



City of Madison

City of Madison
Madison, WI 53703
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Meeting Minutes - Approved EMERSON EAST-EKEN PARK-YAHARA NEIGHBORHOOD PLAN STEERING COMMITTEE

Wednesday, August 27, 2014

6:30 PM

Bashford United Methodist Church
329 North Street

CALL TO ORDER / ROLL CALL

Present: 5 - Arthur M. Hackett; Adrienne Sella; Douglas J. Buege; Aaron E. Onsrud and Daniel S. Grubb

Excused: 2 - Amy L. Klusmeier and David A. Albino

City Alders and Staff: Alder Larry Palm, District 12; Linda Horvath and Angela Puerta, City of Madison Planning & Community & Economic Development

APPROVAL OF May 28 and August 7, 2014 MINUTES

A motion was made by Onsrud, seconded by Hackett, to Approve the May 28 and August 7, 2014 Minutes. The motion passed by voice vote/other.

PUBLIC COMMENT

None.

DISCLOSURES AND RECUSALS

None.

1. [32851](#) Plan Development

City staff presented an updated slide-show of the 8 potential redevelopment areas discussed at the August 7, 2014 SC meeting. Each of these areas is likely to redevelop in the next 10 to 15 years because of a number of factors such as nearby sites that already have approved redevelopment projects, buildings and/or land for sale/lease, planned transportation improvements such as bus rapid transit, etc. Each slide showed various images with different urban design best practices and architectural features that could be applicable to the study area. Staff will bring drawings of at least two of these areas with SC recommendations to the next SC meeting.

- Area No. 1 - Winnebago/E. Washington/North St.
 - Red Letter News does not have plans to leave. The building seems to be in good condition. Timetable for Union Corners redevelopment has slowed down. The developer and clinic are discussing changes to the latest site design proposal.
 - The commercial frontage along E. Washington Ave. between North St. and E. Johnson St. has had trouble retaining businesses. Three or four restaurants have failed at the shopping center at the E. Johnson St./E. Washington Ave. intersection.
 - Let's determine our approach - are we focusing on the community/neighborhood or individual property owners' interests?
 - Write plan recommendations to address redevelopment of individual properties only

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- and larger redevelopment areas if parcels are bundled including commercial properties and adjacent homes.
 - Coffee shops and restaurants would be desirable businesses. These types of businesses could also locate in the Union Corners redevelopment site. Hawthorne Branch Library will not go into the Union Corners site. Library could be a good driver for further development at underutilized shopping centers like the Wisconsin Vision shopping center.
 - Developers will not get extra credit for good design, must show good design period.
 - Include design that is compatible with the Union Corners design. Prairie-style design, mid-century modern. Red brick. Not stucco. Metal would be appropriate. Look to the example of the Capitol West buildings with stucco and metal combined. No wall-pacs. Bold color accents - follow bold colored houses in area for guidance (e.g. Mifflin St. purple home near Lapham School). Take pictures of houses with bold colors, not bright colors. Use this as color palette. Use these color accents to visually break building into parts: commercial below and residential above.
 - Make first floor inviting with awnings to protect from rain and other elements. In the slideshow, the Oregon example is better than Kennedy Place.
 - Environmentally-friendly design should be used, but do not specify which types of heating and cooling technology.
 - Interactive outdoor space elements - perhaps along North St. where it's quieter. Courtyard instead perhaps? Star Bar along E. Washington Ave. is loud (Constellation). But Malthouse outdoor seating area is used frequently. How about including this type of seating area? Could create outdoor seating area along North St., perhaps on roof or 2nd floor outdoor patio.
 - Goal is high quality, engaging outdoor spaces.
 - Red Letter property has space along the church where there could be an outdoor engaging, place.
 - Do not go taller than East High School which is a tall three stories. Consider maximum of three stories at the street and step down to adjacent two story houses.
 - The power lines are an eyesore. Staff will provide SC with City's policy for undergrounding of power lines and utility poles. This is very expensive. Reconstruction of street is a trigger but North St. reconstruction was just completed. If street had been widened with this project, MGE would have needed to move utility poles and lines and that may have triggered utility undergrounding.
 - Review City's utility line undergrounding policy and identify potential areas for this within the planning area.
- Area No. 2 - 2421 E. Johnson St. Emerson Elementary School
 - Vancouver Park gazebo is an accessible structure which would be desirable for Emerson.
 - Try for sculptures that create warm spaces with parabolic mirrors. See North Minneapolis for examples. Interject science education.
 - Install a large Mancala board game (African board game) with indentations where field stones could be placed. Install it on a raised platform. Would be accessible to people in wheelchairs. Could double as a table when not being used as a Mancala board.
 - Area No. 3 - 1858 E. Washington Ave.
 - Use city garage as the public market. Use shopping center as a pop-up restaurant space with kitchen facilities for rent - spaces to try out food-business ideas. Businesses such as making your own wine, brewery, and other businesses where customers are creating something. Look to Chelsea Market in New York City. Santa Monica has first floor retail, second floor is the food area. Fire pits. Bring back some of the businesses that were pushed off of State Street due to rent increases - Puzzlebox is an example.
 - Temporary metal market stalls as in slide would be desirable. Define the market area through the use of complementary colors for the stalls.
 - Consider shopping center site for a four to six story mixed-use office/retail/residential.
 - Include community gardens and vertical farm.

- Area No. 4 - 1617 Sherman Ave.
 - SC likes cohousing shown in Petaluma example. Also add taller building as in image N or affordable housing as shown in Los Angeles example (Epworth). Look to Madison's Central Park Apartments which are affordable and attractive (multi-colored with pleasing tones). Include shared greenspace, energy such as solar and geo-thermal, and edible landscaping.
 - Try to get at Frank Lloyd Wright's concept of a self-contained community - mutually dependent.
 - Consider placing building in image N on western side of parcel overlooking park, river and lake.
 - Another aesthetic to strive for is City Homes on E. Johnson St. but with green space. Multi-colored buildings are attractive.
 - Remove fence between Sherman Terrace and Area 4 site and connect the two properties with greenspace.
 - If pursuing retail, need a destination business. Sherman Terrace retail space has not been successful. However now there is a Flambé cooking school which is a quiet business that turns a modest profit. Perhaps new housing will create a market for small-scale retail to include such businesses as a coffee shop, café, etc.
- Area No. 5 - Fordem/N. Sherman Ave.
 - Design and height of building in upper left image is okay. Four to five stories will allow a view of the lake. Though may be too tall financially.
 - Neighborhood business node with a combination of retail and office space at this corner could serve Madison and Maple Bluff residents.
 - Include bike parking that is protected from the weather. This is a limitation of biking in a climate such as Madison's. The bike parking roof would only need to be four or five feet high.
 - Maple Bluff. Village is seeking a TIF to redevelop the shopping center at corner of Commercial Ave./N. Sherman Ave. Condos may go in on this site. Manna Café is so crowded people cannot get in it anymore. Salvatore's may consider location; perhaps Area 4 would also be considered as a location by Salvatore's. This is a destination business.
 - Kirch Appliance and the antique store are going to be redeveloped as well.
 - If vacating Sherman Ave. in Area 4, maybe it could be used as a bus rapid transit right-of-way. Also incorporate outdoor interactive space.
- Area No. 6 - 1726 Fordem Ave.
 - More prominent signage along slanted roof space such as the Copp's sign. Remove fence between building and parking lot and open that space up for seating, umbrellas, landscaping and public art. Create better circulation for pedestrians from parking lot to businesses.
 - Along rail line, permanent public art in green space. Consider more modern sculptures as in slideshow and art that relates to trains, even history of the train service at this location.
- Area No. 7 - Pennsylvania Ave./N. 6th St.
 - Artistic fencing combined with plantings that grow up onto it. But make sure to plan for regular maintenance of plantings.
 - Consider creation of a citywide industrial façade improvement program that would apply to this and many other industrial development areas.
 - Recommend a walkway along Pennsylvania Ave. border of Demetral Park. An asphalt path is fine, but a sidewalk is preferable.
- Area No. 8 - Commercial Ave./North St.
 - Tip Top is likely to stay for a long time and building diagonally across from it was recently purchased by the owner of the Tip Top.
 - Include restaurant/café spaces that can open onto sidewalk in warmer weather.
 - Single-family attached homes as shown in slideshow are probably more in keeping with the character of the existing housing on the south side of Commercial Ave.
 - Could chain link fence along lab property be improved?

ADJOURNMENT

A motion was made by Hackett, seconded by Buege, to Adjourn. The motion passed by voice vote/other.

Funding for the Emerson East-Eken Park-Yahara Neighborhood Plan project is supported by the City of Madison Department of Planning & Community & Economic Development, Community Development Block Grant and the U.S. Department of Housing & Urban Development.