



City of Madison
Meeting Minutes
Royster Clark Neighborhood
Planning Team Meeting

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

Wednesday, January 23, 2007

6:30 PM

Pinney Branch Library m
204 Cottage Grove Road

1. Welcome and Introductions

Royster Clark Neighborhood Planning Team Members Present:

Neighborhood Representatives:

Sheila Guilfoyle, Chair RCNPT, Neighborhood Resident-at-large
John Martens, Vice Chair RCNPT, Neighborhood Resident-at-large
Kris Whitman, East Moreland Neighborhood Representative
Jacky Da Walt, Lake Edge Neighborhood Representative

Business Representatives:

Jim Mohrbacher, MG&E Representative
Ken Bowers, Bower Family Chiropractic

Elected Officials

Larry Palm, City Alderperson
Tom Stoebig, County Board Supervisor

Others in Attendance:

John Stockham, Stockham Consulting

City Planning Staff:

Michael Waidelich, Planning Division
Rebecca Cnare, Planning Division

2. Public Comment Period – no public comments received

3. Introduction of John Stockham, Stockham Consulting,

a. Initial presentation by John Stockham on the beginning efforts on the Market Analysis.

- John Stockham uses Claritas data to supplement 2000 Census Data that is now 8 years old. After some discussion about sending the Claritas Information, John Stockham will forward the information to Rebecca Cnare to send to the RCNPT members, and post to the website. (Stockham and Cnare discussed the issue of putting the information up on the web after the conclusion of the meeting and will send to members instead of posting on the web due to legal/copy-write issues.)
- John Stockham presented his initial findings to the group, and noted that there is often a mismatch between what the neighborhood wants (from results of the November 5th meeting), and what is market feasible. Initial results show a lot of market challenges that will occur when developing on this site.
- Demographic data, not much growth expected, homes are modest, middle class, with a lot of long-term home ownership.
- NPT noted that "Main Street Industries", laboratories, incubator might be the only type of light industrial compatible with the neighborhoods that could work here, and may be a good fit. Other retail, housing and office uses would also be desired, depending on size and scale. Dean Clinic was a noted example of a nice East Side office building.

b. Discussion of potential interviews and interview questions

- NPT gave Stockham various suggestions to the list of In Kris Whitman offered to send the Neighborhoods Draft Survey to John Stockham for his review and information.
- Interview list was discussed; suggestions and contact names given, and NPT urged John Stockham to move forward with list and questions.

4. Discussion of Timeline for Planning Process and/or November 5th Meeting results, if time permits.

Time did not permit. Agenda item to be placed on next agenda.

5. Developer Update

Developer not present at meeting.

6. Neighborhood Team Update

No updates given.

7. Other Staff Updates

No updates given.

8. Next Meeting Agenda items

- Group discussion/review of initial Market Study
- Site Analysis discussion
- Continued demolition/developer discussions
- Continued process discussion

9. Next Meeting scheduling / Future Meeting Scheduling

The next meeting of the RCNPT will be February 27, 6:30 pm at the Pinney Branch Library Meeting Room.

Future meetings have been tentatively scheduled for:

March 26th, 6:30 pm, Pinney Branch Library

April 23rd, 6:30 pm, Pinney Branch Library

The RCNPT also agreed that a few additional meetings might also be necessary once the project gets into the concept-planning mode, and begins to consider the results of the market analysis.

10. Adjournment

The meeting adjourned at 8:30 pm.