KALAMAZOO FARMERS MARKET

Master Plan Synthesis Report 2015

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ARCHITECTURE / DEVELOPMENT/
HISTORIC PRESERVATION

progressive ae

As the Kalamazoo Farmers Market has grown, the configuration of the current sheds and site layout has made access, fostering community, and creating a one-of-a kind experience challenging due to dispersed parking, age/ layout of the shed, increasing congestion, and lack of space for growth.

With the purchase of the northern adjacent property, master planning is sought to create a new market experience that will be inclusive for all patrons, creating a unique experience/ event while reinforcing the commitment to vendors and partner organizations in a single location.

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Executive Summary

PROCESS

Understanding your people, processes, and those you serve is our primary objective. Our team is committed to helping you do what you do better.

PLANNED ACTIVITIES :

- SITE ANALYSIS AND OBSERVATIONS
  Observations allow the design team to look for anomalies, inefficiencies, and inconsistencies that are often hidden to users and stakeholders. Interview data is validated and clarified.

- INTERVIEWS
  11 interviews with stakeholder groups representing a cross section of market users. *Interviews give each group the opportunity to share more about what they do, what is currently working, and what is currently not working, and gives the Programming team the opportunity to clarify what was seen in observations.*

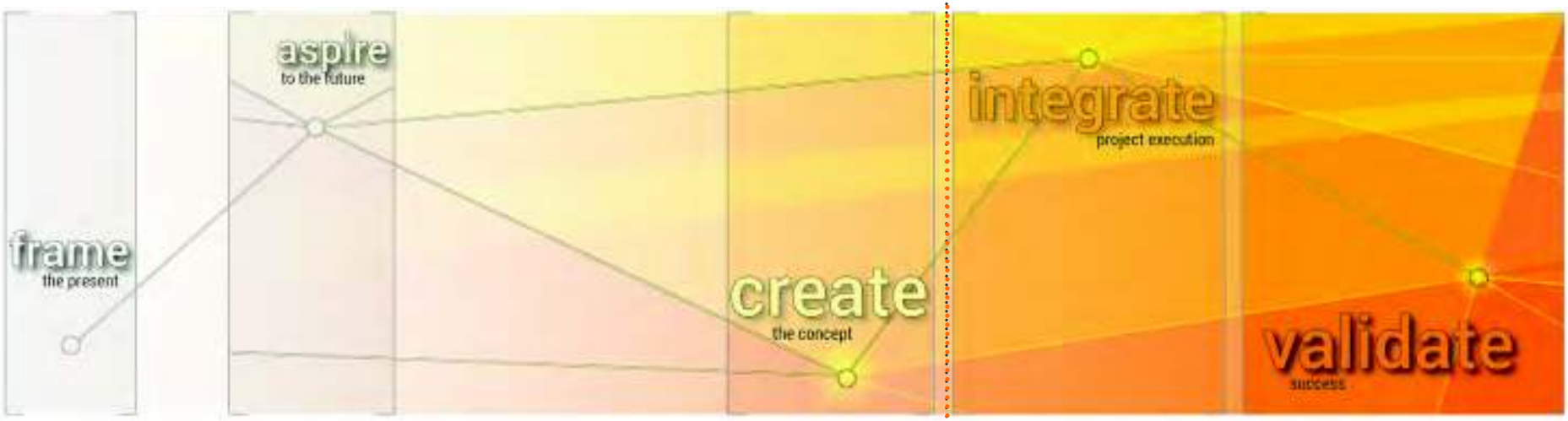
- PUBLIC SURVEY
  168 responses
  The survey sets a baseline understanding of public perceptions about the facility as it relates to access, engagement, and human experience that is used to compare against other data points gathered

- PUBLIC VISIONING
  Workshop focused on the Public Experience
  Through a series of exercises, stakeholders align around the key drivers for the facility allowing the client design team to plan from a unified direction

- DESIGN SESSION
  An immersive design event to create aspirational based principles and explore purposeful solutions.
  Through a series of conceptual plans the client design team can visualize how the design innovations have met the design principles to drive alignment of vision.

IT'S HOW **P|AE WORKS**

Completed to date



Together we understand an organization's strategy, objectives and current condition to define the opportunity.

We uncover unique insights and vision for the future; together we determine measures of success.

We conduct an immersive design event to explore the purpose driven solution.

Our experienced team of professionals holistically develop the design into an exceptional project.

Post-occupancy, we ensure the determined measures of success are performing.

This Report will conclude these phases of the project, but is really only the beginning. Through Framing the present, Aspiring to the future, and Creating a vision for change, a foundation has been built for your project

GOALS

Progressive AE's primary responsibility includes investigation into your business goals, strategies and processes. This equips us with the information necessary to design a facility to help you realize your full potential.

PRIORITIES :

as defined in Client Design Team prioritization workshop

1. Provide indoor and outdoor space for year round market use.
2. Improve pedestrian circulation and alternative transportation options.
3. Foster community connections - neighbors, Washington Sq., KVCC, etc.
4. Improve social gathering space for events, entertainment and community relationship building.
5. Improve the natural surroundings

DESIGN PRINCIPLES :

We will celebrate the HISTORY and COMMITMENT of the farmers and vendors by providing a seamless experience to STIMULATE ECONOMIC SUCCESS AND GROWTH.

We will create an environment that will FOSTER CONNECTIONS between neighbors, BUILD RELATIONSHIPS between vendors and patrons, and ENCOURAGE THE VISION of a sustainable food network for the region.

We will RESPECT the existing neighborhood by designing CLEAR WAYFINDING to CREATE AN INVITING, USER FRIENDLY EXPERIENCE empowered by NATURAL ADJACENCIES and INTUITIVE PATHWAYS to transportation and surrounding communities.

We will create a SUSTAINABLE, TIMELESS EXPERIENCE that educates the public and provides a space that can be leveraged YEAR-ROUND to support future programs.

We will create an INFRASTRUCTURE that is FLEXIBLE to support current needs and future technologies.

OUTCOMES

SPATIAL RECOMMENDATIONS :

Leverage available site to maximize patron engagement and vendor effectiveness to foster community, inspiration, and reinforce brand loyalty.

Support vendor and operator processes through an ecosystem of places that are zoned appropriately, celebrating commitment and promoting successful engagements.

Provide the appropriate and distributed infrastructure, creating a seamless and effective experience.

Reinforce connections to the surrounding Edison and Washington Square Neighborhoods while increasing ease of access by mass transit, bicycle and walking.

ASSUMPTIONS AND CLARIFICATIONS :

- The Program developed does not account for growth beyond that allocated in the current organizational chart.
- Depending on the layout, configuration, and infrastructure (columns, etc) of the space, the programmed square footage may not adequately fit into a leased space of the same square footage.
- The number and scale of shared spaces are quantified by group needs identified in observations, interviews, visioning and validated against industry best practices.
- The grossing factor includes considerations for wall thickness, circulation, open storage, etc.
- The Open Air Farmers Market Sheds total is net square footage and does not include circulation or parking.

RECOMMENDED PROGRAM DRAFT :

Market House/Incubator	sq.ft.
Market Offices	
• (2) Offices, 10' x 10'	240
• Open Offices & Reception	400
• Office Storage	60
• Meeting Room	200
• Public Restrooms	700
• Market Storage	800
	2,300
MSUE Offices	
• (1) Supervising Educator Office	120
• (4) Program Instructors Offices	400
• Misc/Storage	200
	720
Agricultural Aggregation/Storage	
• Coordinator's Office	120
• Walk-in Cooler(s)	400
• Walk-in Freezer(s)	800
• Dry Storage	800
	2,120

Kitchen Incubator	sq.ft.
• Entry	150
• Office	300
• Storage Room	100
• Meeting Room	330
• Classroom	300
• Event Space	1,000
• Delivery Area	250
• Supply Closet	50
• Dry Storage	700
• Walk-in Cooler	300
• Walk-in Freezer	400
• Cooking Station #1	500
• Cooking Station #2	500
• Baking Station	500
• Packaging Station	500
• Teaching Kitchen	700
• Mechanical	100
• Restrooms	100
	6,810

Loading Dock & Receiving	sq.ft.
• (2) Loading Docks	1,000
• Trash Compactor	500
• Recycling Bins	100
• Compost Area	800
	2,400
SUBTOTAL:	**14,350**
GROSSING FACTOR [@ 35%]:	**5,025**
TOTAL:	**19,375**
Open Air Farmers' Market Sheds	
• (128) 10' x 10' stalls	12,800
• Event Shed 50' x 120'	6,000
• Public Restrooms	600
	19,400

Site Amenities

- Plaza / Event Space – "amphitheater"
- Seating Areas
- Stage
- Bike Valet Area & Bike Racks

FRAME

FRAME

IDENTIFY CURRENT CONDITIONS

PROCESS

The foundation of our work is a thorough understanding of your organization and the work that you do.

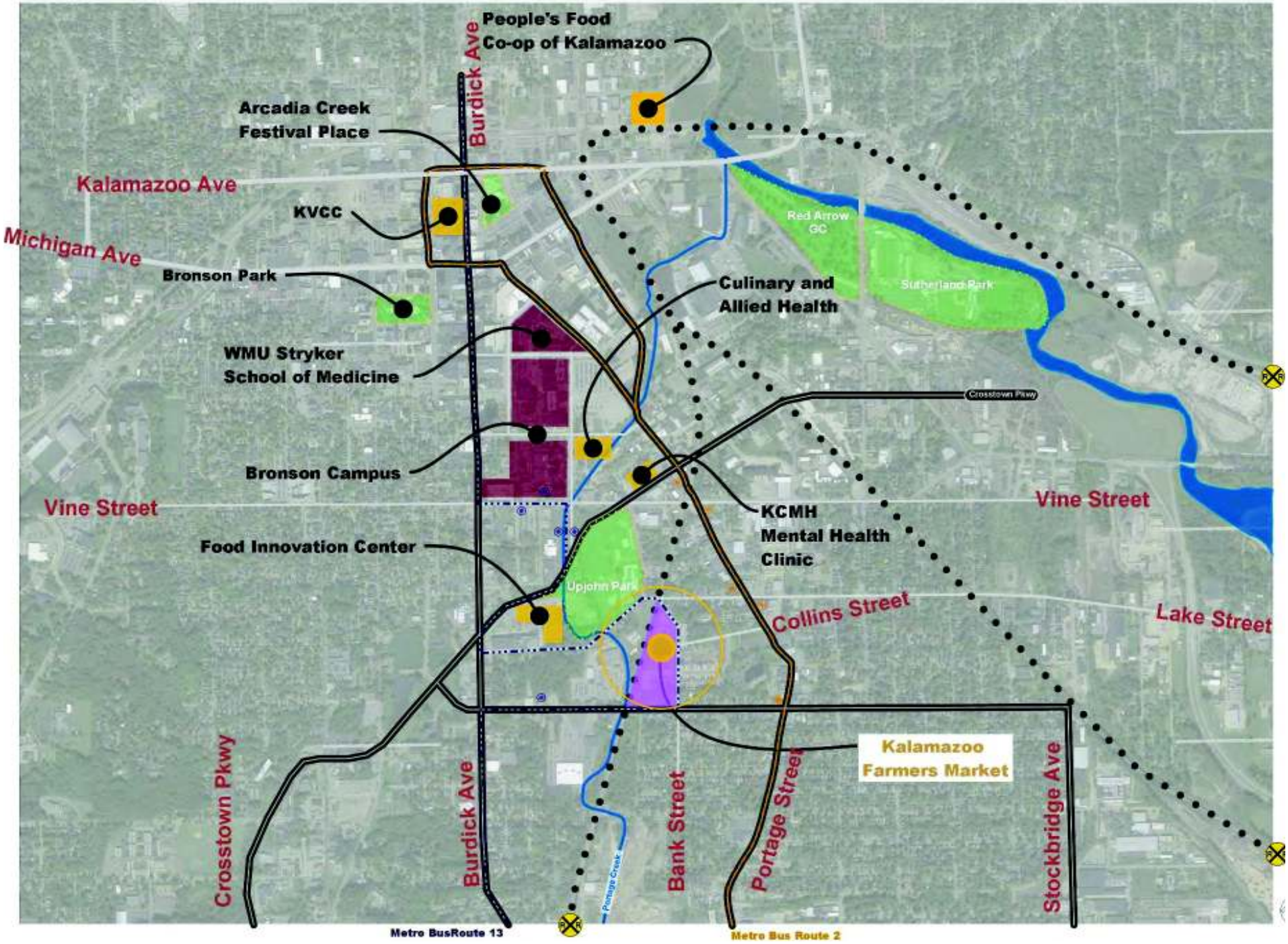
SECTION OUTLINE

- Site Analysis
- Observations
- Interviews
- Public Survey

FRAME part 01

SITE ANALYSIS

In order to immerse ourselves in the current state of the Market, our team conducted observations of the market during operating hours, and spoke with individuals representing a cross section of market participants.

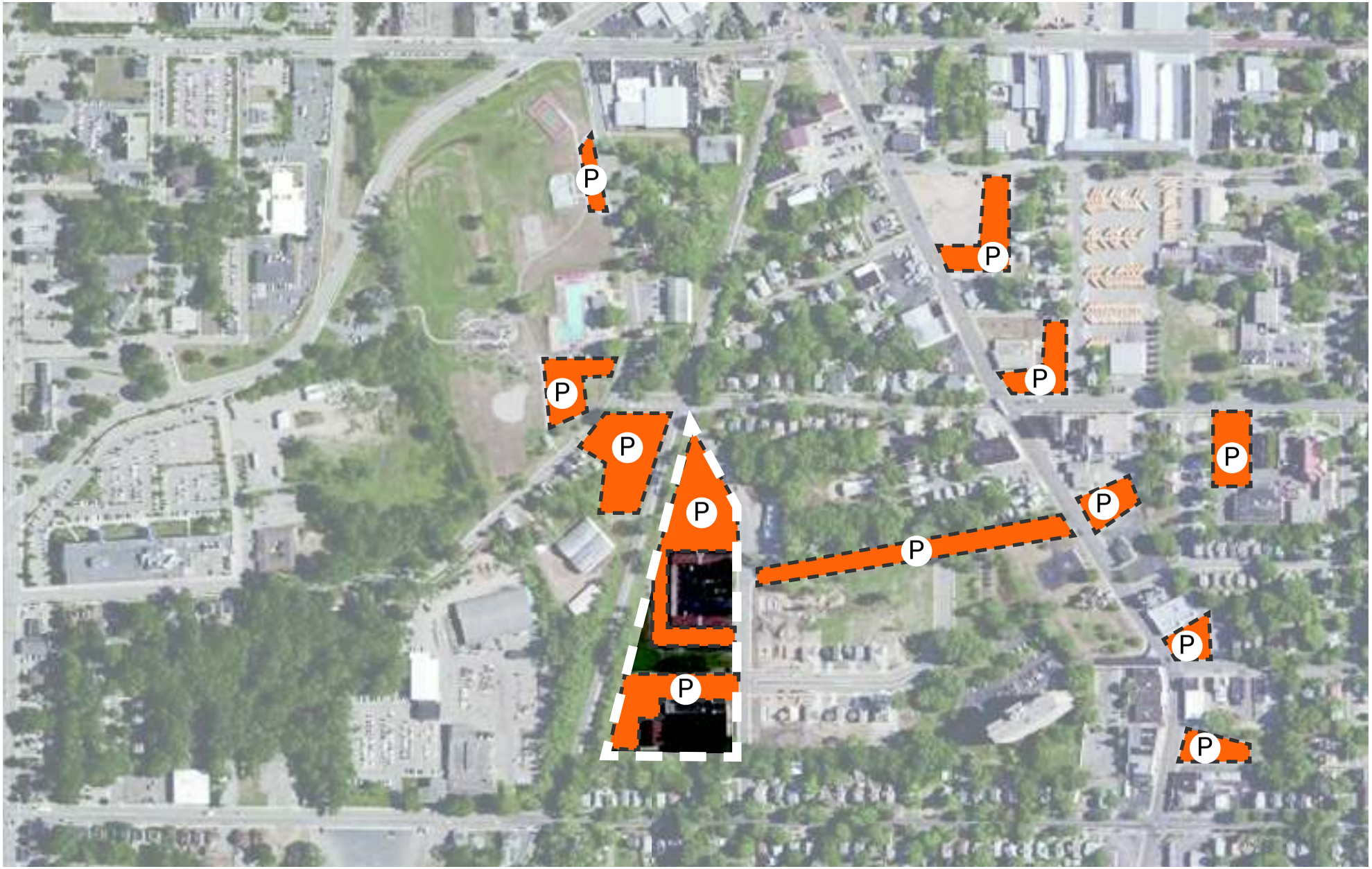

People's Food
Co-op of Kalamazoo
Burdick Ave
Arcadia Creek
Festival Place
Kalamazoo Ave
KVCC
Michigan Ave
Bronson Park
Red Arrow
GC
Sutherland Park
Culinary and
Allied Health
WMU Stryker
School of Medicine
Crosstown Pkwy
Bronson Campus
Vine Street
Vine Street
KCMH
Mental Health
Clinic
Food Innovation Center
Upjohn Park
Collins Street
Lake Street
Kalamazoo
Farmers Market
Crosstown Pkwy
Burdick Ave
Portage Creek
Bank Street
Portage Street
Stockbridge Ave
Metro BusRoute 13
Metro Bus Route 2

FLOOD PLAIN

Walter
Collins
Marketplace
Marketplace
Bank
Stockbridge

STORMWATER UTILITIES

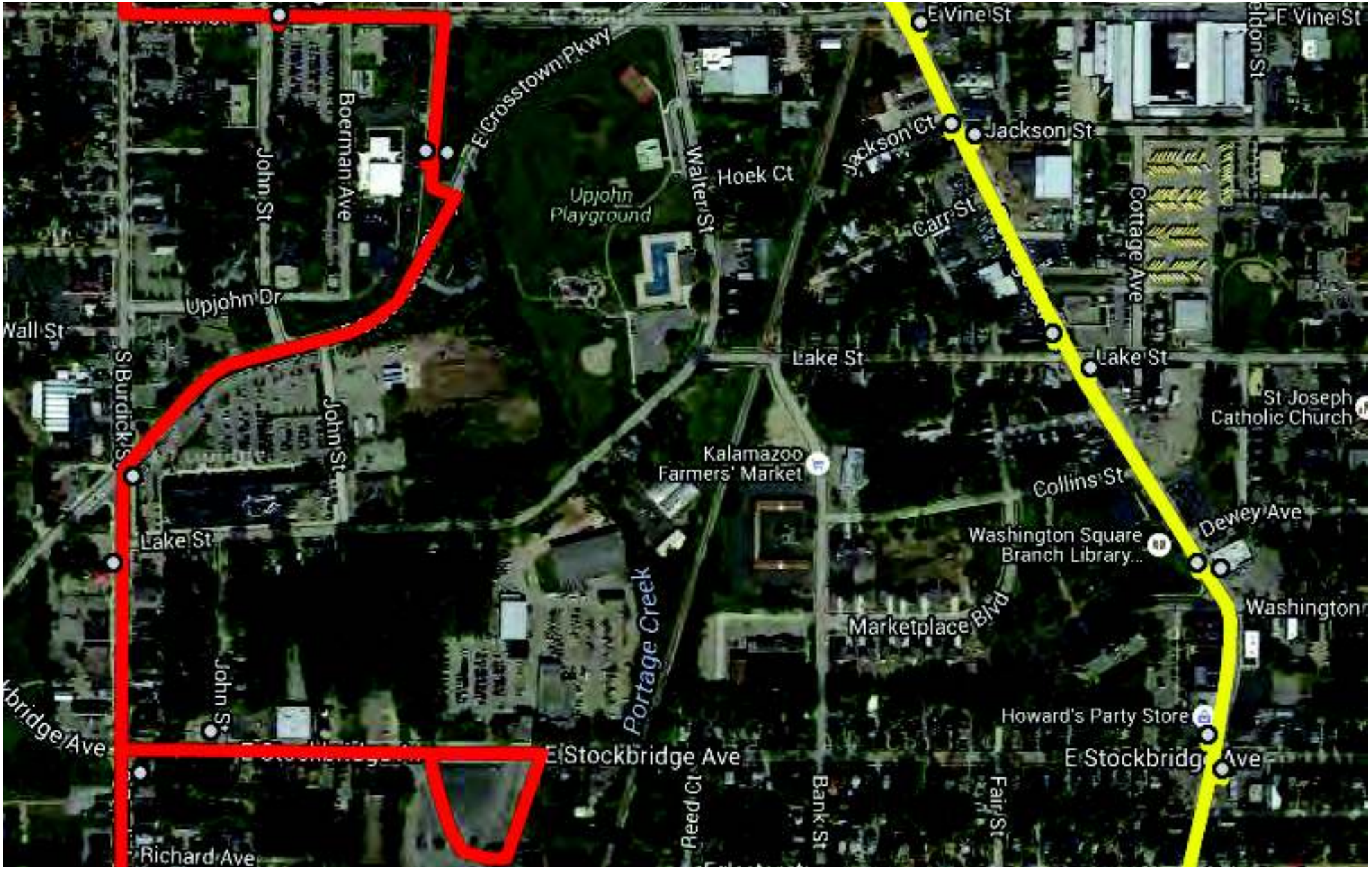
AVAILABLE PARKING ANALYSIS



INSIGHTS

- Existing on site parking of approximately 285 spaces

BUS ROUTES


E Vine St
E Vine St
E Crosstown Pkwy
Boerman Ave
John St
Upjohn Playground
Walter St
Hoek Ct
Jackson Ct
Jackson St
Carr St
Cottage Ave
Upjohn Dr
Wall St
S Burdick St
John St
Lake St
Lake St
Lake St
St Joseph Catholic Church
Kalamazoo Farmers' Market
Collins St
Dewey Ave
Washington Square Branch Library...
Portage Creek
Marketplace Blvd
Washington
John St
Howard's Party Store
E Stockbridge Ave
E Stockbridge Ave
Reed Ct
Bank St
Fair St
Richard Ave

FRAME part 02

OBSERVATIONS

In order to immerse ourselves in the current state of the Market, our team conducted observations of the market during operating hours, and spoke with individuals representing a cross section of market participants.

WHAT WE SAW

Parking is **CHAOTIC**

Pedestrian traffic flow is perpendicular to vehicle parking causing **CONFLICTS WHERE PEOPLE TO FLOW IN AND OUT OF CARS** and across drive lanes.

PEOPLE FLOWING FROM EVERY DIRECTION - no clear point of access

CURVE OF BANK STREET makes it **DIFFICULT TO SEE EXITING** the **PARKING LOT**.

COMMUNITY CONNECTIONS ARE EVIDENT - customer to customer and customer to vendor.

SHED AISLE WIDTH WOULD BE TIGHT if people congregated in front of a vendor

Customers generally **FLOW ALONG THE AISLES WITHIN THE MARKET SHED** structure although also **IN AND OUT OF THE CENTRAL OPEN COMMON AREA** and **IN AND OUT TO THE FOOD TRUCKS ON THE PERIMETER.**

GOOD MIX OF DIVERSITY [age, race, gender, family unit, etc.]

SOCIAL CONNECTIONS were **PREVELANT** [event space was active with DJ and other music]

VENDOR MIX ranges from large to small including vehicle size.

- Larger vendors were on the outside with vehicles backed up to stalls.
- Smaller vendors on the inside on the shed.

DISPLAYS VARIED greatly and **SIGNAGE** ranged from **NON-EXISTENT AND MODERATELY EXTENSIVE**

VENDOR DIVERSITY [from produce, fall harvest, food, art, crafts, t-shirts, coffee, jams, cheese, sausage, ceramics and jewelry]

UTILITIES ARE LIMITED to electrical plug-ins. Food trucks utilize generators due to lack of adequate infrastructure. **CORDS RUN EVERYWHERE** due to lack of dispersed electrical.

THE VENDOR STALLS AND SHED FELT DARK during a weather event.

ANALYSIS

Clear **PARKING STRATEGY** and **PEDESTRIAN FLOW** is a must.

Increase ease of **EXPERIENCE** - wider aisles to allow social connections to happen without impeding vendor sales

Strengthen **PATRON AND VENDOR** community - increase effective event space and amenities

Provide **UPDATED AND DISTRIBUTED INFRASTRUCTURE**

Maintain and strengthen **VENDOR MIX**

Maintain and strengthen **VENDOR DIVERSITY**

Provide **CLEAR LOCATION FOR FOOD TRUCKS** with appropriate infrastructure

Increase number of stalls with parking for vendors

FRAME part 03

INTERVIEWS

In order to immerse ourselves in the current state of the Market, our team conducted 11 interviews with individuals representing a cross section of market participants.

SNAPSHOT

Between 6,000 and 12,000 patrons per Saturday beginning in May and running through the last Saturday before Thanksgiving.

Market hours on Saturday are from 7AM - 2PM, but patrons will begin shopping as early as 6:30AM. Vendors will tend to leave when stock runs out if before the 2PM closing.

The market is also open on Tuesday and Thursday from June through October.

Currently 86 vendor stalls in the main shed with locations for additional 20 tents in event area.

IDENTITY what is the Kalamazoo Farmers Market?

UNIQUE - ranked #2 market in Michigan, #24 market in the country

LASTING - the market has existed for a long time with long lasting vendor relationships

COMMUNITY CENTRIC

GREAT OPERATOR

GREAT PEOPLE - friendly, authentic, vibrant

RELEVANT - has adapted to changing times and community needs

MISSION AND PURPOSE

The **PURPOSE** of the Kalamazoo Farmers Market is to **CONNECT CUSTOMERS** and **MARKET BUSINESSES** through **HONEST RELATIONSHIPS** & **SUPPORTING COMMUNITY** and **LOCAL ECONOMIES** through a **THRIVING MARKET CULTURE**.

WHAT DOESN'T WORK

KNOWING IT'S THERE AND ACCESSIBILITY

- organized and easily understood parking lot strategy is missing. vehicular circulation is chaotic.
- not enough accessible parking
- no loading zone
- not enough public transit
- not enough secure bike storage.
- website could be improved

LAYOUT OF SITE

- limited seating and social space
- no space for expansion of vendor area
- no space for partner organizations/ programs
- no year-round space

LAYOUT OF SHED AND VENDOR STALLS

- limited seating and social space
- no space for expansion of vendor area
- crowded and cramped aisles - it's not fun for people anymore
- no cross aisles offering patrons choice
- shed is too narrow to provide adequate coverage during weather events.
- overhang and shed does not provide effective cover during weather events

OUTDATED INFRASTRUCTURE

- limited electrical service ditribution, not enough locations or service to support current food truck or vendor load
- site drainage and shed size is not good during weather events
- not enough water distribution for vendors
- lack of accessibility to meet ADA design guidelines

WHAT WORKS

OPERATOR - People's Food Coop is operating the market well and fostering strong relationships.

PROGRAMMING/ ENERGY - offering diversity of events and social engagements

LOCATION - accessible to community

NOT OVERDONE - good energy and programming diversity. don't overbuild

Central gathering space **PROMOTES SOCIAL INTERACTIONS** and **COMMUNITY CONNECTIONS**

Vendor **COMMITMENT**

Product **DIVERSITY**

RECOMMENDATIONS

Reinforce operator relationships with vendors

Increase ease of **EXPERIENCE** - strengthen patron flow and opportunity for social connections without disrupting traffic flow

Strengthen **PATRON AND VENDOR** community - increase effective event space and amenities

Support **YEAR-ROUND** program **OPPORTUNITIES**

Provide effective and distributed **INFRASTRUCTURE**

CELEBRATE VENDOR COMMITMENT

Reinforce **VENDOR DIVERSITY**

Strengthen and promote **COMMUNITY AND PARTNER** connections

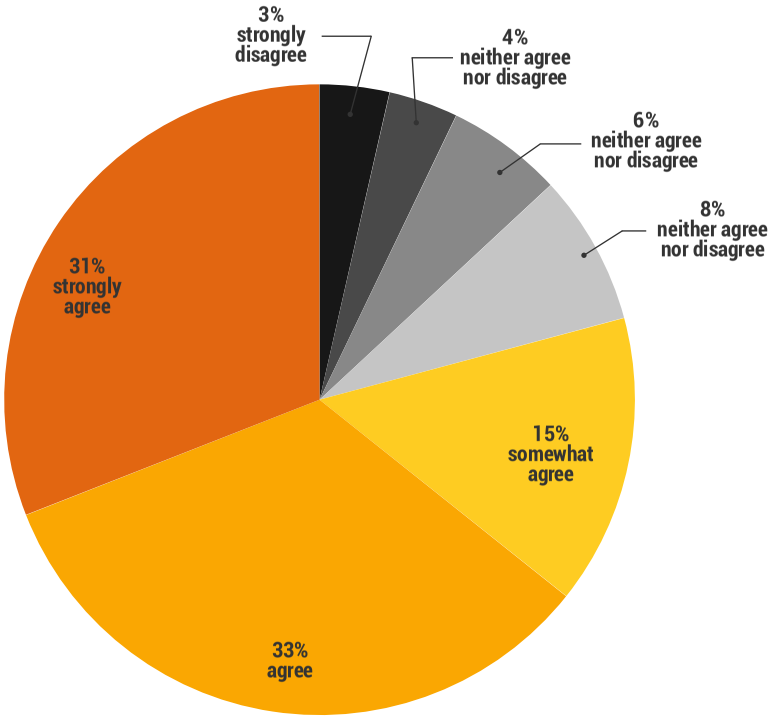
PROMOTE ACCESS by alternative means like mass transit, bicycle, or walking. **STRENGTHEN CONNECTIONS TO SURROUNDING NEIGHBORHOODS.**

FRAME part 04

SURVEY RESULTS

PROJECT EXPECTATIONS :

THE REDESIGN OF THE FARMERS MARKET IS IMPORTANT TO ME *79% agree*



TOTAL PUBLIC SURVEY RESPONSE :

168...

...total participants

67%...

...of total participation is female [55 male participants and 113 female participants]

79%...

...of total participants visit the market 6 or more times per year.

67%...

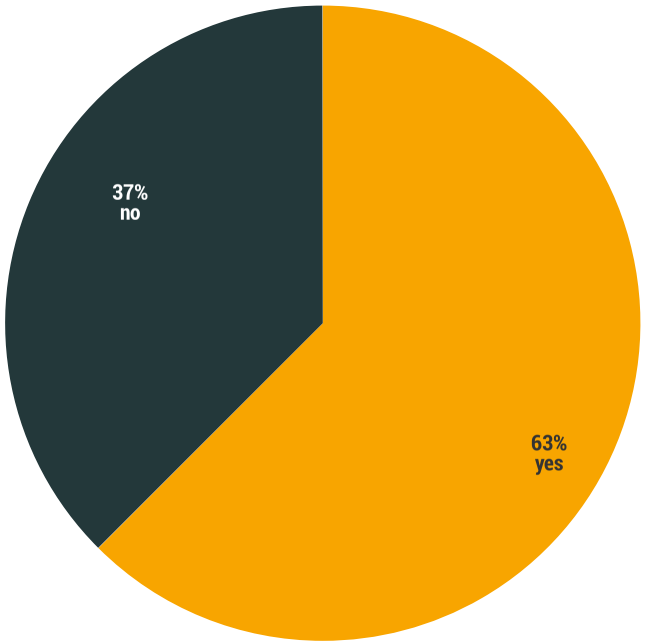
...of total participants have been visiting the market for 10 years or less [18% have been with the market for over 20 years]

40% & 39%...

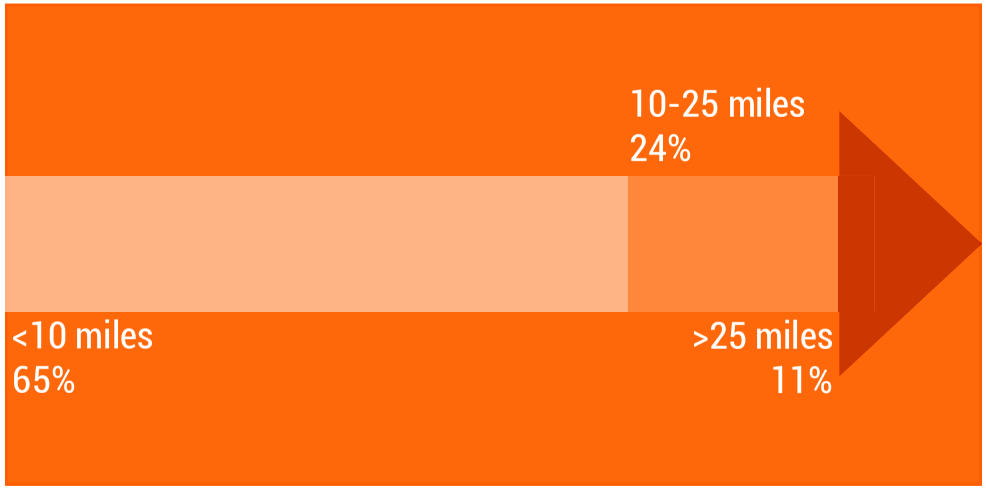
...of the respondents are Baby Boomer (68), and Generation Y (65), respectively, with 17% Generation X (29), 2% Silent (3), and 2% Generation Z (3).

ACCESS

63% **OF RESPONDENTS INDICATED THAT THEY LIVE IN THE CITY OF KALAMAZOO.**



HOW FAR ARE PEOPLE TRAVELING TO THE MARKET...



HOW ARE PEOPLE TRAVELING TO THE MARKET...

84%

PERSONAL VEHICLE

1%

MASS TRANSIT

5%

BICYCLE

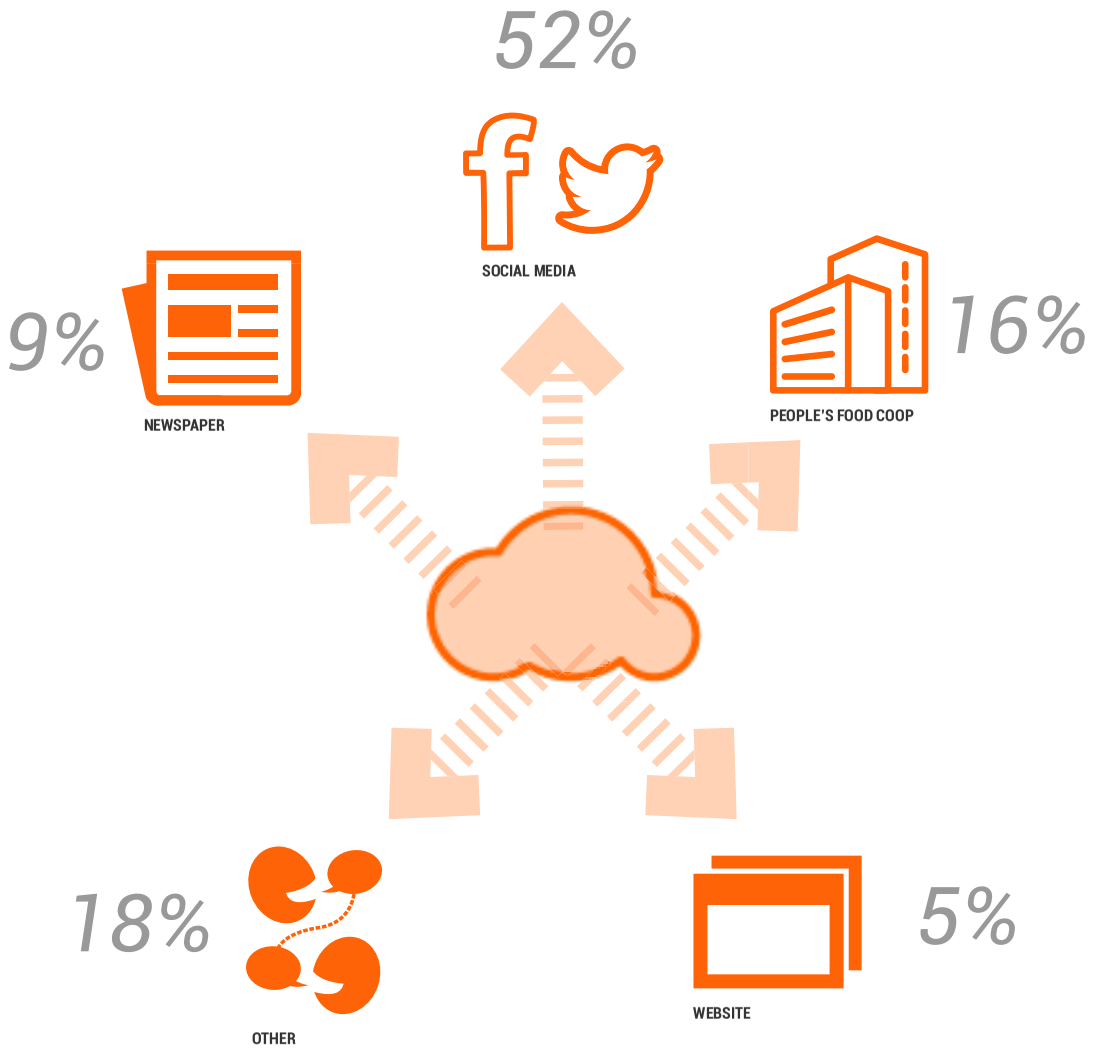
5%

WALKING

5%

OTHER

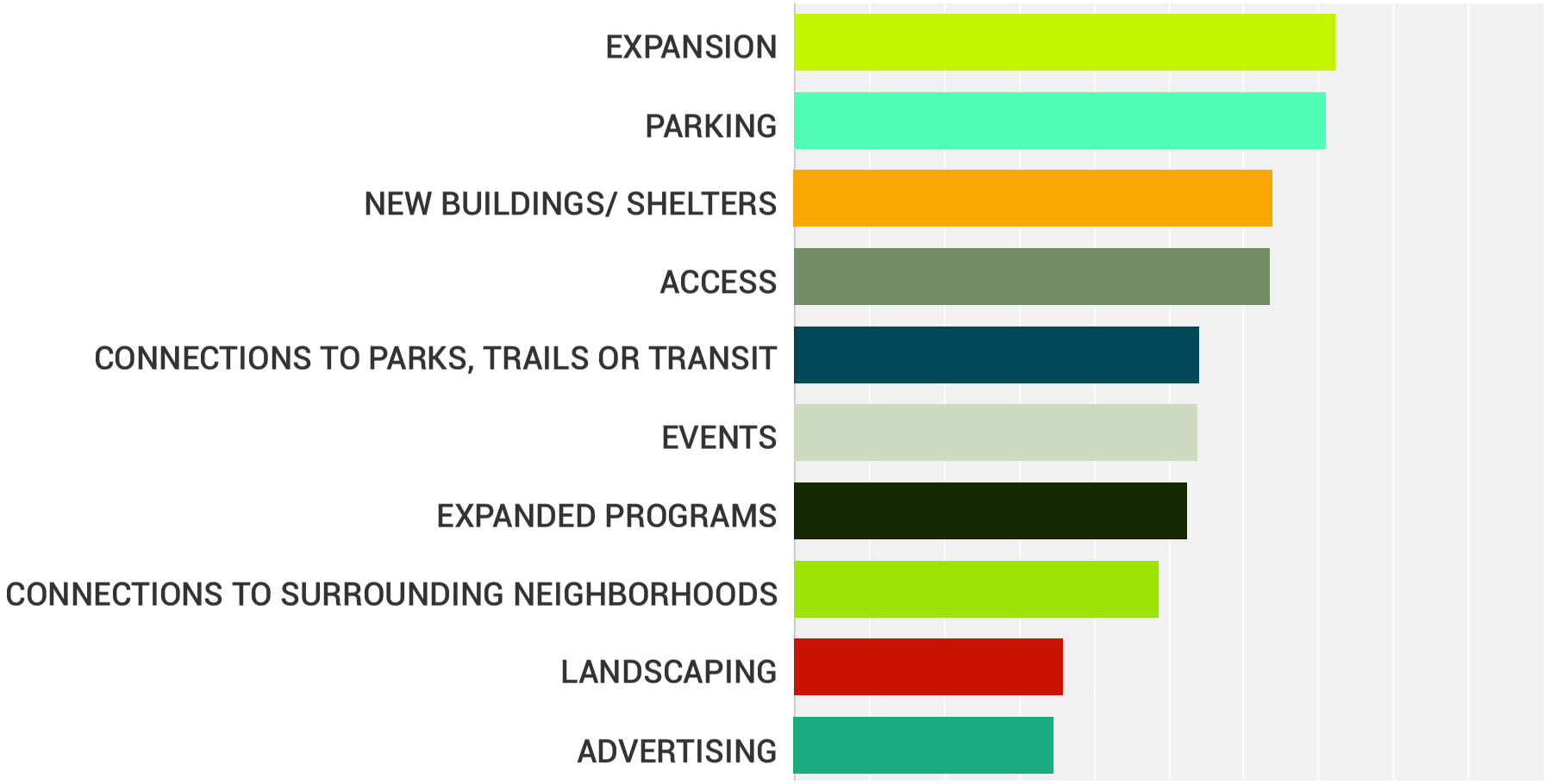
HOW ARE PEOPLE ACCESSING INFORMATION...



PRIORITIES

WHICH ASPECT OF THE MARKET IS *MOST IMPORTANT* TO ADDRESS

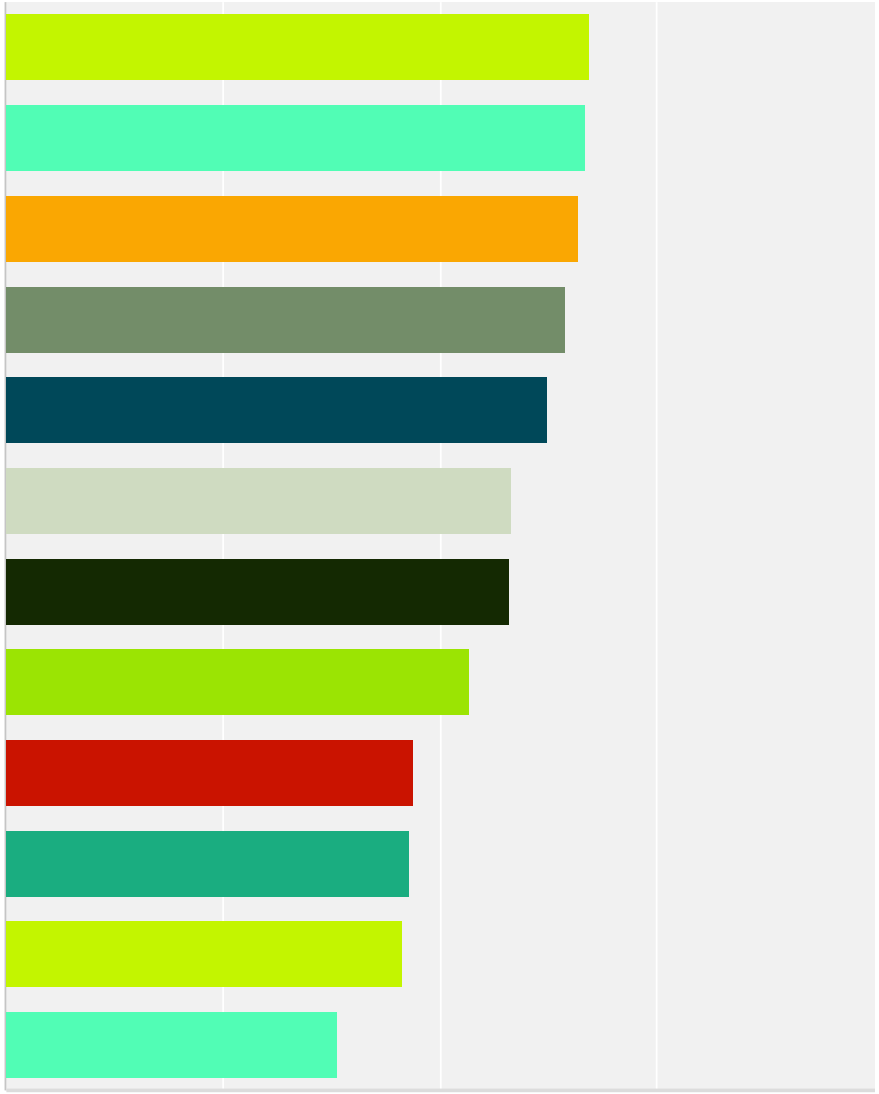
as defined in Public Survey



Top Priorities :

as defined in Public Survey

1. PLAYGROUND
2. EVENT HOSTING
3. ENTERTAINMENT
4. SHADE/ PARK LIKE SETTING
5. NUTRITIONAL EDUCATION
6. CREDIT CARD MACHINE/ ATM
7. COMMUNITY GATHERING PLACE/ SEATING
8. ACCESSIBLE BY BUS OR BICYCLE
9. IMPROVED SIGNAGE AND WAY-FINDING
10. VENDOR DIVERSITY
11. CONVENIENT PARKING
12. YEAR-ROUND MARKET



ASPIRE

ASPIRE

IMAGINE FUTURE SUCCESS

PROCESS

We engage with you to imagine how your values and aspirations might be realized through a successful project.

SECTION OUTLINE

- Collage Exercise
- Quadrant Exercise
- Visual Apsiration Exercise
- Design Principles

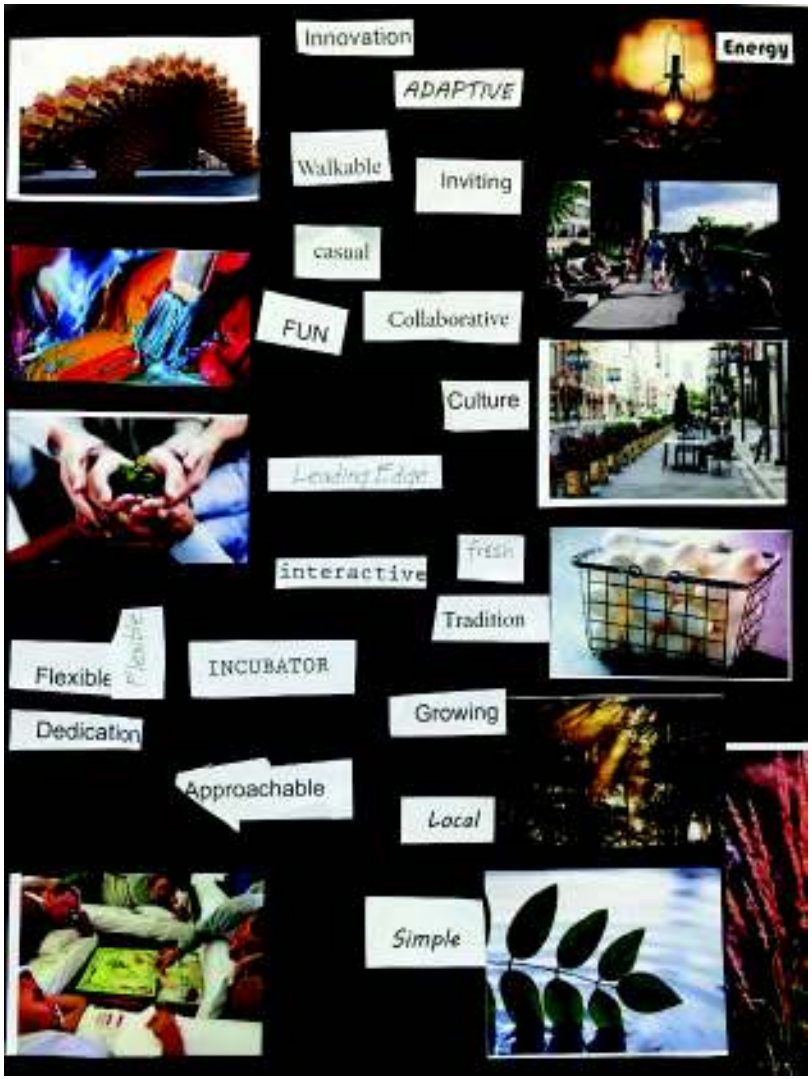
ASPIRE part 01

COLLAGE
VISIONING EXERCISE

The collage exercise allows the stakeholder groups to express key features of the project through visual analogies and descriptors. The resulting dialogue gives the design team insight into strengths or assets to maintain as well as challenges that should be addressed.

Question :

What is the future patron **EXPERIENCE** *of Kalamazoo Farmers Market?*



Team:

- **COMING TOGETHER** [to create the best project; year round even just to play a game – community gathering/asset]
- **ENERGY** of coming together
- **COMMEMORATE THE OLD MARKET**
- **OUTDOOR ART/GRAFFITI GARDEN**
- **MORE THAN JUST FOOD**
- **CONNECT** [to Edison and Washington Square]
- **GROWTH** of products and services
- Bring in a soft/sustain side to **ENHANCE** the space
- **INTERACTIVE [**for the kids]
- **QUIRKY** [uniqueness]
- **MAINTAINING SIMPLICITY** [open air - vendors just show up. Allows market to be approachable – might be unbalanced today]
- **CONTROL** the **CHAOS**
- **CELEBRATE** the **DEDICATION!**
- **FLEXIBLE** to meet the needs to the day [seasonal]
  - Based on products available
  - Mix of vendors
  - Location and frontage
- **FARMERS ARE INNOVATORS**
  - Marketplace should celebrate that and promote that
  - Might not always know what that is

ASPIRE part 02

QUADRANT
VISIONING EXERCISE

The Quadrant exercise allows stakeholder groups to create a large set of alternatives (opportunities?) for each section, prioritize and then present them to the group. The common themes lead directly into the Design Principles for the project. Not only can this exercise aid in developing principles, but can also illuminate opportunities for the client to consider changes within their organization to achieve project success.

Question :

To be the #1 Farmers Market in Michigan, we need to...

ENHANCE

- Better design
- Loading and unloading
- Vendor parking and layout
- Ways to access the site
- Pedestrian circulation
- Green space and veg buffers
- Surrounding natural environment
- Central gathering space
- Street edge definition
- Facility system
- Power
- Website
- Set hours for vendors – later start time in fall or lights
- Signage

REDUCE

- Waste

CREATE

- Space for incubator businesses
- Multi-use indoor space
- Improved parking
- Indoor/outdoor
- Year round usage
- More night markets
- Better bathroom
- Sustainable design
- Community space/center

ELIMINATE

- Vehicles blocking sidewalk
- Bad parking
- Traffic congestion
- Parking congestion

Top Themes :

as defined in Public Visioning workshops

1 — *7 votes*

INDOOR/ OUTDOOR MARKET - flexible, yet dedicated space for growth of programs including year-round opportunities.

2 — *3 votes*

Enhance **VENDOR AND SITE** layout to improve pedestrian circulation and experience.

3 — *2 votes*

Improve **GREEN SPACE** - enhance surrounding natural environment to reflect commitment to the community and improve patron experience.

4 — *2 votes*

Support future opportunities for **PROGRAM GROWTH** - increase number of night markets.

5 — *2 votes*

Improve **AMENITIES** and encourage **SOCIAL CONNECTIONS** - increase patron gathering/ community space and provide additional restroom facilities.

Additional Themes :

1 vote — **TRAFFIC CONGESTION** - seek to eliminate traffic flow problems and concerns; increase access by mass transit, bicycle, or walking.

1 vote — **WASTE** - provide and improve sustainable methods for waste elimination

ASPIRE part 03

VISUAL ASPIRATION EXERCISE

In addition to building alignment around goals and priorities, we need to make sure we're all speaking the same language. Design descriptions can be subjective, and definitions can mean vastly different things to different people.

In the Visual Aspirations Exercise, our team is able to hone in on design elements and space typologies that are meaningful and relevant to the public, while at the same time identifying things to avoid. Images are voted individually to categorize likes and dislikes.

By hearing this discussion and understanding the reactions produced by each of the images, we are able to capture a much more accurate picture of the qualities of space that will resonate well with the patrons, vendors and stakeholders of the Kalamazoo Market.

SPACES SHOULD BE :

Warm

Inviting

Open

Intuitive

Functional

Able to communicate values

Timeless

Practical

Encouraging meaningful social connections

Comfortable and well lit

Accessible

SPACES SHOULD NOT BE :

Too Modern

Cold

Plain

Bland

Trendy

Complicated

Busy

Unsupportive

Disconnected

Dark

Sense of Arrival:

1

3 votes

2

3

1 vote

4

1 vote

5

2 votes

6

Engaging the Outdoors:

1

2

1 vote

3

4

5

9 votes

6

Interior Environment [size]:

1

1 vote

2

1 vote

3

14 votes

4

5

6

Interior Environment [materials]:

1

2

10 votes

3

1 vote

4

1 vote

5

1 vote

6

Display:

1

2

1 vote

3

4

5

2 votes

6

4 votes

Signage/ Identity:

1

2

5 votes

3

4 votes

4

4 votes

5

6

ASPIRE part 03

DESIGN PRINCIPLES

These aspirational based principles are embodied in our work and serve as the foundation for all design decisions

We will celebrate the HISTORY and COMMITMENT of the farmers and vendors by providing a seamless experience to STIMULATE ECONOMIC SUCCESS AND GROWTH.

We will create an environment that will FOSTER CONNECTIONS between neighbors, BUILD RELATIONSHIPS between vendors and patrons, and ENCOURAGE THE VISION of a sustainable food network for the region.

We will RESPECT the existing neighborhood by designing CLEAR WAYFINDING to CREATE AN INVITING, USER FRIENDLY EXPERIENCE empowered by NATURAL ADJACENCIES and INTUITIVE PATHWAYS to transportation and surrounding communities.

We will create a SUSTAINABLE, TIMELESS EXPERIENCE that educates the public and provides a space that can be leveraged YEAR-ROUND to support future programs.

We will create an INFRASTRUCTURE that is FLEXIBLE to support current needs and future technologies.

CREATE

CREATE

DISCOVER CONCEPTUAL DIRECTION

PROCESS

We challenge assumptions and encourage dreaming in an immersive design event to explore purposeful solutions.

SECTION OUTLINE

- Concepts
- Alignment Plan
- Conceptual Images
- Construction Phasing

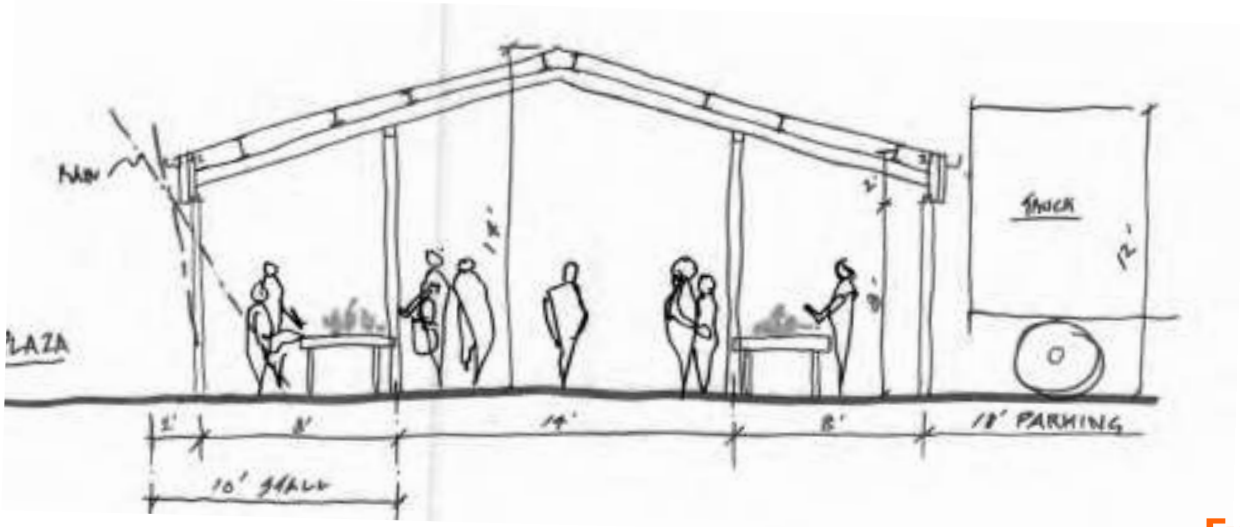
CREATE part 01

CONCEPT PLANS

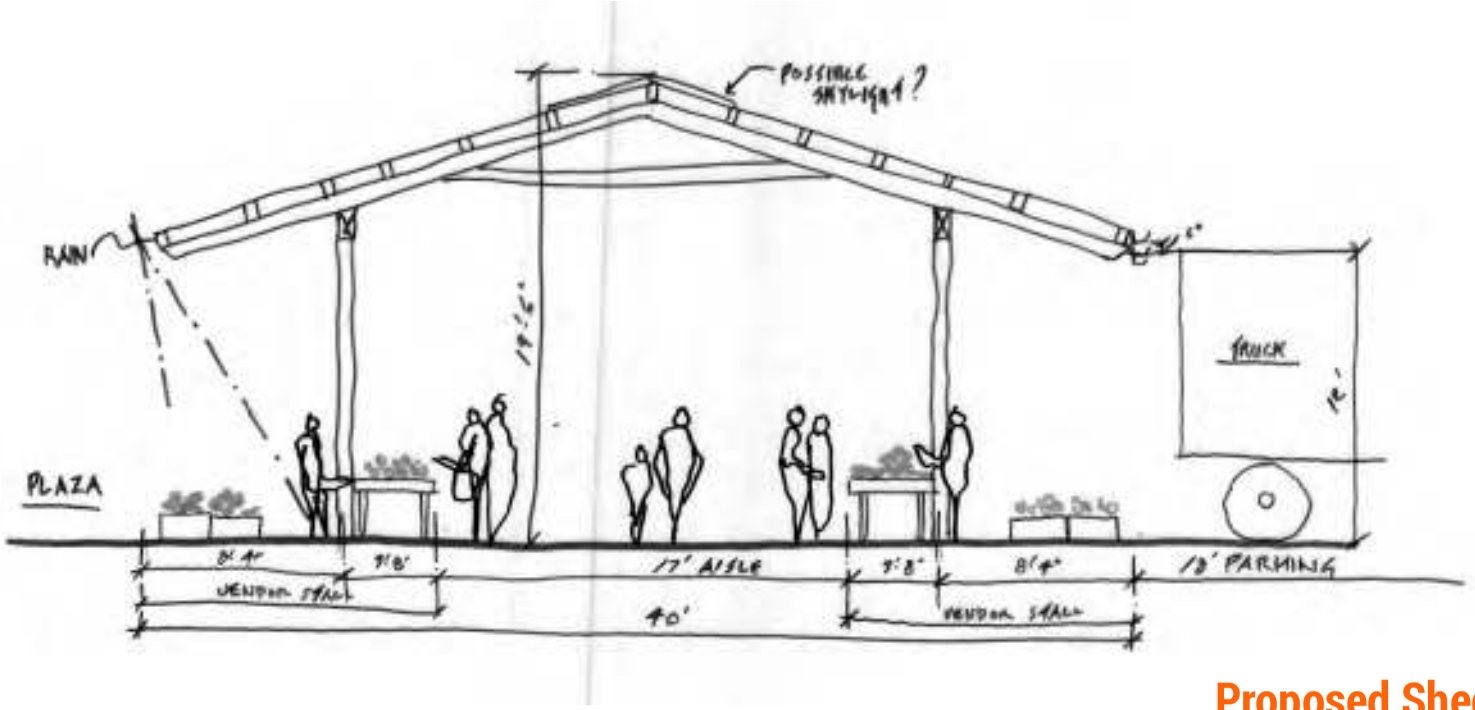
Our immersive design workshop allows the public and the project stakeholders to engage in a fluid process of master planning and feedback loops, resulting in a conceptual approaches that align with expectations and design principles.

After creation of multiple approaches, public comment is taken and synthesized leading to a public vote of all options.

CONCEPT SHED SECTIONS



Existing Shed Section



Proposed Shed Section

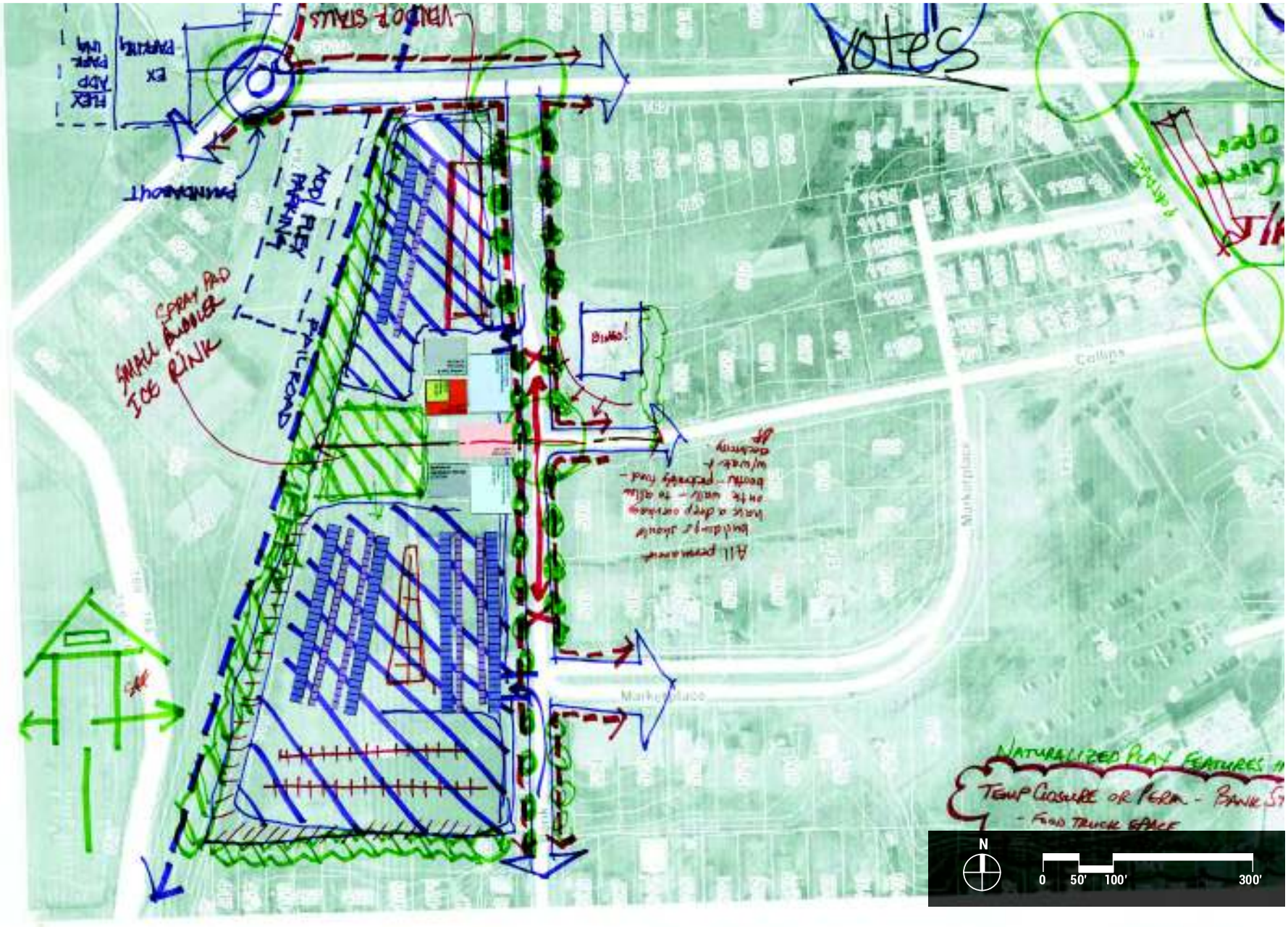
CONCEPT A

Parking
Parking
Food Trucks
Food Trucks
Marketplace
Marketplace
Collins
N
0
50'
100'
300'

CONCEPT B

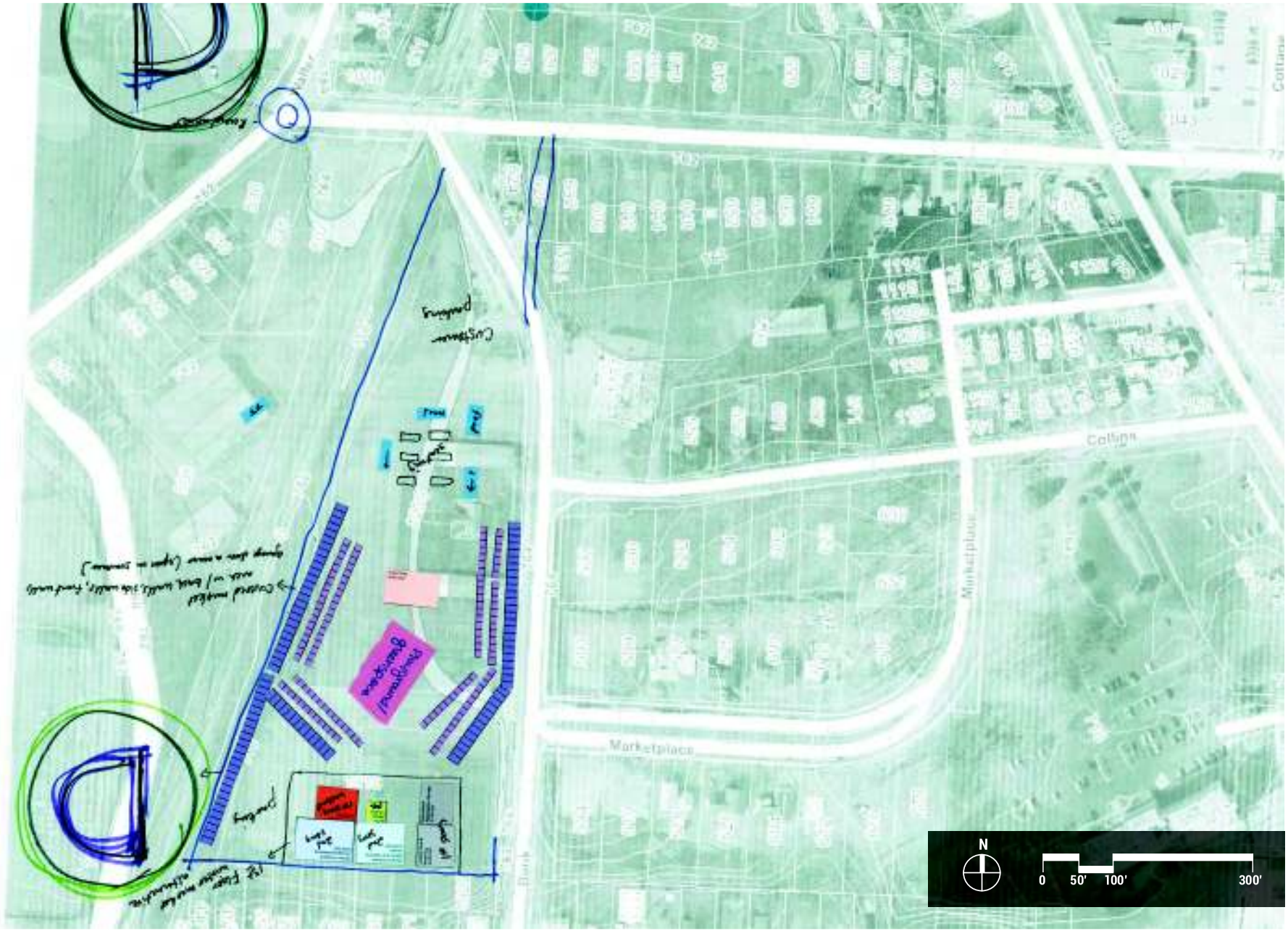
Tracks
Food Truck Court
Customer Parking
Marketplace
Collins
N
0
50'
100'
300'

CONCEPT C

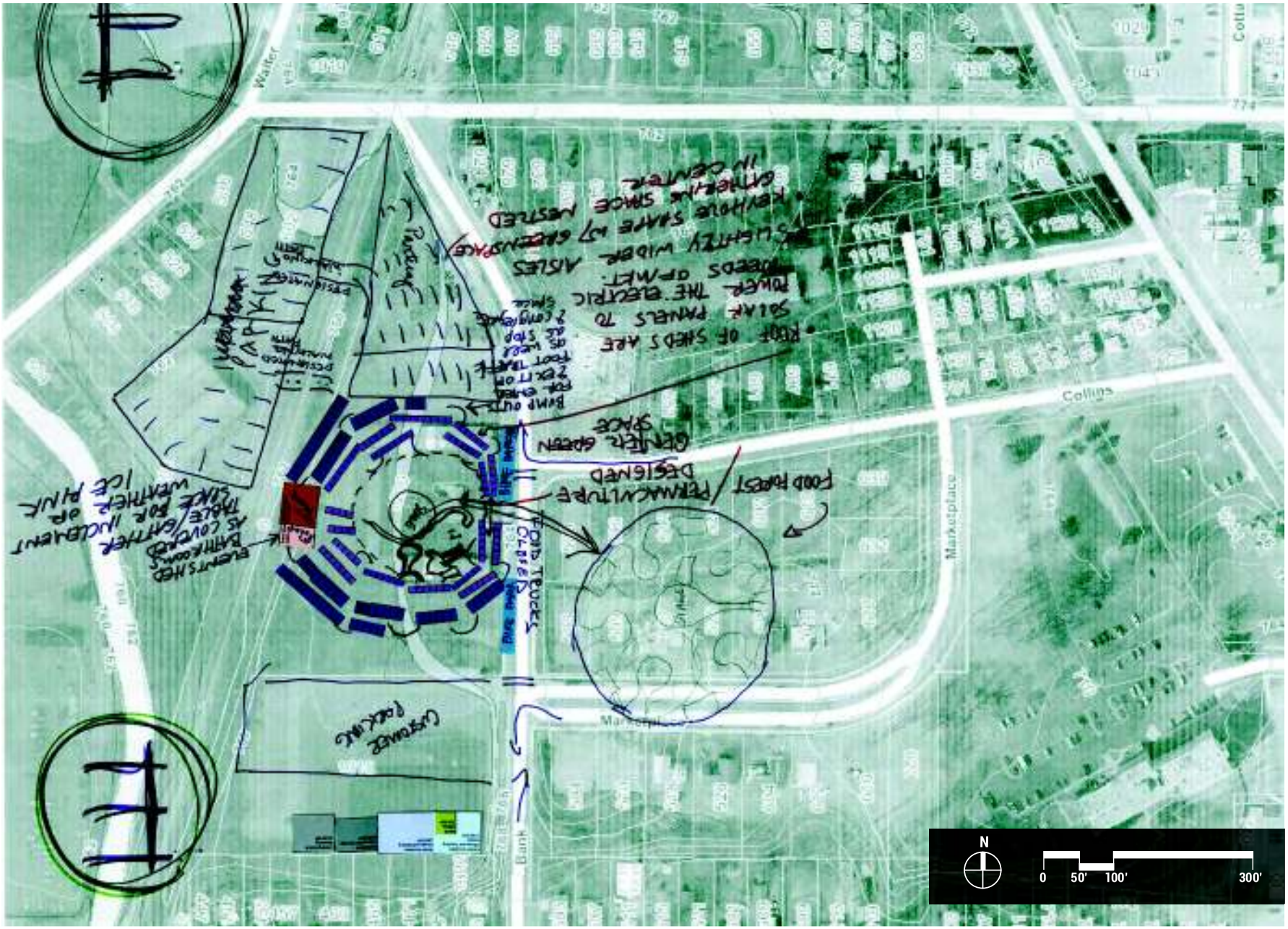


Votes
SPRAY PAD
SMALL BUBBLER
ICE RINK
PAIL ROAD
Collins
Marketplace
NATURALIZED PLAY FEATURES
TEMP CLOSURE OR PERM - BANK ST
- FOOD TRUCK SPACE
N
0
50'
100'
300'

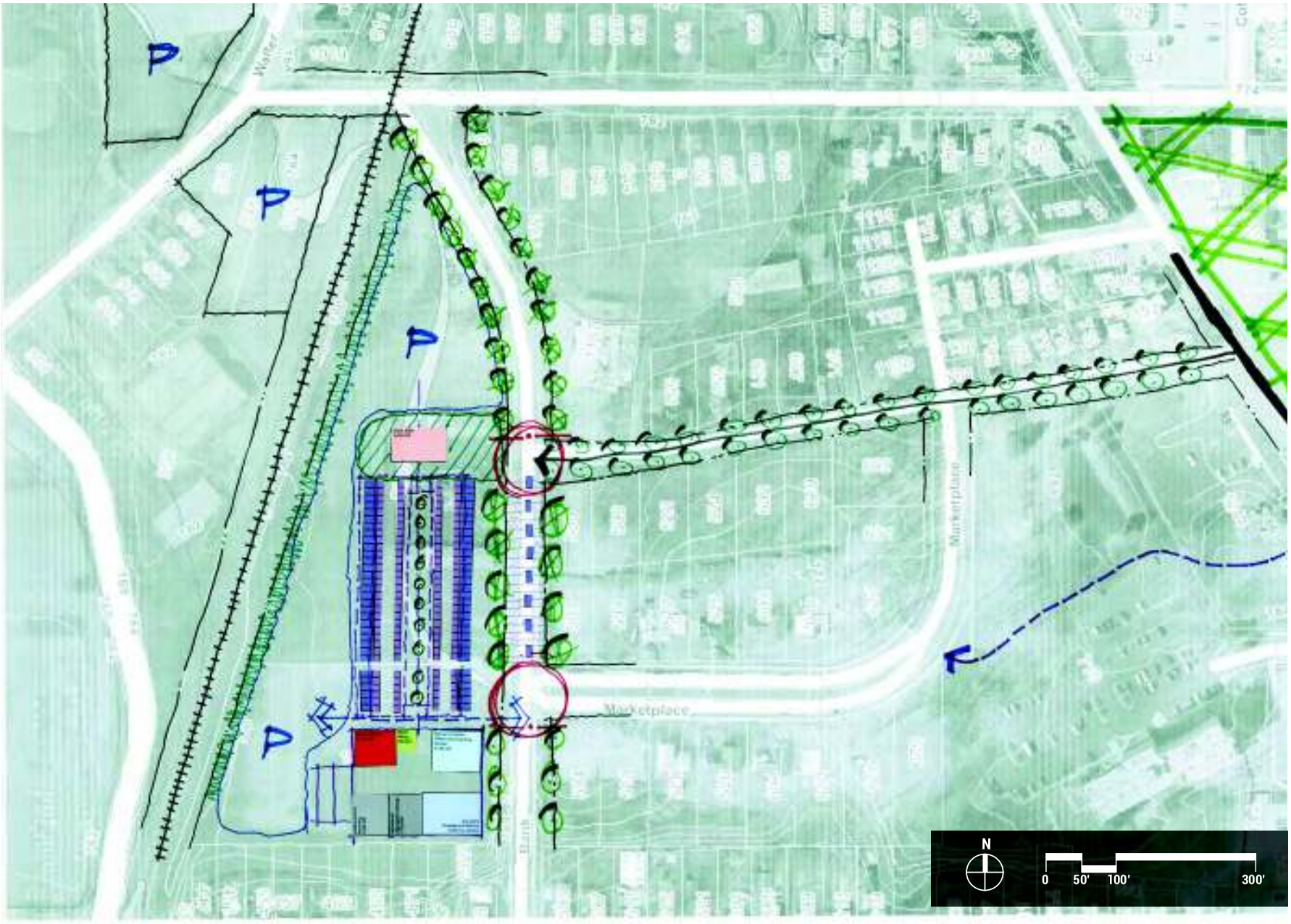
CONCEPT D



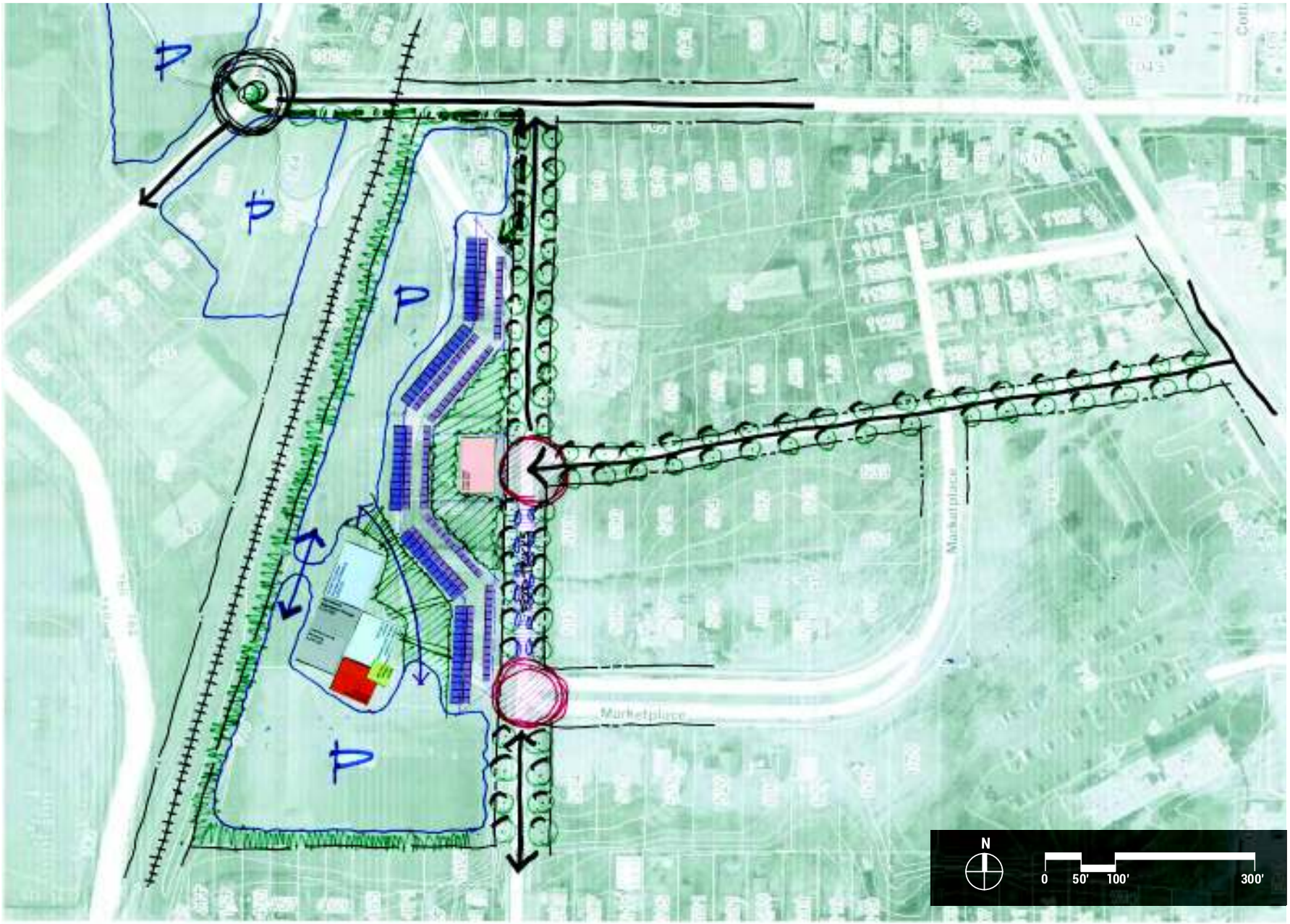
CONCEPT E


Walter
Collins
Marketplace
Bank
Farm Trucks
Overflow Parking
Permaculture Designed Food Forest
Gather Green Space
Bike Path
Dog Park
Children's Area
Playground
Basketball
Parking
Pedestrian Mall
Restrooms
Elevated Bathrooms as Cover/Gather Space for Inclement Weather or Ice Rink
Roof of sheds are Solar Panels to Power the Electric Needs of Market
Skylights w/ Greenspace
Aisles Restored
Overhead Space
Gathering Space
Ramp out
Exit or Foot Traffic
N
0
50'
100'
300'

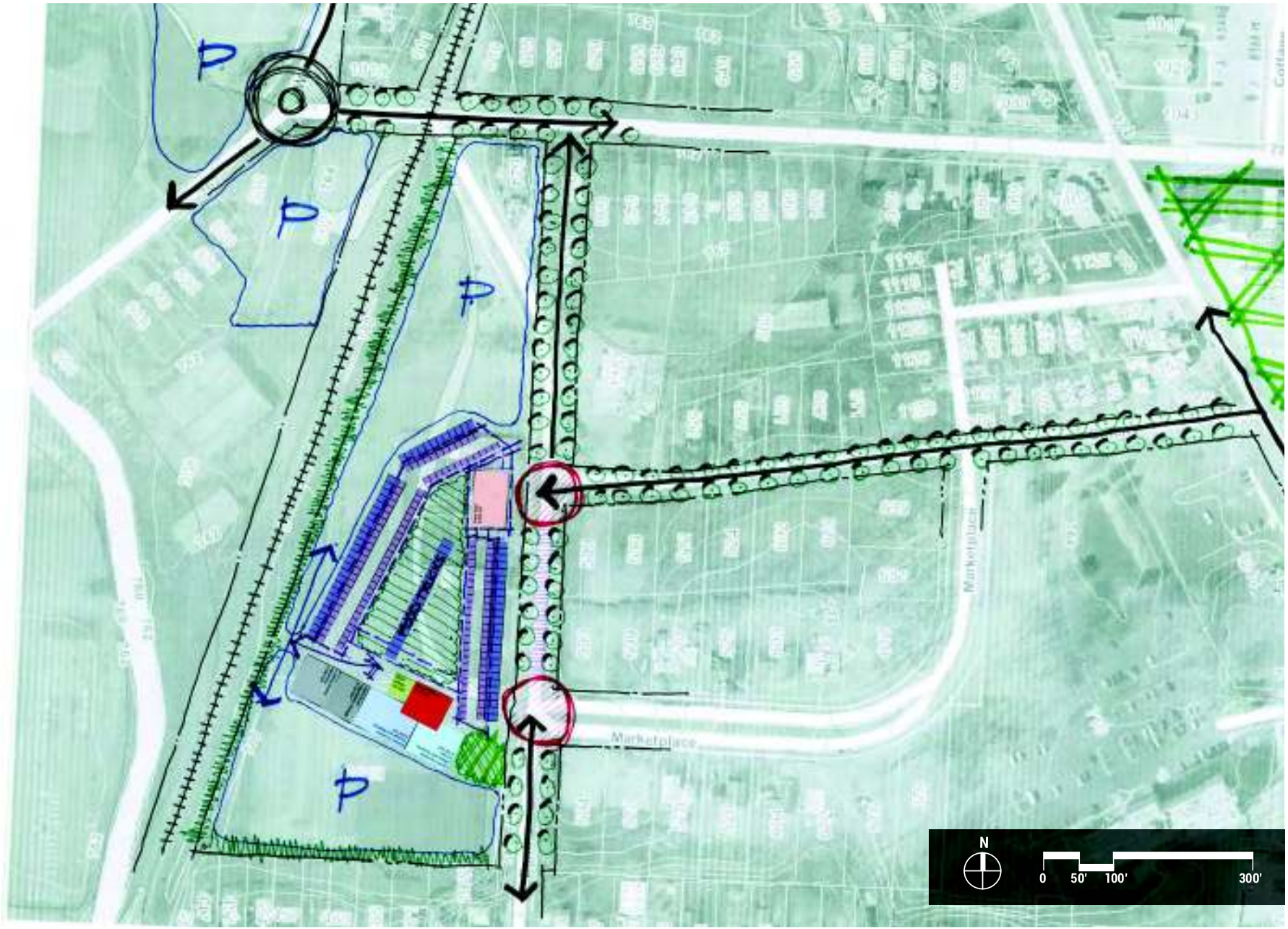
CONCEPT F



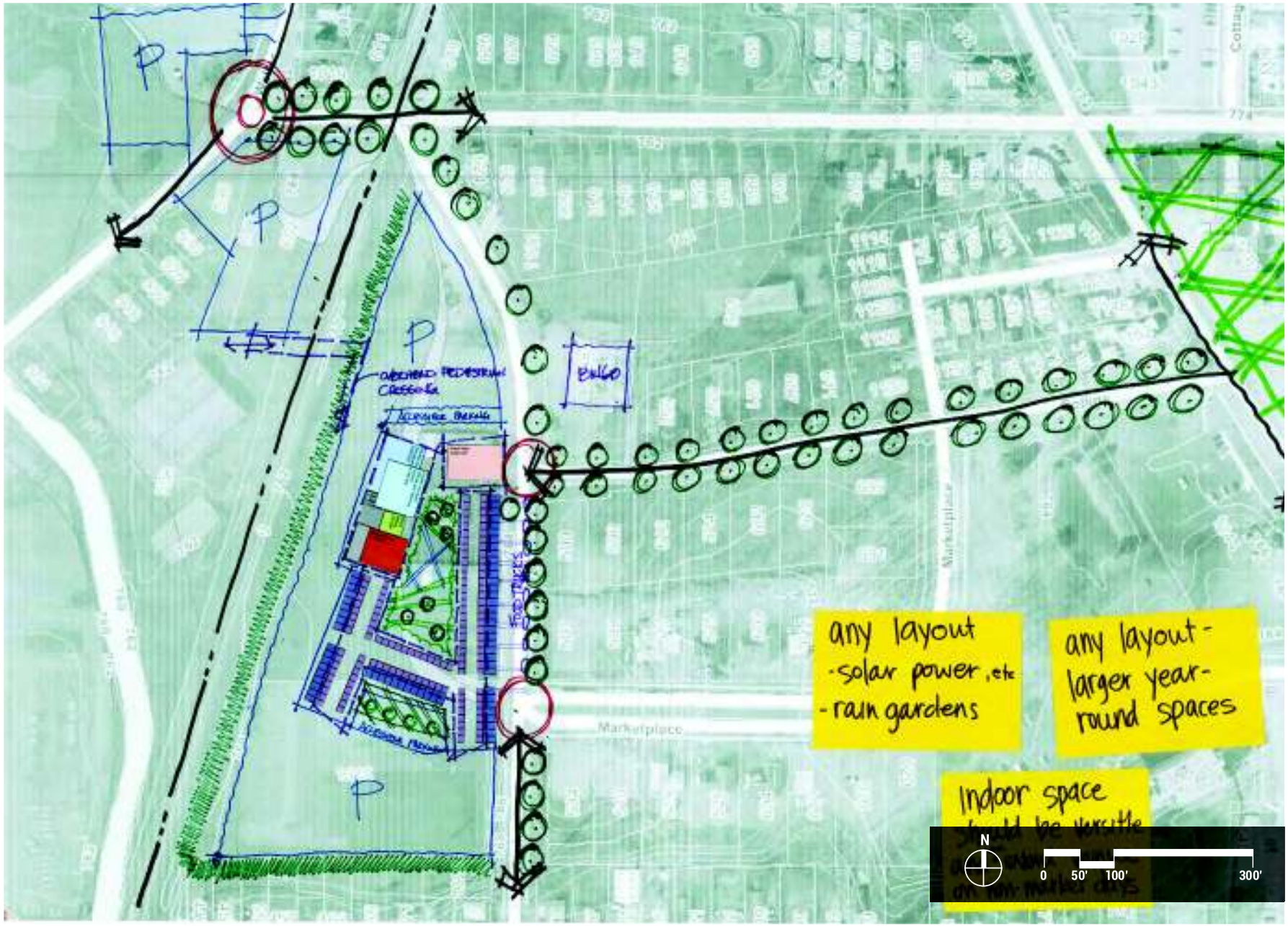
CONCEPT G



CONCEPT H



CONCEPT I

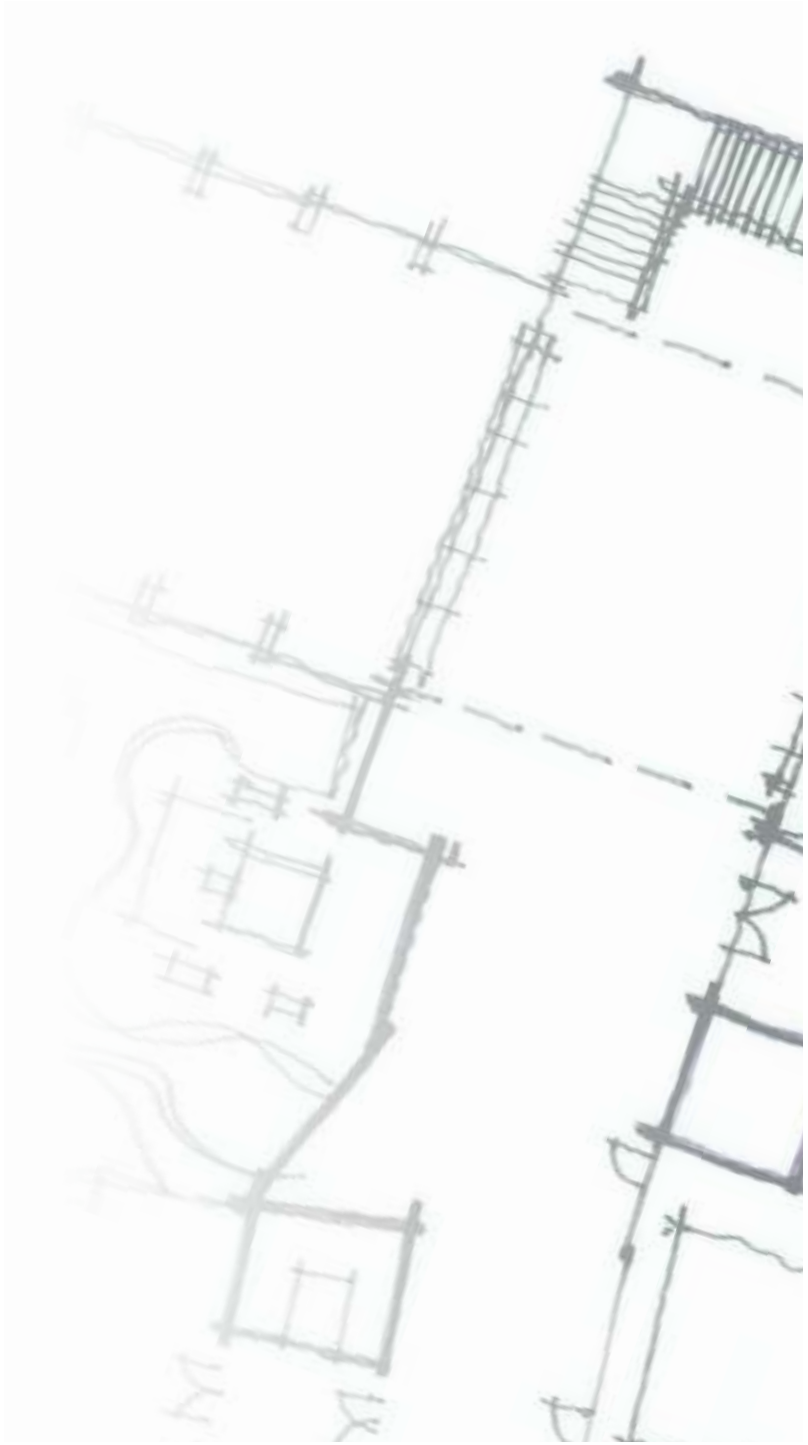

any layout
-solar power, etc
-rain gardens
any layout -
larger year-
round spaces
Indoor space
N
0
50'
100'
300'

CONCEPT J

CREATE part 02

ALIGNMENT

Following creation of the initial concept plans, the Client Design Team reviewed and provided feedback of the top three to four options as voted on by the public. In this engagement, dialogue and discussion is encouraged, allowing the full team to be aligned on a direction moving forward.



DIRECTION

The discussed direction was a modified version of concept J. The following notes highlight the dialogue that drove alignment.

Enhance the **CONNECTION** *between the Event Shed and the Market Building.*

PRESERVE A FOCAL POINT *at the intersection of Banks St. and Collins.*

MAXIMIZE *available on site parking.*

INSIGHTS

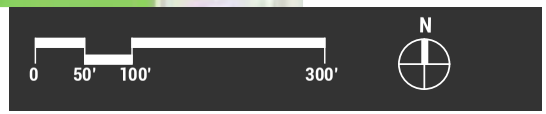
The final solution celebrates the history of the market and it's vendors while creating new opportunites for vendor growth and program success through larger vendor sheds with additional vendor parking. Connections to the community are enhanced through a larger campus green with dedicated space for tables and chairs, benches, and respite. A stage creates one edge of the campus green where performances can be shared by all patrons of the market. The vendor sheds are wider including larger overhangs to protect the vendors and create a roomier experience for patrons to interact with each other and the vendors.

A large Event Shed is located at the south of the plaza which will provide a 4-season space for the market. In addition, the Event Shed creates flexible space for people to congregate, for additional vendors if needed and will afford for new programs that have not existed at the market in the past.

The new Market Building creates an urban streetscape on site between itself and the Event Shed creating a clear connection for patron circulating between the vendor sheds. A glass facade will allow patrons to be connected to the activity of the interior environment and reinforce the ability of the market to promote future events.

Lastly, the final solution connects to the surrounding neighborhood in scale and approachablility. It will include the ability to engage all types of patrons from the greater Kalamazoo region.

FINAL CONCEPTUAL MASTER PLAN



KEY IMPROVEMENTS

- New site layout, building, event shed, and vendor shed.
- New Parking for 385 vehicles
- Vendor Parking for 72 10' x 10' stalls
- Food Truck Parking along Banks St. including monuments for food truck power. Food Truck Parking requires closure of Banks St. on Market Saturdays.
- Collins St. Improvements and new Pedestrian path to Portage St. from Marketplace St.
- New Bus Stop at the corner of Collins and Banks St.
- Tabling of Banks St. to eliminate curbs and slow traffic.

FINAL CONCEPTUAL BUILDING PLAN

FINAL CONCEPTUAL MASTER PLAN - PHASE 2

KEY IMPROVEMENTS

- Straightening of Banks St. creates additional parking of approximately 60 vehicles.
- Pedestrian and Streetscape Improvements along Banks St. and Collins St. to improve connection to the Edison Neighborhood

FINAL CONCEPTUAL MASTER PLAN - PHASE 3

KEY IMPROVEMENTS

- Pedestrian and Streetscape Improvements along Lake St. to strengthen connection to Washington Square Neighborhood.

FINAL CONCEPTUAL MASTER PLAN - PHASE 4

KEY IMPROVEMENTS

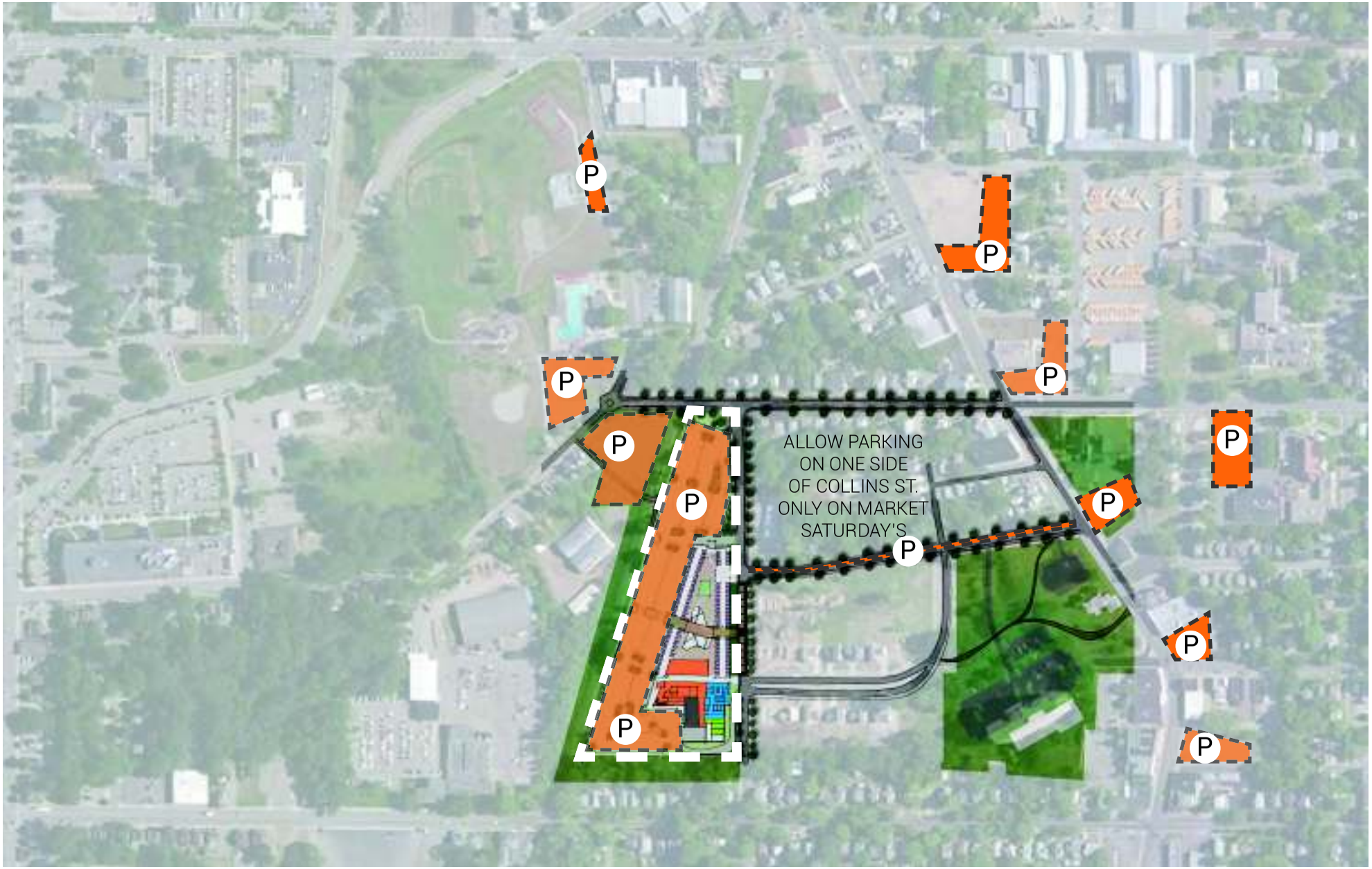
- Creation of new traffic circle at the intersection of Lake St. and Walters for improved traffic and pedestrian circulation from additional parking locations.

FINAL CONCEPTUAL MASTER PLAN - PHASE 5

KEY IMPROVEMENTS

- Pedestrian bridge crossing over the railroad to provide more friendly access from additional west parking areas.

FINAL CONCEPTUAL MASTER PLAN - PARKING ANALYSIS



INSIGHTS

- Proposed on site parking of approximately 400 spaces

FINAL CONCEPTUAL MASTER PLAN - BUS ROUTE EXTENSION

INSIGHTS

- Red Line = South Burdick Bus Route - already has two spurs on it's line. South Burdick Route can still be used with people walking from Stockbridge to Market site.
- Yellow Line = Portage Ave. Bus Route - propose creating single spur off Portage Line to Banks Street using Bingo Hall Parking lot as turnaround

CREATE part 03

CONCEPT IMAGES

NORTHEAST VIEW

NORTHWEST VIEW

SOUTHWEST VIEW

SOUTHEAST VIEW

NORTH / MAIN ENTRY

NORTH / MAIN ENTRY

WEST VENDOR SHED AND COURTYARD

EAST VENDOR SHED

COLLINS STREET ENTRY AND NEW BUS STOP

FOOD TRUCK ALLEY ON BANKS STREET

MARKETPLACE STREET ENTRY

PEDESTRIAN WAY AT EAST VENDOR SHED

PEDESTRIAN WAY AND EVENT SHED AT WEST VENDOR SHED

WEST VENDOR SHED FROM MARKET BUILDING ENTRY

COURTYARD FROM EVENT SHED STAGE

MARKET BUILDING ENTRANCE / CANOPY

WEST PARKING ENTRY

CREATE part 04

CONSTRUCTION PHASING

PROPOSED CONSTRUCTION PHASING

Phasing

PHASE 1
vendor sheds and site including food truck alley

PHASE 2
event shed and collins street improvements

PHASE 3
market building and south parking/ site

PHASE 4
straightening of banks street

PHASE 5
lake street improvements and traffic circle

PHASE 6
pedestrian bridge over railroad

APPENDIX

SECTION OUTLINE

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