



OUR MADISON PUBLIC MARKET

- A CELEBRATION OF FOOD, ENTREPRENEURISM & COMMUNITY -



A CELEBRATION OF FOOD, ENTREPRENEURSHIP AND COMMUNITY

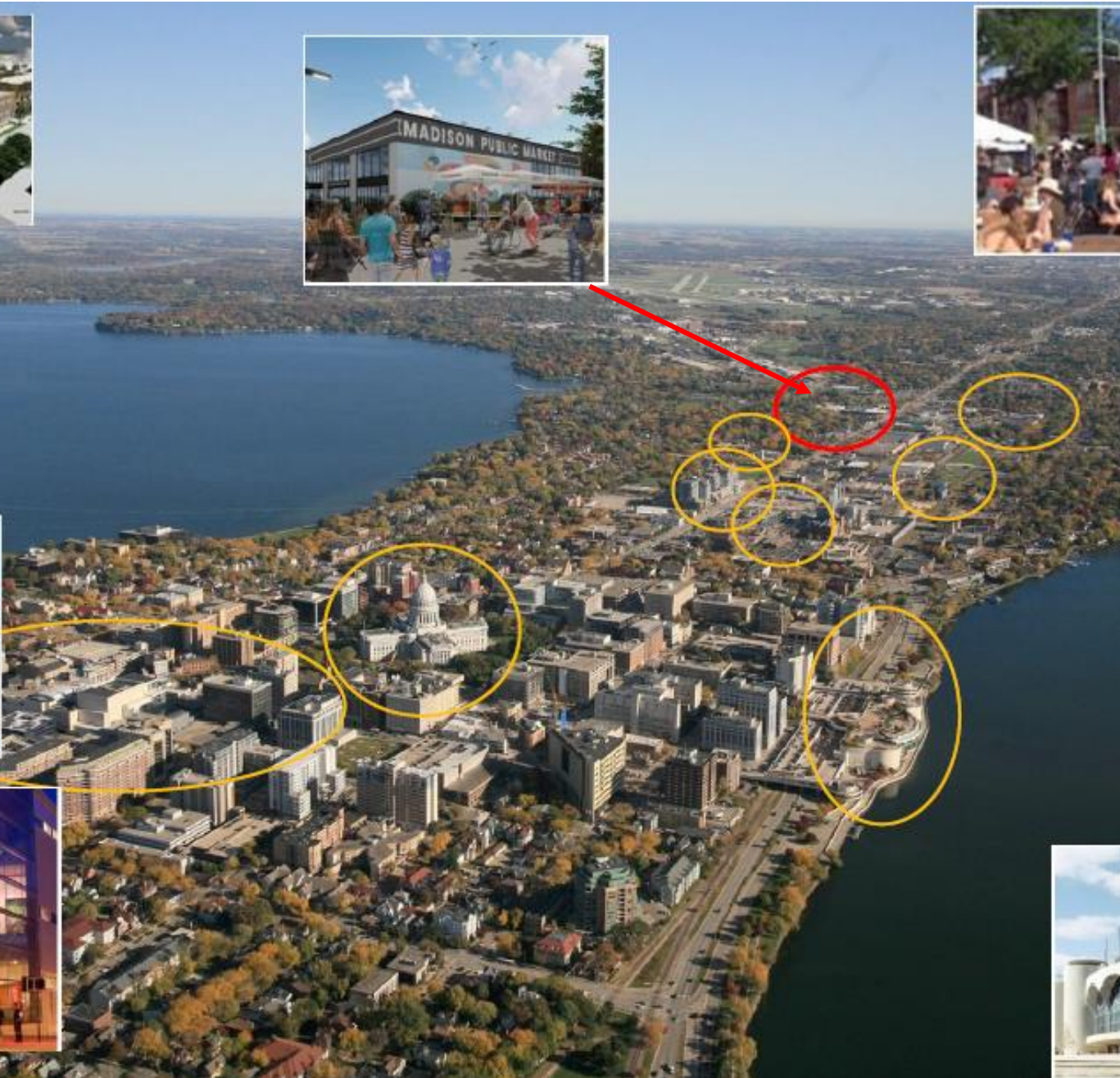
- Showcase the best of local food & homemade goods
- Support entrepreneurship among populations that traditionally face barriers to business start-up
- Bring people of all backgrounds together around our common love of food
- Build a fiscally responsible market



Today

Future





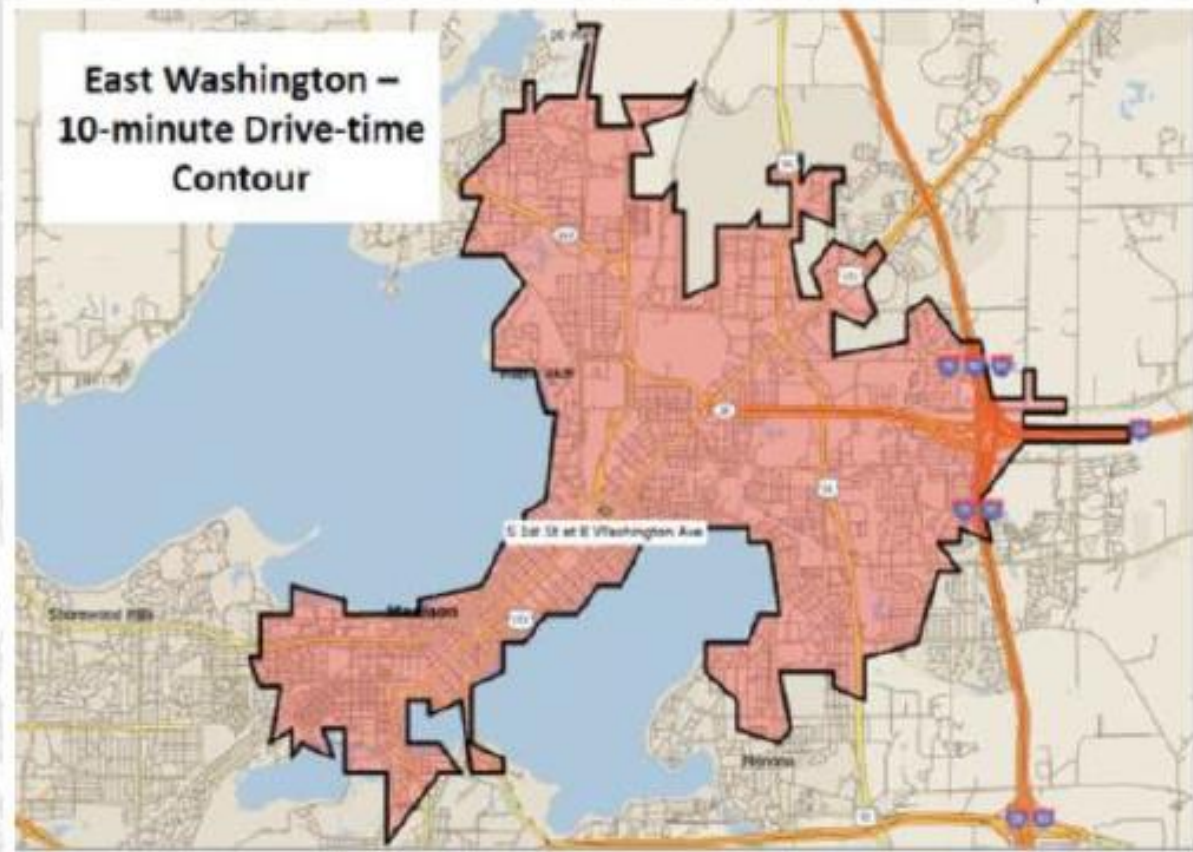
FIRST STREET & E. JOHNSON

- 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



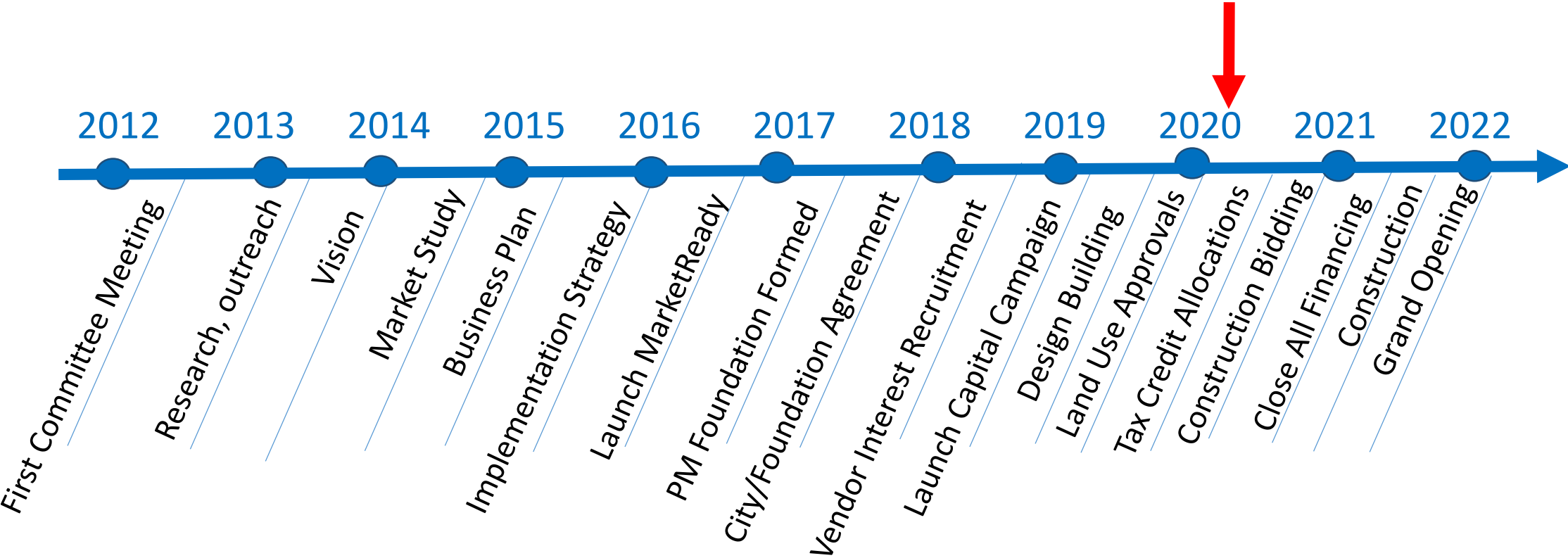
Madison Public Market

Sources and Uses Budget - 2/11/20

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

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

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

Physical Building

Rezoning (Tonight) UDC Final Design Final construction docs Approve Plans/Specs Receive Bids Select Contractor Sign Construction Contract Start Construction



Funding & Operations

Start TID 36 Plan Amendment NMTC Allocation Announced CDE Reservation Letter Vendor policies CDA Redevelopment District Plan Operating Agreement Approve TID 36 Plan Amendment PM Foundation Completes Campaign All Financing Secured/Approved Financial Closing Hire Market Director Vendor Leasing

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

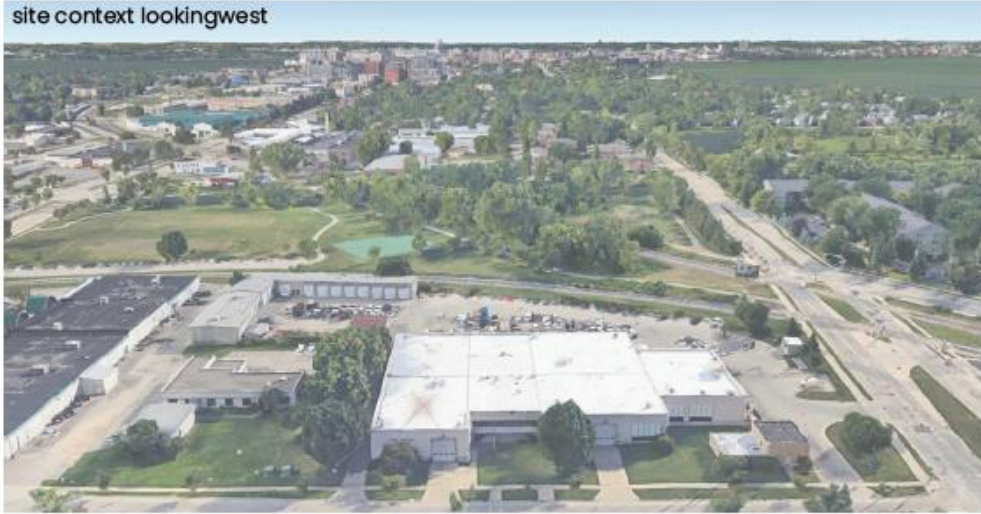
site context looking east



site context looking North



site context looking west



site context looking south



LEGEND

- SHORTGRASS PRAIRIE (SEED)
- SEASONAL ARRANGEMENTS
- BIORETENTION BASIN (PLUGS)
- LAWN (SEED)
- STONE COBBLES



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

MSRDesign
 ARCHITECTURE AND INTERIORS
 710 South Second Street, Suite 300
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Boelter Premier
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MADISON PUBLIC MARKET
 200 N First St, Madison, WI 53704

I hereby certify that this plan was prepared by me or under my direct supervision and that I am a duly Licensed Architect under the laws of the State of Wisconsin. ARCHITECT SEAL.

Signature	_____
Print Name	_____
Date	_____
Scale	AS SHOWN
Sheet	01
Project	2019006.00
Project Name	SITE AND BUILDING DESIGN 2
Drawn by	SAIKI DESIGN
Checked by	MSR
Project Location	

LAYOUT PLAN

L-3

SITE PLAN

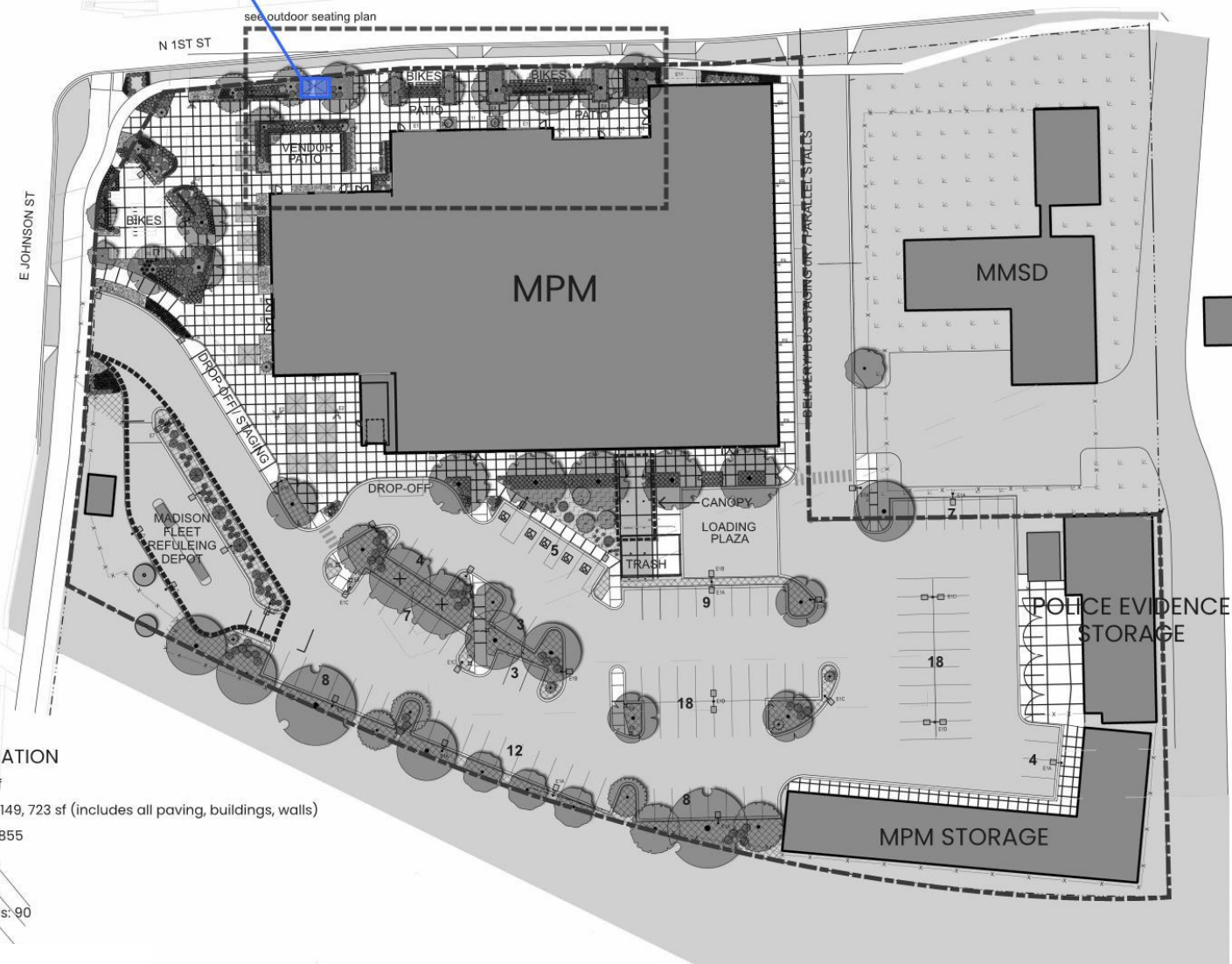
NOT FOR CONSTRUCTION

LEGEND

-  SHORTGRASS PRAIRIE (SEED)
-  SEASONAL ARRANGEMENTS
-  BIORETENTION BASIN (PLUGS)
-  LAWN (SEED)
-  STONE COBBLES



Bus Stop



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MADISON PUBLIC MARKET
 200 N First St, Madison, WI 53704

These sheets are for informational purposes only and are not intended to be used for construction. They are subject to change without notice. All dimensions and quantities are approximate. All dimensions and quantities are subject to change without notice. All dimensions and quantities are subject to change without notice. All dimensions and quantities are subject to change without notice.

Project No.	2019006.00
Project Name	SITE AND BUILDING DESIGN 2
Drawn By	SAINT DESIGN
Checked By	MSR
Project Location	
Project Date	
Project Status	
Project Description	
Project Notes	
Project Contact	
Project Email	
Project Phone	
Project Fax	
Project Website	
Project Address	
Project City	
Project State	
Project Zip	
Project Country	

LAYOUT PLAN

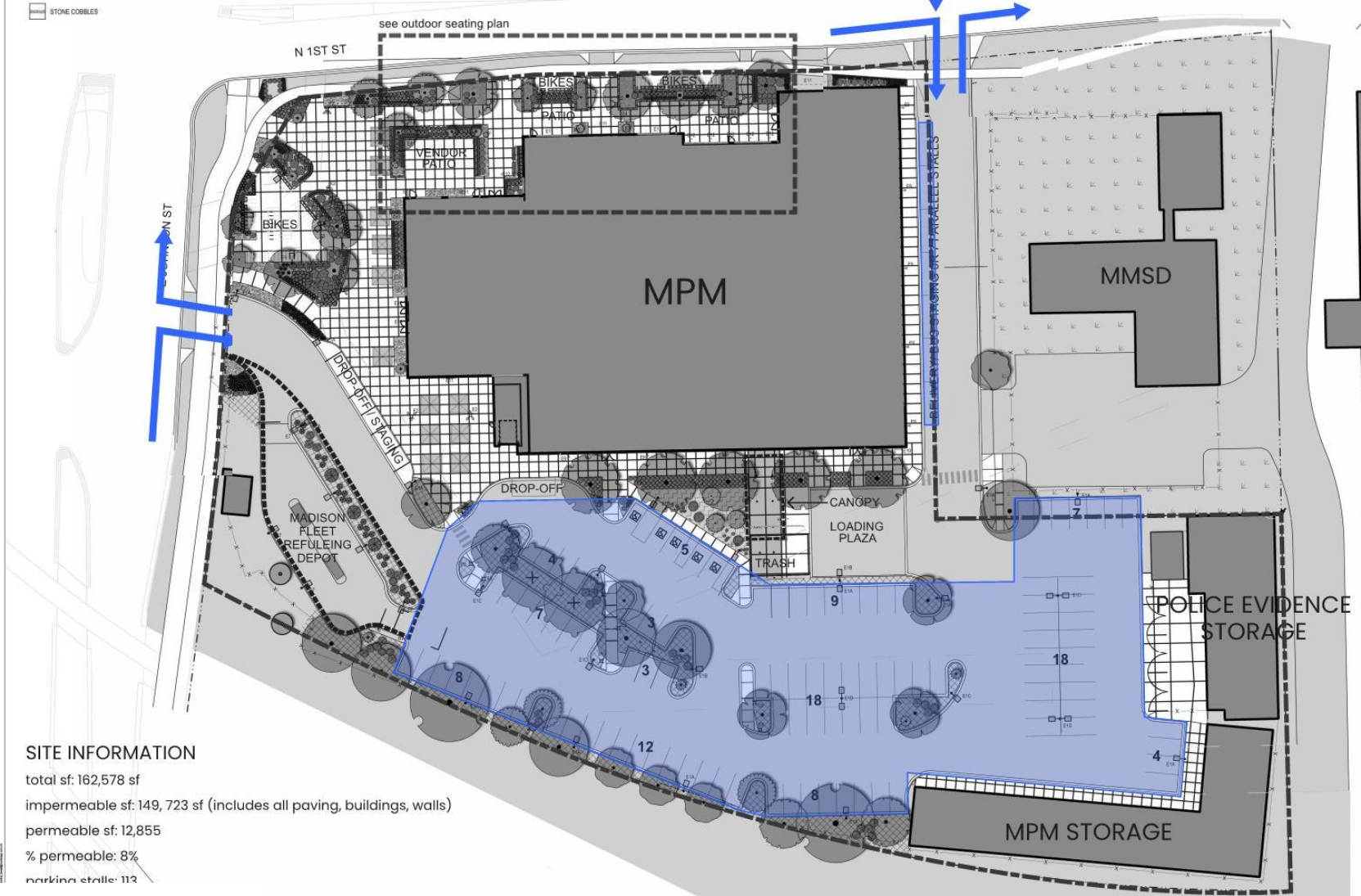
L-3

BUS STOP

NOT FOR CONSTRUCTION

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PARKING (113)

- ARCHITECTURE AND INTERIOR
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 Technology and AV
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- Lighting Design
Mazzetti, Inc. MAZZETTI
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Boelter Premier Boelter premier
 710 Westpark Terrace
 Minneapolis, MN 55425 | 763.344.8800

MADISON PUBLIC MARKET
 200 N First St, Madison, WI 53704

I hereby certify that this plan, specification or report was prepared by me or under my direct supervision and that I am a duly Licensed Architect under the laws of the State of Wisconsin. ARCHITECT SEAL

Signature _____
 Print Name _____
 Date _____
 Title _____
 License Number _____
 State _____

DATE PLOTTED: 20190808
 PLOT BY: MSR
 PLOT FILE: L3.DWG
 PLOT DEVICE: HP PLOT PCL6
 PLOT SCALE: 1/8"=1'-0"

PROJECT NO: 20190008.00
 PROJECT NAME: SITE AND BUILDING DESIGN 2
 DRAWN BY: SAIKI DESIGN
 CHECKED BY: MSR

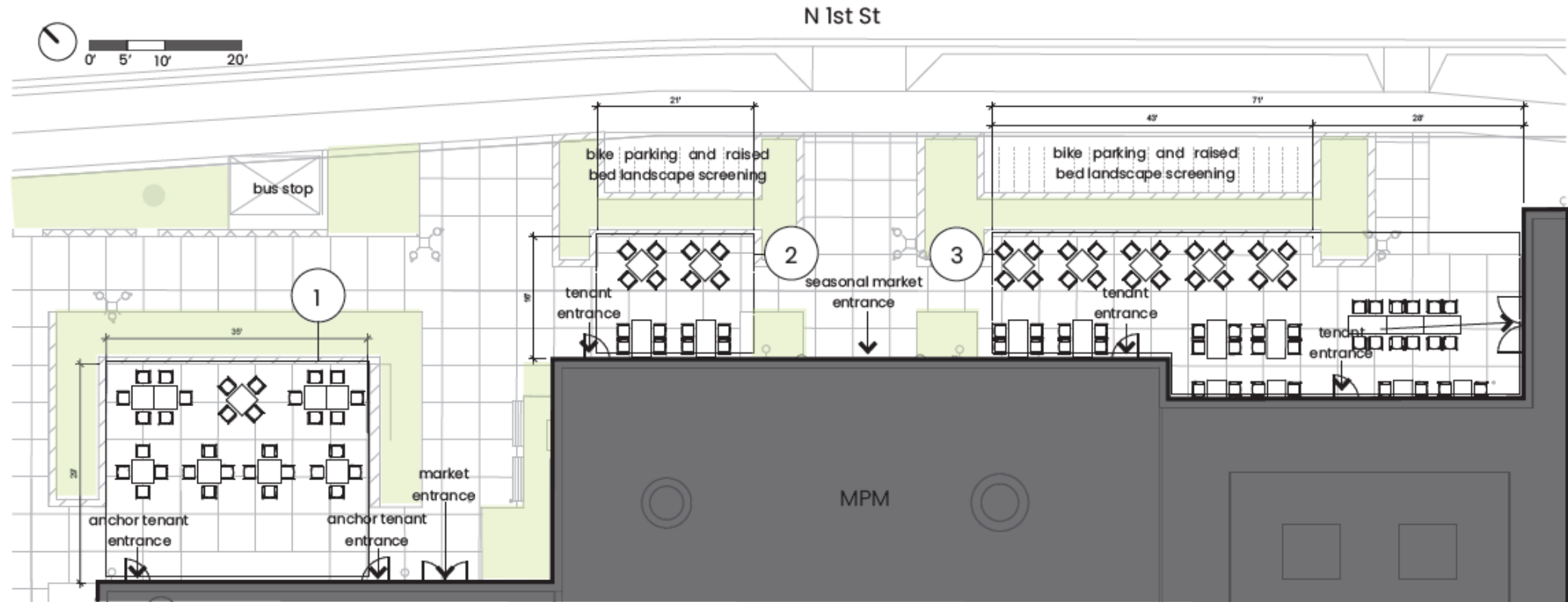
LAYOUT PLAN

L-3

NOT FOR CONSTRUCTION

outdoor seating plan

N 1st St Patio Areas



- | | | |
|--------------------------------|--------------------------|--------------------------|
| 1. anchor tenant private patio | 2. market patio | 3. market patio |
| - 1,015 sf | - 336 sf | - 1,276 sf |
| - 32 occupants as shown* | - 16 occupants as shown* | - 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





Program Plan



