



URBAN DESIGN COMMISSION APPLICATION CITY OF MADISON

This form may also be completed online at:
<http://www.cityofmadison.com/planning/documents/UDCApplication.pdf>

215 Martin Luther King Jr. Blvd; Room LL-100
PO Box 2985; Madison, Wisconsin 53701-2985
Phone: 608.266.4635 | Facsimile: 608.267.8739

Please complete all sections of the application, including the desired meeting date and the type of action requested.

Date Submitted: <u>July 13, 2016</u>	<input type="checkbox"/> Informational Presentation
UDC Meeting Date: <u>July 27, 2016</u>	<input type="checkbox"/> Initial Approval
Combined Schedule Plan Commission Date (if applicable): _____	<input checked="" type="checkbox"/> Final Approval

1. Project Address: 615 FORWARD DRIVE
Project Title (if any): WMTV STUDIOS

2. This is an application for (Check all that apply to this UDC application):

- New Development
- Alteration to an Existing or Previously-Approved Development

A. Project Type:

- Project in an Urban Design District* (public hearing-\$300 fee)
- Project in the Downtown Core District (DC) or Urban Mixed-Use District (UMX) (\$150 fee, Minor Exterior Alterations)
- Suburban Employment Center (SEC) or 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 Planned Residential Complex

B. Signage:

- Comprehensive Design Review* (public hearing-\$300 fee)
- Street Graphics Variance* (public hearing-\$300 fee)
- Signage Exception(s) in an Urban Design District (public hearing-\$300 fee)

C. Other:

Please specify: _____

3. Applicant, Agent & Property Owner Information:

Applicant Name: DON VESELY Company: GRAY TV / WMTV
 Street Address: 615 FORWARD DR City/State: MADISON / WI Zip: 53711
 Telephone: (608) 443 0201 Fax: (_____) Email: dvesely@nbc15.com

Project Contact Person: Buzz Leffelman Company: PARTNERS BY DESIGN
 Street Address: 213 W INSTITUTE PL # 203 City/State: CHICAGO / IL Zip: 60610
 Telephone: (312) 649 1111 Fax: (_____) Email: leffelman@pbddinc.com

Project Owner (if not applicant): _____
 Street Address: _____ City/State: _____ Zip: _____
 Telephone: (_____) Fax: (_____) Email: _____

4. Applicant Declarations:

A. Prior to submitting this application, the applicant is required to discuss the proposed project with Urban Design Commission staff. This application was discussed with AL MARTIN MATT TUCCIO on 07/12/2016 via PHONE w/ CONTRACTOR.
(name of staff person) (date of meeting)

B. 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: JOSEPH (BUZZ) LEFFELMAN Relationship to Property: ARCHITECT
 Authorized Signature: Joseph B Leffelman Date: 2016/07/13



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PO Box 2985; Madison, Wisconsin 53701-2985
Phone: 608.266.4635 | Facsimile: 608.267.8739

Please complete all sections of the application, including the desired meeting date and the type of action requested.

Date Submitted: <u>10/07/2015</u>	<input type="checkbox"/> Informational Presentation
UDC Meeting Date: <u>11/04/2015</u>	<input type="checkbox"/> Initial Approval
Combined Schedule Plan Commission Date (if applicable): _____	<input checked="" type="checkbox"/> Final Approval

1. Project Address: 015 FORWARD DRIVE
Project Title (if any): WMTV STUDIOS

2. This is an application for (Check all that apply to this UDC application):

- New Development
- Alteration to an Existing or Previously-Approved Development

A. Project Type:

- Project in an Urban Design District* (public hearing-\$300 fee)
- Project in the Downtown Core District (DC) or Urban Mixed-Use District (UMX) (\$150 fee, Minor Exterior Alterations)
- Suburban Employment Center (SEC) or 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 Planned Residential Complex

B. Signage:

- Comprehensive Design Review* (public hearing-\$300 fee)
- Street Graphics Variance* (public hearing-\$300 fee)
- Signage Exception(s) in an Urban Design District (public hearing-\$300 fee)

C. Other:

Please specify: _____

3. Applicant, Agent & Property Owner Information:

Applicant Name: JASON EFFINGER
Street Address: 3501 FAMAN ST.
Telephone: (402) 440.1557 Fax: ()

Company: GRAY TV
City/State: OMAHA, NE Zip: 68131
Email: JASON.EFFINGER@GRAY.TV

Project Contact Person: RICH VAN ZEYL
Street Address: 213 W. INSTITUTE PLACE
Telephone: (312) 870.1131 Fax: ()

Company: PARTNERS BY DESIGN
City/State: CHICAGO, IL Zip: 60610
Email: VANZEYL@PBDINC.COM

Project Owner (if not applicant): _____
Street Address: _____
Telephone: () Fax: ()

City/State: _____ Zip: _____
Email: _____

4. Applicant Declarations:

A. Prior to submitting this application, the applicant is required to discuss the proposed project with Urban Design Commission staff. This application was discussed with AL MARTIN, MATTHEW IVANKO on 09/23/2015
(name of staff person) (date of meeting)

B. 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: RICH VAN ZEYL
Authorized Signature: [Signature]

Relationship to Property: ARCHITECT
Date: 10.07.2015

City of Madison
Urban Design Commission
210 Martin Luther King Jr Blvd
Room LL-100
Madison, WI 53703

October 7, 2015

RE: Signage Application for 615 Forward Drive

Dear Sir or Madame,

On behalf of the design team and WMTV, I would like to make our formal submittal for the proposed signage on the new building at 615 Forward Drive. The design of the new building was submitted for review and approval on September 16, after an initial submittal on August 19, and presentation to the committee on September 2. This separate signage submission is in response to comments received at the UDC informational presentation, and a subsequent meeting with city staff on September 23. This letter and associated drawings is intended to supplement the full package of drawings that describe the project in full.

Signage Summary

Existing Signage on Site

There are currently two billboards along the beltline highway at the north end of the site, which will be removed as part of this project. Additionally, there is a wall sign on the existing building, which will be demolished once the new facility is up and running. The total for these three elements are 293 sf (billboard #1), 864 sf (billboard #2), and 59 sf (wall sign) for a total of 1,216 sf of signage to be removed from the site as part of this project.

Proposed Signage on Site

There are a total of five new signs that are proposed on the site related to the new building project, three wall signs, and two monument signs. We are requesting exceptions to two ordinance requirements to allow for these signs to be erected as designed. The signage can be summarized as follows:

Wall Signs

- Wall Sign 'A' – North Façade 'WMTV' call letters – 87 sf
- Wall Sign 'B' – West Face '15' station number identification – 29 sf
- Wall Sign 'C' – Gray TV Logo – 31

All three wall signs are fixed to exterior walls attached to the building. Wall signs 'A' & 'B' will be 8" deep internally lit acrylic letters mounted to an opaque corrugated metal panel wall system. The adjacent panels around the sign will be perforated and back lit, but the area directly behind the sign will be opaque and therefore not back lit, per the request of city staff at our meeting on September 23. The



wall upon which Wall sign 'C' is attached returns back to the building, and is not a free standing planter wall, per the request of city staff.

We are requesting an exception for wall signs 'A' & 'B', given that Sec. 33.24(9)(d)4.b.viii limits to the net area of an attached wall sign to 40 sf. We feel that given the scale of the building, its orientation to the beltline, and the speed of the traffic, an exemption to this size limit is reasonable to allow the sign to be identifiable and legible from the nearest road at prevailing speeds. A 40 sf sign at these locations would not be legible from the beltline, disproportional to the size of the building, and therefore ineffective. These proposed signs are well below the limits outlined in Chapter 31 of the signage control ordinance, which would dictate if this site is not subject to the requirements of the UDC district and Chapter 33.

Monument Signs

Monument Sign 'A' – Visitor entrance drive – 36 sf

Monument Sign 'B' – Employee entrance drive – 36 sf

We are requesting an exception to the 20'-0" setback requirement for these two monument signs as described in Sec. 33.24(9)(d)4.b.vi, to allow for a setback of 7'-0" from the property line. These monument signs are near the end of a cul-de-sac portion of the road, and only visible to drivers visiting this building. With a speed limit of 35 MPH it is important to have the signs as close to the road and entrances they identify, to make sure visitors do not try to enter a secure driveway with no turnaround. We feel that a 20'-0" setback is too great, and a lesser setback will allow for a more effective sign.

Please find attached our drawing submission that describes the proposed signage for the project. If you have any questions about the project, please feel free to contact me to discuss. Thank you so much for your attention.

Kind Regards,

Rich Van Zeyl, AIA, LEED-AP

Director

Partners by Design

213 W Institute Place | Suite 203

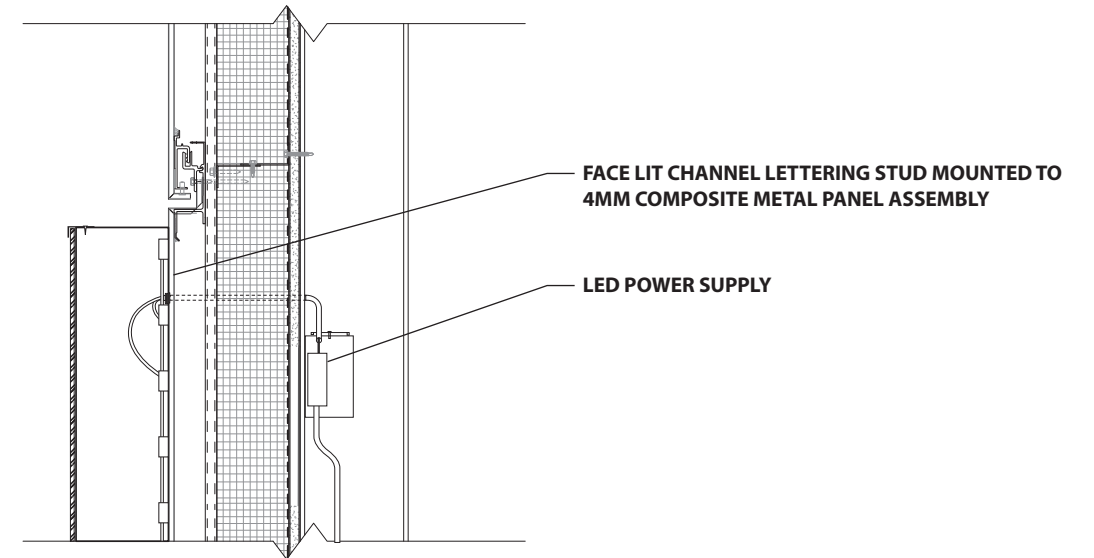
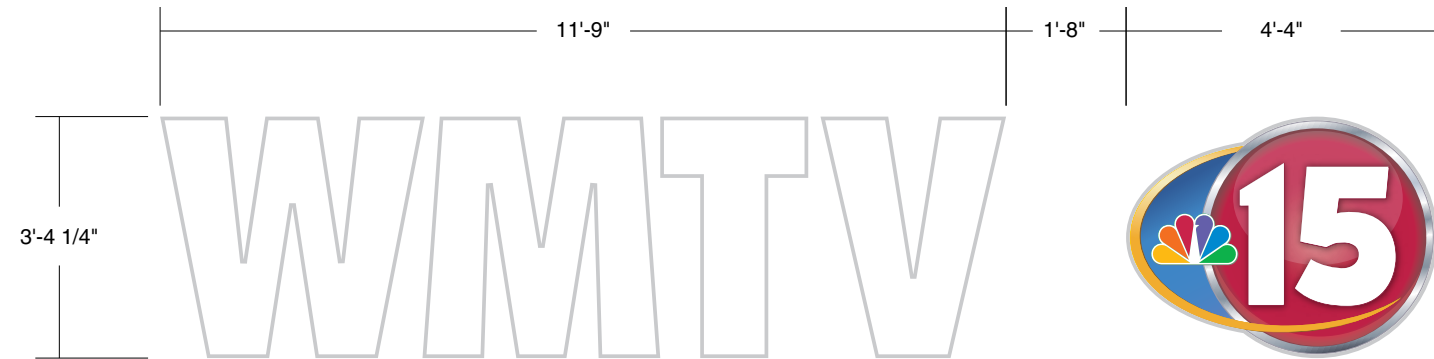
Chicago, IL 60610

T 312.649.1111 | D 312.870.1131 | M 708.522.4253

vanzeyl@pbdinc.com

GRAY TV - SIGNAGE

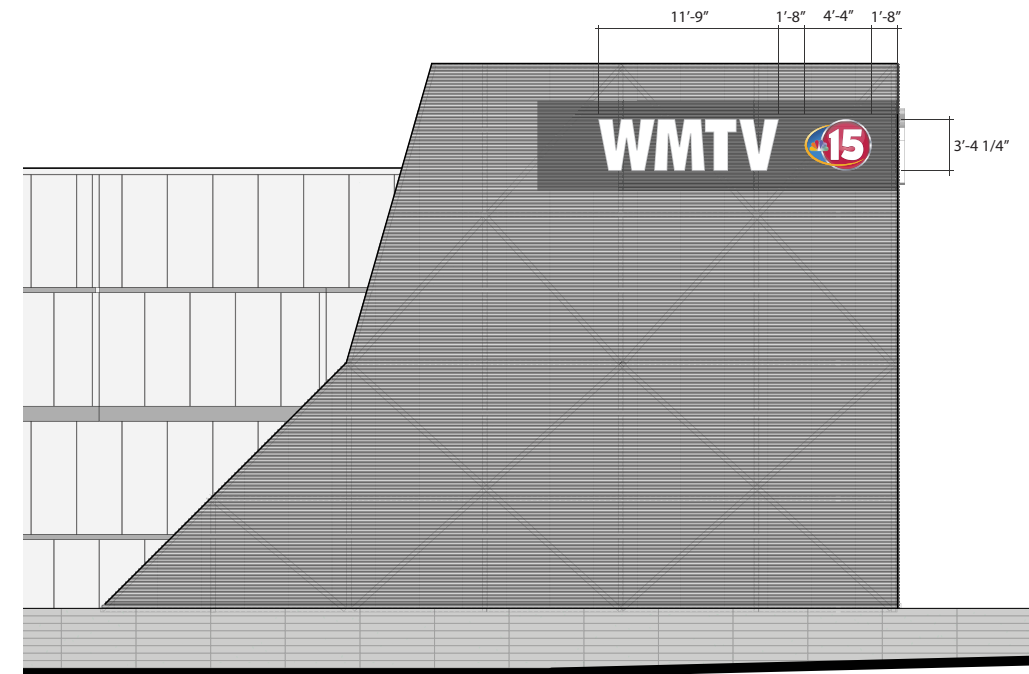
WALL SIGN A



MOUNTING DETAIL
SCALE: NTS

GRAY TV / CHANNEL LETTERING

- ONE (1) SET OF FACE LIT CHANNEL LETTERING
- 5" DEEP STAINLESS STEEL RETURNS (316 DIRECTIONAL SATIN FINISH #4 STAINLESS STEEL)
- 3/16" WHITE LEXAN FACES W/ EXTRUDED ALUMINUM F-MOLDING W/ MAP PAINTED FINISH TO MATCH RETURNS
- .090 ALUMINUM BACKS
- WHITE LED ILLUMINATION (RGB LEDES)



NORTH ELEVATION
SCALE: NTS



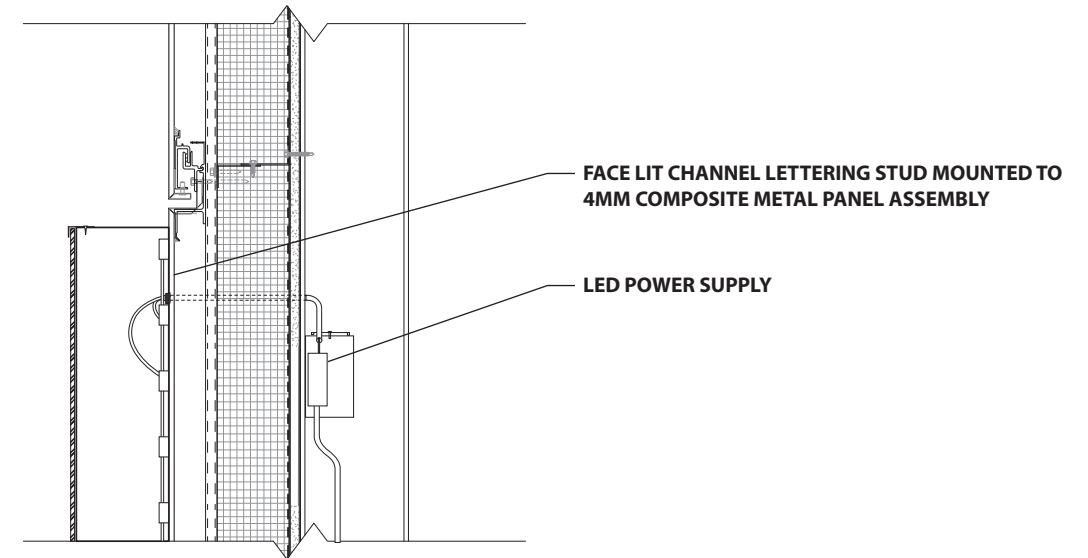
"We Project Your Image"

PH: (262) 554-6066
TOLL FREE: (800) 554-8110

Client: FINDORFF - GRAY TV Address: 615 FORWARD ST. City, State: MADISON, WI 53711 Sales Rep: JON KLEMA	Date: 4-12-16 Drawing #: 1(1)	REVISION △ 6-27-16 △ △ △ △	Illumination: <input type="checkbox"/> NO <input checked="" type="checkbox"/> YES TYPE LED <input checked="" type="checkbox"/> SINGLE SIDED <input type="checkbox"/> DOUBLE SIDED Electrical Requirements: <input checked="" type="checkbox"/> 120 <input type="checkbox"/> 277 Quantity: 1	Paint Colors (AkzoNobel): <input checked="" type="checkbox"/> MOLDING TO MATCH STAINLESS <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	Vinyl Film Colors (3M Scotchcal): <input checked="" type="checkbox"/> DIGITALLY PRINTED <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	Client Signature: _____ Signature Date NOTICE: Michael's Signs, Inc. does NOT provide primary electrical to sign location - RESPONSIBILITY OF OTHERS The ideas and designs contained in this original and unpublished drawing are the sole property of Michael's Signs, Inc. and MAY NOT BE USED OR REPRODUCED in whole or in part without written permission.
	Sheet: 1 of 1 Scale: 3/8"=1' Designer: KD	Sign Specifications: NOTED ABOVE				

NOTE: DUE TO THE PHYSICAL LIMITATIONS OF THE PAPER AND INK INVOLVED IN THIS PRINTING PROCESS, THIS CUSTOM ARTWORK IS NOT INTENDED TO PROVIDE AN EXACT MATCH TO THE ACTUAL FINISHED PAINTED PRODUCT.

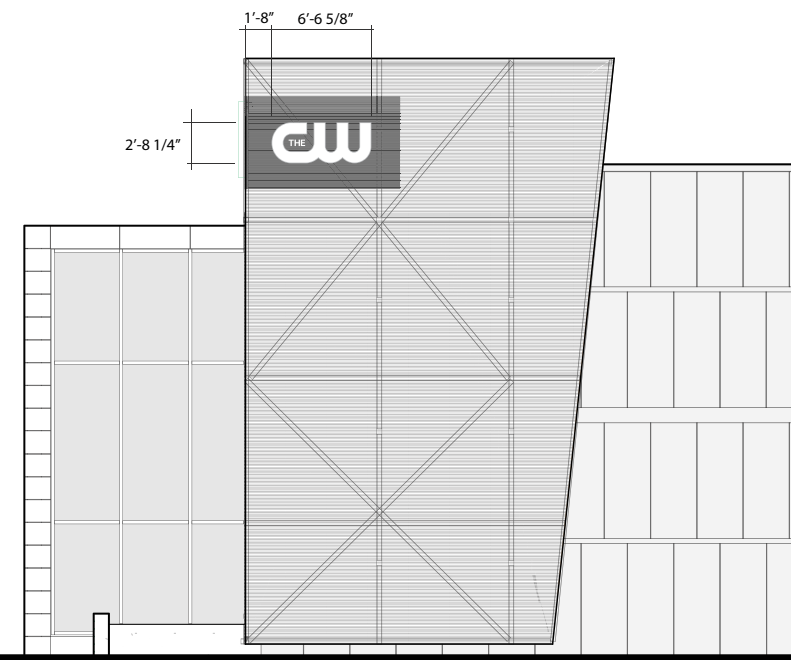
WALL SIGN B




MOUNTING DETAIL
SCALE: NTS

GRAY TV / CHANNEL LETTERING

- ONE (1) SET OF FACE LIT CHANNEL LETTERING
- 5" DEEP STAINLESS STEEL RETURNS (316 DIRECTIONAL SATIN FINISH #4 STAINLESS STEEL)
- 3/16" WHITE LEXAN FACES W/ EXTRUDED ALUMINUM F-MOLDING W/ MAP PAINTED FINISH TO MATCH RETURNS
- .090 ALUMINUM BACKS
- WHITE LED ILLUMINATION (RGB LEDS)
- "THE"
- NON-ILLUMINATED PLATE LETTERING
- ROUTED 1/4" PLATE ALUMINUM LETTERING W/ MAP PAINTED FINISH
- LETTERING MOUNTED FLUSH TO FASCIA



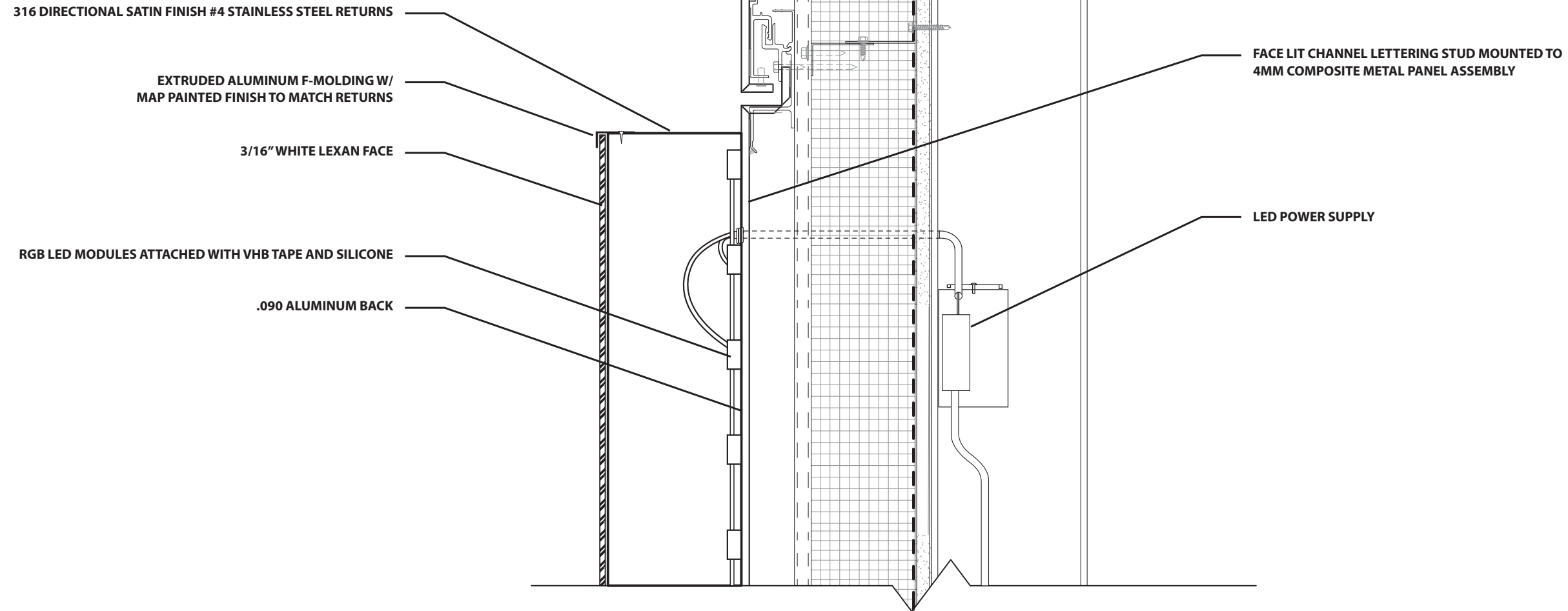
WEST ELEVATION
SCALE: NTS

 <p><i>"We Project Your Image"</i></p> <p>PH: (262) 554-6066 TOLL FREE: (800) 554-8110</p>	Client: FINDORFF - GRAY TV	Date: 4-12-16	REVISION		Illumination: <input type="checkbox"/> NO <input checked="" type="checkbox"/> YES TYPE LED <input checked="" type="checkbox"/> SINGLE SIDED <input type="checkbox"/> DOUBLE SIDED	Paint Colors (AkzoNobel): <input checked="" type="checkbox"/> MOLDING TO MATCH STAINLESS	Vinyl Film Colors (3M Scotchcal): <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	Client Signature: _____
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	City, State: MADISON, WI 53711	Sheet: 1 of 1	7-7-16		Sign Specifications: NOTED ABOVE			NOTICE: Michael's Signs, Inc. does NOT provide primary electrical to sign location - RESPONSIBILITY OF OTHERS The ideas and designs contained in this original and unpublished drawing are the sole property of Michael's Signs, Inc. and MAY NOT BE USED OR REPRODUCED in whole or in part without written permission.
	Sales Rep: JON KLEMA	Scale: 3/4"=1'						
		Designer: KD						

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GRAY TV - SIGNAGE

WALL SIGNS A & B
FABRICATION DETAILS



MOUNTING DETAIL
SCALE: NTS



"We Project Your Image"

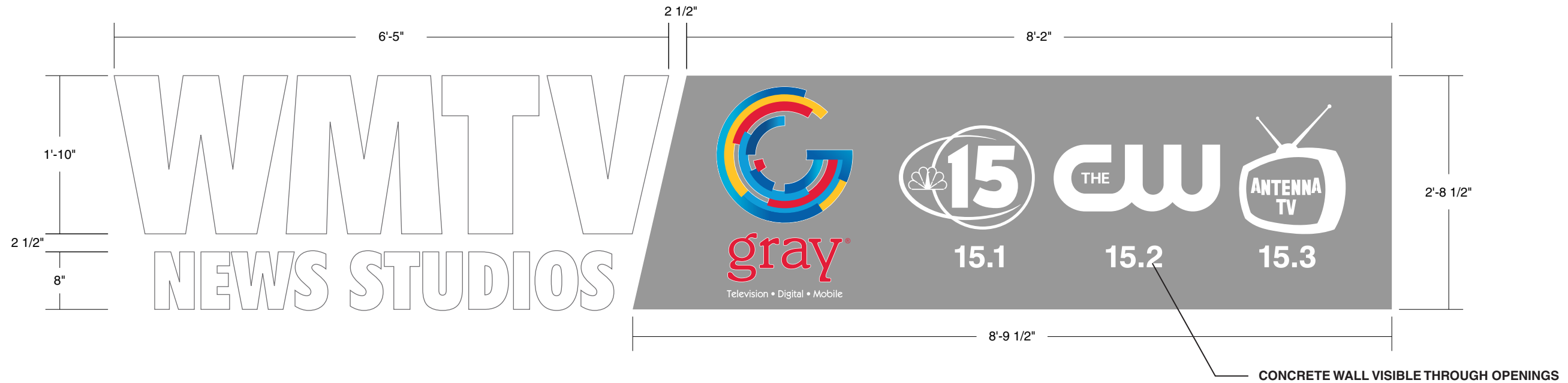
PH: (262) 554-6066
TOLL FREE: (800) 554-8110

Client: FINDORFF - GRAY TV Address: 615 FORWARD ST. City, State: MADISON, WI 53711 Sales Rep: JON KLEMA	Date: 4-12-16	REVISION		Illumination: <input type="checkbox"/> NO <input checked="" type="checkbox"/> YES TYPE LED <input checked="" type="checkbox"/> SINGLE SIDED <input type="checkbox"/> DOUBLE SIDED	Paint Colors (AkzoNobel): <input checked="" type="checkbox"/> MOLDING TO MATCH STAINLESS	Vinyl Film Colors (3M Scotchlcal):	Client Signature:
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	Sheet: 1 of 1	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	Sign Specifications: NOTED ABOVE		<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	NOTICE: Michael's Signs, Inc. does NOT provide primary electrical to sign location - RESPONSIBILITY OF OTHERS
	Scale: -	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>			<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	The ideas and designs contained in this original and unpublished drawing are the sole property of Michael's Signs, Inc. and MAY NOT BE USED OR REPRODUCED in whole or in part without written permission.
	Designer: KD	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>			<input type="checkbox"/> <input type="checkbox"/>	

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GRAY TV - SIGNAGE

WALL SIGN C

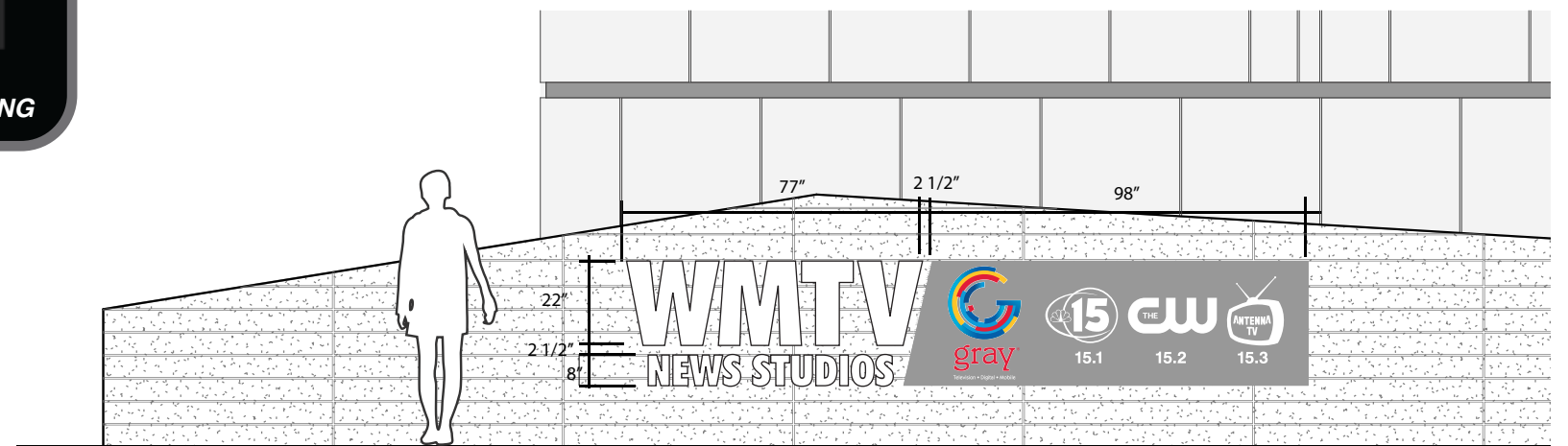


GRAY TV / REVERSE CHANNEL LETTERING
 ONE (1) SINGLE SIDED, ILLUMINATED BUILDING SIGN
 "WMTV NEWS STUDIOS"

- 5" DEEP STAINLESS STEEL RETURNS (316 DIRECTIONAL SATIN FINISH #4 STAINLESS STEEL)
- 3/8" WHITE PLEXI FACES FASTENED TO LETTER RETURNS (TRIMLESS)
- .063 ALUMINUM BACKS
- WHITE LED ILLUMINATION (RGB LEDES)

"CABINET"

- 5" DEEP CUSTOM FABRICATED ALUMINUM CABINET W/ WHITE LED ILLUMINATION
- GRAY TV LOGO - ROUTED 1/8" ALUMINUM FACE BACKED W/ 1/2" CLEAR PUSH THRU PLEXI
- GRAY TV SUBTEXT - 3M WHITE VINYL LETTERING APPLIED FIRST SURFACE TO CABINET
- STATION LOGOS - ROUTED 1/8" ALUMINUM FACE W/ CONCEALED LED LIGHTING TO GENTLY ILLUMINATE THE PERIMETER OF THE LETTERING



SOUTH FACADE
 SCALE: NTS

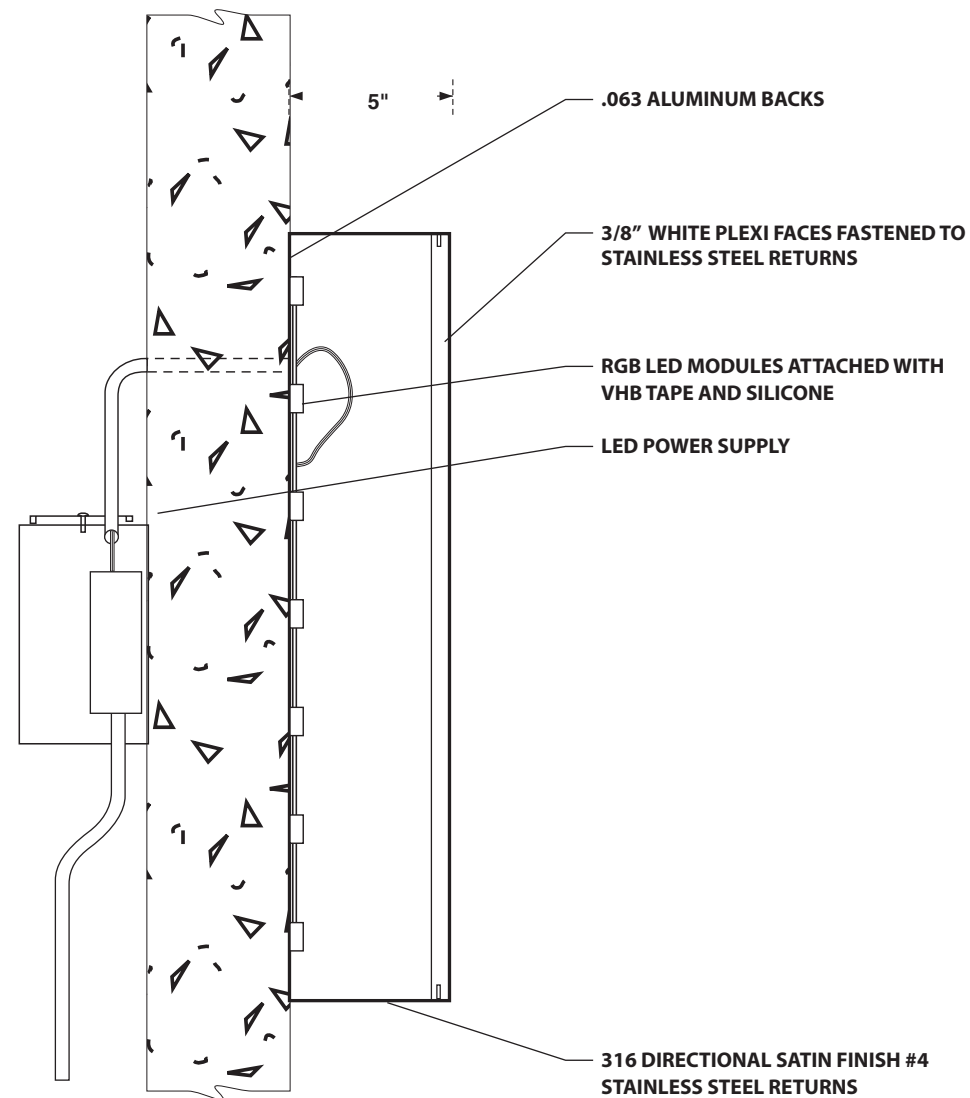


"We Project Your Image"

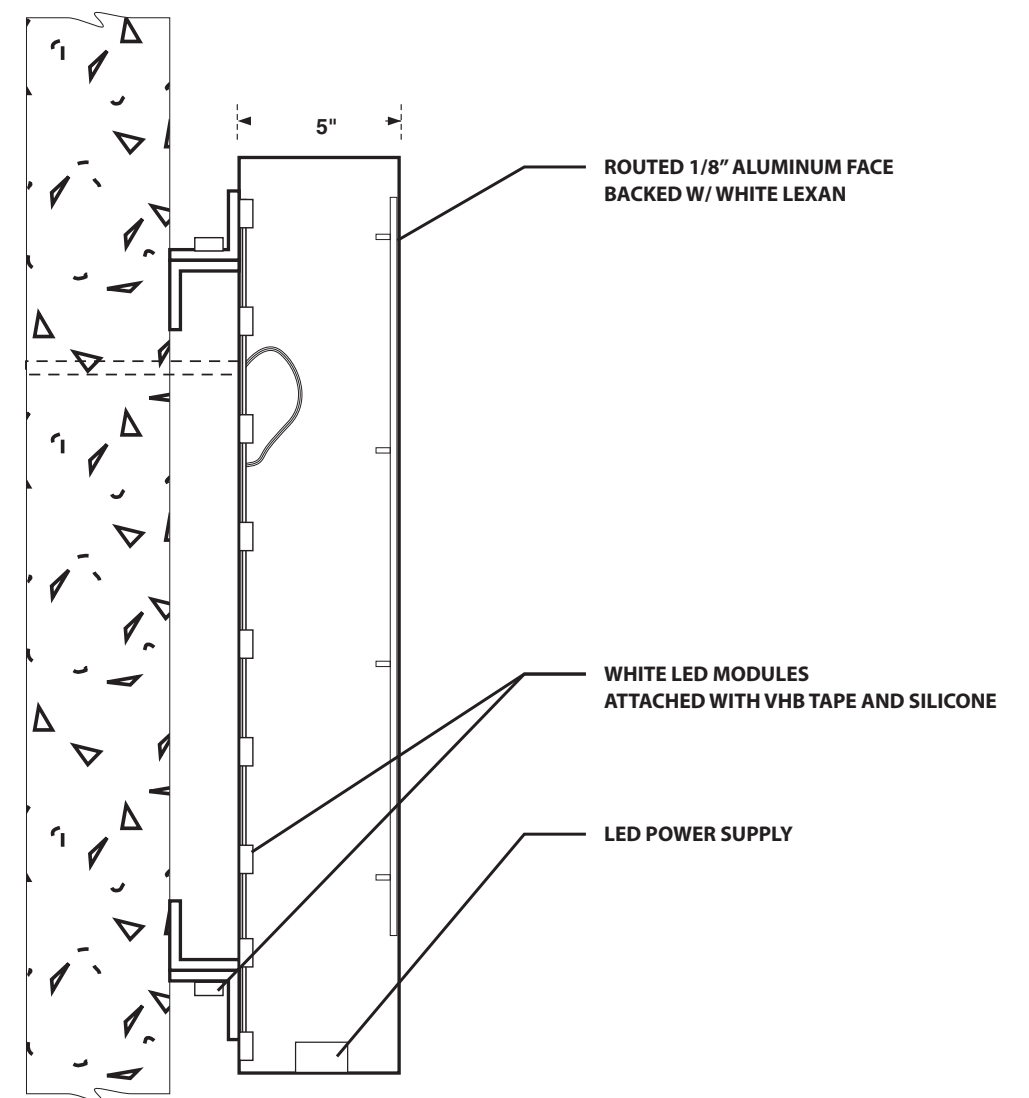
PH: (262) 554-6066
 TOLL FREE: (800) 554-8110

Client: FINDORFF - GRAY TV Address: 615 FORWARD ST. City, State: MADISON, WI 53711 Sales Rep: JON KLEMA	Date: 4-12-16	REVISION		Illumination: <input type="checkbox"/> NO <input checked="" type="checkbox"/> YES TYPE LED	<input checked="" type="checkbox"/> SINGLE SIDED <input type="checkbox"/> DOUBLE SIDED	Paint Colors (AkzoNobel): <input checked="" type="checkbox"/> TO MATCH CORRUGATED PANELS	Vinyl Film Colors (3M Scotchcal): <input checked="" type="checkbox"/> DIGITALLY PRINTED	Client Signature: _____ Signature _____ Date _____	
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	Scale: 3/4"=1'	Designer: KD	7-7-16	The ideas and designs contained in this original and unpublished drawing are the sole property of Michael's Signs, Inc. and MAY NOT BE USED OR REPRODUCED in whole or in part without written permission.					
	Scale: 3/4"=1'	Designer: KD	7-7-16	NOTE: DUE TO THE PHYSICAL LIMITATIONS OF THE PAPER AND INK INVOLVED IN THIS PRINTING PROCESS, THIS CUSTOM ARTWORK IS NOT INTENDED TO PROVIDE AN EXACT MATCH TO THE ACTUAL FINISHED PAINTED PRODUCT.					
	Scale: 3/4"=1'	Designer: KD	7-7-16						


WALL SIGN C - OPTION A
FABRICATION DETAILS



CHANNEL LETTER MOUNTING DETAIL
SCALE: NTS

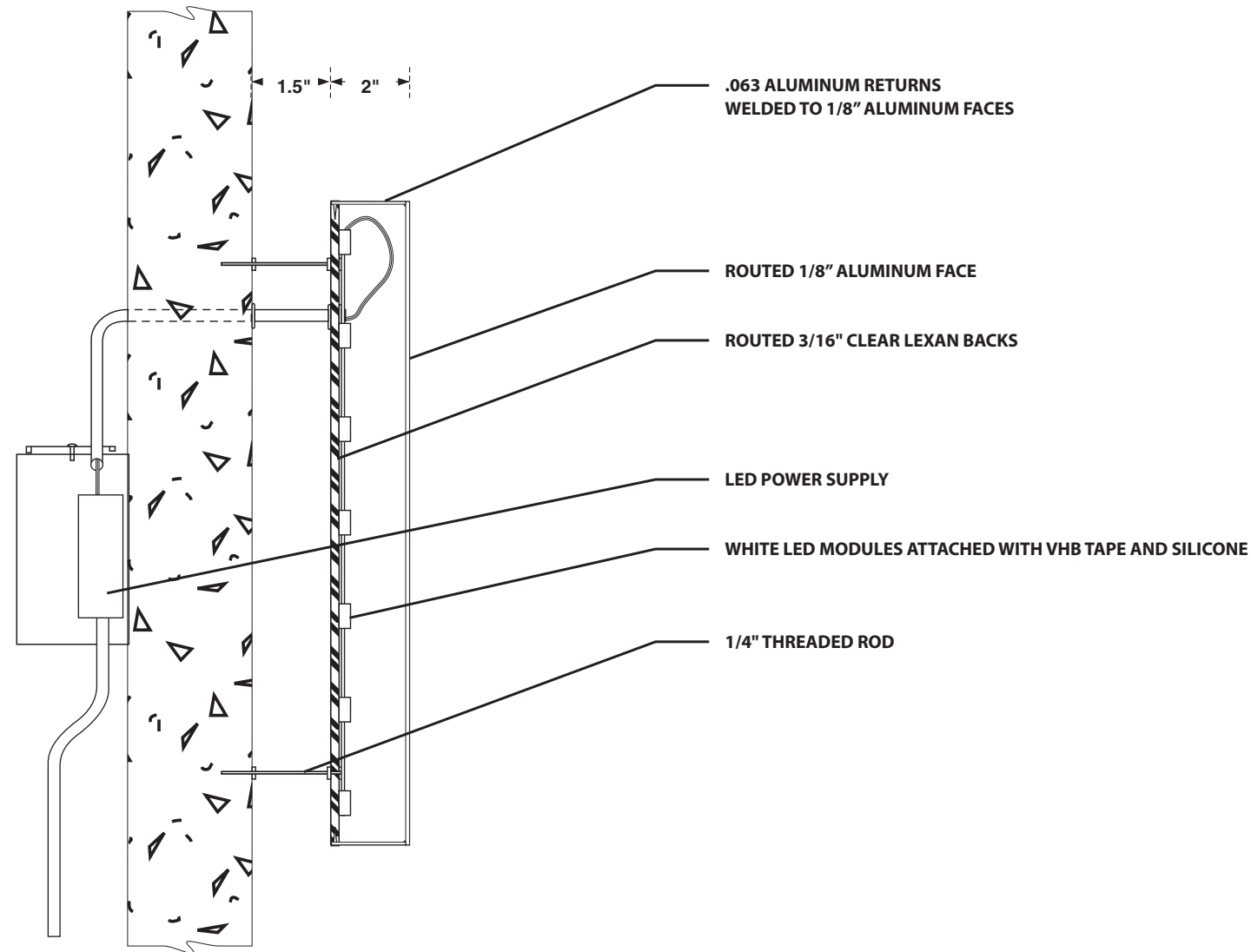


CABINET SIGN MOUNTING DETAIL
SCALE: NTS

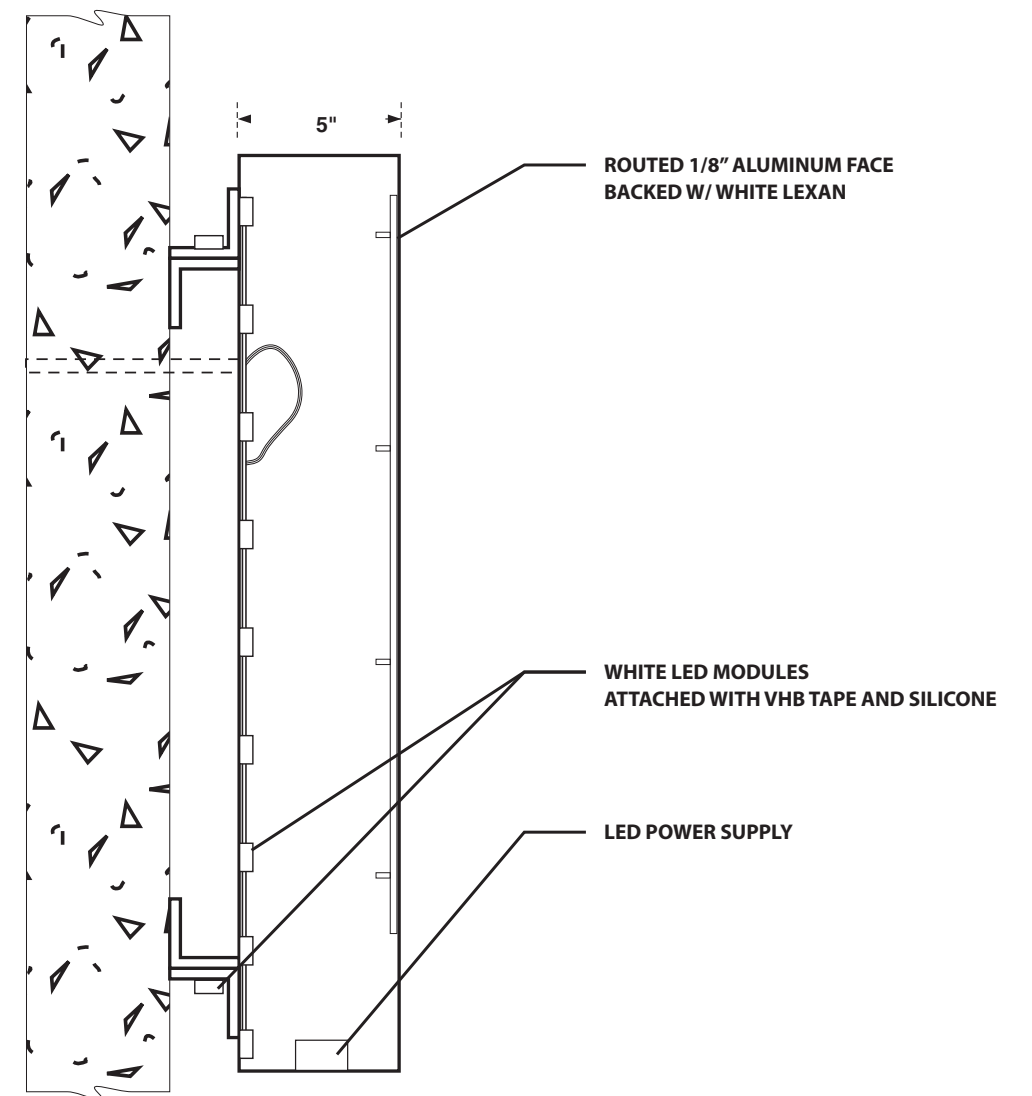
 <p><i>"We Project Your Image"</i></p> <p>PH: (262) 554-6066 TOLL FREE: (800) 554-8110</p>	Client: FINDORFF - GRAY TV	Date: 4-12-16	REVISION		Illumination: <input type="checkbox"/> NO <input checked="" type="checkbox"/> YES TYPE LED	<input checked="" type="checkbox"/> SINGLE SIDED <input type="checkbox"/> DOUBLE SIDED	Paint Colors (AkzoNobel):	Vinyl Film Colors (3M Scotchcal):	Client Signature:
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	Address: 615 FORWARD ST.	Scale: -	△	△	Sign Specifications: NOTED ABOVE		<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	NOTICE: Michael's Signs, Inc. does NOT provide primary electrical to sign location - RESPONSIBILITY OF OTHERS
	City, State: MADISON, WI 53711	Designer: KD	△	△			The ideas and designs contained in this original and unpublished drawing are the sole property of Michael's Signs, Inc. and MAY NOT BE USED OR REPRODUCED in whole or in part without written permission.		
	Sales Rep: JON KLEMA	△	△	△					

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WALL SIGN C - OPTION B
FABRICATION DETAILS



CHANNEL LETTER MOUNTING DETAIL
SCALE: NTS

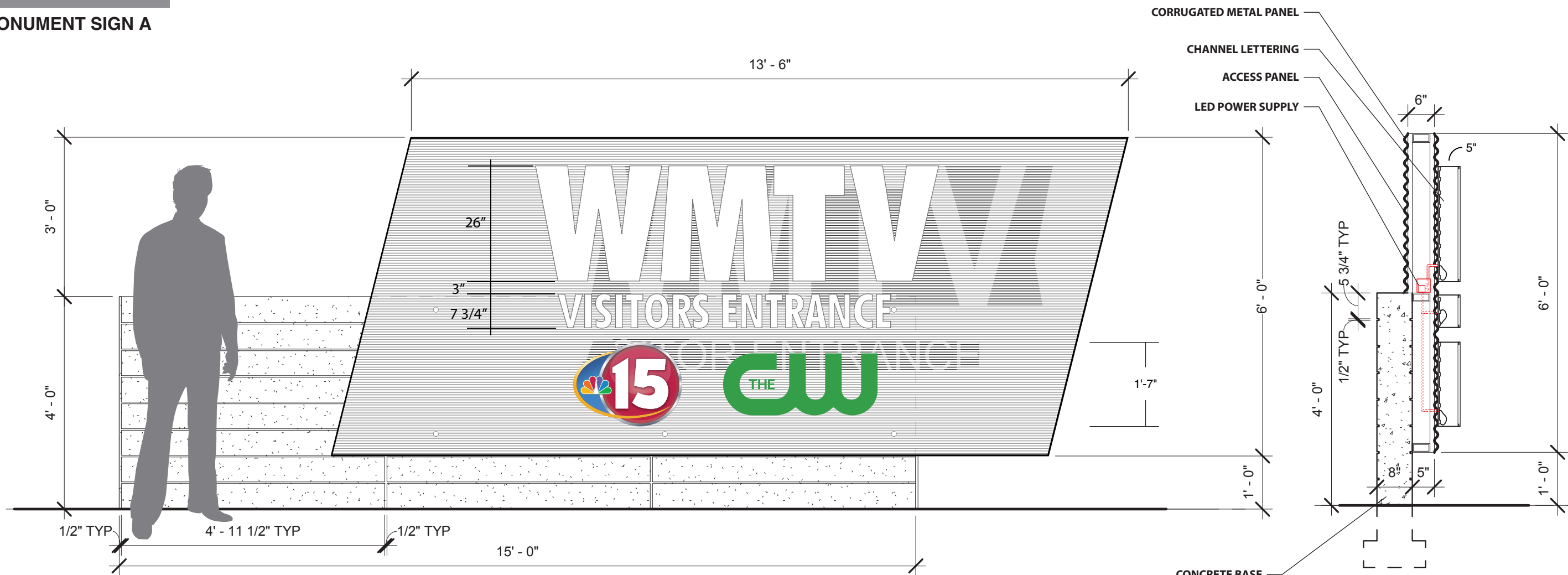


CABINET SIGN MOUNTING DETAIL
SCALE: NTS

 "We Project Your Image" PH: (262) 554-6066 TOLL FREE: (800) 554-8110	Client: FINDORFF - GRAY TV	Date: 4-12-16	REVISION		Illumination: <input type="checkbox"/> NO <input checked="" type="checkbox"/> YES TYPE LED	<input checked="" type="checkbox"/> SINGLE SIDED <input type="checkbox"/> DOUBLE SIDED	Paint Colors (AkzoNobel):	Vinyl Film Colors (3M Scotchcal):	Client Signature:
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	Address: 615 FORWARD ST.	Scale: -	<input type="checkbox"/>	<input type="checkbox"/>	Sign Specifications: NOTED ABOVE		<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	NOTICE: Michael's Signs, Inc. does NOT provide primary electrical to sign location - RESPONSIBILITY OF OTHERS
	City, State: MADISON, WI 53711	Designer: KD	<input type="checkbox"/>	<input type="checkbox"/>			The ideas and designs contained in this original and unpublished drawing are the sole property of Michael's Signs, Inc. and MAY NOT BE USED OR REPRODUCED in whole or in part without written permission.		
	Sales Rep: JON KLEMA	Designer: KD	<input type="checkbox"/>	<input type="checkbox"/>					

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MONUMENT SIGN A



GRAY TV / CHANNEL LETTERING

ONE (1) SET OF FACE LIT CHANNEL LETTERING

“WMTV & LOGOS”

5” DEEP STAINLESS STEEL RETURNS (316 DIRECTIONAL SATIN FINISH #4 STAINLESS STEEL)

3/8” WHITE PLEXI FACES FASTENED TO LETTER RETURNS (TRIMLESS)

.063 ALUMINUM BACKS

WHITE LED ILLUMINATION (RGB LEDES)

“THE”

ROUTED 1/4” ALUMINUM PLATE LETTERING W/ MAP PAINTED FINISH

LETTERING MOUNTED FLUSH TO SIGN FACE

***DIGITAL VECTOR ARTWORK REQUIRED (.EPS FILE FORMAT)**

***BASE & METAL PANELING BY OTHERS**



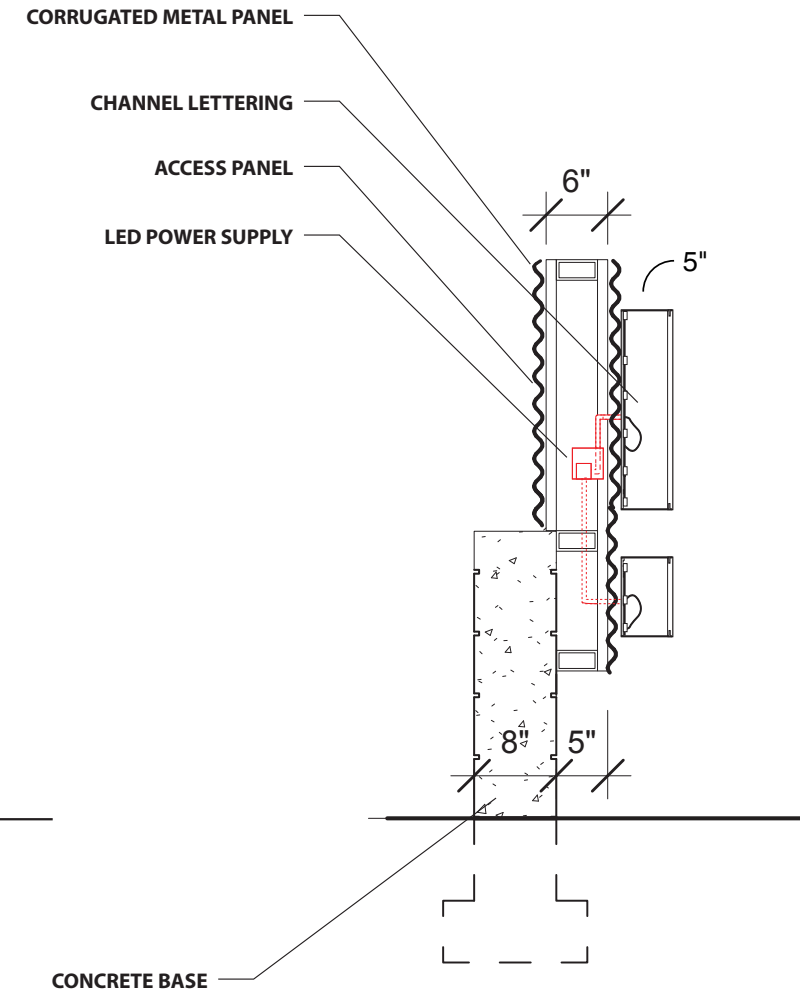
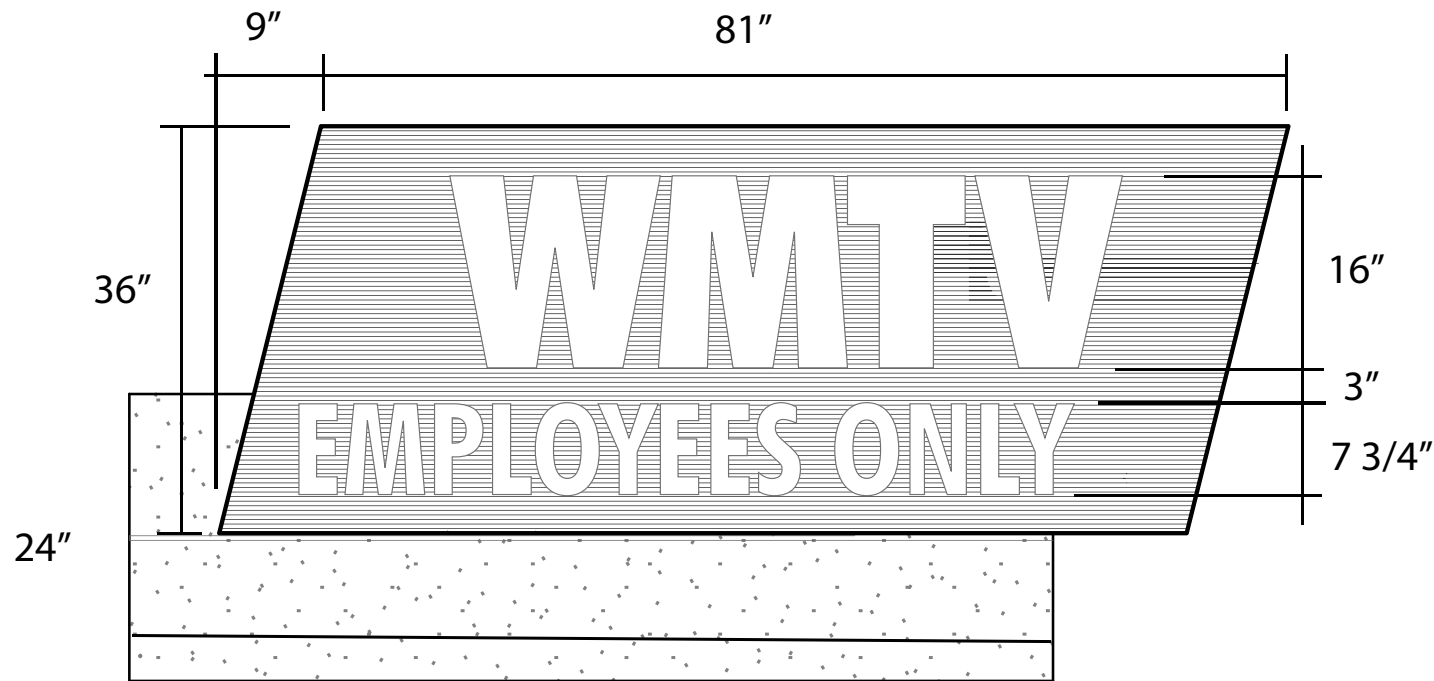
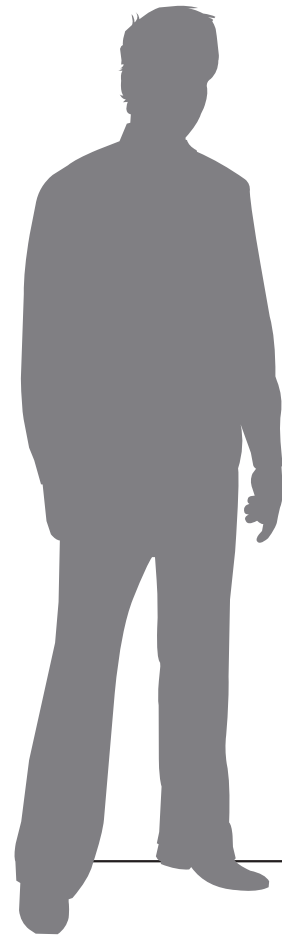
"We Project Your Image"

PH: (262) 554-6066
TOLL FREE: (800) 554-8110

Client: FINDORFF - GRAY TV Address: 615 FORWARD ST. City, State: MADISON, WI 53711 Sales Rep: JON KLEMA	Date: 4-12-16	REVISION		Illumination: <input type="checkbox"/> NO <input checked="" type="checkbox"/> YES TYPE LED <input checked="" type="checkbox"/> SINGLE SIDED <input type="checkbox"/> DOUBLE SIDED	Paint Colors (AkzoNobel): <input checked="" type="checkbox"/> TBD <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	Vinyl Film Colors (3M Scotchlcal): <input checked="" type="checkbox"/> DIGITALLY PRINTED <input checked="" type="checkbox"/> TBD <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	Client Signature: Signature _____ Date _____
	Drawing #: 4(1)	△ 6-27-16 △	Electrical Requirements: <input checked="" type="checkbox"/> 120 <input type="checkbox"/> 277		Quantity: 1	NOTICE: Michael's Signs, Inc. does NOT provide primary electrical to sign location - RESPONSIBILITY OF OTHERS	
	Sheet: 1 of 1	△ △	Sign Specifications: ACCESS PANEL REQUIRED AT BACK OF SIGN - BY OTHERS		The ideas and designs contained in this original and unpublished drawing are the sole property of Michael's Signs, Inc. and MAY NOT BE USED OR REPRODUCED in whole or in part without written permission.		
	Scale: 1/2"=1'	△ △					
	Designer: KD	△ △					

NOTE: DUE TO THE PHYSICAL LIMITATIONS OF THE PAPER AND INK INVOLVED IN THIS PRINTING PROCESS, THIS CUSTOM ARTWORK IS NOT INTENDED TO PROVIDE AN EXACT MATCH TO THE ACTUAL FINISHED PAINTED PRODUCT.

MONUMENT SIGN B



GRAY TV / CHANNEL LETTERING

- ONE (1) SET OF FACE LIT CHANNEL LETTERING
- 5" DEEP STAINLESS STEEL RETURNS (316 DIRECTIONAL SATIN FINISH #4 STAINLESS STEEL)
- 3/8" WHITE PLEXI FACES FASTENED TO LETTER RETURNS (TRIMLESS)
- .063 ALUMINUM BACKS
- WHITE LED ILLUMINATION (RGB LEDES)

***BASE & METAL PANELING BY OTHERS**



"We Project Your Image"

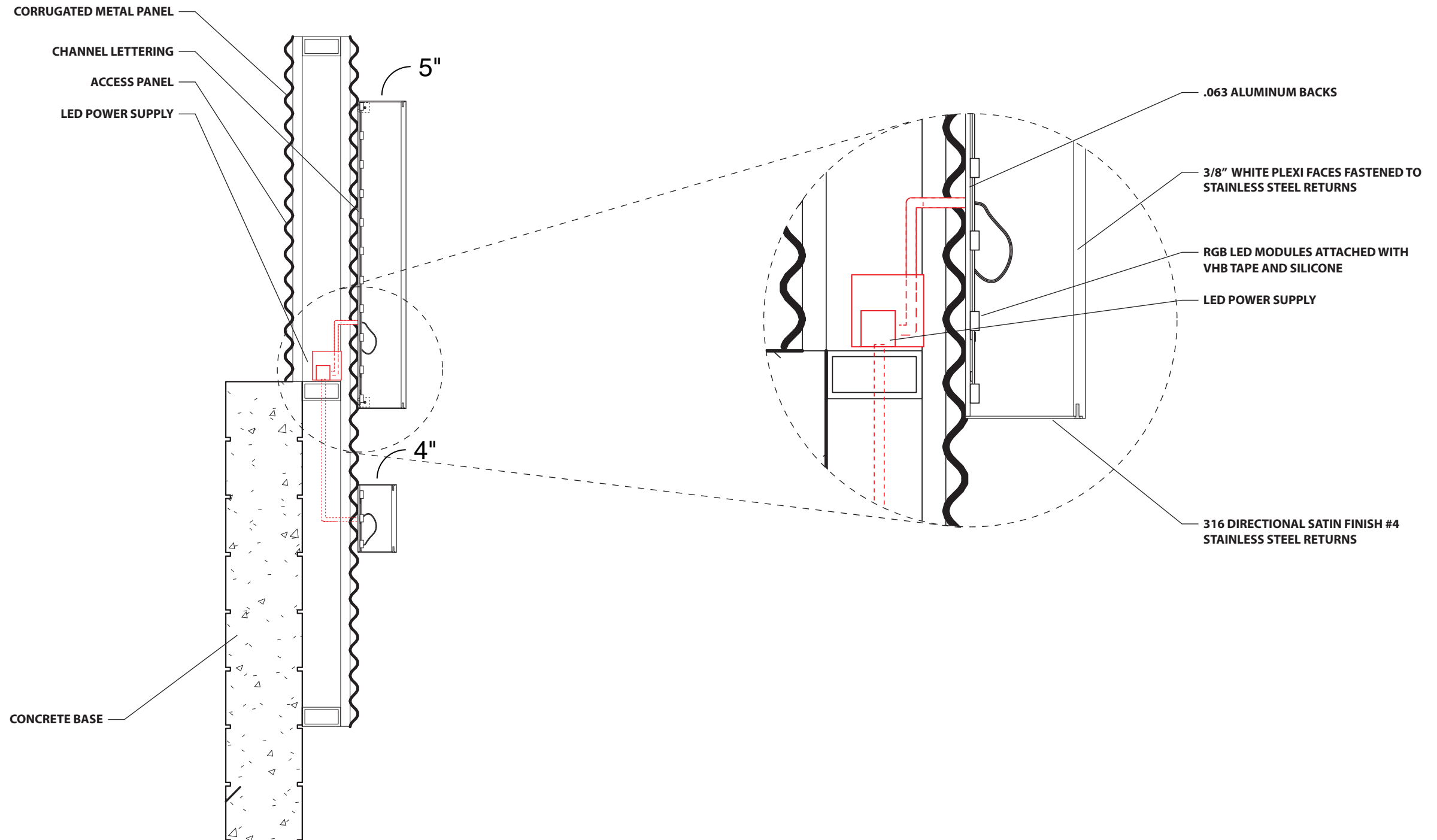
PH: (262) 554-6066
TOLL FREE: (800) 554-8110

Client: FINDORFF - GRAY TV	Date: 4-12-16	REVISION		Illumination: <input type="checkbox"/> NO <input checked="" type="checkbox"/> YES TYPE LED <input checked="" type="checkbox"/> SINGLE SIDED <input type="checkbox"/> DOUBLE SIDED	Paint Colors (AkzoNobel): <input type="checkbox"/> _____ <input type="checkbox"/> _____ <input type="checkbox"/> _____ <input type="checkbox"/> _____ <input type="checkbox"/> _____ <input type="checkbox"/> _____ <input type="checkbox"/> _____	Vinyl Film Colors (3M Scotchcal): <input type="checkbox"/> _____ <input type="checkbox"/> _____ <input type="checkbox"/> _____ <input type="checkbox"/> _____ <input type="checkbox"/> _____ <input type="checkbox"/> _____ <input type="checkbox"/> _____	Client Signature: Signature _____ Date _____
	Drawing #: 5(1)	Sheet: 1 of 1	6-27-16	Electrical Requirements: <input checked="" type="checkbox"/> 120 <input type="checkbox"/> 277	Quantity: 1	NOTICE: Michael's Signs, Inc. does NOT provide primary electrical to sign location - RESPONSIBILITY OF OTHERS The ideas and designs contained in this original and unpublished drawing are the sole property of Michael's Signs, Inc. and MAY NOT BE USED OR REPRODUCED in whole or in part without written permission.	
Address: 615 FORWARD ST.	Sheet: 1 of 1	Scale: 3/4"=1'	Sign Specifications: ACCESS PANEL REQUIRED AT BACK OF SIGN - BY OTHERS				
City, State: MADISON, WI 53711	Designer: KD						
Sales Rep: JON KLEMA							

NOTE: DUE TO THE PHYSICAL LIMITATIONS OF THE PAPER AND INK INVOLVED IN THIS PRINTING PROCESS, THIS CUSTOM ARTWORK IS NOT INTENDED TO PROVIDE AN EXACT MATCH TO THE ACTUAL FINISHED PAINTED PRODUCT.

GRAY TV - SIGNAGE

MONUMENTS A & B
FABRICATION DETAILS



MOUNTING DETAIL
SCALE: NTS



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TOLL FREE: (800) 554-8110

Client: FINDORFF - GRAY TV Address: 615 FORWARD ST. City, State: MADISON, WI 53711 Sales Rep: JON KLEMA	Date: 4-12-16	REVISION		Illumination: <input type="checkbox"/> NO <input checked="" type="checkbox"/> YES TYPE LED <input checked="" type="checkbox"/> SINGLE SIDED <input type="checkbox"/> DOUBLE SIDED	Paint Colors (AkzoNobel): <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	Vinyl Film Colors (3M Scotchcal): <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	Client Signature: _____ Signature _____ Date _____
	Drawing #: 3S(0)	Sheet: 1 of 1	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	Electrical Requirements: <input checked="" type="checkbox"/> 120 <input type="checkbox"/> 277	Quantity: 1	NOTICE: Michael's Signs, Inc. does NOT provide primary electrical to sign location - RESPONSIBILITY OF OTHERS The ideas and designs contained in this original and unpublished drawing are the sole property of Michael's Signs, Inc. and MAY NOT BE USED OR REPRODUCED in whole or in part without written permission.
Sign Specifications: ACCESS PANEL REQUIRED AT BACK OF SIGN - BY OTHERS	Designer: KD	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>				

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City of Madison
Urban Design Commission
210 Martin Luther King Jr Blvd
Room LL-100
Madison, WI 53703

July 13, 2016

RE: Signage Application for 615 Forward Drive

Dear Sir or Madame,

On behalf of the design team and WMTV, I would like to formally re-submit our proposed signage. Since receiving signage approval in October of 2015 there have been modifications requested by the owner. After discussing with city officials (most notably Al Martin and Matt Tucker) it was decided that a re-submission would be necessary. This submission details those changes. The following paragraphs are directly from our previously approved submission with the obsolete information stricken and modified information clearly marked in bold.

"On behalf of the design team and WMTV, I would like to make our formal submittal for the proposed signage on the new building at 615 Forward Drive. The design of the new building was submitted for review and approval on September 16, after an initial submittal on August 19, and presentation to the committee on September 2. This separate signage submission is in response to comments received at the UDC informational presentation, and a subsequent meeting with city staff on September 23. This letter and associated drawings is intended to supplement the full package of drawings that describe the project in full.

Signage Summary

Existing Signage on Site

There are currently two billboards along the beltline highway at the north end of the site, which will be removed as part of this project. Additionally, there is a wall sign on the existing building, which will be demolished once the new facility is up and running. The total for these three elements are 293 sf (billboard #1), 864 sf (billboard #2), and 59 sf (wall sign) for a total of 1,216 sf of signage to be removed from the site as part of this project.

Proposed Signage on Site

There are a total of five new signs that are proposed on the site related to the new building project, three wall signs, and two monument signs. We are requesting exceptions to two ordinance requirements to allow for these signs to be erected as designed. The signage can be summarized as follows:

Wall Signs

*Wall Sign 'A' – North Façade ~~WMTV call letters – 87 sf~~ **WMTV call letters & NBC 15 Logo – 54sf***

- **This represents a significant reduction in size from the previously approved signage despite the addition of the NBC 15 logo.**

*Wall Sign 'B' – West Face ~~15 station number identification – 29 sf~~ **CW logo – 17 sf***

- **This represents a significant reduction in size from the previously approved signage.**



Wall Sign 'C' – Gray TV Logo – 31 'WMTV News Studios' with smaller 'Gray TV', 'NBC 15', 'CW' and 'Antenna TV' logos – 39sf

- **This represents a small increase in total area compared to previously approved signage. However, this signage faces the interior of the property, not a public right away.**

All three wall signs are fixed to exterior walls attached to the building. Wall signs 'A' & 'B' will be 8" 5" deep internally lit acrylic letters mounted to an opaque corrugated metal panel wall system. The adjacent panels around the sign will be perforated and back lit, but the area directly behind the sign will be opaque and therefore not back lit, per the request of city staff at our meeting on September 23. The wall upon which Wall sign 'C' is attached returns back to the building, and is not a free standing planter wall, per the request of city staff. Wall Sign 'C' has been modified to make the words 'WMTV News Studios' the prominent feature with the logos of the corporate company and station affiliates secondary.

We are requesting an exception for wall signs 'A' & 'B', given that Sec. 33.24(9)(d)4.b.viii limits to the net area of an attached wall sign to 40 sf. We feel that given the scale of the building, its orientation to the beltline, and the speed of the traffic, an exemption to this size limit is reasonable to allow the sign to be identifiable and legible from the nearest road at prevailing speeds. A 40 sf sign at these locations would not be legible from the beltline, disproportional to the size of the building, and therefore ineffective. These This proposed signs are is well below the limits outlined in Chapter 31 of the signage control ordinance, which would dictate if this site is not subject to the requirements of the UDC district and Chapter 33.

The addition of affiliate logos has been added for functional purposes. People who view the building or are navigating to it vary widely in demographic, from interviewees, to visiting school groups, the general public, potential advertisers, etc. The owner has made us aware that not all of these groups would recognize the WMTV call letters. Instead, business is conducted with each individual station affiliate (NBC, CW, Antenna TV) as well as GrayTV corporate. We have offset the addition of logos with a reduction in overall scale of copy to fit in the spirit and intent of the Urban Design zone. We have also limited the number of logos on the wall signs that are visible from public ways to (1).

Monument Signs

Monument Sign 'A' – Visitor entrance drive – 36 sf

- **Addition of 'NBC 15' and 'CW' logos have been added. The signage area has remained the same by reducing the size of the 'WMTV' 'Visitor Entrance' copy.**

Monument Sign 'B' – Employee entrance drive – ~~36 sf~~ - 22.5 sf

- **This represents a significant reduction in scale as the owner has requested the employee entrance sign be recessive to the visitor entrance.**

We are requesting an exception to the 20'-0" setback requirement for these two monument signs as described in Sec. 33.24(9)(d)4.b.vi, to allow for a setback of 7'-0" from the property line. These monument signs are near the end of a cul-de-sac portion of the road, and only visible to drivers visiting this building. With a speed limit of 35 MPH it is important to have the signs as close to the road and entrances they identify, to make sure visitors do not try to enter a secure driveway with no turnaround. We feel that a 20'-0" setback is too great, and a lesser setback will allow for a more effective sign.

As part of this resubmission we have provide updated visuals produced by the project's signage vendor – Michael's Signs. These provide updated dimensioned elevations of each sign as well as description of materiality and construction.



Please find attached our drawing submission that describes the proposed signage for the project. If you have any questions about the project, please feel free to contact me to discuss. Thank you so much for your attention.

Kind Regards,

A handwritten signature in black ink, which appears to read 'Joseph B. Leffelman', is positioned below the text 'Kind Regards,'.

Joseph B. (Buzz) Leffelman, AIA
Project Architect
Partners by Design

213 W Institute Place | Suite 203
Chicago, IL 60610
T 312.649.1111 | D 312.649.0624
leffelman@pbdinc.com