



GARDNER BAKING CO.

BAKERS PLACE

849 E WASHINGTON AVE, MADISON WI

MGA | MICHAEL GREEN ARCHITECTURE

AY
ANGUS-YOUNG
ARCHITECTS/ENGINEERS



THE
NEUTRAL PROJECT

MGA
KATERRA DESIGN PARTNER

THE DEVELOPMENT TEAM

TYLER WARNER
MANAGING PARTNER

MATT BRINK
DEVELOPMENT CONSULTANT

KATIE BILLS
ATTORNEY (REINHARDT LAW)

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MANAGING PARTNER

TYLER BRUNDY
PROJECT MANAGER

KATE WESTFALL
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RUTHI DAUGHERTY
BRANDING + MARKETING

THE DESIGN TEAM

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DESIGN ARCHITECT

EQUILIBRIUM
SPECIALTY STRUCTURAL ENGINEER

ANGUS YOUNG
ARCHITECT + ENGINEER OF RECORD

TRUENORTH
ENVIRONMENTAL CONSULTANT

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
NEUTRAL PROJECT



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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

THE NEED

Emissions

The earth's temperature is expected to rise on average, **4-7 ° F**

The United States's temperature is expected to rise **3-13 ° F**

To limit temperature rise to 2.7° F global emissions must reduce by **45% by 2030 ***



Rising Demand

To reduce global CO², the building industry must be addressed as it is the largest emitter.



GLOBAL CO² EMISSIONS
39% BUILDINGS
22% TRANSPORTATION
30% INDUSTRY

Embodied Carbon

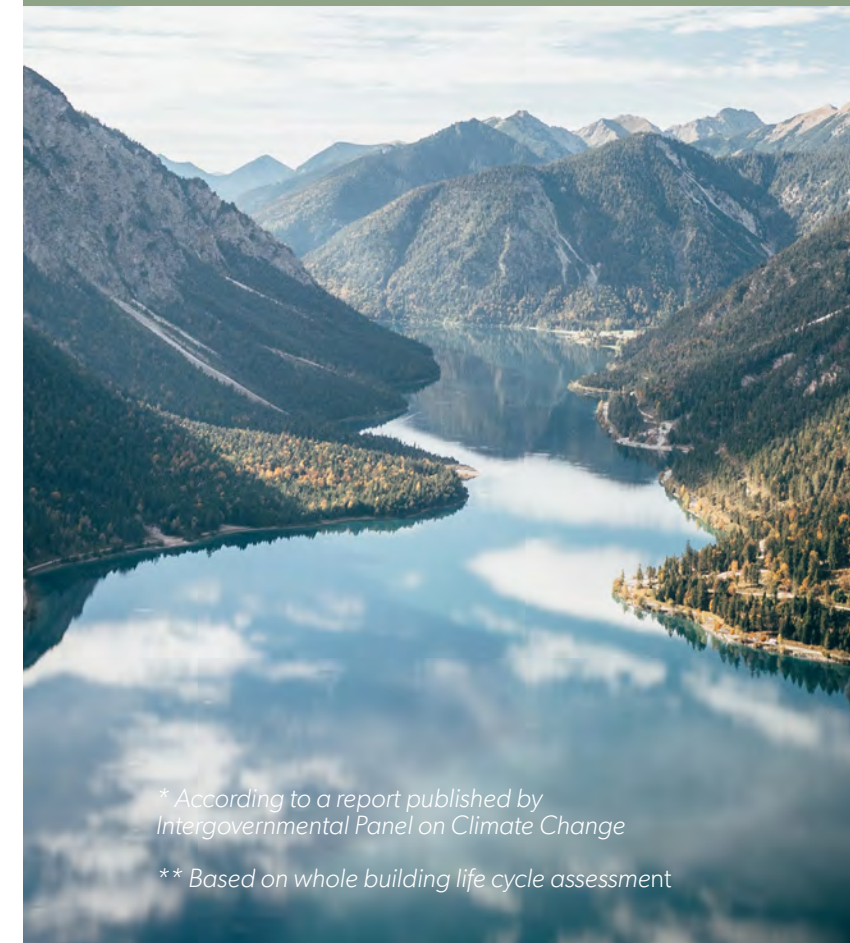
88% LESS CO²

embodied carbon in mass timber construction compared concrete design. **

Carbon sequestering: during the growth of a tree CO² is extracted from the atmosphere and stored within its mass.



1 M³ OF WOOD = 1 TONNE OF CO²



* According to a report published by Intergovernmental Panel on Climate Change

** Based on whole building life cycle assessment



A NATURAL CYCLE

Nature Based Design

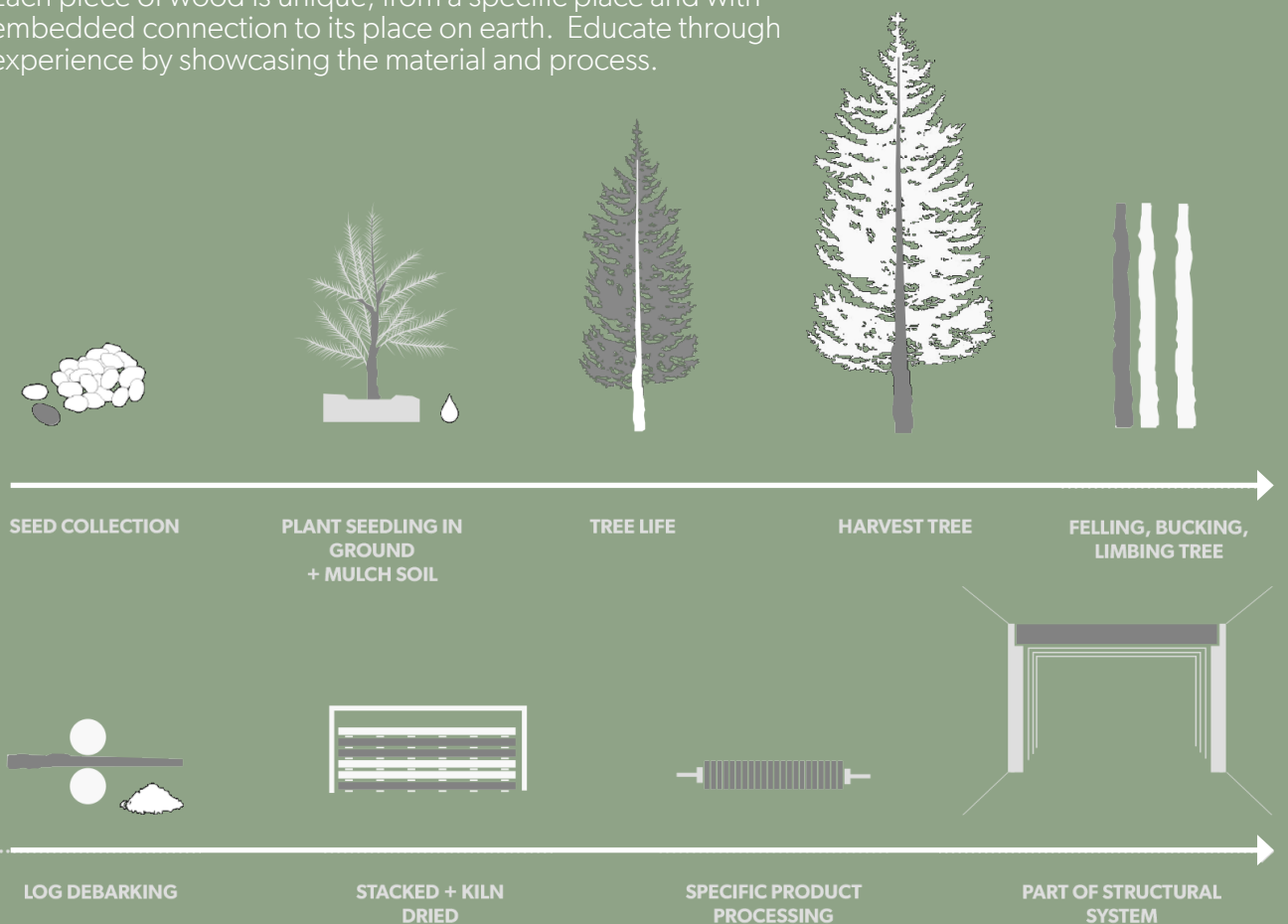
Sustainably managed forests provide us with the opportunity to grow our buildings. Mass Timber is a part of the circular economy because of its end of life reusability, deconstructability, and longevity and adaptability.

Forest to Frame

We can 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

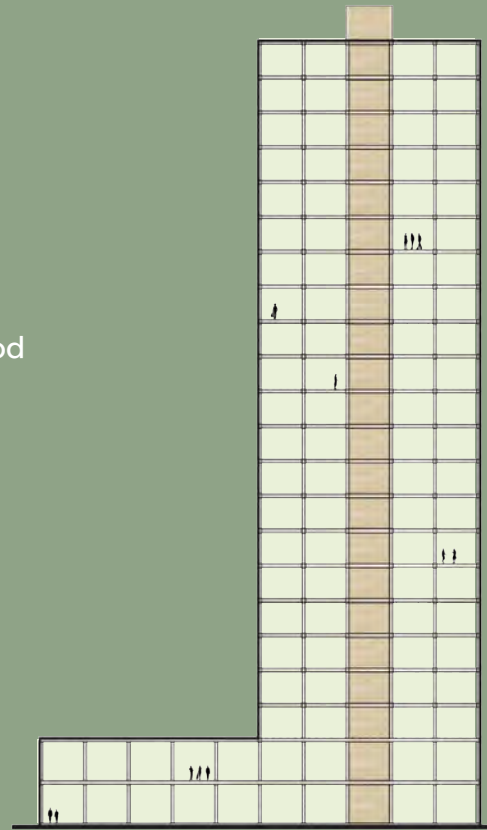
Each piece of wood is unique, from a specific place and with embedded connection to its place on earth. Educate through experience by showcasing the material and process.



MASS TIMBER

WHAT IS IT?

Mass Timber is engineered wood that acts much differently than classic stick frame construction. Mass Timber comes in a variety of forms like Glulam, Cross-Laminated Timber (CLT), or Laminated Veneer Lumber.



MASS TIMBER

LIGHT-FRAME



GLULAM
Glued Laminated Timber



LVL
Laminated Veneer Lumber



NLT
Nail Laminated Timber



CLT
Cross Laminated Timber



MPP
Mass Plywood Panel



LSL
Laminated Strand Lumber



PSL
Parallel Strand Lumber



DLT
Dowel Laminated Timber



VARIETY OF OPTIONS

Advancements in Mass Timber technology have led to a multitude of available products. These different products can be used for elements like beams, columns, walls, floors, and roofs. They have sufficient volume and depth to offer significant benefits in terms of fire, acoustics, and structural performance and added construction efficiency.

FIRE SAFETY

TRIED AND TESTED

Larger elements of wood have inherent resistance to fire and are slow-burning. It's still combustible but it forms a char layer which acts as an insulating layer protecting the interior wood from damage.



MASS TIMBER

LIGHT-FRAME



VS



STRUCTURALLY SOUND

When tested, Mass Timber far exceeds the code requirements for safe buildings and fire ratings. When mass timber burns, there is a char layer, and heated layer, and a cool layer which remains structurally sound and can be calculated based on structural demands.



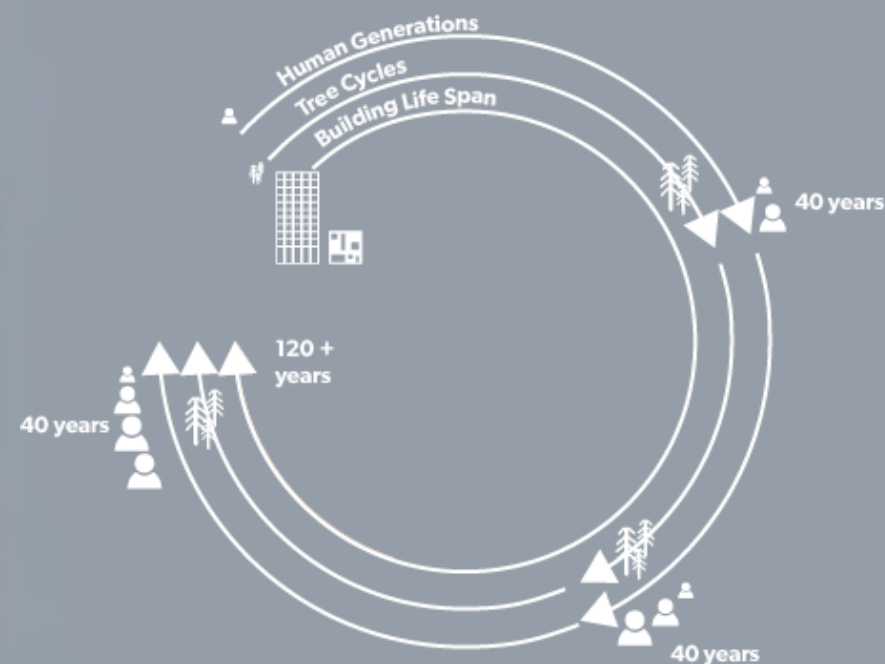
PASSIVE HOUSE

What is it?

- 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?

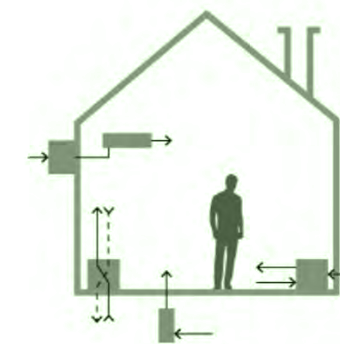
- Reduced energy consumption means more sustainable and affordable building operation
- It results in much more comfortable buildings where we don't have hot or cold spots
- They are high quality, quieter spaces which are much more simple to operate due to a decreased need for HVAC systems
- They are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



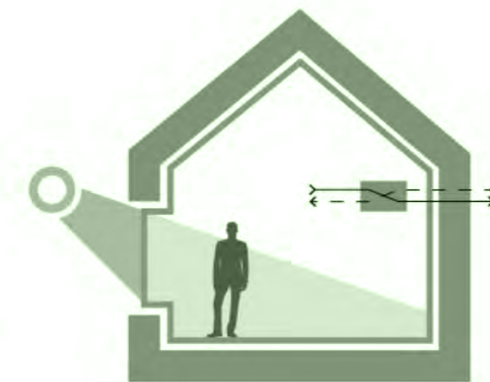
A BUILDING FOR GENERATIONS



19th Century



20th Century



21st Century

Benefits

Reduced Air Pollution and Greenhouse Gas Emissions

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

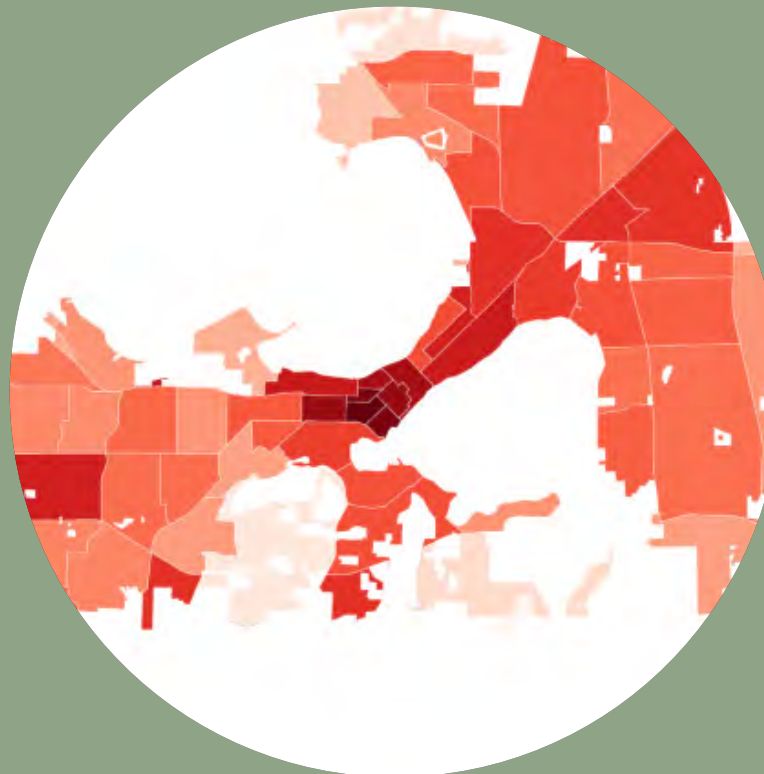
In our dense urban environment, green roofs provide an urban oasis where people can relax and enjoy the outdoors



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

Access

One of the key contributors to slower adoption is access to charging. People cite 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.

Rising Demand

To reduce global CO², how the building and transportation interact is vitally important



**GLOBAL CO²
EMISSIONS**

39% BUILDINGS

22% TRANSPORTATION

30% INDUSTRY



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 Madison's 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.

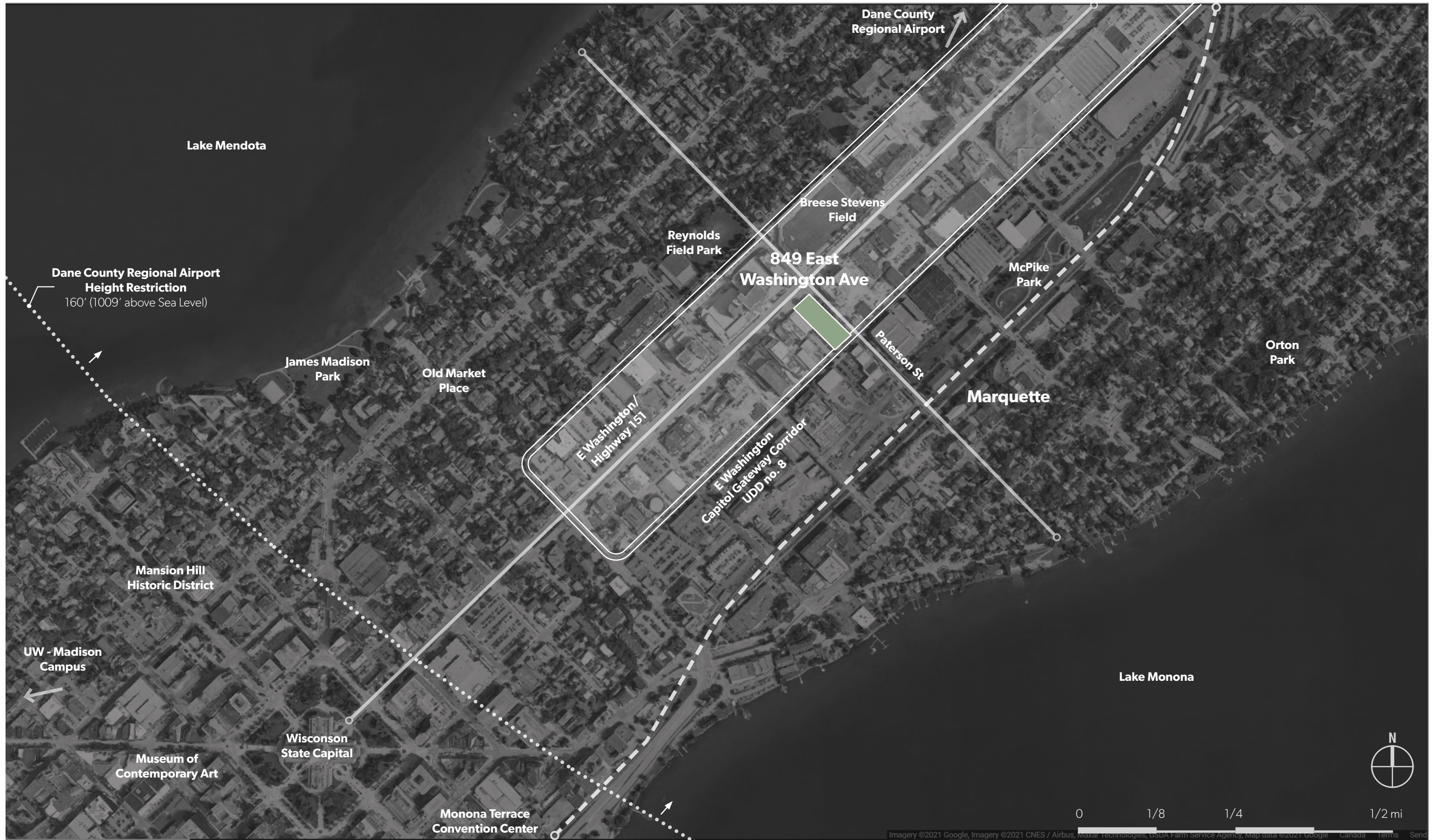
REDUCTION IN SINGLE OCCUPACY TRIPS

SITE ANALYSIS

REGION

EXISTING AND NATURAL FEATURES

ZONING INFORMATION





State Capital



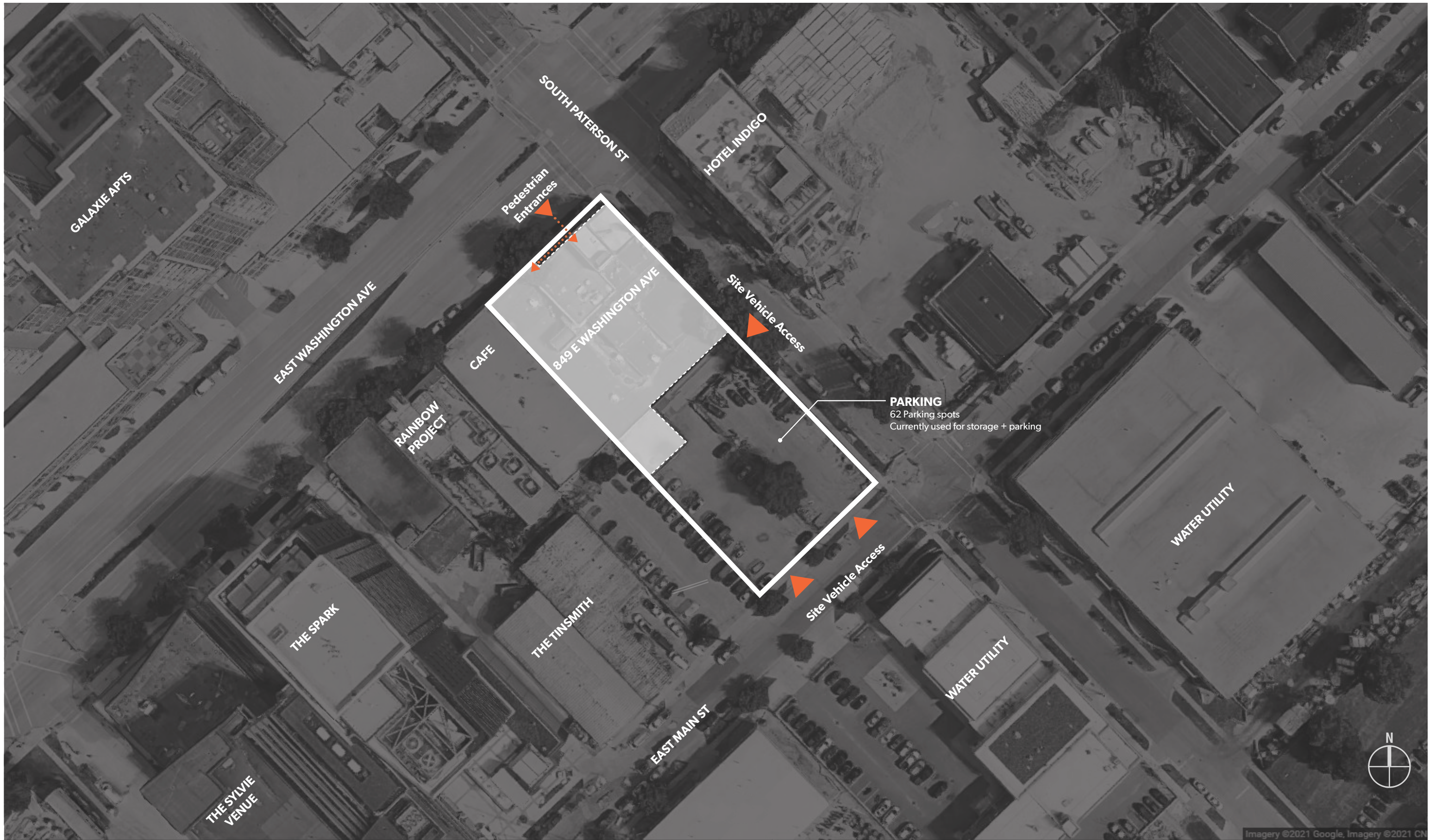
Lakes



Brick/Warehouse

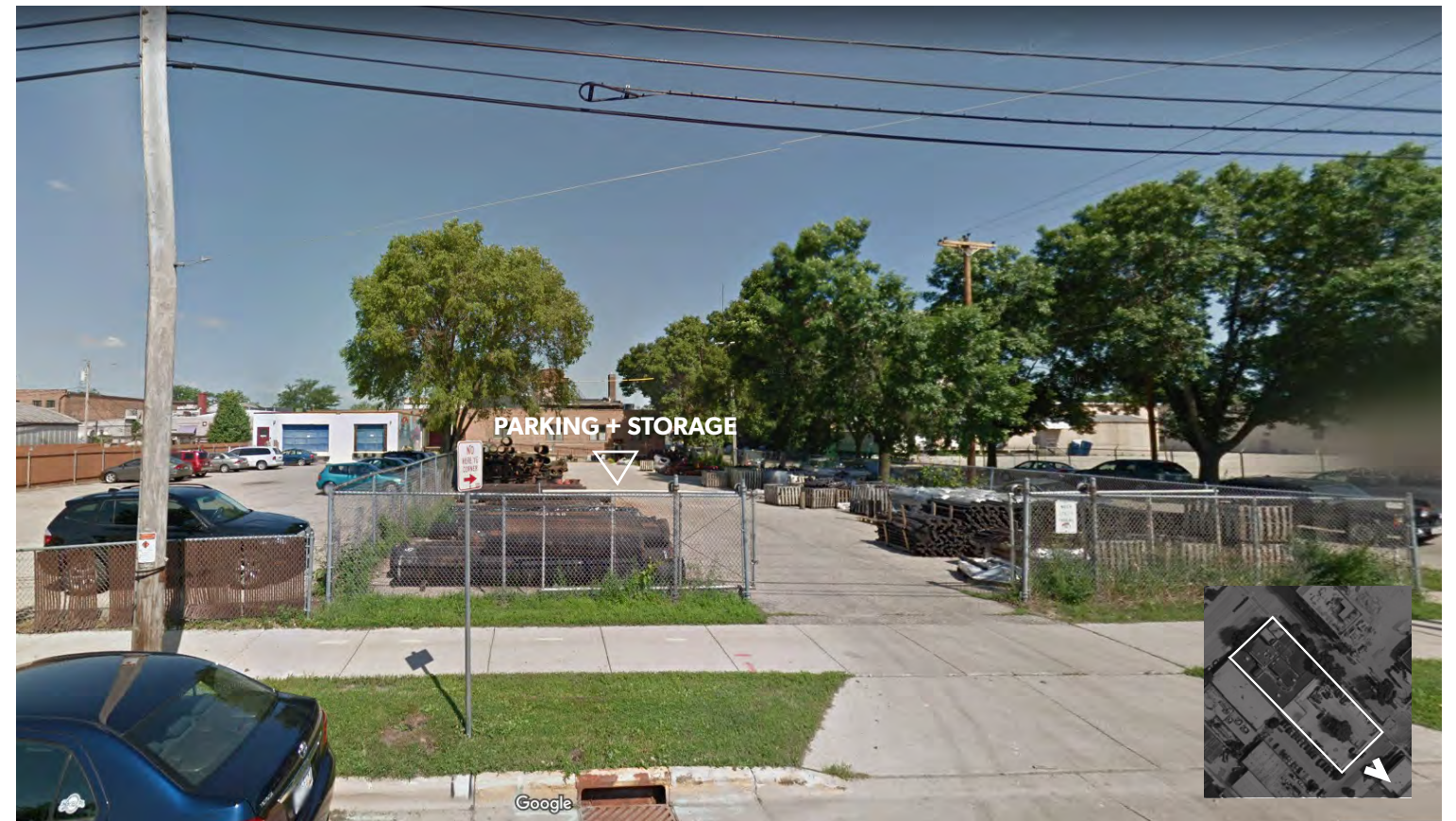


Isthmus





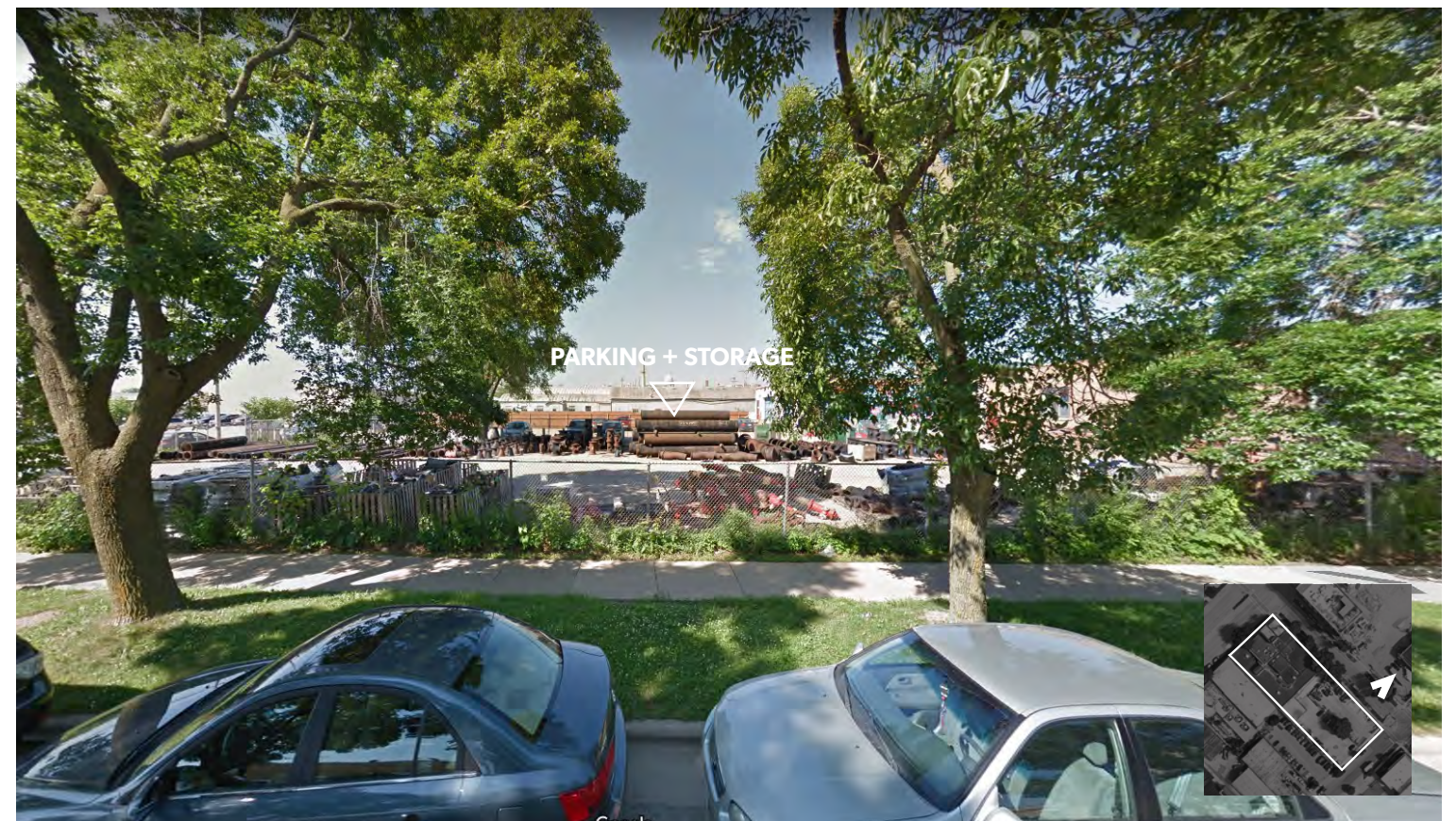
VIEW FROM E WASHINGTON AVE LOOKING SOUTH EAST



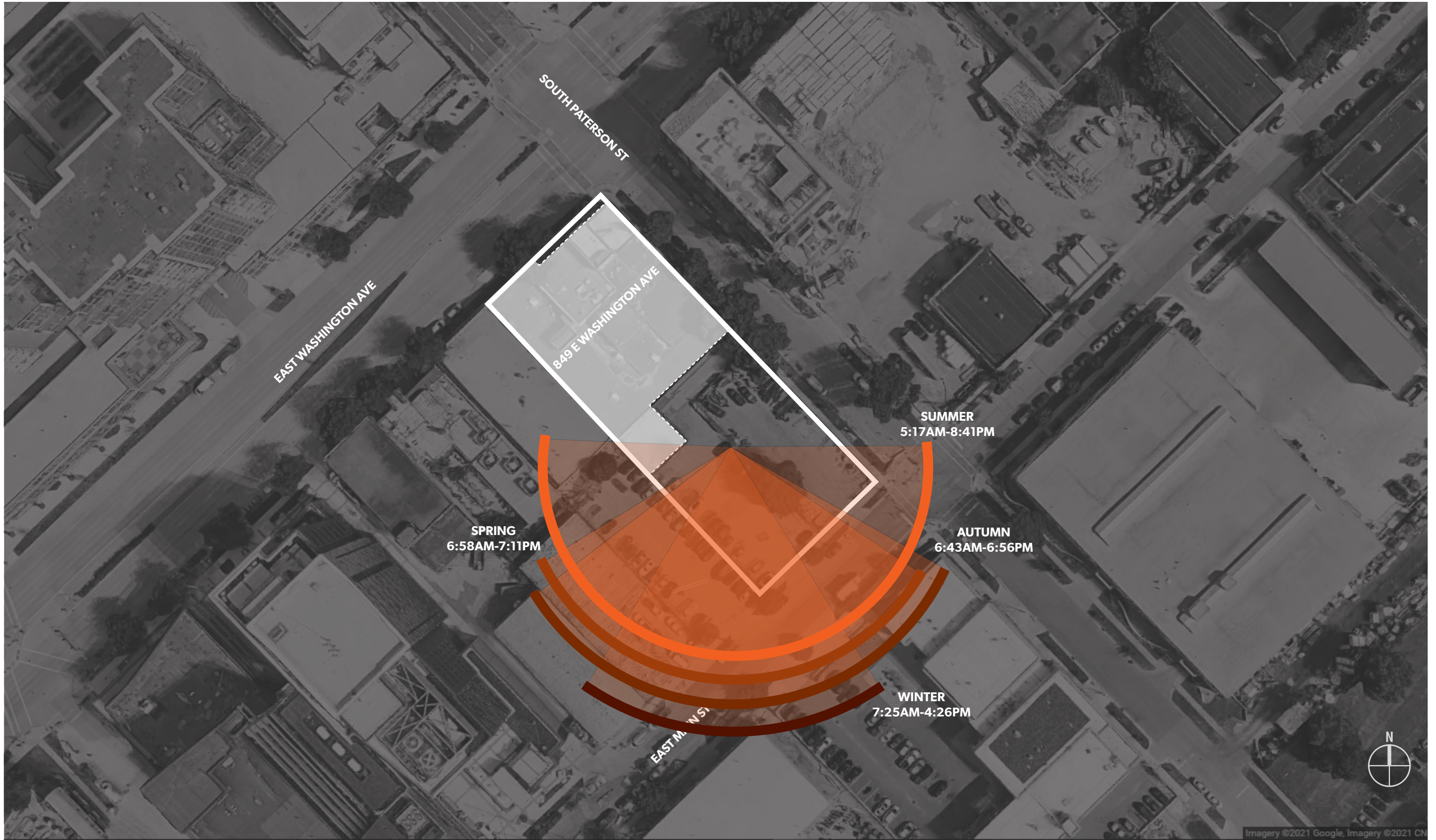
VIEW FROM E MAIN ST LOOKING NORTH WEST

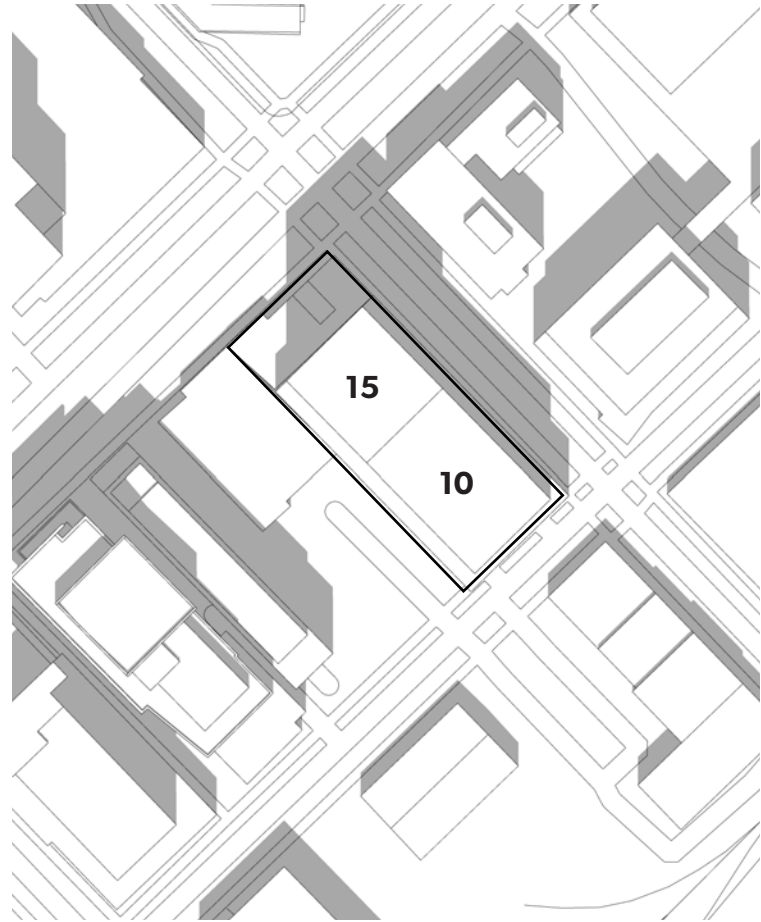


VIEW FROM S PATERSON ST LOOKING SOUTH WEST

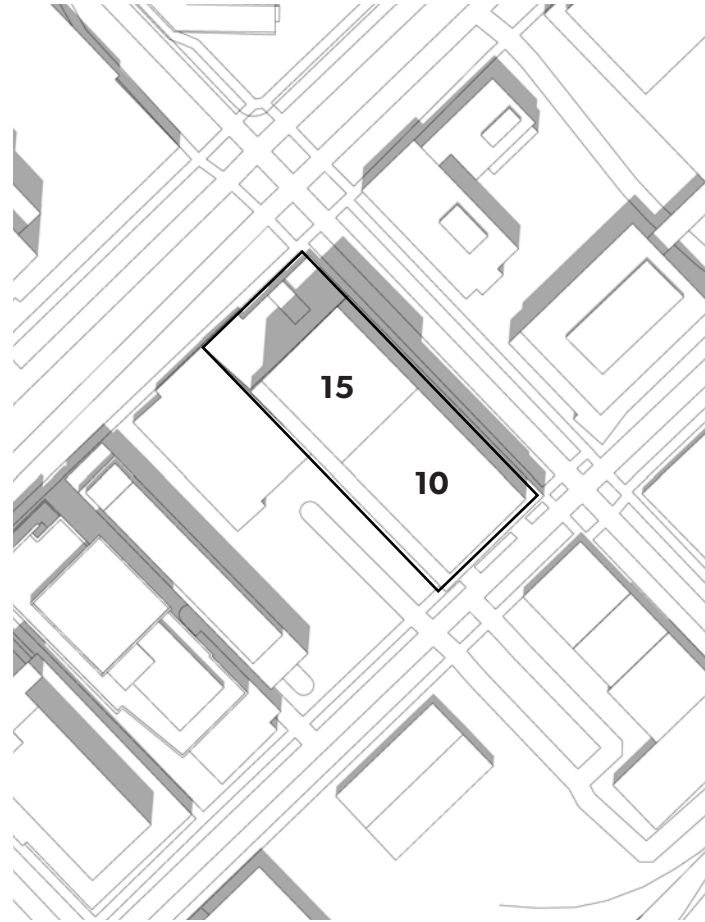


VIEW FROM S PATERSON ST LOOKING SOUTH WEST

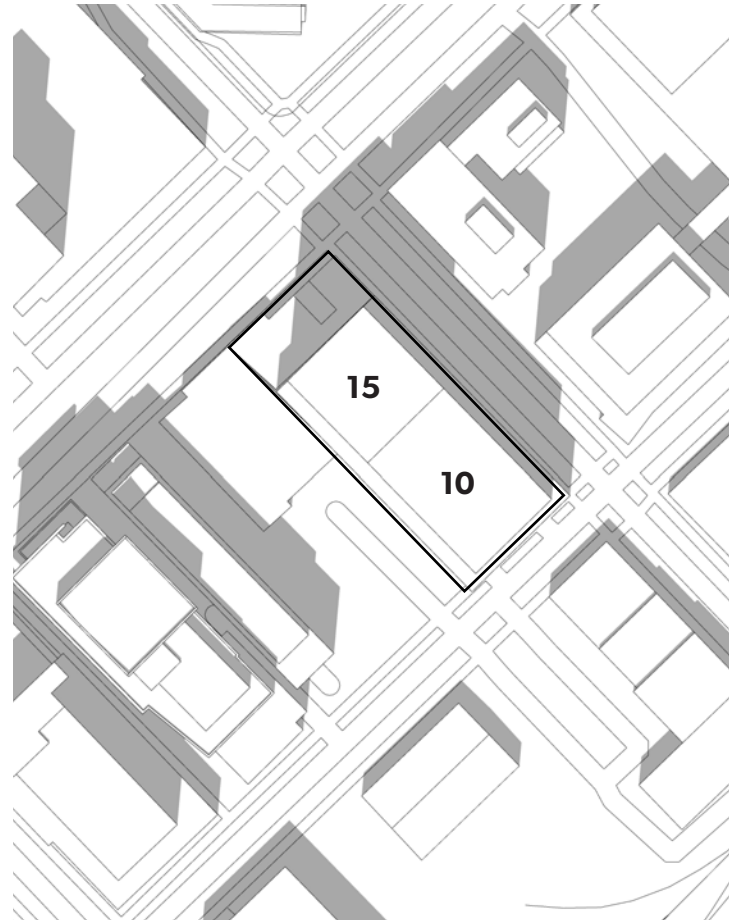




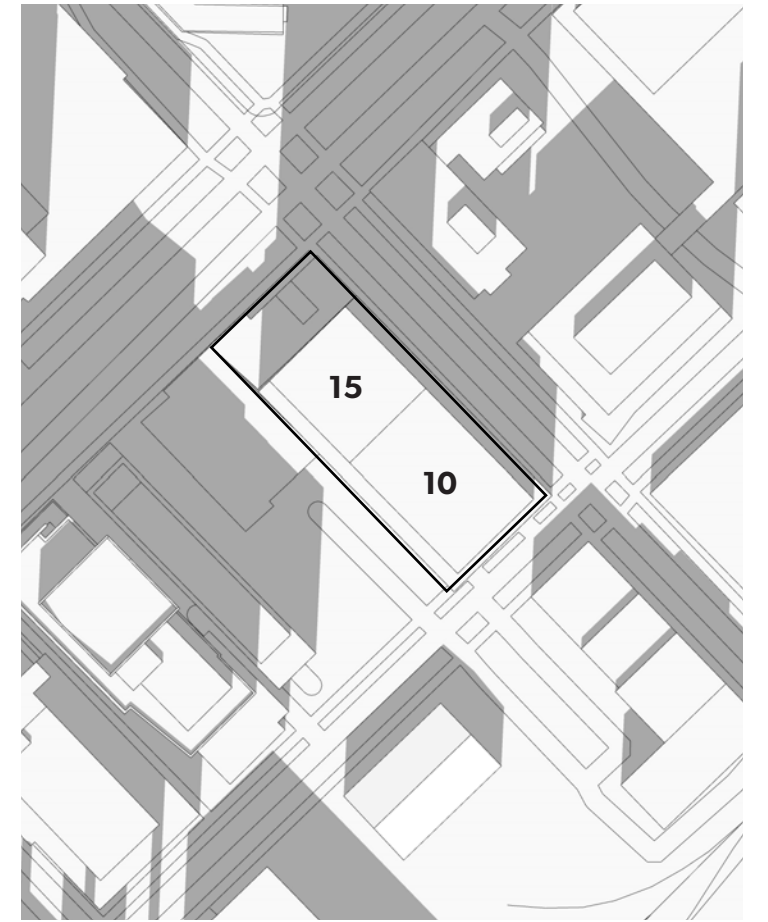
MARCH 21
12:00 PM



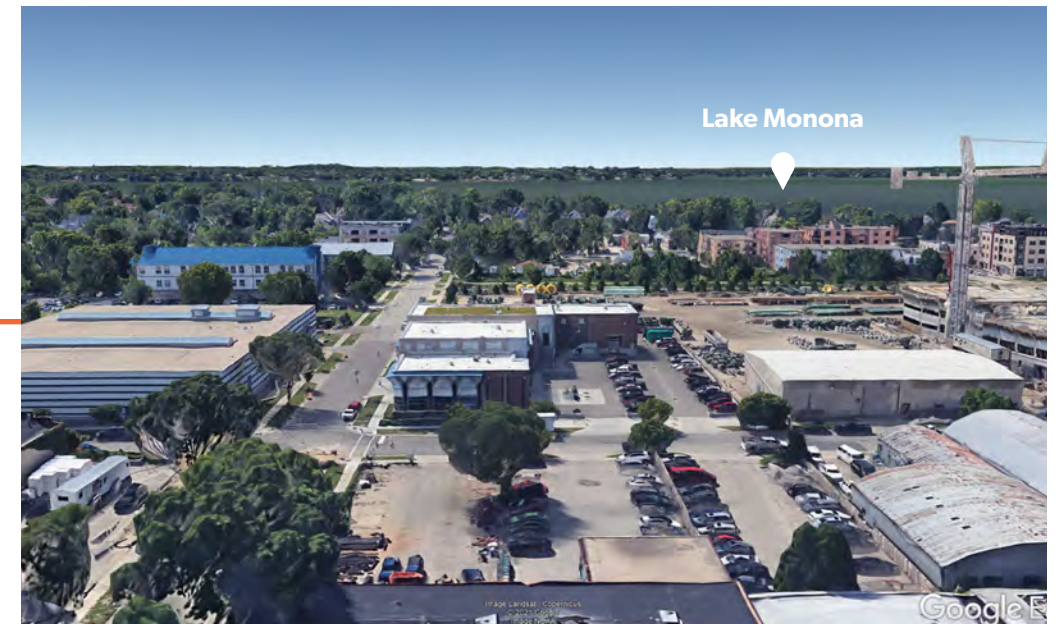
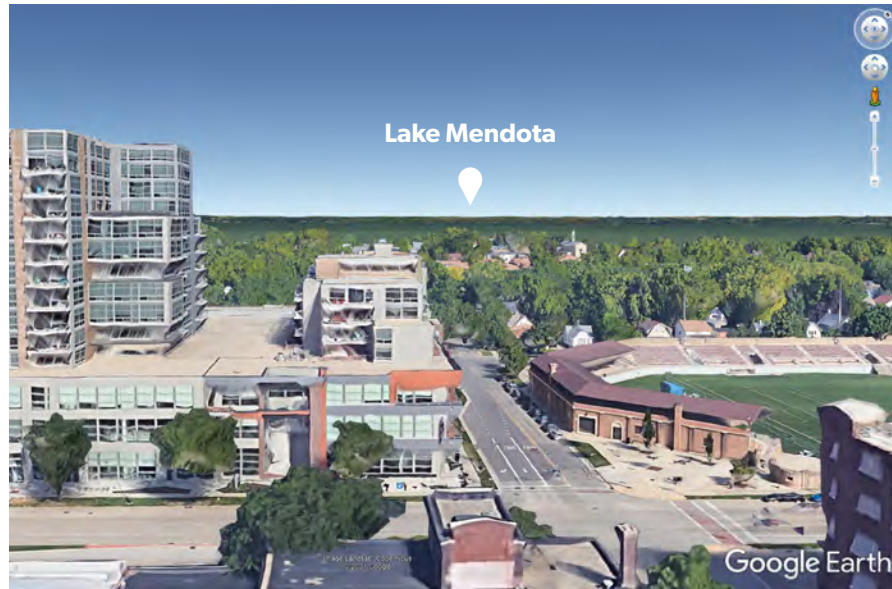
JUNE 22
12:00 PM



SEPTEMBER 23
12:00 PM



DECEMBER 22
12:00 PM



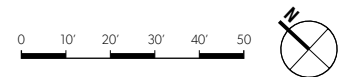
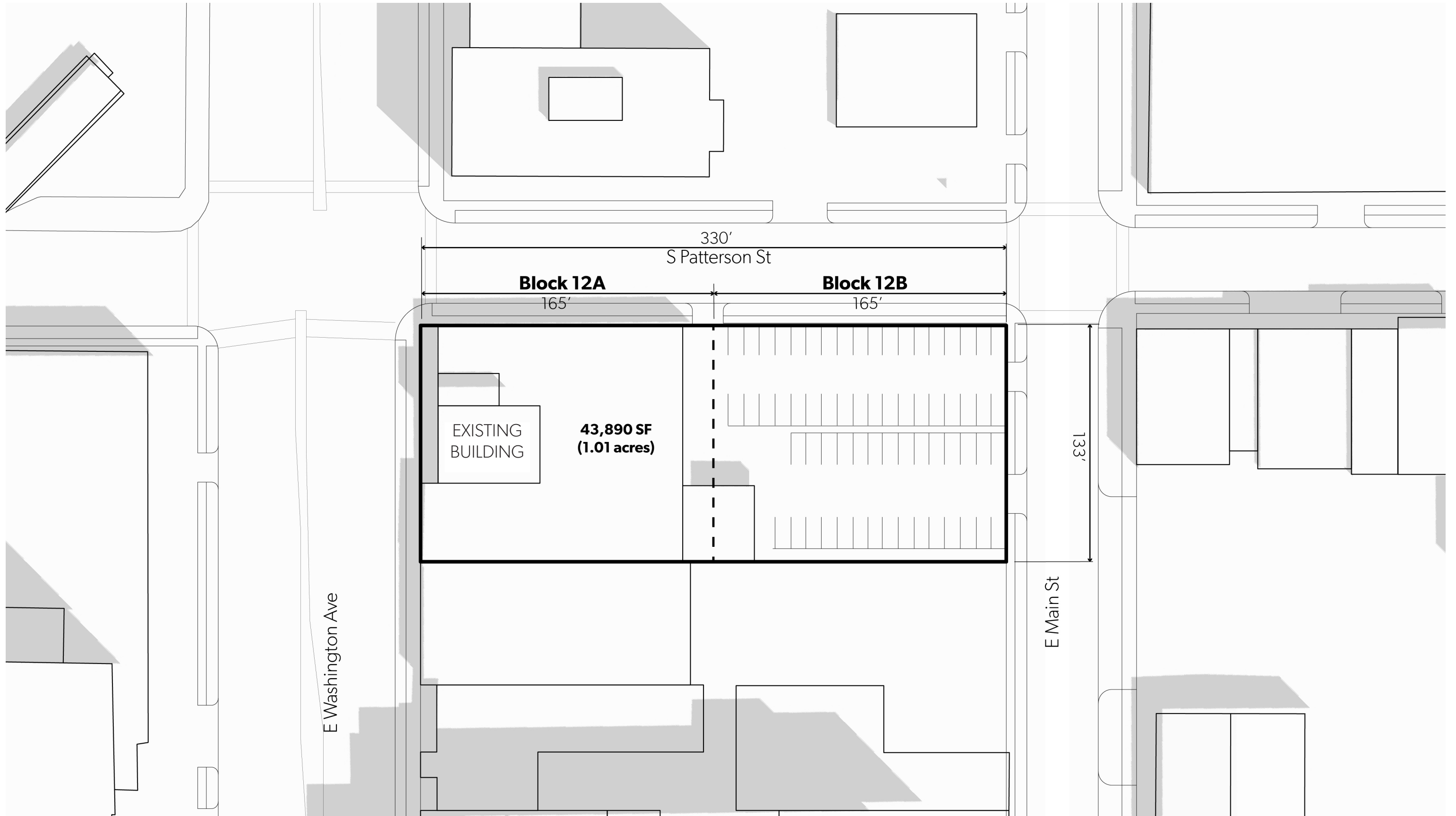


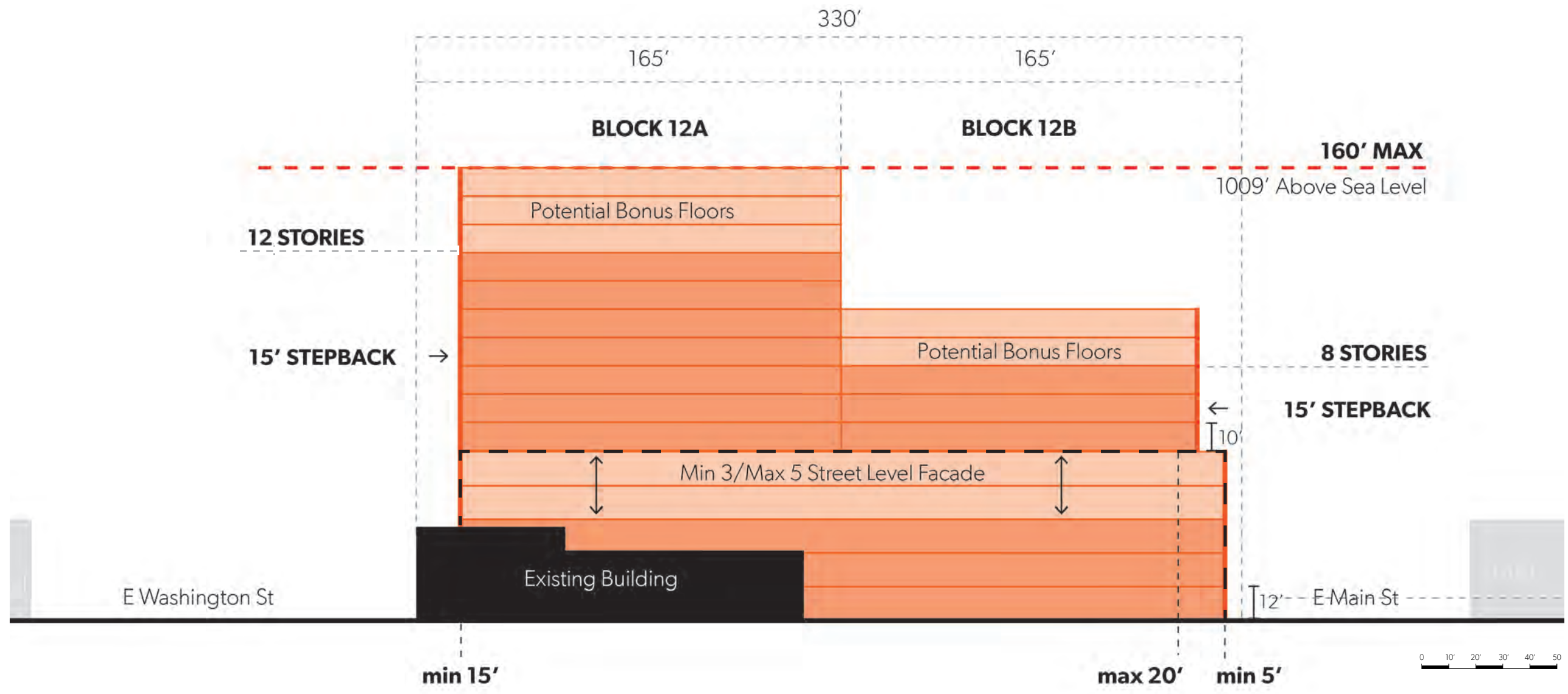
ZONING

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

NOTE: For cases of exceptional design, the Urban Design Commission may waive 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

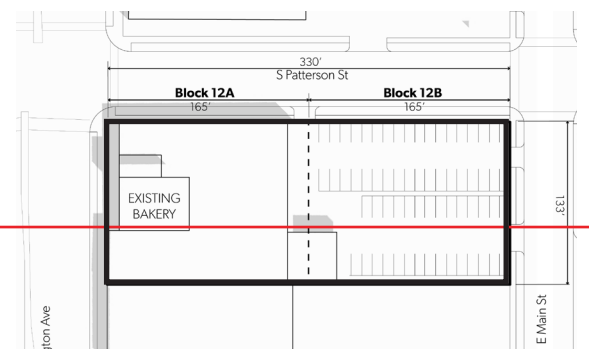
Zoning

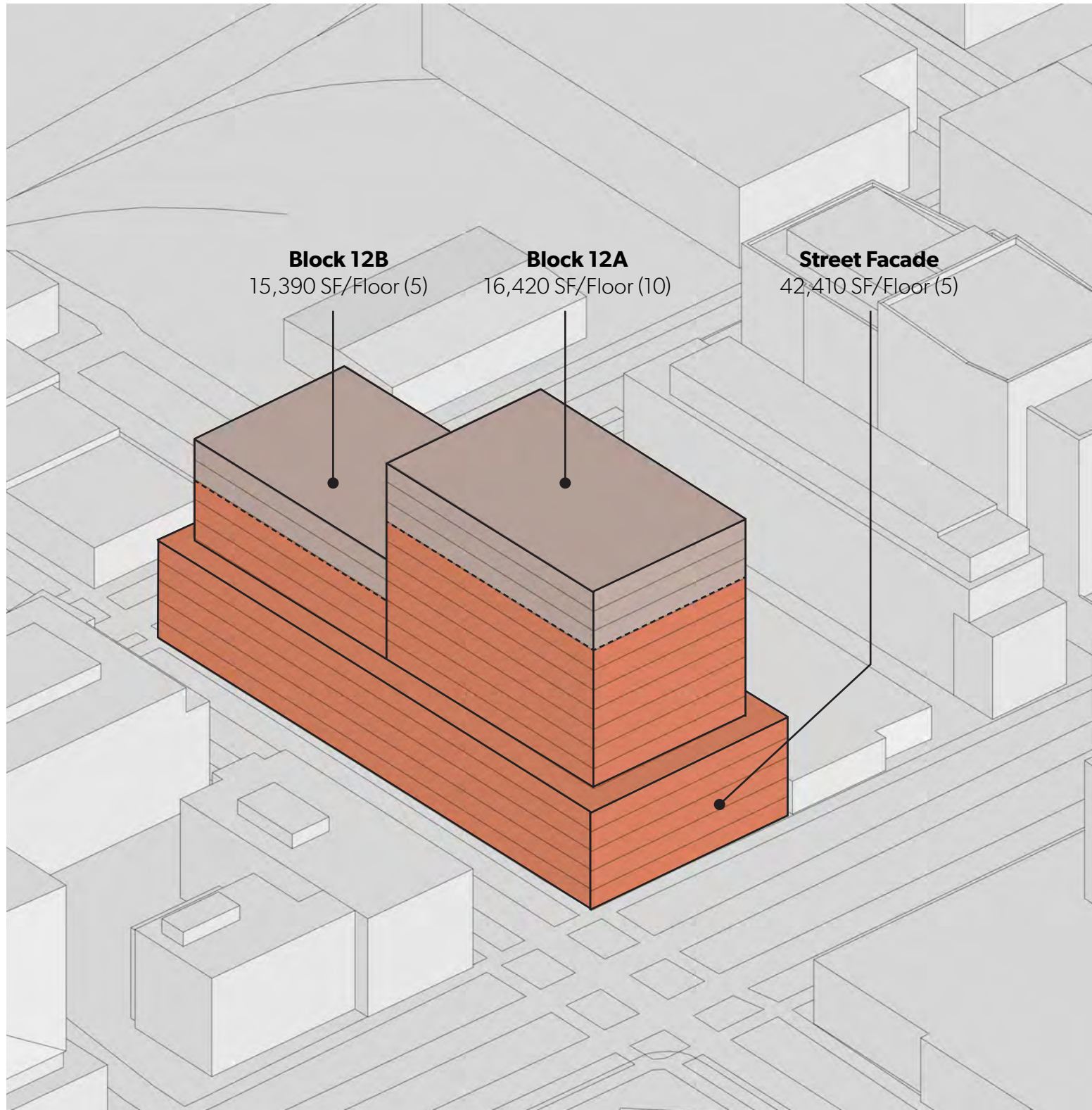
Traditional Employment District (TE)
 Capital Gateway Corridor

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 12B
15,390 SF/Floor (5)

Block 12A
16,420 SF/Floor (10)

Street Facade
42,410 SF/Floor (5)

MAX BUILDABLE | Total GSF 453,200

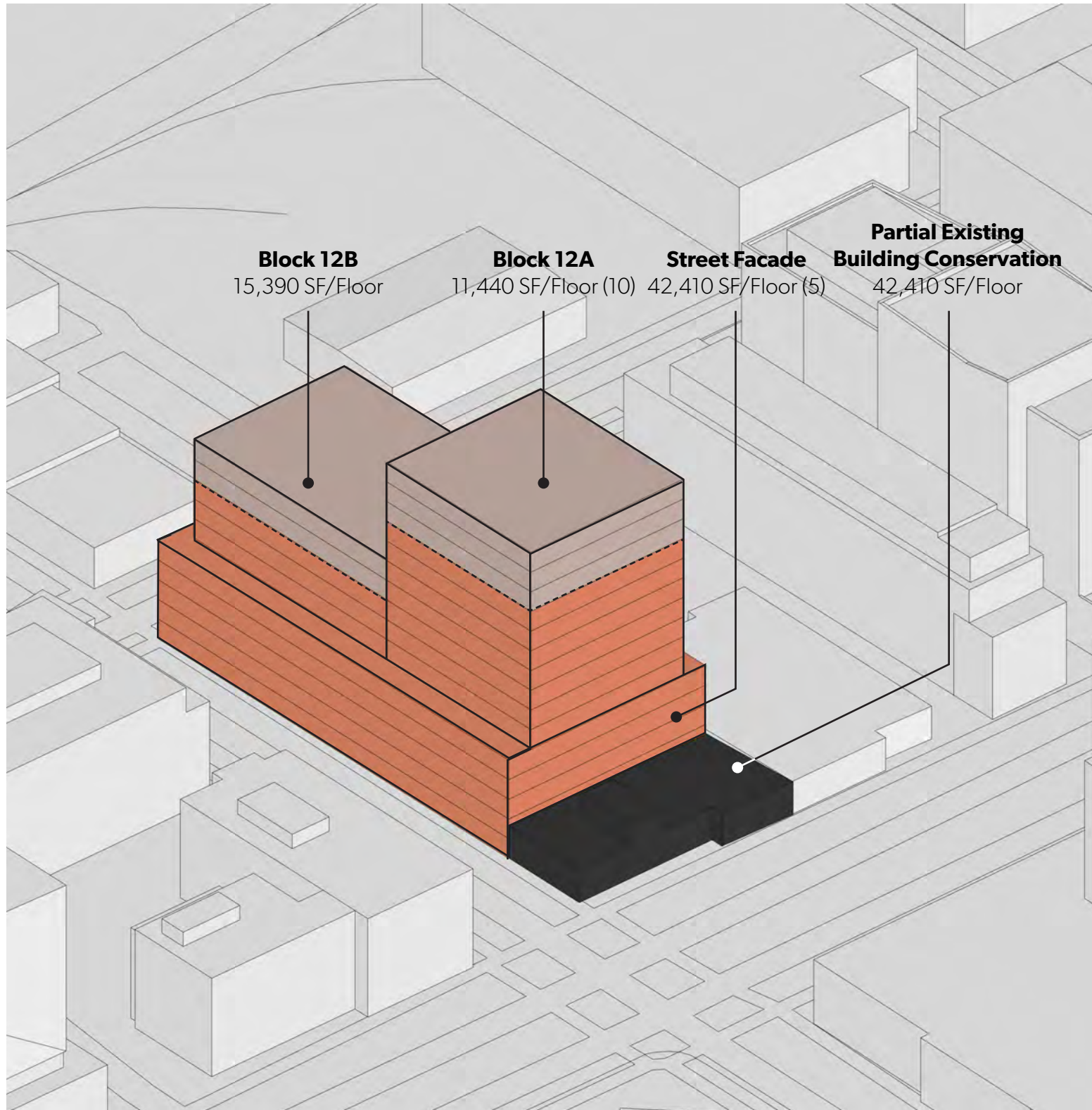
Site Area | 43,890 SF
849 E Washington

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

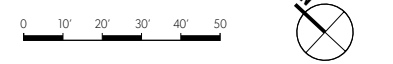
SITE

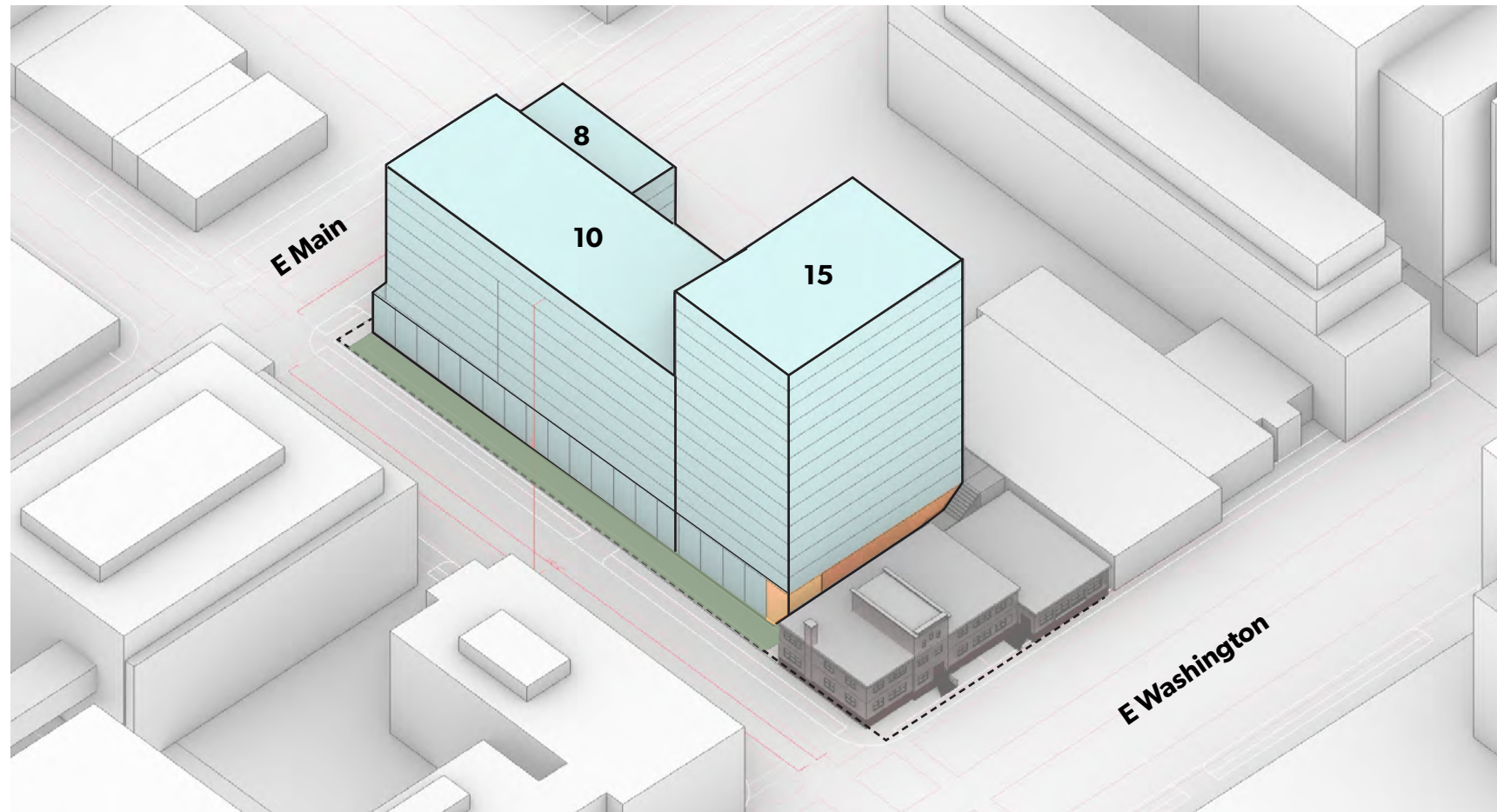
3D MASSING

DESIGN INTENT



COURTYARD MASSING





COURTYARD

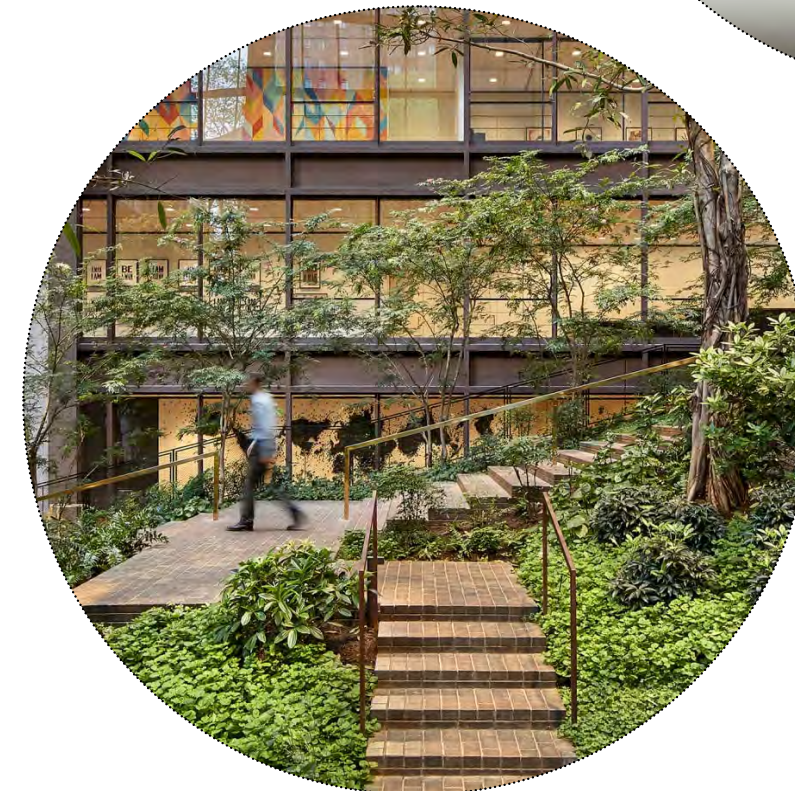
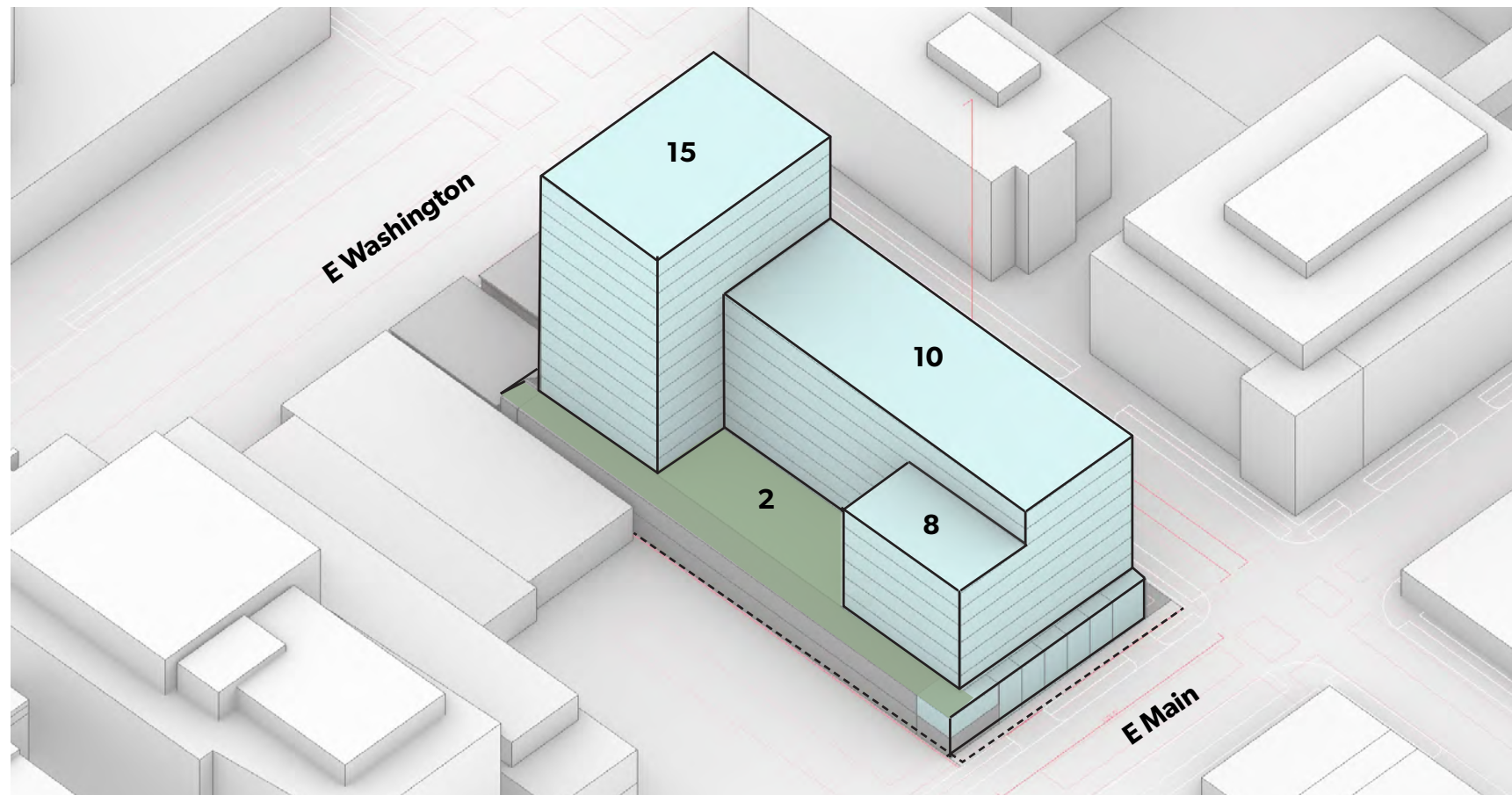
GSF RESIDENTIAL

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



POTENTIAL COLLABORATION ON PUBLIC ART WITH MADISON ART INSTITUTE



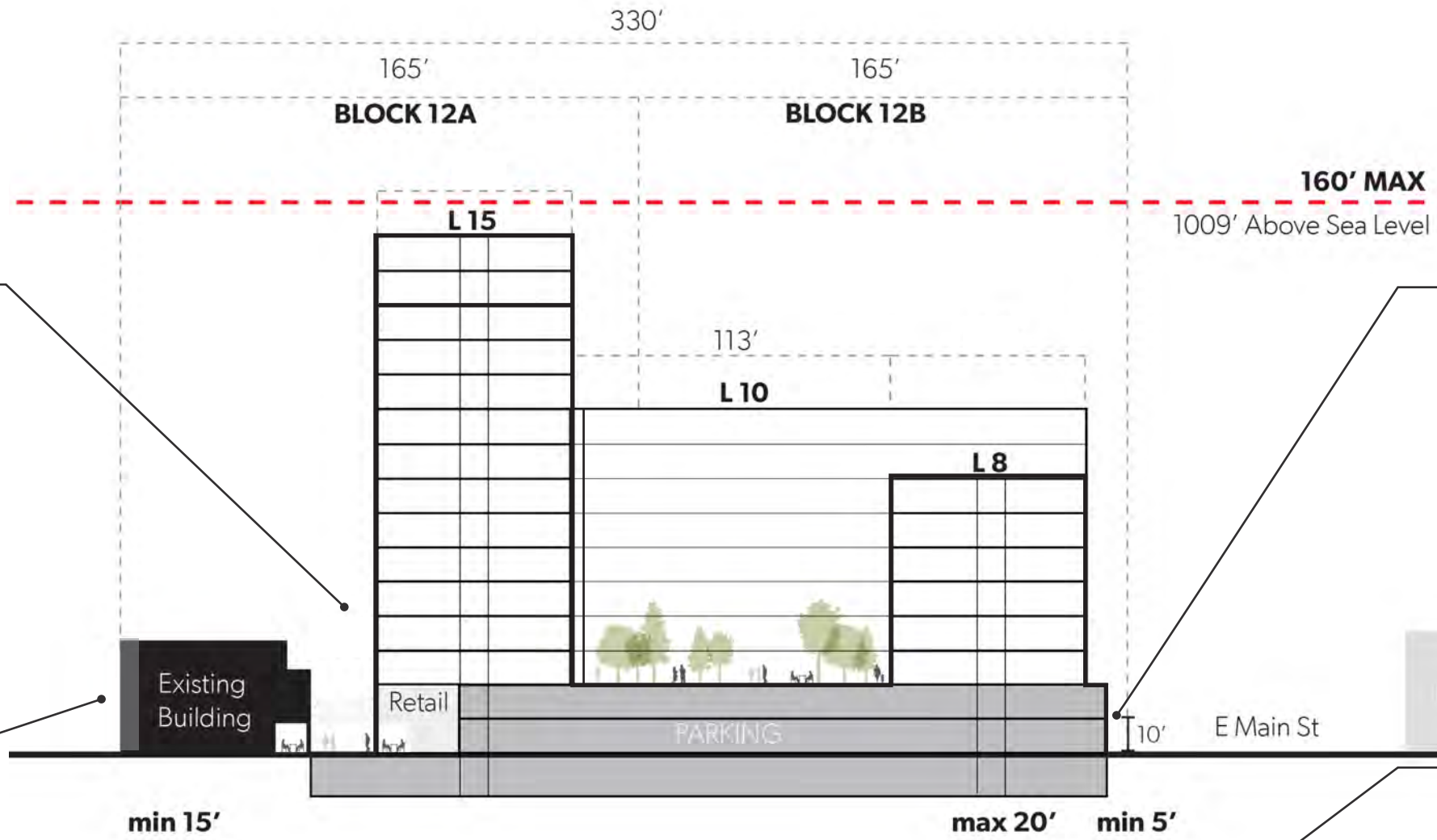
Mews



Heritage



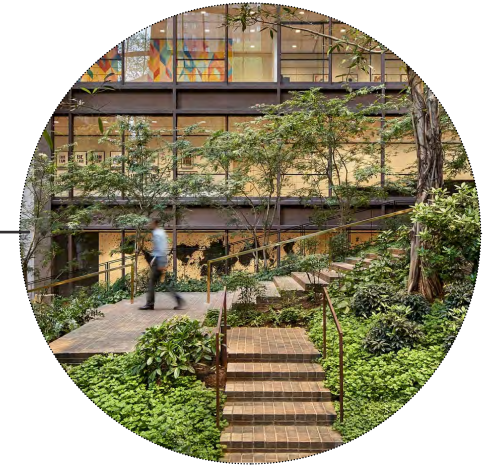
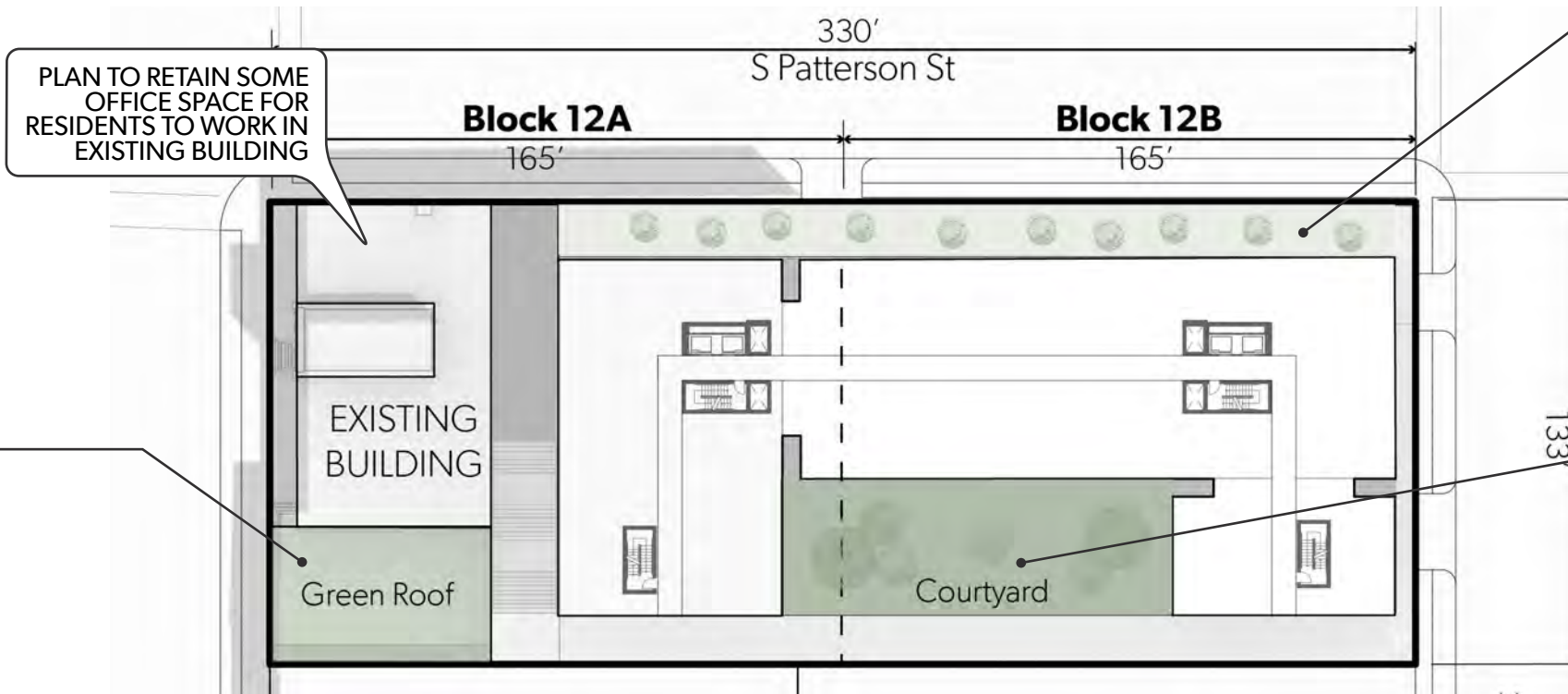
Green Roof



Public Art + Main St. Activation



FrontYard



Courtyard

Typical Floorplate



COURTYARD MASSING

MGA
A KATERRA DESIGN PARTNER



THE
NEUTRAL PROJECT

AY
ANGUS-YOUNG
ARCHITECTS/ENGINEERS