



the Cosmos

800S East Washington Avenue, Madison, WI

Gebhardt Development

American Family Insurance

Nov. 2014

July 2015

single building

multiple buildings

parking on site

parking on adjacent site

educational tenant

not a good fit- pursuing others

music venue

Frank Productions

SBM

AMFAM/SBM Partnership

the COSMOS

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.

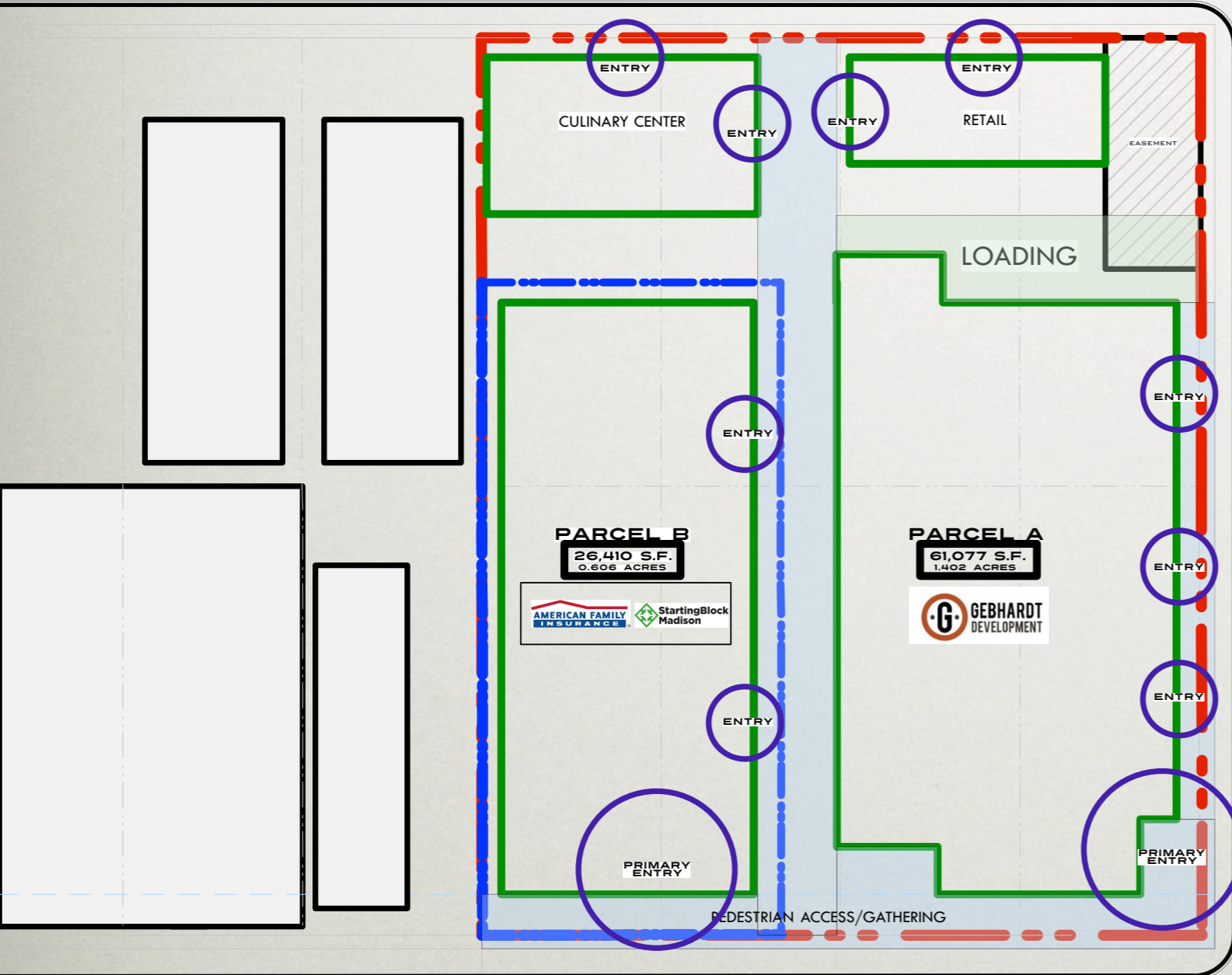
MGE/City of Madison

-Parking Structure: 600 stalls +/-

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

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

MAIN



LIVINGSTON

EAST WASHINGTON

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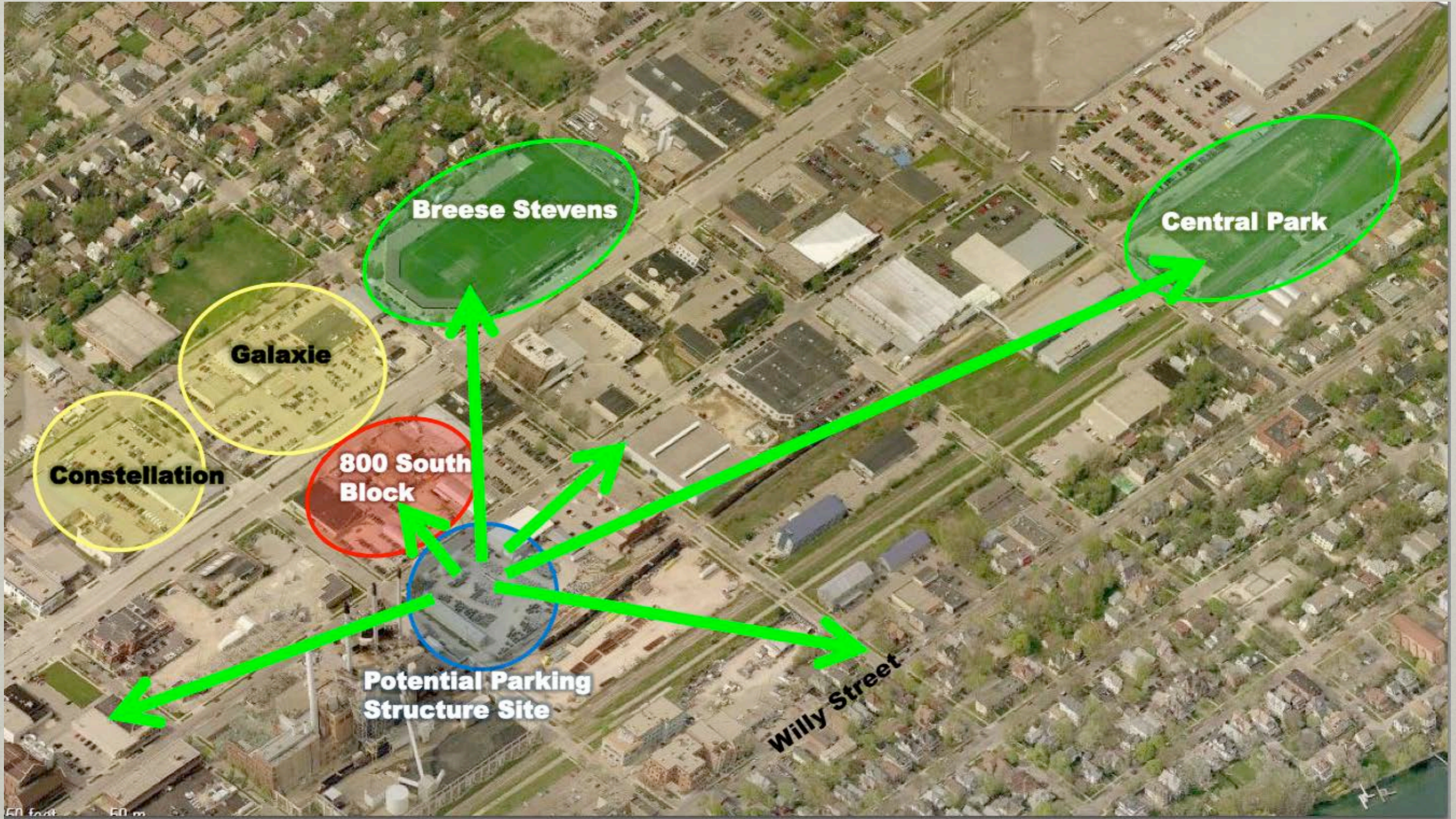
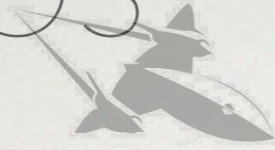
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AMFAM involvement



Google earth

Constellation



151

Railroad St
S Blair St

Capital City Trail

Williamson St

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Galaxie

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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.”





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.

ANCHOR TENANT: STARTINGBLOCK MADISON

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.



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: 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 – it's "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.



ANCHOR TENANT: MUSIC VENUE

FRANK
PRODUCTIONS

- Stage and performance space that can be modified to accommodate music shows as well as lectures, educational events, conferences, and demonstrations.
- Variety of genres and acts ranging from local music to national touring acts.
- Approx. 8-10 evening shows per month will occur, depending on season
- 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 queueing would occur along Livingston Street.
- Loading would occur in an enclosed secure courtyard area off street and not directly visible
- Proposed music space does not conflict with previous City plans, objectives, or goals
(See City of Madison Planning Memo dated 01.28.15)

- Find the right tenants
- 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.



potential crossing location(s)

the COSMOS



ADOPTED PLANS

8005 East Washington 07.14.15

Item	Regulatory Framework/Date adopted	Urban Design District B 2008	Zoning (TE) 2012	BUILD 2008	Comprehensive Plan 2004	East Rail Corridor Plan 2004	MNA Plan 1994	Dane County Zoning 1963	Capitol Height Limit 1974	COSMOS 2016
Height										
Street Façade Height		3-5 Stories	5 Stories	5 stories max.		Refers to BUILD Plan				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 of heritage compatible with Main St. scale		5 stories	2+*			10 Stories
Setbacks										
East Washington		15'-0"		15'-0"						
East Main		15'-0"		15'-0"						
Livingston		0'-10"		0'-10"						
Uses										
		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
Goals (General)										
Uses										
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			X
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			X
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			X
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	Not specifically noted	Not specifically noted	Not specifically noted	Not specifically noted			X
Traffic Study										
				When requested (assumed yes)						X
Re-use of existing buildings										
				Yes	Yes	Yes	Yes			X
Re-use of contaminated sites										
				Yes	Yes	Yes	Yes			X
Pedestrian friendly Main Street										
				Yes		Yes - Pocket Parks/Courtyards				X

Primary guide Primary guide Primary guide Primary guide

Note: Proposed project will comply with all primary regulations

Conditional Use requests would be made for the following uses in the TE District:
(28.065)

-Height above 5 stories/68 feet

(Per Table 28-F1)

-Food and Related Goods sales

-General Retail

-Light Manufacturing

-Service Business

-Schools, arts, technical or trade

-Outdoor display

-Outdoor eating area associated with food & beverage establishment

-Market garden

-Parking facility, private

-Theater

-Restaurant

or

-Restaurant/Tavern

or

-Tavern/Brewpub

-Outdoor Eating Area

-Temporary outdoor events

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MASSING STUDIES



view from east washington and livingston



view from east washington and livingston



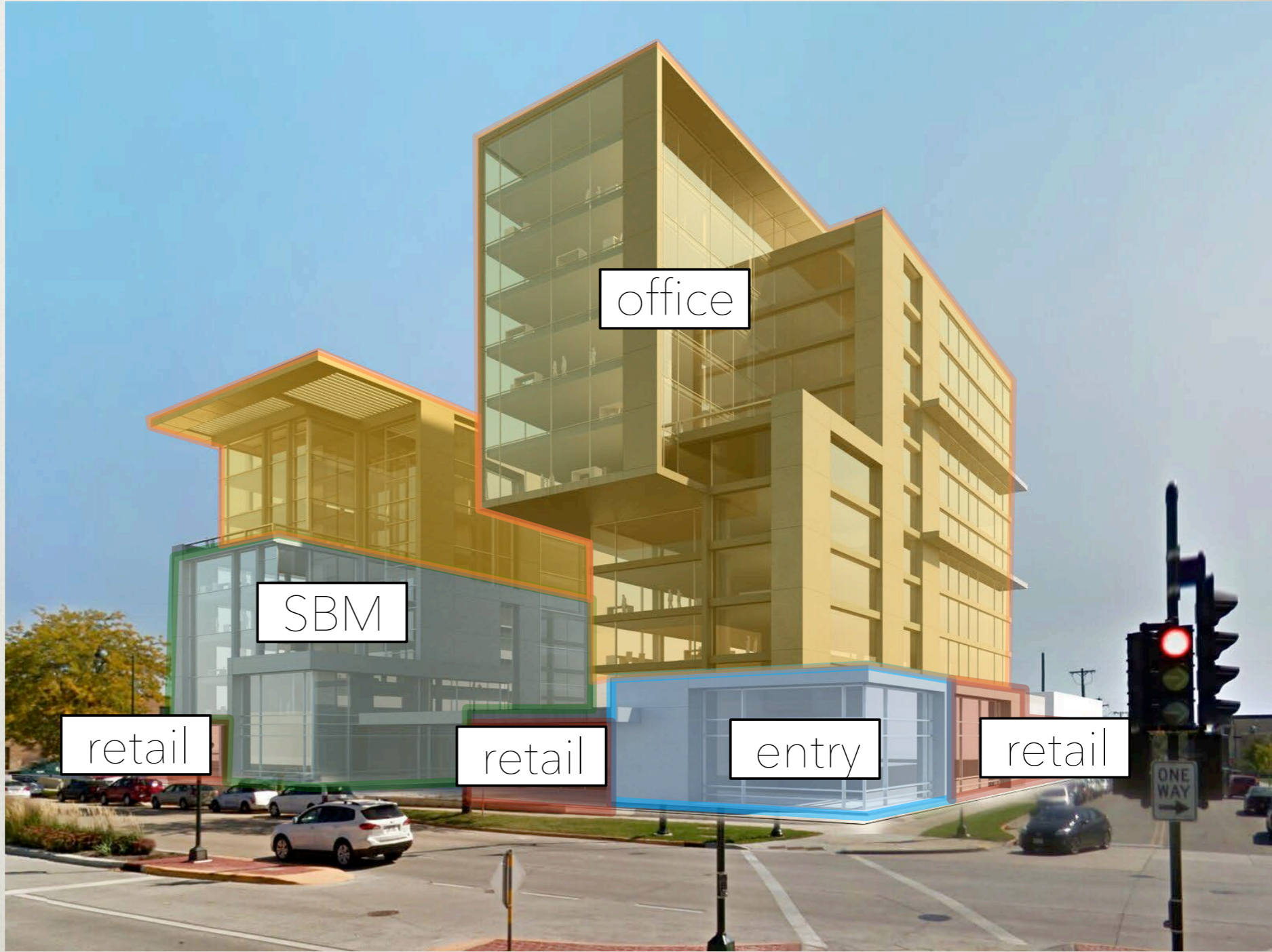
view from east washington and livingston



view from east washington and livingston



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view from east washington and livingston

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MASSING STUDIES



view from east washington and livingston

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view from east washington



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view from east washington



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view from east washington



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view from east washington





view from east main



view from east main