

**Initial Solicitation for Comments**

June 23, 2017

#	Sector	Comment Location	Comment	Discussion	Staff Recommendation	Consent Agenda?
903	Isthmus	The intersection of the West Rail, Tobacco Warehouse, and Mifflin/Bassett districts as set forth in the Downtown Plan.	Conform future land use map to past commercial zoning, historical pairing of these two parcels. Original plat legal definitions are not a valid reference point for historical or future land use planning. See attachment.	Staff recommends the FLU Map recommendation in this area, which reflects the Downtown Plan recommendation.	Maintain recommended FLU	N
906	North	The American Center	<p>Future Land Use Map Amendment Request 3/29/17</p> <p>The American Center was planned over 25 years ago as a business park. Land use planning practices and user preferences have changed. Research shows that modern employers and employees are no longer content with low-density, single-use, auto-dependent office park environments. Instead they seek vibrant activity centers that provide a combination of live-work-play amenities within an environment that provides for walking and biking connections.</p> <p>Within the last few years there have been a few changes in this direction. The University Hospital at The American Center opened in 2016 with a facility that is open weekends and evenings, creating 24/7 activity. Housing near employment is in demand and has been growing at the perimeter of the park, but is not integrated into a mixed-use plan.</p> <p>This amendment request is to create a Community Mixed-Use area in The American Center which would allow multifamily housing and appeal to changing market needs. This change would allow housing to be located within a walkable distance to some of the city's major employers. More connections would be created through trails and a smaller block pattern. Structured parking and more density would be encouraged. A mixed-use district in this location will help establish a sense of place and community, create an environment that will appeal to the next generations of workers, and assure that the park is economically viable.</p> <p>The attached conceptual master plan shows the area proposed for a land use change. It is a central location within the park and in close proximity to housing, the University Hospital, hotels, and colleges.</p>	Map note #15 has been added. Discussion of this issue by the Plan Commission would be appropriate.	Discuss with Plan Commission.	N
907	Southwest	Maple Grove Drive at Nesbitt Road	See attachment (request to change from P to GC or CMU)	Commission should discuss whether this note is appropriate or whether the "P" FLU should be maintained.	Discuss with Plan Commission.	N
908	East	North East in the Nelson Neighborhood Plan. Lots 1-3, and 5 of the Morgan Plat including Outlot 1	<p>I am submitting this request on behalf of NoVi East LLC and Thompson Engineering LLC who individually own all of the parcels listed above. We believe that either the CC-T or CC designations would better fit with predominant uses and development pattern in the surrounding area than the current CMU (which is no longer an active zoning category). In regard to CC-T or CC, we are comfortable with either and leave the final designation to the expertise and planning directive of the City Staff. I look forward to hearing your response.</p> <p>Thanks, Andy Crooks</p>	The Nelson Neighborhood Development Plan was amended in this area and recommends mixed-use development, which staff feels may not be desirable in this location. The FLU map has been changed to the "E" designation, which was the NDP's original recommendation. Discussion of this issue by the Plan Commission would be appropriate.	Maintain recommended FLU	N

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909	South	West Broadway between Raywood and Hoboken on the South side.	Retain current NMU recommendations, reduce high and medium residential density parcels to NMU. See attachment.	Staff has reduced the residential FLU in much of this area to LMR.	Maintain recommended FLU as currently shown on map.	N
911	Isthmus	945, 949 East Washington Ave. 902, 920, 946 E Main Street	<p>The proposed change would embrace a mix of uses to create a vibrant active street scape and neighborhood. Employment along with residential and retail uses creates a more activated block where it is used and owned throughout the day creating a safer public realm.</p> <p>It also allows the structured parking to be used throughout the day rather than sitting empty at night when the offices are closed. Also a mix of employment and residential allows the city to have less parking infrastructure on the site and more usable space and increased land value, by allowing the mix of uses to share the parking with peak parking demand at different times of the day for each use. The mix of uses would also reduce the traffic peaks.</p> <p>If this site was strictly employment then the full density that is allowed on the site for office space would require an inordinate amount of parking to satisfy the office demand.</p> <p>This part of the city has also changed significantly, it is no longer an industrial only area and is quickly tuning in to a neighborhood. There is now a desire and a market demand to live in this neighborhood. Some of the changes include; the new Central Park which has created a green space and recreation opportunities that are easily accessible from the site. There are new restaurants and a grocery store nearby to service the needs of residents. Breeze Stevens Field has become more of a community amenity across from the block.</p> <p>We believe that the neighborhood plan can be modified to allow the block to have a mix of land uses that includes office, employment, retail, hotel, entertainment and residential.</p>	This comment is regarding properties in the Capitol Gateway Corridor Plan.	Staff recommends maintaining the current Employment FLU, as included in the Capitol Gateway Corridor Plan.	N
900	North	1 Sherman Terrace	This property, as indicated, is split for some reason between the City of Madison and the Town of Madison. We have always planned to develop this property for mixed use. Commercial on ground floor with underground parking and long term rental units above. This property will be combined into City and as such perfect time to designate the best use of the property with a proper zoning for the best possible development.	Current MR designation allows for limited ground floor commercial.	Maintain recommended FLU	Y
901	East	The industrial area east of Stoughton Road between Milwaukee Street and Cottage Grove Road	Seems like there's an opportunity for higher value land use, particularly as the city grows east/northeast.	Staff recommends retaining this industrial area to ensure there is sufficient land for employment uses.	Maintain recommended FLU	Y

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902	East	Voit property	Looks like this is penned as low density residential. Seems like we could consider a continuation of the mixed use land use from the area adjacent to Corporate Drive. I can understand the concept of wanting to transition back into the existing neighborhood, but with Starkweather Creek greenway, there's already a natural buffer there.	Staff agrees. This area has been changed to CMU and MR.	Maintain recommended FLU	Y
904	South	330 and 342 East Lakeside Street	For many years the Madison Comprehensive Plan Map 2-1 has had the following Map note- "Note 26: Given the natural beauty of this area and its prominent location on Lake Monona, alternative development with park and open space uses should be considered for these lands over the long term. Until a future opportunity arises to convert this area to public park and open space use, the existing office and residential uses are recommended to continue, but the existing uses should not be expanded or the lands redeveloped with more intensive developments." I would like the City of Madison to begin moving forward with the vision implied by Note 26. The City should begin negotiations with the Wisconsin Medical Society to acquire first right to refusal on future purchase of the two parcels at 330 and 342 East Lakeside Street as a future addition to Olin-Turville Park. The City should also consider starting a process to acquire over time the nearby residential properties to the east of 342 East Lakeside Street. This could be accomplished over time as properties come up for sale. Unfortunately many of these residential properties have sold over the past 20 years and the city has already missed many opportunities to begin acquiring these properties to convert one day to additional public lakeshore parkland. This process would take many years to accomplish, so why not start now?	Staff has changed the FLUs in this area to "P," with a map note indicating that current uses may continue until such time as the land is purchased and converted to parkland.	Maintain FLU and map note as currently shown.	Y
905	Far East	Area bounded by US 12/18 to the north, I-39/90 to the south, and the Yahara Hills Golf Course to the east.	Ho-Chunk Gaming Madison is pursuing plans to redevelop 47.75 acres surrounding our existing casino into a compact, walkable, destination entertainment district with a variety of uses. We are currently undergoing a master plan process that will rezone Ho-Chunk Nation Property through the PUD process. Our site, which is bounded by US 12/18 to the north, I-39/90 to the south, and the Yahara Hills Golf Course to the east is currently designated GC General Commercial; we request that this be amended to CMU Community Mixed Use District to reflect the adopted Yahara Hills Neighborhood Development Plan, which we believe reflects a positive vision for the future of this area (and to allow for a future rezoning to MXC or other appropriate zoning district). In addition to the master planning process currently underway, we are working with the City of Madison and Greater Madison Convention and Visitor's Bureau to explore the concept of a regional sports complex that would be located partially on Ho-Chunk land and work in tandem with the other planned development. Ho-Chunk Gaming Madison has participated in a work group with the City since 2014 to guide plans for the proposed redevelopment of the site in question. The proposed change listed above would be consistent with the Yahara Hills NDP (adopted January 2017), where the recommended future use for this site is a Community Mixed Use District. In addition to this requested zoning change, we will likely eventually be requesting a change to the street layouts as shown in the Yahara Hills Neighborhood Plan, as part of our master planning process. Attached are the pages from the Yahara Hills Neighborhood Plan that addressing this site as well as a copy of the Ho-Chunk Gaming Madison property assessment listing the parcels.	The FLU map reflects the recently adopted Yahara Hills NDP.	Maintain recommended FLU	Y

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910	Isthmus	400 Block of West Doty Street, 400 and 500 block of West Washington Avenue, first block of South Bassett Street, 400 block of West Main Street and first block of South Broom Street.	<p>All of the fine new infill developments that have occurred in the Bassett Neighborhood over the last twenty years were properties that have the same type of structures or uses as the properties above (namely 100 plus year old wood frame residential structures and property where the land is assessed at more than the improvement upon the land). The areas of potential change map should include these properties that have been assembled and when combined are over 1/4 acre (one of the standards used to create the areas of proposed change map for the Isthmus).</p> <p>The development patterns over the last 20 years in this area are continuing and the areas of potential change map should mirror that activity. To not include said properties shows that the proposed comprehensive map is not being consistent with the development patterns that have occurred and are desired as part of the adopted City of Madison's Downtown Plan.</p>	This is a comment on the Areas of Potential Change map.	n/a	Y
912	Isthmus	725-765 W. Washington Ave. 14 Proudfit Street 702 Main Street	<p>The proposed use would fit better with the predominant uses and development pattern in the area. It would allow the current multifamily housing to be replaced with greater density in this urban location.</p> <p>Directly across West Washington Avenue has the HDR designation which allow both sides of the street to have the same designation.</p>	Staff agrees. This area has been changed to HR.	Maintain recommended LU	Y
913	East	6510 Cottage Grove Road	<p>The Rodefeld Property, located at the intersections of Cottage Grove Road and Current Sprecher/Future Sprecher Road, offers an opportunity to incorporate additional neighborhood serving commercial destinations for the Sprecher Neighborhood along with some additional diversity in housing. The implementation of the residential portions of the 1999 Sprecher Neighborhood has been extremely successful; however, the commercial portions have largely been confined to the Grandview Commons Town Center and small mixed use site adjacent to the Rodefeld site. This amendment offers an opportunity to incorporate additional commercial uses and housing along a key intersection and corridor, in keeping with the City's goal of creating "neighborhoods that will offer City residents a variety of quality housing choices, convenient access to basic services and shopping". See attached map</p>	Staff agrees. This area has been changed to NMU and MR.	Maintain recommended LU	Y