

Madison Public Market – Site Plan Comparisons

For PMDC Discussion on June 1, 2017

	<p>Previous Site Plan</p> 	<p>New Site Plan</p> 	<p>Fleet Site</p> 
<p>Visibility</p>	<ul style="list-style-type: none"> • Inbound E. Wash – The market is blocked from view until you pass the commercial building. • Outbound E. Wash – Visible presence on the park, but viewed across three lanes of traffic and a median. • First Street – No visibility 	<ul style="list-style-type: none"> • Inbound E. Wash - Vehicles would see the Public Market on the corner. • Outbound E. Wash – The residential building would block the market until vehicles get to a point where the angle provides a few. • First Street – Good visibility from all directions 	<ul style="list-style-type: none"> • Good visibility on Johnson/First • Poor visibility from E. Wash
<p>Access</p>	<p>RIRO from E Wash for inbound cars. Full four-way access from First Street. The First Street access point is not visible to the Market. The inbound E. Wash right onto Market Lane requires making the decision to turn into the market before you see the Market.</p>	<p>The presence on the corner makes both the full entrance at First and the RIRO from E. Wash work well.</p>	<p>Driveways from First Street and Outbound Johnson Street. First Street driveway is tightly-located to Johnson</p>
<p>Parking</p>	<p>Ramp down to the under-building parking is located away from the Public Market. Could feel inconvenient/unclear. The surface lot/plaza would provide a few spaces for both the market and the private retail.</p>	<p>Parking is provided in one under-building tray, surface lot on MMSD, and parking along Market Lane. Access to underground parking behind market.</p>	<p>Requires all surface parking provided on the back of the property.</p>
<p>Loading</p>	<p>No logical place for a loading dock or staging area. The loading area would likely need to infringe on the Central Plaza</p>	<p>Loading can work on the back of the site, toward First/Mifflin. Trucks can stage and load here and then exit back out to First or circulate out E. Wash.</p>	<p>Ability to reuse existing large overhead doors for loading. Good truck turnaround areas</p>
<p>Connection to park and river</p>	<p>The market would have a proud, visible presence on the park. Ped connection at Central Plaza requires RR approval.</p>	<p>Less of a clear connection to the park. Pedestrian link made at the existing legal crossing along East Wash.</p>	<p>Would require pedestrian access over rail. Otherwise, only access would be along Johnson</p>
<p>Operational Viability</p>	<p>Amount of space and general floor plan consistent with the Business Plan</p>	<p>Amount of space and general floor plan consistent with the Business Plan. The Food Innovation area is better positioned. More convenient access and visibility likely translates to higher sales.</p>	<p>Consistent with business plan.</p>
<p>Welcoming to All</p>	<p>The Public Market connection to the park may make it feel more public and more welcoming</p>	<p>The Public Market is more integrated with the private spaces. Needs thoughtful design to feel welcoming.</p>	<p>The “vibe” of an old Fleet Building can work well as feeling welcoming.</p>
<p>Iconic Presence</p>	<p>Public Market can have an iconic architectural presence on the park.</p>	<p>Public Market can have an iconic architectural presence on the hard corner – will require that the private retail space and the Public Market are designed as one building that “reads” Public Market</p>	<p>Would require some architectural treatment to the building.</p>
<p>Bike/Pedestrian Access</p>	<p>If mid-block rail crossing is achieved, the bike and pedestrian access works well.</p>	<p>The crossings of First and East Wash are difficult. Thought needs to be given to the connections to the surrounding neighborhoods.</p>	<p>Similar to other options</p>
<p>Food Innovation Center</p>	<p>The food infrastructure space is a bit awkwardly located next to plaza</p>	<p>The food innovation area works well. It is both visible on First and also feels like part of the “back of house” area of the market.</p>	<p>A portion of the building could provide for these uses. Precludes opportunity to use the Fleet Building for larger-scale food hub.</p>
<p>Costs</p>	<p>Will require investing in both the Public Market and the parking. Increment from private development can help offset parking.</p>	<p>Will require investing in both the Public Market and the parking. Increment from private development can help offset parking.</p>	<p>Business Plan analysis indicated that retrofit of Fleet Building would be expensive.</p>
<p>Timeline</p>	<p>2019</p>	<p>2019</p>	<p>2021/22 depending on Fleet relocation</p>