

GARVER

FEED MILL

Madison, Wisconsin

Urban Design Commission
4.13.16



BAUM REVISION
real estate development



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Garver Feed Mill is a landmark with history, character and a purpose. It acts as a hub for manufacturing while enhancing the sense of community and a place of gathering. Appropriately, the adaptive restoration and re-use of the historic Garver Feed Mill will be to primarily function as a food production facility. The building will house several well-established local food makers and craftspersons, and provide individual and separate production, warehouse and office spaces for each of these businesses. Through a co-location concept, it is expected that each producer will reap significant economic benefits through numerous combined efficiencies.

Secondary uses will include an event venue for various community, private and tenant meetings and events. Also planned is a café and small restaurant to create special opportunities for the public to enjoy and get up close with the historic features of the building and the artisans themselves. Throughout the site, we intend to integrate sustainable urban agriculture and create a platform for educational programming functions.

Pedestrian movement between the mill and northern landscape is supported by a courtyard and woonerf - establishing a strong connection across the site where pedestrians, bicycles, and cars can freely and safely interact. The outdoor courtyard is defined by existing masonry walls and a new allée of trees. A new trellis structure helps break down the scale of the space while providing both shelter and evening lighting. Cafe seating - both open and covered - is provided at the edges of the lawn.

The south façade is the historic front of Garver. Given its significance, the proposed improvements are kept low and “open.” A single deck with stairs and ramp lead to a patio at grade. This space receives abundant direct light in the afternoon and into the evening. Shade is provided with trees and site furniture.

Located on the northern site will be a curated selection of micro homes. Our vision is to make Madison the micro home capital of the world by showcasing the best designed micro homes. This concept will be a model for sustainable tourism that provides the art of hospitality while showcasing micro houses that are sustainably designed and operated.

Up to fifty detached, cabin-like structures, which will have a defined footprint between 150 SF to 750 SF (average size of 350 SF) will include sleeping, bathroom and cooking facilities for transient guests.

Exterior appearance and such characteristics as massing, number of sleeping rooms, architectural style and features, roof pitches, fenestration, durable interior and exterior finish materials and colors are intended to be considerably varied, diverse and non-uniform.

The design intent is a prototype of different housing markets and applications that are reflected in thematic clusters. The architectural clusters will be unified by an underlying theme to demonstrate how individual, small designers can come together to create a cohesive experience in the same way Garver food producers are doing. Within the greater context of the site, the micro-lodging will offer a unique experience, similar to a series of exhibits that change over time, creating an opportunity for visitors to see something new and current every year.

Each cluster has been chosen as a group that consists of one or a group of architects/builders with a similar theme. While each cluster may vary, a consistent theme will be high quality, innovative design that is chosen through our strict selection process. Each home will be sited properly with native landscaping, adequate screening, and will be addressed as a part of a larger cluster of homes surrounding a semi-private community space. Everything from signage, way-finding, landscaping, and even outdoor porches and decks will help to inform a sense of belonging, however the character of the home and the treatment of the architecture should engage in a more personal conversation.

The site design will unify the project through a consistent palette of planting, materials and spatial definition consistent with this forward looking approach, with an emphasis on providing examples of opportunities for sustainable living; native plantings, water re-use, connection to the outdoors, gathering and educational spaces.

The developer is also required to provide a storage building for Olbrich Gardens on the site. To be consistent with the site’s use during its “period of significance”, and confirmed by photographic evidence, an industrial type building is planned the area west of the former Frito-Lay research buildings. Extensive review of historical documents shows that these types of metal sided industrial structures existed on the site as early as 1928 when Madison Silo began operations and proliferated through 1986 when Madison Farm Structures (formerly Madison Silo) closed. As a preservation goal consistent with the rehabilitation and re-use of the landmark site, a modern structure with metal siding appropriately recognizes and compliments the site’s historic importance while simultaneously providing an essential functional purpose for Olbrich Gardens.

The entire project is a demonstration of a micro-community that exemplifies adaptability, innovation, sustainability, and local economic development. Specifically, it shows the integration of a system of food (Garver), health, water, energy, waste (all three part of the infrastructure), housing (micro lodging), nature (open space and trails), education (programs), and community (events). Contextually, important factors that make the proposed uses appropriate for the Garver Feed Mill and site include its landmark status, proximity to Olbrich Gardens, historic uses, adjacency to bike path and waterway, neighborhood “sense of place”, sensitivity to maintain significant natural space and parkland and minimize parking.



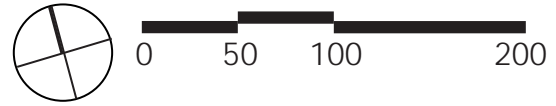
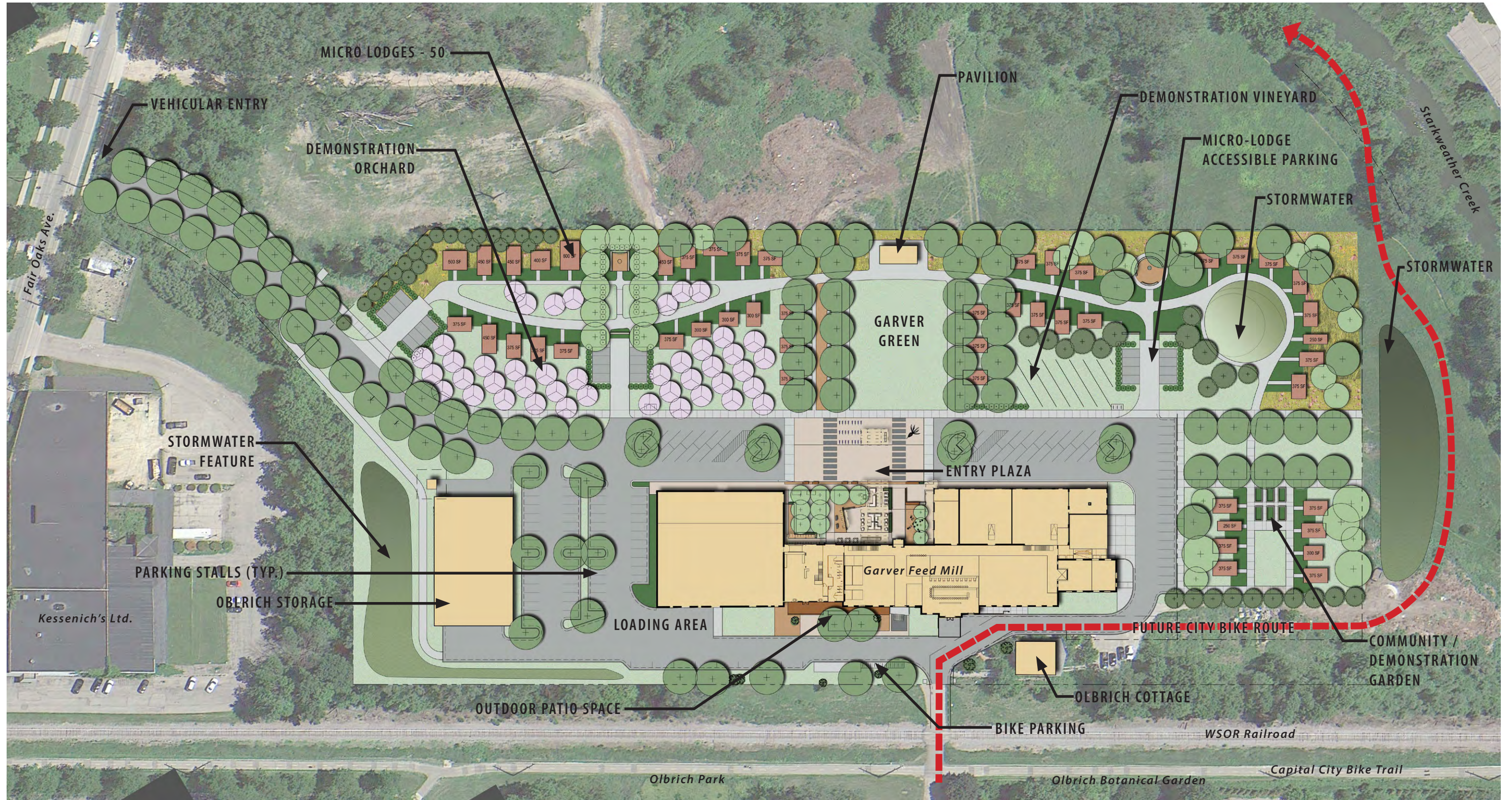
SITE W/ OLBRICH



SOUTH FACADE

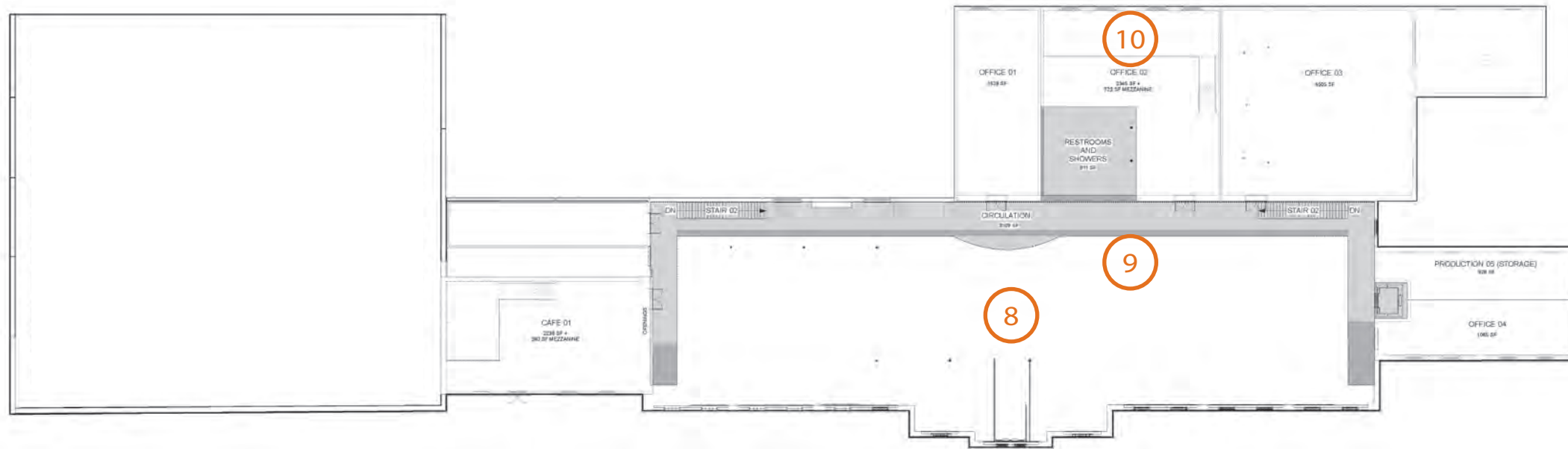


NORTH FACADE

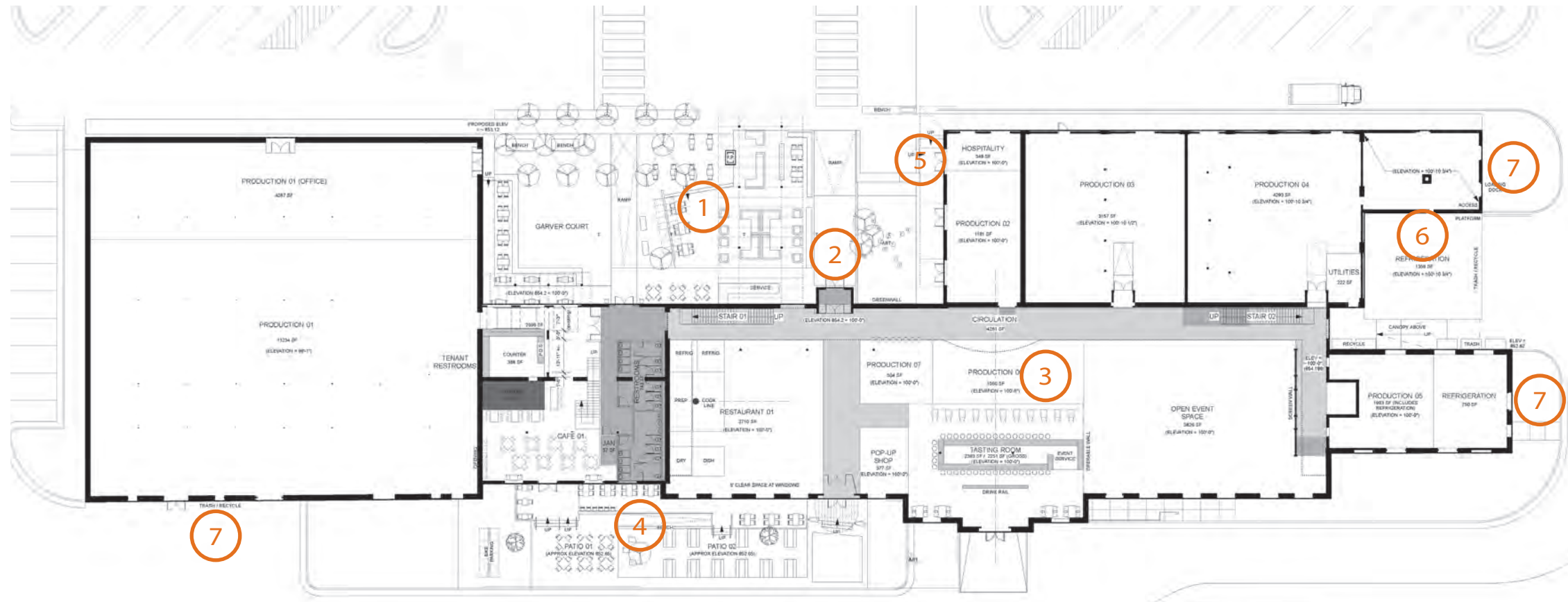


OVERALL SITE PLAN

LEVEL 2



LEVEL 1



- 1 ENTRY PLAZA
- 2 NEW ENTRY
- 3 EVENT SPACE
- 4 OUTDOOR PATIO FOR CAFE
- 5 MICRO LODGE
- 6 REFRIGERATION
- 7 LOADING DOCK
- 8 OPEN TO BELOW
- 9 PERIMETER CATWALK
- 10 MEZZANINE

FLOOR PLANS























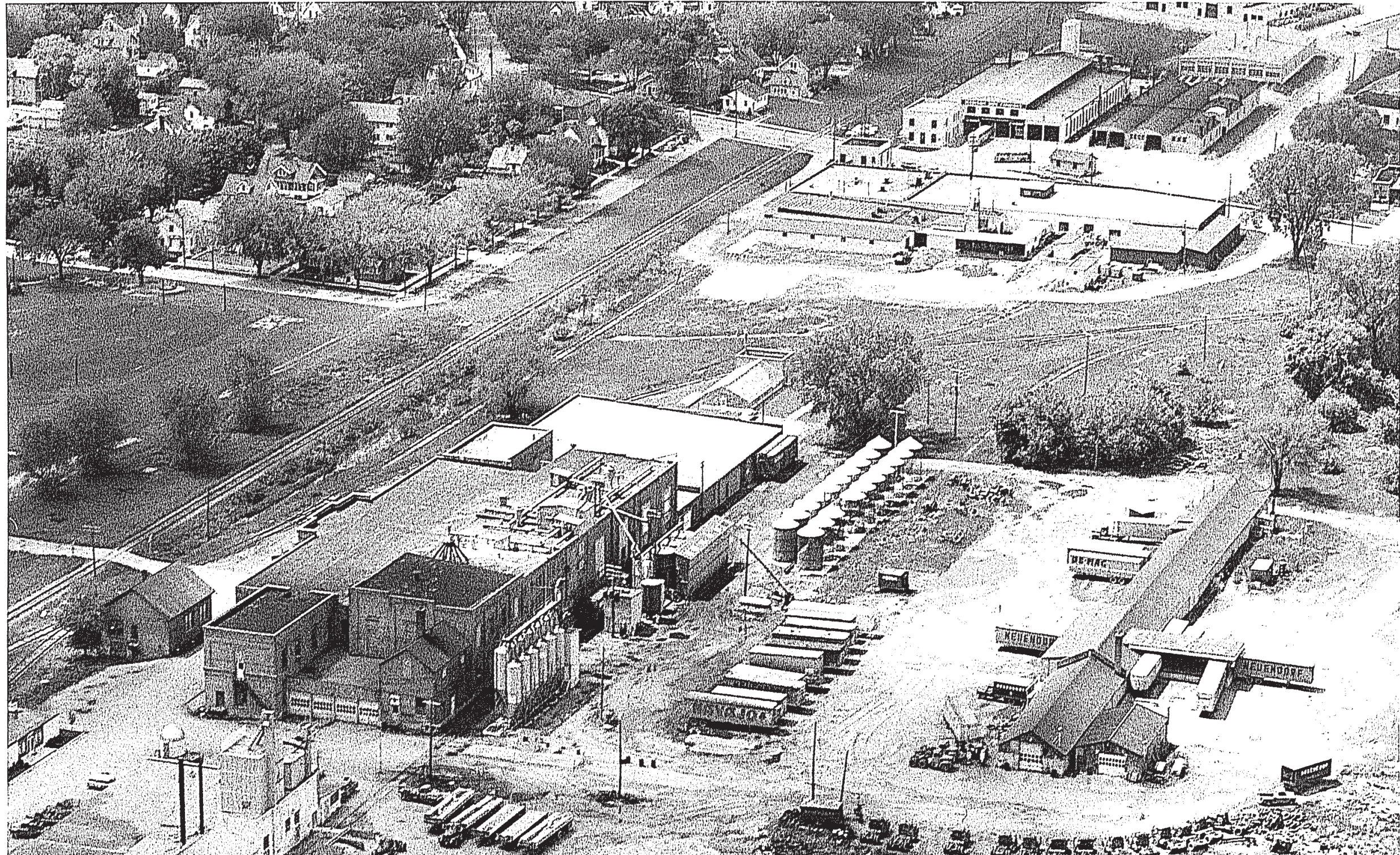






Two view of the Garver building, circa 1960s, seen from the South.

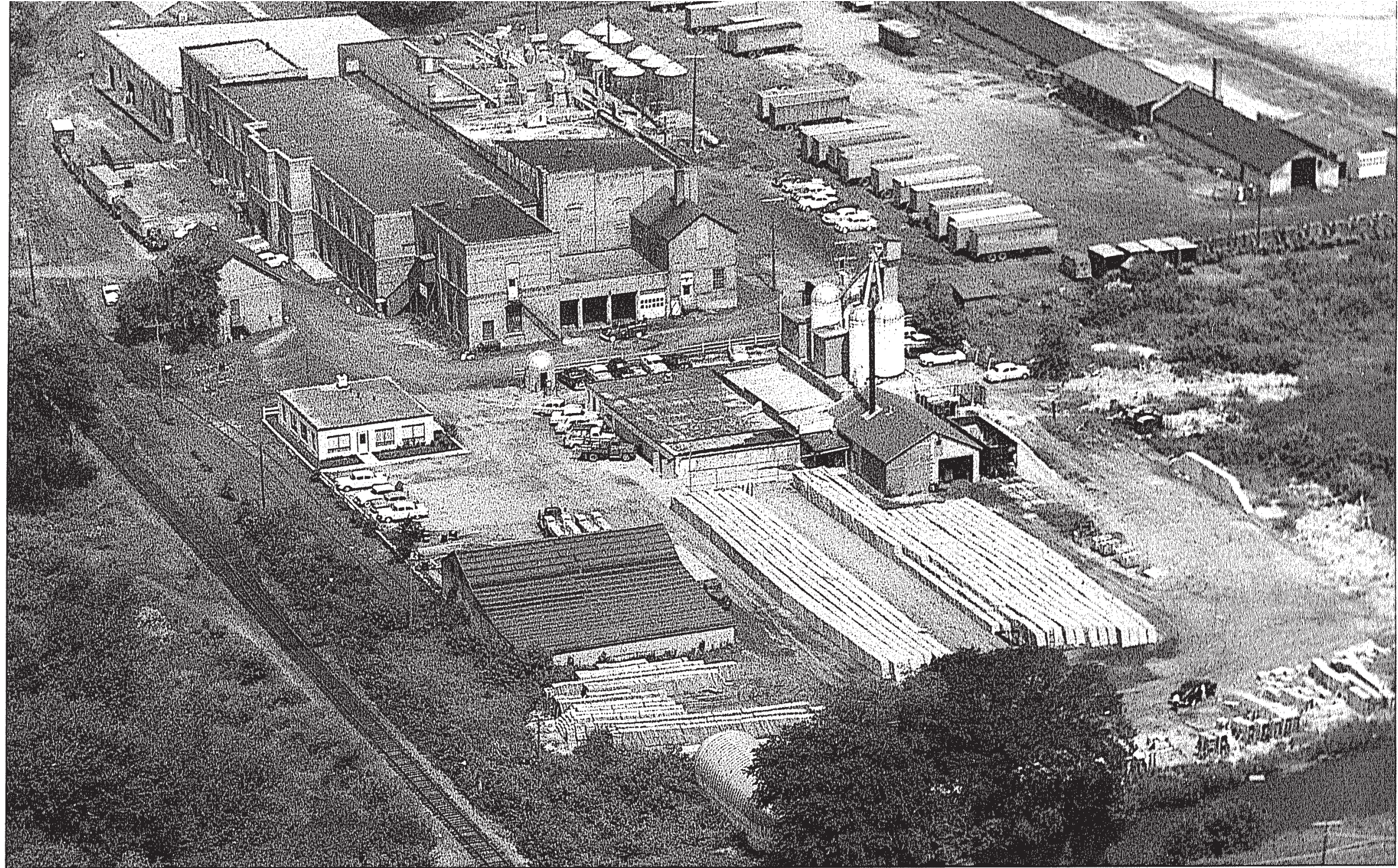
The large rooftop mechanical equipment is part of the grain mixing and distribution process.



Early aerial view of the Garver property from the East.
Note the extent of large rooftop equipment, and the numerous buildings on the site.



Aerial view of the Garver site, seen from directly overhead



Another early aerial view of the Garver property.
Note the three large, low-slope roofs and wide buildings in the foreground.

Garver Feed Mill ~ Historical Context Photos



13 STEEL BUILDING FROM WEST



Two examples of metal-sided shed buildings on the Garver property, seen in eye-level views.

Baum Development Team ~ UDC April 2016

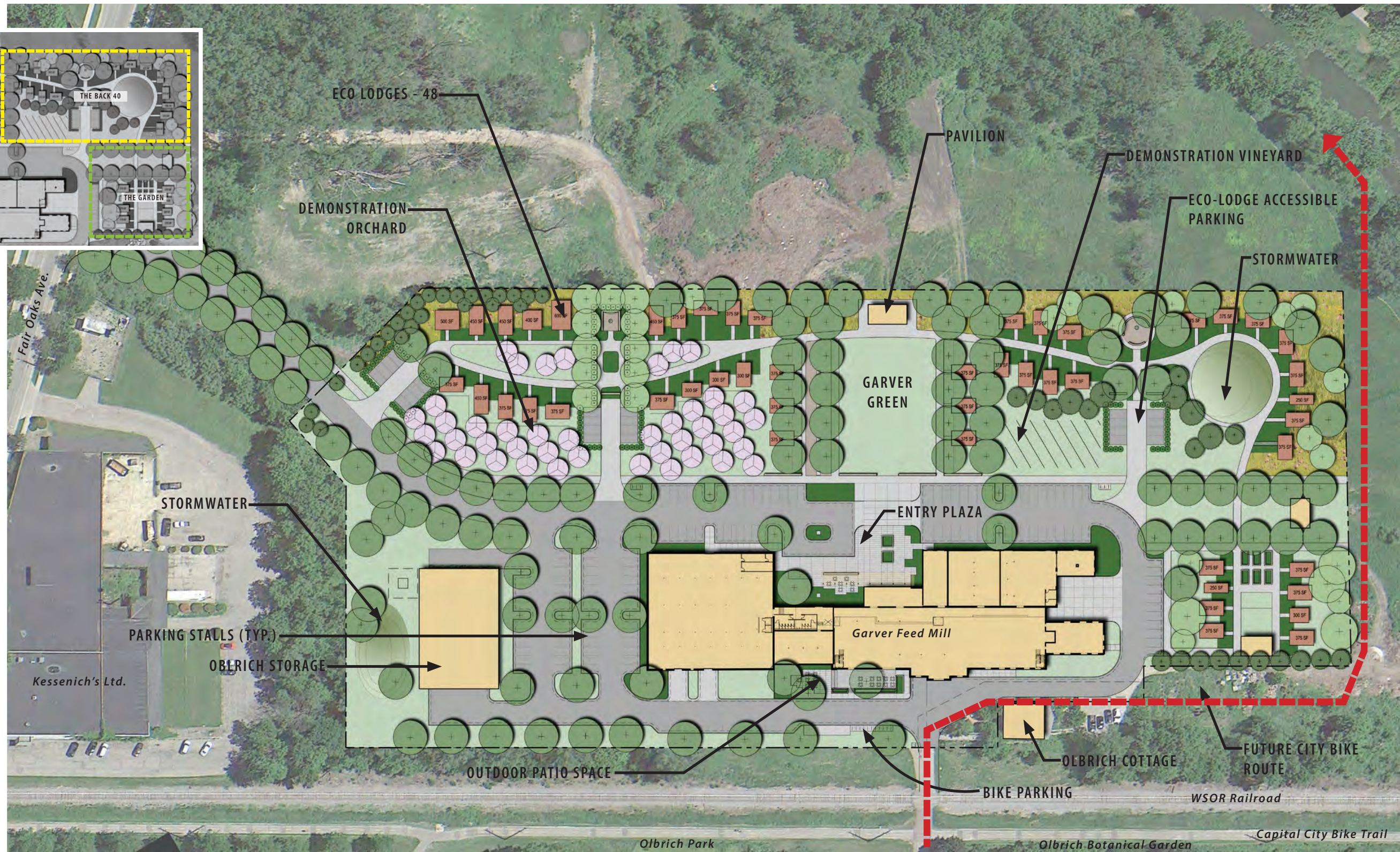
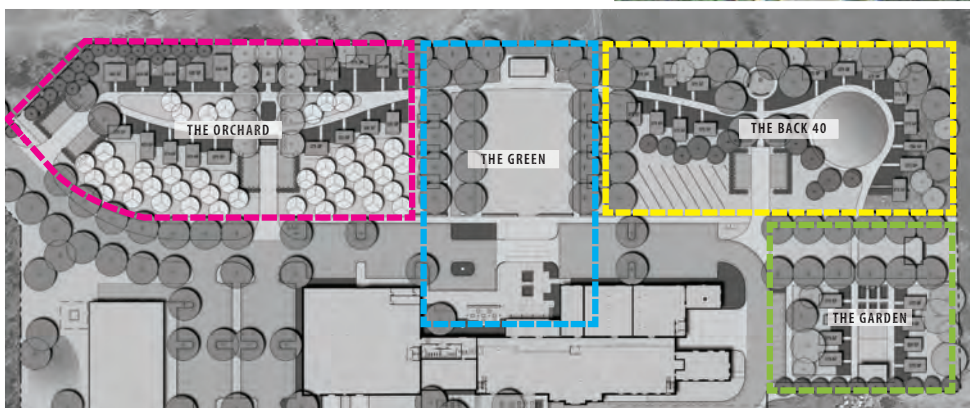


OBS planned storage building on the Garver property, seen in eye-level view.

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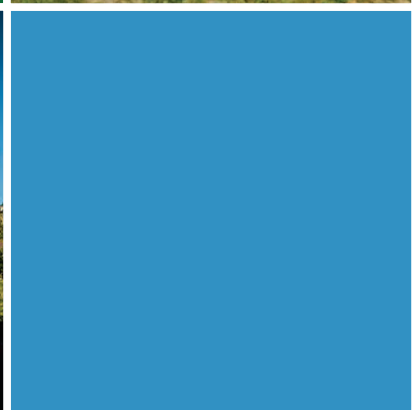
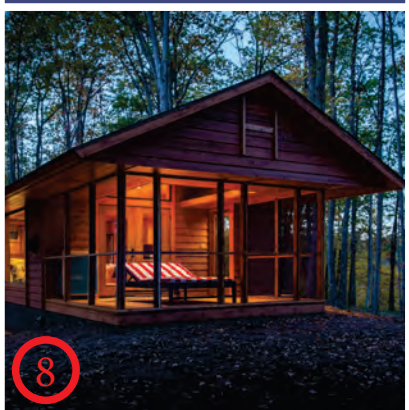
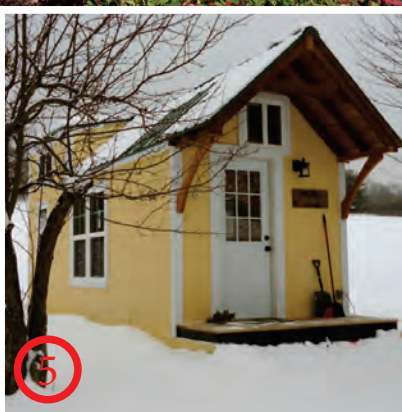
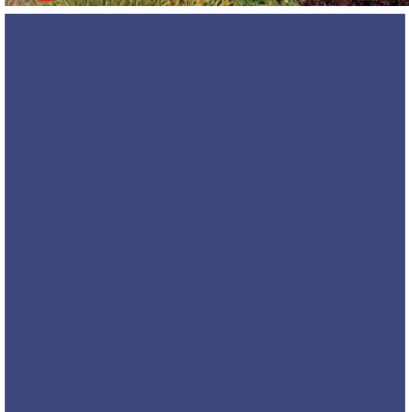
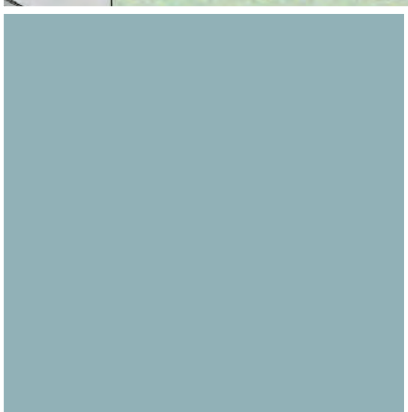


BACK 40 - "RAIN GARDEN"

The homes in this section of the site wrap around a "rain garden", and are surrounded by the stream, the prairie style tall grasses, and large trees. The homes selected for this area share a common aesthetic: gabled roofs, sweeping eaves, wooden trellis structures, porches, Hardi-panel or similar exterior cladding, and a "cottage" typology. The homes vary in size from ultra small 112 Sq. Ft. to the largest at 780 Sq. Ft (we will work with the designer to cut the size down to the maximum allowed 750 Sq. Ft.)

Recommended Selection:

- 1) Newenhouse "Small" - 500 Sq. Ft.
- 2) The Bevan - 112 Sq. Ft.
- 3) Ross Chapin Architects - Gilann - 637 Sq. Ft.
- 4) Minihouse - SE - 135 Sq. Ft.
- 5) Keep on the Sunny Side - 144 Sq. Ft.
- 6) Tumbleweed Tiny Home - 161 Sq. Ft.
- 7) Kangaroo Systems - 224 Sq. Ft.
- 8) Escape Home - 396 Sq. Ft.
- 9) Soleta One+ - 540 Sq. Ft.
- 10) DC Cottage - 520 Sq. Ft.
- 11) P.Brachvogel - The Willow - 780 Sq. Ft. (750 Sq. Ft. Proposed)



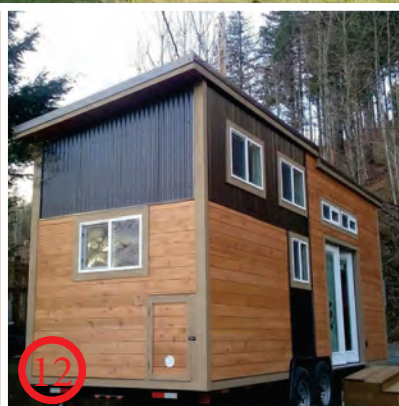
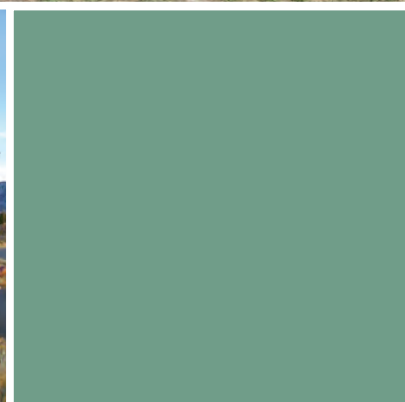


"THE GARDEN"

The homes in this section of the site surround a courtyard style setting accompanied by a community vegetable and herb garden. Narrow "plots" cater to a more intimate setting and subsequently favor smaller homes. The defining characteristic of these homes is quantified by their size: all of these homes are under 250 Sq. Ft., with the average size being 175 Sq. Ft. Other parallels shared among some of these homes are their trailer bases. Although this illustrates their transient nature, these homes will be sited with more permanent foundation systems.

Recommended Selection:

- 1) Wohnwagon - 174 Sq. Ft.
- 2) Minimotives - 196 Sq. Ft.
- 3) Nomad Micro Homes - 163 Sq. Ft.
- 4) Rocky Mountain Tiny House - 128 Sq. Ft.
- 5) Toybox Tiny Home - 147 Sq. Ft.
- 6) Pod Ildadla - 186 Sq. Ft.
- 7) Wishbone Tiny House - 192 Sq. Ft.
- 8) Steps "15" - Jabo - 162 Sq. Ft.
- 9) Ciderbox Tiny Home - 192 Sq. Ft.
- 10) Escape Traveler Tiny House - 246 Sq. Ft.
- 11) Tiny Heirloom Tiny House - 192 Sq. Ft.
- 12) American Tiny House - 131 Sq. Ft.
- 13) Liberation Tiny Home - 192 Sq. Ft.



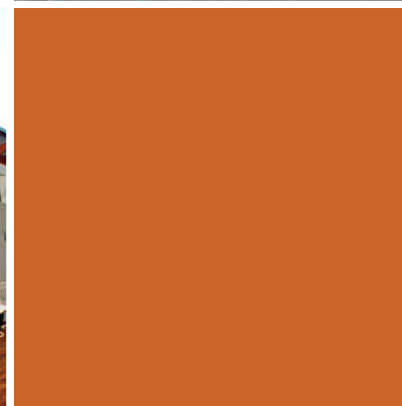
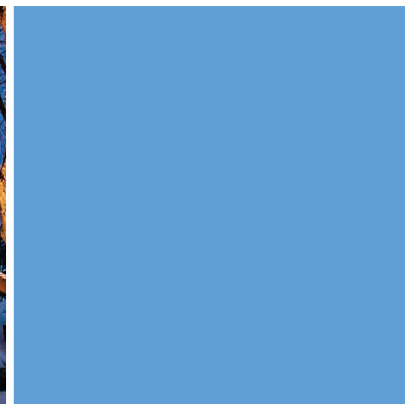
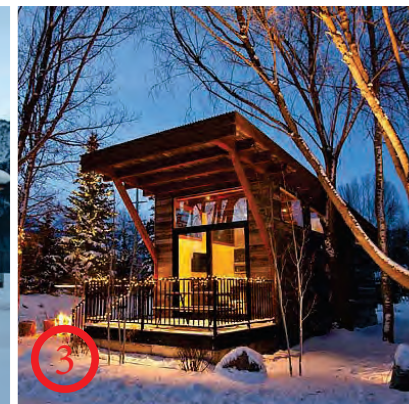


“GARVER GREEN”

The Garver Green serves as a gathering venue for events within the microlodge community as well as the Garver building itself. Its a transition point that introduces visitors to the broader microlodge community. The orthogonal delineation of the lawn suggests a more urban representation, enhanced by its tree-lined sidewalks that flank the lawn, and terminates at the pavilion. The homes selected for this section of the development have a more substantial presence, both in their overall size as well as their architectural treatment. These homes share other characteristics such as their large cantilevered sloping roofs, modern architectural styling, and in some cases, a verticality that is otherwise not represented elsewhere.

Recommended Selection:

- 1) Modern Shed - 420 Sq. Ft.
- 2) Tamarac - 780 Sq. Ft. (750 Sq. Ft. Proposed)
- 3) Wheelhaus - 450 Sq. Ft.
- 4) Rolling Huts - 440 Sq. Ft.
- 5) Taliesin - Mod Fab - 470 Sq. Ft.
- 6) Hive Modular - 750 Sq. Ft.
- 7) Loftcube - 306 Sq. Ft.
- 8) Studio Shed - 360 Sq. Ft.
- 9) Heijmans One - 720 Sq. Ft.
- 10) Nova Deko Milan - 320 Sq. Ft.
- 11) SML - Method Home - 565 Sq. Ft.



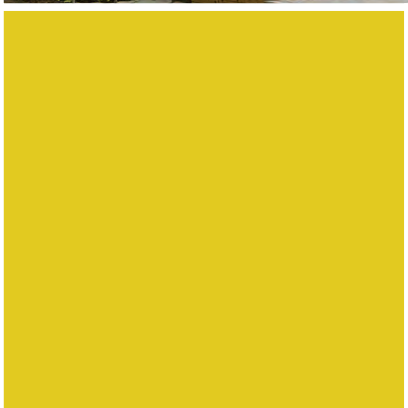
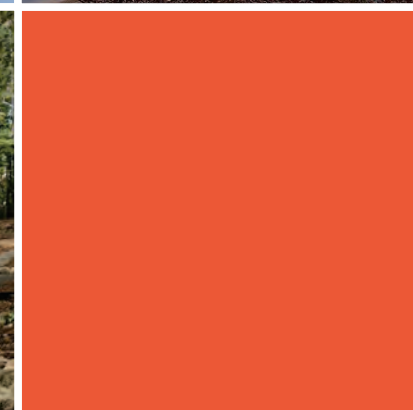


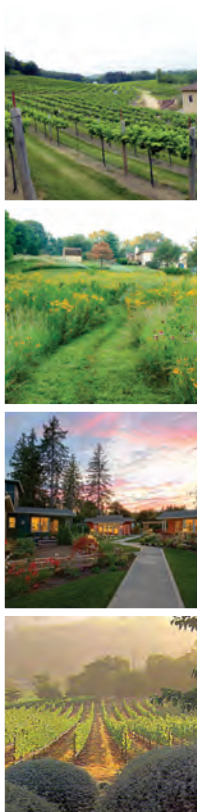
“THE ORCHARD”

The Orchard is situated strategically between the parking lot and the next grouping of microlodges. It shelters the noise of vehicular traffic entering and exiting the complex, while still remaining accessible for patrons to explore. Behind the orchard is a suburban-esque planned section of the microlodge community. A large communal gathering lawn acts as a spine that connects the microlodges on either side. Buffered by a more private “front lawn” the next selection of homes embody a blend of stylistic characteristics. The lodges are more contemporary in nature, but have varying defining properties from their fenestration, roof shapes, material selections, to their structural systems, orientation, and opacity. This model suggests a heterogeneous approach to an otherwise uninspired homogeneous suburban model.

Recommended Selection:

- 1) Ideabox - 400 Sq. Ft.
- 2) S3 Denali - Leap Factory - 480 Sq. Ft.
- 3) Norris House - 1,000 Sq. Ft. (750 Sq. Ft. Proposed)
- 4) Bunkie - 200 Sq. Ft.
- 5) Abaton - 122 Sq. Ft.
- 6) Sustainer Homes - 323 Sq. Ft.
- 7) Marmol Radziner - 750 Sq. Ft.
- 8) Treehouse Riga - 180 Sq. Ft.
- 9) EcoPod - 288 Sq. Ft. - Undisclosed
- 10) Munda Shipping Container - 160 Sq. Ft.
- 11) TSM Container Home - 160 Sq. Ft.
- 12) Cinderbox - 200 Sq. Ft.
- 13) Montainer Home - 160 Sq. Ft.
- 14) Origin Pod - 685 Sq. Ft.





Back 40 - "Demonstration Vineyard"

The demonstration vineyard is situated just north of the parking lot and to the east of the Garver Green. The microlodges in this section of the development occupy a rather small footprint, once again catering to a smaller overall average footprint. The shared architectural vocabulary is of a short, linear geometry and remain very transparent to one face or both allowing for visual interaction north to the prairie, or south to the vineyard.

Recommended Selection:

- 1) Greenfab Home - 150 Sq. Ft.
- 2) Carbon Positive House - 315 Sq. Ft.
- 3) Mima House - 387 Sq. Ft.
- 4) ALP320 - 320 Sq. Ft.
- 5) CH Mini - 450 Sq. Ft.
- 6) Studio 37 - 400 Sq. Ft.
- 7) Le Vertendre - 450 Sq. Ft.
- 8) Jot House Mini - 250 Sq. Ft.
- 9) Freedomky House - 465 Sq. Ft.
- 10) Noem Prefab - 312 Sq. Ft.
- 11) Weezero - 450 Sq. Ft.
- 12) Zenkaya - 598 Sq. Ft.
- 13) Kithaus - 204 Sq. Ft.
- 14) Add-a-room - 180 Sq. Ft.
- 15) Minim - 210 Sq. Ft.

