



City of Madison

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

Thursday, December 15, 2011

5:30 PM

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

I. CALL TO ORDER / ROLL CALL

A regular meeting of the Downtown Coordinating Committee was held on Thursday, December 15, 2011 in Room 108, City County Building, 210 Martin Luther King, Jr. Blvd. Chair Reiter called the meeting to order at 5:31 p.m. A quorum was present and the meeting was properly noticed.

Parks Staff Present: LaVonne LaFave, Charlie Romines, Kelli Lamberty

City Staff Present: Lt. Dave McCaw, Bill Fruehling, Rick Roll

Members Present: Ted Crabb, Gregory Frank

Present: 10 -

Michael E. Verveer; Scott J. Resnick; Chelsea B. Johnson; Rosemary Lee; Sarah K. Reiter; Mary Lang Sollinger; Ledell Zellers; Patrick T. McDonnell; Mary C. Carbine and LaVonne LaFave

Absent: 3 -

Jeremy P. Levin; Donna V. Hurd and Ronald S. Luskin

Nomination Committee for Election of Chair and Vice Chair

Crabb presented the Nominating Subcommittee Report. The subcommittee discussed two procedural questions regarding term of office and length of term. A motion was made by Crabb/Resnick to accept the following recommendations from the Nominating Subcommittee: the first was that the election of the Chair and Vice Chair occur in December and that the new officers assume office at the end of the December meeting. They also recommended a one year term. **MOTION CARRIED UNANIMOUSLY.** The Subcommittee recommended Ledell Zellers be elected Chair and Patrick McDonnell be elected Vice-Chair. A motion was made by Crabb/Resnick to cast a unanimous ballot electing Zellers and McDonnell. **MOTION CARRIED UNANIMOUSLY.**

A motion was made by McDonnell/Zellers to take Section VII. Old Business out of order following Staff Reports. **MOTION CARRIED UNANIMOUSLY.**

II. APPROVAL OF MINUTES

A motion was made by Zellers/Frank to approve the Minutes of the October 20, 2011 regular meeting of the Downtown Coordinating Committee. **MOTION CARRIED.**

III. PUBLIC COMMENT

There were no members of the public wishing to speak on issues not on the Agenda.

IV. DISCLOSURES AND RECUSALS

There were no recusals by members of the Committee for any item on the agenda.

V. STAFF REPORTS

Special Events

A list of the special events showing the year end numbers and a draft of the calendar for 2012 were distributed. It will be a busy year next year with new events and activities. Lamberty mentioned that the Street Use Staff Committee is looking at whether we are reaching the saturation point for the number of activities. They are looking at what Mall Maintenance can handle, the rerouting of Metro, police staffing and the wear and tear on our parks and streets. She will report back to DCC when they have thoroughly vetted this question. Groups are charged for extra cleanup if there are maintenance issues. Organized events are responsible for bagging meters, putting up barricades, etc. The city only handles those duties for their own events, i.e. Ride the Drive.

Lamberty will bring economic impact information into the saturation point discussion as well a cost and benefit analysis. Parking revenues and hotel/restaurant statistics will also be included.

Mall/Concourse Maintenance

Crabb urged Mall Maintenance to check the 700 and 800 blocks of State Street because there were about 6 to 8 light bulbs that weren't working. He felt there was a need to put emphasis on the 800 block. Romines stated they were aware of the lights that were out. Some of them are the Mall's responsibility but some are the responsibility of Traffic Engineering and they have been notified. He further noted (tongue in cheek) that the crew needs to borrow equipment in order to handle that task. He added that the Mall staff has done a phenomenal job of snow removal this winter.

Crews have been able to take advantage of the lack of snow by doing other work such as mulching and cleaning shrub beds, and washing windows in bus shelters. It was also reported that work schedules have been adjusted so that there is now coverage from 4 a.m. to 5 p.m. 7 days a week. The seasonal laborers are plugged in throughout those hours. There is also a strong plan to call people in when snow does finally come. If someone sees an issue they can call Tom Skaife or Charlie Romines so that the crews can be immediately responsive.

Staff is also trying to be more diligent with tagging bikes in racks. The bikes

are tagged but staff then have to wait until police can remove them and that isn't done as quickly as staff would like.

A comment was made about the Mall's excellent crew and that members shouldn't point fingers when a concern is noticed.

Kudos were given regarding the update to the Parks web site. There is now a section devoted to the Mall Concourse, which can be found at: <http://www.cityofmadison.com/parks/services/mallmaintenance.cfm> It lists the services handled, gives contact numbers for staff and includes an easily accessible map of the area the Mall Maintenance crew manages. A suggestion was made that a letter, similar to the one that went out with the Special Charges, be prepared regarding snow removal, who to contact, and who is in and outside the service area. Carbine added that she could have her volunteers deliver the letter to tenants.

OLD BUSINESS

Freakfest Recap

Lt. McCaw stated that Freakfest was very successful from a police standpoint. There were 33 arrests and only one person was taken to jail, which is less than the arrests made at a football game. Blood alcohol levels were also down. There were no injuries nor were there major crimes Lt. Roman is working on a summary that will be shared upon its completion. Police also tweaked the traffic pattern to move traffic into the area and back out after the event. It was a fun event, and still a spectacle but much safer. Carbine added that it is a difficult day for retail but that is no different than before the event was gated. She received positive feedback from businesses on safety. Outside of the gated area it also went well. Police addressed house parties and people with open carry more proactively and dealt with issues before they got out of hand. The patrols were not overwhelmed at all.

VI. NEW BUSINESS

- A. [24468](#) A Resolution Adopting the Downtown Plan as a Supplement to the City of Madison Comprehensive Plan.

Downtown Plan Update

Fruehling stated this was his tenth visit to DCC as the Downtown Plan was being developed. His first presentation was when the Planning Department was first putting together the planning process back in 2007. The booklet with draft recommendations was presented last time and the current document refined those recommendations based on input from the various boards, commissions and public meetings.

The biggest difference is the way the current document is organized. It's easier to read and use. It has all the discussion, data, maps, and the discussion rationale for recommendations contained in the plan. This Plan was introduced to the Common Council on November 15, 2011 and was referred to 14 boards, commissions and committees. The Plan Commission is the lead agency and all recommendations are to be forwarded to them for

compilation. Planning hopes to have the Plan adopted at the second Common Council meeting in February or March. The recommendations have been pretty static since September 2010 with only minor changes.

One of the reasons for working towards adoption of the Downtown Plan is so that the new Zoning Code can incorporate those recommendations relating to zoning. The recommendations in the Plan will be implemented through inclusion in the Zoning Ordinance.

Members asked what commissions have already taken action and what were their recommendations? They also wondered what format they should use to be most helpful. They were told that comments should come from the committee collectively instead of individuals. The Landmarks Commission approved it but then reconsidered their vote so they will again review it next Monday. The Arts Commission recommended adoption. The Park Commission commented on John Nolen Drive and questioned how it would mesh with the John Nolen Centennial Committee that is looking at John Nolen Drive from the Beltline to Downtown. They applauded the land bridges at Law Park. They felt it was a beautiful plan but did express concerns about filling in two acres into Lake Monona to increase the size of Law Park and asked whether there would need to be some mitigation efforts. Members also commented about scale in the artist's rendering throughout the plan and hoped that the infrastructure was more along the scale of the new Tenney Pavilion so the emphasis is on the lakes and not the buildings. They were impressed with the concept of a lakefront path along Lake Mendota. They wondered about the proposed new park off of Gorham. Overall, members indicated that they were glad to see the focus on the lakes and asked that planners keep scale in mind when approving development to allow people to enjoy the lakes. They recommended approval of the Plan incorporating the above items. The Transit and Parking Commission will take action at their next meeting.

It is anticipated that the Zoning Code would be adopted about two months following adoption of the Downtown Plan. The group working on the Zoning Code can work on the zoning maps while waiting for adoption of the Downtown Plan.

In response to a question about the John Nolen Drive Centennial Committee, Fruehling reported he is one the city's staff people serving on that committee. That group's focus is really from the Causeway to the Beltline and the area around Olin-Turville Park and the Alliant Energy Center. The Downtown Plan focuses on the Causeway to Downtown.

The city is interested in pursuing the fill into Lake Monona at Law Park and it will be a huge project. Planning wants to get policy direction from the city before undertaking staff time and investing resources. Prior to 1990, there was a similar proposal for Law Park that recommended 4 acres of fill. That plan had received a permit from the Army Corps of Engineers but the city did not pursue it because they were also working on Monona Terrace. This plan cuts it back to about 2 acres. They hope this scaled down version will be approved by the Army Corps of Engineers in light of their previous approval for a larger area of fill. The Commission on the Environment has referred the Plan due to concerns about the proposal to add fill to the lake. It also had concerns about hardening the edge of the Lake Mendota shoreline for the path.

Metro has been involved in the plan and wordsmithed the final recommendations related to it. The citywide transportation plan which is being developed has broader impacts on the transportation system beyond the downtown area. Once the citywide transportation plan is complete, if there are recommendations for items that come out of that plan that aren't consistent with the Downtown plan, changes may be recommended.

Appendix D, found on page 132, contains benchmarks not goals. They identify the current conditions and project forward for 10- and 20-year benchmarks. These are not projections as much as reasonable expectations of what could happen in the downtown and the numbers could be revisited in a decade.

The Call to Action beginning on page 109 provides a matrix that identifies each of the major recommendations and what steps are necessary to implement the recommendations. Some of the recommendations will take time and items are not prioritized but rather identified as short-, mid- and long-term time frames.

Members felt this was a unique challenge since the mission of the committee covers the boundaries of the downtown plan. They thought the plan was well balanced. While there were some differences of opinion with some pieces related to land use and height limits, they felt overall that it was a good plan. Discussion turned to process. It was suggested that subcommittees be appointed. A document identifying the different proposed areas of study and breaking the information into three separate subcommittees was distributed. Planning staff will not attend those meetings. It was also noted that Parks will not staff those meetings but would prepare the required public notices for the meetings. DCC members would need to provide Parks staff with the date, time and location for those meetings.

A motion was made by Crabb/Zellers to adopt the Downtown Plan areas of study and that the various subcommittees would present a report on the status of each subcommittee at the January 2012 DCC meeting. **MOTION CARRIED UNANIMOUSLY.**

A brief discussion ensued regarding the Mifflin alternative. There have been meetings covering just this issue and an alternative was developed that could achieve a number of things. It gets rid of the mid-block urban lane and concentrates on building around smaller clusters of buildings.

There are old plans, including neighborhood plans, located on the Downtown website, that can be reviewed for additional information.

VIII. UPDATES

BID – Carbine reported they are promoting a strong shopping and dining holiday season. Things have been a little quiet in the retail district. They are providing a trolley this coming weekend. It was noted that real time parking is now on the web.

Capital Neighborhoods – The next meeting of CNI will be on January 26, 2012. The program will cover the 100 block of State Street, and will also provide information on the history of the block and its architecture, and information on

an alternative concept. This meeting will not focus on the proposal from the Frautschis. There will be a separate meeting to discuss that.

GSSBA – no report.

State Street Oversight - .The 2012 capital budget calls for the continuation of the outer ring of the Capitol loop reconstruction beginning in 2012 from West Washington to MLK and South Fairchild and Doty Streets. This may lead to total closures during the project. The budget also covers the reconstruction of the side streets along State Street.

\$25,000 in TIF funds are being used to purchase additional bicycle racks and trash and recycling containers for the Mall Concourse. The Mall Concourse planting program, a joint program between the BID and Parks, also received an additional \$25,000 to use for private landscape contracting.

Alders – Verveer reported a potential problem with the bidding for the Central Library project. There were 5 general contractors who submitted bids but 3 of the 5 were deemed unresponsive by AA. The lowest bidder was JP Cullen, which may take legal action because of the AA determination. The Board of Estimates did discuss this issue, determined to move forward, and recommended acceptance of the lowest responsible bidder, which was Findorff. It was also noted that all bids came in under budget.

The planning process for the Doyle Square held its 3rd meeting last evening. There was hardly anyone present. The consultants are close to making recommendations. The plan is to have the report ready early in 2012, probably February.

Resnick reported the 2nd reiteration of the St. Paul's project in the 800 block of State Street received lots of positive comments from UDC.

IX. NEXT MEETING - January 19, 2012

Future agenda Items – Frautschi-Rowland Proposal for 100 Block of State Street with George

Austin

Mayor Soglin to speak about his philosophy and perspective for State Street

Prior to the adjournment, members thanked Reiter for her work as Chair in 2011.

X. ADJOURNMENT

A motion was made by Crabb/Resnick to adjourn at 7:39 p.m.