



## MEMORANDUM

August 6, 2010

TO: All Alders  
cc: Economic Development Committee  
Mark Olinger  
Brad Murphy  
Mayor's Office

FROM: Tim Cooley, Director – Economic Development Division

RE: Development Process Improvement Initiative

As you know, the City's Economic Development Committee has been soliciting comments from stakeholders in the development process. We are posting the information submitted as it arrives together with prior studies/reports and supporting documents from the EDC, Planning Department and relevant City commissions. These are all available through Legistar, file [#18121](#). We have also included, with this memo, a list of documents posted to-date.

The Mayor has established several goals for this initiative, calling for a development approval process that is:

- Efficient
- Predictable & uniform
- Maintains existing high standards

Many of you have had meetings with individuals in your districts and your neighborhood associations to discuss the initiative. Several Alders held a Neighborhood Summit last Saturday where roughly 100 neighborhood leaders from approximately 10% of the more than 120 officially recognized associations in the city participated for three hours in breakout groups and discussions.

A number of Alders have also participated in commission meetings where the initiative has been discussed and recommendations recorded. Comments resulting from these meetings have also been posted.

As you know, the end-result of this phase of the initiative is a report to the Mayor and Common Council. Now that the discussion has been going on in the community for a couple of weeks and you have had an opportunity to hear and read comments from your constituents and commissioners, we would like for you to submit your individual thoughts and suggestions. We

will post these to Legistar and make them available to the EDC in preparation for its series of public meetings.

Your recommendations and comments should be submitted in writing. Submissions should be sent in electronic form, if possible, to Peggy Yessa at [pyessa@cityofmadison.com](mailto: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 Monday, August 16<sup>th</sup> so they can be included in the briefing packet for the EDC at its meeting on August 18<sup>th</sup>.**

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

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



# Madison Development Review Documents Index

## Correspondence-Tab A

Updated 8/5/10

Document Name & Date	Description
<a href="#">Harrington to UDC comments</a>	John Harrington is a member of the UDC
<a href="#">Fey comments for EDC</a>	Comments from the Chairperson of the Plan Commission
<a href="#">Marquette Neighborhood Comments</a>	Aug. 5, 2010
<a href="#">Marshall Smith Steve King comments</a>	Aug. 3, 2010 economic development emails
<a href="#">Zoning Board of Appeals Area Exceptions</a>	Chart of number of zoning variances approved, denied and no returns from 2005-2009
<a href="#">Dawn O’Kroley comments</a>	Aug. 3, 2010
<a href="#">Greenbush Neighborhood Association Statement</a>	July 30, 2010
<a href="#">Bethel Lutheran Church Statement</a>	July 30, 2010
<a href="#">Dudgeon Monroe Neighborhood Association Statement</a>	July 30, 2010
<a href="#">Northside Planning Council Recommendations</a>	July 15, 2010
<a href="#">Adams Outdoor Recommendation 72210</a>	Letter from Adams Outdoor Advertising recommending billboard policy review as part of development process review
<a href="#">DMI Development Approval Recommendations 6-25-10 Final</a>	Downtown Madison, Inc.’s recommendations
<a href="#">Bill White: Madison Development Process 6-11-10</a>	Recommendations from ad hoc group of Madison practitioners
<a href="#">Cooley Memo re Input 10-6-30</a>	City Development Review & Approval Initiative including project timeline and opportunities for public input from Tim Cooley, EDD Director



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## City Committee/Commission-Tab B

Updated 8/5/10

Document Name & Date	Description
<a href="#">UDC Activity Log</a>	Urban Design Commission Activity Log 2003-2009
<a href="#">Urban Design Commission Procedural Comments</a>	Email from Rick Roll regarding UDC procedural comments
<a href="#">Murphy Memo to UDC Development Review Process 7-21-10</a>	Request for Comments on City Development Review and Approval Process from Urban Design Commission
<a href="#">Murphy PC Memo Development Review Process 7-8-10</a>	Request for Comments on City Development Review and Approval Process from Plan Commission
<a href="#">PC Review Standards</a> March 2010	Standards for use in reviewing certain types of development proposals
<a href="#">2009 Landmarks Commission Approvals Information</a>	Development approval information including number of cases by commission for 2009
<a href="#">Murphy Memo to Plan Commission, 7/22/10</a>	Summary of Development Review Data
<a href="#">Completed Projects: July 2006-June 2010 Chart</a>	Number of projects approved by Plan Commission, Urban Design Commission, staff and/or Common Council
<a href="#">Murphy Memo to Landmarks Commission 7-12-10</a>	Request for Comments on City Development Review and Approval Process from Landmarks Commission



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## Previous Reports-Tab C

Updated 7/30/10

Document Name & Date	Description
<a href="#">Development Process Report 2006</a>	Streamlining the Development review and building permit process , including a proposal to create a development review and permitting center
<a href="#">Mayor Memo Oct. 5, 2006</a>	Department of Planning and Development Reorganization Report
<a href="#">Mayor's EDC Report Memo 8-4-2005</a>	Memo to EDC on updates and implementation of recommendations from Opportunities to Make Madison City Government More Friendly to Business: 2004 report
<a href="#">La Follette Evaluation of Permitting Process</a>	Evaluation and Analysis of Madison's Development review and Permitting Process
<a href="#">La Follette Appendices</a>	Research protocols, case studies from other cities, position descriptions from other cities
<a href="#">Opportunities to Make Madison City Government More Friendly to Business: 2004</a>	Also known as the "Bugher Report", recommendations; includes testimony from two business forums



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## Existing City Materials-Tab D

Updated 8/2/10

Document Name & Date	Description
<a href="#">Participating in the Development Process</a>	A best practices guide for developers, neighborhoods and policymakers, June 2005
<a href="#">Dev Review Process 07-10</a>	Pre-application and formal application chart including timelines and informal neighborhood review process chart
<a href="#">Generalized Top Down Flow Chart 0001</a>	Generalized zoning, subdivision, plan review, permitting and inspection process
<a href="#">Process Flow Chart 7-19-10</a>	Detailed flow chart with pre-application, board/commission and plan sign-off/inspection stages noted
<a href="#">Madison Measures App. Review</a>	Excerpt from Madison Measures 2009 Report, Planning Division mission, objectives, strategies, benchmarks and data