

## Eau Claire Public Market Feasibility Study



Steering Committee Meeting 4  
July 13, 2016

Market Ventures Inc.

### Agenda

1. Development principles review
2. Development concept refinement
3. Site options
4. Design concept – Block 7
5. Ownership and operations plan options
6. Next steps

## Public Market Development Principles

- Capitalize on existing food and event-related assets, particularly maximizing use and success of farmers' market shed in Phoenix Park
- Complement and be in close proximity to Downtown Farmers' Market
- Target incremental projects that expand public market experience over time, leading to year-round indoor market activity
- Focus on private sector investments and modest public or philanthropic investments



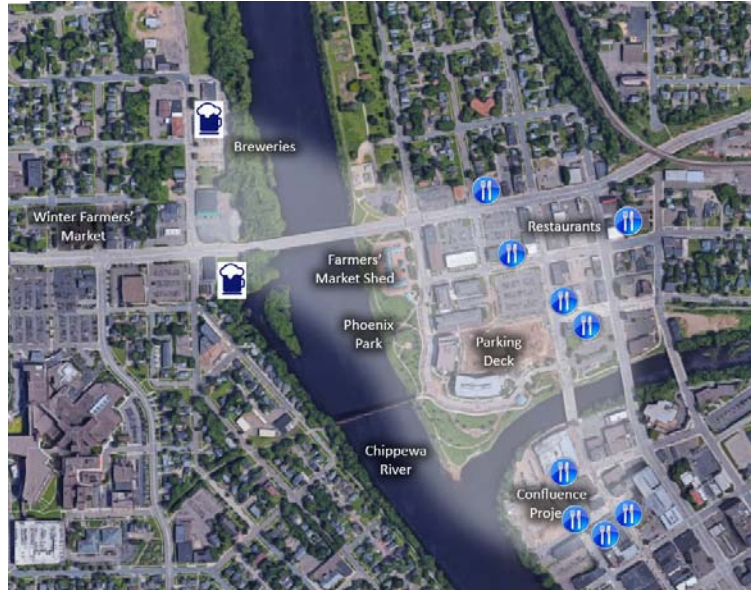
## Market District Concept

- A “market district” is a branding and management concept, with indoor and outdoor (public space) components
- Brand promises
  - “Market experience” every day
  - Local food businesses and entertainment, cultural experience
  - Area around Phoenix Park not a branded district now – called North Barstow area, Phoenix Park neighborhood
- Management and oversight are needed to develop and sustain the market district
  - Marketing/events
  - Coordinate with and support existing assets
  - Business recruitment
  - Strategic planning



Byward Market District, Ottawa

## Potential Market District Area



## Market District Elements

- Existing elements
  - Phoenix Park, farmers' market shed, Downtown Farmers' Market
  - Restaurants, The Confluence (including programmed plaza), breweries, community gardens
- Key addition: daily fresh food sales
  - Specialty grocer such as Just Local Food Coop
  - Independent food/ag businesses (bakeries, coffee, butcher, florist, prepared foods)
- Potential elements
  - New outdoor markets: Vintage Market, Makers Market (Sundays)
  - Expand indoor winter market (make every Saturday)
  - Education and event facilities and consistent programming
  - District-wide food festivals that feature local food history and unique agricultural assets (e.g., horseradish)
  - District vacancies and public spaces provide opportunities for additional restaurants, food trucks and performance venues
- Banbury Place continues to incubate start-ups



## Market District Design Elements

- Locations
  - Gateways
  - Streets and bridges
  - Phoenix Park and trail
- Elements
  - Banners
  - Murals/public art
  - Signage/interpretive elements
  - Arches



## Indoor Market Site Options



### Site Options

SITE	A	B	C	D	E	F	G	H	I
<b>AKA</b>	Indianhead Foods	Family Video	Stella Blue's Parking Lot	Block 7	RR Lot	Banbury Place Building 17	Transit Center	Woods/Motors Lot	Boys & Girls Club
<b>OWNER</b>	RDA	K&E Limited	John Mogensen	RDA	City	Cigan Properties	City	City	Benny Haas
<b>ADDRESS</b>	1807 Oxford Ave	10 W. Madison St	222 E Madison	301 Wisconsin St	100 N. Farwell	800 Wisconsin St.	402 S. Farwell	418 E Lake St.	201 E Lake St.
<b>TYPE</b>	Abandoned	Improved	Vacant	Vacant	Vacant	Improved	Vacant	Vacant	Improved
<b>CURRENT USE</b>	Vacant	Retail & parking	Parking	Parking	Parking	Warehouse	Transit center	Parking	Vacant
<b>LOT SIZE</b>	2.68	~2.5	0.63	1.67	1.5	26.7	0.76	1.4	0.28
<b>BLDG. SIZE</b>	36,000	17,000	N/A	N/A	N/A	1.8 ml.	N/A	N/A	12,166
<b>PARKING</b>	On-site	On-site	Limited	On-site & garage	Garage	Limited	Limited	On-site	Limited
<b>AVAILABILITY</b>	Under contract	Not for sale	Unknown	Available	Available	For lease	Available	Available	For lease
<b>ASKING PRICE</b>	Negotiable	Unknown	Unknown	Negotiable	Negotiable	Negotiable	Negotiable	Unknown	Unknown
<b>ZONING</b>	I-1/I-2	CBDP	CBD	CBDP	P/CBD	I-1P/I-2P	CBD	CBD	CBD
<b>CONDITION</b>	Poor	Fair	Good	Fair	Good	Fair	Poor	Poor	Good

### Site Rating

SITE	A	B	C	D	E	F	G	H	I
<b>Criteria</b>	Indianhead Foods	Family Video	Stella Blue's Parking Lot	Block 7	RR Lot	Banbury Place Building 17	Transit Center	Woods/Motors Lot	Boys & Girls Club
Adequate size	Dark Green	Dark Green	Red	Dark Green	Light Green	Dark Green	Red	Dark Green	Yellow
Proximity to Phoenix Park	Yellow	Light Green	Dark Green	Dark Green	Yellow	Red	Red	Red	Red
Parking	Dark Green	Light Green	Red	Dark Green	Yellow	Red	Red	Dark Green	Red
Landmark structure	Light Green	Yellow	Yellow	Yellow	Yellow	Light Green	Yellow	Yellow	Dark Green
Visibility & accessibility	Yellow	Dark Green	Dark Green	Light Green	Light Green	Light Green	Dark Green	Dark Green	Light Green
Revitalization impact on downtown	Yellow	Yellow	Light Green	Light Green	Light Green	Yellow	Yellow	Yellow	Light Green
Supportive context of other related businesses	Yellow	Light Green	Light Green	Light Green	Light Green	Yellow	Red	Red	Red
Availability	Light Green	Red	Red	Dark Green	Dark Green	Dark Green	Dark Green	Dark Green	Dark Green
Cost	Light Green	Red	Yellow	Light Green	Light Green	Light Green	Light Green	Light Green	Yellow
<b>Score</b>	7	5	3	12	7	5	1	7	3

Scoring: Dark green = +2, Light green = +1, Yellow = 0, Red = -1; criteria not weighted

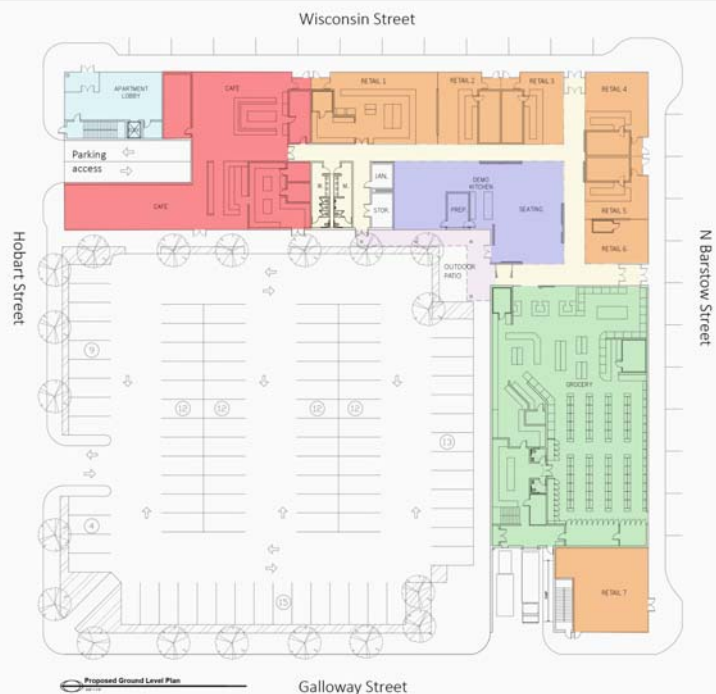
## Block 7 Concept/Development Program

- Mixed-use building created by private developer
- First floor food retail, multiple upper levels housing
- Anchor: independent grocery with broad range of fresh and natural foods, ideally focused on locally grown and produced products
- Independent retailers that complement grocery
  - Bakery
  - Butcher
  - Coffee roaster
  - Florist
  - Prepared foods
- Indoor and outdoor public space/seating area
- Education and event space/winter farmers' market
- Parking (at grade and underground)



## Block 7 Design Concept

Element	~SF
Grocery mezzanine	9,375
Café	5,985
Retail 1	1,800
Retail 2	900
Retail 3	900
Retail 4	1,200
Retail 5	900
Retail 6	600
Retail 7	1,520
Seating/Event	3,600
Footprint	35,000
Surf. parking	89 spaces



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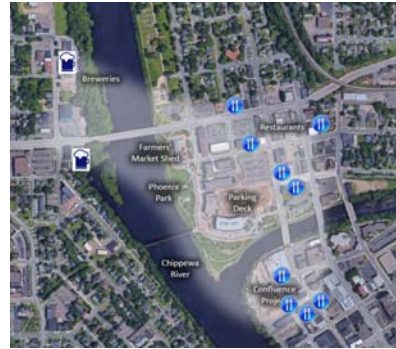


## Public Market Ownership and Operations: Key Roles

- Owner: the owner of the real property and facilities
- Developer: oversees development and construction
- Sponsor: legal and fiduciary responsibility for operating the public market
  - Ensures the market meets goals and operates in a business-like, prudent manner
  - Responsible for setting policies, ensuring legal compliance, setting strategic direction, and overseeing and evaluating management
  - Approves and signs leases and large contracts
  - Engaged in community and government relations, including partnership development
- Manager: team that operates the market on daily basis
  - Recruits vendors and oversees leasing; provides vendor business assistance
  - Manages the property (stall assignment, rules enforcement, cleaning, security, waste removal, emergency planning, etc.)
  - Performs marketing and oversees programming and educational activities
  - Maintains good vendor and customer relations
  - Responsible for financial management
  - Fundraises for special activities

## Ownership and Operations: Market District

- No owner - district designated by city
- Sponsoring entity needed to oversee district management and branding
  - Programming/events
  - Marketing
  - Business recruitment
  - Maintenance: “Clean & green”
  - Strategic planning and partnerships
- Potential oversight entities
  - North Barstow BID
    - In-place funding mechanism
    - Could create Market District Committee with representatives from key organizations
  - Downtown Eau Claire, Inc.
  - Create new organization
- Management staffing
  - Market District Manager (full or part time)
  - Marketing and Events Manager (part time)
  - Maintenance workers
  - Volunteers



## Ownership & Operations: Indoor Market

- Owner & developer
  - Private developer selected by RDA to purchase RDA land and create mixed-use facility
  - Developer agrees to create indoor market-grocery concept on ground level
  - City pursues economic development funding to support project financing
- Sponsor options
  - Building owner
    - Provides property management services, leases spaces when vacant
    - Tenants organize vendor association for marketing, coordinating with Market District staff
    - Model: Main Street Market, Charlottesville, VA; Ferry Building Marketplace, San Francisco
  - Specialty grocery operator
    - Option A: master lease for entire retail area
    - Option B: market management agreement with building owner
    - Model: Everyday Public Market, Bellingham, WA
  - Market district organization (nonprofit sponsor)
- Management
  - Indoor market too small to afford dedicated, on-site market management
  - Property management services provided by building owner or grocer
  - Market District staff provide marketing and event management, coordinated with grocer



### Next Steps

- Financial analysis
- Draft report
- Community presentation

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