# 2. Conceptual Plan & Design

**To see 2.A Site Plan & 2.E 14,000 sf Botanical Garden, please open page spread.**

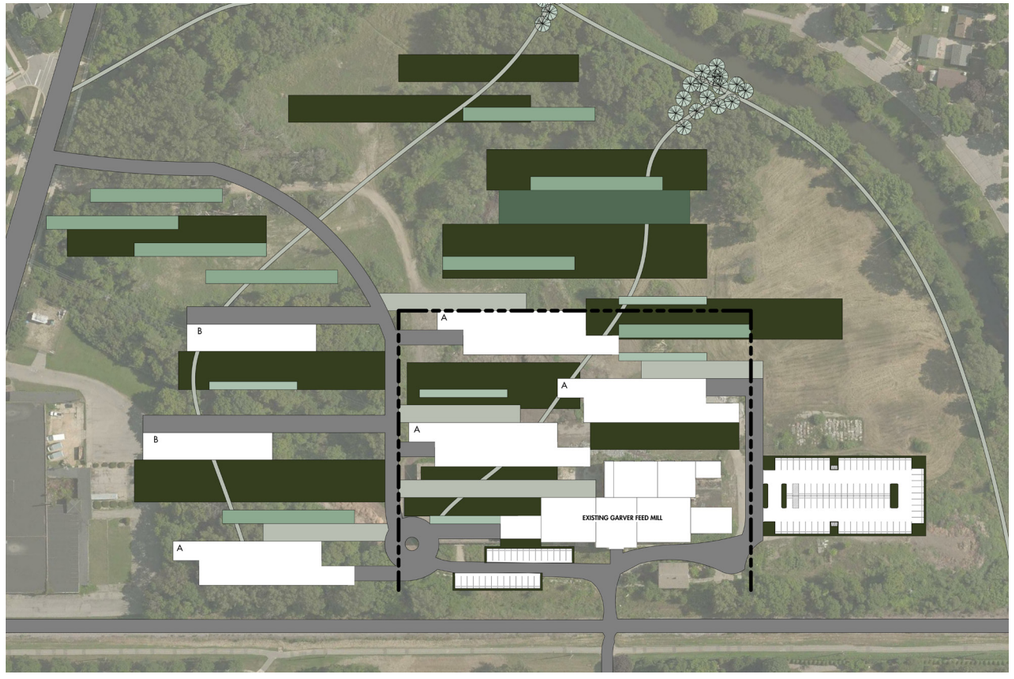
Our team's mission is to find the balance between emerging trends and best practices. Our team has experience in the design and successful integration of many different types of spaces into a single project. Supported by sound understanding of the diversity of housing options, we strive to provide our clients and the community with the most current and relevant information impacting housing developments. We look at the issues, trends and demands effecting the community both today and into the future.

## 2. A OVERALL SITE PLAN

Our team strives to understand the distinct characteristics of each Madison neighborhood and that the City of Madison process is rigorous. We have the financial support and capacity to develop a great plan for the Garver Feed Mill site. The *Sugar Beet Castle* of Madison is a community gem and has the potential to become a visionary destination for all to enjoy. A walkable landscape will share similar qualities of the neighboring Olbrich Botanical Gardens.

## 2. E OLBRICH BOTANICAL GARDEN STORAGE

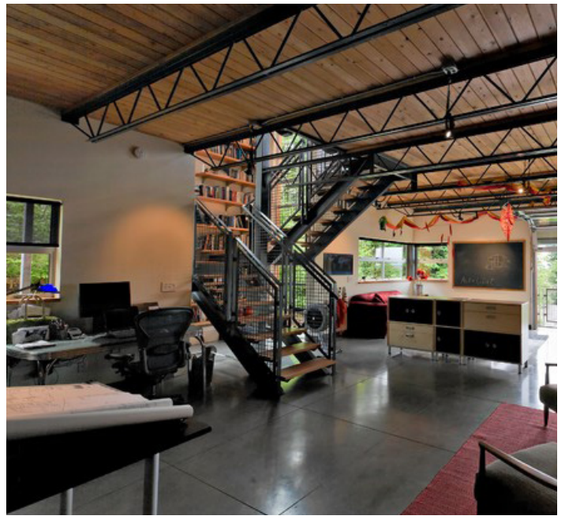
We have not identified a potential space for the 14,000 sf set aside for the Olbrich Botanical Gardens. Our team will work with OBG to indentify an appropriate location on or near the site, based on overall needs.








2. CONCEPTUAL PLAN & DESIGN

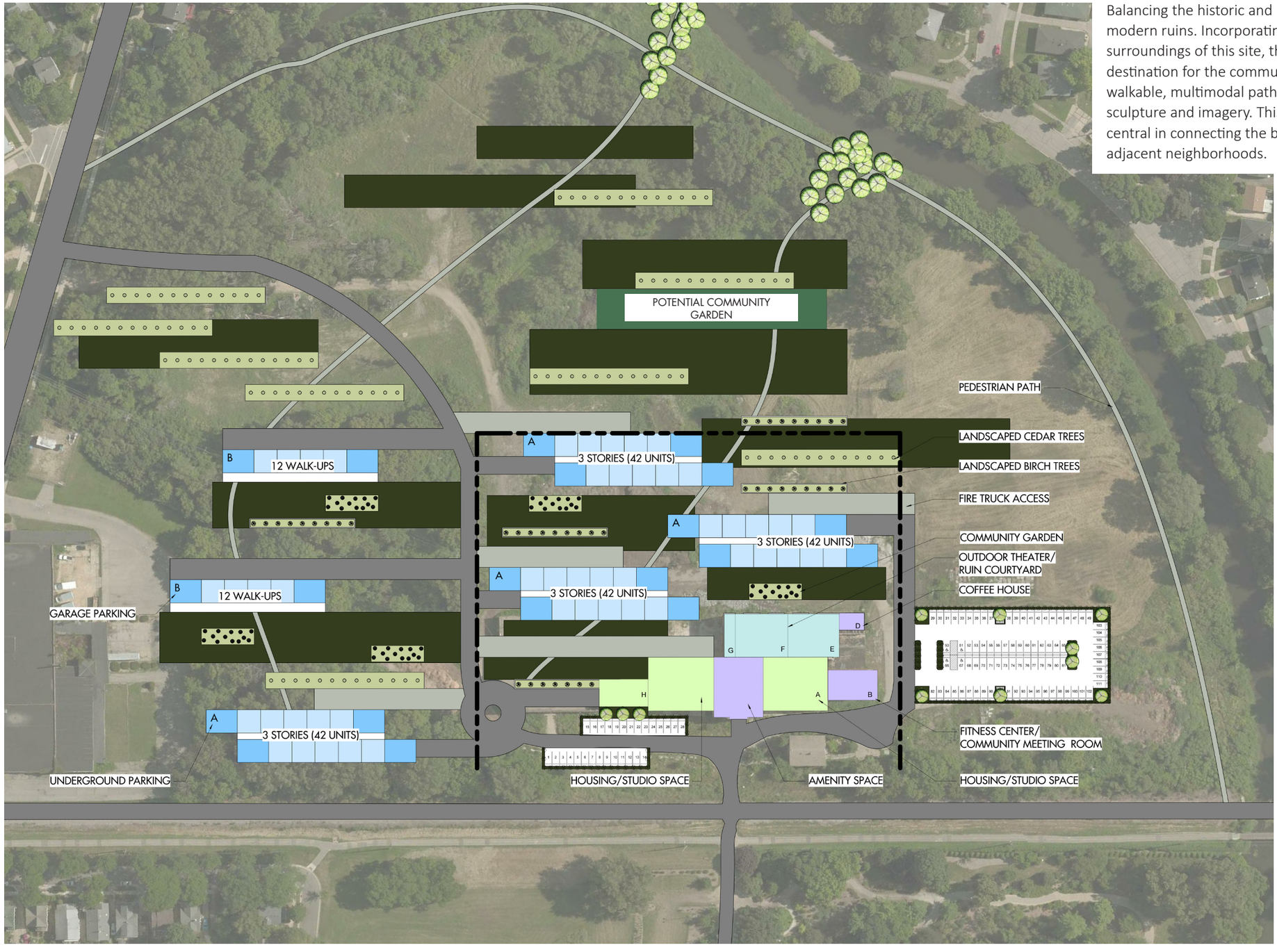


live + work

: denoting or relating to property that combines residential living space with work space.

# **Site Overview:** Existing & New Construction

Balancing the historic and new components of the site, we propose a modern ruins. Incorporating emerging trends in housing with the industrial surroundings of this site, the Garver Feed Mill will be a creative hub and destination for the community. It could be a artistic hot spot, featuring walkable, multimodal pathways that are complimented by public art, sculpture and imagery. This once thriving industrial area can become central in connecting the botanical gardens, the North Plat and the adjacent neighborhoods.





Walkways along the river


Outdoor Performance Space


Context Sensitive


Complimenting Botancial Gardens

# 2. B Floor Plans | 2. C Development Program

**To see 2.B Floor Plans, please open page spread.**

## 2. C DEVELOPMENT PROGRAM

### Existing Building | Live + Work

**Building Type Use:**
Walk-up Town Houses, Second floor Loft Apartments, Studio Space Lofts, Amenity

**Square Footage of Use:**
- 22,400 sf of Housing (live)
- 6,000 sf of Studio (work)
- 7,440 sf of Amenity

**Units:**
(12) 2 bedrooms units, (22) 1 bedroom units
(8) 1 bedroom w/ loft units; 42 units total

**Parking Spaces:**
139 spaces total / surface parking

### New Building | Apartments

**Building Type Use:**
1, 1.5 & 2 bedroom apartments

**Square Footage of Use:**
41,774 total sf of rentable space/ 3 floors

**Units:**
(12) 2 bedrooms units, (22) 1 bedroom units, (8) 1 bedroom w/ loft units; 42 units total

**Parking Spaces:**
44 spaces total / building

### New Building | Townhomes

**Building Type Use:**
1, 2 bedroom walk up town houses

**Square Footage of Use:**
10,388 total sf of rentable space/ 2 floors

**Units:**
(4) 2 bedrooms units, (8) 1 bedroom units; 12 units total

**Parking Spaces:**
14 spaces total / building

### Rental Rates & Unit Mix

Please see the **Appendix in Section 10** for Market Analysis of comparable rates of similar properties in the Madison area.



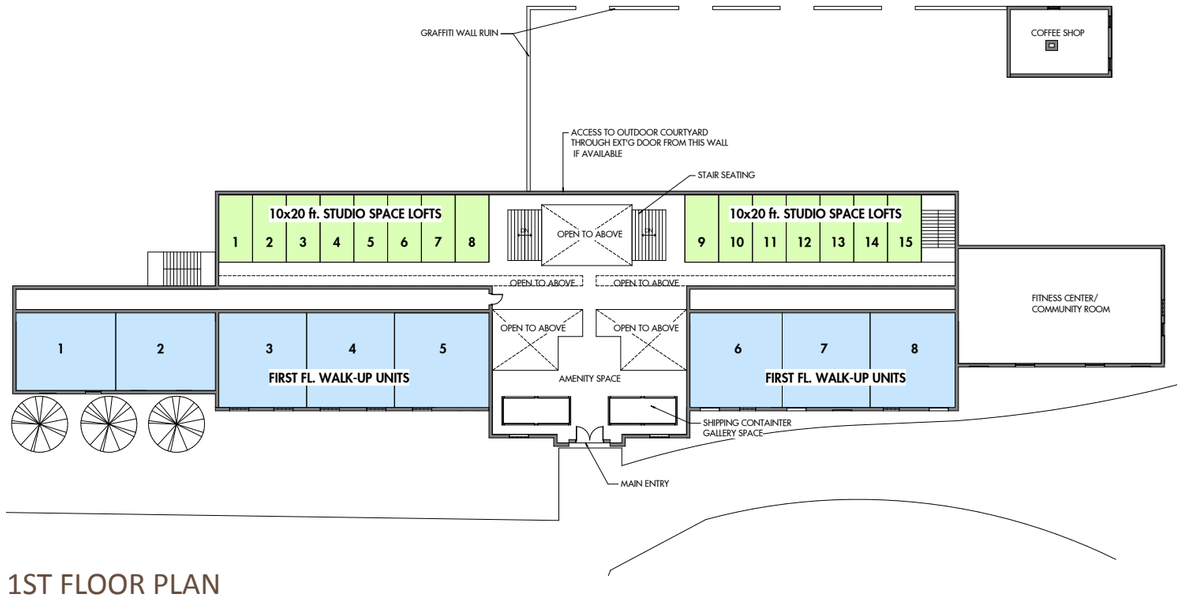
2. CONCEPTUAL PLAN & DESIGN

# edible landscape

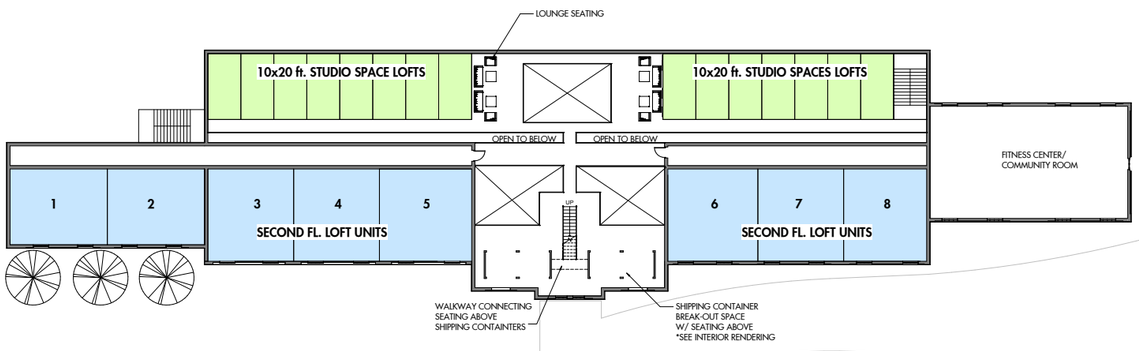
: using food plants such as lettuce, beans, peppers, etc. to add to the decorative part of the garden.

# Floor Plans: Existing & New Construction

## EXISTING STRUCTURE

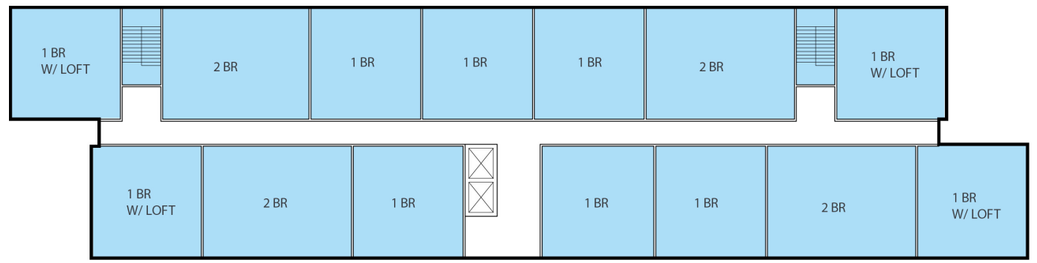



## 1ST FLOOR PLAN

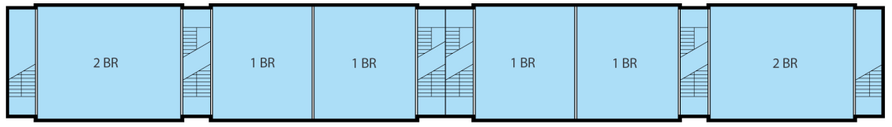



## 2ND FLOOR PLAN

## NEW CONSTRUCTION




## TYPICAL 3 STORY PLAN




## TYPICAL TOWNHOME PLAN

# 2. D Interior Rendering & Elevations

**To see 2.D Garver Feed Mill Interior Rendering, please open page spread.**

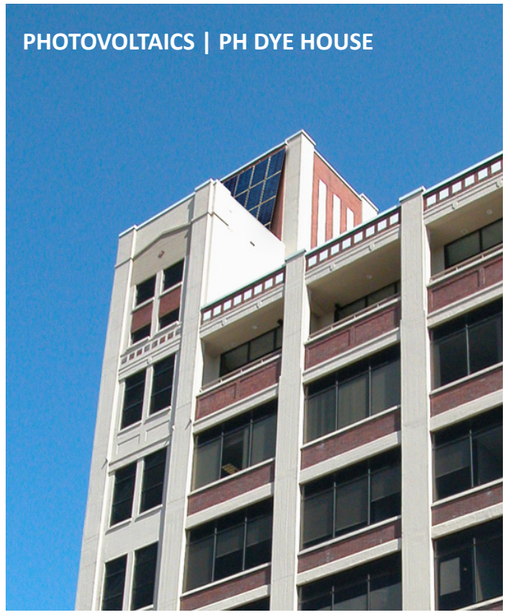
TYPICAL TOWNHOME ELEVATION

TYPICAL 3 STORY ELEVATION






**ENERGY EFFICIENT SHOWER HEADS**



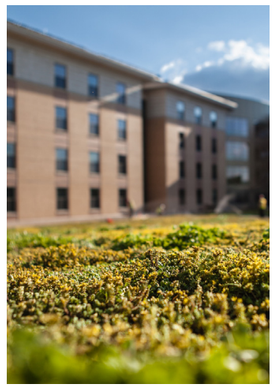

# sustainable

: designing a built environment; principles of social, economic, and ecological sustainability.


CHARLES

# 2. D Overall View

**To see 2.D Garver Feed Mill Overall View, please open page spread.**

**Sustainable Design**
We incorporate practical, effective sustainable principles throughout the design, construction and operation of our projects. To accomplish this without compromise to budget, function or aesthetics, we work with our clients to understand their areas of interest and develop a set of goals. With this in place, we provide sustainable design options with costs and benefits for your consideration.

We start with **PASSIVE STRATEGIES** - they are effective, time tested, simple and long lasting. Next we layer in **HIGH QUALITY SYSTEMS**, integrated to provide comfort, control and efficiency. Finally, if appropriate, we look at **MORE AGGRESSIVE STRATEGIES**, tested by the design team.

Our comprehensive approach evaluates all components of a building and site:

**SUSTAINABLE SITES**
Site design and building position will impact energy use. Other site considerations include stormwater management, rainwater storage, indigenous landscaping, porous pavement, access to bike paths and bike storage, onsite composting.

**WATER EFFICIENCY**
Responsible water use can make a little go a long way. Simple and inexpensive strategies, such as gray water reuse and using low flow fixtures, can greatly reduce utility costs and have a positive impact on the environment.

**ENERGY & ATMOSPHERE**
Environmental building design starts with an integrated systems approach. Each of the systems that control lighting, heating and cooling should work together to provide a comfortable and efficient space.

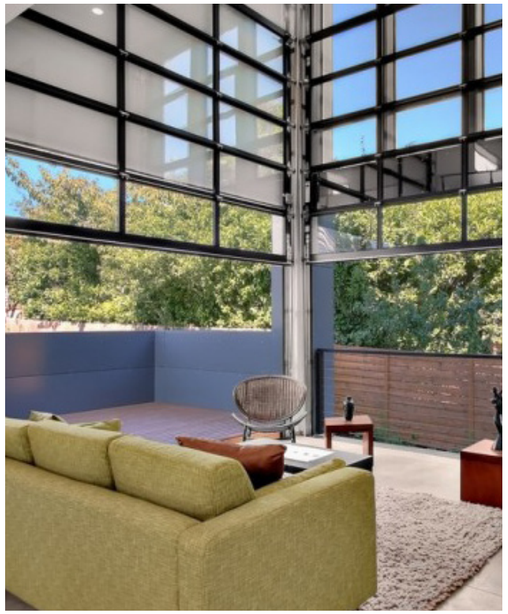
**MATERIALS & RESOURCES**
Reusing existing structures is critical to maximizing resources. In addition to preserving the existing, we also can reduce construction waste by separating recyclable materials, specifying modular units and finding alternate uses for scrap materials.

**INDOOR ENVIRONMENT QUALITY**
Control of lighting levels, use of natural light and views to the exterior promote user efficency, satisfaction and comfort. The materials which surround us also affect air quality. We prefer materials with a combination of durability and low VOC content.

**INNOVATION & DESIGN**
We work with our clients to create new solutions for the unique aspects of each project. Examples of innovative ideas include educational signage, compact fluorescent light bulb recycling program and bike-commuting infrastructure.

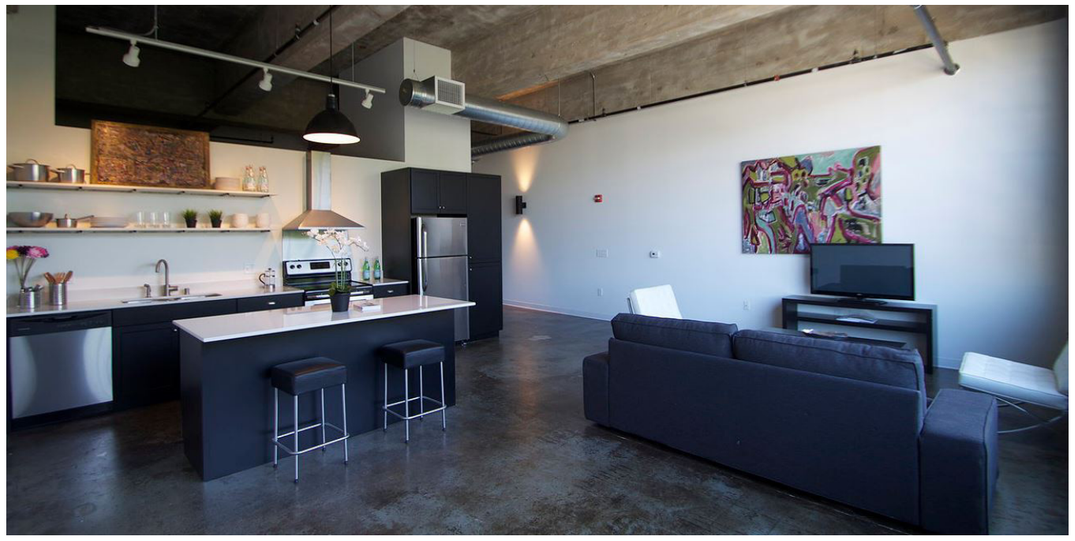






# industrial

: combing characteristics from both existing industrial & new housing can create a unique destination



## **Garver Feed Mill :** Overall View