

AGENDA # 9

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: September 2, 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. 19 th Ald. Dist. (39862)	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: Alan J. Martin, Secretary	ADOPTED: POF:
DATED: September 2, 2015	ID NUMBER:

Members present were: Richard Wagner, Chair; Tom DeChant, Lois Braun-Oddo, Cliff Goodhart, Michael Rosenblum, John Harrington and Sheri Carter.

SUMMARY:

At its meeting of September 2, 2015, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** for construction of a new television studio and support facilities, site improvements to employee and visitor parking in UDD No. 2 located at 615 Forward Drive. Appearing on behalf of the project were Blake Theisen, Rich VanZeyl, Tom Weeden and Don Vesely. It was agreed that along the Beltline in an east-west orientation would be the best placement for the new building. The site does have its challenges with satellite dishes and other TV equipment, as well as the need to continue working in the existing building while the new one is being built. On-site infiltration is planned. The employee parking lot will now be secured. The building height is increased to give more of a presence along the Beltline. Due to the nature of producing television, windows are minimal but metal panels will allow light and signal that there is activity within the building. Building materials include composite metal panels, cement board and stucco (real cement). They are pursuing LEED certification. The Secretary noted that this is in Urban Design District No. 2, which will affect the signage package.

A discussion on the proposed use of stucco versus EIFS or hardiplank followed, noting that because the application is proposed for the one-story portion which faces north and is white, it'll tend to get dirty and mildewed; it would be best to minimize its use on the north side. It was also noted that the proposed removal of the existing billboards may merit signage considerations relative to the UDD No. 2 requirements for the project. It was suggested increasing the screening on the proposed secured parking area.

ACTION:

Since this was an **INFORMATIONAL PRESENTATION** no formal action was taken by the Commission.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 615 Forward Drive

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
Member Ratings								

General Comments:

- Boring, stucco was mentioned which is ugly when it is dirty, distasteful, unsightly.