

FUTURE PHASES

PHASE 1

Area 5

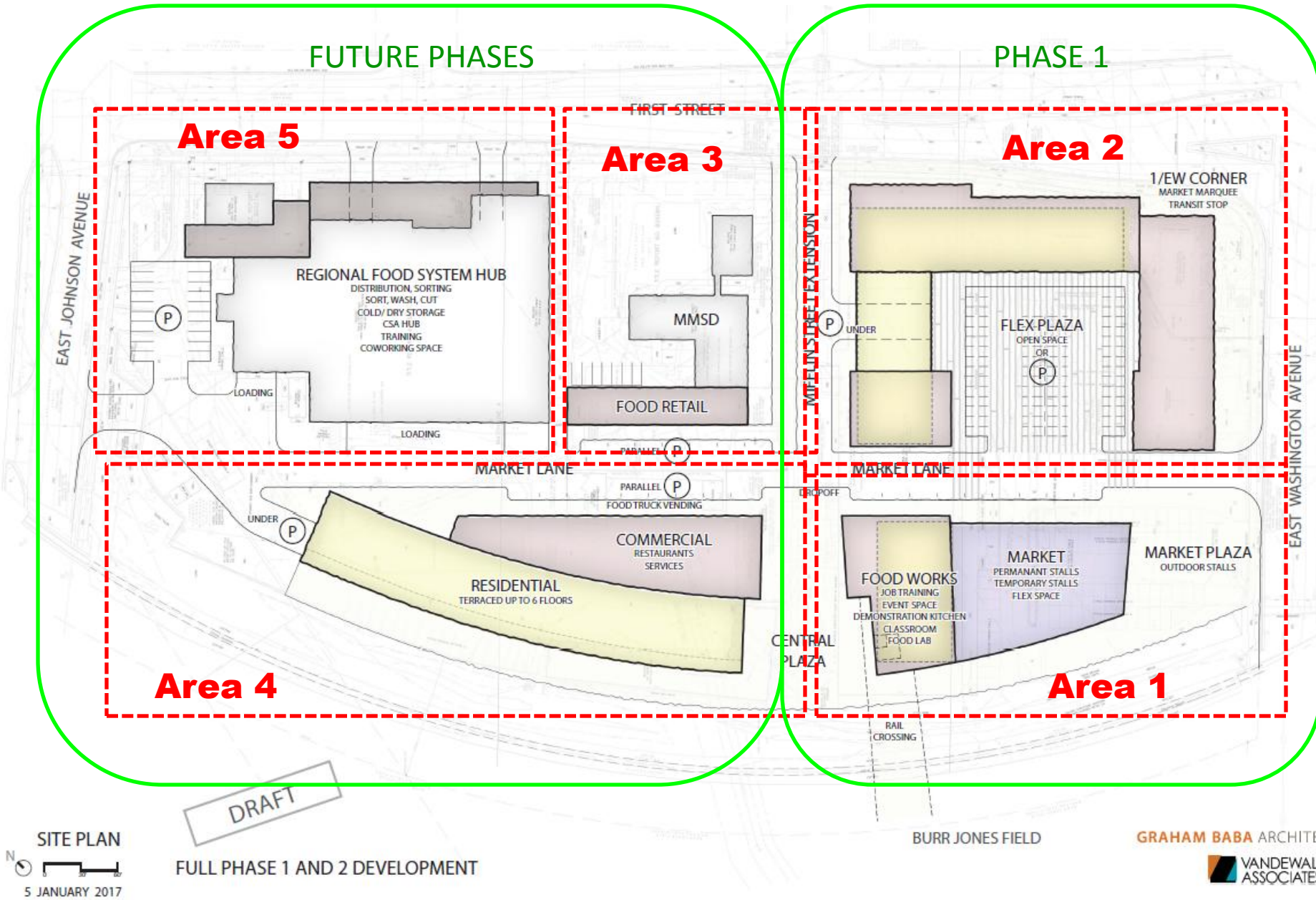
Area 3

Area 2

Area 4

Area 1

DRAFT



Public Market “Site Design Confirmations”

For Public Market Development Committee – 1/5/17

The following are current “working assumptions” to guide the final site design for the Public Market and surrounding redevelopment. These are based on feedback from the Community provided at the Public Workshop on November 3, input from the Local Food Committee (Public Market Development Committee), input from City Staff from various agencies, and input from the prospective private developers who own the Washington Plaza Shopping Center

PHASE 1

Area 1: Public Market

- a. The Public Market will be developed on this site. The Market will have frontage on E. Wash with a possible small plaza separating it from the street edge. The market will front the railroad with views toward the park
- b. In general, the Public Market building will incorporate the overall mix of uses identified in the Public Market Business Plan and will be consistent with the operating model the business plan describes.
- c. The City will work with the WisDOT Commissioner of Railroads to pursue a mid-site, at-grade pedestrian crossing over the railroad tracks and into Burr Jones Park. If that crossing is not possible, the bike/pedestrian access into the site will be accommodated along E. Wash and E. Johnson
- d. The City will explore partnerships to incorporate food related job training, events, demonstration kitchen, foodlab space, etc. (labeled “FoodWorks” on the site plan), as discussed in the Public Market Business Plan
- e. There will be a central plaza on the site at the apex of the arc created by the railroad tracks

Area 2: Mixed-use private development project

- a. The corner of E. Wash and First Street will have a redevelopment project including commercial and residential space. This project will be financed, designed, and developed privately. The City will establish a partnership with the developer through a development agreement.
- b. This project will be subject to all of the City’s standard land use entitlement processes, and include opportunities for additional public input as the design moves forward
- c. There will be a shared road/drive through the site, connecting E. Washington and E. Johnson and separating the Public Market site from the Private Development site. This drive will include short term at-grade parallel parking. This parking drive will also serve as an outdoor event space for festivals, food cart rallies, out-door pop-up markets, etc.
- d. Mifflin Street will be extended into the site to provide access from First Street.

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Area 3: MMSD

- a. The Madison Metropolitan Sewerage District Pump #1 facility will remain at this location and its operations will not be significantly impacted
- b. The City will work with MMSD to possibly incorporate public market related features on this property (additional parking, small scale food retail, gardens, etc.) if possible.

Area 4: Phase 2 Private Development Project

- a. Once this area is vacated by the City's Fleet Services operation, the City will explore partnering with a private developer on a redevelopment of this site, likely to include commercial space and residential

Area 5: Regional Food System Hub

- a. The City will work with partnering food system businesses and organizations to create a plan to convert the Fleet Services building into the "Regional Food System Hub" once Fleet Services has relocated.
- b. This facility would include space for food distribution/sorting, food processing, cold storage, dry storage, a CSA hub, space for "virtual farmers markets", space for wholesale produce sales to restaurants, etc.