



MADISON PUBLIC MARKET

Design Update + Public Input

5 September 2019

MSR
msrdesign.com

agenda

Site Orientation and Context

Site Design Strategy

Market Exterior

Market Interior

Sustainability Strategies

design team



Principal in Charge
Traci Lesneski



Project Manager
Jeryl Aman

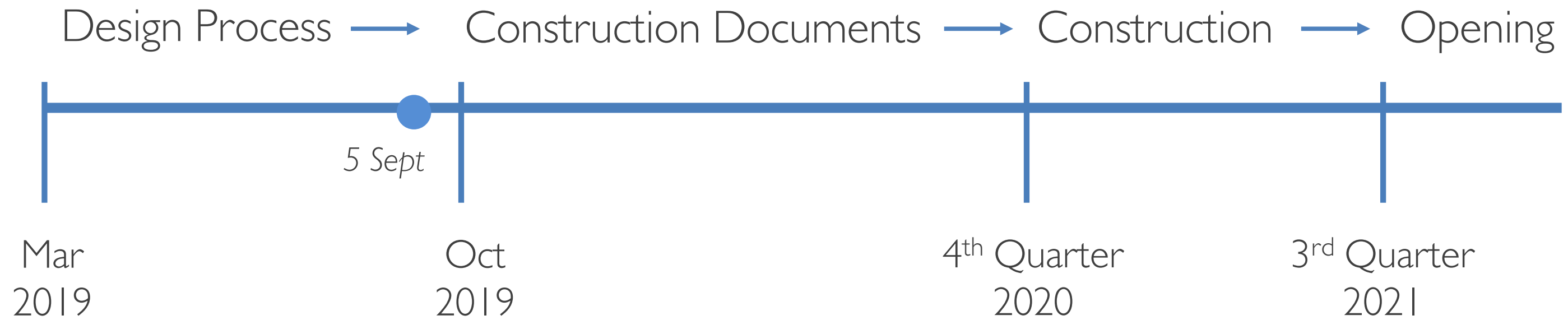


Project Architect
Mitch Karr



Interior Designer
Lauren Gardner

project schedule



Vendors First

The Public Market is a place of commerce. It succeeds if, and only if, the vendors within it thrive; the design will prioritize the user experience of vendors and visitors to create a functional, inspiring, and enduring market.

Equitably Designed

The market building and grounds will be designed to be welcoming and inclusive of people from diverse cultures, backgrounds, ages and abilities.

Budget Driven

The design will maximize value with each decision, use minimal new material, consider short- and long-term advantages, and account for life-cycle costs.

Beautifully Simple

The design will leverage the existing building's assets to create a modest, beautiful, robust container for the vibrant and variable market contents.

Nourishing

The building and grounds will support the wellbeing of our planet, its inhabitants, and the local community, through healthy, sustainable design.



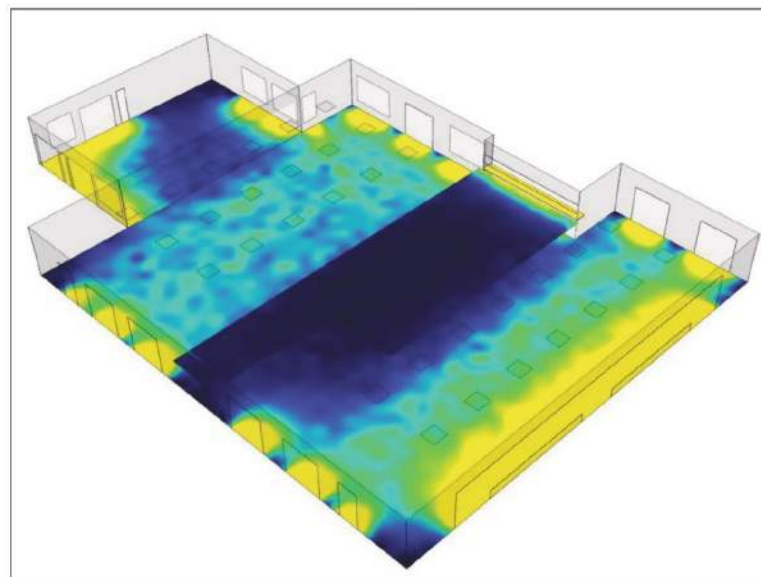
The garden (Tulsa City-County Central Library, MSR Design)



Vendors First - input meeting with future vendors and the market ready program



Budget Driven & Beautifully Simple - Inventory of Existing Building Assets



Nourishing - Daylighting Studies for Human Comfort (MSR Design)



Nourishing - Community Gardens and food educations (The Rose, MSR Design)

Of Its Place

The building and site will reflect the history, culture, and natural beauty of the Isthmus through material choices, views, and connectivity, and reflect its past and future.

Connected

The site will receive pedestrians and all modes of transportation, and create connections to Burr Jones Park, the Yahara River, nearby paths, neighborhoods, the greater Madison metro area, and local and regional farming

All-season Draw

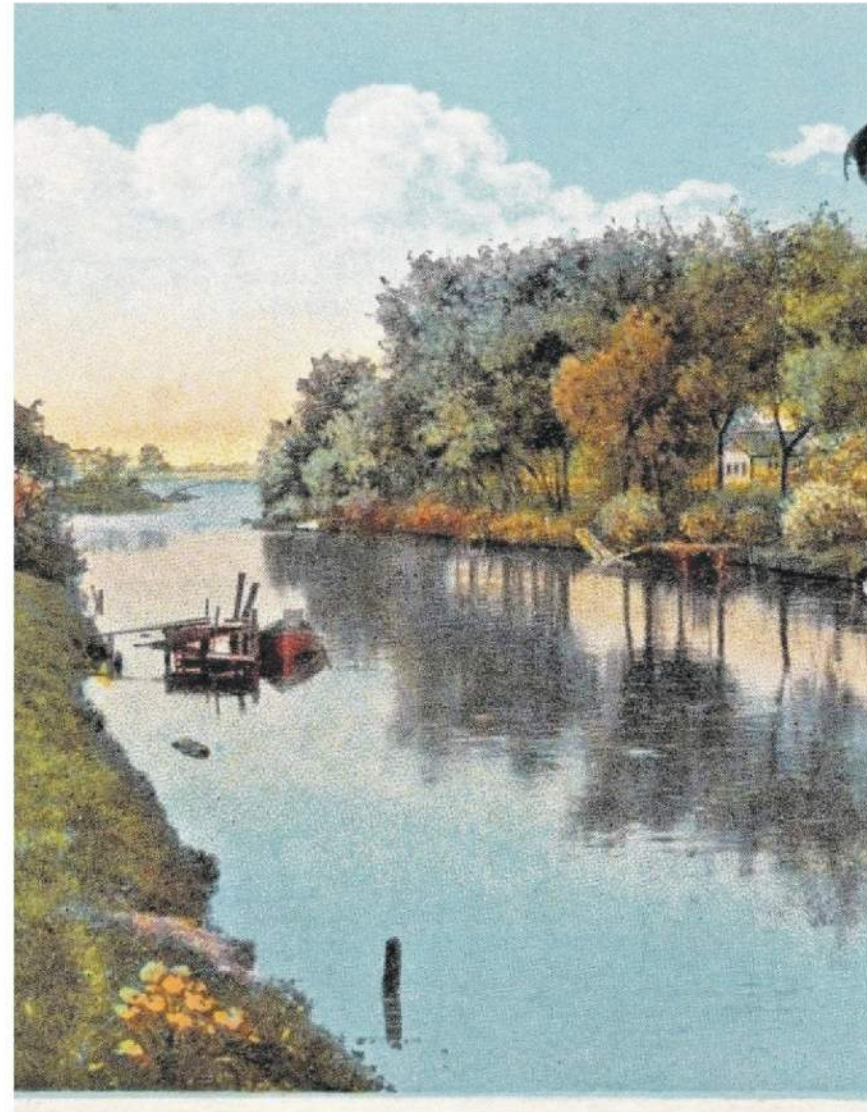
The design will support and enhance indoor and outdoor experiences for every season.

Adaptable

The design will provide daily flexibility, mid-term adaptability and long-term resilience through simplicity, smart planning, and design.

Functional

Supporting financial success with innovative, nimble, sustainable, intuitive operations.



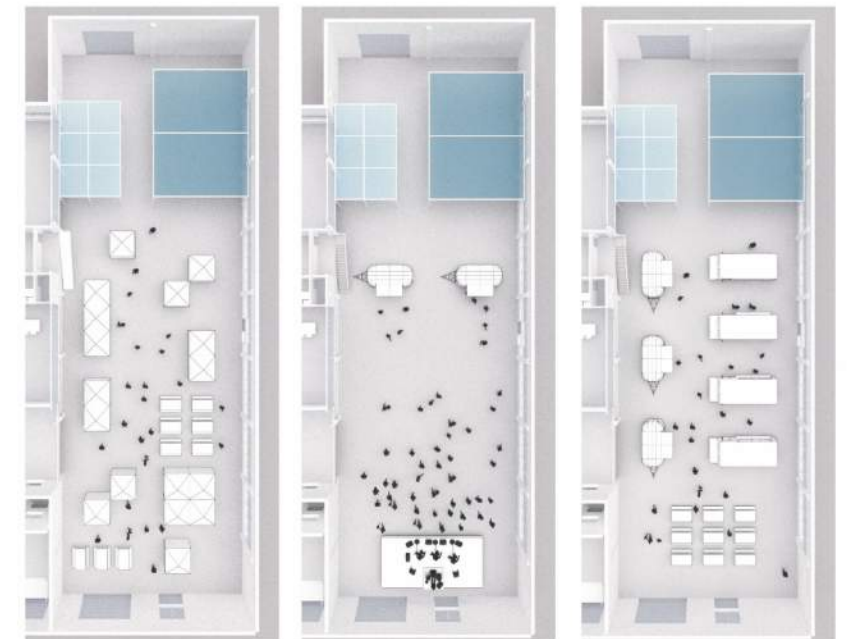
Of Its Place & Connected - Historic Yahara River



Of its Place - Public Art (Madison Central Library, MSR Design)



All Season Draw (image source: Costarican Times, Costa Rica Street Food Festival)



Adaptable & Functional - Early MSR diagrams of South Bay Flexibility

Site Orientation and Context

site: 200 North First Street



site

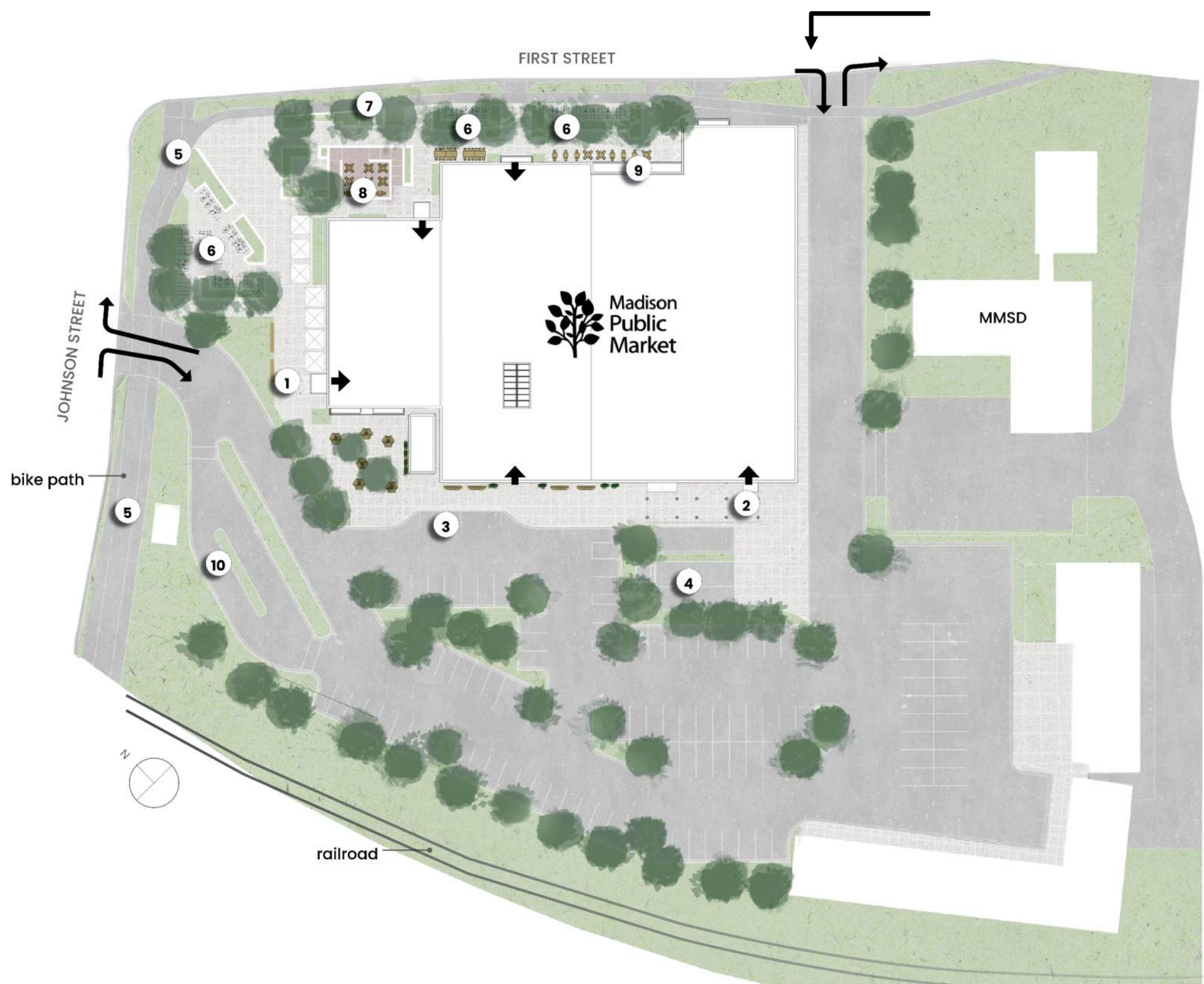


bird's-eye view



Site Design Strategy

site plan



site features:

- 1 main entry
- 2 events entry
- 3 ride share/ visitor drop-off
- 4 vendor loading & deliveries
- 5 widened and improved bike path
- 6 bike corral
- 7 bus stop
- 8 raised patio + kids area
- 9 vendor patios
- 10 city vehicle refueling
- ➔ primary entries
- ➔ vehicular access



site plan: access



safe and convenient arrival by:

- Madison metro
- Bus rapid transit (brt)
- Personal vehicle
- Foot
- Bicycle/Scooter

directly connecting with:




- Nearby bike and foot paths
- Ample bicycle parking
- Potential b-cycle station

parking area for:

- Personal vehicle parking
- Drop-off zone
- Future EV charging stations

site plan: building entries



-  main entries
-  events entry
-  overhead garage doors

site plan: gathering spaces



raised patio by
anchor tenant



market patio

Market Exterior

existing building conditions



utilitarian shell

- Blank slate for intervention
- Opportunities for public art

large openings

- Connection to outdoors
- Daylight
- Food carts/ food trucks

location

- Community focused
- Easy access
- Transit connections

corner of north first & east johnson – current view



corner of north first & east johnson – proposed view



This architectural rendering depicts a vibrant public market scene. The central building, the Madison Public Market, has a modern design with large windows and a prominent sign. A colorful mural is visible on the side of the building. The plaza in front is filled with diverse people engaged in various activities: a man pushes a stroller, a woman talks on a phone while holding a bicycle, a child runs, and a group of women walks together. Market stalls with white umbrellas offer fresh produce and baked goods. The scene is set against a backdrop of trees and a clear blue sky with birds. A dashed orange line highlights a specific area of the plaza and building facade.

Market Interior

interior rendering – entry hall



market experience: clear orientation



market experience: indoor & outdoor



market experience: browse and circulate



market experience: flexible retail displays



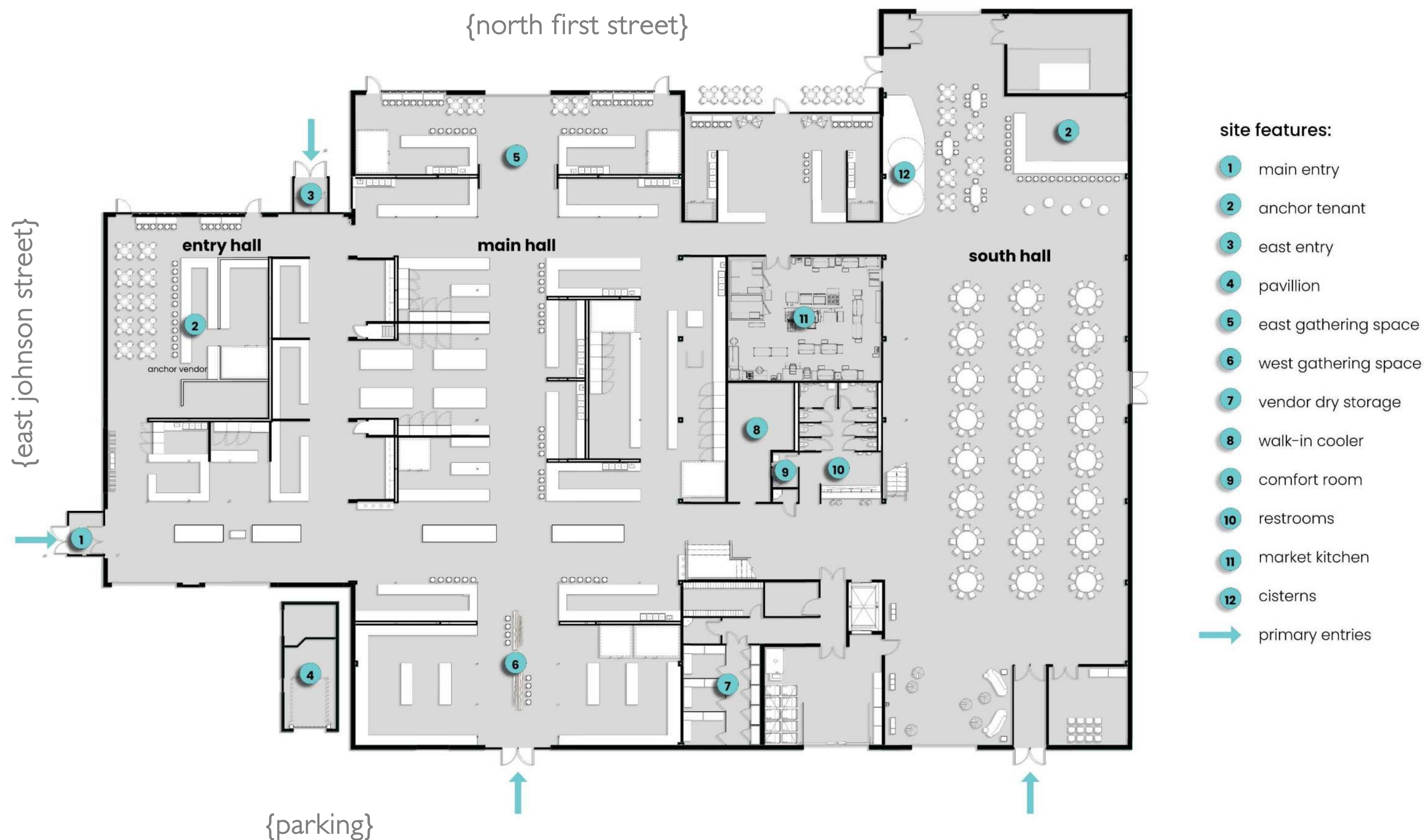
market experience: vendor stalls



market experience: art & exhibit opportunities



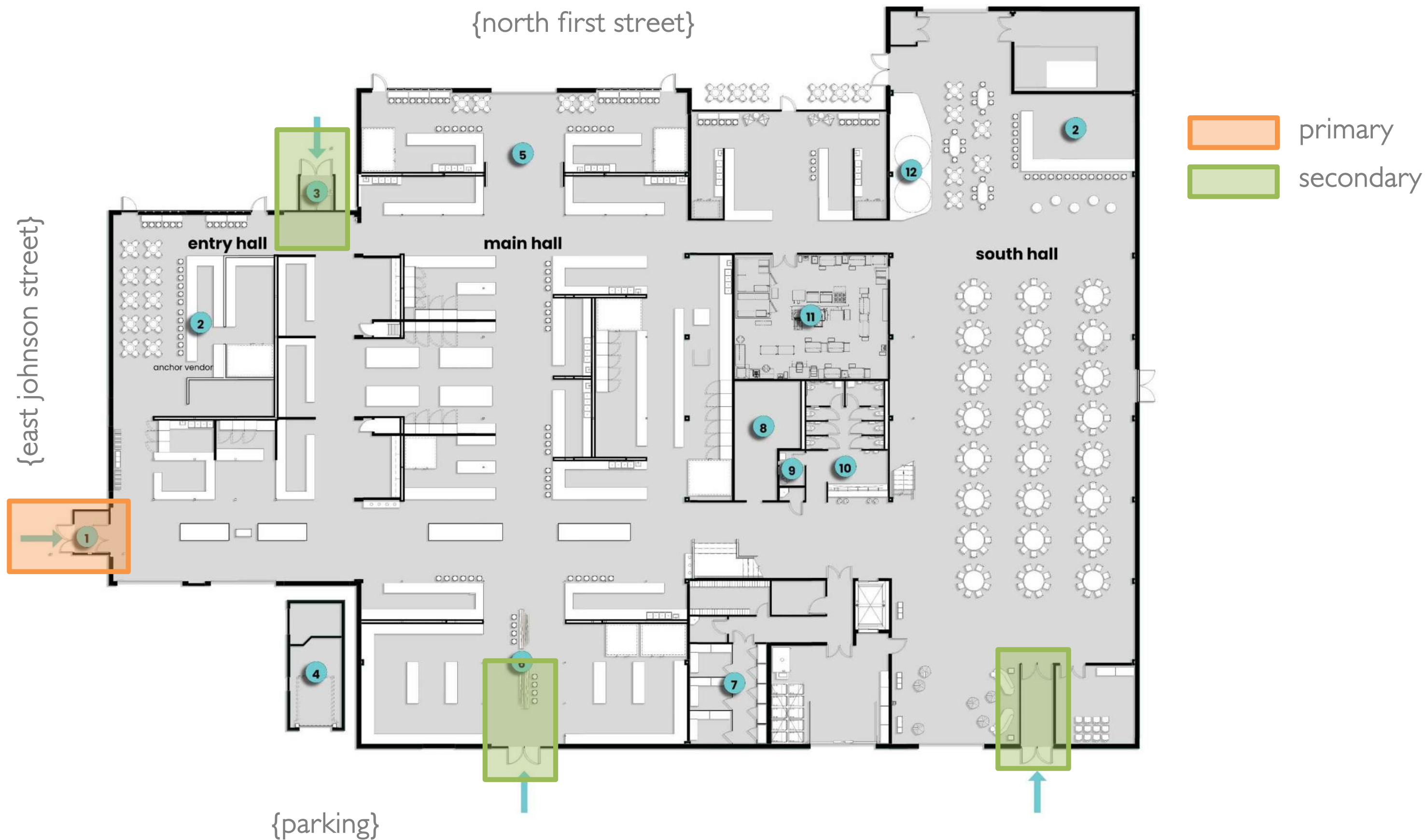
level one plan



level one plan: building entry



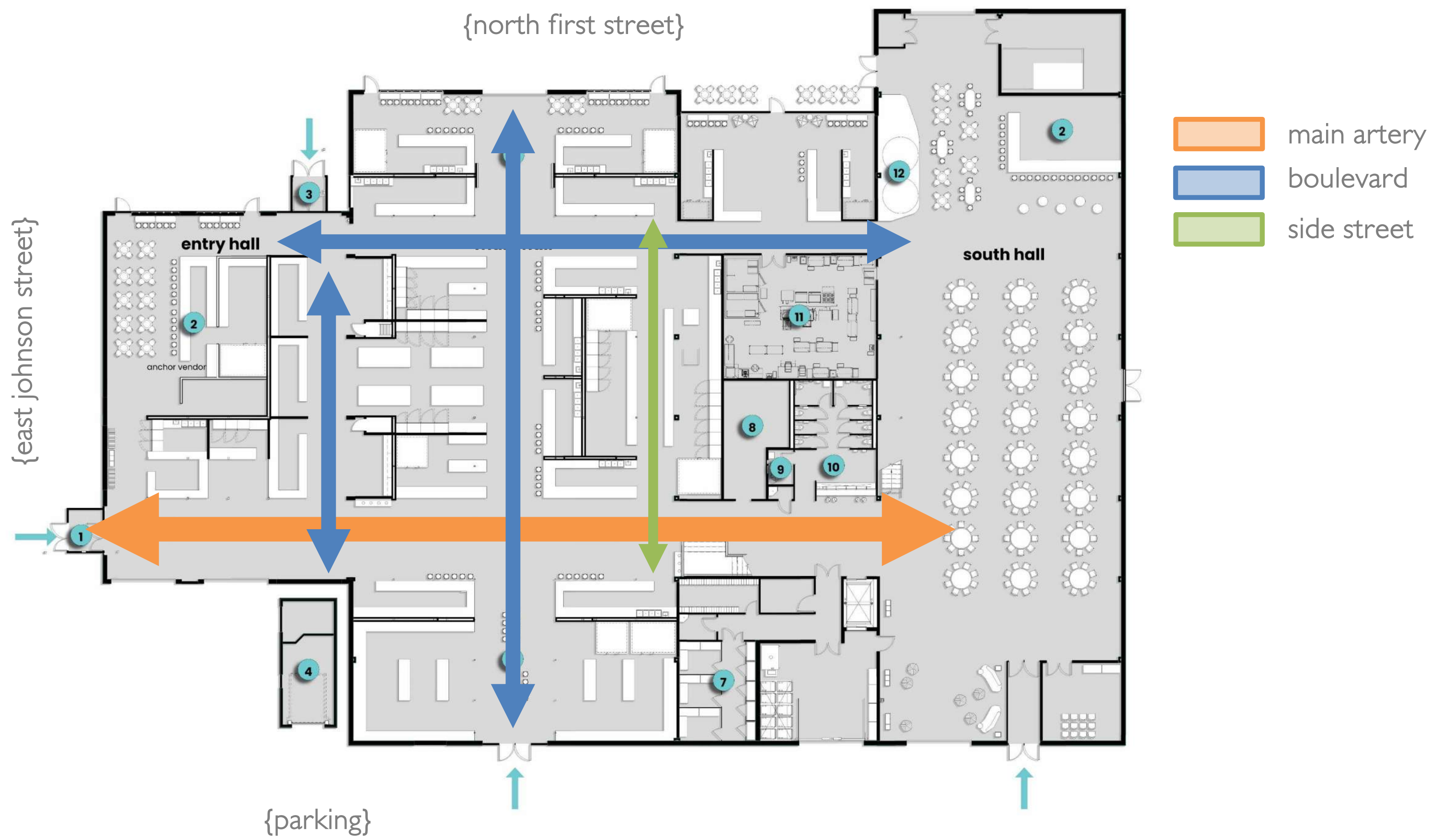
level one plan: building entry



level one plan: building entry



level one plan: interior circulation



level one plan: programming plan



level two plan



site features:

- 1 community room
- 2 children's play area
- 3 vendor dry storage
- 4 mechanical
- 5 restrooms
- 6 market office

level two plan: programming plan



level one plan: public spaces & flex spaces



level two plan: public spaces and flex spaces



potential vendor makeup



produce and staple items



butcher



seafood



poultry/eggs



bread/sweets/pastry



dairy farmers space



charcuterie/sausage



ice cream



olive oiler



candy/chocolatier



Wisconsin-made products



flowers



body products/jewelry/candles



wine store / wine bar



café/restaurant



coffee shop



brewpub / taproom



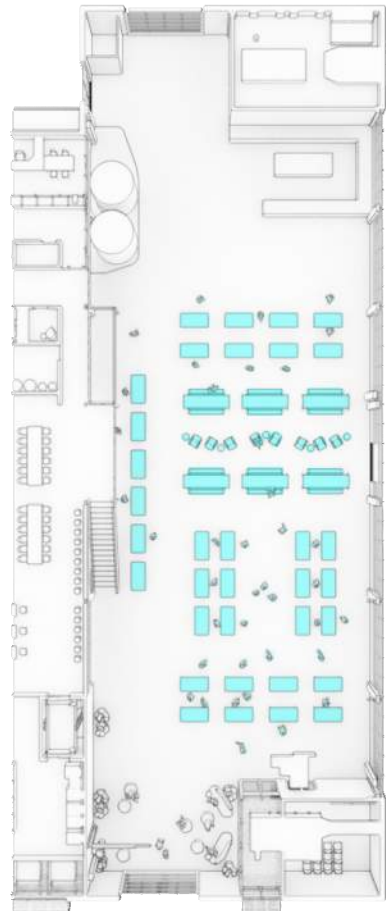
prepared food

interior rendering – mezzanine overlook



south hall

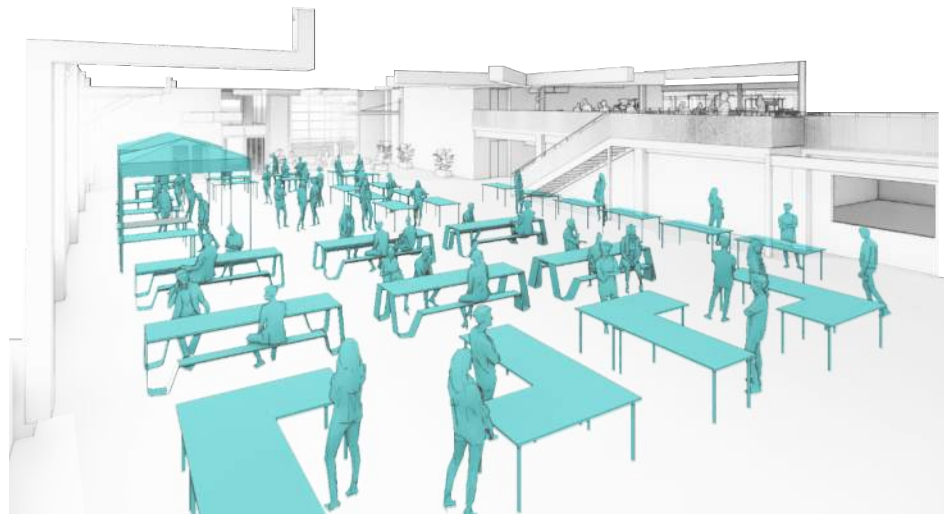
pop up market



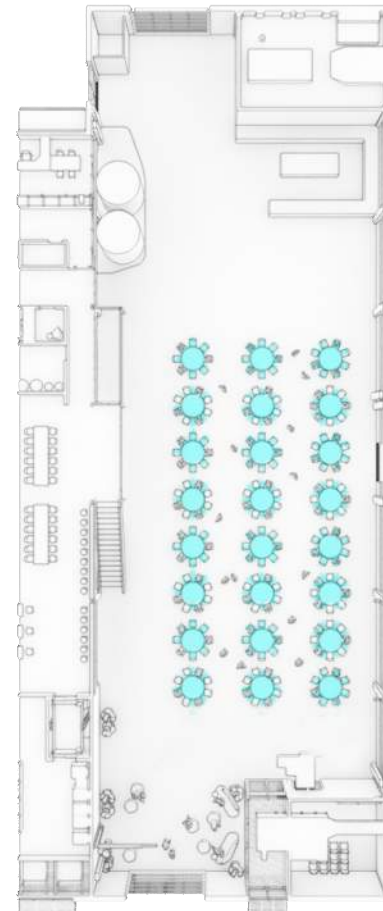
temporary stalls
for daily vending

space for new
vendors to test
businesses

holiday markets,
craft markets,
flower markets
and other
seasonal events



gala/reception



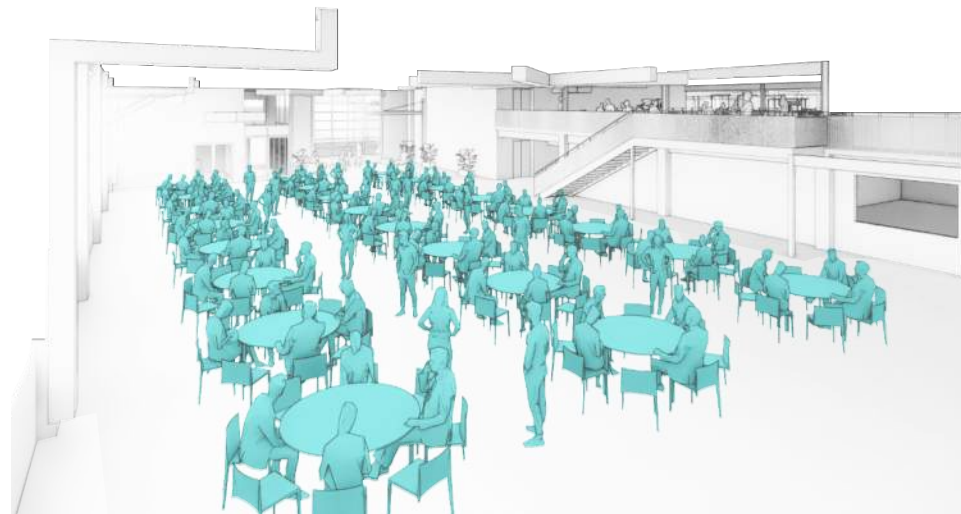
non-profit
banquets

lectures, expositions

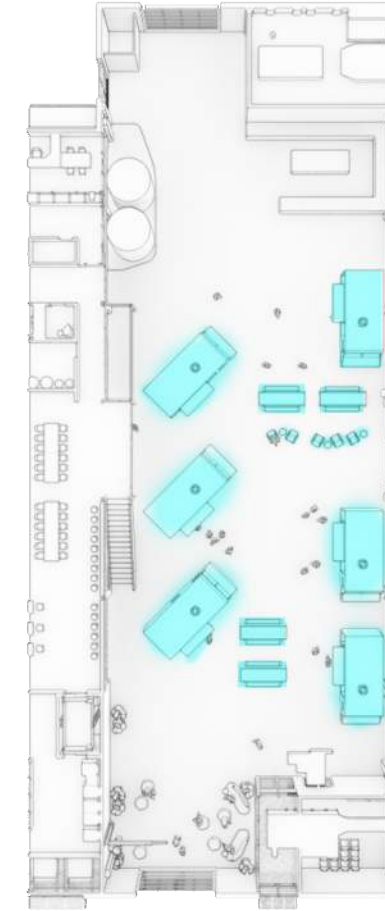
weddings

live music / DJ

dance and theater
performances



food truck vendors



food trucks and carts

sunny indoor seating

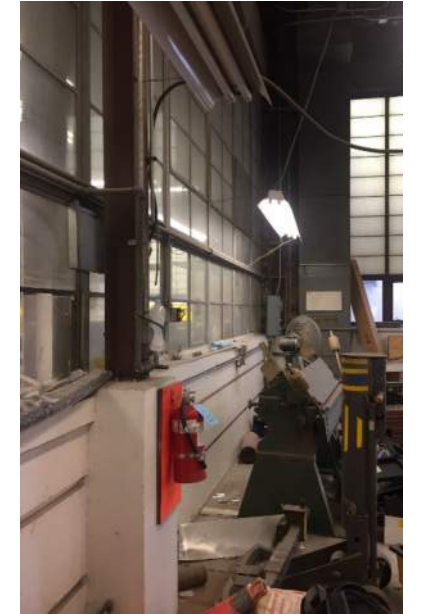
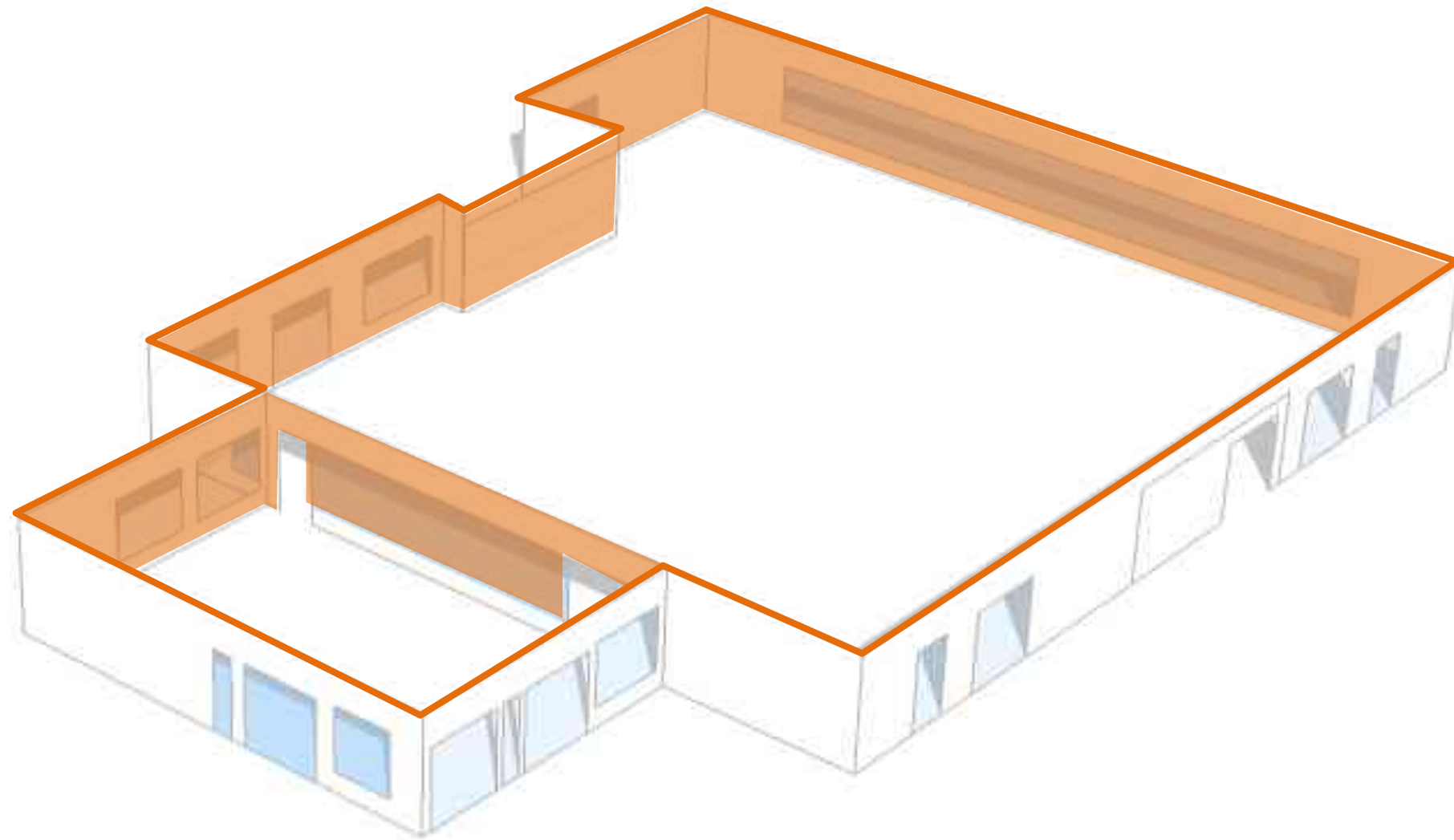
fitness activities

community dances
and concerts

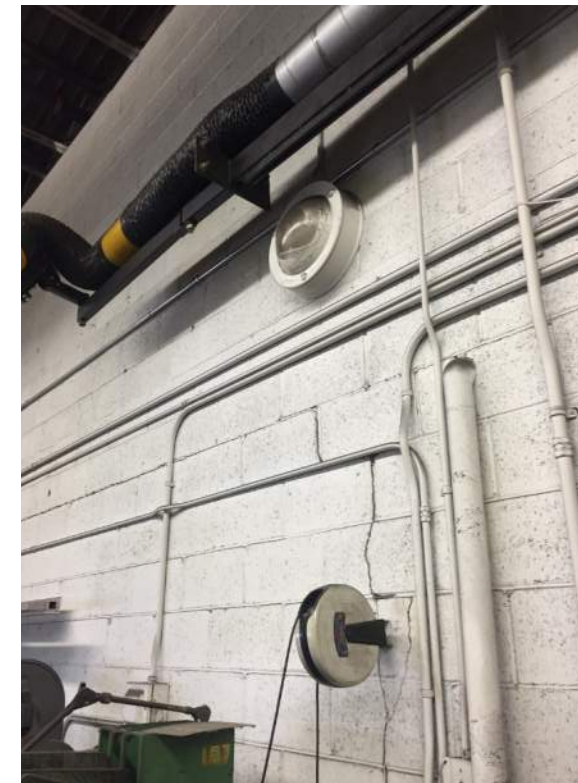
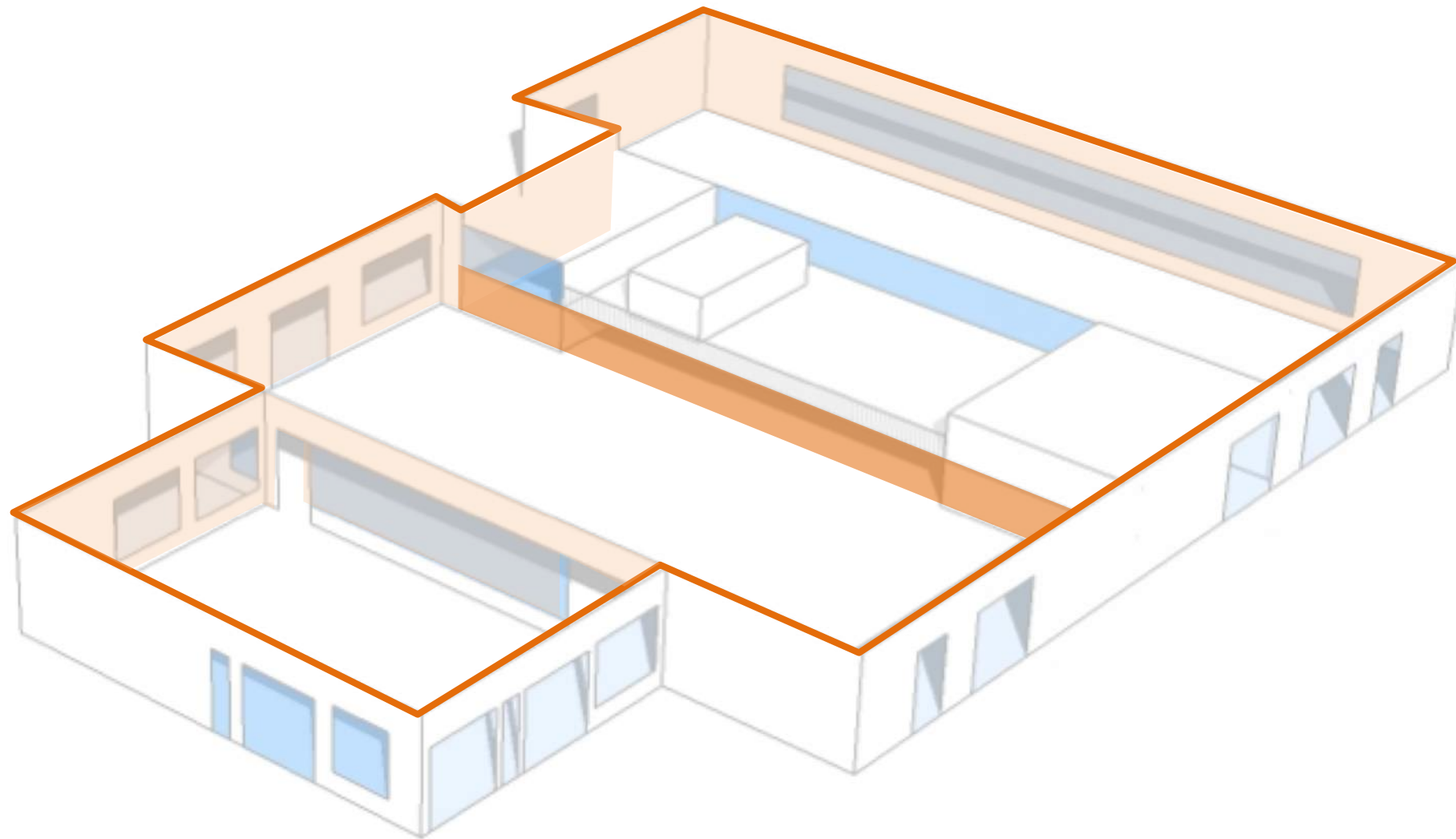
indoor winter
farmers markets



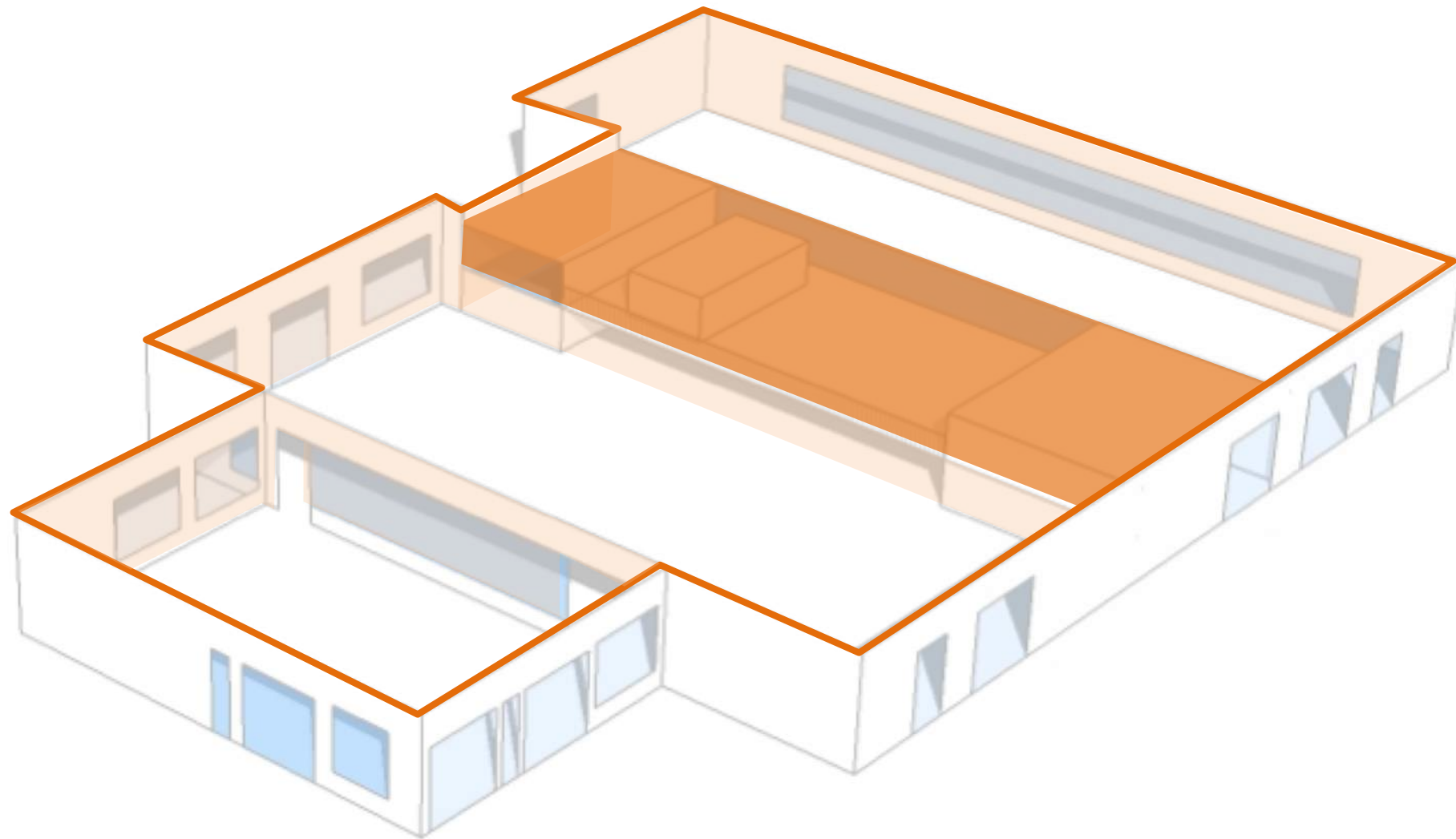
existing perimeter – clean & maintain



core – backdrop for art + vendors



mezzanine – overlook



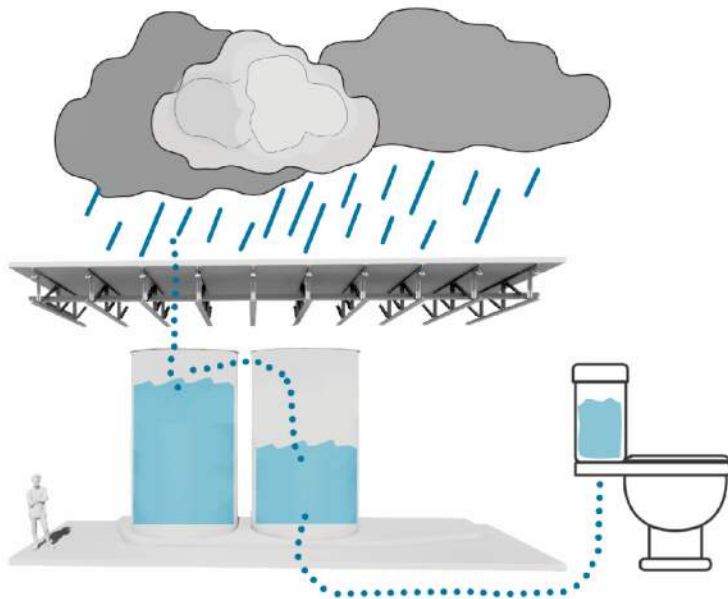
material selection strategy

1. Limit the scope of new materials being introduced to the building.
2. Use healthy and durable materials.
3. Use materials that don't require additional finishes to perform well.
4. Use products that are inherently "finished."

sustainability strategies

water

Water is the essence of life and care must be taken to keep our rivers and lakes clean. We must use the rainwater that falls on our site, or that comes from the city's system, responsibly.



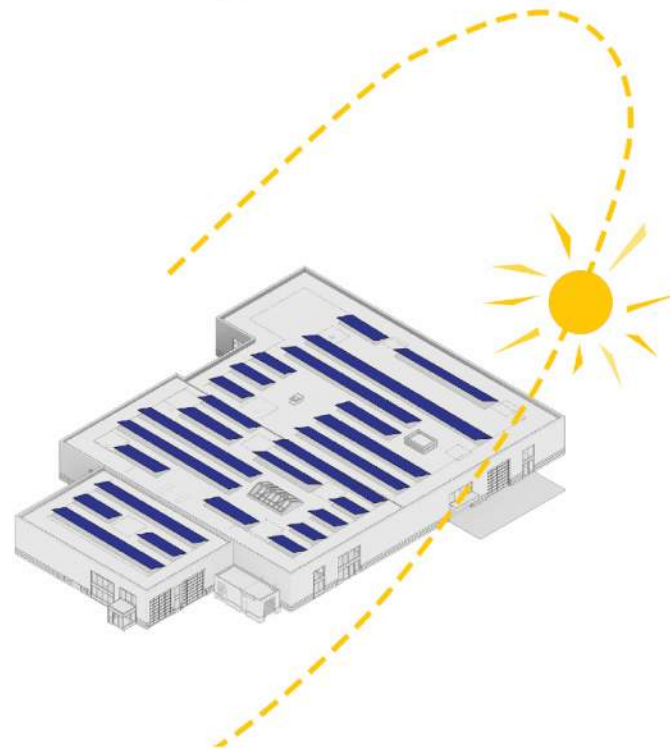
Capturing, storing, and filtering rain water below paved areas:
Watering native plantings in the landscape.

An above-ground cistern to store water that lands on the roof:
Flushing toilets and urinals - one average rainfall event will provide enough water on the roofs to flush all of the markets toilets for a full month!
Community learning opportunity about a responsible relationship with water.

Efficient water fixtures to conserve water.

energy

MadiSUN is the City of Madison's initiative to expand solar energy for homes and businesses. All building projects for the city are automatically enrolled in this program at their inception to reduce grid energy use in city-owned buildings.



Using part of the 38,000 square feet of flat roof area for solar panels.

Additional solar panels integrated into site elements such as canopies provide even more energy.

Preliminary estimates show that about 10,500 kilowatt hours per month can be generated - enough to power 55 averaged-sized madison homes for a month, or enough electricity to run all of the market's lighting.

Passive strategies for cooling the market halls:
Decrease the need for electricity-use for hvac in peak-use summer months.

multi-modal access

The site is located on the City's planned BRT (Bus Rapid transit) route and is conveniently close to a wide range of public transit options, bike and pedestrian paths, and major roads in and out of the city.



Design elements that facilitate safe and convenient arrival by:
Madison metro
Bus rapid transit (brt)

Directly connecting with:
Nearby bike and pedestrian paths.
Ample bicycle parking and potential b-cycle station.

Provisions for future electric vehicle charging stations in parking areas.

sustainability strategies

wellness

Daylight, visual and physical connection to the outdoors, indoor air quality and connectedness to community promote human health and wellbeing, and enhance the experience of shopping, working, socializing and eating.



Clear glass windows:

Allows more daylight into the building.
Enhances visual connection between the market and neighborhood.

Bringing daylight to vendor and public areas with skylight:

Brings more daylight to the interior, where light from perimeter windows doesn't reach.
Reduces the amount electrical energy spent on lighting.
Provides balanced, diffuse light, helping reduce glare and eye strain.

Doors and windows configured to enable natural ventilation in the halls:

Fresh air provides a healthier environment for all.
Large garage doors promote the use of outdoor spaces.

High capacity, low speed fans for a healthy indoor environment year-round

change

Reuse, adaptability, and resilience are essential to sustainable design, which seeks to maintain and enhance usability, functionality, and value over time.



Design works with existing buildings' intrinsic value,
Already well -configured for a public market.

Design careful locates of "permanent" building aspects
(E.G., Toilets, utilities, storage)
Increases future adaptability of the market halls.

A framework for vendor stalls:

Provides flexibility vendors can "right size".
Allows future change.

Design maintains the existing storage buildings on the southwest corner
of site for possible future expansion or other uses.

ecology

The landscape will celebrate the function of the Market:
nourishing the community and life!



A strong indoor / outdoor connection throughout the entire market
+ Amenities that support the use of outdoor space:

Pop-up markets
Outdoor events
Eating outside

Native plantings:

Require little watering and provide more eco-diversity.

Potential for a bio-digester for a zero-waste market:

(Compostable cups, plates, flatware, napkins, etc.)

