



# Public Open House

## Summary of Input



Summary of public input provided at an Open House  
to kick-off the Madison Public Market Business Plan

**October 29, 2013**



## Introduction:

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The City of Madison recently launched an effort to create a business plan for the Madison Public Market. This initiative is being led by the Madison Local Food Committee with consulting support from Project for Public Spaces, Inc.

To kick-off the business planning effort, the City hosted a Public Open House on October 29, 2013 to gather input and ideas. This Open House was the first of what will be numerous opportunities for residents and businesses to get involved in the Public Market project.

The format for the Open House consisted of asking participants to share their thoughts and ideas in response to three broad questions:

### Get in Touch!

If you'd like more information about the Public Market project or have additional ideas, please contact:

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To stay up to date on news and information about the project, visit our webpage and subscribe to the project's email list.

[www.cityofmadison.com/publicmarket](http://www.cityofmadison.com/publicmarket)

1. What are your Hopes and Wishes for a Healthy and Vital Madison Public Market?
2. What are your Issues and Concerns regarding a Madison Public Market?
3. How can you help make the Madison Public Market happen?

The following is a compilation of all the ideas shared in response to these three questions.

## Question 1: Hopes & Wishes

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### Location

- Downtown to Yahara River location
- Location, location, location
  - Near downtown
  - Accessible for all
  - Affordable
  - On bus line
- Located in an area that could use some revitalization (South Madison area)
- Central location
- Central with parking
- Near East-Side location!
- Central Location
- May I suggest out South side? Easy access to downtown. Easy access to Beltline, Highway 14, 18 and 151 – important to have space accessible to farmers, vendors and from out of town, as well as citizens.

### Access

- Ease for out of town transportation
- Parking
- Access for local farms and ability for new farms to enter/get involved once space/quotas fill up
- Public transit access
- Bike route access
- Exceptional pedestrian amenities, including pedestrian signage (not just for cars) that draws people from surrounding area
- Lots of free parking

### Uses and Activities

#### General

- Someplace in Madison becomes a permanent/official place for local food events/meetings/business for the region – open to all
- Multiuse – retail/local goods/crafts/food
- Columbus, Ohio has a wonderful market
- Attracts locals as well as tourists
- Synergy with existing summer markets
- Youth entrepreneurship
- That stories of the food producers/marketers/preparers/consumers are featured frequently and in multiple ways: Portraits, live interviews, photo/text panels, etc.

### “Green”



- Use of solar panels, solar hot water heaters, wind turbines, geothermal
- Sustainable
- Is attractive, sustainably built with green technology and has artistic elements
- An area highlighting native plants and animals or providing habitat please!

## **Food**

### *Processing/Aggregation/Distribution*

- Include food and vegetable processing
- Cooperative commercial kitchens
- Distribution and aggregation with technical assistance available
- Include cross docking
- Include packing facilities for fresh produce
- A place that facilitates aggregation and distribution of produce from local growers to institutions (schools, hospitals, etc.)
- Public Market is tied to cold storage
- Public Market is tied to fast food processing facility for local produce
- To make it a place that not only creates a community space, but partakes in wholesale, maybe even with the University
- Reinforces IFM (Institutional Food Market)
- Inclusion of production facility

### *Retail*

- All local businesses/vendors – no chains
- Brewery
- Local Farms
- Restaurants (nice and/or fast and/or cheap)
- Fun! Diverse in products
- Provide space for new artists/growers/producers/vendors who want to experiment and try new things
- Make this a State market – cherries, berries, white fish, etc.
- Biergarten!
- Possibly dovetail with both indoor farmers markets (instead of Monona Terrace and Senior Center) – cool local breakfasts (chefs, etc.)

### *Affordability*

- All food vendors accept Food Share (EBT/Quest card)
- Integrate programs and/or services that work to provide better food security for those in need
- Diverse community access
- As a customer, it is sometimes expensive compared to normal market. With more description about the difference of those goods compared to those of normal market, it will be more fun to buy foods with higher price.
- EBT/Food Share terminals for each vendor
- Serve a wide variety of people. I'm guessing that serving low-income will be the biggest challenge, so have low-rent "stalls."
- Food Security
- Opportunity for affordable healthy food

### **Meeting/Multifunctional Spaces**

- Music/performance space
- Music, meeting rooms for local, independent businesses to use (co-working space); feels like a community hub
- Conference/meeting space
- Meeting spaces (for non profits) of various sizes with publicity help (e.g., market and electronic blog support)
- Space for education is important – rotational displays and presentation forum
- Education opportunities
- Music and food and art
  - ✓ “Meet Madison’s Chefs/Farmers”
  - ✓ Cooking classes
  - ✓ Crafts
  - ✓ Hobby classes taught by residents
- Space for culinary classes and job training
- Kitchen space for community groups to cook community meals
- Food, retail and lots of space for community gathering (up to 200+ people)
- Mixed spaces (small/big) – rental spaces, permanent and not

### **Art/Cultural Uses**

- Art retail and studio space
- Public local art (interactive)
- Entertainment
- Have cultural things (performances, arts, etc.)
- Outdoor movies and music space
- Love the comments regarding public art, performance space, etc.
- Include arts and culture in a meaningful way
- Community participatory art project space (Lily Yeh is a great model of what this can be)

### **Public Spaces**

- Flexible public space that’s truly open – keep fenced-in seating to a minimum!
- An open, airy space (but indoors) to facilitate community gathering in winter
- Would like to see both indoor and outdoor public space – indoor for winter, but some outdoor park-like space too
- Natural play area
- Recreation, parks
- Study space for students and community members to feel welcome to sit for hours if they want (outlets!)

### **Relationships**

- Let’s involve MATC and UW students from the beginning. More and more they prefer local and healthy.
- Public Market is tied to MMSD (school)
- Ties to Madison food carts
- Ties to MATC culinary program



## Question 2 – Issues and Concerns

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### Participation

- Focus group interest

### Income

- Might serve only mid-high income
- Must be a place where all feel welcome, not just white middle- and upper-class “foodies”
- Ensuring access by low-income people to healthy food choices

### Access

- Might not be accessible by multiple modes of transportation
- Accessible by bus and walking for people of all income levels
- Accessibility is vital. Many people can walk downtown, but parking becomes limited. Before implementing anything, understand Madison.
- Parking

### Economics

- Might be a challenge to be economically viable
- Rent (affordable)

### Collateral affects

- Don't hurt any existing markets by drawing away customers

### Location

- Site Selection – Make sure to assess the presence of small family-owned businesses and the effect of the market on them. Especially if the owner is a minority or an ethnic food store.
- Wherever it is located, it must be ‘of’ the community and ‘for’ the community

### Stall Access

- The Dane County Market has become impossible for new food entrepreneurs to get a spot. How will this market continue to draw new blood over time, even if spots are full?

### Seasonal Variations

- How do you keep the market vibrant in winter when there are few locally-grown fruits and veggies?

### General Well-being

- Safe, diverse, affordable
- Financially sound and sustainable

### Strategic Intentions





- Need to keep initial focus small enough to make the impact of Madison's Public Market significant. Choose the best location to serve the community's needs. LISTEN to the community! Collect as "much feedback" as you can. MAINTAIN A VIABLE SCOPE!
- Overly complicated structure
- Too expensive for tenants – cost structure
- How important do you think UW students as a group of consumers?
- Using local resources – construction, artists, materials in construction
- Respond to community needs and engage the residents in real ways

#### Activities

- There should be free things to do to welcome people from all income levels

#### Vendor Considerations

- New GAP Rules (Fresh fruit & veggies). Eighty percent of the local growers will need parking facilities when the law goes into effect. Parking facilities will be a big part of keeping growers in business.
- From how wide an area will vendors be welcome

#### Security

- Food security

#### Market Personality

- Great to hear/see especially that go beyond the Milwaukee Public Market version. That market feels like only upscale vendors without producers. Best to have a mix. Love the idea of including manufacturers as "theatre" as well. Q – How can this market intersect with the new FEED Kitchen?
- Keeping the market friendly to the "non trendy"
- We must have a creative component to the market!
- Diverse communities feel welcome and included. Participation from all parts of Madison.

#### Program

- Must provide educational opportunities all the way down to pre-K. Avoid being just a place where people sell stuff.

## Question 3 – What Can You Do?

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#### Connections

- connections with local artists and arts community and facilitate connections
- Create a web portal for food and farm entrepreneurs throughout the region
- Help connect rural (producers/growers) with consumers (Madison, WI, IL)
- Talk to others, create a buzz. Possibly have connections with farm vendors.
- Dane Buy Local - We can help make connections, and we are connected to 750+ local, independent businesses. We can also assist with gathering people for input and marketing of the space.



- Can connect with Vernon County herbalists who might like the market possibilities

### **Marketing**

- Market MPM/local foods to the rest of the world
- Provide access to (co-op) owners and synergistic tendencies

### **Architectural Design**

- I'd like the committee to consider opening up the center of the structure – bright, open, airy
  - Heavy, timber construction
  - Energy –efficient design (LEED, maybe?)

### **Feedback**

- Provide a market attendees feedback,

### **Folklore**

- I can help highlight the cultural traditions and practices of those involved with food at the market

### **Public School Involvement**

- Could help get ideas about Dane County Public Schools' involvement

### **Innovation and Project Management**

- Help with innovation and project management,

### **Mapping / Design**

- Mapping, design, gardening/farm to school,

### **Gardening**

- Help with community and/or any other vegetable garden planning/planting, maintenance.

### **Business Development**

- Start a local food related business