



# City of Madison

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

## Master

**File Number: 35045**

**File ID:** 35045

**File Type:** Resolution

**Status:** Items Referred

**Version:** 1

**Reference:**

**Controlling Body:** MADISON LOCAL  
FOOD  
COMMITTEE

**File Created Date :** 07/30/2014

**File Name:** Madison Public Market Site Selection

**Final Action:**

**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.

**Notes:**

**CC Agenda Date:** 08/05/2014

**Sponsors:** Paul R. Soglin and Marsha A. Rummel

**Effective Date:**

**Attachments:** Reccomended resolution changes Aug 14 2014.pdf

**Enactment Number:**

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

**Hearing Date:**

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

**Published Date:**

### History of Legislative File

Version:	Acting Body:	Date:	Action:	Sent To:	Due Date:	Return Date:	Result:
1	Economic Development Division	07/30/2014	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	08/05/2014	Referred	BOARD OF ESTIMATES			
	<b>Action Text:</b>		This Resolution was Referred to the BOARD OF ESTIMATES				
	<b>Notes:</b>		Additional referral: Madison Local Food Committee.				
1	BOARD OF ESTIMATES	08/05/2014	Refer	MADISON LOCAL FOOD COMMITTEE		08/14/2014	
	<b>Action Text:</b>		This Resolution was Refer to the MADISON LOCAL FOOD COMMITTEE				
	<b>Notes:</b>						
1	MADISON LOCAL FOOD COMMITTEE	08/14/2014	Return to Lead with the Following Recommendation(s)				
	<b>Action Text:</b>		This Resolution was Return to Lead with recommendation to approve as substituted to the BOARD OF ESTIMATES				
	<b>Notes:</b>		Chairperson Reynolds said the catalog of all uses and ideas diagram summarizes				

the work done so far. At the last Food Committee meeting the Committee recommended a resolution be sent to the Common Council to accept the Phase II work and recommend possible locations for the Public Market District. At this meeting the Food Committee needs to vote to recommend to the Board of Estimates that this resolution go forward to Council approval.

Alder Strasser asked why it was not referred to the Economic Development Committee (EDC) and why the Board of Estimates (BOE) is the lead on this resolution.

Chairperson Reynolds clarified that this committee needs to vote on this so that it can go to BOE for final recommendation to the Council.

Mr. Wells said Alders can bring it to other committees.

Mr. Olver clarified that on the Council floor an Alder can ask for additional referrals. BOE is typically the lead referral for most resolutions. This recommendation needs to go back to the BOE at their August 25th meeting to go back to Council on September 2nd.

Mr. Richmond made a friendly amendment, seconded by Alder Strasser, to change the wording on the resolution in 3 instances (see Recommended Resolution #35045 changes Aug 14 2014 document). He suggests "South Park Street" be changed to "South side."

He said there are opportunities in the area along the Beltline for the Public Market District not just at the Thorstad site.

Mr. Orton asked if this change is asking the consultants to re-look at Southside locations or redo work that has been already done.

Mr. Richmond said this is not his intent.

Mr. Orton accepted the friendly amendment.

Chairperson Reynolds called for a vote on the amended motion. The motion passed by voice vote.

Mr. Richmond asked why mention the Fleet Services property being declared surplus in the resolution.

Mr. Mikolajewski clarified this resolution assumes Fleet Services is indeed moving from the First St. location.

Mr. Kennelly said this clause allows the Council to move forward if indeed the property is declared surplus.

Mr. Wells asked if this locks down this site.

Mr. Kennelly said it does not lock it down.

Chairperson Reynolds thanked everyone for their comments and asked staff to

keep this committee informed.

1 BOARD OF ESTIMATES 08/25/2014

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### **Text of Legislative File 35045**

#### **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 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 Street 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 Street 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.