



# City of Madison

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

## Meeting Minutes - Draft SUSTAINABLE DESIGN AND ENERGY COMMITTEE

---

Monday, January 23, 2012

4:00 PM

215 Martin Luther King, Jr. Blvd.  
Room 300 (Madison Municipal Building)

---

### CALL TO ORDER / ROLL CALL

**Present:** 13 -

Sam J. Breidenbach; Lance E. Green; Paul E. Skidmore; Jill Johnson;  
Lucas K. Dailey; Christopher J. Laurent; Jesse J. Shields; David W.  
Drummond; Garrick R. Maine; Jeannette E. LeBoyer; Marc B. Kornblatt;  
Lou W. Host-Jablonski and Richard A. Heinemann

**Excused:** 1 -

Richard J. Pearson

**Others present:** Rick Roll, Rebecca Cnare, Jeanne Hoffman, Richard  
Heinemann and Chris Laurent.

### APPROVAL OF MINUTES

Dailey moved to approve the minutes, the motion was seconded by Green and  
the minutes were unanimously approved.

### PUBLIC COMMENT

None.

### DISCLOSURES AND RECUSALS

None.

### NEW BUSINESS

#### [25116](#)

2012 Schedule for Sustainable Design and Energy Meetings - discussion  
regarding start time.

Meeting dates held in Room 300 - MMB: January 23rd, February 20th,  
March 19th, April 16th, May 21st, June 18th, August 20th, September 17th,  
October 15th, December 17th. July 16th's meeting will be held in LL120 -  
MMB. November 19th's meeting will be in Room 108 - CCB (Parks  
Department Conference Room.)

**There was discussion regarding start time.**

24233

Adopting the Madison Cultural Plan

Attachments: [Madison Cultural Plan Exec. Sum2.pdf](#)  
[Draft Madison Cultural Plan 2011.pdf](#)  
[MACCulturalPlanRecstoCPSC122011.pdf](#)  
[LMC Report 12-5-11.pdf](#)

Karin Wolfe and Ann Katz - Director of Arts WI – on the Arts Commission and Karin is the Arts Commission staff person for the City.

Ann - This idea for this plan started in 2003. Steering Committee – artists and local consultant to help develop the plan. This is the final draft – that has been put together from the steering committee and the consultant – lots of focus groups, surveys, etc. This is a City plan. There are elements that will go beyond the City to the County and the Region. This is about creativity and access... there is a lot of stuff going on – festivals... there is a lot going on for a city this size. There is not a lot of cooperation – there is a lot of silos – and a lot of folks working on their own.

Last two years working on process. We really focused on connectivity – giving the artist a voice, helping to provide a sense of place – sustainability is also an important element. That there is enough support to keep these efforts going – increasing capacity of the arts commission. Looking for infrastructure – collaborative effort – structure – so that opportunities are not missed.

Karin – There are two specific areas that the deal with sustainability. Madison... what makes Madison.. Madison – lakes, greening the environment, etc. Green features, NA – planning process – so that NA's can talk about sustainability, cultural, and arts.

Marc – Ann oversees a small grant that I get. Expression – more than a first amendment right – the activists... is part of Madison... We are a social service haven... even though it is cold. These are two big parts of Madison...

Greening the landscape – bringing in the artists early... and nature combined. Needs to be more in this area...

We should add Overture.... As a place to put art that local artists make...

Preserving and protecting – historic places – regulation can hinder creativity....

Lucas – Structural changes – Creative Initiatives – staff team... seems like it makes sense. Digital art... disembodied of place – didn't see a hold lot of discussion about – seems like this may need some further examination.

Lou – this is a plan about cultural – this talks about – infrastructure... what type of infrastructure that can deal with green arch on one end – to dance therapy – on the other end.

Karin – right now there is no way to make these connections...

Satya – issue with Graffiti – maybe make a mural...instead.

Jeanne – recycling on State Street?

Marc – Streets would listen – if there was some funding...

Karin – Public Arts effort – will have an environmental purpose. Parks underutilized – arts can help solve another problem that the city has already identified.

Ann – arts projects, that is also landscaping, that is also storm water, etc – so that there are more opportunities for funding. This is plan about place... arts are a part of everyone's life.

Lou – This plan plugs a hole in our Sustainability Plan that we need to talk about this at our next meeting.

David – so many local artists – keep local control – preference to local artists – and some local say in what and where.

Lance – Creative Initiative Staff – is a really good idea. Problem areas – getting it easier to do cultural events. Barrier – to events... could be stronger – there can certainly be better transportation to these events.

Sam – mention of historic preservation – embellishing this with historical context – cultural context, human context... the sense of place..

Lou – that is over-looked when – we only look

Lance – Move approval of the plan – including our comments.

Sam – Second - Unanimously passed.

24468

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

**Attachments:** [Downtown Plan Resolution Oct 2011.pdf](#)  
[Downtown Plan Letter of Transmittal 11-15-11.pdf](#)  
[Downtown Plan DRAFT Nov 2011.pdf](#)  
[Barrett comments\\_SDEC 11-21-11.pdf](#)  
[24468 - Downtown Plan Comment for Landmarks Commission.pdf](#)  
[Barrett comments PC 12-05-11.pdf](#)  
[Devos to TPC-Comments on Downtown Transportation Plan 12.14.11.pdf](#)  
[24468 - Downtown Plan Landmarks Letter Zellers.pdf](#)  
[Golden Comments on Downtown Plan - TPC 12.14.11.pdf](#)  
[Barrett to EDC Comments Downtown Plan.doc](#)  
[24468 - Downtown Plan Landmarks letter Bridgeman.pdf](#)  
[BID Board Downtown Plan feedback120911.pdf](#)  
[Bridgeman UDC 12 21 11.pdf](#)  
[Smart Growth Downtown Plan memo final122111.pdf](#)  
[Golden Comments on Downtown Plan - TPC 01.11.12.pdf](#)  
[Schmitz Recommendations for Downtown Plan - TPC 01.11.12.pdf](#)  
[DowntownPlanHandout1.pdf](#)  
[DowntownPlanHandout2.pdf](#)  
[Data Related to Downtown Plan.pdf](#)  
[UDCReport122111.pdf](#)  
[LMC Report 121911.pdf](#)  
[BID DT Market Data January 6 2012.pdf](#)  
[DMI Packet with maps Jan 18 2012.pdf](#)  
[Lichte Concerns Jan 18 2012.pdf](#)  
[Peterson memo Jan 18 2012.pdf](#)  
[De Vos Comments to PBMVC \(Key 6\) of Downtown Plan.pdf](#)

Rebecca Cnare – 14 City Committees will be reviewing the Downtown Plan. The Downtown Plan will be also be doing working sessions with the Plan Commission.

This is not the Sustainability Plan or the Comprehensive Plan so we are not going to be a replacement to these documents.

Key 9: Become a Model of Sustainability is the chapter where you look to see what we can do in the downtown for sustainability

Key 1: Celebrate the Lakes – connect with the lakes. This is a controversial issue.

There was also a plan for a new path along Lake Mendota.

Last 20 years of development in the downtown, the plan is saying let's continue this by more than doubling living units in the downtown in the next 20-30 years.

The rest of the keys look at quality of life in the downtown through neighborhoods, affordability and transportation.

Walking – better connections – East Campus Mall, North Shore Drive – James

Madison Park, and Langdon Street.

Biking – Capital Square, more routes in and around downtown.

Streets/Parking – two-way streets where there are one-way streets are now. This is a start to the large transportation plan that the city is working on.

Transit – look again at a circulator, commuter rail, and high-speed rail.

Historic – adaptive reuse, historic district are protected – and redevelopment where appropriate.

Parks – site new park – Mifflin/Johnson Street Bend area.

Key 9 – Capitalizing on the Sustainability of many of the other keys. Use the Downtown as a place where you can try new ideas.

David – increase density... how to you make such densities – live-able?

Rebecca – street treatments, sidewalk treatments, set-backs when you have buildings over 5 stories. Looking at different types of streets – with different treatments...

David – noise is a big issue and cars make a lot of noise...

Rebecca – good suggestion.

Lance – Lots of sustainability in the plan. Green Streets is a good principals – storm water looking at pilot projects.... In parks... storm water/renewable... these things should not be only in parks. Transportation – good to see RTA/TDM mentions. More robust goal (30% don't drive cars) look to increase this percentage. Bikes – way finding. Transit – increasing services and circulator. More directly look at the transportation plan. End of the plan – chart – with recommendations and who would work on them – not really filled in. Why?

Rebecca – The ones that we don't have in the chart – are policies. We do want these types of sustainability ideas that will pilot these ideas so we differently want to make sure that this is public and private.

Satya – The chart... I think that all of recommendations should be in the chart and have the Common Council – or have a separate list so the council knows what they are responsible for.

Lakes – Don't think that filling in the lake is sustainable – from an environmental perspective. We should look at a plan that looks at covering John Nolan Drive... and using the existing space better. (send Satya – the Seattle idea).

Activating the street – the height isn't as much of an issue – but want is happening on the ground floor – how much sidewalk there is... (setback for larger sidewalk space). Cities – other cities that are doing other gathering spacing – parallel park, micro parks. Plan should provide additional ideas in this area. Other areas for public space – not just private space but public

space.

Noise is an issue but is also speed – they are inter-connected. This should be looked at regarding where pedestrians walk and where bikes go.

Rebecca – looking at outer-loop – one-ways to two-ways... as a way to address this.

Satya – how can we increase density here and in just outside the downtown can increase – so we don't just have lots of high-rises.

Rebecca – This is a downtown plan so we focus here but we do mention this issue – we also talk about the transportation so that folks can easily get into the downtown.

Satya – Good regarding - urban forest – There is a need for urban agriculture.... This is tough – but it is a desire. We need to look at developing a soil standard for street trees so that they are more protected. Edible landscaping – fruit/nut trees – this should be in the plan. Storm water management – goal for downtown – as much storm water management as possible in the downtown – because of the lakes.

Marc – audience...

Rebecca – Implementation section will be internal but the document should be for the public. City has talked with many people...

Marc – Looking at the different between runners/bikers and walking. Law Park how do you expand it?

Rebecca – we are thinking about the entire John Nolan Drive... The plan adds about 2-acres – the DNR did give permission for about 4 acres... we would need to get a new permit. The bridges are big - 30 feet across.

Marc – we here at SDE had a discussion regarding tolls – have you have any discussion about that?

Rebecca – you can already get better rates – we need to advertise this more.

Marc – the Matrix – 108-116... the call to action – many considering putting that at the beginning of the documents.

Rebecca – could be a separate piece.

General discuss about using this as a way to navigate – and link to the document.

Lucas – I think we need more density and jobs in the downtown – we need to increase beyond what we are doing now.

Rebecca – The goals might be light. (doubles what we did just did in the last 20 years)... so more commercial and residential – goals might be light but we are trying to accelerate this rate.

Lucas – I think we need to increase the areas that are possible for redevelopment. This is all artificial shoreline, this not a huge fill project – of course this is a big issue that needs to be studied.

I think you should so some of the more of the non-park open space – such as kohl's center space...

David – lighting standards for street lighting – consider some dark-sky should considered. Also urban animals also needs to be addressed.

Lou – these are not natural shoreline – creating an edge – that work for people – this is not a big deal for me. I think this can really be a great way to connect the city to the lake.

Downtown Design Professionals – what did you think of it – what was incorporated – why/why not?

Rebecca – Some departures regarding Law Park – Didn't want to cut off Willy, there are issue with access with burying John Nolan...

Lou – How much were the downtown neighborhoods involved in the plan –

Rebecca - DMI group and the NA's – capital – Tenney... etc... very interested in heights, peds, etc. some of the NA's plans have lower building heights – and the downtown plan should push the heights....

Lou – Can some of these ideas be pushed – to other parts of the city.

Rebecca – There is a planner on all of the resource teams – so help push some of these ideas to other areas.

Satya – where is the planning department going next with NA – plans? Is there a plan? How old...greatest need?

Lance – at the Sasya NA – His goal in 2012 – plan for planning... template for helping the neighborhood association – helping them get ready to write a plan.

Chris – affordable housing and schools. The plan needs more in the plan – more specifics – should look at not only public schools and private schools.

Chris – Approval of Downtown Plan with consideration of SDE comments.  
Marc – Second Unanimously Approved.

## DISCUSSION ITEMS

[21481](#)

To approve the Madison Sustainability Plan.

**Attachments:** [Sustainability Plan 02-22-11.pdf](#)  
[Studies on Pesticides and Health.pdf](#)  
[BID\\_SustainPlan\\_Input.pdf](#)  
[Mikolajewski Sustainability Plan Comments 3-10-11.pdf](#)  
[Sustainability Plan Memo-CDBG\\_03-31-11.pdf](#)  
[Engineering comments](#)  
[BID\\_SustainPlan\\_Input.pdf](#)  
[Registration Statement Sustainable Design CDBG April.pdf](#)  
[GMCoc Sustainability Plan Memo\\_04-11-11.pdf](#)  
[Klafka Comments on Madison Sustainability Plan dated October 281nov10.p](#)  
[Widstrand Comments.pdf](#)  
[Planning Division Memo 042811.pdf](#)  
[ped bike .pdf](#)  
[SustainabilityReport042711.pdf](#)  
[MyMemoonCitySustainPlan.docx](#)  
[Green roofs requirement in Madison Sustainability Plan.htm](#)  
[Madison Sustainability Plan.txt](#)  
[sustainability plan for Union Corners.txt](#)  
[Madison Food Systems.htm](#)  
[Madison Sustainability Plan Comments 5-10-11.doc](#)  
[MadisonSoilVolume.pdf](#)  
[SDE\\_SWAC Meeting\\_110512.pdf](#)  
[Sustainability Plan recommendations APPROVED 5 12 2011 by BOHMDC.p](#)  
[Paul Abramson comments.pdf](#)  
[Comments emailed2.pdf](#)  
[Comments emailed3.pdf](#)  
[Peak Oil.pdf](#)  
[Peak Oil 2.pdf](#)  
[Si Widstrand Comments.pdf](#)  
[Comments emailed.pdf](#)  
[DannaOlsenEmail.pdf](#)  
[BIDSustainPlanInputUpdated.pdf](#)  
[Sustainability pesticide .pdf](#)  
[Sustainability Plan - DMI edits 6-8-11 pdf.pdf](#)  
[Lance Green Comments 5-10-11.pdf](#)  
[Water Utility Comments on the Madison Sustainability Plan.pdf](#)

**This item was referred to the Feb. Meeting**

## **ANNOUNCEMENTS**

None.

## **ADJOURNMENT**

Moved Adjourn – Chris  
Second – Jesse  
Unanimously approved.