



City of Madison

City of Madison
Madison, WI 53703
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Meeting Minutes - Approved SOUTH CAPITOL DISTRICT PLANNING COMMITTEE

Tuesday, May 14, 2013

5:00 PM

Room 260 Madison Municipal Building
215 Martin Luther King, Jr. Boulevard

1 CALL TO ORDER / ROLL CALL

The meetin was called to order and the primary meeting goals were confirmed - To introduce the consultant team to the South Capitol Planning District Committee, to review and discuss project goals, the established project scope of services and the milestone schedule. The draft public involvement plan will be presented and future Committee meetings will be tentatively scheduled.

Present: 10 -

Michael E. Verveer; Marsha A. Rummel; Joseph R. Clausius; Madelyn D. Leopold; Melissa M. Berger; Aaron S. P. Crandall; Douglas M. Poland; Davy Mayer; Jim Skrentny and Charles W. Strawser III

Excused: 3 -

Ricardo A. Gonzalez; Ronald B. Steinhofer and Ann E. Kovich

2 INTRODUCTIONS

- a. South Capitol District Planning Committee
- b. City Staff
- c. Consultant Team

Committee members, staff and the consultant team introduced themselves.

3 ELECTION OF COMMITTEE CHAIRPERSON

The election was deferred to the next meeting. Committee member Aaron Crandall will act as chair in the meantime.

4 PUBLIC COMMENT

There was no public comment.

5 DISCLOSURES AND RECUSALS

There were no disclosures and recusals announced.

NEW BUSINESS

[30121](#)

**MEETING MATERIALS: SOUTH CAPITOL DISTRICT PLANNING
COMMITTEE**

6 Presentation and Affirmation of Agenda

Interim Chair Aaron Crandall presented the agenda and asked for proposed revisions or additions; no additions were proposed to the agenda.

7 General Project Overview

- a. Phase 1 - Judge Doyle Square
- b. Phase 2 - TOD Planning Study
- c. Original TOD Scope / Approach
- d. Downtown / District Aerial Images
- e. Downtown Plan
- f. Planning District Photos

Fred Schwartz (Kimley-Horn team) provided background on the genesis of the project, from the original TIGER grant application to the current scope of services for the South Capitol District TOD Planning Study. The project is focused on further developing some concepts that are part of the Downtown Plan.

8 Project Scope of Services Overview

- a. Scope Map
- b. Abbreviated Scope Summary Document

Project Manager Karl Sutter (Kimley-Horn team) provided an overview of the scope of services using the scope map as a base, and summarized each of the 10 tasks in the scope of services. Issue raised by Committee members included:

- Why is the high speed rail station still being evaluated?
- Is there any way to evaluate additional roadway sections?
- Is Wilson the only roadway considered for conversion to two-way
- How will this study tie into the Madison Sustainable Transportation Master Plan?

9 Draft Public Involvement Plan Overview

Melissa Huggins (of Urban Assets; Kimley-Horn team) provided an overview of the Public Involvement Plan. Discussion included:

- Adding specific stakeholders:
 - Listing the component neighborhoods as sub-bullets under Capitol Neighborhoods
 - Business Improvement District
 - Great State Street
 - Mad City Water Ski Team
 - Isthmus

- Clean Lake Alliance
- Madison Trust
- MG&E
- South Madison Business Association
- Magnet
- Convention & Visitors Bureau
- Downtown Rotary
- Capitol Lakes
- The use of Facebook as an outreach and education method
- Having a condo association focus group
- Are public meetings the only opportunity to involve the press?

10 Project Goals - Exercise

- a. Defining the “Issues” / “Challenges”
- b. Applicable Downtown Plan Keys
- c. Defining Guiding Principles for the SCTOD
- d. SCTOD Purpose, Goals, Objectives – Defining Success

Fred Schwartz presented some draft goals for the South Capitol District TOD Planning Study. The goals are drawn from the Downtown Plan and directly related to six of the nine keys from that plan. Discussion on the goals and study area issues and opportunities included:

- Improve pedestrian/bike movements in district
- Near terminal “landing” location for buses
- John Nolen/Blair/Wilson/Williamson intersection is major concern
- Don’t reinvent wheel with respect to Downtown Plan-make clear in written language/goals
- Address conflicts with bikes and pedestrians
- Address way finding within recommendations
- Identify specific modes vs. “multimodal”
- Address/define “intermodal”
- Policies
- Address quality of life
- Address sustainability (plan)
- Clarify wording of “improve connectivity between uses...”
- Define “transit facility” with respect to SCTOD and Madison
- Address safe/walkable spaces for seniors
- “Age friendly” streets
- Address young professionals
- Future financial restrictions
- Bridge landing/geometry
- Skyline/views of Capitol

- Linking together multiple solutions (multiple projects, costs)
- John Nolen/Blair/Wilson/Williamson intersection will create large interest
- Lots of input/ideas
- Will have impacts beyond
- Achieving balance
- John Nolen intersections
- Impacts to existing drivers (attacking drivers)
- Increasing rail traffic is impacting auto traffic
- Making people feel part of process
- Changing traffic patterns-unintended consequences

11 Milestone Schedule Overview

Brian Smalkoski (Kimley-Horn team) provided a brief overview of the milestone schedule. The schedule is 10 months with a February 2014 completion. The bulk of the background analysis will be completed in summer, with concept development and public meetings in the fall and winter.

12 Establish Upcoming Committee Meetings

The next South Capitol District Planning Committee meeting will be June 6, 2013. The first public meeting will be June 13, 2013.

13 ADJOURNMENT

The Committee adjourned its meeting at 7:00 p.m.