



# City of Madison

City of Madison  
Madison, WI 53703  
[www.cityofmadison.com](http://www.cityofmadison.com)

## Meeting Minutes - Draft SUSTAINABLE DESIGN AND ENERGY COMMITTEE

---

Monday, July 20, 2009

4:00 PM

210 Martin Luther King, Jr. Blvd.  
Room 103A - City Clerk's office  
City County Building

---

### CALL TO ORDER / ROLL CALL

**Present:** 12 -

Satya V. Rhodes-Conway; Judy Compton; Lucas K. Dailey; Sherrie Gruder; Michael J. Vickerman; Paul D. Muench; Catherine E. Mackin; David W. Drummond; Garrick R. Maine; Peter J. Taglia; Lou W. Host-Jablonski and Leslie C. Schroeder

**Excused:** 1 -

Julia D. Voss

**Others present:** Brian Grady, Rick Roll, Andrew Statz, Jeanne Hoffman, Brad Murphy, Brian Joiner (facilitator).

### APPROVAL OF MINUTES

A motion to approve the minutes was made by Marc Kornblatt and seconded by Lucas Dailey. The minutes were unanimously approved.

### PUBLIC COMMENT

None.

## NEW BUSINESS

### 15062

Adopting the Northeast Neighborhoods Development Plan as a supplement to the City of Madison Comprehensive Plan and authorizing the City's applications to amend the Central Urban Service Area as required to implement the development staging recommendations in the Northeast Neighborhoods Development Plan.

**Brian Grady, Rick Roll, Andrew Statz are the three main staff people working on the plan.**

**Rick Roll went over the overarching sustainability goals.**

**Rick showed the 1990 development plan map, which shows growth over time. Rick pointed out this area (NE area) was identified as a place to grow. In 2006, the Comprehensive plan was adopted which also shows this area as a place for future growth. Rick showed a map of the area. The land in yellow represents land already in the City of Madison. This also indicates that this is short-term growth area where a neighborhood plan should be developed. Another map from the Comprehensive plan is the Generalized Land Use Map, which shows general recommended land use for this area. For this area (NE area) it indicates that NPA (Neighborhood Planning Area with TND encouraged), which means that a neighborhood plan needs to be developed for this area. Areas of mixed-use and employment are encouraged along Reiner Road.**

**Phase one of the plan is the south of Homberg property. This is the area that the SDE is talking about tonight. Most of these parcels are large; the balance of the land is mostly in the Town of Burke and is part of the intergovernmental agreement that we have with the local units of government in the area – for the next 20-30 years. There are also some lands in the south part of this area that are in the Town of Blooming Grove.**

**Autumn Lake has not been built out, but Conservancy Estates has been built out.**

**Rick then showed the map that shows recommended land use for the area. Map shows open space in green such as Door Creek, wetland, etc. There is a man made features like a large utility line through the area, which may cause issues with right of way. There is also a natural gas pipeline through the area. These impact how the neighborhood is laid-out.**

**Staff wanted to focus the neighborhood around areas where the public would gather such as schools, or mixed-use area. The yellow area is residential with pale yellow representing single family, duplexes, and small condo projects. Darker yellow is up to 16 units per acre. Darker yet is above 16 units per acre. The highest density is around mixed-use areas to help support commercial. There is neighborhood mixed-use where you would expect to see 2-4 story buildings. At the southern end there are areas for even higher density and taller buildings with residential mixed into these areas as well. Purple shows an employment district.**

**There will be three schools that will be in this area.**

In the mixed-use areas, staff would expect to see a development like Sequoia Commons or even a little taller in the southern end of the plan area. Mixed-use areas would need an anchor – like grocery or theater, etc.

Rick then showed a map showing transit service. One loop was service from the East Transfer Point and another one to East Towne. There was also a map showed with a commuter rail component. The layout and density of the neighborhood is partly that way to make commuter rail viable.

Currently, there is a sewer line that is being put in from the southern end in two areas, so the southern area is ready to be developed. The area will be ready because utilities will be in, but the area would need to be added to the Urban Service Area.

Questions of Staff:

Satya Rhodes-Conway had two questions:

1) Under the new zoning code what would there be here? Staff indicated that traditional neighborhood districts, employment, TRP, and variety of residential types. The plan recommends TND would be promoted heavily.

2) Satya then indicated that the focus on sustainability is new but she is not clear from the mapping or zoning how the sustainability stuff get translated? Staff indicated that the mixed-use areas have a lot more emphasis than in other plans. Street network is different with efforts made to create a lot of east-west streets to take advantage of solar access. Transportation issues in the plan are also different. There are a number of options for storm water.

David Drummond questioned the use of row houses. Staff indicated that there would be areas in mixed-up or residential areas that would be ideal for row houses. Staff is really trying to have a large variety of houses in the residential areas.

Lou Host-Jablonski asked what is the distance from a proposed transit stop to the residential areas? Staff indicated that the blue lines cover everything within a .25 mile, but that the blue lines are conceptual.

Lou also asked what percentage of residents that could work in the area? Staff indicated that right now the plan has over 100 acres of employment areas, but that there will be competition because East Towne and American Center very close. Staff indicated that with transit and mixed-use areas the hope is that residents can walk to these areas. Lou also asked about the purple areas. Do we have a square footage of building, which can be translated into number of employees? Will this be an employment area where we have large parking lots? Staff indicated that storm water does take up some of the land in employment areas so not all land not covered by a building will be parking lots. Finally Lou wanted to know what rules does the City have in place so that when it is time to implement the plan, we don't get a dumb-down version of the plan? Staff indicated that the intent is for the development to follow the plan.

Lucas Dailey questioned the maximum housing is eight units per acre in some of the residential areas and wanted to know what would prevent very large homes on huge lots? He also asked about instead of having a maximum, what about a minimum? Staff feels that if the plan had minimum densities the plan would limit some housing types.

Michael Vickerman asked about phasing. He indicated that early phases will probably be houses that will be built first and because there will be no commercial, they will be 100% depended on their cars. Staff indicated that might be true in the early stages, but the plan is for 20-30 years and over time the mixed-use development will be developed. This is also one reason why the plan calls for early transit - to help lower dependency on cars.

Judy Compton commented that the City is asking for alot in this plan - smaller lots, residents drive less – etc, which increases the prices of homes and may cause people to go to other areas outside of the City to buy a home. Staff indicated that is why we are not recommending have density minimum for residential areas because the plan should be able to have all types of residential types.

Sherrie Gruder questioned whether alleys were a good idea from an impervious surface perspective. Staff indicated that through the storm water goals and strategies that this issue could be dealt with also alleys are an option for developers, not required.

Lou Host-Jablonski asked about solar layouts. Staff indicated that the plan provides a lot of east-west streets and even on lots that are not east/west – there was some thought on the part of staff regarding solar access.

Lucas Dailey again questioned the maximum of eight residential densities, and indicated that on Madison's near eastside – residential densities are around 9-9.5 and asked if we could we raise Housing Mix 1 density to that? Staff indicated that it does fall into the range of 1-16 residential density.

Sherrie Gruder made the point that there are lots of recommendations regarding energy but we don't have any way of making developers/builders do this. She also questioned if measuring at every 1000 homes is enough measuring. Staff indicated that 1000 homes would be surveyed and that the City would likely see a 30% return, which then provide a statistical significant result.

David Drummond asked if the City owns all green space? Staff indicated that the darker green is the City parks, but that some of the lighter may be under City control or owned by a private developer.

Marc Kornblatt asked about the potential for wind power. Staff indicated that there is some wind potential in the area, but that staff has not done a wind study. Furthermore, the airport would have height restrictions in the area, which would shorten the height of structure, probably only allowing for residential sized wind towers.

Garrick Maine asked about the employment areas and asked staff what do staff think will happen in this area? Garrick also asked about managing the roads. He questioned the size of the intersections, which are two hundred feet with another and ten feet of right of way. Staff indicated that the proposed design is for a split roadway and also indicated that if the goal of cutting trips by 25% could be realized that would make a big difference. Staff did acknowledge that traffic would be an issue.

Sherrie Gruder asked if there are any live-work units in the plan? Staff indicated they are highly encouraged in the mixed-use areas. Staff further stated that some areas may begin as residential, but then may go to work-unit later.

Questions of Staff where completed.

#### Discussion

Brian Joiner reminded the committee to be considering suggestions of what SDE wants to send the Plan Commission.

Satya Rhodes Conway moved approval of the plan and Judy Compton seconded the motion.

David Drummond wanted to make the point that we need to build areas where we can get families with kids to live there, where the kids can play outside and parents can watch them and what the plan to emphasize that goal – perhaps through cluster housing.

Paul Muench indicated that the City should not make it harder to develop here than areas outside the City by forcing developers to do a bunch of extra stuff. This will move development out of the City. Much of the energy suggestions in the plan, the City can't require anyway, so they should be taken out. Perhaps requiring Transportation Demand Management plans should be taken out too.

Paul indicated that staff should be able to calculate how many households are in the areas and what percent of them are going to work or shop in the area, and then calculate if the retail will work. This needs to be done, because if retail can't work in the area, the plan needs to be modified.

Paul also indicated that you can't legislate behavior and would prefer that the plan consist with the rest of the City.

Sherrie Gruder suggested that the plan could also suggest that all buildings be designed to be solar ready. She did acknowledge that these are only recommendations (because the City can not require these types of energy improvements), but thought that having it stated in the plan what the City would like developers to do is worth including.

Michael Vickerman indicated that he feels the location is too far away so there is no context for sustainability and that it is also too large. Because of the location, it will not attract people who are sustainability-minded. Sustainability-minded people are thinking about being close to things so they can take trips by other means. Michael suggested that the City tries a sustainable development closer to the City and mentioned Union Corners as a good place to try it.

Paul Muench did comment that at one time he lived on the edge of the City and this edge will be not the edge someday.

Michael Vickerman suggested that there would be a time when the edge will be the edge.

Lou Host-Jablonski suggested that you have to start someplace with sustainability.

Paul Muench indicated that he would prefer to think about polices for the City as a whole.

Judy Compton also pointed out that that there is the developer that puts in the roads and creates lots and then builders build the houses. There really isn't any good way to require things of the builder because the City is dealing with the developer. Furthermore the City can only require what is in the code. The City could suggest more requirements, but then the City should offer incentives to help pay for it.

Staff indicated that the City does have more control for issues such as storm water, transportation, and water, etc, but that energy is the hardest one because the City doesn't have control.

The Committee then developed a list of all the items they would like to see updated/changed in the Plan.

- City already has a resolution that requires LEED silver there is also a dark skies policy at the City that should be mentioned in the plan.
- Lower the sampling size 100 homes for energy surveys and look for ways to get better than 30% return.
- Include minimum densities and increase maximum densities for residential housing densities.
- Provide stronger language about community gardens, urban agriculture, and organic farming. Consider City ownership and/or Community Land Trust model in the Section Parks and Open Space.
- City invests in district or larger-scale renewable energy systems and reserve land to do it. Have a strategy to provide X% of energy for residents from this district renewable energy.
- List all types of storm water infiltration techniques including planting prairie grass and green roof practices and other practices.

- **Emphasize family-friendly housing options – such as cluster housing provisions.**
- **Balance requirements with what the market will accept.**
- **Delete items that refer to people’s behavior**
- **Delete requirement for TDM measures for businesses.**
- **Buildings should be built solar-ready.**
- **Encourage energy efficiency but don’t mandate.**

**Satya Rhodes Conway moved substitute to refer to the August Meeting as the main motion Lou Host-Jablonski seconded the motion. The motion was approved unanimously .**

**Satya Rhodes Conway moved the substitute; Lou Host-Jablonski seconded the motion. The motion to move referral to August 17th and that staff will provide recommendations for the committee to consider.**

**Motion passed with Michael Vickerman and Leslie Schroeder voting no.**

#### **ADJOURNMENT**

**Satya Rhodes-Conway motioned to adjourn the meeting which was seconded by Lou Host-Jabonski. The meeting was adjourned at 6:00 p.m.**