

[Recommended Resolution #35045 changes by Local Food Committee Aug. 14, 2014](#)

..Fiscal Note

The proposed Phase 3 of the Madison Public Market business plan is funded under an existing contract that was authorized in 2013 in the amount of \$250,000, with funding included in Adopted Capital Budget of the Planning and Community and Economic Development agency, "Public Market," Acc't No. 810747. The 2014 adopted capital budget of PCED total expenditure authority of \$3,500,000 in 2014, with an additional \$8,000,000 provided in the Capital Improvement Plan. No additional appropriation is required at this time.

..Title

Accepting the Madison Local Food Committee's recommendation on the preferred and alternative locations for the Madison Public Market District, directing Office of Real Estate Services staff to begin negotiations for the lease or purchase of private property at these locations, and directing Economic Development Division staff to conclude Phase Three of the Madison Public Market District Business Plan contract with the Project for Public Spaces consulting team.

..Body

WHEREAS, the City of Madison is working with a consulting team from Project for Public Spaces (PPS) to create a business plan for the Madison Public Market District; and,

WHEREAS, Phase One of the Business Plan indicated a high level of support for a public market in Madison among prospective vendors and potential consumers, and indicated that a Madison Public Market District would be a valuable resource to support the regional food system; and,

WHEREAS, Phase Two of the Business Plan focused on identifying the best location for a Madison Public Market District; and,

WHEREAS, the analysis completed by PPS as part of Phase Two of the Business Plan indicated that the general area around East Washington Avenue, First Street, and the Yahara River ("East Washington Avenue Site") offers the best opportunity to implement the City's vision for a dynamic, multi-use, Madison Public Market District; and,

WHEREAS, the analysis completed by PPS as part of Phase Two of the Business Plan also indicated that the general area along the Park Street Corridor near Wingra Creek also offers an appealing opportunity for a successful Public Market District; and,

WHEREAS, the PPS team also considered a location on the Northside of Madison at the Northside Town Center; and,

WHEREAS, the Madison Local Food Committee, which has been leading the public market effort for over two years, passed a motion on July 29, 2014 recommending that the City move forward with the East Washington Avenue Site as the preferred location for the Madison Public Market District; and,

WHEREAS, the Madison Local Food Committee recommended that the aforementioned Park Street and Northside sites be considered as alternative locations for a Madison Public Market District should the City fail to secure necessary property at the East Washington Avenue Site, as well as to continue to consider the [South Park Street side](#) and Northside locations as possible sites for a future public market districts and/or other food-related projects; and,

WHEREAS, the Madison Local Food Committee also recognized that food access issues continue to exist elsewhere throughout Madison, especially on the Northside, Southside, and Southwest Side of the community; and,

WHEREAS, the Madison Local Food Committee called on the Mayor, Common Council, Food Policy Council, and City staff to continue to explore ways to address food access issues throughout the community, especially within the aforementioned neighborhoods.

NOW THEREFORE BE IT RESOLVED that the Common Council accepts the Local Food Committee's recommendation that the East Washington Avenue Site is the preferred location for the Madison Public Market District: and,

BE IT FURTHER RESOLVED that the South ~~Park Streetside~~ and Northside sites be considered as alternative locations should the City be unable to secure necessary property at the East Washington Avenue Site, as well as being potential sites for future public market districts; and,

BE IT FURTHER RESOLVED the Common Council directs the City's Office of Real Estate Services to begin negotiations with the owners of the privately held portions of the East Washington Avenue Site, as well as owners of the South ~~Park Streetside~~ and Northside sites as alternative locations, for the lease or purchase of property for the Madison Public Market District; and,

BE IT FURTHER RESOLVED that any lease or purchase of private property for the Madison Public Market District will be approved by the Common Council at a future date; and,

BE IT FURTHER RESOLVED that the Common Council desires the Fleet Services property at First Street to be included within the Madison Public Market District if the property is declared surplus and is needed for a successful Madison Public Market District; and,

BE IT FURTHER RESOLVED that the Common Council directs the City's Economic Development Staff to proceed with Phase Three of its Madison Public Market District consulting contract with the Project for Public Spaces consulting team, which will include the preparation of a detailed business plan for the East Washington Avenue site, or alternative location; and,

BE IT FINALLY RESOLVED that the City recognizes that food access issues exist throughout the community, especially at locations on the Southside, Northside, and Southwest Side, and through the work of the Food Policy Council, the City is committed to exploring ways to address these food access issues.