



# City of Madison

City of Madison  
Madison, WI 53703  
www.cityofmadison.com

## Master

**File Number: 42679**

**File ID:** 42679

**File Type:** Resolution

**Status:** Items Referred

**Version:** 1

**Reference:**

**Controlling Body:** MADISON LOCAL  
FOOD  
COMMITTEE

**File Created Date :** 04/26/2016

**File Name:** Madison Public Market as part of a planned  
redevelopment of the Washington Plaza Shopping  
Center

**Final Action:**

**Title:** Authorizing City Staff and the Local Food Committee to explore the option of building the Madison Public Market as part of a planned redevelopment of the Washington Plaza Shopping Center and to begin a process of co-site planning the Public Market in partnership with the shopping center owners.

### Notes:

**Agenda Number:** 11.

**Sponsors:** Paul R. Soglin, Larry Palm, Marsha A. Rummel and  
Amanda Hall

**Effective Date:**

**Attachments:** 41819 Master26-Apr-2016-03-53-33.pdf

**Enactment Number:**

**Author:** Dan Kennelly, Economic Development Specialist

**Hearing Date:**

**Entered by:** afreedman@cityofmadison.com

**Published Date:**

### Approval History

Version	Date	Approver	Action
1	04/27/2016	Emma Schumann	Approve

### History of Legislative File

Ver- sion:	Acting Body:	Date:	Action:	Sent To:	Due Date:	Return Date:	Result:
1	Economic Development Division	04/26/2016	Referred for Introduction				
	<b>Action Text:</b>		This Resolution was Referred for Introduction				
	<b>Notes:</b>	Board of Estimates, Madison Local Food Committee.					
1	COMMON COUNCIL	05/03/2016	Refer	BOARD OF ESTIMATES			Pass

**Action Text:** A motion was made by Rummel, seconded by King, to Refer to the BOARD OF ESTIMATES. The motion passed by voice vote/other.

**Notes:** Additional referral to Madison Local Food Committee.

1 BOARD OF ESTIMATES 05/04/2016 Refer MADISON LOCAL FOOD COMMITTEE 05/05/2016

**Action Text:** This Resolution was Refer to the MADISON LOCAL FOOD COMMITTEE

**Notes:**

1 MADISON LOCAL FOOD COMMITTEE 05/05/2016 Return to Lead with the Following Recommendation(s) BOARD OF ESTIMATES Pass

**Action Text:** A motion was made by Wells, seconded by Rummel, to Return to Lead with the Recommendation to the BOARD OF ESTIMATES to edit the language to clarify the budgetary aspects. The motion passed by voice vote.

1 BOARD OF ESTIMATES 05/09/2016

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### Text of Legislative File 42679

#### Fiscal Note

This resolution authorizes exploration of building the Madison Public Market as part of a planned redevelopment of the Washington Plaza Shopping Center. Activities outlined in this resolution are estimated to cost approximately \$20,000. Funds for the work described in this resolution would draw from the remaining balance in the City's UDAG account in addition to what was previously authorized by resolution no. 41819, approved on March 15. Prior to this resolution, the balance of the UDAG account is \$574,000.

#### Title

Authorizing City Staff and the Local Food Committee to explore the option of building the Madison Public Market as part of a planned redevelopment of the Washington Plaza Shopping Center and to begin a process of co-site planning the Public Market in partnership with the shopping center owners.

#### Body

Whereas, for the last four years, City Staff and the Local Food Committee conducted research, talked with stakeholders, surveyed the community, and created a detailed Business Plan for the Madison Public Market; and

WHEREAS, on October 7, 2014 the Madison Common Council Adopted Resolution #35045 which accepted the Local Food Committee's recommendation on the preferred location for the Madison Public Market as, "the general area around East Washington Avenue, First Street, and the Yahara River"; and

Whereas, on October 6, 2015 the Madison Common Council adopted Resolution #38885 accepting the Madison Public Market Business Plan as the guiding document for the Public Market and directing the Local Food Committee and City Staff to create a project implementation strategy by March 31, 2016; and

WHEREAS, on March 15, 2016 the Madison Common Council Adopted Resolution #41819 to accept the Public Market Implementation Strategy and direct City Staff and the Local Food Committee to move forward with the five work elements identified in the Strategy, which was focused on repurposing the Fleet Services Building at First Street and Johnson Street to create the Public Market; and

WHEREAS, Resolution #41819 included authorization for City Staff to release a Request for

Proposals to engage an consulting services to develop design/development architecture for the Public Market in the repurposed Fleet Building; and

WHEREAS, the Public Market Implementation Strategy budget apportions \$85,000 for consulting services to complete design/development architecture; and

WHEREAS, the owners of the Washington Plaza Shopping Center approached City Staff with a proposal to engage in a partnership to build the Madison Public Market on the shopping center property as part of a redevelopment project; and

WHEREAS, the Washington Plaza Shopping Center at the corner of First Street and East Washington Avenue (formerly known as the “Fiore” shopping center) is also located within the general area recommended by the Public Market Business Plan as the preferred location for the Public Market; and

WHEREAS, the basic terms of their proposal are to demolish the existing strip retail center and work with the City on a master plan for their site that would incorporate the construction of the Madison Public Market within a larger mixed-use redevelopment likely to include retail, housing, and office uses; and

WHEREAS, in this scenario, the Public Market building would be owned by the City of Madison, managed by a non-profit Public Market Operator (PMO), and would be built and operated in a manner generally consistent with the Business Plan’s recommendations on operating structure, vendor selection, management, etc.; and

WHEREAS, although the Fleet Services building remains a viable option for the Public Market, there are potential benefits to the shopping center site including the potential to implement the Public Market at a significantly lower capital cost, better address parking and access challenges, higher visibility, and the ability to reserve the Fleet Services Building for a future opportunity to complement the retail-based Public Market with other food-related uses.

NOW THEREFORE BE IT RESOLVED, the Madison Common Council hereby authorizes City Staff to move forward with a co-site planning process with the owners of the Washington Plaza Shopping Center to explore the opportunity to build the Public Market on the shopping center property; and

BE IT FURTHER RESOLVED, the Madison Common Council directs City Staff to begin negotiating a preliminary Term Sheet with the shopping center owners to define the general terms and conditions of this initial partnership to explore this opportunity; and

BE IT FURTHER RESOLVED, the Madison Common Council directs City Staff to revise and move forward with the releasing the previously-authorized Request for Proposals (RFP) to engage design services for the Public Market; and

BE IT FURTHER RESOLVED, the scope of work for the Public Market Design RFP will be revised to include a first phase that focuses on developing a master site plan for the entire area between Johnson Street, East Washington Avenue, First Street, and the adjacent railroad tracks; and

BE IT FURTHER RESOLVED, based on the results of the site planning exercise, ongoing feedback from the Local Food Committee, negotiations with the shopping center property

owners, and financial analysis of the options, City Staff will report to the Local Food Committee and Common Council on the staff's analysis and recommendations for moving forward with the Public Market Project either in the City's Fleet Services Building or on the shopping center site, and provide this report to the Common Council by September 31, 2016; and

BE IT FINALLY RESOLVED, after recommendation and approval of the site for the Public Market, the City will move forward with the second phase of the design contract which will be detailed design/development architecture for the Public Market Building.