



City of Madison

City of Madison
Madison, WI 53703
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Master

File Number: 18565

File ID: 18565

File Type: Resolution

Status: Items Referred

Version: 1

Reference:

Controlling Body: TRANSIT AND
PARKING
COMMISSION

Lead Referral: BOARD OF
ESTIMATES

File Created Date : 05/18/2010

File Name: Madison Public Market 2010 Site Analysis

Final Action:

Title: Accepting the 2010 Madison Public Market (MPM) Site Analysis for locating a Madison Public Market and the Economic Contribution of the Proposed Madison Public Market to the Regional Economy Reports (collective "the Reports"), and the Recommendation that the Government East Parking Ramp be selected as the preferred site for the development of a Madison Public Market, and authorizing the Mayor and City Clerk to enter into an agreement with Common Wealth Development, Inc., to provide \$100,000 in funds to proceed with the preparation of documents and materials for the preliminary architectural and engineering services; management of budget, fundraising, and outreach; market operations; and updates to tenant leasing reports.

Notes:

CC Agenda Date: 05/18/2010

Sponsors: Marsha A. Rummel

Enactment Date:

Attachments: MPM report may 10.pdf, MPM Matrix_Appendix A
May 10.pdf, MPM Additional Site Info May 10
(Appendix B).pdf, MPM NorthStar Economic Impact
Study.pdf

Enactment Number:

Author: Mark A. Olinger, Director, Dept. of Planning & Community &

Hearing Date:

Entered by: afreedman@cityofmadison.com

Published Date:

Approval History

Version	Date	Approver	Action
1	05/19/2010	Daniel Bohrod	Approve

History of Legislative File

Ver- sion:	Acting Body:	Date:	Action:	Sent To:	Due Date:	Return Date:	Result:

1	Community and Economic Development Unit	05/18/2010	Referred for Introduction		
	Action Text:	This Resolution was Referred for Introduction			
	Notes:	Referred to Board of Estimates, Plan Commission, Community Development Authority, Economic Development Committee, Community Development Block Grant Committee, and Transit and Parking Commission.			
1	COMMON COUNCIL	05/18/2010	Referred	BOARD OF ESTIMATES	Pass
	Action Text:	A motion was made by Ald. Rummel, seconded by Ald. Verveer, to Referred to the BOARD OF ESTIMATES. The motion passed by voice vote/other.			
	Notes:	Additional referrals to Plan Commission, Community Development Authority, Economic Development Committee, Community Development Block Grant Committee, Transit and Parking Commission			
1	BOARD OF ESTIMATES	05/20/2010	Refer	PLAN COMMISSION	
	Action Text:	This Resolution was Refer to the PLAN COMMISSION			
	Notes:				
1	BOARD OF ESTIMATES	05/20/2010	Rerefer	COMMUNITY DEVELOPMENT AUTHORITY	
	Action Text:	This Resolution was Rerefer to the COMMUNITY DEVELOPMENT AUTHORITY			
	Notes:				
1	BOARD OF ESTIMATES	05/20/2010	Refer	ECONOMIC DEVELOPMENT COMMITTEE	
	Action Text:	This Resolution was Refer to the ECONOMIC DEVELOPMENT COMMITTEE			
	Notes:				
1	BOARD OF ESTIMATES	05/20/2010	Refer	COMMUNITY DEVELOPMENT BLOCK GRANT COMMITTEE	
	Action Text:	This Resolution was Refer to the COMMUNITY DEVELOPMENT BLOCK GRANT COMMITTEE			
	Notes:				
1	BOARD OF ESTIMATES	05/20/2010	Refer	TRANSIT AND PARKING COMMISSION	
	Action Text:	This Resolution was Refer to the TRANSIT AND PARKING COMMISSION			
	Notes:				

Text of Legislative File 18565

Fiscal Note

Funding of \$100,000 is available in the PCED Adopted Capital Budget Project. No. 19, "Preliminary Planning," Account No. 810425.

Title

Accepting the 2010 Madison Public Market (MPM) Site Analysis for locating a Madison Public Market and the Economic Contribution of the Proposed Madison Public Market to the Regional Economy Reports (collective "the Reports"), and the Recommendation that the Government East Parking Ramp be selected as the preferred site for the development of a Madison Public Market, and authorizing the Mayor and City Clerk to enter into an agreement with Common Wealth Development, Inc., to provide \$100,000 in funds to proceed with the preparation of documents and materials for the preliminary architectural and engineering services; management of budget, fundraising, and outreach; market operations; and updates to tenant leasing reports.

Body

WHEREAS, on November 18, 2008, the Common Council accepted the Madison Public Market Report: Key Findings Report which identified the Brayton Lot as the preferred location of the

Madison Public Market (Enactment No. RES-08-01019, Legislative File ID No. 12178); and

WHEREAS, Council requested that City staff, along with Common Wealth Development and Blue Planet Partners, explore additional sites that might be better locations for the Market beyond Brayton Lot; and

WHEREAS, \$60,000 was approved in the 2009 Capital Budget to permit further site and economic analysis for up to three (3) additional locations to occur; and

WHEREAS, Common Wealth Development, Inc., Blue Planet Partners, and the City utilized the \$60,000 to prepare a MPM Site Analysis for locating a Madison Public Market and the Economic contribution of the proposed Madison Public Market to the Regional Economy; and

WHEREAS, Common Wealth Development, Inc., and Blue Planet Partners have satisfactorily completed the Reports after reviewing three (3) additional MPM locations; and

WHEREAS, after a thorough review of alternative sites, including Union Corners, East Washington Avenue in the Capitol East District, and the Government East Parking Ramp, the Reports identified the Government East Parking Ramp as the preferred site alternative for both its proximity to employment, residential, and visitor centers, as well as the short-term potential to develop the market, is superior to other locations that have been identified; and

WHEREAS, the Reports have identified the economic benefit of the proposed MPM on the new preferred site, Government East Parking Ramp, and concluded a positive effect will result from a financial, employment generation, local foods, and retail market strengthening position, and

WHEREAS, the development of the Madison Public Market project is consistent with the City's adopted Comprehensive Plan by capitalizing on the connection between rural and urban communities, to build a local/regional food economy that will provide for both economic development, and agricultural preservation; and

WHEREAS, the MPM Financial, Fundraising and Community outreach document will provide an updated preliminary capital budget, operational budget, fundraising plan, community outreach plan, and provide for the hiring of grant writing assistance; and

WHEREAS, the MPM Operational Documents will revise the new site's goals and objectives, prepare a draft management plan with identification of Board Director roles and targets, and update the MPM draft business plan documents; and

WHEREAS, MPM report upgrades will make modifications to the MPM demographic report, market survey report, tenant leasing plan, tenant mix, and physical space plan; and

WHEREAS, funds are needed to work with the City and other consultants in preliminary architectural and engineering work to coordinate MPM space planning and operational requirements with the engineering of a new Government East Park Ramp; and

WHEREAS, the project is consistent with the adopted Comprehensive Plan through capitalizing on connection between rural and urban communities to build a local/regional food economy that will provide for both economic development and agricultural preservation; and

WHEREAS, the City will be an integral part of the Project team and will have complete access to information that will be produced as a result of the Project; and

WHEREAS, the Common Council will be briefed during the process, and the results of the Project will be shared with the Common Council upon its completion; and

WHEREAS, funds expended through this process can be recovered through the TIF district that cover the areas under consideration for the MPM, provided, such expenditures of funds are consistent with the TIF District project plans; and

WHEREAS, the objectives as set forth in the applicable TIF Districts' project plans are consistent with the City's goals of enhancing the financial sustainability of our local and downtown economy through employment and enterprise creation.

NOW THEREFORE BE IT RESOLVED, that the Common Council accepts the 2010 Madison Public Market (MPM) Site Analysis for locating a Madison Public Market and the Economic Contribution of the Proposed Madison Public Market to the Regional Economy.

BE IT FUTHER RESOLVED, that the Mayor and City Clerk are authorized to enter into agreement with Common Wealth Development, Inc., for \$100,000 to support the preparation of the MPM preliminary physical site and infrastructure documents for the new site (Government East Parking Lot), MPM Financial, Fundraising and Community Outreach for the new site, MPM Operational documents for the new site, and MPM report upgrades for the new site and that staff of the Department of Planning & Community & Economic Development will continue to manage the elements of this Resolution in order to timely establish the Madison Public Market at the Government East Parking Ramp.