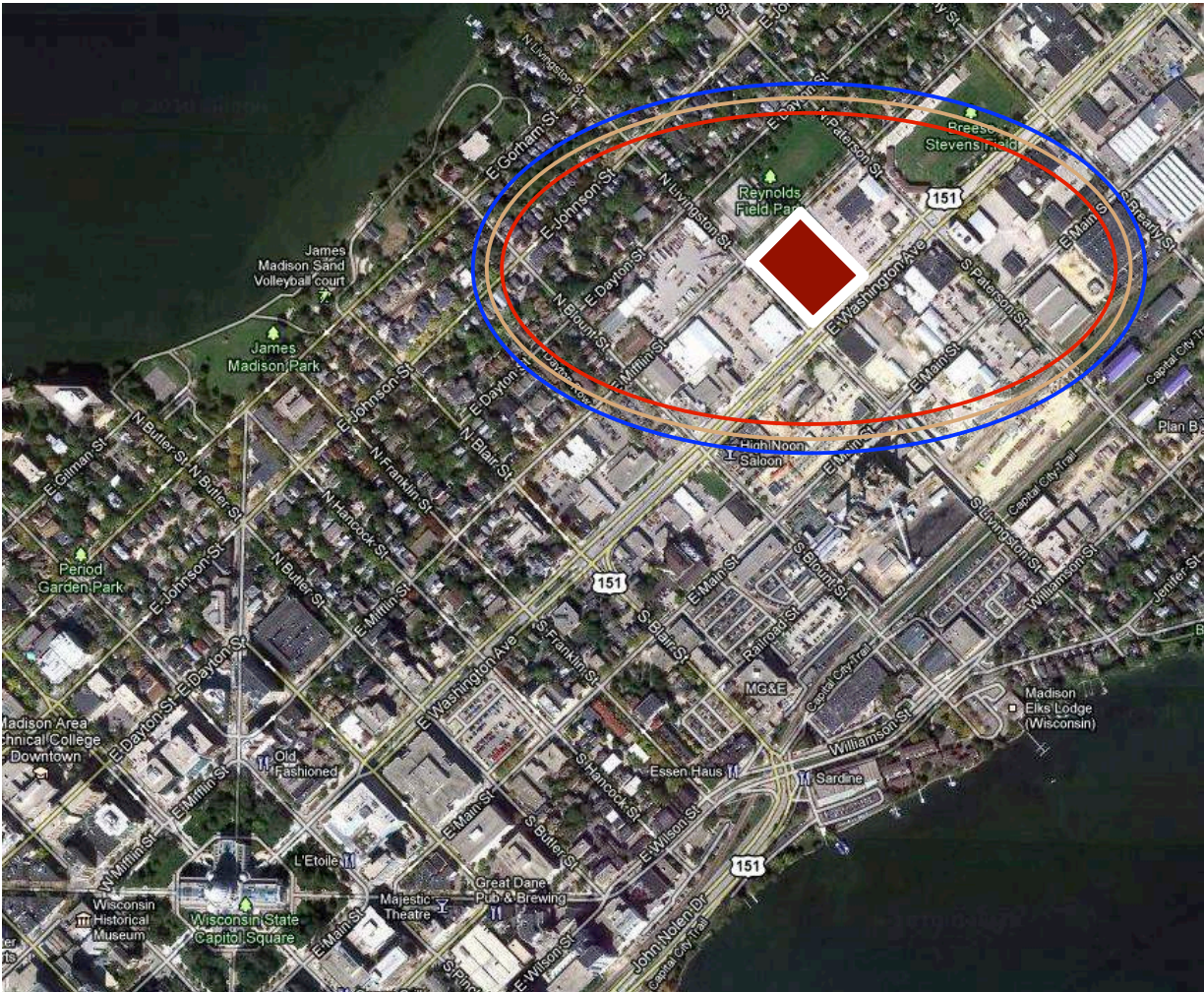


# the COSMOS

07.14.15



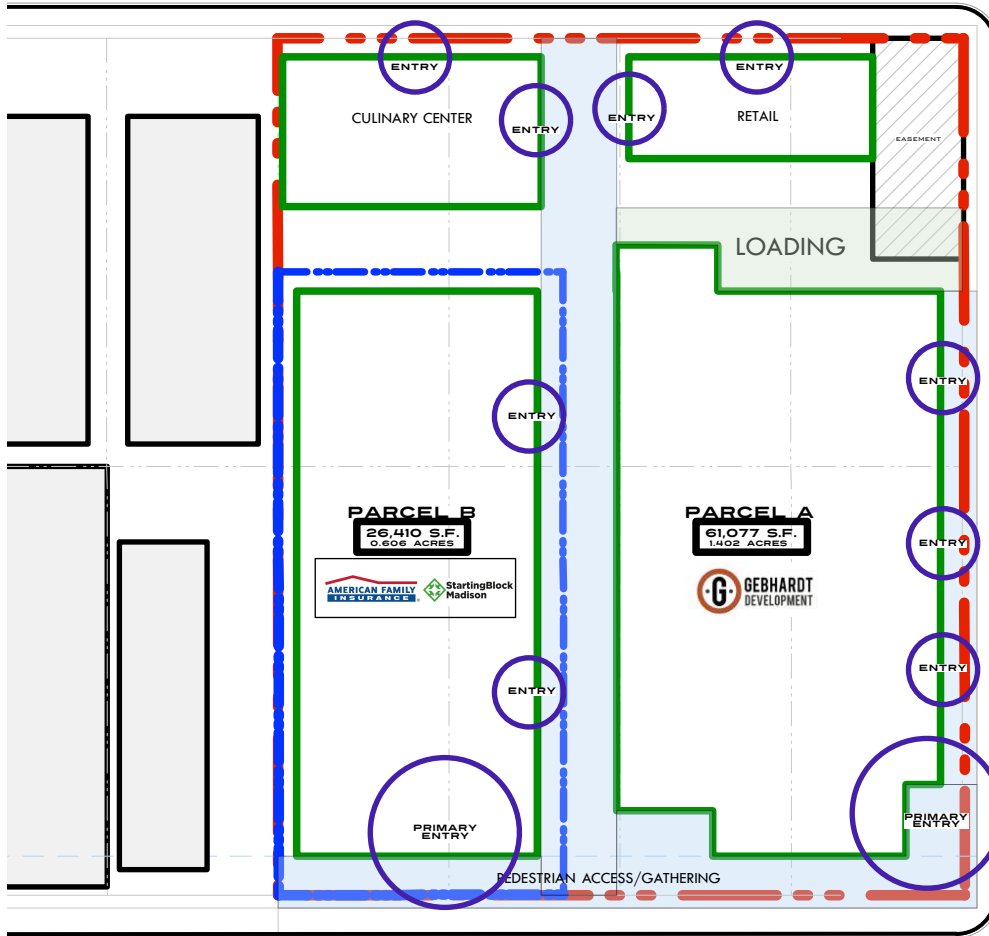
## PROJECT EVOLUTION FROM NOV. 2014

- Gebhardt Development will act as master developer for site
  - Site will have a 2 lot CSM
    - Gebhardt structure will contain office space, music venue, culinary school, rooftop event space, and retail spaces
  - Gebhardt Development will convey one parcel to American Family Insurance
    - American Family Insurance will finance and construct a separate structure which will contain StartingBlock Madison
  - StartingBlock Madison will have up to 50,000 s.f. in the American Family Insurance structure
- MGE and the City of Madison are discussing the use of an adjacent parcel for a City owned and operated parking structure to serve the Capitol East District.
- Proposed Parking Structure fronting Main Street will have a Commercial component





MAIN



EAST WASHINGTON

**PROJECT SUMMARY**

**Proposed Development Components:**

**Gebhardt Building**

**-Performing Arts Venue:**

2300 person capacity, adaptable spaces: 35,000 s.f.

**-Commercial and Retail Space:** 12,000 s.f.

**Office Tenants:** 104,000 s.f.

**Culinary Center:** 6,000 s.f.

*Total: 157,000 s.f.*

**American Family Building**

**-StartingBlock Madison:** up to 50,000 s.f.

**Office Tenants:** 50,000 s.f.

**Retail:** 4,000 s.f.

*Total: 104,000 s.f.*

**MGE/City of Madison**

**-Parking Structure:** 600 stalls +/-

**15,000 s.f. Commercial space fronting Main Street**

**Total occupied s.f.: 277,000 s.f.**

LIVINGSTON





## ANCHOR TENANT: STARTINGBLOCK MADISON

### **StartingBlock Madison up to 50,000 s.f.**

Strong economies depend on vibrant entrepreneurial and startup communities. According to the Kauffman Foundation, startups are responsible for all net new job growth nationwide, adding three million new jobs each year. The region has many of the components to grow as a startup hotspot with Madison's world-class research university and dynamic technical college, an educated and talented workforce, and high quality of life.

Madison already boasts a growing number of seasoned as well as first-time entrepreneurs creating jobs in high-growth industries such as technology, biotech and healthcare; and has a maturing entrepreneurial community that includes the peer-to-peer networking group of Capital Entrepreneurs; the prototyping hackerspace of Sector67; and the successful accelerator of gener8tor.

Madison also has a long history of growing successful economic and entrepreneurial infrastructure. For example, the the MGE Innovation Center incubator created in the University Research Park in 1989 was a revolutionary project with a tremendous impact on the growth of biotech and IT companies. More recently, a grant to the UW from the Kaufmann Foundation in 2007 helped play a role in fostering an environment that led to the inception of a number of initiatives which are still helping shape the local entrepreneurial ecosystem.

These include Capital Entrepreneurs, the Forward Technology Festival, MERLIN Mentors and a host of other groups and startup companies.

What Madison needs next is to bring its existing components together and build a strong, interconnected entrepreneurial ecosystem so that our startups can grow faster, better and stronger. Cities with successful entrepreneurial hubs, such as San Francisco, Boston and Chicago as well as smaller cities like Boulder and Austin, have found that entrepreneurs need places to gather, collaborate and support each other as well as to access funders, advisors and educational programming.

Building a place with a critical mass of entrepreneurial creativity and resources will support a pipeline of startups, accelerate job creation and help Madison retain talent and businesses.

Providing entrepreneurs the space and support to get started; At StartingBlock Madison, Madison's entrepreneurs will literally find the "starting blocks" needed for success:

- Affordable, flexible office and co-working space
- Peer networking and mentoring
- Access to peers, mentors, investment and professional advisors (sponsors)
- Accelerator programs (i.e., gener8tor)
- Collaboration, meeting and conference space
- Educational programming, workshops and community- building events
- Sector67 hackerspace

**By growing a vibrant, interconnected entrepreneurial ecosystem from our existing entrepreneurial community, StartingBlock Madison will be a place where entrepreneurs can:**

- Turn innovative ideas into profitable businesses and accelerate job creation;
- Grow our innovation culture into a startup hub;
- Propel our technology, healthcare and creative digital sectors; and
- Spark our next generation of dreamers and inventors.



## ANCHOR TENANT: AMERICAN FAMILY INSURANCE

American Family has pledged a major investment toward construction of the building, joining the City of Madison, which has committed \$1.5 million in its 2015 budget.

“American Family Insurance believes in the power of dreams, combined with the entrepreneurial spirit, commitment and collaboration needed to achieve those dreams,” said Jack Salzwedel, American Family president and chief executive officer.

American Family’s involvement in StartingBlock Madison “continues our support of innovation and emerging companies that can benefit our customers and the community,” said Salzwedel. He noted its venture capital investments in business startups and sponsorship of business accelerators, such as gener8tor in Wisconsin and home automation accelerator with Microsoft.

“The potential of Starting Block Madison to foster economic growth and job creation in our community is strong and definitely worth pursuing,” he said. “It will not only help create our region’s next generation of companies, it will develop talented, motivated young people needed by existing employers to innovate in their marketplace.”

The entrepreneurial hub will provide the space and resources needed to get started, literally finding the “starting blocks” needed for success:

- Affordable, flexible office and co-working space
- Peer networking and mentoring
- Access to peers, mentors, investment and professional advisors (sponsors)
- Accelerator programs (i.e. gener8tor)
- Collaboration, meeting and conference space
- Educational programming, workshops and community-building events
- Sector67 community maker/hacker space
- Home for Capitol Entrepreneurs, a 300-member organization of founders/leaders of Madison area startups

By growing a vibrant, interconnected ecosystem from our existing entrepreneurial community, StartingBlock will be a place where entrepreneurs can:

- Turn innovative ideas into profitable businesses and accelerate job creation
- Grow our innovation culture into a startup hub
- Propel our technology, healthcare and creative digital sectors
- Spark our next generation of dreamers and inventors





## ANCHOR TENANT: MADISON CULINARY CENTER

The Madison Culinary Center, founded by Jonny Hunter of Underground Food Collective, Matt Feifarek of Slow Food Madison and Tory Miller of Graze/L'Etoile/Sujeo, in association with StartingBlock Madison (SBM).

Madison and its surrounds are home to an extraordinary network of food based businesses, productive farms, and world class restaurants – its “food scene” is thriving and growing.

Our vision is to create a vibrant space for activities that spur economic development, job creation, public education, and community building through three primary food based project areas:

- 1: education and job training
- 2: technology and product innovation
- 3: vibrant community center.

MCC's mission is to connect the dots of existing successful business, organizations, and established institutions with new small business, entrepreneurs, jobseekers, and passionate amateur citizens into a regional force multiplier, connector, and incubator.

### Education:

#### -Short Term Culinary Training

- a. *Three week intensive practical culinary training program, intended to prepare workers for jobs in Madison's vibrant food industry; which is experiencing a staffing shortage.*
- b. *The program serves segments of the Madison community with high unemployment rates, including African American men.*
- c. *The design goal of the program is to equip graduates for immediate placement in local food institutions of any caliber.*

#### Culinary Technology Center:

The technology focus of MCC will consist of a relationship between MCC, UFC and Sector675. Sector67 is a Community Workspace / Makerspace / Collaborative Environment in Madison “dedicated to providing members the opportunity to work on tomorrow’s technology; to build, collaborate, learn, and teach about next generation devices.

### MCC will serve the public in more broadly, as a thriving community center

that provides much needed physical infrastructure for a variety of food and agricultural programs and activities

The physical location is ideally placed for a number of community/public oriented events:

- MCC students interacting with Madison’s downtown community through cafés and community events, will foster relationship building across social groups that have been historically divided
- Exhibits about sustainability, land, soil, etc for self-guided learning for venue attendees, SBM visitors, etc.
- A place for the students to learn about food service and cooking in a model environment
- Eating and gathering place for staff, volunteers, customers, SBM tenants (lunch service)
- Event space for pop ups, fundraisers, staff lunch, student graduation ceremonies, etc
- A shared table can help address disparity through spontaneous friendship and mentoring among diverse visitors
- Community rooms
- Education about local foods- sponsored by various stakeholders to show off local products, and to teach eaters and cooks how to best select and use them branded tasting events for local products
- Teach entrepreneurs and average citizens with basic DIY classes, resources, shared equipment, expert consulting from staff and community leaders, and a knowledge base of library materials.



**ANCHOR TENANT: MUSIC VENUE**

An integral component of the Cosmos will be a flexible space music venue. The intent is to provide a stage and performance space that can be modified to accommodate music shows as well as lectures, educational events, conferences, and demonstrations.

The music venue will have an opportunity to host a variety of genres and acts ranging from local music to national touring acts.

It is anticipated that approx. 8-10 evening shows per month will occur.

A representative sampling of artists who would be performing at this venue can be found at [www.promowestlive.com](http://www.promowestlive.com) and [www.930.com](http://www.930.com)

The proposed parking structure at the MGE site will be utilized for events. The primary entrance for the venue would be on the corner of Livingston and East Washington and queuing would occur along Livingston Street.

Loading would occur in an enclosed secure courtyard area

Proposed music space does not conflict with previous City plans, objectives, or goals (See City of Madison Planning Memo dated 01.28.15)

# the COSMOS



## TRANSIT AND ACCESS

### **Pedestrian Access**

Public space and pedestrian access at street level is an important livability element. Creating a scale that is compatible with the human form and creating paths, gathering areas, and sidewalks with enough room for several people side by side creates an inviting and vibrant streetscape.

Paths at the perimeter of the site and at the mid-block access point give priority to easily navigating through and around the site, enhancing long term successful use.

### **Bicycle Access**

Bicycle access will occur at nodes on E. Washington at Livingston and Paterson streets and at a center access point on East Main.

The Cosmos has an opportunity to implement major ideas of urban living and transit into part of the reinvention of East Washington Avenue and the Capitol East District.

- NODE PARKING: located at Livingston and Main Street  
City operated parking structure serves immediate area, including the following:
  - Adjacent Office tenants
  - Music Venue
- Associated Daytime events associated with Music venue
  - Robinia Development
  - Breese Stevens Events
  - Central Park
  - E. Main Street businesses
  - Brink Lounge/High Noon saloon
  - East High School sporting events

Additionally, metered parallel automobile parking is proposed on all streets bordering the site for general use by the neighborhood and patrons.

### **-PUBLIC TRANSPORTATION Public Transportation Access- Existing**

*Current Bus Routes that serve the area:*

#### **East Washington:**

Routes 6, 14, 15, 25, 29, 27, 56, 57.

#### **Johnson/Gorham:**

Routes 2, 5, 9, 10, 27, 28.

offer an additional six routes.

#### **Jenifer/Williamson Street:**

Routes 3, 4, 10, 38

Project is located on a proposed BRT line





**GOALS AND BENEFITS**

**Project Goals:**

- Provide an opportunity for StartingBlock Madison
- Provide a sustainable long term development designed for multimodal transportation options and providing additional amenities to enhance the revitalization of the Capitol East District.
- Music venue sited on 800S block will eliminate issues relating to parking, noise, traffic and proximities to single family homes and public elementary schools.
- Provide construction employment and long term professional employment in the corridor

**Benefits to Neighborhood**

- No disruption or relocation of any residents, schools, or businesses
- Long desired and more consistent use of a neglected property

**Zoning:**

As previously outlined in the proposal program, project will be a commercial development with parking on site to accommodate the proposed uses. Project meet the definition of the TE zoning district and complies with UDD8, BUILD, and Neighborhood plans.

**Site elements include the following:**

**Common:**

- Structured Parking
- Wide landscaped sidewalks to create a vibrant and active "walkable street".
- Street level design and access based around the scale and needs of bicyclists and people, not cars.





**Comments from Neighborhood:  
12.09.14:**

**Marquette Neighborhood Association:**

- Type of music at the venue
- Activation of Main Street
- Would like to see venue space used during the day as well
- Schedule for City implementation of light rail

**Tenney Lapham Neighborhood Association:**

- Description of/vision for the music venue (e.g. kinds of music played,
- Whether/with whom space would be shared and how often, etc.)
- Number of music events that would be needed to make the venue work.
- Type of music at the venue
- How can venue space be subdivided?
- Prefer a music venue on south side of block
- Would like to see venue space used during the day
- Would like to see mid-block access at development
- How can pedestrian crossings at East Washington be changed/enhanced for safety?(possible bridge?)
  - Local businesses first
  - What are City's transit goals?

**NA COMMENTS AND LESSONS LEARNED**

**Feedback from adjacent tenants and users:**

- Enhance presence and cultivation of local businesses
- Larger and more visible tenant signage
- Adequate accessible parking
- Flexible tenant spaces
- Maximum street activation
- Varied tenants and uses

**Concerns:**

- East Washington too difficult to cross
- City Street lighting on N/S streets not necessary
- City to support additional development opportunities in the Capitol East District

**Developer Lessons Learned Moving Forward:**

- Nurture local businesses
- Critical to provide adequate and accessible parking
- Maximum street activation (eyes on the street)
- Varied tenant mix and uses

**Concerns:**

- A solution for crossing East Washington Avenue safely is desperately needed
- District wide tenant building signage should be afforded flexibility for expressive and creative placemaking and wayfinding.



**SCHEDULE**

**Project Schedule and Phasing**

The sequence of the project as managed by Gebhardt Development is as follows:

- 1: Selection by Committee for negotiation of purchase and sales agreement- July 2015
- 2: Outreach to stakeholders in Marquette and TLNA neighborhoods- Summer 2015
- 3: Successful negotiation of PSA- August 2015
- 4: TIF documentation and application submitted to City of Madison- September 2015
- 5 Continued design development internally and with City Staff, MNA and TLNA- July-September 2015
- 6: Submittal of documentation for Conditional Use approvals- September 2015
- 7: Construction Start- December 2015
- 8: StartingBlock Madison Occupancy- Winter 2016
- 9: Music Venue Occupancy: Spring 2017

**Project complete: Spring 2017**



## ECONOMIC IMPACT

### TAX BASE

The 800S block of East Washington will deliver a substantial tax increase to the city of Madison. The current tax base is \$0, and with the proposed investment in place and stabilized, we estimate a significant amount of additional taxes to be generated.

An estimated appraisal value of \$43 million for the overall project would yield \$802,000 annually in new property taxes for the parcel.

Additionally, there will be a larger ripple effect on tax base and activity as the area continues to be reinvigorated by this project and the services and infrastructure that are provided.

### Employment Projections

- StartingBlock Madison: 160 employees/users
- American Family Insurance Space: 136 employees
- Jonny Hunter project: 22 employees
- Music Venue: 48 full and part time employees
- Retail: 54 full and part time employees
- Office space: 300 employees

- Permanent employment will be created through the StartingBlock Madison component and availability of a variety of office spaces
- With the focus on sustainable professional enterprises, the current project should support a minimum of **720** positions, and the targeted demographic and businesses will be at or above City and County Median income levels.
- Creates a catalyst by providing infrastructure and services for additional development in the District through density and activity.
- Local Professionals will be used to the fullest extent possible for design and construction of the project.
- Additional density benefits all businesses and tenants in the District and Downtown.

By creating a sustainable environment, companies and other enterprises looking to relocate will have a competitive edge by choosing to locate in the District. The benefits of this location are numerous:

- Sustainable Development
- Proximity to Downtown Madison resources
- Available Parking
- Proximity to bus lines and bike routes



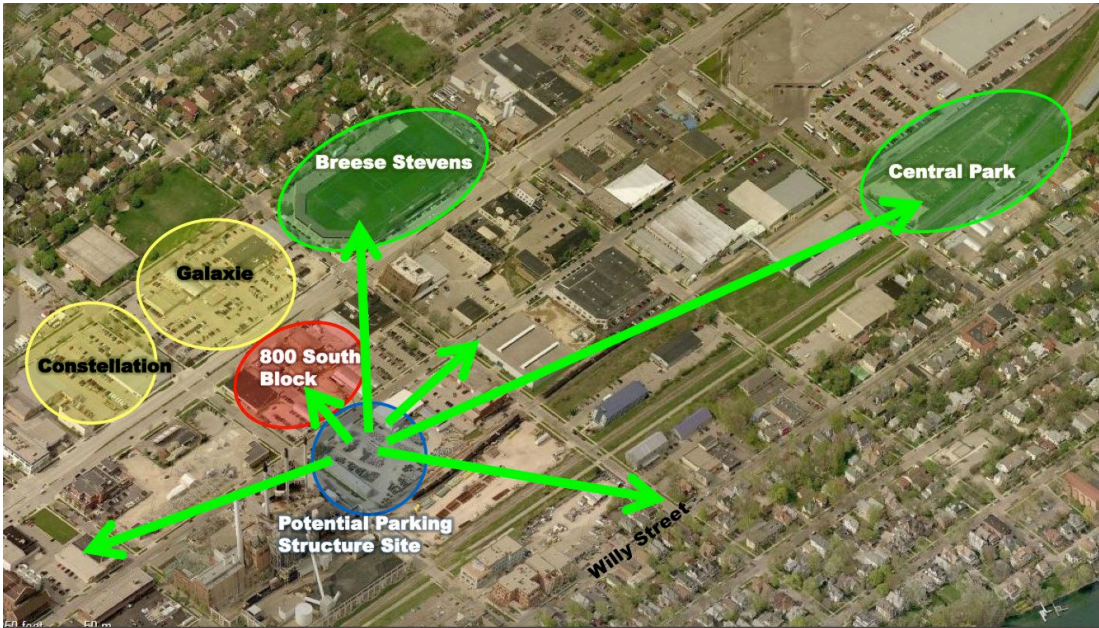
PARKING

MG&E, the City of Madison, and Gebhardt Development have started the conversation about shared structured parking owned and operated by the Parking Utility on a portion of the MG&E property.

This parking structure should satisfy the weekday parking needs of the 800 South Block tenants, the evening and weekend parking needs of the entertainment venue, as well as provide parking to support other uses in the Capitol East District on evenings and weekends.

This potential arrangement has been presented to the City's Transit and Parking Commission (TPC), and the TPC has directed staff to continue to pursue this approach.

Further details regarding the size and design of the structure, as well as the relationship between MG&E and the Parking Utility and Gebhardt Development will continue to be refined over the next several months.



Adjacent users:

- Reske Project
- Breese Stevens Events  
*including East High School sporting events*
- Central Park
- Brink Lounge/High Noon saloon
- Grocery
- Main Street current and future developments



**FINANCIAL ANALYSIS**

**Project Costs:**

**Land acquisition:** \$1,500,000

*(price of land to be negotiated with City of Madison after developer selection)*

**American Family Building**

Est. project cost: \$10 Million

**Gebhardt Building**

Est. project cost: \$45.5 Million

*(includes music venue)*

**Potential Gap**

Based on previous projects in the Capitol East District, it is anticipated that poor soil and/or soil contamination will be encountered

An analysis will be performed with City Staff to determine conditions and potential sources for assistance with these items

**Overlap with other City funded projects:**

The Development team has not identified any overlap or conflict with other City funded projects of this type or scale.

# **PROPOSED PROJECT ON THE 800 S. BLOCK OF E. WASHINGTON AVE**



**CAPITOL EAST**  
*District*



**STAFF REPORT IN RESPONSE TO CAPITOL EAST DISTRICT  
COMMITTEE QUESTIONS  
ECONOMIC DEVELOPMENT DIVISION AND PLANNING DIVISION**



**DRAFT: JULY 14, 2015**



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## POTENTIAL ECONOMIC IMPACTS

### JOB CREATION

The proposed project will support the creation of a mix of jobs including construction jobs needed to build the project, hundreds of positions within the planned office space, jobs in new businesses emerging from StartingBlock Madison, and service positions in the entertainment and food service components of the project. As such, the project will create a mix of jobs for a variety of skill levels. Below are initial estimates of the type and number of jobs likely to be created by the project.

- **Permanent Long Term Jobs on Site** – The proposed project would include two buildings accommodating approximately 240,000 square feet of space. Given this square footage and the mix of proposed uses, the project will accommodate approximately 720 jobs permanent full time jobs. Given the mix of uses and square footages, most of these jobs will be professional positioned in the office components of the project, and they will also include some service sector and maintenance positions.
- **Temporary Construction Jobs** – The proposed project will create temporary construction jobs while the project is being built. As a \$60 million project, the development will generate approximately 1,020 construction jobs based on industry standard estimates.<sup>1</sup>
- **Jobs Created by New Businesses and Trained Workers** – With the incorporation of StartingBlock Madison, the proposed project will be a platform for new businesses, which will in turn led to long term job growth in the city and region. With the incorporation of the Culinary Institute, the project will potentially train workers in high-growth food based occupations and help support job creation in this sector.

### LONG TERM SPIN-OFFS AND NEW BUSINESS DEVELOPMENT

Beyond its short term potential to support job creation, the greater economic power of the proposed project will be the long term impact of creating a regional hub for innovation and entrepreneurship in the heart of the City. The StartingBlock Madison entrepreneurial hub will be the center point for innovation, entrepreneurship, and business development in southern Wisconsin. SBM is built on a foundation of key partners that are already entrepreneurial leaders in the community including:

- **Gener8tor** is a highly successful accelerator with 28 graduate companies across five programs that have created 200 jobs. Sixteen graduate companies have received \$5.1 million in Qualified New Business Venture tax credits from the Wisconsin Economic Development Corporation and \$25 million in total capital raised.
- **Capital Entrepreneurs (CE)** is a networking organization with over 300 members from 200 companies, all founders of Madison-area start-ups. Each of these 200 companies employs an average of 12 people. CE and their members are the organizers of start-up and entrepreneurial events.
- **Sector67** is a nationally recognized community makerspace by Maker Magazine which listed Sector67 as one of the most interesting makerspaces in America with a dynamic mix of tech businesses that is also integrated with Fractal, a youth STEM education organization, and the Doyenne Group, a nonprofit supporting female entrepreneurship. Sector67 provides space, tools, idea testing and prototyping, and more to area companies. Sector67 also opens its doors to students of all ages and backgrounds to engage in tools

<sup>1</sup> *The Impact of Construction on the Wisconsin Economy*, C3 Statistical Solutions contracted by the Skill Integrity Responsibility Council, Inc (SIR Council), 2001

and technologies not available in their schools. These are important access points toward building STEM skills for future workforce opportunities.

With this mix of uses and partners sharing space under one roof, StartingBlock has the potential to be a powerful launch pad for new businesses that will help propel Madison's economy for decades. In addition to these core partners, StartingBlock is in discussions with other partners related to entrepreneurship and workforce development including WWBIC, the University of Wisconsin, and Madison College.

Over the long term, StartingBlock will be a vital piece of innovation infrastructure in Madison and brings together entrepreneurs from a variety of fields to help them access capital, forge partnerships, refine ideas, commercialize technology, and turn their ideas into new companies.

## TAX BASE CREATION

The proposed project has the potential to create approximately \$40 million in new taxable value. By creating a major employment center, entertainment uses, and parking to serve the area, the development will have ripple effects that support additional redevelopment activity and tax base growth over time.

## SYNERGIES WITH OTHER PROJECTS

### ADJACENT GEBHART DEVELOPMENTS

As an employment and entertainment project, this development would nicely complement the two recent housing and retail projects across the Street. The project will be the final piece of the City's ten year effort to redevelop the former Don Miller property in East Washington Avenue and will result in a blend of employment space, entertainment, restaurants, grocery stores, and housing.

### BREEZE STEVENS FIELD AND CENTRAL PARK

With the potential to incorporate a public parking facility to serve the development as well as nearby uses, the project will support access and use of nearby community facilities including Breeze Stevens and Central Park.

### MADISON PUBLIC MARKET

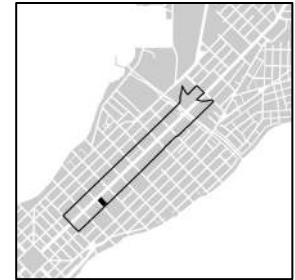
The Madison Public Market is planned to be located seven blocks up East Washington Avenue from the proposed 800 S. Block project. There are numerous potential synergies and partnership opportunities between these two projects. The Public Market aims to be a place where potential food-based entrepreneurs have the opportunity to start a business in the food sector. StartingBlock will similarly be a center of entrepreneurship but primarily focused on technology-based sectors. Though focused on different sectors of the economy, the entrepreneurs using these two facilities to help grow their businesses will have many of the same needs. StartingBlock and the Public Market can coordinate in provide programs and services to help start-ups write business plans, research the market, test ideas, access capital, find partners, etc. Further, the potential Madison Culinary Institute has interesting potential synergies with the Public Market including the potential for shared programming and shared use of facilities. The basic plan for the Culinary Institute is a food service workforce training program. This could work well with the Public Market's role as a place for a variety of food based businesses to bring their products and culinary offers to customers

## ALIGNMENT WITH REGULATORY FRAMEWORK AND ADOPTED PLANS

The property lies within an area that has been the subject of detailed City plans and ordinances dating back to 1994. The following pages summarize the regulatory framework for this property (zoning and urban design regulations) as well as recommendations from adopted plans for this property. Overall, the proposed project is generally consistent with the City's various plans for this site.

## URBAN DESIGN DISTRICT 8

This ordinance has specific and detailed requirements related to the massing and design of buildings and other site improvements for any new development within the boundary shown at right. The Urban Design Commission must review and approve any new building or addition in the district based on these requirements, which are in addition to the basic requirements in the zoning code.



The development team is familiar with district-wide UDD 8 requirements from recent experience with development across East Washington Avenue. Basic bulk parameters specific to this site are as follows:

- All street facades must be between three (3) and five (5) stories, stepping back above the street facade by 15 feet from East Washington, South Livingston, and East Main
- For the East Washington half of the block (Block 12a in the ordinance), twelve (12) story maximum height, with up to three (3) additional bonus stories if Upper Level Development Standards (MGO 33.24(15)e12) can be met.
- For the East Main half of block (Block 12b in the ordinance), eight (8) story maximum height, with up to two (2) bonus stories if Upper Level Development Standards can be met.
- Building setbacks of 15 feet from East Washington and East Main
- Building setback of 0-10 feet from South Livingston

## ZONING

This site is in the Traditional Employment (TE) District, which has the following Statement of Purpose in the zoning code (MGO Section 28.084)

*"The TE District is established to encourage a broad range of employment activities, taking advantage of the varied transportation options and proximity to urban activities and cultural amenities found in many Traditional Employment locations. Residential uses are of secondary importance. The district is also intended to:*

*Encourage businesses with the potential to provide significant numbers of living-wage jobs that contribute to a sustainable economy and a strong tax base*

*Support the continued use or adaptive re-use of traditional industrial buildings for a variety of purposes*

*Facilitate preservation, development, or redevelopment consistent with the adopted goals, policies, and recommendations of the Comprehensive Plan and adopted neighborhood, corridor or special area plans."*

The development team is very familiar with the details of this district from their experience with the “Galaxie” project across East Washington Avenue. Office and light production and processing uses are permitted uses in this district, but conditional use approval would be needed for the entertainment venue, for any retail, restaurant, or residential uses (residential is not anticipated), and for height exceeding five (5) stories. As the program for the site evolves, the applicant should schedule meetings with Planning and Zoning staff as needed to determine site and process details related to Zoning.

## CAPITOL GATEWAY BUILD PLAN (2008)

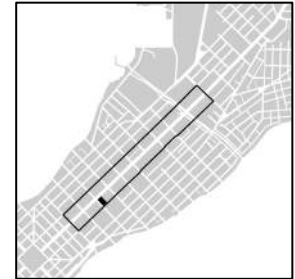
**Land Use** - Site recommended for Employment, with opportunity for potential commercial/retail on ground level at corner of East Washington and Livingston.

**Building Height Parameters** - 5 story maximum facade height at street frontage on all sides. 12 story maximum (2 bonus stories possible) on East Washington half of the site. 8 story maximum (2 bonus stories possible) on East Main half of the site.

East Main Street side, Blair to Ingersoll Streets (p. 23 of Plan): *“This is a working street dominated by utilities, industrial functions, and parking lots while being the entry and access to many small and established businesses. However, the Corridor should become more pedestrian friendly as a strong link to downtown and retain its cluster of historic industrial brick buildings. East Main Street facades should include pedestrian entries, but large, intensive parking and loading areas should be concealed with access directed to the north-south side streets, where possible.”*

Segment 2 (p. 25 of Plan) - 9) *Scale buildings at frontage compatible with Main St. scale*

Transportation Demand Management (TDM) (p. 30 of Plan) -*Redevelopment projects needing conditional use approval of a zoning map amendment, and when requested by the Traffic Engineer, provide a TDM Plan and/or participate in a Transportation Management Association (TMA) if one is available.*



## COMPREHENSIVE PLAN (2006)

The Comprehensive Plan recommends Employment uses for this site, which are summarized as follows: “Employment districts are recommended as predominantly office, research and specialized employment areas and generally do not include retail and consumer service uses service the wider community. Limited retail and consumer service establishments serving employees and users of the district are encouraged. Although primarily used to identify relatively large, multi-establishment employment districts, such as the University of Wisconsin Research Park, the designation may also be applied to an individual property, such as a hospital, for example.”(V2, p. 2-95)

The Comprehensive Plan also includes this area among conceptual locations for Transit-Oriented Development, which is characterized by a compact, mixed use development pattern that focuses the highest development densities and intensities in very close proximity to high capacity transit stops. Special, development, architectural and site design standards are required in TODs in order to achieve a development pattern at and near transit stops than fosters travel via high-capacity mass transit (see V2, pp. 2-118-2-120 of the Plan).

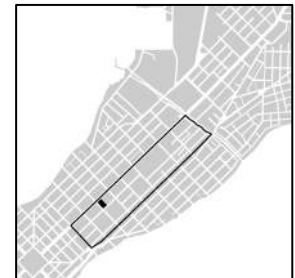
Note: At this point in time, the most recent planning for Bus Rapid Transit indicates likelihood that both in-bound and out-bound BRT stations would be located close to the intersection of Paterson Street and East Washington Avenue. This would result in a station within a block to the east of this property, but not placed directly in front of it.

While not site-specific, many recommendations in the Economic Development section of the Comprehensive Plan (V2, starting on p. 5-1) are relevant to the conceptual proposal for this site.

- **Objective 1, Policy 2:** “Redevelop older or obsolete commercial areas of the City to accommodate a significant proportion of projected employment growth.”
- **Objective 1, Policy 5:** “Use the City’s tools of small area plans, zoning, capital improvements plan, transportation plans, redevelopment districts, and financial incentives to support the growth and development of industries and employment centers as identified in the adopted economic development plan and its implementation strategy.”
- **Objective 9:** “Redevelop appropriate underutilized, obsolete, abandoned or contaminated sites for commercial and industrial uses.”
- **Objective 11:** “Ensure that redevelopment of major arterial gateways to the City occur in an aesthetically appealing manner that respects existing businesses, provides opportunity for new business and employers, and creates an aesthetically appealing entryway.”
- **Objective 16, Policy 3:** “Encourage the growth of the central city economic area by implementing the plan for the East Rail Corridor employment center.”
- **Objective 16, Policy 5:** “Use City tools proactively to develop an environment that encourages and supports a variety of venues for entertainment.”

## EAST RAIL CORRIDOR PLAN (2004)

Ten years after the Marquette-Schenk-Atwood Neighborhood Plan was adopted, the East Rail Corridor Plan was completed with more detailed recommendations for the area. This Plan (see boundary at right) includes the north half of this site within the “*East Washington Avenue Corridor Employment District*” sub-area, and the south side within the “*East Main Street and MG&E Campus Districts*” sub-area. The Plan also includes general design recommendations for development within the entire plan area. Relevant recommendations for this site are as follows:



### East Washington Avenue Corridor Employment District

#### Land Use

1) *Primarily office or industrial employment, with limited amounts of small-scale retail and service uses serving the employment district. Residential uses should be limited to very selective adaptive reuse opportunities*

#### Development and Design Standards

2) *Building coverage on East Washington should be relatively high to maximize potential to develop additional employment and business space. Structured and shared parking facilities are ways that more of a site can be made available for development.*

3) *Detailed building and site design standards should be established (see BUILD Plan)*

5) *Parking uses should be prohibited on the East Washington Avenue frontage. Parking (surface or structured) that cannot be located under or within the buildings should be located behind buildings on the interior of the sites or on adjacent streets.*

## **East Main Street and MG&E Campus Districts**

### **Land Use**

1) *Primary uses developed along East Main Street should be employment uses, including offices, light industrial enterprises, artists and artisans, business incubators and other employment uses compatible with the development objectives of the district.*

2) *East Main Street is a recommended location for mixed-use development, with retail and service business-support uses on the ground floor and office or other employment uses on the upper stories. It is intended that such support uses remain secondary, however, and the East Main Street not become characterized as primarily a retail or entertainment district.*

### **Development and Design Standards**

1) *Maximum height 5 stories, minimum height 2 stories*

2) *Compared to East Washington corridor, buildings generally should have a smaller-scale, less massive, more pedestrian friendly character. Block faces should be characterized by articulation, with multiple building facades and building entrances, rather than be dominated by very large, massive buildings and unbroken facades along an entire block.*

3) *Parking uses should be minimized along East Main St in order to create a more continuous building presence along the street and a more defined streetscape. To the extent feasible, parking should be located behind buildings and on the interior of the sites.*

4) *Special pedestrian-friendly streetscape enhancements, such as decorative lighting fixtures, planters, trees, benches, and public art, should be provided along East Main St and key cross streets leading to the district.*

5) *Small-scale courtyards or similar open gathering places for workings to eat lunch, relax, or take a break should be developed. Because public resources to maintain small parks are limited, these are most likely to be created as part of private developments for general public benefit.*

### **General Design Recommendations Relevant to Site**

1) *Primary pedestrian streets identified in the East Rail Corridor Plan should be made as pedestrian-friendly as possible through measures such as widening the sidewalks and narrowing vehicle travel lanes, planting canopy street trees, and providing pedestrian-scale lighting, street furniture, appropriate-scale street art and other public amenities.*

2) *Bury overhead utility wires where possible... along East Main Street*

5) *New development and redevelopment within the East Rail Corridor should exhibit high-quality design and an architectural style that is visually compatible with the general architectural context of the area and its man older and historic buildings.*

7) *Shadowing effects of building height and mass and seek to preserve reasonable access to sunlight for surrounding buildings and along public streets.*



- 8) *Lighting standards for the East Rail Corridor should require energy-efficient, low-glare lighting designed to focus light where it is needed and minimize light escape to adjacent properties or to the sky.*
- 9) *Encourage parking design that conceals and enhances parking structures and other facilities through landscaping, public art, and creative building design.*
- 10) *Encourage green building design standards and construction practices in new developments and redevelopment projects within the East Rail Corridor.*
- 11) *All buildings should have a full complement of operable windows.*
- 12) *Developments within the East Rail Corridor should incorporate measures to improve water quality and encourage infiltration of stormwater run-off, to the extent feasible.*

## MARQUETTE-SCHENK-ATWOOD-NEIGHBORHOOD PLAN (1994)

In 1994, the Marquette-Schenk-Atwood-Neighborhood Plan (see Plan Area in solid line at right) included general recommendations for the East Rail Corridor Area, which was identified in the Plan as “Land Use Area D”, bounded by East Washington, the Yahara River, Blair Street, and Wilson Street in the Plan (dashed boundary at right). While this plan is dated, it laid the groundwork for more contemporary planning in this area, and many recommendations are still valid more than twenty years later.



For this area, the Plan first acknowledges the uniqueness of an old industrial corridor that could support redevelopment of a wide variety of uses, and notes the importance of careful planning to determine the correct balance of land uses for the area.

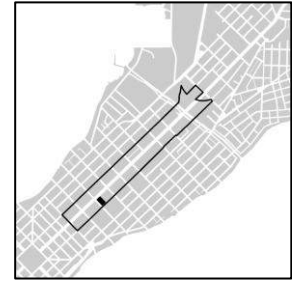
*“The main focuses for this area are to increase business development, job opportunities for neighborhood resident, and the environmental quality of the area. Introducing a new concept of an Urban Industrial Park, which means the better utilization of limited manufacturing space by utilizing the entire building square footage and constructing buildings with two or more floors; improving building maintenance, sign designs, color of structures, and landscaping around the buildings and adjoining lands, would beautify the gateways leading into the neighborhood from the north.*

*The other focus for this area is to strengthen the tie of the East Rail Corridor in retaining and recruiting business development and job employment. Securing long-term buildings for incubator businesses (additional to the Madison Enterprise Center, 100 South Baldwin Street) and improving communication between Williamson Street, East Washington Avenue, and East Rail Corridor businesses will improve the economic stability and vitality of the area.”*



## Regulatory Framework - Urban Design District 8 ( MGO 33.24(15))

This ordinance has specific and detailed requirements related to the massing and design of buildings and other site improvements for any new development within the boundary shown at right. The Urban Design Commission must review and approve any new building or addition in the district based on these requirements, which are in addition to the basic requirements in the zoning code.



The development team is familiar with district-wide UDD 8 requirements from recent experience with development across East Washington Avenue.

Basic bulk parameters specific to this site are as follows:

- All street facades must be between three (3) and five (5) stories, stepping back above the street facade by 15 feet from East Washington, South Livingston, and East Main
- For the East Washington half of the block (Block 12a in the ordinance), twelve (12) story maximum height, with up to three (3) additional bonus stories if Upper Level Development Standards (MGO 33.24(15)e12) can be met.
- For the East Main half of block (Block 12b in the ordinance), eight (8) story maximum height, with up to two (2) bonus stories if Upper Level Development Standards can be met.
- Building setbacks of 15 feet from East Washington and East Main
- Building setback of 0-10 feet from South Livingston

## Regulatory Framework - Zoning

This site is in the Traditional Employment (TE) District, which has the following Statement of Purpose in the zoning code (MGO Section 28.084)

*“The TE District is established to encourage a broad range of employment activities, taking advantage of the varied transportation options and proximity to urban activities and cultural amenities found in many Traditional Employment locations. Residential uses are of secondary importance. The district is also intended to:*

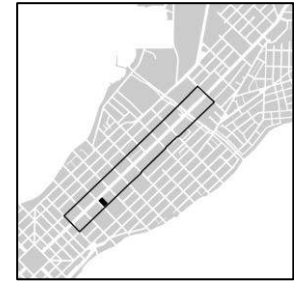
- a) Encourage businesses with the potential to provide significant numbers of living-wage jobs that contribute to a sustainable economy and a strong tax base*
- b) Support the continued use or adaptive re-use of traditional industrial buildings for a variety of purposes*
- c) Facilitate preservation, development, or redevelopment consistent with the adopted goals, policies, and recommendations of the Comprehensive Plan and adopted neighborhood, corridor or special area plans.”*

The development team is very familiar with the details of this district from their experience with the “Galaxie” project across East Washington Avenue. Office and light production and processing uses are permitted uses in this district, but conditional use approval would be needed for the entertainment venue, for any retail, restaurant, or residential uses (residential is not anticipated), and for height exceeding five (5) stories. As the program for the site evolves, the applicant should schedule meetings with Planning and Zoning staff as needed to determine site and process details related to Zoning.

## Adopted Plans - East Washington Avenue Capitol Gateway BUILD Plan (2008)

Land Use - Site recommended for Employment, with opportunity for potential commercial/retail on ground level at corner of East Washington and Livingston.

Building Height Parameters - 5 story maximum facade height at street frontage on all sides. 12 story maximum (2 bonus stories possible) on East Washington half of the site. 8 story maximum (2 bonus stories possible) on East Main half of the site.



East Main Street side, Blair to Ingersoll Streets (p. 23 of Plan): *“This is a working street dominated by utilities, industrial functions, and parking lots while being the entry and access to many small and established businesses. However, the Corridor should become more pedestrian friendly as a strong link to downtown and retain its cluster of historic industrial brick buildings. East Main Street facades should include pedestrian entries, but large, intensive parking and loading areas should be concealed with access directed to the north-south side streets, where possible.”*

Segment 2 (p. 25 of Plan) - 9) *Scale buildings at frontage compatible with Main St. scale*

Transportation Demand Management (TDM) (p. 30 of Plan) - *Redevelopment projects needing conditional use approval of a zoning map amendment, and when requested by the Traffic Engineer, provide a TDM Plan and/or participate in a Transportation Management Association (TMA) if one is available.*

## Adopted Plans - Comprehensive Plan (2006)

The Comprehensive Plan recommends Employment uses for this site, which are summarized as follows: *“Employment districts are recommended as predominantly office, research and specialized employment areas and generally do not include retail and consumer service uses service the wider community. Limited retail and consumer service establishments serving employees and users of the district are encouraged. Although primarily used to identify relatively large, multi-establishment employment districts, such as the University of Wisconsin Research Park, the designation may also be applied to an individual property, such as a hospital, for example.”*(V2, p. 2-95)

The Comprehensive Plan also includes this area among conceptual locations for Transit-Oriented Development, which *is characterized by a compact, mixed use development pattern that focuses the highest development densities and intensities in very close proximity to high capacity transit stops. Special, development, architectural and site design standards are required in TODs in order to achieve a development pattern at and near transit stops than fosters travel via high-capacity mass transit* (see V2, pp. 2-118-2-120 of the Plan).

Note: At this point in time, the most recent planning for Bus Rapid Transit indicates likelihood that both in-bound and out-bound BRT stations would be located close to the intersection of Paterson Street and East Washington Avenue. This would result in a station within a block to the east of this property, but not placed directly in front of it.

While not site-specific, many recommendations in the Economic Development section of the Comprehensive Plan (V2, starting on p. 5-1) are relevant to the conceptual proposal for this site.

*Objective 1, Policy 2: “Redevelop older or obsolete commercial areas of the City to accommodate a significant proportion of projected employment growth.”*

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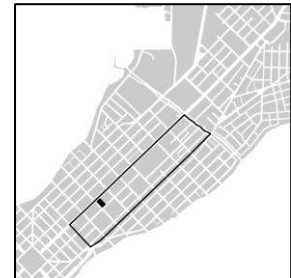
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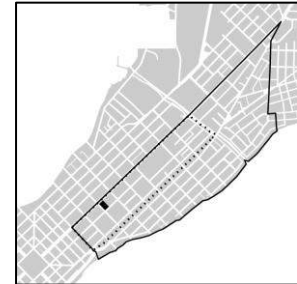
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8005 East Washington 07.14.15

Regulatory Framework/Date adopted	Urban Design District 8 2008	Zoning (TE) 2012	BUILD 2008	Comprehensive Plan 2006	East Rail Corridor Plan 2004	MNA Plan 1994	Dane County Zoning 1963	Capitol Height Limit 1974	COSMOS 2016
<b>Height</b>					Refers to BUILD Plan				
Street Façade Height	3.5 Stories	5 Stories	5 stories max.						4 Stories
Total Height									
East Washington side	12 + 3 Stories	5 Stories	15 Stories		8 stories	2+	13 Stories (+/-)	15 Stories	12-15 Stories
East Main side	8 + 2 stories	5 Stories	8+2 stories Scale buildings at frontage compatible with Main St. scale		5 stories	2+			10 Stories
<b>Setbacks</b>									
East Washington	15'-0"		15'-0"						
East Main	15'-0"		15'-0"						
Livingston	0'-10"		0'-10"						
<b>Uses</b>									
<b>Goals (General)</b>	N/A	Encourage a broad range of employment activities	Site recommended for Employment	Employment uses	Primarily office or industrial employment	Increase business development, job opportunities for neighborhood resident, and the environmental quality of the area	N/A	N/A	Office and other employment
<b>Uses</b>									
Retail		CU	Corner of Livingston and East Washington	Not specifically noted	Not specifically noted	Not specifically noted			X
Restaurant		CU	Limited	Not specifically noted	Not specifically noted	Not specifically noted			X
Residential		CU	Not allowed	Not desired- limited	Not desired- limited	Not desired- limited			
Entertainment		CU	Not specifically noted	Yes	Not specifically noted	Not specifically noted			X
Light Manuf.		OK	Employment designation	Employment designation	Employment designation	Employment designation			
Parking		CU	Addressed elsewhere in plan	Not specifically noted	Not along East Washington	Not specifically noted			X
Office		OK	Employment designation	Employment designation	Employment designation	Employment designation			X
Food and Related Goods sales		CU	Not specifically noted	Not specifically noted	Not specifically noted	Not specifically noted			
Schools, arts, or tech. trades		CU	Not specifically noted	Not specifically noted	as part of E. Main Street and MGE Campus	Not specifically noted			X
Gardens		CU	Not specifically noted	Not specifically noted	Not specifically noted	Not specifically noted			
Outdoor eating area		CU	Not specifically noted	Not specifically noted	Not specifically noted	Not specifically noted			X
Temp. Outdoor Events		CU	Not specifically noted	Not specifically noted	Not specifically noted	Not specifically noted			X
Height exceeding 5 stories		CU	Yes	Not specifically noted	Yes	Not specifically noted			X
<b>Traffic Study</b>			When requested (assumed yes)						X
<b>Re-use of existing buildings</b>			Yes	Yes	Yes	Yes			
<b>Re-use of contaminated sites</b>				Yes	Yes				X
<b>Pedestrian friendly Main Street</b>			Yes		Yes- Pocket Parks/Courtyards				X

Primary guide

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Note: Proposed project will comply with all primary regulations