Project Summary

The Public Market Precedent Report focuses on understanding key elements that make public markets successful around the nation. This research will be utilized in the design process of a public market and urban farm in Des Moines, Iowa. Key areas of interest include education, farmer and food entrepreneur vendor space, farming area, outreach, education, and sustainability. This precedent study is the first of several that will be conducted. Subsequently, an urban farm study will be completed to understand the feasibility and existing practices for urban farms utilizing rooftop gardening, vertical farming, aquaponics and hydroponic farming.

Partners: ISU Community Design Lab, Des Moines Social Club (Zach Mannheimer), Central Iowa Shelter Services (Tony Timm), ISU Extension and Outreach (Alice Topaloff and David Pattillo), Viva East Bank (Beth Hicks), Des Moines Social Club (Cynthia Pederson), City of Des Moines Real Estate (David DeForest-Covig, Amber Lynch, Erin Olson-Douglas), Whole Foods (Greg Van Den Berghe), ISU Value Added Agriculture (Ray Hansen), Lutheran Services of Iowa (Hilary Burbank), Cherry Glen Learning Farm (Ray Meylor), Autumn's Gardens (Lewis Joe Rathman and George McCloskey), Eat Greater Des Moines (Aubrey Alvarez and Linda Gabberdele), Greater Des Moines Partnership (Mike Colwell and Tim Leach), Des Moines Farmers Market (Kelly Foss), Des Moines Arts (Sloehman Spain), Mike Schmidt, Sandra Grossman, Jack Snell, Joe Villines, Ken Choquette.
7th Street Public Market celebrates food culture in Carolina and promotes connections to local producers, craftspeople and local entrepreneurial investment. It is situated in the unique 7th Street Station on first floor between 6th and 7th street. The market features spaces for dining as well as grocery shopping and art venues.

Address:
224 7th Street
Charlotte, North Carolina

Website and Resources:
http://www.7thstreetpublicmarket.com/
http://www.7thstreetpublicmarket.com/shop-owners-around-charlotte/
Building Program + Outreach

Building Operation
• 1st floor of 7th Street Station
• Offers owned space for restaurants, food vendors, and specialty products
  - Each business owner prides itself in working with the best possible products around Charlotte
• Offers Gourmet Food Stores as well as a Farmers Market

Education:
• Wine and Cheese Series: “Edu-tainment”

Outreach:
• Great Cookie Crumble: a local cookie battle to determine Charlotte’s Best Cookie
• Tuesday Night Wine Fight: offering of wine and food tasting
Project Summary

Mission: Our mission is to provide fresh, healthy food to consumers of all income levels, nourish our community, and educate the public about food sources, nutrition, and preparation. A year-round, self-sustaining market featuring fresh, regionally-sourced foods, that is the only market of its kind that supports specifically locally sourced items that originate in New England. In 2001, a 501(c)(3) Boston Public Market Association was formed, and in 2011 the location was determined for the market on Rose Fitzgerald Kennedy Greenway, above the Haymarket MBTA station. This project is part of an emerging Market District with a fruit/vegetable market on Blackstone Block.
Building Program + Outreach

Building Operation
• 28,000 s.f. on ground level for market
• 44 interior vendors: baked goods, coffee, wine, beer, dairy, meat, prepared food, produce, seafood, specialty products

Farmers Market
• Two seasonal farmers markets with 30+ vendors: produce, meat/poultry/eggs, cheese/dairy, fish, baked goods, plants, specialty/prepared foods, grab-and-go lunches

Kitchen
• 3,200 s.f. Boston Public Market Kitchen offering year-round workshops and programs including cooking demos, lectures, family activities, exercise classes, training, community events. Run by non-profit: The Trustees of Reservations.

Outreach
• Accepts SNAP
• Tours and events relevant and accessible to Boston community
• Culinary Contests
• Movie Night
• Yoga

Sustainability
• The Trustees are committed to building a more sustainable food system through community supported agriculture
The Fruitvale Public Market focuses on assisting beginning food entrepreneurs in developing their business by expanding opportunities, promoting job creation, and expanding businesses incubation in surrounding neighborhoods. The Market began through continued efforts from the Fruitvale Business Improvement District - a comprehensive neighborhood commercial revitalization program. The Market is located in proximity to the Plaza De La Fuente and provides a venue for activities, performances, Farmers Markets and much more.
Building Program + Outreach

Building Operation
• Owned and operated by a nonprofit organization: Unity Council
• Opened in 2008 with 7,000 square feet of indoor and outdoor market space
• Specifically showcasing Latin American cuisine and arts
• Full-time manager to assist vendors and market authenticity
• Offers rental space for food entrepreneurs as well as education programs

Education
• Business Growth Program offered through Centro

Farmers Market
• Farmers Market offered year-round
  - Open 12:00-7:00pm Tuesday and Thursday; all day Sunday
  - Located on 34th Avenue and E 12th Street

Outreach
• Community Venue for multiple activities: fairs, performances, art demonstrations, education, and Farmers Market
Project Summary

The Market is located in the heart of Grand Rapids and open seven days a week. The Downtown Market offers a Market Hall, classes and events for educational opportunities, outdoor farmers market, and incubator kitchen. The market is the first LEED-certified market in the United States and they are working to continue to develop sustainable energy, waste and recycling management, use of chemicals, water sourcing, building materials, efficient space through greenhouse efforts, transportation opportunities and types of food products used. The market also houses permanent partners including MSU Extension, Kent Intermediate School District and Grand Valley State University.
Building Program + Outreach

Building Operation
• Culinary collective of everything fresh, with 24-vendor market indoors and dozens more in the outdoor farmers market shed
  - Baked good, beverages, cheese, flowers, kitchenware, protein sources, prepared foods, produce, specialty products, sweets, and dining options
• Green House Roof
• Public transportation: three bus options: The Rapid, BRT, and Amtrak

Education
• Adult Social, Chefs at the Market, Family, Greenhouse, Kids and Teens, Special Events, Technique and Nutrition, Yoga
• Kids Simmer Camp (age 6-11); Teen Simmer Camp (age 12-15)

Farmers Market
• 9am-2pm Saturdays, May- September: 52 stalls in Market Shed
  - Baked goods, flowers, produce, and protein options

Kitchen
• Catalyst for cooperative education and business development
• Open 24/7 with equipment for food production, packaging, prepping, and catering

Outreach
• Private Rentals: banquet room, greenhouse, teaching kitchen, meeting rooms, terraces, and second floor atrium
• Accept Food Assistance Programs
Granville Island began to transform in 1970. The 37-acre industrial island began urban re-development and Granville Public Market was started as a catalyst project in 1979. Granville Island offers multiple opportunities for food, shopping, entertainment and family fun. The Granville Public Market is located on the northwest side, placed between Johnson Street and False Creek. The Public Market is a hub of activity within the island. The island also features the Railspur District with many arts and cultural opportunities: festivals, theatre, fine art, and more. The Net Loft, Anderson Street, Johnston Street, Duranleau Street, Creekhouse, Maritime Market, and Cartwright Street also provide business locations for artists, food vendors, and family entertainment.
Building Program + Outreach

District Operation
• 37-acre island: transformed from industry to arts district
• Island was part of a 35-acre reclamation project in 1915 of $342,000
• Today- old tenants from concrete factories to Ocean construction are now amidst new economic recovery businesses

Building Operation
• Indoor Public Market vendors: fine art and jewelry, gifts, cosmetic products, and food
  - Vendors change every week
  - One-story warehouse location with

Farmers Market
• Offered summer through fall from 10am-3pm on Thursdays
  - Oldest farmers market in Vancouver- 25 years
  - Produce, flowers, and protein options
  - Located at triangle square

Outreach:
• Kids Market: Adventure Zone, magic and water park
• Summer movie night with music, vending, street performances
• Festivals at Three Theatres: Performance Works, Outdoor Amphitheatre and Ocean Art Works

Sustainability
• Granville Island is working to be a zero-waste district: sustainability for economic, social, cultural and environmental efforts. A goal of 70% waste diversion by 2015
Project Summary

Midtown Global Market offers new and emerging entrepreneurs the opportunity to access a prime location for their business venture. The Market also supports new entrepreneurs and the surrounding community by developing a safe and healthy neighborhood. The market occupies the historic Sears building on Lake Street and is adjacent to the Midtown Greenway bike trail. The site became available in 2003; through neighborhood partnerships and 4 development centers, the idea began to take face, and the Midtown Global Market team (MGM) was formed. In May, 2006 doors open, thanks to many donors and construction by Ryan Companies. The Neighborhood Development Center now manages the market under guidance of the MGM Board and the MGM Merchants’ Association.

Address:
920 East Lake Street
Minneapolis, MN 55407

Website and Resources:
http://www.midtownglobalmarket.org
Building Program + Outreach

Building Operation
• Located in the historic Midtown Exchange Building, a mixed-use building with the market on the ground floor and apartments, offices above
• Full-service restaurant and one bar with street food
• Vendors include arts/gifts/jewelry, specialty groceries, protein options, fresh produce/bulk foods, baked goods, coffee, flowers/plants

Education
• Specialty classes: Salsa classes

Kitchen
• Kitchen in the Market
  - Seasonal cooking classes
  - Commercial kitchen
• Seasonal cooking classes

Outreach
• Stage adjacent to central tables/chairs area
• Seasonal events, including: Midtown Global Music Festival
• Family Fridays, 5-8 PM
• Play area for small kids (2-5), weekly educational programming
• Weekly Neighborhood Nights with food specials

Sustainability
• Resource kiosk
• Sustainable living workshops through Do It Green Minnesota
Cedar Rapids, Iowa

Project Summary

NewBo City Market is located in the New Bohemia district of Cedar Rapids. It is a 501(c)(3) not-for-profit organization promoting flood revitalization, healthy food access, regional agricultural development, and job creation. The market occupies a former industrial building that stood empty following the 2008 flood. It opened in 2012 following a $6 million capital campaign. The market offers local foods, arts and events, with an array of educational opportunities at the Kirkwood culinary kitchen.
Building Program + Outreach

Building Operation
- Part of the Czech Village – New Bohemia Mainstreet District
  - Area being revitalized with arts and food venues since 2008 flood
- Rotary Hall
  - 18,000 square feet with 20 anchor vendors
  - 5,000 square feet of rentable space

Farmers Market
- Market Yard: seasonal Farmer’s Market, Learning Gardens, fairs, event, performances, children’s play area

Kitchen
- Kirkwood Culinary Kitchen: culinary and nutrition education

Outreach
- Rock the Block Market with guest vendors, twice/month May-September; additional live music and annual events
- Educational spaces within Rotary Hall and learning garden
- “Youth Market” free event for children and adults to put their entrepreneurial skills to good use

Sustainability
- Composting and recycling program through Linn County Solid Waste Authority
- 5000 gallon rain water cistern
- Multiple options for sustainable transportation: bike parking, and 2 electric car charging stations
Project Summary

The Oklahoma City Farmers Market District serves as a centralized local food hub for Oklahoma City featuring local food producers, markets, distribution, processing, and retail outlets. It is also a place for events that celebrate the local food community. The OKC Farmers Public Market is located within and serves as a hub for the District. Opening in 1928, it was a central public market for many years with a 2nd floor entertainment space, featuring the largest hardwood floor in Oklahoma. Places on the national register of historic places in 1982, renovation of the property began in 2002 when purchased by developers Jody and Bill McAnally.

Address:
311 South Klein Ave
Oklahoma City, Oklahoma

Website and Resources:
http://okcfarmersmarket.com
https://www.facebook.com/OKCFarmersMarketDistrict
http://newsok.com/oklahoma-city-group-aims-to-make-farmers-market-district-a-better-block/article/3754765
Building Program + Outreach

District Operation
- Area just west of downtown Oklahoma City
- Part of city Commercial District Revitalization Program
- Part of 2004 Strategic Action and Development Plan
  - Full-service “town center”: meets daily needs of future residents of river corridor and downtown
- Better Block OKC community revitalization project – May, 2013
- Food Truck Park (3rd in city); electrical, grease traps, gray-water, stage

Building Operation
- 6-acre property - Main Building, Two-story, 40,000 s.f. total
- Event Space, second floor of main building, rentable, 20,000 s.f., capacity 350-2000: roller derby, special events, concerts
- The Fan (or Mall) one-story, 20,000 Square foot, primarily antiques

Farmers Market
- First floor of main building, 20,000 s.f. (interior)
  - Open Saturday 9-2 all year; vendors include: produce, meat, value added, crafts, furniture
  - Site of Oklahoma Food Coop deliveries

Outreach:
- Special activities – yoga, music, food trucks, face painting
- Outdoor plant and flower vending (seasonal)
- Summer movie night with music, vending, street performances
Project Summary

Pike Place Market was developed over a century ago and hosts 10 million visitors/year, connecting farmers and consumers. The Market center is situated on 9 acres in the Market Historic District in downtown Seattle and is the city’s epicenter for fresh produce, specialty foods, and independent businesses. The Pike Place Market neighborhood has over 400 residents, most of whom are low-income seniors. Pike Place Market Foundation assists low-income neighbors working and/or living in and around the Market. The Market is managed by the Pike Place Market Preservation and Development Authority (PDA) chartered in 1973.
Building Program + Outreach

Building Operation
- 9 acre area of multi-faceted market space
- Owned and managed by Pike Place Market Preservation & Development Authority (PDA)
  - Ensures public participation
  - Annual membership fee of $1

Education
- Programs linked to Seattle area elementary schools
- Incubator/supporter of local farmers, artisans, small businesses

Farmers Market
- Founded in 1902 - offers year round produce from 85 local farmers
- Also offers 4 Pike Place Market Express locations

Kitchen
- Weekly demonstrations by local chefs
- Available for rent by community groups, individuals, and local chefs

Outreach
- Crafts Market – 225 vendors supported, daily: North Arcade
- Event and meeting facilities for 10-200 people

Sustainability
- Food Bank for elderly, homeless, working poor staffed by volunteers
- Multiple Food Access Projects:
  - Pike Place Urban Garden: tended by seniors and donated; restaurants also use location for business use
The Source is an artisan food market that is located in a repurposed building design by Stephen Dynia. The industrial design of a 1880s brick foundry building lends itself to creative character and unique vendors. The market is located in Denver’s revitalized River North Arts District. It offers 15 eclectic merchants featuring a variety of food choices from Mexican, to wood-fired grill to bakery. In addition to food, the market also features local design and gallery space. Trés trendy!
Building Program + Outreach

Building Operation
- 20,000 square feet, 1880s machine hall with 60’ ceilings
- 15 merchants
- Restaurant/bar, bakery, floral design, design store/gallery, wine shop, brewery, coffee roaster, cheese/specialty food shop, bar with small plates
- Focus on shopping for the “food-obsessed” and outlet for local artisans
- Openness of space speaks to community-oriented philosophy
- Preserves industrial identity conveys “integrity and edginess” of tenants and market
- 2 restaurants and brewery can host private events

Outreach
- BARE Wool Collection launch party (“an expression of difference”)
- Free local graphic artist shows
- Movie night
Project Summary

Cleveland’s oldest publicly owned market has origins that date back to the Pearl Street Market in 1840. The now known, West Side Market has been open in its new location since 1912. The market was fashioned to house 109 stands selling products to the public. The West Side Market has been designated one of the “10 Great Public Places in America” by the American Planning Association.

Address:
1979 West 25th Street
Cleveland, OH 44113

Website and Resources:
http://westsidemarket.org/
http://www.sustainablecleveland.org/celebration-topics/2014-zero-waste/
Building Program + Outreach

Building Operation
• Publically owned
• 44’ tall vaulted ceiling and 24’ x 124’ building with a vaulted ceiling, and clock tower
• Over 100 vendors: ready-to-eat foods, produce, seafood, meats and poultry, baked goods, dairy products, and specialty items
• Culturally diverse shopping experience
• Open 7:00am-4:00pm Monday and Wednesday; 7:00am-6:00pm Friday and Saturday

Outreach
• Market Square Park: offering events and festivals
• New Shopper Tours throughout the year

Sustainability
• Participation in Sustainable Cleveland 2019; Year of Zero Waste
MARKETFRONT: DESIGN PRECEDENT

Pike Place Market: Sealette, Washington

Project Summary

The Pike Place Market Front has been a conceptual idea for almost 40 years. It is now coming to fruition and will be a ¾ acre surface area lot with parking and public plaza. It will also have space for low-income housing, vendors, commercial space and low-income housing. This site, similar to the rest of Pike Place Market, is within the Market Historic District.

Address:
Pike Place Market
Seattle, WA 98101

Website and Resources:
http://www.pikeplacemarket.org/marketfront
http://pikeplacemarket.s3.amazonaws.com/paperclip/attachments/714/original/150326_PDA.pdf?1427842945
Building Program + Outreach

Building Operation
• 30,000 square feet of public open space
• Vendor stalls on roof terrace and 47 day stalls on main level
• 12,000 square feet of commercial and retail space
• 40 low-income, senior housing units
• 300 parking stalls
• 1 neighborhood center

Farmers Market
• Dozens of farmer stalls on roof terrace and 47 day stalls on ground level

Outreach
• Public involvement in design and media updates on construction
• 40 low-income, senior housing units
Project Summary

Proposed to be developed in Boston’s Market District, the Blackstone Market will also pull together the Haymarket cart vendors and existing Boston Public Market. This will be a ground-level market with farm-grown products, rooftop farm, residential units and restaurants- designed by Utile Design Firm.
Building Program + Outreach

Building Operation
- Operated as an LLC: Collaboration from Cresset Group and DeNormandie Companies
- Blackstone Market Team: Architects; Owners and Consultants; Sub-consultants
- 122,983 square feet
- Restaurants: three restaurants on 2nd floor
- Apartments: 50 rental apartments
  - Opportunities to view out onto views in the city

Education
- Urban Agriculture Center: 13,000 square feet of green roof and urban agriculture teaching Farm

Farmers Market
- Local produce and food products
- Ground-level tasting room and sales

Outreach
- Transportation and Mobility:
  - Walking distance of multiple bus lines, numerous bike stalls, zip cars, and public parking
- Outside vendors and tasting-areas