



Boston Public Market

BRA Community Meeting
April 2, 2014

Background on the Boston Public Market Association



- › Founded in 2001
- › 501(c)(3) non-profit organization
- › All board members are volunteers
- › Board blends agricultural, business, culinary, healthcare, and philanthropic sectors
- › 4 professional staff
- › Raised \$9.2 million to date to fund Public Market project

Project Team



- › Owner/Proponent: Boston Public Market Association
- › Owner's Project Manager: Colliers International
- › Architect: Architerra
- › Legal Counsel: Robert Tuchmann
- › MEP Engineer: Vanderweil Engineers
- › Structural Engineer: McNamara/Salvia, Inc.
- › Civil Engineer: Nitsch Engineering
- › Transportation Consultant: HSH

The Market District – Ancient History



The Market District Planning Area



The Market District Planning Concepts





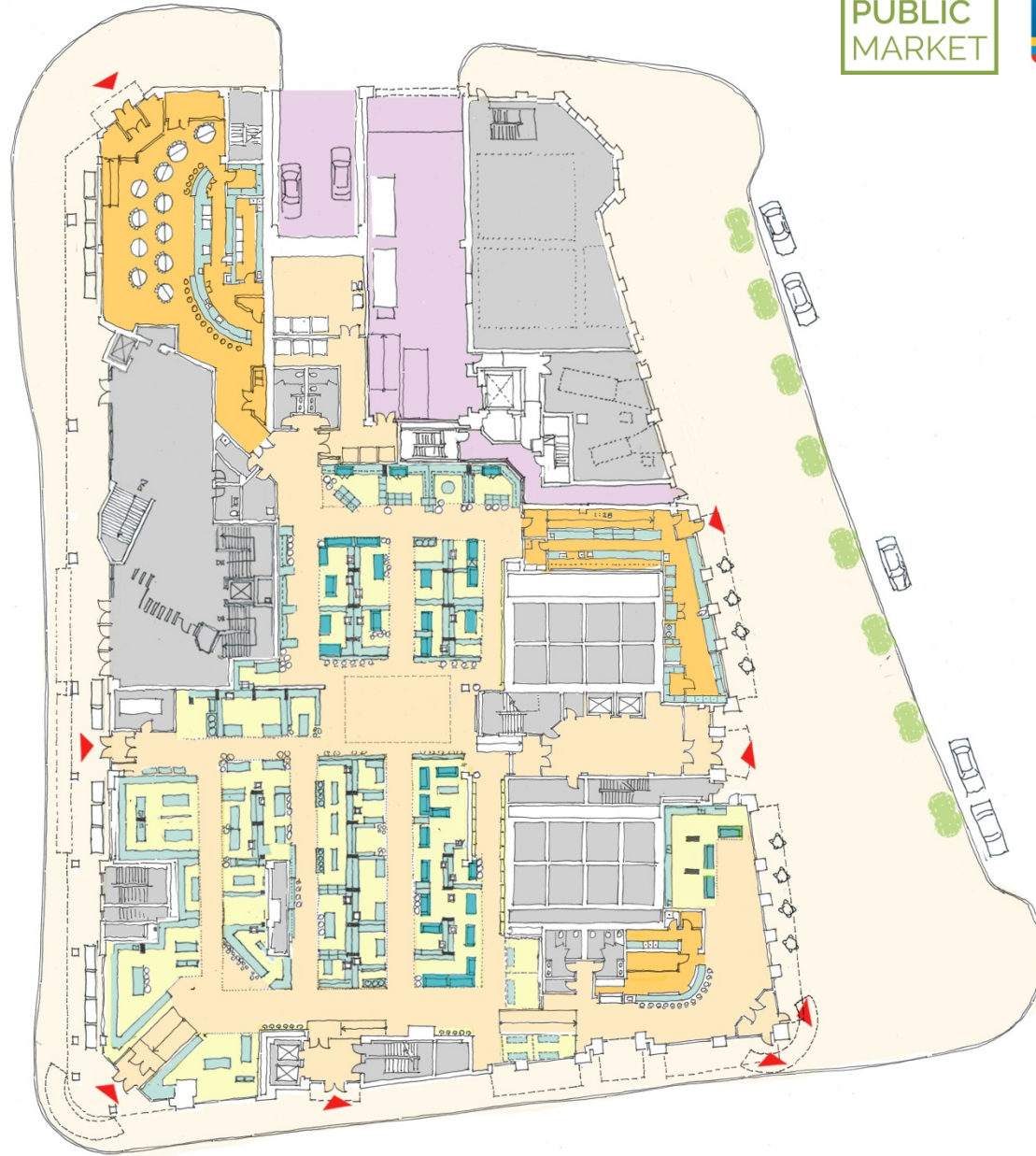
BOSTON PUBLIC MARKET

CONGRESS ST
HANOVER ST

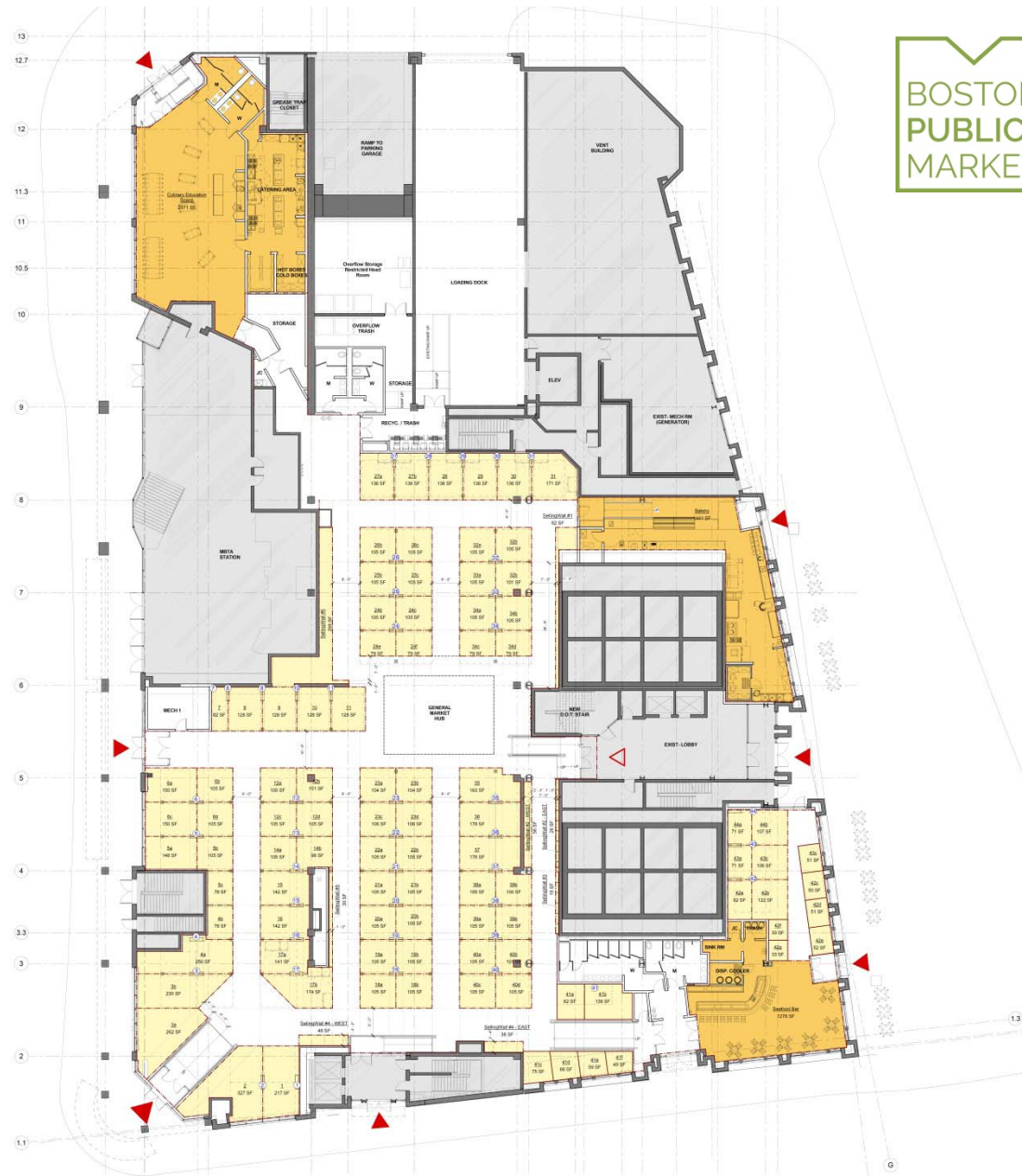
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PRODUCE
RAW B...

Market Plan, Schematic Design



Market Plan



	11,130 SF Vendor Area, Leasable
	9,798 SF Permanent Stalls (84)
	595 SF Selling Walls (6)
	737 SF Temp/Permanent Stalls (12)
	5, 690 SF Specialty Area, Leasable (3 Spaces)
	16,820 SF Total



Boston Public Market
Floor Plan - Leasable Areas

Scale: 1/8" = 1'-0" 4/3/2014



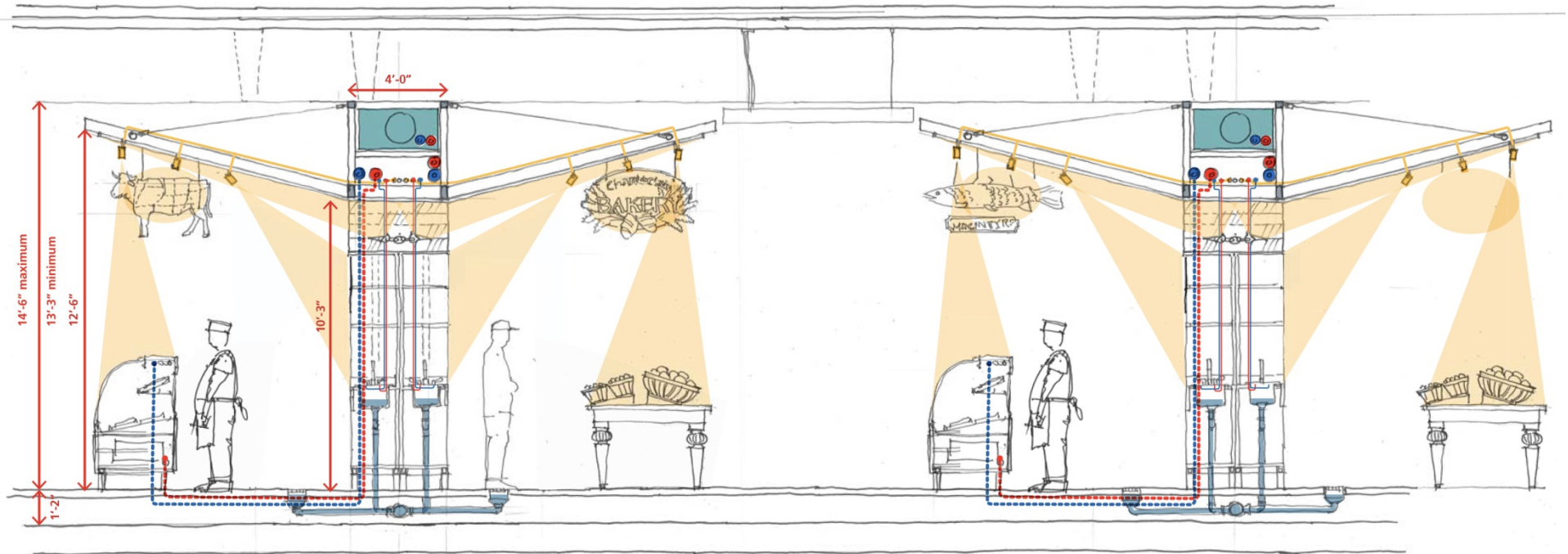
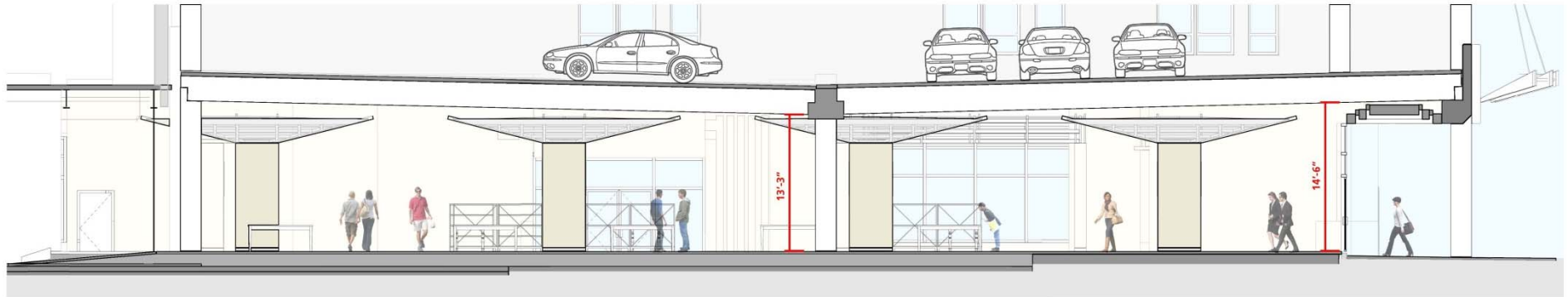
Main Entrance



Vendor Stalls & Canopies



Concept Section



Market Hub



Anchor Spaces



Demonstration Kitchen



Restaurant

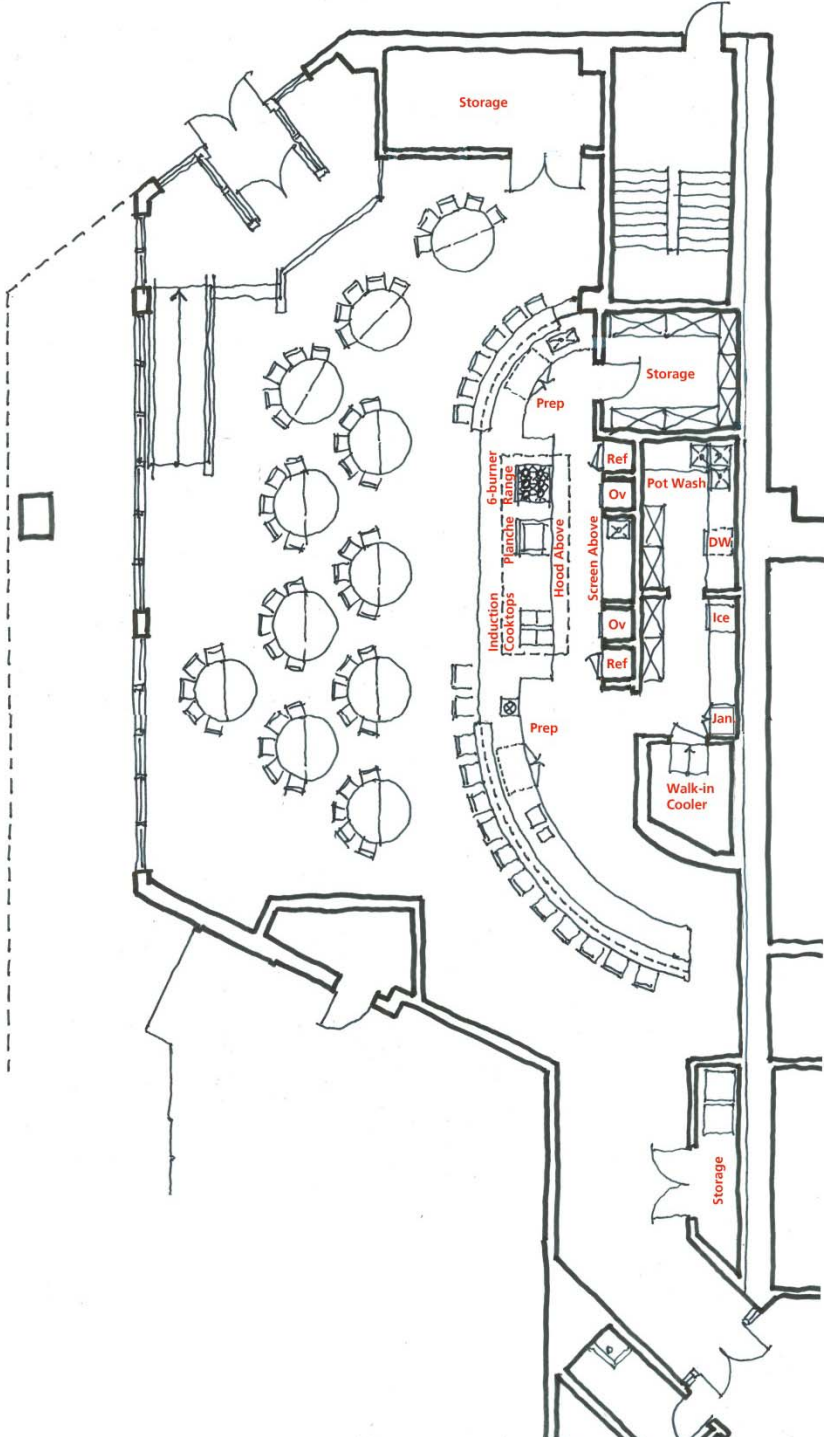


Bakery-Exterior

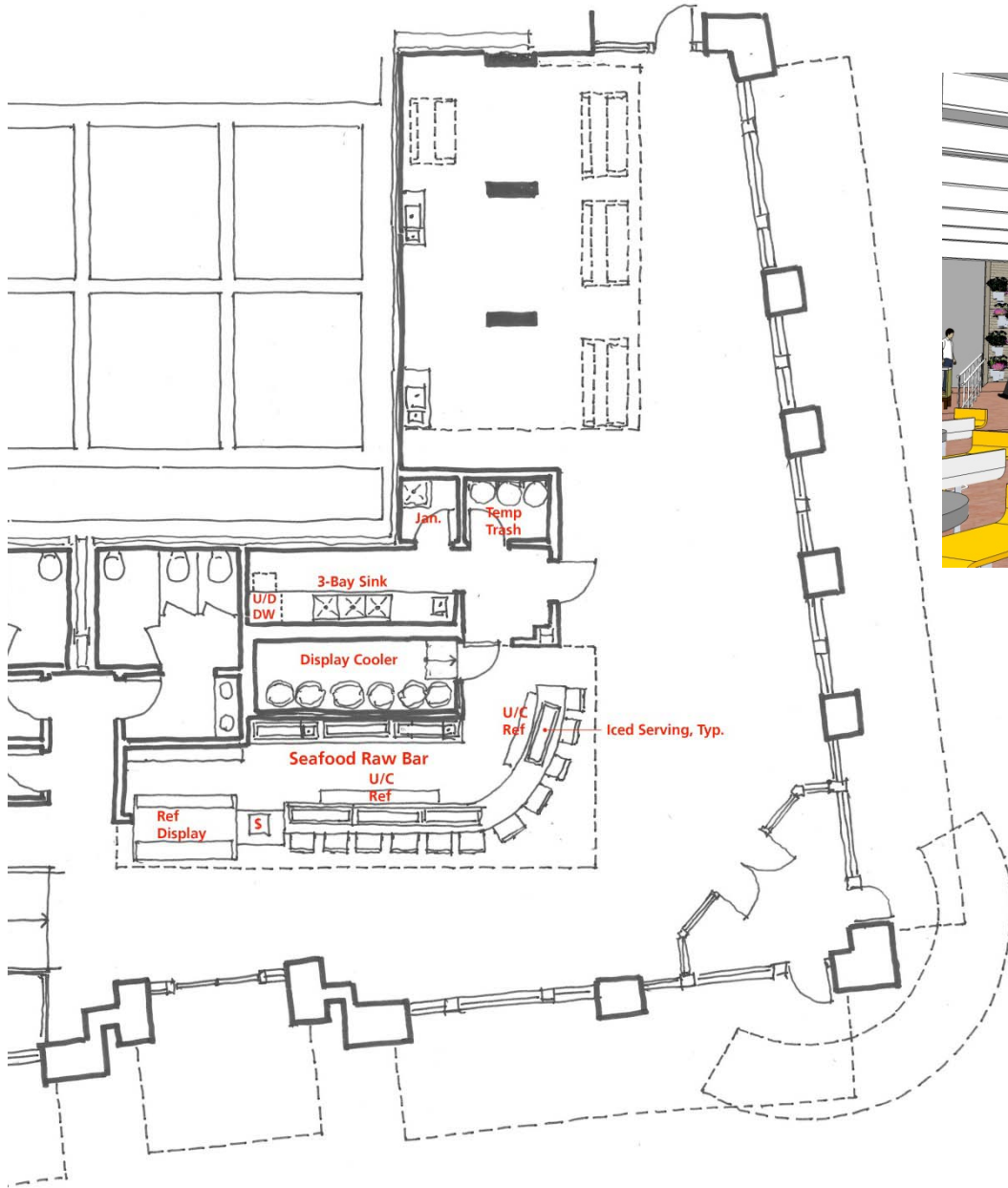


Bakery-Interior

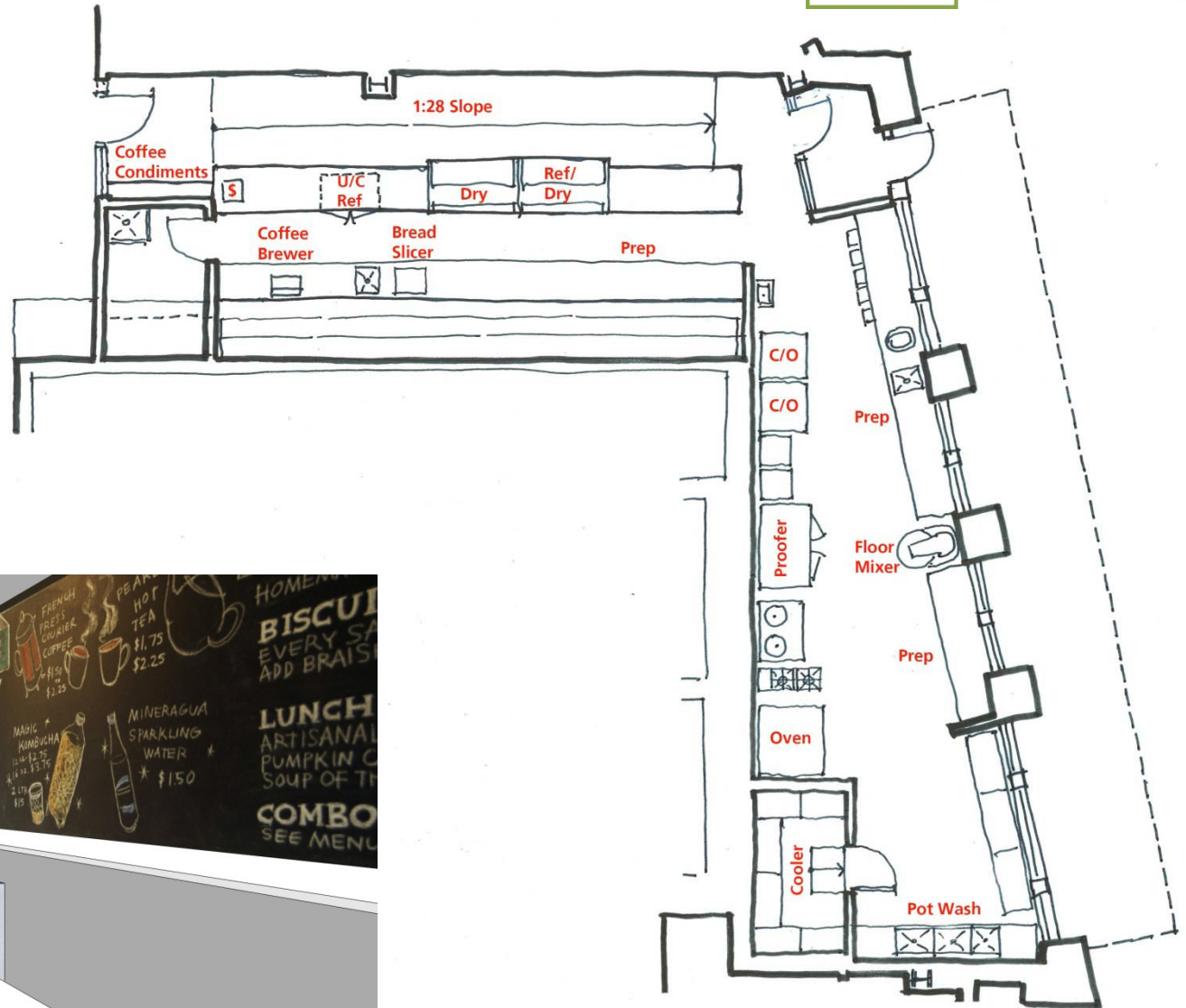
Demonstration Kitchen



Restaurant



Bakery



Bakery-Interior

Selling/Teaching Walls

Vertical Merchandizing, Public Education



BOOKSTORE COOKBOOKS & MAGAZINES AT VENT WALL ADJACENT TO HUB

Cookbooks by vendors and local chefs provide a resource for market customers in shopping for the ingredients to use in their weekly meals. Food-focused magazines such as Edible Boston would also be displayed. A roving vendor, or a bookseller occupying a stall with books displayed on display wall shelves (video-rental model) are two concepts for selling books in the market.

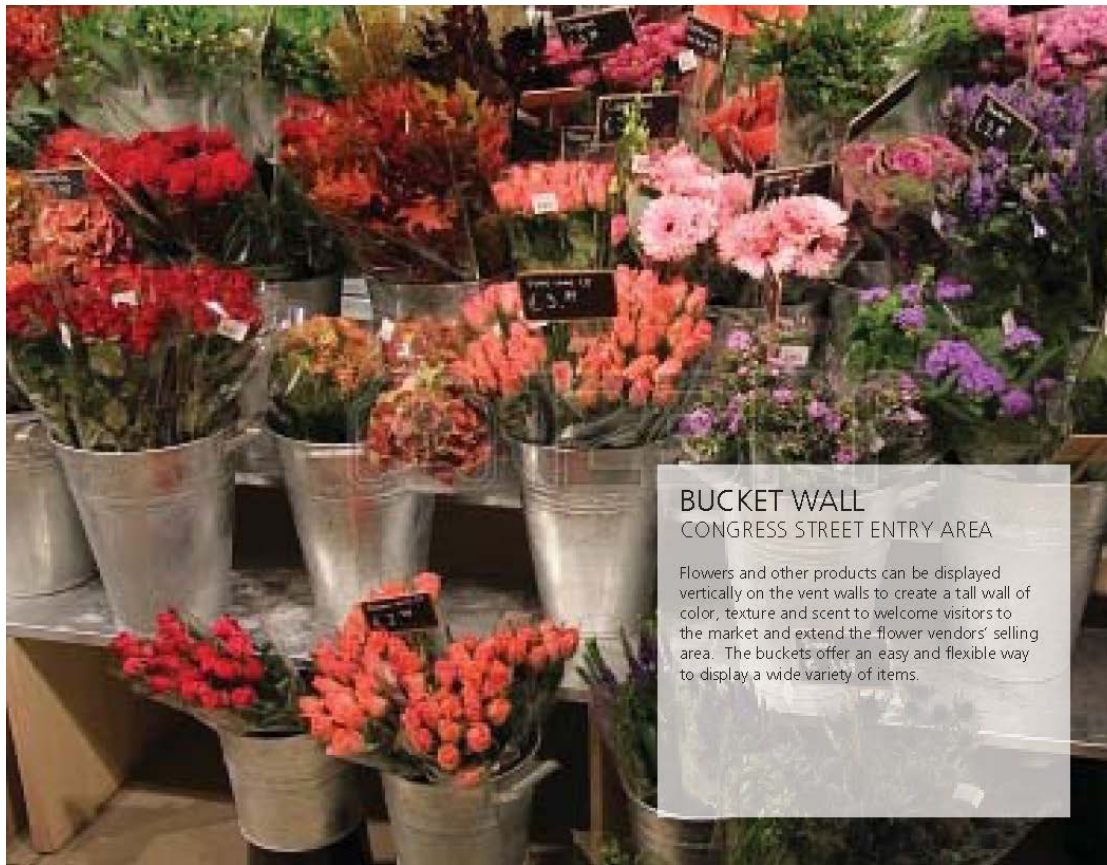


CONTINUOUS PLATE FRIEZE ALONG DISPLAY WALLS

Decorative plates can be lit and displayed along the frieze of the Selling and Teaching Walls that run along the outer boundaries of the market. The plates can be personalized per the donor's aesthetic preference.

Selling/Teaching Walls

Vertical Merchandizing, Public Education



BUCKET WALL CONGRESS STREET ENTRY AREA

Flowers and other products can be displayed vertically on the vent walls to create a tall wall of color, texture and scent to welcome visitors to the market and extend the flower vendors' selling area. The buckets offer an easy and flexible way to display a wide variety of items.





BOSTON PUBLIC MARKET

CONGRESS ST
HANOVER ST

NO RIGHT TURN

PRODUCE
RAW B...





BOSTON
PUBLIC
MARKET

KITCHEN

the trustees
of reservations

BOSTON
PUBLIC
MARKET

STOP

CITY MAP

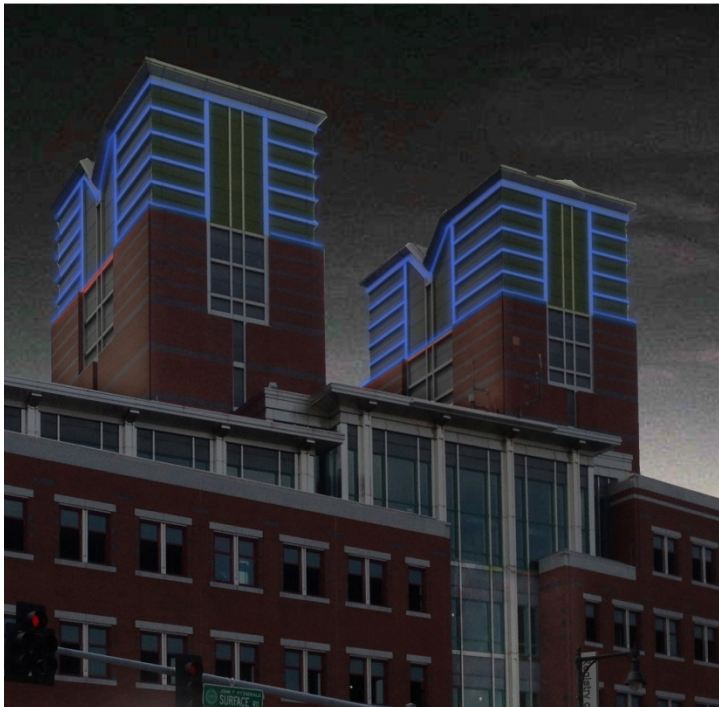
the trustees
of reservations

EATBOUTIQUE

BOSTON PUBLIC MARKET

325 WA 80 B





color palette

summer



fall



winter



spring



Project Schedule/Process



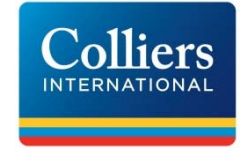
- › Design Development complete
- › Permitting: Spring – Summer 2014
- › Construction Documents: June 2014
- › Construction Start Date Target: August 2014
- › Grand Opening: Summer 2015

Vendor Mix



LOCAL SUPPLY SCORE CARD							
PRODUCT CATEGORY	Seasonal	MASSACHUSETTS GROWERS, FISHERMAN, OR PRODUCERS (approx.)	VENDORS TO EXPRESS EARLY INTEREST	BPM PERMANENT VENDORS (ILLUSTRATIVE)	SEASONAL AND DAY STALL EXPANSION POOL	PROVENANCE	STRENGTH OF LOCAL SUPPLY
Produce and Farm Stand	Yes.	2217	24 42	4 to 5	<p><i>Outside, there is space for the market to swell with an additional 68 "flex" stalls that are available on a seasonal and daily basis. We anticipate our initial capacity to be closer to 40 vendors fluctuating throughout the year.</i></p>	MASSACHUSETTS	B
Meat, Poultry, and Eggs	No	6764	5 22	4		MASSACHUSETTS	A-
Cheese and dairy	No	310	3 11	2 to 3		NEW ENGLAND	B+
Fish and Shellfish	Depends on the species	5339	4 7	4 to 6		MASSACHUSETTS	A+
Bread and baked goods	No	Unknown	15 37	4 to 5		MASSACHUSETTS	A
Flowers	No	814	3 9	1 to 2		MASSACHUSETTS	A+
Prepared Foods	No	Unknown	6 24	4 to 6		NEW ENGLAND, PREDOMINANTLY MASSACHUSETTS	A
Alcoholic beverages	No		5 16	1 to 2		MASSACHUSETTS	B
Specialty Items	No	Unknown	23 76	6 to 10		NEW ENGLAND	A

Summer 2014 Farmers Markets



MONDAYS AND WEDNESDAYS

May 26th through November 26th

11am to 6pm

- Cookbook Author's series
- Moving Government Center Market
- Fresh fruits and vegetables, meat, fish and pasta, coffee, pastries and baked goods, flowers and plants, ice cream and prepared foods



DEWEY SQUARE MARKET ON TUESDAYS AND THURSDAYS

May 27th through November 25th

11:30am to 6:30pm



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