



# 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: <u>06/28/2017</u>	<input checked="" type="checkbox"/> Informational Presentation
UDC Meeting Date: <u>07/12/2017</u>	<input type="checkbox"/> Initial Approval
Combined Schedule Plan Commission Date (if applicable): _____	<input type="checkbox"/> Final Approval

1. Project Address: FORWARD DRIVE, MADISON WI  
Project Title (if any): CLINICAL LAB FACILITY

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: JODY SHAW Company: POTTER LAWSON INC  
 Street Address: 749 UNIVERSITY ROW SUITE 300 City/State: MADISON, WI Zip: 53705  
 Telephone: (608) 274-2741 Fax: ( ) Email: \_\_\_\_\_

Project Contact Person: JODY SHAW Company: POTTER LAWSON, INC  
 Street Address: 749 UNIVERSITY ROW SUITE 300 City/State: MADISON Zip: 53705  
 Telephone: ( ) Fax: ( ) Email: JODY@POTTERLAWSON.COM

Project Owner (if not applicant): GENERAL CAPITAL - OWNER'S REPRESENTATIVE  
 Street Address: 6938 N. SANTA MONICA BLVD City/State: FOX POINT, WI Zip: 53217  
 Telephone: (414) 228-3509 Fax: ( ) Email: SSIRKIS@GENERALCAPITALGROUP.COM

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 \_\_\_\_\_ on \_\_\_\_\_  
(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 JODY SHAW Relationship to Property ARCHITECT

Authorized Signature Jody H. Shaw Date 06/28/2017



# Clinical Lab Facility at Forward Drive Phase 1

Informational Presentation  
07.12.2017

## Letter of Intent:

The first phase of this project begins the redevelopment of the 601 Rayovac Drive site. This phase brings a Clinical Lab Facility and the supporting warehouse component. These two components form a freestanding building on the site that currently occupies a large surface parking lot.

This building location provides the opportunity for the next phase of a Production Lab and larger amenity space that will connect to the existing Rayovac Office building. This location also provides the ability for the facility to double in size as the company is experiencing fast growth.

The building will provide a new entrance on Forward Drive with loading and parking to the side of that entrance, on the south side of the site.

This project is located within the Urban Design District Number 2 and will meet all the design recommendations for that district.

Grading will be consistent with established runoff patterns and strive to be natural in appearance.

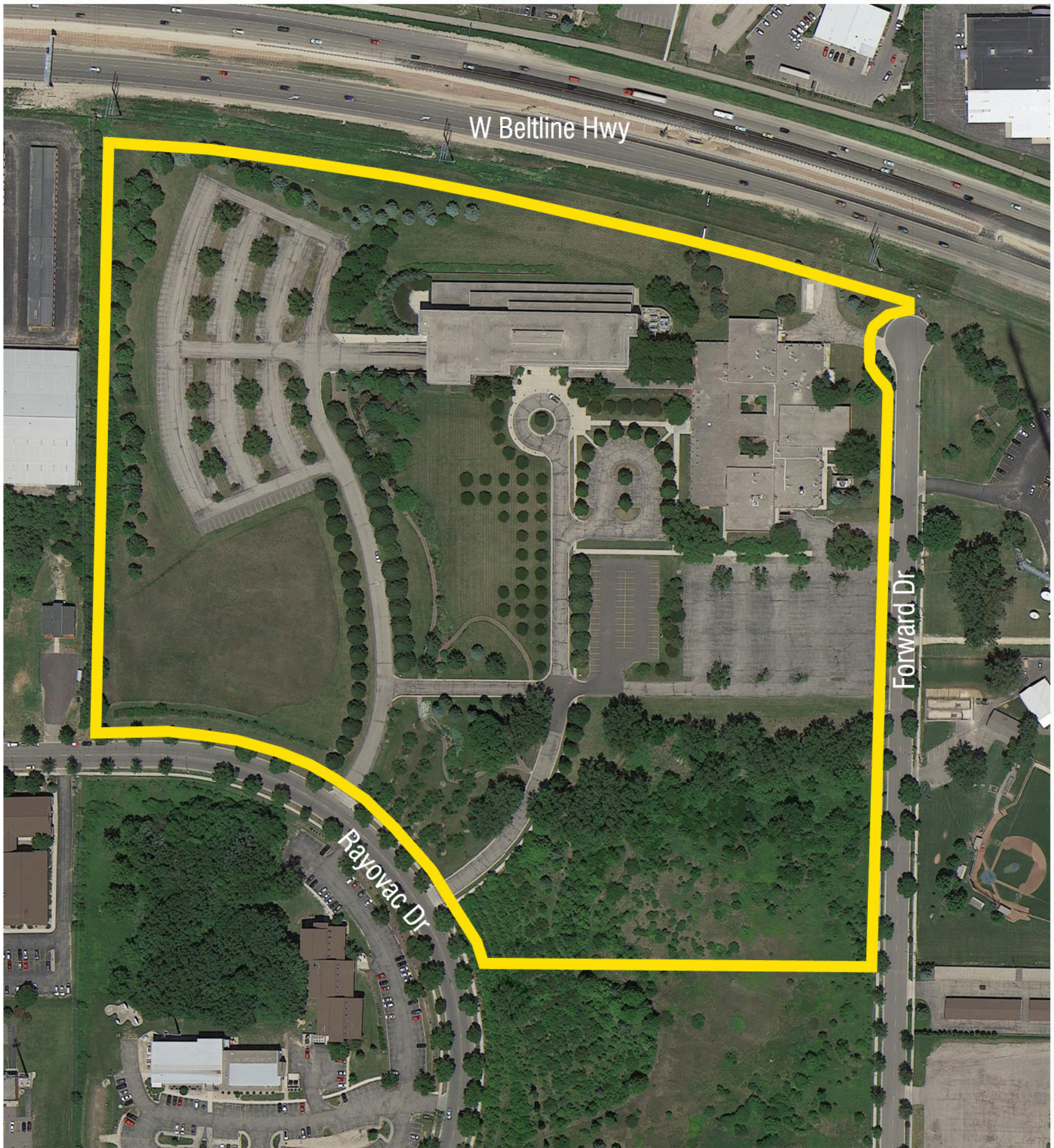
Landscaping will be grouped, favoring natural and noninvasive species that compliment the site while screening parking, trash and loading facilities.

New buildings will be in scale with the existing buildings and community. Mechanical equipment shall be screened from the view of adjacent properties.

## Phase 1:

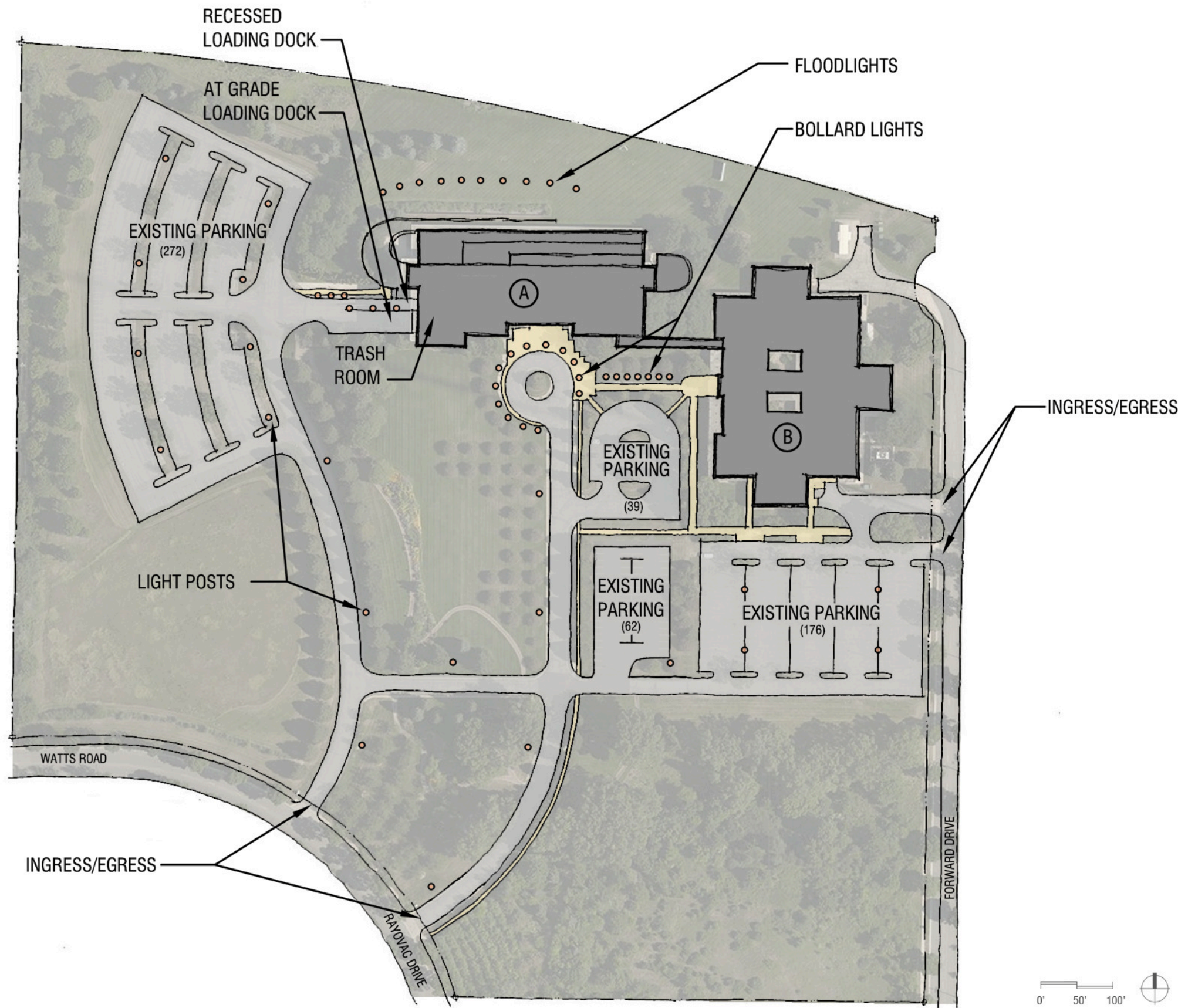
Clinical Lab Building	1 Floor at 60,000 SF
Warehouse Building	1 Floor at 55,000 SF
Parking Stalls	135 New Surface Stalls





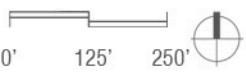
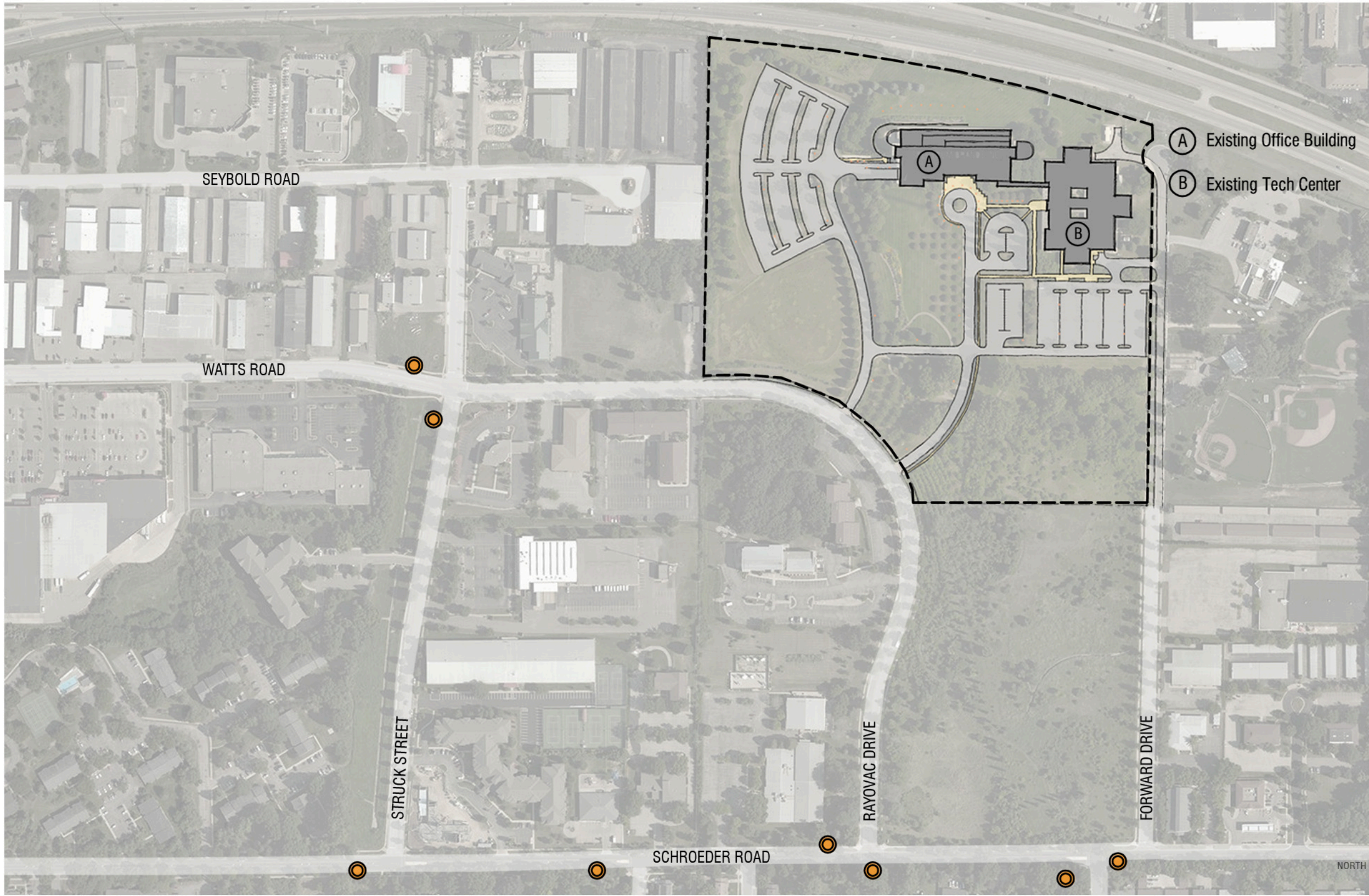
Aerial View  
Manufacturing and Clinical Lab Facility - Madison  
2017.01.02  
June 28, 2017

- Ⓐ Existing Office Building
- Ⓑ Existing Tech Center



**EXISTING INFORMATION**

Manufacturing and Clinical Lab Facility - Madison  
 2017.01.02  
 June 28, 2017



**EXISTING INFORMATION**

Manufacturing and Clinical Lab Facility - Madison  
 2017.01.02  
 June 28, 2017













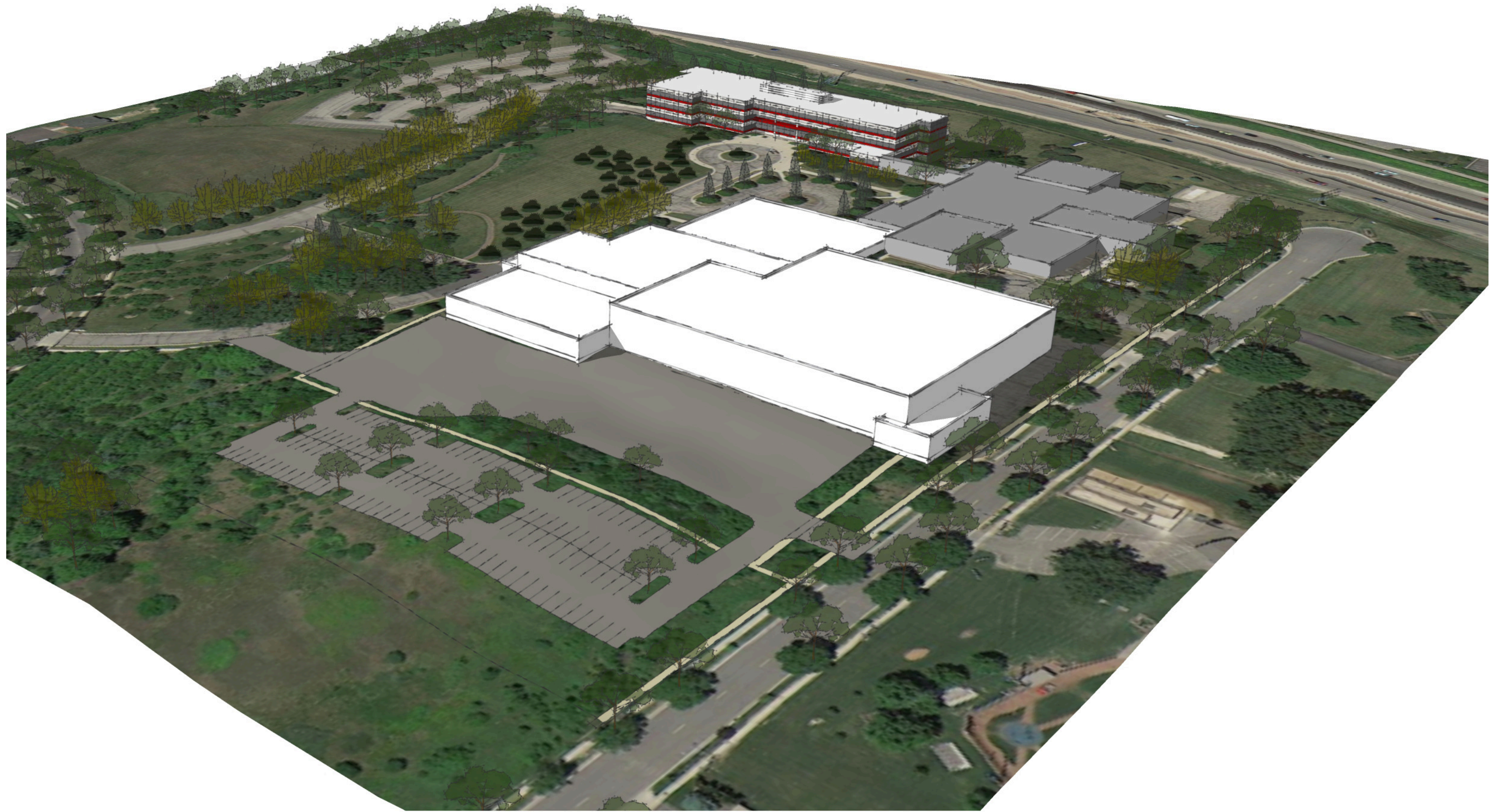
## PHASE 1 SITE PLAN

Manufacturing and Clinical Lab Facility - Madison  
2017.01.02  
June 28, 2017

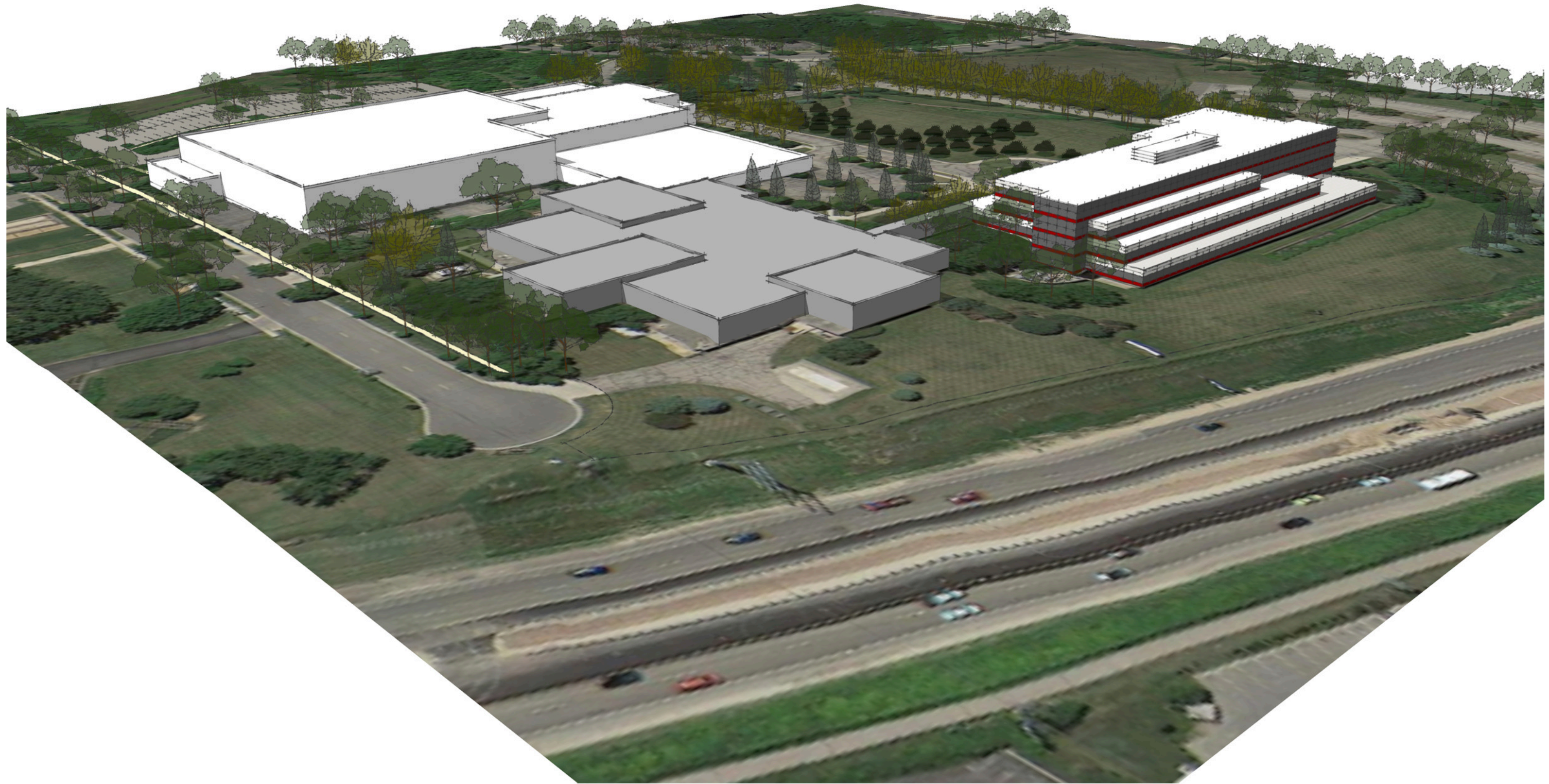


**PHASE 2 SITE PLAN**

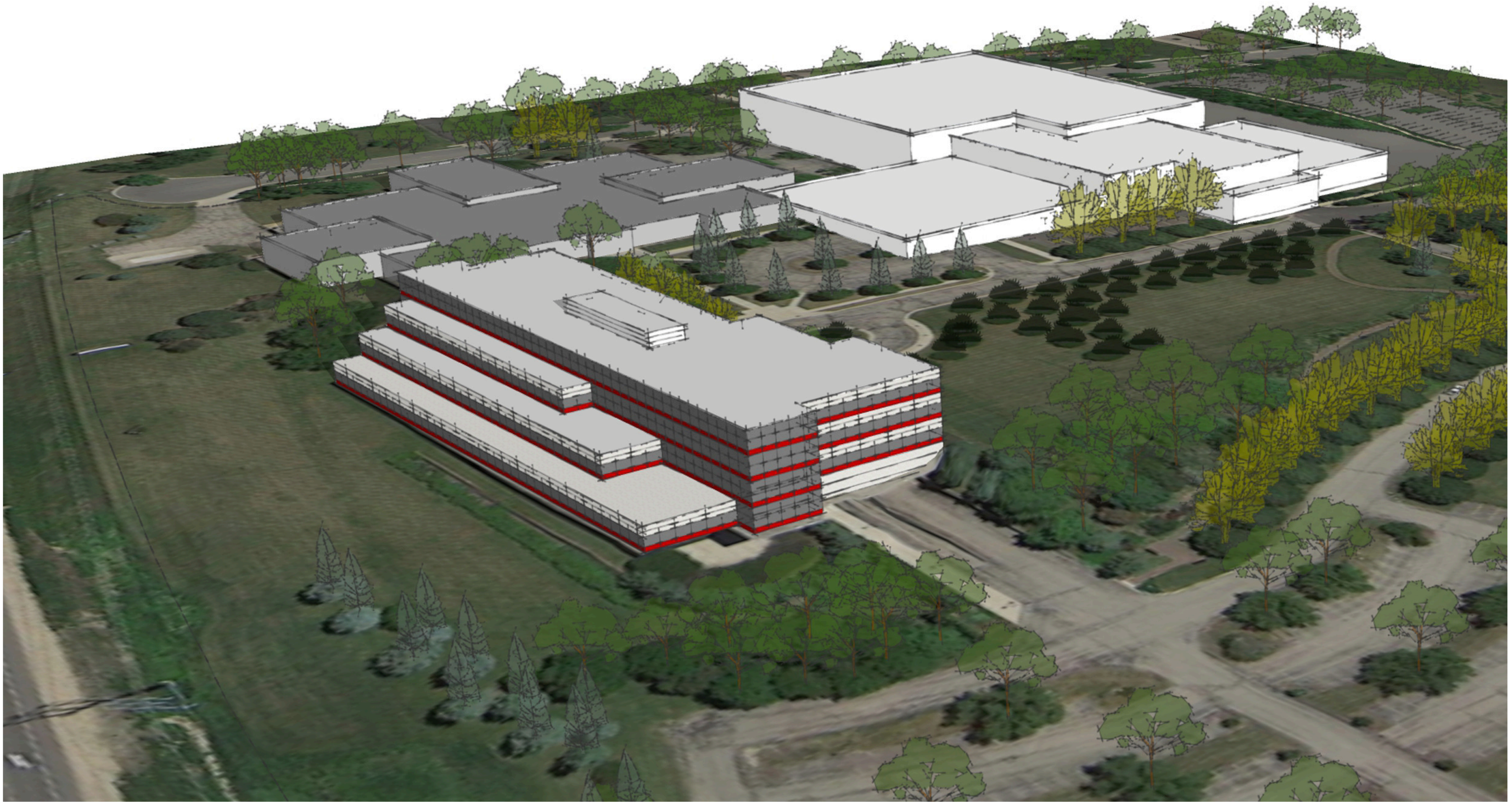
Manufacturing and Clinical Lab Facility - Madison  
 2017.01.02  
 June 28, 2017



Aerial Perspective Southeast  
Manufacturing and Clinical Lab Facility - Madison  
2017.01.02  
June 28, 2017

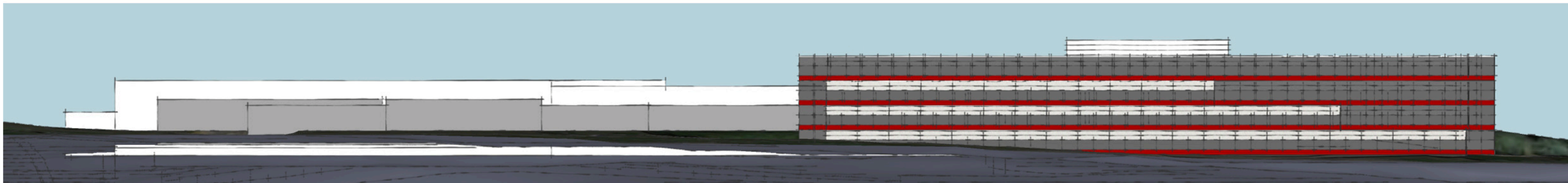
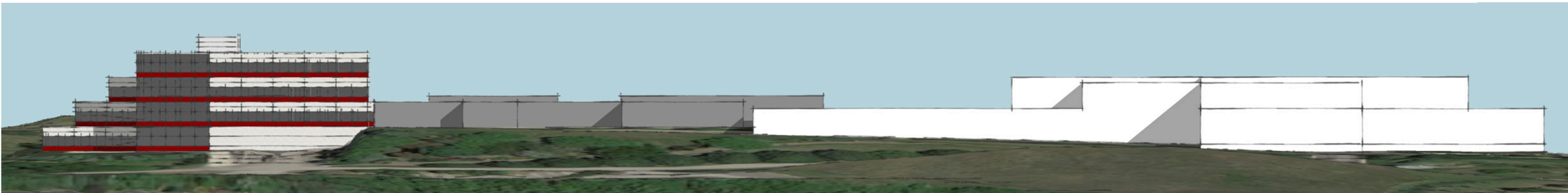
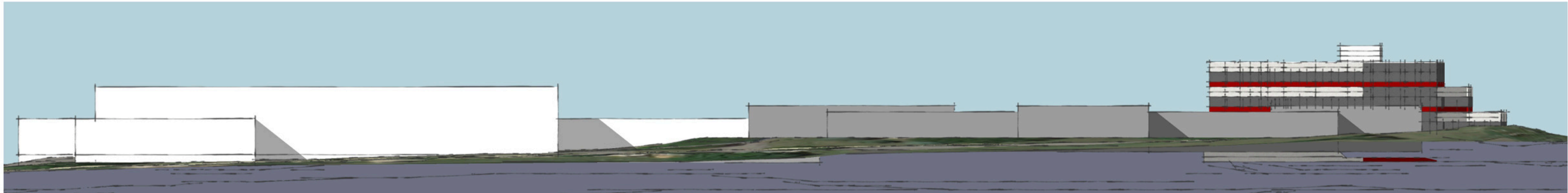


Aerial Perspective Northeast  
Manufacturing and Clinical Lab Facility - Madison  
2017.01.02  
June 28, 2017









# HEIGHT STUDY

Manufacturing and Clinical Lab Facility - Madison  
2017.01.02  
June 28, 2017