



## PREPARED FOR THE URBAN DESIGN COMMISSION

**Project Address:** 849 E. Washington Avenue- Bakers Place Development  
**Application Type:** New Development in Urban Design District No. 8 – Informational Presentation  
**Legistar File ID #** [64507](#)  
**Prepared By:** Janine Glaeser, UDC Secretary

## Background Information

**Applicant | Contact:** Jeff Davis, Angus-Young/Matt Brink, Matt Brink Consulting/Bakers Place, LLC

**Project Description:** The applicant is providing an informational presentation for a new multi-building mixed-use development that includes partial preservation of the existing Gardner Baking Company building and construction of a new 8-15-story multi-family residential development with 13,000 – 20,000 square feet of commercial space.

### Project History/Schedule:

- The applicant anticipates submitting a land use application in Spring 2021.

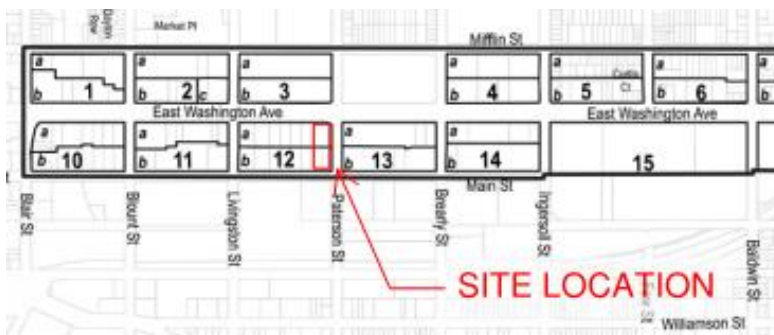
### Approval Standards:

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.

## Summary of Design Considerations and Recommendation

Staff recommends that the UDC review the project against the requirements and guidelines of UDD 8 and the Core Development Principles of the [East Washington Avenue Capitol Gateway Corridor Plan](#). Staff notes that the project will require an amendment to the aforementioned East Washington Avenue Capitol Gateway Corridor Plan for establishing residential uses on the subject site that is currently recommended for employment uses. The applicant will also need to address inconsistencies with UDD 8 setback and stepback standards, as described below.

- UDD #8 Height, Setback, and Stepback Considerations.** A portion of the existing East Washington facing structure will remain. However, the new structure fronting Paterson and E. Main will need to meet the UDD 8 setback and stepback requirements.



- **Paterson Street Height & Setbacks/Stepbacks:** The height standards require that along Paterson Street (for both Block 12a & 12b), there is a street façade minimum three stories and maximum height of five stories and 63 feet. On Block 12a there is an allowed maximum overall building height of twelve stories and 147 feet, with up to three bonus stories possible. On Block 12b there is an allowed maximum overall building height of eight stories and 92 feet, with two bonus stories possible per 33.24(15)(e)(12)(b)(i). See bonus story standards below.

The front building setback must be a minimum of 0 feet to a maximum of 10 feet and the stepback above the 3-5 story street facade must be 15 feet from the 0 foot setback. Additionally, the upper development standards for this block require that any mass above five (5) stories that exceeds a footprint of one hundred thirty (130) feet on any side parallel to East Washington Avenue and two hundred (200) feet on any side perpendicular to East Washington Avenue shall have a stepback of forty-five degrees (45°), unless the Urban Design Commission approves a maximum of ten percent (10%) increase in the footprint due to structural or other constraints. **The proposed Paterson street setback is shown at 15 feet and does NOT meet the 10 feet maximum setback requirement. The building footprint along Paterson does exceed the 200 feet length and would be subject to the 45 degree setback above five stories.**

- **Main Street Height & Setbacks/Stepbacks:** The height standards require that along Main Street (Block 12b), there is a street façade minimum three stories and maximum height of five stories and 63 feet. The front building setback must be 15 feet and the stepback above the 3-5 story street facade must be 15 feet. There is an allowed maximum overall building height of eight stories and 92 feet, with two bonus stories possible per 33.24(15)(e)(12)(b)(i). **The proposed foot print meets the Main street 15' setback requirement, but does NOT meet the 15 foot stepback requirement above five stories.**
- **Bonus Story – Upper Level Development Standards** MGO 33.24 (15)(e)(12).

Bonus stories may be granted for a development in UDD 8 on blocks 12a and 12b if it is determined that the provisions of at least (1) element from i. or a combination of elements from ii. Provides sufficient public benefit to warrant the additional height. **Staff requests that the UDC state its findings related to these standards based on the current information:**

***Group “ i ”***

- LEED Gold certification, or equivalent
- Inclusion of at least fifteen percent (15%) of dwelling units for families with incomes not greater than sixty (60%) Area Median Income (AMI) for rental units and/or an income not greater than eighty percent (80%) AMI for owner-occupied units. Area Median Income is the median annual income calculated by the U.S. Department of Housing and Urban Development for the metropolitan area that includes the City of Madison.
- Structured parking that includes space shared by multiple users from multiple lots and that accommodates a substantial space for public use by patrons of both on- and off-site uses.
- On-site, publicly accessible plazas and/or pocket parks that are visible from the street and provide seating, landscaping, public art and/or other public amenities. For each one (1) square foot of plaza or park that is provided, five (5) square feet of bonus area is available.

***Group “ ii ”***

- Mid-block and through-block public pedestrian, bike, and/or vehicular connections.
- Substantial amount of family-supporting housing, including at least ten percent (10%) of dwelling units with three (3) or more bedrooms, outdoor recreation spaces, and/or other family-related amenities.
- On sites with designated historic structures and/or structures eligible for designation, the incorporation, preservation, or rehabilitation of such structures in the development.
- Adequately sized community meeting rooms available free of charge for neighborhood, public, or other community meetings or on-site daycare facilities in conjunction with family-supportive housing or employment uses.

- Minimum of fifty percent (50%) vegetative roof cover.
- LEED Silver certification or equivalent.
- On-site, publicly accessible plazas and/or pocket parks that are visible from the street and provide seating, landscaping, public art and/or other public amenities. For each one (1) square foot of plaza or park that is provided, ten (10) square feet of bonus area is available.