



## **Public Market Districts: Examples and Impacts**

### **September 10, 2014**

Public Market Districts can have extraordinary positive impacts on local economies by agglomerating small businesses, cultivating food entrepreneurship, re-localizing food buying, attracting tourism dollars, increasing margins for regional farmers, and catalyzing surrounding redevelopment. The Madison Public Market District will be a uniquely-Madison place that embraces the assets and opportunities of the City and the region. Research so far has indicated a high-level of interest in a public market district among potential vendors, partners, and consumers. To better understand the potential impacts of a public market districts on the local economy, it is helpful to look at examples. This documents provides some basic information on four distinct Public Market Districts.

- 1. Eastern Market, Detroit**
- 2. Sante Fe, NM**
- 3. Granville Island, Vancouver, BC**
- 4. Pike Place Market, Seattle, WA**

# Eastern Market, Detroit



# Eastern Market, Detroit

Art

Wholesale

Storefront Retail

Year-Round  
Retail Sheds

Storefront Retail

Seasonal  
Produce  
Retail

Wholesale



# Eastern Market, Detroit

Temporary Retail Spaces



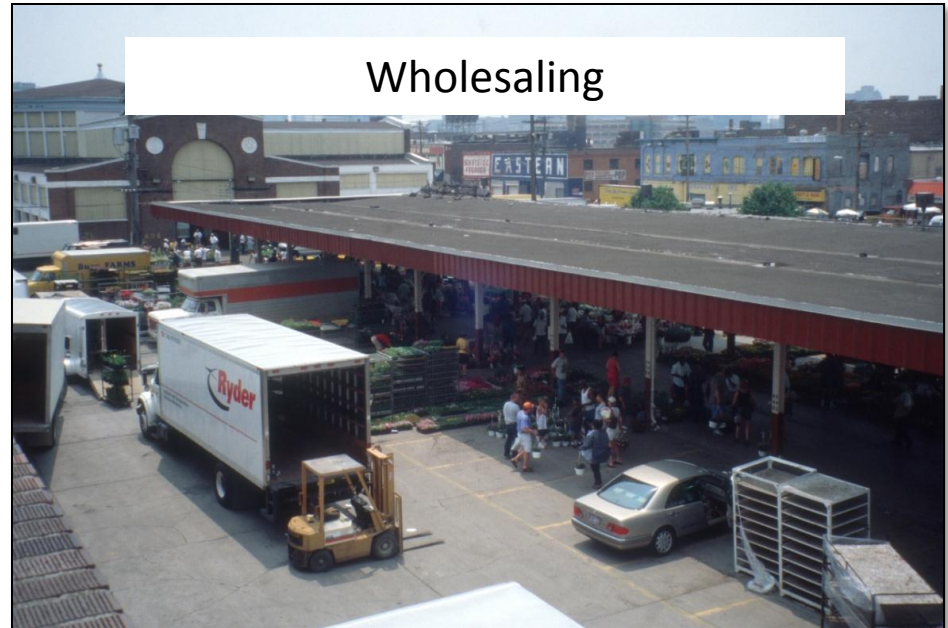
Permanent Retail



Growth of surrounding businesses



Wholesaling



Commissary Kitchen Serving Food  
Carts and Other Small Businesses



# Multi-Block District Including Market and Surrounding Businesses

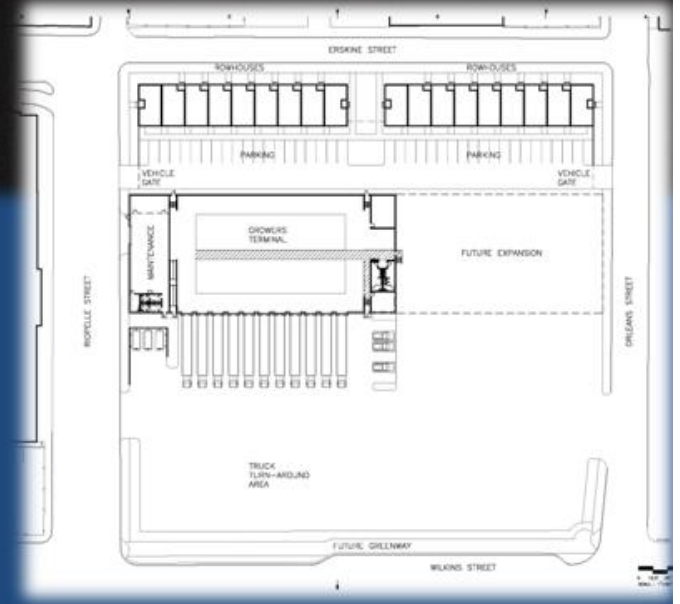


# Planned Growers Terminal



## Grower's Terminal

- Refrigerated space is needed to reduce costs and meet more stringent food handling requirements and to become a more robust wholesale hub



# Development of Branded Products





Grown in  
**DETROIT**

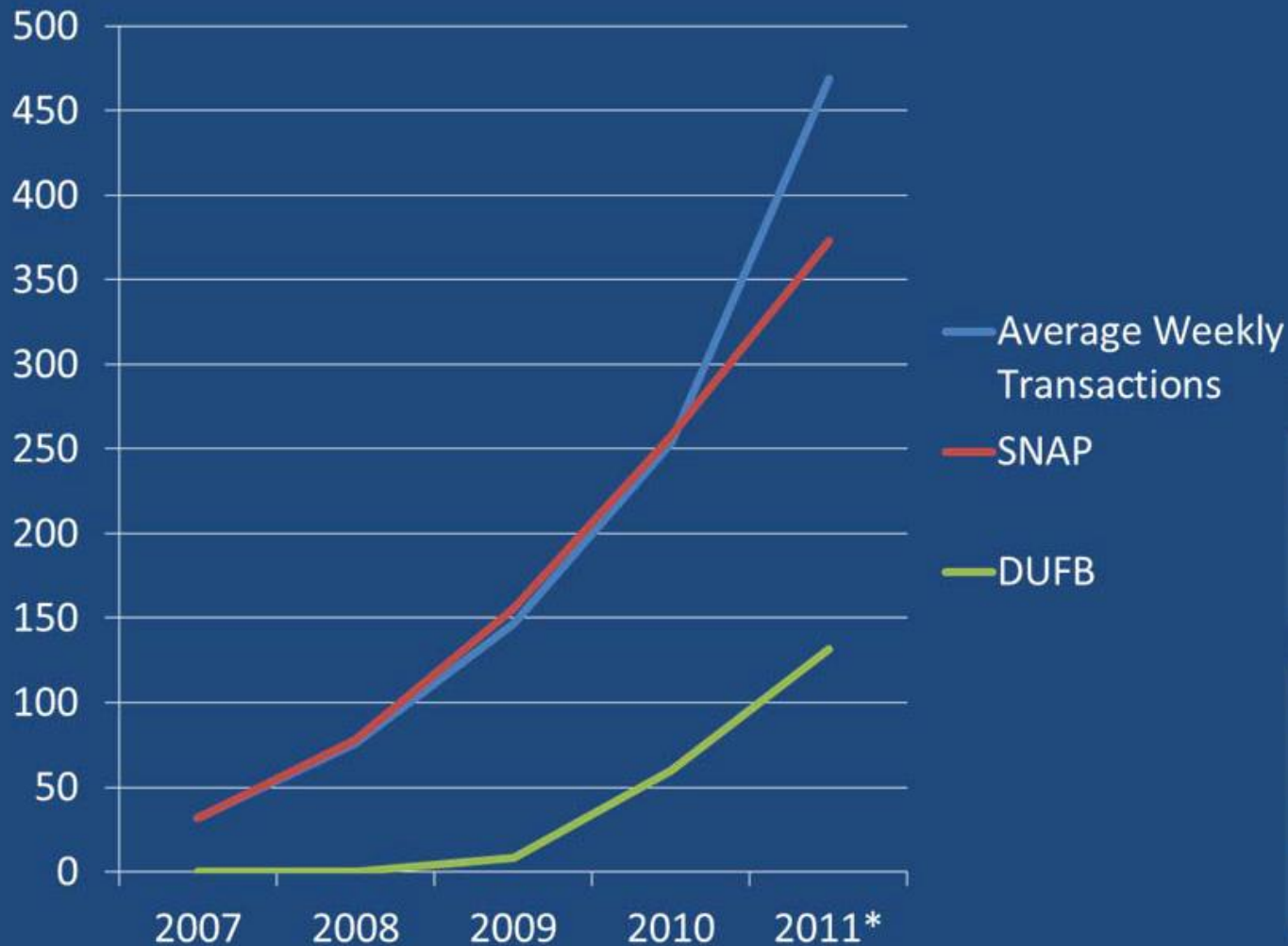


Grown in  
**DETROIT**



# Alternative Payment Programs

Encouraging the Demand for healthy, locally grown food



# Eastern Market

## Summary/Impacts

- ~800 Jobs
- 43 acres
- 150 Businesses
  - 33 Wholesalers
  - 52 Retailers
  - 19 Restaurants
  - 5 Galleries
  - 41 Other businesses

## Uses

- Extensive wholesaling
- Commercial Kitchens
- Business Incubation
- Branded Product Development
- Indoor/outdoor farmers market
- Private retail in the district
- Food delivery services
- Alternative payment programs
- Event space
- Art galleries
- Some restaurants
- Housing

# Sante Fe, NM



# Sante Fe, NM

**Outdoor Retail**



**SANTA FE FARMERS MARKET**



**Indoor Retail**



**Arts Market**



# Sante Fe, NM

**Brewery**



**Special Events**



**Public Art**



# Sante Fe

## Summary/Impacts

- 102 businesses
- ~300 jobs
- 13 acre site
- 500,000 SF of buildings

## Uses

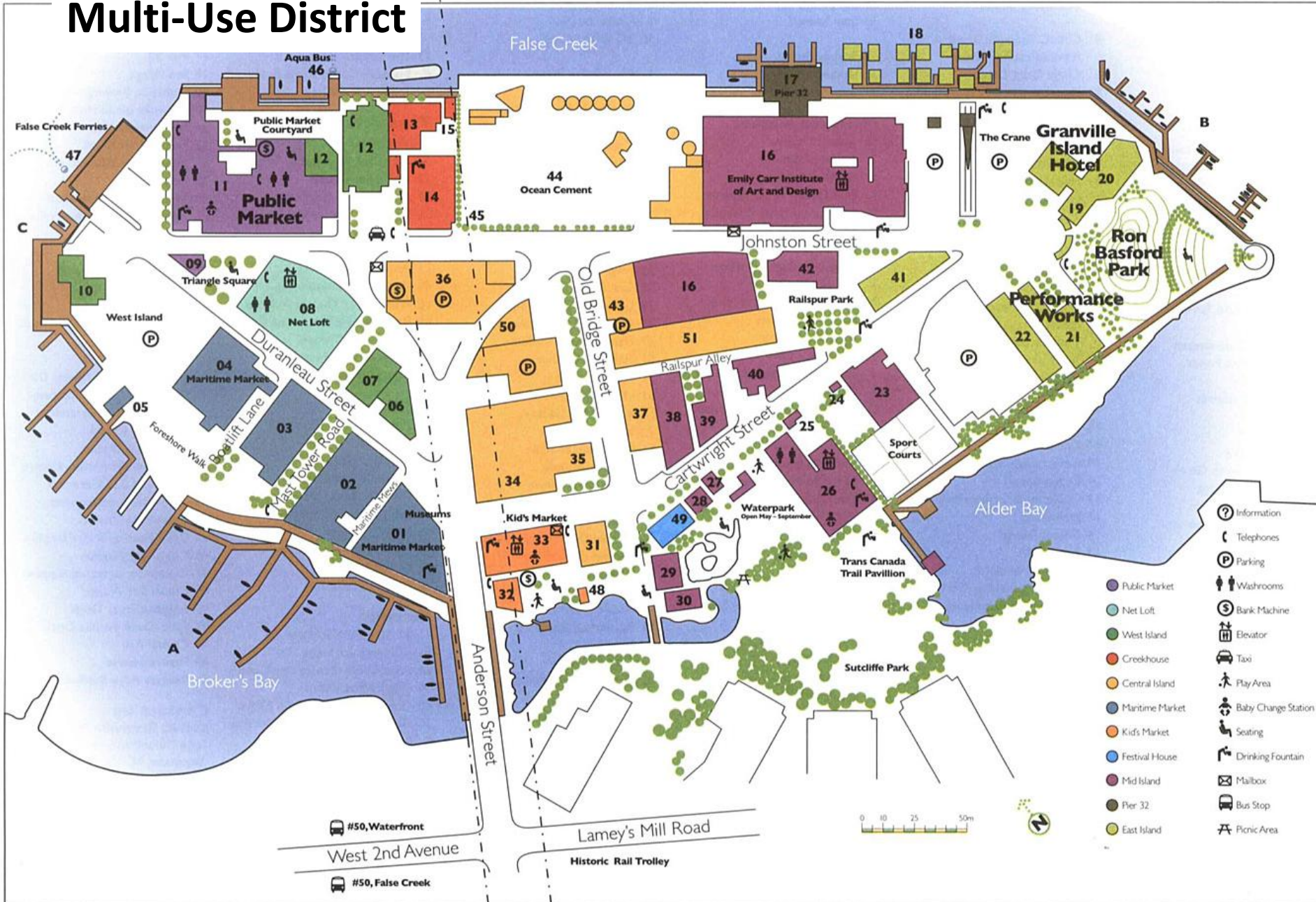
- Public Art
- Market Hall
- Produce
- Brewpub
- Multiple Art Galleries
- Event Space
- Antiques
- Cinema
- Community Meals
- Cafes
- Montessori School
- Composting
- Hand-blown glass
- Sculpture
- Photography
- Non-profits
- Artyard Lofts (live/work studios)

# Granville Island, Vancouver, BC





# Multi-Use District



# Multi-Use District



# Granville Island, Vancouver

## Summary/Impacts

- 47 Businesses
- 350 On-Site Jobs
- 35 Acres



## Uses

- Marina
- Performing Arts Facilities
- Art Galleries
- Hotel
- Legacy Machine Shop
- Woodworkers Coop
- Craffhouse Gallary
- Brewery
- Outdoor public space
- Event Facilities
- Bakery
- 100+ registered buskers

# Pike Place Public Market – Multi-Use District



# Pike Place Public Market

- 250 commercial businesses
- 100 Farmers
- 200 artists/craftspeople
- 70 people employed in market operations
- Total of 2,000 direct jobs
- Starting point for businesses that “make it big”



# Potential Economic Impacts of Public Market Districts

- Provide a launch pad for new businesses
- Support agriculture in the region
- Re-localize more food-buying dollars
- Provide needed food infrastructure (processing, storage, distribution)
- Catalyze redevelopment of surrounding areas
- Create powerful visitor draw
- Support local artists and artisan craft makers
- Create jobs in market operation itself
- Create event space to serve community needs
- Co-location of community uses
- Create a destination public space that can help attract/retain talent in the community