



November 14, 2018

Heather Stouder
Department of Planning and Development
City of Madison
146 S. Hamilton Street
PO Box 2985
Madison, WI 53701

Letter of Intent - Project Description

Stone House Lyric Phase 3
1040 East Washington Ave (tentative)

Madison Youth Arts Center (MYAC)
East Mifflin Street - no address yet assigned

Contacts

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The parcel is located directly Northeast of the Lyric Phase 1 and 2 at the intersection of Ingersoll and East Washington Ave. This site is in Urban Design District 8, and its design incorporates the principles defined for this district. This site is currently zoned TE Traditional Employment. This project is seeking a Conditional Use under this zoning designation and is creating a project that complies with the current zoning.

Anticipated uses in addition to those permitted in the TE are;

1. Daycare
2. Restaurant / Brewpub
3. School, arts, technical or trade
4. Assorted Retail
5. Fitness facility
6. Theater, Assembly Hall, Concert Hall
7. Residential Dwellings in mixed-use buildings
8. Community Services
9. Outdoor display
10. Outdoor eating area associated with food and beverage establishment
11. Temporary outdoor events

The proposed project includes an 11-story building parallel to East Washington. Uses include Commercial/Retail, Office, and Market Rate Residential on East Washington with a bonus common space on the 11th floor. The proposed project also includes a 4 -story building housing the community-based Youth Arts Center parallel to Mifflin Street. Urban Design District 8 Guidelines Sec 33.24 (15) (e) 12.c Upper Development Standards Bonus Stories may be granted if it determined that the provision of at least one element from subsection i or a combination of elements from subsection ii provides public benefit to warrant the additional height.

The elements or combination of elements included from subsection I and ii are:

1. structured parking that includes space shared by multiple users that is available for public use by patrons of both on and off site uses.
2. Publicly accessible plazas with seating and landscaping.
3. Mid-block and through block public pedestrian, bike connections.

This project includes a 295-space parking ramp that is shared by multiple tenants and provides off peak parking for additional community uses, including the Youth Arts Center. 150 interior bike parking spaces are provided, and 66 exterior bike spaces are provided. See submittal drawing cover sheet for details on auto parking and bike parking. Publicly accessible plazas with seating and green space are located at the main entries at the corner of Ingersoll and Mifflin Streets and Ingersoll and East Washington Avenue. A mid-block public access drive is located between this development and the Lyric building for bike, pedestrian, and vehicular traffic.

Amendment to Section 33.24(15)12.b.ii of the Madison General Ordinance to allow for the construction of and 11th floor community room on top of a mixed-use building sponsored by Ledell Zellers reads "Three (3) bonus stories on Blocks

10a,10b,11a,11b,12a,13a, and a third bonus story on up to 10% of the area of Block 4b.” The bonus story proposed is located on Block 4b in UDD 8. Based on block 4b being 100,000 SF, the 2 towers together are allotted up to 10,000 SF of bonus story. The Lyric Building on the west half of Block 4b was awarded a bonus story of 6,005 SF. The uses that are presenting themselves on the lower levels of this new project will benefit the surrounding community, and therefore are driving the need for a shared building amenity space on the 11th floor of 3,980 SF. The bonus story for both towers is less than 10,000 SF combined.

The Youth Arts Center bordering Mifflin Street provides classrooms, offices and performance spaces for youth ages Pre-K to High School. The Center is a partnership between the not for profit organizations of Madison Youth Choirs and Children’s Theater of Madison. The building will provide a permanent home for these organizations for rehearsals and after school education programming and administrative offices. The four-story building conforms to the zoning setbacks and angle cut-offs as outlined by UDD 8. As indicated in the Breeze development of the original Stone House Development project, the 39’ three story height sets the point at which a 30-degree angle up to 8 floors outlines the buildable area. The program uses will require a conditional use under the TE zoning. The project will be pursuing a text amendment to UDD 8 Sec. 33.24(15) (e) 2 which states that massing exceeding 3 floors on block 4a be stepped back 15’ from the property line. As a community resource, MYAC is providing opportunities for intergenerational engagement, classrooms, rehearsal spaces and a 300-seat auditorium that forwards youth arts within the greater Madison area. To accommodate the current and anticipated future use, the required exiting dictates wider widths and exit requirements. To achieve this, the vertical circulation must occupy the space to the far west of this parcel. Additionally, a secure entry point (Reception Desk) is needed with clear visibility from Mifflin Street entrance and to the children drop off zone located in the new parking structure. Stepping back the 4th level of this portion of the project will compromise the program requirements, required exiting, and long-term requirements of MYAC. Redesign of this portion of the project may create barriers insurmountable for this program on this site.

Exterior materials on the mixed-use building on East Washington will be predominantly masonry with accents of metal panel. Larger glass areas will occupy the corners and 10th floor. Glass railing balconies will face the East Washington façade. The mix of materials will clearly identify a base, middle and top expression with the 11th floor bonus being set back from the predominant street facade.

Exterior materials for the Youth Arts Center are a mix of glass, brick, and metal panel. Metal panel accents are integrated in limited amounts. The forms, colors and textures resonate with the creative nature of the mission and vision of the organization. An entry plaza at the corner of Ingersoll and Mifflin provide a buffer zone between the street and main entry. Areas for 3D urban art are located on Mifflin Street and murals representing the community the building serves are planned for the Ingersoll Street façade at the parking ramp. MYAC has engaged Mark Fraire, Director of Cultural Affairs to facilitate the integration of urban art at the site. The roof portion parallel to Mifflin will have a green roof and patio. Pre-function and performance spaces on the 4th floor will have access to this outdoor common space.



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A series of roof plazas and green spaces between the 11-story mixed-use building and the MYAC are planned on the top level of the parking ramp. These plazas will provide outdoor access to patrons and users of MYAC and commercial tenants in the mixed-use building.

Construction is anticipated to begin March 2019.

Sincerely,

A handwritten signature in black ink that reads "Paul Raisleger". The signature is written in a cursive, flowing style.

Paul Raisleger
Sr. Design Architect