



Garver's Mill Proposals Cities Without Cars

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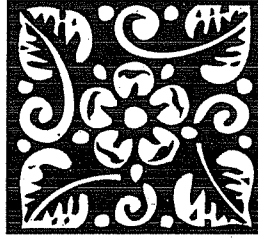
The Garver's Mill Village Brands

We encourage the city to establish the Garver Feed Mill buildings as a center for a new group of products called Garver's Mill brands. This will include the Garver's Mill Orchards, Garver's Mill vineyards, Garver's Mill Pickles, Garver's Mill Bakery, Garver's Mill Wines, Garver's Mill Restaurants and Beer Garden, Garver's Mill Guest House and Resort. Garver's Mill Cheeses, Honey, Cider, etc.

We Believe that it is time to get serious about food production and distribution in Madison. With global oil and gasoline prices spiraling upward people must begin to think about growing food in our neighborhoods and canning and preserving that food for local consumption. We believe that this is the future of the Garver Feed Mill parcel and the North Plat area. We propose that parking facilities be placed near the entrance on Fair Oaks Avenue. The balance of the area should be given over to Orchards and Vineyards. We are requesting permission to add several new buildings. These buildings are absolutely necessary to insure the economic survival of the project. We must incorporate a 6-8 storey resort hotel. This hotel will provide the customer base for the 4 restaurants and the numerous food related shops. This hotel will be located just to the north of the Feed Mill. It would also be appropriate to provide a 6-8 storey condominium structure near the other two buildings. The Village will house artist studios, a wine shop, a cheese shop, 2-4 Restaurants. Cuisine should include a beer hall with a beer garden, a Thai Restaurant, a Moroccan Restaurant etc. We are also requesting space for wine cellars, cold storage for apples and cider, an auditorium and various ancillary spaces requested by Olbrich Gardens. The beer garden will be provided with a band shell for live musical performances. We are in the preliminary stages of seeking



investors. As the developer we would require a certain percentage of all goods sold under the Garver's Mill brand name. We view the Feed Mill as a highly profitable venture for our group and for the City of Madison. The city will benefit from increased property and room taxes. The village itself will encourage horse drawn vehicles. Here we wish to emphasize concepts of sustainability. The village will utilize Community Car, taxis and shuttles as much as possible. If you would like to explore these concepts further please contact us.



Garver's Mill Village

The Mill being in such ill repair and having been neglected for so many years We propose that the repair and rehabilitation of the mill be postponed until phase two or phase three of the development. Repairs to the Mill will be made as cash flow permits. The Village will grow around the mill as a self sustaining and viable entity. The Mill will be viewed as a long term project much as medieval communities would undertake the construction of a large church. It may take decades to finally bring back the mill to functionality. Some initial uses may include cold storage for the orchard, and cold storage for crops and milk brought in from nearby areas. The building can be lit at night and landscaped to provide a dramatic backdrop for the functions of the village. The mill thus becomes an elegant ruin attracting tourists and shoppers to the village.
