



City of Madison

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

Thursday, August 21, 2014

5:30 PM

210 Martin Luther King, Jr. Blvd.
Room 108 (City-County Building)

CALL TO ORDER / ROLL CALL

Present: 9 - Michael E. Verveer; Ledell Zellers; Gregory O. Frank; Mary C. Carbine; Ted Crabb; Thomas E. Hirsch; Sandra J. Torkildson; Austin E. McClendon and Adam J. Plotkin

Excused: 2 - Davy Mayer and Matthew J. Covert

APPROVAL OF July 17, 2014 MINUTES

A motion was made by Frank, seconded by Zellers, to Approve the Minutes of the meeting of July 17, 2014. The motion passed by voice vote.

PUBLIC COMMENT

Jeff, Vercauteren, introduced himself as the new President of Capitol Neighborhoods Inc.

DISCLOSURES AND RECUSALS

None

1. [35087](#) Creating an ad hoc Parking Strategic Plan Committee.

Tom Woznick, Parking Utility Manager, and Anne Monks from the Mayor's Office gave a brief presentation by about the Parking Utility Financial Stability Report and the 2014 Walker Parking Consultants Report. Woznick directed Committee members to the general conclusion and opportunities as outlined in the report that has led to the proposal to form an Ad Hoc Strategic Parking committee. Committee members had several questions about different financial implications of different parking ramp costs. The Committee discussed several policy implications of parking strategies for the present and the future, including TIF policy, cost estimates on underground vs. aboveground parking, relationships between garages and on street meters, overnight parking opportunities, partnerships, special events parking and short vs. long term parking needs throughout the downtown.

A motion was made by Carbine, seconded by Hirsch, to Return to Lead with the Following Recommendation(s) to the COMMON COUNCIL ORGANIZATIONAL COMMITTEE.

Approve the resolution with the following amendments:

#1: Add the following two bullets under the first “Be it further resolved” clause with the numerous bullet points.

- Strategies for marketing, branding and wayfinding for parking facilities to help customers find parking and maximize utilization of parking garages
- Strategies for modifying parking garage operations and physical layout to promote efficient use during special events and to more efficiently address the different needs of short term and long term parking users

#2: Fix a few typographical errors in the fifth “Whereas” clause. In the second bullet, remove the word “take” in the middle of the first sentence and capitalize the word “Management” when referring to “Transportation Demand Management. In the third bullet, rename the “Lake/Francis (sic)” to “State Street/Campus Garage” as it is referred by that name throughout the parking study.

The motion passed by voice vote/other.

2. [32474](#)

Report of Mall Maintenance, Special Events 2014

Lisa Laschinger, Parks Division, gave a brief overview of the Mall Maintenance Report for August 2014. She said that the Parks Division had made an offer for a new lead worker to replace Laura Bauer. Frank asked about the power outlets at Philosophers’ Grove, adding that they were being used for electric grills on Saturday. Laschinger replied that the outlets are only available for special events, or when amplification permits have been taken out for 30 on the Square. She agreed to look into making sure that they were not on during other times. Verveer asked about the clean up at Philosophers’ Grove. Laschinger said that her staff had power washed for Jazz at Five, but that it is difficult to clean at other times without Police intervention.

3. [34132](#)

Discussion of State Street Mall/Capitol Concourse service area boundaries and schedule for calculating Mall Maintenance Special Charges

Eric Knepp, Parks Superintendent, Lisa Laschinger and Scott Wood, Parks Division gave an in-depth review of the report that was included in the Committee members’ packets. Knepp said that this report pulls together a lot of smaller efforts and studies over the past several years. He added that it is easier to add some streets over others. For example, North Henry Street would be very difficult to add without staff doing handwork at a very high labor cost.

Crabb asked about the necessity of service next to the State Street/Campus Parking Ramp. Knepp replied that it was needed in order to have continuous service down to University Avenue.

Torkildson asked Ald. Verveer about why he originally asked to add specific areas. Verveer replied that he had been looking to add these areas for some time and was frustrated at the level of filth on University and Francis for example.

Crabb noted areas that he thought may be critical to add considering new development, and other issues, like the Hub on State and Francis, or the area on Lake Street by Walgreens for example. Zellers also wondered about the West Gilman area north of State Street. Knepp replied that it is a policy not to expand only one or two lots up a particular street without expansion on a whole block or it is difficult to explain where the area starts and stops to property and business owners. Knepp noted other trouble spots, like a traffic electric box on West Gorham, and equipment room issues at 300 West Johnson and 100 West Dayton.

Crabb recommended that the City should create and send out a "Statement of Maintenance Expectations" to the Library, Overture Center, Courthouse and other public venues that are just outside the Mall boundaries. This could make it clear about what level of maintenance is expected in terms of sidewalk cleaning, snow removal, and trash pickup. McClendon added that the list could be expanded to the parking utility and State and University buildings as well. Knepp said that he hopes that the Mall Maintenance standard sets the tone for others to follow.

Carbine asked about using park impact fees for improving mall maintenance when new downtown development occurs, as it is so important for the downtown to be clean. She added that it makes no sense to a visitor to see one block clean and the next block not clean, and that if hand work is expensive then we need to find a way to pay for it. Knepp noted that there are State rules that govern how park impacts fees can be used.

Torkildson said that they could consider adding the 300 Block of West Johnson near the new Ovation development. Crabb added that all of the new development will bring more people into the downtown, and that it will impact the time and effort to keep things clean. He said that these properties should be held to a higher standard.

Hirsch asked if there are ever comments from mall maintenance staff on new development to make sure that areas that are developed are compatible with our equipment and methods. Knepp replied that Parks is able to comment on new development during the approval process.

Hirsch asked if a uniform frontage rate works for a two-story building vs. a 10 story building, as the 10 story building has a larger impact on the street cleaning and maintenance. Zellers added that housing vs. a bar is also a different intensity of use.

Torkildson noted the amount of taxes generated by the downtown is a

large percentage of the city taxes overall, and how much of an asset the downtown is to the whole city. Perhaps the City should just cover the costs of extra maintenance knowing how vital it is to the overall economy.

Plotkin noted that being in the mall maintenance boundaries seems like an all or nothing endeavor. Could some areas be added for a maintenance "light", such as only street cleaning and trash pickup in summer, and still require private property owners to do their own snow removal. It seems that snow removal is one of the biggest impediments to adding new areas. Laschinger said that having different levels of service could be confusing to both mall workers and property owners.

Knepp confirmed that it is snow removal that really limits expansion. Zellers said that trash and street sweeping/cleaning is what she hears most about. Knepp said these ideas could be part of a larger discussion about whether or not we need to reevaluate assessments and expectations if we are going to expand the mall boundary by 18%. He added that this issue also coincides with issues of maintenance and policy implications of our successful large downtown events.

On a motion by Torkildson, seconded by Carbine, the Commission approved the following motion on a voice vote/other:

1. The Downtown Coordinating Committee encourages the Parks Division to:
 - Look for opportunities to add/tweak specific corners near existing adjacencies within the district in the coming year,
 - Develop a set of guidelines for what is expected for City and government agency properties and new development proposals in terms of maintenance and expectations for trash removal, street cleaning and snow removal.
2. The Downtown Coordinating Committee supports the Parks Division in a process to begin expansion of the Mall Boundaries to include the "Base Area" and "Area 7" as described in the report.
3. The Downtown Coordinating Committee would like to create a subcommittee to work with the Parks Division on looking for other potential expansion areas.

4. [33826](#)

Committee Member & Staff Updates

There were no updates.

ADJOURNMENT

A motion was made by Frank, seconded by Carbine, to Adjourn. The motion passed by voice vote. The meeting adjourned at 8:00 p.m.