



PREPARED FOR THE URBAN DESIGN COMMISSION

**Project Address:** 849 E Washington Avenue + 10 S Paterson Street  
**Application Type:** Alteration to a Previously Approved Mixed-Use Building in Urban Design District (UDD) 8  
UDC is an Approving Body  
**Legistar File ID #** [76215](#)  
**Prepared By:** Jessica Vaughn, AICP, UDC Secretary

## Background Information

**Applicant | Contact:** Jeff Davis, Angus-Young | Nate Helbach, The Neutral Project | Bakers Place, LLC

**Project Description:** The applicant is proposing exterior alterations to an approved mixed-use development. The proposed exterior alterations, as noted in the Letter of Intent, include:

### Existing Building – Gardner Baking Company – Exterior Changes

- Additional and reconfiguration of windows and doors as a result of interior unit changes.

### New Building – 14-story Podium Building - Exterior Changes

- Replacing the flat metal panel materials with an ACM panel;
- Changing the color palette from bronze/brown to matte black, including window and trim;
- Adjusting mechanical louver sizes and locations on the south elevation,
- Changing the size and orientation of the proposed mural on the south elevation, and
- Adjusting the planter wall height along the north and east elevations.

### **Project History:**

- The UDC granted Final Approval on June 30, 2021 (Legistar File ID [64507](#)). As part of the Commission’s Final Approval, specific conditions of approval were included pertaining to the exterior materials, which stated that *“Building materials shown in the material sample sheet and building elevations. Metal cladding with a corrugated metal cladding for the top portion and pre-weathered steel for the bottom.”*
- The Plan Commission approved the proposal on July 12, 2021.

**Approval Standards:** The UDC is an **approving body** on this request. The development site is within Urban Design District 8 (UDD 8) – Blocks 12a & 12b which require that the Urban Design Commission review the proposed project using the design requirements and guidelines of [Section 33.24\(15\)](#). In applying the standards, the code states that the Urban Design Commission shall apply the UDD 8 district requirements and guidelines as may be appropriate in order to implement the Core Development Principles of the [East Washington Avenue Capitol Gateway Corridor Plan](#). In order to approve, ordinance requires that the development is found to meet the requirements and conform as much as possible to the guidelines.

In this case, while the UDC is an approving body, their review purview is limited to the proposed exterior alterations as noted in the applicant’s Letter of Intent.

Following the UDC’s review and final action, an administrative alteration application for a Minor Alteration to the Approved Conditional Use will be required to be submitted.

## Summary of Design Considerations

Staff requests that the UDC review the proposed alterations and make findings based on the aforementioned standards, consistency with the design intent of the original approval, and as it relates to the impact the proposed alterations may have on the overall building design and detailing, streetscape and pedestrian environment, especially with regard to the items as noted below:

- **Building Materials and Color.** As noted in the Letter of Intent, changes are proposed to the primary building material palette. As originally approved, the development was comprised of corrugated and flat metal panels on the top portion of the building and a pre-weathered steel on the podium, as noted in the UDC’s conditions of approval. The proposed material changes include replacing the pre-weathered steel with a corrugated metal panel on the podium and replacing the flat metal panels on the top portion of the building with a flat ACM panel. The corrugated metal panels on the top portion of the building are to remain.

In addition, to the material palette changes, the applicant is also proposing to change the color palette from a cream bronze color scheme to a black and white color scheme.

Original Approval Elevations



Proposed Elevations



While staff does not object to the changes, it was believed that the modification, specifically the change to the building base, was not consistent with UDC’s aforementioned condition. Staff requests the Commission review the proposed material and color changes and make findings related UDD 8 guidelines and requirements, including those that speak to utilizing durable, high-quality materials, and color and material choices being complementary to architectural style and providing a pleasing relationship with adjoining buildings.

## Summary of UDC Discussion and Final Approval Recommendation

As a reference, the Commission’s comments and action from the June 30, 2021, meeting are provided below:

- Simplicity and elegance with the current massing and design, complements the existing bakery very well. This meets the setback requirements. Regarding bonus stories, you have 62 points which isn’t much wiggle room as far as pursuing LEED. What’s the strategy if that is the final submission?
  - We’re working with a consultant for the LEED certification process, they are optimistic that the approach is platinum. Our internal numbers are a lot higher than that.

- Could this scorecard be changed upon final submission? There's a lot of internal design or elements that could get initiatives.
- We could potentially add a condition noting that if it's the desire of the body. The sign-off portion of this would happen before the certification is granted.
- Point out specific LEED features that we'll be able to see.
  - Right now our optimistic approach is 77 points. The energy and atmosphere align with Passive House: insulation, triple pane windows, green roofs, solar, these align with our mission and would not be removed. Mass timber reduces our carbon emissions by at least 30%.
- These are building features that will remain regardless of what LEED certification is awarded.
- There's a lot to be happy about: the way you've simplified the massing and conformed to all the setbacks, the rhythm of the building massing, pared with your material palette it's really nice. Bold use of the weathering steel, I like that along Paterson you've created this projecting plinth with people spaces, thinking about bike parking in the right places, like how the green roofs are mostly semi-intensive or intensive and not just 4" sedum. Want to confirm with the bonus stories and height: looks like 1,007' is the top of the mechanicals, relative to the Capitol Preservation Height Limit. Overall a nice plant palette, but the European Privet straight species can be invasive, swap that one out with a replacement plant. The handful of Ash trees being removed on Paterson, are they being replaced with street trees?
  - The street trees are selected by the City's Forestry Division, we are working on that with them. We can certainly swap out the European Privet. The height is correct at 1,007' 6".
- The applicant is seeking allowable bonus stories simply based on sustainability and not design, correct?
  - That is correct, based on the LEED Gold Certification.
- The staff report states in order to award the bonus stories, we could make a finding that there are multiple paths to that finding, with the sustainable features warranting the bonus height.
- The final plan shows a shadow study that reflected favorable conditions in the courtyard area, but in one of the earlier packets you had a second shadow study that showed the conditions if a building was built next door. The sunlight situation was quite a bit different if a building goes up on the south side. What is your take on that? I'd have concerns on the long-term viability of those plants.
  - The courtyard would still get some sunlight throughout the day if a building does go up there.
  - We selected durable adaptable plants. The courtyard does get quite a bit of sunlight at Noon, even with a possible development to the west.
- It seems like a problem waiting to happen.
- Most of the plants are fine collections, I like the large drifts in the green roof areas. Two plants that are quite numerous are Wild Petunia and Coreopsis, I'll remind you they're both incredible rampant self-seeders. You might want to consider swapping those out. The pre-weathered steel, I like that look, that behaves like corten steel and develops a hard finish and does not stain concrete surfaces or walkways?
  - It comes to site with that protective layer already formed and minimizes the staining on adjacent surfaces.
- Regarding parking: the concept is to have a less automobile-oriented aspect to it, but 144 stalls, how is the parking handled? What are the options for nearby parking? Is it part of the rent or an add-on?
  - By ordinance there's an allowable 25% reduction in stalls. The electric car share is a game changer but it's difficult to predict the impact it will have on parking. The site is located in the perfect spot to allow fewer stalls. There's a 37 auto deficit but they are going above and beyond the bike parking. With all the advantages built into this site you can take comfort in what's being proposed.
- Kudos to the team for having a stronger approach on the LEED Certification. The scorecard is leaning quite heavily on the energy performance, to what extent is the architecture really gaining most of those points? What is the architecture's contribution to that effort?
  - The performance with the Passive House is very much a combination of the efficient mechanical system, along with a big winter coat. The amount of insulation we're proposing is making up the majority of those points. In areas that require 4" of insulation we're proposing 8-10". The green roofs tie into this as well.

- The windows are very flush. Is this accurate?
  - The renderings are accurate, the windows are setback. Part of the design with a thicker envelope is a return panel that is angled to it appears the windows aren't as deep as they are.
- I was surprised by the terra cotta, trying to understand the design intent.
  - Terra cotta is not going to be the material anymore, we'll go with a brick or metal panel. It's a better use and more cost-efficient.
- Tying back brick across an 8" void can be pretty challenging. Can you articulate how you're supporting a brick option?
  - It's almost definitely going to be a metal panel.
  - We are using the pre-weathered steel at the base of the building and maintaining the brick on the bakery portion.
- The staff report referred to the mechanical enclosures. Is there any finding or specific concern we need to address with regard to that?
  - Just to make sure we have as accurate a depiction as possible.
- The mid-block tower, although it appears as a third story it's actually just a mechanical screen wall in a non-habitable space that does not contribute to the number of stories?
  - Correct.
- What is the intent behind choosing a white metal panel?
  - It's not pure white, it's a warmer cream color. Something that would complement both the existing bakery and contrast above. Madison buildings have a lot of this warm white cream color while creating this distinction from the lower podium.

**ACTION:**

On a motion by DeChant, seconded by Weisensel, the Urban Design Commission **GRANTED INITIAL/FINAL APPROVAL**. The motion was passed on a vote of (4-2) with Knudson and Asad voting no; Harper, Weisensel, Bernau and DeChant voting yes; and Goodhart non-voting.

The motion provided for the following:

- Building materials shown in the material sample sheet and building elevations. Metal cladding with a corrugated metal cladding for the top portion and pre-weathered steel for the bottom.
- Landscape species suggestions: Replace the proposed European Privet, Ruellia Humelus and Coreopsis (alternatives to those, hybrid varieties with sterile seeds).
- Through Group 1 LEED Gold or a combination of elements in Group 2 this will meet the requirement for bonus stories.