



City of Madison

City of Madison
Madison, WI 53703
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Meeting Minutes - Draft SUSTAINABLE MADISON TRANSPORTATION MASTER PLAN OVERSIGHT COMMITTEE (Madison in Motion)

Monday, June 30, 2014

7:00 PM

Room 260 Madison Municipal Building
215 MLK Jr. Boulevard

1 CALL TO ORDER / ROLL CALL

Chair Gary Poulson called the 6-30-14 meeting of the Transportation Master Plan (TMP) Oversight Committee to order.

2 APPROVAL OF MINUTES FROM MAY 15, 2014 MEETING

The Minutes of the 5-15-14 Transportation Master Plan Oversight Committee meeting were unanimously approved, on a motion submitted by Mike Rewey/Ald. Maurice Cheeks.

**A motion was made by Rewey, seconded by Cheeks, to Approve the Minutes.
The motion passed by voice vote/other.**

3 PUBLIC COMMENT

There were no members of the public wishing to speak in regard to future Committee agendas.

4 DISCLOSURES AND RECUSALS

There were no disclosures or recusals reported by Committee members.

NEW BUSINESS

[32012](#)

**MEETING MATERIALS: TRANSPORTATION MASTER PLAN
OVERSIGHT COMMITTEE**

6 OVERVIEW OF CITY OF MADISON ECONOMIC DEVELOPMENT AND HOUSING CONDITIONS AND TRENDS

David Trowbridge noted that the presentations this evening will be focused on land use, employment and housing issues. He asked the Committee to reflect upon this information in light of future transportation system needs.

Dan Kennelly (City of Madison Office of Business Resources) provided an

overview of numerous issues related to employment in the City and region (City of Madison Economic Development Conditions and Trends). He noted that there are many factors that cause growth to gravitate toward outlying communities, such as perceived school quality and the cost of housing.

Ken Golden noted that, right or wrong, the City has higher standards for development. He said that, in general, it is easier to build things in other communities.

Jay Ferm asked if the growth that has been occurring in outlying communities is. In other words, are they embracing a kind of growth that will ultimately prove unsound, or does this growth have good fundamentals? Ferm said that this is important to keep in mind.

Kennelly said that the future of inner-ring neighborhoods within the City is important to discuss. He said that these areas face potential problems, including affordable housing. Ken Golden noted that the discussion needs to include cost of housing and transportation. He said that many people think suburbs are more affordable because the housing costs are lower, but the costs of transportation are not considered carefully.

Ald. Maurice Cheeks asked if affordable housing is a challenge in Madison as well as other areas. Dan Kennelly replied that it is not a situation unique to Madison, as it is a challenge in most urban areas. He added that the market dynamics are such that it's simply not profitable to undertake new construction aimed at the lower end of the market.

Ken Golden said that businesses are locating on the fringe because downtown is less accessible.

Matt Wachter (City Community Development Division) provided an overview of numerous issues related to housing in the City.

7 REVIEW AND DISCUSSION OF LAND USE SCENARIOS

Brian Grady and Jay Wendt (City Planning Division) provided an overview of the land use scenario development process. They explained the two land use scenarios being considered in the TMP process (Scenarios A and B):

- Scenario A: 30% in infill areas, 70% in peripheral areas - existing dynamic
- Scenario B: 70% in infill areas, 30% in peripheral areas

Grady and Wendt said that infill areas are locations with significant potential to intensify use of land (to fit larger numbers of people and jobs). They noted that peripheral areas are "greenfield" locations that are not yet developed and currently or could realistically end up within city boundaries. They also noted that this

exercise is not an exact science, and in some areas an educated guess was necessary to decide how far out the municipal boundaries might extend in the long term.

Ken Golden said that he generally agrees with the designated infill areas. Golden also noted that the Wisconsin DOT is currently looking at expansion of the South Beltline, and he asked that Scenario B be carefully evaluated in light of that study. Brian Grady added that this is largely an academic exercise at this point. Ken Golden said that it will be important for Committee members to keep up to date with the progress of the South Beltline study.

Ald. Denise De Marb asked how employment factors into the land use evaluation. Brian Grady said that employment was also modeled with the same infill/periphery split as population and households. Ken Golden said that he likes the fact that these infill districts track BRT lines fairly closely. He added that the East Towne area should be extended further inward along East Washington Avenue.

8 ADJOURNMENT

The Committee adjourned its meeting at 9:10 p.m.