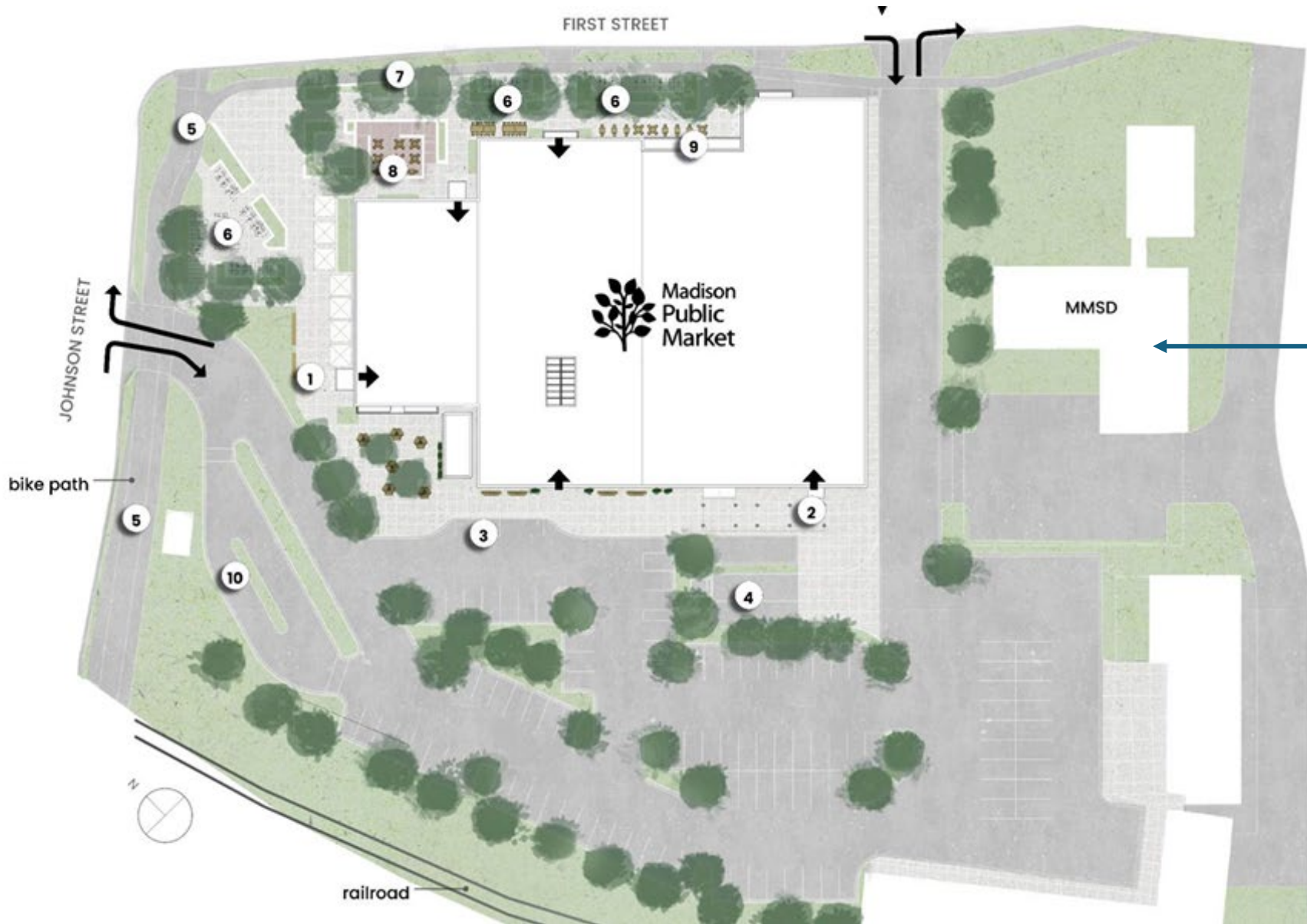


# Madison Metropolitan Sewerage District

- Our mission is to protect public health and the environment.
- We do that by collecting and conveying wastewater to the Nine Springs Plant for treatment (40 million gallons per day)
- This critical community service can often be hidden.
- Investing in awareness & community education on proper use of the wastewater system is critical to operations and keeping rates low in the long term.



# Public Market & MMSD - Neighbors



Madison Metropolitan Sewerage District

**Pumping Station 1  
HERE**

**Public Market is on  
the site of the very  
first wastewater  
treatment plant in  
Madison.**

# MMSD/Madison Public Market Educational Bathrooms Partnership

## Project Goals

- create engaging spaces that make the invisible (wastewater) visible
- foster connections with water
- captivate, stimulate curiosity and encourage behavior change
- educate about wastewater system to protect infrastructure, the environment, prevent disruptions and optimize cost savings for ratepayers.



# MMSD/Madison Public Market Educational Bathrooms Partnership

## Background

The District has been in conversation with the City & Public Market representatives about how to bring this vision to reality for a few years. The agreed upon route:

1. The District commits to fully funding design and install
2. A Memorandum of Agreement between the District & Public Market Foundation signed, specifying that following install, all bathroom components are going to be owned and maintained by the Madison Public Market Foundation.
3. The design is being thoughtfully created so that it is non-permanent and bathrooms will be returned to the original condition if MPMF ever leaves the facility.



# MMSD/Madison Public Market Educational Bathrooms Partnership

## Project Timeline

- The District's Commission has already endorsed this project and authorized contract for design and install
- Currently in preliminary design phase (conceptual design sketches, themes attached).
- Design will continue to evolve through collaboration between Public Market representatives, City and District staff. Goal is to have the project completed for the opening of the public market Q2, 2025.



# MMSD PUBLIC MARKET BATHROOMS



01.06.25

# WHERE ARE WE?

## DISCOVER

- Intake all client provided research and background
- On-site and external research
- Meet with project team to clear up any questions, and begin discovering connections and themes

## CONCEPT

- Explore visuals and sketch concepts
- Weave together visual story lines
- Meet to narrow focus of concepts

## VISUALIZE

- Develop visuals to illustrate chosen concept directions
- Define style and art direction
- Refine with team to final direction

## DELIVER

- Compositing of final concept for delivery
- Final Technical / Construction Drawings
- Production, Manufacturing and Construction

## AGENDA

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**THE SPACE**  
**THE THEMES**  
**THE STALLS**  
**GARBAGE CANS**

## GOALS

---

**GENERAL TRAJECTORY**



MADISON PUBLIC MARKET BATHROOMS

# THE SPACE

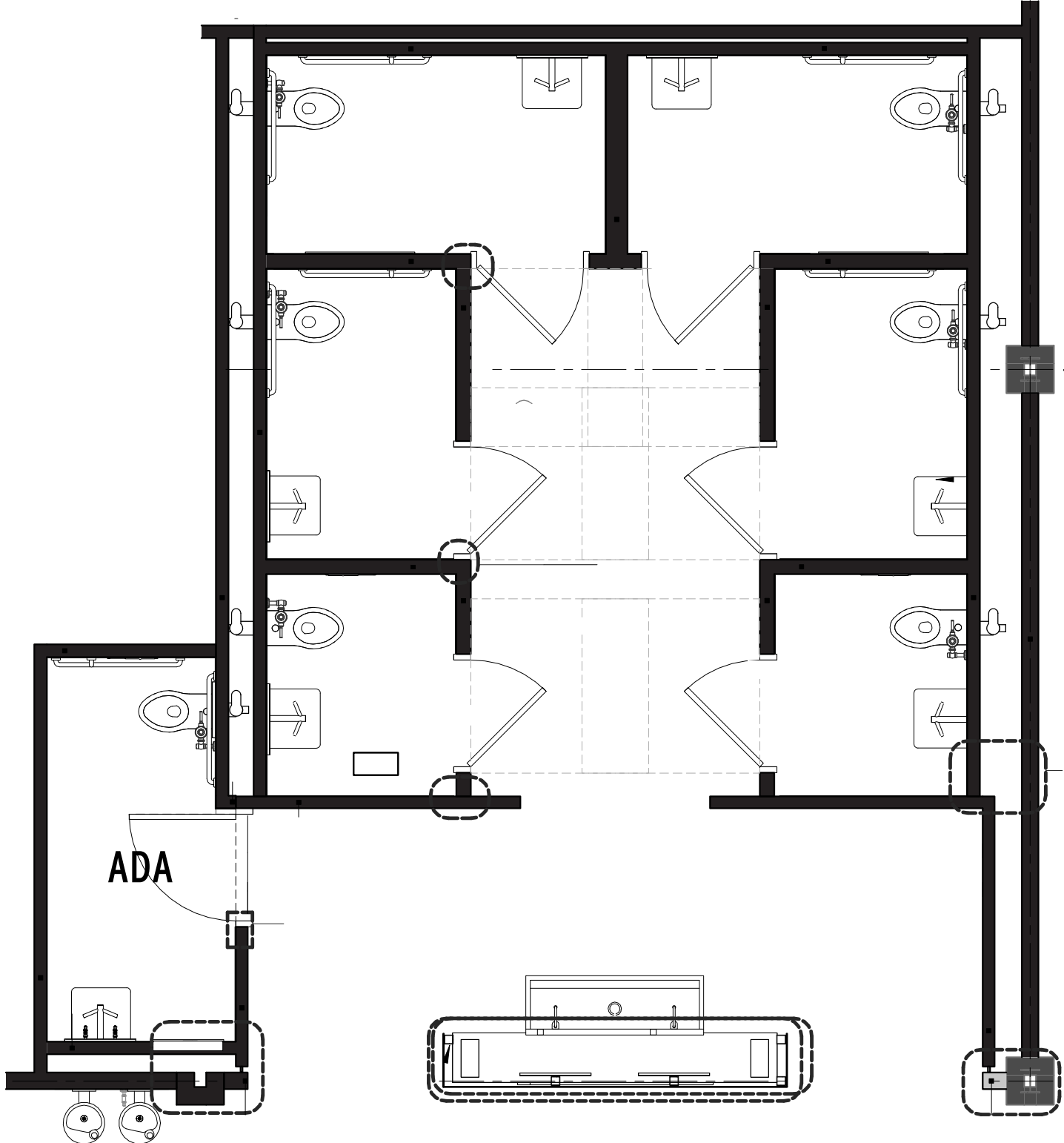
# FLOOR 1

7 STALLS

1 ADA STALL

1 HAND WASH

2 BUBBLERS

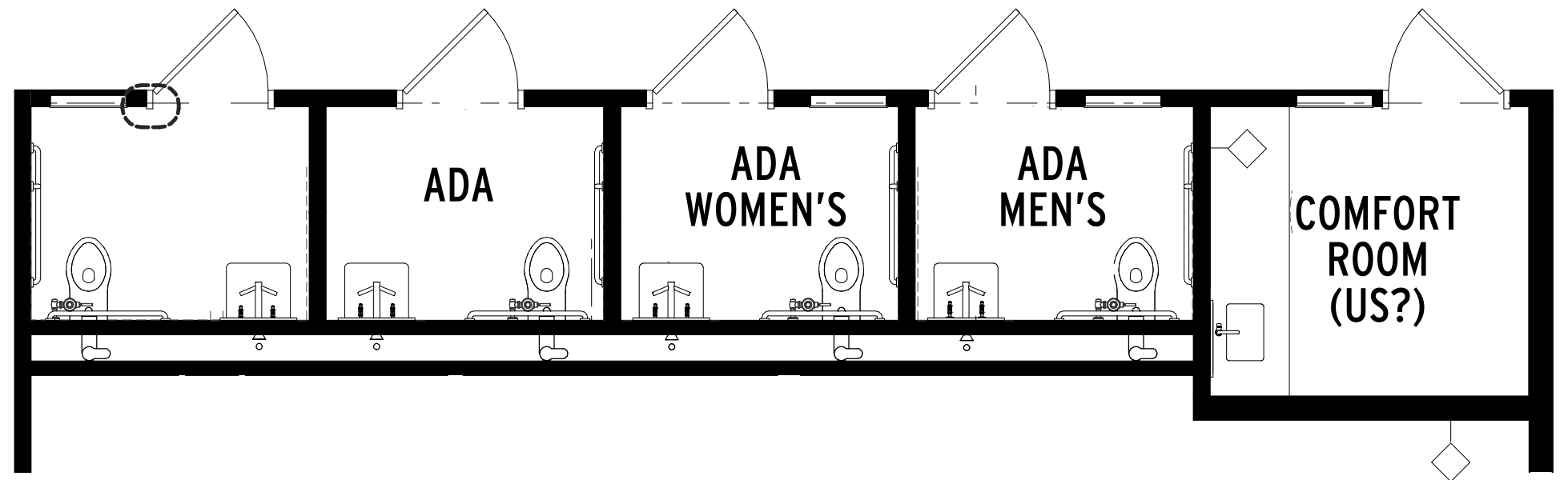
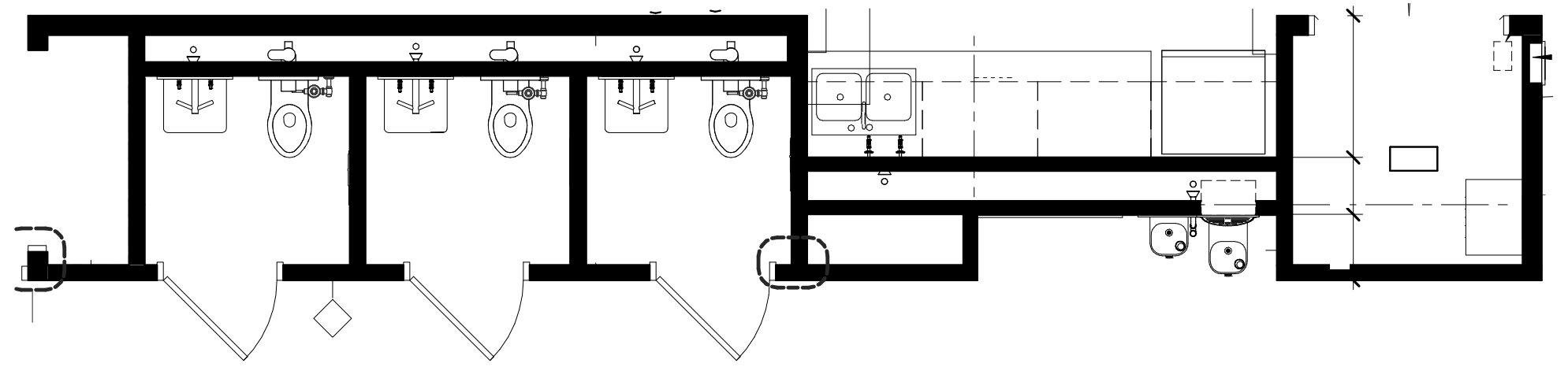


# FLOOR 2

7 STALLS

3 ADA STALLS

2 BUBBLERS





**1ST FLOOR MESSAGING AREAS**





**1ST FLOOR MESSAGING AREAS**





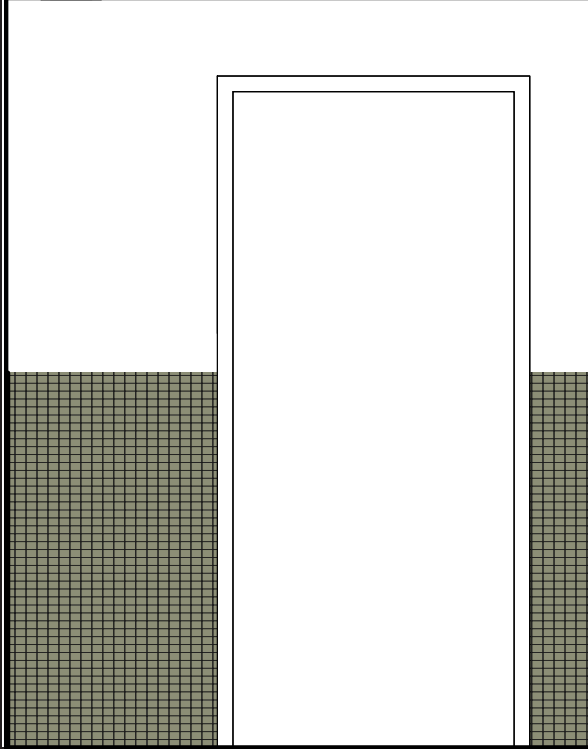
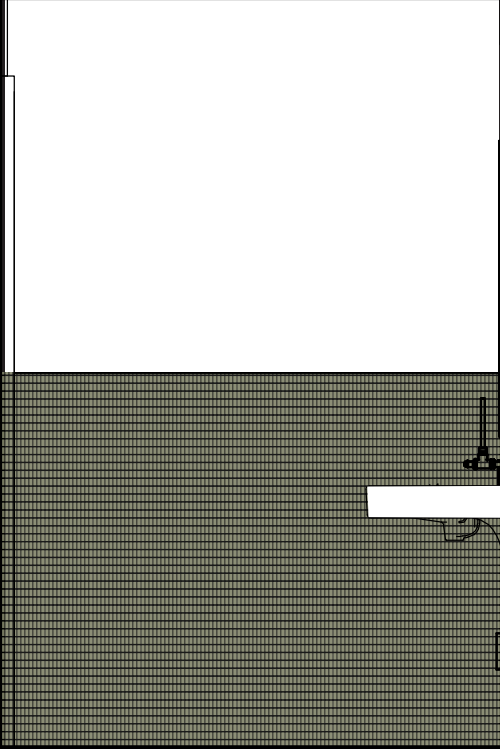
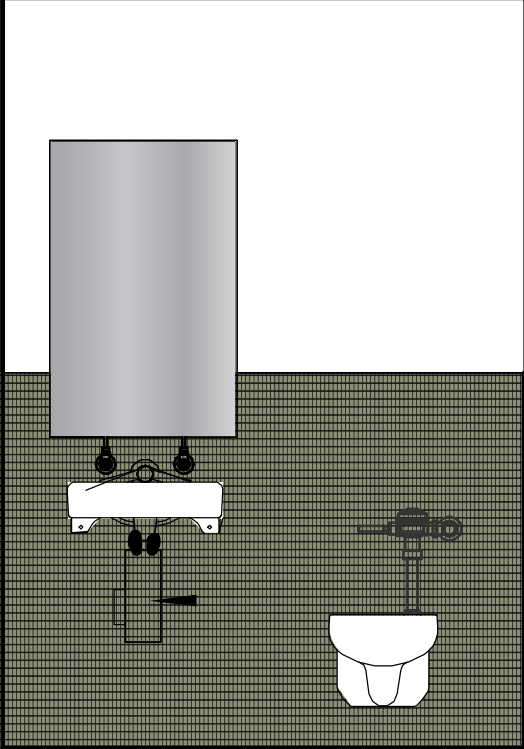
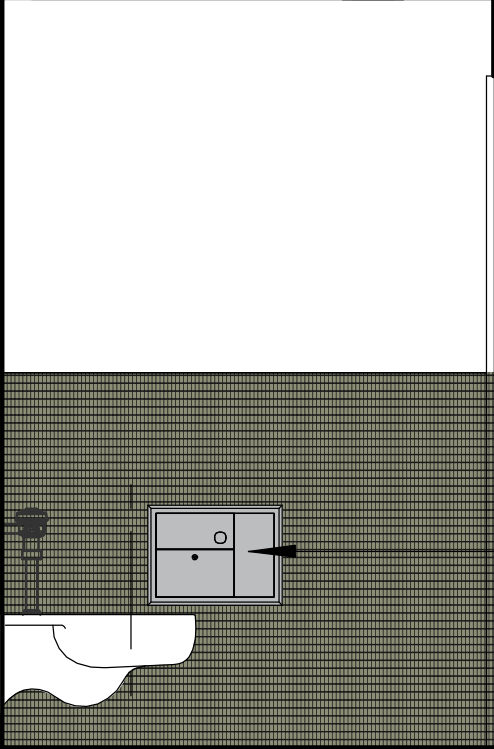
**1ST FLOOR MESSAGING AREAS**





**2ND FLOOR MESSAGING AREAS**

# TYPICAL STALL



**OPPORTUNITIES**

**UPPER WALLS  
MIRRORS  
DOOR JAMB**

**TRASH CAN  
BACK OF DOOR  
APER DISPENSERS**

# STALL MESSAGING AREAS



MADISON PUBLIC MARKET BATHROOMS

# THE THEMES

# **WHERE WILL YOU GO?**

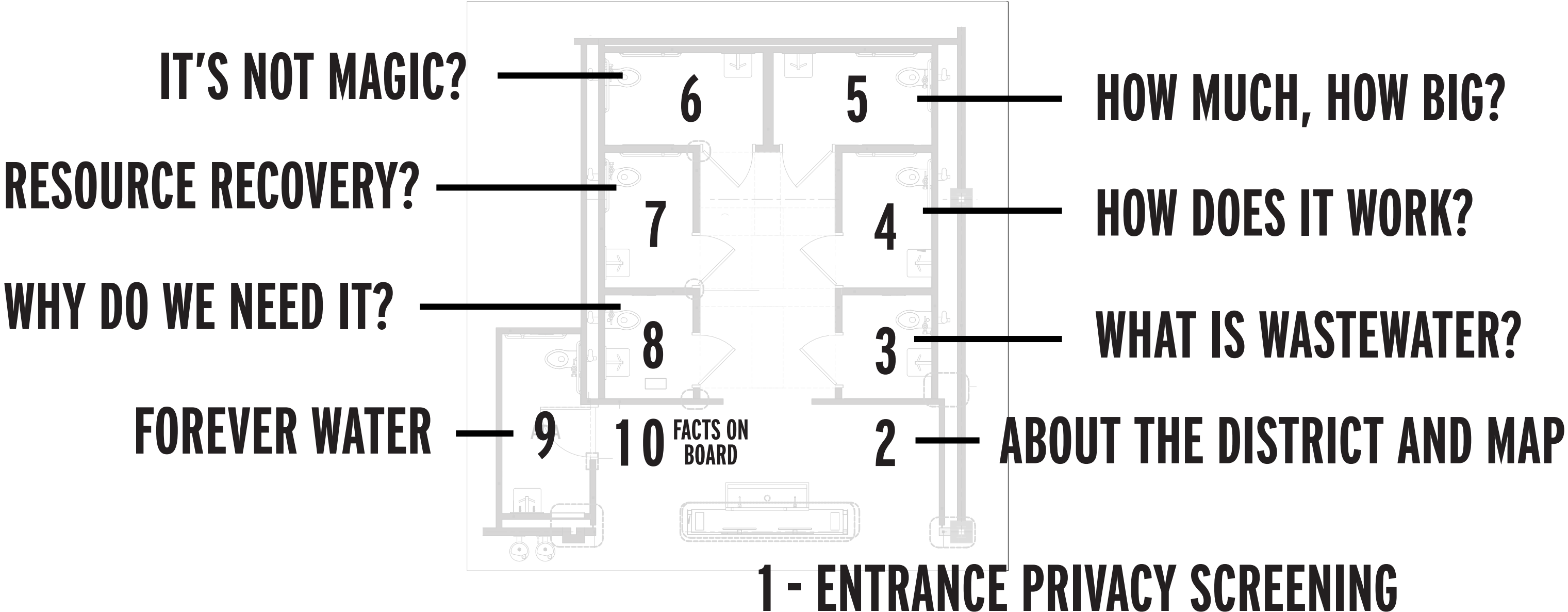
**(THE BUILT ENVIRONMENT / 1ST FLOOR)**

**VISUAL LANGUAGE WITH CONNECTION TO THE PLANT**

**JUST ONE STOP IN A VAST SYSTEM**

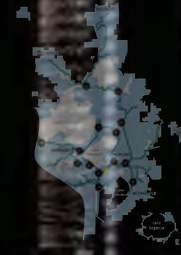
**CHOOSE YOUR OWN ADVENTURE**

# THE BUILT ENVIRONMENT



IF YOU WANT  
TO FIND HAPPINESS,  
FIND GRATITUDE.

WHERE WILL  
YOU GO?





**WHERE WILL  
YOU GO?**





YOU WANT  
FIND HAPPY  
AND GRATITUDE  
EVE MARA















# **EMBRACE THE CAN**

**(CITIZEN ACTION / 2ND FLOOR)**

**WE CAN USE LESS SALT**

**WE CAN PUT COOKING GREASE IN ITS PROPER PLACE**

**WE CAN HELP THE SYSTEM WORK**

# YOU CAN

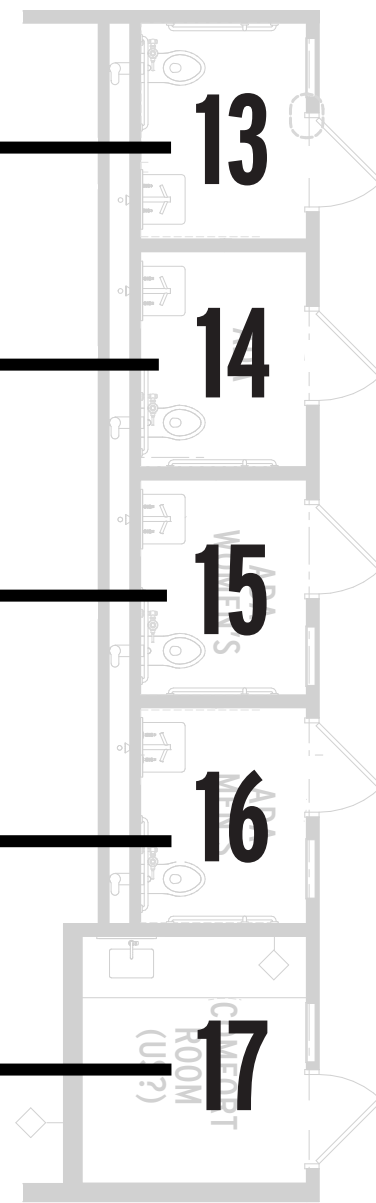
**YOU CAN BE A WATER ADVOCATE** — 13

**YOU CAN BE A LAKE PROTECTOR** — 14

**YOU CAN CONSERVE WATER** — 15

**YOU CAN WORK WITH US** — 16

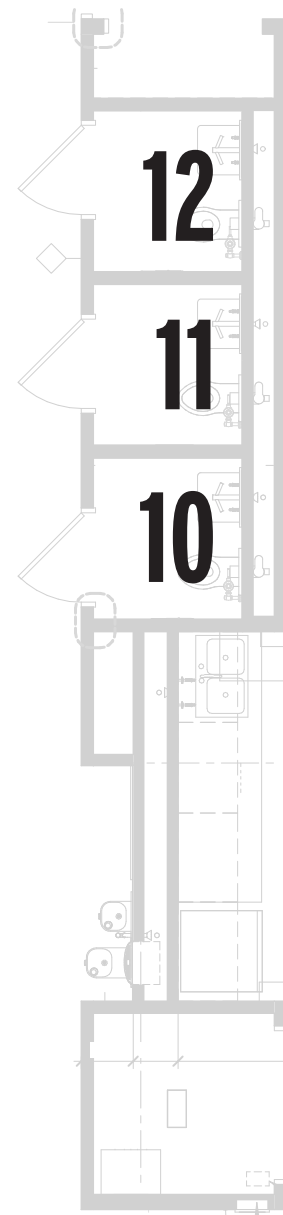
**FOREVER WATER** — 17



**12** — **YOU CAN BE A CHAMPION FLUSHER**

**11** — **YOU CAN PREVENT POLLUTION**

**10** — **YOU CAN KEEP IT FRESH**













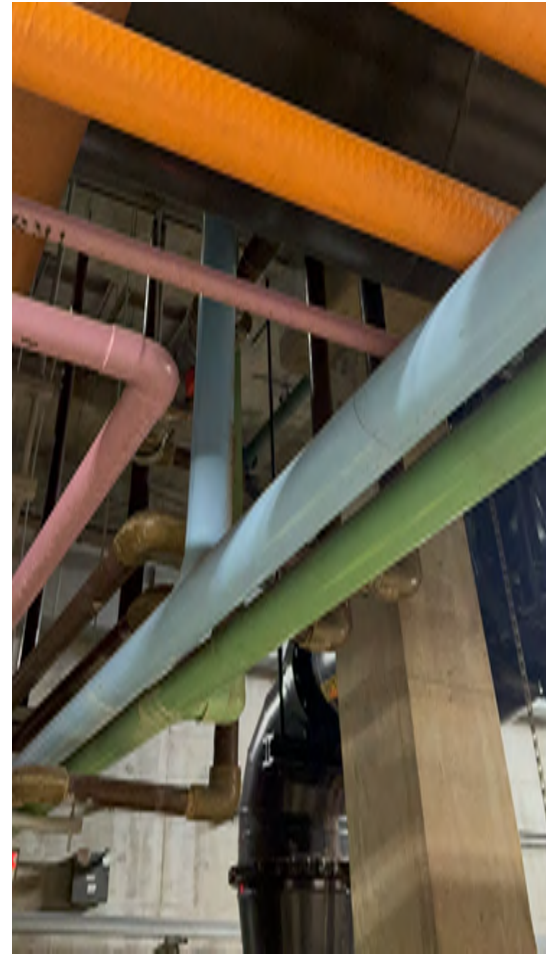






MADISON PUBLIC MARKET BATHROOMS

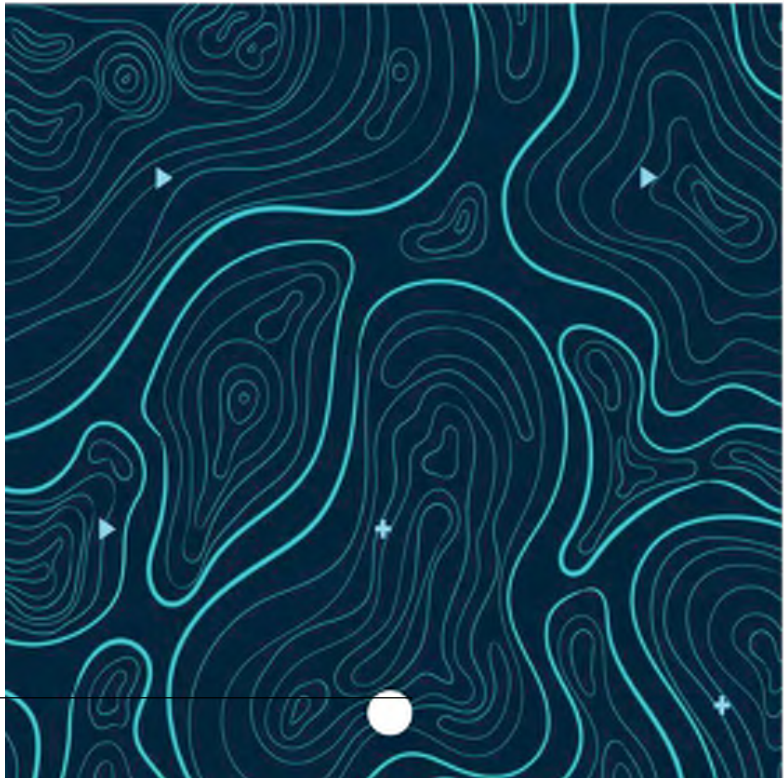
# THE STALLS



# PIPE DESIGN / PIPE LETTERFORMS







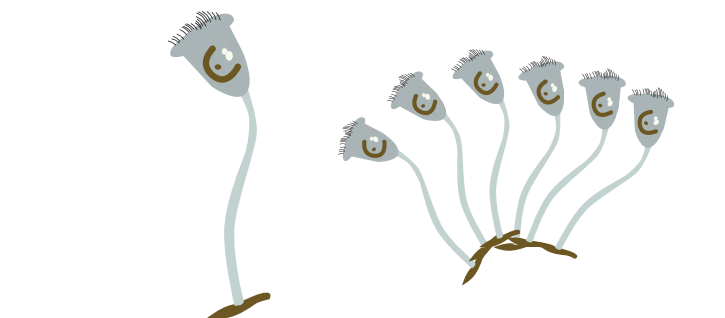
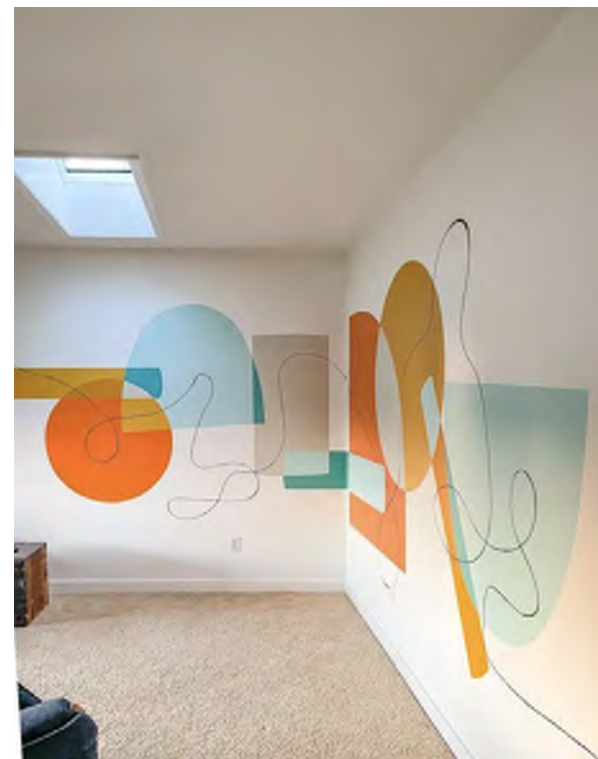
## CUSTOM GRAPHICS / PATTERNS







# LARGE SCALE GRAPHICS

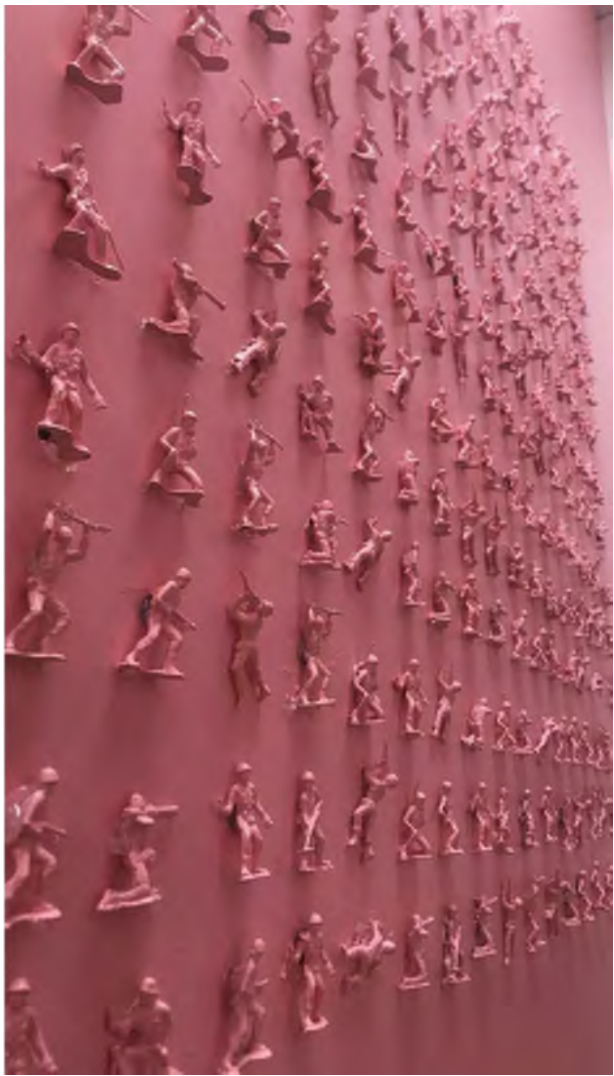




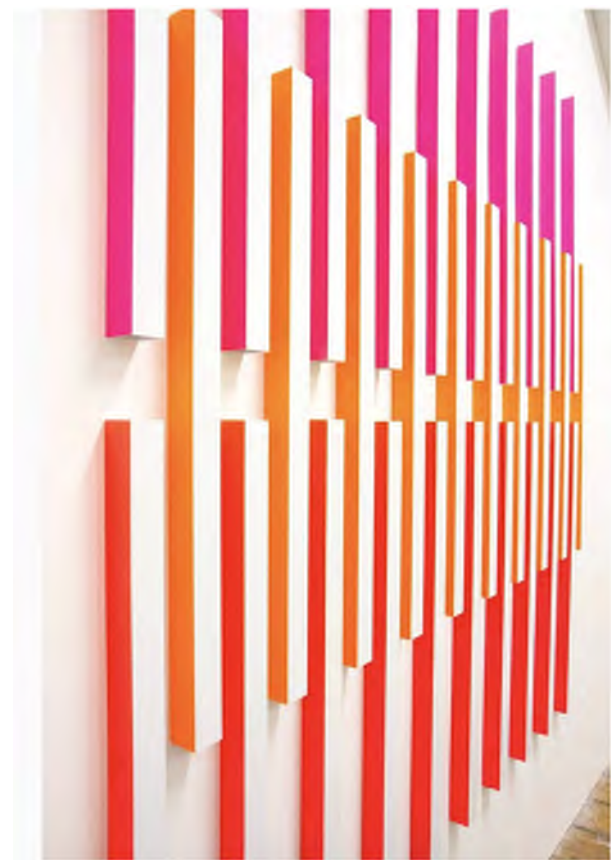
# TYPE DRIVEN GRAPHICS







## REPEATED OBJECTS



0:25

**DISCUSSION + FEEDBACK**