

# URBAN DESIGN COMMISSION APPLICATION

# UDC

City of Madison  
Planning Division  
Madison Municipal Building, Suite 017  
215 Martin Luther King, Jr. Blvd.  
P.O. Box 2985  
Madison, WI 53701-2985  
(608) 266-4635



## FOR OFFICE USE ONLY:

Paid \_\_\_\_\_ Receipt # \_\_\_\_\_

Date received \_\_\_\_\_

Received by \_\_\_\_\_

Aldermanic District \_\_\_\_\_

Zoning District \_\_\_\_\_

Urban Design District \_\_\_\_\_

Submittal reviewed by \_\_\_\_\_

Legistar # \_\_\_\_\_

3/3/21  
11:19 a.m. **RECEIVED**

Complete all sections of this application, including the desired meeting date and the action requested.

*If you need an interpreter, translator, materials in alternate formats or other accommodations to access these forms, please call the phone number above immediately.*

## 1. Project Information

Address: \_\_\_\_\_

Title: \_\_\_\_\_

## 2. Application Type (check all that apply) and Requested Date

UDC meeting date requested \_\_\_\_\_

New development

Alteration to an existing or previously-approved development

Informational

Initial approval

Final approval

## 3. Project Type

Project in an Urban Design District

Project in the Downtown Core District (DC), Urban Mixed-Use District (UMX), or Mixed-Use Center District (MXC)

Project in the Suburban Employment Center District (SEC), 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 Residential Building Complex

### Signage

Comprehensive Design Review (CDR)

Signage Variance (i.e. modification of signage height, area, and setback)

Signage Exception

### Other

Please specify \_\_\_\_\_

## 4. Applicant, Agent, and Property Owner Information

**Applicant name** \_\_\_\_\_

Street address \_\_\_\_\_

Telephone \_\_\_\_\_

**Project contact person** \_\_\_\_\_

Street address \_\_\_\_\_

Telephone \_\_\_\_\_

**Property owner (if not applicant)** \_\_\_\_\_

Street address \_\_\_\_\_

Telephone \_\_\_\_\_

Company \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Email \_\_\_\_\_

Company \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Email \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Email \_\_\_\_\_

**5. Required Submittal Materials****Application Form****Letter of Intent**

- If the project is within an Urban Design District, a summary of how the development proposal addresses the district criteria is required
- For signage applications, a summary of how the proposed signage is consistent with the applicable CDR or Signage Variance review criteria is required.

**Development Plans** (Refer to checklist on Page 4 for plan details)**Filing fee****Electronic Submittal\***

Each submittal must include fourteen (14) 11" x 17" **collated** paper copies. Landscape and Lighting plans (if required) must be **full-sized and legible**. Please refrain from using plastic covers or spiral binding.

**NA Notification to the District Alder**

- Please provide an email to the District Alder notifying them that you are filing this UDC application. Please send this as early in the process as possible and provide a copy of that email with the submitted application.

Both the paper copies and electronic copies must be submitted prior to the application deadline before an application will be scheduled for a UDC meeting. Late materials will not be accepted. A completed application form is required for each UDC appearance.

For projects also requiring Plan Commission approval, applicants must also have submitted an accepted application for Plan Commission consideration prior to obtaining any formal action (initial or final approval) from the UDC. All plans must be legible when reduced.

*\*Electronic copies of all items submitted in hard copy are required. Individual PDF files of each item submitted should be compiled on a CD or flash drive, or submitted via email to [udcapplications@cityofmadison.com](mailto:udcapplications@cityofmadison.com). The email must include the project address, project name, and applicant name. Electronic submittals via file hosting services (such as Dropbox.com) are not allowed. Applicants who are unable to provide the materials electronically should contact the Planning Division at (608) 266-4635 for assistance.*

**6. Applicant Declarations**

1. Prior to submitting this application, the applicant is required to discuss the proposed project with Urban Design Commission staff. This application was discussed with \_\_\_\_\_ on \_\_\_\_\_.
2. 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 \_\_\_\_\_ Relationship to property \_\_\_\_\_

Authorizing signature of property owner  \_\_\_\_\_ Date \_\_\_\_\_

**7. Application Filing Fees**

Fees are required to be paid with the first application for either initial or final approval of a project, unless the project is part of the combined application process involving the Urban Design Commission in conjunction with Plan Commission and/or Common Council consideration. Make checks payable to City Treasurer. Credit cards may be used for application fees of less than \$1,000.

Please consult the schedule below for the appropriate fee for your request:

Urban Design Districts: \$350 (per §35.24(6) MGO).

Minor Alteration in the Downtown Core District (DC) or Urban Mixed-Use District (UMX) : \$150 (per §33.24(6)(b) MGO)

Comprehensive Design Review: \$500 (per §31.041(3)(d)(1)(a) MGO)

Minor Alteration to a Comprehensive Sign Plan: \$100 (per §31.041(3)(d)(1)(c) MGO)

All other sign requests to the Urban Design Commission, including, but not limited to: appeals from the decisions of the Zoning Administrator, requests for signage variances (i.e. modifications of signage height, area, and setback), and additional sign code approvals: \$300 (per §31.041(3)(d)(2) MGO)

A filing fee is not required for the following project applications if part of the combined application process involving both Urban Design Commission and Plan Commission:

- Project in the Downtown Core District (DC), Urban Mixed-Use District (UMX), or Mixed-Use Center District (MXC)
- Project in the Suburban Employment Center District (SEC), Campus Institutional District (CI), or Employment Campus District (EC)
- Planned Development (PD): General Development Plan (GDP) and/or Specific Implementation Plan (SIP)
- Planned Multi-Use Site or Residential Building Complex

## Introduction

The City of Madison's Urban Design Commission (UDC) has been created to:

- Encourage and promote high quality in the design of new buildings, developments, remodeling, and additions so as to maintain and improve the established standards of property values within the City.
- Foster civic pride in the beauty and nobler assets of the City, and in all other ways possible assure a functionally efficient and visually attractive City in the future.

## Types of Approvals

There are three types of requests considered by the UDC:

- Informational Presentation. Applicants may, at their discretion, request to make an Informational Presentation to the UDC prior to seeking any approvals to obtain early feedback and direction before undertaking detailed design. Applicants should provide details on the context of the site, design concept, site and building plans, and other relevant information to help the UDC understand the proposal and provide feedback. (Does not apply to CDR's or Signage Variance requests)
- Initial Approval. Applicants may, at their discretion, request initial approval of a proposal by presenting preliminary design information. As part of their review, the Commission will provide feedback on the design information that should be addressed at Final Approval stage.
- Final Approval. Applicants may request Final Approval of a proposal by presenting all final project details. Recommendations or concerns expressed by the UDC in the initial approval must be addressed at this time.

## Presentations to the Commission

Primarily, the UDC is interested in the appearance and design quality of projects. Emphasis should be given to the site plan, landscape plan, lighting plan, building elevations, exterior building materials, color scheme, and graphics.

When presenting projects to the UDC, applicants must fill out a registration slip provided in the meeting room and present it to the Secretary. Presentations should generally be limited to 5 minutes or as extended by motion by consent of the Commission. The Commission will withhold questions until the end of the presentation.

Applicants are encouraged to consider the use of various graphic presentation material including a locator map, photographs, renderings/model, scale drawings of the proposal in context with adjacent buildings/uses/signs, etc., as may be deemed appropriate to describe the project and its surroundings. Graphics should be mounted on rigid boards so that they may be easily displayed. **Applicants/presenters are responsible for all presentation materials, AV equipment and easels.**

# URBAN DESIGN DEVELOPMENT PLANS CHECKLIST

The items listed below are minimal application requirements for the type of approval indicated. Please note that the UDC and/or staff may require additional information in order to have a complete understanding of the project.

## 1. Informational Presentation

- ☒ Locator Map
- ☒ Letter of Intent (If the project is within an Urban Design District, a summary of how the development proposal addresses the district criteria is required)
- ☒ Contextual site information, including photographs and layout of adjacent buildings/structures
- ☒ Site Plan
- ☒ Two-dimensional (2D) images of proposed buildings or structures.

Providing additional information beyond these minimums may generate a greater level of feedback from the Commission.

### Requirements for All Plan Sheets

1. Title block
2. Sheet number
3. North arrow
4. Scale, both written and graphic
5. Date
6. Fully dimensioned plans, scaled at 1"= 40' or larger

**\*\* All plans must be legible, including the full-sized landscape and lighting plans (if required)**

## 2. Initial Approval

- ☐ Locator Map
- ☐ Letter of Intent (If the project is within a Urban Design District, a summary of how the development proposal addresses the district criteria is required)
- ☐ Contextual site information, including photographs and layout of adjacent buildings/structures
- ☐ Site Plan showing location of existing and proposed buildings, walks, drives, bike lanes, bike parking, and existing trees over 18" diameter
- ☐ Landscape Plan and Plant List (*must be legible*)
- ☐ Building Elevations in both black & white and color for all building sides (include material callouts)
- ☐ PD text and Letter of Intent (if applicable)

## 3. Final Approval

All the requirements of the Initial Approval (see above), **plus**:

- ☐ Grading Plan
- ☐ Proposed Signage (if applicable)
- ☐ Lighting Plan, including fixture cut sheets and photometrics plan (*must be legible*)
- ☐ Utility/HVAC equipment location and screening details (with a rooftop plan if roof-mounted)
- ☐ PD text and Letter of Intent (if applicable)
- ☐ Samples of the exterior building materials (presented at the UDC meeting)

## 4. Comprehensive Design Review (CDR) and Variance Requests (*Signage applications only*)

- ☐ Locator Map
- ☐ Letter of Intent (a summary of how the proposed signage is consistent with the CDR or Signage Variance criteria is required)
- ☐ Contextual site information, including photographs of existing signage both on site and within proximity to the project site
- ☐ Site Plan showing the location of existing signage and proposed signage, dimensioned signage setbacks, sidewalks, driveways, and right-of-ways
- ☐ Proposed signage graphics (fully dimensioned, scaled drawings, including materials and colors, and night view)
- ☐ Perspective renderings (emphasis on pedestrian/automobile scale viewsheds)
- ☐ Illustration of the proposed signage that meets Ch. 31, MGO compared to what is being requested.
- ☐ Graphic of the proposed signage as it relates to what the Ch. 31, MGO would permit



March 3, 2021

TO:  
JANINE GLAESER, AIA, LEED AP  
Urban Design Planner  
Department of Planning & Development – City of Madison  
215 Martin Luther King Jr. Blvd Suite 017  
Madison, WI 53703

RE:  
Letter of Intent – UDC Informational Review and Meeting

**PROJECT:**

Bakers Place Development  
849 East Washington Avenue, Madison, WI

AY PROJECT # 71420

Janine and Commission members,  
The following is submitted together with the plans and application for review by the Urban Design Commission. With this application we will be requesting an informational review of the current proposed plans.

**ORGANIZATIONAL STRUCTURE:**

**OWNER/ DEVELOPER:**

The Neutral Project, LLC  
Bakers Place, LLC  
533 West Main St. #109  
Madison, Wisconsin  
608-345-9848  
Contact: Tyler Warner  
tyler@theneutralproject.com

**DEVELOPMENT CONSULTANT:**

Matt Brink Consulting  
701 East Washington Avenue - Suite 105  
Madison, Wisconsin  
608-658-7431  
Contact: Matt Brink  
mattbrinkconsulting@gmail.com

**ARCHITECT:**

Angus-Young  
16 North Carroll Street - Suite 610  
Madison, Wisconsin  
608-756-2326  
Contact: Jeff Davis  
j.davis@angusyoung.com

**CIVIL ENGINEER/ LANDSCAPE ARCHITECT:**

Angus-Young  
16 North Carroll Street - Suite 610  
Madison, Wisconsin  
608-756-2326  
Contact: Katie Udell  
k.udell@angusyoung.com

*in partnership with:*

Michael Green Architecture  
1535 West 3rd Avenue  
Vancouver, British Columbia  
Contact: Candice Nichol  
candice@mg-architecture.ca

## PROJECT LOCATION:

The subject site is 849 East Washington Avenue. The property is bounded on the north by East Washington Avenue, to the east by South Paterson Street, and to the south by East Main Street. There is an existing 1-story retail/office building to the west. It is located in the Marquette Neighborhood, Aldermanic District 6.



CONTEXT MAP



EXISTING SITE MAP

## INTRODUCTION TO THE NEUTRAL PROJECT AND OUR DESIGN TEAM:

The Neutral Project is a sustainable real estate development company with a goal to challenge conventional real estate development methods and present a new sustainable development strategy. They believe that the accepted real estate development model that necessitates endless growth disregarding environmental impact, must be displaced.

Our Design Architect partner is Michael Green Architecture. MGA is a international leader in sustainability and innovative wood design. Together, we all feel this is an ambitious project that will thrive in Madison and on the Capital Gateway Corridor; and ultimately showcase what responsible design and development can look like, benefiting the future of the City, the neighborhood, and it's residents.

With that, the project proposal forthcoming is different. It's lively and innovative; and it aims to respect the heritage of the Gardner Bakery, all while being mindful of our mission to reduce the built environments embodied and operational carbon emissions.

## INTRODUCTION TO OUR PROJECT:

This property is zoned TE - Traditional Employment District and is in the Urban Design District #8. It is also within the wellhead protection district #24 and within the 'East Washington Capital Gateway Corridor Plan.'

The TE zoning district allows as a permitted use typical office and retail use. Multi-family and live-work dwelling units will require a conditional use permit. The Capital Gateway Corridor Plan called for this block, and all blocks to the south of East Washington to be 'Employment.' However, based on initial feedback and support from City staff, we are proposing this project to amend the Gateway Corridor Plan to allow Multi-Family at 849 East Washington.

## PROJECT DESCRIPTION:

This planned development of 849 East Washington Ave includes the partial preservation of the existing Building, previously the Gardner Baking Company, and the development of a 8-15 story multifamily residential development. It includes roughly 12,000 gsf of commercial space to remain, and an addition of 5,000-10,000 additional gsf of commercial.

## DESIGN CONCEPT:

The project aims to respectfully develop the site, engaging and celebrating the existing character of the Gardner Bakery, and reinvigorating the site with a stepped residential building that rises from 15 stories on East Washington to 8 Stories on East Main, creating a C-shaped building with an elevated landscape courtyard. Between the new building and the existing commercial building, we propose a double loaded commercial experience, where old meets new in an intimate, unique public mews.

## SUSTAINABILITY:

This project holds sustainability as one of its fundamental drivers. Composed of Mass Timber, the project's construction can reduce emissions from the manufacturing of materials by up to 70% compared to standard concrete construction. Alongside that, there are strong goals for Green Roofs, Photovoltaics, and a push for the reduction in single occupancy trips by residents through leveraging an Electric Vehicle Car share, Bus Rapid Transit, Bike Share, and a reduction in on-site Parking. The project is using Passive House Standards as a driver, which ultimately will allow us to reduce energy consumption up to 90%, and save our tenants on their cost of utilities. Additionally, by retaining and re-using a portion of the existing building, we are extending it's lifespan, and reducing our impact.

## URBAN DESIGN DISTRICT 8 APPROACH:

In our packet is a summary of our approach to UDD 8 Requirements and Guidelines in addition to what is outlined below.

### 1. Building Height

#### a. Requirements:

- i. The height of the building falls within the Maximum building Height, with the addition of bonus stories. It ranges from 8-15 stories in height. Requirement on Block 12A is 12 stories max, with a possible bonus 3 stories where applicable and on Block 12B 8 stories max with a possible bonus 2 stories.
- ii. The building aligns with stepbacks on E Washington St. There is a desire to explore maintaining a consistent façade on South Patterson to provide a small front lawn as well as align the façade with the upper tower portion of the project. This does not align with current UDD 8 Guidelines.
- iii. No Non-habitable space from architectural features is included in height calculations.

#### b. Guidelines:

- i. The building meets the minimum height requirements.
- ii. There is no current desire to make additions to an existing building.

## 2. Building Location and Orientation

### a. Requirements:

- i. The building meets the setback requirements.

### b. Guidelines:

- i. The building location is designed to provide shallower floorplates and creates a U-shape to form an inner courtyard for residents. It meets all three street facades and creates active fronts on E Washington, S Patterson, and E Main St.
- ii. The intent is to provide this additional sidewalk/terrace where needed.
- iii. Walkways will be provided from S Patterson and E Main where needed for building entrances.
- iii. The primary entrance will be located on S Patterson as close to E Washington as possible, while maintaining a portion of the existing commercial building.
- iv. There is no intent to add additions to the existing building.

## 3. Building Height, Location (Distance from Property Line) and Stepback

- i. The building aligns with height, location, and stepback requirements. There is a desire to explore maintaining a consistent façade on South Patterson to provide a small front lawn as well as align the façade with the upper tower portion of the project. This does not align with current UDD 8 Guidelines.

## 4. Parking and Service Areas

### a. Requirements:

- i. Access to off-street parking will be located from E Main St. There is one level of underground parking and two levels of above ground parking. The entrance to this parking garage is off East Main St.
- ii. Landscape Plan is TBD
- iii. The trash collection is TBD.

### b. Guidelines

- i. The current intent is to wrap parking in ground floor residences and commercial spaces.
- ii. All parking areas will be well landscaped and appropriately lit.
- iii. All parking areas will include walkways for safe pedestrian access.
- iv. Parking will be shared for the building between Block 12A and 12B.
- v. The driveway access sizing is TBD but will be located along E Main St.
- vi. Pedestrian areas will be focused along the Mews and S Patterson St. There may also be some commercial element along E Main St. The intent is to keep service and drive through areas separate from pedestrian areas.
- vii. Trash location TBD
- viii. There are no new parking ramps for E Washington on this project.
- ix. The intent is to have parking entry/exit along E Main St as the desire is to have Residential ground floor units along S Patterson St.
- x. The intent is to provide robust and accessible Bicycle Parking. Exact location is TBD.

## 5. Landscaping and Open Space

### a. Requirements:

- i.-ix: Landscape plan for this project is TBD.

### b. Guidelines

- i. A well-designed landscape experience will be provided for the public and residents on this site.

- ii. Landscaping and fencing will be pleasant and complementary to the building and its neighbors.
- iii. The intent is to build to the boundaries of the site.
- iv. Bio retention intent is TBD.
- v. Stormwater site strategy is TBD.
- vi. Canopy tree locations are TBD.

## 6. Site Lighting and Furnishings

### a. Requirements

- i. Use of Cut-off light fixtures is TBD.

### b. Guidelines

- ii. Lighting for Pedestrian-use areas and additional lighting is TBD.
- iii. Lighting and site furnishings are TBD.

## 7. Building Massing and Articulation

### a. Requirements:

- i. All three street facades are designed with the same high level of quality and aesthetic.
- ii. There are no blank street facades or walls.
- iii. The intent is to provide architectural details and character that engages the ground floor.
- iv. Mechanical Equipment will be located on the roof, hidden from view.

### b. Guidelines:

- i. The design of this building places sustainability at the forefront firstly being composed of Mass Timber, with considerations for Passive House Design, Green Roofs, Photovoltaics, Electric Vehicle Car Shares, and many other “Green” building design considerations.
- ii. There is an intent to create a visual distinction at the ground floor between the ground floor residences and upper floors.
- iii. The visual termination of the building is TBD.
- iv. There is no intent to copy historic appearance or details.
- v. Potential Tenants of any commercial spaces are TBD.
- vi. The intent is to keep the two-story portion of the existing building and remove one story portions.
- vii. The intent of the project is to be creative and to reflect the neighborhood within which it exists.
- viii. The building will fill the site and will define the edge of S Patterson and E Main. The existing building will remain on E Washington so all edges of the site will be defined.

## 8. Materials and Colors

### a. Requirements:

- i. Exterior materials are TBD.

### b. Guidelines:

- i. Exterior materials are TBD.
- ii. Exterior materials are TBD.
- iii. Color choice will be guided by the existing building and the adjoining buildings to align with the context.
- iv. A significant portion of the existing building and its brick will be preserved.

## 9. Windows and Entrances

### a. Requirements:

- i. Any non-existing commercial retail spaces will meet the 60% glazing requirement. Exact locations of additional ground floor commercial is TBD.

- ii. Additional façade glazing ratios are TBD.
- iii. Windows on the ground floor will be transparent and not mirrored with some tint for light control.

b. Guidelines:

- i. Each commercial space entry will have glass doors and an architectural emphasis will be placed on denoting its location.
- ii. Exact entrance design for the building is TBD.
- iii. Landscaping and fencing will be pleasant and complementary to the building and its neighbors.
- iv. The intent is to build to the boundaries of the site.
- v. Bio retention intent is TBD.
- vi. Stormwater site strategy is TBD.
- vii. Canopy tree locations are TBD.

10. Signage

a. TBD

- i. Signage will be submitted to UDC at a later date.

11. Restoration/Preservation Activities

a. Guidelines:

- i. The intent is to preserve a significant portion of the existing building on the site.
- ii. The exact restoration and rehabilitation of the existing building is TBD.
- iii. No inappropriate elements, signs or canopies have been of note so far.
- iv. There is no intent to paint brick or stone.

12. Upper-Level Development Standards

- a. This requirement needs to be explored further.
- b. There is intent to seek bonus stories on both Block 12A and 12B as shown in the submitted massing studies.
- c. The exact combination of bonus story provisions is TBD.

## PROPOSED SITE DEVELOPMENT DATA:

### Densities:

Lot area	43,890 sf or 1.008 acres
Dwelling units	250 units
Lot Area/ D.U.	176 sf/ unit
Density	248 Units/ Acre

Building Height:	8-15 Stories
Existing Building:	2 Stories

### Floor Area Calculations:

Commercial	13,000-20,000 gsf
Parking/ Support Spaces	80,000 gsf
Residential	190,000 - 221,000 gsf
Typical Tower Floor	25,000 gsf

### Vehicle Parking Stalls:

LL-2nd Floor \* TBD - Not less than .5:1 Ratio

Bicycle parking stalls: This project will exceed the minimum requirement.

\* In addition to this, we are proposing a EV Ride share program for our tenants.

Thank you for your time reviewing our proposal. We are looking forward to your support and feedback!

Sincerely,

Jeff Davis, AIA, LEED AP  
Angus-Young





# BAKERS PLACE

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

**AY**  
ANGUS-YOUNG  
ARCHITECTS/ENGINEERS



THE  
NEUTRAL PROJECT

**MGA**  
BY KATERRA DESIGN PARTNER

# ABOUT THE DEVELOPER

The Neutral Project is a sustainable real estate development company. Our goal is to challenge conventional real estate development methods and present a new sustainable development strategy. We believe that the accepted real estate development model that necessitates endless growth disregarding environmental impact, must be displaced. The Neutral team collectively has over two decades of experience in multifamily and mixed-use development. We've worked from inception to completion on development projects totaling over 2,000 multifamily units. Additionally, we have over 55,000 square feet of office and retail development and lease-up experience.



THE  
NEUTRAL PROJECT





# OUR MISSION

The Neutral Project was created to redefine conventional development strategies, to mitigate the reprehensible damage caused by the built environment. Despite the evidence pointing to the reality of the built environment polluting our eco-system at an exponential volume for decades. To mitigate continuous reprehensible damage, we must evolve one of the largest contributing industries, Real Estate Development. Our mission is to leave this cosmos better than when we found it by creating a novel sustainable development company to revitalize our built environment.



# THE DEVELOPMENT TEAM

**TYLER WARNER**  
MANAGING PARTNER

**MATT BRINK**  
DEVELOPMENT CONSULTANT

**KATIE BILLS**  
ATTORNEY (REINHARDT LAW)

**NATE HELBACH**  
MANAGING PARTNER

**TYLER BRUNDY**  
PROJECT MANAGER

**KATE WESTFALL**  
ATTORNEY (REINHARDT LAW)

**RUTHI DAUGHERTY**  
BRANDING + MARKETING

# THE DESIGN TEAM

**MICHAEL GREEN ARCHITECTURE**  
DESIGN ARCHITECT

**EQUILIBRIUM**  
STRUCTURAL ENGINEER

**ANGUS YOUNG**  
ARCHITECT + ENGINEER OF RECORD

**TRUENORTH**  
ENVIRONMENTAL CONSULTANT

# TABLE OF CONTENTS

## **PROJECT GOALS + SUSTAINABILITY**

- MASS TIMBER
- EMBODIED CARBON
- PASSIVE HOUSE STANDARDS
- GREEN ROOF INITIATIVES
- EV INITIATIVES

## **SITE ANALYSIS**

- REGION
- ACCESS
- ZONING
- DAYLIGHTING AND SHADOWS
- VIEWS

## **ZONING**

- LOT 12A AND 12B

## **MASSING**

- DIAGRAMMATIC MASSINGS
- SECTIONS + PLANS

## **APPENDIX**





#### **SUSTAINABILITY**

Carbon responsible buildings are our goal. We challenge conventional development methods that disregard environmental impact.



#### **INNOVATION**

Mass timber industry, building technology and building code advances are well positioned to support this project



#### **HERITAGE**

The preservation of the Gardner Bakery and the integration of a new life to the site and bakery are key to the project



#### **COMMUNITY**

The strategic building location has the potential to invigorate the neighborhood and act as a catalyst for community based approach to residential design

## **PROJECT DRIVERS**



# SUSTAINABILITY

MASS TIMBER

EMBODIED CARBON

PASSIVE HOUSE STANDARDS

GREEN ROOF INITIATIVES

EV INITIATIVES

# MASS TIMBER

## A BUILDING GROWN BY THE SUN

### Responsible

There is opportunity to capture carbon within a mass timber building. When using wood from sustainably harvested forests, mass timber construction can significantly reduce the carbon footprint.

### Tradition + Innovation

Value materials by understanding their history. Look to the past while celebrating new heavy timber innovation.

### Forest to Frame

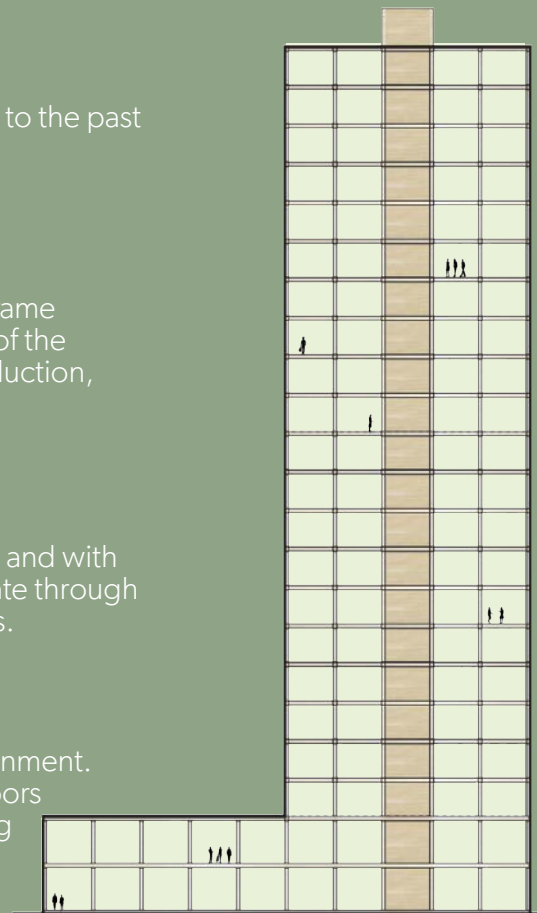
Celebrate the story of wood from the forest to the frame of the building. Respecting the complete life cycle of the material from seedling, forest growth, harvest, production, construction and finally to regeneration.

### Connection

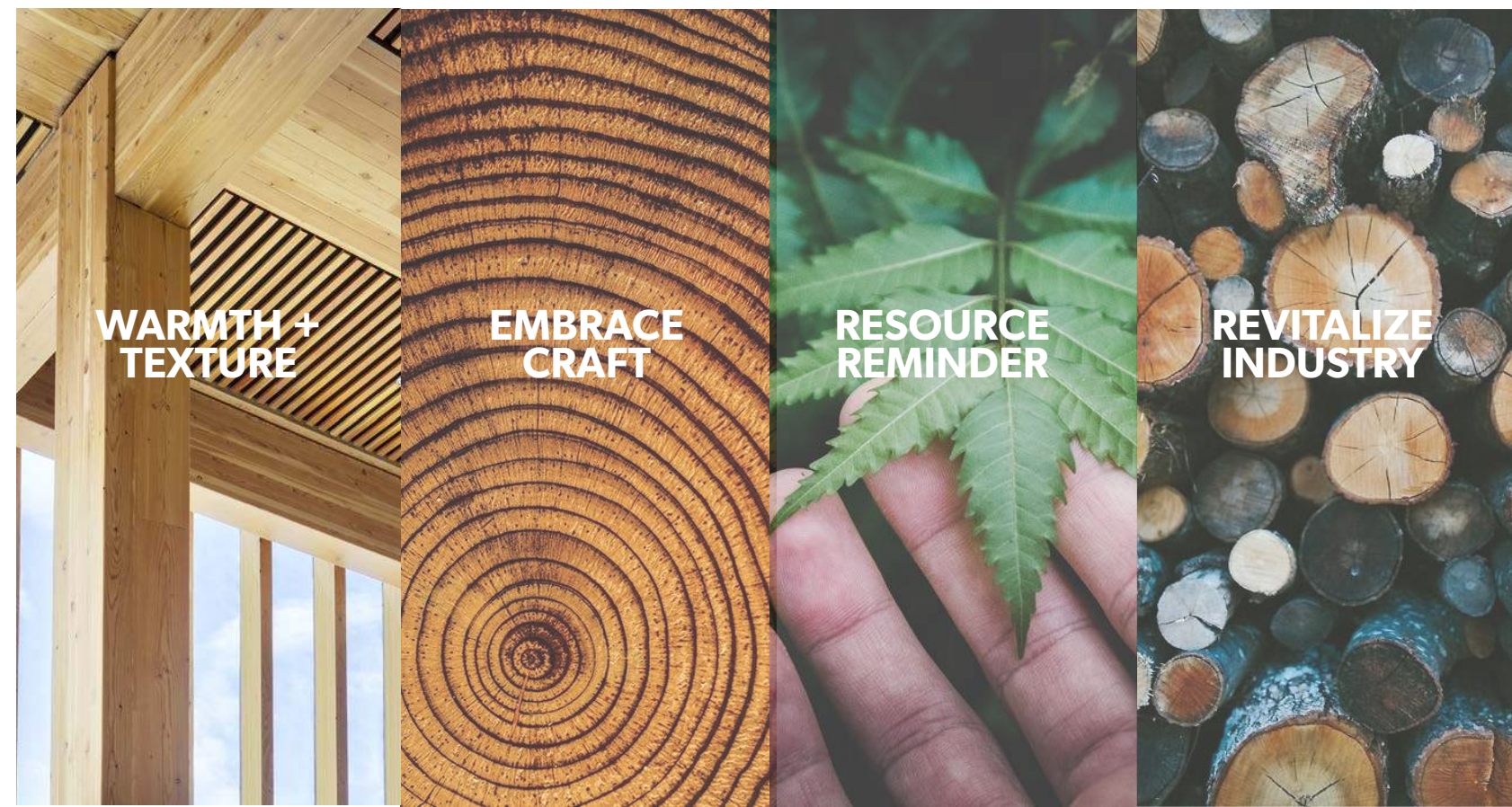
Each piece of wood is unique, from a specific place and with embedded connection to its place on earth. Educate through experience by showcasing the material and process.

### Wellness

Wood brings warmth and texture to the built environment. Studies show that the visual presence of wood indoors can significantly reduce stress levels among building occupants.



THE WOOD FOR THIS  
BUILDING IS  
REGENERATED IN  
**4 min**  
BY NORTH AMERICAN  
FORESTS





## Need

The earth's temperature is expected to rise on average,  
**37-39 ° F**

However, the United States's temperature is expected to rise  
**43-54 ° F**

To limit temperature rise to 34.7°C  
Global emissions must reduce by  
**45% by 2030 \***



# EMBODIED CARBON

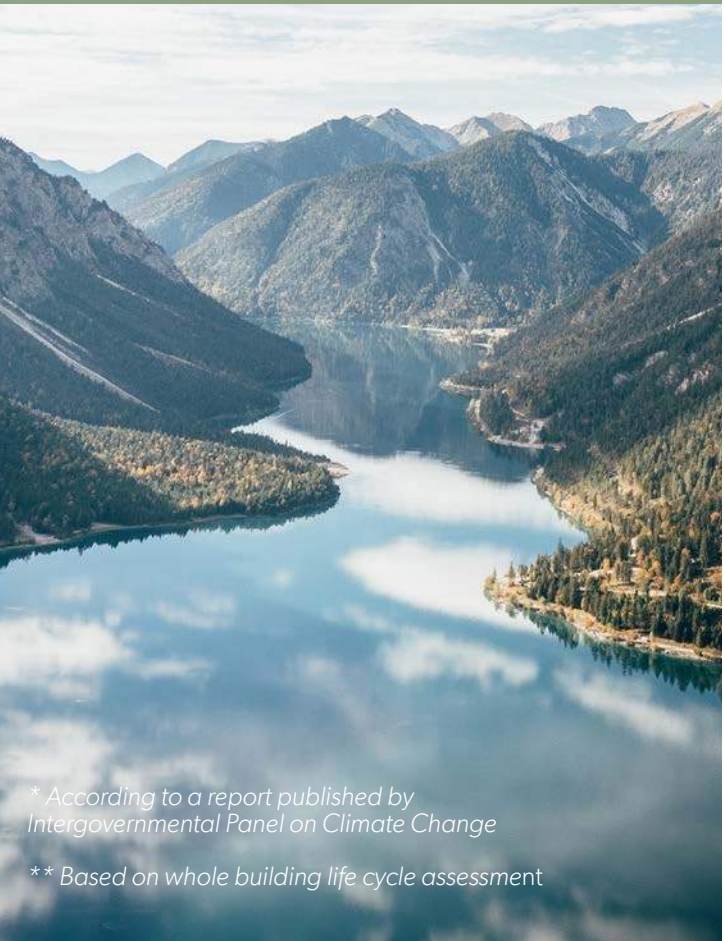
**100,00 SF BUILDING**  
Requires 6,500 m<sup>3</sup> of wood

**19 MINUTES**  
The time it would take for North American forests to grow the wood required.

**5,300 METRIC TONNES**  
of CO<sup>2</sup> stored within the structure of the building.

**2,100 METRIC TONNES**  
of greenhouse gas emissions avoided.

**= 1,410 CARS**  
The equivalent of cars off the road for 1 year.



## Rising Demand

To reduce global CO<sup>2</sup>, the building industry must be addressed as it is the largest emitter.



**GLOBAL CO<sup>2</sup> EMISSIONS**  
**39% BUILDINGS**  
**22% TRANSPORTATION**  
**30% INDUSTRY**

## Carbon Story

**88% CO<sup>2</sup> LESS**  
embodied carbon in mass timber construction compared concrete design. \*\*

Carbon sequestering: during the growth of a tree CO<sup>2</sup> is extracted from the atmosphere and stored within its mass.



**1 M<sup>3</sup> OF WOOD = 1 TONNE OF CO<sup>2</sup>**



\* According to a report published by Intergovernmental Panel on Climate Change  
\*\* Based on whole building life cycle assessment





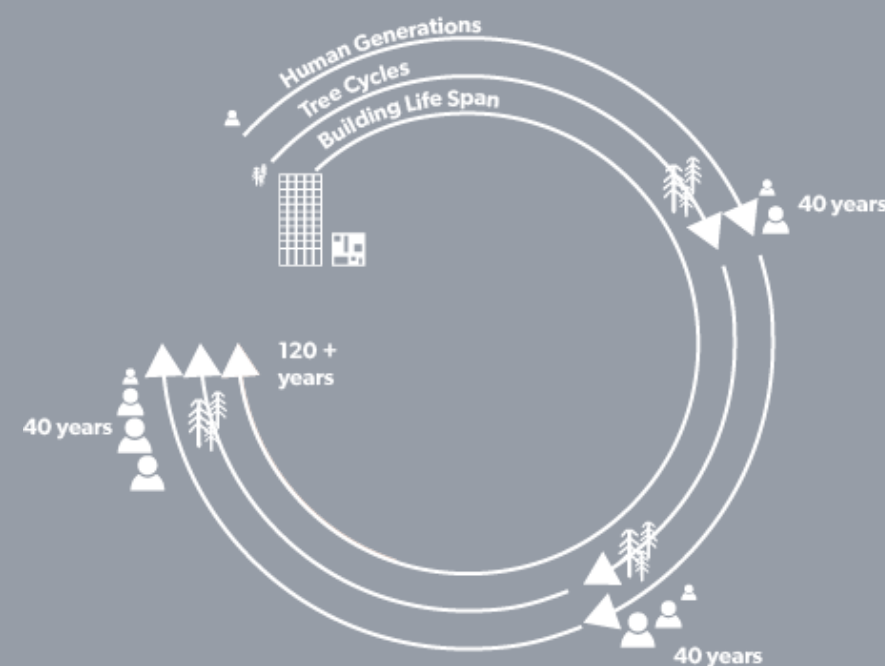
# PASSIVE HOUSE

## What is Passive House?

- Passive House standards require buildings to be highly insulated and airtight
- This essentially requires the building to put on a sweater and windbreaker
- It also requires hard limits on a buildings energy consumption
- This results in an energy savings of up to **90%** and typically falls between 75-90%

## Why build Passive House?

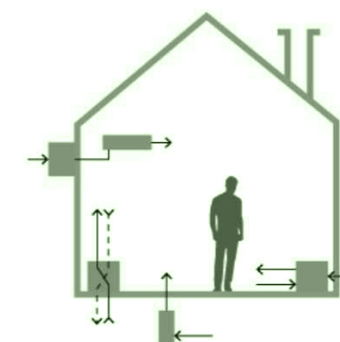
- Reduced energy consumption means more sustainable and affordable building operation
- It results in much more comfortable buildings where we don't have hot or cold spots
- They are high quality, quieter spaces which are much more simple to operate due to a decreased need for HVAC systems
- They are also resilient in the case of power outtages or shelter-in-place emergencies



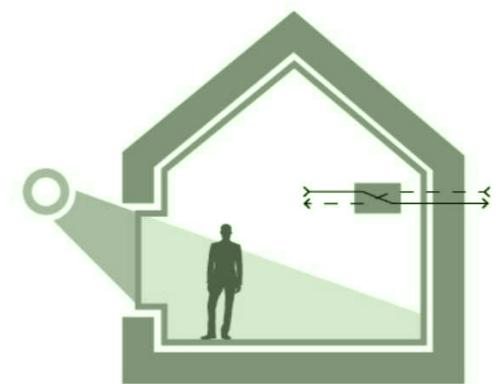
**A BUILDING FOR GENERATIONS**



19th Century



20th Century



21st Century



## Benefits

- Reduced Air Pollution and Greenhouse Gas Emmissions
- Reduced Energy Use
- Improved Human Health and Comfort
- Improved Quality of life
- Enhanced Stormwater management and Water Quality



# GREEN ROOFS

## Nature

People have an inclination towards nature but spend 90% of our time in buildings

## Biophilia

Exposure to nature is clinically proven to improve mood and physiological health including

- reduced stress
- lowered heart rate

## Restoration

Through exposure to natural materials, sunlight, views, fresh air, the result is unexpected delights like birds and other wildlife

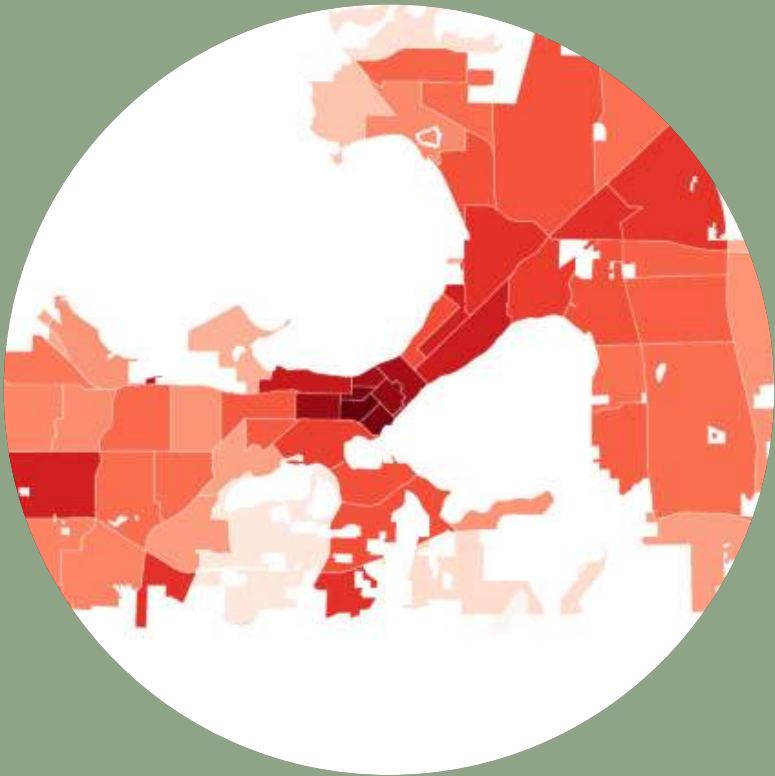
## Urban Nature

In our dense urban environment, green roofs provide an urban oasis where people can relax and enjoy the outdoors



## Heat Island

- Heat island exacerbates climate change impacts creating higher energy consumption and lower levels of comfort in cities
- Heat islands also contribute to increased medical emergencies during the hottest times of year







# EV CHARGING

## A CLEAN MODE OF TRANSPORTATION

### Adoption

EV adoption in the US is increasing by almost 50% annually. Car makers like GM, Ford, and Chrysler are making massive commitments to developing and manufacturing EV cars

### Tesla

The forerunner of EV car makers, the Tesla Model 3 sold equally as well as comparable gas-powered cars in 2018

### Access

One of the key contributors to slower adoption is access to charging. People site concerns over knowing where to charge and providing charge stations is critical.

### Central Location

With the site being so central in Madison, people will be able to recharge their cars while spending time enjoying the sights and local business the area has to offer.



#### **ELECTRIC VEHICLE CAR SHARE**

We plan to partner with Tesla to provide Electric Vehicles to residents of the building as a car share program and include on site EV charging.



#### **BUS RAPID TRANSIT**

This project exists directly in front of a BRT stop on Washington and Patterson along the BRT corridor which will serve over 80,000 residents and 120,000 jobs are within a 10 min walk.



#### **BIKE SHARE + BIKE LANES**

We also plan to offer residents a bike share program, connecting them to Madisons growing bike lane network, which can be accessed directly on E Washington St.



#### **REDUCTION OF ON-SITE PARKING**

Due to the projects central location, much of the cities amenities and work places are reachable by foot. Additionally, this project will serve to promote a reduction in single occupancy trips by offering a variety of transportation alternatives.

## **REDUCTION IN SINGLE OCCUPACY TRIPS**



# ASSUMPTIONS

## PROGRAM MIX

- RESIDENTIAL, COMMERCIAL, PARKING

## NUMBER AND TYPE OF UNITS

- 225-250 UNITS
- DWELLING UNITS IN MIXED USE BUILDINGS, LIVE. WORK UNITS, MULTI-FAMILY DWELLINGS

## GSF

- 225-250 UNITS
- AVG. 750 SF/UNIT x 85% EFFICIENCY= 190,000-221,000 GSF

## ZONING

- MAX HEIGHT 160' (1,009' ABOVE SEA LEVEL)
- DANE COUNTY AIRPORT REGIONAL HEIGHT RESTRICTION

## PARKING

- MIN 1, MAX 2.5 SPACES PER UNIT
- BASED ON PREVIOUS DESIGN 1 SPOT/350 SF = 97,900 SF/225 SPOTS
- DEPENDING ON UNIT MIX, THIS MAY CHANGE
- BIKE PARKING: MIN 1/2 BED (EXTRA 0.5 PER EXTRA BEDROOM. ONE GUEST SPACE PER 10 UNITS

## SUSTAINABILITY

- MASS TIMBER
- EMBODIED CARBON
- PASSIVE HOUSE STANDARDS
- GREEN ROOF INITIATIVES
- EV INITIATIVES

# SITE ANALYSIS

REGION

EXISTING AND NATURAL FEATURES

ZONING INFORMATION









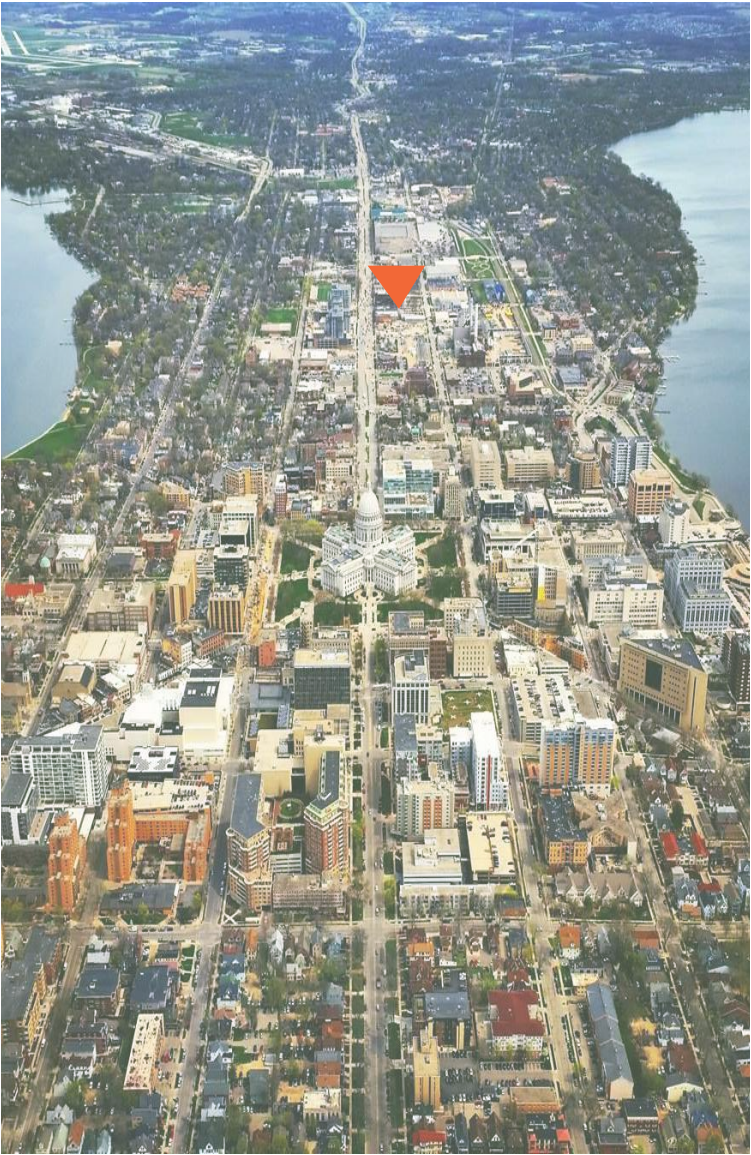
State Capital



Lakes

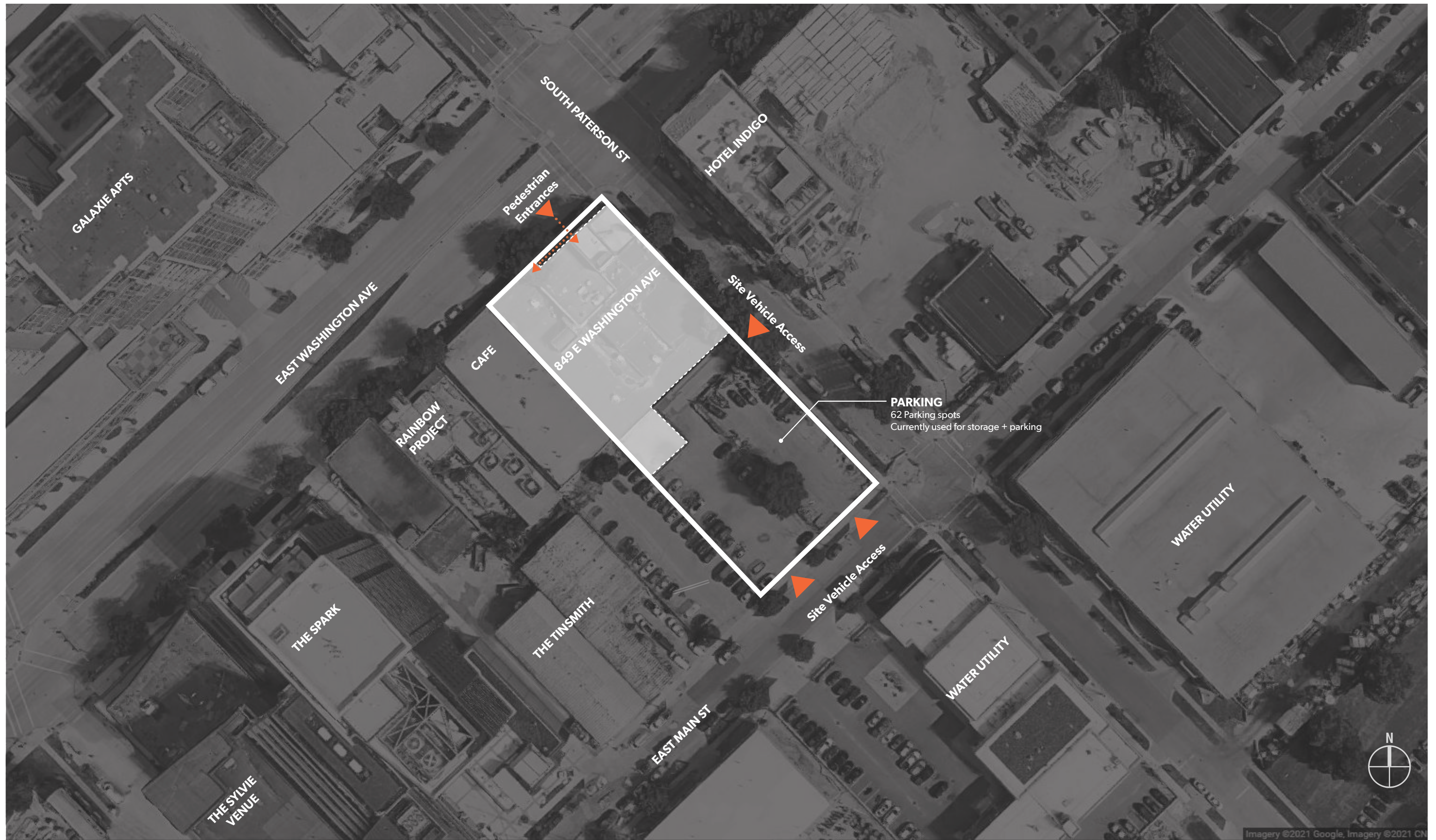


Brick/Warehouse



Isthmus

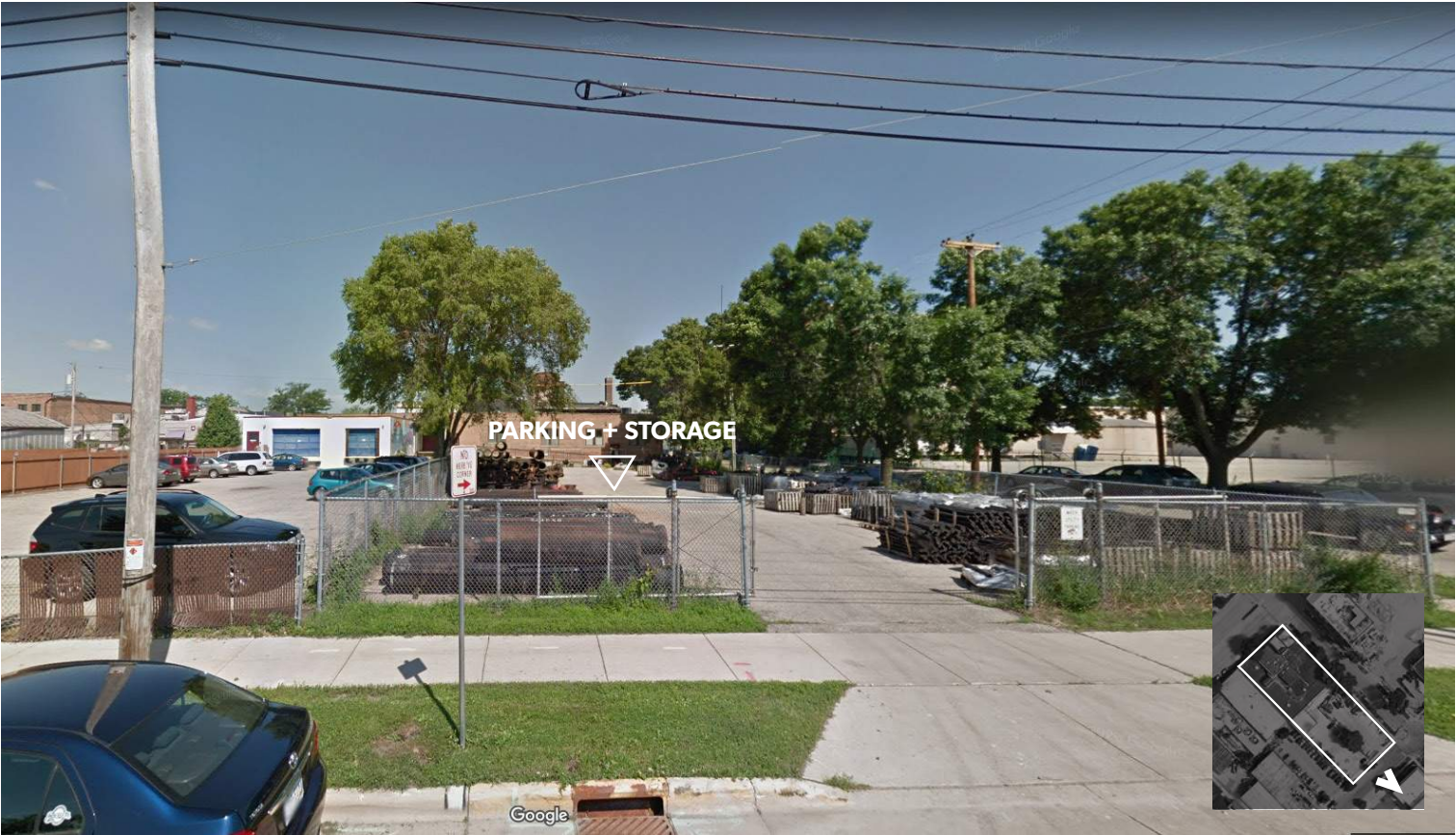




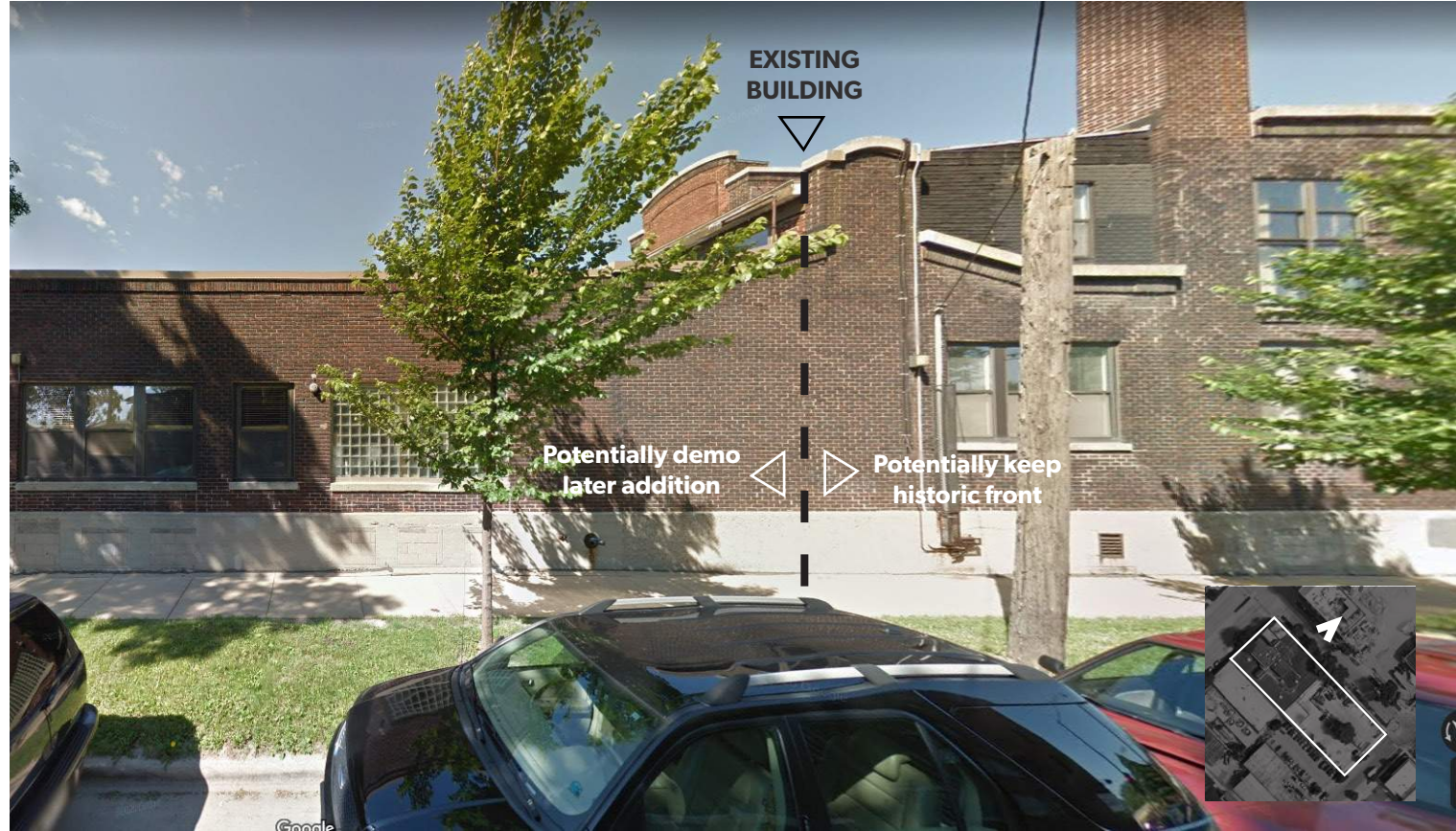




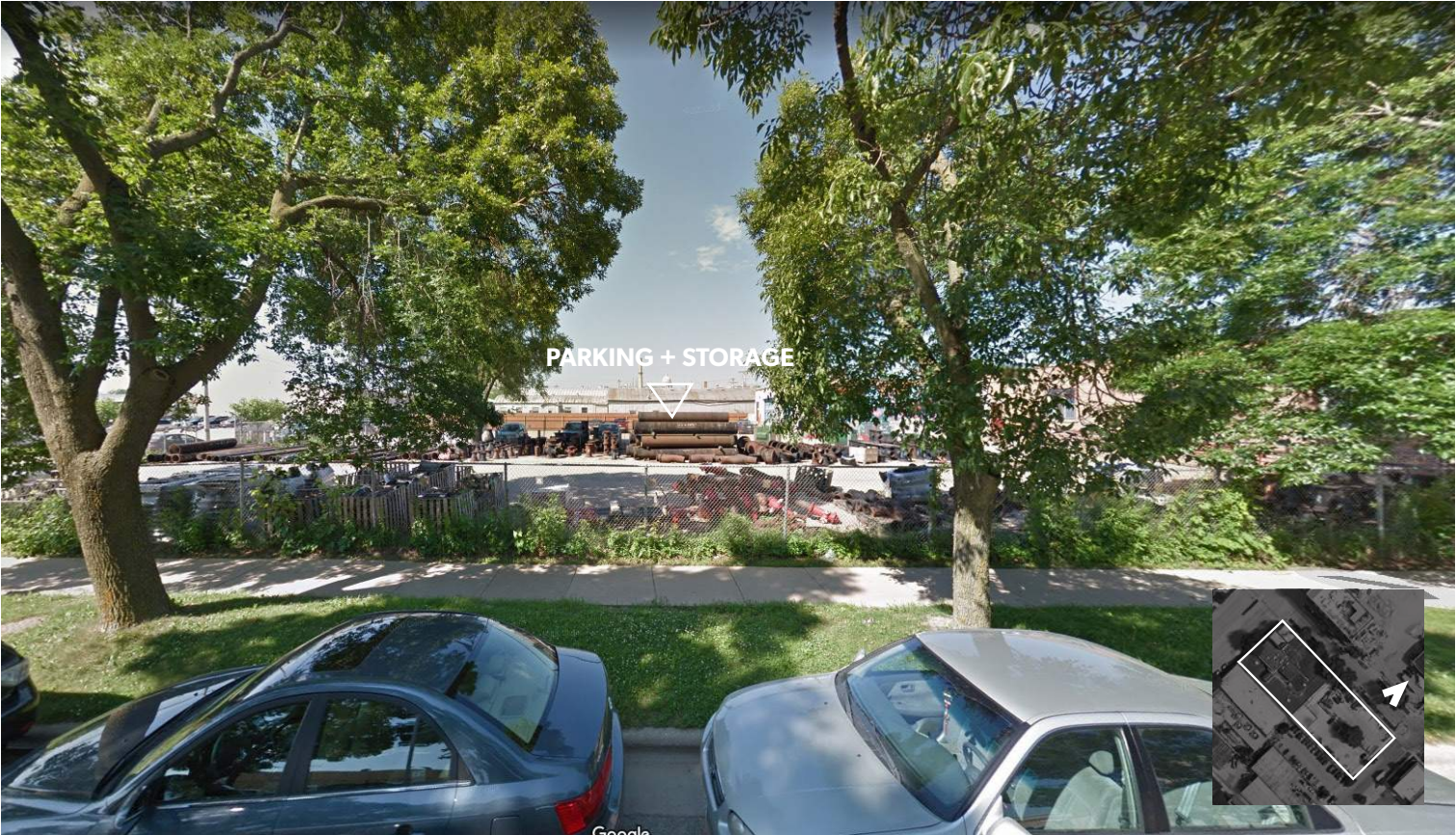
VIEW FROM E WASHINGTON AVE LOOKING SOUTH EAST



VIEW FROM E MAIN ST LOOKING NORTH WEST

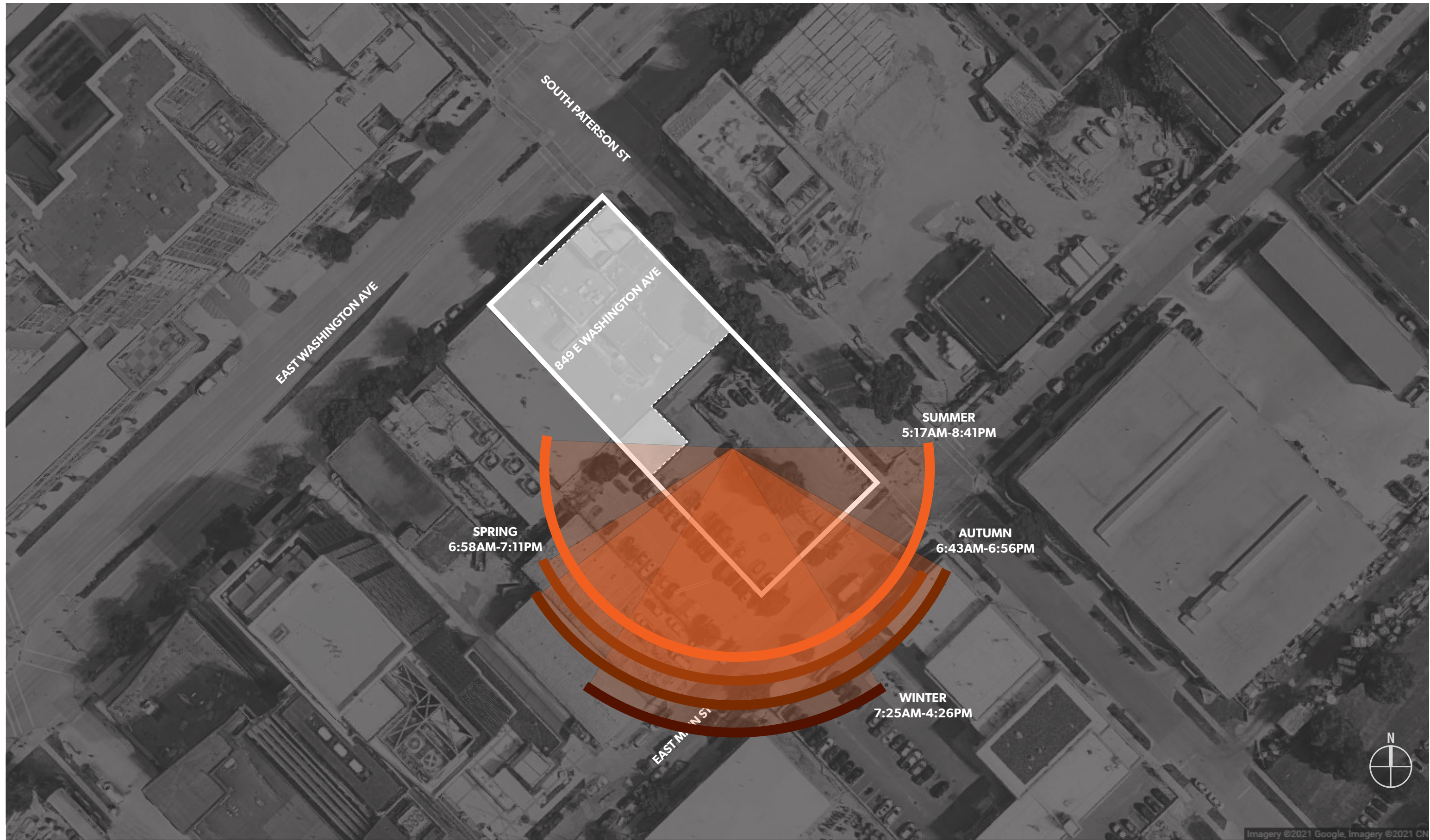


VIEW FROM S PATERSON ST LOOKING SOUTH WEST

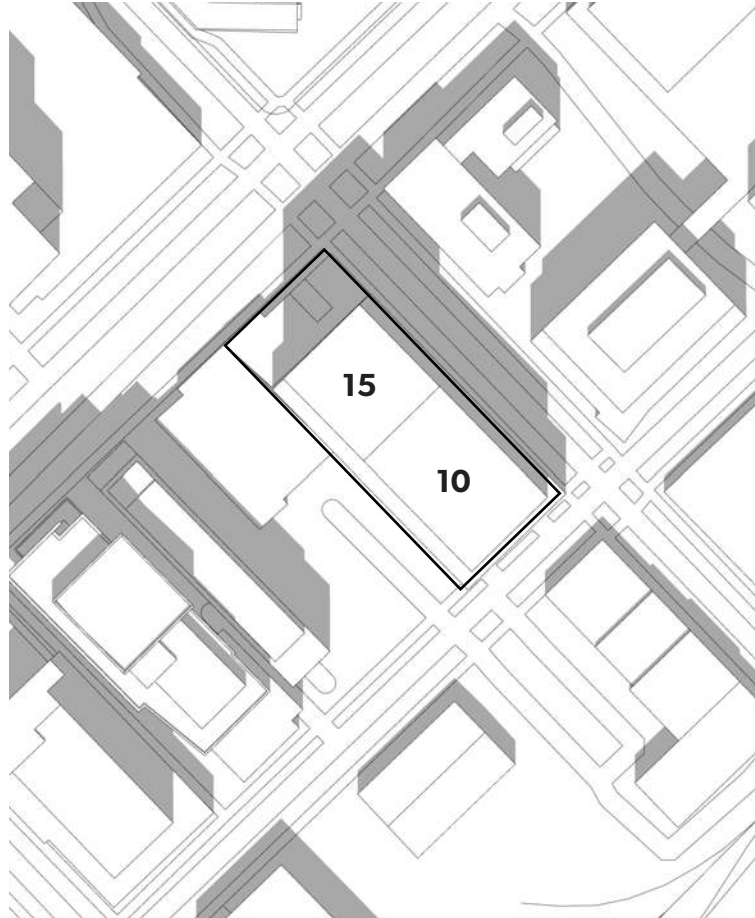


VIEW FROM S PATERSON ST LOOKING SOUTH WEST

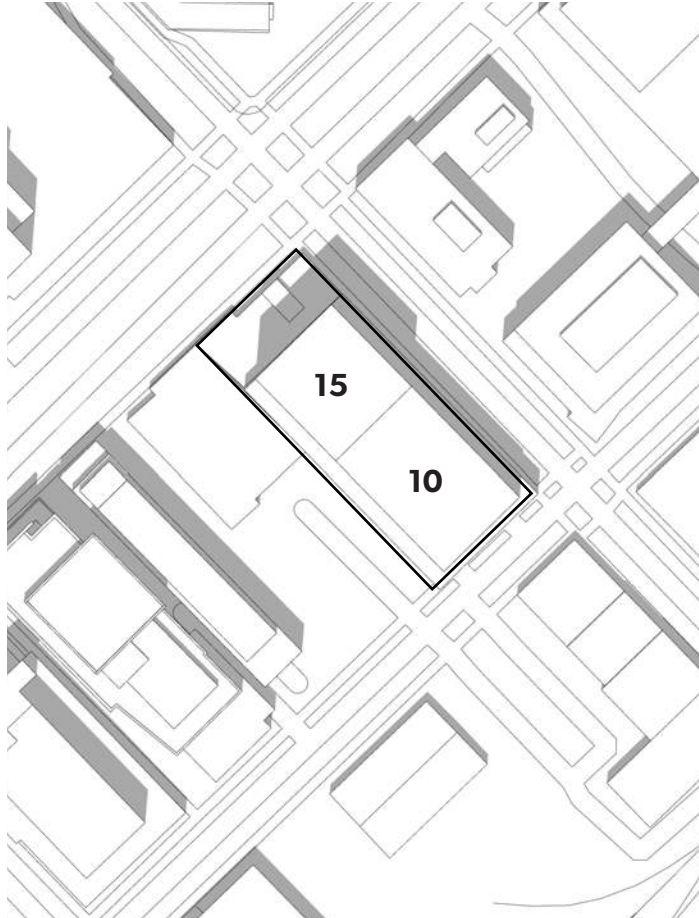




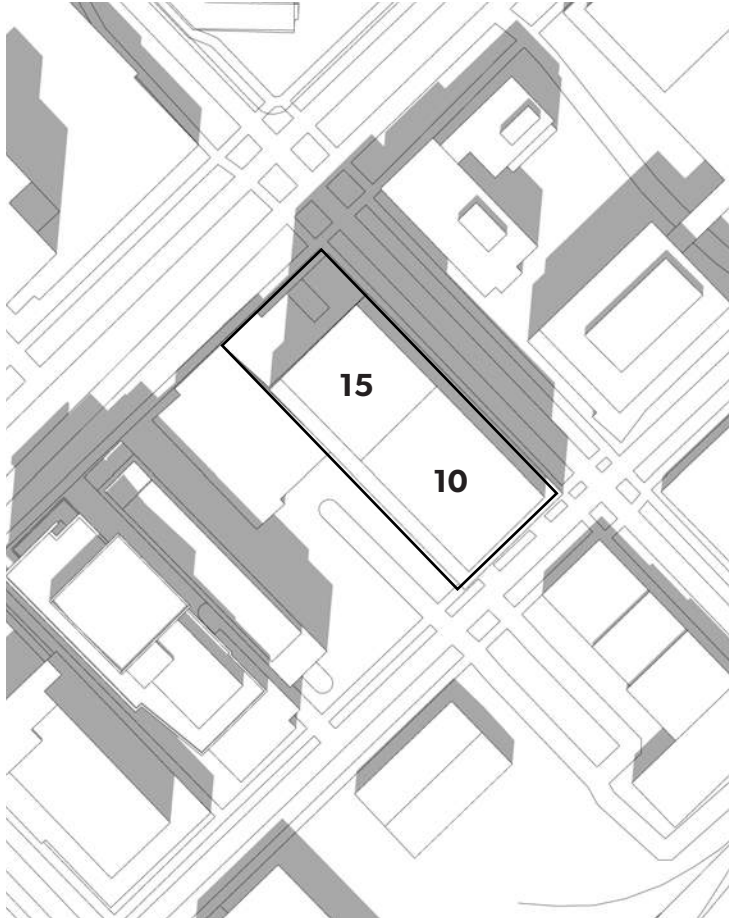




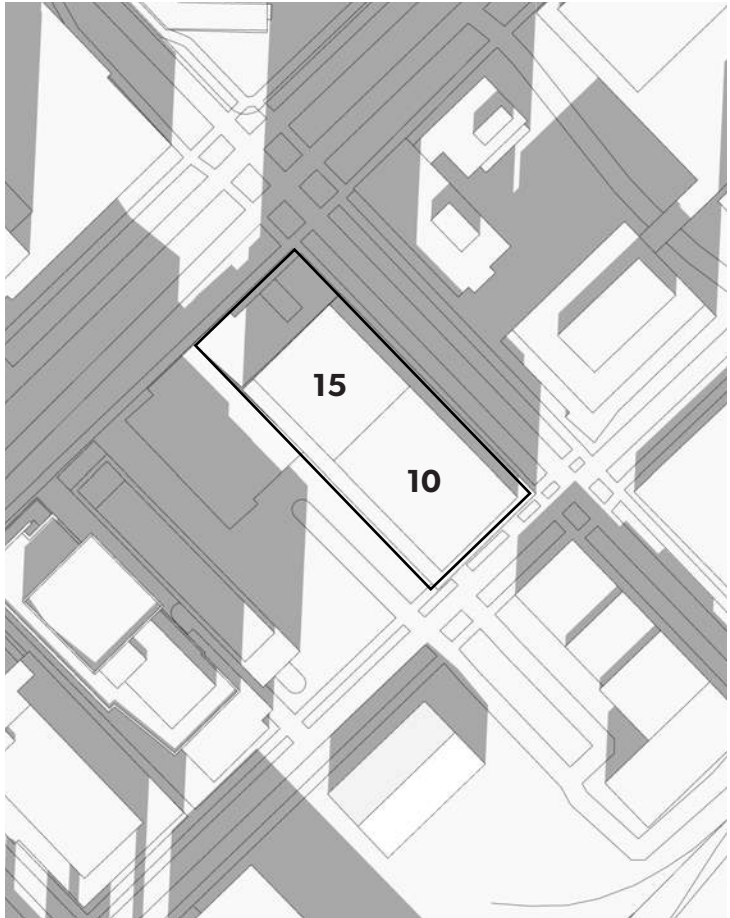
**MARCH 21**  
12:00 PM



**JUNE 22**  
12:00 PM



**SEPTEMBER 23**  
12:00 PM



**DECEMBER 22**  
12:00 PM









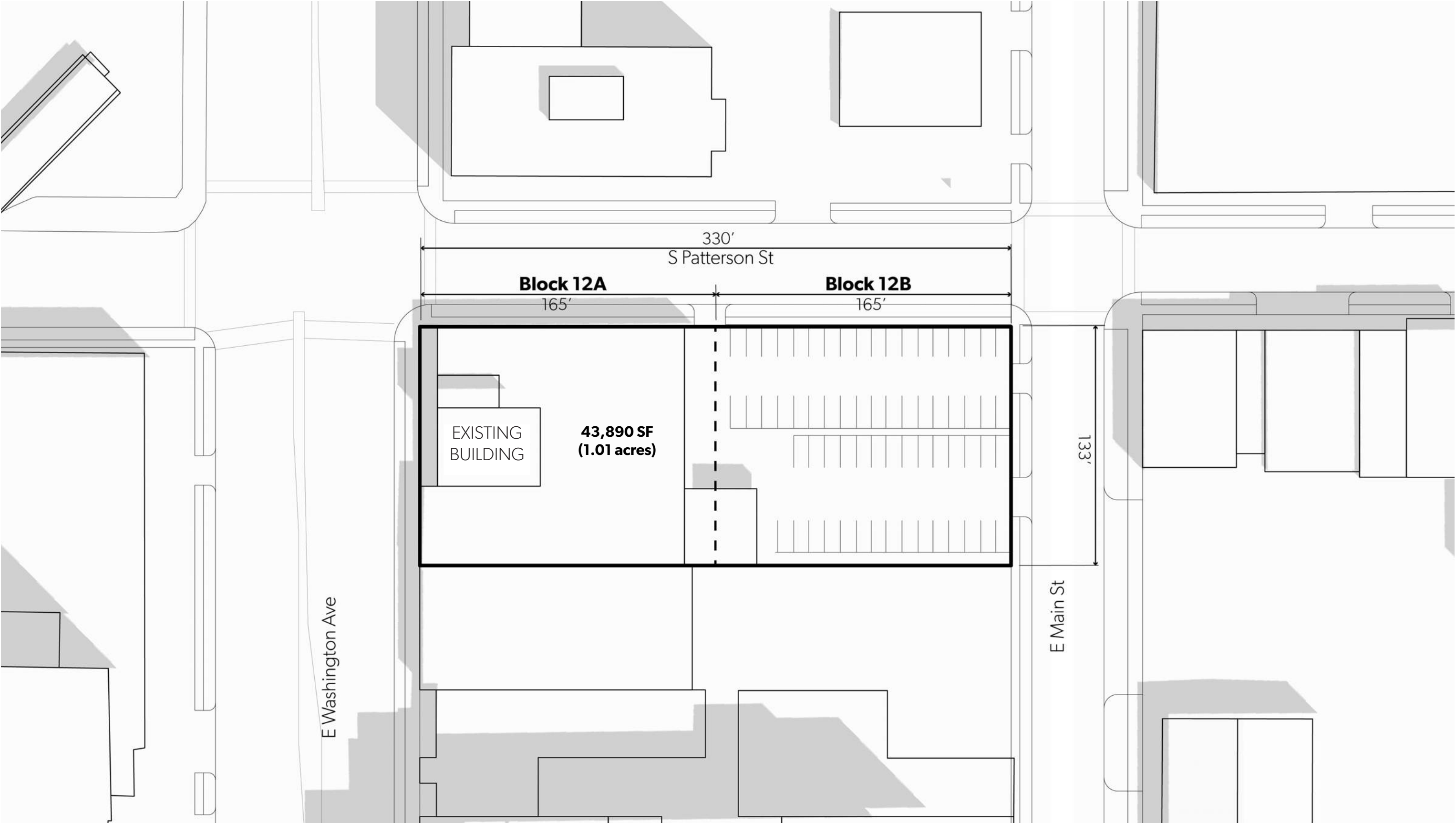
# ZONING

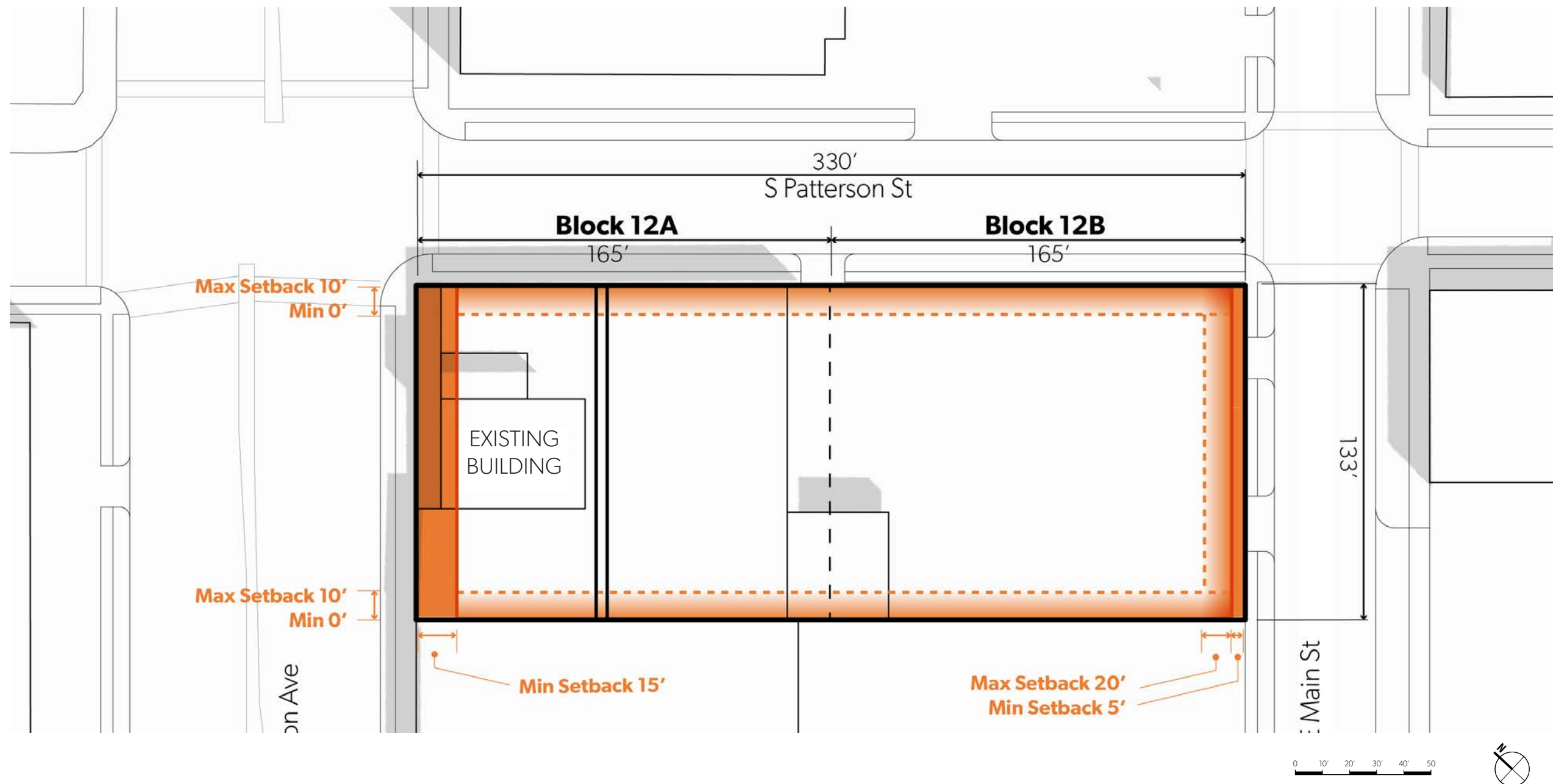
Lot Information

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

## 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:** 5'/20'  
**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  
 849 E Washington

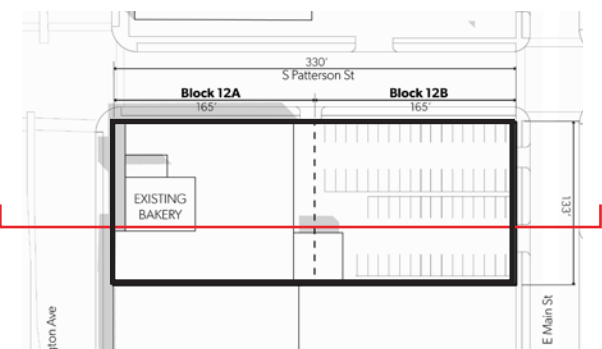
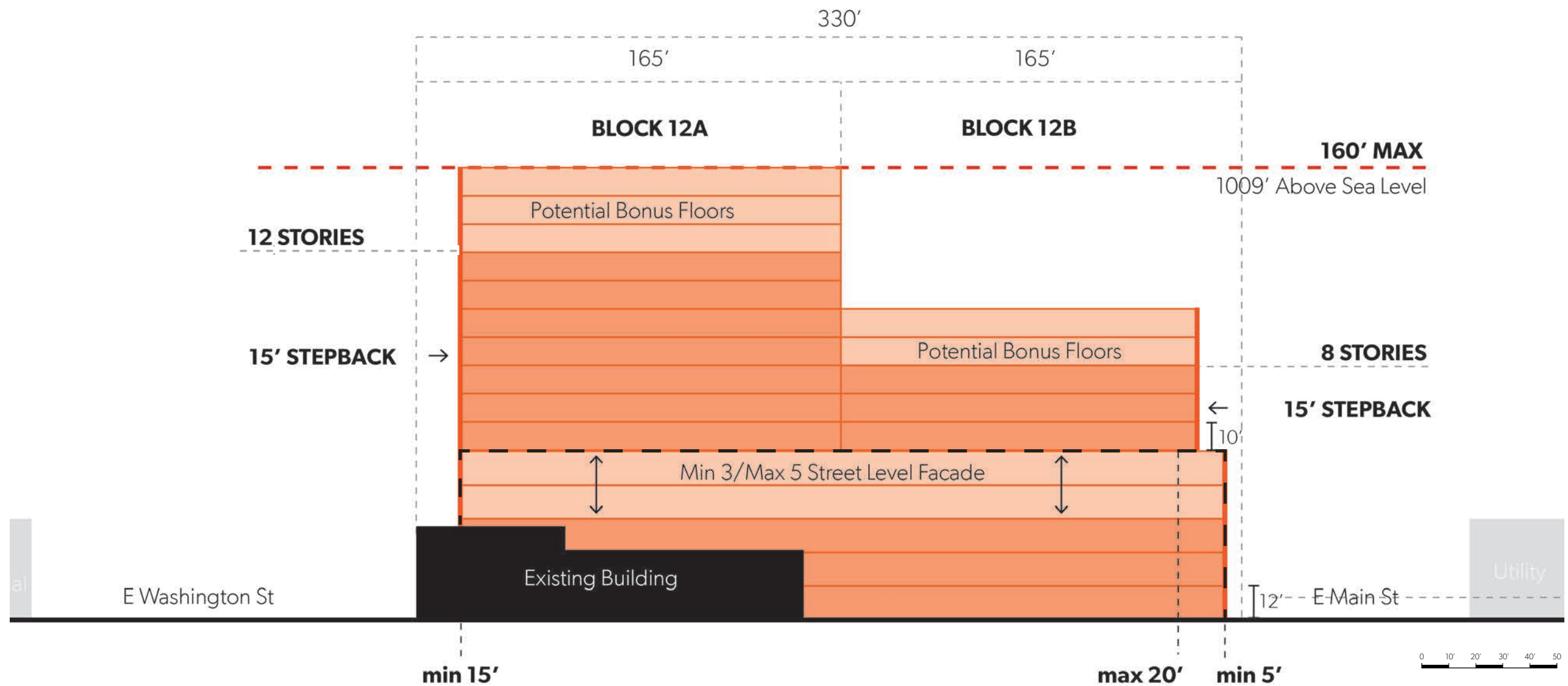
## Zoning

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



## SITE | ZONING

### 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 wave 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:** 5'/20'  
**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

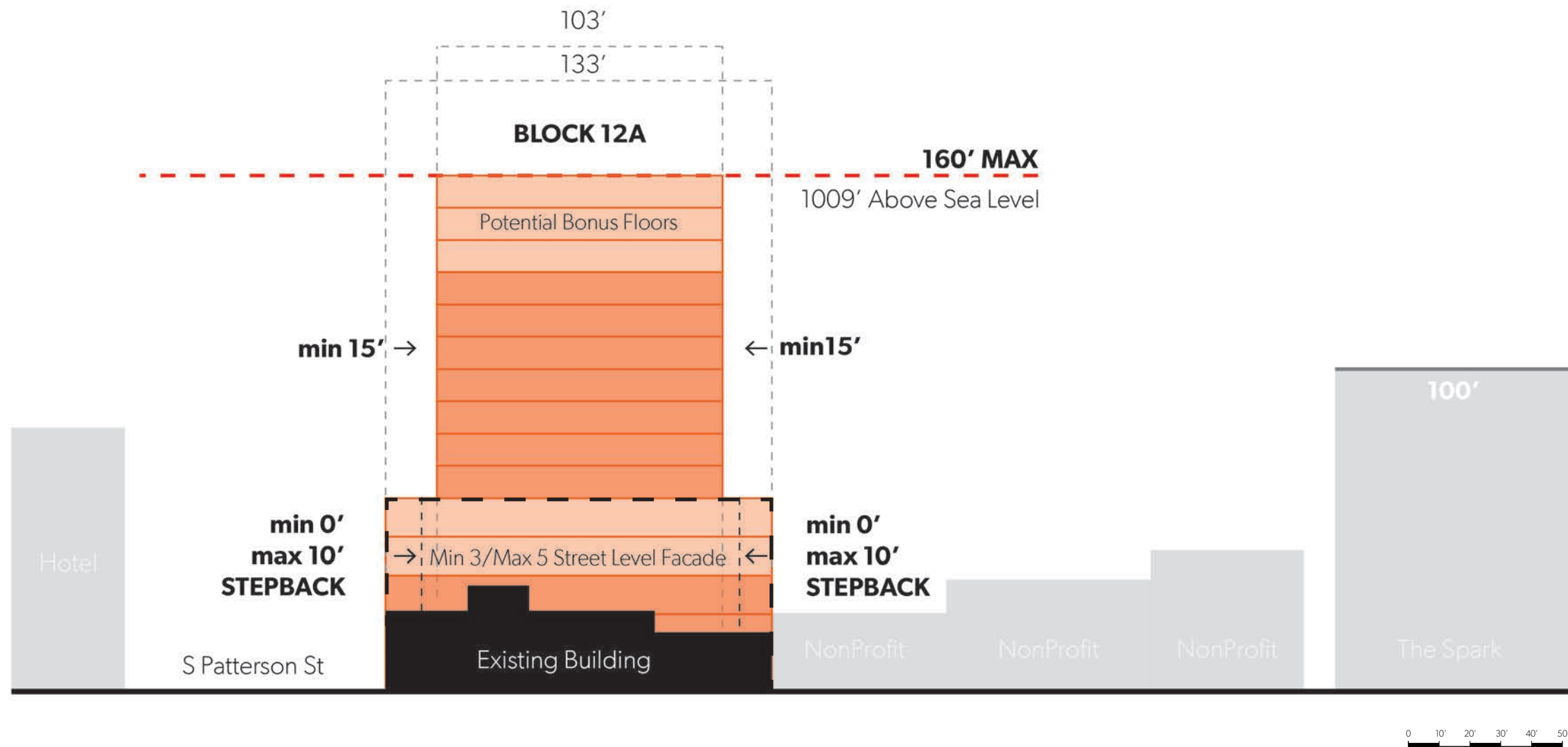
Traditional Employment District (TE)  
 Capital Gateway Corridor

#### 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





## 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 wave 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

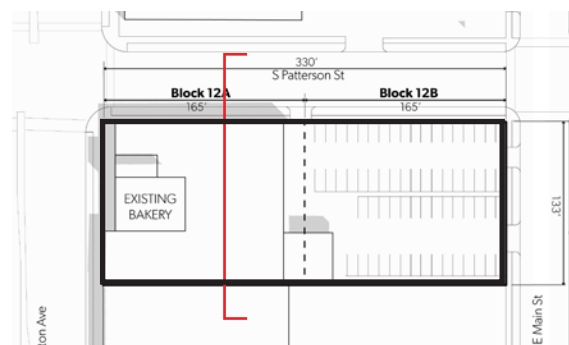
## Zoning

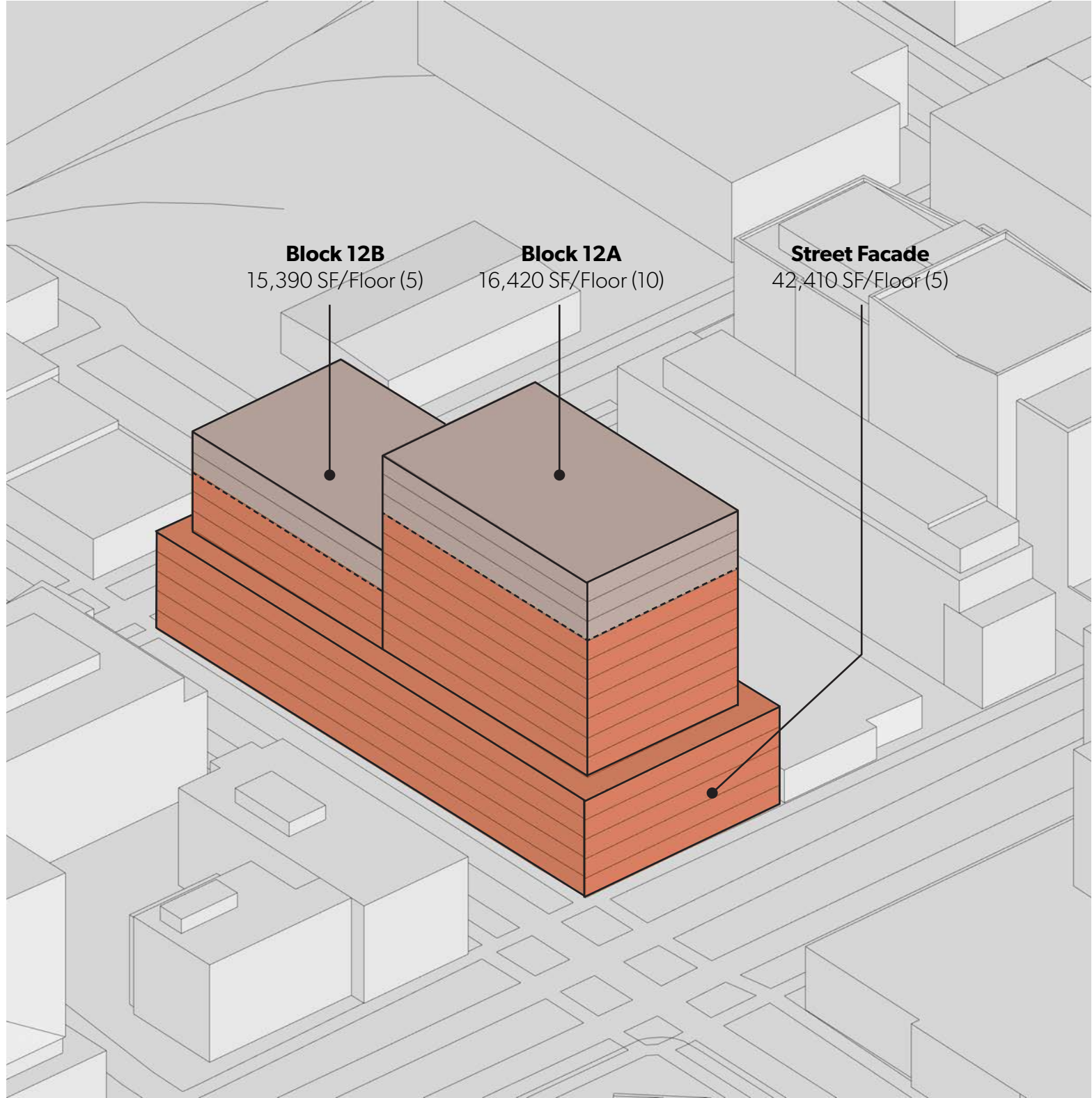
Traditional Employment District (TE)  
 Capital Gateway Corridor

## 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

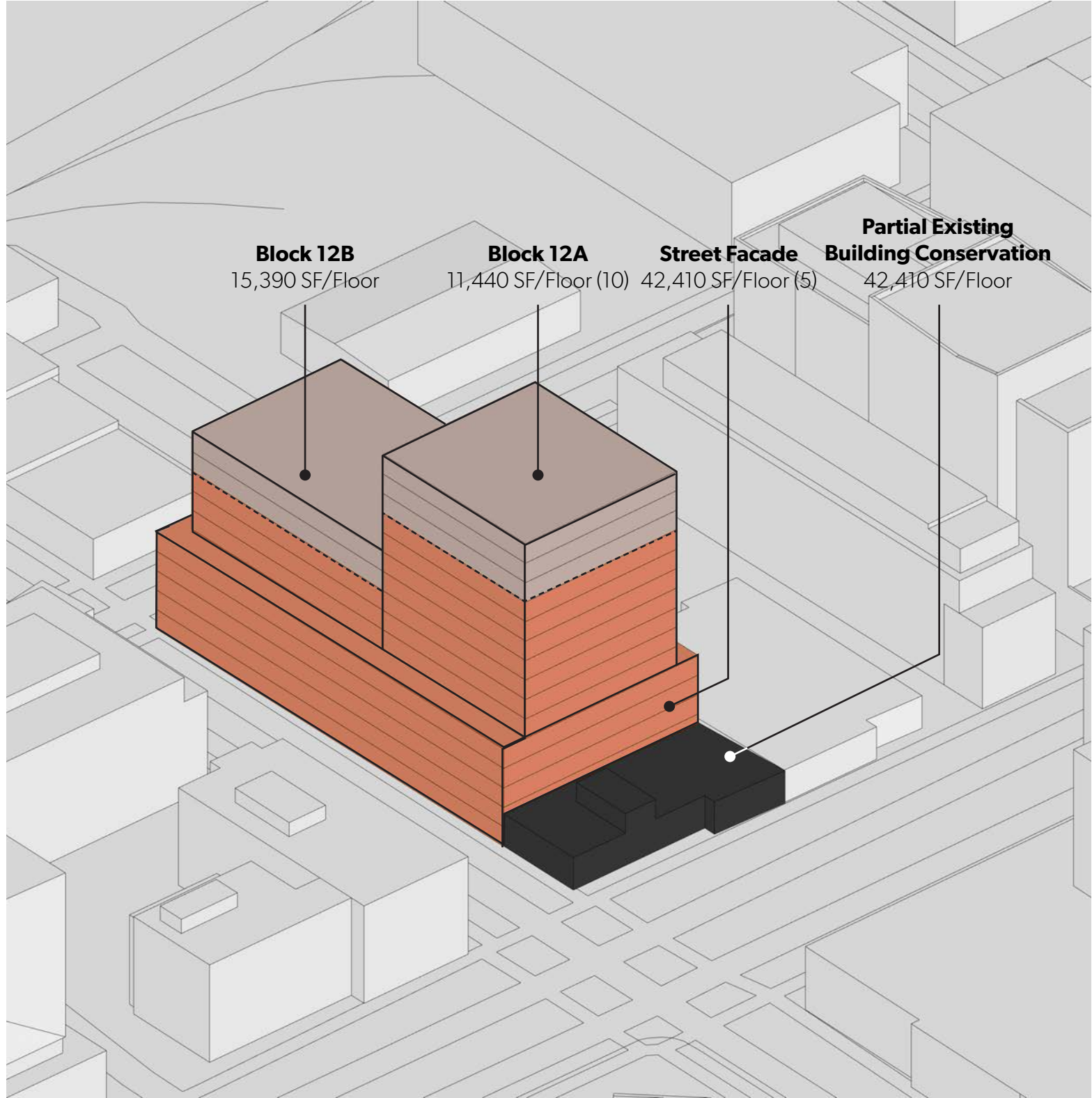
**Site Area** | 43,890 SF  
849 E Washington

**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



**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



# MASSING

SITE

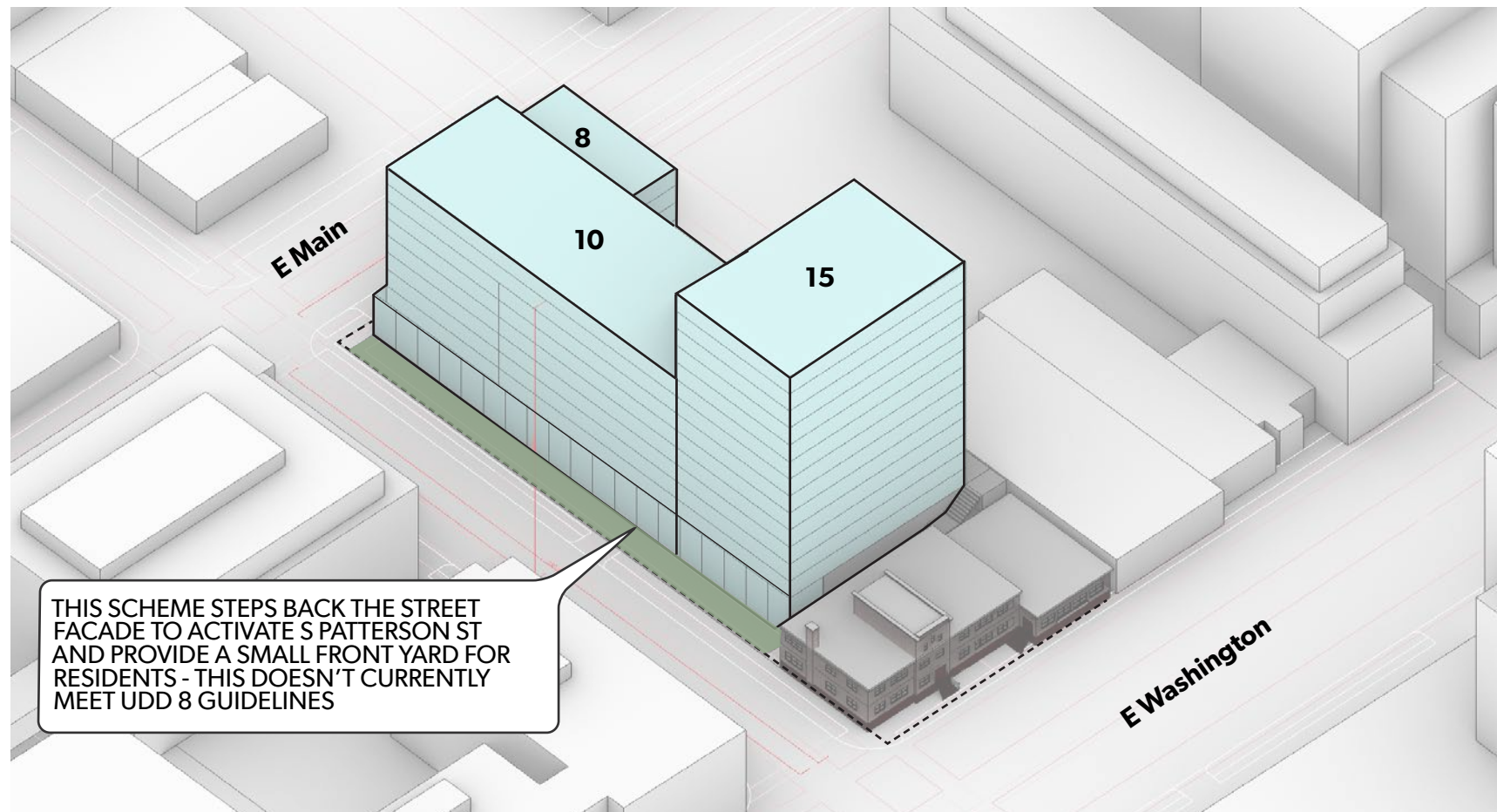
3D MASSING

DESIGN INTENT



COURTYARD MASSING





## COURTYARD

### GSF RESIDENTIAL

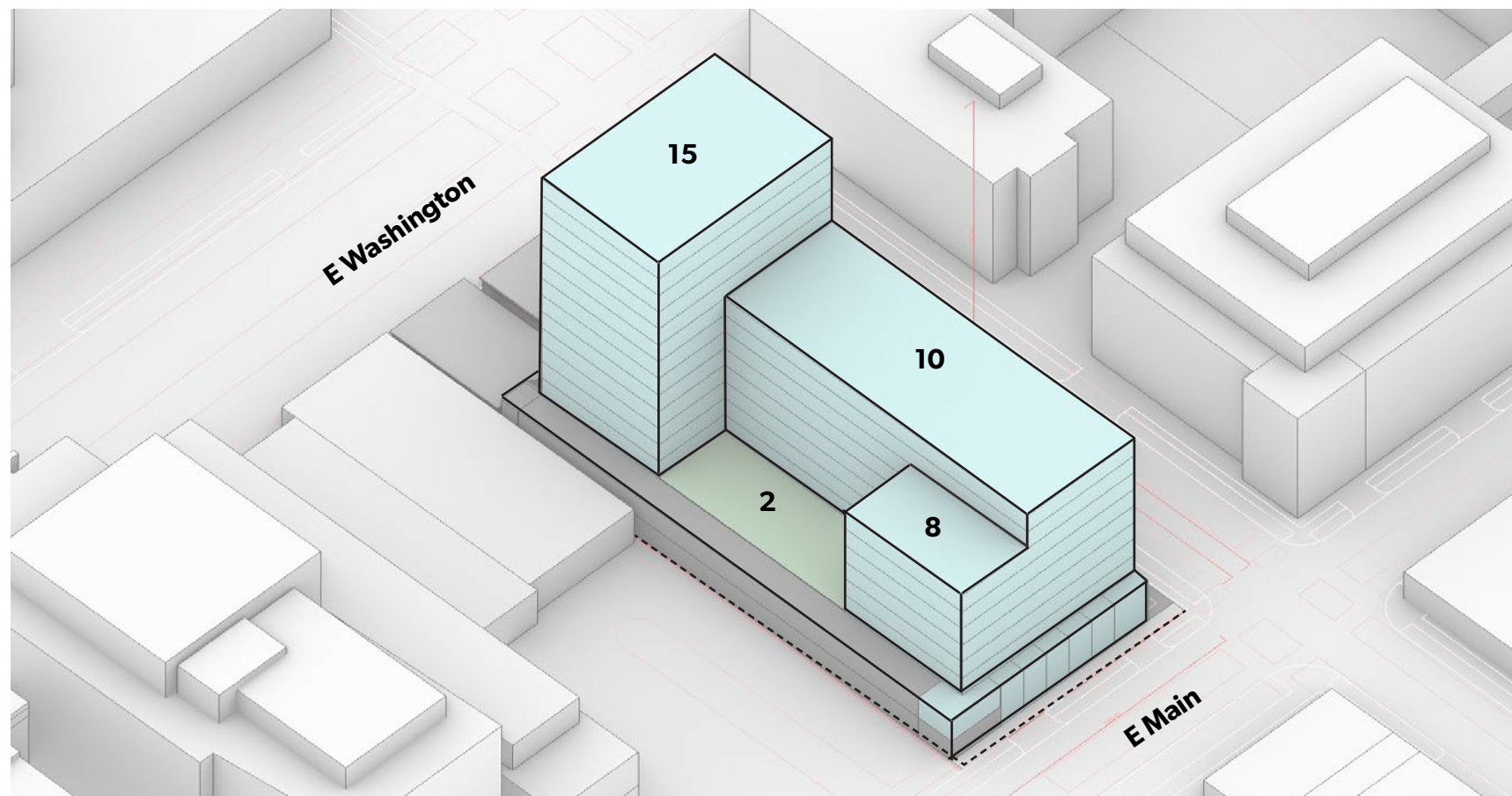
TOTAL - 190,000-221,000 GSF

TYP. FLOOR - 25,000 SF

**RESIDENTIAL LEVELS** | 15-8

**APPROX UNITS** | 225-250

**PARKING** | 80,000 SF ~ 185 SPOTS



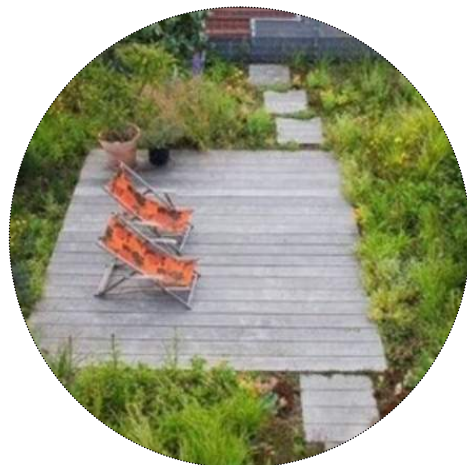




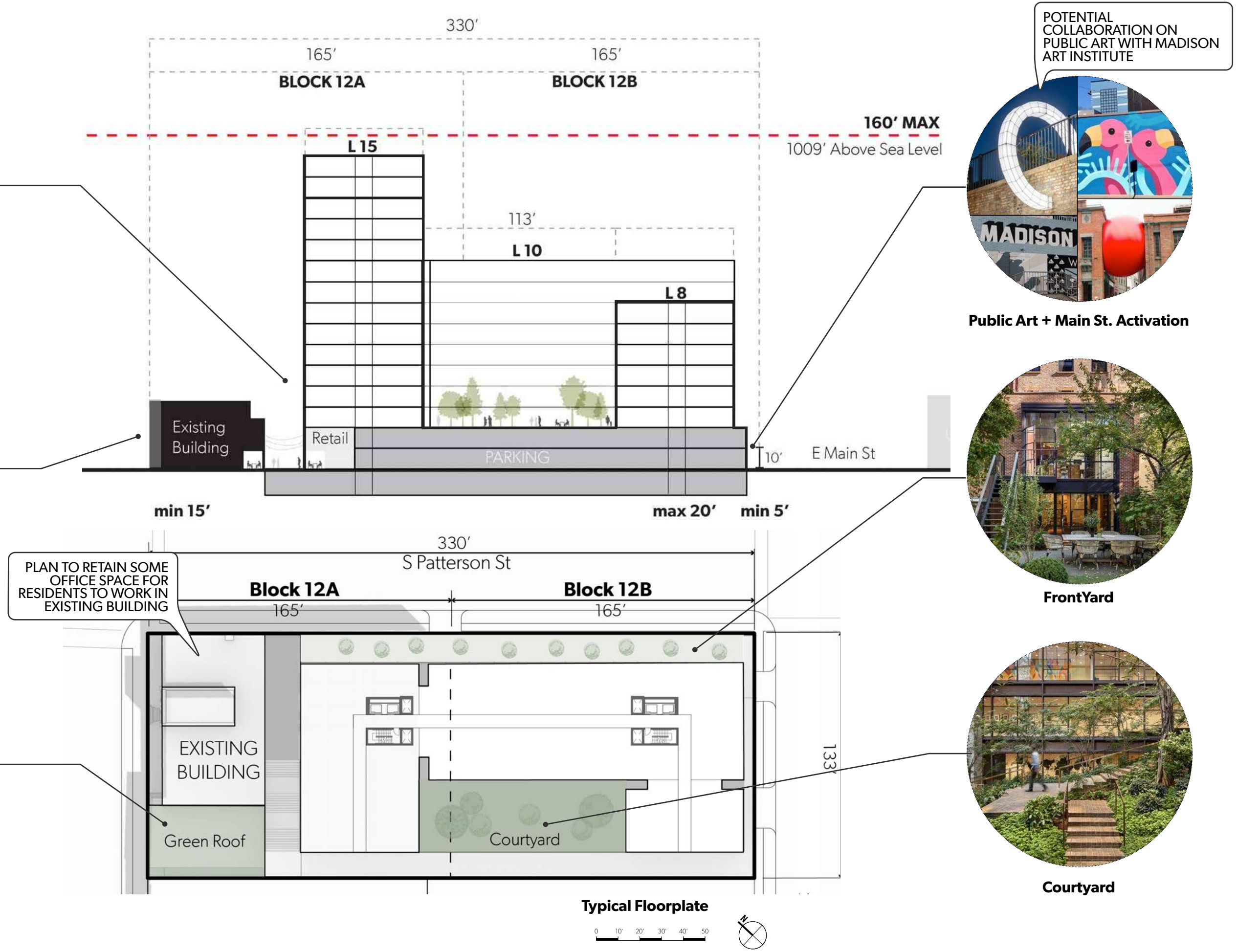
Mews



Heritage



Green Roof



## COURTYARD MASSING



THE  
NEUTRAL PROJECT

