

November 11, 2014

Alders,

I have been a Midvale Heights home-owner since 1970. The public market district is the most important city decision in my lifetime – more important than Monona Terrace. The city should honor its commitment.

Clearly, the market district offers job creation, education, career training, community gathering and commerce within its footprint. But there is even greater potential in the market's benefit to the entire city and region.

Locally, the market complements The Terrace as a water-side meeting point for all citizens. Globally, it captures our international, multicultural and creative nature.

How? First, the market has a diverse mix of food, art, music and life. Second, mobility links the market with the city's commercial corridors with their ethnic restaurants and businesses. The city's economic workshop gave corridors a priority.

About 10 years ago, there was a Chicago conference on connecting the Mid-West internationally. Madison was labeled a place with a great international university but a parochial, small town approach. How would John Nolen and the 1915 Madison Board of Commerce take that comment given their visionary thinking?

The public market decision proves Chicago wrong and John Nolen right!

Nolen saw connections among land, water, people and mobility. Does that describe the market's physical footprint and the district's city-catalytic? Yes.

As a property owner, I heard at a city event that home-owners are carrying more than their share of the tax burden. Selfishly, I want urban density and the market to bring in revenue. Unselfishly, I want the market to attract the talent and investment we need for successful businesses and our support our kids by building the tax base they need for a good education.

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