

City of Madison
Interdepartmental Memorandum

Date: November 17, 2010

To: Tim Cooley, Director, Economic Development Division

From: Jule Stroick and Linda Horvath, Planning Division

Subject: Summary and Input from 2010 Mayor's Neighborhood Roundtable

Mayor's Neighborhood Roundtable

The Mayor's Neighborhood Roundtable is an annual half-day event that provides educational and communication opportunities for neighborhood leaders. The 2010 Roundtable (held on November 6, 2010) focused on the *Draft Economic Development Committee (EDC) Report: Development Process Improvement Initiative – 2010*. It was attended by 94 people, representing 35 neighborhoods, other community groups, municipalities, University of Wisconsin-Madison, and businesses (see Attachment A: 2010 Mayor's Neighborhood Roundtable Attendance and Attachment B: City of Madison Neighborhood Associations that attended the event).

2010 Roundtable EDC Draft Report Work Session

During a planned two-hour session, a four person panel provided background information and then participants were requested to comment on the general report and provide input on three specific issues:

1. Identify the best way to notify your neighborhood association of proposed development projects (e.g. listservs, email, website, mailers, posted notices, RSFeed, etc). If, for example, you choose websites and mailers, provide specific examples of what these would look like.
2. Identify the type of support and information you need from the City to better understand city processes.
3. Comment on specific recommendations and options in the EDC Draft Report.

Panel participants included Alderperson Chris Schmidt (member of the EDC), Alderperson Marsha Rummel (coordinator of two previous neighborhood summits to review and comment on EDC Report), and Kathy Dustin and Jack Chvala, Glendale Neighborhood, who provided a brief summary of previous neighborhood summit findings.

Input from the work session is presented below in two parts. Part I provides a summary of participant input and Part II provides comments from participants aligned with specific sections of the Draft EDC Report.

Part I: Summary of Participant Input

This section identifies some common themes that emerged from the various discussion groups. It should be noted that no votes were taken and no priorities were identified.

1. **The notification process of a development project is important to the developer, neighborhood associations, affected neighbors, and governmental officials and staff.** The notification period should be extended from 30 days to 60 days to allow the opportunity for communication among interested parties. Neighborhood associations want to meet with developers early to ensure proper notice can be circulated to residents, stakeholders, and adjacent neighborhoods if warranted. A major hindrance to

notification has been the associated cost, particularly of mailings, that are cost prohibitive for neighborhoods and alderpersons alike. City funding and/or development fees should be allocated toward notification costs and electronic notification and tracking of development projects should be implemented as a cost saving measure.

2. **Neighborhood associations believe it is important for developers to have the necessary information on the neighborhood, such as adopted neighborhood plans. It is also important for neighborhood associations to have detailed information on development proposals, such as citywide value, impact statements (environmental, economic, traffic, social) and economic feasibility.** Neighborhood associations agree with the benefit of preparing and updating neighborhood plans to identify areas to preserve and opportunities for infill, redevelopment, and adaptive reuse of buildings.
3. **Training of alderpersons, developers, and neighborhood leaders will provide the understanding of City processes, existing ordinances, and the knowledge of information pertinent to the interested parties.** Providing frequent training on the development process to all parties will provide the knowledge of what information is needed, reducing the amount of time to “get up to speed” when a project is proposed.
4. **Keep the existing review structure of Landmarks Commission and Urban Design Commission, including the super majority requirement to reverse any decisions.** Review by the Landmarks and Urban Design Commissions provides developers with the information needed to design and build a well-designed, compatible, and sustainable development within Madison neighborhoods. In addition, the existing structure provides accessibility to the public for input prior to approval by the Plan Commission and/or Common Council.
5. **The City should not govern the structure and membership of neighborhood associations.** The importance of neighborhood associations is to provide a local voice in the development process. Emphasis should be directed toward providing the training and resources for volunteers to perform their role to inform, educate, and facilitate neighborhood-wide dialogue.

Part II: Comments Aligned with Draft EDC Report

1. Comment on specific recommendations and options in the EDC Draft Report.

- **Cover and Page 7, the Case for Improvement:**

“Metropolitan areas with stringent development regulations generate less employment growth than expected given their industrial bases.” – Federal Reserve Board

- Comment(s)
 - Why should neighborhoods think the Federal Reserve cares about them?
 - Madison is no more difficult to do business with than many other cities. One reason it’s difficult for developers coming from other cities is that Madison’s local developers are so strong.
 - Emphasize features that make this City so great to locate in including the neighborhood input process.

- **Page 17, Pre-Application Phase:**

A. GOAL: Establish predictable expectations for neighborhood & staff review of development proposals.

- Comment(s)
 - Goal of standardizing development review process is a good one.
- 2. Standardize applicant notification & neighborhood review guidelines
 - a. Meet with Alder & Neighborhood Association president and/or design designee.

- Comment(s)
 - Could alders help to create a bridge between residents and businesses?
 - Developers applying for review and approval of proposals, as well as neighborhood associations, need to be knowledgeable of neighborhood's goals, zoning, history, etc.
 - Need simple guidelines to communicate with developers on projects.
 - Let's not cross a line with developers [and turn them off] – don't dictate too much – neighborhoods should collaborate with developers.
 - Neighborhood associations are development partners.
 - Neighborhoods convey that paying attention is important.
- 2.b. ii. 1. Provide City facilitation if needed and if Neighborhood Association agrees to guidelines
 - Comment(s)
 - If City facilitation is used, neighborhood association and developer should agree to guidelines.
 - Quality of dialogue concerning development projects needs to be improved.
3. Enhance notification of projects to broader neighborhood
 - Comment(s)
 - Communication of development projects needs to be effective at front end.
 - Its very expensive for neighborhoods to send out notices/publish announcements; developer could put down a deposit to help pay.
 - City has some responsibility to help neighborhoods with mailings.
 - Discuss impacts with entire neighborhood and adjacent neighborhood.
- **Page 18, Pre-Application Phase:**
 1. Encourage neighborhoods to have standard membership, governance, and development review policies and procedures
 - Comment(s)
 - The City should not govern who belongs to neighborhood associations; attempt to homogenize neighborhood groups is a negative theme.
 - Businesses should have a voice with development projects but not be voting neighborhood association members.
 - Planning councils, as well as neighborhood associations, should be included in the review process.
 - 1.b. Within neighborhood association recommendation, request disclosure of voting composition and provide information regarding degree of support behind recommendation (s)
 - Comment(s)
 - It is an error to have neighborhoods come forward with a position.
 2. Planning staff & Applicant work with neighborhood association
 - Comment(s)
 - Need developer transparency and accountability built into the process.
 3. Clarify that neighborhoods may provide advice with range of viewpoints in lieu of specific recommendation
 - Comment(s)
 - Complaints/appeals should be open to all with a stake.
 - **Page 22, Application, Review and Approval Phase:**
 3. Make Landmarks Commission and Urban Design Commission subcommittees of Plan Commission
 - Comment(s)
 - Remove subordination of Landmarks Commission to the Plan Commission.
 4. Eliminate super majority requirement from Council action to reverse Commission decisions.

- Comment(s)
 - Maintain super majority.

- **Page 28, Administration Improvement:**

1. Neighborhood Plans

- Comment(s)
 - Neighborhood association plans having economic feasibility are far-reaching.
 - Predictability – make sure that neighborhood plans, current zoning, ordinance, etc. are followed; actually have an impact, not easily changed.
 - Neighborhood plans should be used during the development review process to provide clarity.
 - Need City support for funding neighborhood plans.

2. Training

- Comment(s)
 - Need training and personal liaison from City (professional development) – training and mentoring.

4. Annual Summit

- Comment(s)
 - Include neighborhoods.

- **General EDC Draft Document Comments**

- Neighborhoods could come up with ways of helping each other.
- City should designate a plan as a template to follow; draft suggestions.
- DRAFT EDC document was influenced by neighborhood input – see things have been changed but more work needs to be done.
- In summary, document conveys the message that neighborhoods are being asked to change to fit into the development review process.
- Are developers/City listening (report is missing this).
- When comparing level of neighborhood involvement with developers time and investment, not evenly matched since developers are getting paid, while neighborhoods are volunteering time.
- Process should lead to outcomes.
- Neighborhoods need to be heard since they're the most affected by development projects.
- Need quicker review of process (more frequent).
- 3 minute timeline only referring to developers, what about neighborhoods?
- Disconnect between City/neighborhoods/schools. Parent Teacher Group involvement is important (what will become of neighborhoods without schools).

2. **Identify the best way to notify your neighborhood association of proposed development projects (e.g., listservs, email, website, mailers, posted notices, RSFeed, etc.). If, for example, you choose websites and mailers, provide specific examples of what these would look like.**

- Notification longer – 60 days.
- Include surrounding neighborhoods.
- Developers should meet with neighborhood leadership early on to prepare notices for neighborhood.
- Will there be City staff time dedicated to helping neighborhood associations with notification including the cost?
- Developers ought to pay for notification costs. How about a cost share with them or tax credit?
- Best ways to notify/verify – registered mail, emails, Internet.

- Meetings earlier with City Planner, developers and neighbors as a group.
- City should promote electronic means of communication since it is the least expensive option.
- Concerns: access to technology (means to collect email and addresses). Postcards can be unreliable/do not stand out – color may be solution.
- Block captains may be solution for dissemination in some neighborhoods.
- Public venues, public postings (replacing public spaces), libraries, markets, coffee shops.

3. Identify the type of support and information you need from the City to better understand City processes?



- Need data on the value of development proposals, number being submitted, how City is doing in terms of development process – how about creating benchmarks?
- Development projects should undergo impact statements (environmental, economic, traffic, social, neighborhood plan, and ecological).
- EDC should include extra step of analyzing the economic feasibility/value of development projects – projects to be prepped for auditing.
- Data needs to be sorted by 85 percent rather than average for processes.
- Websites should be accessible, easy to navigate and the City should offer web/email services.
- Neighborhood directory information.
- Need to know the expectations of Alders concerning proposed development projects – should engage them in meetings with the neighborhoods.
- Education should go both ways – should be collaborative between neighborhoods and developers.

Cc: Chris Klein and Mario Mendoza, Mayor's Office
Mark Olinger, Brad Murphy and Bill Fruhling, Planning & Community & Economic Development

Attachment A: 2010 Mayor's Neighborhood Roundtable Attendance
Neighborhoods
Bay Creek Neighborhood Association
Berkley Oaks Neighborhood Association
Bram's Addition Neighborhood Association
Brentwood Village Neighborhood Association
Capitol Neighborhoods, Inc.
Carpenter-Ridgeway Neighborhood Association
Cherokee Townhouse Association
Dudgeon-Monroe Neighborhood Association
Dunn's Marsh Neighborhood Association
Eastmorland Community Association
East Isthmus Neighborhood Planning Council
Glendale Neighborhood Association
Glen Oak Hills Neighborhood Association
Grandview Commons Neighborhood
Greentree Neighborhood Association
Hilldale Row Condo Association
Indian Springs Neighborhood Association
Leopold Neighborhood Association
Majestic Oaks Neighborhood Association
Maple Prairie Neighborhood Association
McClellan Park Neighborhood Association
Meadowood Neighborhood Association
Midvale Heights Community Association
Monona Bay Neighborhood Association
Orchard Ridge Neighborhood Association
Parkwood Hills Community Association
Prairie Hills Neighborhood Association
Regent Neighborhood Association
Ridgewood Neighborhood Association
Rolling Meadows Neighborhood Association
Sherman Neighborhood Association
South Madison Metropolitan Planning Council
Sprecher East Neighborhood Association
Sunset Village Neighborhood Association
Tenney Lapham Neighborhood Association
Westchester Gardens Neighborhood Association
Whitetail Ridge Neighborhood Association
Other Organizations
Asset Builders
Boys & Girls Club of Dane County
City of Fitchburg Common Council
City of Madison Building Inspection, Community Development, Common Council, Economic Development Committee, Housing Committee, Mayor's Office, Plan Commission, Planning Division, Training & Development, Urban Design Commission
City of Maple Bluff
Common Wealth Development
Curt Vaughn Brink, LLC
4-C Helping Communities Help Children
Madison Gas & Electric
Michael Best & Friedrich, LLP
Public Health Madison & Dane County
Smart Growth Greater Madison
Sustainable Atwood
University of Wisconsin-Madison

Attachment B: City of Madison Neighborhood Associations November 2010

Legend

-  Neighborhood Associations
-  Neighborhoods Attending Mayor's Roundtable on 11/6/2010
-  Madison Boundary



Prepared by Department of Planning and Community & Economic Development, Planning Division

