

Madison Public Market District - Site Selection Criteria

Community/Customer Criteria

- Visible: a location visible from a major traffic route, or in a place well-known in Madison.
- Opportunity for positive spin-off:
 - Economic and community development adjacent to the market.
 - Opportunity to link to adjacent uses and amenities (retail, institutions, parks, water views etc.) that will add synergy to the market.
- Sufficient size to enable the market to be a multi-use destination & community gathering place:
 - Space for the food uses, as well as other complementary activities.
 - Access and facilities for small and medium scale wholesale operations.
- Potential for infrastructure and highway access for possible food processing and wholesaling (a plus, not required).
- Opportunity to serve diverse populations within the City.
- Connected and accessible by walking, bicycle, and transit:
 - On a major transit route or near a transfer location.
 - Within walking distance of a nearby neighborhood.
 - On or near a major bikeway or bike route.
- Adequate space for parking.
- Comfortable for year-round use.

Technical/Business Criteria

- Development potential:
 - Site availability (sooner than later)
 - Cost (reasonable and affordable)
 - Opportunity for public-private partnerships, enabling some uses and facilities to be developed privately as part of the district.
 - Leveraging existing City-owned property (including streets and public spaces).
- Sales potential:
 - 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.
- Access potential:
 - High level of vehicle counts, transit ridership, and existing pedestrian activity; convenient access to the site (with minimal left turns from major roads).
 - Parking assessment: enables more parking on weekends than weekday, or enables the opportunity for shared parking.
 - Large scale wholesale access constraints
- Spatial potential:
 - An opportunity for an outdoor (or covered outdoor space) as well as indoor experience of sufficient scale.

- Feasibility of co-location and synergy of uses with differing operating hours
- Ability to grow within the site over time