



City of Madison

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

Wednesday, July 17, 2013

5:00 PM

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

CALL TO ORDER / ROLL CALL

The meeting was called to order @ 5:05 pm by Vice-Chairperson Selkove.

Present: 9 -

Peng Her; Mark Clear; Victoria S. Selkove; Julia Stone; Sandra J. Torkildson; Patricia (Pat) A. Schramm; Edward G. Clarke; Matthew C. Younkle and Scott J. Resnick

Excused: 4 -

Alfred L. Zimmerman; Mark R. Greene; Joseph W. Boucher and John Strasser

Alder Scott J. Resnick arrived at 5:34 p.m.

Also Present: Aaron Olver, Director of Economic Development; Matthew Mikolajewski, Manager of Office of Business Resources; Mark Woulf, City Alcohol Policy Coordinator; Dan Kennelly, Office of Business Resources; Peggy Yessa, Office of Business Resources; Steve Cover, Director of Dept. of Planning and Community and Economic Development; Katherine Cornwell, Director of Planning Division

1 APPROVAL OF MINUTES: July 11, 2013

A motion was made by Clear, seconded by Clarke, to Approve the Minutes of the meeting of July 11, 2013. The motion passed by voice vote.

2 PUBLIC COMMENT

Ken Raffa, registered speaker, is President of the Sunset Village Community Association. He supports the Hoyt Neighborhood Plan, highlighting the open and democratic process used to create the plan and the comprehensive, integrated approach used in the plan. The EDD staff report nullifies the neighborhood's vision and he encourages the neighbors' vision be sent to the Council to decide.

Alex Sabutos, registered speaker, supports the Hoyt Plan as a collective vision for the neighborhood.

He said promised reports were never received. Is this a vision of the neighborhood by staff or the neighborhood?

Vice Chairperson Selkove asked what in the EDD report the neighbors disagreed

with.

Mr. Raffa said the EDD are contrary to the recommendations for the Mount Olive site, which the neighborhood worked a great deal on.

Mr. Zaric said this is primarily a residential neighborhood.

3 DISCLOSURES AND RECUSALS

Mr. Clarke said his wife had been part of negotiations for the purchase of the Mt. Olive property. He was not.

DISCUSSION ITEMS

- 4 [30603](#) Directing city staff to further explore the recommendations set forth in the attached documents and draft ordinance changes as appropriate according to the report on Alcohol License Management and Business Development.

A motion was made by Clear, seconded by Her, to Return to Lead with the Recommendation for Approval to the ALCOHOL LICENSE REVIEW COMMITTEE. The motion passed by voice vote.

Mark Woulf, City Alcohol and Food Policy Coordinator, said two years ago the ALRC and the Council were asked to look at alcohol licensing and the Alcohol License District Ordinance (ALDO). A seventeen (17) page staff report was created with twenty-five (25) recommendations related to alcohol establishments and business development.

Mr. Clarke asked what the EDC is being asked to recommend with this motion. Mr. Woulf said the ordinance and the policy changes move along different timelines through the approval process. This approach allows further exploration and time to bring ideas back to the applicable committees.

Mr. Mikolajewski said there are two parts to this:

1. The alcohol license changes
2. The promotion of businesses which includes:
 - o Expanding the Façade Improvement Grant program to fund interior building changes to businesses that do not serve alcohol.
 - o Way finding changes into and through the Downtown
 - o Promoting alternatives to alcohol establishments, such as music venues
 - o Adds the possibility of the City becoming a sponsor for retail events
 - o Emphasizes the importance of Downtown parking for visitors, employees
 - o Suggest improvements to the development process.

Ms. Torkildson asked if adding one position to enforce alcohol licenses is enough.

Mr. Woulf said the key to this is getting the Alcohol License Review Committee involved early in the process. An extra staff person or extra staff time would move toward a clear vision of license conditions. More staff education may be needed.

Mr. Clarke said the data on police activity and the business mix has been static over

the last twenty years. What data says these regulations need to cover the entire city?

Mr. Woulf said the citywide piece is being able to take a look at an application when it is submitted to see if it fits into that area.

Mr. Mikolajewski said the proposed citywide system has positive entrepreneurial benefits that allow the applicant to specify their particular concept that may not fit into the categories as they exist today. An example of this is a coffee shop that wishes to serve wine. Today that has to be considered either a tavern or a restaurant.

Mr. Oliver asked the EDC to look at pages 16 and 17 dealing with promoting the music scene. He asked if the EDC has any specific idea to contact staff to flesh these out. Details are needed to determine how and how much to fund any programs.

Alder Resnick arrived at 5:34 p.m.

Present: 9 -

Peng Her; Mark Clear; Victoria S. Selkove; Julia Stone; Sandra J. Torkildson; Patricia (Pat) A. Schramm; Edward G. Clarke; Matthew C. Younkle and Scott J. Resnick

Excused: 4 -

Alfred L. Zimmerman; Mark R. Greene; Joseph W. Boucher and John Strasser

-

Mr. Her asked if staff has contacted bands and musicians about creating a music scene.

Mr. Mikolajewski said the idea is to create a citywide task force to bring in experts to have this discussion.

Mr. Her's experience setting up and talking with musicians at the Eat, Bike Play event in South Madison, has given him the message that more venues are needed.

Vice Chairperson Selkove asked for staff to narrow this conversation down and have a focused discussion at the August EDC meeting.

Mr. Younkle asked if the objective is to control alcohol or just retail. It seems we reworked the system and he would like to see as much data as possible.

Me. Torkildson asked about grandfathering in existing licenses to new owners.

Mr. Woulf said at his point it is not allowed in the ordinance.

Ms. Torkildson suggested looking at the Austin Texas report on attracting retail to their downtown. It is not easy and most cities focus on retail retention. Things have changed in the 38 years she has had a store Downtown and the current number and mix of businesses does not meet the needs of Downtown resident.

Vice chairperson Selkove called for a vote.

Agenda items were taken out of order.

7 [30874](#)

Katherine Cornwell, Planning Division Director

Ms. Cornwell introduced herself, explaining she is most recently from Denver. She had worked at the Denver City Planning Department as a principal planner. She was co-author of Blueprint Denver, a land use and transportation plan. This plan had a lot of community buy in and looked at areas of change and stability. She said Madison has pro-active economic development and Denver did not.

Ms. Cornwell is impressed with the Economic Development Division and had a tour of Madison with them in her first days in Madison. She has worked on a food hub campus feasibility study in Denver when she was a private consultant.

Mr. Olver added that the RFP for a public market business plan consultant has just been released.

Ms. Cornwell said historic preservation is part of economic development. It creates character. Sustainability is preserving what you have. She is also impressed with the biking and multi-modal transportation in Madison.

Alder Clear said the balance of historic preservation and infill development is a flash point in Madison.

Ms. Cornwell said we need to see how this works in other places. She needs to have pictures to describe it. We need to be pro-active. Preservationists are our best allies and advocates. Areas of stability next to areas of change are exciting.

Alder Clear suggested looking at Madison projects from the last ten years.

Ms. Cornwell would rather talk about opportunities and be pro-active.

Mr. Clarke welcomed Ms. Cornwell and wants to let her know the EDC is focused on future challenges. The EDC has a history of riding the wave of development. It has looked at TIF policy and being competitive. The EDC has spent a great deal of time on the Downtown Plan.

Ms. Cornwell said a robust market analysis should be done in advance of planning. We need to grow outward slowly and make use of every single inch of space inside the City. Infrastructure costs a lot of money. We need to help and partner with our neighbors.

Mr. Olver asked how important is it for zoning and the comprehensive plan to be consistent.

Ms. Cornwell said it is very important, it is the law. Zoning is a regulatory tool of the Comprehensive Plan. She gave the example of Colfax Street, a 26 mile long corridor in Denver. The existing zoning tool was broken in this area and a plan and new zoning was created on a parcel by parcel basis.

5 [30378](#)

Adopting the Arbor Hills - Leopold Neighborhood Plan as a Supplement to the City of Madison Comprehensive Plan.

A motion was made by Clarke, seconded by Schramm, to Return to Lead with the Recommendation for Approval to the PLAN COMMISSION. The motion

passed by voice vote.

Linda Horvath, neighborhood planner, introduced the plan highlighting the following items:

- The planning study area includes land in Madison, Fitchburg and Town of Madison. The total population is 7, 269 people.
- The planning process is partially funded by Community Development Block grant Funds (CDBG), to qualify for CDBG funds, fifty-one percent or more of the population must be low to moderate income.
- Leopold Elementary School is the largest elementary school in the Madison Metropolitan School District with enrollment of 656 last year. Seventy-two percent of these students qualified for free and reduced lunches.
- In the commercial and employment focus areas of this plan, there are 177 employers and 3,625 employees.
- High unemployment in this area is a major economic issue with a 7.8% unemployment rate in the area north of Post Road (US Census 2010), compared to a citywide rate of 4.1% in 2010.
- This neighborhood's residents have difficulty accessing employment services that are provided on S. Park Street and at the Dane County Job Center due to lack of connectivity with the rest of the City.

Sheri Carter, President of the Arbor Hills Neighborhood Association, explained there are bus routes in this area but service is not as frequent as residents would like. A community center in this neighborhood could offer job skills training, computers classes, financial literacy, English as a Second Language and Spanish classes, job fairs, health screenings and more.

Mr. Her asked how this plan aligns with the South Madison Master Plan.

Ms. Horvath said it does not address this area.

Vice Chairperson Selkove asked how the EDD comments would be incorporated in this plan.

Ms. Horvath said the plan is now in the middle of its review process and Planning Division staff agree with the EDD comments and will address them after the plan is adopted by the Common Council. With regard to economic development, CDBG funded plans focus on meeting the high socio-economic needs of the people living in a neighborhood.

Mr. Clarke complimented the plan on its economic development effort and said it was well thought out; well done.

Mr. Her asked about paying for the sidewalks as stated in page 52. He knows this is expensive and asked if there is any program that would help property owners pay for sidewalk installation.

Ms. Horvath said City policy is to assess 100% of sidewalk installation costs to the property owner.

Ms. Carter said there are no sidewalks at the bus stops, people stand in the street in winter at the bus stops.

Ms. Horvath noted the pedestrian and bike path is being put in by the State using State funding.

Mr. Her said safety is the biggest concern and urged staff to find ways to help pay for

the sidewalks.

Ms. Torkildson asked Ms. Horvath if the EDD staff comments would be added to the plan. Ms. Horvath said staff will work on it.

Alder Clear left at 6:52 p.m. A quorum was still present.

Present: 8 -
Peng Her; Victoria S. Selkove; Julia Stone; Sandra J. Torkildson; Patricia (Pat) A. Schramm; Edward G. Clarke; Matthew C. Younkle and Scott J. Resnick

Excused: 5 -
Mark Clear; Alfred L. Zimmerman; Mark R. Greene; Joseph W. Boucher and John Strasser

Julia Stone left at 7:40 p.m. A quorum was still present.

Present: 7 -
Peng Her; Victoria S. Selkove; Sandra J. Torkildson; Patricia (Pat) A. Schramm; Edward G. Clarke; Matthew C. Younkle and Scott J. Resnick

Excused: 6 -
Mark Clear; Julia Stone; Alfred L. Zimmerman; Mark R. Greene; Joseph W. Boucher and John Strasser

6 [30377](#) Adopting the *Hoyt Park Area Joint Neighborhood Plan* and the goals, recommendations, and implementation steps contained therein as a supplement to the City's *Comprehensive Plan*.

A motion was made by Torkildson, seconded by Resnick, to Return to Lead with the Following Recommendation(s) to the PLAN COMMISSION: to adopt the plan as presented, to draw the Plan Commission's attention to EDD staff comments and to ask that a chapter on economics and work force be added by the neighborhood association.

The motion passed by the following vote:

Ayes: 5 -
Peng Her; Victoria S. Selkove; Sandra J. Torkildson; Patricia (Pat) A. Schramm and Scott J. Resnick

Noes: 2 -
Edward G. Clarke and Matthew C. Younkle

Excused: 6 -
Mark Clear; Julia Stone; Alfred L. Zimmerman; Mark R. Greene; Joseph W. Boucher and John Strasser

John Hackney, registered speaker, participated for two years on the steering committee. The pocket park concept is in the plan already. The memo adds additional detail. It is an attempt to bridge the gap of conflicting ideas of density.

Mr. Clarke asked if the pocket park concept would call for the demolishing of the existing church building.

Anthony Lathrop, registered speaker, is a member of the steering committee. He said economic issues are addressed by compromise in the plan. The University Avenue corridor has many view sheds that the neighborhood wants to preserve.

Mr. Clarke has a global question about the zoning code and the neighborhood's high limit restriction.

Mr. Lathrop said the zoning code is the maximum height allowed. They looked at the view of Quarry Park from the north side of University Ave and wanted to preserve it. Not all of this plan is consistent with the zoning code.

Mr. Clarke asked Mr. Olver to comment on his following concern: Neighborhood plans are incorporated into the Comprehensive Plan and this is a conflict. This is a problem and creates a paradox.

Mr. Olver said the Economic Development Division comments are consistent with the zoning. A five story building is a permitted use by the zoning code and could happen.

Barbara Gerloff, registered speaker, is representing herself and supports the neighborhood plan. She is concerned if the Mt. Olive site is rezoned to multi-family use.

Beverly Flanigan, registered speaker, supports the neighborhood plan as approved by the neighborhood.

George Krug, registered speaker, is the executive director of Mt. Olive Church. He noted there are 2,000 people in this area and they do not all approve of this plan. The Mt. Olive property has been for sale for 5 years. A developer has looked at it as a site for senior housing. This would serve the neighborhood.

Ms. Torkildson asked for the height of the existing church building.

Mr. Krug said it is approximately three stories, around 36-40 feet in height.

Julianne Dryer, registered speaker, is from the Rocky Bluff Association. She said the process was open. They were not aware changes to the plan would be made without the neighborhood's consent. They were not told it had to match the zoning.

Vice-Chairperson Selkove thanked the neighborhood for their hard work on the plan.

Mr. Clarke has lived in this neighborhood. He said adopting a plan that is in conflict with the zoning code and Comprehensive Plan leads to confusion.

Ms. Torkildson said the Downtown Plan did take sight lines into consideration.

Mr. Olver said a permitted use does not require a review process by committees. However the Urban Design Commission would review it if it is in an urban design district.

Vice-Chairperson Selkove said it is not contradictory, it is the neighborhoods preference.

Mr. Clarke has no problem with this but it is a part of the Comprehensive Plan.

Alder Resnick said the neighborhood plan is used for guidance. It is not set in stone.

Ms. Stone asked for clarification on what the EDC needs to vote on.

Vice-Chairperson Selkove said to approve the plan as a supplement to the Comprehensive Plan.

Ms. Stone said unfortunately the zoning code process took so long. The EDC's job is to look at the big picture and look at the zoning code.

Mr. Her asked if the staff recommendations are included in the neighborhood plan.

Mr. Olver said our staff comments are sent to other committees.

Vice-Chairperson Selkove said they are not included in the plan.

Ms. Stroick said tonight's action and comments go to the Plan Commission and then on to the Council. The Council has the final say on what is in or out of the plan.

Mr. Younkle said we are looking through the economic development lens. There are 2 points of disagreement; 1) the University Avenue building height and 2) the Mt. Olive change. How do we maximize the tax base?

Vice-Chairperson Selkove agrees with Mr. Younkle's points. There is a lack of information on a clear strategy. She would like the plan to include and address this.

Mr. Clarke said the Mt. Olive zoning change is recommended by staff.

Mr. Olver said the Mt. Olive site is large and could support higher density and use.

ROLL CALL @ 7:40 pm

Julia Stone leaves, a quorum is maintained.

Excused: Joseph Boucher, Alder Strasser, Al Zimmerman, Mark Greene; Alder Clear leaves at 6:52 pm.; Julia Stone leaves 7:40 p.m.

Present: Vicky Selkove, Matt Younkle, Peng Her, Ed Clarke, Sandy Torkildson, Pat Schramm, Alder Resnick @ 5:34 p.m.

Mr. Clarke wants to clarify if staff is recommending a change to the zoning.

Mr. Kennelly said the staff recommendation is more about a change of use, opening the door to a change, not a specific zoning.

Mr. Younkle said the zoning change process has neighborhood involvement.

Ms. Torkildson said there are always conflicting issues and said to accept the plan as is and pass along the staff comments.

Vice-Chairperson Selkove asked if this is a motion.

Ms. Torkildson said no, she is acknowledging a conflict.

Alder Resnick said the EDC looks at economic development issues and the Plan Commission looks at the neighborhood plan.

Jule Stroick, neighborhood planner and Jason Valerius from the Hoyt Park Area Joint Steering Committee, are co-presenters of this plan.

Ms. Stroick explained the neighborhood association coalition came together several years ago to develop a neighborhood plan. This group worked a year before involving the City. They applied for a grant to hire a consultant to provide professional services to create the neighborhood plan.

Ms. Stroick said this plan area is primarily a stable, single family neighborhood with 70% of the land in residential uses and 15% in parkland and approximately 7% in commercial use along University Avenue. This plan deals with preservation of single family housing and traffic issues.

Ms. Stroick explained the Vernon Boulevard area is mostly comprised of medical related businesses. The plan calls for an increase in allowable building height. This area will be covered again in the University Hill Farms neighborhood plan that is starting to be developed. The University Avenue commercial lots are relatively shallow in depth. The neighbors want a 4 story maximum building height and City staff are calling for more stories. The plan calls for the Speedway and Mineral Point Intersection to continue as a commercial node.

Ms. Stroick said the Mount Olive church site was the most talked about and controversial in the plan.

The plan calls for it to be single family and duplex residential uses.

Mr. Valerius said there was lots of discussion about the Mt. Olive property. There is pressure to allow more intense use of the site but the neighborhood was consistent in wanting a residential use at this site. Mineral Point Road is a street through a neighborhood and residents do not want it to develop into a commercial strip.

Mr. Clarke asked for clarification on the pocket park development concept.

John Hackney, registered speaker, said the additional materials were submitted by the residents and is not a product of the steering committee.

Vice Chairperson Selkove asked for information on the staff recommendations for increased building height.

Ms. Stroick noted earlier drafts looked at University Avenue and transportation. Opportunities exist that could enhance the neighborhood. Staff took this to the neighborhood association and the residents felt the existing 1-2 story buildings work now and increasing the building height to 4 stories would double the density.

Vice Chairperson Selkove asked about staff comments on other streets and more density.

Mr. Valerius said they asked staff to put in the neighborhood preferences in the draft, as this reflects the majority viewpoint.

Mr. Her asked why the pocket neighborhood information came at the end and is not in the draft.

Mr. Valirius said it is a single bullet point in the draft.

Ms. Stroick explained the city team worked with the steering committee, appointed by

the neighborhood associations. The City held open houses and staff from the Office of Business Resources did a business survey that did not receive many responses.

Vice Chairperson Selkove called for public testimony.

A motion was made by Torkildson, seconded by Resnick to recommend adopting the plan as presented and to draw the Plan Commission's attention to EDD staff comments.

Mr. Clarke said this endorses the conflict. It acknowledges the neighborhood plan but does not belong in the Comprehensive Plan.

Ms. Schramm asked if there is a template for a neighborhood plan. Can the neighborhood go back and work on it?

Vice Chairperson Selkove said there is a lack of a chapter on economic development.

Mr. Valarius said he does not see how a neighborhood plan can incorporate job creation.

Alder Resnick said there are conflicts between a neighborhood plan and zoning. Economics are not a focal point.

Vice chairperson Selkove said all neighborhood plans have opportunities for economic development. This is on a major retail corridor and is a missed opportunity. Neighborhood plans need to think this through.

Ms. Schramm noted this is a changing corridor and these are real issues.

Ms. Schramm asked for a friendly amendment to the motion to ask for a chapter on economics and work force be added by the neighborhood association. Ms. Torkildson accepted the amendment.

Alder Resnick said this creates a mini economic system.

Mr. Clarke said this is what the EDC is looking for.

Vice chairperson Selkove said the Arbor Hills plan did a great look at this.

The friendly amendment was seconded by Vice Chairperson Selkove.

The addition of the amendment passed as follows:

Nay: Alder Resnick

Yes: Selkove, Her, Clarke, Torkildson, Schramm, Younkle

Vice Chairperson Selkove called for the motion to be read as it now stands.

The motion is to recommend adopting the plan as presented, to draw the Plan Commission's attention to EDD staff comments and to ask that a chapter on economics and work force be added by the neighborhood association.

8 [30084](#)

High Tech Manufacturing Trends

The first meeting of the subcommittee is July 30, 2013 at 5 pm.

9 [17637](#)

EDC Chairperson's Report

None.

10 [21360](#) **EDD Director Report**

Mr. Olver noted:

1. Union Corners Letter of Intent was approved by Council.
2. Judge Doyle Square RFP was approved by Council and excludes the Madison Municipal Building as part of the project.
3. Real Estate staff has a 31 page checklist to complete in order to sell the current Fire Administration building to the Hovde Group for redevelopment.

11 [27862](#) **Introduction of New Items from the Floor**

Vice chairperson Selkove suggested the EDC look at developing economic development criteria to be included in future neighborhood plans.

12 [27863](#) **Upcoming Meetings**

ADJOURNMENT

A motion was made by Clarke, seconded by Resnick, to Adjourn. The motion passed by voice vote. The meeting adjourned at 8:05 p.m.