

**Minutes**  
**Mid-State Street Parking and Mixed-Use Evaluation Team**  
**MMB, Room LL110**  
**February 21, 2005**

***Present:***

Trudy Barash, David Dryer, Kevin Hoag, Larry Nelson, Archie Nicolette, Mark Olinger, Ken Streit, Ald. Mike Verveer, Ledell Zellers, and Anne Zellhoefer

***Guests:***

Curtis Brink, Laura Kalinowski, Rosemary Lee, and Mike Schmidt

Meeting was called to order at approximately 5:10 p.m.

***1. Review of Agenda***

Mr. Olinger reviewed the agenda for the meeting.

***2. Review Minutes***

Ms. Barash noted that her name was inadvertently left off of the attendees. On a motion by Verveer, seconded by Hoag, the minutes were approved, with the change as noted.

***3. Public Comment***

There was no public comment offered at the meeting.

***4. Process Update***

a. Resolution conditionally accepting Statehouse West, LLC Proposal.

Mr. Olinger presented an update on the status of the Resolution. The Resolution, if adopted by Council, would do three things:

- Confirm that Statehouse West LLC's proposal was responsive to the RFP and directing staff to negotiate with Statehouse West on the time of transfer and any conditions related to the transfer;
- Recommend to the CDA the creation of a Redevelopment District to facilitate construction of the public parking ramp through potential acquisition of properties needed to implement the project, and to protect the City's interest in constructing the underground parking; and

- Authorize the Parking Utility to release an RFP for the design development of the underground parking.

The Resolution had changes made at Transit & Parking Commission, but passed Parks and CDA without change. Board of Estimates adopted the Resolution as originally drafted.

The Resolution is set for action by the Council on February 22, 2005.

## **5. Discussion of Building Massing, Materials, & Color**

### **Massing**

Mr. Brink and Mr. Schmidt presented a massing model, constructed of foam core, showing the relative scope and scale of the proposed building. Mr. Brink discussed that the massing model was just the beginning and that it's clear that changes will be made to help the project fit into the neighborhood. He acknowledged that the massing model does not have the level of detail presented in the rendering. Mr. Schmidt noted that the foam core thickness is not representative of a "story." Two layers of foam core are actually equivalent to a "story."

It was also noted that the height of the massing model was approximately ten (10) feet higher than what was presented in the response to the proposal. It also did not include the setback along West Gilman. As proposed, the roof of the building will be 80 feet above grade along West Gorham and 62 feet above grade along West Gilman.

General response of the Evaluation Team was that the mass of the building was much larger than expected.

There was also significant discussion concerning the massing with the standards of Downtown Design Zones 1 and 4 within the Planned Unit Development section of the Zoning Code. Mr. Olinger and Mr. Nicolette discussed the standards and how the project responded to the standards contained within the Ordinance.

Mr. Brink and Mr. Schmidt acknowledged that the model will need to be continually refined as negotiations continue on the project.

### **Materials**

Mr. Brink mentioned that the materials would be masonry with stone accents. Stone will be featured at the base of the building, continuing the traditional storefront look at the base, but the character above will clearly be that of a residential building.

### **Color**

The color would be light colored stone for the base and elsewhere on the building and the brick will be a darker red.

## **6. Additional Parking & Elevator Stair Tower, Access, Mall Crew Location**

Brief discussion as follow-up on this topic. General consensus that it would be best to move the stair tower within Lisa Link Peace Park closer to the area identified in the Lisa Link Peace Park Plan for entrances and other facilities. It was also noted that providing the additional parking and moving the stair tower have budgetary effects that will need to be more fully explored.

There was some general discussion regarding the potential for moving the State Street / Capitol Square maintenance crew. It was noted that no funds have been identified to provide for this at this point, but it should remain on the table as negotiations continue.

## **7. Parking: Special Event & Payment Systems**

Mr. David Dryer presented some thoughts on this topic:

- The ramp is intended for short-term public parking – to benefit all properties / businesses in the environs.
- The parking analysis for phase II of Overture, while not yet complete will probably identify a parking deficiency. Overture Staff have stated that they are planning on Mid-State Street as meeting some of their parking needs. It is not expected for every Overture event but on those days where multiple events are taking place, e.g., Overture, Kohl Center, Orpheum, etc.
- The challenge of no special Special Event, viewed against Special Event parking is while the ramp is open only for short-term parking may sound good, in reality unless the ramp is physically closed, the ramp will be filled with whomever arrives first and will include Special Event attendees. In addition, Special Event attendees are, in fact, patronizing State Street – its eating and drinking establishments as part of their evening.
- If the goal is to discourage long-term parking in the ramp, it may be possible to have a rate schedule that significantly increases the parking cost for stays beyond a short term – say two or three hours. Again considering that the Special Event attendees are still going to take the spaces as they may be less sensitive to price. While this will encourage some Special Event attendees to investigate the other ramps for parking first, but if the system is full people are going to park in the Mid-State Street ramp.
- How this ramp is going to be controlled will need further discussion. There are no plans to install parking meters. The Parking Utility plans on installing typical gates and revenue control equipment. The system can be configured so that a residential owner must present his / her card at the residential parking garage entrance doors and in a set period of time. If the card does not appear at the residential entrance we will be advised and can correct the behavior via the building owner – or simply deactivate the resident's card.

Members of the Team continued to state an acknowledgement that the goal was short-term renter parking, not long-term parking, and that positive steps need to be taken to keep that important aspect in mind. It was agreed that there will need to be continuing discussions and monitoring as design of the ramp and ultimately the operations.

It was also suggested that perhaps briefings be given to both the BID Board and the Greater State Street Business Association (GSSBA) at meetings in March and April to solicit their comments regarding what constitutes short-term parking and how special event parking be handled. Ms. Barash and Ald. Verveer will brief GSSBA on March 1. Mr. Olinger will attend the March 1 BID Board meeting if his schedule allows. He will also check with Mr. Dryer to see if he can attend. Mr. Olinger will attend the GSSBA meeting on April 5.

### **8. Schedule of Next Meeting**

The next meeting of the Evaluation Team will open on Monday, March 28, 2005, at 5:00 p.m. in Room LL110 of the Madison Municipal Building. Possible agenda topics may include:

- Further discussion of massing
- Updates on RFP for parking ramp
- Updates on GSSBA & BID meetings
- Update on Council and CDA activities regarding Redevelopment District

### **9. Adjourn**

There being no further business, the meeting was adjourned at 7:00 p.m.

Respectfully submitted,

A handwritten signature in black ink, appearing to read 'Mark A. Olinger', with a large, stylized flourish at the end.

Mark A. Olinger, Director  
Department of Planning & Development

MAO:nap