

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: May 8, 2019

TITLE: 4916 E. Broadway – Comprehensive Design Review for Dane County Data Exchange, LLC Located in UDD No. 1. 14th Ald. Dist. (55296)

REFERRED:

REREFERRED:

REPORTED BACK:

AUTHOR: Chris Wells, Acting Secretary

ADOPTED:

POF:

DATED: May 8, 2019

ID NUMBER:

Members present were: Richard Wagner, Chair; Cliff Goodhart, Tom DeChant, Lois Braun-Oddo, Christian Harper, Shane Bernau, Craig Weisensel and Rafeeq Asad.

SUMMARY:

At its meeting of May 8, 2019, the Urban Design Commission **GRANTED FINAL APPROVAL** of a Comprehensive Design Review for signage located at 4916 E. Broadway. Registered in support of the project was Tyler Marks.

The Commission discussed the following:

- The great big clock is sitting on the edge of the Beltline that houses data centers in a building from the late 60s early 70s. I'm having a hard time placing it in this context.
 - We've had the clock since we acquired the property. It used to be on Main Street in Stoughton. We brought new with old with the old brick and new steel. We wanted to get a sign out for our tenants for their names out in front and also try to incorporate the clock somehow. For us, it's a nice architectural feature.
- I would separate them. I don't have a problem with the clock but if you're making a statement it should stand on its own and not wrap around signage. It looks like it was left behind because we can't see the base.
- I think the sign is very successful; the clock is a little jarring.
- I assume it's been restored to working condition on all four sides?
 - The rear side is an access panel and it is in a pre-operable stage. We wanted to get it approved first. But from the outside we wouldn't change anything, just the mechanics.
- If we take the clock out and approve the sign is that something you could consider administratively?
 - (Tucker) The clock as a sign? No, we would probably treat it as we treat art or an architectural feature.
- I think the clock is beautiful but not in this context.

ACTION:

On a motion by Weisensel, seconded by Braun-Oddo, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (7-0). The motion approved the signage only with the clock to be placed in a different location of the owner's choice. The motion was approved with the finding that all applicable standards are adequately addressed and with all the staff recommendations contained in the report as follows:

- The provided site plan shows the parking lot modified to install the ground sign. This will require site plan review before the ground sign is issued.
- Art renderings will include lighting details in the final CDR.
- Any additional ground or wall signage would require a new review from the Urban Design Commission.