



MEMORANDUM

June 30, 2010

TO: Madison Development Process Stakeholders:

- Neighborhood Associations
- Neighborhood Planning Councils
- Neighborhood Business Associations
- Business & Trade Associations
- Nan Fey, Chair, Plan Commission
- Dan Stephans, Chair, Landmarks Commission
- Bruce Woods, Chair, Urban Design Commission
- cc:
 - All Alders
 - Economic Development Committee Members
 - Mark Olinger
 - Brad Murphy
 - Mayor's Office

FROM: Tim Cooley, Director – Economic Development Division

RE: City Development Review & Approval Initiative

On June 16th, Mayor Cieslewicz charged the City's Economic Development Committee (EDC) and staff with making recommendations regarding the review and approval of real estate development projects in the City.

As with any process, the one used in seeing a development through City land use approvals should be routinely reviewed and improved. The Mayor has established several goals for this initiative, calling for a process that is:

- Efficient
- Predictable & uniform
- Maintains existing high standards

The City's current development process is outlined in ["Participating in the Development Process: A Best Practices Guide for Developers, Neighborhoods & Policymakers"](#) published by the City in June, 2005.

The EDC has already received several recommendations regarding the development process. We've posted them on the Legistar system together with several previous reports on the subject. Links to reports and recommendations received to-date are attached to this memo, and available through Legistar #18121.

We are now requesting that your organization/commission likewise consider providing feedback regarding the City's development review process.

Your recommendations and comments should be submitted in writing so they can be considered for inclusion in our report and recommendations. Submissions should be sent in electronic form, if possible, to Peggy Yessa at pyessa@cityofmadison.com. If it is not possible to send your comments via email, please send them as a hard copy to:

Peggy Yessa
City of Madison Economic Development Division
Madison Municipal Building
P.O. Box 2983
Madison, WI 53701

Please have any written comments and/or recommendations in by Friday, July 30, 2010, if at all possible. A preliminary report will be prepared based on all of the feedback received, and submitted to the EDC on August 18th.

If you have any questions, please [email](#) or call Ms. Yessa at 608-267-8721

The EDC has established a timeline for completing this initiative that provides numerous opportunities for additional public participation:

June 16* Mayor's charge to EDC

July 21* Progress report to EDC from staff

August 18* Preliminary report to EDC

August 25** Public EDC hearing on pre-application process (the activities that occur prior to a formal application being submitted to the City)

August 26** Public EDC hearing on City approval process (the part of the process from the point a formal application is submitted for Commission or Council approval)

September 1* Initial draft report to EDC

September 30 Draft report briefing to Common Council

October 6** Final proposal package to EDC

October 19 Submit revision package to Common Council for introduction

November 9 Common Council action

* Regular EDC Mtg.

** Special EDC Mtg.

All meetings are open to the public and will be posted on the City's [calendar](#) with links to agendas and supporting materials.

We look forward to your participation and input into this initiative.

**CITY DEVELOPMENT REVIEW & APPROVAL INITIATIVE
LINKS:**

City of Madison [Development Services Center Website:](#)

[Opportunities to Make Madison City Government More Friendly to Business; Economic Development Commission Report to the Mayor, December, 2004](#)

[Participating in the Development Process: A Best Practices Guide for Developers, Neighborhoods & Policymakers;](#) City of Madison Planning Division, June, 2005

[Evaluation and Analysis of Madison's Development Review and Permitting Process; UW Robert M. Lafollette School of Public Affairs, Spring, 2005](#)

[Streamlining the Development Review And Building Permit Process,](#) Development Review and Permitting Staff Team Report, 2006

[Madison Development Process; Bill White, et.al. recommendations, June, 2010](#)

[Recommended Changes to City of Madison Property Development Approval Process; Downtown Madison Inc., June, 2010](#)