



URBAN DESIGN COMMISSION APPLICATION CITY OF MADISON

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

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

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

Date Submitted: <u>February 8, 2017</u>	<input type="checkbox"/> Informational Presentation
UDC Meeting Date: <u>February 22, 2017</u>	<input type="checkbox"/> Initial Approval
Combined Schedule Plan Commission Date (if applicable): _____	<input checked="" type="checkbox"/> Final Approval

1. Project Address: 801 E. Washington Ave.
Project Title (if any): The Cosmos

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) [*Fee paid with August 24, 2016 application*]
- 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

AGENDA ITEM #	<u>6</u>
LEGISTAR #	<u>44003</u>
ALD. DIST.	<u>6</u>

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: Otto C. Gebhardt III
Street Address: 222 North Street
Telephone: (608) 245-0753 Fax: ()

Company: Gebhardt Development LLC
City/State: Madison, WI Zip: 53704
Email: gebhardtddevelopment@tds.net

Project Contact Person: Lee Christensen
Street Address: 222 North Street
Telephone: (608) 209-7568 Fax: ()

Company: Gebhardt Development LLC
City/State: Madison, WI Zip: 53704
Email: lee@gebhardtddevelopment.com

Project Owner (if not applicant): City of Madison
Street Address: 126 South Hamilton Street
Telephone: () Fax: ()

City/State: Madison, WI Zip: 53703
Email: _____

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 (name of staff person) on August 5, 2016 (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 Otto C. Gebhardt III

Relationship to Property Applicant

Authorized Signature _____

Date 2/16/17

HUSCH BLACKWELL

Jeffrey L. Vercauteren
Direct: (608) 234-6052
jeff.vercauteren@huschblackwell.com

March 1, 2017

VIA E-MAIL AND HAND DELIVERY

Urban Design Commission
City of Madison
126 South Hamilton Street
Madison, WI 53703
udcapplications@cityofmadison.com

Re: Submittal for Final Approval
The Cosmos Project – 801 East Washington Avenue

Dear Commission Members:

Please find enclosed a submittal for Final Approval of the eight-story version of The Cosmos project at 801 East Washington Avenue. The Urban Design Commission reviewed and granted Initial Approval for the eight-story version of the project on January 11, 2017. The Plan Commission reviewed and approved the eight-story version on January 23, 2017.

Based on the comments received from the Urban Design Commission at the January 11 meeting, this submittal for final approval addresses the following:

- **Bonus Stories.** The project team has identified the following option for satisfying the bonus story standard under MGO 33.24(15)(e)12. to allow for two bonus stories on the East Main Street side of the property:
 - **On-Site, Publicly Accessible Plaza and Community Room.** This option would utilize the plaza area on the southwest corner of the Cosmos project (3,300 sq. ft.) to provide up to 33,000 sq. ft. of bonus story area. Additionally, the building would include a community meeting room.
 - The plaza will include several public amenities such as seating, landscaping, public art and bicycle racks. The plaza has a number of unique design features to distinguish it from other parts of the site and to attract public interest in the plaza. Seating areas disbursed throughout the plaza will provide the public with the opportunity to relax in the plaza, particularly for those walking between the Marquette and Tenney-Lapham Neighborhoods. The public art feature will be a unique design for the site and will be located adjacent to the building to draw the public into the

March 1, 2017
Page 2

plaza. Bicycle racks located in the plaza will have a unique design that is different from racks at other locations on the site and will be available for use by the general public. The plaza will be subject to a public access agreement providing the general public with the right to use the plaza.

- The community room located on the 4th floor will be available free of charge for neighborhood, public or other community meetings. The size and design is similar to the very popular community room in The Constellation building across the street. The room is near restrooms and a bicycle room available to building users, including those attending community meetings.
- The plaza and community room meet the bonus story standard in MGO 33.24(15)(e)12. Beyond those features, the project will also include a number of other features that benefit the public. Gebhardt Development is paying a portion of the construction and maintenance costs for the shared plaza between The Cosmos building and The Spark building, which will be open to the public. Additionally, the building will be LEED certified and will include a significant amount of vegetative roof cover.
- **Design Changes.** The following design changes address Commission comments provided during the January 11 meeting:
 - The brick mass on Livingston Street has been better articulated to support the tower element.
 - Forms on East Main Street have been simplified by reducing the number and type of materials.
 - The cantilever screening has been better articulated to extend the soffit and add mechanical louver and aluminum extrusion.

Additional design changes will be highlighted during the meeting presentation.

We look forward to presenting these materials to you at your upcoming meeting.

Very truly yours,



Jeffrey L. Vercauteren

JLV/jmd
Enclosures



December 21, 2016

Via Email and Hand Delivery

Plan Commission and Urban Design Commission
City of Madison
126 South Hamilton Street
Madison, WI 53703

**Re: Letter of Intent for Proposed Development
The Cosmos Project – 801 East Washington Avenue**

Dear Commission Members:

Gebhardt Development, LLC 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 third project in Gebhardt's redevelopment of the former Don Miller car dealership parcels on East Washington Avenue, including The Constellation on the 700 North Block and The Galaxie on the 800 North Block.

This letter of intent is for a resubmittal of the Land Use and Urban Design Commission applications for the eight-story version of The Cosmos Project at 801 East Washington Avenue. The Urban Design Commission previously reviewed and granted Initial Approval for the four-story version of the project on November 30, 2016. The Plan Commission reviewed and approved the four-story version on December 12, 2016.

Project Summary

The Cosmos Project includes 4 stories / approximately 43,400 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 32 feet) / approximately 9,500 square feet of retail and office space at the corner of East Main Street and South Livingston Street, 2 stories / approximately 40,025 square feet for an entertainment venue on South Livingston Street, and an additional 4 stories / approximately 60,000 square feet of office space above the entertainment venue.

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. Gebhardt is seeking conditional use

approval for general retail, food and related goods sales, restaurant, tavern, outdoor eating/drinking areas, concert hall, and height exceeding district standards for The Cosmos.

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. With conditional use approval under this zoning designation, The Cosmos will comply with current zoning.

Access to the site is provided by East Washington Avenue, South Livingston Street 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 stepback.

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 façade, allow for the development of additional usable open space and accommodate an existing utility easement.

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 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 or screened and bike parking is shown dispersed through the site. 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.

- Providing 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>	801 East Washington Avenue
<u>Building Sq. Ft.:</u>	Approximately 161,750 sq. ft.
<u>Start Construction:</u>	Approximately February 2017
<u>Complete Construction:</u>	Approximately February 2018
<u>Type of Building:</u>	Commercial (retail, restaurant, office and concert venue)
<u>Land Area:</u>	Approximately 1.17 acres (51,123 sq. ft.)
<u>Vehicle Parking:</u>	Approximately 275 vehicle parking spaces to be provided in the parking ramp to be constructed by the City pursuant to a Development Agreement between the City, Gebhardt and American Family.
<u>Bicycle Parking:</u>	Approximately 226 bicycle spaces distributed throughout the site in traditional racks, vertical racks adjacent to the plaza area, shared racks with The Spark, and an interior bike room. The bicycle parking requirement is further reduced by the availability of public bicycle parking in the new parking ramp, the proximity of the site to a primary transit corridor, and different times of peak use for the concert venue.
<u>Site Access:</u>	East Washington Ave., South Livingston St., East Main St.
<u>Lot Coverage:</u>	43,454 sq. ft. (85.0%)
<u>Usable Open Space:</u>	7,669 sq. ft. (15.0%)
<u>Hours of Operation:</u>	Approximately 10:00 a.m.-10:00 p.m. Monday through Sunday (retail/restaurant) / approximately 7:00 a.m.-6:00 p.m. Monday through Friday (office) / approximately 5:00

p.m.-Midnight (concert venue), subject to variations based on tenant requirements or venue requirements.

Project Financial Information

Value of Land: The land is currently assessed as commercial exempt property.

Estimated Project Cost: Approximately \$12 million

Number of Construction & Full-time Equivalent Jobs on Site: Approximately 200 construction jobs and 200 full-time equivalent office, retail and restaurant jobs.

Public Subsidy Requested: None.

Urban Design District Standards

1. Building Height

- a. The proposed street level facade height of 4 stories/60 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/32 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 8 stories/116 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 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 an agreement with the City 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 primarily 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. The 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 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

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, Inc.
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
Waukegan, WI 53597
Project Representative: Roxanne Johnson
Phone : (608) 849-9378
Email: rjohnson@pe-wi.com

Landscape: VierbicherAssociates
999 Fourier Drive, Suite 201
Madison, WI 53717
Project Representative: Suzanne Vincent
Phone : (608) 826-0532
Email: svin@vierbicher.com

Land Use: Husch Blackwell LLP
33 East Main Street, Suite 300
Madison, WI 53703
Project Representative: Angela Black
Phone : (608) 255-4440
Email: angela.black@huschblackwell.com

We look forward to presenting these materials to you and seeking your approval of this proposal to revitalize and enhance this portion of the Capitol East District corridor.

Sincerely,



Otto C. Gebhardt, III

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



CITY OF MADISON LANDSCAPE WORKSHEET

Section 28.142 Madison General Ordinance

Project Location / Address 801 E Washington Ave

Name of Project The Cosmos

Owner / Contact Gebhardt Development (owner)/Suzanne Vincent, PLA (contact)

Contact Phone 608.821.3963 Contact Email svin@vierbicher.com

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

Applicability

The following standards apply to all exterior construction and development activity, including the expansion of existing buildings, structures and parking lots, except the construction of detached single-family and two-family dwellings and their accessory structures. The entire development site must be brought up to compliance with this section unless **all** of the following conditions apply, in which case only the affected areas need to be brought up to compliance:

- (a) The area of site disturbance is less than ten percent (10%) of the entire development site during any ten-(10) year period.
- (b) Gross floor area is only increased by ten percent (10%) during any ten-(10) year period.
- (c) No demolition of a principal building is involved.
- (d) Any displaced landscaping elements must be replaced on the site and shown on a revised landscaping plan.

Landscape Calculations and Distribution

Required landscaped areas shall be calculated based upon the total developed area of the property. Developed area is defined as that area within a single contiguous boundary which is made up of structures, parking, driveways and docking/loading facilities, but excluding the area of any building footprint at grade, land designated for open space uses such as athletic fields, and undeveloped land area on the same zoning lot. There are three methods for calculating landscape points depending on the size of the lot and Zoning District.

- (a) For all lots except those described in (b) and (c) below, five (5) landscape points shall be provided for each three hundred (300) square feet of developed area.

Total square footage of developed area 15,273 sf

Total landscape points required 255

- (b) **For lots larger than five (5) acres**, points shall be provided at five (5) points per three hundred (300) square feet for the first five (5) developed acres, and one (1) point per one hundred (100) square feet for all additional acres.

Total square footage of developed area _____

Five (5) acres = 217,800 square feet

First five (5) developed acres = 3,630 points

Remainder of developed area _____

Total landscape points required _____

- (c) **For the Industrial – Limited (IL) and Industrial – General (IG) districts**, one (1) point shall be provided per one hundred (100) square feet of developed area.

Total square footage of developed area _____

Total landscape points required _____

Tabulation of Points and Credits

Use the table to indicate the quantity and points for all existing and proposed landscape elements.

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 measured diameter at breast height (dbh)	35	2	70	12	420
Tall evergreen tree (i.e. pine, spruce)	5-6 feet tall	35				
Ornamental tree	1 1/2 inch caliper	15			3	45
Upright evergreen shrub (i.e. arborvitae)	3-4 feet tall	10				
Shrub, deciduous	#3 gallon container size, Min. 12”-24”	3			25	75
Shrub, evergreen	#3 gallon container size, Min. 12”-24”	4			28	112
Ornamental grasses/ perennials	#1 gallon container size, Min. 8”-18”	2			37	74
Ornamental/ decorative fencing or wall	n/a	4 per 10 lineal ft.			70 LF	28
Existing significant specimen tree	Minimum size: 2 ½ inch caliper dbh. *Trees must be within developed area and cannot comprise more than 30% of total required points.	14 per caliper inch dbh. Maximum points per tree: 200				
Landscape furniture for public seating and/or transit connections	* Furniture must be within developed area, publically accessible, and cannot comprise more than 5% of total required points.	5 points per “seat”			16	80
Sub Totals				70		834

Total Number of Points Provided 904

* As determined by ANSI, ANLA- American standards for nursery stock. For each size, minimum plant sizes shall conform to the specifications as stated in the current American Standard for Nursery Stock.