

Public Market Development Committee
Review of Conceptual Design Materials
7/17/17

Design goals at this stage of the design process:

1. Design is leading toward a market that will be successful for the businesses who occupy it (including sufficient visibility, access, parking, infrastructure)
2. Space and features that will help create a stronger food system
3. Blend of indoor and outdoor space with opportunities for events
4. Lays the foundation for a "market district"
5. Desirable Visual Character
 - a. Inclusive and welcoming
 - b. Design that is visually iconic, interesting
 - c. Authentically Madison
 - d. Simple and agrarian in style with affordable and durable materials