

# LANDMARKS COMMISSION APPLICATION

LC

Complete all sections of this application, making sure to note the requirements on the accompanying checklist (reverse).

If you need an interpreter, translator, materials in alternate formats or other accommodations to access these forms, please call (608) 266-4635

City of Madison  
Planning Division  
215 Martin Luther King Jr Blvd, Ste 017  
PO Box 2985  
Madison, WI 53701-2985  
(608) 266-4635



## 1. LOCATION

Project Address: 3241 Garver Green (formerly 109 S. Fair Oaks Ave) Aldermanic District: 6

## 2. PROJECT

Project Title/Description: Garver Feed Mill Ext. Sign Package

This is an application for: (check all that apply)

- Alteration/Addition to a building in a Local Historic District or Designated Landmark (specify)\*\*:
  - Mansion Hill       Third Lake Ridge       First Settlement
  - University Heights       Marquette Bungalows       Landmark
- Land Division/Combination in a Local Historic District or to Designated Landmark Site (specify)\*\*:
  - Mansion Hill       Third Lake Ridge       First Settlement
  - University Heights       Marquette Bungalows       Landmark
- Demolition
- Alteration/Addition to a building adjacent to a Designated Landmark
- Variance from the Historic Preservation Ordinance (Chapter 41)
- Landmark Nomination/Rescission of Historic District Nomination/Amendment  
(Please contact the Historic Preservation Planner for specific Submission Requirements.)
- Other (specify): Certificate of Appropriateness

DPCED USE ONLY	Registrar #:
	<b>DATE STAMP</b>  <b>CITY OF MADISON</b>  <b>JUL 8 2019</b> 11:17 <b>Planning &amp; Community &amp; Economic Development</b>
	<b>Preliminary Zoning Review</b>  Zoning Staff Initial:  Date:        /        /

## 3. APPLICANT

Applicant's Name: Bryant Moroder Company: Baum Revision

Address: 1030 W. Chicago Ave Chicago IL 60642  
Street City State Zip

Telephone: 312.275.6006 Email: bryant@baumrevision.com

Property Owner (if not applicant): Garver Feed Mill LLC

Address: 1030 W. Chicago Ave Chicago IL 60642  
Street City State Zip

Property Owner's Signature: *D. Baum* Date: 7/3/19

NOTICE REGARDING LOBBYING ORDINANCE: If you are seeking approval of a development that has over 40,000 square feet of non-residential space, or a residential development of over 10 dwelling units, or if you are seeking assistance from the City with a value of \$10,000 (including grants, loans, TIF or similar assistance), then you likely are subject to Madison's lobbying ordinance (Sec. 2.40, MGO). You are required to register and report your lobbying. Please consult the City Clerk's Office for more information. Failure to comply with the lobbying ordinance may result in fines.

## 4. APPLICATION SUBMISSION REQUIREMENTS (see checklist on reverse)

All applications must be filed by 12:00 pm on the submission date with the Preservation Planner, the Department of Planning & Community & Economic Development, Planning Division, located at 215 Martin Luther King Jr Blvd, Suite 017. Applications submitted after the submission date or incomplete applications will be postponed to the next scheduled filing time. Submission deadlines can be viewed here: <https://www.cityofmadison.com/dpced/planning/documents/2019-LCMeetingScheduleDates.pdf>



July 5, 2019

City of Madison Landmark Commission  
c/o Ms. Heather Bailey  
City of Madison Planning Department  
215 Martin Luther King, Jr. Blvd.  
Madison, WI 53713

Re: Certificate of Appropriateness  
Garver Feed Mill  
3241 Garver Green

Dear Landmark Commission Members;

The attached document package describes the proposed exterior signage for the Garver Feed Mill development. We are seeking the Landmark Commissions approval of a Certificate of Appropriateness at the July 29<sup>th</sup> meeting.

At the time of this submittal, the exterior package is currently under review by the NPS and has been fully approved by the SHPO.

The objective of this Certificate of Appropriateness is to ensure the size and design of the exterior signs do not adversely affect the historic fabric of the structure. The following includes a summary of all proposed signage and provides additional detail on how design and material compliment the Garver building. Please refer to the document package for additional information on specific signage detail.

Signage to be included in the Certificate of Appropriateness for **Garver Feed Mill Development** is as follows:

- Freestanding Monument Sign
- Exterior Building and Entrance Identification
- Cold Storage Building – Tenant Identification
- Legacy Signage

**MONUMENT SIGNAGE at DRIVEWAY ENTRANCE ON FAIR OAKS AND GARVER GREEN**

The building restoration has included the repurposing of as many site materials as possible. The materials that make the development so unique have been extended to the exterior sign plan, such as salvaged railroad rails, salvaged steel that will be the basis of the monument sign graphics and the Gabion stone base to match the landscaping. The sign will be externally illuminated.

Because the development has little visibility from S. Fair Oaks, placing the project identification signage at the driveway, to guide patrons, visitors, and guests down the curved road to the building, is essential.



There is also a new residential development along Fair Oaks that is utilizing the "Garver" name, so appropriate identification of the site is critical to avoid confusion by users.

### **MULTI-TENANT SIGNAGE IN FRONT OF COLD STORAGE BUILDING**

The multi-tenant signage will be located in front of the (new) Cold Storage building. The sign will utilize corrugated steel and wood framing to tie into many of the repurposed materials elements on site. The sign will include the Garver Feed Mill branding and the names of individual tenants.

### **BUILDING SIGNAGE**

Maintaining the historic nature of the building while at the same time providing for its use as a public space, the building signage has been designed to include "entrance" signage at the north and south entrances.

The **SOUTH** elevation entrance will incorporate above and below canopy letters. The letters are simple in design, keeping with the architecture of the building. The letters will be raw steel color that will rust over time and will be non-illuminated.

Additionally, an exposed neon sign will be placed inside the arched window at the South-central entrance. The neon is in keeping with the historical essence of the building and architecture.

The **NORTH COURTYARD** elevation entrance will be highlighted with an exposed neon wall sign. The sign will provide for an appropriately scaled identification sign for the building entrance.

### **LEGACY SIGNAGE**

The South and West elevations have existing ghosted signs that read "Garver Supply Co." The losses in the ghost signs will be re-integrated to match the white color that can be seen (one color) with artist grade acrylics (Novacolor) meant for exterior use. This means that the sections with little or no paint will be brought up to the level of the areas with lesser paint loss so the aged appearance is more consistent throughout the sign.

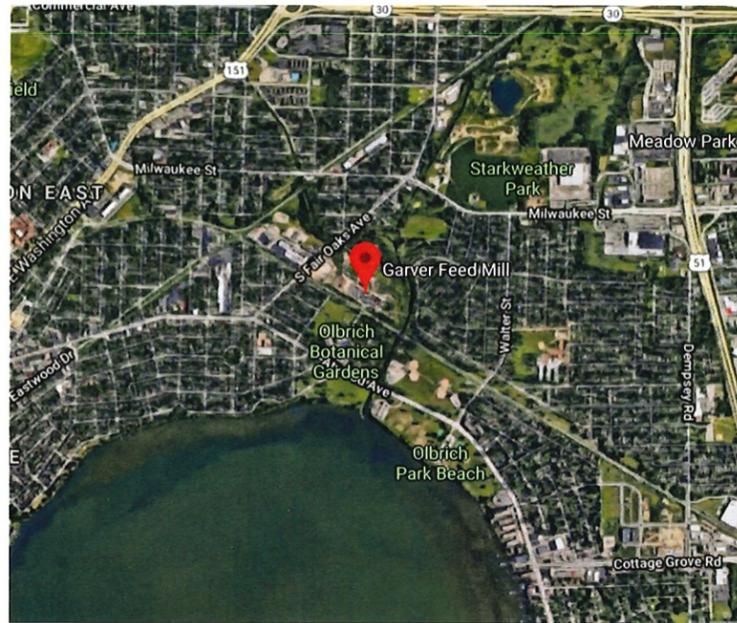
### **TENANT SIGNAGE**

Currently, no exterior signage is proposed for any tenant.

We appreciate your consideration of our request for approval.

Bryant Moroder  
Baum Revision

Please Note: Background plans in this signage set are for reference only.



KEYED NOTES

- 1 BUILDING CLUSTER PERIMETER: THE LOCATIONS OF THE MICRO LODGES ARE INDICATED BY A DESIGNATED BUILDING CLUSTER PERIMETER AS SHOWN. A BUILDING CLUSTER REPRESENTS THE OUTSIDE LIMITS OF THE AVAILABLE BUILDING FOOTPRINT AREA. IN NO CASE SHALL ANY BUILDING ELEMENT (INCLUDING PATIOS, PORCHES OR BALCONIES) EXTEND OUTSIDE OF THE PREDETERMINED CLUSTER PERIMETER. PHASED INSTALLATION, REPLACEMENT AND RELOCATION OF MICRO LODGES FROM TIME TO TIME SHALL BE PERMITTED PROVIDED THEY MEET THE HEIGHT AND BULK REQUIREMENTS AND DESIGN GUIDELINES, AND THE LOCATIONS WITH THE CLUSTERS ADHERE TO THE APPROVED SITE PLAN.
- 2 DEMONSTRATION ORCHARD: URBAN DEMONSTRATION PLANNED. SPECIES CONTINGENT ON TENANT NEEDS, TENANT ABILITY TO OPERATE, AND SOIL TESTING.
- 3 DEMONSTRATION VINEYARD: URBAN DEMONSTRATION PLANNED. SPECIES CONTINGENT ON TENANT NEEDS, TENANT ABILITY TO OPERATE, AND SOIL TESTING.
- 4 GARVER GREEN: 13,000 SF EVENT LAWN AND FUTURE PAVILION.
- 5 STORMWATER FEATURE: OVERLAND FLOW THRU NATIVE BIOPRETENTION AREA PLANTINGS.

**SITE USE AND PARKING SUMMARY**  
 VEHICULAR PARKING  
 ADA PARKING STALLS: 3  
 TOTAL VEHICULAR STALLS: 143  
 BICYCLE PARKING  
 TOTAL BIKE STALLS: 88  
 NUMBER OF MICRO LODGES: 49  
 STORAGE BUILDING AREA: 10,500 SF  
 (A-2) EVENTS, RESTAURANTS, BAR CAPACITY: 521  
 PRODUCTION EMPLOYEES: 75  
 OFFICE SPACE AREA: 14,700 SF

**GARVER FEED MILL**  
 Madison, Wisconsin

3241 GARVER GREEN  
 MADISON, WI 53704

Owner:  
 GARVER FEED MILL LLC  
 1930 W. Chicago Avenue Ste. 200  
 Chicago, IL 60642



**SMITHGROUP JJR**



**design coalition**  
 Architects • Madison, WI



ISSUED FOR	REV	DATE
S.I.P. REVISIONS		5.23.2017
S.I.P. APPROVAL		11.06.2017
CIVIL SITE UPDATE		02.26.2018
CS PERMIT SUBMITTAL		08.09.2018

SEALS AND SIGNATURES

NOT FOR CONSTRUCTION

KEY PLAN



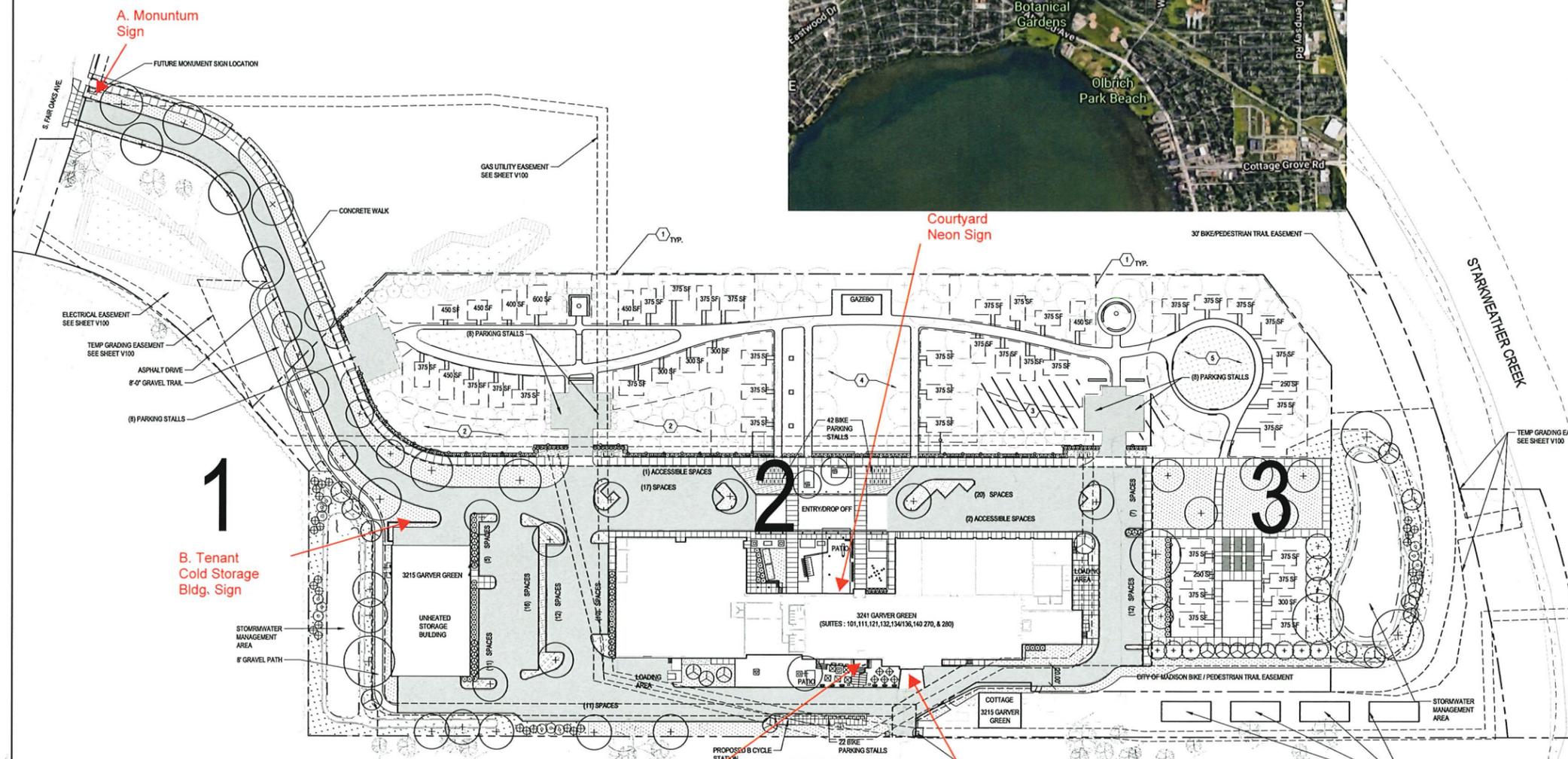
DRAWING TITLE  
**OVERALL SITE DEVELOPMENT PLAN**

SCALE:  
 1" = 20' 0"

SCALE: 20737.000

PROJECT NUMBER

DRAWING NUMBER **G001**





# Monument Signage

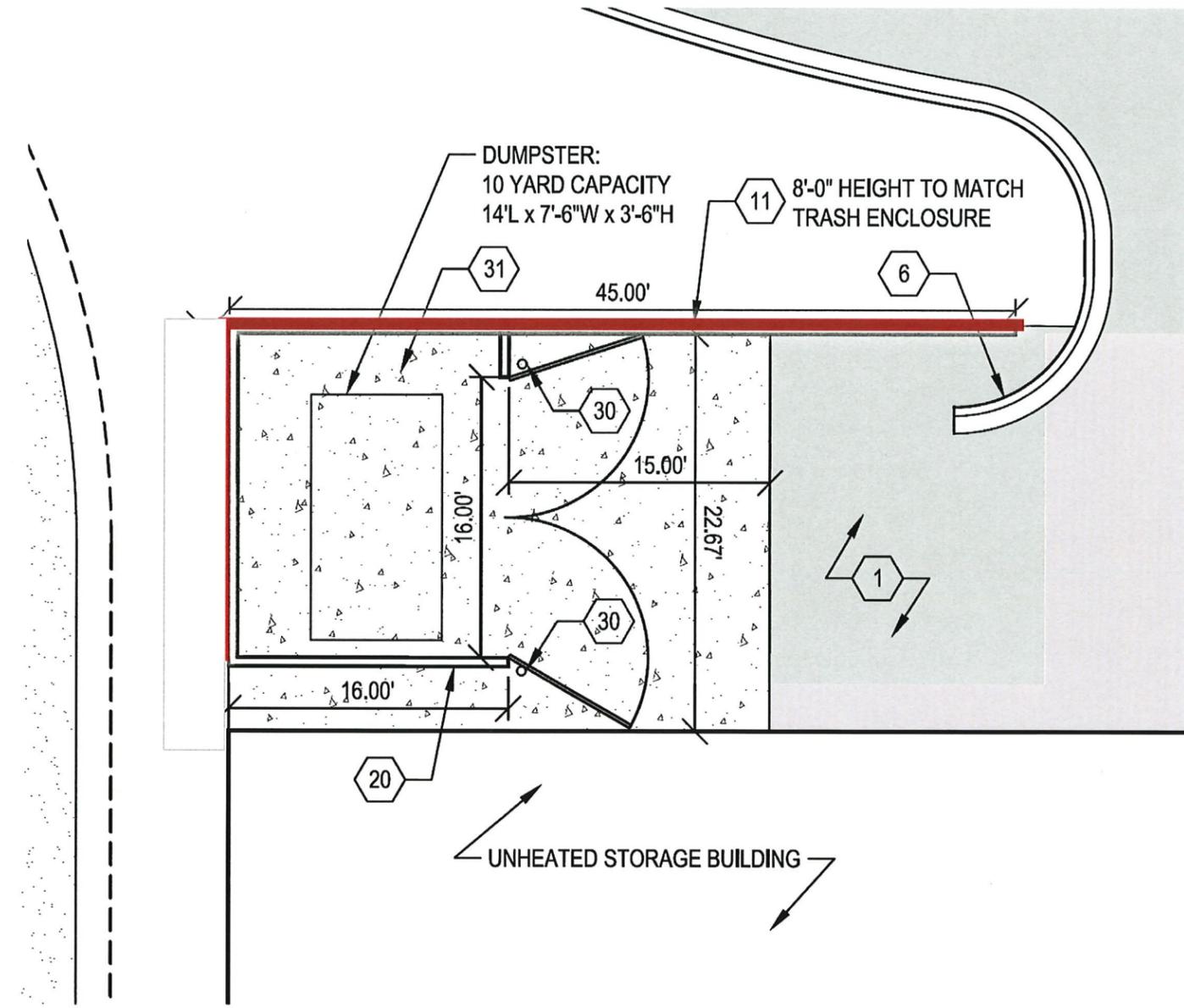
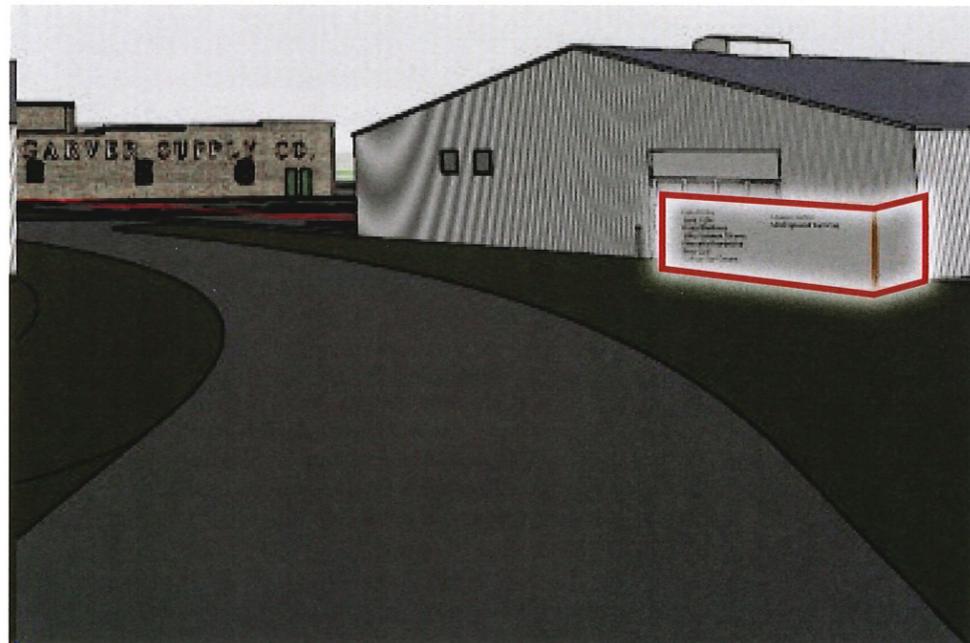
## Gabion/Salvaged Materials

2'

6.5'



# Cold Storage Tenant Sign Placement



3 TRASH ENCLOSURE 'A' ENLARGEMENT

SCALE: 1" = 10'

## Cold Storage Tenant Sign

Concept 03 :: Painted Aluminum 3.5 x 2.5' to receive vinyl logos, grid pattern

2'-6" x 3'-6" flat aluminum panels with a painted finish. Each of the panels will have digitally printed graphics applied to the face of the panel with the TENANT BRAND. The panels will be installed using visible mechanical hardware.

45'

19.5'



Opportunity here for mural/messaging

# North Courtyard Entrance Signage

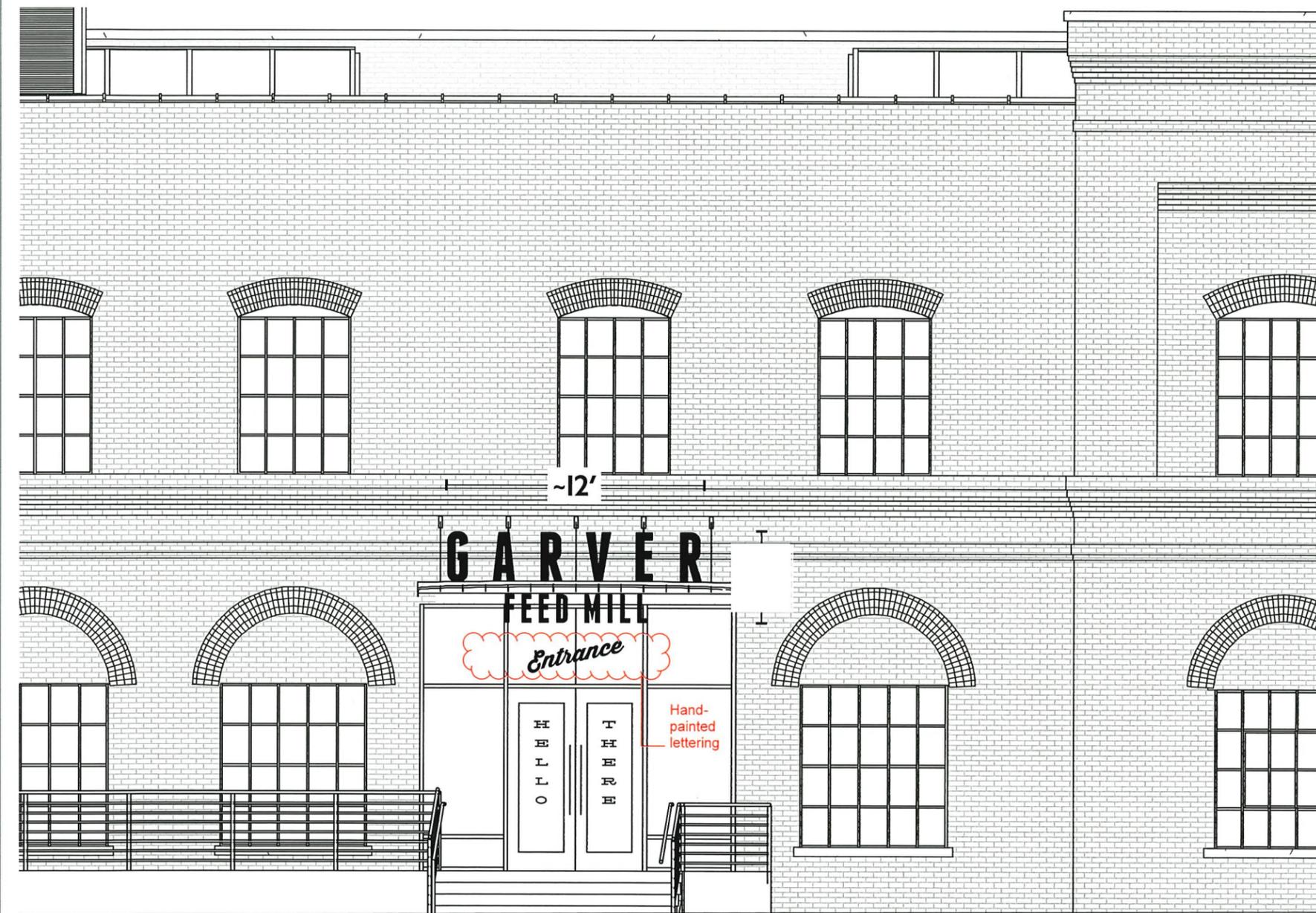


## A. Garver Branded

Furnish and install one (approximately) 3'-0" diameter single face, wall mounted, exposed neon sign. The sign background will have a fabricated aluminum construction with an internal, angle aluminum structure. The face of the sign background will be painted (blue per concept drawing) exposed neon to read: GARVER and BORDER DETAIL. There will also be applied vinyl behind the "Garver" copy to mimic the design. The wiring and neon transformers will be located within the sign background structure. The entire sign will be installed using concealed fasteners.



## South Entrance Entrance Signage :: Channel



### Sign #2 (Canopy Letters)

Based on use of existent sheet of 1/4" steel approx 48" x 96"

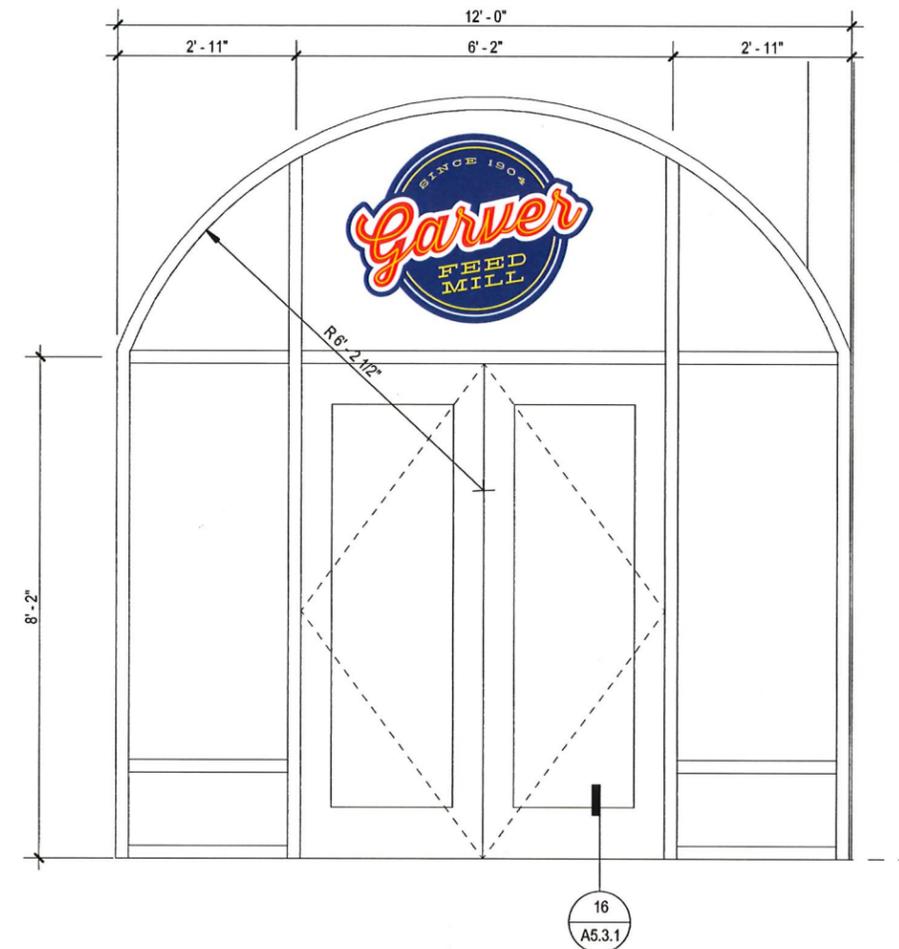
- "GARVER" approx 18" high, cutout letters
- "Feed Mill" approx 10" high, cutout letters

The "Garver" letters will be installed on a base mounted raceway and the tops of the "Feed Mill" letters will be installed to the base of the raceway.

## South Entrance Entrance Signage ::



Furnish and install one (approximately) 3'-6" (wide) exposed neon sign, to read: GARVER. The neon will be installed on a Plexiglas background panel. All of the wiring will be on the back side of the panel. The neon transformer(s) can be placed on the back of the panel or remotely located.



1 ALUMINUM STOREFRONT ELEVATION -1-  
SCALE: 1/2" = 1'-0"

