



Department of Planning & Community & Economic Development
Planning Division

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TO: Madison Landmarks Commission

FROM: Bradley J. Murphy, Planning Division Director

DATE: July 12, 2010

SUBJECT: Request for Comments on City Development Review and Approval Process

The Landmarks Commission has received a memorandum (included in your packet) from Tim Cooley, Economic Development Director, requesting comments on possible improvements to the development review and approval process. While the communication has been placed on the Commission's agenda for this evening, we suggest that it may be appropriate to refer a discussion until the next Landmarks Commission meeting of July 26, 2010.

In advance of that meeting, and included in your current packet are two memos: one from an ad hoc group dated June 11, 2010, and another from Downtown Madison Inc. dated June 28, 2010. These are two of the documents referred to in Tim Cooley's memo. Staff would be happy to provide printed copies of any other information requested by Commissioners in advance of the July 26th meeting. Since the Landmarks Commission is currently reviewing its policies, procedures and ordinance language, this communication provides an opportunity for the Commission to engage in the larger discussion of the development review process.

In order to prepare for your discussion, staff felt that it would be appropriate to ask the Commission to consider several questions related to the development review and approval process to help focus the discussion. Those questions are:

1. How does the Landmarks Commission review process fit into the larger development review process when complex projects require multiple reviews and overlap with the Plan Commission, Urban Design Commission and the Common Council? Is there any unnecessary overlap? What would be the best order for review projects to navigate through the multiple Commissions?
2. What elements of the process do not work well, in your opinion, and how would you like to see them changed? (Please think of examples of projects where you believe the process was not efficient, predictable, or resulted in a poor outcome).
3. What elements of the current process do you believe are working well and would not want to see changed?
4. Given your current review of the Landmarks Ordinance, what specific changes would you recommend to make the Landmarks Commission process more efficient, predictable and uniform while maintaining high development standards?

If there are other questions which Commission members believe would help focus this discussion, please feel free to suggest them and staff will forward all comments to the Landmarks Commissioners before the July 26 meeting.

It would be helpful for Commission members to have given these questions some thought prior to the meeting of the 26th and to write suggestions as bullet points to share with other Commission members.

- c: Mayor Dave J. Cieslewicz
- Mario Mendoza, Assistant to the Mayor Dave J. Cieslewicz
- Tim Cooley, Economic Development Division Director
- Mark A. Olinger, Director, Department of Planning and Community & Economic Development
- Rebecca Cnare, Planner III
- Amy Scanlon, Preservation Planner
- Bill Fruhling, Principal Planner
- Michael Waidelich, Principal Planner
- Al Martin, Planner III