



# City of Madison

City of Madison  
Madison, WI 53703  
[www.cityofmadison.com](http://www.cityofmadison.com)

## Agenda - Approved ECONOMIC DEVELOPMENT COMMITTEE

*Consider: Who benefits? Who is burdened?  
Who does not have a voice at the table?  
How can policymakers mitigate unintended consequences?*

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Wednesday, March 17, 2021

5:00 PM

Virtual Meeting

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The City of Madison is holding the Economic Development Committee meeting virtually to help protect our community from the Coronavirus (COVID-19) pandemic.

1. Written Comments - You can send comments on agenda items to:  
[edc@cityofmadison.com](mailto:edc@cityofmadison.com).

2. Register for Public Comment:

- Register to speak at the meeting.
- Register to answer questions.
- Register in support or opposition of an agenda item (without speaking).

If you want to speak at this meeting you must register. You can register at <https://www.cityofmadison.com/MeetingRegistration>. When you register to speak, you will be sent an email with the information you need to join the virtual meeting.

3. Watch the Meeting: If you would like to join the meeting as an observer, please visit <https://www.cityofmadison.com/WatchMeetings>

4. Listen by Phone:  
(877) 853-5257 (Toll Free)  
Meeting ID: 914 7007 3870

If you need an interpreter, translator, materials in alternate formats or other accommodations to access this service, activity or program, please call the phone number below at least three business days prior to the meeting.

Si necesita un intérprete, un traductor, materiales en formatos alternativos u otros arreglos para acceder a este servicio, actividad o programa, comuníquese al número de teléfono que figura a continuación tres días hábiles como mínimo antes de la reunión.

Yog hais tias koj xav tau ib tug neeg txhais lus, ib tug neeg txhais ntawv, cov ntawv ua lwm hom ntawv los sis lwm cov kev pab kom siv tau cov kev pab, cov kev ua ub no (activity) los sis qhov kev pab cuam, thov hu rau tus xov tooj hauv qab yam tsawg pab hnuv ua hauj lwm ua ntej yuav tuaj sib tham.

(608) 266-4635

**CALL TO ORDER / ROLL CALL**

**PUBLIC COMMENT**

1. [64638](#) Public Comment EDC 3/17/21

**DISCLOSURES AND RECUSALS**

Members of the body should make any required disclosures or recusals under the City's Ethics Code.

**APPROVAL OF MINUTES**

January 20, 2021 <http://madison.legistar.com/Calendar.aspx>

**NEW BUSINESS**

2. [64250](#) Amending portions of Madison General Ordinances Sections 28.063, 28.064, 28.065, 28.066, 28.067, 28.068, 28.074, 28.076, 28.084, 28.085, 28.087, 28.088, 28.089, and 28.097 to change the front yard setback, if it is less than 15 feet, from 0 feet to 5 feet to support a street tree canopy, and creating Madison General Ordinance 28.071(2)(e) to establish a Downtown Setback Exceptions Map.

**Attachments:** [File No. 64250 Body.pdf](#)  
[2021 Staff Presentation Setbacks.pdf](#)  
[Public Comments.pdf](#)

**DISCUSSION ITEMS**

3. [64442](#) Planning Division update on the Odana Special Area Plan

**Attachments:** [OAP-Plan Comm Memo\\_03-08-21.pdf](#)  
[PC Presentation\\_03-08-21.pdf](#)  
[Link Odana Area Plan Website](#)  
[CBL Comments\\_03-08-21.pdf](#)  
[Park Towne Comments\\_03-08-21.pdf](#)  
[EDC Presentation\\_03-17-21.pdf](#)  
[EDC Memo\\_03-27-21.pdf](#)

4. [63357](#) Economic Development Division Staff Update regarding Small Business Equity & Recovery Program (SBER)

**Attachments:** [SBER Budget Options 1-18-21.pdf](#)  
[SBER Grant Data 1-15-21.pdf](#)

5. [60990](#) Equitable Economic Response and Recovery
6. [27862](#) Introduction of New Items from the Floor
7. [45135](#) Next Meeting  
April 21, 2021

**ADJOURNMENT**