



City of Madison

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

Wednesday, October 15, 2014

5:00 PM

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

CALL TO ORDER / ROLL CALL

The meeting was called to order at 5:11pm.

Present: 7 - Mark Clear; Eric E. Steege; Mark R. Greene; Patricia (Pat) A. Schramm; Edward G. Clarke; Matthew C. Younkle and Scott J. Resnick

Excused: 5 - Peng Her; Craig P. Stanley; Julia Stone; M. Meghan Blake-Horst and John Strasser

Craig Stanley arrived at 5:18 pm. Alder Clear left at 6:20 pm.

Also Present: Mathew Mikolajewski, Office of Business Resources Manager; Peggy Yessa, Office of Business Resources; Dan Kennelly, Office of Business Resources; Ruth Rohlich, Office of Business Resources; Mark Woulf, Food and Alcohol Policy Coordinator; Bill Schaeffer and Mike Cechvala, Madison Planning Organization staff; David Trowbridge, Principal Transportation Planner

APPROVAL OF MINUTES

A motion was made by Ms. Schramm, seconded by Mr. Steege, to approve the minutes of the September 17, 2014 meeting.

The motion passed by voice vote.

PUBLIC COMMENT

None.

DISCLOSURES AND RECUSALS

None.

DISCUSSION ITEMS

1. [35697](#) Approving the Verona Road/Allied Drive commercial and neighborhood area food retail and economic redevelopment priorities, and directing an interdisciplinary staff team to explore funding strategies, private partners, and other complementary uses to facilitate the location of a full-service affordable grocery store in the immediate commercial area and to prepare a comprehensive economic plan for the entire area.

A motion was made by Mr. Clarke, seconded by Alder Resnick, to Return to Lead to the Madison Food Policy Council with recommendation for approval. The motion was passed by voice vote.

DISCUSSION:

Ms. Rohlich distributed the Verona Road handout.

Mr. Woulf reviewed the resolution and said it is urgent to secure a food retailer in this area.

Craig Stanley arrived at 5:18 p.m.

Present: 8 - Mark Clear; Craig P. Stanley; Eric E. Steege; Mark R. Greene; Patricia (Pat) A. Schramm; Edward G. Clarke; Matthew C. Younkle and Scott J. Resnick

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(Woulf) It will be two years or more until the Verona Road construction project is completed and many retailers do not want to locate in that area now. The three goals outlined in the resolution are:

1. Money is needed for a community center
2. A long-term economic development strategy for this area has not been done
3. Securing a food retailer is the most pressing need and the City needs to intervene to help

A staff report on locating a grocery store in this area is due on December 15.

Mr. Clarke asked if both sides of Verona Road will be served by a grocery store on Allied Drive.

Ms. Rohlich responded a pedestrian bridge will be built as part of the road construction project, allowing access to the store from both sides of Verona Road.

Mr. Younkle noted the Copps Grocery Store is only three miles from Allied Drive. He would like transportation options evaluated that could be used until the road construction is completed.

Ms. Rohlich said transportation options have been tried. Special buses to the Westside Woodman's Grocery Store did not work. The Fresh Mobile had issues for the customers and the vendor.

Mr. Woulf said the City would like to focus on permanent solutions.

Ms. Rohlich said the groceries in the immediate Allied area are not affordable to the Allied residents. Hy-Vee, Metcalfe's and other local stores have been spoken with and are not interested in the area. Deep discount grocers like, Aldi, have expressed interest in operating a smaller footprint store in this area.

Mr. Stanley asked about the size limitations of the Walgreens site and the area.

Ms. Rohlich said the larger area has been looked at. The Walgreens property owner wants to retain ownership of the property.

Mr. Clarke asked staff to consider involving the local grocers more; to use them as a resource.

Ms. Rohlich has also contacted grocers in the Milwaukee area.

Alder Resnick said the Fresh Market and Fresh Mobile tried their hardest to succeed in this area. The second and third priority/goals of this resolution are more for Council discussion. Doing a Verona Road Corridor Plan would be a lengthy, costly process.

Ms. Rohlich said the area is underutilized.

Mr. Woulf noted the immediate need for a food retailer in this area. The long term economic stability of this area also needs to be looked at. For example, the East Washington corridor project has taken a long time to be implemented.

Alder Resnick said a gateway study of Verona Road is a large undertaking.

Alder Clear asked for details of why the Fresh Mobile left the area.

Ms. Rohlich said there was a small amount of shelf space. The residents wanted to be involved in what was offered.

Mr. Woulf said the seller realized the residents did not want what he offered. It was not a mobile food pantry.

Chairperson Greene asked if this is what the grocers are also saying.

Ms. Rohlich said the deep discount grocers like this area and the small building footprint.

Mr. Kennelly added the Fresh Mobile did not accept the WIC program.

Chairperson Greene asked if these deep discount stores are interested in this area.

Ms. Rohlich said nothing is for sure. The biggest obstacle is the road construction issue.

Mr. Steege said road construction is not affecting the poor demographics in this area. Does this mean a small grocer is less impacted?

Mr. Woulf said the City has Façade Improvement Grants for businesses. Maybe something like this could be implemented.

A motion was made by Mr. Clarke, seconded by Alder Resnick, to Return to Lead to the with recommendation of approval of this resolution.

The motion was passed by voice vote.

2. [35566](#)

Accepting the Madison Transit Corridor (BRT) Study Report, endorsing the recommendations contained in the Report as a conceptual component of the City's strategy for addressing future transportation system planning and development, and to authorize moving forward to the next phase of project development, environmental evaluation and project implementation.

Return to Lead with the following recommendations to the Sustainable Madison Planning Oversight Committee (Madison in Motion) : to accept this report and encourage the formation of the group and to look in greater depth at the economic impact of a BRT.

A motion was made by Mr. Clarke, seconded by Mr. Younkle, to Return to Lead with the following recommendations to the Sustainable Madison Planning Oversight Committee (Madison in Motion) : to accept this report and encourage the formation of the group and to look in greater depth at the economic impact of a BRT.

PRESENTATION AND DISCUSSION:

Bill Schaeffer and Mike Cechvala, staff from the Madison Planning Organization, distributed their handout.

David Trowbridge, Principal Transportation Planner, explained this resolution accepts the report and creates a regional taskforce for transportation. The next phase will include an economic impact analysis.

Mr. Stanley said he is on the Sustainable Transportation Master Plan Oversight Committee (Madison in Motion).

Mr. Trowbridge explained this study is a preliminary feasibility study of four Bus Rapid Transit (BRT) corridors. The details will be looked at in the next phase.

Mr. Schaeffer explained this first step study is a high level look to see if further study is required. The Madison Planning Organization will lead the proposed study. A BRT was never looked at before this; there were lots of studies on rail service. A BRT system is like rail service in that it has high reliability and the buses have multiple doors.

Alder Clear asked if the elements that make a train system more accepted are in the BRT.

Mr. Schaeffer said train system routes are usually linear and make it easier to navigate than bus routes. Travel times are shorter than on bus routes.

Mr. Clarke noted this study came out in 2013, why are we looking at it again?

Mr. Schaeffer explained the MPO did have a resolution passed to go on to the next phase of study. There was no budget for a large amount of public involvement at that time.

Mr. Clarke asked who would "own" this committee.

Mr. Schaeffer said the MPO is planning, not implementing this project. In the absence of a regional transportation authority the City is the owner of the transit system. The funding is part of a City/County/ Dept. of Transportation agreement. This is a group effort led by the City.

Alder Resnick referred to the map on page 87 and asked how much planning has been done to target the low income and low ridership areas.

Mr. Schaeffer said the BRT routing must have high ridership to be successful.

Alder Clear left at 6:20 pm. A quorum was still present.

Present: 8 - Mark Clear; Craig P. Stanley; Eric E. Steege; Mark R. Greene; Patricia (Pat) A. Schramm; Edward G. Clarke; Matthew C. Younkle and Scott J. Resnick

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Mr. Schaeffer said they had looked at surrounding communities to connect with the BRT system.

Alder Resnick asked about the economic development potential of the BRT. He noted the routes and stations are in mature areas in the City. Was this considered?

Mr. Schaeffer said they looked for a balance of ridership success and potential sites to redevelop.

Mr. Steege asked about the benefit of a BRT versus increasing routes of the Metro system.

Mr. Schaeffer said the BRT provides corridors with all day service, not just peak time service. The BRT has larger vehicles and carries more passengers and makes fewer stops than the bus system.

Ms. Schramm noted the BRT could be extended farther to Sun Prairie and Fitchburg to connect to development areas in these communities. It needs to run all day long.

Mr. Steege asked if all the BRT routes would be implemented at the same time.

Mr. Schaeffer said yes they would be.

Mr. Stanley asked for information on the typical ways a BRT grows. Is it by adding more circulation routes or more spines?

Mr. Schaeffer said expansions of BRTs are typically made in a radial pattern.

Mr. Younkle asked for the cost a ride on the BRT and bus.

Mr. Schaeffer said the cost per mile for a BRT is \$2-\$4m. It is cheaper than rail. The cost/rider is difficult to determine.

Mr. Younkle noted in 20 years there may be fleets of self-driving cars.

Mr. Schaeffer said the cost of a new \$30m bus barn and \$40m for the new BRT vehicles was included in the estimate.

Mr. Stanley would like numbers when this comes back to the EDC. This committee likes numbers.

Chairperson Greene wants to know the associated costs of adding an exclusive BRT lane. What is the economic impact? Is BRT a poor substitute for a rail system?

Mr. Schaeffer said a BRT does not preclude a rail system. There is potential to transfer a BRT system to rail system. A BRT does not have much impact on traffic. A BRT run on the medians would require signals for left turns by autos.

Chairperson Greene said a cost/benefits analysis is needed. How can car drivers be incentivized to use the BRT?

Mr. Clarke asked for the report's recommendations.

Mr. Schaeffer said the recommendation is to take this to the next step of the study .

A motion was made by Mr. Clarke, seconded by Mr. Younkle, to Return to Lead with the following recommendations to the : accept this report and encourage the formation of the group and to look in greater depth at the economic impact of a BRT .

Mr. Stanley asked what the study would look at.

Mr. Schaeffer said ridership and costs would be looked at. The next report would refine routes, costs and economics.

The motion passed by voice vote.

3. [35722](#) **2014 Jeffrey Clay Erlanger Civility in Public Discourse Award - Request for Nominations**

Mr. Mikolajewski said this is an annual award from the Common Council. A request to include this on all committee agendas was made. You may submit nominations directly to the Mayor's Office or to the Office of Business Resources. The Council is looking for an individual that has contributed to the betterment of the City and pulled people together.

4. [35797](#) **Public Market District**

Mr. Kennelly said Phases 1 and 2 of the Public Market District Study have been done. The EDC and the Council have approved the resolution to accept the phase 1 and 2 work and proceed with phase 3. The next step is to write a business plan. On October 28th the consultant, Project for Public Spaces (PPS), will conduct a Placemaking Workshop at the Tenney Park Pavilion that will include walking the preferred site .

Mr. Clarke asked what is the goal of this exercise.

Mr. Kennelly said the Public Market District needs to be a destination if it to be successful. It will support entrepreneurship and new business formation as well. From this workshop the consultants will be able to start on the layout and determine square footage.

Mr. Stanley asked if the owner of the adjacent shopping center has been contacted.

Mr. Kennelly said yes they had been contacted. The City does not need to buy the shopping center. A public/private partnership could be formed.

5. [33762](#) **Economic Development Strategy**

Mr. Kennelly noted the EDC has gotten several referrals that have bumped a discussion of the Economic Development Strategy. This is an important project for the EDC and he would like the EDC to have a special meeting to discuss the Economic Development Strategy.

Chairperson Greene wants the EDC to be active, the EDC now sees more big items. The EDC has an interesting business viewpoint and unique set of skills. Going forward the EDC may need to break things up into subcommittees.

Mr. Clarke suggested a subcommittee of four EDC members which the other EDC members could also attend.

Chairperson Greene asked Mr. Kennelly if this would work for the ED Strategy discussions.

Mr. Kennelly said this would work. The project timeline calls for completion by the spring of 2015. The Data and Visioning Steps are already completed.

Mr. Stanley asked for an outline or framework of the strategy.

Mr. Kennelly said there were many ideas from the Symposium that need to be prioritized.

Mr. Stanley asked what gaps in the ED toolbox exist for staff? Has there been an internal SWOT analysis? What tools do they have? What is the economic spending in Madison and other communities? We need to implement ideas to be effective.

Mr. Steege said a SWOT analysis for the EDC would also be helpful.

Mr. Kennelly noted the EDC functions reactively. Does it want to change this?

Mr. Younkle said the EDC has talked about this 18 months ago. The Rapid Transit Study had no economics to it. If you want the EDC to review something it must have economics included.

Mr. Mikolajewski said a City system to do economic analysis needs to be created.

Mr. Stanley asked if this is a weakness of the committee system.

Mr. Mikolajewski said a change is needed in how the City analyzes projects and policies.

Mr. Clarke said there is a difference between an economic analysis and determining how much a project costs.

Chairperson Greene would like to give notice to staff and neighborhoods as what the EDC has expertise in.

Alder Resnick said way too much time is spent on the budget process. We need to look at the tax base as a large issue. For example the Pahl's Tire Hotel project works economically and is hung up over the use of three feet of sidewalk.

Mr. Kennelly said the EDC has no technical power as the Plan Commission does.

Mr. Mikolajewski gave an example of the recently formed Equity Group Workgroup. Its work is to transition all City Departments to think of equity. He suggested, maybe, the EDC could use this as a model.

Alder Resnick said a small subcommittee could be available to meet on short notice to give the economics of a project.

Mr. Mikolajewski suggested forming an EDC subcommittee at the next EDC meeting.

6. [17637](#) **EDC Chairperson's Report**

Chairperson Greene will continue to meet with the EDC members.

7. [21360](#) **EDD Director Report**

Mr. Mikolajewski said one proposal had been submitted for the redevelopment of the 800 south block of East Washington Avenue. This will eventually come before the EDC for review. The agenda for the Capitol East District Committee, which will review the proposal, will be forwarded to the EDC.

BUSINESS ITEMS

8. [27862](#) **Introduction of New Items from the Floor**

None.

ADJOURNMENT

A motion was made by Alder Resnick, seconded by Ms. Schramm, to adjourn. The motion passed by voice vote. The meeting adjourned at 7:18 pm.