

Planning & Community & Economic Development Newsletter

City of Madison, Wisconsin

May 2015

Plans for Madison’s Public Market Move Forward

Dan Kennelly, Business Resources

The recently released Public Market business plan includes repurposing the City’s aging Fleet Services garage to create a flexible, multi-use market located at the intersection of First and Johnson Streets. The business plan goes into detail on the potential capital cost, operating plan, mix of vendors, rent structures, economic impacts and long term oversight plan for the Public Market. The plan was a collaboration of Project for Public Spaces working with City staff, the City’s Local Food Committee, and countless stakeholders



and community members. The City is hosting two upcoming meetings to discuss the business plan. The community meeting is May 26 at 6:30pm at the Goodman Community Center for neighbors, stakeholders, and anyone interested in the project. The vendor meeting is June 3 at 6:30pm, also at the Goodman Community Center.

www.cityofmadison.com/dpced/economicdevelopment/madison-public-market



Madison is the Midwest’s epicenter for local food – leading the country with its extensive network of farmers markets (including the largest in the country), strong membership in Community Supported Agriculture (CSA) programs, multiple restaurants using ingredients from local producers, a burgeoning wholesale local food hub, a new shared-use commercial kitchen, and thriving food cooperatives.

(Photo: D. Collingwood)

“ This (outreach) effort engaged hundreds of prospective public market vendors and literally thousands of community members who contributed ideas through focus groups, public meetings, and surveys conducted throughout the process. *Paul Soglin on the Public Market Business Plan* ”

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Madison in Motion — the city's multimodal transportation master plan

Imagining Madison's Transportation Future

David Trowbridge and Dan McAuliffe
(Planning Division)

Building a sustainable, people-friendly city starts with a transportation system with robust mobility options. Such a system considers all users, especially those with limited mobility and transit-dependent populations (including the elderly, people with disabilities, children and youth). Increasing the convenience, ease and appeal of walking, bicycling and transit (and making connections among them) will make Madison a healthier and safer place to live.

Madison in Motion. Planning Division staff are in the midst of leading a major City-wide planning effort — Madison in Motion, the City's multimodal transportation master plan. David Trowbridge is managing the project, with assistance from Dan McAuliffe and Urvashi Martin.

Madison in Motion will build upon adopted transportation, land use and neighborhood plans to improve coordination, connectivity and transportation choices, while establishing a framework to strengthen neighborhoods with context-appropriate future development. The project started at the end of 2013 and will likely wrap up by the end of this year.

Cities are vital when they bring people together for work, play, learning, shopping, the arts and community. Our streets are more than just means to move people and goods. They are places, gathering space, and fundamental to the character of surrounding neighborhoods. A pedestrian, bicycle and transit-rich city supports life, commerce, social interaction and leads to a more productive public domain. Madison in Motion strives to strike a careful balance that will result in a universally-accessible and functional transportation system,

with a realistic strategy for implementation over the next 25 years, and beyond.

Population growth. Growth projections over the next 40 years add approximately 100,000 new residents and 70,000 new jobs to the City, and the transportation system will need to accommodate the demand. Demographics are changing, as are preferences and needs of various groups. Transit ridership has increased significantly, with only minimal increase in service. More people are biking for commuting and recreation, while driving to work and overall car ownership rates are decreasing.

Madison in Motion's primary mission is to help make Madison a more walkable, bikeable and transit-oriented city.

To accommodate future population and workforce growth, and to avoid sprawling land development that consumes farmland, we must integrate land development and economic growth with transportation, carry more people through our transportation networks and maintain our tradition of strong, connected neighborhoods and business districts. The City must prioritize investments in maintaining existing infrastructure while improving pedestrian, bicycle and transit connectivity. We must ensure a rich, interconnected network of multimodal streets, making our neighborhoods more attractive and functional. We must also adopt effective



Bikers on the Lake Monona Path near Monona Terrace

strategies in the provision and pricing of parking to ensure the downtown and neighborhood business districts remain competitive. Improvements in freight transportation, intercity transit and air travel are necessary to ensure a high level of mobility within the City. Those improvements will ensure Madison remains competitive in commerce and tourism.

Madison in Motion is currently in the process of identifying and describing what the City and others must do for Madison to become a more walkable, bikeable and

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Planning intern **Evan Moorman** graduated summa cum laude and Phi Beta Kappa from Macalester College (Saint Paul, MN) in 2014 with a BA in Geography. There he took GIS and other planning-related courses. He is currently in a Masters in Urban and Regional Planning program at University of California, Los Angeles, finishing in June 2016. He has taken several courses in transportation including Transportation Policy and Planning, Transportation and Land Use: Parking (with parking guru Prof. Donald Shoup), Travel Behavior Analysis, and Finance of Transportation.



"I love Madison and am honored and excited to be working in the planning department this summer," Evan said.

National Council on Aging Honors the Madison Senior Center

Award Highlights Outstanding Program for Madison Seniors

National Council on Aging

The Madison Senior Center was recognized by the National Council on Aging (NCOA), receiving the “Honorable Mention in the Education Category” for its highly successful Peer-to-Peer Computer Training. The award was presented as part of NCOA’s National Institute of Senior Centers 2014 Programs of Excellence.

This Computer Training targeted volunteers who monitor the computer lab during open hours. Staff developed a four-week class to cover changing technology, equipment maintenance, software updates and social media. The trained volunteers help weekly lab visitors when they have questions about a variety of topics including using the Internet, email, finding your credit report



and filling out online applications.

The Madison Senior Center is a member of the National Institute of Senior Centers (NISC), the nation’s only program committed to supporting and strengthening the country’s 11,000 senior centers. NISC is setting the standard for the future of senior centers by promoting cutting-edge research, promising practices, professional development, and advocacy. NISC also offers the nation’s only National Senior Center Accreditation Program.

“Senior centers act as an important gateway, connecting older adults to crucial services that help them stay active and engaged in their communities,” said James Firman, president and CEO of NCOA. “We congratulate the Madison Senior Center for its outstanding efforts to improve the lives of Madison area seniors and hope that Peer-to-Peer Computer Training can serve as a model for senior centers nationwide.” ■

“We are grateful for the support of a Leck Grant from the Dane County Area Agency on Aging to advance this effort.”

—Christine Beatty
Senior Center Director

Madison in Motion continued



B-cycles are a popular way to get around town. Many different membership options are available.

a complete streets approach, accommodating all modes of transportation.

Public Transit: High capacity transit, such as Bus Rapid Transit (BRT), will be studied as will local bus operations throughout the City, including modified, additional, or relocated bus transfer centers.

Livable Neighborhoods: Creating or maintaining strong, well-connected neighborhoods, with neighborhood commercial/activity centers located along transit corridors throughout the City is a major goal of the plan.

Parking: Madison in Motion will evaluate new parking technologies and the potential need for new parking facilities at transit hubs and activity centers. ■

transit-oriented city. The plan will address the following major categories.

Bicycling: The plan will identify future expansions of bike facilities, identify problematic intersections and roads and discuss potential solutions, and expanding bike sharing programs (such as B-Cycle) to more areas of the city.

Pedestrian Network: Madison in Motion will catalogue pedestrian gaps and recommend a system to prioritize sidewalk construction. The plan will also discuss design elements that ensure a pleasant and attractive pedestrian environment.

Streets and Roadway: The plan will discuss potential improvement to innovative techniques to maximize safety and capacity while maintaining

Feel free to share your ideas with [David](#), [Dan](#) or [Urvashi](#) about the City’s transportation system future.



Weights and Measures Inspectors:

Looking out for Consumers and Businesses Alike

By the Weights and Measures Team

Ever wonder if you are truly getting what you pay for when your purchase is weighed? Or when you pay for 8.2 gallons of gas, is it really 8.2 gallons?

Glenn Wood, Cindy Lease and new hire Chris Tourdot are the current weights and measures inspectors in the Building Inspection Department. They routinely inspect and test all gas pumps, scales and balances, fuel oil and taxi meters, timing devices (such as commercial dryers) and any other devices that weigh or measure consumer products.

They also do price verification of scanning systems, and check the net content of product in packages marked by weight, volume or other quantity.

“We receive numerous complaints and follow-up on each one to ensure that the issue is corrected and the complainant has resolution if the complaint is valid,” Cindy said.

How would you know that a gallon of gas is really a gallon, and not .93 of a gallon? You’d see the seal that had been applied by one of the inspectors after the pump passed inspection. You should see a sticker on any scales that are used commercially (see photo below).

Their inspections verify that the device is correct (meets required legal specifications), legal for commercial use, and accurate within set tolerances. Inaccurate devices can hurt the consumer or the business, and must be repaired or replaced.

Price verification inspections review all aspects of the store’s pricing system. Store pricing can be market driven, causing accuracy to take a back seat. There are specific protocols the store must follow when advertising sale

items to keep the prices right and the consumers happy. Tasks like putting up and removing sales tags can cause problems for the customers and the store if not done properly.

During a price verification inspection they select a random sample of 25, 50 or up to 100 products. Samples are scanned at a register to verify that the price on the shelf tag or sign is the same as the scanned price at the register. The store must be at 98% accuracy to pass the inspection. Overcharge errors

individually, net package weight is printed on the label along with price per pound and total price. With **standard quantity** packaging all packages have a specific quantity and all must meet or exceed that specific amount. An example of this would be a gallon of milk. Package inspections are done using a scale that we verify with our calibrated weights or with calibrated glassware.

Specific procedures are used to determine the correct tare (all non-edible packaging material). Tare is deducted



This scale, used to weigh deli items, has the City Seal prominently displayed, letting consumers know the scale is in compliance.

are violations. Undercharge errors are not violations, just errors. They look at all types of sales such as BOGO (buy one, get one), store coupons, rewards pricing, etc., and problems the store may have executing their price mark-ups on products in general.

Package inspections include looking at the quantity statement on the package and determining that the product in the package is at or more than the stated quantity. They check package labeling for compliance with weights and measures law. Packaging can be **random quantity** or standard quantity. An example of random quantity would be store packaged hamburger. Each package is weighed

resulting in the final net quantity. If a shortage is detected the product is removed from sale until it can either be reweighed and relabeled by the store or returned to the distributor.

Enforcement is progressive. To gain compliance, they use education, verbal and written warnings, citations and finally court action, in a limited number of cases.

Next time you are filling your car with gas or buying groceries, you’ll know you’re getting what you paid for, thanks to the weights and measures program and inspectors. The program is based out of 4602 Sycamore Avenue on the east side of Madison. ■

New Food Carts and New Locations in 2015

Food carts are popping up around town, including Dairy Drive and Dayton Street, as well as the following locations:

The Capitol Square:

Banzo	King of Falafel
Blowin' Smoke	Ladonia Cafe
Bulgogi Korean Taco	Lao Laan-Xang
El Burrito Loco	Madison Sourdough
Cafe Social	Melted
Curd Girl	Slide
Curt's Popcorn	Taquitos Marimar
FIB's 1	Taste of Jamaica
Good Food 1 & 2	Teriyaki Samurai

Imperial Pops (house made popsicles)

Thai – Riffic

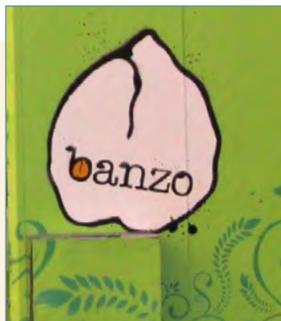
The Library Mall:

Banzo 1	Hibachi Hut
Blair Street BBQ	Kakilima
Bulgogi Korean Burrito	Luangprabang
Café Costa Rica	Natural Juice
Cali Mexican Fresh	Pagoda Smoothies
Caracas Empanadas	SoHo Gourmet Cuisine
China Cottage	Surco Peruvian
FIB's 2	Thai-riffic
Fortune Cafe	Toast – Gili's
Fresh Cool Drinks	Panini's
Fried & Fabulous	Umami Bun

There are now food carts at **Epic** (Verona), **University Reserach Park** (URP) on the west side, and on the UW Campus (**Grainger Hall**). Some food carts do business at two or three different day time sites per week.

Bubble's Doubles (URP & Epic), **Delights** - Vietnamese Comfort Food (UW Grainger Hall & Epic), **Haynes Kitchen** (URP & Epic), **Ich Liebe Dich** Mac & Cheese (Dayton St, Epic & Dairy Dr.), **Masarap** Philipino (Epic & URP), **Pickle Jar** Americana (Dayton St., Epic & URP), **Pots N Tots** Tater Tots, (E. Johnson St & Epic), **Slide 2** (URP), **Taste of Jamaica** (URP, Epic & Dairy Dr.), and **Zen Sushi** (UW Grainger Hall)

(new this season)



banzo: falafels and more



Melted: grilled cheese and more



Delights



Ladonia offers vegetarian options



SoHo Salad



Taquito's Marimar



Umami Japanese food

Detail from Teriyaki Samurai



Madison Arts Commission 2015 Grant Recipients

Supporting Arts Education, Placemaking, Music, Dance, Film, Festivals, Spoken Word and Visual Art

Donna Collingwood, DPCED & Karin Wolf, Planning

The Madison Arts Commission (MAC) awarded over \$79,000 in 2015-16 grants to support a variety of projects. Funded projects are in line with the Madison Cultural Plan, promote placemaking, and help achieve other civic goals. Funding also supports summer concerts and festivals like Make Music Madison, Revelry, Africafest, Clyde Stubblefield (honored by a coalition of music groups), Hip Hop at the top of State Street and the fall Gospel Festival.

MAC also supports visual arts, including the current MMB exhibition: **“A Mirror: The City Reflects on Itself.”** Numerous pieces of art used as *UMOJA* covers over the past 25 years hang in the first floor gallery. *UMOJA* has brought positive news about the African American community of Madison to its readers, along with engaging art.

Another recipient is the **EMCC Hip Hop Dance Program** — one of the only opportunities for kids to participate in free dance classes (the B-boy/B-Girl Dance Program was started by staff time through the Older American’s Act Title V and free space from EMCC). The program has grown from a sole focus on breakin’ and people teaching each other, to more interest in pop-locking, tuting and other forms of hip hop dance.

Africa Fest celebrates the music, food and beauty of Africa and will be in Central Park this year.



City funds are also supporting the **Artful Crossings Initiative**. The Pedestrian Flag program was started by Safe Communities of Madison-Dane County and piloted in the Monroe St. neighborhood in 2002. These original tub shaped flag holders were effective but they are receiving an upgrade! Aimed to increase pedestrian safety and public art we like to ask “Why did the pedestrian cross the road?” “To see the art on the other side.” Artful Crossings is working with local artists to purchase reproduction rights to two pieces of art, one for each side of the street.



Peter Patau’s floral photography (top with flag) delights Olbrich Gardens visitors and “Quantum Leap” (above) by Laura Meddaugh amuses pedestrians at Ohio Ave. and Atwood Ave.



Lussier Community Education Center’s fun “Windows to the World” children’s art education project (above)



High school students learn about conservation (left); First Wave and OAMI perform for High School Friday through Madison Public Library’s Wisconsin Book Festival



For a complete list of projects funded through MAC grants, visit: www.cityofmadison.com/MAC/grants/project.cfm

UW and City to Collaborate

The [Campus Master Plan](#) is a critical element that will involve closer collaboration between the City and the UW, because the UW will be pursuing approval of a master plan to guide development activities on the portions of the UW campus zoned 'CI-Campus Institutional' under the City's new zoning code. Development of the campus 10-year master plan and zoning master plan will involve a lot of discussion with city staff. The zoning master plan will require Common Council approval following a recommendation by the Plan Commission. UW hopes to have its master plan approved by the City in late

2016, according to Gary Brown, FASLA Director of Campus Planning

The 2015 Campus Master Plan Update will provide direction for future building sites and/or building additions, identify historic preservation issues, preserve and enhance open space, mitigate environmental impacts, address transportation, circulation and parking issues, plan for utility upgrades to meet projected demand, and provide critical linkages between university programs. There will be less focus on building projects and more on landscape architecture and improving outdoor spaces. Focus areas include:



- Confirm the planning principles, goals, objectives and major recommendations of the 2005 Campus Master Plan. Update as necessary to meet current and projected needs for the next 20 years.
- Analyze existing open spaces across campus and recommend changes to define and enhance their use.
- Evaluate campus transportation facilities and update the long range transportation plan.
- Update the campus utilities master plan.

Staff to Study State Street – Capitol Square Area for Future Planning

Bill Fruhling, Planning

State Street has long been considered the city's premier shopping street. It is well known for its quirky shops, restaurants, bars, and unique offerings that can't be found anywhere else in Madison. Its location in the core of downtown connecting Capitol Square to the UW-Madison (with the Overture Center in between) means that you can often find a broad cross section of the community there. It is a place that many Madisonians feel a strong connection to.

State Street, the Capitol Square and the surrounding area has seen a lot of change. Over the past 20 years, the number of retail/service uses on the ground floor spaces along State Street has dropped by approximately 16%, while the number of bars/restaurants has increased by approximately 18%. Thousands of new housing units have been built in the past few years, are currently under construction, and are in the approval process. This trend is expected to continue.

What other changes can we expect in the coming years? An upcoming planning process, managed by Rebecca Cnare, will seek to answer that question and, though an involved public process, will set a clear direction for the future. In March, the Common Council approved a resolution directing DPCED staff to conduct a 1-2 year comprehensive study of the State Street-Capitol Square area. This effort will consider issues related to: 1) physical design and character issues (pedestrian access, public amenities, public art, storefront rhythm and design, signage and historic preservation, etc.), 2) programming issues (events, sidewalk cafes, food carts, etc.), 3) business issues (rent affordability, marketing and branding, retail trends, business mix, etc.), 4) transportation issues (buses, Bus Rapid Transit, bicycle lanes, and parking, etc.), and 5) other issues (behavioral concerns, mall maintenance, and partnerships, etc.). ■



Photos: Warren Hansen

Employee News

New Hires

Patrick Empey was born in Marshfield, Wisconsin but spent the majority of his early life living in Florida as his father served eight years in the US Navy. After his brother Sean was born, they moved back to Wisconsin where he attended Sauk Prairie High School. He graduated from UW-Whitewater with a degree in Geography and began his career as a GIS Analyst in Madison. He was married last June and Patrick and wife Julie recently purchased their first home in Oregon. Patrick enjoys spending his free time fishing, golfing, and playing with his golden retriever Shandy. Patrick is excited to serve this great city of Madison.



guidance to MPOs for the urbanized area boundary and functional classification update process, development of MPO work programs, TIP, and long range plans. Urvashi has also worked on developing traffic forecasts for corridor studies and planned projects, and has assisted with the development and management of travel demand models. Urvashi enjoys walking and biking and living in pedestrian and bicycle friendly Madison. She also enjoys creative projects such as crocheting bags, doilies, and other woolen items.



Kristine (Kris) Koval was hired as a Real Estate Agent 3 in late April. Previously, Kris worked as an Asset Manager and Investment Manager with Greystone Realty Corporation, a wholly owned subsidiary of New York Life Insurance Company ("NYL"). Greystone Realty handled the equity real estate general account fund of NYL. She also worked for LaSalle Partners, Raymond Management Company and Gorman and Company. Kris is a graduate of the UW-Madison Business School with degrees in Finance and Real Estate.

Urvashi Martin, AICP, received her undergraduate and graduate degree in Political Science from Delhi University, India. She came to the US in 2009 to earn another Master's degree in Urban and Regional Planning from the University of Iowa. Urvashi joined the Department of Health Services for a short period before moving to the Wisconsin DOT to work in Transportation Planning. She has been working with the planning team at WisDOT for the past three years on projects such as statewide freight analysis, providing technical and policy



Dan McAuliffe is a Planner with the City of Madison whose work focuses on land use and transportation issues in the City. He was hired as a zoning inspector in 2014. Prior to working for the City of Madison, he was a Senior Planner/Urban Designer for the Capital Area Regional Planning Commission, where he led an award winning scenario planning effort as part of the Future Urban Development Area (FUDA) planning studies. He also worked as an Associate Planner with the City of Gresham, OR, where he wrote zoning and design standards addressing commercial development in the city. Previously a planner at Planning and Design Institute (later part of Graef), he created redevelopment concepts, wrote design guidelines and performed development analysis. He holds a Masters degrees in Urban Planning and Architecture, as well as a certificate in real estate development from UW-Milwaukee and is a LEED Accredited Professional.

Terry Smith has joined Building Inspection as a plumbing/heating inspector. He has been working in the plumbing/heating trade for 23 years. Terry holds a Master Plumber license and comes to us from Dave Jones Inc. where he served as a Project Manager for both plumbing and heating.



Chris Tourdot joined the Weights and Measures team as a full time inspector within Building Inspection. Chris comes to us via the State of Wisconsin Department of Agriculture, Trade, and Consumer Protection Division in LaCrosse. Chris has an extensive background in weights and measures.

Ben Zellers, AICP, CNU-A, attended Miami University and majored in Urban Planning and Geography, then returned to Madison for graduate school in



planning. Ben interned in planning with the City of Middleton. Ben has been a planning consultant at Vierbicher for the past 9.5 years, working on projects throughout Wisconsin, with a focus on redevelopment, tax increment financing, corridor planning, and urban design. Ben has done work for Dane County communities including assisting Maple Bluff in the creation of their first tax increment district and working with both Monona and Shorewood Hills on redevelopment planning and TID creations. He has worked with private developers, including writing the urban service area amendment request, PDD zoning, and design guidelines for the Community of Bishops Bay in Middleton. Ben serves on the Congress for the New Urbanism's Wis. chapter's board. When not planning, Ben likes to spend time on the area's bike paths and at the Sheboygan Community Garden.

Retirements

Helen Dietzler, Community Development

Patricia Guttenberg, Program Coordinator, Senior Center. Pat's favorite part about being the Program Coordinator has been the opportunity to think outside the box and bring unique talent and activity to the Senior Center.



Pat looks forward to spending more time with her family in her retirement.