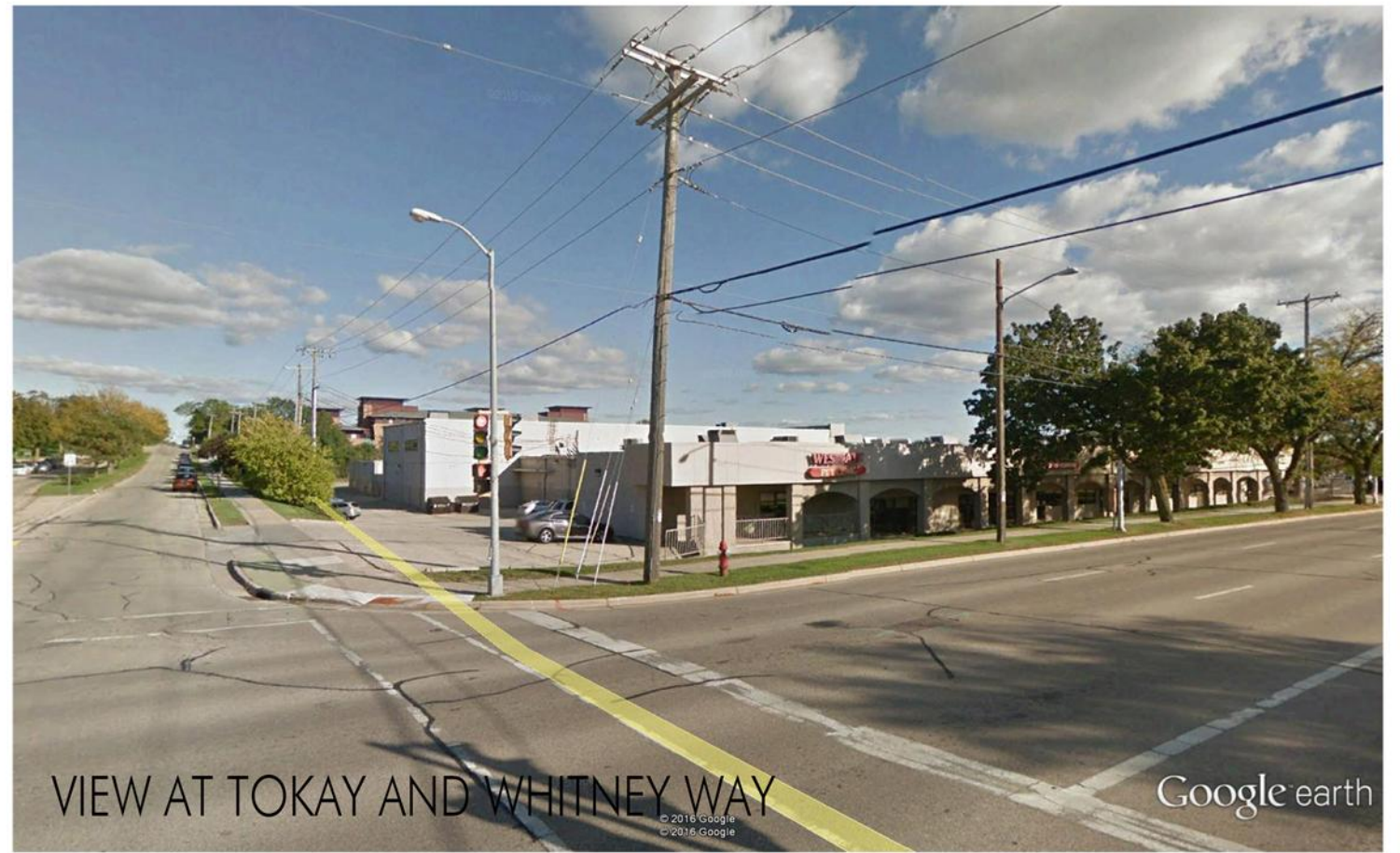
eua

eppstein uhen : architects



VIEW AT NORTH ENTRY FROM WHITNEY WAY

Google earth



VIEW AT TOKAY AND WHITNEY WAY

Google earth



EXISTING SITE MATERIALS



VIEW AT SOUTH ENTRY FROM WHITNEY WAY

Google earth

WESTGATE MALL - MADISON MASTER PLAN

714261-01 6/16/16



eppstein uhen : architects



WESTGATE MALL - MADISON MASTER PLAN

714261-01 6/16/16



eppstein uhen : architects



AERIAL VIEW LOOKING NORTH

WESTGATE MALL - MADISON MASTER PLAN

714261-01 6/16/16



eppstein uhen : architects



AERIAL VIEW LOOKING SOUTH

WESTGATE MALL - MADISON MASTER PLAN

714261-01 6/16/16



VIEW FROM TOKAY

WESTGATE MALL - MADISON MASTER PLAN

714261-01 6/16/16



VIEW FROM WHITNEY WAY

WESTGATE MALL - MADISON MASTER PLAN

714261-01 6/16/16



WESTGATE MALL - MADISON MASTER PLAN

714261-01 6/16/16



eppstein uhen : architects



VIEW FROM SOUTH ACCESS AT HYVEE

WESTGATE MALL - MADISON MASTER PLAN

714261-01 6/16/16



VIEW OF CORNER RETAIL

WESTGATE MALL - MADISON MASTER PLAN

714261-01 6/16/16



WESTGATE MALL - MADISON MASTER PLAN

714261-01 6/16/16



WESTGATE MALL - MADISON MASTER PLAN

714261-01 6/16/16



epstein uhen : architects