



# City of Madison

City of Madison  
Madison, WI 53703  
www.cityofmadison.com

## Meeting Minutes - Draft SUSTAINABLE DESIGN AND ENERGY COMMITTEE

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Monday, January 12, 2009

4:00 PM

215 Martin Luther King, Jr. Blvd.  
Room 300 (Madison Municipal Building)

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### CALL TO ORDER / ROLL CALL

**Present:** 11 -

Judy Compton; William Bremer; Sherrie Gruder; Michael J. Vickerman; Paul D. Muench; Catherine E. Mackin; David W. Drummond; Garrick R. Maine; David C. Boyer; Lou W. Host-Jablonski and Peter J. Taglia

**Absent:** 1 -

Satya V. Rhodes Conway

**Excused:** 4 -

Lance T. McGrath; Julia D. Voss; James D. Armstrong and Leslie C. Schroeder

Others in attendance were Andrew Statz, Rick Roll, Brian Grady, Brad Murphy, Karl Van Lith and Jeanne Hoffman.

### APPROVAL OF MINUTES

Sherrie Gruder indicated that the committee should move referral of the minutes to the February meeting.

### PUBLIC COMMENT

Ed Blume representing Madison Peak Oil, provided the committee with the Zoning Code Sustainability Ideas handout. (This document will be provided to members electronically and attached to Legistar.)

Ed Blume spoke about how the Zoning Code rewrite committee is working away and that the idea of sustainability issues needed to be addressed. A group of people met and came up with a list of ideas.

Ed Blume specifically asked committee members to look at page seven of the handout. He commented that many people view the city as having silos for water here and streets here, etc., and that there are many things that cannot be addressed by the zoning code. So, the SD&E Committee seems like the best place to bring this type of list. Page seven gives the SD&E a work agenda for the next several months.

Lou Host-Jablonski thanked Ed for doing this and asked staff to make sure that the committee had the most up-to-date list. David Boyer asked if the focus group on sustainability for zoning code is done? Ed Blume indicated that yes, they are done. Lou Host-Jablonski wants this item to be discussed in length at a future meeting. Ed Blume indicated that the zoning code committee would be meeting for a long time so you have time to work on this.

1. [13354](#)

**Attachments:** [NZO FG Sustainability 12-17-08.pdf](#)

**NEW BUSINESS**

2. [12771](#) SUBSTITUTE - Establishing sustainability goals to guide the development of the plan for the Northeast Neighborhoods.

**Attachments:** [SDEmemberGarrickMainesComments.pdf](#)  
[FWLRTPCNortheast Neighborhoods.pdf](#)  
[NENeighborhoodSustainabilityGoals.pdf](#)  
[NENeighborhoodLRTPC.pdf](#)  
[Res ID 12771.pdf](#)  
[Subst Res 12771.pdf](#)

Sherrie Gruder introduced the item and suggested that staff give a presentation first before public comment so that everyone is on the same page.

Sherrie Gruder then introduced Andrew Statz

Andrew Statz indicated that planning staff would give a presentation first to give the committee background on the area we are talking about and then Andrew would provide information on the resolution.

Rick Roll began by discussing the comprehensive plan for the city, including the peripheral area. Rick showed the committee the map of the city. As a part of the comprehensive plan, the city looked at where the city would grow including where it makes sense to grow from a public works perspective. Rick also discussed the intergovernmental agreements the City has in this area. The City also looked at growth plans of the past in creating the comprehensive plan. Red on the map is short-term growth where development could start within five years. The Northeast neighborhoods area is in this red area. Before development happens in this area, the city creates a neighborhood plan, which looks at transportation, housing, etc. This plan is then used by the City to guide development as the area develops. This area, the Northeast Neighborhoods area, is on the east side of the city. After the City plan is prepared, the plan will be referred to many committees for input with the final committee being the plan commission. There are also neighborhood meetings where staff meets with various stakeholders groups from residents and landowners to organizations and other governments. There is also a web site developed with background maps and other information. Finally, a resolution is introduced to adopt the plan. Again, a number of City committees to review the plan and then it finally will go to the plan commission then to the common council for final approval the plan.

Rick Roll the showed a more detailed map and stated that this area will take twenty-plus years to develop. Rick then showed elements of the detailed map, including the primary roads and also showing that various colors show different types of land use. This detailed map does show that the City needs a neighborhood plan for this area. The map also shows that this area is planned to be a TND, which means traditional neighborhood development. That throughout this area TND should be considered. There will also be areas for mixed-use too including neighborhood centers and town centers, where the building would be 2-4 stories with some residential but shops and offices, etc. These mixed-use areas would be transit-oriented so you could live, walk, bike, and take transit in this area to basic services. The comprehensive plan is very general while the neighborhood plan will get more specific.

On the map you can see Autumn Lake just to the west of this area. This map

would be a base map for use in helping to develop the neighborhood plan.

The last map is a close up of a study area. Phase one, which is the area south of Burke Road is mostly already in the City of Madison. The other areas are within the Town of Burke. The City has an intergovernmental agreement with the City of Sun Prairie and the Town of Burke which plans out how development happens and when the Town of Burke does not exist anymore. In 2036, all of the land in the Town of Burke will come into the city.

Judy Compton asked if the town develops, does that development come into the city?

Rick Roll indicated that there are some ways for the town to develop but if there is new development purposed, then these developments must come into the city.

Judy Compton worried that because we don't have control with Town of Burke lands that it would be hard to implement this plan.

Brad Murphy stated that this intergovernmental agreement with the Town of Burke is very similar to other intergovernmental agreements that the City has, such as the Town of Blooming Grove. Brad further stated that most of the large parcel will be annexed into the city before 2036, but there are some town sub-divisions that will not come in until 2036. He did not think that the Town of Burke lands would make it more difficult to develop and implement a neighborhood plan in this area.

Sherrie Gruder asked how long would this take to build out?

Rick Roll stated that the City is planning on having 30,000 to 40,000 people in this area and that this amount of density can better handle transit and also save green space. Rick also mentioned that in April of 2009, a sewer line will be extended up from the south and that there is also a sewer planned to come up from Door Creek and also the Felland area. With sewer going in, the area will be developed. This area has been planned for development since 1990.

Judy Compton asked what transit will be there and what transit is there now?

Rick Roll indicated that there is some transit in the area but not a lot. Judy Compton also asked about bike paths.

Rick Roll indicated that there are also some bike paths, but that more bike paths would be built as part of the build out. Major bike paths could be built sooner too.

David Drummond asked for more information about what a TND is.

Rick Roll suggested that committee members think of older neighborhoods. There is a mix of houses, corner stores, etc. You don't see those on the edge of the city.

Michael Vickerman asked what school district is this?

Rick Roll indicated that this is the Sun Prairie.

Andrew Statz then began to discuss the resolution and stated that this is a unique opportunity both culturally and environmentally. This area has been slated for development for a long time. Andrew indicated he drafted these goals at the mayor's request. These goals are suppose to be high-level goals or principals. This is not where we will see a lot of details. That will be in the neighborhood plan.

Lou Host-Jablonski asked what are baseline date that helped to determine these goals and how are they measured?

Andrew Statz indicated that for goal #1 the goal is to reduce all trips made by residents that live there. So if 5000 people move into than area, 25% of their trips would be by other means that the automobile. The citywide baseline is 20%, but that includes downtown and campus, so for this neighborhood having 25% of the trips by other means than an auto is a big goal. There is a rail option that could serve this neighborhood in the future and the City is considering early transit to help meet this goal. The City is also planning on having this are be more urban/dense so that transit and rail are viable.

Judy Compton stated that this is on the far-east side of the city. She indicated that if you look at other new neighborhoods in this area such as Grand View Commons that the city tried to build it with traditional neighborhood design but that there is very little commercial/retail out there. So if the City is serious about building this new area where there are true mixed-use areas, then the City will needs to put our money where our mouth is and support efforts to achieve these goals. She is also concerned that we might delay development in this area if the City isn't able to provide the support needed because the financial requirements will be too great for the City and suggested that there is no way to get Metro Transit out there early considering the City's financial position.

David Boyer reminded the committee that at this point this is a set of goals and that the committee needs to ask whether these goals achievable?

Andrew Statz indicated that after the resolution is passed and the neighborhood plan is developed that that is the place to elaborate on what responsibilities the City has to implement the goals and the strategies laid out in the plan. However, at this point, it is the intent of the City to indeed provide additional financial support for this area for early transit, but at this point cannot guarantee financial support for other strategies. He is not ruling it out and further discussions should occur as the neighborhood plan is being put together.

Judy Compton then mentioned that in this area there would be developers that only plat the land and then sell it to builders to build and sell the homes. So in that respect the developers will not be able to control what the builders do to achieve these goals. How will the City handle that?

Andrew Statz mentioned that Mario Mendoza from the Mayor's Office has met with developers in the area including Brian Munson from Vandewalle & Associates, who is working with several developers in the area, has created a

document that lays out who will be responsible for various elements. This document is a good starting point for the plan. In such a document, for example Early Transit by Metro Transit would require funding and be the responsibility of the City and that would be spelled out in the plan.

Andrew Statz also mentioned that regarding goal #2 that he met with MGE and that generally speaking when you look to reduce electrical/natural gas load through retrofits that a 10% reduction is good and with new construction you can fairly easily meet a 20%, so for this area the goal is a bit higher or 25%.

Andrew Statz further stated that for rules #3 and #4 that for water conservation that the Water Utility has just adopted a conservation plan that calls for a 20% reduction in water use citywide, for this area 25% would be the goal. And for storm water, the idea is to move the point of infiltration closer to the source this would do a number of things including reduce icing on sidewalks and streets and reduce erosion, etc.

Michael Vickerman asked that for goal #2 it does not separate out household type?

Andrew Statz indicated that that was correct.

Peter Taglia indicated that goal number two does not emphasize energy efficiency enough that the goal could be satisfied by renewable energy purchase only and this may be achieved easily because the utilities may already be required to reach this percentage of renewable energy through a federal mandate.

Judy Compton indicated that she is very supportive of this and that she wants this to happen, but in order for this to happen, the neighborhood plan has to be successful and developers have to feel like they can build given the restraints placed on them by the plan. If this plan cost the developers money and there is no help from the city, then she is not sure if she can support this. If the city can help with such items and early transit services and bike paths, then there may be enough incentives.

Andrew Statz stated that the plan would need to work for the environment, for the buildings and the developers and for the people that will live out there. This needs to work for everyone. He also added that if elements are not working, the City can also update the neighborhood plan, but that yes the City will have to support the plan.

Lou Host-Jablonski stated that some of the goals might be too modest and he asked what is going to be different about this neighborhood? Are we looking at changing items from a regulatory point of view or incentives? Finally, he stated that if done right, this could become a model for the country.

Andrew Statz indicated that many people are asking how will this work? There are several things that come into play; a good zoning code and the plan itself will be more sustainable at this point the City is not talking about more regulations or extra requirements.

Lou Host-Jablonski indicated that the goals of the zoning code rewrite are to take into account the diversity of our current successful neighborhoods and to

lower the number of PUDs in the city. He wondered if the plan would rely too much on the zoning code rewrite. The idea of these goals is great, but if we really want to do something here maybe we need to have a special zoning district for this area?

David Boyer indicated that many of these items are not zoning code related but rather building code related and that that is a big issue, but he also mentioned that the state does preempt the City on many building code issues.

Brian Munson indicated that he is working with several developers in the area. He also indicated that a lot of what these goals talk about is already happening on some level. How these goals are approached does leave questions. Primarily, what does this mean to the developers and how can this be implemented? In terms of the resolution, we are supportive. Brian indicated that they are not sure what the 25% means and they have questions on how they are going to be measured and what happens if the goals are not met?

Brian Munson and the developers have started to look at the implementation strategies by breaking down the responsibility by the builders, developers, city and the residents. There needs to be a discussion about who is responsible for various aspects of the plan. The resolution is to set the goals and then the plan to show in more details about how we would go about doing this.

Lou Host-Jablonski asked indicated that order to have this neighborhood be successful you need to have retail, jobs and dwellings all within walking distance. You have to have schools, jobs, shopping, and residential all together. Will this plan get us there?

Brian Munson indicated that want the City has discussed thus far, the developers like and for a traditional neighborhood design to work you need everything that a city has and you need to be able to walk to it.

Lou Host-Jablonski reminded the committee that this area is about 10 neighborhoods so you really need 10 TND organized neighborhoods.

Brian Munson indicated that he believes that the city understands this.

David Drummond asked how does this happen? How do you create a Monroe Street?

Brian Munson indicated that the first step is to write a neighborhood plan then developers can plat the land and start building.

Judy Compton noted that the average price for homes on the MLS is \$240,000.

Lou Host-Jablonski indicated that on Vandewalle and Associates' handout all the points were about residential and there must be more commercial to make this work.

Judy Compton indicated that the City planned for commercial areas to the south of County Road T, but not one business has been built, yet Cottage Grove built a business park and the businesses came. We need to find out what Cottage Grove did to get businesses and do that.

Brad Murphy indicated that the plan would need to address this. The City needs commercial and jobs to make this work. The next step will be to put the plan together to achieve this.

Judy Compton indicated that we have a developer at the meeting who only does single lot development. Is this plan going to slow down the development?

Brad Murphy indicated not at this point, the plan does have an implementation plan. Right now we need to get this resolution adopted and then the plan adopted before the development can begin. We are hopeful that the plan will be done this year. We hope that the resolution stating goals is passed before we start the plan.

Peter Taglia wondered why there wasn't anything on the Vandewalle and Associates' handout about construction.

Brian Munson indicated that the handout doesn't have everything. We know there will be commercial, etc and there already are city requirements for construction sites. There is also limits regarding what a developer does, but there are others involved like the builders, the City and residents. We need to make this workable for everyone.

Peter Taglia indicated that everything is in there but construction site issues, so maybe include this in what the city needs to do?

Michael Vickerman asked if there is anything in there about street design and roof orientation for solar?

Brian Munson indicated that considering the size of this area, this is something that we will consider.

Judy Compton asked Brian considering that you are here representing – independent developers, have there been any discussions about LEED.

Brian clarified that if Judy was referring to LEED – ND (Neighborhood Design) that currently there are no green field sites that can meet the requirements. Brian worked on the redevelopment of Hill Farms and that project would have scored platinum, but you don't get many points for green field so LEED – ND will not work. LEED – Homes or other LEED for other construction can happen.

Lou Host-Jablonski asked for a Veridian new home what is the energy use? It is Green Build and Energy Star. He is wondering if goal number 2 is too low because it is using a citywide average and suggest that the goal be to do 25% better than Green Build or Energy Star.

Brian Munson indicated that there are state code issues and there is also a question about what does the market need?

Lou Host-Jablonski made a comment that City plans are not specific enough to make sure that this would really work.



Brian Munson indicated that the neighborhood plan is a guide and then we get more specifics when the developers begin working with engineers, etc. to make sure it is workable. We are working with city on this.

John Dewitt (A landowner.) indicated that he is behind this, however he would like the 25% taken out and to try to get as far as we can.

Sherrie Gruder indicated that the committee has a resolution in front of them and that people need to decide what they want to do.

Jeanne Hoffman reminded the committee that this resolution is going to go to many other committees and then to the Plan Commission for final review and then on to the Common Council.

Judy Compton indicated that this committee should move referral because this is a really important topic for this committee.

David Boyer reminded the committee that this is only the first step and will give staff some guidance so that they can begin to work on the plan with sustainability in mind. There is a part of him that thinks these goals could have no numbers because they are goals. He also mentioned that we needed to ask if we want big changes or little changes? If you have a big number it may cause everyone to think bigger and really change the paradigm.

Lou Host-Jablonski agreed with David's comment and asked whether these 25% reductions are good goals or not? He indicated that he thinks we need to do something big in this area and that for him the main challenge is to build truly mixed use where residential are really mixed-up with employment and retail, etc. That all of this is integrated and that that type of goal really doesn't lend itself to having a number attached to it. Finally, Lou commented that staff seems to be relying on the new zoning code as a way to get this truly integrated neighborhood accomplished in this area. He is not so sure that the new zoning code will be enough and mentioned that right now the zoning code rewrite committee is struggling. He thought that perhaps the resolution should have a 5th goal which lists the importance of the new zoning code and that this area may be a place where we can test it to see if it is providing the necessary zoning to accomplish true mixed-use. That is what the City did many years ago when they re-wrote the R2 district. However, the plan needs to have implementation strategies that go beyond the zoning code rewrite so that we can get to truly mixed-use.

Jeanne Hoffman and Rick Roll indicated some background work on the plan has been done but that the neighborhood plan cannot be completed until this resolution is passed so that staff know what implementation strategies to put into the plan.

Judy Compton suggested that the committee could pass the resolution tonight but ask that it be sent back to SDE before going to the Plan Commission so that SDE can see what the other committees have suggested. She feels that this an appropriate because this resolution deals with sustainability and that is the main work this committee does.

Peter Taglia commented that for goal #2 there should be more thought and

strategies for energy efficiency and energy conservation. That perhaps we can think about pilot projects for this area such as real time electrical meters, etc. There are many strategies that could be done here and smart metering is just one.

Jeanne Hoffman pointed out that the committee is talking a lot about implementations strategies that could be describe in the plan. She reminded committee members that they will also be able to review the neighborhood plan when it is making its way through the legislative process for approval, so there will be a time for the committee to add suggestions to the plan. It is fine for the committee to think about strategies and to provide guidance to staff on strategies that the committee feels will be successful, but that the committee also needs to be looking at the goals in the resolution and providing input/suggestions on whether this committee feels that these goals make sense.

Garrick Maine mentioned that he has sent an email to Sherrie for last month's meeting regarding this resolution because he was not going to make that meeting. The email, which he provided a copy of (and will be posted to Legistar), talks about measures and metrics.

- 1) Do we have the right number of goals?
- 2) The committee needs to review the metrics for each goal and ask whether they make sense.

Sherrie Gruder mentioned that we are not going to have time to work on the next item on the agenda, which is the TNS work that the committee has been doing, but that we should think about that right now because the goal that the committee came up with is to be a net zero energy community by 2050. Maybe we can consider that goal when we look at this resolution at our next meeting?

Judy Compton moved referral to the next meeting and as that staff provide at the next meeting more information on the following:

- Articulate why these goals were chosen and is something missing? Why the 25% was used for each of the goals and how staff plans on measuring these goals?
- Provide more information on goal #2. What exactly is 25% better than the average home in Madison? How does that compare to Green Build and/or Energy Star homes? What is the likelihood of having a goal that is achieving x% better that Green Build or Energy Star
- And a list of possible implementation strategies that the City can provide to help make sure that these goals can be achieved. Articulate how the City could implement these strategies.

Lou Host-Jablonski seconded the motion

Michael Vickerman indicated that it is easy to build housing and not retail and he wanted to know how can the City help bring businesses to this area and earlier than they would otherwise come?

Paul Muench indicated that we also needed to talk about goal #1 more because it will be hard to achieve.

**The motion passed unanimously**

[10922](#)

Presentation and Training of The Natural Step - Sustainability Framework by Karl Van Lith

Karl started the presentation by going through the agenda. Karl then went through the PowerPoint presentation. (Attached to these minutes.) Judy asked about recycling our computers. Staff indicated that the City sells/gives away some computers and the City also has a contract with Cascade Asset Management to recycle our old computers. Satya wanted to know how do the TNS projects grow? Staff mentioned that the projects do grow and used the energy wasters as an example. The City first determined which buildings use the most energy and now FM is taking steps to reduce energy use at these building. Staff also mentioned Fleet. The TNS project was to develop CAFE standards for our Fleet, but the project now includes a whole host of other initiatives - like AVL/GPS on our fleet, vehicle type, etc. Sherrie also mentioned Green Cleaning, which started out at Monona Terrace and is now used in all City agencies. Judy asked, what is our goal? Staff mentioned the Mpowering Madison goal of reducing the community's CO2 emissions by 100,000 tons by 2011 and the City's CO2 emissions by 15,000 tons by 2011. Committee members then worked on developing their Compelling Vision Headline Karl will compile headlines. (These will be posted to the minutes when available.)

Next the group developed and discussed the baseline information they would need to be able to move toward their headline. Finally, the group developed and discussed actions that would need to be taken to achieve their vision. Committee members then shared their actions with the group. Karl passed out the homework and explained it to the group. (Attached to these minutes.)

**Attachments:** [baselineinformationenergy 6-30-08.pdf](#)  
[Overview of The Natural Step.doc](#)  
[TNS SC Analysis Worksheet v4 6-30-08.doc](#)  
[TNS SDE presentation 6-30-08.ppt](#)  
[Visions SDEC for agenda 7-14-08.doc](#)  
[SDE Committee Members email from Sherrie Gruder.doc](#)  
[TNS Worksheet.doc](#)

**ADJOURNMENT**

Lou Host-Jablonski moved adjournment and Sherrie Gruder seconded the motion. The motion passed unanimously and the committee adjourned at 6:00 pm.