



City of Madison

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

Thursday, March 15, 2018

5:30 PM

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

CALL TO ORDER / ROLL CALL

Present: 7 - Michael E. Verveer; Ledell Zellers; Gregory O. Frank; Adam J. Plotkin; Ted Crabb; Thomas E. Hirsch and Lori J. Henn
Excused: 2 - David Ahrens and Sandra J. Torkildson

APPROVAL OF January 18, 2018 MINUTES

A motion was made by Hirsch, seconded by Frank, to Approve the January 18, 2018 Minutes. The motion passed by voice vote/other.

PUBLIC COMMENT

DISCLOSURES AND RECUSALS

Frank recused himself from item #5 as his business could be affected by this policy.

1. [50087](#) Report of Mall Maintenance and Special Events 2018

Mark Kiesow, Parks Mall Maintenance Staff, updated the Committee on their activities over the last two months. Kiesow is working on a "Snow Plan" to have a more recognizable policy on how staff manages snow events, and have consistent policies snow removal operations.

Staff are installing remaining new benches, planters and other street amenities purchased last year, and have refinished the wooden benches on the Square. Power washing of the sidewalk will begin when the weather is consistently warm.

Kiesow is working with Office of Community Services Staff and Operation Welcome Home on identifying homeless people for contact with services. If staff sees the same person or groups of people in the same space for over three days, they call Operation Welcome Home.

Mall Staff are working with the City Attorney's Office on formulation an ordinance change that will help them mitigate the dumping of large trash bags and other items (including contractor waste) by the trash receptacles in the mall area.

The new moped ordinance has been working well, and staff have noticed a marked improvement for more efficient and effective service operations in the mall area. Crabb said that he hopes there can be an efficient removal of abandoned bikes in the mall at the same level as the moped ordinance.

Zellers complemented Kiesow on their staff initiatives regarding snow plans, salt distribution, homeless outreach and other proactive activities that really make a difference downtown.

2. [50886](#)

Downtown Parking Issues

Sabrina Tolley, Assistant Parking Utility Manager, provided a packet of information for Committee discussion.

Smart Meter Discussion. Tolley presented information on the Smart Meter parking trial and noted that staff is monitoring the vehicle occupancy detection system to see if it is worth the extra software and monitoring fee. There are 650 coin operated meters that would be replaced if the Parking Utility chose to make the trial permanent. Smart meters could also be tied into the mobile now payment system that is used by the multi-space meter program. Initial feedback from customers has been really positive.

Hirsch asked about the system allowing a user more than one account, such as for personal and business use. Tolley said that right now the system would require two different phone numbers for two accounts, and that one would have to re-login every time. She said she would look into the issue further.

Verveer asked about receipts and if expanding this program would require an RFP. Tolley said that electronic receipts are possible, but not paper receipts. Tolley added that this company is part of a larger public utility purchasing agreement, so an RFP isn't required. She will do a cost-benefit analysis to see if the new units will be cost effective over time. Tolley wants to learn more about the vehicle occupancy and wayfinding system to make sure it isn't just an prediction algorithm, but actually tells when spaces are empty. At this point the occupancy sensors have only had a 75% reliability rate, and the company is looking into the few meters that are performing poorly to see if street slope or other physical attributes are causing the problems.

Special Event Parking Discussion. Tolley said the utility has piloted 106 short term parking spaces for downtown users during special event parking operations. The lower level of the State Street Capitol garage is less expensive to park for a short while, and kicks up to the full cost if parked for longer than an hour to encourage short term only parking.

Late Night Pay On Entry Program Discussion. Verveer asked about the new late night pay on entry program at the Lake/Frances garages. Tolley said that so far the utility has been happy with the program, and that it has stopped the drive-through cruisers that stay in the garage for the 15 minutes of free time causing backups at the exit. Tolley said the program will start to back up on Friday and Saturday nights when the weather warms up. Crabb suggested that they consider starting up in late April instead of waiting until May.

2018 Parking Rate Changes Discussion. Verveer asked if there will be a rate increase every year - or every two years. Tolley said that rates increased it in 2012 and 2016, which is a four-year gap. The 2018 rate changes are just in a few targeted areas as the occupancy rates adjusted after the latest change. She doesn't expect a new overall rate change until 2021, with the exception of the new Capitol East garage that might require some fine tuning.

Wayfinding Discussion. Tolley said that visitors do not want to download a parking app, so the Utility is working on making their website more mobile friendly. Zellers asked if they would look into smart aisles within the parking garages that show where open spots are located. Tolley said her research has shown that a 500-600 stall garage would cost about \$250,000 to install aisle by aisle availability sensors and that they will consider this when upgrading garages in the future, as only garages that have at least three aisles or a double helix would benefit from a system like this.

Verveer asked about moped permit request. Tolley said there have only be a handful of permits sold and the program has been really quiet. Tolley finished by informing the Committee that the Capitol East Garage is expected to Open in September of 2018, and the Judge Doyle Square Garage should open in February of 2019. Zellers asked about electric charging stations in the garages. Tolley said that there will be two each at Capitol East and Judge Doyle Square, but they are putting in conduit for future expansion of the program.

3. [48742](#)

Downtown Police Update

Captain Jason Freedman, and Officers Ken Brown and Jessica Sosoka were available to answer questions from the Committee.

Capt. Freedman said there are three areas of concentrated police efforts downtown, 600 University Avenue, the Beacon and the State Street corridor. The busy season is approaching and the department feels that it made progress last year with its general approach to these areas. The Police also have to help manage a significant amount of special events downtown.

The opening of the Beacon Homeless Day Resource Center brought some new issues to the eastern part of downtown, but new rules and policies at the Beacon have brought calls for service significantly down from where they were just after opening. It went from multiple calls per day to only one or two per week, which feels much more sustainable for all involved.

Crabb asked if there were people from the Top of State Street at the Beacon. Brown said there are some, but there are a lot of Beacon patrons that they had never seen before from out of state and elsewhere. Tenney neighborhood is seeing an uptick of issues at Reynolds Park as people move in between the Beacon and the Top of State Street. Zellers added that the First Settlement neighborhood is also seeing more issues.

Sosoka said police have been much more effective at eliminating criminal behaviors at the Top of State by utilizing cameras and other methods than just posting an officer at the location. Freedman added that the Downtown Safety Initiative at 600 University Ave allows them to do more bar checks to keep things under control and prevent a repeat of problems from last year. The improved lighting mentioned during the parking discussion will be really helpful.

Crabb asked about opioid use downtown. Brown mentioned there have been 7 overdoses at the Beacon, and their staff now has Narcan available for use if needed. He said that downtown hasn't seen as many opioid problems as other parts of the city. Plotkin asked about other drugs like methamphetamines. Freedman said that is not as much of a problem in Madison.

4. [50527](#)

Appropriating \$60,000 from the 2018 Planning Division Operating Budget and authorizing the City of Madison to enter into a contract with the Madison Central Business Improvement District (BID) for \$60,000 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).

Tiffany Kenney, BID Executive Director gave a brief summary of the 2018 Downtown Programming goals and objectives.

A motion was made by Frank, seconded by Verveer, to Return to Lead with the Recommendation for Approval to the FINANCE COMMITTEE. The motion passed by voice vote/other.

5. [50596](#)

SUBSTITUTE - Establishing Policy Guidelines for Alterations to Capitol Square Area Planting Beds for the Intent of Creating New Public Sidewalk Cafes.

Roll Call Vote to adopt substitute resolution: 6:1:2 - Ayes - Verveer, Zellers, Plotkin, Hirsch, Henn, Crabb; Recused - Frank; Excused - Ahrens, Torkildson

Rebecca Cnare, Planning Division staff, gave a brief introduction of the proposed policy, as described in the legislative materials. Cnare mentioned that even after any physical changes, all normal sidewalk café fees rules would apply, and establishments would have to take in the furniture every night.

Hirsch said that he was concerned about the removal of green space and would prefer a 50% to 50% ratio. Zellers agreed and asked about the planters that have already been altered, would they also have to get a sidewalk café licenses? Cnare said that City staff was only looking at the remaining planters at this time, as many of the existing cafes in these locations have encroachment leases, which each have their own fees, rules and agreements. Cnare added that staff would like to look at that policy as well, but didn't want to confuse the two issues, as staff has not had a chance to talk to existing lease holders.

To facilitate the discussion, Hirsch made a motion to approve the resolution, adding that he would like to make an amendment. Verveer seconded the motion.

Hirsch made a motion to amend the resolution to change the ratio to 50%-50%, seconded by Verveer. The Committee discussed the difference between 60% and 50% paved café area, noting the change would likely be the removal of two 2-top tables. Zellers said that she was very concerned about the loss of the limited green space downtown. The motion to amend was approved don a voice vote.

Hirsch made a motion to add language to require that the cafe layout shall be ADA accessible, seconded by Zellers. Cnare said that she believes that all cafes must have an opening that is ADA accessible, and the language currently in the resolution was to address the planters that currently have a step-up, and requiring that the new space be "level" with the adjacent sidewalk. The motion to amend passed on a voice vote.

Zellers asked about smoking at sidewalk cafes. Verveer mentioned a City Attorney's opinion that didn't allow the City to regulate smoking outside in public areas, but that individual cafes could set their own policies and voluntarily restrict smoking. Hirsch said that he was very interested in looking into this issue further, as cafes and other public spaces should be free of smoke for everyone else.

A motion was made by Hirsch, seconded by Verveer, to RECOMMEND TO COUNCIL WITH THE FOLLOWING RECOMMENDATIONS - REPORT OF OFFICER.

1: The ratio of planted area to café area shall be 50%-50%

2: The resulting sidewalk café layout shall be ADA accessible.

The motion to adopt a substitute resolution passed by the following vote:

Ayes: 6 - Michael E. Verveer; Ledell Zellers; Adam J. Plotkin; Thomas E. Hirsch; Lori J. Henn and Ted Crabb

Recused: 1 - Gregory O. Frank

Excused: 2 - David Ahrens and Sandra J. Torkildson

6. [33826](#) Committee Member & Staff Updates

Cnare mentioned that the National American Planning Associating Planning Magazine was interested in the Retail Analysis Report and would be interviewing her about it next week.

ADJOURNMENT

**A motion was made by Plotkin, seconded by Hirsch, to Adjourn at 7:50 p.m.
The motion passed by voice vote/other.**

Upcoming Meeting: April 19, 2018