



# City of Madison

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

## Meeting Minutes - Approved ECONOMIC DEVELOPMENT COMMITTEE

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Wednesday, September 2, 2009

5:00 PM

215 Martin Luther King, Jr. Blvd, Room 300

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### CALL TO ORDER / ROLL CALL

The meeting was called to order at 5:05 pm.

**Present:** 8 -

Peng Her; Mark Clear; Julia Stone; Richard A. Slone; Gabriel A. Sanchez;  
Joseph W. Boucher; Douglas S. Nelson and Edward G. Clarke

**Excused:** 2 -

Victoria S. Selkove and Sandra J. Torkildson

Also Present: Michael Waidelich, Heather Stouder and Rebecca Cnare, Planning Unit;  
Matthew Mikolajewski, Office of Business Resources; Timothy Cooley, Economic  
Development Director

### APPROVAL OF MINUTES

A motion was made by Stone, seconded by Slone, to Approve the Minutes of the August 5, 2009, meeting with the following changes:

1. On page 8 delete the sentence starting with "Ms. Stone said she . . . ."
2. On page 4 add "Mr. Cooley said" in front of "We are playing poker. . . "

The motion passed by voice vote.

### PUBLIC COMMENT

Public comments and speakers are shown in the notes for the appropriate agenda item.

### DISCUSSION ITEMS

1. [15498](#) Adopting the Royster-Clark Special Area Plan as a supplement to the City of Madison Comprehensive Plan.

**Attachments:** [Royster-Clark Draft Plan 072409.pdf](#)  
[Memo Council Commissions 072809.pdf](#)  
[RC Plan Brochure aug09.pdf](#)  
[Staff Comments 100509.pdf](#)  
[Comments 100509.pdf](#)  
[Add Comment 100509.pdf](#)  
[Staff Report to Council 102009.pdf](#)  
[Registration Stmtts.pdf](#)

**A motion was made by Clear, seconded by Her, to Return to Lead with the Recommendation for Approval to the PLAN COMMISSION. The motion passed by the following vote:**

**Excused:** 2 -

Victoria S. Selkove and Sandra J. Torkildson

**Ayes:** 7 -

Peng Her; Mark Clear; Julia Stone; Richard A. Slone; Gabriel A. Sanchez; Joseph W. Boucher and Douglas S. Nelson

**Noes:** 1 -

Edward G. Clarke

Michael Waidelich, City of Madison principal planner, explained the location, history, and current conditions of the site. This is the largest infill site available for development in the City of Madison. The 2006 City of Madison Comprehensive Plan classified the future use of this site as mixed use and residential. A market study was completed for this site. He further explained that neighborhood groups have been meeting monthly and want part of the site redeveloped as an employment center.

Heather Stouder, City of Madison planner, discussed the flexible design parameters of 2 to 4 story buildings at the southeast corner of the site and a flex space building near the railroad tracks.

B. J. Obermeyer, registered speaker, works in the University Research Park and would like to see that type of development on this site. She noted the large size of this property, 33 acres, and how Hilldale Shopping Mall, eleven acres in size, could easily fit on this site as an example of the size of potential developments that would fit on this site.

Judy Da Walt, registered speaker, is also a planning committee member and said that people want to improve the neighborhood with this plan.

Mr. Slone asked about past employment at the site and the density of the surrounding areas? Mr. Waidelich said approximately 200 people worked at the Royster Clark facility. The market study noted the changing of the area's retired population to a younger demographic.

Mr. Sanchez inquired about this site becoming a future rail station?

Mr. Waidelich said this is a freight rail line and he did not anticipate this becoming a passenger rail station.

Ms. Stone asked about the type of contamination on the site?

Mr. Waidelich responded the soils on the site are full of fertilizer and the soil would need to be hauled away and replaced as part of the site remediation.

Alder Clear asked if a large business could use the rail access available on this site?

Rebecca Cnare, City of Madison planner, said the plan does not preclude one big business in a campus like setting at this site. The neighborhood does not want this site developed as a large retail center.

Mr. Slone asked about funding the clean-up of the site?

Ms. Stouder said the owner is aware of all of the remediation funding available to them.

Mr. Her asked about developer interest in this site?

Mr. Waidelich said a few developers have looked at the site.

Mr. Boucher asked about the length of time to build out the site?

Mr. Waidelich said it depends on the final uses; it may take seven to ten years for the residential absorption.

Mr. Slone asked for a comparison to the Union Corners project?

Mr. Waidelich said it is twice the size of Union Corners.

Chairperson Nelson asked about the cost to purchase the property?  
Mr. Waidelich said the main costs are for demolition and clean-up of the site.

Mr. Sanchez asked if the high water table would pose construction issues?  
Mr. Waidelich said some buildings might need to be built on slabs.

Alder Clear asked about the possibility of the City land banking this site?  
Mr. Cooley said Habitat for Humanity is currently looking at the site and if they do not purchase it the City might look at land banking it.

Mr. Clarke noted there are few parcels this size left in the City and asked if this plan would preclude a manufacturer using the entire site. Would this plan scare off a developer?  
Mr. Waidelich said business inquires are typically for smaller parcels and this is different than the University Research Park.

Mr. Slone asked about paragraph one on page two of the resolution; this seems to be the only mention of employment?  
Ms. Cnare said three of the eleven goals of the plan are employment-based.

Mr. Clarke said a unique vision is needed for this special piece of land.

Chairperson Nelson asked if one large user wanted to develop this site what actions would be required to change the plan?  
Mr. Waidelich said a major change to the plan would require amending the plan.

Mr. Her said he likes the plan, noting it engages two neighborhood associations and has a little of everything in it.

2. [14184](#)

2010 Economic Development Work Plan

**Attachments:** [2010 ED Work Plan EDC Draft 9-2-09.pdf](#)  
[Tally Sheet.pdf](#)  
[CC ED Workplan presentation - 6-22-09.pdf](#)  
[2010 ED Work Plan Council Forum 6-22-09.pdf](#)  
[2010 ED Work Plan Priorities 6-2-09.pdf](#)

Mr. Matt Mikolajewski, Office of Business Resources Manager, reviewed the history of the plan to date; noting that some Council members and the EDC and Ed staff have responded to ranking of work items. He said the results were all over the board. This draft work plan has three parts; the first part is what could be accomplished with existing resources, the second part, beginning on page nine, are items that cannot be completed because current staff does not have the capacity to accomplish these and the third group of recommendations were not supported by many.

**A recess was taken at 6:20 pm.**

**The meeting reconvened at 6:25 pm.**

**Present:** 8 -  
Peng Her; Mark Clear; Julia Stone; Richard A. Slone; Gabriel A. Sanchez;  
Joseph W. Boucher; Douglas S. Nelson and Edward G. Clarke

**Excused:** 2 -  
Victoria S. Selkove and Sandra J. Torkildson

Mr. Boucher noted his preference to discuss these issues at another meeting to allow

everyone time to read the document.

**A motion was made by Clear, seconded by Sanchez, to hold a special EDC meeting at the end of September to discuss the 2010 Work Plan. The motion was approved by voice vote.**

Mr. Clarke noted there is no mention of the Regional Transit Authority (RTA) or the University Research Park 2(URP2) in the physical projects and asked these be added. Mr. Mikolajewski said URP2 has an adopted General Development Plan (GDP) and would require minimal time from the ED Division staff.

Alder Clear asked that feedback be given to Tim Cooley or Matt Mikolajewski before the next meeting.

Ms. Stone asked if the order of the recommendations as listed is important?  
Mr. Cooley said it is not and these are what staff can handle.

Mr. Clarke asked about economic development initiatives that are already in the Capital Budget such as the Downtown Library proposal and the Edgewater Hotel and what role the EDC has in the budget process? Mr. Cooley said the ED Division is already in the loop on these. Alder Clear asked that the Capital Budget become a future agenda item?

Mr. Slone asked what are Matt and Tim looking for from the EDC?  
Mr. Mikolajewski said 1) Look at items #1-#6, Are these priority projects? 2) Look at the remaining items, Is there one or two that could be looked at? 3) Would the EDC advocate for items # 1-#6?

Alder Clear suggested the 2010 Work Plan be introduced to the Council on Sept 15th and the EDC could get a final version back to Council in time for the October Capital Budget deliberations.

**A motion was made by Boucher, seconded by Her, to hold off on Capital budget requests until the 2010 ED Work Plan was completed. The motion was approved by voice vote.**

3. [14183](#) Update on City of Madison Economic Stimulus Funds

Mr. Mikolajewski said the Community Development Division is working on developing guidelines for use of funds in an energy efficient program. He anticipate the program could start sometime between October and February 2010 and might be grant. \$600,000 has been applied for. This would go toward businesses. The City of Madison already has applied for \$1million for City facilities energy efficiency upgrades.

Mr. Clarke noted the State of Wisconsin, Office of Energy Independence, has a business loan program and asked if there is a role for the City to promote this? Mr. Mikolajewski noted there are connections to various organizations.

4. [15812](#) Economic Dashboard - Update

**Attachments:** [July 30 Dashboard Final.pdf](#)  
[June 24 Dashboard.pdf](#)  
[April 30 Dashboard Final with attachmnts.pdf](#)  
[Feb 26 Dashboard Final.pdf](#)  
[ParcelsByExemptCode\\_TimC\\_030410.pdf](#)  
[15812-AllExemptParcels\\_022510.pdf](#)  
[jan 152010DashboardFinal.pdf](#)  
[Dec 2 Dashboard.pdf](#)  
[Dec02Attachmnts.pdf](#)  
[Economic Dashboard 9-25-09.pdf](#)  
[Economic Dashboard Report 8282009version2a.pdf](#)

Mr. Boucher mentioned a recent Wisconsin State Journal article which said the geography if Madison is expanding. He asked where Madison could expand?

Mr. Cooley said Madison is getting built out.

Mr. Nelson asked about the foreclosure trends data? Ms. Yessa noted the data is from the UW-Extension.

Alder Clear noted this data is a compliment to the Neighborhood Indicators program.

Mr. Cooley noted the unemployment rate is from U3 data and does not include all unemployed people. It is estimated that the U6 unemployment rate for Madison is around 11 % and 20% nationwide.

The EDC asked to receive an updated version of the Dashboard on a regular basis.

#### INTRODUCTION OF NEW ITEMS FROM THE FLOOR

- Request for 2010 Capital Budget information
- Mr. Sanchez announced the Nov. 20th Latino Chamber of Commerce dinner.

#### ADJOURNMENT

**The meeting was adjourned at 7:07 pm.**