

July 29, 2014
Madison Local Food Committee

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MADISON PUBLIC MARKET:

North Sherman Avenue Attributes

Ease of Establishing the Market

This site is as nearly “shovel ready” as it can be. An attractive, vacant building designed for grocery retail is in place, which can be repurposed for the public market quickly and with little overhead. The building was constructed in 2000, and occupied for four years by a supermarket. The 2008 Madison Public Marketing Study cited an ideal public market structure size as 48,272 square feet. This building has 48,810 ground level square feet with an additional useful 2,000 square foot mezzanine.

By making use of a structure designed for a very similar function, millions of dollars earmarked/budgeted for site acquisition and structure construction would be freed up, and the project would be operational much sooner.

The entire shopping center in which the building is located has been the focus of a City-funded revisioning process, to create alternate scenarios for redevelopment of the entire site. This process has identified areas for rebuilding, new construction, reconfiguration of access points, and additional amenities, the sum total of which lends itself seamlessly to the creation of not just the public market, but also of a surrounding market district.

Ease of Access

This site is at a nexus of public and private transportation with a Madison Metro route and shelter on site, the North Metro Transfer Point a few blocks away and recent reconfiguration of North Sherman Avenue for bicycle use. The Dane County Regional Airport is less than two miles away.

Northport Drive, or State Highway 113, offers direct travel to and from outlying communities like Waunakee and Lodi. From County Road CV, there is direct access to State Highway 51 and Interstate 90 through a relatively low-traffic area, providing tens of thousands of commuters easy travel to the site from Sun Prairie, Windsor and DeForest.

Beyond easy access for patrons of the market, the site is situated perfectly for vendors as well. The aforementioned highways draw from the rich farming communities to the north, west and east of the city, avoiding the Beltline and isthmus bottlenecks. The building itself already has excellent accessibility with two entrances on Northport Drive, two on North

Sherman Avenue and one on Dryden Drive. There are three delivery bays with overhead doors in the rear of building.

Proximity to vacant or underutilized properties for market district

In addition to the potential for repurposing and new construction at the shopping center, within a quarter mile of the site exist many opportunities for development of a diverse, integrated market district. The Packers Avenue corridor has been identified by the City as a prime redevelopment location and currently includes several empty warehouse-type buildings as well as vacant lots available for re-use. The success of Ale Asylum at the southern end of the corridor shows the potential for this area as a food and beverage destination.

Rental rates and land prices in this area tend to be lower than in other parts of the city, offering good value for start-up companies and enterprises.

Building on enterprises bringing local food to underserved families

Within the past decade, several initiatives have made Madison's Northside an integral part of the local food system, connecting people with limited means to fresh, healthy, local produce. The public market would build on this network of resources, further strengthening their impact.

Since 2001, Troy Community Gardens has grown to become Community GroundWorks, providing garden space for individuals and families, tending the city's first organic, urban, Community Supported Agriculture farm, supporting school gardens, and expanding that school garden program to the Wisconsin School Garden Initiative.

The Northside Farmers Market, launched in 2004, was one of only three markets in Madison to participate in the Mayor's MadMarket Double Dollars program, matching SNAP dollars spent at markets 1:1. This past year, the NFM launched a Winter Market every other week.

In 2013, the FEED Kitchens opened on North Sherman Avenue, providing incubator space for food entrepreneurs, non-profits, and community groups to develop and grow their food-related business and educational initiatives. The FEED Kitchens are now serving as the hub for the Dane County Pantry Brigade, collecting excess produce from gardens and farms to deliver to food pantries and directly to families in need.

Offering opportunities directly to surrounding community

The Northside encompasses economic diversity ranging from lakeshore homeowners to Section 8 housing occupants. This diversity provides both patrons of the market and new entrepreneurs who would benefit from the retail or processing capacities found there.

The feasibility assessment for the FEED Kitchens identified many people from the immediate community interested in the option of a shared-use facility to help them start or grow a food business. While many individuals are now using the FEED Kitchens for production of their food products, the addition of a new retail opportunity would help ensure their businesses are successful.

The North Sherman Avenue site is located in the center of the Northside residential community, accessible by foot, bicycle, bus and car. It is already a hub of commerce and activity for the greater region. Across the street, Warner Park is busy year round, but especially in the summer months when the Madison Mallards provide a draw for families from throughout Dane County. The Lakeview Branch Library, adjacent to the proposed space, is one of the busiest branches in the system. These and other local resources have created an area visited with high frequency; those visits would naturally support the public market in this location.

To: Mayor Paul Soglin
Common Council Members:

It is the mission of South Madison Development Corporation (SMDC), to promote community-based development, particularly in South Madison based upon collaboration, communication, coordinated planning. Development will include housing, transportation, health and nutrition and will utilize work from both non-profit and for-profit companies. To that end, we support the Local Food Committee for the proposed Public Market at the South Madison known as the Thorstad site on Park Street.

*** Accessibility and Transportation:**

The City of Madison has conducted research on the accessibility for both the North and South side of Madison when planning for the 2014 Rhythm and Booms Event. The conclusion of that research helped to guide City leaders in the decision to relocate the Rhythm & Boom event to the South Side of Madison with highly publicised success. The SMDC would like to reinforce this judgment and apply it to the location decision for the Madison Public Market. The South Park Street area has proven to handle large traffic flows of over 60,000 vehicles per day. In addition the City of Madison is currently looking to expand its existing transportation infrastructure Citywide with the "Madison in Motion" plan we agree with the information provided, should the City of Madison provide adequate investment into it's regional transportation infrastructure, both major jobs and housing growth will occur within South Madison.

*** Catalyst for Redevelopment & Economic "Tool Box":**

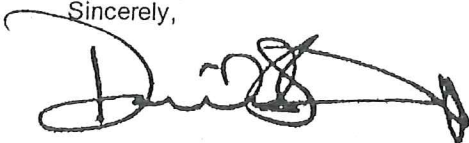
Over the past 10 years there have been numerous opportunities for redevelopment have presented themselves. Most notably the City of Madison, Community Development Authority and most importantly the neighborhood successfully started the redevelopment of South Madison with the purchase and transformation of the Village on Park. This created additional economic opportunity and provided private sector confidence to the market. We believe that the addition of the Public Market will do the same. Additionally, with the Thorstad site being in a redevelopment district, we believe that the economic "tool box" exist to spur future private sector growth.

***Public Safety:**

Community involvement and growth drive consumer spending. The South Madison community has continued to invest in public safety and continues to see the benefits of the communities hard work. The South Madison area has emerged as one of the safest places in Madison to live and work and currently highlights the lowest crime statistics in the city. This is important not only to adjacent local residents but all Madisonians,

The consideration for site selection should include accessibility, economic development and community growth. There is significant support growing among developers and community people alike, To that interest, we add our backing, most specifically to a Park Street selection.

Sincerely,



Dan G. Guerra Jr.
CEO
South Madison Development Corporation, Inc.



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July 9, 2014

City of Madison Local Food Committee:

With the identification of North Sherman Avenue as a finalist for the Public Market site, we see a great deal of potential benefit to the market, the Northside community, and the region as a whole if this site were selected.

In the past 20 years, the Northside has seen a transformation that has recently included being at the forefront of several local food system initiatives. We have a history of making things happen and ensuring their success. To name just a few:

- Partnering with the city to build the innovative Warner Park Community & Recreation Center.
- The establishment of Community GroundWorks/Troy Gardens, a nationally recognized model for urban agriculture.
- Creating the Northside Farmers Market to address the closing of a local grocery store, thereby ensuring fresh local produce to area residents.
- Supporting and partnering with the Madison Mallards to make the Northside a recreation destination during the summer months.
- Northside Community Suppers, now in our third year of providing a free supper 4-5 times a year to bring Northsiders together from different neighborhoods.

More recently, the city shared our vision for the Food Enterprise & Economic Development (FEED) Kitchens, a shared-use commercial food processing and production facility open for rent by professional and personal users. After years of planning and with CDBG funds and significant private investment, FEED open last fall and is already ahead of our planned goals, drawing users from the wider region.

Locating the public market at the north end of Sherman Avenue would complement these existing enterprises, and leverage their strengths to the benefit of the market. It would also be a terrific economic stimulus for a part of the city that has lagged in new development. Finally, it would offer local employment opportunities to a population that struggles with poverty, including lack of efficient transportation to more distant work places.

Local businesses, community leaders, and the Northside Planning Council represent the diversity and vibrancy of this part of the city, and we assure you that an active, supportive base exists here to ensure the market's success. If you have any questions or would like to learn more about the Northside, please contact us or visit our website: www.northsidemadison.org.

Sincerely,

Karen Bassler, Executive Director

Sue Gleason, Board Chair

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July 28, 2014

City of Madison Local Food Committee:


We welcome the identification of the South Park Street corridor as a finalist for the Public Market site. From a local view, we see it as integral to meeting the fresh and local food market needs of South Madison. From a broader view, we see it as integral to the vibrant and growing regional multicultural gathering place that is South Madison.

South Madison has been a cultural melting pot for many decades with an undeserved reputation based on lack of information and understanding. In the past 20 years the South Metropolitan Planning Council has lead an effort to address the misunderstandings prevalent in media coverage and depictions of South Madison and energized a significant turn-around to a positive perception by the broader Madison community. SMPC has a long history of making other ideas into reality and ensuring the success of many endeavors. To name just a few:

- Worked in partnership with the city to gather public input and build support for the city to successfully redevelop the Villager Mall which houses
- Partnered with the city to increase pedestrian and bike safety in Park Street crossings.
- Pioneered the newspaper "Southern Exposure" to connect the neighborhoods, businesses and organizations through the stories of South Madison—now in its 12th year.
- Helped to create the South Madison Farmers' Market to meet the desire of area residents for fresh local produce.
- Envisioned, staged and expanded the Celebrate South Madison multi-cultural festival—now in its 6th year.
- Coordinated and provided support for numerous neighborhood safety and unity-building activities and events each year.
- Convened multiple stakeholders via "Park Street Partners" in support of Park Street revitalization with tangible outcomes, such as the Design Guidelines that shape today's streetscape.

South Madison has a vast array of successful multicultural shopping and dining attractions. The location of the corridor makes it a major gateway to the UW Campus, major medical facilities and the downtown. Commuters who use Park Street and Fish Hatchery Road also frequent the businesses along this busy corridor. Locating the public market in the Park Street corridor would be a boon to the existing enterprises, and leverage their strengths to the benefit of the market. It would also complement the economic stimulus the city has promoted through projects in the corridor. Finally, it would offer local employment opportunities to a population that has struggled with limited opportunities.

The South Metropolitan Planning Council's backing also conveys the support of neighborhoods and businesses who will assure the Public Market in South Madison is a success. If you have any questions or would like to learn more about the South Madison area, please contact us.



Sherri Carter, Chair



Jeff Richter, Vice Chair

The South Metropolitan Planning Council (SMPC) is a coalition of neighborhood associations, South Metropolitan Business Association, and the Town of Madison that works together to increase the civic capacity on the Southside

MADISON PUBLIC MARKET:

South Park St. Attributes

Central Location with Easy Access

The Park Street corridor is served by several Madison Metro routes and the South Madison Transfer point is conveniently located on the corridor. It is also well positioned for bicycle access with the Wingra Creek and Cannonball bike paths connecting central Madison and points south, east and west. The fairly central location of the corridor and easy access of the Park Street corridor already attracts UW Madison students, staff and faculty from campus for food shopping and dining experiences. Park Street has also become the major medical corridor of the city hosting two of Madison's three major hospitals and numerous large clinics and the bustling movement of staff, patients and visitors. Commuters using Park Street and Fish Hatchery Road also frequent the businesses along this busy corridor.

The Beltline, Fish Hatchery Rd. and U.S. Highway 14, offer direct travel to and from outlying communities like McFarland, Oregon, Verona, and Middleton and other points south, east and west of Madison. These multiple major highways also make delivery of goods to the market district easy.

Optimal Real Estate for Market District

Residents of South Madison neighborhoods have identified the need for more and better options for local food. The former Thorstadt Chevrolet dealership lots and buildings offer many options for repurposing and new construction. Within a half mile of the site exist many opportunities for development of a diverse, integrated market district. The Park Street corridor has been identified by the City as a prime redevelopment location and currently includes several empty or underutilized large buildings as well as vacant lots available for re-use. The long-term success of many ethnic grocery stores and restaurants throughout the corridor and the continuing addition of new ones shows the potential for this area as a food and beverage destination.

Costs of renting and purchasing real estate in South Madison tend to be lower than in the Eastern and Western reaches of Madison, which has been attractive for many start-up locally-owned restaurants and businesses.

Bringing Local Food to Underserved Families

For over a decade Madison's Southside has worked to enhance the local food system and connect people with limited means to fresh, healthy, local produce. The South Madison Farmers Market, launched in 2001, was one of only three markets in Madison to participate in the Mayor's MadMarket Double Dollars program, matching SNAP dollars spent at markets 1:1. Mr. Robert Pierce, Manager of the South Madison Farmers' Market and Growing Power-Madison, grew up in South Madison and has dedicated much of his adult life to bringing healthy, affordable produce to the area. Collaborating with him to meet the needs of South Madison residents would enable the new Public Market to bring in local residents as well as commuters and visitors.

Offering opportunities directly to surrounding community

The Park Street corridor and surrounding neighborhoods encompasses economic diversity ranging from lakeshore homeowners to Section 8 housing occupants. This diversity provides both patrons of the market and new entrepreneurs who would benefit from the retail or processing capacities found there. In addition, employment opportunities will be increased for residents.

The Thorstadt Chevrolet site is located in the center of South Madison, accessible by foot, bicycle, bus and car. It is already a hub of commerce and activity for the greater region. Across the street, the Labor Temple and USPS are busy year round. . The Goodman South Madison Branch Library, near the proposed space, is one of the busiest branches in the system and a multitude of non-profits serve residents across Dane County, such as the Urban League of Greater Madison, The Catholic Multicultural Center, Centro Hispano, the Boys & Girls Club of Dane County and more. These and other local resources have created an area visited with high frequency; those visits would naturally support the public market in this location.