

#### URBAN DESIGN COMMISSION APPLICATION CITY OF MADISON

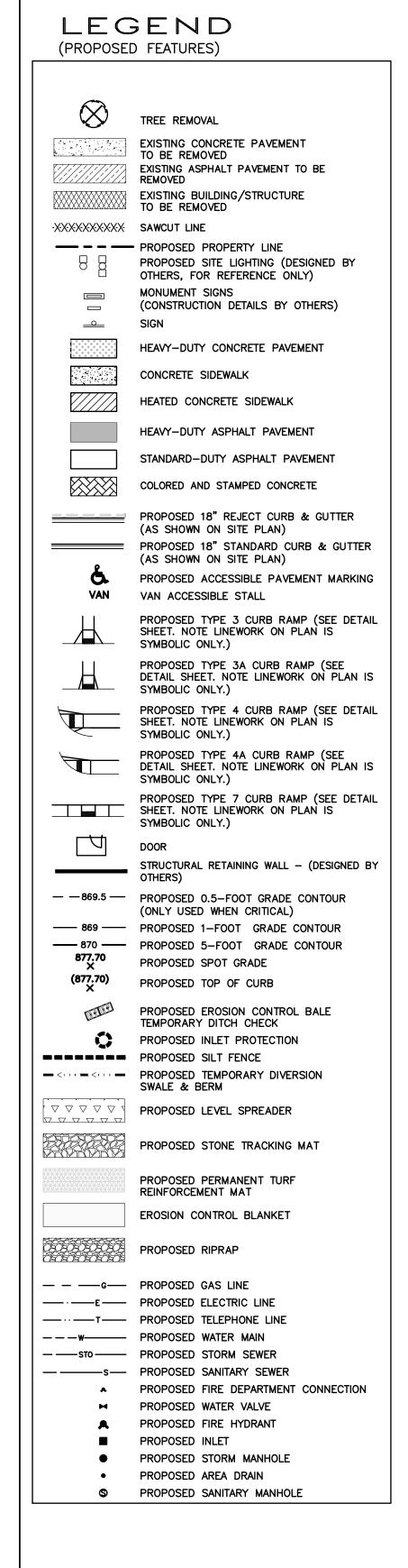
This form may also be completed online at: <a href="http://www.cityofmadison.com/planning/documents/UDCapplication.pdf">http://www.cityofmadison.com/planning/documents/UDCapplication.pdf</a>

215 Martin Luther King Jr. Blvd; Room Lt-100 PO Box 2985; Madison, Wisconsin 53701-2985 Phone: 608.266.4635 | Facsimile: 608.267.8739

HOUSE AND

Please complete all sections of the application, including the desired meeting date and the type of action requested.

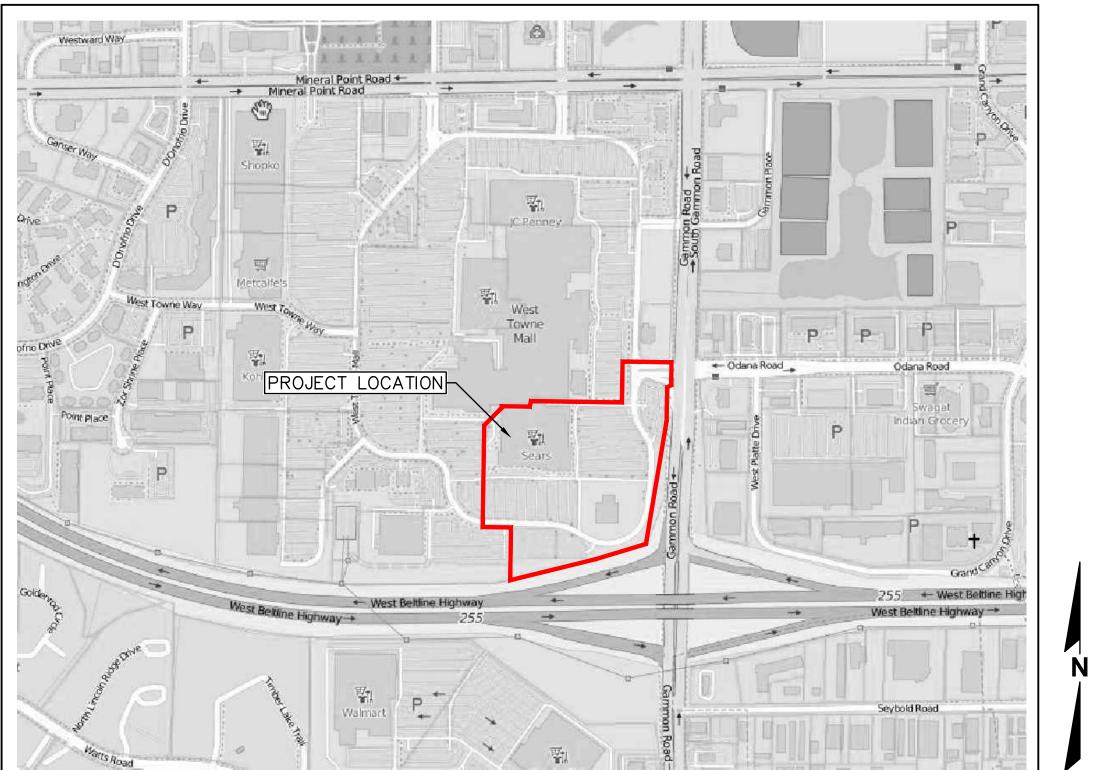
Date Submitted: September 21, 2016		☐ Informational Presentation
UDC Meeting Date: November 9, 2016	☑ Initial Approval	
Combined Schedule Plan Commission Date (If applicable):	November 21, 2016	✓ Final Approval
Project Address: 53 West Towne Mall     Project Title (if any): Sears West Towne Redevelopm	nent	
2. This is an application for (Check all that apply to this UDC		
New Development ✓ Alteration to an Existi		d Develonment
, _	ing of Freviously-Approved	u bevelopment
A. Project Type:  Project in an Urban Design District* (public hearin)  Project in the Downtown Core District (DC) or  Suburban Employment Center (SEC) or Campu	<b>Urban Mixed-Use District</b>	
☐ Planned Development (PD)		
<ul> <li>General Development Plan (GDP)</li> <li>Specific Implementation Plan (SIP)</li> <li>Planned Multi-Use Site or Planned Residential</li> </ul>	Complex	AGENDA ITEM# LEGISTAR# 4.2-12 ALD. DIST.
B. Signage:	•	
☐ Comprehensive Design Review* (public hearing-\$30	00 fee) Street Graph	ics Variance* (public hearing-\$300 fee)
Signage Exception(s) in an Urban Design Distri		,
C. Other:		
Please specify: 212		
3. Applicant, Agent & Property Owner Informatio	n:	
Applicant Name: James Bry	Company: Seritage	SRC Finance LLC
Street Address: 489 Fifth Avenue, 18th Floor	Nous Vor	
Telephone:(3557600) Fax:( )		
A. 55 Maria and a maria	Livesh Di	a aloual III D
Project Contact Person: Jeff Vercauteren	Company: Husch Bl	
Street Address: 33 East Main Street, Suite 300		, WI Zip: 53703 en@huschblackwell.com
Telephone:() Fax:()	Email: Jeil. veicautei	еншиссимаскиен.сон
Project Owner (if not applicant) :		
Street Address:	City/State:	Zip:
Telephone:( <u>)</u> Fax:( <u>an</u> )	Email:	
4. Applicant Declarations:  A. Prior to submitting this application, the applicant is required to capplication was discussed with Al Martin  [name of staff person]	discuss the proposed project with on May 5, 2016	h Urban Design Commission staff. This
B. The applicant attests that all required materials are included in the application deadline, the application will not be placed on an U	his submittal and understands th	
Name of Applicant Seritage SRC Finance LLC	Relationship to Prop	erty Owner
Authorized Signature	Date May 5, 2016	



# WEST TOWNE MALL

CITY OF MADISON DANE COUNTY, WISCONSIN SITE DEVELOPMENT PLANS

MAP



#### **PLAN INDEX** SHEET NO. **DESCRIPTION** TITLE SHEET **EXISTING CONDITIONS** C001-C002 PRELIMINARY SITE DEMOLITION PLAN C100 C200 PRELIMINARY SITE PLAN C300 PRELIMINARY GRADING PLAN C400 PRELIMINARY UTILITY PLAN L100 LANDSCAPE PLAN - OVERALL L101 LANDSCAPE PLAN - NORTH WEST LANDSCAPE PLAN - NORTH EAST L102

LANDSCAPE PLAN - SOUTH EAST

LANDSCAPE PLAN - SOUTH WEST

L103

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RESUBMITTAL	

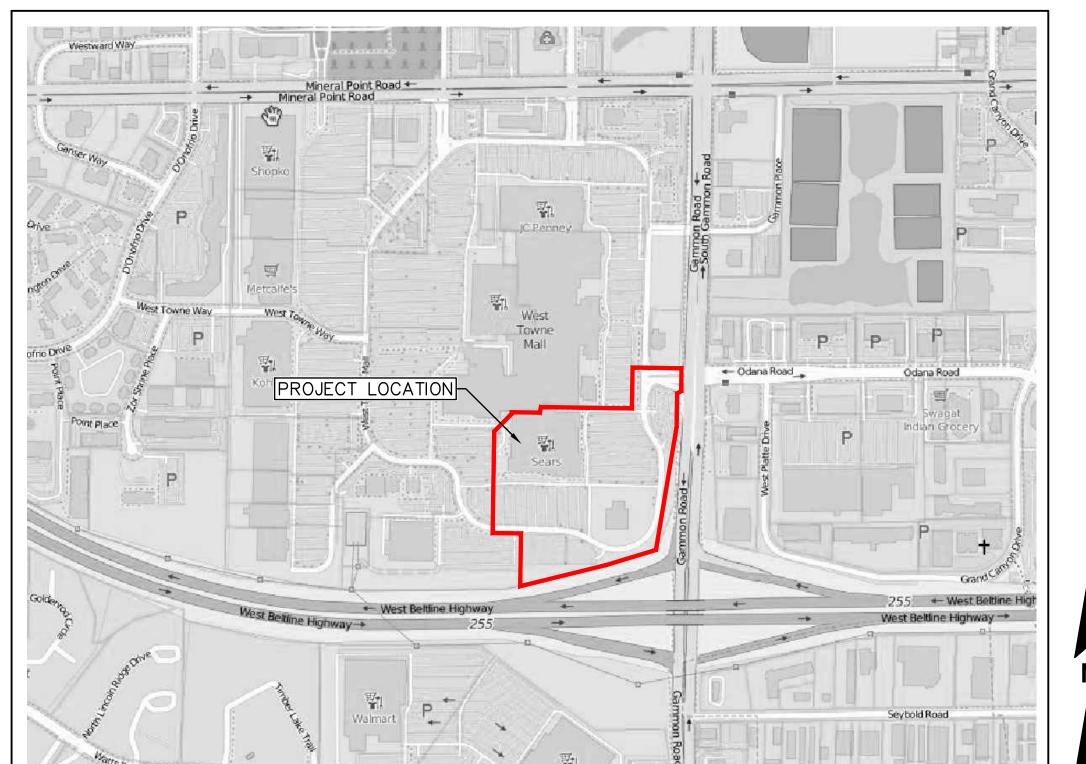
Toll Free (800) 242-8511 Milwaukee Area (414) 259-1181 Hearing Impaired TDD (800) 542-2289 www.DiggersHotline.com

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REVISION	ISSUE DATE	ISSUED SHEETS	ISSUED FOR
Ą	10/26/2016	COMPLETE SET	UDC & PC RESUBMITTAL

# SEARS RECAPTURE PLAN

VICINITY



CIVIL ENGINEER:

R.A. Smith National

and Engineering

JAIMI N. LAPP, PE 16745 W. BLUEMOUND ROAD BROOKFIELD, WI 536005-5938 (262)317 - 3223

OWNER/DEVELOPER:

SERITAGE GROWTH PROPERTIES PAUL D'ARELLI 7901 SW 6TH CT, SUITE 120 PLANTATION, FL 33324 (954)880 - 1080

ARCHITECT:

LEGEND

◆ OR ■ SECTION OR 1/4 SECTION

● 1" DIA. IRON PIPE FOUND

FLAGPOLE

MAILBOX

BILLBOARD

AIR CONDITIONER

© CABLE PEDESTAL

POWER POLE GUY POLE

LIGHT POLE

■ GAS VALVE

GAS METER GAS WARNING SIGN

STORM MANHOLE

SANITARY MANHOLF

ROUND INLET

SQUARE INLET

WATER VALVE

WATER MANHOLE

WATER SURFACE

WETLANDS FLAG

CONIFEROUS TREE

DECIDUOUS TREE

B CONTROL BOX TRAFFIC SIGNAL

(UNLESS OTHERWISE NOTED)

INDICATES RECORDED DIMENSION WHERE DIFFERENT FROM ACTUAL

CORNER AS DÉSCRIBED

1" DIA. IRON PIPE, 18" LONG-SET (UNLESS OTHERWISE NOTED)

SOIL BORING/MONITORING WELL

RAILROAD CROSSING SIGNAL

► SPOT/YARD/PEDESTAL LIGHT

HANDICAPPED PARKING

] ELECTRIC TRANSFORMER TELEPHONE MANHOLE TELEPHONE PEDESTAL

MARKED FIBER OPTIC

STORM SEWER END SECTION

WATER SERVICE CURB STOP

SANITARY CLEANOUT OR SEPTIC VENT

-SANITARY SEWER

-MARKED GAS MAIN -MARKED ELECTRIC -OVERHEAD WIRES

-BUREAU ELEC. SERV

INDICATES EXISTING CONTOUR ELEVATION

-EXISTING PROPERTY

-EXISTING EASEMENT

-MARKED TELEPHONE -MARKED CABLE TV LINE -MARKED FIBER OPTIC

-STORM SEWER

-WATERMAIN

SANITARY INTERCEPTOR MANHOLE MISCELLANEOUS MANHOLE

ELECTRIC MANHOLE

E ELECTRIC PEDESTAL

CALLISON RTKL INC. 200 S. MICHIGAN AVE. SUITE 1800 CHICAGO, IL 60604 (312)542 - 5900

CHECKED BY: TJM SHEET NUMBER

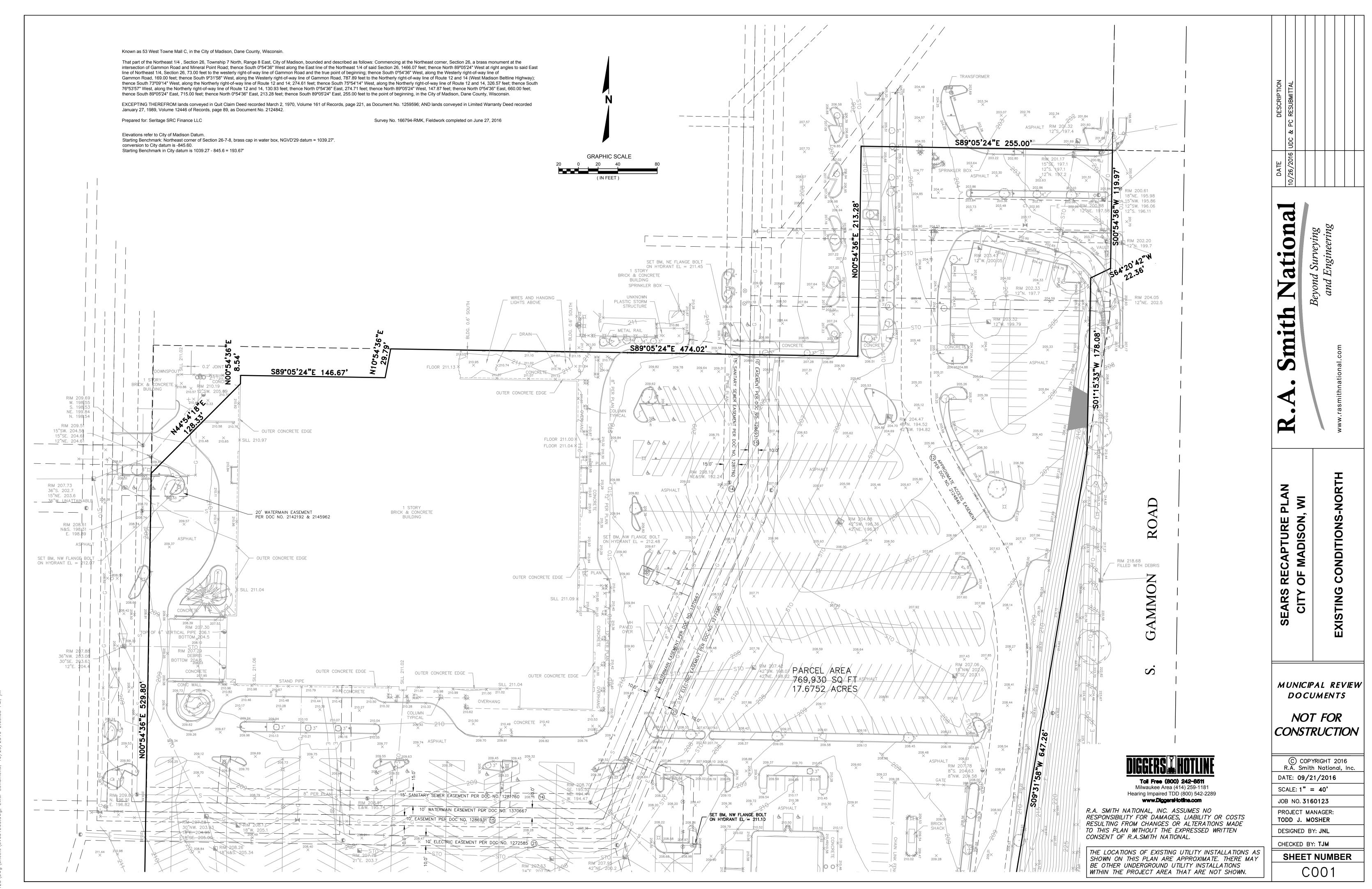
JOB NO. **3160123** 

PROJECT MANAGER:

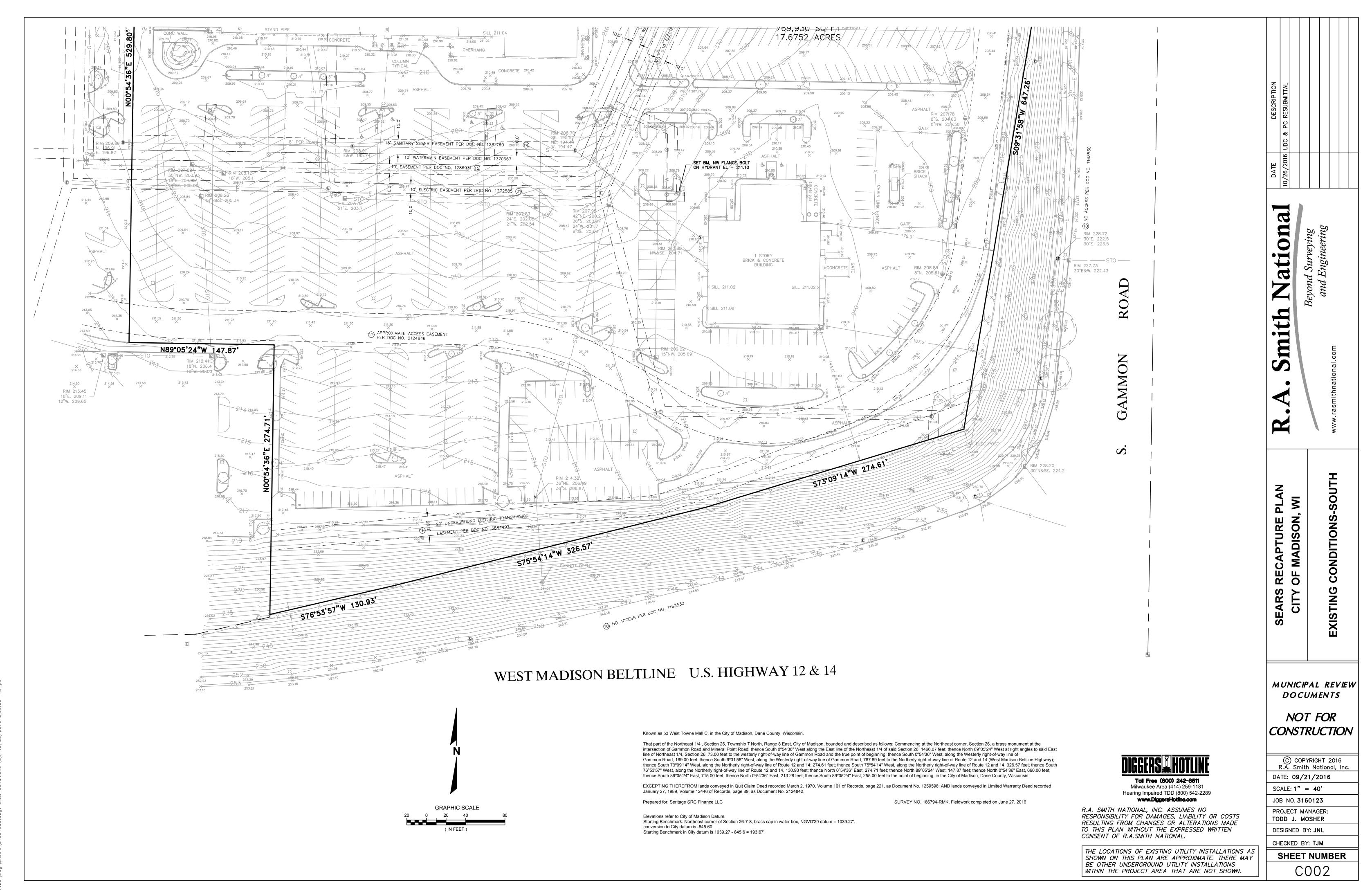
TODD J. MOSHER

DESIGNED BY: JNL

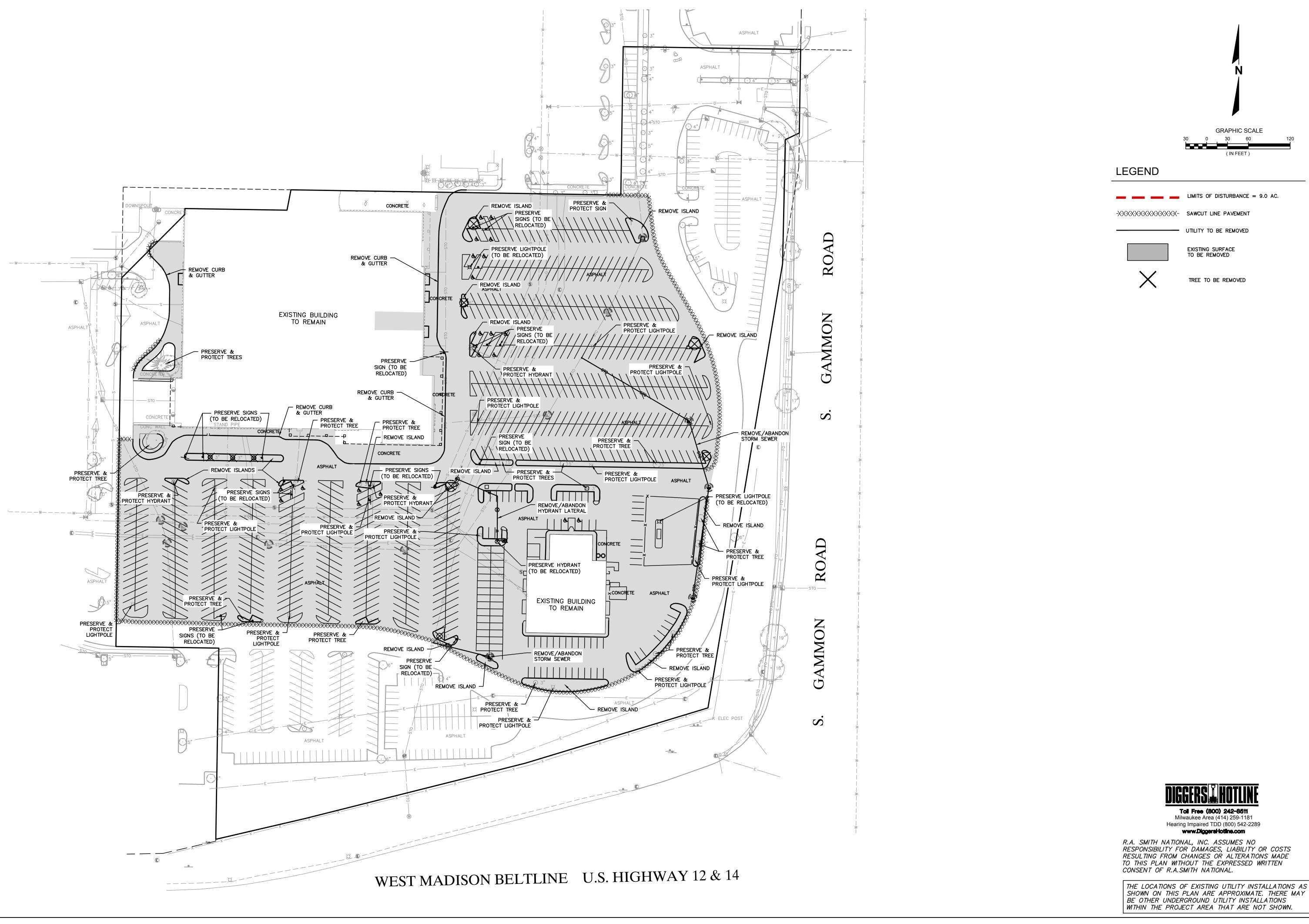
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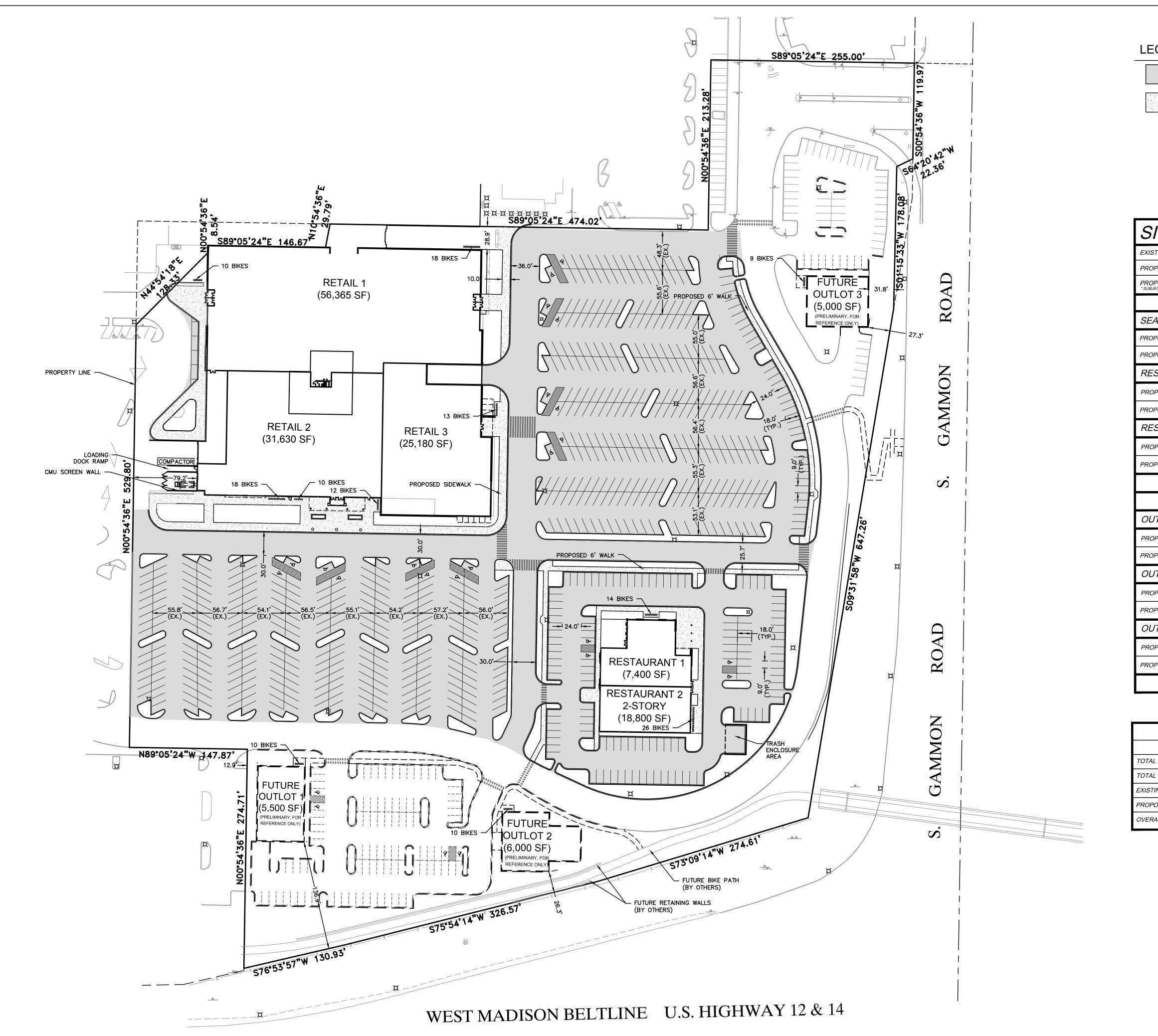
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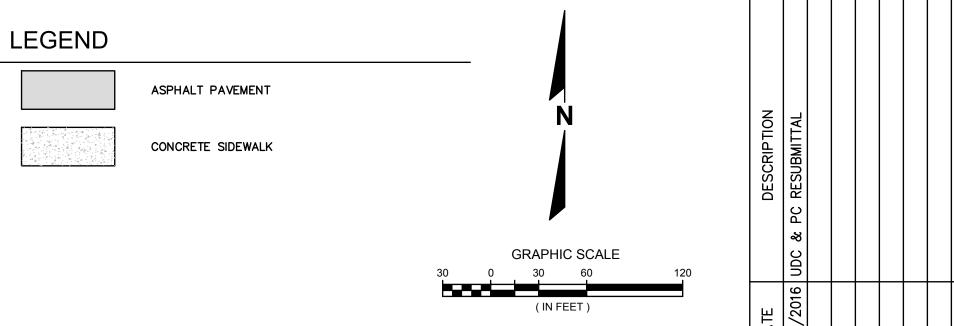
SCALE: 1" = 60' JOB NO. **3160123** 

PROJECT MANAGER: TODD J. MOSHER

DESIGNED BY: JNL CHECKED BY: TJM

SHEET NUMBER C100





SITE DATA							
SITE DATA							
EXISTING PARKING STALLS		1,064 (1,044 & 20 ADA)					
PROPOSED PARKING (MAIN LOTS & E.	XISTING OUTLOTS)	981 (961 & 20 ADA)					
PROPOSED PARKING (MAIN LOTS & PI *SUBJECT TO FUTURE APPROVAL	897 (871 & 26 ADA)						
SEARS RECAPTURE (RAT	10 = 5.4 PER 100	0 SF)					
PROPOSED PARKING STALLS		597					
PROPOSED ACCESSIBLE STALLS		16					
RESTAURANT 1 (RATIO = 4.7 PER 1000 SF)							
PROPOSED PARKING STALLS		33					
PROPOSED ACCESSIBLE STALLS		2					
RESTAURANT 2 (RATIO = 4.7 PER 1000 SF)							
PROPOSED PARKING STALLS		86					
PROPOSED ACCESSIBLE STALLS		2					
	TOTAL PARKING STA	LLS 736					
OUTLOT 1 (RATIO = 9.1 PE	ER 1000 SF)						
PROPOSED PARKING STALLS		48					
PROPOSED ACCESSIBLE STALLS		2					
OUTLOT 2 (RATIO = 8.2 PE	ER 1000 SF)						
PROPOSED PARKING STALLS		47					
PROPOSED ACCESSIBLE STALLS		2					
OUTLOT 3 (RATIO = 12.0 F	PER 1000 SF)						
PROPOSED PARKING STALLS		60					
PROPOSED ACCESSIBLE STALLS		2					
	TOTAL PARKING STA	LLS 161					

SITE CALCULATIONS							
	AC	SF	% OF PARCEL				
TOTAL PARCEL AREA:	17.67	769,930	-				
TOTAL DISTURBED AREA:	9.0		50.93%				
EXISTING IMPERVIOUS AREA:	15.62	680,454	88.40%				
PROPOSED IMPERVIOUS AREA:	14.79	644,343	83.69%				
OVERALL SITE GREENSPACE:	2.88	125,587	16.31%				



Hearing Impaired TDD (800) 542-2289 www.DiggersHotline.com

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**National** Smith M

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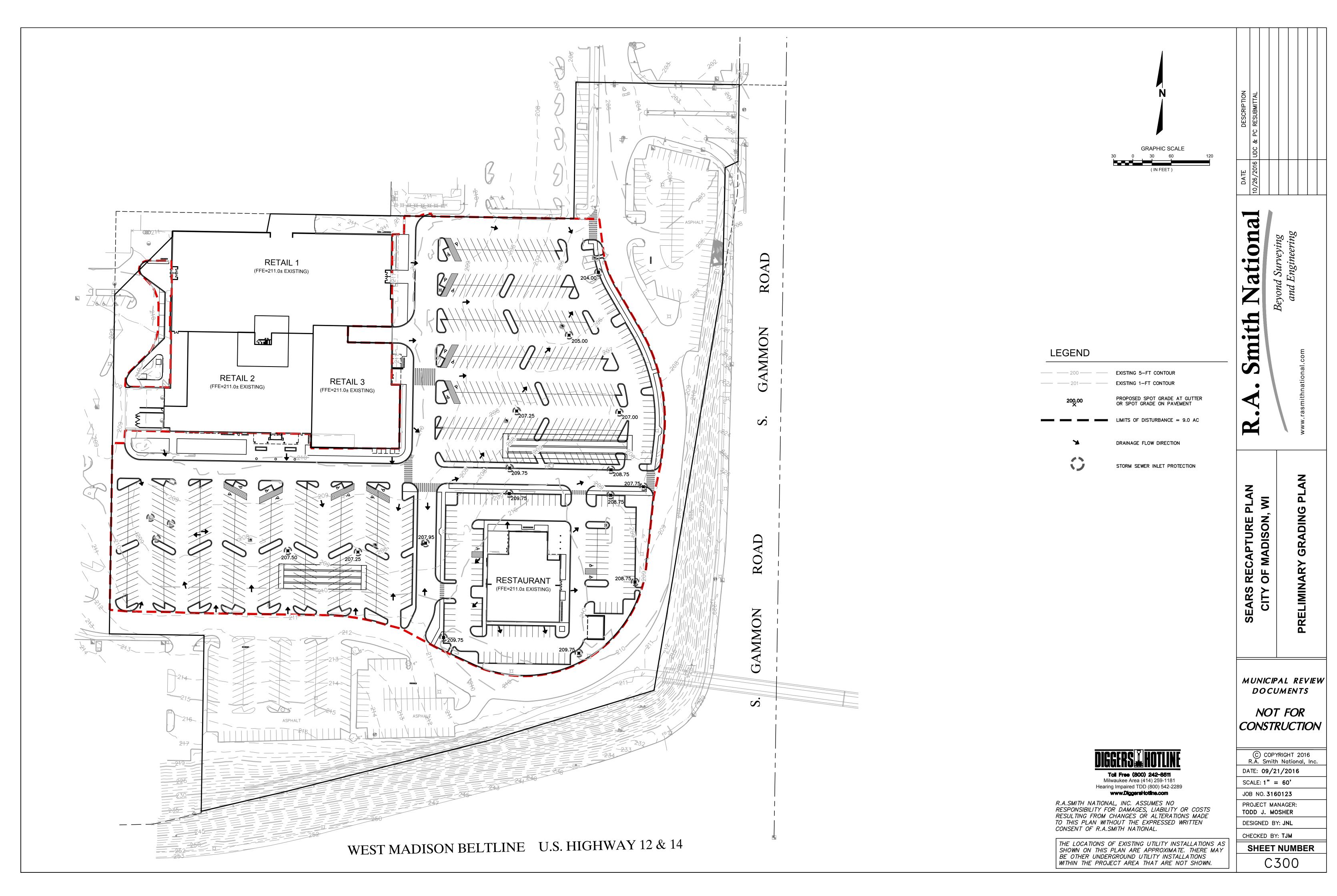
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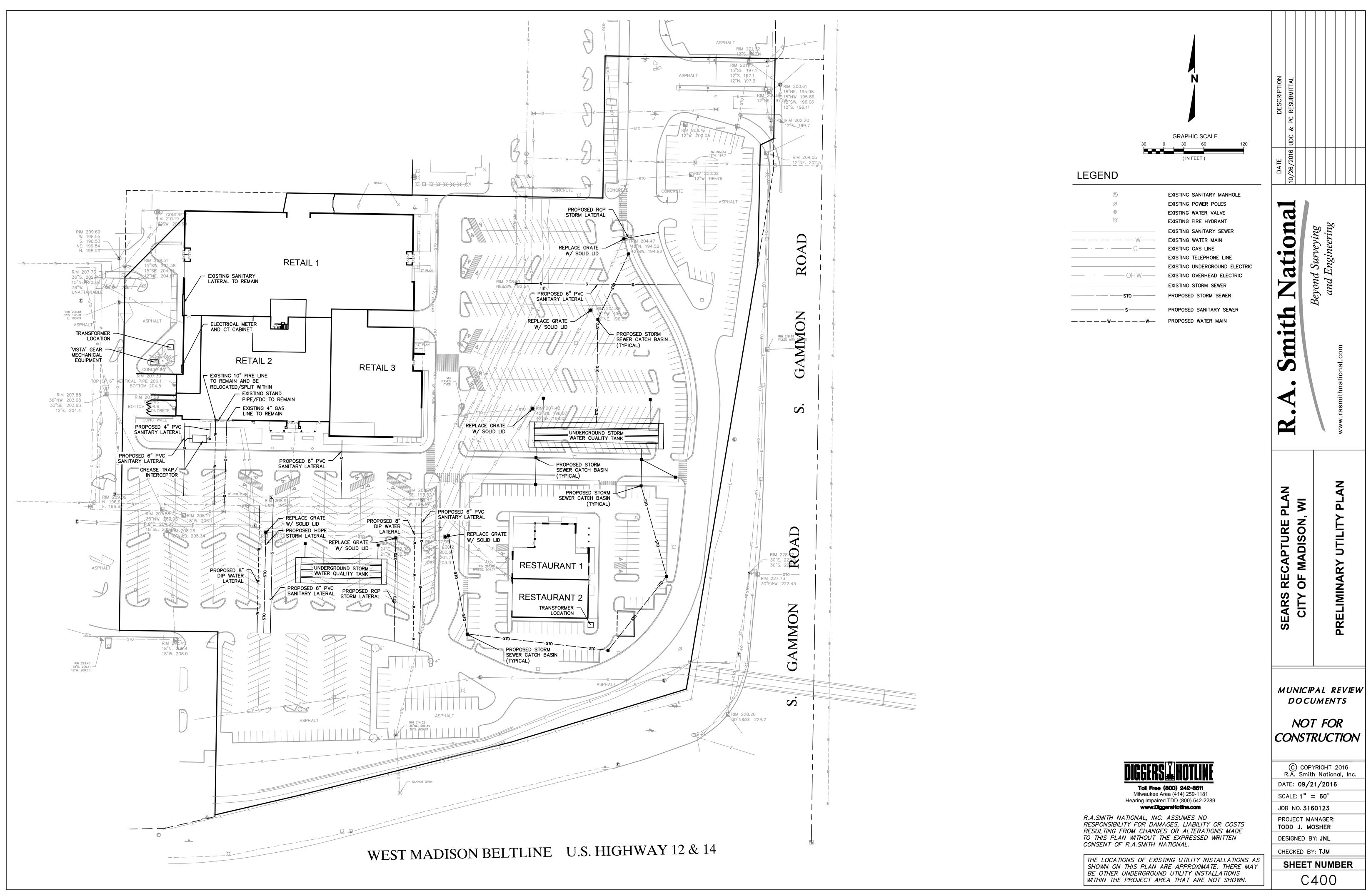
PROJECT MANAGER: TODD J. MOSHER

CHECKED BY: TJM

DESIGNED BY: JNL

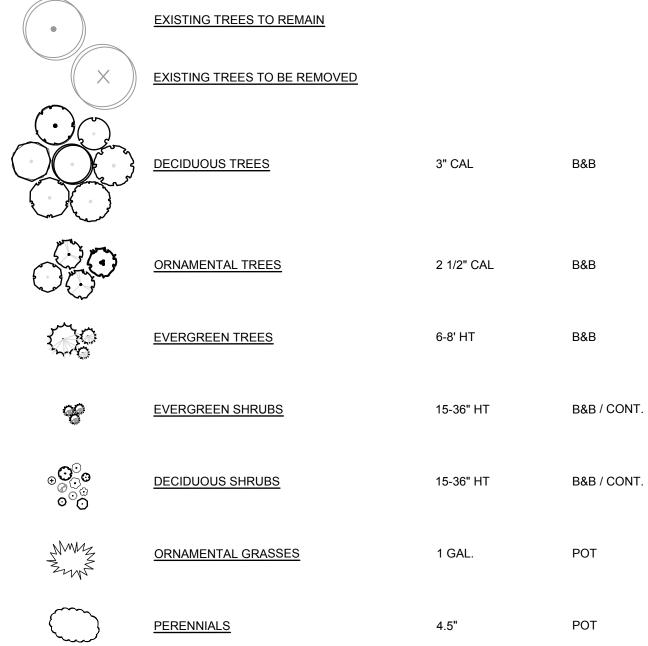
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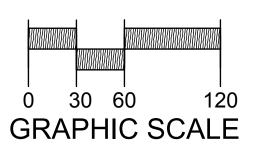
PLANT SYMBOL KEY



#### **GENERAL LANDSCAPE NOTES**

- ALL DETAILS AND SPECIFICATIONS TO BE DETERMINED ON FINAL LANDSCAPE PLANS.
- SITE AMENITIES INCLUDING BENCHES, TABLES/CHAIRS AND TRASH RECEPTACLES TO BE DETERMINED ON FINAL LANDSCAPE PLANS.
- BIKE RACKS: MADRAX 'U' BIKE RACK, 1.90" OD TUBING, SURFACE MOUNT, POWDER COATED BLACK.
- ALL TRANSFORMERS SHALL BE SCREENED TO THE GREATEST EXTENT POSSIBLE. SCREENING WILL BE DETERMINED ON FINAL LANDSCAPE PLANS.
- CONTRACTOR SHALL BE RESPONSIBLE FOR ALL TREE REMOVALS, LISTED ON THE PLAN.
- ALL PLANTINGS SHALL COMPLY WITH STANDARDS AS DESCRIBED IN AMERICAN STANDARD OF NURSERY STOCK - ANSI Z60.1 (LATEST VERSION)
- MULCH: ALL PLANTING BEDS TO RECEIVE 3" DEEP LAYER OF SHREDDED HARDWOOD BARK MULCH.
- TURF SEED: DURABLE, PREMIUM COMMERCIAL BLEND.
- THE OWNER OF THE PREMISES IS RESPONSIBLE FOR THE WATERING, MAINTENANCE, REPAIR AND REPLACEMENT OF ALL LANDSCAPING, FENCES, AND OTHER LANDSCAPE ARCHITECTURAL FEATURES ON THE SITE. ALL PLANTING BEDS SHALL BE KEPT WEED FREE. PLANT MATERIAL THAT HAS DIED SHALL BE REPLACED NO LATER THAN THE **UPCOMING JUNE 1.**







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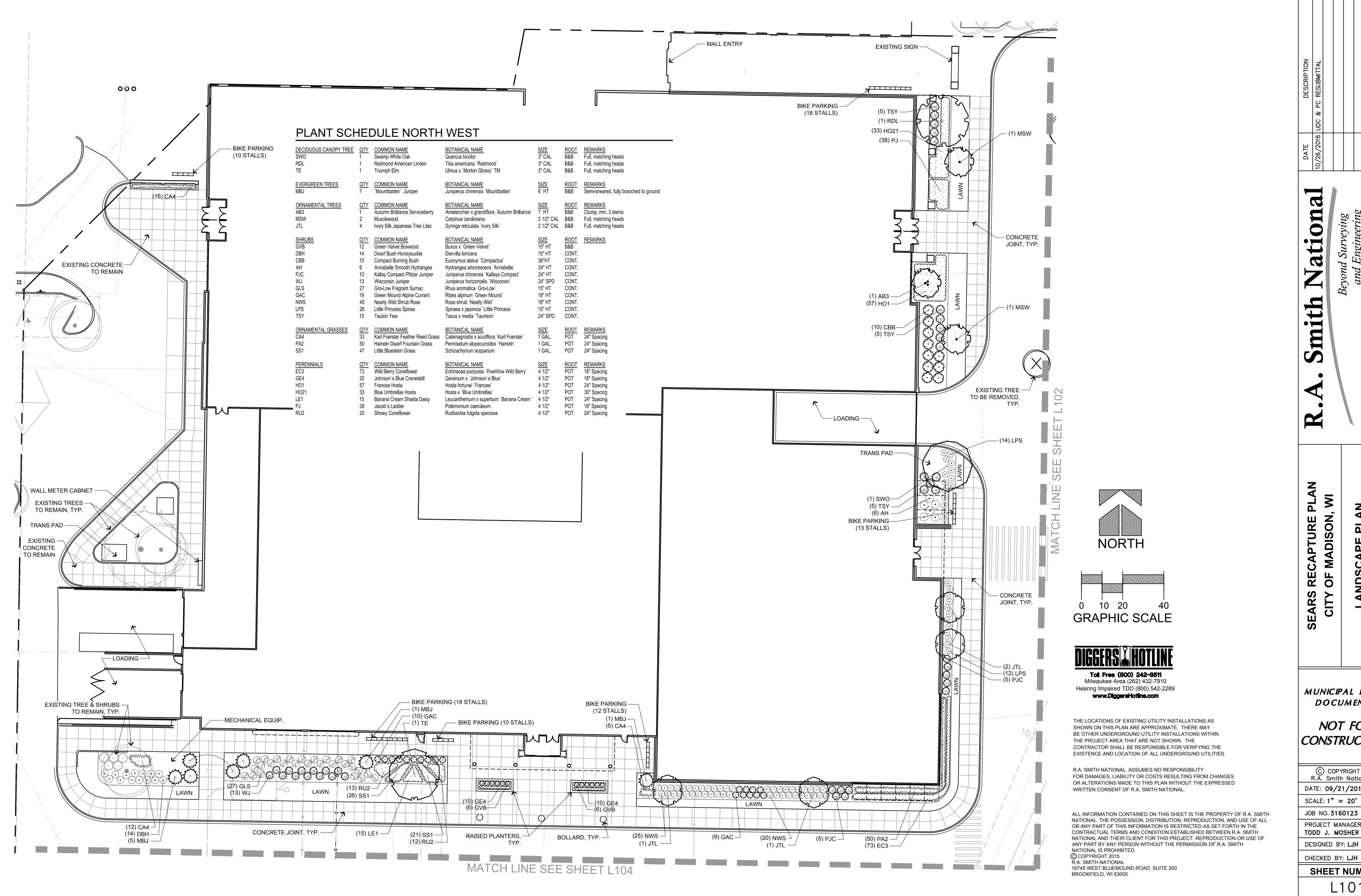
SCALE: 1" = 60'

JOB NO. 3160123

PROJECT MANAGER: TODD J. MOSHER DESIGNED BY: LJH

CHECKED BY: LJH

SHEET NUMBER L100



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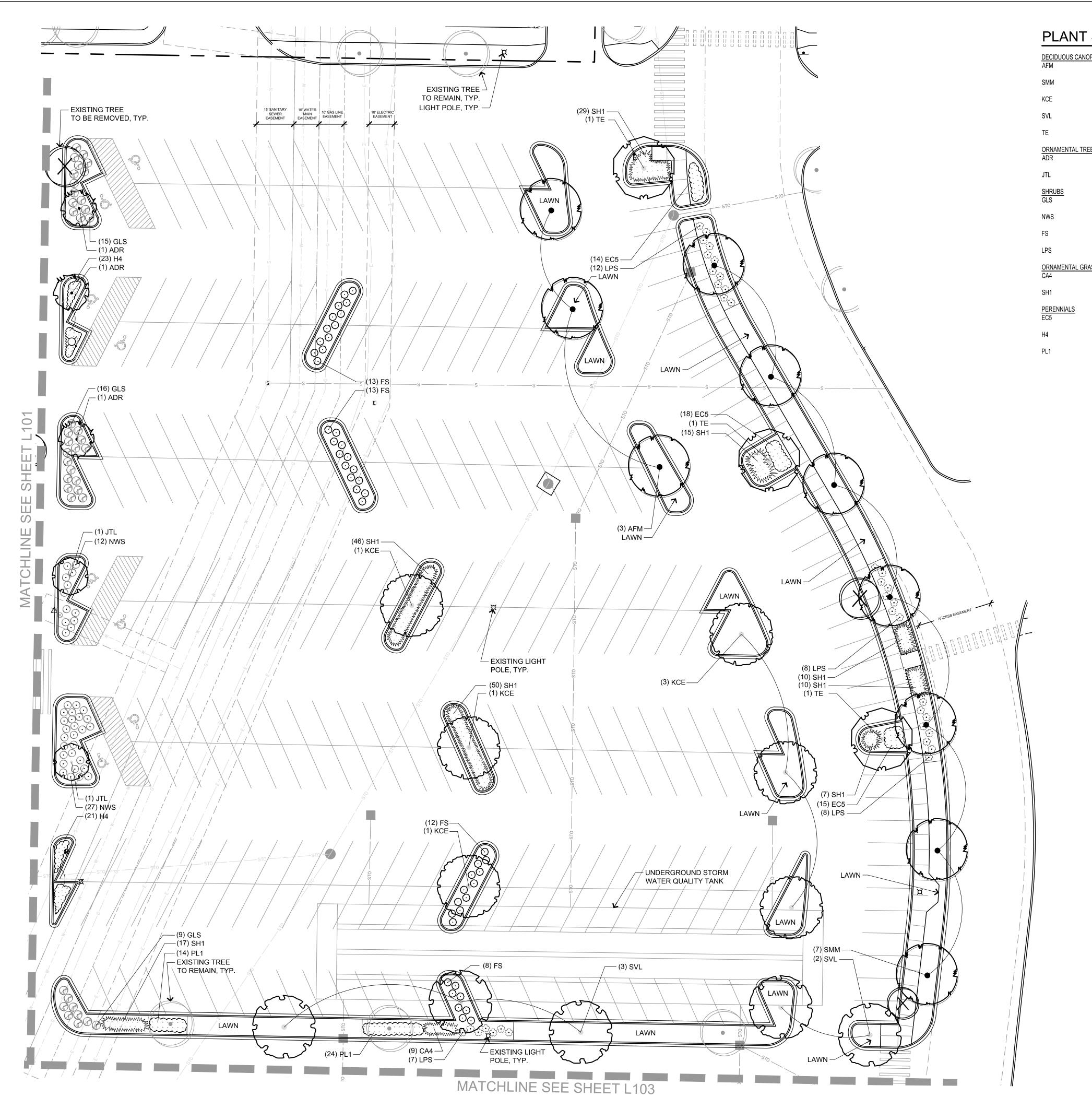
SCALE: 1" = 20'

JOB NO. 3160123

PROJECT MANAGER: TODD J. MOSHER

CHECKED BY: LJH

SHEET NUMBER L101





DECIDUOUS CANOPY TREE AFM	QTY 3	COMMON NAME Freeman Maple	BOTANICAL NAME Acer freemanii `Autumn Fantasy`	SIZE 3" CAL	ROOT B&B	REMARKS Full, matching head
SMM	7	State Street Miyabei Maple	Acer miyabei `Morton` TM	3" CAL	B&B	Full, matching head
KCE	6	Espresso Kentucky Coffeetree	Gymnocladus dioica `Espresso`	3" CAL	B&B	Full, matching head
SVL	5	Silver Linden	Tilia tomentosa	3" CAL	B&B	Full, matching head
TE	3	Triumph Elm	Ulmus x `Morton Glossy` TM	3" CAL	B&B	Full, matching head
ORNAMENTAL TREES ADR	QTY 3	COMMON NAME Adirondack Crab Apple	BOTANICAL NAME Malus x `Adirondack`	<u>SIZE</u> 2 1/2" CAL	ROOT B&B	REMARKS Full, matching head
JTL	2	Ivory Silk Japanese Tree Lilac	Syringa reticulata `Ivory Silk`	2 1/2" CAL	B&B	Full, matching head
SHRUBS GLS	<u>QTY</u> 40	COMMON NAME Gro-Low Fragrant Sumac	BOTANICAL NAME Rhus aromatica `Gro-Low`	<u>SIZE</u> 15" HT	ROOT CONT.	REMARKS
NWS	39	Nearly Wild Shrub Rose	Rosa shrub `Nearly Wild`	18" HT	CONT.	
FS	46	Frobel Spirea	Spiraea x bumalda `Froebelii`	15" HT	CONT.	
LPS	35	Little Princess Spirea	Spiraea x japonica `Little Princess`	15" HT	CONT.	
ORNAMENTAL GRASSES CA4	QTY 9	COMMON NAME Karl Foerster Feather Reed Grass	BOTANICAL NAME Calamagrostis x acutiflora `Karl Foerster`	SIZE 1 GAL.	ROOT POT	REMARKS 24" Spacing
SH1	184	Prairie Dropseed	Sporobolus heterolepis	1 GAL.	POT	24" Spacing
PERENNIALS EC5	QTY 47	COMMON NAME Kim`s Knee High Purple Coneflower	BOTANICAL NAME Echinacea purpurea `Kim`s Knee High` TM	SIZE 4 1/2"	ROOT POT	REMARKS 24" Spacing
H4	44	Happy Returns Daylily	Hemerocallis x 'Happy Returns'	4 1/2"	POT	24" Spacing
PL1	38	Little Spire Russian Sage	Perovskia x `Little Spire`	4 1/2"	POT	24" Spacing



0 10 20 40
GRAPHIC SCALE



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R.A. SMITH NATIONAL 16745 WEST BLUEMOUND ROAD, SUITE 200 BROOKFIELD, WI 53005 DATE DESCRIPTION
10/26/2016 UDC & PC RESUBMITTAL

Smith National

Beyond Surveying

www.rasmithnational.com

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SEARS RECAPTURE PLAN CITY OF MADISON, WI ANDSCAPE PLAN

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SCALE: 1" = 20'

TODD J. MOSHER

JOB NO. 3160123
PROJECT MANAGER:

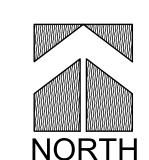
DESIGNED BY: LJH
CHECKED BY: LJH

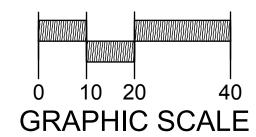
SHEET NUMBER

L102

#### PLANT SCHEDULE SOUTH EAST

DECIDUOUS CANOPY TREE AFM	QTY 4	COMMON NAME Freeman Maple	BOTANICAL NAME Acer freemanii `Autumn Fantasy`	SIZE 3" CAL	ROOT B&B	REMARKS Full, matching heads
PSG	2	Princeton Sentry Ginkgo	Ginkgo biloba `Princeton Sentry`	3" CAL	B&B	Full, matching heads
SL	7	Skyline Honey Locust	Gleditsia triacanthos `Skyline`	3" CAL	B&B	Full, matching heads
SVL	9	Silver Linden	Tilia tomentosa	3" CAL	B&B	Full, matching heads
TE	2	Triumph Elm	Ulmus x `Morton Glossy` TM	3" CAL	B&B	Full, matching heads
EVERGREEN TREES BHS	QTY 3	COMMON NAME Black Hills Spruce	BOTANICAL NAME Picea glauca `Densata`	<u>SIZE</u> 7` HT	ROOT B&B	REMARKS Semi-sheared, fully branched to ground
EA	6	Emerald Arborvitae	Thuja occidentalis `Emerald`	6` HT	B&B	Semi-sheared, fully branched to ground
SHRUBS CBB	QTY 6	COMMON NAME Compact Burning Bush	BOTANICAL NAME Euonymus alatus `Compactus`	<u>SIZE</u> 36"HT	ROOT CONT.	REMARKS
АН	8	Annabelle Smooth Hydrangea	Hydrangea arborescens `Annabelle`	24" HT	CONT.	
PJC	7	Kallay Compact Pfitzer Juniper	Juniperus chinensis `Kallays Compact`	24" HT	CONT.	
GLS	22	Gro-Low Fragrant Sumac	Rhus aromatica `Gro-Low`	15" HT	CONT.	
DKS	14	Double Knock Out Shrub Rose	Rosa shrub `Double Knock Out`	18" HT	CONT.	
NWS	24	Nearly Wild Shrub Rose	Rosa shrub 'Nearly Wild'	18" HT	CONT.	
LPS	19	Little Princess Spirea	Spiraea x japonica `Little Princess`	15" HT	CONT.	
DKL	7	Dwarf Korean Lilac	Syringa meyeri `Palibin`	18" HT	CONT.	
ORNAMENTAL GRASSES CA4	<u>QTY</u> 24	COMMON NAME Karl Foerster Feather Reed Grass	BOTANICAL NAME Calamagrostis x acutiflora `Karl Foerster`	<u>SIZE</u> 1 GAL.	ROOT POT	REMARKS 24" Spacing
MS6	10	Morning Light Silver Grass	Miscanthus sinensis `Morning Light`	1 GAL.	POT	36" Spacing
SH1	124	Prairie Dropseed	Sporobolus heterolepis	1 GAL.	POT	24" Spacing
PERENNIALS EC5	<u>QTY</u> 54	COMMON NAME Kim`s Knee High Purple Coneflower	BOTANICAL NAME Echinacea purpurea `Kim`s Knee High` TM	<u>SIZE</u> 4 1/2"	ROOT POT	REMARKS 24" Spacing
HO21	19	Blue Umbrellas Hosta	Hosta x `Blue Umbrellas`	4 1/2"	POT	30" Spacing
PL1	38	Little Spire Russian Sage	Perovskia x `Little Spire`	4 1/2"	POT	24" Spacing







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SEARS RECAPTURE PLAN CITY OF MADISON, WI

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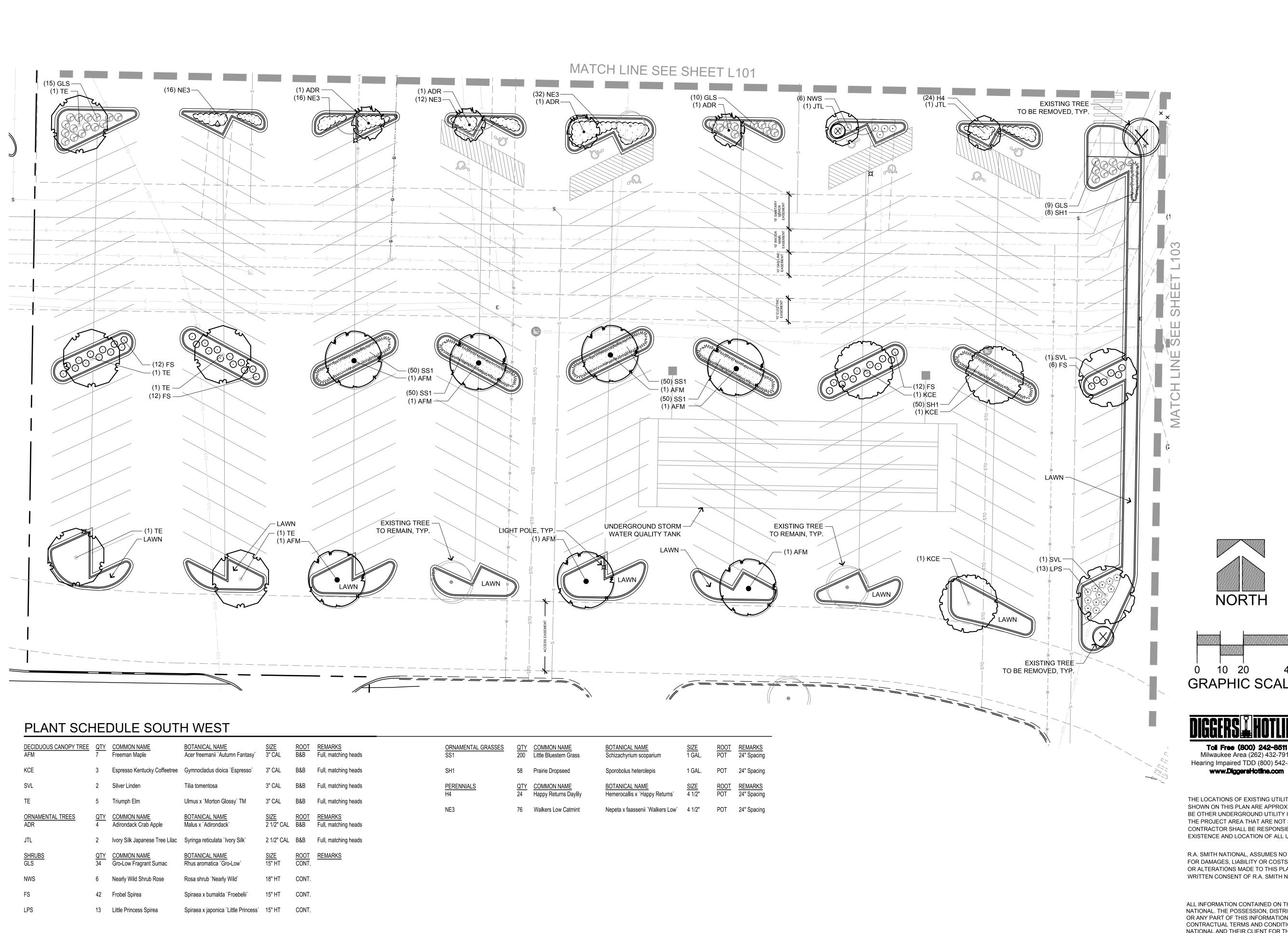
JOB NO. 3160123

PROJECT MANAGER:
TODD J. MOSHER

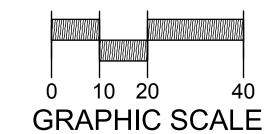
DESIGNED BY: LJH

CHECKED BY: LJH

SHEET NUMBER









BROOKFIELD, WI 53005

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PLAN , WI CAPTURE P RE( OF EARS

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SCALE: 1" = 20' JOB NO. 3160123

PROJECT MANAGER:

DESIGNED BY: LJH CHECKED BY: LJH

TODD J. MOSHER

SHEET NUMBER

L104



### 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** 



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**ELEVATIONS - DAY** 



**ELEVATIONS - EVENING** 



Front Elevation



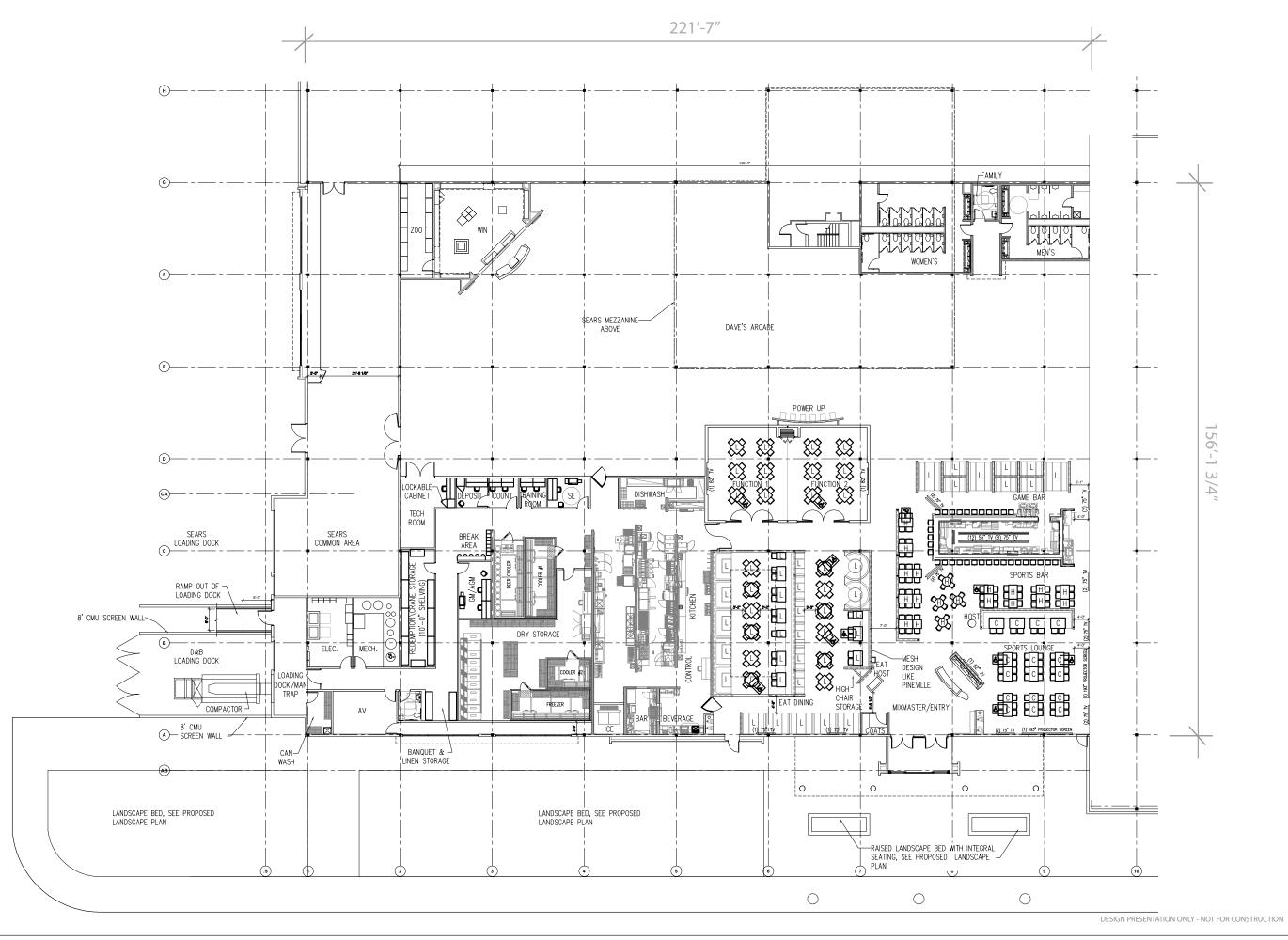
**LANDSCAPE ELEVATIONS - DAY** 



Front Elevation



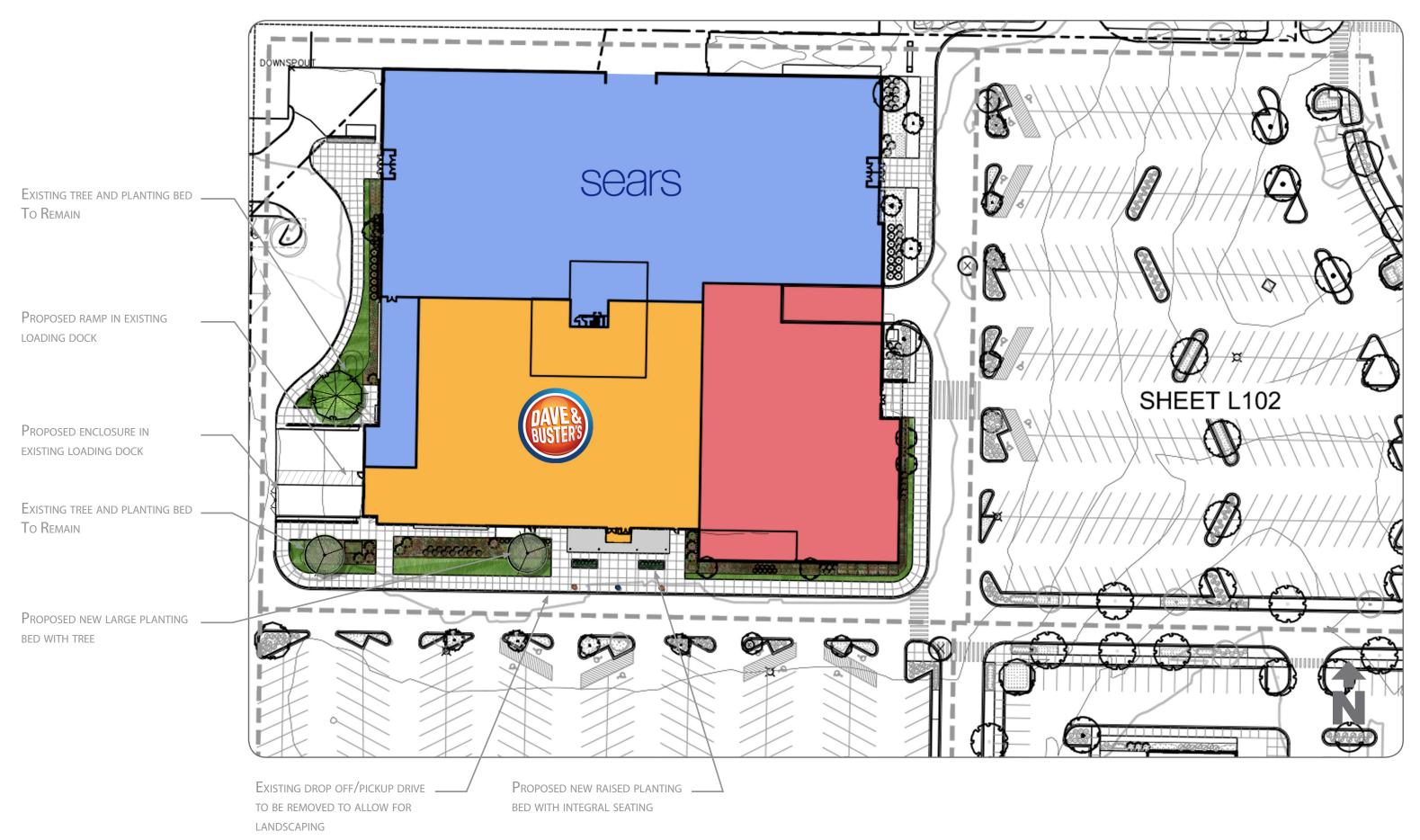
#### LANDSCAPE ELEVATIONS - EVENING



DAVE & BUSTERS

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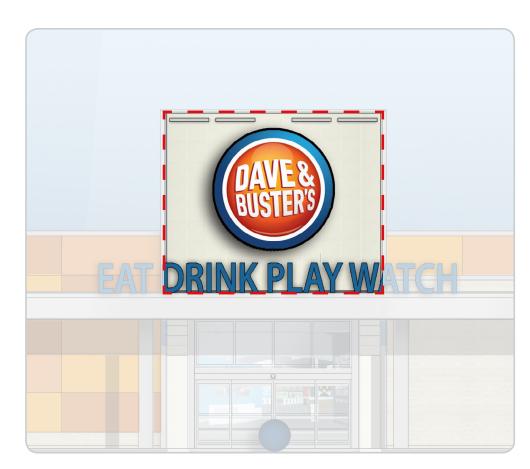
**FLOOR PLAN** 



**SITE PLAN** 

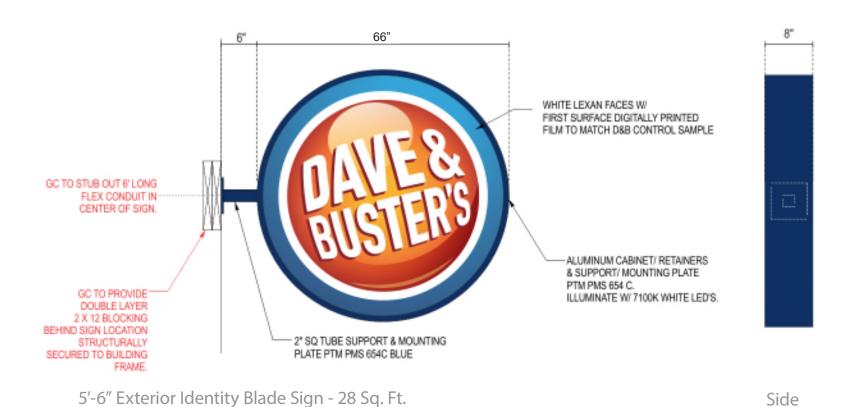


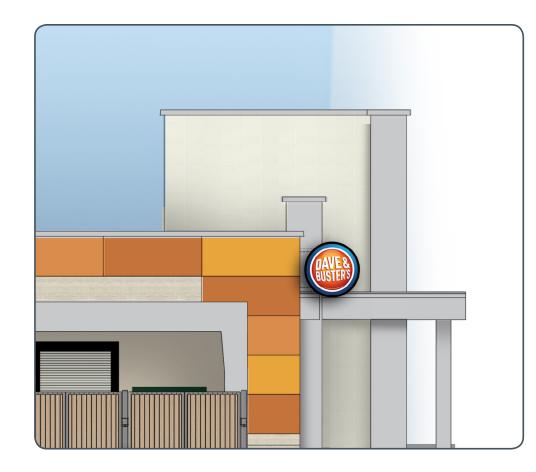
	QTY.	Overall Height	Square Footage
DAVE & BUSTERS ID SIGN	1	12′-0″	138 Sq. Ft.
DAVE & BUSTERS BLADE SIGN	1	5'-6"	28 Sq. Ft.
EAT DRINK PLAY WATCH CHANNEL LETTERS	1	2'-0"	40.90 Sq. Ft.
DAVE & BUSTER'S CHANNEL LETTERS	1	2'-0"	29.13 Sq. Ft.



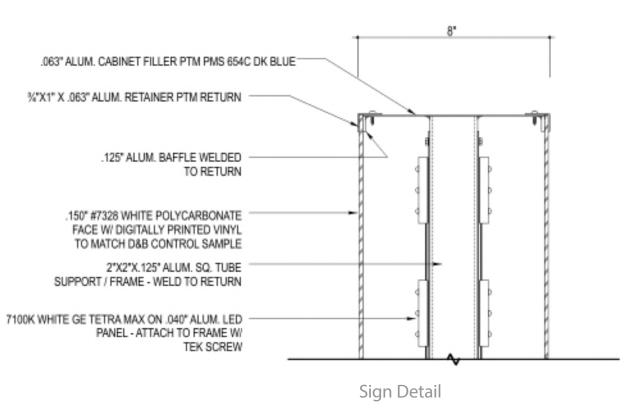
Signage Area = 426 Sq. Ft.

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

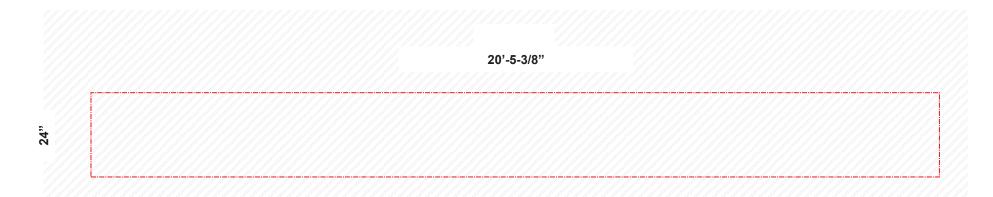




Blade sign does not extend more than 6'-0" from the building

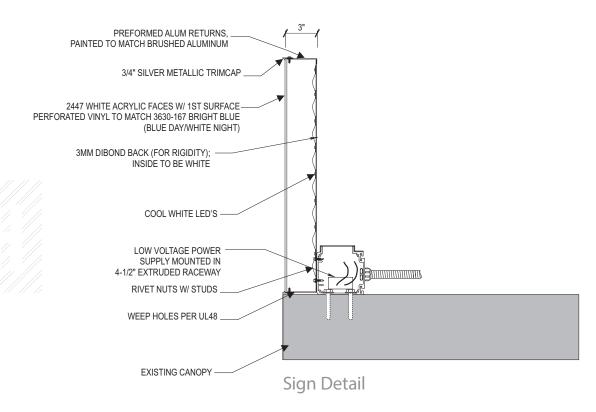








24" High Canopy Mounted Sign



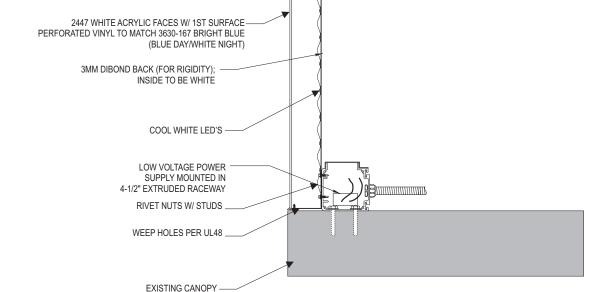
Face-Lit Channel Letters - Night View

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

**EXTERIOR SIGNAGE** 

# 14'-6 3/4" DAVE & BUSTER'S

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



Sign Detail

PREFORMED ALUM RETURNS, PAINTED TO MATCH BRUSHED ALUMINUM

3/4" SILVER METALLIC TRIMCAP

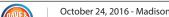
24" High Canopy Mounted Sign

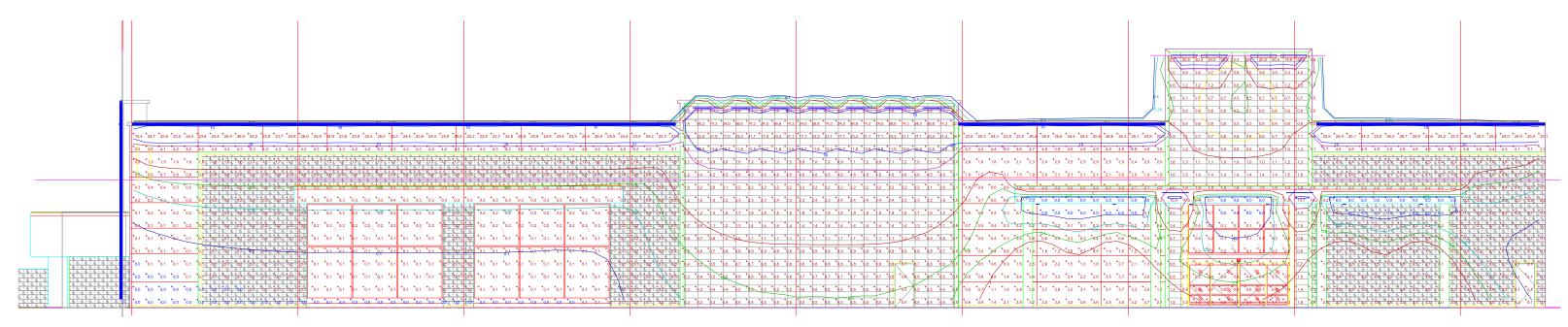
DAVE & BUSTER'S

# DAVE & BUSTER'S

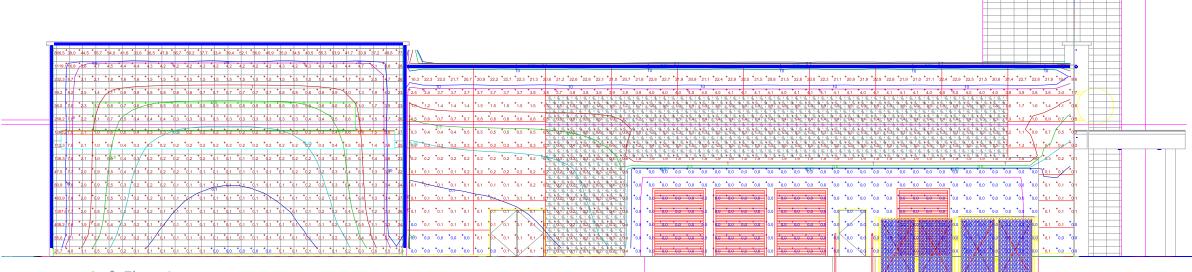
Face-Lit Channel Letters - Night View







Front Elevation



Left Elevation

#### PHOTOMETRIC ELEVATIONS



PRISMA ARCHITECTURAL

X8 - STRIP SQUARE SURFACE MOUNT

30 LED 35W 4000K AND 30 LED 35W BLUE LED



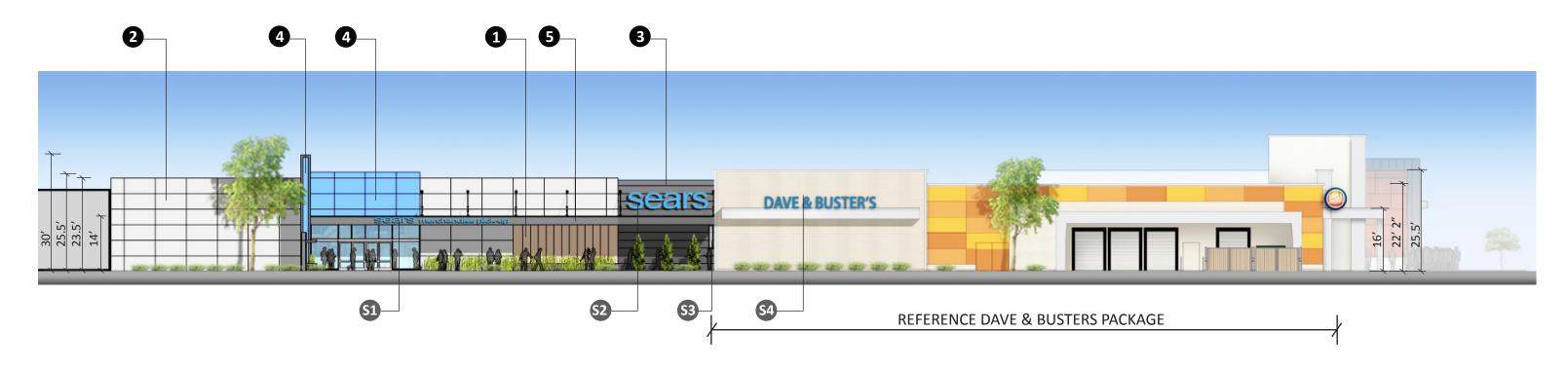
Portfolio LD6A20 - Downlight 3500K

Nova Flex 24 Volt 240 Series Flexible LED Ribbon Lighting 3225K





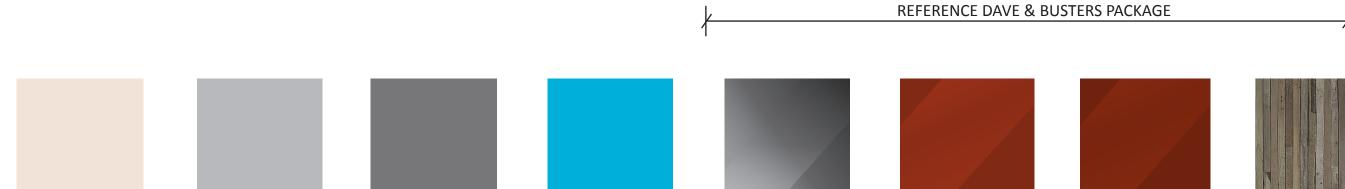
#### **ELEVATION - WEST**





5 METAL PANEL

6 METAL PANEL



E.F.I.S

7 METAL PANEL





9

E.F.I.S

2

3

E.F.I.S

1

**EXHIBIT** 

MAD-014

4

E.F.I.S

#### **ELEVATION - SOUTH**

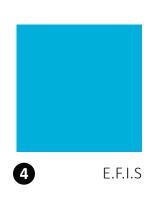


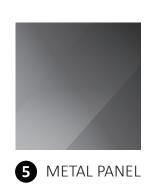




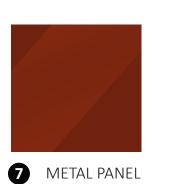








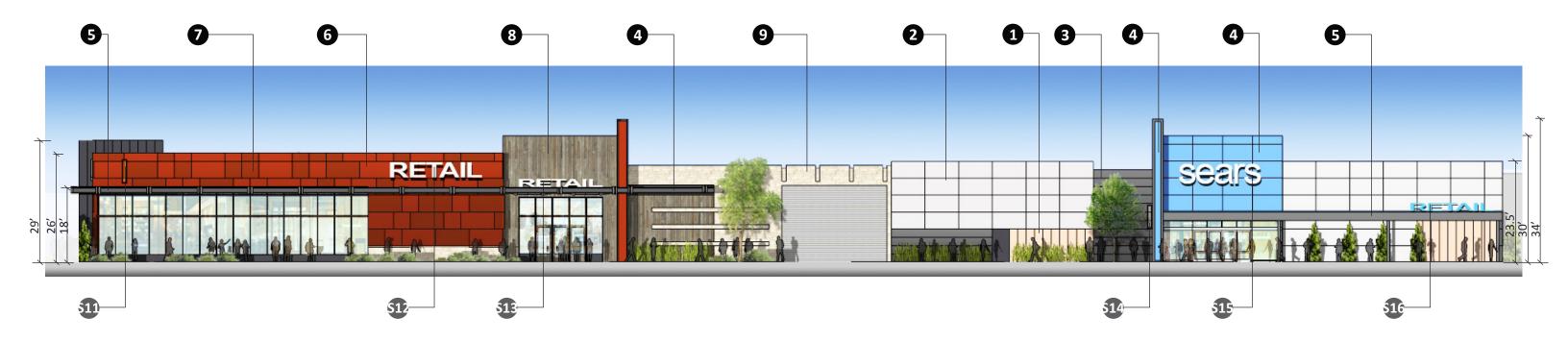




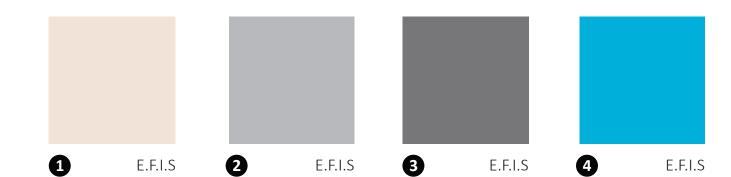




#### **ELEVATION - EAST**

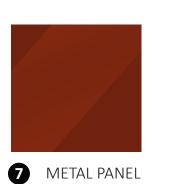
















**EXHIBIT** 

# **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

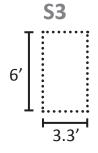
## **DEPARTMENT STORE BUILDING:** PROPOSED SIGNAGE:

#### **WEST ELEVATION**

**S1** 









#### **PROPOSED SIGNAGE**

EXHIBIT

MAD-014

**SEARS:** S1:  $2' \times 20' = 40 \text{ sq. ft.}$ 

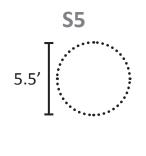
**S2**:  $6' \times 24' = 144 \text{ sq. ft.}$ 

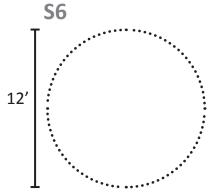
**S3**:  $6' \times 3.3' = 20 \text{ sq. ft.}$ 

**D&B S4**:  $2' \times 14.5' = 29 \text{ sq. ft.}$ 

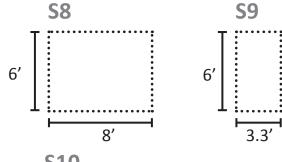
**TOTAL** = 233 sq. ft.

#### **SOUTH ELEVATION**











#### **PROPOSED SIGNAGE**

**D&B: S5**: D=5.5': = 28 sq. ft.

**S6**: D=12': = 138 sq. ft.

**S7**:  $2' \times 20' = 40 \text{ sq. ft.}$ 

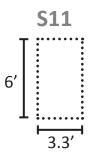
**RETAIL-1: S8**:  $6' \times 8' = 48 \text{ sq. ft.}$ 

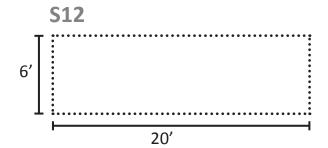
**S9**:  $6' \times 3.3' = 20 \text{ sq. ft.}$ 

**\$10**:  $6' \times 20' = 120 \text{ sq. ft.}$ 

**TOTAL:** = 394 sf

#### **EAST ELEVATION**











#### **PROPOSED SIGNAGE**

**RETAIL-1: S11**:  $6' \times 3.3' = 20 \text{ sq. ft}$ 

**\$12**:  $6' \times 20' = 120 \text{ sq. ft.}$ 

**\$13**:  $2' \times 20' = 40 \text{ sq. ft.}$ 

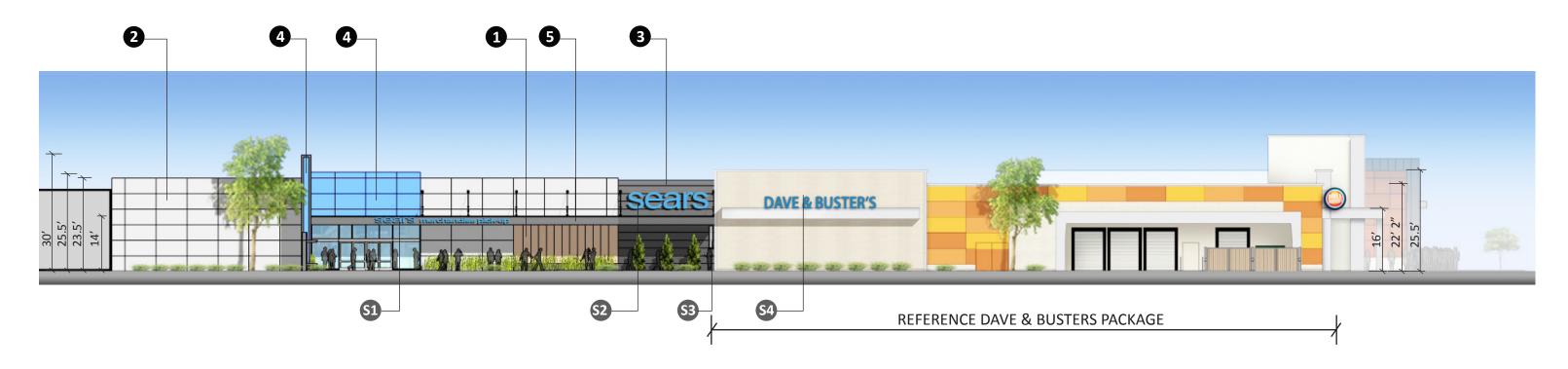
**SEARS: S14**:  $6' \times 3.3' = 20 \text{ sq. ft.}$ 

**\$15**:  $6' \times 24' = 144 \text{ sq. ft.}$ 

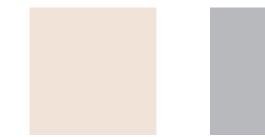
**S16**:  $2' \times 20' = 40 \text{ sq. ft.}$ 

**TOTAL** = 384 sq. ft.

#### **ELEVATION - WEST**





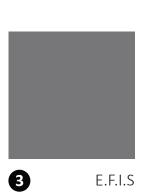


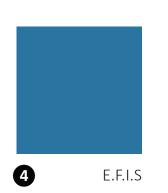
E.F.I.S

1

**EXHIBIT** 

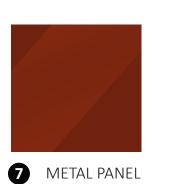
















#### **ELEVATION - SOUTH**

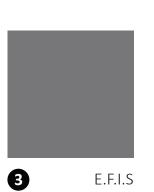


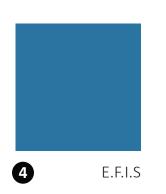




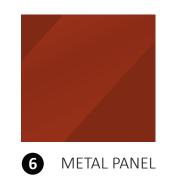
**EXHIBIT** 









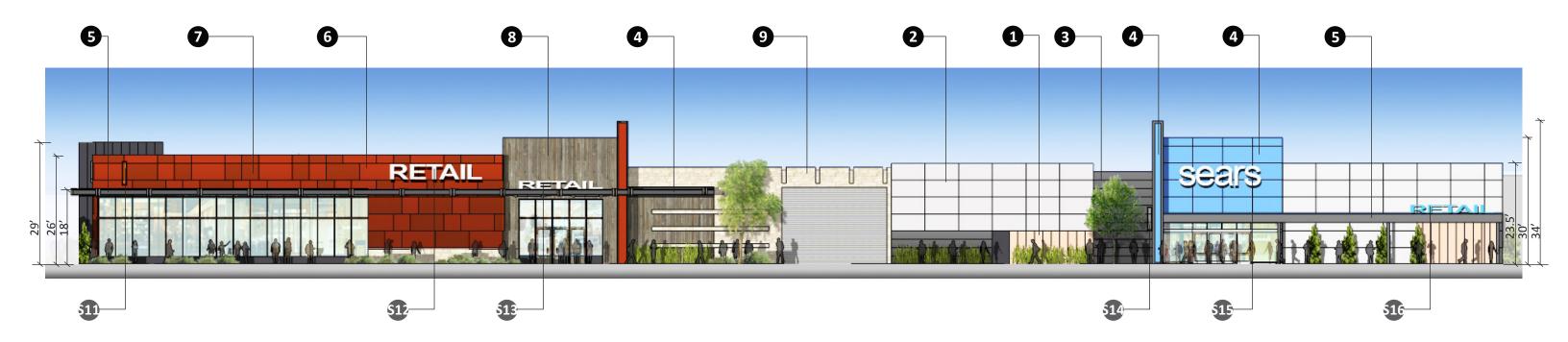








#### **ELEVATION - EAST**



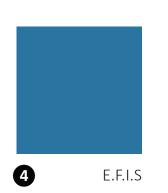


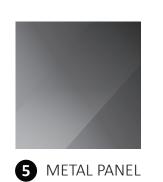


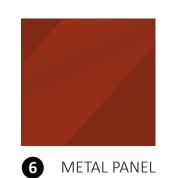
**EXHIBIT** 

















### **DEPARTMENT STORE BUILDING** EXISTING SIGNAGE:

**WEST ELEVATION** 

**SOUTH ELEVATION** 

**EAST ELEVATION** 



TOTAL AREA = 144 SF
TO BE RELOCATED/REPLACED



TOTAL AREA = 144 SF TO BE REMOVED



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.

31.071Canopy signs31.071(1)Canopy Fascia31.071(2)(c)(1)Criteria31.071(2)(c)(2)Size31.071(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



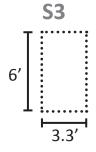
## **DEPARTMENT STORE BUILDING:** PROPOSED SIGNAGE:

#### **WEST ELEVATION**

**S1** 









#### **PROPOSED SIGNAGE**

EXHIBIT

MAD-014

**SEARS:** S1:  $2' \times 20' = 40 \text{ sq. ft.}$ 

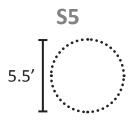
**S2**:  $6' \times 24' = 144 \text{ sq. ft.}$ 

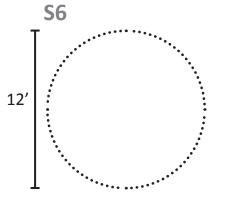
**S3**:  $6' \times 3.3' = 20 \text{ sq. ft.}$ 

**S4**:  $2' \times 14.5' = 29 \text{ sq. ft.}$ D&B

= 233 sq. ft.**TOTAL** 

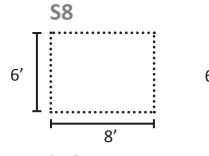
#### **SOUTH ELEVATION**





3.3







#### **PROPOSED SIGNAGE**

**TOTAL:** 

**S5**: D=5.5': = 28 sq. ft. D&B:

**S6**: D=12': = 138 sq. ft.

**S7**:  $2' \times 20' = 40 \text{ sq. ft.}$ 

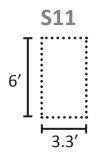
**RETAIL-1: S8**:  $6' \times 8' = 48 \text{ sq. ft.}$ 

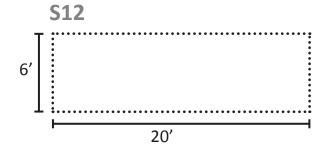
**S9**:  $6' \times 3.3' = 20 \text{ sq. ft.}$ 

**S10**:  $6' \times 20' = 120 \text{ sq. ft.}$ 

= 394 sf

#### **EAST ELEVATION**











#### **PROPOSED SIGNAGE**

**RETAIL-1: S11**:  $6' \times 3.3' = 20 \text{ sq. ft}$ 

**S12**:  $6' \times 20' = 120 \text{ sq. ft.}$ 

**S13**:  $2' \times 20' = 40 \text{ sq. ft.}$ **S14**:  $6' \times 3.3' = 20 \text{ sq. ft.}$ 

**S15**:  $6' \times 24' = 144 \text{ sq. ft.}$ 

**\$16**:  $2' \times 20' = 40 \text{ sq. ft.}$ 

= 384 sq. ft.**TOTAL** 

**SEARS:** 





