

# URBAN DESIGN COMMISSION APPLICATION

# UDC

City of Madison  
Planning Division  
126 S. Hamilton St.  
P.O. Box 2985  
Madison, WI 53701-2985  
(608) 266-4635



Complete all sections of this application, including the desired meeting date and the action requested.

*If you need an interpreter, translator, materials in alternate formats or other accommodations to access these forms, please call the phone number above immediately.*

## FOR OFFICE USE ONLY:

Paid \_\_\_\_\_ Receipt # \_\_\_\_\_

Date received \_\_\_\_\_

Received by \_\_\_\_\_

Aldermanic District \_\_\_\_\_

Zoning District \_\_\_\_\_

Urban Design District \_\_\_\_\_

Submittal reviewed by \_\_\_\_\_

## 1. Project Information

Address: 1 Exact Lane Campus, Madison WI 53719

Title: Exact Sciences Exterior Signage Comprehensive Design Review

## 2. Application Type (check all that apply) and Requested Date

UDC meeting date requested December 5th, 2018

- ☐ New development      ☐ Alteration to an existing or previously-approved development  
☐ Informational      ☐ Initial approval      ☒ Final approval

## 3. Project Type

- ☒ Project in an Urban Design District
- ☐ Project in the Downtown Core District (DC), Urban Mixed-Use District (UMX), or Mixed-Use Center District (MXC)
- ☐ Project in the Suburban Employment Center District (SEC), 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 Residential Building Complex
- Signage**
- ☐ Comprehensive Design Review (CDR)
- ☒ Signage Variance (i.e. modification of signage height, area, and setback)
- Other**
- ☐ Please specify \_\_\_\_\_

## 4. Applicant, Agent, and Property Owner Information

**Applicant name** Jody Shaw Company Potter Lawson  
**Street address** 749 University Row Suite 300 City/State/Zip Madison, WI 53705  
**Telephone** 608-274-2741 Email jodys@potterlawson.com

**Project contact person** Joel Schriever Company Exact Sciences  
**Street address** 441 Charmany Dr City/State/Zip Madison, WI 53719  
**Telephone** 608.284.5700 Email jschriever@exactsciences.com

**Property owner (if not applicant)** CG Growth  
**Street address** 441 Charmany Dr City/State/Zip Madison, WI 53719  
**Telephone** 608.284.5700 Email scoward@exactsciences.com

## 5. Required Submittal Materials

- ☒ **Application Form**
- ☒ **Letter of Intent**
  - If the project is within an Urban Design District, a summary of how the development proposal addresses the district criteria is required
  - For signage applications, a summary of how the proposed signage is consistent with the applicable CDR or Signage Variance review criteria is required.
- ☒ **Development plans** (Refer to checklist provided below for plan details)
- ☒ **Filing fee**
- ☒ **Electronic Submittal\***

Each submittal must include fourteen (14) 11" x 17" collated paper copies. Landscape and Lighting plans (if required) must be full-sized. Please refrain from using plastic covers or spiral binding.

Both the paper copies and electronic copies must be submitted prior to the application deadline before an application will be scheduled for a UDC meeting. Late materials will not be accepted. A completed application form is required for each UDC appearance.

For projects also requiring Plan Commission approval, applicants must also have submitted an accepted application for Plan Commission consideration prior to obtaining any formal action (initial or final approval) from the UDC. All plans must be legible when reduced.

*\*Electronic copies of all items submitted in hard copy are required. Individual PDF files of each item submitted should be compiled on a CD or flash drive, or submitted via email to [udcapplications@cityofmadison.com](mailto:udcapplications@cityofmadison.com). The email must include the project address, project name, and applicant name. Electronic submittals via file hosting services (such as Dropbox.com) are not allowed. Applicants who are unable to provide the materials electronically should contact the Planning Division at (608) 266-4635 for assistance.*

## 6. Applicant Declarations

1. Prior to submitting this application, the applicant is required to discuss the proposed project with Urban Design Commission staff. This application was discussed with Matt Tucker on 09/28/2018.
2. 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.

Applicant name Jody Shaw Relationship to property Architect

Authorized signature of Property Owner [Signature] Date 11.14.2018

## 7. Application Filing Fees

Fees are required to be paid with the first application for either initial or final approval of a project, unless the project is part of the combined application process involving the Urban Design Commission in conjunction with Plan Commission and/or Common Council consideration. Make checks payable to City Treasurer. Credit cards may be used for application fees of less than \$1,000.

Please consult the schedule below for the appropriate fee for your request:

- ☐ Urban Design Districts: \$350 (per §35.24(6) MGO).
- ☐ Minor Alteration in the Downtown Core District (DC) or Urban Mixed-Use District (UMX) : \$150 (per §33.24(6)(b) MGO)
- ☐ Comprehensive Design Review: \$500 (per §31.041(3)(d)(1)(a) MGO)
- ☐ Minor Alteration to a Comprehensive Sign Plan: \$100 (per §31.041(3)(d)(1)(c) MGO)
- ☒ All other sign requests to the Urban Design Commission, including, but not limited to: appeals from the decisions of the Zoning Administrator, requests for signage variances (i.e. modifications of signage height, area, and setback), and additional sign code approvals: \$300 (per §31.041(3)(d)(2) MGO)

A filing fee is not required for the following project applications if part of the combined application process involving both Urban Design Commission and Plan Commission:

- Project in the Downtown Core District (DC), Urban Mixed-Use District (UMX), or Mixed-Use Center District (MXC)
- Project in the Suburban Employment Center District (SEC), Campus Institutional District (CI), or Employment Campus District (EC)
- Planned Development (PD): General Development Plan (GDP) and/or Specific Implementation Plan (SIP)
- Planned Multi-Use Site or Residential Building Complex

## Introduction

The City of Madison's Urban Design Commission (UDC) has been created to:

- Encourage and promote high quality in the design of new buildings, developments, remodeling, and additions so as to maintain and improve the established standards of property values within the City.
- Foster civic pride in the beauty and nobler assets of the City, and in all other ways possible assure a functionally efficient and visually attractive City in the future.

## Types of Approvals

There are three types of requests considered by the UDC:

- Informational Presentation. Applicants may, at their discretion, request to make an Informational Presentation to the UDC prior to seeking any approvals to obtain early feedback and direction before undertaking detailed design. Applicants should provide details on the context of the site, design concept, site and building plans, and other relevant information to help the UDC understand the proposal and provide feedback. (Does not apply to CDR's or Signage Variance requests)
- Initial Approval. Applicants may, at their discretion, request initial approval of a proposal by presenting preliminary design information. As part of their review, the Commission will provide feedback on the design information what should be addressed at Final Approval stage.
- Final Approval. Applicants may request Final Approval of a proposal by presenting all final project details. Recommendations or concerns expressed by the UDC in the initial approval must be addressed at this time.

## Presentations to the Commission

Primarily, the UDC is interested in the appearance and design quality of projects. Emphasis should be given to the site plan, landscape plan, lighting plan, building elevations, exterior building materials, color scheme, and graphics.

When presenting projects to the UDC, applicants must fill out a registration slip provided in the meeting room and present it to the Secretary. Presentations should generally be limited to 5 minutes or as extended by motion by consent of the Commission. The Commission will withhold questions until the end of the presentation.

Applicants are encouraged to consider the use of various graphic presentation material including a locator map, photographs, renderings/model, scale drawings of the proposal in context with adjacent buildings/uses/signs, etc., as may be deemed appropriate to describe the project and its surroundings. Graphics should be mounted on rigid boards so that they may be easily displayed. **Applicants/presenters are responsible for all presentation materials, AV equipment and easels.**

# URBAN DESIGN DEVELOPMENT PLANS CHECKLIST

The items listed below are minimal application requirements for the type of approval indicated. Please note that the UDC and/or staff may require additional information in order to have a complete understanding of the project.

## 1. Informational Presentation

- ☐ Locator Map
- ☐ Letter of Intent (If the project is within a Urban Design District, a summary of how the development proposal addresses the district criteria is required)
- ☐ Contextual site information, including photographs and layout of adjacent buildings/structures
- ☐ Site Plan
- ☐ Two-dimensional (2D) images of proposed buildings or structures.

Providing additional information beyond these minimums may generate a greater level of feedback from the Commission.

### Requirements for All Plan Sheets

1. Title block
2. Sheet number
3. North arrow
4. Scale, both written and graphic
5. Date
6. Fully dimensioned plans, scaled at 1"= 40' or larger

**\*\* All plans must be legible, including the full-sized landscape and lighting plans (if required)**

## 2. Initial Approval

- ☐ Locator Map
- ☐ Letter of Intent (If the project is within a Urban Design District, a summary of how the development proposal addresses the district criteria is required)
- ☐ Contextual site information, including photographs and layout of adjacent buildings/structures
- ☐ Site Plan showing location of existing and proposed buildings, walks, drives, bike lanes, bike parking, and existing trees over 18" diameter
- ☐ Landscape Plan and Plant List (*must be legible*)
- ☐ Building Elevations in both black & white and color for all building sides (include material callouts)
- ☐ PD text and Letter of Intent (if applicable)

Providing additional information beyond these minimums may generate a greater level of feedback from the Commission.

## 3. Final Approval

All the requirements of the Initial Approval (see above), **plus:**

- ☐ Grading Plan
- ☐ Proposed Signage (if applicable)
- ☐ Lighting Plan, including fixture cut sheets and photometrics plan (*must be legible*)
- ☐ Utility/HVAC equipment location and screening details (with a rooftop plan if roof-mounted)
- ☐ PD text and Letter of Intent (if applicable)
- ☐ Samples of the exterior building materials (presented at the UDC meeting)

## 4. Comprehensive Design Review (CDR) and Variance Requests (Signage applications only)

- ☐ Locator Map
- ☐ Letter of Intent (a summary of how the proposed signage is consistent with the CDR or Signage Variance criteria is required)
- ☐ Contextual site information, including photographs of existing signage both on site and within proximity to the project site
- ☐ Site Plan showing the location of existing signage and proposed signage, dimensioned signage setbacks, sidewalks, driveways, and right-of-ways
- ☐ Proposed signage graphics (fully dimensioned, scaled drawings, including materials and colors, and night view)
- ☐ Perspective renderings (emphasis on pedestrian/automobile scale viewsheds)
- ☐ Graphic of the proposed signage as it relates to what the Ch. 31, MGO would permit





## Exact Sciences

Exterior Signage

November 14, 2018

Signage Compliance With Chapter 31 & UDC District No. 2

**ZEBRADO**  
G  
DYNAMIC ENVIRONMENT DESIGN

The Exact Sciences campus is requesting one primary sign be located along the beltline (Hwy 12/18). Code allows 80 square feet of signable area in this location. However, due to the four lanes of traffic and two on/off ramps on the beltline, Exact Sciences is requesting an exception to allow 144 square feet of signable area for appropriate visibility from the beltline. This sign will be 71' from the edge of the Beltline.

### Primary Monument Sign - Type A

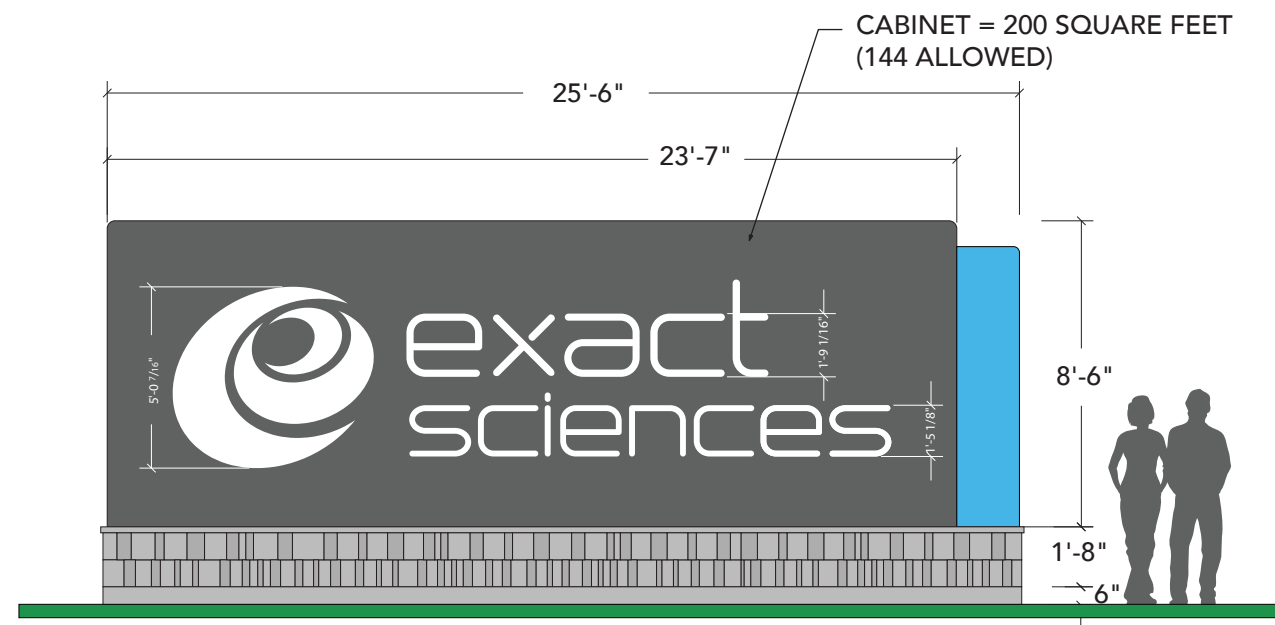
#### Qty: 1

- Compliant: Primary monument sign is an allowed sign for this property.  
Chapter 31 code allows an overall height of 12' and a square footage requirement net/gross of 144/288.
- Noncompliant: UDC District No. 2 code allow no greater than 75 square feet of signable area for a detached sign. We are requesting an exception to allow 144 square feet of signable area.
- UDC District No. 2 code requires a minimum setback of 20 feet for all detached signs. We are requesting an exception to allow a setback of 5 feet to ensure proper visibility from the beltline.
- Illumination: General contractor and sign manufacturer to work together with City of Madison to provide and approve illumination photometrics.

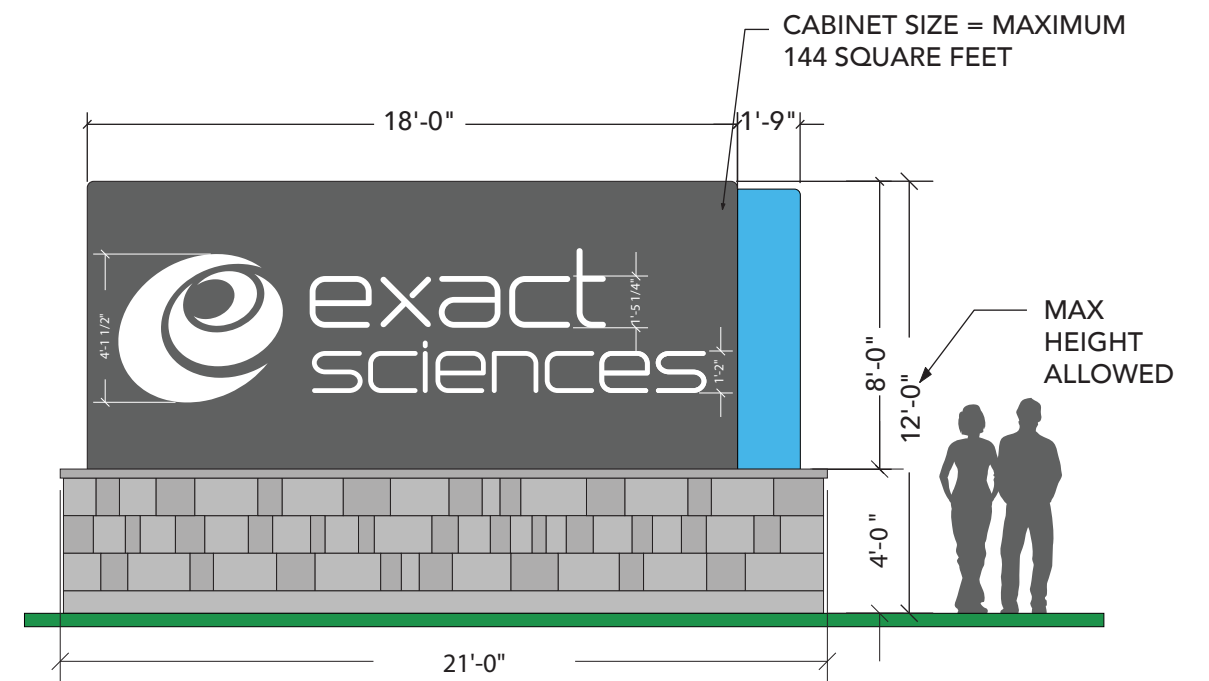


- Ground Monument / Directional Signage
- Building Facade Signage
- A. Large Monument (Internally Lit)
- B. Directional Monument (Internally Lit)
- C. Campus Identification Letters (Externally Lit)
- D. Large Vehicular Directional Signage (Internally Lit)
- E. Small Vehicular Directional Signage (Non-Lit)
- F. Building Facade Signage (Halo Lit)
- G. Parking Structure Signage (Internally Lit)

All Ground mounted signs to be 5' off public right of way per Urban Design District 2 guidelines.



Originally proposed sign using existing size and structure



Redesigned to follow current signage codes

Note: Existing sign to be removed, new sign foundation to be located just west of existing foundation.



### SIGNAGE SPECIFICATIONS

#### SIGN TYPE A - LARGE MONUMENT

##### CONSTRUCTION

Fabricate aluminum cabinets to shape. Base to match precast finish of campus building architecture, to be set within landscaping.

Cabinet to be painted aluminum with white acrylic section between front and back faces. Acrylic to have translucent colored vinyl and be internally lit with white LED's. White acrylic push-through lettering with vinyl graphic faces, backlit with white LED's, double-sided.

##### ILLUMINATION

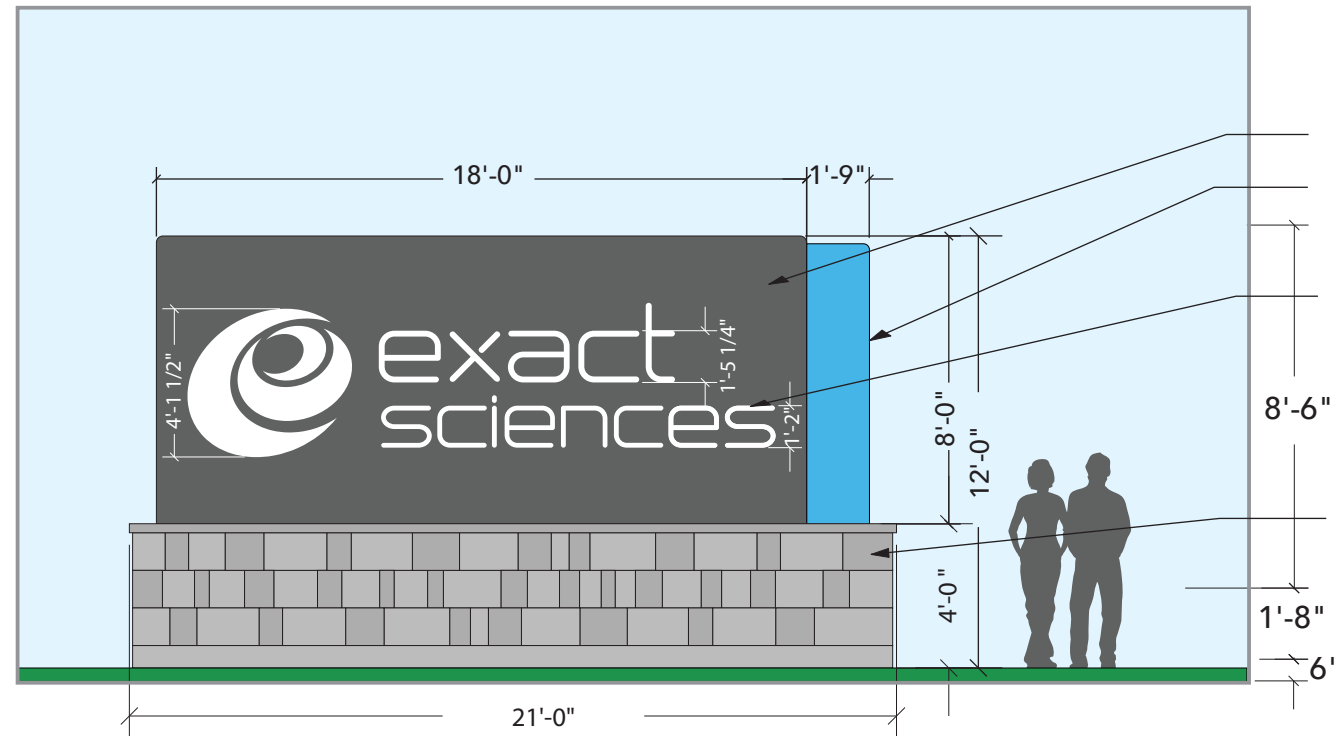
Internally lit with white LED's. To meet maximum guidelines for the City of Madison Wisconsin.

##### WIND LOAD

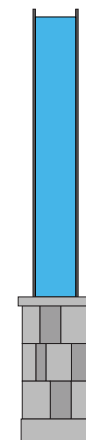
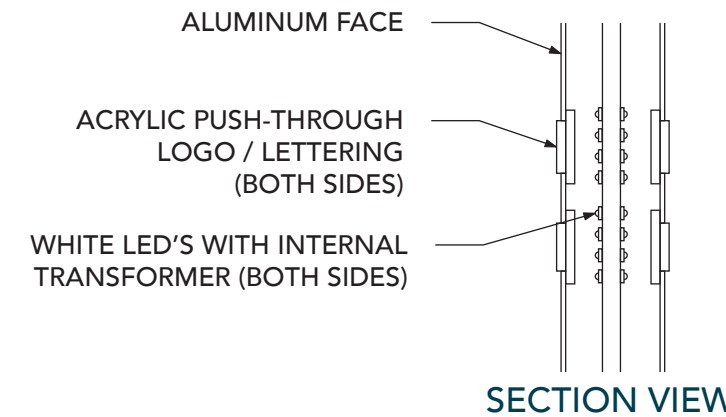
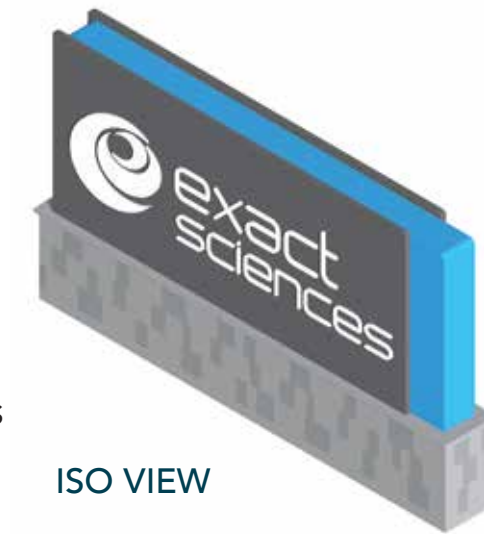
Withstand up to 75 MPH winds

##### NET AREA - 8'-0" H x 18'-0" W

144 Square Feet  
84 Base Square Footage



SIGN TYPE A - LARGE MONUMENT (DOUBLE-SIDED)  
NEW SIGN TO USE EXISTING MONUMENT STRUCTURE  
(INTERNALLY LIT)

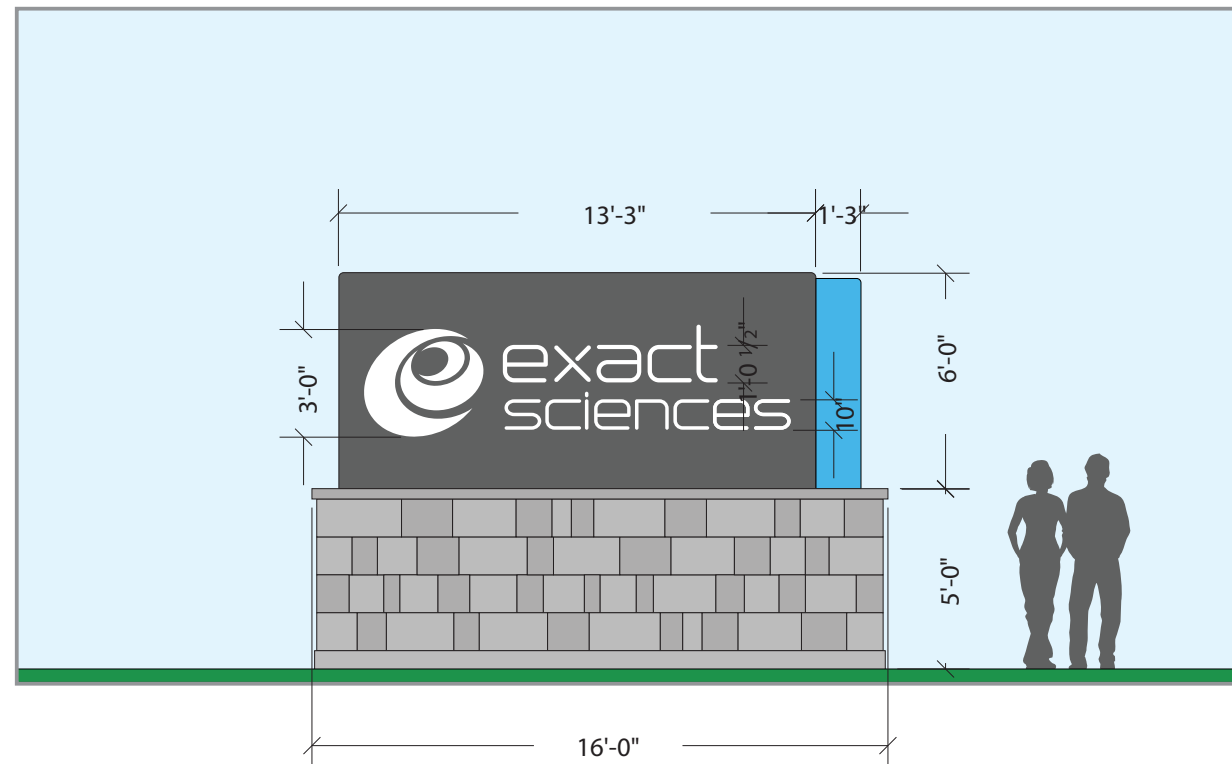


### SIGNAGE SPECIFICATIONS

#### SIGN TYPE A - LARGE MONUMENT

**80 SQUARE FEET OF SIGNABLE AREA.**

**NET AREA - 6'-0" H x 13'-3" W**  
80 Square Feet  
80 Base Square Footage



**SIGN TYPE A - LARGE MONUMENT (DOUBLE-SIDED)**  
**NEW SIGN TO USE EXISTING MONUMENT STRUCTURE**  
**(INTERNALLY LIT)**



**NIGHT VIEW - INTERNALLY LIT**



**SIDE VIEW**