

## Laatsch, Kirstie

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**To:** Grady, Brian  
**Subject:** RE: Latest survey

**From:** Park Street Neighbors [[mailto:\\_\\_\\_\\_\\_](mailto:_____)]  
**Sent:** Wednesday, January 03, 2018 10:06 AM  
**To:** Laatsch, Kirstie <[KLaatsch@cityofmadison.com](mailto:KLaatsch@cityofmadison.com)>  
**Cc:** Grady, Brian <[BGrady@cityofmadison.com](mailto:BGrady@cityofmadison.com)>; Eskrich, Sara <[district13@cityofmadison.com](mailto:district13@cityofmadison.com)>  
**Subject:** Re: Latest survey

Hi Kristie,

Actually I was equally concerned that my comments appeared online since I was writing to you and your team. Is there a way you can take them down?

Bay Creek neighbors are definitely aware of the changes to the land use map provoked, I believe, at least in part by our comments. We expressed our appreciation of your amendments to one of your team, who attended a past BCNA meeting.

However we don't regard the matter of density and height along Park Street as over and done. And as you saw from the comments I forwarded to you, neighbors remain concerned because of what has appeared to be the overall direction in which Park Street development has been heading.

I further believe strongly that there exists a disconnect between the Plan Department and NAs--even despite your team's efforts--and that one of the chief reasons is the general orientation that neighbors must approach Plan if they wish to say what they have to say rather than Plan approaching neighbors because they want them to be involved. That is why I suggested a followup meeting with BCNA. We meet January 8 and again the first Monday in March. Let me know if you have more information you would like to discuss with us in the wake of this phase of the survey.

Thanks,

Carrie

On Wed, Jan 3, 2018 at 9:53 AM, Laatsch, Kirstie <[KLaatsch@cityofmadison.com](mailto:KLaatsch@cityofmadison.com)> wrote:

Hello Carrie,

Thanks for your message. I apologize that your comment on the website appeared not to go anywhere – those posts also go straight to my email, so it would not have been missed.

I am recording your comments regarding the importance of appropriate transitions. In addition, based on the concerns of the Bay Creek Neighborhood, we have revised the draft Future Land Use Map to show the East side of S Park St as Neighborhood Mixed Use, which allows only 2 to 4 floors. Please see the attached map. Appropriate transitions will remain a requirement – that will not go away if the community does not rank it as a top priority.

Thank you again for your interest and participation in Imagine Madison, and have a wonderful day.

Kirstie

**Kirstie Laatsch**

Planner | City of Madison  
Department of Planning + Community + Economic Development  
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**From:** Park Street Neighbors [mailto:\_\_\_\_\_redacted\_\_\_\_\_] ]  
**Sent:** Wednesday, January 03, 2018 7:02 AM  
**To:** Grady, Brian <[BGrady@cityofmadison.com](mailto:BGrady@cityofmadison.com)>; Laatsch, Kirstie <[KLaatsch@cityofmadison.com](mailto:KLaatsch@cityofmadison.com)>; Eskrich, Sara <[district13@cityofmadison.com](mailto:district13@cityofmadison.com)>  
**Subject:** Latest survey

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Hello,

I just posted this message online, thinking that it would go directly to you. Instead it appeared on a comment board. I send it again. I want to make sure to share with you a comment that one of my neighbors sent to our listserv in Bay Creek last week. It is something that I feel you should pay attention to, something that I know that neighbors not just in Bay Creek, but in many neighborhoods feel strongly about, even if not recorded on your survey.

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FROM MY NEIGHBOR: i just took the final survey for the Imagine Madison visioning process and noticed that one item ranked surprisingly low under the Strategy Prioritization -> Land Use & Transportation:

"Provide appropriate transitions between areas of low intensity residential development and higher intensity developments."

This item showed up as unimportant to most people. (They show you the ranking when you submit your results).

i know that people in Bay Creek care deeply about this, since something like two thirds of the 700(?) open-ended comments were about the fact that city planners proposed eight to TWELVE story development on Park St. adjacent to residential properties.

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Please note the rousing response from Bay Creek on your earlier survey about proposed changes to the Land Use Plan. Please do not take this low response on a (poorly publicized) survey to mean we or other single-family, owner-occupied residential neighborhoods no longer care about careful transitions between dense

developments placed in close proximity to our homes. So far as we hear, it is one of the issues Bay Creek neighbors care most strongly about.

And please take the time to attend one of our BCNA meetings in the near future to talk with us about the issue of our relationship to Park Street and what is planned for this urban corridor, a corridor very different from other urban corridors in Madison by virtue of being right smack up against single-family owner-occupied homes. I am convinced after two years of working with neighbors here in Bay Creek that If you truly want to imagine a Madison with neighbors, you need to come meet them where they are--in their real neighborhoods.

Thanks,

Carrie Rothburd  
Co-chair, Planning & Economic Development, BCNA

## Laatsch, Kirstie

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**From:** marcia diamond  
**Sent:** Thursday, January 18, 2018 7:45 AM  
**To:** Grady, Brian; Eskrich, Sara  
**Cc:** Zellers, Benjamin; Laatsch, Kirstie; Stouder, Heather  
**Subject:** Re: Connection over zoning concern in FLUM

Hi Brian--

Thanks for your response to my inquiry to Alder Eskrich about the proposed classification/zoning of my property at \_\_\_ Crandall. I am sorry I will not be able to attend the meeting you mention because of a prior commitment and insufficient advance notice to allow changes.

I do have concerns about the proposed FLUM that shows my single family home is marked to be considered neighborhood-mixed-use. I also have concerns about other properties that appear to be changing to that classification. Whether the actual zoning designation changes or not, the idea that my property and some others (e.g., the one labeled as number 1 in your map and several others on the larger map of the neighborhood i saw online) would apparently be much more easily open to commercial development is, to me, a huge negative. The zoning may not change, but this is surely a flag waved at all developers saying "come build big things here...we've made it easier than ever for you to take residential properties."

I have always understood that the City of Madison took pride in the character of its neighborhoods, and this is the kind of thing that is destructive to that character. New development is obviously going to occur, but it is my belief that such development should first and foremost actually fit the neighborhood for which it is proposed...and that it should not "ooze into" the neighborhood directly by taking out lower density residential properties. Frankly, that "fitting in" is something we see less and less of as bigger and bigger developments impinge on residential neighborhoods. Allowing bigger areas as NMU is simply a way to end up with much larger developments (in terms of both footprint and height) which negatively affect quality of life for existing neighbors and change the feel of the neighborhood itself. Transitions between NMU properties and lower density single family properties are crucial as development occurs, and the experience in this part of my neighborhood is that transitions are entirely inadequate to preserve existing quality of life. (see transition from The Glenway development to neighboring Arbor House property and of The Monroe to the single family residences on Knickerbocker, for example).

This is not a new concern for me or for this neighborhood. After the single family residence on Knickerbocker was found to be zoned TSS and incorporated a few years ago into a big development (which does not transition well to neighboring property), neighbors became aware of zoning issues and worked with the alder and city staff to have zoning status of several properties corrected from TSS back to the more appropriate single family category.

I find it odd to see that those properties are again being looked at in the proposed FLUM as potential NMU, since it has been clear that the property owners and the neighborhood supported having them remain as purely single family residential property. I also find it odd that property owners have not been notified of these potential changes in the way their property may be viewed (regardless of whether there is or is not a formal zoning change). Most of all, it seems to me that these proposed changes put property owners in a position of almost being forced to acquiesce to bigger developments they may not wish to see happen just because they might realize somewhat higher prices for their property if commercial development were planned.

A potential development an entire block long and two parcels deep (such as one including my property, the property directly behind mine which you label number 1, and what is already commercial property directly on Monroe street) --which is clearly possible with the proposed NMU designation-- would be a behemoth and a nightmare looming over this neighborhood. It most assuredly would not "fit" the neighborhood.

It is my strong preference that my own property and the others shown on the FLUM as an expansion of property considered NMU be left alone as the low density single family properties they are and are meant to be. Each time that changes, the character of the neighborhood suffers.

Thank you for your consideration. I look forward to hearing how the city planning division deals with these issues and would appreciate updates as the changes are considered and the plan goes forward.


Marcia Diamond

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**From:** "Grady, Brian" <BGrady@cityofmadison.com>  
**To:** "Eskrich, Sara" <district13@cityofmadison.com>; "\_\_\_\_redacted\_\_\_\_\_" <\_\_redacted\_\_\_\_>  
**Cc:** "Zellers, Benjamin" <BZellers@cityofmadison.com>; "Laatsch, Kirstie" <KLaatsch@cityofmadison.com>; "Stouder, Heather" <HStouder@cityofmadison.com>  
**Sent:** Wednesday, January 17, 2018 9:13 AM  
**Subject:** RE: Connection over zoning concern in FLUM

Marcia/Alder Eskrich-

Thank you for inquiring. Marcia, we'll be discussing the Draft Generalized Future Land Use Map recommendation for your property and the property behind you at a Plan Commission work session tomorrow

evening. The meeting agenda is located here: 

<https://madison.legistar.com/MeetingDetail.aspx?ID=575076&GUID=97B69270-EE8E-419B-AA50-4F5BBC2E1F66&Search=>

The Generalized Future Land Use Map in the 2006 Comprehensive Plan (image on the left below) had a split recommendation between "Low Density Residential" and "Neighborhood Mixed Use" for this area. This past Spring, Planning Division staff put forward a Draft Generalized Future Land Map as part of a larger process to update the Comprehensive Plan. For this Draft, we modified the geography of the "Neighborhood Mixed Use" area to include all of your property and the property behind you (see the image on the right below and the corresponding text).

This mapping of the Low Density and Neighborhood Mixed Use areas could go either way. So we flagged it for discussion with the Plan Commission. If you have any comments regarding this, please reply to this email or give me a call. We'll provide your comments to the Plan Commission. You could also attend the meeting if you'd like.

For your reference, if your property remains in the Neighborhood Mixed Use area, this would not change the zoning of your property. Your property is zoned TR-C2 and that would remain. Where the Generalized Future Land Use Map (and the Monroe Street Commercial Corridor Plan referenced below) have implications, is if you proposed a development for your property or sold your property for proposed development. Then the Plan recommendations would be used as the guide to review the proposed development.

Let me know if you have any additional questions.

Thanks,  
Brian

Brian Grady, Principal Planner  
City of Madison Planning Division  
(608) 261-9980

## Laatsch, Kirstie

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**To:** Grady, Brian  
**Subject:** RE: Draft Future Land Use Plan

**From:** Priscilla Arsove [[mailto:\\_\\_\\_\\_\\_redacted](mailto:_____redacted)]

**Sent:** Thursday, January 18, 2018 8:33 AM

**To:** Grady, Brian <[BGrady@cityofmadison.com](mailto:BGrady@cityofmadison.com)>

**Cc:** Eskrich, Sara <[district13@cityofmadison.com](mailto:district13@cityofmadison.com)>; Zellers, Benjamin <[BZellers@cityofmadison.com](mailto:BZellers@cityofmadison.com)>; Laatsch, Kirstie <[KLaatsch@cityofmadison.com](mailto:KLaatsch@cityofmadison.com)>; Stouder, Heather <[HStouder@cityofmadison.com](mailto:HStouder@cityofmadison.com)>

**Subject:** Draft Future Land Use Plan

Hello Brian,

Marcia Diamond shared with me your communication regarding the potential redesignation of her home, as well as the adjoining lot on Knickerbocker Street, as “neighborhood mixed use” in the 2017 Draft Generalized Future Land Use Plan.

As a resident of Knickerbocker Street, I strongly oppose inclusion of the Knickerbocker and Crandall parcels in neighborhood mixed use, a view that is shared by many of my neighbors. I am unable to attend tonight’s Plan Commission meeting but am providing the following information for your consideration.

The Monroe Street Commercial District Plan designated only the two Knickerbocker parcels along Monroe Street as neighborhood mixed use and excluded Parcel #1 and Parcel #2 in your drawings. Unbeknownst to most at the time, Parcel #2 had been zoned commercial dating back to Madison’s first zoning code in 1924, thus no rezoning was needed to demolish a home on that site and incorporate it into the mixed-use apartment/retail complex constructed in 2014. The commercial zoning of Parcel #2 was an artifact of an 80-year old zoning code and should not be considered precedent-setting for Parcel #1, which has always been zoned residential and functions as a side yard to the home at 660 Knickerbocker Street. The #2 lot has a stunning mature canopy tree and provides a valued green space on our increasingly congested residential street. I urge you not to earmark it as a mixed-use development zone.

The 2006 plan originally designated seven residential properties along Monroe Street and adjoining side streets, including several small-scale multi-unit properties, as neighborhood mixed use (“TSS”). A larger apartment complex on Arbor Drive adjoining Wingra Park was also zoned TSS at that time. Residents discovered these changes after the new zoning code was adopted in 2012, and the Dudgeon-Monroe Neighborhood Association worked with our then Alder to restore these properties to residential zoning. Addresses of these properties are provided below. Rezoning of these properties back to residential classifications was accomplished in 2013 and 2014 but is not reflected in the Imagine Madison baseline mapping. It was surprising to see these same properties again slated for mixed use development in the 2017 plan when the prior TSS zoning was recently reversed based on neighborhood and alder input. Moreover, the 2017 plan designates additional properties deeper into residential side streets for neighborhood mixed use.

The 2017 Future Land Use Planning process does not seem to have been known to many in our neighborhood; by the time I and others learned of it, the on-line Future Land Use Plan tool had been closed to further input. I hope there will continued opportunities for broader neighborhood input. In the meantime, I hope the information I’ve provided will be useful for tonight’s discussion.

Thank you for your consideration and best regards,

Priscilla Arsove

\_\_\_ Knickerbocker Street  
Madison, WI 53711

TSS-zoned properties returned to residential zoning in 2013-2014

2802 Monroe Street

666 Crandall Street

2820 Monroe Street

668 Pickford Street

2902 Monroe Street

3302 Monroe Street

3320 Monroe Street

2602 Arbor Drive





## Board of Directors

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January 17, 2018

City of Madison Plan Commission

Special Meeting of the Plan Commission, January 18, 5:00 PM

210 Martin Luther King, Jr. Blvd. Room GR-27

"Stouder, Heather" <hstouder@cityofmadison.com>,

"Grady, Brian" <BGrady@cityofmadison.com>, Zellers, Benjamin <BZellers@cityofmadison.com>,

Marsha Rummel <district6@cityofmadison.com>

### Imagine Madison (With Us)

On January 10, 2018 Madison City Planning representative Ben Zellers met with Marquette neighborhood residents including members of the Marquette Neighborhood Association Board and the MNA Preservation & Development Committee (P&D) at the Wil-Mar Neighborhood Center. Based on that meeting and a subsequent ad hoc meeting we would like to express our concern about the densification of our neighborhood as proposed in the Future Land Use (FLU) map.

The FLU draft includes changes that will increase, in some cases doubling density and height guidelines for redevelopment in the neighborhood. Some proposed increases do not seem to reflect existing use. Some do not reflect approved neighborhood plans.

Our main areas of concern include:

- The Community Mixed Use (CMU) area on the 700, 800 & 900 blocks of Williamson where the scale of permitted development was raised from up to 60 units to 130 units per acre and building heights was raised to six stories where the single tallest building is 5 stories, and the balance are largely pre-1940 buildings of 2.5 stories in height.
- The Medium Residential (MR) areas around the Fauerbach and 700 block of Williamson jumped from up to 40 units to 90 units per acre and 5 stories, and the mid-Williamson blocks went from 60 units to 90 units per acre.
- The expanded Neighborhood Mixed Use (NMU) area on the 1200 & 1300 blocks of Williamson were boosted from 40 units to 70 units per acre and 4 stories.
- The expanded LMR category in the area near the Elks Club switched up to MR and the south side of Rutledge was raised from 15 to 30 units per acre.
- Schley Pass/Dewey Court (a proposed conservation district) from 15 to 30 units per acre.

Our goal for future development of the Marquette neighborhood is to maintain the neighborhood's character and scale and to continue to offer a variety of affordable housing options to fit residents' needs. We value our neighborhood as a cultural and historical asset to the City of Madison and feel the draft FLU fails to protect some of our most desirable qualities.

Therefore, we are requesting that the FLU scales back its proposed increases to density and height guidelines in the draft FLU within the Marquette neighborhood. The MNA P&D committee has requested the density studies used when drafting proposed reclassifications of land use guidelines to confirm this. In coming weeks, after a series of reviews by our association, we plan to outline in greater detail why proposed density and height changes should be scaled back.



#### Board of Directors

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Amanda White, Vice President	Colleen Hayes
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Katherine Davey	Gary Tipler

We also request that the city communicate to the MNA Preservation & Development Committee how the proposed plan impacts or supports the existing planning documents including: ISTHMUS 2020, the Third Lake Ridge Historic District Plan, the Marquette Neighborhood Plan, and BUILD 1 and 2 for Williamson Street.

We look forward to working with the City on this critically important plan.

Sincerely,

Lynn Lee, President  
For the Board of the Marquette Neighborhood Association

Hi Heather,

I would like to make a few comments regarding the FLU map.

The American Planning Association ("APA") named the Marquette Neighborhood one of ten "Great Neighborhoods" in 2013. The APA designates neighborhoods in order to highlight the role planning plays in adding value to communities. The APA praised the efforts of residents to preserve the character of the neighborhood. The APA lauded resident efforts to fight against upzoning and demolition. The APA identified "pressure to redevelop, gentrify, and accommodate national chains" as risks facing the neighborhood.

The updated draft FLU map (October, 2017) upzones the 600-1100 blocks of Williamson. This is contradictory to the very reason the neighborhood received the national planning award. Most of Williamson retains the same designation. However, the density and height for the various categories have increased, thus resulting in upzoning.

Several points are worth remembering.

- (1) Williamson is part of the historic district. Under the current ordinance, new developments need to be visually compatible with historic resources within 200 feet. "Visually compatible" means "harmonious with location, context, setting and character."
- (2) Under the BUILD plan for the 600-1100 blocks of Williamson, a neighborhood plan adopted as a supplement to the Comprehensive Plan, heights along the south side are generally 2 1/2-3 stories, heights along the 600-700 blocks are generally 4-5 stories.
- (3) In 1998, the Common Council approved the *Isthmus 2020 Committee Report: A Guidebook for a Model Isthmus*. The *Report* concluded that an additional 4,500 units could be built on the isthmus by 2020. (At the end of the first quarter of 2013, there were 8,868 rental units on the isthmus. By the end of the third quarter of 2017, there were 14,517, for an increase of 5,649 units in less than 4 years.) The *Report* stated that new housing development must "improve the character of neighborhoods, not just increase density."
- (4) "Wisconsin's Comprehensive Planning law specifies that as of January 1, 2010, city zoning ordinances, subdivision regulations and official mapping must be consistent with a comprehensive plan." City of Madison Zoning Code Analysis, June 30, 2008.

### **Community Mixed Use (600-900 blocks of Williamson)**

The 2006 Comprehensive Plan:

- "Buildings more than one story in height, with maximum building height compatible with the size of the district, surrounding structures and land uses. Specific height standards may be recommended in an adopted neighborhood or special area plan."
- "... building scale is appropriate to the district and the adjacent neighborhood."
- "Net residential densities within a Community Mixed-Use district generally should not exceed 60 dwelling units per acre, ..."

Proposed Plan:

- 2-6 stories
- density up to 130 units/acre

Net Result:

- Since the zoning Code and official mapping need to be consistent with the Comprehensive Plan, it seems that 6 stories would be allowed on Williamson.
- Density would more than double.

How to fix the problem:

- Change the CMU designation to NMX (Neighborhood Mixed Use). This would allow for buildings up to 4 stories and density to 70 units/acre. Thus, current standards would be maintained.

### **Residential along Williamson (900-1100 blocks)**

The 2006 Comprehensive Plan (High Density):

- "... no specific size limitation if compatible in scale and character with other neighborhood buildings and the recommendations of applicable plans."
- "An average of 41 to 60 units per net acre for the High Density Residential district as a whole. Most developments within the area should fall within or below this range, although smaller areas of higher density may be included."

Proposed Plan (Medium Density):

- 2-5 stories
- Density of 20-90 units/acre

Net result:

- Since the zoning Code and official mapping need to be consistent with the Comprehensive Plan, it seems that 5 stories would be allowed on Williamson.
- Density could go up by 50%.

How to fix the problem:

- The low-medium residential, up to 3 stories and density of 30 units/acre, would cover most development along Williamson. If something denser and/or higher is needed, the zoning code allows for conditional use approval.

The draft FLU, in its current form, would allow the construction of 277 units on the 600 block, 168 units at the Elk's Club location, and 234 units at the Struck & Irwin location, or almost 700 units added with 3 blocks. Traffic issues could result on an already crowded street. Plus, 248 units will soon be available in the 700 block of Williamson. This level of density and height does not align with the character of the neighborhood.

Linda Lehnertz