



City of Madison

City of Madison
Madison, WI 53703
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Meeting Minutes - Approved DOWNTOWN COORDINATING COMMITTEE

Thursday, April 20, 2017

5:30 PM

210 Martin Luther King, Jr. Blvd.
Room 108 (City-County Building)

CALL TO ORDER / ROLL CALL

Present: 8 - Michael E. Verveer; Gregory O. Frank; Adam J. Plotkin; Ted Crabb; David Ahrens; Thomas E. Hirsch; Sandra J. Torkildson and Lori J. Henn
Excused: 2 - Ledell Zellers and Davy Mayer

APPROVAL OF March 16, 2017 MINUTES

A motion was made by Hirsch, seconded by Frank, to Approve the March 16, 2017 Minutes. The motion passed by voice vote/other.

PUBLIC COMMENT

None

DISCLOSURES AND RECUSALS

None

1. [45683](#) Report of Mall Maintenance and Special Events 2017
Mark Kiesow, Parks Division gave a brief update on Mall Maintenance activities.
 - Tree lighting at the top of State Street has been installed.
 - They added 7 new planter tubs in the expansion area, and re-seeding and preparation of planting beds has begun.
 - They have been painting/refurbishing the trash bin rings.
 - They continue to inventory and prepare a plan to refurbish and replace bike racks and benches. In 2016, they refurbished 13 bike racks, and replaced 5 bike racks; Refurbished 6 benches, and replaced 2 benches. They have plans to continue to order the same design of street furnishings. If there is any changes proposed, they will work with Planning staff and the DCC to approve those changes.
 - The plexi-glass in the kiosks is getting foggy and will also need replacing.
 - Annual sidewalk power washing has also begun.
2. Discussion with Police on Downtown Issues
Lt. Brian Chaney-Austin gave a police update on their plans for the Top of State Street. The plan was outlined in a blog post by Capt. Freedman that Cnare will share with DCC members. They have begun a 10-day education period, where they have posted some signs, handed out brochures and are trying to educate frequenters of the area on support services, and resources available to the homeless, as well as expected behaviors and potential ordinance violations without issuing citations on minor offences. Once the grace

period is over, Capt. Freedman has instructed his staff to be consistent across the board, and all on the same page to try to stop things from getting out of hand, and also to help officers from feeling too pressured and burnt out like they did last summer.

Crabb asked about comparisons to spring of last year, as well as efforts to prepare for the Mifflin Street block party. Chaney-Austin said that the fact that all officers are going to be acting consistently at the Top of State feels like it will be very helpful. He added that police have been working in advance with residents on Mifflin Street about expected behavior and ordinance rules. They have been passing out pamphlets to residents and property owners and will have little patience with out of control behavior.

Rick Eberhardt, 600 State Street, registered to speak. He has concerns about people standing in the street waiting to get into bars, specifically at the side entrance on Hawthorn Court. It is difficult for his tenants to get through the area and access parking. The Lieutenant said that they have asked City Zoning about the legality of that entrance, and it was determined to be legal, although the police would prefer it not to be used due to many of the issues that Mr. Eberhardt mentioned.

3. [46508](#)

CHARTER Creating Section 31.046(2)(c) of the Madison General Ordinances to create a new permit system to allow portable, sandwich-board style signs in the public right-of-way.

Matt Tucker, Zoning Administrator, gave an overview of the new ordinance and how it will mostly be used in the downtown and along some of our traditional shopping streets where businesses are not able to place sandwich board type signs on their own private property.

Hirsch asked about the Section 7 diagram - what is a path? Tucker said that it would be like a sidewalk, bike path or other connection that wasn't a driveway or a street. Hirsch thought that a path should be treated like a driveway and not like a street.

Hirsch asked about the size discrepancy between a 30"x48" frame and a 24"x36" sign area. Tucker said that they went out and measured many existing signs and that the frames are often a bit bigger than the actual sign. The 24"x36" limit also corresponds with other requirements/sizes within the sign code, so the 24"x36" was consistent throughout the code.

Plotkin asked if there would be a sticker or other identifying marker on permitted signs. Tucker said that they have gone away from that method, and will rely on their own records when doing enforcement. Plotkin asked about the remedy for violators. Tucker said that they will have a grace period while the ordinance is new, and will try to educate first offenders, but that they will have little patience for violators, as people need to be responsible for their own signs.

Frank asked if it was possible to have a sign on a café fence instead of a signboard to save space in the right-of-way. Tucker thought that was an interesting idea, but one that would have to be explored in conjunction with café rules, as the vending ordinance would also have to be changed. Henn liked this idea and thought it was worth exploring further.

Ricker Eberhardt, 600 State Street, registered to speak. He said that he opposes the \$100 permit fee, as he also has to pay BID and Mall Maintenance fees. He was also against the restriction to only allow one sign per building as he has three tenants in one building. He also mentioned that there is a sidewalk café that creeps out very close to the sidewalk that must be violating the vending rules.

Henn asked if anyone had been injured by these signs, and asked about how business owners should manage them. Tucker said that he is aware of three injuries, one involved a bicycle, and two injuries of kids sticking their heads through a hole for photos. Tucker also said that storeowners are responsible for removing the signs in windy conditions. Henn

thought that it is difficult to think about how windy it is when you are inside running your businesses.

Crabb asked if there could be a sunset or reevaluation of the ordinance after a year to see if it is working the way it should. Tucker said that a reevaluation by staff in a year is a good idea.

Ahrens asked about the zoning districts where this will be allowed. Tucker said Downtown Core (DC), Urban Mixed Use (UMX), Traditional Shopping Street (TSS) and Neighborhood Mixed Use (NMU) is where it will most likely be used.

Ahrens asked if there have been any problems with theft. Tucker said that he has not heard that concern from business owners. Ahrens asked about placement regulations, and the requirement for a photo for the permit - doesn't that affect changeable copy of the sign? Tucker said that the two-foot distance from the curb is to prevent car doors from hitting them, and that changeable copy is allowed - the photo is so his inspectors have a good idea about the general sign design. Hirsch thought that a diagram should also be sufficient - Tucker agreed.

Torkildson thinks this ordinance is a great idea as it will end the free-for-all and establish rules. \$100 is not that much money in terms of the advertising that these signs do for businesses.

Verveer says that this ordinance is trying to fix a predicament and allows businesses to be regulated consistently. He asked mat to address 7c - which limits one sign per buildings. Tucker said that this was intended to prevent basement and second floor businesses from adding additional signs, but that he sees how it could be an issue with long buildings. Like the Hub, which have several businesses along almost an entire block. Verveer asked Tucker to work with the City Attorney's office to craft some language to allow one sign per ground floor business or something similar.

Verveer mentioned that since this was not an official referral, he is glad that the DCC provided input even though they cannot take a vote.

4. [46218](#)

Adopting the Downtown Madison Bicycle & Moped Parking Study.

Arthur Ross, Traffic Engineering, described the process and history of this report.

Hirsch said that he is in favor of more bike parking, but is concerned about mopeds.

Crabb asked about who is responsible for the removal of abandoned bikes. He thinks that it is a good recommendation to remove them more often, but wished that there was a responsible party attached to this recommendation, or it likely won't happen. Ross mentioned that he hopes to work with the current process and make it more regular. Crabb is worried that it will not be enough.

Torkildson asked how many more bike spaces the report recommended. Ross said about 250 - along with a recommendation to have a variety of different rack types. He described the history of bike rack design in the downtown and said that he has heard concern about maintenance in and around different styles, but he is working with the manufacturers on coming with some modifications that could help with maintenance. Henn asked about recommendations for long-term parking. Ross said that a pilot program for the Capitol /State Garage is on page 32, and he is working with the Judge Doyle Proposal to include long term bike parking there as well.

Crabb asked Ross to describe the recommended new rack design. Ross said that on page 36 is shows the recommended style, which allow for bikes with baskets, and prevent racks

from being overloaded. The current design is easily overloaded, and it is sometimes very difficult for users to remove their bikes. Crabb also mentioned how disappointing it is that so many spaces are being wasted by abandoned bikes.

Rick Eberhardt, 600 State Street, registered to speak. He thinks it is a lot to ask people to pay \$60 for bike parking in a ramp, and he is also here to oppose any new bike racks in front of his building (Map C-1 in report).

Ahrens commented on the proposed recommendation to have one moped space for every seven bedrooms in all new developments. He asked about the data behind those recommendations. He also mentioned that the last bullet on page 20 does not seem to have data supporting it. Ross did not know exactly how that number was recommended, and said that they will work with the DOT to try to get an idea of how many mopeds are in the city - but that with students registered in many places, much of the DOT data will not be exact.

Ahrens added that he thought it was a very informative report, and thanked Ross for their work.

A motion was made by Frank, seconded by Plotkin, to Return to Lead with the Recommendation for Approval to the PEDESTRIAN/BICYCLE/MOTOR VEHICLE COMMISSION. The motion passed by voice vote/other.

5. [46836](#)

Accepting a Permanent Easement for Public Transportation Purposes from 149 East Wilson, LLC across property located at 151 East Wilson Street and, in exchange, authorizing the Mayor and City Clerk to execute an Access Easement Agreement with 149 East Wilson, LLC across the City-owned rail corridor located behind 151 East Wilson Street.

Rebecca Cnare, Planning Division, described the resolution, as she was a part of an inter-agency team, led by Engineering that has been working with the property owner on this potential connection. Cnare said that there are very few opportunities left to secure through access between the downtown and the lakefront. This site is ideal, as the elevation of Wilson Street allows a future bridge to come straight off of Wilson Street at the right height to clear the railroad tracks. Cnare also said that this easement does not preclude any larger effort for more expansive lakefront ideas, and that it will be a very important connection in the future.

Hirsch asked about the images showing support piers into the lakebed. Cnare said that these images were only concept designs to illustrate the connection, and that Engineering staff will design the actual support system as we move forward, and will likely try to avoid any supports in the lake.

Verveer mentioned that City Staff has hired Strang Engineering to look at the John Nolan, Williamson, Blair and Wilson Streets intersection, and they are looking at this connection as part of easing bicycle and pedestrian flow through that very tough intersection.

Hirsch asked of the DCC will be a referral on the Blair/Nolan study. Verveer said that he would try to remember to refer it to the DCC.

A motion was made by Ahrens, seconded by Plotkin, to Return to Lead with the Recommendation for Approval to the FINANCE COMMITTEE. The motion passed by voice vote/other.

6. [46817](#) Repealing Section 12.76(4)(f), renumbering Section 12.76(4)(g) to (f), creating Section 12.793, amending Sections 12.128(14), 12.141(1), 12.145(3) (c) and 1.08(3)(a) of the Madison General Ordinances to prohibit moped parking on the public Sidewalk and Terrace Area except in Moped Parking Areas and establish a bail deposit for violation thereof.

A motion was made by Ahrens, seconded by Crabb, to Return to Lead with the Recommendation for Approval to the TRANSIT AND PARKING COMMISSION.

Arthur Ross, Traffic Engineering gave a brief overview of the ordinance that will no longer allow mopeds to park on city terraces throughout the city. Mopeds will now be treated like motorcycles when it comes to parking regulations. Mopeds will have to park on the street, private property or in city parking garages. There is one exception to this new rule. There is an area near the campus, shown on the attached map, where property owners can opt in to allow moped parking on terraces as part of a privilege in streets application.

Hirsch asked if moped parking was a problem in other areas of the city. Ross apologized for not attaching the larger report to the legislative file that initiated this ordinance response. The basic premise of the report discusses how the city can treat mopeds like type 1 vehicles for parking purposes to help deal with issues in the downtown in particular. This would prohibit them from parking on the sidewalk/terraces, and move them to private property or street parking where applicable. The mopeds will also be eligible for RP3 parking stickers where appropriate.

Ahrens asked how the exclusion/consideration zone map was created. Did data show that it was important here? Ross said that all of the downtown alders were consulted during this process, and Alder Wood asked for an exclusion zone to allow property owners to opt in to terrace parking by way of a Privilege in streets permit. Alds. Verveer and Zellers were not interested in having their districts be included on the map.

Verveer said that he discussed this issue with several large building owners, and that they are in favor of it, as they provide moped parking opportunities. They believe that the terraces are being used by people who live outside of their buildings; however it is important to note that they also charge for monthly parking spots.

Hirsch thought that \$60 was a large violation. Verveer said it is the same as a snow violation. The city also intends to have several months of education before they begin giving out citations.

Hirsch asked about older apartments and converted houses - will this be an issue for them since they likely do not have designated moped parking. Ross said that mopeds can park in the street where appropriate, and that the city also plans on starting an education program about the moped parking changes, which may dissuade some students from bringing their mopeds to campus in the first place.

Ahrens said that he is concerned about not having enough motorcycle spaces in the parking garages, as well as areas outside of the downtown. Ross said

that they are not anticipating a lot of problems outside of the downtown, and that the university has had good luck with an overall reduction of mopeds as they have instituted their own moped parking limitations.

Ahrens said that it is tough to agree to ordinances where there isn't data to show that it is necessary. He would like to know how many mopeds there are in order to determine if this will work or just cause more problems.

Jami Crespo, Major Ave, registered in opposition.

Aaron Seligman, Major Ave, registered in opposition.

Rick Eberhardt, State Street, registered in opposition and said that if people can't park mopeds in the terrace, they will try to park in his small lot, so he will have to call parking enforcement all of the time. He said this puts a burden on him as a property owner, and creates another problem.

Plotkin said that there is evidence to suggest that there is a lot of space available in most ramps, so he does not believe this will cause a problem with capacity. He said that the exclusion zone does not make much sense to him, and he made a motion to remove it from the ordinance. There was not a second.

Crabb called the question.

The motion passed by the following vote:

Ayes: 6 - Michael E. Verveer; Gregory O. Frank; Adam J. Plotkin; Thomas E. Hirsch; Lori J. Henn and Ted Crabb

Noes: 1 - David Ahrens

Abstentions: 1 - Sandra J. Torkildson

Excused: 2 - Ledell Zellers and Davy Mayer

7. [32598](#)

State Street Report and Updates

Planning Staff will update Committee on progress of the Downtown Retail Study Report Resolution, Top of State Vending Overlay District, and other Top of State Issues.

Rebecca Cnare, Planning Division, updated the DCC on progress of Staffa and BID the activities for the top of State Street.

- BID Programming: Two new programming events include:
 - YOUR Summer Café, which will Kick -off at Top of State on May 1. This will have movable chairs and tables from 11-2 every day.
 - Inaugural Madison Night Market: May 11, June 8, July 13
- Other Top of State Activation:
 - TOSVOD was approved by the Common Council on 4/18. Staff has begun some outreach to potential vendors. Interested individuals should contact Meghan Blake-Horst, Madison's Street Vending Coordinator
 - BCYCLE Station/ Bike rack reconfiguration: An interagency staff team has met and found two possible locations for Top of State by the Mifflin Street cul-de-sac in Philosophers' Grove, and behind the Forum of Origin Sculpture at 30 on the Square.
 - Street Outreach: The Office of Community Service's Request for Proposals for

increased Street Outreach is currently out in the community. Responses are due back April 26th. OCS hopes to have contract in place by June 1st if timeline works out. OCS is working with police on identification of priority individuals.

- OCS has been reaching out to Homeless Services Consortium and to various outreach groups so they know about the increase in activity at the top of State Street. Conversations have been positive with these groups on the activation/activities for the Top of State.
- Police have also started talking and educating individuals on available resources and promoting expected behaviors.
- Downtown Lighting: A Lighting group, coordinated by the BID, has been meeting to discuss new/different holiday and other lighting opportunities for downtown.

8. [33826](#) Committee Member & Staff Updates
 None

ADJOURNMENT

A motion was made by Crabb, seconded by Hirsch, to Adjourn at 8:55 p.m. The motion passed by voice vote/other.