



October 12, 2016

Via Email and Hand Delivery

Plan Commission and Urban Design Commission
City of Madison
215 Martin Luther King Jr. Blvd.
Room LL-100
Madison, WI 53703

**Re: Letter of Intent for Proposed Development
The Spark Project – 819 East Washington Avenue**

Dear Commission Members:

American Family Insurance is pleased to present the enclosed materials as part of a Land Use and Design Review submittal to the Plan Commission and the Urban Design Commission for **The Spark**. This new project will be owned by American Family and home to the entrepreneurial hub Starting Block Madison (SBM), through a lease of approximately 50,000 square feet. In addition, several business units of American Family and potential retail/business partner(s) will be located at The Spark. These business units and business partners will contribute to the culture of innovation on site and will be announced at a later date.

The Spark is being developed in conjunction with Gebhardt Development's project The Cosmos at 801 East Washington Avenue. Land Use and Design Review applications for The Cosmos are being submitted concurrently with this submittal.

Project Summary

The highly sustainable architecture of **The Spark** is intended to communicate the innovation and energy that will occur within the building. Using an integrated design process the project team has worked closely with American Family to design a building that reduces energy load through highly efficient building systems. These strategies work to lessen the projects impact on the environment. Through creative use of form and material – the design is both forward leaning and sympathetic to the surrounding neighborhood. The two-story "Podium" level is active space for innovation and public engagement as it connects entries on both East Wash and Main Street. The office tower above the Podium creates near column free space to support the needs of today's workplace. The project is eight stories in height with rooftop amenities for tenants on both the Tower and Podium levels. Projected balconies are also provided for tenant use and will provide exceptional views of the Capitol, Lakes Mendota and Monona as well as the Madison skyline.

The Spark will be adjacent to the Cosmos to the east. The Gebhardt Development project named "Cosmos" will occupy the western side of the parcel along Livingston Street and replace a vacant site with a significant, mixed-use project featuring a music venue for Frank Productions, a potential Class A office tower and ground floor retail facilities.

333 E. Chicago St.
Milwaukee, WI 53202

414 271 5350 : main
414 271 7794 : fax

222 W. Washington Ave.
Suite 650
Madison, WI 53703

608 442 5350 : main
608 442 6680 : fax

The exterior of **The Spark** is composed of a state-of-the-art rainscreen featuring glass and stone cladding, metal panel with high performance triple glazed curtainwall. Integral sunscreens provide important shading of the exterior skin which articulates the façade and lessens the Spark's dependence on mechanical cooling.

The following information and attachments, offers additional specifics about the design of **The Spark**. The project is seeking conditional use approval for height exceeding district standards.

Existing Site Conditions

This total site currently includes 2.01 acres of vacant surface parking area bounded by East Washington Avenue, South Livingston Street and East Main Street extending 264.74 feet to the northeast. The internal site boundaries will be reorganized via a certified survey map (CSM) to divide the site into two parcels, one owned by Gebhardt Development and one owned by American Family Insurance. On the East Washington Capitol Gateway Corridor Plan the site is shown as part of Block 12, sub blocks A and B. This site is currently zoned TE Traditional Employment. This project will be seeking conditional use approval under this zoning designation and will create a project that complies with the current zoning.

Access to the site is provided by East Washington Avenue and East Main Street. The site is also served by Madison Metro routes 6, 14, 15, 25, 27, 29, 37, 56 and 57.

Project Layout

The project is located within Urban Design District No. 8 along the East Washington Capitol Gateway Corridor in Sub Blocks 12a & b. The project as currently designed meets established requirements or permissible variations for building height, façade height, minimum/maximum setback, and minimum setback.

The Spark is two stories along East Main Street (3-5 stories are required unless greater floor heights are provided) and East Washington Avenue. The proposed 17' ground floor and 14' second floor height exceed average required story heights and have an overall height meeting the three-story height requirements.

Proposed trash areas are enclosed and bike parking is shown dispersed through the site within proposed setbacks. Selections related to exterior materials, landscaping, lighting and other elements are intended to comply with design district guidelines. The project design is intended to be consistent with design district guidelines, as provided below.

Project Objectives and Benefits

The Project will benefit the City of Madison in the following ways:

- Revitalizing the western half of the 800 South Block of East Washington Avenue and providing a catalyst for further redevelopment on the south side of the street.
- The Spark and Starting Block Madison will create a center for innovation with the goal to become a benchmark for like facilities.

- Provide additional employment opportunities to the area by activating unused commercial property and adding substantial amounts of office, retail and other commercial space to the employment corridor.
- Improving pedestrian access to and circulation around the site by upgrading existing sidewalks and adding landscaping areas.
- Substantially increasing the property tax base on the block by placing currently exempt property on the tax rolls and constructing substantial improvements on the property.

Project Data

<u>Location:</u>	819 East Washington Avenue
<u>Building Sq. Ft.:</u>	158,000 gross sq. ft.
<u>Start Construction:</u>	Approximately January 2017
<u>Complete Construction:</u>	Approximately January 2018
<u>Type of Building:</u>	Commercial (office with limited retail)
<u>Land Area:</u>	0.84 acres (36,355 sq. ft.)
<u>Vehicle Parking:</u>	Approximately 375 vehicle parking spaces (2.4 spaces per 1,000 useable sq. ft.) subject to a long-term lease agreement with the parking utility
<u>Bicycle Parking:</u>	Approximately 50 exterior and 30 interior bicycle spaces
<u>Site Access:</u>	East Washington Ave., East Main St.
<u>Lot Coverage:</u>	77.5%
<u>Usable Open Space:</u>	39%
<u>Hours of Operation:</u>	Approximately 7:00 a.m.-11:00 p.m. Monday through Sunday

Project Financial Information

Value of Land:	The land is currently assessed as commercial exempt property.
Number of Construction & Full-time Equivalent Jobs Created:	500 construction jobs and approximately 440 full-time equivalent (office)
Public Subsidy Requested:	None.

Urban Design District Standards

1. Building Height

- a. The proposed street level facade height of 2 stories/34 feet complies with the District height requirements along East Main Street of a minimum/maximum height of 29-63 feet. We do not meet the requirement for 3-5 stories but feel the architectural expression meets the general intent given height and proximity to the street.
- b. The proposed building height of 8 stories/134 feet complies with the maximum building height of 12 stories/147 feet along East Washington Avenue and 8 stories/115 feet along East Main Street (with the potential for 2 bonus stories for a total of 10 stories/123 feet).

2. Building Location and Orientation

- a. The Project addresses East Washington Avenue and East Main Street with commercial entrances facing these primary streets.
- b. Project entrances adequately connect to public sidewalks.
- c. The primary building entrances will be visually enhanced with features to increase pedestrian interaction with the project.

3. Setback and Stepback

- a. Proposed setbacks of 15 feet along East Washington Avenue and East Main Street are in compliance with District requirements.
- b. Proposed building setbacks on East Washington Avenue and East Main Street meet the District minimum requirement of 15 feet.

4. Parking and Service Areas; Circulation

- a. Off-street parking for the project will be provided through a lease with the Parking Utility for the new city ramp to be constructed directly across from the project on East Main Street and South Livingston Street.
- b. Service entries such as the loading dock are located at the back of the project along East Main Street and will not be visible from the primary building facade along East Washington Avenue. This loading zone does not impede pedestrian movement along East Main Street and will allow trucks to completely park on the project site and not encroach on the sidewalk or terrace.
- c. The entry drive is perpendicular to the respective connecting street.

5. Landscaping and Open Space

- a. Landscaping along East Washington Avenue and East Main Street will contain canopy trees and plantings appropriate for an urban project. Street furniture such as benches, bike racks and trash receptacles will be provided.
- b. The shared plaza with The Cosmos building will be extensively landscaped to provide a unique experience for occupants and visitors of the two projects.
- c. Rooftop features on both the Podium and Tower, will be partially landscaped to provide a comfortable and attractive rooftop setting for building occupants.

6. Site Lighting and Furnishings

- a. The Project will have adequate but not excessive pedestrian-level lighting and accent lighting where appropriate, designed to complement the character of the building. Building signage will include appropriate lighting to provide proper direction to building users.
- b. Full cut-off light fixtures will be used to illuminate the site.

7. Building Massing and Articulation

- a. The building mass respects and compliments views identified on the Views and Vista Map in the Downtown Plan.
- b. The Project will have unique, primary design elements on the first floor facing East Washington Avenue and East Main Street.
- c. The ground level of the commercial areas facing East Washington Avenue and East Main Street will have increased visual interest by way of storefront glazing, canopies, signage and landscape features.
- d. Rooftop equipment for the Tower will be either enclosed within a penthouse or screened. Rooftop equipment for the two story Podium will also be screened with architectural elements.

8. Materials and Colors

- a. High-quality, durable, low-maintenance exterior building materials will be used including high performance curtain wall systems, terra cotta and metal panel rainscreen.
- b. The Spark will contain areas of green roof at the Podium level.
- c. Colors and building textures will be consistent with surrounding properties and are typical for urban projects.

9. Windows and Entrances

- a. No clear existing window and door pattern exists around the Project. The rhythm shown in the commercial and residential uses will be typical and appropriate for an urban project.
- b. At least 40-60% of the ground floor exterior of the commercial spaces will be dedicated to windows. All windows on the ground floor of the Project will be transparent and unobstructed.
- c. The commercial entrances will be uniquely defined and clearly discernible for the public from the street.

10. Signage

Branding elements and signage will be integrated with the Project's architecture. Colors and low-level lighting will be selected to coordinate with the building façade and enhance the character of the Project.

The Spark Project Team

Developer : American Family Insurance

6000 American Pkwy.
Madison, WI 53738
Project Representative: LeeAnn Glover – Director of Real Estate
Phone: (608) 242-4100

Architect : Eppstein Uhen Architects
309 W Johnson St., Suite 202
Madison, WI 53703
The Spark Project Representative: Thomas Stacey
Phone: (414) 291-8159

Structural Engineer : Pierce Engineers
241 N. Broadway
Milwaukee, WI 53202
Project Representative: Randy Elliot
Phone number: (608) 239-3754

Landscape Designer : Design Studio, etc.
330 West Lakeside
Madison, WI 53715
Project Representative: Garret Perry
Phone number: (608) 358-6344



UDC Initial/Final Submittal : The Spark

819 E Washington Ave

Date: October 12, 2016

Page 7 of 7

Civil Engineer : Professional Engineering
818 N. Meadowbrook Lane
Waunakee, Wisconsin 53597
Project Representative: Roxanne Johnson
Phone number: (608) 849-9378

We look forward to presenting these materials to you in November as we seek your approval of this proposal to create a center of innovation while revitalizing this portion of the Capitol East District corridor.

Thank you and please contact me with any questions regarding this submittal for **The Spark**,

Sincerely,

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

Thomas Stacey, AIA
Associate : Senior Project Manager

cc: (all via email)
Marsha Rummel, District 6 Alderperson
Natalie Erdman, Director of Planning, Community and Economic Development
Heather Stouder, Planning Division Director
Tim Parks, Planning Division
Al Martin, Planning Division
Matt Tucker, Zoning Administrator



AMERICAN FAMILY INSURANCE - THE SPARK 800 E. WASHINGTON AVENUE MADISON, WI

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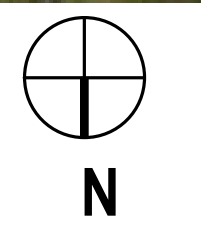
epstein uhen : architects

UDC SUBMITTAL

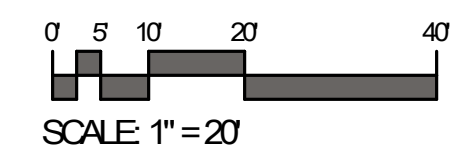
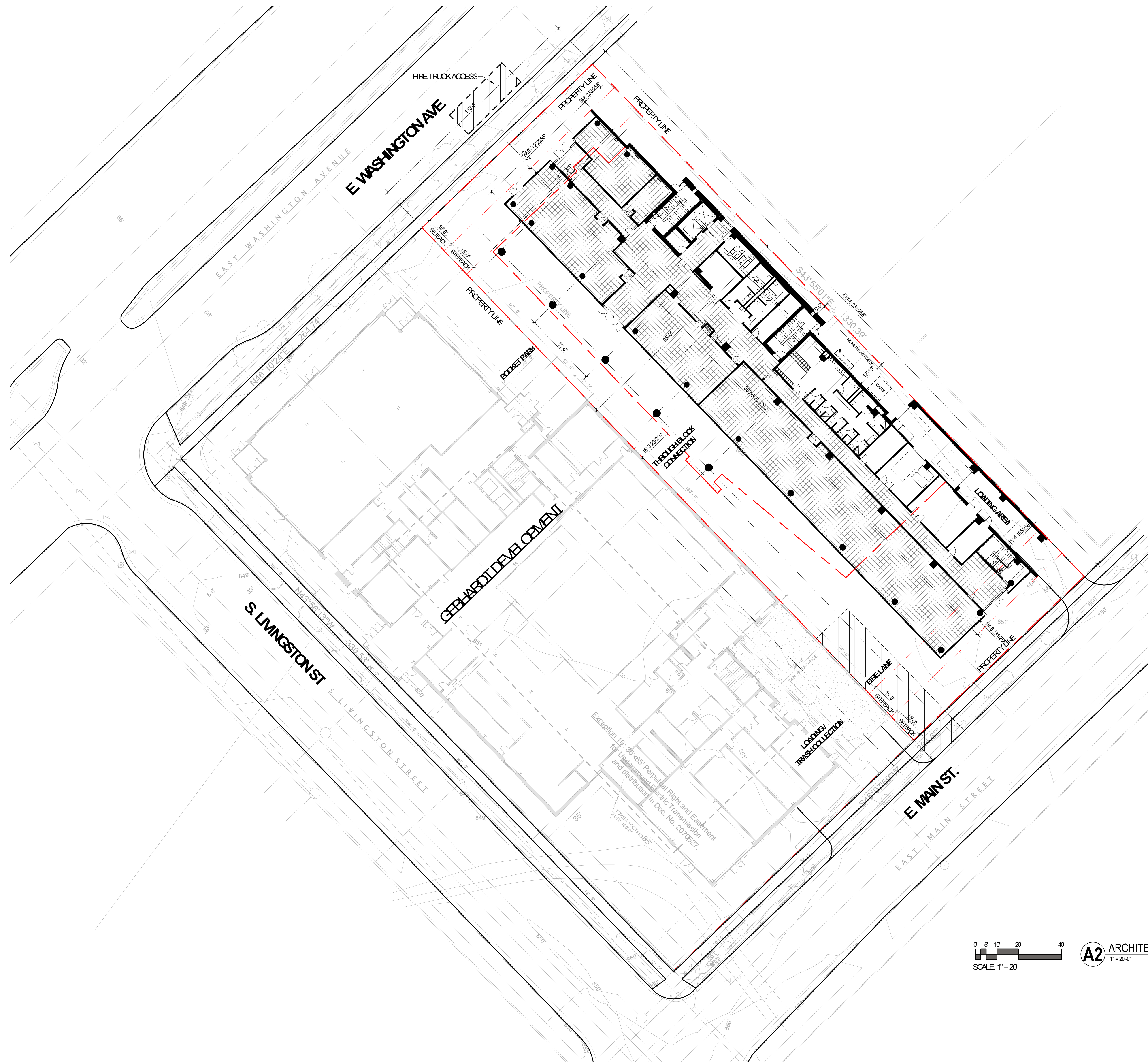
OCTOBER 12, 2016

PROJECT NUMBER: 215562-01



SITE LOCATOR 
N





A2 ARCHITECTURAL SITE PLAN
1" = 20'-0"



eppstein uhen : architects

milwaukee 333 East Chicago Street
Milwaukee, Wisconsin 53202
telephone 414.271.5350

madison 309 West Johnson Street, Suite 202
Madison, Wisconsin 53703
telephone 608.442.5350

KEY PLAN



ISSUANCE AND REVISIONS

PROGRESS SET

#	DATE	DESCRIPTION

**PROGRESS DOCUMENTS
NOT FOR CONSTRUCTION**

These documents reflect progress and intent and may be subject to change, including additional detail. These are not final construction documents and should not be used for final bidding or construction-related purposes.

PROJECT INFORMATION

AMERICAN FAMILY INSURANCE - THE SPARK

800 E. WASHINGTON AVENUE
MADISON, WI

PROJECT NUMBER 215562-01
PROJECT MANAGER TS

SHEET INFORMATION

DATE SEPTEMBER 30, 2016

SHEET NAME ARCHITECTURAL SITE PLAN
SHEET NUMBER **AS101**

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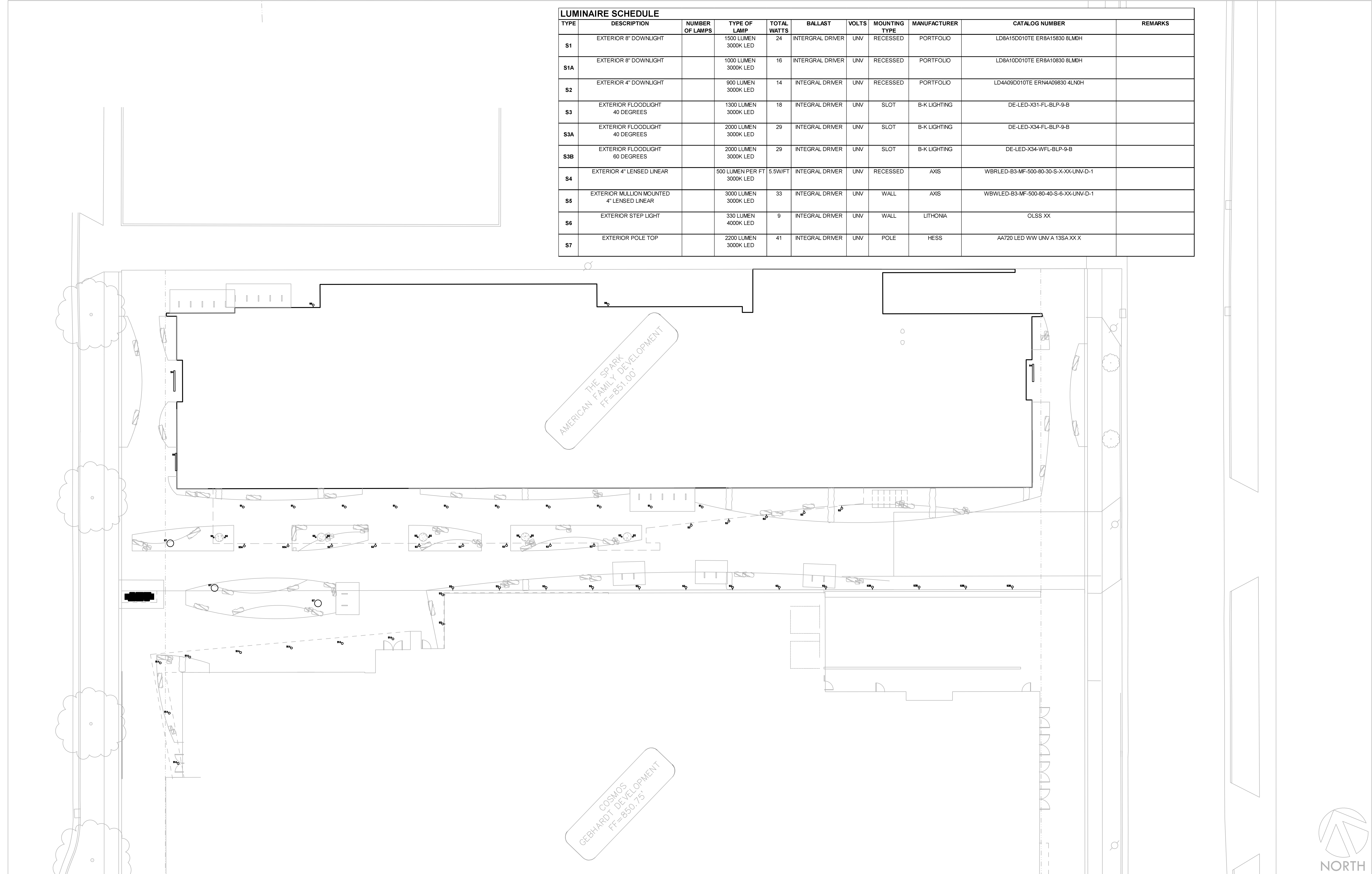
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LUMINAIRE SCHEDULE										
TYPE	DESCRIPTION	NUMBER OF LAMPS	TYPE OF LAMP	TOTAL WATTS	BALLAST	VOLTS	MOUNTING TYPE	MANUFACTURER	CATALOG NUMBER	REMARKS
S1	EXTERIOR 8" DOWNLIGHT		1500 LUMEN 3000K LED	24	INTEGRAL DRIVER	UNV	RECESSED	PORTFOLIO	LD8A15D010TE ER8A15830 8LM0H	
S1A	EXTERIOR 8" DOWNLIGHT		1000 LUMEN 3000K LED	16	INTEGRAL DRIVER	UNV	RECESSED	PORTFOLIO	LD8A10D010TE ER8A10830 8LM0H	
S2	EXTERIOR 4" DOWNLIGHT		900 LUMEN 3000K LED	14	INTEGRAL DRIVER	UNV	RECESSED	PORTFOLIO	LD4A09D010TE ERN4A09830 4LN0H	
S3	EXTERIOR FLOODLIGHT 40 DEGREES		1300 LUMEN 3000K LED	18	INTEGRAL DRIVER	UNV	SLOT	B-K LIGHTING	DE-LED-X31-FL-BLP-9-B	
S3A	EXTERIOR FLOODLIGHT 40 DEGREES		2000 LUMEN 3000K LED	29	INTEGRAL DRIVER	UNV	SLOT	B-K LIGHTING	DE-LED-X34-FL-BLP-9-B	
S3B	EXTERIOR FLOODLIGHT 60 DEGREES		2000 LUMEN 3000K LED	29	INTEGRAL DRIVER	UNV	SLOT	B-K LIGHTING	DE-LED-X34-WFL-BLP-9-B	
S4	EXTERIOR 4" LENSED LINEAR		500 LUMEN PER FT 3000K LED	5.5W/FT	INTEGRAL DRIVER	UNV	RECESSED	AXIS	WBRLED-B3-MF-500-80-30-S-X-XX-UNV-D-1	
S5	EXTERIOR MULLION MOUNTED 4" LENSED LINEAR		3000 LUMEN 3000K LED	33	INTEGRAL DRIVER	UNV	WALL	AXIS	WBWLED-B3-MF-500-80-40-S-6-XX-UNV-D-1	
S6	EXTERIOR STEP LIGHT		330 LUMEN 4000K LED	9	INTEGRAL DRIVER	UNV	WALL	LITHONIA	OLSS XX	
S7	EXTERIOR POLE TOP		2200 LUMEN 3000K LED	41	INTEGRAL DRIVER	UNV	POLE	HESS	AA720 LED WW UNV A 13SA XX X	



milwaukee 333 East Chicago Street
 Milwaukee, Wisconsin 53202
 telephone 414.271.5350

madison 309 West Johnson Street, Suite 202
 Madison, Wisconsin 5370
 telephone 515.724.5840
 telephone 608.442.5350

KEY PLAN



ISSUANCE AND REVISIONS

PROGRESS SET

#	DATE	DESCRIPTION

PROGRESS DOCUMENTS NOT FOR CONSTRUCTION

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PROJECT INFORMATION

AMERICAN FAMILY INSURANCE - THE SPARK

800 E. WASHINGTON
 MADISON, WI

PROJECT NUMBER: 215562-01
 PROJECT MANAGER: RL

SHEET INFORMATION

DATE: 10/11/2016

SHEET NAME:

SHEET NUMBER:

ELECTRICAL SITE PLAN
ES101

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Label	CalcType	Units	Avg	Max	Min	Avg/Min	Max/Min
BIKE - CANOPY 1	Illuminance	Fc	3.23	5.1	2.2	1.47	2.32
BIKE - CANOPY 2	Illuminance	Fc	4.07	5.9	2.6	1.57	2.27
BIKE - CANOPY 3	Illuminance	Fc	3.34	4.1	2.8	1.19	1.46
BIKE - MIDDLE 1	Illuminance	Fc	3.50	3.7	3.1	1.13	1.19
BIKE - MIDDLE 3	Illuminance	Fc	2.97	3.6	2.4	1.24	1.50
BIKE - MIDDLE 4	Illuminance	Fc	2.50	2.9	2.1	1.19	1.38
BIKE - MIDDLE 5	Illuminance	Fc	1.60	1.9	1.3	1.23	1.46
EGRESS - BACK 1	Illuminance	Fc	3.02	9.9	0.6	5.03	16.50
EGRESS - BACK 2	Illuminance	Fc	3.18	10.7	0.7	4.54	15.29
ENTRY - COSMOS	Illuminance	Fc	3.78	6.6	0.5	7.56	13.20
ENTRY - COSMOS WASH	Illuminance	Fc	5.27	6.3	4.0	1.32	1.58
ENTRY - MAIN	Illuminance	Fc	5.25	6.5	3.7	1.42	1.76
ENTRY - MAIN CANOPY	Illuminance	Fc	4.02	7.8	2.5	1.61	3.12
ENTRY - WASH 1	Illuminance	Fc	6.15	7.3	5.0	1.23	1.46
ENTRY - WASH 2	Illuminance	Fc	9.13	11.0	8.2	1.11	1.34
PROPERTY LINE - MAIN	Illuminance	Fc	0.11	0.3	0.0	N.A.	N.A.
PROPERTY LINE - NORTHEAST	Illuminance	Fc	0.00	0.0	0.0	N.A.	N.A.
PROPERTY LINE - WASH	Illuminance	Fc	0.17	0.4	0.0	N.A.	N.A.
WALK - MAIN 1	Illuminance	Fc	0.99	5.1	0.1	9.90	51.00
WALK - MAIN 2	Illuminance	Fc	1.32	3.0	0.0	N.A.	N.A.
WALK - MAIN 3	Illuminance	Fc	2.76	4.6	1.4	1.97	3.29
WALK - MIDDLE	Illuminance	Fc	2.28	4.7	1.0	2.28	4.70
WALK - WASH 1	Illuminance	Fc	2.21	6.4	0.3	7.37	21.33
WALK - WASH 2	Illuminance	Fc	1.62	3.8	0.4	4.05	9.50
WALK - WASH 3	Illuminance	Fc	1.32	4.7	0.1	13.20	47.00
WALK - WASH 4	Illuminance	Fc	2.40	5.3	0.7	3.43	7.57
WALK - WASH 5	Illuminance	Fc	2.84	5.4	0.5	5.68	10.80

THE SPARK
AMERICAN FAMILY DEVELOPMENT
FF=851.00'

COSMOS
GERHARDT DEVELOPMENT
FF=850.75'

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milwaukee 333 East Chicago Street
1 Milwaukee, Wisconsin
53202 telephone 414.271.5350

madison 309 West Johnson Street, Suite 202
Madison, Wisconsin 5370
telephone 515.724.5840
telephone 608.442.5350

KEY PLAN

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ISSUANCE AND REVISIONS

PROGRESS SET

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PROGRESS DOCUMENTS NOT FOR CONSTRUCTION

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PROJECT INFORMATION

AMERICAN FAMILY INSURANCE - THE SPARK

800 E. WASHINGTON
MADISON, WI

PROJECT NUMBER: 215562-01
PROJECT MANAGER: RL

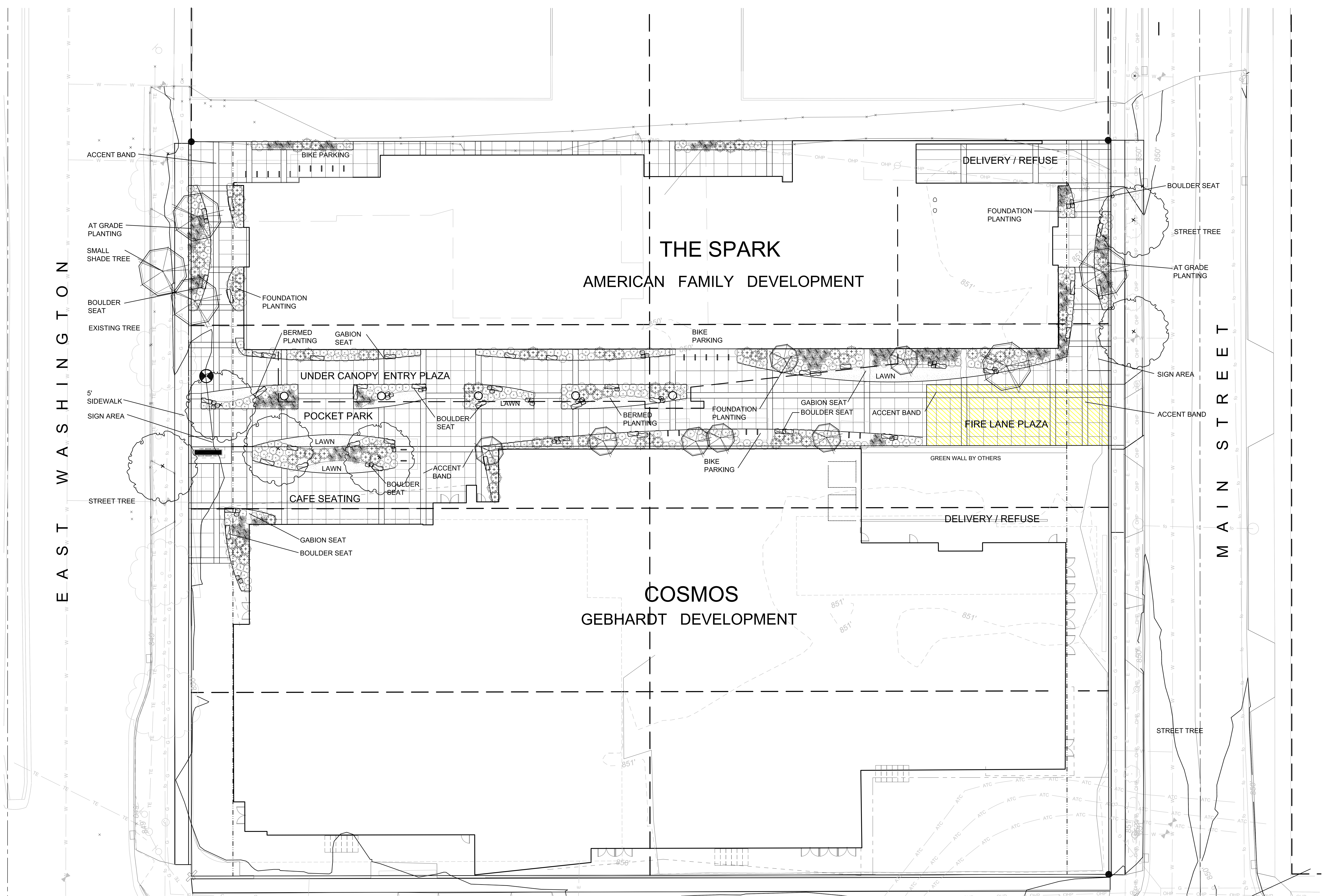
SHEET INFORMATION

DATE: 10/11/2016

SHEET NAME: LIGHTING SITE PHOTOMETRICS ES102

SHEET NUMBER:

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 Milwaukee, Wisconsin 53202
 telephone 414.271.5350
 madison 309 West Johnson Street, Suite 202
 Madison, Wisconsin 53703
 telephone 608.442.5350

the spark
 ENERGIZED BY AMERICAN FAMILY INSURANCE

etc design studio
 330 West Lakeside Street
 Madison, WI 53715
 608.358.6344

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ISSUANCE AND REVISIONS
 PROGRESS SET

#	DATE	DESCRIPTION

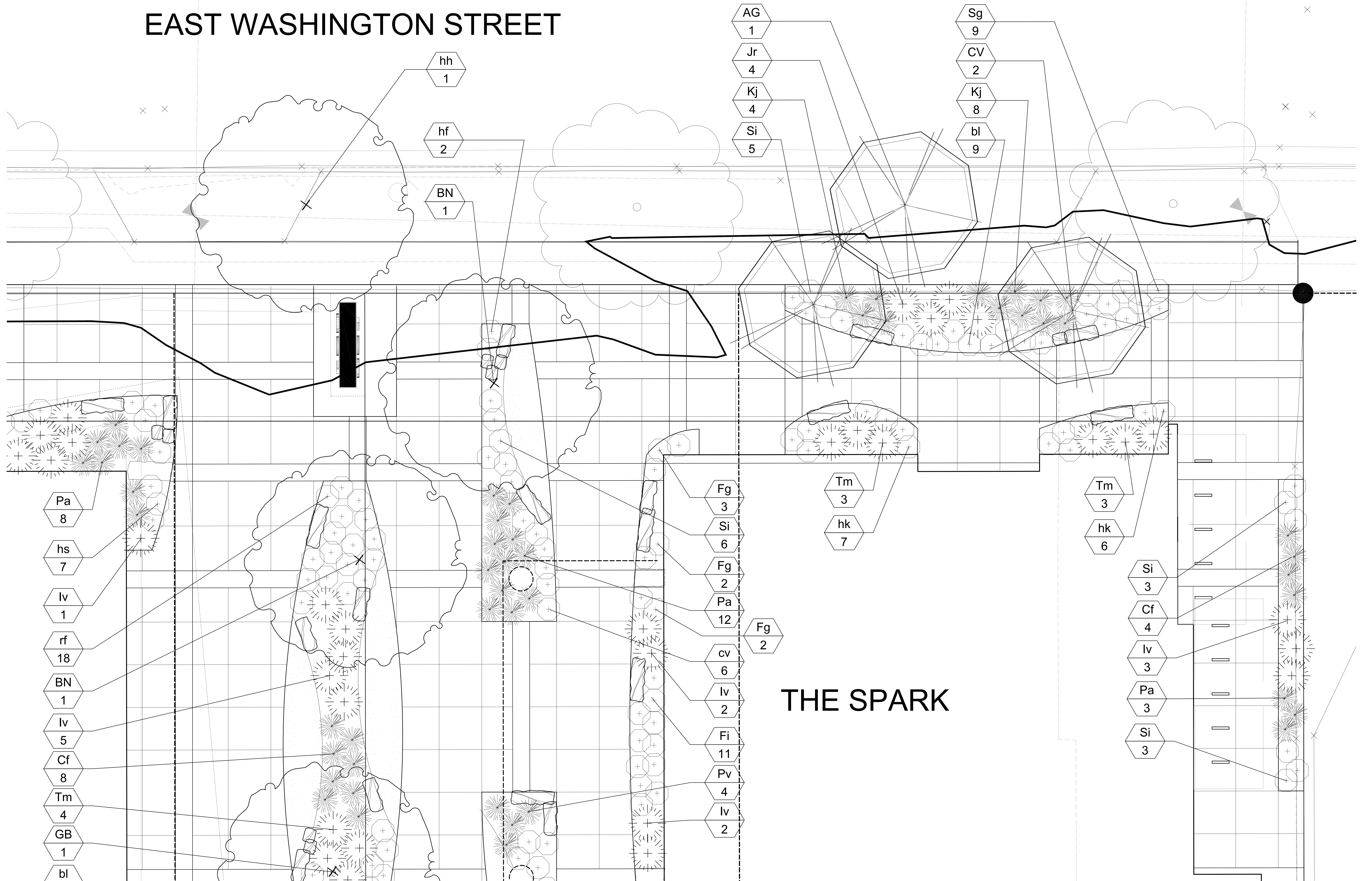
PROGRESS DOCUMENTS NOT FOR CONSTRUCTION
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NORTH
 SCALE: 1" = 10'-0" (30x42 sheet)

PROJECT INFORMATION
AMERICAN FAMILY INSURANCE - THE SPARK
 800 E. WASHINGTON AVENUE
 MADISON, WI
 PROJECT NUMBER: 1012_AmFAM
 PROJECT MANAGER: GP

SHEET INFORMATION
 DATE: OCTOBER 12, 2016
 SHEET NAME: Plaza and Landscape Plan
 SHEET NUMBER: **L100**
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EAST WASHINGTON STREET



KEY PLAN

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PROJECT INFORMATION

SHEET INFORMATION



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 Milwaukee, Wisconsin 53202
 telephone 414.271.5350
 madison 309 West Johnson Street, Suite 202
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 telephone 608.442.5350



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AMERICAN FAMILY INSURANCE - THE SPARK
 800 E. WASHINGTON AVENUE
 MADISON, WI
 PROJECT NUMBER: 1012_AmFAM
 PROJECT MANAGER: GP

DATE: OCTOBER 12, 2016
 SHEET NAME: Landscape Enlargement Plan
 SHEET NUMBER: **L101**
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THE SPARK

THE COSMOS



milwaukee 333 East Chicago Street
t Milwaukee, Wisconsin 53202
telephone 414.271.5350
madison 309 West Johnson Street, Suite 202
Madison, Wisconsin 53703
telephone 608.442.5350

KEY PLAN

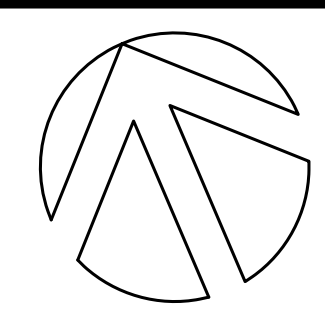


330 West Lakeside Street
Madison, WI 53715
608.358.6344

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NORTH

SCALE: 1/4" = 1'-0" (30x42 sheet)

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AMERICAN FAMILY INSURANCE - THE SPARK

800 E. WASHINGTON AVENUE
MADISON, WI

PROJECT NUMBER: 1012_AmFAM
PROJECT MANAGER: GP

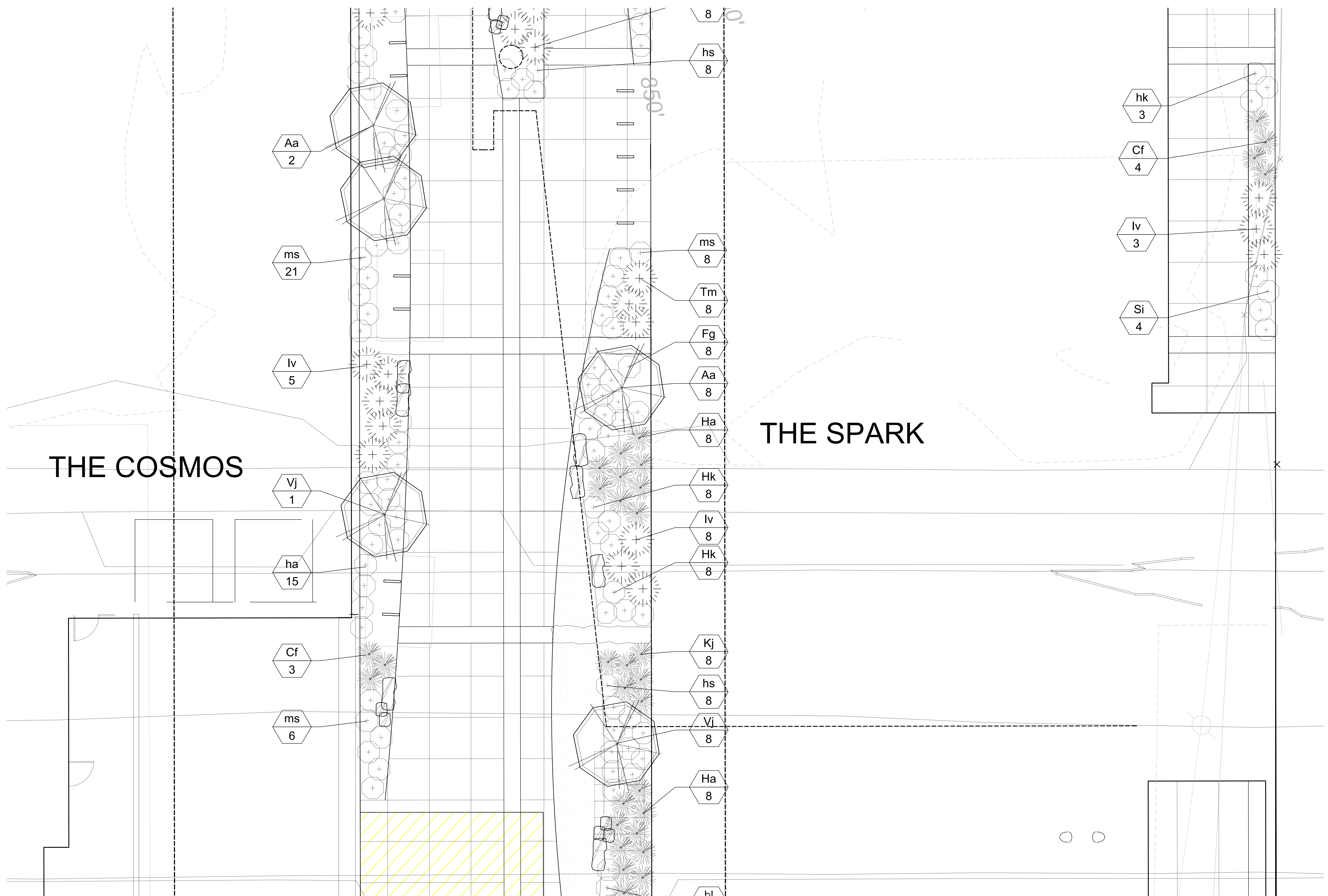
SHEET INFORMATION

DATE: OCTOBER 12, 2016

SHEET NAME: Landscape Enlargement Plan

SHEET NUMBER: L102

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THE COSMOS

THE SPARK



milwaukee 333 East Chicago Street
 Milwaukee, Wisconsin 53202
 telephone 414.271.5350
 madison 309 West Johnson Street, Suite 202
 Madison, Wisconsin 53703
 telephone 608.442.5350

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 MADISON, WI

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 PROJECT MANAGER: GP

SHEET INFORMATION

DATE: OCTOBER 12, 2016

SHEET NAME: Landscape Enlargement Plan

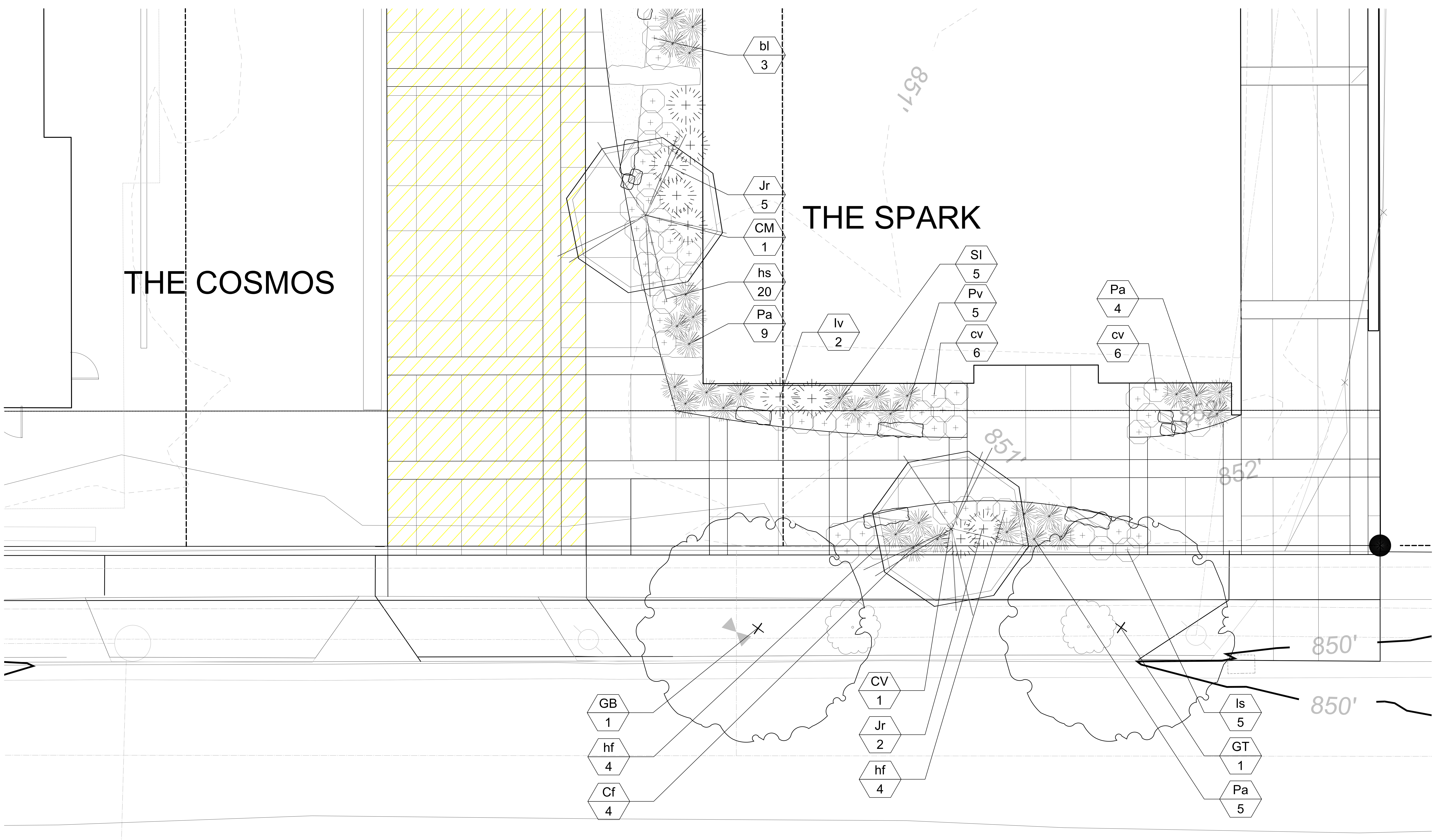
SHEET NUMBER: **L103**

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THE COSMOS

THE SPARK

EAST MAIN STREET



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 Milwaukee, Wisconsin 53202
 telephone 414.271.5350
 madison 309 West Johnson Street, Suite 202
 Madison, Wisconsin 53703
 telephone 608.442.5350

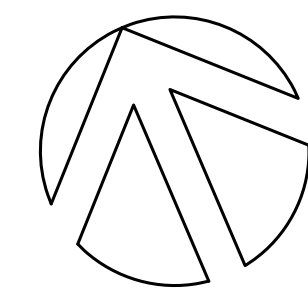
KEY PLAN



ISSUANCE AND REVISIONS

PROGRESS SET

#	DATE	DESCRIPTION



NORTH
 SCALE: 1/4" = 1'-0" (30x42 sheet)

PROGRESS DOCUMENTS NOT FOR CONSTRUCTION

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PROJECT INFORMATION

AMERICAN FAMILY INSURANCE - THE SPARK

800 E. WASHINGTON AVENUE
 MADISON, WI

PROJECT NUMBER: 1012_AmFAM

PROJECT MANAGER: GP

SHEET INFORMATION

DATE: OCTOBER 12, 2016

SHEET NAME: Landscape Enlargement Plan

SHEET NUMBER:

L104

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LANDSCAPE PLANT SCHEDULE

Symbol	Botanical Name	Common Name	Size	Root	Quantity
DECIDUOUS TREES					
AG	Amelanchier x grandiflora 'Autumn Brilliance'	Autumn Brilliance Serviceberry	1-3/4"	B&B	
AP	Acer palmatum 'Bloodgood'	Bloodgood Japanese Maple	6'-8'	clump	
BN	Betula nigra	River Birch	2.5"	clump	
CM	Cornus mas	Cornelian Cherry Dogwood	6'	clump	
CV	Crataegus virdi 'Winterking'	Winterking Hawthorne	8'-10'	clump	
GB	Ginkgo biloba	Ginkgo Tree	2.5"	B&B	
GT	Gleditsia tricanthos var. inermis 'Shademaster'	Shademaster Honeylocust	2.5"	clump	

Symbol	Botanical Name	Common Name	Size	Root	Quantity
EVERGREEN SHRUBS					
Iv	Illex veticillata	Winterberry	5 Gal.	CG	
Jr	Juniperus ramlosa	Ramlosa juniper	5 Gal.	CG	
Tm	Taxus tauntonii	Taunton yew	5 Gal.	CG	

Symbol	Botanical Name	Common Name	Size	Root	Quantity
DECIDUOUS SHRUBS and GRASSES					
Aa	Aronia arbutifolia 'Brilliantissima'	Brilliant Red Chockberry	5 Gal.	CG	
Fg	Fothergilla gardenii 'Mount Airy'	Mount Airy Fothergilla	5 Gal.	CG	
Fi	Forsythia x intermedia 'Courtasol'	Gold Tide Forsytia		CG	
Hk	Hypericum kalmianum 'Ames'	Ames St. Johns Wort	3 Gal.	CG	
Ha	Hydrangea arborescens	Annabelle Hydrangea	3 Gal.	CG	
Kj	Kerria japonica	Japanese Kerria	3 Gal.	CG	
Pa	Pennisetum alopecuroides 'Hameln'	Dwarf Fountain Grass	3 Gal.	CG	
Pv	Panicum virgatum 'Shenandoah'	Shenandoah Swith Grass	1 Gal.	CG	
Cf	Calamagrostis x acutiflora 'Karl Foerster'	Karl Foerster Feather Reed Grass	1 Gal.	CG	
Si	Stepanandra incisa 'Crispa'	Cut Leaf Stephanandra	2 Gal.	CG	
Vj	Viburnum x juddii	Judd Viburnum	5 Gal.	CG	

Symbol	Botanical Name	Common Name	Size	Root	Quantity
PERENNIALS					
bl	Phlox divericata 'Clouds of Perfume'	Woodland Phlox	1 Gal.	CG	
cv	Coreopsis verticillata 'Zagreb'	Threadleaf Coreopsis	4"	CG	
hs	Hemerocallis species	Daylily mixed varieties	4"	CG	
ha	Hosta 'Fortunei Aureomarginata'	Aurea marginata hosta	4"	CG	
he	Hosta sieboldiana 'Elegans'	Sieboldian Hosta	4"	CG	
hf	Heuchera 'Frosted Violet'	Frosted Violet Heuchera	4"	CG	
ls	Liatris spicata 'Blazing Star'	Blazing Star	4"	CG	
ms	Matteuccia struthiopteris	Ostrich Fern	4"	CG	
rf	Rudbeckia fulgida var. sullivantii 'Goldsturm'	Goldsturm Black-Eyed-Susan	4"	CG	



**CITY OF MADISON
LANDSCAPE WORKSHEET**

Section 28.142 Madison General Ordinance

Project Location / Address 800 East Washington Ave
 Name of Project The Spark
 Owner / Contact American Family Insurance
 Contact Phone 608-242-4100 Contact Email SHETZEL@amfam.com

**** Landscape plans for zoning lots greater than ten thousand (10,000) square feet in size MUST be prepared by a registered landscape architect. ****

Landscape Calculations and Distribution

Required landscaped areas shall be calculated based upon the total developed area of the property. Developed area is defined as all parts of the site that are not left in a natural state within a single contiguous boundary, including building footprints, parking and loading areas, driveways, internal sidewalks, patios, and outdoor activity areas. Developed area does not include other land within required setbacks and natural areas on the same property that are left undisturbed.

(a) One (1) landscape unit shall be provided for each three hundred (300) square feet of developed area, with the exception of the IL and the IG districts as specified in (b) below.

Total square footage of developed area 36,520

Developed area divided by three hundred (300) square feet = 121 Landscape Units

(b) Within the Industrial – Limited (IL) and Industrial – General (IG) districts, one (1) landscape unit shall be provided for every six hundred (600) square feet of developed area.

Total square footage of developed area _____

Developed area divided by six hundred (600) square feet = _____ Landscape Units

(c) One landscape unit consists of five (5) landscape points. Landscape points are calculated as shown in the following table.

Landscape units multiplied by five (5) landscape points = 605 Total Points Required

Tabulation of Points and Credits

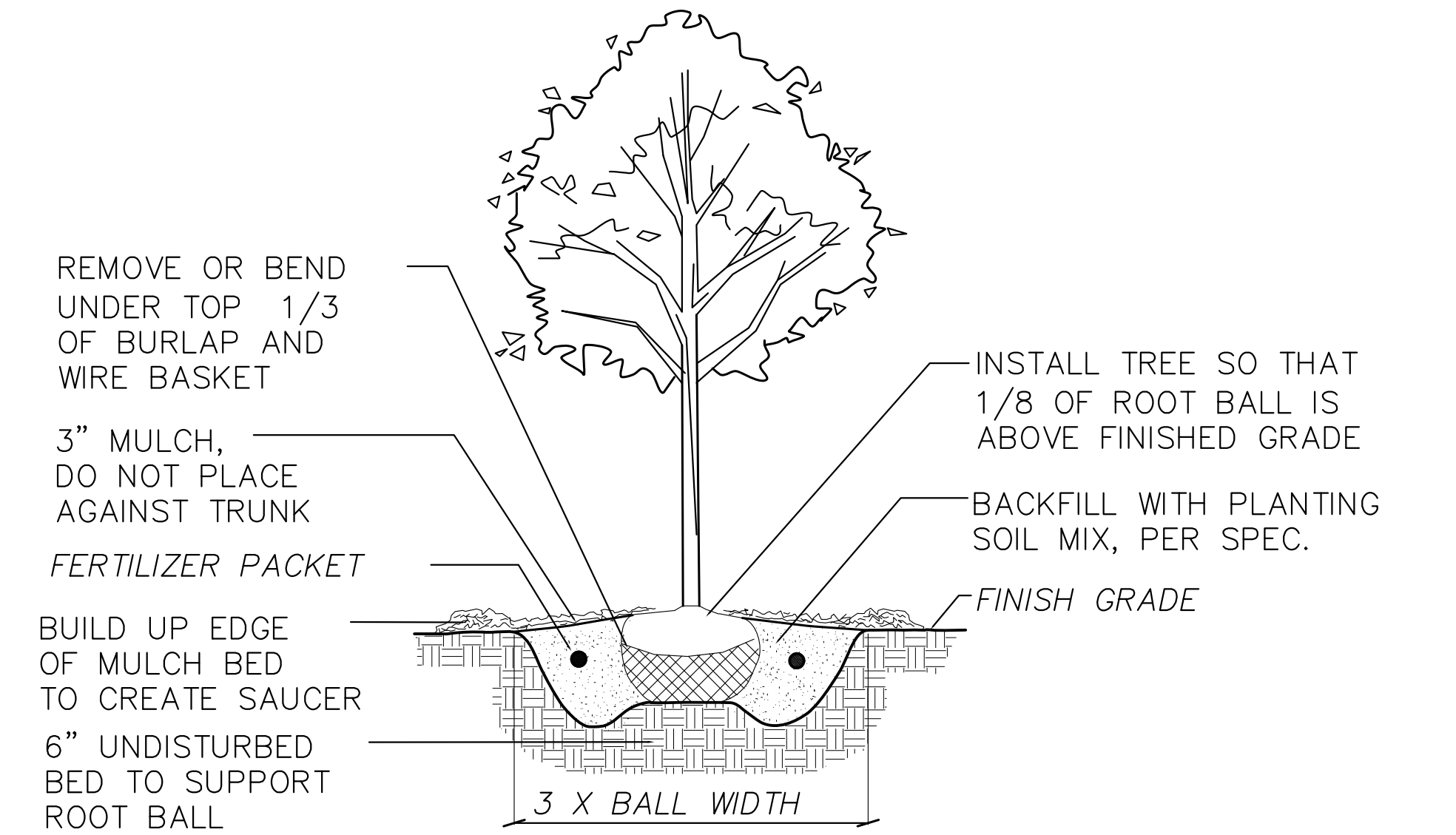
Use the table to indicate the quantity and points for all existing and proposed landscape elements. Calculations yielding a fraction up to one-half (1/2 or 0.5) shall be rounded down to the nearest whole number; fractions of more than one half (1/2) shall be rounded up.

Plant Type/ Element	Minimum Size at Installation	Points	Credits/ Existing Landscaping		New/ Proposed Landscaping	
			Quantity	Points Achieved	Quantity	Points Achieved
Overstory deciduous tree	2½ inch caliper	35			7	245
Ornamental tree	1 1/2 inch caliper	15			4	60
Evergreen tree	3 feet tall	15				
Shrub, deciduous	18" or 3 gallon container size	2			122	244
Shrub, evergreen	18" or 3 gallon container size	3			61	183
Ornamental grasses	18" or 3 gallon container size	2			60	120
Ornamental/ decorative fencing or wall	n/a	4 per 10 lineal ft.				
Sub Totals						852

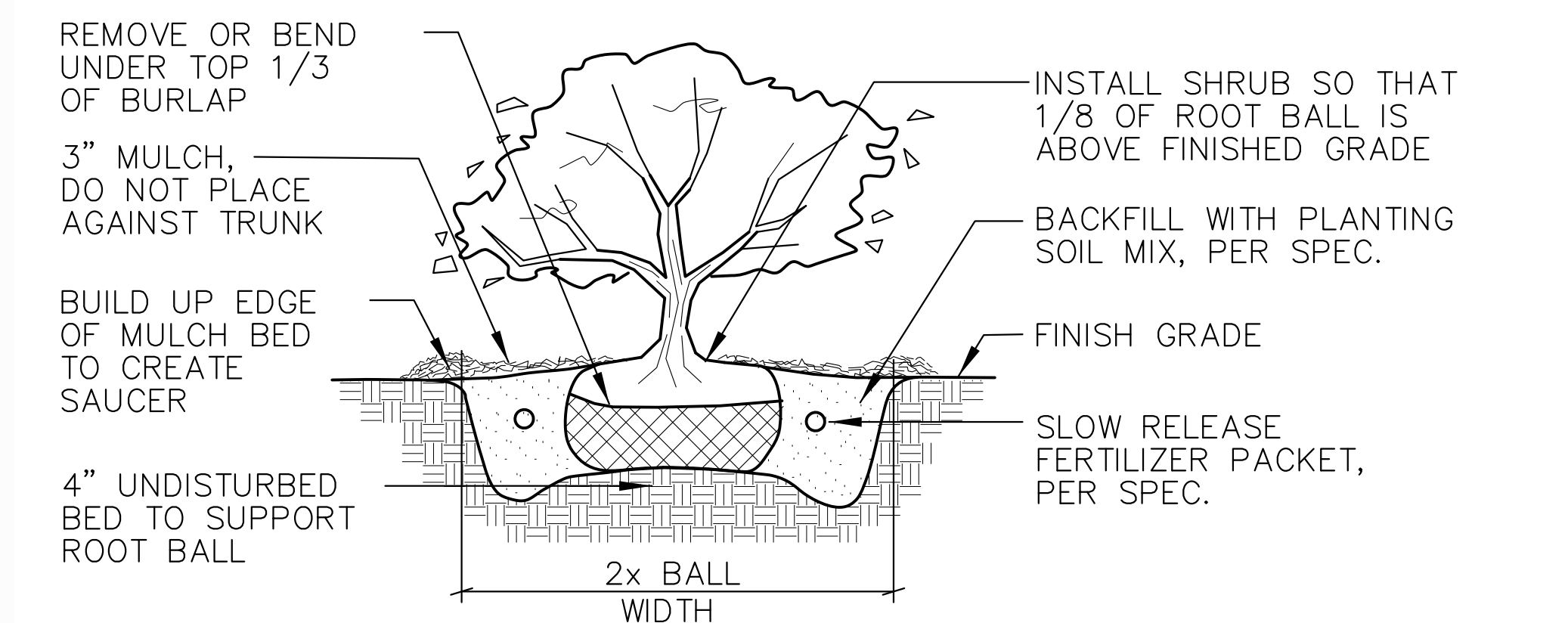
Total Number of Points Provided 852

3/2013

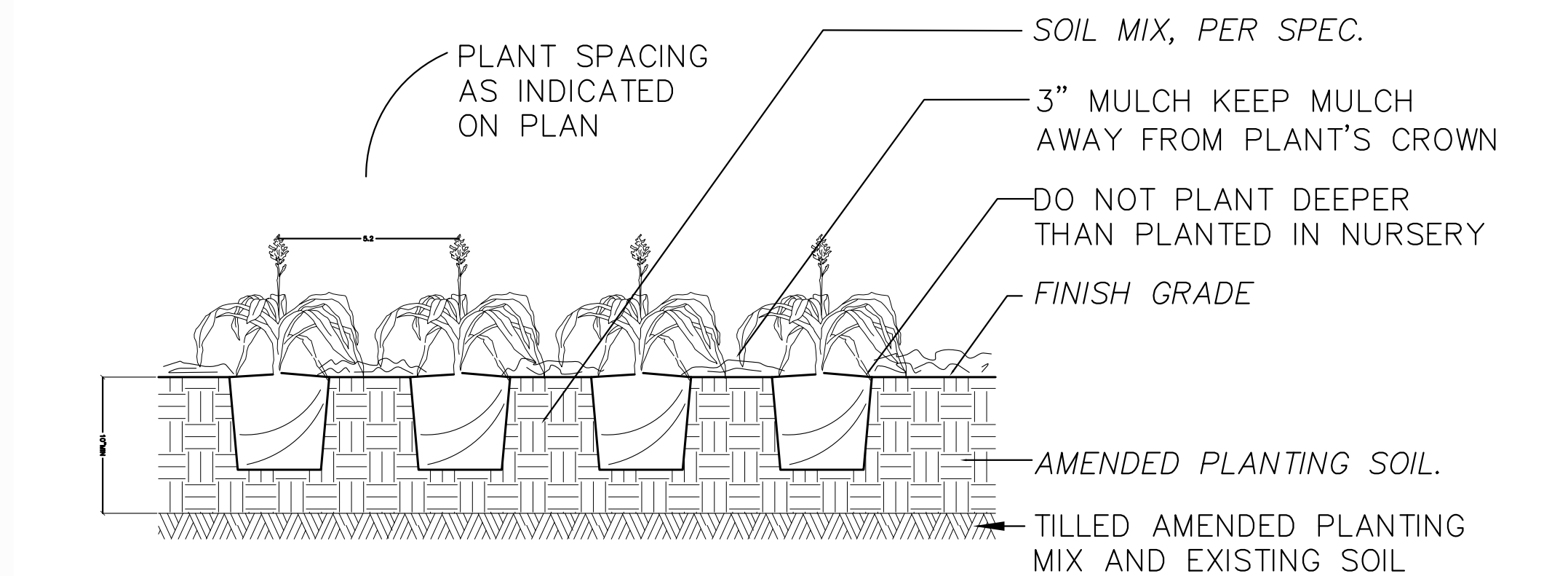
1



1 B&B TREE PLANTING DETAIL
L101 NTS



3 B&B SHRUB PLANTING DETAIL
L101 NTS



4 GROUNDCOVER / PERENNIAL PLANTING DETAIL
L101 NTS

eu:a
 milwaukee 333 East Chicago Street
 Milwaukee, Wisconsin 53202
 telephone 414.271.5350
 madison 309 West Johnson Street, Suite 202
 Madison, Wisconsin 53703
 telephone 608.442.5350

KEY PLAN
the Spark
 ENERGIZED BY AMERICAN FAMILY INSURANCE
etc design studio
 330 West Lakeside Street
 Madison, WI 53715
 608.358.6344
Findorff

ISSUANCE AND REVISIONS
 PROGRESS SET
 # DATE DESCRIPTION
PROGRESS DOCUMENTS NOT FOR CONSTRUCTION
 These documents reflect progress and intent and may be subject to change, including additional detail. These are not final construction documents and should not be used for final bidding or construction-related purposes.

PROJECT INFORMATION
 AMERICAN FAMILY INSURANCE - THE SPARK
 800 E. WASHINGTON AVENUE
 MADISON, WI
 PROJECT NUMBER: 1012_AmFAM
 PROJECT MANAGER: GP

SHEET INFORMATION
 DATE: OCTOBER 12, 2016
 SHEET NAME: Landscape Details
 SHEET NUMBER: **L105**
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PLAZA BAND MATERIAL



LIMESTONE BLOCK SEATING



TRASH RECEPTACLE



GABIAON ACCENT WALLS



BERMED PLANTINGS



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KEY PLAN



ISSUANCE AND REVISIONS

PROGRESS SET

#	DATE	DESCRIPTION

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PROJECT INFORMATION

AMERICAN FAMILY INSURANCE - THE SPARK

800 E. WASHINGTON AVENUE
 MADISON, WI

PROJECT NUMBER: 1012_AmFAM
 PROJECT MANAGER: GP

SHEET INFORMATION

DATE: OCTOBER 12, 2016

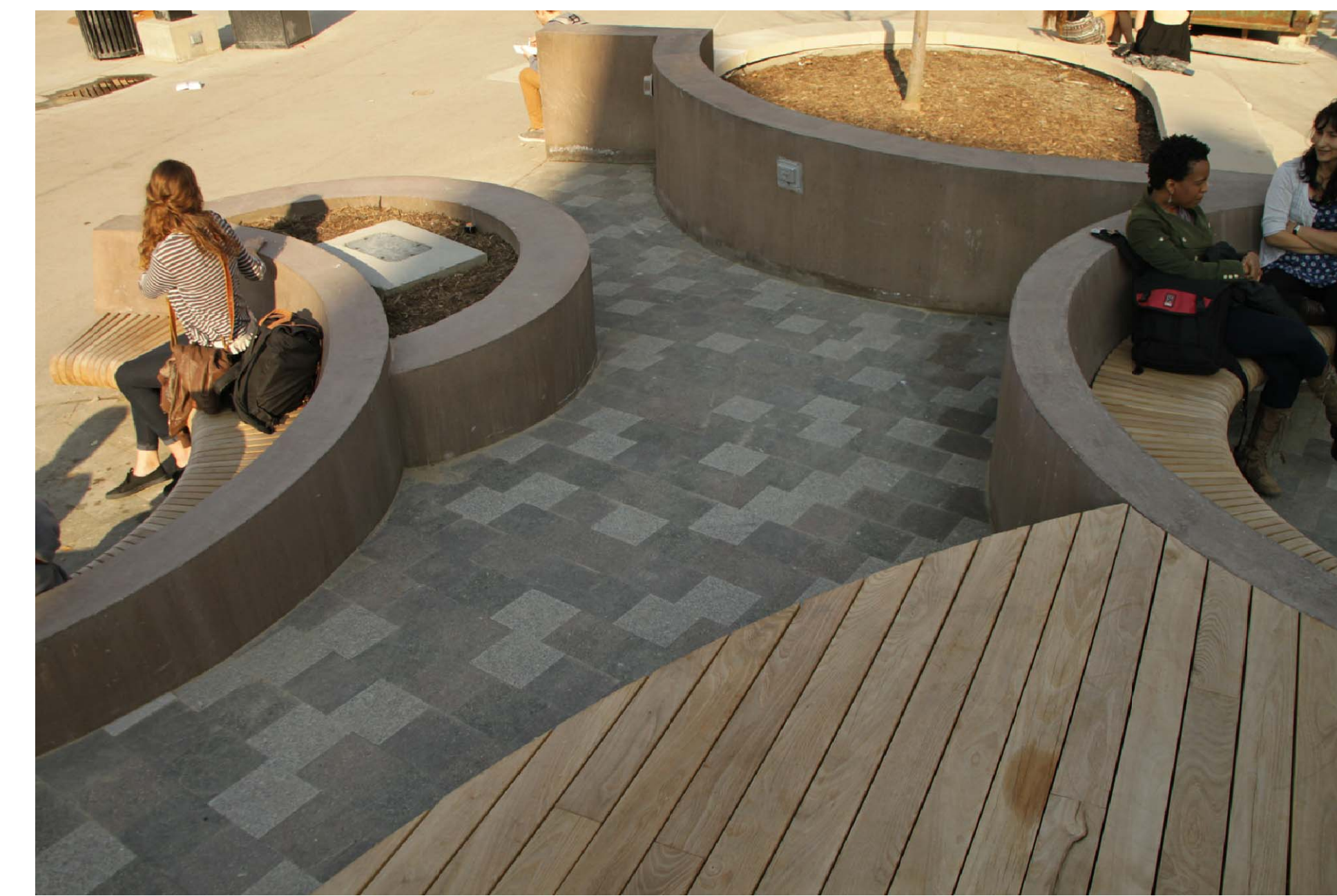
SHEET NAME: Landscape Amenities

SHEET NUMBER: L106

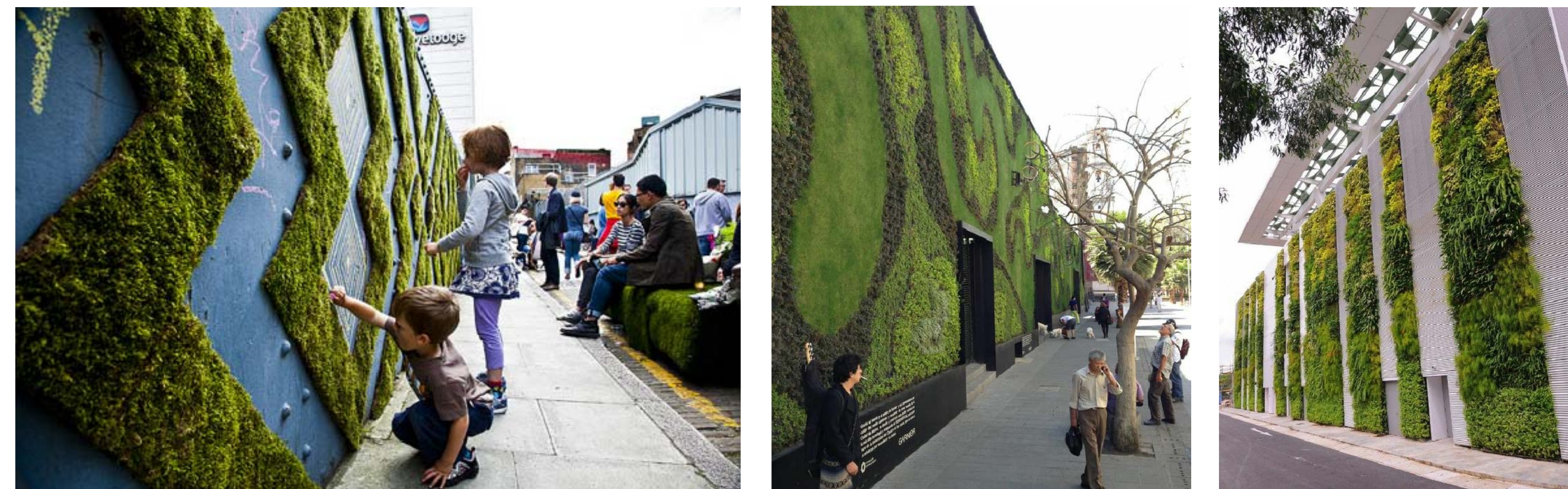
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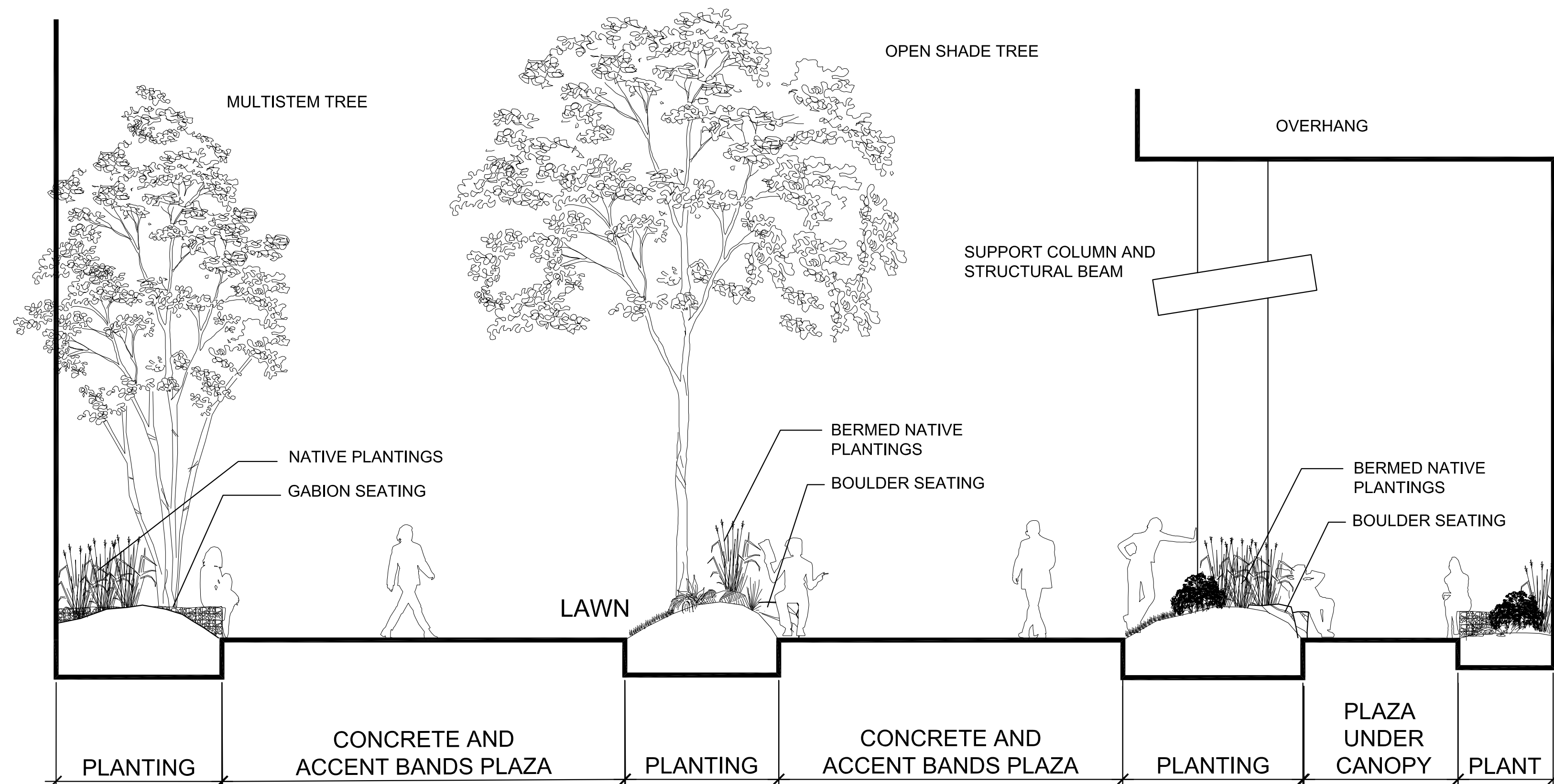
BIKE PARKING



LOCUST SEAT TOP ON GABION



GREEN WALLS



TYPICAL PLAZA CROSS SECTION - A - A1



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ISSUANCE AND REVISIONS

PROGRESS SET

#	DATE	DESCRIPTION

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PROJECT INFORMATION

AMERICAN FAMILY INSURANCE - THE SPARK

800 E. WASHINGTON AVENUE
 MADISON, WI

PROJECT NUMBER: 1012_AmFAM
 PROJECT MANAGER: GP

SHEET INFORMATION

DATE: OCTOBER 12, 2016

SHEET NAME: Landscape Amenities

SHEET NUMBER: **L107**

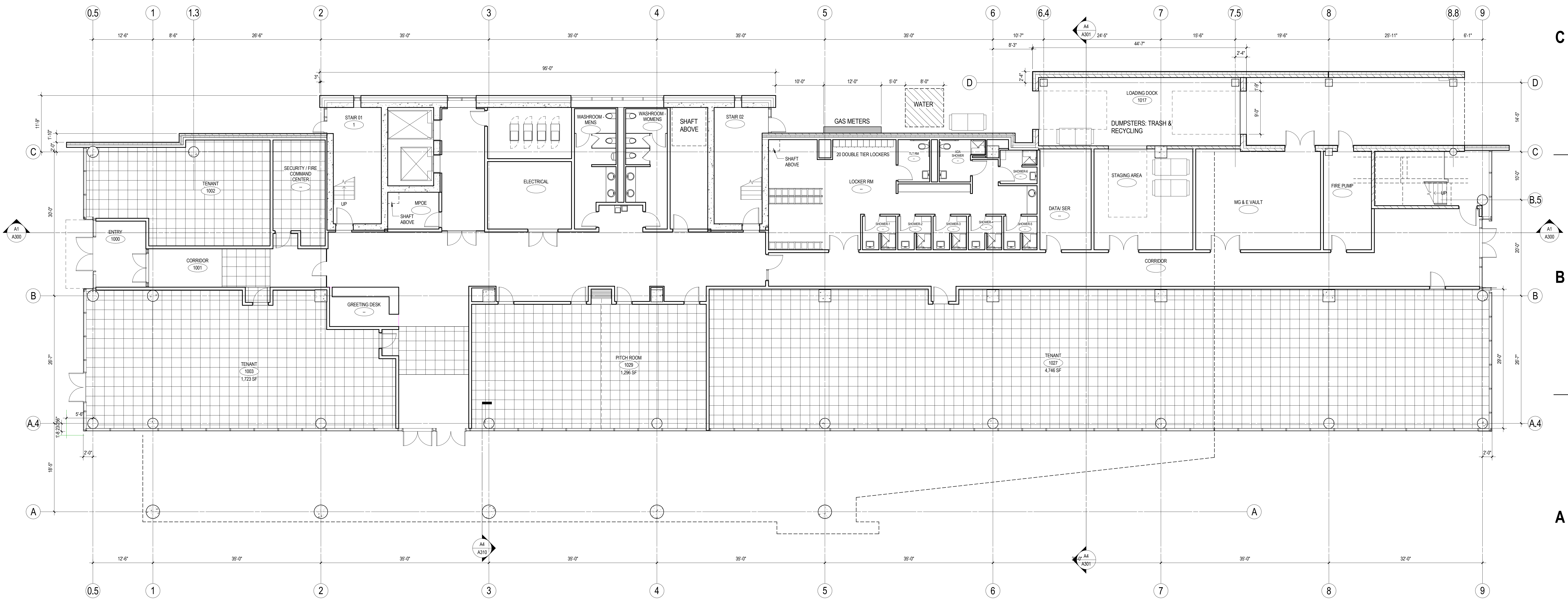
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- 18" HIGH RAISED FLOOR
- RAISED CONCRETE FLOOR -
4" CONCRETE TOPPING WITH HIGH DENSITY FOAM FILL

KEYNOTES PER SHEET

D2 FIRST FLOOR - RAISED FLOOR - PRICING
1/16" = 1'-0"



A5 FIRST FLOOR
1/8" = 1'-0"



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ISSUANCE AND REVISIONS

SCHEMATIC DESIGN

#	DATE	DESCRIPTION

**PROGRESS DOCUMENTS
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PROJECT INFORMATION

AMERICAN FAMILY INSURANCE - THE SPARK

800 E. WASHINGTON AVENUE
MADISON, WI

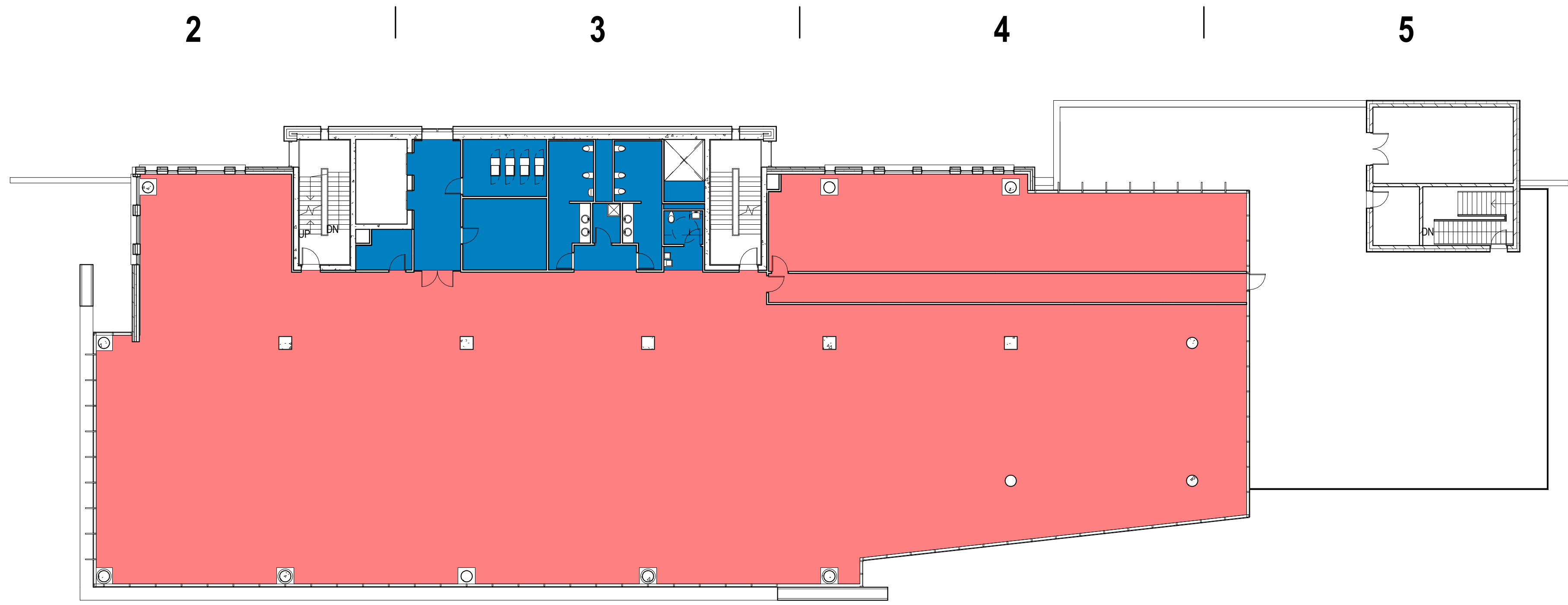
PROJECT NUMBER: 215562-01
PROJECT MANAGER: TS

SHEET INFORMATION

DATE: SEPTEMBER 23, 2016

SHEET NAME: FIRST FLOOR PLAN
A101
SHEET NUMBER:

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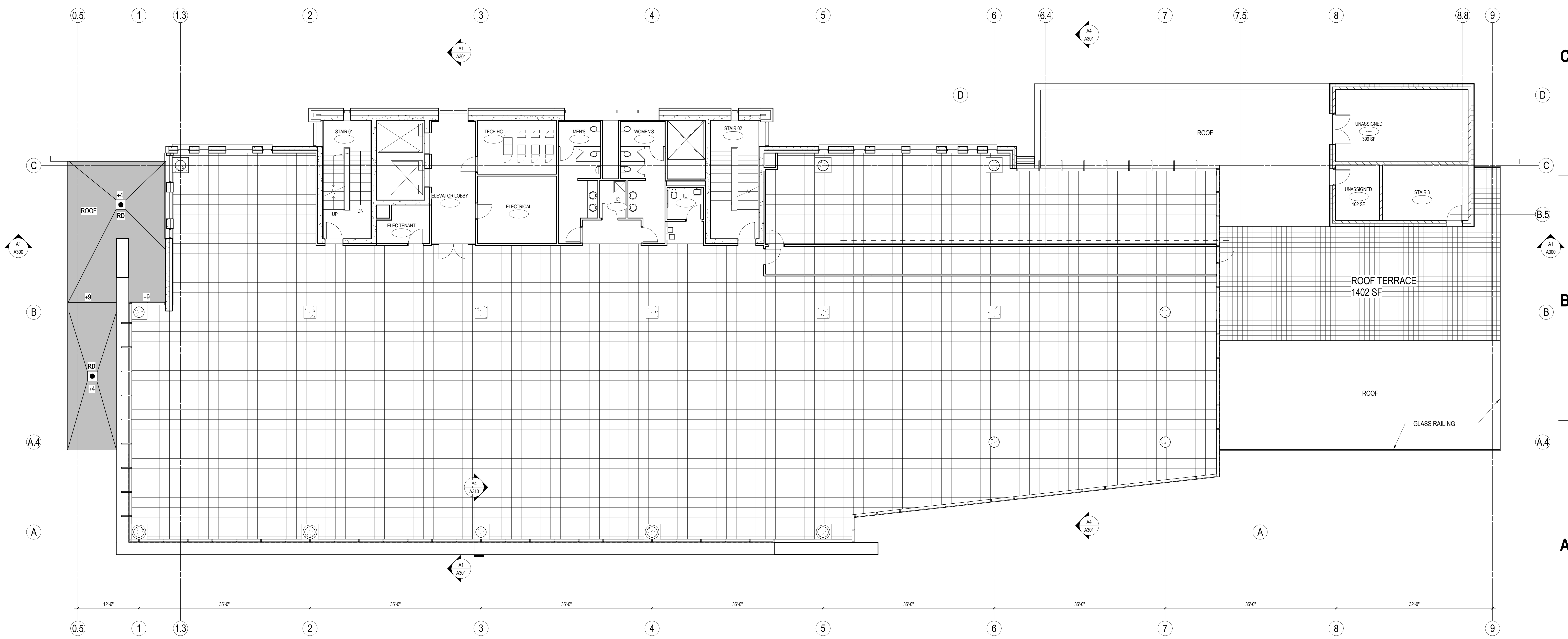


18" HIGH RAISED FLOOR

**RAISED CONCRETE FLOOR -
4" CONCRETE TOPPING WITH HIGH
DENSITY FOAM FILL**

KEYNOTES PER SHEET

D2 THIRD FLOOR - RAISED FLOOR - PRICING
1/16" = 1'-0"



A5 THIRD FLOOR PLAN
1/8" = 1'-0"



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ISSUANCE AND REVISIONS

SCHEMATIC DESIGN

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PROJECT INFORMATION

AMERICAN FAMILY INSURANCE - THE SPARK

800 E. WASHINGTON AVENUE
MADISON, WI

PROJECT NUMBER: 215562-01
PROJECT MANAGER: TS

SHEET INFORMATION

DATE: SEPTEMBER 23, 2016

SHEET NAME: THIRD FLOOR PLAN
A103

SHEET NUMBER:

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1

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5

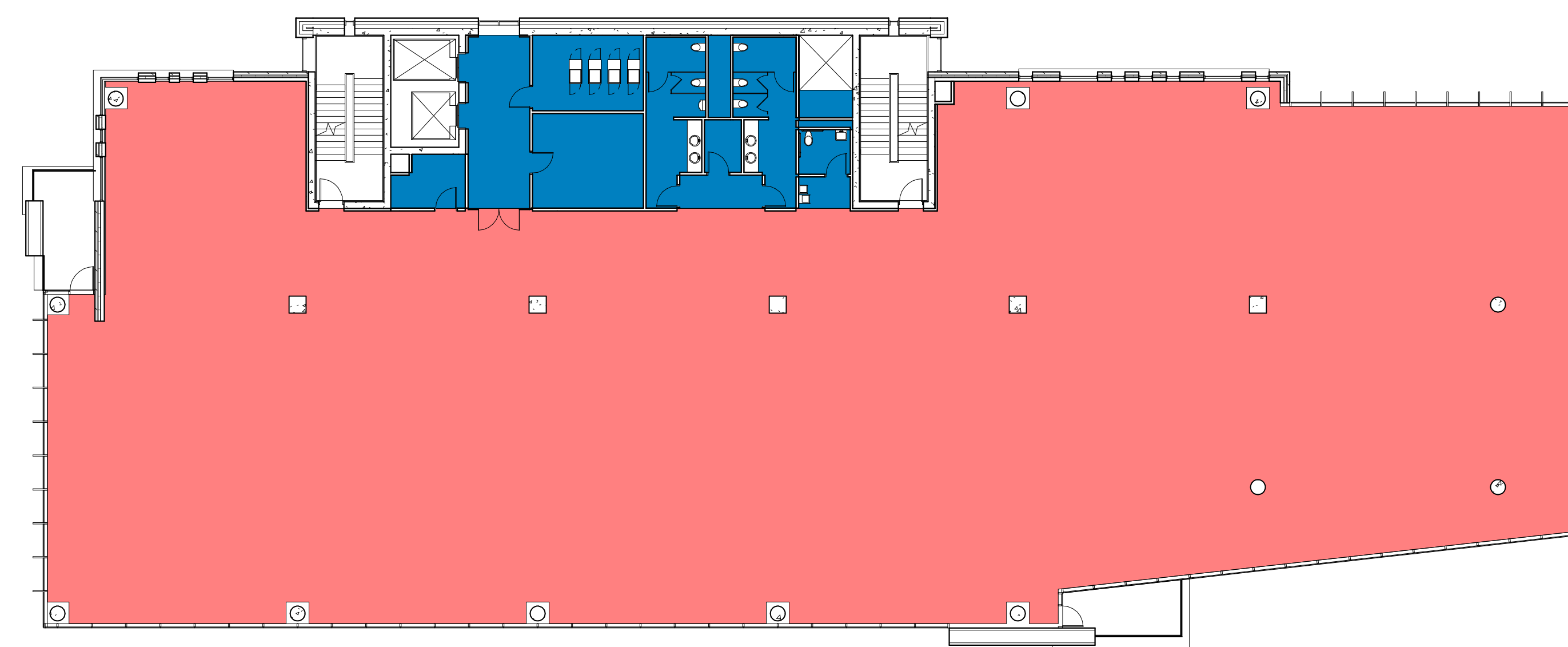
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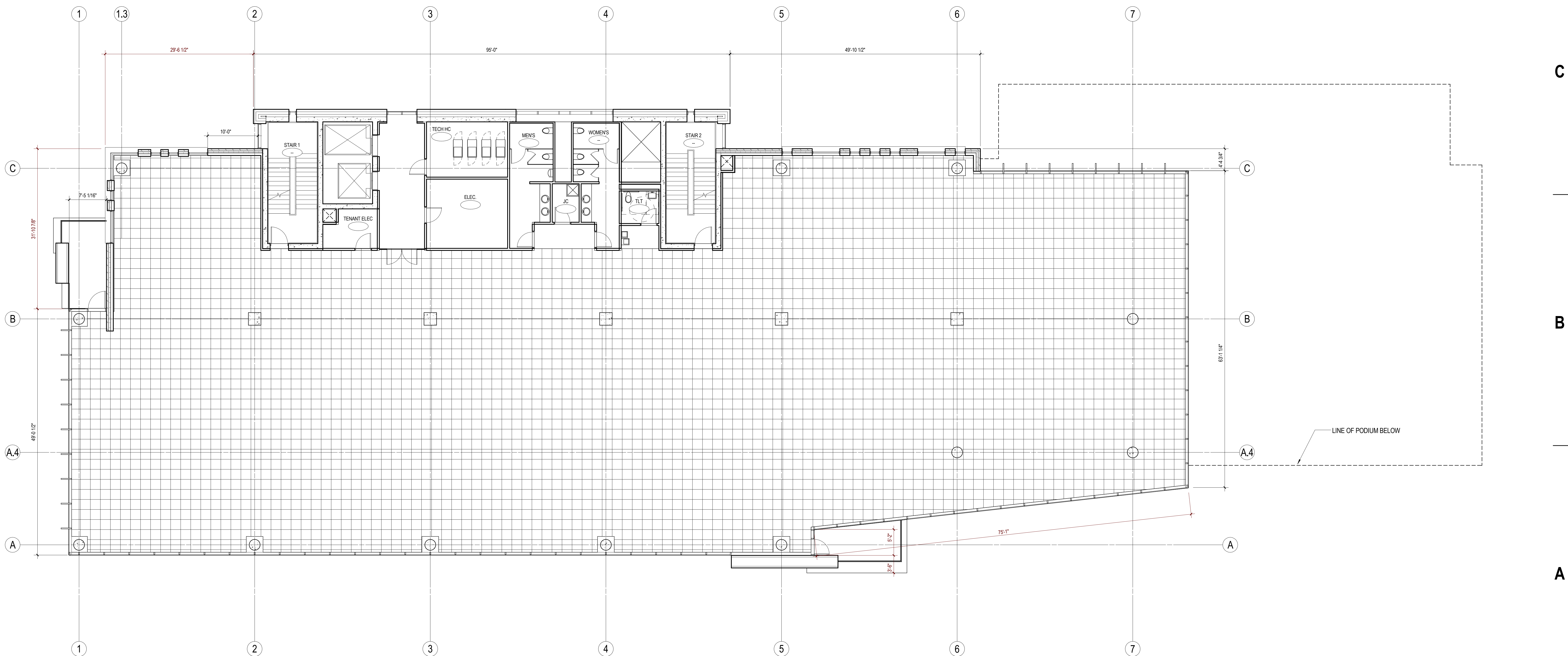
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KEYNOTES PER SHEET

- 18" HIGH RAISED FLOOR
- RAISED CONCRETE FLOOR - 4" CONCRETE TOPPING WITH HIGH DENSITY FOAM FILL



D2 TYP FLOOR PLAN - 5TH THRU 8TH FLOOR - RAISED FLOOR - PRICING
1/16" = 1'-0"



A5 FIFTH FLOOR
1/8" = 1'-0"



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ISSUANCE AND REVISIONS

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AMERICAN FAMILY INSURANCE - THE SPARK

800 E. WASHINGTON AVENUE
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PROJECT NUMBER: 215562-01
PROJECT MANAGER: TS

SHEET INFORMATION

DATE: SEPTEMBER 23, 2016

SHEET NAME: TYPICAL FOURTH TO EIGHTH FLOOR PLAN

SHEET NUMBER: **A105**

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1

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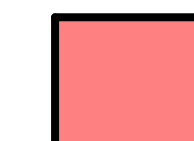
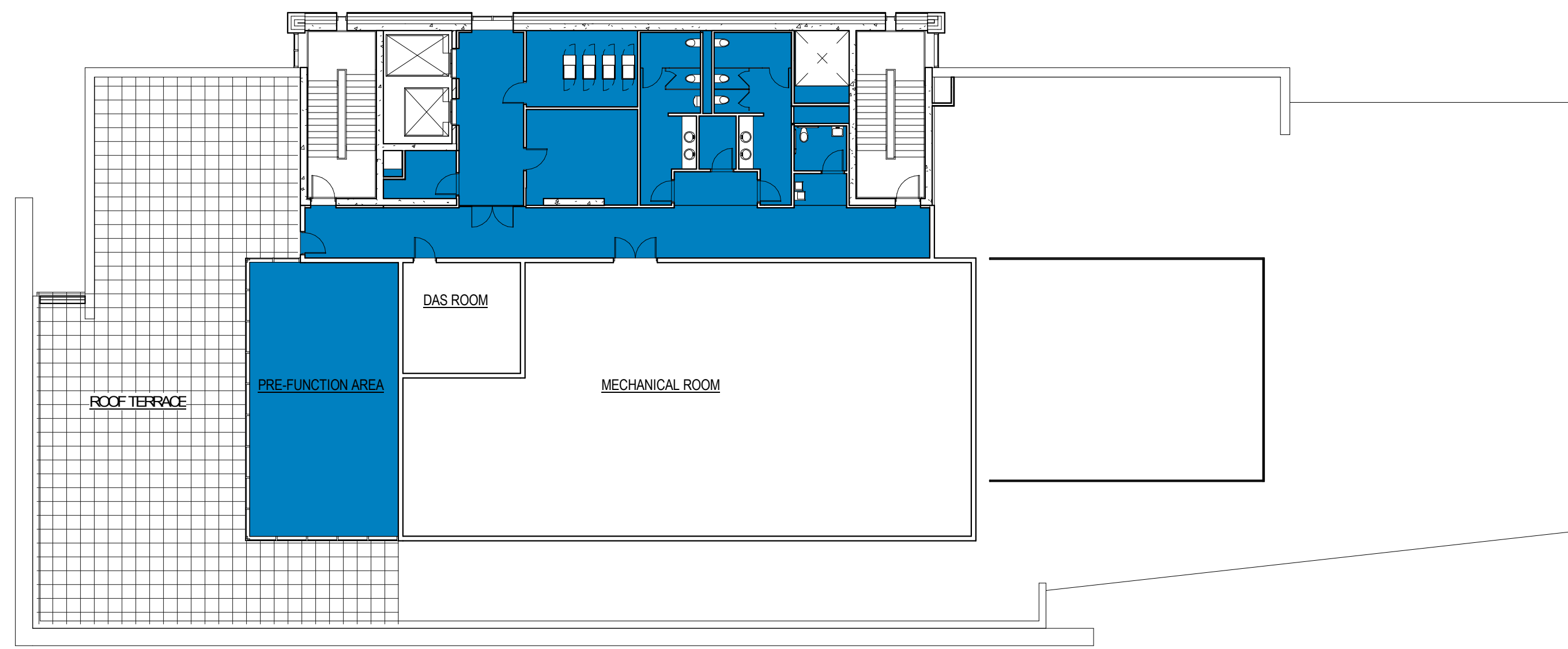
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5

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7

8



18" HIGH RAISED FLOOR



RAISED CONCRETE FLOOR-
4" CONCRETE TOPPING WITH HIGH
DENSITY FOAM FILL

SHEET NOTES - ROOF PLAN

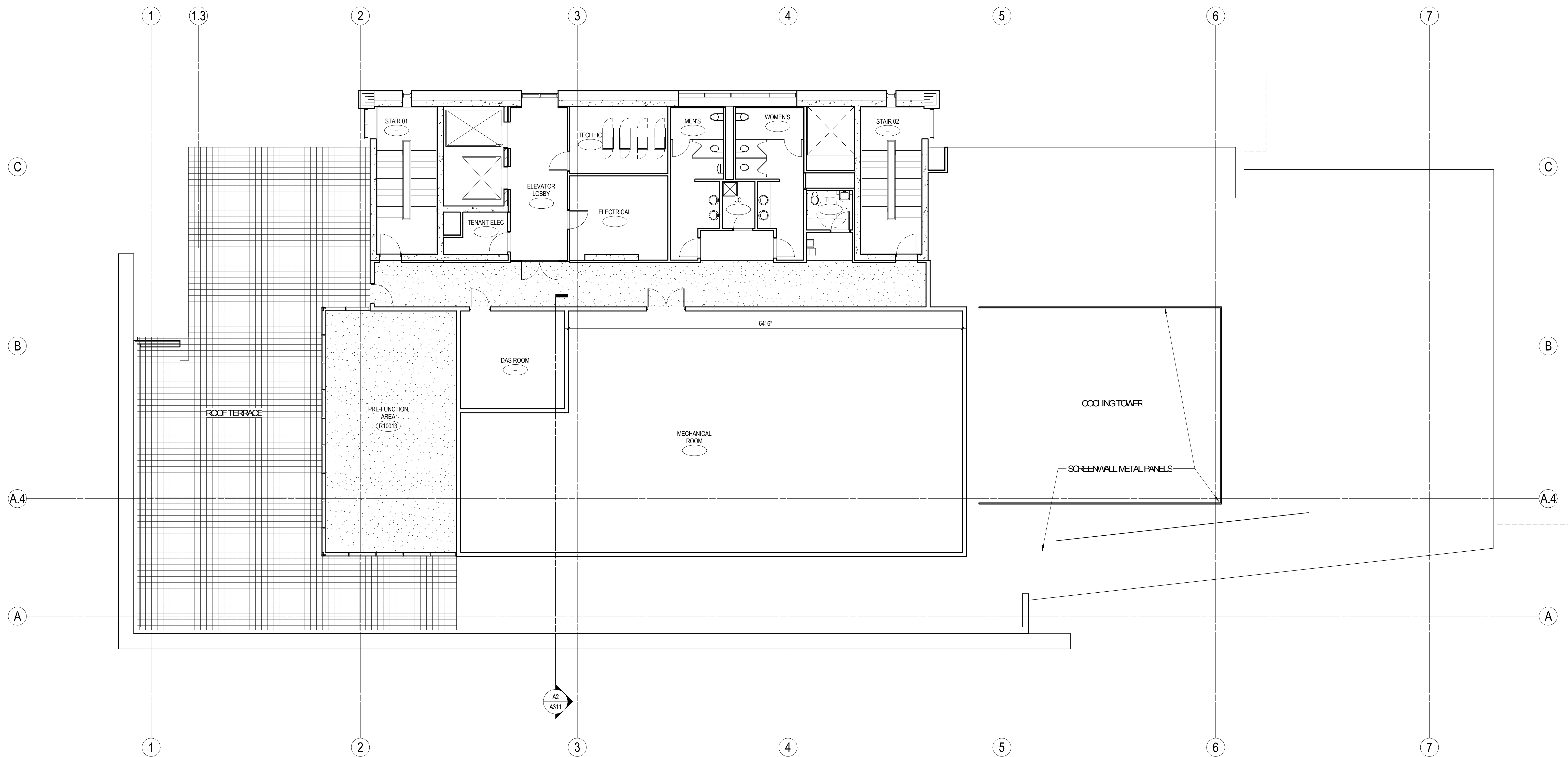
- ALL CONTRACTORS SHALL COORDINATE AND VERIFY ALL ROOF OPENINGS AND PENETRATIONS WITH STRUCTURAL, PLUMBING, MECHANICAL AND ELECTRICAL DRAWINGS.
- PROVIDE WATER TIGHT INTEGRITY AT ALL PENETRATIONS AND EQUIPMENT PER ROOFING MANUFACTURERS STANDARD DETAILS AND REQUIREMENT FOR WARRANTY AND CURRENT NRCA STANDARDS.
- PROVIDE TAPERED INSULATION SADDLES AND CRICKETS AT ALL ROOF TOP EQUIPMENT AND PENETRATIONS TO ENSURE POSITIVE DRAINAGE.

ROOF PLAN LEGEND

- FD INDICATES ROOF DRAIN
- OFC INDICATES OVERFLOW DRAIN
- ← INDICATES SLOPE DIRECTION OF ROOF & TAPERED INSULATION
- INDICATES CONCRETE ROOF PAVES FROM ONE ADDITIONAL MEMBER LAYER UNDER ALL ROOF PAVES
- ▨ INDICATES TAPERED SADDLES WITH MIN SLOPE OF 1/4" PER FOOT
- ▩ INDICATES TAPERED INSULATION

KEYNOTES PER SHEET

D2 ROOF PLAN - RAISED FLOOR
1/16" = 1'-0"



A5 ROOF PLAN
1/8" = 1'-0"



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milwaukee 333 East Chicago Street
Milwaukee, Wisconsin 53202
telephone 414.271.5360

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KEY PLAN



ISSUANCE AND REVISIONS

PROGRESS SET

#	DATE	DESCRIPTION
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PROGRESS DOCUMENTS NOT FOR CONSTRUCTION
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PROJECT INFORMATION

AMERICAN FAMILY INSURANCE - THE SPARK

800 E. WASHINGTON AVENUE
MADISON, WI

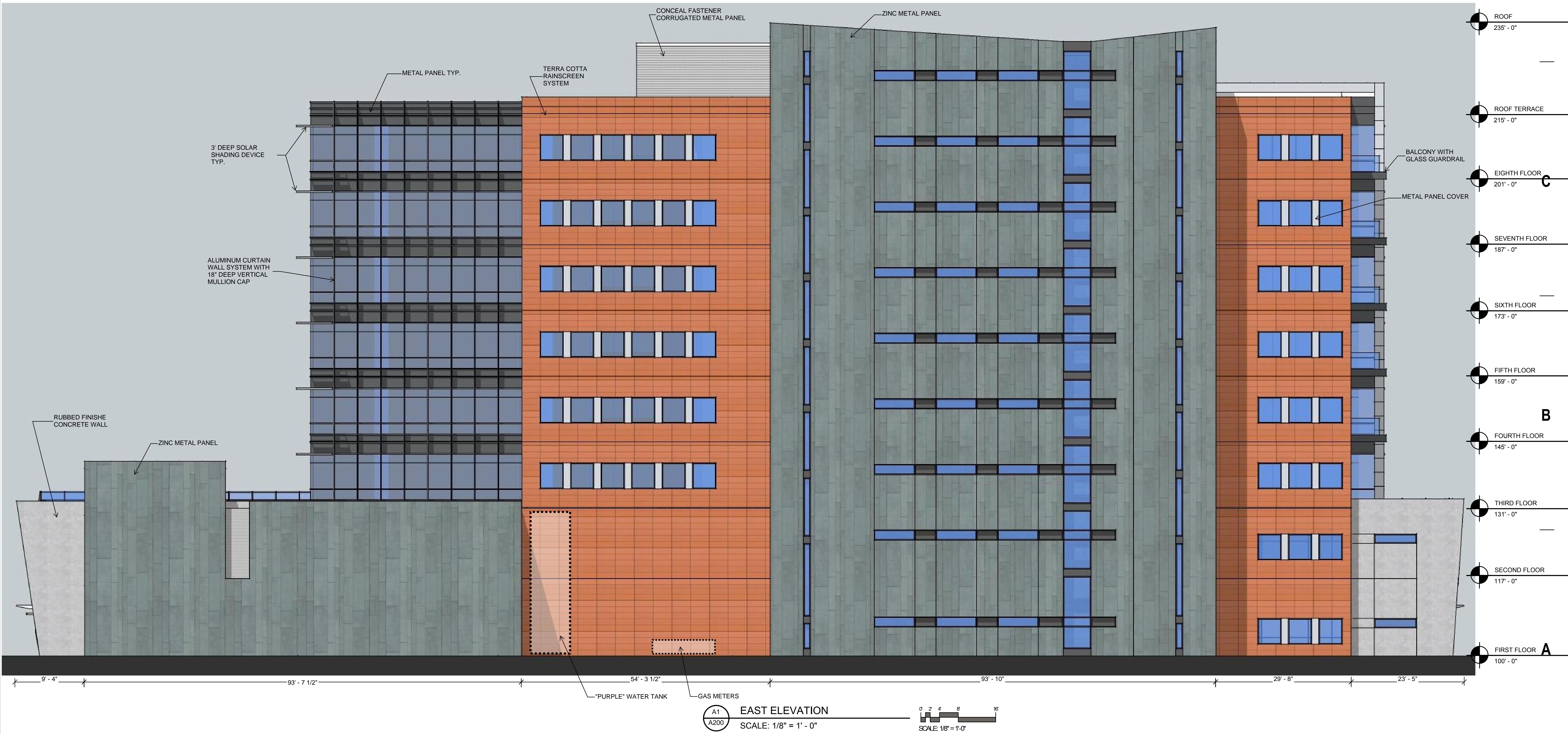
PROJECT NUMBER 215562-01
PROJECT MANAGER TS

SHEET INFORMATION

DATE: SEPTEMBER 30, 2016

SHEET NAME: ROOF TERRACE PLAN
A109
SHEET NUMBER

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ISSUANCE AND REVISIONS

SCHEMATIC DESIGN

#	DATE	DESCRIPTION

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PROJECT INFORMATION

AMERICAN FAMILY INSURANCE - THE SPARK

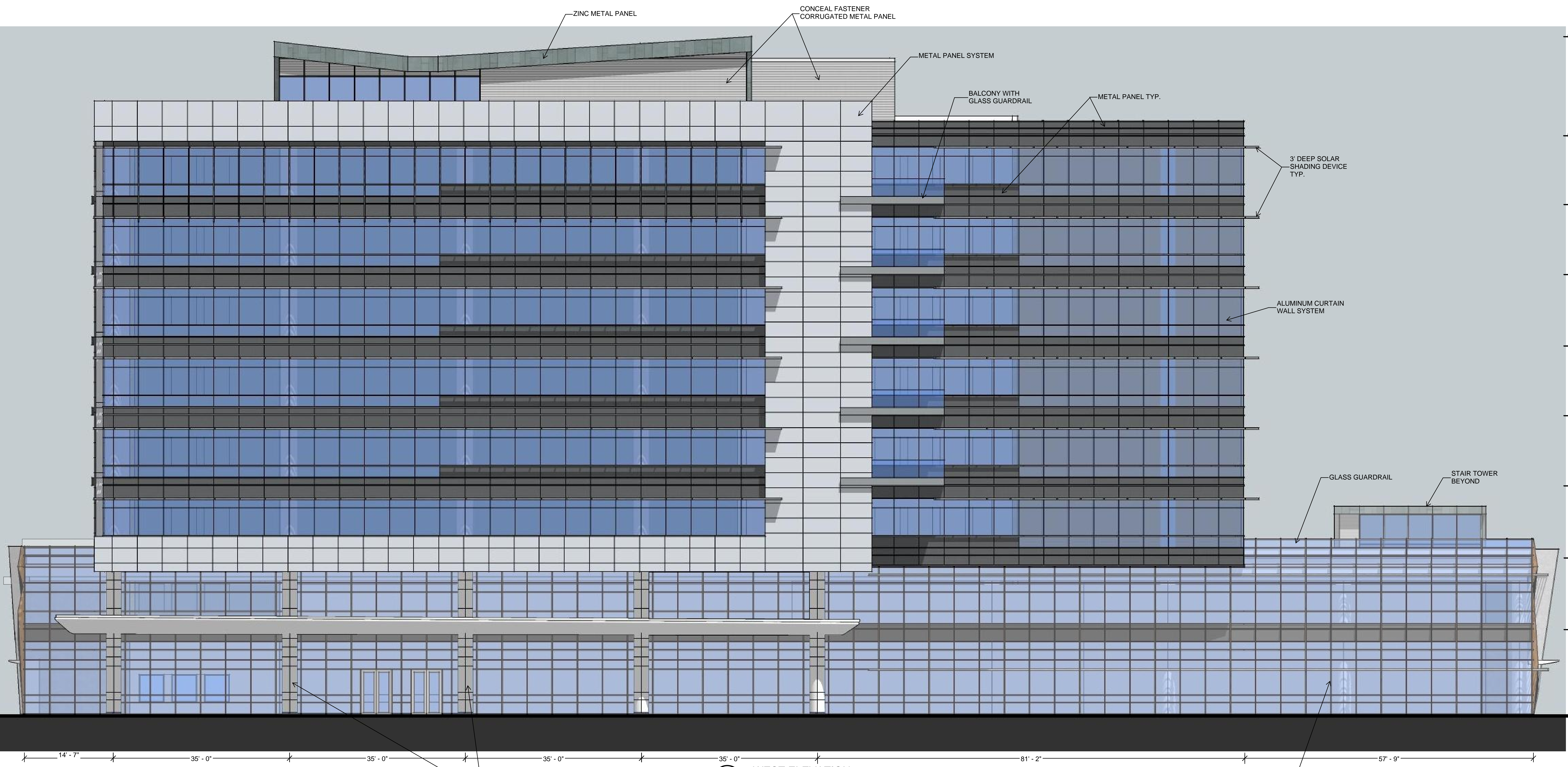
800 E. WASHINGTON AVENUE
MADISON, WI

PROJECT NUMBER: 215562-01
PROJECT MANAGER: TS

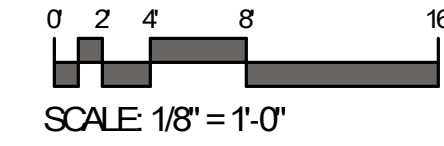
SHEET INFORMATION

DATE: SEPTEMBER 23, 2016

SHEET NAME: EXTERIOR ELEVATIONS
A200
SHEET NUMBER:



WEST ELEVATION
 SCALE: 1/8" = 1'-0"



METAL PANEL CLADDED COLUMN WITH CONCEALED DOWN SPOUT FOR CANOPY DRAINAGE

ALUMINUM CURTAIN WALL SYSTEM WITH WOOD FINIS



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KEY PLAN



ISSUANCE AND REVISIONS

SCHEMATIC DESIGN

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PROJECT INFORMATION

AMERICAN FAMILY INSURANCE - THE SPARK

800 E. WASHINGTON AVENUE
 MADISON, WI

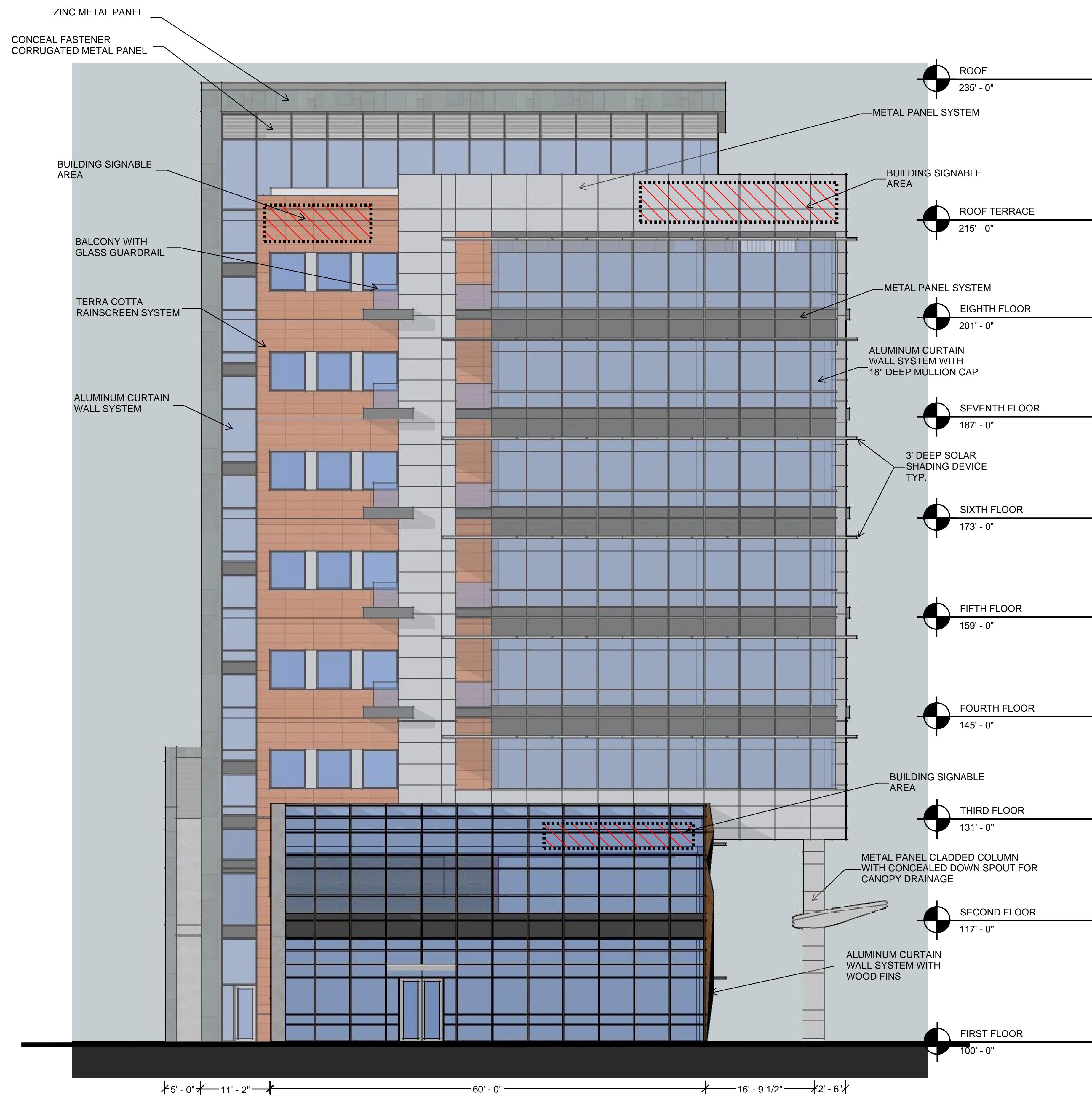
PROJECT NUMBER: 215562-01
 PROJECT MANAGER: TS

SHEET INFORMATION

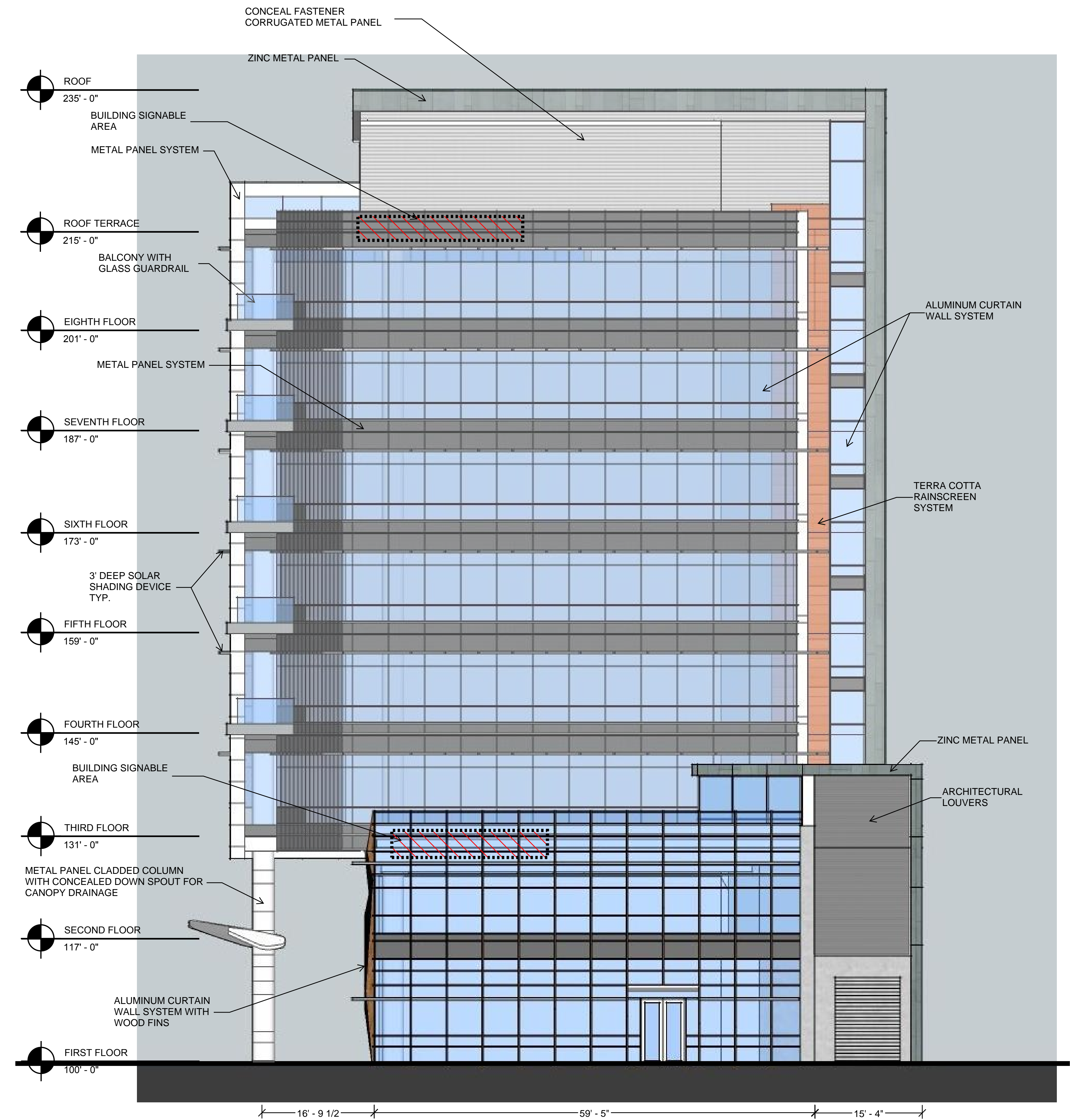
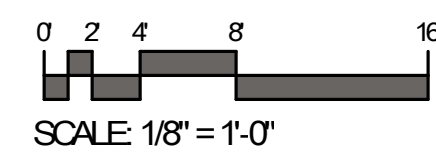
DATE: SEPTEMBER 23, 2016

SHEET NAME: EXTERIOR ELEVATIONS

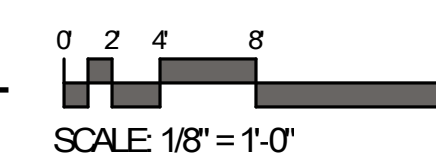
SHEET NUMBER: **A201**



A1 NORTH ELEVATION
A202 SCALE: 1/8" = 1'-0"



A5 SOUTH ELEVATION
A202 SCALE: 1/8" = 1'-0"



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Madison, Wisconsin 53703
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KEY PLAN



ISSUANCE AND REVISIONS

SCHEMATIC DESIGN

#	DATE	DESCRIPTION
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PROJECT INFORMATION

AMERICAN FAMILY INSURANCE - THE SPARK

800 E. WASHINGTON AVENUE
MADISON, WI

PROJECT NUMBER: 215562-01
PROJECT MANAGER: TS

SHEET INFORMATION

DATE: SEPTEMBER 23, 2016

SHEET NAME: EXTERIOR ELEVATIONS
SHEET NUMBER: **A202**