



# City of Madison

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

## Meeting Minutes - Approved DOWNTOWN COORDINATING COMMITTEE

---

Thursday, October 20, 2016

5:30 PM

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

---

**\*\*NOTE MEETING ROOM CHANGE!\*\***

### CALL TO ORDER / ROLL CALL

**Present:** 9 - Michael E. Verveer; Ledell Zellers; Davy Mayer; Gregory O. Frank; Adam J. Plotkin; Ted Crabb; Matthew J. Covert; Sandra J. Torkildson and Lori J. Henn  
**Excused:** 1 - Thomas E. Hirsch

### APPROVAL OF August 18 & September 22, 2016 MINUTES

A motion was made by Frank, seconded by Crabb, to Approve the August 18 and September 22, 2016 Minutes. The motion passed by voice vote/other.

### PUBLIC COMMENT

None

### DISCLOSURES AND RECUSALS

None

1. [40497](#) Accepting Nominations for the 2016 Jeffrey Clay Erlanger Award

There were no nominations.

2. [41722](#) Report of Mall Maintenance and Special Events 2016

Lisa Laschinger, Parks Division, reported on Mall Maintenance Staff updates. The large event season is winding down with the conclusion of Ironman, Taste of Madison and others. The seasonal banners have been changed out, power sidewalk washing completed as scheduled, and staff is starting fall leaf clean up and preparations for Freakfest. Crabb asked about how the first year of the Mall expansion has worked for staff. Laschinger said there have been no notable issues; staff feels like they have been able to keep up with the new area. Eric Knepp, Parks Division Superintendent, said that everything has come together really well, and he feels like services to the entire district have also been improved this year with the addition of new staff and new equipment. Knepp thanked the DCC and Common Council members for their support.

Verveer asked about the progress on adding bike racks, benches, etc in the expansion zone. Laschinger and Rebecca Cnare, Planning Division, said that they have been walking the

district to look for places to add bicycle racks, benches, planter tubs and other amenities wherever possible, noting that the bike racks near the Hub are particularly full. Laschinger added that they have to be strategic about where to place items so that they don't make maintenance impossible.

Zellers asked about the policy for providing bike racks for private residential buildings. It shows to her, that the Hub hasn't provided enough bike racks. She would like to see the racks available to short term users and not long term parking. Cnare mentioned that there is a draft downtown moped and bicycle parking report being done in the Traffic Engineering Division that looks at these issues. Cnare said she will be sure to bring those recommendations and report to the DCC once it starts the approval process. Crabb added that we do have a moped problem that should be discussed. Zellers said that the City is developing a draft moped ordinance that she would like Cnare to forward to DCC members. Laschinger also mentioned that Parks Division Staff has been working diligently with the police to remove abandoned bikes with more regularity. She added that staff has also made progress removing abandoned newspaper boxes as well.

Verveer mentioned the problem with some of the pedestrian light poles and asked staff to share the issue with the DCC. Cnare said that several pedestrian poles have had some structural issues with rusted base plates. Traffic Engineering has inspected the remaining poles and are working with the manufacturer to try to solve the problem.

3. [44095](#)

Sign Pole Structures on the Capitol Square

Cnare mentioned that staff is looking into reducing the size of the sign pole arms on the southern half of the Square, but it would take a Council resolution and budget amendment to change the ones on the northern half. Verveer added that he received an email from Engineering that he would like staff to forward to the DCC members. Several property owners on the square have requested a meeting with the Mayor and Engineering to encourage the City to remove and replace the northern poles. He said that the general contractor actually selected the size and design of the poles which is why this was a surprise to many people. The poles were not selected by City staff. Crabb asked if there was an estimate of cost to replace the poles, and if so has there been a budget amendment to do so. Verveer said that there is not currently a budget amendment, and TID funds paid for a lot of the original project. Covert asked if the contract for the second half has been approved yet, Verveer said that it is going through approvals now, and that we should know more after the meetings with the Mayor.

4. [44754](#)

To approve the schedule of Special Charges for the State Street Mall/Capitol Concourse for 2015/16 Maintenance Charges.

Eric Knepp, Parks Superintendent, and Ryan Weisen, Lisa Laschinger, Parks Division Staff, explained some of the background on calculations of the special charges for Mall Concourse property owners. Knepp said that in the end, the charges are a compilation of all of the year's costs split into thirds. 2/3 of the costs are paid for by the City, as the benefit of a clean, well maintained mall is important to the overall vitality of the City, and 1/3 of the costs is charged to property owners in the mall district who directly receive services, such as 7 days a week garbage pickup, snow removal, street sweeping and cleaning, as well as all of the other general maintenance, amenities and services. The calculations on individual properties is based upon both square footage and lineal feet of property fronting the right-of-way. This year was especially complicated due to the expansion area. Existing property owners had a larger increase than usual, about 14%, mainly due to the expansion, and that many properties were added that already had one frontage in the district, and second frontages are only charged at a 50% rate as compared to first frontages. Knepp said that he believes that the expansion has actually increased the level of service across the whole district.

Tom Neujahr, registered to speak and asked questions about the charges. He asked if there would have been an increase if the district wasn't expanded. Knepp said that there is often a 3-4 % increase every year due to general costs rising and inflation. Knepp said that he understands that getting a bill is never easy, but that the city provides services at a greater value than if property owners were to go out and hire these services on their own, as 2/3 of the costs are paid for by the City.

Rebecca Anderson, register to ask question. She said that she is in the expansion area and that she didn't get any of the amenities that were discussed, although she doesn't want benches in front of her buildings. For a \$4000 bill, she only sees sidewalk cleaning and snow removal as services that she has received, she doesn't feel like she is getting value for her bill. She said that the homeless problem on Frances Street has been a problem the past few years.

Frank asked about the effect of sidewalk cleaning on issues at the top of State Street, how much does that add to costs? Laschinger said that the top of State Street didn't require overtime, but that it is very taxing on the staff everyday to try to keep up with cleaning demand and the very nature of the social element and coordination with police. Knepp said that snow removal is their biggest cost, and that the City was relatively lucky with low snowfall, but the timing was bad, and often occurred on Friday evenings when he needed to pay staff overtime. In the end the costs were probably about average for a given year.

Torkildson said she appreciates and supports the larger benefits of having a clean district, and that while she may not have a large sidewalk in front of her business, the district really operates as a whole and services provided elsewhere help her business.

**A motion was made by Frank, seconded by Zellers, to Return to Lead with the Recommendation for Approval to the BOARD OF ESTIMATES. The motion passed by voice vote/other.**

5. [43665](#)

### Downtown Retail and Market Analysis

Tiffany Kenney, BID Executive Director, briefly presented the draft BID Subcommittee comments on the Draft Retail Strategies Report by Tangible Consulting. She said that the BID commented on recommendations that are more directly related to what the BID does, and not to others that might be more appropriately spearheaded by others such as the DCC, the City or other groups. Frank said that the BID really sifted down and commented on the recommendations where the BID could have some real impact and get involved in making implementation efforts.

Torkildson said that in general it is important for the DCC to look at the recommendations as a whole, adding that most people come to downtown for the whole experience, and that they choose to come downtown because of the variety, and amount of choices, and that people know there are a variety of local shops and good restaurants so they can have a whole experience. She said this is similar in her comments about the Malls special charges, and that we need to continue to look holistically about these recommendations.

Kenney said that the BID is trying to get good attendance data for all of the downtown events to help people understand the magnitude of the importance that downtown has to the city.

Crabb said that he is seeing the comments about bus traffic and that we might be at a point in the city where we need to revisit the issue about bus traffic on State Street.

Sean Scannell, owner of the Soap Opera registered to ask questions. He said that he is concerned about the vending recommendations, as street vending directly competes with rent paying businesses. Kenney said the BID is sensitive to the needs of existing businesses. Torkildson asked about special retail events. Scannell says that there is a fine line between regular vendors and special events.

Jonathon Zarov, BID Board Member, said that even people on the BID board often disagree about what strategies work the best. He personally wants to see the street remain funky, local and unique. He said that the City should agree upon some common goals for the street before moving forward with strategies. Kenney agreed that the BID had lengthy discussion about some of the recommendations, but the comments provided reflect the best consensus that they could have. Henn said that Zarov has a good point about agreed upon goals, and wondered if there was such a document. Cnare, said the Downtown Plan laid out some general goals and recommendations for downtown, and the DCC itself has a mission statement and a list of priorities and goals. Cnare promised to send the mission and goals to the entire DCC as a reminder.

Plotkin said that the residential recommendations do not seem well supported, and that they are only touched upon briefly on page 16, so he agrees with the BID that they could be removed entirely. Zellers said that she thinks it is important to send a message that more diverse and dense housing is important to support retail downtown, so keeping them sends a message to the Plan Commission and others that density helps downtown retail. Anne Monks, Deputy Mayor, said that since the DCC is a coordinating committee, they connect the varied issues together that relate to downtown. While other committees, like the Plan Commission and others, look at land use and housing policy, the DCC provides a place for these issues to come together, so it is helpful to use the DCC to inform other Commission and committee work on these housing recommendations. Plotkin said that he doesn't think the recommendations are developed enough. Mayer is concerned that some of the recommendations treat the symptoms and not the disease of downtown retail struggles.

There was a discussion about the lack of time available to discuss the draft report further. Cnare was asked to talk with Tangible about the potential for pushing back the report another month. Cnare said that she would talk to them about it, but also reminded the DCC that this was an expert report and not a planning document, so that we are looking for Tangible's best expert recommendations. She also said that December is not a great time to try to have a public meeting. She added that the DCC and BID can continue to comment on the report during the acceptance process, and in the end, it's the DCC and other committees that decide which recommendations that they wish to pursue.

**A motion was made by Crabb, seconded by Zellers, to have Cnare explore a scheduling delay, but agreed that November would be okay to continue to have a final presentation from Tangible Consulting. The motion passed by voice vote/other.**

6. [32598](#) State Street Report and Updates

Cnare noted that the utility box wraps pilot project has been installed around the Square and that now staff will see how they hold up over the fall and winter.

7. [33826](#) Committee Member & Staff Updates

Matt Covert noted that this will be his last DCC meeting. Zellers gave an update about a proposed moped parking ordinance and a locker ordinance that she would like Cnare to send to the DCC members, as they will both be referred to the DCC at future meetings. Verveer noted a budget item has been included in the executive budget for \$170,000 for Street Teams to help address the behavioral concerns downtown. Verveer added that there are some issues with how the money can be used and from what source, but that those issues will have to be worked out during the budget process.

**ADJOURNMENT**

**A motion was made by Covert, seconded by Zellers, to Adjourn at 8:00 p.m.  
The motion passed by voice vote/other.**