



City of Madison

City of Madison
Madison, WI 53703
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Meeting Minutes - Approved PLAN COMMISSION

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Monday, June 11, 2012

5:30 PM

215 Martin Luther King, Jr. Blvd.
Room 300 (Madison Municipal Building)

DOWNTOWN PLAN WORKING SESSION

Note: This Session will NOT be televised.

CALL TO ORDER/ROLL CALL

Present: 9 -

Steve King; Marsha A. Rummel; Chris Schmidt; Nan Fey; Eric W. Sundquist; Michael G. Heifetz; Michael W. Rewey; Bradley A. Cantrell and Tonya L. Hamilton-Nisbet

Excused: 2 -

Anna Andrzejewski and John L. Finnemore

PUBLIC COMMENT

Gene Devitt, 28 E. Gilman St., registered in opposition to allowing new PUDs in landmark districts.

Jonathan Cooper, 208 S. Henry St., registered in support. He cited objective 2.3 about encouraging higher density infill and redevelopment that is context-sensitive and asked that the proposed PDD standards for taller buildings include that the new development complement and enhance existing structures.

Peter Ostlind, 533 W. Main St., registered in support. He suggested that the plan identify 1960s-era zero lot line buildings, include a better reference for increased density, clarify rooftop common areas, and delete recommendation 71.

Ledell Zellers, 510 N. Carroll St., registered in support. She suggested that the PDD process for exceeding the height limitations should be discouraged or prohibited in historic districts, recommendation 124 include Johnson and Gorham Streets, recommendation 163 include the identification of previously unidentified buildings worthy of landmarking, recommendation 170 not include "if initiated by a representative group of property owners," and that the benchmarks section be revised to remove the first three bullets under Key 5 and add National Register Historic Districts to Key 7.

Sachi Komai, 218 State St., and Nathan Wautier, representing Hovde Properties, LLC, registered in neither support nor opposition.

DISCLOSURES AND RECUSALS

None.

1. [24468](#)

A Resolution Adopting the Downtown Plan as a Supplement to the City of Madison Comprehensive Plan.

This Item was Referred to the PLAN COMMISSION

The Plan Commission considered Memorandum 5, dated June 11, 2012. Bill Fruhling, Principal Planner, explained that Memorandum 5 represents the Commission's actions on Memorandums 1 through 4 and proposes specific wording to incorporate these recommendations into the Downtown Plan.

A motion was made by King, seconded by Cantrell to approve Memorandum 5 with the changes/comments described below. The motion passed by voice vote/other.

- a) *page 15 (memorandum page 3, row 1)- Include that the locations of land bridges can be explored in the design phase, in addition to the width.*
- b) *page 21 (memorandum page 3, row 5)- Change "human growth" to "career development".*
- c) *page 22 (memorandum page 4, row 1)- Change "Downtown Madison has also grown its place" to "Downtown Madison has also become." Delete "young" from the reference to entrepreneurs.*
- d) *page 23 (memorandum page 4, row 3)- Change "Dane County" to "local governments."*
- e) *pages 28-29- Change the reference to "1960s era zero lot line buildings" to "1960s-1970s era zero lot line buildings", note that they are characterized by parking in the front, and identify them on the Parcel Analysis Map.*
- f) *page 31 (memorandum page 5, row 7)- Delete "While no longer the region's primary destination for comparison retail shopping".*
- g) *page 33 (memorandum page 7, row 2)- Delete "transit" in this reference, but also keep the proposed recommendation on page 74 with "transit."*
- h) *page 39- Delete "at intersections" from recommendation 42.*
- i) *page 40- Change the Generalized Future Land Use Map to have the "Predominant Residential" designation apply to the 400 and 500 blocks of West Washington Ave. half the block depth to West Mifflin St., with "Downtown Mixed-Use" north of that.*
- j) *page 42 (memorandum page 10, row 1)- Staff should propose revised language to clarify that accessible roofs should not be counted as a story simply because they are accessible, and should allow a small enclosure to provide access.*
- k) *page 53- Delete recommendation 71, since it will be covered in the Mifflin district section.*
- l) *page 71 (memorandum page 16, row 2)- Change the first two sentences of the last paragraph to remove the numbers and make the description more qualitative, possibly referencing general trends. Remove the graphic on page 72.*
- m) *page 72 (memorandum page 17, row 1)- Change "trails" to "paths".*
- n) *page 73- Add a new recommendation that reads something like: "Investigate park and bike options for the last leg of an intercity journey."*
- o) *page 78 (memorandum page 19, row 1)- Delete "and make the following segments a priority in the study."*
- p) *page 82 (memorandum page 21, row 2)- Add "including but not limited to" before "the following locations."*
- q) *page 92 (memorandum page 25, row 2)- Delete "by following through on its recommendations" and include identifying previously unidentified buildings that may now be potentially eligible for landmarking.*
- r) *page 93 (memorandum page 25, row 4)- Change "initiated" to "supported".*
- s) *(memorandum page 32, recommendation 66)- Change to read "...the design of both small and large business spaces..."*
- t) *(memorandum page 34, paragraph 2)- Change the first sentence to read "Both*

sides of the 400 and 500 blocks...”

u) (memorandum page 34, paragraph 5)- Add the City to the list of entities in the second sentence, and include a reference to “form-based” somewhere in the paragraph.

v) (memorandum page 34, objective 4.3)- Add a reference to “form-based”.

w) (memorandum page 34, recommendation 72)- Add a reference to “first floor flex space”.

x) (memorandum page 35, recommendation 78)- Change to read “...if stepped back.” Rewey moved, seconded by Hamilton-Nisbet, to make this change. The motion was approved on a vote of 4-2 (Heifetz and Schmidt voted no).

y) (memorandum page 37, objective 6.9)- Change to read “...transportation planning to ensure that all modes will be easily accessible...”

z) (memorandum pages 38-40)- Replace all references to “bonus stories” with “additional stories”.

aa) (memorandum pages 41-42)- Rework this section, including calling it “Benchmark Framework”, and focusing on how to measure the objectives contained in the plan.

bb) (memorandum page 48)- Revise the Primary Arts/Culture/Entertainment Destinations Map to make it more readable.

ADJOURNMENT

A motion was made by King, seconded by Sundquist, to Adjourn at 8:50 p.m. The motion passed by voice vote/other.