

**APPLICATION FOR
URBAN DESIGN COMMISSION
REVIEW AND APPROVAL**

AGENDA ITEM # _____
Project # _____

DATE SUBMITTED: <u>April 2, 2008</u>	Action Requested
UDC MEETING DATE: <u>April 9, 2008</u>	<input type="checkbox"/> Informational Presentation
	<input type="checkbox"/> Initial Approval and/or Recommendation
	<input checked="" type="checkbox"/> Final Approval and/or Recommendation

PROJECT ADDRESS: See attached Exhibit A

ALDERMANIC DISTRICT: 8

OWNER/DEVELOPER (Partners and/or Principals) Wisconsin Alumni Research Foundation
University of Wisconsin

ARCHITECT/DESIGNER/OR AGENT: Uihlein-Wilson and Ballinger Company

CONTACT PERSON: George Austin
Address: 614 Walnut Street, Room 1265C
Madison, WI 53726
Phone: (608) 262-3717
Fax: (608) 262-6104
E-mail address: gaustin@overturefoundation.com

TYPE OF PROJECT:

(See Section A for:)

- Planned Unit Development (PUD)
 - General Development Plan (GDP)
 - Specific Implementation Plan (SIP) continuation - Temporary Sign Package
- Planned Community Development (PCD)
 - General Development Plan (GDP)
 - Specific Implementation Plan (SIP)
- Planned Residential Development (PRD)
- New Construction or Exterior Remodeling in an Urban Design District * (A public hearing is required as well as a fee)
- School, Public Building or Space (Fee may be required)
- New Construction or Addition to or Remodeling of a Retail, Hotel or Motel Building Exceeding 40,000 Sq. Ft.
- Planned Commercial Site

(See Section B for:)

- New Construction or Exterior Remodeling in C4 District (Fee required)

(See Section C for:)

- R.P.S.M. Parking Variance (Fee required)

(See Section D for:)

- Comprehensive Design Review* (Fee required)
- Street Graphics Variance* (Fee required)
- Other _____

*Public Hearing Required (Submission Deadline 3 Weeks in Advance of Meeting Date)

Where fees are required (as noted above) they apply with the first submittal for either initial or final approval of a project.

EXHIBIT A

WISCONSIN INSTITUTES FOR DISCOVERY

330 North Orchard Street ¹

Project Site Addresses/Current Zoning

Parcel Identification Number	Street Addresses	Current Zoning
070922103117	1353 UNIVERSITY AVE 1357 UNIVERSITY AVE	PUD-GDP
070922103076	1337 UNIVERSITY AVE 1339 UNIVERSITY AVE 1341 UNIVERSITY AVE 1345 UNIVERSITY AVE 1347 UNIVERSITY AVE 1351 UNIVERSITY AVE	PUD-GDP
070922103068	1321 UNIVERSITY AVE 1327 UNIVERSITY AVE	PUD-GDP
070922103050	1323 UNIVERSITY AVE 1325 UNIVERSITY AVE	PUD-GDP
070922103042	1319 UNIVERSITY AVE	PUD-GDP
070922103034	1313 UNIVERSITY AVE 1315 UNIVERSITY AVE	PUD-GDP
070922103026	1305 UNIVERSITY AVE 1307 UNIVERSITY AVE	PUD-GDP
070922103018	1301 UNIVERSITY AVE 1303 UNIVERSITY AVE	PUD-GDP
070922103167	302 N ORCHARD ST 318 N ORCHARD ST 350 N ORCHARD ST	PUD-GDP
070922103125	317 N RANDALL AVE 325 N RANDALL AVE 329 N RANDALL AVE 331 N RANDALL AVE 333 N RANDALL AVE	PUD-GDP

Notes:

1. The official street address of the project has been designated as 330 North Orchard Street, as the main entrance of the proposed building is located on Orchard.



33 East Main Street
P.O. Box 2113
Madison, Wisconsin 53701-2113
Tel 608.251.5000
Fax 608.251.9166
www.quarles.com

*Attorneys at Law in:
Phoenix and Tucson, Arizona
Naples, Florida
Chicago, Illinois
Milwaukee and Madison, Wisconsin*

Writer's Direct Dial: 608.283.2424
E-Mail: kad@quarles.com

April 2, 2008

Urban Design Commission
City of Madison

LETTER OF INTENT

RE: PUD/SIP continuation – Temporary Sign Package
Wisconsin Institutes for Discovery
330 North Orchard Street
Madison, Wisconsin

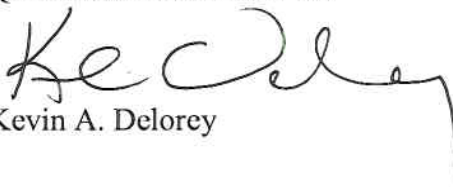
Dear Members of the Urban Design Commission:

This submission is a continuation of the Planned Unit Development (PUD) Specific Implementation Plan (SIP) for the Wisconsin Institutes for Discovery. With this submission, we seek your approval of the proposed temporary signage for the project site.

The proposed sign package will be in place during the construction phase of the project. The proposed package includes a fence wrap, which will improve the appearance of the site during construction. The signage consists of wrap signage, which identifies the two institutes that will be housed on site, and two larger project signs – one at the corner of Campus Drive and Randall Avenue and the other at the corner of University Avenue and Orchard Street. All together, the surface area of the temporary signage equals approximately 460 square feet, and is spread over some 900 linear feet of frontage along four public streets.

Very truly yours,

QUARLES & BRADY LLP



Kevin A. Delorey

Enclosures

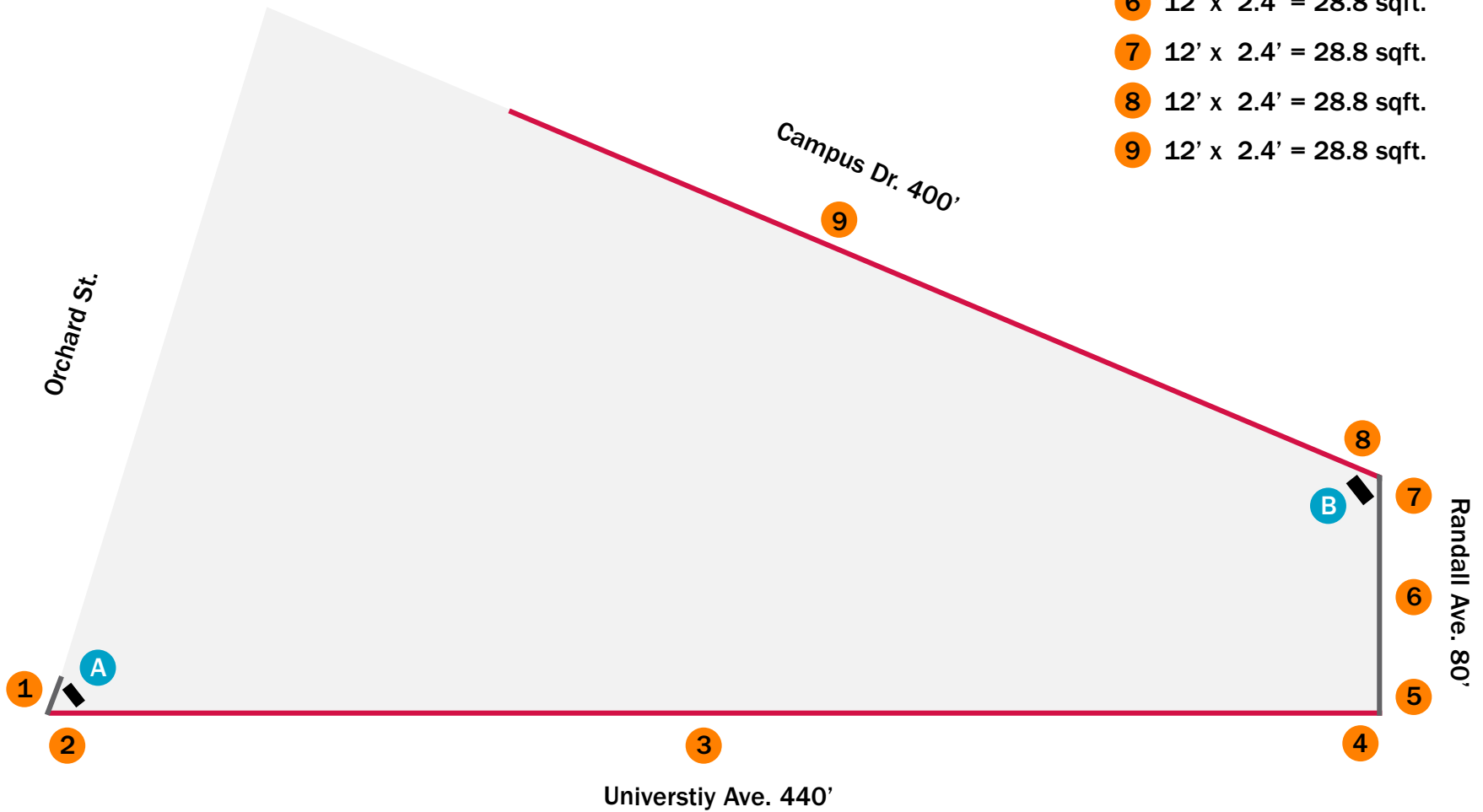
QBACTIVE\6166200.1

Large Signs

- A 6' x 12' = 72 sqft.
- B 8' x 16' = 128 sqft.

Wrap Signage

- 1 12' x 2.4' = 28.8 sqft.
- 2 12' x 2.4' = 28.8 sqft.
- 3 12' x 2.4' = 28.8 sqft.
- 4 12' x 2.4' = 28.8 sqft.
- 5 12' x 2.4' = 28.8 sqft.
- 6 12' x 2.4' = 28.8 sqft.
- 7 12' x 2.4' = 28.8 sqft.
- 8 12' x 2.4' = 28.8 sqft.
- 9 12' x 2.4' = 28.8 sqft.



Wrap Signage Logo size

12'

2.4'






12'

6'

**Connecting the sciences
to advance human health**



**WISCONSIN INSTITUTES FOR
DISCOVERY**
AT THE UNIVERSITY OF WISCONSIN-MADISON

Funded by the generosity of:
John & Tashia Morgridge
WARF WISCONSIN ALUMNI RESEARCH FOUNDATION
The State of Wisconsin

Owners:
University of Wisconsin
WARF WISCONSIN ALUMNI RESEARCH FOUNDATION

Architect:
Ballinger
Uihlein Wilson Architects

Construction Manager:
Findorff - Mortenson

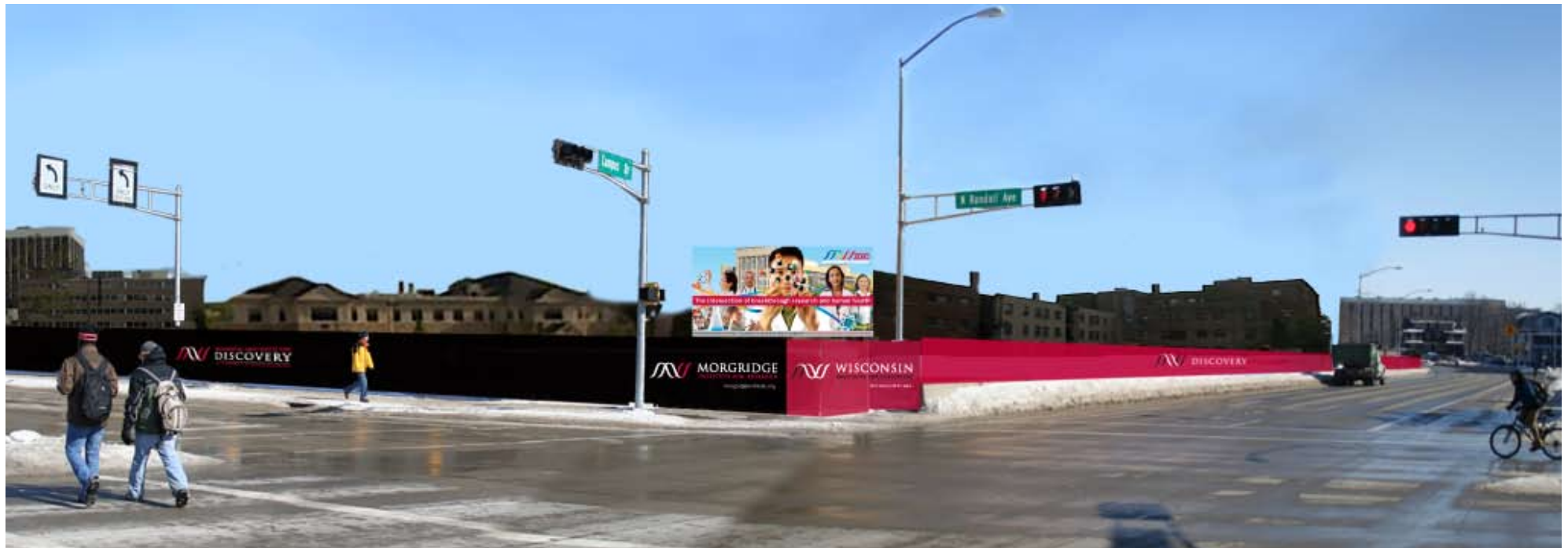
2010
COUNTDOWN TO DISCOVERY

WISCONSIN INSTITUTES FOR DISCOVERY
75% PRIVATE GIFTS, 25% STATE FUNDS
NO TUITION DOLLARS USED

6'

 **MORGRIDGE**
INSTITUTE FOR RESEARCH
morgridgeinstitute.org

 **WISCONSIN**
INSTITUTE FOR DISCOVERY
discovery.wisc.edu



16'

8'

2010
COUNTDOWN TO DISCOVERY

The intersection of breakthrough research and human health

THE WISCONSIN INSTITUTES FOR DISCOVERY AT THE UNIVERSITY OF WISCONSIN ARE FUNDED BY THE GENEROSITY OF: JOHN & TASHIA MORGRIDGE, WARF & THE STATE OF WISCONSIN

6'



MORGRIDGE
INSTITUTE FOR RESEARCH

morgridgeinstitute.org



WISCONSIN
INSTITUTE FOR DISCOVERY

discovery.wisc.edu