

**Notes from TLNA Steering Committee Meeting on
Stone House Proposal for the 1000 Block E. Washington (eastern half)**

Tuesday, November 13, 2018, 6:00pm
The Lyric Conference Room

Attendees:

Stone House Development – Helen Bradbury, Rich Arneson

Eppstein Uhen Architects - Paul Raisleger

Children's Theater of Madison – Allen Ebert

TLNA Council members - Patrick Heck, Patty Prime

Neighbors and Interested Parties: Julie Nischik, Karen Banaszak, Jeff Reinke, Paul O'Leary, Curt Brink

Proposal Update:

Paul Raisleger, Helen Bradbury, and Rich Arneson gave an update on the proposal (see developer slides on TLNA website). Helen noted that they would be submitting to city planning the next day, i.e., Nov. 14, and anticipated appearing at the **Urban Design Commission on January 2 followed by Plan Commission on January 14**. What is being called MYAC (Madison Youth Arts Center), the E. Mifflin side of the proposed development will require an ordinance change – they will describe that later in the presentation. Helen noted that they have a meeting scheduled with Alder Zellers on Nov. 15 where the needed ordinance change will be discussed too. They just found out about the need for the ordinance change – it came up in discussions with city staff. They noted that they will have some flexibility in terms of exterior colors and materials as they go through the process, so those are not set in stone.

Paul said they had settled into the massing - similar to Lyric with mixed uses possible on the corner at Ingersoll and E. Washington, mostly commercial on first floor and office space on floors 2 and 3. The apartments will be 1- and 2-bedrooms, as well as studios. The plan is for most apartments' square footage to be a little bit bigger than Lyric apartments. The building will be 1' taller than Lyric. They held the building back from the Ingersoll and E. Washington corner so there is an outdoor plaza area there that could be used by a restaurant or some similar use. The main entrance to the building will be further down E. Washington, closer to the mid-block alley. The exterior materials are primarily masonry with colors TBD, but Paul anticipates warmer and darker colors. Helen added that there will be more brick on all sides than on the Lyric. It was noted that the office space exteriors are planned as darker panels.

Patty Prime asked about their experience with the Lyric and if they anticipated having trouble finding tenants for commercial spaces. Helen said that like the Lyric, it will be mixed commercial/retail on the ground floor, which can take longer to find, but they expect the office space to be rented. Helen said they have a potential user for 2 and 3. They want cool retail/commercial on the ground floor. Their price per square foot for those spaces will be less than on the Square, so they should be attractive. She noted that they have several workout studios on the ground floor of the Lyric; those seem to be popular. Jeff Reinke asked about the floors above the corner plaza. They will be office on floors 2 and 3, with apartments above, just like the entire tower structure. Karen Banaszak mentioned that she prefers that there not be light spillage from the project into the neighborhood. Helen said that the apartments will have blinds, but there isn't much they can do about that. Paul added that the exterior light fixtures will all be downward facing and designed so that light spillage goes no further than the property lines.

Paul also mentioned that they expected the current E. Washington bus shelter to stay where it is, but during construction it could temporarily move, perhaps down the block in front of the Lyric. Rich Arneson added that during construction they expect the contractor will maintain a walk lane on Washington. Patrick Heck asked if there would be a bike lane during construction – Rich said yes. Rich added that the construction will be like when Lyric was built, but there is no staging area like Lyric had, so will take some creativity by the contractor. Stevens will be the contractor, like Lyric. Curt Brink added that Stevens will likely bring in smaller quantities of materials and equipment since there is no staging area – mostly bringing in only what they need for each day or at least for smaller periods of time.

Curt noted that the city's parking ramp at E. Main and S. Livingston is expected to open next Monday (Nov. 19). He added that the Indigo hotel, his project at S. Paterson and E. Washington will open April 1.

Jeff Reinke asked if they still planned on adding another lane on Ingersoll at E. Washington. Stone House said that is TBD because they have to work with City Traffic Engineering to see what is required. It was noted that some neighbors don't want another lane there (one left turn, one thru lane, and one right turn lane) because they could lose as many as 10 street parking spots. The number of spots to be lost is TBD though, depending on city requirements. Patrick asked who does the parking/traffic study – the city or does Stone House hire a firm? Helen said Stone House hires someone to do that.

Paul and Helen responded to several questions about where cars would enter and exit. For entering the garage to park, most would take a right or left off of Washington onto Ingersoll and then left into the garage. The mid-block alley at E. Washington will be a secondary entry and exit. Patrick asked if left turns will be prohibited on way out of the garage on the Ingersoll side, as discussed in the proposal version that included all office space in the tower. Helen said that is TBD – the city has to propose how they want they traffic to flow based on the traffic study. They are not as worried about the traffic going onto Ingersoll though, since most of the structure is apartments with no rush hour component to the flow. Rich added that traffic from this project's garage won't be able to drive through the Lyric's garage to get to N. Brearly, but the opposite will be possible. That said, not many cars exiting the Lyric would want to drive through this project's garage to get to Ingersoll. He added that this project's office space square footage is smaller than Lyric, so traffic should be a less. It was asked how many people might work in the offices – not sure, depends on the tenants and their needs, but generally 20k square feet could be enough for about 100 people, but highly variable based on use.

A discussion of the delivery needs for the Children's Theater of Madison, part of the rear youth arts center, ensued. They need truck deliveries about once every 2 weeks, but it would be a box truck – much smaller than an 18-wheeler – most likely 26' feet in length at the most. Allen Ebert from CTM said that a lot of other theaters in the area would use the center's set building capabilities and then truck the sets to Overture, Bartell, a theater in Verona, etc. Helen added that the buildings would also need garbage service 3 times per week. They have asked the city and Ledell if can they allow those trucks to exit onto the Mifflin bike boulevard those few times per week – no cars could exit onto Mifflin, as now. They will have some sort of system for limiting others from using that exit, e.g., a mountable curb system or signage. Paul O'Leary suggested a gate that goes up and down – Helen said they will do whatever will keep cars off the bike boulevard.

It was noted that people who live in the buildings have fobs that allow them to drive into the garage(s) – the public and visitors won't be able to drive between the two garages.

Helen said that there was already a curb cut on Mifflin at the alley, but further down the block – they would need a new curb cut. It was asked when the trucks would be coming and going. Helen said garbage could be before as early as 7:30am, but they can work with Waste Management to make sure they aren't conflicting with Lapham School start and end times. Paul O'Leary mentioned that there is also a 7am to 9am bike commuter peak on Mifflin that they should avoid. Patrick asked if the maximum number of trucks exiting would be about 5 per week – yes. Waste Management will pick up trash mid-alley, not close to Mifflin. Patty Prime asked if the noise would bother the tenants on Mifflin – not really since it will be mid-block. Jeff Reinke said he would still prefer later garbage pickup so as not to disturb the young kids living at The Breese on Mifflin; they shouldn't be woken up. Patrick asked why the trucks can't go through the garage and exit onto Ingersoll – they are too tall to fit in the parking garage and the necessary turning radius isn't there.

Karen Banaszak said that the Mifflin sidewalk is busy with children – they need a gate or arm to protect them. Jeff agreed – there are kids all over, in the street, etc. It was suggested the trucks should enter off Mifflin rather than exit onto Mifflin – when entering, the drivers would be able to better see the sidewalks and street. Rich Arneson said that won't work given the garbage logistics – the trucks need to be going towards Mifflin when they pick up garbage. Patrick asked how wide the alley sidewalk is – will it be safe for pedestrians and bikes? Rich said it is 8 feet wide, so should be safe. They have not yet programmed the outdoor area at the “top” of the alley close to Mifflin where there are currently bike racks.

Paul Raisleger said that they have pulled in the building further than required on Ingersoll – the setback is 7' rather than the required 5'. This should provide some additional green space. The proposal has the required 5' setback on Mifflin. Jeff Reinke asked if they could save any trees. Paul said they are working with an arborist from Ken Saiki – some street trees will get pruned, but they will save as many as possible. Patrick noted that the city and Ledell will assure that no street trees are removed unless absolutely necessary. Karen Banaszak mentioned that the Factory District developer wanted to tear down all the street trees and replace them with new, but the neighbors asked to save them, which helped.

Allen Ebert from CTM said that their arts center is a real community effort. They want as many different artists involved in the project as possible, including a Dane Arts Mural Arts (DAMA) component that will create large murals on the Ingersoll side of the parking garage. Julie Nischik said she appreciated the murals, as did other neighbors. They also plan to have sculptures along E. Mifflin that will allow people to sit too. The murals depicted in the slides are placeholders, but he wants the murals to represent our community. The sculptures along Mifflin will be abstract and both adults and youth can interact with them. They hope to make them interchangeable rather than static – they are trying to create spaces for people to sit and interact with the art. Patty asked if they would be like pocket parks – yes. Allen mentioned that summer drama school kids will be able to come outside and enjoy these spaces too and be part of the neighborhood. He added that even though it will be a youth arts center, they want multi-generational components - grandparents, teenagers, moms, dads, etc., will be there too. Patrick asked about the landscaping in areas shown with sculptures – would there be better landscaping – yes, they hope to also have low-mow grass, but the city often prefers grass that has to be mowed. They want the landscaping to make the areas along Mifflin and Ingersoll to be attractive, inviting, and comfortable for people to sit. The roof terrace of MYAC will also have planter trays and an outdoor area closer

to the alley side. Small youth concerts could be held on the rooftop too, but in an area that has some structure between it and Ingersoll. These would mostly be small performances during the day or early evening since the performers are all children.

Patrick asked if they believe that the proposal is UDD-8 compliant other than the portion that they mentioned earlier. Paul said that MYAC did not have an auditorium initially, but after surveying the resident and participating arts groups, it appears that there is a need for 250-fixed seat auditorium with a total capacity of about 300. Due to this requirement, the design needed to be more flexible, needed extra flow for patrons, and needed more exit and entrance accommodation. This changed the MYAC building size and configuration. Allen mentioned that CTM will retain their Overture residence, but this facility will allow their programming for really young children to start – immersive theater and carpet squares – the audience can interact with the performance. They feel they could fill the theater almost every day given the high demand from all the groups. They also anticipate that high schools, private schools, etc., will use it.

They are working with a theater consultant to help with designing the space. Patrick Heck asked if, as taxpayers, we should be concerned about their taking business away from a publicly funded facility like Overture. Allen said that Overture will not suffer – the demand there exceeds capacity. Overture is excited about MYAC given that Overture is almost always booked for these types of performances and activities. He noted that the north and east side of the city haven't been well served by CTM or Madison Youth Choirs – they want to serve youth from there. They also want to conquer the financial and geography barriers - they want to build a community for all youth regardless of race, age or ability – it is to be a home. Jeff asked Allen how long he has been at CTM– 3 years. Allen added that he graduated from UW-Madison in 2001, lived elsewhere, and moved back 12 yrs ago. His expertise is theater/drama – he's the artistic director.

Stone House then described the portion of the Ingersoll side of MYAC that does not meet UDD-8 requirements. On a portion of the fourth floor in the middle of the block there is no stepback. They did not realize this was a UDD-8 requirement because they also have no stepback on the side of the Lyric/Breese 4th floor and the city didn't mention it at that time. The UDD-8 ordinance requires a 15' stepback above the 3rd floor. Due to the space and use requirements of MYAC, they hope to have the ordinance changed to allow this small area with no stepback. If the committee is agreeable, Alder Zellers would likely sponsor a text amendment to allow a 4th floor with no stepback, but specific to this site only.

Paul showed the slide that indicated the maximum envelope (blue) that the proposal could fill without changing the ordinance. He noted that they were proposing not filling that envelope, but with the current UDD-8 ordinance, they do hope for a change for the small portion of MYAC's 4th floor on Ingersoll.

Jeff Reinke asked about the funding for MYAC. Allen answered that they have enough to start construction and have a large capitol campaign forthcoming. He mentioned that MYAC is the working name, but that might change. He also said that the Milwaukee youth arts center was in its 12th year – they have 101k square feet of space and bought another 45k due to demand, whereas this proposed space would be 62k square feet – it is likely not too large. Jeff mentioned that in Buddhism MYA means illusion; he doesn't want more illusion so isn't sure about the name. Patty Prime asked if the stepback exception was in the previous iteration of the MYAC design – yes, because they had no idea it was an issue. Julie Nischik who lives directly across Ingersoll from the proposal site was asked what she thinks – she is fine with it. It doesn't seem to look that much higher than a UDD-8 compliant version. She likes Allen's vision for the center

too. Patrick asked about the purpose of the setback requirement for these buildings not along E. Washington. Along Washington the setbacks are often present to protect Capitol viewsheds. Helen said that Heather Stouder (City Planning Director) mentioned that these setbacks are meant to minimize impacts on nearby houses.

Patrick asked about MYAC patrons and students – where will they enter and exit? Stone House said it will be like a school in that all will need to enter/exit through the main lobby at Ingersoll and Mifflin, as well into that lobby through the parking structure. They anticipate having attendants to help kids when coming and going. Allen said that many MYAC parents will stay in the neighborhood while their children are in classes, rehearsals, etc. It was asked if the parents will have to pay to park – yes, but it is possible that they will have validated parking for a number of hours. They also hope the center will have a social space for parents to mingle while their children are there. It was noted that the Overture Center is a similar situation – if parents stay, they generally have to pay to park. Another alternative could be some number of parking places in the parking garage for MYAC. Karen Banaszak said that she understands why the 4th floor setback is required along Ingersoll – it softens up that side of the building – it wouldn't be so solid. Helen responded saying that side of the building is rather broken up now, including the murals. The Ingersoll side is setback 7' so that the impact on the neighborhood is lessened and they can have more green space. Karen thought they could have even more green space on that side. Most other committee members felt that the area of the 4th floor with no setback was not problematic.

Jeff asked about some aspects of the exterior color palette. He opposes the use of so much grey – there is enough of that along E. Washington now. Paul said they are leaning towards warmer colors, perhaps some lighter brick and deep red panels. Rich Arneson added that there is no grey planned at this time for the tower. Paul said that they are planning on submitting to the city without chosen colors – that can be finalized later. Paul mentioned that Allen had talked a lot about inclusion in MYAC's mission, so the design represents harmony and is a bit playful – that gave them design inspiration. They have accent colors for MYAC along Mifflin, but they don't get garish – the lighting along Mifflin will be LED lights to highlight the colorful panels, but won't shine elsewhere. It was noted that this block of Mifflin is very dark and mostly unlighted at night – Allen said they would be okay with paying for more lights to make the street safer. Paul added that you'll see the effect of the colorful lights, but it will be subtle. It won't be neon-type lights like the Galaxie. It was noted that since the Mifflin lights will be LED the colors could be changeable.

Patrick asked if they expected going back to UDC for final approval after Plan Commission since their exterior palette wasn't solidified. No – they hope to have UDC do initial and final approval at once, so the palette should be settled by that point.

Paul O'Leary asked about the corner of Ingersoll and Washington – he wishes it could be a green space forever, like the 30 years he's lived here. There is one big old tree there that is worth saving –Karen Banaszak says it is a ginkgo. She mentions that we talk about the impact of and mitigation of the heavy rains but this gets rid of green space. Paul Raisleger says that the landscape design is evaluated by the city by assigning points to various features – they are above the city requirements. They have planters and green roof spaces. The plaza on corner is not completely shaken out, but it could have some more landscape area. The rooftop of arts center is quasi-public and will have green features. MYAC will be used 7 days a week all day long, so patrons and students will enjoy that green roof.

Allen noted that volunteers will definitely be needed at the center – they can't have paid staff for everything, especially as they put 2 organizations under one roof– they will need many volunteers. They hope to involve parents, the community, the neighborhood, etc. Helen Bradbury mentioned that most of the kids are young, so shows will end early. Allen added that Madison has no youth arts festival, but with Breese Stevens field, MYAC and Lapham School all next to each other, he hopes a festival could be a possibility. Curt Brink added that almost across the street is McPike Park and that could be part of a big community event. Jeff asked about other groups that would be using MYAC - Allen said they had a meeting of prospective users and, other than the 2 anchor groups, about 70 people showed up. 30 user groups have said how they could use it, e.g., Madison Ballet, Country Day School, some visual arts groups, etc. (groups would rent space from them). MYAC will be a 501c(3) and will own and operate the building.

Patrick asked about gardening opportunities for the tower apartment dwellers – yes, they do plan to program some of the outdoor space above the parking garage for apartment tenants and the office tenants. It would likely be separated and tiered, like the Lyric's spaces above their parking garage.

Helen mentioned that there would be a community room, analogous to the Lyric, but no meeting room like at the Lyric since it will be a smaller 11th floor. Allen added that the neighborhood can use MYAC's meeting rooms.

Patty Prime asked about storm water runoff – isn't the requirement now that 90% of storm water must be retained and not empty to the storm sewers? Given the recent flooding, what can be done to reduce that further? Paul Raisleger said that the rooftop sedum trays do absorb some rain, but the current Madison Dairy lot on the site was mostly paved – they won't be decreasing the permeable surface and will probably be increasing it with the setbacks.

There was a discussion of the recent flooding.

Patrick asked about their suggestion at the previous committee meeting that they would pursue a WHEDA loan that would require 10% of the apartments to be capped at 80% County Median Income and have lower rents. Stone House said that was now not part of their financing package. They believe they will run into some limits about the types of loans they can take, but if the 80/10 loan is feasible, they will again consider it. Patrick expressed disappointment if they do not have any affordable units. He asked if they were still considering TIF for the parking structure. Rich Arneson said they currently do not plan to ask for TIF, but it is possible depending on their eventual financing package. He added that TIF is somewhat less convenient under new tax laws because it is all taxable income.

There was more discussion of the shape of the tower along E. Washington. Some expressed disappointment, but Stone House said that the zoning code more or less forces buildings into the shapes that have built and the shape of this proposal.

The committee agreed that the discussion was ending. Patrick agreed to draft a steering committee report and distribute it to committee members for review. Eventually that report will go to TLNA Council, the developers and the city. At the monthly TLNA Council meeting on December 13, the development team will make a presentation and motions related to the proposal will be considered.

Patrick thanked all for their time and input.

