



City of Madison

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

Thursday, March 16, 2017

5:30 PM

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

CALL TO ORDER / ROLL CALL

Present: 8 - Michael E. Verveer; Ledell Zellers; Davy Mayer; Gregory O. Frank; Adam J. Plotkin; Ted Crabb; Sandra J. Torkildson and Lori J. Henn
Excused: 1 - Thomas E. Hirsch

APPROVAL OF February 16, 2017 MINUTES

A motion was made by Crabb, seconded by Frank, to Approve the February 16, 2017 Minutes. The motion passed by voice vote/other.

PUBLIC COMMENT

None

DISCLOSURES AND RECUSALS

None

1. [45683](#) Report of Mall Maintenance and Special Events 2017

Chad Hughes, Parks Division Staff, gave a brief update on Mall Concourse activities. Highlights included:

- Tree lights will go up in the Philosophers' Grove area soon
- Preparations for spring started early during the good weather, although staff had to go back for some late snow removal
- Capitol Square Construction has started
- Kiesow and Cnare met to go over a final list of new bike racks, benches etc for the expansion area
- The 2017 Events season kicked off with the Shamrock Shuffle

Verveer asked about changes to the trash pickup in the Mall/Concourse. Hughes said that the Central Parks Division and Mall Maintenance Division share a trash collector truck and that in order to be more efficient, they are trying out a new system where the Central Parks staff drives the truck, and Mall Maintenance staff helps with the picking. Verveer wants to be sure that they are not getting a lower amount of service with this change. Hughes doesn't expect a change in the level of service, and said that if it doesn't work, he will be the first one to suggest that they go back to the old system.

2. [46033](#) Appropriating \$50,000 from the 2017 Planning Division Operating Budget and authorizing the City of Madison to enter into a contract with the Madison Central Business Improvement District (BID) to fund the continuation of the Downtown Activities Program focused on existing plazas around the Capitol Square and State Street (2nd, 4th and 8th AD).

A motion was made by Zellers, seconded by Plotkin, to Return to Lead with the Recommendation for Approval to the BOARD OF ESTIMATES. The motion passed by voice vote/other.

3. [46294](#) Accepting the report entitled, "Ensuring a Vibrant Downtown Retail Destination: A Retail Assessment and Strategy for Downtown Madison", directing staff to begin implementing key recommendations of the report, and repealing resolution RES-15-00206 (Legislative File # 36697)

Rebecca Cnare, Planning staff, noted that a few referrals were mistakenly left off of the original introduction at Common Council. Alder Verveer will add Vending Oversight, Transit and Parking, Finance, Landmarks, Economic Development and Plan Commission to the already referred Madison Central Business Improvement District and Downtown Coordinating Committee (lead). It will be reintroduced at the 3/21/17 Common Council Meeting.

A motion was made by Zellers, seconded by Frank, to Re-refer to the DOWNTOWN COORDINATING COMMITTEE until they could hear input from the other Boards, Committees and Commissions before the DCC takes action. The motion passed by voice vote/other.

4. [46345](#) Creating Section 9.13(12) of the Madison General Ordinances to establish the Top of State Vending Overlay District.

- Change hours to allow for vending after 3pm on Saturdays.
- Consult with the Office of the City Attorney and Risk Management on liability /legal issues to allow satellite café areas to be shared by one or more restaurants.
- Add language in the ordinance to ensure that vendors have to clean up after themselves.
- Adding language to clarify that additional sidewalk café fees will not be incurred for a satellite café if a business already has an existing licensed sidewalk café; a business with a brand new café in the area would still be subject to a regular sidewalk café fee.
- No should be no additional \$50 TOSVOD license for sidewalk cafes in the area, the \$50 fee should be for goods vendors only.
- Satellite cafes may be allowed to alter fencing requirements if there are natural barriers that provide distinct delineation of the sidewalk café area, such as planters, walls, art etc.

Rebecca Cnare briefly went over the purpose and intent of this new Top of Satte vending Overlay District (TOSVOD) ordinance and asked for questions from the Committee.

Henn thinks that it will be difficult to police the satellite sidewalk cafes. She also noted that 7a states that no business with an alcohol; license will be able to take part in the satellite sidewalk cafes.

Verveer mentioned that there is a substitute ordinance being drafted by the City Attorney's office to clarify that existing business within / adjacent to the TOSVOD will still be able to get a regular sidewalk café under the exiting sidewalk café rules, and that these new rules only relate to potential satellite cafes. Mayer said that he would be concerned if we are allowing the

privatization of large swaths of the TOSVOD area.

Tiffany Kenney, BID Executive Director, spoke about the fact that Top of State Businesses are also still brainstorming ideas to make the area more active. Torkildson asked about the potential for Tables and Chairs, like they have in Bryant Park. Henn said that providing tables and chairs for food cart customers will be really hard for brick and mortar stores to agree with, noting the addition of several new food carts.

Meghan Blake-Horst, City Vending Coordinator, said that there aren't additional food carts in the area - just a different orientation/ location due to the construction. Torkildson said that it is going to take compromise by a lot of people to help change the area and reduce the problems. Adding more positive activities will help make brick and mortar stores do better of the area is perceived as being safer.

Lt Brian Cheney Austin, Central Police, said that some of the well known nuisance offenders in the area also like to do the same things as non-nuisance causing people, like drinking coffee, etc. It will be impossible for the police to target some for removal and not others.

Crabb asked about the Saturday times being reserved for farmers market vendors, and wondered if the ordinance could allow for vending after the market is over, say at 3pm. DCC members thought that was a good idea.

Verveer asked if there was room on Saturday morning for merchant vendors if a regular vendor is out or sick? Blake-Horst said that a list of floating vendors fill those empty spots pretty quickly. Also, new goods would not be seen as a good intrusion to what is currently a only homemade/handcrafted vendor list that must meet pretty strict requirements.

There was a discussion about allowing adjacent café owners to share space within a satellite café. Henn said that there shouldn't be too many different tables and chairs it would look junky. It would be better for one kind of tables and chairs that could be used by all restaurant patrons. Zellers agreed that it was important to start thinking about a way for businesses to share, and encourages the City Attorney to find a way to make it happen.

Crabb noted the success of the movable chairs and tables in the 700-800 blocks of State Street. Perhaps the chairs and tables could get moved into the space in the morning and then removed in the evening. Crabb also noted the need for vendors to be required to clean up after themselves.

There was a discussion about eh café fees for Satellite cafes. Verveer said that it was never his intention to have lan's pay for a second café, however, he agrees that Teddywedgers will need to pay for a first sidewalk café. Plotkin noted that cafes shouldn't also have to pay the \$50 TOSVOD license. That should only be applicable to good vendors. Torkildson asked about the need for café fencing if there are other barriers. Blake-Horst said that she thinks it could be flexible if there are natural barriers, art, planters etc that define the café area. Henn agreed that this kind of flexibility could help reduce the cost of the satellite cafe furniture.

A motion was made by Zellers, seconded by Crabb, to Return to Lead with the Following Recommendation(s) to the VENDING OVERSIGHT COMMITTEE

- Change hours to allow for vending after 3pm on Saturdays.
- Consult with the Office of the City Attorney and Risk Management on liability/legal issues to allow satellite café areas to be shared by one or more restaurants.
- Add language in the ordinance to ensure that vendors have to clean up after themselves.
- Adding language to clarify that additional sidewalk café fees will not be incurred for a satellite café if a business already has an existing licensed sidewalk café; a business with a brand new café in the area would still be subject to a regular sidewalk café fee.
- No should be no additional \$50 TOSVOD license for sidewalk cafes in the area, the \$50 fee should be for goods vendors only.
- Satellite cafes may be allowed to alter fencing requirements if there are natural barriers that provide distinct delineation of the sidewalk café area, such as planters, walls, art etc.

The motion passed by voice vote/other.

5. [33826](#) Committee Member & Staff Updates

None

ADJOURNMENT

A motion was made by Verveer, seconded by Zellers, to Adjourn at 7:15 p.m.
The motion passed by voice vote/other.

Upcoming Meeting: April 20, 2017