

**EDC Subcommittee on Development Review Process Report
January 11, 2011 Meeting Minutes**

Present: Peng Her, Vicky Selkowe, Alder Mark Clear, Al Zimmerman at 5:17 PM

Others Present: Alder Paul Skidmore; Tim Cooley, Economic Development Division Director; Matthew Mikolajewski, Office of Business Resources Manager; Peggy Yessa, Office of Business Resources

Call to Order at 5:07 PM

Disclosures and Recusals

Alder Skidmore said he has no direct economic interest but does work for developers.

1. Election of Chairperson and Vice Chairperson

Alder Clear nominated Ms. Selkowe for Chairperson. Ms. Selkowe declined and suggested they revisit this item when Mr. Zimmerman arrives.

2. # 18121 Development Review

Mr. Her said there is a misperception that Madison is anti-business. How can we use this report to counter this perception?

Alder Clear agrees there is a broader goal. He wants a predictable inclusive process.

ROLL CALL: Al Zimmerman arrives at 5:17 PM.

Alder Clear said there is a new candidate for the Director of DPCED. Mr. Cooley noted Mr. Cover has received a copy of the draft report.

Ms. Selkowe said there is a lot of good stuff in the report. She would like to:

- Strengthen the language

- Establish priorities (6 month and one year)

- Address concerns from neighborhood associations through language changes.

Alder Skidmore said there are significant roadblocks to developers from the neighborhoods.

Mr. Zimmerman would like to use the report dated 11/29 as the framework for discussion. He would like to:

- Have a balance between the stakeholders

- Define the problem areas and address them

- Determine the appropriate wording and spell out the actions

He would like to start at the beginning of the report and set up criteria and a framework for each item at this meeting.

Alder Clear asked if each member should take an item and come back with a revision?

1. Election of Chairperson and Vice Chairperson

A motion was made by Ms. Selkowe, seconded by Alder Clear, to nominate Mr. Zimmerman as Chairperson. Ms. Selkowe agreed to serve as Vice Chairperson.

The motion was accepted by unanimous voice vote.

2. # 18121 Development Review

Mr. Zimmerman said he would like the subcommittee to go through each item.

Ms. Selkove said the comments she received on the introduction are that it is too general and broad and needs additional focus. The Chart on page 14 is unreadable.

Mr. Cooley noted the chart is included in the appendix in a larger size. The introduction tells a story about why economic development is important.

Ms. Selkove offered to draft text that is more specific and relevant for the next meeting. Chairperson Zimmerman asked about what we intend to communicate in this section?

Ms. Selkove asked why it matters that 50 % of the property in the City is tax exempt.

Mr. Cooley said the key points are:

Rationale for the concern about investment in Madison.

The City funds itself through property taxes.

Mr. Zimmerman said we need an environment conducive for development in Madison and we need to protect what we have.

Ms. Selkove asked if the last paragraph on page 9 could be moved to the front of the introduction?

Chairperson Zimmerman asked if more “meat” could be added on protecting the environment, historic neighborhoods?

Ms. Selkove added energy standards, urban design to maintain a quality built environment.

Ms. Selkove will work with Mr. Cooley on revising the introduction.

Chairperson Zimmerman said the guiding principles on page 10 are sufficient.

On page 12, setting the stage for the relationship of plans is missing.

Page 14, Brad Murphy had asked if the timeline to start begins when an application is submitted?

Chairperson Zimmerman asked for a definition of a simple and a complex project?

Ms. Selkove noted the charts on page 14 and 15 are inconsistent, one uses days and one uses months. It should be consistent.

Alder Skidmore brought up the topic of presumptive approval.

Mr. Cooley clarified that the ping pong effect of referrals needs to be stopped.

Mr. Her said a predictable process needs to be known when an application is submitted.

Ms. Selkove said the implementation goal on page 15 is not strong enough, the buy-in and cooperation is not strong. Alder Skidmore suggested ‘acceptance’ instead of buy-in be used.

Ms. Selkove suggested bullet points be added into the language with 6 and 12 month goal approvals. Also could page 41 be moved to page 15?

Chairperson Zimmerman said on page 15 budgeted and effective in one year could be added.

Alder Clear said simple and complex projects are determined by their complexity and number of steps in their approval process.

Alder Skidmore suggested adding a third category of outlier type of projects such as Overture and Edgewater.

Mr. Cooley said the concept of outliers could be mentioned in the text.

On page 16 leave out the last two paragraphs.

Alder Clear suggested using roman numerals as page numbers for the introduction.

Page 17, Goal A1: Ms. Selkove recommends using Ed Clarke's comments here.

Chairperson Zimmerman would like to see bullets used in the pre-application phase in the first three paragraphs.

Mr. Her suggested using “require” not “encourage”.

Alder Clear: Goal A use “predictable, consistent” expectations.

Goal A2: Ms. Selkove asked to define what “near-term” means and use “require” not “encourage”. Use 30 days, not near-term, and add link to webpage as a framework to the meeting.

Erik Paulson asked how to capture ideas for projects in their early concepts?

Mr. Mikolajewski said it is a real problem when a developer has an idea and staff or alder rejects it outright. Could a software program be developed to log in simple initial ideas for an initial meeting?

Mr. Her said developers need to know there are neighborhood plans and height limits and facilitators to structure and guide a developer.

Alder Clear volunteered to redraft Goals 2a and 2b.

Ms. Selkove asked to clarify Goal B as to who does the notification?

Bert Stitt, Capitol Neighborhoods Inc., questioned the definition of a neighborhood on page 13.

Mr. Cooley said it is from the Department of Planning, Community and Economic Development and will leave it out of the final report.

Page 18, goal 2a Ms. Selkove suggested “require” an invitation.

Ms. Selkove asked if there is staff for facilitation?

Mr. Cooley said to see Appendix H regarding facilitation.

Ms. Selkove said this would be an added cost. Who would they be? Who would they work for, the applicant or the City?

Mr. Kevin Little, Greater Madison Chamber of Commerce, asked if revisions would be circulated prior to the next meeting?

Mr. Cooley said he would work on language changes but not have a new version prior to the next meeting.

Meeting adjourned at 7:07 PM.