

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 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.

The Cosmos Project is being developed by Gebhardt simultaneously with The Spark at 819 East Washington Avenue, to be constructed and owned by American Family Insurance. Land Use and Design Review applications for The Spark are being submitted concurrently with this submittal.

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, and 2 stories / approximately 40,025 square feet for an entertainment venue on South Livingston Street. Additionally, the project could be expanded to include an additional 4 stories / approximately 40,000-60,000 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. 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 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.

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- 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

Location:

801 East Washington Avenue

Building Sq. Ft.:

Approximately 96,925 sq. ft.

Start Construction:

Approximately January 2017

Complete Construction:

Approximately January 2018

Type of Building:

Commercial (retail, restaurant, office and concert venue)

<u>Land Area:</u>

Approximately 1.17 acres (51,123 sq. ft.)

Vehicle Parking:

Approximately 175 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.

Bicycle Parking:

Approximately 83 bicycle spaces on site, with an additional 50 shared parking spaces provided by The Spark project. 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.

Site Access:

East Washington Ave., South Livingston St., East Main St.

Lot Coverage:

48,874 sq. ft. (95.6%)

<u>Usable Open Space:</u>

2,249 sq. ft. (4.4%)

Hours of Operation:

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 4 stories/60 feet (with a potential future expansion of up to 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 stepbacks on East Washington Avenue, East Main Street and South Livingston Street exceed the District minimum requirement of 15 feet.

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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. 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.

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8. Materials and Colors

- a. High-quality, durable, low-maintenance exterior building materials will be used including brick, cementitous 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 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

Waunakee, WI 53597

Project Representative: Roxanne Johnson

6

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





STRANG, INC. 6411 MINERAL POINT ROAD MADISON, WI 53705-4395



THE COSMOS

CONSTRUCTION **PROJECT**

CHECKED RG 10-12-2016 PROJECT NO.

SCHEMATIC DESIGN

NOT FOR

PROJECT TITLE

GEBHARDT DEVELOPMENT -THE COSMOS **PROJECT**









FIELD



GALAXIE DEVELOPMENT







SITE PHOTOS

eug

eppstein uhen : architects

Milwaukee, Wiscon telephone 414.271. madison 309 West Johnson Stree

STRANG

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



330 West Lakeside Street Madison, WI 53715 608 . 358 . 6344



818 N Meadowbrook Ln Waunakee, WI 53597 (608) 849-9378

PROJECT INFORMATION

COSMOS -THE SPARK PROJECTS

800 E WASHINGTON AVE MADISON, WI





ISSUANCE AND REVISIONS

UDC Submittal

DATE DESCRIPTION

SHEET INFORMATION

PROGRESS DOCUMENTS
NOT FOR CONSTRUCTION
These documents reflect progress and linker and may
be subject to change, including additional detail. These
are not find understand node purels and should not be

PROJECT MANAGER

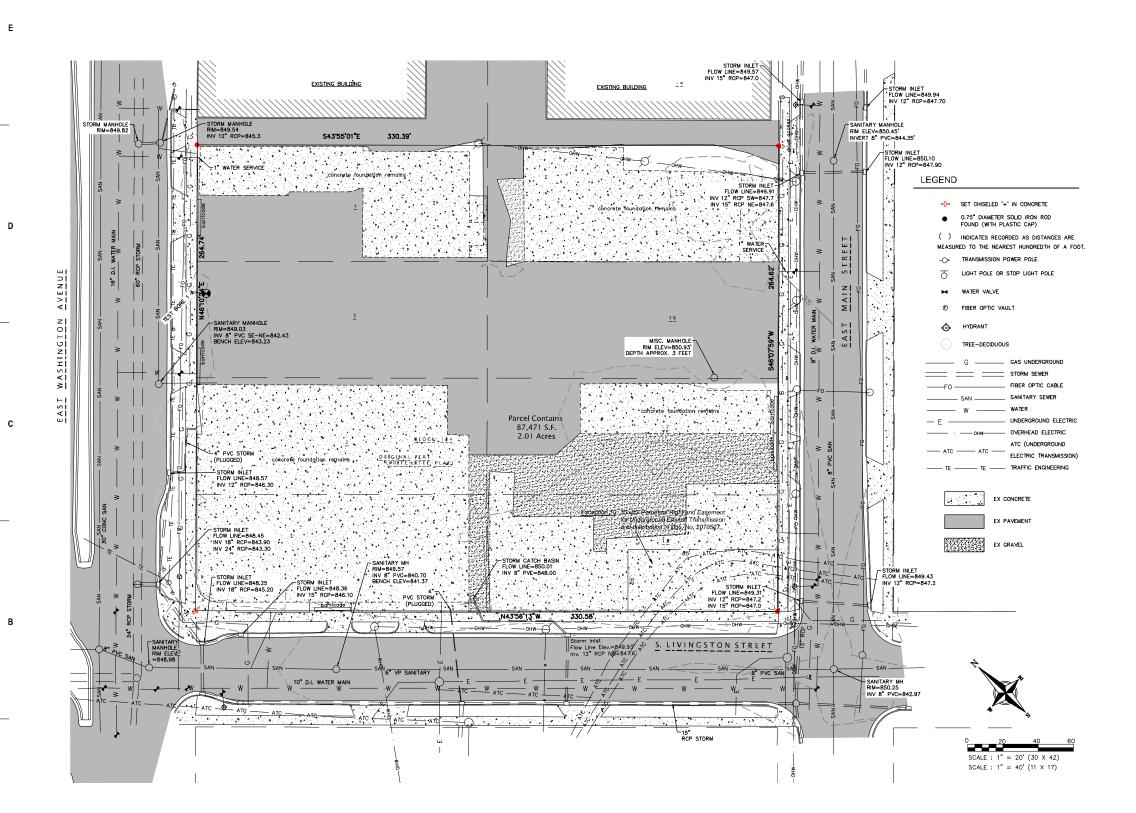
PROJECT NUMBER

 PROJECT NUMBER
 1249

 DATE
 10-12-16

EXISTING CONDITIONS

C100





eppstein uhen : architects



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330 West Lakeside Street Madison, WI 53715 608 . 358 . 6344



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PROJECT INFORMATION

COSMOS -THE SPARK PROJECTS

800 E WASHINGTON AVE MADISON, WI





ISSUANCE AND REVISIONS

UDC Submittal

DATE DESCRIPTION

SHEET INFORMATION

PROGRESS DOCUMENTS NOT FOR CONSTRUCTION

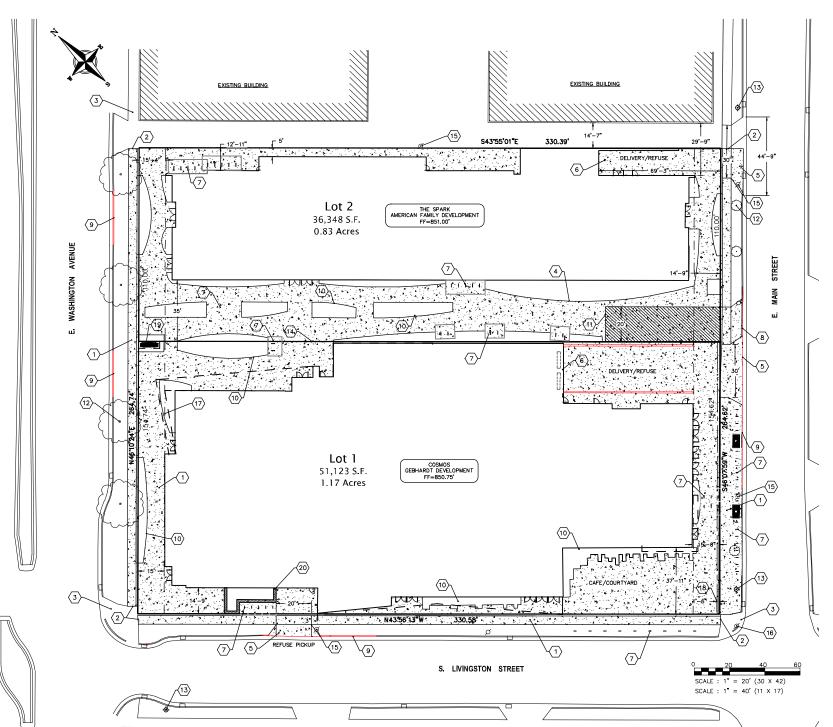
PROJECT MANAGER PROJECT NUMBER

10-12-16 DATE

SITE PLAN

C200

1249



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PLAN KEY

- 1 CONCRETE SIDEWALK, TYP.
- 2 MATCH EXISTING SIDEWALK, TYP.
- $\begin{picture}(40,0) \put(0,0){\line(0,0){10}} \put(0,0$
- 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
- EXISTING DRIVEWAY TO BE ABANDONED IN ACCORDANCE WITH CITY STANDARDS W/ CURB REPLACED & TERRACE RESTORED
- (11) FIRE LANE
- (12) EX TREE, TYP.
- 13 EXISTING FIRE HYDRANT
- 14 PROPOSED LOT LINE
- EXISTING POWER POLE TO BE REMOVED, TYP.
- 16 EXISTING STREET LIGHT ON POWER POLE TO BE REMOVED
- 17 15' BUILDING SETBACK
- PROPOSED 1'-6" WIDE PUBLIC SIDEWALK EASEMENT
- 19 MONUMENT SIGN
- 20 LANDSCAPE PLANTER, SEE LANDSCAPE PLAN

PAVEMENT KEY





SITE INFORMATION

SITE ADDRESS: 800 EAST WASHINGTON AVENUE SITE ACREAGE TOTAL:

LOT 1: 51,123 SQ. FT. (1.17 ACRES)

LOT 2: 36,348 SQ. FT. (0.83 ACRES)

LOT COVERAGE:

LOT 1: 48,874 SQ. FT. (96% IMPERVIOUS)

LOT 2: 32,205 SQ. FT. (89% IMPERVIOUS)



eppstein uhen : architects



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PROJECT INFORMATION

COSMOS -THE SPARK **PROJECTS**

EXISTING CONTOUR PROPOSED CONTOUR

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

800 E WASHINGTON AVE MADISON, WI





ISSUANCE AND REVISIONS

UDC Submittal

DATE DESCRIPTION

SHEET INFORMATION

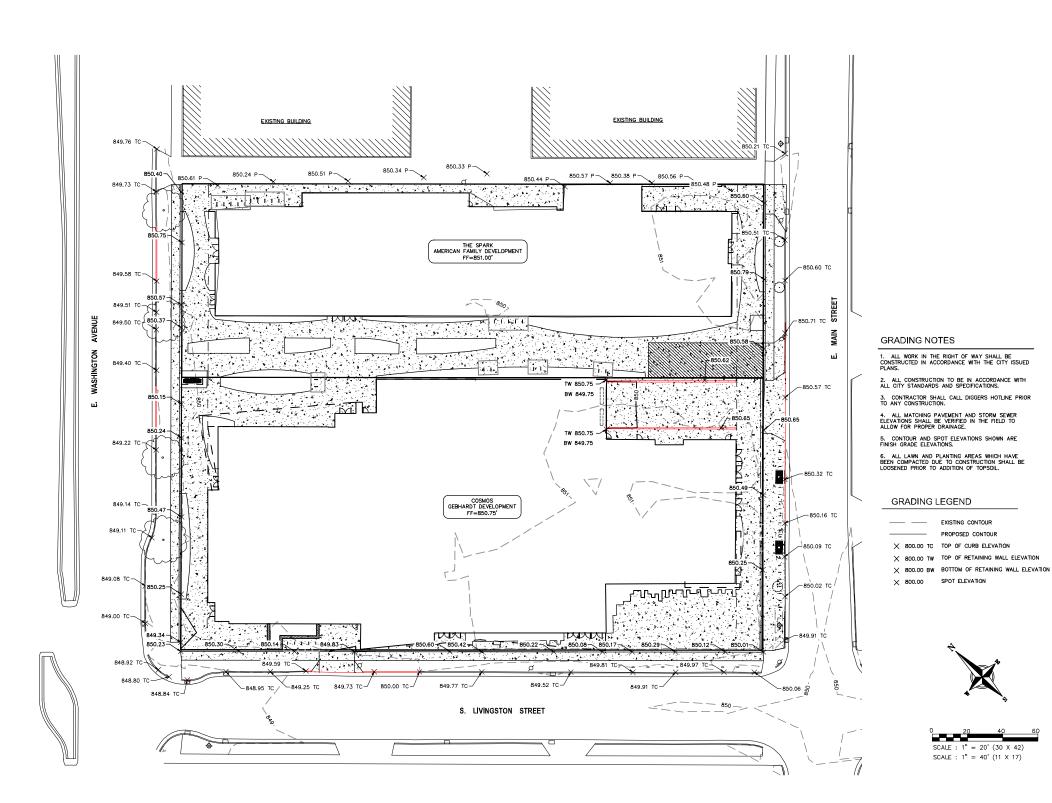
PROGRESS DOCUMENTS NOT FOR CONSTRUCTION

PROJECT MANAGER PROJECT NUMBER 1249

DATE 10-12-16

GRADING PLAN

C300



Е

С

eppstein uhen : architects



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330 West Lakeside Street Madison, WI 53715 608 . 358 . 6344

PROFESSIONAL

818 N Meadowbrook Ln Waunakee, WI 53597 (608) 849-9378

PROJECT INFORMATION

COSMOS -THE SPARK PROJECTS

800 E WASHINGTON AVE MADISON, WI





ISSUANCE AND REVISIONS

UDC Submittal

DATE DESCRIPTION

SHEET INFORMATION

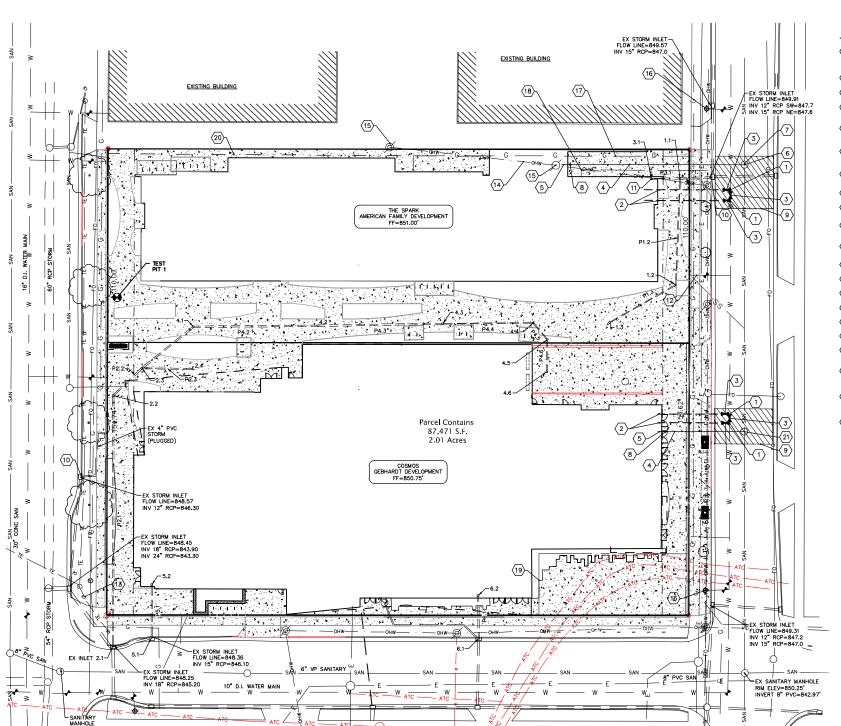
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PROJECT MANAGER PROJECT NUMBER 1249

DATE

UTILITY PLAN

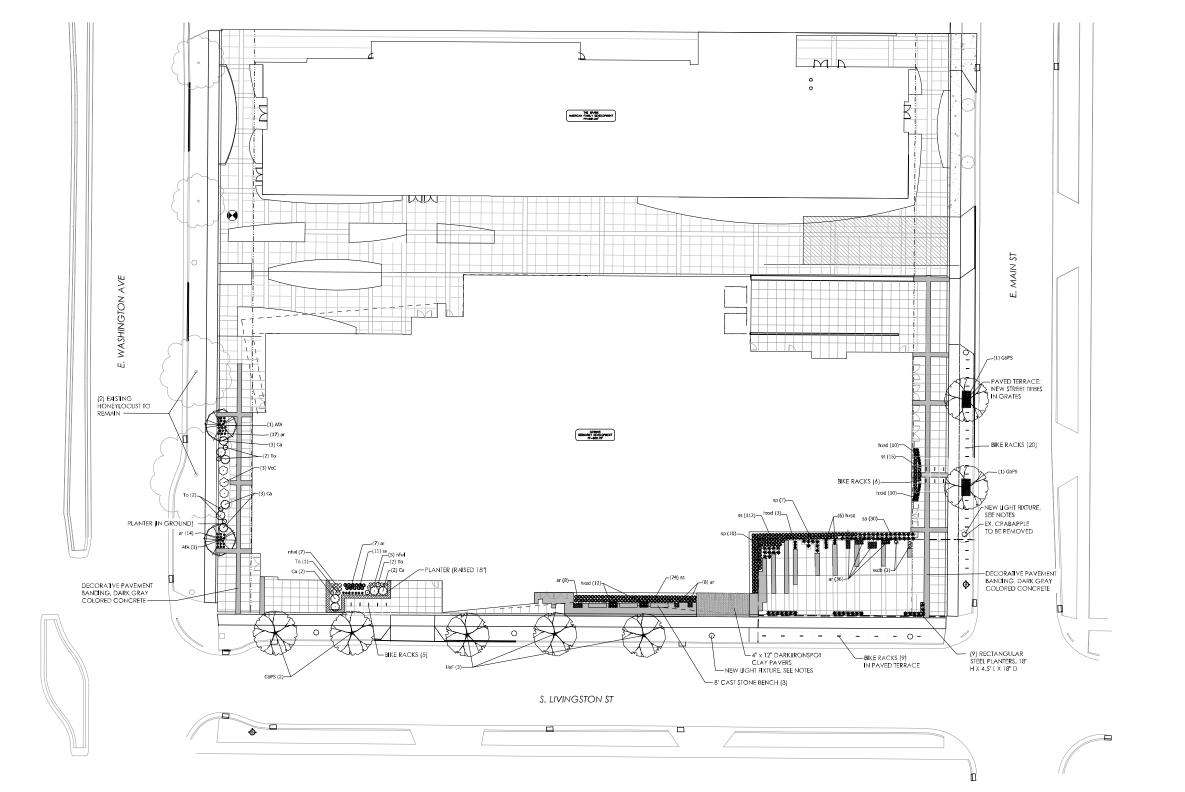
C400



Ε

PLAN KEY

- CONNECT TO EXISTING WATER MAIN WITH 8"X8"X8" CUT—IN TEE. COORDINATE INSTALLATION WITH MADISON WATER UTILITY
- 3 8" VALVE
- 4 8" SANITARY LATERAL @ 0.52% MIN. SLOPE
- 8" SANITARY INV=845.00". EXTEND 5 FEET INTO BUILDING
- EX SANITARY MANHOLE RIM=850.45 INVERT=844.35
- 7) FIELD CORE CONNECTION TO EXISTING MANHOLE & USE CORE-N-SEAL BOOT PER CITY STANDARDS
- 8 SEE PLUMBING PLANS FOR CLEAN OUT LOCATION
- 9 UTILITY PATCH PER CITY REQUIREMENTS
- CONNECT TO EXISTING STORM SEWER INLET PER CITY STANDARDS
- 12 EXISTING 1" WATER SERVICE TO BE ABANDONED
- (13) EXISTING LIGHT POLE
- 14 EXISTING OVERHEAD ELECTRICAL TO BE RELOCATED
- 15 EXISTING POWER POLE TO BE REMOVED
- 16 EXISTING HYDRANT
- GAS SERVICE, COORDINATE LOCATION WITH MG&E
- 18 ELECTRIC SERVICE, COORDINATE LOCATION WITH MG&E
- EXCEPTION 10: 35'X85' PERPETUAL RIGHT AND EASEMENT FOR UNDERGROUND ELECTRIC TRANSMISSION AND DISTRIBUTION IN DOC. NO. 2070527.
- 4" FIBER/COPPER CONDUIT SERVICE, COORDINATE LOCATION WITH AT&T
- SANITARY MANHOLE
 RIM=850.53
 INVERT=843.63



GENERAL NOTES:

1. A NAL STREET TREE SPECIES SELECTION AND PLACEMENT TO BE DETERMINED IN COORDINATION WITH CITY FORESTER.

2. NEW STREET IGHTING TO MATCH ESTABUSHED CITY DESIGN. FINAL LIGHT GUANTILES AND PLACEMENT TO BE DETERMINED BY CITY PUBLIC WORKS STAFF.

3. SITE PANNING TO BE STANDARD COLOR, BROOM FINSHED CONCRETE UNLESS OTHERWISE SPECIFIED.

PLANT SCHEDULE

BOTANICAL NAME / COMMON NAME
Cotoneaster adiculatus / Cranberry Cotoneaster 3 gal
Mburnum carlesii 'Compactum' / Korean Sploe Viburnum 3 gal

 EVERGREEN SHRUBS
 BOTANICAL NAME / COMMON NAME
 SIZE
 FIELD2
 QTY

 To
 Thuja occidentalis "Darica" TM / Darica Globe Cedar
 5 ga
 7

ANNUALS/PERENNIALS





ARCHITECTURE ENGINEERING INTERIOR DESIGN

STRANG, INC. 6411 MINERAL POINT ROAD MADISON, WI 53705-4395

SCHEMATIC DESIGN **NOT FOR** CONSTRUCTION

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DRAWING SET	8
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CHECKED	F
DATE	10-12-20
PROJECT NO.	20160
PROJECT TITLE	

GEBHARDT DEVELOPMENT -THE COSMOS **PROJECT**

E. WASHINGTON AVENUE MADISON, WISCONSIN 53703

SHEET NAME

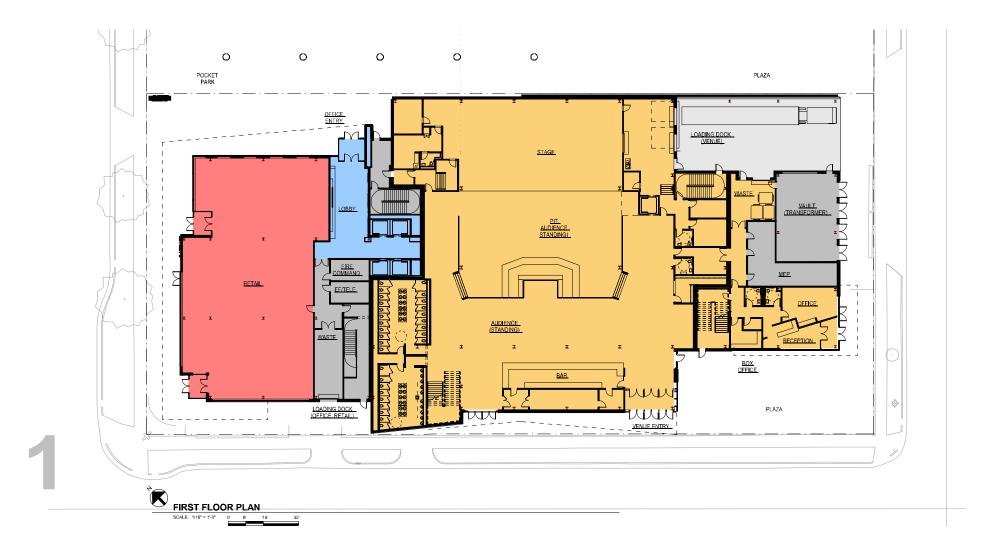
LANDSCAPE PLAN





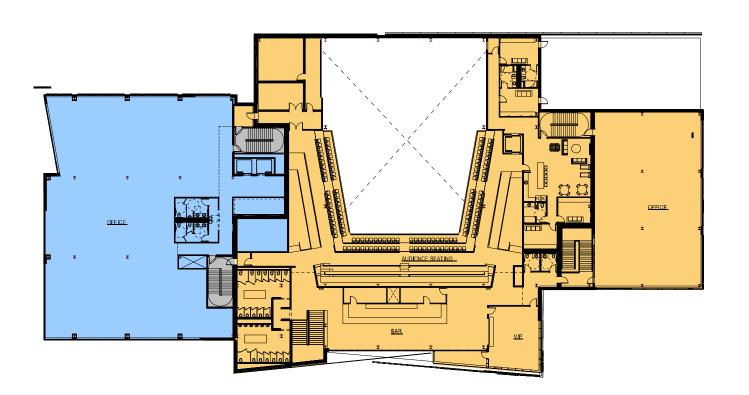
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PROJECT TITLE

LEGEND

COSMOS CORE/SHELL

FRANK PRODUCTIONS CORE/SHELL

SHARED SPACES (EXIT STAIRS, MECHANICAL SPACE)

GEBHARDT DEVELOPMENT -THE COSMOS PROJECT

801 E. WASHINGTON AVENUE MADISON, WISCONSIN 53703

SHEET NAME

FLOOR PLANS

SHEET NO.

SECOND FLOOR PLAN

SECOND FLOOR PLAN

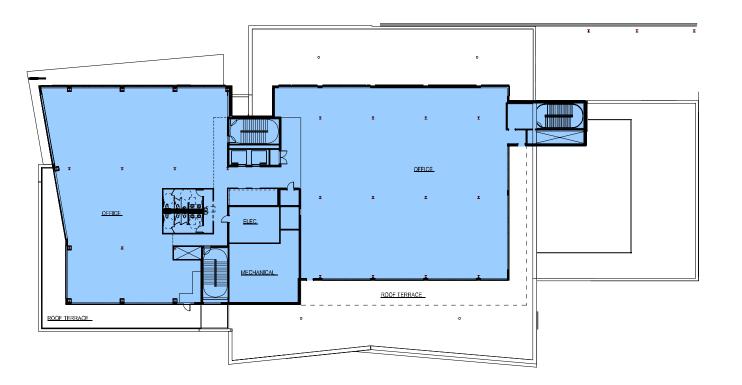
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LEGEND COSMOS CORE/SHELL FRANK PRODUCTIONS CORE/SHELL SHARED SPACES (EXIT STAIRS, MECHANICAL SPACE)

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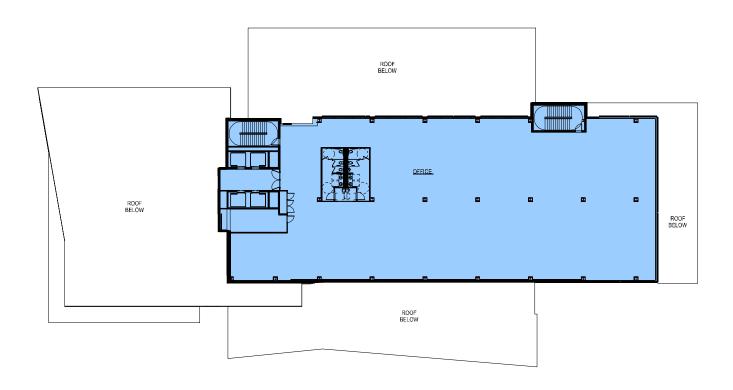
GEBHARDT DEVELOPMENT -THE COSMOS PROJECT

801 E. WASHINGTON AVENUE MADISON, WISCONSIN 53703

SHEET NAME

FLOOR PLANS







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PROJECT TITLE

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COSMOS CORE/SHELL

FRANK PRODUCTIONS CORE/SHELL

SHARED SPACES (EXIT STAIRS, MECHANICAL SPACE)

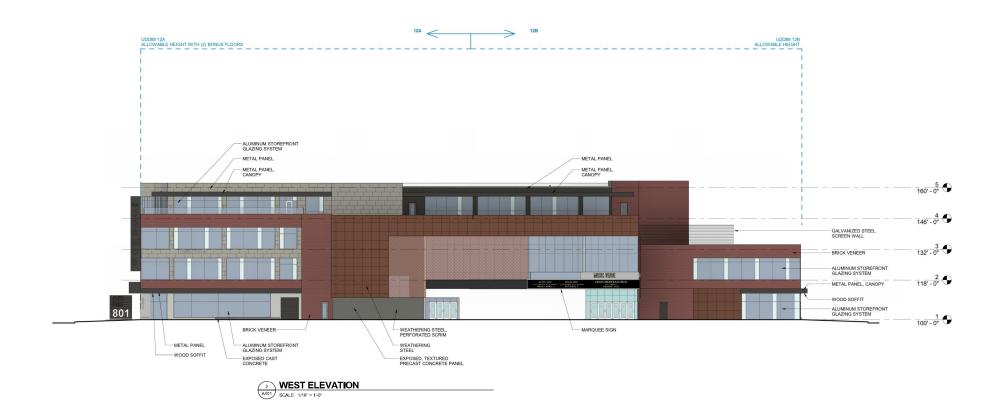
GEBHARDT DEVELOPMENT -THE COSMOS PROJECT

SHEET NAME

FLOOR PLANS









STRANG, INC. 6411 MINERAL POINT ROAD MADISON, WI 53705-4395

LEGEND



BRICK VENEER



METAL PANEL 1



PRECAST CONCRETE (TEXTURED FINISH)

METAL PANEL 2



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GEBHARDT

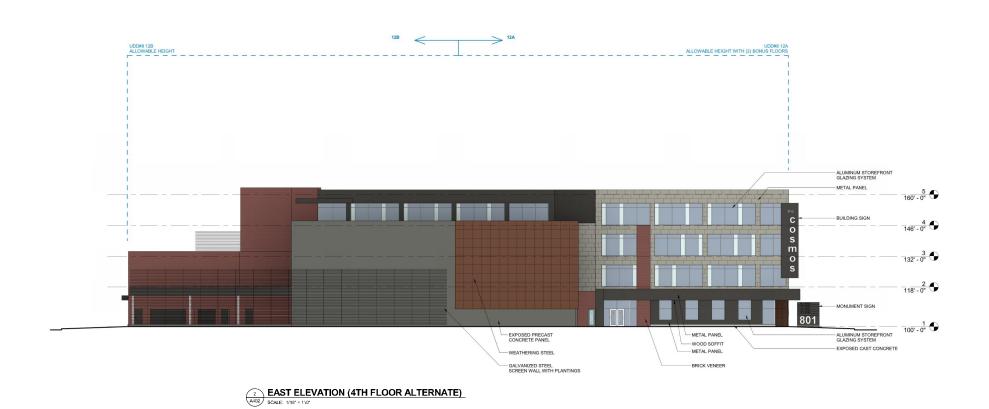
DEVELOPMENT-THE COSMOS **PROJECT**

SHEET NAME

EXTERIOR ELEVATIONS



SOUTH ELEVATION (4TH FLOOR ALTERNATE)





ARCHITECTURE ENGINEERING INTERIOR DESIGN

STRANG, INC. 6411 MINERAL POINT ROAD MADISON, WI 53705-4395

LEGEND



BRICK VENEER



METAL PANEL 1



METAL PANEL 2







WOOD PANEL

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PROJECT NO.	2016090
PROJECT TITLE	

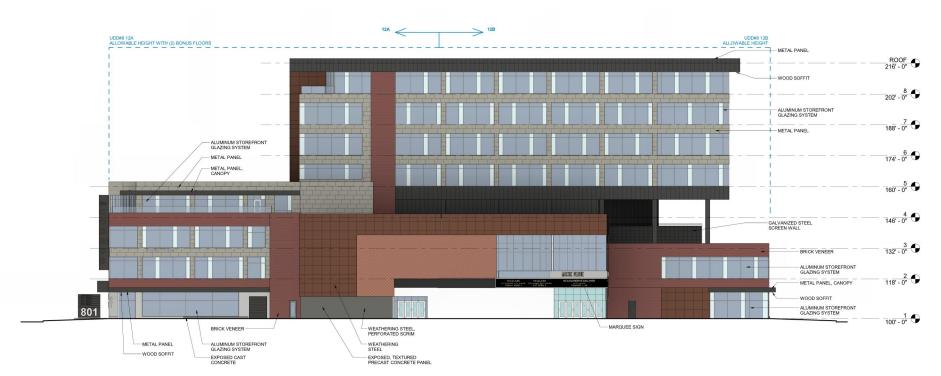
GEBHARDT DEVELOPMENT -THE COSMOS **PROJECT**

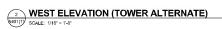
SHEET NAME

EXTERIOR ELEVATIONS











STRANG, INC. 6411 MINERAL POINT ROAD MADISON, WI 53705-4395

SCHEMATIC DESIGN

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PROJECT TITLE

GEBHARDT

DEVELOPMENT -THE COSMOS PROJECT

DRAWN CHECKED

DATE

LEGEND







WEATHERING STEEL

PRECAST CONCRETE (TEXTURED FINISH)



METAL PANEL 1



METAL PANEL 2

(TEXTURED FINISH)

801 E. WASHINGTON AT MADISON, WISCONSIN

SHEET NAME

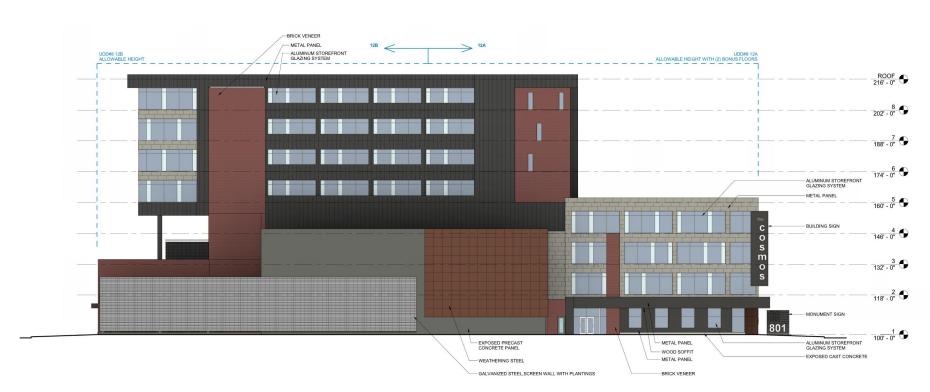
EXTERIOR ELEVATIONS (TOWER ALTERNATE)

SHEET NO.

A401(T)



SOUTH ELEVATION (TOWER ALTERNATE) OCALE: 1/16" - 1-40"







ARCHITECTURE ENGINEERING INTERIOR DESIGN

STRANG, INC. 6411 MINERAL POINT ROAD MADISON, WI 53705-4395

LEGEND



BRICK VENEER



METAL PANEL 1

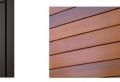




WEATHERING STEEL



PRECAST CONCRETE (TEXTURED FINISH)



DESIGN NOT FOR

SCHEMATIC

CONSTRUCTION

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DATE	10-12-2016
PROJECT NO.	2016090
PROJECT TITLE	

GEBHARDT DEVELOPMENT -THE COSMOS PROJECT

801 E. WASHINGTON AVENUE MADISON, WISCONSIN 53703

SHEET NAME

EXTERIOR ELEVATIONS (TOWER ALTERNATE)

SHEET NO.

A402(T)









STRANG, INC. 6411 MINERAL POINT ROAD MADISON, WI 53705-4395



PROJECT TITLE

GEBHARDT DEVELOPMENT -COSMOS PROJECT

EXTERIOR VIEWS







STRANG, INC. 6411 MINERAL POINT ROAD MADISON, WI 53705-4395

PROJECT TITLE

GEBHARDT DEVELOPMENT -COSMOS PROJECT

SHEET NAME

EXTERIOR VIEWS (NO TOWER OPTION)

DAYTIME



VIEW FROM NORTHWEST



VIFW FROM SOUTH



VIEW FROM NORTH



VIEW FROM PLAZA

EVENING



VIEW FROM NORTHWEST



IFW FROM SOUTH



VIEW FROM NORTH



ARCHITECTURE ENGINEERING INTERIOR DESIGN

STRANG, INC. 6411 MINERAL POINT ROAD MADISON, WI 53705-4395

PROJECT TITLE

GEBHARDT DEVELOPMENT -COSMOS PROJECT

SHEET NAME

VENUE ENIRONMENTAL GRAPHICS