

Minutes
Wingra Creek BUILD Advisory Project Team
Thursday, September 23, 2004
South Madison Police District, 825 Hughes Place
4:00 p.m. – 6:00 p.m.

Present: Advisory Team Members: Lindsey Lee, Jeff Leckwee, Eric Schwartz , Kevin Snitchler, Marsha Gahagan, Don Marx, Dan McCormick, Archie Nicolette. Other: Ben Kadel.

Consultants and Staff: John Stockham, Andy Kessenich, and Jule Stroick

Excused Absent: Barb Constans, Michael Felker, Michael Gay, Alderperson Heidt, Jeanne Hoffman, and Melissa Huggins.

I. Introductions and Announcements

Charles Hales, Vice President of Transit Planning at HDR, Inc. will be in Madison on Monday, October 25th . A free public presentation will be held at Monona Terrace Community & Convention Center. Mr. Hales is a strategic planner focusing on livable communities, transit innovation, and public-private partnerships.

II. Approval of Minutes

One a motion by Gahagan, seconded by Leckwee, the September 9, 2004 minutes were approved.

III. Review of Other On-Going Planning Projects in the Area

Several planning studies have been undertaken in the last three years in the South Madison Area: *Park Street Revitalization: Opportunities to Reality Report* (2001), *Draft South Madison Neighborhood Plan* (2004), *Urban Design Guidelines for Park Street Corridor* (2004), *Biomedical Corridor Collaborative Project* (2004), *Healthy City Report* (2004). Melissa Huggins described the composition and mission of Park Street Partners. Park Street Partners focus is to facilitate communication and coordinate activities among the organizations working towards the revitalization of Park Street. Composition consists of Dane County, City of Madison, Town of Madison, St. Mary's Hospital, Meriter Hospital, UW-Madison, South Metropolitan Planning Council, South Metropolitan Business Association, to name a few. She highlighted projects recently initiated by Park Street Partners: Community-Based Design Build Project (currently hired artist to design/build gateway public place project at Villager Mall) and Southside Public Market Feasibility (submitting Ford Foundation grant to prepare business plan and regional feasibility of food processing/distribution).

IV. Review of Interview Status and Preliminary Findings

The consultant team, John Stockham, Stockham Consulting and Andy Kessenich, D.L. Evans Company Inc., discussed their preliminary findings from interviews (some of still scheduled for the following week) of major stakeholders in the project study area. A power point presentation was given to emphasize their findings by sub-area (See handout).

Sub-Area 1 (Post Office and Labor Temple) and Sub-area 2 (Copp's Food Center and 1244 Plaza)

- The key sites (approximately 10-15 acres) with retail potential are located in and adjacent to Sub-area 1 and 2.
- There should be an internal circulation system that minimizes the need for more driveway access points onto South Park Street. Current market is seeking 1-acre pads for development.
- Retail must be both pedestrian and auto-friendly. Local trade area cannot support retail stores alone. It is important to embrace employees working in the area and commuters traveling through the neighborhood.
- There is some opportunity for ancillary office and/or mixed-use residential. Possible 2-3 story development. Needs to explore creative models, such as live-work units. Office buildings are the competition.
- The site development should ideally be undertaken as a comprehensive larger scale development(s) rather than on a parcel-by-parcel basis. Institutional land holdings in the area will be difficult to deal with.
- Significant TIF assistance is likely to be required for land assemblage. TIF challenge will be to create "taxable" redevelopment that doesn't occur with institutional and/or nonprofit organizations.
- Fish Hatchery Road is possibly the better location for institutional placement. Currently, South Post Office Branch owns their land and has ability to expand in current building space. The post office has no future building fund.
- With the close proximity to medical facilities, other uses, such as hotel or bed/breakfast, should be evaluated.

Sub-Areas 3 (Dean Medical Clinic) and Sub-Area 4 (South Street)

- Dean Clinic and Strand Associates are extremely important anchors to the Project Area.
- The reasonable expansion and parking needs of these two anchors need to be incorporated into the Redevelopment Plan.
- The Fish Hatchery Road corridor should take on a more institutional/office character versus a retail or residential character.
- The Fish Hatchery Road corridor provides the best opportunity for creating the Health Care Main Street" as envisioned by the Biomedical Collaborative Report.

Sub-Area 5 (Morningstar Dairy)

- The Morningstar site is a challenge due its parcel shape. The current asking price is in the range of \$3 million (approximately \$30/sq.ft.). Market rate industrial use is approximately \$1-\$2/sq.ft. Holding costs will be taxes and heating of the facility.
- The Morningstar site is suitable for mixed-use development

- Development of the site is likely to require a multistory facility to justify acquisition and improvement costs
- Upper level housing is a potential use of the site, particularly if the building is tall enough to provide views
- The Morningstar site should be combined with adjacent residential parcels to create sufficient land area to support development
- The combined site should have access via from both Park Street and Fish Hatchery Road. Explore connecting with Emerson and/or South Streets.
- Continued industrial or warehouse uses on the Morningstar site would be unlikely to provide sufficient revenue to support acquisition and would perpetuate land use and traffic conflicts in the neighborhood
- Site is currently zoned C3 (Highway Commercial). Zoning will impact the value of the site. The State of Wisconsin DOR assesses the manufacturing use.

V. Review of Preliminary Market Area Data

- The primary trade area is relatively small in terms of “neighborhood” demand. Local employee and commuter population is the key to sustain retail businesses.
- There is unlikely to be significant growth and change in the socio-demographics of the primary trade area. Advisory committee members wanted to have this discussed in more detail because of the perception that the south side has changed dramatically over the last 10-years.
- Retail and service businesses will be dependent on attracting commuter trade and having good automobile access and parking.
- There is an exceptionally large daytime and evening employee population that could be served providing access and perceived and real safety problems are addressed.

VI. Next Meeting Agenda

The next meeting is scheduled for Thursday, September 23, at South Madison Police District from 4:00-6:00 p.m. At this meeting, the consultant team will present interview findings, demographic data, and market data.

VII. Adjournment

On a motion by Gay, seconded by Gahagan, the meeting was adjourned at 6:00 p.m.