

Madison Public Market

Market Development :: Exterior Concept
July 6, 2017

GRAHAM BABA ARCHITECTS

 **VANDEWALLE &
ASSOCIATES INC.**



- ① 3-story mixed-use volumes
- ② High-volume market space with roof raised and extended to the street reads as the most important part of the building
- ③ A 3rd floor overhang creates a covered arcade at the sidewalk below and adds extra square-foot area to the 3rd floor
- ④ Perforated corrugated metal covers windows and walls, a utilitarian and inexpensive material that glows at night and can be painted or colored
- ⑤ Large, operable doors create a connection between the indoor and outdoor space
- ⑥ Glulam beams with a clear finish support the roof
- ⑦ Steel columns, which can be painted
- ⑧ Wood tongue-and-groove decking
- ⑨ Metal roofing

MATERIAL PRECEDENT EXAMPLES:



Perforated, corrugated metal facade by day



Perforated, corrugated metal facade by night



Glulam roof beams supported by steel columns

MADISON PUBLIC MARKET

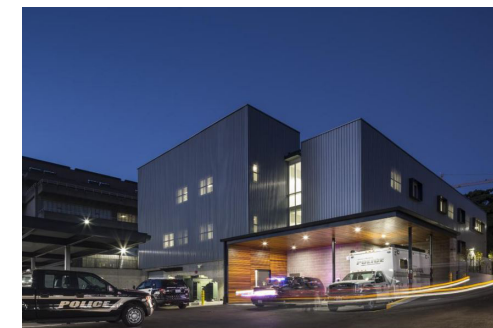
OPTION A :: VIEW OF NORTHEAST CORNER
17 JULY 2017



- ① The roof extends over a plaza space on the southwest corner, providing covered public space and potential for expanded market use
- ② Office windows on 3rd story blend into the corrugated metal facade except when illuminated at night.
- ③ Landscaping along the sidewalks around the building

- ④ Perforated corrugated metal can be painted or colored
- ⑤ Glulam beams with a clear finish
- ⑥ Steel columns, which can be painted
- ⑦ Wood tongue and groove decking with metal roof

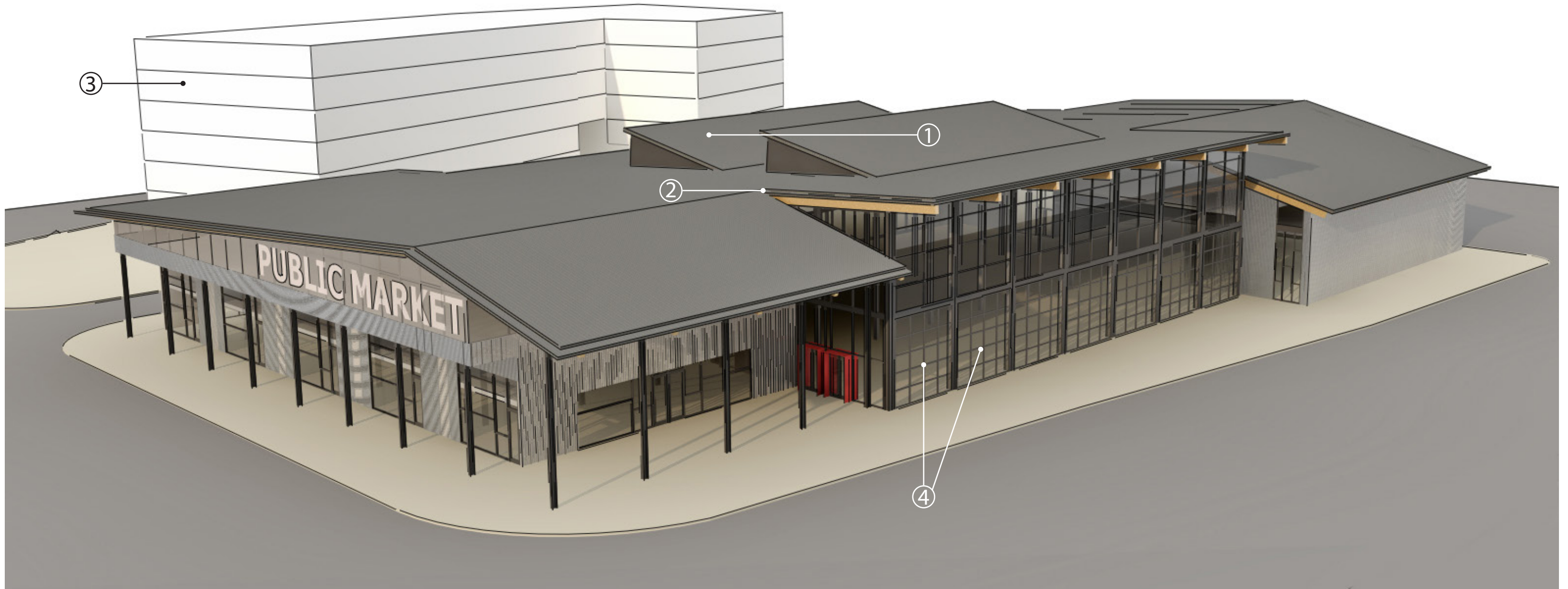
MATERIAL PRECEDENT EXAMPLES:



Further examples of perforated, corrugated metal facades as experienced during the day vs. the night.

MADISON PUBLIC MARKET

OPTION A :: VIEW OF SOUTHEAST CORNER
17 JULY 2017



- ① Skylights are punched up out of the roof space facing south, to let in constant, refracted light
- ② The inclined roof is bent down for the 3-story mixed-use volumes, but continues up for the market space, giving it a stronger presence on the street.

- ③ A 6-story private development
- ④ Large, operable doors and the high ceiling within create a connection between the market and surrounding public plaza space

MADISON PUBLIC MARKET

OPTION A :: AERIAL VIEW FROM EAST
17 JULY 2017



- ① Skylights are punched up out of the roof space facing south, to let in consistent, refracted light
- ② The roof extends over a plaza space on the southwest corner, providing covered public space and potential for expanded market use

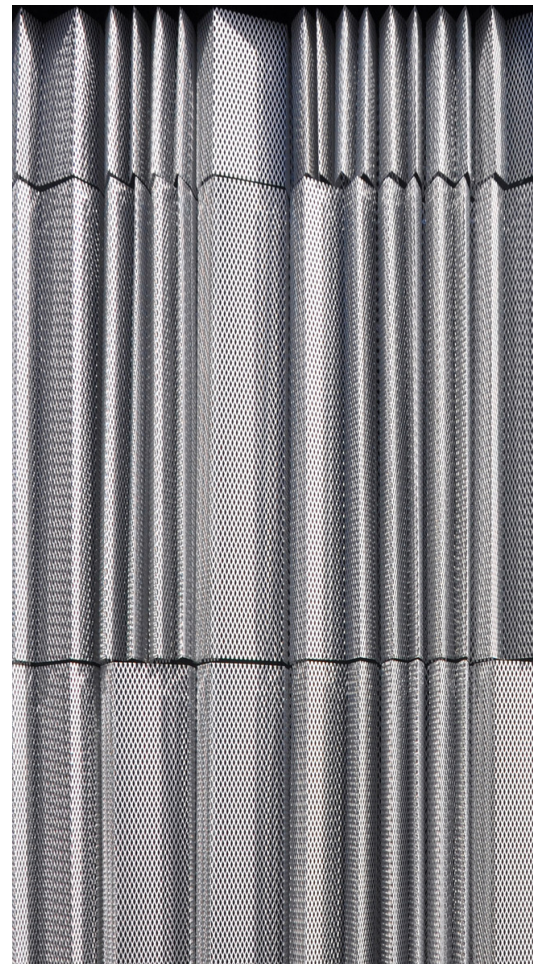
- ③ Low-traffic market street runs through site, and has the potential to be temporarily closed to extend and connect plaza spaces on both sides
- ④ Covered arcade along E. Washington created by 3rd story extending past lower levels

MADISON PUBLIC MARKET

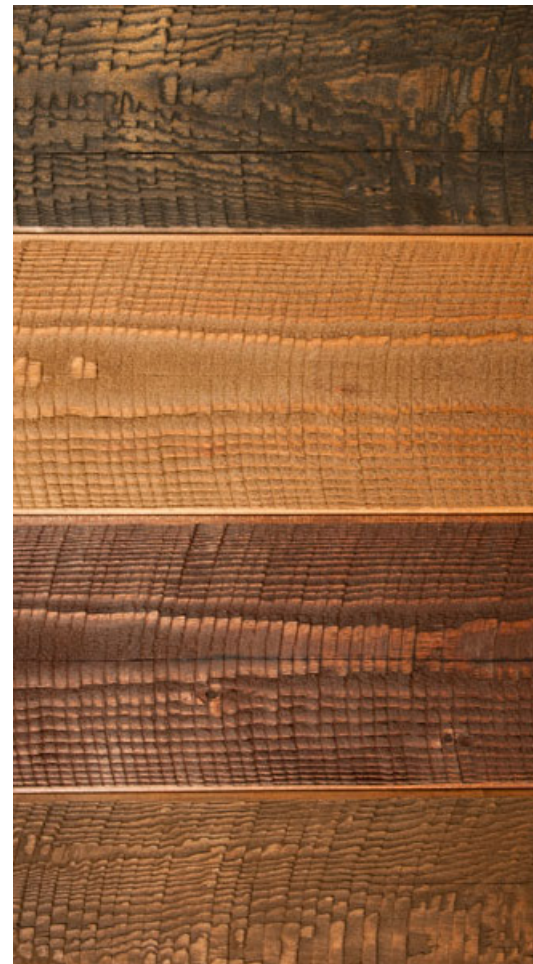
OPTION A :: AERIAL VIEW FROM SOUTH
17 JULY 2017



CAST CONCRETE



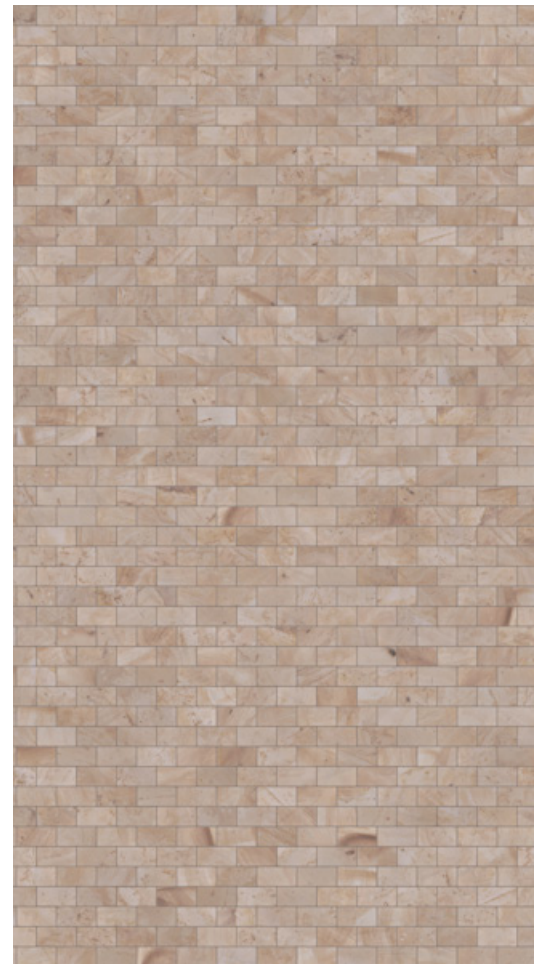
PERFORMATED CORRUGATED METAL



GLULAM BEAMS



STEEL COLUMNS



STONE PAVERS



WOOD DECKING

MADISON PUBLIC MARKET

OPTION A :: MATERIALS
17 JULY 2017



- ① 3-story private development
- ② 2-story Food Innovation Center
- ③ High-volume market space with roof raised and extended to the street reads as the most important part of the building
- ④ Optional folded-down roof creates an area for signage
- ⑤ Corrugated metal roof
- ⑥ Canted glulam columns with a clear finish extend continuously into roof beams
- ⑦ Cast concrete walls could contain etching or boardform pattern, and/or be inlaid with signage
- ⑧ Metal roof folds down into angled wall for art display
- ⑨ Windows provide view to demonstration kitchen
- ⑩ Windows for daylighting upper-level offices
- ⑪ Ground-to-ceiling windows on market facade
- ⑫ No covered arcade along E. Washington
- ⑬ Landscaping along sidewalks

MATERIAL PRECEDENT EXAMPLES:



Glulam columns, beams and roof projecting over glass



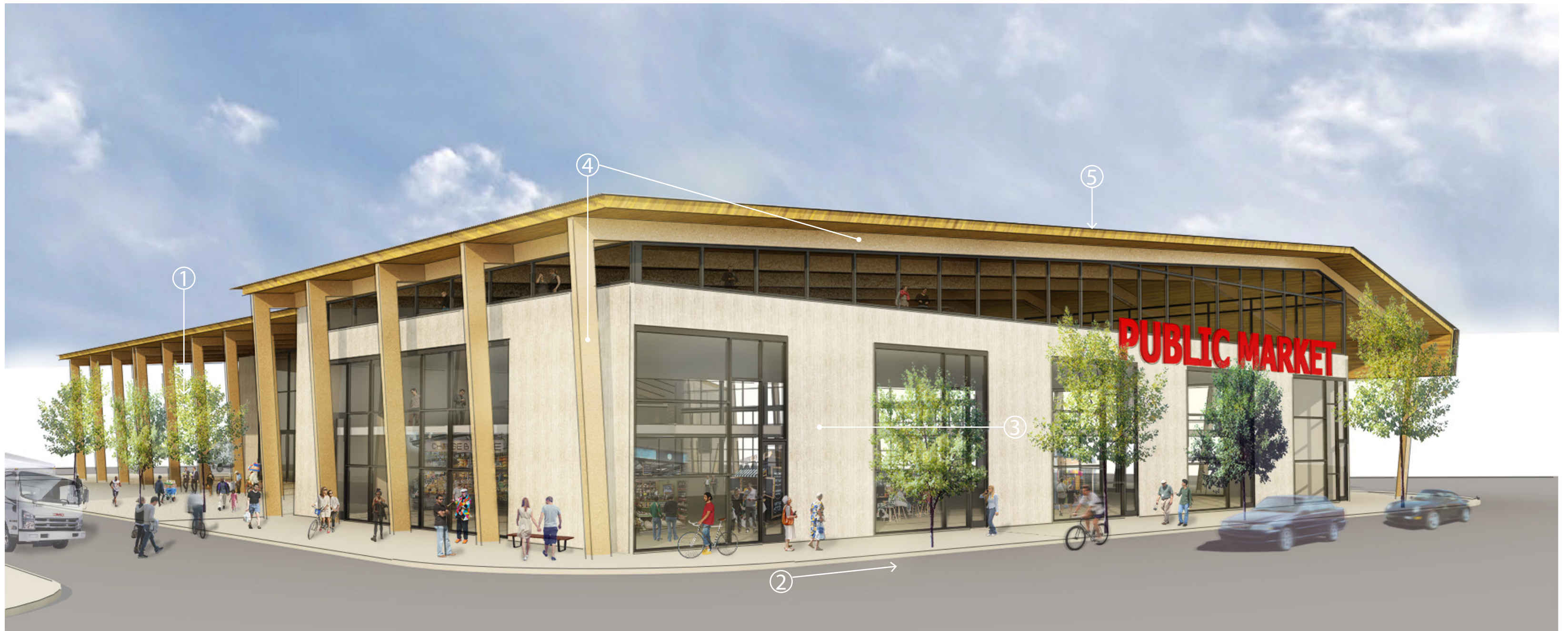
Material palette of boardform concrete and glass facade w/ glulam wood supported roof



Metal roofing folds down to form walls

MADISON PUBLIC MARKET

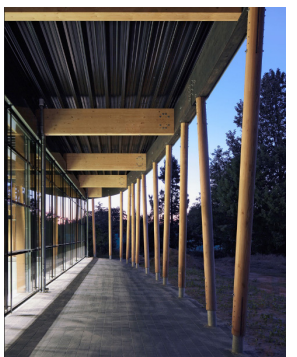
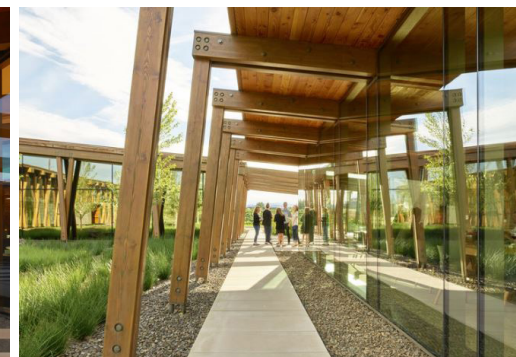
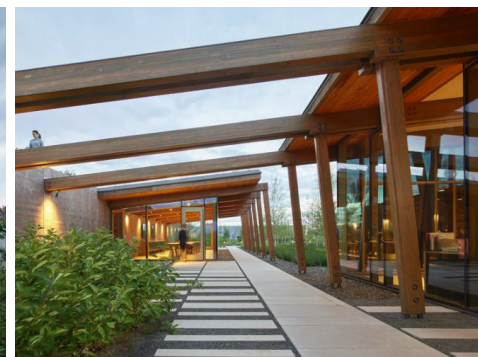
OPTION B :: VIEW OF NORTHEAST CORNER
17 JULY 2017



- ① The roof extends over a plaza space on the southwest corner, providing covered public space and potential for expanded market use
- ② Wall along E. Washington extends to wide, landscaped sidewalk (no covered arcade as in Option A)

- ③ Cast concrete walls could contain etching or boardform pattern or inlayed signage
- ④ Canted glulam columns with a clear finish extend continuously into roof beams
- ⑤ Corrugated metal roof on wood tongue-and-groove decking

MATERIAL PRECEDENT EXAMPLES:



Continuity of Glulam structural system between columns and beams, with glass and concrete facade palette

Wooden structure for high-ceiling pavilion space

MADISON PUBLIC MARKET

OPTION B :: VIEW OF SOUTHEAST CORNER
17 JULY 2017



- ① Skylights are punched up out of the roof space facing south, to let in consistent, refracted light
- ② The inclined roof is bent down for the 3-story mixed-use volumes, but continues up for the market space, giving it a stronger presence on the street.

- ③ A 6-story private development
- ④ Ground-to-ceiling windows on the market facade, with large, operable doors at street level to create a connection between indoor and outdoor

MADISON PUBLIC MARKET

OPTION B :: AERIAL VIEW FROM EAST
17 JULY 2017



- ① Skylights are punched up out of the roof space facing south, to let in consistent, refracted light
- ② The roof extends over a plaza space on the southwest corner, providing covered public space and potential for expanded market use

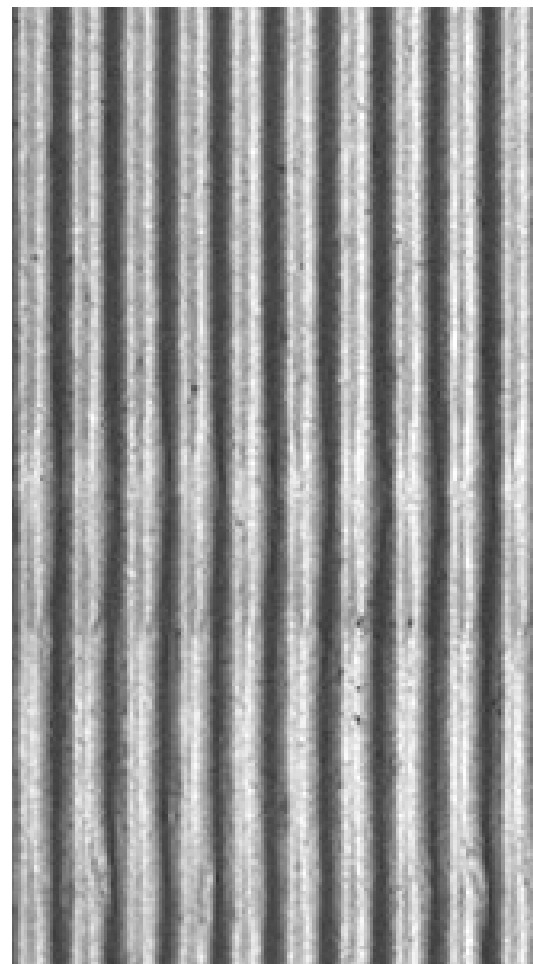
- ③ Low-traffic market street runs through site, and has the potential to be temporarily closed to extend and connect plaza spaces on both sides
- ④ Building volume extends to the sidewalk along E. Washington facade

MADISON PUBLIC MARKET

OPTION B :: AERIAL VIEW FROM SOUTH
17 JULY 2017



BOARD FORMED CONCRETE



CORRUGATED METAL



GLULAM BEAMS



STEEL



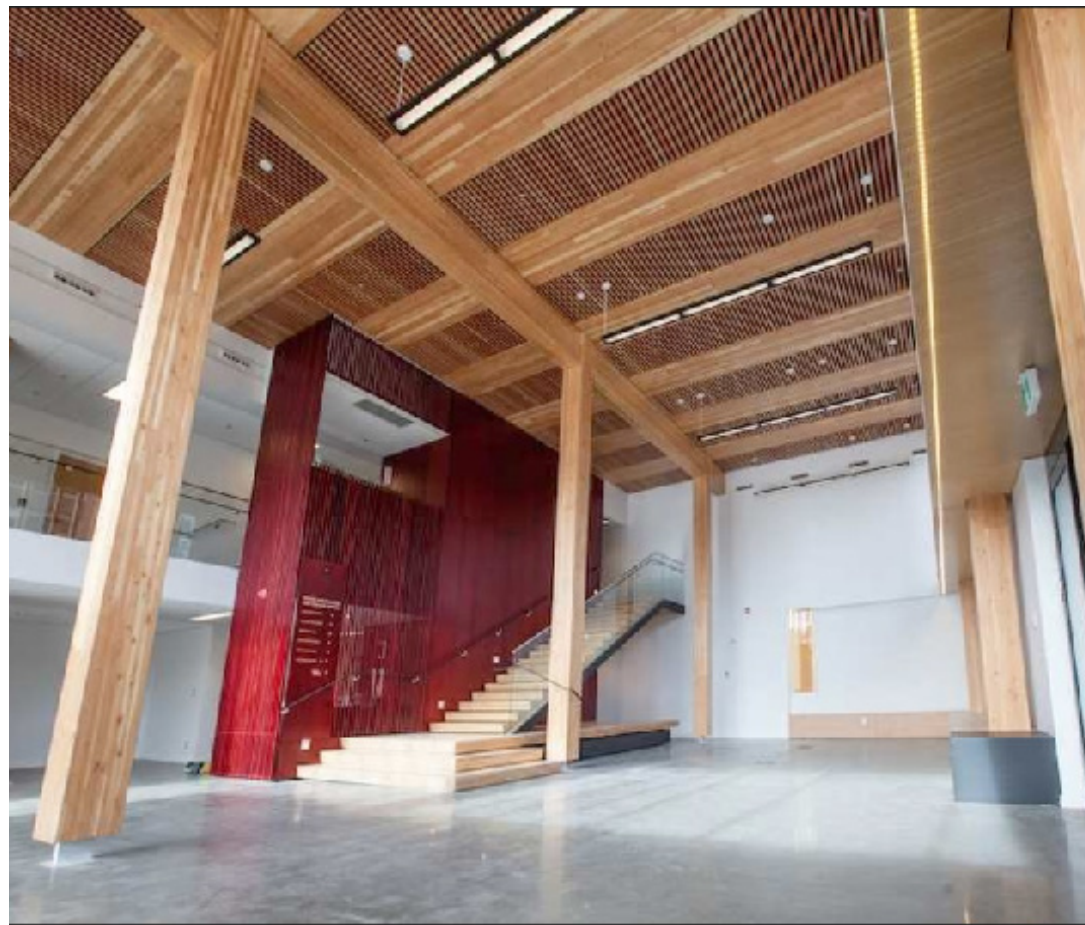
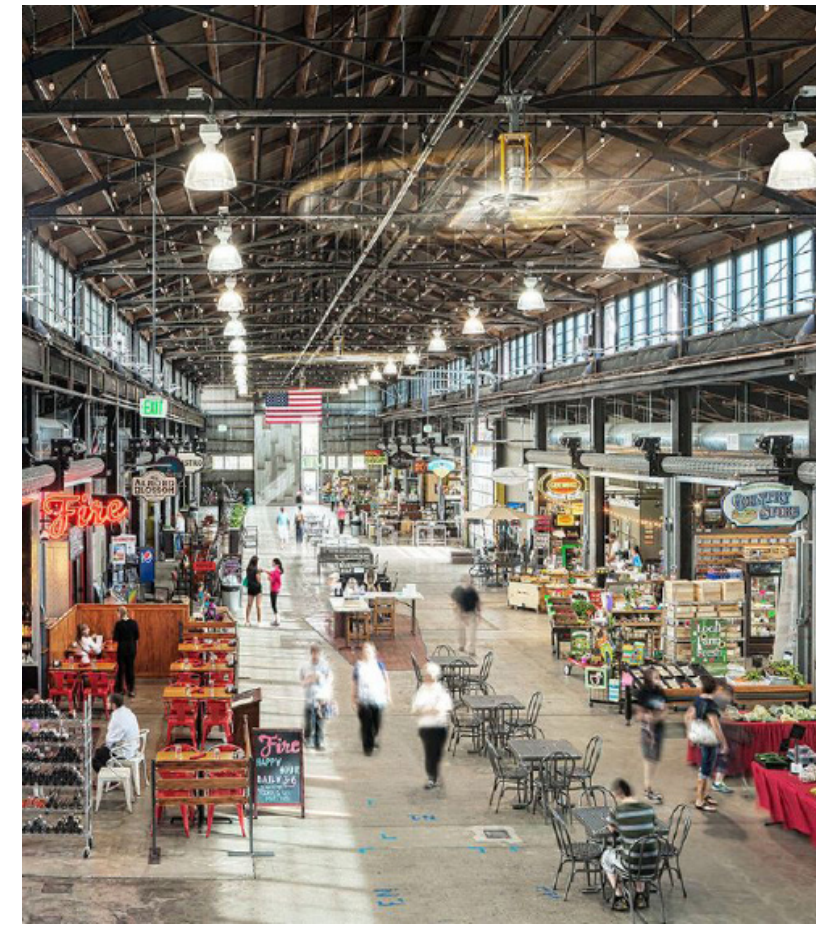
STONE PAVERS



WOOD DECKING

MADISON PUBLIC MARKET

OPTION B :: MATERIALS
17 JULY 2017



Large, open, light filled volume with a simple palette of materials

MADISON PUBLIC MARKET

PRECEDENTS FOR INTERIOR LOOK + FEEL
17 JULY 2017