

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 Beltline 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 7th, to allow us to be on a parallel track with the building for final approval at the November 4th 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,

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

Rich Van Zeyl, AIA, LEED-AP

Director

Partners by Design

213 W Institute Place | Suite 203

Chicago, IL 60610

T 312.649.1111 | D 312.870.1131 | M 708.522.4253

vanzeyl@pbdinc.com