

# 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



## FOR OFFICE USE ONLY:

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

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

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

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

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

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

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

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.*

## 1. Project Information

Address: 1 Exact Lane, Madison WI

Title: 1 Exact Lane - Exterior Re-Clad

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

UDC meeting date requested February 21, 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 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\***

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.

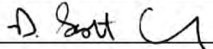
Both the paper copies and electronic copies must be submitted prior to the application deadline before an application will be scheduled for a UDC meeting. Late materials will not be accepted. A completed application form is required for each UDC appearance.

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 Janine Glaeser on January, 11 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**  Date January, 31 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





January 31, 2018

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

Re: 1 Exact Lane, Madison WI 53711  
Exterior Re-clad

Dear Commission Members:

Please accept this Letter of Intent, Application and attachments as our submittal for an informational presentation on the Exterior Re-clad of the existing office building for Exact Sciences.

### **Project Team**

Owner:

Exact Sciences  
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  
[jdoyle@vierbicher.com](mailto:jdoyle@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 Exterior Re-clad is the re-skinning of the existing building at 1 Exact Lane. The existing building is currently cladded with precast concrete panels, metal panels and storefront glazing. The existing building is on the north end of the site, north of the Phase 1 Clinical Lab building and Phase 2 Production Lab, which were approved in previous submittals.

### **Staff and Neighborhood Input**

The Development Team has met with the City Staff on January 11, 2018 to review the project and schedule.

### **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.

As described in previous submittals, the first phase of the Clinical Processing Center creates the Specimen Processing lab for the Cologuard test, and creates the shell space for potential future tests that are currently under research. The Phase 2 Production Lab creates the lab space used to produce the materials and solutions required in the Clinical Lab to perform the Cologuard test. This project re-clads the existing office building and extends the rooftop mechanical screen which was submitted in the MEP Renovation submittal.

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.

The Re-clad looks to remove the majority of the façade of the existing building and re-skin the building in an all glass façade. The façade will be broken up in two ways. A frit pattern visible from the exterior will be located on the four story volume breaking up the mass of the building. At the stepped portion of the building and at the facades west of the main building entrance, vertical louvers are placed from the window sill to the roof edge. Each of these louvers are rotated slightly from one another and then are orientated a different direction at the story above. The differences in the louver directions creates an ever changing façade as on-goers pass by.

At the east end of the building and portions of the south façade (east of the main entrance) no work is planned because of a proposed future addition which is still 'in the works'.

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

**Grading:** Existing grading will not be affected by this project.

**Landscape:** Existing landscaping will not be affected by this project.

**Structures:** No additional structures are being added with this project.

**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:** An extension of the roof top mechanical screen (from the MEP Renovation submittal) is planned to link to a future building addition. There is no parking, trash or loading associated with this project.

**Building Design:** Exterior building materials will use natural stone, metal panels, vertical louvers and glass to create a façade that works within the context of the existing community, and set the tone for future additions to the campus.

**Requested Approval**

With your recommendations on our conceptual Exterior Re-Clad design, we intend to return for approval in April 2018. We look forward to providing Exact Sciences with the Re-clad of their existing office building.

Regards,

A handwritten signature in black ink, appearing to read "Jody Shaw". The signature is fluid and cursive, with a long horizontal stroke extending to the right.

Jody Shaw, AIA LEED AP  
Potter Lawson, Inc.





# 1 Exact Lane

## Exterior Re-Clad

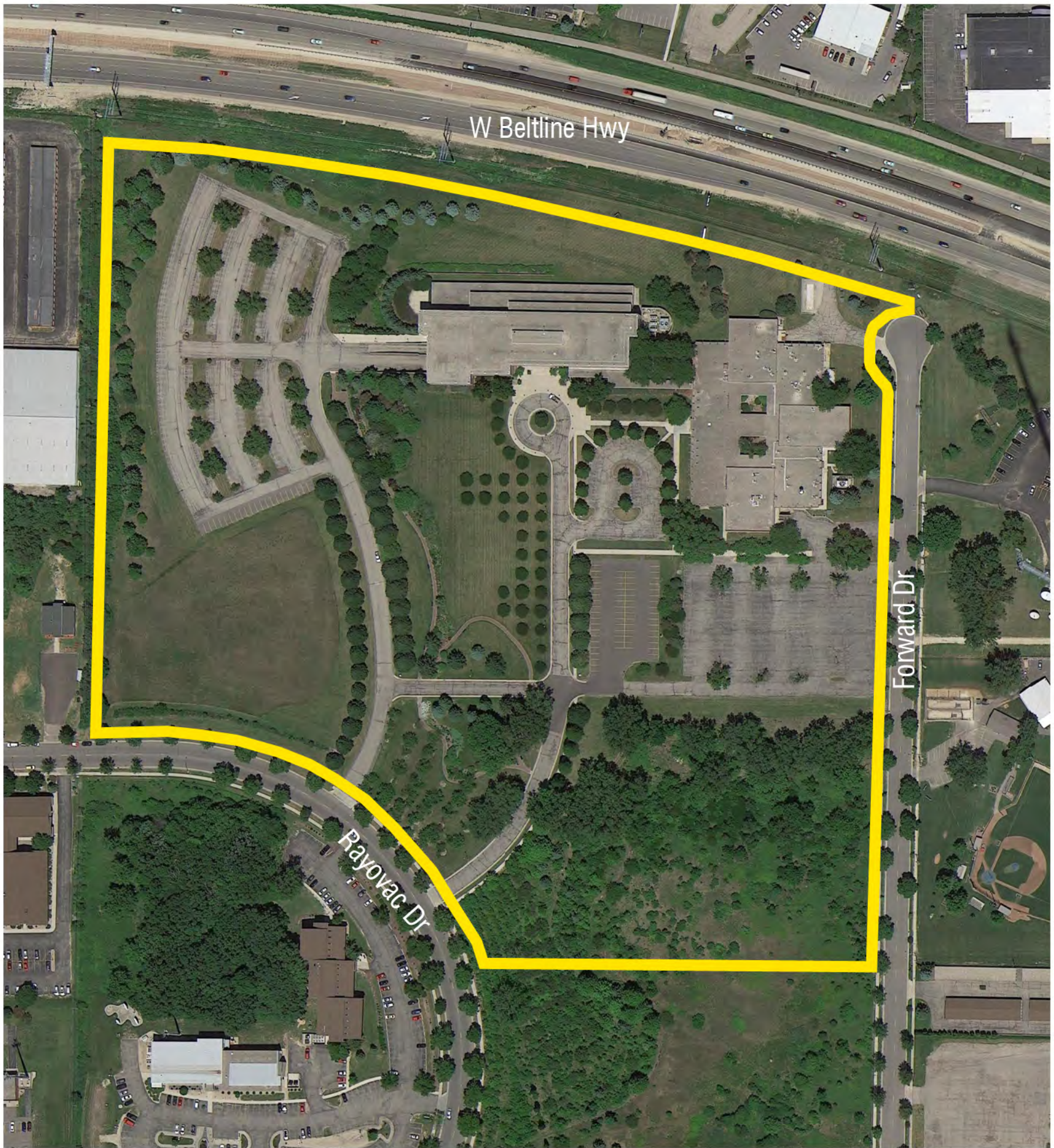
UDC Informational Submittal  
January 31, 2018

1 Exact Lane - Exterior Re-Clad  
2017.01.08  
January 31, 2019









Aerial View  
1 Exact Lane - Exterior Re-Clad  
2017.01.08  
January 31, 2019







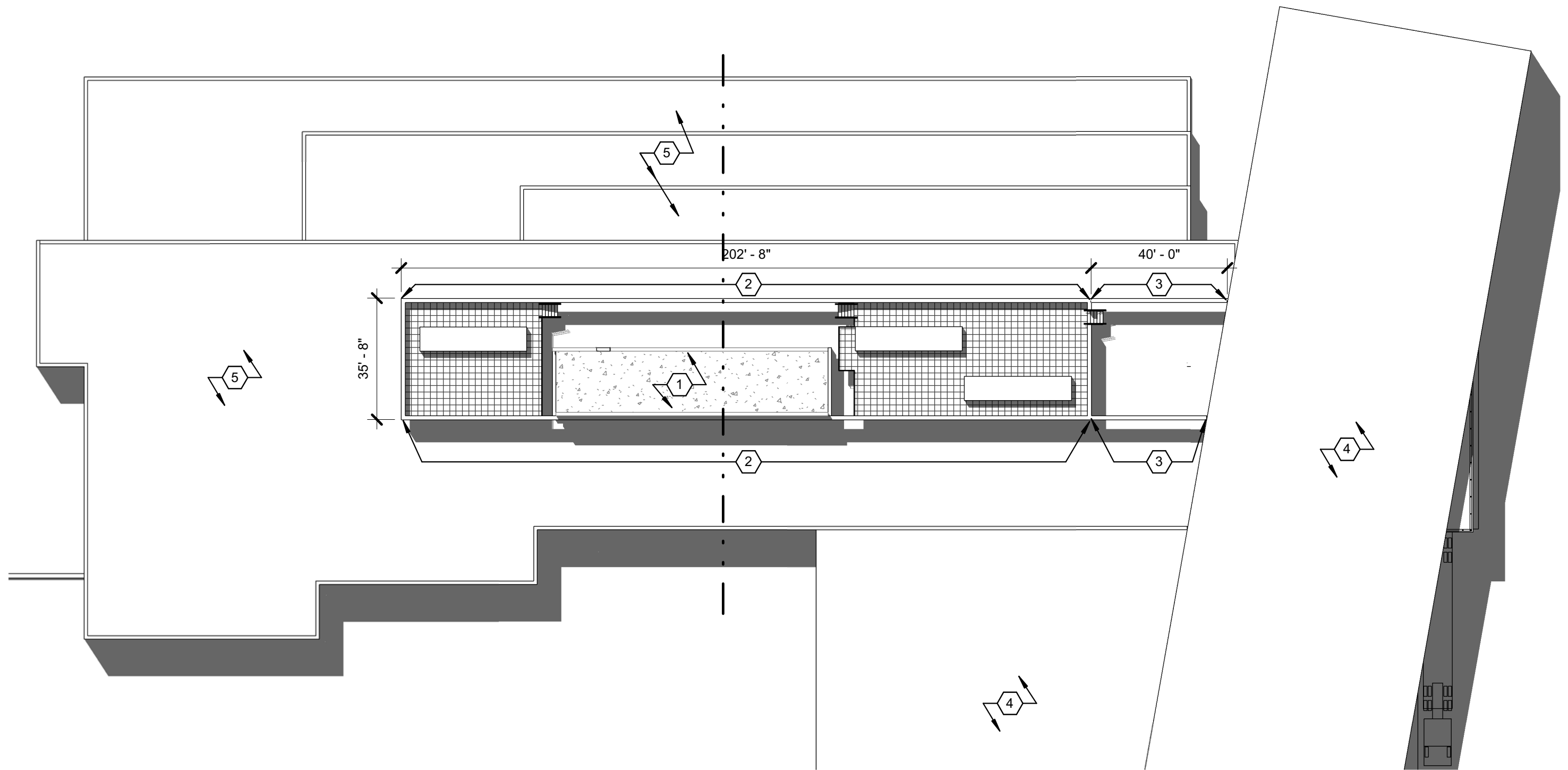






Context Views  
1 Exact Lane - Exterior Re-Clad  
2017.01.08  
January 31, 2019





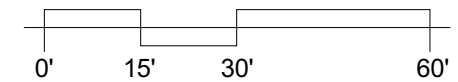
**KEY NOTES**

- ① EXISTING PENTHOUSE
- ② MECHANICAL SCREEN PER MEP RENOVATION SUBMITTAL
- ③ NEW MECHANICAL SCREEN
- ④ ROOF OF FUTURE BUILDING
- ⑤ EXISTING ROOF

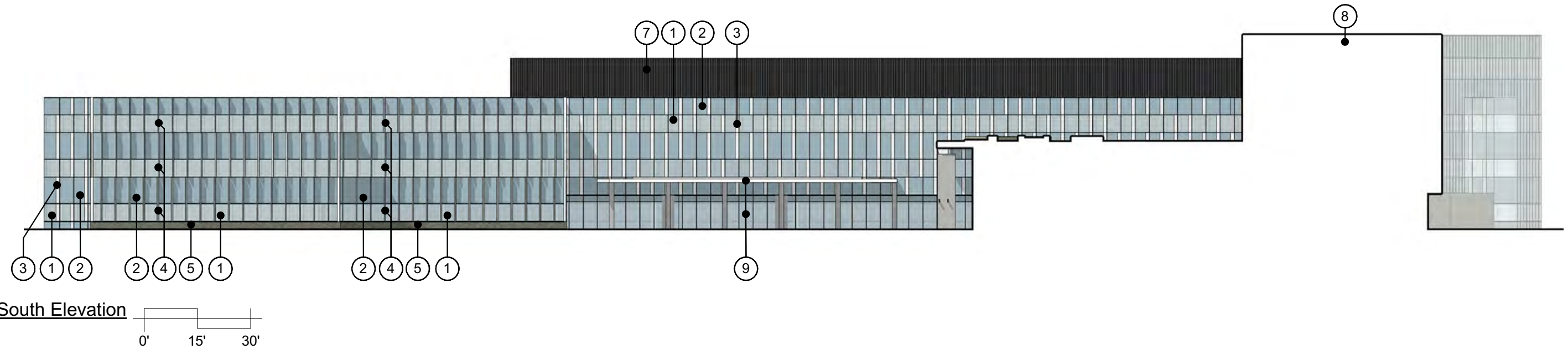
**Roof Plan**

1 Exact Lane - Exterior Re-Clad  
January, 31 2018

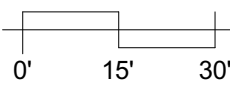
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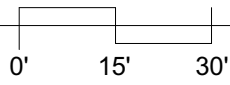




South Elevation



North Elevation



Note: The existing 1 Exact Lane building is composed of precast concrete and metal panels, and a ribbon storefront glazing system. All of these assemblies will be either removed or covered by the new finishes

**ELEVATION KEYNOTES**

- ① VISION GLASS - SSG GLAZING SYSTEM
  - ② SPANDREL GLASS
  - ③ VARIED CERAMIC FRIT PATTERN - 70% COVERAGE
  - ④ PERFORATED SOLAR FIN. THE ANGLE RELATIONSHIP BETWEEN THE GLASS AND THE FIN VARIES.
- ⑤ STONE BASE
  - ⑥ METAL PANEL
  - ⑦ MECHANICAL LOUVER SCREENWALL
- ⑧ FUTURE BUILDING
  - ⑨ MODIFIED ENTRY OF EXISTING BUILDING TBD
  - ⑩ METAL PANEL

**Elevations**

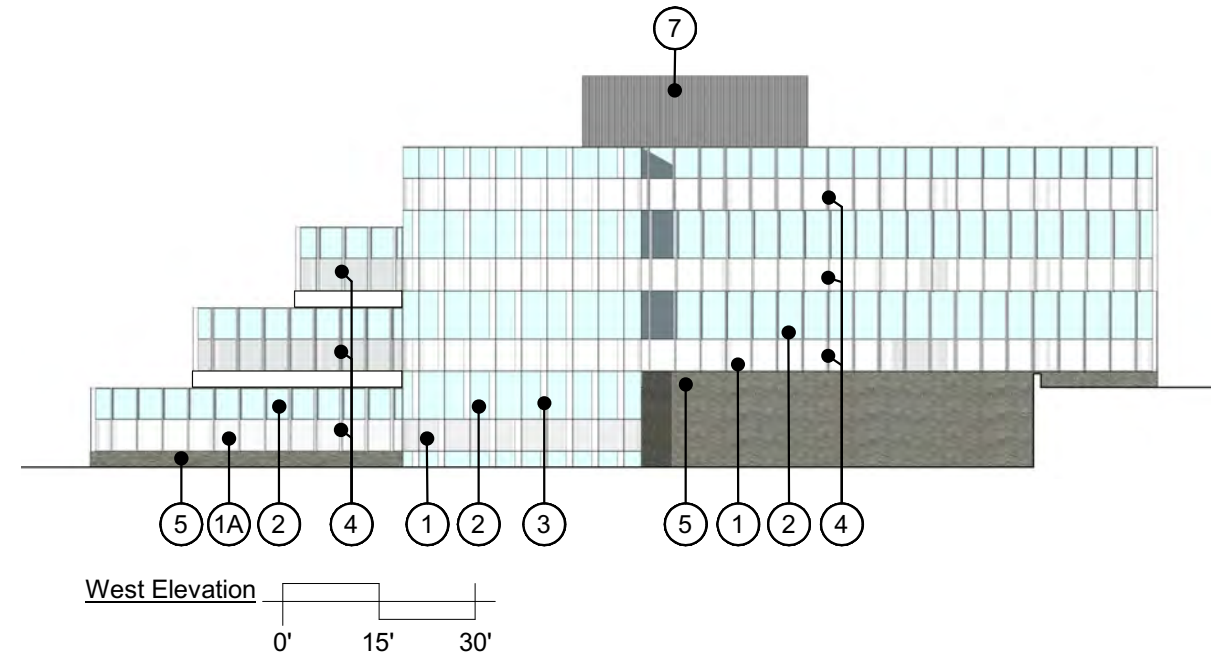
1 Exact Lane - Exterior Re-Clad  
Feburary 06 2018







Stone Sample



Note: The existing 1 Exact Lane building is composed of precast concrete and metal panels, and a ribbon storefront glazing system. All of these assemblies will be either removed or covered by the new finishes

**ELEVATION KEYNOTES**

- ① VISION GLASS - SSG GLAZING SYSTEM
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- ⑧ FUTURE BUILDING
- ⑨ MODIFIED ENTRY OF EXISTING BUILDING TBD
- ⑩ METAL PANEL



Glazing Precedent



Louver Style



Louver Color

**Elevations and Materials**

1 Exact Lane - Exterior Re-Clad  
February 06 2018





## North West Perspective

1 Exact Lane - Exterior Re-Clad

February 06 2018

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## North East Perspective

1 Exact Lane - Exterior Re-Clad

February 06 2018

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