



City of Madison

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

Meeting Minutes - Draft SUSTAINABLE MADISON TRANSPORTATION MASTER PLAN OVERSIGHT COMMITTEE

Thursday, March 20, 2014

5:00 PM

Room 300, Madison Municipal Building

1 CALL TO ORDER / ROLL CALL

Chair Gary Poulson called the 3-20-14 meeting of the Transportation Master Plan (TMP) Oversight Committee to order.

Present: 9 -

Chris Schmidt; Denise DeMarb; Rob Kennedy; Gary L. Poulson; Lynn K. Hobbie; Ken Golden; Jay B. Ferm; Craig P. Stanley and Michael W. Rewey

Excused: 2 -

Maurice S. Cheeks and John Strasser

2 APPROVAL OF MINUTES FROM FEBRUARY 20, 2014 MEETING

The Minutes of the 2-20-14 Transportation Master Plan Oversight Committee meeting were unanimously approved, on a motion submitted by Ald. Chris Schmidt/Craig Stanley.

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3 PUBLIC COMMENT

There were no other members of the public wishing to speak in regard to future Committee agendas.

4 DISCLOSURES AND RECUSALS

There were no disclosures or recusals reported by Committee members.

NEW BUSINESS

[32012](#)

MEETING MATERIALS: TRANSPORTATION MASTER PLAN
OVERSIGHT COMMITTEE

5 [32670](#)

Accepting the Interim Report: "Demographic Change and the City of Madison: Findings of the Common Council Legislative Agenda Work Group

on Demographic Change and Recommendations for Action” and approving a plan for implementing recommendations therein.

Heather Allen presented an overview of the Interim Report on PowerPoint. Madison is getting more racially diverse, and the economic gap between racial groups is getting wider - particularly for African Americans and Hispanics. The equity gap is present across all age groups. Ms. Allen discussed the Northgate Mall project, which is being considered as a potential model. Ken Golden described the HUD Grant Site Visit made by city representatives to Salt Lake City, and noted how the presence of single-story retail development undermines efficient transit service.

The Interim Report makes three key recommendations: 1) Support the development of senior housing projects that are affordable and served by transit and pedestrian facilities. The approach taken in Chattanooga was discussed as a good example. The use of housing which is adaptable for a spectrum of housing needs was discussed by the Committee. 2) A Livability Assessment in each Aldermanic District to inform on-going efforts to address equity. 3) Strengthen career opportunities for disadvantaged Madison youth, with a focus on ages 16-24. The Committee discussed the importance of transportation accessibility in relation to linking housing and employment in transit dependent neighborhoods such as Owl Creek.

On Recommendation #1, the Committee proposed deleting the word *project*. The Recommendation would read “Support the development of housing for seniors designed for public transit and pedestrian access with a portion of affordable units.”

The Committee also recommended that all new commercial structures should be required to build at least two stories, to increase the density of housing and other resources in walkable areas.

The Committee recommended adding a focus on people with disabilities. The Committee was also interested in the differences between urban and rural access to transportation and the varying levels of vehicle access across Madison.

A Committee member noted that Naturally Occurring Retirement Communities offer ideal areas to promote transit-oriented senior housing. In previous years, there was discussion about building apartment complexes at Hilldale Mall. Development for senior housing should also be designed to accommodate distinct future uses, in case the demand for senior housing decreases in the future. The Committee is looking at infill opportunities / activity centers for the Transportation Master Plan.

Recommendation #3 risks reinforcing disparities by having segregated programs. Access to transit is critical for supporting access to internships and jobs for disconnected youth.

A motion for the Transportation Master Plan Oversight Committee to accept the Interim Report and its recommendations was made by Rob Kennedy with second by Jay Ferm. The motion passed unanimously.

This Resolution was Return to Lead with the Recommendation for Approval to the COMMON COUNCIL ORGANIZATIONAL COMMITTEE

6 REVIEW AND DISCUSSION OF VISION EVENT II (INCLUDING REFINED LAND USE VISION SCENARIOS)

Consultant Rob Gottschalk from Vandewalle & Associates provided an overview of the previous Oversight Committee meeting, including the study process, key trends, and the consensus community vision which has evolved over many years of city plans. He described the long-range future growth plans for the city and central Dane County and noted that areas of changing land use fit into one of four types of “urban typology”: central city, urban corridors, large single-use areas, and new edge development. He noted that although recent development has achieved higher densities, most new development has been continuing a land use and density trajectory that remains primarily auto-oriented and is not strongly supportive of transit.

Mr. Gottschalk presented an overview of the key differences between Development Scenarios A and B that will be used in transportation modeling over the summer. The Committee discussed the concept of more 2

balance between parking and transit, and discussed how increasing density in stages, such as is emerging at Hilldale, is a good model for redevelopment. Craig Stanley cited the 3rd Ward project. Ken Golden noted the potential of Scenario B to address changes in the City’s current Future Land Use Plan Map in the Comprehensive Plan. Examples such as the Beltline corridor and Stoughton Road were offered as examples where Scenario B could offer a land use pattern that is more supportive of both transit and equity. Sherman Avenue, Milwaukee Street, Odana Road, John Nolen Drive and Park Street were also cited.

The Committee discussed the need to clearly communicate the differences between Development Scenarios A and B, and between the Urban Typologies, and instructed the consultants and staff to do so in Vision Event II. Jay Ferm indicated the need to communicate what the City will feel like and look like under Scenario B. David Trowbridge mentioned that City staff and consultants are working on graphics to help address those objectives.

Rob Kennedy noted that Scenario A reflects current practices and commitments in regard to land use and transportation, while Scenario B reflects the implementation of plans. Chris Schmidt suggested that the Madison Transportation Plan should inform the upcoming 10-Year revision to the City’s Comprehensive Plan.

7 DISCUSSION OF POTENTIAL LOGO/BRANDING CONCEPTS FOR THE TRANSPORTATION MASTER PLAN PROCESS

David Trowbridge presented an overview of emerging logo concepts. A consensus emerged among committee members in support of the circle motif. A “Madison in Motion” slogan was also briefly discussed.

8 NEXT STEPS/SCHEDULE OF FUTURE MEETINGS

- Public Vision Event II: Thursday, April 24; 5:30-8:00 at Madison Senior Center
- Next Committee Meeting: May 15, 5:00 PM, Room 300 MMB

9 ADJOURNMENT

The Committee adjourned its meeting at 7:30 p.m.