

APPLICATION FOR  
URBAN DESIGN COMMISSION  
REVIEW AND APPROVAL

AGENDA ITEM # \_\_\_\_\_  
Project # \_\_\_\_\_  
Legistar # \_\_\_\_\_

DATE SUBMITTED: 6-12-12

UDC MEETING DATE: June 20, 2012

Action Requested

- ☒ Informational Presentation  
☐ Initial Approval and/or Recommendation  
☐ Final Approval and/or Recommendation

PLEASE PRINT!

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PROJECT ADDRESS: 4916 E Broadway, Madison WI

ALDERMANIC DISTRICT: District 16 Jill Johnson

OWNER/DEVELOPER (Partners and/or Principals) ARCHITECT/DESIGNER/OR AGENT:

Facility Gateway Corp

4920 Triangle St.

McFarland, WI 53558

TBD

CONTACT PERSON: Tyler Marks

Address: 4920 Triangle St  
McFarland, WI 53558

Phone: 608-512-8906

Fax: 608-838-4969

E-mail address: marks@facilitygateway.com

TYPE OF PROJECT:

(See Section A for:)

- ☐ Planned Unit Development (PUD)  
☐ General Development Plan (GDP)  
☐ Specific Implementation Plan (SIP)  
☐ 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.



## FACILITY GATEWAY CORPORATION

Driving the Design and Occupancy of Today's Data Center

Planning and Community & Economic Dev. Dept.  
215 Martin Luther King Jr Blvd Ste LL-100  
PO Box 2985  
Madison WI 53701-2985

June 12, 2012

### Facility Gateway Campus Project, ***"Gateway to Madison"***

Facility Gateway is excited to develop a Madison, WI property. It has been an initiative of ours for the past 2 years. The property we wish to choose will serve as a multiple use property. The anchor first use is to provide a Corporate Headquarters for Facility Gateway Corporation currently located in McFarland WI which requires more growth space, and has outgrown current facilities. Second use is to promote Facility Gateway Data Center product by expanding the current facilities to accommodate 4 phases of data center projects. A data center development in Madison area is a regional type opportunity as well as a national one. Facility Gateway is situated in an opportunistic position to promote, attract, and bring larger data center Enterprise clientele to the Madison, WI market. FGC serves the Fortune 1000 company data center market. Currently FGC serves the national data center market with it's Data Center Real Estate, Critical Facility Services, and Critical Equipment Services. Specifically providing development activity in Chicago, IL, Santa Clara, CA, Atlanta, GA, Sacramento, CA, Briarcliff Manor, NY, and more.

This will not only attract local presence of national technology firms, but also promote jobs, promote local IT service providers, and utilize utility expansion and connectivity to other data center markets.

It is our intention to establish a "campus" feel to the site for both Facility Gateway personnel and the data center infrastructure clients. The former hotel property at 4916 E Broadway represents an accommodative layout for a open garden, outside vendor cafeteria, and open expansion options for future growth.

Facility Gateway Corporation wishes to establish an architecturally attractive facade utilizing the existing infrastructure of the former hotel building. An attractive, clean, modern working environment is important to leadership at FGC. An attractive façade outward facing to the highway is important to establish a Technology Futuristic impression. Many of FGC customers and partners are from the Silicon Valley, we wish to provide the same look and feel. We are eager to provide a ***"Gateway to Madison"*** feel as visitors to Madison enter the beltline and our property is one of the first impressions they are exposed to.

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Facility Gateway Corporation

P: 866.432.1711 F: 608.838.4969

[www.facilitygateway.com](http://www.facilitygateway.com)



## FACILITY GATEWAY CORPORATION

Driving the Design and Occupancy of Today's Data Center

### Use Schedule

Use of 12.421 acres at 4916 E Broadway on Madison's Beltline.

### Phase 1: 2012-2013

#### Facility Gateway Corporate Headquarters

- Accommodate FGC Corporate growth for next decade with modern designed IT centric facilities.
- Open growth plan to accommodate growth to up to 200 people.
- Create 15,000 sf open office space
- Utilize existing infrastructure
- Create IT centric Facility

#### Combined Infrastructure

- Open garden campus
- Cafeteria area, open concept, vendors, Starbux

### Phase 2: 2013

- Facility Gateway Plus One IT Data Center
- 1ea 20,000 square foot Data Center phase
- Associated parking, office, engineering space, shared garden

### Phase 3: est 2014

- Facility Gateway Plus One IT Data Center Expansion
- 1ea 20,000 square foot Data Center phase
- Associated parking, office, engineering space, shared garden

### Phase 4: est 2015

- Facility Gateway Plus One IT Data Center Expansion
- 1ea 20,000 square foot Data Center phase
- Associated parking, office, engineering space, shared garden

### Phase 4: 2016

- Facility Gateway Plus One IT Data Center Expansion
- 1ea 20,000 square foot Data Center phase
- Associated parking, office, engineering space, shared garden

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### What is Plus One Data Centers?

Larger enterprise data center user's require locating data center production into secure private environments. These are not in a general sense customers who will seek out a collocation company or "operator" for a managed service experience. Should that be a requirement it is a layered component to the customer service level agreements with those types of providers. A managed service or network operations provider is a "services" function located within the customer data center environment.

In fact our model has attracted many large national managed service providers to accommodate tenant demand and avoid capital intensive management of their own data center space and expansion. So the equation works both ways and we wish to accommodate the existing and growing demand for an FGC developed product which is FGC managed data center inventory.

The development of the Madison, WI and Midwest data center real estate market has been industry integration over time. This includes the development of relationships with data center service providers nationally and the regional folks who manage the large clientele focused on the Midwest. It also has developed from the integration into the Commercial and Technical Real Estate industry. Providing technical services to industry establishes our credibility and ability to understand the fast changing environment in the data center customer environment.

The Madison, WI project is a unique offering which we could accommodate the Wisconsin demand for space, as well as accommodate Midwest demand from other close markets. This regional offering would provide connectivity and redundancy demand from these other markets, not to mention far reaching markets such as West Coast, South, South East, East, and Northeast.

### Tyler Marks

CEO

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E Broadway

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