

# Site Analysis for Locating a Madison Public Market - Draft

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This Analysis is the result of input from Public Market team members, City officials, referenced existing Planning Studies, and the perceptions of the author. The ultimate site selection decision should be made by the Public Market team, with the concurrence of lead City officials. To the extent possible, the selected site should be consistent with the spirit of the neighborhood planning studies and should strive to not negatively impact institutions that are sacred to Madison such as the Dane County Farmers Market.

Ratings: **1** = site weakness

**2** = site neutral or mixed positive and negative

**3** = site strength

**?** = Could be a strength or weakness – needs further exploration.

Letter (**ABC** etc.) = Detailed footnote following matrix.

	Brayton Lot	Marquip Building	Mautz Paint	Bancroft Dairy	Villager Mall
Address	1 S. Butler & E. Wash 53703	1301 E. Washington 53703	925 E. Washington 53703	Fish Hatchery & Park 53715	2300 S. Park 53713
Current Owner	@2/3 City, 1/3 State <b>3</b>	Mullins Group <b>1</b>	Kurt Brink <b>2</b>	Dean Morningstar <b>2</b>	City <b>3</b>
Site Size	87,120	202,532 (manuf. Only) 256,000 Total	174,240	63,497 -142,441 SF (Depends on source & Public Rt. o f Way) <b>A</b>	237,741 SF
Building Size	0 SF – No Bldg. - Pking	245,321 (incl. offices)	Bldg. not appropriate	110,000 SF	

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<b>Size Adequacy</b>	Would need majority of grd. fl., most of one basement fl. For parking/utility, and @ 2,200 SF PM office on second fl. <b>2</b>	Site larger then necessary. Would partner w. other developer for site balance <b>3</b>	Would accommodate new PM bldg. and surface parking <b>3</b>	Might accommodate new PM bldg. and surface parking depending on actual size available <b>2</b>	
<b>Age of Main Structure</b>	N.A.	1899, 1911 & 1946 office addition. May be eligible for fed. tax credit	N.A.	N.A.	N.A.
<b>Current Assessment</b>	?	\$1,420,700	\$2,811,900	\$1,815,100	\$3,910,000
<b>Cost for PM site acquisition</b>	Could be low – zero <b>3</b>	Likely high – possibly partially offset by building reuse & tax credits <b>2</b>	Likely high – plus demolition <b>1</b>	Likely high – plus partial demolition <b>1</b>	Could be low to zero <b>3</b>
<b>Listed?</b>	No	No	No	No	No
<b>Site Condition</b>	N.A.	Unknown internal condition. Manufac. Bldg. could likely be converted to PM. Very narrow from critical E Wa. façade to curb – Sidewalk only.	Bldg. to be demolished	Internal condition apparently mixed. It may be possible to reuse part of the bldg.	Bldg. to be demolished

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<b>Available Parking</b>	Existing 240 spaces would need to be replaced. PM parking added, plus new pking for uses above PM. Municipal Mifflin lot may take some additional cars. Nearby decked parking is a plus. <b>2</b>	With selective demolition, site is large enough to accommodate surface pking. Rail line may limit pking. <b>2</b>	With demolition, site is large enough to accommodate surface pking. <b>3</b>	With selective demolition, site may be large enough to accommodate surface pking. Depending on actual site size. <b>2</b>	Likely sufficient pking, shared w/ other uses. <b>2</b>
<b>Access and Circulation</b>	Good access all 4 sides <b>3</b>	Good access off E. Wa. only. <b>1</b>	Good access off E. Wa. Only <b>1</b>	Good access from S. Park and Fish Hatch. <b>2</b>	Good access off S. Park <b>1</b>
<b>Visibility</b>	Terrific – part of dntn, Centrally located, 4 side exposure <b>3</b>	Good – East side only. <b>2</b> Lack of outside spillout is limiting	Good – East side only. <b>2</b>	Good visibility off 2 major thoroughfares. <b>2</b>	Good – Southside only. Near Beltway <b>2</b>
<b>Ease of Acquisition</b>	Great- if City cooperates. Complicated due to mixed development <b>3</b>	Historically owner is slow to sell <b>1</b>	Cooperative owner <b>2</b>	Unknown – empty since 6/04 <b>2</b>	Great- if City cooperates. <b>3</b>

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<b>Adjacencies</b>	Immediate uses compatible, larger area mostly positive. <b>B: 3</b>	Possible neg. impact on Willy St. Coop Other uses acceptable <b>2</b>	Possible neg. impact on Willy St Coop Other uses acceptable <b>2</b>	Copps supermarket 2 blks. away is a negative <b>1</b>	Adjacent uses (Bus terminal, police, library, health, college. All extremely positive <b>3</b>
<b>Potential For Catalyst – Surroundings</b>	Will reinforce downtown density and protect neighborhoods <b>3</b>	Will help realize E. Wash Corridor Plan <b>2</b>	Will help realize E. Wash Corridor Plan <b>2</b>	Potentially transformational to S. Park Corridor <b>3</b>	Potentially transformational to S. Park Corridor <b>3</b>
<b>Capacity to Expand</b>	Not likely once developed <b>1</b>	Possible if balance of site is not used. <b>3</b>	Possible if balance of site is not used. <b>2</b>	Not likely once developed – accept to add off site pking <b>1</b>	Possible if balance of site is not used. <b>2</b>
<b>Design Potential</b>	Could be a terrific new bldg. key to dntn. <b>3</b>	Could be a fabulous PM Bldg. Lack of frontage depth is limiting. <b>3</b>	Limited <b>1</b>	2 sided exposure could allow for an exciting building <b>2</b>	Limited by mall environment <b>1</b>
<b>Nearby F'mers Mkt</b>	DCFM <b>B: (2 bl.)</b>	Eastside FM at 201 S. Ingersol (2 bl)	Eastside FM at 201 S. Ingersol ( 2 bl.)	NA	South Madison Community Mkt @ Villager
<b>Likely Impact on F'mers Mkt.</b>	Positive (this need to be tested) <b>B: E. Wash. should be closed on mkt. day and DCFM should expand to PM site. More selling space and reinforcing uses and expanded customers for both. 3</b>	Positive (this need to be tested) <b>B: 3</b>	Positive (this need to be tested) <b>B: 3</b>	N.A. <b>1</b>	Positive (this need to be tested) <b>B: 3</b>

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<b>Political Viability</b>	Some perceive impact on DCFM as negative <b>B</b> : Current plan include a PM <b>3</b>	Positive – for East-siders <b>2</b>	Positive – for East-siders <b>2</b>	Current plans include food related use <b>2</b>	Current plans include a grocery <b>3</b>
<b>Potential if not developed</b>	Mixed use	Mixed use	Mixed use	Mixed use	Mixed use
<b>Zoning</b>	<b>C 2</b>	<b>M 1</b>	<b>M 1</b>	<b>C 3</b>	<b>C 2</b>
<b>Potential for NMTC</b>	?	?	?	?	?
<b>Potential for HTC, Façade Easement, Sale of Air rights</b>	N.A. <b>1</b>	Capable of being listed on the National Register. Necessary changes may or may not allow for designation. <b>3</b>	N.A. <b>1</b>	N.A. <b>1</b>	N.A. <b>1</b>
<b>Competition</b>	<b>B</b> : Other uses are complementary <b>3</b>	Likely Willy St. Coop <b>1</b>	Likely Willy St Coop <b>1</b>	Copps Supermarket <b>1</b>	Ethnic food stores (Should be incorporated if decision is to proceed with this site.) <b>2</b>
<b>Dakota projections</b>	Predicted East side location was best <b>3</b>	Predicted East side location was best <b>3</b>	Predicted East side location was best <b>3</b>	Predicted East side location was best <b>1</b>	Predicted East side location was best <b>1</b>

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<b>Proximity of nearest Supermarket</b>	Willy St – 1 mile Woodmans – 3.87 miles Trader Joes – 2.47 miles <b>3</b>	Willy St. - .52 Miles Woodmans – 2.77 miles Trader Joes - 3.88 miles <b>1</b>	Willy St. - .5 miles Woodmans – 3.24 miles Trader Joes - 3.41 miles <b>1</b>	Copps Suprmkt – .8 miles Trader Joe – 1.54 miles <b>1</b>	Copps Suprmkt- 1.16 miles <b>3</b>
<b><u>Criteria fm. 4/30/05</u></b> <b><u>Public Mtg on E. Wa. Ave. Corridor Plan</u></b>					
<b>Protect Capital Views</b>	<b>? Depends on design</b>	<b>N.A.</b>	<b>N.A.</b>	<b>N.A.</b>	<b>N.A.</b>
<b>Enhance Pedestrian Walkability</b>	<b>Most centrally located Easy walk for many already nearby <b>3</b></b>	<b>Somewhat inconvenient except for neighbors <b>1</b></b>	<b>Somewhat inconvenient except for neighbors <b>1</b></b>	<b>Somewhat inconvenient except for neighbors. Good for cars, poor for pedestrians <b>1</b></b>	<b>Somewhat inconvenient except for neighbors <b>1</b></b>

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<b>Historic Preservation</b>	In a historic area <b>2</b>	Historic building <b>3</b>	N.A. <b>1</b>	N.A. <b>1</b>	N.A. <b>1</b>
<b>Transit Compatible</b>	Many busses Likely near any future light rail <b>3</b>	Some busses <b>2</b>	Some busses <b>2</b>	Some busses <b>2</b>	Great – near bus terminal <b>3</b>
<b>Minimize Negative Parking Impact</b>	Would underground existing surface parking <b>3</b>	Would require surface parking <b>1</b>	Would require surface parking <b>1</b>	Would require surface parking <b>1</b>	Would require surface parking <b>1</b>
<b><u>Criteria fm. E. Wa. Ave. Corridor Plan Steering Committee</u></b>					
<b>Utilize Existing Infrastructure</b>	Transit and density already concentrated at the Capitol <b>3</b>	Some transit nearby, Lacks density. Possible building reuse <b>2</b>	Some transit nearby, Lacks density. <b>1</b>	Some transit nearby, Lacks density <b>1</b>	Good transit nearby, Lacks density <b>1</b>
<b>Protect Neighborhood Character</b>	By building downtown, helps protect neighborhoods <b>3</b>	Some negative impact on Eastside neighborhoods <b>2</b>	Some negative impact on Eastside neighborhoods <b>2</b>	Unclear <b>2</b>	Likely positive impact on Southside neighborhoods <b>3</b>
<b>Create Live/Wk. Environment</b>	Location w/ uses above allows walk to work and shopping <b>3</b>	More isolated <b>3</b>	More isolated <b>3</b>	More isolated <b>3</b>	More isolated <b>3</b>
<b>Encourage Visible B'lding Activity</b>	Best visibility – downtown and 4 sided visibility, 2 on major retail streets <b>3</b>	One sided visibility with limited outside spillout. Dramatic frontage however <b>2</b>	Two sided visibility <b>2</b>	Two sided visibility <b>2</b>	One sided visibility <b>1</b>

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<b>Supportive Demographics</b>	Most accessible to diverse neighborhoods <b>3</b>	East side likely supportive of use. Lower income, smaller household size <b>2</b>	East side likely supportive of use. Lower income, smaller household size <b>2</b>	Somewhat central location. Fewer surrounding households. <b>1</b>	More isolated at end of South side. Denser, older population, highest income (!), <b>1</b>
<u><b>2005 Surrounding key zip code demographics</b></u>	<b>53703</b>	<b>53703</b>	<b>53703</b>	<b>53715</b>	<b>53713</b>
<b>2005 projected population</b>	<b>28,036</b>	<b>28,036</b>	<b>28,036</b>	<b>10,869</b>	<b>24,794</b>
<b>Minority population</b>	<b>16.5%</b>	<b>16.5%</b>	<b>16.5%</b>	<b>21.2%</b>	<b>40.9%</b>
<b>Largest minority</b>	<b>Asian</b>	<b>Asian</b>	<b>Asian</b>	<b>Asian</b>	<b>Black</b>
<b># of Households</b>	<b>13,719</b>	<b>13,719</b>	<b>13,719</b>	<b>4,772</b>	<b>10,812</b>
<b>Median Age</b>	<b>23.8</b>	<b>23.8</b>	<b>23.8</b>	<b>24.1</b>	<b>29.2</b>
<b>Median Household income</b>	<b>\$22,584</b>	<b>\$22,584</b>	<b>\$22,584</b>	<b>\$27,339</b>	<b>\$38,276</b>
<b>Average household size</b>	<b>1.8</b>	<b>1.8</b>	<b>1.8</b>	<b>2.17</b>	<b>2.26</b>
<b>Per Capita Income</b>	<b>\$18,138</b>	<b>\$18,138</b>	<b>\$18,138</b>	<b>\$16,876</b>	<b>\$23,837</b>
<b>Median owner occ. housing value</b>	<b>\$198,152</b>	<b>\$198,152</b>	<b>\$198,152</b>	<b>\$174,420</b>	<b>\$155,667</b>

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# of nearby employees	Likely high – downtown and Capitol <b>3</b>	Lower <b>2</b>	Lower <b>2</b>	Likely high – hospitals <b>3</b>	Likely lowest <b>1</b>
<u>Wingra Study addtl. criteria</u>					
Existing TIF?	Yes	Yes	Yes	Future possible	Yes (?)
<u>Brayton Study addtl. Criteria</u>					
Potential for street level active pedestrian oriented uses	Best site for this – except - no green space <b>2</b>	Room for sidewalk only <b>1</b>	More design flexibility with new construction <b>2</b>	Green space possible, hemmed by 2 active roads <b>2</b>	Compatible uses create friendly but mall-like environment. No likely green space <b>2</b>
Potential for day/night use	Best site for this – Downtown is active location, Easy stopover after work <b>3</b>	More possible from neighborhood <b>2</b>	More possible from neighborhood <b>2</b>	Least likely for this <b>1</b>	More possible from neighborhood <b>2</b>
<u>Other Criteria</u>					
Highest Vehicular weekday traffic count at PM Entry	34,500 (E. Wa.) <b>2</b> 3,500 (Main)	58,650 (E. Wa.) <b>3</b>	46,150 <b>2</b>	30,250 (S. Pk.) 21,450 (Fish Hat. ) <b>3</b>	35,100 (S. Pk.) <b>2</b>

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<b>Likely Surrounding Retail Vacancy</b>	<b>Highest occupancy 3</b>	<b>Lower occupancy 2</b>	<b>Lower occupancy 2</b>	<b>Lower occupancy 2</b>	<b>Lowest occupancy 1</b>
<b>Likelihood of Business Success</b>	<b>Most likely, central location, not just a destination location. Concentration of residents and workers. 3</b>	<b>Second most likely 2</b>	<b>Possible but not the best 1</b>	<b>Problematic due to surrounding density, somewhat offset by central location 2</b>	<b>Difficult due to geographic isolation 1</b>
<b>Counter Traffic Flow – Relieves Congestion</b>	<b>Yes (double sided access) 3</b>	<b>Yes AM, No PM 2</b>	<b>Yes AM, No PM 2</b>	<b>Yes – Double sided access 3</b>	<b>Yes AM, No PM 2</b>
<b>Likely Benefit to Low Inc./ Minority Residents</b>	<b>Eastside has lowest household income</b>	<b>Eastside has lowest household income</b>	<b>Eastside has lowest household income</b>	<b>Potentially transformational to perception of S. Park corridor</b>	<b>Potentially transformational to perception of S. Park corridor</b>
<b>Conformance w/ City Plans</b>	<b>(B.L.) Plan calls for grocery 3</b>	<b>(E. Corridor) Plan calls for grocery 3</b>	<b>(E. Corridor) Plan calls for grocery 3</b>	<b>(Wingra) Plan - “Keystone site” Calls for street retail on S. Park 2</b>	<b>Plan calls for grocery 3</b>
<b>Environmental Issues C:</b>	<b>None expected 3</b>	<b>Likely – factory use 1</b>	<b>Likely – paint use 1</b>	<b>Likely–high groundwater /dump 1</b>	<b>Unknown 2</b>
<b>Strengths of surrounding uses</b>	<b>Most synergy, DCFM, Downtown, UW, Capitol, Existing nearby retail, etc. 3</b>	<b>Supportive neighborhood, less synergy. Possibly supportive uses on the balance of the site. 2</b>	<b>Supportive neighborhood, less synergy. 1</b>	<b>Least surrounding synergy. Some ethnic groceries on S. Park 1</b>	<b>Good but limited synergy with bus terminal, health clinic, college, ethnic foods, police, etc. 2</b>

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<b>Weaknesses of surrounding uses</b>	“Backdoor” uses could negatively impact surrounding housing <b>2</b>	Could possibly harm Williamson St. Coop. Not much nearby compatible retail <b>2</b>	Could possibly harm Williamson St. Coop. Not much nearby compatible retail <b>2</b>	Not much nearby compatible retail. High traffic on both sides potentially problematic. <b>1</b>	Mall uses are supportive. Limited wider other synergistic uses <b>2</b>
<b>“Turf” issues</b>	Capitol/downtown is nobodies turf thus it could be everybody’s turf <b>3</b>	Eastside has distinctive and supportive character. Might be problematic for some non eastsiders. <b>2</b>	Eastside has distinctive and supportive character. Might be problematic for some non eastsiders. <b>2</b>	Not perceived as a strong neighborhood. Central location conflicts with some negative south side perception <b>2</b>	Some perceive south side in a negative light – perceived of as having security issues and primarily low income - despite reality that income is highest of all the sites. <b>1</b>
<b>Potential for positive impact on surrounding neighborhood</b>	Would have a broadly positive impact on downtown and near eastside <b>3</b>	Would strengthen east side as a city destination. <b>2</b>	Would strengthen east side as a city destination. <b>2</b>	Possibly transformational to negative south side (mis)perceptions and beneficial to S. Park corridor <b>3</b>	Possibly transformational to negative south side (mis)perceptions and beneficial to S. Park corridor <b>3</b>
<b>Potential for negative impact on surrounding neighborhoods.</b>	Most supportive of neighborhoods by concentrating activity, traffic, and development downtown <b>3</b>	Will add to congestion on E. Wash. Possible negative for Willy St. <b>2</b>	Will add to congestion on E. Wash. Possible negative for Willy St. <b>2</b>	Will add to traffic congestion <b>2</b>	No likely negative impact <b>3</b>
<b>Likely Traffic Impact</b>	Less traffic density on E. Wa. at this location <b>3</b>	High E. Wa. Traffic density will worsen <b>2</b>	High E. Wa. Traffic density will worsen <b>2</b>	High traffic density on S. Park and Fish Hatch. will increase <b>1</b>	Probably not negative due to less density. Good regional location due to proximity to beltway and freeways. <b>3</b>

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<b>Unique Site Issues</b>	<b>Brayton Lot is a more complicated development due to the need to underground the parking and to work with a private developer on the upper floor uses. The finished development will be the most internally synergistic.</b>	<b>Marquip is a terrific building for a Public Market. Its signature appearance is somewhat offset by the lack of spillout depth facing E. Wa. and its single sided presentation</b>	<b>Mautz may be an acceptable site. Environmental issues need to be explored. Cost of demolition adds to cost.</b>	<b>Central location and “keystone” character and the nearby assets of Lake Monona and the Arboretum are somewhat offset by the lack of a clear supportive neighborhood, and the least dense surrounding residential population.</b>	<b>Villager Mall would, in many ways be perfect for a Public Market if it were more centrally located and if the associated “turf” issues were not potentially problematic. A PM in Madison has to serve a regional, not a neighborhood population.</b>

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<b>Recommendations if used for a PM</b>	<p>City should work with the PM working group to create an RFP for a private developer. First floor (except parking and upper floor use entry should be condominiumized and given to the PM for \$1.) 2-3 levels of underground parking will be required, plus basement utilities &amp; storage for PM and upper floor uses.</p> <p>PM could share paid parking uses with a favorable parking validation program. Second floor should be PM and other office uses, floors 2-4 might be lower income elderly (to minimize parking requirements) and all other upper floor uses (great lake views) could be upper income housing which could offset value lost in subsidizing PM uses.</p>	<p>If Marquip is selected, the PM uses should be carved out from the site and the balance of the site made available to a private developer for compatible uses via an RFP process.</p> <p>PM uses should be subsidized and may be somewhat offset by the reuse of the existing building, and possible tax credits.</p> <p>Lack of depth from the building to E. Wa. might be addressed by creating a C shaped public plaza which fronts on E Wash.</p> <p>Spillout should occur into the plaza.</p>	<p>If Mautz is selected, the PM should be located on part of the site and surface parking on the balance of the site.</p> <p>While demolition and likely environmental remediation will add to costs, the actual project would be relatively straightforward since other complicating (but potentially synergistic) uses would not be involved.</p>	<p>Depending on the actual size of the site – it may require some underground parking. The key location would mandate an architecturally significant building.</p> <p>Links to adjacent outdoor space should be sought to mitigate negative 2 sided high traffic impacts.</p> <p>Part of the existing building may be capable of adaptive reuse.</p> <p>Exploration of upper floor housing - (potentially great views offset by traffic noise) should be explored.</p>	<p>Many of the existing uses in the current mall could actually be incorporated into a larger, PM building.</p> <p>PM should be in front (leaving room for spillout toward S. Park, with parking in the rear.</p> <p>Early on, involve community leaders in development plans</p>

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Partial “to do” if likely first choice (prior to option)	<p>Meet with surrounding neighbors,</p> <p>Explore impact on DCFM – see <b>B</b>.</p> <p>Clarify expected costs w/City and role in RFP</p>	<p>Meet with surrounding neighbors.</p> <p>Explore building inside; assess chance of tax credits and possibility of disrupting façade w/ plaza.</p> <p>Explore impact on Willy St. Coop</p>	<p>Meet with surrounding neighbors.</p> <p>Possible Phase 2 environmental study.</p> <p>Explore impact on Willy St. Coop</p>	<p>Meet with surrounding neighbors.</p> <p>Do questionnaire of City and regional residents regarding willingness to visit specific location.</p> <p>Possible phase 2 environmental study</p>	<p>Meet with surrounding neighbors.</p> <p>Do questionnaire of City and regional residents regarding willingness to visit specific location.</p> <p>Clarify expected costs w/City and role in redevelopment.</p>
Total Points – (In reality criteria are not of equal weight)	113 Points	80 Points	75 Points	70 Points	82 Points <b>D:</b>

## Footnotes:

**A:** Wingra Study and 6/11/04 Letter Madison Dept. Planning & Dvt. To Vannucci have vastly different footprints. If this bldg. is pursued, the actual footprint needs to be clarified.

**B:** The author believes that the proximity to the Dane County Farmers Market (DCFM) would be of tremendous benefit to both the PM and the DCFM. The PM will bring new customers to the DCFM and vice versa. Together, regional residents would be able to do virtually all of their food shopping year round. The experience of the author is that Public Markets and Farmers Markets located near each other reinforce each others visibility and uses. A portion of the winter market could occur on Saturday mornings in PM indoor multipurpose plaza space. If the Brayton site is chosen, the DCFM should be allowed to continue down E. Wa. Ave. to the front door of the Public Market. This will allow the DCFM to expand and relieve some of its current congestion.

**There are those that believe the PM will adversely impact the DCFM. There will be some impacts that some may see as negative – for example, some growers will graduate, (either individually or as part of a marketing coop) to year round permanent space in the Public Market.**

**If the negative impacts outweigh the positive, the Brayton St. site, despite its obvious advantages, should not be selected. Under separate cover, the author has provided separate lists of cities with farmers markets and public markets. Communities with overlapping farmers and public markets should be called and key participants (Market masters from the Farmers Market, and Executive Directors from the Public Markets should be polled – as well as City officials. The results of these discussions should shed light on this issue which is key to site selection – especially as it applies to the Brayton Site. In addition, it is important that the PM working group offer to meet with the membership of the DCFM and maintain a practice of transparency and inclusivity throughout the planning process.**

**C: After a site is selected, but before final decision is made and property is optioned, a Phase 1 Environmental Report should be completed. Alternatively, the Option could be conditioned on an acceptable Environmental study.**

**D: Despite the fact that the Villager site has the second most points, the sites location away from the City center and the perceived turf problems probably would result in the least likelihood of business success.**

### **Conclusion:**

**If the author were pressed to make a site selection recommendation now it would clearly be in favor of the Brayton Lot as number one with Marquip as a back-up. That said, further investigation needs to be done (see Footnote B and page 14) prior to acquiring an actual site option.**