## City of Madison

Proposed Demolition

## Location

615 Forward Drive
Project Name
WMTV Studios

## Applicant <br> Jason Effinger - Gray TV/ <br> 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 kfirch ow@cityofmadison.com or City Planning at 266-4635


## (2.) City of Madison

615 Forward Drive


LAND USE APPLICATION

## Madinam,

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: www.cityofmadison.com/developmentcenter/landdevelopment



## 1. Project Address: 615 Forward Delve

 Project Title (if any): WMTV STUDIOS2. This is an application for (Check all that apply to your Land Use Application):
$\square$ Zoning Map Amendment from $\qquad$ to $\qquad$
$\square$ Major Amendment to Approved PD-GDP Zoning Major Amendment to Approved PD-SIP Zoning
$\square$ Review of Alteration to Planned Development (By Plan Commission)
$\square$ Conditional Use, or Major Alteration to an Approved Conditional Use
Demolition Permit
Other Requests: NEw BUILDING Cowstriction

## 3. Applicant, Agent \& Property Owner Information:

Applicant Name: JASON EFFINGER company GRAY TV
Street Address: 3501 FAMAN ST. cit/state: OMAHA NE Telephone: (402) $4 \pm 0,1557$ fax: L__ Email: JASON. EFFINGER@GRAY.TV Project contact Person: RICH VAN ZEY LL company: PARTNFRS BY DESI6N
 Telephone: (32) $870.1131 \mathrm{Fax}: \longrightarrow$ Email: VANZEYLL © PBDINC.com

Property Owner (if not applicant):
Street Address: $\qquad$ City/State: $\qquad$ Zip: $\qquad$

## 4. Project Information:

Provide a brief description of the project and all proposed uses of the site: CONSTRUcTION OF NEw BukDING FOR WMTV TELEUSION STVAOS \& DEMOCITON OF EXISTING STUPIO BUICDING Development Schedule: Commencement DEC 2015 Completion 2016

## 5. Required Submittal Information

All Land Use applications are required to include the following:
$\square$ Project Plans including:*

- Site Plans (fully dimensioned plans depicting project deiails 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 $11 \times 17$-inch paper (folded and stapled)
- One (1) copy of the plan set reduced to fit onto $81 / 2 \times 11$-inch paper
* For projects requiring review by the Urban Design Commission, provide Fourteen (14) additional $11 \times 17$ copies of the plan set. In addition to the above information, all 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 bring 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:


- Hours of Operation
- Value of Land
- Estimated Project Cost
- Number of Construction \& Full-
- Public Subsidy Requested

Filing Fee: Refer to the Land Use Application Instructions \& Fee Schedule. Make checks payable to: City Treasurer.
$\square$ 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-rcturnable $C D$ to be included with their application materials, or by e-mail to prapplications@citvofmadison.com.

Additional Information may be required, depending on application. Refer to the Supplemental Submittal Requirements.

## 6. Applicant Declarations

$\square$ 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: SUBMMTEO VIA WEBSIT
$\rightarrow$ If a waiver has been granted to this requirement, please attach any correspondence to this effect to this form.
$\square$ 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.

$$
\text { Planning Staff: } \frac{A_{1} M \nmid t \| N}{M A T H \text { TUCFER }} \text { Date: } 7 / 16 / 2015 \text { Zoning Staff: ___ Date:_____ }
$$

The applicant attests that this form is accurately completed and all required materials are submitted:
Name of Applicant JASON EFFINEER Relationship to Property: OWN连
Authorizing Signature of Property Owner
 Date $\quad 9 / 14 / 2015$

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 Beltine 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 $7^{\text {th }}$, to allow us to be on a parallel track with the building for final approval at the November $4^{\text {th }}$ 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
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Chicago, IL 60610
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