

June 23, 2017



Department of Planning & Community & Economic Development

Planning Division

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Monday, June 26th will be the first of three summer work sessions related to Phase 2 of the Comprehensive Plan. This work session will focus on the Draft Generalized Future Land Use Map. The July 20 work session will focus on the Draft Strategies. Finally, the August 3 work session will wrap up the Future Land Use Map.

This packet contains the following documents.

- **Spreadsheets** with all of the comments received on the Draft Generalized Future Land Use (FLU) Map.
- The **current FLU Map**. This map was developed as part of the 2006 Comprehensive Plan effort and was updated in 2012 to reflect new neighborhood plans and several requests from the development community.
- The 2017 **draft FLU Map**. Areas that have changed from the current map have a black outline to emphasize changes from the 2012 map.
- The 2017 **draft FLU Map with comment numbers**. This map notes the location of all location-specific comments that we received from the public.
- **Attachments** relevant to several of the comments received from the public.

Overall, we received 409 comments on the Draft Generalized Future Land Use Map (numbering was discontinuous, which is why comments go up to #913). These comments were received in the following venues:

- Comments #900—913 were received via an **initial solicitation for comments** from February 1 to March 31. Some of the comments were incorporated into the Draft Map that was published on April 25.
- Comments #1 – 535 were received during the four **Public Meetings** we held in late April and early May.
- Comments #600 - 839 were received on our **online comment tool**. This mapping tool was available April 25 through June 21. **We have provided these comments now, but due to how recently the comments were received, staff responses will be provided at a subsequent work session.**
- Comments A – Q are **general comments** not associated with a particular location. They were received online.
- **Resident Panels** will also provide comments on the Draft Future Land Use Map. Those will be discussed at a subsequent Plan Commission meeting.

To facilitate an efficient review of the comments, we have highlighted those comments that we

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feel warrant Plan Commission discussion. We see the remaining items as the “consent agenda” with staff suggesting no change to the FLU Map. Please note comments that you would like to remove from the consent agenda. We’ll likely have several members of the public at the work session wishing to speak on their respective comment.

The comments in the spreadsheets are sorted first by non-consent agenda items, then are sorted by map comment number.

FLU Map Districts

Below are general descriptions of the FLU Map districts. Please note the following changes to the districts:

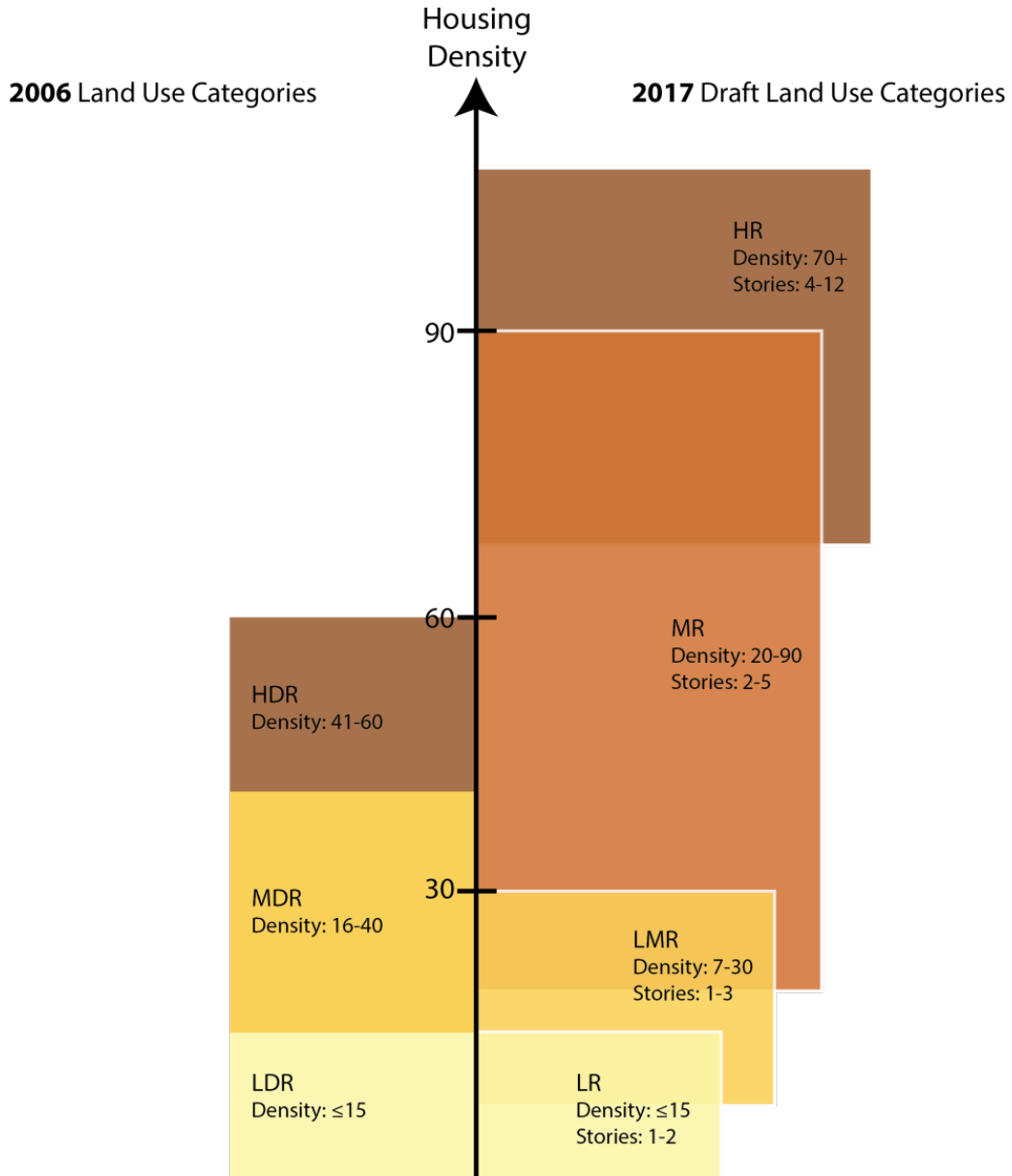
- We’ve added parameters for building height (number of stories) in addition to density
- There is a fourth residential category (Low-Medium Residential)
- Special Institutional and Campus have been consolidated
- The Downtown has been mapped into applicable districts, with new *Downtown Mixed-Use* and *Downtown Core* FLU districts added

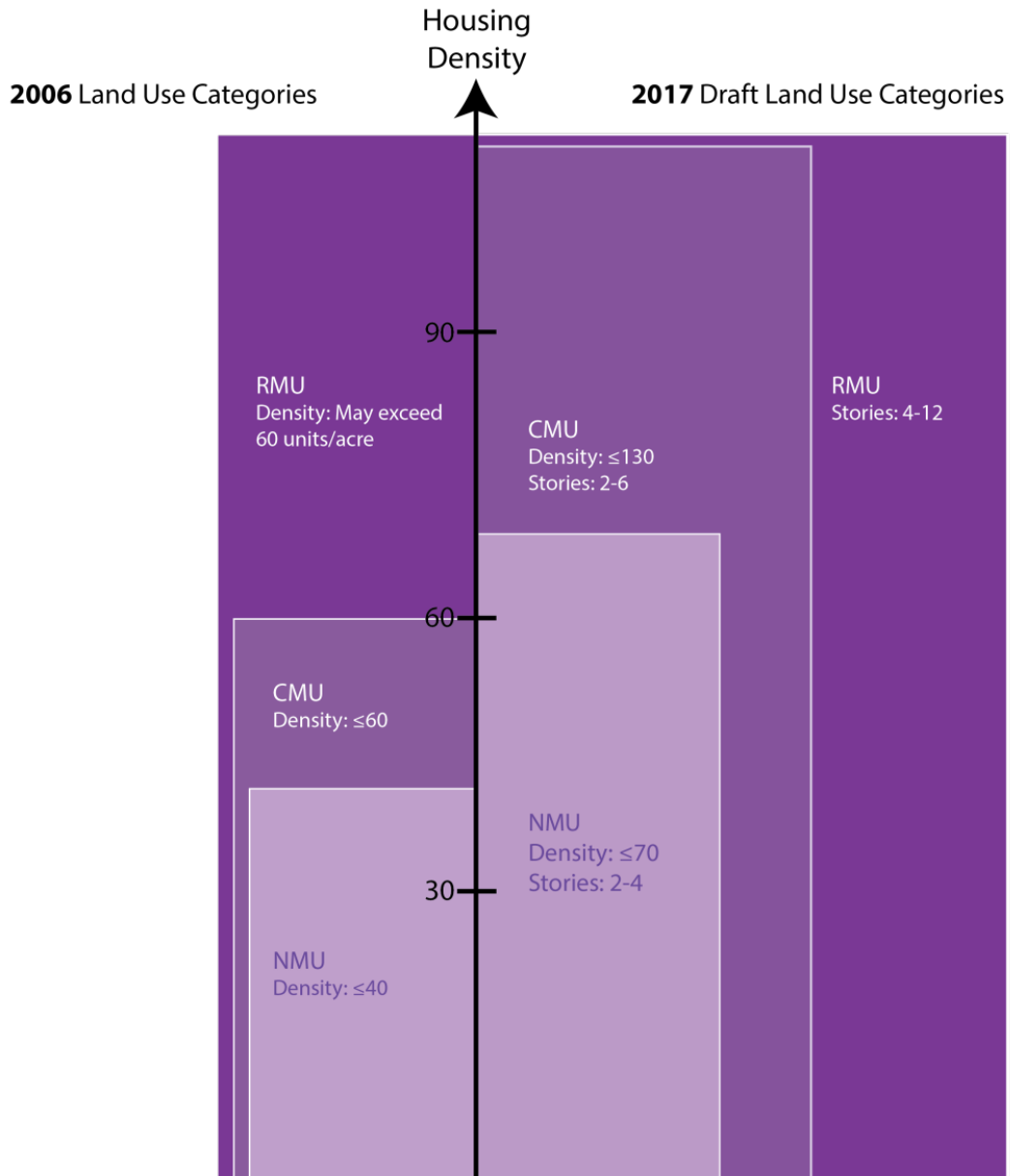
Here are the proposed districts:

- **Low Residential (LR)** - Predominantly single-family and two-unit housing types (1-2 stories; 0-15 du/acre)
- **Low-Medium Residential (LMR)** - Mix of single-family homes, two, three and four-unit buildings, row/townhouses, and small apartment buildings (1-3 stories; 7-30 du/acre)
- **Medium Residential (MR)** - Generally larger multifamily buildings or multifamily complexes, sometimes interspersed with other smaller housing types (2-5 stories; 20-90 du/acre)
- **High Residential (HR)** - Predominantly larger and taller multifamily buildings (4-12 stories; 70+ du/acre)
- **Neighborhood Mixed-Use (NMU)** - Node or corridor containing housing, shopping, and services that generally serves surrounding neighborhoods (2-4 stories; up to 70 du/acre)
- **Community Mixed-Use (CMU)** - Relatively high-intensity mix of residential, retail, office, institutional, and civic uses, generally located adjacent to a major transportation corridor (2-6 stories; up to 130 du/acre)
- **Regional Mixed-Use (RMU)** - Intensive mix of region-serving retail, office, service, entertainment, civic, institutional, and high density residential uses (4-12 stories)
- **Downtown Mixed-Use (DMU)** - see Downtown Plan
- **Downtown Core (DC)** - see Downtown Plan
- **General Commercial (GC)** - Predominantly retail and service businesses selling a wide range of goods and services
- **Employment (E)** - Predominantly office, research and development, medical, and specialized employment, with some low-impact manufacturing
- **Industrial (I)** - Industrial, manufacturing, storage, distribution, and warehousing uses
- **Park and Open Space (P)** - Parks, recreational facilities, conservation areas, stormwater management facilities, cemeteries, and other open space
- **Special Institutional (SI)** - College campuses, schools, and larger places of assembly and worship
- **Airport (A)** - Airport
- **Neighborhood Planning Areas (NPA)** – Potential, but currently unplanned future neighborhood growth areas that are generally expected to develop beyond 2040

Building Height and Density Range

Staff has developed these two graphics to illustrate changes to the residential and mixed-use districts.





Overall Changes to the Future Land Use Map: 2012-2017

Below is a summary of overall changes in the acreages of various land uses within the Draft FLU Map.

2012 LU	2017 LU	2017 LU Label	2012 Acres	2017 Acres	2017 Less 2012	Notes
LDR	LR	Low Residential	18,206	16,520	(1,686)	1
--	LMR	Low-Medium Residential	-	2,378	2,378	1
MDR	MR	Medium Residential	3,113	2,129	(984)	1
HDR	HR	High Residential	110	141	31	
NMU	NMU	Neighborhood Mixed Use	478	549	71	2
CMU	CMU	Community Mixed Use	692	846	154	2
RMU	RMU	Regional Mixed Use	342	501	159	3
--	DC	Downtown Core	-	102	102	4
--	DMU	Downtown Mixed Use	-	74	74	4
D	--	--	337	-	(337)	4
GC	GC	General Commercial	1,450	1,081	(369)	2
RC	--	--	171	-	(171)	5
E	E	Employment	4,205	4,124	(81)	
I	I	Industrial	3,114	3,306	192	6
AP	A	Airport	1,371	1,365	(6)	7
SI	SI	Special Institutional	1,273	2,302	1,029	8
C	--	--	785	-	(785)	8
P	P	Parks and Open Space	25,880	22,411	(3,469)	9
NPA	NPA	Neighborhood Planning Area	6,045	4,994	(1,051)	10
Total			67,572	62,824	(4,748)	

1: LR and MR reduced due to creation of new LMR category.

2: Some General Commercial was reassigned to mixed-use or employment categories.

3: Regional Mixed Use increased due to its use beyond just East Towne and West Towne malls.

4: 2012 Plan designated "Downtown" as a land use; this plan assigns land use categories per the Downtown Plan.

5: Regional Commercial (only used by East Towne) was mapped to General Commercial and the category was eliminated.

6: The increase in industrial was mainly due to the adoption of the Yahara Hills NDP.

7: The slight decrease in Airport was due to land under long-term lease to MATC being changed to SI.

8: 2012 Campus land use was reassigned to Special Institutional.

9: Parks and Open Space had previously been mapped in Fitchburg and Verona. Those areas are no longer shown on the City's FLU map because they are in other cities. The FLU map also no longer shows any greenspace east of CTH N.

10: Reduction in acreage is primarily due to adoption of the Yahara Hills NDP.

Land Use – Zoning Matrix

The table on the following page is a *draft* matrix to translate which zoning districts fit into the updated draft future land use districts.

DRAFT
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Land Use - Zoning Matrix		LR	LMR	MR	HR	NMU	CMU	RMU	DMU	DC	GC	F	I	P	SI	A	NPA†
		Low Residential	Low-Medium Residential	Medium Residential	High Residential	Neighborhood Mixed Use	Community Mixed Use	Regional Mixed Use	Downtown Mixed Use	Downtown Core	General Commercial	Employment	Industrial	Parks & Open Space	Special Institutional	Airport	Neighborhood Planning Area
SR-C1	Suburban Residential - Consistent District 1	●												○	○		
SR-C2	Suburban Residential - Consistent District 2	●												○	○		
SR-C3	Suburban Residential - Consistent District 3	●	●											○	○		
SR-V1	Suburban Residential - Varied District 1	●	●											○	○		
SR-V2	Suburban Residential - Varied District 2	●	●	●										○	○		
TR-C1	Traditional Residential - Consistent District 1	●												○	○		
TR-C2	Traditional Residential - Consistent District 2	●												○	○		
TR-C3	Traditional Residential - Consistent District 3	●	●											○	○		
TR-C4	Traditional Residential - Consistent District 4	●	●											○	○		
TR-V1	Traditional Residential - Varied District 1	●	●											○	○		
TR-V2	Traditional Residential - Varied District 2	●	●	●										○	○		
TR-U1	Traditional Residential - Urban District 1	●	●	●	●									○	○		
TR-U2	Traditional Residential - Urban District 2	●	●	●	●									○	○		
TR-R	Traditional Residential - Rustic District	●												○	○		
TR-P	Traditional Residential - Planned District	●	●	●	●									○	○		
LMX	Limited Mixed-Use.					●					●				○		
NMX	Neighborhood Mixed-Use District					●	●								○		
TSS	Traditional Shopping Street District					●	●	○							○		
MXC	Mixed-Use Center District					○	●	●			●				○		
CC-T	Commercial Corridor - Transitional District					○	●	●			●	○			○		
CC	Commercial Center District						○	○			●	○			○		
TE	Traditional Employment District			○	○	○	○	○				●			○		
SE	Suburban Employment District											●	○		○		
SEC	Suburban Employment Center District											●			○		
EC	Employment Campus District											●			○		
IL	Industrial - Limited District											○	●				
IG	Industrial - General District												●				
DC	Downtown Core								●	●					○		
UOR	Urban Office Residential								○	○					○		
UMX	Urban Mixed-Use								●	●					○		
DR1	Downtown Residential 1			○	○				○	○					○		
DR2	Downtown Residential 2			○	○				○	○					○		
A	Agricultural District													○	○		
UA	Urban Agricultural District													○	○		
CN	Conservancy District													●	○		
PR	Parks and Recreation													●	○		
AP	Airport District															●	
CI	Campus Institutional District														●		
PD ‡	Planned Development District																
PMHP	Planned Mobile Home Park District	●	●												○		
ME	Nonmetallic Mineral Extraction District											●					
Notes:																	
● Primary zoning districts most appropriate within this future land use district																	
○ Secondary zoning districts somewhat appropriate within this future land use district, zoning changes may require further review																	
† NPAs are potential, but currently unplanned long-term future growth areas. Appropriate zoning districts would be identified after these areas are planned.																	
‡ Planned Development Districts could allow most, if not all of the listed land uses																	