Department of Planning & Community & Economic Development
Planning Division

Website: www.cityofmadison.com

Madison Municipal Building
215 Martin Luther King, Jr. Boulevard
P.O. Box 2985
Madison, Wisconsin 53701-2985
TTY 866 704 2318
FAX 608 267 8739
PH 608 266 4635

Date: September 15th, 2009

To: Plan Commission

From: Planning Division Staff

Subject: Staff Responses and Recommendations to Comments Received on the Draft Northeast Neighborhoods Development Plan

The purpose of this memorandum is to summarize and comment on the recommendations of the Board of Park Commissioners, Long Range Transportation Planning Committee and the Sustainable Design and Energy Committee and other groups regarding the Northeast Neighborhoods Development Plan. The Board of Park Commissioners voted to recommend approval of the Plan without any suggested modifications to the document. The Long Range Transportation Planning Committee voted to recommend approval of the Plan with several suggested modifications. The Sustainable Design and Energy Committee voted to recommend approval of the Plan with several suggested modifications.

Following is a summary of the recommendations made by each committee and commission described above, as well as response from the Planning Division Staff. In addition, comments from other groups and individuals are provided at the end of this document.

ACTION BY THE BOARD OF PARK COMMISSIONERS

Recommended approval with no modifications.

ACTION BY THE LONG RANGE TRANSPORTATION PLANNING COMMITTEE (LRTPC)

Recommended approval with the following suggested modifications:

(page 44, first paragraph, at top …modify as shown below)

Providing additional access to the Interstate system requires approval from the Federal Highway Administration, following a formal feasibility study. An Interchange Justification Report/Environmental Assessment for a potential new access point is a major undertaking that needs to address specific justification criteria that have been established for the evaluation. An Interchange Justification Study also requires a local government sponsor such as the City of Madison. It is recommended that the City of Madison not be a local sponsor of - nor participate financially in - an Interchange Justification Study.

Planning Division Staff recommends that the Plan Commission consider eliminating the proposed underlined text above regarding the City of Madison not being a local sponsor of – nor participate financially in – an interchange Justification Study. The proposed text appears to be overly rigid in that it does not allow the City to sponsor a study that would determine if an interchange would be justified. Staff recommends that the possibility of studying the justification of an interchange, though not necessarily supporting or opposing an interchange, be included in the Plan.

(page 44, possible revision to Figure 4)

The LRTPC recommended that "CTH T/TT be no more than 4 lanes wide, unless further detailed study demonstrates the need for a '6-lane with roundabout' configuration". This could affect the cross-section in the graphic.

Note: The Committee also felt that the "further detailed study" of this corridor should take place soon, or else the opportunity for the developer to pay for the facility could be lost.

Planning Division Staff recommends that the recommended modifications be incorporated into the revised draft Plan.

(page 50, paragraph headed with "c) Pedestrian and Bicycle Paths"…modify as shown below)

c) Pedestrian and Bicycle Paths
Several long, primarily off-street pedestrian and bicycle paths are recommended through the planning area. These paths connect with the regional bicycle trail system and connect points within the neighborhood. Shorter path segments provide connections and amenity within the neighborhood. It is recommended that the bicycle and pedestrian paths be constructed at the time of development, as is done with other public transportation facilities such as streets and sidewalks.

Planning Division Staff recommends that the recommended modification (underlined text) be incorporated into the revised draft Plan.

(page 51-52, starting on 51, paragraph headed with "a) Madison Metro Transit"…modify as shown below)

a) Madison Metro Transit

Two options for service to serve initial development in the planning area are illustrated on **Map 10 Transportation Plan-Initial Transit Service**. These routes are Peripheral Loop Option A that utilizes the East Towne Bus Stop and Peripheral Loop Option B that utilizes the East Transfer Point. **Map 11 Transportation Plan-Future Transit Service** illustrates potential transit service when the planning area is more fully developed and also incorporates commuter rail service. These routes are Connector Option C that travels through the planning area between the East Towne Bus Stop and the East Transfer Point and Local Circulator Option D that illustrates a service throughout the planning area based out of a commuter rail station at City View Drive. A brief description of the routes is provided on these maps. It is strongly recommended that the Common Council identify and provide a budget authorization for funding of transit service to the Northeast Neighborhoods in its early phases of development. This funding should be provided when the neighborhood reaches 10% of projected residents or employees. This transit service should be provided during the very early phases of development in the planning area, in order to provide public transit opportunities to the first residents and employees to live and work in this area.

Planning Division Staff recommends that the recommended modification (underlined text) be incorporated into the revised draft Plan.

(page 53, 6.b, last paragraph…modify as shown below)

TDM measures also can include "alternative work hours" program options that reduce the number of days commuters need to travel to the worksite~~, or that shift commuting travel to non-peak period times of the day~~. Alternative work hours can include:

- Compressed work weeks, in which employees work a full 40-hour work week in fewer than the typical 5 days
- ~~Flexible work schedules, which allow employees to shift their work start and end times (and thus travel times) to less congested times of the day~~
- Telecommuting, in which employees work one or more days at home or at a "satellite work center" closer to their homes

Planning Division Staff recommends that the recommended modifications (underlined text) change be incorporated into the revised draft Plan.

(page 64, B.1.b, add new "third" paragraph – in underline below - after second paragraph)

Individual employers should be organized, possibly through the formation of a Transportation Management Association, in an effort to administer a range of TDM-based incentives. Such incentives could include those that address the financial, time and convenience aspects of individual transportation choices. These can include preferential parking for ride sharers and subsidies for transit riders. Other employer-based support measures may include transit pass programs, on-site sales of transit passes and guaranteed ride home programs.

Further, the City of Madison should require management entities and individual businesses to prepare and implement TDM programs as part of development approvals and also require individual businesses to join a TMA to jointly implement TDM programs. The City should consider the creation of an ongoing assessment district that would assess larger businesses (employing more than 50 people in one location, for example) to help fund these programs. The funds would be based on the number of employees expected at the proposed facility and could be used to pay for measures and incentives to reduce SOV trips and VMT. A potential component of a TDM program is an alternative commute coordinator, employed by the district or larger

businesses. These coordinators have proven to be an essential link in actually implementing the programs once established.

Planning Division Staff recommends that the recommended modification (underlined text) be incorporated into the revised draft Plan.

(page 65, paragraph headed *Household Vehicle Miles Traveled (VMT) Reduction)*
Add the following to the end of that paragraph:

However, household VMT can be monitored in the planning area as part of the planning area travel survey described above. A component of the survey should include the reporting of vehicle odometer readings of residents in the planning area. In this way, household VMT can be tracked over time, at intervals corresponding with the administration of the travel survey.

Planning Division Staff recommends that the recommended modification (underlined text) be incorporated into the revised draft Plan.

ACTION BY THE SUSTAINABLE DESIGN AND ENERGY COMMITTEE (SDEC)

The Sustainable Design and Energy Committee recommended approval with the following suggested modifications:

1. Emphasize that these neighborhoods will be: pedestrian and bicycle friendly, and will be made so through a variety of methods including: low residential speed limits, building bike paths early in neighborhood build out, traffic calming, pedestrian accommodations, etc.

   Planning Division Staff feels that these items are already addressed in the draft Plan. No revision is necessary.

2. Metro service to the area must begin when the neighborhoods are ready to live in – further modes of transit should be added as soon as possible.

   Planning Division staff recommends that the proposed text in 2. above not be included in the draft Plan. Staff believes that the suggested text from the LRTPC effectively addresses early transit service to the Northeast Neighborhoods. LRTPC's suggested text is as follows: It is strongly recommended that the Common Council identify and provide a budget authorization for funding of transit service to the Northeast Neighborhoods in its early phases of development. This funding should be provided when the neighborhood reaches 10% of projected residents or employees. This transit service should be provided during the very early phases of development in the planning area, in order to provide public transit opportunities to the first residents and employees to live and work in this area.

3. Recommends that the planning department reconsider the commercial nodes/highest density residential development – and consider strongly relocating these areas to be at the potential commuter rail stops.

   Planning Division Staff recommends that 3. above not be included in the revised draft Plan. The two planned mixed-use areas (Reiner Road –Lien Road and Reiner/Sprecher Road and CTH T) are the most critical focal points of the entire Northeast Neighborhoods planning area. These mixed-use areas will provide crucial shopping, working, living and recreation opportunities to the Northeast neighborhoods. Further, they are intended to be transit-oriented development districts that will be critical to the success of future transit service in the neighborhoods. The Plan will not meet the City's adopted planning goals and objectives if the mixed-use nodes are moved out of the neighborhoods.

4. Make it very clear throughout the plan that any recommendations regarding energy efficiency or renewable energy to the developers, builders, and homeowners are suggestions. The City cannot require increased energy efficiency or renewable energy systems in areas where state law supersedes. The City should also consider providing incentives to get developers and builders to get them to build beyond state code.

   Planning Division Staff sees the first two sentences as clarifications and recommends that the modifications be added to the revised draft Plan on page 66. Planning Division Staff notes that potential City incentives are already addressed in the draft Plan.

5. Should include in the plan that the City already requires LEED silver for new construction of public buildings.

Planning Division Staff recommends that the recommended modification be incorporated into the revised draft Plan.

6. Reference the City's Dark Skies policy.

   Planning Division Staff recommends that the recommended modification be incorporated into the revised draft Plan.

7. Consider adding language that would encourage and provide incentives to builders to build homes solar-ready.

   Planning Division Staff recommends that the recommended modification to encourage builders to build solar ready homes be incorporated into the revised draft Plan.

8. Require having the city to track water, transportation, and energy use annually and use that information to address future build out with developers and the City Council.

   Planning Division Staff recommends that this proposed change not be added to the revised draft Plan. Staff recommends that such measures start after the first 1,000 dwelling units are constructed and continue after each additional 1,000 units are constructed as currently recommended in the draft Plan.

9. Require minimum densities and increase maximum densities for residential housing densities.

   Planning Division Staff recommends that this proposed modification not be added to the revised draft Plan. If the minimum density is too high, it could prevent the construction of some dwelling units, especially those on lots that are slightly larger than other lots in the neighborhoods. A primary goal of the City's Comprehensive Plan and the Northeast Neighborhoods Development Plan is to provide a wide variety of housing types at various densities. It may be appropriate to increase maximum residential densities at certain locations, depending on the size of the increase and the effect on the development pattern.

10. Consider stronger language about community gardens, urban agriculture, and organic farming and consider City ownership and/or Community Land Trust model in the Section Parks and Open Space.

    Planning Division Staff recommends that text that addresses urban agriculture and organic farming be added to the Parks and Open Space section of the revised draft Plan.

11. Consider adding language to the plan calling on the City to invest and coordinate in district or larger-scale renewable energy systems in the planning area and reserve the land necessary to do it, with a goal of providing 10% of all energy needs through distributed renewable energy systems in the area.

    Planning Division Staff recommends that this text not be added to the revised draft of the Plan. City investment and coordination of larger scale renewable energy systems are extensive undertakings that are beyond the scope of this neighborhood plan. Involvement of regulatory agencies, major utilities and willing property owners would be necessary to implement large-scale systems. The Plan currently recommends that a variety of potential renewable energy technologies be used to reduce energy use in the Northeast Neighborhoods.

12. Consider listing more types of storm water infiltration techniques including planting prairie grass and green roof practices and other practices.

    Planning Division Staff recommends that the recommended modification be incorporated into the revised draft Plan. However, it has been noted by the Friends of Starkweather Creek that green roofs do not directly increase groundwater recharge. This change should be noted in the revised draft Plan.

13. Encourage a wide range of housing types including co-housing, clustered housing and other multi-density and alternative ownership structures.

    Planning Division Staff notes that the draft Plan encourages a wide range of housing types. Planning Division Staff recommends that the recommended modification to specifically list the types be incorporated into the revised draft Plan.

14. Include systemic methods to calming auto traffic via land use planning such as spiegelstrasse, woonerf, etc. where possible.

    Planning Division Staff recommends that the recommended modification that links traffic calming to land use planning be incorporated into the revised draft Plan.

RECOMMENDED COMMENTS FROM OTHER GROUPS AND INDIVIUALS

The Planning Division received comments from various individuals and groups. Members of the City's Natural Step Planning Team provided Planning Division Staff with recommended modifications to the draft Plan. In addition, the Friends of Starkweather Creek provided written comments on the draft Plan. These and other comments follow:

THE NATURAL STEP PLANNING TEAM'S RECOMMENDED MODIFICATIONS

The Natural Step Planning Group is a team of city staff and volunteers who work to help implement the City's Natural Step sustainability principles.

Planning Division Staff recommends that the Natural Step Planning Team's recommended modifications, which are underlined in the current Plan text below, be incorporated into the revised draft Plan.

J. SUSTAINABILITY GOALS

The City of Madison has become a leader in advancing the principles of sustainability (defined as meeting today's needs without compromising the ability of future generations to meet their own needs). A sustainable development is a development whose patterns of production and consumption can be reproduced indefinitely without doing irreparable damage to essential natural ecosystems. Sustainable development is achieved by bringing environmental, economic and social equity into balance.

In 2004, the City adopted *Building a Green Capital City-A Blueprint for Madison's Sustainable Design and Energy Future.* One of the recommendations of the report was to adopt a guiding principle on sustainability. In 2005, the City adopted *The Natural Step Model for Communities* as the guiding framework on sustainability. Using this framework, the City aspires to be an ecologically, economically and socially healthy community for the long-term. The Natural Step (TNS) is based upon four "system conditions" or "sustainability principles" (SP) which are outlined below:

In a sustainable society, Nature is not subject to systematically increasing….;

SP 1 ….concentrations of substances extracted from the Earth's crust—fossil fuels, heavy metals and minerals

SP 2. ….concentrations of man-made substances –chemicals and un-natural products

SP 3. ….degradation by physical means—deforestation, land, air and water pollution,

In that sustainable society:

SP 4…..people are not subject to conditions that systematically undermine their capacity to meet their needs.

The TNS framework is used to guide many City processes. Each year the City solicits recommendations from staff for an annual "top ten" list of projects that would enhance the sustainability of the City's functions. The TNS projects are then implemented throughout the year with progress reports shared at monthly TNS project team meetings. A particularly relevant example, the rewriting of the City's zoning code is an important TNS project that has identified many sustainable development aspects of land use decisions (open space, limits on impervious surfaces, mixed use and transit-oriented development, walk ability, renewable energy, etc); the new code will be in place as development occurs in the Northeast Neighborhoods.

The planning process for the Northeast Neighborhoods became one of the City's TNS projects for 2009, when the City recognized the area offered a tremendous opportunity to implement its sustainability objectives. During the planning process, it was decided to pursue quantifiable sustainability goals for future development within the planning area. On March 31, 2009, the Common Council adopted a resolution with the following five sustainability goals:

1. Reduce dependence on the automobile
2. Reduce energy consumption
3. Reduce water consumption
4. Increase on-site stormwater infiltration
5. Deliver City services in an energy efficient manner

These goals guided preparation of the *Northeast Neighborhoods Development Plan* and the *Plan* is intended to serve as a guide for achieving these goals. Background information regarding each goal is provided below. Recommendations and implementation steps to achieve the goals are also provided later in this document.

1. Reduce Dependence on the Automobile

a) The Goal
Capturing 25% of all trips made by persons living in the development area by walking, bicycling or transit and/or reducing household motor vehicle miles of travel (VMT) by 25% (in comparison to a baseline to be determined by staff) through the use of transit-oriented development, traditional neighborhood development, mixed-use development, transit access for early neighborhood residents, transportation-demand management plans, walkable environments, bike facilities, or other transportation-demand management practices.

b) Sustainability Benefits of the Goal

Addresses sustainability principles 1 through 4 by reducing dependency on fossil fuel consumption (#1) that increases air pollution, water pollution and degradation of land at the oil, natural gas and coal production site and within the neighborhood plan area (#3). Heavy metals (#1) and man-made material consumption (#2) will also be reduced and quality of life for residents will be enhanced. (#4)

c) Background Information/Baseline
Household Trip Reduction
According to a survey completed in 2001 as part of the National Household Travel Survey, the modal split for travel by City of Madison residents was as follows:

- Automobile: 80.3%
- Walk: 13.5%
- Bicycle: 2.4%
- Bus: 1.9%
- School Bus: 0.7%
- Inter-city Bus: 0.2%
- Other (air, taxi, etc.): 0.9%

The goal for the planning area is to have walking, biking or transit account for at least 25% of all trips made by residents of the planning area. Transit includes the bus, school bus and intercity bus categories above, plus potential rail options.

Household Vehicle Miles Traveled (VMT) Reduction
It is also desirable to .reduce household vehicle miles traveled by 25%, in comparison to a baseline, for the planning area. At this time, the data collection and monitoring methods for household VMT (or VMT per

capita) are under development. A specific measurement and monitoring program will be developed as VMT data collection technologies and techniques are refined over time.

2. Reduce Energy Consumption

a) The Goal
Reducing household consumption of natural gas and fossil fuel-generated electricity by 25% compared to a baseline reflecting recent residential construction, which will be established and included in the Northeast Neighborhoods Development Plan. Progress towards attaining these goals will be through the use of energy efficient construction, alternative energy sources, on-site energy production, conservation education and outreach, or other energy conservation practices.

b) Sustainability Benefits of the Goal
Addresses sustainability principles 1 through 4 by reducing dependency on fossil fuel consumption in electrical power generation (#1), that increases air pollution, water pollution and degradation of land at the oil, natural gas and coal production site (#3) and within the neighborhood plan area. Heavy metals (#1) and man-made material (#2) disposal issues will also be reduced and quality of life for residents will be enhanced (#4) by having greater energy efficiency that increases comfort at home and work.

c) Background Information/Baseline
The baseline for this goal is a 25% reduction in energy use compared to "recent residential construction." Recent residential construction is defined as a dwelling unit built within the City between January 1, 2000 and December 31, 2008. Newer dwelling units are used for the baseline since they typically include improvements in energy efficiency not found in older units.

According to records obtained through the City Assessor's Office and Madison Gas & Electric (MGE) consumption records, the average annual household consumption of natural gas was ___ therms and the average annual consumption of fossil fuel-generated electricity was ___ kilowatts. Therefore, the goal equates to an annual household consumption of natural gas of ___ therms and an annual household consumption of fossil fuel-generated electricity of ____kilowatts.

Note:
City staff are currently working with MGE to obtain consumption information. Once received, consumption figures will be normalized for heating and cooling degree days. To further account for seasonal variance, three years of this adjusted data could then be averaged to provide the baseline.

Since there is a mix of housing types included in the "recent construction" figures and there will be a mix of housing types in the planning area, there will not be a distinction between detached (or single-family) and attached (or multi-family) housing types. Further, it is not intended that there will be a distinction regarding consumption per square foot of living area, development density or family size.

3. Reduce Water Consumption

a) The Goal
Reducing residential per capita water use by 25% compared to current city-wide per capita levels through the use of low-flow appliances and fixtures, dual-flow and low-flow toilets, rain barrels, low-impact lawn care design, conservation education and outreach, or other water conservation practices, and to strongly

encourage the use of EPA Water Sense-labeled water fixtures, and strongly discouraging the use of outdoor lawn irrigation systems.

b) Sustainability Benefits of the Goal
Primarily addresses sustainability principle 3 by decreasing the impact on the groundwater supply and water surface features such as springs and streams. Other sustainability principles are meet because it also decreases the energy consumption of the water utility (#1) needed for pumping water, decreases the need for additional wells and water distribution infrastructure and assures that current and future human needs for water will be met. (#4)

c) Background Information/Baseline
The current residential per capita water use, based on an average over recent years, is 73.6 gallons per day. The goal of a 25% reduction equates to a per capita use of 55.2 gallons per day.

The aquifer underlying Dane County is the source of the City's water supply. The Madison Water Utility withdraws approximately 30 million gallons of water per day from the aquifer; Treated wastewater is not returned to the groundwater system but rather to the Mississippi River watershed via Badfish Creek and the Rock River. This net transfer of water has led to an average 60-foot decline in the water table over pre-development levels. Area springs have dried up, and this has led to a loss of aquatic habitat as well stresses on surface water quality, especially Lake Wingra. Additionally, pumping water from deep wells and distributing it throughout the City is an energy intensive operation. The Water Utility is the largest consumer of electricity in the City.

For these and other reasons, the City of Madison established water efficiency as a priority with the adoption of the 2008 Water Conservation and Sustainability Plan. The Plan sets a goal of reducing city-wide household water consumption by 20% by 2020. The Plan includes information on current usage and strategies to reduce consumption. Many of the strategies to reduce water consumption are included in this *Plan.*

4. Increase on-site stormwater infiltration

a) The Goal
Infiltrating 25% of the stormwater volume on or adjacent to points of generation through the use of rain gardens, green roofs, porous sidewalks and drives, or other on-site stormwater management practices.

b) Sustainability Benefits of the Goal
Infiltration of stormwater back into the ground on or adjacent to the point of generation minimizes impact on ground water supplies and could eventually help replenish the aquifer. (#3) The multiple infiltration methods provide sustainable ways to reduce erosion, reduce the infrastructure need to handle stormwater run-off and reduce the overall impact on surface water features. This will also impact long-term quality of life for residents. (#4)

c) Background Information/Baseline
Under current storm water regulations, 90% of the pre-development storm water volume for residential development projects and 60% of the pre-development volume for commercial development projects must "stay-on" the development site through a combination of infiltration (into the ground), evaporation (into the

air) and transpiration (into the air through plants). The goal is to infiltrate 25% of the stay-on volume on or adjacent to the point of generation.

The stay-on requirement is typically met by directing stormwater to a retention pond, which is a permanent pool of water where sediments carried by stormwater are .filtered out, and an infiltration basin, which facilitates the movement of stormwater into the ground. These facilities are typically located at the lowest point of the development site and serve the entire development if the topography permits. 'While constructing large facilities that serve an entire development is considered efficient, infiltrating stormwater on or adjacent to the source through multiple systems is more effective.

5. Energy Efficient Service Delivery

a) The Goal
The City delivers services in the most energy efficient method possible.

b) Sustainability Benefits of the Goal
The goal addresses sustainability principles by decrease energy consumption (#1), reducing air and water pollution (#3) and enhancing the quality of life for residents (#4) through sustainable design and land use planning.

c) Background Information
As a service provider, the City of Madison and its facilities and operations have a major impact on the environment, the economy and our community. Since the City is both a steward of our environment and a consumer of its resources, it must incorporate the principles of sustainability to ensure that our current and future needs can be satisfied.

Using *The Natural Step* sustainability framework, the City is working to enhance the sustainability of its facilities and operations by reducing its consumption of fossil fuels and other materials extracted from the Earth, reducing its dependence on synthetic and persistent chemicals, and mitigating its impact on physical ecosystems. Since our community will not be truly sustainable unless our residents are healthy, safe and prospering, the City will continue to pursue policies and actions that minimize the barriers that get in the way of residents' ability to meet their basic needs. The City also intends to lead by example.

COMMENTS FROM THE FRIENDS OF STARKWEATHER CREEK

Planning Division Staff recommends that the following comments from the Friends of Starkweather Creek be incorporated into the revised draft Plan with the exception of comments 2. and 5. Publicly owned open space corridors are not always achievable and are not always essential to achieving the goals for the open space corridor. Other mechanisms, such as easements, are often used to effectively protect open space and trail corridors.

Brian Grady, Planner
City of Madison Planning Division
Suite LL 100, Madison Municipal Building
215 Martin Luther King, Jr. Blvd.
Madison, WI 53703

September 4th, 2009

Greetings:

Thank you for asking the Friends of Starkweather Creek (FSC) to make comments on the Northeast Neighborhoods Development Plan. FSC's mission is to improve the health of Starkweather Creek and to benefit the communities in its watershed.

We understand that Phase 1 of the Plan encompasses only a small part of our watershed. Most of it is located within the neighboring watershed of Door Creek. However, Door Creek faces similar threats as the Starkweather, so our comments address all parts of the planning area:

1. P. 19 – The paragraph under "a) The Goal" lists green roofs along with other practices to infiltrate stormwater into the ground. However, green roofs do not directly increase groundwater recharge; instead, they mostly rely on evaporation and transpiration to return water to the atmosphere.

Green roofs could have a role in reducing stormwater runoff volumes, but should be considered as a complement to, and not a substitute for, infiltration measures necessary to replenish aquifers and maintain clean, cold streamflow.

2. P. 38 – The second paragraph under "a) Open Space Corridors" states that open space corridors following drainagways, which will be retained in their natural state and may be up to 75 feet wide, may be "part of private lots".

We are very supportive of mapping and protecting these corridors. However, we believe it is critical that they include public walking and/or biking trails, e.g. the proposed "Town Center Path". These will be more difficult to build if parts of the corridors are private. Wide publicly-owned corridors are needed to provide enough space for trail construction, for the corridors are often flood-prone and wet, and the upper margins are normally drier and more suitable for trail construction.

3. P. 50 – Under "c) Pedestrian and Bicycle Paths": We support construction of an offstreet path connecting the Seminary Springs area with adjoining neighborhoods. No such path is shown on Map 9. This path should be tied to the Town Center and North/Northeast Pipeline Paths. The Seminary Springs area contains a unique ecosystem, due to the interspersion of habitats – marsh, wet meadow and mature forest, and, if it is easily accessible by foot or bike, provides neighborhood residents with the opportunity for wildlife observation, environmental education and passive enjoyment of nature.

4. P. 58 – Green roofs are listed as an infiltration practice. To the extent that they delay the release of some amount of stormwater over time, they can facilitate infiltration, but should not be considered a substitute for robust infiltration practices. See comment #1.

5. P. 60 – The second paragraph under "2. Open Drainageways" states that some of the corridors will "remain as private property". As noted above under comment 2, we believe the full 75 foot width should be publicly held to facilitate trail construction.

6. P. 61 – "3. Streambank and Wetland Improvements" uses the term "selective tree pruning" with regard to managing streambank vegetation. We suggest "pruning" be replaced with "removal". Based on our experience managing streambank vegetation along the Starkweather, significant selective removal of trees is necessary to increase light and allow dense soil-stabilizing ground cover to flourish.

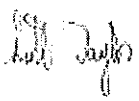
Also in this section, the sentence, "Measures should also be taken to improve the function of wetlands within the planning area" is too vague. We suggest you replace it with this sentence: "Measures should also be taken to enhance and protect wetlands, like removal of invasive brush and trees, dredging of accumulated past sediments and careful management of land disturbance and runoff in their vicinities to prevent further degradation."

7. P. 41 – We support the planned locations for schools because they adjoin planned open space areas. It is essential the environmental education be part of class curricula. Close proximity of school children to natural areas facilitates this.

Please contact me if you have any questions: 608-444-7483.

Respectfully,

The Friends of Starkweather Creek, Inc.



Scott Taylor, Member

SUGGESTED REVISIONS TO THE NORTHEAST NEIGHBORHOODS DEVELOPMENT PLAN
Submitted by Nan Fey
(Based on her Natural Step training and involvement in City sustainability issues)

Suggested Revisions to NENH Development Plan
for Integrating the Sustainability Goals

I. INTRODUCTION

Consider mentioning the new Zoning Code somewhere in the Introduction to the Plan. Take the opportunity to point out that the NENH area will be developed under the new code, and that it will encourage more sustainable development. (In the current draft, the first mention of the applicability of the new code doesn't appear until the Implementation section, on page 71, and then only in a discussion of Design Standards.)

Planning Division Staff recommends that the suggested revision be incorporated into the revised draft Plan.

II. BACKGROUND INFORMATION AND PLANNING CONTEXT

Section J Sustainability Goals (p. 19ff)

Consider using language from RFQ for Zcode Rewrite hiring process to explain TNS:

> The Natural Step is based on the following principles: a) reducing dependence upon fossil fuels, extracted underground metals and materials; b) reducing dependence on chemicals and other manufactured substances that can accumulate in nature;
> c) reducing dependence on activities that harm life's ecosystems; and d) reducing dependence on activities that interfere with other people's abilities to meet their basic needs.

Put Background Information/Baseline at the end (c) of each section.
Begin with a) The Goal, followed by b) Sustainability Benefits of the Goal.

Planning Division Staff recommends that the suggested revisions be incorporated into the revised draft Plan.

III. RECOMMENDATIONS

It appears that most of these chapters would be included in any neighborhood development plan, but several focus exclusively on sustainability goals adopted by the Common Council for the Northeast Planning Area. To better educate readers of the Plan, and to incorporate sustainability into every aspect of city activity, consider folding the "sustainability goal" into the more general presentation of the standard subject areas. For example:

- The goal of reducing household water use (G) could be the first section of the Public Water Service section (currently K) either as introductory material or the new #1.

- The goal of retaining stormwater on-site (H) could be incorporated into what is currently Section L (Stormwater Management).

- The goal of delivering City services in energy efficient ways (I) could be the first section of Other City of Madison Services (currently M).

Planning Division Staff recommends that the suggested revisions be incorporated into the revised draft Plan.

The goal of reducing dependence on the automobile is explained well in Transportation Section E, as are the recommendations. Perhaps this section can serve as an example of how to present and explain the sustainability goal, then provide recommendations that will help to accomplish the goal in the other areas identified in the Council's resolution.

The introductory sentence that follows the titles of Sections F, G, and H should be expanded to provide a better framework for what follows. These sections which, in their current form, are simply lists of "practices" would benefit from more narrative.

The goal of reducing household energy consumption (Section F) may have no historic or obvious place in the standard presentation of neighborhood development plans, so for this goal to stand on its own seems appropriate; although it may be time to consider whether a section on Energy (who will provide, from what sources, etc) should be an element of this plan, as well as future plans. In the interest of educating the reader, consider revising Section F to be more narrative, explaining the role of the "practices" listed there (similar to the way in which the transportation options are presented in Section E).

Planning Division Staff recommends that Sections F, G, and H be reviewed by staff to determine how to best incorporate the suggested revisions into the revised draft Plan. It is further recommended that consideration should be given to including an energy section in future plans.

On page 55, the list in #3, the 4th bullet point about lighting options is stated in a way that limits the options to CF or LED. There may be other places in the "possible practices" lists, too, where stating the principle and then including a couple of examples might be preferable; someday, hopefully, we will have more than these two low-energy options for lighting. So, for example, "use low-energy sources for indoor and outdoor lighting, e.g. compact fluorescents, light-emitting diodes, and other technologies as they become available"

Planning Division Staff recommends that the revised draft Plan include text that acknowledges the need to consider the fact that other technologies may become available which would in turn expand the list of suggested practices.

In Section I, delivery of City services on page 58, consider adding examples for each of the 7 "practices" currently listed, especially when the City is already doing it, e.g. solar hot water heating in Fire Stations, solar electric installations at libraries.

Planning Division Staff recommends that the suggested revision be incorporated into the revised draft Plan.

III. IMPLEMENTATION

Returning to the Sustainability Goals, and devoting a section to them here works very well. Consider re-stating each goal at the beginning of its section to remind the reader of the language. The Tables and Incentives are very helpful, and the Measures/Monitoring as specific as possible at the present time.

Planning Division Staff recommends that the suggested modification be incorporated into the revised draft Plan.

COMMENTS ON DRAFT NORTHEAST NEIGHBORHOODS DEVELOPMENT PLAN
Submitted by Tim Gruber, Plan Commissioner

Suggestions, Additions and Changes for Northeast Neighborhoods Development Plan
Tim Gruber, Plan Commission Member
September 19, 2009

1. In the Community Mixed Use district, at Reiner Rd and hwy T, a suggested net density of 60 units per acre, a suggested minimum density of 20 units per acre, and a suggested maximum density of 100 units per acre. (p. 31, 34)

   For the two quadrants of the Community Mixed Use area south of CTH T:

   Planning Division Staff recommends that text be added to the revised draft Plan that recommends a net density range of 20 – 60 dwelling units per acre with the potential for individual projects up to 100 dwelling units per net acre depending on the context of surrounding development. The recommended dwelling unit types (which are the same as the recommended dwelling unit types in Residential Housing Mix 4 district) would remain the same. The Comprehensive Plan recommends that densities in Community Mixed Use areas not exceed 60 dwelling units per net acre with the exception that higher maximum net densities may be allowed in small areas if the development is compatible with the scale and character of the neighborhood.

   [Staff recommends that there be no maximum building height limit for this area as noted in #3 below]

   For the two quadrants of the Community Mixed Use area north of CTH T:

   Planning Division Staff recommends that text be added to the revised draft Plan that recommends a net density range of 20 – 60 dwelling units per acre for lands in the Community Mixed Use Districts north of CTH T. Given the context of areas north of CTH T in relation to their neighboring uses, densities toward the middle of the 20-60 dwelling units per acre range would typically be most appropriate. However, projects with net densities up to 100 units per acre may be appropriate for any buildings immediately adjacent to and fronting on CTH T depending upon whether the project is consistent with the existing and planned development pattern in the area and a neighborhood or small area plan.

   [Staff recommends a maximum building height of 6 stories for this area]

2. In the Neighborhood Mixed Use district, at Reiner Rd and Lien Rd, a suggested net density of 40 units per acre, a suggested minimum density of 20 units per acre, and a suggested maximum density of 60 units per acre. (p. 31, 34-37)

   Planning Division recommends that text be added to the revised draft Plan that recommends a net density range of 20 – 60 dwelling units per acre. The Comprehensive Plan recommends that

densities in Neighborhood Mixed Use areas not exceed 40 dwelling units per acre with the exception that higher maximum net densities may be allowed in small areas if the development is compatible with the scale and character of the neighborhood.

[Staff recommends a maximum building height of four stories, with a fifth story allowed depending on the context and if stepped back, underground parking is provided, and if sustainable features are included]

3. In the Community Mixed Use district, no height limit, except for the approximately 100 foot limit created by the Dane County Regional Airport Height Limitation Zoning Ordinance, approximately 8 stories. (p. 13, 34)

   Planning Division Staff recommends that the suggested modification be included in the revised draft Plan without the reference to the 100 foot limit or 8 stories, since taller buildings would be permitted under the Airport Height Limitation Zoning Ordinance depending on the ground elevation of specific areas.

   [Staff recommends a maximum building height of 6 stories for the area north of CTH T]

4. In the Neighborhood Mixed Use TOD, at Reiner Rd and Lien Rd, a height limit of 4 stories, with the fifth story allowed depending on the context and if stepped back, underground parking is provided, and if sustainable features are included. (p. 36)

   Planning Division Staff recommends that the suggested modification be included in the revised draft Plan.

5. In Residential Housing Mix 4, Density Range, individual developments, up to 60 units per acre, district average between 26 and 60 units per acre. (p. 30)

   Planning Division Staff recommends that the suggested modification be included in the revised draft Plan, with most development falling in the mid-point of that range.

6. Under design recommendations for Mixed Use Districts, wide sidewalks are recommended. (p. 36-37)

   Planning Division Staff recommends that the suggested modification be included in the revised draft Plan.

7. Allow and recommend uses in the Employment District that will add vitality to the district and allow for shared parking, including restaurants, small-scale retail, and entertainment, on the ground floor only of multi-story buildings, and hotels. (p. 37)

Planning Division Staff recommends that the suggested modification be included in the revised draft Plan.

8. Promote and market the new neighborhood as a "green" (environmentally friendly), vibrant, fun, cool, place to live, work, shop, and play ("branding") (p. 24-26)

   Planning Division Staff recommends that the suggested modification be included in the revised draft Plan.

9. Plan and build out a neighborhood that has a strong sense of place so that it continues to thrive and promote itself ("branding"), through pedestrian oriented design, ground floor retail and other uses that create interest and activity for pedestrians, compact development, farmer's markets, public art, limited surface parking lots, civic uses such as libraries and schools, tourist attractions such as aquariums and museums, parks, landscaping, and outstanding design. (p. 24-26)

   Planning Division Staff recommends that the suggested modification be included in the revised draft Plan.

CITY STAFF'S SUGGESTED TEXT MODIFICATIONS REGARDING ENERGY CONSUMPTION

City staff recommends that the following text be added to the revised draft Plan (page 21 of the current draft). This text is based on information that was recently provided to City Staff by MG&E.

b) Background Information/Baseline

The baseline for this goal is the average annual energy use of "recent residential construction." Recent residential construction is defined as a dwelling unit built within the City from January 1, 1999, through December 31, 2007. Newer dwelling units are used for the baseline since they typically include improvements in energy efficiency not found in older units. This time period allows for using full calendar year billings in the calculation of the baseline.

According to the Energy Center of Wisconsin, about 80% of natural gas use is for space heating, and about 10% of electricity use is cooling-related. Weather conditions can impact the consumption of natural gas and electricity. It is common to account for varying seasonal weather conditions by calculating heating degree days (HDD) and cooling degree days (CDD).

Because natural gas consumption is heavily driven by cold winters, it is important to choose a baseline that reflects an average winter. Because the impact in hot summers is substantially less, it is less critical to make this distinction. The winter of 2007 was about 2.5% below the 1989-2008 average for Madison HDD. Accordingly, 2007 is considered an average winter with an average annual residential consumption of natural gas. Even though CDD were 25% above the 20-year average in 2007, because space cooling is only about 10% of total usage, its impact on electricity use is only slightly above average. Accordingly, 2007 is considered an average summer with an average annual residential consumption of electricity.

Based on data obtained through Madison Gas & Electric (MGE) service records, the average annual household consumption of natural gas for recently constructed homes in 2007 was 525 therms and the average annual consumption of fossil fuel-generated electricity was 6,455 kilowatt hours (kWh). These figures serve as the baseline for the Northeast Neighborhoods residential energy consumption baseline.

Therefore, a 25% reduction goal equates to an annual household consumption of natural gas of 395 therms and an annual household consumption of fossil fuel-generated electricity of 4,840 kWh.

Since there is a mix of housing types included in the "recent construction" figures and there will be a mix of housing types in the planning area, there will not be a distinction between detached (or single-family) and attached (or multi-family) housing types. Further, it is not intended that there will be a distinction regarding consumption per square foot of living area, development density or family size.

OTHER COMMENTS RECEIVED

Over the past several months, the Planning Division Staff received the comments that follow this page. It should be noted that many of the comments are from members of the Sustainable Design and Energy Committee which were provided at the request of that Committee's staff. The SDEC subsequently reviewed and made a recommendation to approve the Northeast Neighborhoods Development Plan with modifications which have been addressed earlier in this document. It should be noted that the underlined text in some of the following e-mails reflect staff responses to questions by some of the SDEC members prior to the SDEC's recommendation on the Plan.

July 7, 2009

Northeast NDP
Department Of Planning & Economic & Community Development
Planning Division
215 Martin Luther King Jr. Boulevard
PO Box 2984
Madison, WI 53704

To Whom It May Concern:

Our family is not for the Northeast Neighborhoods Development Plan. There are many people who will be forced to move, just because the city of Madison say's so. These people were here first. The city of Madison does not have the right to take away property from rightful owners to meet its own desires. We understand that Madison is expanding to build its tax basis because it refuses to learn how to budget its money. The economy is bad and it will get worse. This land is farmland, etc. with residences on it. It was once called the country, but Madison is devouring it. Please leave well enough alone. We do not need more commercial building sites and home sites. Many places are being foreclosed upon and businesses are going out of business. Why would you want to build more strip malls, businesses, etc. when other strip malls and businesses are closing up? There are many apartments, houses, condos, etc. that have been built and are just sitting vacant. How would you like it, if someone came along and said, "You're out!" Especially when you have spent your whole life on your place and are leaving it for an inheritance to your children, to keep for generation to generation. If Madison is so gun ho to do this, why can't Madison build around what is already in place? The only thing that we understand from all of this is people's greed.

Please leave well enough alone!

The Schnurbusch Family
3381 Hwy T
Blooming Grove, WI 53718

From: Grady, Brian
Sent: Thursday, July 16, 2009 3:45 PM
To: Hoffman, Jeanne
Cc: Statz, Andrew; Roll, Rick
Subject: FW: NNP

Jeanne-

Andrew provided responses below to all of the questions/comments except for #10 regarding parks and open space. Here is some perspective on that topic.

1) Parks
Parkland Dedication is described in the 3rd paragraph on page 40. Basically, the amount of parkland (or fee in lieu of dedication) that a developer is required to provide is part of the City's Subdivision regulations—so the requirement is the same for development throughout the City. The Plan notes that the parks in the NE neighborhood will be sized according to the amount of development (and therefore dedication) that occurs.

2) Open Space
The amount of open space in an area is really dictated by the natural features of the area. Within the Northeast Area, most of the open space is associated with Door Creek and other streams/drainageways, wetlands and steep slopes (including drumlins). Also, the Plan attempts to connect these natural features with open space corridors that do not necessarily contain the more significant natural features.

I think the Plan shows a fair amount of open space. The areas that are recommended for development are relatively dense, which preserves open space by accommodating more people in a smaller area. It should be noted, that as part of detailed development planning, the open space areas might expand or contract once more detailed site information is available.

From: Marc Kornblatt [mailto:mkornblatt@charter.net]
Sent: Monday, July 13, 2009 12:49 PM
To: Hoffman, Jeanne
Subject: NNP

Hi Jeanne,

I looked at the Northeast Neighborhood Plan and have these questions, thoughts.

1) Part 2, section F, sub-section i. talks about designing for solar energy accomodation and providing shade trees for summer . I recall one of our committee members (M. V.?) raising the issue of solar's impracticality in high-density neighborhoods where panels have to compete with trees. Has the design team considered this?
The plan does not specifically design every element or placement of every feature in the plan area. Solar installations would only be built when feasible on a case-by-case basis.

2) Sub-section iii about outreach may want to refer directly to Madison's blue print's outreach efforts, perhaps even borrowing language we ultimately come up with in order to reinforce the City's sustainability goals and join forces directly with Madison's on-going campaign.
The plan is currently scheduled for Council action in August. I understand the SDEC's outreach efforts will not begin until autumn. There could be a reference to in, but there are two separate timelines.

3) The behavior subsection, iv, sounds great, but I'm just wondering about naming a section "Behavior" in order to get people to turn down their thermostadts. It sounds a bit Skinnerian, conjuring images of Jimmy Carter in his cardigan sweater trying to model green lifestyle for America. At the very least, the design team may want to add some language about educating people to reinforce the outreach effort of sub-section iii. This is mostly a context and language issue, I suppose, but I think the design team may want to consider it.
This section is intended to stress the role of individual residents and households. The term "behavior" is the one I have heard most frequently in this context. If there is a better term that captures this, that'd be fine with me.

4) Subsection v on renewable energy talks about many things that I love, but, like the question I raised about solar energy generation above, I also raise the same about wind turbines here. From what the more knowledgable people on our committee have said, I'm not sure they may be a practical renewable energy source in the plan, even if the area is over 2000 acres. If that is so, the design team may want to modify to language to reflect something we discussed at our visioning sub-committee meeting, and that is encouraging the developers to think beyond the plan's area to draw in energy sources like wind from other places in the state.
I recall that preliminary review suggested that the topography of the plan area did not lend itself to tower-mounted wind turbines. I recall that this language was added to provide the opportunity should a strong interest develop and this type of application turn out to be viable. Smaller home-mounted systems could be possible depending on exposure and topography.

5) Section G, sub-section i, on water consumption reminded me of what Israelis have been doing for years to conserve water. They have two settings on their toilet handles in order to allow you to do a heavy flush, when you REALLY need to flush, and a lighter flush, when you just need to kind of flush. I've never seen this kind of toilet in the states, but I believe they have them in Europe. The design team may want consider this alternative in an addition to the 1,28 gpf toilets.
Dual flush toilets are currently in the US. (They are even installed in my neighborhood at the new Atwood Center.) I will share this comment with Tom Heikkinen for his opinion.

6) While I'm on the subject of Israel, I thought I might mention, in the context of sub-secition iii on low impact landscaping, that Israel also relies on the drip-irrigation method, which might be another option worth considering. The hoses themselves are often exposed and vulnerable to pedestrians, but in flower beds they might be safe. Again, if we really want to conseve water, the drip-irrigation method has been very efficient and successful.
There are generic references to "other practices" so a specific enumeration may not be needed. However, this could be added if the committee felt strongly about it.

7) I'm wondering if it's reasonble to ask the design team to consider transportation issues in section M on police protection. I'm talking about having bikes be part of the police fleet, as we have in downtown Madison. I'm trying to think outside the box, or beyond the grid, so cut me a little slack on this if you think the idea is goofy.
If the plan area has the density and layout that makes bike patrols practical, then they could be considered by MPD. Given the number of ways the City currently provides energy-efficient

services and the multitude of ways it will or could in the future, I don't see the need for a specific enumeration. The list would become ungainly.

8) While I'm on the subject of bicycles, the design team might want to consider adding bicycle paths in Part IV, Section B, on incentives. Madisonians love their bike paths, and more and more of them are using them to get to the work. I envision traffic jams on the Southwest Trail in the near future.
I am not clear on what this particular suggestion is.

9) Table 7 on page 66 has a line devoted to recognition programs. Builders and developers are left out of the program. Why? Everybody responds to praise and likes awards, right? Heck, they might even want to include a recognition program for rain gardeners (mentioned in Table 9), celebrating their work like the parade of homes.
This citation refers to the role and responsibility of the City, nonprofits, utilities and others to establish recognition programs. That is, not to be recognized but to do the recognizing.

10) Section 10 of Part IV talks about parks and open spaces. I realize our committee has not been asked to change anything, only give suggestions about implmentation, but I find Section 10 a bit thin. Beyond the areas mentioned for protection, I would think that a conscious effort to maintain as much green space as possible would be consistent with the plan's philosophy. I don't know if developers, or the city, would support this, but I say pick paradise over parking lots whenever possible.
Please describe how the acreage and access to parkland in the development area compares to the citywide average, recent neighborhood developments, or some other meaningful comparative geography.

That's it. I hope at least some of these suggestions are helpful, rather than merely naive or picky.

Best,
Marc K.

From: Lucas Dailey [mailto:lucasdailey@gmail.com]
Sent: Wednesday, July 15, 2009 6:01 PM
To: Hoffman, Jeanne
Subject: Re: Agenda for Sustainable Design and Energy Meeting 7/20/09

Sorry this is so late. I understand it will limit the amount of time for response by staff. My questions are fairly general and more subjects for discussion than something that requires a lot of prep, so it should work out.

Overall, as an urban planner I was very impressed. There was little for me to take issue with, especially considering the limitations of our current role and that this is a land use plan and not a proposed development plan.

Questions:

1. A question about Housing Mixes. The different mix types have maximum densities, in the form of units per acre, but why not minimums?

We know density is unequaled in its ability to increase efficiency of materials, energy, infrastructure, etc. Why not at least put a floor on the House Mix 1? Say 6 units per acres.

The Plan recommends a variety of housing types and therefore densities. Including a minimum density would likely limit the variety of housing types.

2. Why is the maximum density of Housing Mix 1 only eight units per acre?

Many of the most desirable single-family-home neighborhoods in the city are on the near east side with a density of nine units per acre. If an occasional duplex or two is thrown in 9.5 isn't unrealistic.

The potential political difficulties of *minimum* densities is understandable, but to limit the maximums in Housing Mix 1 at 8 units per acre, when we're talking about a single-family-home building typology, seems unnecessarily low. I understand the need for a density divisor between Housing Mixes 1 and 2, but I would encourage it to be raised, and to be open to a fractional number such as 9.25 or 9.5. It would be hard to imagine the public complaining about being allowed to build smaller, more efficient houses.

Additionally, with the form-based new zoning code, the risk of allowing a density of 9.5 detract from the character of a typical single-family-home area is all but eliminated.

The Plan's Housing Mix 1 District includes individual developments up to 16 units per acre, but the average density for development the District is intended to be less than 8 units/acre (top of page 28).

3. Regarding the averages projected for every type of land use, would it be possible to provide the full range instead of just assumptions based on averages.

For example, in table 4 Housing Mix 1 covers 488.4 acres. Assuming an average rate of 6 UPA we would have 2,770 units. If we showed the allowable range, and for example Housing Mix 1 had a maximum of 9.5 and minimum of 6, we would have a range of 2,930-4,640 units (ignoring the existing SFHs)

We feel the Plan's population estimate is a reasonable estimate. Further, we feel having one population estimate is more useful than having a range of estimates which would vary widely. A wide range would make it difficult to plan for parks, schools, roadways and utilities.

4. Table 4: The population estimates are based on 2 persons per unit, wouldn't it make more sense to use the national average, state average or Madison average?

From: Garrick Maine [mailto:gmaine@flad.com]
Sent: Wednesday, July 15, 2009 2:44 PM
To: Hoffman, Jeanne
Subject: Re: Agenda for Sustainable Design and Energy Meeting 7/20/09

Jeanne,
I've read the draft for the NE Neighborhoods development Plan and captured my own comments as notes in the margins for discussion on the 20th. I assumed, perhaps erroneously, that a representative of the City would be present for our discussion. By in large, my thoughts are more 'comment' than 'question' in nature and haven't prepared a formal list of questions.

For example, a key recommendation is the development of three high density, "urban character", mixed-use districts as hubs for the planning area yet describe their character rather modestly as buildings at least two stories in height even while recommending buildings up to 10 stories in height bordering I-94 in the Employment District. The latter suggests a pattern of linear development not unlike what's happened along Junction Road on the west side--not an exemplary pattern to be emulated.

The report purports to address increased alternative transportation but devotes a good deal of discussion to handling high volumes of automobile traffic (arterial and collector roads to accommodate increased populations and traffic calming measures like roundabouts, mid-block alleys to prevent garages from dominating the street front) which only appeases traffic congestion and invites more auto traffic (adding a third lane never discourages additional traffic volume). There is a statement made about using the orientation of the street grid to enhance solar potential, presumably by increasing the number of lots with south access, yet the illustrations are ambivalent at best.

Is there to be no opportunity for dialogue with any of the authors of the plan outside of written communication?
Garrick

Garrick Maine AIA, LEED AP

On the Northeast Neighborhoods Plan

Overview: The Northeast Neighborhoods Plan is a deeply disappointing exercise in sustainable and forward-looking urban design. All of the rhetorical flourishes and modest gestures toward sustainability cannot disguise the essence of the plan, which is to continue the fundamentally unsustainable practice of reserving relatively undeveloped and distant parcels of land for future highly urbanized development that may or may not ever materialize. There is no immediate reason to absorb this parcel of land into greater Madison. Between the deteriorating conditions in the local commercial and residential real estate marketplace and the current excess of vacant land already zoned for development, it is doubtful that development pressure will return to boom levels any time soon, if ever at all. And, from a sustainability perspective, that is not a bad thing, considering how much land was consumed and pavement was created during the housing boom that ended in 2007. It's worth adding that no amount of "green" add-ons--bike paths, electric vehicle charging stations, district heating systems or rooftop solar systems--can offset the environmental degradation that will arise from transforming a relatively undeveloped area with few roads into a full-blown city neighborhood.

The City's Northeast Neighborhoods Plan does not represent a departure from conventional growth-for-growth's-sake thinking, nor does it seem to embody the core principles of The Natural Step. Like other new, automobile-centric neighborhoods that have been grafted onto the city's periphery, the Northeast Neighborhoods Plan would trigger the expansion and extension of roads, bus routes, water and sewer mains, electrical service, and heating infrastructure into what is still basically countryside. But with increasing distances come diminishing returns. This up-front investment in high-maintenance infrastructure represents a large claim on future city budgets, but it's by no means a certainty that the anticipated increase in taxable wealth will emerge as projected. With the passing of the real estate boom and the ongoing weakening of the national economy, the City should be thinking more about job creation that supports existing neighborhoods and services, and less about new neighborhoods that would strain the city's existing tax base.

Below are a few more specific considerations that the Committee should keep in mind when reviewing the Northeast Neighborhoods Plan.

1) **A truly sustainable community recognizes physical limits to growth.** The farther a residential neighborhood is from the city's economic core areas, the more expensive it is to service it. Given its distance from the city's commercial districts as well as from area schools and hospitals, providing effective public transportation services to the Northeast Neighborhoods would be very expensive and likely trigger fare increases.

2) **Current developments along Madison's periphery are devoid of neighborhood-supporting businesses.** Car-dependent neighborhoods like Grandview Commons and Door Creek do not provide accommodating environments for attracting small-scale businesses. In areas where the automobile is dominant, the coffee shops, restaurants,

34

4

taverns and specialty stores that could otherwise provide magnets for social interaction tend to be clustered near high-volume shopping zones and along busy arterial roads. Also, the street design in new developments discourages circulating about the neighborhood either on foot or on a bicycle.

3) People who value a less-resource intensive living arrangement are not going to find the Northeast Neighborhoods a desirable location. That particular market slice will likely gravitate toward neighborhoods closer to town, where there is a real payoff in terms of aesthetic appeal, availability of low-impact transportation options, fewer hours spent commuting to work and running errands, and general rat race avoidance.

4) If a sustainable urban neighborhood can be made to exist through city policy, it makes more sense to place it in an infill development context rather than a greenfield site. There are a few areas in Madison where neighborhood-wide experiments in sustainable design can go forward without major infrastructure improvements and disruption to existing residents. One that comes to mind is the stalled Union Corners redevelopment, now an open field. Another is the abandoned Royster-Clark property, once remediation has occurred.

Prepared by Michael Vickerman, Member, Sustainable Design and Energy Committee
July 20, 2009

Roll, Rick

From: Hoffman, Jeanne
Sent: Friday, July 17, 2009 8:40 AM
To: Grady, Brian; Roll, Rick; Statz, Andrew
Subject: FW: This should work - comments
Attachments: NENbhdPlanCmts15jl09.pdf

More comments/suggestions.

Jeanne

Jeanne Hoffman
Facilities and Sustainability Manager
Engineering Main Office:
210 Martin Luther King, Jr. Blvd, Room 115
Madison, WI 53703
Phone: (608) 266-4751
Fax: (608) 264-9275
jhoffman@cityofmadison.com

From: David Drummond [mailto:ddrummond3@gmail.com]
Sent: Friday, July 17, 2009 8:04 AM
To: Hoffman, Jeanne
Subject: This should work - comments

Jeanne, I'm sorry for all the delays and confusion on this. I've learned several things that will help if I ever run into the same set of problems again.

See you on Monday.

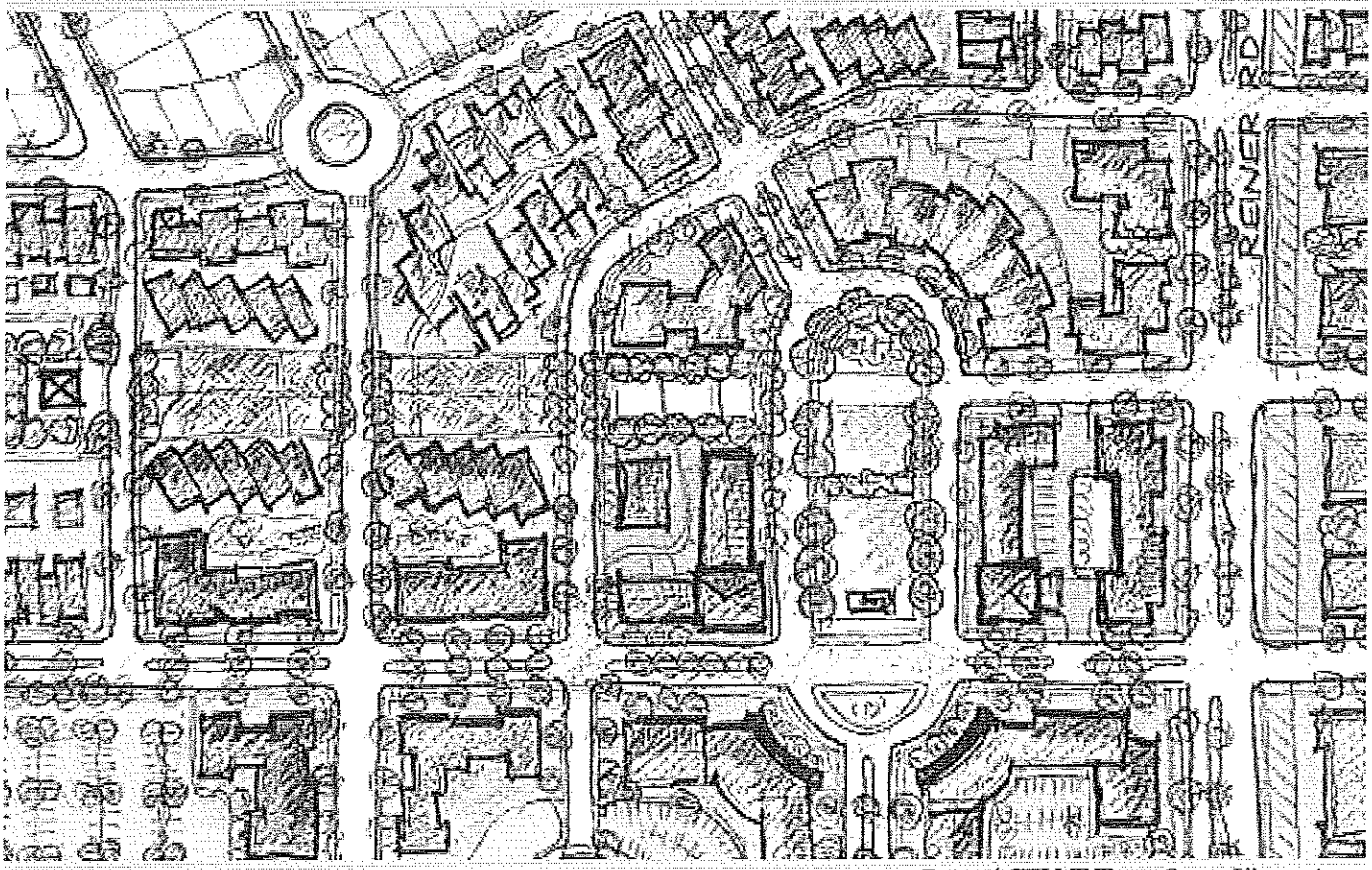
Dave

David W. Drummond, Ph.D., CIH
University of Wisconsin—Madison, emeritus
Voice 608-332-3488 Fax 608-233-3488
ddrummond3@gmail.com

37

David DRummond

Northeast Neighborhoods Development Plan
Draft – June 16, 2009



Reiner/CTH T Town Center Illustration

Prepared By:
Planning Division
Department of Planning and Economic and Community Development
City of Madison, Wisconsin

Madison

Summary of Comments on Untitled

This page contains no comments

3. The physical basis for the productivity and diversity of nature must not be systematically deteriorated
4. Human society must be fair and efficient in meeting basic human needs

The TNS program is used to guide many City processes. Each year the City solicits recommendations for an annual "top ten" list of TNS projects that would enhance the sustainability of the City's functions. The TNS projects are then implemented throughout the year with progress reports shared at monthly TNS project team meetings.

During the planning process for the Northeast Neighborhoods, the City recognized that the planning area offered a tremendous opportunity to implement its practices in terms of sustainability. The planning process was included as one of the City's TNS projects for 2009. It was also decided to pursue quantifiable sustainability goals for future development within the planning area. On March 31, 2009, the Common Council adopted a resolution with the following five sustainability goals:

1. Reduce dependence on the automobile
2. Reduce energy consumption
3. Reduce water consumption
4. Infiltrate stormwater on or adjacent to the point of generation
5. Deliver City services in an energy efficient manner

These goals guided preparation of the *Plan* and the *Plan* is intended to serve as a guide for achieving these goals. Background information regarding each goal is provided below. Recommendations and implementation steps to achieve the goals are also provided later in this document.

1. Reduce Dependence on the Automobile

a) The Goal

Capturing 25% of all trips made by persons living in the development area by walking, bicycling or transit and/or reducing household motor vehicle miles of travel (VMT) by 25% (in comparison to a baseline to be determined by staff) through the use of transit-oriented development, traditional neighborhood development, mixed-use development, transit access for early neighborhood residents, transportation-demand management plans, walkable environments, bike facilities, or other transportation-demand management practices.

b) Background Information/Baseline

Household Trip Reduction

According to a survey completed in 2001 as part of the National Household Travel Survey, the modal split for travel by City of Madison residents was as follows:

- Automobile: 80.3%
- Walk: 13.5%
- Bicycle: 2.4%
- Bus: 1.9%
- School Bus: 0.7%
- Inter-city Bus: 0.2%
- Other (air, taxi, etc.): 0.9%

The goal for the planning area is to have walking, biking or transit account for at least 25% of all trips made by residents of the planning area. Transit includes the bus, school bus and inter-city bus categories above.

Household Vehicle Miles Traveled (VMT) Reduction

It is also desirable to reduce household vehicle miles traveled by 25%, in comparison to a baseline, for the planning area. At this time, the data collection and monitoring methods for

Number: 1 Author: dad Subject: Note Date: 7/15/2009 9:38:05 AM

This is only an increase of four percentage points. An immediate goal of one-third seems achievable in a community with good bus service and bicycle facilities. The goal should increase as local stores open.

b) Background Information/Baseline
The current residential per capita water use, based on an average over recent years, is 73.6 gallons per day. The goal of a 25% reduction equates to a per capita use of 55.2 gallons per day.

The aquifer underlying Dane County is the source of the City's water supply. The Madison Water Utility withdraws approximately 30 million gallons of water per day from the aquifer. Treated wastewater is not returned to the groundwater system, but rather to the Mississippi River watershed via Badfish Creek and the Rock River. This net transfer of water has led to an average 60-foot decline in the water table over pre-development levels. Area springs have dried up, and this has led to a loss of aquatic habitat as well stresses on surface water quality, especially Lake Wingra. Additionally, pumping water from deep wells and distributing it throughout the City is an energy intensive operation. The Water Utility is the largest consumer of electricity in the City.

For these and other reasons, the City of Madison established water efficiency as a priority with the adoption of the 2008 Water Conservation and Sustainability Plan. The Plan sets a goal of reducing city-wide household water consumption by 20% by 2020. The Plan includes information on current usage and strategies to reduce consumption. Many of the strategies to reduce water consumption are included in this *Plan*.

c) Primary Benefits of the Goal
- Decreased impact on the groundwater supply and surface water features such as springs and streams
- Decreased need for additional wells and water distribution infrastructure
- Decreased Water Utility energy consumption

4. Increase on-site stormwater infiltration

a) The Goal
Infiltrating 25% of the stormwater volume on or adjacent to points of generation through the use of rain gardens, green roofs, porous sidewalks and drives, or other on-site stormwater management practices.

b) Background Information/Baseline
Under current stormwater regulations, 90% of the pre-development stormwater volume for residential development projects and 60% of the pre-development volume for commercial development projects must "stay-on" the development site through a combination of infiltration (into the ground), evaporation (into the air) and transpiration (into the air through plants). The goal is to infiltrate 25% of the stay-on volume on or adjacent to the point of generation.

The stay-on requirement is typically met by directing stormwater to a retention pond, which is a permanent pool of water where sediments carried by stormwater are filtered out, and an infiltration basin, which facilitates the movement of stormwater into the ground. These facilities are typically located at the lowest point of the development site and serve the entire development if the topography permits. While constructing large facilities that serve an entire development is considered efficient, infiltrating stormwater on or adjacent to the source through multiple systems is more effective.

c) Primary Benefits of the Goal
- More stormwater will be infiltrated into the ground, which will minimize impacts to the groundwater system and surface water features
- Reduced amount of infrastructure needed for stormwater conveyance
- Reduced erosion from stormwater conveyance to the larger facility
- Multiple infiltration facilities are less prone to failure than one large facility

Number: 1 Author: dad Subject: Note Date: 7/15/2009 9:45:54 AM

The 25% figure seems very low. Staff should review rainfall data and select a figure that reflects on-site infiltration of all stormwater except that from the most intense storms. The infiltration basin should be empty most of the time.

- Compressed work weeks, in which employees work a full 40-hour work week in fewer than the typical 5 days
- Flexible work schedules, which allow employees to shift their work start and end times (and thus travel times) to less congested times of the day
- Telecommuting, in which employees work one or more days at home or at a "satellite work center" closer to their homes

TDM strategies include improvements in alternative modes of transportation; financial and/or time incentives for commuters who use alternative modes; information dissemination and marketing activities that heighten travelers' awareness of and/or interest in alternatives; and supporting services that make the use of alternatives more convenient or that remove psychological impediments to use of alternatives. Examples of TDM strategies are:

- Improvements to existing transportation services, such as shuttle buses and vanpool programs
- Financial/time incentives, for example, preferential parking for ride sharers, subsidies for transit riders, and transportation allowances
- Parking management programs
- Priority treatment for ride sharers, for example, high occupancy vehicle (HOV) lanes and freeway ramps
- Employer support measures, such as employee transportation coordinators, on-site transit pass sales, on guaranteed ride home programs
- Marketing and promotion techniques (such as transportation fares or periodic prize drawings for users of alternatives modes)

TDM measures can be particularly effective in attracting public transit ridership from individuals who own their own vehicles (i.e., "choice" riders) in the planning area. Possible transit service improvements that could help attract choice riders include:

- Pursuing the development of more pre-paid unlimited ride pass programs, commuter choice pass programs, and employer-subsidized transit fare programs with large employers and employer associations in the City
- Pursuing further introduction of Intelligent Transportation Systems (ITS) technologies that enhance service reliability, real-time information, convenience and security
- Continuing to install bicycle racks on buses

7. Car-Free or Car-Light Zones

Car-free or car-light zones have been used in some communities as a means of creating pedestrian friendly urban environments that reduce traffic congestion and air pollution. In car-free zones, motor vehicles are prohibited with the exception of delivery vehicles and short-term residential parking of one hour or less. Parking is typically provided in parking lots or ramps at the edge of the car-free zone. This strategy is common in European cities, but is not yet widely used in United States. The creation of car-free zones within the planning area's mixed-use districts should be considered.

F. Household Energy Consumption

It is anticipated that the goal of reduced household energy consumption will be achieved through the use of the following practices and other practices as they become available.

1. Energy Efficient Site Planning/Design/Certification

- Design lots and orient buildings to accommodate: 1) active solar for energy generation, 2) passive solar for heating and daylighting, and 3) trees to shade the house in the summer
- Build at higher densities which tends to be more efficient due to shared walls and smaller dwelling units
- Ensure homeowners' association regulations allow green building practices (i.e. renewable energy systems, clotheslines)

Summary of Comments on Untitled

Page: 35

Number: 1 Author: dad Subject: Note Date: 7/15/2009 9:55:09 AM

Higher density can mean many things and could discourage family occupancies. Clustered housing, with each cluster served by park, playground, playing fields, etc. will increase density and also increase opportunity. Conventional condo or apartment construction is generally anti-family and also repels people who want a garage or workshop.

- Seek agreements between developers and builders that stipulate that builders will incorporate components of measurement programs such as Wisconsin ENERGY STAR Homes, Green Built Home, Green Globes and LEED.

2. Education and Outreach

Many of the entities can help provide information regarding ways to reduce consumption. Provide education on the benefits and incentives to energy efficient construction: The following groups are targeted at specific points:

Provide information to Developers:
- While planning the development project
- When selecting builders and contractors
- When selling lots and constructing buildings

Provide information to Builders:
- When purchasing a lot
- When designing and selecting materials for the project
- When marketing homes to end-users

Provide information to End-Users:
- When purchasing a home or lot by including information in closing documents
- When considering remodeling or rehabilitation projects
- Include information in utility company materials sent to account holders
- Provide education to students through the schools that serve the planning area (Sun Prairie Area School District)
- Neighborhood newsletter

Provide information to all interested parties:
- Through the City website or Northeast Neighborhoods website
- Recognition programs for developers, builders and end-users that help achieve the goal

3. Energy Efficient Appliances and Fixtures
- Use energy efficient appliances and fixtures (such as ENERGY STAR qualified) including the furnace, air conditioner, hot water heater, refrigerator, dishwasher, clothes washer and dryer, water softener and stove/oven
- Use programmable thermostats
- Use clotheslines to dry clothes
- Use compact fluorescent (CFL) or light-emitting diodes (LED) for indoor and outdoor lighting
- Use master electrical switches that can power down a number of outlet throughout the house

4. Behavior
- Perform energy audits and track energy usage of appliances and the home to seek ways to decrease energy usage
- Reasonably turn down furnace and air conditioner
- Turn off appliances and lights when not in use
- Develop a Smart grid. Smart grid technology provides consumers with energy information instantly coupled with a rate structure that causes customer behavior to lower electrical needs especially at peak demand. To accomplish this objective, a smart grid incorporates consumer equipment and behavior in grid design, operation, and communication technologies, to reduce demand especially during peak usage periods. Metering tracks how much electricity was used and when electricity was used. The price of electricity used during high demand periods is increased and the price of electricity used during low demand periods is decreased.

Number: 1 Author: dad Subject: Note Date: 7/15/2009 9:59:18 AM
The more measurement, the better. I'd like th see this strengthened, but I am not sure how to do it.

Number: 2 Author: dad Subject: Note Date: 7/15/2009 10:08:44 AM
This is important. Comprehensive, easily accessible information about how to "do green," honest information about costs and a good set of salable talking points about benefits can be a major incentive for developers to do the right thing.

Number: 3 Author: dad Subject: Note Date: 7/15/2009 10:15:13 AM
This should be dropped. It would be very costly using conventional wiring and the needs of each owner will be very different. It makes more sense to do this as an add-on using wireless controls that are not yet easily available. Visible metering will increase consciousness of parasitic power.

5. Renewable Energy

Numerous renewable energy sources are recommended to help achieve the goal. Some of these approaches are suited for use on a smaller scale such as an individual building or lot. Some of the approaches are more effective when developed as a large-scale system serving multiple buildings or lots, as they require a greater level of capital investment and expertise. Development of large-scale systems might involve assistance from the local utilities, for-profit and non-profit organizations, the City and other organizations. Systems that have greater spatial requirements could potentially be incorporated into areas such as parks, street right-of-ways and public or institutional facilities.

- Solar thermal. A system that uses solar panels to provide hot water or heat for interior space.
- Solar electric. A system that uses photovoltaic panels to produce electricity for direct consumption or credit from the utility.
- Geothermal. A heating and cooling system that moves a substance through a series of tubes to draw heat from the earth in the winter and cold from the earth in the summer since the earth has a constant temperature.
- District heating. A small power plant with a series of steam pipes underground that provides heat to the buildings that are connected to the plant. The heating plant could be run on biomass, such as wood pellets and may also be able to create some electrical load.
- Solar thermal storage for heating. This system uses solar panels to store heat underground during the summer. Heat is then recovered and used for heating during the colder months.
- Wind power. Wind power systems could range from small rooftop systems to tower mounted turbines. The planning area may have the potential to produce larger amounts of wind power through wind turbines or windmills. Larger systems would send electricity back to the grid and the residents would get a credit for the electricity the system creates.
- Subscription to renewable energy. Residents could subscribe to receive renewable energy through the utility.

G. Household Water Consumption

It is anticipated that the goal of reduced household water consumption will be achieved through the use of the following practices and other practices as they become available.

1. EPA WaterSense Fixtures

Toilets account for more water use than any other fixture within a home. WaterSense toilets use a maximum of 1.28 gallons per flush (gpf) compared to the existing federally mandated standard of 1.6 gpf. WaterSense toilets must also meet a performance standard to ensure consumer acceptance. Other WaterSense fixtures such as faucets and showerheads should be used when they become available.

2. EPA WaterSense Homes

The EPA has released a draft labeling specification for new residential homes. Similar in concept to an ENERGY STAR home, WaterSense Homes will combine WaterSense products with other water-efficient fixtures and practices to reduce the water consumption by about 20% over a standard home. The following information comes from the EPA website:

In addition to WaterSense toilets and faucets, these new homes include dishwashers and clothes washers with the ENERGY STAR label, if those appliances are installed when the home is built. WaterSense Homes will incorporate a hot water distribution system that decreases the amount of time it takes for hot water to reach the faucet or shower. Waiting for hot water wastes thousands of gallons of water per year. Pressure regulator valves will be installed downstream of the water meter to reduce the pressure of the water going into the home. This reduces the maximum water flow from fixtures and the likelihood of leaking pipes and hoses. Builders will have the option of developing an outdoor "water budget" and planning accordingly, or ensuring that the landscaping is designed efficiently. If the home has an outdoor irrigation system, it must be installed and audited by WaterSense irrigation partners to ensure efficiency.

Number: 1 Author: dad Subject: Note Date: 7/15/2009 10:31:03 AM

The following are good suggestions, but some are pie in the sky. Is there any data concerning cost-effectiveness of wind power at this location? We should not promote it without valid data.

District heating works best if there is a source of waste heat (see the UW-MGE cogen plant for an example) and clustered housing(see comment above). How does dist. htg. compare with on-site geothermal?

Somebody will have to pay for the research on the merits of these strategies. We can't expect the developer to do it.

3. **Low Impact Landscaping**
   Landscaping in public and private areas should be designed to minimize the need for watering. Native plants should be used extensively as they are adapted to natural rainfall patterns. If sprinkler systems are utilized, a system should be chosen that has the capability to detect soil moisture to prevent over watering.

4. **Rain Barrels and Cisterns**
   Rain barrels and cisterns are placed beneath redirected down spouts and store rainwater for watering rather than relying on the potable water supply.

5. **Greywater Systems** 
   Greywater is wastewater that has not come into contact with human biological waste. Examples of domestic processes that produce greywater are washing dishes, washing clothes and bathing. Systems that treat and recycle greywater for non-potable uses such as outdoor watering should be considered.

6. **Automated Meter Reading and Frequent Billing** 
   Automated Meter Reading would provide residents with close to real-time water use information and would allow the City to remotely read water meters. Remote meter reading would make it cost-effective for the Water Utility to bill on a more frequent cycle, perhaps as often as every month, compared to the current six-month billing cycle.

7. **Conservation Rate Structure**
   The Water Utility could implement a conservation rate structure, which rewards decreased water use more than the current rate structure. A change in the rate structure would require Wisconsin Public Service Commission approval and would likely require more frequent billing than the current six-month billing cycle.

8. **Conservation Practices** 
   General water conservation practices should be utilized such as only doing full loads in the clothes washer and dishwasher.

9. **Education and Outreach**
   General education and outreach programs should be implemented to highlight ways to reduce water consumption.

H. On-Site Stormwater Infiltration

It is anticipated that the goal of increased on-site stormwater infiltration will be achieved through the use of the following practices and other practices as they become available.

1. **Rain Gardens**
   Rain gardens are specially-designed gardens that collect and infiltrate stormwater from impervious areas. They are generally designed to be 6-8 inches deep, in order to retain stormwater long enough for it to infiltrate into the ground. Rain gardens are typically planted with native vegetation, though ornamentals may also be used. They can look as manicured or as natural as the gardener chooses. Maintenance is similar to that of any garden. Regular weeding is required the first couple of years, but once established, the native plants tend to crowd out most weeds.

   Rain gardens are sized depending on the area they are intended to serve. Relatively smaller rain gardens could be constructed on individual lots to infiltrate stormwater from the lot (building and driveway) and potentially the sidewalk and street. Larger rain gardens could be constructed at the low point on a block to provide infiltration for the whole block and potentially the sidewalk and street.

Number: 1 Author: dad Subject: Note Date: 7/15/2009 10:32:40 AM
What do city ordinances and state codes say about this?

Number: 2 Author: dad Subject: Note Date: 7/15/2009 10:34:15 AM
Visible metering makes more sense than monthly bills.

Number: 3 Author: dad Subject: Note Date: 7/15/2009 10:35:26 AM
This should be included as an example of education, not as a separate item.

IV. PLAN IMPLEMENTATION

This section recommends the actions needed to prepare the planning area for development with the full range of urban services and to ensure that future development is consistent with the recommendations of this *Plan.*

A. Neighborhood Development Plan Adoption

The City of Madison Comprehensive Plan, adopted in January 2006, includes broad growth and land use recommendations for the planning area, which is identified as part of Peripheral Planning Area C and recommended as a potential location for relatively near-term City of Madison expansion and future development. The Comprehensive Plan also requires that a more-detailed plan for future City growth areas be prepared and adopted prior to beginning urban development within them. The Northeast Neighborhoods Development Plan has been prepared to provide detailed land use, transportation, and public service recommendations to guide the future growth and development of the planning area.

It is recommended that the Northeast Neighborhoods Development Plan be adopted as a supplement to the City of Madison Comprehensive Plan. It is also recommended that the Comprehensive Plan Generalized Future Land Use Plan map be amended as appropriate during the next review and evaluation to reflect the land use recommendations in the Northeast Neighborhoods Development Plan.

B. Sustainability Goals

1. Transportation

a) Implementation Entities and Responsibilities

The table below outlines the recommendations and implementation responsibilities For some of the recommendations, cooperation will be needed from several different entities. **See Table 6.**

b) Incentives

Employer-based Transportation Demand Management (TDM) measures and other incentives to help enhance the desirability of non single-occupancy vehicle (SOV)-based transportation modes should be considered as part of an overall TDM program or strategy for the planning area.

Individual employers should be organized, possibly through the formation of a Transportation Management Association, in an effort to administer a range of TDM-based incentives. Such incentives could include those that address the financial, time and convenience aspects of individual transportation choices. These can include preferential parking for ride sharers and subsidies for transit riders. Other employer-based support measures may include transit pass programs, on-site sales of transit passes and guaranteed ride home programs.

"Parking cash-out" programs are another employer-based program that can be utilized. Under a parking cash-out program, an employer gives employees a choice to keep a parking space at work or to accept a cash payment and give up the parking space and utilize another mode of transportation such as rideshare, transit, bicycle or walking. Employees are not forced to stop driving or give up free parking, but those who do are rewarded financially.

c) Measuring Success

Household Trip Reduction

It is anticipated that the data will be compiled through a survey that will be sent to a portion of the households within the planning area. The survey is intended to obtain travel data by

Number: 1 Author: dad Subject: Note Date: 7/15/2009 10:43:03 AM
Comments in earlier sections cover most of my thoughts on this section. Only a couple of items added below.

Number: 2 Author: dad Subject: Note Date: 7/15/2009 10:38:12 AM
This is outside the scope of nbhd. development. It should be city or county-wide.

Table 6: Transportation Goal - Recommendations and Implementation Entities	City	Developer	Builder	End User	Utility	Other Govt. (i.e. Dane County, RTA)	Other/ Non-profits
Land Use							
Compact, mixed-use development	X	X					
Transit-oriented development	X	X	X				
Pedestrian and Bicycle Facilities							
Interconnected street network	X	X					
Sidewalks	X	X	X				
Pedestrian and bicycle paths	X	X	X				
Bicycle wayfinding	X	X	X				
Bicycle parking	X	X	X				
Traffic calming	X	X	X				
Snow Removal	X			X			
Mitigate barriers to pedestrian and bicycle mobility	X	X					
Transit Service							
Madison Metro Service	X						
Paratransit	X					X	
Commuter Rail Service	X					X	
Transit Priority Corridors	X	X				X	
Transportation Demand Management (TDM)							
TDM Plan and Program	X	X		X		X	X
Transportation Management Associations	X	X		X		X	X

asking residents to keep track of their trip-making behavior over a specific period of time, usually a week. The National Household Travel Survey (NHTS), a federally-administered travel survey (funded and managed by the Federal Highway Administration), will be used as a model for the planning area travel survey. The NHTS is a source of national data on the travel behavior of the American public. The dataset allows analysis of daily travel by all modes, including characteristics of the people traveling, their household and their vehicles.

Household Vehicle Miles Traveled (VMT) Reduction

It is also desirable to reduce household vehicle miles traveled by 25%, in comparison to a baseline, for the planning area. At this time, the data collection and monitoring methods for household VMT (or VMT per capita) are under development. A specific measurement and monitoring program will be developed as VMT data collection technologies and techniques are refined over time.

d) Monitoring Success

Data on progress towards the goal will be compiled and reviewed with every 1,000 dwelling units that are constructed within the planning area. Therefore, the first review will occur after 1,000 units have been constructed, a second review will occur after 2,000 units have been constructed and subsequent reviews will continue into the future.

2. Energy

a) Implementation Entities and Responsibilities

The table below outlines the recommendations and implementation responsibilities For

Number: 1 Author: dad Subject: Note Date: 7/15/2009 10:40:44 AM

Traffic counts should be able to do this with better reliability and with less suspicion about people fudging the data. It's very hard to get adequate reporting percentages from surveys.

Suggestions, Additions and Changes for Northeast Neighborhoods Development Plan

Tim Gruber, Plan Commission Member

September 9, 2009

1. Move Reiner Road alignment approximately 150 feet to the west, so that transmission lines and towers go through mid-block, backyard. (P.11, 32, maps)
2. Maintain existing Reiner Road right-of-way for a bike path and future light rail, street car or bus rapid transit. (maps)
3. Map route of future light rail, street car, or bus rapid transit. (maps)
4. Map and plan Transit Oriented Development (TOD) districts with the expectation that these will define the zoning overlay districts that are created in the new zoning code.
5. In the Community Mixed Use TOD, at Reiner Rd and hwy T, a suggested density of 60-100 units per acre, a minimum density of 20 units per acre, and no maximum density. (p. 31-34)
6. In the Neighborhood Mixed Use TOD, at Reiner Rd and Lien Rd, a suggested density of 40 units per acre, a minimum density of 20 units per acre, and a maximum density of 60 units per acre. (p. 31, 34-37)
7. In the Community Mixed Use TOD, no height limit, except for the approximately 100 foot limit created by the Dane County Regional Airport Height Limitation Zoning Ordinance. (p. 13, 34)
8. In the Neighborhood Mixed Use TOD, at Reiner Rd and Lien Rd, a height limit of 4-5 stories, with the fifth story allowed if stepped back and underground parking is provided. (p. 36)
9. Map and plan a housing mix 5 of high density residential for TOD district. (p. 30, map 6)
10. Build wide sidewalks in mixed-use districts, a minimum of 10 feet, with 20-30 feet encouraged. (p. 34, 37)
11. Map and plan conceptual pedestrian malls. (p. 54, maps)
12. Consider a conceptual bus route to the American Family Center. (map 11)
13. Allow and recommend uses in the Employment District that will allow for shared parking, including ground floor restaurants, retail, and entertainment, and hotels. (p. 37)
14. Promote the new neighborhood as a "green" (environmentally friendly), vibrant, fun, cool, place to live, work, shop, and play ("branding") (p. 24-26)
15. Plan and build out a neighborhood that has a strong sense of place so that it continues to thrive and promote itself ("branding"), through pedestrian oriented design, ground floor retail and other uses that create interest and activity for pedestrians, compact development, farmer's markets, public art, limited surface parking lots, civic uses such as libraries and schools, tourist attractions such as aquariums and museums, parks, landscaping, and outstanding design. (p. 24-26)

Questions for Staff and Plan Commission Members to Consider:

1. What is the population needed (level of density, compact development) to support retail, including a neighborhood grocery store?
2. What is the population needed (level of density, compact development) to support transit?

Roll, Rick

From: Grady, Brian
Sent: Thursday, September 17, 2009 8:27 AM
To: Roll, Rick
Subject: FW: Northeast plan

From: Ken Zeier [mailto:kzeier57@pacbell.net]
Sent: Wednesday, September 16, 2009 6:04 PM
To: Grady, Brian
Subject: Northeast plan

Mr. Grady,

Note: My comments are based on my observations. Therefore they do not represent truth. That only exists in the Holy Bible.

The Schnurbusch family made some points worth mentioning again in their July letter. They wrote a letter against the Madison NE plan. Madison is eating up farmland. That's bad. What's worse, strip malls for lack of a better term, will replace good clean land. Then, the strip malls go out of business and decay in bad economic times. This is the story of cities expanding all over the country.

The Schnurbusch family also spoke of dislocations of families. Long again I realized that it wouldn't be long until the same government system that justified running the indians off the land would be running the white man off. Someone always finds some justification for running people off the land.
From the Madison Plan:

In that sustainable society:

SP 4…..people are not subject to conditions that systematically undermine their capacity to meet their needs.

I ask, how does destroying good farmland not undermine the capacity of the people to meet their [basic food] needs? This question will be ignored, because development is a foregone conclusion and there is no serious attempt make this sustainable goal a reality.

I grew up on a farm just north of Madison and I've personnally watched development eat up land piecemeal. In 1972, Wisconsin DOT took 25 acres of my Dad's land in the Town of Burke to widen 51 and 19, and they said it benefited him and they paid him little more than a token. He died in 1997 and never saw a benefit. The government always dreams up benefits that are nothing more than speculation. Since then more farms have been eaten up in a piecemeal [I think they say leapfrog] manner, ruining good farmland in the Waunakee, Sun Prairie, DeForest and Windsor areas. Remember, it was this land that Wisconsin used to build itself years ago--and the land remained in an altered but not a destroyed condition.

In a sustainable society, Nature is not subject to systematically increasing….;

SP 1 ….concentrations of substances extracted from the Earth's crust—fossil fuels, heavy metals and minerals

59

SP 2. ....concentrations of man-made substances –chemicals and un-natural products

SP 3. ....degradation by physical means—deforestation, land, air and water pollution,

Highways are concentrations of substances. We need roads, yes, but the old county roads mixed in well and didn't result in the imbalances that freeway systems create. Also, why is "nature" capitalized? Is is a proper noun? Since when? Since pagan thought started dominating American civilization? Mother Earth is a mother of Nature apparently. That kind of thinking might resonate with the pseudo-intellectuals, the worldly wisemen, but it doesn't resonate with truth.

As long at planners' jobs depend on development, and developers' primary interest is in making money, the land is doomed. Planning documents for the most part are window dressing and represent damage control. There are so many creative plans that are examined because of the intentional blinders that people with special interests place on themselves.

Sincerely,

Ken Zeier

60