



City of Madison Planning Division  
215 Martin Luther King Jr. Blvd. | Room LL.100 | P.O. Box 2985 | Madison, WI 53701-2985

## Madison Landmarks Commission APPLICATION

### 1. LOCATION

Project Address: BLOCK 105 DOWNTOWN MADISON Aldermanic District: 4

### 2. PROJECT

Date Submitted: 09/08/2015

Project Title / Description: PD FOR HOTEL ON STRUCTURED PARKING WITH RETAIL

This is an application for: (check all that apply) ALONG PINCKNEY ST.

- ☐ Alteration / Addition to a Designated Madison Landmark
- ☒ Alteration / Addition to a building adjacent to a Designated Madison Landmark
- ☐ Alteration / Addition to a building in a Local Historic District (specify):
  - ☐ Mansion Hill
  - ☐ Third Lake Ridge
  - ☐ First Settlement
  - ☐ University Heights
  - ☐ Marquette Bungalows
- ☐ New Construction in a Local Historic District (specify):
  - ☐ Mansion Hill
  - ☐ Third Lake Ridge
  - ☐ First Settlement
  - ☐ University Heights
  - ☐ Marquette Bungalows
- ☐ Demolition
- ☐ Variance from the Landmarks Ordinance
- ☐ Referral from Common Council, Plan Commission, or other referral
- ☐ Other (specify): \_\_\_\_\_

### 3. APPLICANT

Applicant's Name: STUART ZADRA Company: JDS DEVELOPMENT, LLC  
Address: 33 EAST MAIN ST. SUITE 500 City/State: MADISON Zip: 53703  
Telephone: (608) 274-7442 E-mail: ZADRAS@HAMMES.CSPORTS.COM  
Property Owner (if not applicant): CITY OF MADISON  
Address: BLOCK 105 City/State: MADISON, WI Zip: 53703

Property Owner's Signature: [Signature] Date: 09/08/2015

#### GENERAL SUBMITTAL REQUIREMENTS

Twelve (12) collated paper copies and electronic (.pdf) files of the following: (Note the filing deadline is 4:30 PM on the filing day)

- Application
- Brief narrative description of the project
- Scaled plan set reduced to 11" x 17" or smaller pages. Please include:
  - Site plan showing all property lines and structures
  - Building elevations, plans and other drawings as needed to illustrate the project
  - Photos of existing house/building
  - Contextual Information (such as photos) of surrounding properties
- Any other information that may be helpful in communicating the details of the project and how it complies with the Landmarks Ordinance, including the impacts on existing structures on the site or on nearby properties.

**Questions?** Please contact the  
Historic Preservation Planner:  
Amy Scanlon  
Phone: 608.266.6552  
Email: [ascanlon@cityofmadison.com](mailto:ascanlon@cityofmadison.com)

**NOTICE REGARDING LOBBYING ORDINANCE:** If you are seeking approval of a development that has over 40,000 square feet of non-residential space, or a residential development of over 10 dwelling units, or if you are seeking assistance from the City with a value of \$10,000 (including grants, loans, TIF or similar assistance), then you likely are subject to Madison's lobbying ordinance (Sec. 2.40, MGO). You are required to register and report your lobbying. Please consult the City Clerk's Office for more information. Failure to comply with the lobbying ordinance may result in fines.

**Landmark Narrative****Judge Doyle Square Proposed Development**

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September 8th, 2015

**To: Madison Landmarks Commission**  
215 Martin Luther King Jr. Blvd. LL110  
Madison, WI 53703

**Re: Addition adjacent to a Designated Landmark**

Developer – JDS Development, LLC  
Project Manager – Hammes Company Sports Development, Inc.  
Architect – KMD Architects  
Potter Lawson, Inc.

**Project Address**

**Block 105, 107 E. Doty Street** (street address of existing Government East Parking Ramp on Block 105, to be removed)

**Development Team**

Owner/Developer	JDS Development, LLC.	Stuart Zadra
Project Manager	Hammes Company Sports Development, Inc.	Matt Morris
Architect	KMD Architects	Sean Huang, Dan Lam
Architect	Potter Lawson, Inc.	Eric Lawson, Jody Shaw
Structural Engineer	Pierce Engineers	Richard Pierce, Ryan Reader
Landscape Architect	Ken Saiki Design	Ken Saiki, Joe Porter
Civil Engineer	JSD Engineers	Bill Dunlop, Dave Jenkins
MEP	KJWW	Dave Smith, Steve Mumm

**Narrative**

This submittal represents one of two submittals for the Judge Doyle Square proposal for downtown Madison. This package is a submittal for the development of Block 105 that is directly adjacent to the designated Fess Hotel. Attached is the letter of Intent submitted in the Land Use application and has a full description of the project, followed by the documentation of the development of block 105 for the first phase of the Judge Doyle Square Project.

Respectfully submitted,

**JDS Development, LLC**

## **LETTER OF INTENT**

### **Judge Doyle Square Proposed Development**

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August 19th, 2015

**To: City of Madison Planning Department and Plan Commission**  
215 Martin Luther King Jr. Blvd. LL110  
Madison, WI 53703

**Re: PD/SIP Application for Judge Doyle Square Proposed Development**

Developer – JDS Development, LLC  
Project Manager – Hammes Company Sports Development, Inc.  
Architect – KMD Architects  
Potter Lawson, Inc.

#### **Project Address**

**107 E. Doty Street, Block 105** (street address of existing Government East Parking Ramp on Block 105, to be removed)  
**215 Martin Luther King Jr BLVD, Block 88** (This block will be divided into two separate lots per the attached site layout drawing)

#### **Development Team**

Owner/Developer	JDS Development, LLC.	Stuart Zadra
Project Manager	Hammes Company Sports Development, Inc.	Matt Morris
Architect	KMD Architects	Sean Huang, Dan Lam
Architect	Potter Lawson, Inc.	Eric Lawson, Jody Shaw
Structural Engineer	Pierce Engineers	Richard Pierce, Ryan Reader
Landscape Architect	Ken Saiki Design	Ken Saiki, Joe Porter
Civil Engineer	JSD Engineers	Bill Dunlop, Dave Jenkins
MEP	KJWW	Dave Smith, Steve Mumm

#### **Proposed Development**

This development proposes to create a PD within the Downtown Core district that includes the existing parking structure on Block 105, spans Pinckney Street and includes the east half of Block 88, separated by a proposed lot line as noted on the attached draft CSM. While the PD spans Pinckney Street, the City would still own the surface on Pinckney, the subgrade portions will be incorporated into the development. The PD will allow a new subgrade parking structure to span between Blocks 88 and 105 to provide the potential to create enough parking to support the density desired in the Downtown Core district. The project proposes a shared parking structure between the City and the private developer, creating approximately 650 stalls for private use, and 600 stalls for public use.

The PD on Block 88 is being designed for the Exact Sciences Corporate Headquarters and a single tray of subgrade parking below. The new headquarters will include some research facilities, office function and light manufacturing. The PD for Block 105 includes both below grade and above grade structured parking, retail space, a City maintained Bike Center, an Urban Hotel, and space for a future program expansion.

The project is pursuing a very aggressive project schedule and is proposing an SIP to begin construction on the Office building on Block 88, all of the parking spanning both Block 88 and Block 105, and the shelled retail space integrated in the structured parking located on Block 105, starting in December 2015.

### **Proposed Uses**

This SIP contains proposed uses for Block 88 as office space, research and development laboratories, light manufacturing (product kit assembly) and storage for the Exact Sciences headquarters with associated parking on both Block 88 and Block 105. Block 105 also contains shelled, leasable space for retail development and space required for the development of the Hotel as described in the Planned Development. Block 105 also contains space for a City maintained Bicycle Center.

The Planned Development of Block 105 proposes a Hotel and additional space for future expansion of Exact Sciences offices, or other leasable program area.

### **Hours of Operation**

The site would be available to employees 24 hours per day. Two shifts are expected in select office departments and the manufacturing areas. Therefore, start times could begin as early as 6:00 am and second shift might end around 12:00 am on weekdays. Weekends are likely to see activity as determined by individuals' needs or as manufacturing schedules dictate.

### **Construction Schedule**

December 2015 - Start Demolition / Excavation for Construction of Exact Sciences Headquarters on Block 88,

March 2016 - Demolition of Government East Ramp,

July 2017 - Completion of Exact Sciences Office Building and All Parking

### **Existing Conditions**

The existing site is spread out over Blocks 88 and 105 in the Downtown Core District of Madison, Wisconsin. Bounded by Doty Street to the northwest and Wilson Street to the southeast, the site is bisected by Pinckney Street, separating the existing, City owned Government East Parking Ramp on Block 105, and the parking lot behind the Madison Municipal Building on Block 88. Currently the proposed lot line on Block 88 includes the existing loading area of the Madison Municipal Building and a surface parking lot directly adjacent to Pinckney Street.

There is a significant grade change over the length of Pinckney Street, approximately 10' in total grade change between Doty Street and Wilson Street.

### **Certified Survey Map**

A new legal description for Blocks 88 and 105 will be recorded with this proposed development. A draft CSM and legal description are included with this submittal.

### **Demolition**

The proposed development will require the demolition and recycling of the existing parking garage on Block 105, and the demolition and recycling of the loading portion of the Madison Municipal Building on Block 88. Additional demolition of utilities and hardscape are noted on the attached drawings.

### **Site Area**

The new CSM for this proposed development lot is approximately 2.56 acres. A legal description is attached.



### **Building Area**

Approximate total building areas by use are as listed below:

<b>Block 88</b>	<b>PD-SIP GSF</b>	<b>Future PD-GDP GSF</b>
Exact Sciences Office Building	284,640	-
<b>Block 105</b>		
Shelled Retail/Bike Center	33,940	-
Hotel	-	145,800
Future Program	-	139,900
<b>Parking</b>	542,225	

### **Open Space Areas**

The PD-SIP proposed development is in line with the intensive use promoted by the Downtown Core District and provides no open space adjacent to the street. Both blocks incorporated a 3'-8' setback from the property line along Pinckney Street to enhance the pedestrian experience at grade. Development on Block 88 does provide approximately 1,900 sf of open patio space at different levels.

### **Site Access**

Vehicular access to the development parcel is provided at three locations. Entry and exit to the below grade parking is provided at two locations on Doty street, one on Block 88 and one on Block 105. A third entry and exit is provided from Wilson Street on Block 105. The below grade parking garages are connected at Basement Level 1, providing access to all entry/exits and the above grade parking on Block 105.

All entrances into the enclosed parking level areas will have overhead doors with controlled access.

### **Parking, Bike Parking and Loading Zones**

Proposed passenger vehicle parking is provided by a combination of below grade enclosed parking and an above grade parking structure, and is summarized as follows:

Level	Standard	SCO	Accessible	Van Accessible	Total
BL4	158	35	0	0	193
BL3	172	35	0	0	207
BL2	176	35	0	0	211
BL1	171	35	4	3	213
Level 1	51	0	2	0	53
Level 2	35	0	2	1	38
Level 3	111	0	4	0	115
Level 4	116	0	4	0	120
Level 5	95	0	4	0	99
Totals	1,085	140	20	4	<b>1,249</b>

Parking spaces will be split with 600 going to the city for public parking and 650 going to the hotel and office programs.

Accessible parking spaces, both standard and van accessible, are distributed appropriately throughout the proposed development as indicated in the PD-SIP plans to provide the accessible parking required by ICC/ANSI, and are included in the above total number of spaces.

Bike stall requirements have been broken down by the anticipated program for Exact Sciences.

**Block 88:**

Requirement:

Light Manufacturing:	1 stall per 10 employees. Operations has 121 employees projected:	13 stalls
Laboratory:	1 stall per 5 employees. R&D has 100 employees projected	20 stalls
Offices:	1 per 2,000 sf of floor area 280,000(building) - 78,000(operations) -40,000(R&D) = 170,000 SF	85 stalls

**Block 105:**

Hotel:	1 per 10 beds (assuming 250 beds)	25 stalls
Restaurant:	5% of capacity (assuming 100 people)	5 stalls

Proposed total required= 148 stalls

A total of 158 bike parking stalls are provided as listed below. If demand exceeds the quantity of spaces provided, additional bike parking will be provided.

- Block 88 - 40 stalls provided between the proposed building and the existing MMB.
  - 8 stalls are provided along Wilson Street.
  - 6 stalls are provided along Pinckney Street.
- Block 105
  - 78 stalls are provided adjacent to the at grade entry on Wilson Street in the parking structure.
  - 6 Stalls are provided along Pinckney Street
  - 20 stalls are provided near the Bike Center in the parking structure off Doty Street.

Block 88 has a loading area containing a sunken dock for two loading zones for semi's and one grade level loading zone for a box truck. For waste collection there are currently two spaces for large compactors, one for recycling and one for trash. Block 105 has a single loading zone with a raised dock for a semi and one box truck loading zone. For trash, there is space for a single large compactor that will house both trash and recycling. All loading vehicles will be backing in off Wilson Street.

**Value of Land**

\$15 Million

**Estimated Project Cost**

\$86 Million for Phase 1, Not Including Parking Ramp to be Constructed by CDA, \$167 Million for All Phases, Not Including Parking Ramp to be Constructed by CDA.

**Number of Construction and Fulltime Equivalent Jobs Created**

280 On-Site FTE Construction Jobs During Construction, 400 for Exact Sciences by 2019 and 650 total for Exact Sciences in Phase 1 (by 2023)

### **Public Subsidy Requested**

Public investment in the project has been outlined as part of the Development Agreement for the project and includes \$13.9 Million to offset the \$15 million price that will be paid by the Developer for the site and \$12.0 Million Jobs TIF for Exact Sciences Build-Out. The Parking Ramp will be constructed and funded by the City / CDA.

### **Downtown Design Guidelines**

The Design team has reviewed the Downtown Design Guidelines and believes this development reinforces the purpose of the guidelines by creating a thoughtful pedestrian experience through the integration of the landscape/hardscape design with the building form and materials to create a pedestrian oriented space that includes the road between the buildings. The elegant form of the Office building on Block 88 is unique to Downtown Madison, and brings a level of detailing that reflects the qualities required by the Downtown Design Guidelines.

The proposed buildings clearly define the street edge while bringing activity to all street corners with large expanses of glass and programs that create activity and interest. Working with the 10' grade difference between Doty and Wilson Street along Pinckney, the Design is challenged to maintain a 3'-0" maximum difference between the street grade and the finish floor of the building. This is addressed through stepping the finish floors and creating a more open entry feature that allows the incorporation of the required steps and ramping to become a positive part of the entry experience. Patios and seating areas designed to reinforce interaction at the building entrance will also be included.

Due to program requirements and space constraints, the loading areas are directly off Wilson Street. These loading areas are internal to the buildings and have integrated roll down metal doors that work with the architectural facades at those locations. Landscaping is used to soften these areas but maintain a safe, highly visible, pedestrian atmosphere. The loading areas are pulled away from the street corners.

Respectfully submitted,

**JDS Development, LLC**

**Attachments:**

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Proposed SIP Zoning Text  
Legal Description  
Draft CSM  
Location Map  
Existing Context images

Supporting documents in the form of a drawing set dated August 19<sup>th</sup>, 2015 showing the proposed development plans for the PD/SIP are bound separately and are a part of this letter of intent by reference.

Light fixture cut sheets for the light fixtures indicated on the Site Lighting plan are submitted separately from the drawing set.



PLANNED DEVELOPMENT



PROJECT SITE:  
BLOCK 105



Judge Doyle Square: Madison Municipal Building and Existing Aerials



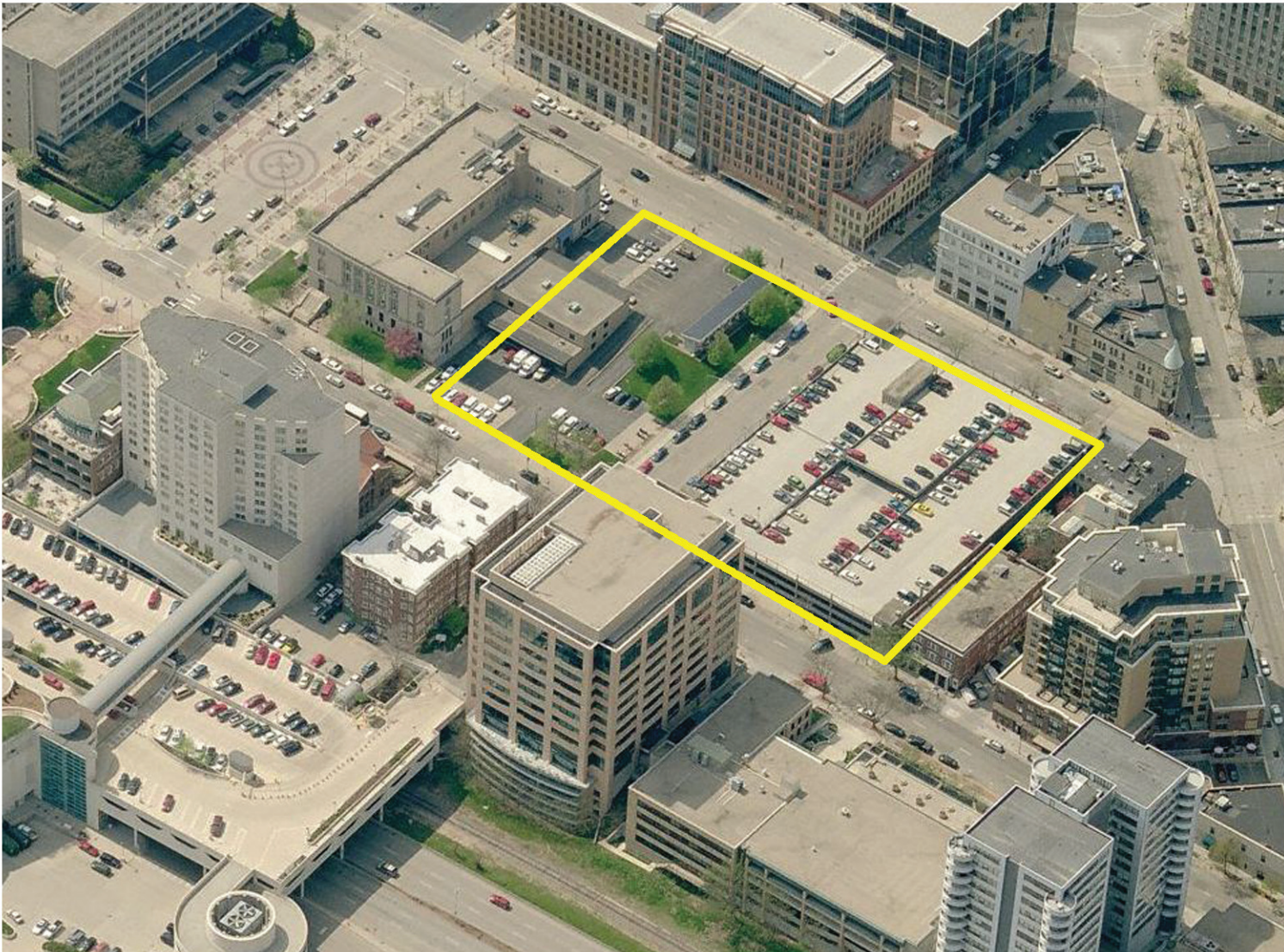
Northeast view of Madison Municipal Building



Southeast view of Madison Municipal Building



Aerial view from Northeast



Aerial view from Southwest



Judge Doyle Square: Context Buildings



View Down Pinckney Street Toward Lake



View up Pinckney Street



Northeast Corner of Pinckney and Doty



Northwest side of Pinckney Street



Southeast side of Pinckney Street



Northeast side of Doty Street



Southeast side of Doty Street



Northeast side of Doty Street



Northwest side of Doty Street



Northeast side of Wilson Street



Southeast side of Wilson Street

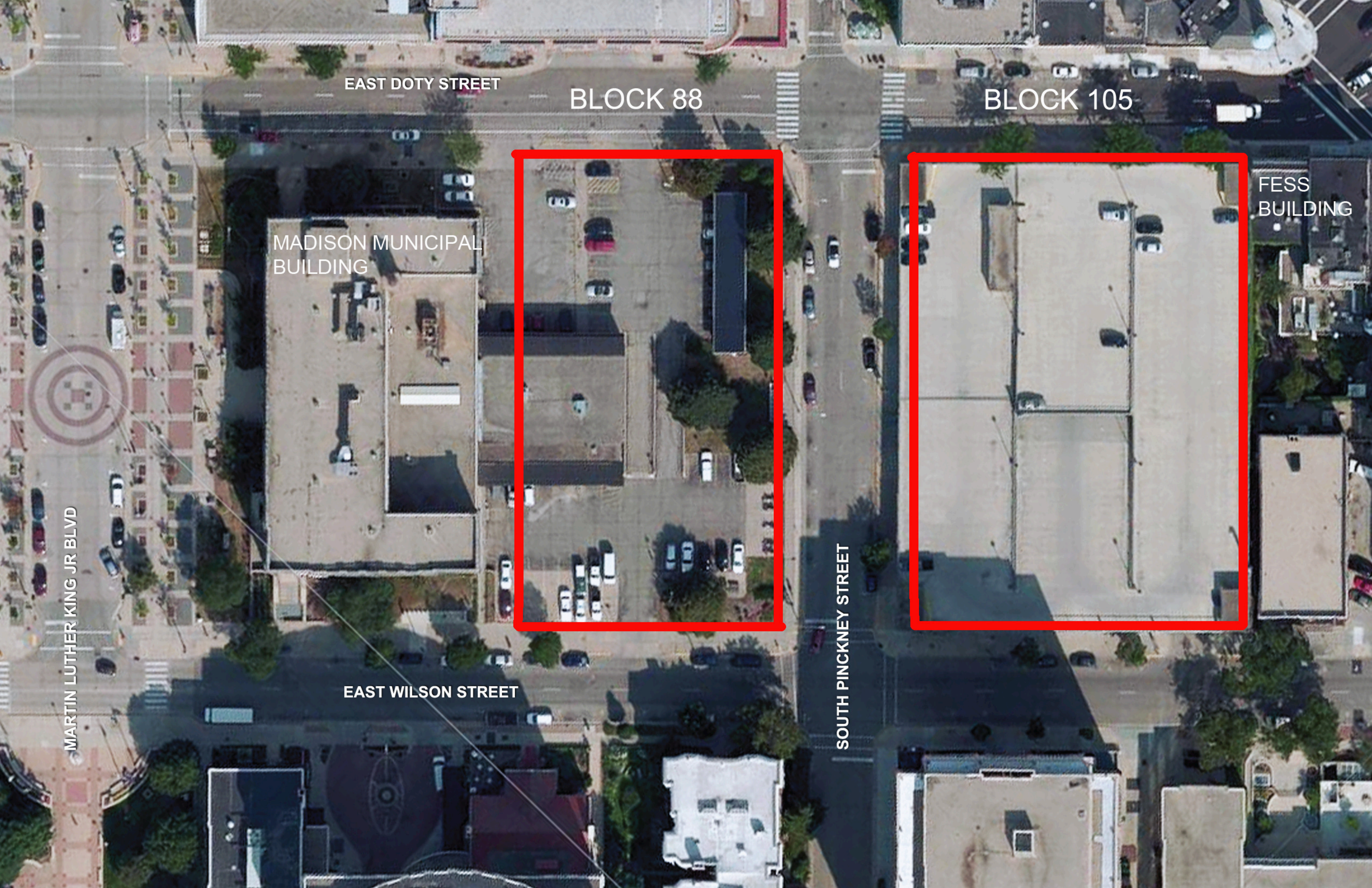


Southwest side of Wilson Street



Northeast side of Wilson Street





EAST DOTY STREET

BLOCK 88

BLOCK 105

MADISON MUNICIPAL  
BUILDING

FESS  
BUILDING

MARTIN LUTHER KING JR BLVD

EAST WILSON STREET

SOUTH PINCKNEY STREET