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August 1, 2014

Dear Chair Wallner and members of the Garver Criteria and Selection Committee,

The Olbrich Botanical Society conducted a capital campaign in the late 1990's to purchase the Garver Feed Mill as a landbank for the Gardens' future. The Society raised \$991,692 from 441 organizational, foundation, and individual donors. As part of this fund-raising campaign, the donors were asked by the Society to invest in the long-range future of Olbrich Botanical Gardens. It was specifically emphasized that the acquisition of the Garver Feed Mill property would insure the future of the Gardens through the dedication of approximately 20 acres to be utilized for greenspace, including public show gardens, as well as for maintenance and storage facilities. This initiative was undertaken following a special ad-hoc city committee report which recommended against development of the land north-east of the rail line, and instead opted for a greenspace corridor along Starkweather Creek. The city council later adopted the committee's report.

Before undertaking the purchase, (the private owners had approached the Society because they did not wish to sell to the city, nor did the city have funds available), the Society completed due diligence on how the City and Society would partner in this new direction. Discussions were held with the alder, the mayor and the city's Real Estate office. The understanding was that the city lands next to Garver held by the CDA (for possible public housing) would be combined with the Garver property to assure the future growth of the gardens and to create the green space corridor.

Once the Garver property was purchased, the Society transferred title of the property to the City of Madison with a deed restriction that recognized its role in the future of Olbrich Gardens. Such transfers were common of all property bought with Society funds. The city's subsequent transfer of the other lands from the CDA to the Parks Department was recognition of the joint understanding to create a place for the future needs and growth of the Gardens. The park master plan that followed (2000/2001), approved by the Park Commission and the City Council, placed the Thai Pavilion across Starkweather Creek and placed additional gardens, as well as substantial back-of-the-gardens maintenance and storage facilities, on the lands northeast of the tracks, commonly referred to as the north plat.

Later, in 2009, when the city decided to explore the reuse of the Garver building for an arts incubator, the revised Olbrich Park Land Use Plan identified nearly 10 acres adjacent to the Thai Garden as the landbank for the Gardens' future development of show gardens, as well as maintaining the existing Gardens and Parks storage and maintenance facilities in and around the Garver building. Although the total acreage ceded to Garden use in the 2009 Land-Use Plan was less than in the 2000/2001 masterplan, the 're-arrangement' seemed to provide much improved future visitor access to the full Gardens experience with maintenance and storage located nearby across the tracks in an area less desirable for visitor access to gardens. The arts incubator reuse was approved in a citywide referendum, and the Society agreed to allow a re-use for the Garver Feed Mill provided that the Gardens and Parks storage needs



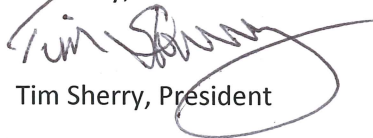
continue to be accommodated 'across the tracks' in the Garver building itself or in a newly constructed building nearby. In addition to this building, the Garver Cottage, which is occupied as garden staff offices, was to remain a part of Olbrich (the Botanical Society spent \$200,000 of its funds to restore the Garver Cottage for use as staff offices due to overcrowding of the main Botanical complex), and the leaf mulch operations, nursery, and materials storage were also back-of-the Garden needs that were designated to be accommodated across the tracks. The leaf mulch operation is just one site used by the City for leaves. The Gardens require leaf mulch to build a good soil for natural sustainable gardening, and a portion of the leaf mulch produced is provided to city home gardeners.

It is the belief of the Olbrich Botanical Society Board of Directors that the donors' intent (those who contributed to the Garver Landbank campaign) would be substantially satisfied by the trade-offs in locations for storage and additional public gardens as a long-term strategy for the future for the gardens. Furthermore, the Board Executive Committee also strongly believes that the appropriate place for the Gardens and Parks maintenance and storage facilities is across the tracks from the Gardens – not wanting to either replace areas of existing gardens or use areas across the creek that are designated for future public gardens.

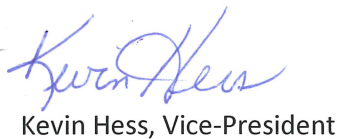
Therefore, by this letter, the officers of the Olbrich Botanical Society Board reinforce our position with the City of Madison as to the importance of continuing to honor the intent of those that made the initial purchase of the property possible. As we move forward with our City partners to now undertake a new re-investment in Olbrich Gardens and Facilities our new donors must understand that both OBS and the City of Madison have respected the intentions communicated to past donors to the Gardens. Not only is honoring donor intent important for Olbrich Gardens' new capital campaign, it is also important as we strive to raise \$1.5 million annually for operations that, in turn, help keep the Gardens free for everyone.

We appreciate your consideration of our concerns.

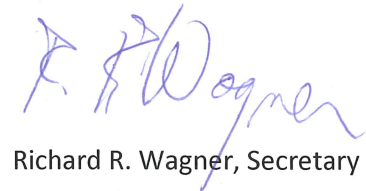
Sincerely,



Tim Sherry, President



Kevin Hess, Vice-President



Richard R. Wagner, Secretary

Janet Loewi, Past-President

Jennifer Curliss, Treasurer

(in agreement but unavailable to sign)

cc: Katie Crawley, Assistant to the Mayor
Steven Cover, Director of Planning and Community and Economic Development
Jay Wendt, Urban Design Planner
Amy Scanlon, Historic Preservation Planner
Dan Rolfs, Community Development Project Manager
Eric Knepp, Acting Superintendent of Parks
Roberta Sladky, Director, Olbrich Botanical Gardens

Rolfs, Daniel

From: Sue Thering [susan@designcoalition.org]
Sent: Monday, August 04, 2014 6:09 PM
To: Rolfs, Daniel
Subject: Fwd: Garver / North Plat
Attachments: Medicinal Greenspace, 2013, Logan.pdf; ATT00001.htm

Hi Dan

This message just came in from a member of the SASYNA,
Will you enter it into the record of public comments?
Thank you
Sue

Begin forwarded message:

From: john steines <jsteines@gmail.com>
Date: August 4, 2014 6:00:43 PM CDT
To: "Clausius, Joe" <district17@cityofmadison.com>, "Ahrens, David" <district15@cityofmadison.com>, "district6@cityofmadison.com Marsha" <district6@cityofmadison.com>, David Wallner <annedave@chorus.net>, mcsheppard@madisoncollege.edu, Sue Thering <susan@designcoalition.org>
Subject: Garver / North Plat

Dear Garver RFP Committee,

I had the honor of attending the 2013 Harvard Medical School Conference on The New Science Of Resiliency, of which the Logan presentation (attached) was only one. His presentation speaks specifically to the extensive research being done on benefits of nature for short and long term individual and social wellness.

Please recognize and remember that the neighborhood uses this land surrounding Garver for wild space. We think the building can have compatible uses. We think it can be improved and we think it needs to retain the elements of habitat for multiple species, as opposed to gardens which tend to be habitat primarily for humans.

Sincerely, J. Steines, 3327 Chicago Ave, Madison, WI.

Medicinal Aspects of Greenspace in the Context of Ecotherapy

Alan Logan, ND

The New Science of Resiliency and its Clinical Applications



Harvard Medical School
Department of Continuing Education

Genus Homo – Shaped by 2 million years of nature contact

‘Man is an outdoor animal. He toils at desks and talks of ledgers and parlors and art galleries; but the endurance that brought him these was developed by rude ancestors, whose claim to kinship he would scorn and whose vitality he has inherited and squandered.

He is what he is by reason of countless ages of direct contact with nature’.

James H. McBride, M.D. ~ Journal of the American Medical Association (1902)

The New Science of Resiliency and its Clinical Applications

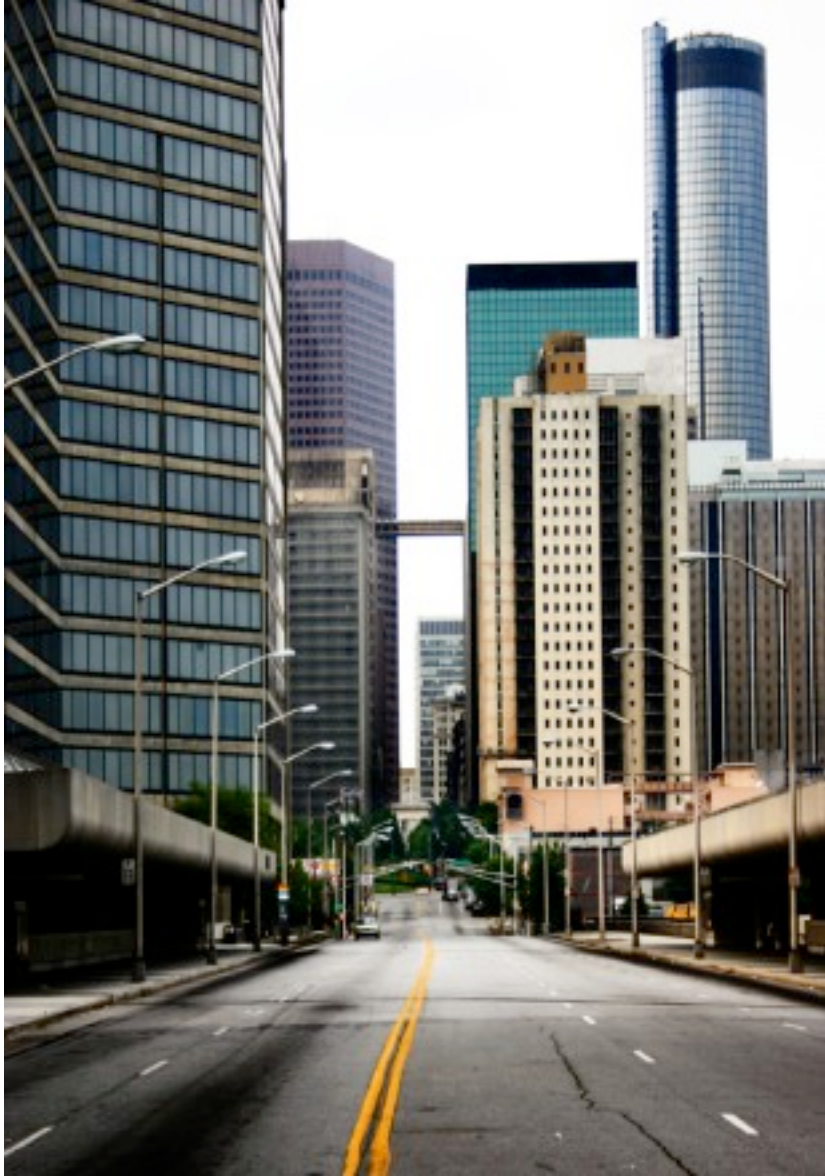
Biophilia Hypothesis

- In the 1980s Harvard biologist Edward O. Wilson proposed that biophilia is an “innately emotional affiliation of human beings to other living organisms”.

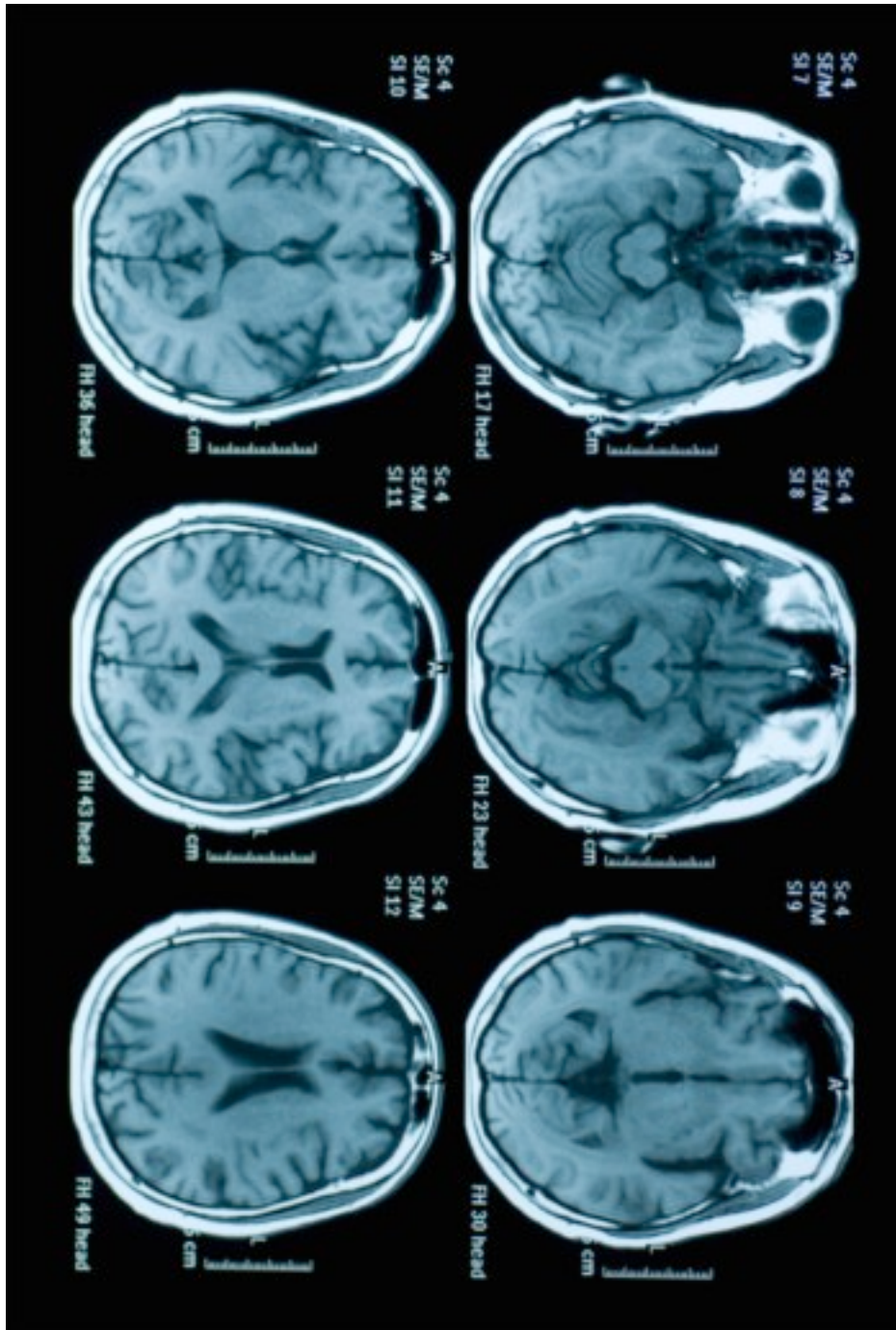
- Innately - Not derived from experience or romantic notions, nor is it an exclusively North American ‘wilderness’ attraction - it is a universal attribute across cultures.
- Emotional - it has the potential to influence the matters that mental health care providers concern themselves with – cognitions and behaviors.
- If BIOPHOBIA exists...why not biophilia?

The Brain “on” Nature

2-minute block of rural vs. urban; images presented every 1.5 seconds







The New Science of Resiliency and its Clinical Applications

Biophilia and the MRI Scanner

- Rural scenes produced \uparrow activity in the areas of the brain associated with...

- ✓ Emotional stability and **Empathy** ✓ **Love**, depth of love with partner ✓ Response to happy faces
- ✓ Pleasure, positive memories
- Urban scenes ↑ amygdala activity

Nature and Stress Physiology

- Initiated by Roger Ulrich, several studies have shown that viewing nature scenes or conducting activities in nature can lower objective markers of stress
- ✓ ↑ EEG alpha wave activity in the brain (closer to a meditative state)
- ✓ ↓ cortisol
- ✓ ↓ Pulse, heart rate, blood pressure ✓ ↓ muscular tension

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EEG - Walking in Urban Green Space

- University of Edinburgh study 2013...students monitored in real time with EEG under a cap as they walked for 25 minutes...
 1. Through a shopping district
 2. Through an urban park rich in vegetation

3. Back out through a commercial district

- EEG measurements reflected a meditative state, higher engagement, less frustration

Mobile EEG during validation



Nature – In Sickness and in Health

- Ulrich - 11 years data, only adults who had undergone identical surgery to remove the gallbladder (cholecystectomy)
- Major distinction among the patients was the room into which they were wheeled for recovery time
- Windows in the rooms on one wing had a view to a mini forest, while the other wing, the windows had a different vista – i.e. red bricks
Outdoor view to trees =
 - ✓ shorter hospital stays
 - ✓ less post-surgical complaints ✓ less potent analgesics
 - ✓ lower amount of negative comments placed in the chart by nurses

Ulrich R. View through a window may influence recovery from surgery. Science 1984;224:420-1.



The New Science of Resiliency and its Clinical Applications

Nature – In Sickness and in Health

- Several studies have backed up the original Ulrich observation...
- In those recovering from surgical removal of the appendix (appendectomy) and randomly assigned to a room with a dozen small potted plants – self-reported pain and use of pain medications was significantly lower, higher energy levels, more positive thoughts and ↓ anxiety.

- The mere presence of a floor plant (bamboo palm) and four potted shelf/table plants can significantly ↑ pain threshold in adult volunteers.

“Shinrin-Yoku” – Forest Bathing

- 1982 - Forest Agency of Japan premiered its ‘Shinrin-yoku plan’
- Shinrin-yokustudieshaveinvolvedover1000 subjects, 2 dozen different forest settings
- Spending time/exercise within a forest setting can ↓ psychological stress, depressive symptoms, hostility; ↑ vigor and a feeling of liveliness
- Objectivemeasurementsshow ↓ cortisol, blood pressure, pulse rate, and ↑ HR variability, ↑ immune system functioning

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Central nervous activity

Near-infrared spectroscopy (NIRS)



Endocrine parameter: cortisol

A typical stress hormone secreted from adrenal cortex





The New Science of Resiliency and its Clinical Applications



(a) 'Viewing' the landscape (c) 'Viewing' the landscape in the forest area in the city area



(b) 'Walking' in the forest area

(d) 'Walking' in the city area

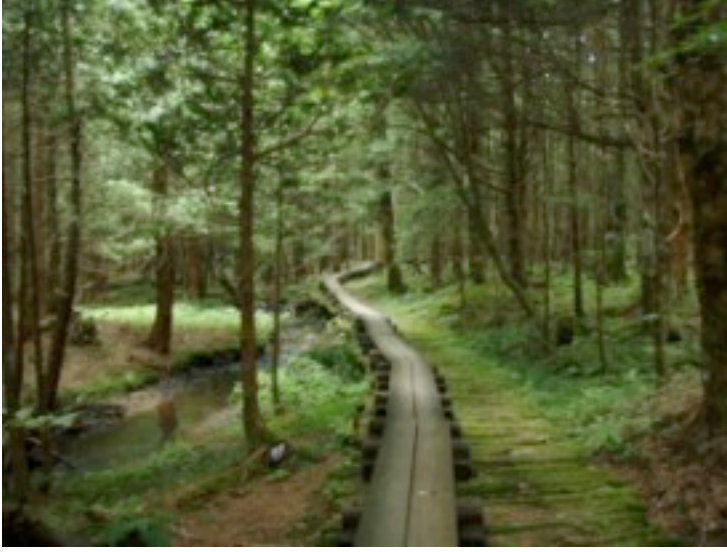
Relaxation effect of nearby green space (urban park)

Forested urban park in Highly urbanized area in central Tokyo central Tokyo

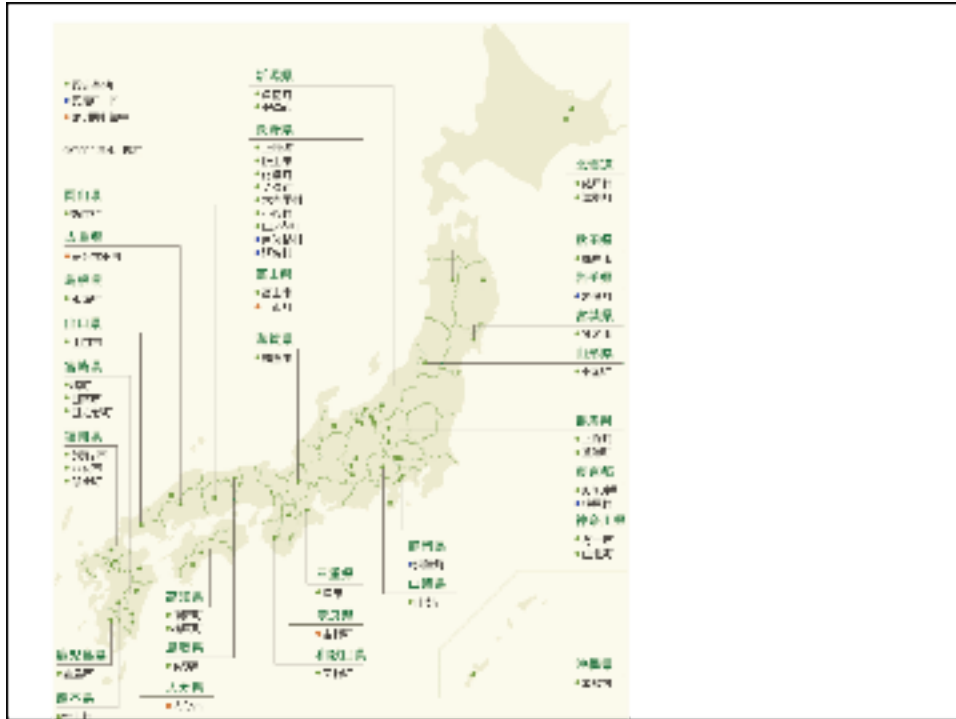




The New Science of Resiliency and its Clinical Applications



Source: Forest Therapy Total Web <http://www.fo-society.jp/quarter/>



Cognitive Benefits

- Seoul, Korea = immense urban national park
- Cognitive effects of a 50 minute walk through an urban pine forest vs. downtown streets
- Results showed the expected elevations in mood among the forest vs. built urban walkers; only after the forest walks ↑↑ improvements in post-walk cognition.



The New Science of Resiliency and its Clinical Applications

Cognitive Benefits

- Evaluation of 101 public high schools in Michigan
- Classroom and primary cafeteria views were scaled for the degree and types of nature,
- After controlling for socio-economic factors, class size, age of the school facilities and other factors, the results showed that classroom and cafeteria views to green vegetation were significant factors in academic performance on standardized tests.
- Views to trees and shrubs were associated with higher graduation rates and future plans for attendance at 4-year university programs.

- Trees and shrubs are key words because the degree of naturalness within the view mattered – a view to mowed grass was not a promoter of academic performance.

Cognitive Benefits

- University of Illinois group, children with diagnosed ADD completed a series of challenging puzzles to ↑ attentional fatigue
- Then set out on a guided walk for 20 minutes

Vegetation-rich urban park vs. built areas.

- Post-walk the child was driven back to a quiet indoor setting for neuro-cognitive testing – attention and executive functioning
- The children who had walked in the park showed improvements of cognitive function on par with top-selling ADHD medications!

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Urban Nature Walk for Depression

- Patients with moderate-to-severe depression randomly assigned to 50 minute walk through arboretum vs. downtown streets.

- Subjects were instructed to think about a negative experience prior to the walk...priming rumination.
- Post-walk cognitive testing showed significant improvement in working memory capacity and positive affect in the nature group.

Greenspace as Stress Buffer

✓ 15 of the top 24 disease states = lowest among those with the highest greenspace within a 1km radius from home.

✓ Those with $\leq 10\%$ greenspace within 1km had a 25% greater risk of depression and a 30% greater risk of anxiety disorders vs. those at the upper end of greenspace near the home.



The New Science of Resiliency and its Clinical Applications

Greenspace as Stress Buffer

- Urban – Dundee, Scotland – At-risk community sample.

- Salivary cortisol compared to land-use data, physical activity and mental well-being. Green space % in neighborhoods varied by postcode between 14 and 74%.
- Green space was associated with normal diurnal cortisol over the day – lack of green space was associated with flat cortisol patterns in line with anxiety, negative life events PTSD, CFS et al.
- Less green space = ↑ self-reported perceived stress
- Green space % did not influence physical activity levels - suggesting that the potential value is not merely by providing a place to exercise.

Greenspace and Health Equality

- Researchers from the University of Glasgow, Scotland compared land use database for greenspace vs. mortality records from the United Kingdom Office for National Statistics.
 - Controlled for socioeconomic differences – why? greater access to greenspace may be a marker of health advantages (healthcare access, nutrition, lower cumulative stress, cortisol etc).
 - Greenspace = great equalizer; low income + high levels of residential greenery = the mortality differences vs. the affluent were minimized.
 - However, when low income was associated with little surrounding greenspace, the health disconnect vs. higher socio-economic brackets became significantly ↑↑.
 - The researchers concluded that greenspace was an independent variable capable of saving thousands of lives per year in lower income populations.
-

Nature and the Immune System



Unseen Elements

- Phytoncide produced from trees can lower the production of stress hormones, reduce anxiety and increase pain threshold.

- The amount of phytoncide in the air, much higher in forest environments vs. urban areas without greenspace, has been associated with improved immune function.
- Higher airborne phytoncide = ↑ production of anti-cancer proteins in the blood, and front-line immune defense natural killer cells.
- Inhalation of aromatic plant chemicals increases the antioxidant defense system in the human body.

The New Science of Resiliency and its Clinical Applications

Unseen Elements

Relationship with light is out of balance...

- Just 30 minutes of exposure to 400 lux illumination, or 2 hours of 300 lux, can significantly reduce nocturnal melatonin levels.
- Plasma TVs and computer monitors boast about brightness - 400 to 1000 lux
- Proven morning light therapy dose is 1000 lux!!
- 60 watt bulb for reading, oil lamp, the candle, hearth fire used by our ancestors - 20-60 lux and have very little effect, if at all, on melatonin.



Awe – Fostered by Nature

The New Science of Resiliency and its Clinical Applications

Awe

- Awe is...a feeling of wonder experienced by the self when facing something vaster, greater, beyond current understanding...
- Awe – induced by e.g. vistas, nature scenes, universally appealing art, childbirth
- Awe, when induced, increases feelings of R/S
- Induction directs attention away from the self and toward the environment

- Awe induced by nature = increased feelings of oneness to all others (humans in general)
- Awe induced by childbirth = increased feelings of oneness to friends

(Cappellen, et al. Awe activates religious and spiritual feelings and behavioral intentions. Psych Relig Spirituality 2012)

Awe = A Nicer Person

- Induction of Awe (by nature) increases the perception of time availability...behavior implications...
- Decreases impatience
- Increases willingness to volunteer
- Increases subsequent (within an hour) desire to spend time in nature or creative pursuits
- Provokes choices of experience vs. material goods (i.e. Broadway show vs. a watch, dinner vs. a jacket etc.)
- Provokes momentary life satisfaction
- X-Cultural studies show natural settings to be one of the most common sites for peak experience.

(Rudd, et al. Awe expands people's perception of time, alters decision making, and enhances well-being. Psychol Sci 2012) (Shiota, et al. The nature of awe: elicitors, appraisals, and effects on self-concept. Cogn Emotion 2007;21:944-63)

The New Science of Resiliency and its Clinical Applications

Spiritual Experiences **by Nature!**

- A variety of studies have reported that time spent in forests, desert-like areas and blue-space can produce spiritual inspiration.
- Awe, relatedness, wonder, oneness.
- Participants note a heightened awareness of the present moment.
- Awe induced by nature does not require size/expanse – only the perception of beauty
- They note opportunity for reflection, improvement in resolution of personal difficulties
- Such experiences stimulate a desire for a return to the source and enhanced desire to protect nature. Snell and Simmonds. *Spiritual experiences in nature. Ecopsychol 2012;4:326-35.*

Green Exercise

- 1800m running trail through woods vs. same in an open, non-wooded area.
- Subjects self-select a pace and jog the courses
- 1800m in woods = faster completion times, and on the psychological realm, more satisfaction, more enjoyment, and less frustration vs. the open laps.

- Woods joggers ↓↓ internally focused thoughts = decreasing perceptions of fatigue/symptoms exertion that can interfere with exercise adherence.
- In separate research: subjects asked to self-select a pace and walk on an indoor treadmill or an outdoor track
- Outdoor = self-select a faster pace, have more positive thoughts and perceive less overall exertion during the outdoor sessions.

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Green Exercise

Beyond Performance

- Head-to-head, outdoor exercise vs. the treadmill is associated with stronger intentions to continue participation in exercise - positive thoughts, or the enjoyment factor, appear to be a key driver of future adherence to exercise.
- Higher levels of enjoyment are consistently reported by participants in outdoor walking (vs. indoor), and at the completion of outdoor walking, energy levels and vitality are much higher.
- For experienced runners the same is true – outdoor running vs. the treadmill at an equivalent duration is associated with less fatigue, diminished anxious thoughts, less hostility, more positive mental thoughts and an overall feeling of invigoration.

Pets

“Man’s machine-age technology has systematically alienated him from nature, but possibly his ancient

friend, the animal, can prove helpful...with a pet, most of us recreate unconsciously the time long ago when we had clear skies, wide-open spaces and an unhurried existence”.

~ Boris M. Levinson PhD, 1972

The New Science of Resiliency and its Clinical Applications

Pets

- Based on research published in the Journal of Personality and Social Psychology (2011), pets appear to be a true source of social support.
- In a community sample pet owners fared better on several well-being measures – provide an additional layer of social support on top of the circle of human support.
- Merely thinking or writing about a pet could stave off negative psychological reactions in a setting where the study participants were subjected to a social rejection experiment...
“one’s pet was every bit as effective as one’s best friend’ when it came to lending support and buffering the typical negativity of social rejection.
- 2011 survey of over 2,000 adults – pets owners were happier in general and 60 percent of the people with pets attributed the pet to increased personal happiness.

Pets

- ✓ facilitate social bonding, pro-social behavior and empathy
- ✓ decrease stress, improve mental outlook, turn down the dial on amygdala

activity

- ✓ enhance a sense of security, trust and pleasure

- Petting dogs and laboratory animals causes a rise in oxytocin levels of the animals and, in turn, humans also experience elevations in oxytocin.
- This two-way street of oxytocin could be a physiological glue within the human-animal bond
- Psychotherapists are viewed more favorably when evaluated in the presence of a dog, and individuals report themselves as more likely to disclose deeply personal information when the psychotherapist is in the presence of a dog.

Oxytocin has been shown to

The New Science of Resiliency and its Clinical Applications

Pets

• Dr Nancy Gee and colleagues from the State University of New York have shown that the mere presence of a dog in classroom settings can

- ✓ •minimize errors on cognitive tasks
- ✓ •enhance memory performance
- ✓ •increase adherence to verbal instruction
- ✓ accelerate the pace of tasks involving motor skills - without any loss in accuracy

“The common assumption that the presence of a dog can be distracting for children during the execution of cognitive tasks appears to be false.”

• When adult volunteers are subjected to stressful cognitive tasks, researchers find enhanced performance in the presence of a dog vs. a close human friend.

Gardening as a Stress Buffer

- Community sample of 94 adults (age 50-88) with membership in various indoor and outdoor activity groups.
- With self-rated health controlled for, allotment gardeners reported significantly less perceived stress than participants of indoor exercise classes.
- No significant differences in reported levels of social support and/or physical activity
- What is the potential contribution of engagement with nature and psychological restoration?

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Gardening – The Bridge to Healthy Fare

- School/community gardening programs = improved recognition and knowledge of, as well as preferences for, healthy vegetables.
- Compared to nutrition education alone, children with the added component of hands-on gardening are literally more willing to eat their peas!
- Community gardens have been shown to increase access to healthy produce and overall quality of nutritional intake, enhance physical activity, and

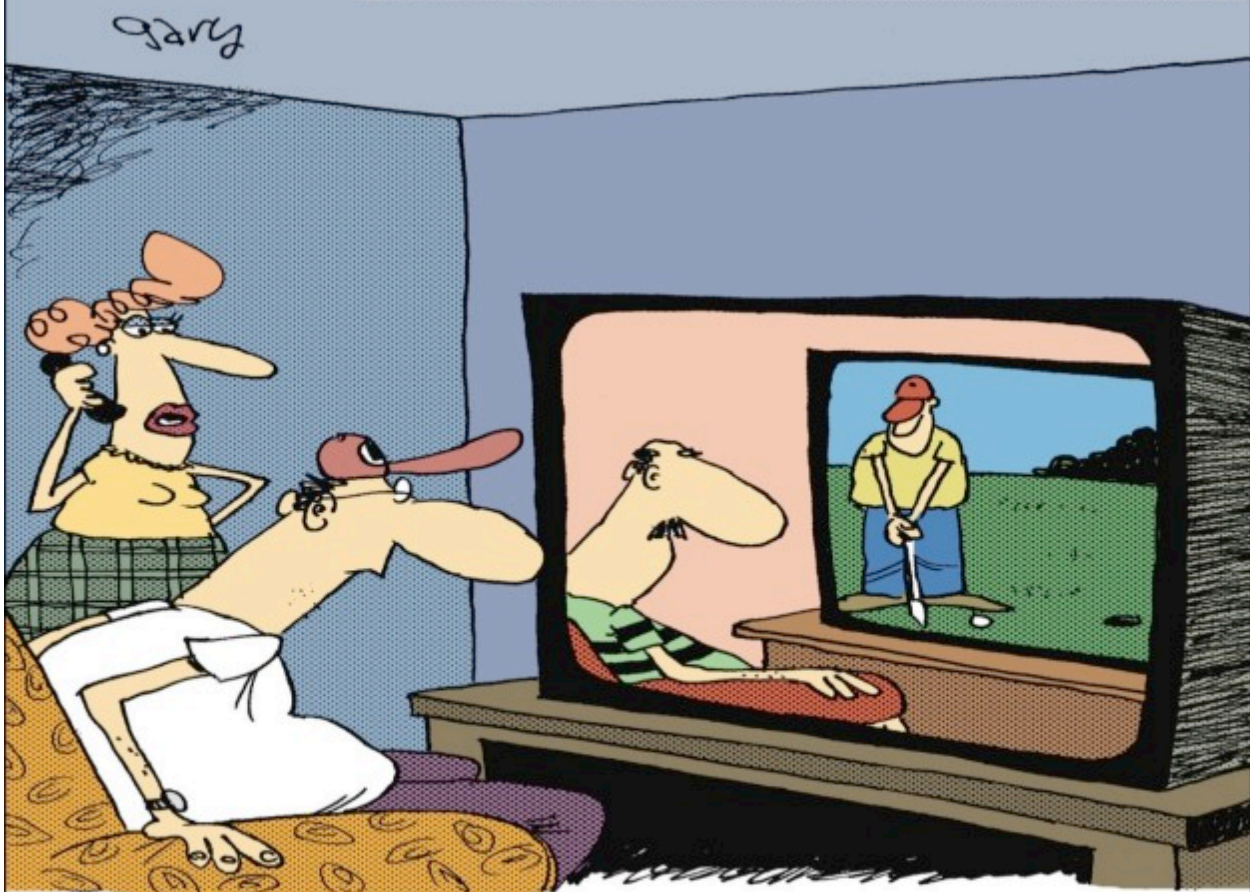
improve mental health, social cohesion, local ecology and sustainability.

Wilderness – “Camp Cure”

- Not to be confused with fly-by-night “boot camps”
- 5-day forest camping programs (some inclusive of challenges such as rock climbing and hiking, as well as group activities) have proven effective in
 - ✓ improving depression
- Recent study highlights a collaborate effort with physicians, mental health and forestry experts;
 - ✓ 9-day forest program that begins with
 - i. simple forest experience in the camp
 - ii. days 3 to 6 there is an adventure-challenge portion
 - iii. days 7-9, there is an introspection component involving meditation and counseling within the forest setting.
 - ✓ This combination of systematic nature-based recreation, challenge, and psychotherapy may be an intervention of the future

The New Science of Resiliency and its Clinical Applications

Problem: Less **Green** – More Screen – “Videophilia”



"Just when I thought it couldn't get any worse, now he's watching coverage of other people watching golf."

The Great Indoors

- North Americans are in the process of 'a pervasive shift away from nature-based recreation'.
- Visits to National Parks in the USA have been experiencing a downward trend (as much as -25 percent) since the late 1980s.
- A recent study in the Proceedings of the National Academy of Sciences journal indicates that overall nature-based recreation is down 50 percent since 1975.

- Use of the Boundary Waters Canoe Area Wilderness (BWCA) with its million acres of wilderness and 1,000+ pristine lakes and streams has dropped almost 30 percent among residents since 1996.
- Similar declines in nature-based recreation have been noted internationally, including Japan.

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More Screens in More Places

- When followed over 2 – 7 years, screen media consumption at baseline, video game use at baseline and computer use at baseline, increases the risk that otherwise healthy youths and working adults will subsequently experience depression, anxiety (particularly social anxiety), psychological difficulties and less sleep.
- Over 4,100 non-depressed teens are followed for 7 years, and screen media consumption predicts later depression in young adulthood
- Exposure to violent video games predicts an increase in aggression and a dip in empathy
- Significant immersion in any sort of video games predicts anxiety and depression.

Drowning in Infotoxins

- We use the screen as a means to consume some 12 hours of information per day – television, web, texting, music, games etc.

- Since 1980=massive increases in info- consumption – 350% increase in total non-work related consumption; 60% increase in time devoted to non-work consumption.
- 75% of workers aged 18-44 check e-mail while on vacation, and the lure is magnetic - almost 40% describe themselves as either frequent or compulsive checkers while on vacation!

How much information? 2009 Report on American Consumers – University of California, San Diego

The New Science of Resiliency and its Clinical Applications

Drowning in Infotoxicity

Outside of school 8- to 18-year-olds:

- Devote an average of 7 hours and 38 minutes using entertainment media across a typical day...plus an additional hour of texting
- 72% reported parents did not set TV-watching rules
- 70% reported parents did not set rules about video game use
- 64% reported parents did not set rules about computer use
 “I remember writing a paragraph saying we’ve hit a ceiling on media use, since there just aren’t enough hours in the day to increase the time children spend on media. But now it’s up an hour.”

Study author Dr Donald F. Roberts commenting on his confidence (in 2005) that media consumption couldn’t go higher

Generation M²: Media in the Lives of 8- to 18-Year-Olds. January, 2010

Screen Culture: Empathy vs. Narcissism

- A number of recent studies have documented significant ↑ in narcissism among young adults – 89% more students answering almost all personality questions in the narcissistic direction in 2009 vs. 1994.
- Scores of empathic concern – the ability to exhibit an emotional response to someone else’s distress – ↓ 49% percent since 1980.
- Perspective taking, an intellectual understanding of another person's situational and individual circumstances - ↓ 34%.
- An “empathic drought” has been noted among graduating medical students

The New Science of Resiliency and its Clinical Applications

Why Even Small Shifts in Attitude Matter

- Those with ↑ narcissistic scores are more likely to cut down a hypothetical forest with greedy intent, forgoing long term gains and sustainability.
- Narcissists might pretend to care about the environment but are no friends of nature. Even a subtle shift in societal narcissism and empathy will have tremendous implications.

- We can hope that Twenge, Campbell and other psychologists erred in their calculations...



Pro-social Aspirations

- Viewing/visualizing urban built = higher value of extrinsic aspirations (money, power, fame) and less likely to share resources
- Viewing/visualizing nature scenes = ↑↑ value intrinsic aspirations (community, intimacy, meaning) and a greater concern for pro- social goals vs. prior to nature immersion...more willing to share
- Separate portion of study – 75 subjects in one of 2 rooms...one room had 2 floor plants, a potted plant on a corner table and one potted plant on the computer desk...
- The mere presence of 4 plants in a room = robust elevation of intrinsic aspirations.
- Further, the presence of natural vegetation mediated higher scores on being related to nature, ↑↑ subsequent generosity

Weinstein, N., Przybylski, A.K., & Ryan, R.M. (2009). Can nature make us more caring? Effects of immersion in nature on intrinsic aspirations and generosity. *Personality and Social Psychology Bulletin*, 35, 1315-1329.



Mental Health Crisis

- 7 Tons Sleeping Pills
- 12 Tons Anxiolytics
- 38 Tons ADHD Meds
- 150 Tons of anti-depressants
- 400 Million Rx for psychotropic medications in 2009
- 1 out of 2 can expect to have a diagnosable mental health disorder
- Depression rates are 20-fold higher vs. 1945
- Does our environment play a role in this reality?



The New Science of Resiliency and its Clinical Applications

We are “Amusing Ourselves to Death” via the Screen

- Science is proving social critic Neil Postman, author of the 1985 classic *Amusing Ourselves to Death* (1985), to be correct.
- In a 2011 prospective study of over 4,500 adults, total screen time was associated with subsequent risk of mortality.
- The risk increase was not small – 52% higher vs. those with the least screen time
- Being physically active didn't provide much of an offset - high physical activity and screen time only dropped mortality risk mere 4 percent (to 48 percent higher risk of dying!) vs. those who exercised and had the least screen time.

- Australian researchers also found that lifetime TV viewing time is in itself a factor ↓ life expectancy = comparable risk of mortality with that of obesity and physical inactivity.

Ecopsychology

- Ecopsychology is the discipline within psychology “focusing on the interdependence of humans and nature”.
- Includes aspects of environmental and conservation psychology.
- Ecotherapy is an umbrella term for the practical application of mindful nature interaction (nature as medicine e.g. prescriptions for walking/exercise in nature, gardening, pet therapy etc.) and a commitment to supporting the health of that very same caregiver
- Two-way street i.e. living with a true depth of environmental awareness and understanding = such that we support the health of the planet.

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Nature Connectivity

- Among almost 550 urban men and women, higher scores on the connectivity to nature scale = overall psychological well-being, vitality, meaningfulness.

- Strong connections between nature connectivity and personal well-being found broadly – private sector executives, high-ranking government employees, university students.
- Higher scores on Connectedness to Nature Scale, Nature Relatedness Scale, and/or Connectivity to Nature Scale = ↑ pro-environmental attitudes

Mindfulness in Nature

- Sample of 450 North American university students, mindfulness is highly linked to the associations between connectivity to nature and psychological well-being.
- Mindfulness is the bridge.
- The relationship between connection to nature and psychological resilience is mediated by experience...the experience may be a product of socioeconomic background, education...opportunity

Ingulli and Lindbloom. Connection to nature and psychological resilience. *Ecopsychol* 2013;52-55

Howell A, et al. Nature connectedness: associations with well-being and mindfulness. *Personality Individ Diff* 2011;51:166-71.

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It is possible to foster nature connectivity!

- Contact with nature can foster positive mood state, which in turn facilitates a sense of nature relatedness.
- Psychologists Dr Elizabeth Nisbet and colleague Dr John Zelenski suggest this opens up a happy path to sustainability.
- Mindfulness also enhances connectivity to nature, a critical ingredient in creating depth to otherwise superficial concerns for the environment.
- Multiple studies show that lifetime experience/contact with nature is the greatest stimulator of pro-environmental behaviors and concerns for nature welfare.

Urban Biodiversity for Mental Health

✓The mental health benefits of 15 different urban greenspace settings were positively associated with a greater richness of various plant and bird species

– biodiversity, not simply green per se... ..and perceptions of biodiversity levels among green space users are surprisingly accurate

✓Well-being within urban neighborhoods is associated with species variety and abundance of local birds and totality of vegetation cover

Fuller, et al. Psychological benefits of greenspace increase with biodiversity. Biol Lett 2007

Luck G, et al. Relations between urban bird and plant communities and human well-being and connection to nature. Conservation Biol 2011



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Urbanism and Mental Health

In developed nations...

- Mood disorders are 39% higher in urban areas
- Anxiety disorder 21% more prevalent.
- Schizophrenia as much as 4x higher

In developing nations...

- Trends are the same; daily depression and anxiety more common in urban centers

- Depression climbs with chronic disease – CVD, obesity, diabetes etc.
- Why isn't this on the radar?



A New Psychotherapy Office

Ecotherapy in vivo

- Some mental health providers are describing benefits by taking the counseling sessions into the outdoors - garden setting attached to office, meeting at designated parks, arboretums, botanic gardens, or urban greenspace.
- Researchers reported on the one month treatment of 63 patients with moderate to severe depression;
- Assigned to once-weekly CBT in either a hospital setting or a forest setting (arboretum), and a third control group were treated using standard outpatient care in the community.

- The overall depressive symptoms were reduced most significantly in the forest group, and the odds of complete remission – 20-30% higher than that typically observed from medication alone.
- CBT in forest group had more pronounced ↓ in cortisol and HRV

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Vitamin G

Urgent

- Primary care doctors, psychiatrists, psychologists, and other mental health providers are now beginning to write formal prescriptions for Vitamin G
- Specified amounts of exercise and/or time spent in urban greenspace, gardens, arboretums and forests.
- Research from Dr Richard Ryan suggests 20 minutes per day of time spent in nature ↑ vitality



CoolClips.com

Vitamin G

Urgent

- Stressed adults may actually need that Vitamin G Rx in hand
- Individuals w/ stress have the most to gain from Vitamin G
- However they are the least likely to make their way to the greenspace dispensary unless they have guidance
- Can include volunteerism in the outdoors



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Vitamin G

Urgent

- Helps to be personally familiar with walking, hiking, gardening, and opportunities for solitude and contemplation in the green locations/routines within the Rx.

- Instructions on mindfulness - amplified benefit if the individual is 'there' in the true sense of the word.



Equitable Opportunity





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SASY

Schenk-Atwood-Starkweather-Yahara Neighborhood Association

20 August 2014

TO: Garver Building RFP and Proposal Review Committee c/o Dan Rolfs
Cc: Alder Marsha Rummel, Alder David Ahrens, Mayor Paul Soglin, Madison Parks Commission
FROM: Schenk-Atwood-Starkweather-Yahara (SASY) Neighborhood Association
RE: The Garver Building Request for Proposals evaluation criteria and points

NOTE: This letter was composed by the Garver Building and North Plat Committee of the Schenk-Atwood-Starkweather-Yahara Neighborhood Association (SASY) and unanimously approved by the SASY Council during our August 14th 2014 meeting. We have requested that Alder Marsha Rummel who was present at the council read this letter aloud at the next committee next meeting.

Dear Garver Building RFP and Proposal Review Committee,
Thank you for your ongoing efforts on behalf of the residents of the City of Madison. The residents and members of the Schenk-Atwood-Starkweather-Yahara Neighborhood Association (SASY) recognize the complexity of the task you have undertaken and we sincerely appreciate your efforts to attract proposals for the preservation and development of the Garver Building that are both "Visionary" and responsive to that complexity.

We recognize that facilitating the redevelopment of a building of the size and condition of the Garver Building is a challenge in itself. That the building is a publicly owned historic structure, with an additional \$1.825 million of public funds dedicated to its preservation, adds multiple layers of public scrutiny and complexity to the task. That such a building is embedded in a parcel of public land that bridges between two relatively quiet residential neighborhoods, and is considered by residents of both to be a quiet neighborhood park (the North Plat) adds several more layers of complexity. Added to this already formidable task is the fact that the largely unprogrammed North Plat is adjacent to a heavily programmed public garden (Olbrich Botanical Gardens).

As immediate neighbors, the SASY Council and members have long recognized our civic responsibility to keep informed and engaged in public dialogue about these

valuable public assets. In 2009 SASY appointed a committee to keep the SASY Council and general membership informed about activities and policies that affect the Garver Building and the North Plat and communicate our insights to the appropriate officials.

Recognizing these responsibilities, SASY sponsored two public participation initiatives focused on the Garver Building and the North Plat; one in 2006 ("The Garver Building and the North Plat: Envisioning the Issues") and one in 2014 ("A Vision for the Garver Building and the North Plat," Parker Jones University of Wisconsin Landscape Architecture capstone project). We are glad to see that the results of those initiatives are included in the reference materials listed in the current RFP.

It is in our capacities as informed residents of the City of Madison, elected members of the SASY Council, and immediate neighbors of the Garver Building and North Plat that we respectfully offer the following feedback on the evaluation criteria and point system in the current draft of the Garver Building RFP (GarverRFP2014 WorkingDraft 07-30.pdf):

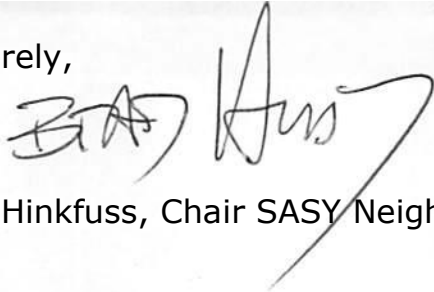
1. We are delighted to see points for "Visionary" redevelopment ideas.
2. We strongly support points for proposals that feature public use and public access.
3. We strongly support points for preservation of the existing building.
4. We are glad to see points for "sustainability." However we are concerned about the relatively vague language and relatively few points awarded for this category. Thus, we ask the committee to include additional points for proposals that reflect a sophisticated understanding of the complexity of issues involved in the preservation, development, and maintenance of buildings and grounds so the end results reflect the City of Madison's "green city" image and aspirations.
5. We are deeply concerned that the collective weight of additional points awarded to proposals that "boost visitation to OBG" and include "additional collaboration ideas" with OBG will discourage some very desirable "visionary" proposals. Thus, we ask the committee to balance the point system such that it does not unduly discourage a wide variety of visionary proposals.
6. We are delighted to see points for "Context Sensitive" proposals. However, we are deeply concerned that points awarded for such considerations in the current draft are heavily weighted toward the interests and aspirations of the Botanical Gardens, at the expense of considerations for the impact on

residents of the immediate surrounding neighborhoods and the impact on the adjacent public lands and ecosystem, including the North Plat and Starkweather Creek Watershed. Thus we ask the committee to balance the RFP point system such that the adjacent neighborhoods, the North Plat, and OBG are considered in equal measure.

7. We are delighted to see points for proposals that include "multi-modal access" and shared parking. However, we are deeply concerned that the current draft RFP penalizes proposals that make use of existing public investment in transportation infrastructure, including Sugar Avenue and existing public parking lots, by awarding points to proposals that route vehicular access to Fair Oaks Avenue. This language does not only penalize proposals that make efficient use of existing infrastructure, in effect it awards points to proposals that pave over large swaths of undeveloped public land in the North Plat, which conflicts with the carefully documented results of the public participation initiatives mentioned above and is counter to basic ideas of "sustainability." Thus, we ask the committee to revise the current evaluation criteria such that creative ideas for "multi-modal access" and efficient use of existing infrastructure are not penalized.

Thank you again for your ongoing efforts,

Sincerely,

A handwritten signature in black ink, appearing to read "Brad Hinkfuss". The signature is written in a cursive style with a large, sweeping flourish at the end.

Brad Hinkfuss, Chair SASY Neighborhood Association

Rolfs, Daniel

From: schwoerb [schwoerb@gmail.com]
Sent: Monday, December 22, 2014 8:27 PM
To: Schmidt, Christopher; Rolfs, Daniel
Subject: Garver Feed Mill and Madison Public Market

I would like to propose that the city further investigate working with someone like Baum Development and use the Garver Feed Mill as a potential site for the Madison Public Market. Reading Baum Development's proposal seems that it isn't far from the idea for the Madison Public Market.

I understand that the location isn't where the committees picked as the ideal location for the Madison Public Market, but it could bring two projects together in a way that is a much bigger win for the community.

Bradley Schwoerer
310 Marinette Trail, 53705

Rolfs, Daniel

From: Rummel, Marsha
Sent: Tuesday, December 23, 2014 8:19 PM
To: Rolfs, Daniel
Subject: FW: Plans for Garver Feed Mill

Becky gave me permission to share her email with the Garver committee.

Marsha

From: Becky Koehler <rrkoehler@gmail.com>
Sent: Tuesday, December 23, 2014 4:05 PM
To: Rummel, Marsha
Subject: Plans for Garver Feed Mill

General Information

Name: Becky Koehler
Address: 3137 Emmet Street
City: Madison
State: WI
ZIP: 53704
Phone:
Work Phone: 4148407277
Email: rrkoehler@gmail.com
Should we contact you?: Yes

Message:
Ms. Rummel,

I'm reaching out to express my strong preference for the "Baum Development" option for the Garver Feed area. This is by far the best option to both engage the local community, retain a local natural space, and have a positive impact on the local environment. The two residential options are awful, and the Alexander Company proposal will not have the same positive, interactive impact on the community as the Baum option. As a resident who can see the Garver Mill from her driveway, I have a strong opinion on this topic and really hope the decision is made with what's best for the community long-term in mind not just the potential revenue dollars. I walk through the beautiful field at the Garver Mill several times a week and feel that it's such a special space. Please help us fight to keep the space wonderful and unique by backing the Baum development proposal.

Thanks,

Becky Koehler

Recipient:
Marsha A. Rummel

Rolfs, Daniel

From: Rummel, Marsha
Sent: Monday, January 05, 2015 12:50 PM
To: Rolfs, Daniel
Subject: FW: Garver Feed Mill Proposal - Neighborhood Resident Input

From: Steve Carbin <scarbin@msn.com>
Sent: Monday, January 5, 2015 12:42 PM
To: allgood2@gmail.com; Ahrens, David; Clausius, Joseph; Rummel, Marsha; mcsheppard@madisoncollege.edu; susan@designcoalition.org
Subject: Garver Feed Mill Proposal - Neighborhood Resident Input

Dear Garver Feed Mill Criteria and Selection Committee Members,

I am writing to ask the City to seriously consider supporting the Alexander Company proposal.

After reading through all of the proposals, it seems that overall the Alexander proposal has not only has the strongest chance to succeed as a project financially, but that it will best serve the community as a whole in terms of the sheer variety of events that it could host. The other three projects by in large focus on just a single idea or shareholder (elderly, renters, sustainable food production), while Alexander proposal can serve multitudes of the community's and region's interests throughout the year.

In addition, the Alexander proposal has the strongest architectural vision based on the building's complete history by including preserving the exterior's graffiti and adding a modern glass addition, speaking to the buildings future.

And while I could be mistaken, the Alexander proposal's project team seems to have the highest concentration of talent from either the state or the city, which should be taken into consideration at some level. And although I do not know anyone on their project team personally, I have either gone to school or were colleagues at different firms with a few of the members of the Aro Eberle team, and they are extremely talented and creative folks who would know doubt make this project a great one.

The assisted living proposal is admirable, but, like the housing development, treats the existing building and site as an afterthought, and do not meet the City's stated goal of a "visionary" project.

The Baum development is no doubt intriguing and has by far the most well thought out landscaping plan, but the business plan does not read as a strong one, however well intended. Many aspects of this proposal could be successfully woven into the public market planning, making it even stronger.

With the exception of the Baum proposal, I feel that if the City chooses one of the other three, a strong and sensitive landscaping plan needs to be advocated by the city that is not seemed as an afterthought.

Given that we are probably the closest residential property to the Garver building (I can see its front facade as I type), I hope in the end that the building is saved, and the project - whichever is eventually chosen - is a success.

Sincerely,

Steve Carbin

186 Garrison Street
Madison, WI 53704

Rolfs, Daniel

From: citgo1982@aol.com
Sent: Monday, January 05, 2015 10:29 PM
To: Rolfs, Daniel
Subject: Garver Feed site

I am writing to you in regard to the Garver Feed Mill site development.

I hope you will give strong consideration to the Alternative Continuum of Care proposal. I know the Committee will take a number of things into account as you review the proposals. For me, as a business person and a neighborhood resident, the proposal that is chosen should have the best chance of being successful and coming to fruition. From a business standpoint, there is only one proposal that fits that criteria: the Alternative Continuum of Care proposal is the most economically sound. Residential real estate, which is the foundation of the Alternative Continuum of Care proposal, is rebounding after the recession. Commercial real estate, which is the foundation of some of the other proposals submitted, is not.

In addition, the ACC proposal focuses on housing for older adults, including the provision of on-site services that support "aging in place" which is very important. Housing for seniors at Garver can also offer new options to older adults living in neighborhoods around the Garver site, which would also be very complementary to the Olbrich Gardens operations.

Thank you for your time and consideration. Please feel free to share this email with others as you see fit and please feel free to call on me if you have questions or if I can provide further information.

Mike Seversin
Address 3401 Milwaukee Street
Madison, WI 53714
241-0303

Rolfs, Daniel

From: Carl Landsness [earthchild@rebirththeearth.org]
Sent: Wednesday, January 07, 2015 11:31 AM
To: Rolfs, Daniel
Subject: Garver RFP comments
Attachments: photo 1.JPG; photo 2.JPG

Having been peripherally involved in this process for ten years (in various capacities), I am delighted to see promising proposals emerge for this decaying structure and depleted process. As a Friends of Starkweather Creek board member (but not speaking for the Friends), I have strong preferences for the Baum proposal... which looks compatible with the surrounding 26 acres and nearby creek (and with the visions of many neighbors and Starkweather friends). I see rich potential for exploring life-serving synergy with people, land, creek, and community in new and novel ways (and will speak to that at tonight's meeting).

I personally wish the Baum proposal would expand to empower parts of the population commonly labeled delinquent, mentally ill, homeless, unemployed, retired, and disabled: e.g. as apprentices, stewards, and co-creators for the proposed businesses, education, and land. I'd also like to link this proposal with nearby and distant resources: e.g. with a human-powered trolley from Garver/Olbrich (on existing rail) to campus... to empower the above people, transport goods and people, co-create art in the rail corridor, draw visitors to Madison, model healthy transportation, and inspire other communities.

Thank you for your commitment, patience, and perseverance on this **loooooong** and tedious project. I couldn't have hung in there like you have.

Carl Landsness
413 Ring St.
Madison 53714

PS The attached photos show a serendipitous sculpture in yesterday's serene snow near the Garver building. It felt symbolic of what can be created there.

Rolfs, Daniel

From: Lynne Lou Weborg [lyluwe111@gmail.com]
Sent: Saturday, January 17, 2015 11:11 AM
To: Rolfs, Daniel
Subject: Garner feed mill

I have read about and viewed the four proposals for the Garver bldg. and am quite excited about the Baum Development. An artisanal food production facility has been sorely needed in Madison for many years. Entrepreneurs have been renting kitchen space during off hours (usually late at night) and this would fill a need for others that would like to get involved in the locavore movement. Madison's farmers markets are nationally recognized and this would be a great addition to our "Foodie" culture. It's a great fit for the area and the tiny homes to rent overnight is a great idea! This is my first choice.

Randy Alexander's proposal takes a distant second. He has creative ideas and does great work. The other two ideas would create a lot of traffic congestion in our neighborhood that is already a difficulty. (Not to mention the size of these developments) Let's stay with the Gardens theme. It's a much better fit for the area.

Rolfs, Daniel

From: Steve Carbin [scarbin@msn.com]
Sent: Friday, February 06, 2015 2:38 PM
To: Rolfs, Daniel
Cc: Ahrens, David; Rummel, Marsha
Subject: Garver Redevelopment Main Entrance Proposals

Dear Mr. Rolfs,

In your ongoing deliberations regarding which Garver redevelopment proposal to recommend to the Common Council, I wanted to let you know that, in my opinion, there is very strong opposition on my street (Emmet) and our three block neighborhood that borders both the Garver site and Olbrich park for any plan that has a main access road that parallels the railroad track and Capitol City Bike Trail. There has been talk that our alder and the committee is leaning in this direction, and while it could just be talk, I wanted to make sure you understood the current feelings of our neighborhood as I understand them.

While I do not claim to be a traffic engineer, all I can say in living close to and using this intersection daily that adding an entrance adjacent to the railroad track and the heavily used bike trail crossing of Fair Oaks would just create unnecessary and potentially dangerous congestion, when it just as easily be placed up on Fair Oaks where the entrance to the Garver site currently resides. I understand how this entrance would make sense in just looking at the site plan, but the reality of it is more complicated, and, in my opinion, unwise and unnecessary.

If this does become the preferred access point, we would like reassurances from the City that the existing tree buffer next to the railroad track remain intact, and would ask that the City consider requiring the winning developer, in the case that the Kessenich's property is acquired, to add trees in order to extend the existing buffer to Fair Oaks. We do not want to loose these trees.

All of us are very excited for the Garver redevelopment to become a reality, but want to make sure that our neighborhood is not adversely affected as a result.

Thank you for all of your hard work in making this exciting project a reality.

Sincerely,

Steve Carbin

186 Garrison Street
Madison, WI 53704

Rolfs, Daniel

From: Brenda Morris [albertina72@gmail.com]
Sent: Sunday, February 08, 2015 1:20 PM
To: Rolfs, Daniel; Rummel, Marsha
Subject: Garver development

To Whom It May Concern:

I'm writing to provide feedback on the four development proposals for the Garver Feed Mill site. As a near neighbor to this location, I would like to see as much of the natural green space preserved as possible. I enjoy the wildlife and plant diversity that this site has fostered in my neighborhood. As development in this area, and in Madison in general, becomes more dense, I believe it is ever more important to preserve green spaces. The balance of green space with walkable development that currently exists in this neighborhood motivated me and my husband to purchase a home here and we hope to enjoy both features of the neighborhood for many years.

It is because of these priorities that I am most in support of the Baum proposal for craft food production. I appreciate this proposal's emphasis on preserving the original building and some green space while fostering local and sustainable business.

My second choice would be the Alexander event space proposal, because it, too, will preserve some of the original building and green space. However, I would be less happy with a big paved parking area and am concerned about traffic and parking issues.

I'm not as impressed with the ACC or Ogden proposals mainly due to the density of the development and the lack of public access to green space. If there is going to be residential development there, I'd prefer a senior care space, but at lower density with the green space preserved for the enjoyment of both the senior residents and the surrounding neighborhood.

I really appreciate the time that has been spent to inform the public about these proposals and the process that has been followed to collect input. I hope that this space can be preserved for the enjoyment of many generations of people, animals and plants to come.

Sincerely,

Brenda Morris
3149 Buena Vista St.
Madison, WI 53704

Rolfs, Daniel

From: trina menges [mengestrina@hotmail.com]
Sent: Sunday, February 15, 2015 3:58 PM
To: Rolfs, Daniel; Rummel, Marsha; Ahrens, David; iambrad@chorus.net;
bachewning@gmail.com
Subject: My vote re:Garver Developers

Hello,

I have been a resident of the Eastmorland neighborhood for almost 4 years. I am concerned about the changes that could come to the Garver area but also see all the potential it holds. I have had lots of thoughts and ideas about how to maintain and enhance the beauty and character of this space. However, since I do not have the time or financial ability to offer up my own plan, I can at the very least share my opinion of the current proposals for this area.

My first choice is Baum food space project because of the diversity of local community business involvement. It would be wonderful to have these types of businesses within walking and biking distance. It would be a great way to build community in the neighborhood.

My second choice is the Alexander event space. Again being able to have events within walking and biking distances would have a positive impact on the neighborhood.

I would like to see as much preservation to the building as possible and maintaining green space to include diverse plantations and trees, not just a flat lawn of grass. I also agree that having the road along the railroad tracks will be unsightly and unsafe.

I live near the intersection of Hargrove and Starkwater and one of the reasons I purchased the home I did was because I loved all the natural beauty of the trees, bushes and wildlife that surround the creek and the Garver building. In addition, there is beauty in that old brick building that gives this area character that I would hate to lose.

Thank you for your time in this matter.

Kind regards,

Trina Menges

Rolfs, Daniel

From: Aaron McGee [aaronmcgee@yahoo.com]
Sent: Monday, February 16, 2015 3:34 PM
To: Rolfs, Daniel
Subject: Garver

Hi Dan,

I'm unable to make the meetings regarding Garver, so I'm writing to you directly.

I'm in favor of restoring the existing buildings for public use and restoring the surrounding land to native park, farm, and similar natural uses.

I'm **not** in favor of parking lots, roads, or any additional buildings and pavement.

In fact, I'm confused... if Olbrich Gardens donated the 5 acres to the city parks department and the remainder is under the control of city parks, too, then why are private development offers being considered at all?? Are we allowing developers to build in our city parkland now??

I hope that sharing my thoughts goes through to the right people.

Thanks Dan,
Aaron

Rolfs, Daniel

From: Thomas Solheim [TSolheim@staffordlaw.com]
Sent: Monday, February 16, 2015 5:09 PM
To: Rolfs, Daniel
Subject: Garver Feed Mill Project - Baum Proposal

Dear Mr. Rolfs,

I am sending this as an East Madison resident, member of Olbrich Gardens, and community-oriented Madisonian. I have given some attention to the projects recently proposed and want to encourage pursuit of the Baum proposal to develop an artisan food production incubator/showcase, tiny house showcase and naturalistic educational orchards, gardens, woods and wetlands. This concept has great relevance, currency, financial feasibility, and, most of all, sizzle. It would be a gem not only for the neighborhood but for the city.

I know the city team will give careful consideration to all the projects, but thought you should know that there is strong support, at least from me, for the Baum project. Even if the other projects were strong in their own right, nevertheless they do not seem to have the same symbiotic effect with the old mill: The other projects would be as nice and effective in almost any reasonably good location. The Baum project uniquely uses the special characteristics of this site, enhancing and preserving them, and at the same time deriving a special enhancement of that project's concept. I am acquainted with some individuals involved with the project but have no professional or financial connection to the project and I believe my support is personal and objective.

Tom Solheim
1039 Rutledge St

**STAFFORD
ROSENBAUM
LLP**

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Rolfs, Daniel

From: Ann Duncan Kinsley [aeduncan98@yahoo.com]
Sent: Monday, February 16, 2015 11:11 PM
To: Rolfs, Daniel
Cc: Rummel, Marsha
Subject: Comments on plans on the Garver Feed Mill site

Dear Mr. Rolfs,

I am a resident of Buena Vista Street, a street adjacent to Olbrich Park and the Garver Feed Mill, and am writing to share my feedback on the proposed plans for the development of the Mill site. My husband and our family (including two children, ages 7 and 2) moved to Madison in 2008 and bought our house on Buena Vista in 2010. We bought our house specifically for the access to Olbrich Gardens and access to the natural environment immediately outside our door -- including the Starkweather Creek and the wooded area around the Mill.

Our family and our Olbrich neighborhood has been earnestly reviewing the four proposals for the Mill site, including specifically the proposed public access to the site and impact on traffic patterns and the wooded areas along the bike trail. After reviewing all four proposals, I am writing with strong support for the Baum Group's proposal for a craft food production facility. In reviewing the proposal for this site, including the artist renditions of the proposed construction plans, this site stands out to our family and many of our neighbors for the following reasons:

- It proposes to have vehicular access via the existing snow road off of Fair Oaks, **not constructing a new road** along the bike path and train track. Given the volume of traffic at this intersection with a very busy bike path (particularly during morning/evening rush hour and considerable weekend traffic) and an active train track, construction of a road at the Kessenich site that is proposed in at least 1 other development (ACC) is a significant safety hazard and will diminish the beauty and value of the Garver Mill.

- The Baum proposal, as envisioned, would create a public space that supports our East side business community and is an innovative use of the natural environment (e.g. the proposed apiary, urban orchard) to promote agriculture within the city's boundaries and preserves and enhances the natural ecosystem of this space.

- The proposed businesses that have signed Letters of Intent/Support are businesses that we frequent and want to support. Simply put, we would invest our family's financial resources in supporting these businesses and entrepreneurs at the new site. They are part of our community and they would add value to our neighborhood.

- The Baum proposal provides public access to the Feed Mill. Despite assurances in the three other proposals, the Baum proposal's public access to this historical building and site is evident. I cannot see how the private apartments (Ogden Group) or senior center (ACC) would private access to this public resource. If City funds are to be put toward securing and restoring the Mill, and I strongly believe they should, then I want to see a site that my family and our neighbors can enjoy.

I greatly appreciate this opportunity to provide feedback and thank you for your time and consideration.

Sincerely,
Ann Kinsley

Rolfs, Daniel

From: Loker, Rex - DOA [Rex.Loker@wisconsin.gov]
Sent: Tuesday, February 17, 2015 4:29 PM
To: Rolfs, Daniel
Subject: Garver Mill Redevelopment

Dear Mr. Rolfs,

I am writing you as a citizen interested in careful redevelopment of our existing building stock. With no disrespect for the other proposals, the synergy of local business & community-building the Baum/Bachmann Food Maker proposal offers is remarkable. It maintains the scale of the neighborhood, developing an appropriate, locally-based small business conglomerate and entertainment destination with strong ties to the mill's history & the surrounding land.

I believe this proposal will attract broad interest from a diverse group of businesses and users with the potential to be a shining example of sustainable development for the community and city. I urge your careful consideration and support for the multiple benefits this project would bring to Madison.

Sincerely,

Rex Loker AIA, LEED AP BD+C

Rolfs, Daniel

From: Tanya Falbel [tgfalbel@tds.net]
Sent: Tuesday, February 17, 2015 5:21 PM
To: Rolfs, Daniel
Subject: Baum Team Development Proposal

Dear Dan,

I'm the owner of a residential rental property on the east side of Madison in your district and would like to express my support for the Baum Team's Proposal for the Garver Feed Mill Development.

I listened to the Baum Group presentation as well as the two proposals that preceded it on the webcast of the Jan 22nd council meeting. I was impressed with all of the ideas, but felt that the Baum Group's ideas fit best into the character of this neighborhood on Madison's east side. I was really excited by their proposal, how it highlights both local food producers and the tiny house eco-lodge. In short, sustainability, local food, urban gardening. Together, these are the things we're trying to promote in our residential rental properties, and I've been working on at the university in several departments where I've been employed. Their proposal is visionary and really will provide a wonderful model for future. Plus, it's financially sustainable.

Local food and tiny houses are both real, international movements. At 1:28 in the webcast I sensed that some of the council members do not realize the extent and impact of these movements, and I also sensed that they thought the tiny house part of the proposal might be just a passing fad. I disagree. Providing a center where local food can be produced is a good enough, sustainable plan in and of itself, even without the tiny house aspect that might be harder for some members of the community to wrap their heads around, yet will likely prove to make this site an international destination. The fact that there is such a demand by local food producers to occupy this space is impressive, and not at all surprising to me.

We as landlords are trying to encourage sustainable apartment living in our business plan. We provide garden space at all of our rentals and solar energy (both electricity and hot water) at our Jackson St property. We've discovered there is a tremendous demand among tenants in Madison for sustainable living opportunities. We've been working with the UW-Madison business school to look at promoting this concept among property owners, especially on the east side of Madison. I've encouraged our tenants to contact you in support of this proposal as well.

With respect to Urban Agriculture, specifically the orchard part of the Baum Team's proposal, I have suggested that Bryant Moroder contact two new faculty members of the Horticulture Department at UW-Madison. Drs. Julie Dawson and Amaya Atucha are experts in Urban Agriculture and Fruit Crops, who would certainly be supporters of the Baum Team's proposal. What a wonderful opportunity to promote the Wisconsin Idea, right here in the city.

This is a huge opportunity and I would encourage the council to select the Baum Team's proposal.

Sincerely,

Tanya Falbel, Ph.D.

Co-Owner
213/215 Jackson St
Madison, WI

Rolfs, Daniel

From: Carrie Hinterthuer [carrie_hinterthuer@yahoo.com]
Sent: Tuesday, February 17, 2015 7:41 PM
To: Rolfs, Daniel
Subject: Garver Feed Mill - Baum Development Project

Hi Dan,

I was trying to figure out who to give feedback on the Garver Feed Mill proposals, and someone gave me YOUR address - that was a surprise!

I want to send words of support for the Baum Development Project. As a member of the Atwood neighborhood, I believe this proposal best fits the community's values and personality. I appreciate the proposal's emphasis on integrating with Olbrich Gardens, creating opportunities for learning, and creating space for local food production, all while restoring and preserving the mill as they are able. The Baum proposal will create a new focal point in the Atwood neighborhood that will become a destination space. After reviewing all of the proposed options, I sincerely hope the Baum Proposal is the one accepted to bring new life to the Garver Feed Mill and to develop a new asset to the East Side.

Thank you,
Carrie Hinterthuer
618 Welch Ave

Good luck with all of this, Dan!

Carrie Hinterthuer
carrie.hinterthuer@ijnr.org
608-630-5738

Rolfs, Daniel

From: Liz D. [liz.winter.dannenbaum@gmail.com]
Sent: Wednesday, February 18, 2015 8:28 AM
To: Rolfs, Daniel
Subject: Baum Team Development letter of support

Dear Mr. Rolfs,

Please add my name to the list of eastsiders who fully support the Baum Team Development plan for the Garver Feed Mill.

I live in a neighborhood adjacent to Eastmorland, about a mile from the proposed artisan food production site, and I can't think of a better "fit" for this area. In addition to the great food that will be produced & the exciting number of jobs that will be created, the entire focus is in keeping with the eastside philosophy that I know: shop & produce locally, stay green, and reuse what's already there.

I hope the City will give this proposal very considered thought.

If you would like to discuss this with me further, you can call me at 221-3997.

Best,

Liz Dannenbaum

--

"Bad politicians are sent to Washington by good people who don't vote." – **William E. Simon** (63rd U.S. Secretary of Treasury)

Rolfs, Daniel

From: Stacy Levin [stasha@chorus.net]
Sent: Wednesday, February 18, 2015 9:14 AM
To: Rolfs, Daniel
Subject: Garver Feed Mill

Hello,

I want to voice my support for the Baum proposal for the old Garver Feed Mill site. I live in the neighborhood and am very excited about their proposal. I love that it supports local businesses, has a "green" aspect to it, and includes public use of the property.

Thank you,
Stacy Levin

Rolfs, Daniel

From: Pat R. Brown [pat.r.brownx@gmail.com]
Sent: Wednesday, February 18, 2015 4:48 PM
To: Rolfs, Daniel
Subject: a comment on Garver Feed Mill development proposals

Dan Rolfs,

I understand that you are the person to whom I should direct any comments I have on the Garver Building development proposals.

I am a resident and home owner on the near east side of Madison (1949 E. Main St.). I've lived in this neighborhood for more than eight years, and intend to stay here for the rest of my life.

I have attended a neighborhood meeting, and examined the proposals, and I would like to personally endorse the Baum Development proposal, as far and away the proposal most compatible with the neighborhood, the location, and with the history of the Garver Feed Mill building.

I think preserving the Garver building as intact as possible, without other distracting structures around it, and preserving the original function of the building as a food processing location are extremely attractive features of the Baum proposal. The fact that this proposal would be an economic boon to this side of Madison is also a very positive feature.

The plans seem to have been well thought out and very compatible with the growing locavore sensibilities of Madison residents. And the integration of the building site, compatible with Olbrich Gardens is also very appealing, as are the plans to preserve and enhance as much green space as possible, adding orchards and vineyards, and integrating the bike path and kayaking access to Starkweather creek (being a gardener, bike-rider, and a kayaker).

My neighbors and I are also very excited by the "tiny houses" or "micro-lodge" idea of the Baum proposal. This is very unique, and completely in concert with the growing sustainability movement. We could certainly use some "hospitality" spaces in this neighborhood: I, and some of the my friends in the neighborhood, have a need for close-by overnight guest accommodations when children and grandchildren are in town, as some of our east side houses are small.

I was thrilled to see the Baum proposal, and I sincerely hope that this is the one of the four that is chosen to save and restore the Garver Building. The Baum proposal seems to be a wonderful fit with the character of the old Garver Building itself, its site near Olbrich Gardens, the bike path, and Starkweather Creek, and the sustainability-minded character of the neighbors and the east side neighborhood. I look forward to many visits with my family to the restored Garver Feed Mill and surrounding grounds in the not-too-distant future!

Thank your for your consideration of my thoughts and opinions.

Sincerely,

Pat Brown
1949 E. Main St.
Madison

To the Garver Feed Mill Criteria and Selection Committee:

I am a homeowner on Atwood Avenue near Garrison Street, about twenty paces from sight of the Garver building. My wife, our two girls, and I spend a great deal of time on the playground or at the ice rink or on the bike path, always in the pleasant company of the Garver building. It is a well-loved character in this neighborhood and has been an inspiring sight for me personally dating many years back to the day I first biked past in awe. Thoughtful preservation and adaptive reuse is well deserved by this building, and fortunately those goals are done great justice by two of the proposals before you: Alexander and Baum.

The visionary Baum proposal is the best candidate in nearly every respect I value, as detailed below. The Alexander proposal is extremely impressive and welcome in its own right, and pales only in comparison to the Baum proposal. The two housing proposals are non-starters on two counts. One, they would each make a decaying building and a neglected natural space feel even less welcoming by making them a place of private residence. Two, they both include large new buildings that would not only disrupt the sanctuary of the North Plat, but would also completely obscure the north face of the Garver building.

Preserve the Garver Feed Mill

The Baum and Alexander proposals both reveal an earnest conviction to use all that remains of the building while limiting the footprint to the existing envelope. The Baum proposal fully maintains the footprint of the existing structure, while the Alexander proposal's glass addition to the north façade is a very thoughtful and tasteful solution to their particular needs for the space.

The Alexander proposal does the most justice to preservation of the interior by maintaining the large existing spaces and inviting public access of the entire building. Events and art shows would be inspired by the rich character of the building's raw interior. The success of their event business would be owed in no small part to that aesthetic, giving them a great competitive advantage.

Regardless of how faithfully the ACC or Ogden projects might rehab the building, the majority of the interior will be private spaces, never to be seen. On the exterior, it would be a massively disappointing outcome if half of a newly restored Garver building wasn't even visible from the North Plat.

Preserve the North Plat

While the surrounding neighborhoods already make use of the North Plat as a rare natural preserve, it is surely a neglected and underused resource. The same can be said of the Starkweather Creek. It is critical that any development of Garver not only respects the natural seclusion of the North Plat, but also is compatible with future revitalization and restoration of the land and waterway.

The Baum proposal is the only one that actively encourages contextual use of the North Plat and the Starkweather Creek. Their sustainable agrarian use of the acreage immediately to the north of the building is the most imaginative, the most inspiring, the most community oriented, and the most compatible transition to the natural space further to the north. The destination lodging and kayak/canoe launch promise to bring much greater visibility to the predicament and possibilities of the Starkweather Creek, giving momentum to cleanup efforts.

Although the visual impact on the North Plat of the large paved parking lot in the Alexander proposal would be relatively minimal, the ecological impact is perhaps not so light. Nevertheless, a paved area is a small price to pay to avoid any new construction and to leave the North Plat otherwise untouched.

Any new construction in the North Plat area, even within the designated 5-acre parcel, will have an adverse impact on the use and enjoyment of that natural space. It would not seem nearly as isolated or wild with the three-story buildings of the ACC and Ogden proposals encroaching on the view from every corner. That's an absolute deal-breaker when given the luxury of two superior options to choose from.

Engage the Public

The list of opportunities for community engagement in the Baum development is lengthy and goes well beyond what has been suggested in their proposal. I am most excited for the urban agriculture programming, and would love to make use of demonstrations, educational offerings, and volunteer opportunities. The potential of the Baum proposal inspires me to volunteer my time for efforts like trail maintenance in the North Plat, or a community herb garden in their programmed space. Their plans for a kayak launch at the creek would provide a more convenient and safe location to portage and launch our canoe. I am a fan and eager consumer of many of the businesses who have given letters of intent for lease space, and I would make frequent use of the café and any craft foods or farmers markets that find a home there. The microlodges would be a welcome local option for visiting family, and improvements to the walking paths in the North Plat would make it a place we can safely show our guests. It is also imperative to highlight the importance of the pedestrian bridge planned by the Baum proposal to span Starkweather Creek. It will connect the Eastmorland neighborhood to the North Plat and the Olbrich neighborhood to Sherry OB Park. Today there are only circuitous connections via Walter Street or Ivy Street and the two neighborhoods feel very isolated from each other despite their proximity. The Baum development would provide a much needed nexus between the neighborhoods and between Olbrich and Sherry Parks.

The Alexander plan for indoor and outdoor public art displays is a great concept for community involvement that naturally fits their business and comfortably invites the public at large to visit the building and its surroundings. In contrast, the two housing proposals offer public areas within the Garver building that are likely to feel only slightly more inviting than the foyer of any other private residential building.

Complement Olbrich Gardens

The Alexander and Baum proposals each complement a different business aspect of Olbrich Botanical Gardens very appropriately. Alexander would have yet another great competitive advantage for their event business by having the Gardens a short walk away for their guests to enjoy a respite. In return, the Gardens' wedding business would be perfectly served by an adjacent, equally striking event space. However, the Olbrich Botanical Gardens mission is obviously gardens, not weddings, and so the Alexander proposal would be complementing a secondary business function rather than the one that drives the majority of the quarter-million visitors per year.

The Baum proposal extends the mission of Olbrich Gardens with a complementary agricultural focus. Community food plots and backyard agriculture can be found throughout the neighborhood, yet Olbrich Gardens offers relatively little along the lines of urban agricultural demonstrations, or related educational and volunteer programs. The Baum proposal is also the best positioned of any of the proposals to leverage the foot traffic of Olbrich Gardens. In addition to the attraction of the Baum proposal's gardens, orchards, and nature hikes, Olbrich Gardens visitors would no longer have to leave the Olbrich campus in search of refreshments. A café in the Garver building and the potential for outdoor seasonal markets or craft food vendors will both draw and drive foot traffic from and to Olbrich Botanical Gardens. I can also imagine a Gardener-In-Residence internship for either the Botanical Gardens or the sustainable agriculture at the Baum site, which would make great use of one of the microlodges for an immersive experience.

The two housing proposals are themselves complemented by being able to offer Olbrich Botanical Gardens as a neighbor, but they do not reciprocate with significant impact or opportunity for the Gardens.

Importance to the City

The Alexander group has effectively argued the need for medium-scale event space that could bring new revenue to the city from regional events. And while there are a number of wedding venues in the area, theirs would immediately become one of the most sought after. However, their market does seem likely to overlap to a small extent with the nearby Goodman Community Center and East Side Club, and perhaps to a larger extent with the Overture Center, which offers a breathtaking space for receptions of similar scale.

Most vitally, the Baum proposal provides much needed expansion space for Madison's many successful craft food businesses. The need and interest has been well documented by their proposal, and the city should hope not to let these growing businesses start looking outside the city limits for their expanding facilities and employment needs. The Baum proposal provides the city with a new destination that will be of interest to residents across the city, as well as visitors to the city. There is nothing else like it, and there is no better home than the city of Madison for a vision this forward thinking. The co-location of local producers, sustainable agriculture, and forestry non-profits, along with urban agriculture, native space, and ecological programming, would be much more effective in unison and while making use of the North Plat and Starkweather Creek as living demonstrations. The Baum proposal also offers something that is completely absent from this area of the Isthmus: lodging. The closest accommodations are at the Capitol Square or well to the east on Highway 151. Baum's microlodges will draw not only destination tourists, but also guests of neighbors who prefer to be walking distance from friends or family.

There may be a need for additional senior care in Madison, but the ACC proposal should first meet the primary priorities of preservation and community engagement on a level equal to the other proposals before a demonstrated need for senior housing should lend it any preference. Furthermore, if the ACC group is planning to purchase the 3.4-acre Kessenich site for redevelopment, I might suggest that to be a suitable alternative site for a newly constructed senior care facility. It would provide the same safe and easy access to both Olbrich Botanical Gardens and the North Plat, while leaving the Garver building to a more compatible proposal that does not require new construction.

The Ogden proposal argues that it provides much needed live-work space for artists, but the reality is that it proposes 135 run-of-the-mill apartments over three large new buildings with only 22 live-work studio units in the Garver building itself. Considering that Constellation, Galaxie, Union Corners, and Roysters Corners are all either recently completely, in progress, or soon to be breaking ground, it is a tall task for anyone to argue the immediate need for additional housing developments on the near east side.

Financial Sustainability

Each proposal carries its own measure of risk for failure. While it is important for the committee to vet the financing and business plans of each proposal, the fate of viable plans should ultimately be left to the market. The investment side of the market has already spoken affirmatively for each of the four proposals, and the success of each business plan seems plausible enough that the committee needn't feel obligated to intervene in the market's role in deciding their eventual fate. What I do hope the committee will carefully consider is the ease of reuse of the redeveloped Garver building in the worst-case scenario that the selected development fails. The most important outcome of all is that the Garver building will have been preserved in a sustainable and reusable manner, whether or not the original business concern remains viable over the long term.

So the question becomes, how readily could a different business make use of the improvements of the original developer? It is easy to imagine that a growing tech company, for example, would love to set up shop in the space left behind by the Baum or Alexander developments. In contrast, if the apartment bubble bursts in Madison – which is not difficult to imagine at present – what would be left behind is out of scale and too specialized to be easily repurposed into a completely different type of business.

The Baum proposal in particular has a good measure of immunity to market fluctuations. It has the flexibility to relax the tenant restrictions to include start-up food businesses or even general-purpose space. As testified by Mr. Baum, a failure of the microlodging business would be resolved by simply picking them up and packing them out, without affecting the operational viability of the Garver building.

Thank you greatly for your consideration,

Jacob Shea
3122 Atwood Avenue

Rolfs, Daniel

From: Adam Hinterthuer [adamhint@gmail.com]
Sent: Thursday, February 19, 2015 10:53 AM
To: Rolfs, Daniel
Subject: Support for Baum Team Development proposal for Garver Feed Mill

Dear Mr. Rolfs,

I am writing to voice my support for the Baum Development Team's proposal to repurpose the Garver Feed Mill space as a platform to grow and incubate existing small businesses in our community.

A couple of weeks ago, I was at a science cafe featuring UW-Madison economist, Steve Deller, and he told the room that one thing communities often do when trying to improve the local economy is swing for the fences and "try to lure in a big company that will create 50 or 100 jobs at a time." The batting average on such attempts is low, of course. Deller contended that communities would have much better success nurturing existing businesses and helping them each expand and create a handful of jobs each, adding up to the total impact that "pie in the sky" attempt was aiming for in the first place.

Reading the proposals for Garver Feed Mill, the Baum Team's idea seems to me to be doing just that - taking established and highly valued Eastside brands and helping them grow their business. Not only that, the plan keeps the character of the Eastside as a vibrant, diverse and growing neighborhood. I can't fully express how excited I am at the thought of the redevelopment taking such a progressive, forward-thinking turn. We in no way need more half-filled condos in Madison. Too many of our local businesses start up in town and then head to Verona or Middleton or Sun Prairie when they need to expand. I hope the committee sees that the Baum Team's plan makes the most sense for promoting a local food economy and anchoring them in the place we love to call our neighborhood.

One last note - in my job, I am often meeting with officials of various towns and cities as they work to promote sustainable futures for themselves. Last fall, I met with folks at Detroit's Eastern Market and talked about how to create and sustain a local food economy. Having facilities like the Baum Team is proposing is a huge step in that direction. In fact, similar facilities in Detroit are a bright spot in an otherwise rocky road to recovery. In a city where not a lot is going right, repurposing old infrastructure to help stimulate the local economy and encourage small business growth is a feather in their cap and successful beyond their most optimistic projections. I think a similar plan for the Garver Mill would yield similar results.

All the best,
_Adam

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Adam Hinterthuer
Director of Programs -
Institutes for Journalism & Natural Resources
Freelance Writer
(608) 630-5737
adamhint@gmail.com
Twitter: @ijnr_connect
FB: Ijnr Connect
www.ijnr.org

Rolfs, Daniel

From: Bruce Bosben [bbosben@apexrents.com]
Sent: Thursday, February 19, 2015 3:12 PM
To: Rolfs, Daniel
Subject: Garver Feed Mill

Dan: I am writing to express our support for the Baum Development proposal to redevelop Garver. Bruce

Bruce Bosben
Chairman of the Board
Apex Real Estate Holdings LLC

Rolfs, Daniel

From: Dave Finger [dfinger@outsourced-controller.com]
Sent: Thursday, February 19, 2015 7:00 PM
To: Rolfs, Daniel
Subject: Support for Garver Feed Mill Project by Baum Development and Partners

Dear Mr Rolfs

My name is Dave Finger and I am a business owner in the area of the Garver Feed Mill. I have reviewed the proposal for the redevelopment of the Garver Feed Mill by Baum Development and Partners and I support it. This proposal is "uniquely Madison" and would do great things to regenerate an area that is in vital need of being "updated". I believe this project will if not directly, certainly indirectly support my business by the infusion of new businesses in the area. There is no other project like this anywhere in the greater Wisconsin area.

While I admit I am not familiar with Baum Development I would like to speak in support of Bachmann Construction, the company that will be doing the "heavy lifting" if you will on the project. Bachmann Construction won a competitive bid to remodel the office space we now occupy at 637 E Washington Ave in Madison. They came in on budget and the space is fantastic first class space. If we had a small problem with an issue after construction was complete they were on site the next day, no questions asked, to fix whatever our issue may have been. To my knowledge I have only met Al Bachmann once in my life...I say this only so you know I am not putting in a "plug for a friend or business associate". I have every confidence Bachmann will do a great job with this project.

Sincerely,
Dave Finger

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Dave Finger
President
Outsourced Controller Accounting & Business Services, Inc.
637 E Washington Ave, Suite 103
Madison, WI 53703
[\(608\) 630-9656](tel:6086309656) - Office Phone
(608) 630-9657 - Fax

Rolfs, Daniel

From: Lis Shea [lis.shea@gmail.com]
Sent: Friday, February 20, 2015 10:13 AM
To: Rolfs, Daniel
Subject: Garver Redevelopment

Dan:

I strongly support the Baum proposal for the Garver redevelopment. It is a creative and exciting opportunity for an attractive and dynamic business- and community-focused use that I sure hope we don't pass up.

I live with my husband and 2 kids on Atwood by Garrison. We can see the Garver building from our kitchen window, and during our many trips to the playground and park by Olbrich Gardens, not to mention the bike path. I'm in favor of the Baum proposal because (1) it involves restoring the Garver building, which is a striking and stately asset to our neighborhood, (2) it allows public access to the building and the grounds in a way that I know my family will use regularly, (3) it provides a great environment for local businesses to grow and thrive, and (4) it would add to, and be enhanced by, Madison's already vibrant local and craft food scene, which is one of the reasons Madison is such a great place to live and visit.

I read the City's staff financial review issued February 19th and I have some quibbles. One concern mentioned about the Baum proposal was: "The site has limited visibility which could adversely impact the ability to attract tenants to the Garver building and micro-lodge guests."

Do craft food manufacturers necessarily need visibility from a main road? If they had a storefront, sure, but as I understand it, these are going to be businesses similar to Potter's Crackers, focused on producing a product, not focused on selling it at the production location. I would think any sales or visibility they get through a cafe or other public spaces in and around the building would be an advantage to them, and something that would probably be hard to find in other places they might locate.

For the ACC proposal, shouldn't it be listed as a concern that they are proposing to use \$1,350,000 in city funding to close the gap if the historic tax credits are not available? If this kind of city funding is not a concern, couldn't any of the proposals take advantage of it?

Finally, any new endeavor is accompanied by a certain amount of risk, and of course the city must consider finances. But nothing really wonderful is accomplished without a certain amount of risk, too. Do we want to be a city filled with market-rate apartment buildings? Or do we want to be a city that allows ingenuity to spur local business and create beautiful and unique public spaces?

Elisabeth Shea
3122 Atwood Ave.

Rolfs, Daniel

From: Larry Figgis [peasnsod@yahoo.com]
Sent: Friday, February 20, 2015 4:05 PM
To: Rolfs, Daniel
Subject: Garver feed mill

My family and I live in the area and I support the Garver Feed Mill plan by Baum development. It seems like a good idea and a pretty good plan. Looking at their materials though, I wonder if they are being realistic about parking. I would also like to see--instead of a demonstration orchard--gardens and greenhouses that could provide low-cost fresh vegetables to the community year round.

Thanks

Chris Wolfe

Rolfs, Daniel

From: bekeeg@gmail.com on behalf of bekee [bekee@bekee.com]
Sent: Monday, February 23, 2015 9:54 AM
To: Rolfs, Daniel
Subject: Garver Feed Mill RFP

Dan,

I have lived at 3313 Ivy St for almost eight years, and the Garver Feed Mill site is across the Starkweather creek from my back yard. I've enjoyed seeing the green herons, geese, and ducks that call our little forest home.

I'm writing today because I won't be able to attend the community meeting this week, but I want to let you know that I fully support the Baum proposal for the space. I feel that it will have the least impact on the immediate environment, while offering the most for the community.

Thank you,

Rebecca Gibson

Rolfs, Daniel

From: Amelia Fontella [ameliafontella@gmail.com]
Sent: Monday, February 23, 2015 3:22 PM
To: Rolfs, Daniel
Subject: A neighbor's thoughts on Garver

Good afternoon, Dan,

I wanted to take a moment and voice my thoughts about the proposals for the Garver Feed Mill. I've been following the proposal process closely as the future of Garver Feed Mill will have a direct impact on my neighborhood.

I am a homeowner (3138 Buena Vista St.) in the neighborhood adjacent to Garver that will be immensely and intimately affected by the development of the property.

Looking through the proposals, the two that I feel would best suit the needs, character, and culture of my neighborhood are the Baum proposal and the Alexander proposal. My top choice: Baum.

Here's why. Both Baum and Alexander show a commitment to preserving this historic building which is a highlight of our neighborhood. Their plans transform it into a space that adds to our community in a way that's accessible to everyone. I will likely never set foot in the care facility or the apartment complex, but as an engaged community member, I would look forward to the opportunities that the Baum or Alexander plans offer.

I am sure you've heard from my fellow neighbors. Viewpoints seem pretty consensual:

We don't need or want more housing in this neighborhood.

We want community space and preservation of a historic building and green space.

The Baum proposal is very exciting to me as I am confident it will make my neighborhood a destination, not only in Madison, but in our state and nation.

The micro-lodge portion of the proposal also meets a need of the community: lodging. There aren't many hotels nearby! We have a small house and would love to have a lodging option nearby for visiting friends and family.

Baum has also done an excellent job securing a list of interested tenants: small businesses like Old Sugar Distillery that are already success stories in their industries.

Thank you for taking the time to read my thoughts and please share them as broadly as appropriate.

Sincerely,

Amelia Fontella
ameliafontella@gmail.com
920-268-2461 (cell)

Rolfs, Daniel

From: Jamie Campbell [jamie7campbell@gmail.com]
Sent: Monday, February 23, 2015 4:32 PM
To: Rolfs, Daniel; Rummel, Marsha
Subject: In support of Baum Team Development Proposal

Having reviewed the proposals for the Garver Feed Mill I strongly support the Baum Team Development Proposal. This looks to me to be the most creative, interesting and beneficial use of the space and building. As a resident in the area I believe their project would greatly enhance the neighborhood and provide great value to our community and the city.

Thank you,

James Campbell
1514 Morrison St.
Madison, WI 53703

jamie7campbell@gmail.com

Rolfs, Daniel

From: L. C. Schroeder [leslie.schroeder@yahoo.com]
Sent: Monday, February 23, 2015 5:14 PM
To: Rolfs, Daniel
Subject: Public input for Garver Selection Committee

Hello Mr. Rolfs,

I know later this week the Garver committee is meeting to take public input and although we cannot attend this meeting I sent my hopes that the Baum group proposal will get the committees support to my alder, Marsha Rummel. She encouraged me to forward my thoughts to the rest of the committee and as the staff person for the committee I am hoping you can send along public input emails to the whole group.

I hope the committee will support the Baum group proposal for the reuse of the Garver Feed Mill. The Baum proposal builds off of the momentum the city has for local food and the inspiring energy and passion of so many people working in this field in our city, and can be a part of making Madison a more sustainable place. It would be wonderfully poetic if the Garver Feed Mill were to return again to being a meaningful part of our cities food system and local economy. The vision of the Baum proposal has many good people with focus and energy behind it, neighborhood people who know the city, and I think they have come up with something which has all the right components of economic viability, community connection, and respecting the surrounding landscape. I hope this proposal will get your support.

Thanks so much for your time and work on this decision.

sincerely,

Leslie Schroeder
854 Jenifer Street

Rolfs, Daniel

From: wordofmouthrevisited@gmail.com on behalf of Max Scoll [maxdbscoll@gmail.com]
Sent: Monday, February 23, 2015 5:20 PM
To: Rolfs, Daniel
Cc: Nicoletta Drilias
Subject: Garver Mill Development

Mr. Rolfs,

The Garver Mill redevelopment process offers the city a chance to enhance the Olbrich, Eastmorland, and Fair Oaks Neighborhoods. When I moved to Madison from Seattle I did so because I loved the spirit of this city; its sense of place. We bought our house on Garrison with a full view of the Mill as it sat abandoned. It lent permanence and history to our neighborhood. I am hopeful it can lend resilience, incubate opportunity, and foster community. Your committee has the opportunity to define place for my neighborhood- to choose the Baum Development Proposal and invest in the committee of my neighborhood, Madison, and South Central Wisconsin.

I have attended the last two committee meetings. I have read the proposals, the financial review, the letters from my neighborhood and friends, and I have concluded that the visionary design is an investment in Madison's future via the Baum Development Proposal.

I hope that **all** factors from the scoring criteria are considered in addition to the financial criteria. I hope that equal concern is raised on the access road along Emmett and its impact on the neighborhood, and bike path traffic as is raised on the subject of orchard maintenance. I hope equal concern is raised on the viability of underground parking given the fill conditions and hydrogeology of the site as was raised regarding the vacancy rates of the micro-lodges. I am confident the committee applies objective due diligence to the proposals. I am in strong opposition to the planned apartment development. There are many examples of appropriate, elegant, and respectful redevelopments in Madison, Tobacco Lofts and Lincoln School by ULI come to mind, the proposal and design for multifamily development put forward lacks the visionary destination development and context sensitivity the scoring criteria calls for, and neighborhood hopes for.

I am unable to make the final meeting this week due to work, however I hope my opinions have a place in the dialogue as the decision is made on which proposal to further pursue. My partner and I have made an investment in the Olbrich neighborhood, we hope the city will too.

Regards,

Max Burke-Scoll

190 Garrison St

Rolfs, Daniel

From: Rob Fontella [robertfontella@gmail.com]
Sent: Monday, February 23, 2015 6:32 PM
To: Rolfs, Daniel
Subject: Garver - from Buena Vista Street

H, Dan,

I am writing to express my thoughts about the possible Garver development--a development at the end of our block. Our home is at 3138 Buena Vista.

The Baum group proposal, for me, stands over the others for what it will bring to the neighborhood and what it will leave intact. We would look forward to frequenting the businesses (we already do) and enjoy the grounds as well as take great pride in showing it all off to our friends and family. What's more, there would be a place for them to stay.

We like, too, how the historic building will be preserved. We like that the north plat will be open to enjoy. We love that it will incubate local business--all of which make this a potential jewel in Madison.

In talking to our neighbors, they feel similarly, worried about more housing and not respecting the building and closing down the green space, as I am sure you can imagine.

It seems like only one development, in my mind preserve the right thing while building something new that will be great for our neighborhood and, really, Wisconsin, let alone Madison. The right thing at the right time and fiscally responsible.

I appreciate you considering my comments. Feel free to share them. Thank you, Rob

Rob Fontella
3138 Buena Vista
608-535-9662

Rolfs, Daniel

From: Wes Mosman Block [wes.block@gmail.com]
Sent: Monday, February 23, 2015 7:48 PM
To: Rolfs, Daniel
Subject: Garver Feed Mill

Dear Mr. Rolfs,

I'm writing as an Eastmorland resident in support of the Alexander Company's proposal for redevelopment of the Garver Feed Mill.

The redevelopment of the Garver Feed Mill is very important to the neighborhood as well as the near east side of Madison.

My support for the Alexander Company's project relates to several merits of the proposed event center and also concerns with the Baum Development proposal.

The Alexander Company's proposed event center provides a unique community gathering place that (1) is consistent with the neighborhood values (2) fills a market need and (3) preserves the historic integrity of the Garver Feed Mill to a greater extent than other proposals. In addition, the Alexander Company proposal repays the City of Madison and preserves the public spaces of the property.

While the Baum Development proposal in theory appears to be a "fit" for the area, I am concerned with one of its core assumptions and the potential resulting impact on the surrounding area. In their proposal, Baum Development cites a major reliance on "second stage" tenants (established businesses instead of new entrepreneurs). As a result, this model depends on established local business relocating to the new development which potentially could strip the Atwood and Willy street neighborhoods of existing businesses that make up its fabric. I argue that the near east side already provides an environment for the exact type of businesses that Baum Development hopes to attract. In addition, the success of the Baum proposal will depend on the success of many partners well as the project being perceived as a destination location. While this may be possible, there is greater risk to both the long-term success of the project and the impact on the neighborhood.

The Alexander Company proposal will serve individuals, organizations, and businesses in the neighborhood and throughout Dane County by supplying unique event space that is currently unavailable. It proposes to do so through a tasteful treatment to a historic building while respecting its immediate surroundings. The project is supported by a simple and sustainable business model that relies on reputable partners.

I hope the City of Madison considers these points in its decision.

Respectfully,

Wes Mosman Block
3606 Richard St
Madison, WI 53704

Rolfs, Daniel

From: Barbara Graverson [ivynet17@gmail.com]
Sent: Monday, February 23, 2015 10:19 PM
To: Rolfs, Daniel
Subject: Garver Feed Mill project

Mr. Rolfs,

I'm contacting you to express my support for the Baum Development proposal for the Garver Feed Mill site. As a neighborhood resident for the past 25 years, I believe this proposal will preserve the character of our neighborhood and unique wildlife habitat surrounding the feed mill. I do not believe Fair Oaks Avenue could sustain the traffic that would be generated by an increase in housing density and the event space holds limited appeal. The Baum proposal is a opportunity to create a vibrant, unique community space reflective of the values of our neighborhood; a model for urban sustainability and the preservation of green space in our community. Please consider this an endorsement of the Baum proposal.

Sincerely,
Barbara Graverson
3315 Ivy Street

Rolfs, Daniel

From: John Wagnitz [jjwagnitz@yahoo.com]
Sent: Tuesday, February 24, 2015 10:19 AM
To: Rolfs, Daniel
Subject: support the "Baum Team Development" proposal

Please support the "Baum Team Development" proposal for the Garver Feed Mill.

As a homeowner in the neighborhood, I believe this proposal is the best fit for our neighborhood.

Thank you for your consideration.

Sincerely,

John Wagnitz

165 Ohio ave.

Madison WI 53704

Rolfs, Daniel

From: Kerry Martin [kerryamartin@gmail.com]
Sent: Tuesday, February 24, 2015 2:46 PM
To: Rolfs, Daniel
Cc: Leah Evans
Subject: Preference on Garver proposals

Hello.

My family and I live on Emmet Street, very close to the Garver property.

I am a big fan of the Alexander and Baum proposals. I think they fit best within the neighborhood, while honoring the building and property.

I am strongly opposed to the ACC and Ogden proposals.

Thank you,

Kerry Martin

3129 Emmet

--

"Where the telescope ends the microscope begins, and who can say which has the wider vision?"

-Victor Hugo

Rolfs, Daniel

From: Susan Mills [susantmills@att.net]
Sent: Tuesday, February 24, 2015 4:04 PM
To: Rolfs, Daniel
Subject: "Baum Team Development"

Mr. Rolfs-

I am writing today to relate my support for the Baum Team Development for the Garver Mill project. I have reviewed the proposal by David Baum and Bryant Moroder and found it be be inspiring and forward thinking. This would be an excellent use of the facility and a focal point for the community as well as an attraction for visitors to Madison.

I have also had the pleasure of knowing Bryant personally and professionally and find him to be dependable, competent and very knowledgeable. My experience with Bryant is he has great vision and the determination to make that vision a reality.

I believe the City of Madison should accept the Baum Team proposal and continue Madison's tradition to make our City one of the premium places to live and a prime destination spot.

Thank you for your time and attention to this matter.

Sue Mills
Eastside resident & Fleet Manager for Community Car, LLC

Rolfs, Daniel

From: John Reinders [johnjreinders@gmail.com]
Sent: Tuesday, February 24, 2015 5:21 PM
To: Rolfs, Daniel
Subject: Garver comment

Hi Dan,

I'm emailing you to express my support for the Baum team proposal for the old feed mill. I think the micro-lodging idea is cool and I like the bike and pedestrian friendly emphasis. Also, the space will likely provide a boost for local employment and business development...and a great space for events. Put my name in the "for" column.

Thanks,

John Reinders
[3013 oakridge ave](#)

Rolfs, Daniel

From: Daniel Kiernan [daniel.c.kiernan@gmail.com]
Sent: Tuesday, February 24, 2015 8:55 PM
To: Rolfs, Daniel
Subject: Garver Feed Mill RFP

To the Garver Feed Mill Criteria and Selection Committee,

Thank you for providing the opportunity to discuss development plans for the Garver Feed Mill Site. I am unable to attend the February 26th meeting and I hope to provide some thoughts to the Committee before they begin the scoring process.

I have read each of the emails submitted to the committee so far and it is clear that a majority of residents in the vicinity of the Garver Feed Mill favor the Baum development proposal. I recognize, however, that the committee has a responsibility not only to the residents of the neighborhoods immediately surrounding the site, but to the city as a whole. What would be best for the resident next door may not seem best for Madison. I would like to emphasize my strong belief that the interests of the city **do** align with those of the neighborhood.

The city is charged with soliciting, approving, and regulating development to address the diverse needs of its residents. It must thoughtfully consider access to services and balance local considerations with city-wide demand. When taking this approach to evaluate the four proposals, the committee will find that only two proposals meet needs that are underserved in Madison. The ACC and Baum proposals are each anchored by a business with increasing demand in Madison and few other venues to meet this demand. The Alexander and Ogden proposals, although worthwhile, are designed to provide services which already have alternative venues or have recently received extensive development throughout the city.

The Alexander developers contend that the scale of this development meets a need in Madison for a medium-sized event space capable of hosting regional events. This contention is in answer to questions related to the development's anticipated competition with the Monona Terrace Convention Center. It is worth noting that although Monona Terrace does provide space suited for national events, much of its programming remains regional events. Further, there are many alternative locations in Madison at the scale of the Alexander proposal. To name a few: Overture Center, UW-Madison Memorial Union, Edgewater Hotel, Madison Masonic Center, and the proposed Gebhart development at 800 E. Washington. I have confidence that the quality of the Garver Feed Mill Site and the Alexander proposal would allow it to compete well with these other sites, but I feel that there will be little value added to the overall Madison community.

The Ogden proposal to provide residential living space on the site targets the high demand for rental units in Madison. The stress that low vacancy rates place on renters is extreme, even forcing some to leave their property out on the street overnight as they wait for leases to turn over in August. Fortunately, multiple developments are already addressing this demand. I currently live in the Constellation building completed in 2013 and can see the daily construction progress of the Galaxie building across the street. Closer to the Garver

Feed Mill site, buildings on First and Atwood, and Atwood and Jackson are underway. The city should continue to monitor vacancy level concerns, but does not need to consider the Ogden proposal to meet this need.

The two remaining proposals, ACC and Baum, are better suited for the needs of the city. These developments would greatly improve the sense of community across Madison.

The ACC proposal highlights the growing demand for community living options targeted to aging adults. Without specialized assisted-living services, many elder residents are forced to choose between moving back in with family to serve as caretakers or moving into higher level of care facilities such as nursing homes. Well-designed residential options, such as the ACC development, provide the support elder residents need while giving them the opportunity to remain engaged with their communities. There are not enough assisted-living options in downtown Madison for adults who wish to remain in this area. The Garver Feed Mill Site is ideally located for residents to enjoy both the local businesses of the Atwood area and outdoor programs at Olbrich Botanical Gardens.

The Baum proposal would serve as an accelerator for economic development in the city. With facilities dedicated to local businesses focused on scaling their operations, the Baum development would serve as a “force multiplier”. The Baum proposal would enable businesses to grow their workforce and better serve their patrons by improving businesses’ ability to increase production while decreasing their capital investment risks. The additional benefits of establishing sustainable agriculture and living operations would make this site unique not only in Madison, but in the nation.

Although I believe both the ACC and Baum proposals provide value to the city, my ultimate recommendation is for the Baum proposal. The highlights of this project are obvious: it preserves the character of the historic mill building; provides public access to the building and North Plat; provides on-site jobs; facilitates economic development for area businesses; and broadens the natural appeal of the gardens, creek, and park. There are benefits to each of the other proposals, but none capture the unique character of the Garver Feed Mill site nearly as well as the Baum proposal.

Thank you for your consideration.

Daniel Kiernan

Rolfs, Daniel

From: Tyler Huebner [tyler.huebner@gmail.com]
Sent: Tuesday, February 24, 2015 9:56 PM
To: Rolfs, Daniel
Cc: Rummel, Marsha
Subject: Letter of Support - Garver Feed Mill, Baum Team Development Proposal

Dear Mr. Rolfs,

I am writing today in support of the Baum Team Development Proposal, "Making History, Again," to redevelop the Garver Feed Mill into a functional, 21st century artisan food production facility to enhance Madison's presence in the local food movement.

Madison's east side has been developing a wonderful commercial atmosphere and only the Baum Team Development proposal will spawn further economic development for our east side. In addition, the "Making History Again" proposal would capitalize on a growing industry which Madisonians, especially east-siders, want: local, fresh, and organic foods.

In my opinion an event center is a great risk for under-use, especially as we know Monona Terrace is already under-used, spawning desire to build a hotel downtown to help get the Terrace booked more regularly. Without lodging nearby (and there isn't sufficient lodging nearby currently) a new event center is risky. The two other proposals, for housing, will not bring any economic, lasting, or cultural value to this unique Garver opportunity.

After work today I had the chance to walk over from my house with my daughter and examine the building and the space. The building and location present a great opportunity for Madison, especially with the proximity to Olbrich. The Baum Team's exceptional credentials for green buildings gives me confidence that if chosen, their selection will be the most eco-friendly solution that best fits into our neighborhood and the natural settings of Olbrich Gardens and Olbrich Park.

Thank you for accepting public input on these proposals, and best of luck with your review and selections.

Many thanks,

Tyler Huebner
2401 Oakridge Ave
Madison, WI 53704
tyler.huebner@gmail.com
608-575-2201

Resolution

Approved by: OBS Board of Directors

Date: 2.24.2015

Whereas, the Olbrich Botanical Society conducted a capital campaign in the late 1990's to purchase the Garver Feed Mill as a landbank for the Gardens' future, and,

Whereas, once the Garver property was purchased, the Society transferred title of the property to the City of Madison with a deed restriction that recognized its role in the future of Olbrich Gardens, and,

Whereas, such transfers were common of all property bought with Society funds and the city's subsequent transfer of the adjacent lands from the CDA to the Parks Department was recognition of the joint understanding to create a place for the future needs and growth of the Gardens, and,

Whereas, the Olbrich Masterplan that followed (2000/2001) placed new public gardens and substantial back-of-the-gardens maintenance and storage facilities on the lands northeast of the tracks, and,

Whereas, the city decided to explore re-use of the Garver building and revised an Olbrich Park Land Use Plan in 2009 that identified nearly 10 acres adjacent to the Thai Garden as the land bank for the future development of gardens for public use while maintaining the existing Gardens and Parks storage and maintenance facilities in and around the Garver building specifying a 14,000 sq ft cold storage facility and a minimum of 3 acres of space for materials storage and processing, and, in-ground nursery that can be incorporated into landscaping of the site, and,

Whereas, the Olbrich Botanical Society removed a deed restriction to allow for a re-use for the Garver Feed Mill provided that the Gardens and Parks storage needs continue to be accommodated in the Garver building itself or in a newly constructed building nearby, and the leaf mulch operations, nursery, and materials storage were also back-of-the-garden needs that were designated to be accommodated on property adjacent to the Garver building,

Therefore be it resolved that the Olbrich Botanical Society Board of Directors welcomes re-investment in the Garver building and, after completing a general review of the four pending proposals, believes that each can be compatible with Olbrich Gardens. The Board strongly believes that the appropriate place for the Gardens and Parks maintenance and storage facilities is across the tracks from the Gardens – not wanting to either replace areas of existing gardens or use valuable land adjacent to the Thai Garden that is designated for future public gardens and asks that the Garver Feed Mill Criteria and Selection Committee be diligent in their review of the proposals so that the needs of Olbrich Botanical Gardens back-of-the-gardens cold storage, leaf mulch processing, landscape materials storage and nursery are protected.

Rolfs, Daniel

From: Jim Hirsch [jhirsch@pdrmadison.com]
Sent: Wednesday, February 25, 2015 12:43 PM
To: Rolfs, Daniel
Subject: Garver Feed Mill

I'm writing in support of the Baum Development proposal to restore and develop the Garver Feed Mill. As you know I led a team of area businesses, non-profits and volunteers that submitted a proposal during a previous effort to develop this property in the public interest, compatible with the needs of Olbrich and the desires of the surrounding community. Baum's proposal does everything we attempted to do and more. It preserves and enhances the horticultural uses of the site and provides an innovative low-impact solution for economic development in order to generate the revenue necessary to make the project work.

Baum's track record gives their proposal credibility. Their proposal to showcase micro-housing as green lodging is first-rate. It is impossible to review any discussions on housing in the 21st century without seeing the impact this movement has already had. Their promotion of artisanal food has regional economic implications as well as bolstering the Madison area's reputation as a leader in healthy food and responsible farming.

At the time our proposal was submitted, our most persistent challenges were concerns about parking and the development of the North Platte. Baum's proposal is respectful of the site and minimizes vehicular traffic and parking as much or more as any commercial development could hope to.

It is an outstanding proposal that will bring credit to Madison. The proposed uses are not in conflict with Olbrich and will not endanger the world-class gardens they've created. It will not adversely impact the surrounding communities. It will create a variety of high value public uses and it will restore a landmark building for the use of future generations.

This proposal impressively matches a viable economic solution to the stated public interests in the RFP. It demonstrates the best of private-public partnerships and deserves the support of the selection committee and the city.

Jim Hirsch



Office: 608-839-4100

Fax: 608-839-8843

Cell: 608-235-6119

www.pdrmadison.com

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Rolfs, Daniel

From: Linda Kietzer [lrkietzer@sbcglobal.net]
Sent: Wednesday, February 25, 2015 12:46 PM
To: Rolfs, Daniel
Subject: Feedback on the Garver proposals

Hello,

I have lived on James Street, just a block away from the Garver proposal area, since 2001. Please register my support for the Baum proposal.

Thanks,

Linda Kietzer
3202 James Street
Madison WI

Rolfs, Daniel

From: Gilbert Altschul [gil@grampaspizzeria.com]
Sent: Wednesday, February 25, 2015 1:37 PM
To: Rolfs, Daniel
Subject: graver feed mill

2/25/15

To Whom It May Concern:

I am writing this letter to voice my support for the Baum Proposal at the Garver Feed Mill. After a very informative meeting with Bryant Moroder I feel quite strongly that this project would be the ideal fit for the building and surrounding area.

As a resident of Madison I am excited at the idea of bringing so many different talented producers together under one roof. This type of “incubator” only motivates the tenants to push further, create more and think outside of the box.

As a small business owner, particularly one involved in the restaurant and bar industry the proposal is even more exciting. It is great to see ideas come to life that move us forward and challenge us to be better. I have a strong interest in being involved in this project in some capacity as I continue to grow and expand.

Sincerely,

Gilbert Altschul

Chef/Owner

Grampa’s Pizzeria

1374 Williamson St

Proprietor

Gib’s

1380 Williamson St

Rolfs, Daniel

From: Nicoletta Drilias [nikkidrilias@gmail.com]
Sent: Wednesday, February 25, 2015 3:11 PM
To: Rolfs, Daniel
Subject: Public Comment for Garver Mill

Hello,

We recently bought our first home at 190 Garrison St. The house is wonderful and really highlights what we love about Madison.

We overlook the side of Olbrich Park (and can see the Olbrich dome change colors at night) and I can look out on the Capital City trail when deciding if the weather is good enough to bike (turns out it almost always is!). Proximity to the bike path and walkability of neighborhood were at the top our list during the house hunt.

When describing the location of our house, I usually start with by Olbrich, off Atwood, by the bike path, but invariably default to, you know that big cool abandoned building by the bike path? I can see that from my house. People almost always know what I'm talking about then.

I've attended two community meetings and plan to attend the meeting tomorrow and I support the Baum proposal. I feel that it exemplifies the interests and values that make Madison unique and special.

I would be excited and proud to share my neck of the woods with the artisan food space and microlodges. It seems there are apartment buildings popping up all over town and I think the iconic Garver Mill space is better suited for something more, as Baum has proposed.

I look forward to attending the meeting tomorrow and moving forward in this process.

Nikki Drilias
190 Garrison St

Rolfs, Daniel

From: Dea Larsen Converse [dealarsen4@gmail.com]
Sent: Wednesday, February 25, 2015 4:09 PM
To: Rolfs, Daniel
Cc: Lance Green; Carl Landsness; Flores, Alfonso; Allison Werner; Sean Gere; dnjohnson@yahoo.com; rhondajoy55@comcast.net; david_pulkowski@gmx.com
Subject: Comments on the Garver proposal from Friends of Starkweather Creek

Hi Dan.

The following are comments from the Friends of Starkweather Creek on the Garver Feed Mill proposals. Thank you.

Date: February 25, 2015

To: The Garver Feed Mill Criteria and Evaluation Committee

From: The Friends of Starkweather Creek

Dear Committee Members,

Thank you for the opportunity to comment on the Garver Feed Mill project. We appreciate the opportunity to share our goals and insights and hope you will consider them in choosing the final development project for the North Plat.

The Friends of Starkweather Creek advocates for projects in the watershed of Starkweather Creek that will promote a healthy urban stream. Specifically, we promote projects that will give the streambanks a natural appearance and provide a healthy habitat for fish and wildlife. We want the creek to be inviting and usable for recreation. We want neighborhoods surrounding the creek to have access through an interconnected network of paths from Lake Monona through an unbroken green corridor along the entire creek. We are dedicated to finding a place, or places, near the creek where people can learn about the watershed of Starkweather Creek. We are dedicated to creating projects that will result in Starkweather Creek contributing good quality water to Lake Monona.

Some elements that we would like to see in development projects in the watershed of Starkweather Creek, in general, are:

- Runoff from the project is treated so that excessive nutrients and salt do not reach the creek.
- A buffer zone of native vegetation is created to add wildlife habitat and aesthetic beauty.
- Rainwater is contained on-site and re-used.
- On-site educational materials acknowledge the proximity of the creek and promote stewardship of it.

- Stormwater management projects are properly maintained to function at peak efficiency.
- Construction runoff measures are used and properly maintained so that runoff during construction does not negatively impact the creek.
- Future property maintenance, including leaf and snow removal, does not result in piles that will contribute nutrient and salt runoff into the creek.
- Consideration is given to ensure that noise and light do not discourage wildlife in the creek corridor.

We offer these recommendations that echo some of the points that the SASY Neighborhood Association made in their letter.

- The Friends of Starkweather Creek are committed to achieving the Parker Jones vision of the North Plat as the start of an east side arboretum, with a nearly unbroken green corridor from Lake Monona, through the North Plat, to the freeway south of East Towne, and to provide public access to that green space by kayak, bike, foot, ski or snowshoe. We support the Baum proposal as the best alternative to provide that public access.
- We support a driveway close to the existing rail line and bike path to keep vehicular traffic concentrated and minimize intrusion into functional wild space around Starkweather Creek.
- We support the preservation and enhancement of the wild space on the North Plat in order to allow the quiet enjoyment of the creek. In that regard, the Baum proposal is the most sensitive to the natural environment and to the community values that the Friends have promoted for the North Plat for decades. The other proposals either promote private ownership or strike a discordant cord by promoting large crowds that would disrupt the quiet enjoyment of the natural area near the creek.

Thank you again for inviting and hearing our comments. Whichever project is selected, the Friends of Starkweather Creek will work with the developer to promote the principles outlined in this letter. Please feel free to contact us if you would like to discuss these elements further.

Sincerely,

Dea Larsen Converse, Co-Chair, Friends of Starkweather Creek

Lance Green, Co-Chair, Friends of Starkweather Creek

<http://www.starkweatherfriends.com/>

Rolfs, Daniel

From: C Wood [cwood0@hotmail.com]
Sent: Wednesday, February 25, 2015 4:57 PM
To: Rolfs, Daniel; Rummel, Marsha
Subject: Garver Feed Mill Proposals

Dear Mr. Rolfs and Alder Rummel,

I am writing to express my vehement support for David Baum's development proposal. The Garver Feed Mill holds the potential of being a truly amazing community resource instead of simply being turned into housing benefiting only a few individuals or a venue space whose need I question.

Baum's proposal creates a vision to birth the Garver Feed Mill as that amazing community resource with multiple spaces that honor the original building and its natural grounds. This proposal if approved will not only draw people together in the Madison community but it will draw outsiders to Madison bringing further economic gain to our beloved city. I find the vision deeply exciting.

I appreciate Mr. Baum's respect for the natural setting by creating nature trails and outdoor family space as well as spaces in which to grow food. I am reassured that this proposal will become a reality, if approved, because of the first class team with a proven track record that has been assembled by Mr. Baum. I ask that you support the approval of this proposal.

Mr. Rolfs in your February 19, 2015 memo to Committee Members about the Proposals' Financial Review, you express concern that the Baum proposal's micro-lodge technique is untested. As a community resident on Lakeland Ave I would love for visiting friends and family to be able to access these micro-lodges. As you mentioned it is a couple miles to any hotel room.

These lodges could be very creative showpieces and would make wonderful housing for guests attending weddings at the Olbrich Gardens as well as at the Goodman Community Center. I learned recently the function rooms at the Goodman Community Center are filled May to October primarily with weddings. I have spoken to a couple neighbors and they too would welcome the option of housing close by for visitors.

I returned last year from living in Europe for 12 years where the concept of micro-homes and micro-living is further advanced and has proven successful. This idea is not a shot in the dark with no merit. Further if you do a quick internet search you will find many companies creating micro-homes in settings from NYC to Louisiana. Actress Patricia Arquette's non-profit "Give Love" (www.givelove.org/past-projects/) turned shipping containers into homes for people in Haiti. I believe this is an idea whose time has come.

I am firmly against the Garver Feed Mill being turned primarily into further housing with minimal benefit to the wider community such as in the Ogden & Company and the Alternative Continuum of Care proposals. These proposals would impact the local community greatly and provide little return to the community. I am interested in the Alexander Proposal but question what events would provide the income stream. I'm sure you recall the income challenges for the Convention Center and Overture Center.

I have spent many hours in the past year sitting on the defunct rail bridge overlooking Starkweather Creek listening to and watching the birds and wildlife. The Baum proposal feels like the only one that would have a chance of providing a home to the many raptors that live in the area. This is another reason I ask you, Alder Rummel, to grab this vision and vote yes. I look forward to seeing further rejuvenation and cultural growth on Madison's east side.

Thank you for your time and if you'd like to speak to me my cell is 608-609-8653. I'm sorry I am not able to come and testify.

Best wishes,
Christine Wood

Rolfs, Daniel

From: Eileen Stuntebeck [eielectric@yahoo.com]
Sent: Wednesday, February 25, 2015 6:14 PM
To: Rolfs, Daniel
Subject: Garver proposals

Dear Dan Rolfs and the Parks Committee:

I have been interested in the Garver building for years. I am glad that plans are moving forward for it. I have attended various meetings regarding the building, but I will be unable to attend February 26th's meeting.

I want to express my preference for the Baum proposal for craft food production. Their proposal seems the most exciting and inviting for the neighborhood. They seem to have much respect for the preservation of the building and for the green space and creek. I believe this will be a big asset to the neighborhood and the city. I was impressed by the letters of interest from several producers of food and drink and would be excited to visit and purchase their products. I think many people will feel the same way.

I like the ideas of orchards, vineyards, mini-lodging. I believe they can start small (maybe only a few micro-lodges) and see how it goes.

I definitely oppose a bunch of apartments being built there. I have been told that this land was set aside to NOT be used for housing. Besides that, we are soon going to have a glut of apartments in the city.

I fear the other proposals, too, could price the neighbors out. I like the idea of living in the neighborhood as an elderly person, but I don't know if I could afford or would end up living at a continuum of care sort of place. And the event center may only cater to those who can afford to hold an event there.

I appreciate the effort and thought you have put into this. I request that you recommend the Baum proposal.

Thank you.

Sincerely,

Eileen Stuntebeck

Rolfs, Daniel

From: Peggy Garties [pgarties@gmail.com]
Sent: Wednesday, February 25, 2015 8:14 PM
To: Rolfs, Daniel
Cc: Rummel, Marsha
Subject: Garver Feed Mill proposals

I would like to register my support fo the Baum Team development proposal for the Garver Feed Mill. I feel that this would be a great use of the space and a great addition to the neighborhood. As a resident on the near east side and a property owner in the Garver area (Lindbergh Street) I am keenly interested in a project that would bring both business and neighborhood benefits to the area. This looks like a place that I would like to visit, that would enhance the neighborhood, my property values and be a boon to the greater community and to the city as a whole. I especially like the benefits in terms of bringing in small businesses, encouraging urban agriculture, and providing green space and walking trails and enhancing the riverfront.

Thank you very much.

Peggy Garties
1514 Morrison St.
Madison, WI 53703
and
3102 Lindbergh St.
Madison, WI 53704

Rolfs, Daniel

From: Steve Steinhoff [steindaq@gmail.com]
Sent: Wednesday, February 25, 2015 9:51 PM
To: Rolfs, Daniel
Subject: Fwd: Garver selection

>
> Hi Mr. Rolphs,
> I am writing to encourage you to support the Baum proposal for reuse of Garver. I believe
their proposal is the most innovative one that will bring food sector jobs to the region.
> Steve Steinhoff
> 1219 Spaight st. Madison
>

Rolfs, Daniel

From: Carl Landsness [earthchild@rebirththeearth.org]
Sent: Thursday, February 26, 2015 4:15 AM
To: Rolfs, Daniel
Cc: fsc-discuss@yahoogroups.com; Sasyna-discussions; einpc@yahoogroups.com; sustaindane@yahoogroups.com
Subject: Garver RFP comments
Attachments: photo 1.JPG; photo 2.JPG

I wish to expand on the Jan. 7 comments (below) that I made re the Garver RFP's.

As a boy growing up nearby (in the 50's and 60's), the Garver/Olbrich area was the hub of my playground all over the watershed (as described in [this Isthmus article re Garver](#)). Now, it is my lifeline to sanity, serenity, and serendipity. I walk, bike, paddle, play, pray, and dream there often... awed by the gem of an urban wilderness hidden from most (i.e. the 26 acre N Plat surrounding Garver). At a time when technology, fear, and frenzy threaten the sanity of society and the balance of nature, this hub of the Starkweather watershed (at the confluence of the east and west forks) offers a uniquely pregnant possibility for exploring new ways of healing and nurturing our lost and wounded children, abandoned elders, wounded eco-system, and disenfranchised adults (e.g. homeless, unemployed, mentally ill, disabled, delinquent, paroled, and 'worker bees'). I see a fertile laboratory for transforming adversarial people and organizations into synergistic life-serving soul-serving partners and co-creators (e.g. neighborhoods, Friends of Starkweather, Olbrich Gardens, Madison Kipp, Wisconsin & Southern Railroad, WI DNR, Goodman CC, local schools, youth centers, elder care centers, rehab centers, city government, churches, and businesses).

I see an expanded version of the Baum proposal best facilitating these possibilities... and will speak more to this at today's 5pm committee meeting.

Carl Landsness
413 Ring St.
Madison 53714

From: Carl Landsness <earthchild@rebirththeearth.org>
To: "drolfs@cityofmadison.com" <drolfs@cityofmadison.com>
Sent: Wednesday, January 7, 2015 11:30 AM
Subject: Garver RFP comments

Having been peripherally involved in this process for ten years (in various capacities), I am delighted to see promising proposals emerge for this decaying structure and depleted process. As a Friends of Starkweather Creek board member (but not speaking for the Friends), I have strong preferences for the Baum proposal... which looks compatible with the surrounding 26 acres and nearby creek (and with the visions of many neighbors and Starkweather friends). I see rich potential for exploring life-serving synergy with people, land, creek, and community in new and novel ways (and will speak to that at tonight's meeting).

I personally wish the Baum proposal would expand to empower parts of the population commonly labeled delinquent, mentally ill, homeless, unemployed, retired, and disabled: e.g. as apprentices, stewards, and co-creators for the proposed businesses, education, and land. I'd also like to link this proposal with nearby and distant resources: e.g. with a human-powered trolley from Garver/Olbrich (on

existing rail) to campus... to empower the above people, transport goods and people, co-create art in the rail corridor, draw visitors to Madison, model healthy transportation, and inspire other communities.

Thank you for your commitment, patience, and perseverance on this **loooooong** and tedious project. I couldn't have hung in there like you have.

Carl Landsness
413 Ring St.
Madison 53714

PS The attached photos show a serendipitous sculpture in yesterday's serene snow near the Garver building. It felt symbolic of what can be created there.

Rolfs, Daniel

From: Jeffrey Potter [jwatsonpotter@onemancamera.com]
Sent: Thursday, February 26, 2015 6:42 AM
To: Rolfs, Daniel
Subject: Support for Baum Team Garver Proposal

Importance: High

Dan,

Good morning! My family and I live on the near east side, 250 Division St., not too far from the Garver Feed Mill landmark. We've lived in our home for about 11 years and we love this neighborhood, our sense of community and the many benefits around us - including great restaurants, access to the lakes and parks and the sense of history.

We've been very interested in the future of the Garver Feed Mill since we moved to the area. We're passionate about local history and preserving historic buildings and were excited when the city opened an RFP for redevelopment of the site. We're regular visitors to Olbrich Gardens and are proud supporters of that park. We are most excited about the possibility of extending the green space and community space of the gardens with this development.

After reviewing all of the proposals, and finding much to like about all of them, we'd like to offer our strongest endorsement to the "Baum Team Development" proposal. The connection they made between the opportunities for extending the community aspect of the gardens, the increasing interest and business opportunities in local food, agriculture and small business and continued need for city leadership on sustainable development projects made this the strongest proposal in our minds.

And, unlike some of the other worthy proposals, we liked that the Baum proposal was a bit lighter on the land, allowing opportunities for changes and potential alterations in the future. The larger footprints of the bigger housing projects feel a little too permanent, perhaps too much of a risk for this green space and watershed. I don't want to be too precious about it, but this corridor on the east side has the potential to serve as a more engaged, sustainable and humane mirror to the UW-Arboretum on the west side.

Thanks for considering our comments, if you have any questions, please contact me via email or by phone at 608-241-4828.

Best,

Jeffrey Potter

Rolfs, Daniel

From: Efrat Livny [elivny@sbcglobal.net]
Sent: Thursday, February 26, 2015 8:41 AM
To: Rolfs, Daniel
Subject: Support for the Baum proposal for the Garver Feed Mill

Importance: High

Dear Mr. Rolfs,

I am writing to express my enthusiastic and unequivocal support for the Baum proposal for the Garver Feed Mill.

I am a neighborhood resident with great love for this part of our city. I am an avid gardener and a supporter of Olbrich which I visit as frequently as I am able, and walk by daily. I have watched the transformation of the Goodman Community Center and am involved in many ways with this incredible accomplishment of both design and function. Currently I am involved in developing an old 4,300 square foot building on Atwood Ave. into an innovative center, "Threshold", which will combine a collaborative workplace with beautiful and vibrant community space. I have been following the development of the proposal for the Garver site with great interest and high hopes.

I have looked at the various proposals and have to say that the Baum proposal is the only one that meets these high hopes. The plan is multifaceted and offers creative ways to address the unique location and natural beauty of the site and offer access and utility in an exciting ways. It addresses business development needs along with education and public access. It provides a much needed space for the creation, display and sale of artisan food which is one of the highlights of Madison and its surrounding communities. It offers education and training. It provides an event venue of the appropriate size for the site and the neighborhood. It allows nature to remain nature and offer tranquility and wildlife habitat right in our midst. It takes new and innovative housing concepts and incorporates them into the site in a way that can become both a design feat and a very functional and original way to provider accommodations to the many people this site will attract. Mr. Baum has proven to be a visionary developer and I am delighted that he is offering Madison the expertise and the positive and creative spirit that have made his Chicago projects such a success.

It would break my heart to see this incredible opportunity be lost to another residential project or an oversized event venue (especially with the existing ones struggling to make ends meet and new ones coming on East Washington Ave.). It would be an irretrievable a loss to our community of a development that could enrich, amplify and beautifully compliment the wonderful corridor created by Olbrich Gardens, the bike path, the Goodman Community Center and the community gardens. It would also take away a source of inspiration and a cornerstone to which other creative business and community ventures like "Threshold" can connect with and collaborate with.

While I will not be able to be present at the hearing tonight, I hope that, via this email, my voice joins that of many in the neighborhood who strongly support this proposal and cannot wait to see it materialize.

With Respect,
Efrat Livny
Residence: 1512 Rutledge St.
Business: Threshold, 2717 Atwood Ave.
608/220-8849
elivny@sbcglobal.net

Rolfs, Daniel

From: Tom Stoebig [tstoebig@charter.net]
Sent: Thursday, February 26, 2015 10:29 AM
To: Rolfs, Daniel
Subject: Garver Feed Mill proposals

Dear Mr. Rolf,

I am writing, somewhat belatedly, in support of the Baum Development proposal for the Garver Feed Mill site. I am pleased that city planners, elected officials and citizens have such a wide choice of proposals from which to select.

Having lived in the area since 1986, and having served on the County Board from 1994-2000 and from 2006-2012, representing the Eastmorland and Lake Edge neighborhoods during this time, I very familiar with the site and its challenges. I have had many opportunities to walk and bike along the site and surrounding area during the intervening years, and I also belong to the Olbrich Botanical Society and view the Gardens regularly.

What will work best from a synergy standpoint to Madison's growing interest in local foods, tourism development, Olbrich Gardens' long-term plans for its site, and other development projects on Madison's eastside, such as Royster Corners? I would have to agree that the Baum Development proposal meets that personal criteria as the best development proposal for the site. It also requires less in terms of the amount of historic preservation tax credits, an issue that becomes a serious one if the proposed state budget is approved as introduced by the Walker Administration.

I cannot speak for the entire neighborhood nor has the LENA Board taken a position on this issue, but I urge approval of the Baum Development proposal for the Garver Feed Mill site.

Sincerely,

Tom Stoebig, President
Lake Edge Neighborhood Assn
4309 Hegg Ave

Rolfs, Daniel

From: Stephanie Steigerwaldt [steigerwaldt@hotmail.com]
Sent: Thursday, February 26, 2015 1:00 PM
To: Rolfs, Daniel; Marsha Rummel
Subject: Letter of Support for the Baum Team Development Proposal @ Garver Feed Mill

Importance: High

Dear Dan Rolfs and Marsha Rummel,

I enthusiastically support the Baum Development Proposal at the Garver Feed Mill and North Plat. After reading their proposal and watching them present it on the City Channel Public Presentation (1/22/15), I feel strongly that the Baum Development proposal is practical, visionary and timely, and that it will be an economic and ecologic boon to our east side community, city and region, primarily because it will:

- Foster the growth of the local craft-foods movement – a movement that is exploding with no clearly defined hub. Creating a space where these artisans can work and collaborate will grow jobs in our communities and bring people together in celebration of healthy, fun, tasty living.
- Create jobs by providing space for sustainability nonprofits to work and collaborate as they improve the quality of our lives.
- Offer examples of sustainable living (eco-lodge of tiny houses, hiking trails, community gardens and orchards) that invite public interaction and inspire healthy living, as well as offer indoor and outdoor space for people to gather and enjoy. And the eco-lodge, produce from the community garden, and fruit from the orchard will all generate revenue.
- Support the goals of Olbrich Gardens in myriad ways, one of which is developing the area as an eco-tourist destination, offering a unique lodging experience located next to the Gardens and along the bike path with access to gathering spaces.
- Be developed by the award-winning Baum Development team who have a proven track record with large scale adaptive reuse projects and the preservation of historic buildings. With more than 25 years under their belt, they have completed every project they have started and no clients have ever lost money. They know what they are doing and how to bring multiple stakeholders together effectively.

In a recent [Wisconsin State Journal interview of Madison's mayoral candidates](#) Paul Soglin was asked:

“What is the city's biggest economic development opportunity?”

He replied, “**Our future lies in two areas.** First is technological advancements and **the second is returning to our roots – an economy based on food.** Madison is gaining a national reputation for entrepreneurship in technology and **admiration for our rich agricultural focus from farm to table.**”

I agree wholeheartedly that Madison could become the “Napa Valley” of the local, craft-foods and farm-to-table movements and that the Baum Development Proposal would fuel this momentum. These movements are not fads. On the contrary, these movements reflect deep-seated shifts in values as our communities come to terms with the need to live in more sustainable ways. And they are economically viable to boot!

Thank you for your time and consideration,

Stephanie Steigerwald
1335 1/2 Williamson Street
Madison, WI 53703

Rolfs, Daniel

From: Chris Pekar [pekar74@gmail.com]
Sent: Thursday, February 26, 2015 1:21 PM
To: Rolfs, Daniel
Cc: Rummel, Marsha

Mr. Rolfs,

I was hoping to attend the meeting tonight to provide comments but cannot so I am hoping to get these comments entered into a supplemental record.

I am excited to see the City of Madison moving forward on the Garver Feed Mill redevelopment project. It is an outstanding historical structure and warrants new life.

After consideration of the four proposals based on my attendance at the SASYNA meeting on February 4th, I greatly prefer the Baum Team Development's proposal. I think it is the best fit for our neighborhood and what really excites me about this proposal is that the prospect of greater business and job growth for the local foods companies that would be housed in the building. The opportunity for these companies to formally and informally collaborate will only increase their strength which will, in turn, create more jobs which will increase the economic resilience and overall vitality of our neighborhood.

I applaud their inclusion of tiny house eco-lodging. This would be a terrific addition to Madison and it is easy to see how travelers could spend a weekend in Madison and explore Madison by bike which would be a boon to so many of our local businesses. This would raise Madison's profile as an innovator in the field of urban design.

Finally, I also believe that the lighter footprint of the Baum Development will continue to allow residents and visitors to enjoy the North Plat parcel which so many residents regularly use for a quick walk through a peaceful natural area. I suspect the Baum Development Team would consider working with local residents to perform some amount of invasive species removal and native plant installation in this area which would enhance this area as migratory bird stopover and breeding bird habitat.

Thank you for your consideration.

Warmest regard, Chris

MADISON TRUST



for Historic Preservation



National Trust
Partners Network

2/26/15

Dan Rolfs
Suite LL 100, Municipal Building,
Madison, WI 53703

RE: Garver Feed Mill RFP

Dear Mr. Rolfs,

The Madison Trust for Historic Preservation has reviewed the exciting proposals for the preservation and re-development of the historic Garver Feed Mill. We feel that saving and preserving as much of the original structure as possible and doing so while following the guidelines set forth by the Secretary of the Interior's Standards for the Treatment of Historic Properties, the gold standard of preservation, should be one of the most important considerations in your selection process. The preservation of one's local historic infrastructure has been shown in numerous economic benefit analyses to provide an exceptional return on investment for those communities which have rich preservation districts.

Historic Preservation is not just about old buildings. In this instance, it is also about our rich cultural heritage and public access to the "story-that-is-Garver". In your consideration it is important to unite the significant history of this landmark with a vision that provides a vibrant economic future, shared by the broadest sector of the community, and to assure that it is done in such a way that celebrates the history of Garver as a "food mill", maintaining that common connection to its rich cultural history.

We would welcome the opportunity to assist in the nomination and designation of a restored Garver Feed Mill for a place on the National Register for Historic Places.

Sincerely,

Sam Breidenbach
Madison Trust for Historic Preservation Board member/Spokesperson

Dedicated to Preserving Madison's Historic Places

MADISON TRUST



for Historic Preservation



National Trust
Partners Network

Dedicated to Preserving Madison's Historic Places

P.O. Box 296 Madison, Wisconsin 53701-0296 608-441-8864 www.madisontrust.org

2/26/15

Dan Rolfs
Suite LL 100, Municipal Building,
Madison, WI 53703

RE: Garver Feed Mill RFP

Dear Mr. Rolfs,

As Owner of TDS Custom Construction I would like to endorse the Baum Proposal as the most innovative of the four as I feel it exemplifies the principles and guidelines of historic preservation, something we take seriously here at TDS. The fact that this proposal does not include any addition to the existing buildings is commendable and shows a true commitment to historic preservation while providing a very progressive and sustainable vision for its adaptive reuse.

Historic Preservation is not just about old buildings. It is also about our rich cultural heritage. One of the proposal's main goals is to provide space to local artisan's food production which directly celebrates the history of Garver as a "food mill" further uniting the project to our past. When one considers the proposal's sincere commitment to sustainable design and construction using 21st century technologies while resurrecting time honored traditions of shared community spaces this project is indeed, very special.

Please give the Baum project my resounding endorsement.

Sincerely,

Sam Breidenbach
President



Rolfs, Daniel

From: Grant Foster [grantxyz@gmail.com]
Sent: Thursday, February 26, 2015 3:36 PM
To: Rolfs, Daniel
Subject: Garver Proposals

Hi Dan,

I'm an Eastmorland resident and wanted to provide input on the Garver Proposals. Can you please forward on to the committee?

My personal feelings are that this is a very unique piece of land and building and should have a unique use. The Baum proposal seems to be the best fit in my mind, although there are certainly details that need to be evaluated. The Alexander proposal seems ok, although I worry about the need for parking and don't see this as exactly the right spot for an event center. The two residential proposals seem to miss the mark in my mind and I would not support either. I believe TE has already stated that none of the proposals should rely on regular MV access through Sugar and I agree with that. Introducing MV traffic across the busy bike path and through the Olbrich parking lot is not a good idea.

I do hope that the North Plat gets a lot of discussion and attention in the decision-making process. This is a great piece of land for the surrounding neighborhoods and should be kept natural. I would also strongly support consideration of a bike/ped bridge crossing the creek north of the tracks. There are a lot of cyclists who use the Cap City Path and cut across the tracks east of the existing bridge in order to get into that neighborhood (the alternative is continuing all the way to Walter and then back again). This would be a great connection for our ped/bike infrastructure.

Thanks for your time.

Grant Foster
3930 Anchor Drive

Rolfs, Daniel

From: Jim Lorman [lorman@edgewood.edu]
Sent: Thursday, February 26, 2015 3:40 PM
To: Rolfs, Daniel
Subject: Garver proposals
Attachments: BB9B8378-A5CA-49FB-840F-6391E937BB5E.png

Dan Rolfs,

After reviewing the four Garver site proposals, I support the Baum Team Development proposal. While all of the proposals have their strengths, I believe this one takes greatest advantage of the site and contributes the most to Madison's future.

Thanks,

Jim Lorman

Jim Lorman, PhD
Professor and Community Partnership Specialist Sustainability Leadership Graduate Program
www.edgewood.edu/sustainability Edgewood College
608-663-6921

[Facebook]<<http://www.facebook.com/EdgewoodSustainabilityLeadership>>join the conversation

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Schenk-Atwood-Starkweather-Yahara Neighborhood Association

Thursday, February 26, 2015

TO: The Garver Feed Mill Criteria and Evaluation Committee

Dear Committee Members,

Thank you for your efforts on this important committee. The residents of the Schenk-Atwood-Starkweather-Yahara (SASY) Neighborhood recognize that the preservation, redevelopment, and reuse of the historic Garver Building will have a significant impact on our neighborhood for generations to come. We appreciate the inclusion of the SASY Neighborhood's concerns in the RFP and proposal criteria. Many residents have the highest concern for the evolution of this property. Taking that concern a step further, we send this letter to communicate our history, our interest, and our deeply informed opinion about the future of the Garver property.

Of the four proposals submitted, the SASY Neighborhood Association recommends the selection of the Baum proposal. This proposal best captures the desires and support of the neighborhood. Not incidentally, this proposal best meets the neighborhood concerns and priorities included in the RFP evaluation criteria while also meeting the needs of the city. The context and rationale for our support is outlined below.

History

The Friends of Starkweather Creek (FSC) and the SASY Neighborhood Association have worked together for over a decade to facilitate research and public engagement on issues related to the Garver Building and the land north of the Garver Building, known as the North Plat. The following efforts testify to that work:

- In 2003, FSC started a 3-year public engagement process that included hundreds of residents and partnered with the UW-Madison Nelson Institute for Environmental Studies.
- In 2006, SASY hosted a day-long public workshop to "Visualize the Issues of the North Plat for the Garver RFP," the results of which were reflected in the first Garver RFP.
- After the demise of the first RFP, we lobbied for strategic capping of segments of the exposed walls and removal of the broken roofs to prevent further damage.
- During those years, the FSC and SASY also worked with Olbrich Botanical Gardens on a public education program specific to the Starkweather Watershed. The results of that program include the educational signs that now stand along the creek walk in Olbrich.

SASY

Schenk-Atwood-Starkweather-Yahara Neighborhood Association

- More recently, in 2011, SASY partnered with a landscape architecture student named Parker Jones. His year-long senior Capstone Project offered a masterplan for the entire Garver site. His work was heavily grounded in the history and values of the neighborhood.
- In 2013, the SASY Neighborhood Association helped initiate a postcard campaign to urge the city to save the Garver Building. Hundreds of cards were sent to the City by SASY residents featuring a picture of the Garver Building.

The most recent effort on this front occurred earlier this month on February 4, when SASY invited all four developers to present their proposals at a public meeting in the neighborhood. The format included brief presentations by all of the developers, followed by questions and interaction with an audience of about 50 people. While concerns varied, clear themes emerged. Neighbors expressed the strongest concern over these aspects of the proposed developments:

1. **Program** and its impacts on the neighborhood
2. **Public access** to the building(s) and site
3. **Environment** as embodied in the North Plat and land surrounding the Garver Building

Attendees were not asked to vote, but wrote comments about most/least appropriate aspects of the proposals. The Baum proposal had the greatest number of positive comments and least number of negative comments (transcript available).

We have included this record of the years of public process that has informed this letter because it is important that you understand how much work local residents have done to inform themselves because they care about this place. This letter reflects the concerns and values of the residents of the SASY Neighborhood and why these concerns should be given every consideration during your deliberations. This is the heart of the neighborhood we call home.

The SASY Neighborhood Association recommends the selection of the Baum proposal. We provide a brief discussion of that rationale below as it relates to the neighborhood values and corresponding evaluation criteria in the RFP.

Consideration of the Proposals

The SASY Neighborhood Association carefully considered all of the proposals. We quickly concluded that the Alternative Continuum of Care and Ogden proposals are seriously out of step with neighborhood priorities, as suggested by the entire history and public process mentioned above. Furthermore, the RFP lists housing as an example of an incidental use. It has no place as the primary use. We reject these proposals outright and do not discuss them further.

SASY

Schenk-Atwood-Starkweather-Yahara Neighborhood Association

There was considerably more discussion about the Baum and Alexander proposals. That discussion plays out in the sections below, clearly concluding with strong support for the Baum proposal.

Program

The importance of program correlates strongly with the *Visionary Destination* criterion of the RFP. In terms of program, the Baum proposal maintains the strongest connection to the neighborhood and its history. The plan for preservation and redevelopment of the historic building is in keeping with its agri-business history. Furthermore, the variety of programs gives visitors, including residents of the neighborhood, different levels and means of interacting with the redeveloped building and site: craft food vendors, a restaurant, micro-lodges, demonstration gardens and stewardship for the North Plat. When we talk of building a sense of place it is precisely this engagement with the public on multiple levels that would make this project a visionary destination.

In contrast, the Alexander features a mini-convention center which could just as easily be in suburbia with its nearly 400 parking spots. Alexander emphasizes destination with a strong treatment of the building, but it is not visionary for this site or this neighborhood. The proposed use foregoes any connection to the history or unique context of the site. Neighborhood participation would likely be very sporadic, and regional draws of potentially large crowds offer little value to the surrounding area. These regional draws could have negative consequences for the character and traffic safety of the surrounding area.

Public Access

The selection criteria call for a development that lays good groundwork for *Multi-Modal Access*. This is also of high concern to the neighborhood. The means of public access will heavily influence the ways in which everyone can interact with the project, not least of all the neighborhood. On this front, Baum provides the most thorough multi-modal transport; providing pedestrian pathways around and into the building and adjoining lands and neighborhoods, and even providing kayak access.

It is worth noting that Parker Jones' proposal (mentioned earlier) envisions the North Plat as the start of an east side arboretum. This green space potential extends from the North Plat nearly unbroken all the way to the freeway south of East Towne. Exploring that green stretch by kayak, bike, on foot, by ski or snowshoe, or some combination, is a pleasant surprise in our urban environment. Baum embraces this sort of multi-modal access. Alexander, in contrast, proposes a car-oriented plan more often found in suburban destinations.

SASY

Schenk-Atwood-Starkweather-Yahara Neighborhood Association

A final note regarding access, the residents of SASY understand that the owner of the Kessinich's property is open to working with whichever developer is awarded the contract. This expands the potential success of all the proposals and suggests room for partnership on vehicular access.

Environment

When the neighborhood emphasizes environmental concerns we are expressing concern about the **Context Sensitivity**, as articulated in the selection criteria. An event/convention center is unpredictable in type and frequency of events, and in attendance. Some of the potential events that Alexander has mentioned in public meetings fail the test of context sensitivity (e.g., tattoo and motorcycle conventions). In contrast, the Baum proposal incorporates a number of stable uses that respond to the history of the building, the neighborhood context, and the adjacency of the property to the North Plat and Olbrich Botanical Gardens (e.g. demonstration gardens, "How It's Made" demonstrations, and a sustainability showcase).

Perhaps the most telling environmental feature is how differently these two proposals treat the land surrounding the Garver Building. Baum proposes to begin by adding 10-15 "micro lodges" to the site as part of the sustainability showcase. This conservative beginning is scalable and could grow to as many as 50 such lodges. In stark contrast, Alexander does not include any other buildings but proposes to surround the historic building with an enormous parking lot for almost 400 cars. Baum proposes small blocks of parking dispersed comfortably around the building and across a vegetated landscape for a total of 153 cars.

The Alexander proposal raises serious concerns about the impact of that many cars, and potentially 800 -1000 users at once. Events attracting so many users will significantly increase traffic, parking, pedestrian, and bike safety issues in this residential neighborhood. Both Fair Oaks and Atwood Avenues which are already very busy thoroughfares will have to accommodate more traffic during the day. Furthermore, the Alexander proposal ignores the North Plat. They will not invest in improvements. Yet thousands of users and hundreds of parked cars month after month will certainly have an impact on the North Plat. The Alexander proposal does not acknowledge the reality of that proximity. What is not considered and addressed in the Alexander proposal is telling and disturbing.

In contrast, Baum proposes a variety of uses that transition from the historic building into the North Plat. The North Plat is preserved and enhanced in alignment with the Parker Jones Plan as a result. The FSC and SASY Neighborhood have always viewed the North Plat wild space as one that

SASY

Schenk-Atwood-Starkweather-Yahara Neighborhood Association

needs to be enhanced with a sensitive remediation and habitat restoration. This is how the neighborhood has engaged and valued the North Plat for decades. We cannot stress this concern too adamantly.

In Closing

Thank you for your hard work on developing the evaluation criteria and process for judging the Garver proposals. Your service on the Garver Building RFP Development and Proposal Review Committee has been critical to the quality of this process.

Thank you also for encouraging input from the public. When Si Widstrand (formerly #2 in the Madison City Parks Department) encouraged us to form the Friends of Starkweather Creek and Alder Judy Olson urged us to form the SASY Neighborhood Association, both of these veteran city leaders told us that our area of Madison was going to see major development activities and our voice would be needed soon. We had no idea how true this was.

This historic building and its adjoining land offer Madison a unique chance for visionary planning. We close by wishing you the best of luck in choosing the proposal which best embodies the opportunity and responsibility of the Garver Building Development.

Respectfully,

A handwritten signature in black ink, appearing to read "Brad Hinkfuss", written over a light blue rectangular background.

Brad Hinkfuss

Chair, SASY (Schenk-Atwood-Starkweather-Yahara Neighborhood Association)

CC: Mayor Soglin, Alder Rummel

Thursday, February 26, 2015

Respectfully submitted to the City of Madison RFP Committee Public Hearing
2.26.2015

A. What we understand:

1. 2014 Garver RFP

Calls for *innovative proposals*

Lists *housing* as an incidental use

Fair Oaks access required – Fair Oaks Avenue is a designated bike route, serves residential neighborhoods, and lacks adequate connectors for heavy traffic.

2. Dane County Soil Survey (DCSS) USDA, 1978

The majority of soils in the area are Colwood (chart page 154-155 DCSS 1978): These soils are lowest sediment in landscape and are subject to liquefaction and piping (**Interpretation:** Surface parking and structures affected. Use, if any, would likely support small floating structures, such as proposed tiny homes (BAUM) but little else. Excellent for lowland cropland. Subject to flooding and water table within 1 foot. **Colwood silt loam meets the criteria for a hydric soil (100% hydric components which indicates it is on it's way to being a wetland)!**

On site non-Colwood soils include an arch of Batavia (BbB) soils that extends across Fair Oaks Avenue from the west and runs under the existing Kessenich building. These soils have a gravelly substratum and less restriction on build capacity.

3. Historically

It is understood that the present Garver Building is built on the one solid sand bar that exists within Colwood soil deposition at this location. It's walls have survived for ~107 years in fairly good condition, considering the lack of care that has been paid to the site in the last 20-30 years (or more) as maintenance has not seemed a priority to any property holder.

Junction of two branches of Starkweather Creek - areal photo maps and surface walking reveal remnant traces of multiple creek channels at this location, suggesting a wetland estuary.

4. Financials

Historic Tax Credits are at risk.

Kessenich owners are willing to work with any developer. (Housing opportunities for all)

5. Other – **new KIPP H2O Water Discharge Permit**

The new DNR permit to KIPP to discharge cleaned waters pulled from underground into the storm sewer may create a negative or positive effect, depending on how we use that water. DNR has given KIPP Manufacturing a permit to oxygenate sub surface waters which contain PCE & TCE (oxidation reduces harmful compounds to harmless CO₂, H₂O, while vinyl chloride is trapped by the carbon filter and sent to the land fill, thereby removing from site). This water can be released into the storm sewer at a target rate of **45 gallons per minute**. Doing the math, that equals 2,700 gallons per hour and 64,800 gallons per day – enough to create a tributary to support the SASY neighborhood & Parker Jones wetland restoration proposal, and some gardening (positive effect). The city, or a developer, might opt to harvest this resource and diminish the risk of an erosion flush in either Starkweather Creek or Lake Monona (*negative effect*) - depending on the storm sewer outfall, the location of which is still not identified to the affected community.

KIPP water copper discharge is in the news as well. Copper is one of the easiest metals to phyto extract.

B. Proposal points

1. Fair Oaks access

Fair Oaks Avenue is a designated bike route and presents safety concerns with increased demand. Access to Garver requires traffic impact considerations on Fair Oaks. **Heavy traffic impact is expected from at least two of the proposals: Alexander & Ogden.**

2. 5 Acre Containment of Impact (impact on adjacent lands – North Plat wildspace)

City process of walling off proposals to immediate 5 acres unrealistically constrains the reality. Impact will fall onto north plat from any development. **Baum** has experience on similar contaminated sites, sees bioremediation, wildspace and rehabilitation as a benefit for wildlife, neighborhood, and **Baum partners**, and proposes a stewardship model to help move forward on these grounds. Friends of Starkweather Creek (FSC) and Scheck Atwood Starkweather Yahara (SASY) neighborhood have always envisioned improving the wild species stock as a necessary pathway to wetland remediation and restoration while preserving the essence of wild encounter within a unique landscape.

Engagement with wildspace is understood within wellness and medical communities, as a necessary component for human health and wellbeing.

3. Housing

Housing implies home which implies ownership which implies not inviting to the casual visitor (we're in someone's backyard).

Kessenich's site provides the right location for major large-scale housing – whether that be senior or residential or a mix. The RFP committee or city negotiators might encourage a partnership between proposers at the table or suggest other means for expansion of proposals.

Risk of loss of historic tax credits - Housing on Fair Oaks at the Kessenich's site likely provides a significant generator of funds for adjacent development. One can envision a multistory structure fronting Fair Oaks on stable soils, housing a continuum of care and apartments with a mini – town square and safety features required that will prove stable on the subsoil.

Housing may be hot in the Isthmus, but it is not yet hot at Royster Clarke or Union Corners, which are more comparable to the Garver site.

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Let the neighborhood and regional history define innovation: Baum proposal.

I remember when Organic Valley Cooperative issued their first public stock (~1988) and friends discussed: “Do you think that will ever be worth anything?” Organic valley currently has a value of somewhere over \$950 million.

Wisconsin and Dane County have an especially rich agricultural and food history. Bringing **diverse and local food producers** together under one roof, who can collaboratively host food events and welcome educators, students, and public, will act with neighborhood agencies on land stewardship is investment that is not measured as yet. It needs to be considered. **Baum's is a brilliant proposal** because it embeds local values into it's functional matrix – and that is **truly innovative!**

Environmental degradation is all over our doorstep (contamination and climate change). How can local food production, access to wild space, and creative partnerships lead the way in instructing us on how we need to change? What is the cost of that service as we attempt to learn to adapt?

This is a time for innovative thinking. Please support the Baum proposal in whole or in partnership.

Sincerely,

John Steines,

3327 Chicago Avenue, Madison, WI 53714

Following is the relevant soils maps and table information from the 1978 Dane County Survey (DCSS), accessed through Web Soil Survey, USA.

Rolfs, Daniel

From: Ken Fitzsimmons [kenfitzsimmons@gmail.com]
Sent: Thursday, February 26, 2015 4:41 PM
To: Rolfs, Daniel
Subject: Garver Proposals

I'm writing in support of the Baum Proposal.

I've reviewed all of the proposals along with the staff comments. One thing that struck me about the Baum team is how they really are in tune with the values, perspectives, and tastes of the neighborhood.

I live near Union Corners and have been involved as a citizen with much of the negotiation with that developer. Through that process we (the neighborhood) have constantly had to renegotiate, review, and push and push to get any sense that the developers understand where we're coming from. One desire that kept coming up was wanting the developer to do better--go above and beyond. This is Madison, and we feel we live in an exceptional city and want the development to reflect that.

Reviewing the Baum proposal I felt that they really "get it." This is truly an exceptional proposal that strives to keep Madison progressive and relevant and on the cutting edge of the environmental and community goals that we believe in so strongly.

I'd like to make one mention of one staff comment regarding the micro lodges. To quote: "The "micro-lodge" concept is untested. This creates additional risk. Given the climate in Wisconsin, the location of the micro-lodges, the visibility of the site and other factors, Staff is concerned that the micro-lodges may not generate the projected revenue."

This comment is listed under "Areas of Concern," but it's not also listed under "Advantages." For example the same ideas can be considered positive rather than negative. For example: "The micro-lodge concept is cutting edge and has the possibility of putting Madison on a national or even world map for forward thinking environmental housing. The fact that the setting is set back makes it much more appealing for a guest because of the serene natural setting that the site creates. The climate of Wisconsin lends an even greater appeal to the micro lodges because of their remarkable ability to retain heat with very little energy. Given the overall theme of the project which promotes local, artisan business and sustainable living, it seems like the site will have the right synergy to attract the type of people who would be interested in the micro lodges. This is a unique site that has the ability to financially sustain this groundbreaking idea."

Thanks for your consideration,

Ken Fitzsimmons
58 Farwell St

Thursday, February 26, 2015

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John Steines,

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Following is the relevant soils maps and table information from the 1978 Dane County Survey (DCSS), accessed through Web Soil Survey, USA.

Dane County, Wisconsin

Map symbol and soil name	Pct. of map unit	Dwellings without basements		Dwellings with basements		Small commercial buildings	
		Rating class and limiting features	Value	Rating class and limiting features	Value	Rating class and limiting features	Value
BbB—Batavia silt loam, gravelly substratum, 2 to 6 percent slopes							
Batavia, gravelly substratum	100	Somewhat limited		Somewhat limited		Somewhat limited	
		Shrink-swell	0.50	Shrink-swell	0.08	Shrink-swell	0.50
Co—Colwood silt loam, 0 to 2 percent slopes							
Colwood	85	Very limited		Very limited		Very limited	
		Ponding	1.00	Ponding	1.00	Ponding	1.00
		Depth to saturated zone	1.00	Depth to saturated zone	1.00	Depth to saturated zone	1.00

Description — Dwellings and Small Commercial Buildings

Dwellings and Small Commercial Buildings

Soil properties influence the development of building sites, including the selection of the site, the design of the structure, construction, performance after construction, and maintenance. This table shows the degree and kind of soil limitations that affect dwellings and small commercial buildings.

The ratings in the table are both verbal and numerical. Rating class terms indicate the extent to which the soils are limited by all of the soil features that affect building site development. *Not limited* indicates that the soil has features that are very favorable for the specified use. Good performance and very low maintenance can be expected. *Somewhat limited* indicates that the soil has features that are moderately favorable for the specified use. The limitations can be overcome or minimized by special planning, design, or installation. Fair performance and moderate maintenance can be expected. *Very limited* indicates that the soil has one or more features that are unfavorable for the specified use. The limitations generally cannot be overcome without major soil reclamation, special design, or expensive installation procedures. Poor performance and high maintenance can be expected.

Numerical ratings in the table indicate the severity of individual limitations. The ratings are shown as decimal fractions ranging from 0.01 to 1.00. They indicate gradations between the point at which a soil feature has the greatest negative impact on the use (1.00) and the point at which the soil feature is not a limitation (0.00).

Dwellings are single-family houses of three stories or less. For dwellings without basements, the foundation is assumed to consist of spread footings of reinforced concrete built on undisturbed soil at a depth of 2 feet or at the depth of maximum frost penetration, whichever is deeper. For dwellings with basements, the foundation is assumed to consist of spread footings of reinforced concrete built on undisturbed soil at a depth of about 7 feet. The ratings for dwellings are based on the soil properties that affect the capacity of the soil to support a load without movement and on the properties that affect excavation and construction costs. The properties that affect the load-supporting capacity include depth to a water table, ponding, flooding, subsidence, linear extensibility (shrink-swell potential), and compressibility. Compressibility is inferred from the Unified classification. The properties that affect the ease and amount of excavation include depth to a water table, ponding, flooding, slope, depth to bedrock or a cemented pan, hardness of bedrock or a cemented pan, and the amount and size of rock fragments.

Small commercial buildings are structures that are less than three stories high and do not have basements. The foundation is assumed to consist of spread footings of reinforced concrete built on undisturbed soil at a depth of 2 feet or at the depth of maximum frost penetration, whichever is deeper. The ratings are based on the soil properties that affect the capacity of the soil to support a load without movement and on the properties that affect excavation and construction costs. The properties that affect the load-supporting capacity include depth to a water table, ponding, flooding, subsidence, linear extensibility (shrink-swell potential), and compressibility (which is inferred from the Unified classification). The properties that affect the ease and amount of excavation include flooding, depth to a water table, ponding, slope, depth to bedrock or a cemented pan, hardness of bedrock or a cemented pan, and the amount and size of rock fragments.

Information in this table is intended for land use planning, for evaluating land use alternatives, and for planning site investigations prior to design and construction. The information, however, has limitations. For example, estimates and other data generally apply only to that part of the soil between the surface and a depth of 5 to 7 feet. Because of the map scale, small areas of different soils may be included within the mapped areas of a specific soil.

The information is not site specific and does not eliminate the need for onsite investigation of the soils or for testing and analysis by personnel experienced in the design and construction of engineering works.

Government ordinances and regulations that restrict certain land uses or impose specific design criteria were not considered in preparing the information in this table. Local ordinances and regulations should be considered in planning, in site selection, and in design.



United States
Department of
Agriculture

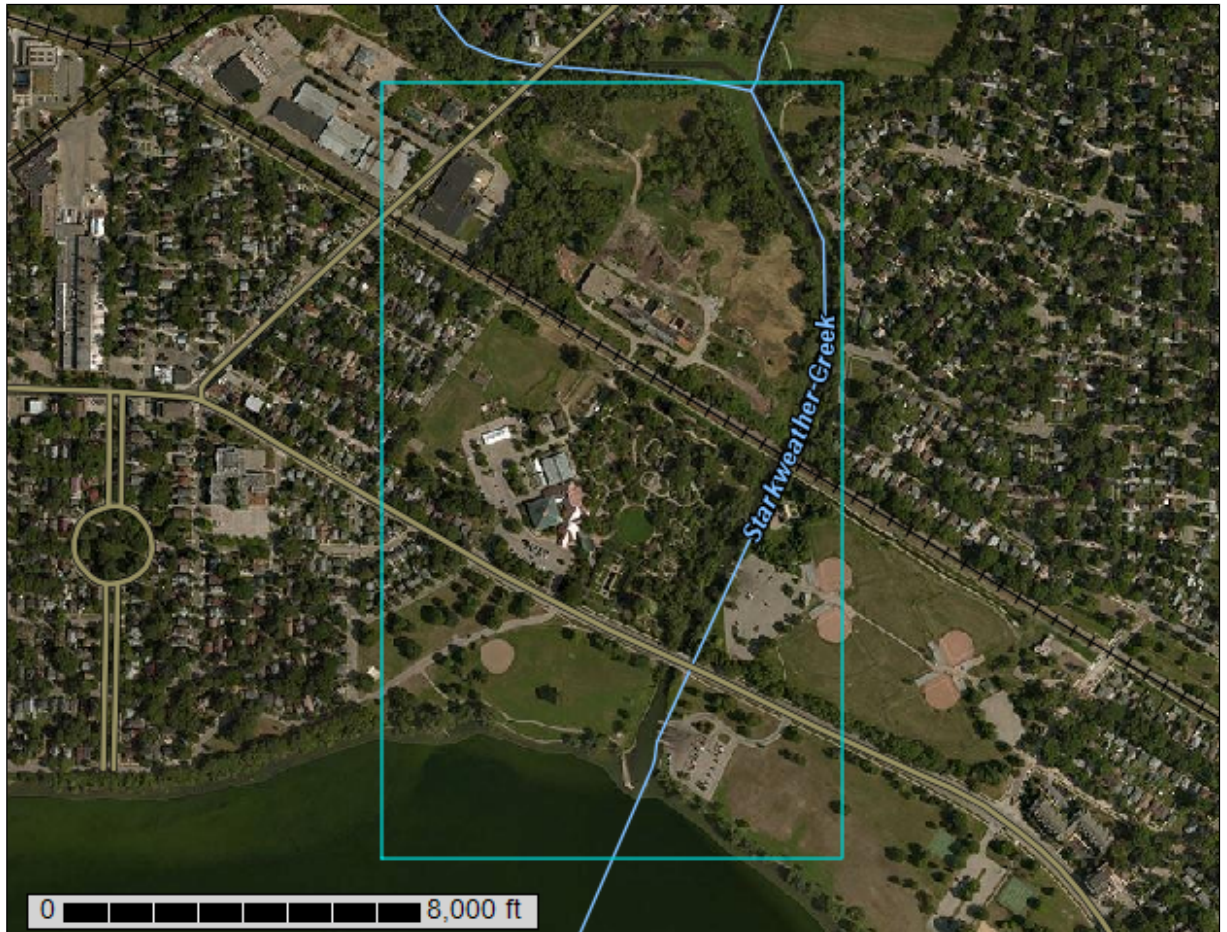
NRCS

Natural
Resources
Conservation
Service

A product of the National
Cooperative Soil Survey,
a joint effort of the United
States Department of
Agriculture and other
Federal agencies, State
agencies including the
Agricultural Experiment
Stations, and local
participants

Custom Soil Resource Report for Dane County, Wisconsin

Garver Proposal 2015



February 26, 2015

Preface

Soil surveys contain information that affects land use planning in survey areas. They highlight soil limitations that affect various land uses and provide information about the properties of the soils in the survey areas. Soil surveys are designed for many different users, including farmers, ranchers, foresters, agronomists, urban planners, community officials, engineers, developers, builders, and home buyers. Also, conservationists, teachers, students, and specialists in recreation, waste disposal, and pollution control can use the surveys to help them understand, protect, or enhance the environment.

Various land use regulations of Federal, State, and local governments may impose special restrictions on land use or land treatment. Soil surveys identify soil properties that are used in making various land use or land treatment decisions. The information is intended to help the land users identify and reduce the effects of soil limitations on various land uses. The landowner or user is responsible for identifying and complying with existing laws and regulations.

Although soil survey information can be used for general farm, local, and wider area planning, onsite investigation is needed to supplement this information in some cases. Examples include soil quality assessments (<http://www.nrcs.usda.gov/wps/portal/nrcs/main/soils/health/>) and certain conservation and engineering applications. For more detailed information, contact your local USDA Service Center (<http://offices.sc.egov.usda.gov/locator/app?agency=nrcs>) or your NRCS State Soil Scientist (http://www.nrcs.usda.gov/wps/portal/nrcs/detail/soils/contactus/?cid=nrcs142p2_053951).

Great differences in soil properties can occur within short distances. Some soils are seasonally wet or subject to flooding. Some are too unstable to be used as a foundation for buildings or roads. Clayey or wet soils are poorly suited to use as septic tank absorption fields. A high water table makes a soil poorly suited to basements or underground installations.

The National Cooperative Soil Survey is a joint effort of the United States Department of Agriculture and other Federal agencies, State agencies including the Agricultural Experiment Stations, and local agencies. The Natural Resources Conservation Service (NRCS) has leadership for the Federal part of the National Cooperative Soil Survey.

Information about soils is updated periodically. Updated information is available through the NRCS Web Soil Survey, the site for official soil survey information.

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How Soil Surveys Are Made

Soil surveys are made to provide information about the soils and miscellaneous areas in a specific area. They include a description of the soils and miscellaneous areas and their location on the landscape and tables that show soil properties and limitations affecting various uses. Soil scientists observed the steepness, length, and shape of the slopes; the general pattern of drainage; the kinds of crops and native plants; and the kinds of bedrock. They observed and described many soil profiles. A soil profile is the sequence of natural layers, or horizons, in a soil. The profile extends from the surface down into the unconsolidated material in which the soil formed or from the surface down to bedrock. The unconsolidated material is devoid of roots and other living organisms and has not been changed by other biological activity.

Currently, soils are mapped according to the boundaries of major land resource areas (MLRAs). MLRAs are geographically associated land resource units that share common characteristics related to physiography, geology, climate, water resources, soils, biological resources, and land uses (USDA, 2006). Soil survey areas typically consist of parts of one or more MLRA.

The soils and miscellaneous areas in a survey area occur in an orderly pattern that is related to the geology, landforms, relief, climate, and natural vegetation of the area. Each kind of soil and miscellaneous area is associated with a particular kind of landform or with a segment of the landform. By observing the soils and miscellaneous areas in the survey area and relating their position to specific segments of the landform, a soil scientist develops a concept, or model, of how they were formed. Thus, during mapping, this model enables the soil scientist to predict with a considerable degree of accuracy the kind of soil or miscellaneous area at a specific location on the landscape.

Commonly, individual soils on the landscape merge into one another as their characteristics gradually change. To construct an accurate soil map, however, soil scientists must determine the boundaries between the soils. They can observe only a limited number of soil profiles. Nevertheless, these observations, supplemented by an understanding of the soil-vegetation-landscape relationship, are sufficient to verify predictions of the kinds of soil in an area and to determine the boundaries.

Soil scientists recorded the characteristics of the soil profiles that they studied. They noted soil color, texture, size and shape of soil aggregates, kind and amount of rock fragments, distribution of plant roots, reaction, and other features that enable them to identify soils. After describing the soils in the survey area and determining their properties, the soil scientists assigned the soils to taxonomic classes (units). Taxonomic classes are concepts. Each taxonomic class has a set of soil characteristics with precisely defined limits. The classes are used as a basis for comparison to classify soils systematically. Soil taxonomy, the system of taxonomic classification used in the United States, is based mainly on the kind and character of soil properties and the arrangement of horizons within the profile. After the soil scientists classified and named the soils in the survey area, they compared the

Custom Soil Resource Report

individual soils with similar soils in the same taxonomic class in other areas so that they could confirm data and assemble additional data based on experience and research.

The objective of soil mapping is not to delineate pure map unit components; the objective is to separate the landscape into landforms or landform segments that have similar use and management requirements. Each map unit is defined by a unique combination of soil components and/or miscellaneous areas in predictable proportions. Some components may be highly contrasting to the other components of the map unit. The presence of minor components in a map unit in no way diminishes the usefulness or accuracy of the data. The delineation of such landforms and landform segments on the map provides sufficient information for the development of resource plans. If intensive use of small areas is planned, onsite investigation is needed to define and locate the soils and miscellaneous areas.

Soil scientists make many field observations in the process of producing a soil map. The frequency of observation is dependent upon several factors, including scale of mapping, intensity of mapping, design of map units, complexity of the landscape, and experience of the soil scientist. Observations are made to test and refine the soil-landscape model and predictions and to verify the classification of the soils at specific locations. Once the soil-landscape model is refined, a significantly smaller number of measurements of individual soil properties are made and recorded. These measurements may include field measurements, such as those for color, depth to bedrock, and texture, and laboratory measurements, such as those for content of sand, silt, clay, salt, and other components. Properties of each soil typically vary from one point to another across the landscape.

Observations for map unit components are aggregated to develop ranges of characteristics for the components. The aggregated values are presented. Direct measurements do not exist for every property presented for every map unit component. Values for some properties are estimated from combinations of other properties.

While a soil survey is in progress, samples of some of the soils in the area generally are collected for laboratory analyses and for engineering tests. Soil scientists interpret the data from these analyses and tests as well as the field-observed characteristics and the soil properties to determine the expected behavior of the soils under different uses. Interpretations for all of the soils are field tested through observation of the soils in different uses and under different levels of management. Some interpretations are modified to fit local conditions, and some new interpretations are developed to meet local needs. Data are assembled from other sources, such as research information, production records, and field experience of specialists. For example, data on crop yields under defined levels of management are assembled from farm records and from field or plot experiments on the same kinds of soil.

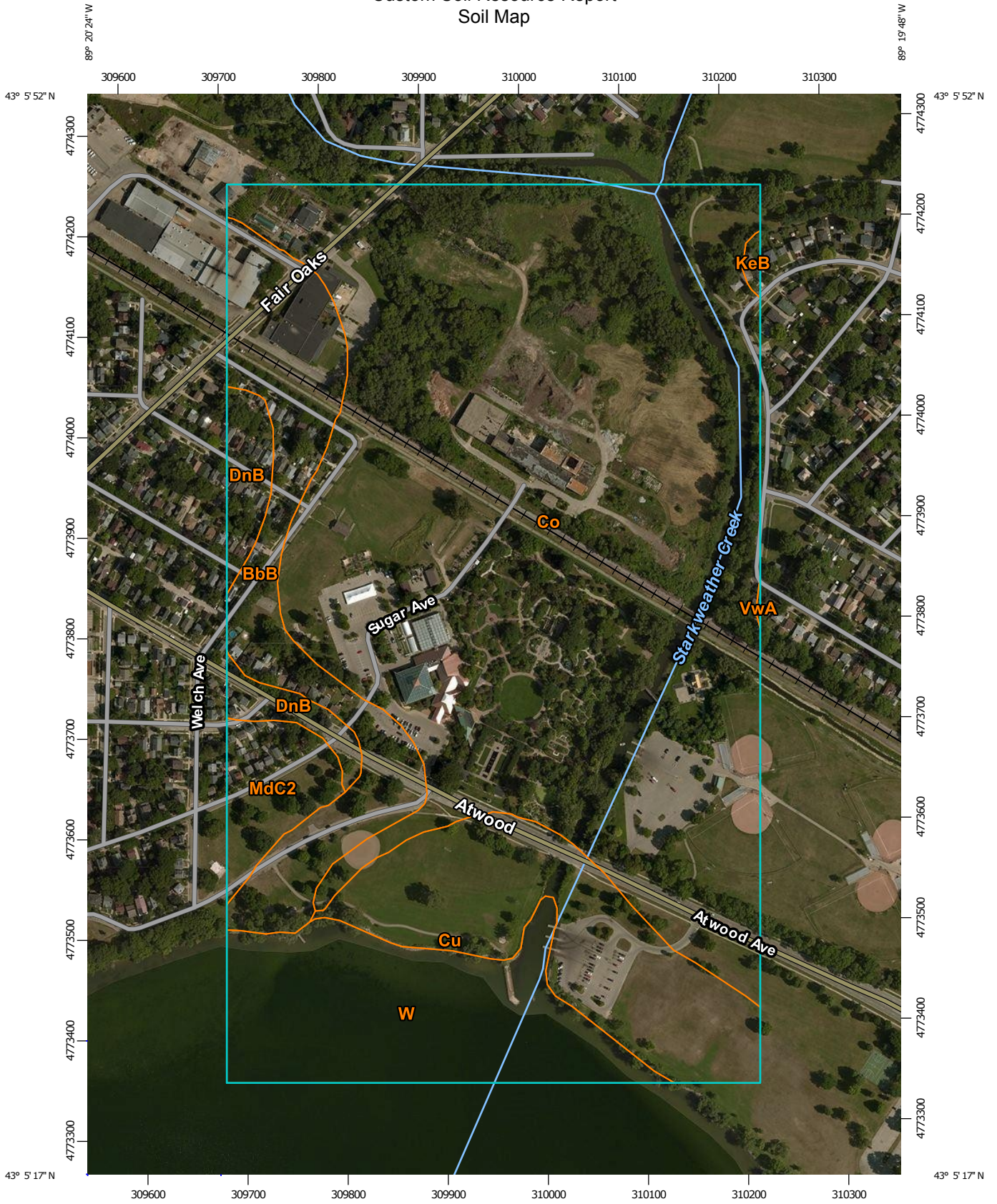
Predictions about soil behavior are based not only on soil properties but also on such variables as climate and biological activity. Soil conditions are predictable over long periods of time, but they are not predictable from year to year. For example, soil scientists can predict with a fairly high degree of accuracy that a given soil will have a high water table within certain depths in most years, but they cannot predict that a high water table will always be at a specific level in the soil on a specific date.

After soil scientists located and identified the significant natural bodies of soil in the survey area, they drew the boundaries of these bodies on aerial photographs and identified each as a specific map unit. Aerial photographs show trees, buildings, fields, roads, and rivers, all of which help in locating boundaries accurately.

Soil Map

The soil map section includes the soil map for the defined area of interest, a list of soil map units on the map and extent of each map unit, and cartographic symbols displayed on the map. Also presented are various metadata about data used to produce the map, and a description of each soil map unit.

Custom Soil Resource Report Soil Map




































Map Scale: 1:5,230 if printed on A portrait (8.5" x 11") sheet.

0 50 100 200 300 Meters

0 250 500 1000 1500 Feet

Map projection: Web Mercator Corner coordinates: WGS84 Edge ticks: UTM Zone 16N WGS84

MAP LEGEND

	Area of Interest (AOI)		Spoil Area
	Area of Interest (AOI)		Stony Spot
Soils			Very Stony Spot
	Soil Map Unit Polygons		Wet Spot
	Soil Map Unit Lines		Other
	Soil Map Unit Points		Special Line Features
Special Point Features		Water Features	
	Blowout		Streams and Canals
	Borrow Pit	Transportation	
	Clay Spot		Rails
	Closed Depression		Interstate Highways
	Gravel Pit		US Routes
	Gravelly Spot		Major Roads
	Landfill		Local Roads
	Lava Flow		Background
	Marsh or swamp		Aerial Photography
	Mine or Quarry		
	Miscellaneous Water		
	Perennial Water		
	Rock Outcrop		
	Saline Spot		
	Sandy Spot		
	Severely Eroded Spot		
	Sinkhole		
	Slide or Slip		
	Sodic Spot		

MAP INFORMATION

The soil surveys that comprise your AOI were mapped at 1:15,800.

Warning: Soil Map may not be valid at this scale.

Enlargement of maps beyond the scale of mapping can cause misunderstanding of the detail of mapping and accuracy of soil line placement. The maps do not show the small areas of contrasting soils that could have been shown at a more detailed scale.

Please rely on the bar scale on each map sheet for map measurements.

Source of Map: Natural Resources Conservation Service
 Web Soil Survey URL: <http://websoilsurvey.nrcs.usda.gov>
 Coordinate System: Web Mercator (EPSG:3857)

Maps from the Web Soil Survey are based on the Web Mercator projection, which preserves direction and shape but distorts distance and area. A projection that preserves area, such as the Albers equal-area conic projection, should be used if more accurate calculations of distance or area are required.

This product is generated from the USDA-NRCS certified data as of the version date(s) listed below.

Soil Survey Area: Dane County, Wisconsin
 Survey Area Data: Version 12, Sep 18, 2014

Soil map units are labeled (as space allows) for map scales 1:50,000 or larger.

Date(s) aerial images were photographed: Apr 29, 2011—Aug 29, 2013

The orthophoto or other base map on which the soil lines were compiled and digitized probably differs from the background imagery displayed on these maps. As a result, some minor shifting of map-unit boundaries may be evident.

Map Unit Legend

Dane County, Wisconsin (WI025)			
Map Unit Symbol	Map Unit Name	Acres in AOI	Percent of AOI
BbB	Batavia silt loam, gravelly substratum, 2 to 6 percent slopes	12.2	10.3%
Co	Colwood silt loam, 0 to 2 percent slopes	73.8	62.5%
Cu	Cut and fill land	12.5	10.6%
DnB	Dodge silt loam, 2 to 6 percent slopes	3.1	2.6%
KeB	Kegonsa silt loam, 2 to 6 percent slopes	0.2	0.2%
MdC2	McHenry silt loam, 6 to 12 percent slopes, eroded	3.2	2.7%
VwA	Virgil silt loam, gravelly substratum, 0 to 3 percent slopes	0.0	0.0%
W	Water	13.0	11.0%
Totals for Area of Interest		118.1	100.0%

Map Unit Descriptions

The map units delineated on the detailed soil maps in a soil survey represent the soils or miscellaneous areas in the survey area. The map unit descriptions, along with the maps, can be used to determine the composition and properties of a unit.

A map unit delineation on a soil map represents an area dominated by one or more major kinds of soil or miscellaneous areas. A map unit is identified and named according to the taxonomic classification of the dominant soils. Within a taxonomic class there are precisely defined limits for the properties of the soils. On the landscape, however, the soils are natural phenomena, and they have the characteristic variability of all natural phenomena. Thus, the range of some observed properties may extend beyond the limits defined for a taxonomic class. Areas of soils of a single taxonomic class rarely, if ever, can be mapped without including areas of other taxonomic classes. Consequently, every map unit is made up of the soils or miscellaneous areas for which it is named and some minor components that belong to taxonomic classes other than those of the major soils.

Most minor soils have properties similar to those of the dominant soil or soils in the map unit, and thus they do not affect use and management. These are called noncontrasting, or similar, components. They may or may not be mentioned in a particular map unit description. Other minor components, however, have properties and behavioral characteristics divergent enough to affect use or to require different management. These are called contrasting, or dissimilar, components. They generally are in small areas and could not be mapped separately because of the scale used. Some small areas of strongly contrasting soils or miscellaneous areas are identified

Custom Soil Resource Report

by a special symbol on the maps. If included in the database for a given area, the contrasting minor components are identified in the map unit descriptions along with some characteristics of each. A few areas of minor components may not have been observed, and consequently they are not mentioned in the descriptions, especially where the pattern was so complex that it was impractical to make enough observations to identify all the soils and miscellaneous areas on the landscape.

The presence of minor components in a map unit in no way diminishes the usefulness or accuracy of the data. The objective of mapping is not to delineate pure taxonomic classes but rather to separate the landscape into landforms or landform segments that have similar use and management requirements. The delineation of such segments on the map provides sufficient information for the development of resource plans. If intensive use of small areas is planned, however, onsite investigation is needed to define and locate the soils and miscellaneous areas.

An identifying symbol precedes the map unit name in the map unit descriptions. Each description includes general facts about the unit and gives important soil properties and qualities.

Soils that have profiles that are almost alike make up a *soil series*. Except for differences in texture of the surface layer, all the soils of a series have major horizons that are similar in composition, thickness, and arrangement.

Soils of one series can differ in texture of the surface layer, slope, stoniness, salinity, degree of erosion, and other characteristics that affect their use. On the basis of such differences, a soil series is divided into *soil phases*. Most of the areas shown on the detailed soil maps are phases of soil series. The name of a soil phase commonly indicates a feature that affects use or management. For example, Alpha silt loam, 0 to 2 percent slopes, is a phase of the Alpha series.

Some map units are made up of two or more major soils or miscellaneous areas. These map units are complexes, associations, or undifferentiated groups.

A *complex* consists of two or more soils or miscellaneous areas in such an intricate pattern or in such small areas that they cannot be shown separately on the maps. The pattern and proportion of the soils or miscellaneous areas are somewhat similar in all areas. Alpha-Beta complex, 0 to 6 percent slopes, is an example.

An *association* is made up of two or more geographically associated soils or miscellaneous areas that are shown as one unit on the maps. Because of present or anticipated uses of the map units in the survey area, it was not considered practical or necessary to map the soils or miscellaneous areas separately. The pattern and relative proportion of the soils or miscellaneous areas are somewhat similar. Alpha-Beta association, 0 to 2 percent slopes, is an example.

An *undifferentiated group* is made up of two or more soils or miscellaneous areas that could be mapped individually but are mapped as one unit because similar interpretations can be made for use and management. The pattern and proportion of the soils or miscellaneous areas in a mapped area are not uniform. An area can be made up of only one of the major soils or miscellaneous areas, or it can be made up of all of them. Alpha and Beta soils, 0 to 2 percent slopes, is an example.

Some surveys include *miscellaneous areas*. Such areas have little or no soil material and support little or no vegetation. Rock outcrop is an example.

Dane County, Wisconsin

BbB—Batavia silt loam, gravelly substratum, 2 to 6 percent slopes

Map Unit Setting

National map unit symbol: t919
Mean annual precipitation: 28 to 33 inches
Mean annual air temperature: 46 to 52 degrees F
Frost-free period: 135 to 160 days
Farmland classification: All areas are prime farmland

Map Unit Composition

Batavia, gravelly substratum, and similar soils: 100 percent
Estimates are based on observations, descriptions, and transects of the mapunit.

Description of Batavia, Gravelly Substratum

Setting

Landform: Outwash plains
Landform position (three-dimensional): Tread
Down-slope shape: Linear
Across-slope shape: Linear
Parent material: Deep loess over loamy outwash

Typical profile

H1 - 0 to 10 inches: silt loam
H2 - 10 to 44 inches: silty clay loam
H3 - 44 to 50 inches: gravelly clay loam
H4 - 50 to 60 inches: gravelly coarse sand

Properties and qualities

Slope: 2 to 6 percent
Depth to restrictive feature: More than 80 inches
Natural drainage class: Well drained
Capacity of the most limiting layer to transmit water (Ksat): Moderately high to high
(0.57 to 1.98 in/hr)
Depth to water table: More than 80 inches
Frequency of flooding: None
Frequency of ponding: None
Available water storage in profile: High (about 9.9 inches)

Interpretive groups

Land capability classification (irrigated): None specified
Land capability classification (nonirrigated): 2e
Hydrologic Soil Group: B
Other vegetative classification: High AWC, adequately drained (G095BY008WI)

Co—Colwood silt loam, 0 to 2 percent slopes

Map Unit Setting

National map unit symbol: 2tjx2

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Elevation: 570 to 1,020 feet
Mean annual precipitation: 31 to 37 inches
Mean annual air temperature: 45 to 48 degrees F
Frost-free period: 110 to 194 days
Farmland classification: Prime farmland if drained

Map Unit Composition

Colwood and similar soils: 85 percent
Minor components: 15 percent
Estimates are based on observations, descriptions, and transects of the mapunit.

Description of Colwood

Setting

Landform: Lakebeds (relict)
Landform position (two-dimensional): Toeslope
Landform position (three-dimensional): Interfluve
Down-slope shape: Concave
Across-slope shape: Concave
Parent material: Loamy glaciolacustrine deposits over stratified silt and fine sand
glaciolacustrine deposits

Typical profile

Ap - 0 to 10 inches: silt loam
Bg - 10 to 24 inches: sandy clay loam
2Cg - 24 to 79 inches: stratified very fine sand to silt

Properties and qualities

Slope: 0 to 2 percent
Depth to restrictive feature: More than 80 inches
Natural drainage class: Poorly drained
Runoff class: Negligible
Capacity of the most limiting layer to transmit water (Ksat): Moderately high (0.20 to 0.60 in/hr)
Depth to water table: About 0 inches
Frequency of flooding: None
Frequency of ponding: Frequent
Calcium carbonate, maximum in profile: 20 percent
Salinity, maximum in profile: Nonsaline (0.0 to 2.0 mmhos/cm)
Available water storage in profile: High (about 10.4 inches)

Interpretive groups

Land capability classification (irrigated): None specified
Land capability classification (nonirrigated): 2w
Hydrologic Soil Group: C/D
Other vegetative classification: High AWC, high water table (G095BY007WI)

Minor Components

Pella

Percent of map unit: 8 percent
Landform: Depressions, drainageways, ground moraines
Landform position (two-dimensional): Toeslope
Landform position (three-dimensional): Base slope
Down-slope shape: Concave
Across-slope shape: Concave

To Whom It may Concern—

Due to pre-existing time conflicts, I was unable to attend the February 26th public hearing on the four proposals to redevelop the Garver Feed Mill property and the open space behind Olbrich Park. I submit my views on this matter in hopes that the public comment period has not been closed, and the Garver Feed Mill redevelopment committee will continue to gather the opinions and views of city residents before coming to a decision on its preferred plan.

My name is Michael Vickerman, and I have resided in Madison's East Side since 1992. I have walked through the Garver property many times, and have pedaled past it on the bicycle path on innumerable occasions. The Garver property has special qualities and a unique history that should be respected by the City as it proceeds to redevelop this highly visible parcel adjacent to Olbrich Gardens. As an aside, I am also a renewable energy policy advocate and development facilitator.

My views on the redevelopment of the Garver Feed Mill and North Plat are as follows:

1. Of the four redevelopment scenarios before this committee, I support the one proposed by Baum Development. The property was for many years a food production center. Baum proposes to create a new artisan food production center in the footprint of the old sugar beet factory. This proposal respects that historical connection with food production and would continue it in a way that is sensitive to the property's environmental attributes.
2. Of the four redevelopment proposals, Baum's plans have the most economic development potential. In addition to its emphasis on local food production, the proposal envisions office space for affiliated nonprofits as well as microlodging units and demonstration orchards in the North Plat. In my review of the proposals, The Baum proposal appears to be the one most likely to create new employment opportunities as well as retain existing jobs off-site.
3. The site should not become a housing monoculture. Two of the four proposals would convert this unique space into a generic residential quarter more apt to drain city resources than add to them through the creation of a sustainable and low-maintenance space for workers and guests. It's worth mentioning that the Garver property is less than a mile away from two major redevelopment projects in the East Side, Union Corners and Royster-Clark, both of which will result in additional housing capacity. More residential units there would only make the surrounding neighborhood less diverse while adding next to nothing in the way of local interest.
4. Though interesting, the Alexander proposal is wrong for the site. It is better suited alongside a commercial thoroughfare such as E. Washington, where the traffic and parking impacts arising from a high volume entertainment venue can be more easily absorbed.
5. Of the four proposals, the Baum Development proposal is the only one that incorporates such sustainability features as low-maintenance landscaping and on-site energy capture into its plans for the building and surrounding area. Rooftop solar is an efficient and cost-effective way of capturing thermal and electrical energy and delivering it to the facility below. I would be remiss in not pointing out that deficiency in the other three proposals, which seriously compromises any claims made by their respective development teams that their designs honor and respect the notion of sustainability.

Thank you very much for taking my perspective into consideration.

Sincerely,

Michael Vickerman
509 Elmside Blvd.
Madison, WI 53704

Rolfs, Daniel

From: Mark Bergum [markpbergum@gmail.com]
Sent: Saturday, February 28, 2015 9:27 PM
To: Rolfs, Daniel
Subject: Garver Feed Mill Proposals

Dan,

I know I am a day late here, but I don't know what happened at the Garver Meeting yesterday/last week. Was one selected to move forward?

I was following along and wanted to support the Baum proposal.

Thanks,
Mark

Rolfs, Daniel

From: tim connor [birdmantc@live.com]
Sent: Monday, March 02, 2015 10:24 AM
To: Rolfs, Daniel
Subject: Garver feedmill site

Mr. Rolfs,

As a long time east sider, I am interested in the old Garver feed mill site next to Olbrich Gardens and have wondered what would become of it.

I understand that there are five proposed plans under consideration. I am particularly interested in the Braum proposal for several reasons. I think it would have the lowest environmental impact, best repurpose of the existing building, and compliment Olbrich Gardens and the surrounding community in the best manner. Thank you for your consideration and time.

Sincerely,
Tim Connor

Rolfs, Daniel

From: Amanda White [ms.amanda.white@gmail.com]
Sent: Monday, March 02, 2015 10:41 AM
To: Rolfs, Daniel
Subject: Garver Feed Mill redevelopment

Hello Dan,

My name is Amanda White and I am writing in support of the Baum Development project for the Garver Mill project. I live on the near east side and am a Board member of the Marquette Neighborhood Association; however, I am writing today representing myself and not the neighborhood (we have not discussed the proposals as a Board).

I am in favor of the the Baum Development for the following reasons:

- 1) I have personally met David Baum and toured the Green Exchange in Chicago. It's an incredible facility and I believe David would be a great developer for a near east side Madison project.
- 2) The Baum proposal seems to do the best job of preserving the character of the building and maintaining some of the natural areas of the property as it currently exists.
- 3) I care about local food systems and appreciate the project's focus on urban agriculture.

I hope City staff and the review committee will strongly consider the Baum proposal.

Thank you for your time and attention on this project - it's exciting to see progress made on Garver!

Kind Regards,
Amanda

Amanda White
ms.amanda.white@gmail.com
608.698.9104

Rolfs, Daniel

From: Danielle Lamberson Philipp [lambersonphi@wisc.edu]
Sent: Tuesday, March 03, 2015 11:10 AM
To: Rolfs, Daniel
Subject: Support for Baum Proposal

Dear Mr. Rolfs,

I would like to express my support for the Baum proposal for the redevelopment of the Garver Feed Mill. I live in the neighborhood and would love to see this beautiful space put back into use, and what a better way than local food production. The benefits to the neighborhood, Madison and the region are plentiful — economic, educational, health, environmental. I feel like this proposal would be very successful not only as a stand alone enterprise, but also because of the other assets nearby — Olbrich Gardens, Lake Monona, the businesses in the Atwood neighborhood and proximity to downtown. I can also see the possibility for spin off projects in the future that would benefit communities around Madison.

Thank you for your time and consideration of this proposal.

Kind Regards,

Danielle Lamberson Philipp
113 N. Marquette St.
Madison, WI 53704
(608) 239-6459

Rolfs, Daniel

From: Daniel Kiernan [daniel.c.kiernan@gmail.com]
Sent: Tuesday, March 03, 2015 8:23 PM
To: Rolfs, Daniel
Subject: Garver Feed Mill Meeting Response

To the Garver Feed Mill Criteria and Selection Committee,

I was unable to attend the February 26th meeting, but I have read the public minutes and I would like to provide several comments in support of the Baum proposal. I apologize if my concerns are due to misinterpretation of the minutes.

1) When describing the conversation between Mr. Ahrens and Mr. Steines during the public hearing, the minutes indicate that “Ahrens asked Steines about his concept how much additional acreage the Baum proposal required, given the desire to minimize impacts upon the North Plat.” This question implies that the additional acres required for the Baum proposal (2-2.5 acres) will result in a greater impact on the site than those proposals limited to the original 5 acre block. Relying on total acreage as a measure of impact fails to account for the type of land usage. Although the Baum proposal would require conversion of 7.5 acres of park land, it is clear that the converted land would be developed in a much more conscientious manner than any of the other proposals. The permanent Baum footprint on the site is limited to the Garver building itself and the required Olbrich storage. Emphasis on low impact parking and low impact micro-lodge construction are supported by the Baum team’s excellent sustainability credentials. The other three proposals call for extensive construction on the 5-acre block and much larger parking impacts. It is evident that the Baum proposal is least disruptive to the site and should be rated highest for sustainability despite the additional acreage requirements.

2) The second series of comments relates to the additional cost of replacement parkland. It is true that the city will pay a larger upfront cost to convert additional acreage for the Baum proposal. I’m unable to tell, however, if discussion at the meeting showed that long-term costs to the city would be reduced if the Baum proposal is selected. During discussion of the financial analysis, Ms. Rutledge “noted that funding for the North Plat improvements was not included in the City’s current budget.” The vision established in the Baum proposal provides an opportunity for the operator and tenants of the Garver building to take on responsibility for some of the North Plat improvements that Madison would later need to fund if another proposal is selected. The willingness of the Baum team to actively participate in management of the North Plat is indicated by both their comments at the public meeting: “Baum reiterated that their team or tenants would be responsible for the installation and maintenance of the orchards or vineyards, as requested by their tenants” and the summary of their discussions with Madison Parks provided on January 16th: “The DNR proposed, and we enthusiastically agreed, that areas proposed for use as demonstration urban agriculture would remain public (and unconverted), provided that the proceeds from the sale of the harvest be returned to the City for the maintenance of the park land.” I believe it is important for the city to consider its own costs to improve and maintain the North Plat and balance these with the upfront cost of replacement parkland.

3) Finally, I would like to address the responsiveness of the Baum development team. The quotes above demonstrate that the Baum team has maintained open communication with the city and the public regarding their proposal. As a resident attempting to track progress of the RFP online, this active communication has answered many of my questions and built my respect for the professionalism of this team. Credit goes to Dan Rolfs for updating the project website, but much of the value would have been lost without submitted content from the development teams. The Baum team provided the most detailed and comprehensive feedback, setting

a pattern of collaboration and dialogue that can be expected to continue as the project moves past the proposal stage and into development.

Thank you for your efforts to select a valuable and viable development proposal for the Garver site and for your consideration of public comments.

Best Regards,

Daniel Kiernan

745 E. Mifflin St

Madison, WI 53703

Rolfs, Daniel

From: KATIE LAUFENBERG [kjlaufenberg@gmail.com]
Sent: Thursday, March 05, 2015 9:05 PM
To: Rolfs, Daniel
Cc: Alex Day
Subject: Garver Feed Mill - input

Hello Dan,

I understand you are the city staff member overlooking the Garver Feed Mill project. I wanted to voice my support for the Baum/Bachmann Construction plan. A few reasons why I like the plan include:

- It involves and supports many Madison east side local businesses
- It most closely aligns with my and I believe my neighbors' values
- It's neat that it brings food production back to the site
- The plan is the most sustainable of those bring considered
- I like that it restores the North Plat for public use

I live just around the corner at 3311 Ivy St and feel this decision will very much impact my life living in the neighborhood. Thank you for your consideration.

Cheers,
Katie Laufenberg
3311 Ivy St.
Madison, WI 53714
608-520-5733

Rolfs, Daniel

From: Alex Day [reenergyalex@gmail.com]
Sent: Monday, March 09, 2015 12:07 PM
To: KATIE LAUFENBERG
Cc: Rolfs, Daniel
Subject: Re: Garver Feed Mill - input

Hello Dan,

I understand you are the city staff member overlooking the Garver Feed Mill project. I wanted to voice my support for the Baum/Bachmann Construction plan. A few reasons why I like the plan include:

- It involves and supports many Madison east side local businesses
- It most closely aligns with my and I believe my neighbors' values
- It's neat that it brings food production back to the site
- The plan is the most sustainable of those bring considered
- I like that it restores the North Plat for public use

I live just around the corner at 3311 Ivy St and feel this decision will very much impact my life living in the neighborhood. Thank you for your consideration.

Cheers,
Alex Day
3311 Ivy St.
Madison, WI 53714
608-520-5731

Rolfs, Daniel

From: Lana Zoet [lanazoet@iastate.edu]
Sent: Monday, March 09, 2015 3:16 PM
To: Rolfs, Daniel
Subject: interested in Garver Feed Mill - request for information

Hi Dan,

I have come across the Garver Feed Mill RFP and proposals for the project. I'm writing because I'm interested in using this project as an exercise for myself. I am currently a Master of Architecture student at Iowa State University (graduating in May), and I am working on an independent studio where I am seeking to conceptually design a living building project to be located in Madison, WI. I'll be moving to Madison (and practicing architecture in the area) in August of this year, as my husband recently accepted a position at UW. I'm hoping to use my design studio as an opportunity to learn more about the area.

The Garver Feed Mill looks like a great potential opportunity for a living building design, so I'm wondering if you would mind sending me the documentation package for the structure to utilize.

I'll be curious to see how the project progresses.

Thank you!

--

Lana Zoet
LEED AP, BD+C
AIAS
M Arch I Student
President, ISU Graduate Students in Architecture
Teaching & Research Assistant

Dept of Architecture
156 College of Design
Iowa State University

[CODA](#) Publication