



PREPARED FOR THE URBAN DESIGN COMMISSION AND PLAN COMMISSION

**Project Address:** 615 Forward Drive (District 19 – Ald. Clear)  
**Application Type:** Demolition Permit  
**Legistar File ID #** [39862](#) and [40175](#)  
**Prepared By:** Kevin Firchow, AICP, Planning Division  
Report Includes Comments from other City Agencies, as noted  
**Reviewed By:** Jay Wendt, Principal Planner

\* The attached Comments and Conditions report now includes Zoning and Traffic Engineering Comments

**Summary**

**Applicant and Property Owner:** Jason Effinger; Gray TV; 3501 Faman Street; Omaha, NE; 68131

**Contact:** Rich Van Zeyl; Partners By Design; 213 West Institute Place, #203; Chicago, IL; 60610

**Requested Action:** The applicant requests approval of a demolition permit. The site is within Urban Design District 2.

**Proposal Summary:** The applicant requests approval to demolish an existing television studio building for the purpose of constructing a new television studio building in Urban Design District 2. The building is approximately 29,000 square feet in area and includes 77 automobile parking stalls and 18 bicycle parking stalls.

**Applicable Regulations & Standards:** This proposal is subject to the standards for demolition permits [MGO Section 28.185(7)]. The new development is also subject to the standards for Urban Design District 2 [MGO Section 33.24(9)].

**Review Required By:** Urban Design Commission and Plan Commission

**Summary Recommendation:** The Planning Division recommends that the Plan Commission find that the demolition standards met and **approve** the request to demolish an existing television studio for the purpose of constructing a new television studio at 615 Forward Drive. This recommendation is subject to input at the public hearing and the conditions recommended by the reviewing agencies.

**Background Information**

**Parcel Location:** The 10.5-acre square foot subject property is located at the northern end of Forward Drive, adjacent to the Beltline Highway. The site is within Aldermanic District 19 (Ald. Clear), Urban Design District 2, and within the limits of the Madison Metropolitan School District.

**Existing Conditions and Land Use:** The subject site includes an existing television studio and existing accessory structures.

**Surrounding Land Use and Zoning:**

North: Beltline Highway;

South: Recreational fields, zoned SE (Suburban Employment District);

East: Office/Laboratory, zoned SE; and

West: Office building, zoned SE.

**Adopted Land Use Plan:** The Comprehensive Plan recommends employment uses for this area.

**Zoning Summary:** The property is zoned SE (Suburban Employment). A report from the Zoning Administrator was not provided in time to be included in this report.

**Environmental Corridor Status:** The subject site is not located in a mapped environmental corridor.

**Public Utilities and Services:** This property is served by a full range of urban services.

## Project Description, Analysis, and Conclusion

The applicant, Gray TV-WMTV, requests approval to demolish their existing studio facility for the purpose of constructing a new television studio. This request is subject to the Demolition approval standards and the standards for Urban Design District 2.

The building proposed for demolition is a 15,447 square foot structure. City assessor's records indicate that the structure was constructed in 1954, with several later additions constructed after that time. Specific information on the building's condition was not provided in the application, though photos of the structure are attached and are available online at: [http://www.cityofmadison.com/dpced/planning/documents/615fd\\_photos.pdf](http://www.cityofmadison.com/dpced/planning/documents/615fd_photos.pdf)

The applicant proposes a phased redevelopment of the site so as to maintain a useable facility during the process. Phasing is depicted on the applicant's "Staging Plan" (Sheet C101). The first phase includes the construction of the new building and covered parking area. Temporary parking lots will be provided. The second phase is the demolition of the existing studio building and the third phase is the construction of the new parking lot. As a clarification, staff requests that final plans submitted for sign-off clearly depict all improvements intended to remain on the final site plan.

The proposed building is a one-story building with an upper level mezzanine, measuring 29,638 square feet in area. The building is clad in vertically oriented metal panels, masonry, and glass. Accent features include back lit perforated stainless steel metal panels. The details of the masonry are not specified and such details are recommended to be clarified as part the presentation to the Urban Design Commission.

The site plan depicts the installation of a new parking lot with 10 visitor and 54 secured employee parking stalls. Staff request details regarding the fencing surrounding this lot be clarified. An existing gravel drive will be reconstructed as a new asphalt drive. The south side of the drive will be planted with a combination of Redmond Linden, Swamp White Oak and Autumn Blaze Maple trees. This additional landscaping will provide some buffer between the existing outdoor equipment (e.g. satellite dishes) and adjacent property.

Staff believes the applicable standards can be met. Prior to approving the proposed demolition and future use, the Plan Commission must find that proposed demolition and future use are compatible with both the purpose of the Zoning Code's demolition section and the purpose expressed in the Zoning Code for the subject SE Zoning (Suburban Employment District). In making their finding, the Plan Commission may give weight to any relevant facts including the proposal's effects on the normal and orderly development of surrounding properties. The Plan Commission is also required to consider the report of the Preservation Planner and any report of the

Landmarks Commission which found there was no known historic value for the subject building. Staff believes the Demolition standards can be found met.

Urban Design District 2 was established, in part, to make the Schroeder Road/Watts Road area and adjacent properties between Gammon Road and Whitney Way an attractive visual experience and to establish guidelines which insure that commercial, industrial, and residential development can occur which complement the existing development. The standards for the district are relatively broad and address topics such as Site Planning, Lighting, Utility Service, Signs, Screening, and Building Design. The Planning Division believes these standards can be found met and believe that the proposed redevelopment represents an enhancement over the existing condition.

At the time of report writing, staff was not aware of any concerns on this request.

## **Recommendation**

### **Planning Division Recommendation** (Contact Kevin Firchow, 267-1150)

The Planning Division recommends that the Plan Commission find that the demolition standards met and **approve** the request to demolish an existing television studio for the purpose of constructing a new television studio at 615 Forward Drive. This recommendation is subject to input at the public hearing and the conditions recommended by the reviewing agencies.

**- Recommended Agency Comments are included in the Attached Report –**

Note: Attached Report (November 12, 2015) now includes comments from Traffic Engineering and Zoning



PREPARED FOR THE PLAN COMMISSION

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**Proposal Summary:** The applicant requests approval to demolish an existing television studio building for the purpose of constructing a new television studio building in Urban Design District 2. The building is approximately 29,000 square feet in area and includes 77 automobile parking stalls and 18 bicycle parking stalls.

**Applicant:** Jason Effinger; 3501 Faman St Omaha, NE 68131  
**Contact:** Rich Van Zeyl; Partners by Design, 213 W Institute Pl #203 Chicago, IL 60610  
**Property Owner:** Gray Midamerica Tele; Inc, Attn Acnts Payable, Po Box 12700, Tallahassee, FL 32317

**-Please See the PLANNING DIVISION STAFF REPORT for More Information on this Request -**

**Recommended Agency Comments and Conditions**

Major/Non-Standard Conditions are Shaded

**Planning Review (Contact Kevin Firchow, 608-267-1150)**

1. That details on the parking lot fencing/gate shall be provided for staff approval. Details shall be consistent with the technical requirements of City Agencies including Zoning and Fire and should also be consistent with any detail approved by the Urban Design and Plan Commissions.
2. That further detail on "masonry" exterior material is provided for staff approval. Staff have recommended that this item be clarified at the Urban Design Commission meeting and that the final details shall be consistent with the Urban Design Commission and Plan Commission approvals.
3. That final sheets clearly depict all improvements intended to remain on the final site plan.

**Engineering Review Main Office (Contact Timothy Troester, 608-267-1995)**

4. Applicant shall not be permitted to discharge runoff onto adjacent private property unless they can produce an agreement showing the PO of the adjacent property agrees.
5. Applicant shall extend storm in Forward Drive to their property under a Developers Agreement or by using a permit to work in the ROW (final determination of Developers Agreement or permit process will depend on the final design requirements of the storm sewer). Developer shall also propose an internal drainage system to collect the water, treat it and discharge to the public storm sewer system. Please note the Developers Agreement process takes a minimum of 4 to 6 weeks to get in place.

6. 6.1 Prior to approval, the owner or owner's representative shall obtain a permit to plug each existing sanitary sewer lateral that serves a building which is proposed for demolition. For each lateral to be plugged the owner shall complete a sewer lateral plugging application and pay the applicable permit fees. NOTE: As of January 1, 2013 new plugging procedures and permit fees go into effect. The new procedures and revised fee schedule is available on line at <http://www.cityofmadison.com/engineering/permits.cfm>. (MGO CH 35.02(14))
7. 6.2 All outstanding Madison Metropolitan Sewerage District (MMSD) charges are due and payable prior to Engineering sign-off, unless otherwise collected with a Developer's / Subdivision Contract. Contact Mark Moder (608-261-9250) to obtain the final MMSD billing a minimum of two (2) working days prior to requesting City Engineering signoff. (MGO 16.23(9)(d)(4))
8. 4.13 The Applicant shall submit, prior to plan sign-off, a digital CAD file (single file) to the Engineering Division (storm/sanitary section). The digital CAD file shall be to scale and represent final construction. The CAD file shall be in a designated coordinate system (preferably Dane County WISCRS, US Ft). The single CAD file submittal can be either AutoCAD (dwg) Version 2013 or older, MicroStation (dgn) V8i Select Series 3 or older, or Universal (dxf) format and shall contain the only the following data, each on a separate layer name/level number:
  - a) Building Footprints
  - b) Internal Walkway Areas
  - c) Internal Site Parking Areas
  - d) Other Miscellaneous Impervious Areas (i.e. gravel, crushed stone, bituminous/asphalt, concrete, etc.)
  - e) Right-of-Way lines (public and private)
  - f) Plat name and lot lines (metes & bounds parcel lines if unplatted)
  - g) Platted lot numbers (noted "unplatted lands" if not platted)
  - h) Lot/Plat property dimensions
  - i) Street names.All other levels (contours, elevations, etc) are not to be included with this file submittal. THE CAD FILE WILL ONLY BE REQUIRED PRIOR TO FINAL PLAN REVIEW SO THAT MULTIPLE FILES DO NOT NEED TO BE SUPPLIED OR REVIEWED. the project site address in the email subject line. Any changes or additions to the location of the building, private utilities, sidewalks, parking/pavement during construction will require a new CAD file transmittal.
9. 4.15 The Applicant shall submit prior to plan sign-off, electronic copies of any Stormwater Management Files including:
  - a) SLAMM DAT files
  - b) RECARGA files
  - c) TR-55/HYDROCAD/Etc
  - d) Sediment loading calculations. If calculations are done by hand or are not available electronically the hand copies or printed output shall be scanned to a PDF file and provided. (POLICY and MGO 37.09(2))
10. 4.2 Storm sewer to serve this development has been designed and constructed. The site plans shall be revised to identify the location of this storm sewer and to show connection of an internal drainage system to the existing public storm sewer. (POLICY AND MGO OVER 10,000 SF OF IMPERVIOUS AREA 10.29 and 37.05(7)(b))

11. 4.21 Submit a draft Stormwater Management Maintenance Agreement (SWMA) for review and approval that covers inspection and maintenance requirements for any BMP used to meet stormwater management requirements on this project. Include copies of all stormwater, utility, and detail plan sheets that contain stormwater practices on 8.5x14 size paper in the draft document. These drawings do not need to be to scale as they are for informational purposes only. Once City Engineering staff have reviewed the draft document and approved it with any required revisions submit a signed and notarized original copy to City Engineering. Include a check for \$30.00 made out to Dane County Register of Deeds for the recording fee. City Engineering will forward the document and fee for recording at the time of issuance of the stormwater management permit. Draft document can be emailed to Tim Troester (west) at [ttroester@cityofmadison.com](mailto:ttroester@cityofmadison.com), or Jeff Benedict at [jbenedict@cityofmadison.com](mailto:jbenedict@cityofmadison.com) final document and fee should be submitted to City Engineering.
12. 4.5 The applicant shall demonstrate compliance with Section 37.07 and 37.08 of the Madison General Ordinances regarding permissible soil loss rates. The erosion control plan shall include Universal Soil Loss Equation (USLE) computations for the construction period. Measures shall be implemented in order to maintain a soil loss rate below 5.0 tons per acre per year.
13. 4.6 For Commercial sites < 1 acre in disturbance the City of Madison is an approved agent of the Department of Commerce and WDNR. As this project is on a site with disturbance area less than one (1) acres, and contains a commercial building, the City of Madison is authorized to review infiltration, stormwater management, and erosion control on behalf of the Department of Commerce. No separate submittal to Commerce or the WDNR is required. (NOTIFICATION)
14. 4.9a Prior to approval, this project shall comply with Chapter 37 of the Madison General Ordinances regarding stormwater management. Specifically, this development is required to reduce TSS by 40% (control the 20 micron particle) off of new paved surfaces as compared to no controls.
15. 4.9g Complete an erosion control plan and complete weekly self-inspection of the erosion control practices and post these inspections to the City of Madison website - as required by Chapter 37 of the Madison General Ordinances.
16. 5.4 The applicant's utility contractor shall obtain a connection permit and excavation permit prior to commencing the storm sewer construction. MGO 37.05(7) This permit application is available on line at <http://www.cityofmadison.com/engineering/permits.cfm>.
17. If additional impervious area exceeds 20,000 SF detention meeting the standards of Chapter 37 MGO shall be required.
18. 3.12 The Applicant shall replace all sidewalk and curb and gutter which abuts the property which is damaged by the construction or any sidewalk and curb and gutter which the City Engineer determines needs to be replaced because it is not at a desirable grade regardless of whether the condition existed prior to beginning construction. (POLICY)
19. 3.16 All work in the public right-of-way shall be performed by a City licensed contractor. (MGO 16.23(9)(c)5 and MGO 23.01)
20. 3.19 All damage to the pavement on Forward Dr., adjacent to this development shall be restored in accordance with the City of Madison's Pavement Patching Criteria. For additional information please see the following link: <http://www.cityofmadison.com/engineering/patchingCriteria.cfm> (POLICY)

**Traffic Engineering Review (Contact Eric Halvorson, 608-266-6527)**

21. The applicant shall submit one contiguous plan showing proposed conditions and one contiguous plan showing existing conditions for approval. The plan drawings shall be scaled to 1" = 20' and include the following, when applicable: existing and proposed property lines; parcel addresses; all easements; pavement markings; signing; building placement; items in the terrace such as signs, street light poles, hydrants; surface types such as asphalt, concrete, grass, sidewalk; driveway approaches, including those adjacent to and across street from the project lot location; parking stall dimensions, including two (2) feet of vehicle overhang; drive aisle dimensions; semitrailer movement and vehicle routes; dimensions of radii; and percent of slope.
22. All parking facility design shall conform to MGO standards, as set in section 10.08(6).
23. As of October 2nd Traffic Engineering is no longer be accepting paper plans; to ensure a timely review all submittals will include an electronic copy (.pdf preferred). E-mail plan to Eric Halvorson - ephalvorson@cityofmadison.com
24. The Developer shall post a security deposit prior to the start of development. In the event that modifications need to be made to any City owned and/or maintained traffic signals, street lighting, signing, pavement marking and conduit/handholes, the Developer shall reimburse the City for all associated costs including engineering, labor and materials for both temporary and permanent installations.

**Zoning Review (Contact Jenny Kirchgatter, 608-266-4429)**

25. Reorient the visitor entrance toward Forward Drive. The building front shall be oriented to the primary street. The building shall have a clearly defined, highly-visible customer entrance or entrances, marked by canopies, porticos, overhangs, arcades, façade recesses or projections, or similar features.
26. The WMTV project area is part of a planned multi-use site shared with Madison West Little League. The Little League outdoor recreation facility is a lawful nonconforming use within the Suburban Employment district. Future improvements to the Little League facility may require a Conditional Use approval.
27. Section 28.185 (7)(a)5. requires that if a demolition or removal permit is approved, it shall not be issued until the reuse and recycling plan is approved by the Recycling Coordinator, Mr. George Dreckmann. (608-267-2626).
28. Section 28.185 (10) Every person who is required to submit a reuse and recycling plan pursuant to Section 28.185(7) (a) 5. shall submit documents showing compliance with the plan within sixty (60) days of completion of demolition.
29. Section 28.185 (9)(a) A demolition or removal permit is valid for one (1) year from the date of the Plan Commission approval.
30. The WMTV project area is part of a planned multi-use site. Submit an overall site plan showing the entire cross connected site including the West Madison Little League property to the south.
31. Provide adequate development frontage landscaping per Section 28.142(5) including the West Beltline Highway frontage. Submit the landscape plan and landscape worksheet stamped by the registered landscape architect. Per Section 28.142(3), landscape plans for zoning lots greater than 10,000 square feet in size must be prepared by a registered landscape architect.

32. Submit a detail of the model of bike rack to be installed.
33. Submit a detail of the dumpster enclosure. The enclosure area shall be screened on four (4) sides (including a gate for access) by a solid, commercial-grade wood fence, wall, or equivalent material with a minimum height of six (6) feet and not greater than eight (8) feet.
34. Submit elevations and details for the covered news vehicle parking area and generator/ transformer area. The generator shall be located and screened to reduce its visual impact when viewed from neighboring property and to be compatible with neighboring structures and the character of the community. Screening materials, landscaping, or fencing shall be similar in appearance to those used for the principal structure on the zoning lot.
35. Show the height of the building on the elevations. The building shall be a minimum of 22 feet in height as measured to the building cornice.
36. Signage approvals are not granted by the Plan Commission. Signage must be reviewed for compliance with Chapter 31 Sign Codes of the Madison General Ordinances and Chapter 33 Urban Design District ordinances. Signage permits are issued by the Zoning Section of the Department of Planning and Community and Economic Development.

**Fire Review (Contact William Sullivan, (608) 261-9658)**

37. An interim life safety plan shall be provided for each phase of construction to ensure life safety standards are not compromised.
38. Please consider allowing Madison Fire Dept. to conduct training sequences prior to demolition. Contact MFD Training Division to discuss possibilities: Lt Scott Bavery (608) 576-0600.

**Parks/Forestry Review (Contact Janet Schmidt, (608) 261-9688)**

39. No comments provided.

**Water Utility Review (Contact Dennis Cawley, (608) 261-9243)**

40. The agency reviewed this request and has recommended no conditions or approval.

**Metro Review (Contact Timothy Sobota, (608) 261-4289)**

41. The agency reviewed this request and has recommended no conditions or approval.

**City Eng. Review Mapping (Contact Jeffrey Quamme, (608) 266-4097)**

42. 1.14 The Site Plan indicates a guy wire anchor for the existing broadcast tower encroaches into the Forward Drive right of way at the north end of the culdesac. A recorded agreement for this encroachment has not been found in the public record. Therefore, Applicant shall make an application with City of Madison Office of Real Estate Services for a privilege in streets for the anchor structure administered by the City of Madison Office of Real Estate Services. Use the following link for application information.  
<http://www.cityofmadison.com/developmentcenter/landdevelopment/streetencroachment.cfm> This application shall be made with the City of Madison Office of Real Estate Services prior to issuance of a building permit.
43. The site plan shall be revised to show the Electric Transmission Line Easement on the maps to assure the new building does not encroach into the easement.



44. Show on the site plans the proposed revised Ingress/Egress easement for the cell tower on the site.