



# 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>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: (902) 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: \_\_\_\_\_

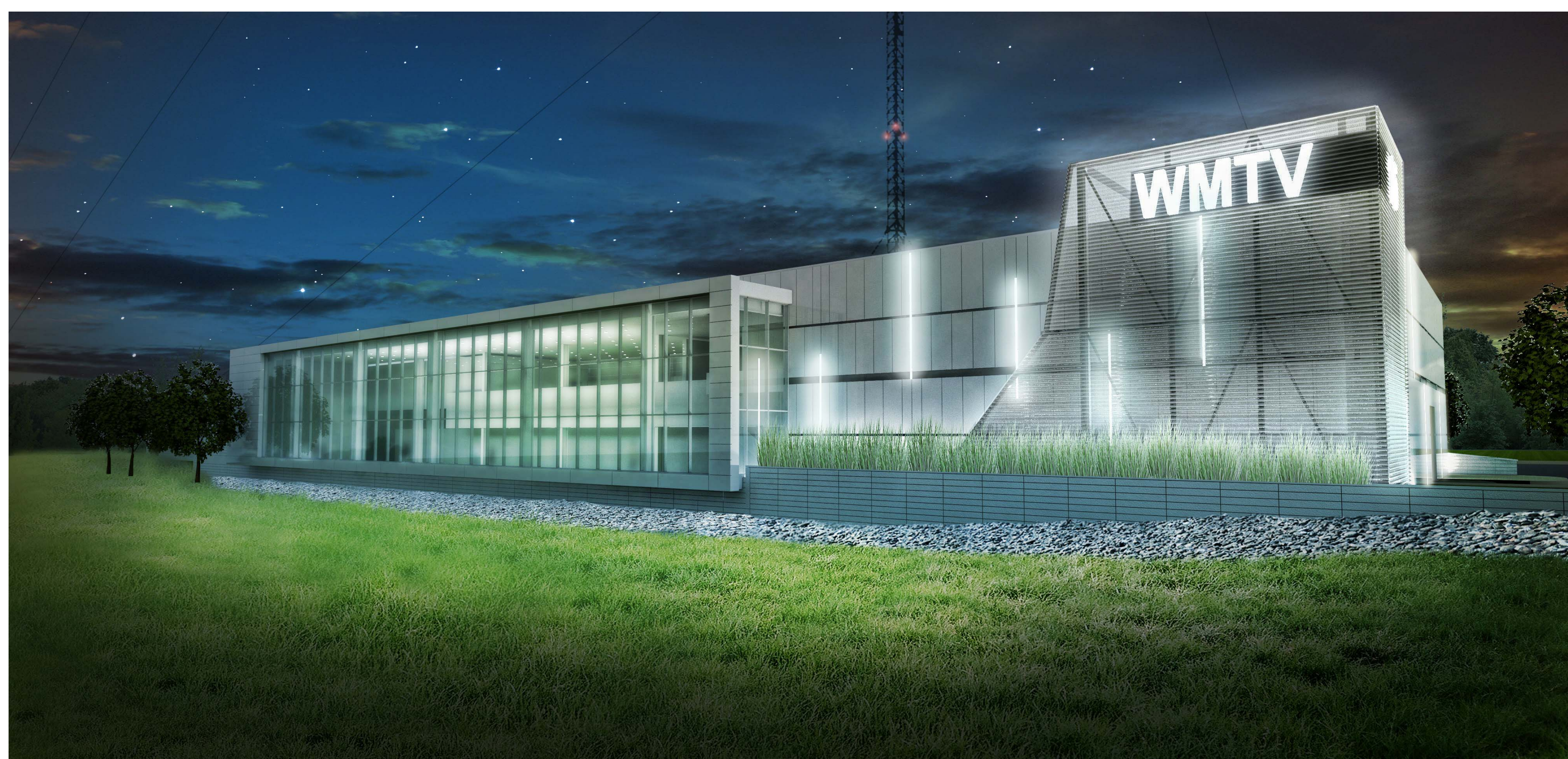
**4. Applicant Declarations:**

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, MATHEW 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



② FREEWAY RENDERED PERSPECTIVE - NIGHT VIEW  
3/4" = 1'-0"



④ ENTRANCE RENDERED PERSPECTIVE  
3/4" = 1'-0"



② ENTRANCE RENDERED PERSPECTIVE



③ ENTRANCE RENDERED PERSPECTIVE  
3/4" = 1'-0"



① FREEWAY RENDERED PERSPECTIVE

ISSUES AND REVISIONS:

No.	Description	Date
ISSUE 4 - LODC DORAGE SUBMITTAL		10.07.2015
ISSUE 3 - ISSUED FOR SCHEMATIC DESIGN		09.29.2015
ISSUE 2 - LODC SUBMITTAL 2		08.16.2015
ISSUE 1 - LODC SUBMITTAL		08.19.2015

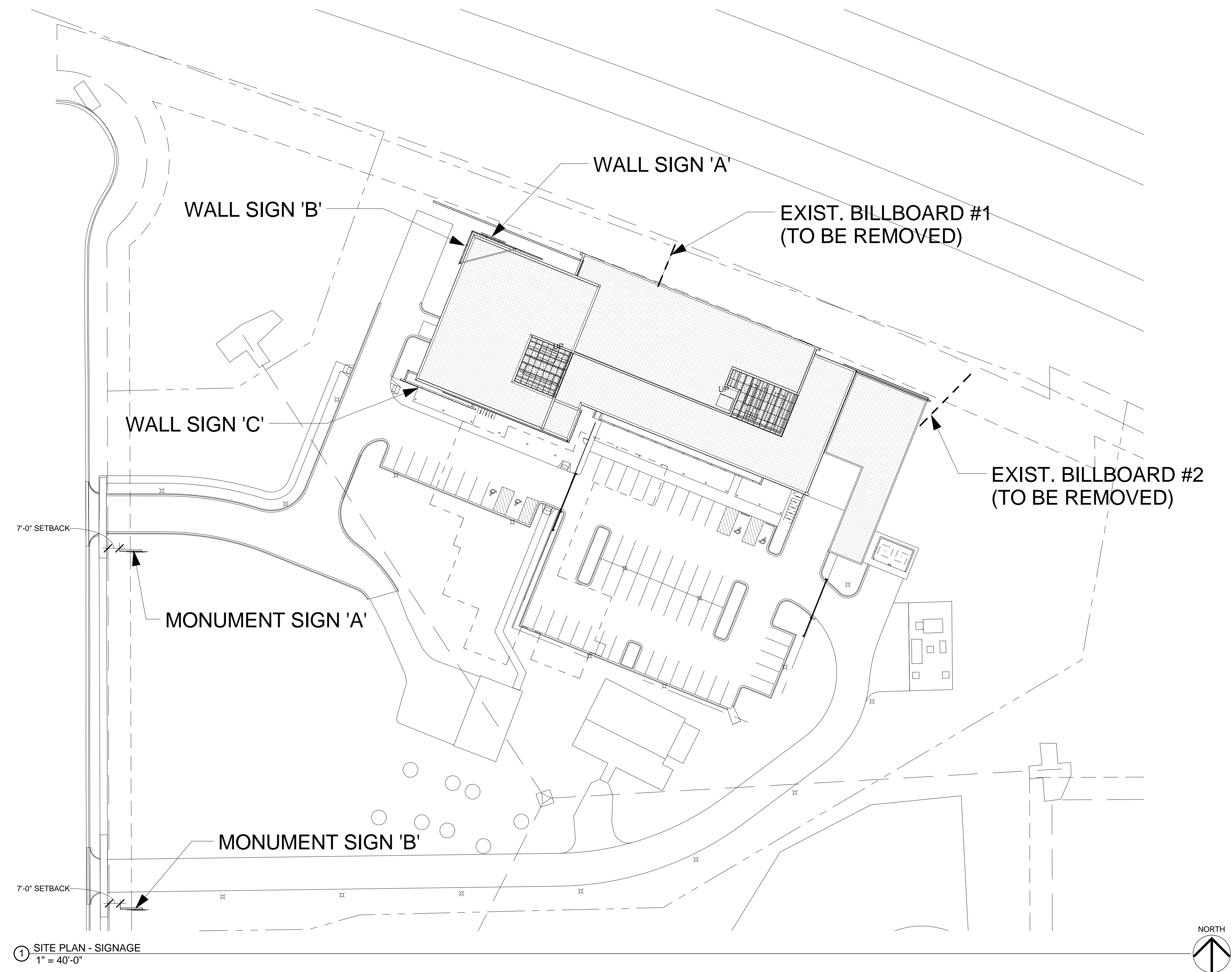
**GRAY TV - WMTV**  
615 FORWARD DRIVE  
MADISON, WI



RENDERED BUILDING  
PERSPECTIVES

PROJECT:  
15-0090  
DRAWN BY:  
LH

**A0.10**



**SIGNAGE SUMMARY**

**EXISTING SIGNAGE ON SITE**

- BILLBOARD #1 = 30' W x 9'-9" H = 293 SF
- BILLBOARD #2 = 54' W x 16' H = 864 SF
- WALL SIGN ON EXISTING BUILDING = 16' W x 3'-8" H = 59 SF
- TOTAL = 1,216 SF

**ALLOWABLE SIGNAGE ON SITE**

- SIGNS SHALL HAVE NO MORE THAN A TOTAL OF (8) SYMBOLS AND/OR WORDS [SEC. 33.249(04.d.ii)]

**WALL SIGNS:**

- NET AREA OF AN ATTACHED SIGN SHALL NOT EXCEED (40) SQUARE FEET [SEC. 33.249(04.d.vii) (REQUESTING EXCEPTION)]
- WALL SIGNS SHALL BE ATTACHED NO MORE THAN 15 INCHES FROM THE FACE OF THE WALL [SEC. 31.07(1)] AND SHALL NOT PROJECT MORE THAN 18 INCHES FROM THE SURFACE TO WHICH THEY ARE ATTACHED [SEC. 33.249(04.b.ii)]
- MAXIMUM NET AREA OF WALL SIGNS SHALL BE 30 PERCENT OF THE SIGNABLE AREA [SEC. 31.07(4)]
- NORTH FACADE = 5,967 SF OF SIGNABLE AREA x 30% = 1,790 SF OF NET SIGN AREA ALLOWED
- WEST FACADE = 3,166 SF OF SIGNABLE AREA x 30% = 950 SF OF NET SIGN AREA ALLOWED
- SOUTH FACADE = 5,484 SF OF SIGNABLE AREA x 30% = 1,645 SF OF NET SIGN AREA ALLOWED

**MONUMENT SIGNS:**

- (2) GROUND SIGNS MAX PER ZONING LOT [SEC. 31.08(2)(a)]
- ADJACENT TO 2-3 LANE ROAD, SPEED LIMIT 35-44 MPH: [SEC. 31.15(1) TABLE 1]
  - MAXIMUM HEIGHT = 10 FEET
  - MAXIMUM NET SIGN COPY AREA OF 50 SF PER SIGN FACE
  - MAXIMUM NET SIGN COPY AREA OF 100 SF TOTAL
- MINIMUM SETBACK OF 20 FEET REQUIRED FOR SIGNS EXCEEDING 20 SF IN NET AREA [SEC. 33.249(04.b.v)] (REQUESTING EXCEPTION)

**PROPOSED SIGNAGE ON SITE**

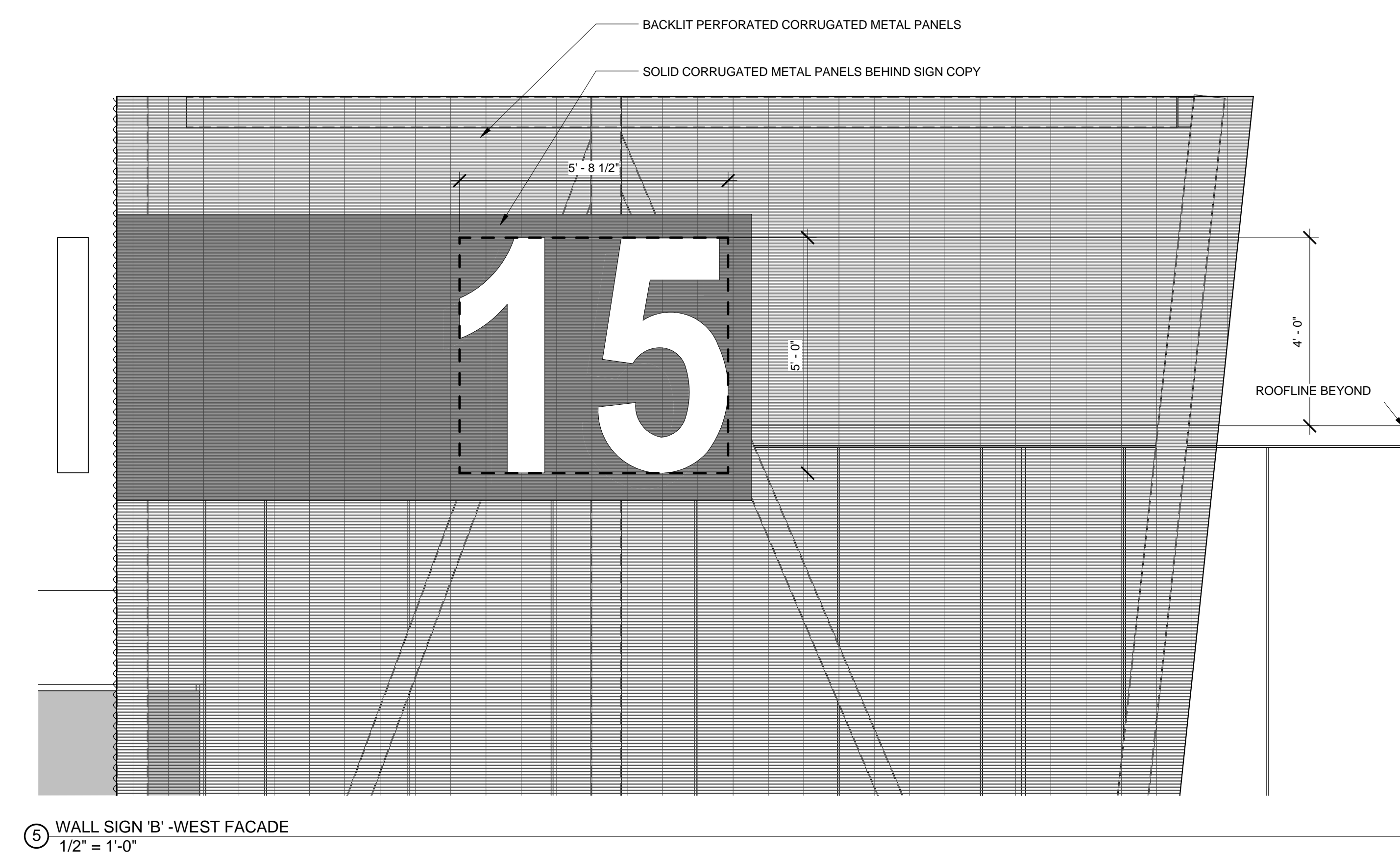
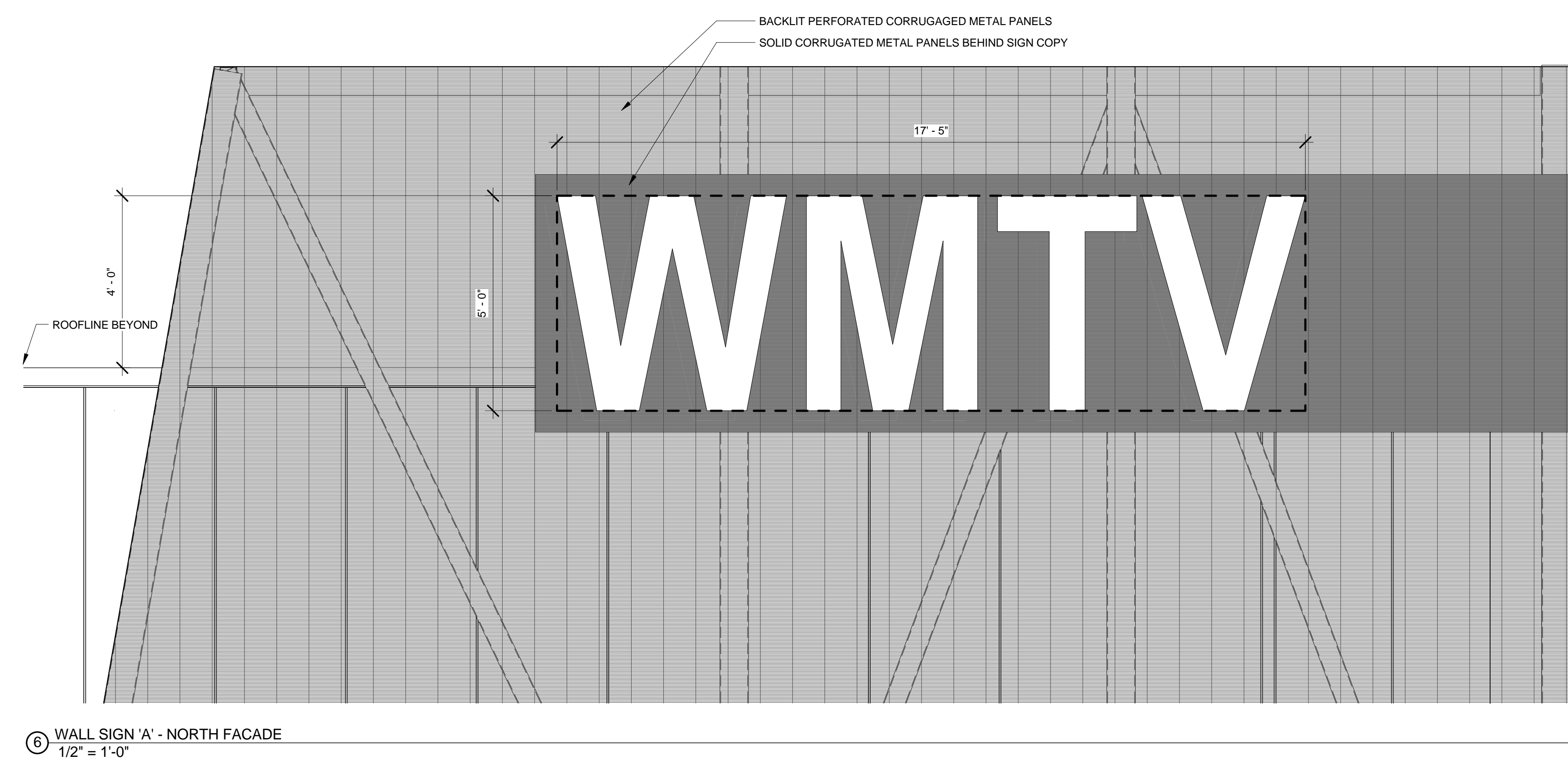
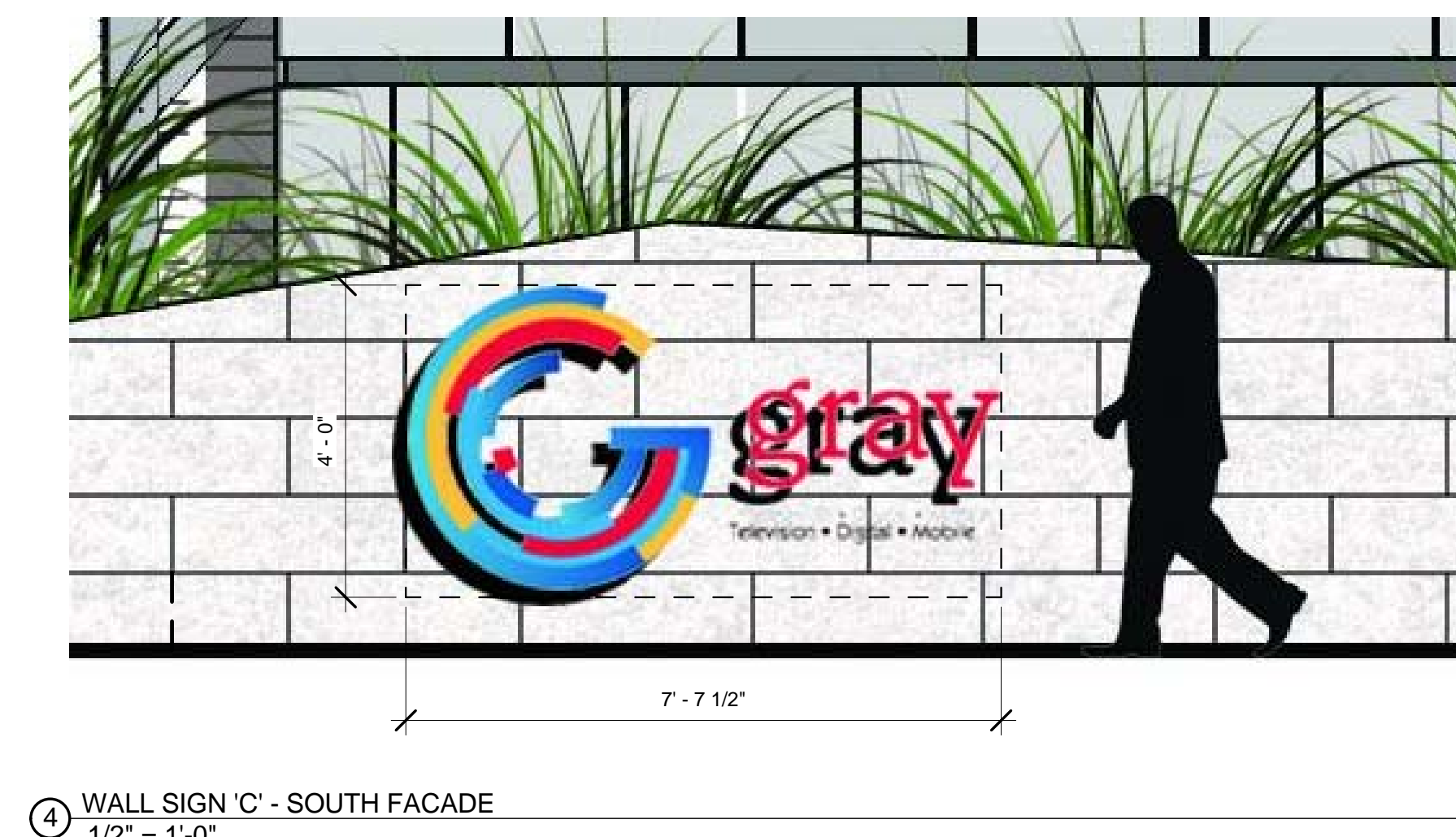
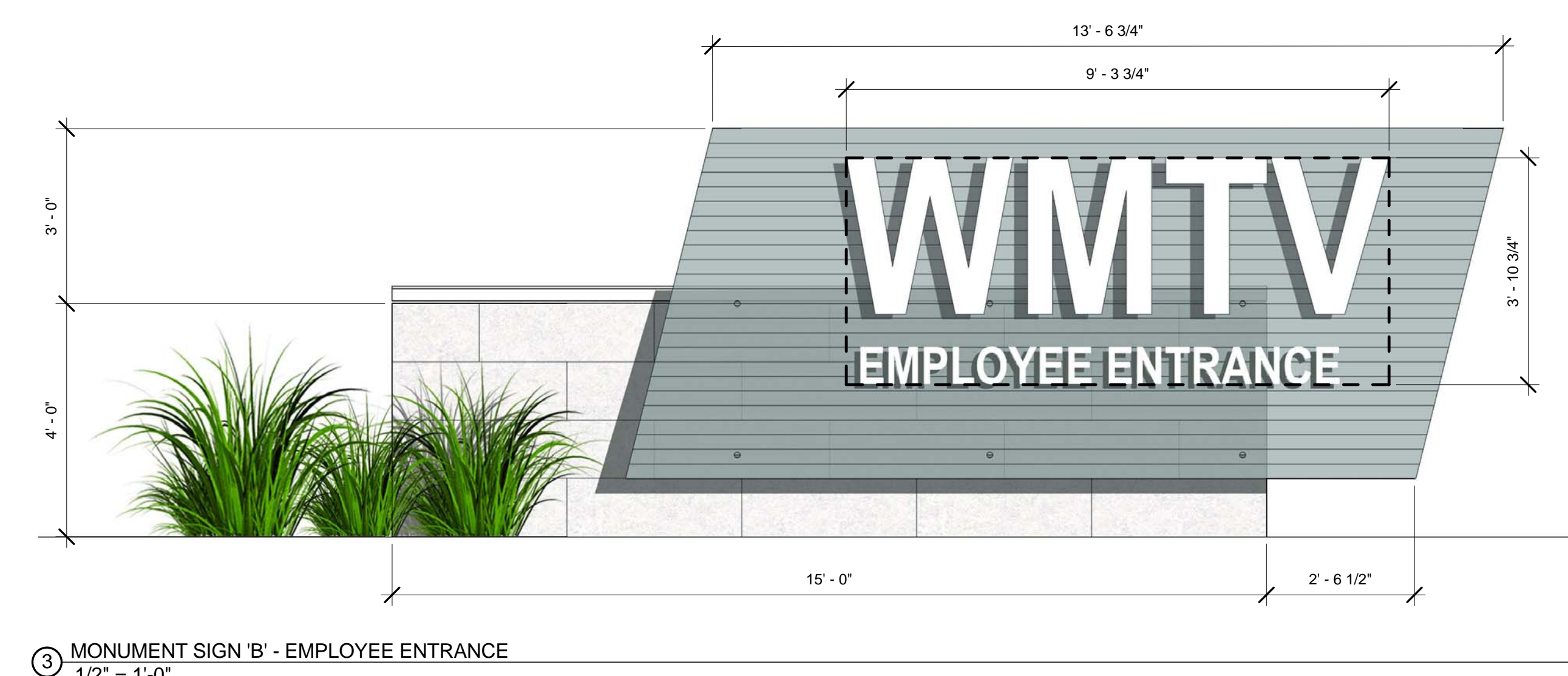
- WALL SIGN 'A' - NORTH FACADE = 87 SF (< 1,790 SF ALLOWED)
- WALL SIGN 'B' - WEST FACADE = 29 SF (< 950 SF ALLOWED)
- WALL SIGN 'C' - SOUTH FACADE = 31 SF (< 1,645 SF ALLOWED)
- MONUMENT SIGN 'A' - VISITOR ENTRANCE DRIVE = 36 SF (< 50 SF ALLOWED)
- MONUMENT SIGN 'B' - EMPLOYEE ENTRANCE DRIVE = 36 SF (< 50 SF ALLOWED)
- TOTAL = 187 SF

**EXCEPTIONS REQUESTED**

- ATTACHED WALL SIGN ON NORTH FACADE TO EXCEED LIMIT OF 40 SF OF NET AREA
- DETACHED MONUMENT SIGNS ALONG FORWARD DRIVE TO BE CLOSER THAN 20 FOOT SETBACK REQUIRED

**EXCEPTION CRITERIA:**

- MADISON ORDINANCE SEC. 33.249(04.d.v.a):** "AN EXCEPTION FROM THE SIZE AND SETBACK LIMITATION IS NECESSARY FOR A SIGN LOCATED ON THE SITE OF AN ESTABLISHMENT TO BE IDENTIFIABLE AND LEGIBLE FROM THE NEAREST ROAD AT PREVAILING SPEEDS."
- WALL SIGN ON NORTH FACADE FACES BELTLINE HIGHWAY, WHICH HAS A SPEED LIMIT OF 55 MPH:** WALL SIGN LIMITED TO 40 SF SHOULD BE ABOUT 2 FEET TALL, WHICH WOULD BE DIFFICULT TO RECOGNIZE AT THIS SPEED AND DISTANCE.
- MADISON ORDINANCE SEC. 33.249(04.d.v.b):** "AN EXCEPTION FROM THE SIZE AND SETBACK LIMITATION WILL RESULT IN A SIGN MORE IN SCALE WITH THE BUILDING AND SITE WILL RESULT IN A SUPERIOR OVERALL DESIGN."
- WALL SIGN ON NORTH FACADE IS SCALED TO ITS ELEVATION, WITH A SMALLER SIGN BEING VISUALLY DISPROPORTIONATE.**
- MADISON ORDINANCE SEC. 33.249(04.d):**
  - "SIGNS SHOULD IDENTIFY THE ACTIVITY WITHOUT IMPOSING UPON THE VIEW OF RESIDENTS, BUSINESS, OR ACTIVITIES OF THE DISTRICT."
  - "SIGNS SHOULD BE APPROPRIATE TO THE TYPE OF ACTIVITY AND CLIENTELE AT WHICH ITS MESSAGE IS AIMED."
  - "SIGNS SHOULD BE DESIGNED SO AS TO BE LEGIBLE TO THE INTENDED VIEWER IN RELATION TO THE SURROUNDING CIRCUMSTANCES."
- MONUMENT SIGNS ON FORWARD DRIVE 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.**



ISSUES AND REVISIONS:

No.	Description	Date

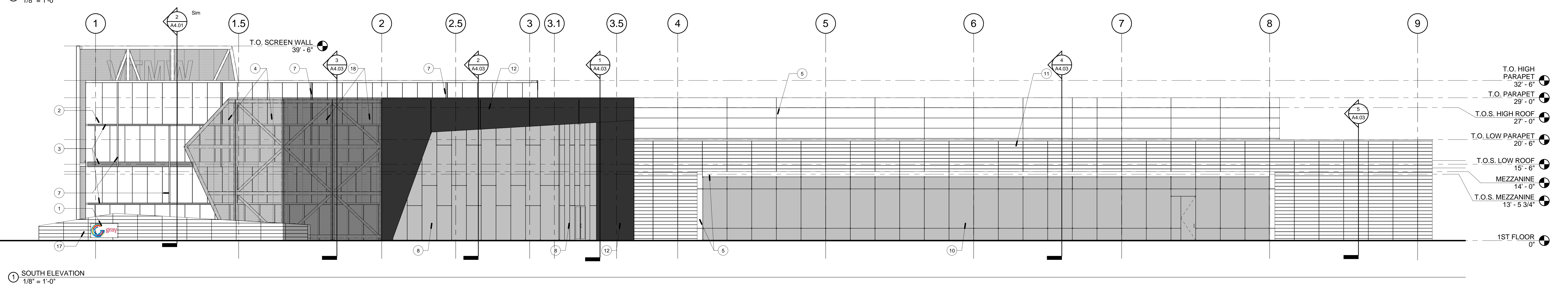
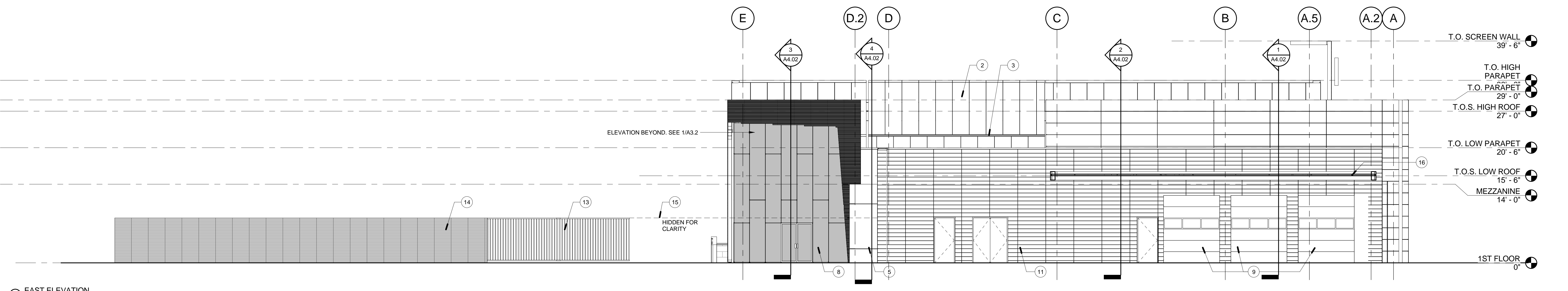
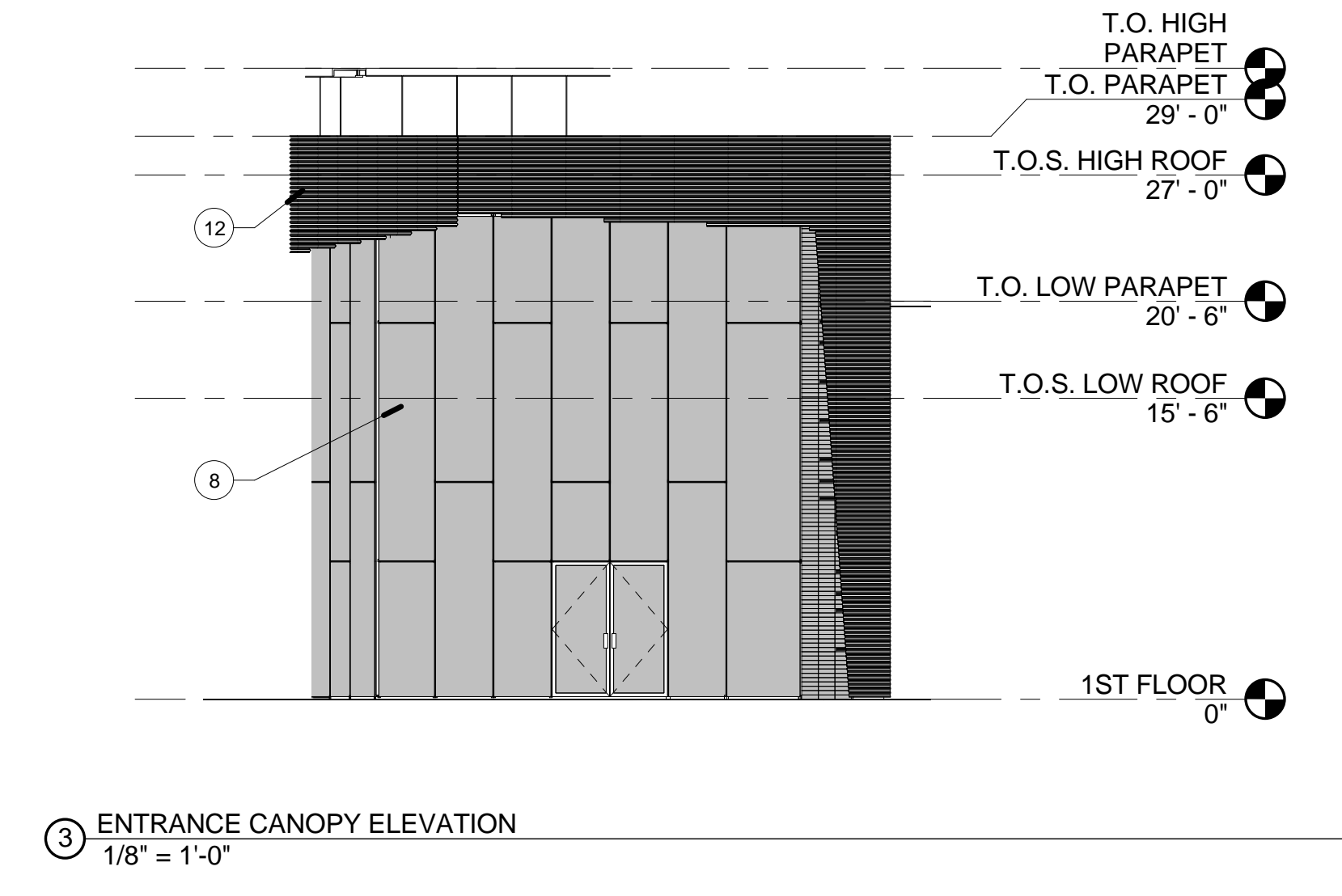
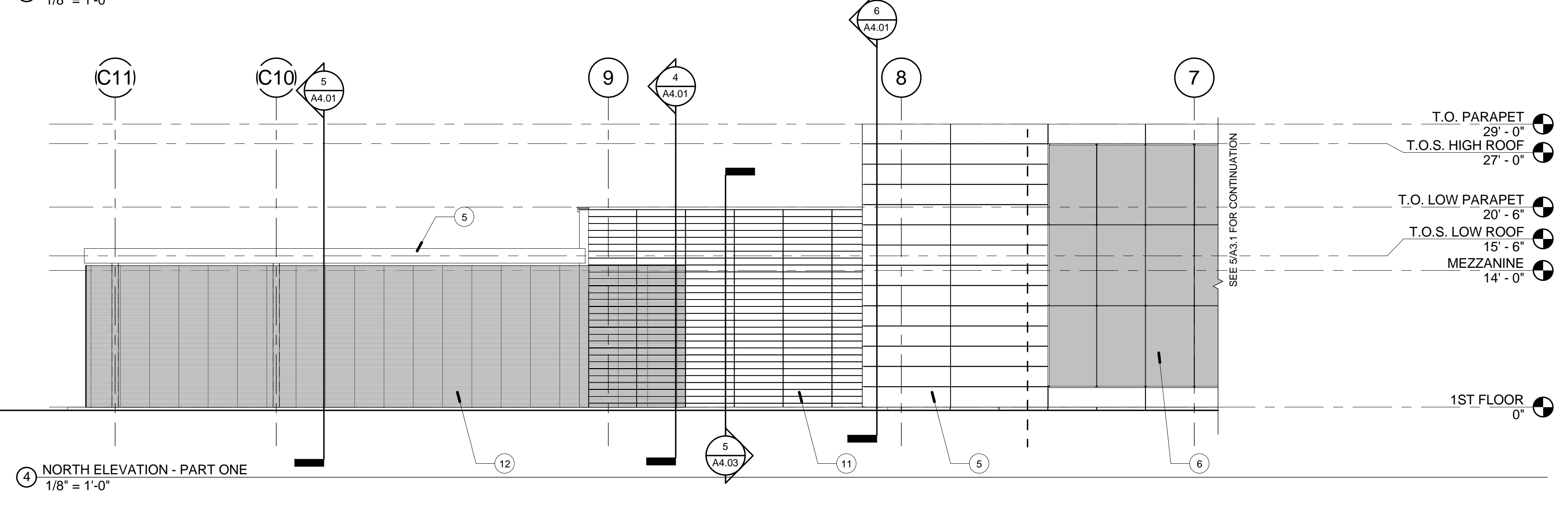
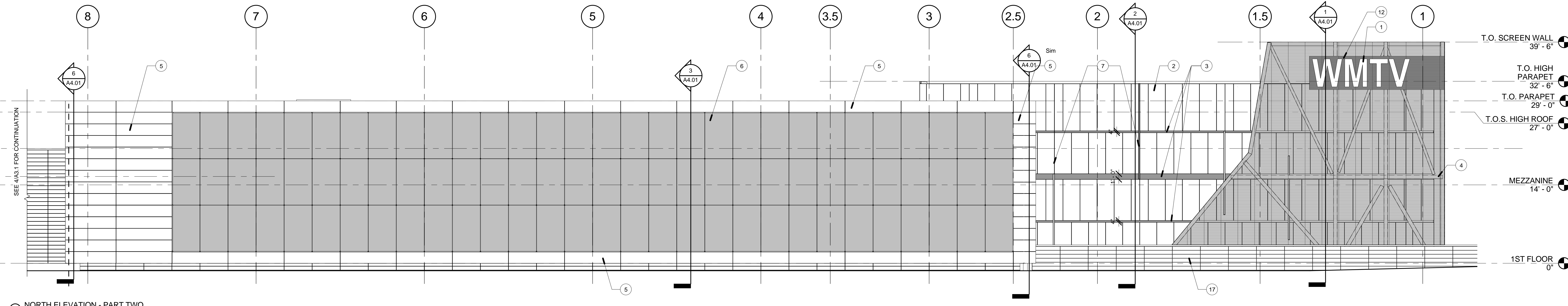
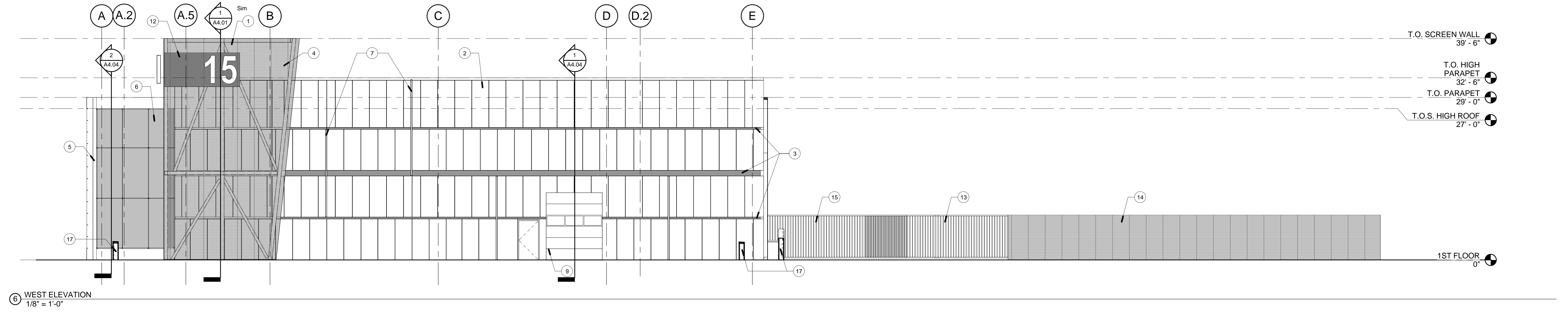
GRAY TV - WMTV  
615 FORWARD DRIVE  
MADISON, WI



EXTERIOR SIGNAGE

KEYNOTES

- 1 BUILDING SIGNAGE.
- 2 COMPOSITE METAL PANEL - MTL-01.
- 3 COMPOSITE METAL PANEL ACCENT BAND - MTL-04.
- 4 CORRUGATED PERFORATED METAL PANEL ON EXPOSED STEEL STRUCTURAL FRAME - MTL-05. PROVIDE LED BACKLIGHTING WITH LIGHTING CONTROL SYSTEM TO ALLOW FOR DIFFERENT COLOR CHANGING AND LIGHT INTENSITY EFFECTS.
- 5 COMPOSITE METAL PANEL - MTL-02.
- 6 ALUMINUM AND GLASS CURTAIN WALL - GL-02.
- 7 LED STRIP LIGHT FIXTURE. INTEGRATE INTO METAL PANEL WALL SYSTEM TO BE FLUSH WITH FACE OF EXTERIOR WALL. PROVIDE LIGHTING CONTROL SYSTEM TO ALLOW FOR DIFFERENT COLOR CHANGING AND LIGHT INTENSITY EFFECTS.
- 8 ALUMINUM AND GLASS CURTAIN WALL - GL-01.
- 9 OVERHEAD DOOR. CUSTOM COLOR TO MATCH ADJACENT WALL MATERIAL.
- 10 ALUMINUM AND GLASS CURTAIN WALL - GL-03.
- 11 CONCRETE PANEL WALL CLADDING PNL-01.
- 12 CORRUGATED METAL PANEL - MTL-05.
- 13 MOTORIZED SLIDING GATE.
- 14 PERFORATED METAL SCREEN WALL - MTL-03.
- 15 ORNAMENTAL METAL FENCE.
- 16 CARPORT ROOF STRUCTURE.
- 17 SITE RETAINING/PLANTER WALL - PNL-01.
- 18 CORRUGATED PERFORATED METAL PANEL ON EXPOSED STEEL STRUCTURAL FRAME - MTL-06.



ISSUES AND REVISIONS:

No.	Description	Date

GRAY TV - WMTV  
615 FORWARD DRIVE  
MADISON, WI



BUILDING ELEVATIONS

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,

A handwritten signature in black ink, appearing to read 'Rich Van Zeyl', is positioned below the 'Kind Regards,' text.

**Rich Van Zeyl, AIA, LEED-AP**

**Director**

**Partners by Design**

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Chicago, IL 60610

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