



City of Madison

Meeting Minutes - Final

DOWNTOWN COORDINATING COMMITTEE

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

Thursday, March 15, 2007

5:30 PM

215 Martin Luther King, Jr. Blvd.
Room 120 (Madison Municipal Building)

1. CALL TO ORDER

Chairperson Ted Crabb called the meeting to order at 5:32 PM.

Staff Present: Jim Mattke, Jim Weinstock, Capt. Mary Schauf, Joel Plant, George Hank, Brad Murphy, Matt Tucker.

Others Present: Susan Schmitz, Jamie McCarville.

Present: Michael E. Verveer, Megan E. Christiansen, Jennifer A. Leavitt-Moy, Rosemary Lee, Jeremy P. Levin, Maria G. Banuelos, Thomas C. Miller, Troy A. Thiel, Ted Crabb, Ledell Zellers, Patrick T. McDonnell, Mary C. Carbine and Jim Weinstock

Absent: Larry Palm, Mary Lang Sollinger and Steve J. Amundson

A. Welcome & Introduction of New Member

Chairperson Crabb welcomed and introduced new DCC member Jennifer Leavitt-Moy. Jennifer gave the committee a brief description about herself.

2. PUBLIC COMMENT

Jamie McCarville spoke in favor of the Alcohol Density Plan, and also distributed handout information.

3. APPROVAL OF MINUTES

A motion was made by Miller, seconded by Verveer, to Approve the Minutes The DCC Minutes of February 15, 2007 were approved as presented. Motion passed unanimously. The motion passed by acclamation.

4. STAFF REPORTS

-Verveer asked Weinstock about the hiring status of an additional 1.0 FTE for the Mall Concourse Maintenance crew.

-Capt. Mary Schauf discussed the new Downtown Safety Plan, which included the following:

-The next community meeting will be April 30th, from 7-8 PM, at the Public Library.

-A survey of high risk crime areas is on the police website at: www.cityofmadison.com/police/central.html. To date 142 responses.

-Police are also having discussions with neighborhood associations.

-Extra police officers will be going out soon, and as needed.

-New street cameras are also coming soon.

5. OLD BUSINESS

Motion by Lee/Banuloes to take agenda items out of order, to allow Mr. Hank to make

his presentation. Motion passed unanimously.

A motion was made by Lee, seconded by Banuelos, to Suspend the Rules. The motion passed by acclamation.

A. Resolution 05065-Alcohol Density Plan (Joel Plant)

Motion by Miller/Lee to defer the Alcohol Density Plan/Resolution/Ordinance to our next DCC meeting, and to have the complete document with amendments available to DCC prior to any motions or votes being taken. Motion passed unanimously.

-Joel Plant was present to update the DCC Committee on the latest regarding the Alcohol Density Plan and Ordinance.

-Items that still need to be worked on include: 1) A sunset clause. 2) Transfers of license to another address. 3) What is considered a bona fide restaurant. They still need to clean up the language in the ordinance.

-Looking at having the Alcohol Density Plan go out to about five years.

-15,083 is the total capacity of all of the licensed alcohol establishments in the downtown area. However, 25% of the businesses still have yet to be measured for square footage.

-BID Board is still assembling data and working on the market analysis. Hope to have the market analysis done by the end of April.

B. 2007 Goals - Final Acceptance

Motion by Levin/Thiel to approve the final DCC 2007 Goals as presented. Motion passed unanimously.

6. NEW BUSINESS

Creating Section 28.108 of the Madison General Ordinances to establish a "Neighborhood Conservation District" and creating Section 28.12(9)(d)21. of the Madison General Ordinances to add variance of a requirement in a Neighborhood Conservation District to the list of variances that may be requested.

Sponsors: Judy K. Olson, Kenneth Golden, Michael E. Verveer, Brenda K. Konkel and Robbie Webber

Motion by Verveer/McDonnell to recommend adoption of the Neighborhood Conservation District as amended, and subject to any legal tweaking. Motion passed 9-1-2, with Miller voting No. Thiel and Carbine abstained.

A motion was made by Verveer, seconded by McDonnell, to Return to Lead with the Recommendation for Approval to the Planning Unit -Amended version of the Ordinance was distributed by Verveer.

-Brad Murphy, Planning Unit Director, spoke about the neighborhood designation process. He said the City Attorney may still have to "tweak" the wording.

-Verveer said that this ordinance failed at the City Council earlier, due to questions of how to designate a district.

-Susan Schmitz, DMI, wants to go on record that DMI is not against the concept, but how it was written. DMI also wants increased participation from the neighborhood associations.

-Verveer said that a mandatory survey is not required.

-Other communities have similar ordinances throughout the country, with overlay districts.

-The process involves the following: Once a request comes in, then the geographic area is determined. A determination to proceed is made by the Planning Dept., with approval by the City Council.

-Miller asked what happens after a district is established. This is pre-determined by previously established guidelines. The motion passed by the following vote:

Absent: Palm, Sollinger and Amundson

Aye: Verveer, Christiansen, Leavitt-Moy, Lee, Levin, Banuelos, Crabb, Zellers and McDonnell

No: Miller

Abstain: Thiel and Carbine

Non Voting: Weinstock

B. BID Ambassador Program (Mary Carbine)

-Mitchell Freund from BID presented a handout on information and presented the following information on the BID Ambassador Program to DCC:

-Program serves as a concierge service for downtown Madison.

-Goals: 1) Excellent customer service. 2) Supply Information. 3) Liaison to BID.

-Things they do: info booths, trolley service, work special events, educational tours, track all contacts.

-Brochures distributed at: Overture Center, UW Union, State Street, Tourism Council, Zoo, UW, Special Events.

-Ambassadors serve a very international audience.

-Good working relationship with the Mall Maintenance Crew, and expresses his appreciation for all of their help.

C. Central City Building Inspection Service (George Hank)

-Handouts were distributed to the DCC Committee members by George Hank that explained his department.

-The Department of Planning & Development Inspection Unit is a complaint driven agency that focuses on education and enforcement.

-Priority Pedestrian Corridors (PPC), are sidewalks that have high priority for maintenance and snow removal.

-The Inspection Department wants to alter behavior.

-Citizens can report problems via the city's web site.

-Systematic Inspections: Department going door to door looking for violations.

They concentrate on older units in a geographic area from the Yahara River to Randall Ave. It takes their department six years to cover this area.
-Other departments also make referrals such as the Fire and Police Departments.
-Citizens may make their complaints anonymously.
-Citations are \$172.
-Ways to make referrals to his department include: web site, emails, phone calls, informing your alder, etc.
-Graffiti Co-Pay: The building owner pays \$100 to his department and a private contractor does the work. If cost is higher than \$100, the city picks up the remaining costs.

Zoning Administrator - Matt Tucker

-An RFP is being prepared for a consultant to review the Zoning Ordinance that was written in 1966.
-\$300,000 is budgeted to do this study, that will take about two years to complete.
-Mr. Tucker wants to include the Signage Code and Sub-Division Code into a new zoning plan and ordinance.
-The Comprehensive Plan will connect with the Zoning Plan.

7. COMMITTEE UPDATE

A. Living Downtown & Land Use (Thiel)

-More info about developed TIF Districts.

B. Cultural & Recreation (Christianson)

No Report

C. Transportation (McDonnell)

-Various handouts were distributed.
-Walking Audits are complete with recommendations submitted to Traffic Engineering. (See handout for recommendations).
-Next sub-committee meeting is April 4th, 1:30 PM, Senior Center.

D. State Street Oversight Committee (Crabb)

-Bid process delayed.
-Construction to start late May, with completion now scheduled in mid-November.
-State Street will be made available for Maxwell Street Days and Halloween during construction.

E. BID Activities (Carbine)

-Handouts were distributed by Mary Carbine.
-Various construction updates were given.
-GSSBA is looking for hot cars for State Street.
-Planting to be done before Farmer's Market opens.
-International conference for restaurants is coming.

F. Capitol Neighborhoods (Zellers)

-Ledell Zellers spoke on the upcoming seminars:
-March 22 Mayoral candidates forum at MATC.

- April 26 How to Buy Property Downtown.
- May 24 Adapted Reuse.
- later in the year, a series of seminars on homelessness.

G. GSSBA Activities (Lang Sollinger)

No Report

8. ROUNDUP-Information on downtown activities & happenings.

9. FUTURE MEETINGS

April 17, 2007:

- 1) Alcohol Density Plan.
- 2) Dane County Visitor & Convention Bureau-Visioning & Restructuring Study-
Deb Archer.
- 3) Special Events Resolutions.

May 17, 2007

- 1) Parks Foundation.

10. ADJOURNMENT

A motion was made by Miller, seconded by Carbine, to Adjourn Motion passed unanimously. Meeting adjourned 7:36 PM. The motion passed by acclamation.