



**Project Address:** 36 West Towne Mall and 7301 Mineral Point Road  
**Application Type:** New Retail Building –Final Approval is Requested  
**Legistar File ID #** [59184](#)  
**Prepared By:** Janine Glaeser, UDC Secretary and Kevin Firchow, Principal Planner

## Background Information

**Applicant | Contact:** Ken Wittler, CBL Properties/Jeff Yersin, RASmith, Inc.

**Project Description:** The applicant is seeking approval of a new one-story, 83,000 square foot retail building at West Towne Mall. The existing one-story retail building will be demolished and a new one-story structure will be constructed on site. Site improvements also include new landscaping islands and site lighting.

### Project Schedule:

- The UDC granted initial approval on February 26, 2020
- The Plan Commission approved the conditional use for this item on March 6, 2020, subject to the item returning to the Urban Design Commission for final approval, subject to the listed conditions.

### Approval Standards:

The UDC is an **advisory** body for this request. The site is located in the Commercial Center (CC) zoning district and it is part of a Large Retail Development and Planned Multi-Use Site, as defined in Madison General Ordinance. In order to approve, the proposed project must be found by the Plan Commission to meet the design standards for a **Large Retail Development pursuant to Section MGO 33.24(4)(f)** and Planned Multi-Use Sites pursuant to **Section 28.137(2)(e) and 28.137(2)(f) of the Zoning Code**.

## Summary of Design Considerations and Recommendations

The UDC is an advisory body to the Plan Commission, and at their March 6, 2020 meeting, the Plan Commission approved this request subject to the following UDC-recommended conditions.

1. The applicant add two Central Features and Community Spaces on the subject site as required by M.G.O. §33.24(4)(f)8. – Consider options such as the area to the north of the proposed loading dock.
2. The applicant shall explore adding additional landscaping to screen the loading dock area.
3. The applicant shall explore different ways to arrange the landscaping around the site and parking lot (especially the trees) and do so in a more playful manner.
4. The applicant shall look into adding more windows to the building.

Note, the Plan Commission approved the requested (and UDC-recommended) waiver of M.G.O. §33.24(4)(f)7.a. which allows the development to proceed without providing sidewalk along the inner ring road located at the western end of the site.