



# City of Madison

## Meeting Minutes - Final

### ECONOMIC DEVELOPMENT COMMISSION

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

---

Wednesday, June 7, 2006

5:00 PM

Municipal Bldg., Parks Conf. Room 120

---

#### 1 CALL TO ORDER / ROLL CALL

**Present:** Patricia E. Jenkins, Ald. Zachariah Brandon, Michael E. Falk, Susan M. Gleason, Mark Clear, Mark D. Bugher, Edward G. Clarke and Ralph Kauten  
**Excused:** Richard A. Slone, Jeff C. Erlanger and Thomas W. Still

#### 2 MINUTES OF MAY 3, 2006, MEETING

A motion was made by Clarke, seconded by Kauten, to Approve the Minutes.  
The motion passed by acclamation.

#### 3 PUBLIC COMMENTS

*John Flad spoke in opposition to Item #5, Ordinance 03488 - Large Retail Developments. Mr. Flad has constructed 20 projects in 30 years in Madison. His three main points with this ordinance are:*

- 1) Ordinance deals with the aggregate square foot of buildings on the site. It treats multiple small buildings as one big building.*
- 2) The Ordinance is not use related. It does not deal with a mix of uses that all have different parking requirements. Many franchises demand a higher number of parking stalls than the Ordinance requires.*
- 3) The Ordinance does not deal with context of setting, the urban vs. suburban.*

*Developers want a "framework" and flexibility.*

#### 4 UPDATE ON INCLUSIONARY ZONING - Barb Constans, CDBG Staff

*Barb Constans, CDBG staff, explained that at this time a final proposal is not ready.*

*The equity model is a major part of the discussion. All agree it should be cost neutral and painless for the developer. Inclusionary zoning has been changed for student housing. For student housing, one bed is now counted as one unit. CDBG staff monitors five percent of student inclusionary zoning rental units.*

#### 5 AMENDING LARGE RETAIL DEVELOPMENTS

##### 03488

Amending Section 33.02(4)(f) to clarify requirements and Sections 28.085(3)b.2., 28.09(3)(a), (b)4., (d)25., (4)(b)5. and Section 28.12(12)(a)4. to be consistent with Section 33.02(4)(f).

**Attachments:** 03488BODYpdf, Planning Staff Report.pdf, Large Retail UDC Report052406.pdf

*Rebecca Cnare, DPD staff, discussed Ordinance changes focusing on the parking requirements. Specific methods as to infiltration and landscaping still need to be developed. EDC members are concerned about removing flexibility and housing*

*chasing retail development to other communities. They also wonder if this Ordinance ignores the marketplace.*

*Further discussion by EDC that these changes were even more restrictive than the original Ordinance, which the EDC recommended for rejection. The EDC feels parking standards need to be flexible.*

**A motion was made by Clarke, seconded by Ald. Brandon, to Return to Lead with the Recommendation for Denial to the PLAN COMMISSION. The motion passed by acclamation.**

## 6 LOCAL PURCHASING POLICY STUDY

### 03234

A study to determine the ability and efficacy of a local preference purchasing policy for the City of Madison.

*Discussion: The EDC is especially interested in (See Item #4 of the Ordinance) economic benefits to the City of a local purchasing policy included in the report.*

**A motion was made by Ald. Brandon, seconded by Kauten, to RECOMMEND TO COUNCIL TO ADOPT - REPORT OF OFFICER. The motion passed by acclamation.**

## 7 ECONOMIC DEVELOPMENT IMPLEMENTATION STRATEGY - Mark Olinger, Director of Department of Planning & Development

*Mark Olinger, DPD Director, discussed ED mission statement that is clear, specific and brief. Brandon, Gleason and Clarke volunteered to work as a Sub-committee with DPD staff to develop a draft plan for the EDC to review.*

## 8 REORGANIZATION OF PLANNING & DEVELOPMENT AND VACANT ECONOMIC DEVELOPMENT POSITION - UPDATE

*Mark Olinger, DPD Director, explained the four reorganization staff teams are in place. On July 31 the Alders will be briefed on the reorganization. The vacant Principal Planner position will be posted by mid-July, if not sooner.*

## 9 COMMON COUNCIL UPDATE - Alder Zach Brandon

*Ald. Zach Brandon discussed the sick leave ordinance and the probability of it becoming a referendum question.*

**Present:** Ald. Zachariah Brandon, Michael E. Falk, Susan M. Gleason, Richard A. Slone, Mark Clear, Jeff C. Erlanger, Thomas W. Still, Mark D. Bugher, Edward G. Clarke and Ralph Kauten

**Excused:** Patricia E. Jenkins

## 10 COMMISSION BUSINESS - RESCHEDULING JULY MEETING

*The July 5 meeting was rescheduled to July 12 to start at 4 p.m.*

## 11 ADJOURNMENT

*The meeting adjourned at 7:00 p.m.*

