

## DEMETER SQUARE at Union Corners

Approaching Demeter Square at Union Corners on East Washington Avenue heading toward Madison, you are greeted by the market building and its plaza. In the distance, Demeter, goddess of the harvest, presides over the bounty of local offerings in the farmers market.

Demeter Square at Union Corners is one of many stops along a proposed Agricultural Tram Way. The Agricultural Tram Way connects the farmlands of Wisconsin to neighborhood centers such as Demeter Square and Madison.

### **Demeter Square embodies new urbanism principle synergies by:**

- Revitalizing the local neighborhood with connection to a tram network and providing a neighborhood center.

- Providing Access to fresh local produce

- Promoting Interaction by means of communal gathering places.

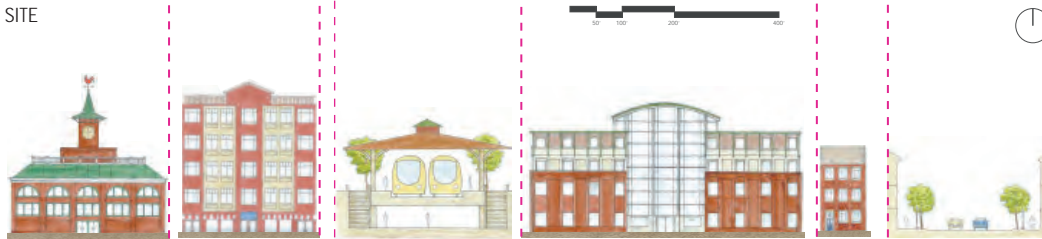
*Enjoy the primary park space (Harvest Field), walk the Demeter Square Plaza Farmers Market, gather with friends at the mixed use community center (library, gym, daycare, town meeting areas), or learn to cook seasonal ingredients at the communal greenhouse and kitchen.*  
*Reconnect with each other and the land.*

- Encouraging Walking or Biking. The increased connection between neighborhood centers provided by the tram places less emphasis on the car. With greater connection to nearby communities, the transport sequence of: *where I am - 5minute walk – tram ride - 5minute walk – where I want to be*, becomes more frequent. Also, with a variety of mixed building types, many daily needs can be fulfilled within close proximity.

- Respecting the Existing Community. The architecture of Demeter Square is sensitive to existing architectural vernacular.

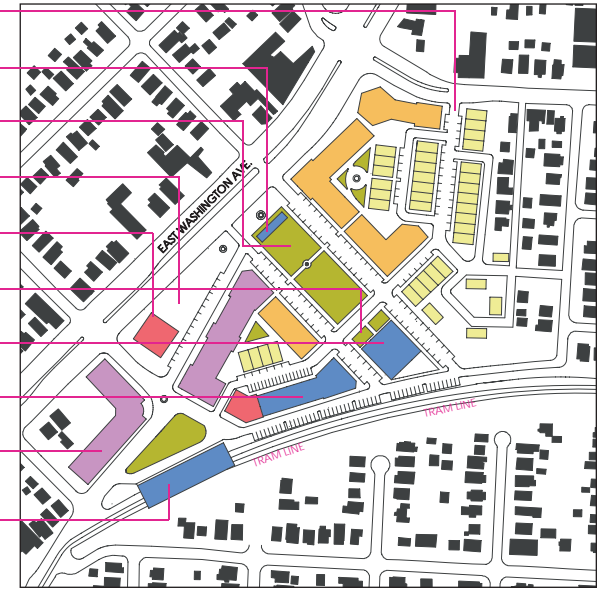
- Reinforcing Safety. The public spaces and streets are coordinated with building types in order to provide safety throughout all hours of the day.

Demeter Square has the ability to promote interaction between peoples and foster an awareness of a singular interdependent community vitally connected to the local farmlands.



MARKET BUILDING LOCAL PRODUCE MIXED USE FIRST FLOOR COMMERCIAL RESIDENTIAL ABOVE TRAM STATION SECTION TRAM STATION CONNECTS NEIGHBORHOODS ACROSS TRACKS COMMUNITY CENTER COMBINES LIBRARY, GYM, DAYCARE, COMMUNITY MEETING PLACE ROWHOUSE ROWHOUSE WAY STREET SECTION

- ROWHOUSE WAY**  
The primary residential street which connects to community center and tram station  
Provides shade during warm months and stage for public performances
- PAVILLION/STAGE**  
Gathering place for community, picnic, play, read a book.
- HARVEST FIELD**  
Gathering place for farmers market and some community functions
- DEMETER SQUARE PLAZA**  
Gathering place for farmers market and some community functions
- MARKET BUILDING**  
Iconic building greets people moving along East Washington Ave towards Madison
- COMMUNITY GARDENS**  
Feel connected to the earth and to neighborhood
- COMMUNITY CENTER**  
Provides library, gym, daycare, community meeting building
- COMMUNITY GREENHOUSE/KITCHEN**  
Can still grow produce during cold Wisconsin months, learn to cook seasonal ingredients
- COMMERCIAL/OFFICE SPACE**  
Large building provides working facilities for nearby community, Demeter is perched atop this building
- TRAM STATION**  
Connects community to Tram Line, also provides connection between neighborhoods on opposite sides of tracks



MIXED USE COMMERCIAL GREEN SPACE CIVIC LOW DEN. RESIDN. MED/HIGH DEN. RESIDN.

## LAND USE

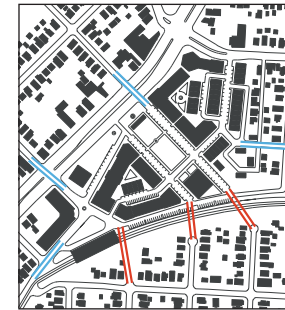


10-20' 35-40' 44-55' 55-65' 70'

## BUILDING HEIGHTS

THE REGION: METROPOLIS, CITY, AND TOWN

Demeter Square represents one of many town centers along the Agricultural Tram Way with a distinct center (1). Demeter Square is sensitive and aware of connections to farmlands, this relationship is the center of Demeter Square's identity (3). The housing types, although not represented with physical design, integrate mixed income housing (7). Demeter Square vitally connects the neighborhood to public transit. Parking spaces are limited and pedestrian ways are given priority (8).

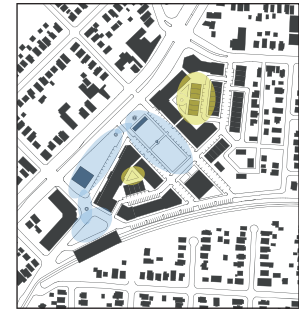


PROPOSED CONNECTIONS POTENTIAL CONNECTIONS

## CONNECTIONS

THE NEIGHBORHOOD, THE DISTRICT, AND THE CORRIDOR

Demeter Square is a compact neighborhood with mixed use types (10/11). Demeter Square is structured to allow access to daily needs by foot (12). The tram stops allows the area of Union Corners to be revitalized into a neighborhood center (14). Within Demeter Square, there is mixed building types. Also, within buildings there are multiple uses, such as the mixed use community center (16). A range of park sizes are distributed within Demeter Square (18).



GATHERING/COMMUNITY AREAS MORE INTIMATE/SEMI-PRIVATE

## SPACE TYPES

THE BLOCK, THE STREET, AND THE BUILDING

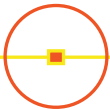
Public spaces are clearly defined (19). The architectural articulation is sensitive to the existing vernacular (20). The spaces in Demeter Square are considerate of safety. There are "eyes on the street" for the spaces throughout the day (21). The range of public space is intended to provide interest to the pedestrian (23). Public space and civic buildings are presented with greater hierarchy because they are for the people (25).

# DEMETER SQUARE

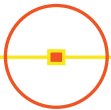
AT UNION CORNERS 19



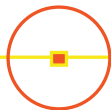
AGRICULTURAL TRAM LINE CONNECTS: FRESH LOCAL PRODUCE/NEIGHBORHOOD CENTERS/PEOPLE



MADISON



DEMETER SQUARE  
at Union Corners



FARMLANDS



DEMETER SQUARE PLAZA FARMERS MARKET

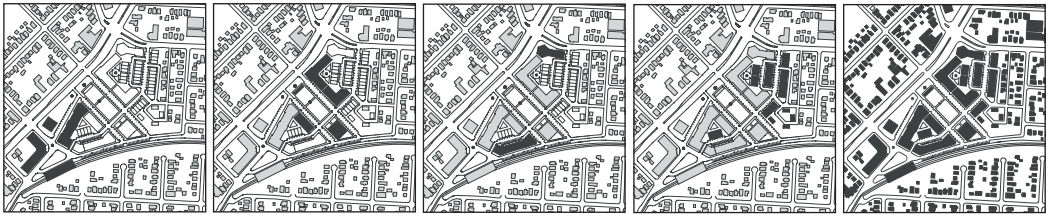


WISCONSIN AGRICULTURAL AREAS  
MADISON  
DEMETER SQUARE  
at Union Corners

AGRICULTURAL CONNECTION



AERIAL



1.) CORE  
2.) GREENWAY  
3.) EDGE  
4.) RESIDENTIAL ROW  
FINAL

PHASING

DEMETER SQUARE

AT UNION CORNERS

CNU