



PREPARED FOR THE URBAN DESIGN COMMISSION

Project Address: 202 N. First Street - Madison Public Market
Application Type: Public Building, Development in UDD 4, and PD(GDP-SIP)
Initial/Final Approval is Requested
Legistar File ID # [56314](#)
Prepared By: Janine Glaeser, UDC Secretary

Background Information

Applicant | Contact: Brent Pauba, City of Madison Engineering Division/Jeryl Aman, MSR Design

Project Description: The applicant is seeking initial/final approval of the Madison Public Market to include permanent vending stalls, shared vending stalls, an anchor storefront space, flex space, kitchen/food processing space, event space, administrative office space, and outdoor plaza areas.

Project Schedule:

- The UDC received an Informational Presentation on June 26, 2019
- The Plan Commission is scheduled to review this proposal on February 24, 2020
- The Common Council is scheduled to review this proposal on March 3, 2020

Approval Standards:

The UDC is an **approving body** for both Public Buildings and a site within an Urban Design District. The Urban Design Commission shall approve plans for all buildings proposed to be built or expanded in the City by the State of Wisconsin, the University of Wisconsin, the City of Madison, Dane County, the Federal Government or any other local governmental entity which has the power to levy taxes on property located within the City. The development site is also within UDD 4, which requires that the Urban Design Commission review the proposed project using the design requirements and guidelines of Section 33.24(11).

The UDC is an **advisory body** on the PD request. The UDC is required to review the General Development Plan and Specific Implementation Plans and make a recommendation to the Plan Commission with specific findings on the design objectives listed in Subsections 28.098(1) and (2) and the other requirements of this Subchapter.

Summary of Design Considerations and Recommendations

Staff recommends the UDC review the project against the requirements and guidelines for public buildings, UDD 4, and the approval standards for Planned Developments.

Staff asks the UDC also refer to their discussion during the June 26, 2019 UDC Informational Presentation. Comments included:

- Great project.
- Is there a possibility of doing something solar for parking lights?
- Does a possible BRT connector on Fordem Avenue impact site planning?
- I see constraints. I'm struggling with the play area on the corner. I know you want to activate it but it doesn't look desirable. Bikes are good there, but not people. It doesn't feel naturally like the right spot.
- Perception is key, you want it to feel clean and new. If I see something old and deteriorated, like the Kalwall, I'm not going to feel like eating there.