

May 5, 2021

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

TO:  
KEVIN FIRCHOW  
Principal Planner  
Department of Planning & Development  
215 Martin Luther King Jr. Blvd Suite 017  
Madison, WI 53703

RE:  
Letter of Intent – UDC Initial + Final Approval Application  
Letter of Intent - Land Use Application

**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 Initial and Final approval 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 created to redefine conventional 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 Project Development Team collectively has greater than two decades of combined experience in multifamily and mixed-use development.

Our Design Architect partner is Michael Green Architecture. MGA is an 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 its 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. That amendment will happen parallel to the UDC's review and approval timeline.

## 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 9-14 story multifamily residential development. It includes roughly 5,500 gsf of commercial space to remain, and an addition of 5,000 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 14 stories behind the existing Bakery building to 9 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 commercial “Mews” experience, where old meets new in an intimate, unique public space. The proposal has a healthy mixture of micro, studio, 1BR, 2BR, and 3BR units, as well as a mixture of commercial and office space.

## SUSTAINABILITY:

### Overview:

As part of this project, we’ve developed “The Neutral Standard,” which is an initiative to put our words into action to build carbon-neutral mixed-use and multifamily developments that eliminate embodied carbon emissions and minimize operational carbon emissions. Our standard is rooted in building with mass timber, designing to Passive House certification, and verifying our approach with a third-party life-cycle-analysis. Our company maxim is to leave this cosmos a better place than we found it, and we believe that building to the Neutral Standard will facilitate our pursuit.

### Approach:

Our approach to sustainability is through the Neutral Standard, an ambitious set of design targets addressing carbon, water, and livability which provides a holistic and progressive approach for all of The Neutral Project’s developments. In following the Neutral Standard, the project incorporates design strategies sufficient to both achieve and surpass LEED Gold equivalence.

The Neutral Standard takes an aggressive approach to three key aspects of the built environment:

**Climate change and carbon:** By targeting Passive House certification and employing low carbon-intensive materials such as mass timber.

**Water Management:** By employing rainwater harvesting and high-efficiency fittings/fixtures to minimize potable water consumption and reduce stormwater outflow.

**Livability:** By providing restorative green roofs and employing design principles from the WELL Building Standard to create and encourage healthy spaces and lifestyles.

## SUSTAINABILITY (cont'd):

### Components:

#### CARBON

The Neutral Standard allows for a significant decrease in operational and embodied carbon emissions through a two-pronged approach. First, by targeting Passive House certification, the building commits to an extraordinary level of energy efficiency, reducing energy consumption by up to 70%. Second, by building with mass timber, the project will avoid a significant portion of the embodied carbon emissions. We will further avoid embodied emissions through a careful material selection of primary materials (e.g., façade, insulation). Photovoltaics will further decrease carbon emissions through operations. Apart of our Passive House certification is a post-construction energy efficiency test. This obligates us as the developer to third-party verify the standard of design and ensures it ensued into the constructed building. Additionally, we take our commitment one step further by employing a life cycle assessment (LCA) throughout our design process to quantify and reduce our embodied carbon. LCA gives us the data we need to verify our goals are on track and to inform us on environmental impacts for future developments.

#### WATER

Our commitment to water conservation takes a simple but proven approach. We will use low-flow fixtures and fittings throughout the building to minimize water consumption for human use. The project will be strategically landscaped with native and adaptive vegetation to minimize outdoor water needs. These strategies will in turn reduce stormwater and wastewater outflows from the property.

#### LIVABILITY

Buildings are for people. We believe that the built environment should encourage healthy living and blissful communal lifestyles. This project aims to do both: First, by using innovations and design concepts within the WELL Building Standard and obtaining Passive House certification, both methods have proven to supply buildings with cleaner air and enhanced thermal and acoustic comfort. We also plan to incorporate: green roofs to provide access to therapeutic and restorative natural relaxation spaces for occupants, exposed mass timber bringing warmth and texture to the interior of the building, and use natural, low- or no-VOC materials indoors wherever possible and provide enhanced ventilation for improved indoor air quality. Second, we plan to incorporate dynamic operational, environmentally-minded strategies to improve our resident experience and create a blissful communal lifestyle. The method we plan to employ was developed through considering elements of the WELL Building Standard; Fitness, Comfort, Mind, Nutrition, and Transportation. FITNESS: "Exercise not only changes your body, but it also changes your mind, your attitude, and your mood" - Anonymous. We plan to have a progressive and robust fitness center with access to personal trainers to allow our residents the ability to reactivate their physical and mental wellbeing.

Comfort: One's home should be a place of comfort and tranquility. Our vision with Bakers Place is to reduce daily distractions by improving occupant ergonomic, olfactory, and thermal comfort to prevent stress and increase productivity.

MIND: Through our buildings' tranquil and therapeutic green roofs and amenity spaces, residents will have an outlet to relax their minds or the ability to stimulate their minds through our extensive and refined library room.

NUTRITION: We believe that nutrition is the cornerstone of a healthy lifestyle. Principals from the Well Building Standard will play a key role in ensuring our residents have ease of access to healthy nutritional strategies.

TRANSPORTATION: The shift towards green and active transportation options will be supported through ample EV charging, bike storage, and close proximity to rapid transit options. Further, a push for the reduction in single occupancy trips by residents will be encouraged through an electric vehicle car share, bike share, and a reduction in on-site parking.

## SUSTAINABILITY (cont'd):

### Strategies:

- Extremely high energy efficiency through Passive House certification
- Low embodied carbon through mass timber construction and life cycle assessment (LCA)
- Green roofs
- Healthy interior materials and enhanced ventilation
- Enhanced EV charging
- EV and bike share programs
- Rooftop solar power

## 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:

- The height of the building falls under the Maximum building Height (Dane County Airport) of 1009' above sea level, with the addition of bonus stories. It ranges from 9-14 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.
- The project maintains the existing building on E Washington St. It also meets the 0-10' setback requirement on S Paterson and does not meet the 15' setback requirement on Main Street per UDD 8. Currently, we are at a 20' setback to meet TE zoning rear yard requirement.
- No Non-habitable space from architectural features is included in height calculations.

#### b. Guidelines:

- The building meets the minimum height requirements. Mechanical penthouse sits on top of the 14th floor and is screened by the building facade.
- There is no current desire to make additions to the existing building.

### 2. Building Location and Orientation

#### a. Requirements:

- The building location is designed to provide shallower floorplates and creates a U-shape to form an inner courtyard for residents. It steps out at the street facades and creates active fronts on S Patterson, and E Main St providing commercial and residential spaces.

#### b. Guidelines:

- 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.
- The intent is to provide this additional sidewalk/terrace where needed.
- Walkways will be provided from S Patterson and E Main where needed for building entrances.
- 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.
- There is no intent to add additions to the existing building.

## URBAN DESIGN DISTRICT 8 APPROACH (cont'd):

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

- i. The building aligns with height, location, setback and stepback requirements.
- ii. The project maintains the existing building on E Washington St. It also meets the 0-10' setback requirement on S Paterson but does not meet the 15' setback requirement on Main Street per UDD 8. Currently, we are at a 20' setback to meet TE zoning rear yard requirement.

### 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 attached.
- iii. The trash collection is located interior of the building.

#### b. Guidelines

- i. Off-street parking is wrapped with 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 minimal and is located along E Main St.
- vi. Pedestrian areas will be focused along the Mews, S Patterson St, and Main Street. The intent is to keep service and drive through areas separate from pedestrian areas.
- vii. Trash location is inside the building.
- viii. There are no new parking ramps for E Washington on this project.
- ix. The parking entry/exit is along E Main St as the desire is to have Residential ground floor units and commercial space along S Patterson St.
- x. The intent is to provide robust and accessible Bicycle Parking. There will be visitor bike parking on E Main St and E Washington St near entrances.

### 5. Landscaping and Open Space

#### a. Requirements:

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

#### 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 utilizing sheet piling for earth retention.
- iv. There is no bioretention. Vegetated roofs are provided on approximately 27% of rooftop.
- v. Stormwater site strategy is shown on the attached civil plans and stormwater report.
- vi. Existing and proposed street tree locations are shown on the attached landscape plan.

### 6. Site Lighting and Furnishings

#### a. Requirements

- i. Use of Cut-off light fixtures is included and shown on the Site and Building Lighting photometrics plan.

## URBAN DESIGN DISTRICT 8 APPROACH (cont'd):

### b. Guidelines

- ii. Pedestrian use areas will be adequately lit using low-level building and landscape accent lighting as shown.
- iii. Lighting and site furnishings will be designed to complement the character of the building and provide a pleasing relationship with adjoining properties and the public sidewalk.

## 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. There is a clear visual termination of the top of the building.
- 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 durable and high quality.

### b. Guidelines:

- i. Exterior materials include terracotta and pre-weathered steel. Louvers will be painted to match exterior colors.
- ii. There is no intent to use "faux" siding.
- iii. Color has been guided by the existing building and the adjoining buildings to align with the context. Detailed studies of the surrounding buildings and character buildings of Madison have been included and have informed the design and material selection.
- 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.
- ii. To meet energy requirements, residential facades will be slightly lower than 40%.
- iii. Windows on the ground floor will be transparent and not mirrored with some tint for light control.

## URBAN DESIGN DISTRICT 8 APPROACH (cont'd):

### b. Guidelines:

- i. Building entrance is located in public mews and will be highly visible as a focal point.
- ii. The entrance to the building will allow for pedestrian movement.

### 10. Signage

- a. TBD - Signage package will be submitted at a later date. Intent of signage is below.
  - i. Building signage will reflect the preferred types
  - ii. Signage will be simple and easy to read
  - iii. Sign colors reflect and complement the building façade
  - iv. Signage will fit the character of building and won't obscure architectural detail.
  - v. Signage will be thoughtfully centered on the building
  - vi. There is no current intent to use plastic box signs
  - vii. Signage displaying illuminated copy will be well designed and legible
  - viii. Noted
  - ix. Noted
  - x. There is no current intent for free standing signage.

### 11. Restoration/Preservation Activities

#### a. Guidelines:

- i. The intent is to preserve a significant portion of the existing building on the site as shown.
- ii. Any new elements will be designed to complement the character, materials and design of original building.
- 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. The building does not exceed both 130' and 200'. It therefore does not need to meet the 45 degree setback.
- b. There is intent to seek bonus stories on both Block 12A and 12B. On Block 12A, 12 stories is the max, and we are seeking 2 bonus stories. On Block 12B, 8 stories is max and we are seeking 2 bonus stories.
- c. Per the Sustainability section above, the building will pursue the Neutral Standard, going beyond LEED Gold equivalent\* to meet the requirement for bonus stories. In addition to meeting LEED Gold equivalence, the project will include:
  - Extremely high energy efficiency through Passive House certification
  - Low embodied carbon through mass timber construction and life cycle assessment (LCA)
  - Green roofs
  - Healthy indoor materials and enhanced ventilation
  - Enhanced EV charging
  - EV and bike share programs
  - Rooftop solar power

\*See attached LEED Scorecard for equivalency tracking.

## PROPOSED SCHEDULE:

The intent is to start construction November 2021, and complete the project in May of 2023.



## PROPOSED SITE DEVELOPMENT DATA:

### Densities:

Lot area	43,890 sf or 1.008 acres
Dwelling units	226 units
Lot Area/ D.U.	194.20 sf/ unit
Density	224.2 Units/ Acre

Building Height:	8-14 Stories
Existing Building:	1-3 Stories

### Floor Area Calculations:

Commercial (Existing building)	5,600 nsf
Commercial (New building)	4,280 nsf
Parking/ Support Spaces	52,304 gsf
Residential + Amenities	218,488 gsf
Typical Tower Floor	19,670 gsf

### Vehicle Parking Stalls:

LL-1st \* 142 Stalls total

Bicycle parking stalls: \*\* 308 bike stalls, 272 interior secured bike storage room | 36 exterior

\* In addition to this, we are incorporating an EV Ride share program for our tenants. This will include 8 EV cars available for residents to utilize.

This total parking count includes a 59 stall automated vehicle lift system. (The 2nd floor includes a row of automated parking)

\*\* We are providing an E-bike rental on site. Final number of e-bikes is TBD.

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