



June 1, 2018

JUN 4 2018

Planning & Community
& Economic Development

Dear Mayor Soglin and Director Stouder,

Bob Keller and I had the pleasure of meeting you and your staffs regarding the early draft Comprehensive Plan and how it impacts West Washington Avenue, specifically the properties in the 400 and 500 blocks of West Washington Avenue.

We provided evidence that the initial/early drafts of the Comprehensive Plan showed the 400 and 500 block of West Mifflin and Dayton Streets as **DMU** or Downtown Mixed-Use zoning and the 400 and 500 blocks of West Washington Avenue were designated as **DR2** Residential zoning. The proposed 2018 Draft Comprehensive Plan zoning designation for the majority of the 400 and 500 blocks of West Mifflin and Dayton Street remain **DMU**, however, the 400 and 500 blocks of West Washington Avenue (excluding existing PUD's and the corner of South Bedford and West Washington Avenue in the 500 block) are now showing **MR** or Medium Residential zoning. By way of comparison, the corner of South Bedford Street and West Washington Avenue (as previously referenced) is designated as **DMU** in the 2018 Draft Comprehensive Plan.

Our discussion with you and Planning Staff that day surrounded around the developed historical uses on the 400 and 500 block of West Washington Avenue. As you know all redevelopment projects in Madison eventually have a discussion about "fitting into the neighborhood" or similar context (State Street hotel being the most recent example). Our future redevelopment plans include the property in the 400 and 500 blocks of West Washington Avenue. Our concern is that the **MR** proposed zoning does not accurately depict the historical use of the properties on these blocks or match the historical evolution of the "neighborhood". An **UMX** zoning better reflects the future use/redevelopment of these two blocks.

There are currently approx. 20 business that operate and have their business addresses in the 400 and 500 block of West Washington Avenue. That number of current businesses does not include the vacant office space at 433 West Washington Avenue. To refresh your memory, 433 West Washington is a 25,000 square foot office building that was constructed in the 1960's as headquarters for the American Automobile Association ("AAA"). For the last 25 years, Deloitte Consulting has occupied a majority of the building along with the State of Wisconsin and other smaller locally- owned and regional tenants. Deloitte out grew the space in 2017 and the property is currently mostly vacant. We are exploring many different options for the building and site.

No one can argue the fact that there are significantly more commercial uses today on the 400 and 500 blocks of West Washington Avenue than any of the segments of 400 and 500 blocks of West Dayton and West Mifflin Street. Yet, those areas are designated as **DMX** Mixed Use and

the West Washington Avenue property - where the commercial activity and traffic is concentrated - is proposed to be **MR** zoned. West Washington Avenue is a main artery going west out of downtown and to the Kohl Center. It is the most efficient artery for the traffic to traverse the Bassett Neighborhood. Dense development along West Washington Avenue will allow for future Bus Rapid Transit to connect the Square and points going south and west. Currently there is full express Metro Bus to and from Epic from the 500 Block of West Washington Avenue every weekday. The City plan should be encouraging more dense development along the corridor including commercial uses and neighborhood supporting retail services for the Bassett neighborhood and to make a potential BRT system work better for those that will pay for it - the citizens of Madison.

My sense during and after that meeting was that there was some agreement to changing the zoning designation in the comprehensive plan for properties in the 400 and 500 Block of West Washington Avenue. My recent review of the now public comprehensive plan shows otherwise. <https://www.imaginemadisonwi.com/workbook-comparison-map>

We request an opportunity to again discuss the zoning classification for the 400 and 500 Block of West Washington Avenue as proposed in the 2018 Draft Comprehensive Plan. We request that the zoning for the properties in the 400 and 500 block of West Washington Avenue be zoned DMX which more accurately fits the current land uses.


David C. Keller

Keller Real Estate Group
[REDACTED] West Washington Avenue
Madison, WI 53703

[REDACTED]
(mobile)
(fax)



1. Change the southern half of the northern side of the 800 Williamson block from CMU to NMU.



Google Maps, 2018



CMU is not appropriate in the middle of a block that is primarily a residential block: the intensity of CMU is too great. CMU is for " ... an intensive mix of residential, commercial, and civic uses serving residents and visitors from the surrounding area and the community as a whole." Page 23, draft Comprehensive Plan. Further, the uses across the street are NMU.

Having the front half of the north side of the block be NMU would be a better fit: "... residential uses, as well as retail, restaurant, service, institutional, and civic uses primarily serving nearby residents." Page 22, draft Comprehensive Plan.

The other uses on the north side of the 800 Williamson block are unlikely to substantially change. The development at the west end of the 800 block (renovation of historic building, condos, and apartments) was a project completed circa 2005. The apartments, at the eastern end of the project, are 3 stories, the condos are 4 stories (with the 4th story significantly set back from Williamson). At the east end of the block are 3 historic properties, two of which are two-stories used as residences and the corner property is three-stories (bar and rooming house).

2. Change the Elks Club property back to Medium Residential.



This property was proposed as Medium Residential (20-90 units/acre and up to 5 stories). At the March meeting it was changed to NMU. The discussion, at least in part, focused on having a restaurant on the ground floor so that there would be some measure of public access.

Staff recommended maintaining MR: (1) there is no parking on Williamson in front of the Elks Club; (2) the machinery Row bike path runs in front of the site and ground floor commercial would create more conflicts with bicyclists; (3) cars are not allowed to turn right onto Jennifer to access on-street parking; (4) and, shorter-term retail/restaurant customer parking may increase use of the Blount Street cul-de-sac when compared to the less frequent turnover of residential use.

Staff's reasons were sound. BUILD II provides for 4 stories at this site with a bonus story, up to a 5-story maximum, if "if a project incorporates significant publicly accessible green space

along Lake Monona.” This dovetails nicely with Strategy 7 of the draft Comprehensive Plan’s “Green and Resilient” section: “Improve public access to the lakes.” The Strategy recommends maximizing the amount of protected shoreline, either through purchase or easements, and cites public concern about needing improved connections to the lakes from downtown.

True public lake access for all, rather than just a pleasant dining experience for some, could be accomplished through this property remaining MR. When the property is developed, the advantage of an additional story in exchange for a public easement would meet both BUILD and draft Comprehensive Plan goals.

3. Reinstate existing Note 1 to existing Map 2-2a (Schoep’s site)



Note 1: This is currently the site of a long-established ice cream production facility located within a predominantly residential neighborhood. If this site is redeveloped at some future time, a mix of residential development and neighborhood-serving commercial or employment uses is recommended rather than redevelopment with a new industrial use. The existing grocery adjacent to the ice cream plant is a significant amenity to the surrounding residential area, and a neighborhood grocery should be retained as part of any future redevelopment. Buildings should be generally compatible in scale with existing residential and commercial buildings in the area.

This area is currently NMU and the recommended land uses include: “Housing types similar to Low-Density Residential districts, but with no fixed maximum number of apartment or row house dwelling units in a building, provided the building scale is appropriate. Generally, this will be a relatively small building when the adjacent neighborhood is low density.” Buildings should be 2-4 stories in height with a general maximum density of 40 du/acre.

Although the draft map provides that the site remain NMU, NMU intensity has increased up to 70 units/acre. The Plan Commission approved a conditional use and rezoning for 418 Division, at 78 du/acre. But that does not mean this level of intensity is appropriate for the entire site. The 418 Division Staff Report stated: "Regarding the proximity to the TOD overlay, the Planning Division believes that the subject parcel, being located in the northeast corner of the area under discussion, and closest to the TOD node, is the preferred location for higher density development."

Respectfully Submitted,
Linda Lehnertz

From: [REDACTED]
To: [Imagine Madison](#); hstrouder@cityofmadison.com
Cc: [Eskrich, Sara](#); [Horvath, Linda](#)
Subject: Imagine Madison Planning for Monona Bay Neighborhood Association
Date: Tuesday, June 05, 2018 1:49:40 AM

Heather,

The Monona Bay Neighborhood Association is currently working with Linda Horvath to write a New Neighborhood Plan as part of the Triangle and Monona Bay Neighborhood Plan. We would ask that you don't make any changes to the 2006 zoning and planning, as this will be addressed in the next couple years with the updated plan. The Monona Bay Neighborhood's borders are The Southern side of Proudfit St from the Boathouse west to Regent, Regent intersecting South Park Street, the East side of South Park Street south to Haywood Drive, and covering the West and North Monona Bay shorelines of the park, including South and West Brittingham Place.

We have a rather unique neighborhood that is made up of generational residents that have taken an active stake in improving our neighborhood and has made Brittingham Park a place that is safe to visit and play; something not possible 12-15 years ago. We are taking the steps necessary to involve and include all groups during this planning process. Many of the residents took an active role in crafting the 2006 plans and have been equally interested in shaping our neighborhood for the future generations.

I will add that the neighborhood and its residents, after several meetings and discussions, strongly oppose adjusting zoning/height restrictions from the 2006 plan to High Density for the Properties between West Washington, Proudfit, and West Main St; these properties are known as Parkview Apartments, Journey and the vacant property on the corner. Additionally, the Monona Bay neighborhood and its residents oppose moving from low-density for the block surrounded by West Main Street (700 block), South Brittingham, West Brittingham and Proudfit streets. Finally, the properties on the West Shore of Monona Bay will be addressed in our plan, and we ask that we maintain the 2006 plans regarding height and density. In discussion with our alder, Sara Eskrich, it sounds like these changes were mistakenly made within our neighborhood but neighbors have united and over 100 people have given their support against the proposals suggested above.

Should you or your team have any questions, I'll be at the TMB Steering Committee Meeting this Wednesday at 5:30 on the Triangle or available via email or phone. We appreciate your consideration as we work to craft a plan that represents our neighborhood and the city as a whole.

Regards,

Jared Pelski
President
Monona Bay Neighborhood Association
[REDACTED] W Main St
[REDACTED]



June 4, 2018

Kristie Laatsche, Planner
City of Madison Planning Division
126 South Hamilton Street
Madison, WI 53703

Dear Ms. Laatsche,

The Town of Verona appreciates the opportunity to comment on the City of Madison's new comprehensive plan. We are impressed with the document, and we hope to work with your department more as it's implemented.

The Town of Verona's primary interest is in Madison's potential growth into areas that are currently in the Town of Verona. On the draft future land use map this includes areas east of Shady Oak Road, the Raymond Road corridor, and land along Nesbitt Road and Cross Country Road.

In the Shady Oak Road area, we appreciate that the land use plan doesn't cross over Shady Oak Road. We assume that the rural homes on the east side of the road will remain in the Town even though they are shown in a green buffer area. In this area, the Town of Verona would be eager to help connect the Ice Age Trail.

In the Raymond Road corridor, the Town understands that several owners of large parcels may opt for annexation into the City of Madison. However, there are also many individual homes along Raymond Road, Hickory Ridge, Shagbark Court, and Jeffy Trail that may stay in the Town for some time. We hope that the City will work with the Town to avoid the impacts of urbanization on these homes. In addition, as these areas become more isolated from the rest of the Town because of City growth, they become more expensive for us to serve. We hope that the City of Madison can appreciate these impacts and work on agreements for services with us. Snow removal and mowing the Town right of ways could be topic for agreements.

Along Nesbitt Road there is an established neighborhood, Hillside Heights, and some of the Town's only commercial uses, Barnes Inc., Felly's Flowers, and others. These are shown on Madison's future land use map, but the Town would like to see these areas remain in the Town because they are extremely important to our tax base. In addition there is land within the City's green buffer that the Town sees opportunities for commercial development. We assert that the Dane County park land along Cross County Road and the Dane County land southwest of Goose Lake already provide this buffer and there is no need to prohibit the development of a few parcels in the Town.

Since the City will be adopting a future land use map with clear boundaries, the Town would like to enter into a boundary agreement that allows some development within the extra-territorial jurisdiction area beyond the City limits. We look forward to working with your department on that and other cooperative efforts.

Sincerely,

Amanda Arnold, AICP
Planner/Administrator
Town of Verona

From: noreply@engagingplans.org on behalf of [Imagine Madison. People Powered Planning.](#)
To: [Laatsch, Kirstie](#)
Subject: Form submission from: Contact Us
Date: Thursday, June 07, 2018 12:40:58 PM

Submitted on Thursday, June 7, 2018 - 1:40pm
Submitted by anonymous user
Submitted values are:

Your Name: Belle Frink

Your Email Address: [REDACTED]

Your Phone Number:

Your Message: I couldn't find the link in the plan for parks. I'm very interested in improvements for all parks, but specifically Rennebohm. I've given input before and will take this opportunity to reiterate—Madison parks are underutilized. I believe they could be so wonderful—similar to the parks in Boston and Europe where there are benches for people to sit and relax and for the elderly to rest on walks. There are only a few at Rennebohm and they sit in dirt (which are muddy when damp) and several face the street and traffic. There could be ponds, shade trees near benches, decorative flowering trees/shrubs, bocce ball or similar games, etc. Thank you for allowing a comment!

From: noreply@engagingplans.org on behalf of [Imagine Madison. People Powered Planning.](#)
To: [Laatsch, Kirstie](#)
Subject: Form submission from: Contact Us
Date: Thursday, June 07, 2018 12:40:14 PM

Submitted on Thursday, June 7, 2018 - 1:40pm
Submitted by anonymous user
Submitted values are:

Your Name: Cgrackers

Your Email Address: [REDACTED]

Your Phone Number:

Your Message:

Explain to me how it is possible to make major improvements to the transit system and NOT include the airport?

Or with all these pages and so little spare time did I miss what would be a service that MOST cities provide?

Revised 6/7/2018

MEMORANDUM

TO: Madison Food Policy Council
FROM: Comprehensive Plan Work Group
RE: Potential Revisions to the Draft Comp Plan
DATE: June 1, 2018

This memorandum offers potential revisions to strengthen and enhance references to food issues in the draft Comprehensive Plan document introduced to the Common Council on May 2nd. The Madison Food Policy Council's recommendations on June 6th will be added to those provided by seventeen other boards and commissions that have been reviewing the draft and providing recommendations to the Plan Commission for final consideration and adoption by the Common Council sometime this summer.

Suggested language for each potential recommendation is preceded by an explanation of why the Comp Plan Work Group believes it is an important and helpful revision. Please review the draft document, which can be found on the Imagine Madison website (www.imaginemadisonwi.com) as well as Legistar file #51349, and come to the June 6th meeting prepared to discuss and vote on each of the following recommendations. Members who have additional suggestions are invited to provide them, in a similar format, to staff (George and/or Jasmine) by Monday, June 4th so everyone has time to review them by Wednesday's meeting.

Land Use – Strategy 6: “Reduce the demand for development of farmland on the periphery of the city.” (page 39) This statement clearly assumes the importance of preserving farmland, but says nothing about why. The Comp Plan acknowledges that Dane County has some of the most productive agricultural land in the world (page 100), includes strategies about mapping current agricultural uses and prioritizing properties where food production as a future land use could be encouraged (page 97), identifies locations for additional community gardens and urban agriculture (page 58) and includes a Productive Agricultural Soils map (page 143) identifying these areas. The Sustainable Madison Committee supported the Work Group's request to note the importance of preserving agricultural land for food production; the Economic Development Committee recognized the challenge of balancing housing development with food production on prime agricultural lands. This is clearly an important Land Use issue, and one the Work Group believes will require proactive implementation by Planning Staff and the Plan Commission in the years to come.

The Work Group suggests adding the italicized phrase to Action (a) expressing the need to Update Neighborhood Development Plans:

“While they included some forward-thinking aspects, the layouts and mix of land uses tended to be disconnected, car-oriented, and low-intensity, and significantly under-valued agricultural land for food production.”

Neighborhoods – Strategy 8: “Ensure access to food that is affordable, nutritious, and culturally specific” (page 58) For some reason, a very significant, sentence was removed from the initial draft of the Comp Plan that read “Access to food is one of the most basic life-sustaining strategies of the Comprehensive Plan”; it was replaced by the much more limited statement “Access to healthful foods, especially for families with children, has major impacts on quality of life”. Noting that seven of the fifty strategies in the plan involve food, the Work Group recommends – and the Housing Strategy Committee supported – restoring the original sentence, and adding the word “healthy” so it reads as follows:

“Access to healthy food is one of the most basic life-sustaining strategies of the Comprehensive Plan.”

Economy & Opportunity – Strategy 7: “Support efforts of businesses and consumers to produce and buy local food, products, and services. (page 71) The Work Group discussed the following revision to Action (a) “Food Innovation District” with the Economic Development Committee on May 16th, which embraced this language in its motion to the Common Council for adoption of the Comp Plan. Our suggestion broadens the previous focus of this strategy from a “northside food innovation district” to include other areas and resources in the city:

“Madison is positioned to develop strong local and regional food-related infrastructure, and strengthen its economy. The city can progress with this vision by further clustering and incentivizing the growth of aggregation, processing and distribution facilities. The developing Public Market will anchor a food innovation district connected to the north side, linking the FEED Kitchens, Madison College’s culinary school and, importantly, the former Oscar Mayer plant site. There will be similar opportunities in south Madison, and elsewhere in the city. Having food-related businesses cluster in close proximity will provide benefits from sharing ideas, talent, vendors, and infrastructure. Food innovation districts in Madison will, in turn, support growers, processors and buyers in Dane County and the region.”

Strategy 6 (page 70) provide a graphic showing the share of market that is food-related as a replacement for the whiteboard photo.

Culture & Character – Strategy 3: “Create safe and affirming community spaces that bring people together and provide social outlets for under-represented groups. (page 79) There’s currently a sentence at the end of the third paragraph in the introduction that reads “This includes providing culturally appropriate venues for events, family gatherings, traditions, music and exhibits”. This sentence omits an important suggestion from the Work Group to include food on this list. Suggest the following revision:

“This includes providing culturally appropriate venues for events, family gatherings, *food*, music, and exhibits.”

Green & Resilient – Strategy 9: “Support safe and sustainable farming and gardening practices to protect the ecosystem and public health” (page 97)

We are very pleased to see this strategy included in the Comp Plan, along with the two actions supporting community gardens and food production within the city. This is a very important strategy from our perspective.....but there was a third action in the April draft that the Sustainable Madison Committee voted to restore:

“Guidelines for Sustainable Agricultural Best Practices

We must also work to reduce the amount of harmful fertilizers, pesticides and herbicides used, as they have negative environmental and health impacts. Some fertilizers contain high levels of phosphorus that negatively affect the lakes and waterways; compost is one natural alternative to provide the soil with needed nutrients. Guidelines should be established for community gardens and other forms of urban agriculture to promote best practices that support both the natural environment and public health.”

The Work Group also suggests clarifying the title of this action to read “*Sustainable Agricultural Practices*” and, at Planning Staff’s request, offers the following description of “urban agriculture” for the side bar on page 97:

“Urban agriculture involves the production of food for personal consumption, market sale, donation, or education, and includes associated physical structures, policies, and programs in cities and suburbs. Urban agriculture exists in multiple forms and for multiple purposes, including market farms, community gardens, school gardens, full-year vegetable production in greenhouses, orchards, rooftop gardens, and the raising of chickens, fish and bees.

Madison has supported a recent growth in urban agriculture through its Zoning Code, and other City ordinances permitting community gardens, fruit and nut trees, beehives and backyard chickens. The Zoning Code allows the creation of Urban Agriculture Districts to encourage small-scale farming within the city, one example being the 4.5-acre Troy Community Farm on Madison's north side. A joint city/county citizen work group has also been formed to develop supportive policies for urban farms and community gardens across Madison and Dane County.”

Effective Government – Strategy 1: Pursue regional solutions to regional issues. (page 100) The following language was discussed with the Economic Development Committee on May 16th and included in its recommendation for adoption of the Comp Plan. This language is more explicit about potential partners, places more active emphasis on key components, and strengthens the supply chain of the local food system than the original language in the draft:

“Work with Dane County and other municipalities in the county/region to develop a regional food systems plan.”

“Dane County has some of the most productive agricultural land in the world, as well as a strong food economy. The City should support Dane County and other entities in developing a regional food systems plan that would identify key components and prioritize development of the regional food supply chain. Strengthening our local supply chain will bring additional food security to our region, job opportunities for residents with a wide range of backgrounds, and support preservation of our agricultural land.”

Land Use Supplement

Traditional Neighborhood Development (page 122) – consider adding language about “agri-hoods”

Land Demand Analysis (page 126) – balance the need to preserve farmland

Maps No changes suggested, but two maps are worth noting

Natural Features (page 142) – protect pollinator habitats

Productive Agricultural Soils (page 143) – preserve and utilize for local food

Glossary

City Programs mentioned on page 58 deserve their own definition entries.

- Healthy Retail Access Program definition is fine (page 156)
- SEED Program: The City of Madison budget includes annual funding to be distributed as micro-grants by the Madison Food Policy Council. The MFPC encourages community groups to submit proposals that improve the local food system and make food more accessible to Madison residents
- Double Dollars: A Madison area farmers’ market program for SNAP FoodShare users, offering a dollar for dollar match for transactions up to a certain amount on a given market day. Participating markets can be found throughout the city, and throughout the year.

Additions:

Sustainable Agriculture: Sustainable agricultural systems respond to site-specific conditions by integrating cultural, organic, and mechanical practices that foster cycling of resources, promote ecological balance, and conserve biodiversity.

Urban Agriculture: Urban agriculture involves the production of food for personal consumption, market sale, donation, or education, and includes associated physical structures, policies, and programs in cities and suburbs.

Edits to Comp Plan WG Memo

Double Dollars Program and Farmers Markets

Suggestion for Glossary (Memo page 4, Comp Plan page 155)

Double Dollars: A program for FoodShare users in Dane County, offering a dollar-for-dollar match for EBT transactions at participating farmers' markets, farm stands, and food retail locations. The program is available year-round at sites throughout the Madison area.

Neighborhoods and Housing, Strategy 8, part c (Farmers' Markets and Food Stands)

Simply expanding farmers markets and food stands to more areas of the city does not necessarily reach many more people, especially those who are food insecure. Programs like Double Dollars and the Farmers' Market Nutrition Program (i.e. WIC and Senior farmers' market checks) are proven strategies to make the food at those outlets more affordable, a dimension of "food access" mentioned in the title of Strategy 8. The Double Dollars program is mentioned in the "Retail Access" section of this strategy, but it is really a growing hallmark of local farmers' markets and farm stands and belongs in this section.

Additional sentence added in italics:

"Additional farmers market and food stands were strongly supported by Resident Panels and other public Imagine Madison participants. Expansion of these businesses to more areas of the city would reach many more people, many of whom do not have regular access to healthful food. A "lemonade stand" style of business was proposed for food stands – small scale startup food businesses with low barriers to entry for entrepreneurs while being nimble enough to respond to the food and nutrition needs of the neighborhood. *Expanding the Double Dollars program and Farmers' Market Nutrition Program to farmers markets and food stands throughout the city would help people afford to buy food there and create additional demand for local food businesses.*"

June 4, 2018



To: Natalie Erdman Brian Grady, Jeanne Hoffman,
Chris Petykowski, Heather Stouder

From: The Marquette Neighborhood Association Board
RE: Sustainability and the Comprehensive Plan

Dear City Employees:

We understand that the complete Draft Comprehensive Plan Update, including a chapter entitled "Green and Resilient", will be introduced at the May 1 Common Council meeting, with the expectation that adoption by the Council will occur in late July or early August.

We also know that a set schedule for "neighborhood feedback" on the draft plan has not yet been identified but that the May 9 Board of Parks Commissioners Meeting, the May 21 Sustainable Madison Committee and Committee on the Environment Meeting and a June 4th Plan Commission meeting are all opportunities for our members to voice their opinions. We ask that our board is actively informed of these, and other meetings. We may be contacted at mnaboard@marquette-neighborhood.org.

We have a number of committees that work on issues related to historic preservation, canopy trees, green space and transportation; and our neighborhood is particularly passionate about sustainability and the many ways it is defined. We admire cities that have incorporated these ideas into ordinance form, as Portland, Oregon has with its "Green Streets Policy."

Our board urges you to consider sustainability—walkability, bike-ability, improved traffic connectivity, air quality, aquifer health, storm water management, art, green space, public spaces and canopy trees to be in equal in importance to other aspects of the Comprehensive Plan.

Finally, we support the fine work that has been accomplished by the City of Madison, the Sustainability Plan and the Pollinatore Report, for example. Our board values this long-term vision-setting work and is hopeful about the future of our city.

Please keep us informed and please consider the priorities of the Marquette Neighborhood, which are priorities that we believe align with what makes Madison a great place to live.

Sincerely,

A handwritten signature in cursive script that reads "Lynn Lee". The signature is written in dark ink on a light-colored, slightly textured background.

Lynn Lee
President
Marquette Neighborhood Association

Cc: Alder Marsha Rummel
MNA Traffic Committee

MNA Board Members

SASY Board President – Brad Hinkfuss

TLNA Board President – Patty Prime