



Via Email and Hand Delivery

August 24, 2016

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

Re: Informational Presentation Submittal
The Cosmos Project – 801 East Washington Avenue

Dear Commission:

Gebhardt Development, LLC is pleased to present the enclosed materials for an informational presentation to the Urban Design Commission on the third project in Gebhardt's redevelopment of the former Don Miller car dealerships parcels on East Washington Avenue, including The Constellation on the 700 North Block and The Galaxie on the 800 North Block.

The Cosmos Project is being developed in conjunction with The Spark at 819 East Washington Avenue, which will be owned by American Family Insurance. An informational presentation for The Spark is being submitted concurrently with this submittal.

General Project Description

The Cosmos Project includes 4 stories / 40,000 square feet of retail and office space at the corner of East Washington Avenue and South Livingston Street, 2 stories (with a total height of approximately 36 feet) / 9,350 square feet of retail and office space at the corner of East Main Street and South Livingston Street, and 2 stories / 40,000 square feet for an entertainment venue on South Livingston Street. Additionally, the project could be expanded to include an additional 4 stories / 60,000 square feet of office space above the entertainment venue on South Livingston Street.

The entertainment venue will be owned and operated by Frank Productions and will include a capacity of up to 2,500 people for live music and other types of entertainment. The Cosmos and The Spark will share a landscaped mid-block plaza, and The Cosmos will also include rooftop outdoor landscaped areas for use by tenants and guests.

Existing Site Conditions

This 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.

General Design Description

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 building height, façade height, minimum/maximum setback, and minimum stepback requirements.

The South Livingston Street setback varies between 5 and 15 feet (the District standard is 0-10 feet, but the Commission can allow for a greater setback to allow for the articulation of long building facades or the development of additional usable open public spaces). The Livingston Street setbacks are proposed to allow for articulation of the long building facade and for the development of additional usable public open spaces.

The building is two stories along East Main Street (3-5 stories are required unless greater floor heights are provided). The proposed minimum 18' ground floor and minimum 18' second floor height exceed average required story heights and have an overall height meeting the three-story height requirements.

Proposed trash areas are enclosed or screened and bike parking is shown dispersed through the site within proposed setbacks. The project is in the preliminary design phase and selections related to exterior materials, landscaping, lighting and other elements identified in the guidelines have not yet been identified. As the project design proceeds, it is intended to be developed in a manner consistent with the design district guidelines, as provided below.

Construction start: late Fall 2016 / Construction completion: late Fall 2017

Urban Design District Standards

1. Building Height

- a. The proposed street level facade height of 4 stories/63 feet complies with the District requirements along East Washington Avenue of a minimum/maximum height of 3-5 stories/29-63 feet.
- b. The proposed street level facade height of 2 stories/33 feet complies with the District requirements along East Main Street of a minimum/maximum height of 3-5 stories/29-63 feet.

- c. The proposed building height of 4 stories/63 feet (with a potential future expansion of up to 8 stories/123 feet) complies with the maximum building height of 12 stories/147 feet along East Washington Avenue and 8 stories/99 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, East Main Street and South Livingston 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. The proposed setback along South Livingston Street varies between 5-15 feet (the District standard is 0-10 feet, but the Commission can allow for a greater setback to allow for the articulation of long building facades or the development of additional usable open public spaces).
- b. Proposed building setbacks on East Washington Avenue, East Main Street and South Livingston Street exceed 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 docks for the concert venue are located at the back of the project along East Main Street and will not be visible from the primary building facades along East Washington Avenue, South Livingston Street and the southwest corner of East Main Street.
- c. The entry drive is perpendicular to the respective connecting street.
- d. A loading zone is being provided off-street at the East Main Street driveway. 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.

5. Landscaping and Open Space

- a. Landscaping along East Washington Avenue, East Main Street and South Livingston 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 Spark building will be extensively landscaped to provide a unique experience for occupants and visitors of the two projects.

- c. Rooftop features 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, South Livingston Street and East Main Street. Secondary design elements from levels two through four will define the office and concert venue portions of the project. A potential future office tower above the fourth floor will include compatible yet distinct design features.
- c. The ground level of the commercial areas facing East Washington Avenue, South Livingston Street and East Main Street will have increased visual interest by way of storefront glazing, canopies, signage and landscape features.
- d. Rooftop equipment will be screened with parapet walls or vegetation, or located inside the building below the potential tower element.

8. Materials and Colors

- a. High-quality, durable, low-maintenance exterior building materials will be used including brick, cementitious siding, metal wall panel and/or storefront glazing.
- b. 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 to the public from the street.

10. Signage

- a. 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.

Project Team

Developer: Gebhardt Development, LLC
222 North Street
Madison, WI 53704
Project Representative: Lee Christensen
Phone: (608) 209-7568
Email: lee@gebhardtdevelopment.com

Architect: Strang Architects
6411 Mineral Point Road
Madison, WI 53705
Project Representative: Rick Gilbertsen
Phone: (608) 276-9201
Email: rgilbertsen@strang-inc.com

Civil: Professional Engineering
818 North Meadowbrook Lane
Waunakee, WI 53597
Project Representative: Roxanne Johnson
Phone : (608) 849-9378
Email: rjohnson@pe-wi.com

We look forward to presenting these materials to you and receiving your feedback on the proposal.

Sincerely,

A handwritten signature in black ink, appearing to read 'O.C. Gebhardt, III', written in a cursive style.

Otto C. Gebhardt, III



SITE LOCATOR

SCALE: NTS





VIEW FROM E. WASHINGTON AVE LOOKING NORTHEAST



VIEW FROM E. WASHINGTON AVE LOOKING SOUTHWEST



ALLEY AT ADJOINING PROPERTY LINE



VIEW FROM E. MAIN ST. LOOKING NORTHWEST

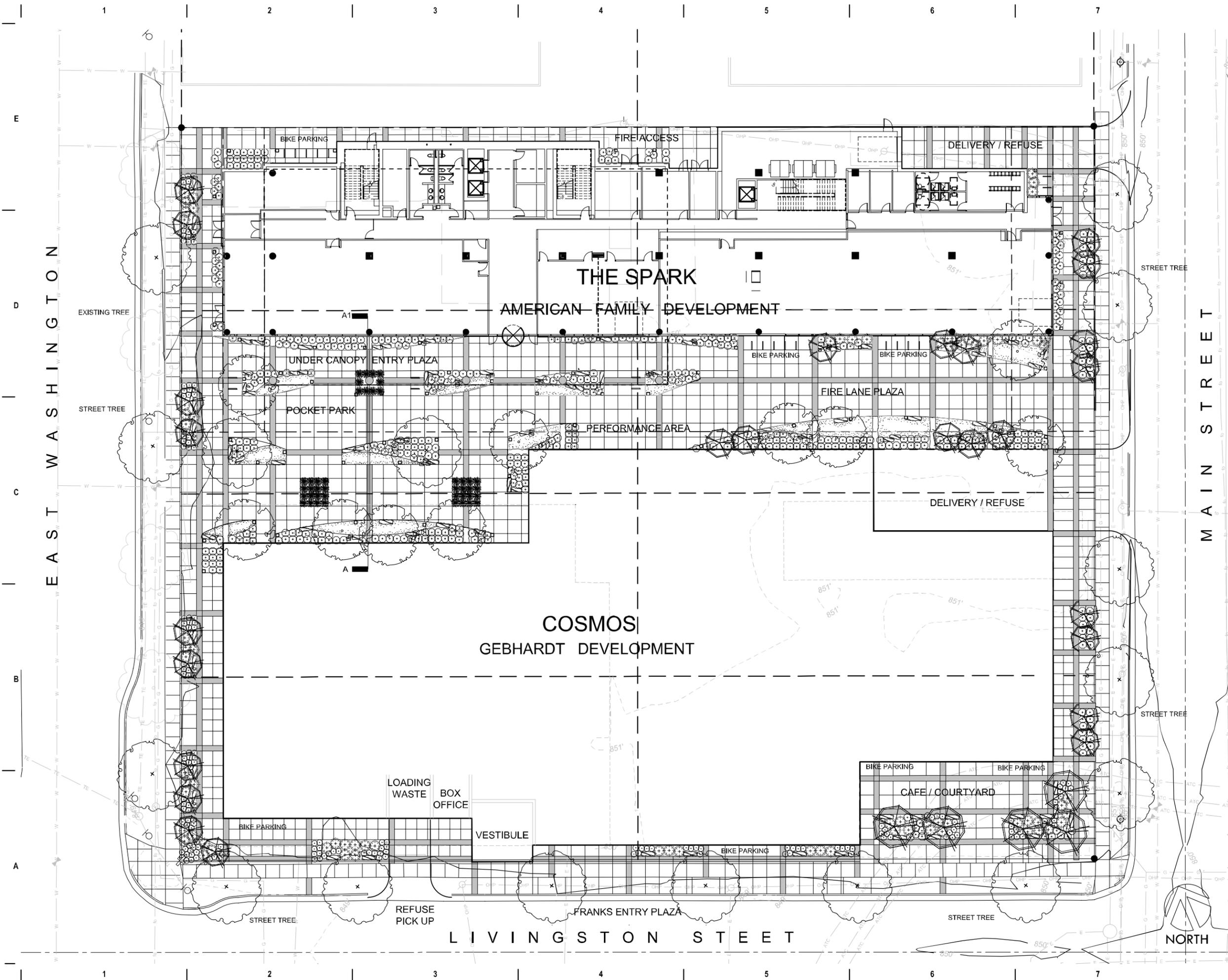


VIEW FROM E. MAIN ST. LOOKING NORTHEAST



VIEW FROM E. MAIN ST. LOOKING NORTH

SITE PHOTOS



milwaukee 333 East Chicago Street
 Milwaukee, Wisconsin 53202
 telephone 414.271.5328
 madison 309 West Johnson Street, Suite 202
 Madison, Wisconsin 53703
 telephone 608.442.5200



6411 Mineral Point Road
 Madison, WI 53705
 (608) 276-9200



330 West Lakeside Street
 Madison, WI 53715
 608.358.6344

PROJECT INFORMATION
COSMOS AND THE SPARK DEVELOPMENT

800 E. WASHINGTON AVENUE
 MADISON, WI



ISSUANCE AND REVISIONS
 UDC Information Submittal

#	DATE	DESCRIPTION

KEY PLAN

SHEET INFORMATION

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 MANAGER GP

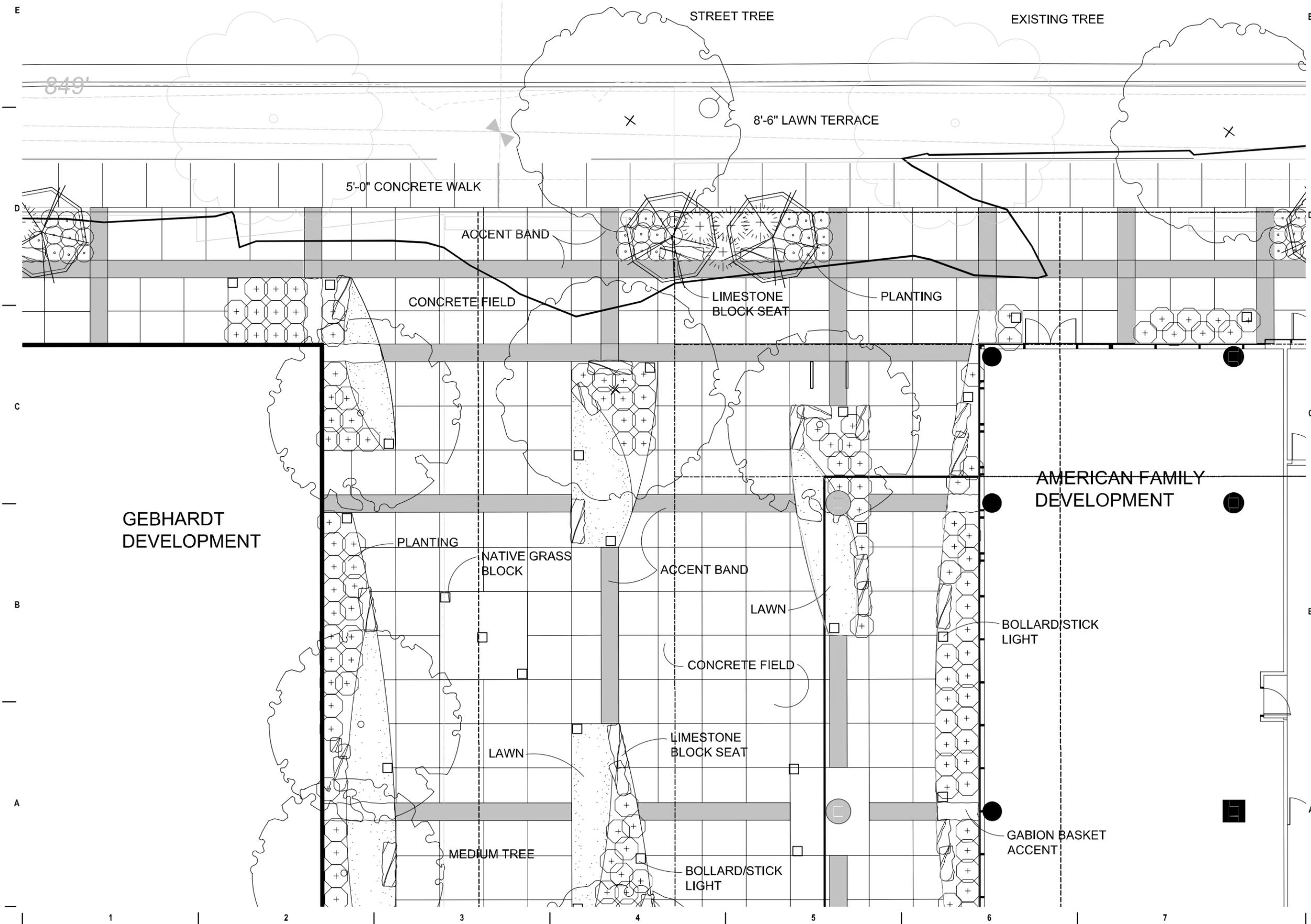
PROJECT NUMBER 16_GEB_01

DATE 16_0824

Site and Landscape Plan

L100

EAST WASHINGTON



milwaukee 333 East Chicago Street
Milwaukee, Wisconsin 53202
telephone 414.271.5328

madison 309 West Johnson Street, Suite 202
Madison, Wisconsin 53703
telephone 608.442.5200



6411 Mineral Point Road
Madison, WI 53705
(608) 276-9200



330 West Lakeshore Street
Madison, WI 53715
608.358.6344

PROJECT INFORMATION

COSMOS AND THE SPARK DEVELOPMENT

800 E. WASHINGTON AVENUE
MADISON, WI



ISSUANCE AND REVISIONS

UDC Information Submittal

#	DATE	DESCRIPTION

KEY PLAN

SHEET INFORMATION

**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.

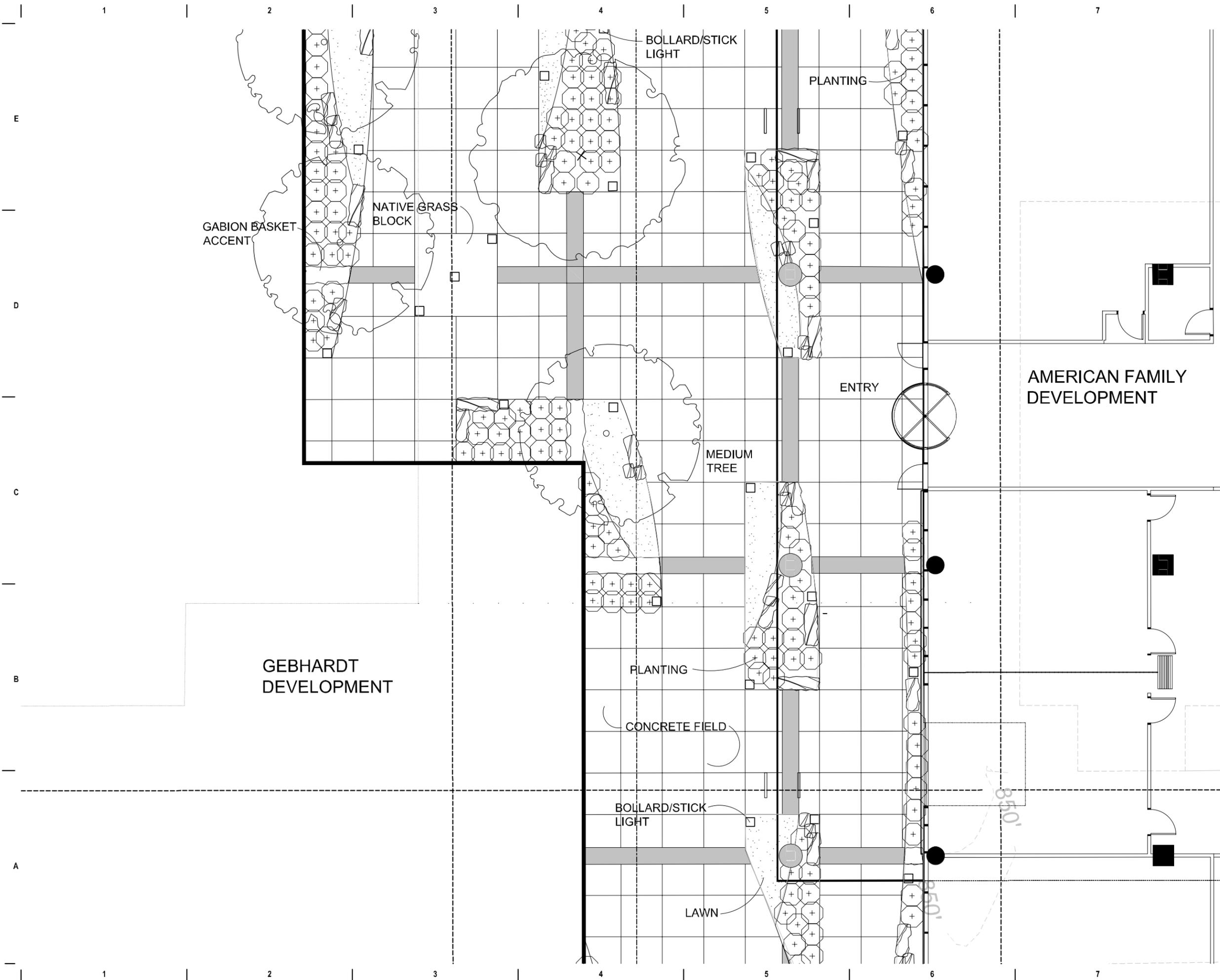
PROJECT MANAGER GP

PROJECT NUMBER 16_GEB_01

DATE 16_0824

Site and Landscape
Plan Enlargement

L101



milwaukee 333 East Chicago Street
Milwaukee, Wisconsin 53202
telephone 414.271.5328
madison 309 West Johnson Street, Suite 202
Madison, Wisconsin 53703
telephone 608.442.5200



6411 Mineral Point Road
Madison, WI 53705
(608) 276-9200



330 West Lakeside Street
Madison, WI 53715
608.358.6344

PROJECT INFORMATION

COSMOS AND THE SPARK DEVELOPMENT

800 E. WASHINGTON AVENUE
MADISON, WI



ISSUANCE AND REVISIONS

UDC Information Submittal

#	DATE	DESCRIPTION

KEY PLAN

SHEET INFORMATION

**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.

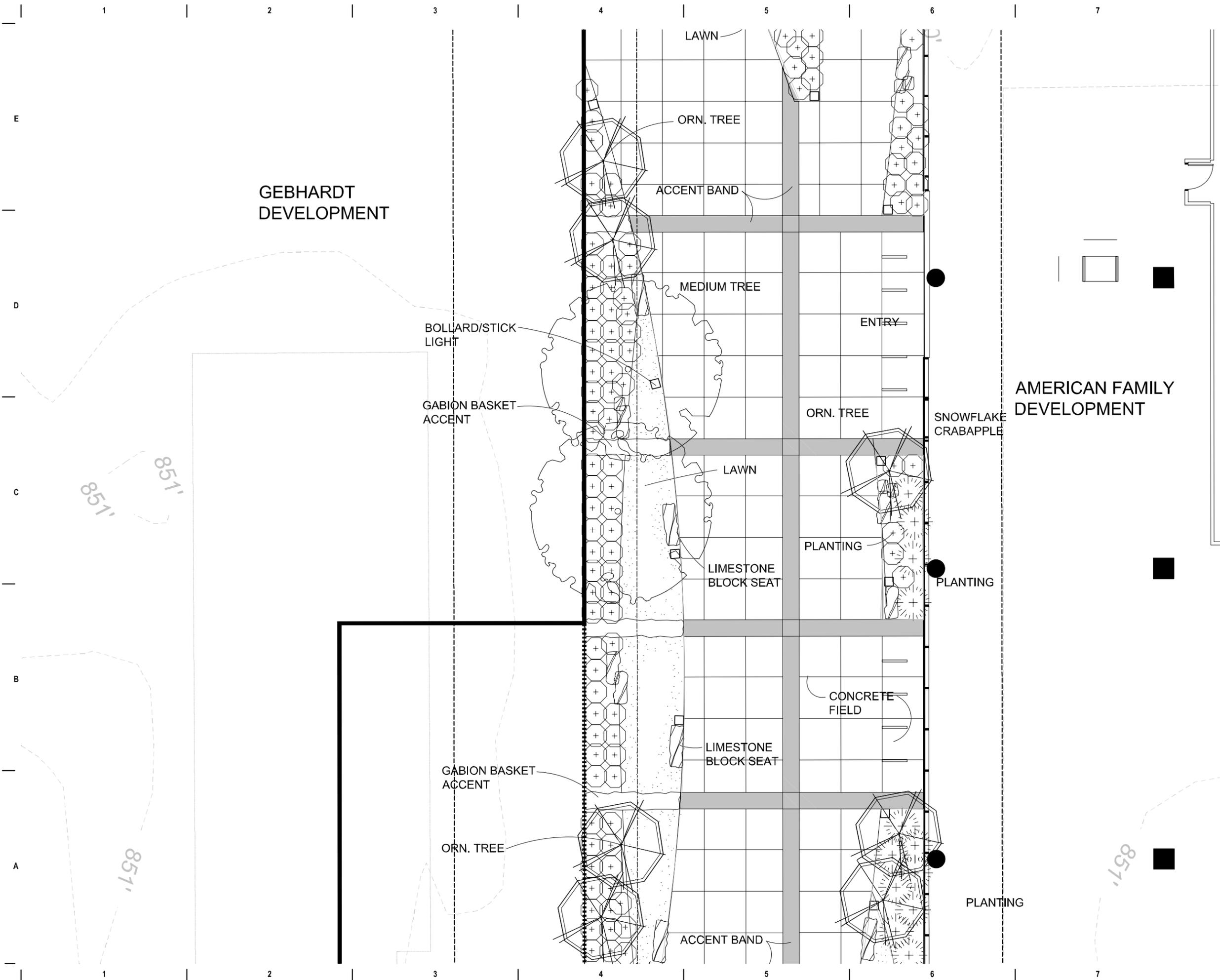
PROJECT MANAGER GP

PROJECT NUMBER 16_GEB_01

DATE 16_0824

Site and Landscape
Plan Enlargement

L102



milwaukee 333 East Chicago Street
Milwaukee, Wisconsin 53202
telephone 414.271.5328



6411 Mineral Point Road
Madison, WI 53705
(608) 276-9200



330 West Lakeside Street
Madison, WI 53715
608.358.6344

PROJECT INFORMATION

D COSMOS AND THE SPARK DEVELOPMENT

800 E. WASHINGTON AVENUE
MADISON, WI



ISSUANCE AND REVISIONS

UDC Information Submittal

#	DATE	DESCRIPTION

KEY PLAN

SHEET INFORMATION

**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.

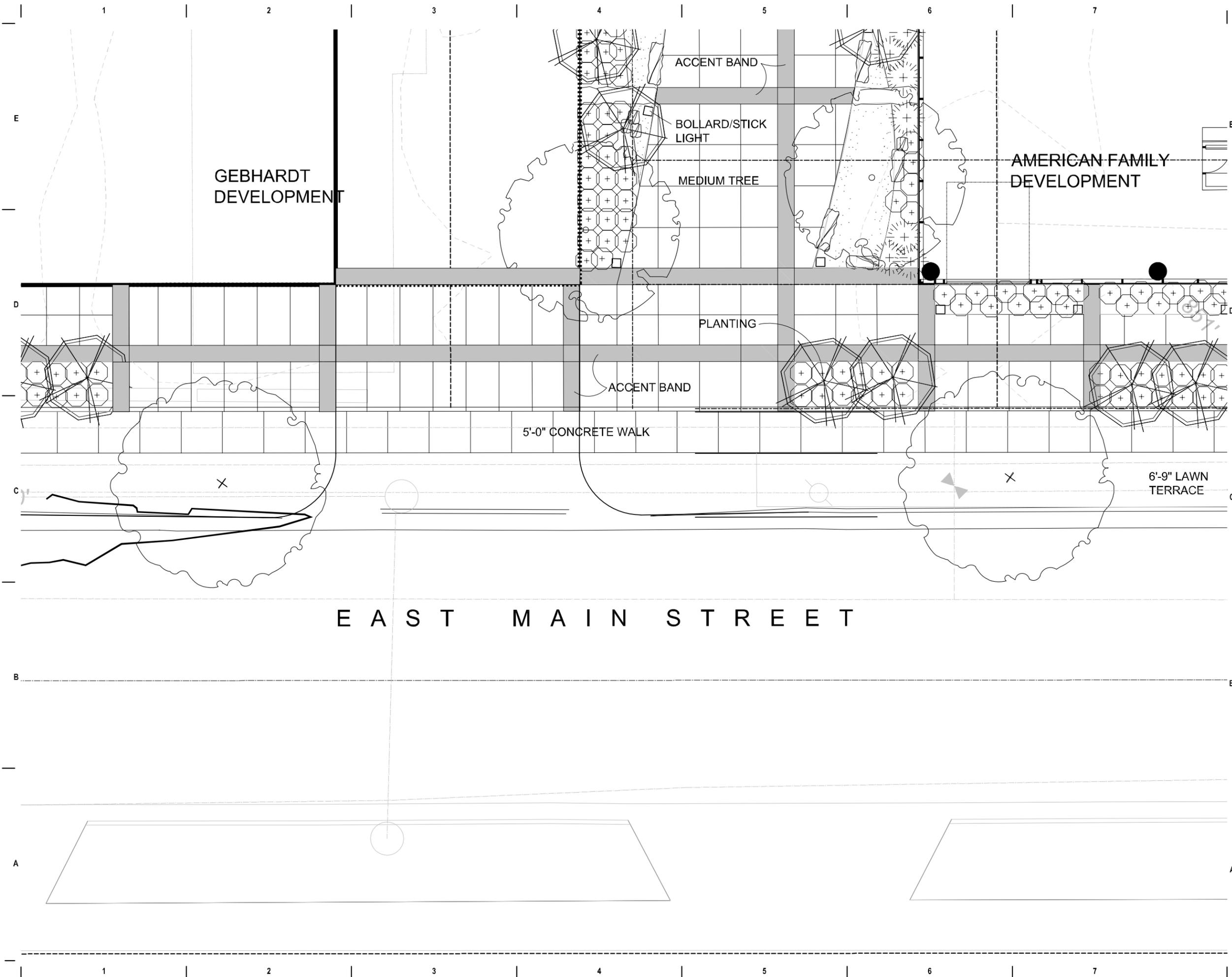
PROJECT MANAGER GP

PROJECT NUMBER 16_GEB_01

DATE 16_0824

Site and Landscape
Plan Enlargement

L103



milwaukee 333 East Chicago Street
Milwaukee, Wisconsin 53202
telephone 414.271.5328

madison 309 West Johnson Street, Suite 202
Madison, Wisconsin 53703
telephone 608.442.5262



6411 Mineral Point Road
Madison, WI 53705
(608) 276 - 9200



330 West Lakeshore Street
Madison, WI 53715
608.358.6344

PROJECT INFORMATION

COSMOS AND THE SPARK DEVELOPMENT

800 E. WASHINGTON AVENUE
MADISON, WI



ISSUANCE AND REVISIONS

UDC Information Submittal

#	DATE	DESCRIPTION

KEY PLAN

SHEET INFORMATION

**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.

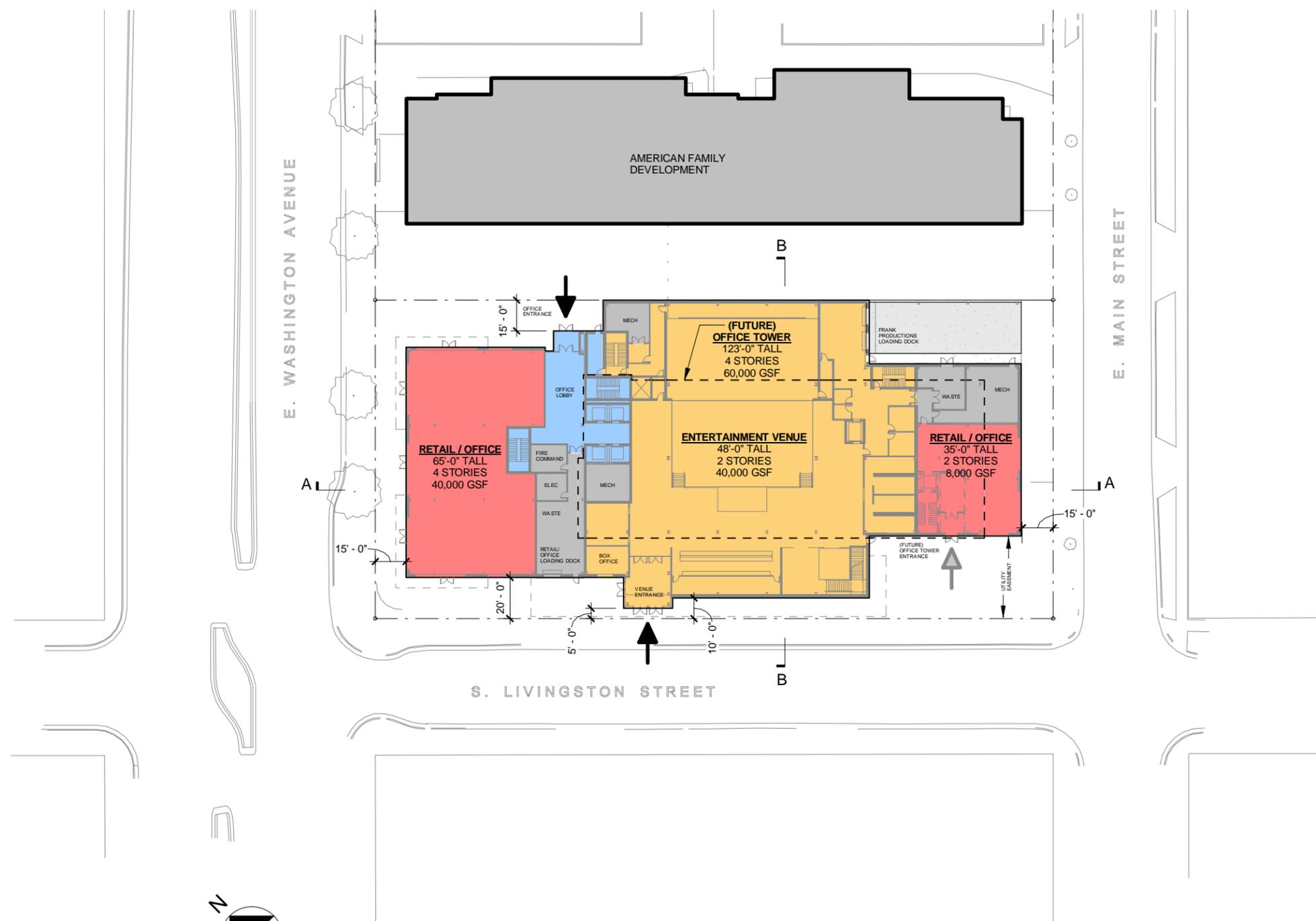
PROJECT MANAGER GP

PROJECT NUMBER 16_GEB_01

DATE 16_0824

Site and Landscape
Plan Enlargement

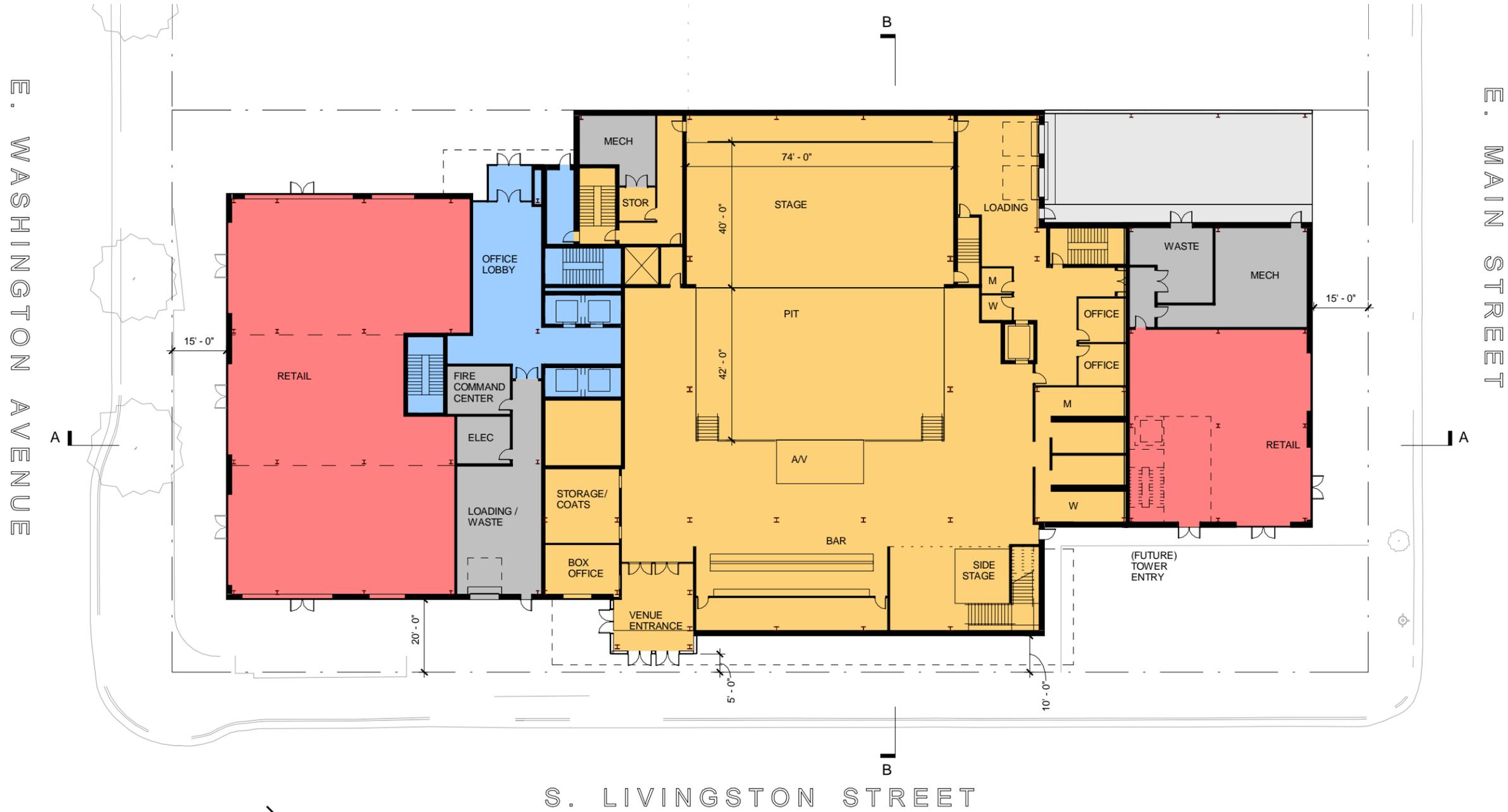
L104



ARCHITECTURAL SITE PLAN

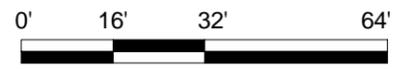
SCALE: 1" = 60'-0"

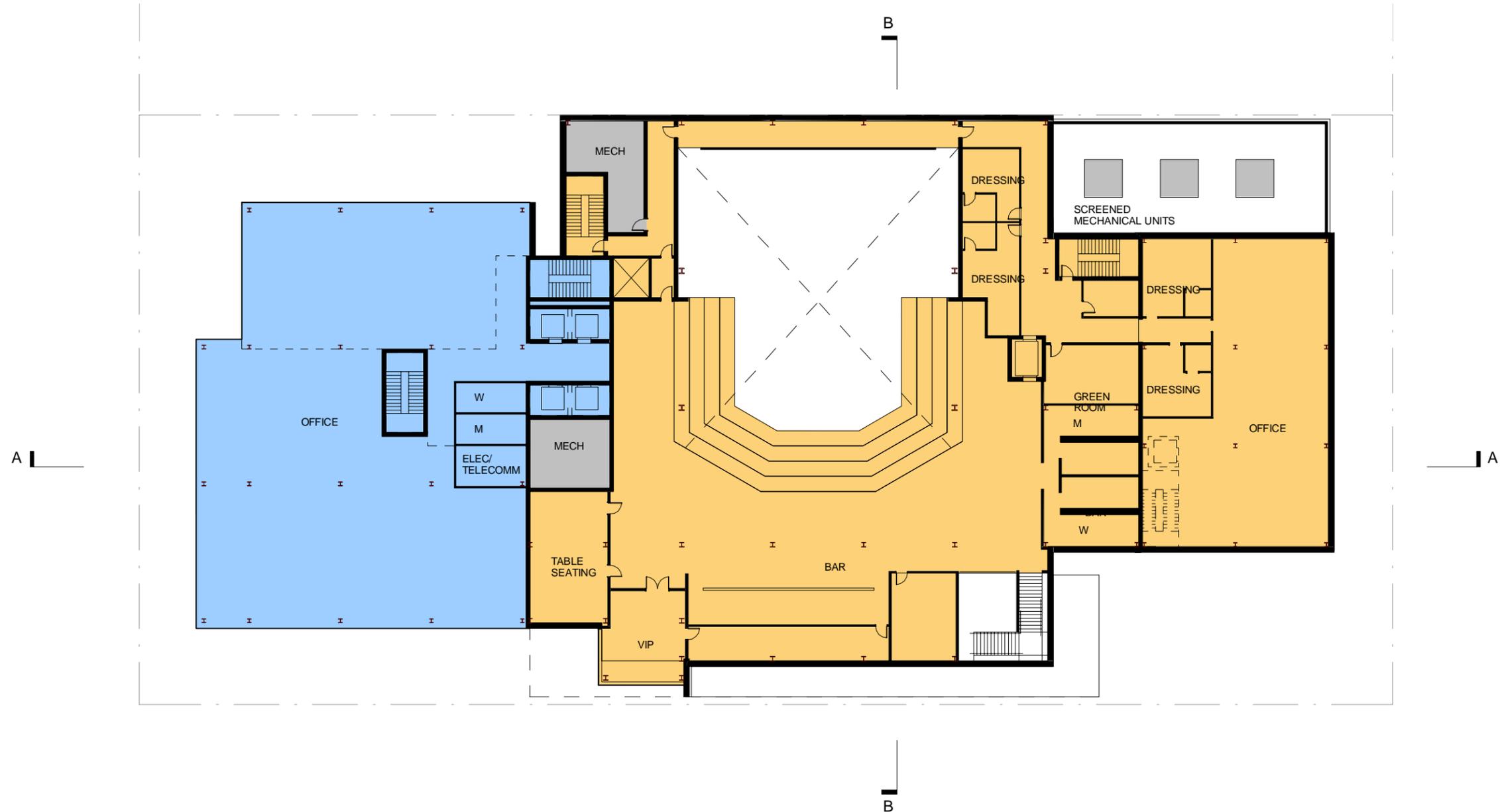




FIRST FLOOR PLAN

SCALE: 1/32" = 1'-0"

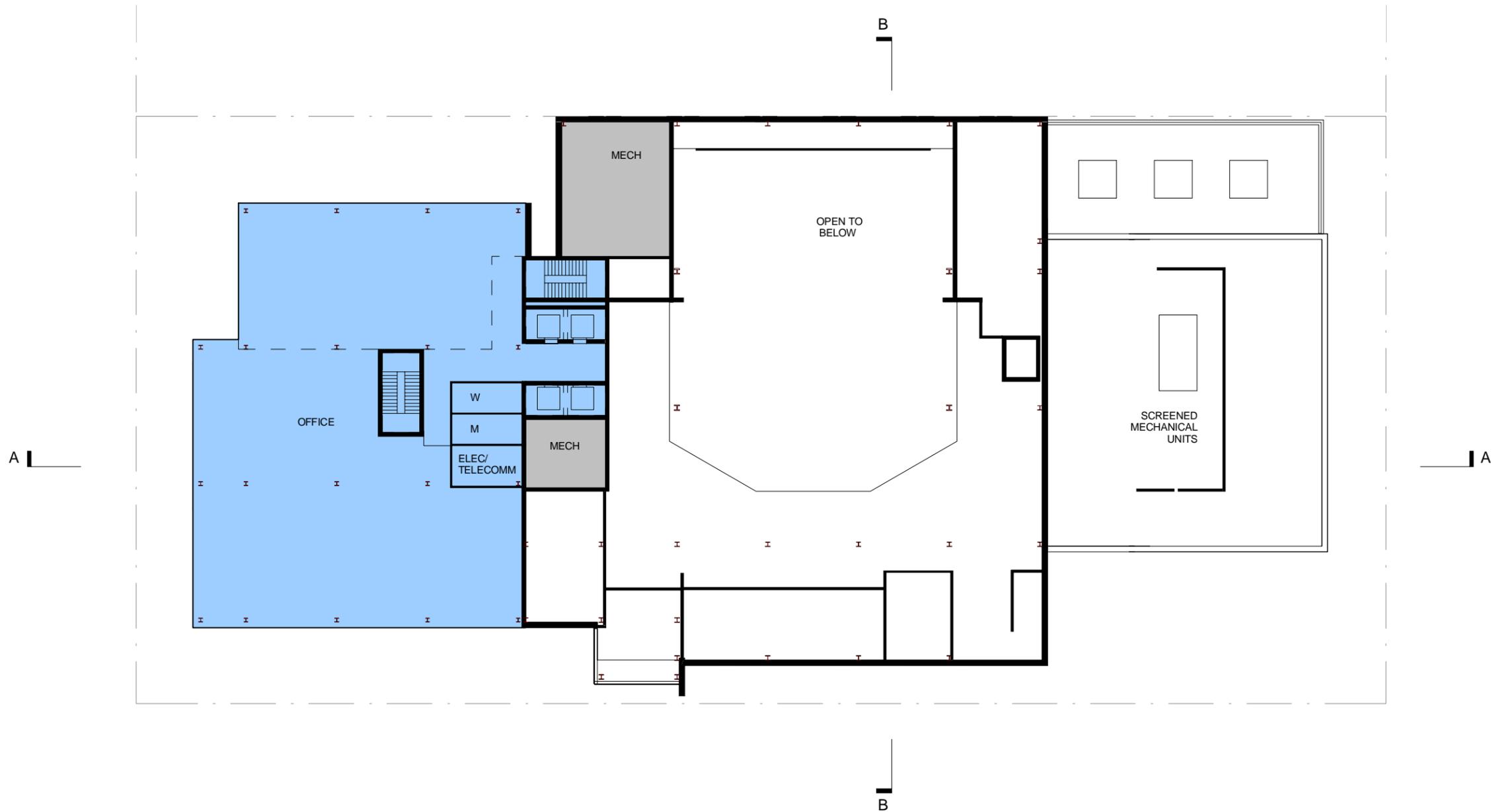




SECOND FLOOR PLAN

SCALE: 1/32" = 1'-0"

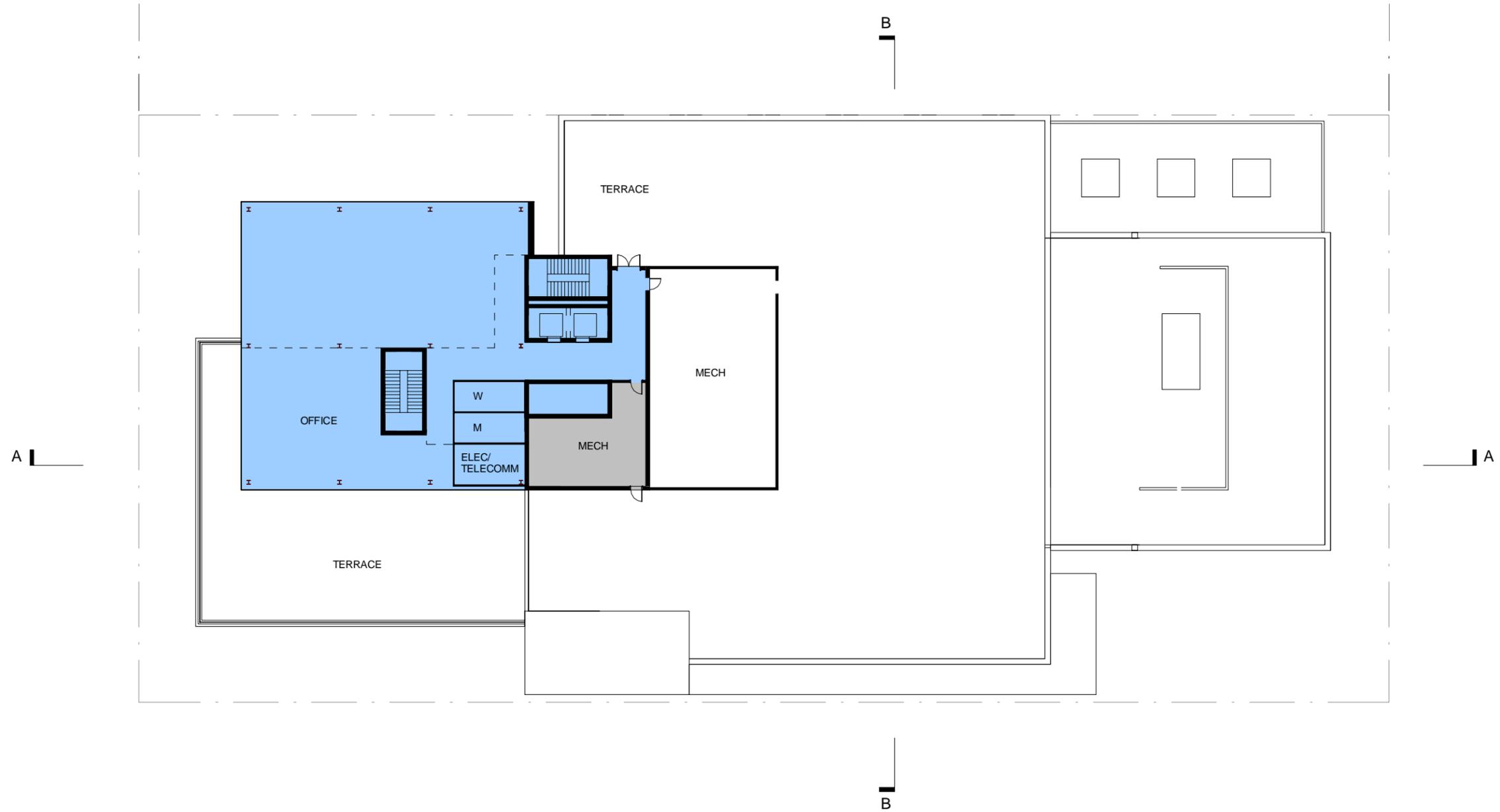




THIRD FLOOR PLAN

SCALE: 1/32" = 1'-0"

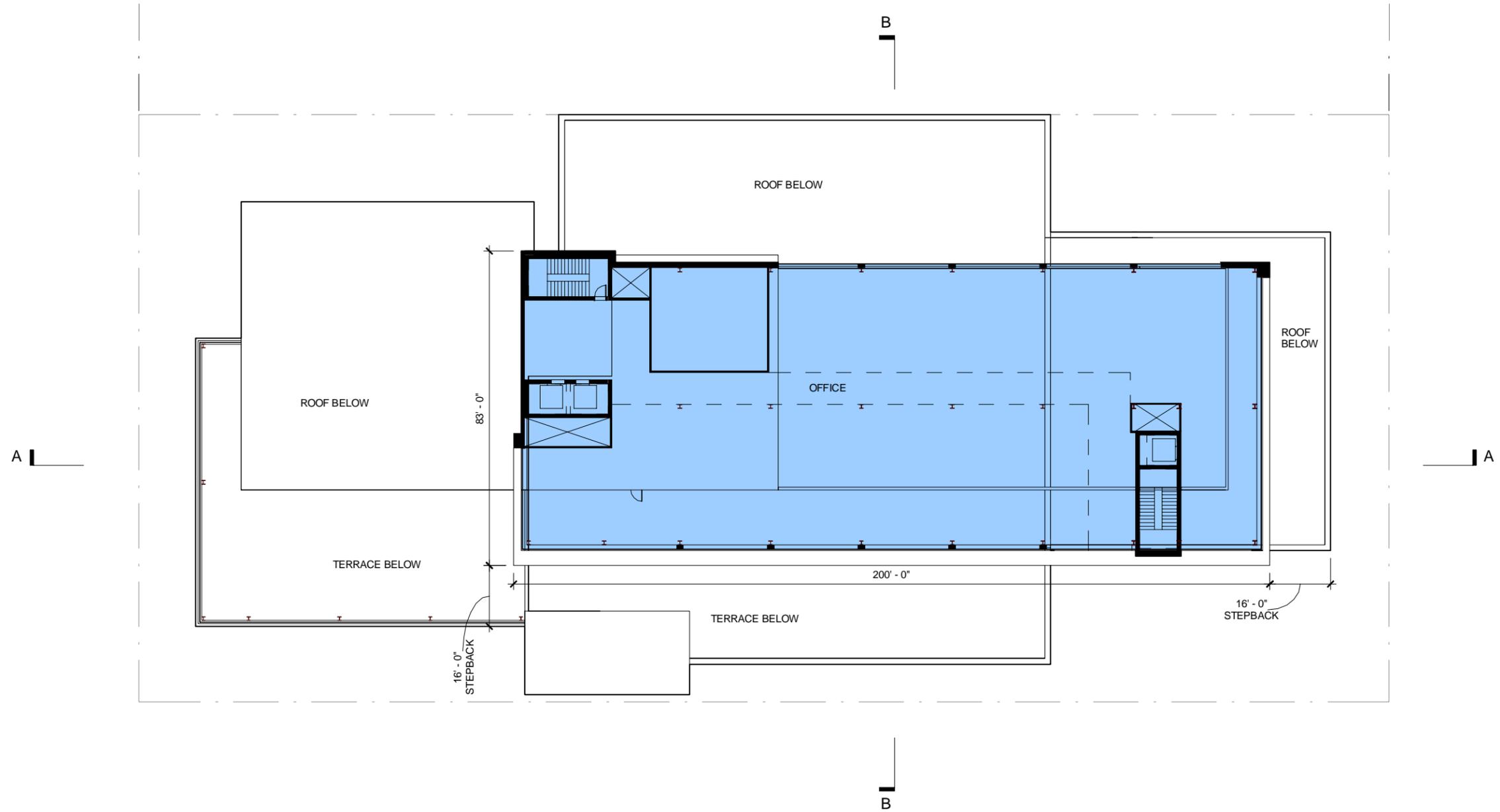




FOURTH FLOOR PLAN

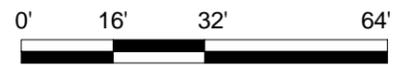
SCALE: 1/32" = 1'-0"

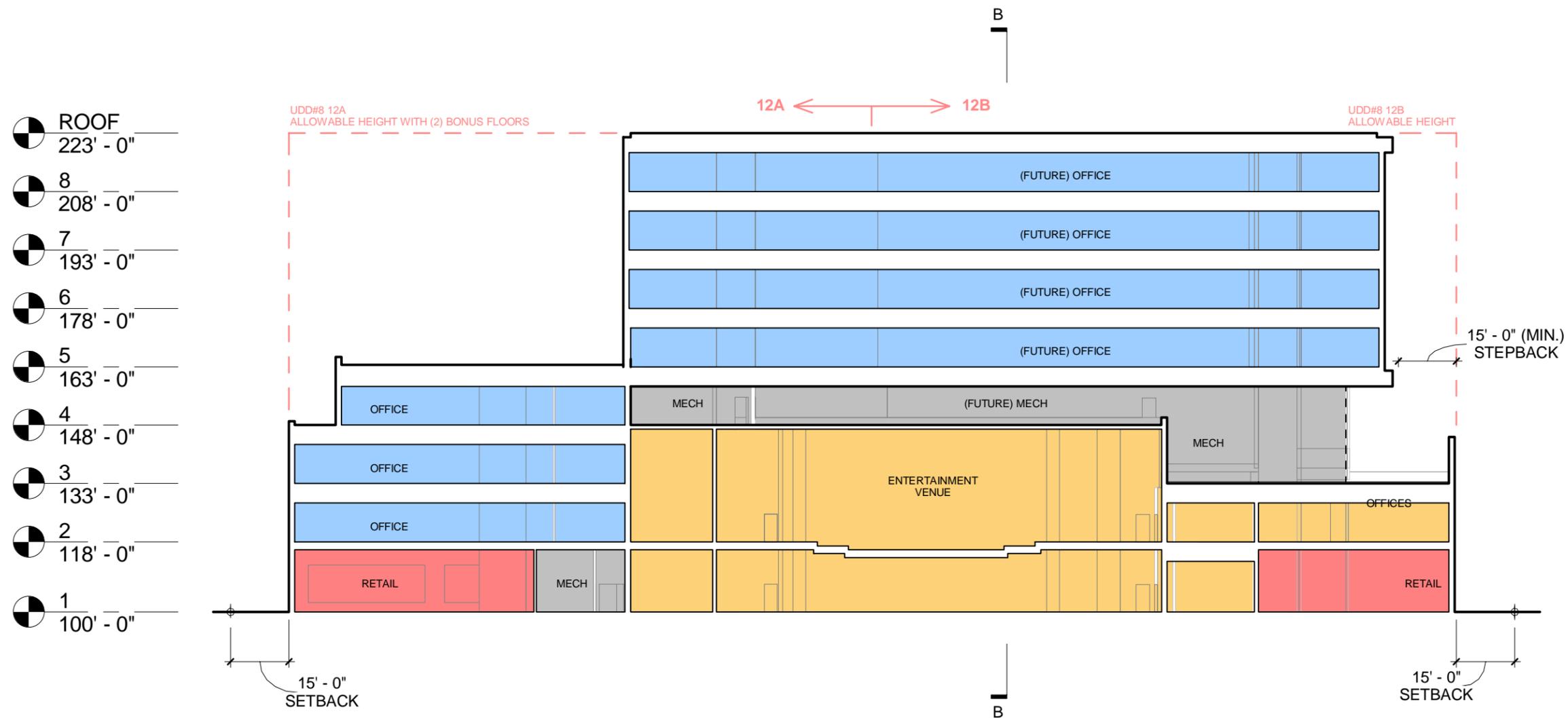




(FUTURE) TOWER OFFICE PLAN, 5 - 8

SCALE: 1/32" = 1'-0"

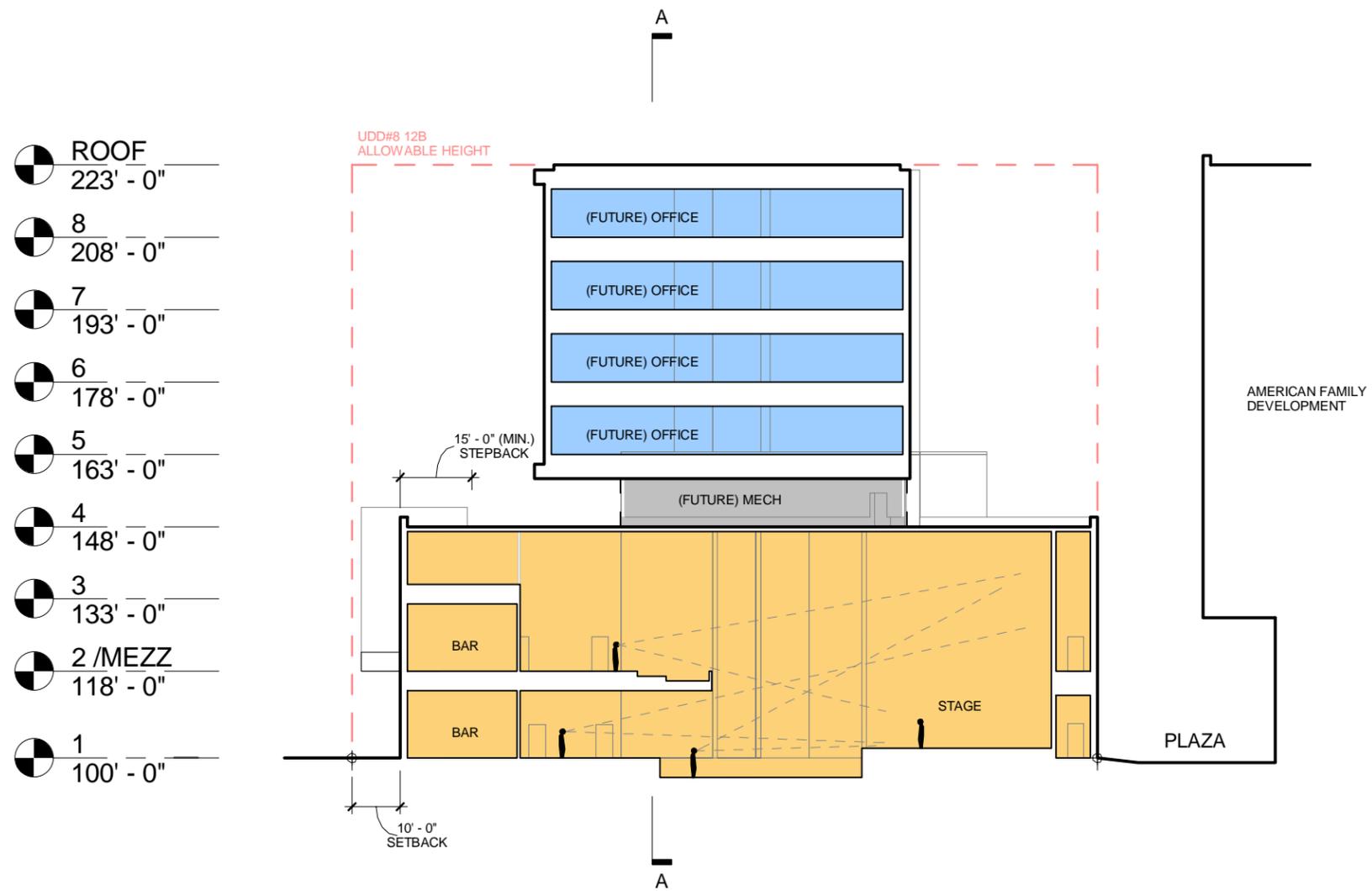




BUILDING SECTION A-A (LOOKING EAST)

SCALE: 1/32" = 1'-0"





- ROOF
223' - 0"
- 8
208' - 0"
- 7
193' - 0"
- 6
178' - 0"
- 5
163' - 0"
- 4
148' - 0"
- 3
133' - 0"
- 2 /MEZZ
118' - 0"
- 1
100' - 0"

BUILDING SECTION B-B (LOOKING NORTH)

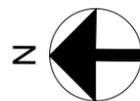
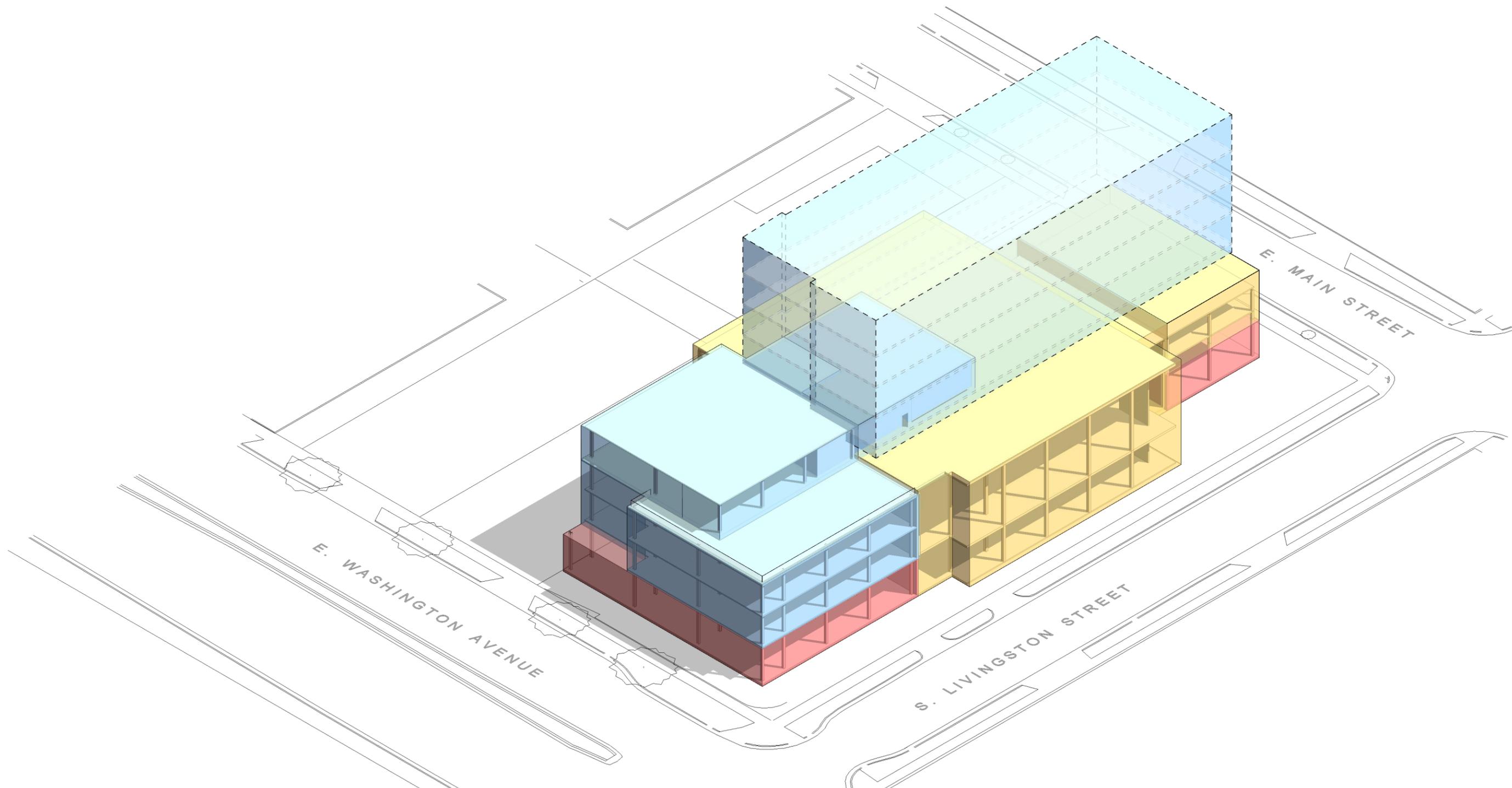




AERIAL

SCALE: NTS





AERIAL (WITH TOWER)

SCALE: NTS

