



Regent Neighborhood
A S S O C I A T I O N

August 13, 2010

Mr. Tim Cooley
Director, City of Madison Economic Development Division
Madison Municipal Building
P.O. Box 2983
Madison, WI 53701

Re: City Development Review Process

Dear Mr. Cooley,

The Regent Neighborhood Association Board would like to submit comments on the City's current development process, and its efforts to improve this process. We will attempt to be brief in our comments, as other neighborhood associations have provided specific recommendations. The RNA board's general comments are:

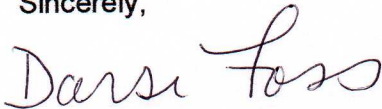
1. Neighborhood associations play an important role in organizing and communicating with the residents within their boundaries, whether or not those residents are members of the association. These associations are fundamental to working with the city and developers to ensuring that adequate public engagement occurs.
2. The current development process would benefit from some thoughtful improvements; however, the current process is not broken.
3. Greater training should be provided to neighborhood associations, developers, neighbors, alders, city committee members and others on the basic elements of the city of Madison's development process, particularly training on process, roles and responsibilities are crucial. This should include the relationship between of neighborhood plans, the city's comprehensive plan and the zoning code.
4. A flexible process to accommodate smaller, non-controversial projects should be explored/piloted. We also support the requirement for a supermajority in the Council to overrule the commissions.
5. We support the current independent commissions, although we welcome training on how these committees function and their role in the process.
6. Knowledgeable, professional and neutral city staff and commission members are the backbone of a successful development process.
7. Sufficient notice and information to neighbors, neighborhood associations and other stakeholders should be provided by the developer as early in the process

as possible, to maximize information about the development and to eliminate delays.

8. Adequate and timely notice to the neighborhood would include notice across alder or neighborhood association boundaries. The current 200 foot limit is not adequate notice to impacted neighbors.
9. For more complex developments that will likely involve significant public interest, a best practice would be to have an independent third party trained in planning and facilitation to lead the community engagement process.

In closing, we appreciate the opportunity to comment on this initiative.

Sincerely,



Darsi Foss
RNA president on behalf of the RNA Board

Cc:
Shiva Bidar-Sielaff, Alder
RNA and Regent Neighbors' Listservs
Regent Neighborhood Association Members

RNA Board Members:

JoAnne Kloppenburg
Betsy Greene
Maggie Coluccy
Brad Wolbert
Rachel Currans-Sheehan
John Schlaefer
LD Oakley
Sarah Canon
Cathy Cetrangolo

Ronnie Hess
Mary Sarnowski
Steve Arnold
Peg Cullen
Brent Sainsbury
Marcia Vandercook
Laura Rose
Jason Bittner
Ron Rosner