



URBAN DESIGN COMMISSION APPLICATION CITY OF MADISON

This form may also be completed online at:
<http://www.cityofmadison.com/planning/documents/UDCapplication.pdf>

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

Please complete all sections of the application, including the desired meeting date and the type of action requested.

Date Submitted: <u>4/29/2015</u>	<input checked="" type="checkbox"/> Informational Presentation
UDC Meeting Date: <u>5/6/2015</u>	<input type="checkbox"/> Initial Approval
Combined Schedule Plan Commission Date (if applicable): _____	<input type="checkbox"/> Final Approval

1. Project Address: 3244 Atwood Ave
Project Title (if any): Garver Feed Mill

2. This is an application for (Check all that apply to this UDC application):

New Development Alteration to an Existing or Previously-Approved Development

A. Project Type:

- Project in an Urban Design District* (public hearing-\$300 fee)
- Project in the Downtown Core District (DC) or Urban Mixed-Use District (UMX) (\$150 fee, Minor Exterior Alterations)
- Suburban Employment Center (SEC) or Campus Institutional District (CI) or Employment Campus District (EC)
- Planned Development (PD)
 - General Development Plan (GDP)
 - Specific Implementation Plan (SIP)
- Planned Multi-Use Site or Planned Residential Complex

B. Signage:

- Comprehensive Design Review* (public hearing-\$300 fee) Street Graphics Variance* (public hearing-\$300 fee)
- Signage Exception(s) in an Urban Design District (public hearing-\$300 fee)

C. Other:

Please specify: _____

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@baumdevelopment.com

Project Contact Person: Bryant Moroder Company: Sustainable Resource Group LLC
 Street Address: 29 Farwell St City/State: Madison, WI Zip: 53704
 Telephone: (608) 577-1150 Fax: (____) _____ Email: bryant.moroder@gmail.com

Project Owner (if not applicant): City of Madison Parks Division
 Street Address: 210 Martin Luther King Jr. Blvd, Suite 104 City/State: Madison, WI Zip: 53703
 Telephone: (608) 266-4711 Fax: (____) _____ Email: parks@cityofmadison.com

4. Applicant Declarations:

A. Prior to submitting this application, the applicant is required to discuss the proposed project with Urban Design Commission staff. This application was discussed with Heather Stouder/Tim Parks on 4/22/15.
(name of staff person) (date of meeting)

B. The applicant attests that all required materials are included in this submittal and understands that if any required information is not provided by the application deadline, the application will not be placed on an Urban Design Commission agenda for consideration.

Name of Applicant David Baum Relationship to Property Contract Buyer
 Authorized Signature *DL Baum* Date 4/28/15

Project Narrative

This project is an adaptive restoration and re-use of the historic Garver Feed Mill to primarily function as a food production facility. The building will house several well-established local food makers and craftspersons and make available individual and separate production, warehouse and office spaces for each of these businesses. Through a co-location concept, it is expected that each producers 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 an indoor retail/café area and outdoor plazas open to visitors to create special opportunities for the public to enjoy and get up close with the historic features of the building and the artisans themselves. Co-located on the site will be an “international showroom” of tiny homes. Operated as a hospitality operation, this micro-lodge concept would be a model for tourism that showcases tiny houses that are sustainably designed and operated. Throughout the site, we intend to integrate sustainable urban agriculture and create a platform for educational programming functions.

Contextually, factors that make these 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.

GARVER FEED MILL

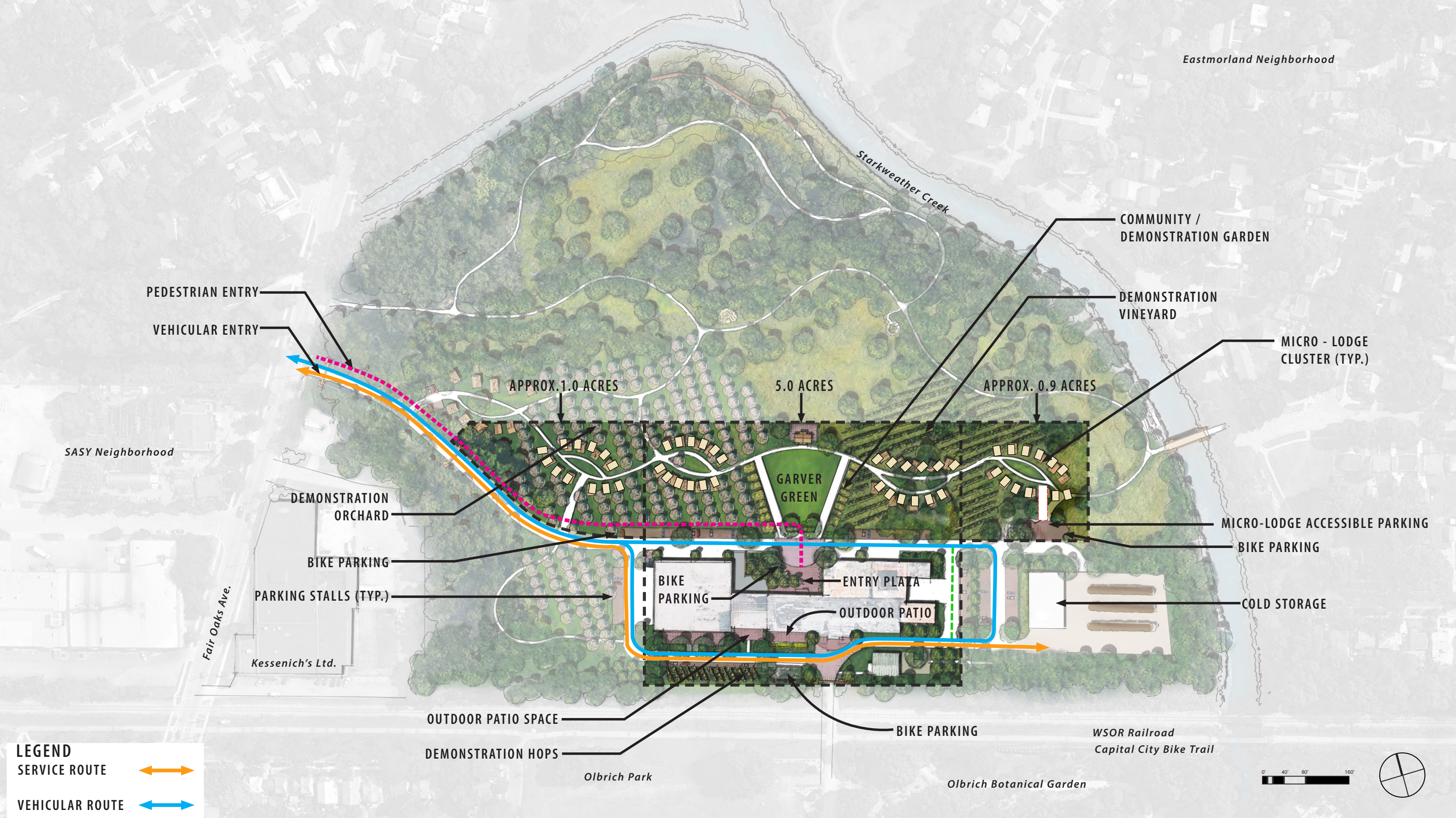
4.29.15

 BAUM DEVELOPMENT

SMITHGROUP JJR

design coalition





OVERALL SITE PLAN

LEGEND

FOOD MAKERS

- 1 Orchard
- 2 Vineyard
- 3 Hops
- 4 Outdoor Patios

ECO - LODGING

- 5 Micro-lodging

ENVIRONMENT

- 6 Permeable paving
- 7 Rain-gardens

GARVER BUILDING

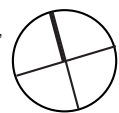
- 8 Cold Storage
- 9 Composting (Olbrich)
- 10 Events Lawn
- 11 Events Space
- 12 Urban Agriculture Exhibits

NEIGHBORHOOD

- 13 Bike Parking
- 14 Outdoor Patios
- 15 Community / Demonstration Gardens
- 16 Community Car / Car Share

PARKING

10- Permanent Spaces	104
10- Part time spaces (shared w/ service)	37
Total Parking Spaces	141
Bike Parking (Covered)	36



GARVER 5-ACRE PLAN

ENLARGED SITE PLAN

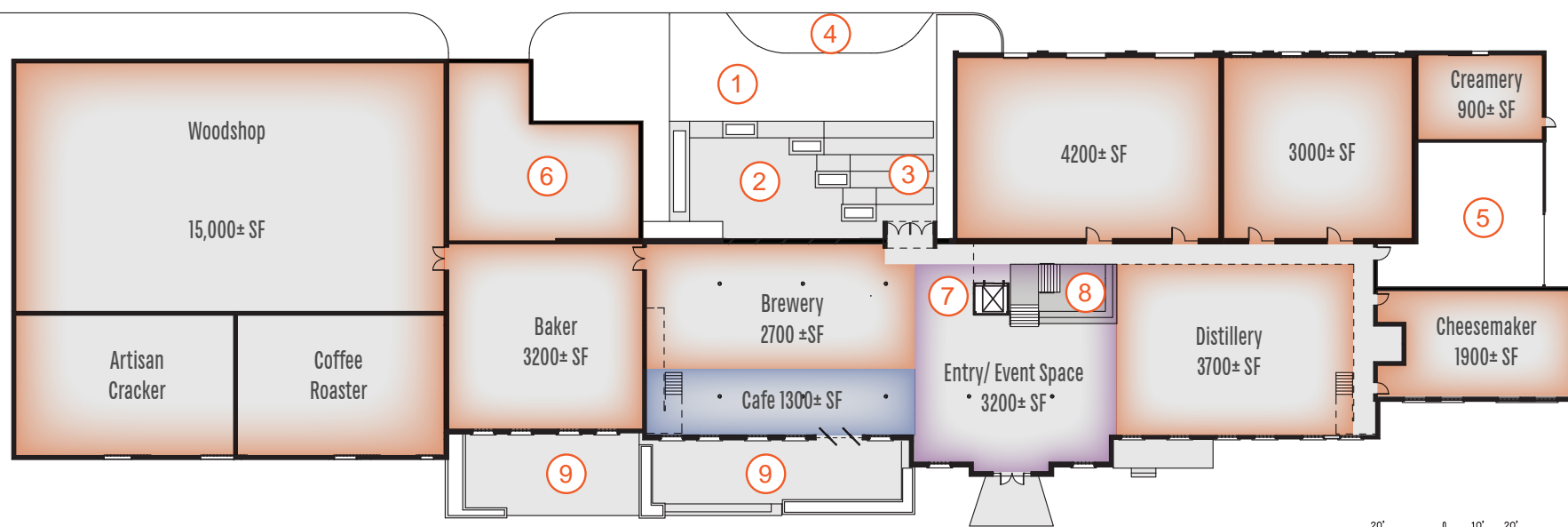
LEVEL 3



LEVEL 2



LEVEL 1



- LEASABLE SPACE
- ENTRY ATRIUM & EVENT SPACE
- CAFE

- 1 ENTRY PLAZA
- 2 OUTDOOR PATIO
- 3 NEW ENTRY
- 4 PATRON DROP-OFF
- 5 SERVICE YARD
- 6 MICRO LODGE ENTRY
- 7 ELEVATOR
- 8 GRAND STAIRCASE
- 9 OUTDOOR PATIO FOR CAFE
- 10 STAIRS

FLOOR PLANS

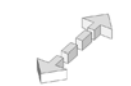
THIRD LEVEL

SECOND LEVEL

MAIN LEVEL



LEASE SPACE



PEDESTRIAN ACCESS



VEHICLE ACCESS



SERVICE ACCESS



ENTRY ATRIUM



CAFE



OUTDOOR PATIO



ENTRY PLAZA



SERVICE YARD



NEW ENTRY



ELEVATOR



2ND LEVEL STAIRS



COLD STORAGE

BUILDING AXON



North Facade



South Facade



West Facade



East Facade

BUILDING ELEVATIONS



50 microlodging units are incorporated in small clusters that provide a unique “Madison” overnight experience and guest spaces for local events. Promoted as an international showcase, each micro-lodging unit averages 250 sq ft in size and offers the visitor a first-hand experience that emphasizes energy efficiency and a “less is more” lifestyle.

MICRO-LODGING