



Legislation Text

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Fiscal Note

There are no costs associated with accepting the report. Implementation of specific recommendations will have a fiscal impact, which will be addressed as subsequent project reports come before the Council. Any additional expenditures will require Common Council approval.

Title

Accepting the report entitled "Madison Public Market: Project Report: Key Highlights and Findings."

Body

On November 21, 2006, the Council adopted Resolution RES-06-00958 (Legislative ID No. 04892), which provided \$100,000 in matching funds to Common Wealth Development, Inc., for the preparation of a detailed market, site analysis, pre-development, and outreach associated with the development of Madison Public Market.

Common Wealth Development, Inc., and its partners in the Study, Blue Planet Partners, and Aaron Pohl-Zaretsky (Public Market Consultant), through an extensive process of market analysis, site review, and work with a comprehensive set of producers, consumers, and others, the report states conclusively that a public market, located properly in Madison would be a success. It further concludes that the market will not only be a catalyst for economic development, but support the local food economy, and create a vibrant and unique public space. The preferred site identified for the market is the Brayton Lot. Given its proximity to the Downtown employment center; adjacency to a dense and growing residential area; the site's central location, size, and availability; the site is most uniquely positioned among the sites identified in the report from the market research as a regional destination to build upon the synergies of the downtown.

THEREFORE BE IT RESOLVED, that the Common Council hereby accepts this report and its recommendations.