

DRAFT



# Madison Public Market District Business Plan

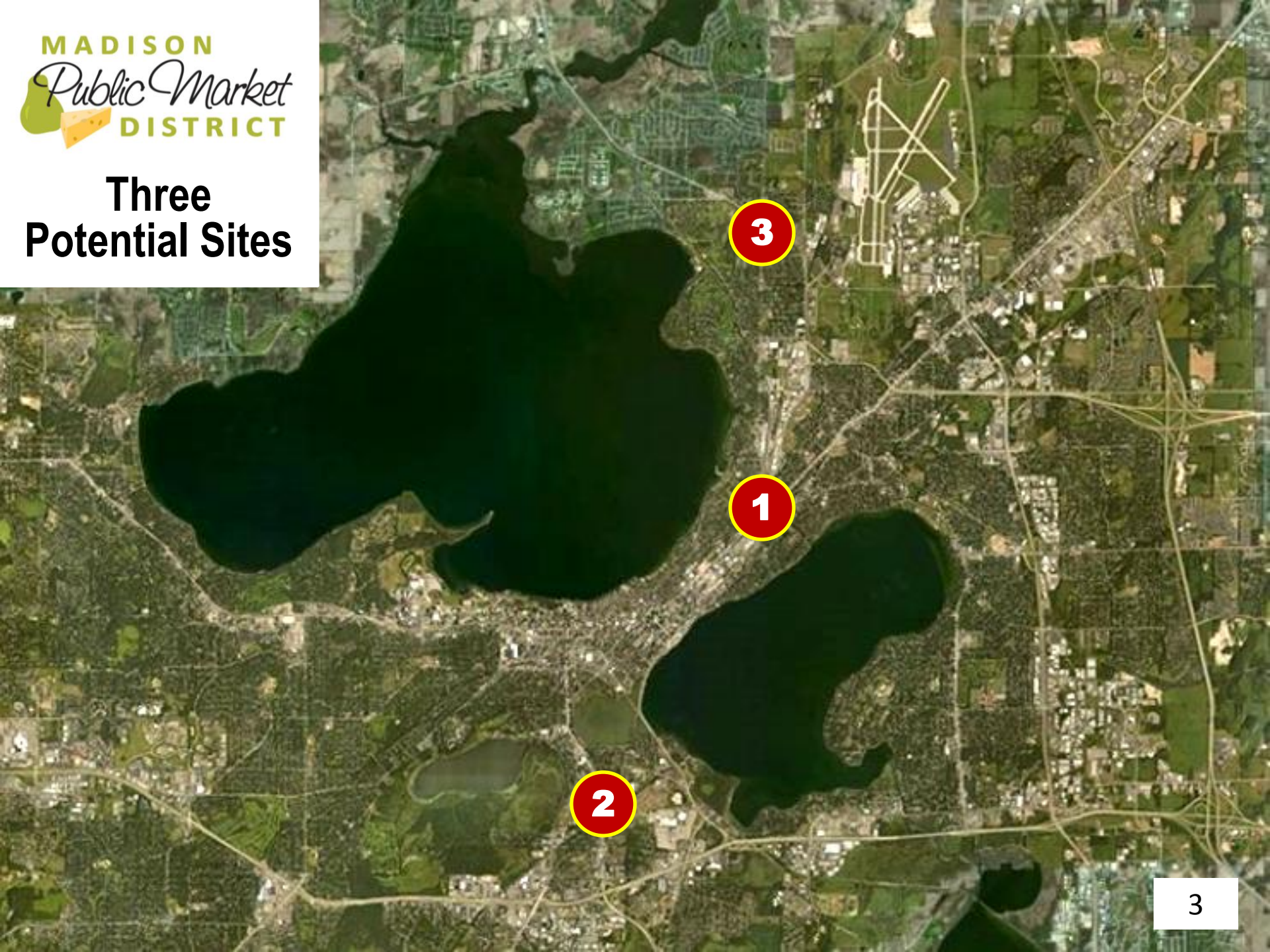
**DRAFT - Phase 2: Site Analysis Report**



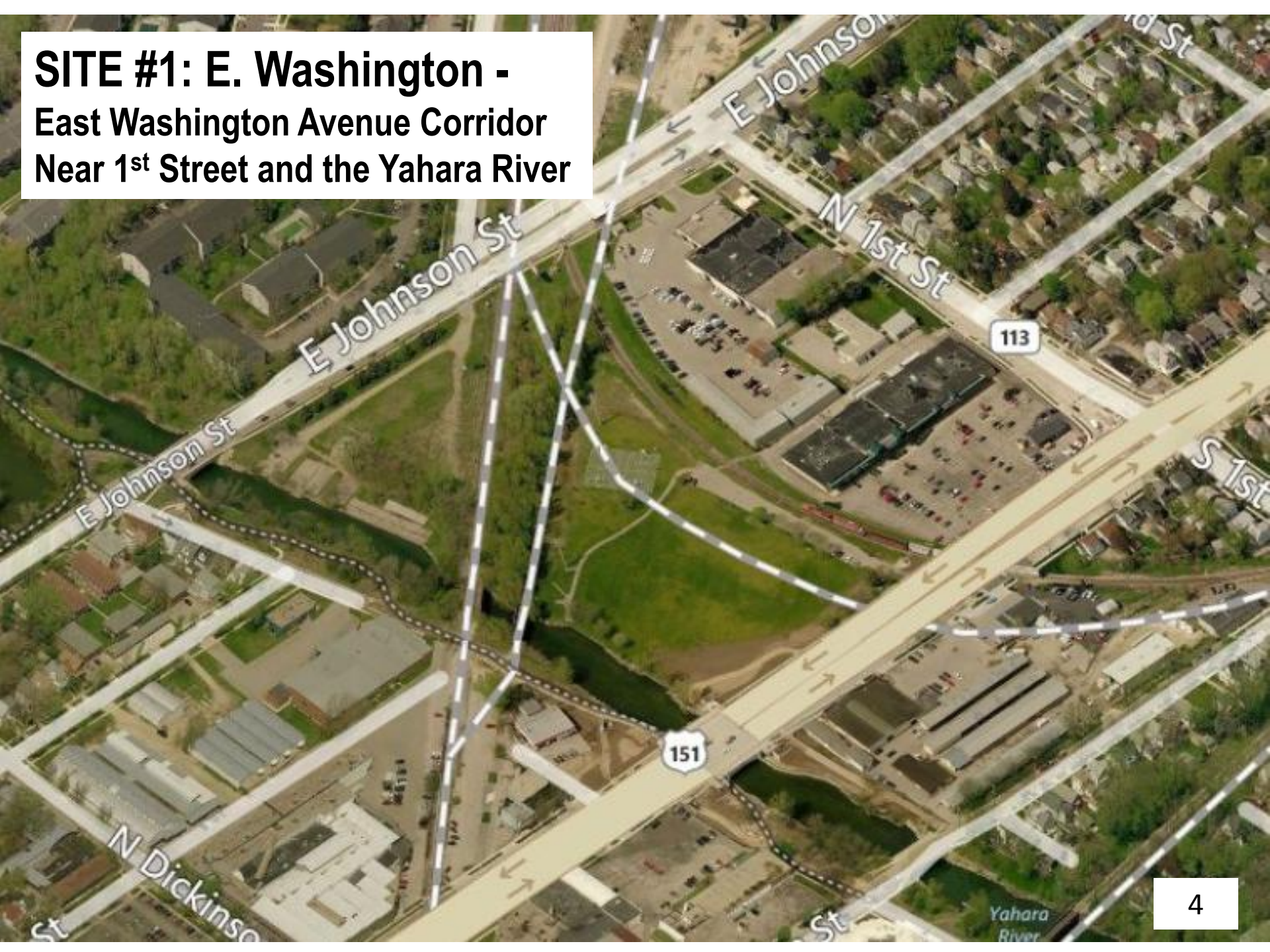
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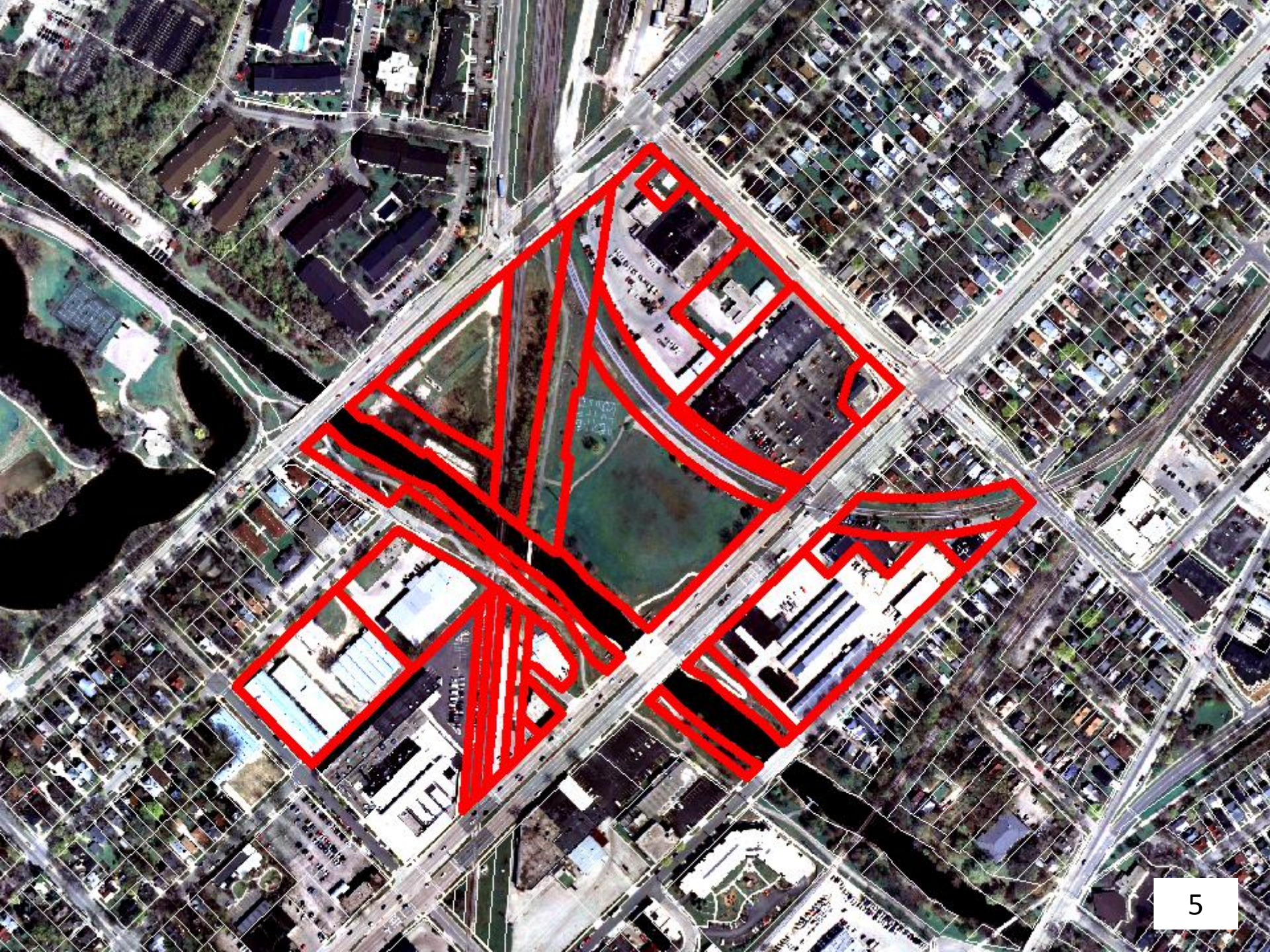
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## Three Potential Sites



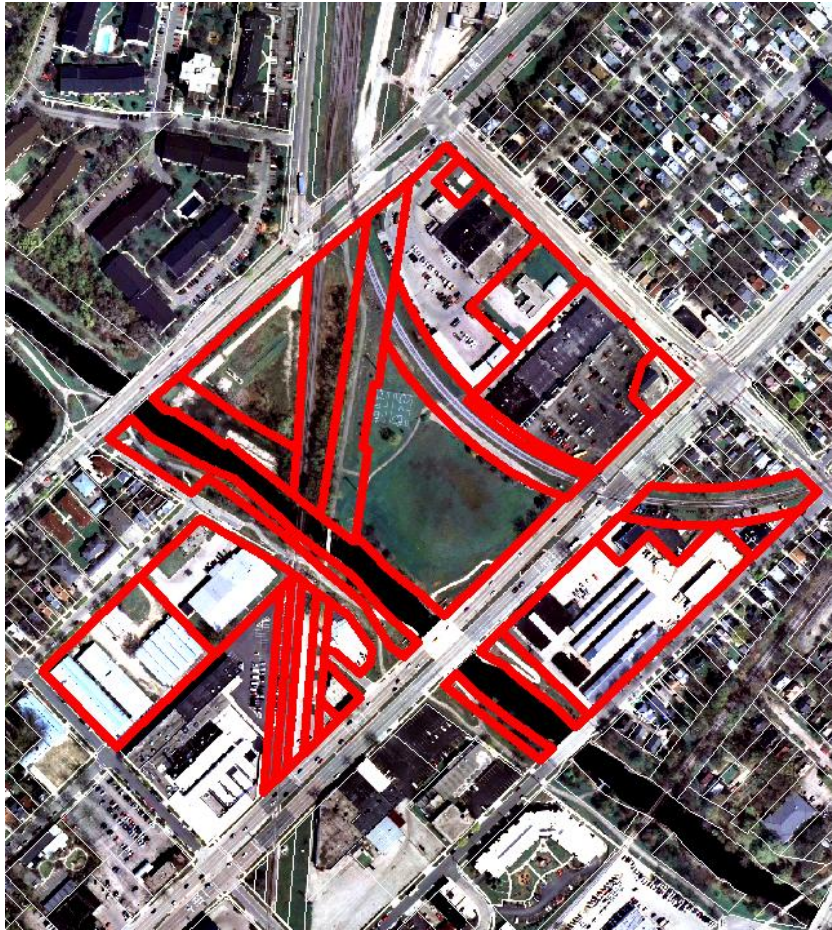
**SITE #1: E. Washington -  
East Washington Avenue Corridor  
Near 1<sup>st</sup> Street and the Yahara River**





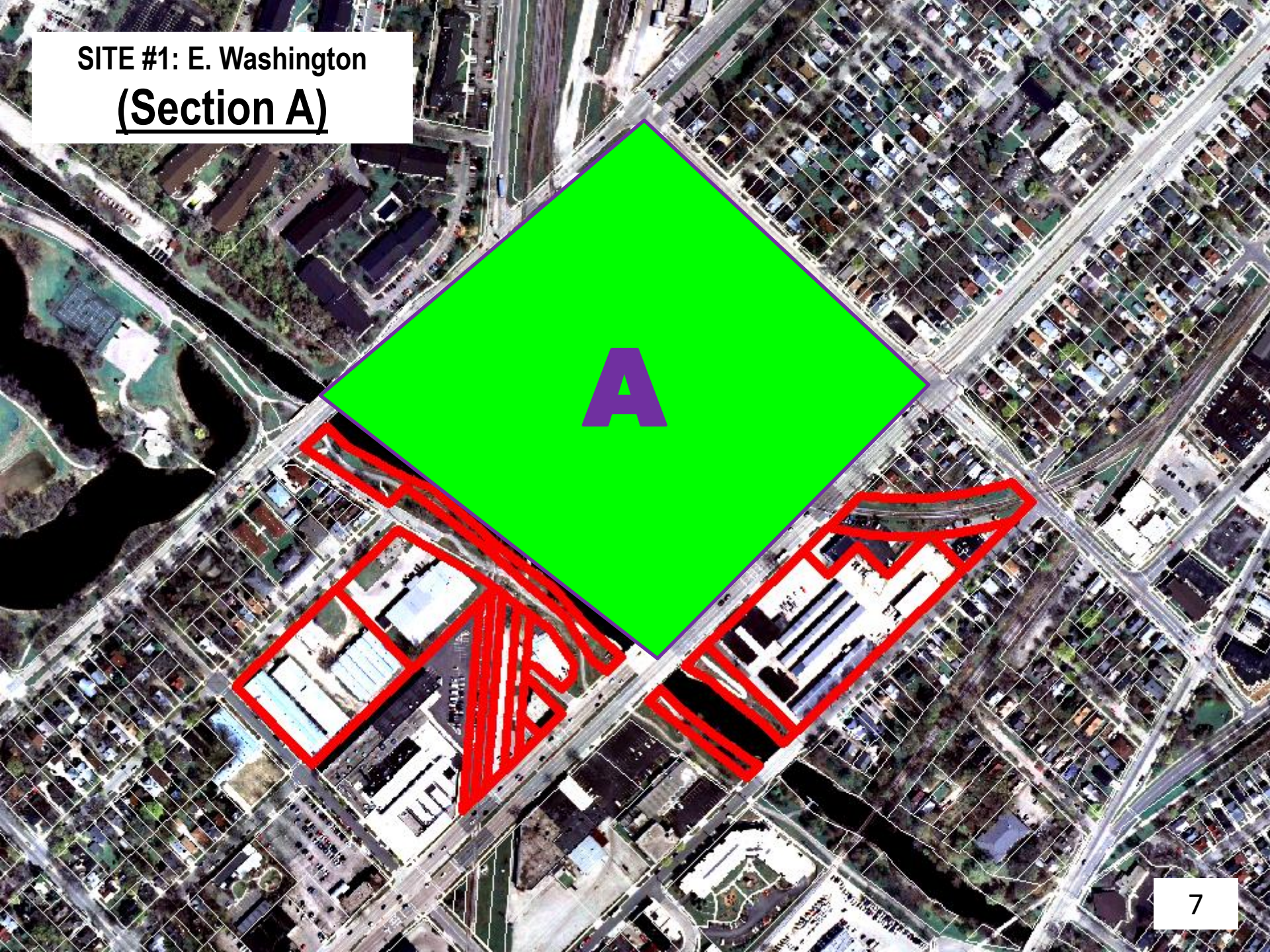
# SITE #1: E. Washington

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<b>Square Feet</b>	<b>1,531,116</b>
<b>Acres</b>	<b>35.2</b>
<b>Parcels</b>	<b>28</b>
<b>Total Assessed Value</b>	<b>\$9,129,400</b>
<b>Assessed Value/Acre</b>	<b>\$259,730</b>
<b>Parcels Publically Owned</b>	<b>10</b>

**SITE #1: E. Washington**  
**(Section A)**



**SITE #1: E. Washington**  
**(Section A)**

**Water Utility**

**City Fleet**

**Madison  
Metro  
Sewerage**

**Shopping Center**

**MGE**

**Union Pacific**

**City Engineering  
(Bike Trail)**

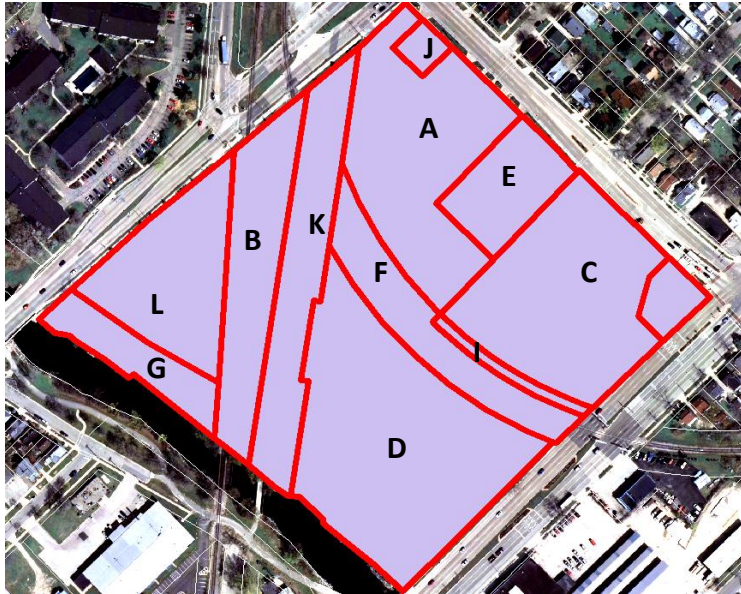
**Union Pacific**

**City Parks**

**City Parks**

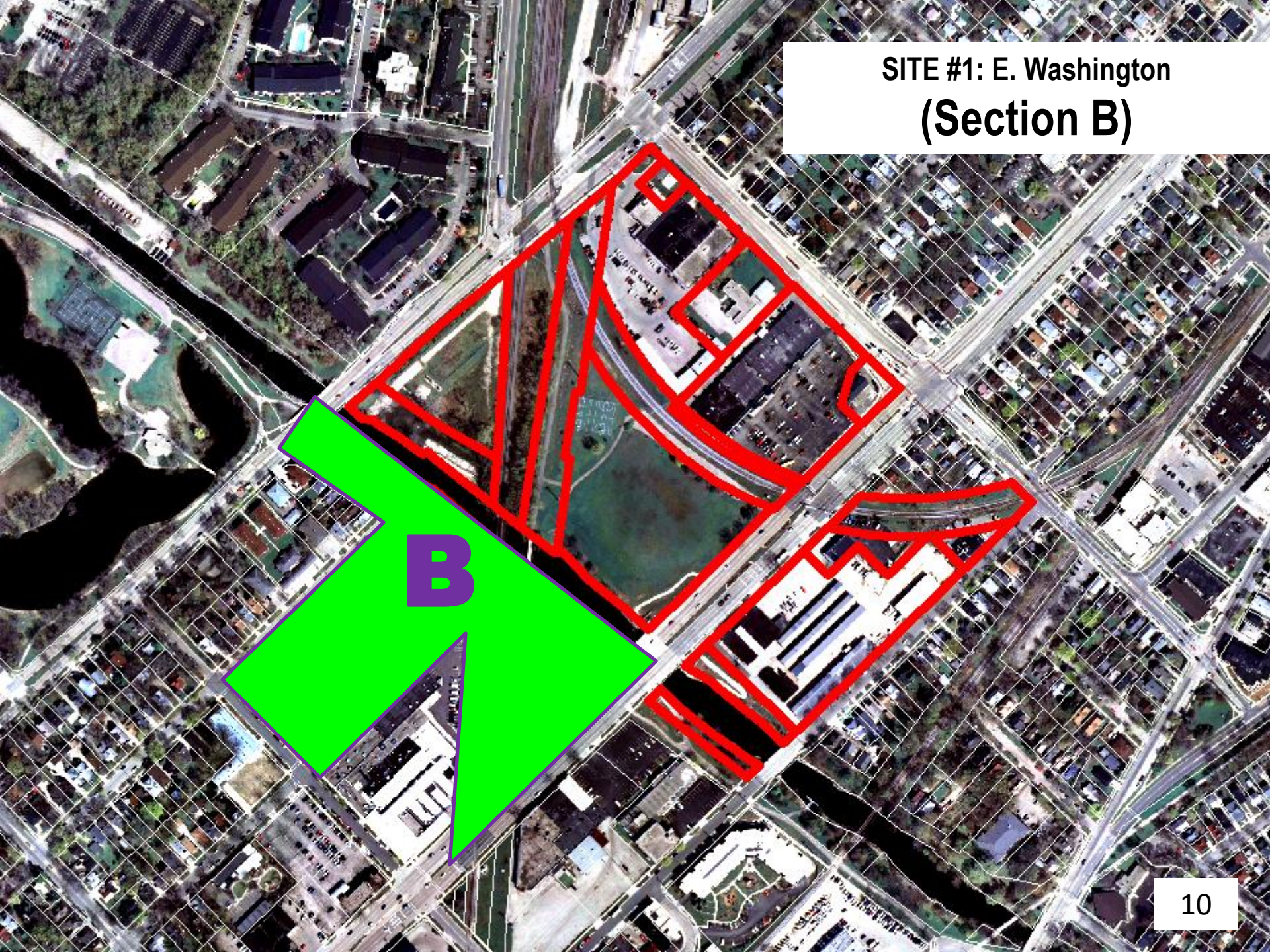
# SITE #1: E. Washington (Section A)

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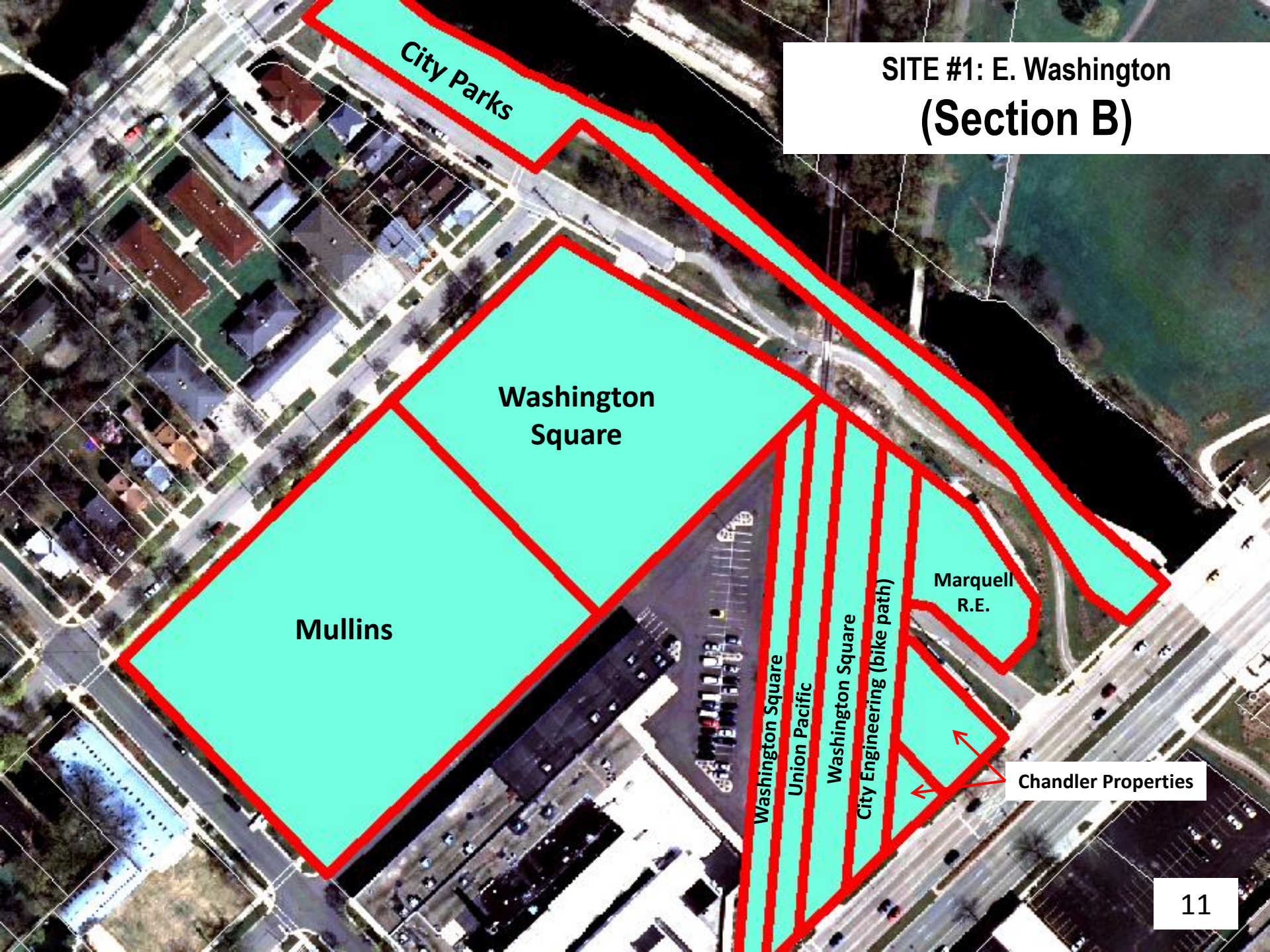


000	Property	Assessed Value	Sq. Ft.	Acres
A	City Fleet	\$0	137,453	3.2
B	Union Pacific	\$0	82,192	1.9
C	Shopping Center (main lot)	\$2,756,000	143,631	3.3
D	Burr Jones Field	\$0	203,682	4.7
E	Madison Metro Sewerage	\$0	47,100	1.1
F	Union Pacific	\$0	65,225	1.5
G	Parks - River Front	\$0	37,816	0.9
H	Shopping Center (out lot)	\$254,000	15,355	0.4
I	Union Pacific (sliver)	\$12,000	9,863	0.2
J	Water Utility (well)	\$0	8,125	0.2
K	City Engineering (bike path)	\$0	88,568	2.0
L	MGE	\$0	88,374	2.0
<b>TOTALS</b>		<b>\$3,022,000</b>	<b>927,386</b>	<b>21.3</b>

**SITE #1: E. Washington  
(Section B)**



**SITE #1: E. Washington  
(Section B)**



**Mullins**

**Washington  
Square**

**City Parks**

**Marquell  
R.E.**

**Washington Square**

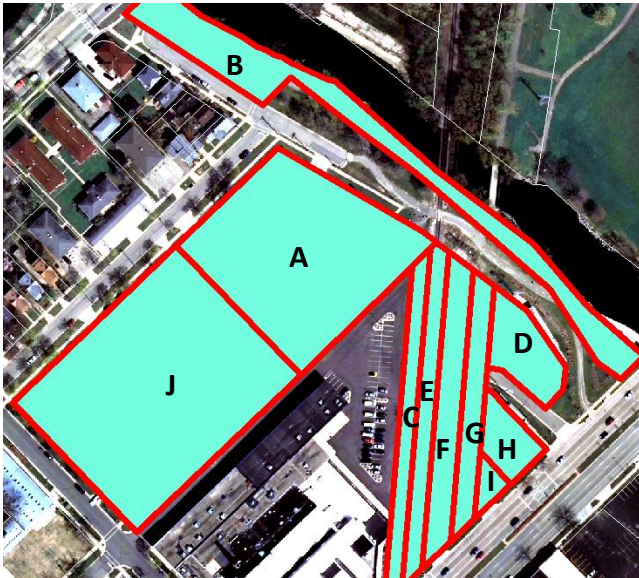
**Union Pacific**

**Washington Square**

**City Engineering (bike path)**

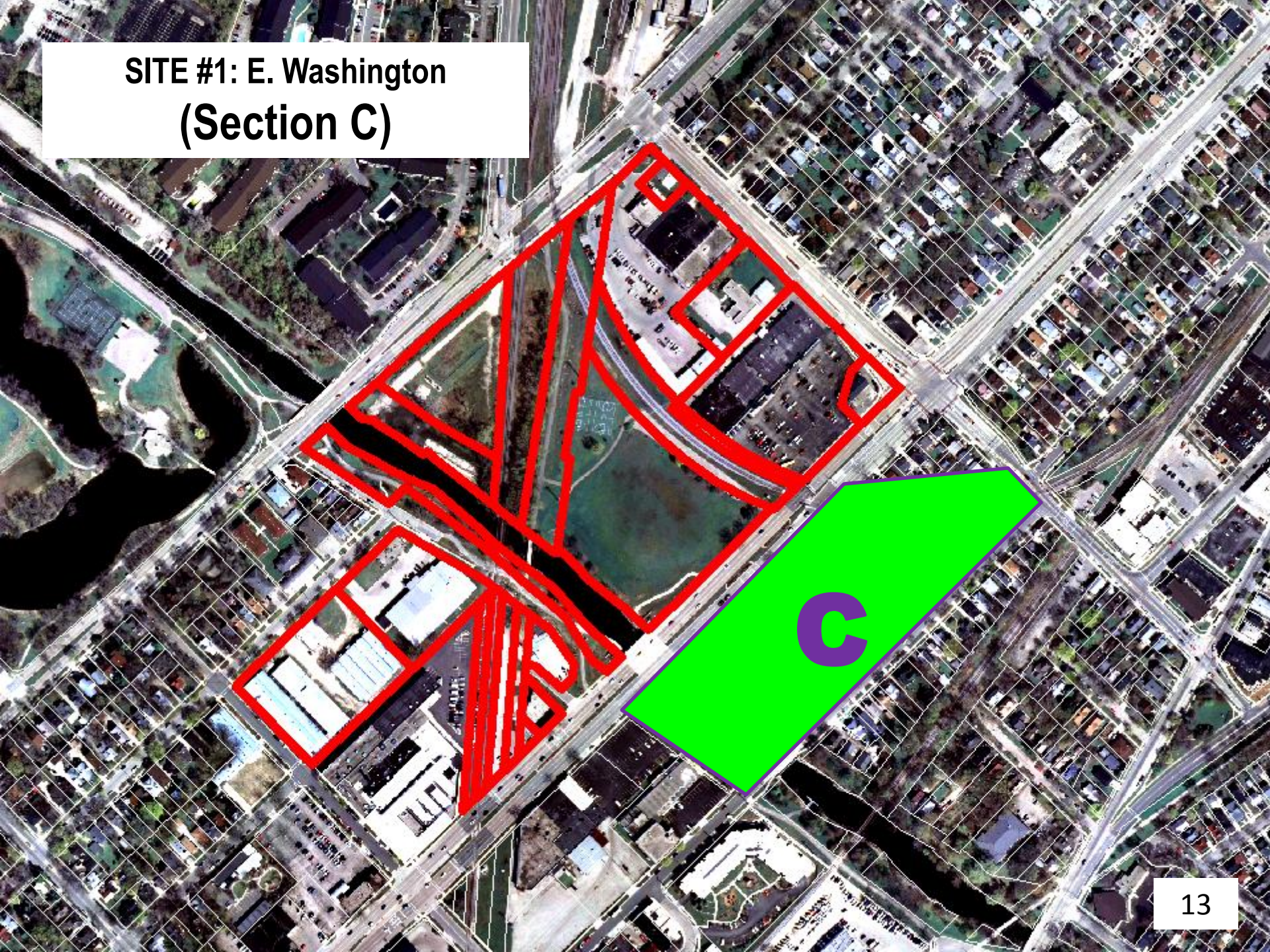
**Chandler Properties**

## SITE #1: E. Washington (Section B)



	Property	Assessed Value	Sq. Ft.	Acres
A	Mullins	\$967,100	79,089	1.8
B	City Parks	\$0	45,591	1.0
C	Mullins	\$70,000	20,255	0.5
D	Marquell	\$273,200	13,869	0.3
E	Union Pacific	\$0	16,312	0.4
F	Mullins	\$67,000	15,593	0.4
G	City Engineering (bike trail)	\$0	14,751	0.3
H	Chandler	\$371,000	8,736	0.2
I	Chandler	\$204,000	3,079	0.1
J	Mullins	\$990,000	108,358	2.5
	<b>TOTALS</b>	<b>\$2,942,300</b>	<b>325,633</b>	<b>7.5</b>

**SITE #1: E. Washington  
(Section C)**

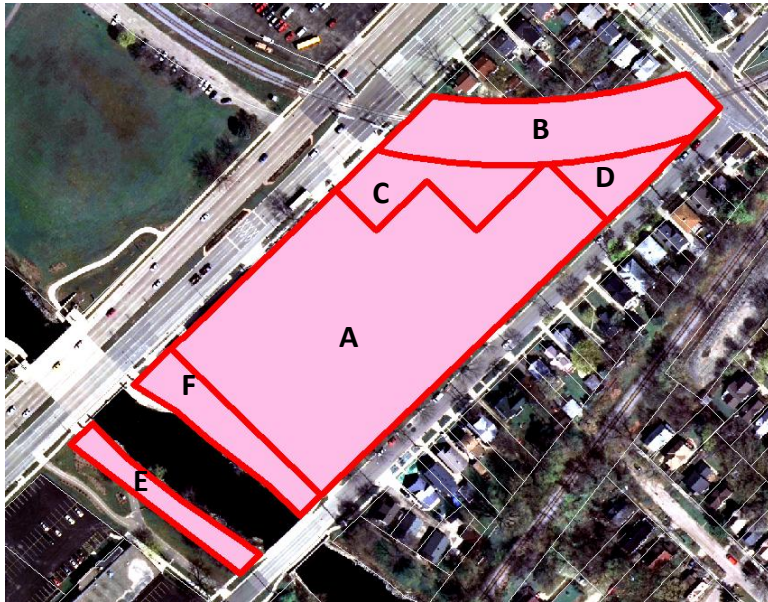


**SITE #1: E. Washington  
(Section C)**



# SITE #1: E. Washington (Section C)

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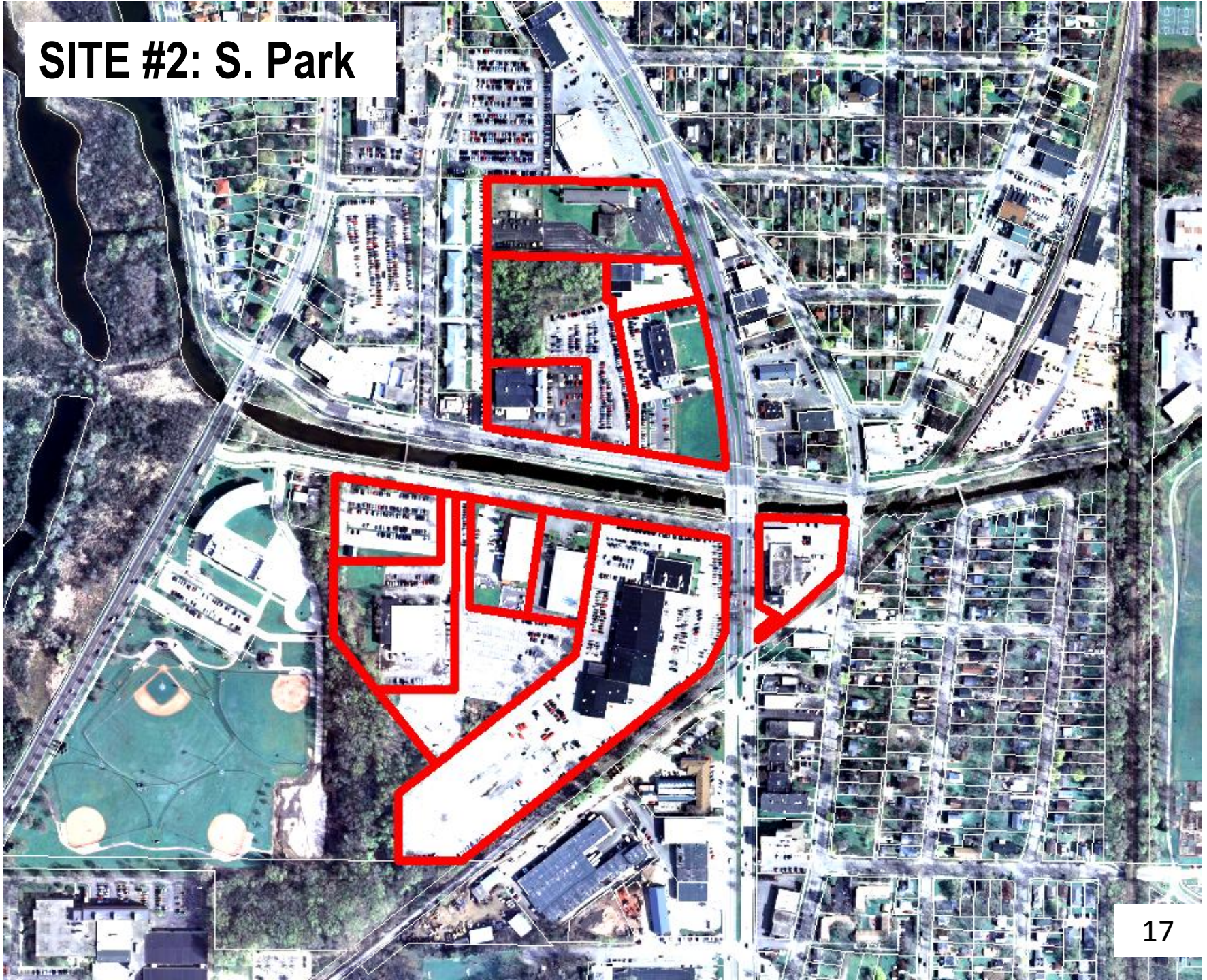


	Property	Assessed Value	Sq. Ft.	Acres
A	Marling Lumber	\$2,291,000	165,751	3.81
B	Wisconsin Central		47,736	1.10
C	Automotive Repair	\$292,100	21,206	0.49
D	City Parks		19,252	0.44
E	City Parks		13,163	0.30
F	Main Accipiter	\$582,000	10,990	0.25
G	TOTALS	\$3,097,400	712,088	16.3

**SITE #2: S. Park –  
Park Street Corridor Near Wingra  
Drive and Plaenert Drive**



# SITE #2: S. Park



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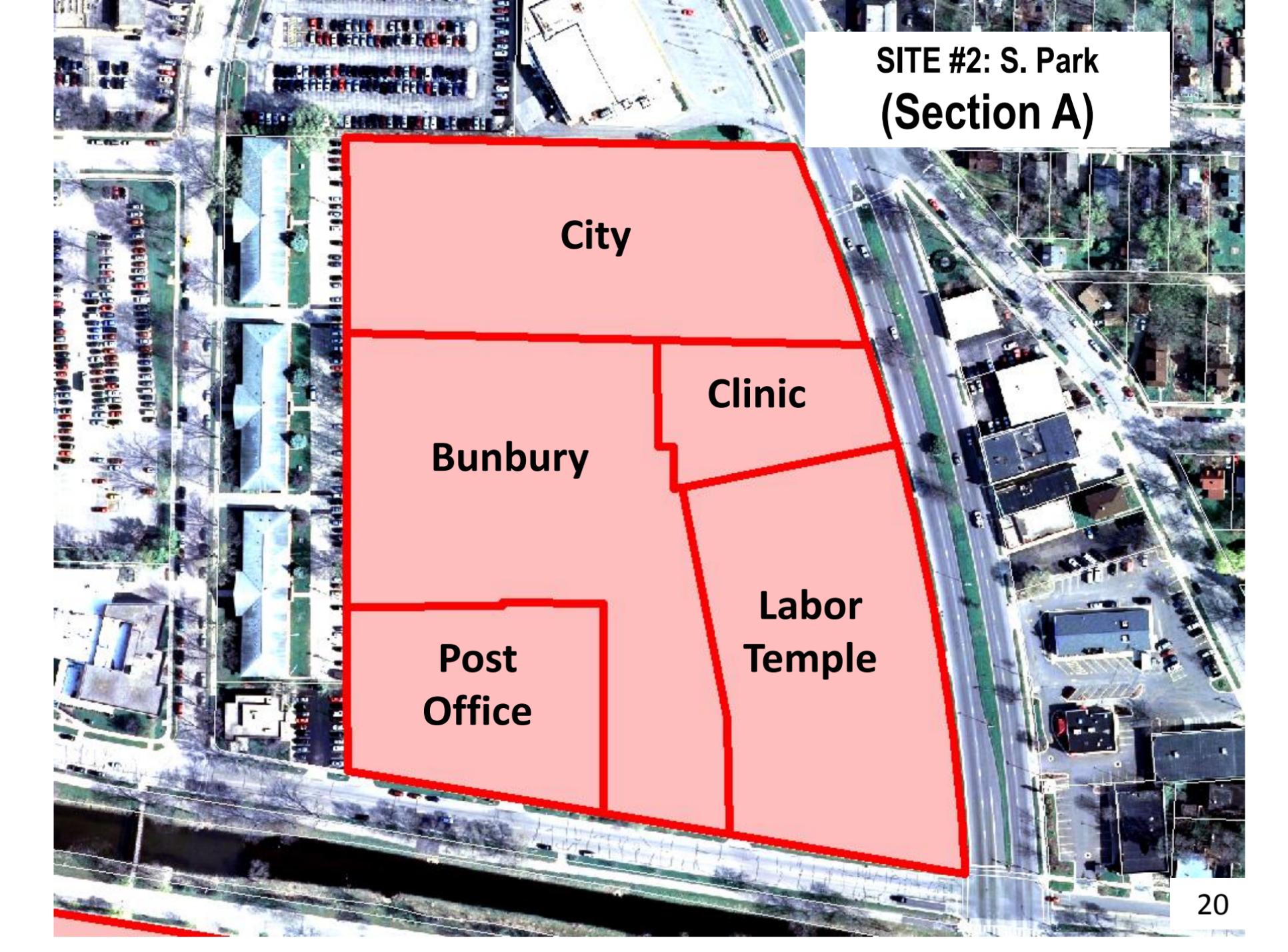


## **SITE #2: S. Park**

<b>Square Feet</b>	<b>1,705,338</b>
<b>Acres</b>	<b>39.1</b>
<b>Parcels</b>	<b>12</b>
<b>Total Assessed Value</b>	<b>\$6,876,900</b>
<b>Assessed Value/Acre</b>	<b>\$175,659</b>
<b>Parcels Publically Owned</b>	<b>1</b>

**SITE #2: S. Park  
(Section A)**





**SITE #2: S. Park  
(Section A)**

**City**

**Clinic**

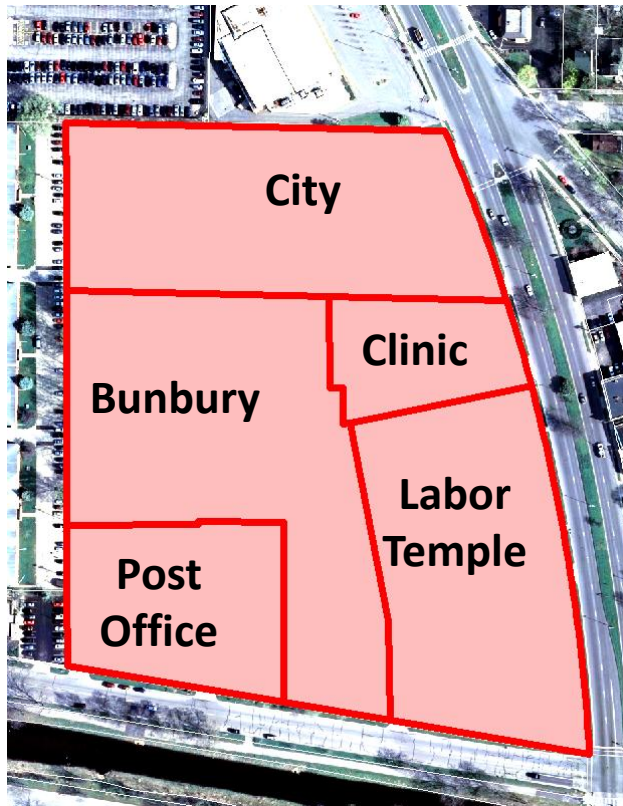
**Bunbury**

**Post  
Office**

**Labor  
Temple**

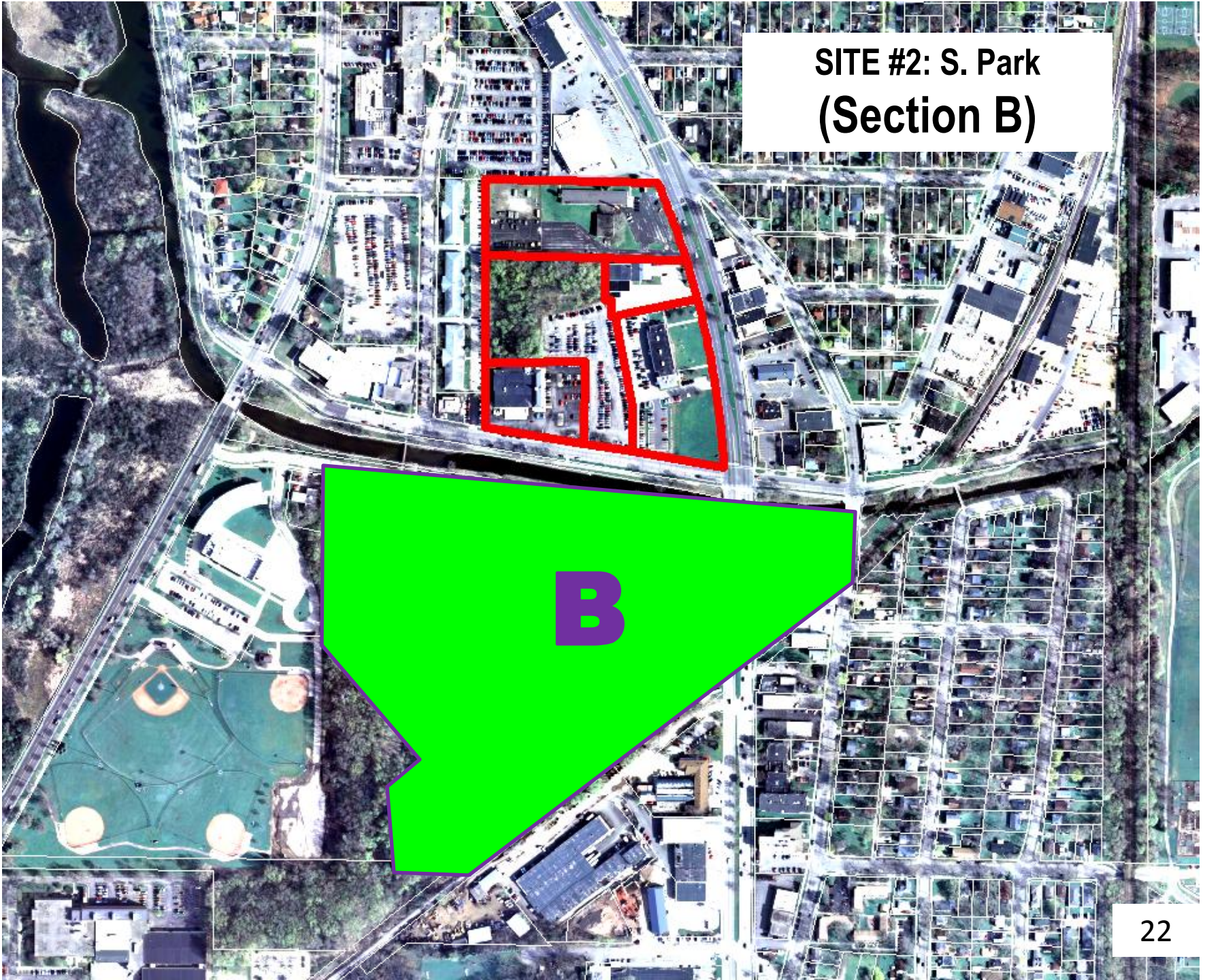
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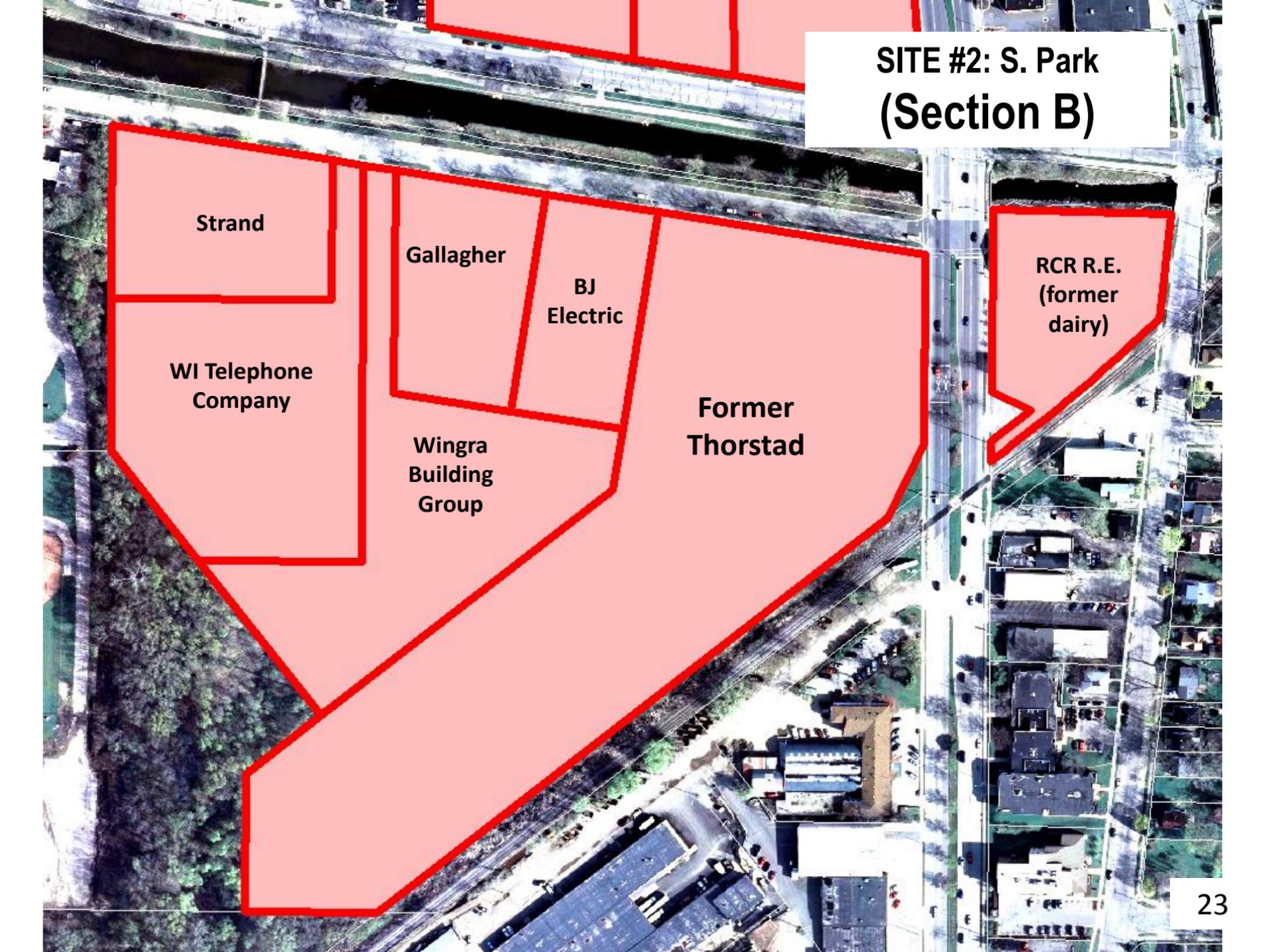
## **SITE #2: S. Park (Section A)**



Property	Assessed Value	Sq. Ft.	Acres
Bunbury	\$180,000	182,182	4.18
Labor Temple	\$0	141,128	3.24
City	\$0	152,199	3.49
Post Office	\$0	76,671	1.76
Clinic	\$910,000	44,550	1.02
<b>TOTALS</b>	<b>\$1,090,000</b>	<b>596,731</b>	<b>14</b>

**SITE #2: S. Park  
(Section B)**





**SITE #2: S. Park  
(Section B)**

**Strand**

**Gallagher**

**BJ  
Electric**

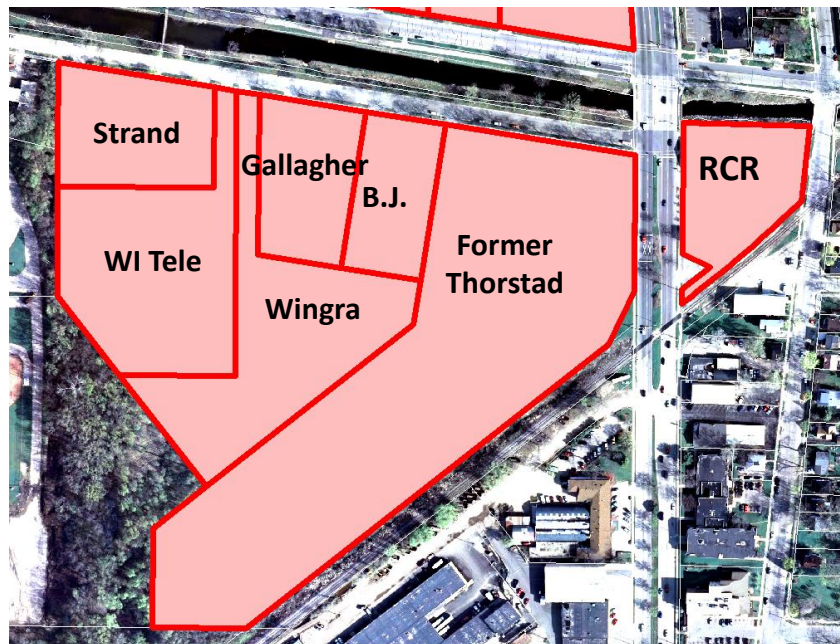
**WI Telephone  
Company**

**Wingra  
Building  
Group**

**Former  
Thorstad**

**RCR R.E.  
(former  
dairy)**

## SITE #2: S. Park (Section B)



Property	Assessed Value	Sq. Ft.	Acres
Strand	\$386,000	86,053	2.0
Former Thorstad	\$2,750,000	480,220	11.0
Wingra Building	\$750,000	167,784	3.9
WI Telephone	\$0	162,998	3.7
RCR R.E. (former dairy)	\$1,109,400	74,532	1.7
Gallagher	\$0	74,324	1.7
BJ Electric	\$791,500	62,696	1.4
<b>TOTALS</b>	<b>\$5,786,900</b>	<b>1,108,608</b>	<b>25.5</b>

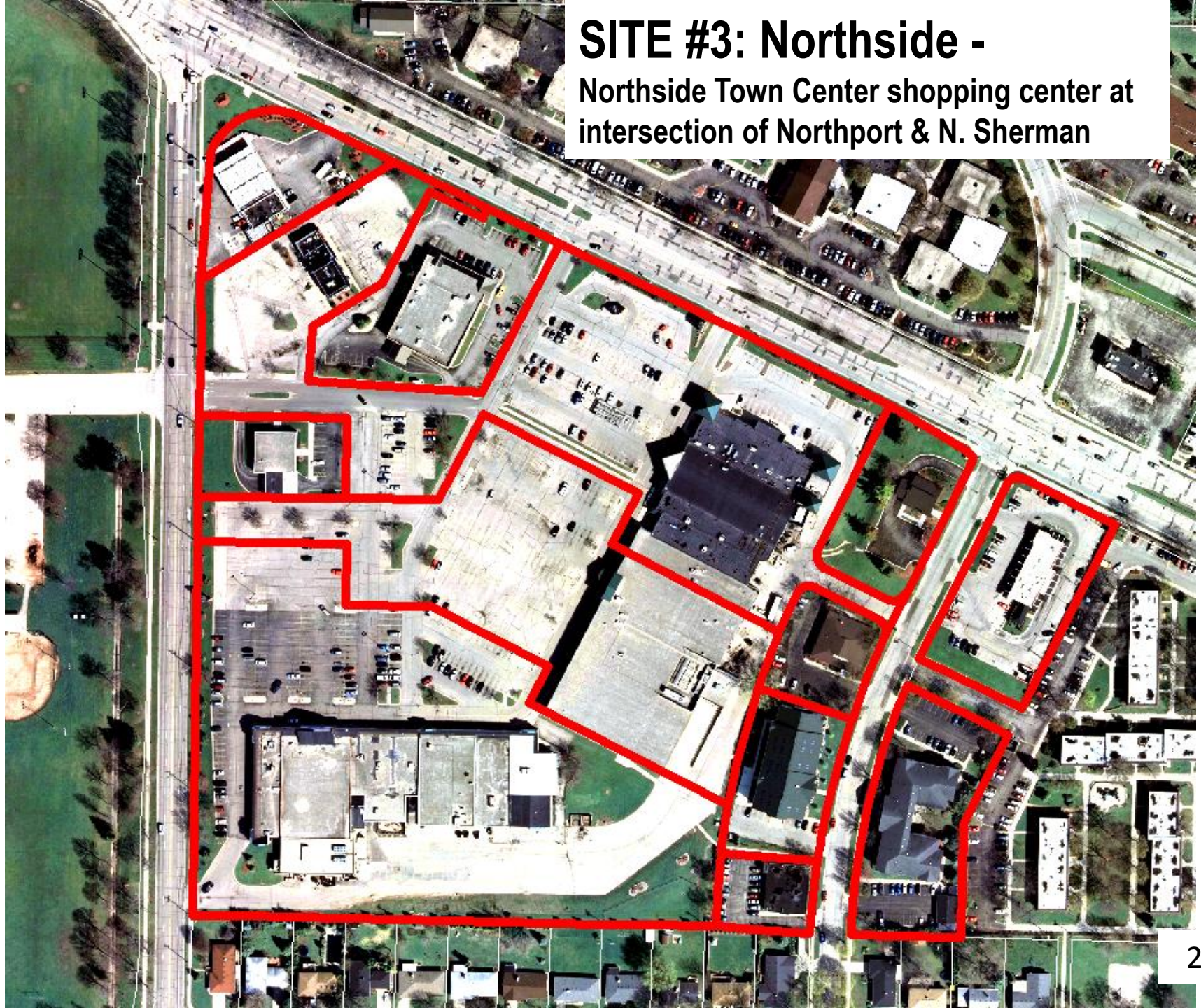
## SITE #3: Northside -

Northside Town Center shopping center at  
intersection of Northport & N. Sherman



## **SITE #3: Northside -**

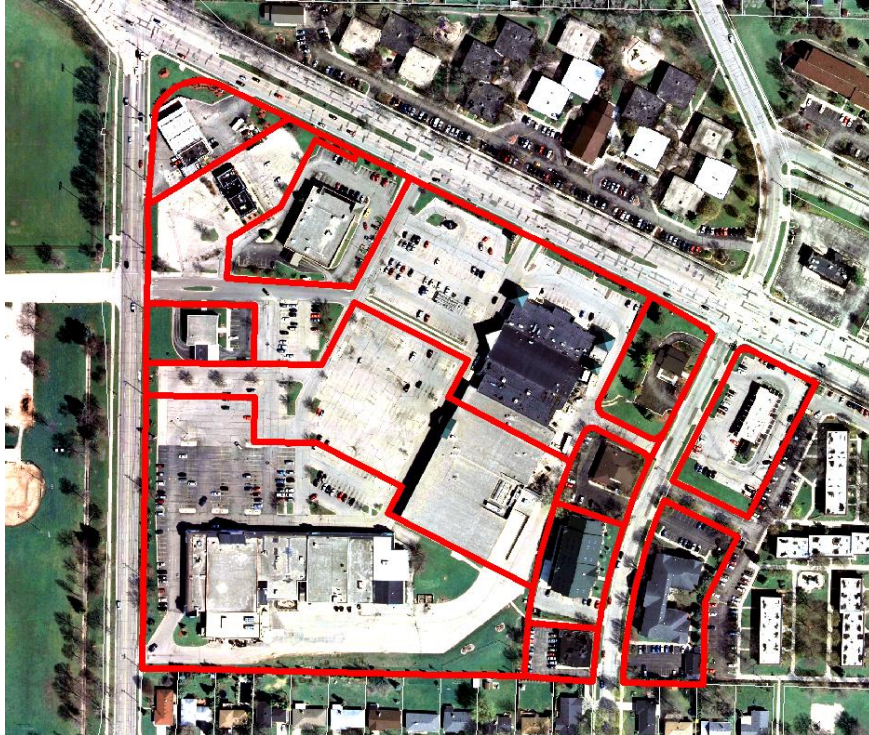
**Northside Town Center shopping center at  
intersection of Northport & N. Sherman**



# SITE #3: Northside -

Northside Town Center shopping center at  
intersection of Northport & N. Sherman

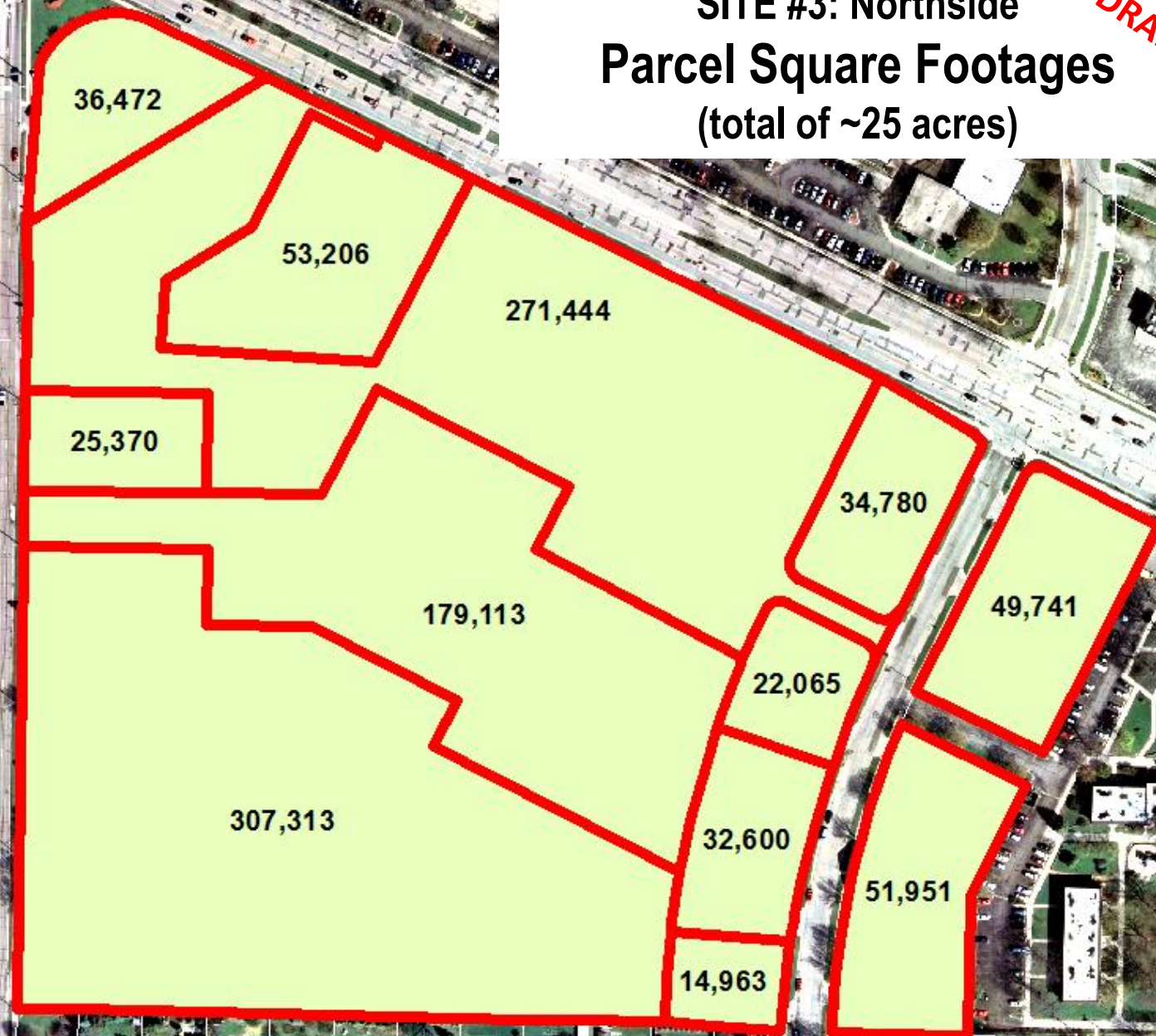
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<b>Square Feet</b>	<b>1,091,460</b>
<b>Acres</b>	<b>25</b>
<b>Parcels (1 owner)</b>	<b>12</b>
<b>Total Assessed Value</b>	<b>\$20,064,300</b>
<b>Assessed Value/Acre</b>	<b>\$800,763</b>
<b>Parcels Publically Owned</b>	<b>0</b>

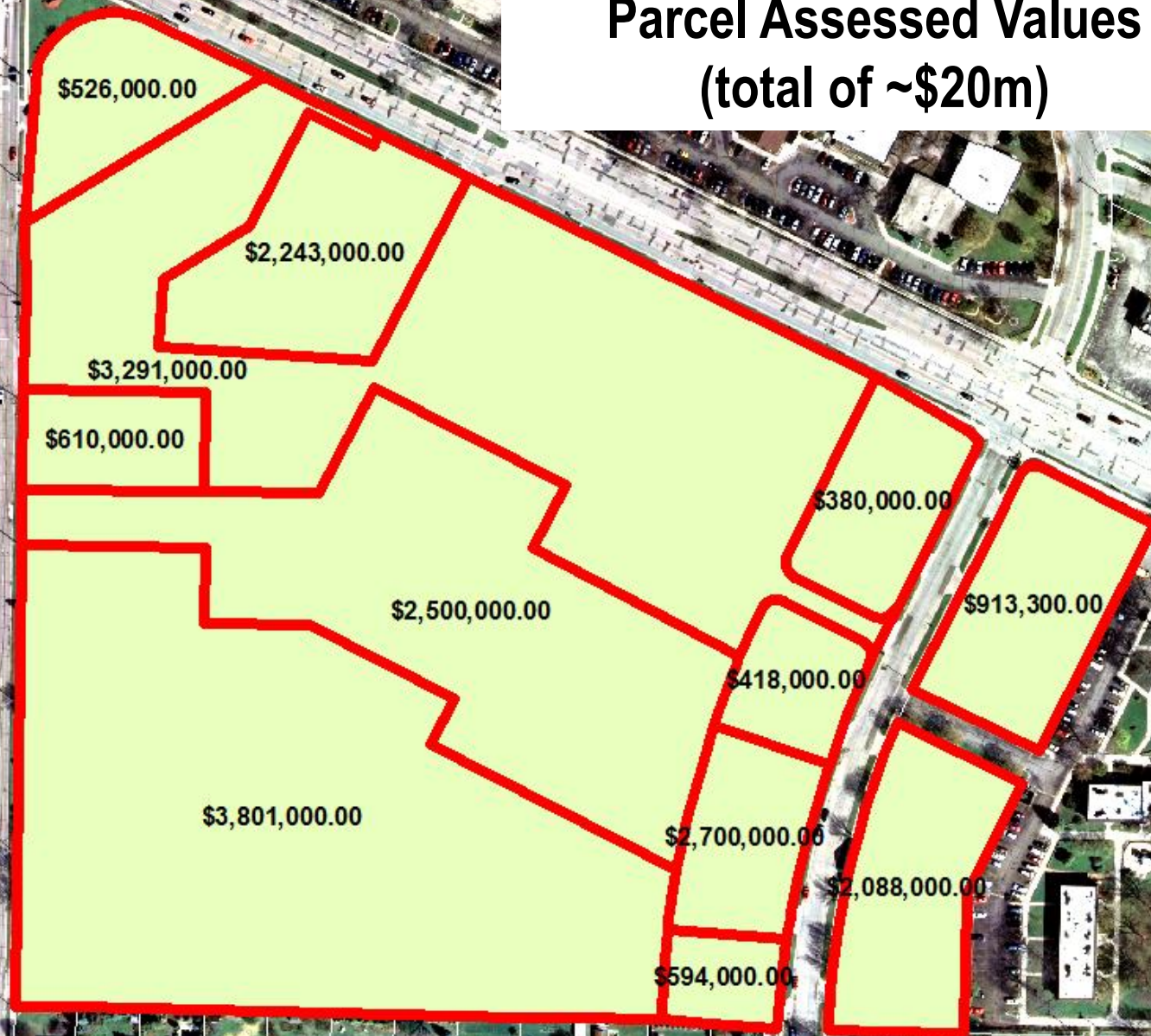
**SITE #3: Northside**  
**Parcel Square Footages**  
(total of ~25 acres)

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**SITE #3: Northside  
Parcel Assessed Values  
(total of ~\$20m)**

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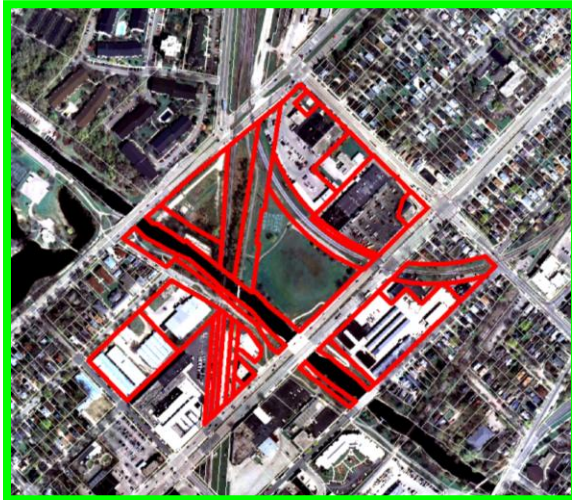


# Three Sites Summary

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## **SITE #1: E. Washington**

East Washington Avenue  
Corridor Near 1<sup>st</sup> Street and the  
Yahara River



Square Feet	1,531,116
Acres	35.15
Parcels	28
Total Assessed Value	\$9,129,400
Assessed Value/Acre	\$259,730
Parcels Publically Owned	10

## **SITE #2: S. Park**

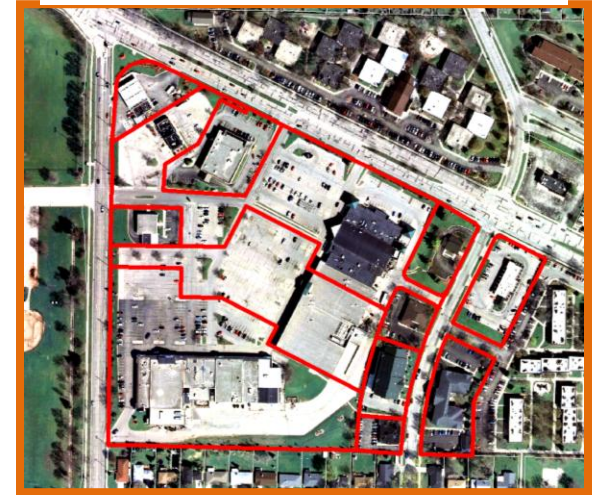
Park Street Corridor Near  
Wingra Drive and Plaenert  
Drive



Square Feet	1,705,338
Acres	39.1
Parcels	12
Total Assessed Value	\$6,876,900
Assessed Value/Acre	\$175,659
Parcels Publically Owned	1

## **SITE #3: Northside**

Northside Town Center  
shopping center (Northport &  
Sherman)

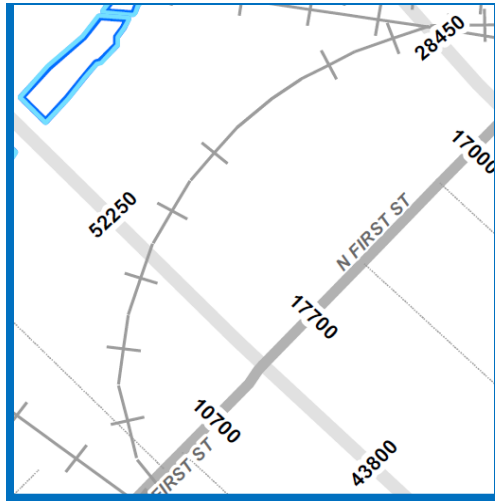


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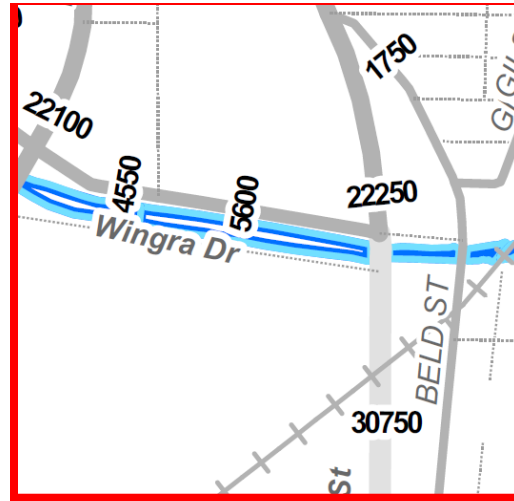
# Traffic Counts

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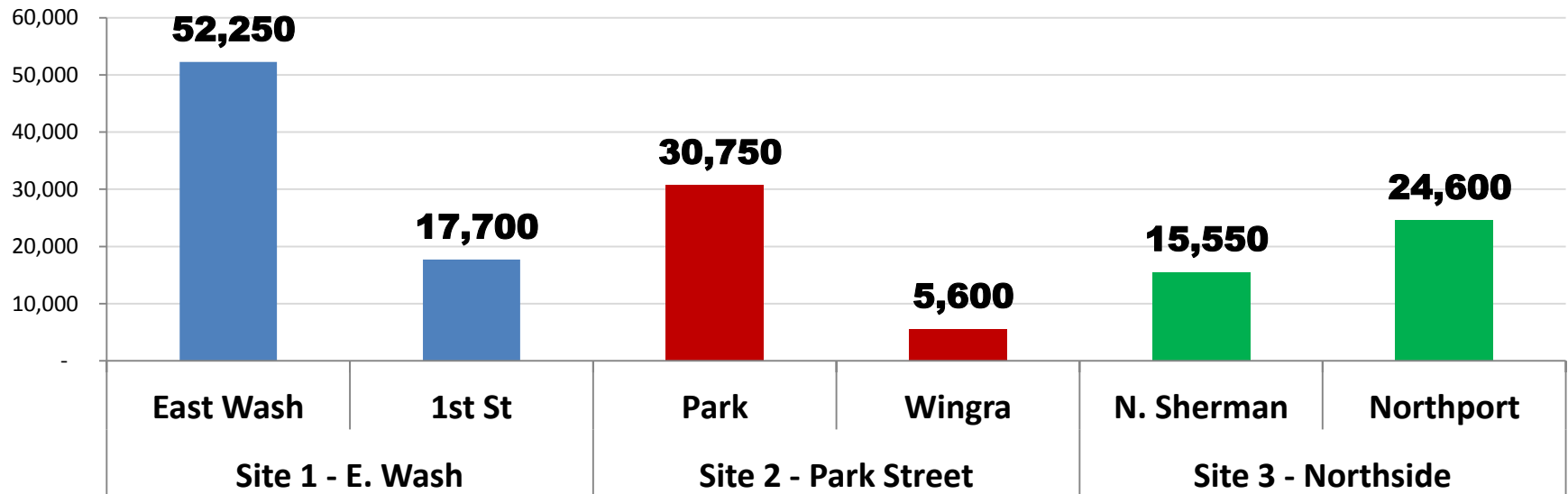
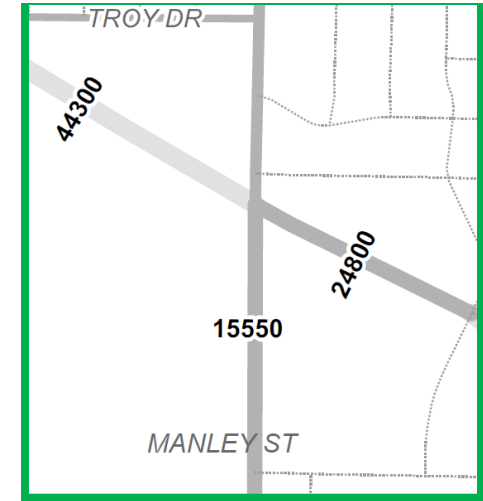
**SITE #1: E. Washington**



**SITE #2: S. Park**



**SITE #3: Northside**



# Bus Access

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**SITE 1: E. Washington**

Routes	10
Weekday busses/day	222
Weekend busses/day	33
Busses/Week	1,176
Average Busses/Day	168

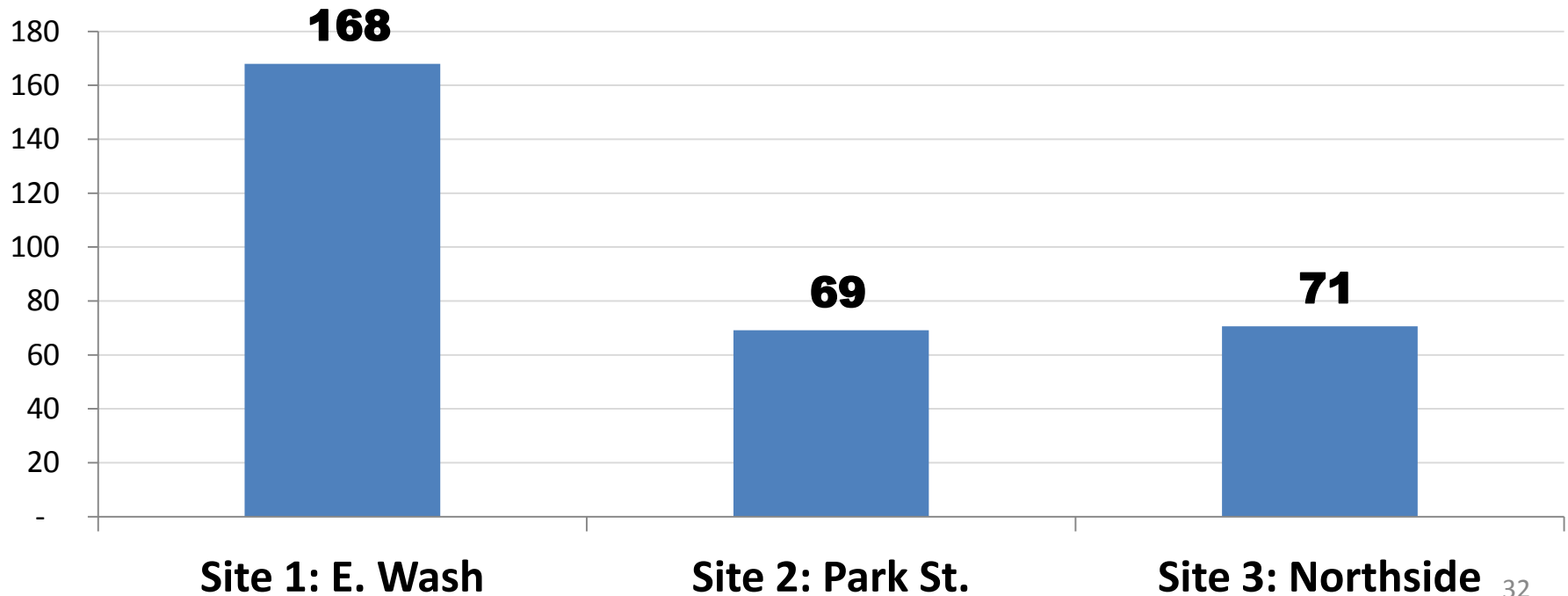
**SITE 2: Park Street**

Routes	3
Weekday busses/day	84
Weekend busses/day	32
Busses/Week	484
Average Busses/Day	69

**SITE 3: Northside**

Routes	3
Weekday busses/day	86
Weekend busses/day	32
Busses/Week	494
Average Busses/Day	71

**Average # Buses Per Day**



# Highway Access

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Distance to a "System Interchange" (access point to a limited access divided highway)			
<i>Site</i>	<i>Feet</i>	<i>Miles</i>	<i>Access Point</i>
Site 1: E. Wash	8,300	1.57	Hwy 30 at E. Washington
Site 2: Park St.	3,900	0.74	Beltline @ Park
Site 3: Northside	23,000	4.36	Hwy 51 at I90/94

# Summary of Analysis

# Summary of PPS Analysis:

## Site 1 – E. Washington

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**The East Washington Site provides the best opportunity for the widest range of uses. With its near downtown location and high visibility, this is the best site for “traditional” public market retail activities. However, the retail would need to be differentiated from other food retail outlets in the area.**

**Because of the site’s large size and expansion opportunities, this could also be a district that supports “Food Hub” uses like wholesaling, processing, storage, and distribution. These uses could grow into the Packers/Pennsylvania corridor to the north and east, creating the starting point of a larger food production district that connects with assets like the Feed Kitchens and recent new food businesses like Ale Asylum.**

**Furthermore, the proximity to several parks and location along the Yahara River Parkway offers a great opportunity to create an appealing public space. In addition to creating a important asset in our local food system, this area could become one of Madison’s unique places - appealing to residents and visitors alike with a dynamic mix of offerings in a vibrant and active setting.**

# Summary of PPS Analysis:

## Site 2 – Park Street

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**The Park Street site provides a good opportunity for a Public Market District that is oriented toward “Food Hub” uses like food storage, processing, distribution, and wholesale. The site’s proximity to the beltline, existing industrial character, and excellent truck access are assets for this type of district. Further, the location among Madison’s most diverse populations and the opportunity to create jobs and spawn new businesses is a plus.**

**Retail at this location will be more difficult. The site does not have the traffic, visibility, transit access and population density of the East Washington site. The retail functions of a public market at this location would likely need to start with limited days/hours per week.**

**The best model for this site would be for the retail market to grow out of the “Food Hub” uses over time.**

# Summary of PPS Analysis:

## Site 3 - Northside

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**With an existing vacant grocery store, the Northside site offers a unique opportunity for a neighborhood-scale, retail-oriented public market. With limited expense, a number of vendors could begin using the existing retail facility to sell a mix of produce and handmade goods. This use could be an extension of the Sunday Northside Farmers' Market. At first, this market would primarily serve a very localized population but could grow as people become more aware of it. It should be noted that the City is currently working on a separate project to develop some concept redevelopment plans for this property and early drafts include expanding and formalizing the Northside Farmers' Market with covered structures in what is now the parking lot.**

**Because the existing retail center is privately owned and largely leased to a mix of tenants, this site is somewhat limited as a place that could grow into a multi-use district. It would need to be phased in over an extended period of time as different parts of the property become available.**

**The proximity of assets like FEED and Community Groundworks create opportunities for synergies. However, the site's peripheral location is a challenge to create a market that draws from the whole city.**

# SUMMARY

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	<b>Site 1: East Washington</b>	<b>Site 2: South Park</b>	<b>Site 3: Northside</b>
<b>Key Strengths</b>	<ul style="list-style-type: none"> <li>• High traffic and high visibility</li> <li>• Dense area with likely customers</li> <li>• Large lower income population</li> <li>• Part of burgeoning “Capitol East District”</li> <li>• Ample bus access</li> <li>• On bike trail</li> <li>• Potential connection to river</li> <li>• City garage offers reuse opportunity</li> <li>• Signification public ownership of district</li> <li>• Support among many prospective vendors who favor near east side location</li> </ul>	<ul style="list-style-type: none"> <li>• Near most diverse part of the City</li> <li>• Area needs better access to quality food</li> <li>• On creek/bike trail</li> <li>• High visibility location</li> <li>• Existing and growing international food scene</li> <li>• Healthcare corridor</li> <li>• UW gateway</li> <li>• Close to beltline</li> <li>• Good place for wholesale/distribution function</li> </ul>	<ul style="list-style-type: none"> <li>• Supportive property owner who would be good partner</li> <li>• Proximity to other “food infrastructure” projects (FEED Kitchens, Troy Gardens)</li> <li>• Areas needs improved food access</li> <li>• Relatively high traffic/visible location</li> <li>• Enthusiastic and supportive community leaders</li> </ul>
<b>Key Weaknesses</b>	<ul style="list-style-type: none"> <li>• Already reasonably well-served with new and existing food retail in the area</li> <li>• Less overall diversity than other parts of the city</li> </ul>	<ul style="list-style-type: none"> <li>• Limited daytime foot traffic to support retail</li> <li>• Less people and buying power in the area than E. Washington</li> <li>• Less bus access than E. Washington</li> <li>• Further from downtown employment centers</li> </ul>	<ul style="list-style-type: none"> <li>• Area currently reportedly struggling as food retail location</li> <li>• Shopping center is mostly leased creating limited opportunities for district redevelopment</li> <li>• No city owned portion</li> <li>• Somewhat remote location to many Madison residents</li> </ul>

# Appendix I: Detailed Analysis Matrices

# Visibility:

**a location visible from a major traffic route, or in a place well-known in Madison.**

Site 1: East Washington	Site 2: South Park	Site 3: Northside
<p>The site has visibility from multiple arterial locations. However, the City Garage is not as visible, but this may be more of an architectural problem and can be alleviated if the shopping center is redeveloped in a complementary way.</p>	<p>Corner of S. Park St and Placert is very visible. Traffic route is excellent - two arteries within a block.</p>	<p>Not as well known location in Madison as the other sites. A hill limits visibility on the south portion of the lot and the grocery store is set far back on the site. The location is geographically limited based on access from other areas of the city.</p>

# Spin-Off Economic Development Opportunity:

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	<b>Site 1: East Washington</b>	<b>Site 2: South Park</b>	<b>Site 3: Northside</b>
Economic and community development adjacent to the market.	This site offers considerable potential, and can create a pedestrian circuit between the City garage, Burr Jones Field, along the Yahara River, and across the river where there could be private development.	Opportunity to continue to invest in community development on Park Street and improve one of Madison's Gateways. Very little existing spin-off potential because not much existing fabric. Synergy can be created if it is built from scratch.	Site is more contained than the others and is currently almost fully leased as conventional shopping center retail. Economic development potential for current property owner by increasing density on the site, but limited community development.
Opportunity to link to adjacent uses and amenities (institutions, parks, water views etc.) that will add synergy to the market.	This site can bridge the two parks (Burr Jones Field and Tenny Park) as well as the Yahara River Parkway, connecting to the lakes. Amenities would need to be added to Burr Jones Field that would support the market..	There is a bike path along the creek.. Bike path to the east takes you to Lake Monona and to the west to the Arboretum, Zoo, Vilas Park, and Lake Wingra.	The immediate proximity of Warner Park and the Mallards Ball park adds seasonal synergy. The proximity of Community Groundworks (Troy Gardens) and the FEED Kitchens similarly adds synergy

# Size

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Criteria	Site 1: East Washington	Site 2: South Park	Site 3: Northside
<b>Sufficient size to enable the market to be a multi-use destination &amp; community gathering place:</b>	The existing City owned parcels are somewhat constrained, so the shopping center will need to be redeveloped for this site to work optimally. A lot of interesting, contiguous pieces to help this site. The lumberyard could be good for wholesale or arts-related uses. The areas around the site would probably tilt to suit market district. This would possibly limit residential opportunities, but Madison residents seem to like "busy" and truck traffic wouldn't necessarily deter residential apartments.	Definitely big enough, but the community gathering places and other destinations and complementary development would need to be created.	Site would require major renovation and elimination of some parking to create gathering space. Space for complementary uses is limited by current leased space in the shopping center.
Space for the food uses, as well as other complementary activities.	Excellent potential for a mix of food and complementary uses, many existing and redeveloped sites.	A large amount of open space and an existing structure (the former auto dealership) offers considerable potential.	The vacant grocery store is proposed for the public market, which may not meet the functional requirements of a market district by itself without significant renovation.
Access and facilities for small and medium scale wholesale operations.	Portions of the site may also be good for wholesale.	Good for wholesale of all scales.	Access to the interstate for wholesalers is an issue.

# Opportunity to Serve Diverse Populations

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Criteria	Site 1: East Washington	Site 2: South Park	Site 3: Northside
Diversity index of ½ mile area (100-point scale measure of population diversity) Madison = 44	32	61	43
# of households earning below \$25,000 within ½ mile	593	354	512
Median household income of ½ mile area	\$78,041	\$40,900	\$38,944

## Connected and accessible by walking, bicycle, and transit:

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<b>Criteria (100-scale transit, bike, and walk scores)</b>	<b>Site 1: East Washington</b>	<b>Site 2: South Park</b>	<b>Site 3: Northside</b>
Transit Score	54	40	30
Bike Score	100	95	79
Walk Score	77	92	69
<b>Average Multi-Modal Score</b>	<b>77</b>	<b>76</b>	<b>59</b>
Source: Walkscore.com			
Average Busses/Day	168	69	71

# Parking

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Site 1: East Washington	Site 2: South Park	Site 3: Northside
Parking will be adequate but not ample. It will be important to connect properties together, including the shopping center, and have parking throughout.	Lots of potential space for parking.	Parking is ample, but might be reduced if parking lot is redesigned to create more public gathering spaces.

# Development Potential

**DRAFT**

Criteria	Site 1: East Washington	Site 2: South Park	Site 3: Northside
<b>Development potential:</b>	Strong development potential. Special zoning district could be created for complementary uses so City doesn't have to buy every site.	This market could anchor a major redevelopment area for the city.	Site has already languished as a grocery store location. The development potential will be limited to the boundaries of the current center with one property owner.
<b>Site availability (sooner than later)</b>	Key parcels already city owned. Potential to expand with partnerships, limited site acquisition.	Uncertain, parcels are privately owned. Some owners interested in redevelopment.	Owner of center strongly interested and open to many options. Supermarket space is currently vacant.
<b>Cost (reasonable and affordable)</b>	A large section of the site is City owned. City garage is in good condition and has utilities that can be adapted for a market. There is no basement in the site. The exterior needs a re-face. Environmental analysis would have to be conducted.	Costs would have to include site acquisition and development, although some shared or joint development may be possible. Environmental analysis would have to be conducted.	Owner open to having public market as a tenant or for city ownership of part of the site. Leasing space for a public market is generally not recommended.
<b>Opportunity for public-private partnerships, enabling some uses and facilities to be developed privately as part of the district.</b>	Very strong. Partnerships need to be further explored.	Potential would need to be further explored with private owners.	A public private partnership deal will have to be negotiated with the current owner.
<b>Leveraging existing City-owned property (including streets and public spaces).</b>	Key parcels already city owned. Potential to expand with partnerships, limited site acquisition.	The only City-owned property is the vacant Truman Olson site.	No city owned parcels.

# Sales Potential

DRAFT

Criteria	Site 1: East Washington	Site 2: South Park	Site 3: Northside
Site delivers sufficient sales potential, in part as revealed by the gravity model analysis and a demographic analysis of the trade area (i.e., 10 minute drive time of a core of market customers) and proximity to service daytime employees.	Seems to be a big enough site. Has second highest Walk Score (77) within 20-minutes of site. Gross food potential highest at 1/2-mile at \$14 mil., second highest at 5-minute drivetime with \$88 million and 10-minute drive time showing \$277 million. Second highest daytime potential with 2,800 employees	Yes, the site is big enough. Gross food potential \$7 mil. at 1/2-mile, \$113 mil at 5-min & \$310 mil at 10-min. Daytime population best of three with 4,200 employees. Walk Score highest of three at 92.	The site is adequately sized. Gross food potential is \$10 mil within half-mile second among sites. \$48 million at 5-minutes and \$157 million at 10-minute drive times which is the lowest of the three sites. Daytime population is below 1,000 within half-mile and lowest among the three sites.

# Access Potential

**DRAFT**

Criteria	Site 1: East Washington	Site 2: South Park	Site 3: Northside
High level of vehicle counts, transit ridership, and existing pedestrian activity; convenient access to the site (with minimal left turns from major roads).	High level of traffic and a central Madison location. Issues/barriers include turning movements into the site and pedestrian access given the high traffic volumes.	Moderately high level arterial used heavily for UW events. Generally not congested. Easy left turns at traffic lights.	Moderately high level arterial connecting the north side of Lake Mendota and outlying communities to Madison.
Parking assessment: enables more parking on weekends than weekday, or enables the opportunity for shared parking.	There is existing parking on the city garage (90+ spaces) and shopping center site (about 300 spaces), and potential for more parking in the district that will have to be studied. A partnership with the shopping center will facilitate parking greatly.	Parking can be abundant.	Parking is not currently an issue, but would be reduced if other public uses were integrated into the existing lot.
Large scale wholesale access constraints	Acceptable for small to medium sized wholesaling, but large scale would negatively impact residents on N 1st St. Not a lot of room to maneuver large trucks on the site itself. If the strip mall is redeveloped, access could possibly be improved.	The site is good for wholesale and large vehicles.	This is an outlying retail location - the site is not inherently conducive to wholesale.

# Spatial Potential

**DRAFT**

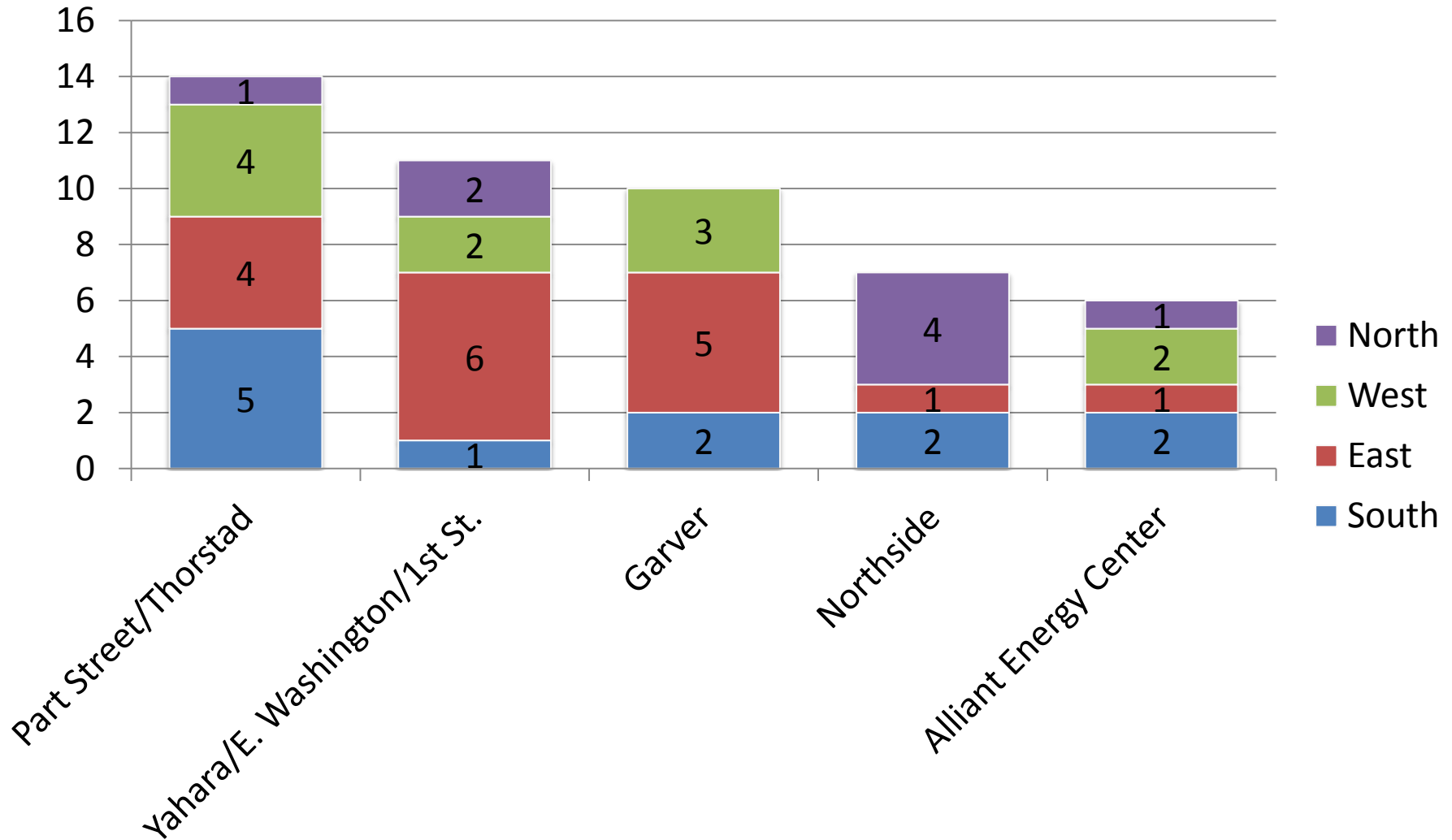
Criteria	Site 1: East Washington	Site 2: South Park	Site 3: Northside
An opportunity for an outdoor (or covered outdoor space) as well as indoor experience of sufficient scale.	The City garage has usable, open-span interior space, outdoor storage areas could be adapted for additional lease space. Adjacent existing park is a plus, which could be redesigned to be a more active gathering place with multipurpose facilities (i.e., a market shed that also functions as a picnic pavilion.)	Depending on the location in South Park, interior space can be either re-use of an existing building or new space. Exterior space will need to be created from scratch.	The shopping center has a significant interior space available, but the center will need a complete redesign to create a more engaging public environment.
Feasibility of co-location and synergy of uses with differing operating hours	Yes	Yes, but you have to build it largely.	Yes, some, but depends on how rest of shopping center is repositioned.
Ability to grow within the site over time	Yes, on both publically owned and private owned site.	Yes, but growth will need to be planned and phased in (as new construction) over time.	Limited by current shopping center site, and leased space.

# Appendix II: Public Input Summaries

# Results of Input During Public Meetings

## Top 5 Sites/Areas

(Displayed by number of “votes” per meeting)



## Project Website Comment Page: Number of Support Comments for Each Site

