



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 setback.

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.

- 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 96,925 sq. ft.
<u>Start Construction:</u>	Approximately January 2017
<u>Complete Construction:</u>	Approximately January 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 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.
<u>Bicycle Parking:</u>	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.
<u>Site Access:</u>	East Washington Ave., South Livingston St., East Main St.
<u>Lot Coverage:</u>	48,874 sq. ft. (95.6%)
<u>Usable Open Space:</u>	2,249 sq. ft. (4.4%)
<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 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.

#### **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.

## 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***

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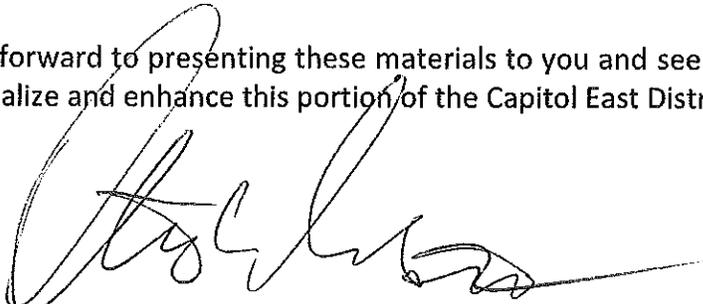
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We look forward to presenting these materials to you and seeking your approval of this proposal to revitalize and enhance this portion of the Capitol East District corridor.

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