

City of Madison, Wisconsin

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**REPORT OF:** URBAN DESIGN COMMISSION

**PRESENTED:** May 11, 2016

**TITLE:** 615 Forward Drive – Construction of a New Television Studio and Support Facilities, Site Improvements to Employee and Visitor Parking in UDD No. 2. 19<sup>th</sup> Ald. Dist. (39862)

**REFERRED:**

**REREFERRED:**

**REPORTED BACK:**

**AUTHOR:** Alan J. Martin, Secretary

**ADOPTED:**

**POF:**

**DATED:** May 11, 2016

**ID NUMBER:**

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Members present were: Richard Wagner, Chair; Dawn O’Kroley, Tom DeChant, Cliff Goodhart, Richard Slayton, Lois Braun-Oddo, Sheri Carter and John Harrington.

**SUMMARY:**

At its meeting of May 11, 2016, the Urban Design Commission **GRANTED FINAL APPROVAL** of modifications to improvements for WMTV located at 615 Forward Drive in UDD No. 2. Appearing on behalf of the project were Joseph Leffelman, representing Partners by Design/Gray TV; and Don Vesely.

The intent of the changing color of the façade lighting is to celebrate months, weeks and days such as breast cancer awareness, or Badger game days. The color change would not be so often as to distract drivers on the Beltline. It is not their intent to change the colors randomly at random times. Matt Tucker, Zoning Administrator detailed that this is not a sign but building lighting, where changeable copy can change once an hour. Comparables in the City include a light wall on the Central Library and the 100 Block of State Street. The letters “WMTV” cannot change colors. The colored lighting would graze the building behind a perforated mesh on the metal panels and wrapped completely around on all sides to minimize the light spill onto the site. During discussion on this item, concern was expressed that the saturation of color with the display could be too much. The color will be subtle, not flood-like. Its performance could be modified to respond to any problems not foreseen with its approval.

**ACTION:**

On a motion by Slayton, seconded by Carter, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (7-0). The motion provided for continuous jurisdiction/review by the Urban Design Commission on the operational aspects of the lit building faced, if issues arise.