

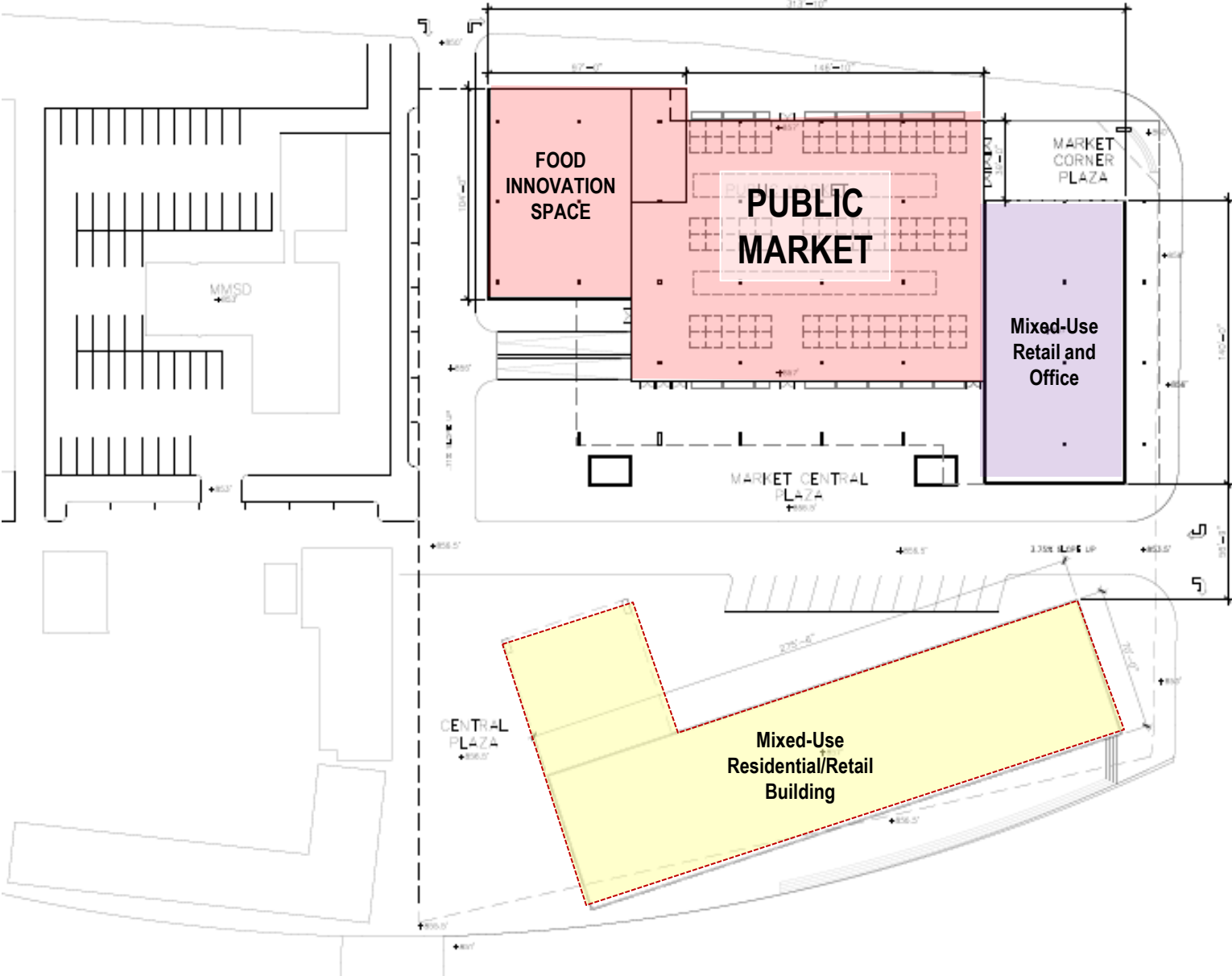


MADISON PUBLIC MARKET

9 Proposed Changes to the Site Plan
Based on PMDC Input on May 4, 2017

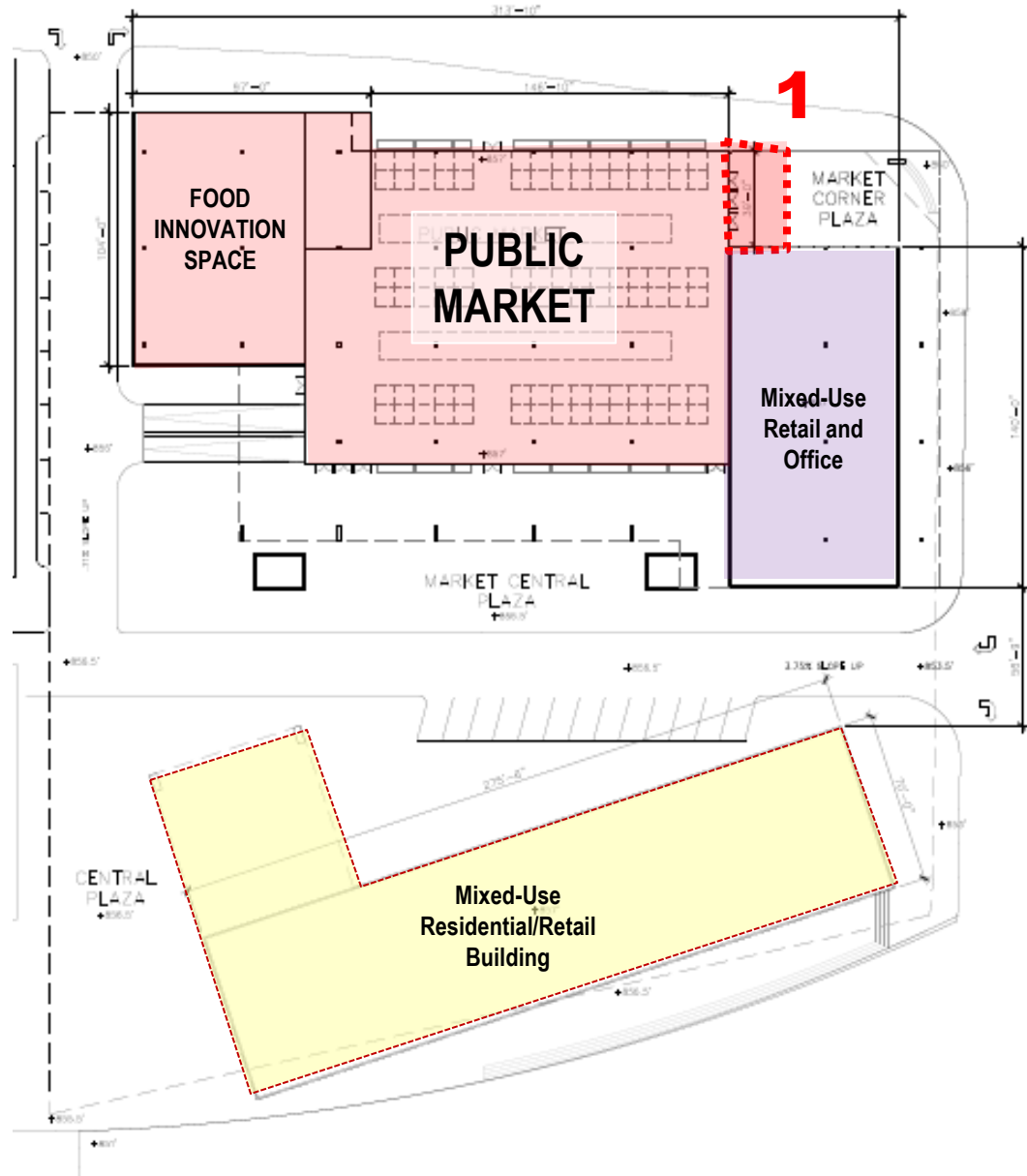
Draft for discussion on June 1, 2017

Site Plan Presented to PMDC on May 4, 2017



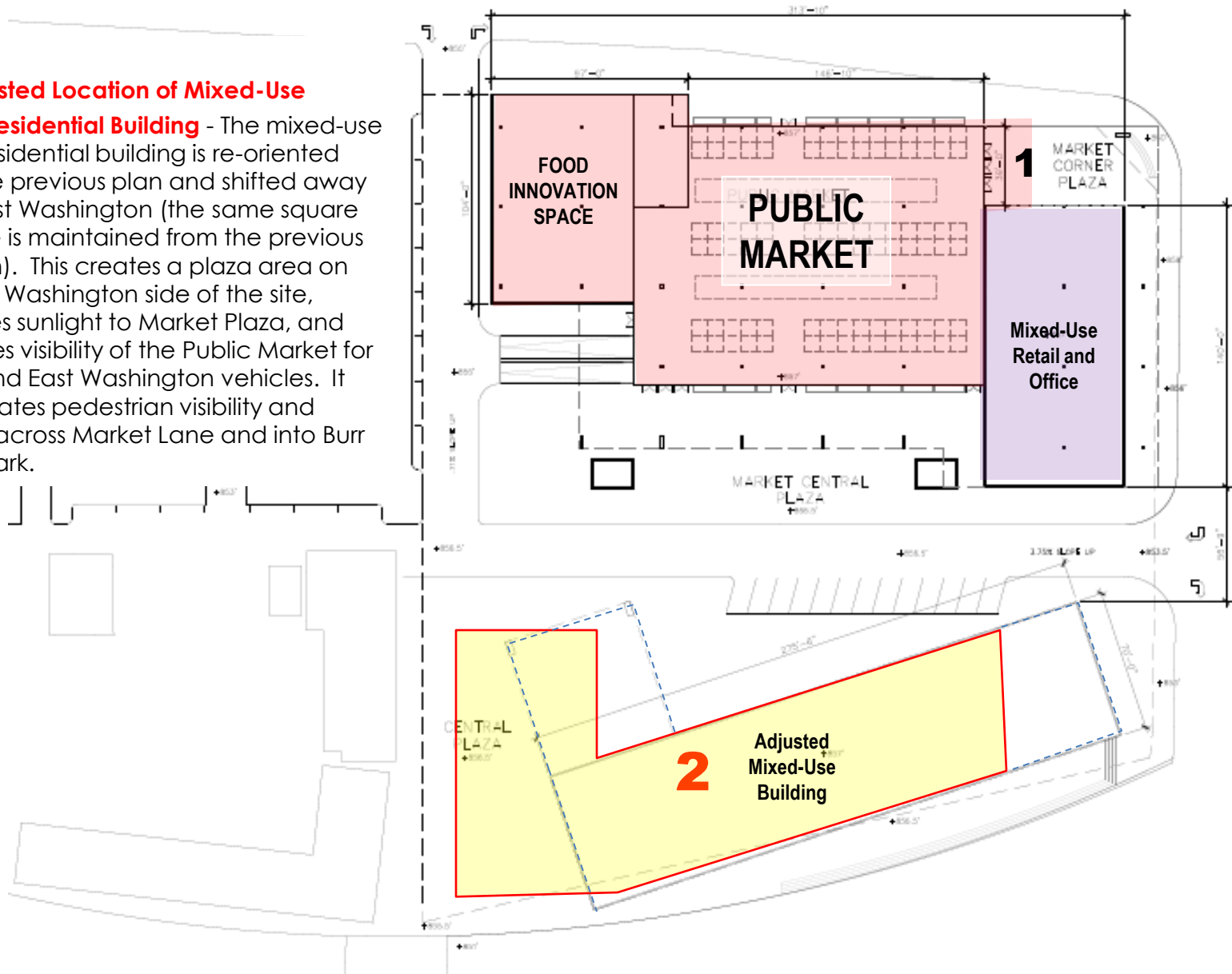
9 Changes:

1 Public Market Extension - The upper right corner of the Public Market building is extended, reducing the size of the "Corner Plaza" and bringing the market closer to East Washington. The Public Market "holds the corner" with a strong presence at the most visible location on the entire site. Vehicles on East Washington (80,000 per day), vehicles on First Street coming from Johnson (17,000 per day), and vehicles on First Street coming from Williamson Street (10,000 per day) all converge with clear sight lines to this corner and a prominent architectural presence. In the previous plan, the Corner Plaza was approximately 40' X 70', with an additional 15' setback. This created about 3,000 SF of outdoor space. The extension of the building would bring about 800 square feet of that space inside the Public Market and reduce the size of the plaza. In addition to an entry, this area could be leased to an anchor tenant or used to create a gallery or exhibit space. The overall position of the Public Market at the corner provides improved access, parking, loading, and visibility. The details of this space will need to be designed to accommodate internal circulation and access to both the retail building and the Public Market

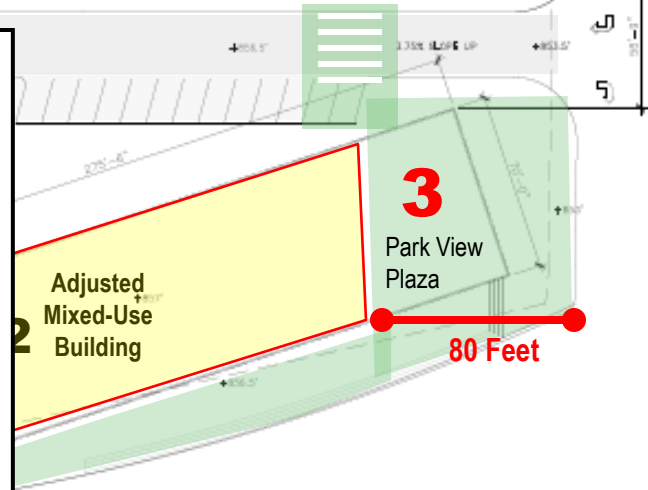
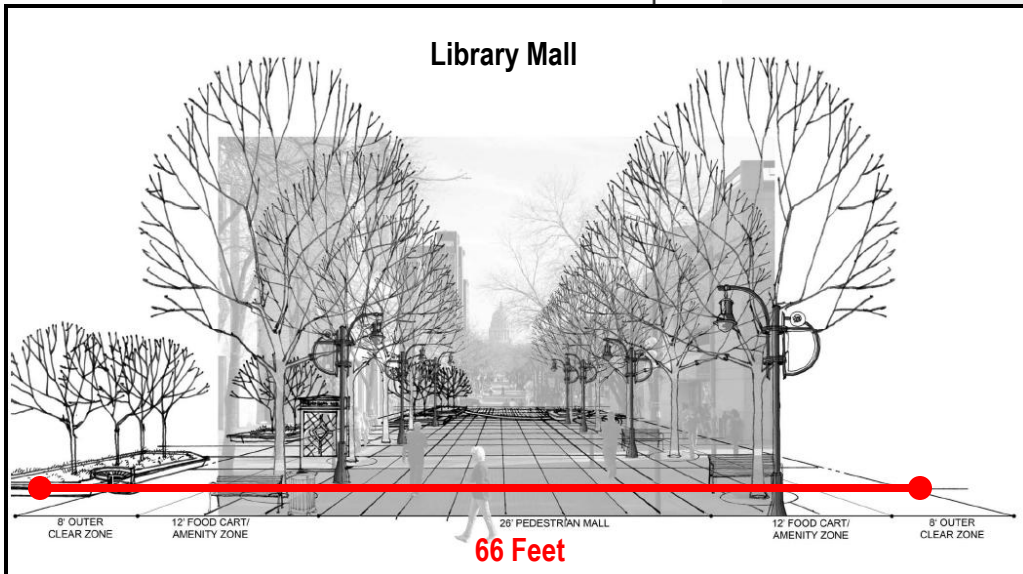
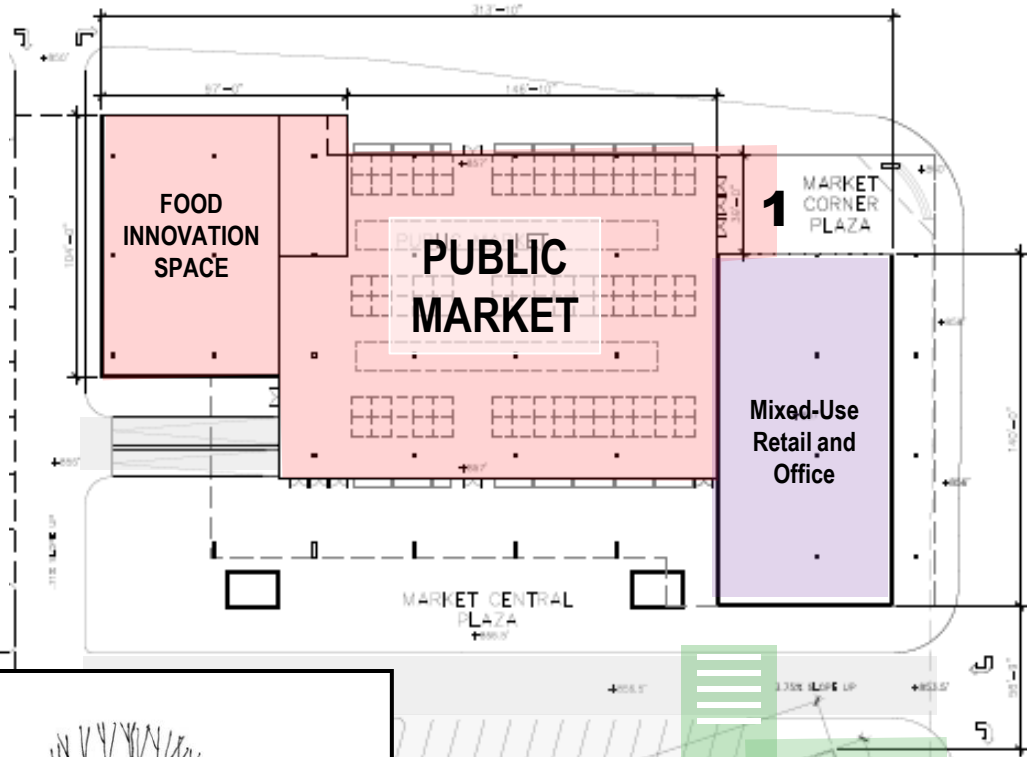


2 Adjusted Location of Mixed-Use

Retail/Residential Building - The mixed-use retail/residential building is re-oriented from the previous plan and shifted away from East Washington (the same square footage is maintained from the previous site plan). This creates a plaza area on the East Washington side of the site, improves sunlight to Market Plaza, and increases visibility of the Public Market for outbound East Washington vehicles. It also creates pedestrian visibility and access across Market Lane and into Burr Jones Park.

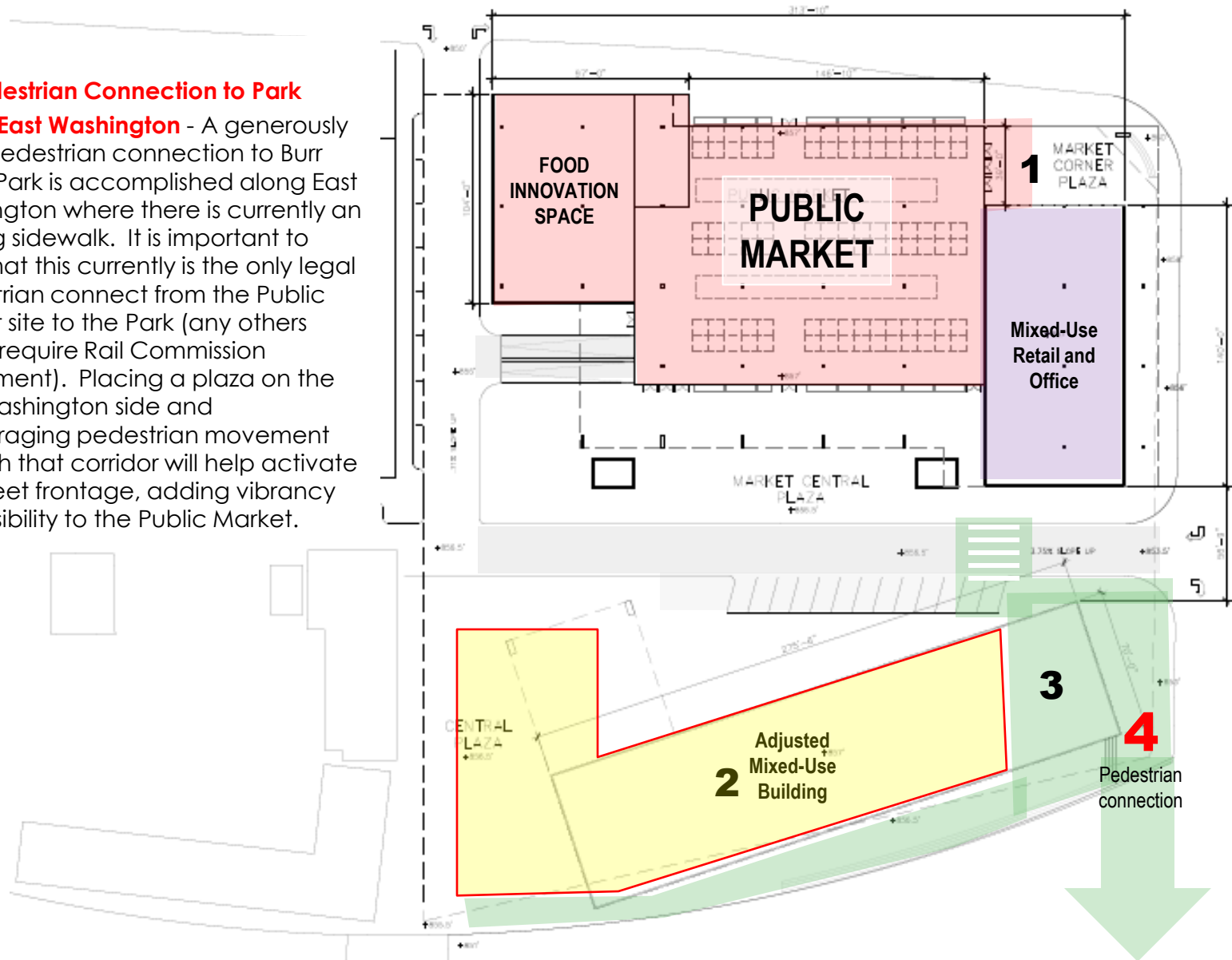


3 Park View Plaza - By moving the mixed-use building away from East Washington, the plan creates a plaza area on the East Washington side of the site. This would be a public area, but could include seating and amenities serving tenants of the mixed-use building. For example, an end cap restaurant in the mixed-use building could have an outdoor sidewalk café space in this public patio. With about 80 feet of width between the curb of East Washington and the mixed-use building, this could be a multi-use plaza that is protected from the street and includes bike and pedestrians passing through, food carts, outdoor seating, and space to linger.

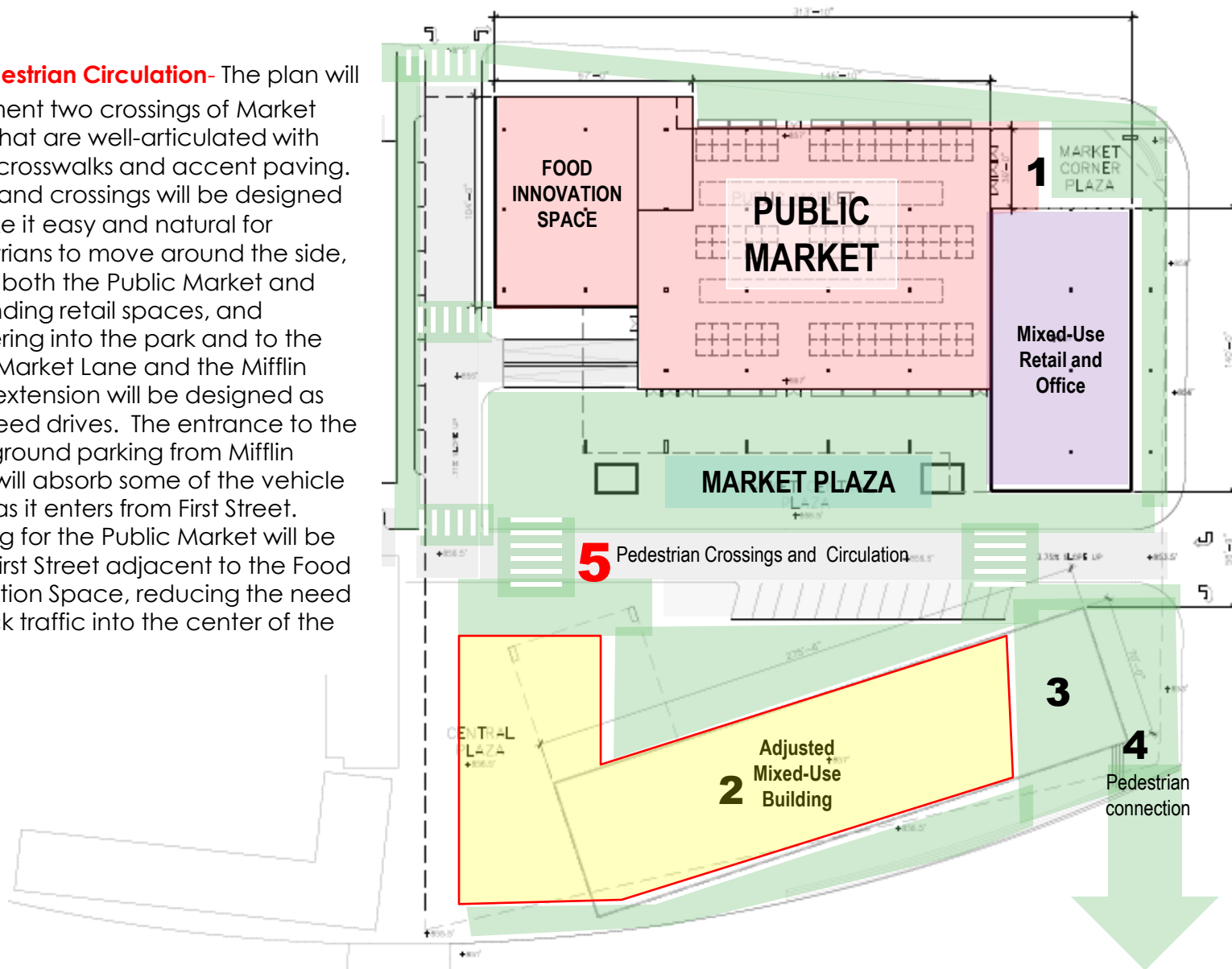


4 Pedestrian Connection to Park

Along East Washington - A generously wide pedestrian connection to Burr Jones Park is accomplished along East Washington where there is currently an existing sidewalk. It is important to note that this currently is the only legal pedestrian connect from the Public Market site to the Park (any others would require Rail Commission agreement). Placing a plaza on the East Washington side and encouraging pedestrian movement through that corridor will help activate the street frontage, adding vibrancy and visibility to the Public Market.

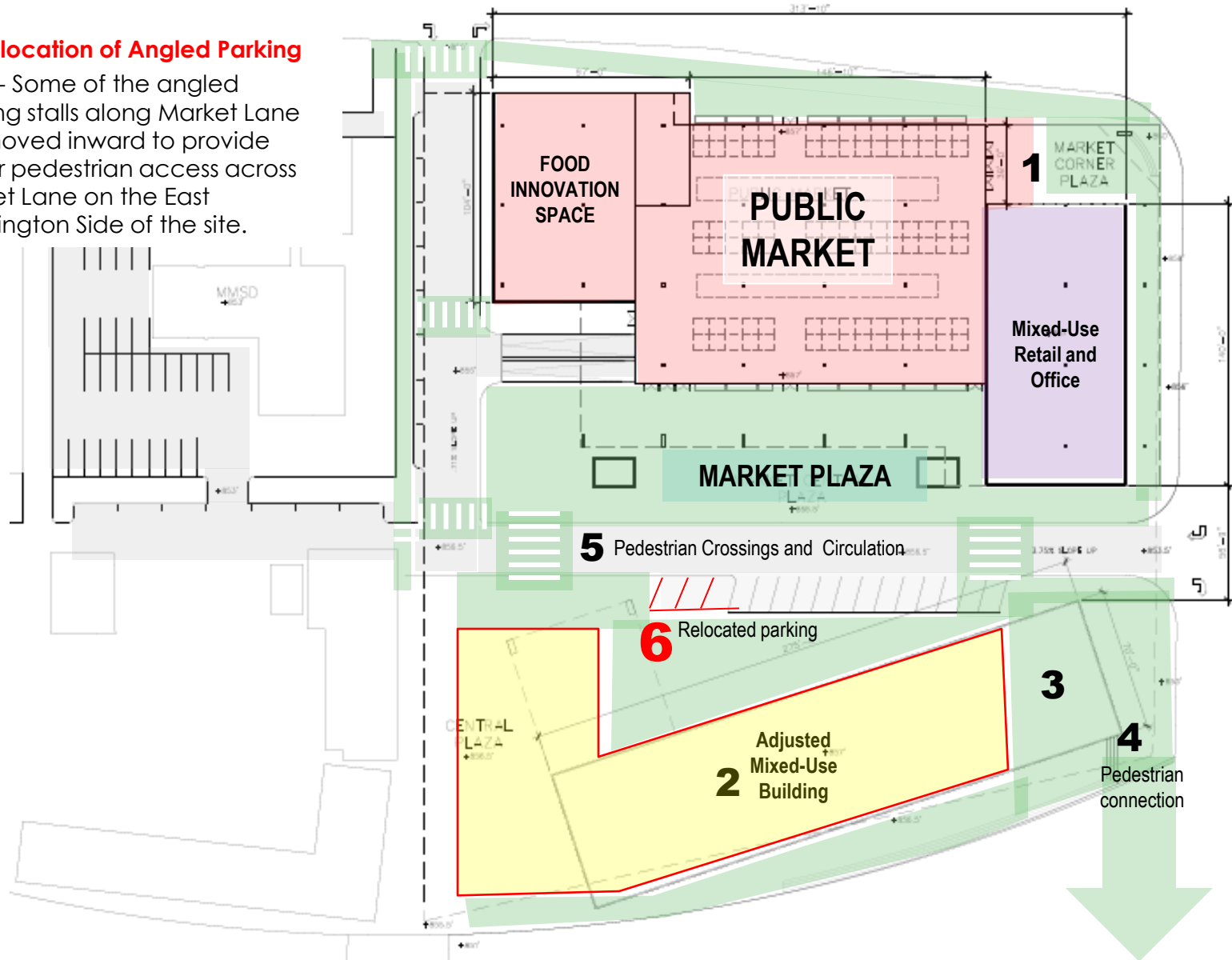


5 Pedestrian Circulation- The plan will implement two crossings of Market Lane, that are well-articulated with raised crosswalks and accent paving. Plazas and crossings will be designed to make it easy and natural for pedestrians to move around the site, visiting both the Public Market and surrounding retail spaces, and wandering into the park and to the River. Market Lane and the Mifflin Street extension will be designed as low-speed drives. The entrance to the underground parking from Mifflin Street will absorb some of the vehicle traffic as it enters from First Street. Loading for the Public Market will be off of First Street adjacent to the Food Innovation Space, reducing the need for truck traffic into the center of the site



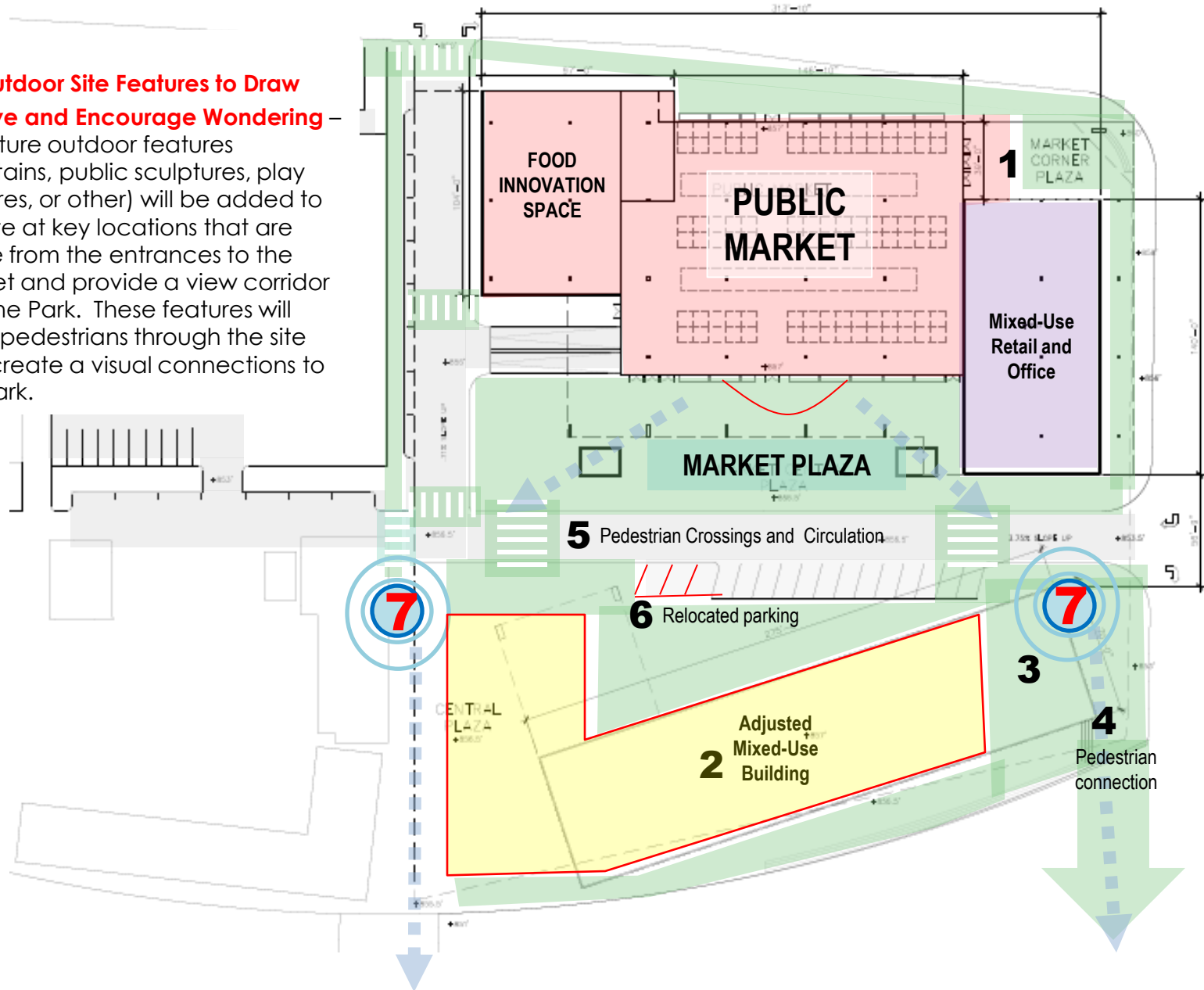
6 Relocation of Angled Parking Stalls

- Some of the angled parking stalls along Market Lane are moved inward to provide better pedestrian access across Market Lane on the East Washington Side of the site.



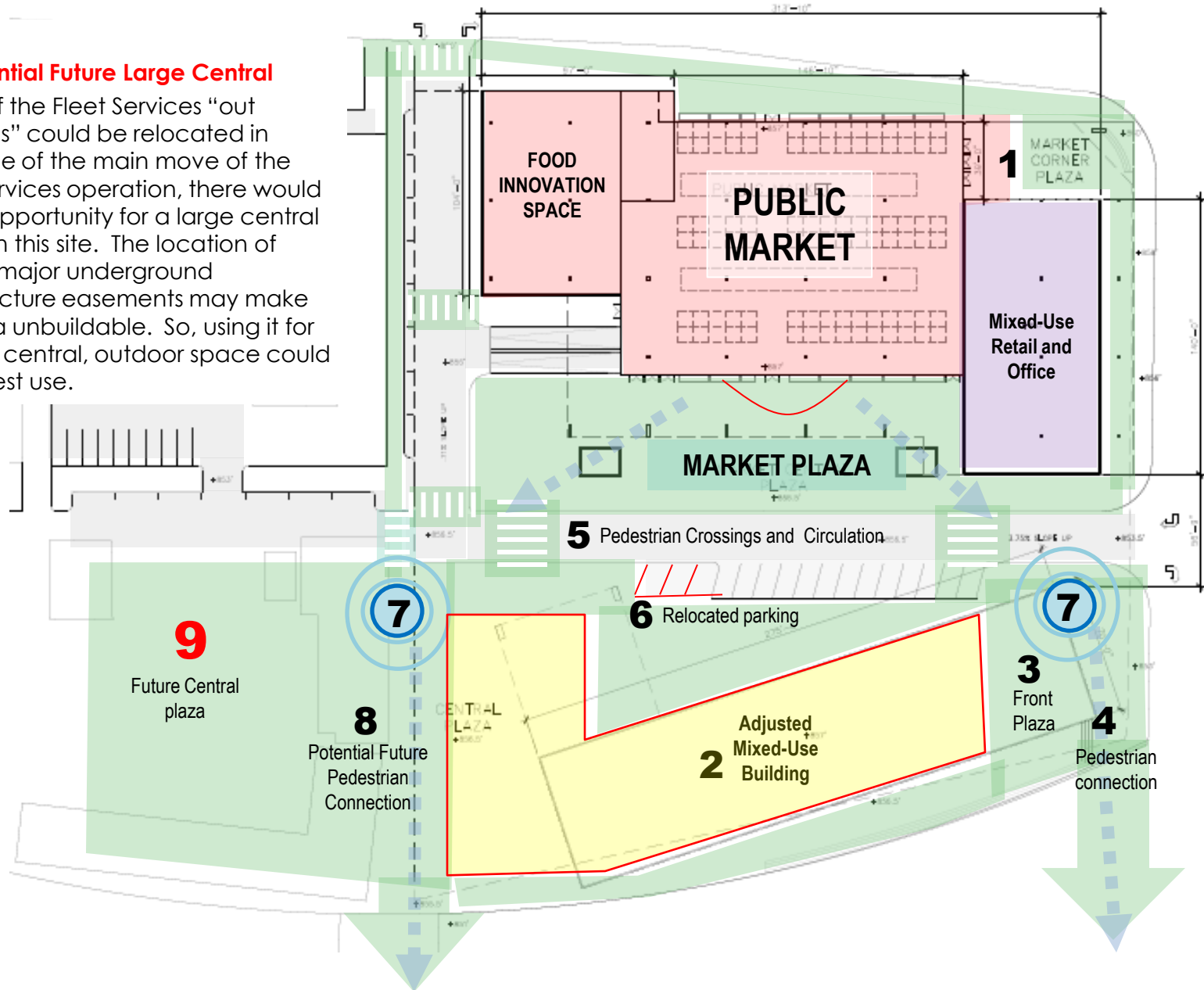
7 Outdoor Site Features to Draw the Eye and Encourage Wondering

Signature outdoor features (fountains, public sculptures, play features, or other) will be added to the site at key locations that are visible from the entrances to the Market and provide a view corridor into the Park. These features will draw pedestrians through the site and create a visual connections to the Park.



9 Potential Future Large Central Plaza

Plaza - If the Fleet Services “out buildings” could be relocated in advance of the main move of the Fleet Services operation, there would be an opportunity for a large central plaza on this site. The location of several major underground infrastructure easements may make this area unbuildable. So, using it for a large, central, outdoor space could be its best use.



Summary

1. Public Market Extension
2. Adjusted Location of Mixed-Use Retail/Residential Building
3. Park View Plaza
4. Pedestrian Connection to Park Along East Washington
5. Pedestrian Circulation and Crossings
6. Relocation of angled parking
7. Outdoor Site Features
8. Potential Future Pedestrian Connection into Park
9. Potential Future Large Central Plaza

