



# City of Madison

## Meeting Minutes - Final

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

### REGENT STREET-SOUTH CAMPUS PLAN STEERING COMMITTEE

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Monday, June 11, 2007

6:00 PM

Neighborhood House Community Center  
Senior Room, 29 South Mills

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#### 1. Roll Call

**Present:** Eli Judge, Brian L. Solomon, Anna M. Alberici, Roger L. Charly, Jennifer J. Kilmer, Hanna Cook-Wallace, Melissa R. Huggins, Laura J. Gutknecht, Andrew F. Heidt, Gary A. Brown and Gail A. Lobdell

**Excused:** Julia S. Kerr, Robbie Webber, Chris Beebe, Charles A. Erickson, Daniel Cornelius and Lauren M. Woods

#### 2. Approval of Minutes - May 7, 2007

A motion was made by Heidt, seconded by Charly, to Approve the Minutes as written. The motion passed by acclamation.

#### 3. Discussion with Craig Stanley Regarding a Real Estate Market Technical Advisor to the Steering Committee

*Craig Stanley stated that he works for Siegel-Gallagher, a third party real estate brokerage firm. His firm typically represents developers, investors and end users. He has 15 years of experience in commercial and office development, but also has an understanding of residential development projects and can provide the Committee with a developer's perspective.*

#### 4. Review and Discuss Initial Sketch-Up Model of Future Development Potential

*Ken Maly and Susan Schneider (Vierbicher Assoc.) distributed a proposed land use map for the planning area, noting that UW housing is shown as residential and not institutional. The Committee suggested several changes to the map.*

*Maly and Schneider presented a three-dimensional SketchUp model showing existing buildings. The Committee noted the absence of several buildings and asked that they be included. The consultants also presented working drafts of the SketchUp model illustrating future development potential pursuant to direction given by the Steering Committee at its May 7 meeting. The Committee expressed concern about the macro-scale "blockiness" of the model and how the images could be perceived as a proposal for future development. It was noted that this iteration is to get some agreement on the general heights of buildings before refining the model to provide more detail on scale and massing. Ultimately a set of design guidelines will be developed with specific requirements regarding building heights, setbacks, stepbacks, etc. The Committee also discussed the limitations of the software and ways to provide additional information to convey what the area could look like in the future. The Committee suggested augmenting the model with photographs of development elsewhere to help illustrate specific desired building characteristics. It was noted that the scenarios did not represent recommendations at this point, rather an iteration to be presented at the public meeting for feedback.*

*The Committee discussed building heights and setbacks in the Regent Street Core*

*scenario, but did not request any changes at this time. They also suggested that the use of incentives be explored when developing the design guidelines.*

**5. Approve Plans for Public Meeting #3**

*It was the consensus of the Committee to postpone public meeting #3 (originally scheduled for June 28) until they are comfortable that the materials to be presented will illicit useful feedback and discussion.*

**6. Discuss Timing for Focus Groups - Round #2**

*The Committee agreed to postpone this discussion until a future meeting.*

**7. Status Report on Business Owner Outreach**

*Bill Fruhling stated that since only 11 of 43 surveys have been returned, this item would be placed on a future agenda.*

**8. Consider Appointment of a Real Estate Market Technical Advisor to the Steering Committee**

*Judge moved, seconded by Heidt, to appoint Craig Stanley as a real estate market technical advisor to the Steering Committee. It was clarified that this is a non-voting position and that any potential conflicts of interest that may arise shall be reported to the Committee. The motion was approved unanimously.*

**9. Other Business**

*There was no other business.*

**10. Adjourn**

**The meeting was adjourned at 8:15 PM.**