



City of Madison

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

Meeting Minutes - Draft ECONOMIC DEVELOPMENT COMMISSION

Wednesday, February 4, 2009

5:00 PM

215 Martin Luther King, Jr. Blvd
Room 313 MMB (Madison Municipal Building)

CALL TO ORDER / ROLL CALL

The meeting was called to order at 5:03 pm.

Present: 7 -

Gabriel A. Sanchez; Joseph W. Boucher; Douglas S. Nelson; Victoria S. Selkove; Richard A. Slone; Sandra J. Torkildson and Edward G. Clarke

Absent: 1 -

Mark Clear

Excused: 2 -

Peng Her and Susan M. Gleason

Also present: Michael Waidelich, City Planning Division; Matt Mikolajewski, Office of Business Resources; Peggy Yessa, Office of Business Resources; Matthew Tucker, City Zoning Administrator; Kevin Little, Greater Madison Area Chamber of Commerce.

APPROVAL OF MINUTES

A motion was made by Ms. Selkove, seconded by Mr. Slone, to Approve the Minutes of the February 4, 2009 meeting. The motion passed by voice vote.

PUBLIC COMMENT

None.

1

[13493](#)

Presentation on the Downtown Plan

Michael Waidelich, City of Madison Planner, explained that there were three public meetings since the summer of 2008 on the Downtown Plan. He described the six themes of the plan: Downtown living, Visitors and Tourists, Moving Around, Sense of Place, Recreation, Culture and Entertainment and Downtown Working and Business. He noted the Downtown Working and Business theme session had low attendance and few comments were received on this topic.

From the comments he did receive he created three approaches to address Downtown Working and Business. Approach A features an expanded holistic Downtown as an economic attractor, Approach B features locations for basic employment growth and Approach C featured a more complete retail environment. Mr. Waidelich said that these approaches are not mutually exclusive and parts of each could be combined into the final Downtown Plan.

Mr. Clarke commented that he does not see "big ideas" in this plan. He noted in prior downtown plans more housing and the Overture Center were proposed and have since been built. He suggested the Downtown Plan focus on building off of the intellectual capital from the University, the region's main economic driver. Mr. Clarke suggested a high tech or biotech center. He noted companies are leaving the University Research Park and need space. Why not locate them Downtown?

Mr. Slone asked about the status of the portion of the Marquip building that is not occupied by the University's business incubator.

Mr. Mikolajewski replied that the university incubator could expand into portions of the remainder of the building.

Ms. Torkildson commented that East Washington Avenue is shown for additional employment and asked why West Washington Avenue remained residential when it could accommodate taller buildings?

Mr. Waidelich said West Washington Avenue is thought of as a residential connector of the Mifflin and Bassett neighborhoods.

Ms. Selkove asked what comments were received from MATC, DMI and Capitol Neighborhood groups?

Mr. Waidelich said DMI is in the process of developing their comments and he has not heard from MATC.

Mr. Sanchez asked about greater linkages between the lakes like the San Antonio Riverwalk.

Mr. Waidelich explained a Lake Mendota Walkway has been brought up and presents difficulties because of existing buildings and grade changes.

Ms. Torkildson said the Medical Society of Wisconsin did not move Downtown because of lack of parking. She sees expanded transportation and parking as catalysts to grow the Downtown.

Mr. Wadelich mentioned the Downtown Plan Public Information Office at 125 West Mifflin is open from 10 am-2 pm Thursdays and Fridays for the public to review the maps and share their comments. Also the plan-to-date can be seen at <http://www.cityofmadison.com/downtownplan>.

Alder Mark Clear arrived at 5:30 pm.

Present: 9 -

Mark Clear; Gabriel A. Sanchez; Joseph W. Boucher; Douglas S. Nelson; Peng Her; Victoria S. Selkove; Richard A. Slone; Sandra J. Torkildson and Edward G. Clarke

Excused: 1 -

Susan M. Gleason

2 [13495](#)

Presentation on the Zoning Code Rewrite

Matthew Tucker, City Zoning Administrator, explained this project has been in the works for years with a consultant, Cunningham Group, being hired a year-and-a-half ago. He said the project would take 2 ½ years to complete. He said Madison's current zoning code is a traditional code based on maintaining the separation of

residential, commercial and industrial uses. The City is moving toward a hybrid-zoning ordinance that is form-based, reflecting the relationship of a building and its design and not so much emphasis on use. The new written ordinance will be more user-friendly, using lists and charts. The Zoning Code Rewrite Project is about halfway complete with the residential and overlay districts rewritten. The next steps will be to review the enforcement, administration and parking model. Sustainability measures will also be included in the code.

Mr. Clarke asked about the connection between zoning and economic development?

Mr. Tucker explained the zoning code encourages development, predictability and gives expectations for an area. Zoning is an enabling tool for economic development to occur. Land use and building forms are used in neighborhood plans also.

Mr. Tucker explained the reports, meeting dates, and other information are online at: <http://www.cityofmadison.com/neighborhoods/zoningRewrite>.

Mr. Clarke asked for an explanation of the current archaic parking requirements in the zoning code.

Mr. Tucker gave the examples of a restaurant being required to have enough parking for 30% of its occupancy and a retail establishment only needing parking for 10% of its occupancy and industrial uses are required to have enough parking based upon the number of employees. The new zoning code will look at parking requirements in a different way.

Mr. Tucker asked if the EDC had any comments on employment districts. He noted he has heard some comments asking if residential uses can be included in office parks as conditional uses. Is it OK for residential uses in these business areas?

Mr. Clarke asked if any economic development issues arise could the EDC be notified?

Mr. Nelson said the EDC would like to be involved.

Mr. Tucker said drafts would be forwarded to the EDC.

3 [13496](#) Update on the Small Business Conference

Mr. Mikolajewski said the conference will be May 12, 2009, at Monona Terrace. The conference theme is "Small Business in Changing Times." The topic areas of the four sessions will be green business, human resources, finance, and high impact entrepreneurs. The conference planning committee is working on recruiting speakers and registration will start in Mid-March. He explained that the Networking Room may have table space for a small display from the attendees.

Ms. Yessa added this year the conference is a daylong conference with 90-minute sessions.

4 [13505](#) Discussion Regarding Possible Small Business Assistance

Ms. Selkove led the discussion by asking how we could get more than anecdotal accounts of business closings? She asked how the EDC could address small business issues and support small business?

Chairperson Mr. Nelson agreed it is a good idea and asked how to gather the data.

Ms. Torkildson said data is available nationally and the BID tracks vacancies only in the Downtown. She wondered if sales tax figures were available.

Alder Clear mentioned the following studies: Edgewood and MGE business studies, Grubb & Ellis office space and retail outlooks, First Business Bank and the UW Business School's annual survey.

Ms. Selkove asked if we could use the business associations to survey their members?

Alder Clear commented a public hearing would gather more anecdotal data and would get to the business climate issues.

Ms. Torkildson asked if we could survey Chamber of Commerce members and have surveys at the Small Business Conference?

Mr. Boucher noted in his recent conversations with employment groups he heard staffing needs are down.

Mr. Clarke suggested doing an analysis and using it to identify what types of businesses will come back after the recession and what types will close and stay closed.

Chairperson Nelson suggested gathering data first and then having a hearing based on the data.

Ms. Torkildson asked how the City would use the stimulus money from the Federal government for small businesses?

Mr. Mikolajewski said a \$1 million request was put in for a grant program for energy efficiency.

Mr. Clarke asked how the City would decide how to use any money it receives?

Mr. Mikolajewski said it depends on what restrictions are placed on the money by the federal government.

Mr. Slone said struggling businesses probably need money for operating costs, and not energy efficient windows.

Ms. Selkove asked Kevin Little if the Chamber of Commerce is gathering any data from its members?

Mr. Little said he hears stories but many businesses do not want to talk.

Ms. Selkove asked if the SBDC could gather information?

Ms. Torkildson suggested the Buy Local group could send out a survey.

Alder Clear asked if small business and financial institutions could be somehow connected?

Chairperson Nelson said his bank, M & I, is already working closely with its clients and he does not know the value of having a meeting or session to promote this.

Alder Clear said the Small Business Conference is a good opportunity to offer survival tips to small businesses such as cash flow management, accessing City and other government resources and working with banks.

5 [13149](#) Update on Status of TIF Policy (Legistar #11531)

Mr. Mikolajewski reviewed that at the January 22 TIF Policy Committee meeting the EDC's recommendations were discussed. The first recommendation was to streamline the policy, and this recommendation was accepted. The second recommendation was to remove the job guarantee. This was also accepted; however, it was made voluntary, providing the applicants with priority status should they decide to provide the job guarantee.

The TIF Policy Committee did not remove the equity participation payment as the EDC had suggested. They did remove the reference to career ladders and changed references from neighborhood plans to the Comprehensive Plan.

The TIF Policy will be introduced to the Common Council on Feb. 24, and then referred back for action at the March 3 Council meeting.

Alder Clear asked if the EDC wants the TIF Policy referred back to the EDC by the Council?

Mr. Clarke asked if the EDC TIF Recommendations could be sent directly to the Council?

Alder Clear said the EDC TIF recommendations are already in the TIF Policy Legistar file. He added the EDC could testify at the Council meeting. He also said the equity participation requirement remaining in the TIF Policy is significantly different than our competitor's TIF policies.

Chairperson Nelson would like the EDC to attend the March 3 Council meeting.

A motion was made by Mr. Clarke, seconded by Alder Clear, for the EDC Chairperson or designee to represent the EDC at the March 3, 2009, Council meeting to explain the EDC TIF position. Ms. Selkove made a friendly amendment that it be said not all of the EDC agreed with the EDC recommendations. Mr. Clarke accepted the amendment. The amended motion passed by voice vote.

6 [13499](#) Update on Economic Development Work Plan

Mr. Mikolajewski said the 2009 ED Work plan was referred to the Board of Estimates. The BOE approved it and it went back to the Council. The Council took it up late in their meeting and referred action on it until the March 3 meeting to allow Mr. Cooley to comment. The Council did have a comment asking if the EDC would change its plan due to the change in the economy?

7 [13151](#) Update on Economic Development Division Director

Alder Clear said Mr. Cooley's appointment was unanimously confirmed by the Council.

INTRODUCTION OF FUTURE TOPICS FROM THE FLOOR

None.

ADJOURNMENT

A motion was made by Ms. Selkove, seconded by Mr Clarke, to Adjourn. The motion passed by voice vote and the meeting was Adjourned at 6:56 pm.