



GARDNER BAKING CO.

# BAKERS PLACE

## UDC Submission

849 E WASHINGTON AVE, MADISON WI  
**MGA** | MICHAEL GREEN ARCHITECTURE

**AY**  
ANGUS-YOUNG  
ARCHITECTS/ENGINEERS



THE  
NEUTRAL PROJECT

**MGA**  
KATERRA DESIGN PARTNER

# SITE ANALYSIS

REGION

EXISTING AND NATURAL FEATURES

ZONING INFORMATION





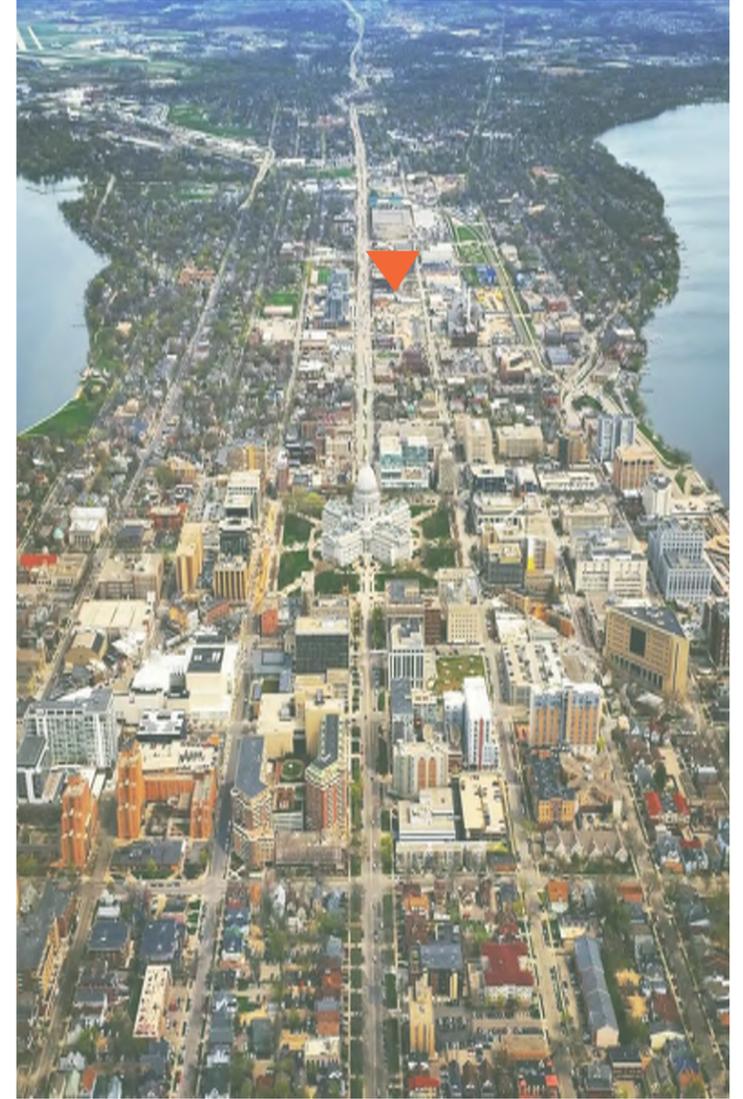
**State Capital**



**Lakes**



**Brick/Warehouse**

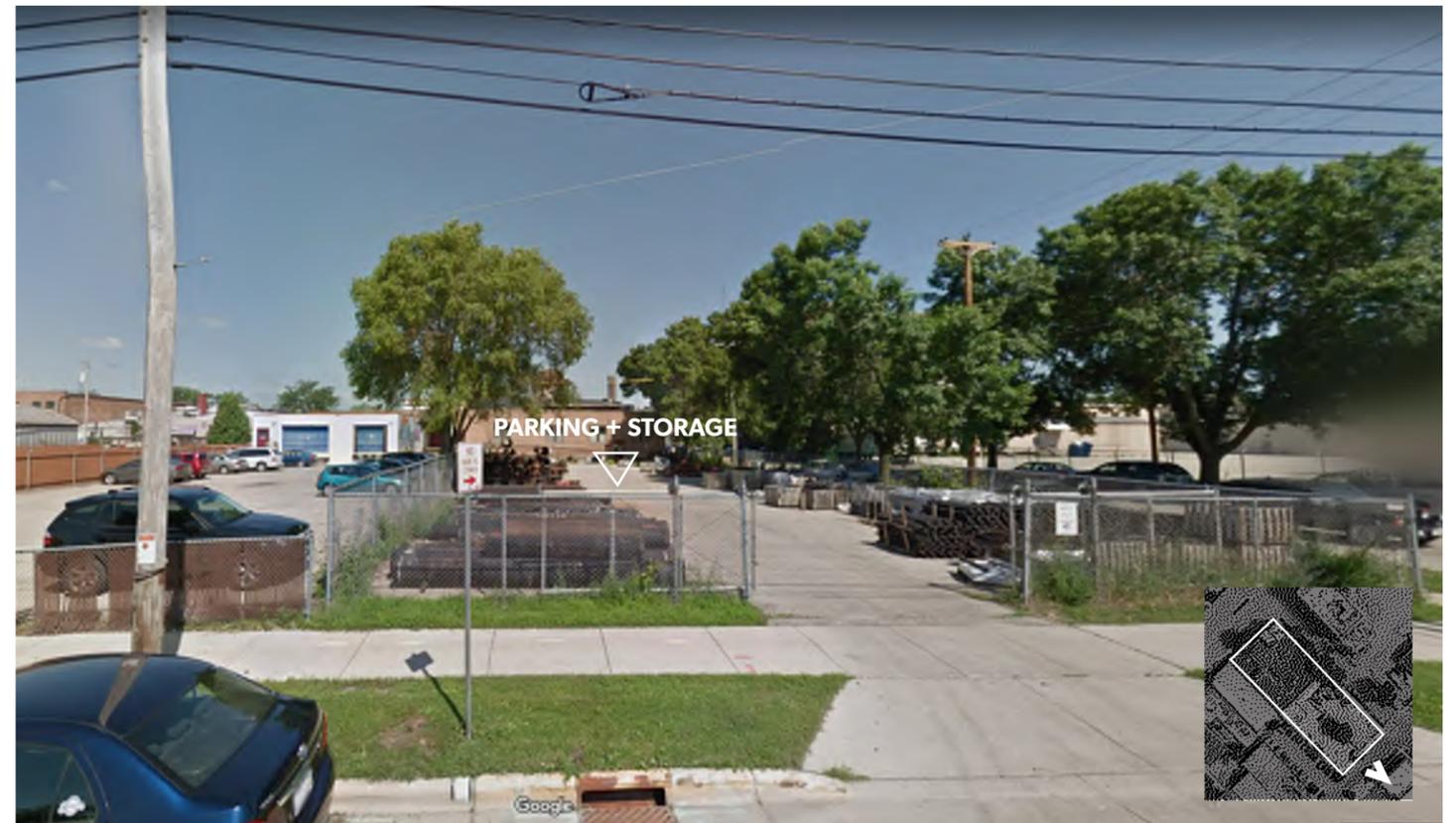


**Isthmus**

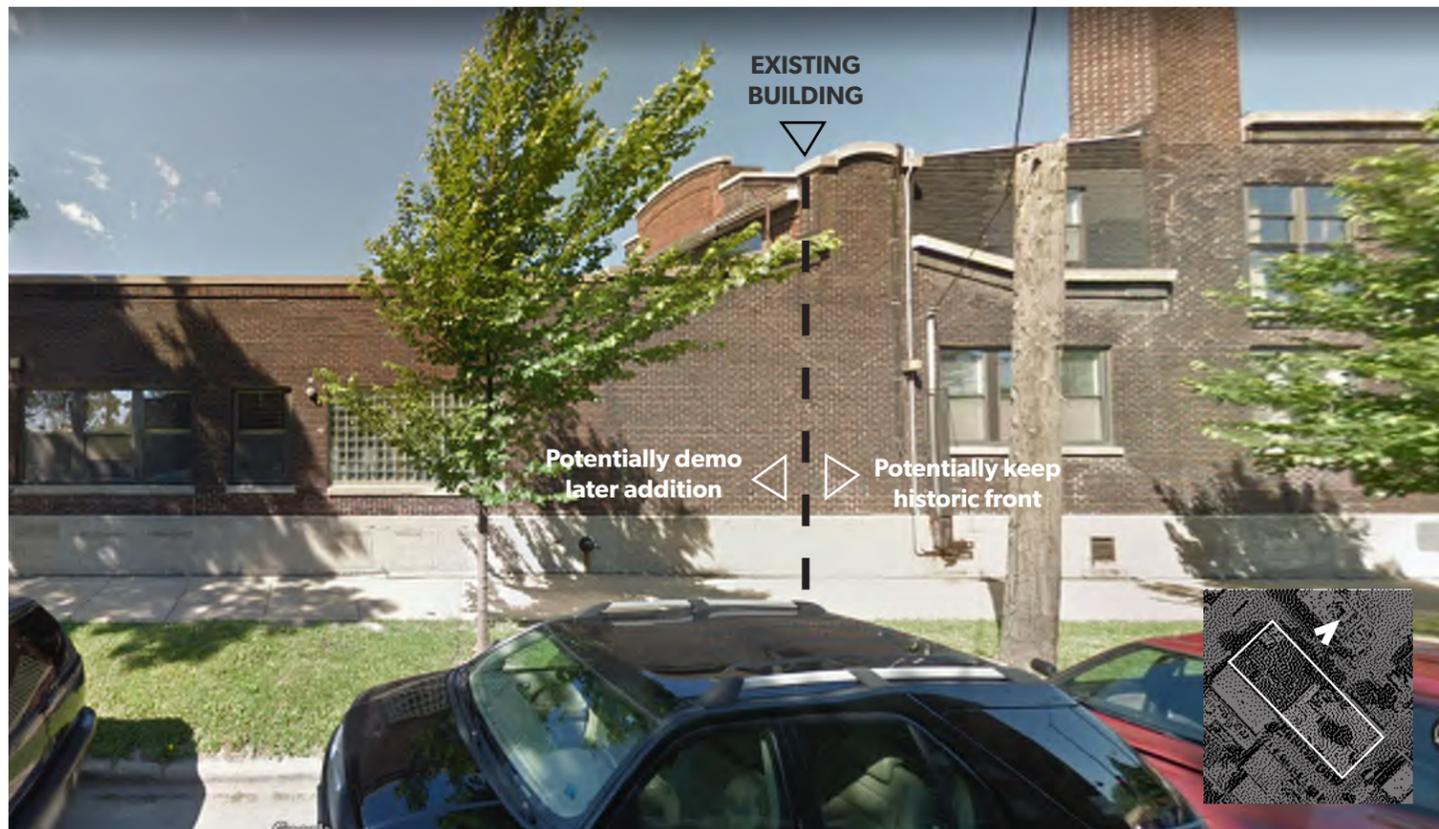




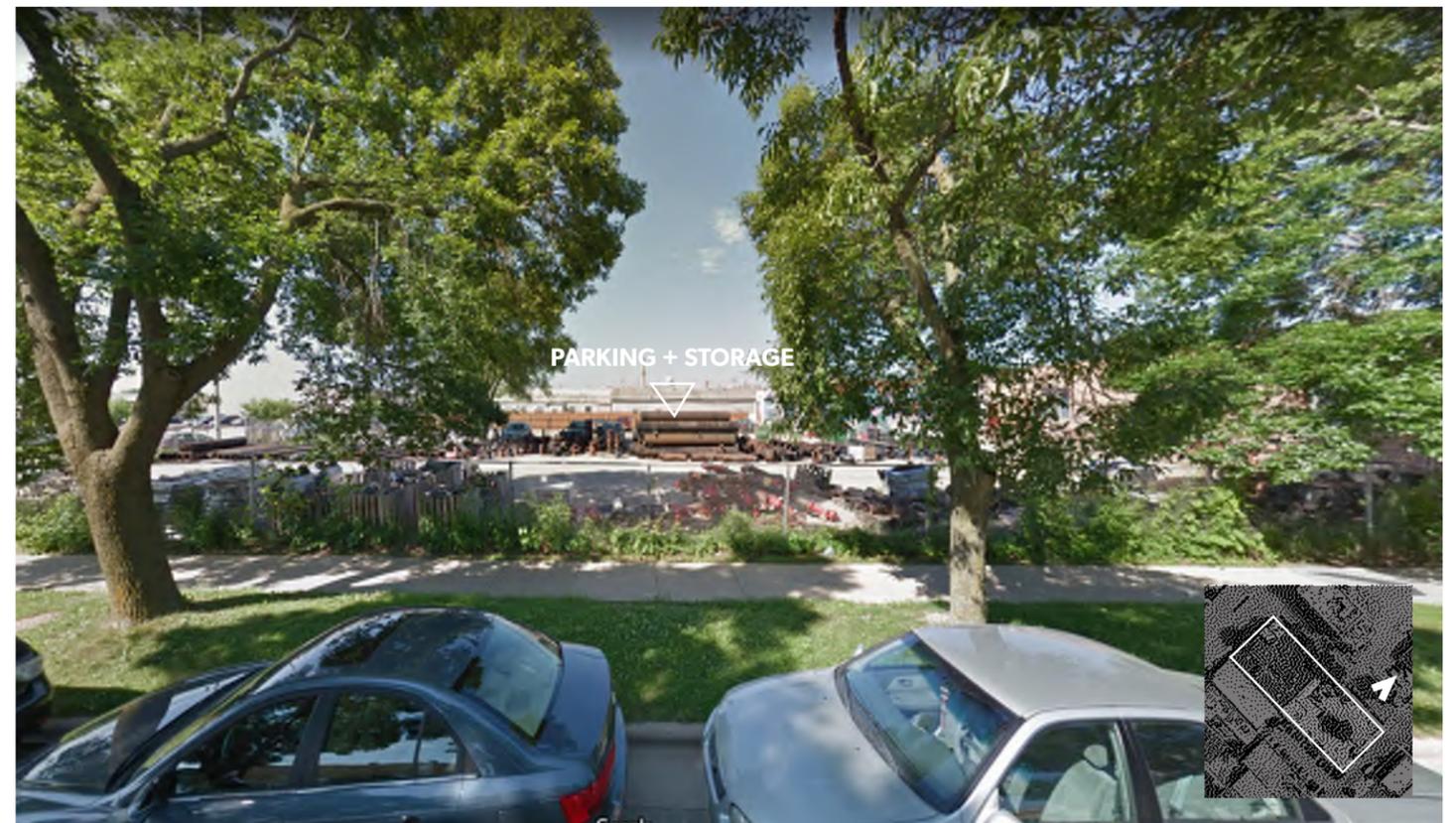
VIEW FROM E WASHINGTON AVE LOOKING SOUTH EAST



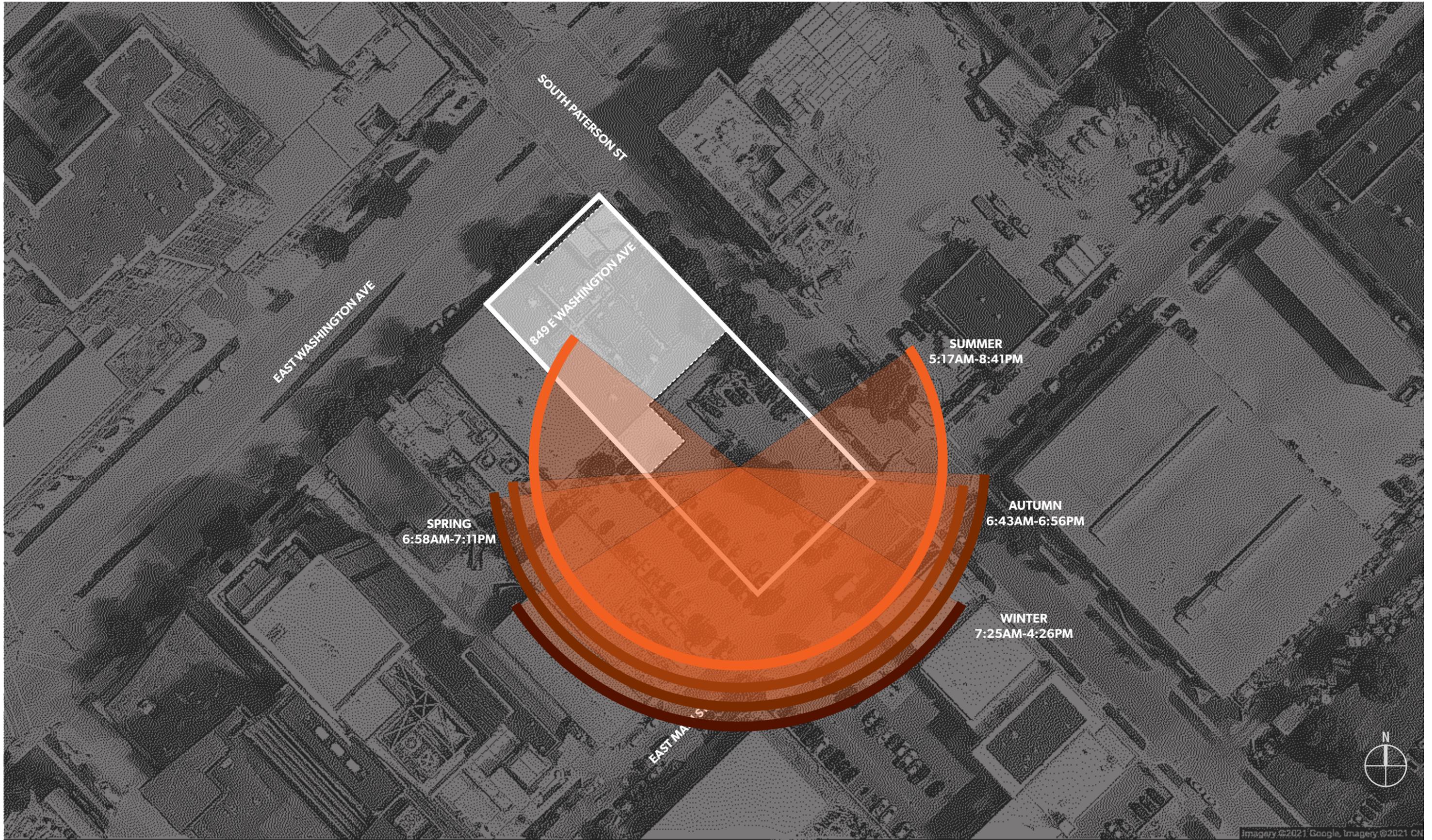
VIEW FROM E MAIN ST LOOKING NORTH WEST

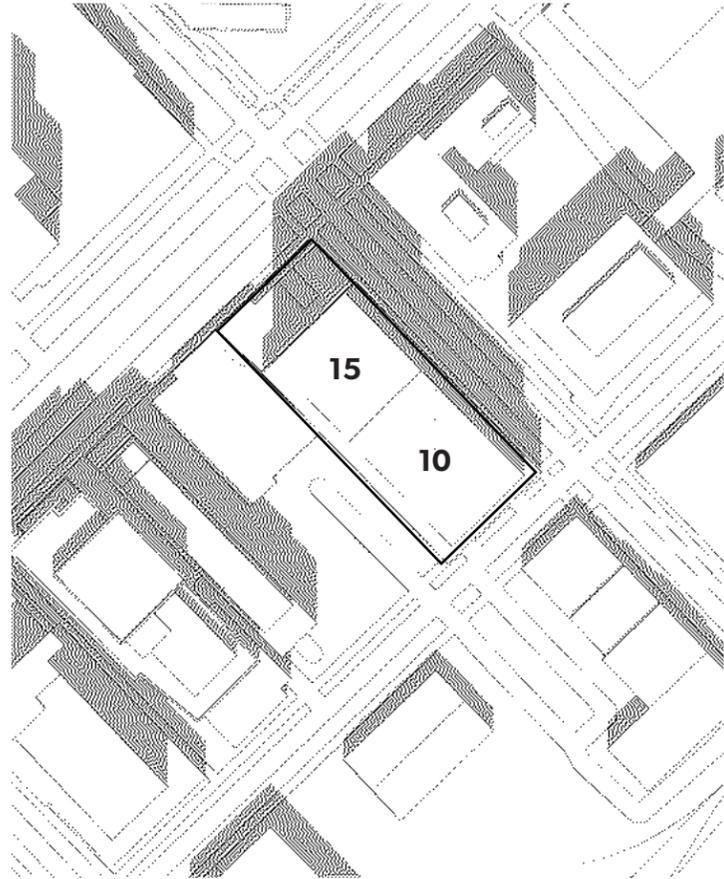


VIEW FROM S PATERSON ST LOOKING SOUTH WEST

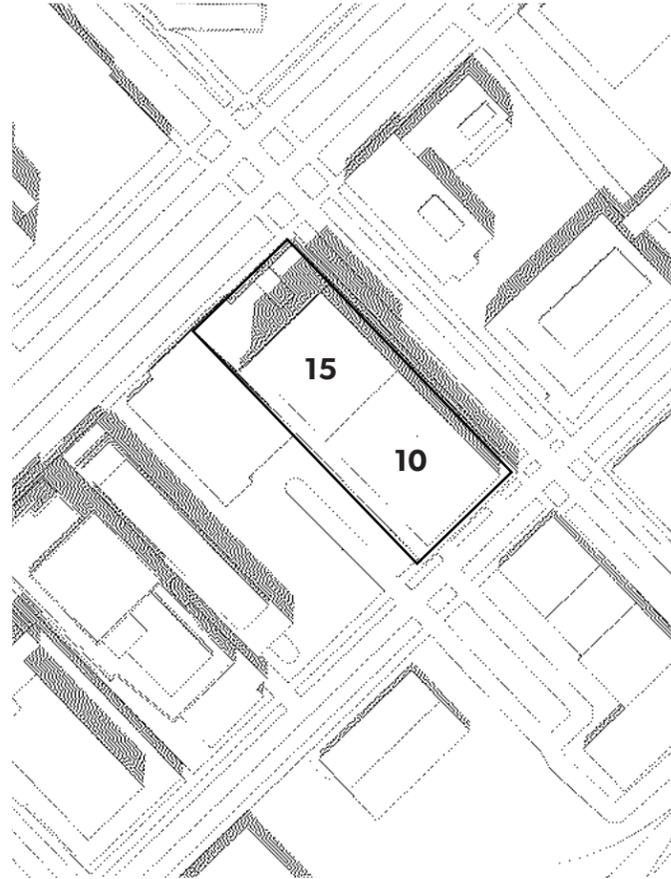


VIEW FROM S PATERSON ST LOOKING SOUTH WEST

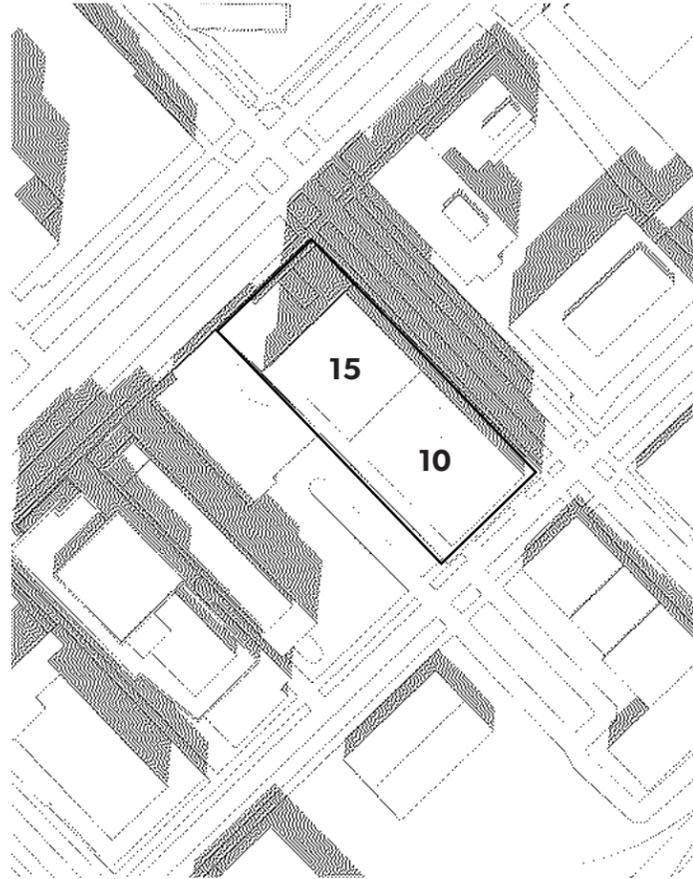




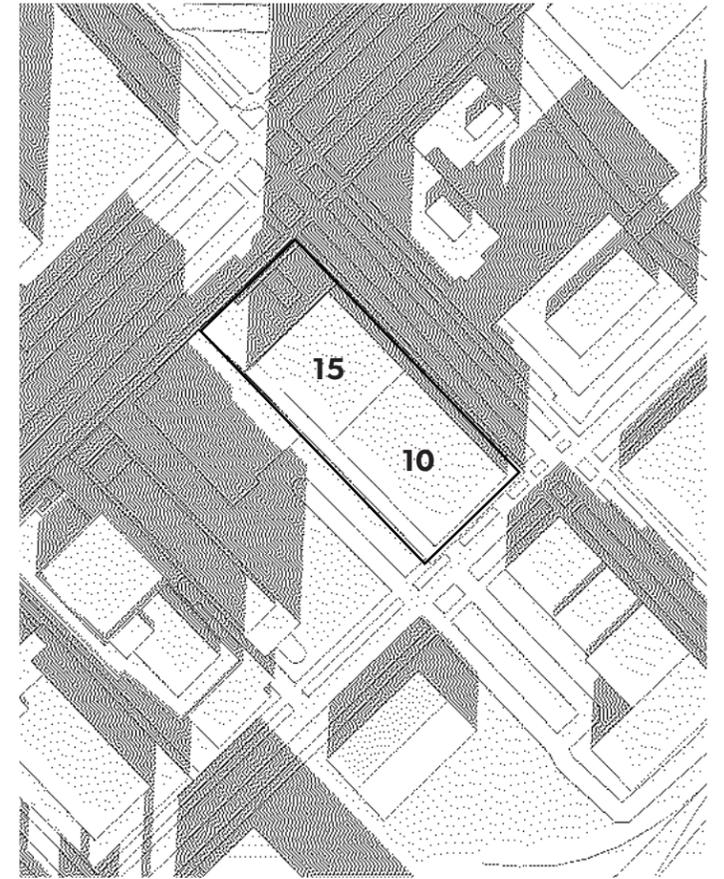
**MARCH 21**  
12:00 PM



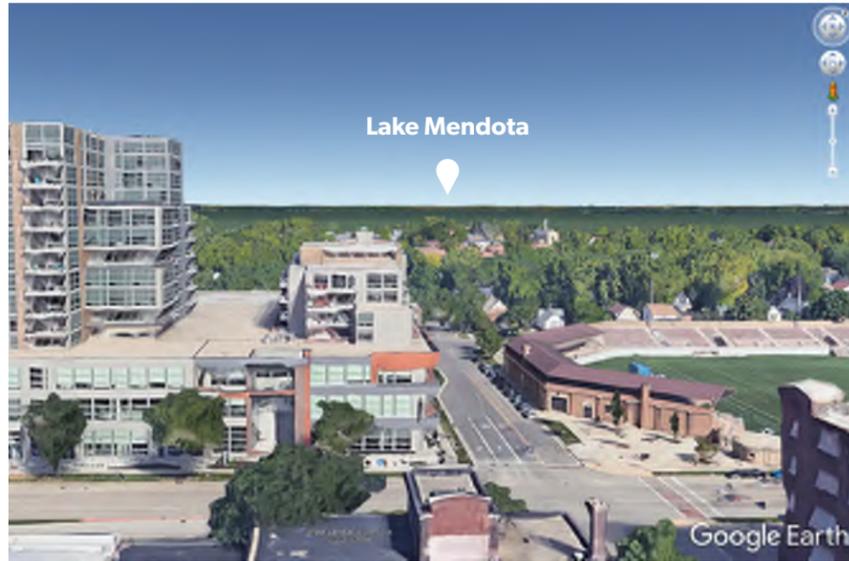
**JUNE 22**  
12:00 PM



**SEPTEMBER 23**  
12:00 PM



**DECEMBER 22**  
12:00 PM

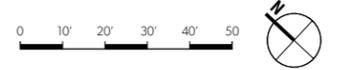
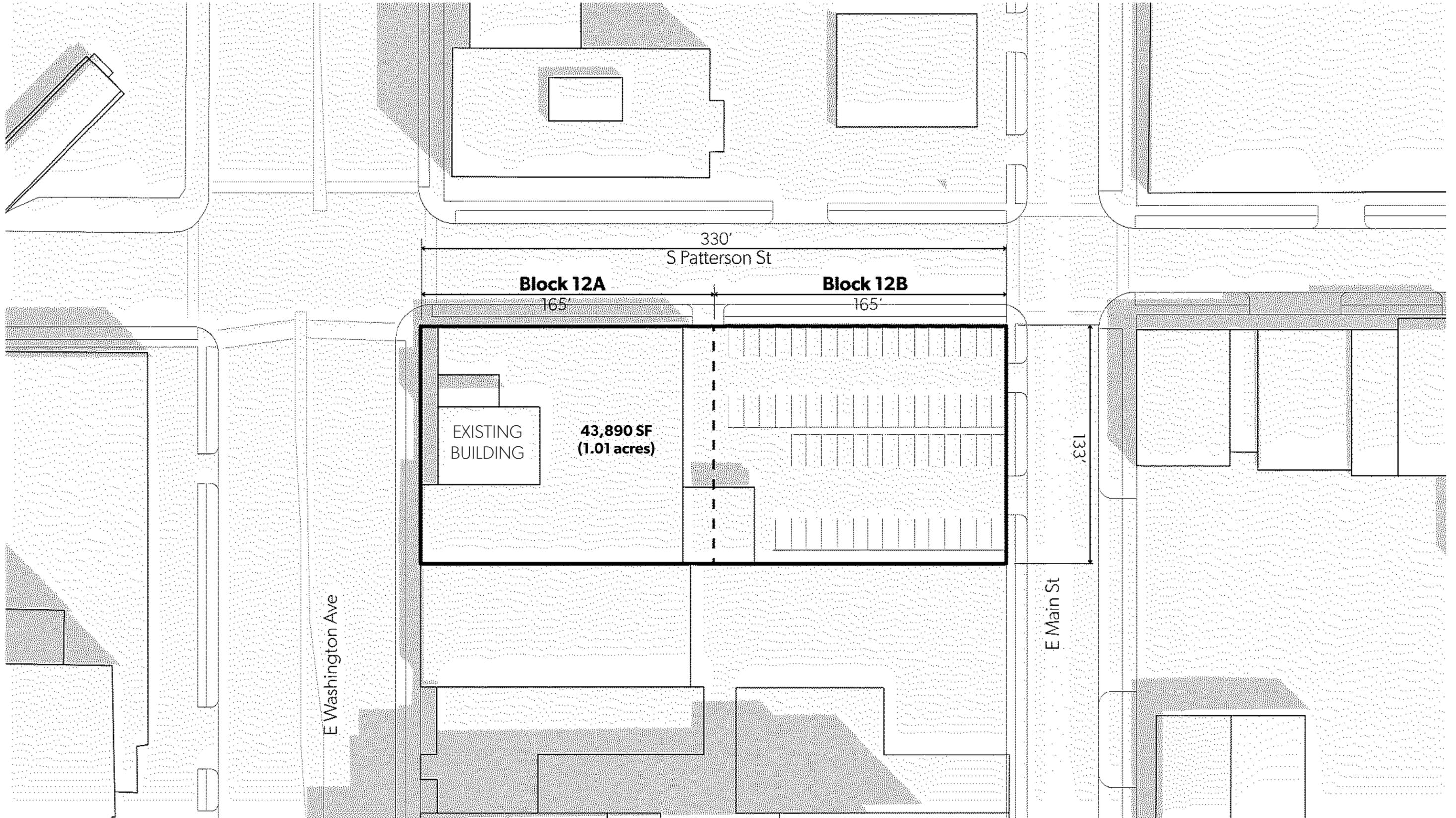


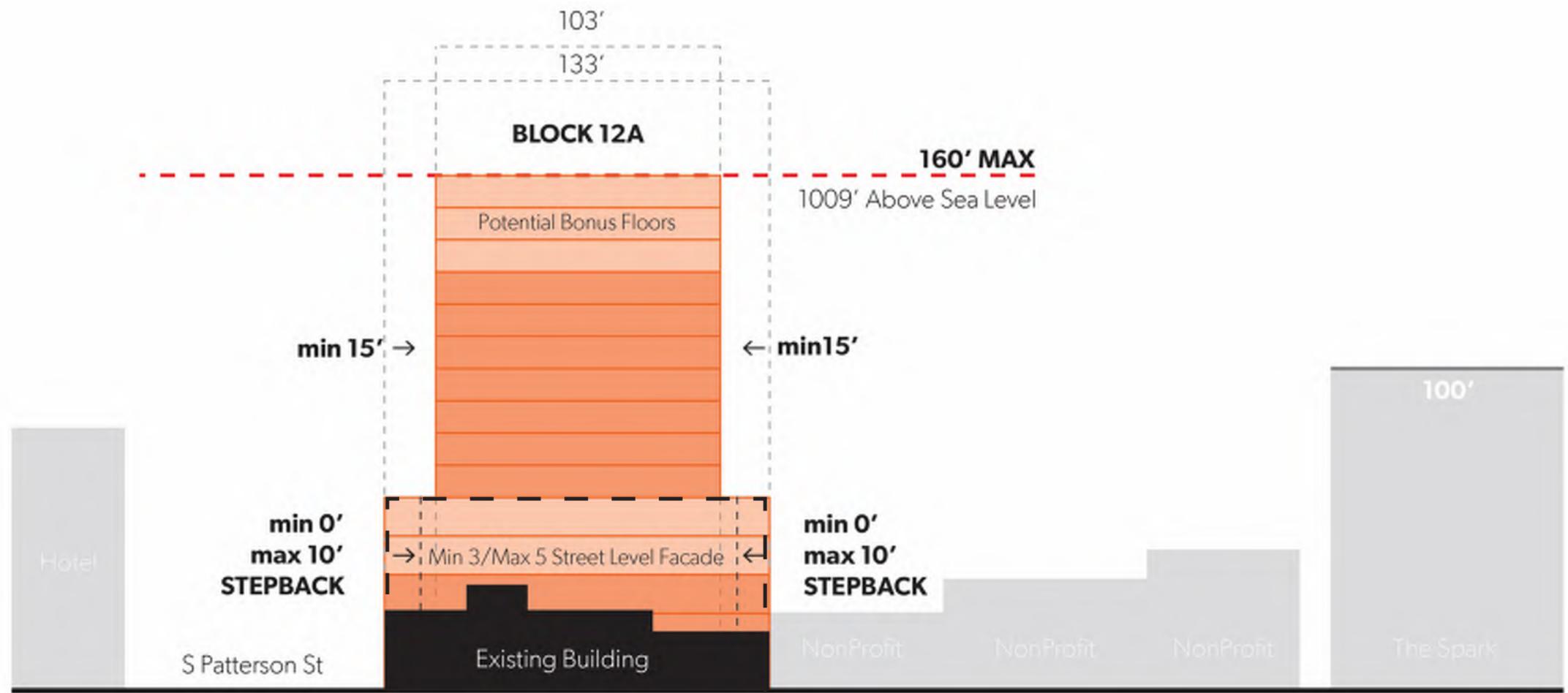
# ZONING + CODE

Lot Information

Zoning

Heritage





**BLOCK 12A**

**Max Height:** 12 Stories  
**Min/Max Street Facade:** 3-5 STORIES

**Min E/W Stepback:** 15'  
**Min N/S Stepback:** 15'

**Min/Max Setback E/W:** 15'  
**Min/Max Setback N/S:** 0/10'

**Potential Bonus Stories:** 3 Bonus Stories

NOTE: For cases of exceptional design, the Urban Design Commission may waive the minimum street level facade height for elements comprising up to 20% of a buildings length along a street

**BLOCK 12B**

**Max Height:** 8 Stories  
**Min/Max Street Facade:** 3-5 STORIES

**Min E/W Stepback:** 15'  
**Min N/S Stepback:** 15'

**Min/Max Setback E/W:** 15'  
**Min/Max Setback N/S:** 0/10'

**Potential Bonus Stories:** 2 Bonus Stories

**Bonus Stories:**

Can achieve if 1 of A or combination of B

**A:**

- LEED Gold or Eqv
- 15% rentals @ >60% AMI and/or Income below 80% AMI for Owner Occupied
- Parking with spaces for multiple users from multiple lots with substantial public use
- Publicly accessible plazas/pocket parks (1SF park = 5 SF bonus)

**B:**

- Midblock/Throughblock public pedestrian bike/vehicle connection
- Family Supporting Housing (10% 3 Bed Units)
- Preservation of historic Structures
- Free Community Meeting Rooms
- 50% green roof
- LEED Silver or Eqv
- Publicly accessible plazas/pocket parks (1SF park = 10 SF bonus)

**SITE INFO**

**Site Area |** 43,890 SF

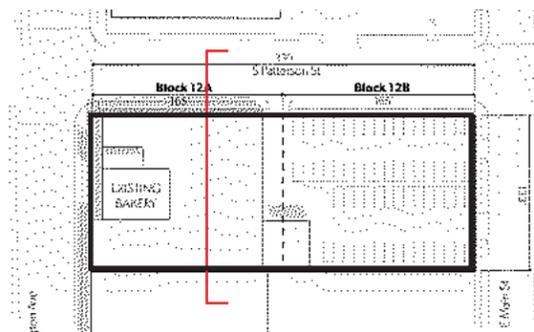
**Zoning**

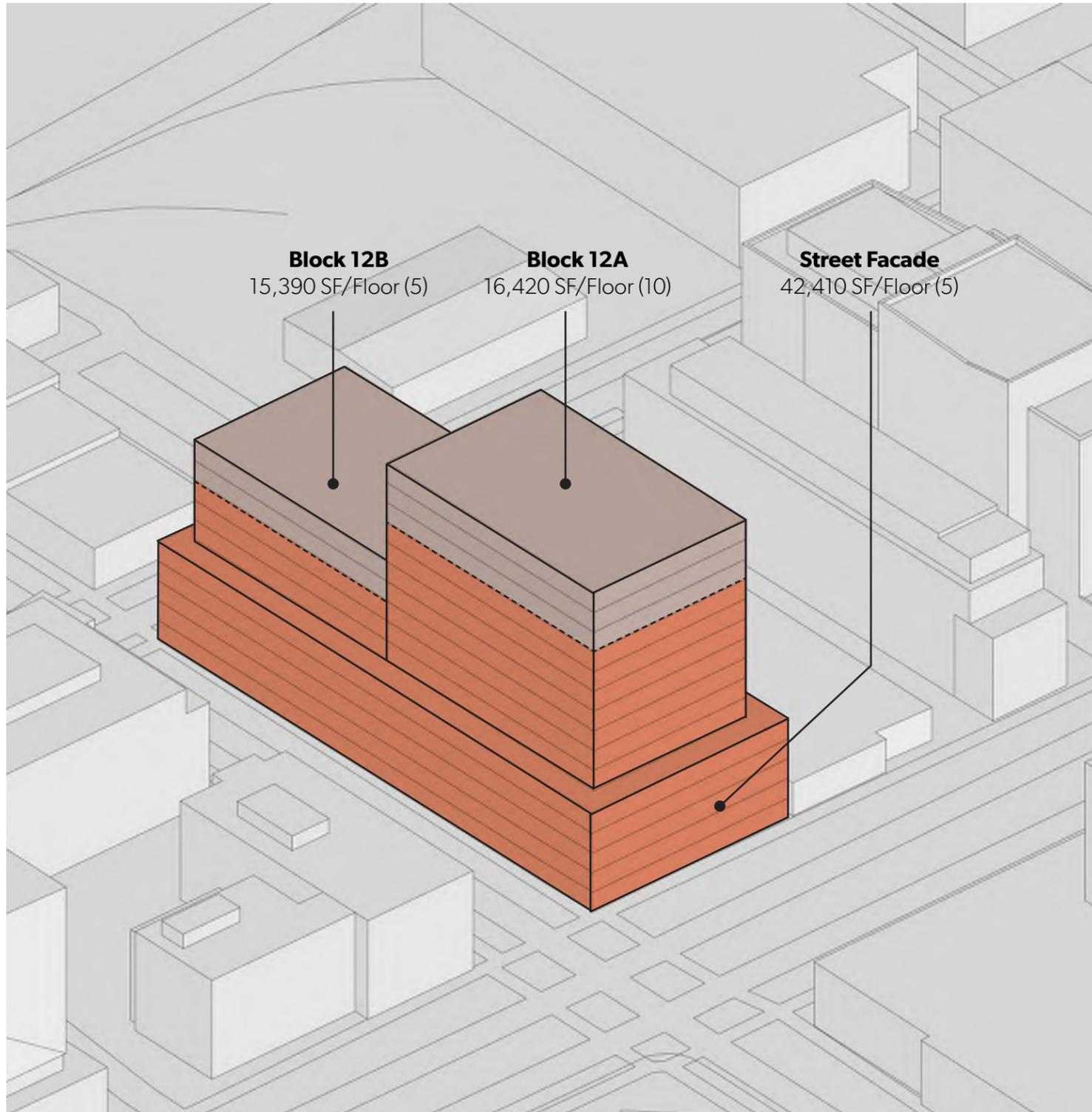
Traditional Employment District (TE)  
 Capital Gateway Corridor

**Site Limitations**

160 foot height restriction (1009' above sea level)

NOTE: Zoning from Sec. 33.24(15)(e) for East Washington Capital Gateway Corridor Urban Design District 08. Height Restriction based on Dane County Regional Airport height restriction





**MAX BUILDABLE** | Total GSF 453,200

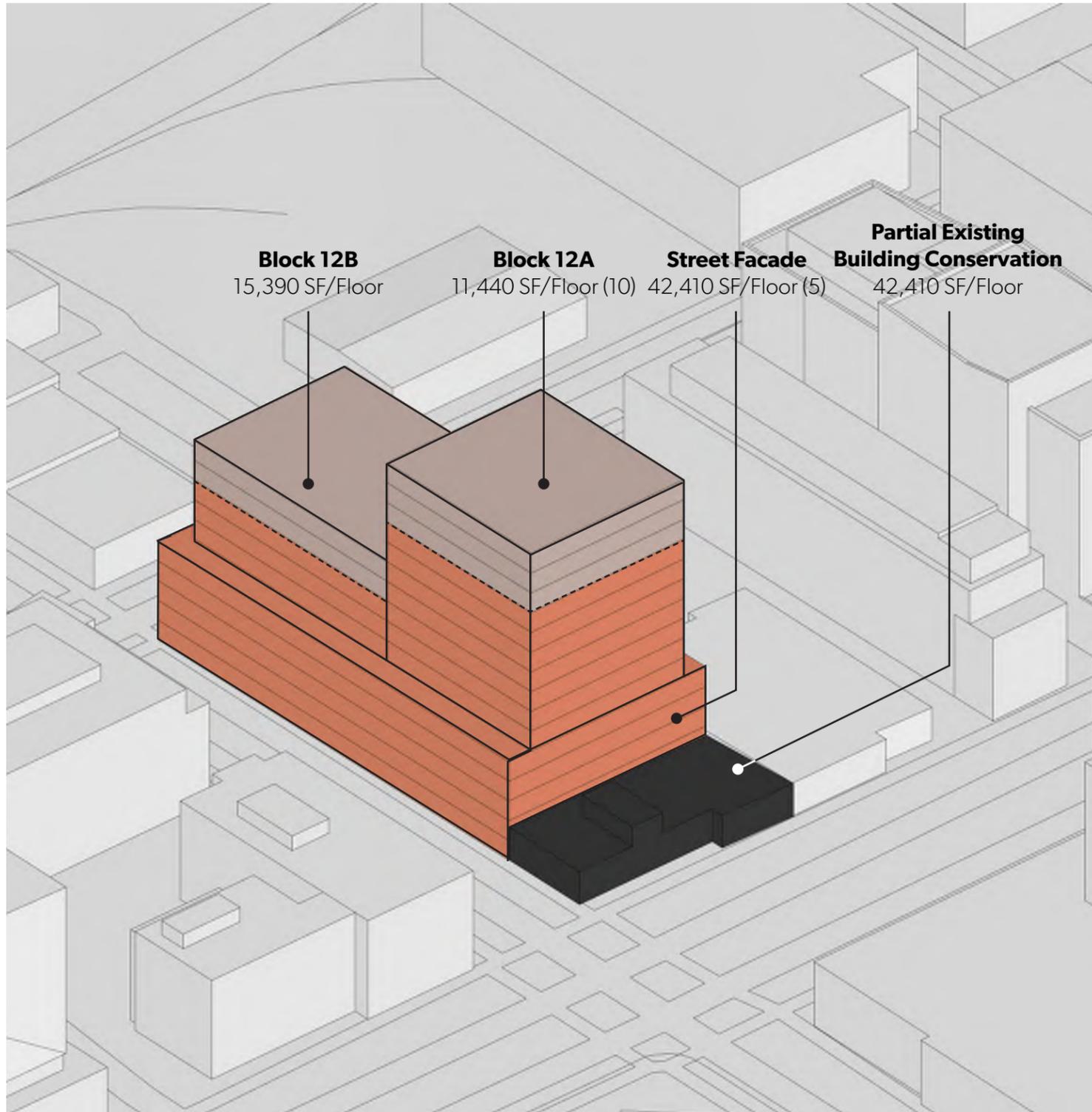
**Site Area** | 43,890 SF  
849 E Washington

**Street Facade**  
42,410 SF/Floor (5)  
212,050 SF

**Tower 12A**  
16,420 SF/Floor (7 + 3 Bonus) **15 Stories Max**  
164,200 SF

**Tower 12B**  
15,390 SF/Floor (3 + 2 Bonus) **10 Stories Max**  
76,950 SF

NOTE: These are not buildable floorplates. They represent the max zoning allowable on this site



**Block 12B**  
15,390 SF/Floor

**Block 12A**  
11,440 SF/Floor (10)

**Street Facade**  
42,410 SF/Floor (5)

**Partial Existing  
Building Conservation**  
42,410 SF/Floor

## MAX BUILDABLE | Total GSF 383,250

**Site Area** | 43,890 SF  
849 E Washington

**Gardner Bakery**  
6,000 SF/Floor (2)  
12,000 SF

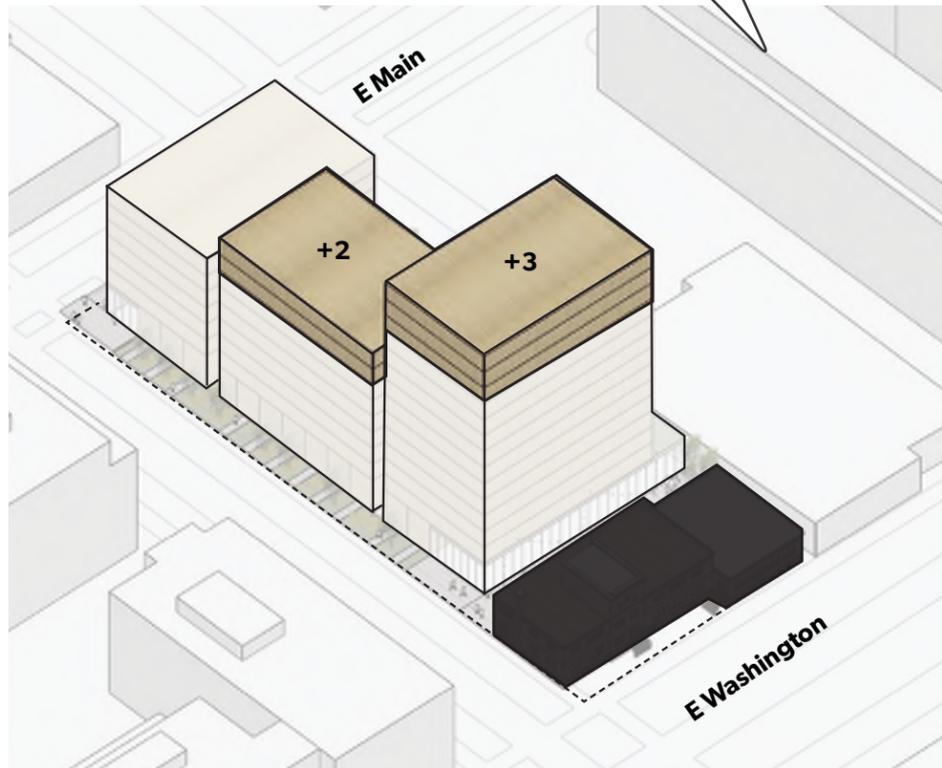
**Street Facade**  
35,980/Floor (5)  
179,900 SF

**Tower 12A**  
11,440 SF/Floor (7 + 3 Bonus) **15 Stories Max**  
114,400 SF

**Tower 12B**  
15,390 SF/Floor (3 + 2 Bonus) **10 Stories Max**  
76,950 SF

NOTE: These are not buildable floorplates. They represent the max zoning allowable on this site

AS WE CONTINUE TO DEVELOP THE BUILDING, WE'LL REFINE HOW WE AIM TO MEET THE PROVISIONS FOR BONUS STORIES. THESE ARE SOME OF THE AREAS WE'RE CONSIDERING PURSUING.



**Bonus Stories may be allowed as follows:**

- Block 12B: 2 Stories
- Block 12A: 3 Stories

**Additional Density Allowed: 75,100 SQFT**

**Additional Density Proposed: 28,800 SQFT**

**Bonus Stories: Requirements**

**Upper Level Development Standards UDD 8: 12 C**

**OPTION I**

- LEED GOLD EQUIVALENT PASSIVE HOUSE STANDARDS



Passive House Certification

**OPTION II**

- 1. MID/THROUGH BLOCK CONNECTION
- 2. FAMILY-SUPPORTING HOUSING WITH 10% 3-BED
- 3. PRESERVATION OF HISTORIC STRUCTURE
- 4. FREE COMMUNITY MEETING ROOM
- 5. 50% GREEN ROOFS



1. Mid/Through Block Connection



2. Family-Supporting Housing



3. Preservation of Historic Structure



4. Community Meeting Space



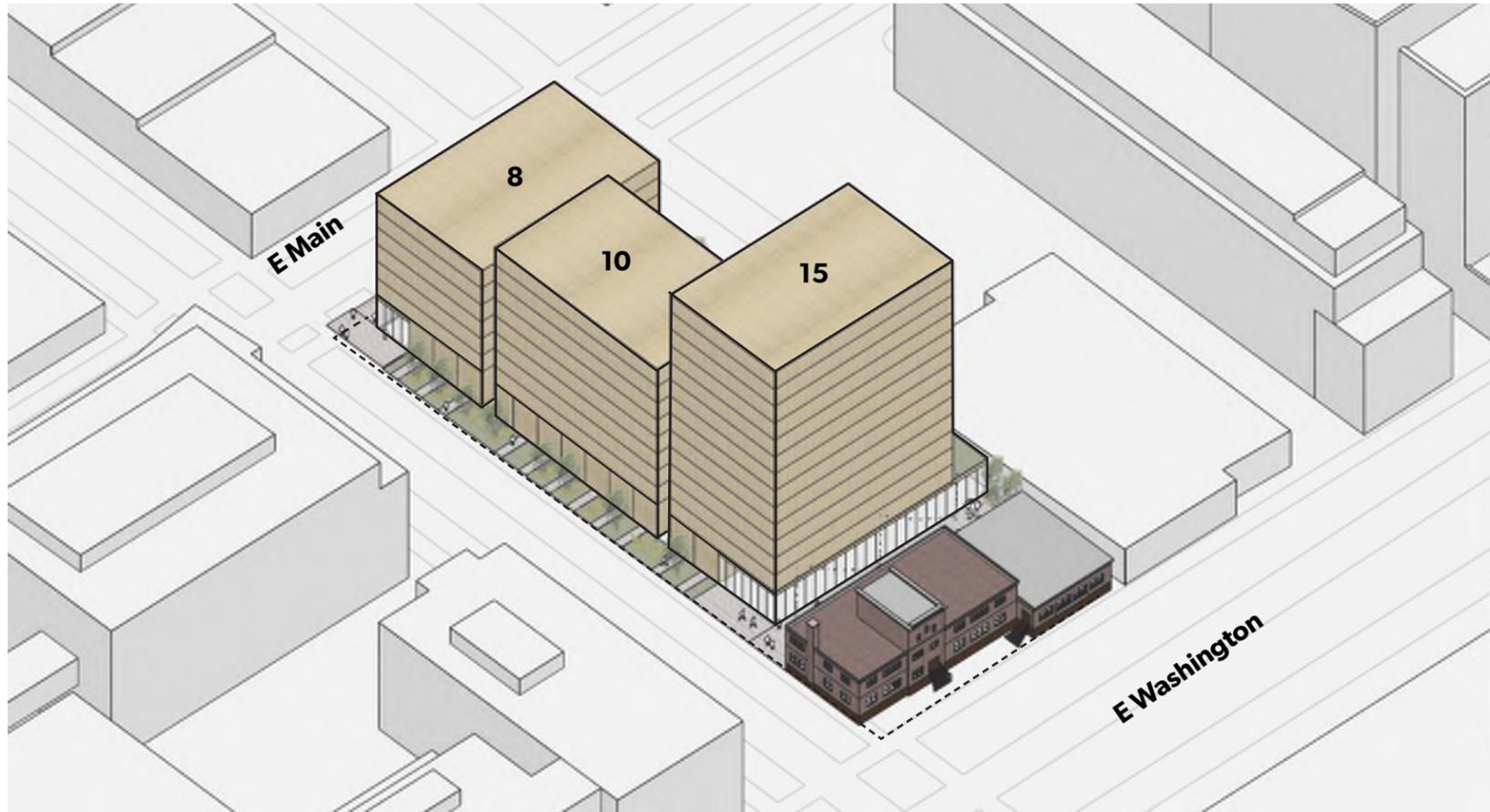
5. 50% Green Roofs

# MASSING

SITE

3D MASSING

DESIGN INTENT



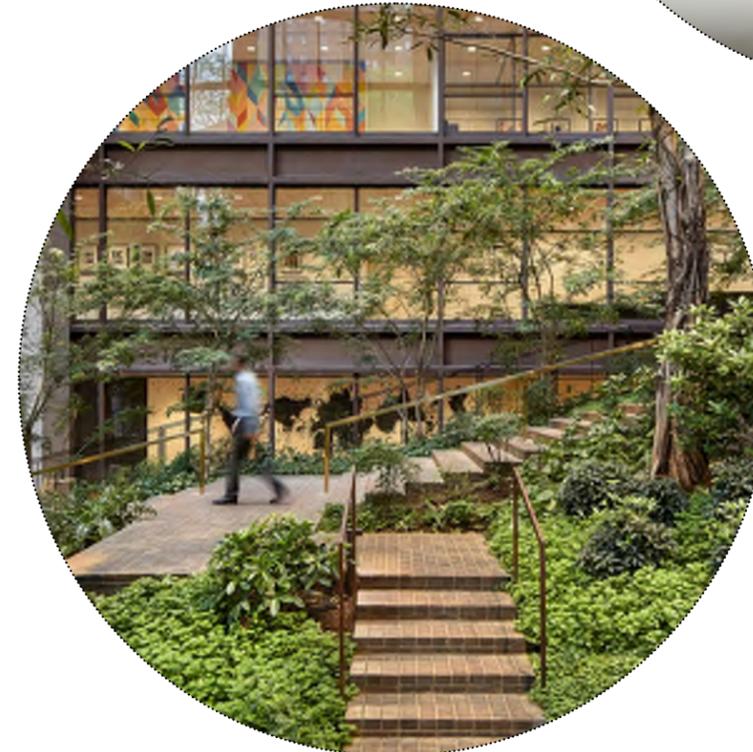
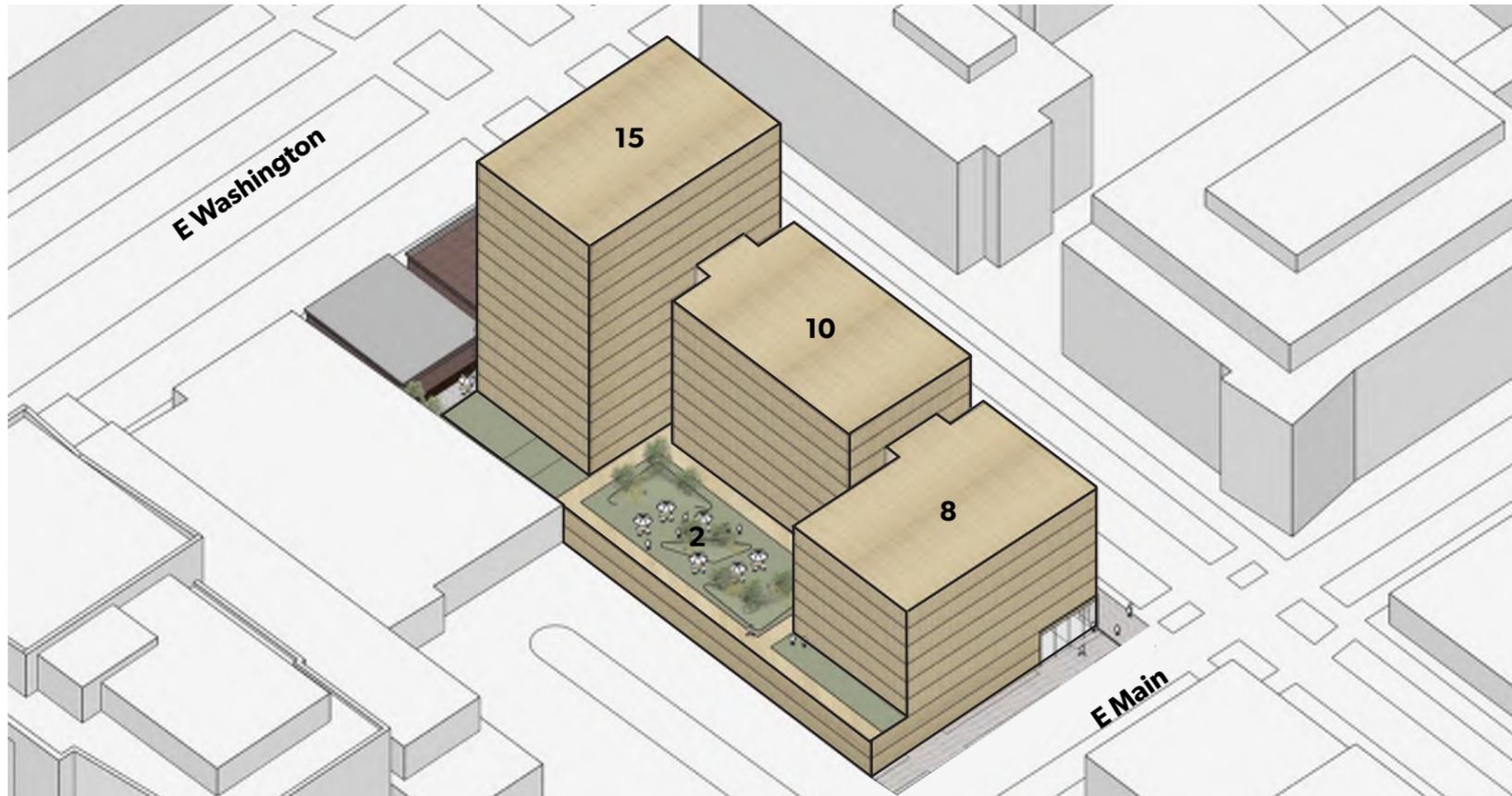
## COURTYARD

### GSF

RESIDENTIAL: 187,000 SF  
 EXISTING COMMERCIAL: 13,000 SF  
 NEW COMMERCIAL: 5,000 SF  
 PARKING: 69,000 SF

TOTAL - 270,000-300,000 GSF  
 TYP. RESI FLOOR - 19,600 SF

**RESIDENTIAL LEVELS** | 15-8  
**APPROX UNITS** | 225-250  
**PARKING** | ~ 160 SPOTS



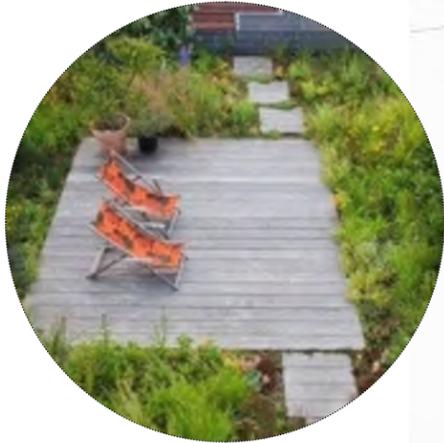
POTENTIAL COLLABORATION ON PUBLIC ART WITH MADISON ART INSTITUTE



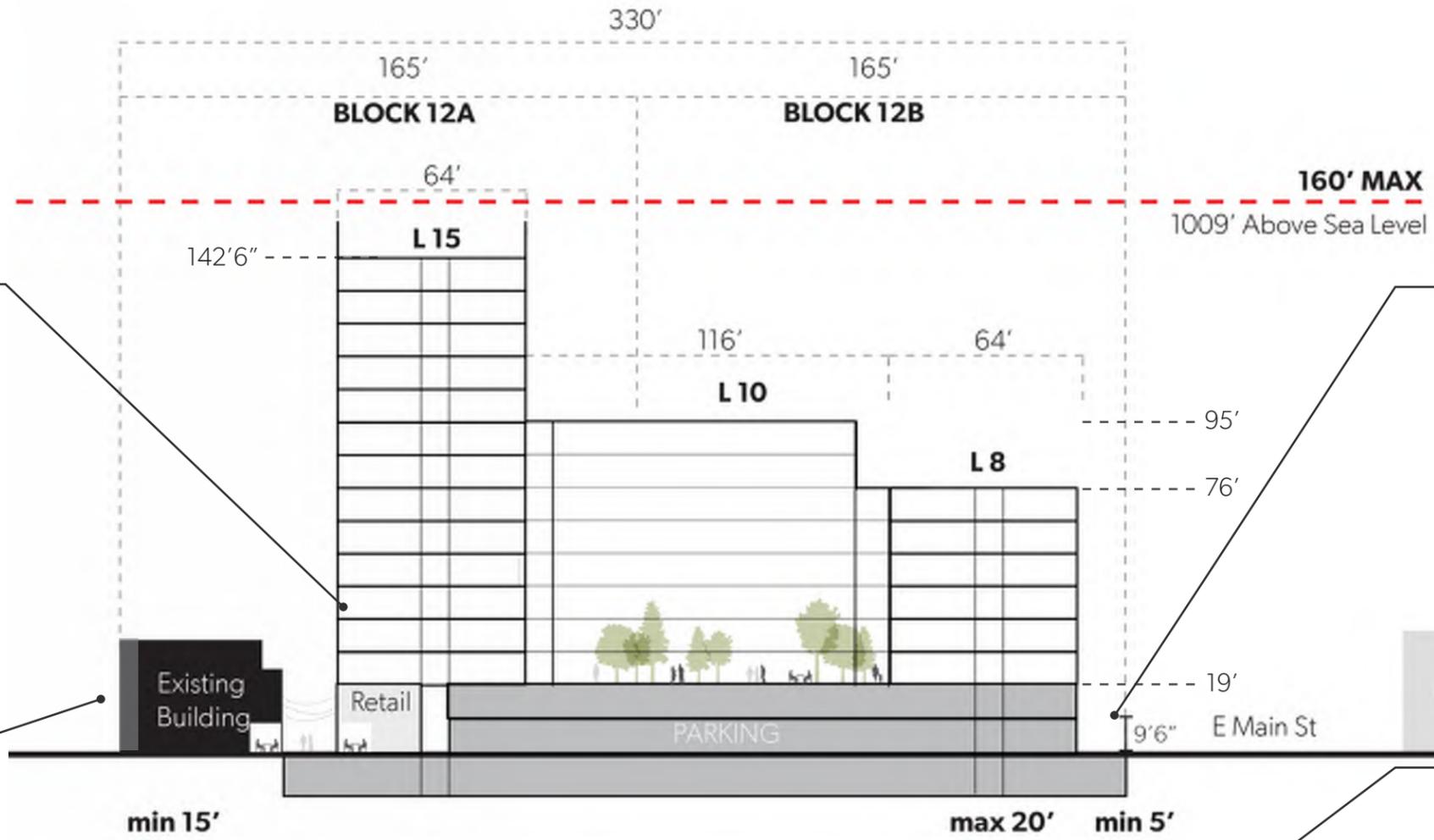
Mews



Heritage



Green Roof

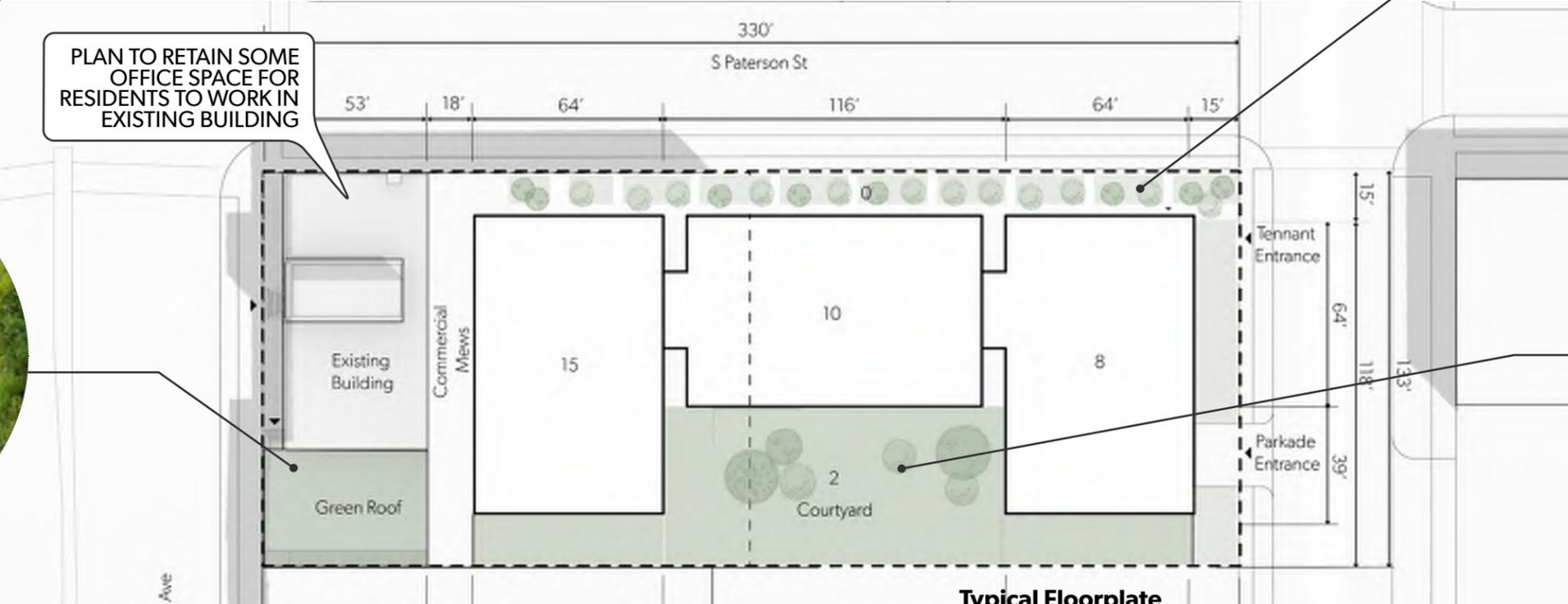


Public Art + Main St. Activation



Front Yard

PLAN TO RETAIN SOME OFFICE SPACE FOR RESIDENTS TO WORK IN EXISTING BUILDING

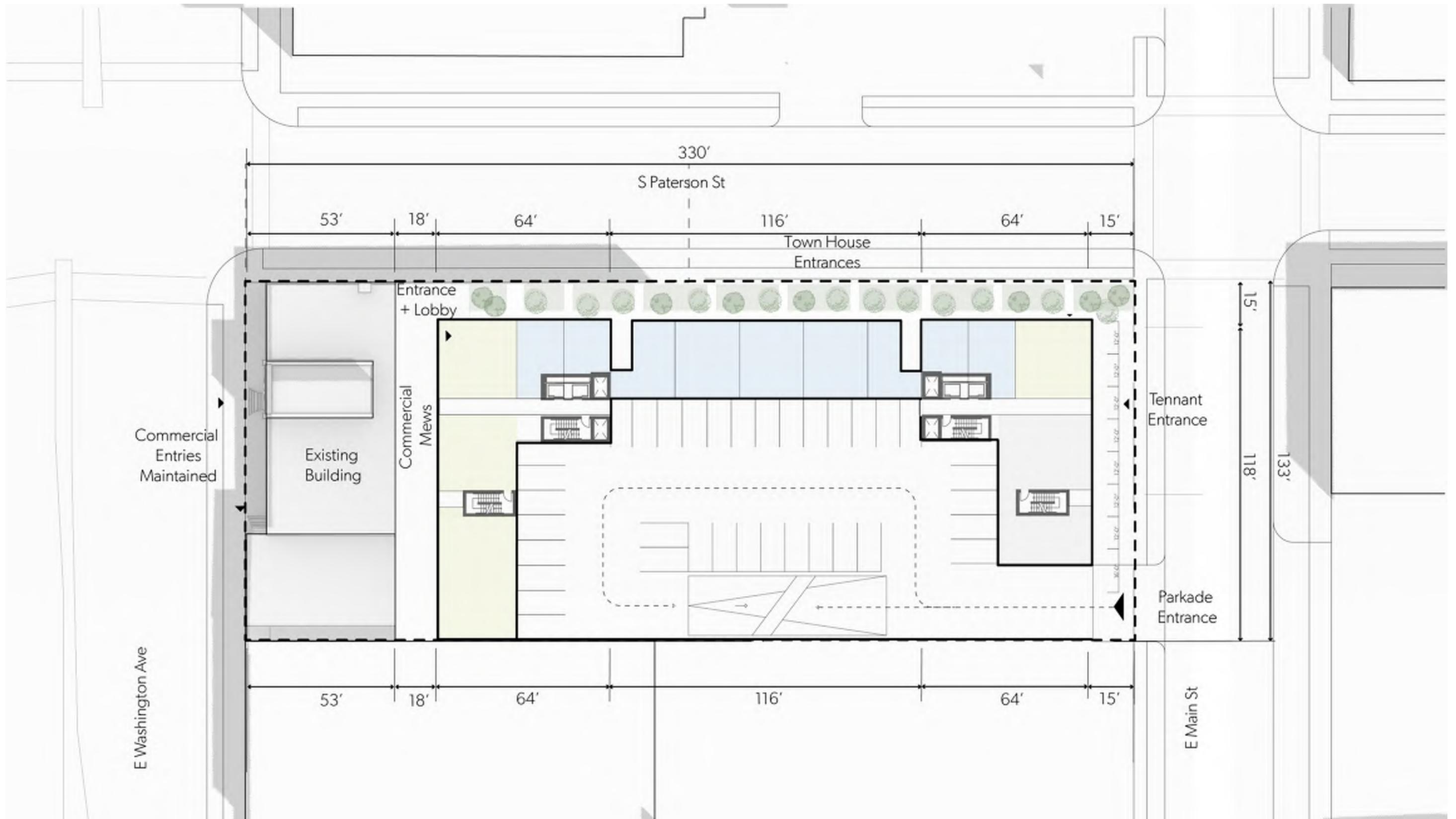


Typical Floorplate



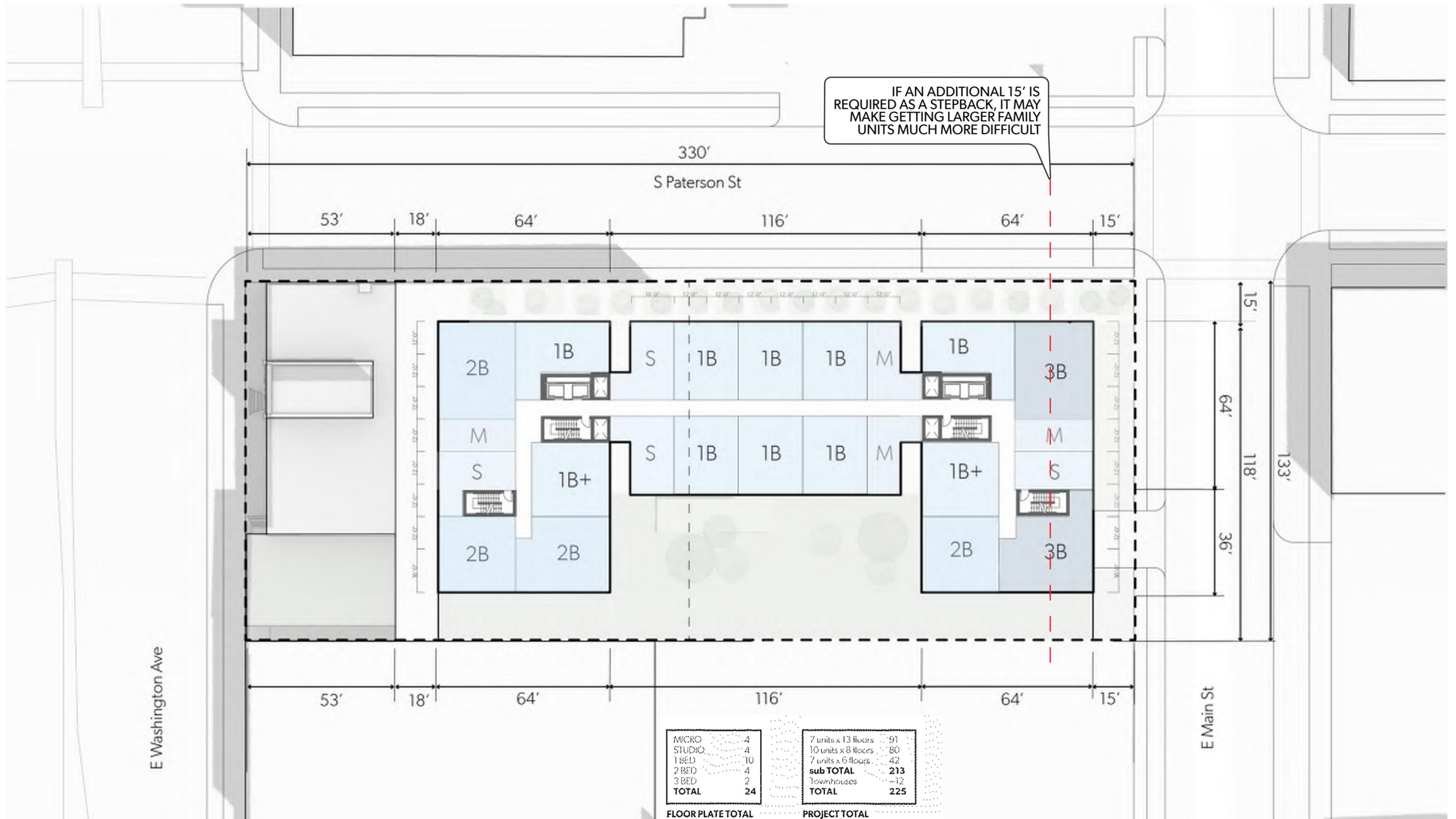
Courtyard

**COURTYARD MASSING**

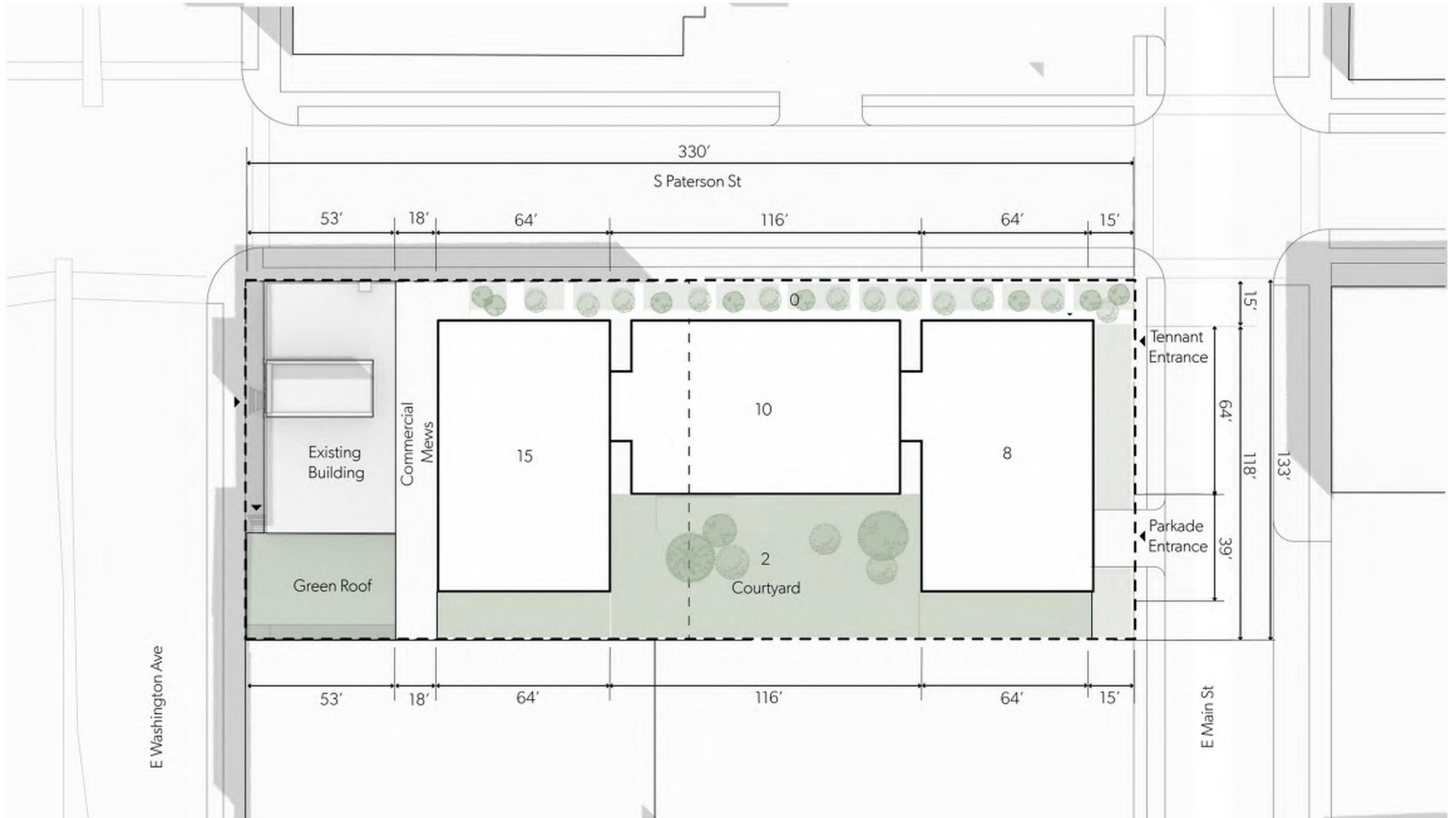


1/32" = 1'0" 0 10' 20' 30' 40' 50' 

**Plan: L1**

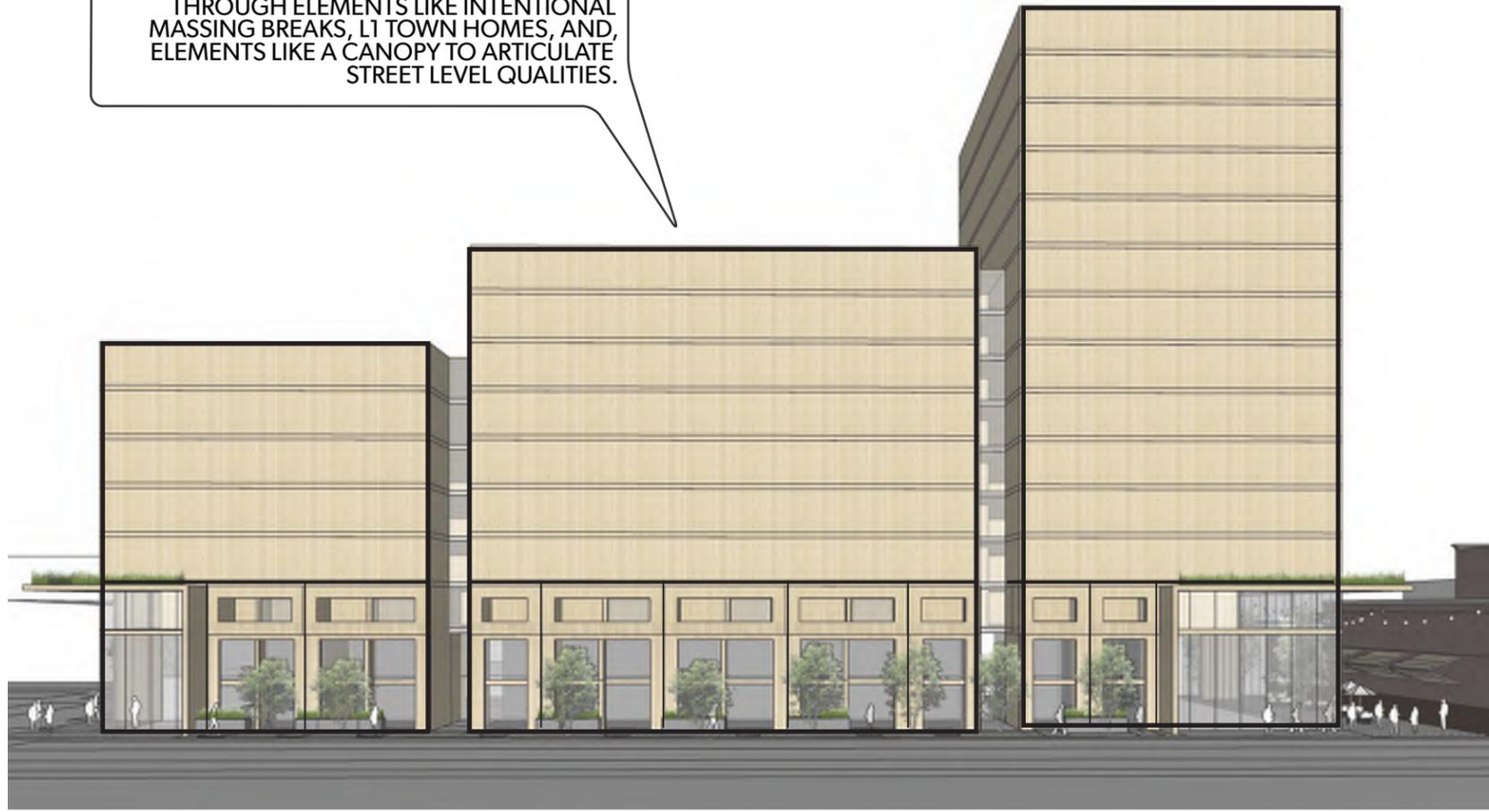


Plan: Typical Floorplate



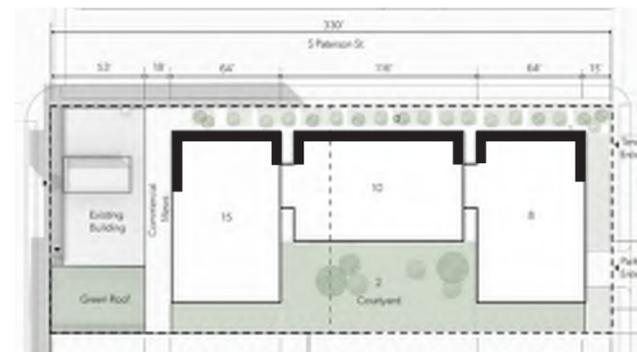
1/32" = 1'-0" 0 10' 20' 30' 40' 50' 

IT WILL BE IMPORTANT TO ENSURE WE BREAKUP AND ARTICULATE MASSING AT SMALLER SCALES TO RELATE TO A MORE HUMAN EXPERIENCE. THIS CAN HAPPEN THROUGH ELEMENTS LIKE INTENTIONAL MASSING BREAKS, L1 TOWN HOMES, AND, ELEMENTS LIKE A CANOPY TO ARTICULATE STREET LEVEL QUALITIES.



S Paterson Street

Large Scale Articulation



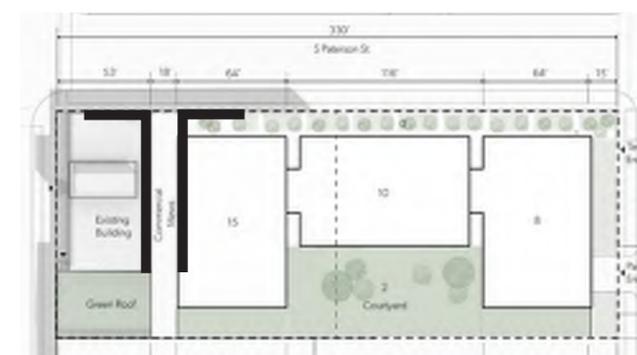
Small Scale Articulation



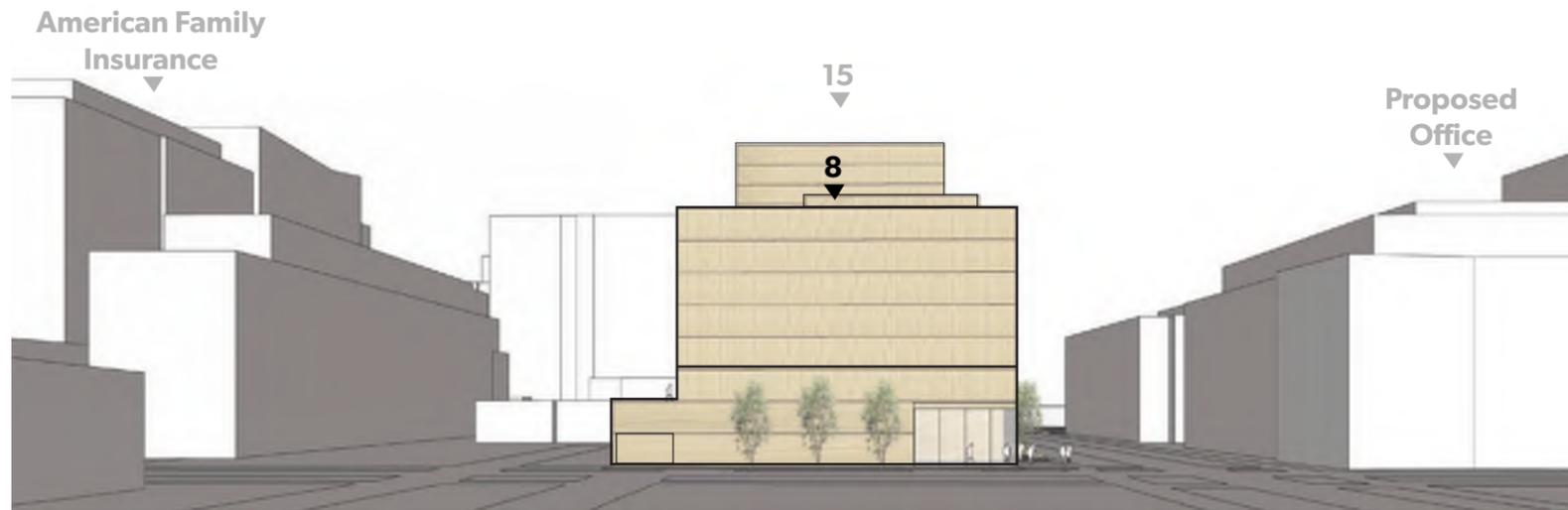
A MEWS IS AN OLD CONCEPT (FORMERLY HORSE STABLES IN THE UK) THAT'S BEEN RE-PURPOSED TO DESCRIBE NARROW, INTIMATE STREETS THAT BALANCE ACCESS AND SERVICE WITH ACTIVE FRONTAGES AND A PEDESTRIAN FOCUS.



View from S Paterson Street



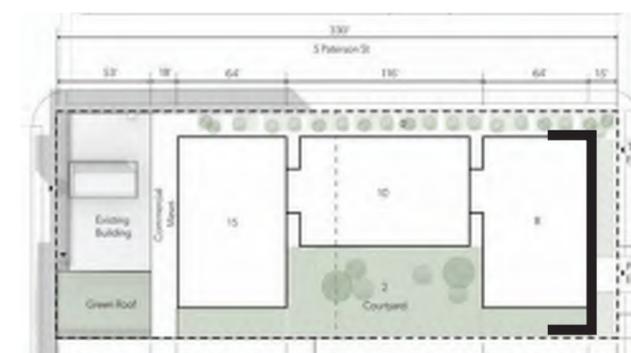
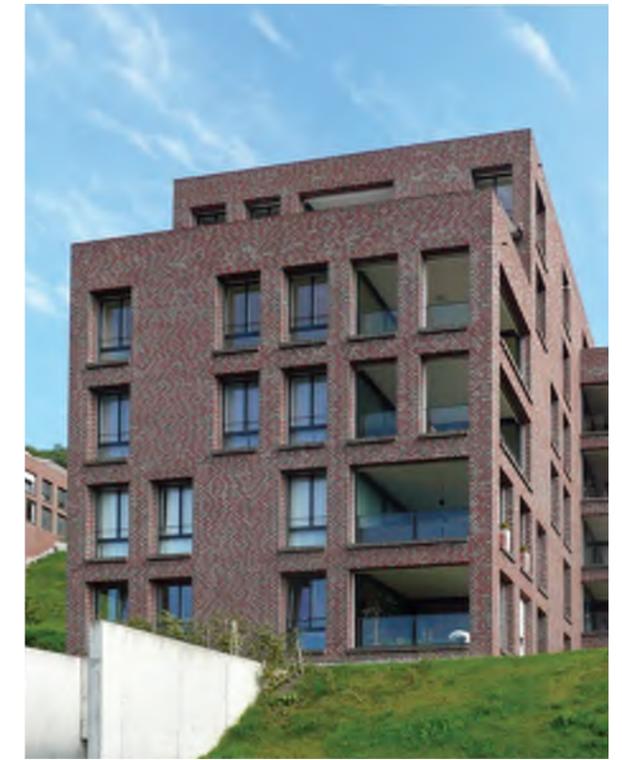
IT WILL BE IMPORTANT TO MAKE SURE THE FACADE ON E MAIN HAS A LEVEL OF ARTICULATION THAT EQUALLY ADDRESSES THIS IMPORTANT STREET. POTENTIAL COLLABORATIONS WITH THE MADISON ART INSTITUTE COULD ENLIVEN THIS EDGE AS WELL



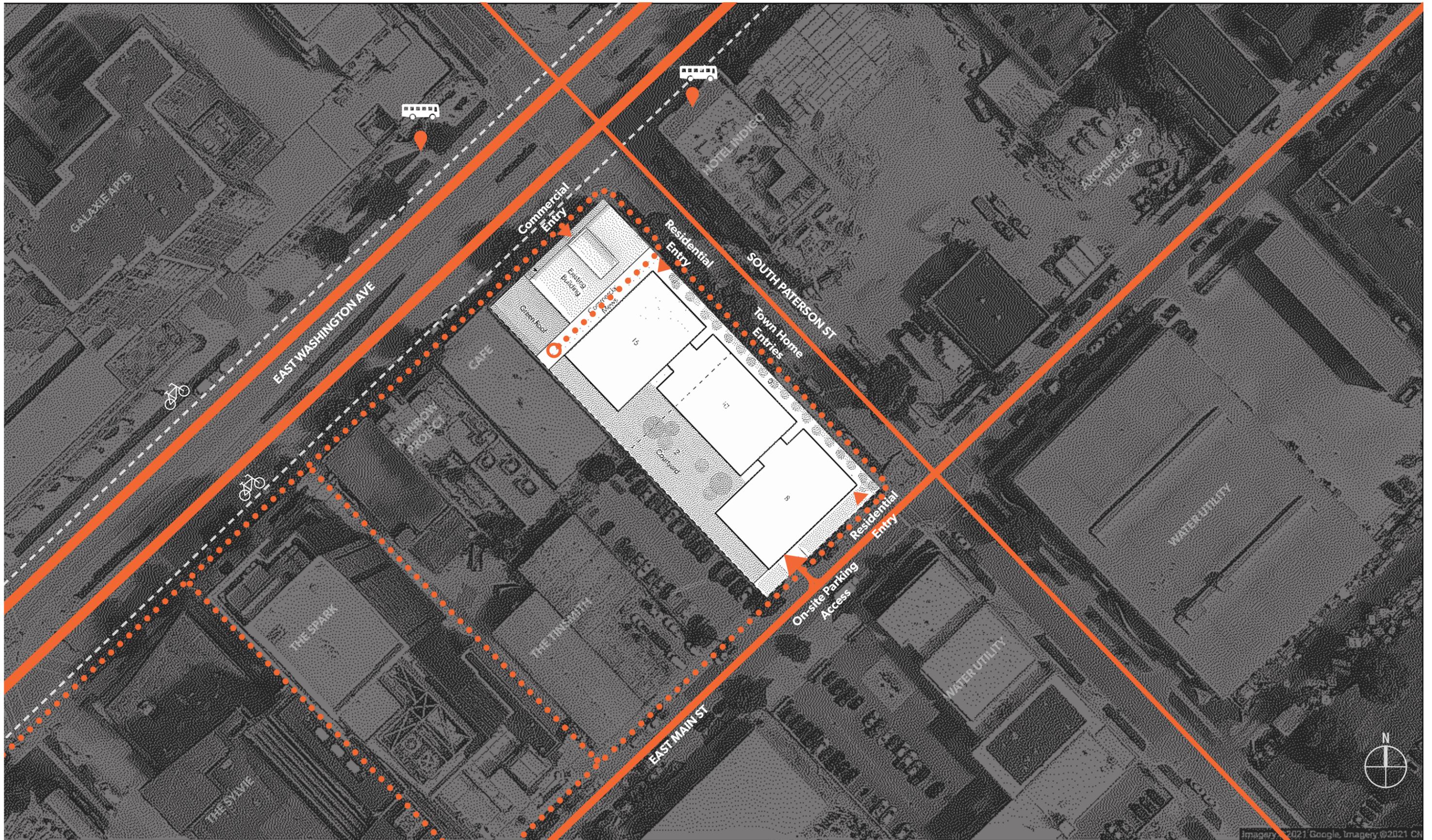
View of E Main Facade

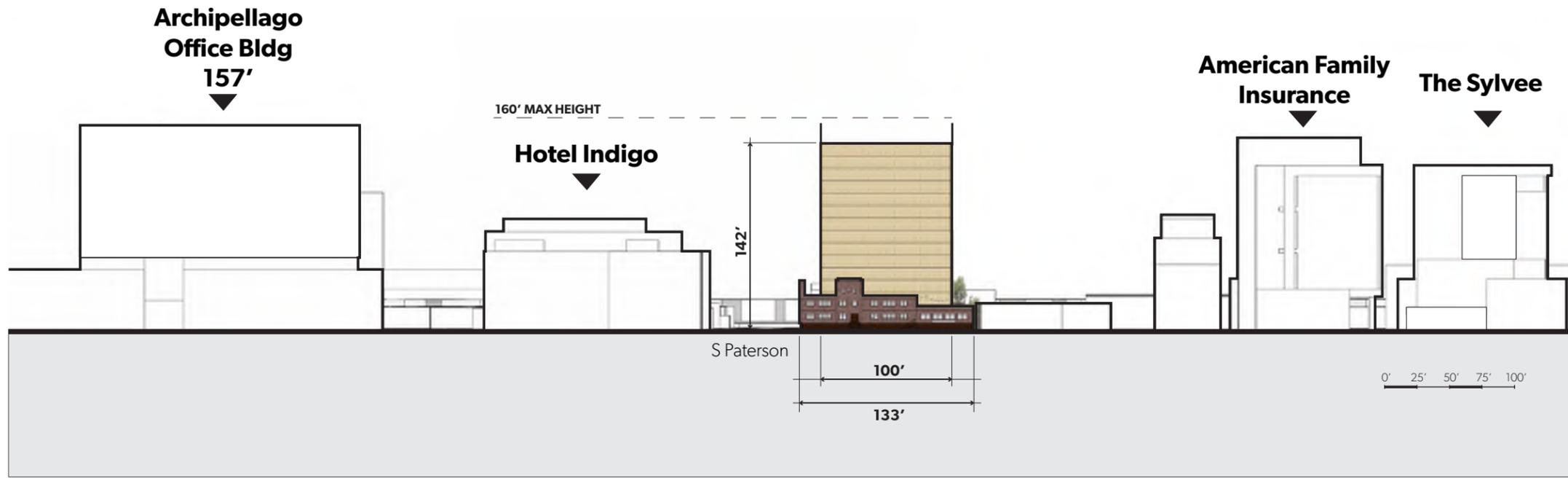
Public Art

Massing Step Down

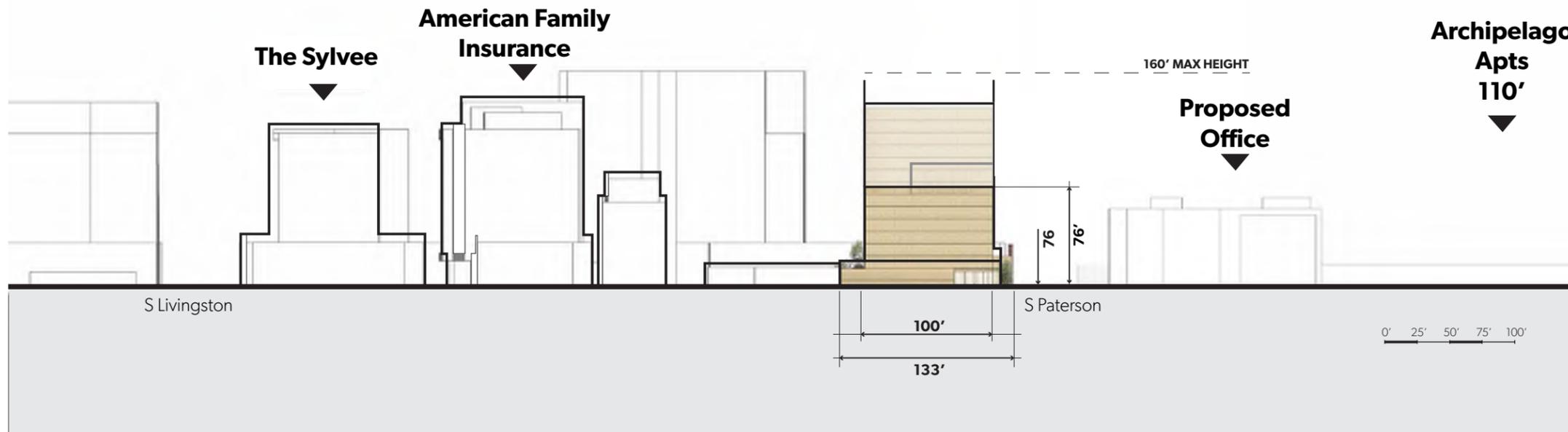
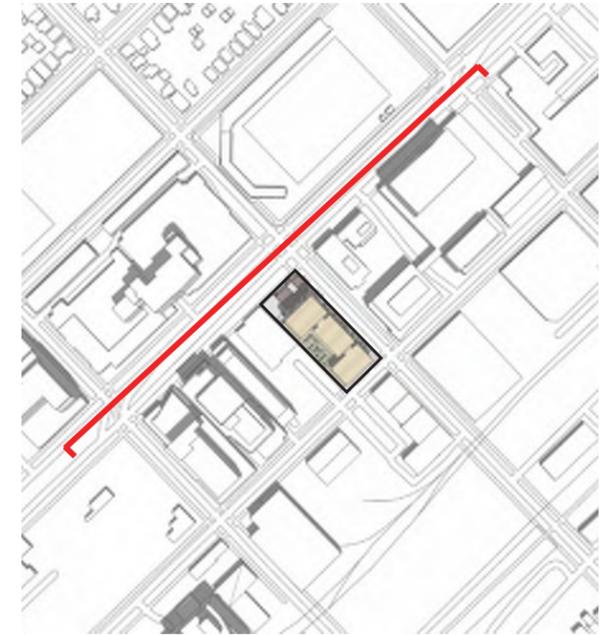


Massing: E Main Articulation





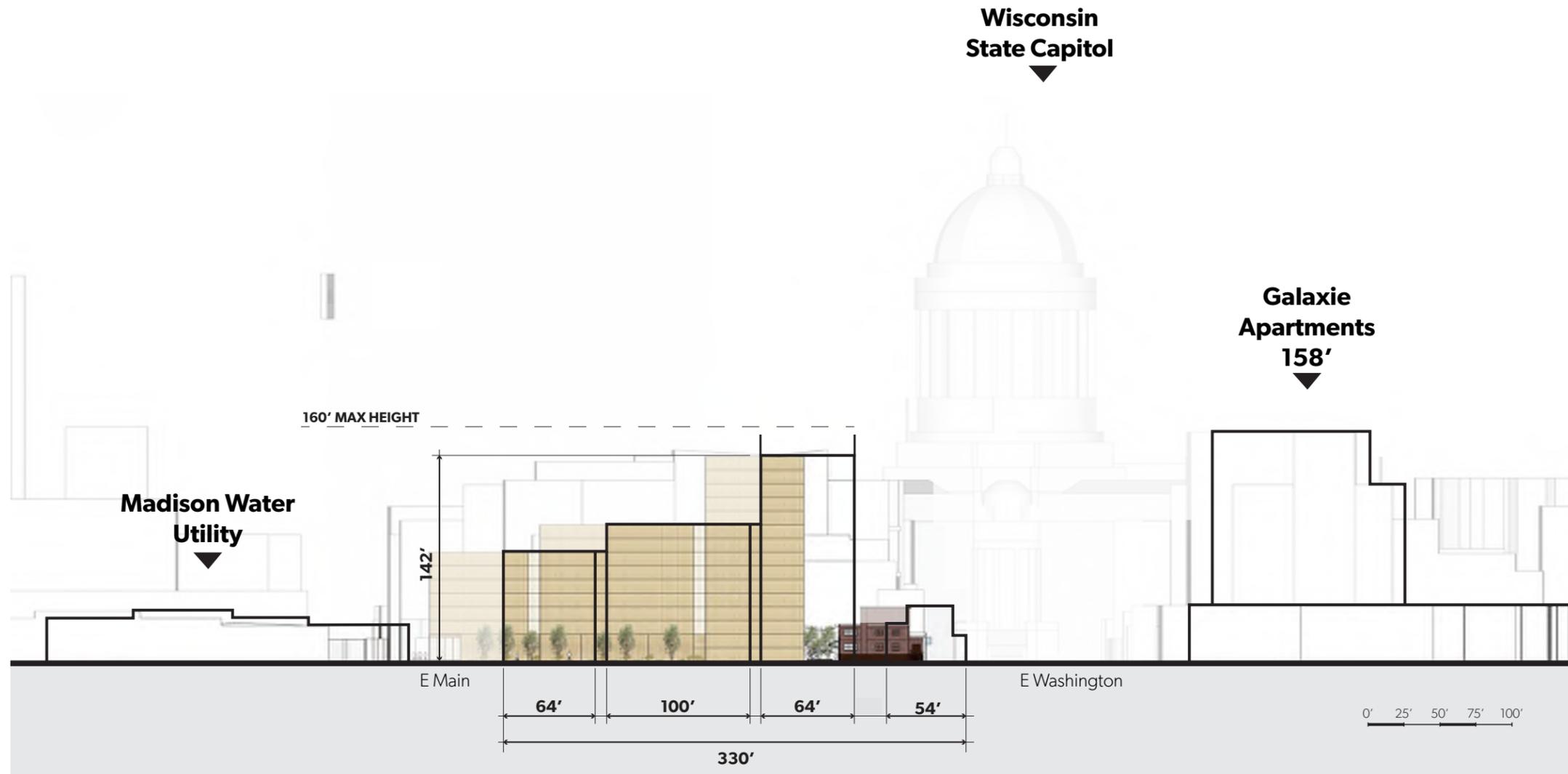
E Washington Elevation



E Main Elevation



**Context:** Adjacent Heights



**S Paterson Elevation**

**MGA**  
A KATERRA DESIGN PARTNER



THE  
NEUTRAL PROJECT

**AY**  
ANGUS-YOUNG  
ARCHITECTS/ENGINEERS