

Historic Third Ward Public Market



Concept illustration of the Public Market, St. Paul and Water Streets



Existing Condition,
St. Paul and Water Streets



Goal
*Develop successful
Downtown public market
district*

Objective

- Continue Third Ward's tradition as Greater Milwaukee's "Commission Row."
- Fill a prominent underdeveloped parcel.
- Enhance the architectural character of the Historic Third Ward.
- Generate another activity for Downtown.
- Meet residents' needs for retail green market.

Benefits

- Increase pedestrian activity.
- Increase visibility of existing Third Ward establishments.
- Provide incentives for rehabilitation of existing buildings for new uses.

Responsible Parties

- Historic Third Ward Association
- Greater Milwaukee Committee, Public Market Task Force
- Milwaukee County (if the market is located on the site on the north side of East St. Paul Avenue)

Rationale

The Third Ward, with the Commission Row Buildings, is the historic center of Downtown's produce market activity. The Plan proposes a new district, focusing on a public market, that revitalizes this tradition. Downtown is underserved by grocery stores. The public market will feature local farmers in indoor and outdoor stalls. These offerings will be enhanced with specialty food and craft items in stores

and restaurants on the blocks within a five-minute walk of the public market. Already a known destination for arts and galleries, the Public Market will solidify the Historic Third Ward's position as both a residential district and a destination for shoppers seeking high-quality handcrafts and specialty items.

Existing restaurants, bars, shops, the Milwaukee Institute of Art and Design, and the Skylight Opera and Broadway Theater Center benefit from the additional visitors the Market will bring to the area.

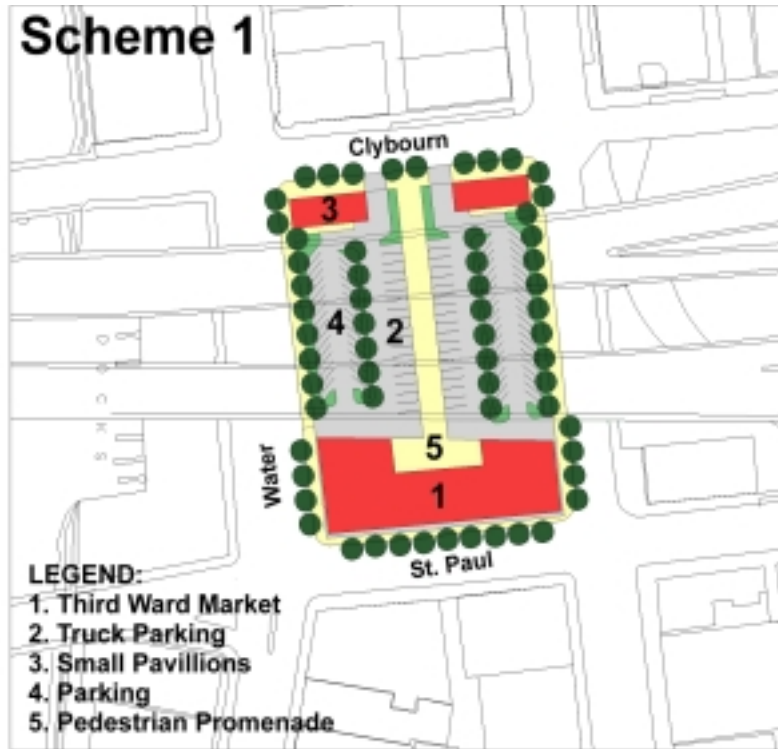
Recommendations

The intersections of St Paul and Water and St Paul and Broadway should be improved with pavers or brick and stone. This special treatment reflects the Third Ward's historic architectural character. This location augments the gateway into this important District.

One site under consideration for the public market is the parcel surrounded by Water Street, St. Paul, Broadway and Clybourn. Currently a surface parking lot extending under the freeway, the concept plan proposes a building that respects the 20-foot setback from the drip line of the freeway. In the concept, the remainder of the site remains a parking lot that accommodates produce truck stalls.

The concept illustration, depicted in the simulation, recommends that the character, scale and mass of the building reflect the mercantile architectural traditions of brick façade and large metal awnings. Two concept plan sketches and renderings were developed for the site. Both propose a building with a footprint of approximately 20,000 square feet. A minimum two story height that screen the freeway is recommended.

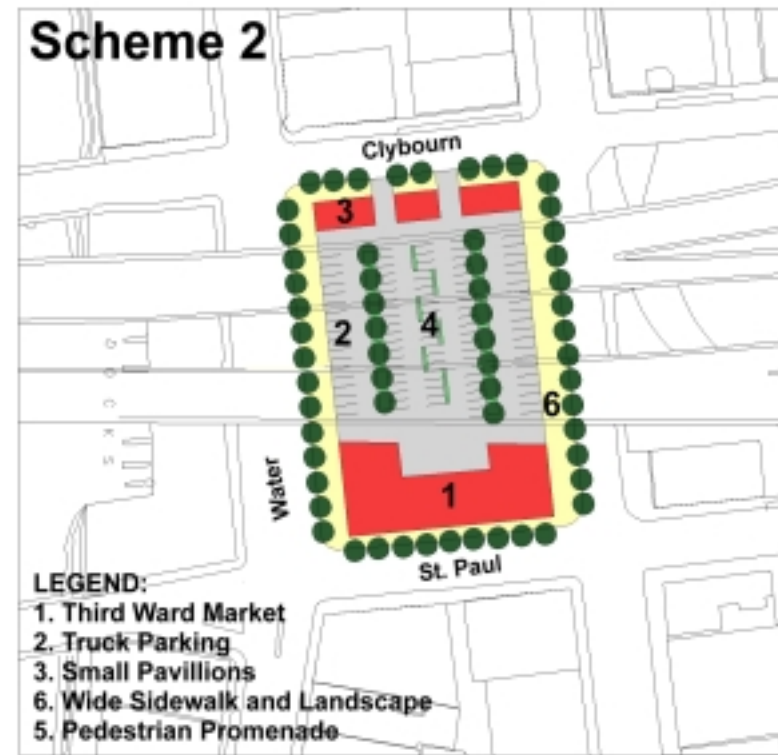




Site Concept One

Create a single, wide (approximately 20 ft.) pedestrian promenade in the center of the lot extending from St Paul through the new market building to Clybourn. Vendors could line both sides of this promenade. Overhead gas heaters above the promenade could be used on colder days. When the market was not in session, the lot could be used for metered parking.

Sidewalk treatment, street furniture, screening and planting on the edges of the parking lot on Water, Broadway and Clybourn are necessary. The landscaping and new walls on Broadway, Water and Clybourn will screen the visual impact of the parking lot.



Site Concept Two

This concept proposes a pedestrian promenade at the edge of the site. Sidewalks on Water and Broadway would be widened with new streetscape elements to enhance the walking experience. Vendor stalls and trucks would line the sidewalk animating the pedestrian experience. However, when vendors do not line the street edge, the parking lot will be visible. This could be improved with internal landscaping.

The streetscape and the edges of the parking lot on Water, Broadway and Clybourn should be significantly enhanced to promote pedestrian movement under the freeway.

