

# MADISON PUBLIC MARKET

SITE DESIGN/PLANNING WORKSHOP

**"FOOD FOR THOUGHT"**

*November 3, 2016*



**GRAHAM BABA** ARCHITECTS





# AGENDA

## Open house

6:30pm Look around / meet others

## Presentation and Feedback

6:45pm Welcome / Introductions

Market Site Planning Timeline

Graham Baba Architects: Who we are

6:55pm Presentation: Market Program

Breakout: Market Program

7:30pm Presentation: Site Concepts

Breakout: Site Concepts, Questionnaire

8:15pm Summary and Discussion

8:30pm Adjourn



# ***AUTHENTICITY***

***RESEARCH***

***CRAFT***

***COLLABORATION***

***RESPONSIBILITY***

***FUN***

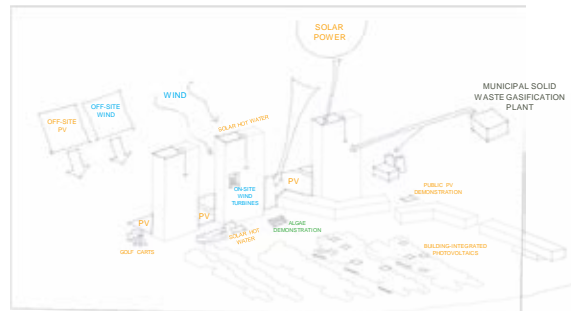
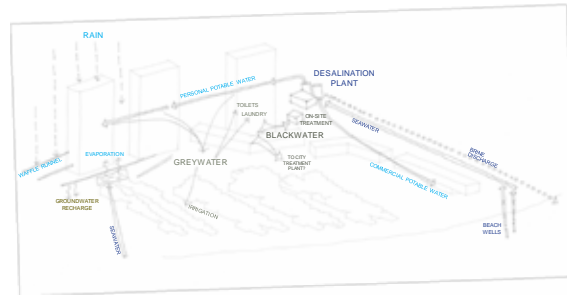


**GRAHAM BABA CULTURE**

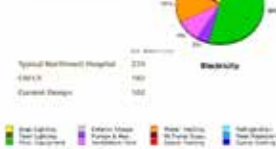
*What We Value*



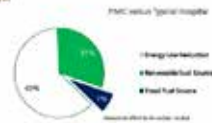
**JIM GRAHAM**  
*Principal*



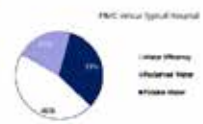
### Energy Distribution



### Carbon



### Water



**SUSAN McNABB**  
*Project Manager, Sustainability*



# SEATTLE IS:

*Progressive*  
*Creative Vibrant*

*Active, Healthy*  
*Connected to the Outdoors*  
*Sustainable*  
*Dense*  
*Locally Focused*  
*Unique Neighborhood Character*  
*Food Conscious*  
*Defined by Water*  
*Energized by Tech*  
*Driven by Fresh Ideas*

WHAT DEFINES US  
*Isthmus City*



**MADISON is:**

*Progressive  
Creative*

*Vibrant  
Active, Healthy  
Connected to the Outdoors  
Sustainable  
Densifying  
Locally Focused  
Community Pride  
Food Conscious  
Defined by Water  
Energized by Tech  
Driven by Fresh Ideas*

**WHAT DEFINES US**

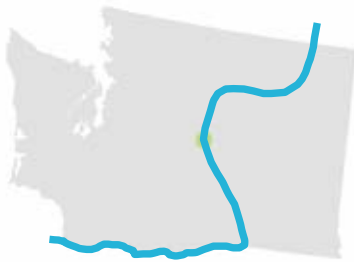
*Isthmus City*





Q4

PYBUS PUBLIC MARKET  
*Relevant Projects*



Pybus Market is located on the Apple Loop Trail (longest trail in Washington State) along the Columbia River shoreline and within walking distance of the historic downtown.

- Apple Loop Trail ⊕
- Park



## PYBUS PUBLIC MARKET

*Relevant Projects*





MELROSE MARKET  
*Relevant Projects*

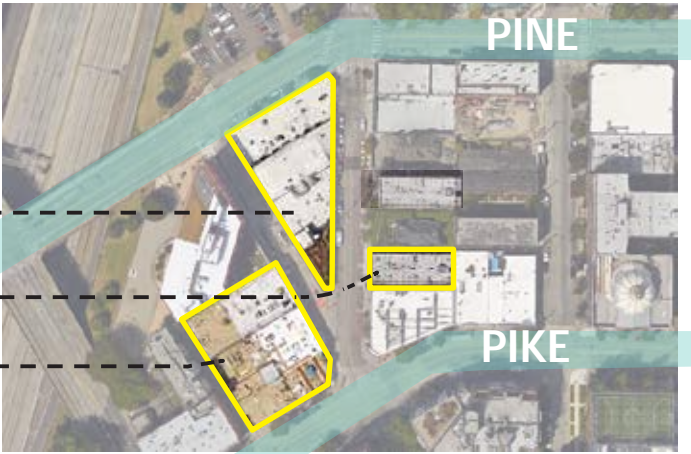
# PIKE PINE CORRIDOR

## CATALYST FOR CHANGE

MELROSE MARKET

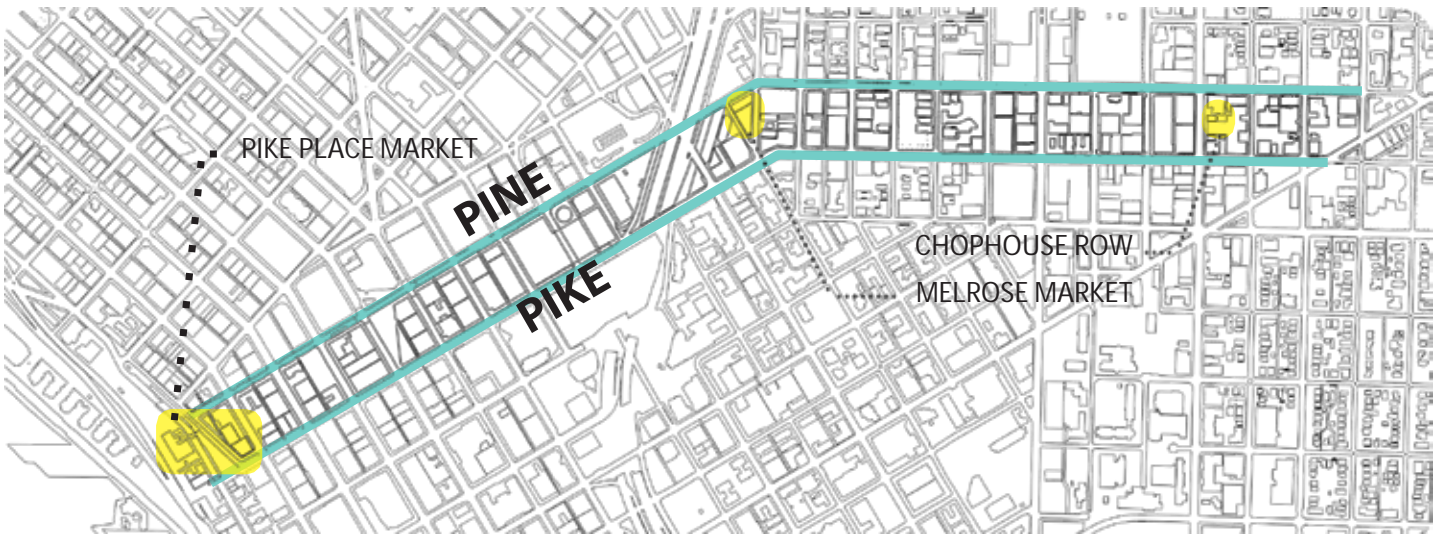
MELROSE SQUARE

THE ROASTERY



Q9

Q5

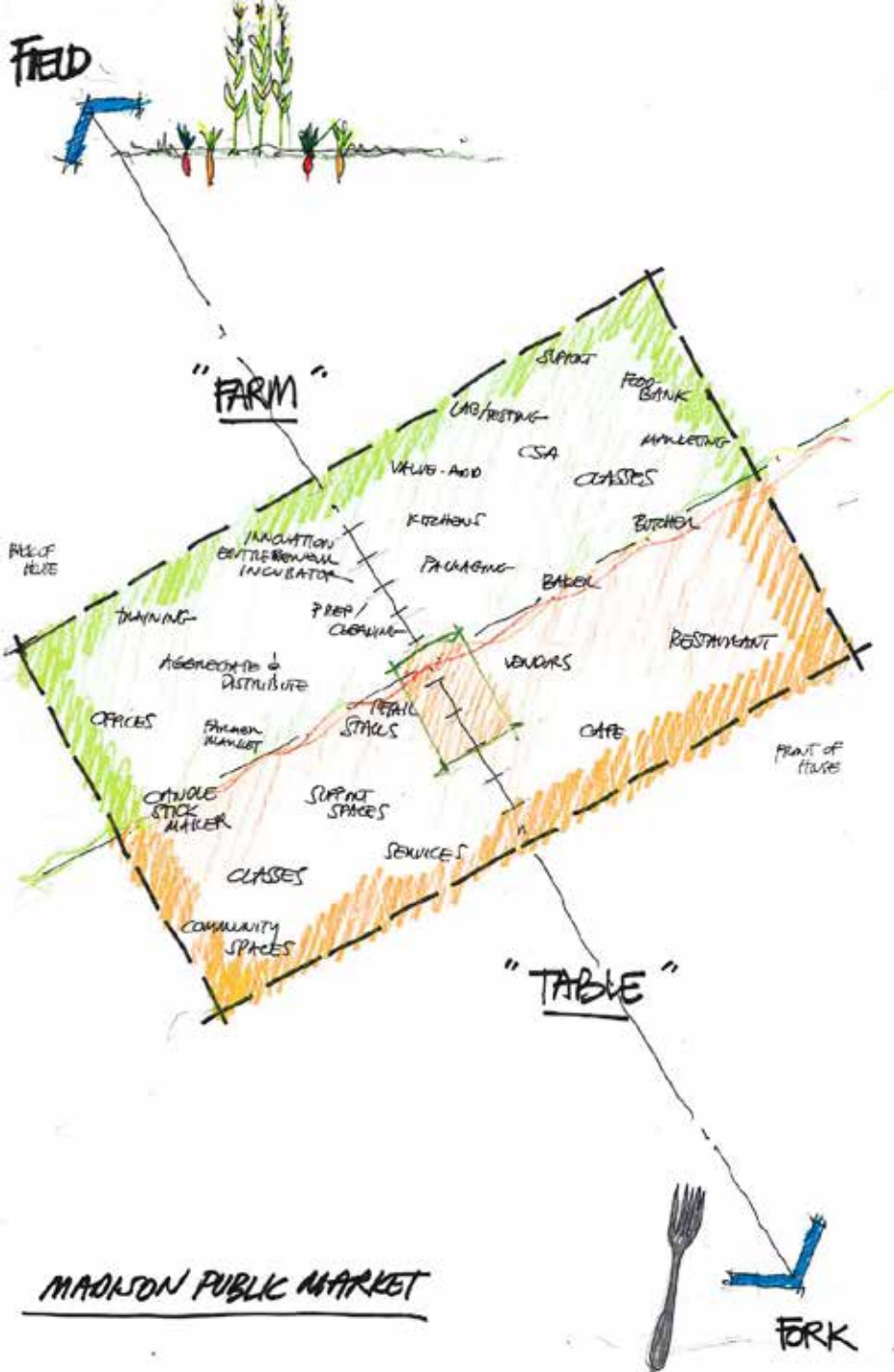


**DESIGN STRATEGIES**  
*Financial & Operational Success*

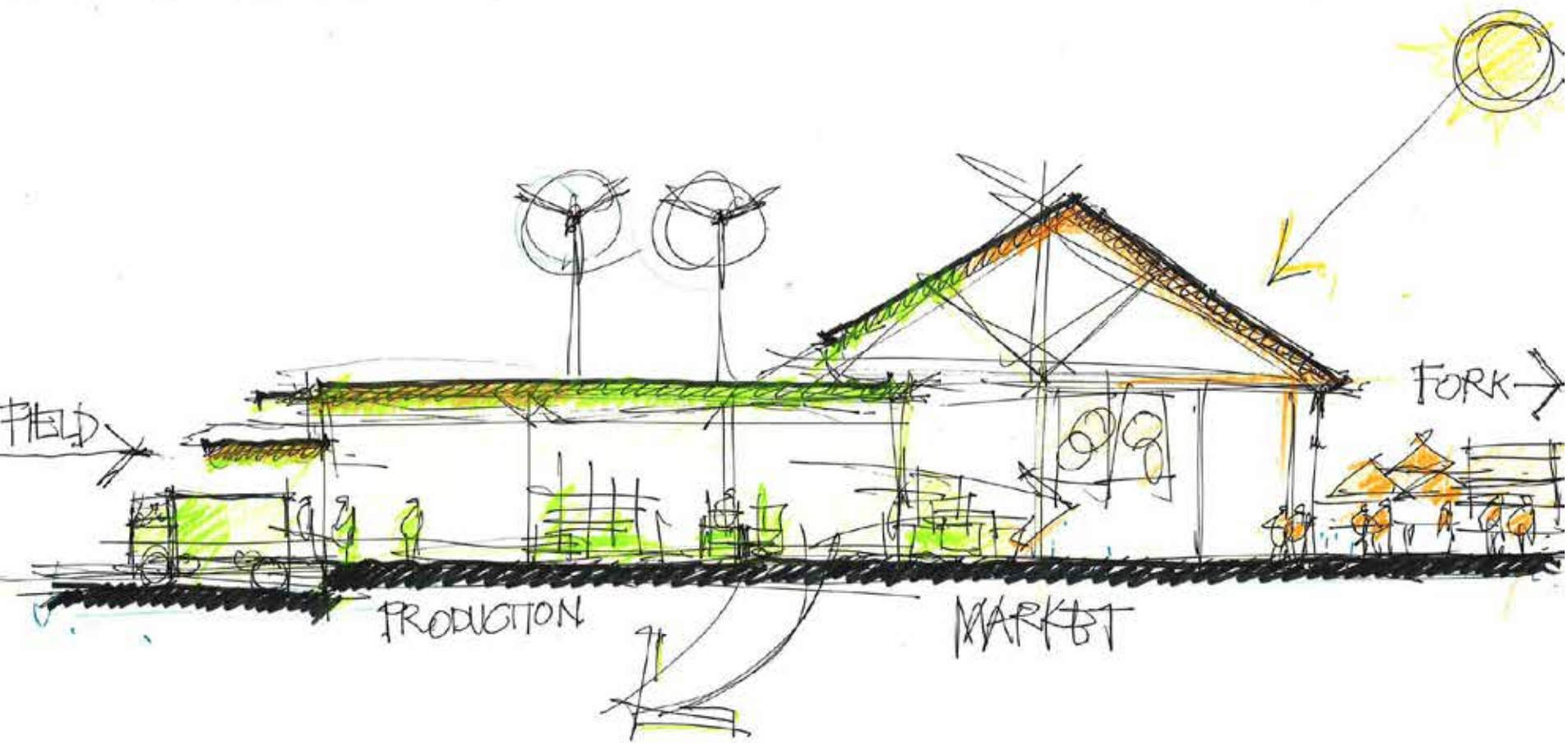


# PUBLIC MARKET DISTRICT **PROGRAM**









MADISON PUBLIC MARKET

# A SUCCESSFUL MADISON PUBLIC MARKET DISTRICT WILL . . .

- Provide a permanent home for local food
- Serve local farmers, producers, distributors
- Create a focal point for local food innovation, sales, training
- Create a community gather place around food
- Attract and welcome to all residents
- Provide employment
- Add tax base
- Be successful as a development

# PUBLIC MARKET DISTRICT **SITE PLANNING**



# COMMUNITY AND SITE CONTEXT

## CONSIDERATIONS AND OPPORTUNITIES



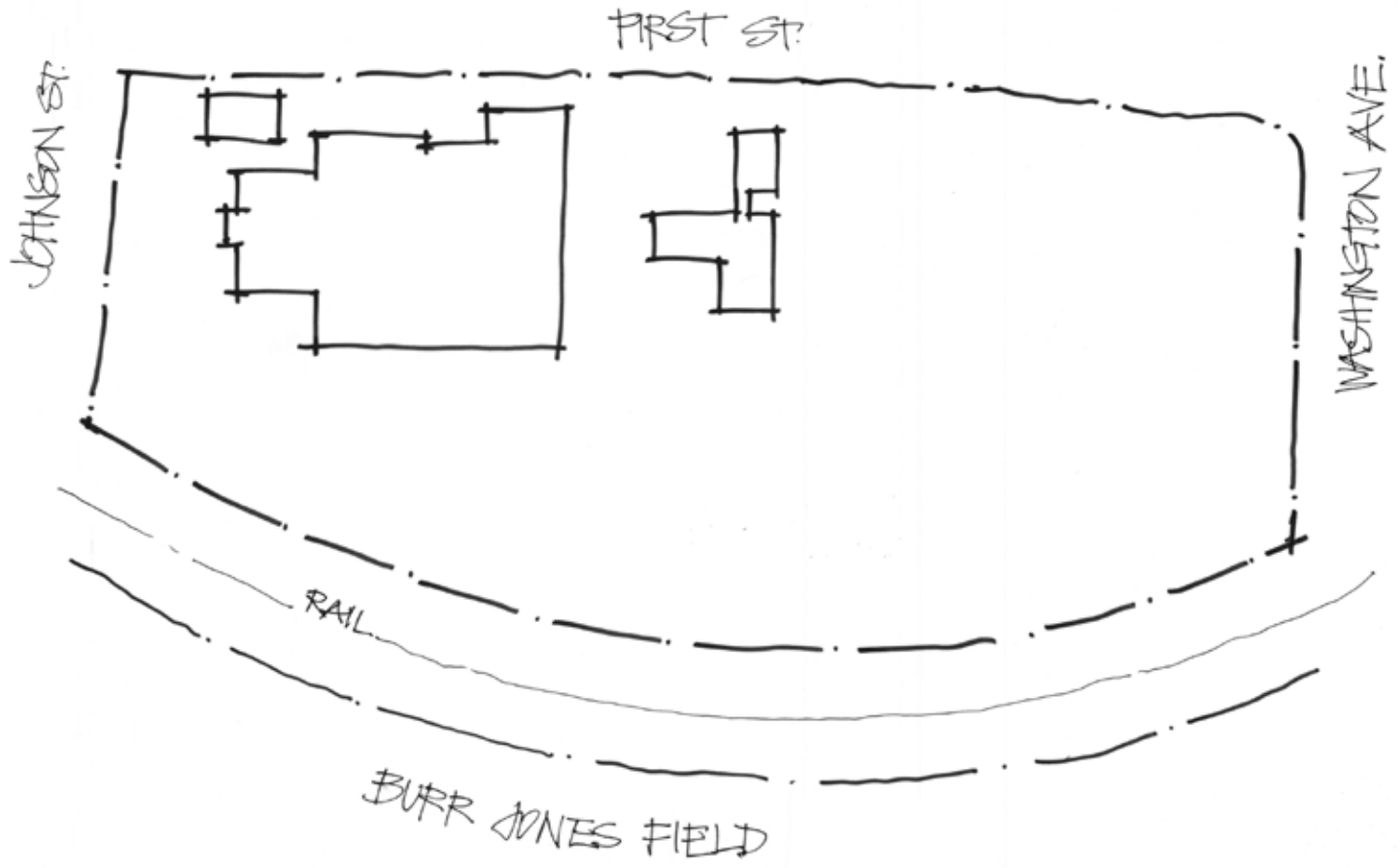
# COMMUNITY AND SITE CONTEXT

## CONSIDERATIONS AND OPPORTUNITIES







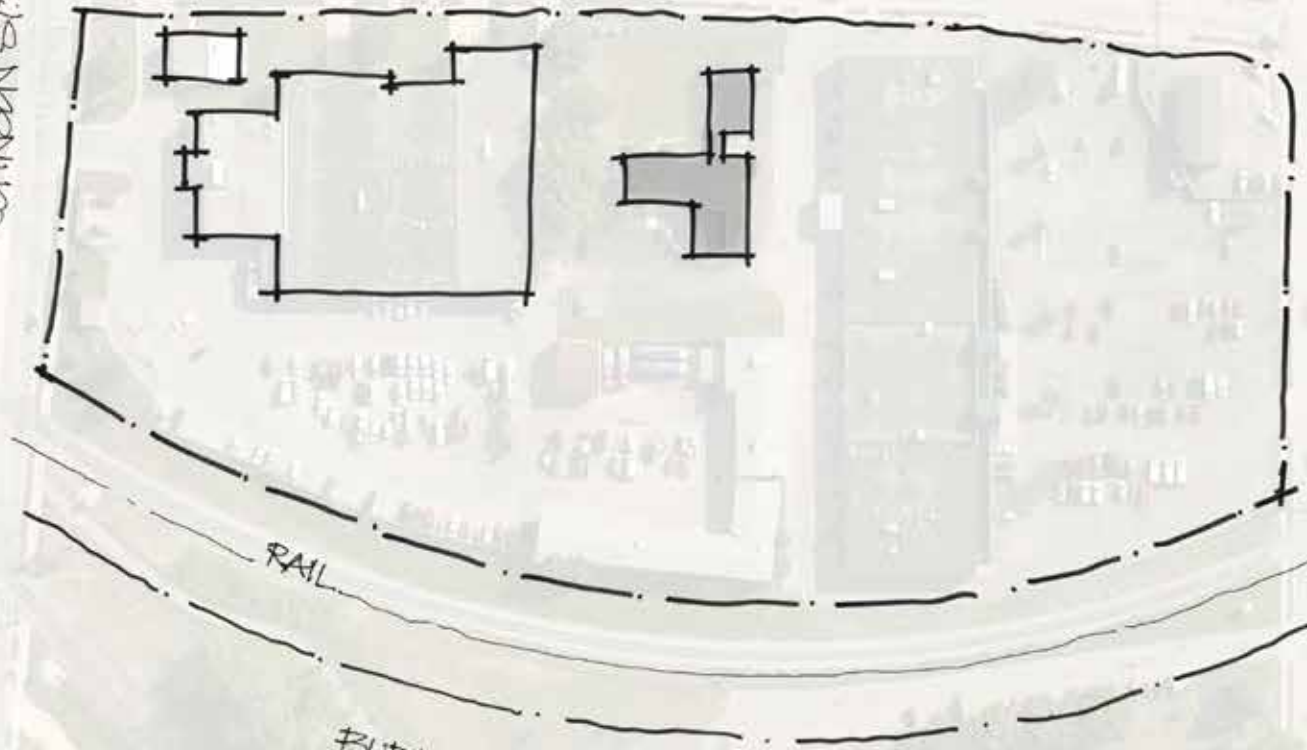




JOHNSON ST.

FIRST ST.

WASHINGTON AVE.



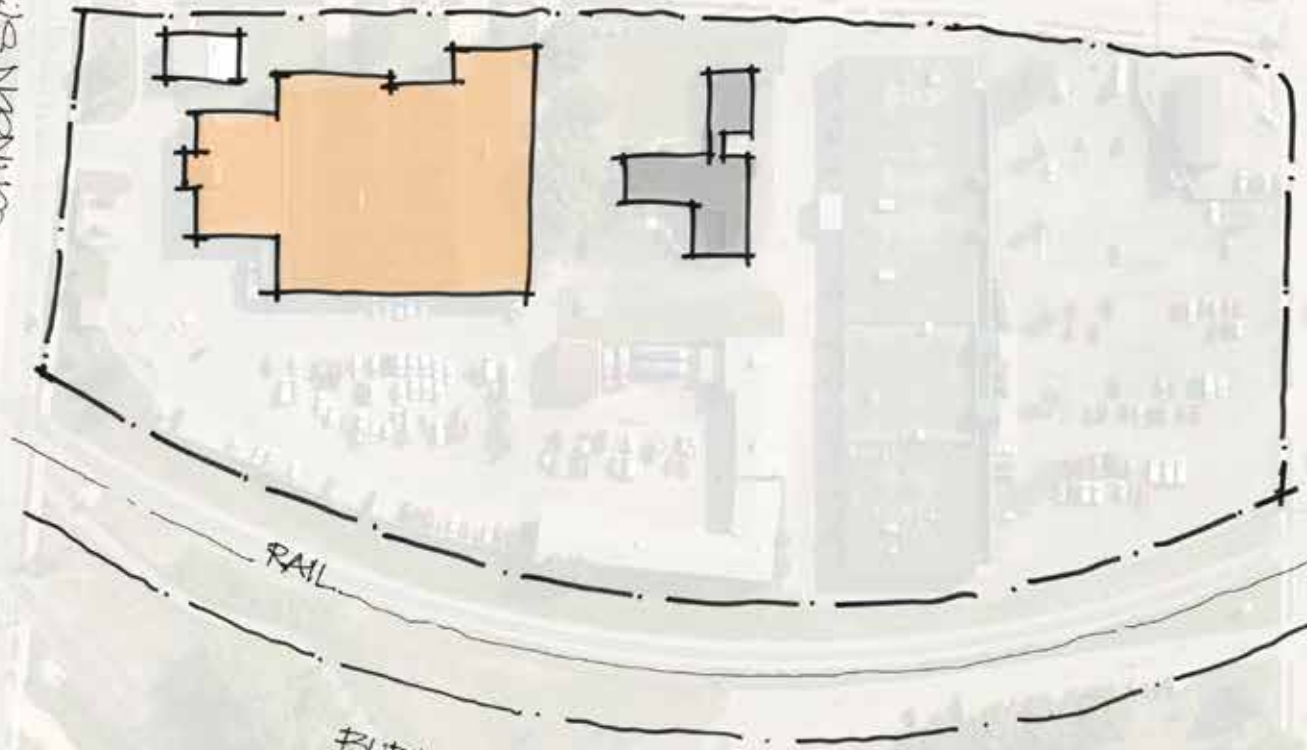
RAIL

BURR JONES FIELD

JOHNSON ST.

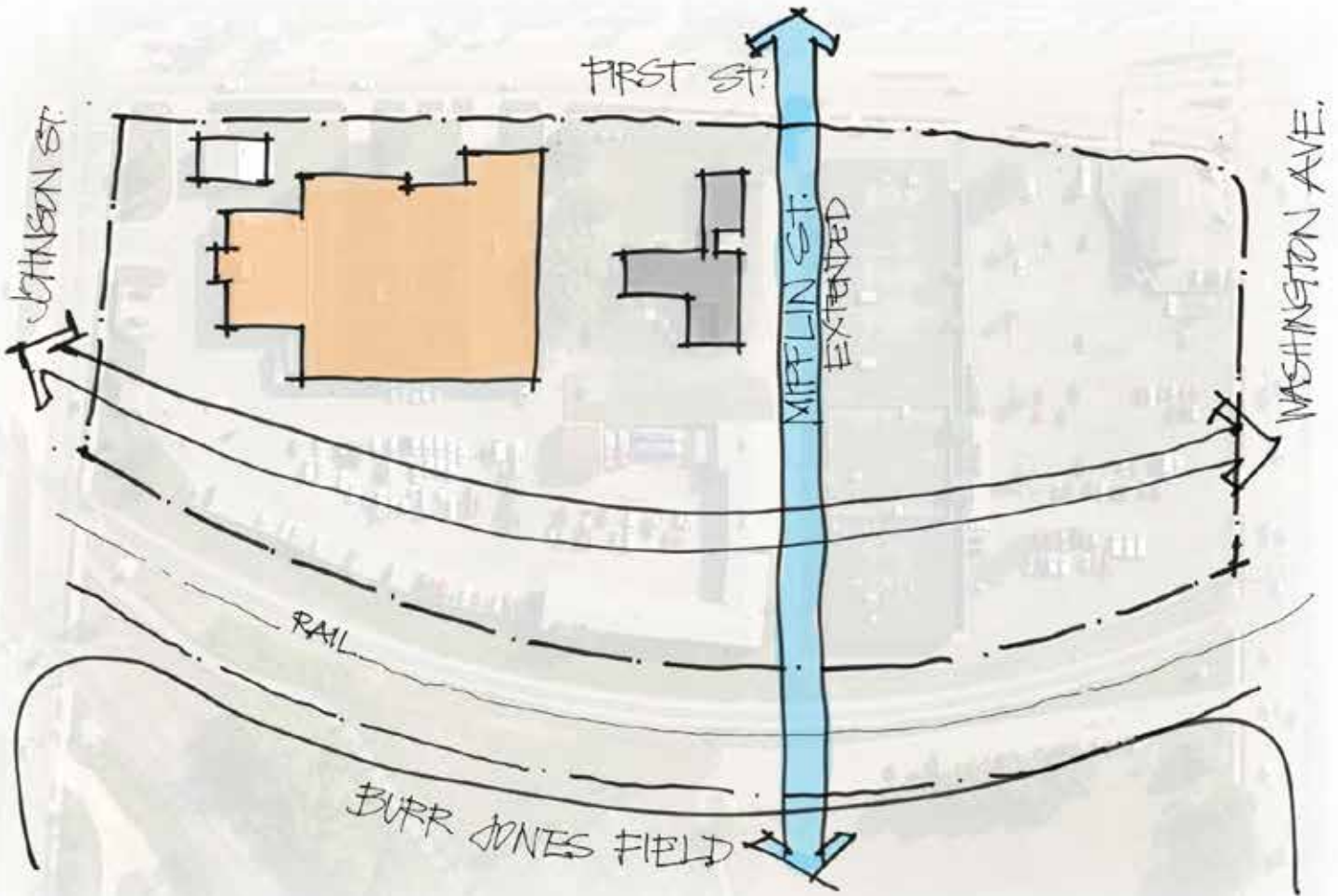
FIRST ST.

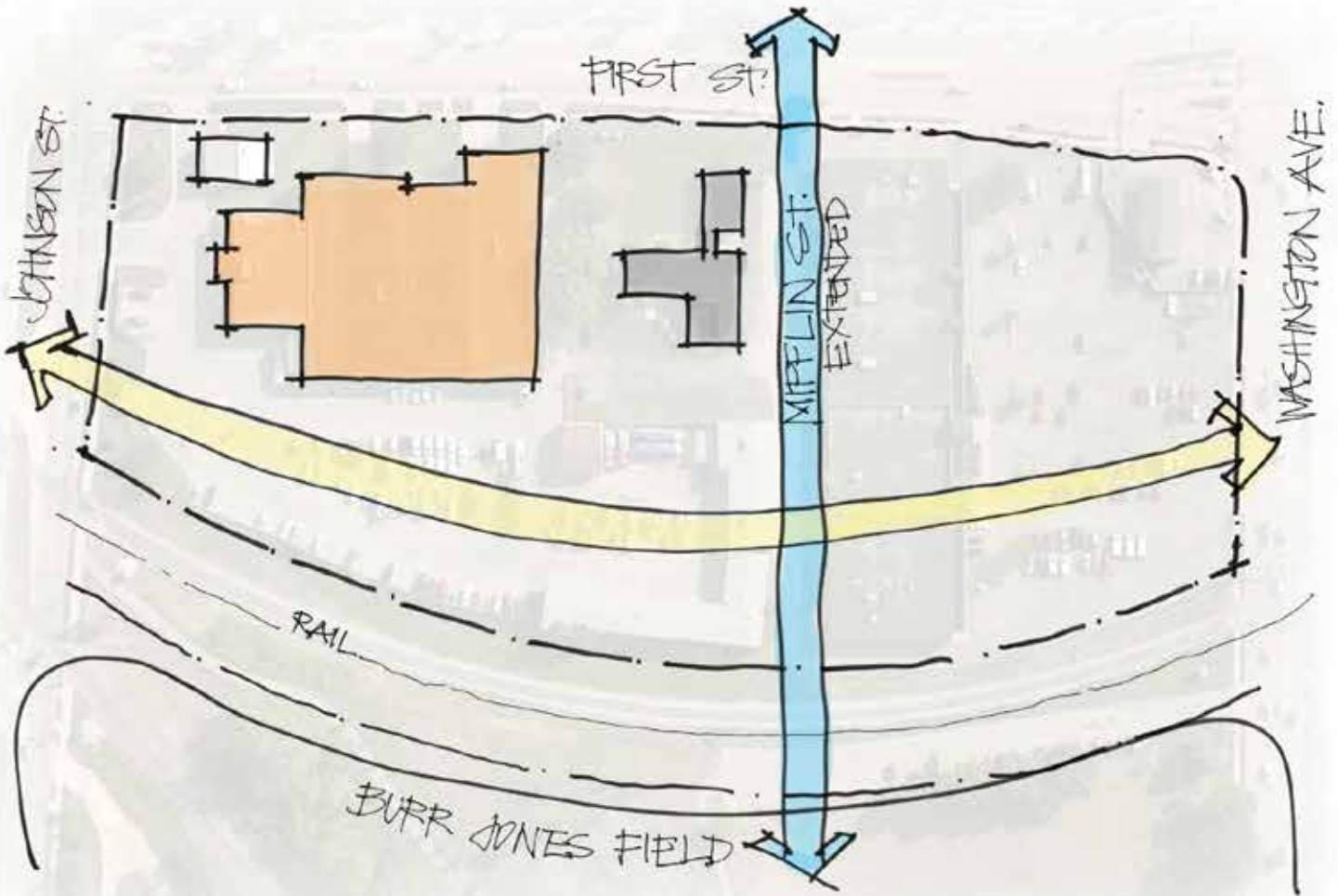
WASHINGTON AVE.

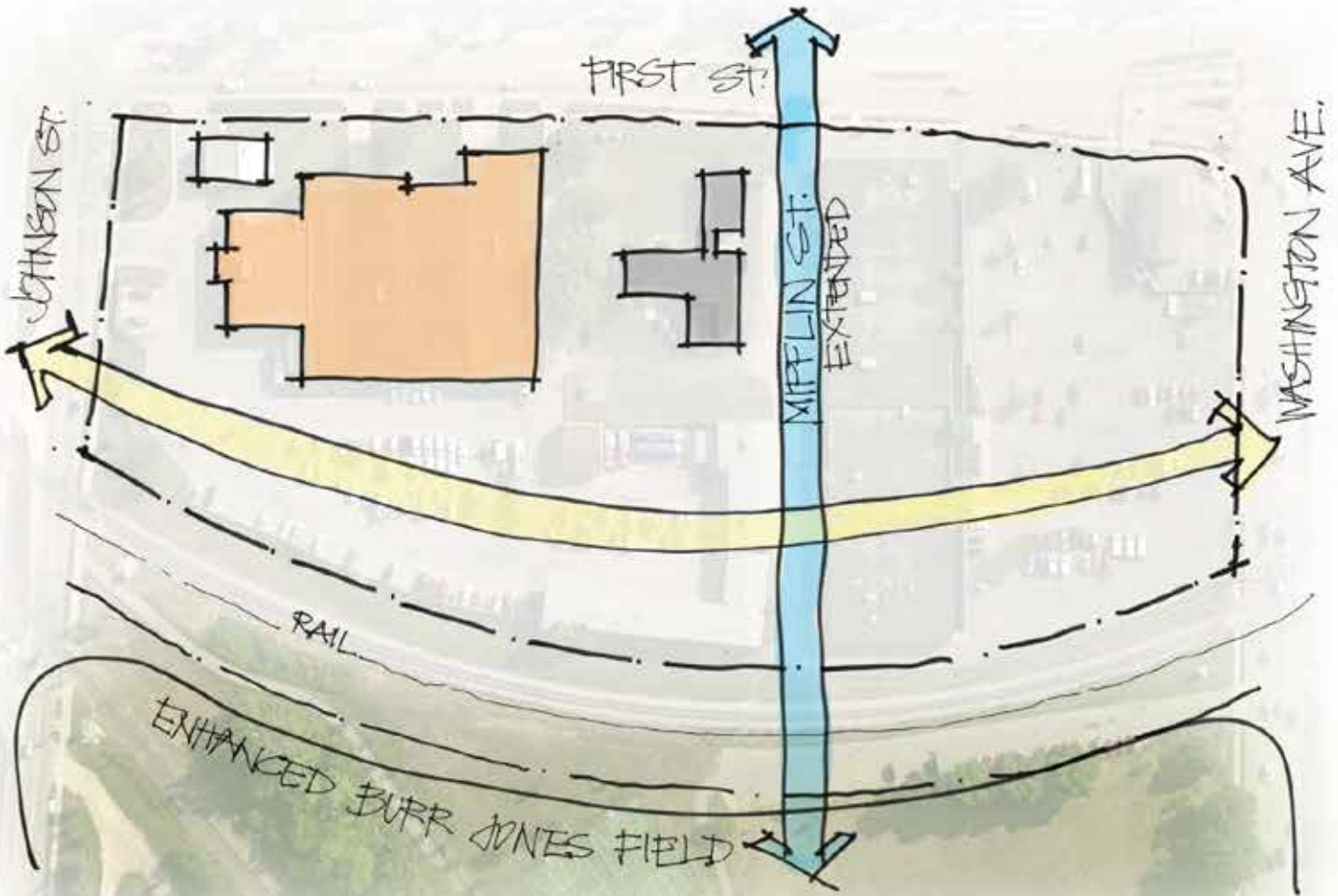


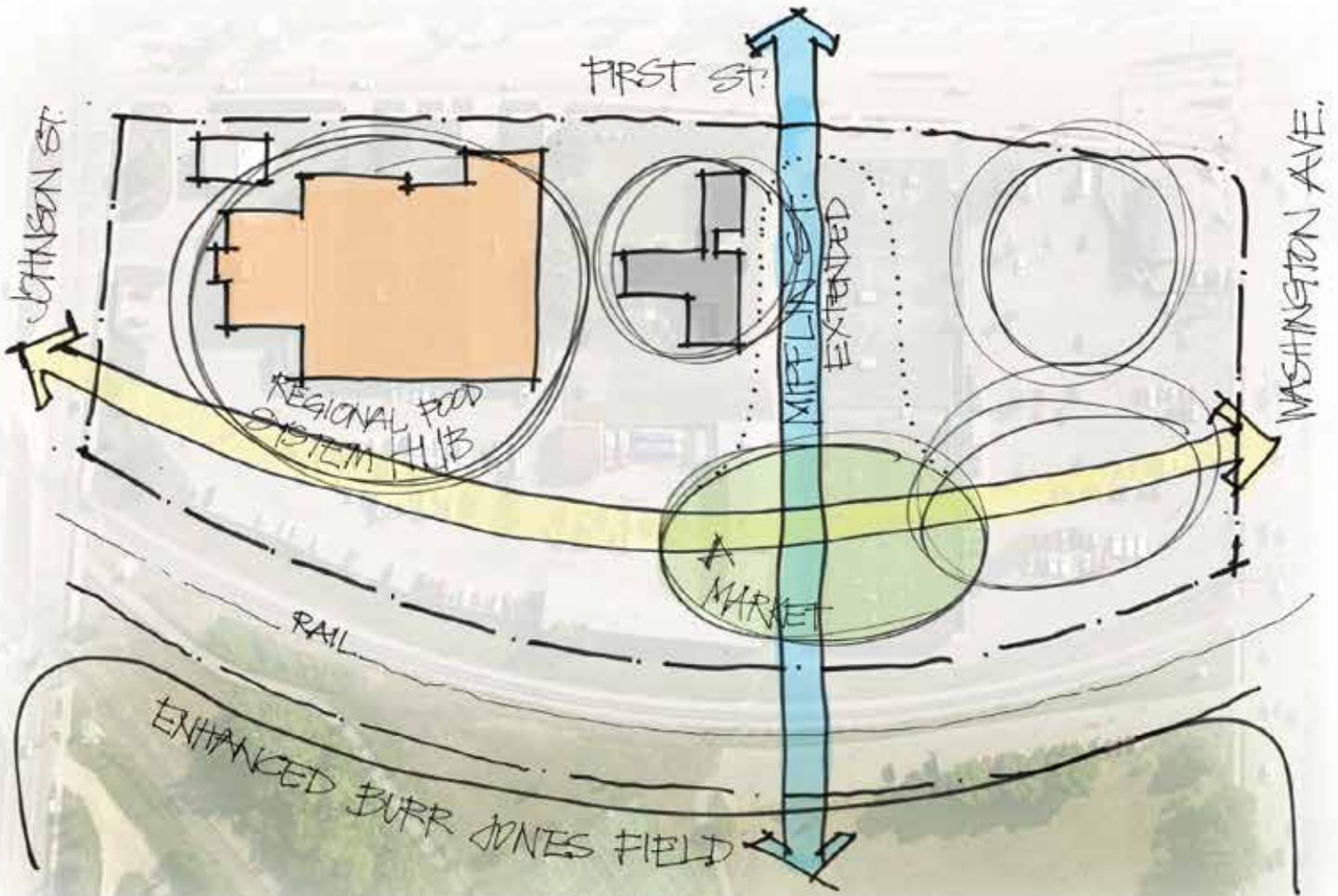
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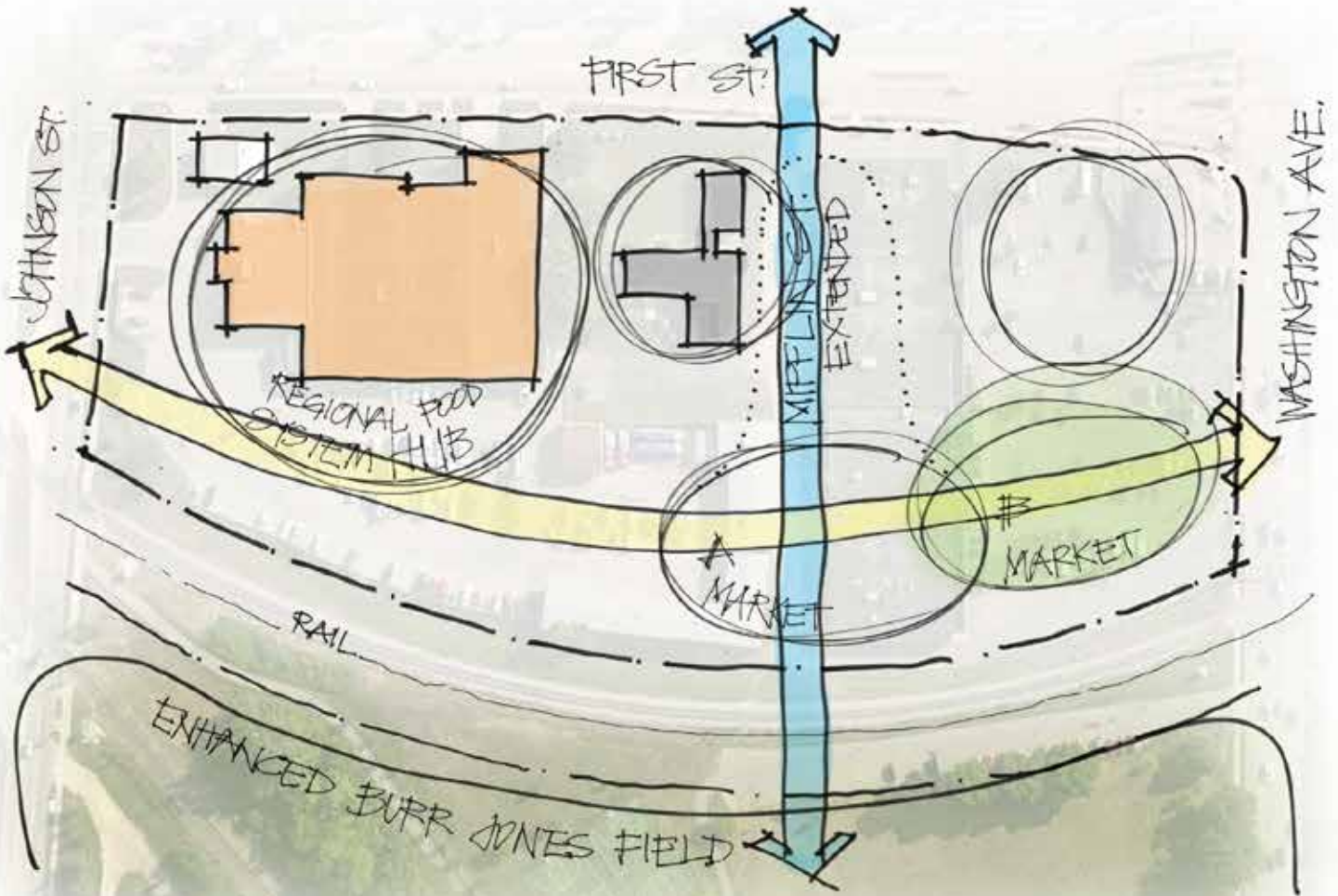
BURR JONES FIELD

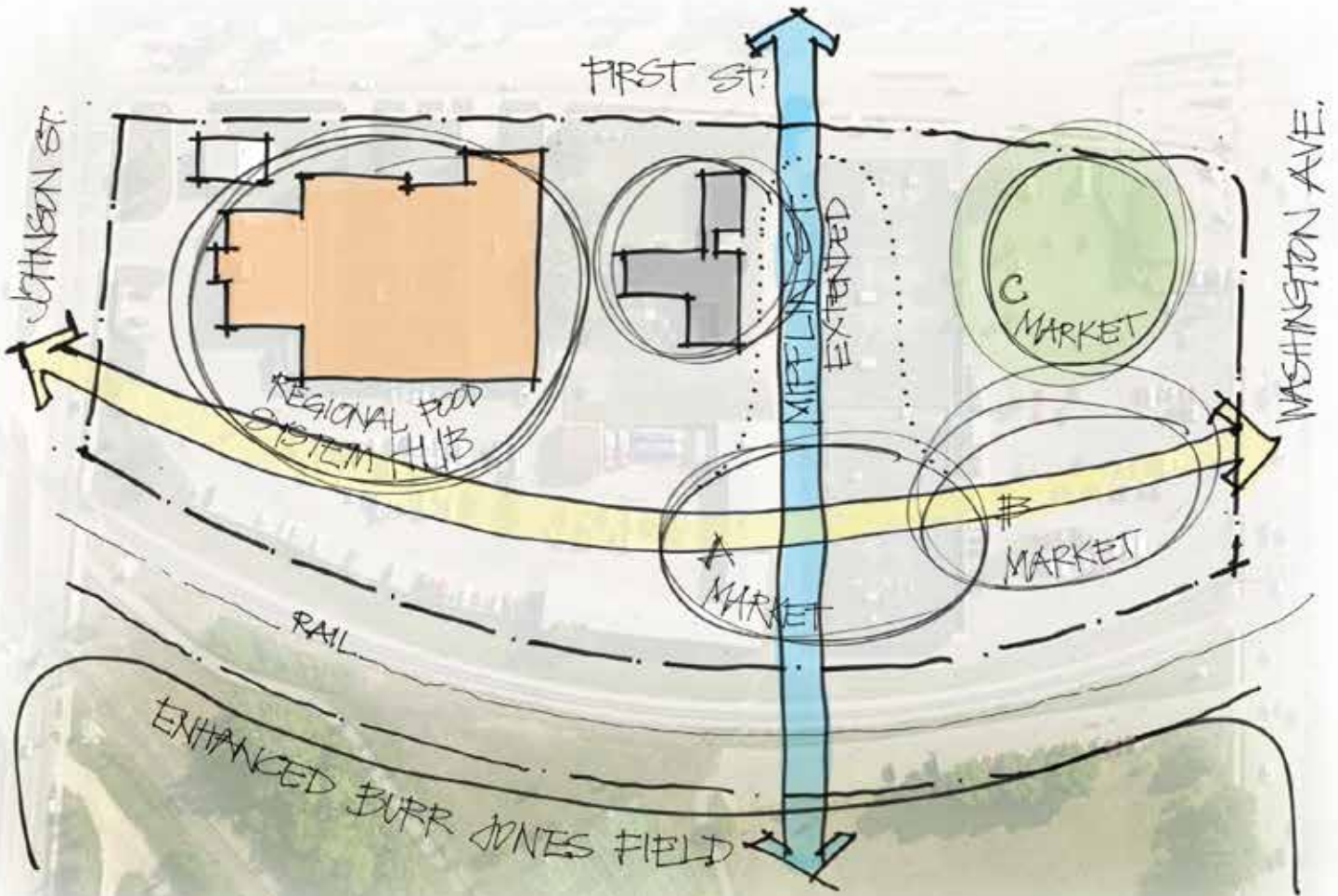














# MADISON PUBLIC MARKET

## COMMON CONCEPTS

ON ALL DEVELOPMENT ALTERNATIVES

GRAHAM BABA ARCHITECTS

VANDEWALLE & ASSOCIATES INC.



### USES

- REGIONAL FOOD SYSTEM-RELATED HUB
- FOOD-RELATED RETAIL
- RESIDENTIAL
- INTEGRATED RETAIL AND RESIDENTIAL
- COMMUNITY, HEALTH, ENTERTAINMENT

### PARKING

- UNDER-BUILDING PARKING
- PARKING LOCATED INTERNALLY ON SITE
- PARKING IN BURR JONES FIELD
- BICYCLE PARKING

### BURR JONES CONNECTION

- AT-GRADE PEDESTRIAN AND BIKE CONNECTION BETWEEN MARKET SITE AND BURR JONES FIELD
- ENHANCEMENT OF BURR JONES FIELD FOR EVENTS

### LINKAGES & CONNECTIONS

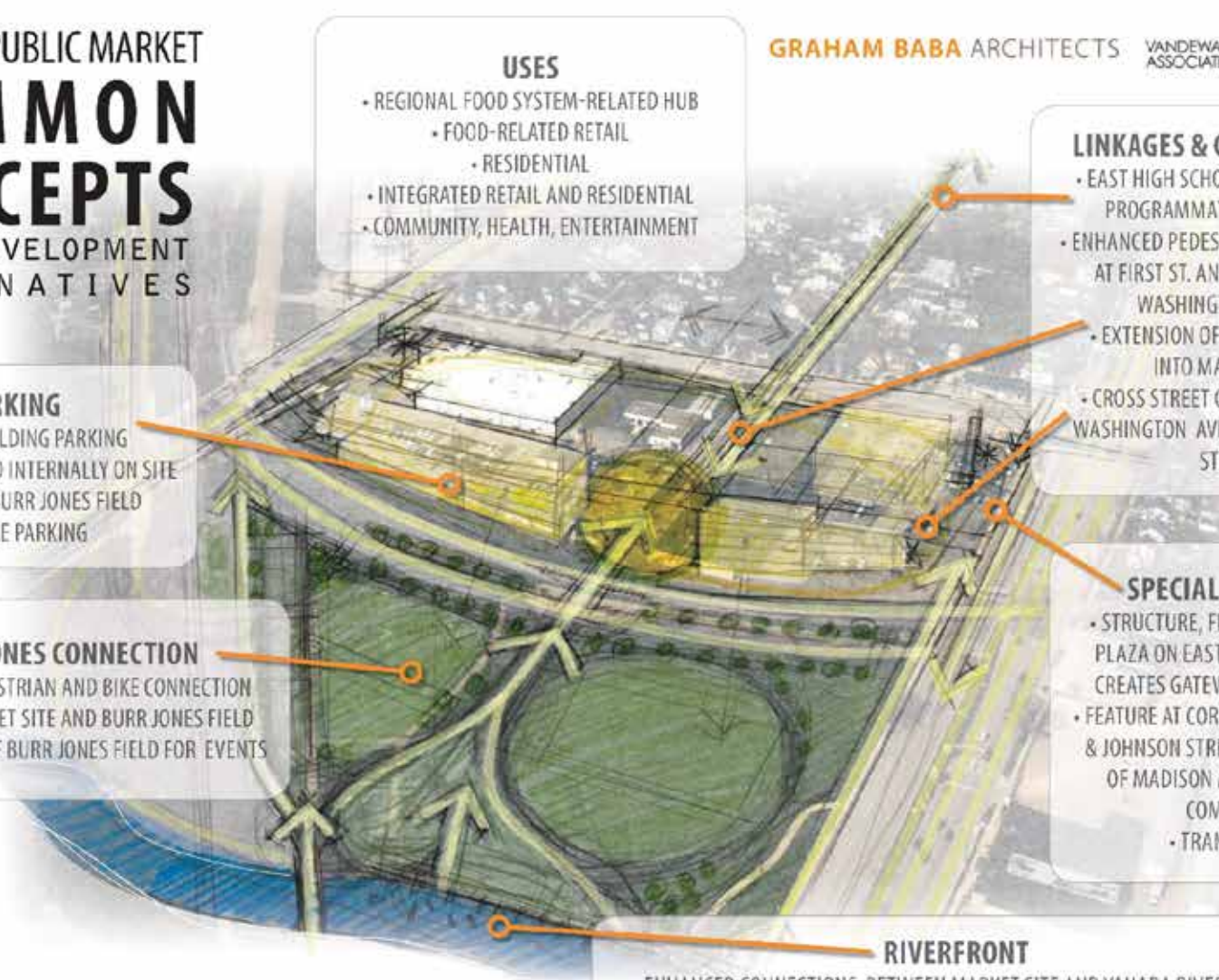
- EAST HIGH SCHOOL PHYSICAL AND PROGRAMMATIC CONNECTION
- ENHANCED PEDESTRIAN CROSSWALKS AT FIRST ST. AND CROSSING EAST WASHINGTON AVENUE
- EXTENSION OF MIFFLIN STREET INTO MARKET SITE
- CROSS STREET CONNECTING EAST WASHINGTON AVENUE AND JOHNSON STREET

### SPECIAL FEATURES

- STRUCTURE, FEATURE, OR PUBLIC PLAZA ON EAST WASHINGTON AVE. CREATES GATEWAY TO DOWNTOWN
- FEATURE AT CORNER OF FIRST STREET & JOHNSON STREET PORTRAYS SPIRIT OF MADISON AS CREATIVE FOOD COMMUNITY
- TRANSIT STOP

### RIVERFRONT

- ENHANCED CONNECTIONS BETWEEN MARKET SITE AND YAHARA RIVERFRONT
- RIVERFRONT ENHANCEMENT (DOCKING, GATHERING)



# PROGRAM

## USES

- Public Market and Food Innovation Hub  
(40,000-60,000 sf)
  - Public Market sales hall
  - Production/Retail
  - Aggregation
  - Loading/Shipping
  - Kitchens
  - Covered outdoor stalls
  - Community room/s
  - Restrooms
  - Storage
- Retail  
(Ground floor, less than 40,000 sf)
- Restaurant (4,000-5,000 sf)
- Coffee shop
- Residential  
(Rental apartments, 100-250 units, phased)
- Office/Coworking space (Upper floor, non-spec preferred)?
- Hotel?
- Senior housing?
- Health clinic?
- Library?
- Social services?
- Entertainment?
- Gym?

# PROGRAM

## SITE

- Outdoor market space (flexible)
- Plaza-outdoor gathering place
- Vehicular parking (X spaces)
  - Market
  - Regional Food System Hub
  - Retail
  - Restaurant
  - Residential and/or hotel
  - Common uses
- Bike parking (with maintenance amenities and potential B-Cycle station)
- Transit stop
- Seating
- Accessible and welcoming

# MADISON PUBLIC MARKET ALTERNATIVE A

GRAHAM BABA ARCHITECTS

VANDEWALLE & ASSOCIATES INC.



**A1.** MULTI-FUNCTION URBAN SPACES FOR PARKING AND OUTDOOR MARKET-RELATED EVENTS

**A2.** ICONIC BEACON, "FOLLY" AT CORNER OF EAST WASHINGTON AVE AND FIRST STREET

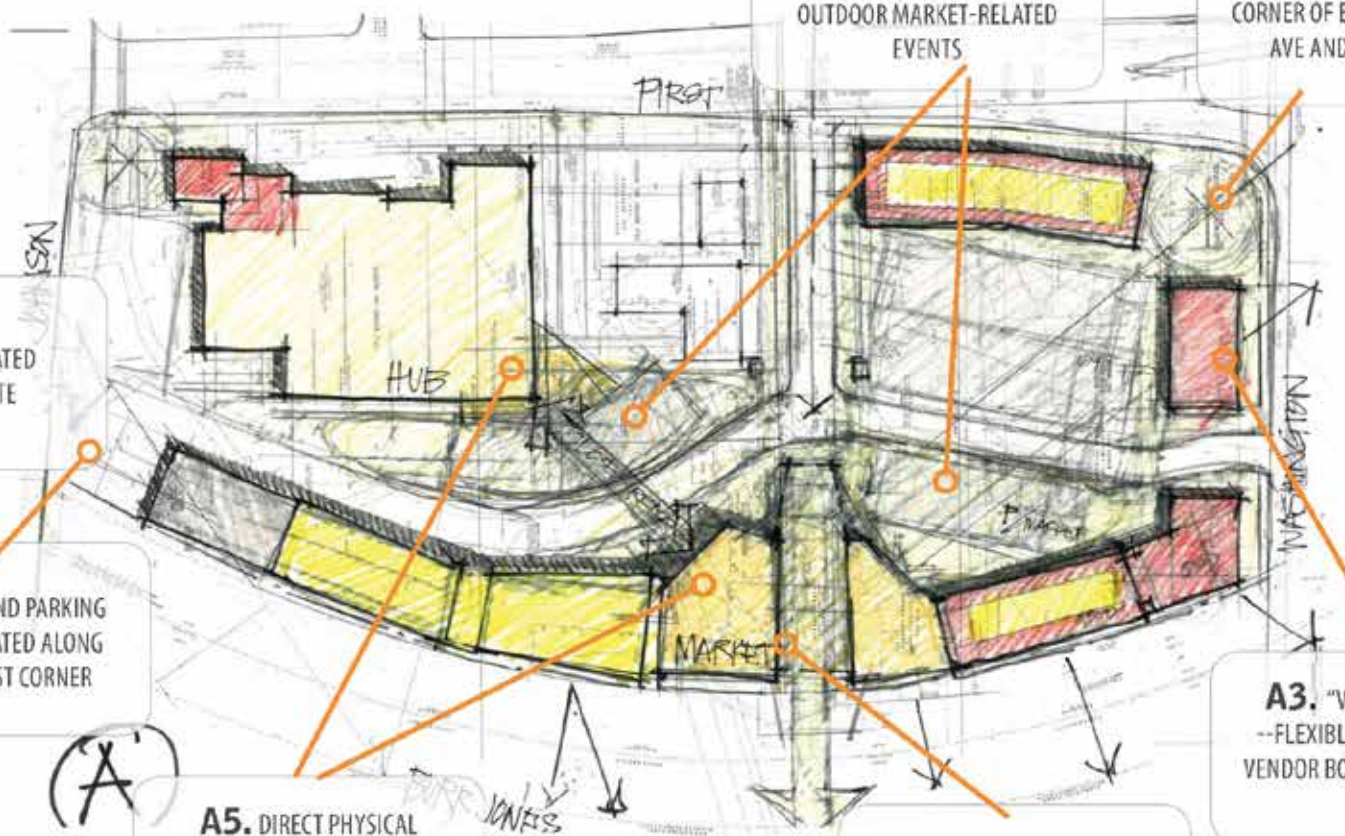
**A7.** ART INTEGRATED THROUGHOUT SITE

**A6.** SERVICE AND PARKING FUNCTIONS LOCATED ALONG TRACKS ON WEST CORNER

**A5.** DIRECT PHYSICAL RELATIONSHIP BETWEEN MARKET AND FOOD INNOVATION FACILITIES

**A4.** MARKET LOCATED ON BURR JONES FIELD

**A3.** "VENDOR PAVILION"  
--FLEXIBLE SPACE, COVERED,  
VENDOR BOOTHS VISIBLE FROM STREET



# MADISON PUBLIC MARKET ALTERNATIVE B

GRAHAM BABA ARCHITECTS

VANDEWALLE & ASSOCIATES INC.



B1. INTERNAL COMMONS

B2. OPEN SPACE AT CORNER OF EAST WASHINGTON AVE AND FIRST STREET

B9. ENTERTAINMENT FACILITY

B8. MUSIC

B7. KID FOCUSED AMENITIES

B6. PUBLIC AMENITY FACILITY  
(LIBRARY, SOCIAL SERVICES)

B5. BRIDGE OVER TRACKS

B3. BUS SHELTERS

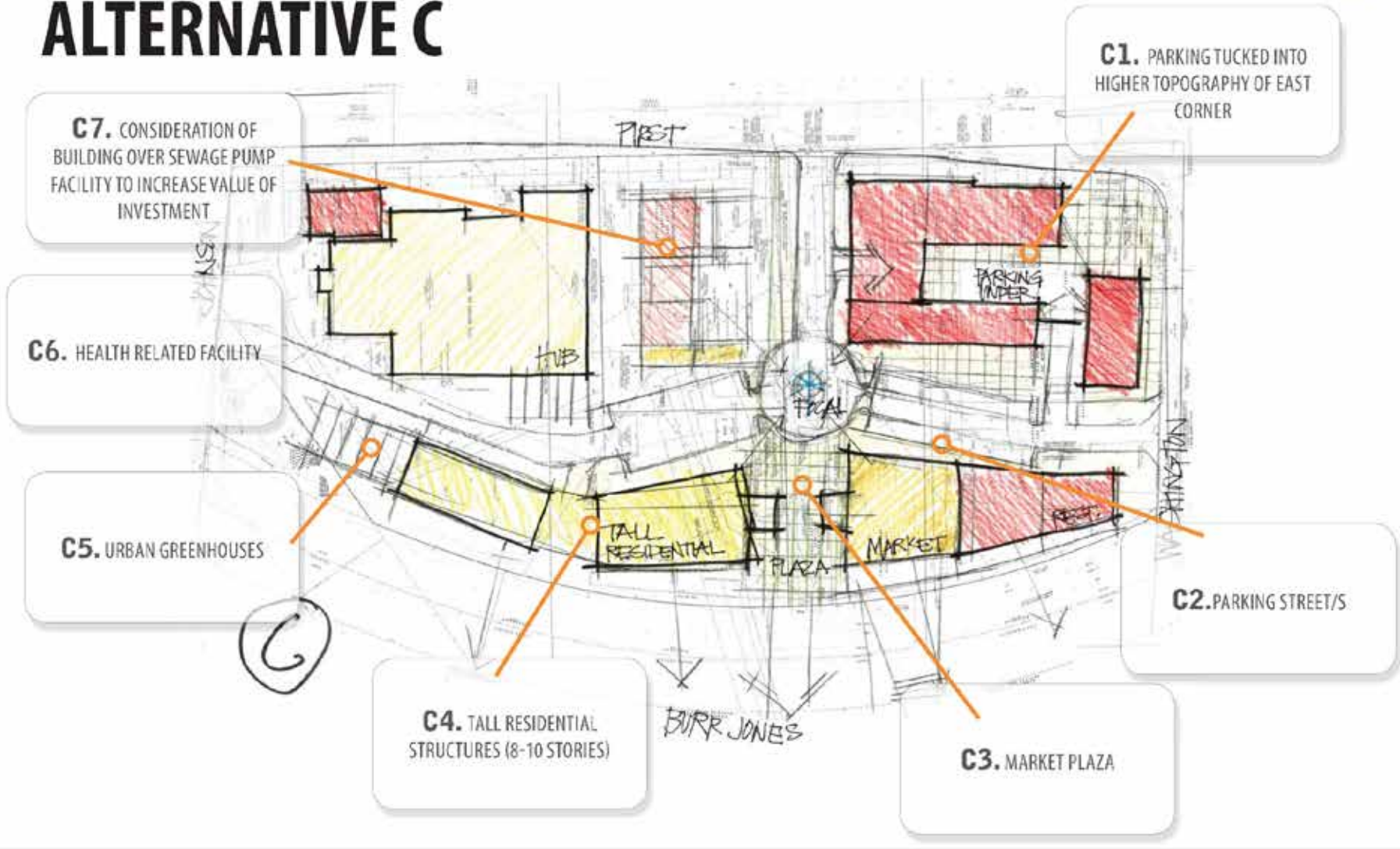
B4. MARKET LOCATED ON EAST WASHINGTON AVE AND ON BURR JONES FIELD



# MADISON PUBLIC MARKET ALTERNATIVE C

GRAHAM BABA ARCHITECTS

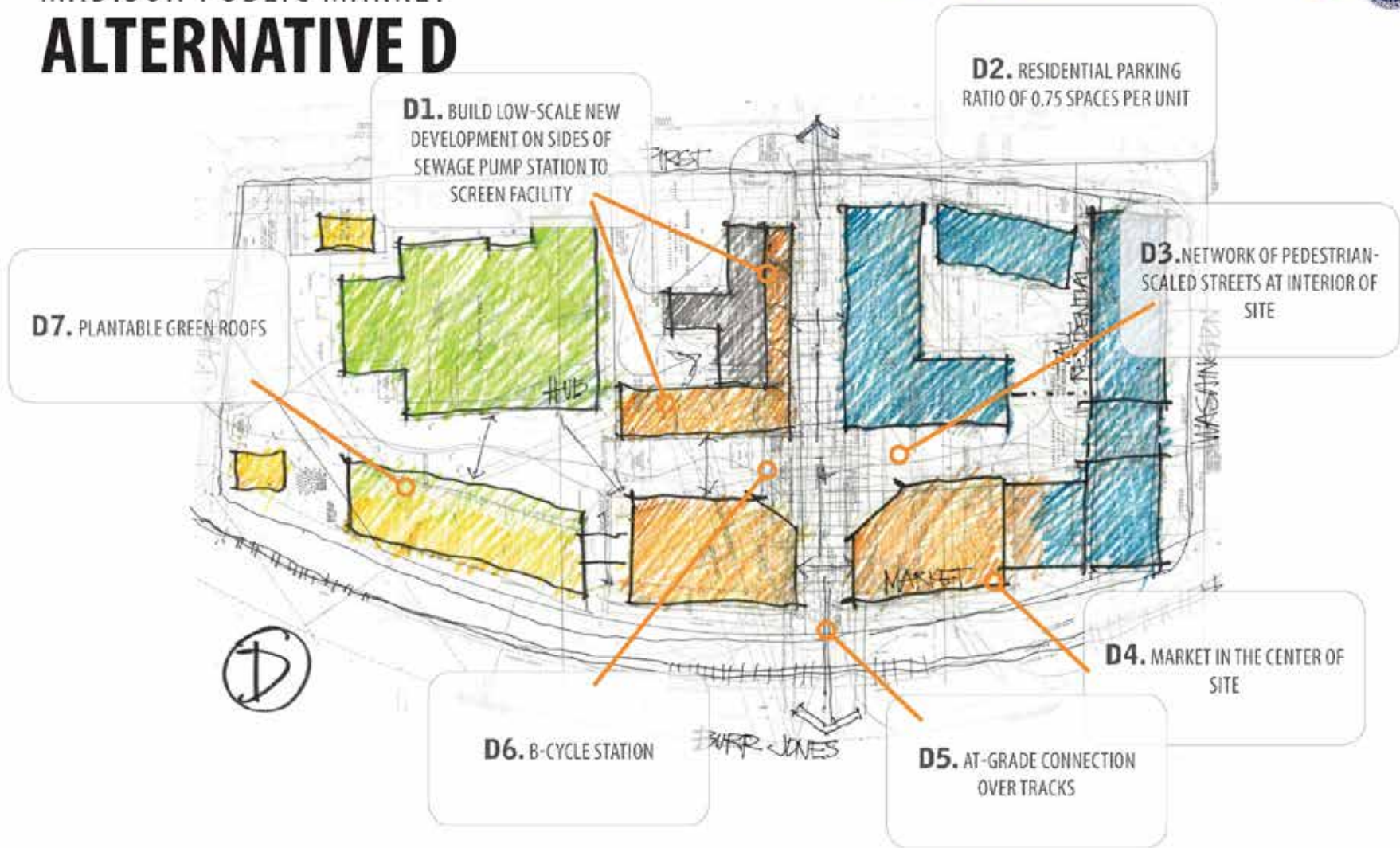
VANDEWALLE & ASSOCIATES INC.



# MADISON PUBLIC MARKET ALTERNATIVE D

GRAHAM BABA ARCHITECTS

VANDEWALLE & ASSOCIATES INC.



# MADISON PUBLIC MARKET ALTERNATIVE E

GRAHAM BABA ARCHITECTS

VANDEWALLE &  
ASSOCIATES INC.



**E1.** VISIBLE ENERGY  
GENERATION: SOLAR PANELS,  
WIND TURBINES

**E2.** SCALE OF STRUCTURES  
REDUCED NEAR EXISTING  
RESIDENTIAL NEIGHBORHOOD

**E3.** PEDESTRIAN-FOCUSED,  
"GREEN NEIGHBORHOOD"  
(VEHICLE TRAFFIC ON SITE  
MINIMIZED)

**E4.** PUBLIC OPEN SPACE ON  
EAST WASHINGTON AVENUE

**E5.** MARKET LOCATED ON EAST  
WASHINGTON AVE.

**E7.** ON SITE FARMING

**E6.** GARDEN HOUSING





# MADISON PUBLIC MARKET

SITE DESIGN/PLANNING WORKSHOP

**"FOOD FOR THOUGHT"**

*November 3, 2016*



**GRAHAM BABA** ARCHITECTS





# MADISON PUBLIC MARKET

SITE DESIGN AND PLANNING WORKSHOP

*DRAFT!*

*November 3, 2016*



**GRAHAM BABA** ARCHITECTS









garden housing



internal commons

