

# 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, Madison WI 53719

Title: Exact Sciences Amenity Building

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

UDC meeting date requested December 20, 2017

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

Street address

749 University Row Suite 300

Telephone

608 274-2741

Company Potter Lawson

City/State/Zip Madison, WI 53705

Email jodys@potterlawson.com

### Project contact person

Joel Schriever

Company Exact Sciences

Street address

441 Charmany Drive

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 Drive

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\***

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 Janine Glaeser on 11/28/2017.
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 D. Scott C Date 12/06/2017

## 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

December 06, 2017

City of Madison  
Urban Design Commission  
126 South Hamilton Street  
Madison, WI 53703

Re: 1 Exact Lane, Madison WI 53719  
Exact Sciences Amenities Building

Dear Commission Members:

Please accept this Letter of Intent, Application and attachments as our submittal for an informational presentation on the Exact Sciences Amenities Building.

**Project Team**

Owner:

CG Growth  
441 Charmany Drive  
Madison, WI 53719  
(608) 284-5700

Owner's Representative:

General Capital Group  
Steve Sirkis  
6938 N Santa Monica Blvd.  
Fox Point, WI 53217  
(414) 228-3509  
[ssirkis@generalcapitalgroup.com](mailto:ssirkis@generalcapitalgroup.com)

Architect:

Jody Shaw  
Potter Lawson, Inc.  
749 University Avenue, Suite 300  
Madison, Wisconsin 53705  
(608) 274-2741  
[jodys@Potterlawson.com](mailto:jodys@Potterlawson.com)

Civil Engineer:

Joseph Doyle  
Vierbicher Associates Inc.  
999 Fourier Dr # 201,  
Madison, WI 53717  
(608) 826-0532  
[jdoy@vierbicher.com](mailto:jdoy@vierbicher.com)

Landscape Architect:

Suzanne Vincent  
Vierbicher Associates Inc.  
999 Fourier Dr # 201,  
Madison, WI 53717

(608) 826-0532  
[svin@vierbicher.com](mailto:svin@vierbicher.com)

Contractor:

Bob Hougard  
J.H. Findorff & Son  
300 S. Bedford St.  
Madison, WI 53703  
(608) 257-5321  
[bhougard@findorff.com](mailto:bhougard@findorff.com)

### **The Existing Conditions**

The Amenities Building is an addition to the existing office building at 1 Exact Lane, previously known as 601 Rayovac Drive. The Amenities Building is sited on the east and southeast sides of the existing office building. The north face of the Amenities Building faces the Beltline. The grades are predominantly flat with some basement level exposure on the north side that corresponds to the lowest level of the existing office building.

### **Staff and Neighborhood Input**

The Development Team has met with the City Staff to review the proposed building on November 28<sup>th</sup> and December 4<sup>th</sup> to review the project and schedule. The Development Team has also met with Alder Mark Clear on December 3<sup>rd</sup> and is helping coordinate a community meeting for the middle of January 2018.

### **Project Overview**

Exact Sciences Corporation is a molecular diagnostics company focused on the early detection and prevention of the deadliest forms of cancer. The company has exclusive intellectual property protecting Cologuard, its non-invasive, molecular screening technology for the detection of colorectal cancer.

Exact Sciences has purchased the Rayovac Office building and surrounding grounds. They are creating a campus that houses the Clinical Processing Lab and Customer Service Center. Previous project submittals on this site include:

- The Phase 1 Clinical Lab Facility at 650 Forward Drive
- The Production Lab addition at 650 Forward Drive
- Interior renovations of the ground floor and first floor of the existing office building.
- Associated parking areas to support the Clinical Lab and Customer Service Center.

This submittal provides the heart of the campus design in the form of a large Amenity Building that includes onsite dining and catering for Exact Science employees, fitness programs, outdoor patio space, potential roof deck gathering, and additional office space to support the Customer Service Center. This Amenity Building is an addition to the existing office building at 1 Exact Lane and forms a direct connection to the Clinical Lab Facility to link the main Campus buildings together.

The site is listed as an "SE" zoning district and the proposed uses are allowed, so no zoning conditional uses or variances are being requested with this submittal.

The Amenities Building includes approximately 77,000 GSF of assembly, fitness and office space.

As described above, this building is designed as an addition to the existing office building and shares the same address. This building will have an employee entrance on the east side that faces the parking area. This submittal does not include the parking area. The building will also have a pedestrian connection to the Clinical Lab on the south side of the new addition. Outdoor patio space will be included in this submittal that will serve as an extension of the interior dining space and links to the outdoor amenity spaces provided at the Clinical Lab.

An accessible green roof is currently planned for the roof area over the assembly space to provide additional amenity space for the employees working in the existing office building.

The materials will match those used on the Clinical Lab, with the addition of a curtain wall system that is designed to inform the eventual re-skin of the existing office building. This submittal shows a potential design for a new façade for the existing office building, but this is included for reference only so the Commission can understand the design intent and how the two buildings will be linked materially.

Loading will be located on the east side of the structure.

### **Working within the Urban Design District Number 2**

**Grading:** The UDD2 requires positive drainage that allows natural vegetation growth and appears natural. The new grades will be sloped to the existing grades where ever possible to reduce the potential for site retaining walls, and maintain a natural appearance.

**Landscape:** Shall be used to frame attractive views from roadways and to screen different uses from each other and to complement the architectural massing of the building. Species will be as prescribed by the Urban Design District Number 2.

**Structures:** Buildings will be placed on the site to reinforce the natural contours of the site with the natural slope of the site towards the south. The Amenities Building will be within scale of the existing neighborhood development, only one story higher than the existing office building to provide a contrast to the horizontality of the existing office building.

**Lighting:** Building lighting will meet City of Madison ordinances and the Urban Design District Number 2 guidelines by providing glare free lighting in a minimal and attractive manner.

**Screening:** Parking and loading have been presented in other submittals.

Mechanical units are being placed within the mass of the building, in a mechanical penthouse. Some exhaust stacks will be required for the onsite cooking and food service. These stacks will be grouped as much as possible to provide an orderly image in keeping with the aesthetics of the building. The loading area will be screened from view of Forward Drive.

**Building Design:** Exterior building materials will use glass, natural concrete and metal panels to create a façade that works within the context of the existing community, and the Exact Sciences campus. The west façade will utilize the perforated metal panels first introduced on the Clinical Lab, to provide solar shading from the western sun. The main body of the Amenities Building will be curtain wall utilizing clear glass, spandrel and fritted patterns to match portions of the future re-skinning of the existing office building.

### **Sustainability**

The project will seek LEED Certification with a goal of a LEED v4 Certification.

The building has extensive use of natural light throughout the office areas to reduce electric power needs. Variable flow fans throughout and energy recovery are some of the strategies being pursued. The facility will be built to high energy efficiency standards, including insulation, HVAC, and LED lighting. The Development Team will consult with Focus on Energy to ensure the project capitalizes on any other available technologies.

An extensive wet pond and infiltration pond was designed as part of the Phase 1 Clinical Lab and it accounts for all of the stormwater collection for this facility.

### **Requested Approval**

With your recommendations on our conceptual building and site design, we intend to return for initial approval in January 2018. We look forward to providing Exact Sciences with the Amenities Building.

Regards,



Jody Shaw, AIA LEED AP  
Potter Lawson, Inc.



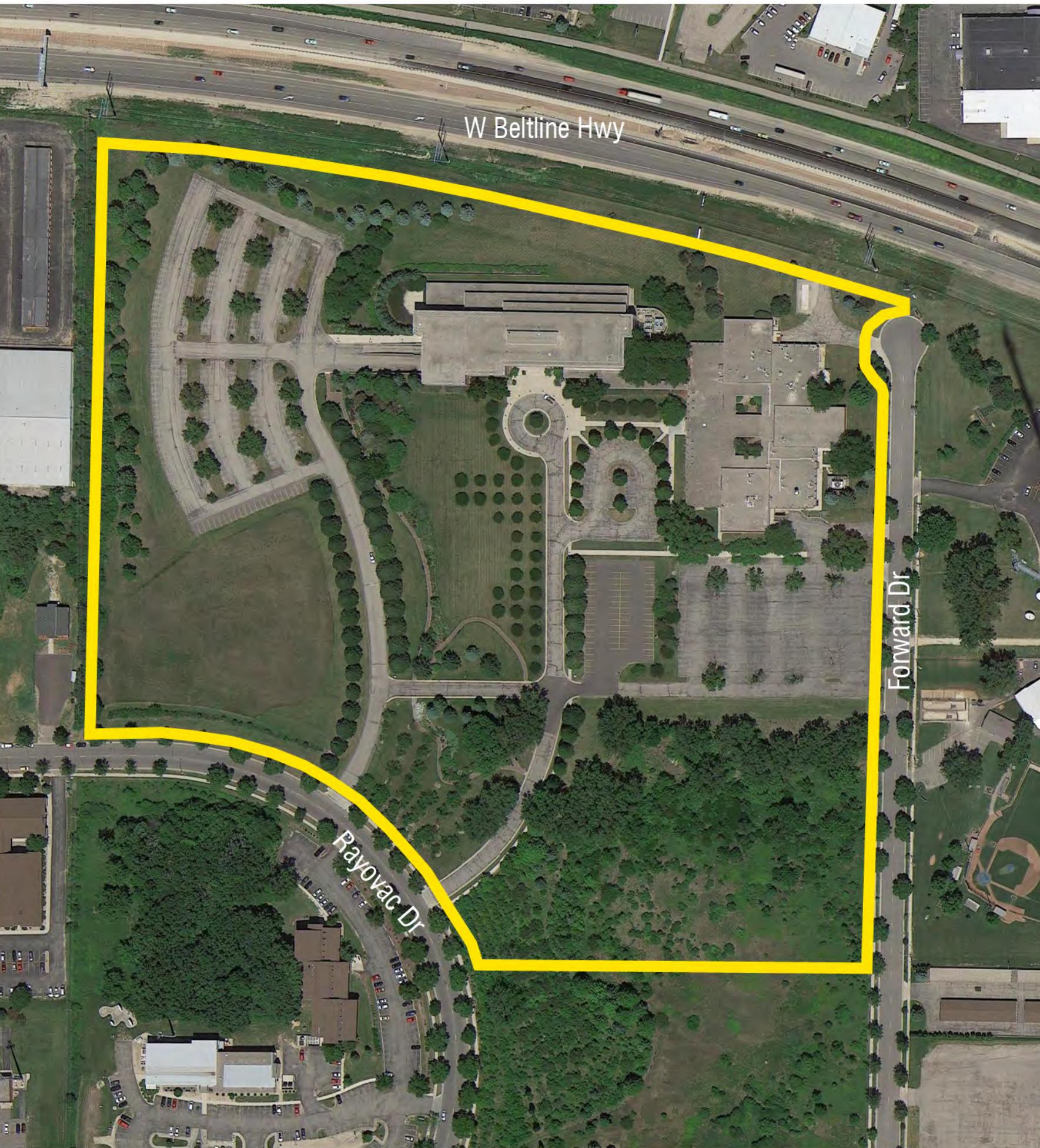
Exact Sciences Amenities Building - Madison  
2017.01.06  
December 06, 2017

# Amenities Building at 1 Exact Lane

Informational Submittal  
12.06.2017



Aerial View  
Exact Sciences Amenities Building - Madison  
2017.01.06  
December 06, 2017



Aerial View  
Exact Sciences Amenities Building - Madison  
2017.01.06  
December 06, 2017



## Aerial Context Views

Exact Sciences Amenities Building - Madison

2017.01.06

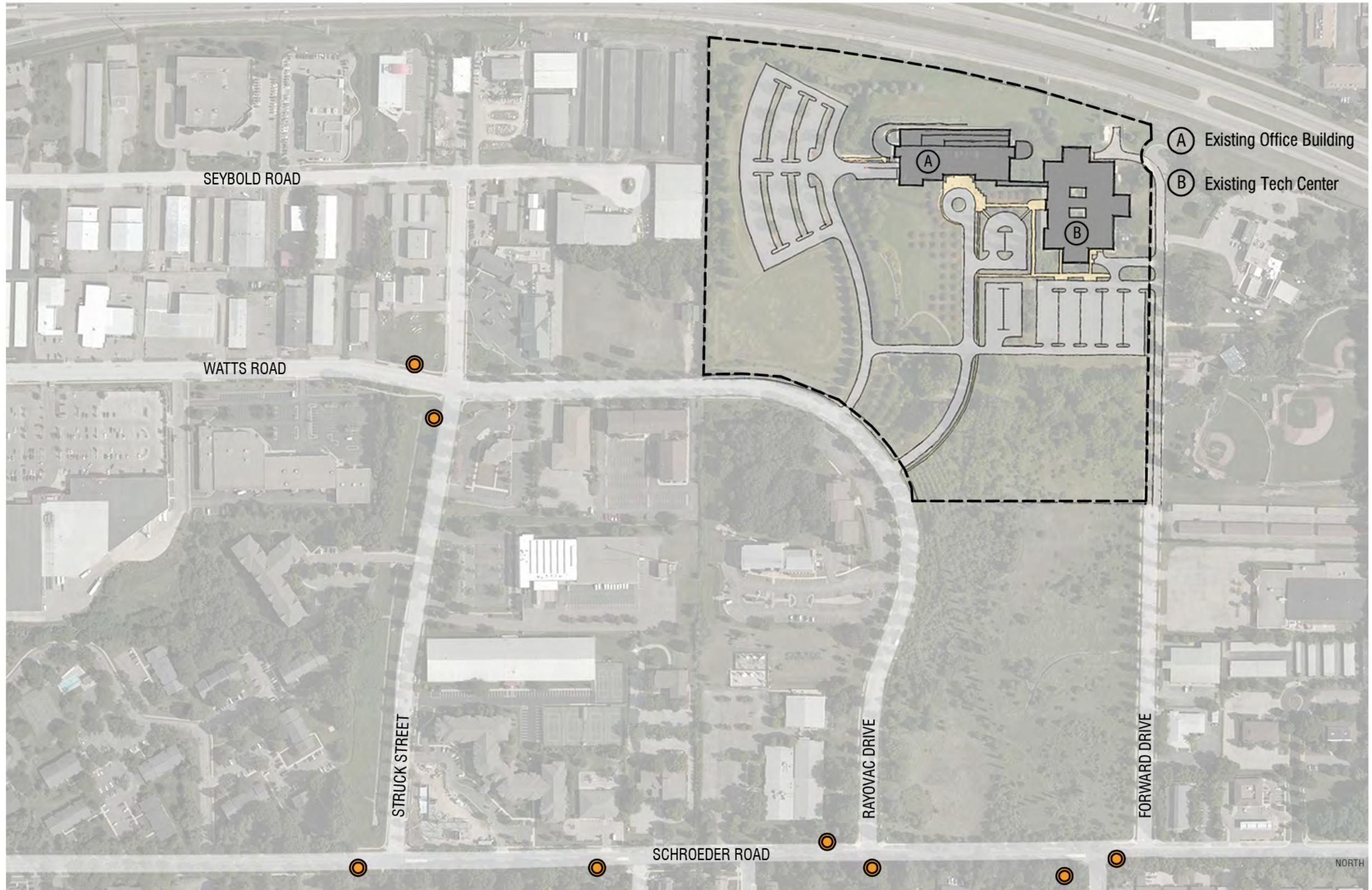
December 06, 2017



Context Views  
Exact Sciences Amenities Building - Madison  
2017.01.06  
December 06, 2017



Context Views  
Exact Sciences Amenities Building - Madison  
2017.01.06  
December 06, 2017



#### EXISTING INFORMATION

Exact Sciences Amenities Building - Madison

2017.01.06

December 06, 2017



by: izam  
M:\CCG Growth\170172 Exact Science, Macmillon\CADD\170172 Phase 3 Plans.dwg

This architectural site plan illustrates a proposed development project, likely a mixed-use complex, situated along W BELTLINE HWY, US HWY 12 & 14. The plan shows the following key features and dimensions:

- EXISTING VARIABLE WIDTH ELECTRIC TRANSMISSION LINE**: Located at the top of the site, spanning the width of the highway.
- EXISTING BUILDING**: Located on the left side of the site, with a footprint of  $FF=1074.0\pm$ .
- PROPOSED BUILDING 3**: Located in the center-left area, with a footprint of  $FF=1074.0$ .
- PROPOSED BUILDING 2**: Located on the right side, with footprints of  $FF=1072.0$  and  $LL=1062.0$ .
- PROPOSED BUILDING (PHASE 1)**: Located in the bottom-left corner, with a footprint of  $FF=1062.0$ .
- PROJECT BOUNDARY**: Indicated by a dashed red line.
- FUTURE PARKING**: Indicated by a dashed line, with the note "FUTURE PARKING TO BE APPROVED IN A SEPARATE SUBMITTAL".
- FORWARD DRIVE**: A curved driveway on the right side of the site.
- Dimensions**: The site is 36' wide and 15' deep.
- Other Labels**: Includes "UE" (Utility Equipment) and "DE" (Driveway Equipment) labels.



GRAPHIC SCALE FEET  
A horizontal scale bar divided into four segments. The first segment is black with white diagonal hatching. The second segment is white with a black outline. The third segment is black with a white outline. The fourth segment is white with a black outline. A dashed diagonal line extends from the top-left of the first segment to the bottom-right of the fourth segment, representing a 45-degree angle.

### SITE PLAN LEGEND

Site Plan			
REVISIONS		REVISIONS	
NO.	DATE	NO.	DATE
REMARKS			
Exact Sciences Amenities Building			
1 Exact Lane			
Madison, Dane County, Wisconsin			
SCALE AS SHOWN			
DATE 12/6/2017			
DRAFTER CBOC			
CHECKED JZAM			
PROJECT NO. 170172			
SHEET			
1 OF 1			
DWG. NO.			

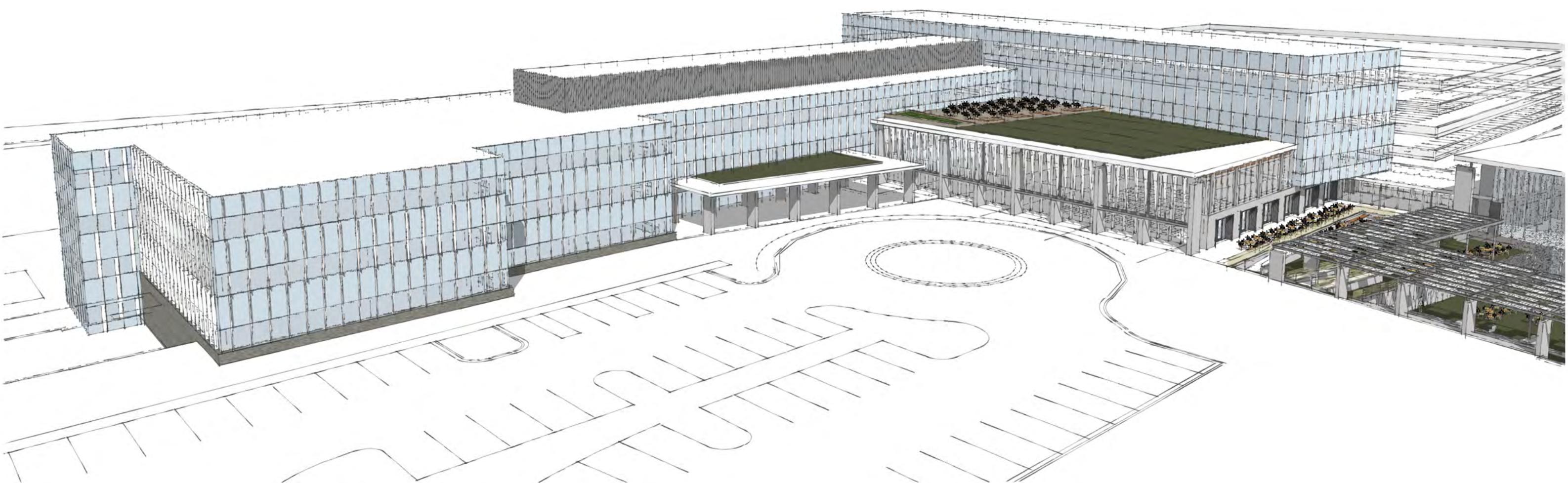


North West Aerial - Building 2

Exact Sciences Amenities Building - Madison

2017.01.06

December 06, 2017



South West Aerial - Building 3  
Exact Sciences Amenities Building - Madison  
2017.01.06  
December 06, 2017



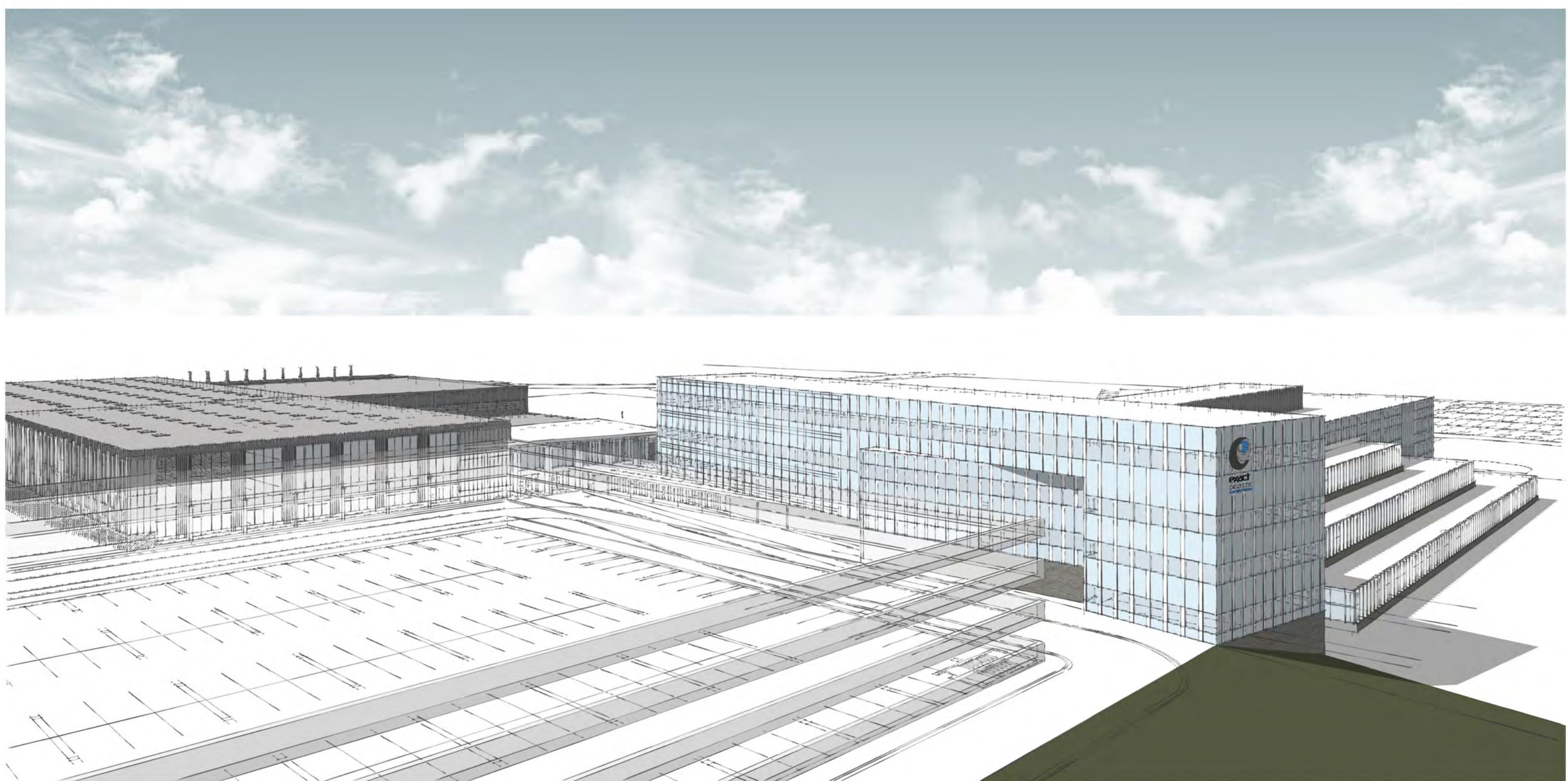
North East Aerial - Building 2

Exact Sciences Amenities Building - Madison

2017.01.06

December 06, 2017

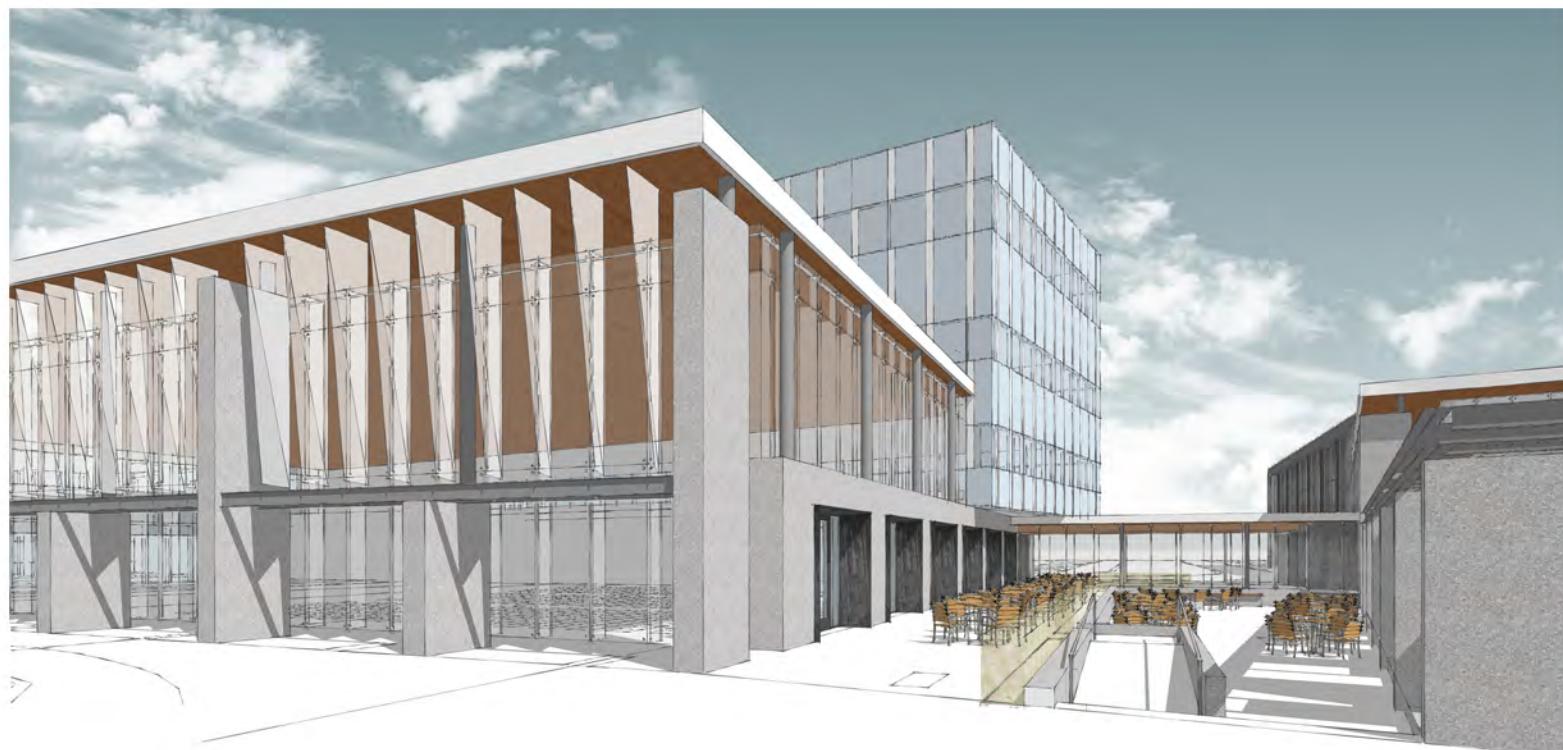
**Potter  
Lawson**  
Success by Design



North East Aerial - Building 3  
Exact Sciences Amenities Building - Madison  
2017.01.06  
December 06, 2017



**Perspectives**  
Exact Sciences Amenities Building - Madison  
2017.01.06  
December 06, 2017



**Perspectives**  
Exact Sciences Amenities Building - Madison  
2017.01.06  
December 06, 2017