



City of Madison

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

Wednesday, October 7, 2009

5:00 PM

215 Martin Luther King, Jr. Blvd
Room 300 MMB (Madison Municipal Building)
Please use the Doty Street entrance.

CALL TO ORDER / ROLL CALL

The meeting was called to order at 5:07 pm.

Present: 9 -

Peng Her; Mark Clear; Victoria S. Selkove; Richard A. Slone; Sandra J. Torkildson; Gabriel A. Sanchez; Joseph W. Boucher; Douglas S. Nelson and Edward G. Clarke

Excused: 1 -

Julia Stone

Also present: Brad Murphy, Planning Division Director; Timothy Cooley, Economic Division Director; Matthew Tucker, Zoning Administrator; Matthew Mikolajewski, Office of Business Resources Manager.

APPROVAL OF MINUTES

A motion was made by Mr. Clarke, seconded by Mr. Slone to approve the minutes of the September 2, 2009 and September 30, 2009 meetings. Ms. Selkove made a friendly amendment to add the following sentence to the text in agenda item 1 #15999, of the September 30 minutes: "Mr. Olinger will report back to the EDC with employment figures from capital budget funded projects". The friendly amendment was accepted and the motion was approved by voice vote.

PUBLIC COMMENT

None.

DISCUSSION ITEMS

- 1 [15932](#) Adopting and confirming amendments to the Madison General Ordinances as set forth in attached Exhibit F pursuant to Sec. 66.0103, Wis. Stats. to revise the City's Zoning Ordinance.

Attachments:

[New Zoning Code Part 1](#)
[New Zoning Code Part 2](#)
[Exhibit F](#)
[New Zoning Code Part 3](#)
[New Zoning Code Part 4](#)
[New Zoning Code Part 5](#)
[Sustainability Framework for the Zoning Code 091509.pdf](#)
[Memo to PC 090909.pdf](#)
[ADU Comment 091509.pdf](#)
[Lot Size Memo 100809.pdf](#)
[MGE Ltr 10-21-09.pdf](#)
[employment, final draft 9-15-09.pdf](#)
[general 9-15-09.pdf](#)
[Planned Development, final draft 9-15-09.pdf](#)
[TOD Overlay, final draft 9-15-09.pdf](#)
[Urban Design Overlay, final draft 9-15-09.pdf](#)
[Bicycle parking Ferm & Holloway 9-09.pdf](#)
[Building Form, final draft 9-15-09.pdf](#)
[Campus Institutional, final draft 9-15-09.pdf](#)
[com-mixed use, final draft 9-15-09.pdf](#)
[Sustainability references.pdf](#)
[Sustainability Ideas Final2008 \(2\).pdf](#)
[Sustainability Ideas SR responses \(2\).pdf](#)
[Zoning District Comparison 6-16-09.pdf](#)
[Bike parking in 9-15-09 draft.pdf](#)
[Unresolved Issues 091009.pdf](#)
[E-mail to Landmarks 100109.pdf](#)
[Comments 102909.pdf](#)
[Lakefront Memo 120209.pdf](#)
[MEMO To Plan Re Zoning Code 11309.pdf](#)
[Comments 120809.pdf](#)
[Comment 011510.pdf](#)
[MAC accepted zoning recommendations_01122010.pdf](#)
[landscape medians comments 012710.pdf](#)
[Chapter 28 Comments 012710.pdf](#)
[Policy Issues Sustainability Ideas Responses 121509.pdf](#)
[Lot Size Memo 100809.pdf](#)
[LRTPC Final Recommendations 1-21-10.pdf](#)
[Waterfront-Lakefront Ord Comparison 020410.pdf](#)
[UDC Role.pdf](#)
[UDC Zoning Rewrite Comments-MarkSmith.pdf](#)
[UDC Approvals.pdf](#)
[UDC/PC Decisions Made.pdf](#)
[Housing Coop Proposal 3-3-10](#)
[Reg Statements 3-3-10](#)
[Possible Coop Conversion Photos 3-3-10](#)
[Home-based Business Comments 033010.pdf](#)
[Misc Comments 033110.pdf](#)
[Misc Home Occ Comments.pdf](#)
[Misc Comments 040710.pdf](#)
[Intro Staff Memo to PC Revised 052610.pdf](#)
[Memo 1 Other Rec 052410.pdf](#)
[Memo 2 Staff Rec 052410.pdf](#)

[Memo 3 Intro + Redlined Code 052410.pdf](#)
[Memo 4 Compare Existing & Draft 052410.pdf](#)
[Memo 4 Compare Existing & Draft-Parking 052410.pdf](#)
[Housing Coop Proposal 062110.pdf](#)
[Public Hearing Summary 062110.pdf](#)
[Staff Recommendations Re: Design Waivers.pdf](#)
[Z Code 071510 meeting notes LC.pdf](#)
[ZCRAC to PC Coops 072910.pdf](#)
[NEF comments for 080210 Zcode Mtg.pdf](#)
[Lakefront Items.pdf](#)
[Parking Lot & Tabled Items.pdf](#)
[Comments 080910.pdf](#)
[Wolff Testimony 062110.pdf](#)
[Lakefront Memo.pdf](#)
[Summary of Items for Further Discussion.pdf](#)

Update by Zoning Staff

Mr. Matthew Tucker, Zoning Administrator, reviewed the history of the Zoning Code rewrite project. After two years of work the rewritten zoning text was sent to the Common Council and referred to the Plan Commission. He is now going to other boards, commissions and committees to talk about the proposed changes.

Mr. Clarke asked how the code could be rewritten if there is no Downtown Plan?

Mr. Tucker noted the draft of the Zoning Code does not include any Downtown zoning districts. There are placeholders in the draft Zoning Code for these districts to have text inserted at a later date.

Mr. Tucker explained the 1966 Zoning Code Ordinance was more auto-oriented than the current draft zoning code. He continued the current draft recognizes existing places that work well and allows them to evolve into more compact, efficient areas. He said currently there are over 500 PUDs (Planned Unit Developments), a unique zoning for a specific site, which indicates that the 1966 zoning code is not working. The draft code has new standards for infill, urban agriculture, and new zoning districts for the airport and the UW. The draft code is a type of form-based zoning.

Mr. Tucker referred to *Chapter 28D: Mixed-Use and Commercial Districts* explaining it allows new commercial districts with a mix of uses and will replace the current C1, C2 and C3 zoning districts. He added the transition areas between mixed use and residential districts would have buildings with a step-down design and noted the diagrams on pages 47 and 51.

Ms. Torkildson asked about multi-story buildings in a predominately single-story area, for example the Sequoya Commons development on Midvale Blvd.?

Mr. Tucker explained all building height issues are worked out in the approval process and all of the new zoning districts are consistent with neighborhood, corridor and the Comprehensive Plan recommendations.

Chairperson Nelson asked if this gives the neighborhood plans more weight?

Mr. Tucker explains the new zoning code notifies developers up front of the existence of neighborhood plans and makes development more predictable.

Ms. Selkove has heard a lot about neighborhood parking issues and asked about parking requirements in the new code?

Mr. Tucker said the parking requirements have changed significantly. Currently parking thresholds can be changed by the Plan Commission or in some cases, administratively. The draft ordinance eliminated the minimum number of parking spaces required. Businesses know how much parking they need and it can be shared

between groups of businesses. For large buildings, over 10,000 square feet, there will still be parking stall requirements.

Mr. Clarke asked how this draft code introduces clarity and predictability if an applicant still has to search through various plans and appear before committees?

Mr. Tucker responded this code makes development clearer by noting building materials, and the various plans. Boards, committees and commissions now add a lot of this as a plan requirement. The new code creates a "playing field" and will make future PUDs more difficult to obtain and less necessary.

Mr. Her is concerned about the noise from commercial properties and questioned if the new code calls for sound proofing?

Mr. Tucker explained the zoning code is about land use and building form. These other issues are dealt with by other ordinances, for instance the Alcohol License Review Committee can specify hours of operation.

Mr. Slone asked if the new code would be searchable?

Mr. Tucker said the first step is to write a paper-based document and then a web site will be developed with hot links, graphics and pop-up definitions.

Chairperson Nelson asked about the flexibility of the new code?

Mr. Tucker realizes some issues may not be resolved and some items have been set aside for future consideration. The timeline for the new zoning code is to have the zoning text adopted by the Common Council by the end of 2009, the mapping of the zoning districts completed by June 2010 and the text to become effective upon adoption of the map.

Ms. Selkove inquired if there are any big issues yet to be dealt with?

Mr. Tucker has heard that building heights will be an issue and these types of issues will be discussed at public hearings and commissions.

Mr. Slone asked what would happen if the zoning code calls for increased density and the physical condition of a site could not support that development?

Mr. Tucker noted there are some unknowns, such as, the Smart Growth regulations that will come into effect in 2010. If a vision conflicts with zoning then plans would need to be amended. He also noted the Building Code handles what actually gets built and how. Mr. Murphy added when the mapping process gets underway it may force us to go back and amend the Comprehensive Plan; at this time there are some unknowns.

Ms. Torkildson asked how the new code deals with old buildings that have new uses?

Mr. Tucker said the code allows for existing buildings and uses and can call this a non-conforming use. An example is the diagram on page 52 which shows how maintaining existing corner building frontages allows the remainder of the frontage to be flexible in design.

Mr. Boucher questioned how the new code handles home based businesses?

Mr. Tucker referred to page 167 of *Subchapter 28K. Supplemental Regulations*. The new code allows business/work units in commercial buildings. Landscaping and roofing companies that only store supplies or equipment at a residence will still not be allowed as home based businesses.

Mr. Slone expressed concern about how big a home based business could be?

Mr. Tucker said the ordinance can be reasonably interpreted and he is flexible in determine these uses.

Mr. Clarke asked about the broad scale economic development implications of big Downtown projects and their impact on the zoning code?

Mr. Murphy said the Downtown Plan would have recommendations for the creation of downtown zoning districts. Massive building projects with no design review would not be possible. There are also overlay districts that “trump” the underlying zoning district requirements.

Chairperson Nelson asked how the EDC could learn more about the contentious issues?

Mr. Tucker suggested they follow the Plan Commission agendas and will provide the memo of unresolved zoning issues to the EDC.

Mr. Tucker directed their attention to *Subchapter 28F:Employment Districts*, page 63 as the replacement for current office and manufacturing districts. He noted this allows for more accessory uses such as restaurants and business services in these areas. He also mentioned agricultural uses of excess land are permitted in these districts.

Mr. Clarke asked how the new zoning map would be drawn?

Mr. Tucker said they are already looking at existing developments for scale, use and Comprehensive Plan and fitting the new zoning districts onto them.

Ms. Torkildson inquired about the definition of urban agriculture?

Mr. Tucker said much work has been done on this and gardens, market gardens, local food production and raising of livestock has all been included in the new code.

Mr. Clarke asked about backyard parking and the new zoning code?

Mr. Tucker said much of the existing backyard parking is illegal. It is permissible for residents but not workers. The new code specifically calls for “useable open space” that is not paved.

Mr. Cooley asked if the zoning code allows building owners to restrict use of their property?

Mr. Tucker said the zoning code does not deal with deed restrictions on properties.

2 [14183](#) Update on City of Madison Economic Stimulus Funds

Mr. Matthew Mikolajewski, Office of Business Resources Manager, said we are still waiting to hear from the U.S. Department of Housing and Urban Development on the City’s application for energy efficiency Block Grant Funds. City staff is continuing to write the guidelines. He anticipates the program could start in mid to late November.

Mr. Mikolajewski noted the City is still waiting to hear about the \$4.5 million in funding for the Biolink project.

The EDC asked for an update on the City’s requests for Federal Stimulus funds. Mr. Mikolajewski said a web link would be send to the EDC.

3 [15812](#) Economic Dashboard - Update

Attachments: [July 30 Dashboard Final.pdf](#)
[June 24 Dashboard.pdf](#)
[April 30 Dashboard Final with attachmnts.pdf](#)
[Feb 26 Dashboard Final.pdf](#)
[ParcelsByExemptCode_TimC_030410.pdf](#)
[15812-AllExemptParcels_022510.pdf](#)
[jan_152010DashboardFinal.pdf](#)
[Dec 2 Dashboard.pdf](#)
[Dec02Attachmnts.pdf](#)
[Economic Dashboard 9-25-09.pdf](#)
[Economic Dashboard Report 8282009version2a.pdf](#)

Mr. Cooley explained the Dashboard would be updated monthly because of the timeliness of the release of updated data used in the charts. He will continue to meet with the Mayor's Economic Development staff team every two weeks. Mr. Cooley said economic development needs to be looked at holistically and not just as buildable projects.

Mr. Clarke suggested the new Wisconsin Poverty Report by the UW as a source for information at the census tract level. He noted the poverty rate in Madison is higher than in Milwaukee.

Mr. Slone inquired about how the Economic Dashboard is used?

Mr. Cooley said the Mayor and City Staff get the report and it is also sent to the Common Council.

Ms. Selkove suggested MATC job postings as a source of information on employment. Mr. Clarke added that there are 4,000 full time job openings on the MATC job site. He also noted MATC enrollment is up 13% this year.

INTRODUCTION OF NEW ITEMS FROM THE FLOOR

Alder Clear announced the Common Council approved the 2010 ED Work Plan without any additions.

He also said he will be introducing a \$5 million amendment to the budget for land banking allowing the City to buy and hold land to later be sold to recover the cost to purchase, and to recoup the lost tax revenue on the property since the City acquired it.

ADJOURNMENT

The meeting was adjourned at 6:40 pm.