



**City of Madison**  
**Meeting Minutes - Final**  
**ECONOMIC DEVELOPMENT**  
**COMMISSION**

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

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Wednesday, July 6, 2005

5:00 PM

Room 120, Madison Municipal Building  
215 Martin Luther King, Jr. Blvd

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**1 CALL TO ORDER**

*Also present: John Stockham, Don Marx, Victoria S. Selkove, and Jule Stroick*

**Present:** Michael E. Falk, Susan M. Gleason, Richard A. Slone, Thomas W. Still, Mark D. Bugher, Edward G. Clarke and Ralph Kauten

**Excused:** Patricia E. Jenkins, Ald. Zachariah Brandon, Mark Clear and Jeff C. Erlanger

**2 APPROVAL OF MINUTES**

A motion was made by Clarke, seconded by Kauten, to Approve the Minutes.  
The motion passed by acclamation.

### 3 ITEMS REFERRED FROM COMMON COUNCIL

3A [01363](#)

Adoption of the Wingra Creek Market Study and Redevelopment Plan as a supplement of the South Madison Neighborhood Plan.

A motion was made by Clarke, seconded by Slone, to Return to Lead with the Recommendation for Approval to the PLAN COMMISSION.

John Stockham, consultant for the study, and Jule Stroick, the project manager from Department of Planning and Development were present. Stockham noted that Andy Kessenich and Mike Harrigan also worked with him on the project.

Stockham reviewed the key findings and recommendations of the study and redevelopment plan:

(1) The 64 acre area is an important redevelopment opportunity in the South Madison area; the market study provides a data based analysis of what can be supported there economically.

(2) Two key employers: Dean Health Systems and Strand Associates who have made a significant commitment to the area and community. Both need room to grow.

(3) There are 30,000 average daily trips on Park and Fish Hatchery.

(4) Quite a bit of underutilized space now; surface parking lots used for hospital, off- site parking, and construction staging.

(5) Not realistic to have neighborhood retail; strong suit of the area is the 14,000 employees within a mile of the site.

(6) The two blocks along Park Street serve as affordable space for small commercial businesses.

(7) Potential redevelopment and added uses in the area align well with the Mayor's vision for a health care/biomedical corridor and trolley car route.

(8) Key recommendations include developing the Morningstar site as a whole for health care related uses, such as a lodging facility and/or conference facility; extension of Cedar Street to make site accessible for future uses; relocation of the army reserve facility; creation of area specific development corporation to guide and pursue the redevelopment opportunities. Property owners need someone outside of the City to work with when implementing this plan.

The Commission discussed the following:

(1) The potential need for a TID in the area to implement the proposed redevelopment (yes, because of the cost of extending the street and undertaking needed land acquisitions)

(2) The opportunity for job creating businesses (plan calls for 400,000-600,000 square feet of employment related uses)

(3) Next steps.

The motion passed by acclamation.

## 4 COMMISSION INITIATIVES

### 4A City TIF Policies: Review and discuss draft comments. (S. Gleason)

Bugher asked Gleason to review the draft comments and recommendations that she and the TIF workgroup had prepared.

Gleason explained that due to the time constraints of the workgroup members, she had independently written a draft set of recommendations for review (via email) by the workgroup and then by the Commission. She noted it had come to staff's attention that the workgroup constituted an official committee of the commission and therefore had to meet officially to discuss and make recommendations before bringing the draft to the whole commission. Consequently, the workgroup had met the previous day, Tuesday, July 5 and approved bringing the current draft to the commission for its review. Naherny had emailed notes from the meeting earlier in the day.

Gleason and Naherny also noted that the Board of Estimates subcommittee's final report on TIF had been released. At the July 5 Council meeting it was officially referred to the EDC as well as the Plan Commission and Housing Committee. Ald. Brandon had suggested at the workgroup meeting that the EDC review this report and the comments from groups such as Progressive Dane in formulating its final recommendations.

Gleason walked through the main points of the draft: that TIF should be primarily a tool for business and economic development and job creation; that the City's TIF policy should be clear and narrow in focus; that the application process should be overhauled; that the city should explore other methods of financing, such as developer bonds, and rethink the use of the equity kicker. She noted two attachments to the draft that were also drafts -- a chart on city's use of industrial TIDs and some sample language for a policy focused on economic development.

There was discussion with staff about the equity kicker -- how long it has been in place, how it works. Marx noted that it was used in residential project TIDs and that no developer had walked away from a project because of it. It is used to retire the debt in the district. The development community seems to accept it. Some commissioners felt the equity kicker was punitive. The question was asked whether it could be funneled into projects that support economic development.

There was discussion about how much to emphasize business development/job creation over housing. In certain circumstances, condominium development might be economic development.

Bugher recommended these next steps:

- (1) Each member read the BOE subcommittee report and others' comments and recommendations.
- (2) Each member review the draft EDC report and send their specific recommendations for changes, additions, deletions to Naherny who will produce a next draft for review by the Commission at its August 3 meeting.

All present agreed with this approach. Commission members were asked to get their comments to Naherny by Friday, August 15.

**5 MADISON COMPREHENSIVE PLAN**

Due to the late hour, the Commission did not discuss recommendations for changes to the Plan. Members were encouraged to review Clarke's comments and to submit their own to staff. The Commission will have an opportunity to review and approve the plan when it is completed and introduced for adoption.

**6 CHAIR'S REPORT: BUGHER**

6A August 3, 2005 meeting agenda

Bugher noted that the Mayor will attend the August meeting to discuss follow up on the EDC report on creating a friendly environment. This item and the EDC TIF report will be the primary agenda for the August meeting.

6B Other Area Economic Development Activities

Jennifer Alexander will present an overview on the status of the Regional Collaboration at an upcoming Commission meeting.

**7 ALDER'S REPORT**

None.

**8 STAFF REPORT**

Naherny noted that she had provided a brief summary of staff's activities in the agenda cover memo. There was no additional discussion.

**9 PUBLIC COMMENT**

None.

**10 ADJOURNMENT**

A motion was made by Clarke, seconded by Gleason, to Adjourn at 7:30 p.m. The motion passed by acclamation.