



OUR MADISON PUBLIC MARKET

- A CELEBRATION OF FOOD, ENTREPRENEURISM & COMMUNITY -



A CELEBRATION OF FOOD, ENTREPRENEURSHIP AND COMMUNITY

- Showcase the best of local food & homemade goods
- Support entrepreneurship among populations that traditionally face barriers to business start-up
- Bring people of all backgrounds together around our common love of food
- Build a fiscally responsible market



Today

Future





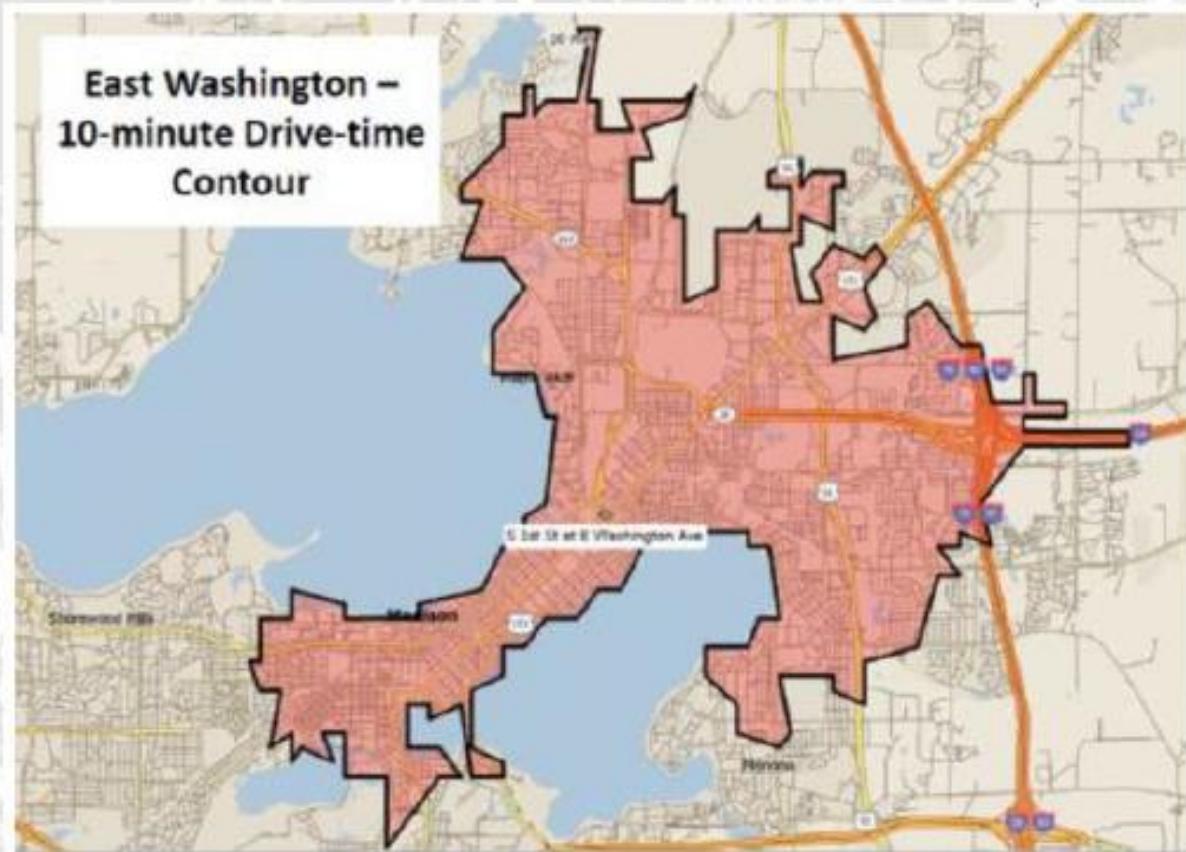
FIRST STREET & E. JOHNSON

- VISIBILITY AND ACCESSIBILITY -



- E. Johnson Street = 20,000 cars daily
- First Street = 11,000 cars daily
- E. Washington Ave = 50,000 vehicles daily
- 4 minutes drive to Highway 30 and 7 minutes to I-90/94
- Less than 10 minutes to the airport
- Less than 5 minutes to the Capital Square
- 222 buses travel the corridor daily during the week
- Located on the popular Yahara Bike Path

FIRST STREET & E. JOHNSON



Local Market (within a 10 minute drive)

- 173,282 people, including 48,974 households

2014 survey of 2,083 people: 97% would travel up to 10 minutes to visit the Market, 79% would travel up to 15 minutes

location map

200 N 1st St. Madison, WI 53704
Neighborhood Aerial View



30 MARKETREADY PARTICIPANTS

- 83% people of color
- 60% women
- 33% first generation immigrants

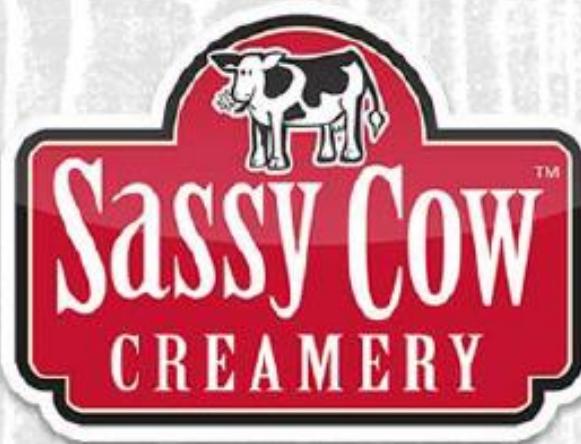


“Madison needs this public market. It’s an important opportunity for our children of color to have a place where they can go and see many other people of color owning businesses and finding success in our city.

The public market is a place we will all be proud of.”

- Judy Cooper, QB's Magnetic Creations
MarketReady Participant

ESTABLISHED WISCONSIN FAVORITES – OVER 200 BUSINESSES HAVE INTEREST



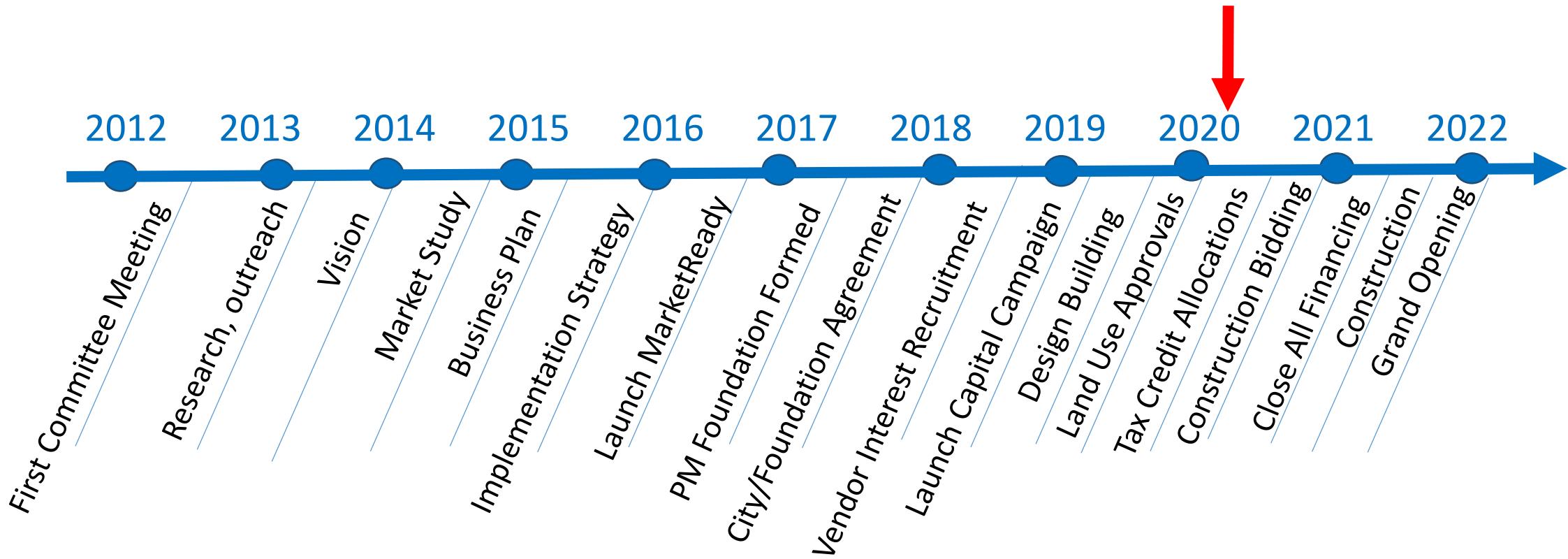
Madison Public Market

Sources and Uses Budget - 2/11/20

<u>Sources</u>	<u>Amount</u>
City UDAG realocation	\$875,000
2020 Capital Budget (TID #36)	\$7,000,000
New Markets Tax Credit Equity	\$3,000,000
<u>Private Foundation Support</u>	<u>\$3,000,000</u>
<u>TOTAL SOURCES</u>	<u>\$13,875,000</u>

<u>Uses</u>	<u>Amount</u>
Pre-Development Costs	\$875,000
Professional Services	\$1,849,000
Construction	\$10,000,000
FF&E	\$945,000
Contingency	\$206,000
<u>TOTAL USES</u>	<u>\$13,875,000</u>

Public Market Summary Timeline

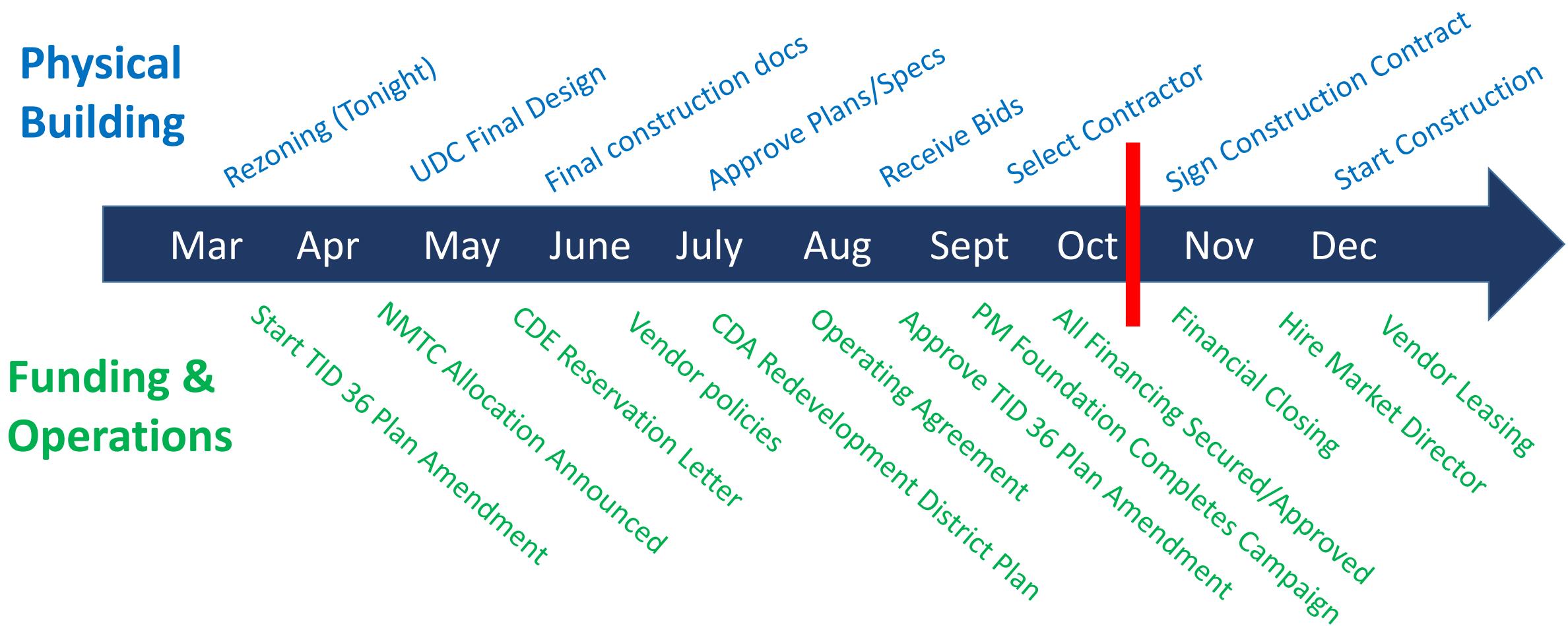


Previous Council Action

July 2011 - RES-11-00586 - Create Local Food Committee
Feb 2013 - RES-13-00078 - Authorize RFP for Business Plan
Jan 2014 -RES-14-00370 - Approve Business Plan Phase 1
May 2014 - RES-14-00746 – Approve Site Selection
Oct 2015 - RES-15-00814 – Approve final business plan
Mar 2016 - RES-16-00194 - Approve Implementation Strategy
May 2016 - RES-16-00362 – Authorize next steps on site and design
June 2016 - RES-16-00461 – Launch MarketReady Program
June 2016 - RES-16-00464 - Engage Funding Consultants
Sept 2016 - RES-16-00615 - Engage conceptual design architects
Nov 2016 - RES-16-00872 – Rename and restructure the committee
Feb 2017 - RES-17-00104 - Approve MarketReady contract
Aug 2017 – RES-17-00636 – Authorize CDBG funding for MarketReady Program
Dec 2017 – RES-17-00962 – Partnership with PM Foundation on Fundraising
May 2018 – RES 18-00356 – Partnership with PM Foundation as operator
July 2018 – RES 18-00522 – Authorize RFP for architectural and engineering services
July 2018 – RES-18-00570 – Authorize outside counsel for tax credit financing
Feb 2019 - RES-19-00119 - Approve City/Foundation Collaboration Agreement
Feb 2019 - RES-19-00093 – Contract for final architecture & engineering
Nov 2019 – 2020 Capital Budget

2020

Critical Next Steps and Future Required Approvals



Agenda item tonight:

...change the zoning of property located at 202 North First Street, 12th Aldermanic District to PD(GDP) Planned Development (General Development Plan)...



site context

views of surrounding context



SITE PLAN



NOT FOR CONSTRUCTION

MSRDesign 710 South Second Street, Suite 800 Minneapolis, MN 55401 612.212.0300	
MEP Engineer	
MEP Associates, LLC	800 Blue Chip Road #270 Edina, MN 55421 612.279.9120
Civil Engineer	
Vierbicher	2000 Blue Chip Road #270 Edina, MN 55421 612.279.9332
Landscape Architect	
Ken Saki Design	1101 S. Park St. Walker, MN 56215 406.311.0600
Structural Engineering, Fire Protection Engineering, Technology and AV	
IMFG Corporation, Inc.	1000 Dahlberg Drive, Suite 200 Madison, WI 53702
Lighting Design	
Mazzetti, Inc.	1000 Dahlberg Drive, Suite 400 Denver, CO 80202 720.544.5504
Commercial Kitchen Design	
Boelter Premier	2120 Concourse Terrace Minneapolis, MN 55424 763.544.0800
MADISON PUBLIC MARKET 200 N First St, Madison, WI 53704	
<small>I hereby certify that this plan, specification or report was prepared by me or under my supervision and direction. It is my original work. I am a licensed architect under the Laws of the State of Minnesota. Attest: [Signature]</small>	
Signature: _____ Print Name: _____ Date: _____ License No.: _____	
Title: _____ Grade: _____ Scale: _____ Date: _____ Drawing No.: _____ Drawing Type: _____ Drawing Description: _____ (20-2020-00) INFORMATION SUBMISSION (20-2020-01) INFORMATION SUBMISSION (20-2020-02) INFORMATION SUBMISSION (11-3019-02) CSD DOCUMENTS	
PROJECT NO.: 2019008.00 PREPARED BY: SITE AND BUILDING DESIGN 2 DRAWN BY: SAKI DESIGN CHECKED BY: MSR	
LAYOUT PLAN	
L-3	



Bus Stop

see outdoor seating plan

N 1ST ST

E JOHNSON ST

SITE INFORMATION

total sf: 162,578 sf

impermeable sf: 149,723 sf (includes all paving, buildings, walls)

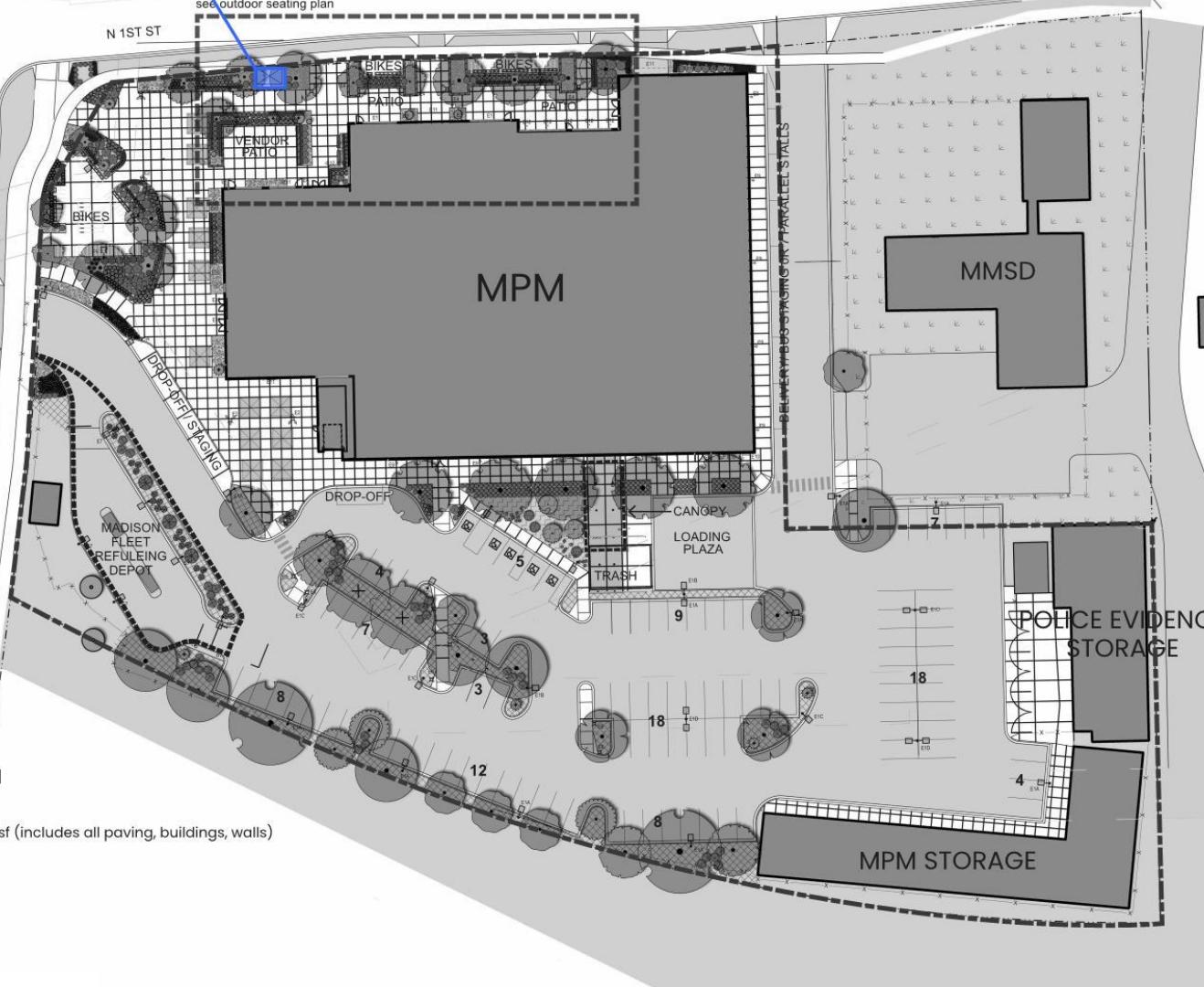
permeable sf: 12,855

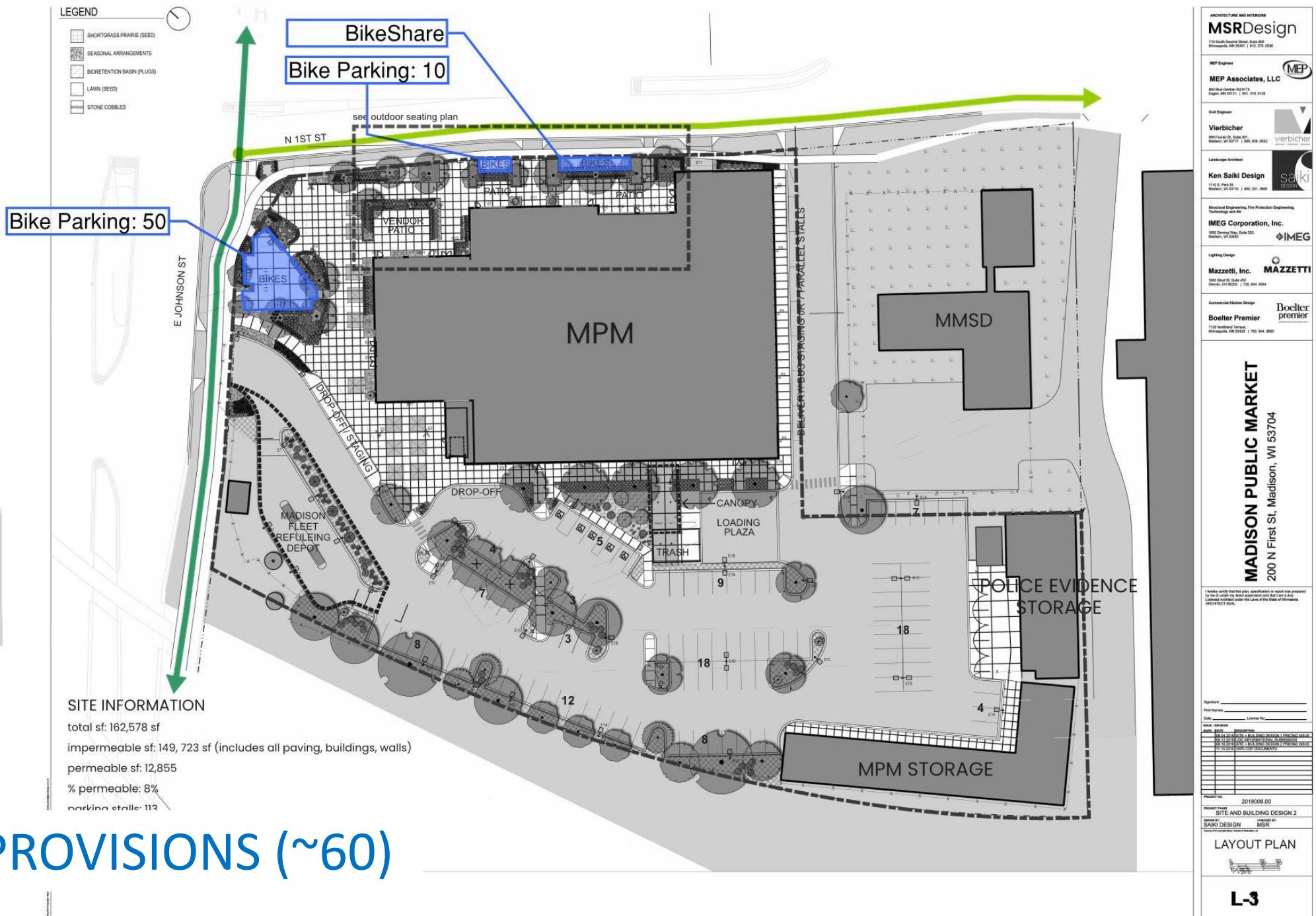
% permeable: 8%

parking stalls: 113

bike parking stalls: 90

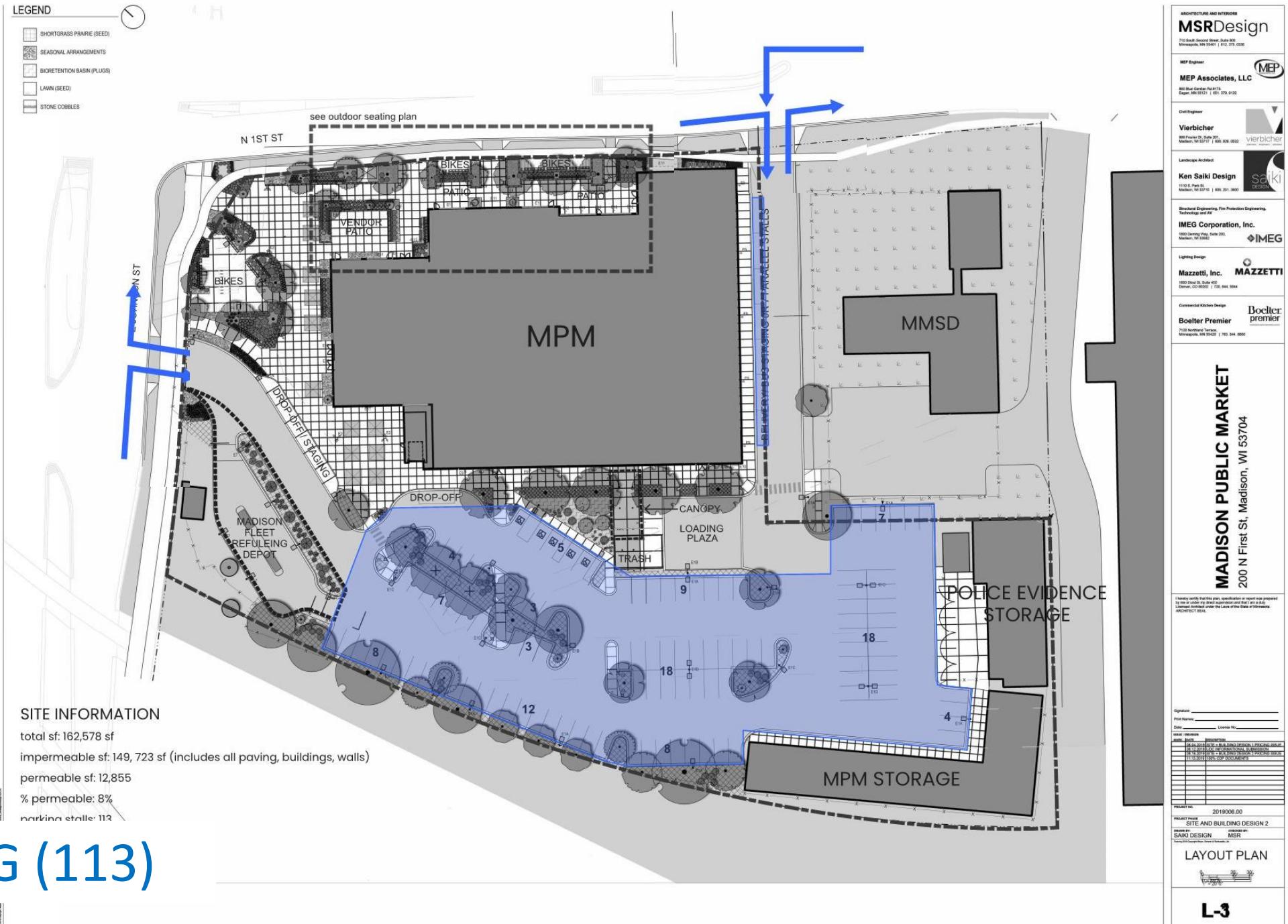
BUS STOP





BIKE PROVISIONS (~60)

NOT FOR CONSTRUCTION

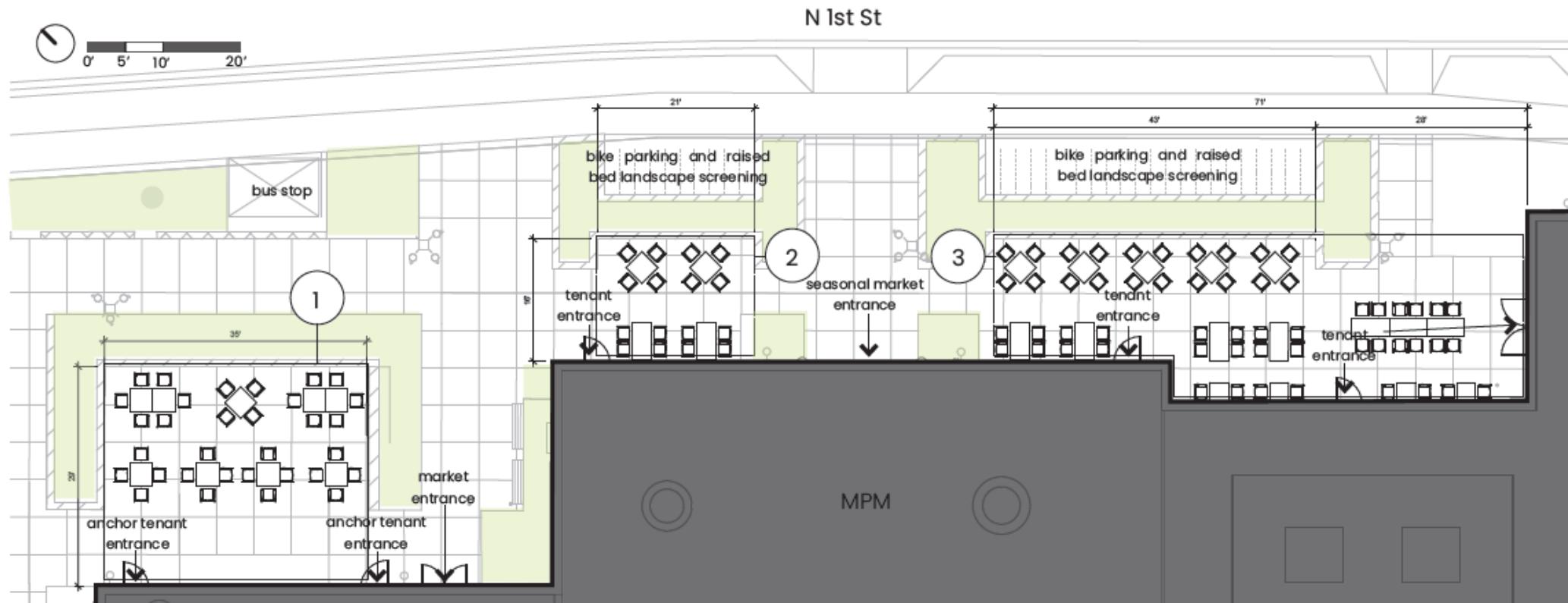


PARKING (113)

NOT FOR CONSTRUCTION

outdoor seating plan

N 1st St Patio Areas



1. anchor tenant private patio

- 1,015 sf
- 32 occupants as shown*

2. market pgtio

- 336 sf
- 16 occupants as shown*

3. market position

- 1,276 sf
- 56 occupants as shown*

*All furniture arrangements are placeholders, actual furniture type and arrangement will be by actual market tenants. Occupancies noted are based on suggested furniture arrangements

Anchor tenant private patio is available only to customers of the anchor tenant space. Market patios are adjacent to vendors inside the market but are available for all market visitors to use.

Market Entrances will be open and closed based on standard market operating hours. The seasonal market entrance is an overhead door and will not be available at some times of the year. The anchor tenant entrances will have independent hours based on operating hours of the anchor tenant space. Standard tenant entrances will default to standard market operating hours but can be over-ridden by the individual tenants they serve.

Elevations

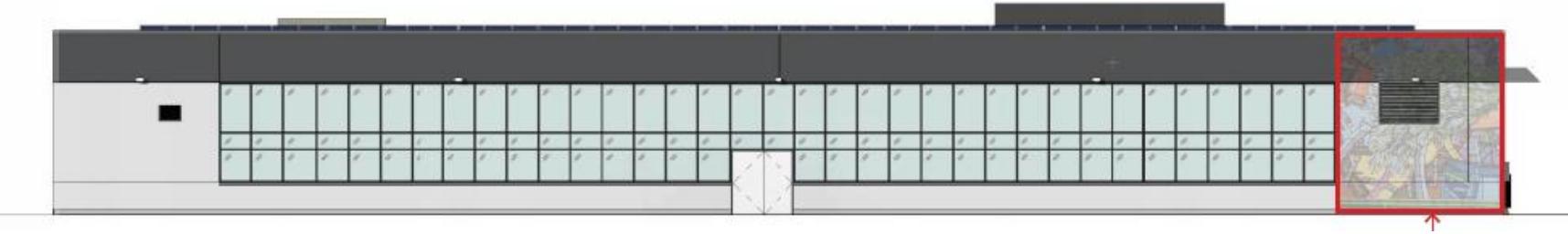
North



East



South



West



CURRENT INTERIOR



building plans
interior rendering 01



building plans
interior rendering 02



MSRDesign

madison public market, urban design commission final approval application

Program Plan



