

August 30, 2019

Alex King  
Senior Project Manager  
Exact Sciences Corporation  
441 Charmany Drive  
Madison, WI 53719

Mary Beth Growney Selene  
President  
Ryan Signs  
3007 Perry Street  
Madison, WI 53713

RE: Latest Exact Sciences campus signage submittal to University Research Park Design Review Board

Alex and Mary Beth,

At the August 15, 2019 meeting of the Design Review Board you submitted updated plans for Exact Science's wayfinding and monument signs at the University Research Park. At that meeting, the Design Review Board passed a motion granting conditional approval of the sign design and placement provided the following conditions are met:

- The size, placement, and certain graphics on the wayfinding signs is modified in accord with Design Review Board direction; and
- The directional/monument sign at the corner of Research Park Blvd. and Charmany Drive is reoriented to be parallel with Charmany Drive, reduced in size, and certain graphics are modified.

After review of the signage plans submitted on August 26, 2019, the DRB has determined that the requested modifications to the wayfinding signs have been met. However, the requested modifications to the directional/monument sign at the corner of Research Park Blvd. and Charmany Drive have not been met. Specifically, the Design Review Board requests the following modifications to the directional/monument sign:

- The space between the addresses shall be considerably condensed and the height of the sign should be reduced in accord with the removed space; and
- The overall height of the sign shall be further reduced beyond the one-inch reduction shown on the updated plans and the reduction in height associated with decreasing the space between the addresses. At least a ten percent (10%) reduction in height is appropriate.


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Please modify the signage plans accordingly and resubmit them to University Research Park staff for distribution to the Design Review Board. Once the terms of the Design Review Board's conditional approval of Exact Sciences' signage have been met, URP staff will produce an approval letter for your submission to the City of Madison.

Sincerely,



Quinlan Purkey  
Staff Attorney