



# City of Madison

## Meeting Minutes - Final

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

### REGENT STREET-SOUTH CAMPUS PLAN STEERING COMMITTEE

---

Monday, July 2, 2007

6:00 PM

Neighborhood House Community Center  
Senior Room, 29 South Mills

---

#### 1. Roll Call

**Present:** Julia S. Kerr, Eli Judge, Robbie Webber, Anna M. Alberici, Jennifer J. Kilmer, Chris Beebe, Hanna Cook-Wallace, Melissa R. Huggins, Laura J. Gutknecht, Andrew F. Heidt, Gary A. Brown and Gail A. Lobdell

**Excused:** Brian L. Solomon, Roger L. Charly, Charles A. Erickson, Daniel Cornelius and Lauren M. Woods

#### 2. Approval of Minutes - June 22, 2007

A motion was made by Judge, seconded by Brown, to Approve the Minutes as written. The motion passed by the following vote:

**Excused:** Solomon, Charly, Erickson, Cornelius and Woods

**Aye:** Judge, Webber, Alberici, Kilmer, Beebe, Huggins, Gutknecht, Heidt, Brown and Lobdell

**Abstain:** Kerr and Cook-Wallace

#### 3. Review and Discuss Initial Sketch-Up Model and Other Materials Regarding Future Development Potential

*Ken Maly (Vierbicher Assoc.) showed a PowerPoint presentation with images that reflected input received at the June 11 meeting. The presentation covered the following topics:*

- Sidewalk Widths
- Other Sidewalk examples (including streetscape treatments)
- Comparable street in other cities
- Building examples from Madison and other communities focusing on building heights, scale, and massing
- Short, medium, and long term development potential in the planning area, utilizing the SketchUp model and other illustrations

*In response to the presentation, the Committee provided the following input:*

- In the public presentation, it should be emphasized that the development potential phasing is illustrative and not site specific, although it should be informed by the likelihood of certain sites being redeveloped sooner than later.
- Heights recommended need to account for lot depth and width.
- Weave SketchUp images, photos of individual buildings, and composite illustrations into the presentation, instead of by image type.
- The images incorporating photos of existing buildings elsewhere into photos of Regent Street were very useful and there should be more of those.
- There was consensus that the public presentation should propose 5-6 story buildings on the north side of Regent Street to get input on that concept.

- *Trees should be shown on the south side of Regent Street in the SketchUp images.*

*It was suggested that when the design guidelines are developed, stormwater runoff needs to be considered and perhaps green roofs should be required.*

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

*The Committee agreed to move ahead with public meeting #3, with a preferred date of July 26. The format of the meeting will focus on the presentation, as modified pursuant to the comments above, with some exhibits and opportunities to comment after the presentation (but not facilitated break out sessions).*

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

*The Committee agreed to postpone this discussion until the next Steering Committee meeting-- after the public meeting.*

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

*Bill Fruhling stated that since only 14 of 43 surveys have been returned, this item would be placed on a future agenda.*

**7. Other Business**

*There was no other business.*

**8. Adjourn**

**The meeting was adjourned at 7:52 PM.**