



City of Madison

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

Thursday, November 17, 2016

5:30 PM

Madison Senior Center Community Rooms 1 & 2
330 West Mifflin Street
Madison, WI 53703

****NOTE MEETING ROOM CHANGE!****

CALL TO ORDER / ROLL CALL

Present: 8 - Michael E. Verveer; Ledell Zellers; Davy Mayer; Gregory O. Frank; Ted Crabb; Thomas E. Hirsch; Sandra J. Torkildson and Lori J. Henn
Excused: 2 - Adam J. Plotkin and Matthew J. Covert

APPROVAL OF October 20, 2016 MINUTES

A motion was made by Frank, seconded by Crabb, to Approve the October 20, 2016 Minutes. The motion passed by voice vote/other.

PUBLIC COMMENT

None

DISCLOSURES AND RECUSALS

None

1. [43665](#) Downtown Retail and Market Analysis

Tom Leighton, Tangible Consulting, and Jay Demma, Perkins + Will, presented the main findings, conclusions and strategies from the almost final report to the Downtown Coordinating Committee and the members of the BID that were present.

Zellers asked about the origin of the recommendation to widen the pedestrian zone. She said that it feels like minimum parking requirements, and not necessarily rooted in specific site conditions. Leighton said that he feels it is important for two people to be able to walk down the street next to each other and pass other people, six feet doesn't really allow that. Even the State Street Design report from 1999 recommended 10-12 feet of walking room.

Hirsch said that the sidewalk cafes also really want more seating, not less, so there is an elephant in the room about if we can use the street area and make a pedestrian only street. Do busses add to the retail vibrancy of State Street? Crabb added that there are three main issues that would have to be solved in that regard, fire lanes, busses, and delivery trucks. Torkildson said that people can disagree on how much room is needed; some places along the street are really tight, as the street isn't symmetrical all down its whole length.

Springman, BID Board member, asked to focus on which recommendations will bring more

retail to the street - wider sidewalks isn't one of those things.

Zellers asked about the survey results - did people ask for this in the survey. Leighton said he couldn't remember individual comments from the survey, but that he would be forwarding all of the survey results to the City.

Leighton led the members in a discussion about regulatory strategies in the report. He said that physical constraints might be easier to approve than food and beverage regulations.

Frank said that he would rather start with some low hanging fruit recommendations that everyone can agree upon, before the City starts discussing regulatory changes. He said that if we do regulatory strategies first, then nothing will move forward.

Henn says that we have to be careful to not lose ground on retail by avoiding more controversial ideas. You can't un-ring the bell if more bars and restaurants continue to move in. Torkildson asked about other cities that have some of the regulatory ideas that the report recommends. She mentioned Georgetown, San Francisco and others that are pushing back on too many restaurants.

Zellers said that the cities that Torkildson mentions also have strong historic preservation ordinances, but we seem to have a fear of that here. Frank said that the historic district might be a good idea, but that we need to look at all of the issues.

Tiffany Kenney, BID Executive Director, mentioned that the BID isn't really interested in spending their time working on regulatory strategies, but they are interested in many of the other recommendation.

Springman asked if Committee members were interested in the idea of adding national retailers to the street. Torkildson said that some national retailers can act as anchors, but we don't want to get too many or we lose the character of the district.

The committee members suggested a few minor editorial changes.

Bert Stitt, registered to speak and said that there is a missed opportunity to have recommend that important Wisconsin companies, like Kohler or Harley Davidson, should have retail stores on the Square.

Torkildson noted retail recruitment efforts as a tool discussed in the case studies, but it wasn't listed as a recommendation for Madison. Kenney would like some expansion on the idea of the retail incubator, are there other cities doing this? Are there other innovative retail trends that could be more detailed as well?

A motion was made by Crabb, seconded by Frank, to recommend acceptance of the report with changes made as discussed, and that staff formally introduce a resolution to accept the report and outline a process for next steps to the Common Council to return to the BID, and other relevant committees with the DCC as the lead. The motion passed by voice vote/other.

A motion was made by Crabb, seconded by Frank, the DCC expressed their appreciation to Tangible for their work on this report. The motion passed by voice vote/other.

2. [43566](#)

Approving the 2017 Operating Plan for Madison's Central Business Improvement District (#1).

Tiffany Kenney, BID Executive Director gave a brief overview of the supplied information, available online, and said that changes from the 2016 plan were highlighted in red on the report.

Verveer asked if the BID was considering expansion as a result of the Tangible report? Kenney said that they have a 3 year expansion plan, to first include the parking garages, and then look into expansion on West Washington/Broom and other areas that seem appropriate in the future. Verveer suggested that they look to Have co-terminus boundaries with the Mall Operating Boundary.

A motion was made by Hirsch, seconded by Crabb, to RECOMMEND TO COUNCIL TO ADOPT - REPORT OF OFFICER. The motion passed by voice vote/other.

3. [44740](#)

Amending Sections 28.211, 28.151, 28.061, 28.072, 28.082 and 28.132 and creating Section 28.006(3)(i) of the Madison General Ordinances allowing for Storage Lockers in the Mixed Use and Commercial Districts, Employment Districts, and the DC, UOR, and UMX districts.

Zellers gave an overview of the ordinance as Tami Fleming from friends of the State Street Family was unable to attend the meeting. She said that Fleming has been working for some time to find the right ordinance language to begin a locker program for homeless citizens of Madison. They have been trying to find strategic locations and locker designs that are weather tight and blend into their surroundings. City zoning staff has also been helping with language to allow lockers in several zoning districts with stringent criteria. Lockers would be assigned to individuals, but managed by groups, non-profits or others, to build trust and provide support services to people as well. There is an application and license fee so that if the lockers were not managed correctly, the license could be revoked. Zellers said that this is just a very small step, but an important one to help move forward.

Crabb asked if there are specific agencies willing to manage the lockers. Zellers said that Fleming has been in contact with some potential providers. Henn asked if there was interest from the homeless for a program like this. Zellers said that Fleming has a lot of contact with the homeless, and wouldn't have suggested this solution if there were not both people and managing groups interested.

A motion was made by Crabb, seconded by Verveer, to Return to Lead with the Recommendation for Approval to the PLAN COMMISSION. The motion passed by voice vote/other.

4. [33826](#)

Committee Member & Staff Updates

Verveer noted a November 30 meeting about the John Nolen Drive, Blair Street intersection open house and listening session at the Monona Terrace.

ADJOURNMENT

A motion was made by Mayer, seconded by Zellers, to Adjourn at 7:40 p.m. The motion passed by voice vote/other.