

**AGENDA # 4**

City of Madison, Wisconsin

**REPORT OF:** URBAN DESIGN COMMISSION

**PRESENTED:** June 24, 2015

**TITLE:** 109 South Fair Oaks Avenue (formerly 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:** June 24, 2015

**ID NUMBER:**

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

\*Wagner recused himself on this item.\*

**SUMMARY:**

At its meeting of June 24, 2015, the Urban Design Commission **GRANTED FINAL APPROVAL** of a PD(GDP-SIP) for the adaptive restoration and reuse of the historic Garver Feed Mill to primarily function as a food production facility, located at 109 South Fair Oaks Avenue. Appearing on behalf of the project were David Baum and Tom Rogers.

Heather Stouder of the Planning Division reviewed her staff report. The project primarily focuses on rehabilitation of the Garver Feed Mill itself, which is a City-owned landmark building. In this particular case the building would be reclaimed for use again as a collection of food production businesses, along with a variety of other community-oriented uses. The request is to rezone a 10.5 acre portion of the property within the larger City-owned site from Traditional Employment to Planned Development-General Development Plan-Specific Implementation Plan. The PD-GDP for the entire site includes the lot lines, general building placement and massing, the access circulation and pattern for the site, an overview of the landscaping and a few other general aspects of the site. The first phase of the SIP is also before the Commission, and that includes everything in the GDP, and also the details on the Garver Feed Mill building itself. The approval and recording of Phase 1 of the SIP is critical for the total project timeline. Once that SIP is recorded the City can record a certified survey map to subdivide the property and enter into formal land lease agreements with the applicant, which needs to happen before other steps can be taken. Another important aspect of the Phase 1 SIP is pinning down the details on the Garver building itself; once that Phase 2 SIP is approved and recorded the applicant can move forward with an application for state and historic tax credits, which would be submitted in early December. The Phase 2 SIP is expected right on the heels of this one, which will include all the details on the micro-lodges, storage building, the landscape plan for the entire site; that is expected to be before the Urban Design Commission for an informational presentation on August 12, 2015.

Baum noted the details of the rehabilitation, noting that all openings will remain the same, the brick will be the same, and they are dealing with the National Park Service. There was an addition to Garver at some point and they are in discussions to determine if that was a period of significance; they are looking to eliminate this

section which doesn't match the historic nature of the overall building. If they are granted the permission to remove this section, one wall would perhaps remain to screen what could then become a service area. Rogers presented the plans to refine the site layout, circulation and connections. The entrance would be south of the existing entry with main circulation around the building much as it is now. Parking would be dispersed around the building in chunks for a total of 142 stalls, which includes 50 bicycle stalls split between front and back. The cold storage building located east of the Garver building with access to the north and south remains, the micro lodging would be located to the north. They have done a study to see how those would fit and how the layout would work. The landscaping plan theme is one of sustainability and one that complements the food production that happens in the facility. An orchard is the main organizational focus. The Garver green in the middle of the site has a strong connection to the north entry, and that connection goes all the way through the building to a central space where there would be two café patios. There will be retail aspects open to the public. Other site revisions were in relation to comments from staff and the Fire Department. The parcel to the west will act as a stormwater feature. There will be a central focal point for checking in with the micro-lodges. They have established basic lot boundaries for clusters of the micro-lodges, where they would set parameters and for orientation and distance.

Comments and questions from the Commission were as follows:

- Ideally one huge Burr Oak at the north entry would work better than a grouping of smaller trees.
- The metal building is potentially detracting. Maybe paint it, bring some life to it.
  - We're looking to create something world class, so we certainly don't want it next to an eyesore. We're concerned about the same thing.
- (Ald. Rummel) Will the layout of the micro-lodges be more linear or more like hodge-podge?
  - It won't be hodge-podge, it will be organized. But we might not line up the front of every building.
- I think that would be more interesting, meandering. Some things should be more formal and some should not. And there might be themes you want to emphasize. You want to have a place to highlight a certain idea but also not be so linear as to be questionable.
  - We want it to look natural. And there will be common themes which will be sustainability.
- The neighborhood loves this project, there is overwhelming support for this project.
- The discussion about the placement of these units, you've given us a linear, symmetrical arrangement. I wouldn't want the approval to limit you to this if you come up with "neighborhoods" where there would be a special grouping.
- (Rummel) It could be semi-circular, half-moon. To get to your zoning question.
  - (Secretary) If we're approving a parcel(s) that basically could house a certain amount of lodging units, in a linear pattern or alternative versions of layouts, they would have to create those alternative version layouts consistent with what they might want to do when they start applying designs to certain sections. You might see your eyelet, or something else they come up with. They would come back to this body for those approvals (Phase 2, SIP).
  - (Secretary) The way this approval is constructed (Phase 1, SIP), it basically implies that we're accepting the lot lines consistent with the CSM, the primary access, circulation and layout for the entire site, creating stormwater management and an overall phasing plan to include future Phase 2 approvals. In looking at the elevations and floor plans for the Garver building on Lot 1, it lacks the usual level of details required including elevations with shadow lines, building materials and colors specifically required on elevation-for-elevation, including the basis for the final appearance of the building. The final plans for the restoration of Garver need to come back, including the screening of HVAC units on the top of the building and lighting in elevation. We need to look at what it really means to restore the building.

- I would normally not be comfortable, but knowing the hoops and the information that needs to be provided to the State Historical Society and to the National Park Service for compatibility, that gives me a level of comfort that they will do the right thing on this.
  - One of the conditions that ties back in revisions to the site and Garver Feed Mill need to be addressed in Phase 2, so you have to tell them what you expect to see.

**ACTION:**

On a motion by Goodhart, seconded by Carter, the Urban Design Commission **GRANTED FINAL APPROVAL** of the Phase 1 GDP-SIP. The motion was passed on a vote of (4-0). The motion provided for the following:

- The applicant shall return to the Urban Design Commission with a Phase 2 SIP that details the windows, all infill elements (solid or glass), detailed elevations, rooftop mechanical screening, as well as everything listed in the staff report, including lighting.
- More details on the micro-lodges in terms of layout, patterning, and selection of prototypes as noted in the Planning staff report and discussion.

After the Commission acts on an application, individual Commissioners rate the overall design on a scale of 1 to 10, including any changes required by the Commission. The ratings are for information only. They are not used to decide whether the project should be approved. The scale is 1 = complete failure; 2 = critically bad; 3 = very poor; 4 = poor; 5 = fair; 6 = good; 7 = very good; 8 = excellent; 9 = superior; and 10 = outstanding. The overall rating for this project is 9.

**URBAN DESIGN COMMISSION PROJECT RATING FOR: 109 South Fair Oaks Avenue**

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
<b>Member Ratings</b>	8	8	-	10	-	9	10	9

General Comments:

- Nice handling of new architectural elements. Good luck.