



City of Madison

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

Meeting Minutes - Approved DOWNTOWN COORDINATING COMMITTEE

Thursday, March 17, 2011

5:30 PM

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

A regular meeting of the Downtown Coordinating Committee was held on Thursday, March 17, 2011 in Room 108, City County Building, 210 Martin Luther King, Jr. Blvd. Vice Chair Zellers called the meeting to order at 5:41 p.m. A quorum was present and the meeting was properly noticed.

Parks Staff Present: Steve Doniger, Tom Skaife, LaVonne LaFave
City Staff Present: Ray Harmon, Mayoral Aide, Bryan Cooper,
Engineering

I. CALL TO ORDER / ROLL CALL

Present: 13 -

Michael E. Verveer; Bryon A. Eagon; Melissa M. Berger; Chelsea B. Rose; Rosemary Lee; Gregory O. Frank; Donna V. Hurd; Ted Crabb; Ledell Zellers; Patrick T. McDonnell; Mary C. Carbine; Ronald S. Luskin and LaVonne LaFave

Absent: 1 -

Jeremy P. Levin

Excused: 2 -

Sarah K. Reiter and Mary Lang Sollinger

II. APPROVAL OF MINUTES

This was Approve the Minutes

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 disclosures or recusals by members of the Committee for any item on the agenda. Ted Crabb disclosed that he is a member of the Library Board.

V. STAFF REPORTS

Special Events

Doniger provided the report on Special Events. There have been just a few events around the Capitol this past month. The Shamrock Shuffle took place. There will be lots of information in the coming months regarding events and it appears that it will be a very busy special event season.

A motion was made by Verveer/McDonnell to take item 7D out of order.

MOTION CARRIED UNANIMOUSLY.

Ordinance ID#21682 Amending Section 24.04(3) of the Madison General Ordinances to create two new sound amplification permit areas, authorize the Park Commission to establish sound amplification permit fees, and clarify the application process for sound amplification permits.

Doniger reported this ordinance is to simplify the process for amplification permits adding both Peace Park and the Rotary Plaza outside of the Children's Museum. Parks staff and the BID want to encourage people to use the great staging area at Peace Park for different types of events. The Parks Division is interested in promoting activities in Peace Park and will feature programming information in the Parks Annual Magazine that will be printed later this spring and it will also be posted on the Parks Website. The goal is to make it easy to use Peace Park for poetry readings, small music venues, etc. The Special Events Magazine provides step by step instructions on how to complete the application for a special event and will be rolling out soon. The Street Use Staff Team and/or Park Commission would have to approve large events. Carbine added that the BID and staff at the Visitor Center are getting inquiries. Lamberty did put together a handout that the BID and Visitor Center are using.

An objection was made to allowing amplification at Peace Park from noon to 7 p.m. on a daily basis because there are apartments in that area. It was suggested that amplification be allowed on week-ends similar to the times for businesses that vend outdoors.

A motion was made by Eagon/Crabb to amend Section (3)(b)2. c. Elizabeth Link Peace Park to read as follows:

The performance area within the city park located at 452 State Street, from 12:00 to 1:00 p.m. and 5:00 to 7:00 p.m. Monday thru Thursday and from 12:00 p.m. to 7:00 p.m. on Friday, Saturday, and Sunday. **MOTION CARRIED UNANIMOUSLY.** A motion was made by Verveer/Eagon to approve Ordinance ID#21682 as amended. **MOTION CARRIED UNANIMOUSLY.**

Mall/Concourse Maintenance

Tom Skaife reported that the action downtown has been taking up much of the Mall/Concourse Maintenance's time. It has been extra work but for the size of the crowds, the amount of trash and debris has not been that significant. Additionally the snow melt is making things look scruffy. Skaife will call the Police property room to tag bikes in the bike racks that have been there for a long period of time so they can be removed. With regard to staffing levels, the posting closed Tuesday for maintenance positions that are geared to Peace Park. Superintendent Briski is working with HR to speed up this process.

Building Inspection has requested that non-regulated, noncompliant news rack stands be pulled off State Street and the owners are being contacted to pick up

their property at the Fairchild building. The news rack ordinance requires that all racks be of certain dimensions, certain colors, etc.

The water features around the Square are not turned on until April because of the potential for freezing nighttime temperatures. The fountains should work well but the vault doors need to be replaced because of deterioration. The Frances Plaza sculpture that was damaged last fall will be turned on when it is determined that it is not affected by the damage.

A request was made to work on the removal of the stickers that were placed on light poles over the winter months. The light poles need to be repainted under warranty this spring because the paint failed during the warranty period. The manufacturer will be sending personnel to Madison for this job.

Finally, Carbine thanked Skaife and his crew for keeping the Mall clean during all the recent activity. She also announced that this past Monday, Tom was named the Parks Employee of the Year.

There was no representative from Police present.

VI. OLD BUSINESS

Meeting Schedule for 2011

A motion was made by Verveer/Berger to table this item until after Ordinance ID#21491 was presented. MOTION CARRIED UNANIMOUSLY.

VII. NEW BUSINESS

Meeting Schedule for 2011

A motion was made by Verveer/Berger to table this item until after Ordinance ID#21491 was presented. MOTION CARRIED UNANIMOUSLY.

Resolution ID# 21380 Accepting the Madison City Staff authored feasibility study for a rooftop intensive community garden and/or a green roof at the remodeled/renovated Madison Central Public Library.

Registered Speaker:

Bryan Cooper, Facilities & Sustainability , Eng Div.presenter

As part of the capital budget appropriation for the remodeled library, there was a provision for city staff to complete a feasibility study for a rooftop community garden or green roof. The Feasibility Study can be found at the Madison Public Library website. The study was part of their evaluation, development and design of the rebuilt Central Library to consider the feasibility of including either a rooftop intensive (community garden) roof or an extensive (green) roof. The insulation, waterproofing, protection and storage layers, drainage and capillarity layer, root permeable filter layer, extensive growing media and plants are similar for each. However, the extensive roof has a very shallow layer of soil and growth media. Plants are generally drought tolerant sedum type plantings with low water needs that are also tolerant of frost and wind and are the least expensive to build and maintain.

An intensive roof requires approximately 12 inches of soil depth to accommodate small trees, shrubs, large plants or vegetable gardens. They are designed to be accessible by the public and those who are taking care of the gardens. These are the most expensive to construct and require additional long term maintenance costs.

Green roof benefits keep buildings dry and provide benefits in the form of extending roof life by protecting the roof membrane, reducing energy costs, recreating a natural environment for flora and fauna, providing storm water runoff , reducing the urban heat island effect, decreasing noise pollution, and filtering airborne pollutants, plus they are attractive.

An intensive green roof provides challenges because it is designed for use by the public, triggering a number of code requirements, including providing additional security for that area to make sure it is monitored. Neither the city nor the library would operate a rooftop garden and would need a separate entity to sign a lease for the garden that would include liability and holding the city harmless for any claims associated with the use of the garden. There is a group interested in planting vegetable gardens on top of the library. However, the library is not open on Sundays in the summer. Additionally, there are currently two elevators in the building, one for public use and one for staff. The public elevator is in the public space and couldn't be used for gardening materials. A third elevator would need to be added for gardening use and is very expensive to install. Approximately 40+ gardening plots were envisioned, together with an area for a tool storage building and cisterns for water.

A major concern is the estimated additional construction cost for an intensive rooftop of \$775,000 and annual maintenance of \$150,000 versus \$72,000 for a traditional roof. At this time City staff are not interested in pursuing this type of rooftop due to costs, access and security. The estimated additional construction cost for an extensive rooftop is \$156,000. Staff determined it is feasible to pursue an extensive green roof as an alternate in the design and bidding process. They are interested in pursuing a green roof in the larger area shown in the diagram and will include that in the bidding documents as an alternate. There would also a small area accessible to approximately 35 people.

The study recommended that community gardens be pursued in other downtown parks and staff worked with Real Estate and the City Attorney's office to explore those options at James Madison, Olin and/or Brittingham Parks. Title searches were conducted and there are areas in each of these parks that are not restricted and could be used as community garden areas. The political process would have to be complete with any group interested in pursuing that option and the study was shared with the downtown community garden group that has been advocating for space on the rooftop of the library.

A motion was made by Crabb/Lee to accept the feasibility study for a rooftop intensive community garden and/or a green roof at the remodeled/renovated Madison Central Public Library. **MOTION CARRIED UNANIMOUSLY.**

Ord. 21491 Creating Sec. 10.33 including Charter Ordinance Sec. 10.33(10)(c) and creating new Sec. 8.15(3), renumbering current Secs. 8.15(3) through (5) to (4) through (6), creating Charter Ordinance Sec. 31.045(3)(c), amending Sec.

31.03(2), creating Sec. 31.041(3)(a)6., renumbering current Sec. 31.041(3)(a)6. to 7., amending Sec. 31.044(1)(c) and creating Sec. 31.046(4) of the Madison General Ordinances to allow for the operation of a City-sponsored bicycle-sharing program in Madison and the placement of signs on bicycle sharing facilities.

Registered Speaker:
Danielle Dejean of B-cycle, in support

Trek is donating the system for which the city will pay \$100,000 per year for three years toward the expenses to maintain the bikes, locations and kiosks. Trek will operate the system and maintain 350 bikes in the Downtown area. Bikes can be checked out for one-way trips, short commutes or a day of sightseeing. Approval tonight is to allow advertising on the kiosks. Madison's current sign ordinance allows advertising on private property. This would cover any potential locations that may be in public rights-of-way or other public property.

Trek has been meeting weekly with a city staff team to identify both public and private property locations where the bike stations will be established. The core area is the Isthmus since density is a key for success. Some suggested locations are around the Square, the Children's Museum, and on MLK by M&I Bank. The team is looking for visible locations around the Square that don't interfere with other uses, pedestrians or sidewalk vendors. Stations need about a 10' x 25' space and each station holds 10 bikes plus 5 extra docks for bikes coming in. The goal is to launch the program in May in time for the Congress for New Urbanism on June 1. Annual, weekly or daily subscriptions/memberships can be purchased either on-line or at a station.

A motion was made by Verveer/Eagon to approve Ord. 21491 Creating Sec. 10.33 including Charter Ordinance Sec. 10.33(10)(c) and creating new Sec. 8.15(3), renumbering current Secs. 8.15(3) through (5) to (4) through (6), creating Charter Ordinance Sec. 31.045(3)(c), amending Sec. 31.03(2), creating Sec. 31.041(3)(a)6., renumbering current Sec. 31.041(3)(a)6. to 7., amending Sec. 31.044(1)(c) and creating Sec. 31.046(4) of the Madison General Ordinances to allow for the operation of a City-sponsored bicycle-sharing program in Madison and the placement of signs on bicycle sharing facilities.
MOTION CARRIED UNANIMOUSLY.

Meeting schedule for 2011

At the January meeting the possibility of holding meetings every other month was brought up. It was referred to the next meeting. Following a brief discussion it was the consensus of the group that monthly meetings should continue with the exception of November during budget deliberations. It was also suggested that a specific meeting be identified for elections.

B. [21380](#)

Accepting the Madison City Staff authored feasibility study for a rooftop intensive community garden and/or a green roof at the remodeled/renovated Madison Central Public Library.

This Resolution was Return to Lead with the Recommendation for Approval to the BOARD OF ESTIMATES. Due back on 3/21/2011.

C. [21491](#) Creating Sec. 10.33 including Charter Ordinance Sec. 10.33(10)(c) and creating new Sec. 8.15(3), renumbering current Secs. 8.15(3) through (5) to (4) through (6), creating Charter Ordinance Sec. 31.045(3)(c), amending Sec. 31.03(2), creating Sec. 31.041(3)(a)6., renumbering current Sec. 31.041(3)(a)6. to 7., amending Sec. 31.044(1)(c) and creating Sec. 31.046(4) of the Madison General Ordinances to allow for the operation of a City-sponsored bicycle-sharing program in Madison and the placement of signs on bicycle sharing facilities.

D. [21682](#) Amending Section 24.04(3) of the Madison General Ordinances to create two new sound amplification permit areas, authorize the Park Commission to establish sound amplification permit fees, and clarify the application process for sound amplification permits.

Recommended to Adopt with the following Amendment Section (3)(b)2. c. Elizabeth Link Peace Park to read as follows:

The performance area within the city park located at 452 State Street, from 12:00 to 1:00 p.m. and 5:00 to 7:00 p.m. Monday thru Thursday and from 12:00 p.m. to 7:00 p.m. on Friday, Saturday, and Sunday. MOTION CARRIED UNANIMOUSLY

A motion was made by Verveer/Eagon to approve Ordinance ID#21682.

An amendment motion was made by Eagon/Crabb to amend Section (3)(b)2. c. Elizabeth Link Peace Park to read as follows:

The performance area within the city park located at 452 State Street, from 12:00 to 1:00 p.m. and 5:00 to 7:00 p.m. Monday thru Thursday and from 12:00 p.m. to 7:00 p.m. on Friday, Saturday, and Sunday. MOTION CARRIED UNANIMOUSLY

The main motion was then voted on and CARRIED UNANIMOUSLY.

VIII. UPDATES

Subcommittees

Land Use and Living Downtown Committee –

Berger indicated she is interested in serving as Chair of this committee. She spoke with Bill Fruehling of the Planning Department about the Downtown Plan and he would prefer to receive comments soon. The Committee can prepare formal comments after the Plan is referred back from Council.

Downtown Infrastructure Committee –

Lang Sollinger was not present. No report.

Transportation –

McDonnell noted that transportation will be a big challenge with the coming budget reductions. Once the reductions the city will be facing have been identified, he would like to have the Metro General Manager speak regarding the loss of state funding and the significant loss of federal funds because transit funding is contingent on collective bargaining.

A bill has been introduced in both the state Assembly and Senate to abolish RTAs. The Dane County RTA Board has declined to pursue a referendum for funding.

A sheet was distributed regarding the City's draft of the Downtown Plan from last fall sorting the objectives into 4 different areas; urban design,

transportation, living downtown and land use. Because the Plan will be referred to this Committee by Council this spring, he wasn't anticipating doing anything until the re-draft was referred.

Vice Chair Zellers encouraged people to look at the subcommittees, select one or more to participate in and let the chair of that subcommittee know of their interests.

City staff released a draft of the proposed Zoning Code rewrite for Downtown. This committee should review that information. A suggestion was made to have a presentation regarding this revision.

Member Interests

BID activities – Carbine indicated that the BID works with businesses in the Greater State Street and Capital area to keep members and affiliates informed on activities taking place. They have been encouraging everyone to go to their link regarding parking information. They have also created a guide on the upcoming construction which begins March 28 on the outer loop. BID continues to partner with the UW.

Cars on State has moved to June because of the uncertain weather of May.

Capitol Neighborhoods – Zellers noted there is an Alder forum scheduled for March 24 at the Lutheran chapel on Gilman. It will feature all downtown alder candidates. The April program for the neighborhood association features the downtown hostel.

A motion was made by Verveer/Crabb to allow a 5 minute extension. **MOTION CARRIED UNANIMOUSLY.**

GSSBA – as noted Cars on State will occur in June.

State Street Oversight – Their primary discussion was the construction as noted above.

Roundup – Urban Land Interests has had the mirrors broken by their parking garage. An inquiry was made about whether there was an increase in vandalism downtown. Members did not believe that was the case.

IX. NEXT MEETING

April 21, 2011

Ald. Eagon announced this was his last meeting because he is moving to New York. He has made a two-year commitment to Teach for America.

X. ADJOURNMENT

A motion was made by Crabb/Verveer to adjourn at 7:35 p.m