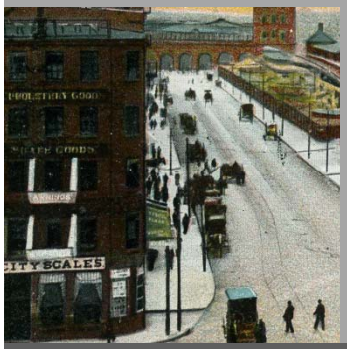
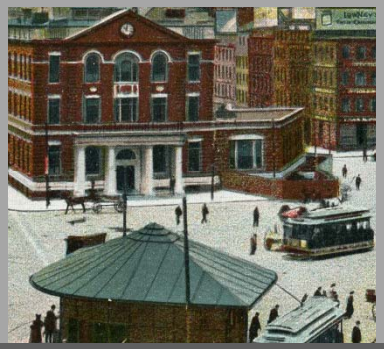
Boston Public Market

Community Workshop





February 23, 2011

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Workshop Agenda

5:30	Introductions & Overview of Project
5:40	Presentation "Markets 101"
6:15	Brainstorming
6:45	Report Back
7:25	Next Steps
7:30	Adjourn

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Goal of Project

Create a guide to successfully implement the Boston Public Market

Based on an understanding of the:

- Consumer demand
- Vendor Demand
- Merchandising Plan and Layout
- Operating Requirements
- Development Costs and Responsibilities
- Financial Sustainability
- Governance and Oversight

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PPS Transformative Agendas

Creating Multi-Use Public Destinations

Building Community through Transportation

Transformative Agendas

Community Anchors: An Architecture of Place

Public Markets & Local Economies

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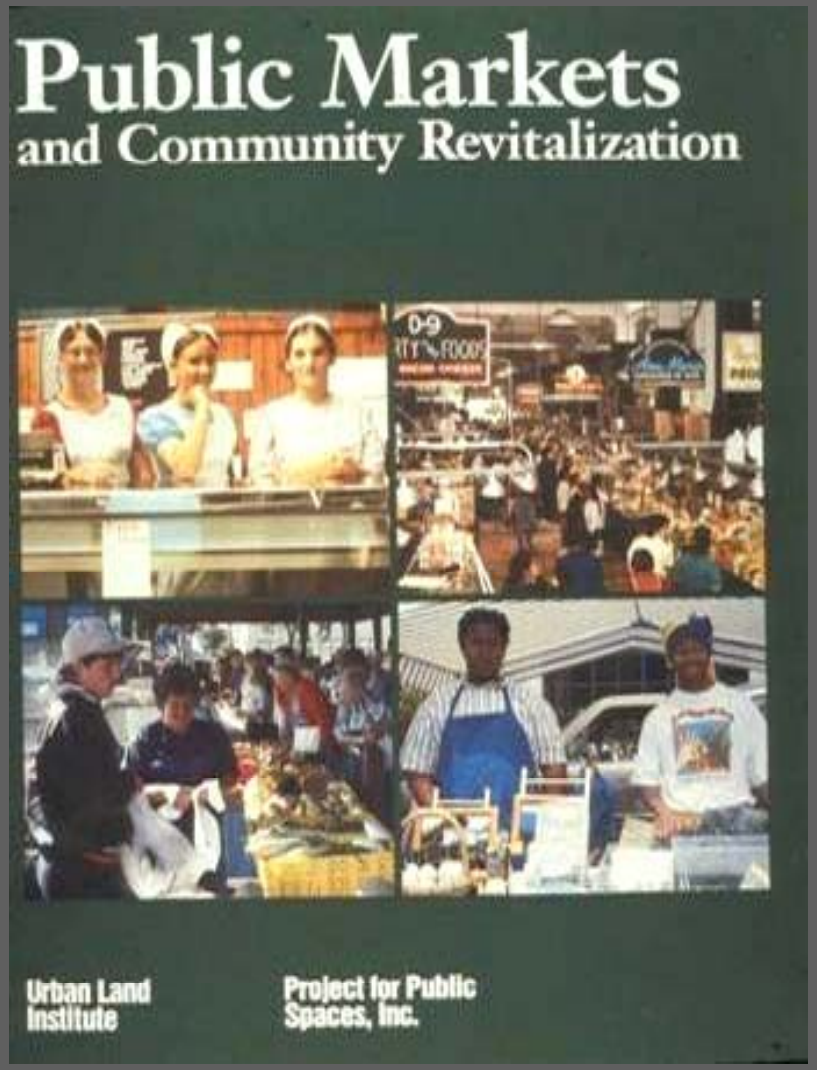
What is a Public Market?



Public Markets...

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

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Eastern Market, Detroit, MI

Ferry Terminal Marketplace,
San Francisco, CA

Milwaukee Public Market, WI

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Benefits of Public Markets:

Linking Markets to Communities

Public Markets & Farmers Markets

- **Renews Downtowns & Neighborhoods**
- **Brings Together Diverse People**
- **Creates Active Public Space**
- **Provides Economic Opportunity**
- **Promotes Public Health**
- **Links Urban & Rural Economies**

Ford Foundation Research

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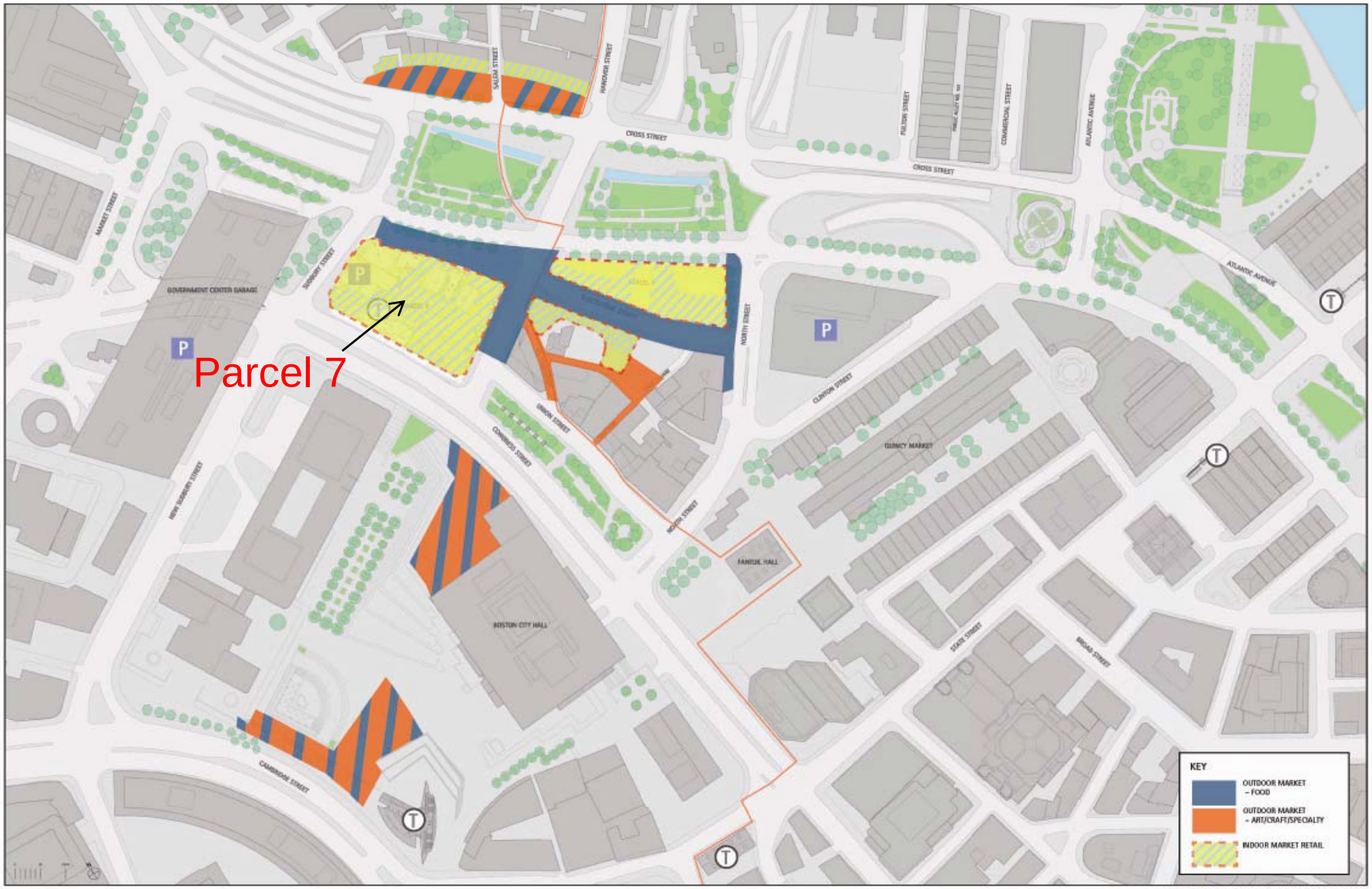
Market District Map



Boston Redevelopment Authority

PROPOSED MARKET DISTRICT USES

Creating Great Places/Destinations – Power of 10

- A region needs 10+ major places/destinations/districts.
- A City/Town/Village/Neighborhood needs 10+ places/destinations.
- A place/destination must have 10+ things to do.
- Triangulation or layering of uses to create synergy.
- Connect places to create a district.
- A district needs 100 -1000 things to do.

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Haymarket

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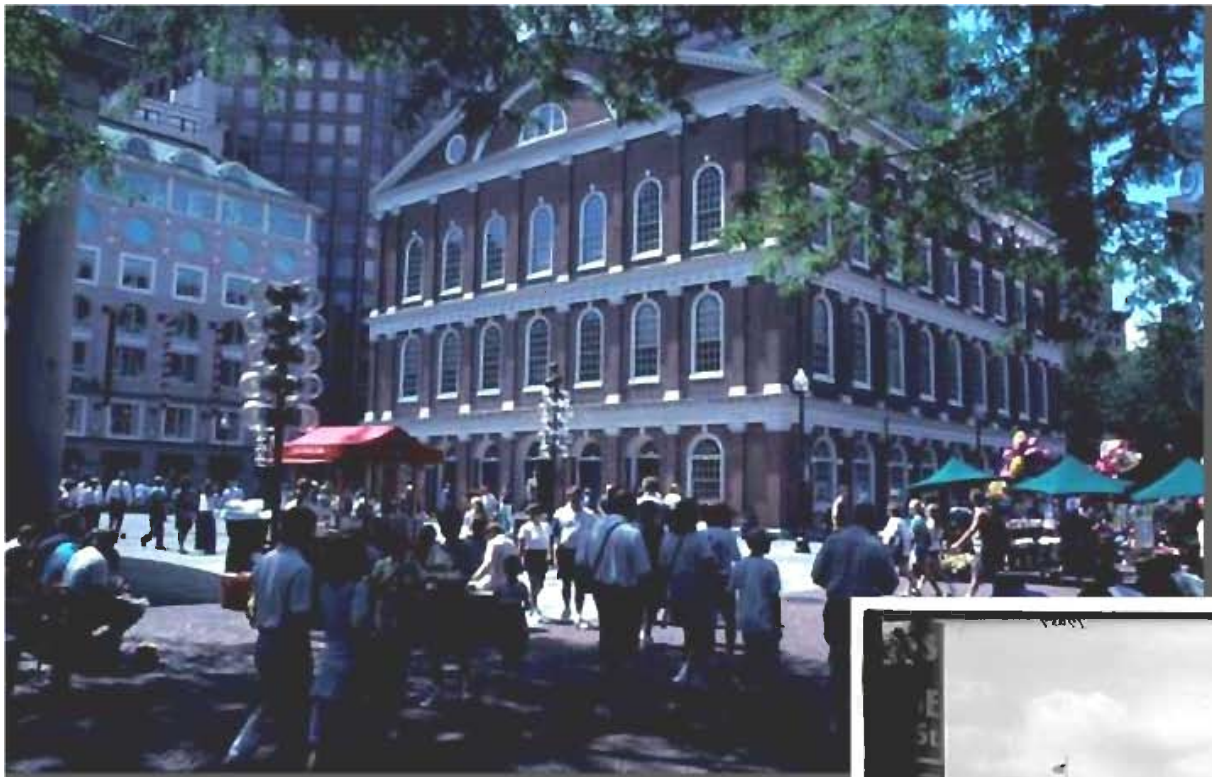

AGRICULTURAL WAREH

Key Qualities of Great Public Markets

1 Vendors
2 Product Mix
3 Displays & Merchandising
4 Visibility & Accessibility
5 Uses & Activities

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1 The Right Vendors

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1 The right vendors are **each a draw** to the market

1 The right vendors have **high quality** products

1 The right vendors see the value of **competition**

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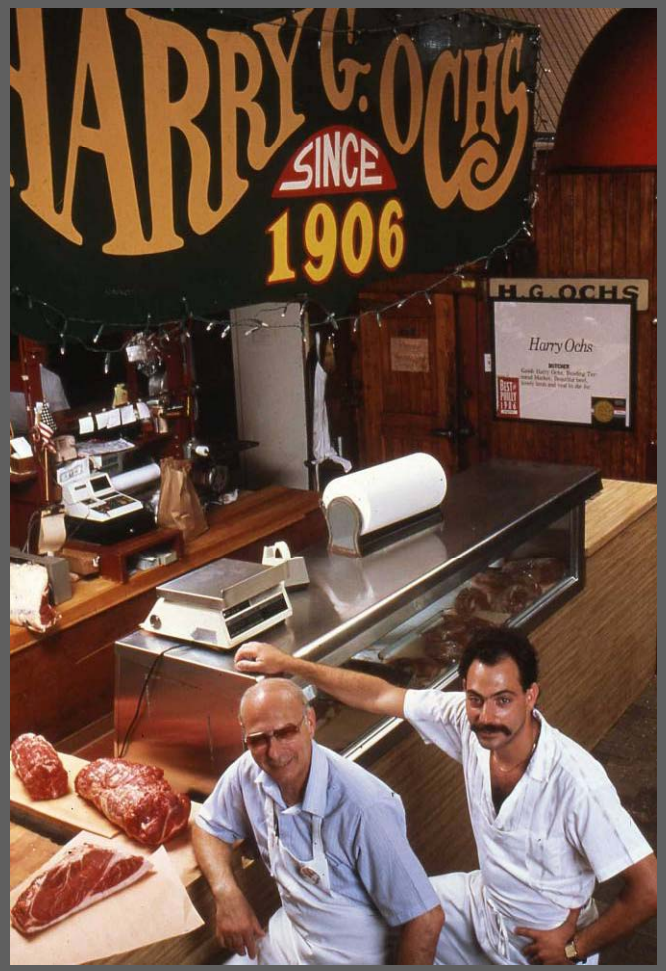
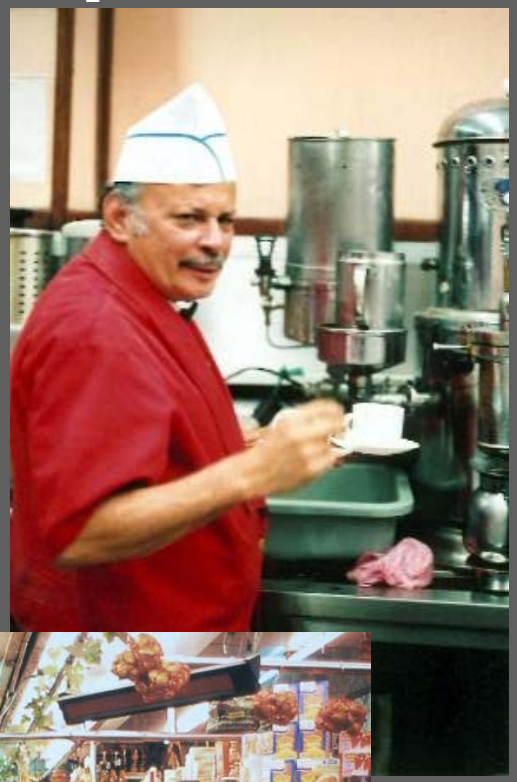
1 The right vendors emphasize **local connections**

1 The right vendors are **owner-operated**





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2 The Right Product Mix

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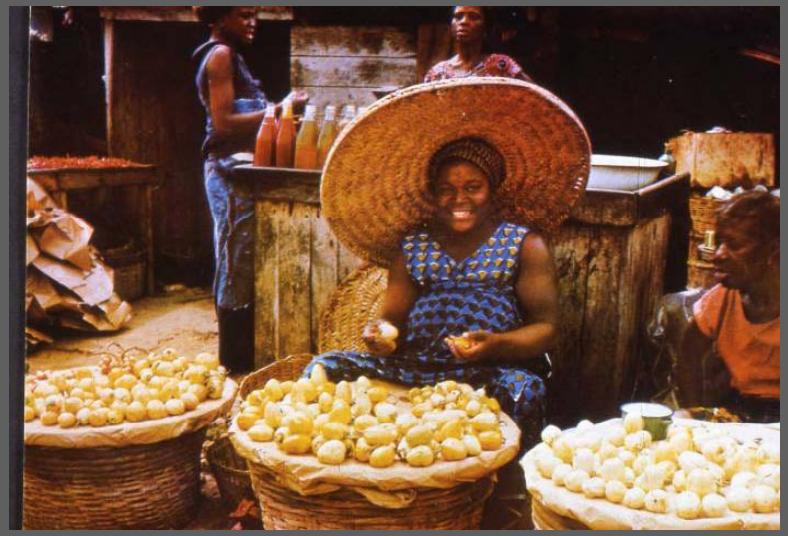
2 The right mix has **internal competition**



2 The right mix has **clarity and specialization**

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2 The right mix has **choices within a category**

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3 Displays & Merchandising

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3

The **“3 second” rule**

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CARAVAN
U-PICK
FLOWERS
Artisan Cheese
produced
in the
Willamette Valle

LOCAL
STRAWBERRIES
PLEASE
DO NOT PICK
RASPBERRIES
$3.99

Greener Pastures Poultry
Raised on grass and sun.
Noti, Oregon

3 Signage should be **clear and informative**

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3 Display products **from "knees to eyes"**

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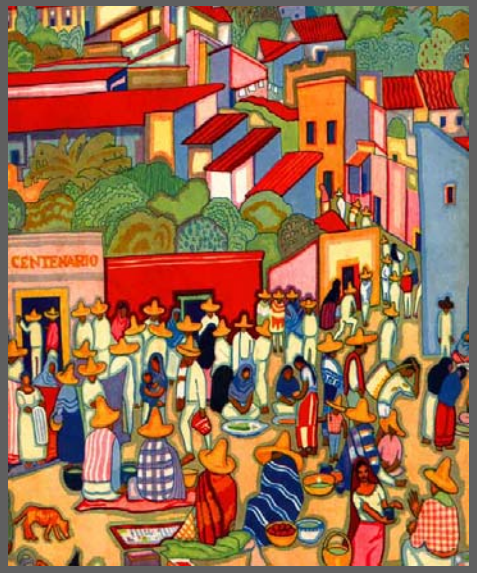
4 Visibility & Accessibility



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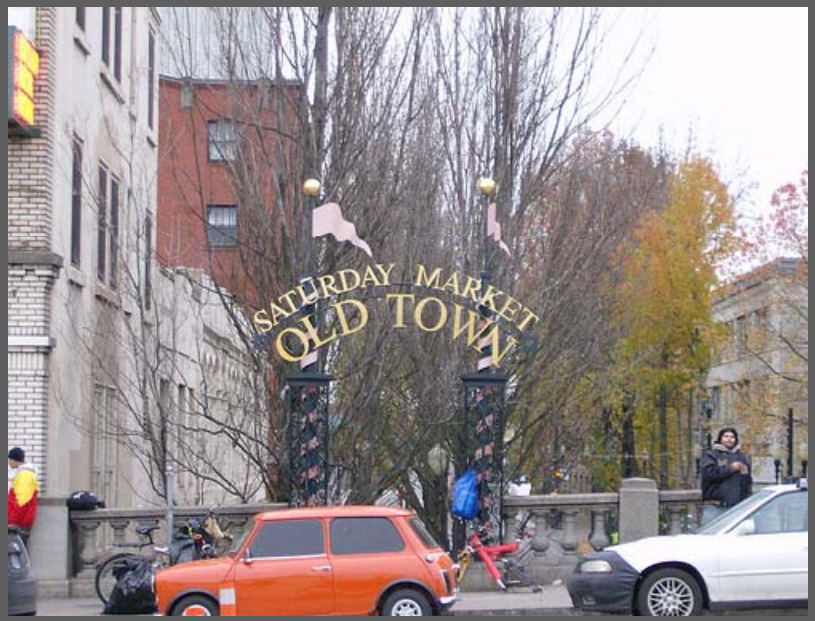
4 Markets should be **visible from a distance**

4 Markets should have a **good sense of entry**



4 Markets should flow easily from **inside to outside**

5 Uses & Activities

5 Things to do inside....

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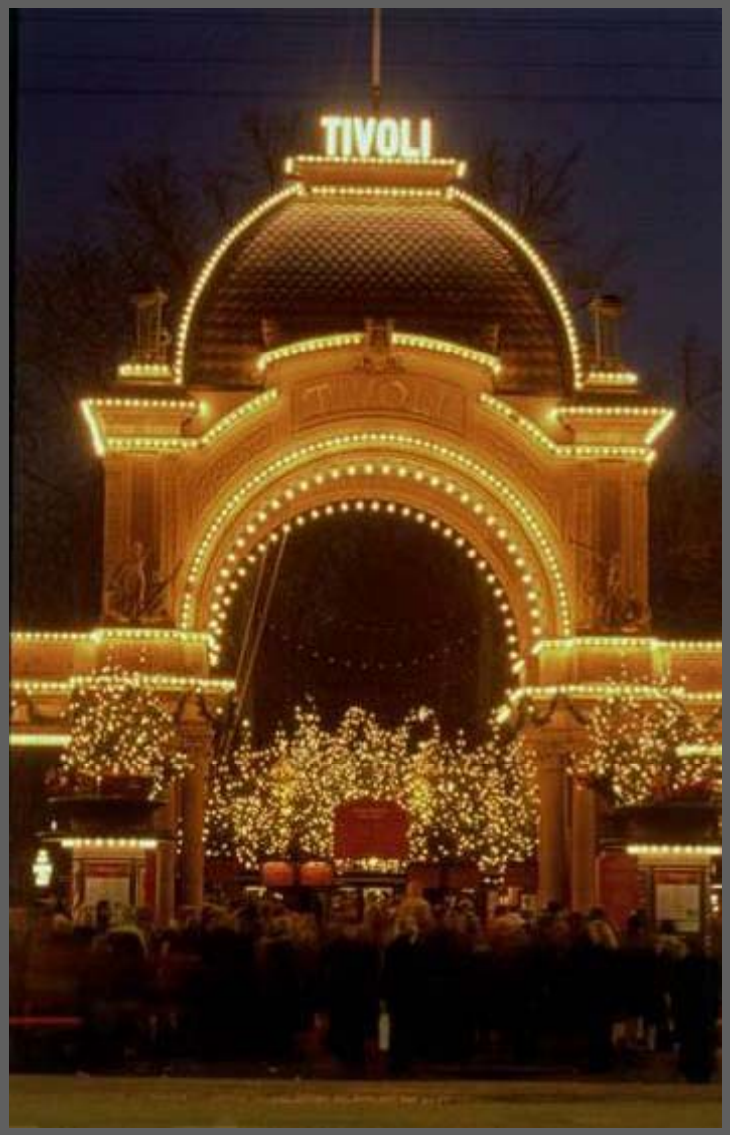
5 ...things to do outside....

5 ...during the day...

5 ... at night...


TIVOLI

FishWatch

PUBLIC
MARKET
CENTER
MEET THE PRODUCER
FARMER'S MARKET

5 ...and year-round

5 Events and programming should **involve partners**

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5 **Promotional events** boost vendors' business

5 **Socializing** is the most important activity of all

Conceptual Market Layout

Brainstorming Questions

- What would you like to buy at the market?
- What 10 activities would you like to see at the market?
  - 5 activities inside
  - 5 activities for the plaza
  - Who are the potential partners to implement these activities?
  - Be creative! Put your ideas on a map of the market
- What would you like the market to look and feel like?

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