



# URBAN DESIGN COMMISSION APPLICATION CITY OF MADISON

This form may also be completed online at:  
<http://www.cityofmadison.com/planning/documents/UDCApplication.pdf>

215 Martin Luther King Jr. Blvd; Room LL-100  
PO Box 2985; Madison, Wisconsin 53701-2985  
Phone: 608.266.4635 | Facsimile: 608.267.8739

Please complete all sections of the application, including the desired meeting date and the type of action requested.

Date Submitted: August 24, 2016	<input checked="" type="checkbox"/> Informational Presentation <input type="checkbox"/> Initial Approval <input type="checkbox"/> Final Approval
UDC Meeting Date: September 7, 2016	
Combined Schedule Plan Commission Date (if applicable):	

1. Project Address: 819 East Washington Ave. Madison, WI  
Project Title (if any): The Spark : American Family

2. This is an application for (Check all that apply to this UDC application):  
 New Development  Alteration to an Existing or Previously-Approved Development

- A. Project Type:**
- Project in an Urban Design District\* (public hearing-\$300 fee)
  - Project in the Downtown Core District (DC) or Urban Mixed-Use District (UMX) (\$150 fee, Minor Exterior Alterations)
  - Suburban Employment Center (SEC) or Campus Institutional District (CI) or Employment Campus District (EC)
  - Planned Development (PD)
    - General Development Plan (GDP)
    - Specific Implementation Plan (SIP)
  - Planned Multi-Use Site or Planned Residential Complex

- B. Signage:**
- Comprehensive Design Review\* (public hearing-\$300 fee)  Street Graphics Variance\* (public hearing-\$300 fee)
  - Signage Exception(s) in an Urban Design District (public hearing-\$300 fee)

**C. Other:**  
 Please specify: \_\_\_\_\_

### 3. Applicant, Agent & Property Owner Information:

Applicant Name: Tom Stacey Company: Eppstein Uhen Architects  
 Street Address: 333 E. Chicago St. City/State: Milwaukee, WI Zip: 53202  
 Telephone:(414) 291-8159 Fax:( ) Email: toms@eua.com

Project Contact Person: TC Lin Company: Eppstein Uhen Architects  
 Street Address: 333 E. Chicago St. City/State: Milwaukee, WI Zip: 53202  
 Telephone:(414) 298-2230 Fax:( ) Email: tcl@eua.com

Project Owner (if not applicant): LeeAnn Glover - American Family Insurance  
 Street Address: 6000 American Pkwy. City/State: Madison, WI Zip: 53783  
 Telephone:(608) 242-4100 Fax:( ) Email: lglover@amfam.com

### 4. Applicant Declarations:

A. Prior to submitting this application, the applicant is required to discuss the proposed project with Urban Design Commission staff. This application was discussed with Al Martin on March 23 and June 9  
(name of staff person) (date of meeting)

B. The applicant attests that all required materials are included in this submittal and understands that if any required information is not provided by the application deadline, the application will not be placed on an Urban Design Commission agenda for consideration.

Name of Applicant: Tom Stacey Relationship to Property: Architect  
 Authorized Signature: Tom Stacey Date: August 1, 2016



City of Madison  
Attn: Al Martin  
215 Martin Luther King Jr. Blvd; Room LL-100  
Madison, WI 53701

August 24, 2016

**The Spark : American Family  
819 E Washington Ave.**

**UDC Informational Submittal**

**Project Intent : Overview**

American Family Insurance and Gebhardt Development are in the process of finalizing an agreement to redevelop a significant parcel of City owned land on East Washington Avenue. This project will continue the revitalization of the neighborhoods along East Washington Avenue.

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 Class A office tower and ground floor retail facilities to support the growing commercial and residential population along the East Washington Avenue corridor. The Cosmos is technically a separate project but included as part of the overall submittal.

The American Family Insurance development, named “**The Spark**” will be adjacent to the Cosmos to the east. This new project will be owned by American Family and home to the entrepreneurial hub Starting Block Madison (SBM), through a lease of approximately 45,000 square feet. In addition, some business units of American Family and potential retail/business partner(s) will be located at The Spark. These business units and business partners will be identified at a later date.

It is the intent of this development to provide shared landscape amenities through a mid-block plaza that serves both the Gebhardt Development and American Family facilities. Rooftop level outdoor landscaped amenity spaces will also be provided for building occupants. This project will be developed concurrently with the City of Madison new Capitol East parking facility on East Main Street. The new parking facility’s automobile and bicycle parking will provide the majority of the shared parking needed for the block’s office tenants, music venue patrons, retail workers, and retail customers. Frank Productions will have patron visibility from East Washington Avenue and Livingston Street. Frank Productions service areas will be along East Main Street.

This site is in Urban Design District 8, and its design incorporates the principles defined for this district, including, but not limited to:

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



UDC Informational Submittal : The Spark  
801 E Washington Ave  
Date: August 24, 2016  
Page 2 of 4

Pedestrian friendly landscape, hardscape and lighting design at street level

Four sided architectural design, incorporating style, detailing, massing & fenestration aspects complying with the principles outlined in the UDD 8 guidelines

Exterior materials include brick, stone, metal panel & glass for primary surfaces

Setbacks, stepbacks, and numbers of stories are compliant with UDD 8 requirements

### **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

Civil Engineer : Professional Engineering

818 N. Meadowbrook Lane

Waunakee, Wisconsin 53597

Project Representative: Roxanne Johnson

Phone number: (608) 849-9378

UDC Informational Submittal : The Spark  
801 E Washington Ave  
Date: August 24, 2016  
Page 3 of 4

### **Existing Conditions**

This site currently includes the vacant 2.01 acres of surface parking area bounded by East Washington Avenue, South Livingston Street and East Main Street extending 264.74 feet to the northeast. The original Plat is the "Pritchette Plat". The internal site boundaries will be re-organized 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 it 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 a Conditional Use under this zoning designation and is creating a project that complies with the current zoning.

### **Preliminary Project Schedule**

Construction start – The Spark - late Fall 2016  
Construction completion - late Fall 2017

### **Hours of Operation**

Office: 7 am to 6 pm Monday thru Friday

### **Building Square Footage**

Total Building area: 158,000 gsf (approx.)

The highly sustainable architecture of the Spark is intended to communicate the innovation and energy that is present within the building. Using an integrated design process the project team has worked closely with American Family to design a building with a reduced energy load and highly efficient building systems. Both of these strategies work to lessen the projects impact on the environment. Through creative interplay 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.

Other amenities include exterior roof top terraces and projected balconies to leverage exterior views of the Capitol, Lakes Mendota and Monona as well as the Madison skyline.

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



UDC Informational Submittal : The Spark

801 E Washington Ave

Date: August 24, 2016

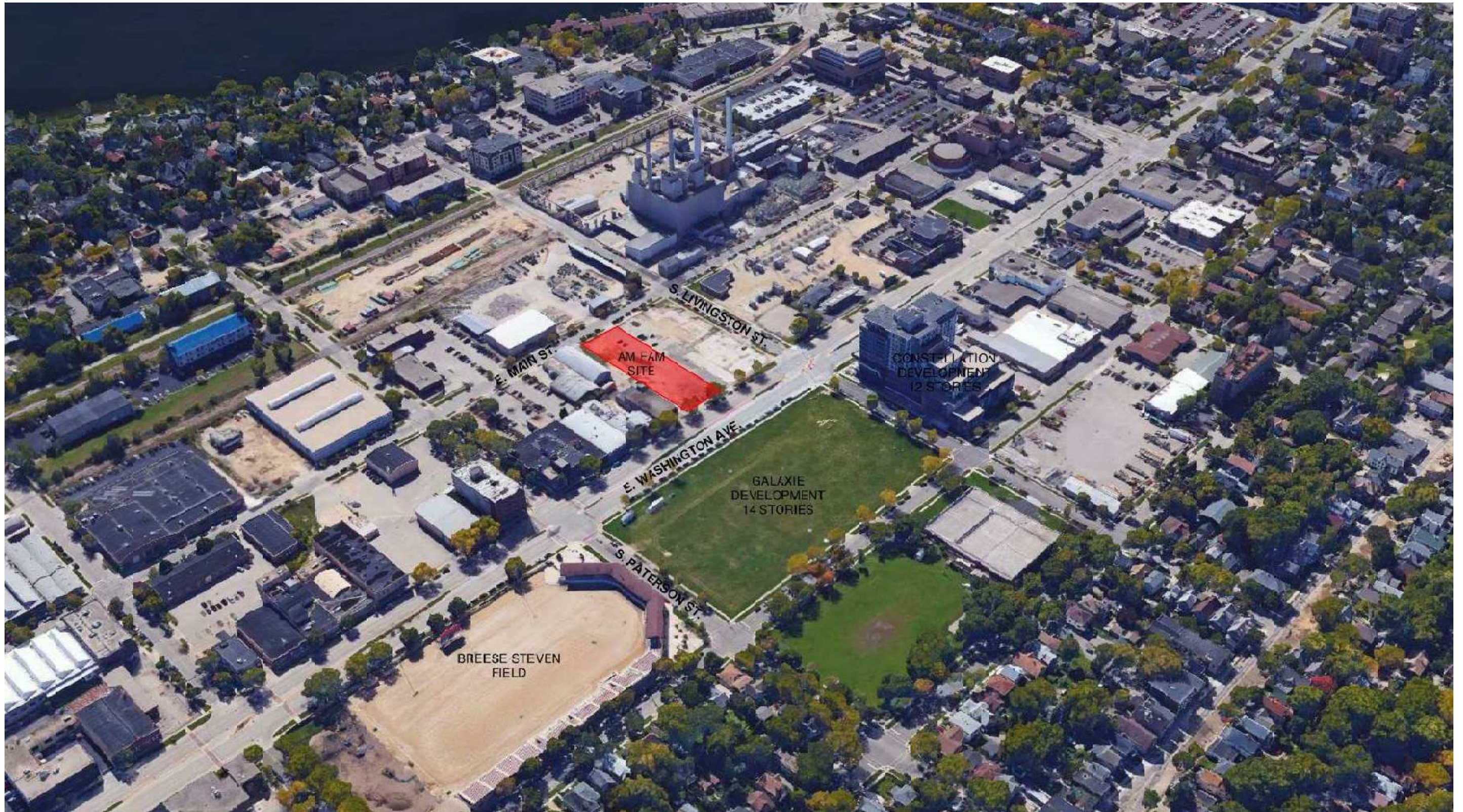
Page 4 of 4


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

A handwritten signature in black ink, appearing to read 'Thomas Stacey'.

Thomas Stacey, AIA

Associate : Senior Project Manager



SITE LOCATOR   
N

AUGUST 24, 2016



epstein uher : architects





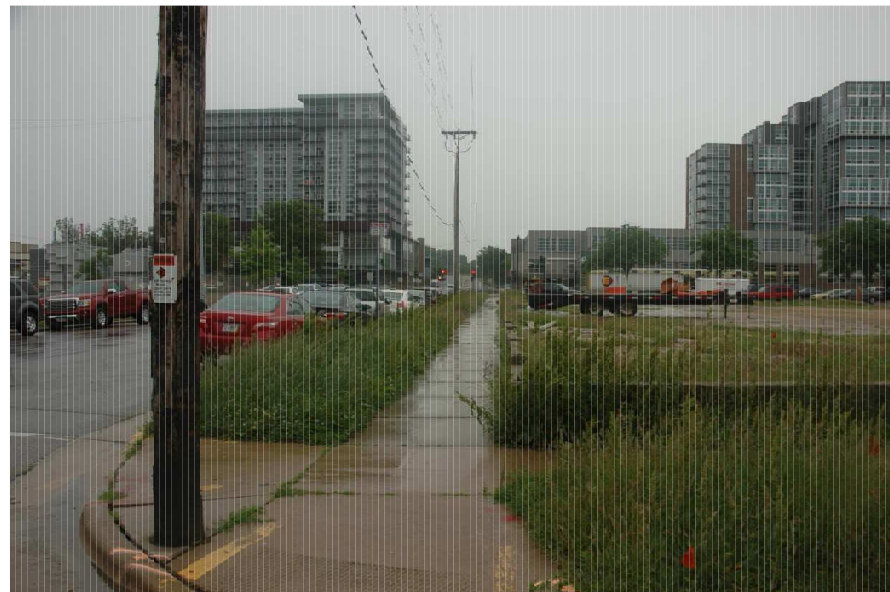
VIEW FROM E. WASHINGTON AVE LOOKING NORTHEAST



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



eppstein uhen : architects

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



STRANG

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



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



PROFESSIONAL  
ENGINEERING  
1818 N Meadowbrook Ln  
Wauwatosa, WI 53226  
(608) 849-9378

PROJECT INFORMATION

COSMOS AND  
THE SPARK  
DEVELOPMENT

800 E WASHINGTON AVE  
MADISON, WI



ISSUANCE AND REVISIONS

UDC Information Submittal

#	DATE	DESCRIPTION

SHEET INFORMATION

PROGRESS DOCUMENTS  
NOT FOR CONSTRUCTION

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PROJECT MANAGER RJ

PROJECT NUMBER 1249

DATE 08/24/16



SITE PLAN

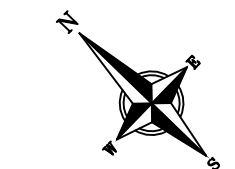
C200

PLAN KEY

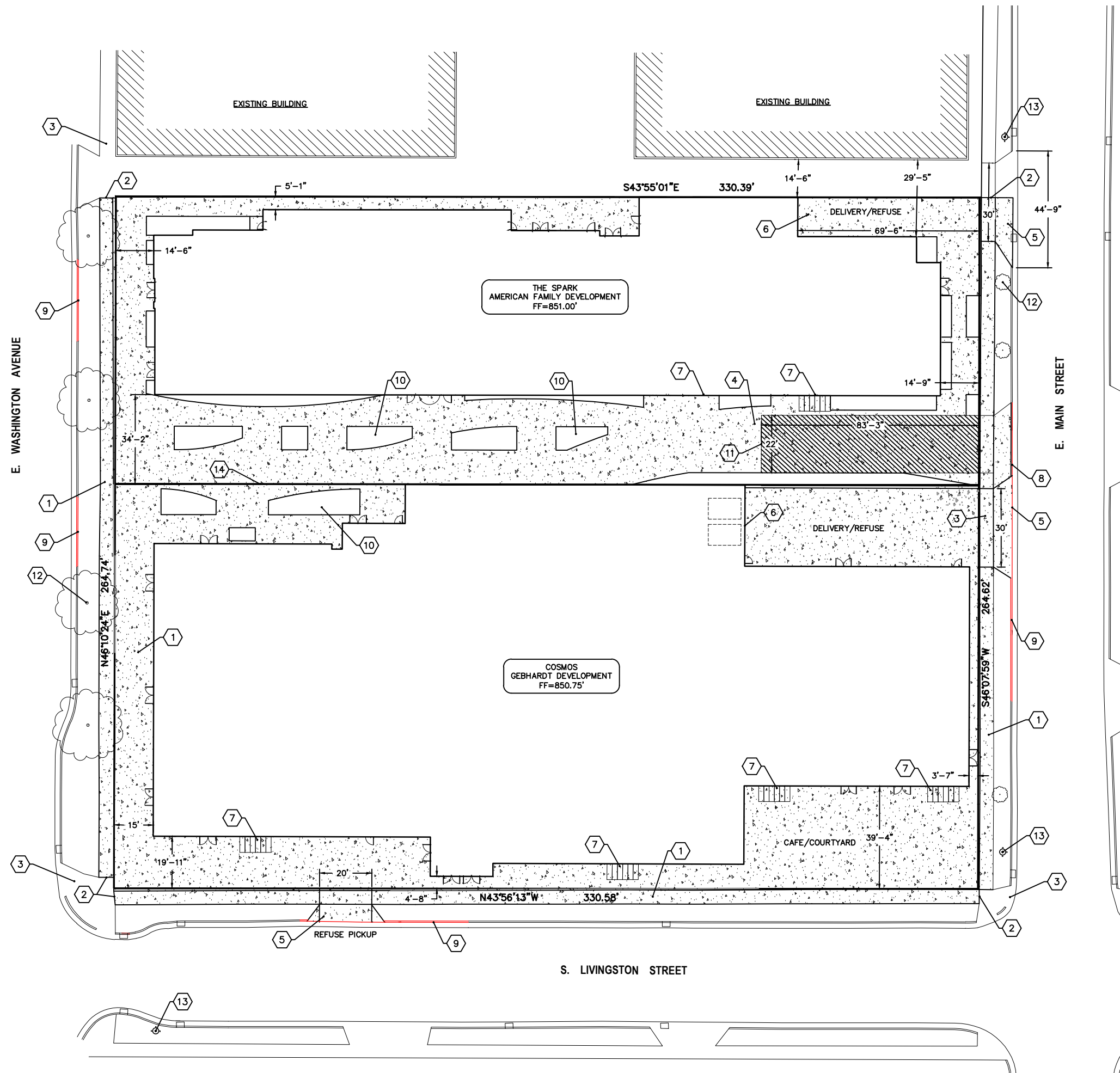
- 1 CONCRETE SIDEWALK, TYP.
- 2 MATCH EXISTING SIDEWALK, TYP.
- 3 EXISTING SIDEWALK TO REMAIN, TYP.
- 4 SIDEWALK TO BE 7" THICK IN FIRELANE SECTION
- 5 NEW DRIVEWAY APPROACH SHALL BE IN ACCORDANCE WITH CITY STANDARDS
- 6 LOADING DOCK
- 7 BICYCLE RACK, TYP.
- 8 ROLL CURB TO BE PROVIDED FOR FIRE LANE ENTRANCE
- 9 EXISTING DRIVEWAY TO BE ABANDONED IN ACCORDANCE WITH CITY STANDARDS W/ CURB REPLACED & TERRACE RESTORED
- 10 PLANTERS, TYP. SEE LANDSCAPE PLANS
- 11 FIRE LANE
- 12 EX TREE, TYP.
- 13 EXISTING FIRE HYDRANT
- 14 PROPOSED LOT LINE

PAVEMENT KEY

-  CONCRETE
-  FIRE LANE



SCALE : 1" = 20' (30 X 42)  
SCALE : 1" = 40' (11 X 17)







**eppstein uhen : architects**

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Madison, Wisconsin 53703  
telephone 608.442.5306

PROJECT INFORMATION

**AMERICAN FAMILY  
INSURANCE - THE  
SPARK**

**800 E. WASHINGTON  
AVENUE  
MADISON, WI**

ISSUANCE AND REVISIONS

**SCHEMATIC DESIGN**

#	DATE	DESCRIPTION

KEY PLAN

SHEET INFORMATION

**PROGRESS DOCUMENTS  
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PROJECT MANAGER TSS

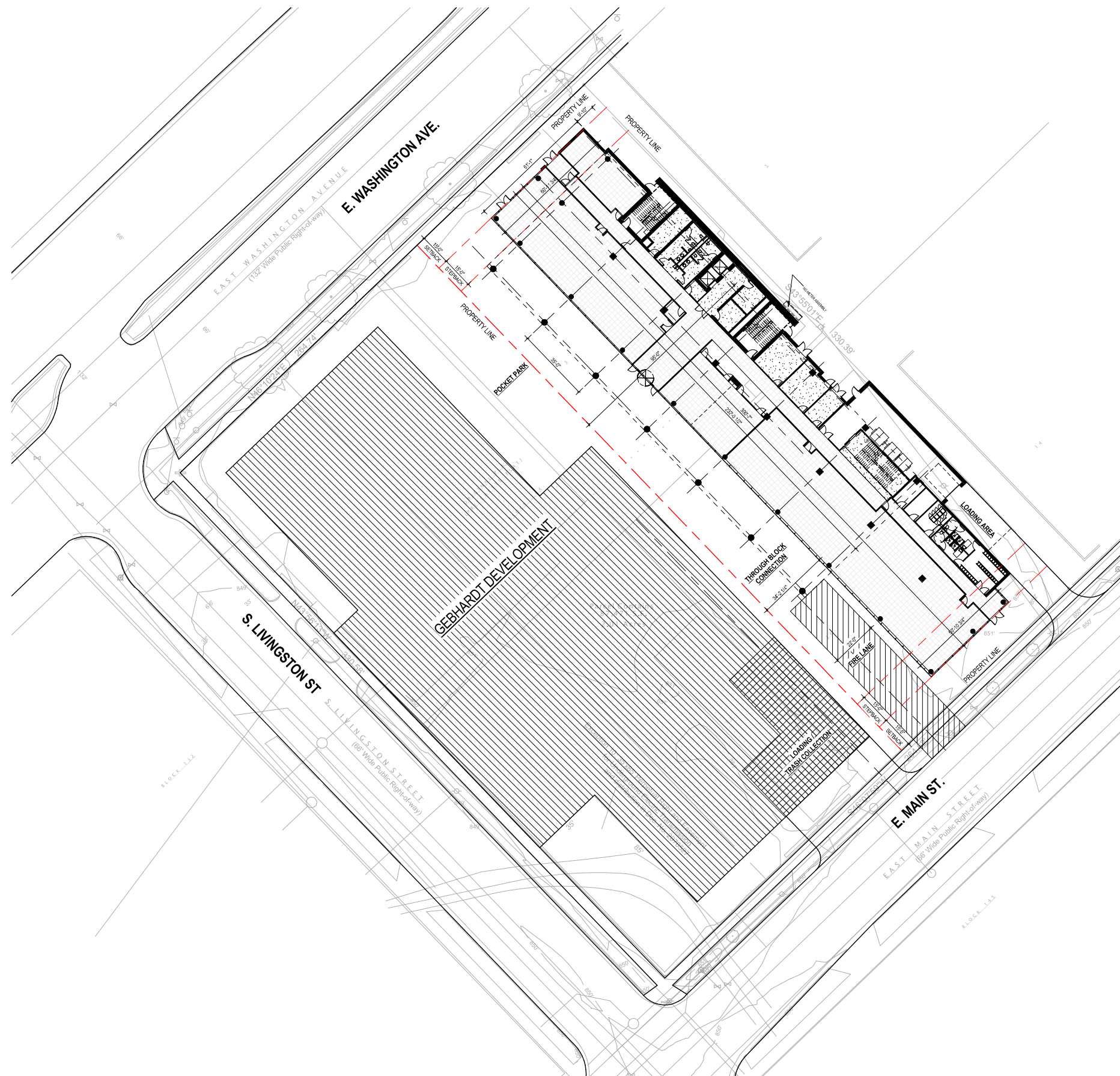
PROJECT NUMBER 215562-01

DATE AUGUST 24, 2016

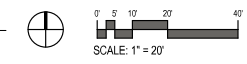
ARCHITECTURAL  
SITE PLAN

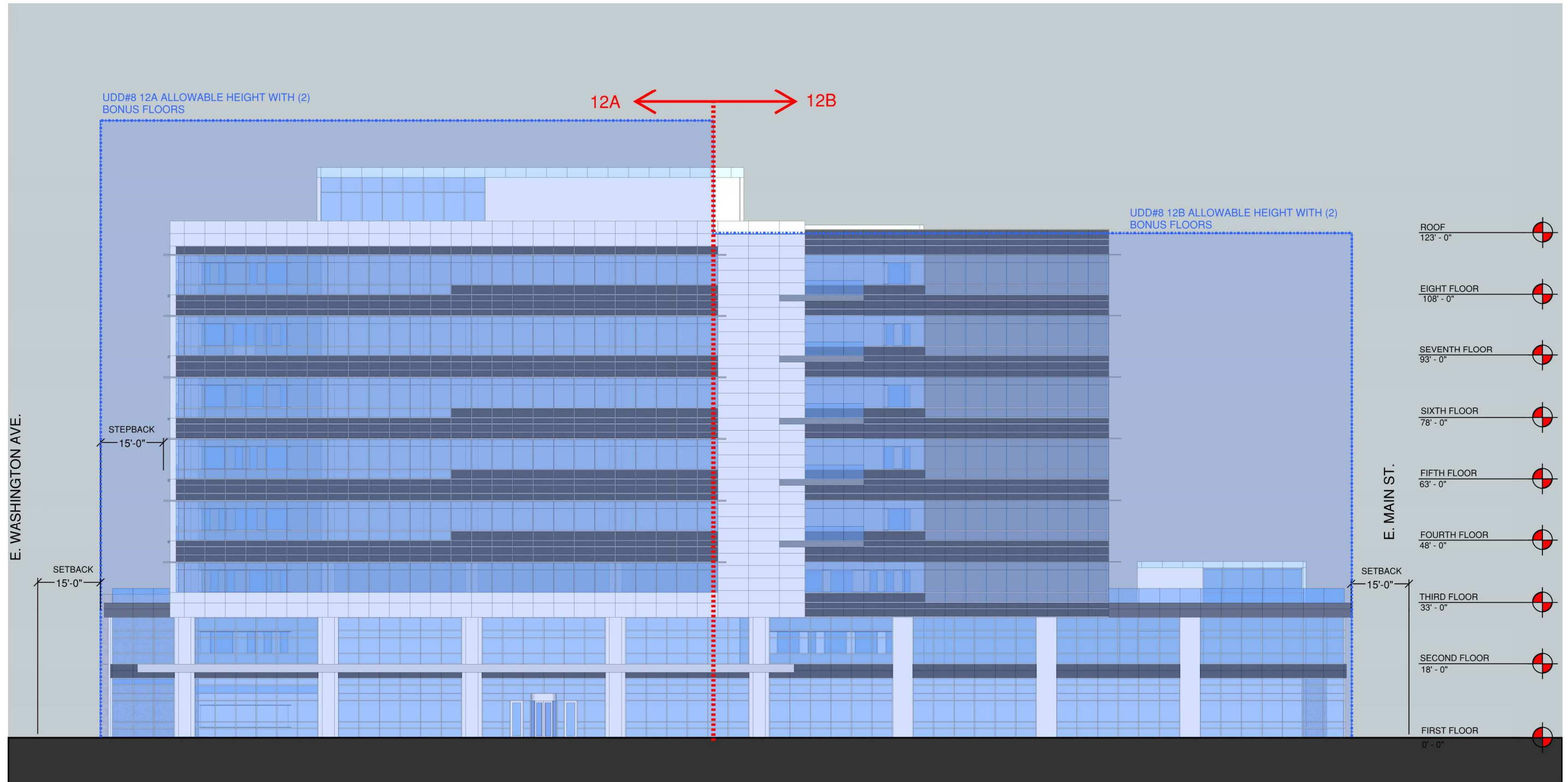
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**A5** ARCHITECTURAL SITE PLAN  
1" = 20'-0"



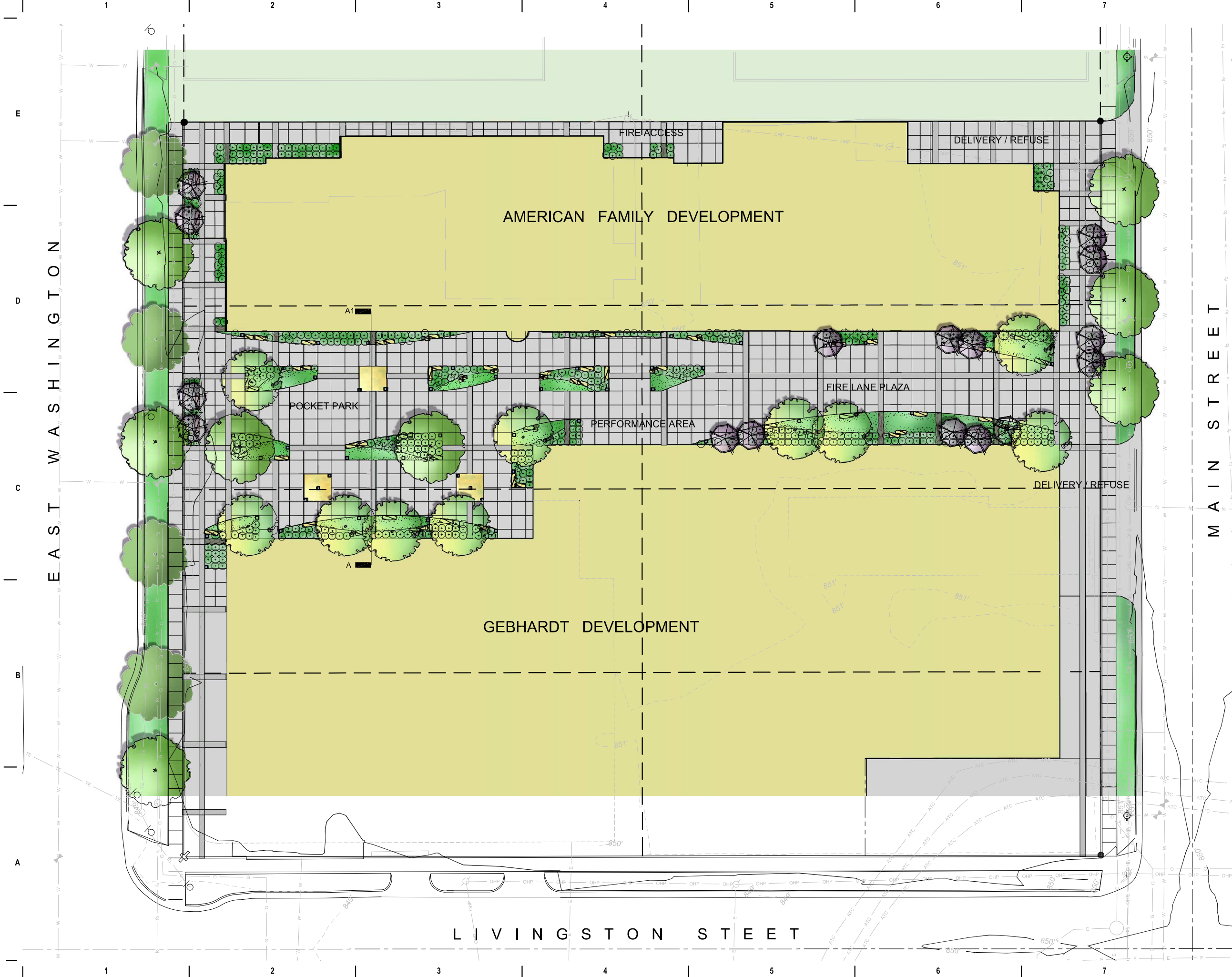


ZONING DIAGRAM

AUGUST 24, 2016



eppstein uhen : architects



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 Milwaukee, Wisconsin 53202  
 telephone 414.271.5550  
 Madison 309 West Johnson Street, Suite 202  
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 telephone 608.442.5500



330 West Lakeside Street  
 Madison, WI 53715  
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PROJECT INFORMATION

AMERICAN FAMILY  
 INSURANCE - THE  
 SPARK

800 E. WASHINGTON  
 AVENUE  
 MADISON, WI



ISSUANCE AND REVISIONS

UDC Information Submittal

#	DATE	DESCRIPTION

KEY PLAN

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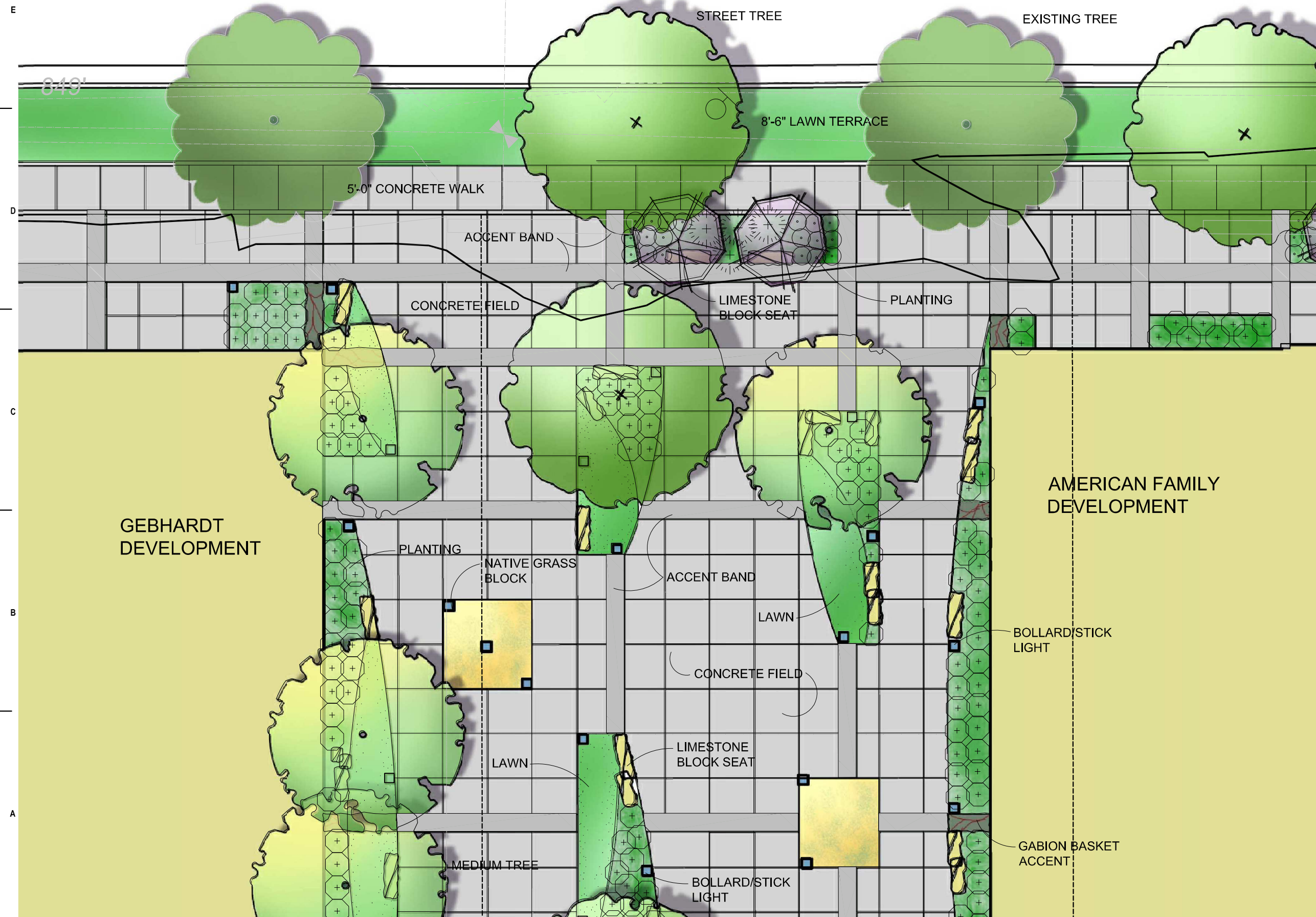
PROJECT MANAGER GP  
 PROJECT NUMBER 215662-01  
 DATE AUGUST 24, 2016

Colored Site Plan

**L100**

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# EAST WASHINGTON



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**etc**  
 design studio

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**PROJECT INFORMATION**

**AMERICAN FAMILY  
 INSURANCE - THE  
 SPARK**

800 E. WASHINGTON  
 AVENUE  
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**ISSUANCE AND REVISIONS**

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PROJECT MANAGER GP

PROJECT NUMBER 215662-01

DATE AUGUST 24, 2016

Colored Site Enlargement

**L101**



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**PROJECT INFORMATION**  
**AMERICAN FAMILY INSURANCE - THE SPARK**  
 800 E. WASHINGTON AVENUE  
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**ISSUANCE AND REVISIONS**  
 UDC Information Submittal

#	DATE	DESCRIPTION
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**KEY PLAN**

**SHEET INFORMATION**

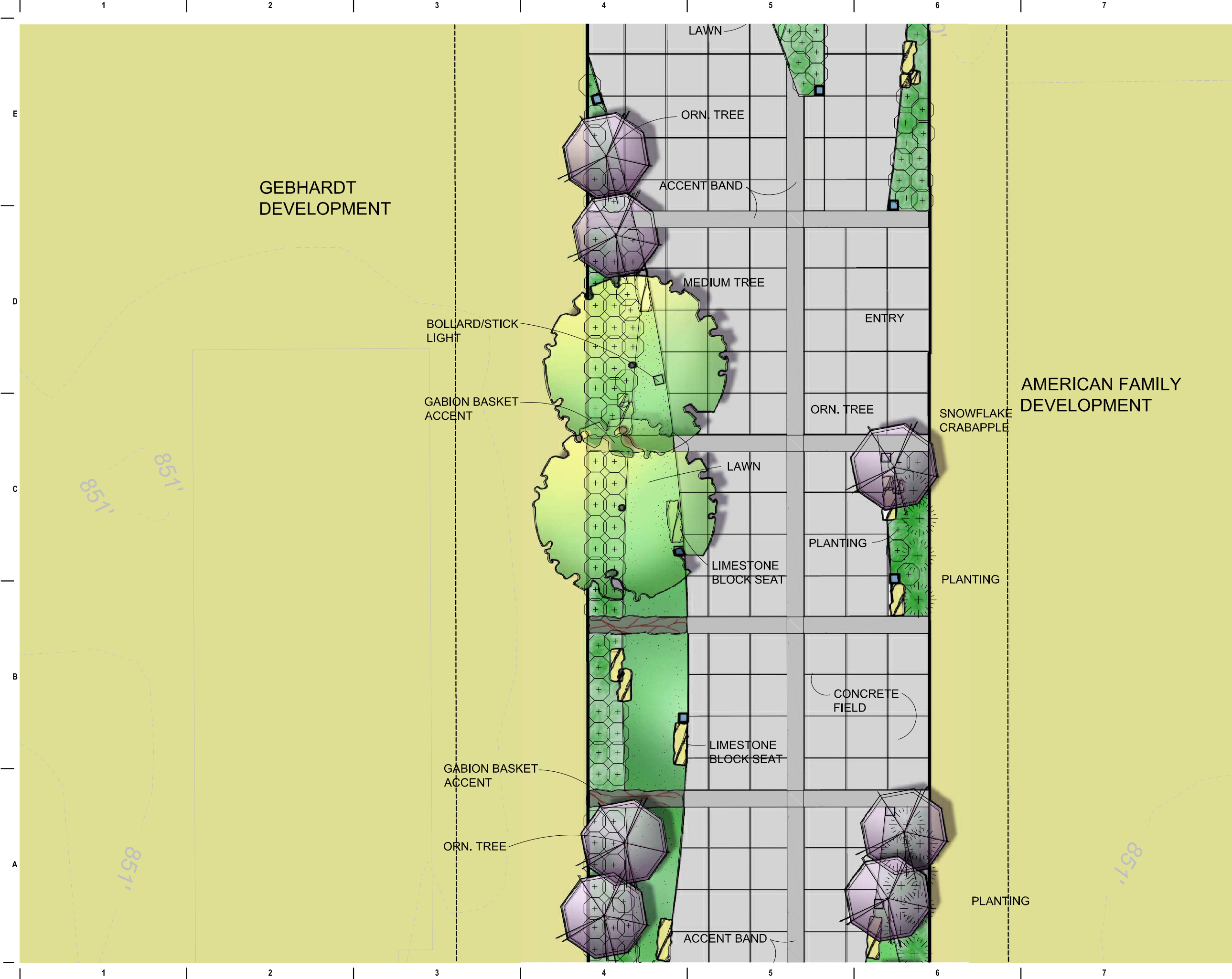
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**L102**

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PROJECT INFORMATION

AMERICAN FAMILY  
 INSURANCE - THE  
 SPARK

800 E. WASHINGTON  
 AVENUE  
 MADISON, WI



ISSUANCE AND REVISIONS

UDC Information Submittal

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PROJECT MANAGER GP  
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**L103**

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**PROJECT INFORMATION**

**AMERICAN FAMILY  
 INSURANCE - THE  
 SPARK**

800 E. WASHINGTON  
 AVENUE  
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**ISSUANCE AND REVISIONS**

UDC Information Submittal

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PLAZA BAND MATERIAL



LIMESTONE BLOCK SEATING



PLAZA LIGHTING



GABIAON ACCENT WALLS



TRASH RECEPTACLE



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Madison 309 West Johnson Street, Suite 202  
Madison, Wisconsin 53703



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PROJECT INFORMATION

AMERICAN FAMILY  
INSURANCE - THE  
SPARK

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ISSUANCE AND REVISIONS

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Colored Site Enlargement

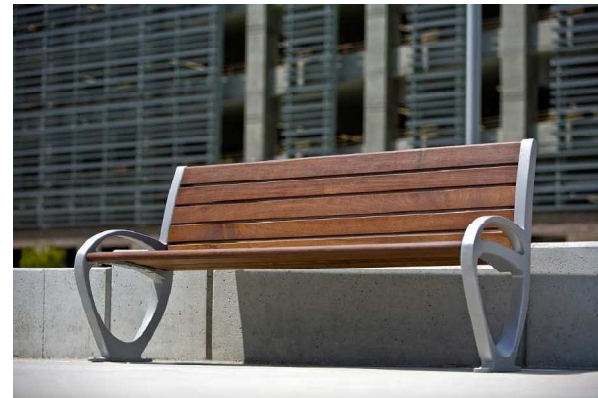
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BERMED PLANTINGS

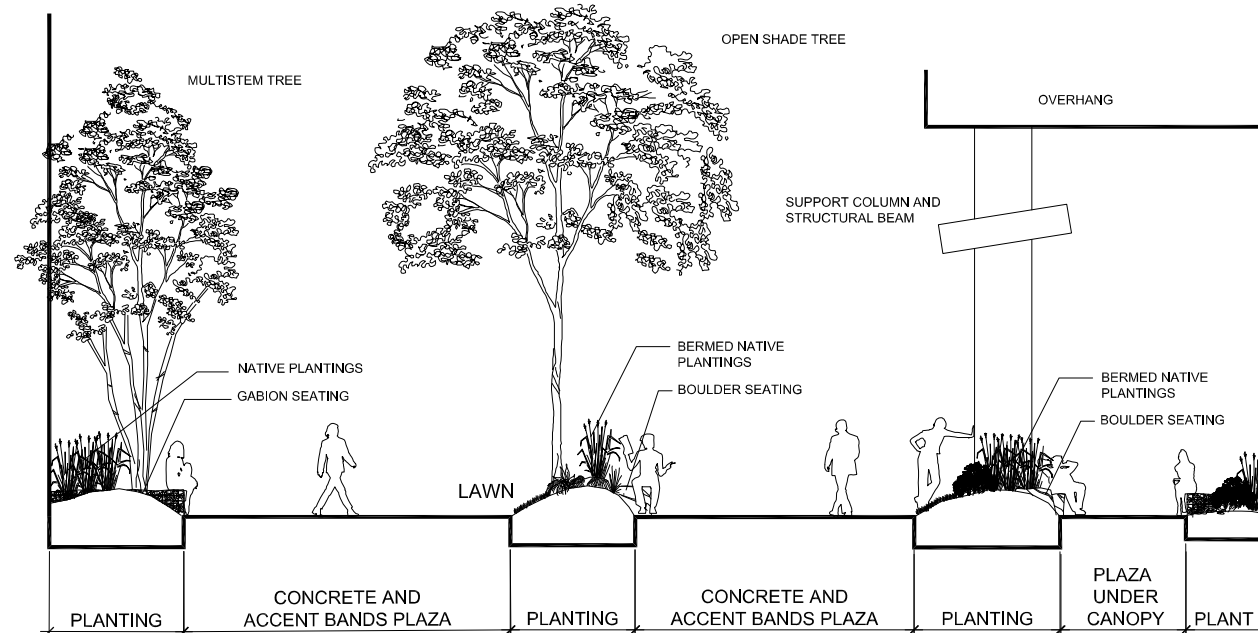


STRUCTURED BENCHES



BIKE PARKING

PROPOSED PLANTING PALETTE				
Code	Scientific Name	Common Name	Size	Cont.
<b>TREES</b>				
Bn	Betula nigra	River Birch	7-9'	B&B
Cp	Crataegus phenopyrum	Crataegus phenopyrum	5'	B&B
Gt	Gleditsia tricanthos 'Skyline'	Skyline Honeylocust	5'	B&B
Un	Ulmus x 'New Horizon'	New Horizon Elm	5'	B&B
<b>SHRUBS</b>				
Fi	Forsythia x inter. 'Cortasol'	Gold Tide Forsythia	3 gal.	pot
Hv	Hamamelis virginiana	Common Witchhazel	5 gal.	pot
Jh	Juniperus horizontalis 'B.H.'	Bar Harbor Juniper	2 gal.	pot
Mp	Myrica pensylvanica	Northern Bayberry	2 gal.	pot
Rn	Rosa 'Nearly Wild'	Nearly Wild Rose	1 gal.	pot
Hk	Hypericum kalmianum 'Ames'	Ames St. Johns Wort	3 gal.	pot
Sp	Syringa petula 'Miss Kim'	Miss Kim Lilac	2 gal.	pot
Tm	Taxus x media 'Taunton'	Taunton Yew	5 gal.	pot
Si	Stephanandra incisa 'Crispa'	Cutleaf Stephanandra	2 gal.	pot
Vt	Viburnum x juddii	Juddii Viburnum	5 gal.	pot
<b>PERENNIALS / GROUNDCOVERS / GRASSES</b>				
Aa	Astilbe arendsii 'Rheinland'	Rheinland Astilbe	1 gal.	pot
Ca	Calamagrostis arundinacea	Karl Forester Fther.Rd.Grass	1 gal.	pot
Cs	Coreopsis 'Sunray'	Sunray Coreopsis	1 gal.	pot
Gj	Geranium 'Johnson's Blue'	Johnson's Blue Cranesbill	1 gal.	pot
Hh	Hemerocallis 'Happy Ret.'	Happy Returns Daylily	1 gal.	pot
Lm	Liriope muscari 'Variegata'	Blue Lily-turf	1 qt.	pot
Pa	Pennisetum alop. 'Hameln'	Hameln Dwf. Fountaingrass	1 qt.	pot



TYPICAL PLAZA CROSS SECTION - A - A1



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PROJECT INFORMATION

AMERICAN FAMILY  
INSURANCE - THE  
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PROJECT MANAGER GP

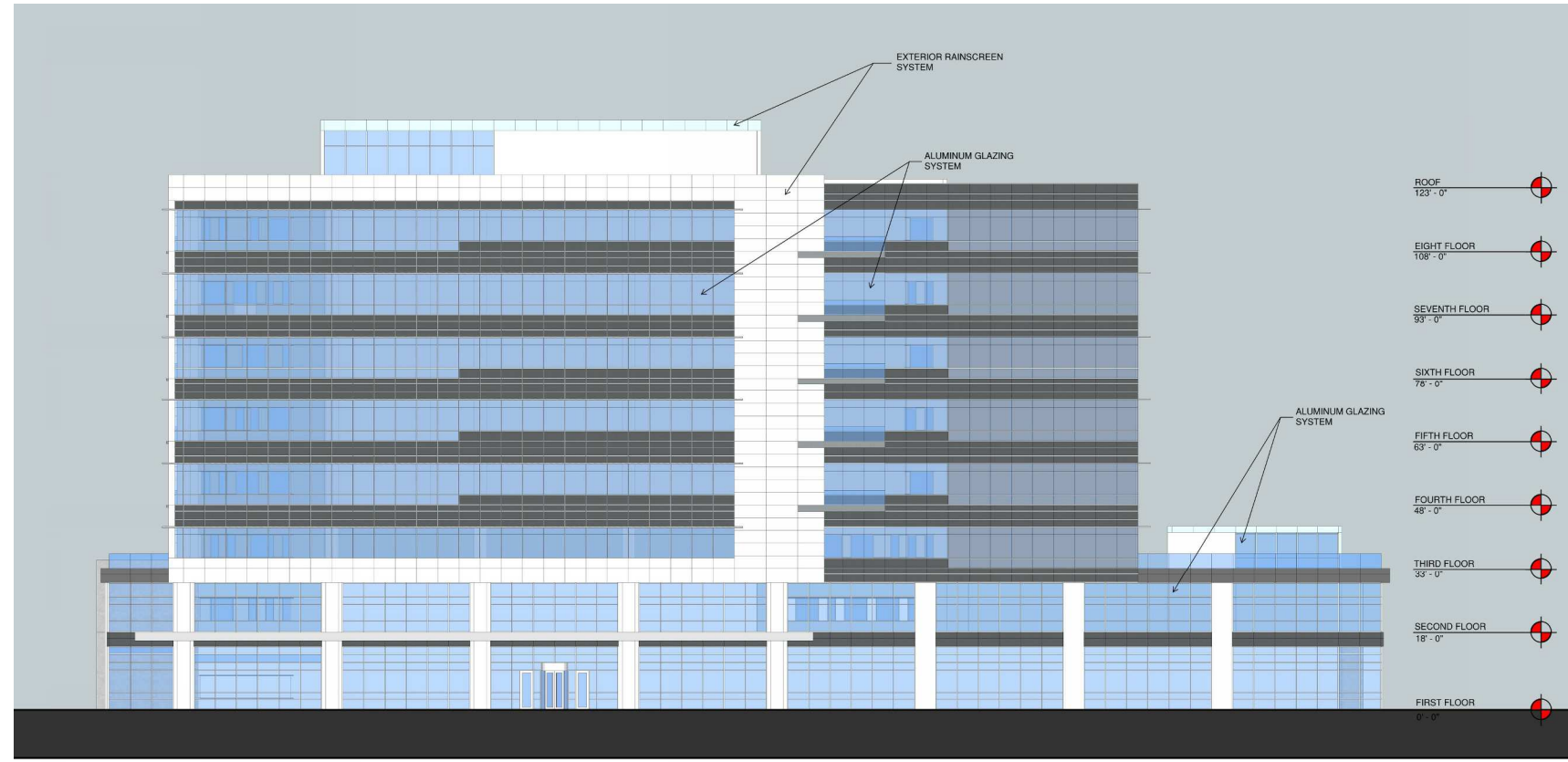
PROJECT NUMBER 215662-01

DATE AUGUST 24, 2016

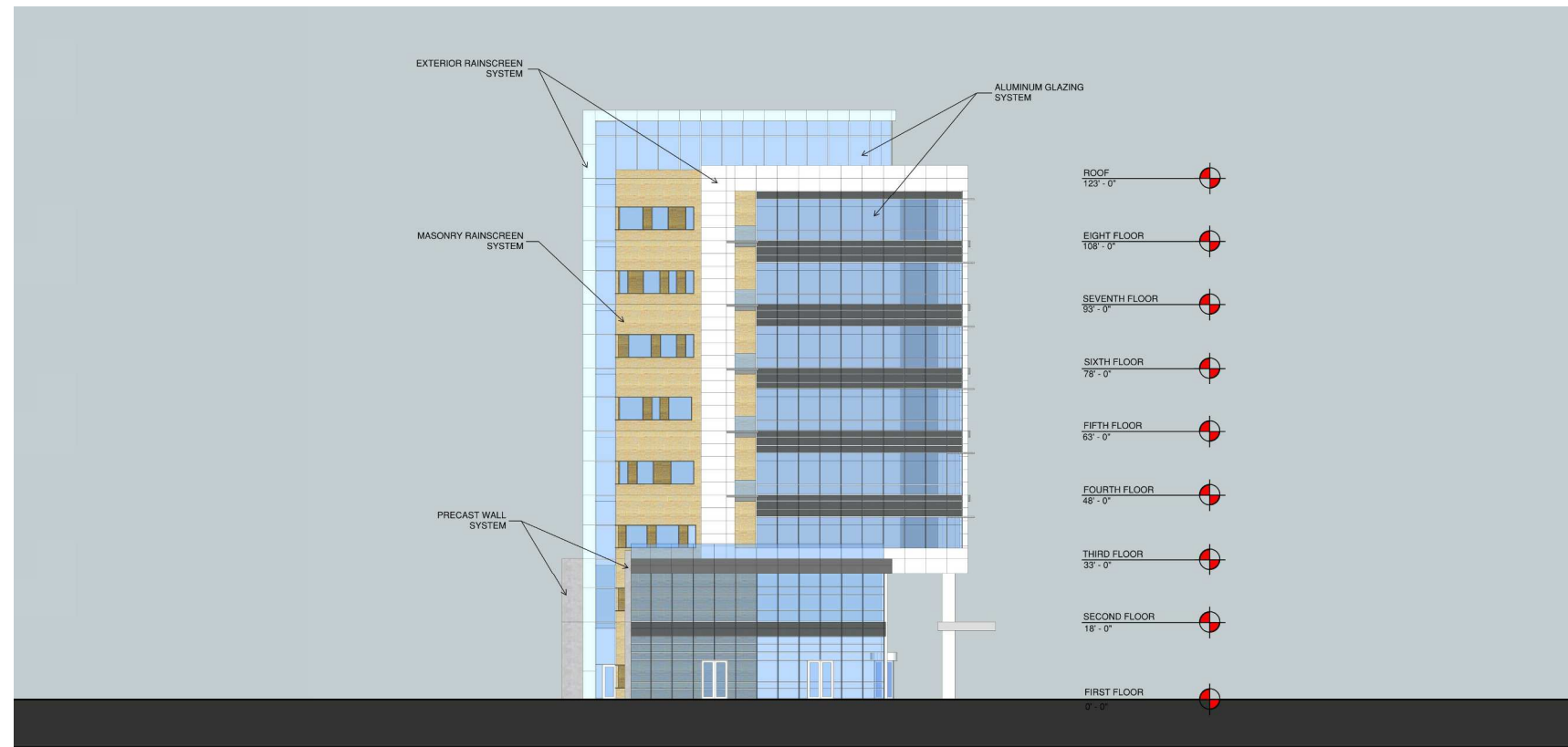
Colored Site Enlargement

**L106**

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**WEST ELEVATION**



**NORTH ELEVATION**



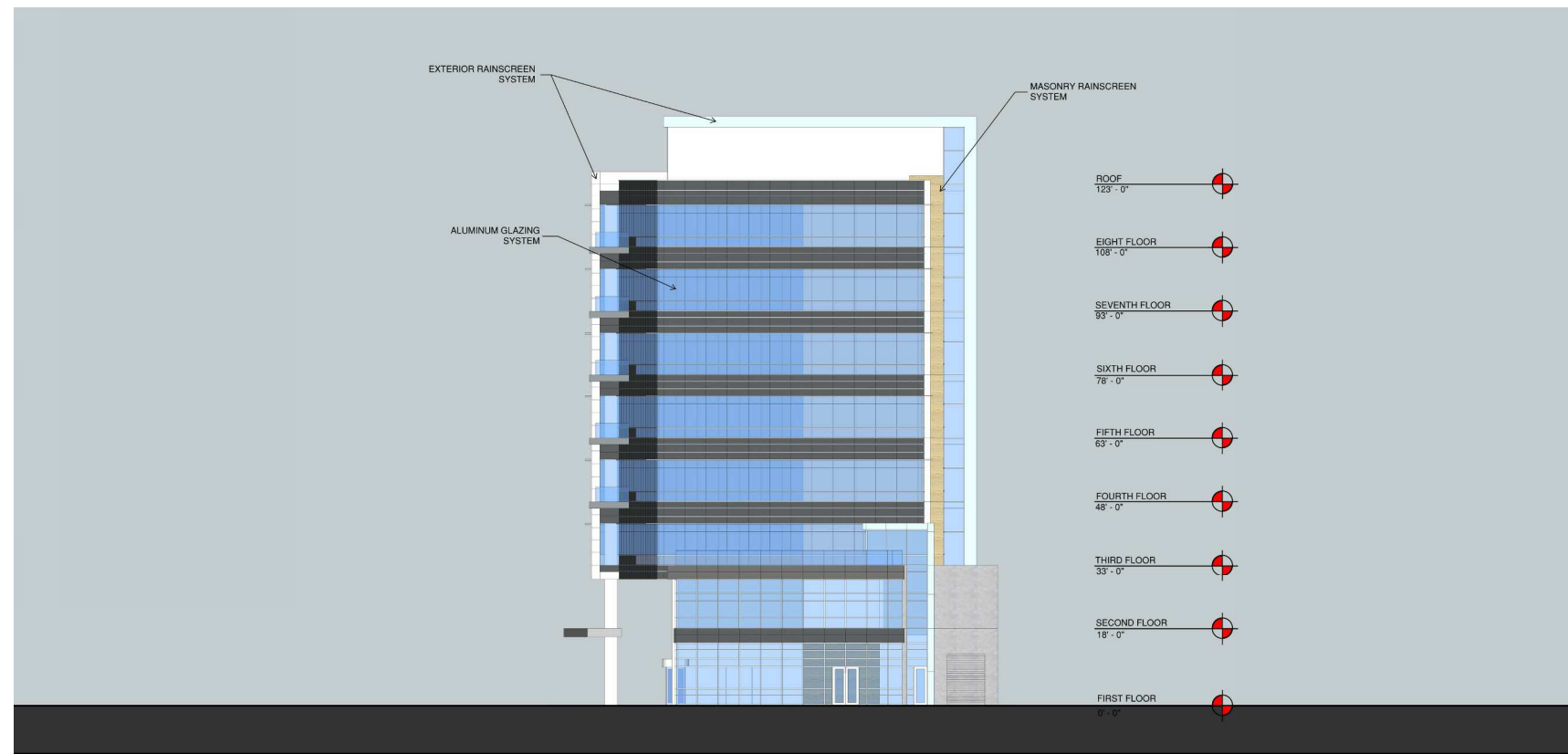
AUGUST 24, 2016



eppstein uhen : architects



**EAST ELEVATION**



**SOUTH ELEVATION**



AUGUST 24, 2016



eppstein uhen : architects