



City of Madison

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

Thursday, August 18, 2016

5:00 PM

215 Martin Luther King, Jr. Blvd.
Room 260 (Madison Municipal Building)

****NOTE TIME CHANGE!****

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

NOTE A possible quorum of the Business Improvement District Board and Common Council may be present.

CALL TO ORDER / ROLL CALL

Present: 7 - Ledell Zellers; Gregory O. Frank; Adam J. Plotkin; Ted Crabb; Thomas E. Hirsch; Matthew J. Covert and Sandra J. Torkildson
Excused: 2 - Michael E. Verveer and Davy Mayer

APPROVAL OF July 21, 2016 MINUTES

A motion was made by Frank, seconded by Hirsch, to Approve the July 21, 2016 Minutes. The motion passed by voice vote/other.

PUBLIC COMMENT

None

DISCLOSURES AND RECUSALS

None

1. [41722](#) Report of Mall Maintenance and Special Events 2016

Mark Kiesow, Parks Division, gave a brief update on Mall activities. The students are moving back which always causes some confusion with large item trash disposal and other issues. The irrigation systems that he mentioned last month have been fixed. He has been working with Olbrich on getting new plants in some of the planting beds, and has worked out a plan with Planning on adding benches, bike racks and trash/recyclable receptacles in both the expansion areas and where redevelopment construction areas are finished. He also mentioned that the fountains on the square are working, and that Jazz at 5 has started. Kiesow has also started to remove periodical boxes that appear to have been abandoned or not maintained along the street.

ROLL CALL

Present: 7 - Ledell Zellers; Gregory O. Frank; Adam J. Plotkin; Ted Crabb; Thomas E. Hirsch; Matthew J. Covert and Sandra J. Torkildson

Excused: 2 - Michael E. Verveer and Davy Mayer

2. [44095](#) Sign Pole Structures on the Capitol Square

City Staff described some of the reasoning behind the new signage and sign pole structures on the square. The design of the poles and signage were included in all of the approved documents that went through the city approval process. It was in response to issues related to mixed traffic between busses, bikes and cars. To remove and replace the new poles would be costly. The current plan has been to see how they work once they are installed. The square is a federally funded fixed guideway for Metro, which is required to be specially signed as such.

Traffic Engineering did some recent compliance observations via camera and found very poor compliance. Zellers said that the signs appear to have the scale of highway signage, and wondered if the signs could be supported by wires hung from both sides of the road? Crabb agreed, and thought that perhaps there could be two smaller signs, one from each side of the street. Staff noted that the State has jurisdiction over the Capitol side, and as such, adding poles or signs on that side would likely not be feasible.

Covert asked if electrical capability could be added to the sign poles for future electric signs or new signage to allow for changes in the traffic patterns over time. Plotkin doesn't like the new signs, and would like to see supportive data to show that they are necessary. Hirsch asked if the signs could be smaller like the old signs. Torkildson asked about the number of accidents between bikes, cars and busses that have occurred over time, perhaps including data before and after the signs. Staff noted that only one set of signs had been installed so any data collection/ comparison would be faulty until all of the signs were up for a period of time. Staff said that TE was going to see how the signs worked over the fall and winter to help determine the next steps for the reconstruction of the southern half of the square. Plotkin said that if TE cannot support their findings with data, he does not want any more signs put up.

The general consensus of the Committee was that they would like to see compliance data and at a future meeting.

There was no specific motion.

3. [43549](#) 2nd SUBSTITUTE Creating Section 23.60, renumbering current Section 23.60 to Section 23.70, and amending Section 1.08(3)(a) of the Madison General Ordinances to prohibit lying down or sleeping in the public sidewalks and rights of way and specified other public places, during specified hours in the Central Business District, and establish a bail deposit schedule for violations thereof.

Ed Kuharski registered in opposition to the ordinance. He said that we already have an ordinance prohibiting the possession of sleeping paraphernalia. He said that eating and drinking establishments get to take up valuable sidewalk space for cafes that cause as much if not more disturbance to pedestrians in the right-of-way. He said that the distinct boundaries are arbitrary and that we cannot arrest our way out of a problem where people cannot afford to pay their tickets. It starts a cycle of increasing difficulty in finding people housing opportunities when they have outstanding warrants and tickets.

Mayor Paul Soglin spoke in favor of the ordinance. He said there is no one in this city who has done more about affordable housing than he has, including the recently opened Rethke supportive Housing for chronic homeless people. He has been spending a lot of time downtown trying to understand where people sleep and what the issues are. He noted that this ordinance is intended to solve a very specific problem where people have so much stuff on the sidewalk that it creates a physical barrier, and makes the city sidewalk unable to be cleaned properly. He isn't interested in criminalizing homelessness or getting revenue from tickets, he just wants a tool to help get compliance and send the message that there is value in how spaces look downtown is important to everyone.

There was a motion to approve the second substitute by Covert/Frank for purposes of discussion.

Frank noted that this ordinance still allows sleeping on benches, just not in the sidewalk.

Torkildson said that this is a hard issues for all of us to talk about since we are sensitive to the hardships of people, but are also tasked with creating a welcoming environment for people, businesses and everyone to downtown Madison,. She is concerned with continued problems at the top of State Street. The free meals continue to leave a mess, and the behavioral issues from people who are not homeless continue.

Hirsch said that he is in favor of the ordinance. This is not about criminalizing homelessness, as the city is working diligently to help provide housing and that general homeless issues are a much larger issue than this just committee. This tool doesn't seem to be too broad and he noted the ordinance language calls out education and warnings, including a discussion of available services that must be offered to the people sleeping before any ticket is given.

Plotkin said that he is torn on this issue, as everyone should be allowed access to public space, and that while this specific ordinance may not criminalize homelessness, it is just the beginning of a person's first interaction with a criminal justice system that is stacked against them. There doesn't seem to be a carrot that goes with the stick of the ticket. The day shelter isn't open yet. Plotkin said that he doesn't want to pass this kind of ordinance until we have an alternative for people, like the day shelter. Crabb agreed that criminal records cause problems for people trying to get affordable housing, and we can't arrest people for not having homes.

Covert noted that the police have told him that 95-98 % of the people move when asked to, but a few do not cooperate. He doesn't believe that this ordinance will compel those few people to cooperate anyway. Frank says he has been spending more time with homeless advocates and the problem downtown continues to get worse. There is a narrow group of people that this will affect and he is leaning towards recommending approval.

Crabb said that either way - the ordinance will still go to the Council for discussion. Hirsch noted that an affirmative vote by the DCC will greatly influence the Council discussion, as the Council relies on committee recommendations to gauge reaction to proposals.

Crabb said that the when we create a bail and deposit schedule, as in this ordinance, that the tickets pile up and people have no way to pay; We have to come up with better solutions.

Zellers agreed that this is such a difficult issue, and that she has compassion for the businesses downtown that have to deal with these issues as part of their livelihood. She said that she is optimistic about the day shelter, and that she hopes that a locker program will be a significant part of that solution. The police have some outstanding officers that try to do their best social work with the homeless population, and they too are disheartened by what is happening downtown.

A motion was made by Covert, seconded by Frank, to Return to Lead with the Recommendation to Place on File to the PUBLIC SAFETY REVIEW COMMITTEE, due back on 9/15/2016. The motion failed by the following vote:

Ayes: 2 - Gregory O. Frank and Thomas E. Hirsch

Noes: 4 - Ledell Zellers; Adam J. Plotkin; Matthew J. Covert and Ted Crabb

Excused: 2 - Michael E. Verveer and Davy Mayer

Non Voting: 1 - Sandra J. Torkildson

4. [33826](#) Committee Member & Staff Updates

None

NOTE: A Public Meeting on the Downtown Retail and Market Analysis will immediately follow the conclusion of regular business by the Downtown Coordinating Committee, likely starting at 6:00 p.m.

ROLL CALL

Present: 6 - Michael E. Verveer; Gregory O. Frank; Adam J. Plotkin; Thomas E. Hirsch; Matthew J. Covert and Sandra J. Torkildson

Excused: 3 - Ledell Zellers; Davy Mayer and Ted Crabb

Tom Leighton, Julie Paulsen Mullin and Jay Demma from Tangible Consulting and Perkins + Will appeared by video conference to present their initial findings in three draft reports to the Downtown Coordinating Committee and Business Improvement District. Four members of the Central BID Board were also present for the meeting. (Monteleone, Zarov, Mehl, Nemeth)

[43665](#) Downtown Retail and Market Analysis

A .pdf file of the presentation given by the consultants is available as an attachment to Legistar ID # 43665.

Some of the discussion with the DCC and BID surrounded the following issues:

- The meaning of "retail" means different things in different contexts. Make sure it is clear how it is being used.
- Downtown workers should be added to the retail anchors graphic.
- On p. 17 of our report, Building Size: 7,800 doesn't seem right. Add the caveat that this is building size and not tenant space.
- DCC/BID members questioned the statistic that downtown workers don't use downtown retail
- Fix the footers on all reports
- Market Analysis and trends report: Pg 14: the State of the Downtown report was put out by "Downtown Madison Inc" (DMI), not the city
- Retail vitality report: Map on page 6; The map showing multi-family property locations doesn't seem to be accurate and is missing many multi-family buildings at/near the square
- Case Studies: It might be worth noting when the case study cities are doing similar things to Madison
 - State of Downtown reports
 - Façade grants
 - Retail grants like Raleigh's Retail Up-Fit grant is very similar to ours
 - Strength of BID/ neighborhood associations and other advocacy groups

- Any thoughts on the case studies in colder climates and how they move people around downtown in the winter
- Perhaps it should be noted/discussed the effect that college student's demographics have on our larger downtown statistics. This could be expanded to understand what types of daily habits students have that might be reflected in retail opportunities.

ADJOURNMENT

A motion was made by Zellers, seconded by Frank, to Adjourn at 8:20 p.m.. The motion passed by voice vote/other.

Upcoming Meeting: September 22, 2016 at Overture's Promenade Hall