

City of Madison

Proposed Demolition

Location 615 Forward Drive

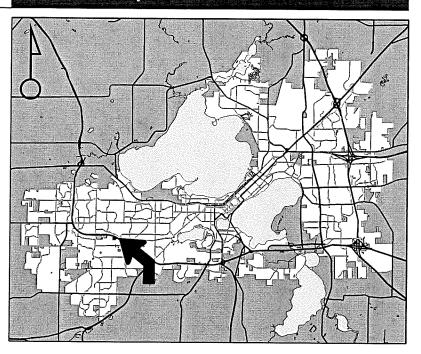
Project Name WMTV Studios

Applicant Jason Effinger – Gray TV/ Rich Van Zeyl – Partners by Design

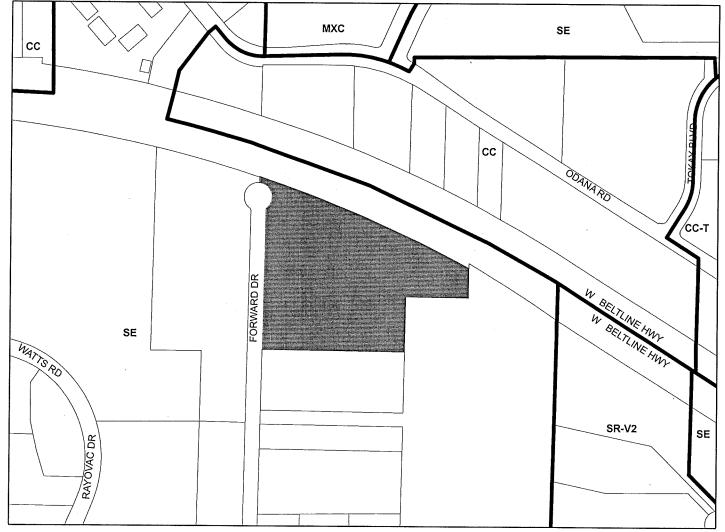
Existing Use
Television Studios

Proposed Use Demolish existing television studio and construct new television studio in Urban Design Dist. 2

Public Hearing Date Plan Commission 16 November 2015



For Questions Contact: Kevin Firchow at: 267-1150 or kfirchow@cityofmadison.com or City Planning at 266-4635

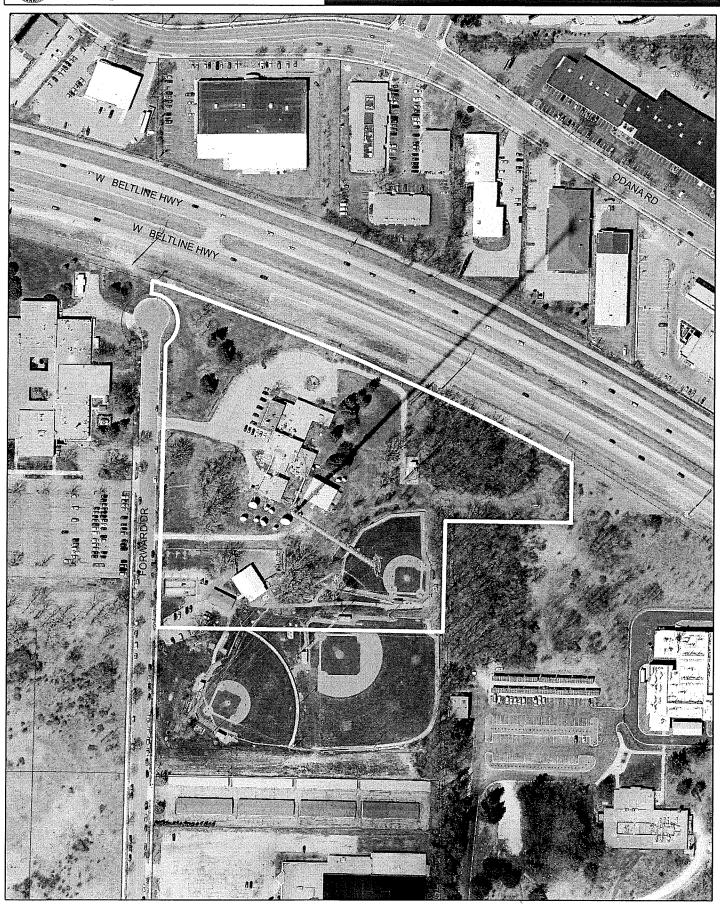


Scale: 1" = 400'

City of Madison, Planning Division: RPJ: Date: 12 November 2015



City of Madison



Date of Aerial Photography: Spring 2013



LAND USE APPLICATION

CITY OF MADISON

- The following information is required for all applications for Plan Commission review except subdivisions or land divisions, which should be filed using the Subdivision Application.
- This form may also be completed online at: www.cityofmadison.com/developmentcenter/landdevelopment

Madison m	
 215 Martin Luther King Jr. Blvd; Room LL-100 PO Box 2985; Madison, Wisconsin 53701-2985 Phone: 608.266.4635 Facsimile: 608.267.8739 All Land Use Applications should be filed with the Zoning Administrator at the above address. The following information is required for all applications for Plan Commission review except subdivisions or land divisions, which should be filed using the Subdivision Application. This form may also be completed online at: 	FOR OFFICE USE ONLY: Amt. Paid (OD) Receipt No. 5032— Date Received 9/16/15 0004 Received By DAC Parcel No. 0706—254—0095—3 Aldermanic District 19-1000 Clean Zoning District 5 E Special Requirements (AD) 02, EXIST Review Required By: [Authan Design Commission Plan Commission]
www.cityofmadison.com/developmentcenter/landdevelopment	Common Council Other:
CIT +	Form Effective: February 21, 2013
1. Project Address: 615 FORWARD DRIVE	
Project Title (if any): WMTV STUDIOS	
2. This is an application for (Check all that apply to your Land L	lse Application):
☐ Zoning Map Amendment fromto	
	lajor Amendment to Approved PD-SIP Zoning
☐ Review of Alteration to Planned Development (By Plan Comm	• • • • • • • • • • • • • • • • • • • •
☐ Conditional Use, or Major Alteration to an Approved Conditio	•
Demolition Permit	nur ose
Other Requests: NEW BUILDING CONSTRUCTION	
3. Applicant, Agent & Property Owner Information:	
Applicant Name: JASON FFFINGER Company:	GRAY TV
Street Address: 3501 FAMAN ST. City/State: Of	1AHA, NE zip: 68/31
	ail: JASON. EFFINGER @GRAY.TV
Project Contact Person: RICH VAN ZEYL Company:	PARTNERS BY DESIGN
Street Address: 213 W. INSTITUTE PLACE \$203 City/State: CI	41CAGO, FL zip: 60610
Telephone: (312) 870 . 1131 Fax: () Em:	ail: VANZEYL@PBDING.COM
Property Owner (if not applicant):	
Stroot Address:	Zip:
4. Project Information:	
Provide a brief description of the project and all proposed uses of the sit	e: CONSTRUCTION OF NEW

Provide a brief description of the project and all proposed uses of the BULDING FOR WMTU TELEVISION STUGOS & DEMOLITION OF DEC 2016 Development Schedule: Commencement

5. Required Submittal Information
All Land Use applications are required to include the following:
Project Plans including:*
 Site Plans (<u>fully dimensioned</u> plans depicting project details including all lot lines and property setbacks to buildings; demolished/proposed/altered buildings; parking stalls, driveways, sidewalks, location of existing/proposed signage; HVAC/Utility location and screening details; useable open space; and other physical improvements on a property)
 Grading and Utility Plans (existing and proposed)
 Landscape Plan (including planting schedule depicting species name and planting size)
 Building Elevation Drawings (fully dimensioned drawings for all building sides, labeling primary exterior materials)
 Floor Plans (fully dimensioned plans including interior wall and room location)
Provide collated project plan sets as follows:
• Seven (7) copies of a full-sized plan set drawn to a scale of 1 inch = 20 feet (folded or rolled and stapled)
 Twenty Five (25) copies of the plan set reduced to fit onto 11 X 17-inch paper (folded and stapled)
• One (1) copy of the plan set reduced to fit onto 8 % X 11-inch paper
* For projects requiring review by the Urban Design Commission , provide Fourteen (14) additional 11x17 copies of the plan set. In addition to the above information, <u>all</u> plan sets should also include: 1) Colored elevation drawings with shadow lines and a list of exterior building materials/colors; 2) Existing/proposed lighting with photometric plan & fixture cutsheet; and 3) Contextual site plan information including photographs and layout of adjacent buildings and structures. The applicant shall <u>bring</u> samples of exterior building materials and color scheme to the Urban Design Commission meeting.
Letter of Intent: Provide one (1) Copy per Plan Set describing this application in detail including, but not limited to:
 Project Team Building Square Footage Value of Land
 Existing Conditions Number of Dwelling Units Estimated Project Cost
 Project Schedule Auto and Bike Parking Stalls Number of Construction & Full- Proposed Uses (and ft² of each) Lot Coverage & Usable Open Time Equivalent Jobs Created
 Hours of Operation Space Calculations Public Subsidy Requested
Filing Fee: Refer to the Land Use Application Instructions & Fee Schedule. Make checks payable to: City Treasurer.
Electronic Submittal: All applicants are required to submit copies of all items submitted in hard copy with their application as Adobe Acrobat PDF files on a non-returnable CD to be included with their application materials, or by e-mail to pcapplications@cityofmadison.com .
Additional Information may be required, depending on application. Refer to the Supplemental Submittal Requirements.
6. Applicant Declarations
Pre-application Notification: The Zoning Code requires that the applicant notify the district alder and any nearby neighborhood and business associations in writing no later than 30 days prior to FILING this request. List the alderperson, neighborhood association(s), and business association(s) AND the dates you sent the notices: Submitted VIA WEBSITE ON 7/30/2015
ightarrow If a waiver has been granted to this requirement, please attach any correspondence to this effect to this form.
Pre-application Meeting with Staff: Prior to preparation of this application, the applicant is required to discuss the proposed development and review process with Zoning and Planning Division staff; note staff persons and date.
Planning Staff: AL MHPTIN Date: 7/16/2015 Zoning Staff:
The applicant attests that this form is accurately completed and all required materials are submitted:
Name of Applicant JASON EXPLOSER Relationship to Property: OWNER
Authorizing Signature of Property Owner Date 9/14/2015





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

September 16, 2015

RE: Land Use Application for 615 Forward Drive

Dear Sir or Madame,

On behalf of the design team and WMTV, I would like to make our second formal submittal of the proposed project at 615 Forward Drive. We originally submitted plans for the project on August 19, 2015, and had an informational presentation to the UDC on September 2, 2015. The initial feedback from the UDC was very favorable and had limited comments regarding the design.

WMTV desires to construct a new television studio and support facilities to replace the existing building as the current technology used in broadcasting demands a new facility. The development proposal would include construction of a new building between the old structure and the Beltline Highway beginning this fall/winter, and the removal of the old building in late 2016 once the new facility is up and running. The new building will house two television studios, as well as office space for the news and support staff of the station. Site improvements include parking for visitors, employees, and news vehicles, as well as meeting the requirements for all landscape and storm water management regulations.

Also, note that in our drawings, the signage we are currently showing is for illustration purposes only. Our intent is to have a pre-application meeting related specifically to signage to review our proposal and the applicable regulations with city staff. We plan on submitting a separate signage package by October 7th, to allow us to be on a parallel track with the building for final approval at the November 4th UDC meeting.

The project team includes: Owner: WMTV/Gray TV Architect: Partners By Design Interior Architect: Hendrick

Civil Engineer/Landscape Architect: Ayers Associates

MEP Engineer: ESD, Inc.

Structural Engineer: Swift Structural Design

Project Management: Huffman Facility Development, Inc.

Project Statistics:

Total Gross Area: 29,638 sf (26,823 sf ground floor + 2,815 sf mezzanine) Lot Coverage: 38% (including existing and new buildings and paved areas)



Auto Parking Stalls: 77 total spaces (10 visitor, 54 employee, 10 covered news vans, 3 interior garage

spaces)

Bike Parking: 18 spaces Hours of Operation: 24/7 Estimated Project Cost: TBD

Number of Construction Jobs: TBD

Please find attached our drawing submission that describes the design 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 - WMTV

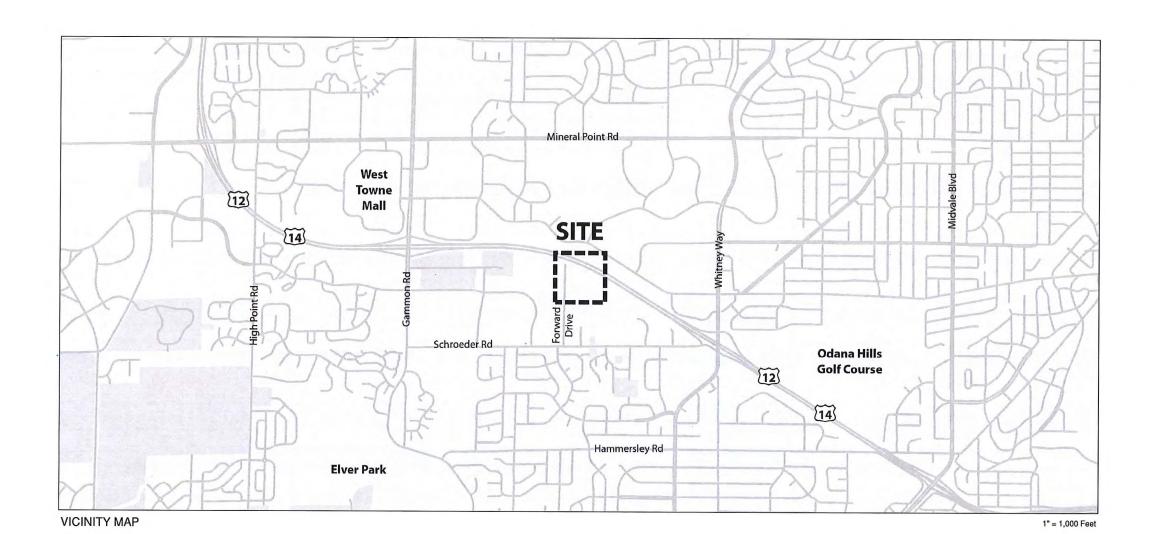
615 FORWARD DRIVE MADISON, WISCONSIN

	INDEX TO DRAWINGS
T100	TITLE SHEET
C100	EXISTING CONDITIONS
C101	STAGING PLAN
C103	SITE LAYOUT PLAN
C104	GRADING AND DRAINAGE PLAN
C105	UTILITY PLAN
C106	LANDSCAPE PLAN
C107	FIRE ACCESS PLAN
C108	LIGHTING PLAN
C109	SITE IMAGES
A1.1.01B	1ST FLOOR PLAN - PRESENTATION
A1.1.02B	MEZZANINE FLOOR PLAN - PRESENTATION
A2.01A	RENDERED BUILDING PERSPECTIVES
A2.01B	RENDERED BUILDING PERSPECTIVES
A2.02	RENDERED ELEVATIONS
A2.6	EXTERIOR SIGNAGE





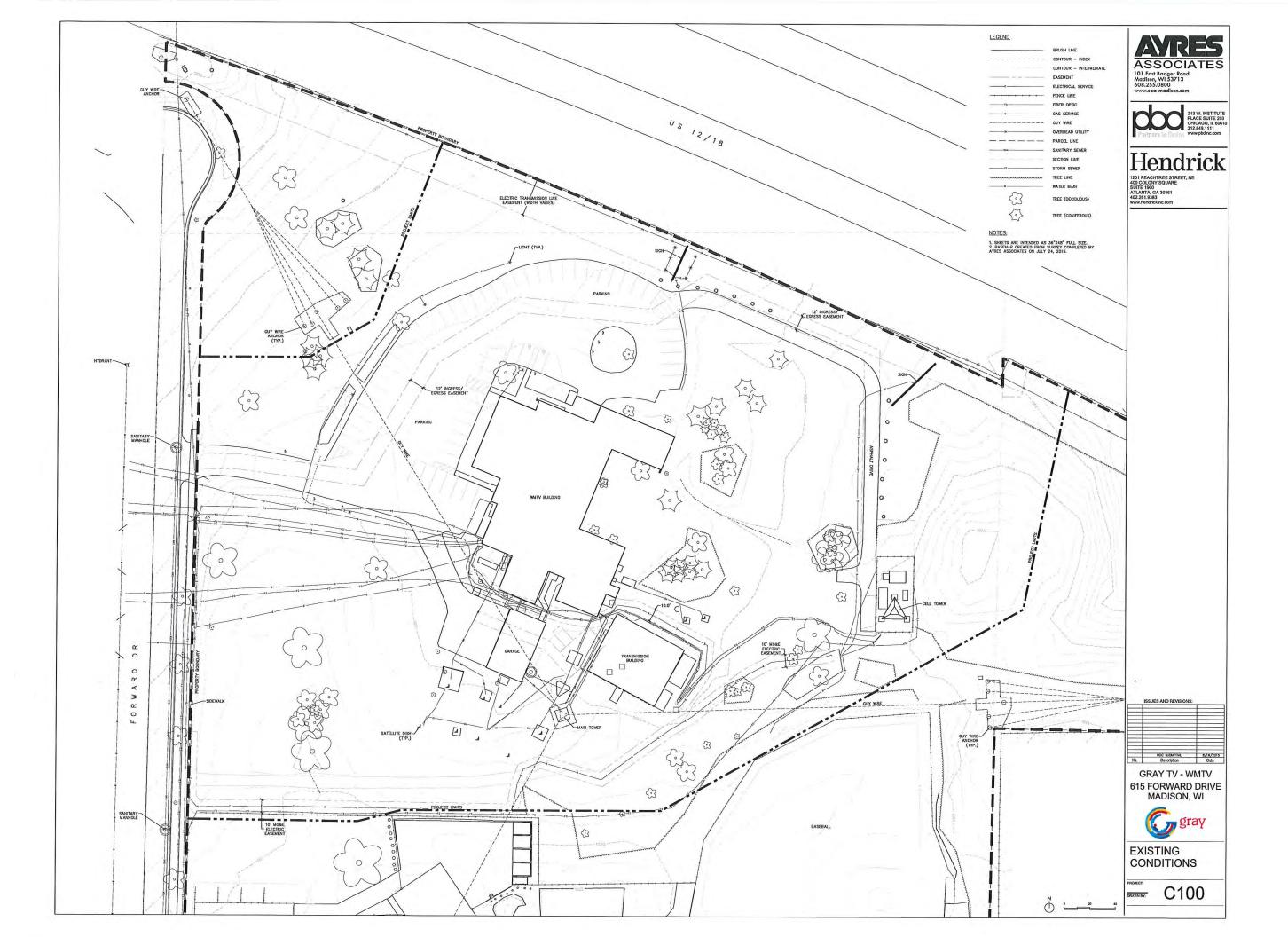
SITE AERIAL

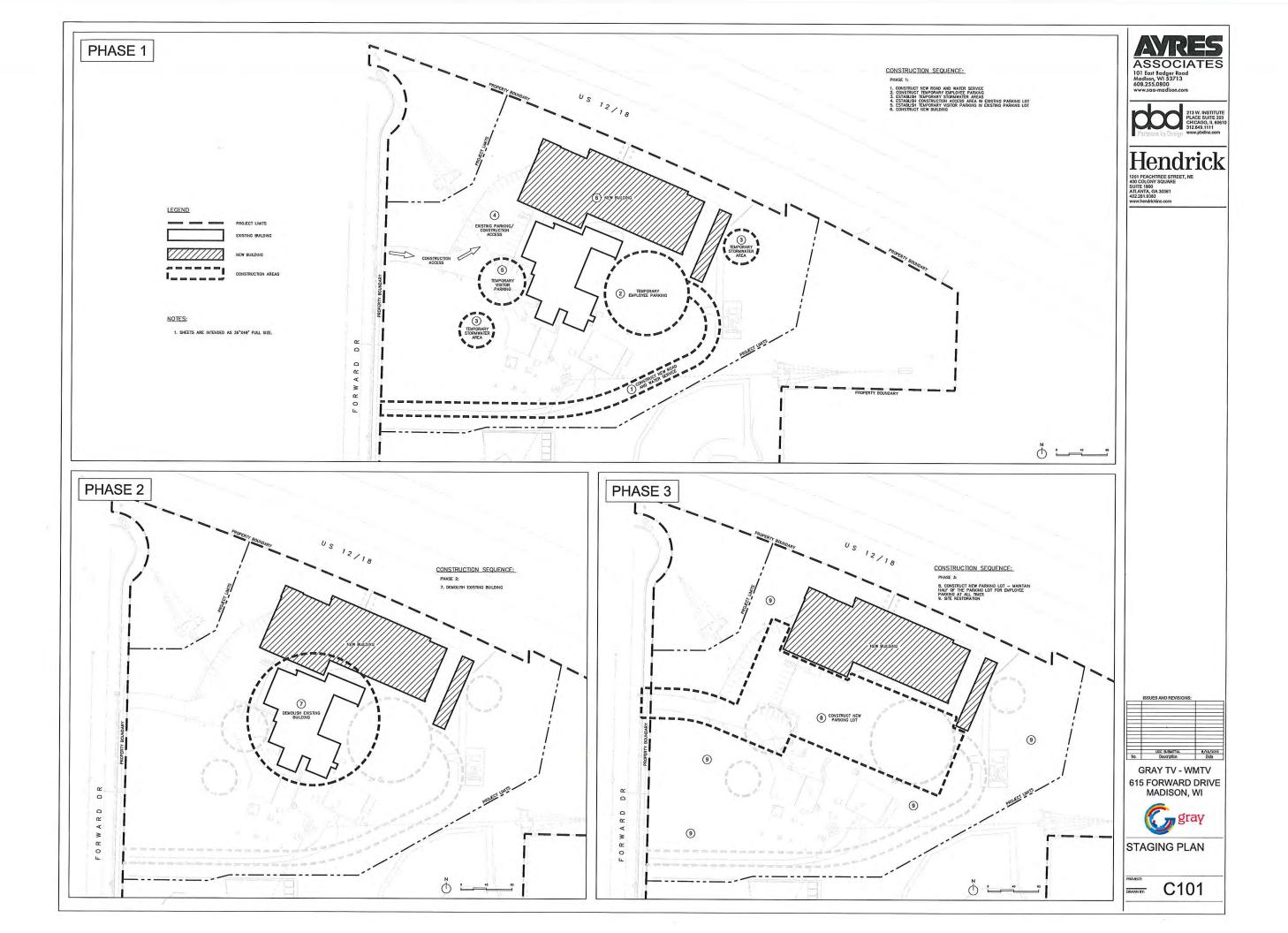


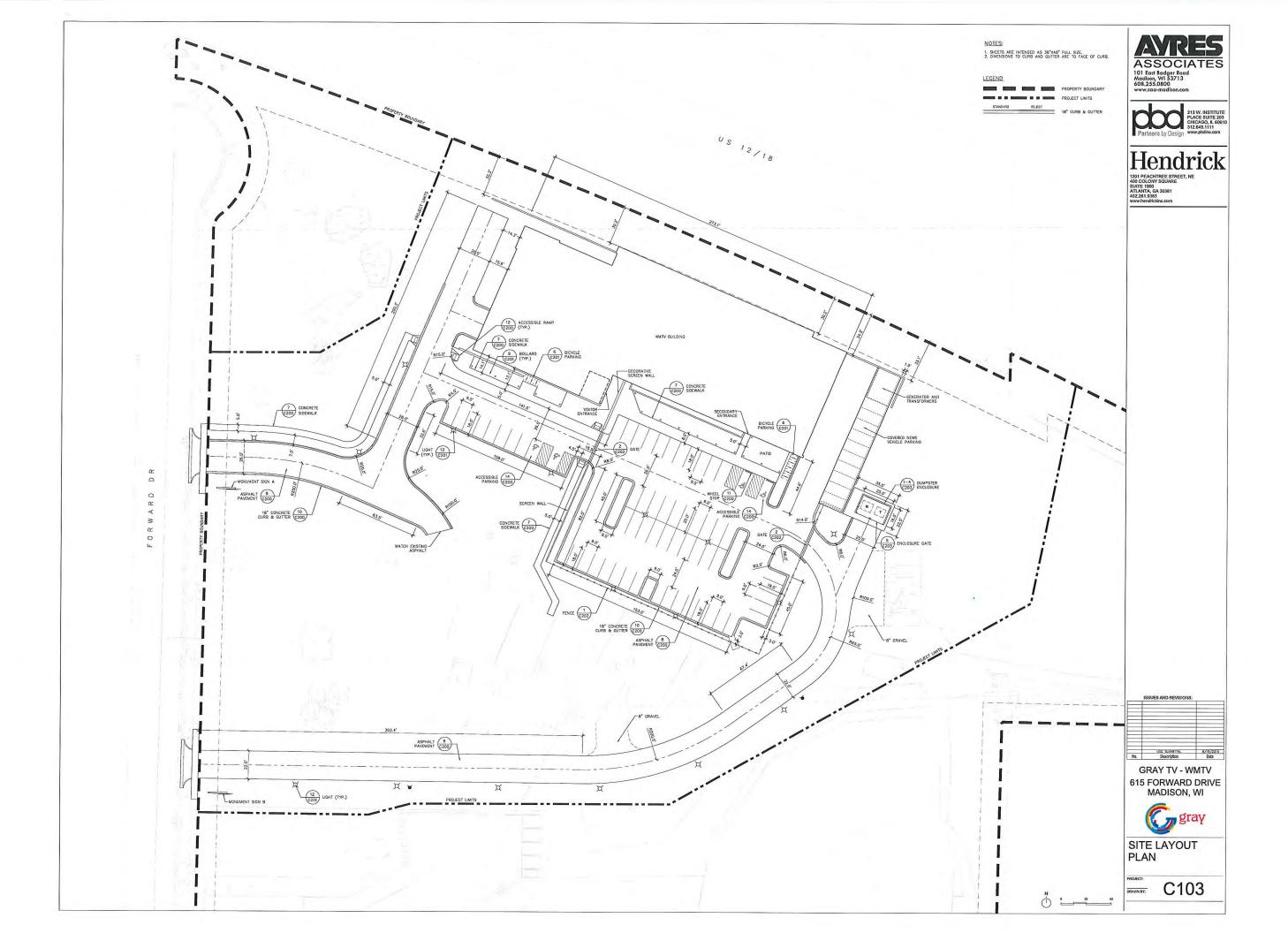
GRAY TV - WMTV 615 FORWARD DRIVE MADISON, WI TITLE SHEET DRAWN BY: T100

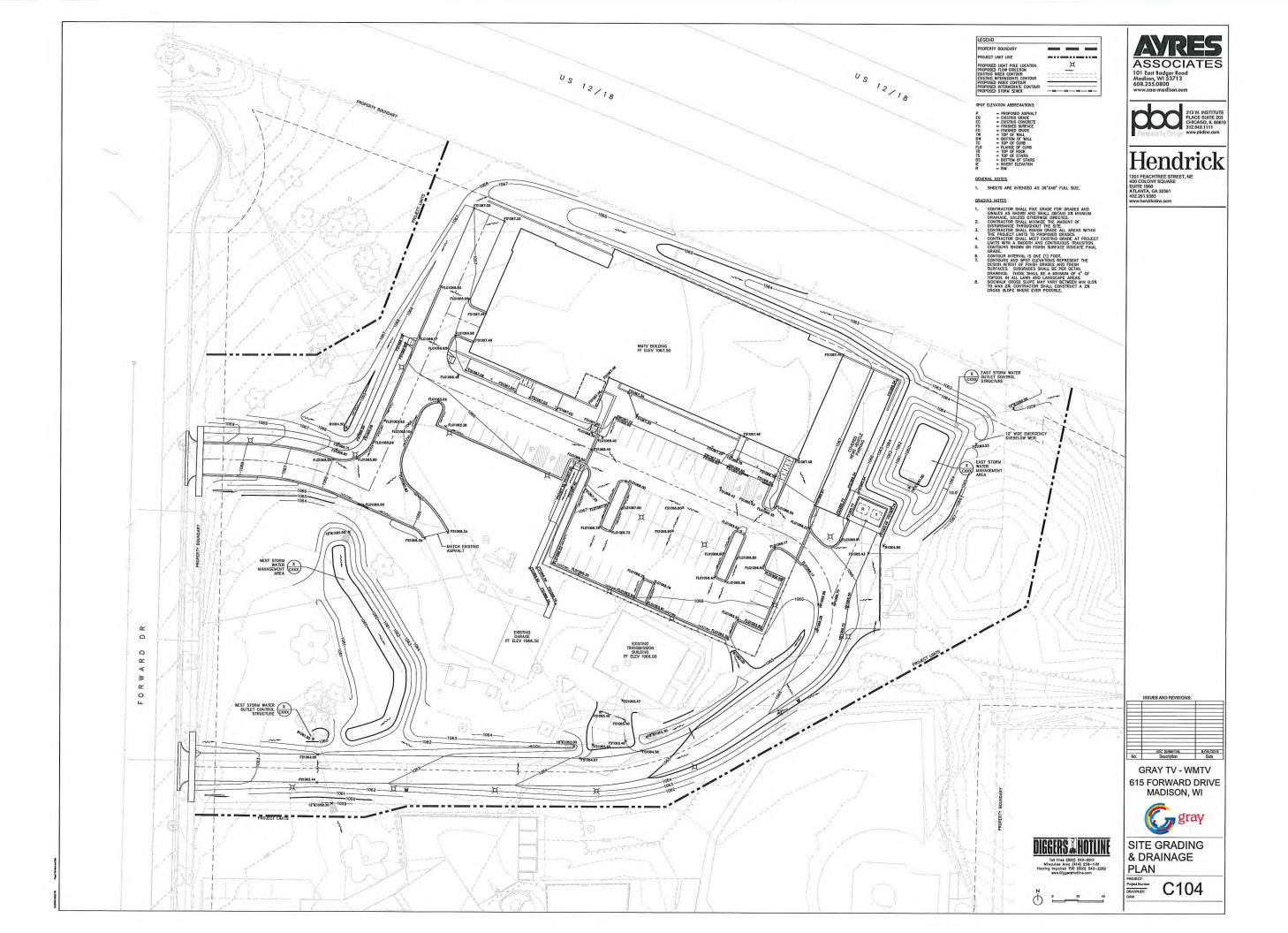
Hendrick

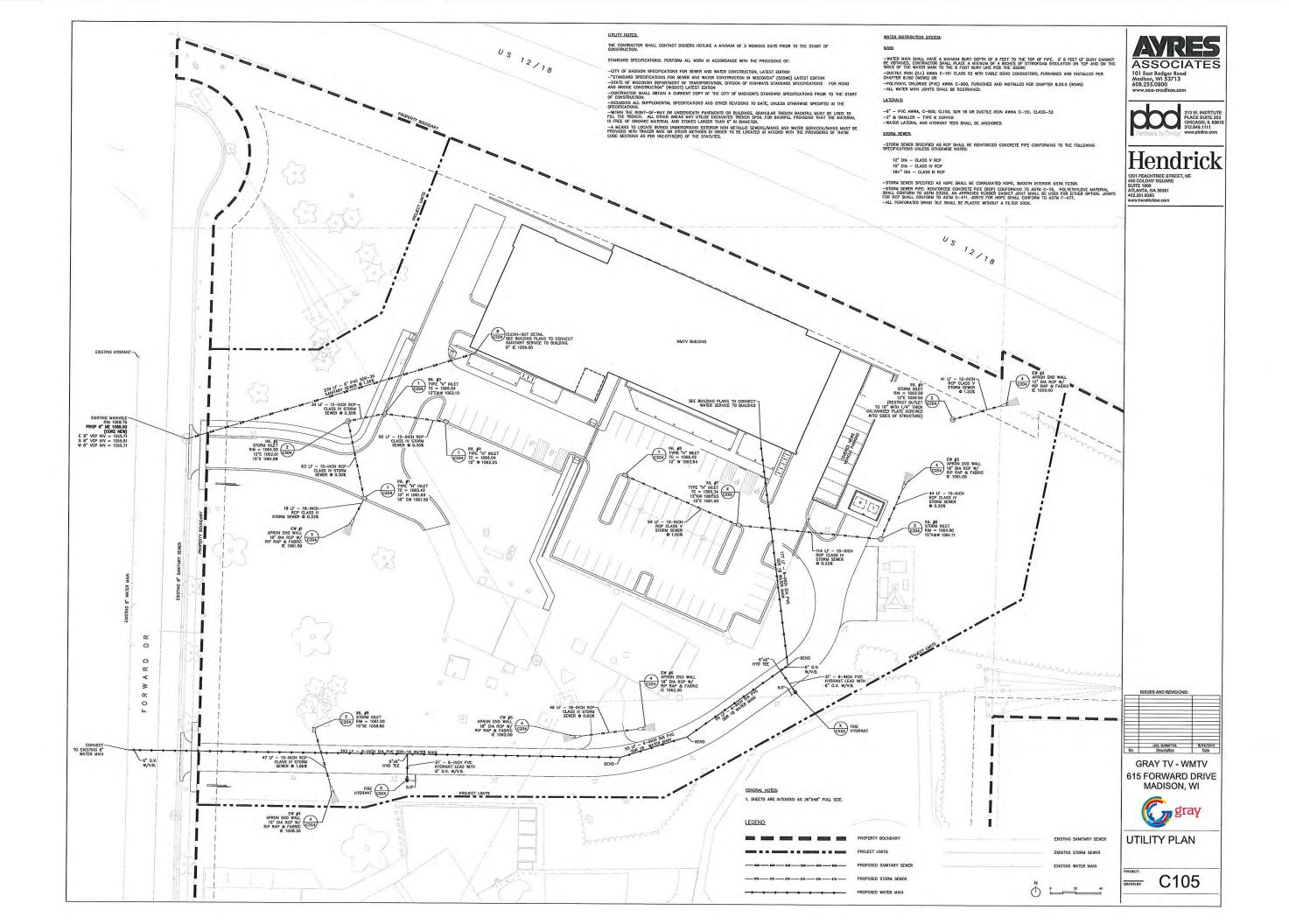
1201 PEACHTREE STREET, NE
400 COLONY SQUARE
SUITE 1900
ATLANTA CA 30361
402 261 1938
www.hendrickinc.com

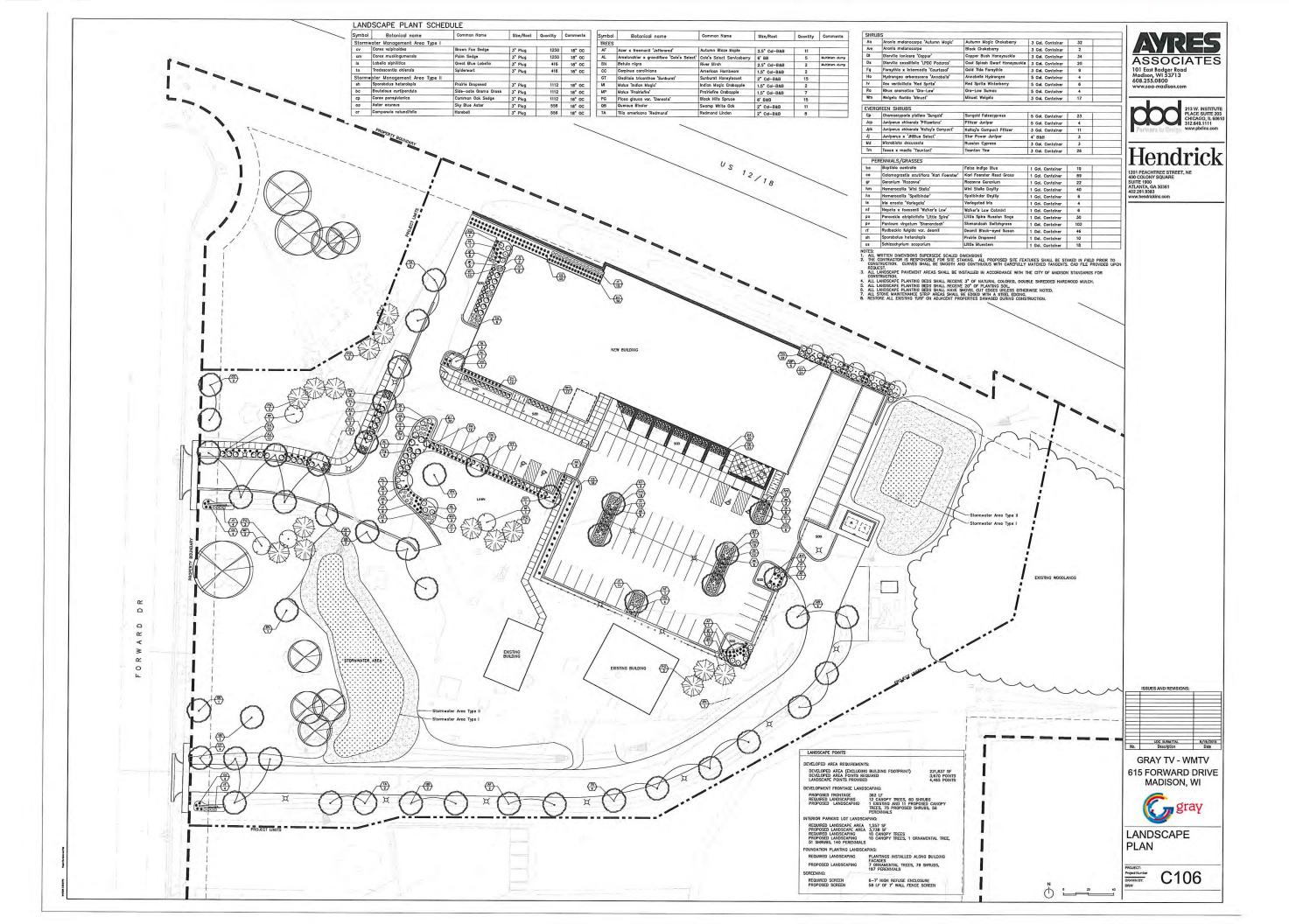


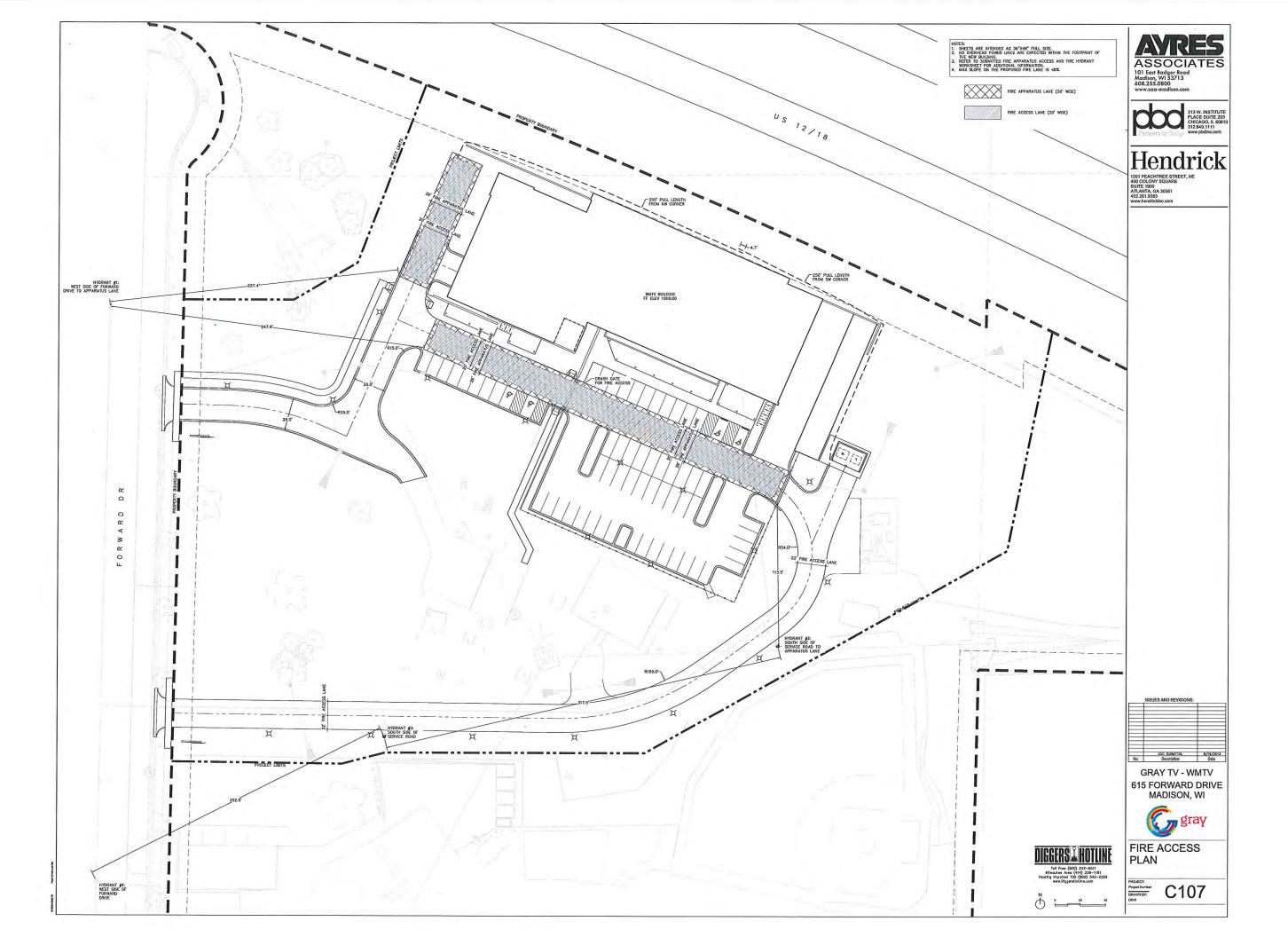


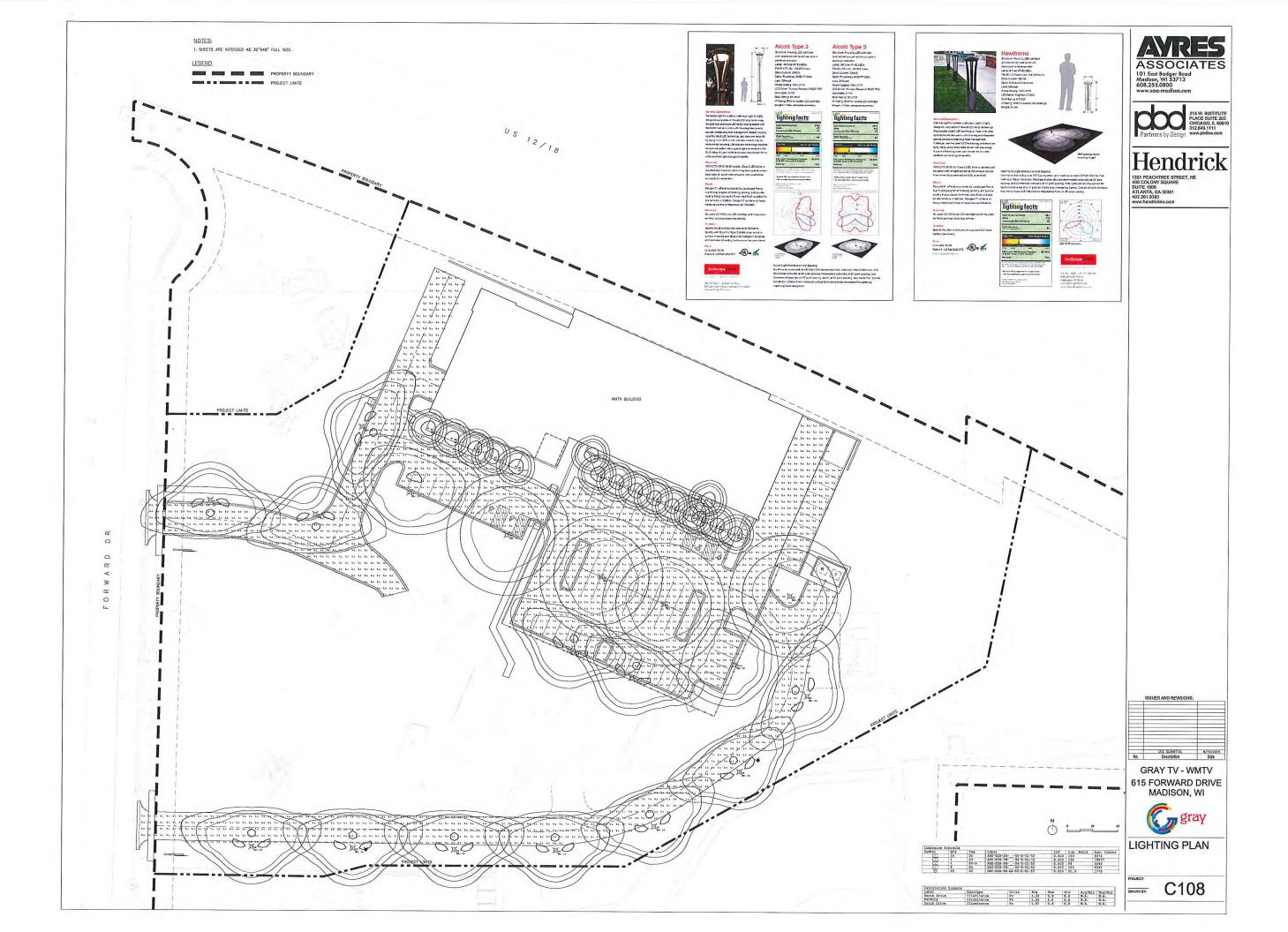




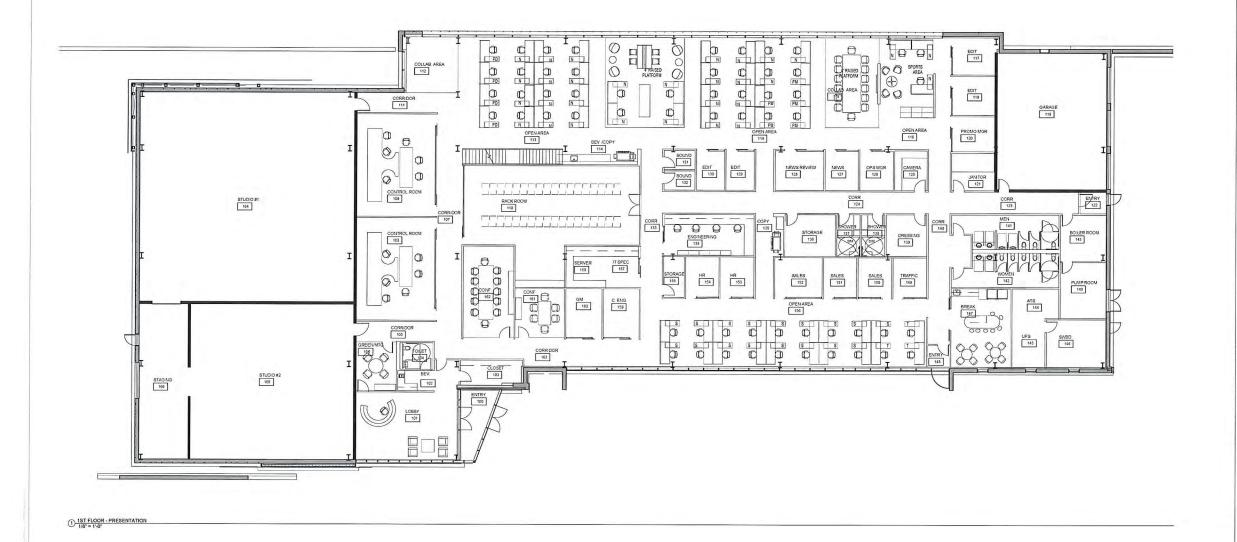














1201 PEACHTREE STREET, NE 400 COLONY SQUARE SUITE 1900 ATLANTA, GA 30361 402 261 9383 www.hendricking.com

SQUARE FOOTAGE SUMMARY

GROUND FLOOR GROSS SQUARE FOOTAGE = 26,823 SF

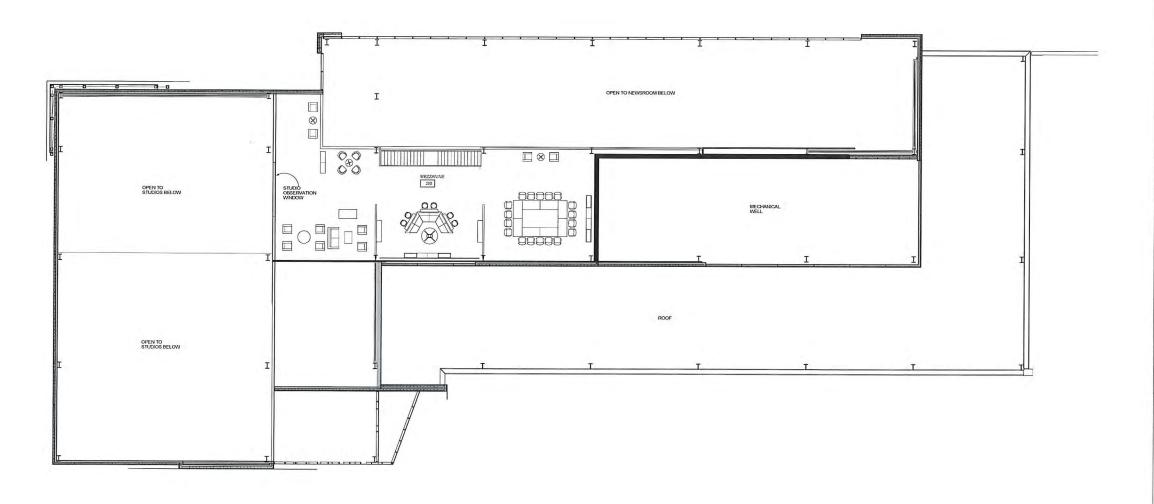


GRAY TV - WMTV 615 FORWARD DRIVE MADISON, WI



1ST FLOOR PLAN -PRESENTATION

FROJECT 15-0000 CRAWN BY: A1.1.01B



1/8" = 1'-0"



Hendrick 1201 PRACHIRES STREET, NE 400 GOLONY SOUARE SUITE 1900 ATLANTA, GA 20161 402 281 933 www.bendrichiac.com



GRAY TV - WMTV 615 FORWARD DRIVE MADISON, WI



MEZZANINE FLOOR PLAN -PRESENTATION

PROJECT: 15.0099 PRAVIN BY: A1.1.02B





Hendrick 1201 PEACHTREE STREET, NE 400 COLONY SOUARE SUITE 1900 ATLANTA A 20161 402 at 2016 Wash Shadlicking com

2 ENTRANCE RENDERED PERSPECTIVE



GRAY TV - WMTV 615 FORWARD DRIVE MADISON, WI



RENDERED BUILDING PERSPECTIVES

PROJECT: 15.0090 DRAWNERY A2.01A



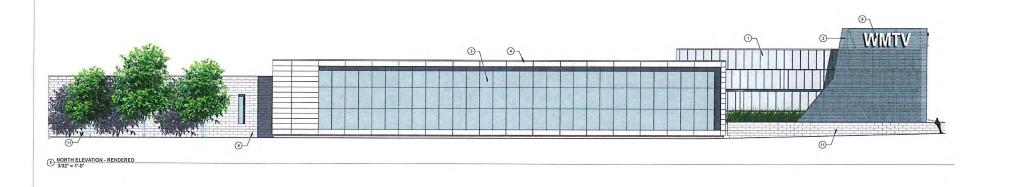


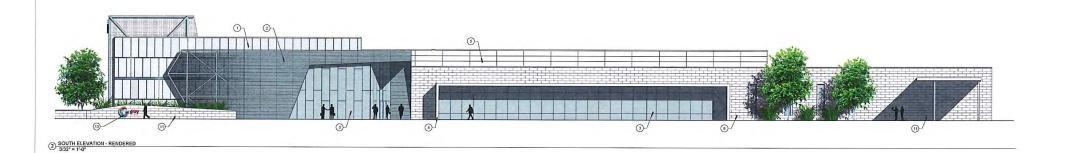
GRAY TV - WMTV 615 FORWARD DRIVE MADISON, WI

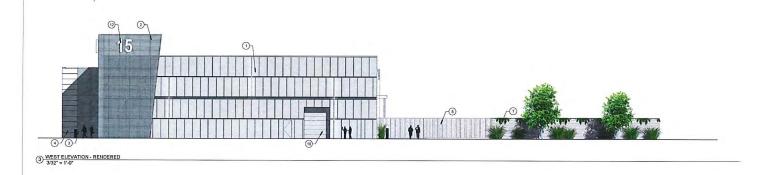


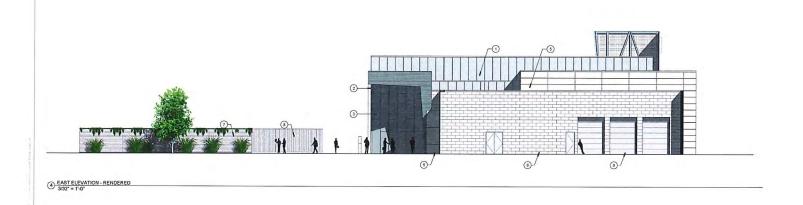
RENDERED BUILDING PERSPECTIVES

PROJECT.
15-0000
DRAWN BY: A2.01B











KEYNOTES

- ORIENTED PANELS SILVER

- (5) COMPOSITE METAL PANEL HORIZONTALLY ORIENTED PANELS WHITE

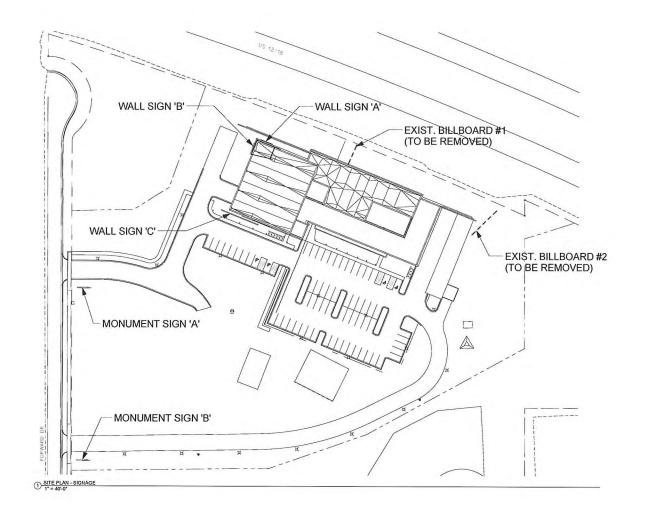
- WALL SIGN'A'
- (10) OVERHEAD DOOR
- (1) EXTERIOR MASONRY SITE WOOD OR RETAINING)
- (12) WALLSIGN B

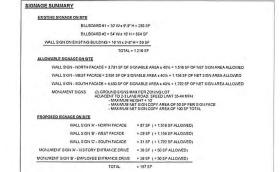
GRAY TV - WMTV 615 FORWARD DRIVE MADISON, WI



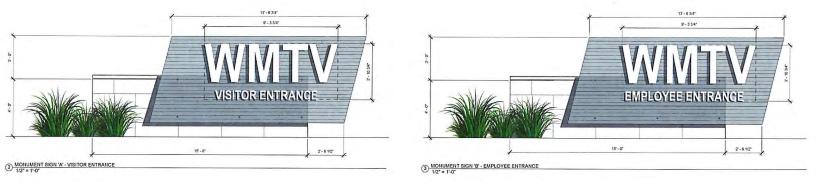
RENDERED ELEVATIONS

ROJECT: 15,0090 A2.02



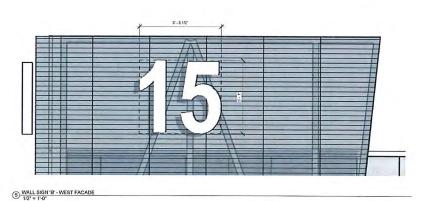


This sheet is for illustration purposes only. Signage will be included as a seperate submittal.

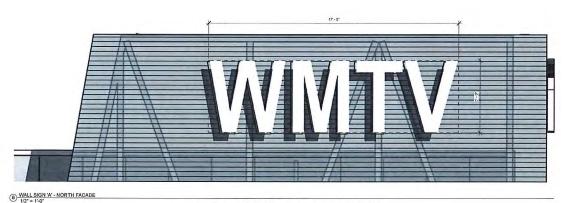




WALL SIGN 'C' - SOUTH FACADE



This sheet is for illustration purposes only. Signage will be included as a seperate submittal.



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