

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

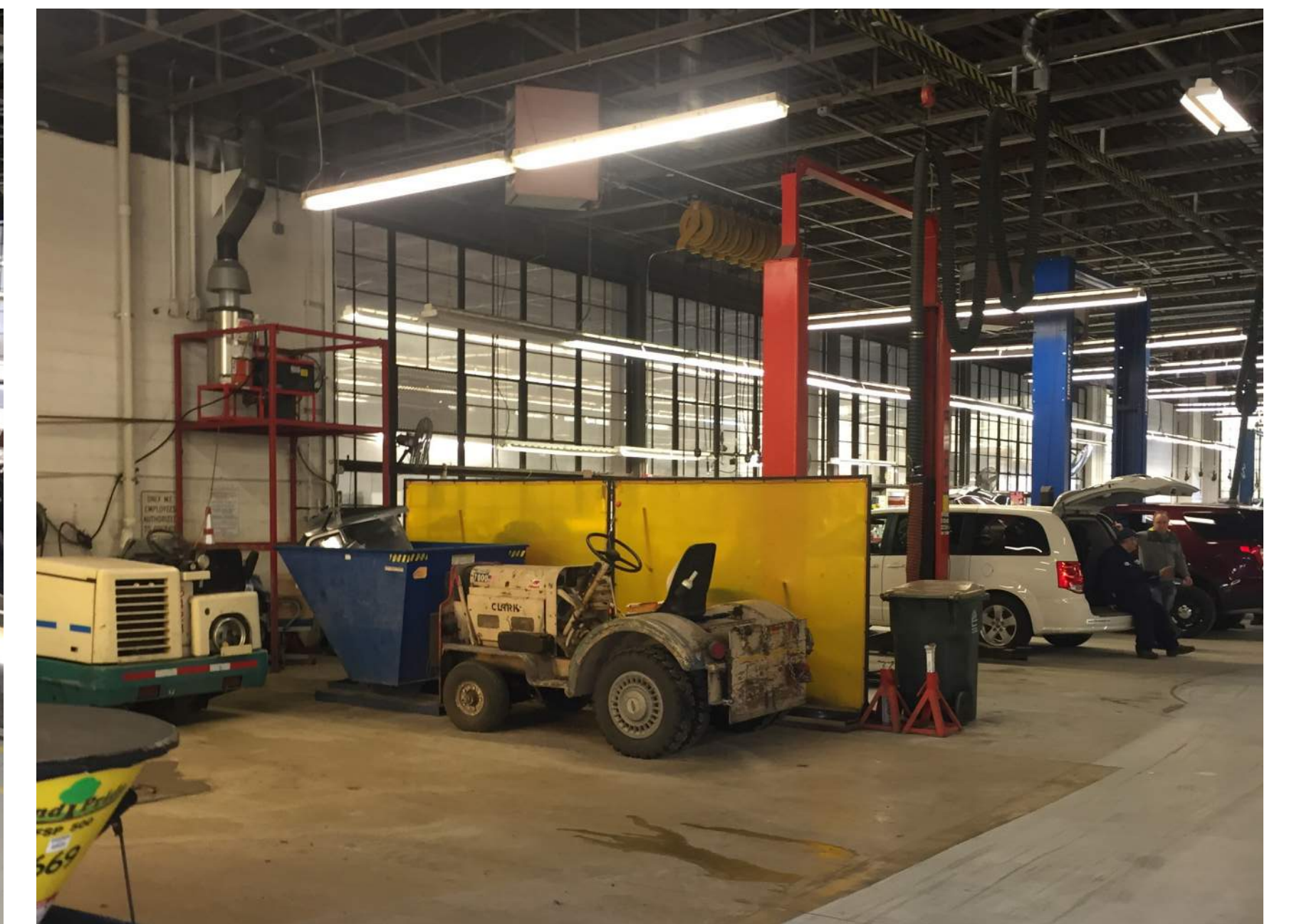
The building and grounds will support the wellbeing of our planet, its inhabitants, and the local community, through healthy, sustainable design.



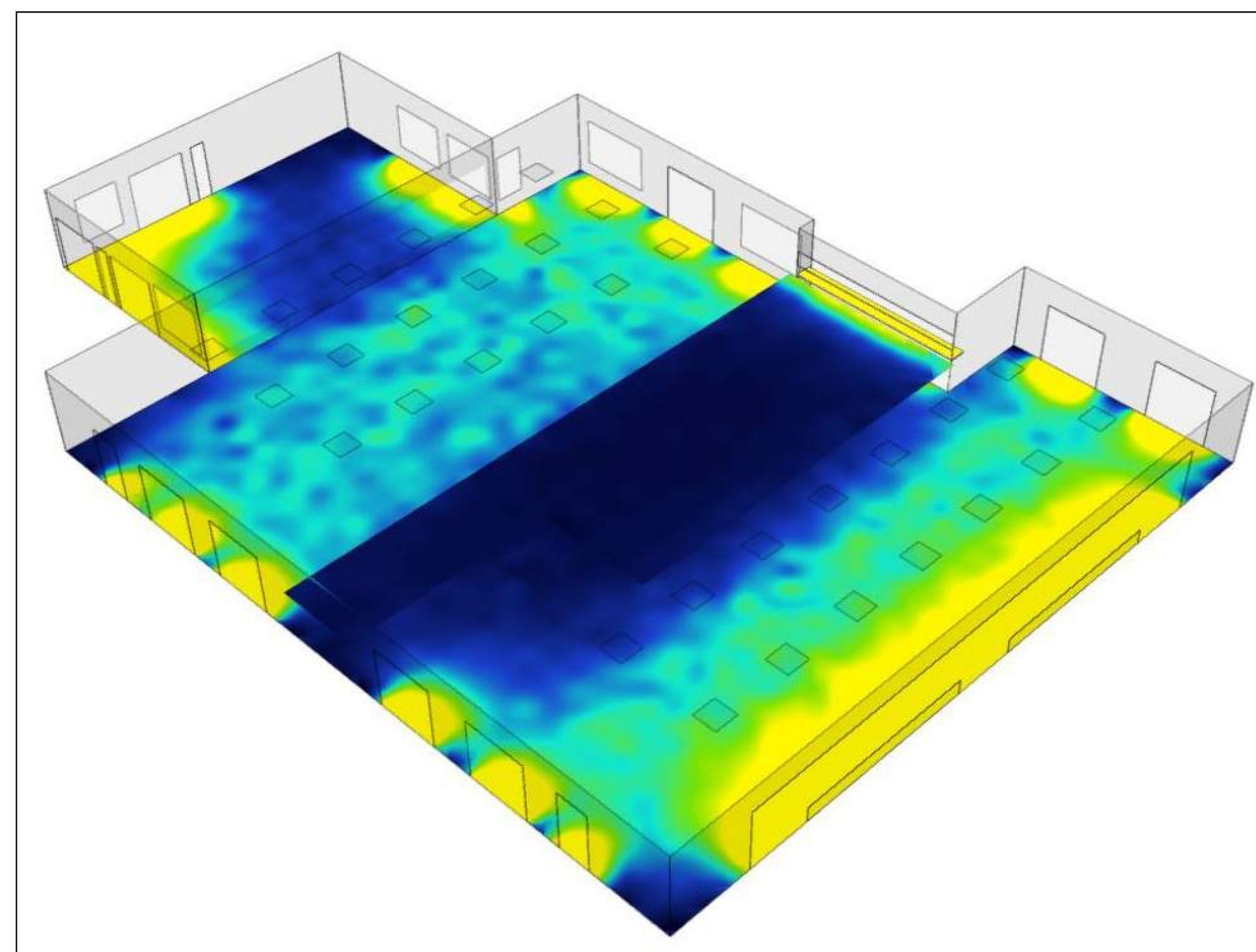
The garden (Tulsa City-County Central Library, MSR Design)



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

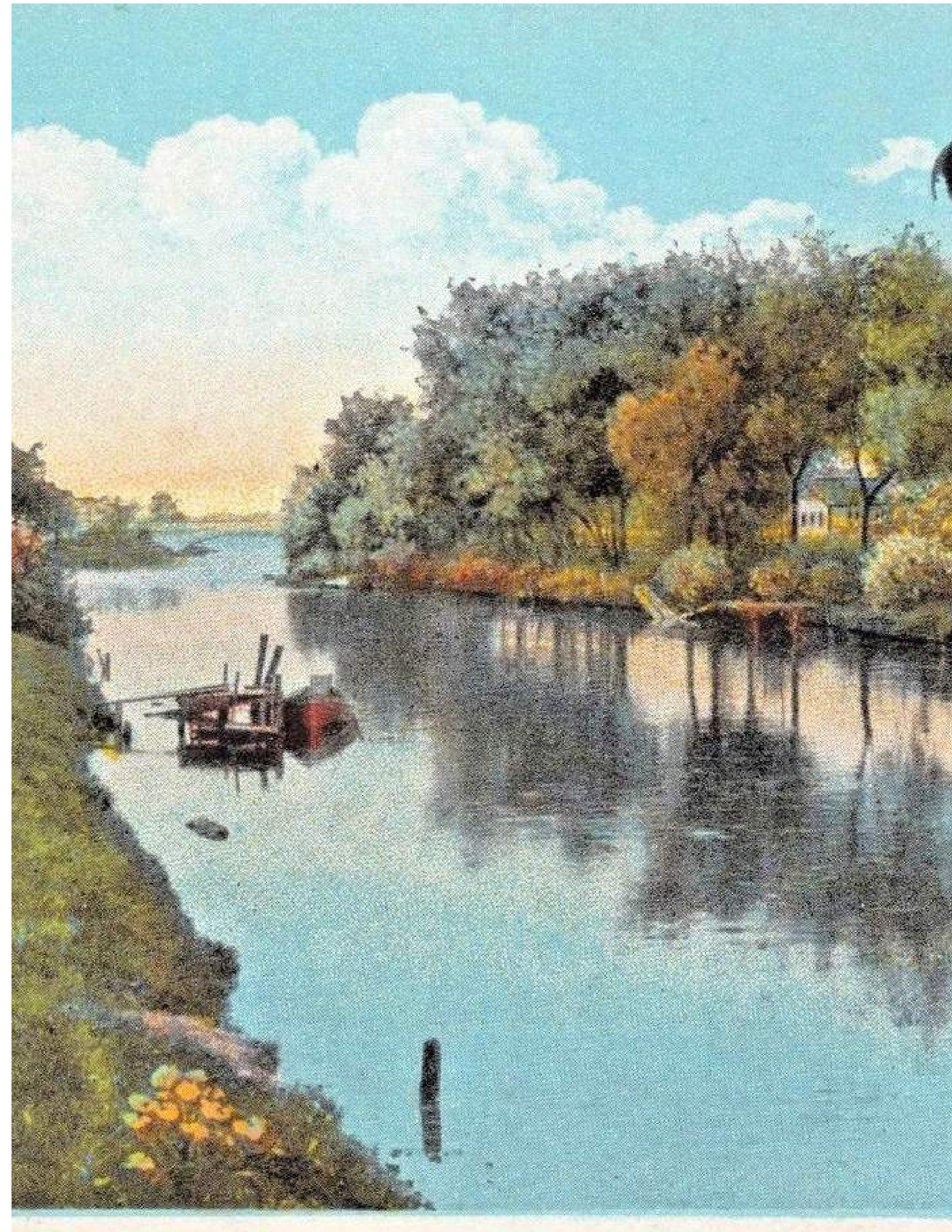
The design will support and enhance indoor and outdoor experiences for every season.

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.



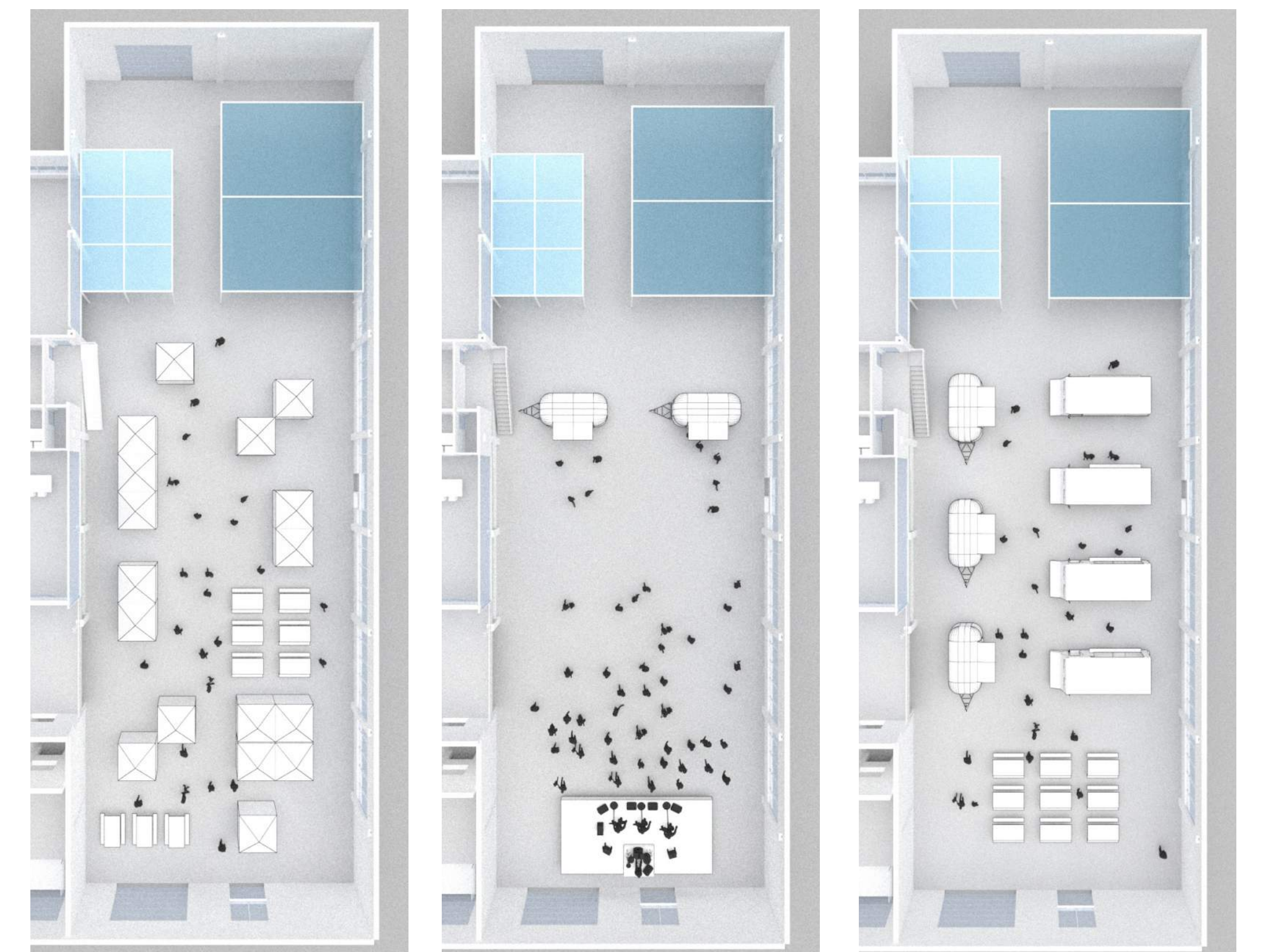
Of Its Place & Connected - Historic Yahara River



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



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



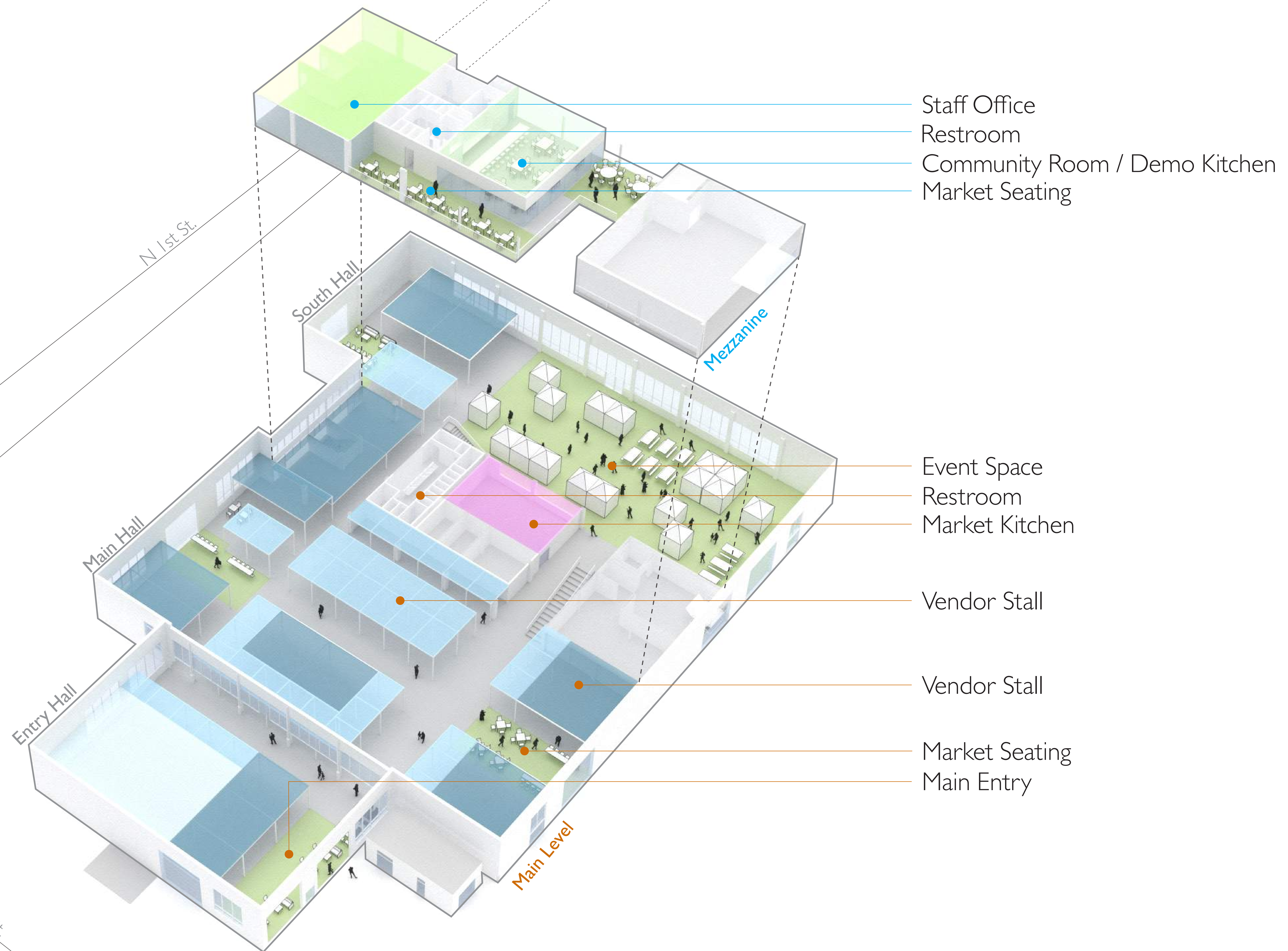
Adaptable & Functional - Early MSR diagrams of South Bay Flexibility

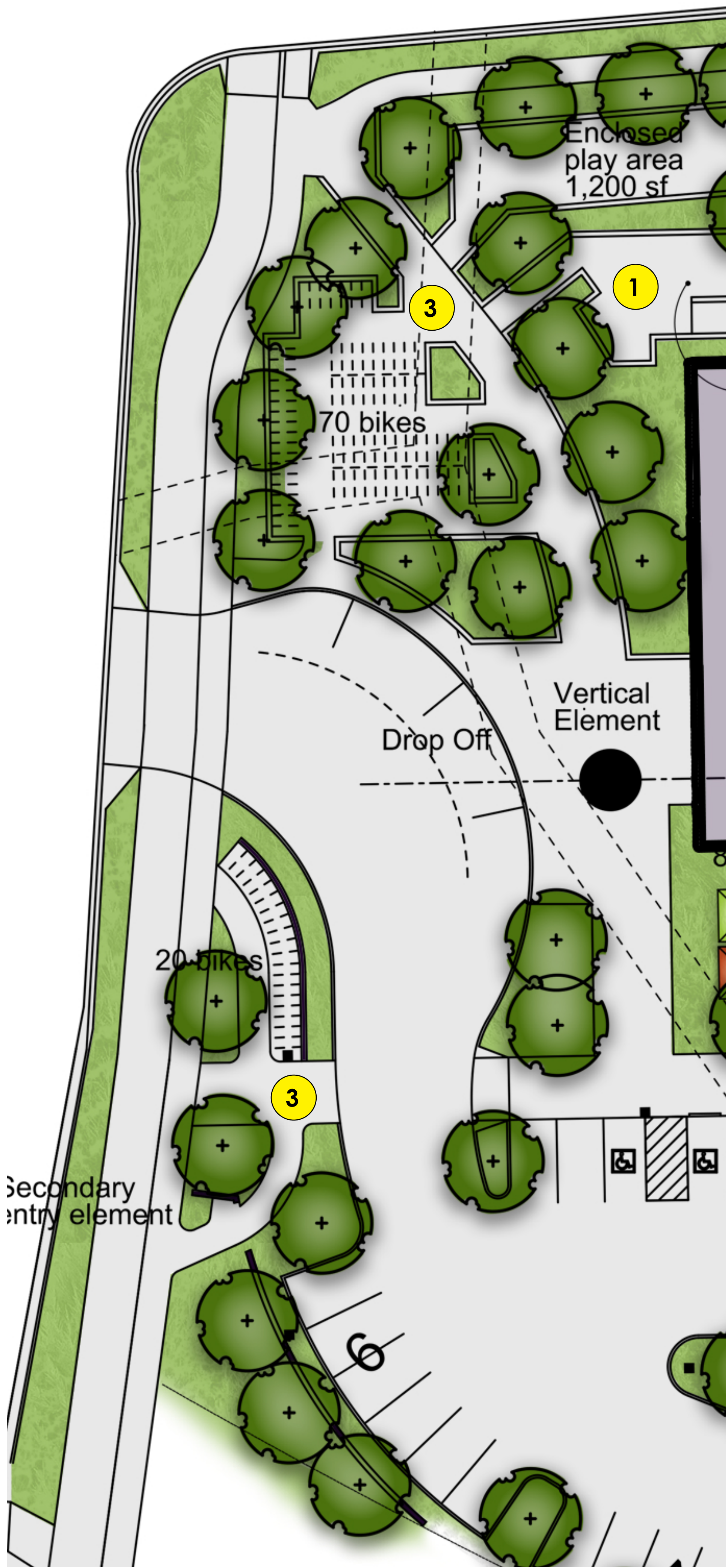


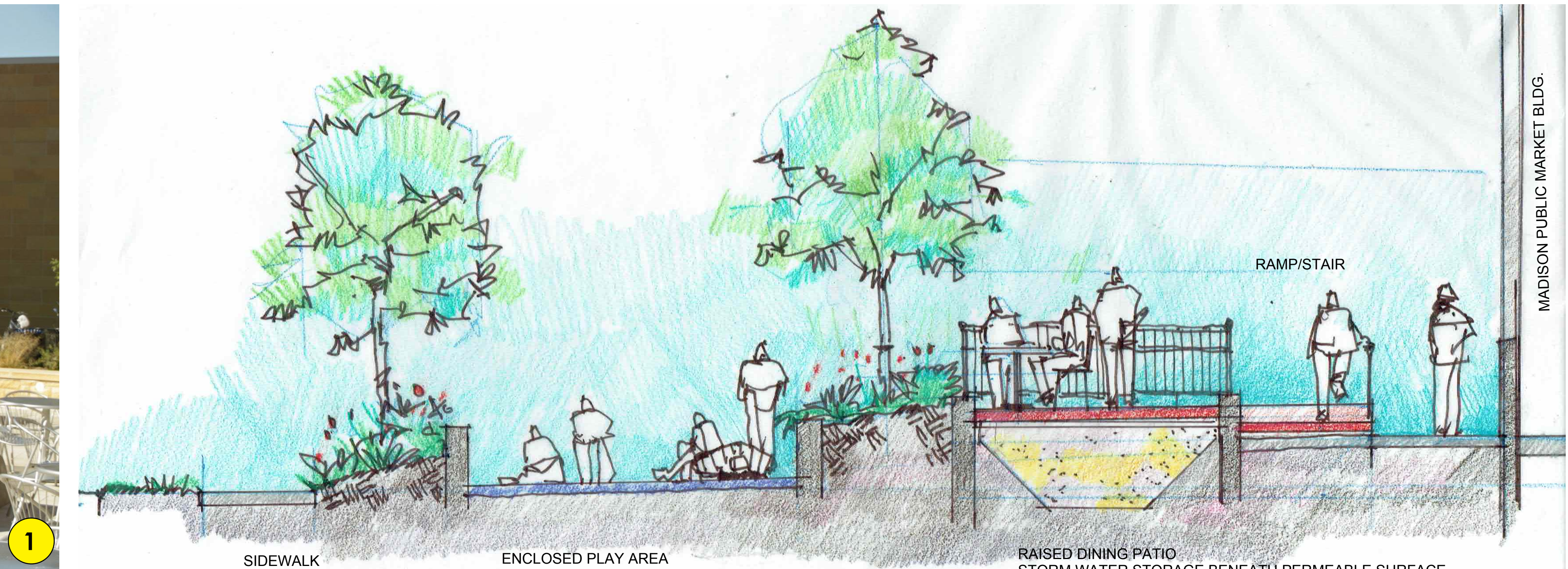
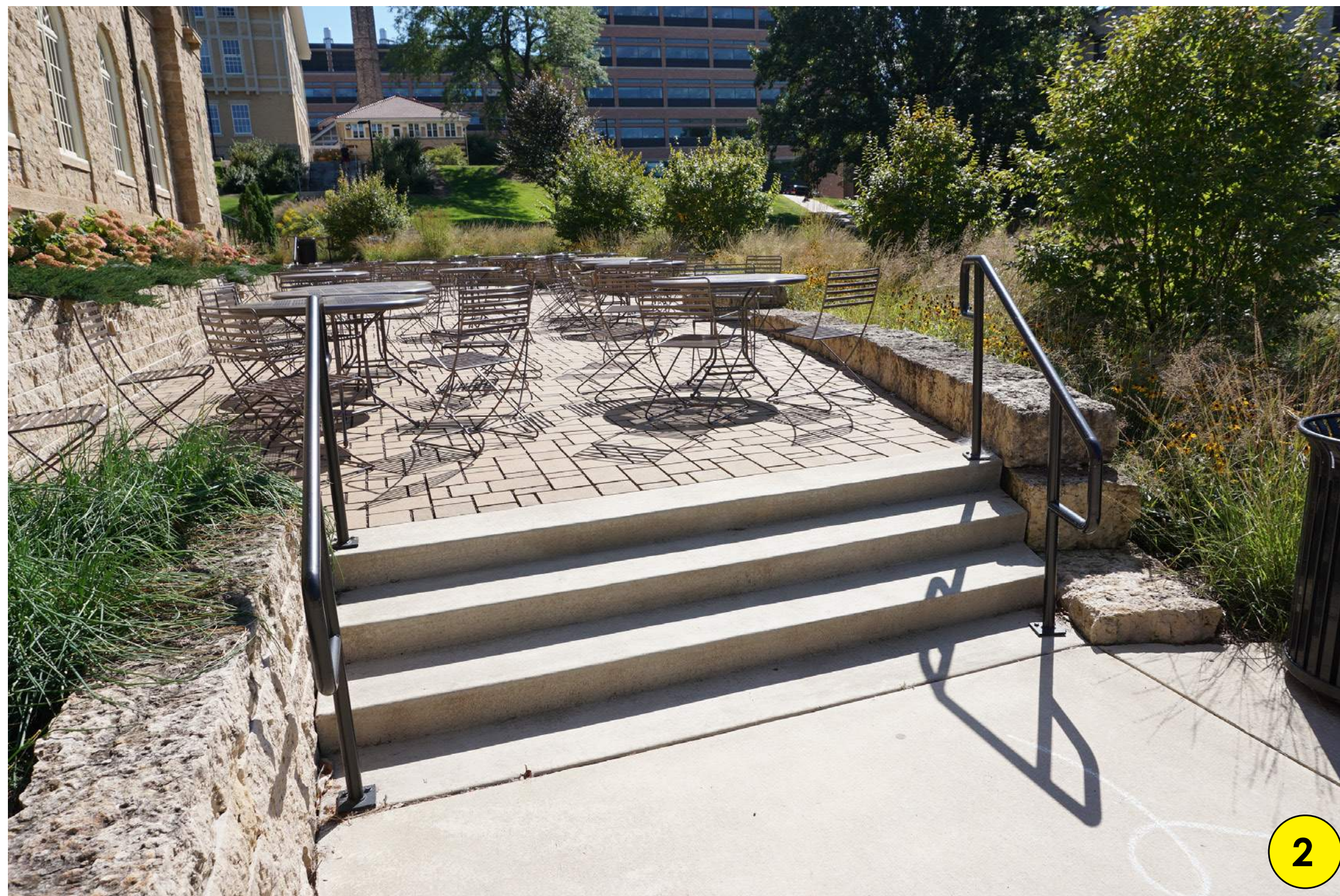
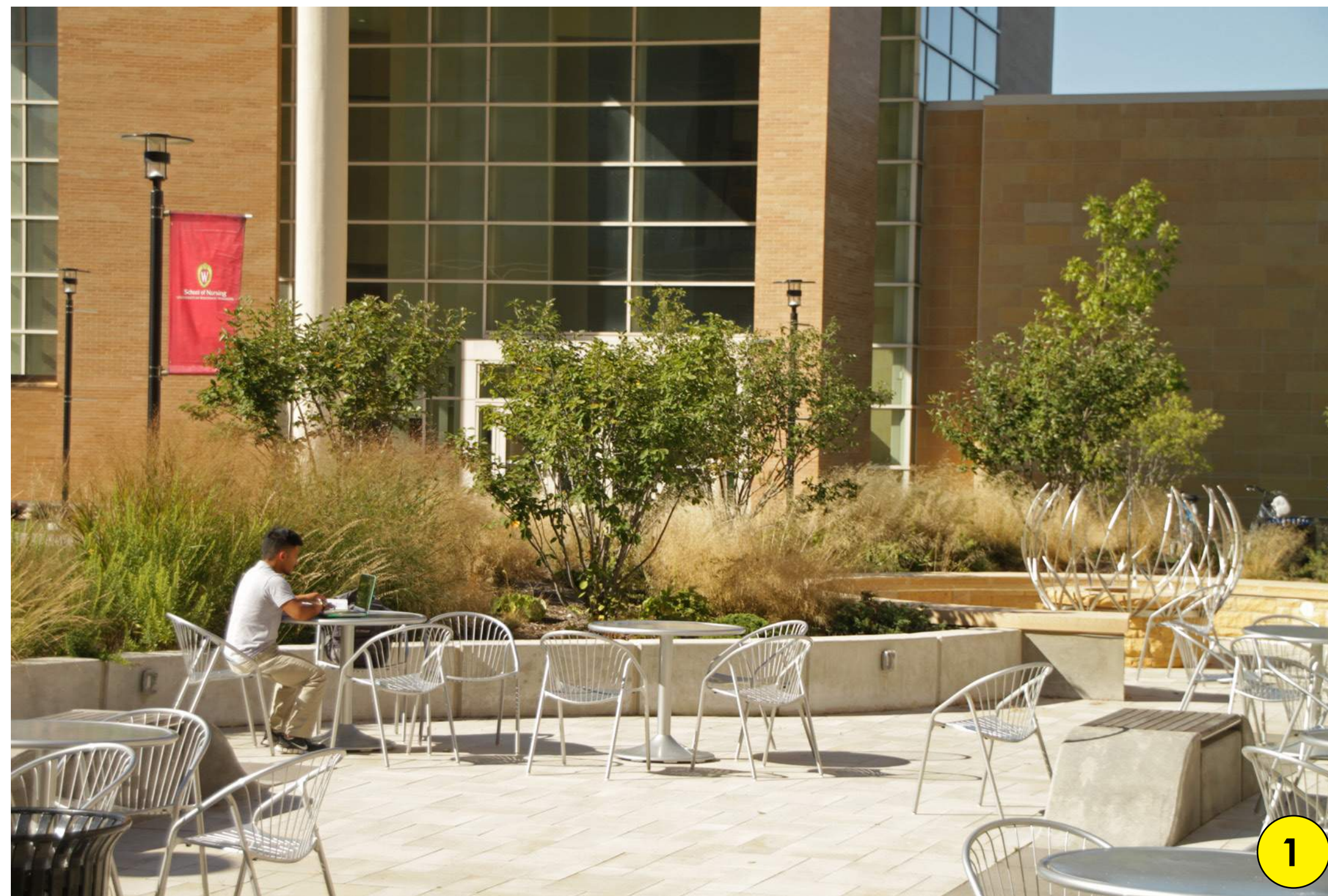
project guiding principles

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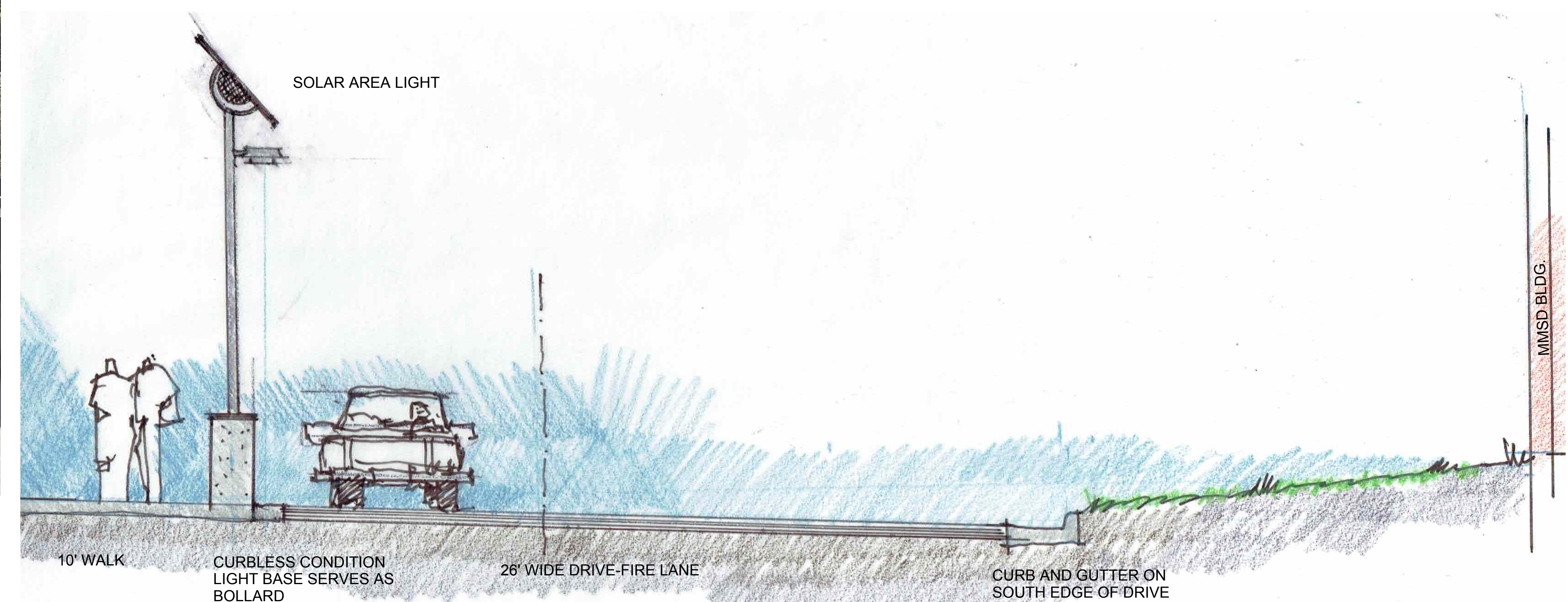








SECTION A-A



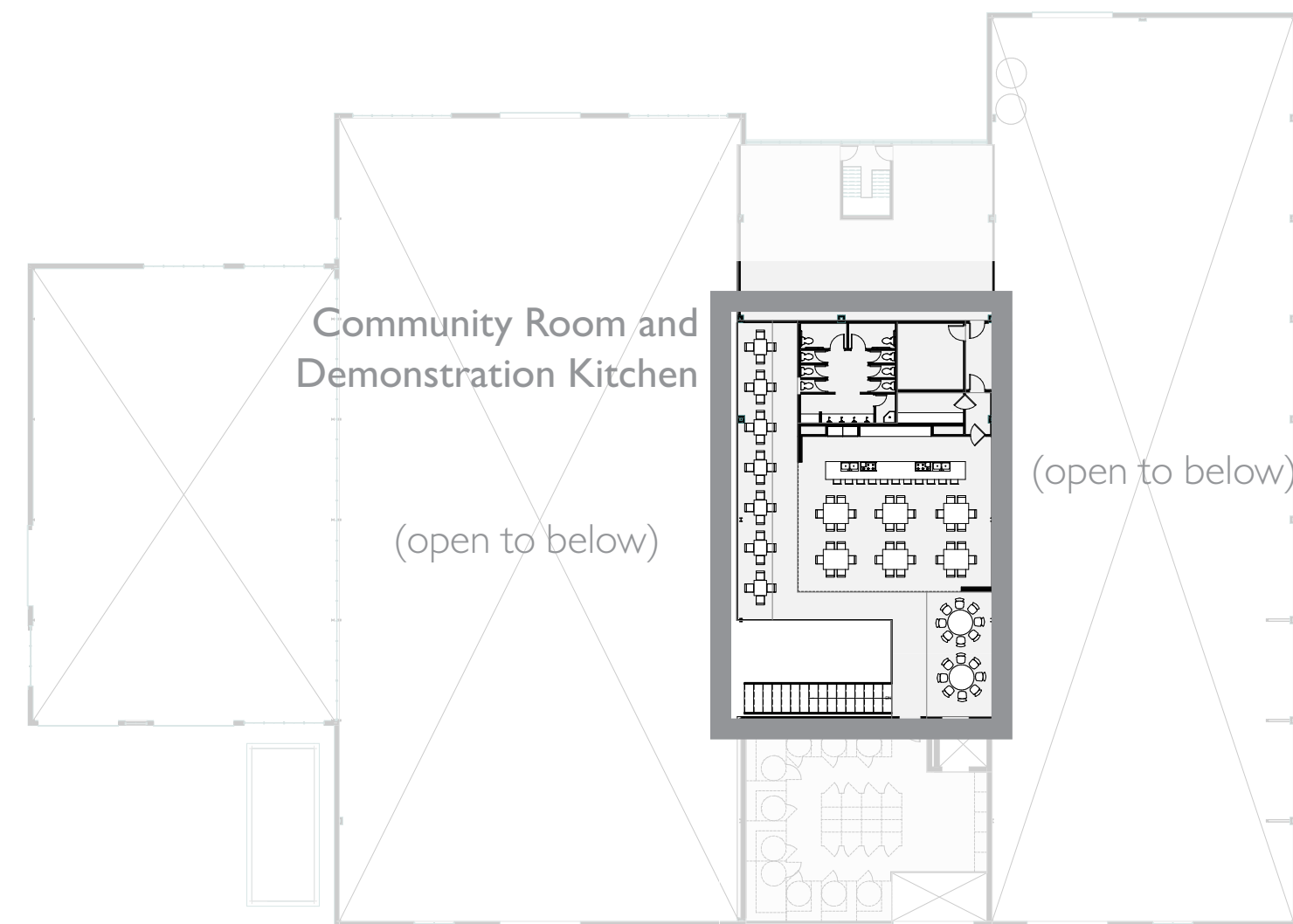
SECTION B-B



2nd Floor Community Room & Demonstration Kitchen

With a prized perch overlooking the Main and South Halls, this space will serve multiple purposes

- Demonstration cooking classes
- Event space for community members; a great spot for reunions, birthday parties or get togethers with neighbors.
- Reserve-able meeting and conference space for community groups and businesses.
- Community lectures and other educational outreach events.



Mezzanine Level (2nd Floor)



Drexel University URBN Center (MSR Design)



Madison Central Library (MSR Design)



Missoula Public Library Demo Kitchen Rendering (MSR Design)

1st Floor Market Kitchen

The Market Kitchen will be used for start-up support and will provide Vendors of all sizes a fully-equipped commercial grade cooking space. The Market Kitchen means that even temporary vendors without cooking spaces directly in their stalls have the opportunity to test, develop and sell delicious food products to the community. The Market Kitchen opens onto the South Hall with a large door, effectively increasing its capacity while also offering the ability to connect directly to, and serve as a catering kitchen for, events in the Market's flexible event space. Main features of note:

- Daily prep for Public Market vendors
- Catering for community banquets, weddings and other events
- Food product testing and recipe development
- Culinary training programs in partnership with East High School, Madison College and others.



Main Level (1st Floor)



(Madison Public Market Website)



(Civil Eats)



(Oakland North, Kitchener Commercial Kitchen)

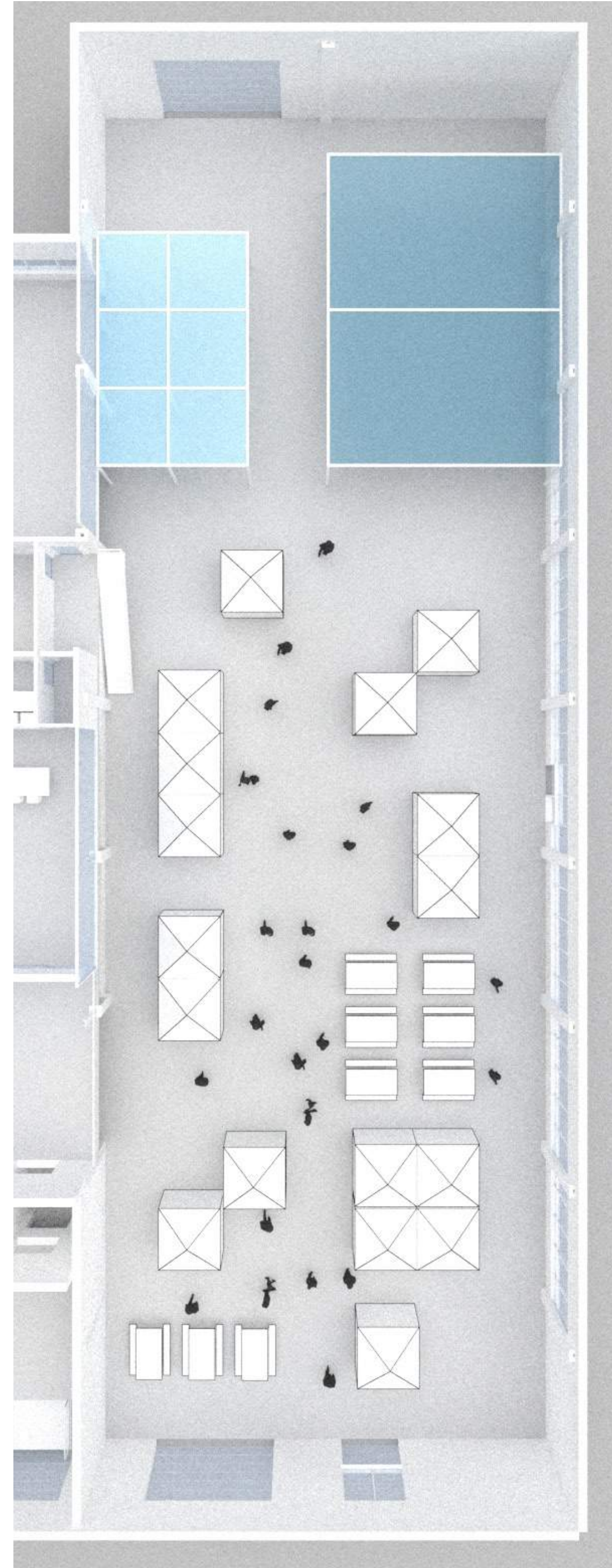


kitchens and shared spaces

MSR
msrdesign.com



Pop Up Vendor Market



Space for short term vending with minimal to no utilities needed.

Potential features include:

- Temporary stalls for Daily vending.
- Space for new vendors to test businesses.
- Indoor food carts.
- Holiday Markets, Craft Markets, Flower Markets and other seasonal events.
- Existing building infrastructure can accommodate vendor

vehicles for smoother set up and tear down experience and unique vending opportunities.



open space for pop-up markets (Minneapolis Vintage Market; Pinterest)

Community Events



Large reserve-able space for events of many scales and types.

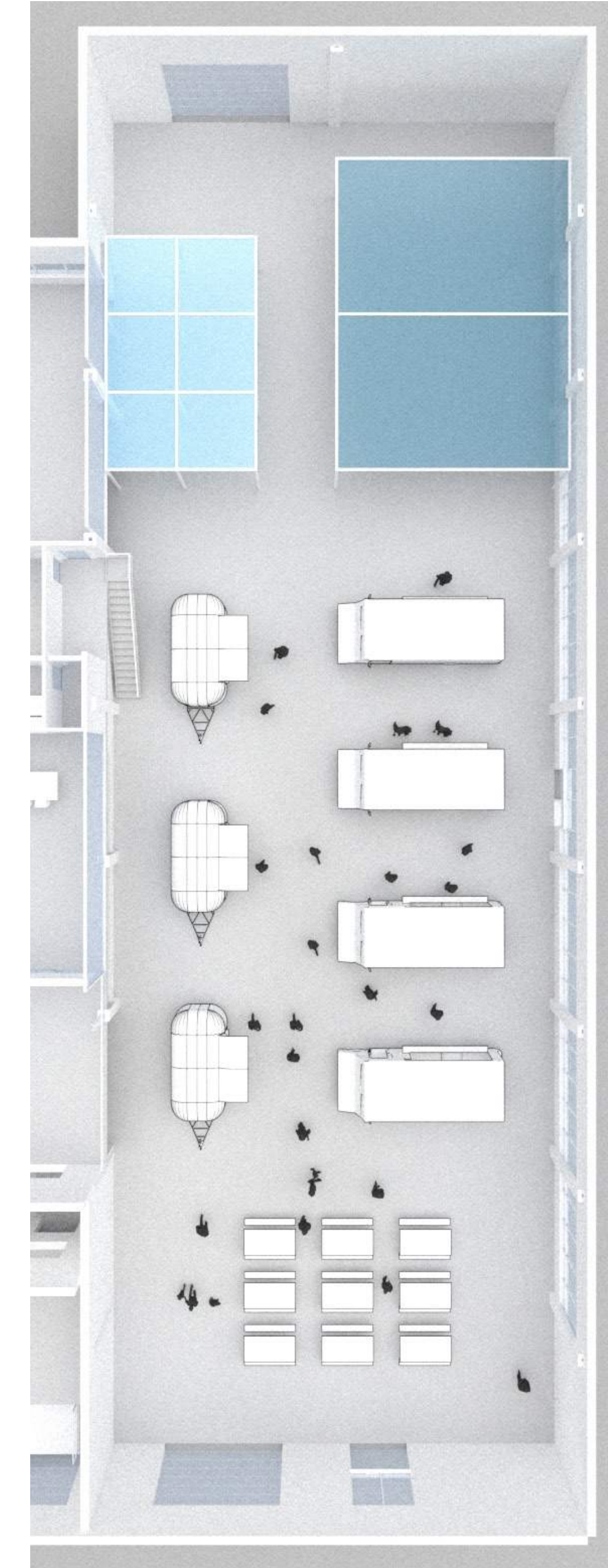
Potential features include:

- Non-Profit Banquettes.
- Lectures.
- Expos.
- Local dance and theater Performances.
- Weddings.
- Live Music / DJ Set up.
- Access to catering kitchen and bar.
- Large Overhead doors and expansive glass wall for indoor / outdoor experience.



Dane Dances! (www.madison.com: August 6th, 2016)

Winter Garden



Wide-open interior allows for a variety of unique winter-time uses.

Potential features include:

- A place for the family to be 'outside' when it's too cold to actually be outside.
- Space for kids to run and play.
- Food Trucks & Carts.
- Sunny and Warm indoor seating.
- Fitness Activities.
- Winter Dane Dances.
- Winter Dane County Farmer's Market.



indoor food truck park and winter garden (Food Soul, Amsterdam)

Design for 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



UMN Tashjian Bee and Pollinator Discovery Center (MSR Design)

The concept proposes:

- Changing the perimeter translucent window panels to clear glass windows because...
 - Clear glass allows more daylight into the building
 - Clear glass enhances visual connection between the Market and neighborhood.
- Bringing daylight to vendor and public areas with skylights because...
 - Daylight from windows doesn't reach much of the interior.
 - Using daylight to light the space reduces the amount electrical energy spent on lighting.
 - Skylights and solar tubes provide balanced, diffuse light, which reduces glare and eye strain.
- The doors and windows will be configured to enable natural ventilation in the halls because...
 - Fresh air provides a healthier environment for all
 - Large garage doors promote the use of outdoor spaces
- High capacity, low speed fans in market halls for a healthy indoor environment year-round

Design for Ecology

The Site Landscape will celebrate the function of the Market: Nourishing the Community and Life!



UMN Tashjian Bee and Pollinator Discovery Center (MSR Design)

The concept proposes:

- A strong indoor / outdoor connection throughout the entire market.
- Amenities that support outdoor pop-up markets and events as well as eating outside.
- Extensive green roof finishes on canopies over south and west-facing spaces to add bonus planted area to the site.
- Native plantings that require little watering and provide more eco-diversity
- A bio-digester for a zero-waste market (compostable cups, plates, flatware, napkins, etc.)
- Exterior Lighting that will not pollute the night sky.

Design for Water

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



Capitol Region Watershed District (MSR Design)

The concept proposes:

- Capturing, storing and filtering and storing rain water below paved areas for...
 - Watering native plantings in the landscape
- An above-ground cistern to store water that lands on the roof for...
 - 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
- Strategies to mitigate site flooding
- Efficient water fixtures to conserve water
- Extensive green roof canopies to shelter South and West facing spaces.

Design for 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.



BCycle bike-share program (Wisconsin State Journal, May 24, 201)

The concept proposes:

- Design Elements that facilitate safe and convenient arrival by Madison Metro
- Considering future Access by Bus Rapid Transit (BRT)
- Connecting with nearby bike and pedestrian paths
- Ample bicycle parking and potential bike sharing station
- Electric vehicle charging stations in parking areas

Design for 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. Additional energy modeling will be used to find additional ways to conserve energy



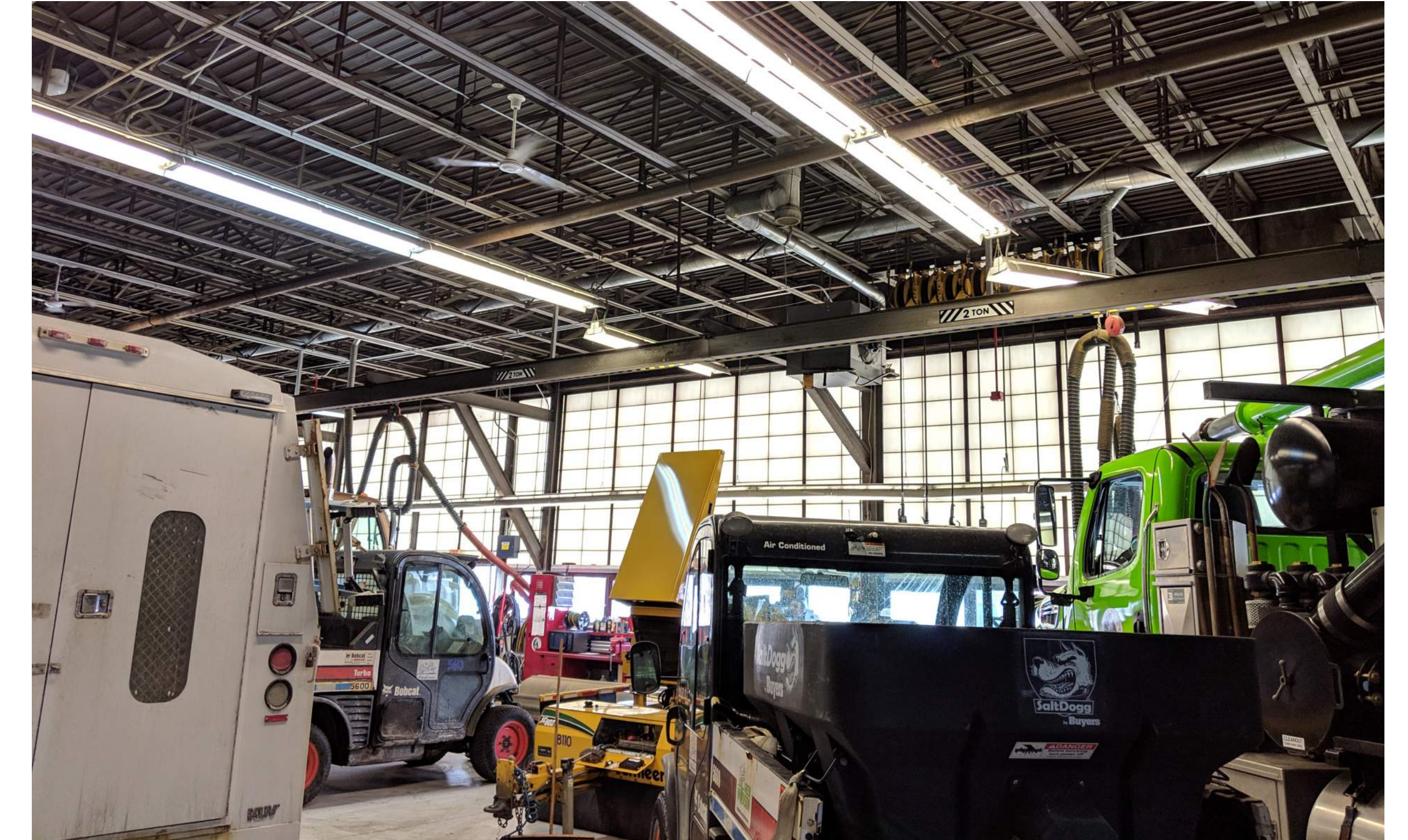
Madison Central Library rooftop solar array (MSR Design)

The concept proposes:

- Using a majority of the 38,000 square feet of flat roof area for arrays of solar panels.
- Additional solar panels integrated into site elements such as canopies will 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 will decrease the need for electricity use for HVAC in peak-use summer months.

Design for Change

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



South Hall of Madison Fleet Services Building - Future location of Madison Public Market Event Space

The concept proposes:

- Working with the existing buildings' intrinsic value, already well-configured for a public market.
- Careful placement of "permanent" building aspects (e.g., toilets, utilities, storage) to increase future adaptability of the market halls.
- A framework for vendor stalls that provides flexibility for vendors to "right-size" and allows future change.
- Maintaining the existing storage buildings on the southwest corner of the site for possible future expansion.