



December 17, 2014

**Letter of Intent**

To: Plan Commission

Project: UW-Madison School of Music Performance, DFD Project No. 10F2J  
740 University Avenue

**Client**

Wisconsin Dept. of Administration  
Division of Facilities Development (DFD)  
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## Project Data and Statistics:

### Project Overview:

The project is seeking Conditional Use approval for Phase I and Phase II within a Campus Institutional Zoning District as a Secondary Use – Performing Arts Center. Under the C-I District without an approved Master Plan, the project is subject to conditional use requirements per MGO Sec. 28.097(2). The Phase II portion of the project is currently not funded and the design scope under contract with the State of Wisconsin is to provide integration of all major building systems between the two phases only. The in-progress Phase II documents are included with the design work of Phase I. When the Phase II portion of the project is moved forward for final design and construction, design documents will be reissued at that time.

### Project Site:

The project site is bounded by North Lake Street to the east, Fitch Court and the Chazen Museum to the west, University Avenue to the south, and UW-Extension Building to the north. This is within the boundaries of UW-Madison campus. The 700 Block of University Avenue is owned by the UW Board of Regents and is located on the eastern side of the UW-Madison campus. In 2012, five residential and commercial buildings occupying the site were demolished. At which time, the site was graded and sodded to provide useable open space until the Music Performance Facility has commenced.

As part of the development process, the project is revising the Certified Survey Map for the following: The southern portion of the existing Fitch Court, adjacent to Phase I and II, will proceed through the process of vacation. The project extends into a portion of Lot 10 of the Chazen property, with this, Lots 7 – 13 will be combined. A portion of the property adjacent to Lake Street will be dedicated to the City of Madison for Lake Street expansion. A Phase I Ingress – Egress Easement will be provided for connection to the northern portion of the remaining Fitch Court for service access to adjacent properties.

### Maximum Lot Coverage:

Lot Area:	93,733 sf (2.152 acre) (Chazen + SoM)
Lot Coverage @ 85%:	79,673 sf (1.829 acre) (Chazen + SoM)
SoM footprint (Phase I):	20,413 sf
SoM footprint (Phase I & II):	35,458 sf
Chazen footprint:	20,070 sf
Lot Coverage (Phase I):	78,145 sf (parking + sidewalk, includes Chazen)
Lot Coverage (Phase II):	84,112 sf (parking + sidewalk, includes Chazen)

### Building Summary:

The University of Wisconsin - Madison School of Music proposes a new Performance Facility. The Music Performance Building has both an academic and a public mission. The facility will accommodate regular users; students, faculty and staff, as well as, occasional guests. The project consists of a 32,123 GSF Phase I scope. This includes the construction a 325-seat Recital Hall, a 3,100 ASF Rehearsal Space, as well as, main front lobby and all the necessary support spaces. Phase II to the north, will include the 737-seat concert hall as a separate future project.

### Building Square Footage:

Total building area (Phase I):	32,123 gross square feet
Total building area (Phase II):	<u>42,335 gross square feet</u>
Total overall building area (Phase I & II):	74,458 gross square feet

Building height above grade is 2 stories (approx. 42') Phase I; 3 stories (approx. 62') Phase II.

**Project Schedule:**

Construction is currently scheduled to begin in November 2015 and be completed in spring 2017.

**On Site Parking and Access:**

Included in Phase I, 28 automobile parking stalls will be provided for UW - Madison campus permit lot use. In addition, 2 accessible stalls will be provided. Accessible parking is provided near the northwest end of the building. 56 bicycle parking stalls are provided near the west student entrance and along North Lake Street. One loading dock will be provided on the northwest end of the building. Delivery, service and fire department access to the center of the block will be provided via the parking lot access drive for Phase I. Under Phase II development, all surface parking is eliminated.

There are numerous public parking options within a two block radius around the proposed project site that will provide public parking options for patrons of the performance spaces. Those include the university's parking ramp at W. Johnson and N. Lake Streets (746 stalls), Fluno Center (295 spaces) and the parking garage under Grainger Hall (410 spaces) as well as the city's public Lake/Francis Street ramp and the public parking under University Square. All of these options are utilized today for events in Humanities and will be use for the Hamel Music Center's parking needs. Event scheduling at both the Kohl Center and in this arts venues in the lower campus are coordinated to minimize overlap. In the rare event that a major event is going on at both the Kohl Center and in the Hamel Music Center, patrons of the Music Center will be directed to university parking facilities reserved for the Arts (e.g. the university has 50 spaces in reserved under Grainger Hall for prepaid parking with their Arts event tickets).

**Estimated Project Cost:**

The total project cost for Phase I is estimated at \$22,500,000. The cost for Phase II is unknown at this time. Phase II of the project will be constructed at a future date after funding is secured. Both phases will be funded using 100% gift funds. No taxpayer dollars will be spent to construct the project.

**Employment:**

The project is expected to allow for the creation of five new staff for the Music Performance Building after project completion, including three custodial staff and two maintenance staff. It will also retain existing staff. Additional jobs will be created when Phase II of the project is completed at a future date.

**Service/ Grounds:**

All refuse and recycling collection will be done by the university with their maintenance staff. All snow removal will be done by the university by their Environmental Services/Grounds staff including along N. Lake Street and University Avenue.

**Hours of Operations:**

The hours of operation will be standard university operating hours of 7:00 AM to 10:00 PM.