



City of Madison

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

This meeting can be viewed LIVE on Madison City Channel, cable channel 98, digital channel 994, or at www.madisoncitychannel.tv.

Thursday, March 8, 2012

5:00 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: 7 -

Steve King; Chris Schmidt; Nan Fey; Eric W. Sundquist; Michael W. Rewey; Bradley A. Cantrell and Anna Andrzejewski

Excused: 4 -

John L. Finnemore; Marsha A. Rummel; Michael G. Heifetz and Tonya L. Hamilton-Nisbet

PUBLIC COMMENT

Mary Carbine, representing the Madison Central BID, registered in support (with changes). She stated that retail in the area is economically fragile and more residents and workers are needed to expand the customer base.

Susan Schmitz, representing DMI, registered in neither support nor opposition. She stated that the plan should: allow the maximum building heights to be exceeded through a PDD process; include "some real vision" for the Mifflin area, including changing the land use designation to mixed use; and reflect the Economic Development Committee's (EDC) comments regarding the Downtown Preservation Plan.

Peter Ostlind, 533 W. Main St., registered in support. He stated that the buildings should be mapped where redevelopment could exceed the maximum buildings height; that economic value should only be one consideration in evaluating redevelopment proposals; that potential landmarks evolve over time; and that density needs to be defined.

Delora Newton, representing the Greater Madison Chamber of Commerce, registered in support. She stated that the benchmarks section should be a follow up effort; she agrees with the EDC's recommendations regarding potential landmarks and many of their recommendations in Key 2; that public lake access should be enhanced, including more commercial development.

Michael Bridgeman, 106 S. Franklin St., registered neither in support nor opposition. He stated that predictability is good for residents and developers, including in historic districts; he supports increased maintenance in historic districts; that early sandstone structures should be preserved; that what is historic changes over time; and that the three year timeline to nominate potential landmarks is too short.

Ben Shutvet, 925 Lake Ct., registered neither in support nor opposition. He stated that the John Nolen bike path should be wider; that the land bridges should have more landscaping; that the Law Park illustrations should remove surface parking, include a bigger building, and add berming along the street edge.

Ledell Zellers, 510 N. Carroll St., registered in support. She stated that predictability is important in historic districts; coterminous local and national register historic districts should

not be absolutes; that the timeline for nominating potential landmarks is a good goal but shouldn't be an absolute; and that the branding of historic districts should more closely reflect the Cultural Plan.

Gary Peterson, 210 Marinette Trl., registered in support. He stated that bikes should not be allowed on the Lake Mendota path; that more housing is needed; that TIF could be used to support workforce housing; and that Madison is not a historic town and preservation is just being used to block development.

DISCLOSURES AND RECUSALS

None.

MINUTES OF THE February 23, 2012 MEETING

A motion was made by King, seconded by Cantrell, to Approve the February 23, 2012 Minutes. The motion passed by voice vote/other.

[24468](#)

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

This Resolution was Re-referred to the PLAN COMMISSION

A. Key 5: Enhance Livability

The Commission concurred with the staff recommendations for this section with consideration of the following comment:

- a) page 65- Add "including affordable housing".

B. Appendix D: Benchmarks

The Commission concurred with the staff recommendation for this section with consideration of the following comment:

- a) This section should include a few benchmarks for each key (without numbers) that could still be included in Appendix D, but as more of a prelude for the follow-up effort that is recommended.

C. Key 1: Celebrate the Lakes

With the exception of the specific votes described below, the Commission concurred with the staff recommendations for this section with consideration of the following comments:

- a) page 14- The path along John Nolen Dr. needs to be wider and the illustrations should be revised to move the runner, dog walker, and parked bike.
- b) page 14- Add a recommendation to enhance the treatment of the tunnel under Monona Terrace.
- c) page 15- Remove or greatly reduce the surface parking and remove the driveway near the park shelter in the Law Park illustrations.
- d) pages 16-17- Consider community gardens in Brittingham Park.
- e) page 18- The bike path along the Memorial Union may need to be relocated since bikes are not currently allowed.

Rewey moved, seconded by Cantrell, to amend Rec.1 (page 13) to change "boats" to "watercraft", include bike connections to the references to the land bridges, and to change the reference to the boathouse or enclosed activity center to "a Frank Lloyd Wright inspired design". Motion passed by voice vote/other.

Sundquist moved, seconded by Andrzejewski, to remove "limited filling to expand the shoreline." The motion failed on a vote of 2-4 (Sundquist and Andrzejewski voted in favor).

Cantrell moved, seconded by King, to approve Rec. 1 as amended above. The motion passed on a vote of 4-2 (Sundquist and Andrzejewski voted no).

Rewey moved, seconded by Cantrell, to approve the staff recommendations in the first six rows of the table for this section in Memorandum 2. Motion passed by voice vote/other.

Sundquist moved, seconded by Andrzejewski, to include the potential for covering more of John Nolen Drive. The motion passed on a vote of 5-1 (King voted no).

D. Key 2: Strengthen the Region's Economic Engine

The Commission concurred with the staff recommendations for this section with consideration of the following comments:

- a) page 21- Need a more clear definition of basic sector employment.
- b) page 22- Change "chains" to "national brands and stores".
- c) page 23- Dane County should be mentioned in the first paragraph and under "employment".
- d) page 24- Change to "address diverse parking needs".
- e) page 24 (memorandum page 5, row 1)- Change the new objective to read: "Enhance economic value of the Downtown by encouraging high value projects...".
- f) page 25 (memorandum page 5 row 4)- Rewrite BID recommendation to make it more clear.
- g) page 26, Rec. 13- Change "vehicle" to "motor vehicle".
- h) page 27 (memorandum page 6 row 6)- Consider if there is a more appropriate word than "that".
- i) page 30 (memorandum page 7 row 1)- Leave block numbers in parenthesis.
- j) page 31 (memorandum page 7 row 2)- Rewrite BID recommendation to make it more clear.
- k) page 31 (memorandum page 8 row 5)- Add to the end of the recommendation: "...and where supported by the market and neighborhood needs.", but make no other changes.
- l) page 31 (memorandum page 9 row 1)- Revise the language.
- m) page 31 (memorandum page 9 row 5)- Incorporate the first part of the BID recommendation ending with "...and experience offerings" into Obj. 2.5.
- n) page 32- Remove the drive time map.
- o) page 32 (memorandum page 10 row 2)- Start the new recommendation with a verb.

King moved, seconded by Sundquist, to approve the staff recommendations contained in Memorandum 2 unless otherwise noted above. Motion passed by voice vote/other.

ADJOURNMENT

A motion was made by King, seconded by Cantrell, to Adjourn at 8:00 p.m. The motion passed by voice vote/other.