

AGENDA # 4

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: November 4, 2015

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

REFERRED:

REREFERRED:

REPORTED BACK:

Signage Plan

AUTHOR: Alan J. Martin, Secretary

ADOPTED:

POF:

DATED: November 4, 2015

ID NUMBER:

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

SUMMARY:

At its meeting of November 4, 2015, the Urban Design Commission **GRANTED FINAL APPROVAL** of the signage plan for the construction of a new television studio and support facilities, and site improvements to employee and visitor parking in UDD No. 2 located at 615 Forward Drive. Appearing on behalf of the project were Rich Van Zeyl, Tom Weeden and Don Vesely, all representing WMTV.

Commissioner Harrington questioned having the two monument signs that mark the employee entrance and the visitor entrance that are so close together, and asked why the WMTV logo has to be on the signs also. It would be helpful to have the sign say “employees only” and “visitors only” and completely omit the WMTV. The applicant responded that the nearby baseball field means the roadway gets congested with people parking there and needs to be marked to keep people from parking along the roadside. The Secretary noted that the signs meet code because technically although they are parking lot directional signs, they are ground signs and meet Chapter 31. This is also allowed within UDD No. 2.

ACTION:

On a motion by Slayton, seconded by Rosenblum, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (7-1) with Harrington abstaining.