

City of Madison, Wisconsin

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**REPORT OF:** URBAN DESIGN COMMISSION

**PRESENTED:** May 6, 2015

**TITLE:** 3244 Atwood Avenue – PD(GDP-SIP), Adaptive Restoration and Reuse of the Historic Garver Feed Mill to Primarily Function as a Food Production Facility. 6<sup>th</sup> Ald. Dist. (38227)

**REFERRED:**

**REREFERRED:**

**REPORTED BACK:**

**AUTHOR:** Alan J. Martin, Secretary

**ADOPTED:**

**POF:**

**DATED:** May 6, 2015

**ID NUMBER:**

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Members present were: Richard Wagner\*, Chair; Cliff Goodhart, Tom DeChant, Richard Slayton and Sheri Carter.

\*Slayton acted as Chair.

**SUMMARY:**

At its meeting of May 6, 2015, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** for a PD(GDP-SIP), adaptive restoration and reuse of the historic Garver Feed Mill to primarily function as a food production facility, located at 3244 Atwood Avenue. Appearing on behalf of the project were Bryant Moroder, Tom Rogers and Lou Host-Jablonski, representing Baum Development.

The intent of this development is to turn the Garver Feed Mill back into a historically appropriate food production facility. Since November 2013 they have been working with a group of established local food artisan production companies who have a strong desire to stay and build their businesses in Madison. Many of these companies have been around for 5-10 years and their primary goal for this project is to create a space for these businesses to collocate and benefit from the efficiencies of doing so. The intent is to not only create a landmark facility but to create a destination through not only what they can do with the building, but also an event type of venue complementing the primary use of the building. Another element to the entire project is the inclusion just north of the building (the north plat area) of up to about 50 micro lodges, or tiny homes. This will essentially be run as a hospitality type operation. Rogers talked about the landscape plan for a site that has been sitting and utilized for a long time while not being cared for. They started out by looking at the entire 26 acre site as a destination and took a 3 layer approach: the south park is the working/destination park (the feed mill), the second part in the middle of the site being a transitional zone, and the third part to the north being naturalized open space. They hope they have an opportunity to work with the City on the naturalized open space. Service and loading would enter off of Fair Oaks and coming down the south part of the site. The north side of the site is being looked at as the main entry. Those details are being refined. Pedestrian access would also come off of Fair Oaks Avenue and there is a potential future bridge. An orchard is being considered as part of the landscape to incorporate how food is grown and harvested into the entire concept; soil testing is currently ongoing. Parking is dispersed throughout the site rather than creating one large surface lot. They do anticipate having additional parking to the west. They see a strong opportunity for a series of pedestrian open spaces that works with the interior of the building. Host-Jablonski discussed the interior of the development project which is still a

work in progress. The building has been added onto a number of times which gives them challenges. There are some 2 and 3-story spaces in the building and there are some spaces where they haven't been allowed in because it's currently unsafe. The surrounding neighborhoods have no hospitality options and the micro lodges will have a minimal impact on the environment, and will become an international showcase for these tiny homes (micro lodges). This will be the first place in the country where many models would be brought together and you could actually stay in them for a weekend to gauge if you could live in one of them. They envision bringing up a couple of drives reasonably close to the tiny homes, like staying at a motel, which works well with what needs to be done for fire accessibility.

Comments and questions from the Commission were as follows:

- Are the micro lodges intended to be full season?
  - Yes. They will have a kitchen and a bathroom. It's like going to a conference and staying at a Holiday Inn; take that room and put it into the landscape here. Your room is a building on the landscape. If you're doing a conference, a family reunion, a wedding, you can rent one or a whole pod of them and you can have outdoor space. The main building would have a check-in area and places to have food and drink. They will have electric, sewer and water, but probably not gas. We're talking to Madison College about building some of them.
- This will be a great trial run for people thinking of living in tiny houses.
- I think it will be a great revenue generator.
- Will this be like Old World Wisconsin?
  - No, we're really working off the energy of the current food industry.
- (Ald. Rummel) What are the options for this road?
  - Currently we're doing the geo-technical analysis to answer that questions, it's a huge issue for us as well. This is the utility easement for MG&E and where the railroad tracks came in. Our guess is that originally the Garver building was built long and skinny because of a sandbar that comes right under the building. The rest of this is actually wetlands; this is the only place where you could build. The new water, sewer, electrical lines will come in through Fair Oaks Avenue. So there are things driving the location of the road. If we can we'd like to keep it on the north plat.
- Will there be design standards for the micro lodges? How do you select?
  - We are crafting the zoning now to allow lots of diversity, we don't want them all the same. We want to specify footprints, locations, heights, with limits on where they could go and encourage diversity and architectural excellence.
- You need to create a range of prototypical sizes and configurations with a call of material colors and palettes, or a general reference and a visual guide to what they may look like and give yourself freeboard for alterations as part of your design criteria. We do that with PDs all the time. You have to define something, you can't say we want diversity without saying what that means.
- (Wendt) This is a PD, so some of those guidelines will be written into that. The design team is looking for some flexibility but I think from this Commission's perspective we'll have to lock some of those details down.
- I don't want it to become a sales office type of thing.

### **ACTION:**

Since this was an **INFORMATIONAL PRESENTATION** no formal action was taken by the Commission.

No rankings were provided for this project.