



City of Madison

City of Madison
Madison, WI 53703
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Meeting Minutes - Approved ECONOMIC DEVELOPMENT COMMITTEE

Wednesday, October 6, 2010

5:00 PM

215 Martin Luther King, Jr. Blvd
Room 260 (Madison Municipal Building)

CALL TO ORDER / ROLL CALL

The meeting was called to order at 5:04 pm by Vice-Chairperson Joe Boucher.

Present: 7 -

Peng Her; Victoria S. Selkove; Joseph W. Boucher; Edward G. Clarke;
Matthew C. Younkle; Ald. Joseph R. Clausius and Alfred L. Zimmerman

Absent: 3 -

Mark Clear; Gabriel A. Sanchez and Ald. Chris Schmidt

Excused: 2 -

Julia Stone and Douglas S. Nelson

Also present: Tim Cooley, Director, Economic Development Division; Donald Marx, Manager, Division of Real Estate Services; Jule Stroick, City Neighborhood Planner; Alder Julia Kerr, District 13; Peggy Yessa, Office of Business Resources.

APPROVAL OF MINUTES

A motion was made by Selkove, seconded by Clarke, to Approve the Minutes of the August 18, 2010 and September 16, 2010, meetings. The motion passed by voice vote.

PUBLIC COMMENT

None.

Agenda item #3 was taken out of order because the presenter for agenda item #1 was not yet present.

3 [17643](#) Upcoming Meetings

Ms. Yessa handed out an EDC meeting schedule for the remainder of 2010. She noted nine EDC members had responded to her email that they could attend a meeting on Monday, November 29th. The EDC concurred with the dates.

Ms. Selkove requested the final Development Process Review report to be sent to the EDC well in advance of the November 29 meeting.

- 1 [19055](#) Adopting the *Greenbush-Vilas Neighborhood Housing Revitalization Strategy Report* as a supplement to the Greenbush Neighborhood Plan.

A motion was made by Selkove, seconded by Ald. Clausius, to Return to Lead with the Recommendation for Approval to the BOARD OF ESTIMATES. The motion passed unanimously.

Ms. Jule Stroick, City of Madison Neighborhood Planner, presented maps showing the four areas and types of programs and development proposed in each area.

Gabriel Sanchez arrived at 5:15 pm.

- Present:** 8 -
Peng Her; Victoria S. Selkove; Gabriel A. Sanchez; Joseph W. Boucher;
Edward G. Clarke; Matthew C. Younkle; Ald. Joseph R. Clausius and
Alfred L. Zimmerman
- Absent:** 2 -
Mark Clear and Ald. Chris Schmidt
- Excused:** 2 -
Julia Stone and Douglas S. Nelson

Ms. Stroick explained the Meriter Hospital workforce housing program, for its employees to use when purchasing housing in the Greenbush-Vilas area. She said the area around Klief Park is proposed for higher density and that the City had completed purchase of two properties to enlarge the park to cove an entire block.

She said Cunningham Group, the consultants hired for this project, proposed infill development on larger lots to create yet another type of housing option. The largest-scale development proposed for this area utilizes a pedestrian-oriented, green street style. This could be developed on St. James Court near the Meriter campus.

Alder Julia Kerr said she highly supports this effort.

Mr. Boucher asked if this plan is an attempt to get students out of this area?

Ms. Stroick explained the neighborhood looked at existing housing stock and was hopeful it could be upgraded and workers and families would live in the area.

Mr. Boucher said students can often afford the same type of housing as hospital workers. The recently constructed, high-rise student housing, closer to campus, has more expensive rents.

Mr. Clarke inquired about the vacancy rate and if students are moving out of the area into the high-rise buildings.

Ms. Stroick explained the consultants had looked at vacancy rates and there are higher vacancy rates in student housing in the Greenbush-Vilas area.

Mr. Younkle asked if the housing stock in the adjacent Regent Street area has been looked at?

Ms. Stroick said the consultant had looked at the new campus housing construction and the larger geographic area. She said Greenbush-Vilas area residents want to

“age in place” and have housing for seniors and families.

Mr. Zimmerman asked about implementation of this plan and if the City would buy property for redevelopment.

Ms. Stroick said the consultant suggested forming an implementation team. The hospitals are also developing projects in the area. It is up to the implementation team to decide if the City should purchase property.

Alder Kerr said she does not see the City acquiring property. She is talking with developers and Meriter is donating property on Mills Street to a Community Development Corporation (CDC) for future development.

Mr. Zimmerman asked if the UW had been involved in this plan? He has seen other cities, Austin and Fort Worth, build housing to get students out of neighborhoods and it has not always been successful.

Alder Kerr said the UW is a partner in this plan. The Greenbush-Vilas area is happy to have students.

Mr. Her asked about the ethnic makeup of the Greenbush-Vilas area and what is the feeling about having more affordable housing in the area?

Alder Kerr said the goal is to have a range of options of housing in the area. Meriter Hospital employs a range of people in many age and income levels.

Mr. Boucher said students will migrate to affordable housing.

Alder Kerr said the City allowed the construction of the high rises and this area should be looked at on a project-by-project basis.

Mr. Clarke said he is familiar with the work of the Cunningham Group and complemented Meriter Hospital for its workforce housing program. He questioned the need for a neighborhood conservation overlay district.

Alder Kerr said zoning is a blunt instrument and the overlay district will not diminish housing stock.

Mr. Clarke does not want a project to freeze architectural development a district in a particular time period.

Alder Kerr sees his point but sees modern and other architectural styles as buildable in the district.

Ms. Selkove said the plan and Meriter’s workforce housing development program are excellent. She said the EDC sees these types of plans at the very end and never sees the results of the plans and does not know what the purpose and goal of these being referred to the EDC is.

Alder Kerr suggested the EDC let the Council know how they feel on this type of referrals.

Mr. Zimmerman said the plan is good and the EDC needs to be involved earlier and the criteria for EDC referral needs to be developed.

Alder Clear and Alder Schmidt arrived at 5:30 pm.

Present: 10 -

Peng Her; Mark Clear; Victoria S. Selkowe; Gabriel A. Sanchez; Joseph W. Boucher; Edward G. Clarke; Matthew C. Younkle; Ald. Chris Schmidt; Ald. Joseph R. Clausius and Alfred L. Zimmerman

Excused: 2 -

Julia Stone and Douglas S. Nelson

2. [19995](#)

Authorizing the execution of a Real Estate Contract with M&I Regional Properties, LLC for the purchase by the City of properties located at 2507, 2504 and 2340 Winnebago Street (Union Corners) and authorizing the use of Land Banking Funds for the acquisition.

A motion was made by Clarke, seconded by Zimmerman, to Return to Lead with the Recommendation for Approval to the BOARD OF ESTIMATES. The motion passed unanimously.

Don Marx, Manager of the Office of Real Estate Services, explained the contract and said the details of the sale are in the text of the resolution.

Mr. Clarke asked how the acquisition of the property scored on the land bank criteria.

Mr. Marx said it scored an 18 out of 20 possible points.

Mr. Zimmerman asked how this fit in with the Capitol East District plan.

Tim Cooley, EDD Director, said this is in a separate TID district. The advantage of this site is it is assembled acreage that could have been split apart if purchased by a developer.

Mr. Zimmerman asked if the reuses of the property would come back to the EDC for review.

Alder Clear said the EDC developed the criteria for the purchase and sale of land bank property.

Ms. Selkowe asked if the purchase included the parcel adjacent to the Malt House.

Mr. Marx said the City's proposed purchase does not include this parcel.

Mr. Her noted the resolution set aside \$60,000 for a site analysis. He said the SASY neighborhood association spent two years developing the plan for the Union Corners development. Will this money be used to redo the plan?

Mr. Marx said the plan failed to be developed because of the economic conditions. The goals of the developer and neighborhood association need to be balanced and the GDP SIP will be reviewed and re-evaluated.

Ms. Selkowe thanked Alder Clear for his work developing the landbanking program. She had lived in that area and Union Corners is an important site to her. She asked what will happen with the bricks from the French Battery building. The previous developer was going to reuse them on the site.

Mr. Marx said it is written in the purchase offer that the bricks and the old French Battery Company sign will be included in the purchase and the City will move them elsewhere for safe storage.

ADJOURNMENT

The meeting was adjourned at 6:06 pm.