City of Madison Landmarks Commission

APPLICATION

City of Madison Planning Division, 215 Martin Luther King Jr. Blvd., Suite LL.100, P.O. Box 2985, Madison, WI 53701-2985

6/6/2016

Date:

Project Addres	<u>-OCATION</u> ect Address: 109 South Fair Oaks Ave			Aldermanic District: 6	
2. PROJECT Project Title / I	Description:	Garver Feed	l Mill		
This is an appli	cation for: (check	all that apply)			
□ Alteration	/ Addition to a D	Designated Landmark		Logic	
□ Land Divis	ion/Combination	of Designated Landm	ark site	Legis	
□ Alteration	/ Addition to a b	ouilding adjacent to a [Designated Landmark	> 2	
□ Ma □ Un □ Land Divis □ Ma □ Un □ New Const	ansion Hill iversity Heights ion/Combination ansion Hill iversity Heights truction in a Loca ansion Hill iversity Heights	uilding in a Local Historic Third Lake Ridge Marquette Bungale in a Local Historic Dis Third Lake Ridge Marquette Bungale il Historic District (special Control of the Control of t	□ First Settlement lows trict (specify): □ First Settlement lows cify): □ First Settlement	PLANNING DIVISION USE O	
□ Variance f	rom the Historic	Preservation Ordinand	ce (Chapter 41)		
☐ Referral fr	om Common Cou	ıncil, Plan Commission	, or other referral		
(Pleas	e contact the Historic		crict Nomination/Ameno pecific submission requiremen		
□ Other (spec	cify):				
3. APPLICA Applicant's Na Address:	_	eed Mill LLC icago Ave	Company:		
		317-275-3123	E-mail:	bryant@baumrevision.com	

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)

Property Owner's Signature:

All applications must be filed by 4:30 p.m. on the submission date with the Preservation Planner, the Department of Planning & Community & Economic Development, Planning Division, located in Suite LL-100, of the Madison Municipal Building, 215 Martin Luther King, Jr. Blvd. Applications submitted after the submittal date or incomplete applications will be postponed to the next scheduled filing time.



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:

- <u>Events venue (~3700 sq ft)</u>: 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.
- <u>Outdoor areas</u> Two outdoor patios and Garver Green, a 13,100 square foot acre lawn provides visitor and public gathering areas.
- <u>Demonstration gardens</u> 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 SUPPY 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: SmithGroup[JR | Madison

Mechanical Engineer: SmithGroupJJR | Phoenix

Landscape Architect: SmithGroupJJR | Madison

Historic Consultant: MacRostie Historical Advisors | Chicago

GARVERI

Madison, Wisconsin







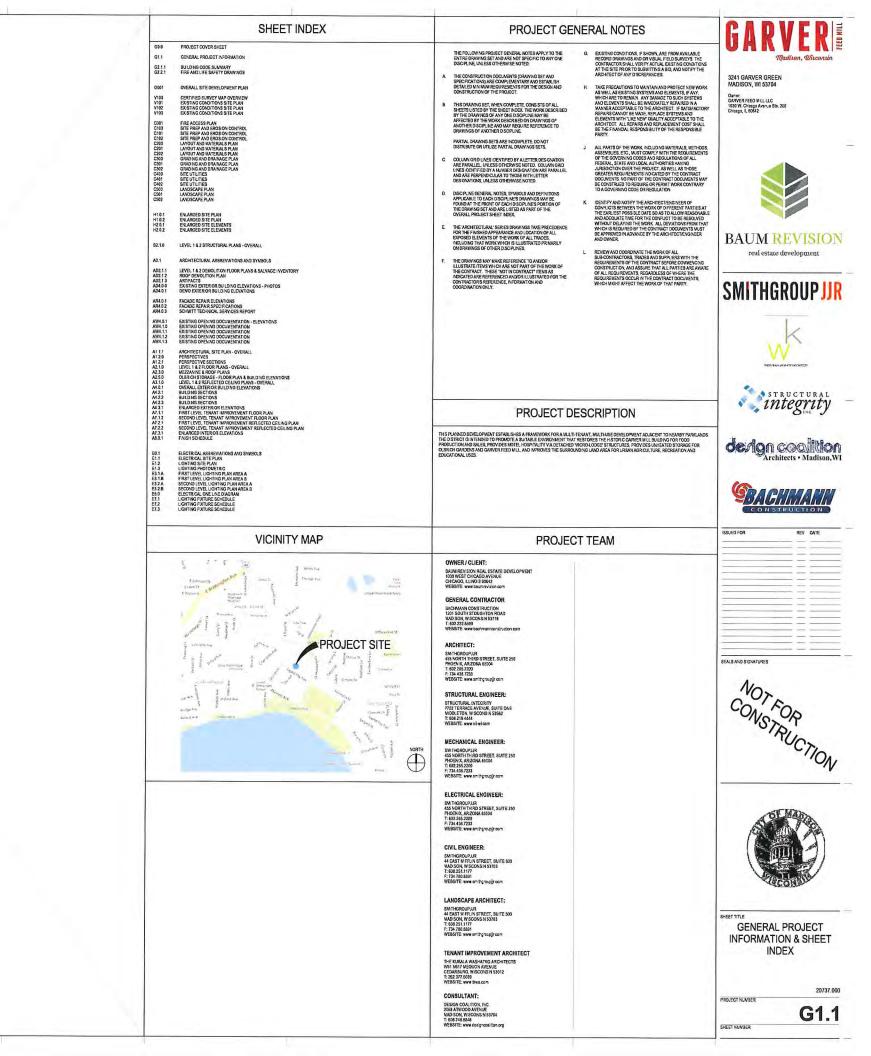


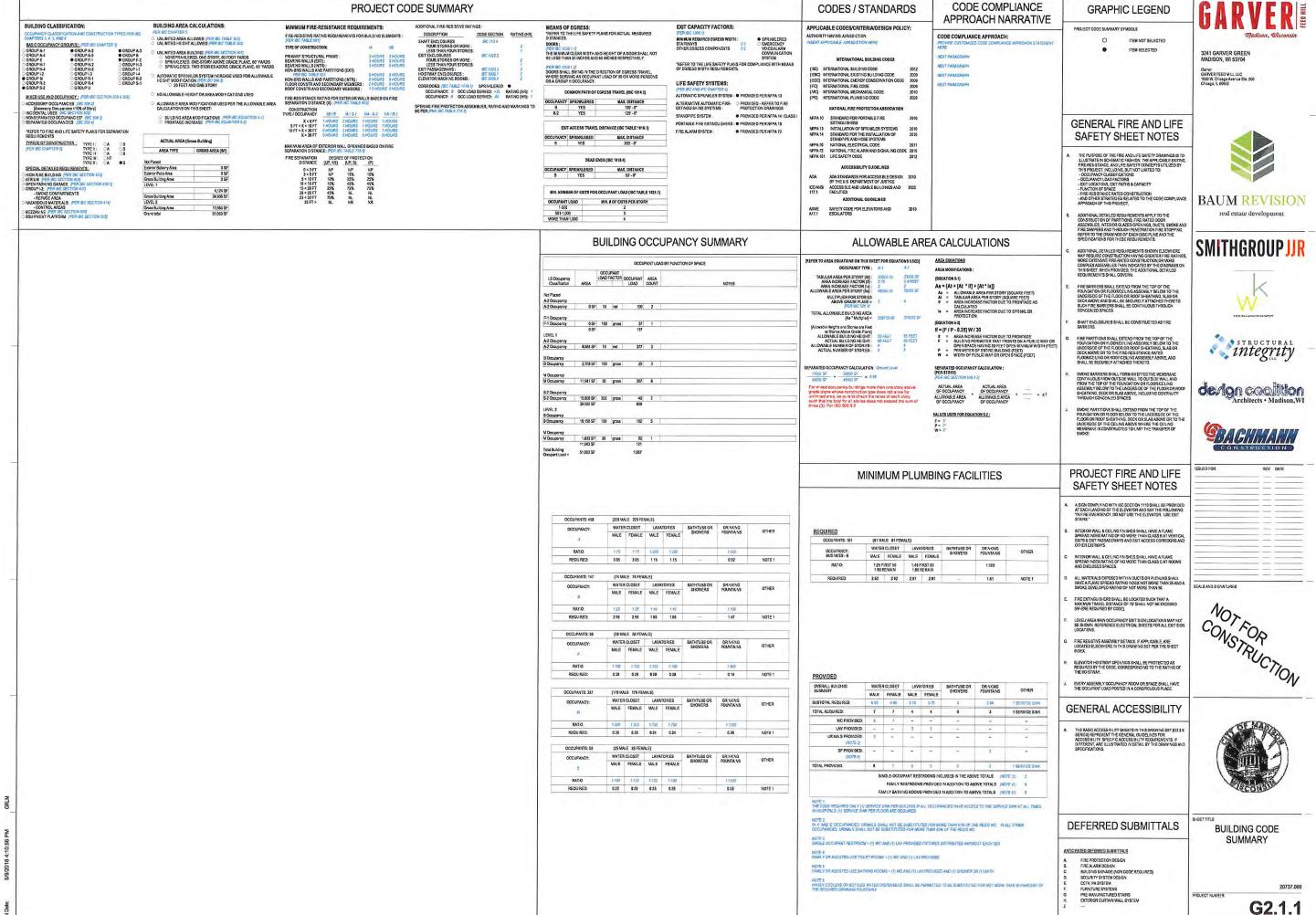












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