



City of Madison

City of Madison
Madison, WI 53703
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Meeting Minutes - Approved DOWNTOWN COORDINATING COMMITTEE

Thursday, March 20, 2014

5:30 PM

210 Martin Luther King, Jr. Blvd.
Room 108 (City-County Building)

CALL TO ORDER / ROLL CALL

Present: 9 -

Michael E. Verveer; Ledell Zellers; Davy Mayer; Gregory O. Frank; Mary C. Carbine; Ted Crabb; Thomas E. Hirsch; Matthew J. Covert and Sandra J. Torkildson

APPROVAL OF February 20, 2014 MINUTES

A motion was made by Hirsch, seconded by Frank, to Approve the February 20, 2014 Minutes. The motion passed by voice vote/other.

PUBLIC COMMENT

There was no public comment.

DISCLOSURES AND RECUSALS

There were no disclosures or recusals.

1. [32474](#) Report of Mall Maintenance, Special Events 2014

Discussion of raised planting beds on 500-600 blocks of State Street

Lisa Laschinger, Parks Division, introduced herself as the new Supervisor of the Mall, and Central Parks District. She handed out Park's proposal for the planting bed program of the 500-600 blocks of State Street and mentioned the extreme difficulty of maintaining plants in these locations over the last few years.

Carbine asked if there was consideration of doing short fences like she has seen in other cities? Zellers agreed and said that short fences with flowers would be a attractive addition to the street. Mayer said that the planters in front of Mondays' are attractive to smokers who often trample the plants. Hirsch asked why larger shrubs aren't used like in the planters by King Street. Carbine remembered that shorter plants were wanted during the design of State Street to keep an open look to the street. Zellers said that she would prefer heavy planting over only mulch, even if it takes more maintenance, and that we should not give up on plants in these areas. Verveer noted that the downtown police officers were worried about the safety of the fence idea last time, but that it may be worth having an additional discussion. There was a question about the quality and color of the mulch that is produced by the Parks Division. Parks staff said that they will purchase high quality mulch for these small areas.

Discussion of Sidewalk Cleaning Program

Charlie Romines, Parks Division, handed out a map and information outlining the new sidewalk cleaning program that will begin this spring. He noted that Parks staff will notify businesses in advance of cleaning as there may be some minor inconvenience to existing sidewalk café owners as the cleaning will mostly occur between the hours of 6:30-11:30am.

Crabb asked about the Fairchild and Mifflin sides of the Overture Center, as they don't appear to be covered. Romines said that those lengths of sidewalk are maintained by Overture and are not within the Mall Maintenance area. Crabb added that he thinks that those blocks should be discussed in any future mall boundary discussions. Hirsch also noted that the Library frontage is also not in the boundary area.

Crabb noted that the 100 block of State Street was being left out of cleaning this year due to construction. He noted that the construction should be done by May, and asked if Parks could clean that block earlier in the process. Romines said that they could look into swapping that block out with another to get it cleaned this year.

Zellers also asked Parks staff about the yellow dots on all of the ash trees. She said that she had been getting a lot of concerned calls and encouraged the Parks Division to do some outreach with neighborhood associations. Romines noted that the City Forester has been meeting with neighborhoods, and that if Zellers hears from any others, that she should encourage them to have a neighborhood meeting with the forester.

Verveer asked if there were any new positions being hired, or equipment being purchased to accommodate the Mall expansion area that starts April 1. Romines said that they are looking at staffing needs, and will hire accordingly, and that they are going to evaluate their equipment needs after this first season using their existing equipment. He also mentioned that Eric Knepp, Parks Division, will be sending out letters to property owners about the expansion. Carbine asked that Parks also contact business owners in the area as well as property owners.

Planning Staff update on Food Cart Relocation strategies during State Street Reconstruction. Rebecca Cnare, Planning Division, noted that there are currently 20 food cart sites in the 700 block of State Street. She described that approximately 6 carts will be relocated to the East Campus Mall adjacent to the Presbyterian Church. 9 carts will be relocated to on street parking stalls on Lake Street adjacent to the Memorial Library, and an additional 3 carts will be placed in the North Frances Street plaza. She added that a few carts are also going to be experimenting out at the Epic Campus in Verona. Crabb suggested that some additional waste receptacles be added to these areas during construction. Verveer noted that each cart is responsible for having a waste receptacle as well.

2. [32910](#)

Amending Section 11.06(7)(j) of the Madison General Ordinances to prohibit alcohol consumption while operating a pedal-cab or as a passenger of a pedal-cab.

Verveer presented a substitute ordinance that was discussed at the Alcohol Licensing Review Commission (ALRC). He noted that the original ordinance, as supported by the Mayor, would prohibit alcohol on what are known as "Commercial Quadricycles". Verveer gave a brief history of this issue, noting that the State of Wisconsin passed a law allowing pedal-cabs to have open containers of up to 32 oz of malt liquor beverage, but allowed cities to opt out if desired. Verveer noted that the Mayor didn't believe that bicycling and alcohol are a good mix, and that alcohol doesn't belong in traffic lanes. After discussions with the owners of a local pedal-cab company, Verveer has offered up a substitute ordinance that allows open containers on these pedal-cabs with greater limitations than the state ordinance.

Sandy Theune, registered in support, and gave a brief overview of her business model. She said that they rent out the pedal-cab, which holds 14 passengers along with a driver and a "first-mate" that are employees of their business. Their home base is Buckingham's on Regent Street, and they rent out the vehicle for 2 hour tours of State Street and other areas as desired. The vehicle travels in the traffic lanes but is completely powered by the passengers. They are one of only two such businesses in the state, and that they have an excellent safety record. She added that they have relationships with several bars and restaurants, and are not interested in becoming bartenders. But they want to be able to offer their customers the ability to have no more than 2 beers per person during the two hour tour.

Linda Besser, registered in support, and added that their business is usually a pub crawl, and that they have built relationships with several businesses to offer food and drink for their pedal-cab customers. She added that the passengers will have to provide their own beer, and

that their employees will only grab them out of a cooler for convenience during the ride. She said that they have been talking about different ways to limit the two-beer per person rule, perhaps by using tickets. She added that the driver will have to be at least 21 years of age, but that the first mate only has to be over the age of 18, and that no employee can have any amount of alcohol in their blood stream. She said that they completely support the restrictions as outlined in the new language.

Hirsch asked if the vehicle blocks traffic. Theune replied that they pull off to the side of the road on State Street much like a delivery vehicle. Covert asked about how the beer will be distributed. Theune said that all beer must go in the cooler, and added that they also have water available for peddlers in the cooler.

Zellers asked about the action at the ALRC last evening. Verveer said that the ALRC unanimously recommended approval of the substitute ordinance language, adding that the substitute is more restrictive than the State law. Hirsch asked if this was opening the door, and wanted to know if there would be a limit on the number of available licenses, or any cause for revocation. Verveer said that the language is based upon procedures for taxi cab licensing, and that all of those limits will apply.

Mayer noted that it is currently legal to drink in a bus or limousine, and asked about the reduction to 24 oz. Verveer said that 24 ounces equaled one beer per person per hour, which seemed like a reasonable amount that would allow a peddler to legally drive home after taking the tour. Torkildson asked if it is only beer that is allowed, and asked about the hours of operation. Verveer said that it is limited to malt beverages, and that the time would be limited to 10:30pm, and not during the hours of 6am-6pm Monday -Friday. Verveer also added that they will not be providing any beer, and that passengers must bring their own.

Frank asked if it was possible to have the driver take a bartending class and responsible server's course.

A motion was made by Zellers, seconded by Frank, to Return to Lead with the Following Recommendation(s) to the TRANSIT AND PARKING COMMISSION.

Proposed amendments to substitute ordinance:

- **8(k)1: Instruct the City' Attorney's Office to remove the term transportation department, and replace with the term "City Traffic Engineer"**
- **8(k) 7 should read "Each passenger on a commercial quadricycle is are permitted to carry..."**
- **Instruct the City Attorney's office to create a new number under 8(K) with appropriate language to read that hours of operation will end at 10:30pm. The most appropriate location may be after 8(k)4.**
- **Instruct City Attorney's Office to create a new number under 8(K) with appropriate language that has the driver of a commercial quadricycle to have a bartending license and that creates the commercial quadricycle as a licensed premises.**

The motion passed by the following vote:

Ayes: 6 -

Michael E. Verveer; Ledell Zellers; Davy Mayer; Gregory O. Frank;
Matthew J. Covert and Sandra J. Torkildson

Abstentions: 2 -

Mary C. Carbine and Thomas E. Hirsch

Non Voting: 1 -

Ted Crabb

3. [32220](#) Downtown Coordinating Committee Priorities for 2014

Crabb asked if there were any additional changes to the Downtown Coordinating Committee's priorities. Carbine said that she has been hearing about issues with the large number of big events downtown, and that perhaps there should be a system of communication about permits and enforcement during events. Verveer noted that the Street Use Staff Commission was purely a technical committee that helps events comply with city regulations, and that this Committee would be appropriate to talk about the larger policy implications. Crabb asked staff to add a category to Item C under Shared Space issues: Downtown Events - analysis, policy and procedures including volume, communication, regulation and enforcement for permitted street use events in the downtown.

The Committee asked staff to remove #1: Top of State Street under Shared Space, as it was similar to #2: 100 Blocks of West Mifflin and North Carroll. The Committee also went over the table, and asked staff to make several changes in the column titled DCC Mission, as well as several other editorial changes. Cnare said that she would make all requested changes an email the document to Committee members.

A motion was made by Torkildson, seconded by Zellers, to Accept the DCC Priorities report with changes proposed by the Committee. The motion passed by voice vote/other.

4. Committee Member Updates

Covert mentioned that his students working on walkability issues in the downtown would be interested in presenting their findings to the Committee. Mayer said that Capitol Neighborhoods Inc. just had a very good joint meeting about the Downtown Rhythm and Booms. Crabb asked if Parks staff could look into potential timing for a Committee discussion on Mall boundaries.

ADJOURNMENT

A motion was made by Hirsch, seconded by Mayer, to Adjourn at 7:45 p.m. The motion passed by voice vote/other.