



Department of Planning & Community & Economic Development

## Planning Division

Heather Stouder, Director

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126 South Hamilton Street

P.O. Box 2985

Madison, Wisconsin 53701-2985

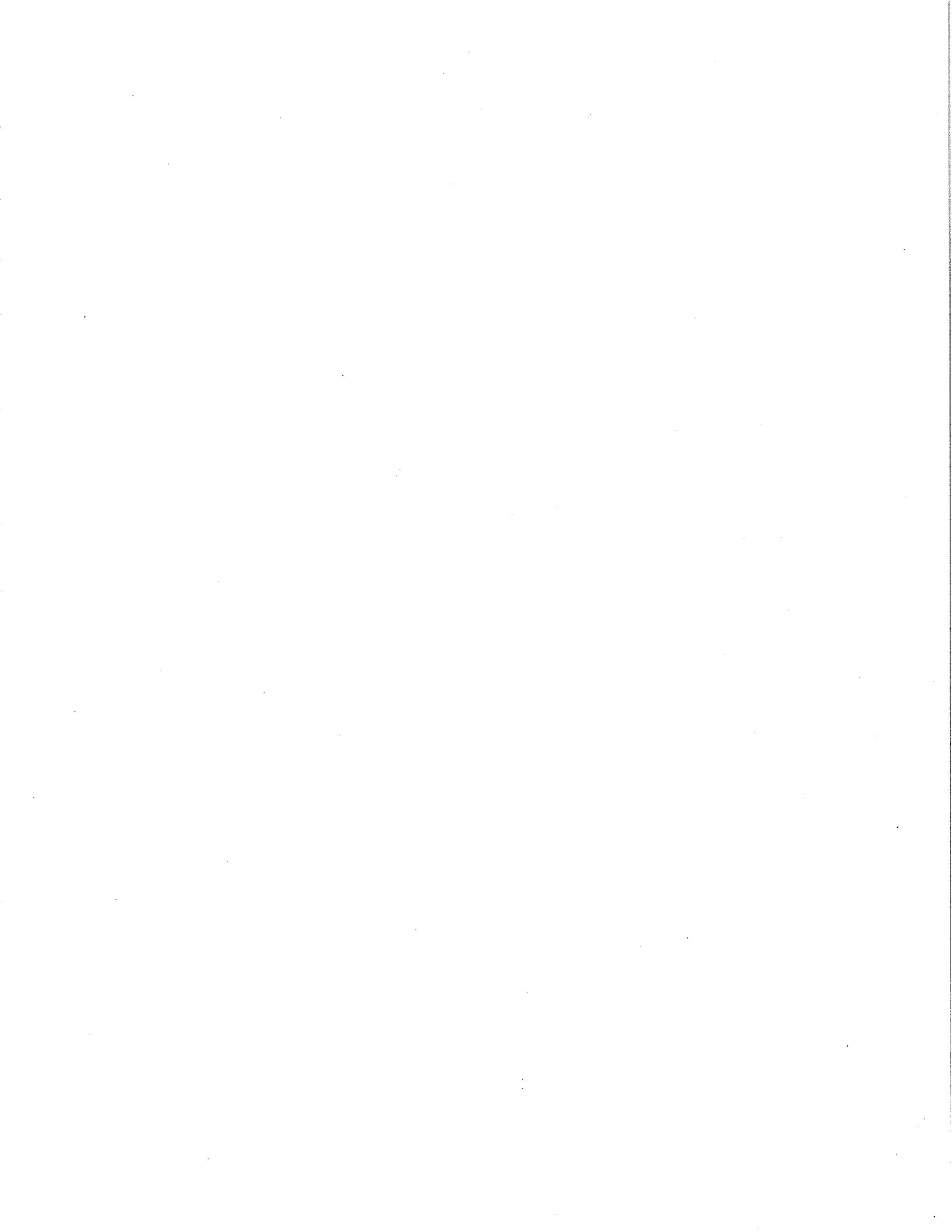
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March 9, 2018

On Monday, March 12, the Plan Commission has another work session dedicated to the Draft Generalized Future Land Use (FLU) Map—a component of the Imagine Madison Comprehensive Plan Update. Staff received additional requested changes to the Future Land Use Map, along with general comments, in response to the latest effort to publicize the FLU Map update process. Staff would like direction from the Plan Commission on each of the requested changes at the work session.



**Draft Future Land Use Map Change Requests – March 2018**

**Requester:**

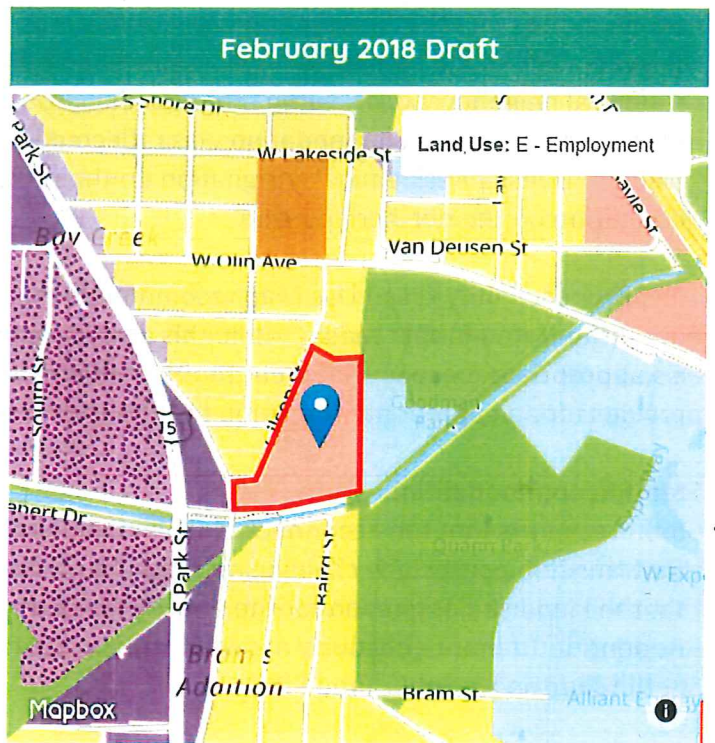
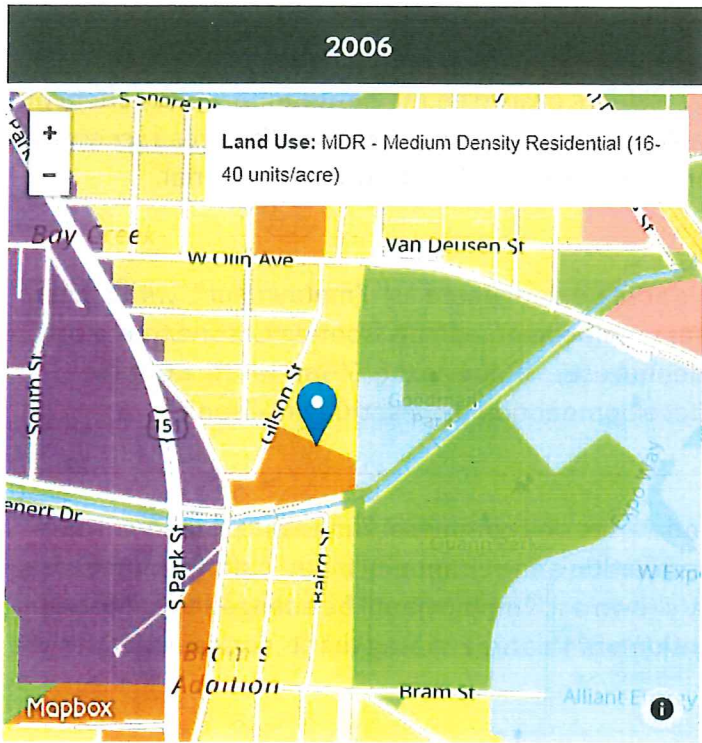
Bay Creek Neighborhood Association

**Request:**

Low Residential and Medium Residential

**Staff Recommendation:**

Change to Medium Residential



## **Draft Future Land Use Map Change Requests – March 2018**

### **Background:**

The area (approximately 10 acres) on the east side of Gilson Street has historically been home to a number of businesses that are commonly found adjacent to railroad tracks. Currently this area is home to a number of mostly one-story “shop type” buildings, with a variety of users such as auto towing and salvage, contractor shops, taxi service headquarters, and food storage and distribution.

The future of this area has been long debated. The South Madison Neighborhood Plan (adopted in 2005) recommended that this area “transition over 10 to 20 years to uses more compatible with the neighborhood character on the whole” (i.e. to a mix of single and multi-family homes). This recommendation was based mainly on the fact that the primarily low-density residential neighborhood around this area has evolved over the years with added amenities, such as parks and bike paths, Goodman Pool, and schools, that support residential neighborhoods. During that planning process, residents expressed the desire for a wider variety of housing types. This recommendation was reflected in the 2006 Comprehensive Plan with this area receiving a “Medium Density Residential” designation on the southern portion and a “Low Density Residential” designation on the northern portion.

The proposed Future Land Use Map recommends that this area be designated as “Employment”, with a map note (Map Note 6) that reads: “While this area is shown as employment, parcels fronting Gilson Street are also appropriate for redevelopment to the Medium Residential use, so long as the Gilson-facing frontage provides for an appropriate transition to the residential development on the west side of Gilson.”

### **Staff Recommendation:**

Staff recognizes that the economics of developing residential uses on commercial/industrial property make that transition particularly challenging. Upon further consideration and community input, staff recommends that the land use designation for the entire area currently shown as “Employment” be changed to “Medium Residential” to more effectively allow for the future transition of this area in a way that is consistent with the South Madison Neighborhood Plan.

Staff further suggests that Map Note 6 be revised to read: “While this area is shown as “Medium Residential”, it is recognized that a number of viable businesses exist and should be allowed to continue with some ongoing investment so they do not become a blighting influence on the neighborhood. However, large scale expansions and the establishment of new non-residential uses in new buildings should be discouraged.”



**Generalized Future Land Use Map Change Request Form – February 2018**  
 Due March 2, 2018

<b>Applicant Name:</b> Planning & Economic Development, BCNA and tree street neighbors
<b>Applicant Organization:</b> BCNA
<b>Contact Phone Number:</b> [REDACTED]
<b>Contact Email:</b> [REDACTED]
<b>Property Address(es):</b> Gilson Street 1330 West Gilson Street to 1600 West Gilson Street
<b>Property Parcel Number(s) – if known:</b>
<b>February 2018 Draft Future Land Use Map Designation:</b> Employment
<b>Proposed Future Land Use Designation:</b> LDR and MDR AS IN 2006 LAND USE MAP & SMNP
<p><b>To the best of your knowledge, please describe how the request addresses the following criteria:</b></p> <p>1. The proposed change would be more consistent with the 2006 Comprehensive Plan's goals, objectives, and policies, or would further the draft goals and strategies identified in Imagine Madison, as applied in the context of the area.        P&amp;ED proposes keeping land use designation along Gilson Street east identical to that of the 2006 Land Use map. Low- and mid-density housing at this location. This would be more consistent with the 2006 Comprehensive Plan housing goals, objective and policies as laid forth in Chapter 4-4. According to the Comprehensive Plan (CP), "the City must continue to maintain the health of its current stock, while developing new housing to meet the changing demands and expectations of a 'dwelling unit.' The CP further recommends SEE ATTACHED SHEET</p>
<p>2. The proposed change would be more consistent with the recommendations of an adopted neighborhood plan, neighborhood development plan, or special area plan.        According to page 66 of the South Madison Neighborhood Plan, the land use east of Gilson Street should remain single and multi-family residential to retain neighborhood character. SMNP recommends specifically:</p> <ul style="list-style-type: none"> <li>• Owner-occupied, single-family homes on the 1200 block of Gilson to the east</li> <li>• Townhouses on the 1300 block of Gilson to the east</li> <li>• Non-owner-occupied multi-family dwellings on the 1400 to 1600 blocks to the east</li> <li>• Extend Spruce, Cedar and Pine Streets to the east to provide access to the new dwelling units.</li> </ul> <p>SEE SHEET</p>
<p>3. The proposed change would better fit with the predominant uses and development pattern in the surrounding area.        The pattern of development throughout Bay Creek is to focus businesses along the Park Street Urban Corridor. There is a small pocket of businesses along West Lakeside Street near John Nolan and along the southern part of Gilson Street. However the long-term plan, as laid forth in the SMNP, is to transition from business to residential uses along Gilson Street. As indicated in "Recommendations" on page 68 of the Plan:</p> <p>1. As part of the City of Madison's Master Plan update, request that the Planning Unit reexamine the land use        SEE SHEET</p>
<p>4. Conditions in the area have changed sufficiently to warrant the proposed map amendment.        4. The conditions along Gilson Street and in the surround area west to the Park Street Corridor have not changed since the acceptance of the last Comprehensive Plan or the South Madison Neighborhood Plan except for the addition of the Funk Factory and the general increase in development along South Park Street. We regret bringing our request to maintain current land use designations along Gilson Street to your team's attention belatedly, but the majority of neighbors along the tree streets in Bay Creek are older and were not reached SEE SHEET</p>

## RESPONSES CONTINUED

1. [The CP further recommends] that all significant changes in land use from existing conditions be consistent with the recommendations of an adopted neighborhood plan. **Objective 1 aims to "promote housing development and reinvestment that encourages a range of housing choices for all residents and helps physical dwellings contribute to the development of safe, comfortable and viable neighborhoods, and a community for all residents."** Of particular relevance within this Objective is Policy 4. Encourage the design of neighborhoods and housing to promote a variety of lifestyle choices, while still contributing to livable and sustainable environments, which are comfortable and safe for a variety of household types. If the city were to implement the recommendations of the SMNP for Gilson Street (See 2 below), it would also be implementing Objective 1, Policy 13: Foster the involvement of neighborhood associations, business groups, and nonprofits in the decisions related to housing and land use in ways that balance the goals of participation and production; Policy 14. Conduct advance planning with stakeholder housing groups and enunciate expectations regarding the type and scale of development; Policy 15: Streamlines decision processes that focus on central issues like affordability, functionality, design, and neighborhood fits to help achieve some sort of effective balance of objectives within City processes; and Policy 16: Continue to explore ways to support nonprofit and private-public partnerships to ensure that Madison citizens have quality, affordable housing.

Additionally maintaining the current land use focus on housing on Gilson Street east is consistent with **Objective 2 which aims to "increase housing affordability."** By allowing for the implementation of the new housing options articulated in the SMNP, the city allows for the furtherance of Policy 2 (intelligent use of higher housing densities), Policy 3 (efficient land use and other practices that help reduce housing costs), Policy 4 & 5 (clear explanations of the city's expectations to developers, builders, owners to ensure achievement of the city's goals, Policy 6 (promoting greater densities and infill for use of land for housing, Policy 7 (infill in a way that harmonizes with existing housing and neighborhoods, and Policy 14 (affordable housing).

Reverting to low- and mid-density residential land uses along Gilson Street would support the **housing goal** identified by Imagine Madison of "having a full range of quality and affordable housing opportunities throughout the City," and the land use goals of ensuring that Madison is "comprised of compact, interconnected, neighborhoods anchored by a network of mixed-use activity centers," with "a unique character and strong sense of place in its neighborhoods and the city as a whole." To these ends, it would implement the following Imagine Madison strategies: 11. Encourage development that is consistent with adopted neighborhood plans, neighborhood development plans, and other adopted City plans; 1. Ensure that there is a sufficient supply of rental housing to reduce housing costs and provide more choices, 2. Develop a wider mix of housing types, sizes, tenures and costs (e.g. affordable housing units, multifamily buildings, single-family homes of various sizes, and others) in all new neighborhoods. Depending on the type of housing added to Gilson Street east, it could also: 3. Integrate affordable housing into neighborhoods and corridors that have access to transit, schools, parks, libraries, neighborhood centers, and other amenities needed for daily living; 4. Allow seniors to age in place by providing affordable housing options that are integrated into the community; 6. Create complete neighborhoods where residents have access to transit, schools, parks, libraries, neighborhood centers, and other amenities needed for daily living.

**Including an employment district along Gilson Street does not coincide with the guidelines for locating such districts laid forth in the CP.** There the location is described as being close to residential areas, "on or near major arterial or collector roadways and served by high-capacity transit routes." Gilson Street, which is midway between John Nolan Drive and South Park Street, is contained within a residential area and can be reached only by driving through Bay Creek neighborhood along currently quiet and narrow residential streets. The proposed site for this Employment District is lacking the recommended "multiple access points to help disperse traffic and provide circulation within the district" and its "connections to the surrounding roadway and bicycle route system" is indirect. **Locating an Employment District on Gilson Street or even behind a row of houses front Gilson Street would put an undue circulation burden on this residential community.**

2. "Although this neighborhood wants to retain and encourage economic growth, the neighborhood believes that the commercial-industrial uses along Gilson Street and Wingra Drive should be transitioned over the next 10 to 20 years to uses more compatible with the neighborhood character on the whole. Single-family to three-family dwellings characterize the 1200-1300 blocks (eastern side) and single-family dwellings characterize the 1200 to 1500 blocks (western side) of Gilson Street. Commercial and industrial uses are located on the easterly southern two-thirds of the street. The properties lying to the west of the railroad tracks are also industrial in nature. **This small pocket, 10.3 acres, of industrial uses is landlocked by uses that are attractive to existing and future residential type uses,** with its proximity to Wingra Creek waterway and bike path, Franklin Field and Quann Park, and Franklin Elementary School. **The transition of this commercial-industrial area into a residential area of single-family to multi-family dwelling units is desired.** Map 13 illustrates conceptual designs for the area.

The SMNP specifically and logically places a South Madison Employment District on South Park Street, "framing the entrance with well-designed multiple story signature office buildings at the two southern intersections of South Park Street at West Badger Road and Hughes Place." This location, unlike Gilson Street, would "encourage multimodal travel and convenient circulation to supporting uses located within [South Madison]. It would include multiple access points to help disperse traffic, and a complete system of streets, sidewalks and pedestrian and bicycle paths to provide circulation within the district and connections to the surrounding roadway and bicycle route system." It would further allow for the density of a "relatively large, multi-establishment employment district" without placing a burden on a residential community.

3.

1. [As part of the City of Madison's Master Plan update, request that the Planning Unit reexamine the land use] classification of the Gilson Street South and West Wingra Drive extended area. During a 20-year transition period consider changing land uses from industrial-commercial to residential. Continue to encourage businesses to locate in existing buildings that generate low vehicular traffic, noise, and pollution that would not be disruptive to adjacent residential areas during the transition period.
2. At the time of potential upgrade of commercial or industrial properties and/or expansion of existing uses, encourage existing businesses to relocate to other sites in the Greater South Madison area. An inventory of potential commercial and industrial sites to accommodate existing businesses needs to be produced to support this initiative.
3. At the time the existing businesses relocate, encourage new residential developments along Gilson Street and Wingra Drive extended. New residential construction should blend into the character of the neighborhood. Orientation of new construction toward Gilson Street would strengthen the connection with residential dwellings on the west side of the street. Future design of housing and site layout adjacent to the railroad tracks should be sensitive to the Parks Division facility (i.e., noise generation) located to the east of the railroad tracks.
4. New residential construction should incorporate a mix of housing types and ownership. Owner-occupied, single-family and townhouses as well as multi-family buildings should be part of the mix. A portion of the owner- and rental-occupied dwelling units should be affordable.

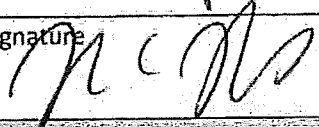


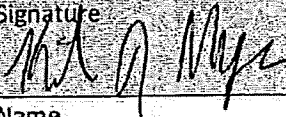
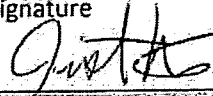

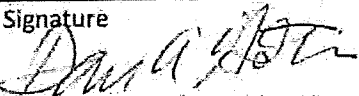

4. We regret bringing our request to maintain current land use designations along Gilson Street to your team's attention belatedly, the majority of neighbors along the tree streets in Bay Creek are older and were not reached by the predominantly electronic outreach methods employed by the Imagine Madison team. The incident that raised awareness of your team's efforts is the proposed expansion of the Funk Factory, a business that has moved into the existing building at 1629 Gilson Street and has filed for conditional use to install outdoors patios and a sound stage on Gilson. Neighbors, on learning this, contacted the Bay Creek Neighborhood Association to voice their concerns about disturbances and met with the owners of the business to discuss the

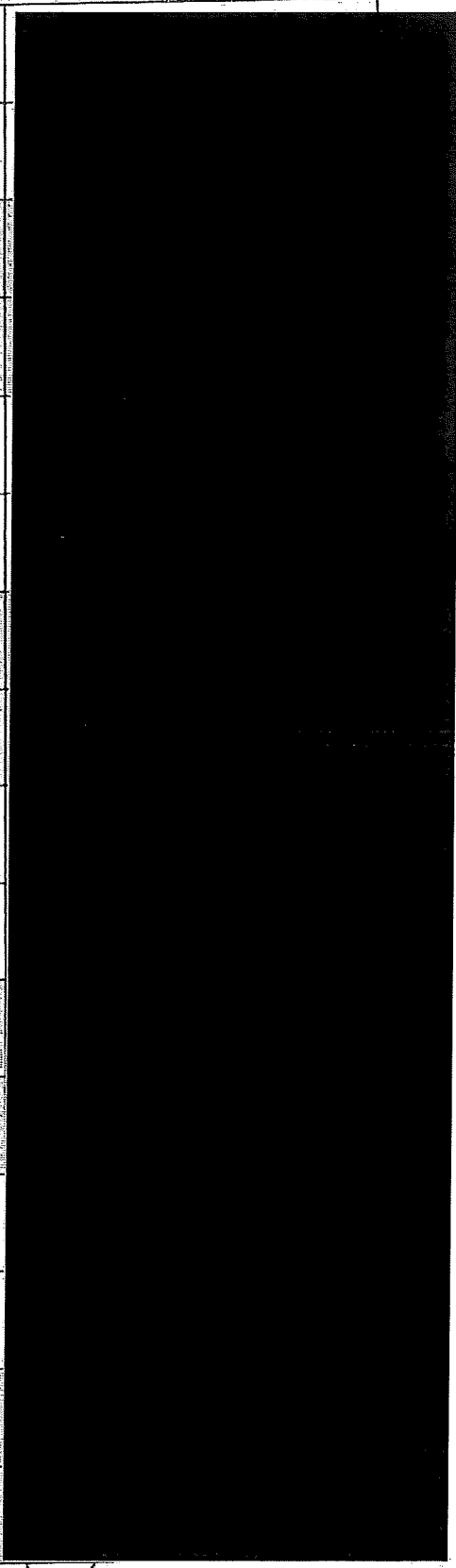
importance of keeping the vehicular traffic and sound pollution to a low so that what happens along Gilson Street will not disrupt the adjacent residential area.

We ask that you look more closely at a map of the slightly larger than 10-acre area bounded by Spruce Street to the north, Park and Beld to the west and Gilson to the east, talk to neighbors, and even walk these streets to see what a mistake it would be to encourage businesses to locate permanently in this close-knit, small residential neighborhood—even if placed behind one row of houses fronting the street. The SMNP got it right with its recommendation that the land east of Gilson be developed to offer a range of new housing options and the current land use map supports this! We ask that you leave current low- to mid-density land use designations as they are.



The undersigned support keeping land use designation along Gilson Street east identical to those in the 2006 Land Use map. Low- and mid-density housing would be more consistent with the current revised Comprehensive Plans housing goals, objective and policies and the recommendations of the South Madison Neighborhood Plan.

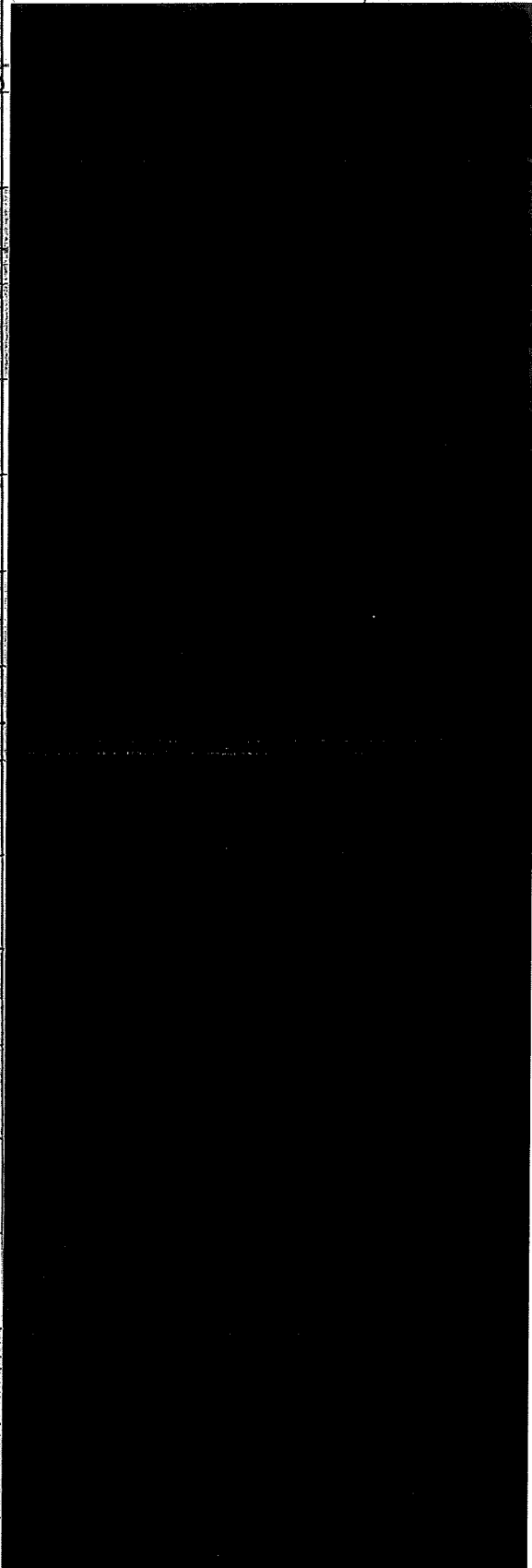
Name Joe Tharp	Address [redacted] Cedar
Signature 	
Name Lianne Britton	Address [redacted] Cedar St
Signature 	
Name PATSY BAMBURA	Address [redacted] CEDAR ST
Signature 	
Name Kristin Myers	Address [redacted] Cedar
Signature 	
Name Justin Myers	Address [redacted] Cedar St.
Signature 	
Name Constance Today	Address [redacted] Cedar St
Signature 	
Name Dan A. Goldstein	Address [redacted] Spruce St
Signature 	
Name Irina Stulova	Address [redacted] Spruce St
Signature 	



✓ NAMES WITH A CHECK MARK TO THEIR LEFT REPRESENT PEOPLE NEIGHBORHOOD COUNCIL MEMBERS POSITIV. WHO EMAILED THEIR SUPPORT. (1)

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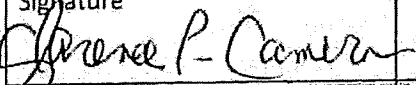

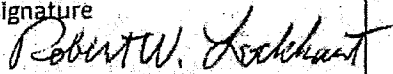

Name Amanda Struminger	Address [redacted] Spruce St Madison WI 53715
Signature <i>Amanda Struminger</i>	
Name Ken Ring	Address [redacted] SPRUCE ST
Signature <i>Ken Ring</i>	MADISON WI
Name Sally Ring	Address [redacted] Spruce St Madison WI
Signature <i>Sally Ring</i>	53715
Name Julie Meister	Address [redacted] Gilson
Signature <i>Julie Meister</i>	MADISON WI 53715
Name John Meister	Address [redacted] Gilson St.
Signature <i>John Meister</i>	MADISON WI 53715
Name ROAN KAUFMAN	Address [redacted] Cedar Madison WI 53715
Signature <i>Roan Kaufman</i>	
Name Rob Summerville	Address [redacted] Pine St
Signature <i>Rob Summerville</i>	
Name Richard Kilmer	Address [redacted] Emerson St
Signature <i>RK</i>	



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Name Laura Zingiblp	Address [redacted] Pine St
Signature <i>Laura Zingiblp</i>	
Name Lyle Anderson	Address [redacted] Pine St.
Signature <i>Lyle Anderson</i>	
Name RUMANNE CAPRON	Address [redacted] PINE ST
Signature <i>RC</i>	
Name D.H.	Address [redacted] Pine
Signature <i>D.H.</i>	
Name Jason Brown	Address [redacted] Pine St
Signature <i>J Brown</i>	
Name Debbie Thorp	Address [redacted] Pine St
Signature <i>Debbie Thorp</i>	
Name Betty Smith	Address [redacted] Pine St
Signature <i>Betty Smith</i>	
Name Barry L. Beske	Address [redacted] Pine St
Signature <i>Barry L Beske</i>	

The undersigned support keeping land use designation along Gilson Street east identical to those in the 2006 Land Use map. Low- and mid-density housing would be more consistent with the current revised Comprehensive Plans housing goals, objective and policies and the recommendations of the South Madison Neighborhood Plan.

Name Frank Diertzig	Address [redacted] Cedar
Signature 	
Name Lugh Diertzig	Address [redacted] Cedar
Signature 	
Name Betty Schuchardt	Address [redacted] Cedar
Signature 	
Name Tara Younger	Address [redacted] Cedar St.
Signature 	
Name Clarence P. Cameron Clarence Cameron	Address [redacted] Cedar St
Signature 	
Name Xonne D. Slusser	Address [redacted] Hickory St
Signature 	
Name ROBERT W. LOCKHART	Address [redacted] CEDAR STREET
Signature 	
Name James Luscher	Address [redacted] Beld
Signature 	

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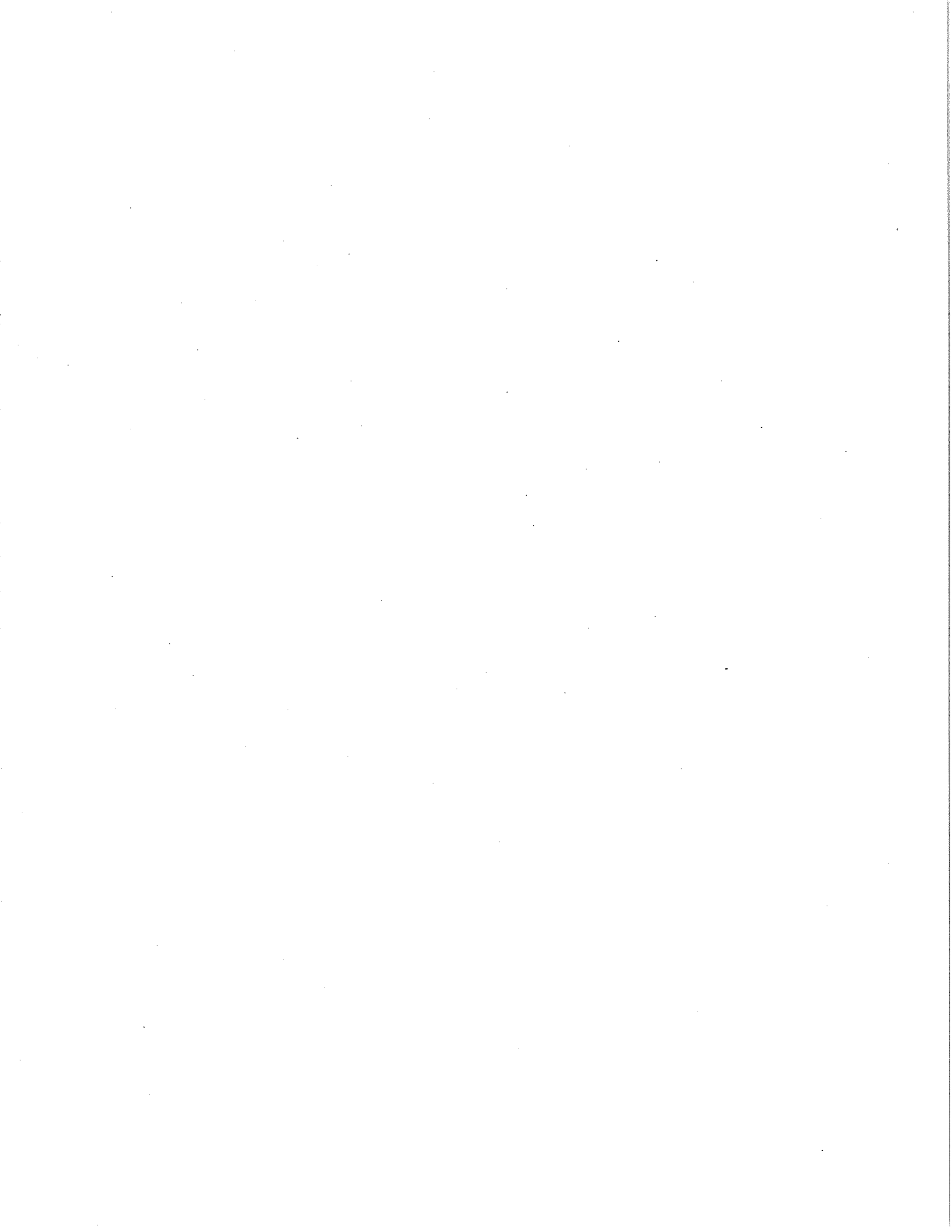
Name John Beeman	Address [redacted] W. Olm [redacted]	[redacted]
Signature John M. Beeman	Madison WI 53715	
Name Helen K. Ashel	Address [redacted] Potter St. Madison 53715	
Signature Helen K. Ashel	( )	
Name CARRIE ROTHBURD	Address [redacted] W. LAKE SIDE	
Signature Carrie Rothburd	MADISON, WI 53715	
Name Alexandana Elias	Address [redacted] Gilson St	
Signature Alex Elias		
Name RON SHUTVET	Address [redacted] LAKE COURT	
Signature RON SHUTVET		
Name Cynthia McCollin	Address [redacted] South Shore Dr	
Signature Cynthia McCollin		
Name Daria Zemlianskas-Juozevicius	Address	
Signature Daria Juozevicius	[redacted] S. Shore Dr Madison 53715	
Name Daniel Thors	Address [redacted] W Lakeside St Madison, WI 53715	
Signature Daniel Thors		Email

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Name Paula Drew	Address [REDACTED] Gilson
Signature Paula Drew	
Name Doug Nast	Address
Signature DN	
Name Jim Winkle	Address [REDACTED] EMERSON
Signature JW	
Name William Wade	Address [REDACTED] Cedar St
Signature William Wade	
Name Laurel Kinsian	Address [REDACTED] Cedar St
Signature Laurel Kinsian	
Name BRIAN LOEBLICH	Address [REDACTED] HICKORY
Signature Brian Loeblich	
Name Kirk Elliott	Address [REDACTED] VAN DEUSEN
Signature	
Name Robert Wierhart	Address [REDACTED] CEDAR
Signature	

The undersigned support keeping land use designation along Gilson Street east identical to those in the 2006 Land Use map. Low- and mid-density housing would be more consistent with the current revised Comprehensive Plans housing goals, objective and policies and the recommendations of the South Madison Neighborhood Plan.

✓ Name Carol Medaris	Address [REDACTED] S Shore Dr	[REDACTED]	
Signature CM			
✓ Name Sarah Richards	Address Geddes St		
Signature SR			
✓ Name JUDY ROBINSON	Address		
Signature			
✓ Name ALLEN ARNTSEN	Address [REDACTED] S SHORE		
Signature			
✓ Name JON LEFERS	Address [REDACTED] PINE ST.		Phone
Signature			Email
Name	Address	Phone	
Signature		Email	
Name	Address	Phone	
Signature		Email	
Name	Address	Phone	
Signature		Email	

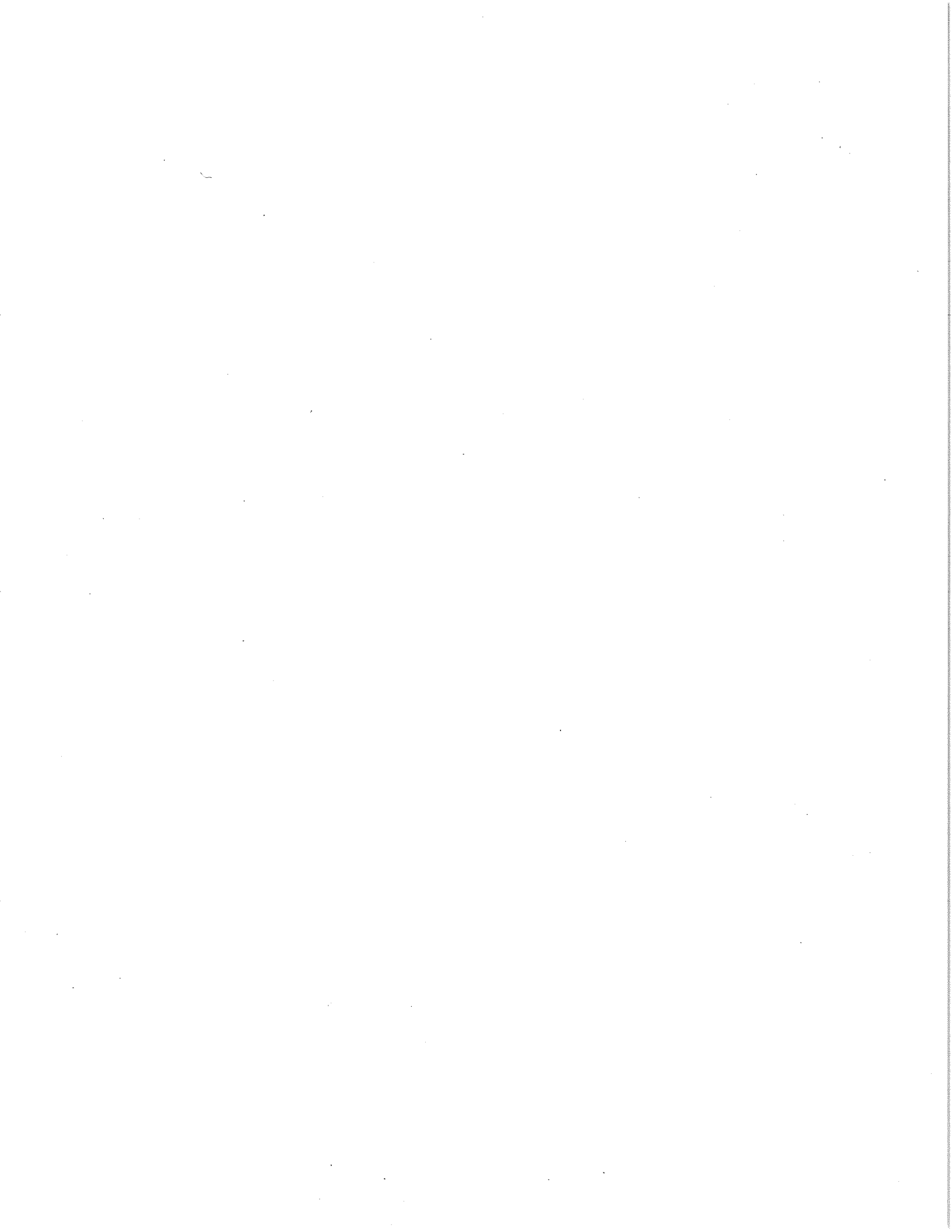






**Generalized Future Land Use Map Change Request Form – February 2018**  
Due March 2, 2018

<b>Applicant Name:</b> Ron Shutvet
<b>Applicant Organization:</b>
<b>Contact Phone Number:</b> [REDACTED]
<b>Contact Email:</b> [REDACTED]
<b>Property Address(es):</b> East side of Gilson Street where you are proposing E Employment land use
<b>Property Parcel Number(s) – if known:</b>
<b>February 2018 Draft Future Land Use Map Designation:</b> E Employment
<b>Proposed Future Land Use Designation:</b> LR and LMR
<p><b>To the best of your knowledge, please describe how the request addresses the following criteria:</b></p> <p>1. The proposed change would be more consistent with the 2006 Comprehensive Plan's goals, objectives, and policies, or would further the draft goals and strategies identified in Imagine Madison, as applied in the context of the area. The existing Comprehensive Master Plan recommends that all significant changes in land use from existing conditions be consistent with the recommendations of an adopted neighborhood plan. Please do not attempt to change the 2006 land uses to E Employment without first going through the process of an open and transparent process of updating the South Madison Neighborhood Plan and having it approved by the Common Council. A full public process involving the nearby residents is required when a proposed drastic change such as this is suggested.</p>
<p>2. The proposed change would be more consistent with the recommendations of an adopted neighborhood plan, neighborhood development plan, or special area plan. The land use recommendations for this area east of Gilson Street in the existing adopted South Madison Neighborhood Plan and Bay Creek Neighborhood Plan must be adhered to unless the city first goes through an open and transparent process of updating the South Madison Neighborhood Plan and having it approved by the Common Council. That is how this process should work, not by the decisions of a few people in city administration bent on helping developers play their monopoly game at the expense of long term residential neighborhoods.</p>
<p>3. The proposed change would better fit with the predominant uses and development pattern in the surrounding area. There is no doubt this entire area of Madison will be redeveloped in the next 10 years or less. You must revisit the adopted neighborhood plans for this area by providing a though, open and transparent process involving significant public input before making the kind of drastic changes to the land use map that the city is suggesting.</p>
<p>4. Conditions in the area have changed sufficiently to warrant the proposed map amendment. The only changes so far are that developers are buying up all the properties they can to develop this area for maximum profit. They should not be allowed to get the city to make this drastic change to Employment without a full update of the South Madison Neighborhood Plan and the Bay Creek Neighborhood Plan that allows full public participation. The Imagine Madison process does not allow full in depth public participation at this neighborhood area level.</p>



**From:** [REDACTED]  
**To:** [Zellers, Benjamin](#)  
**Subject:** Gilson street  
**Date:** Monday, March 05, 2018 7:29:10 AM

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Hello Mr. Zellers,

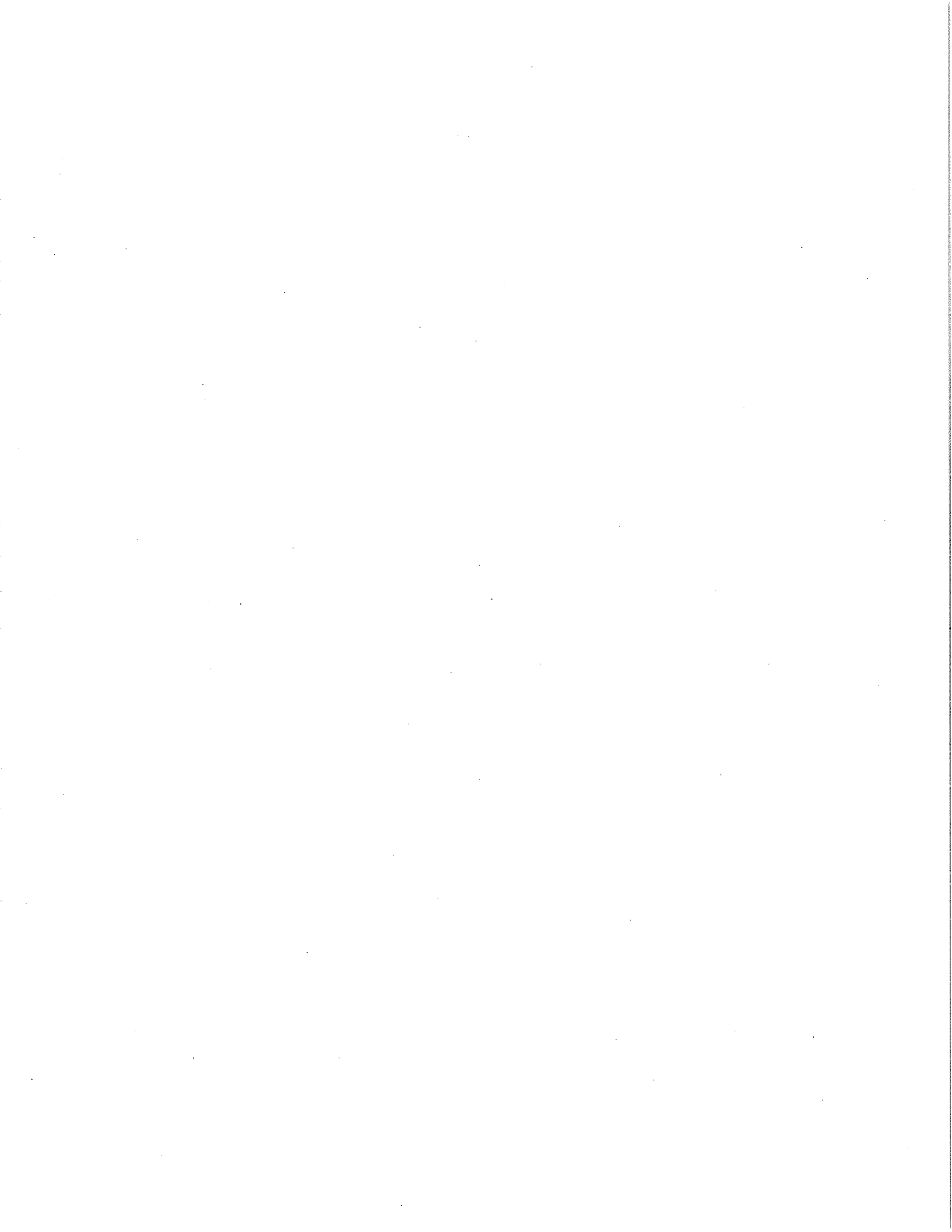
I am writing to oppose proposed changes to Gilson street's land use. We are a quiet residential neighborhood composed of families of modest means. We are one of the few relatively affordable neighborhoods located within (approximately) a mile from downtown. I support single and multi-family residential land use to allow families to live here and benefit from the convenience our neighborhood provides.

I am concerned that a new "Employment" designation, which allows businesses with evening and weekend operating hours, will be a detriment to our family-friendly, affordable neighborhood. We now have the Funk Factory Geuzeria, originally only rarely open to the public, offering several nights of bartime until midnight. They have been excellent neighbors and are communicating/working with us with their expansion. With the new designation, businesses would not need to develop these relationships with their neighbors and would have less interest in keeping the Tree Streets the unique and wonderful place it is to raise a family.

Instead, there are MANY places to be developed on Park street. Why change Gilson street designation when there is clearly available space and desire to improve Park street? Put the businesses there. Families living on Gilson street will walk there to patronize it.

Thank you for your time,

Jenny Hayes  
[REDACTED] Spruce Street  
Madison WI  
[REDACTED]



Draft Future Land Use Map Change Requests – March 2018

**Requester:**

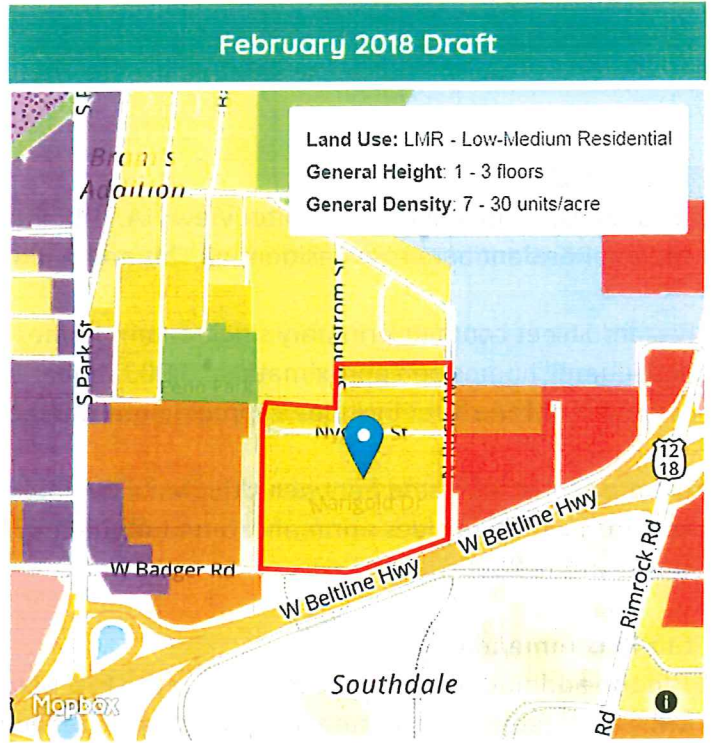
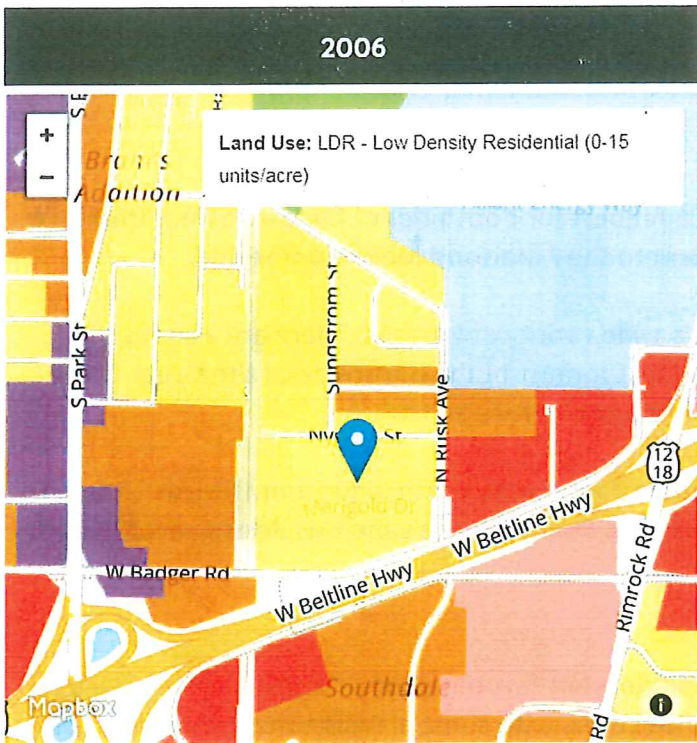
- 1. Alder Carter
- 2. David Davis on behalf of Capitol View Neighborhood Association

**Request:**

Low Residential

**Staff Recommendation:**

Maintain FLU Map



## **Draft Future Land Use Map Change Requests – March 2018**

### **Background:**

In a recent meeting with Plan Division staff, Alder Carter requested the Plan Commission consider a change for the Madison Mobile Home Park from Low-Medium Residential to Low Residential. The site was recommended for Low Density Residential in the 2006 Comprehensive Plan.

### **Staff Recommendation:**

Staff feels that Low-Medium Residential is appropriate given the proximity to major transportation corridors. The site is adjacent to the Beltline and just over a quarter mile from the South Transfer Point—which currently has frequent transit service and is a planned Bus Rapid Transit stop. Additionally, the site is situated between an area recommended for Medium Residential (to the west) and General Commercial uses to the east.

### **Background:**

David Davis, on behalf of the Capitol View NA, submitted a request for both sides of Nygaard Street from Low-Medium Residential to Low Residential. This area is adjacent to the Madison Mobile Home Park.

Nygaard Street contains primarily single-family homes on a wide variety of lot sizes. There are a series of single-family homes on approximately 10,000 square foot lots for most of the north side of the street. The remainder of the street includes approximately one-acre lots and a small church.

Nygaard Street is located between the Madison Mobile Home Park, to the south, and Sunny Meade Lane, to the north, which includes primarily 8-unit multi-family buildings. Sunny Meade Lane was designated Medium Density in the 2006 Plan.

### **Staff Recommendation:**

With the addition of the LMR category for the FLU Map update, staff recommended that this entire area be LMR. Staff feels that this category appropriately reflects these uses, with some areas on the low end of LMR and some on the high end.

2/28 Meeting with Alder Carter:

Ald. Carter would like to have the Plan Commission discuss whether LR (instead of the current LMR designation) is appropriate for the Madison Mobile Home Park.

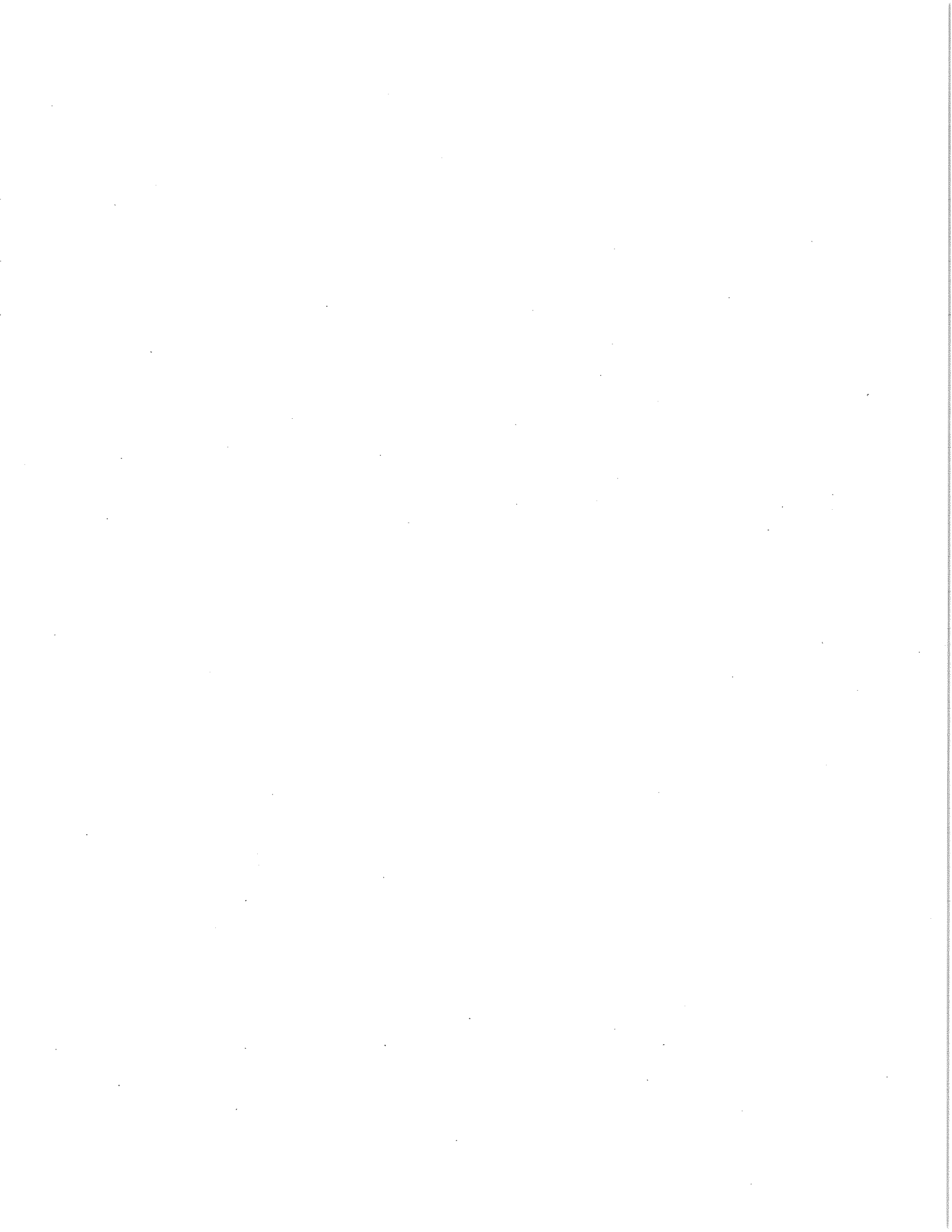






**Generalized Future Land Use Map Change Request Form – February 2018**  
Due March 2, 2018

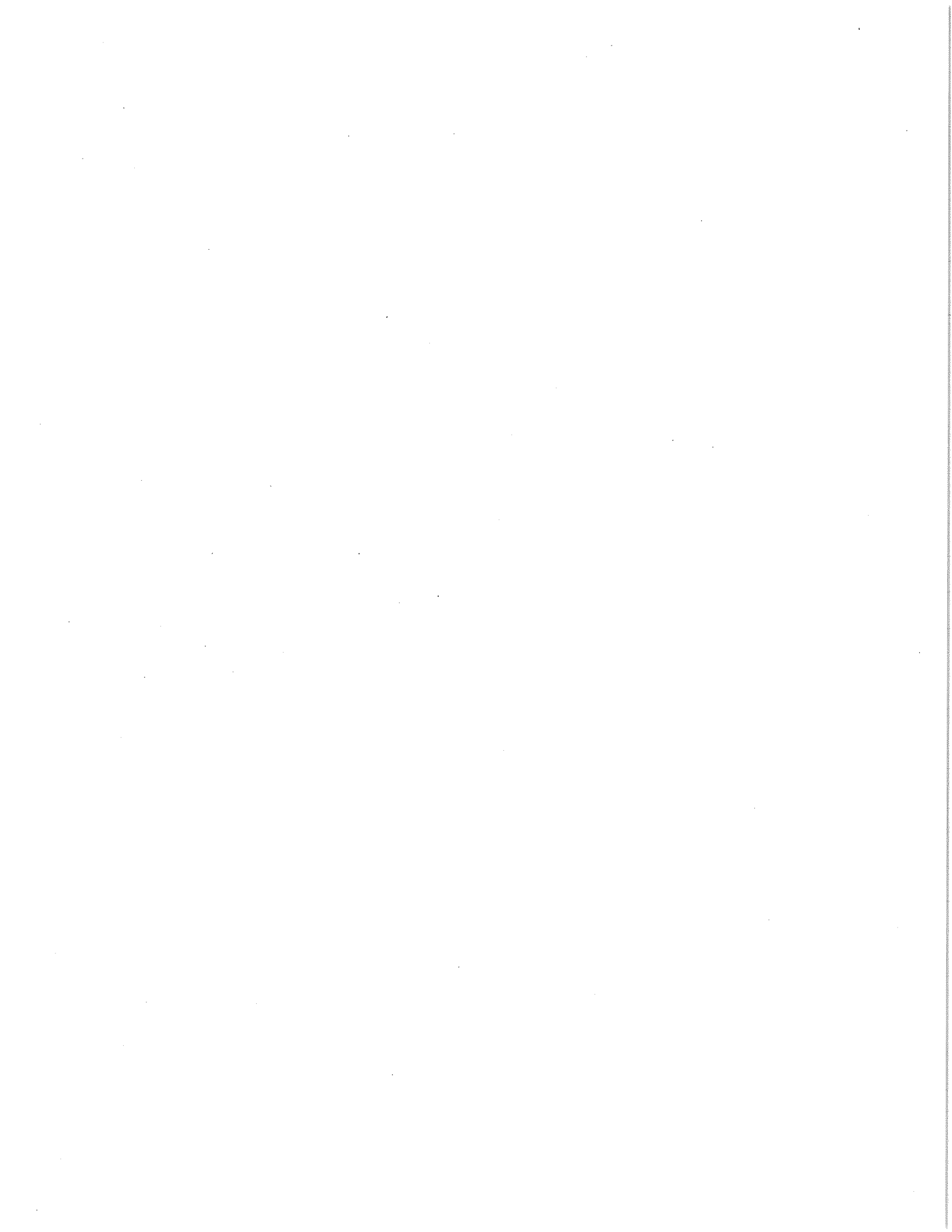
<b>Applicant Name:</b> David Davis
<b>Applicant Organization:</b> Capitol View Neighborhood Association <span style="float: right;">Page 1 of 2 pages &gt;&gt;&gt;</span>
<b>Contact Phone Number:</b> [REDACTED]
<b>Contact Email:</b> [REDACTED]
<b>Property Address(es):</b> Properties along north and south sides of Nygard St and Madison Mobile Home Park
<b>Property Parcel Number(s) – if known:</b> All city and town of Madison parcels in area described above
<b>February 2018 Draft Future Land Use Map Designation:</b> Low-Medium Residential
<b>Proposed Future Land Use Designation:</b> Low Density Residential (as shown on 2006 & 2012 land use maps)
<b>To the best of your knowledge, please describe how the request addresses the following criteria:</b>
<p>1. The proposed change would be more consistent with the 2006 Comprehensive Plan's goals, objectives, and policies, or would further the draft goals and strategies identified in Imagine Madison, as applied in the context of the area.</p> <p>The area described above was shown as Low Density Res on the 2006 and 2012 land use maps. The majority of that land is in the town of Madison and an informal poll of town residents indicates that they did not feel welcome to participate in Imagine Madison or realize it was in their interest to do so. The majority of the households in this neighborhood live in the town of Madison and without their active participation there can be no meaningful land use planning. Imagine Madison will establish the framework for future detailed land use &gt;&gt;&gt;</p>
<p>2. The proposed change would be more consistent with the recommendations of an adopted neighborhood plan, neighborhood development plan, or special area plan.</p> <p>The Capitol View neighborhood has significant problems with storm water runoff due to soil conditions, high ground water and slope. City Engineering has described the neighborhood as an "enclosed basin" with no natural outlet for storm water run-off and parts of the neighborhood are "flood prone." The two storm sewers that provide the only drainage of storm water from our neighborhood are at, and at times over, capacity. Until a comprehensive storm water management plan is developed for the entire neighborhood, (see Page 2) &gt;&gt;&gt;</p>
<p>3. The proposed change would better fit with the predominant uses and development pattern in the surrounding area. The neighborhood contains approximately 170 apartment units, 160 mobile homes, and 120 single-family homes, all providing affordable housing. The neighborhood desires that any future development be single-family homes on traditionally sized, or larger, lots as that would provide permeable area for storm water infiltration and reduce run-off. Higher density uses, smaller single-family lots and additional impermeable surfaces will all increase the storm water run-off in our neighborhood and worsen our existing problems. (see Page 2) &gt;&gt;&gt;</p>
<p>4. Conditions in the area have changed sufficiently to warrant the proposed map amendment.</p> <p>What has changed is an increasing awareness of our storm water problems and the need to address them in a comprehensive way. That, and the lack of involvement by town of Madison residents in Imagine Madison, as well as the neighborhoods desire for any future development to be affordable single-family homes are the main reasons we are requesting the 2018 land use designation for the area described above be returned to Low Residential Density as it was in the 2006 and 2012 land use maps.</p>





**Generalized Future Land Use Map Change Request Form – February 2018**  
Due March 2, 2018

<b>Applicant Name:</b> David Davis	
<b>Applicant Organization:</b> Capitol View Neighborhood Association	Page 2 of 2 pages
<b>Contact Phone Number:</b> [REDACTED]	
<b>Contact Email:</b> [REDACTED]	
<b>Property Address(es):</b> Properties along north and south sides of Nygard St and Madison Mobile Home Park	
<b>Property Parcel Number(s) – if known:</b> All city and town of Madison parcels in area described above	
<b>February 2018 Draft Future Land Use Map Designation:</b> Low-Medium Residential	
<b>Proposed Future Land Use Designation:</b> Low Density Residential (as shown on 2006 & 2012 land use maps)	
<b>To the best of your knowledge, please describe how the request addresses the following criteria:</b>	
1. The proposed change would be more consistent with the 2006 Comprehensive Plan's goals, objectives, and policies, or would further the draft goals and strategies identified in Imagine Madison, as applied in the context of the area. (continued from Page 1) planning and the neighborhood desires that any potential future development be single-family homes. Factors limiting the potential for development in our neighborhood are described in the following items.	
2. The proposed change would be more consistent with the recommendations of an adopted neighborhood plan, neighborhood development plan, or special area plan. (continued from Page 1) we request a moratorium on development and land use planning. We further request that the storm water plan include consideration of providing a means of reducing the amount of sediment and other pollutants that are currently being discharged directly into Wingra Creek.	
3. The proposed change would better fit with the predominant uses and development pattern in the surrounding area. (continued from Page 1) While this neighborhood has been described as being made up of large, wooded lots, that's only true of about seven of the residential lots and further development on those large lots may be difficult without worsening our existing storm water problems.	
4. Conditions in the area have changed sufficiently to warrant the proposed map amendment.	



Draft Future Land Use Map Change Requests – March 2018

**Requester:**

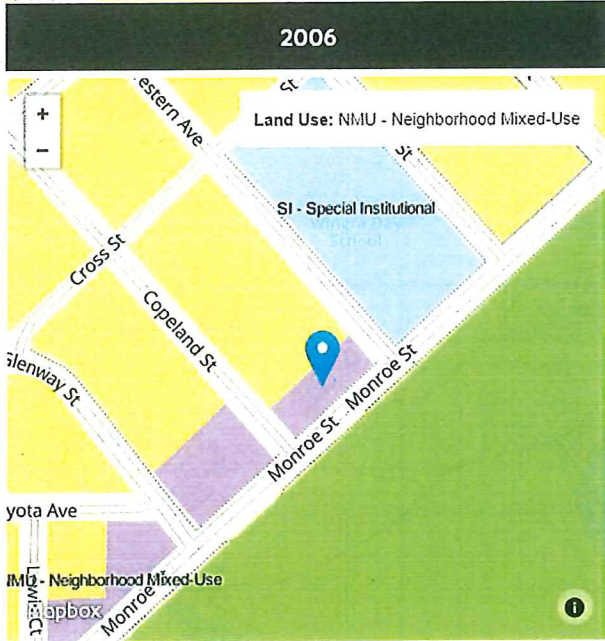
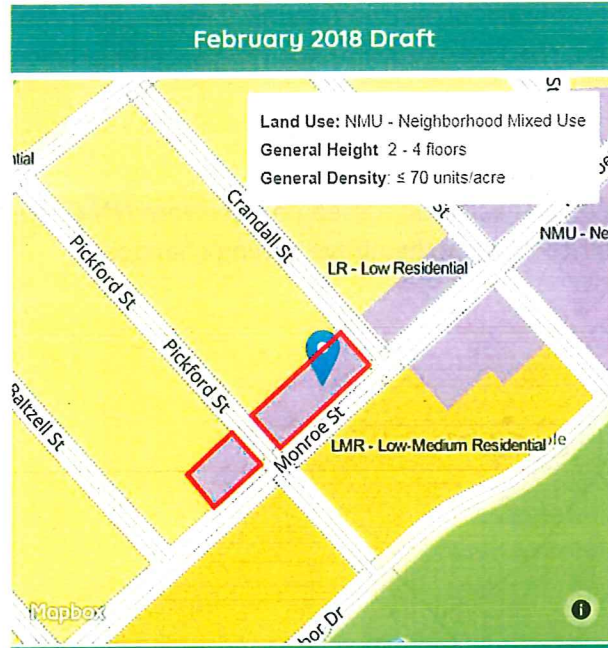
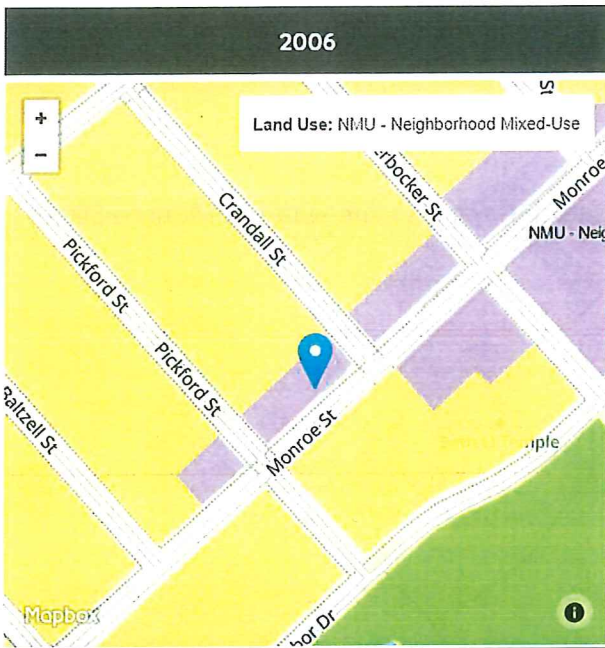
Dudgeon Monroe Neighborhood Association

**Request:**

Change to Low Residential

**Staff Recommendation:**

Change to Low Residential



## **Draft Future Land Use Map Change Requests – March 2018**

### **Background:**

The Dudgeon Monroe Neighborhood Association is requesting that the properties at 2802, 2820, 2902, 3302, and 3310 Monroe Street, along with 666 Crandall Avenue and 668 Pickford Street be shown as LR in the 2018 Future Land Use (FLU) Map. The Comprehensive Plan's 2006 FLU Map designated the aforementioned parcels (also mapped below) as NMU. As a result, they were zoned TSS as part of the zoning code update. In September and October of 2013 and February through April 2014 the District 13 Alder and property owners of the respective properties requested that the properties be rezoned (see Legistar 30729, 30730, 30731, 30736, 30737, 33194). The request was approved. Given that, a Future Land Use Map category of LR is appropriate. Note that the 2007 Monroe Street Commercial District Plan does not provide any recommendations for the parcels between Crandall Street and Baltzell Street – presumably, that means that the Plan intends for them to remain residential. The Plan recommends the parcels between Western Avenue and Copeland Street remain residential.

### **Staff Recommendation:**

Consider changing the above-discussed parcels from NMU to LR, which is more in line with the Monroe Street Commercial District Plan and the above zoning change.

**Draft Future Land Use Map Change Requests – March 2018**

**Requester:**

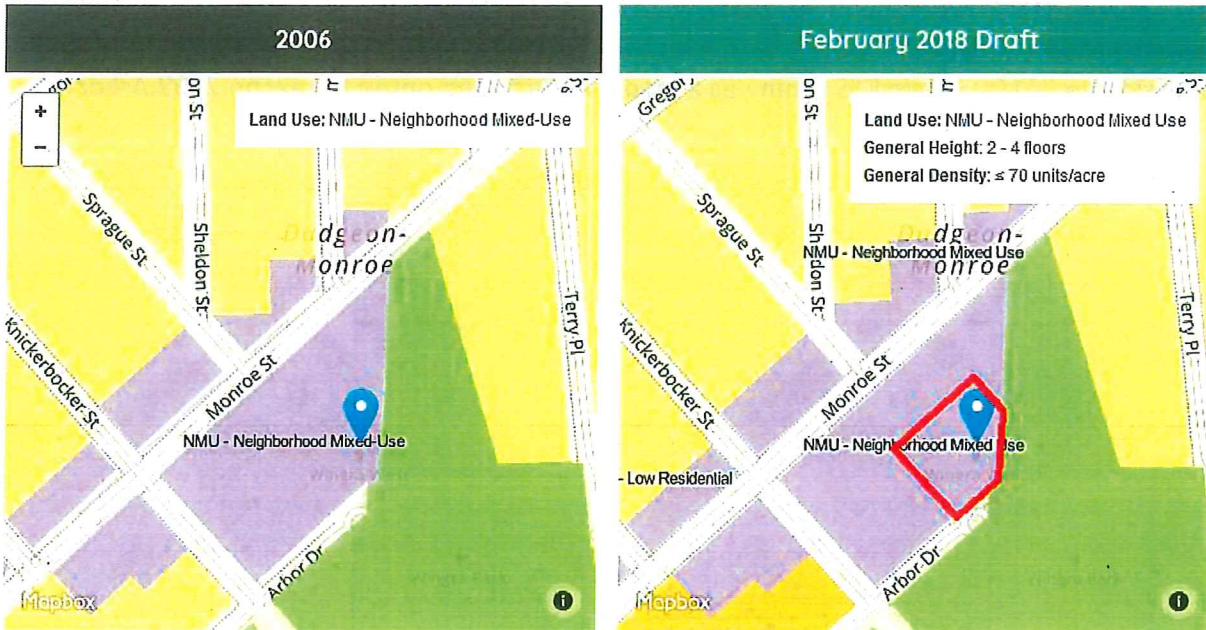
Dudgeon Monroe Neighborhood Association

**Request:**

Change to Residential

**Staff Recommendation:**

Change to Medium Residential



**Background:**

The Dudgeon Monroe Neighborhood Association is requesting that 2602 Arbor Drive, which is currently shown as NMU, be mapped as a residential use on the 2018 FLU Map. 2602 Arbor Drive was rezoned from TSS to TR-U1 in April of 2014 (see Legistar 33195) to “correct a mapping error.” The 2007 Monroe Street Commercial District Plan designates 2602 Arbor Drive, along with the adjoining 2628 Arbor Drive, as a “Future New Residential Development Option.”

**Staff Recommendation:**

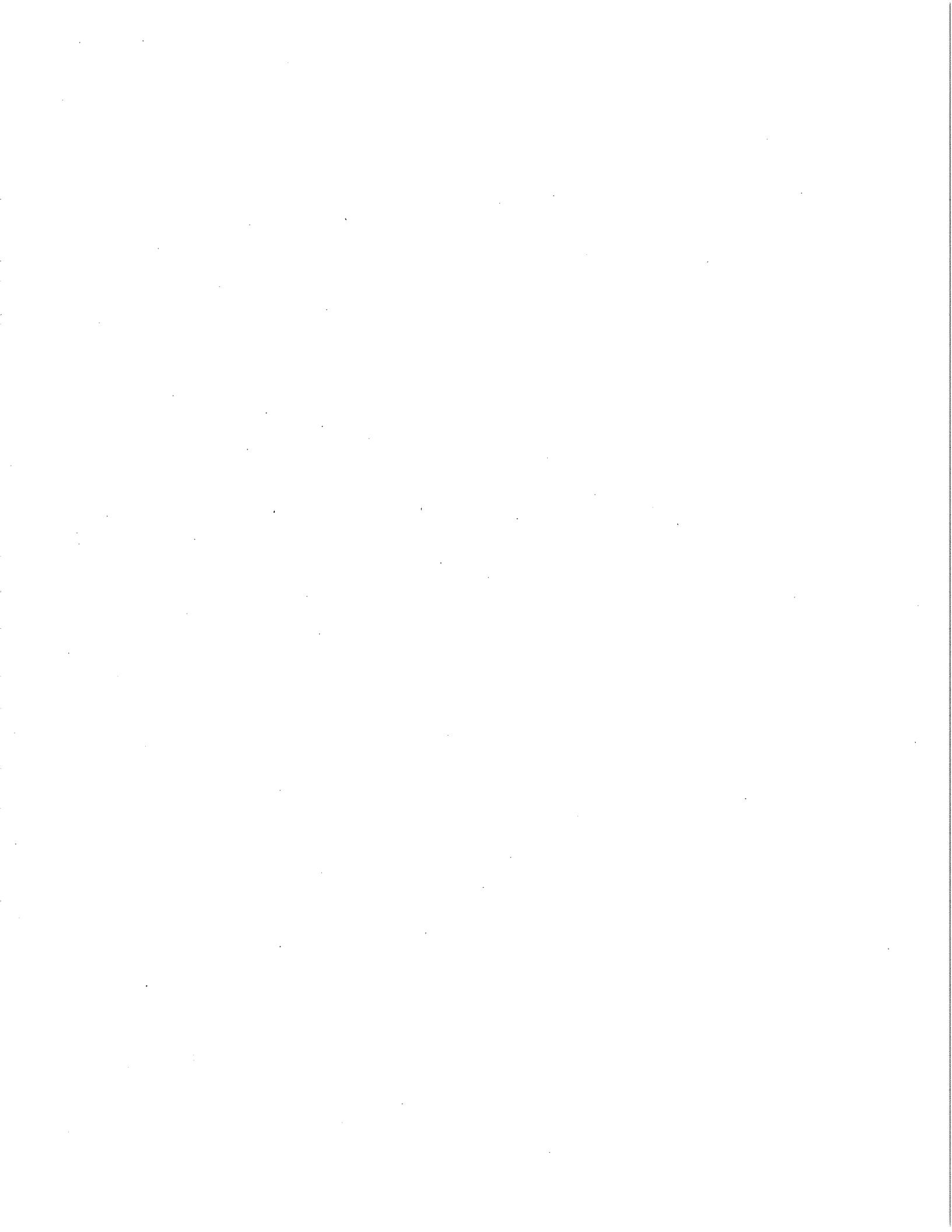
Staff does not necessarily agree that a mixed-use development would have negative impacts on the adjacent park. However, it is appropriate to consider a map change to the MR land use category for 2602 and 2628 Arbor Drive because the Monroe Street Commercial District Plan specifies future residential in the area and because the Commission, in 2014, viewed TSS zoning as a mapping error and opted to rezone 2602 Arbor Drive to TR-U1.





## Generalized Future Land Use Map Change Request Form – February 2018

<b>Applicant Name:</b> David Hoffert, President; Joel Bodilly, Zoning Committee Chair
<b>Applicant Organization:</b> Dudgeon Monroe Neighborhood Association
<b>Contact Phone Number:</b> [REDACTED] (Joel Bodilly)
<b>Contact Email:</b> [REDACTED]
<b>Property Address(es):</b> 2802 Monroe Street, 666 Crandall Street, 2820 Monroe Street, 668 Pickford Street, 2902 Monroe Street, 3302 Monroe Street, 3320 Monroe Street, 2602 Arbor Drive
<b>Property Parcel Number(s) – if known:</b>
<b>February 2018 Draft Future Land Use Map Designation:</b> Neighborhood Mixed Use for all but Arbor Drive property which is shown as “Institutional”
<b>Proposed Future Land Use Designation:</b> Change to Low Residential, consistent with surrounding properties, for all properties except 2602 Arbor Drive. For the Arbor Drive property, change to land use designation consistent with current TR-V1 residential zoning.
<p><b>To the best of your knowledge, please describe how the request addresses the following criteria:</b></p> <p>1. The proposed change would be more consistent with the 2006 Comprehensive Plan’s goals, objectives, and policies, or would further the draft goals and strategies identified in Imagine Madison, as applied in the context of the area.</p> <p><b>Response:</b> All of the above properties were originally designated as “TSS” in Madison’s 2006 zoning code. These designations were not known to neighborhood residents until the after new zoning code was implemented in 2012. After learning of the changes, DMNA worked with our then-alder to reestablish residential zoning for these properties, which was approved by the Plan Commission and Common Council.</p>
<p>2. The proposed change would be more consistent with the recommendations of an adopted neighborhood plan, neighborhood development plan, or special area plan.</p> <p><b>Response:</b> When the above properties were restored to residential zoning in 2013 and 2014, the Planning Division undertook a review of conformity to adopted plans and concluded that the zoning map amendment standards were met.</p>
<p>3. The proposed change would better fit with the predominant uses and development pattern in the surrounding area.</p> <p><b>Response:</b> Changes recommended for properties on Monroe, Crandall, and Pickford streets are consistent with the residential uses of surrounding properties. Recharacterizing them as “neighborhood mixed use” would be <u>inconsistent</u> with the surrounding uses.</p> <p>The property at 2602 Arbor Drive <u>directly</u> abuts Wingra Park. We do not consider it appropriate to allow future mixed-used development on a site immediately adjacent to parkland.</p>
<p>4. Conditions in the area have changed sufficiently to warrant the proposed map amendment.</p> <p><b>Response:</b> N/A</p>





<http://www.dmna.org>

March 2, 2018

Members of the City of Madison Plan Commission:

The Imagine Madison Draft Future Land Use (FLU) map proposes to redesignate eight residential properties in our neighborhood to land-use categories that allow mixed-use development. On behalf of the Dudgeon Monroe Neighborhood Association (DMNA), I am writing to request that the FLU map be changed to reflect the current residential zoning of these properties.

#### Background

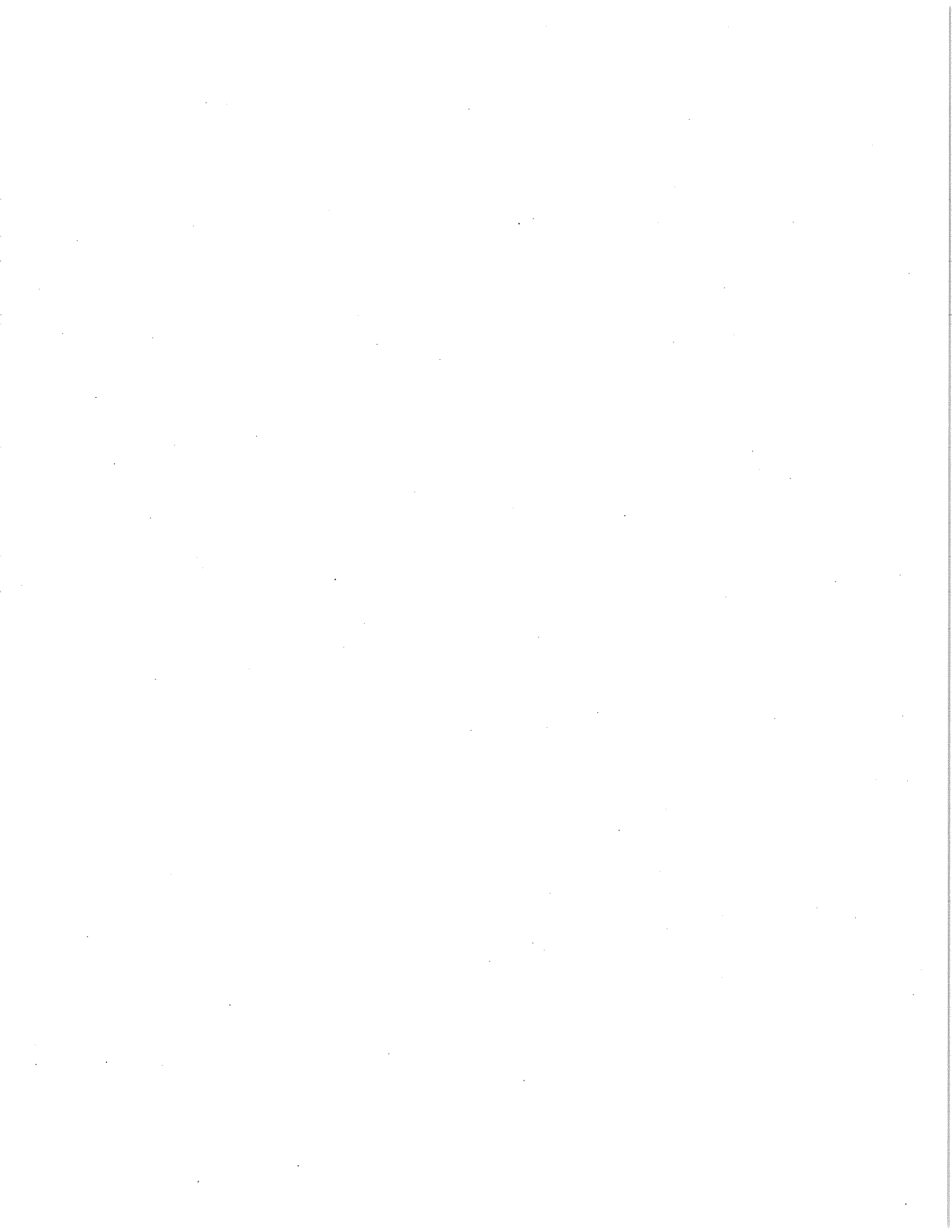
In 2013, shortly after the implementation of Madison's new zoning code, neighborhood residents discovered that seven residential properties in Dudgeon Monroe had been rezoned from residential to Traditional Shopping District (TSS). These properties included both single-family, owner-occupied homes as well several two-family residential structures on Monroe Street and adjoining side streets. A larger apartment complex on Arbor Drive adjoining Wingra Park was also rezoned TSS at that time.

The DMNA worked with our then-Alder to restore these properties to residential zoning. Primary concerns raised at that time were: the potential loss of long-standing homes in the neighborhood; height/massing of new developments directly abutting neighborhood homes on neighborhood side streets; and the introduction of commercial elements, with attendant traffic and parking impacts, on residential streets.

Addresses of properties that were previously restored to residential zoning are provided in the attached Future Land Use Change Request form. This rezoning occurred in 2013 and 2014 but is not reflected in either the Imagine Madison baseline mapping nor the FLU map. We urge the Plan Commission amend the Future Land Use Map so that these residential properties are no longer earmarked as sites for future mixed-use development.

Sincerely,

David Hoffert  
President, Dudgeon Monroe Neighborhood Association



**From:** [REDACTED]  
**To:** [Grady, Brian](#)  
**Subject:** Plan Commission Action re: Draft Future Land Use Plan  
**Date:** Wednesday, January 24, 2018 1:54:29 PM  
**Attachments:** [DraftFutLandUseMap.pdf](#)  
[ATT00001.htm](#)

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Hello Brian,

I'm writing to follow-up to our communication last week regarding proposed redesignation of residential properties on and near Monroe Street to neighborhood mixed use in the Draft Future Land Use Plan. Thank you for getting this information to the Plan Commission on short notice.

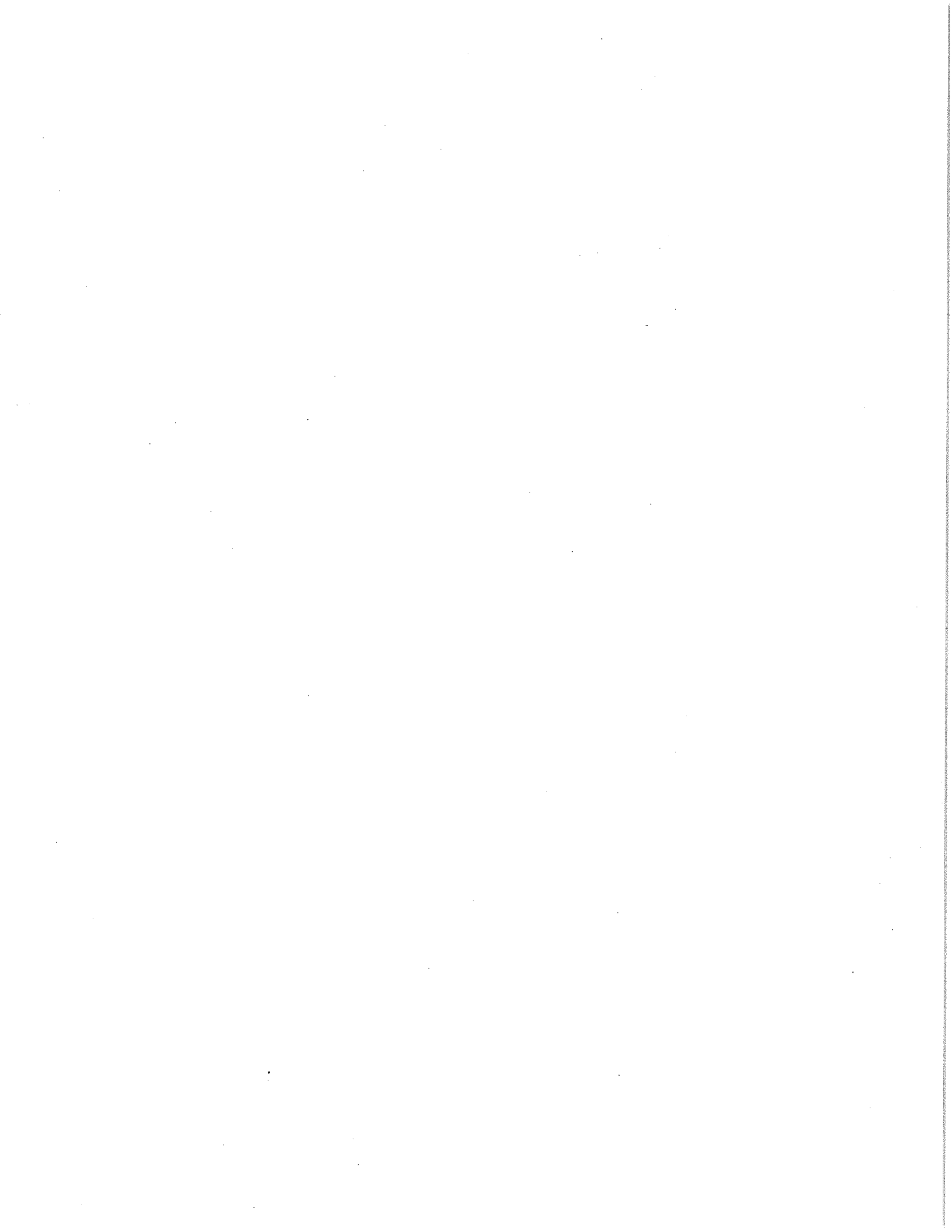
I understand from Alder Eskrich that the Commission recommended updating the land use map to ensure that the residential properties abutting Monroe remain residential. This is welcome news! By way of confirmation, were all residential parcels earmarked NMU included in this recommendation? Map is attached for reference.

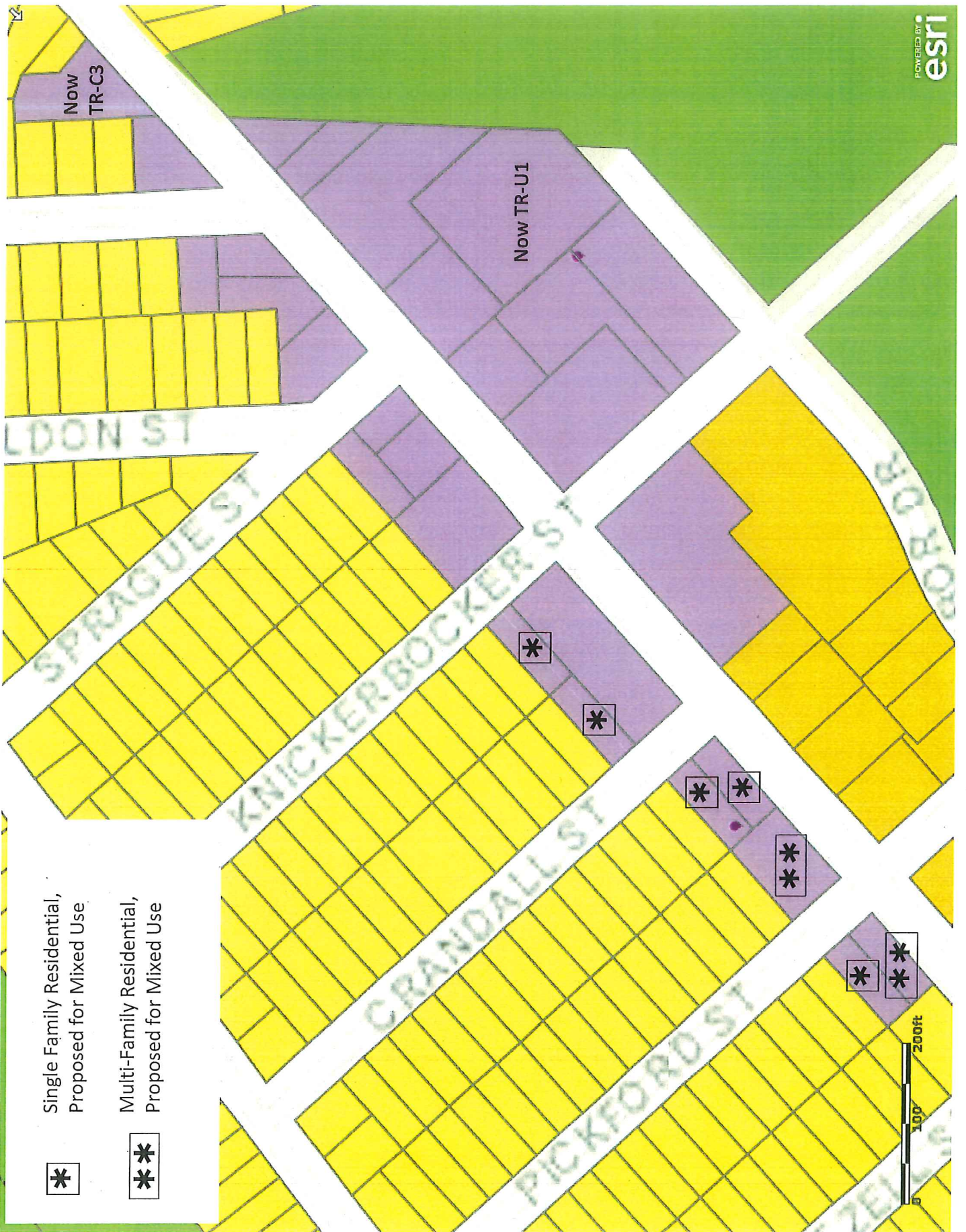
Thanks and best regards,

Priscilla Arsove

*Priscilla Arsove*

*mobile:* [REDACTED]



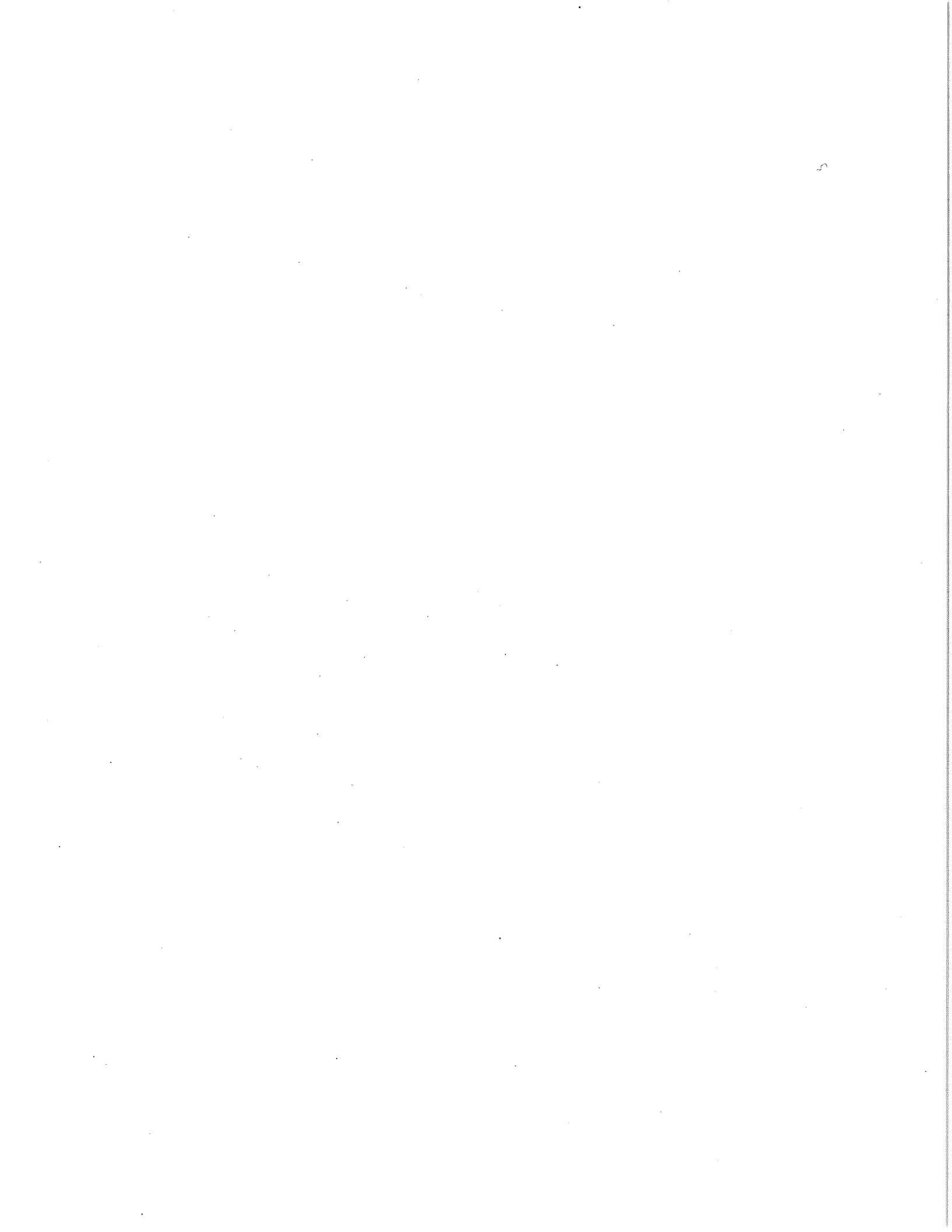


Single Family Residential,  
Proposed for Mixed Use



Multi-Family Residential,  
Proposed for Mixed Use

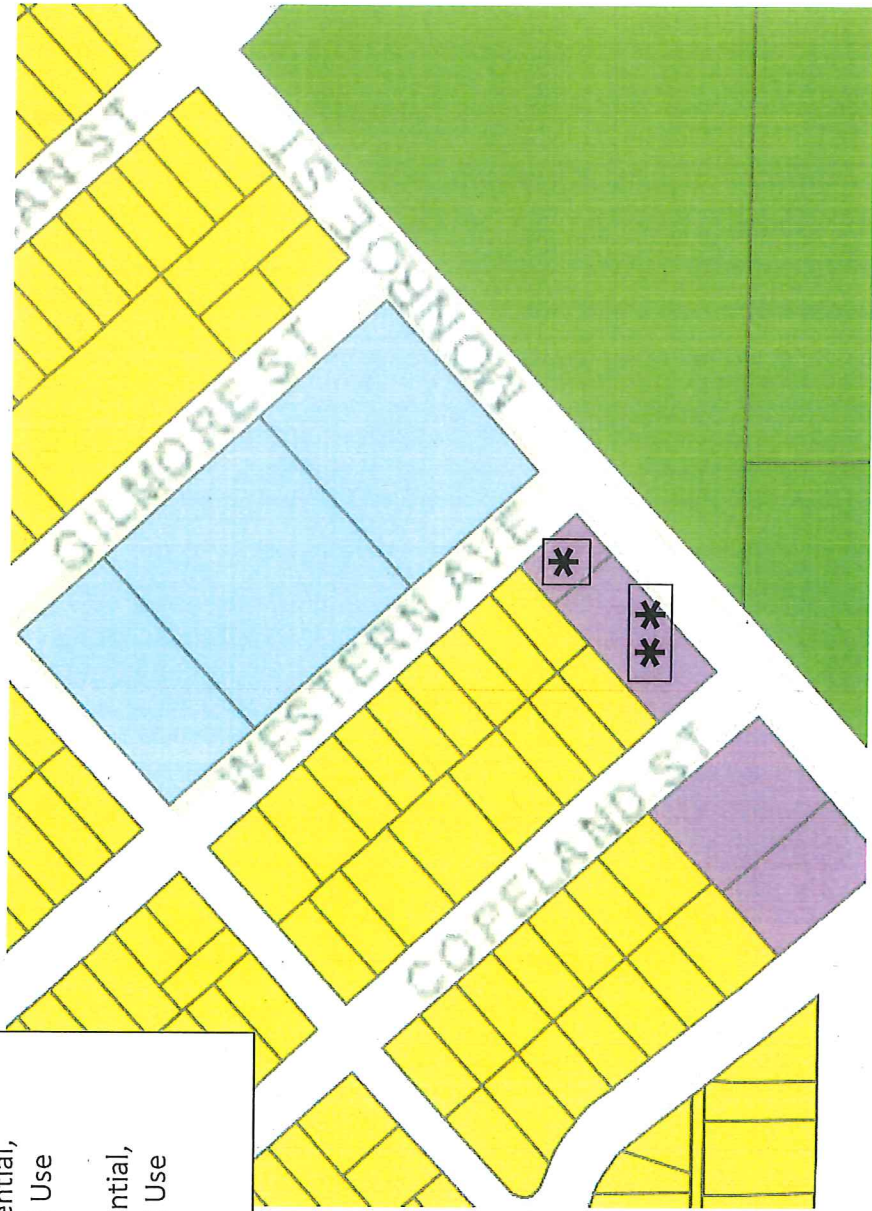






Single Family Residential,  
Proposed for Mixed Use

Multi-Family Residential,  
Proposed for Mixed Use





Draft Future Land Use Map Change Requests – March 2018

**Requester:**

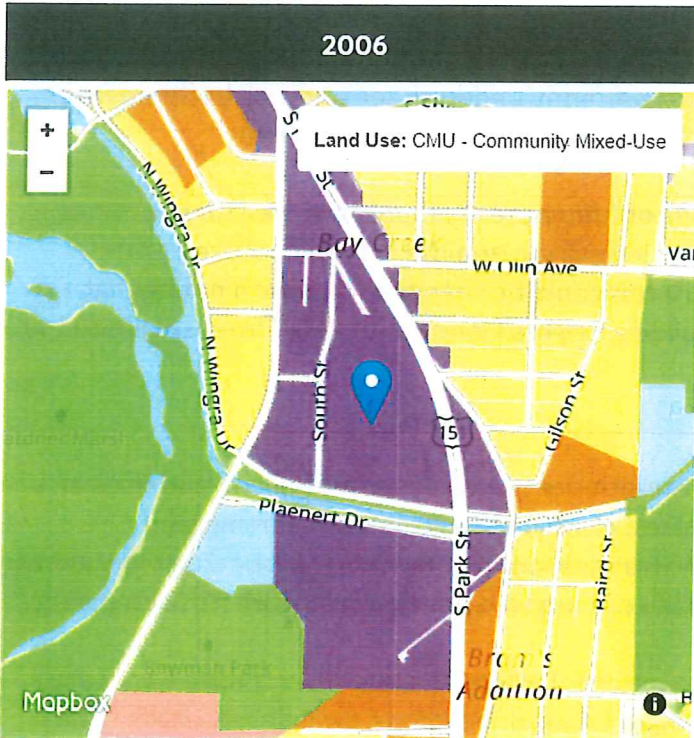
Various requesters

**Request:**

Changes to the RMU area

**Staff Recommendation:**

Maintain FLU Map, or consider changing a portion of this area to CMU



**Background:**

Staff appreciates the attention given to views from Lake Wingra, and the desire to maintain the feeling of a rural, undeveloped area while enjoying a lake so close to the center of the city. That desire must be balanced with City goals to accommodate future growth in infill areas well served by transit.

The main (and perhaps only) opportunity for significant building height within the viewsheds experienced from Lake Wingra is likely looking east toward the 60-acre area recommended for Regional Mixed Use (RMU), bounded by Fish Hatchery Road and S Park Street on either side of Wingra Creek. This area is very well served by transit, which will only improve if Bus Rapid Transit comes to fruition. As recommended in the Wingra BUILD Plan, the area north of Wingra Creek has significant opportunities for urban redevelopment and new street connections to support it. While the Wingra BUILD Plan includes no specific height limits, it does include photos of buildings illustrative of the intended scale, which range in height from three to eight stories. The area south of Wingra Creek, while not planned in detail, is significantly underutilized and well buffered from any low-density residential uses, and a prime opportunity for significant infill redevelopment.

The RMU future land use category can support a wide range of future uses in four to twelve-story buildings, each of which would move forward through a public process involving rezonings, conditional uses, and in some cases, review by the Urban Design Commission. While this could be changed, it is worth noting that within Urban Design District 7 (MGO Section 33.24(13)) building heights along South Park Street are limited to a maximum of six stories.

**Staff Recommendation:**

Given the size of this area, the opportunity for significant transit-oriented infill redevelopment, and the lack of immediate adjacent conflicts with low-density residential uses, Planning Division staff recommends maintaining the RMU recommendation for most of the 60-acre area, noting that care will be taken throughout future development review processes to ensure compatibility of proposed development with its surroundings.

However, staff supports Community Mixed-Use (CMU) as a potential alternative to RMU for the 11-acre area between Fish Hatchery Road and South Street, north of Wingra Creek, in order to provide more predictable height limits closest to Lake Wingra and the residential uses on the other side of Fish Hatchery Road.

**Laatsch, Kirstie**

---

**From:** Eric Kerlow [REDACTED]  
**Sent:** Wednesday, February 28, 2018 10:56 AM  
**To:** Imagine Madison  
**Subject:** South Park Street on 10 Year Comprehensive Plan

City Planning, [imaginemadison@cityofmadison.com](mailto:imaginemadison@cityofmadison.com)

Dear Director Stouder:

- 1) Please revise the Proposed 10 Year Comprehensive Plan in the South Park Street/Fish Hatchery areas from Regional Mixed Use (4-12 stories) to Neighborhood Mixed Use (2-4 stories)
- 2) Please work on a Heritage Plan (view-shed protections) for Lake Wingra and the Arboretum.

**Present**



East view of the Lake Wingra Shoreline.

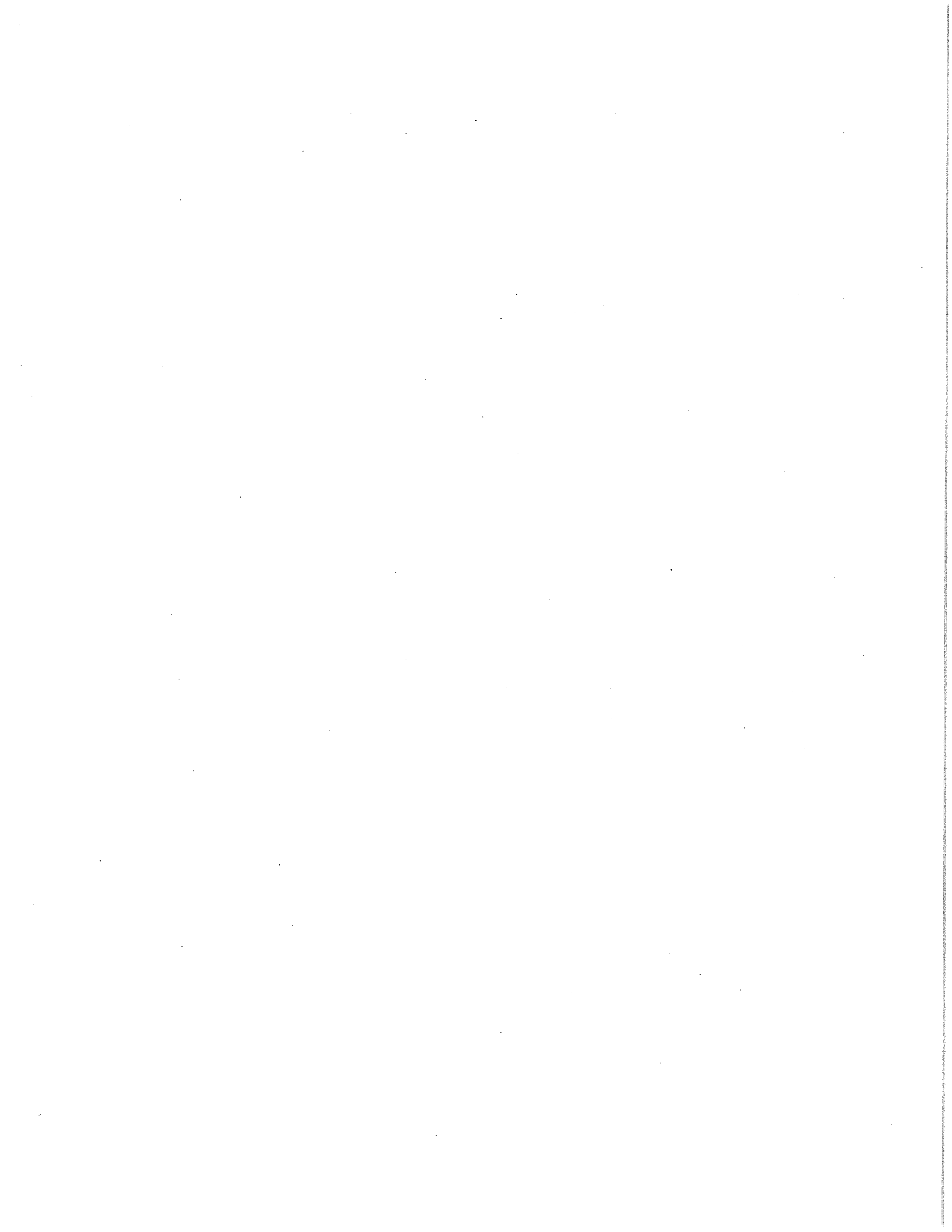
The 5th-story of 1102 S. Park can be seen above the tree line. Your revised master plan is proposing allowing 12-story buildings. Not seeing buildings and houses is a large component of what makes Wingra special and Madison a special place to live.

**Proposed City Plan**



Artist rendering of 12-story buildings as seen above the east shore of Lake Wingra. This would be a tragic mistake effecting generations in Madison.

Eric Kerlow  
[REDACTED] Adam St.



**From:** [Ian Canovi](#)  
**To:** [Admin \(MB\)](#)  
**Cc:** [Eskrich, Sara](#); [Imagine Madison](#)  
**Subject:** RE: 10 Year Master Plan  
**Date:** Friday, January 26, 2018 2:40:11 PM

---

Dear Summer,

Thank you very much for the response. I appreciate the attempt at neutrality in the original email, but I do feel the pictures that were chosen were poorly done and misleading. To me at least (and I showed the email to a coworker who agreed), the email writer's stance on the issue seemed clear, due to the photo issues I detailed in the original email. The initial photo is not "the view" from Lake Wingra, it is a tiny snippet of shoreline. "The view" of the point potentially impacted already includes a rather tall building (St. Mary's, just north of Park & Fish Hatchery and located in the most likely redevelopment zone). Additionally, the phrase "major impact" is a notorious "weasel word" (a word or phrase used to assign a veneer of objectivity and gravity to something subjective or unsubstantiated). Coupled with the St. Mary's-less "current" view, the overall goal of the message is pretty clear.

Additionally, the italicized call to action of "this is our city and our lake" heavily implies that the city planning decision is "against the will of the silent majority" (another point agreed on by my coworkers). Framing something in that light is a very frequent tactic in political advertisements, and the "silent majority" trope has no place in ostensibly unbiased communication. I think a little more cognizance of communicating in a nonbiased way could be beneficial.

Thanks,

Ian Canovi

Research Specialist, Wisconsin Alzheimer's Institute

**From:** Admin (MB) [mailto: ]  
**Sent:** Friday, January 26, 2018 1:53 PM  
**To:** Ian Canovi  
**Cc:** [district13@cityofmadison.com](mailto:district13@cityofmadison.com); [imaginemadison@cityofmadison.com](mailto:imaginemadison@cityofmadison.com)  
**Subject:** Re: 10 Year Master Plan

Ian-

Thank you for reading our most recent email, and taking action by voicing your opinion to Alder Eskrich and The City of Madison. We know that there are many opposing views on this matter, and in our most recent email we encouraged people to voice their opinion on the matter (whichever stance they took). It is your Lake and your City, so we are thankful that you voiced your opinion.

Regards,

Summer Leeper Jarosky,

*on behalf of the Madison Boats Team*

On Fri, Jan 26, 2018 at 12:28 PM, Ian Canovi [ ] wrote:

Hello,

I recently received an email from my beloved Madison Boats more or less suggesting I write in to protest the allowing of high rise buildings at Park & Fish Hatchery. I am in fact writing for the opposite reason. I think it's wonderful. Density is the way of the future for a growing city like Madison, and I am absolutely sick of the upper-middle-class NIMBYs of this city talking out of one side about urbanism and sustainability and transit, and then pitching a little tantrum every time anyone tries to build anything taller than 3 floors. It strikes me as whiny, short-sighted, privileged, and immature.

I'm not sure if either of you has seen the email that Boats sent out, so I attached the relevant portion. It contains a rather misleading photograph of a very small portion of the view from

Lake Wingra followed by a similar photo with existing downtown high-rises clunkily Photoshopped into the background at random angles (looks like Equinox Apartments, The James, and The Constellation from left to right, I believe). The photo set completely ignores the fact that from any angle where Park Street buildings would be visible, St. Mary's Hospital is already amply visible, and many other buildings poke out. I anticipate this email from Boats will trigger several NIMBYs to write impassioned, poorly reasoned emails to you folks, so I wanted to make sure the other side was expressed as well. The more practical denizens among us, as you probably know from working in this wonderful city's government for so long, are not usually as vocal in these sorts of issues. But there are a lot of us.

Best,

--

**Ian R. Canovi**  
Research Specialist





**From:** Sasha  
**To:** Imagine Madison  
**Subject:** Lake Wingra Protection  
**Date:** Sunday, February 11, 2018 2:12:53 PM

---

I am writing to urge you to protect Lake Wingra as an amazing natural oasis for generations to come. Part of what I love about my neighborhood and my city is that just outside my door is such beautiful nature. I can almost forget that I am in the middle of the city. Part of what makes it so special is looking out over Lake Wingra and seeing almost exclusively nature. I am concerned that the possibility of 12 story buildings on Park and Fish Hatchery will change forever the feel and uniqueness of Lake Wingra.

I would ask that you modify the Proposed 10 year Comprehensive Plan such that Park Street and Fish Hatchery are changed from Regional Mixed Use (4-12 stories) to Neighborhood Mixed Use (2-4 stories) to protect the views from Lake Wingra. In thinking about what we want for our city to look like in 10 years and beyond I strongly believe that we must consider our natural environment and make sure that what we are proposing does not adversely affect the great natural gifts our city offers. Further, I would urge that you work to codify these protections for Lake Wingra by considering developing a Heritage Plan (view-shed protections) for Lake Wingra and the Arboretum such as exists on the Wisconsin River.

Sincerely,

Sasha Kerlow  
[REDACTED] Adams St



**From:** [Paul Guilbault](#)  
**To:** [Imagine Madison](#)  
**Subject:** Proposed Park and Fish Hatchery 12 story buildings  
**Date:** Wednesday, January 24, 2018 6:04:31 PM

---

Dear Director Stouder:

- 1) Please revise the Proposed 10 Year Comprehensive Plan in the South Park Street/Fish Hatchery areas from Regional Mixed Use (4-12 stories) to Neighborhood Mixed Use (2-4 stories)
- 2) Please work on a Heritage Plan (view-shed protections) for Lake Wingra and the Arboretum.
- 3) Lake Wingra is a very special place and there are plenty of places for a 12 story building in Madison that would not ruin the view from Lake Wingra.

Sincerely,

Paul Guilbault

████████ Ferry Place  
Madison, WI 53711



Virus-free. [www.avast.com](http://www.avast.com)



**From:** Tom Richardson  
**To:** Imagine Madison  
**Subject:** Tree line projects viewed from Lake Wingra  
**Date:** Sunday, January 28, 2018 7:07:59 PM

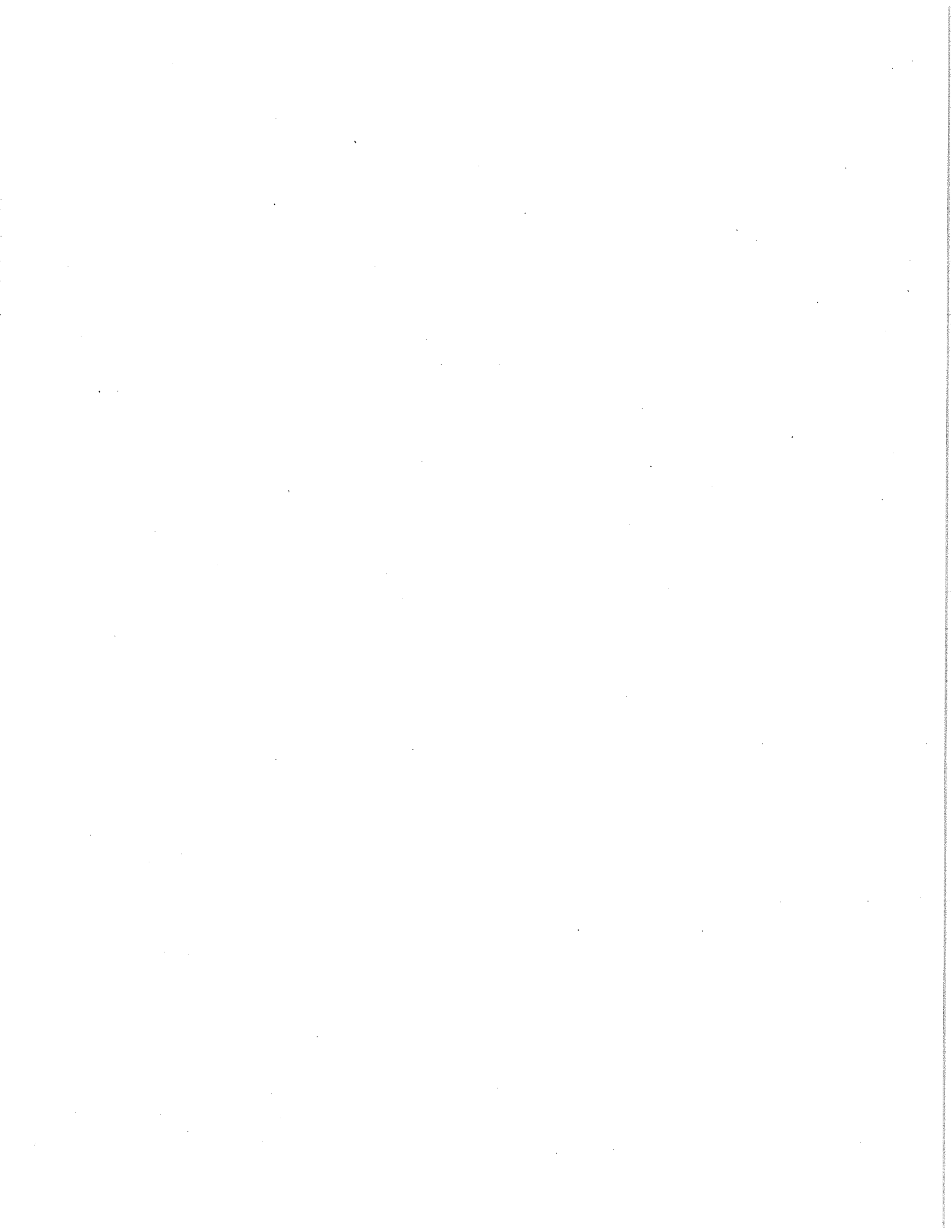
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Dear Director Stouder:

- 1) Please revise the Proposed 10 Year Comprehensive Plan in the South Park Street/Fish Hatchery areas from Regional Mixed Use (4-12 stories) to Neighborhood Mixed Use (2-4 stories)
- 2) Please work on a Heritage Plan (view-shed protections) for Lake Wingra and the Arboretum.

Sincerely,

Tom and Barbara Richardson  
██████████ Adams St  
Madison, WI



**Draft Future Land Use Map Change Requests – March 2018**

**Requester:**

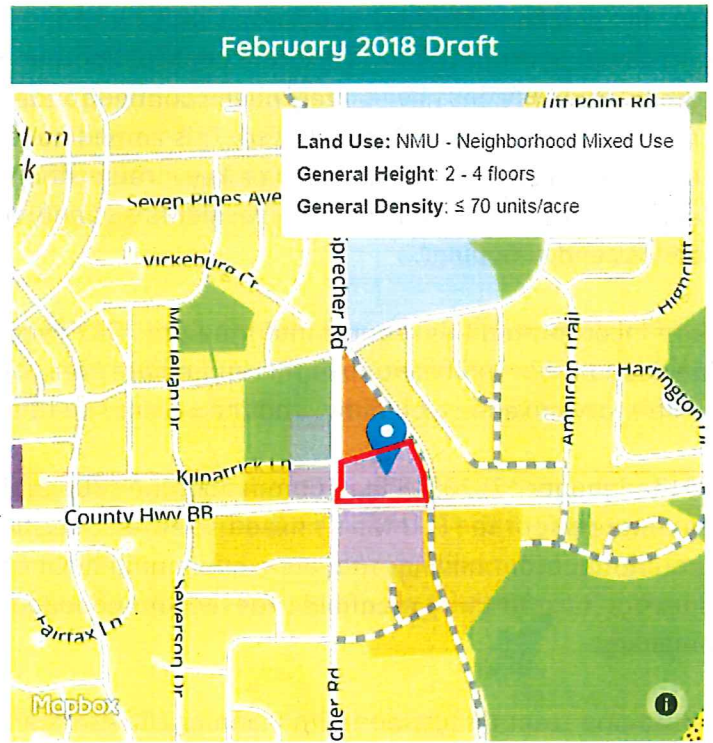
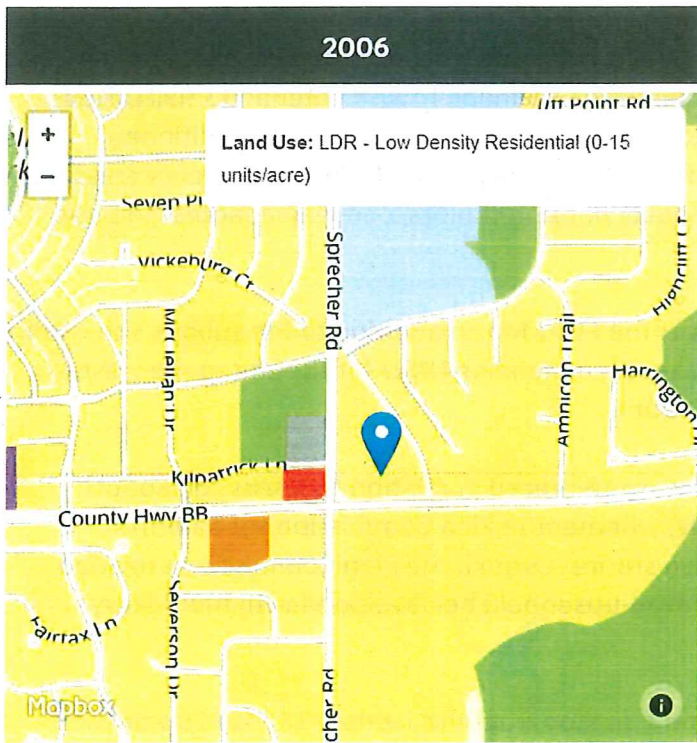
Hovde Properties

**Request:**

Change to General Commercial

**Staff Recommendation:**

Maintain FLU Map



## Draft Future Land Use Map Change Requests – March 2018

### **Background:**

The property is recommended for Low Density Residential in the 2006 Comprehensive Plan and Low-Medium Residential in the Sprecher Neighborhood Development Plan. The applicant submitted a FLU Map change request during the initial solicitation for changes back in March 2017. The applicant requested a change to Neighborhood Mixed-Use.

The applicant provided the following summary in the initial request:

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".

Staff incorporated this request into the April 2017 version of the FLU Map. In addition to the subject site, staff included other modifications to this immediate area, such as recommending NMU for the site to the west (a multi-story mixed-use building) and the vacant site to the south.

At the January 18, 2018 Plan Commission, the subject site was referenced in relation to discussion about parameters for the FLU Map's mixed-use areas. Specifically, whether the Plan Commission sees a firm requirement for buildings that are a minimum height of two stories. Overall, the Plan Commission provided direction to staff that greenfield sites recommended for mixed-use should be developed with multi-story buildings.

Based on recent discussions with Planning Division staff and direction from the January 18 Plan Commission meeting. The applicant has submitted a requested change to General Commercial to accommodate a convenience store and financial institution on this site.

### **Staff Recommendation:**

Overall, updates to the FLU Map have transitioned areas previously recommended for General Commercial to other categories—primarily Mixed-Use and Employment. Staff sees the subject property as a key site within a Sprecher Road/Cottage Grove Road mixed-use node that serves existing and planned residential development in this area. Staff feels that this location, at the intersection of two major arterial streets and complemented with peak-hour transit service, can support multi-story mixed-use buildings.



**From:** [Stouder, Heather](#)  
**To:** [Zellers, Benjamin](#)  
**Subject:** FW: Rodefeld site--Comp Plan FLU Map  
**Date:** Monday, March 05, 2018 2:38:09 PM  
**Attachments:** [ROD Draft CSM Synder 20171228.pdf](#)

---

**From:** Victor Villacrez [REDACTED]  
**Sent:** Monday, March 05, 2018 11:10 AM  
**To:** Grady, Brian <[BGrady@cityofmadison.com](mailto:BGrady@cityofmadison.com)>  
**Cc:** Stouder, Heather <[HStouder@cityofmadison.com](mailto:HStouder@cityofmadison.com)>; Hall, Amanda <[district3@cityofmadison.com](mailto:district3@cityofmadison.com)>  
**Subject:** RE: Rodefeld site--Comp Plan FLU Map

Brain,

Thank you again for letting us know the deadline to change the designation of the Future land Use Plan in the draft Comp Plan for the Rodefeld site.

Per our conversations with you and other staff, our buyers and consultants we would like to ask for a change in the area currently designated as NMU to a designation of General Commercial.

To be more specific we request that lots 2 and 3 on the attached draft CSM be designated as General Commercial.

We will address our concerns with the NMU designation with the Plan Commission next Monday at the listening session.

Can you make sure we are on the agenda or is a public hearing?

If there is any other requirement for this request please contact me ASAP.

Thank you,

Vic

**From:** Grady, Brian [<mailto:BGrady@cityofmadison.com>]  
**Sent:** Saturday, March 03, 2018 12:24 PM  
**To:** Victor Villacrez [REDACTED]  
**Cc:** Stouder, Heather <[HStouder@cityofmadison.com](mailto:HStouder@cityofmadison.com)>  
**Subject:** Rodefeld site--Comp Plan FLU Map

Hi Vic-

I see you will be attending DAT this Thursday regarding the Rodefeld site.

Heather and I wanted to check in to see if you planned to request a change to the latest Draft of the FLU Map (which is located [here](#) and [here](#)). The Draft Comp Plan FLU Map has Neighborhood Mixed-Use for the Rodefeld site and we discussed the [parameters](#) for NMU which includes a two-story minimum for buildings. This Monday, March 5 is our deadline for requesting changes. Requested changes will then be reviewed by the Plan Commission, at a special work session regarding the FLU Map, on Monday, [March 12](#).

Let me know if you have any questions.

Thanks,  
Brian

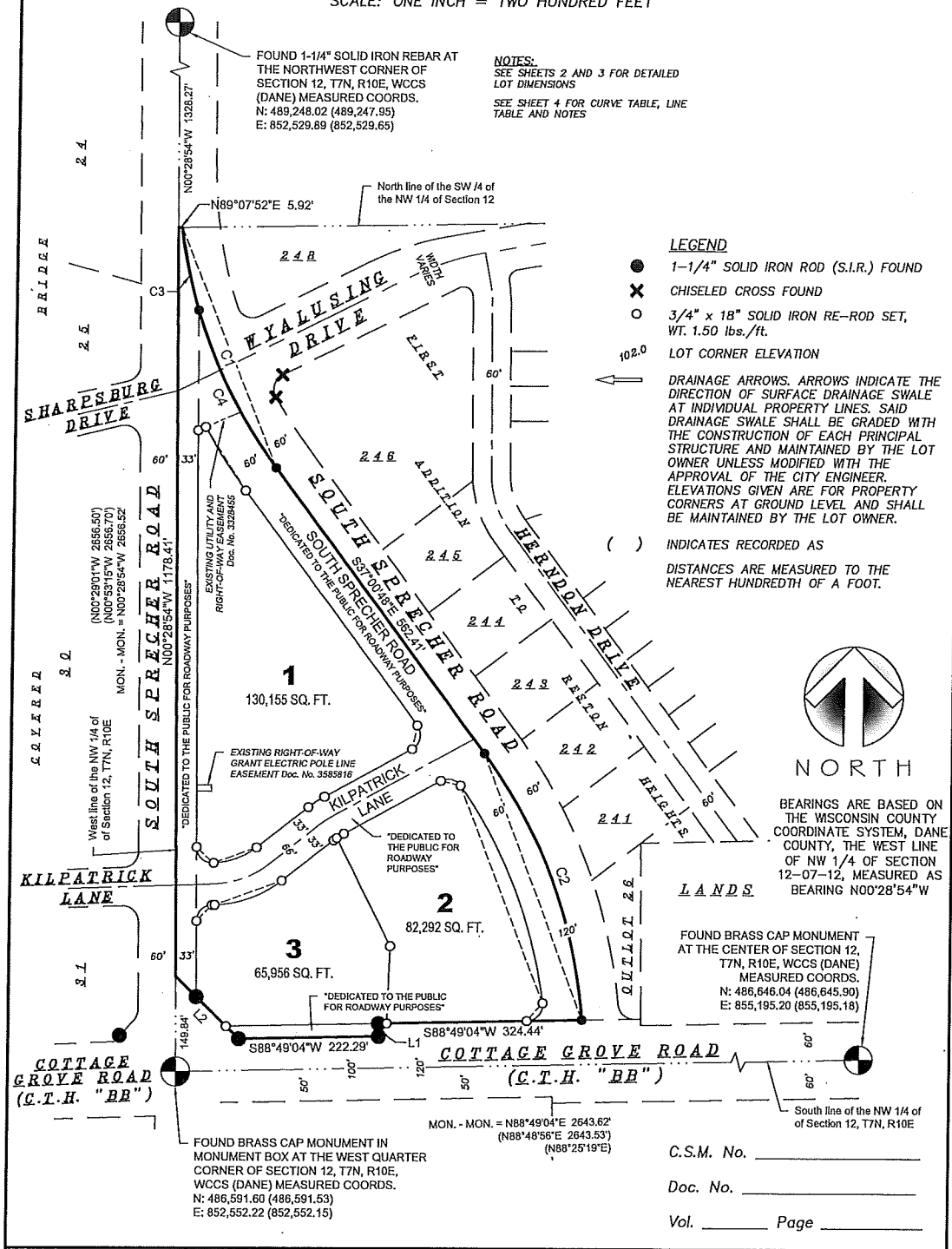
Brian Grady, Principal Planner  
City of Madison Planning Division  
(608) 261-9980  
[www.imaginemadisonwi.com](http://www.imaginemadisonwi.com) | [Facebook](#) | [Twitter](#)

# CERTIFIED SURVEY MAP No.

A PARCEL OF LAND LOCATED IN THE SOUTHWEST QUARTER OF THE NORTHWEST QUARTER OF SECTION 12, TOWNSHIP 7 NORTH, RANGE 10 EAST, CITY OF MADISON, DANE COUNTY, WISCONSIN.

0    100    200    400    600

SCALE: ONE INCH = TWO HUNDRED FEET



<p><b>SURVEYED FOR:</b>                  CGRD, LLC                  122 W. Washington Ave.                  Suite 350                  Madison, WI 53703</p>	<p><b>SURVEYED BY:</b>                  Snyder &amp; Associates, Inc.                  5010 Voges Road                  Madison, WI 53718                  (608) 838-0444                  www.snyder-associates.com</p>	<p><b>SNYDER</b> &amp; ASSOCIATES</p>	<p><b>FN:</b>                  DATE: 12-27-17                  REVISIONS:                  _____</p>
			<p><b>SHEET</b> 1 OF 6</p>
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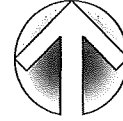
# CERTIFIED SURVEY MAP No. \_\_\_\_\_

A PARCEL OF LAND LOCATED IN THE SOUTHWEST QUARTER OF THE NORTHWEST QUARTER OF SECTION 12, TOWNSHIP 7 NORTH, RANGE 10 EAST, CITY OF MADISON, DANE COUNTY, WISCONSIN.

0 100 200 300

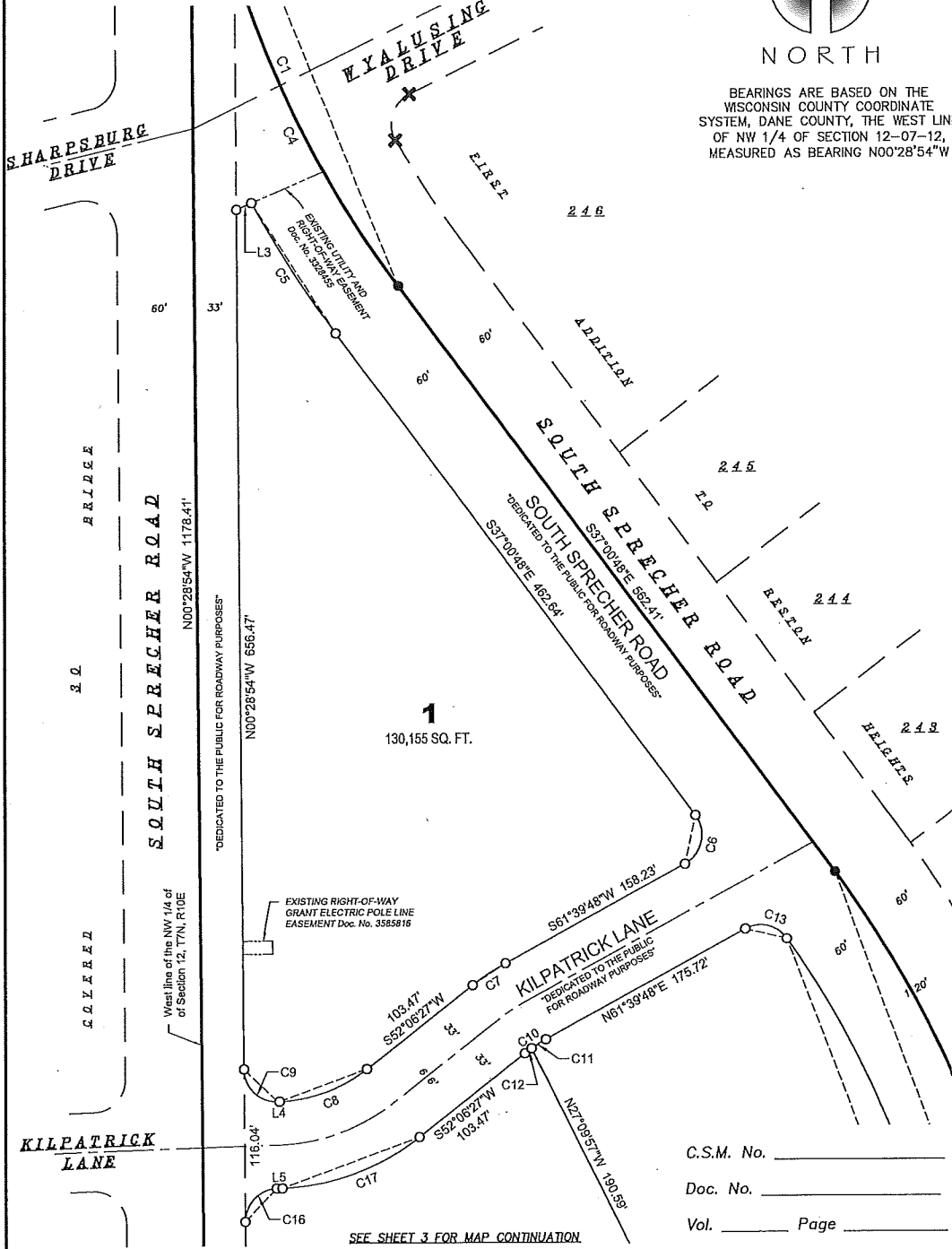


SCALE: ONE INCH = ONE HUNDRED FEET



NORTH

BEARINGS ARE BASED ON THE WISCONSIN COUNTY COORDINATE SYSTEM, DANE COUNTY, THE WEST LINE OF NW 1/4 OF SECTION 12-07-12, MEASURED AS BEARING N00°28'54"W



C.S.M. No. \_\_\_\_\_  
 Doc. No. \_\_\_\_\_  
 Vol. \_\_\_\_\_ Page \_\_\_\_\_

SEE SHEET 3 FOR MAP CONTINUATION.

**SURVEYED FOR:**  
 CGRD, LLC  
 122 W. Washington Ave.  
 Suite 350  
 Madison, WI 53703

**SURVEYED BY:**  
 Snyder & Associates, Inc.  
 5010 Voges Road  
 Madison, WI 53718  
 (608) 838-0444  
 www.snyder-associates.com



FN:  
 DATE: 12-27-17  
 REVISIONS:

SHEET  
 2 OF 6

**Draft Future Land Use Map Change Requests – March 2018**

**Requester:**

SASY – Brad Hinkfuss and Tim Anderson on behalf of SASY Neighborhood Association

**Request:**

*There is not a specific request. Just the included email chain.*

**Draft Future Land Use Map Change Requests – March 2018**

**Requester:**

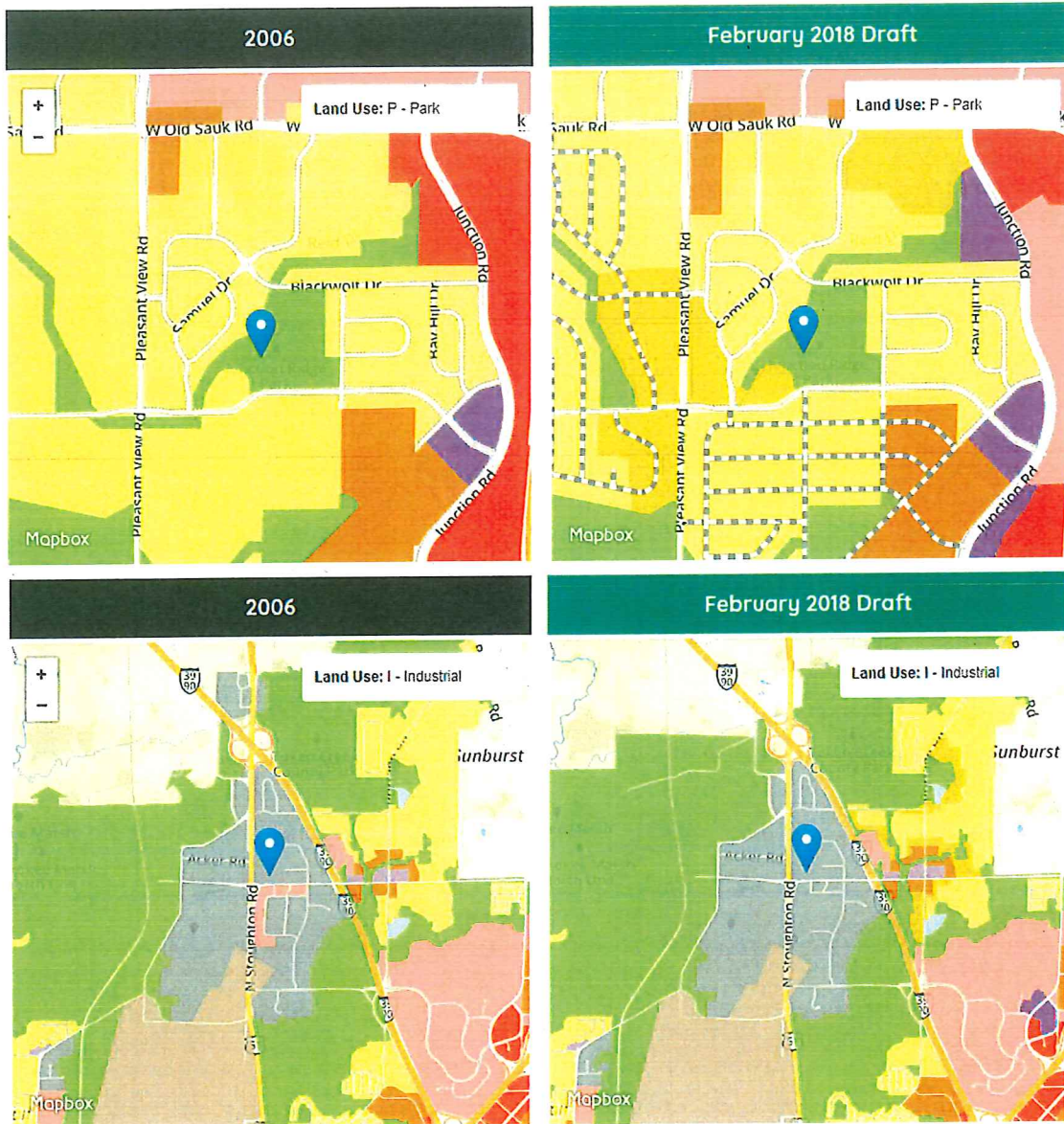
Nan Fey on behalf of the Madison Food Policy Council

**Request:**

Rezone specified City-owned properties to the Urban Agriculture Zoning District

**Staff Recommendation:**

Maintain FLU Map



**From:** [Stouder, Heather](#)  
**To:** [REDACTED]  
**Cc:** [REDACTED]  
**Subject:** RE: Ald. Marsha Rummel Invites District 6 Residents to Draft Zoning Map Open House | City of Madison, City of Madison, Wisconsin  
**Date:** Thursday, March 01, 2018 9:09:40 AM

---

Good morning, Brad-

Thank you for your e-mail. First, I'd like to share this link to the [Future Land Use Map FAQs](#) from the Imagine Madison website, which relate to many of your questions. Second, I've included a few additional answers in italics, within the body of your e-mail.

Third, I'd like to clarify the overall timing of the process, as I'm sensing that some are under the impression that this is the first and last opportunity for comment on the Draft Future Land Use (FLU) Map. Importantly, it has been approximately one year since the Draft FLU Map for the Comprehensive Plan Update was originally shared broadly with alders, neighborhood association contacts, and many others for comment. Staff have been working over the course of the last several months with the Plan Commission to react to comments received from individuals and neighborhood groups, and have continued to make minor modifications to the FLU Map based on the comments and Plan Commission direction. (Embedded within the FAQs is a link to a map of the hundreds of comments initially received in Spring 2017, which I understand Tim Anderson has seen).

Several weeks ago, staff made the decision to do one last strong push for neighborhood comments on the updated [Draft FLU Map](#), with the understanding that we will be introducing the Final Draft of the Plan and FLU Map to the Council in April for a targeted July 2018 adoption.

As you know, we welcome your comments and concerns, and would like to share them with the Plan Commission to get their direction as we finalize the draft for April introduction. In order to adequately prepare to address comments at the March 12 Plan Commission meeting, we will need to receive them by Monday, March 5 at the very latest.

However, we realize that even after introduction of the Final Draft, you and others may certainly have comments to share. These can be submitted and addressed at subsequent June 2018 Plan Commission public hearings and work sessions if needed, as the Plan Commission works through recommendations from reviewing Boards, Committees, and Commissions before returning the Plan to the Common Council. We will make sure to continue to be responsive and to provide ongoing opportunities for your involvement as SASY reviews the FLU Map leading up to introduction and adoption of the Comprehensive Plan Update.

Best-

Heather

**Heather Stouder, AICP**  
Director, Planning Division  
City of Madison Department of Planning &

Community & Economic Development  
126 S Hamilton Street  
Madison, Wisconsin 53703  
F: 608-267-8739  
[hstouder@cityofmadison.com](mailto:hstouder@cityofmadison.com)

**From:** Brad Hinkfuss [REDACTED]  
**Sent:** Wednesday, February 28, 2018 10:06 PM  
**To:** Stouder, Heather <HStouder@cityofmadison.com>  
**Cc:** [REDACTED]  
[REDACTED]

**Subject:** Re: Ald. Marsha Rummel Invites District 6 Residents to Draft Zoning Map Open House | City of Madison, City of Madison, Wisconsin

Hello Heather, et al.,

Tim and I have spoken about this only briefly, but we share some of the same concerns. For those of us who have looked at the proposed 2018 Future Land Use Map, the alarming thing is not the inclusion of something like the LMR category. I agree that for the area in question that better reflects what's already on the ground.

My concern has much more to do with the changing definitions of the categories/classifications between the 2006 and 2018 plans. For example, the Community Mixed Use classification looks the same on the map. To the casual observer it's the same dark purple color over mostly the same areas. However, the key shows that the proposed density for that classification more than doubles from up to 60 units/acre in the 2006 plan, to up to 130 units/acre in the 2018 proposal.

I'm not sure, but I think there's a height increase in there as well with 2-6 stories permissible in the 2018 proposal. Viewed through this lens, this core business district is poised to undergo a dramatic transformation.

*From a citywide perspective, we took a close look at the densities and heights approved over the course of the last 10 years, and adjusted the FLU categories accordingly. We expect that future development would be somewhere in the range of the height and density ranges provided, and that in many cases, the recommendations in adopted neighborhood plans will narrow that range.*

From a bit of perusing and investigation on my part, I gather that none of the existing zoning is changing by virtue of the proposed 2018 plan. What the plan would do, though, is facilitate the future rezoning of parcels, their aggregation, and their redevelopment as a more intensive use. From a big developer's perspective, this is a dream come true. From an existing neighbor's perspective, maybe not. I cannot support the new category definitions without a more full explanation of how those will likely be realized in future development.

Any proposal this ambitious under the current rules would need to go the way of a planned development - and would thereby be subject to a much higher review and



permitting process. Would that still be the case with the 2018 plan as proposed? *This would depend on the underlying zoning district and the nature of the request. Usually, a rezoning to Planned Development would not be assumed. For instance, if a developer is requesting approval for a conditional use for a new 4-story building in the Traditional Shopping Street (TSS) Zoning District (e.g the new Krupp building beside Monty's, with Gail Ambrosius on the first floor), the Plan Commission would need to consider consistency with recommendations in the Comprehensive Plan, adopted Neighborhood Plans, and all other Conditional Use Standards (starting on Page 3 of this [document](#)) would need to be met. Those conditional use standards have provided a very high bar for development over the past few years, and that would not change as the 2018 update is proposed.*

In this respect, I think that at least some parts of the plan are, "flying under the radar," as Tim suggested. It's a sleeper issue. Most residents don't wake up the reality of change until a project is suddenly proposed in their immediate vicinity. Too often, the only meeting the average person attends is the one for the project proposed across the street or down the block from home. I typically consider myself pretty well plugged in to neighborhood issues and yet the importance of this plan is something that I have been slow to recognize. And we're just two days from the close of the comment period! I'd welcome the opportunity for more time and a closer examination of this plan and it's implications for part of the neighborhood.

Heather, I'm interested in your take on what I've written here. And Marsha, how do you feel about an extended timeline for a more focused meeting on changes and implications?

Thanks much for your time -

Brad Hinkfuss  
President - SASY Neighborhood Association

On Wed, Feb 28, 2018 at 1:34 PM, Stouder, Heather <[HStouder@cityofmadison.com](mailto:HStouder@cityofmadison.com)> wrote:

Good afternoon, Tim-

Thanks very much for your interest! I have attached a .jpg for reference, showing the comparison between the 2006 Comprehensive Plan Future Land Use Map and the proposed 2018 Future Land Use Map for the area you describe.

First, Alder Rummel made a good distinction between this map and the more detailed Zoning Map for the City. This Generalized Future Land Use Map contains a series of broad land use categories, whereas the Zoning Map is quite specific about how the use and bulk of each parcel is regulated.

Upon a quick look, the Future Land Use categories for the two areas you mentioned have been recommended for change due to the addition of a *new* category – LMR, or "Low-Medium Residential", which has been created for the updated Future Land Use Map. Generally, the two areas you mentioned fit better within the new LMR category than they did within the former LDR "Low-Density Residential" category based simply on what we see on the ground today.

Under the new categorization, "Low Residential" can encompass anything up to 15 dwelling units per acre (du/ac), and "Low-Medium Residential" encompasses housing types in the range of 7-30 du/ac.

- The Merry/Buell area is currently 15 du/ac, so it could fit in at either the very top of the density range for LR or within the LMR category as recommended
- The area bounded by Winnebago, Division, and Bashford is currently 24 du/ac, nearing the upper limits of the new LMR category as recommended.

I hope that explanation is a helpful start. If you have comments to share with the Plan Commission about this area or any other change you see, please try to send them to us by this Friday, March 2, and we'll share them with the Plan Commission in advance of their March 12 work session, which you're welcome to attend. It will be held in Room 351 of the City County Building, beginning at 5:30pm.

Thank you again, and please feel free to call me if you would like to discuss this further.

Best-

Heather

**Heather Stouder, AICP**

Director, Planning Division  
City of Madison Department of Planning &  
Community & Economic Development

[126 S Hamilton Street](#)  
[Madison, Wisconsin 53703](#)

F: [608-267-8739](tel:608-267-8739)

[hstouder@cityofmadison.com](mailto:hstouder@cityofmadison.com)

**From:** Tim Anderson [REDACTED]

**Sent:** Wednesday, February 28, 2018 12:46 PM

**To:** Rummel, Marsha <[district6@cityofmadison.com](mailto:district6@cityofmadison.com)>

**Cc:** Stouder, Heather <[HStouder@cityofmadison.com](mailto:HStouder@cityofmadison.com)>; Brad Hinkfuss

[REDACTED] David Mollenhoff [REDACTED]; H.

[REDACTED] Fields, Debbie [REDACTED]

**Subject:** Re: Ald. Marsha Rummel Invites District 6 Residents to Draft Zoning Map Open House | City of Madison, City of Madison, Wisconsin

Thanks, Marsha!

On Feb 28, 2018, at 12:33 PM, Rummel, Marsha  
<[district6@cityofmadison.com](mailto:district6@cityofmadison.com)> wrote:

I am impressed with your archives Tim! I don't remember holding the open house.... it sounds like another one may be needed. I will copy Heather and ask if we can plan more D6 outreach to get feedback on land use maps. Just to clarify we are updating the Comp Plan not the zoning code but they are definitely related.

Marsha

Sent from my iPhone

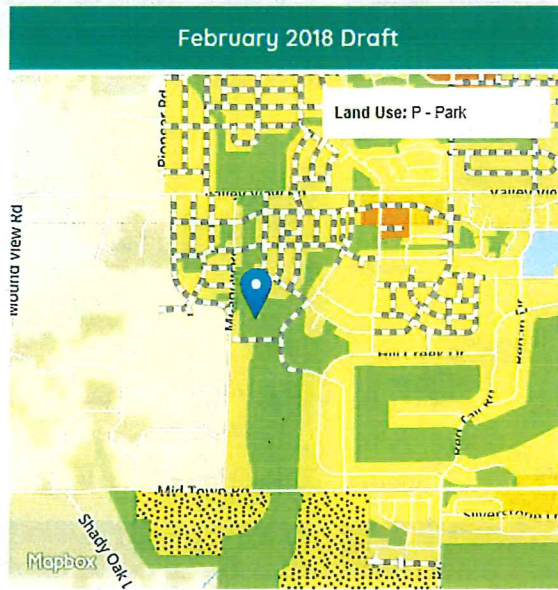
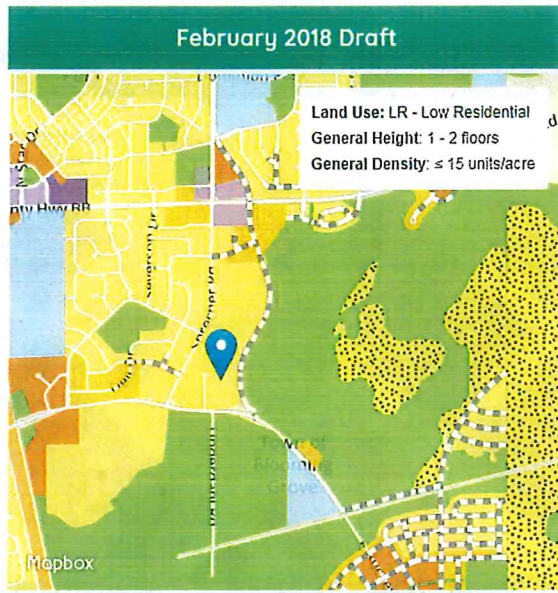
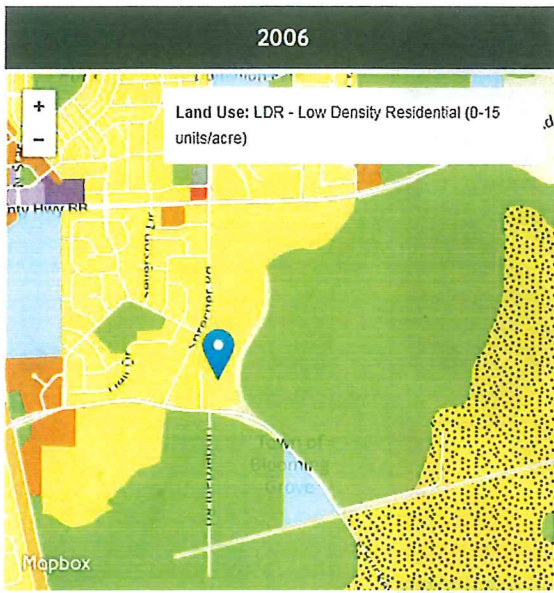
On Feb 28, 2018, at 10:55 AM, Tim Anderson [REDACTED] wrote:

Marsha - I only recently became aware of the city's rezoning process. I am surprised about some of the city's recommendations for the SASY Neighborhood such as the density increase for the Merry - Buell area and parts of Winnebago Street east of Schenks Corners. Was there an opportunity for neighbors to review draft zoning maps similar to the open house that you hosted for the 2011 zoning rewrite? That open house was a very helpful tool in getting resident input. It seems like the current zoning rewrite is flying under the radar and will be a surprise to some people. I understand that March 2 is the deadline for input. Is there a way to extend this deadline to allow for more input and the opportunity to host a zoning open house? Thanks. Tim Anderson

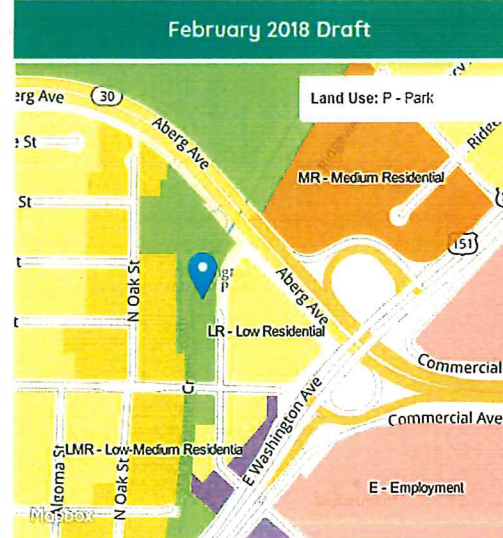
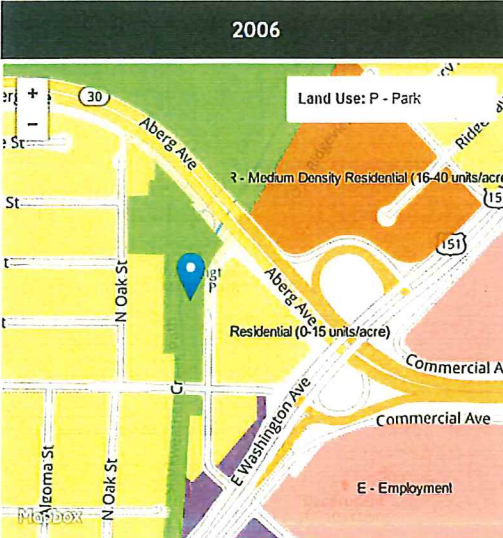
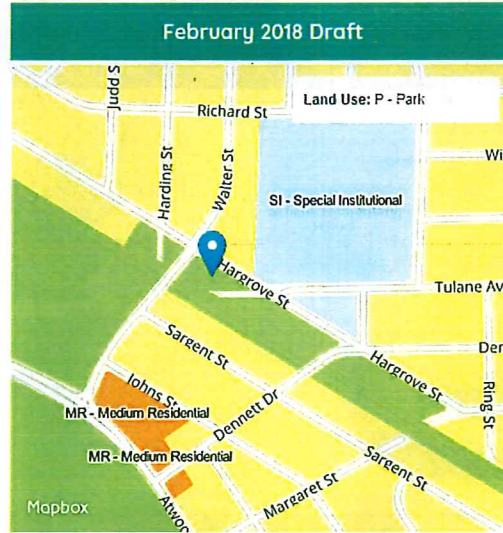
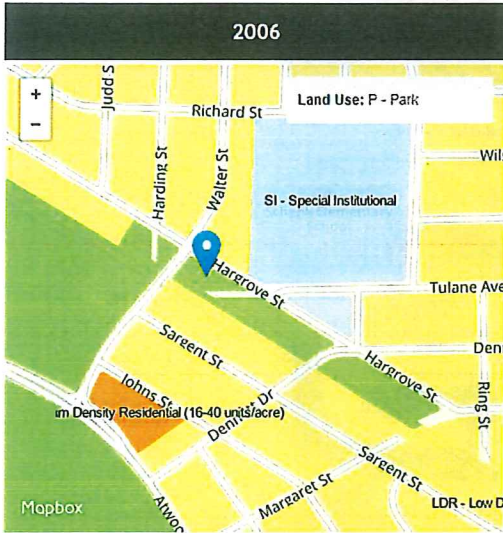
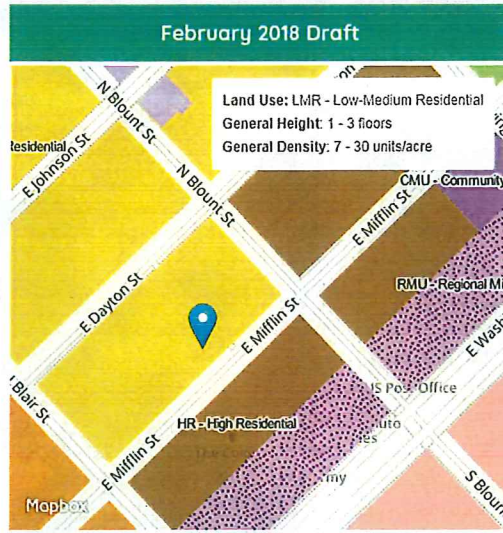
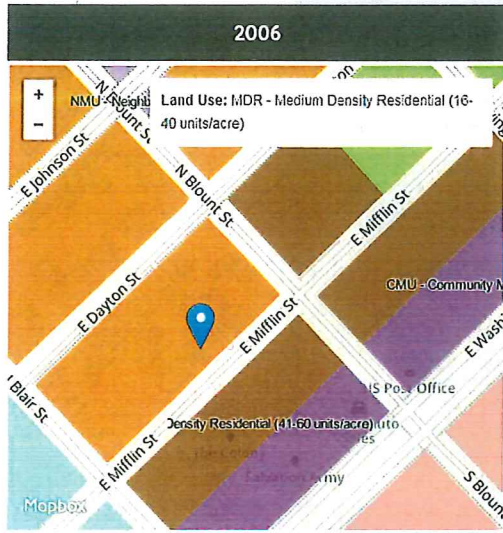
<https://www.cityofmadison.com/news/ald-marsha-rummel-invites-district-6-residents-to-draft-zoning-map-open-house>



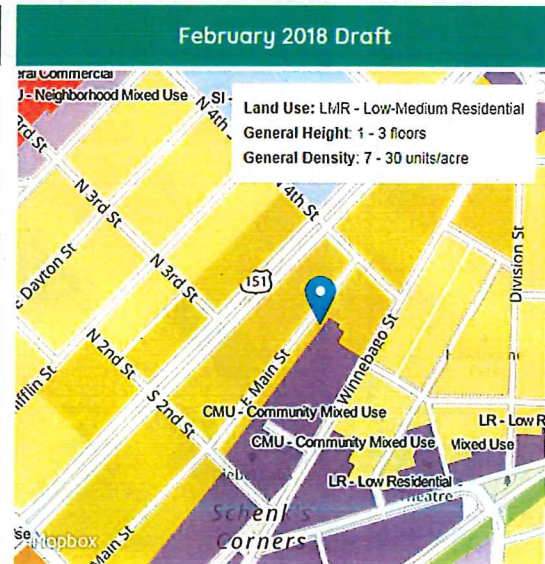
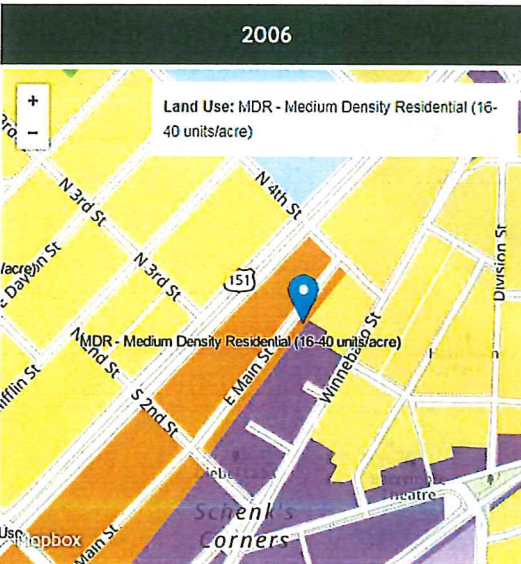
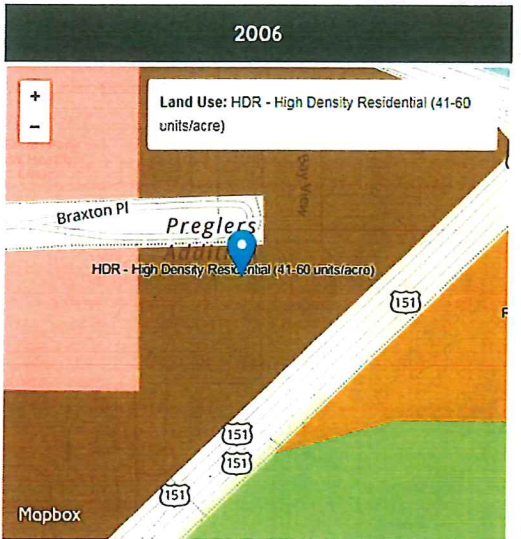
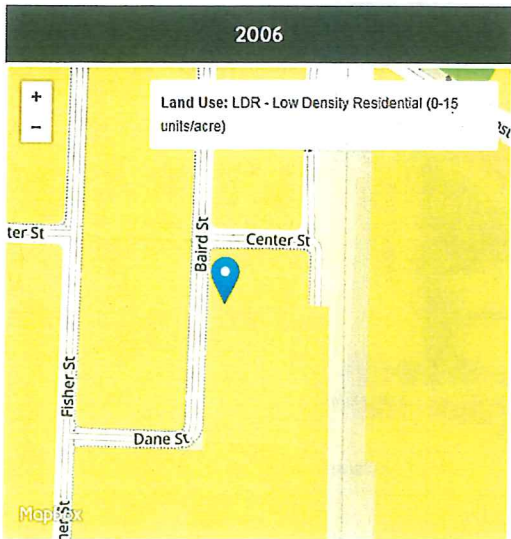
Draft Future Land Use Map Change Requests – March 2018



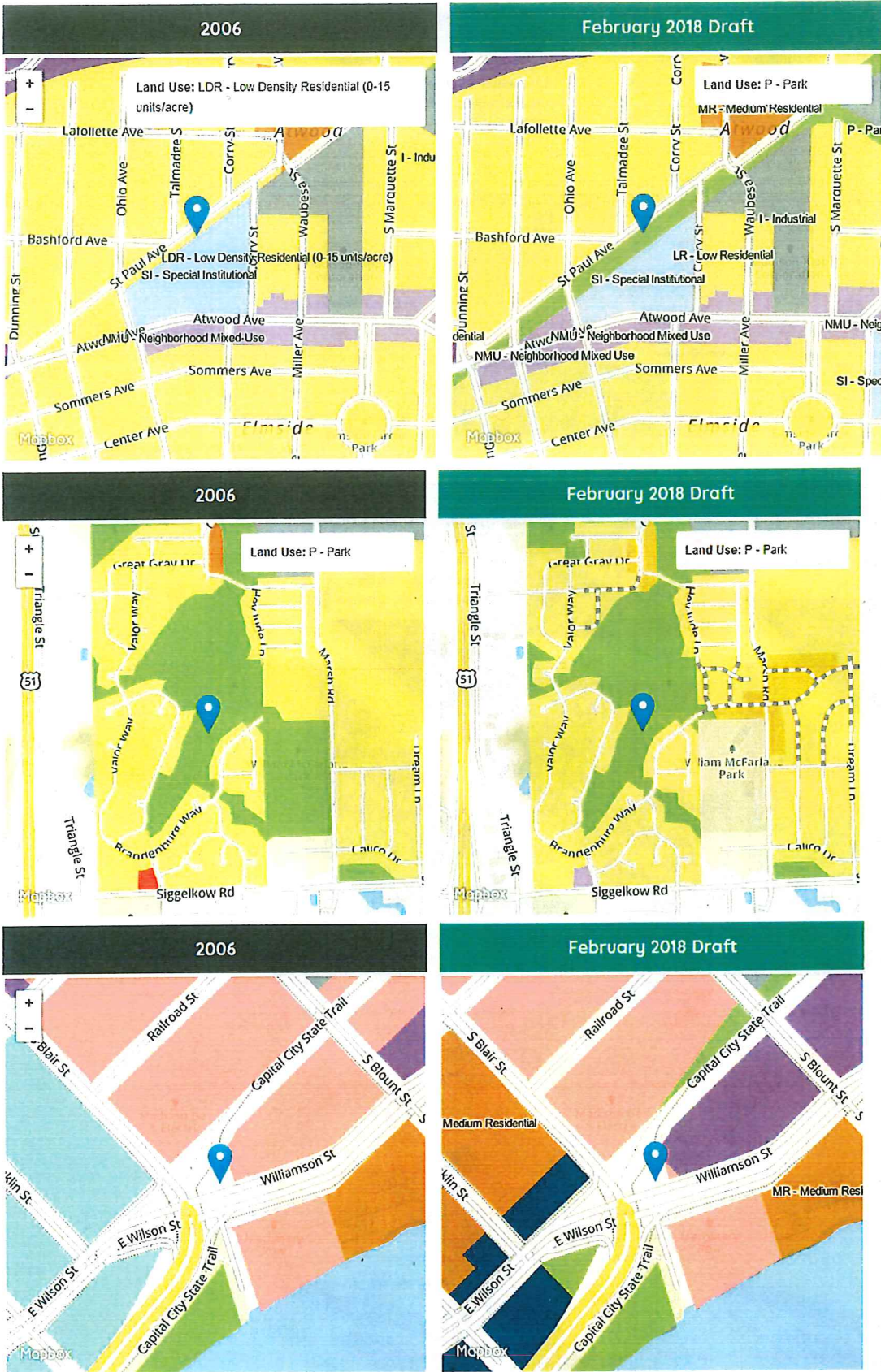
Draft Future Land Use Map Change Requests – March 2018



Draft Future Land Use Map Change Requests – March 2018



Draft Future Land Use Map Change Requests – March 2018



Background:



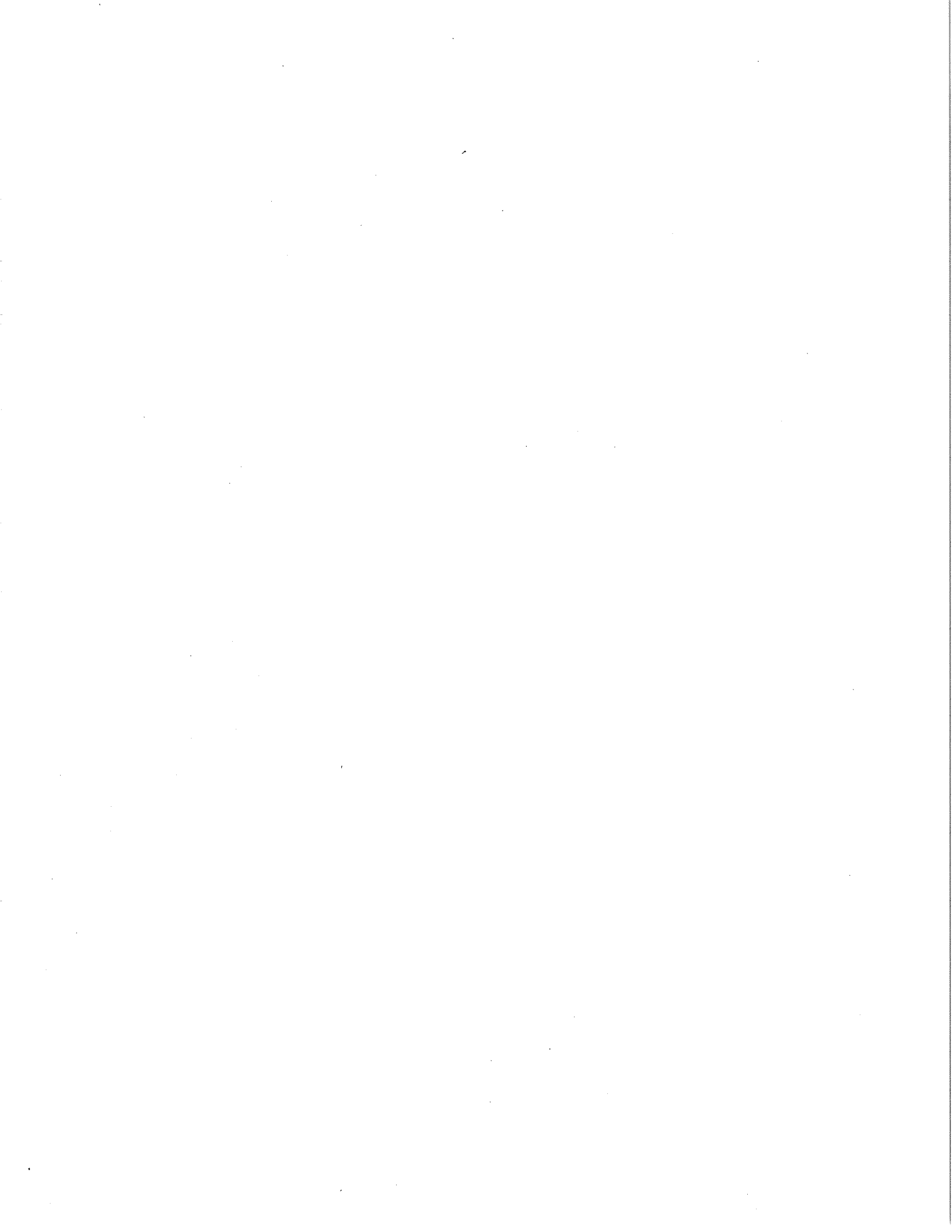
**Background:**

Comments have been provided throughout the FLU Map update process to designate specific areas for Urban Agriculture zoning or an Urban Agriculture FLU Map category. This request notes sites located throughout the City that are City-owned. These sites range from small urban spaces to sites on the edge of the City that were acquired for parkland, stormwater management or some other purpose.

**Staff Recommendation:**

This topic has been discussed at several Plan Commission work sessions. Overall, staff feels that the FLU Map, a broad look at general land uses throughout the City and future growth areas, is not an appropriate vehicle to implement Urban Agriculture. Urban Agriculture is permitted in all Zoning Districts, so it can exist and be developed under current zoning regulations. The City also identifies potential Urban Agriculture sites in many of the sub-area plans that are developed. These sub-area planning processes include coordination with the many stakeholders and property owners in an area.

Staff feels that to more effectively address this issue, a more detailed plan for Urban Agriculture should be developed. Staff will include a recommendation for this plan in the Draft Comprehensive Plan text. This plan could identify existing Urban Agriculture facilities as well as areas that offer opportunities for the development of Urban Agriculture. Additionally, it could identify potential implementation mechanisms and necessary partnerships with the private sector and other public entities.





## Generalized Future Land Use Map Change Request Form – February 2018

Due March 2, 2018

<b>Applicant Name:</b> Nan Fey
<b>Applicant Organization:</b> Madison Food Policy Council
<b>Contact Phone Number:</b> [REDACTED]
<b>Contact Email:</b> [REDACTED]
<b>Property Address(es):</b> see below
<b>Property Parcel Number(s) – if known:</b> see below
<b>February 2018 Draft Future Land Use Map Designation:</b> see below
<b>Proposed Future Land Use Designation:</b> see below
<p><b>To the best of your knowledge, please describe how the request addresses the following criteria:</b></p> <p>1. The proposed change would be more consistent with the 2006 Comprehensive Plan's goals, objectives, and policies, or would further the draft goals and strategies identified in Imagine Madison, as applied in the context of the area.</p> <p>Please consider rezoning to Urban Agriculture all or part of the following city-owned lands currently leased for farming. These areas are designated for parks and/or future housing or business development that are compatible with preserving valuable farmland to provide innovative economic and community development. 8544 Elderberry Road, 4130 and 5501 Hoepker Road, 3310 County Highway AB, Highway 51 &amp; North Stoughton Road, 3225 Meadow Road.</p>
<p>2. The proposed change would be more consistent with the recommendations of an adopted neighborhood plan, neighborhood development plan, or special area plan.</p> <p>The City's updated Zoning Code provides for Urban Agriculture districts and its focus on local food production supports the utilization of this option. The Madison Food Policy Council has established an Urban Agriculture Work Group to explore these issues, and will be working on guidelines and policies to support this development alternative to simple parks and housing development.</p>
<p>3. The proposed change would better fit with the predominant uses and development pattern in the surrounding area.</p> <p>These areas, that are currently being used for farming, are proposed for various kinds of development that could maintain an urban agriculture element, whether in a housing development or business park. Providing gardening space in residential or employment sites is a value-added proposition.</p>
<p>4. Conditions in the area have changed sufficiently to warrant the proposed map amendment.</p> <p>The community is very committed to local food initiatives and looking for opportunities to expand the local food system more broadly. Utilizing the new Urban Agriculture Zoning District provided in the 2012 code update would be an important acknowledgement of that community value.</p>

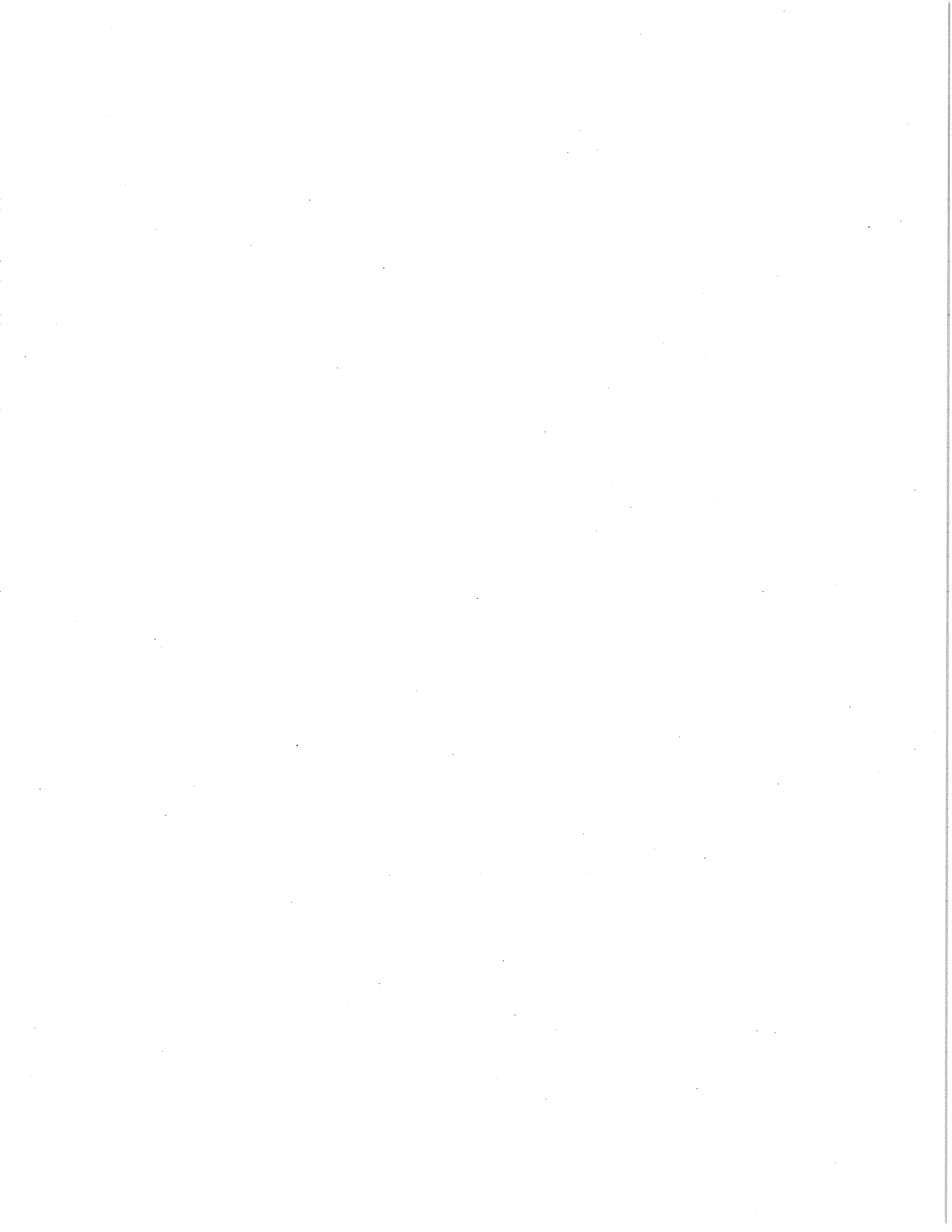




## Generalized Future Land Use Map Change Request Form – February 2018

Due March 2, 2018

<b>Applicant Name:</b> Nan Fey
<b>Applicant Organization:</b> Madison Food Policy Council
<b>Contact Phone Number:</b> [REDACTED]
<b>Contact Email:</b> [REDACTED]
<b>Property Address(es):</b> see below
<b>Property Parcel Number(s) – if known:</b> see below
<b>February 2018 Draft Future Land Use Map Designation:</b> see below
<b>Proposed Future Land Use Designation:</b> see below
<b>To the best of your knowledge, please describe how the request addresses the following criteria:</b> <ol style="list-style-type: none"><li>1. The proposed change would be more consistent with the 2006 Comprehensive Plan's goals, objectives, and policies, or would further the draft goals and strategies identified in Imagine Madison, as applied in the context of the area.  Please consider zoning the following addresses for Urban Agriculture to preserve community gardens on the following city-owned properties: 634 East Mifflin Street, 3501 Hargrove Street, 702 McCormick Avenue, 2009-2015 Baird Street, 755 Braxton Place, East Main Street right of way between 2nd and 4th, 2300-2700 St. Paul Avenue, 4665 Star Spangled Trail, and 603 East Wilson Street.</li></ol>
<ol style="list-style-type: none"><li>2. The proposed change would be more consistent with the recommendations of an adopted neighborhood plan, neighborhood development plan, or special area plan.  These changes would provide secure land tenure for community gardens on these city-owned properties.</li></ol>
<ol style="list-style-type: none"><li>3. The proposed change would better fit with the predominant uses and development pattern in the surrounding area.  The proposed changes would preserve an important and well established community use on city-owned property.</li></ol>
<ol style="list-style-type: none"><li>4. Conditions in the area have changed sufficiently to warrant the proposed map amendment.  The proposed changes would protect important and well established community uses on city-owned property from changes that might otherwise overwhelm them.</li></ol>



**Marquette Neighborhood Association Comments**

Staff received many comments relating to the draft Generalized Future Land Use (FLU) Map from residents of the Marquette Neighborhood. The Marquette Neighborhood Association letter dated March 5, 2017 includes all of the areas mentioned in communications received separately from neighborhood residents. Rather than responding to the same concern multiple times, staff has used the MNA letter as a structure to analyze the various comments. The intent is that the staff analysis relating to the MNA letter will serve to address other Marquette resident comments about the same issues.

One general thing to mention is that the MNA analysis, under the “City Proposal” line, frequently references a density increase from the 2006 plan to the 2018 plan. Similarly, many of the communications staff received mentioned a “doubling” of FLU map density for the neighborhood. While a simple comparison of the 2006 FLU categories with the updated 2018 categories does show an increase in density (and a doubling of density for some categories), a few things should be emphasized when discussing the FLU map:

1. Most of the mixed-use and multifamily residential redevelopment that the city has experienced since the 2006 Comprehensive Plan (and even before 2006) has been at densities above 60 dwelling units per acre, which had been the top end of the CMU and HDR categories’ densities. If City staff and the Plan Commission would have taken the view that the 2006 densities established a strict, per-parcel density ceiling, almost none of the redevelopment we have seen throughout the city could have occurred. Staff’s adjustment of density parameters in the 2018 FLU categories was an attempt to better match the range of development that has actually been approved and constructed over the last decade. For reference, some of these projects are in the Marquette Neighborhood, such as:

Project	Address	2018 FLU Category	Height (floors)	DU/acre
Livingston Place	310 S. Livingston St.	CMU	4-5	76
--	301 S. Livingston St.	CMU	2-4	70
--	808 Williamson St.	CMU	3-4	87
Williamson Place	820 Williamson St.	CMU	3-4	151
Uptown East	739 Williamson St.	MR	4*	109
Willy Street Central	902 Williamson St.	CMU	3-4	83
The Flats & The Lofts	730 Williamson St.	CMU	4-5	95
The Edge	704 Williamson St.	CMU	6**	146
Park Central	1115 E. Wilson St.	MR	3-4	71
Baldwin Corners	320 S. Baldwin St.	NMU	3	74

Calculations for completed projects based on City Assessor data; calculations for The Flats/The Lofts and The Edge based on parcel size and approved project information.

\* BUILD II recommended 2.5 floors for this area.

\*\* Plus rooftop terrace with a small 7<sup>th</sup> floor lobby.

2. Density is still frequently discussed in the FLU comments received. As staff has emphasized throughout the Imagine Madison process, the updated Plan is attempting to shift away from density as the main measure for potential development and redevelopment. The chart above provides a good illustration

of why – the Williamson Place project is a three- and four-story building that has 151 DU/acre. The Edge project is a six-story building that has a lesser density but is significantly taller. The #6 in the FAQ produced for the FLU map and posted on the Imagine Madison website contains further discussion of why staff feels it is appropriate to focus more on building form than density. The FAQ was most recently updated on February 1, 2018 but the density discussion has been in the document from early on in the FLU comment process. Staff also produced a density “storymap” that has been featured at public meetings and on the Imagine Madison website.

3. Historic districts and historic preservation are brought up in the MNA memo and some of the other individual comments. The FLU map does have some role to play with regard to preservation - for example, a residential area in a historic district should not be mapped for future employment use. However, the FLU map is not, and should not be, the main tool for implementing preservation policy. Extending the FLU map to try to fully implement preservation ordinances and plans stretches it beyond its broader purpose. The palette of land use categories is the same for neighborhoods constructed over the decades across the City, and cannot cover the nuances necessary for implementation of robust preservation policy. The primary chapter covering preservation in the 2006 plan was the Historic and Cultural Resources chapter. In the 2018 update, it will be the Culture and Character chapter. The main method for implementing Historic and Cultural Resources goals, objectives, and policies related to preservation has been through neighborhood plans, design guidelines, and especially through ordinances pertaining to landmarks and local historic districts. The ongoing historic preservation planning effort will provide further policy guidance and recommendations on preservation.



Map Number	Draft 2018 FLU Map Category	MNA Request	Staff Analysis	Staff Recommendation
1	CMU	Maintain CMU	<p>Staff agrees that this area should remain CMU. Note that the MNA recommendation cites The Williamson Street BUILD Plan II (BUILD II) as allowing flat-roofed three story buildings for the area. This recommendation is limited to the Williamson Street frontage. The plan also recommends four story buildings for the back of the block, if affordable housing or structured parking is part of the project.</p>	Maintain CMU
2	CMU	Change to NMU	<p>While BUILD II recommends 2.5 story structures for this area, which is still within the lower range of CMU, a change to NMU would be appropriate, particularly since this is a half-block that backs up to a residential area. (The area is subject to review against the recommendations in BUILD II regardless of which FLU category is used).</p>	Consider change to NMU
3	CMU	Change to NMU	<p>BUILD II recommends 3-4 story buildings in this area, which is well within the CMU range. This block is similar in nature to the 800 block immediately to the west, in terms of both the surrounding context and the types of existing buildings on the block. The 600 through 900 blocks between Williamson and Wilson are a prominent place within the community, on par with other CMU areas within the city, like the Atwood/Winnebago area. They are also four contiguous full-block areas surrounded by right-of-way, which lessens the impact of redevelopment on surrounding residential uses. Within the overall context of the Generalized FLU map and how categories are assigned, CMU tends to be used for larger contiguous areas, while NMU is more often used for smaller areas and/or areas that back up directly to the LR use.</p>	Maintain CMU
4	MR	Change to LMR	<p>The Fauerbach is three stories facing Williamson and between two and five stories facing Lake Monona. As discussed at previous Plan Commission meetings and in the FAQ that accompanied the FLU Map posting on the Imagine Madison website, this Comprehensive Plan update focuses less on density and more on building form. The form of the Fauerbach, which has a large multifamily building as part of the development, does not fit within the LMR category, regardless of the number of units the building has. Designating it as LMR would be at odds with the building form information that accompanies the FLU map and could be considered an indication that this type of building is appropriate for LMR areas. However, staff does not feel a building of this form is appropriate for LMR areas. The Fauerbach was MDR in the 2006 plan, and the MR category remains the most appropriate category for the development.</p>	Maintain MR

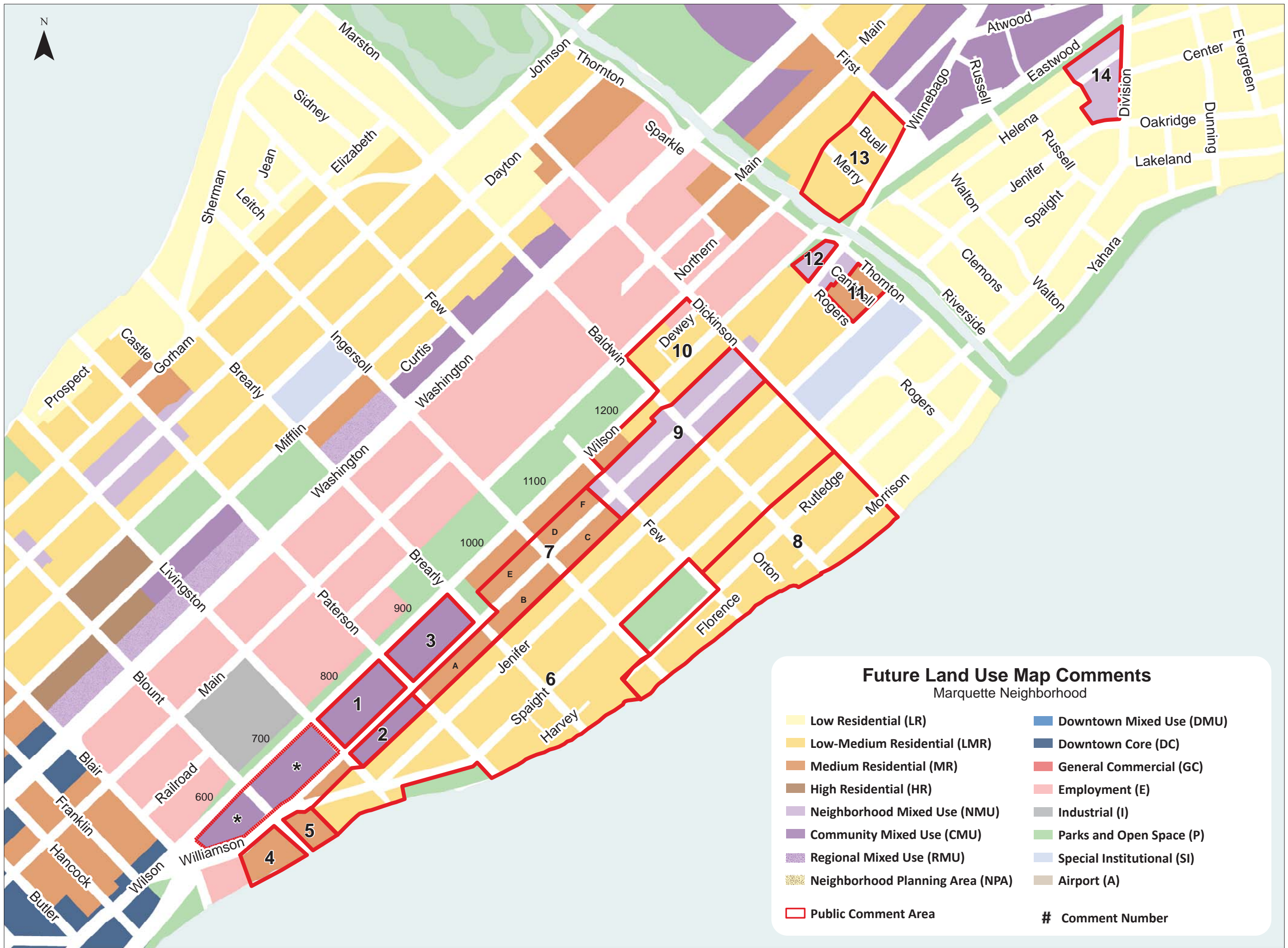
5 MR	Change to NMU	<p>The Elks club parcel was shown as MDR in the 2006 plan. Continuing the residential use for this parcel is recommended for the following reasons: there is no on-street parking allowed on Williamson Street in front of the site; the Machinery Row Path runs in front of the site, and ground-floor commercial would create more conflicts with bicyclists; residential uses adjoin the site to the east and west; cars are not allowed to turn right on to Jenifer Street to access on-street parking there; and shorter-term retail/restaurant customer parking may increase use of the S. Blount St. cul-de-sac when compared to the less frequent parking turnover of a purely residential use. Changing the site to NMU, as requested by MNA, would not effectively address the stated concerns for the site, which relate to having a "high quality development" and massing - both considerations that need to be addressed regardless of the site's land use. Additionally, the BUILD II plan recommends up to a five-story building at this site if certain criteria are met, which the MR category allows for.</p>	Maintain MR
6 LMR	Maintain LMR	<p>Staff agrees that this area should remain LMR. The map note mentioned by MNA has been included on the FLU map since the original draft was released in April 2017.</p>	Maintain LMR

7 MR		Change to LMR	<p>This area was HDR in the 2006 plan, which was adopted after the 2004 BUILD II plan (and well after the Third Lake Ridge Historic District was created in 1979). The HDR designation in 2006 would seem to indicate that there was a desire to redevelop the area given that existing conditions for parcels fronting Williamson did not fit within the HDR category. The existing conditions for portions of this area do fit the standards for the new LMR category if the Commission's goal is to reduce the likelihood of a redevelopment project being proposed in this area. The south side of the 900 block (letter A on the map) is comprised mainly of one- and two-unit homes and could be changed to LMR. The south side of the 1000 block (B) contains some more intense development, such as the Third Lake Ridge condominiums (20 units in a 3.5 story building), along with several mixed-use buildings (Nature's Bakery at 1019, Tellurian at 1051). Some existing structures on this block fit better within LMR and some within MR. It has been staff's goal to keep the FLU map general and not map individual parcels, so the Commission would need to discuss whether maintaining MR or changing to LMR is most appropriate for this block. The south side of the 1100 block (C), the west half the north side of the 1100 block (D), and the north side of the 1000 block (E) of Williamson are all similar to the 900 block in terms of current building form and could be changed to LMR if the Commission's desire is to reflect existing conditions. It may be appropriate to extend NMU further to the west on the north side of the 1100 block (F) due to the commercial and mixed-use buildings existing on the block.</p>	<p>Consider a change to LMR for the south side of the 900 block of Williamson (A). Discuss whether the south side 1000 block (B) should be MR or LMR. Consider changing the south side of the 1100 block (C), the west half of the north side of the 1100 block (D), and the north side of the 1000 block (E) to LMR. Consider a change to NMU on the north side of the 1100 block, from 1130-1148 Williamson (F).</p>
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			<p>With the creation of the LMR category, there are some areas from the 2006 MDR category that are more appropriate for LMR, and there are some areas from the 2006 LDR category that are appropriate for LMR. The MNA comments state that the area is "Low-Density Residential (O-15 units/acre) and nothing has changed since 2006." However, mapping the LMR category in already-developed areas is almost exclusively used in areas that have not changed since 2006 - the mapping is less based on whether an area has changed and instead based on whether existing development in the area fits better within the new LMR category than the MR or LR categories. LMR was not created as a less dense version of MDR, but rather a category that encompasses the "missing middle," which includes small-lot single family, two-/three-/four-unit structures and small multifamily buildings. This Missing Middle can overlap somewhat with the lower end of MR and the upper end of LR. In this particular case, the dwelling unit mix and building forms within area #8 are virtually identical to area #6. The primary difference is that area #6 was mapped as MDR in 2006 and area #8 was mapped as LDR in 2006. The mix of small-lot single-family, two-unit, three-unit, on up to four-, five-, and six-unit buildings in area #8 is an ideal example of what the LMR category is meant to cover. When we look at building mix, Dickinson Street is a pretty clear dividing line - there are far fewer multi-unit buildings east of Dickinson, making the area east (and south of Marquette/O'Keefe) more appropriate for LR, and the area to the west of Dickinson more appropriate for LMR.</p>	
8	LMR	Change to LR		Maintain LMR
9	NMIU	NMIU with 3-story height limit	<p>The Comprehensive Plan FLU categories are generalized. We have not mapped the city with height limits as part of the FLU Map update. The MNA-proposed three-story height limit falls within the 2-4 story NMIU range. Further detail on building heights are currently, and should remain, under the purview of detailed neighborhood plans.</p>	Maintain NMIU

	<p>See discussion under #8, which has some points relevant to this area as well. The housing mix in this area ranges from small-lot single-family up to the 9-unit Port St. Vincent de Paul building, with some two- and three- unit buildings. The small area of MR at the corner of Wilson and Few is to reflect the multifamily buildings that exist there today (and also includes a metal shed and one story cinderblock and brick building). Changing a 2006 LDR area to 2018 LMR is not a statement reflecting preservation status, or a statement that redevelopment is expected/encouraged, or a statement about housing affordability, but rather reflects a review of 2006 LDR and MDR areas for inclusion in the new LMR category. The TR-C4 zoning of the area allows for one-, two-, and three-unit housing, and can be appropriate to implement either the LR or LMR categories. The East Rail Corridor Plan (2004), with some additional Council recommendations adopted in January 2005, does recommend a neighborhood conservation district be established for this area, but the neighborhood conservation district study completed in 2011 did not result in its creation (see Legistar 22456). In any case the LMR designation is appropriate for the existing density range and housing mix in this area.</p>	<p>Maintain LMR</p>	
<p>11 MR</p>	<p>Change to LMR</p>	<p>Staff agrees that this area should be changed to LMR. While the existing development was appropriately assigned to MDR in 2006, the area is more appropriate for the new LMR category in this 2018 update.</p>	<p>Consider change to LMR.</p>
<p>12 NMU</p>	<p>Change to LMR</p>	<p>NMU should be retained for Mickey's Tavern as mentioned in the MNA memo, and consideration should be given to changing other NMU parcels to the west to LMR (they had been MDR in 2006).</p>	<p>Consider change to LMR west of Mickey's Tavern.</p>
<p>13 LMR</p>	<p>Change to LR</p>	<p>See discussion under #8, which has some points relevant to this area as well. The MNA memo requests a change to LR while also stating that the area "fits squarely into the Low-Medium Residential district" (seemingly a typo, given the context). While staff did not base FLU categories on a calculation of existing net density, this area is slightly over 15 du/acre. The MNA memo requests using Map Note #4 for this area. Staff agrees that this would be appropriate if the area remains LMR. However, it would be redundant if the area is changed to LR, as requested - the note is currently only applied to some LMR areas. The "house-like character" specified in the note is part of the LR category. Note that additional email comments also requested that the change to LR be extended to Main St.</p>	<p>Maintain LMR, consider adding map note #4 to the area.</p>
<p>14 NMU</p>	<p>Change to LR</p>	<p>Staff believes it is not feasible to expect that this area could be redeveloped as single- and two-family units, and therefore recommends that the 2006 Comp Plan NMU designation be maintained, as is shown in the current 2018 FLU Map. However, if there is a desire to limit future business-related traffic into the neighborhood, a reclassification to MR could be discussed.</p>	<p>Maintain NMU.</p>

* CMU	n/a	<p>While this area was not specifically discussed in detailed comments received from Marquette residents, note that BUILD II places most of these blocks in "Zone IV," which allows up to seven-floor buildings if certain conditions are met. So long as the Plan Commission agrees, staff will include language in the Comp Plan specifying that Comp Plan building form standards are not meant to reduce recommended building heights included in more specific adopted neighborhood plans.</p>	<p>Discuss this issue and provide direction to staff on how to proceed.</p>
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**From:** [Scott Resnick](#)  
**To:** [Zellers, Benjamin](#)  
**Subject:** Re: Final Call for Future Land Use Map Comments  
**Date:** Tuesday, February 06, 2018 4:01:01 PM  
**Attachments:** [image003.png](#)

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Hi Ben,

I have one piece of feedback that I am not sure how to incorporate. I hope that the eventual zoning code realistically assesses our potential population growth. This is a debate that I had when I was on Council with previous members of staff - zoning would indicate a potential infill growth of x units per parcel; however, given realistic factors (most known at the time), the potential was substantially smaller. Old University is a great example. Back in '12, City staff reported that a 10-12 story building could be built in the area. When a project of that mass arrived at the city, a much smaller building was constructed. Similar examples can be found on the near East and downtown. The realistic number is likely smaller than folks want to hear, and has consequences like more edge development, but hopefully that will underscore the importance of density.

Thanks,

Scott

On Tue, Feb 6, 2018 at 1:46 PM Imagine Madison <[imaginemadison@cityofmadison.com](mailto:imaginemadison@cityofmadison.com)> wrote:

Neighborhood Leaders:

As we near the end of Phase 3 of Imagine Madison, we wanted to reach out one more time for any additional comments your neighborhoods may have on the Comprehensive Plan's Generalized Future Land Use (FLU) Map.

As you know from our [previous Imagine Madison updates](#), we have been gathering feedback on the FLU Map over the past year through a variety of methods: [the Imagine Madison website](#), our [Phase 2 Community Meetings](#), neighborhood meetings and general correspondence with the community. Specific requests to change the FLU Map were reviewed by Planning Division Staff and then by the City's Plan Commission at a series of meetings during the summer of 2017 and most recently at their January 18, 2018 meeting. The Plan Commissions' review has led to an updated version of the FLU map, which can be compared to the map from the City's 2006 Comprehensive Plan [on this web page](#).

If your neighborhood has any additional comments on the FLU Map, please submit them **as soon as possible** (and **no later than noon on March 2, 2018**). Submit comments using the attached one-page form. Completed forms can be emailed to Ben Zellers at [bzellers@cityofmadison.com](mailto:bzellers@cityofmadison.com), mailed to Imagine Madison – City of Madison Planning



Division, PO Box 2985, Madison, WI 53701-2985, or dropped off at our office at 126 S. Hamilton Street.

Staff will compile any additional comments and the Plan Commission will review them at a special meeting on Monday, March 12 at 5:00pm in room 351 of the City-County Building at 210 Martin Luther King Jr. Blvd.

If you have any questions regarding the FLU Map, please see our [Frequently Asked Questions](#) or contact Ben Zellers at [\(608\) 266-4866](tel:6082664866).

Sincerely,

The Imagine Madison Team:

Brian, Kirstie, and Ben



City of Madison Comprehensive Plan Update

[608.261.9980](tel:6082619980) | [608.243.0470](tel:6082430470) | [608.266.4866](tel:6082664866)

[imaginemadisonwi.com](http://imaginemadisonwi.com) | [Facebook](#) | [Twitter](#)

## Laatsch, Kirstie

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**From:** Marsha Swenson [REDACTED]  
**Sent:** Tuesday, February 06, 2018 2:46 PM  
**To:** Imagine Madison  
**Subject:** Re: Final Call for Future Land Use Map Comments

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

I may have submitted this previously, but have seen playgrounds for seniors similar to children's playgrounds for the purpose of safe and free exercise equipment. Of course, any adults could use it, but with the continued aging of the Boomers this could be perfect timing. In my neighborhood the small park on Hempstead could be a perfect trial place. Many Boomers are in the neighborhood and do a lot of walking. This would encourage them to use other muscle groups as well.

On Tuesday, February 6, 2018, 1:41:12 PM CST, Imagine Madison wrote:

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Sincerely,

The Imagine Madison Team:

Brian, Kirstie, and Ben

City of Madison Comprehensive Plan Update

608.261.9980 | 608.243.0470 | 608.266.4866

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