

URBAN DESIGN COMMISSION APPLICATION CITY OF MADISON

This form may also be completed online at:

<http://www.cityofmadison.com/planning/documents/UDApplication.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: _____

UDC Meeting Date: June 24, 2015

Combined Schedule Plan Commission Date (if applicable): _____

☒ Informational Presentation

☐ Initial Approval

☐ Final Approval

1. Project Address: Block 88 (Not Including Madison Municipal Building) and Block 105 Gov. East Ramp
Project Title (if any): Judge Doyle Square / Exact Sciences Headquarters

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: Stuart Zadra

Street Address: 33 East Main St., Suite 500

Telephone: (608) 274-7447 Fax: (608) 274-7442

Company: JDS Development, LLC

City/State: Madison, WI Zip: 53703

Email: zadras@hammescosports.com

Project Contact Person: Jody Shaw

Street Address: 749 University Row, Suite 300

Telephone: (608) 274-2741 Fax: _____

Company: Potter Lawson, Inc.

City/State: Madison, WI Zip: 53705

Email: jody.s@potterlawson.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 & Kevin Firchow on June 4, 2015.

(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 _____

Relationship to Property _____

Authorized Signature _____

Date _____

**Project Narrative for Madison Urban Design Commission Information Review
Judge Doyle Square, Exact Sciences Headquarters
Block 88 and Block 105, Downtown Madison**

JDS Development

June 6th, 2015

Development Concept:

Our vision for Judge Doyle Square is to create a vibrant mixed-use environment, anchored by Exact Sciences, that transforms this site into the focal point of downtown Madison. There are several important design characteristics that are the foundation of our master plan for Judge Doyle Square, Including:

- Dynamic Architecture Consistent with Exact Sciences' Mission.
- A place that defines the culture and character of Urban Madison
- Balance urban and pedestrian scale specifically at Pinckney Street.
- Core Program elements complementary to Monona Terrace and Civic interests in Madison
- Model for innovative technologies and practices including sustainable strategies

There are several core programming elements that comprise our master plan for Judge Doyle Square. We have created a dynamic mix of uses that will benefit the primary tenants of Judge Doyle Square, while also becoming important civic amenities, to support Monona Terrace and downtown tourism, the business district and residential base. The following outline describes each of the core program elements we have planned for Judge Doyle Square, including:

- Exact Sciences Corporate Headquarters and Research Facility, 250-300,000 SF with subgrade parking between 700-800 stalls.
- Urban Hotel, 200-250 rooms.
- Restaurant
- Health and wellness center
- Street level Retail
- Potential for future Exact Sciences office space, 100,000 SF
- 500-600 stall Public parking ramp

Phasing:

Due to the conditional use for the Downtown Core, and the timing for Exact Sciences to break ground in December of this year, the project team has decided to create a GDP that includes both blocks in the development plan, but will move forward with Block 88, and potentially the underground parking for block 105 first, with an SIP for the development of block 105, and a comprehensive signage package to follow later.

- First phase is to demolish existing loading structure on Block 88 and begin excavation for underground parking.
- Construct the underground parking and core and shell of the Exact Sciences headquarters building.
- Shortly after beginning the construction of the underground ramp on Block 88 is the demolition of Block 105 ramp, and to begin the utility relocation along Pinckney Street.
- Shoring and deeper excavation of Block 105 along Pinckney Street.
- Complete the Exact Headquarters on Block 88 by July of 2017.
- Complete the block 105 underground parking, above grade ramp and retail along Pinckney by June 2017.
- Begin hotel construction by April of 2017.
- Complete hotel Enclosure by July of 2018.
- The final phase will be the Office expansion on Block 105 which will start at a date that will be determined by the market and Exact Sciences' growth.

Exterior Materials:

The exterior materials will be comprised of mostly metal panel and curtain wall with both clear and blue-grey glass, some with fritting. The ground level will be predominantly honed limestone, with additional curtain wall and highlights of natural wood.

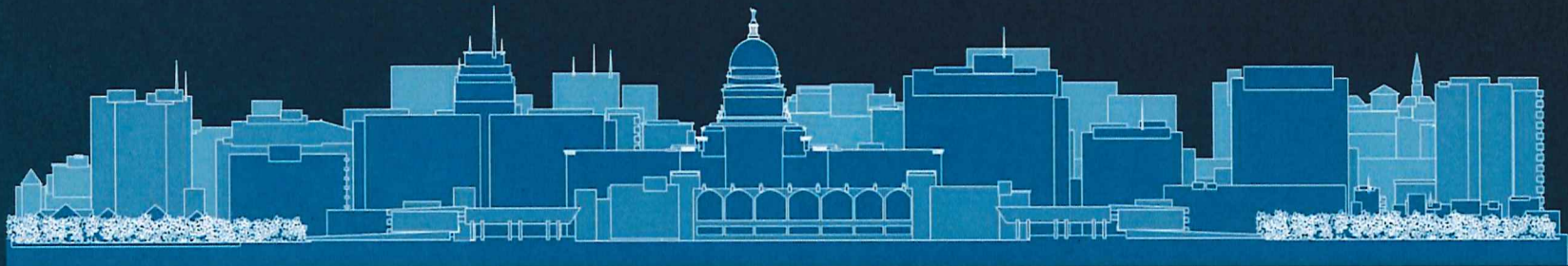
Madison Municipal Building:

Sharing Block 88 is one of Madison's most historically important buildings, the Madison Municipal Building. The current design has a 24' setback from the MMB at ground level, and another stepback at the third level above grade. The Exact Headquarters building also is currently only pursuing one level of below grade parking to meet the aggressive schedule, but also to help protect the Madison Municipal Building by not requiring shoring for the MMB's foundations. Materially at the ground level we are introducing a honed limestone that will be reminiscent of the smooth faced, Indiana Limestone on the MMB. The design team has already had some conversations with the City in regards to coordinating the construction of the Exact Headquarters with the renovations of MMB.



JUDGE DOYLE SQUARE

MADISON, WI



Submitted By:
JDS Development, LLC

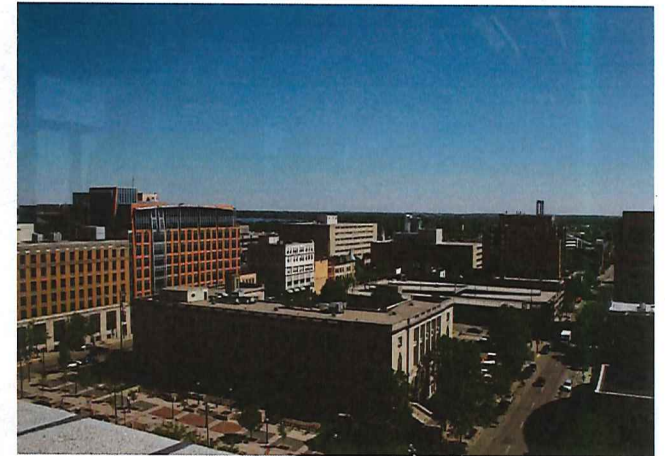
In Partnership With:



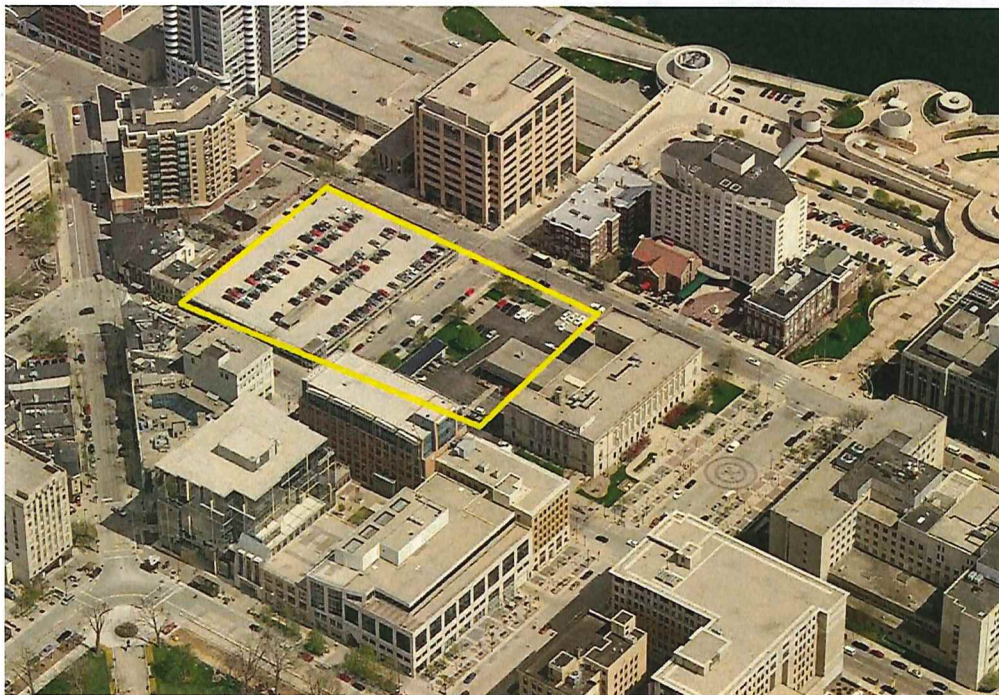
Judge Doyle Square: Madison Municipal Building and Existing Aerials



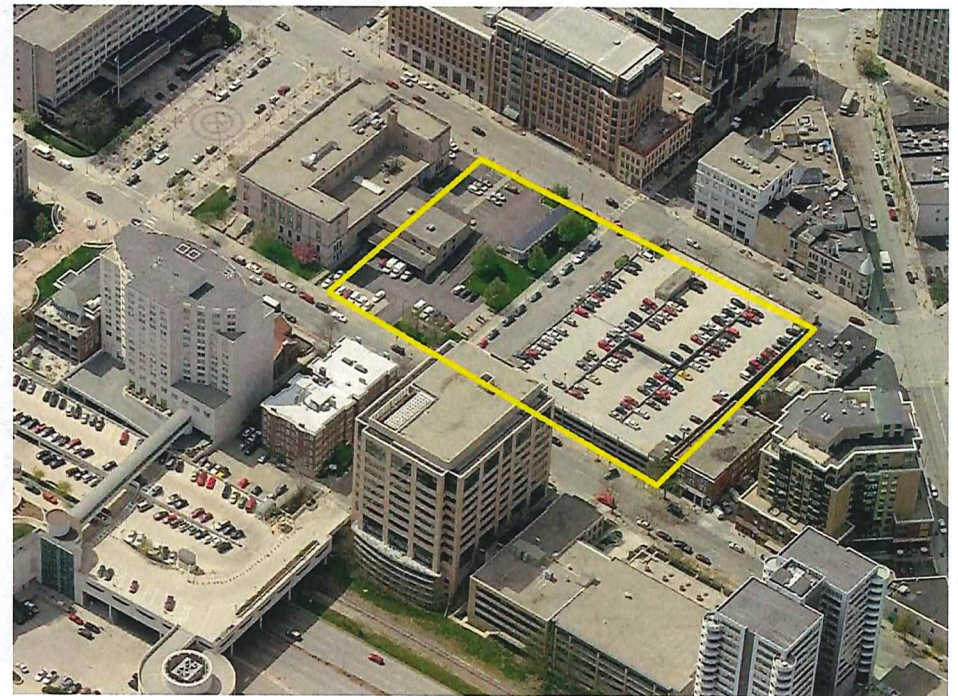
Northeast view of Madison Municipal Building



Southeast view of Madison Municipal Building



Aerial view from Northeast



Aerial view from Southwest

Judge Doyle Square: Context Buildings



View Down Pinckney Street Toward Lake



View up Pinckney Street



Northeast Corner of Pinckney and Doty



Northwest side of Pinckney Street



Southeast side of Pinckney Street



Northeast side of Doty Street



Southeast side of Doty Street



Northeast side of Doty Street



Northwest side of Doty Street



Northeast side of Wilson Street



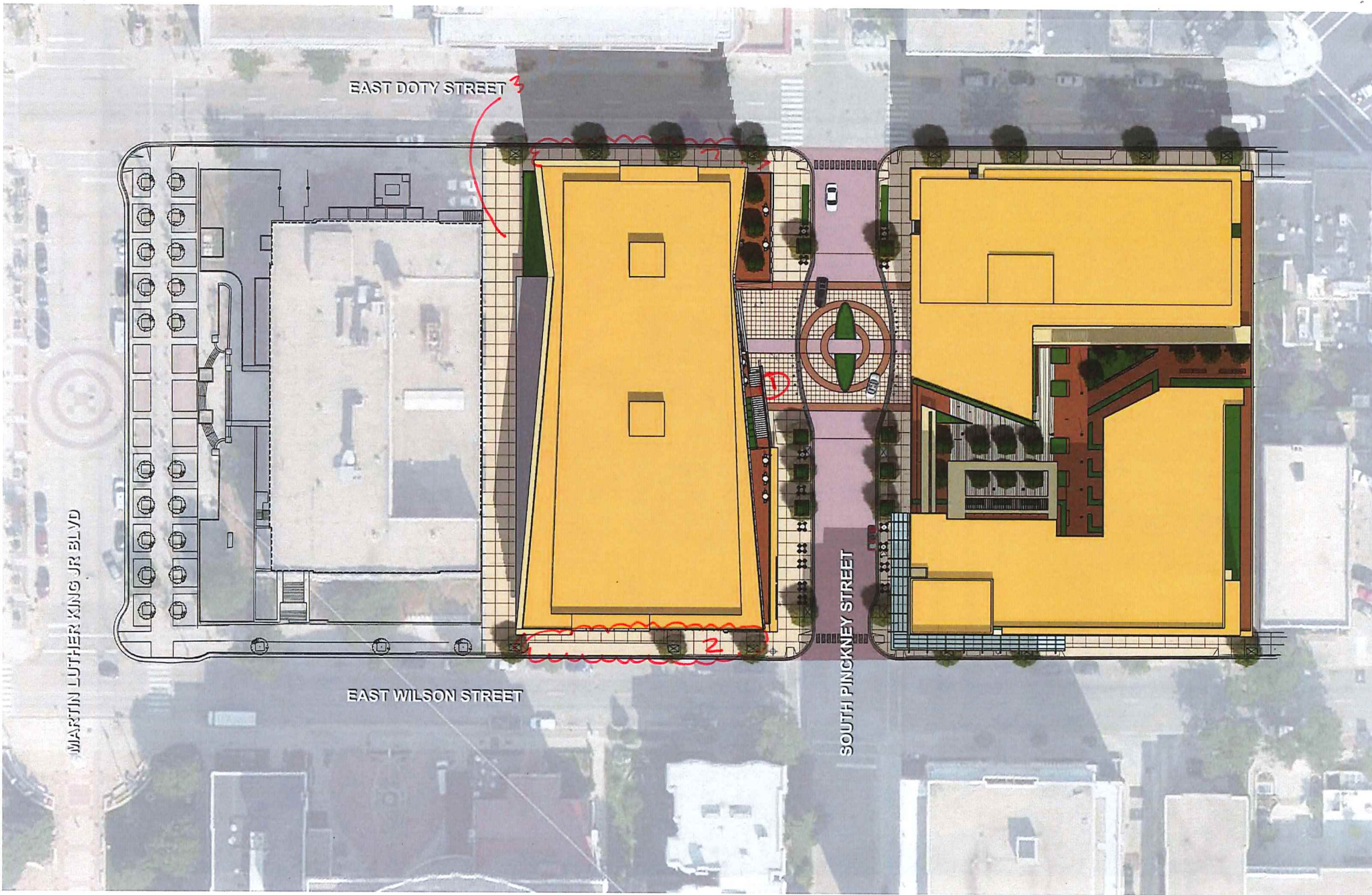
Southeast side of Wilson Street



Southwest side of Wilson Street



Northeast side of Wilson Street



1. CONCERN ON WALL - NO LANDSCAPING
2. TIGHT SETBACKS ALONG WILSON + DOTY
3. GRADE

2011 2012
101 INNOVATION DRIVE
101 INNOVATION DRIVE
101 INNOVATION DRIVE



Submitted By:
JDS Development, LLC



In Partnership With:





Submitted By:
JDS Development, LLC



In Partnership With:





AERIAL VIEW 1



AERIAL VIEW 2



AERIAL VIEW 3



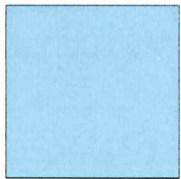
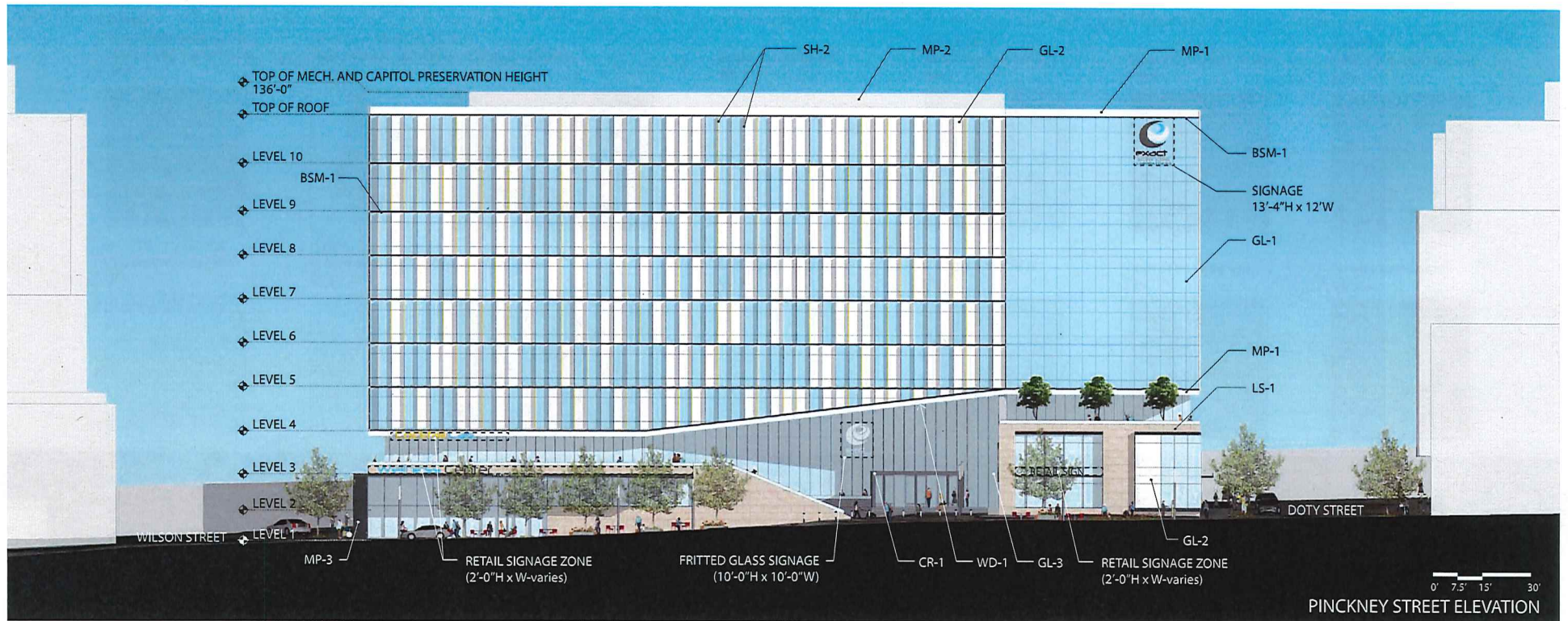
AERIAL VIEW 4



VIEW FROM MARTIN LUTHER KING & DOTY STREET



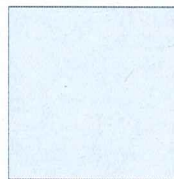
VIEW FROM WILSON STREET & PINCKNEY STREET



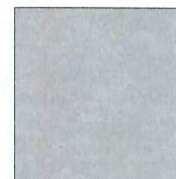
GL-1
CURTAINWALL SYSTEM
W/ BLUE-GREY GLASS



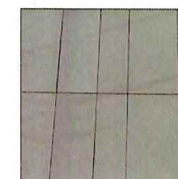
GL-2
CURTAINWALL SYSTEM W/ WHITE FRIT ON
BLUE-GREY GLASS



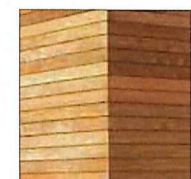
GL-3
CURTAINWALL SYSTEM
W/ CLEAR GLASS



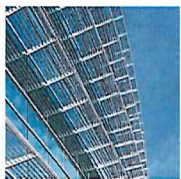
CR-1
SMOOTH CONCRETE



LS-1
HONED LIMESTONE PANEL



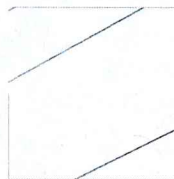
WD-1
CEDAR SOFFIT PANELS



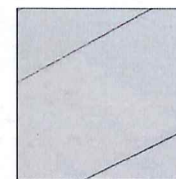
SH-1
CURTAINWALL SYSTEM W/
ALUMINUM HORIZONTAL
SHADE



SH-2
CURTAINWALL SYSTEM W/ COLORED VERTICAL
MULLION CAP EXTENSIONS



MP-1
WHITE METAL PANEL



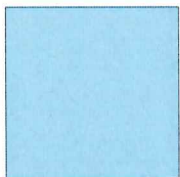
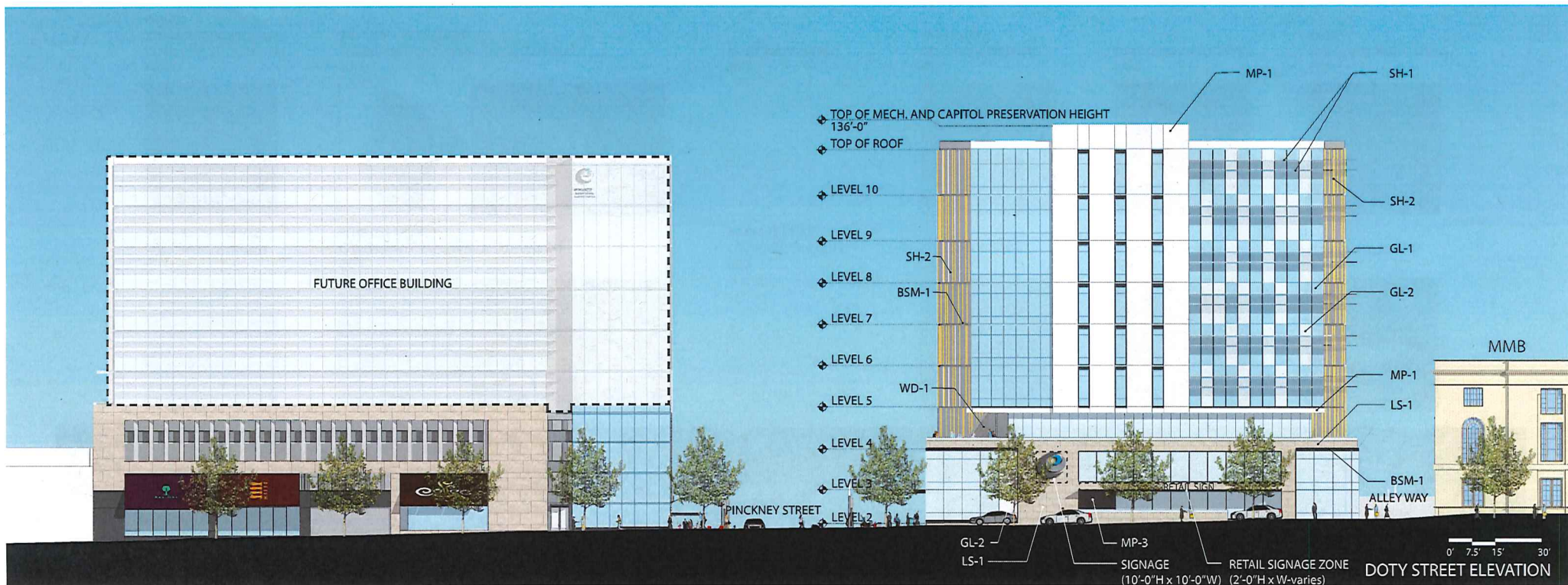
MP-2
LIGHT GRAY METALLIC
METAL PANEL



MP-3
DARK GRAY METAL PANEL



BSM-1
DARK GRAY- BREAK SHAPE
METAL



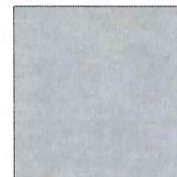
GL-1
CURTAINWALL SYSTEM
W/ BLUE-GREY GLASS



GL-2
CURTAINWALL SYSTEM W/ WHITE FRIT ON
BLUE-GREY GLASS



GL-3
CURTAINWALL SYSTEM
W/ CLEAR GLASS



CR-1
SMOOTH CONCRETE



LS-1
HONED LIMESTONE PANEL



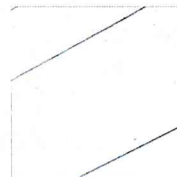
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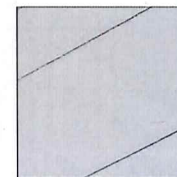
SH-1
CURTAINWALL SYSTEM W/
ALUMINUM HORIZONTAL
SHADE



SH-2
CURTAINWALL SYSTEM W/ COLORED VERTICAL
MULLION CAP EXTENSIONS



MP-1
WHITE METAL PANEL



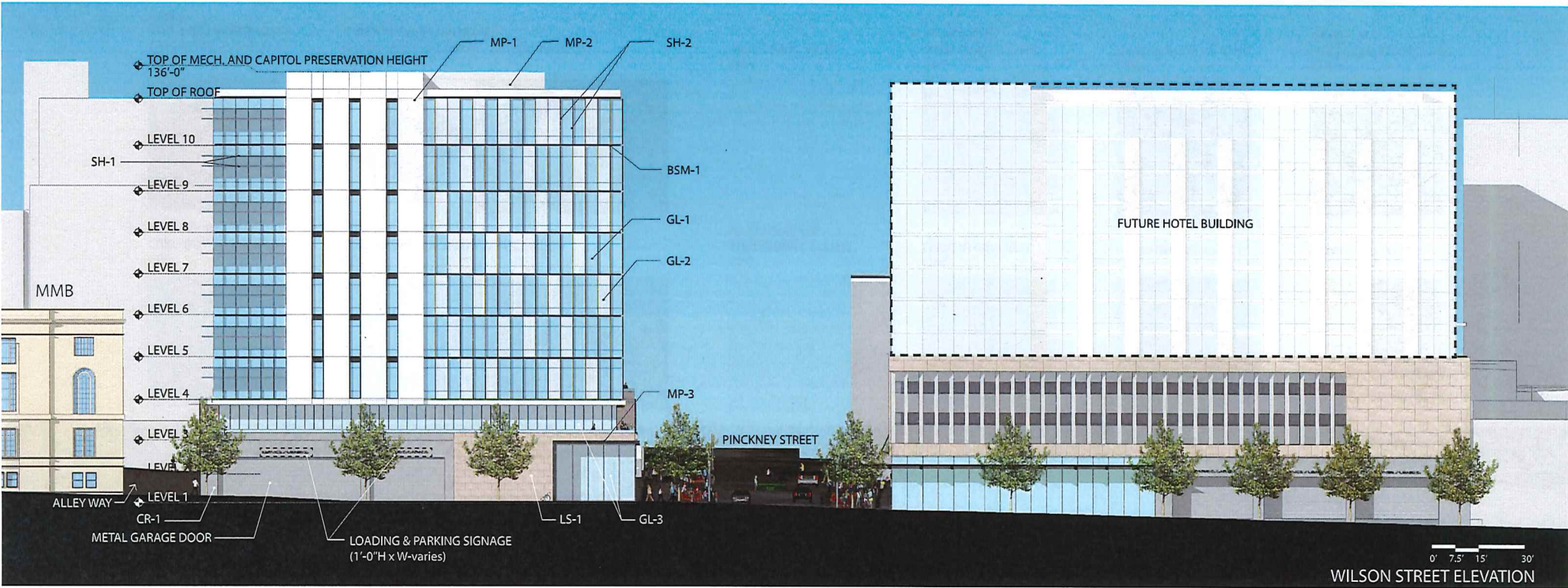
MP-2
LIGHT GRAY METALLIC
METAL PANEL



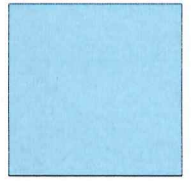
MP-3
DARK GRAY METAL PANEL



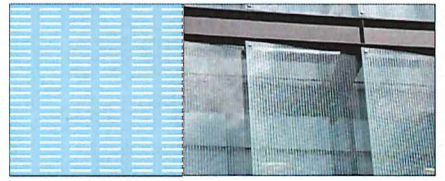
BSM-1
DARK GRAY-BREAK SHAPE
METAL



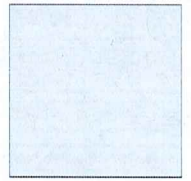
WILSON STREET ELEVATION



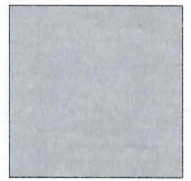
GL-1
CURTAINWALL SYSTEM
W/ BLUE-GREY GLASS



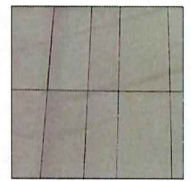
GL-2
CURTAINWALL SYSTEM W/ WHITE FRIT ON
BLUE-GREY GLASS



GL-3
CURTAINWALL SYSTEM
W/ CLEAR GLASS



CR-1
SMOOTH CONCRETE



LS-1
HONED LIMESTONE PANEL



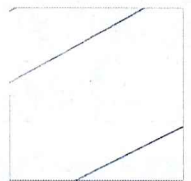
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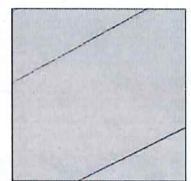
SH-1
CURTAINWALL SYSTEM W/
ALUMINUM HORIZONTAL
SHADE



SH-2
CURTAINWALL SYSTEM W/ COLORED VERTICAL
MULLION CAP EXTENSIONS



MP-1
WHITE METAL PANEL



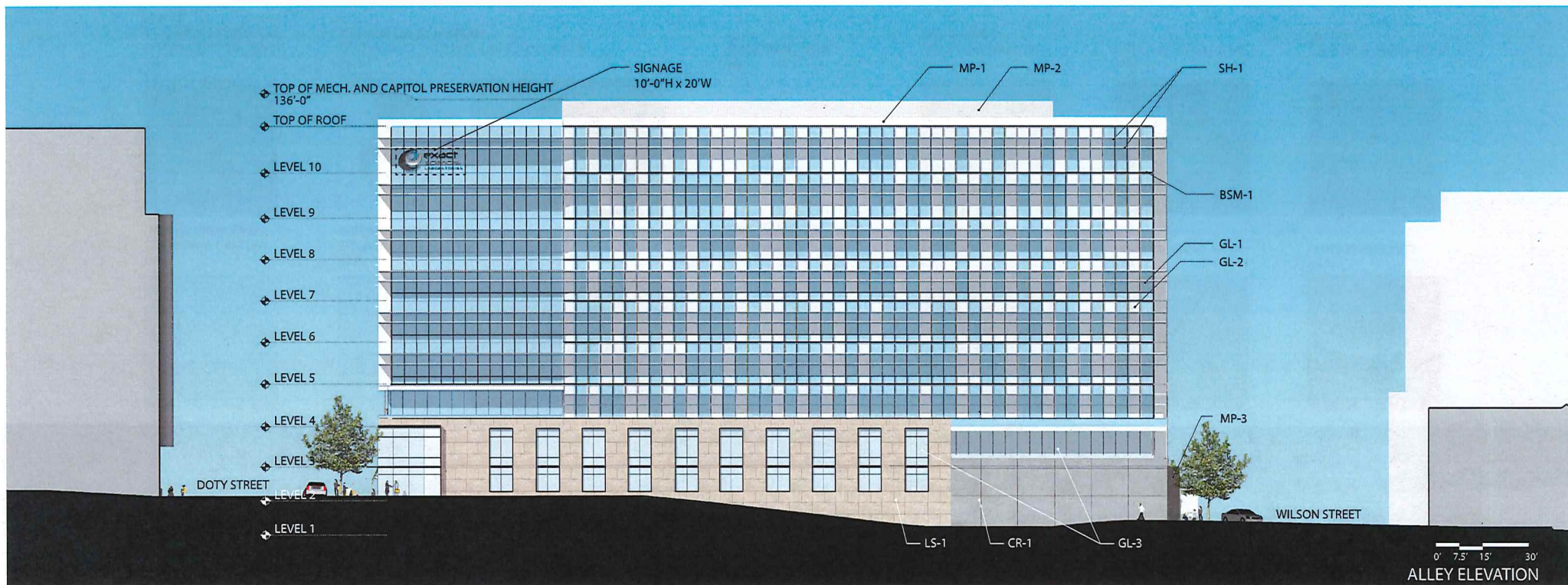
MP-2
LIGHT GRAY METALLIC
METAL PANEL



MP-3
DARK GRAY METAL PANEL



BSM-1
DARK GRAY- BREAK SHAPE
METAL



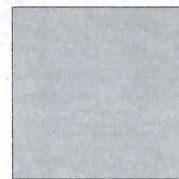
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GL-2
CURTAINWALL SYSTEM W/ WHITE FRIT ON
BLUE-GREY GLASS



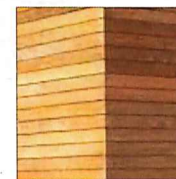
GL-3
CURTAINWALL SYSTEM
W/ CLEAR GLASS



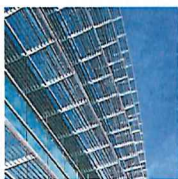
CR-1
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HONED LIMESTONE PANEL



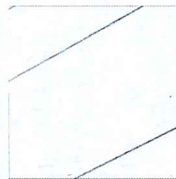
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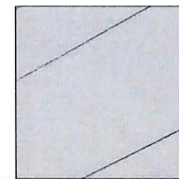
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MULLION CAP EXTENSIONS



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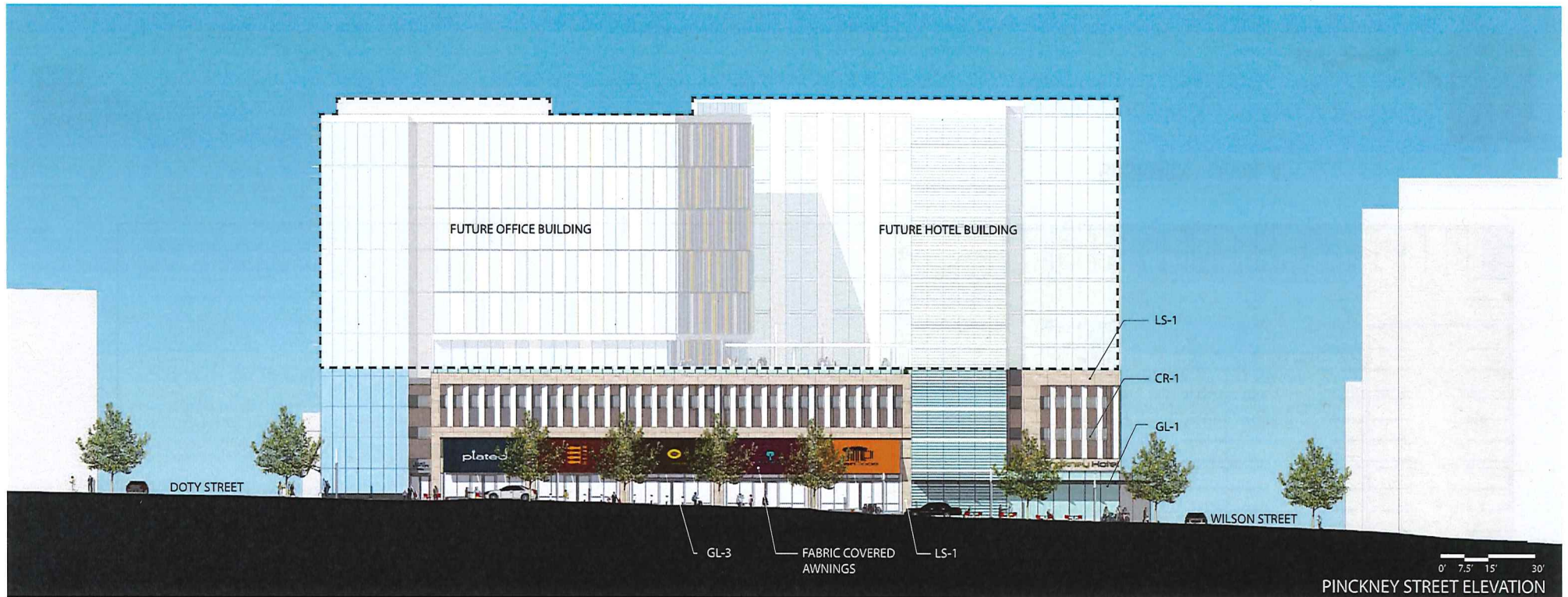
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DARK GRAY METAL PANEL



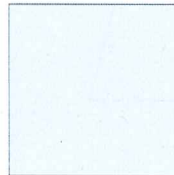
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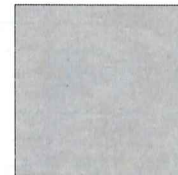
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GL-3
CURTAINWALL SYSTEM
W/ CLEAR GLASS



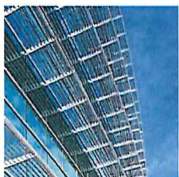
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HONED LIMESTONE PANEL



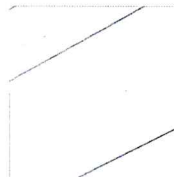
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CEDAR SOFFIT PANELS



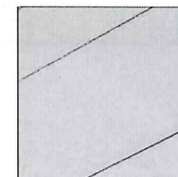
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CURTAINWALL SYSTEM W/
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CURTAINWALL SYSTEM W/ COLORED VERTICAL
MULLION CAP EXTENSIONS



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WHITE METAL PANEL



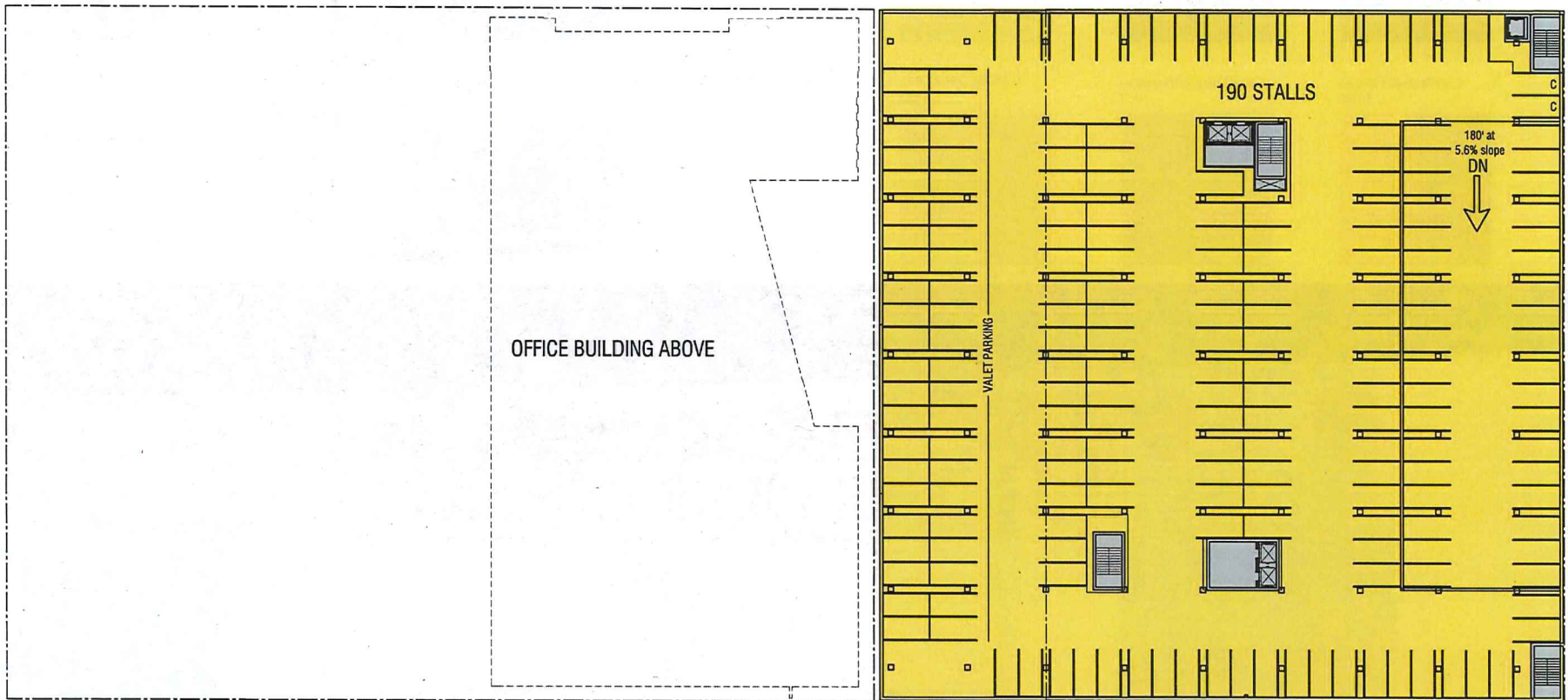
MP-2
LIGHT GRAY METALLIC
METAL PANEL



MP-3
DARK GRAY METAL PANEL

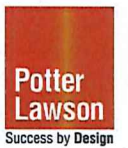


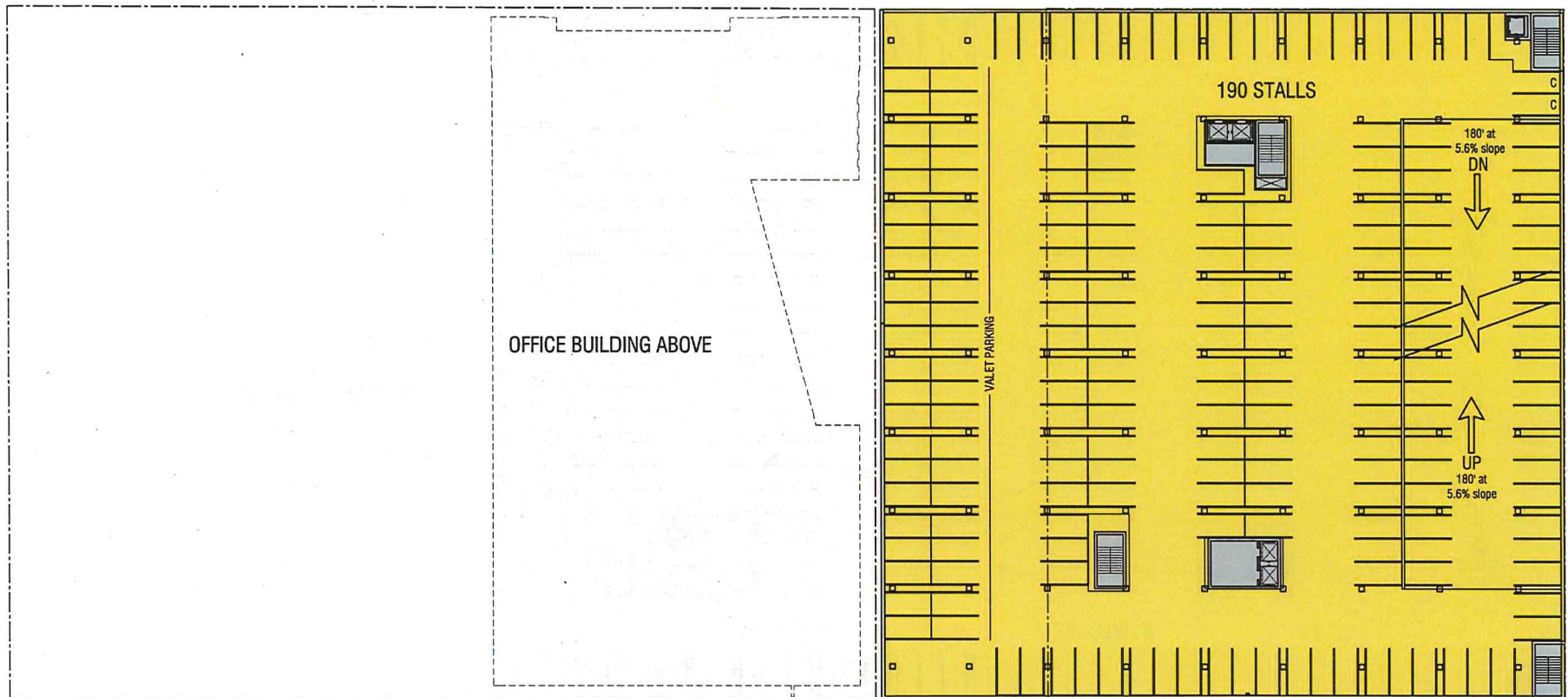
BSM-1
DARK GRAY- BREAK SHAPE
METAL



BASEMENT LEVEL 4

BASEMENT LEVEL 4
Exact Sciences at JDS
2014.50.00
04.27.2015

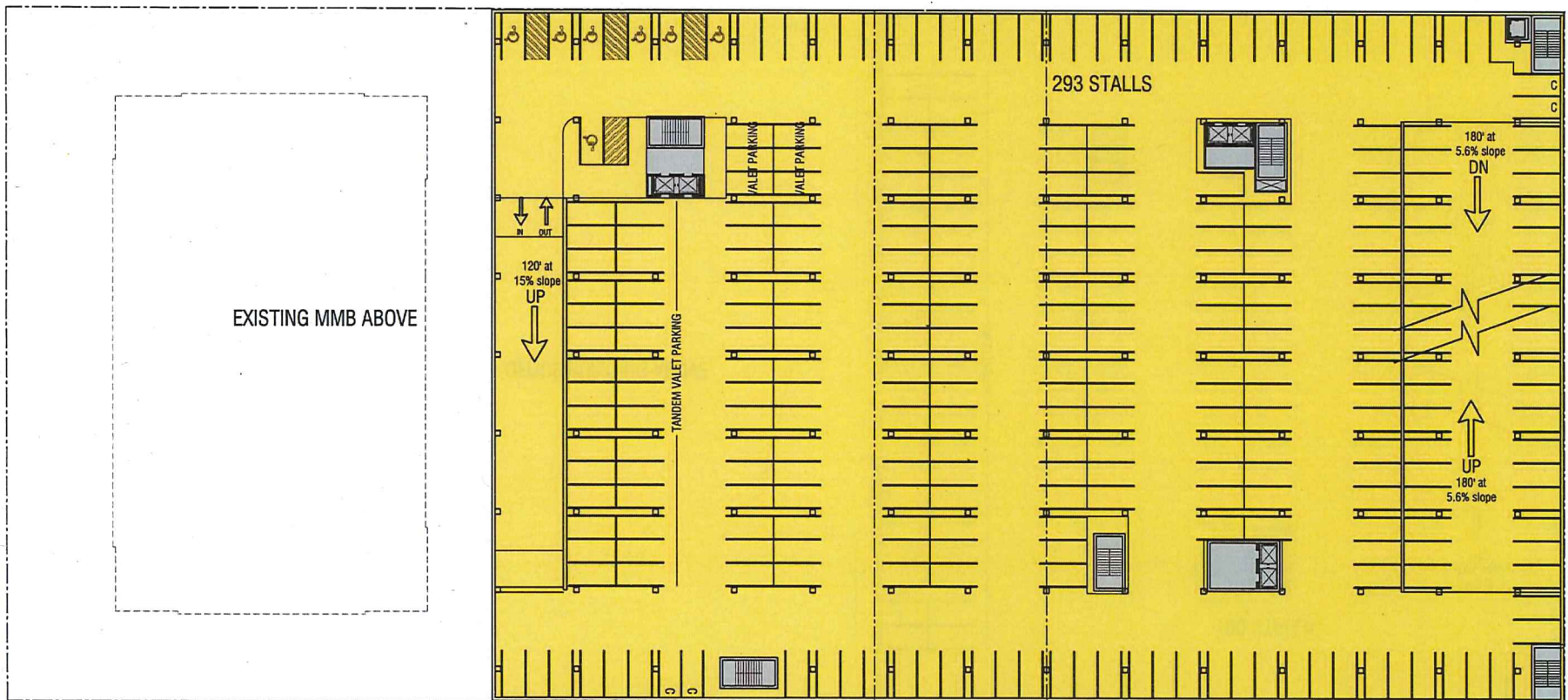




BASEMENT LEVEL 2-3

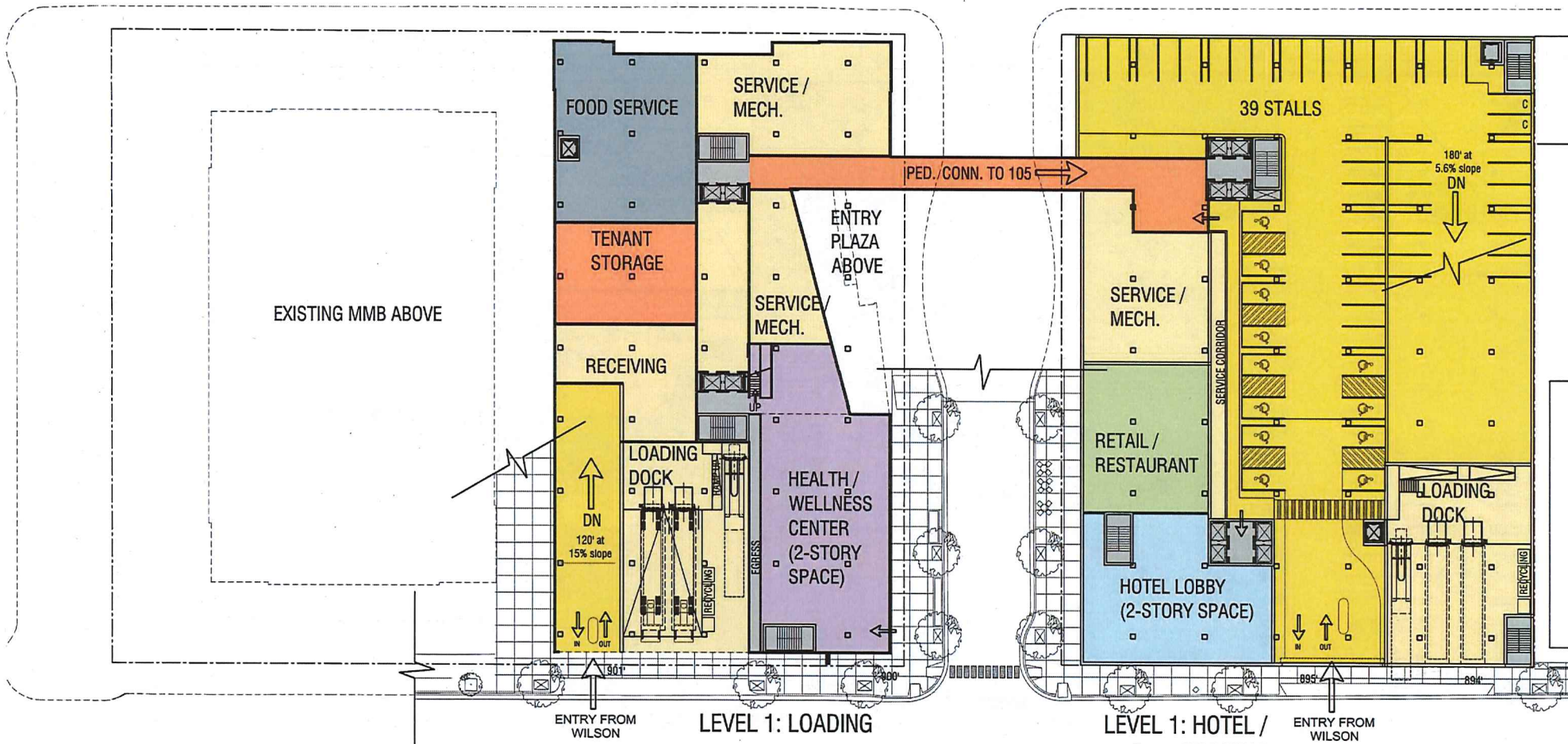
BASEMENT LEVEL 2-3
 Exact Sciences at JDS
 2014.50.00
 04.27.2015





BASEMENT LEVEL 1

BASEMENT LEVEL 1
 Exact Sciences at JDS
 2014.50.00
 04.27.2015

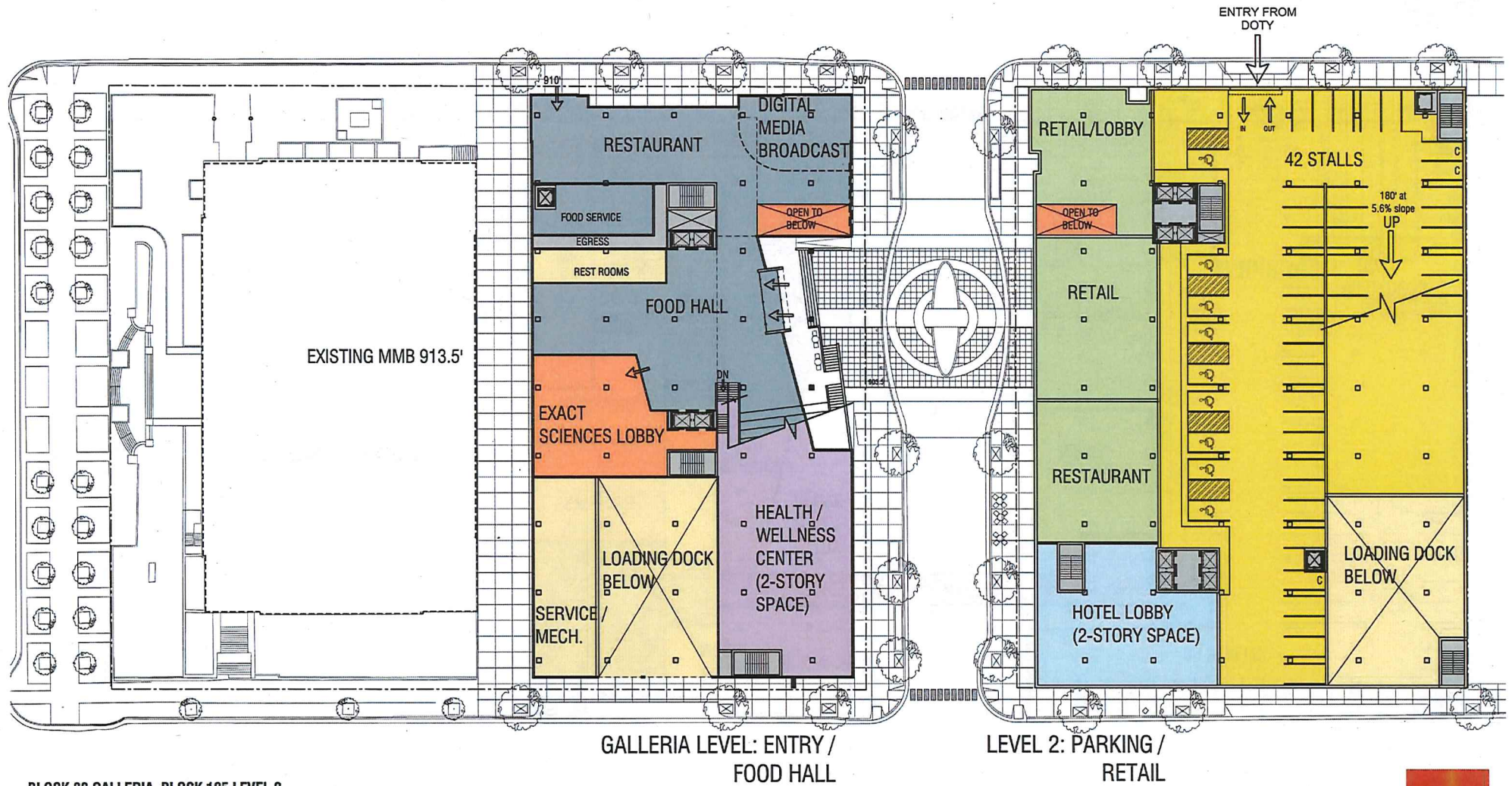


LEVEL 1
 Exact Sciences at JDS
 2014.50.00
 04.27.2015

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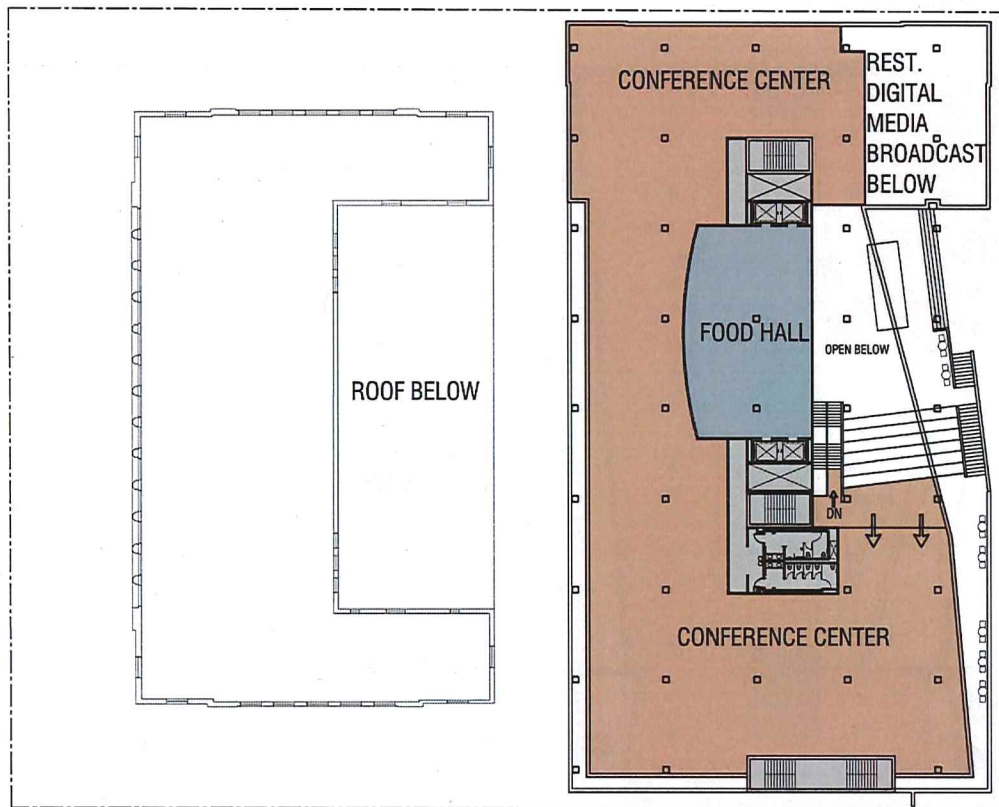


**Potter
 Lawson**
 Success by Design



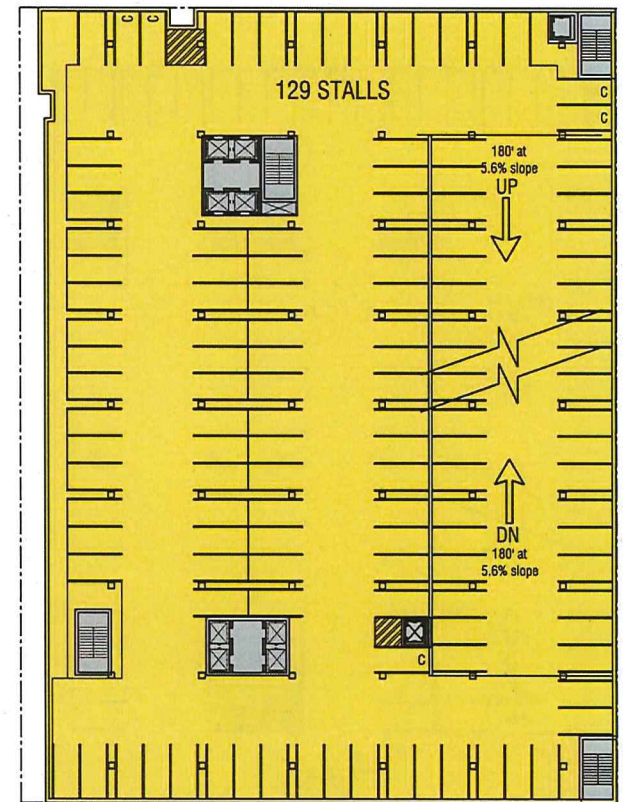
BLOCK 88 GALLERIA, BLOCK 105 LEVEL 2

Exact Sciences at JDS
2014.50.00
04.27.2015



LEVEL 2: CONFERENCE
CENTER

BLOCK 88 LEVEL 2, BLOCK 105 LEVEL 3
Exact Sciences at JDS
2014.50.00
04.27.2015

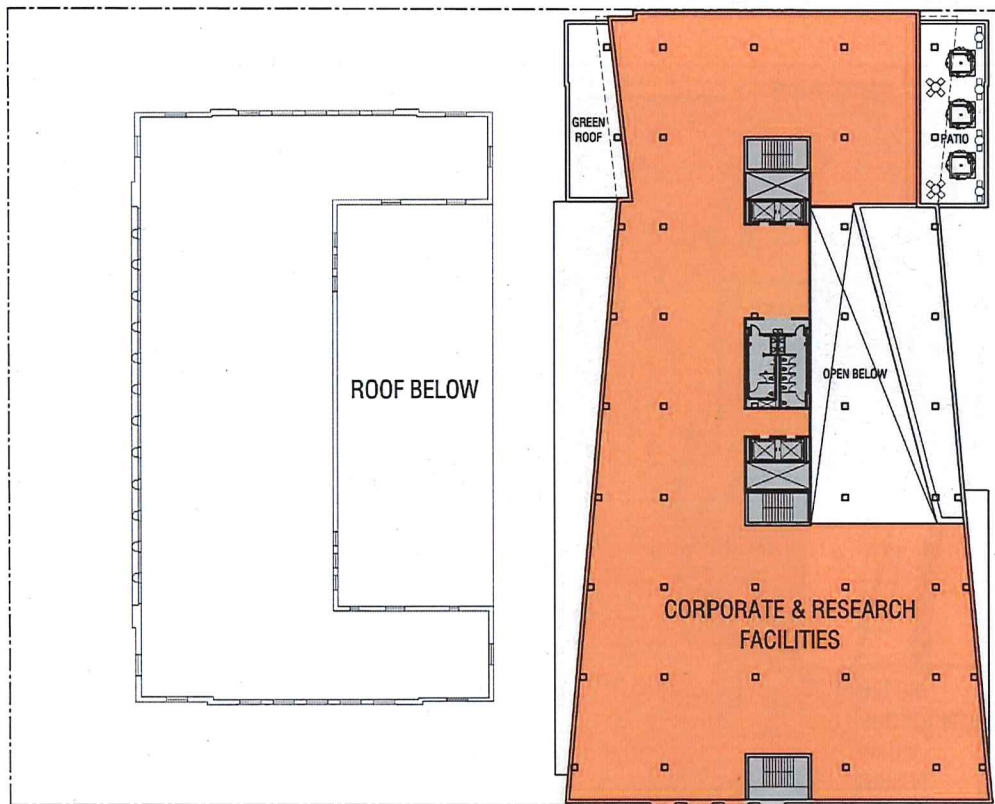


LEVEL 3: PARKING

0 20' 40'

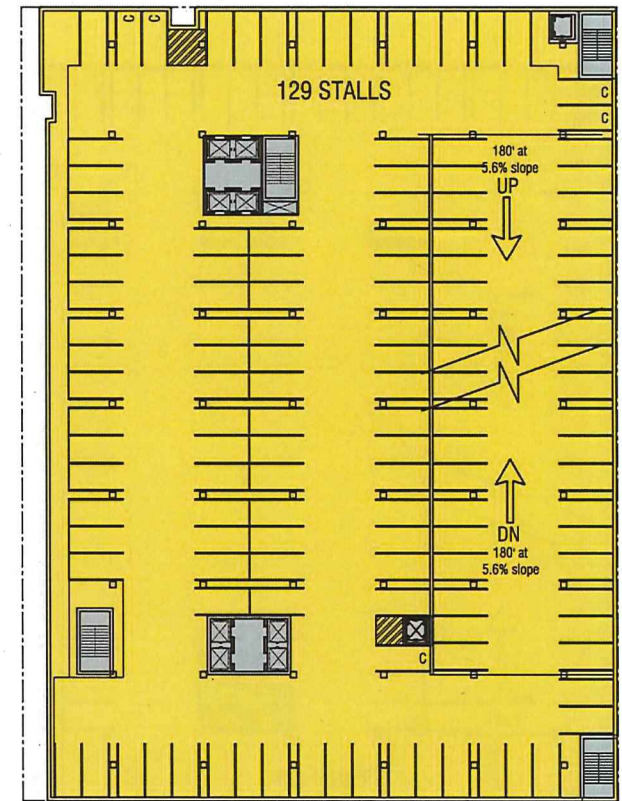


**Potter
Lawson**
Success by Design



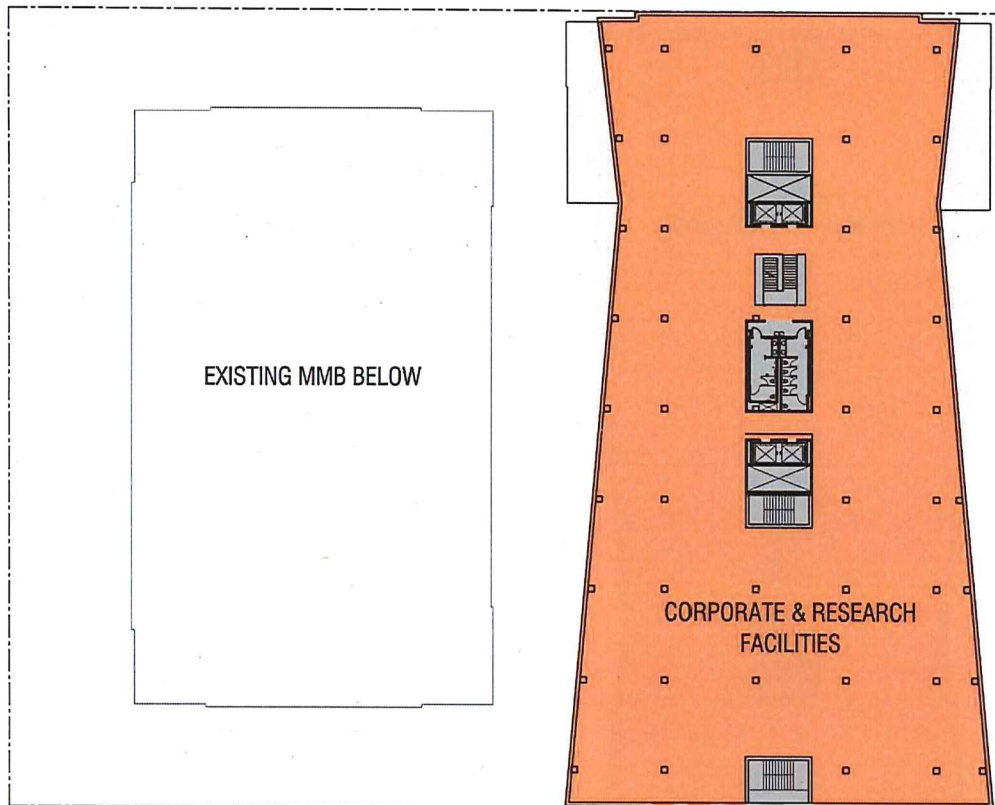
LEVEL 3: CORPORATE &
RESEARCH FACILITIES

BLOCK 88 LEVEL 3, BLOCK 105 LEVEL 4
Exact Sciences at JDS
2014.50.00
04.27.2015

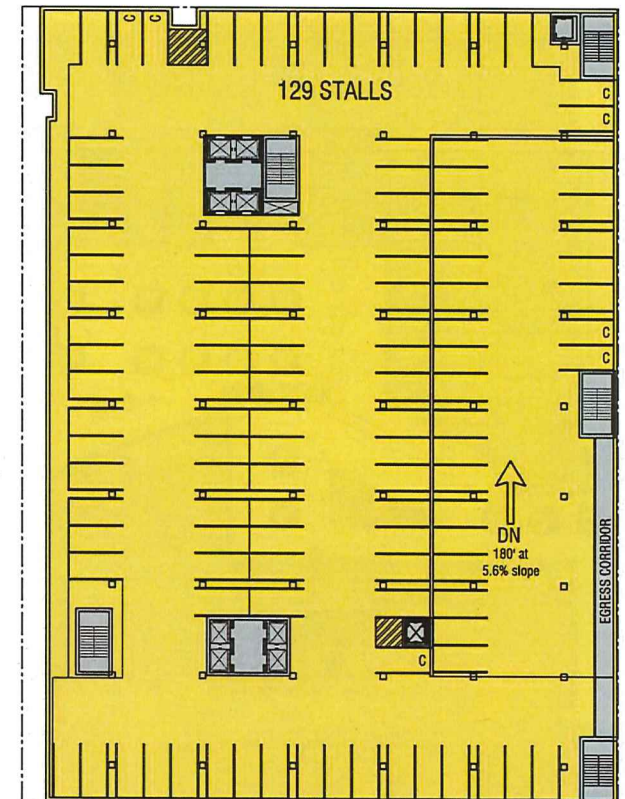


LEVEL 4: PARKING





LEVEL 4: CORPORATE &
RESEARCH FACILITIES

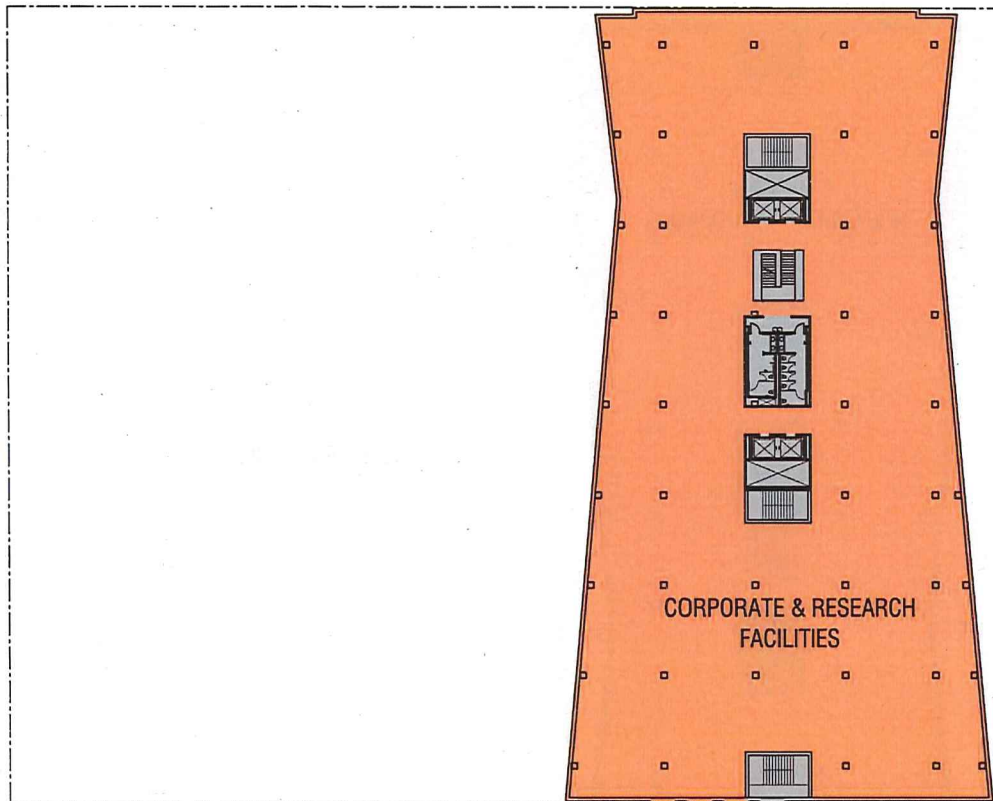


LEVEL 5: PARKING

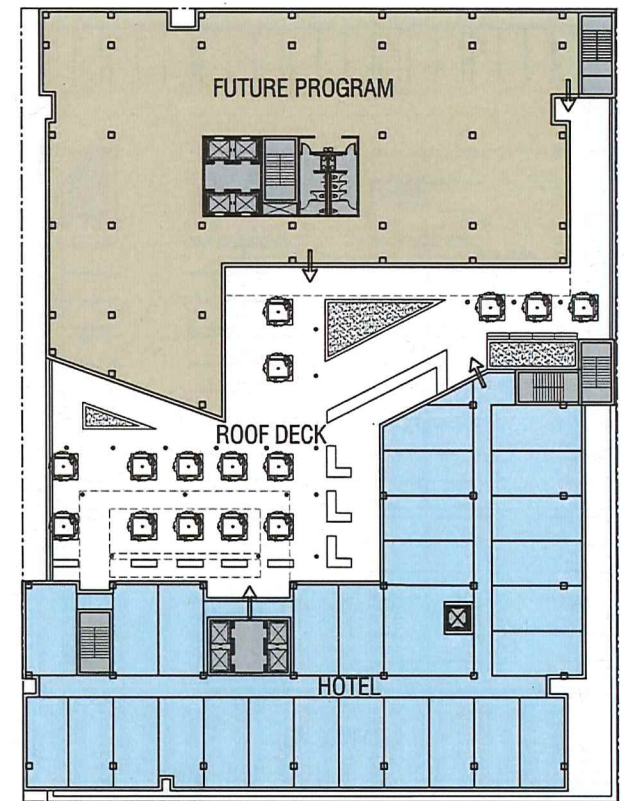
BLOCK 88 LEVEL 4, BLOCK 105 LEVEL 5
Exact Sciences at JDS
2014.50.00
04.27.2015



**Potter
Lawson**
Success by Design

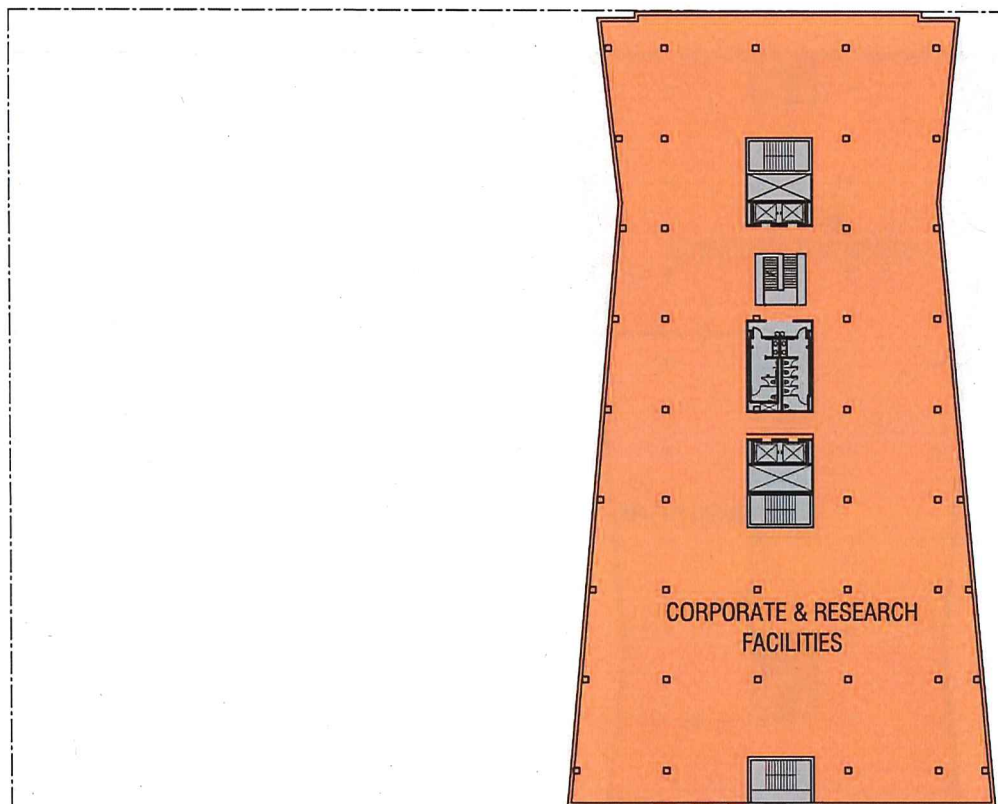


LEVEL 5: CORPORATE &
RESEARCH FACILITIES

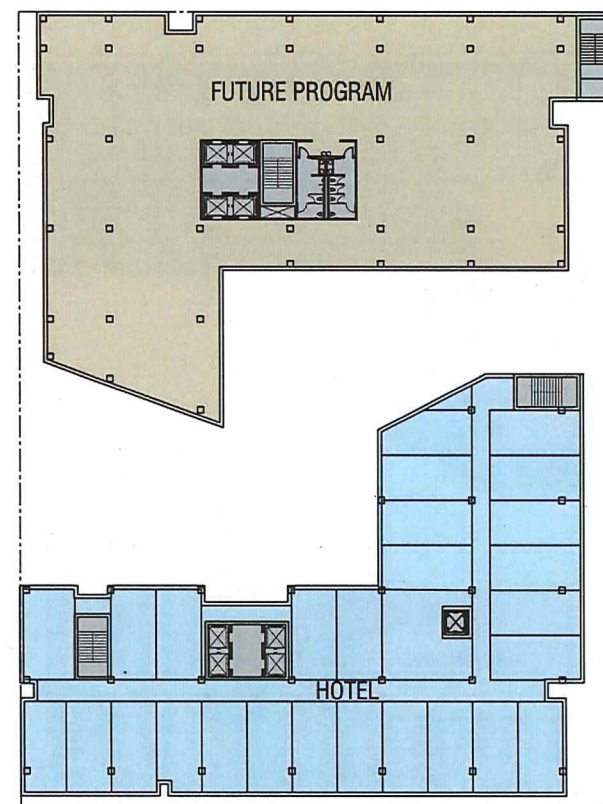


LEVEL 6: ROOF DECK , HOTEL
AND FUTURE PROGRAM

BLOCK 88 LEVEL 5, BLOCK 105 LEVEL 6
Exact Sciences at JDS
2014.50.00
04.27.2015



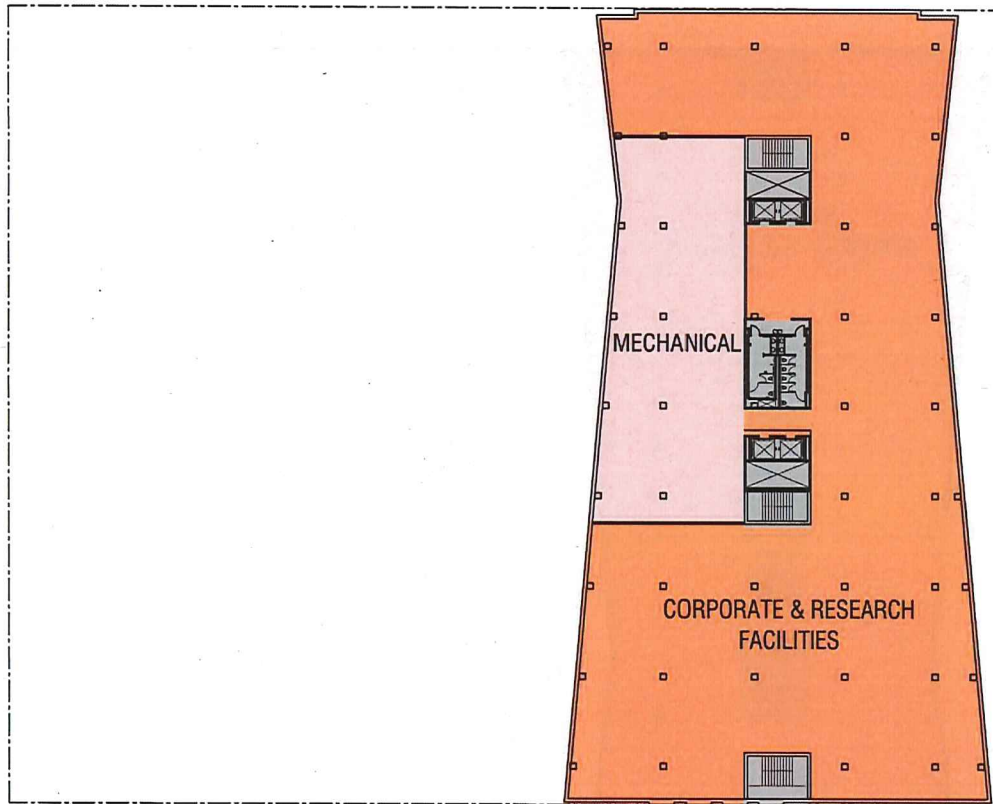
LEVELS 6-8: CORPORATE &
RESEARCH FACILITIES



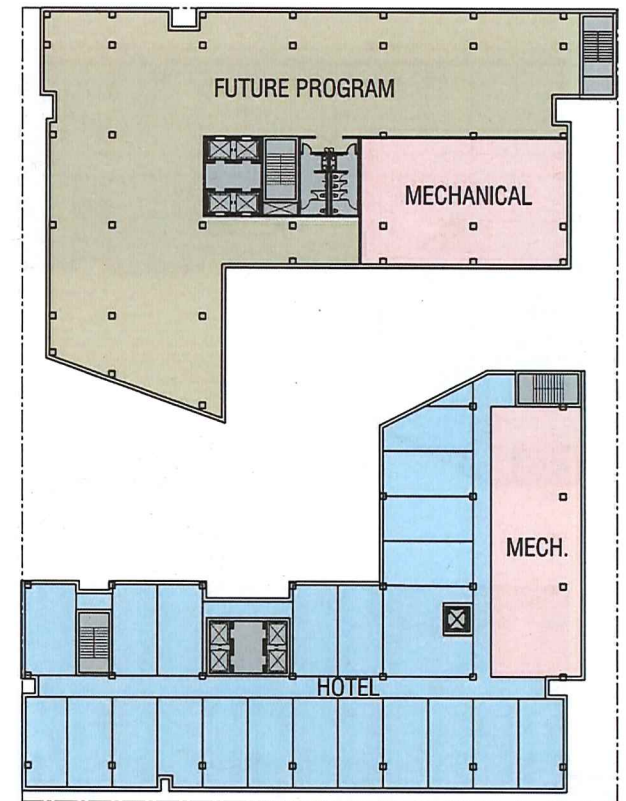
LEVELS 7-9: TYPICAL FUTURE
PROGRAM AND HOTEL

BLOCK 88 LEVELS 6-8, BLOCK 105 LEVELS 7-9
Exact Sciences at JDS
2014.50.00
04.27.2015



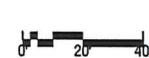


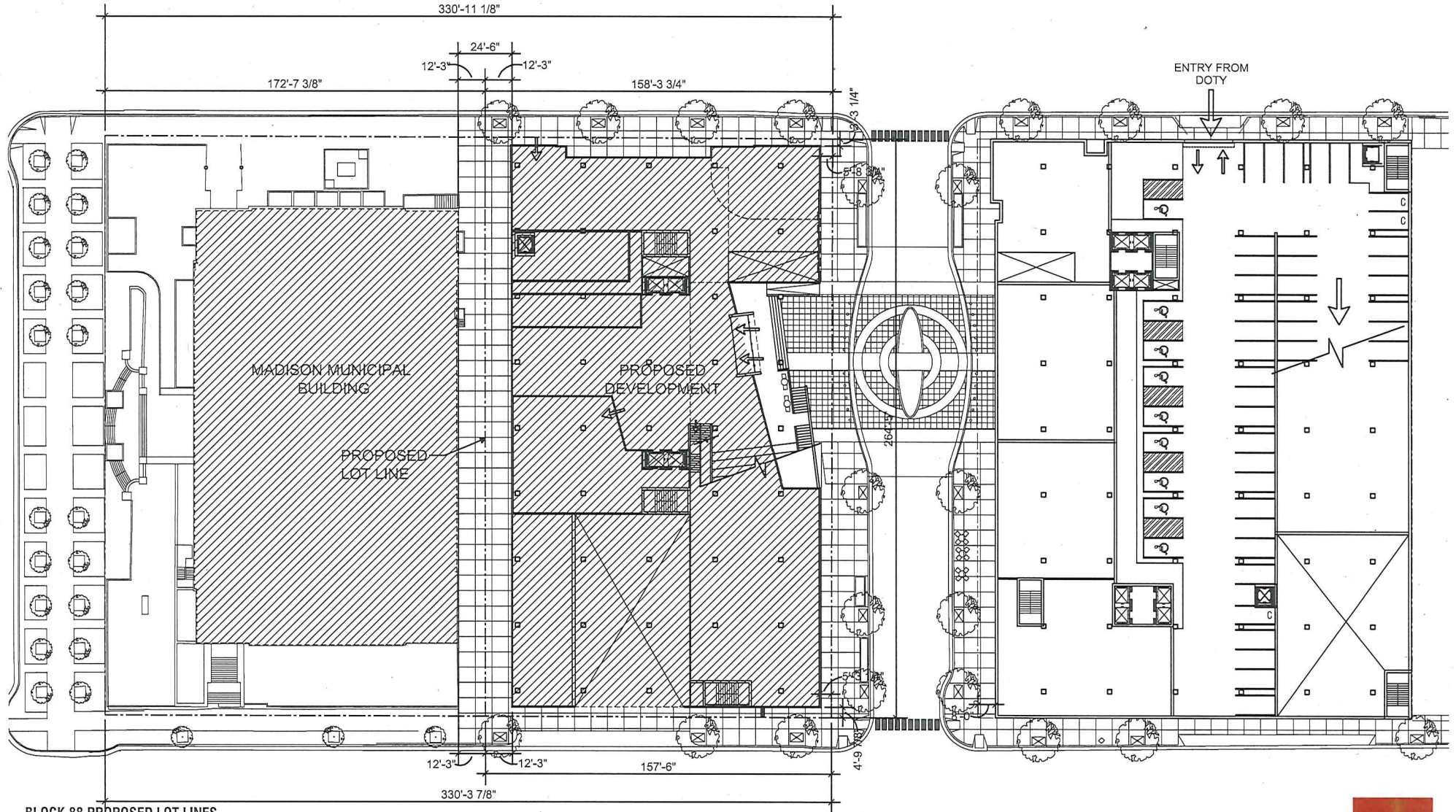
LEVELS 9: CORPORATE & RESEARCH
FACILITIES / MECHANICAL



LEVELS 10: FUTURE PROGRAM
AND HOTEL / MECHANICAL

BLOCK 88 LEVEL 9, BLOCK 105 LEVEL 10
Exact Sciences at JDS
2014.50.00
04.27.2015





BLOCK 88 PROPOSED LOT LINES

Exact Sciences at JDS
2014.50.00
05.26.2015



**Potter
Lawson**
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