



City of Madison

City of Madison
Madison, WI 53703
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Meeting Minutes - Approved ECONOMIC DEVELOPMENT COMMITTEE

Monday, November 29, 2010

5:00 PM

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

CALL TO ORDER / ROLL CALL

The meeting was called to order at 5:05 pm.

Present: 12 -

Peng Her; Mark Clear; Victoria S. Selkove; Julia Stone; Alfred L. Zimmerman; Sandra J. Torkildson; Gabriel A. Sanchez; Joseph W. Boucher; Edward G. Clarke; Matthew C. Younkle; Ald. Chris Schmidt and Ald. Joseph R. Clausius

Excused: 1 -

Douglas S. Nelson

Also present: Tim Cooley, EDD Director; Bradley Murphy, Planning Division Director; Michael Waidelich, Senior Planner; Matt Mikolajewski and Peggy Yessa, Office of Business Resources; Mario Mendoza, Mayor's Office.

APPROVAL OF MINUTES

A motion was made by Ms. Stone, seconded by Mr. Her, to approve the October 20, 2010 minutes with the following edit to Ms. Selkove's comment on page 6 of the draft minutes: "Ms. Selkove said the report assumes a shorter review time is better without exploring why that is. It is likely that this creates additional costs or other downsides for neighborhood associations and staff." The motion passed by voice vote.

PUBLIC COMMENT

Registered speakers spoke during their agenda items.

DISCUSSION ITEMS

- 1 [20600](#) New City of Madison Ethics Code Rules on Disclosures and Recusals.

Ms. Yessa noted this item will appear automatically on each agenda. Mr. Cooley, EDD Director, added that the EDC Chair will ask at each meeting for any disclosures or recusals.

DISCLOSURES AND RECUSALS

There were none.

Items #2 and #3 were discussed together, and a single vote was taken.

- 2 [20460](#) Authorizing the execution of a Purchase and Sale Agreement with East Washington LLC and East Washington II, LLC (collectively the "Seller") for the purchase of properties owned by the Seller located in Blocks 133, 143 and 144 of the Original Plat of the City of Madison and authorizing the use of Land Banking Funds for the acquisition.

Recommended by unanimous vote for approval by the Council.

A motion was made by Clarke, seconded by Ald. Clausius, to Return to Lead with the Recommendation for Approval to the BOARD OF ESTIMATES. The motion passed by voice vote.

- 3 [20461](#) Authorizing the execution of a Purchase and Sale Agreement with Perry J. Schappe 1987 Revocable Trust (the "Seller") for the purchase of property owned by the Seller located at 819 East Washington Avenue and authorizing the use of Land Banking Funds for the acquisition.

Recommended by unanimous vote for approval by the Council.

A motion was made by Clarke, seconded by Ald. Clausius, to Return to Lead with the Recommendation for Approval to the BOARD OF ESTIMATES. The motion passed by voice vote.

Don Marx, Manager of the Office of Real Estate Services, explained the resolutions contain all of the background material and maps.

Mr. Clarke asked how the properties scored on the Landbank Guidelines?

Mr. Marx said both scored 20, which is the maximum score allowed.

Mr. Younkle asked why the small parcel on East Washington Avenue was included?

Mr. Marx said because of its location adjacent to the other parcels.

Alder Clausius asked if these purchase prices were under market value?

Mr. Marx clarified they are under the appraised value.

Ms. Selkove noted the language on the resolution states "market value."

Mr. Marx said in the future it should say "appraised value."

Mr. Cooley said the funds for the purchases are in the 2010 and 2011 Land Bank accounts as authorized by the Common Council.

- 4 [20053](#) Information and Discussion on the Draft Recommendations for the Downtown Plan.

Brad Murphy, Planning Division Director, and Michael Waidelich, Principal Planner, said they will be drafting the final plan in the coming months.

Mr. Waidelich presented the Land Use Map, explaining the commercial employment is in the historic Downtown and the mixed use and businesses areas are more on the edges of the Downtown. He explained the employment and retail map as showing the retail uses concentrated on State Street and King Street areas for synergies and access to parking. Mr. Waidelich noted retail can also occur elsewhere as well.

Explaining the map of Entertainment, Arts and Cultural Venues, Mr. Waidelich said wayfinding will be a key recommendation in the final plan. The fourth map shows

redevelopment potential, that is, where there is room to grow through the construction of new buildings. The Plan does not specifically include other redevelopment potential opportunities through the rehabilitation of existing structures.

Mr. Murphy said he received a lot of comments on the map showing building height limits. The map represents compromises between the Capital View Preservation limits, Conservation districts and other plans.

Mr. Murphy asked for comments from the EDC and individuals. Once completed, the plan will be sent to the Council and referred back to the EDC.

Ms. Selkove asked if the plan identified job creation goals by type, or wage level?

Mr. Murphy said it does not and Mr. Waidelich said it does not have any projections. The Isthmus 2020 plan did set specific goals.

Mr. Zimmerman asked if there is a target increase in tax base in the plan?

Mr. Murphy said no, it is assumed to increase.

Ms. Torkildson asked about the building height along East Washington Avenue and Blair Street?

Mr. Murphy said the Capitol East District Plan calls for 12-15 story heights. Lower-scale buildings are called for in the First Settlement and James Madison neighborhood plans.

Mr. Clarke asked how we know if the Plan is successful? We need quantifiable numbers for job, housing and businesses. He encourages the planning staff to talk about this.

Mr. Murphy said they can establish goals, targets and expectations in the plan.

Mr. Zimmerman asked how this aligns with the City's economic development strategy?

Mr. Murphy hopes it aligns and has worked with ED staff on the report.

Ms. Selkove said the DMI Plan presented to the EDC at a prior meeting is bolder and more visionary. What are the top visionary things in this plan?

Mr. Murphy said the first item is the recommendation for lakefront improvements, the second is to enhance the downtown as a high quality place to live and do business and the third item is the transportation recommendation.

Ms Stone asked for more information on transportation?

Mr. Murphy said a commuter rail/high speed rail station, and a circulator system to connect the employment centers are all part of the transportation recommendation. The plan also calls for rethinking the one-way streets and would require a follow-up study. Pedestrian/bike connections are also in the plan.

Ms. Stone asked about the required parking for Downtown construction?

Mr. Murphy said currently there is no parking requirement and that will not change. Developers indicate how much parking they need. This approach has worked well.

Vice-Chair Boucher asked about economic milestones and if it is possible to have current numbers and track where they change?

Mr. Murphy said trends were identified in earlier presentations on the plan and can be included in the final document and will include targets and goals.

Ms. Selkove asked if tax-base changes and jobs data could be included on all plans.

Would an ordinance be necessary to include these as a standard part of all plans?

Mr. Zimmerman added this is something he has in his email about EDC discussion topics in 2011.

Registered speaker Curt Brink, 101 Acadia Drive, Madison, speaking in support, explained the development of the Essen Haus project and the multiple districts and plans for it. He said that on page 34 of the report** all of the plans need to be aligned. Developers need predictability and to preserve the historic districts. (***Please note that Mr. Brink had also registered to speak in support of Item #5 and was referring to p. 34 of the Development Process Review Initiative Report discussed in item #5 below, rather than to the Downtown Plan report.*)

Mr. Zimmerman asked how to align the districts and what process is needed to break an impasse?

Mr. Brink gave the example of the East Washington Build/Gateway Plan. Everyone was involved and the Plan Commission had a subcommittee which held an open forum to develop consensus. It was a two year process that everyone could buy into.

Mr. Zimmerman asked if the Development Assistance Team could be of use in this type of plan. Mr. Brink said the Plan Commission takes these to the Council.

Mr. Brink said the Regent Street example of creating an overlay district was predictable.

Ms. Stone asked if overlay districts need to be included on page 34?

Mr. Brink said some areas need this but not all.

Ms. Stone said there are no negotiations in a historic district.

Mr. Brink said it needs a supermajority vote at Council and is expensive. Mifflin Street could be an overlay district to work out the transportation and economics due to its density.

Ms. Selkove asked if this is part of the Zoning Code Rewrite?

Mr. Murphy said the Downtown Plan is a basis for the zoning code rewrite. Height limits, setbacks and stepbacks could be proposed as functions of an overlay district.

Mr. Zimmerman asked if overlay districts address the process?

Mr. Brink said overlay districts do address it and the East Washington district now has predictability.

Registered speaker, David Keller, 1102 Winston Avenue, Madison, speaking neither in support or opposition, asked the EDC to think big for the next big thing for the Downtown Plan. He challenged the EDC to find employment generators. Where and how to do the next big thing downtown? How to accommodate a land use that is "out of the box"?

Registered speaker, Fred Mohs, 512 Wisconsin Avenue, Madison, speaking in support, said 35 years ago historic preservation was the big thing. The New York City preservation ordinance served as a model for Madison's ordinance. It is successful because of the predictability of the historic district. Overlay districts defang the historic districts. There are lots of places for the next best thing; there are over 100

acres on East Washington Avenue for it. Developers and owners seek reliability of historic districts.

5 [18121](#)

Development Review Process

Registered speaker, Fred Mohs, 512 Wisconsin Avenue, speaking in support, said the report is weakened by the argument that 50% of property is off the tax roll. It makes it look like the City has an impediment. Great design, predictability, clarity and mass transit are needed.

Registered speaker, Craig Stanley, 1525 Vilas Avenue, Madison, speaking for himself, works for Siegel-Gallagher. He gave an example of a Milwaukee developer not interested in the East Washington/Don Miller site and wants a process to go smoothly. He said the developer of Findorff Yards had 32 meetings to get a right turn lane rejected. This is problematic and turns investors off to Madison.

Mr. Zimmerman asked how many people do you deal with that are turned off?

Mr. Stanley said the majority of users build and lease space for uses under 20,000 sq. ft. The bigger users are what we need to recruit and they ask Madison or Middleton? Developers drive the small users and are key to 90% of the growth.

Mr. Sanchez asked if this report draft is a step in the right direction?

Mr. Stanley said yes it is. The City in general needs more economic development.

Registered speaker, Nan Fey, 2027 Chadbourne Avenue, Madison, speaking in support, said she has read all the report drafts. First; the pre-application phase needs to include all stakeholders, not just to focus on the neighborhood associations. Include the business and organized groups and clarify and use the same list throughout the document starting on page 17. Second: Goals A & B need the phrase "neighborhood associations and other stakeholders" added. The Best Practices Guide is extremely valuable and helps all parties. Refer to it on page 17 Goal A and Goal K number 5 also.

Mr. Cooley said Nan is the Plan Commission Chairperson and her help is invaluable and thank you to her.

Registered speaker, Susan Schmitz, President, Downtown Madison Incorporated, 122 W. Washington Avenue, Suite 250, PO Box 2136, Madison, and representing that organization, said she will send in her notes. The review process needs to be predictable and flexible. First, neighborhood associations need to think about membership; if there is no standard then the views of others need to be gathered. Second, mission creep of committees and commissions needs to be addressed. Make the process linear not parallel.

Registered speaker, Carole Schaeffer, representing Smartgrowth Greater Madison, 701 East Washingtonm, Madison, said organizational culture cannot be legislated. First the importance of metrics, gathering baseline metrics to track is important. Second, the EDC should meet with the Plan Commission and the Landmarks Commission. Third, do not shelf this report, revisit it when the zoning code changes and data is collected.

Ms. Schaeffer had these specific points:

Goal A1-start the approval clock at the pre-application meeting with staff.

Goal G8b-more subcommittees are not needed.
Goal G8c-agrees with updating Urban Design District ordinance.
Goal G8f-have staff sign off for UDC.
Goal J3 & Goal K-baseline metrics are needed.

Mr. Zimmerman notes staff sign-off is more streamlined.
Ms. Schaeffer said to eliminate the ping pong effect, staff can sign off once a condition is met. Also, schedule joint meetings of committees and commissions.

Registered speaker, Nathan Wautier, 2909 Gregory Street, Madison, is a land use attorney. He has clients that have navigated the process in Madison and elsewhere. This report is a top priority and will draw people to develop here. Madison needs more people to become more competitive.

Registered speaker, Gary Peterson, 210 Marinette Trail, Madison, said he has seen the impact of development in small towns. Madison needs more developers, needs "us" proposal for community not "us versus them". The process also needs to be timely. It is for us and the school tax base. He supports DMI's recommendations.

Mr. Sanchez asked if the current draft is a step in the right direction?
Mr. Peterson said, yes, if the DMI recommendations are included.

Registered speaker, Ledell Zellers, 510 North Carroll Street, Madison, is a downtown resident in a historic district. She said the draft is better than before. She suggests staff supply applicants with all plans that apply to a project.

Ms. Zellers' comments are:

1. Developers are not providing information in advance of meetings.
2. Keep the super majority vote at the Council.
3. J1, J3, K4, and L4 excludes some stakeholders.
4. M3-Add recommendations to fix meeting rooms for all to hear.
5. Page 18-Differences between neighborhoods, designs are not locked in.
6. Neighborhood associations are volunteer organizations, business organizations have members.

She will send in her comments.

Registered speaker, Peter Ostlind, 533 West Main Street, Madison, spoke as representative of the Capital Neighborhoods Development Proposal Review Oversight Committee.

He has sent in comments on earlier drafts and has a few items to be clarified:

1. Pre-Application phase: to increase preparedness of applicants give them the Best Practices Guide early.
2. Page 15-graphic: timeframe extends to pre-application phase
3. Page 17-desired outcome is "go or no go"
4. Page 18 #2-meeting before application is submitted is to identify the level of detail required and the issues and concerns but does not need all possible issues.

Mr. Ostlind referred to the Nov. 16th CNI letter. He said:

Item # 3, economic considerations as part of the review is necessary and full disclosure is needed.

Item # 12, "layman's" version of the ordinance is needed, something like the Best Practices Guide.

Item # 15, if City assistance is proposed what is the standard to exceed in order to get more building stories for exceptional design?

He has sent a list of items that CNI agrees with to the EDC.

Registered speaker, Twink Jan-McMahon, 2018 Helena Street, Madison, provided a handout of her comments and said her concern is to have a facilitator available to the neighborhood who is neutral and informed. This person would explain terms, definitions, the process and the steps involved.

Ms. Stone asked if the facilitator could be a City staff person?

Ms. Jan-McMahon said staff are partners and wondered if staff could be capability neutral.

Mr. Cooley handed out an email from Al Zimmerman and appendix B to the EDC.

Mr. Clarke said in the report the word "consider" is used often. He said either this is a recommendation or others should be making a recommendation. He asked to eliminate "consider", "think about" and "encourage".

Mr. Cooley said to a certain extent this language is PC, but the EDC can make it harder hitting.

Mr. Zimmerman agrees with Mr. Clarke.

Ms. Selkove asked what does this mean as a goal on page 15-Implementation Goal?

Ms. Stone agreed. Alder Schmidt said the document needs to be reworded and gone through in more detail and could not be finished tonight.

Alder Clausius concurred with Alder Schmidt.

Ms. Selkove wants to think about the review and have a more thoughtful review. She would like a "final" final draft to reference these comments and show where they fit in. For example in Goal B to have a version with the comments pasted in.

Alder Clear said until now the report has been primarily staff developed and it is time for the EDC to make it their own; to work with staff and the public. He supports a subcommittee to work over the next two months to bring the report back to the EDC.

Mr. Zimmerman would like to be on the subcommittee. He is glad to hear from the new speakers tonight. He said big projects are what we are after. He agrees with Ms. Selkove that the report needs adjustments to make it an "us" process and a win for Madison.

Mr. Her agrees with Alder Clear about this being a staff lead document. He volunteers for the subcommittee.

Ms. Torkildson said there are good recommendations in the report. The big issues are in the draft but do not pop out.

Ms. Stone asked about the level of commitment or work on the subcommittee?

Ms. Selkove volunteered to be a part of a four person subcommittee.

Ms. Selkove asked about the timing of the Zoning Code rewrite?

Mr. Murphy said the City Attorney needs to incorporate the changes into the zoning ordinance and take them back to the Plan Commission and then the Council. He said this is tentatively in two months and then the zoning code map needs to be created and it would go into effect in mid-2011.

Alder Schmidt liked the joint commission meetings proposed by Ms. Schaeffer.

Alder Clear said the new director of the Department of Planning and Community and Economic Development might bring in ideas from the outside.

Mr. Cooley said process improvement is not perfection and the Council might also turnover in the next election.

A motion was made by Alder Clear, seconded by Ms. Selkove, to create a subcommittee of those who volunteered and for it to report back to the EDC at the Feb. 2011 meeting.

Mr. Clarke asked to think about what this will do?

Mr. Zimmerman said the subcommittee would look at the existing framework of the report and address structural changes to reduce the ping pong effect. The report needs to answer this.

Ms. Torkildson wants the entire EDC to see the draft with the comments inserted and discuss as a whole group not just as a subcommittee.

Vice chair Boucher asked for all comments in the final draft to come back to the EDC.

Mr. Cooley said staff condensed all comments received that are in the binder. Are we supposed to go back out to all of these again?

Ms. Selkove is not suggesting going backward. She said we have very specific comments and she wants to see these in the draft.

Mr. Cooley asked where we stop?

Ms. Selkove said to include what we have now into the final final draft.

Vice chair Boucher said Ms. Torkildson asked that the full EDC see all comments.

Ms. Selkove noted that whatever the subcommittee does is available to the EDC.

Mr. Clarke said the subcommittee can take the most recent comments and not go back to the beginning.

Mr. Zimmerman said we are almost there and the subcommittee can get back by the February meeting.

Ms. Stone encourages the subcommittee members that this could be never ending job.

Mr. Cooley said once the EDC has the report completed it goes to the Mayor and the Council and back to committees for opportunity to comment by all.

A motion was made by Alder Clear, seconded by Ms. Selkove, to create a Development Process Report subcommittee of those who volunteered (Zimmerman, Her, Selkove) and for it to report back to the EDC at the Feb. 2011 meeting. The motion passed by unanamous voice vote.

Vice Chair Boucher asked what the EDC can do?

Mr. Zimmerman wants to see the economics of it. What does it really cost to run the train and buy land?

Alder Schmidt said this is not our job. Rather do we see value of this to our City without getting into the costs? What is the benefit? What are our options, write a letter to the Governor? To former Governor Thompson?

Vice chair Boucher asked if the EDC wants to weigh in?

Alder Clear said it is important for the City to speak with one voice on this. The Mayor's Office is leading the charge and it is important to let him lead the process in this rapidly changing situation.

Mr. Mendoza said the Mayor is very active in the plans and meetings in support of high speed rail. The Mayor has reached out for support from the Greater Madison Chamber of Commerce THRIVE, DMI. There are many people behind the scenes making a case for high speed rail in Madison.

Ms. Selkove asked if the preference is for the EDC not to send a letter?

Alder Schmidt is confused about speaking with one voice and not through one voice.

Alder Clear said this is best because of the complexities of what is going on.

Ms. Stone said the EDC needs to take a public stance on this.

Mr. Zimmerman said with respect to Alder Schmidt that the EDC needs to ask specific questions. He is a supporter of high speed rail and needs the facts.

Vice chair Boucher said we are behind the engine and the EDC is the caboose. The decision has been made.

Alder Clausius agrees with Vice chair Boucher. The financing is a state issue. He can see Alder Clear's viewpoint and Madison is the second largest city in the state. He asked to revisit this at the next EDC meeting on Dec. 15th.

Mr. Clarke suggested the EDC send a letter to the Mayor in support of this project.

Vice chair Boucher said at the Dec. 15th meeting we might have more information.

Ms. Selkove said maybe the EDC is split. It is unfortunate. The EDC had a DOT presentation a few years ago. It is more unfortunate that the EDC is neutral and cannot weigh in on this. This is telling that the EDC is powerless.

Mr. Zimmerman asked about the content of a letter?

Ms. Selkove said it would support the Mayor and grow the economy in the future. It may only be a one- or two-paragraph long letter.

Mr. Mendoza said a communication to the Mayor is fine. There have been situations in City Hall when others have communicated with the State without the Mayor's knowledge.

A motion was made by Ms. Selkove, seconded by Ms. Stone for the EDC to send a

support letter to the Mayor.

Alder Clear asked who would write the letter?

Ms. Selkove said she would send a draft to Ms. Yessa to send to the EDC for additional comments.

Mr. Clarke made a friendly amendment to authorize Mr. Mikolajewski to edit the final letter.

Ms. Selkove accepted the amendment and also added that the final letter is to be sent to Chairperson Nelson for his signature.

A motion was made by Selkove, seconded by Stone: "To send a letter from the EDC supporting high-speed rail to Mayor Cieslewicz. The letter is to be edited by Mr. Mikolajewski and signed by Chairperson Nelson." The motion passed on voice vote.

REPORTS

7 [18492](#)

EDD Director Report

Mr. Cooley said the budget has passed and thanked Alders Clear, Schmidt and Clausius for adding a small business development specialist in the Office of Business Resources. The EDD does more with less and is still bandwidth constrained.

8 [17643](#)

Upcoming Meetings

Vice chair Boucher said the EDC meeting schedule for next year is set.

9 [18860](#)

Introduction of New Items from the Floor

Vice chair Boucher asked why Madison does not have a Downtown bus depot?

Mr. Zimmerman reminded the EDC of his email that was sent to all EDC members regarding topics for discussion in 2011.

Mr. Clarke and Ms. Selkove have also sent out his topics for EDC discussion in 2011.

Ms. Stone asked that the economic impact of embryonic cell research be discussed.

Vice chair Boucher asked to add what changes in the State government may impact the City of Madison.

Mr. Younkle asked to add the Gov 2.0 initiative to the list.

Mr. Zimmerman asked to add the process of bringing high tech manufacturing industry to Madison.

Ms Stone asked how to measure how things are going.

Ms. Yessa reminded the EDC of the City Job Creation presentation by Norman Davis, Affirmative Action Division Manager.

Vice chair Boucher asked to have all of these on the agenda for discussion at the next EDC meeting.

Mr. Clarke welcomed Ms. Torkildson back to the EDC.

ADJOURNMENT

This meeting was Adjourned at 7:45 pm.