



The Broader Context of the Madison Public Market District as Part of a Multi-Layered Food and Economic Development Strategy for Madison and Dane County:

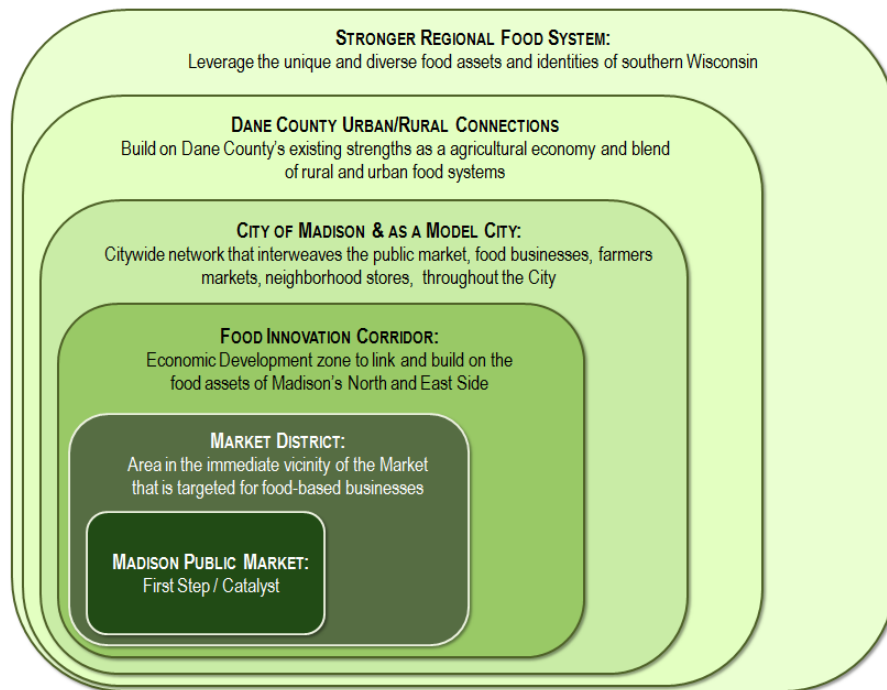
Madison Economic Development Staff Whitepaper - Supplement to the Public Market Business Plan

DRAFT: 4/15/15

As the Madison Local Food Committee finalizes the business plan and continues to make progress on the Madison Public Market, it is important that community members and policy makers continue to consider the broader context of the project and continue to strategize how the Public Market District can have the greatest positive impact on the community as a whole.

From the time the Local Food Committee first convened in May 2012, the Committee has approached the Public Market as more than a stand-alone facility, but as an opportunity to create a catalyst for food-based economic development that will serve the entire city and strengthen the broader regional food system. This viewpoint was re-emphasized upon the completion of Phase 1 of the project’s business plan, which led to a decision to explicitly deem the project a “Public Market District.”

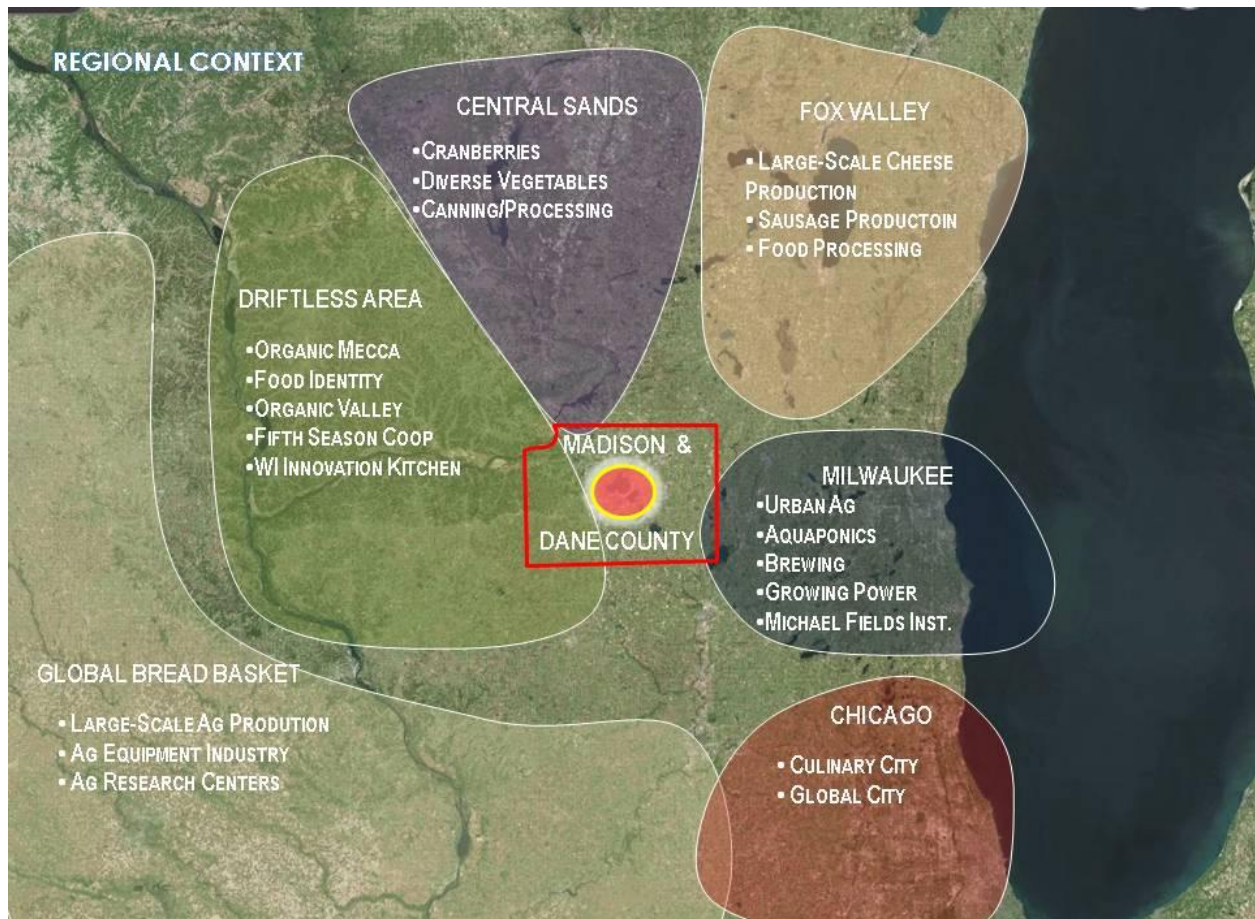
That said, although the ultimate vision is a market district, the task remains to create a business plan for a public market facility that will be the first phase and initial catalyst for this larger district. As such, the Public Market Business Plan gives guidance on the concept of creating a district, but its primary focus is a detailed evaluation and plan for the operations of a single Public Market facility. The Business Plan for the Public Market is tightly focused on the Public Market building because detailed focus is necessary to creating a usable business plan. However, the long range vision is that Public Market will create the focal point, first phase, and catalyst for a larger Market District in the vicinity of the initial public market and is a first step in a broader recognition of the food sector in the City’s economic development planning and projects. The Public Market Business Plan the first piece of a multi-layered effort to grow Madison’s food economy and strengthen the City’s food system.



LAYER 1: Stronger Regional Food System:

Any discussion of strengthening Madison's food economy and food system must look beyond the boundaries of the City and consider the regional context. One of Madison's key assets is the rich abundance of the City's hinterland. The region produces a wide variety of specialty crops and a range of value-added food products. The "Driftless Area" to Madison's west is one of the highest concentrations of organic producers in the nation and a region with a powerful food "brand" all its own. Similarly, Green County to Madison's south is the national center of artisan cheese making, the "Central Sands" region to Madison's north is a leader in specialty crops like cranberries, Milwaukee and Chicago to the east are leaders in the urban agriculture movement and culinary destinations. Madison is a center point in a food system that mixes urban and rural assets, specialty crops, commodity crops, and a wide range of value-added food production.

Part of the vision for the Madison Public Market District is to create the epicenter of this robust regional food economy and identity. The Madison Regional Economic Partnership (MadREP) has identified food and agriculture as one of the region's key economic clusters. MadREP's work in this sector includes an effort to position the Madison region as a federally-designated center of excellence in the food sector and the Public Market is identified as a key project in this initiative.



LAYER 2: Dane County's Unique Blend of Urban and Rural Food Economies

Dane County is the central convergence of the rich and diverse food system of the broader region described above. Moreover, although it has an urban core, Dane County remains a largely rural area with a powerful food and agricultural economy. Agriculture is a \$2.3 billion industry in Dane County and supports 17,000 jobs. Dane County is the number one agriculture producing county in the State and in the top 2% of agriculture producing counties nationwide. The county has over 2,700 farms and over 500,000 acres of land in agricultural production.



Further, Dane County is leading several key efforts to build and grow a stronger food system. In 2005, Dane County created Wisconsin's first Food Council to address food system issues in the County. The Council combined with ongoing efforts through Dane County Extension launched a variety of ongoing projects and initiatives focused on advancing the local food system. Among other things, these efforts include initiating a feasibility study and business plan that led to the creation of the Wisconsin Food Hub Cooperative, creating the Institutional Food Marketing Coalition to link institutional food buyers with local growers, initiative the Silverwood Farm County Park effort to create a demonstration farm on a publically-accessible park, and hosting numerous conferences and events to bring together key stakeholders.



Dane County's leadership on these issues stems from its unique setting as an area where urban and rural areas are integrated and food is interwoven into the fabric of the economy and culture. Maintaining and building on Dane County's exceptional agricultural economy and unique connections between the urban and rural food systems should be a priority for both City and County. The Madison Public Market and larger Market District can be a place that helps strengthen these connections. It can be a place that builds on the County's ongoing food system initiatives and helps link agricultural growers in Dane County with retail and wholesale customers (including restaurants and retail establishments).



Madison's identity as a great food city is inextricably linked to the County's agricultural strength. Maintaining this urban/rural identity of the County is important. This includes not only supporting outlets for local food like the Public Market, but also addressing county-wide issues like land use and watershed management that are critical to Dane County's continued agricultural strengths. The Madison Public Market District provides a unique project that ties together the goals and interests of Dane County, the City of Madison, and the numerous other municipalities in Dane County.

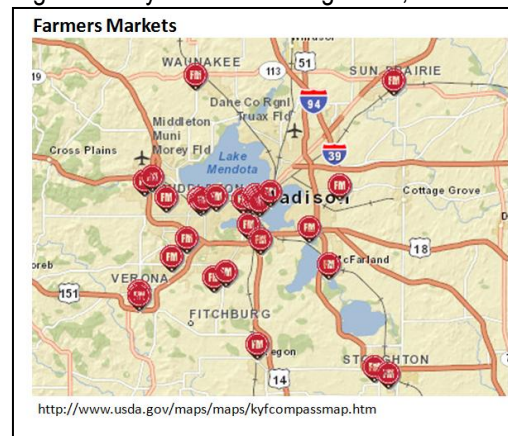
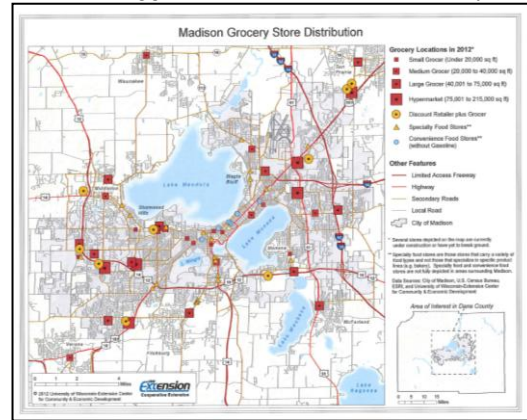


LAYER 2: City of Madison as a Model Market City

Tightening the focus to the City of Madison, there emphasis shifts from the bigger picture of the food economy to the individual needs of neighborhoods. There are many neighborhoods with limited access to grocery stores, farmers markets, or other venues for fresh food. In particular, many of Madison's lower income residents are burdened by a combination of not having a personal vehicle and not having a nearby retail opportunity for fresh and affordable food. Led by the Food Policy Council, this is an issue the City is dealing with on several fronts.

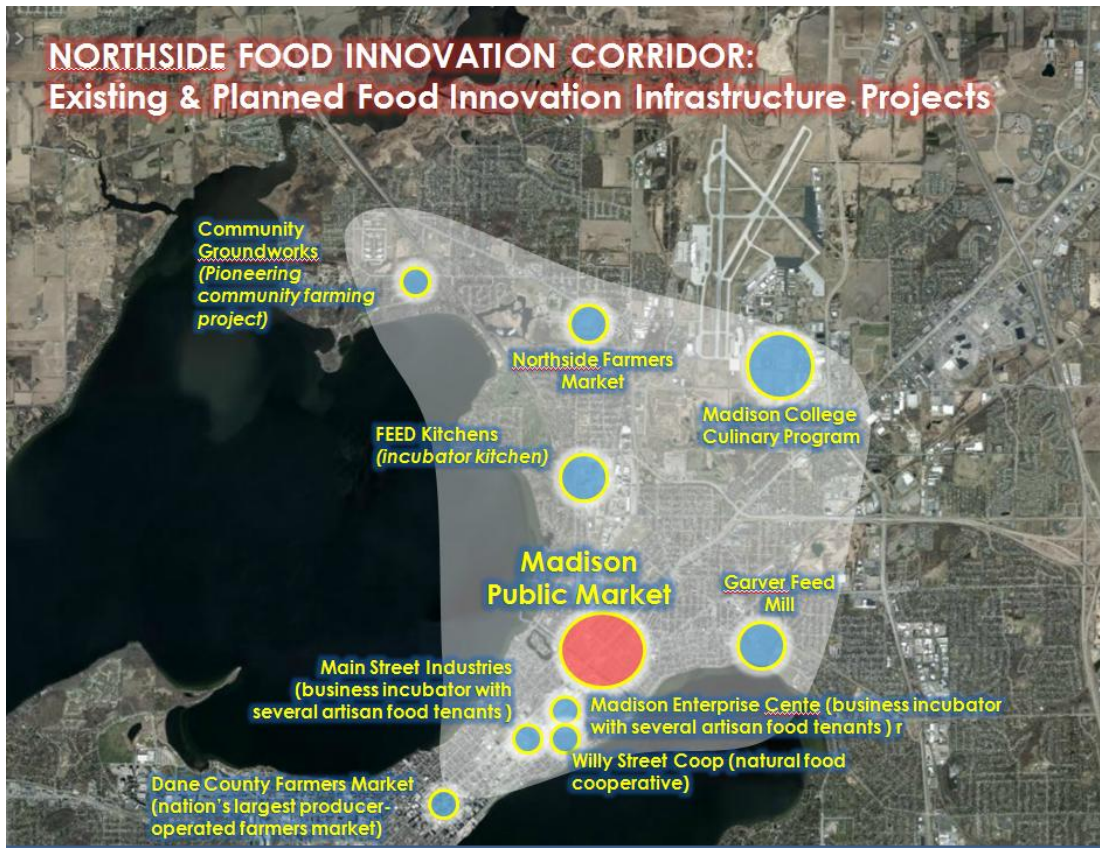
As the Public Market District project moves to implementation, the City's intention is to expand on this initial investment in a single market to improve food access throughout the city. The Madison Public Market will be the hub of a network that connects other food retail sites in the City. For example, this could include linking the public market to the city's numerous small stores and ethnic grocers. There are over 40 small and specialty grocers throughout the city (many in neighborhoods that are often pointed to as "food deserts"). Though these are well-run stores with unique food offerings, many lack the infrastructure and bulk buying power to offer a full line of affordable fresh produce. The city is currently exploring the opportunity to link these grocers to the public market to increase their capacity to offer more fresh produce.

Over time, the vision is to make the City of Madison a model of a "Market Community" – has the potential to be a place with one or more large central markets that act as hubs, combined with many smaller, but still substantial neighborhood markets that sell all the necessities for daily needs. These markets can be networked with other existing and potential retail food offerings that may include corner grocers, Madison's various weekly farmers markets, pop-up markets, mobile markets, produce carts, CSA pick-up sites, and other small-scale distribution points. To build these strong networks and become a Model Market City, Madison will need to commit to a long term strategy. Many of the pieces of this strategy are in place and many partners are at the table.



LAYER 3: North East Side Food Innovation Corridor

The “North Side Food Innovation Corridor” encompasses a unique mix of food assets and infrastructure ranging from the Dane County Farmers Market, the businesses in the Willy Street Corridor, the Main Street Industries Incubator, the Madison Enterprise Center, FEED Kitchens, Community Groundworks (Troy Gardens), the Madison College Culinary program, and others. Most recently, the Garver Feed Mill will be analyzed to become a center for artisan food processing. From an economic development perspective, this is an important opportunity for the City to link this unique agglomeration of food system assets and create synergy between them. One role of the Public Market will be to create the focal point of this broader Food Innovation Corridor.



LAYER 4: Market District:

Narrowing the focus tighter, the general vicinity of the Public Market building at 1st and Johnson is identified as the “Market District.” This District will be a place where the City will work with the private sector to encourage a complementary mix of market-related businesses and supporting public spaces and amenities. This may include additional food retail operations, artisan food processing, and unique dining experiences in the Capitol East District, as well as larger scale food processing, production, and aggregation stretching north up the Packers Avenue Industrial corridor. The idea of the Market District also include connecting with public spaces in the area, particularly linking to the planned improvements to the Yahara Riverway. The Market District will not only be a powerful economic development catalyst, it also expands the idea of a public market into a multi-use district that will be one of Madison’s signature public gather places.

Creating a true district is something that happens over time and through collaboration between the public and private sector. One of the key reasons the site was selected for the public market was the opportunity to expand from the public market itself into a larger district. The initial Public Market will be the first step in a multi-year process of positioning this area as the Market District.



LAYER 5: Madison Public Market:

The Public Market building is first step, initial investment, and catalyst for this multi-faceted effort to grow Madison’s food economy. The initial plan calls for repurposing the City’s Fleet Services Building to create a 56,000 square foot public market. The plans call for the Market to feature a mix of small scale vending, several larger spaces that can accommodate larger scale retail and food processing, space for food aggregation, a demonstration kitchen, a community room, roof deck and garden, flex-use event space, and outdoor spaces for temporary vending and public gathering.

The details of the project can be found in the Public Market Business Plan.

DRAFT

LEGEND

	CAFE/RESTAURANT	2662 SF
	PRODUCTION/RETAIL	7223 SF
	CIRCULATION/MECH/ELEV	6546 SF
	FLEX SPACE	2823 SF
	AGGREGATION/ MERCHANDISE	1638 SF
	LOADING/SHIPPING	1446SF
	STORAGE	1439 SF
	DEMO KITCHEN	786 SF
	PERMANENT STALLS	12367 SF
	SEASONAL STALLS	5796 SF
	RESTROOMS	1387 SF
	TRASH ROOM	478 SF
	MARKET ARCADE	1881 SF
	COVERED TEMP STALLS	1872 SF



5/5/2015

SCALE: 3/32" = 1'-0"

0 10 20 30
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MARKET HALL PLAN-LAYOUT OPTION #1

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