



City of Madison

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

Thursday, February 21, 2019

5:30 PM

215 Martin Luther King, Jr. Blvd.
Room 206 (Madison Municipal Building)

*****NEW Regular meeting room*****

Note: Kathy Marks attended the meeting via telephone

CALL TO ORDER / ROLL CALL

Present: 11 - Michael E. Verveer; Ledell Zellers; Kathy L. Marks; Gregory O. Frank; Adam J. Plotkin; Ted Crabb; David Ahrens; Davy Mayer; Sandra J. Torkildson; Lori J. Henn and Al Martin

APPROVAL OF January 17, 2019 MINUTES

A motion was made by Mayer, seconded by Martin, to Approve the January 17, 2019 Minutes. The motion passed by voice vote/other.

PUBLIC COMMENT

None

DISCLOSURES AND RECUSALS

None

1. [54361](#) Report of Mall Maintenance and Special Events 2019

Chad Hughes, Parks Division, gave a brief report on Mall Maintenance activities. He said that the downtown has received over 50" of snow this winter, with 40" falling just in the last month. Their crew worked through the polar vortex and had help from facilities and engineering to remove the large snow piles used as interim snow storage.

Verveer said that he has gotten several complements from downtown merchants grateful for all of the snow clearing work.

Henn asked about spring preparations, specifically regarding the fountains. Hughes said that the 2019 budget called for a separate contractor to cover fountain maintenance. An RFP is out for interested contractors, but there has not been a selection yet. Hughes expects that there may be a learning curve as they shift operations of the fountains to an outside group. Henn suggested that there should be deadlines written into the contact, so that the fountains are turned on/off each year in a timely manner.

2. [53818](#) SUBSTITUTE Creating Sections 10.056(2)(f), (5)(i) & (j) and (6)(r) and amending Sections 10.056(1), (6)(a), (b), (d), (i), (o), 10.056(11), and 10.056(12)(a) of the Madison General Ordinances creating and modifying the standards of issuance for Street Use Permits, creating the Downtown Zone and standards for street closures in that zone with exceptions for Legacy and Premier events, allowing a permit to be cancelled in case of emergency, adding language to preserve City control over the highways for transportation, and updating the findings and purpose section.

DCC recommends approval of the ordinance with the following amendments:

- a) Amend the Definitions so that they include a definition of Premier Events.
- b) Amend the Definitions with the following definition for City-sponsored events and make such events exempt from Downtown Zone policies, as shown in the BID's redline document: Any event where the City of Madison or department or agency thereof is the applicant or an event the City has a contractual relationship that directly supports the event in question.
- c) Amend the Loss of Legacy Status section, 10.056(5)(j)1.e.i., to read, "There is a request to significant change any one of the following..."
- d) Staff shall create language to address the variable dates as related to the UW Homecoming Parade's ability to maintain its Legacy Status.
- e) Amend the ordinance language and map so that Langdon Street, between Lake Street and Wisconsin Avenue, and all streets north of this part of Langdon to the lake, are no longer in the Downtown Zone.
- f) Amend 10.056(5)(i)2.b.i. to allow an event to start after 3 pm. on Sundays, as follows: Sundays - traveling route must start by 9:00am 8:00am or after 3:00pm.

A motion was made by Verveer, seconded by Martin, to Return to Lead for approval with the Following Recommendation(s) to the STREET USE STAFF COMMISSION.

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- b) Amend the Definitions with the following definition for City-sponsored events and make such events exempt from Downtown Zone policies, as shown in the BID's redline document: Any event where the City of Madison or department or agency thereof is the applicant or an event the City has a contractual relationship that directly supports the event in question.**
- c) Amend the Loss of Legacy Status section, 10.056(5)(j)1.e.i., to read, "There is a request to significant change any one of the following..."**
- d) Staff shall create language to address the variable dates as related to the UW Homecoming Parade's ability to maintain its Legacy Status.**
- e) Amend the ordinance language and map so that Langdon Street, between Lake Street and Wisconsin Avenue, and all streets north of this part of Langdon to the lake, are no longer in the Downtown Zone.**
- f) Amend 10.056(5)(i)2.b.i. to allow an event to start after 3 pm. on Sundays, as follows: Sundays – traveling route must start by 9:00am 8:00am or after 3:00pm.**

The motion passed by voice vote/other.

3. [54377](#) Discussion attachments related to Ordinance File No. 53818

Lara Mainella, Kelli Lamberty and Tom Mohr, were present from the Street Use Staff Commission to provide an update and answer questions about the substitute ordinance language. Kelli Lamberty sent an email prior to the meeting that outlined the substantive changes for the first version.

Crabb asked about what "agreeable conditions" meant for legacy events. Lamberty said that staff would work in good faith with approximately 28 eligible prior applicants to establish the parameters for legacy events. She added that this would only have to happen once, as going forward all new events will have to abide by the new Downtown Zone (DZ) rules. Frank asked if there were any events that could possibly lose their legacy status, even if they are eligible, due to not being able to work out the details. Lamberty said that the UW Homecoming Parade is the only one where there are major concerns, but that staff will work with them. She was encouraged by the full-time UW Alumni staff person that attended the last meeting that could be a more permanent point of contact moving forward.

Verveer asked what events are not old enough to get legacy status? Mainella mentioned Run Santa Run, the Twilight run, Cap City 5K and the Night Market as examples.

Crabb thought there should be a review process for exceptions to the new DZ rules. Mainella said that there are three types of exceptions: Legacy, Premier and City-sponsored events. In addition, there is an appeal process as there is for any ordinance. However, those appeals will not give someone a second chance to plead their case, it only is a review on whether or not the Ordinance was applied correctly. Frank added that he would be concerned about loss of legacy status if for example, Maxwell Street Days had a future issue/conflict with the City, could someone lose their legacy status?

Plotkin was concerned about the language in (e)(i.) regarding the loss of legacy status for just asking for a change of start time etc. He assumes that an event won't lose it for simply asking to change a minor part of their event. Mainella said that is a good point regarding minor changes that are not significant. Verveer mentioned the construction exception as an example. Crabb also added that the UW Homecoming weekend changes every year, so that needs to be taken into account as well. Henn said that most events are pretty set in their predictability, and that there should be an opportunity for consideration of minor changes. Plotkin suggested that the language be changed to a "significant change."

Zellers asked about the definition of City-sponsored, she believed that the term "financial arrangement" was too loose, and should be tightened.

Torkildson said that we cannot see the future. What if there are events and issue that have unforeseen consequences in the language that we are writing. She said that she supposed the common council could just change the ordinance, but that seems cumbersome. Martin said that these concerns by the commission may bring back the need for a more flexible policy document, rather than the ordinance language. Henn added that future changes may require a whole new set of legacy events.

Torkildson said that Bus Rapid Transit (BRT) is one of those issues that is unknown. Mainella said that if BRT becomes a reality, events will need to adapt as described in 2(f) of the proposed ordinance. Frank said he was glad that changes due to BRT and other City issues will not affect Legacy status.

Frank thanked the work of Destination Madison in helping craft the language for the Premier events exemption.

Verveer asked Leslie Orrantia, UW Chancellors Office, who registered in support, about UW Homecoming. Orrantia said that she was pleased that Lindsay Kinchey, from the Alumni Center was able to share her contact information with City staff and will assist with permits for the Homecoming Parade. Orrantia added that she is also willing to have her office be a second point of contact if needed during the time to help establish the parade's legacy event status.

Tiffany Kenney, Madison's Central Business Improvement District (BID), registered in

opposition and shared some suggestions in a red-lined version of the ordinance. She said her suggestions are focused on the establishing definitions for City-sponsored and premier events, adjusting weekend start times so that they are the same for both Saturday and Sunday, as well as a consideration to open up Sunday afternoon as a potential start time for running/moving events as it is a slow time for downtown retailers.

Marks said that a Sunday afternoon start time for events sounds like a good match for a slow time for downtown businesses, perhaps a 1:00 pm or 2:00 pm start time could be appropriate.

Martin is concerned about the new language regarding no longer allowing runs/races to end downtown if they are started downtown, as it is logistically difficult for race participants to have an end location that is far away from the start line. Tom Mohr, Traffic Engineering Division, said that they have not been approving new race routes that want to end in the downtown for some time, and this language in the ordinance just codifies their current policy. Starting races in the downtown is fairly easy, as the runners are all bunched up, but by the end of a race, runners are strung out along a great distance. It blocks the entire downtown and doesn't leave a way for people to safely move traffic around downtown. Parades and other events that allow breaks in traffic are much better in that capacity.

Crabb asked about library mall or Langdon Street as a possible end for runs. Mohr said that he would be concerned about the inter-city busses that currently wait by the Memorial Union. He agreed that Langdon Street east of Lake Street could be a possible location for the end of events. He added that he would not be against Sunday afternoon races. Crabb said that he would like to consider taking Langdon Street out of the DZ altogether.

Crabb also said that he would still like the ordinance to allow a more formalized appeal process. **The motion as related to the Committee's recommendation can be found in Legistar Item #53818.**

4. [32598](#)

State Street Report and Updates

Rebecca Cnare, Planning Division, gave a brief update on the DMI sponsored contest as related to Top of State RFP. Cnare also presented an early draft idea for a Downtown Doors BLINK Art program. Cnare said that she expects the DCC to officially take action on the Downtown Doors as a part of the resolution for the BID's programming contract next month. Zellers noted that she is hopeful that if the art on the doors stays in good condition that they could be up for longer than one summer or one year. Staff agreed.

ADJOURNMENT

**A motion was made by Plotkin, seconded by Martin, to Adjourn at 8:40 p.m.
The motion passed by voice vote/other.**

Upcoming Meeting: March 21, 2019