

Market Hall Workshop #1

Presented to:

Boulder Civic Area Market Hall Working Group

Presented by:

Economic & Planning Systems

and

David K O'Neil



December 15th, 2015

Denver

Los Angeles

Oakland

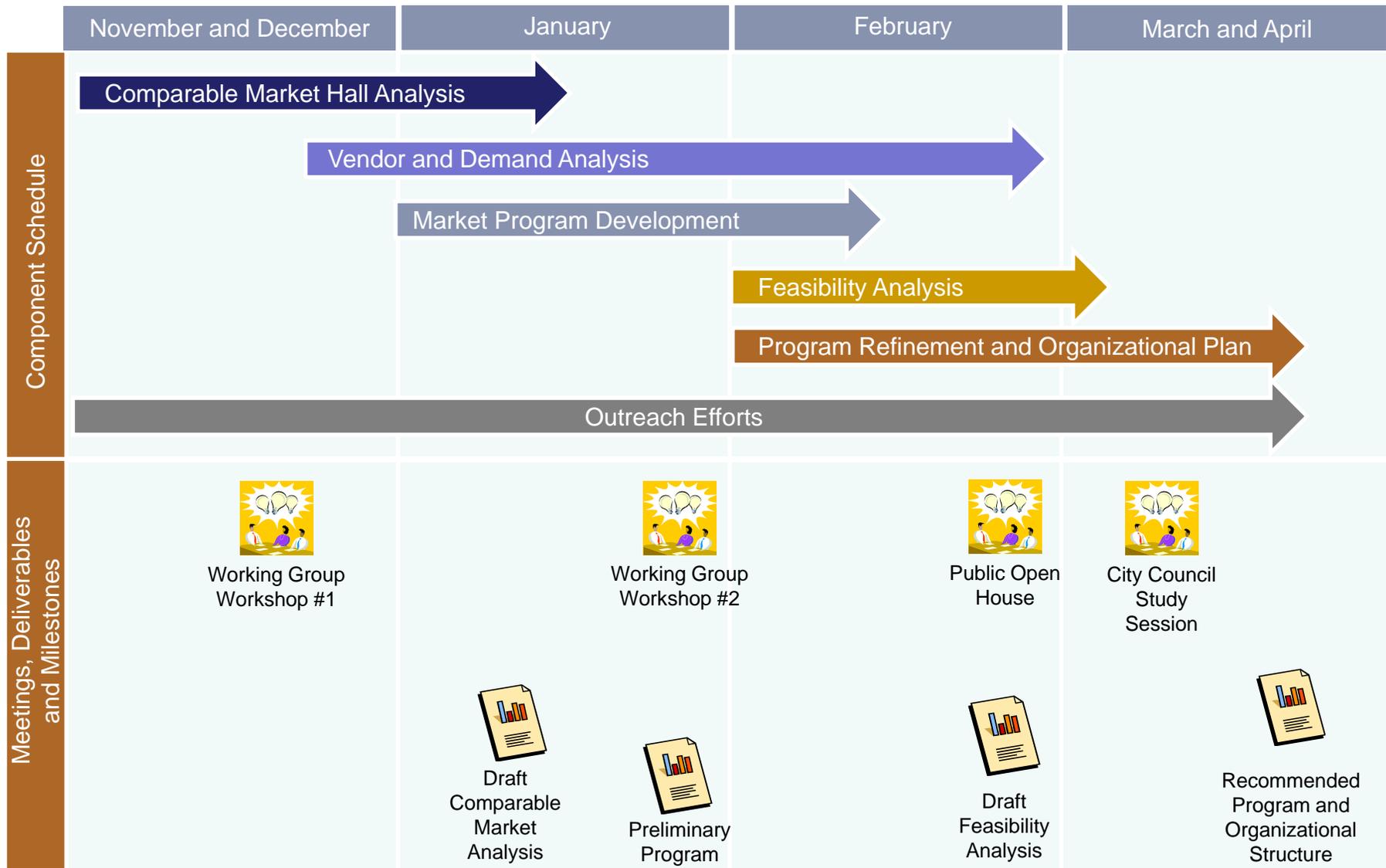
Sacramento

Agenda

- Introduction by City of Boulder Staff
- Overview of Project and Process
- Introduction to Market Halls
- Comparable Markets
- Discussion

PROJECT OVERVIEW

Scope of Project



INTRO TO MARKET HALLS

What is a Public Market?



Public Markets...

- ✓ Have Public Goals
- ✓ Operate in Public Spaces
- ✓ Serve Locally Owned and Operated Businesses

Who operates markets?

A Grassroots Movement!



Types of Organizations

- Cooperatives
- Non-profit organizations
- City government
- Combination
- Private developers

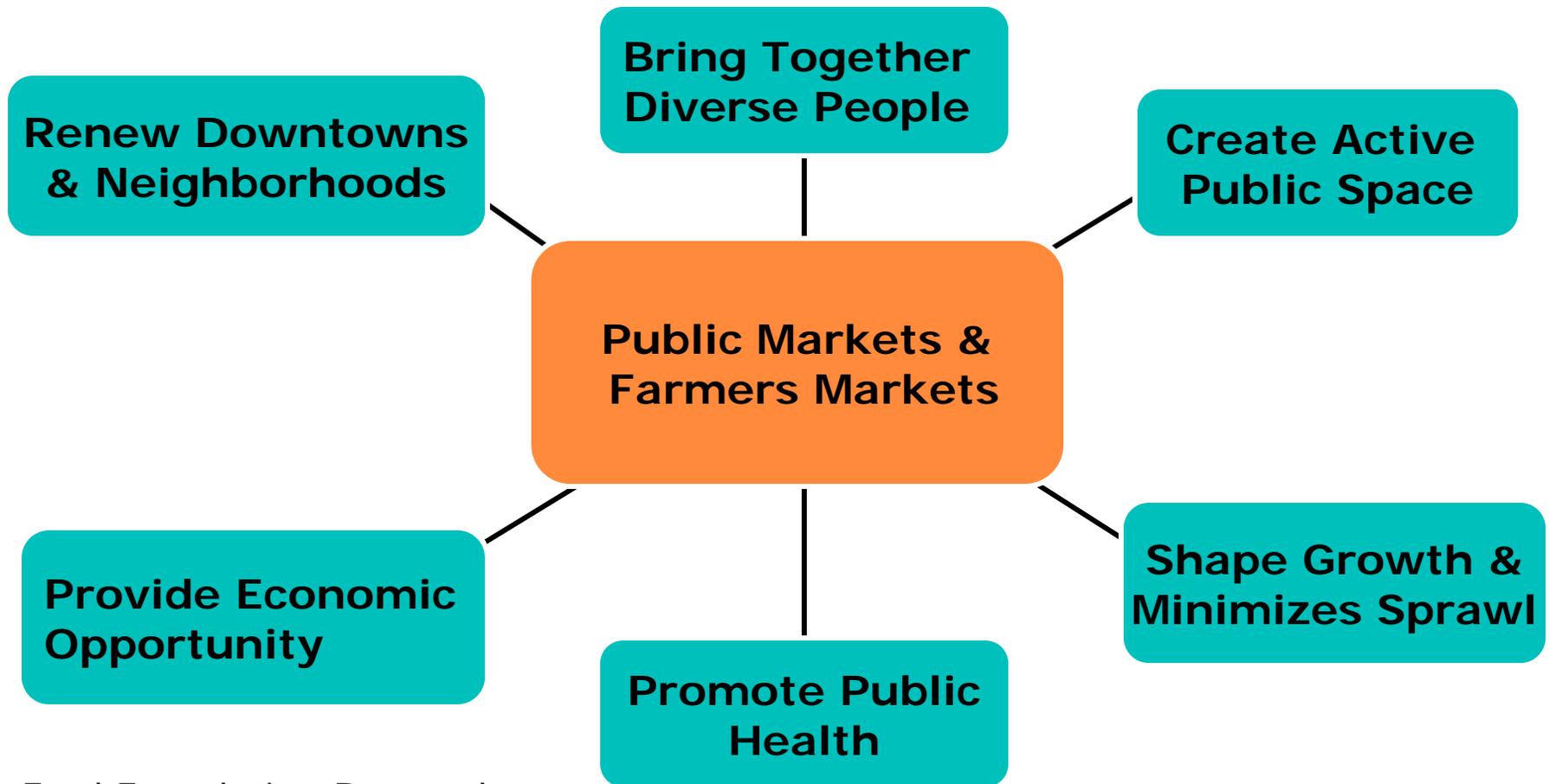
Organizational Structure

- Separate organization
- Program of existing organization
- Network of markets

State/Regional Associations...Growing

- Operating entities
- Advocacy/communication groups
- Combination

Benefits of Public Markets: Linking Market to Communities



Ford Foundation Research

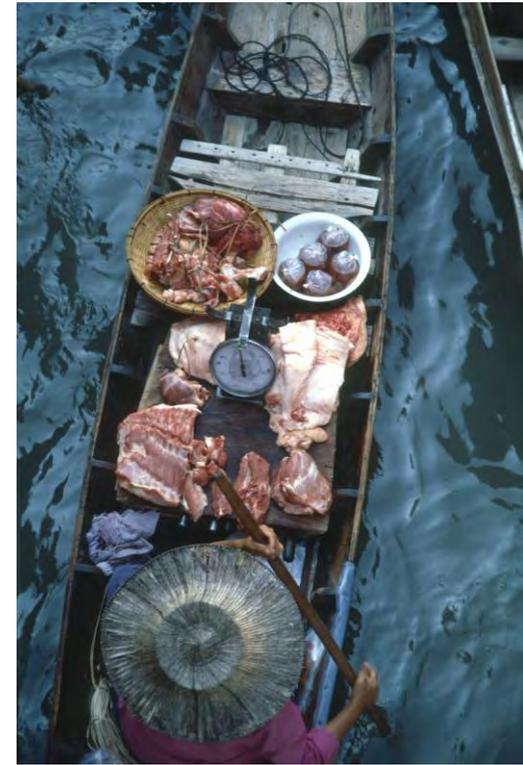
10 Key Qualities of Successful Markets

The Right:

- 1 Vendors
- 2 Location
- 3 Mix
- 4 Mission
- 5 Public Spaces
- 6 Connections
- 7 Economics
- 8 Promotion
- 9 Value
- 10 Management

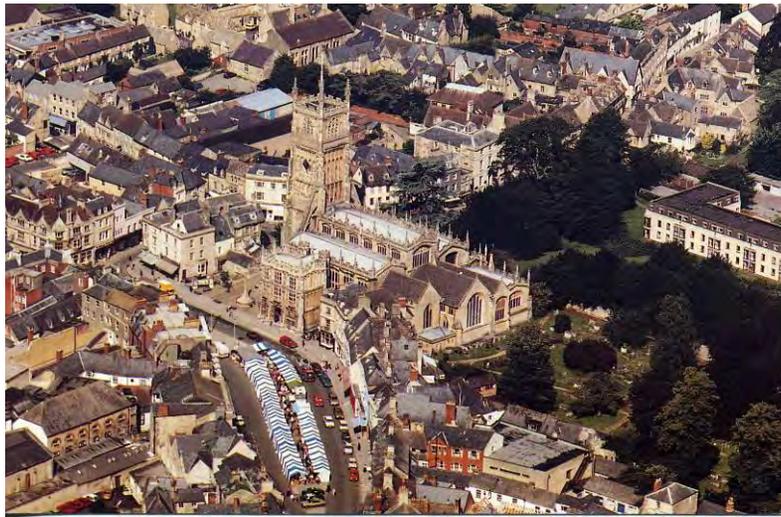


1 The Right Vendors



2

Right Location



3 Right Mix



4 Right Mission

- Be clear
- Build Local Economy
- Create New opportunities



4

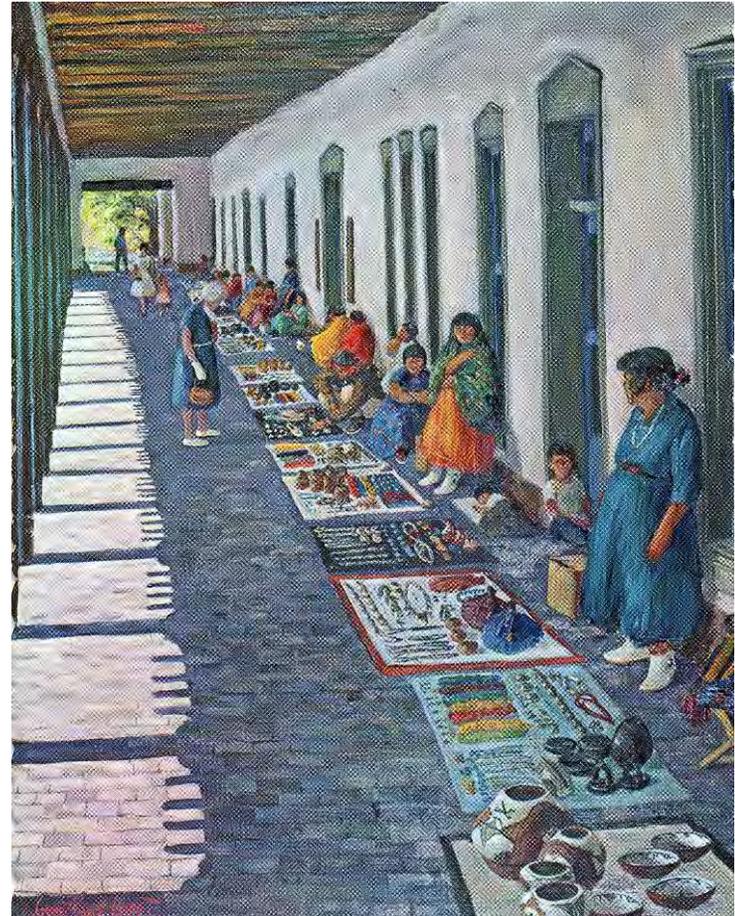


5 Right Public Spaces



6 The right connections:

Reflect community



6 The Right Connections:



- Tie into greenways... ...housing and retail

7 Right Economics



8 Right Promotions



9 Right Values in a market Affirm our sense of place



10 Right Management



Wide Spectrum of Types of Markets

Open Air



Market Shed



Market Hall



Market District





Forms of Markets

From street corners to city districts....How markets evolve





Covington, VA

COVERED MARKETS



San Miguel, Spain



Cleveland, OH



MARKET HALLS





MARKET DISTRICTS







Wide Spectrum of Types of Markets Halls

- What Elements Vary
 - Building
 - Role of farmers market and fresh foods
 - Mixture of tenants
 - Organizational structure and management

Building types



Shed

Large Hall



Mixed-use Building



Relationship to farmers market



Main Tenant

Day User

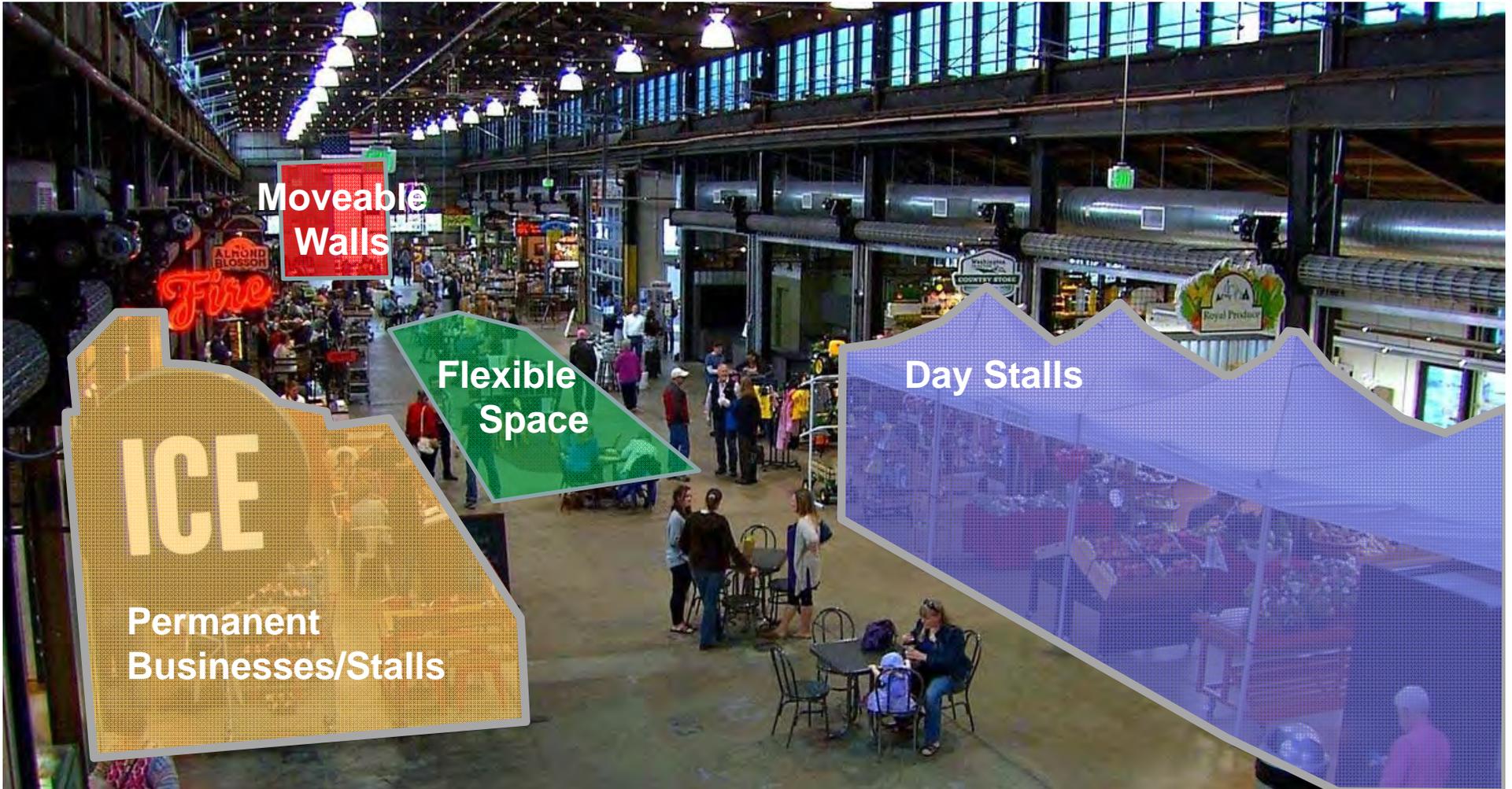
Adjacent



Role of fresh foods



Mixture of spaces and tenants



COMPARABLE MARKETS



Bellingham Farmers Market – Bellingham, WA

- Located in Depot Market Square, downtown Bellingham
- City owns facility; Bellingham Farmers Market Association (non-profit) operates market
- Open-air pavilion
 - Built in 2006
 - 5,200SF building
 - 15,000SF courtyard (includes 8,200SF of covered shelters)
 - Flexible space, available for rentals



Bellingham Farmers Market – Bellingham, WA

- Farmers' Market only; pavilion rented for other uses on non-market days
- Market open on Saturdays April-Christmas, 3 days over winter
- Over 100 vendors
 - Approx. 40 farmers, 40 crafters, 25 food, 2 service providers



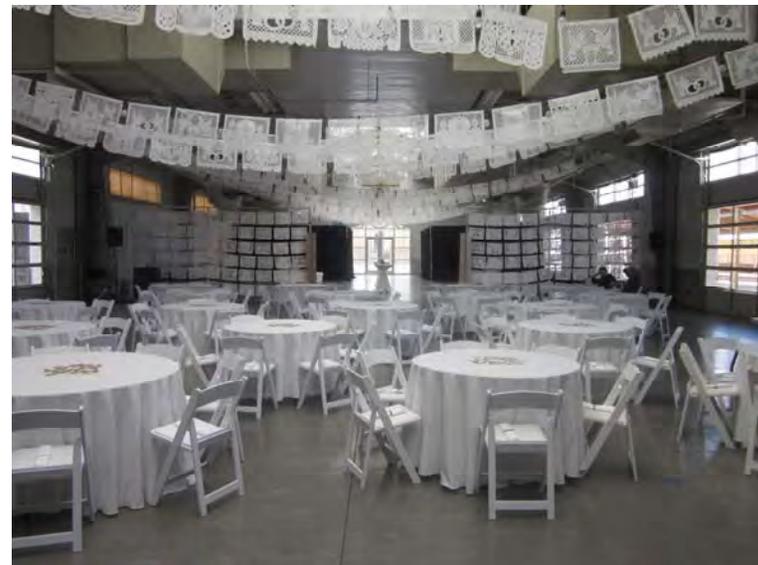
Santa Fe Farmers Market – Santa Fe, NM

- Santa Fe Railyards Historic District
- Building is owned and operated by the Santa Fe Farmers Market Institute (non-profit) with a ground lease for the land
- Market is run by the Santa Fe Farmers Market (for-profit)
- Building purpose-built in 2007
 - 27,000SF total
 - 17,000SF leasable retail and office space
 - 10,000SF flexible use market hall



Santa Fe Farmers Market – Santa Fe, NM

- Market open Saturday year-round, Tuesday May-November
- Indoor & outdoor market in summer
- ~150 vendors
 - Winter market has ~40 vendors
- Membership is 80% agricultural, 20% value-added
- Flexible market space is rented out for events



Santa Fe Farmers Market – Santa Fe, NM

Map and Illustration by Daniel Bish
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- RESTROOMS
- ATM
- PARKING
- BUS STOPS
- FUTURE DEVELOPMENT
- Coming Soon

1 CHARLOTTE JACKSON FINE ART American & European Minimalist & Modern Art 554 South Guadalupe Street	8 MARK WHITE FINE ART Fine Paintings & Sculpture 1611 A Paseo de Peralta	14 WAREHOUSE 21 (W21) TEEN CENTER Youth Center for Arts, Events & Workshops 1614 Paseo de Peralta	4 STATION COFFEE European Coffee House 530A South Guadalupe Street	7 REI Recreational Equipment Market Station	4 BUDDHA FITNESS CLUB A Personalized Fitness Club Artyard #3105
2 DAVID RICHARD GALLERY Post-War Abstract Art 554 South Guadalupe Street	9 RAILYARD PERFORMANCE CENTER Yoga, African & Contemporary Dance/Events 1611 B Paseo de Peralta	15 WILLIAM SEGAL GALLERIES Ancient & Contemporary Art Textiles 540 South Guadalupe Street	1 ANTIQUE WAREHOUSE Mexican Ranch Furniture 530 South Guadalupe Street	8 SANTA FE FARMERS MARKET Market & Community Center 1607 Paseo de Peralta	5 NM RAILRUNNER EXPRESS Commuter Train Service Santa Fe Depot www.nmrailrunner.com
3 EL MUSEO CULTURAL Hispanic Cultural Center 555 Camino de la Familia	10 SANTA FE CLAY Ceramic Art Center & Gallery 545 Camino de la Familia	16 WORL STUDIO EDUCATIONAL ART GALLERY Art & Music Artyard#3107	2 BON MARCHÉ Artisan Crafted Linens & Accessories 1609 A Alcañadesa Street	9 SANTA FE FARMERS MARKET SHOPS Wine, Gifts, Garden Shop & More 1607 Paseo de Peralta	6 QFORMA Software Consulting for the Health Care Industry 1613 Paseo de Peralta, Suite # 200
5 JAMES KELLY CONTEMPORARY Post-War European & American Art 530 South Guadalupe Street	11 SANTA FE SOUTHERN RAILWAY Train Excursions Santa Fe Depot	1 FLYING STAR CAFE Kitchen, Cocktails, Sports American Family Fare Market Station	3 CASA NOVA Living with Art 530 South Guadalupe Street	1 ARTYARD Solar Live/Work Lots & Commercial Community 703 Camino de la Familia	7 RAILYARD VISITOR'S CENTER Santa Fe Depot
6 JAY ETKIN GALLERY Contemporary & Ethnographic Art Artyard #0103	12 SITE SANTA FE International Art Exhibitions 1606 Paseo de Peralta	2 JUNCTION Kitchen, Cocktails, Sports 530 South Guadalupe Street	4 DANIELLA Clothing, Jewelry & Accessories Market Station	2 BARKER REALTY Residential Sales 530 South Guadalupe Street	8 SANTA FE FARMERS MARKET INSTITUTE Promoting Local Food & Agriculture 1607 Paseo de Peralta, Suite # 1
7 LEWALLEN GALLERIES Contemporary & Modern Art 1613 Paseo de Peralta	13 TAI GALLERY Contemporary Japanese Art & Traditional Textiles 1601 B Paseo de Peralta	3 SECOND STREET BREWERY AT THE RAILYARD Fresh Brewed Beer & Pub Fare Farmer's Market North	5 GO WIRELESS Wireless Phones Market Station	3 BIONEERS Environmental & Social Justice 1607 Paseo de Peralta, Suite #3	Coming Soon

Old Strathcona Farmers Market – Edmonton, AB

- Located in the Historic Strathcona District
- Building is owned by the City of Edmonton, market is operated by the Old Strathcona Farmers Market Society (non-profit)
- Building
 - 75,000SF building; 33,000SF market space
 - Located in a former bus barn, built in 1950
 - Building also houses a theater and other community and cultural-based organizations



Old Strathcona Farmers Market – Edmonton, AB

- Market is open Saturdays, year-round
- Rotating roster of 300 vendors through 185 stalls
- Market is designated 80% agriculture & food, 20% craft
- Other spaces within building available to rent



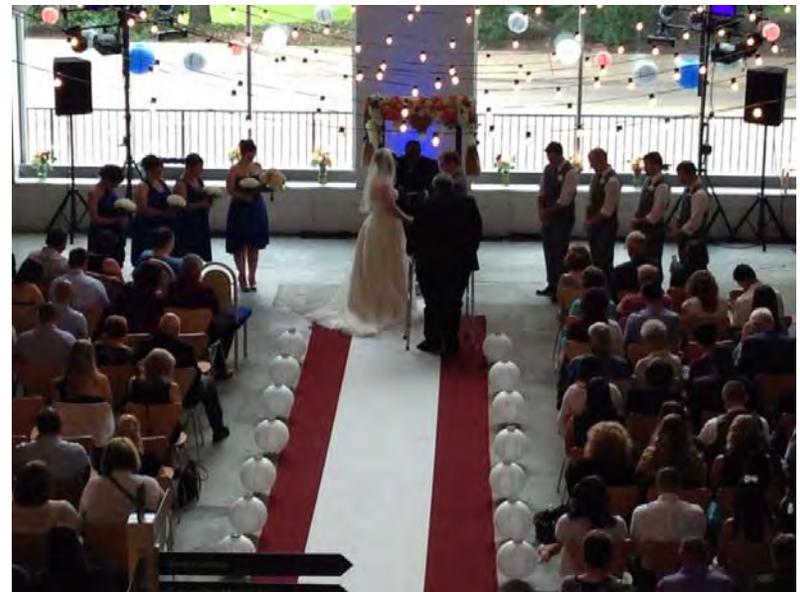
Flint Farmers Market – Flint, MI

- Located in Downtown Flint
- Owned by the City of Flint, operated by Uptown Reinvestment Corporation (501c3)
- Building
 - 32,000SF for vendors
 - Former Flint Journal printing facility – built in 2004, market relocated in 2014
 - Indoor market open 3 days/week year-round
 - Flexible space, available to rent evenings and non-market days



Flint Farmers Market – Flint, MI

- 50 indoor vendors
 - Almost 50% fruits & vegetables
 - About 20% arts & crafts
 - Also includes prepared foods, meat & poultry, flowers & plants, and others
- Outdoor market May-October
- Atrium, rooftop terrace, commercial kitchen, meeting room (seats 200), and demonstration kitchen available for rent



Flint Farmers Market – Flint, MI



Halifax Seaport Farmers Market – Halifax, NS

- Located at the Halifax Seaport
- Owned and operated by the Halifax Port Authority (federal government agency)
- Building
 - 56,000SF with public plaza and outdoor area
 - 16,000SF green roof/public space
 - Purpose-built in 2010



Halifax Seaport Farmers Market – Halifax, NS

- Open 7 days/week, year-round
- Over 250 approved vendors - up to 225 in the market on weekends
 - Even split between farmer, prepared food, artisan/craft – majority of vendors
- Mixture of permanent and flexible vendor space – 14 storefronts
- Semi-flexible layout – some indoor space & rooftop available for rent



Halifax Seaport Farmers Market – Halifax, NS



Eastern Market – Washington, DC

- Located in the historic Capitol Hill neighborhood
- Owned and operated by the City of Washington DC
- Buildings
 - 10,000 SF South Hall; 4,000 SF North Hall
 - Built in 1873; \$22 million renovation in 2009 after fire damage
 - Designated National Historic Landmark



Eastern Market – Washington, DC

- Market building is open 7 days/week
- Open-air Farmers' Market outside building on weekends and Tuesdays; artists' market on weekends
- South Hall houses 14 permanent market vendors and pottery studio
 - 2 fresh produce
 - 4 prepared food
 - 6 dairy/meat
 - 1 flowers
 - 1 arts & crafts
- North Hall is rented out as event space



VISIONING DISCUSSION

Overall vision

- What is your vision for a successful year-round Boulder Public Market Hall?
- How should the Market Hall complement the Boulder Farmers Market?
- How does the Market Hall fit into the Civic Area Master Plan?

Vendors and uses

- What is the ideal tenant mix?
- What uses should be excluded?
- Should the Market Hall be leased to year round tenants or operated as a flexible space for multi-use programming?

Potential challenges

- What are the most important challenges and/or obstacles?

