

# URBAN DESIGN COMMISSION APPLICATION

UDC  
#1

City of Madison  
Planning Division  
Madison Municipal Building, Suite 017  
215 Martin Luther King, Jr. Blvd.  
P.O. Box 2985  
Madison, WI 53701-2985  
(608) 266-4635



FOR OFFICE USE ONLY:

Paid \_\_\_\_\_ Receipt # \_\_\_\_\_

Date received \_\_\_\_\_

Received by \_\_\_\_\_

Aldermanic District 14

Zoning District \_\_\_\_\_

Urban Design District 1

Submittal reviewed by \_\_\_\_\_

Legistar # 55296

Complete all sections of this application, including the desired meeting date and the action requested.

*If you need an interpreter, translator, materials in alternate formats or other accommodations to access these forms, please call the phone number above immediately.*

## 1. Project Information

Address: 4916 E Broadway - Madison WI

Title: Dane County Data Exchange Exterior Front Monument Sign with Architectural Clock Design Review

## 2. Application Type (check all that apply) and Requested Date

UDC meeting date requested MAY 8 2019 Meeting

- New development       Alteration to an existing or previously-approved development  
 Informational       Initial approval       Final approval

## 3. Project Type

- Project in an Urban Design District  
 Project in the Downtown Core District (DC), Urban Mixed-Use District (UMX), or Mixed-Use Center District (MXC)  
 Project in the Suburban Employment Center District (SEC), Campus Institutional District (CI), or Employment Campus District (EC)  
 Planned Development (PD)  
     General Development Plan (GDP)  
     Specific Implementation Plan (SIP)  
 Planned Multi-Use Site or Residential Building Complex

### Signage

- Comprehensive Design Review (CDR)  
 Signage Variance (i.e. modification of signage height, area, and setback)

### Other

- Please specify \_\_\_\_\_

## 4. Applicant, Agent, and Property Owner Information

**Applicant name** Tyler Marks

Street address 4916 E Broadway

Telephone 608-512-8906

**Project contact person** Tyler Marks

Street address 4916 E Broadway

Telephone 608-512-8906

**Property owner (if not applicant)** Same as Applicant

Street address \_\_\_\_\_

Telephone \_\_\_\_\_

Company Dane County Data Exchange, LLC

City/State/Zip Madison WI 53716

Email tmarks@facilitygateway.com

Company FGC

City/State/Zip Madison WI 53716

Email tmarks@facilitygateway.com

City/State/Zip \_\_\_\_\_

Email \_\_\_\_\_

5. Required Submittal Materials

- Application Form
- Letter of Intent
  - If the project is within an Urban Design District, a summary of how the development proposal addresses the district criteria is required
  - For signage applications, a summary of how the proposed signage is consistent with the applicable CDR or Signage Variance review criteria is required.
- Development plans (Refer to checklist on Page 4 for plan details)
- Filing fee
- Electronic Submittal\*

} Each submittal must include fourteen (14) 11" x 17" **collated** paper copies. Landscape and Lighting plans (if required) must be **full-sized and legible**. Please refrain from using plastic covers or spiral binding.

Both the paper copies and electronic copies must be submitted prior to the application deadline before an application will be scheduled for a UDC meeting. Late materials will not be accepted. A completed application form is required for each UDC appearance.

For projects also requiring Plan Commission approval, applicants must also have submitted an accepted application for Plan Commission consideration prior to obtaining any formal action (initial or final approval) from the UDC. All plans must be legible when reduced.

*\*Electronic copies of all items submitted in hard copy are required. Individual PDF files of each item submitted should be compiled on a CD or flash drive, or submitted via email to [udcapplications@cityofmadison.com](mailto:udcapplications@cityofmadison.com). The email must include the project address, project name, and applicant name. Electronic submittals via file hosting services (such as Dropbox.com) are not allowed. Applicants who are unable to provide the materials electronically should contact the Planning Division at (608) 266-4635 for assistance.*

6. Applicant Declarations

1. Prior to submitting this application, the applicant is required to discuss the proposed project with Urban Design Commission staff. This application was discussed with Matt Tucker Christina Thiele and Janine Glaeser on \_\_\_\_\_.
2. The applicant attests that all required materials are included in this submittal and understands that if any required information is not provided by the application deadline, the application will not be placed on an Urban Design Commission agenda for consideration.

Name of applicant Tyler Marks Relationship to property Member  
 Authorizing signature of property owner [Signature] Date 03-18-19 3-19-19

7. Application Filing Fees

Fees are required to be paid with the first application for either initial or final approval of a project, unless the project is part of the combined application process involving the Urban Design Commission in conjunction with Plan Commission and/or Common Council consideration. Make checks payable to City Treasurer. Credit cards may be used for application fees of less than \$1,000.

Please consult the schedule below for the appropriate fee for your request:

- Urban Design Districts: \$350 (per §35.24(6) MGO).
- Minor Alteration in the Downtown Core District (DC) or Urban Mixed-Use District (UMX) : \$150 (per §33.24(6)(b) MGO)
- Comprehensive Design Review: \$500 (per §31.041(3)(d)(1)(a) MGO)
- Minor Alteration to a Comprehensive Sign Plan: \$100 (per §31.041(3)(d)(1)(c) MGO)
- All other sign requests to the Urban Design Commission, including, but not limited to: appeals from the decisions of the Zoning Administrator, requests for signage variances (i.e. modifications of signage height, area, and setback), and additional sign code approvals: \$300 (per §31.041(3)(d)(2) MGO)

A filing fee is not required for the following project applications if part of the combined application process involving both Urban Design Commission and Plan Commission:

- Project in the Downtown Core District (DC), Urban Mixed-Use District (UMX), or Mixed-Use Center District (MXC)
- Project in the Suburban Employment Center District (SEC), Campus Institutional District (CI), or Employment Campus District (EC)
- Planned Development (PD): General Development Plan (GDP) and/or Specific Implementation Plan (SIP)
- Planned Multi-Use Site or Residential Building Complex



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Comprehensive Design Review Criteria. The UDC shall apply the following criteria upon review of an application for a Comprehensive Design Plan.

The following addresses the seven Comprehensive Design Review Criteria:

1. The Sign Plan shall create visual harmony between the signs, building(s), and building site through unique and exceptional use of materials, design, color, any lighting, and other design elements; and shall result in signs of appropriate scale and character to the uses and building(s) on the zoning lot as well as adjacent buildings, structures and uses.

Signage located on the DCDE campus will represent the historical look of the existing structure, and provide a pleasing complimentary look for the new extension of Broadway to Dairy Drive corner visual to the Beltline. The existing building structure on site has a majority traditional brick look to it. We have previously added steel to the exterior look of the building. Our existing steel structure “FGC” sign was a conversion of the existing “drive-up” area of the building. This was very un-pleasing to the eye. The main monument sign along the Beltline will be of the same steel “I=Beam” structure as well as the addition of the historical O.B. McClintock Clock. This will be a refurbished original 11’ high clock internally illuminated. Additional signs located around the driveway and road will match the aesthetically pleasing traditional steel architecture.



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2. Each element of the sign plan shall be found to be necessary due to unique or unusual design aspects in the architecture or limitations in the building site or surrounding environment.

The DCDE campus extends back to Femrite drive and is a total of 14 acres. The existing “Quality Inn” building which we have renovated is a total of 80,000 square feet. Currently the east wing of the facility is being converted and upgraded from the old use. There are data center areas in the West Wing of the facility. There are a total of 4 tenants currently in the building and approximately 65 employees currently working on premises. These quantities can expand with future tenants to over 150 employees. There is ample parking in the front and east side of the building for this future growth. There is a loading dock in the rear of the building. Signs to access the loading docks are also addressed along the side of the building access. A future Dairy Drive expansion site plan is attached to the application. Showing the potential of additional site buildings located along the side and rear of the 4916 E Broadway site. These buildings located past what is visual to the beltline may or may not have the same look and feel of the front building and it’s signs. As these buildings may be accessed from Femrite Drive area and not technically be attached or linked to the primary building. There is one monument sign proposed in this application. We also seek the approval to keep the corporate “FGC” steel sign which has been the anchor of the look of the exterior at 4916 E Broadway.

The size of the monument sign is in proportion with the amount of Beltline frontage and necessary for proper visibility of the campus. The height of the sign we are seeking slight variance due to special characteristics. We also are seeking a variance on the setback due to the proximity of the front parking lot, and the front side walk. Due to the placement of buildings on the site and trajectory of the Beltline, there are limited opportunities to place the sign visible to both east and westbound traffic. The former location of the large “Quality Inn” sign, and what is now the flower bed seems to be the best location. The parking lot is also a limiting factor in how much set back from the sidewalk it can go.

3. The Sign Plan shall not violate any of the state purposes described in Sec. 31.02(1) and 33.24(2).

We confirm that the sign plans are designed to further the goals of safety and aesthetics and achieve the purposes outlined in Sec. 31.02(1) and Sec. 33.24(2).

4. All signs must meet minimum construction requirements under Sec. 31.04(5).

We confirm that all signage will meet the minimum construction requirements under 31.04(5).





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5. The Sign Plan shall not be approved if any element of the plan:
  - a. Presents a hazard to vehicular or pedestrian traffic on public or private property,
  - b. b. Obstructs views at points of ingress or egress of adjoining properties,
  - c. c. Obstructs or impedes the visibility of existing lawful signs on adjacent property, or,
  - d. d. Negatively impacts the visual quality of public or private open space.

We confirm that none of the above exists

6. The Sign Plan may only encompass signs on private property of the zoning lot or building site in question, and shall not approve any signs in the right of way or on private property.

We confirm that the sign plan only encompasses signs on private property of the zoning lot. Additionally, the signage complies with the stated guidelines for signage.

7. The proposal may only encompass signs on private property of the zoning lot or building site in question, and shall not approve any signs in the right of way or on public property.

We confirm that the sign is located on private property.



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Dane County Data Exchange, LLC



**Sign Review- 4916 E Broadway – Madison WI**

**Dane County Data Exchange, LLC**  
4916 E Broadway – Madison

**Sign Review**  
February 24, 2019

## 4916 E Broadway – Madison WI

**Currently 80,000SF Total**

**Appx 30,000SF Occupied**

Property has various uses. One wing houses data center customers in a data center warehousing section. Property has Network services, 7x24 operating NOC. Houses Corporate Headquarters for FGC – Facility Gateway Corporation “Main Entrance”. Also houses Midwest Home Care as tenant. DCDE has a couple of new tenants proposing build outs.



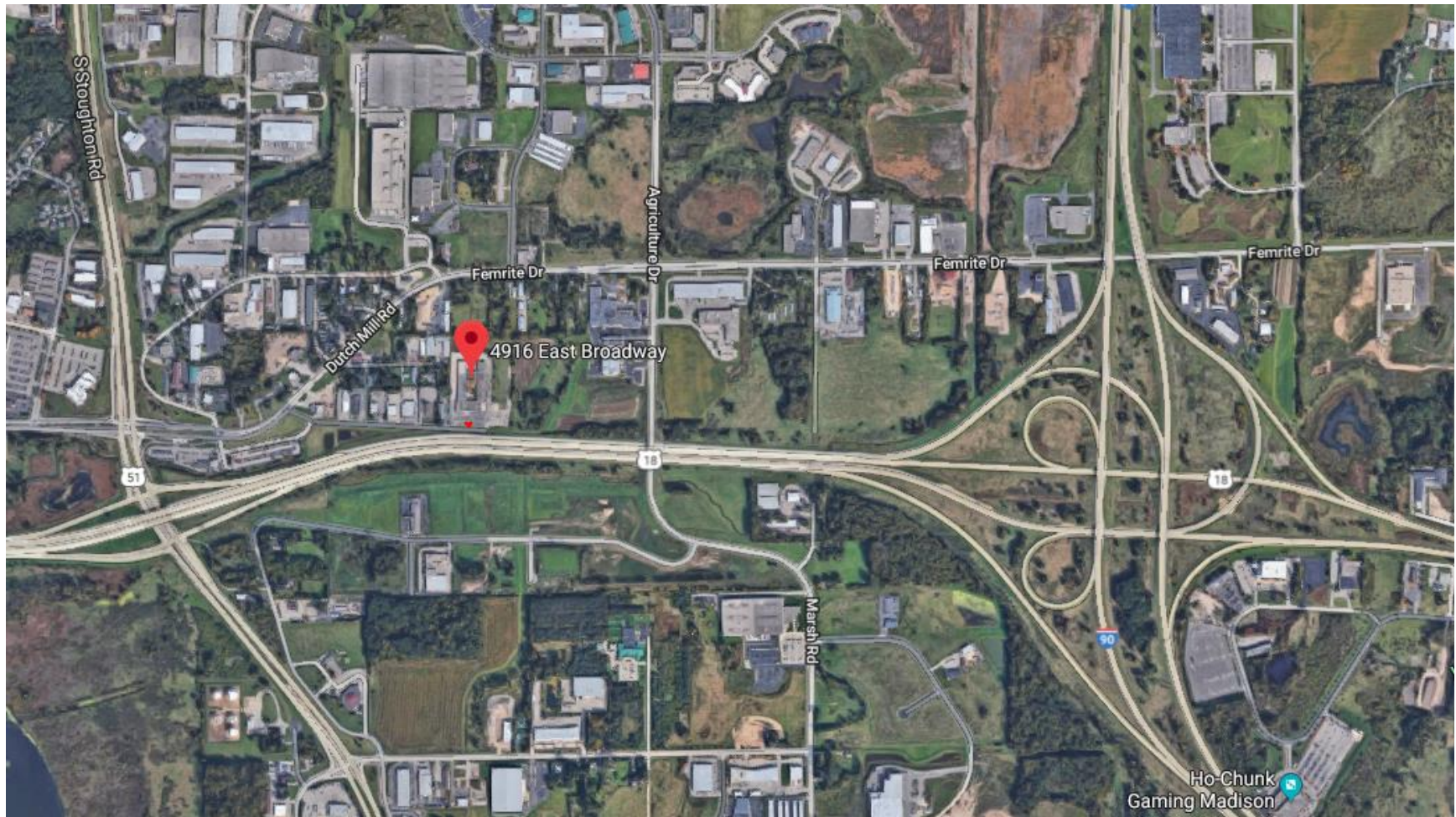
## Proposed New Monument Sign



New Monument Sign with Architectural Working Illuminated O.B. McClintock Clock.



**Property Location: SE Side Madison - 1 mile off I 94**



Red dot represents New Sign Location

**Property Location: End of E Broadway on Beltline Hwy**

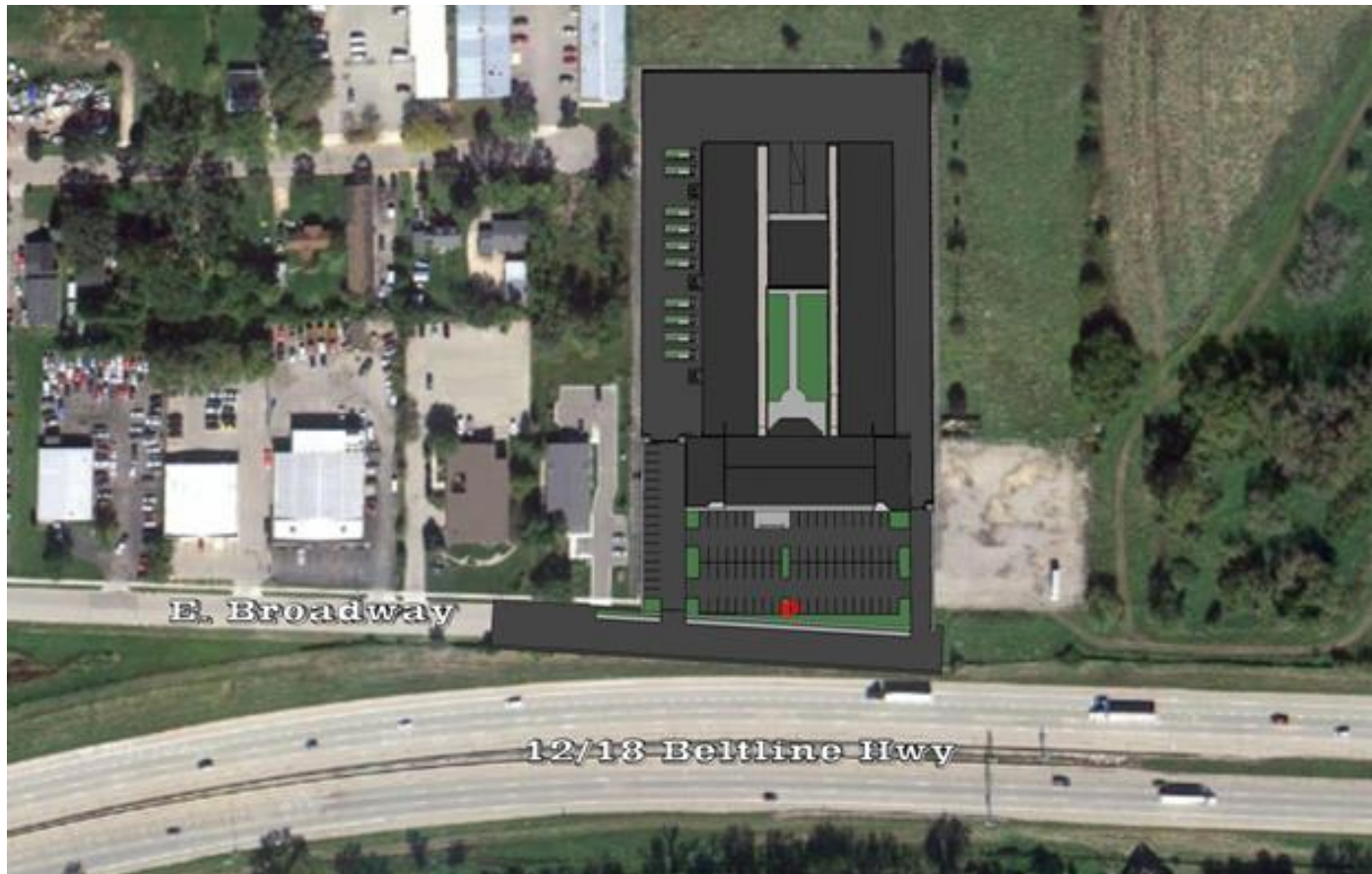


Red dot represents New Sign Location

**Dane County Data Exchange, LLC**  
4916 E Broadway – Madison

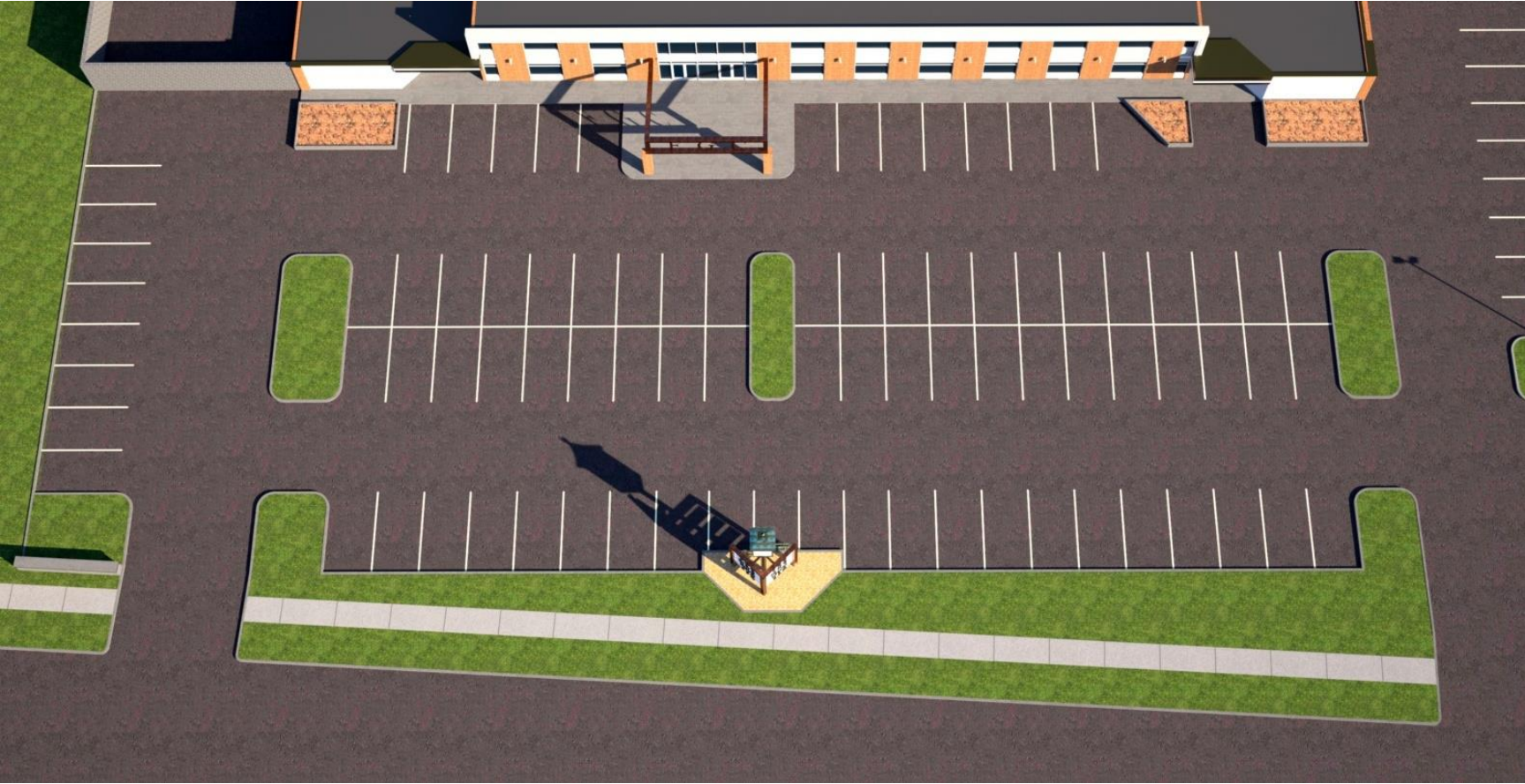
**Sign Review**  
February 24, 2019

**Property Location: Rendering - End of E Broadway on Beltline Hwy**



Red dot represents New Sign Location

**Overhead Render - New Sign in proximity to Building**



## Proposed New Monument Sign



New Monument Sign with Architectural Working Illuminated O.B. McClintock Clock.

## O.B. McClintock Clock as Architectural Element

The **McClintock-Loomis Company** (1908 - 1917) succeeded by the **O. B. McClintock Company** (1917 - 1949) of Minneapolis MN made large **clocks** for banks and other financial institutions. These **clocks** were typically mounted to the side of a bank building and often displayed the name of the institution.





Dane County Data Exchange  
4916 E Broadway – Madison

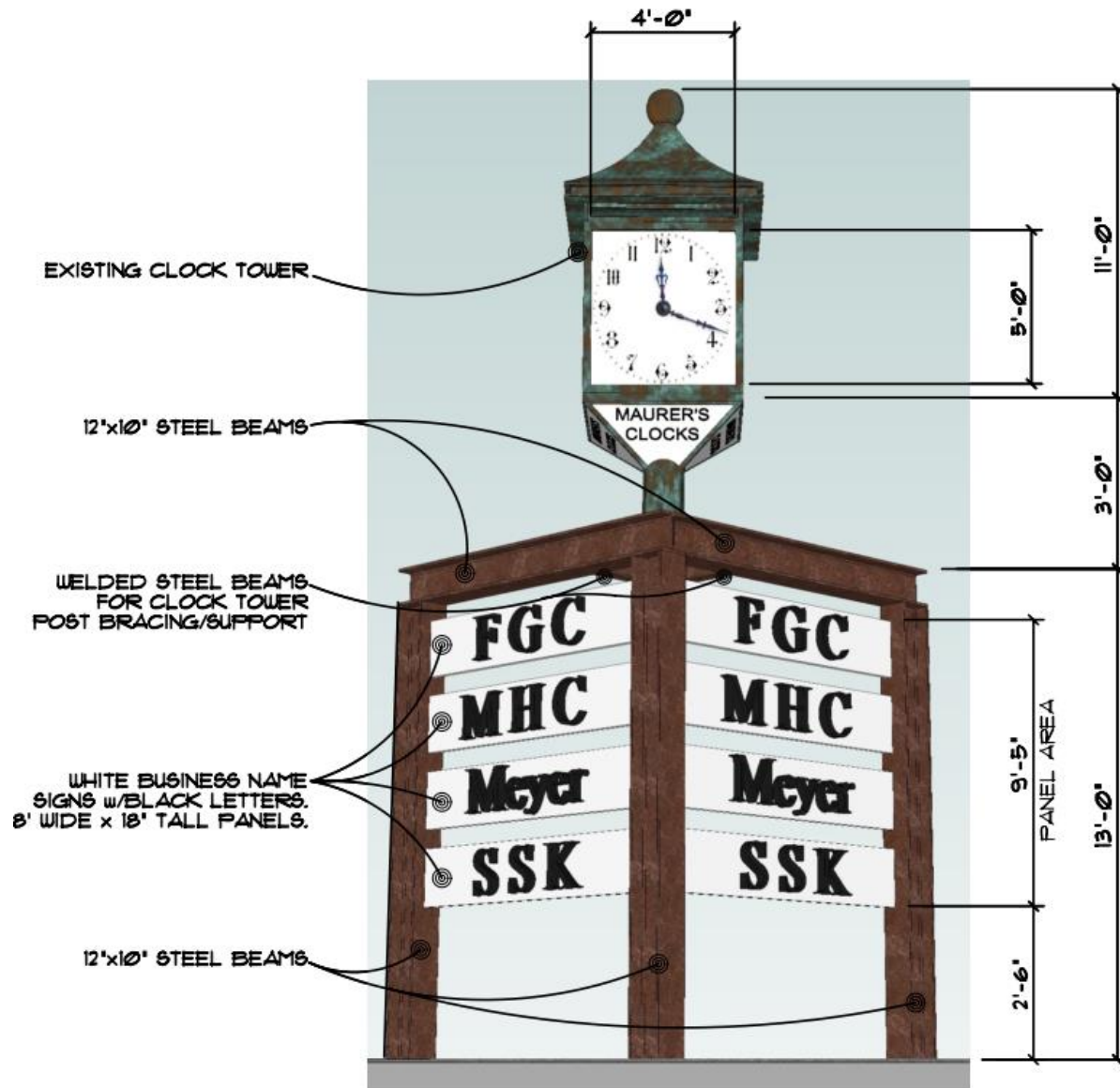
, 2019



**Dane County Data Exchange, LLC**  
4916 E Broadway – Madison

**Sign Review**  
February 24, 2019





## Sign Attributes

Historical and Architectural element of the O.B McLintock Clock

Structural Steel to match the exterior of the Broadway Building

Same exposed Structural Steel found throughout the inside of Broadway Building

Raw Steel Color - Simple Design

White Panels with Black Letters (To Be Approved by Landlord)

Externally Illuminated front led – light activated

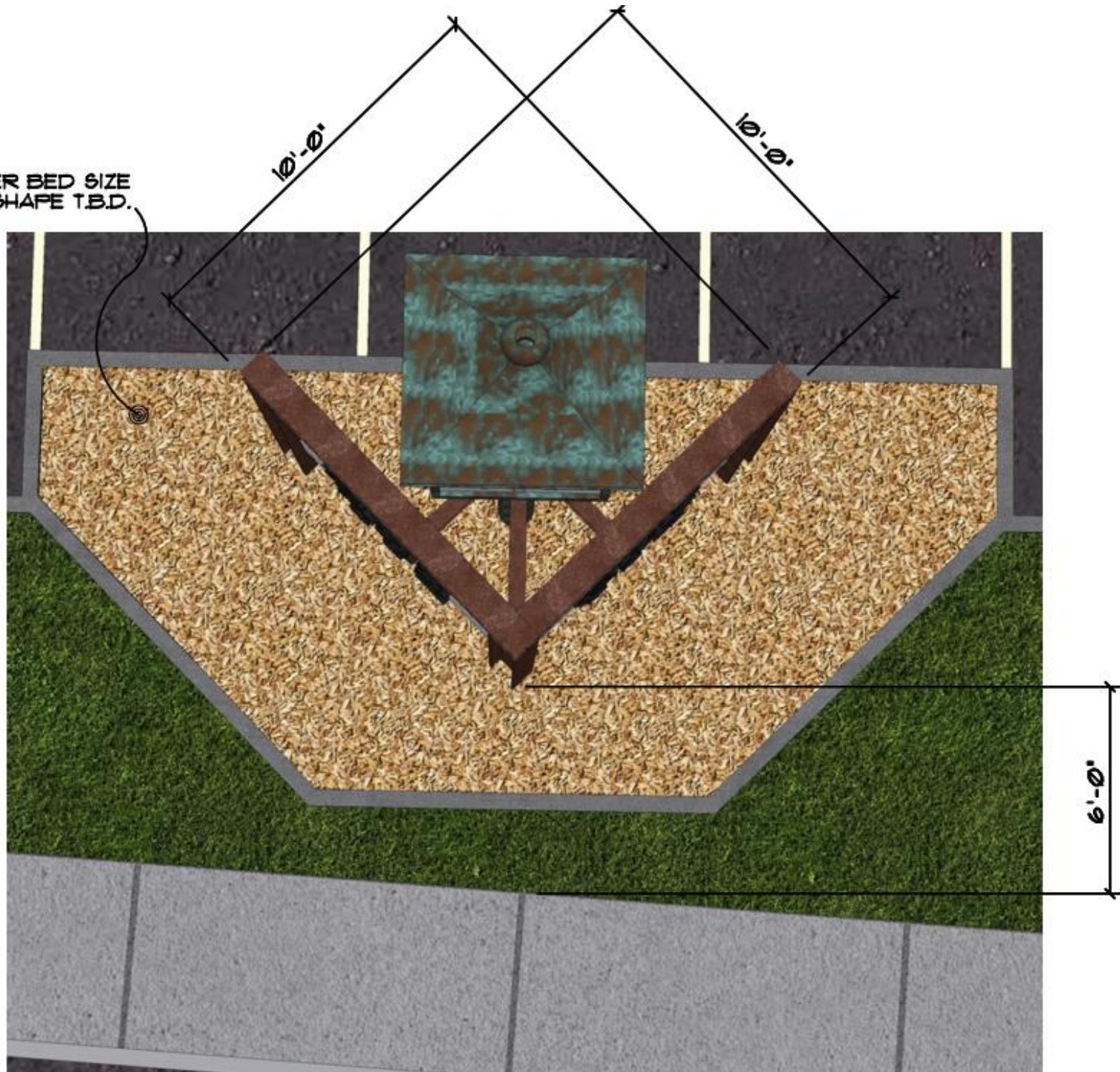
These LED will be mounted off the steel and facing back at the panels. Possible some LED will be top down facing from steel, side facing from steel, and possible for ground mounted facing panels.

Customer Names Black, Tenant Logos may have color

Up to 6 Panels on each Side. Should there be less than 6 panels sign those panels will be removed so that there is only a blank space prior to a printed panel. No blank panels.

“Maurer Clock” Printed Area is Opaque at night, visible during day – not at night

PLANTER BED SIZE  
AND SHAPE T.B.D.

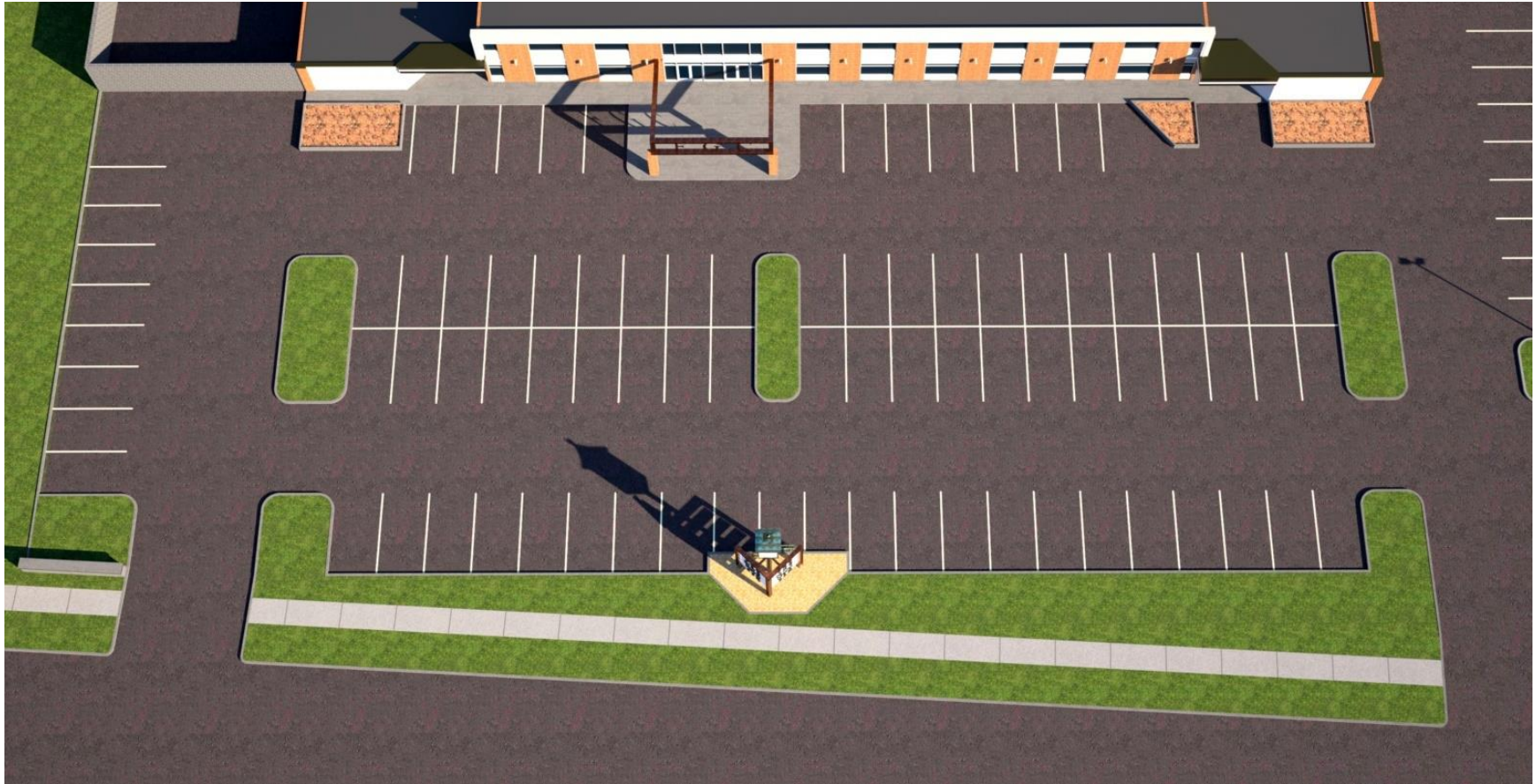


10'-0"

10'-0"

6'-0"

**TOP VIEW**



## West Bound Beltline Hwy View



**Dane County Data Exchange, LLC**  
4916 E Broadway – Madison

**Sign Review**  
February 24, 2019

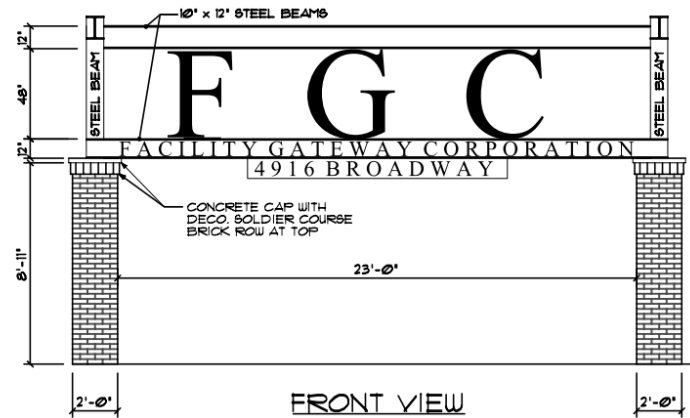
## East Bound Beltline Hwy View



## Beltline Hwy Front View

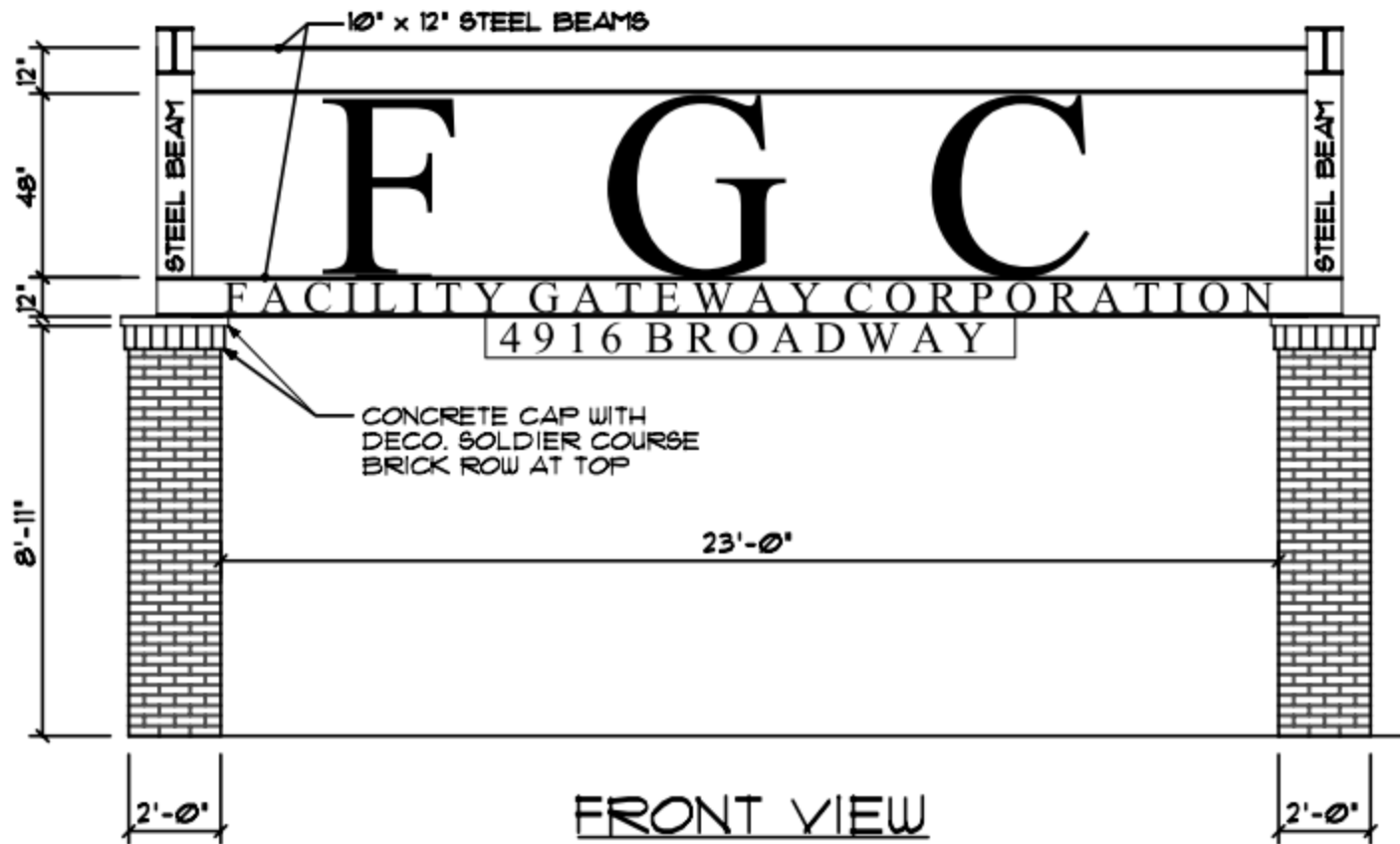


### Previously Constructed Tenant FGC Sign



**FGC Sign As Constructed - I Beam Steel – 10" x 12"**







**Various Present Day Views**



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4916 E Broadway – Madison

**Sign Review**  
February 24, 2019



4910 E Broadway - Madison

February 24, 2019

**West Bound Beltline Hwy**



**Dane County Data Exchange, LLC**  
4916 E Broadway – Madison

**Sign Review**  
February 24, 2019



4910 E Broadway - Madison

February 24, 2019

## East Bound Beltline Hwy



**Dane County Data Exchange, LLC**  
4916 E Broadway – Madison

**Sign Review**  
February 24, 2019



**East Side of Property for future Road / Development**