



**City of Madison**  
**Meeting Minutes**  
**Royster Clark Neighborhood**  
**Planning Team Meeting**

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

Wednesday, June 18, 2008

6:30 PM

Pinney Branch Library  
204 Cottage Grove Road

**1. Welcome, Introductions and Approval of Minutes**

**Royster Clark Neighborhood Planning Team Members Present:**

*Neighborhood Representatives:*

Sheila Guilfoyle, Chair RCNPT, Neighborhood Resident-at-large  
John Martens, Vice Chair, Neighborhood Resident-at-large  
BJ Obermeyer, Lake Edge Neighborhood Alternate  
Jacky DaWalt, Lake Edge Neighborhood Representative  
Kris Whitman, Eastmorland Neighborhood Representative

*Business Representatives:*

Jim Mohrbacher, MG&E Representative Alternate

*Elected Officials*

Tom Stoebig, County Board Supervisor  
Larry Palm, City of Madison Alderperson

**City Planning Staff:**

Michael Waidelich, Planning Division  
Rebecca Cnare, Planning Division  
Heather Stouder, Planning Division

**Consultant:**

John Stockham

**On a motion by Jacky DaWalt, seconded by BJ Obermeyer, the meeting minutes from the May 28<sup>th</sup> meeting were approved by unanimous consent after correcting minor errors.**

- Jacky DaWalt attended the meeting
- Kathy Soukup and Paul Tessmer's names were misspelled

**Public Comment Period**

*No members of the public present*

**Market Feasibility Report- Presentation of Draft by John Stockham**

*Stockham reviewed with the group the draft Executive Summary, providing opportunities for attendees to ask questions and share suggestions for changes.*

- Larry Palm noted that he has been working on an anti-graffiti ordinance about ticketing owners of movable vehicles that are stored for long periods of time and have attracted graffiti. The ordinance would include railroad cars in the language. Larry noted that while the proposed ordinance is not the whole solution to the issue, it is a small piece that may help address concerns regarding the storage of freight cars by the Royster site.
- Tom Stoebig asked whether it would be feasible to dismantle and relocate the storage domes (Stockham and City staff did not know, but assumed it would be economically infeasible)
- Jim Mohrbacher affirmed that the MG&E substation was an important one, and may even be expanded at the site in the future. Also, the transmission lines will remain on the site.

- Stockham noted that market support for small single-family homes parallels national trends. Noted that depending on the costs of the remediation strategy, homes might need to be subsidized to meet the \$200,000 price range supported by the market.
- While acknowledging that new construction on the Royster-Clark site itself would likely be too expensive for new independent businesses to afford, Stockham compared the potential of the Cottage Grove Rd. business district to parts of S. Park Street, which are currently being invigorated by new businesses moving into old retail spaces.
- Sheila Guilfoyle questioned the conclusion that a grocery would not be feasible on the site, noting that Urban Solutions had been considering it. Stockham clarified that the market data made it difficult to imagine enough market support for both Sentry and a new grocery on the site to succeed.
- Michael Waidelich noted that bold retailers often seek to make a new business work in a apparently saturated market and/or successfully compete with existing businesses, despite the lack of measurable “unmet” market demand.
- Stockham noted that he heard almost universally from real estate brokers that it would be relatively easy to sell off a one-acre frontage site to a franchise food business, but acknowledged that this type of use would not likely be supported by the neighborhood.
- Group discussed the idea of flex space and light industry, and the need for appropriate controls to guide any development of this type to ensure that it would be compatible with the neighborhood. Stockham noted that design covenants are frequently used by developers to accomplish a variety of objectives.
- Jim Mohrbacher mentioned that many area businesses considered to be light industrial have a “green” focus and are dedicated to minimizing their carbon footprints. Perhaps this type of theme would be a possible strategy to attract users to portions of the site.
- Stockham mentioned development in the World Dairy Center, off of Pflaum Road, and off of Stoughton Road (north of 151) as examples of the types of flex space/ light industrial businesses that could locate on portions of the site. Tom Stoebig mentioned that Capital Brewing might be searching for a place to locate a bottling facility and beer garden, and that perhaps this was another type of light industrial use that would be appropriate.
- Regarding commercial condominiums, Stockham reiterated that there was market support for this type of use, acknowledging that examples in the Madison region may not have been designed in ways that would be appropriate in this neighborhood.
- Kris Whitman noted that a major concern among neighbors was truck traffic generated by potential warehousing/distribution on the site.
- Regarding the possible option of land banking the site, Sheila Guilfoyle suggested that it is important to consider whether the site represents a once-in-a-lifetime opportunity for exciting urban infill, or whether it is more important to focus on development based on current market trends (or some strategy in the middle).
- City staff noted if land banking were to occur, the City could subdivide the site and individual sub-areas could be developed over time. In any case, most interested developers that have approached the City thus far have inquired about the possibility of City assistance (TIF, etc.) to make their ideas financially feasible. City assistance might be necessary for many types of development, and this would provide an opportunity for the City to influence the development.
- Regarding the potential remediation strategies, staff noted that very little additional detail would be known until a remediation plan is submitted by BT2, the environmental consulting firm hired by Agrium. Most of the pollution on the site (nitrogen, phosphorus) is essentially diluted fertilizer. It is unharmed with regard to direct contact, but it is important to keep it out of the groundwater, especially with Lake Monona so close to the site. Remediation strategies proposed for the site will likely range from soil excavation/ replacement to “capping” contaminated areas with clay or pavement, but there is no way to predict exactly what combination of strategies will be proposed, or will be accepted by the two regulatory agencies.

## RCNPT Comments and Questions regarding Draft Market Feasibility Report

*The Chair suggested that the RCNPT continue to more thoroughly review the draft, and be prepared to adopt, not adopt, or adopt it with revisions the Market Feasibility Report at the July 2<sup>nd</sup> meeting.*

*Suggested going around the room to hear each team member's thoughts on the draft thus far:*

- Guilfoyle: Good collection of info, although uncomfortable with treatment of insights from neighbors as anecdotal, while insights from real estate brokers was considered factual. Group needs to carefully consider how to take the Market Study into account during the planning process
- Whitman: The study looked at commercial, residential, and industrial, but did not consider more specific uses, particularly medical clinics and indoor sports centers. Stockham noted that from his experience, this site wouldn't be accessible enough from major transportation corridors for a medical clinic, but might work for an indoor sports center (as long as it complemented the YMCA).
- Whitman: Can housing units have basements? Stockham suggested that it would be unlikely, but is not known at this time.
- Could a land banking strategy still ensure demolition of the main building and other site improvements? A land banking strategy would need to address these issues.
- DaWalt: If capping strategy is utilized and large buildings are constructed, important to consider how rooftops might be utilized, Also, it is important to remember that no matter how safe you tell people that the site is after remediation, people may have a hard time believing that the site is entirely safe.
- Obermeyer: Important to consider bringing something new and exciting to the near east side, rather than simply more of the same types of light industrial/contractor spaces and buildings already prevalent. If these types of uses are considered, they should focus on something unique (incubator space, research/high tech, etc.) Even some of the types of uses suggested by the Market Study could be unique and bring something exciting to the neighborhood. Noted that the draft has a good representation of the characteristics of the neighborhood (stable, etc.)
- Cnare: Important to include the significance of a ready supply of power from the MG&E substation in the plan, if not in the market study.
- Palm: Important to add a disclaimer in Executive Summary and in main document to clearly explain that the market study should not constrain the long range plan for the site, but that it is an informative technical report based on current trends and market realities. Noted that potential developers would surely utilize the market study as initial research, but they would need to complete much more specific studies based on intended uses.
- Mohrbacher: Noted that many area developers are in the midst of refining existing plans, and are waiting for the market to rebound. Added support for an emphasis on new, exciting, or unique land uses.
- Palm: Noted that it was important to accurately convey market challenges when transitioning to the planning process
- Mohrbacher: For the plan, unique, exciting recommendations are important. Good to communicate findings from the market research, but not allow it to constrain possible future uses too much. The market study is just one piece of the puzzle, and should be presented as such at the next public meeting.
- Stoebig: Noted that earlier discussions were more positive with regard to the potential for niche retail (Brennan's-style food market, specialty food store, etc.) While recognizing the issue with regard to the high rent per sq. ft. for new construction, might a bold, unique retailer work? Stockham replied that the most important thing to realize is that retail will not likely "anchor" or be a major portion of the site. Stoebig also suggested better defining "light industrial" in report (or, alternatively, in the Plan).

**Public Meeting- Scheduling and Discussion**

- Group discussed desire to hold public meeting *before* August if possible, noting that August is a difficult month for meetings in general. Since the evening of Wed., July 23<sup>rd</sup> is the next regularly scheduled RCNPT meeting, the group agreed that their availability would likely be best on that evening.
- Staff noted that while the YMCA had offered use of a large multipurpose room for future meetings at no charge, it would not be available on weekday evenings.
- Group suggested that staff explore opportunities to hold the meeting at Olbrich.
- BJ Obermeyer suggested sending postcards to area households to increase attendance at the meeting, and staff agreed.

**Next Meeting Scheduling / Future Meeting Scheduling**

Due to cancellation of the regularly scheduled meeting on June 25<sup>th</sup>, a special meeting of the RCNPT was scheduled for Wednesday, July 2<sup>nd</sup>, at 6:30 pm at the Pinney Branch Library Meeting Room. The main agenda item will be discussion of the proposed July 23<sup>rd</sup> Public Meeting.

Additional future meetings have been tentatively scheduled for:

July 2, 6:30 pm, Pinney Branch Library

July 23, 6:30 pm, Public Meeting, Location TBA

**Adjournment: The meeting adjourned at 8:35 pm.**