



City of Madison

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

Thursday, January 19, 2012

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, January 19, 2012 in Room 108, City County Building, 210 Martin Luther King, Jr. Blvd. Chair Zellers called the meeting to order at 5:30 p.m. A quorum was present and the meeting was properly noticed.

DCC Members Present: Gregory Frank, Rosemary Lee, Jeremy Levin, Patrick McDonnell, Sarah Reiter, Alder Scott Resnick, Mary Lang Sollinger, Alder Mike Verveer (arrived at 5:51 following the Monona Terrace Community & Convention Center meeting), Ledell Zellers

DCC Members Absent: Ted Crabb Donna Hurd, Chelsea Johnson, Jeremy Levin

DCC Alternate Present: Mary Carbine

DCC Alternate Absent: Ron Luskin

Parks Staff Present: Eric Knepp, Charlie Romines, Tom Skaife, Kelli Lamberty

City Staff Present: Bill Fruehling

II. APPROVAL OF MINUTES

A motion was made by Reiter/Frank to approve the Minutes of the December 15, 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
No report for the month.

Mall/Concourse Maintenance
Skaife reported that there had been a limited amount of snow to date, but that the staff is prepared for the forecasted snow. Carbine indicated that the response to the first snow event of the year was excellent. Carbine asked

about the current plan for the forecasted snowfall, especially with regard to the snowfall going into a weekend evening. Romines stated that the response would be determined by the amount of snow and when it fell. Carbine also commented about the metered parking not being plowed in the past and that businesses had mentioned this issue and that she hoped Parks staff would bring this item up in working collaboratively with other City agencies.

VI. OLD BUSINESS

A Resolution Adopting the Downtown Plan as a Supplement to the City of Madison Comprehensive Plan.

Downtown Plan Update

REGISTERED SPEAKERS:

John T. Ribolzi, Support
Peter Ostlind, Support,
Michael Bridgeman Support,

Chair Zellers provided an overview of the structure of the three subcommittees and their area of responsibility. Zellers stated that given some of the members of the committee need to leave early, the first report would be on subcommittee #3, which was chaired by Reiter.

Reiter gave an overview of the report of subcommittee #3, which is focused on Keys #2, #3, and #8. The overview followed the report of the subcommittee #3 to the DCC and included committee discussion and staff clarification on specific items referenced in the subcommittee report. Upon Reiter's departure at 6:20 pm, Carbine presented the through the end of Key #3 of the subcommittee's report. Alder Resnick introduced the idea of working on keys #2 and #3 first to come to some consensus on these items. The committee discussed how the zoning code rewrite fits into the downtown plan. Fruhling indicated that the Downtown Plan is structured in a way to fit into the Zoning Code. The committee focused on the proposed changes from subcommittee #3's report for changes recommended to Keys #2 and #3 in an attempt to find general consensus on specific items. The committee discussed what they envisioned their final product to the plan commission would be.

The committee found general consensus on the following elements of the report of subcommittee #3:

1. Recommendation #15 needs to be clarified further by staff.
2. Objective 2.1 should include language including Creative Industries in addition to high tech industries as desired targets for recruitment efforts.
3. Recommendation #16 should include a more positive approach to the wording. Focusing on wording such as "incentivize and guide development."
4. Recommendation #30 should include language focusing on having a mix of executive housing and affordable workforce housing.
5. Objective 2.7 should include and incorporate CVB's Destination 2020 strategic plans.
6. Support for Objective 3.1 recognizing the value of the viewshed to the Downtown and that it impacts visitor's perspectives.
7. Recommendation #36 should recognize not only are the tops of buildings important, but the street level facades also contribute to the positive

experience.

8. Objective 3.2 should read “Provide a dynamic and flexible mix of land uses and densities that enables ample opportunities...”

9. Supporting Objective 3.3 that acknowledges that buildings fit into the greater fabric of downtown.

10. Supporting Objective 3.4 and its recommendations.

11. Recommendations #52 and #54 – include as a concept the idea of placement as a part of street tree requirements.

The committee then discussed other portions of the report from the subcommittee that generated less consensus in the earlier discussion. The committee generally agreed to lay aside the thematic language on height and conservation restrictions from the subcommittee. The committee also discussed but Objective 2.3. The change originally mentioned in the subcommittee’s report on Recommendation #17 was discussed and generally considered to be not a priority of the full committee. The committee generally agreed to remove the comment on Recommendation #21 from the subcommittee’s report. The subcommittee’s report on Recommendation #20 was to reduce the restrictions on height. Discussion focused on the fact that the Downtown Plan Recommendation #20 allowed an exception to the maximum heights in certain redevelopment projects. Fruhling pointed out that this recommendation was focused on incentivizing redevelopment of some of the less than stellar architectural structures in the downtown. The committee felt that Recommendation #20 should more clearly be tied to the “out of scale” buildings mentioned on page 29 of the plan. After further debate and multiple alternatives, Alder Resnick proposed that the committee to stick to the current language of the plan.

Recommendation #23 was discussed with no clear final consensus. Carbine indicated that the subcommittee had significant concerns on this item. The committee discussed waiting to see what happens from the BID’s meeting on the downtown plan related to this item. It was determined to bring this specific issue back to the DCC as a part of the continued review of the Downtown Plan in February. This completed the review of the subcommittee’s report for Keys #2 and #3.

A motion was made by Frank/Verveer to refer this review of the Downtown Plan to the 2/16 meeting, MOTION CARRIED.

VII. NEW BUSINESS

VIII. UPDATES

No updates.

IX. NEXT MEETING - February 16, 2012

X. ADJOURNMENT

A motion was made by McDonnell/Verveer to adjourn at 7:30 pm. MOTION CARRIED.