



City of Madison
Meeting Minutes - Final
ECONOMIC DEVELOPMENT
COMMISSION

City of Madison
Madison, WI 53703
www.cityofmadison.com

Monday, January 9, 2006

5:00 PM

Madison Municipal Building, LL110 (Lower Level)

1 CALL TO ORDER / ROLL CALL

Announcement: The EDC thanked Katherine Naherny for her years of service to the City as Economic Planner.

Present: Patricia E. Jenkins, Michael E. Falk, Susan M. Gleason, Richard A. Slone, Mark Clear, Thomas W. Still, Mark D. Bugher, Edward G. Clarke and Ralph Kauten

Excused: Ald. Zachariah Brandon and Jeff C. Erlanger

2 MINUTES OF DECEMBER 1, 2005, MEETING

A motion was made by Clarke, seconded by Gleason, to Approve the Minutes.
The motion passed by acclamation.

3 ITEMS REFERRED BY THE COMMON COUNCIL

3a [02564](#)

Report re: Resolution #1716 creating TID #36 Capitol Gateway Corridor and Directive to Identify an Organizational Oversight Structure.

Sponsors: Judy K. Olson

Recommend that the Common Council accept the report but direct that any oversight committee/organization that may be created:

- will not overlap any other group's authority and have a clearly defined scope of responsibility;
- will have balanced representation from the area;
- will not delay any development approval process; and
- will sunset after a specified amount of time.

A motion was made by Clarke, seconded by Gleason, to Return to Lead with the Following Recommendation(s) to the BOARD OF ESTIMATES. The motion passed by the following vote:

Excused: Brandon and Erlanger

Aye: Jenkins, Gleason, Slone, Clear, Still and Clarke

No: Falk and Kauten

Non Voting: Bugher

Marsha Rummel, representing Marquette Neighborhood Association, registered and spoke in support of the need for an oversight committee to serve as "keepers" of the TID #36 plan and vision.

Discussion by EDC about need for yet another committee, how the Oversight Committee would function, and the perception that another layer of approval would be created. Naherny clarified that this is a staff report to the Common Council. The Ad

Hoc Stakeholders group could continue to meet with staff. The type of navigation, its duties and membership of the group are still undetermined.

4 SPECIAL DISCUSSION ON ORDINANCE CHANGES RELATED TO INCLUSIONARY ZONING

Jeanne Hoffman, representing the Mayor's Office, spoke in opposition to #02320 (repeal) and in support of 02363 (amending the current ordinance). She stressed the complexity and the balancing of IZ and that IZ is good public policy. Workforce housing is needed and urged the EDC to submit ideas for amending the ordinance to the Plan Commission.

Sue Springman, representing Executive Management (EMI), neither supported nor opposed the IZ Ordinance proposals and explained her company's concerns with IZ as EMI develops student housing at University Square. The Ordinance needs to grant exemptions for student housing projects, which are not eligible for TIF, Section 8 or Section 42 assistance.

Marianne Morton, representing Common Wealth Development Corporation (CWCD) spoke to oppose the repeal and support changing the IZ Ordinance because the community needs workforce housing to maintain a diverse mix of housing. The equity model needs to be simplified. CWDC uses a 50/50 share of appreciation value. She expressed her concern with the proposed inactive change to allow rezoning of commercial to residential.

Delora Newton, representing the Greater Madison Chamber of Commerce (GMCC), spoke in support of repealing the IZ Ordinance. GMCC believes it is not an attractive program for homebuyers, and developers/builders are not compensated for providing IZ units. GMCC study found 1800 condos for sale under \$185,000 and 1200 condos for sale over \$185,000 so workforce housing is already available.

Lisa Sobeck registered in opposition to the ordinance repeal and support of amending the ordinance, but did not speak.

Marsha Rummel, Marquette Neighborhood Association, registered in opposition to repeal and support of amending the ordinance and did not speak.

Hickory Hurie, CDBG Office, spoke on five points:

- 1) Urgency - the need to give current projects incentives.*
- 2) Need for flexibility to allow developers to use IZ for attached houses.*
- 3) The IZ Ordinance piggybacks the land use approval process and does not add time to the process.*
- 4) Staff and the Plan Commission need flexibility to respond to development proposals.*
- 5) The waiver process timeframes need to be amended.*

Tom Hirsh, representing the City's Housing Committee, spoke about the Housing Committee representing a wide base of developers and builders and that IZ is the City's only mechanism to include economic diversity in new housing.

4a [02320](#)

Repealing Section 28.04(25) of the Madison General Ordinances to eliminate the requirements for Inclusionary Zoning.

Sponsors: Jed Sanborn, Paul E. Skidmore, Judy Compton and Cindy Thomas

A motion was made by Kauten, seconded by Clarke, to Return to Lead with the Recommendation for Denial to the PLAN COMMISSION. The motion passed by acclamation.

4b [02363](#)

Amending Section 28.04(25) of the Madison General Ordinances to change the equity distribution at sale, add a new kind of occupancy, and add exemptions to the inclusionary zoning ordinance.

Sponsors: David J. Cieslewicz, Austin W. King, Brenda K. Konkel, Brian Benford, Judy K. Olson, Michael E. Verveer and Tim Gruber

Recommend approval and

- adoption of the Housing Committee's recommendations on ordinance amendments except for the recommendation to allow rezoning of commercial areas to residential use to provide an incentive to developers (Falk opposed);

- adoption of the 7 principles recommended by DMI, Inc. as guidance for further amendments to the ordinance (Clear, Falk and Slone opposed).

A motion was made by Clear, seconded by Slone, to Return to Lead with the Following Recommendation(s) to the PLAN COMMISSION. The motion passed by the following vote:

Excused: Brandon and Erlanger

Aye: Jenkins, Gleason, Slone, Clear, Still, Clarke and Kauten

No: Falk

Non Voting: Bugher

5 ECONOMIC DEVELOPMENT COMMISSION MISSION AND FOCUS

Bugher called attention to the summary report on EDC accomplishments in 2005. Gleason noted her interest was in developing the economic development vision for the City not focusing on the EDC mission. This discussion will be placed on a future agenda

6 PUBLIC COMMENT

No public comment.

7 ADJOURNMENT

The motion was made by Kauten, seconded by Still to adjourn at 7:40 p.m. Motion carried unanimously.