



City of Madison

Meeting Minutes - Final

PLAN COMMISSION

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

Monday, January 8, 2007

5:30 PM

210 Martin Luther King, Jr. Blvd.
Room 201 (City-County Building)

ROLL CALL

Present: Brenda K. Konkol, Lauren Cnare, Kenneth Golden, Nan Fey, Brian W. Ohm, Sarah Davis, James C. Boll, Judy Bowser and Kelly A. Thompson-Frater

Excused: Ruth Ethington

Fey was chair for this meeting. Ald. Konkol arrived at 6:30 during the discussion on the Cherokee Special Area Plan items (#1-3).

Staff present: Rick Roll, Brad Murphy & Tim Parks, Planning Unit; Dan McCormick, Traffic Engineering Division; Si Widstrand, Parks Division; David Denig-Chakaroff & Alan Larson, Madison Water Utility; Katherine Noonan, City Attorney's Office; Larry Nelson, City Engineer's Office, and; Jeanne Hoffman, Mayor's Office.

MINUTES OF THE MEETING of December 18, 2006

A motion was made by Bowser, seconded by Ohm, to Approve the Minutes.
The motion passed by acclamation.

SCHEDULE OF MEETINGS

January 22; February 5, 19; March 5, 19, 2007.

APPOINTMENTS

Sarah Davis was appointed to serve as Plan Commission representative to the Joint Southeast Campus Area Committee.

UNFINISHED BUSINESS

The Plan Commission, on a motion by Ald. Konkol, seconded by Ald. Cnare, took a brief recess before making a decision on the Cherokee-related items (#1-3).

1. [04939](#) Adopting the Cherokee Special Area Plan as a supplement to the City of Madison Comprehensive Plan, to include lands located west of the Dane County Regional Airport, north of portions of the Whitetail Ridge and Sherman Village subdivisions, east of Yahara River and south of the Cherokee Conservation Park and adjacent Cherokee Marshlands.

The Plan Commission recommended approval of the Cherokee Special Area Plan with the recommendations contained in the revised Planning Unit report of January 8, 2007 and the following revision:

- That low-impact landscaping and wildlife crossings be considered as deemed necessary by the Parks Division in the future.

An earlier motion by Ald. Konkol, seconded by Davis to add the language that follows to

the plan recommendations failed on a vote of 2-6 (AYE: Ald. Konkel, Davis; NAY: Ald. Cnare, Ald. Golden, Boll, Bowser, Ohm, Thompson-Frater; NON-VOTING: Fey): "It is encouraged to maximize open space to be managed by the City Parks Department as part of the Cherokee Marsh Conservation Area. The developer is encouraged, but not required, to consider selling land with a deed restriction requiring the land to be held for conservation purposes. In exchange density increases may be considered."

A motion was made by Bowser, seconded by Boll, to RECOMMEND TO COUNCIL TO ADOPT - REPORT OF OFFICER. The motion passed by the following vote:

Excused: 0 - Ethington

Aye: 6 - Cnare, Golden, Ohm, Boll, Bowser and Thompson-Frater

No: 2 - Konkel and Davis

Non Voting: 1 - Fey

2. [04942](#) Authorizing the Annexation/Attachment Agreement between the City of Madison and Cherokee Park, Inc.

A motion was made by Bowser, seconded by Boll, to RECOMMEND TO COUNCIL TO ADOPT - REPORT OF OFFICER. The motion passed by the following vote:

Excused: 0 - Ethington

Aye: 6 - Cnare, Golden, Ohm, Boll, Bowser and Thompson-Frater

No: 2 - Konkel and Davis

Non Voting: 1 - Fey

3. [04956](#) SUBSTITUTE - Authorizing the Mayor and Clerk to sign a Memorandum of Understanding with Cherokee Park, Inc. ("Cherokee") providing for the purchase of lands owned by Cherokee and the purchase of conservation easements over other lands owned by Cherokee.

A motion was made by Bowser, seconded by Boll, to RECOMMEND TO COUNCIL TO ADOPT - REPORT OF OFFICER. The motion passed by the following vote:

Excused: 0 - Ethington

Aye: 6 - Cnare, Golden, Ohm, Boll, Bowser and Thompson-Frater

No: 2 - Konkel and Davis

Non Voting: 1 - Fey

Registrants on Items #1-3 (Cherokee):

Speaking in support of the special area plan were Bill White, 2708 Lakeland Avenue, Randy Kyle, 5317 Arapahoe Lane, and; Rob Montgomery, 2820 Walton Commons West, Suite 135, all representing the plan proponent, Cherokee Park, Inc. Also speaking in support were Lori Kief, 4413 Doe Crossing Trail; Steve Young, 5313 Namekagon Lane; Shelley Legried, 4414 Doe Crossing Trail, representing the Whitetail

Ridge Neighborhood Association, and; Ald. Paul Van Rooy, 113 Sauthoff Road, representing the 18th District.

Speaking in opposition to the plan were Dan Sebald, 1553 Adams Street #AB, and Don Hammes, 3507 Valley Ridge Road, Middleton, representing the Wisconsin Wildlife Federation and Dane County Conservation League.

Speaking neither in support nor opposition were: Ellen Barnard, 925 Burning Wood Way; Janet Battista, 154 Kensington Drive, Maple Bluff, and; Jon Becker, 4233 Kenwood Street, all three representing Friends of Cherokee Marsh.

Registered in support and available to answer questions were: Ann Marie Kirsch, 2820 Walton Commons West #135, and; Tim Anderson & John Lichtenheld, Schriber Anderson Associates, 717 John Nolen Drive, all representing Cherokee Park, Inc.

4. [04859](#)

Amending Section 16.04 and relocating, amending, and renumbering Section 3.18 as Section 16.05 of the Madison General Ordinances to reflect the reorganization of the Department of Planning and Development as the Department of Economic and Community Development and to update existing references in various Chapters to reflect the changes in Department and Unit names.

The Plan Commission recommends approval with the following amendments to the ordinance:

- That Section (4)(a) be revised to note that the Planning Unit also provides support to the Metropolitan Planning Organization and its successor agency, the Madison Area Transportation Planning Board.*
- That Section (5) be revised to read "...neighborhood planning and support,"*
- That Section (6) be revised to call the unit the "Economic and Community Development Unit."*
- That Section (7) be revised to better reflect the current activities of the Inspection Unit, in particular the management and maintenance of city buildings.*
- That the name of the department remain "Department of Planning and Development" or that "planning" be retained in the name.*
- That the City Attorney's Office review the language in the ordinance to provide more consistency in the wording of unit functions as much as possible, or "parallel construction" in each section of ordinance language.*

The Plan Commission asked that the following additional comments of individual Commission members be reflected in the minutes so that they would be available for the Common Council and Board of Estimates during their deliberations:

Ald. Golden:

- Expressed concerns about the timing of the Plan Commission's involvement in the reorganization and whether the Board of Estimates is the appropriate body to be overseeing the reorganization, or whether the Common Council Organizational Committee would be a better body.*
- Does not believe that a "one-stop shop" approach will work for providing neighborhood services, since individual neighborhoods have different service needs. He feels that the district alderperson is the best point of contact for neighborhoods needing attention.*
- Is concerned about the loss of the word "planning" in the name of the department and that the name of the proposed Economic Development Unit fails to capture all of the objectives of the proposed unit by overselling the economic development portion and ignores things that have little to do with economic development, such as the Senior Center. He feels that the suggested connection between economic development and community services is not very strong. He suggested that the name of the department*

be the "Department of Economic and Community Planning" in addition to changing the name of the Economic Development Unit to the "Economic and Community Development Unit."

- The ordinance should also include language stating that the Planning Unit also provides support to the Madison Area Transportation Planning Board.
- Isn't certain of the development "one-stop shop" is the correct approach but feels that a designated contact person for developers would be a positive addition.

Ald. Konkel:

- Feels that the Community Development Block Grant Office and Office of Community Services could be in the Planning Unit in part because housing and neighborhood planning occur in the Planning Unit. She is concerned about future coordination of neighborhood services, the key areas of which she feels are being "lumped into" economic development. She wants serious consideration of the planning aspects of neighborhood service delivery.
- Would prefer that the department name not change, or would recommend "Department of Planning and Economic and Community Development" if the name needed to change.
- Suggested that the Plan Commission report its discussions to the Common Council with the intention that the Plan Commission would further deliberate the changes after reviewing the reorganization study. She generally did not feel that she was prepared to act on the matter tonight.

Thompson-Frater:

- Questioned whether the "one-stop shop" needed to be referenced in the proposed ordinance.
- Indicated her preference for a "neighborhood assistance center" or neighborhood "one-stop shop" as part of the discussion on how the Department of Planning and Development should deliver services to neighborhoods.

Ohm:

- From the perspective of the UW Department of Urban and Regional Planning, is very concerned about the effect the removal of the term "planning" from the department name would have planning students ("would feel bad for our graduates...") and on the influence of the department. He would not recommend changing the current department name.

Davis:

- Would like the opportunity to comment on the reports generated by the Department of Planning and Development that preceded the previously approved budget items and proposed ordinance changes.
- The process that staff and stakeholders went through to think creatively about what we need from City agencies and how they can work the best together, how we can increase communication and maximize meeting the needs of the community is exciting and should not be lost in the reorganization revision process.

Ald. Cnare:

- Encouraged the preservation of the current department name.

A motion was made by Bowser, seconded by Boll, to Return to Lead with the Recommendation for Approval to the BOARD OF ESTIMATES. The motion passed by the following vote:

Excused: 0 - Ethington

Aye: 7 - Cnare, Golden, Ohm, Davis, Boll, Bowser and Thompson-Frater

No: 1 - Konkel

Non Voting: 1 - Fey

Speaking in support of the proposed reorganization was Marsha Rummel, 1339 Rutledge Street #2.

Speaking opposition to the reorganization was Dan Sebald, 1553 Adams Street #AB.

Speaking neither in support nor opposition was Jim Powell, Northside Planning Council, 2702 International Lane #203.

Registered in support but not wishing to speak was Carole Schaeffer, Smart Growth Madison, 2810 Crossroads Drive.

5. [04443](#)

SECOND SUBSTITUTE - Creating Section 28.108 of the Madison General Ordinances to establish a "Neighborhood Conservation District" and creating Section 28.12(9)(d)21. of the Madison General Ordinances to add variance of a requirement in a Neighborhood Conservation District to the list of variances that may be requested.

The Plan Commission recommended approval of the substitute with the following revisions:

- That a new section (4)(a) be added requiring that the initiation of a Neighborhood Conservation Study by authorized by a resolution approved by the Common Council, and that the rest of section (4) be renumbered thereafter.

- That (4)(a) be revised to read: "...written notice shall be given to all owners and occupants in the area of the proposed for study. The City will create an interested parties registry for conservations areas to allow notifications for future meetings. Because the exact..."

- That (4)(a)2 be revised to read: "the area's built and natural environment"

- That (4)(b) be revised to read: "...in reviewing development proposals, and may authorize area exceptions for particular requirements."

A motion was made by Bowser, seconded by Boll, to RECOMMEND TO COUNCIL TO ADOPT - RECESSED PUBLIC HEARING. The motion passed by the following vote:

Excused: 0 - Ethington

Aye: 7 - Konkel, Cnare, Golden, Ohm, Davis, Bowser and Thompson-Frater

No: 1 - Boll

Non Voting: 1 - Fey

Speaking in support of the proposed text amendment were: Marsha Rummel, 1339 Rutledge Street #2, representing the Marquette Neighborhood Association, and Susan Schmitz, Downtown Madison, Inc., 210 Marinette Trail,

Speaking in opposition was Carole Schaeffer, Smart Growth Madison, 2810 Crossroads Drive.

Registered in support but not wishing to speak were: Peter Ostlind, 533 W. Main Street; Jonathon Cooper, 208 S. Henry Street, and; Ald. Mike Verveer, 614 W. Doty Street # 407, representing the 4th District.

NEW BUSINESS

6. [05294](#) SUBSTITUTE - Adopting the final version of the Town of Burke, Village of DeForest, City of Sun Prairie and City of Madison Cooperative Plan, under Section 66.0307, Wisconsin Statutes, authorizing the Mayor and City Clerk to execute the Plan and directing the City Attorney and Planning Unit Staff to submit the Plan to the State of Wisconsin Department of Administration for approval.
- The Plan Commission recommended approval of the substitute referencing the January 5, 2007 Cooperative Plan.*
- A motion was made by Golden, seconded by Davis, to Return to Lead with the Recommendation for Approval to the BOARD OF ESTIMATES the substitute ordinance. The motion passed by acclamation.**
7. [05307](#) Authorizing the Mayor and City Clerk to execute an agreement to redesignate the Metropolitan Planning Organization for the Madison Urbanized area.
- A motion was made by Golden, seconded by Bowser, to RECOMMEND TO COUNCIL TO ADOPT - REPORT OF OFFICER. The motion passed by acclamation.**
8. [05128](#) Creating a Central Park Design and Implementation Task Force.
- The Plan Commission recommended approval of a proposed substitute that revises the due date of the task force report to January 1, 2008.*
- A motion was made by Konkel, seconded by Boll, to Return to Lead with the Recommendation for Approval to the BOARD OF PARK COMMISSIONERS. The motion passed by acclamation.**

PUBLIC HEARING-6:00 p.m.

The public hearing began at 7:30 P.M. following consideration of items #1-3.

Zoning Map Amendments

9. [04594](#) Creating Section 28.06(2)(a)3224. of the Madison General Ordinances rezoning property from PUD(GDP) Planned Unit Development (General Development Plan) District to PUD(SIP) Planned Unit Development (Specific Implementation Plan) District. Proposed Use: 3 Story, 46,000 Square Foot Office Building; 1st Aldermanic District: 9701 Brader Way.
- Approval recommended subject to the comments and conditions contained in the Plan Commission materials.*
- A motion was made by Ohm, seconded by Cnare, to RECOMMEND TO COUNCIL TO ADOPT - RECESSED PUBLIC HEARING. The motion passed by the following vote:**
- Excused:** 0 - Ethington
- Aye:** 7 - Konkel, Cnare, Golden, Ohm, Davis, Boll and Bowser

No: 1 - Thompson-Frater

Non Voting: 1 - Fey

Registered in support and available to answer questions were: Keith Kaetterhenry, 7495 Summit Ridge Road, Middleton, and Alex King & Tom Knoop, K.F. Sullivan Co., 1314 Emil Street.

- 10. [05028](#) Creating Section 28.06(2)(a)3235. of the Madison General Ordinances rezoning property from C3 Highway Commercial District to M1 Limited Manufacturing District. Proposed Use: Demolish House for a conditional use for a Woodchip Processing Facility; 16th Aldermanic District: 5701 Femrite Drive.
Approval recommended subject to the comments and conditions contained in the Plan Commission materials.
A motion was made by Boll, seconded by Bowser, to RECOMMEND TO COUNCIL TO ADOPT - PUBLIC HEARING. The motion passed by acclamation.
Registered in support and available to answer questions was Svet Rousson, 916 Silver Lake Drive, Portage.

Registered neither in support nor opposition was Ald. Judy Compton, 6030 Fairfax Lane, representing the 16th District.

- 11. [04154](#) Creating Section 28.06(2)(a)3207. of the Madison General Ordinances rezoning property from C2 General Commercial District and C3 Highway Commercial District to PUD(GDP) Planned Unit Development (General Development Plan) District, and creating Section 28.06(2)(a)3208. of the Madison General Ordinances rezoning property from PUD(GDP) Planned Unit Development (General Development Plan) District to PUD(SIP) Planned Unit Development (Specific Implementation Plan) District. Proposed Use: Demolish Commercial Building & Build 6-Story, Mixed-Use Building with 13,500 Square Foot Retail Space, 10,025 Square Feet Office Space & 49 Condominium Units; 13th Aldermanic District: 1501 Monroe Street.
The Plan Commission referred this matter for 45 days. The next Commission meeting following the 45 day referral is March 5, 2007.
A motion was made by Golden, seconded by Bowser, to RECOMMEND TO COUNCIL TO REREFER - RECESSED PUBLIC HEARING to the PLAN COMMISSION. The motion passed by acclamation.
Speaking in opposition to the proposed development was Dan Sebald, 1553 Adams Street #AB.

Speaking in regards to the referral was the applicant, Bob Sieger, 1501 Monroe Street.

Conditional Uses/ Demolition Permits

- 12. [05276](#) Consideration of a request to remove trees in compliance with a Plan Commission condition of approval on a site located at 2724 Waunona Way. 14 th Ald. Dist.
The Plan Commission consented to the removal of trees from the site as identified for

removal in the tree survey contained in the Plan Commission materials.

A motion was made by Boll, seconded by Bowser, to Approve. The motion passed by acclamation.

Registered in support and available to answer questions was the applicant, Scott Faust, 2112 Waunona Way.

13. [05277](#)

Consideration of a conditional use for an outdoor eating area for an existing bowling alley located at 2121 East Springs Drive. 18th Ald. Dist.

The Commission found that the standards were met and granted approval subject to the comments and conditions contained in the Plan Commission materials.

A motion was made by Boll, seconded by Bowser, to Approve. The motion passed by acclamation.

Registered in support and available to answer questions was the applicant, Don Bussan, 786 Eddington Road, Sun Prairie.

BUSINESS BY MEMBERS

- Ald. Cnare indicated that the Adult Entertainment Subcommittee needed to be reactivated.

- The Plan Commission asked that the Department of Planning and Development reorganization staff team reports be discussed at an upcoming meeting. Ald. Konkel suggested that a special meeting may be appropriate for this discussion, while Thompson-Frater suggested that the Commission start one of its regularly scheduled meetings earlier to accommodate this discussion. Staff will work with the Commission to determine the best timing for this discussion.

COMMUNICATIONS

The Commission noted the receipt of communications from Bob Sieger regarding his project at 1501 Monroe Street, Cherokee Park, Inc. regarding the Cherokee Special Area Plan, and correspondence from Murphy Desmond, SC on behalf of Madison Crushing regarding the proposed agreement between the Town of Burke, Village of Deforest, City of Sun Prairie and City of Madison.

SECRETARY'S REPORT

Brad Murphy noted the upcoming matters for the Plan Commission.

UPCOMING MATTERS - January 22, 2007 Meeting

- 5532 Lake Mendota Drive - expand garage/lakeshore lot
- 4698 Eastpark Boulevard - "American Center Plat-Hanson First Addition"
- 2340-2507 Winnebago Street - PUD-SIP "Union Corners" mixed-use development
- 6602 Commercial Avenue - demolish house

UPCOMING MATTERS - February 5, 2007 Meeting

- 454 West Johnson Street - PUD, condominiums and building demolitions
- 479 and 483 Commerce Drive - PUD, two hotels

ANNOUNCEMENTS

None

ADJOURNMENT

A motion was made by Boll, seconded by Davis, to Adjourn at 10:00 P.M. The motion passed by acclamation.