



Madison's Central Business Improvement District (BID)

MINUTES

BOARD OF DIRECTORS MEETING

Thursday June 6, 2013, Noon-2:00pm

BID Offices, Board Room, 122 West Washington Avenue

PRESENT: Ted DeDee, Greg Frank, Richard Kilmer, Larry Lichte, Patrick McGowan, Emily Mehl, Maria Milsted, Paul Norman, Sam Parker, Rick Petri, Sue Springman, Mike Verveer*, Teresa Werhane

STAFF: Mary Carbine (Executive Director), Tim Jenquin (Programming Coordinator),

ABSENT: Steve Amundson, John Hutchinson, Matthew Mikolajewski*, Traci Miller, Stacy Nemeth, Jeanette Riechers, Kelsey Roets., Hawk Sullivan, Susan Schmitz (DMI President).

**Non-voting*

1) Call to Order

BID Board Vice Chair, Sue Springman called the BID Board Meeting to order at 12:01pm

2) Approval of Minutes

Rick Petri moves to approve the minutes from the March 7, 2013 BID Board Meeting, Larry Lichte seconds. The motion passed unanimously.

3) Disclosures and Recusals

Sue Springman would like to disclose that the first speaker represents a Mullins project. Sue also represents Mullins group.

4) Public Comment

None to report

5) Chair's Report – Sue Springman

a) BID Retail Strategy Update

This was approved at the April 2nd meeting. It looked at the many advocacy issues we work on to support retail. We are working on making sure this is communicated to policy makers. We have met with Alders to review and discuss. A meeting with the Mayor and presentation to Council have been requested. This will be presented at the July 30th BID Annual Meeting.

b) Projects Impacting Downtown Retail

This report can be found in the June 6th board packet. It is an analysis Mary Carbine compiled regarding the potential impact of each project in terms of retail: number new residential units, hotel rooms, office space, within walking distance of State St./Capitol Square. Note: if a project has not been introduced to the City it is not yet on this list.

6) Central District MPD Update – Lt. David Claw

a) Residential Burglary

Due to UW and MATC students leaving the downtown area, the number of residential burglaries dropped drastically. Students are seen as easy targets, and MPD continues to educate student residents on safety. This trend applies to theft from auto as well. Three burglary suspects have been arrested and are under investigation regarding possible other offenses.

b) State St. area

Officer Pharo continues to work on the issues at the top of State St. at the Capitol Square. He continues to work and educate on behavioral issues. The newest area of focus is below Monona Terrace in the John Nolen Dr. underpass area. Because this is railroad property, it has been difficult to police the area.

- c) **Railroad Gate Malfunction**
For several hours last week the downtown rail crossing gates at Broom St. and John Nolen Dr. malfunctioned, which held traffic for nearly two hours. The MPD and Mayor continue to work with the railroad to resolve railroad issues more quickly.

7) The Hub at Madison – Informational Presentation

Brian Munson, Vandewalle & Associates; Jeff Zelisko, Antunovich Architects

- a) **Brian Munson**
- i) The project has been submitted to the city and is currently under review, with approval projected by August 6th.
 - ii) Construction is slated to begin in early 2014, with completion by August 2015 for student move-in.
 - iii) The major idea of the project is to use the parking area more efficiently.
 - iv) The design was carefully developed to reflect the work and project in Madison for the last twenty years in order to better meld with the area.
- b) **Jeff Zelisko**
- i) **General Details**
 - The site will border State St., Frances St., and Gilman St. with retail around most of the project. The design allows for flex space that can be decided upon closer to completion to better reflect current markets.
 - Within the building (set back from the street) will be two levels of above ground parking behind the retail, roughly 160 stalls which is comparable to the current parking. The loading dock will be on Gilman St. with a corridor around the building.
 - The streetscape will remain as is, minus one tree for a driveway.
 - ii) **Upper Levels / Housing**
 - Above the retail level will be residential levels, each with common space including gyms and study space. There will also be rooftop outdoor spaces with many amenities including volleyball courts and grilling space.
 - The housing will be a mix of sizes from 1-5 bedroom units, with a few larger townhomes with entrances on Gilman St. The designs are considered “micro units” (a full studio apartment would be roughly 200 sq. ft.) which are designed to maximize use of space, but deter students doubling up in rooms. Floor to ceiling height will be 9’10”.
 - The design intends to not use any borrowed light, so all bedrooms will have windows. Many units will have balconies. The railings will be set higher than code requires considering the anticipated type of resident.
 - The top of the building will have a terrace deck and pool.
 - iii) **Building Façade and Impact**
 - The building will be 132 feet tall, well below the allowed maximum of more than 170 feet. The upper floors will be set back as zoning code requires.
 - Shadow studies have been conducted which have determined this design will not cast any more of a shadow than the surrounding four story buildings. In addition, simulated “vantage points” have been looked at, and determined that it will not affect views of the Capitol building.
 - The façade will be a dark brick on the lower levels, with plenty of glass to highlight the first floor retail. The remainder of the building (upper levels) will have a lighter façade, with an oblique fade on Gilman St. There will also be a cast concrete flat wall (roughly 10% of the total area) for building structure and fire rating requirements. This will also aide in any future developments adjacent to this location. Part of the current terra cotta façade at 529 State St. will be reused.

8) 305-325 W. Johnson Redevelopment Update – Informational Presentation

Victor Villacrez, Hovde Properties

a) General Info

- i) As a reminder this is a mixed use project on the 300 block of Johnson St. which will include the buildings recently acquired from Hutchinson, as well as the MFD admin office.
- ii) The current parking area will be removed, with 314 parking stalls included in the development, in addition to bike, moped, and motorcycle parking.
- iii) Currently the building has been approved, and Hovde continues to go over the approval checklist.
- iv) While the building will be marketed to everyone, fewer than 25% of residents are expected to be students.
- v) The Johnson St. lobby will be a two floor lobby with an open staircase to the second floor. This will include concierge and private security at night.
- vi) There will be a rooftop gathering space, as well as an indoor community space designed to host events.

b) Changes and Details

- i) Some of the coloring and exterior details have changed. Some green highlighting has been added, and some balconies on Johnson St. have been removed to create a cleaner look.
- ii) Some of the townhomes have been adjusted.
- iii) There will be a dog walk area in the back, and the building will be pet friendly.
- iv) Terraces have been added on the 7th and 14th floors.
- v) All of the units will now have floor to ceiling windows.
- vi) The building adjacent to the fire department Station 1 will have moved from offices to the station.

c) Program Information

- i) The building will be a mix of studio and 1-3 bedroom units, with mixed use retail, and office space as well. The retail will be along Johnson St. with the 2nd floor being office spaces and plans for a gym.
- ii) Finishes in the units will be high end including granite countertops, carpeting, plank flooring in certain areas, and washers and dryers in unit. Some units will include a den.
- iii) The estimated impact would be 140+ jobs and \$5 Million in spending.

d) Schedule

- i) Demolition will begin in August or September, with construction beginning in November or December 2013.
- ii) The shell will be complete in February of 2015, with final completion in June 2015.

9) BID Staff Reports

a) Tim Jenquin – BID Programming Coordinator

- i) Ambassador Program
 - The Info Booth and Visitor Center summer hours began Saturday, May 4th. Ambassadors will once again remain available until 6pm Fridays and Saturdays.
 - Number of people helped is on pace with 2012.
- ii) Planting/Holiday Decorations
 - Mall Maintenance and BID contractors will begin prepping for the Olbrich donated summer annuals the week of June 10th with installation beginning June 17th.
- iii) Downtown Gift Certificates
 - Sales in May were high, with deposits totaling \$40,000+ for the year.
- iv) 2013-14 Downtown Madison Map & Guide Update
 - Currently 56,000+ of the 2013-14 Downtown Map and Guide have been distributed to BID businesses, area info desks, hotels, and via online requests.
- v) Business Turnover
 - Turnover is low with a handful of new businesses incoming.

- b) Mary Carbine – BID Executive Director
 - i) Construction Update
 - The Mifflin and Fairchild project is done, but the Library project continues to use some of the right of way.
 - The Webster construction is still on schedule, but moving slowly due to rain delays. Crews work extra hours to keep the schedule of completion before July 4th.
 - ii) Future Construction – recap of recent planning meetings
 - Planning for the 700-800 blocks of State St. is moving along quickly. Included in the board packet is an informational piece regarding the recent meeting to solicit suggestions. We will also solicit suggestions at our board meeting July 11th. The design is being done by MSA Engineering and Ken Saiki.
 - iii) City Parking Study – Focus Group Recap
 - The City has hired Carl Walker consulting to conduct a strategic parking study. This will focus on the finances and operations of the parking utility, including how can parking utility be sustainable long term while maintaining structures.
 - A number of focus groups have been conducted with consultants including City staff meeting with downtown stakeholders. Much input was given, including communicating the BID priorities of clean, safe, and convenient parking and better wayfinding signage to help people find downtown parking.
 - Looking at the short term, non-event parking for retail and restaurant spaces at reasonable rates is a top priority.
 - Other topics under discussion will likely include extending on street meter enforcement and/or increasing prices for metered parking. BID will continue to monitor/engage with this.
 - iv) Website Upgrade Update
 - Preliminary designs are approved, but progress has slowed due to increased advocacy work.
 - v) Event Planning – Solstice Stroll, Maxwell St. Days
 - We are now working more closely with Dane Buy Local on the Solstice Stroll event. More promotion will be presented shortly. We will be having science demonstrations in Peace Park by UW representatives.
 - Maxwell St. Days planning is moving ahead.
 - I have submitted a request to see how Cars on State weekend was for businesses. Business seemed to be up during Cars on State. Ride the Drive still had a negative impact on customer access and business overall, but not as bad as previous years.
 - Wicked at Overture seems to have a big positive effect on foot traffic, which has been reported by Ambassadors.
 - vi) City Permitted Downtown Events – Portable Toilet Locations
 - I am working with City Street Use committee to create a map of locations acceptable for portable toilets. Due to the influx of businesses to the Capitol Square, acceptable locations are going away. Property owners will be consulted.
 - vii) ALDO Update
 - City staff team working on the Alcohol License Management Plan as well as the business development hopes to have recommendations to counsel on June 18th. This includes whether or not ALDO should be extended.
 - It is expected that ALDO will be given a short extension while other recommendations are under review. We will likely see a proposal that focuses on the 500-600 blocks of State St., Frances St., and the 500 block of University Ave. It is agreed that the entertainment aspect of a business needs to be considered, as well as the view of looking at a business by percentage of sales must be adjusted as well.

10) GSSBA Update – John Hutchinson, Hawk Sullivan

- a) Cars on State Event Recap – June 1, 2013
No Report

11) City of Madison Update

Mike Verveer

- a) South Capitol Transit Oriented Development (SCTOD) District Planning
Included in your BID board packet is a meeting announcement with transportation map on the reverse side. The first of what will be three public meetings will be held next Thursday at Monona Terrace. Included in the study are recommended locations for transportation hubs. This project is 100% funded by federal transportation funding and includes the area of the Judge Doyle Square project.
- b) Judge Doyle Square
 - i) The RFQ responses have been narrowed down to two development teams. Next Tuesday the committee will make recommendations to the city council for one or both teams to proceed to the FRP stage.
 - ii) The two groups are Journeymen Group out of Austin, and Hammes Company.
 - iii) The next step is to clarify the FRP document to better display what the city is looking for, including better use of the Municipal building.
- c) Mary reported on the development impact. I want to point out the Goodman Center on 200 block of State St. which will re-do the façade, as well as change the office space to residential.
- d) Another development proposal has been introduced for Broom St. between Johnson and Gorham, which would include demolition of the houses, and possible use of the city owned plot on the Gorham St. corner.
- e) Downtown Coordinating Committee
 - i) The Room Charge ordinance for the DCC has been approved meaning the DCC will begin meeting again later this summer. Under the new ordinance there will be three vacancies. The Mayor's office is currently taking recommendations for these spaces.
 - f) The Sidewalk Café ordinance has been adopted. Part of this is that the ALRC can make adjustments based on neighboring properties.
- g) Abandoned Property Ordinance
 - i) BID will let DMI take over advocacy for this ordinance. Current State statutes make dealing with this issue difficult for the city.
- h) City council is considering a TIF grant of \$3 million for the Hovde Project.

12) New Business

None to Report.

13) Next Meeting (Special Date) – July 11th, Noon-1:30pm

-State Street 700-800 blocks (Library Mall) Reconstruction
Preliminary Design Plans

NOTE: BID Annual Meeting
Tuesday, July 30, 5:00pm-6:30pm
122 W. Washington Ave.
1st Floor Board Room

14) Adjournment

Larry Lichte moves to adjourn the June 6 BID Board meeting. Richard Kilmer seconds. The motion passes unanimously. The June 6, 2013 BID Board meeting is adjourned at 2:01pm.