



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





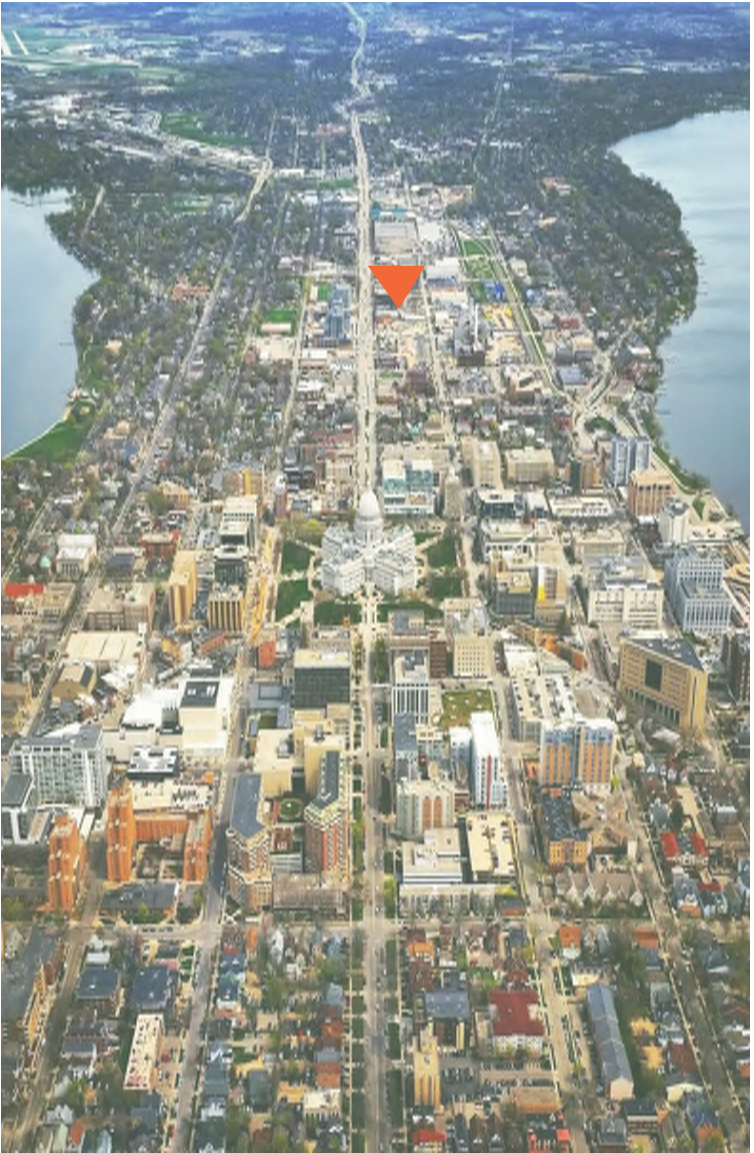
State Capital



Lakes



Brick/Warehouse



Isthmus





VIEW FROM E WASHINGTON AVE LOOKING SOUTH EAST



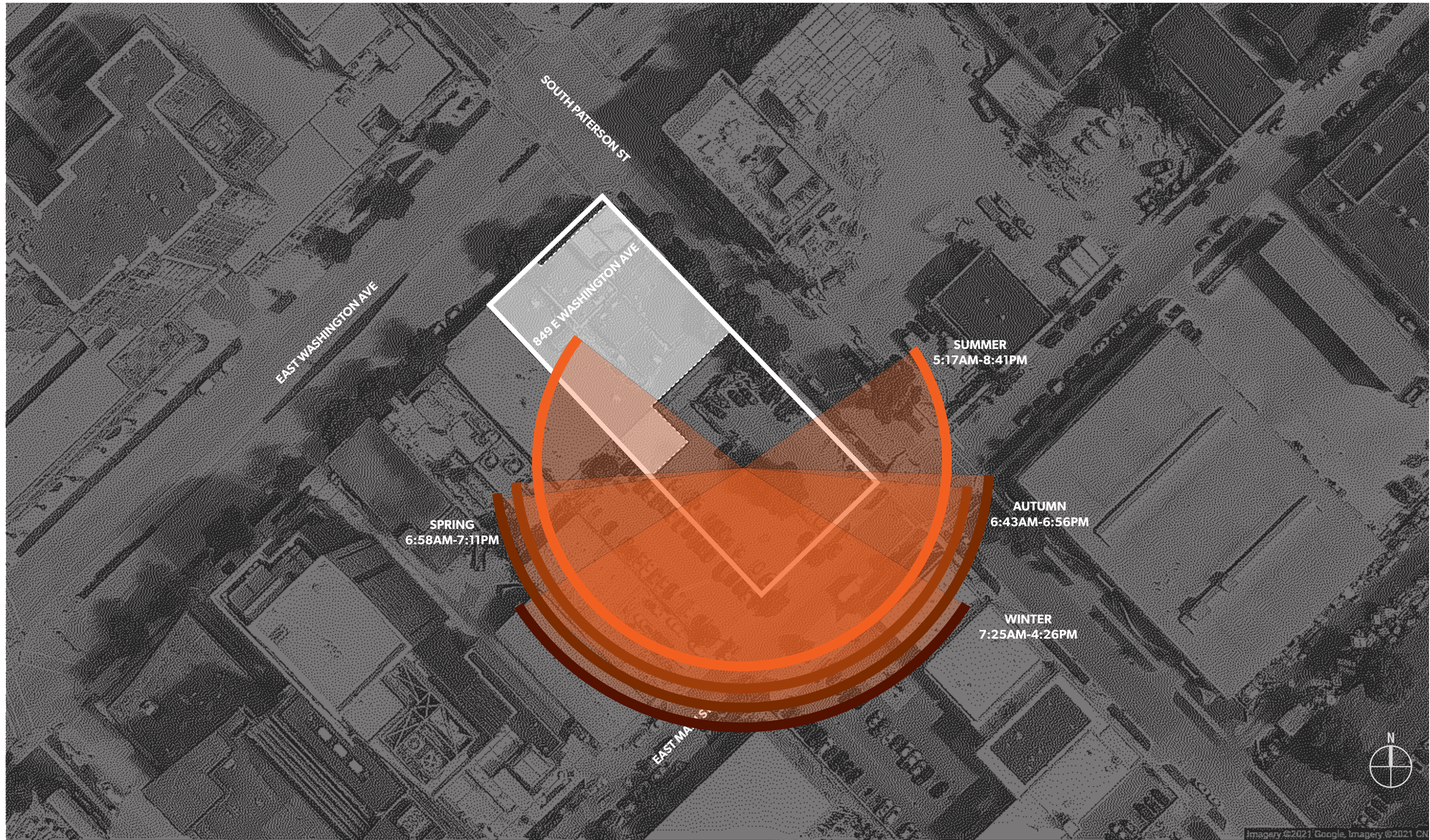
VIEW FROM E MAIN ST LOOKING NORTH WEST

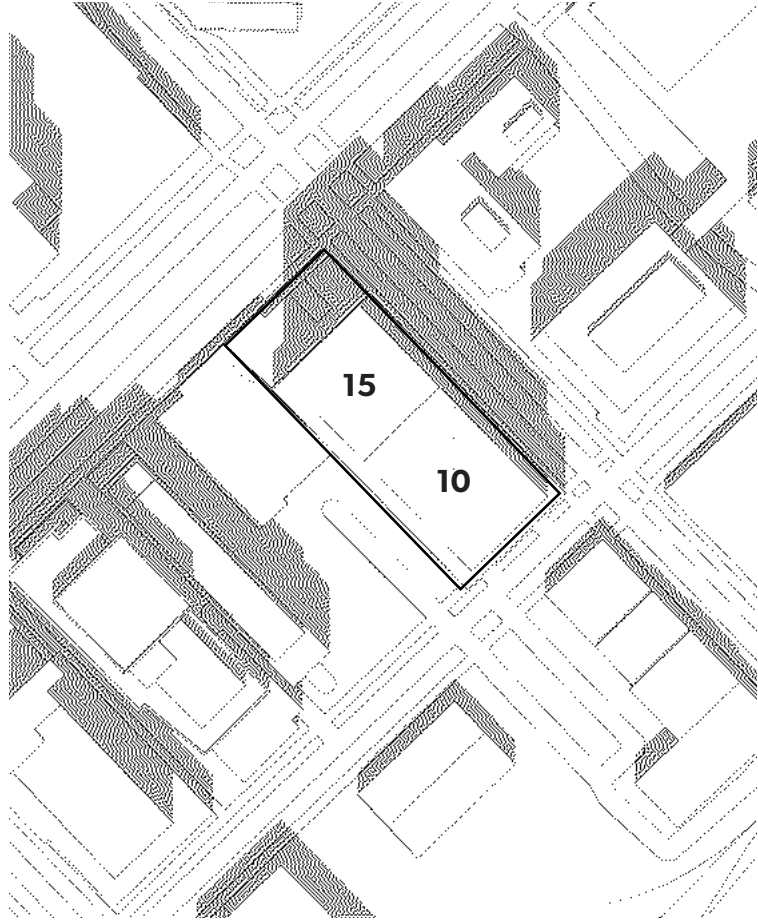


VIEW FROM S PATERSON ST LOOKING SOUTH WEST

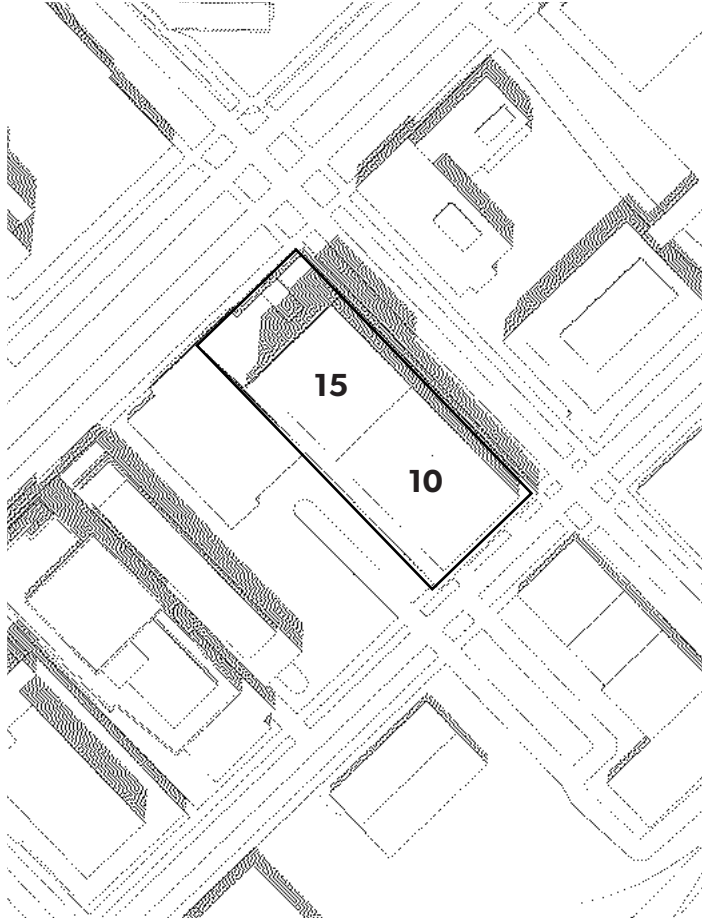


VIEW FROM S PATERSON ST LOOKING SOUTH WEST

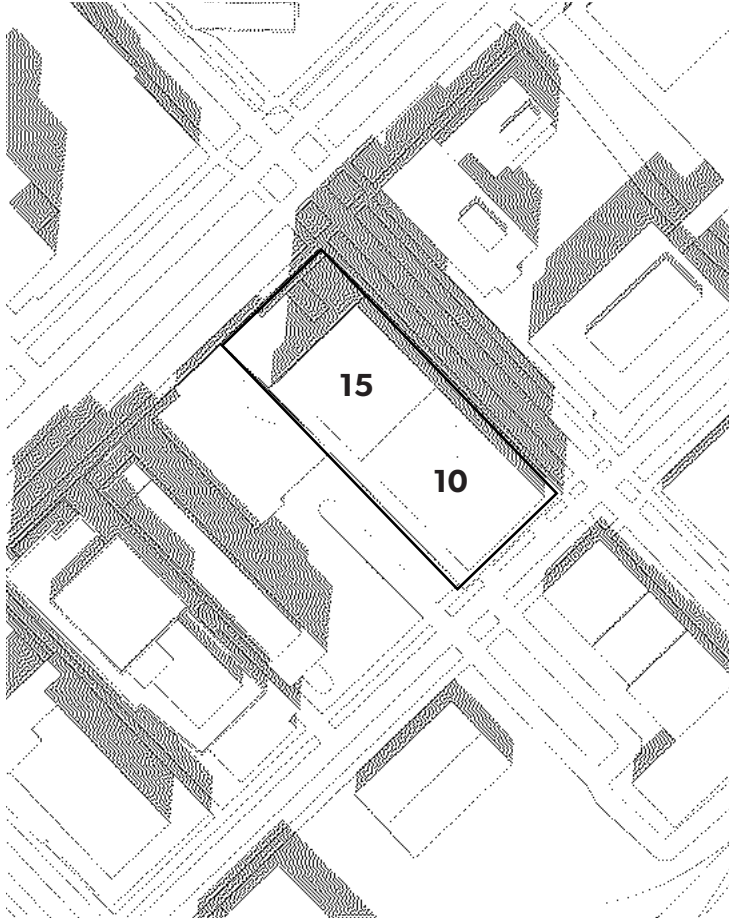




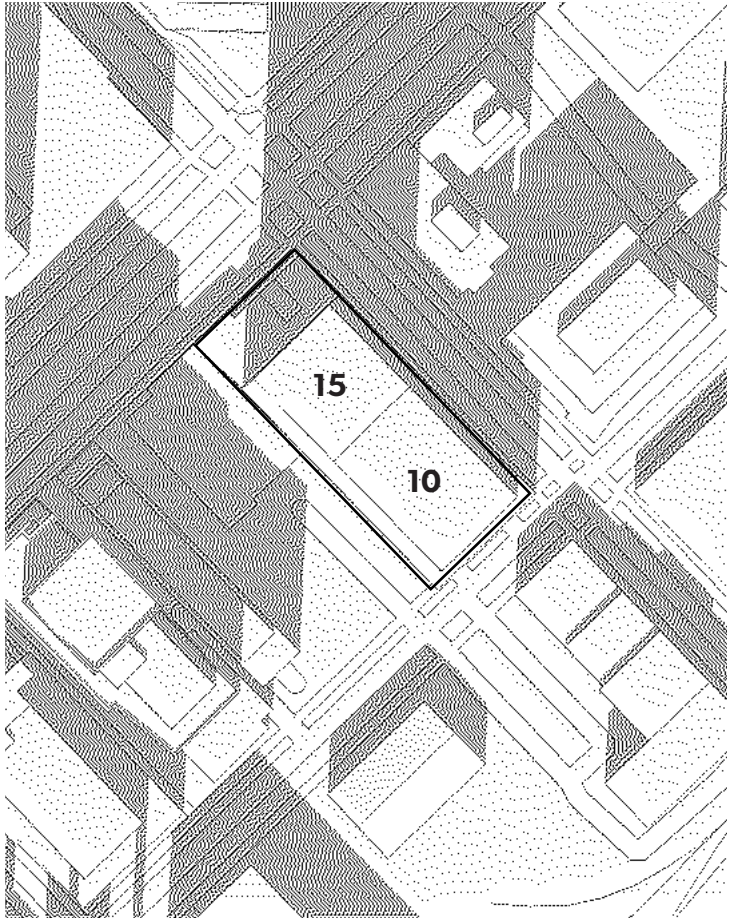
MARCH 21
12:00 PM



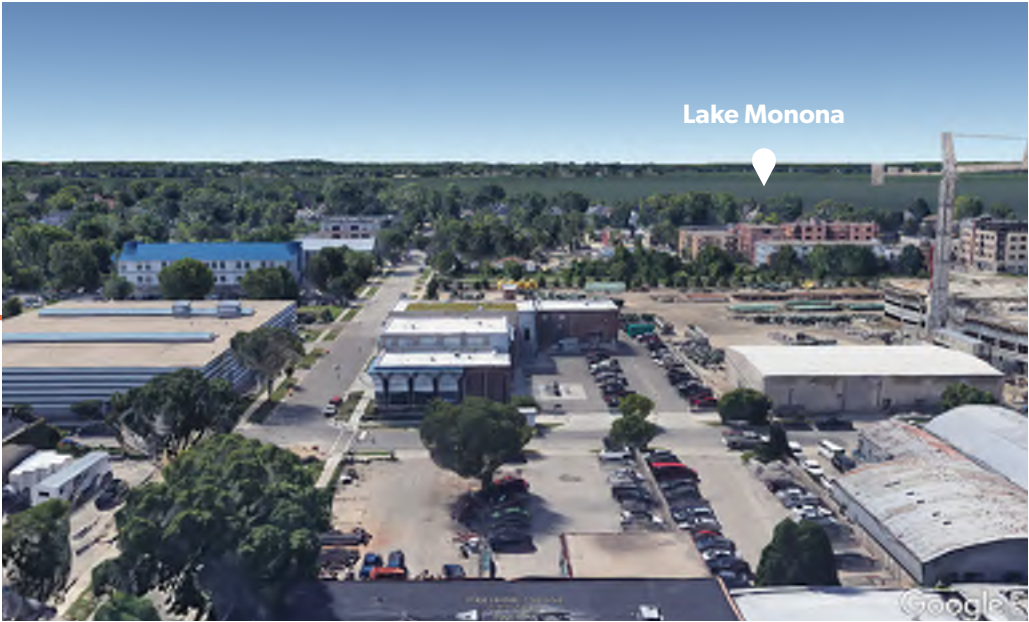
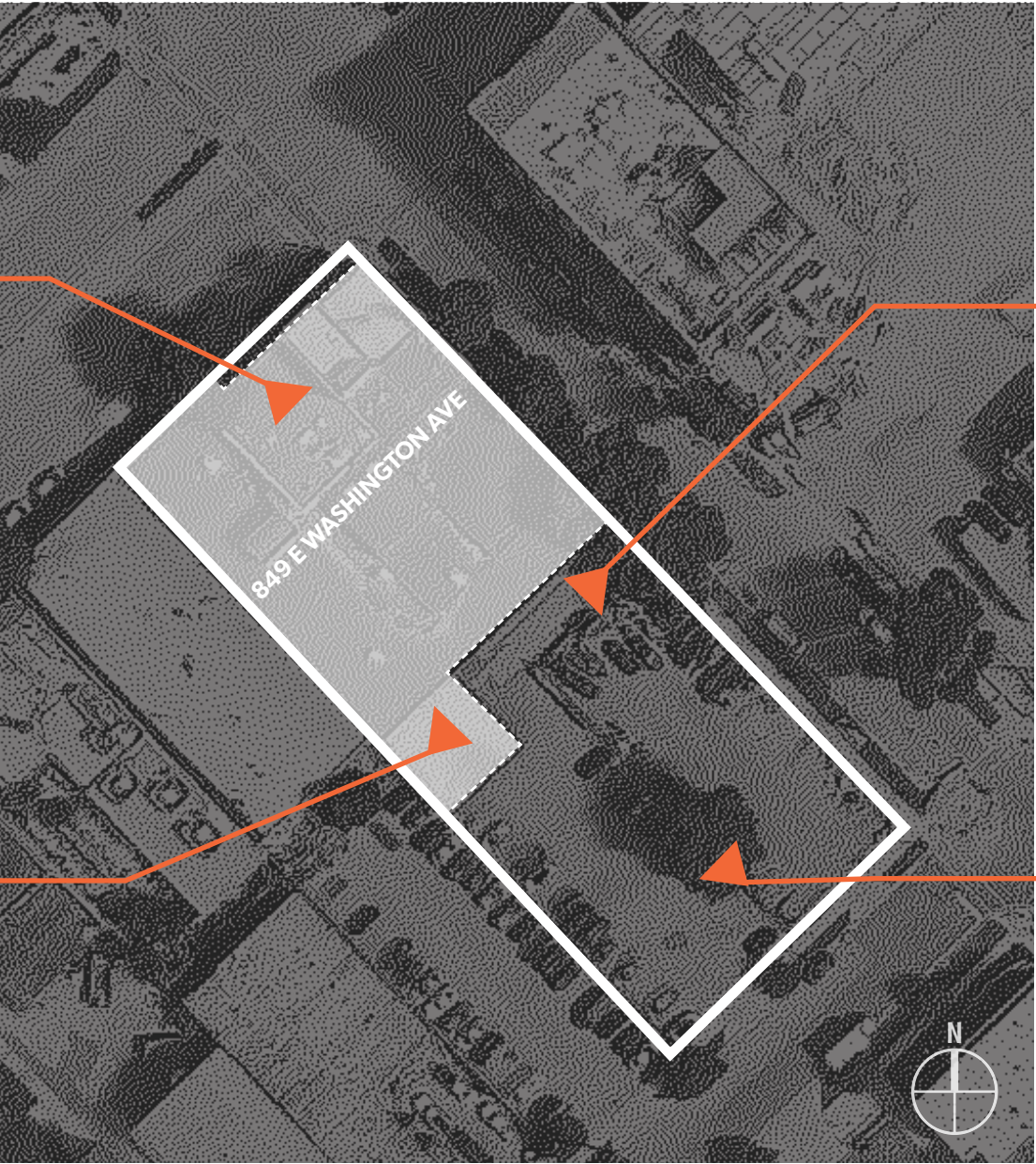
JUNE 22
12:00 PM



SEPTEMBER 23
12:00 PM



DECEMBER 22
12:00 PM

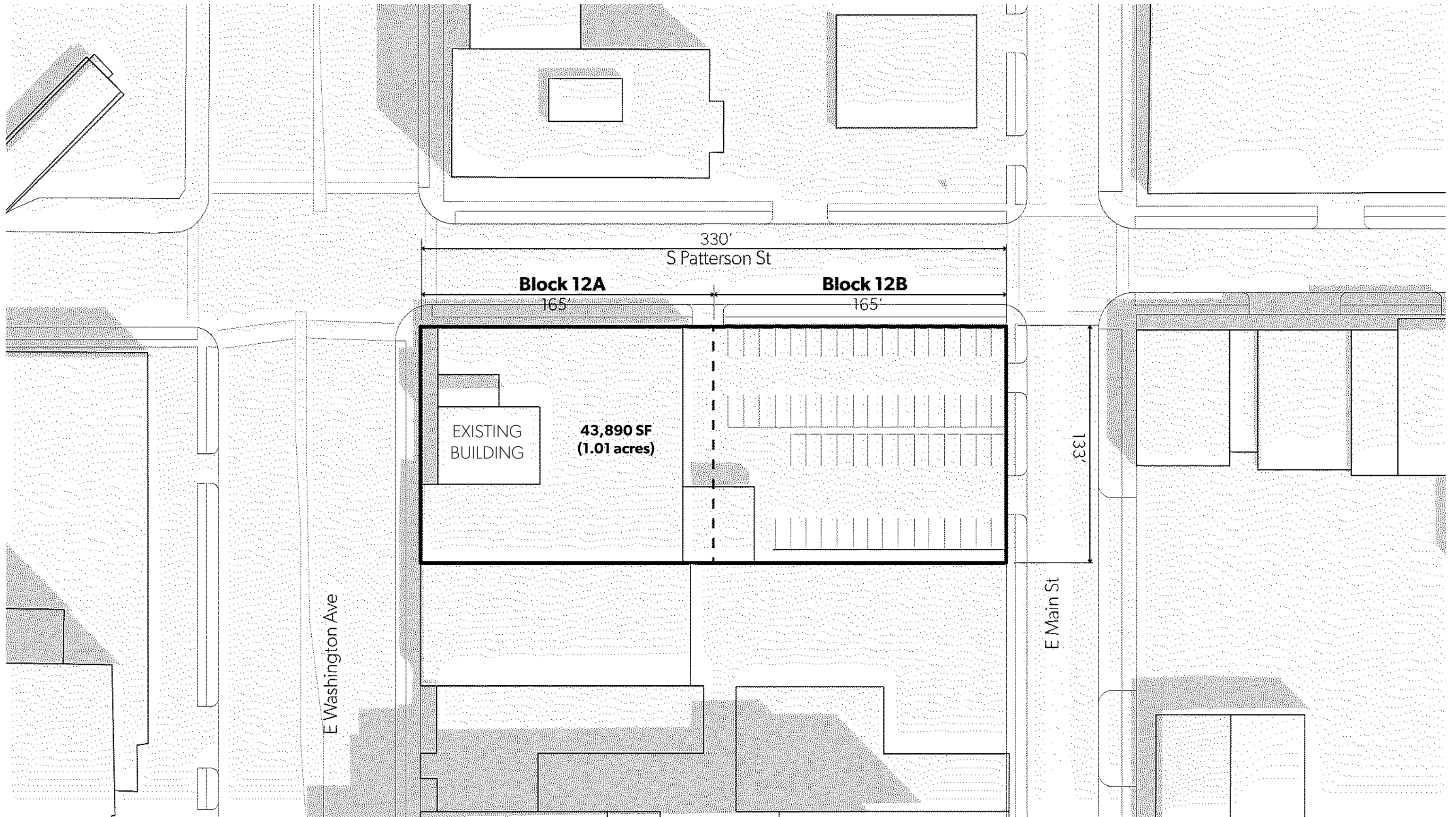


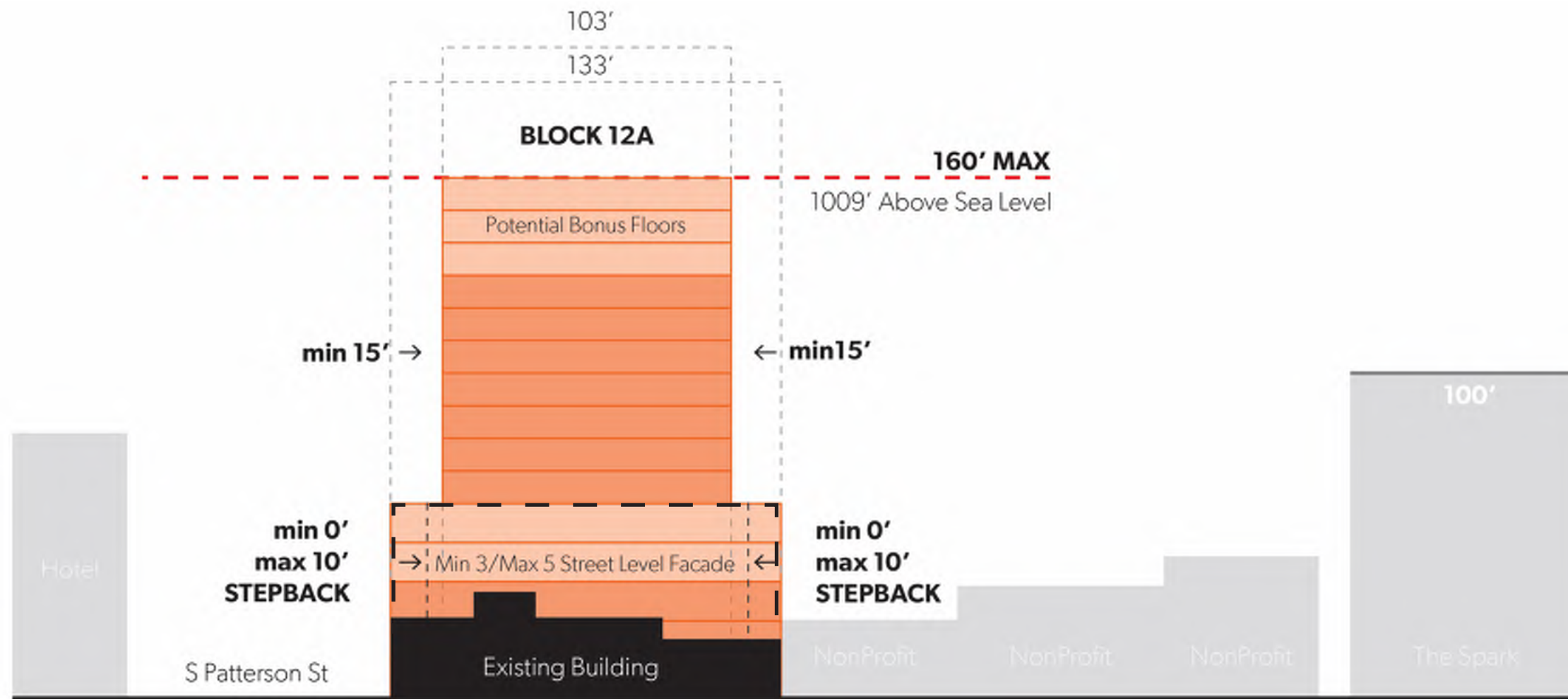
ZONING + CODE

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 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

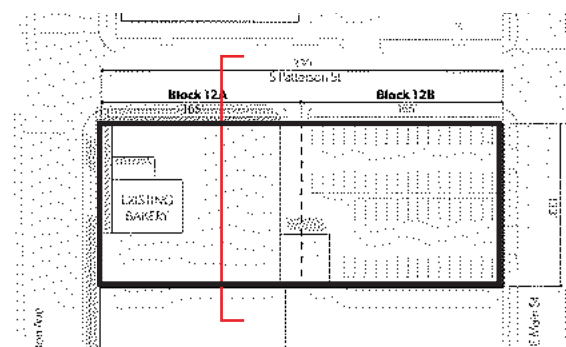
Zoning

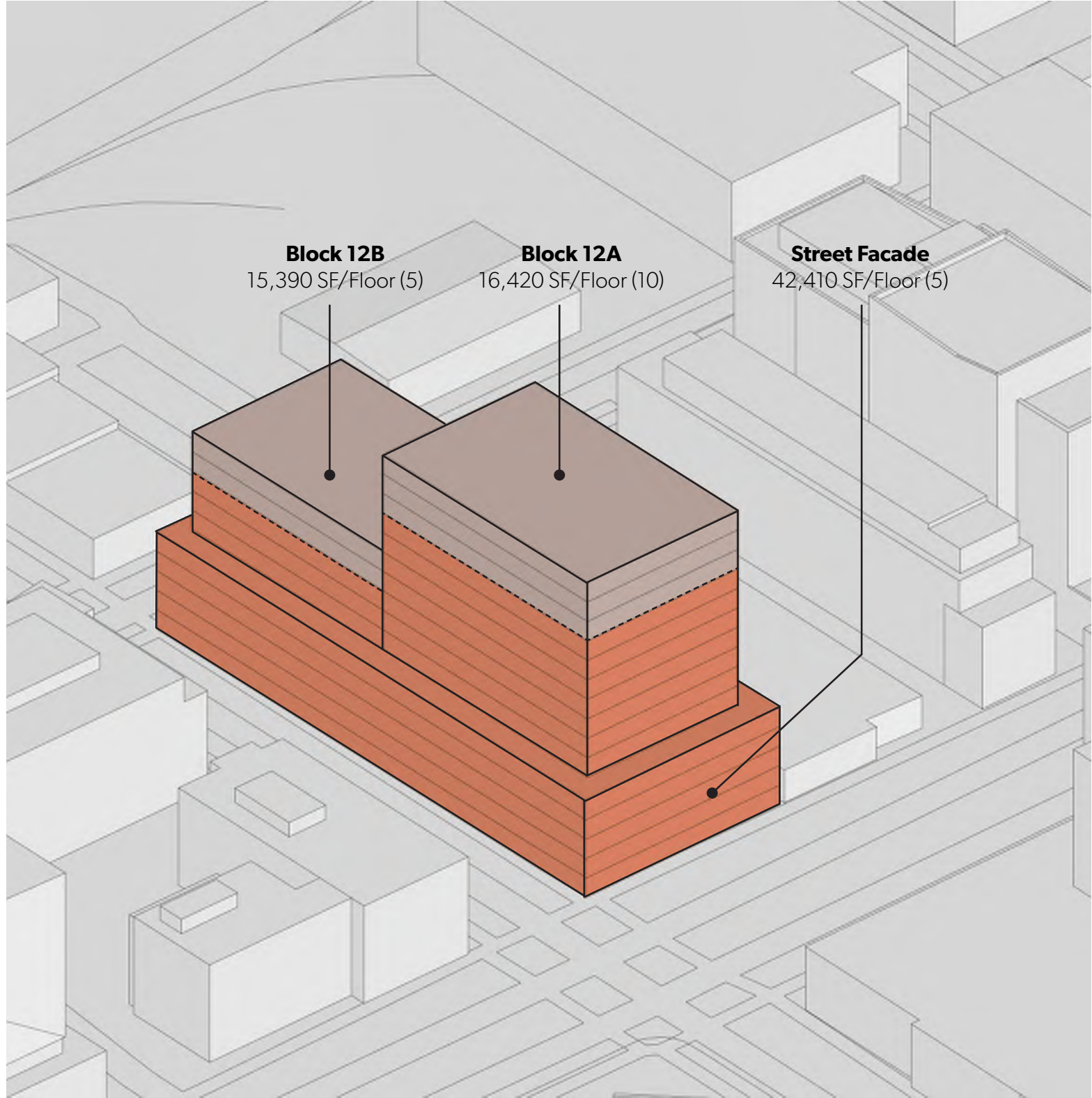
Traditional Employment District (TE)
 Capital Gateway Corridor

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

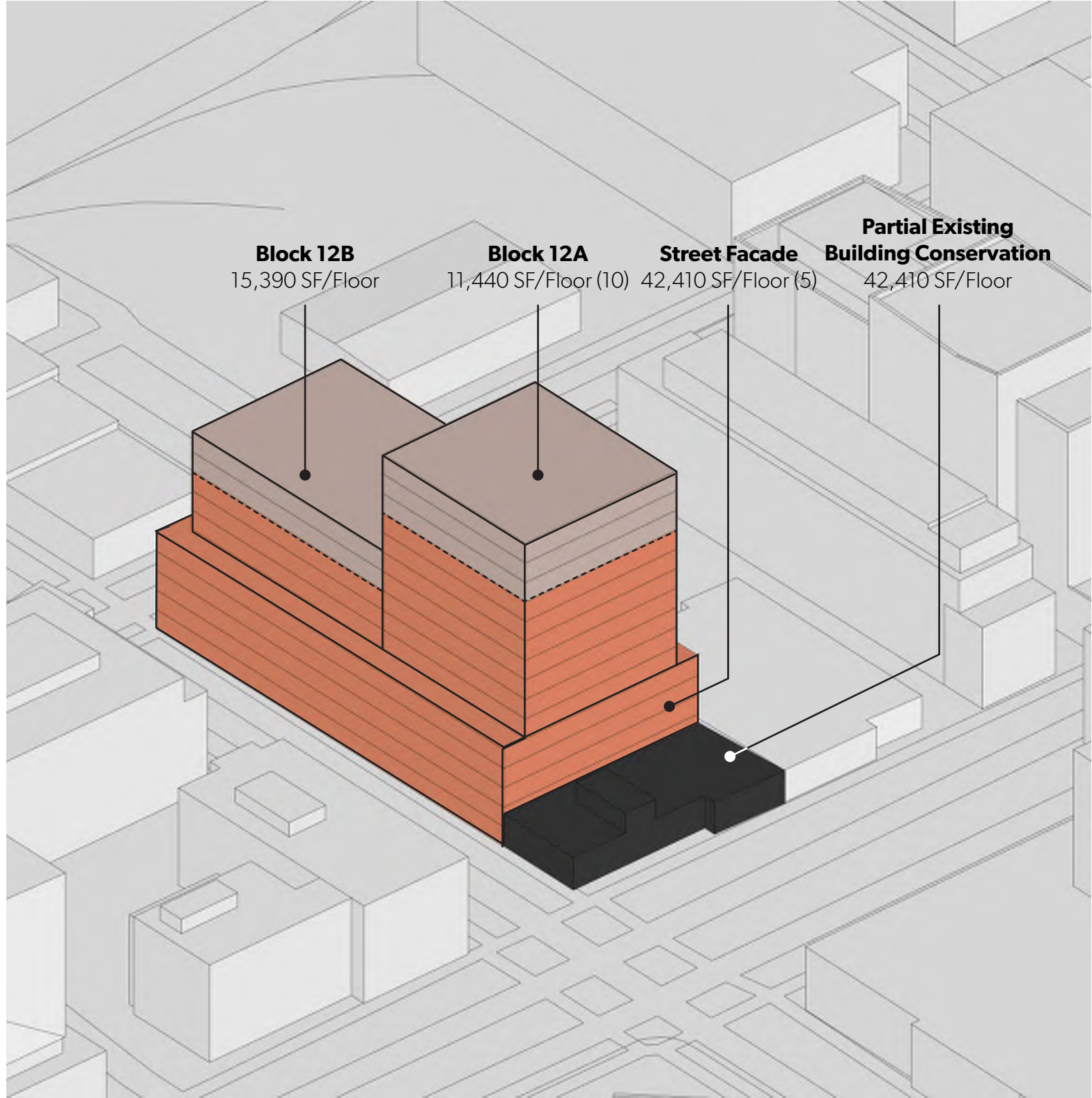
Site Area | 43,890 SF
849 E Washington

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

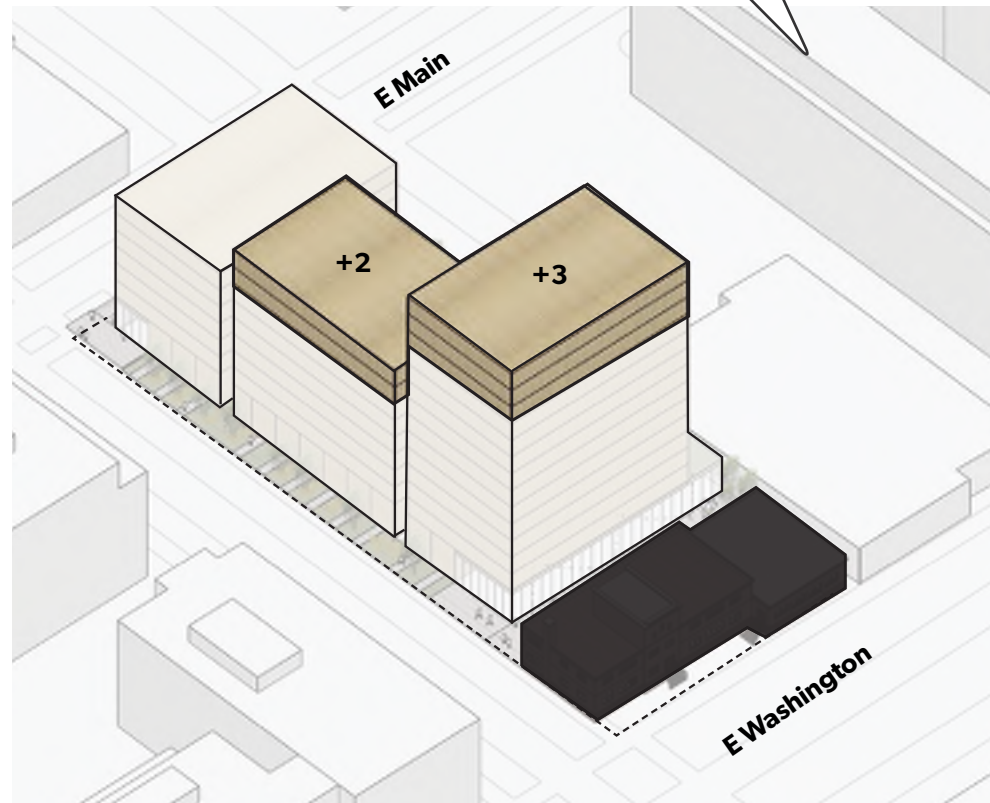
Street Facade
35,980/Floor (5)
179,900 SF

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

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

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

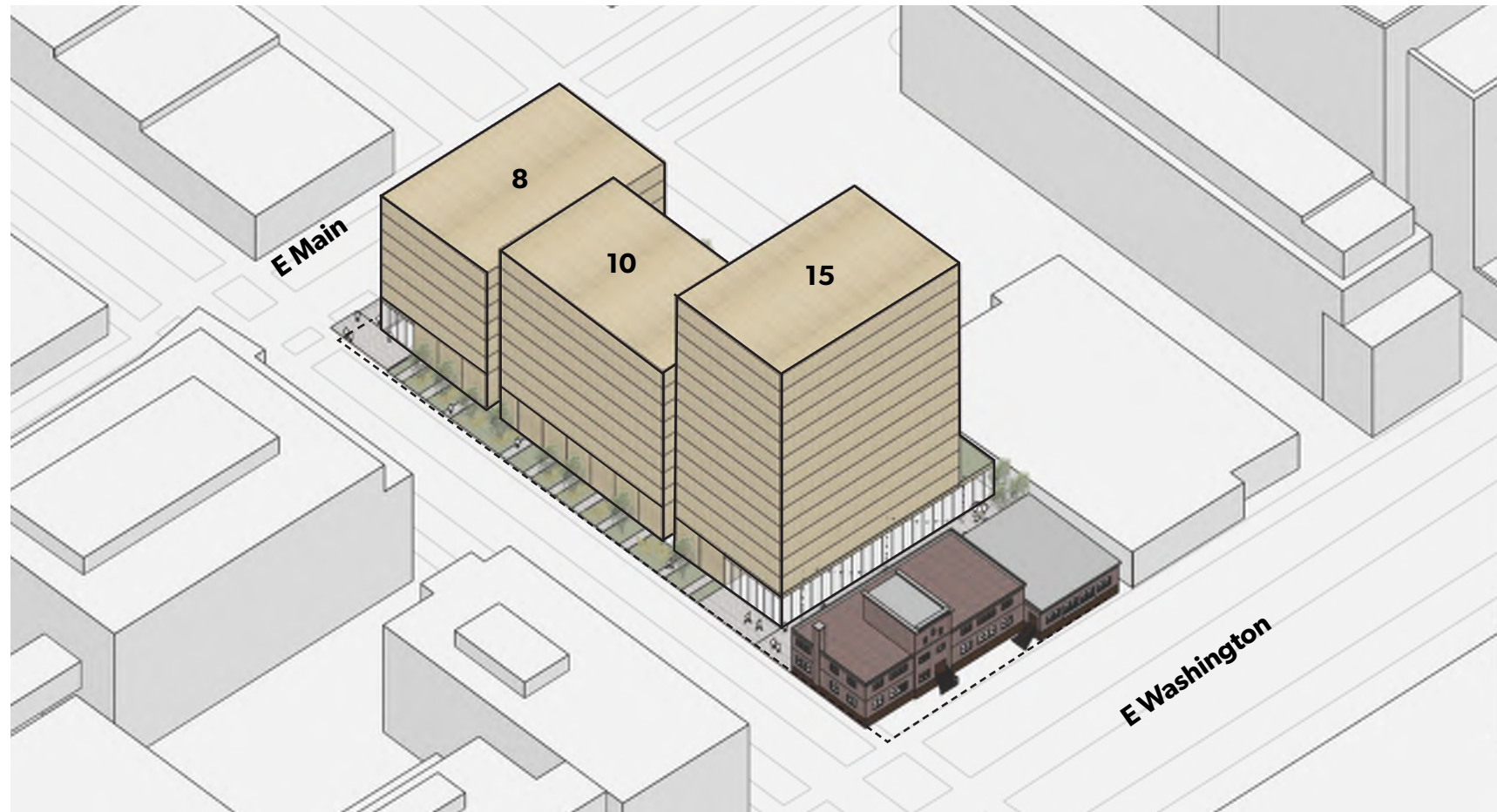
Bonus Stories: Requirements

MASSING

SITE

3D MASSING

DESIGN INTENT



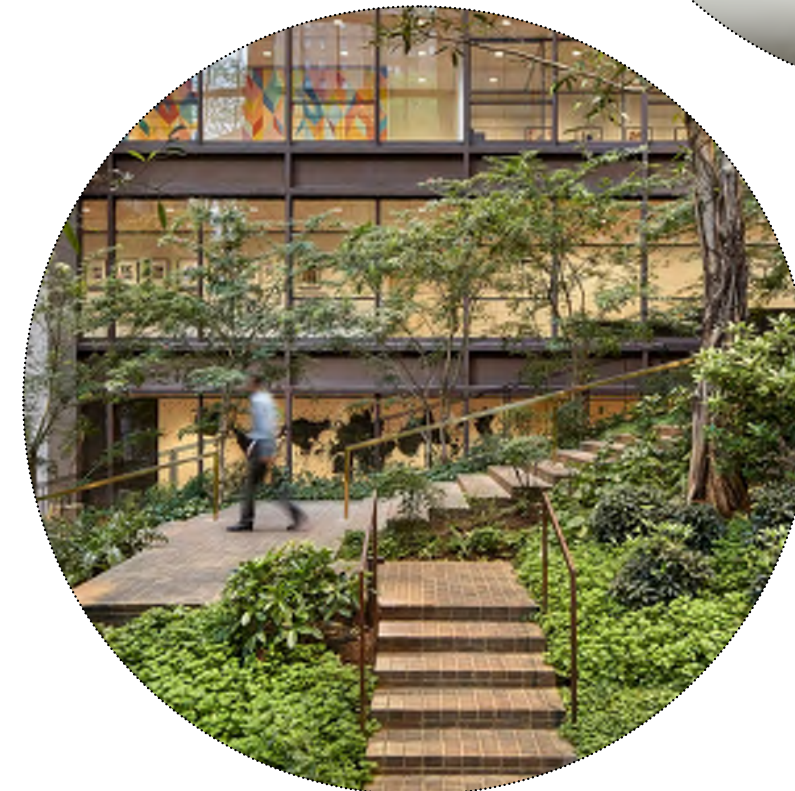
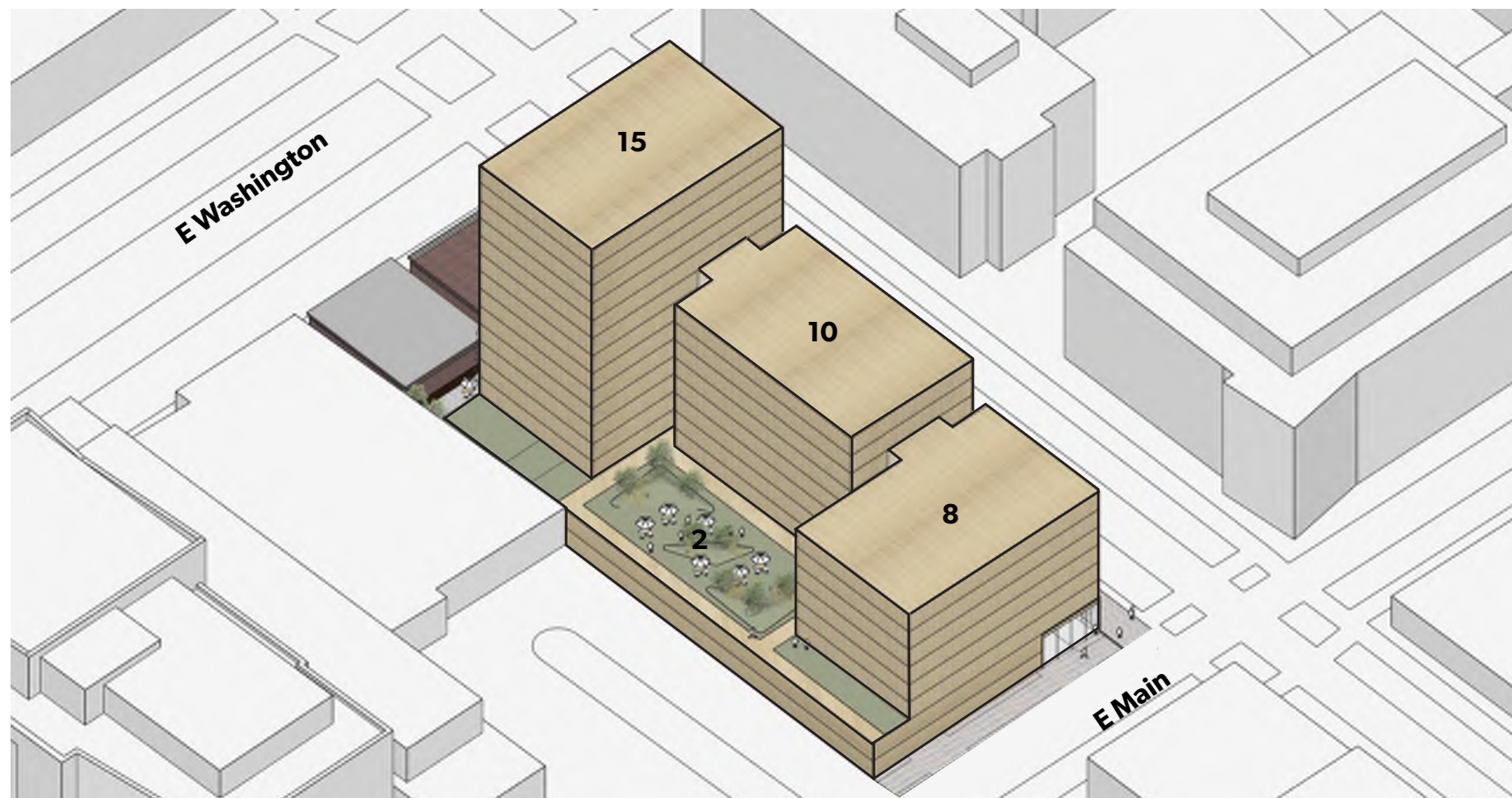
COURTYARD

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

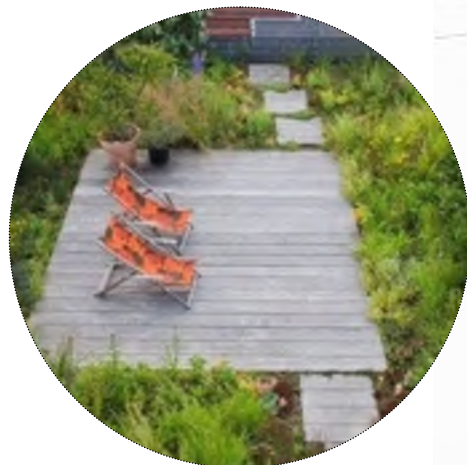




Mews

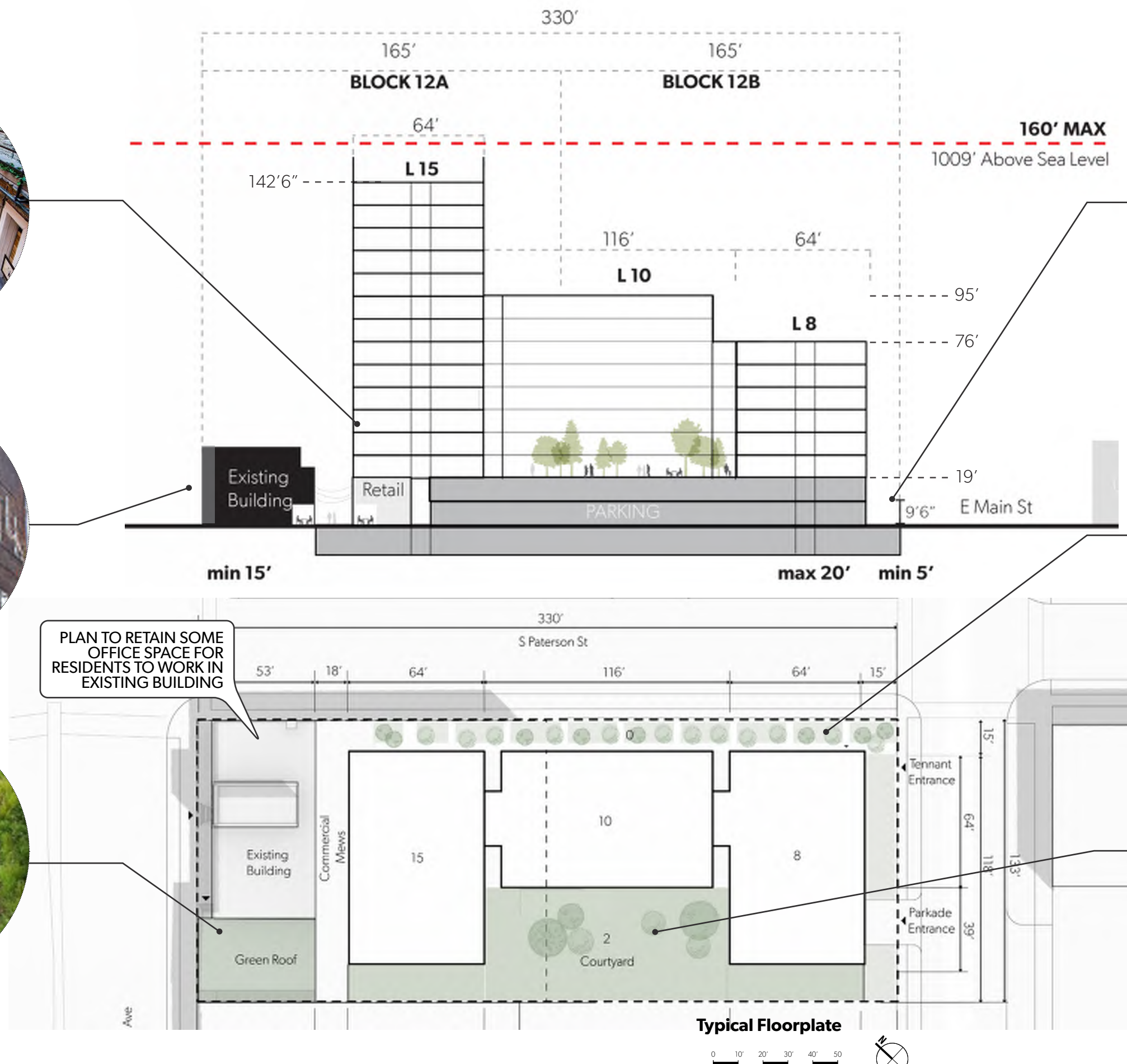


Heritage



Green Roof

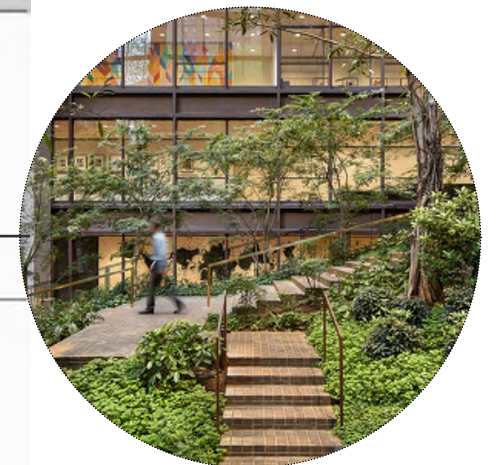
COURTYARD MASSING



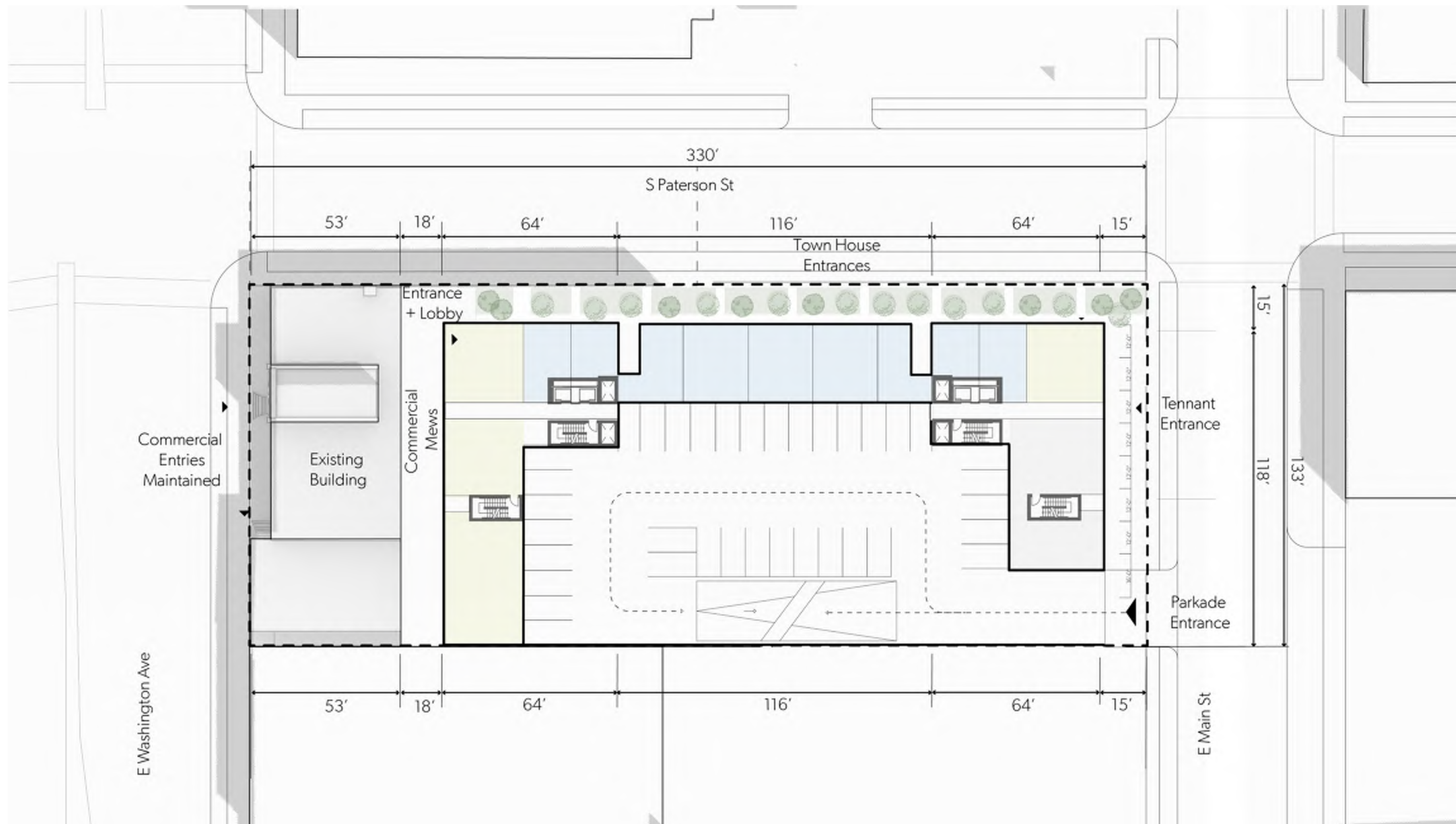
Public Art + Main St. Activation



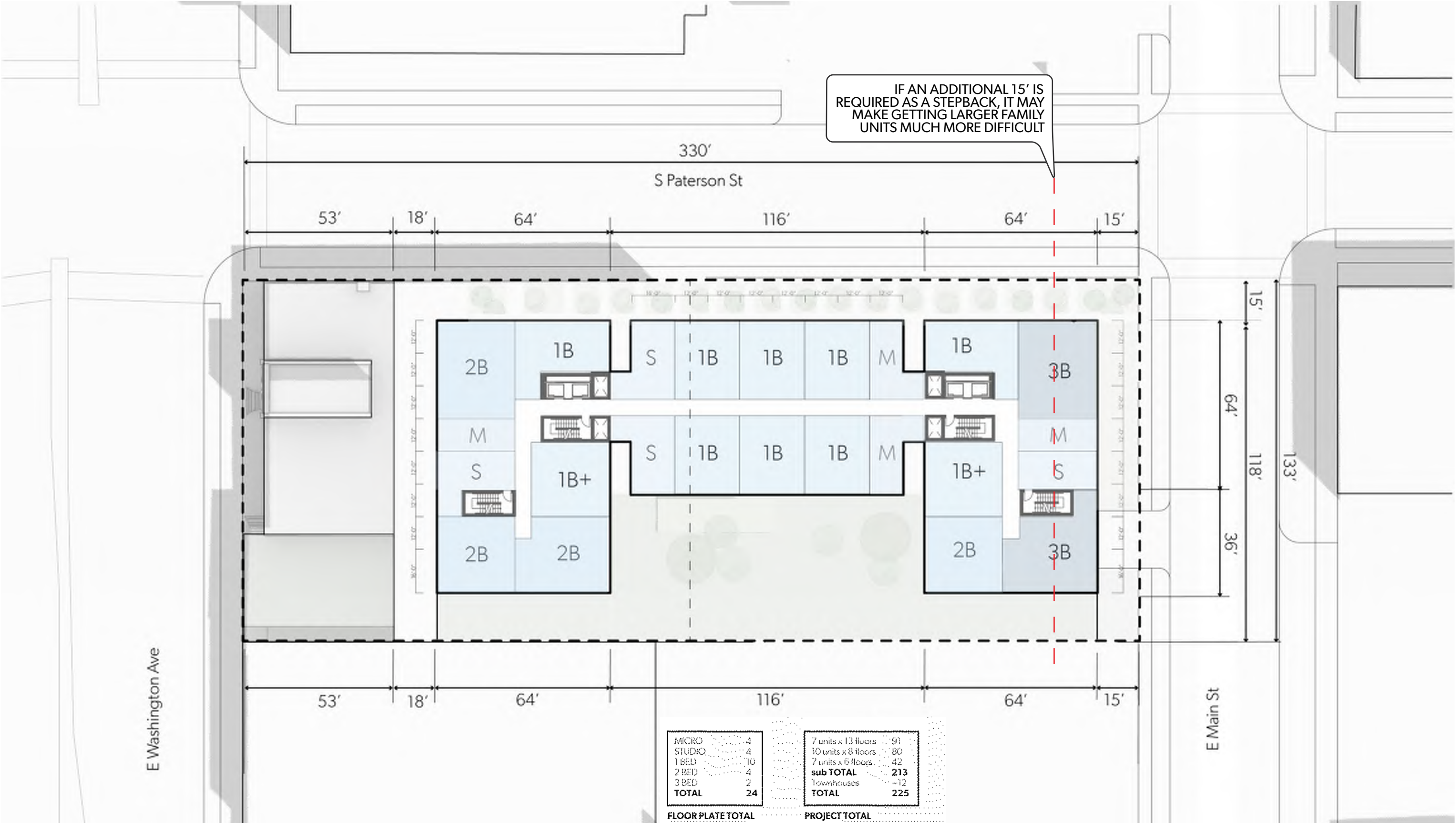
FrontYard



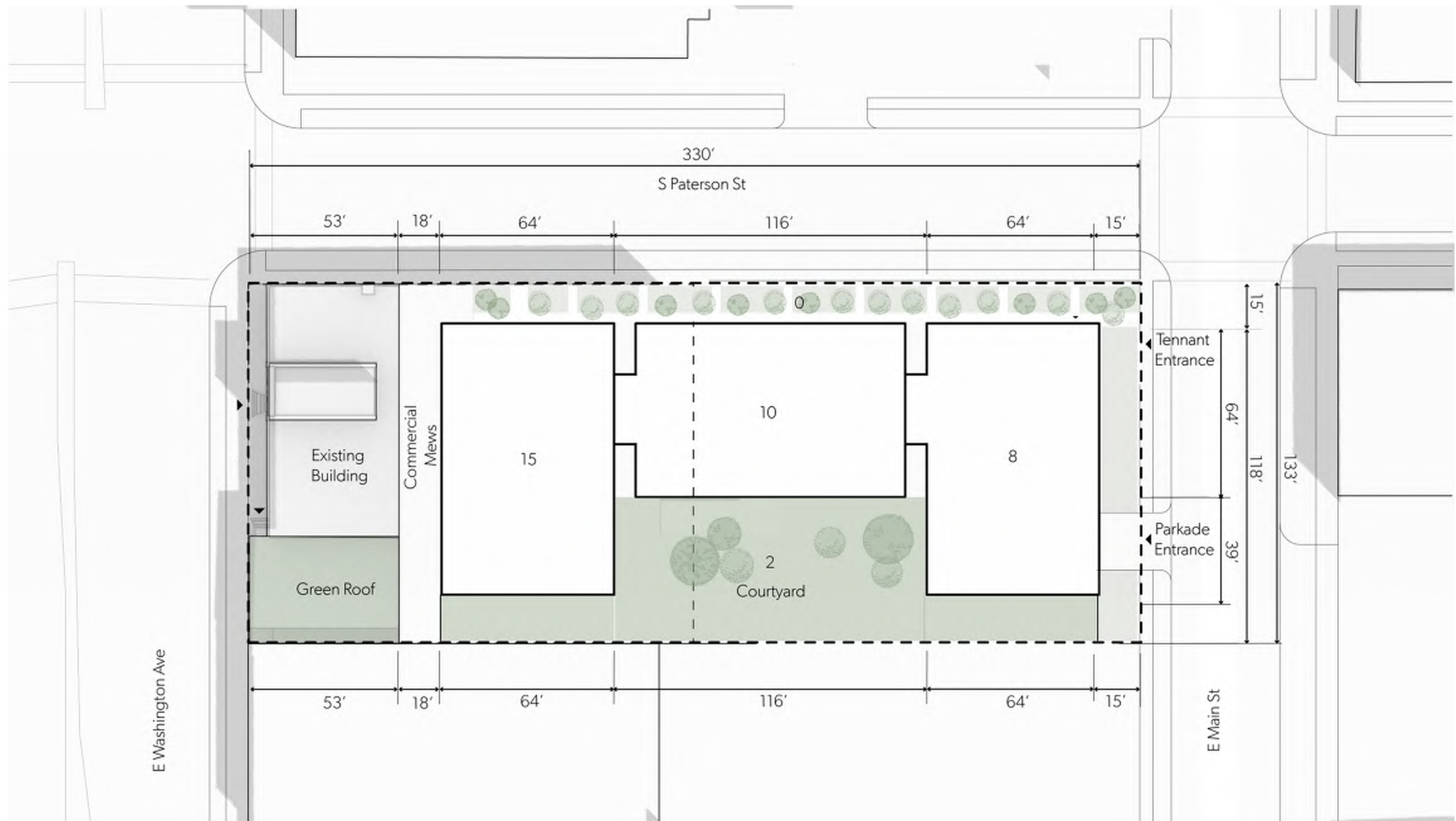
Courtyard




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

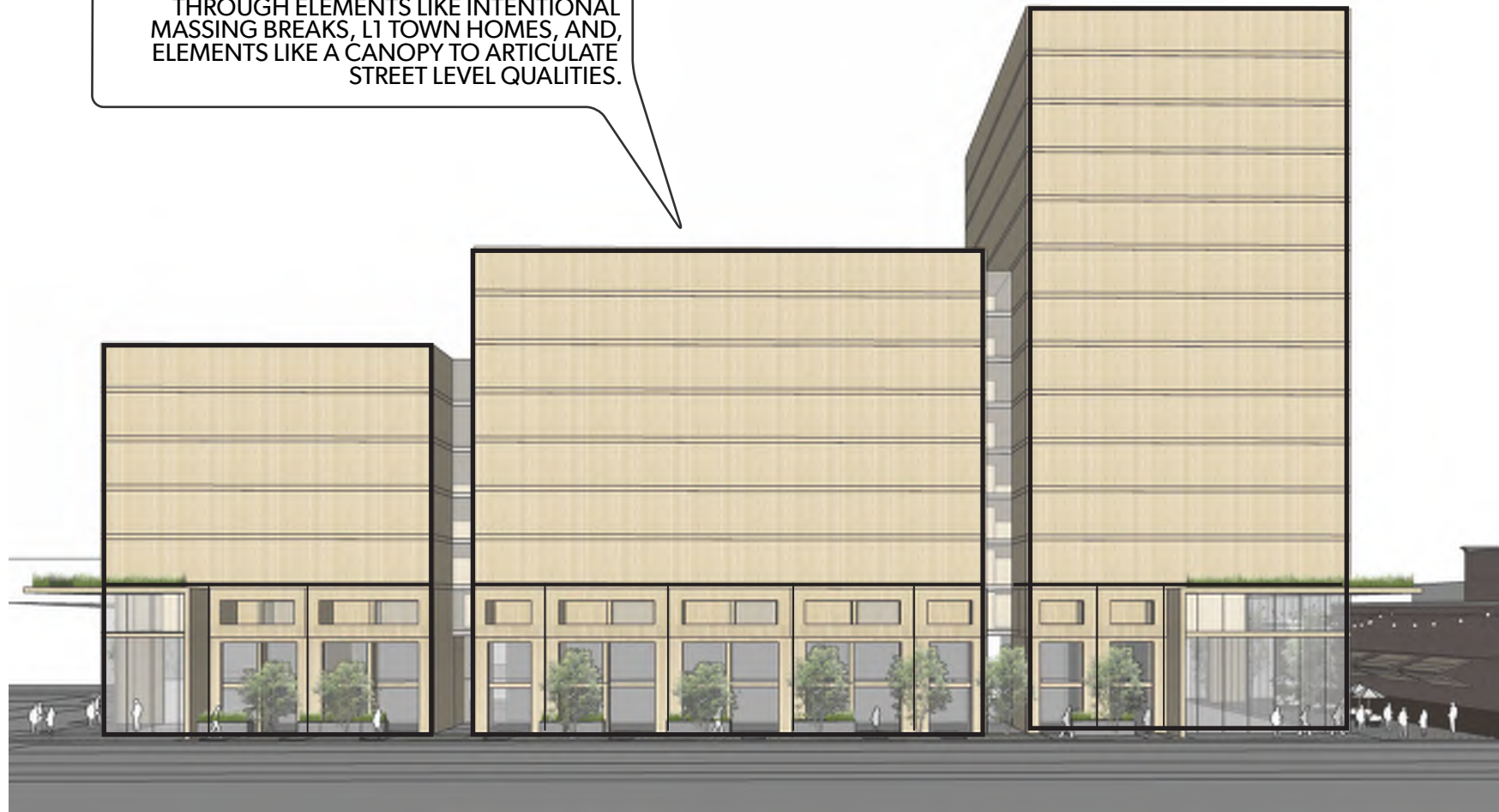


Plan: Typical Floorplate



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

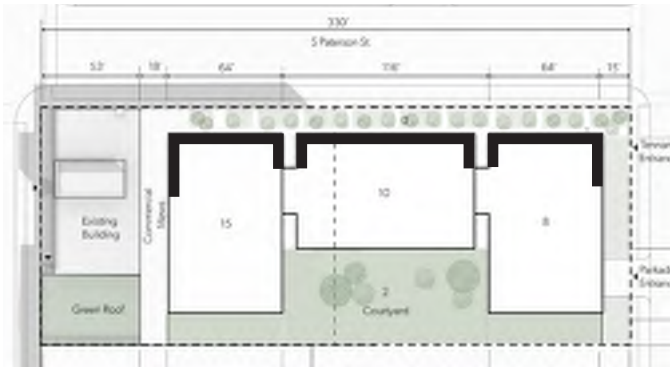
IT WILL BE IMPORTANT TO ENSURE WE BREAKUP AND ARTICULATE MASSING AT SMALLER SCALES TO RELATE TO A MORE HUMAN EXPERIENCE. THIS CAN HAPPEN THROUGH ELEMENTS LIKE INTENTIONAL MASSING BREAKS, L1 TOWN HOMES, AND, ELEMENTS LIKE A CANOPY TO ARTICULATE STREET LEVEL QUALITIES.



S Paterson Street

Massing: S Paterson Articulation

Large Scale Articulation



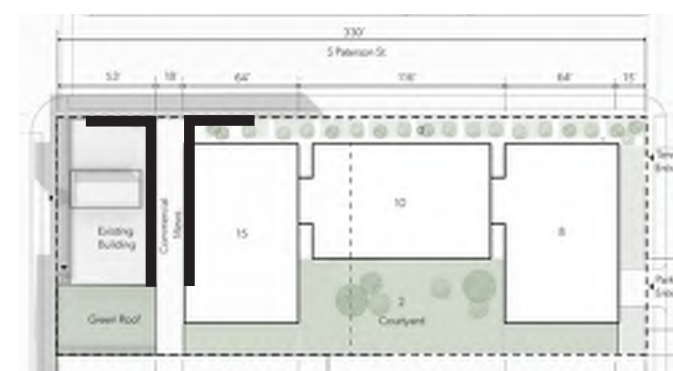
Small Scale Articulation



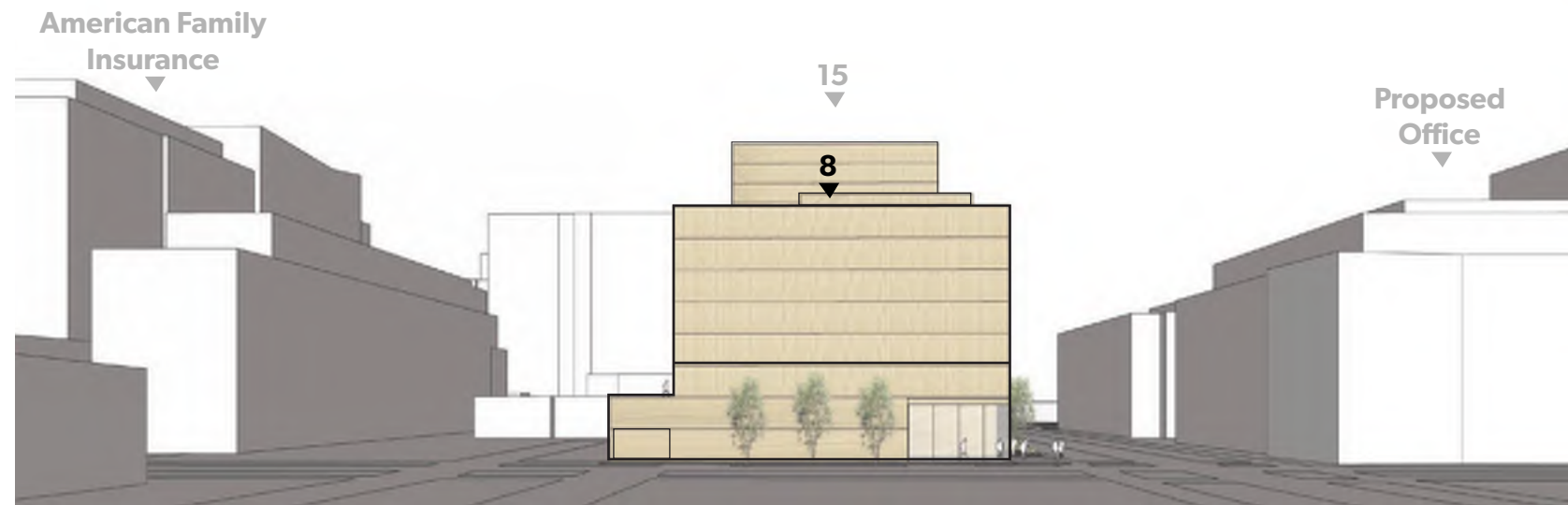
A MEWS IS AN OLD CONCEPT (FORMERLY HORSE STABLES IN THE UK) THAT'S BEEN RE-PURPOSED TO DESCRIBE NARROW, INTIMATE STREETS THAT BALANCE ACCESS AND SERVICE WITH ACTIVE FRONTAGES AND A PEDESTRIAN FOCUS.



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

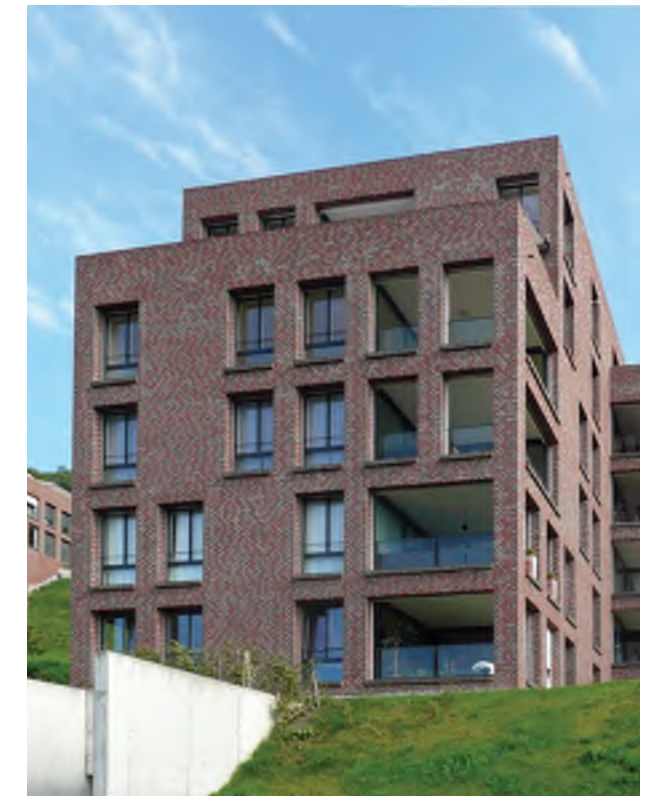


View of E Main Facade

Public Art

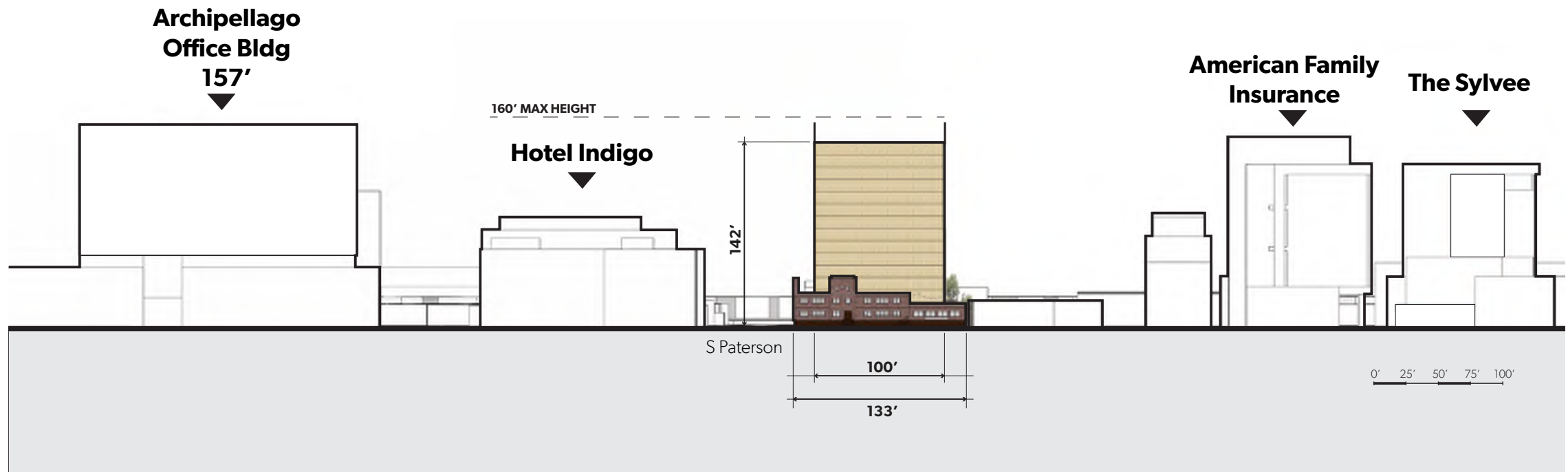


Massing Step Down

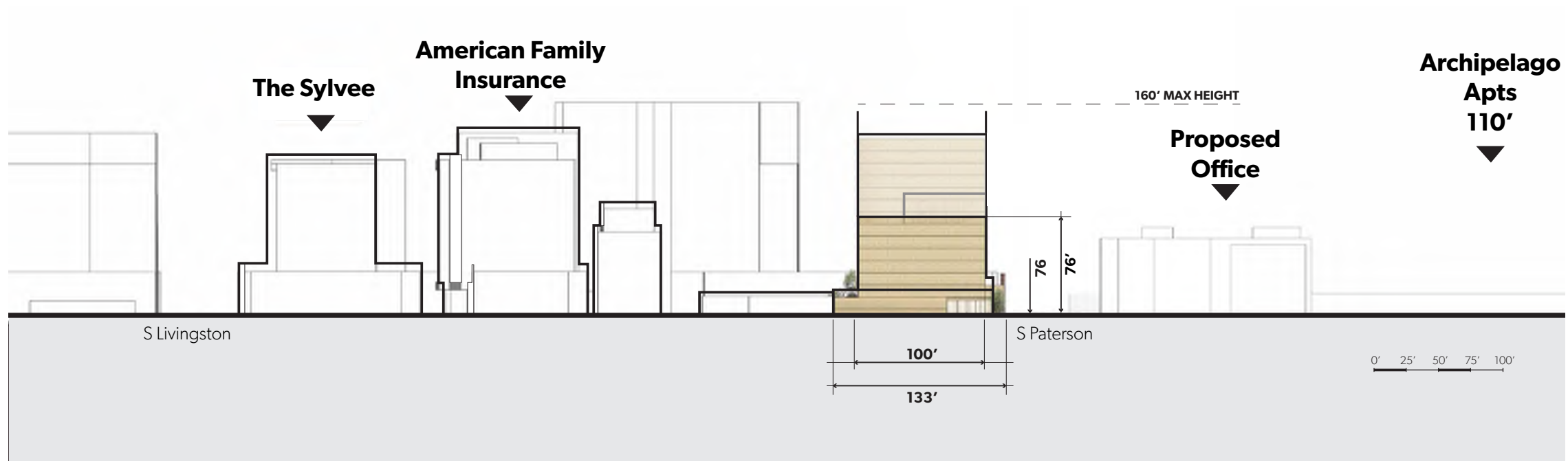
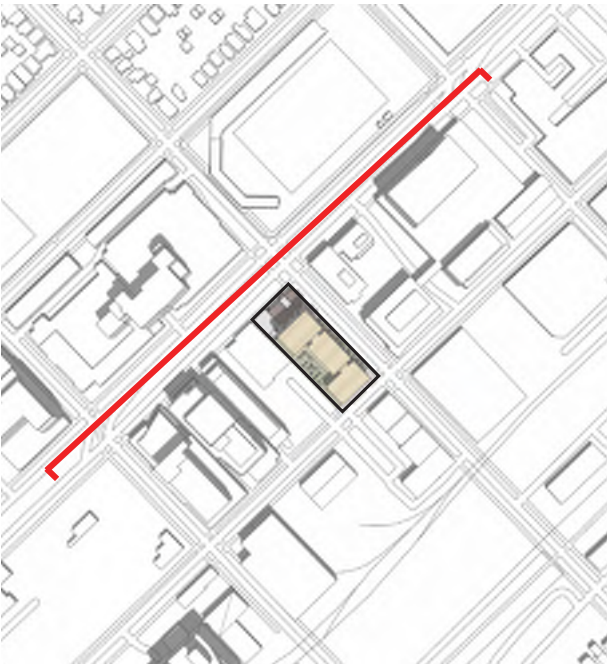


Massing: E Main Articulation

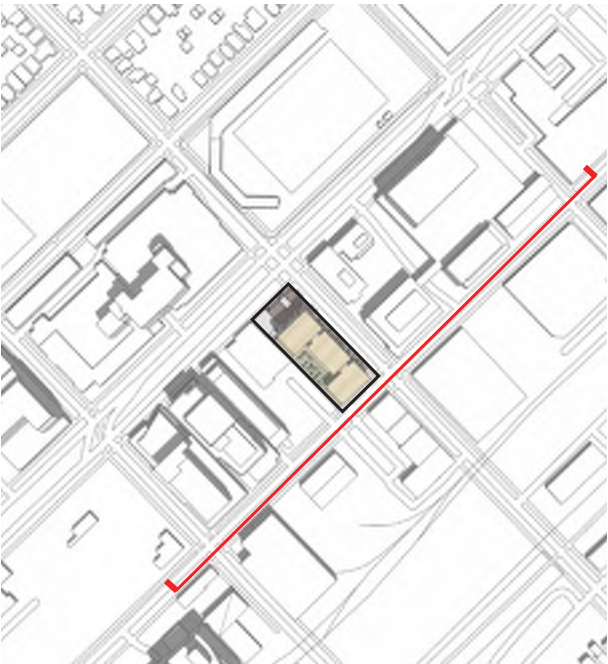




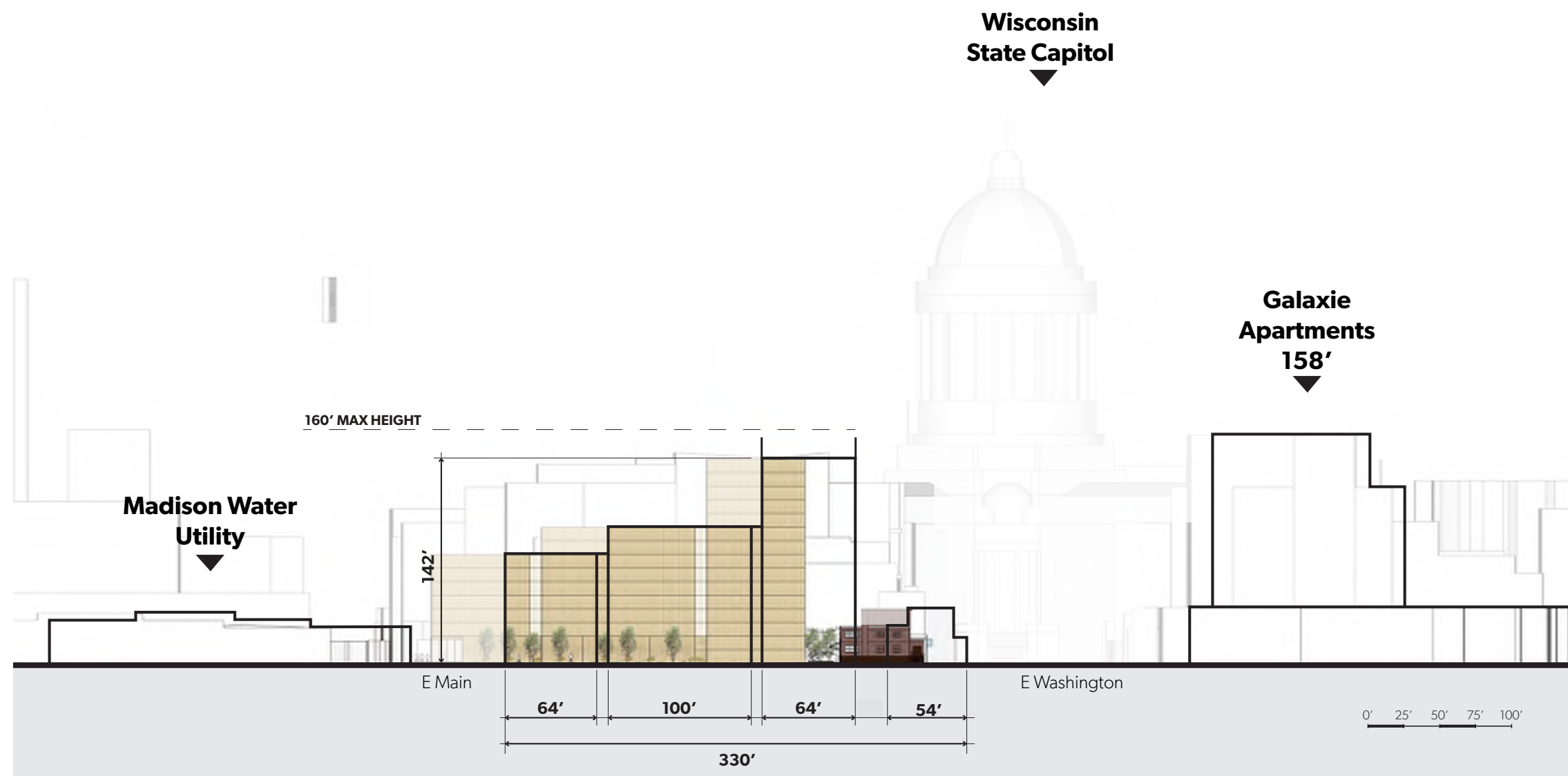
E Washington Elevation



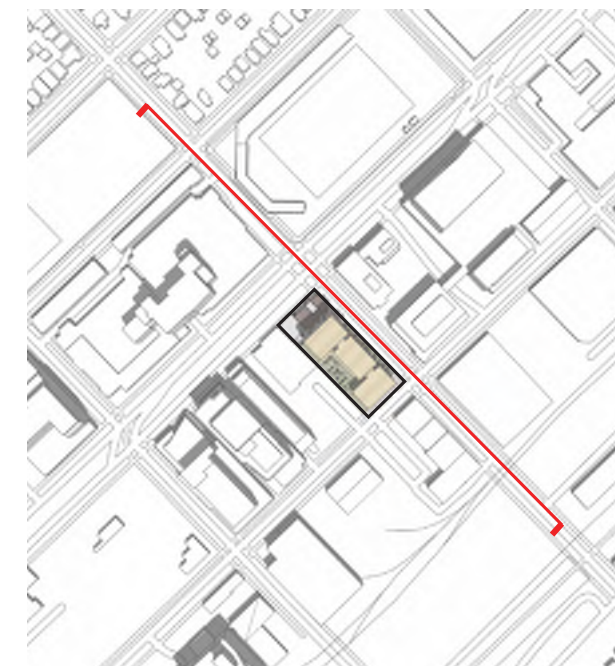
E Main Elevation



Context: Adjacent Heights



S Paterson Elevation





THE
NEUTRAL PROJECT

