

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: September 7, 2016
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 7, 2016	ID NUMBER:

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

SUMMARY:

At its meeting of September 7, 2016, the Urban Design Commission **GRANTED FINAL APPROVAL** of site improvements located at 615 Forward Drive in UDD No. 2. Appearing on behalf of the project were Joseph Leffelman and Michael Huffman, both representing WMTV.

The signage package include the two monument signs for visitors and employees (there are two entrances, one being secured), and the two wall signs, one facing the Beltline and one facing the parking lot. The large sign facing the Beltline has been reduced in scale from what was originally shown, they’ve lowered it so it’s no longer above the roofline, and they’ve added a logo as requested by the owner. The sign is larger than 30% of the signable area. Sign “C” has changed from the earlier submission with the channels. It addresses all different groups coming to visit the site.

- Can you omit the opaque background, that would make it way under 30%.
 - Our original sign package did not have that opaque background, we only added that after discussion with Zoning that requires we separate that, otherwise the entire wall would be a signable area.
 - They have to distinguish between the two.
- Can you put the opaque behind the perforated wall and still meet staff’s desire? Technically?
 - Yes because the sign itself will sort of disappear into the light wall.
- I like what you had before for Sign “C.” The logos plus WMTV, that’s just too much. I needs to be simplified.
- To me this is advertising all your different channels.
 - Think of this like a product they are advertising. Advertising is the way they fund their business, and have three distinctively different products. The CW has nothing to do with WMTV.
- But signage is not advertising. We approve signage, not advertising. You already have those logos at your visitor entrance, that’s arguably signage to get you into the place, putting it on the building doesn’t do anything for signage, per se.

- It's internal to the site.

The Secretary read portions of the Commission's regulations for signage in UDD No. 2.

ACTION:

On a motion by Harrington, seconded by Carter, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (8-0). The motion approved Wall Sign A and Wall Sign B. An amendment proposed by Goodhart, to allow Sign C to return for administrative approval was unanimously accepted, allowing the "WMTV News Studios" with one logo only. Regarding the "WMTV employees only" and "visitors entrance" signs, the "WMTV" should be the same font graphic and size as the "employees only" and "visitors entrance" to be more of a generic identifier without logos.