



July 29, 2014

Anne Reynolds, Chair, Local Food Committee
City of Madison
210 Martin Luther King Jr. Blvd.
Madison, WI 53703

Dear Anne:

Project for Public Spaces (PPS) is pleased to inform you that Phase Two of the Madison Public Market Business Plan Project has been completed. Using site selection criteria developed at the end of Phase One, we assessed, in close advisement with City Staff, three sites – presented to us based on input from the four public outreach meetings – and applied the Huff Gravity Model to determine sales potential of all three sites. Based on this analysis, PPS recommends that the City of Madison pursue further the development of a public market district on the East Washington Avenue/Yahara River site.

The East Washington Avenue site offers a number of strengths for the development of a public market district. The site is located in a dense area of the City serving a variety of demographics; it is centrally located along a burgeoning development corridor; has high traffic and visibility, as well as excellent transit access; shows the potential of strong sales; and already is under significant public ownership. But, perhaps its greatest strength is that the site is located along the Yahara River, and with that great natural amenity Burr Jones Field, has the potential to become an extraordinary public gathering space for the City of Madison.

Despite our support for the East Washington Avenue site, we also believe that the South Park Street location offers the opportunity to create a successful, though somewhat different, Public Market District. With its excellent access, the Park Street site has the potential to become a public market district as part of a comprehensive redevelopment strategy. This project could bring great benefit to the South Side while serving the whole city but it would require more time and resources to develop than the East Washington site.

The Northside Town Center also has great redevelopment possibility, but, because of its less central location, we do not believe this site should be pursued for the public market district at this time. However, a number of great efforts are already under way in the area, including the FEED Kitchen and Troy Gardens, and North Side residents are passionately engaged in the success of their neighborhood. Based on these factors, we believe that a more neighborhood oriented destination can be pursued at this site which would build off of the area's assets and the enthusiasm and support of its community. Focusing on a northside based opportunity as part of the City's current redevelopment planning for the site is something we strongly encourage.

We want to thank you again for this opportunity and we look forward to working with you on Phase Three, should the project move forward. Please let us know if you have any questions or concerns.
Sincerely,

A handwritten signature in cursive script that reads "Stephen Davies".

Stephen Davies
Executive Vice President