

May 25, 2017

City of Madison Planning Division

Heather Stouder via email hstouder@cityofmadison.com

Bill Fruhling via email bfruhling@cityofmadison.com

Brian Grady via email bgrady@cityofmadison.com

RE: Imagine Madison FLUM Change Requests

Good Afternoon Heather, Bill, and Brian:

It is Delta Properties hope to resolve change requests re the FLUM 2017 with planning staff. Our comments are parcel specific and they are based on the written recommendations of the adopted 2012 Downtown Plan. This is the procedure that is specified in the Imagine Madison web site, but I will also put the June 26 Plan Commission work session on Delta's calendar.

Delta has four planning comments for the proposed 2017 FLUM envisioned by Imagine Madison. We assume that neither Delta nor any other property owner is responsible for defining a specific project in the course of a future land use planning exercise.

First: as to the intersection of West Main and Bedford Street.

The Downtown Plan includes this intersection as a part of the West Rail Corridor. For this neighborhood the adopted plan concludes, "...**proximity to the University make it a choice location for new employment ... and district-serving commercial uses (p.52).**

Delta agrees that the West Main/Bedford Street intersection orients to the West Rail Corridor as well as to the adjacent Tobacco Warehouse and Bassett neighborhoods. **It is Delta's interpretation that this strategic, well developed intersection should be marked with a circle on the 2017 FLUM as an activity node for employment and commercial uses at the intersection of the West Rail Corridor, Tobacco Warehouse and Basset neighborhood districts.**

Second: as to the proposed 2017 FLUM mapping of 545 and 551 West Main Street.

The 2012 Generalized Future Land Use Map (p.35) shows 99' of the total 115' of frontage for this single use commercial parcel as part of the West Rail Corridor employment district. The 2017 FLUM should not designate the easterly 16' of

frontage as a recommended residential development opportunity. It is clear that no residential project could be built on such a narrow sliver of land. Suggesting two conflicting uses (commercial and residential), the proposed 2017 map casts unnecessary uncertainty as to the recommended future land use for this corner. **The proposed FLUM 2017 should eliminate this inconsistency in favor of the historic and dominant commercial land use indicated by the adopted 2012 FLUM.**

Third : as to the 2017 FLUM proposed use of 633 West Main Street as a single use residential development site. Delta, Planning, and Zoning worked through this misconception including final action by the Madison City Council in May of 2015.

The 2017 FLUM clearly should not characterize this as a single use residential development site. Current zoning identifies this parcel as a UMX mixed use development opportunity. The 2017 FLUM should respect these earlier, fully deliberated council decisions.

Finally: as to the 2017 FLUM characterization of the 612 West Main, 634 West Main, and 625 West Washington as a mixed use development site.

The Downtown Plan characterizes the West Rail Corridor as an employment and commercial sector. This is the current use for all of these 600 block properties. The 2012 FLUM as well as the proposed 2017 FLUM should consistently characterizes all west rail corridor properties as employment and commercial centers. The 600 block properties should not be treated as exceptional mixed use parcels.

We appreciate that staff will review these change requests and let us know whether the Imagine Madison planning process will incorporate these requests.

Thank you.

Delta Properties

By John Koffel, Director

CC. Alder Mike Verveer

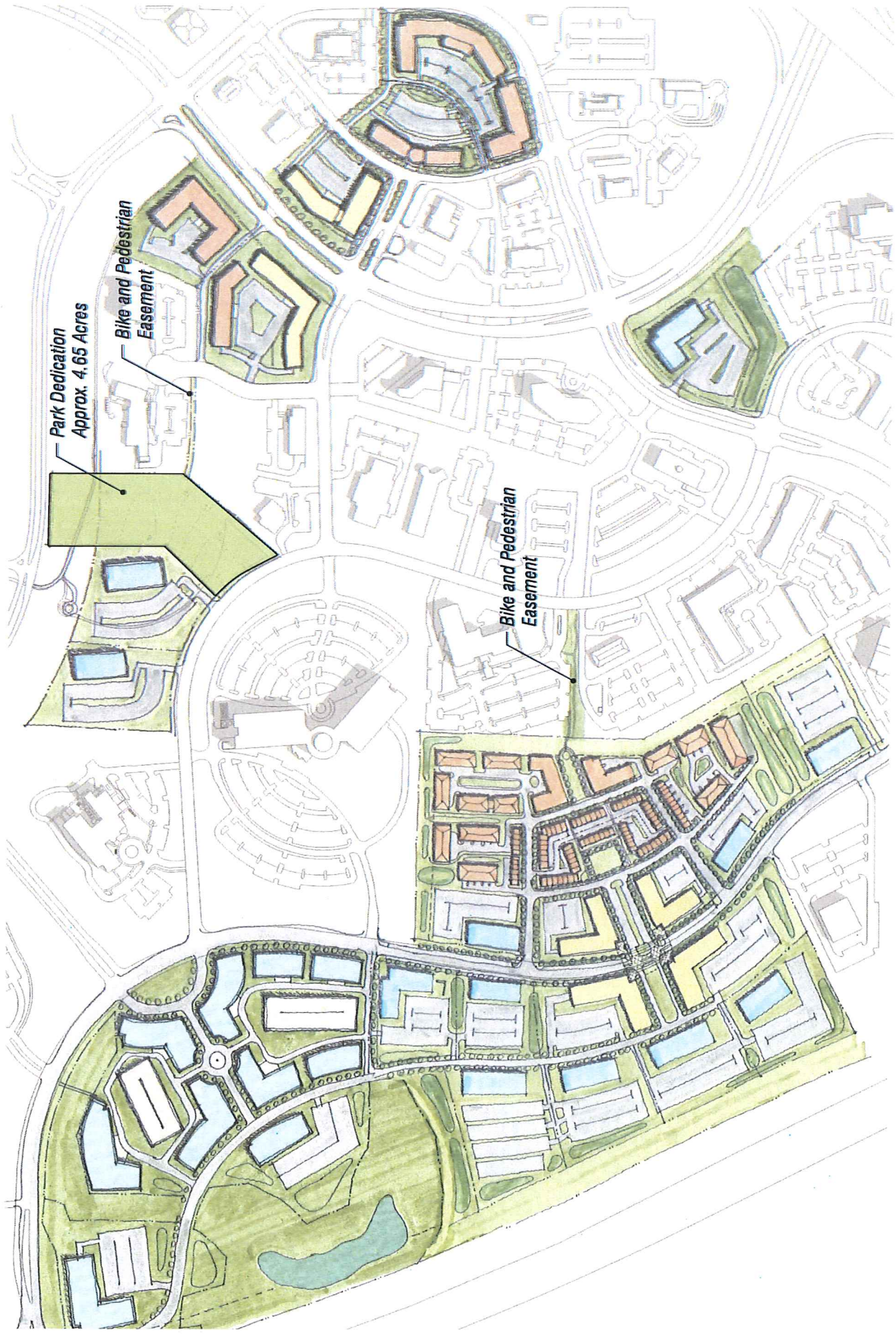
Future Land Use Map Amendment Request
3/29/17

The American Center was planned over 25 years ago as a business park. Land use planning practices and user preferences have changed. Research shows that modern employers and employees are no longer content with low-density, single-use, auto-dependent office park environments. Instead they seek vibrant activity centers that provide a combination of live-work-play amenities within an environment that provides for walking and biking connections.

Within the last few years there have been a few changes in this direction. The University Hospital at The American Center opened in 2016 with a facility that is open weekends and evenings, creating 24/7 activity. Housing near employment is in demand and has been growing at the perimeter of the park, but is not integrated into a mixed-use plan.

This amendment request is to create a Community Mixed-Use area in The American Center which would allow multifamily housing and appeal to changing market needs. This change would allow housing to be located within a walkable distance to some of the city's major employers. More connections would be created through trails and a smaller block pattern. Structured parking and more density would be encouraged. A mixed-use district in this location will help establish a sense of place and community, create an environment that will appeal to the next generations of workers, and assure that the park is economically viable.

The attached conceptual master plan shows the area proposed for a land use change. It is a central location within the park and in close proximity to housing, the University Hospital, hotels, and colleges.



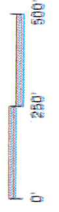
Park Dedication
Approx. 4.65 Acres

Bike and Pedestrian
Easement

Bike and Pedestrian
Easement



NORTH



Concept Master Plan
The American Center - 2016.43.00
June 12, 2017

The American Center

Proposed Land Use Changes

City of Madison
Comprehensive Plan

March 28, 2017

Existing Uses

- E Employment
- GC General Commercial

Proposed Change

- CMU Community Mixed Use

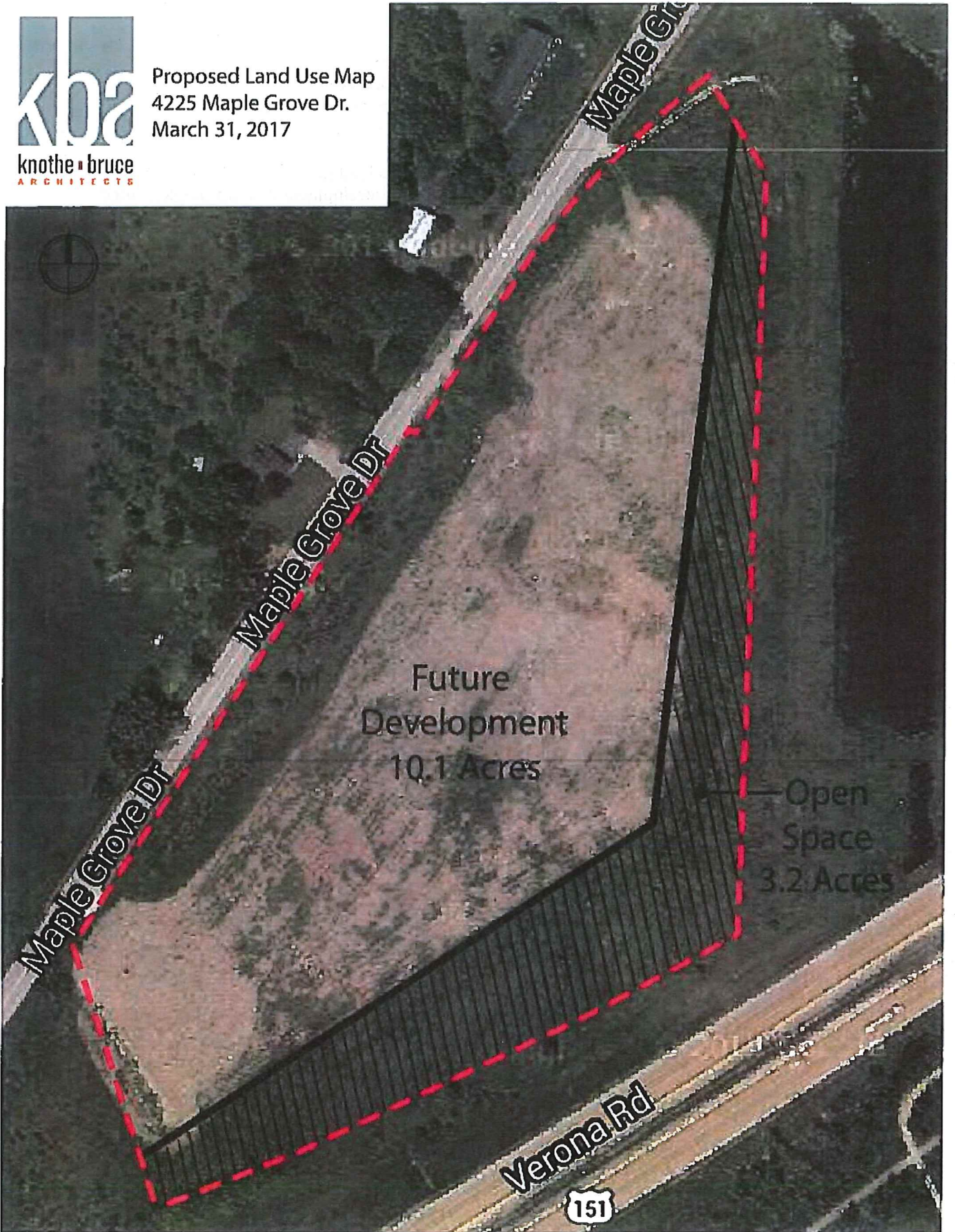


4225 Maple Grove Drive
Comprehensive Plan Amendment Rationale
March 31, 2017

1. The value of the open space to the community is limited:
 - a. Since the Cross Country Neighborhood Development Plan was implemented in 1993, the Maple Grove neighborhood has been fully developed and sufficient park space has been dedicated.
 - b. The site's value as open space is in the preservation of the wetlands and as an open space corridor between Verona and Madison. The site's value as active or usable open space is limited in that it is bounded on the north, south and west by a street or state highway and the connectivity to the adjacent open space is poor.
 - c. The land is not a high priority for the Badger Prairie County Park. There are no active uses planned for the area.
 - d. Since the value of the open space is limited, neither the City of Madison nor Dane County are interested in the purchase of the property for the preservation of that open space.
 - e. The site cannot be successfully used as agricultural land due to the poor soil conditions. Since the land is not productive agricultural land, leaving the entire parcel as open space and conservation deprives it of any reasonable economic value.
2. The value of the site to the community as a development parcel is much higher than as open space:
 - a. The land has a high economic value due to its visibility from and proximity to Hwy 151. Access to the highway is a convenient ¼ mile southwest of the property. The park and ride lot is .9 miles away and the site has excellent access to the Capitol City Bike Trail with direct connection to the Southwest Commuter Path.
 - b. Development of the site is consistent with the current development patterns along Nesbitt Road within the City of Fitchburg and the City of Madison. The site is proximate to urban services and is ideally located for higher value uses including corporate, technology or medical office space.
 - c. Property taxes from development of the site will be significantly higher than open space.
3. The appropriate land use designation is as a combination of General Commercial (GC) or Community Mixed-Use (CMU) and Open Space:
 - a. Designating the wetlands immediately adjacent to Hwy 151 and the floodway area as open space will preserve those lands and meet the goals of the County's plan for Badger Prairie Park.
 - b. Designating the land other than the wetland and floodway as GC or CMU will allow for uses that will provide employment and prosper from the Highway 151 exposure.
 - c. Responsible development of the site in this fashion has many benefits; it maintains the wetlands and a significant open space corridor, it creates additional tax base, and it opens the site for employment-based uses including corporate, medical and technology space.
 - d. The combined land-use designation provides an economic solution to preserving the open space that is valuable. It allows the site along Nesbitt Road to reflect its highest and best use and would allow the property owner to donate the remaining lands to the County as open space, if the County so desires.



Proposed Land Use Map
4225 Maple Grove Dr.
March 31, 2017



March 31, 2017

We the undersigned residents, landlords, and business owners of Madison's Bridge-Lake Point-Waunona (BLPW) Neighborhood submit the following suggestions with respect to future land use along the West Broadway/Lake Point Drive corridor.

Despite meeting only 2 of the 6 review criteria identified in the review process, W. Broadway between Fayette and Hoboken was identified as an *Area of Potential Future Change*.

It appears, but is difficult to tell from the maps, that the proposed change is to amend to a mix of commercial and residential uses. This may or may not be appropriate depending upon the specific land uses selected. With that in mind, we offer the following recommendations:

- a) **Correct the future land use map to reflect existing development.** This includes changing certain parcels listed as "high density residential" to either medium or low density based on the buildings that currently occupy the sites. This is particularly needed from the corner of W. Broadway and Hoboken to Weber Road, where a number of medium and low density residential buildings are currently zoned for high density residential use. Given the neighborhood's history and current challenges, additional high density residential use is not appropriate for this corridor at this time.
- b) **On W. Broadway Raywood Road and Hoboken, prioritize light commercial development over residential development on the undeveloped parcels.** Specifically, we would like to see developments sponsored by local, community-oriented businesses (not chain stores) which provide access to basic goods and services, and community gathering space. Examples include but are not limited to: a small library, a café or bakery, a small grocer or market, a taqueria, or a hardware store. The BLPW lacks these types of basic amenities. They are needed to make the neighborhood more walkable, to provide us with indoor places to gather, and to meet the interests and needs of our residents.

What we don't want or need is more high and medium density housing or more generic office space complexes as these provide no added value to the residents of the neighborhood.

- c) **On W. Broadway between Fayette and the vacant lot on Hoboken, limit designation of mixed use parcels to the subclass of "neighborhood mixed use."** We recommend retaining the NMU designations from the current Generalized Future Land Use Map and changing to NMU on the parcels with other designations. This subclass requires the majority of ground floor development to be commercial, caps building height to 3 stories and caps the number of residential units in mixed use buildings at 12 units. We recommend this limitation on these particular parcels as an appropriate transition between the higher intensity commercial uses across the way at South Town Mall and

the modest development on Lake Point Drive immediately to the north. Retaining the current recommended "neighborhood mixed use" designations is particularly important as these parcels adjoin a small number of one-story, owner-occupied single family homes that would be easily overshadowed by taller buildings.

How are these recommendations consistent with the goals and objectives of the existing comprehensive plan or other neighborhood plans?

Support for these recommendations is eloquently summarized in a 2011 report titled *A Study of the Community Development Authority of the City of Madison's Activities in the Broadway-Lake Point Neighborhood (aka the Glodt Study)*.¹

The Glodt Study documented and evaluated all of the plans, assessments, and redevelopment activities undertaken for the BLPW Neighborhood from 1986 to 1999 (the most recent neighborhood specific planning activity). We note that the lapse in time since the most recent planning effort indicates a need for additional neighborhood evaluation and assessment. Relevant excerpts² from the Glodt study include:

1. The Broadway-Simpson-Waunona Neighborhood Plan (1986).

This plan identified five key areas for neighborhood development: community services, transportation, parks and open space, crime, and land use. A "notable element" was a recommendation **"Discouraging further development of medium to high density housing, while encouraging concentrated commercial development."**

2. Future Madison Housing Fund Real Estate Assessment (1994).

Commissioned by the City of Madison's Community Development Block Grant office in 1994, this assessment utilized significant neighborhood involvement to identify redevelopment goals within the area, explicitly aimed at improving residents' quality of life. Recommendations relevant to the Comprehensive Plan amendment requests above included:

- Proposed reductions in residential density on the south side of Lake Point Drive.
- Proposed the addition of small-scale commercial uses along the West Broadway corridor.

3. Joint Madison/Monona West Broadway Area Concept Plan (1999)

Driven by the development of the new belt-line highway, this concept plan was developed by representatives of both the City of Madison and the City of Monona to foster a comprehensive approach to the planning of the wider West Broadway area. The plan outlined several elements to be undertaken toward the realization of a more pedestrian friendly, traditional neighborhood style development. Items for development/redevelopment are categorized by

¹ Tyler Glodt, 2011. <https://tinyurl.com/Glodt-Study>

² Items 1-X are direct quotes from the Glodt Study, with non-relevant content omitted.

pertinent actors (city of Madison/Monona/ private actors/etc.) and by type of activities (transportation/housing/ commercial). Elements of the plan include:

- **The development of civic use and other public places towards the end of bringing diverse groups together.**
- Promoting a sense of neighborhood identity through consistent street design, highlighting the neighborhood as an entrance to the Madison/Monona area.
- **Development of a pedestrian oriented core of businesses between Frazier and Hoboken roads with denser commercial/mixed use development.**
- Calls to improve the transit access to places for and by residents
- Develop a wider range of housing opportunities for ownership and rental and for housing that mix income ranges.
- Foster plans that create a sense of neighborhood and an environment for individual and building safety.

Additional support for the proposed plan amendments can be found in the Land Use Chapter of the 2012 Comprehensive Plan which identified “key recommendations designed to help realize the goals of the Comprehensive Plan.”³ Relevant recommendations included:

- Balance redevelopment and infill development with the preservation of the unique character of Madison’s existing neighborhoods, **focusing on such issues as requiring that the size and scale of new development enhances and is compatible with the established and planned neighborhood character and density.**
- **Create neighborhoods that include compact, mixed-use development patterns;** high quality architecture and urban design features; protection of significant natural areas and features and provision of high-quality recreational facilities; a highly-interconnected pattern of pedestrian and bicycle- oriented streets; and provision of mass transit service.

It is worth noting that since the early 1990’s, BLPW has seen considerable public and private investment in housing rehabilitation, but only limited commercial development. Despite adding two residential developments that support owner-occupied affordable housing and an owner-occupied housing cooperative, rental apartments still comprise the majority of housing units along W. Broadway and Lake Point Drives.

Commercial development is limited to two restaurants - one at each end of the neighborhood, one tavern, and a two story multi-unit commercial/retail complex towards the eastern edge of the neighborhood.

We do not currently have a healthy balance of development types in the BLPW neighborhood. We believe the proposed changes would better fit with predominant uses and development pattern in the surrounding area because they would encourage the addition of underrepresented land uses.

³ Pg. 6, *City of Madison Comprehensive Plan Volume 1 – Intro. January 2006.*

We further believe these changes are necessary because conditions in the area have not changed sufficiently in the last 20 years. Despite recommendations in numerous plans to reduce housing density and increase commercial development, we continue to attract housing proposals and lack investments in the types of commercial enterprises that can help support and build a community.

We propose these amendments to the land use map to help the BLPW neighborhood achieve a healthier balance of development types and to attract the commercial services and retail amenities needed to maintain a vibrant and stable neighborhood.

Sincerely,

Residents:

Karlee Babcock
2900 Waunona Way
Kay.babcock@gmail.com
222-2111

Joshua Dilley
2214 Lake Point Drive
joshuadilley@gmail.com
608-695-1354

Sue Bryam
1628 Waunona Way
Madison WI 53713
suebyram@aol.com
608-221-8129

John Erdman
2405 Lake Point Drive
johnnie@yahoo.com
608-520-2109

Elsa Caetano
2206 Lake Point Drive
ecaetano17@gmail.com

Bill Gillen
1808 Waunona Way
wjgillen@charter.net
608-695-0925

Lisa Colby
22 Quinn Circle
608-575-4010

Joe Hennessy
2221 Lake Point Drive
riverfish72@yahoo.com
608-712-2742

Joan Collins
3216 Waunona Way
jcalkins@wisc.edu
608-222-5623

Gabrielle Hinahara
5318 Hoboken Road
hinahara@gmail.com
(608) 358-2170

Casey Dilley
2214 Lake Point Drive
kcrico57@yahoo.com
608-219-0674

Kris Karls
2405 Lake Point Drive
krisorono@yahoo.com
608-225-4536

Residents continued

Kim Leal
2401-03 Lake Point Drive
kimklassifieds@yahoo.com
608-960-6742

Ken Sherman
5321 Fayette Ave.
sherhans2@sbcglobal.net
608-222-1304

Jim Mankowski
22 Quinn Circle
608-512-8384
Erin O'Brien
2221 Lake Point Drive
eob12@hotmail.com
608-695-7511

Diane Small
P.O. Box 6053
Madison, WI 53716
diamitchel@aol.com
608-957-1652

Business owners:

Homer Simpson & Chris Simpson
Antlers Tavern
2202 W. Broadway
therealhomersimpson@yahoo.com
608-575-5549

Joe Klinzing
Off Broadway Drafthouse
5404 Raywood Road
Joe@badgercountrypc.com
608-843-7509

Landlords:

Tom Munz
2010 W. Broadway
tfmproperties.tm@gmail.com
608-575-9421

Norm Aiken
P.O. Box 6276
Monona, WI 53716
performelectric@tds.com
608-843-1865

Imagine Madison

City of Madison Comprehensive Plan Update

Future Land Use Map Amendment Request

Applicant Name Vic Villacrez, Senior Project Manager	Applicant Organization Hovde Properties
Contact Phone Number 608-255-5175	Contact Email Vvillacrez@hovdeproperties.com
Property Address(es) 6510 Cottage Grove Road	Parcel Number(s) 071012223013
Current (2012) Future Land Use Map Designation LDR	Proposed Designation or Change NMU & MDR

Please provide the reason for the land use designation or other change request. Describe how and why the proposal is consistent with the evaluation criteria listed on the next page. Attach a map, diagram, or further information if necessary.

The Rodefeld Property, located at the intersections of Cottage Grove Road and Current Sprecher/Future Sprecher Road, offers an opportunity to incorporate additional neighborhood serving commercial destinations for the Sprecher Neighborhood along with some additional diversity in housing. The implementation of the residential portions of the 1999 Sprecher Neighborhood has been extremely successful; however, the commercial portions have largely been confined to the Grandview Commons Town Center and small mixed use site adjacent to the Rodefeld Site. This amendment offers an opportunity to incorporate additional commercial uses and housing along a key intersection and corridor, in keeping with the City's goal of creating "neighborhoods that will offer City residents a variety of quality housing choices, convenient access to basic services and shopping".

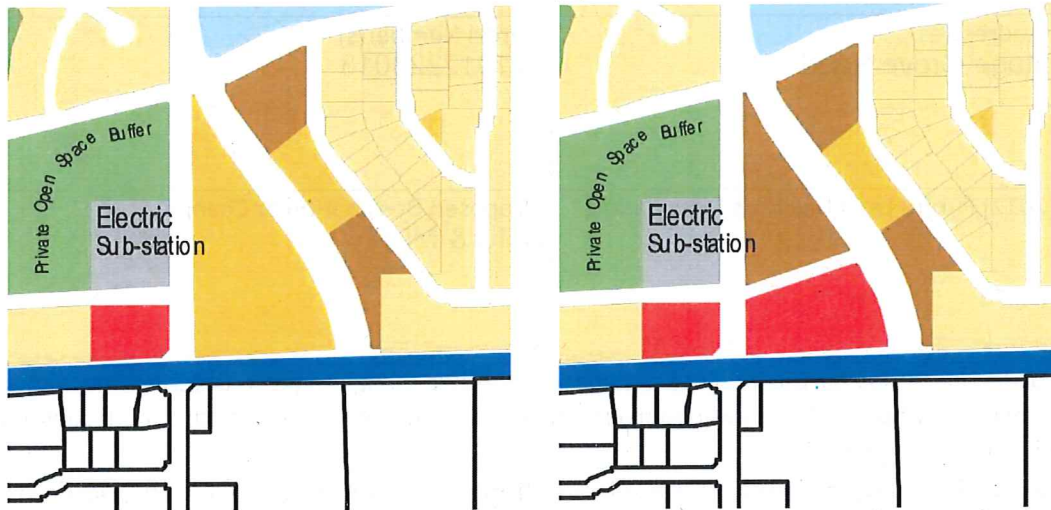
See attached map and design guidelines for further information regarding the proposed concept.

Current Designation: Low Density Residential

Proposed Designation: Medium Density Residential
Neighborhood Mixed Use

Adopted Plan Map:

Proposed Map:



Design Guidelines:

Building Placements:

Building placements should reinforce the street edge with appropriate setbacks. Building entrances may front onto parking areas due to the lack of on-street parking on Cottage Grove Road and New/Old Sprecher Road.

Access Coordination:

Access should be coordinated between uses with the primary access located of the new interior street. Potential access points to New Sprecher Road may be allowed based upon final site plan reviews. Direct access to Cottage Grove Road is discouraged.

Street Configuration/Phasing:

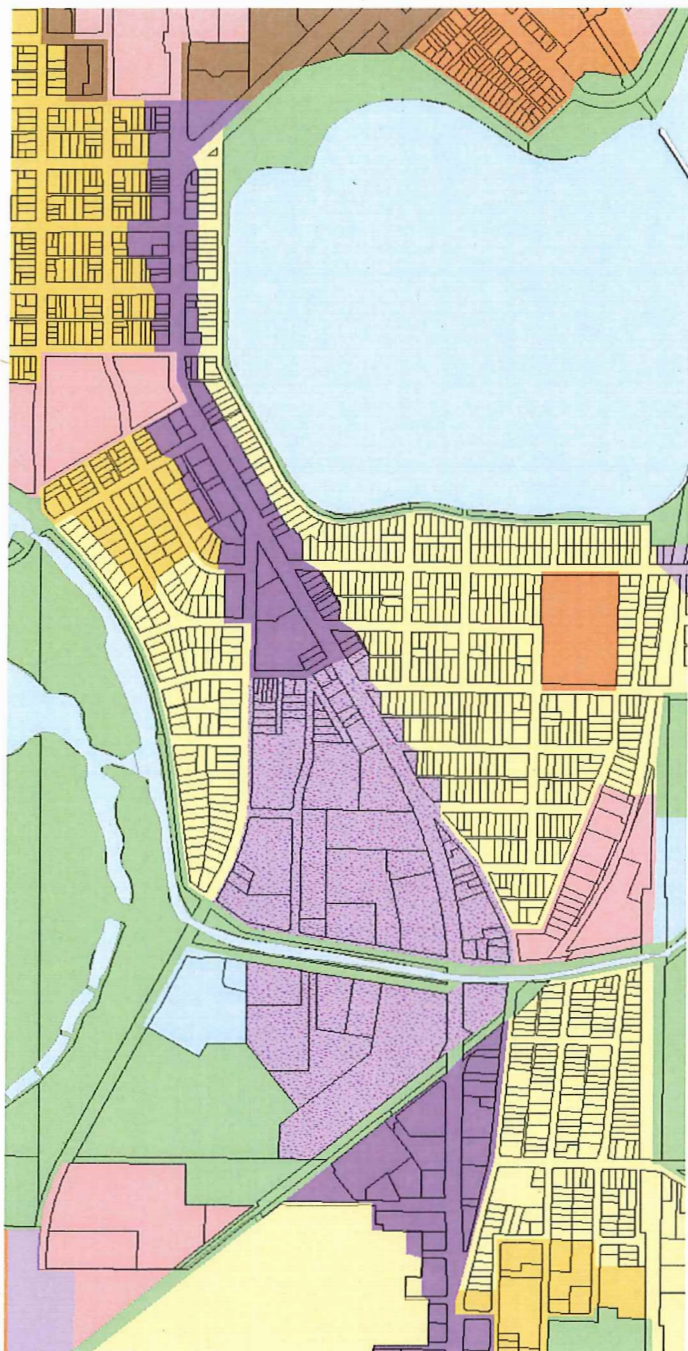
Portions of New Sprecher Road and the interior street should be constructed as part of the initial construction of the site. The realignment of Sprecher Road will be determined by the future extension of the roadway south of Cottage Grove Road.

Potential Zoning Districts:

Residential:	TR-U1
Commercial/Mixed Use:	CC-T

Park Street Corridor—Alternative Future Land Use

Current 2017 FLU Map—Park Street



Alternate 2017 FLU—Park Street

