



City of Madison

Proposed Rezoning and Conditional Use

Location
109 and 115 South Fair Oaks Avenue

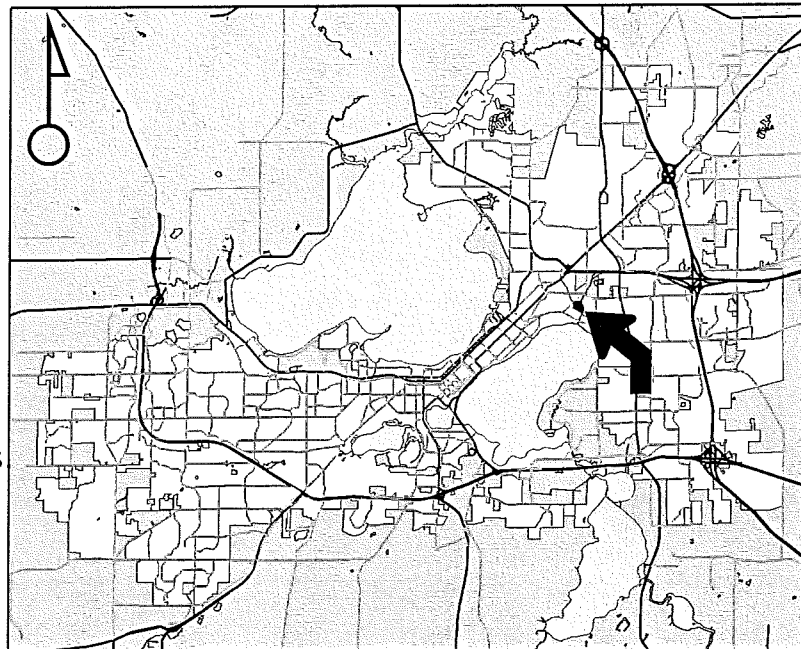
Applicant
City of Madison Parks Division/Bryant Moroder-Sustainable Resource Group, LLC

From: TE To: Amended PD(GDP-SIP)

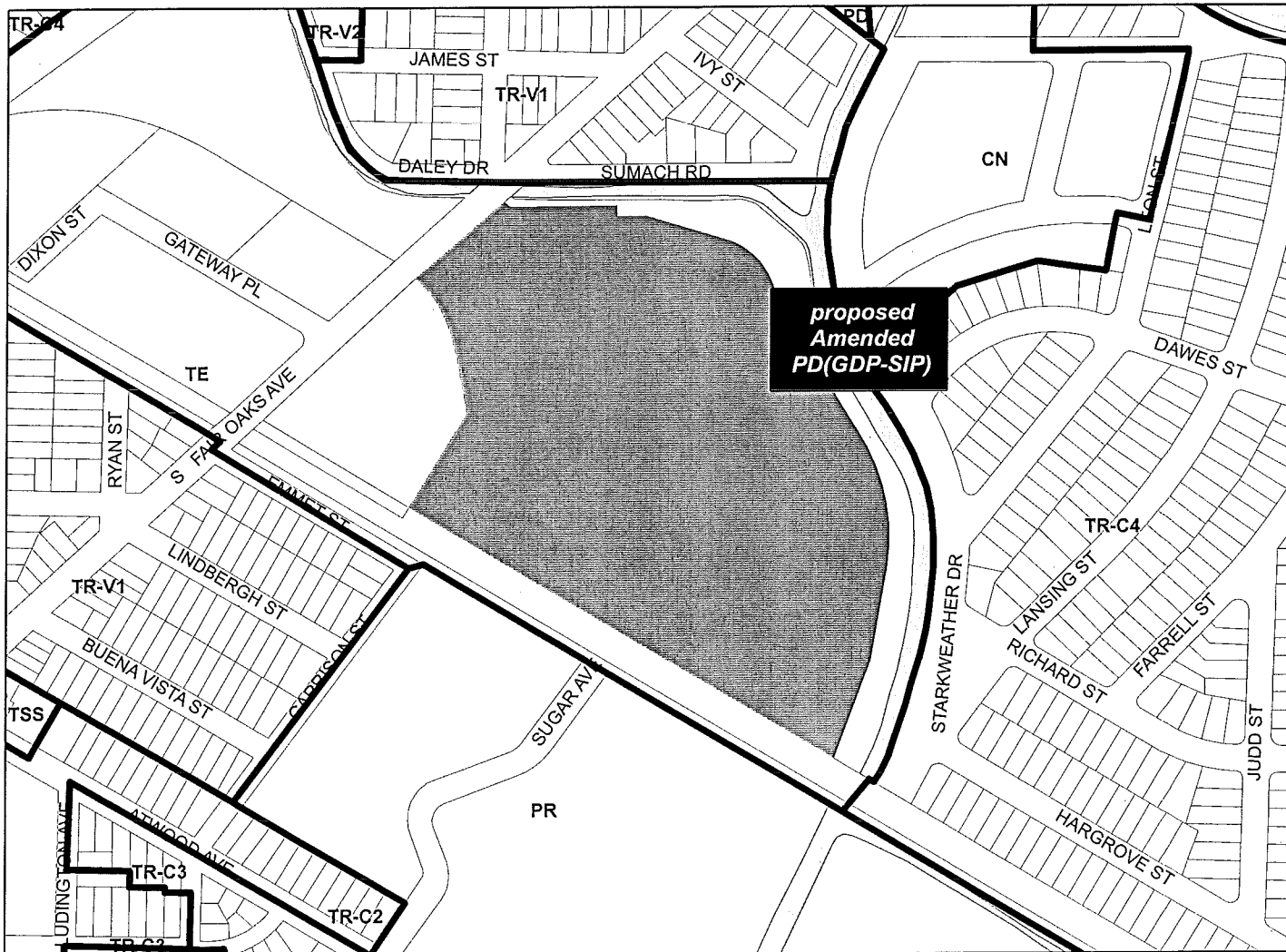
Existing Use
Garver Feed Mill

Proposed Use
Renovate Garver Feed Mill into food production facility and the development of micro lodges and related improvements

Public Hearing Date
Plan Commission
11 July 2016
Common Council
19 July 2016



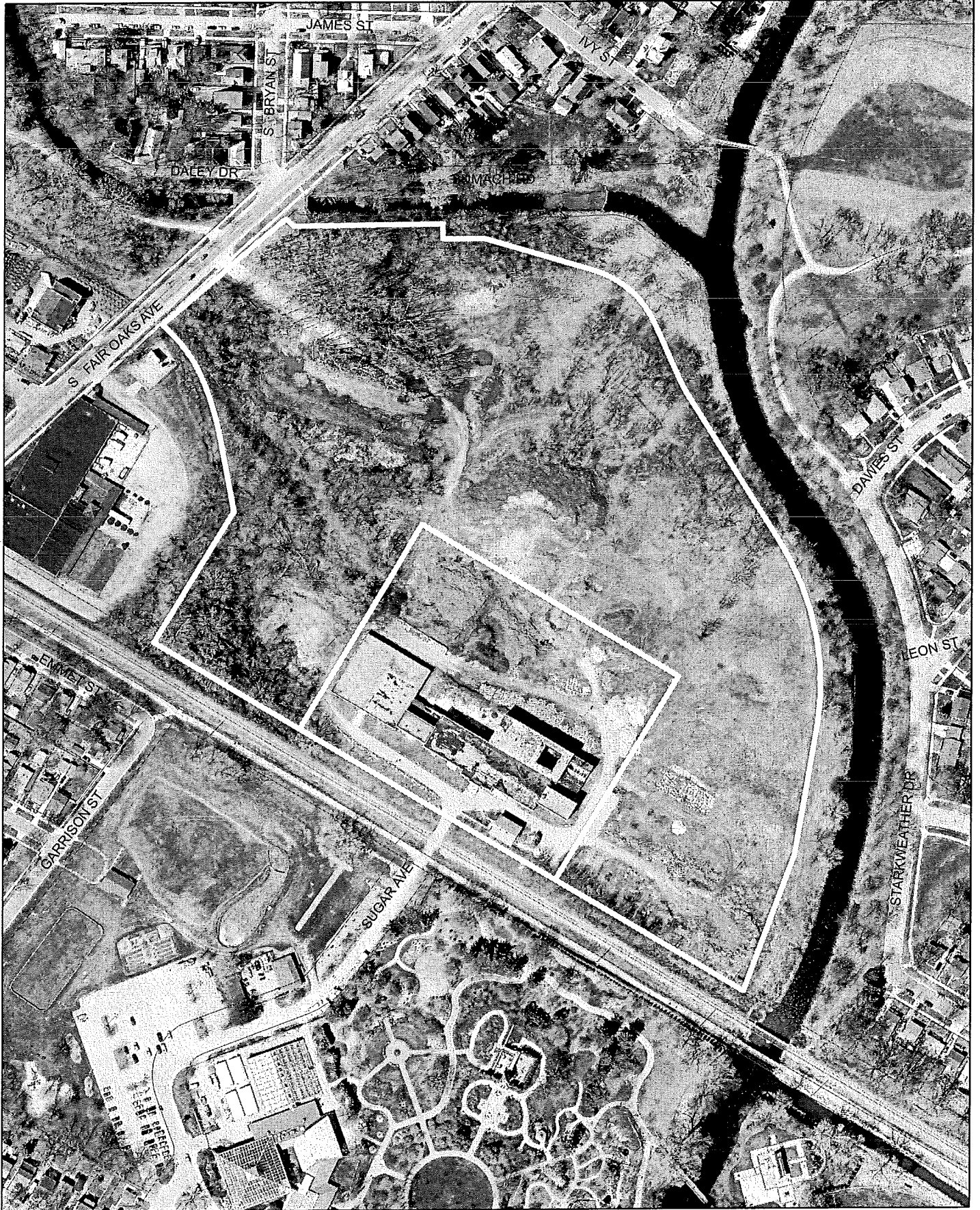
For Questions Contact: Heather Stouder at: 266-5974 or hstouder@cityofmadison.com or City Planning at 266-4635



Scale : 1" = 400'

City of Madison, Planning Division : RPJ : Date : 06 July 2016

7





LAND USE APPLICATION

CITY OF MADISON

215 Martin Luther King Jr. Blvd; Room LL-100
PO Box 2985; Madison, Wisconsin 53701-2985
Phone: 608.266.4635 | Facsimile: 608.267.8739

- All Land Use Applications should be filed with the Zoning Administrator at the above address.
- The following information is required for all applications for Plan Commission review except subdivisions or land divisions, which should be filed using the Subdivision Application.
- This form may also be completed online at: www.cityofmadison.com/developmentcenter/landdevelopment

FOR OFFICE USE ONLY:

Amt. Paid _____ Receipt No. _____
 Date Received 5/11/16
 Received By [Signature]
 Parcel No. 0710-054-0098-3
0710-054-0096-7
 Aldermanic District 6 - Rummel
 Zoning District PD, TE, His-L
 Special Requirements Adjacent to Landmarks
In Floodplain, railroad
 Review Required By: Historic Landmark Franky
 Urban Design Commission Plan Commission
 Common Council Other: _____

Form Effective: February 21, 2013

1. **Project Address:** 109 S Fair Oaks Ave and 115 S. Fair Oaks Ave
Project Title (if any): Garver Feed Mill LLC

2. **This is an application for (Check all that apply to your Land Use Application):**

- Zoning Map Amendment from HIS L, TE, PD to PD
- Major Amendment to Approved PD-GDP Zoning Major Amendment to Approved PD-SIP Zoning
- Review of Alteration to Planned Development (By Plan Commission)
- Conditional Use, or Major Alteration to an Approved Conditional Use
- Demolition Permit
- Other Requests: _____

3. **Applicant, Agent & Property Owner Information:**

Applicant Name: Garver Feed Mill LLC Company: _____
 Street Address: 1030 West Chicago City/State: Chicago IL Zip: 60622
 Telephone: (312) 275 3123 Fax: () Email: tali@baumrevision.com

Project Contact Person: Bryant Moroder Company: Sustainable Resource Group LLC
 Street Address: 29 Farwell St City/State: Madison WI Zip: 53704
 Telephone: (608) 5771150 Fax: () Email: bryant@baumrevision.com

Property Owner (if not applicant): City of Madison Parks Division
 Street Address: 210 MLK Jr. Blvd Suite 104 City/State: Madison WI Zip: 53703

4. **Project Information:**

Provide a brief description of the project and all proposed uses of the site: Renovation of the Garver Feed Mill as a food production facility with complementary uses. Adjacent to the Garver Feed Mill site will be micro-lodges operated as a hospitality option and a unheated storage for Oilbrich and Garver tenants.

Development Schedule: Commencement Dec 2016 Completion April 2018

5. Required Submittal Information

All Land Use applications are required to include the following:

Project Plans including:*

- Site Plans (fully dimensioned plans depicting project details including all lot lines and property setbacks to buildings; demolished/proposed/altered buildings; parking stalls, driveways, sidewalks, location of existing/proposed signage; HVAC/Utility location and screening details; useable open space; and other physical improvements on a property)
- Grading and Utility Plans (existing and proposed)
- Landscape Plan (including planting schedule depicting species name and planting size)
- Building Elevation Drawings (fully dimensioned drawings for all building sides, labeling primary exterior materials)
- Floor Plans (fully dimensioned plans including interior wall and room location)

Provide collated project plan sets as follows:

- **Seven (7) copies** of a full-sized plan set drawn to a scale of 1 inch = 20 feet (folded or rolled and stapled)
- **Twenty Five (25) copies** of the plan set reduced to fit onto 11 X 17-inch paper (folded and stapled)
- **One (1) copy** of the plan set reduced to fit onto 8 ½ X 11-inch paper

* For projects requiring review by the **Urban Design Commission**, provide **Fourteen (14) additional 11x17 copies** of the plan set. In addition to the above information, all plan sets should also include: 1) Colored elevation drawings with shadow lines and a list of exterior building materials/colors; 2) Existing/proposed lighting with photometric plan & fixture cutsheet; and 3) Contextual site plan information including photographs and layout of adjacent buildings and structures. The applicant shall bring samples of exterior building materials and color scheme to the Urban Design Commission meeting.

Letter of Intent: Provide one (1) Copy per Plan Set describing this application in detail including, but not limited to:

- | | | |
|---|---|--|
| • Project Team | • Building Square Footage | • Value of Land |
| • Existing Conditions | • Number of Dwelling Units | • Estimated Project Cost |
| • Project Schedule | • Auto and Bike Parking Stalls | • Number of Construction & Full-Time Equivalent Jobs Created |
| • Proposed Uses (and ft ² of each) | • Lot Coverage & Usable Open Space Calculations | • Public Subsidy Requested |
| • Hours of Operation | | |

Filing Fee: Refer to the Land Use Application Instructions & Fee Schedule. Make checks payable to: *City Treasurer*.

Electronic Submittal: All applicants are required to submit copies of all items submitted in hard copy with their application as Adobe Acrobat PDF files on a non-returnable CD to be included with their application materials, or by e-mail to pcapplications@cityofmadison.com.

Additional Information may be required, depending on application. Refer to the Supplemental Submittal Requirements.

6. Applicant Declarations

Pre-application Notification: The Zoning Code requires that the applicant notify the district alder and any nearby neighborhood and business associations in writing no later than 30 days prior to FILING this request. List the alderperson, neighborhood association(s), and business association(s) AND the dates you sent the notices: waiver granted

→ If a waiver has been granted to this requirement, please attach any correspondence to this effect to this form.

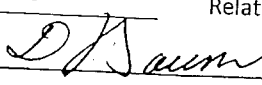
Pre-application Meeting with Staff: Prior to preparation of this application, the applicant is required to discuss the proposed development and review process with Zoning and Planning Division staff; note staff persons and date.

Planning Staff: Heather Stouder Date: 1/26/16 Zoning Staff: Tim Parks Date: 5/19/15

The applicant attests that this form is accurately completed and all required materials are submitted:

Name of Applicant Garver Feed Mill LLC

Relationship to Property: Contract Buyer

Authorizing Signature of Property Owner 

Date 5/10/16



BAUM REVISION
real estate development

Letter of Intent Garver Feed Mill

This Letter of Intent addresses the redevelopment of the Garver Feed Mill building and parcel and 11.01 acres of land area around the parcel.

Since 1997, the City of Madison has owned the completely vacant 58,900 square foot Mill along with 26 acres of adjoining land. After 19 years of little maintenance or protection, significant deterioration has occurred in all systems of the building including severe distress to the structural stability and to the integrity of the masonry. The area surrounding the building, acquired for environmental corridor and parkland, has been largely inactive with the exception of some Olbrich Gardens back-of-the-house operations.

Per Madison General Ordinance 8.075, Mayor Paul Soglin and the Madison Common Council charged the Garver Surplus Criteria and Selection Committee with the creation of a Request for Proposal, as well as the review of responding proposals and selection of a development team capable of returning this unique community asset to productive use.

In its request for proposal, the City included the following criteria for responding proposals:

- Embody and interpret the goals for this RFP in a manner that captures the community's imagination and aspirations for a sustainable, innovative 21st century city.
- Minimize the amount of paved surface serving their redevelopment of the Garver building. This can include proposals that move the current access off of Fair Oaks Ave to a different location to cut down on the required amount of paved surface to reach any needed parking and delivery areas.
- Minimize all associated sidewalks, landscaping, parking and any other related outdoor structures proposed for this project.
- Minimize impacts on the North Plat and neighborhoods surrounding the Garver Feed Mill;
- Encourage alternative means of transportation while minimizing required on-site parking;
- Ensure public access to the Garver Feed Mill;
- Preservation, to the largest extent possible, of the Garver Feed Mill;
- Sound integration of environmentally responsible technology and sustainable redevelopment;
- Encourage collaborations and communications with OBG, the City and the neighborhood.
- Enhance Starkweather Creek as a recreational asset.



As indicated in the request for proposal, to retain long-term ownership, the City will enter into 99 year ground leases for the land and sell the building to the Developer. Additional terms will be determined per the developer's agreement and ground leases.

After a four month review process including several public meetings, the committee selected the Baum Development team to carry out its proposal to restore and repurpose the Garver Feed Mill. The Baum development proposal was subsequently approved by the Plan Commission, Board of Park Commissioners, Landmarks Commission, Board of Estimates and Common Council.

ZONING

In 2015, Garver Feed Mill LLC and members of the city's Planning and Zoning divisions agreed to seek the PD-GDP and SIP approval due to the proposed changes in the State Historical Tax credit program that would have jeopardized the project. The changes did not materialize, but the review process nonetheless continued through the Plan Commission, Board of Park Commissioners, Landmarks Commission, Urban Design Commission, Common Council and by Staff. Over the past several months the team incorporated this feedback and seeks approval of a significantly more detailed and modified SIP that enhances the concept and address conditions noted in the initial PD-GDP and SIP approval.

A portion (109 South Fair Oaks) of the site is currently zoned as a Historic Landmark and a Planned Development after re-zoning approval in 2015. The other portion (115 South Fair Oaks) is currently zoned as Traditional Employment district. In order to meet the zoning requirements presented by the various elements of this development and to be consistent with the adjacent parcel, the Traditional Employment portion of the 11.01 acres site is being rezoned to be included as the Planned Development.

A Planned Development District provides flexibility in site design while supporting the innovative land use given the projects economic factors. The zoning text reads that the PD option should be reserved for "projects that create exceptional employment or economic development opportunities, or include a variety of residential, commercial, and employment uses in a functionally integrated mixed use setting", conditions that the proposed Garver Feed Mill embodies and is designed to achieve.



THE GARVER FEED MILL

The Garver Feed Mill redevelopment calls for the renovation of the 58,900 square foot building to primarily function as a food production facility. Total lot area is 11.01 acres and useable open space calculates to 5.1 acres.

The rehabilitation of the Garver Feed Mill will be completed to State and National Parks preservation standards so as to be registered as a National Historic Landmark. This includes but is not limited to extensive masonry repair or replacement in-kind, window repair and replacement in-kind, replacement of approximately 80% of the roof as originally constructed and maintaining the architectural character and identify of the building consistent with its historic use and within the buildings historic period of significance.

The building will house several established local food makers and craftspersons and make available individual and shared production, warehouse and general office spaces. The rehabilitated building will be replete with the modern specifications necessary to be a fully functional food production facility. The building's tall ceilings present an ideal space for the many producers who need the height and can use vertical stacking methods to maximize their storage capacity. The building has several dock doors providing for efficient loading for multiple users.

Secondary uses will support additional needs of tenants as well as provide visitors special opportunities to enjoy and get up close with the historic features of the building and the artisans themselves. These spaces include:

- Events venue (~3700 sq ft): An approximately 3,700 square foot atrium for community, private and tenant events during peak and off-peak production times as well as a weekly farmers market.
- Retail (~8,100 sq ft): A café, bar and small restaurant provides locals and visitors a opportunity to taste, enjoy and purchase the best of Garver and Madison made products.
- Office (~11,250 sq ft): Dedicated office space for tenant producers and other general office purposes.
- Outdoor areas - Two outdoor patios and Garver Green, a 13,100 square foot acre lawn provides visitor and public gathering areas.
- Demonstration gardens - Throughout the site, opportunities to integrate sustainable urban agriculture creates a platform for educational programming functions.



The renovation will also entail the construction of 149 parking stalls, 76 bike stalls and five loading spaces for tenant shipping and receiving. Hours of operation for production uses and micro-lodges will be 24 hours, 7 days a week. All other site activities will operate seven days a week generally between 7am and midnight.

MICRO-LODGES

Adjacent to the Garver Feed Mill site will be up to fifty micro-lodges. Functioning as a hospitality operation, the micro-lodges include a diversity of tiny house designs and models and we expect them to be sourced from around the world. Micro-lodges are low impact, sustainable and mobile cabin like structures ranging between 100 and 750 square feet with an average size of 350 square feet. We expect each micro-lodge will be placed on a foundation and fully connected to utilities.

Transient guests would have the opportunity to stay overnight and have an authentic experience of “tiny living”. 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.

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. Each cluster has been chosen as a group that may consist 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.

Significant progress on micro-lodge selection has already occurred. The team will continue to work with staff to review final micro-lodge plans in the light of the Site Plan and Zoning Text, with emphasis on:

- The quality of materials, architectural form and exterior appearance
- The relationship of the each building to each other and to the larger site context, its massing and scale and its contextual relationships
- The mutual goal of the City of Madison and the Developer to foster a visionary destination that exemplifies innovation, sustainability and local development and



contributes to the success of the rehabilitation of the Garver Feed Mill.

UNHEATED STORAGE FACILITY

An adjacent 10,560 square foot facility that will provide Olbrich Gardens, Garver tenants and Garver operations with space dedicated for storage will be constructed. The building will accommodate storage of Olbrich Gardens seasonal items when not in use as well as maintenance equipment and other miscellaneous tenant items.

To be consistent with the sites use during its “period of significance”, and confirmed by photographic evidence, an industrial type building is planned. 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 sites historic importance while simultaneously providing an essential functional purpose for Olbrich Gardens.

HISTORIC PROPERTIES

The Building will be restored consistent with the Standards of the National Park Service treatment of Historic Properties. The redevelopment will maintain and restore the building's historic and utilitarian structures and spaces, including the retention and repair of all primary façades and character-defining industrial interior features and finishes. The industrial aesthetic of new elements in the north courtyard and south terrace is sympathetic to the character of the historic building.

- Masonry - Missing or damaged masonry units will be replaced to match the existing adjacent units in color, size, and texture. The building will undergo significant masonry repointing in selected damaged areas. Historic mortar will be tested and new mortar will match the existing in color and texture.
- Openings - The existing historic window fenestration pattern will be retained. A majority of existing window openings that are currently infilled with brick or board will be opened up and new window sash will be installed. Steel windows, which primarily make-up the south faced will be restored. All deteriorated wood window sash will be removed from the factory building and new aluminum window sash will be installed to match the historic



windows. Where some new openings will be created in selected locations, they will be consistent with the size and configuration of the original openings.

- Building Signage - The original ghost signage reading, “GARVER SUPPLY CO.” on the first story of the south and west elevations will be preserved. New painted signs reading, “GARVER FEED MILL” will also be added to the exterior of the building on the west elevation.
- Interior - Existing concrete floors and wood floors, exposed masonry walls, exposed steel and timber columns, and roofing structure will be repaired or replaced in-kind and left exposed. New steel framed stairs with simple steel railings and concrete filled pans will be constructed in keeping with the look of the original stairs and the overall industrial character of the building.

DEVELOPMENT TEAM

Developer:	Garver Feed Mill, LLC Chicago
Architect:	SmithGroupJJR Madison The Kubala Washatko Architects Milwaukee Design Coalition Madison
General Contractor:	Bachmann Construction Madison
Structural Engineer:	Structural Integrity Madison
Civil Engineer:	SmithGroupJJR Madison
Mechanical Engineer:	SmithGroupJJR Phoenix
Landscape Architect:	SmithGroupJJR Madison
Historic Consultant:	MacRostie Historical Advisors Chicago