

GFLU Map Amendment Applications

Criteria for GFLU Map amendment applications submitted by the public

Proposed amendments should be:

1. Outside of an area with a neighborhood, neighborhood development, or area plan adopted after the 2018 Comprehensive Plan (see map).
2. Outside of an area with an in-process plan (Northeast and West Area Plans – see map).
3. Consistent with the 2018 Comprehensive Plan's Goals, Strategies, and Actions as applied in the context of the amendment area.
4. A better fit with the predominant uses and development pattern in the surrounding area.
5. Generally larger than 2 acres and meet the other criteria.

#	Applicant	General Property Location Description	Property Address(es)	Parcel Number(s)	Current Future Land Use Map Designation	Proposed land use category	Reason for Request Please describe how and why this proposal is consistent with the evaluation criteria.	Mapped?	Sub-area Plans	Staff Response
1, 2, & 3	(organization not listed or submitted by individual)	East side of Schewe Road, north of White Fox Lane, South of Middleton Community Church, west of bike path, approximately 6.1 acres currently in the Town of Middleton, surrounded by the City of Madison.	3978 Schewe Road and 10122 White Fox Lane	070820113010, 070820183400, 070820184000	Low Residential, Parks and Open Space	Low-Medium Residential, Medium Residential	I am requesting that this 6+ acre parcel be re-categorized from "Low Residential" to "Low-Medium Residential along its southern area and Medium Residential for the remaining portion of the property to allow for the development of "missing-middle" multifamily housing units in a highly accessible location proximate to nearby transportation routes, schools, parks and trails, and with public utilities (water and sewer) already located directly adjacent to the site. There is also currently a small area of "Park" space designated on the site, which should be removed in the context of surrounding development and nearby parks. White Fox Lane to the south is a wide collector street with only three single-family homes located directly south of this property, the remainder being permanent open space. The eastern and northern boundary of this site is bordered by a city-owned multi-use path and water retention areas. Schewe Road forms the west boundary of the site, and while currently only a "rural" two-lane road, has actually become a heavily traveled north/south collector street that provides access to Old Sauk Road to the residents of the rapidly growing Eagle Trace neighborhood adjacent to this site. Only three single-family homes are currently located on the west side of Schewe Road opposite this site, all at the southern end. With the rapid increase in traffic on Schewe Road, this area seems more appropriate for medium-density multifamily or attached residential uses than low-density detached single-family. The property on the west side of Schewe Road is also currently planned as well as Medium Density Residential, while the property directly north of this site is permanent open space owned by and surrounding the Middleton Community Church. Ideally, this entire 6-acre parcel could provide 120-150 housing units to serve as an affordable alternative to the expensive single-family homes that have been built in the surrounding neighborhoods. Homes within a 1-mile radius of this parcel are now selling for \$500,000 to well over \$1 million, with very limited opportunity for affordable homeownership or even relatively affordable rental housing in this area. The site is also a prime location for young families who are looking for proximity to Pope Farm Elementary School (and also a future MCPASD middle school) within a short walking distance. Residents of this location will have excellent access to open space and parks, with the adjacent paved multi-use path, Pope Farm Conservancy and Eagle Trace Park all nearby. This request would be consistent with the 2018 Comprehensive Plan's Goals and Strategies as follows: Facilitates compact growth to reduce the development of farmland; Expands access to the city's pedestrian and bicycle networks; Creates a wider mix of housing types, sizes and costs throughout the city; Increases the amount of available housing; Integrates lower priced housing into a complete neighborhood; Supports the neighborhood school (Pope Farm Elementary). In summary, I believe that this 6+ acre site is ideal for "Missing Middle" residential uses having higher density than its currently designated "Low Density Residential" category, and is therefore more appropriate for the "Low-Medium Residential" and "Medium Residential" categories and density in the context of the current and future surrounding uses. The site has outstanding proximity to schools and parks, as well as nearby employment and shopping amenities, and has only 6 single-family homes located directly opposite the property along the two perimeter streets that border the parcel (Schewe Road and White Fox Lane). I look forward to following the GFLU Amendment Process very closely. Please feel free to contact me directly with any questions or comments. Respectfully, Randall Eggert This is a follow-up submission, just to add additional context to my request for an amendment. When the Elderberry Neighborhood Plan and the last city-wide Comprehensive Plan were created in 2018, none of the immediately adjacent housing in the Eagle Trace neighborhood nor the Chapel View neighborhood had been completed. In addition, the newly opened Pope Farm Elementary School located 1/2 mile north of the property had not yet been approved via referendum or built, all of which has happened in the subsequent years. Accordingly, the character of this site has rapidly evolved from rural to suburban, and the site is now primed for higher density than was planned previously. Every day there are articles about the lack of affordable housing options due to a chronic undersupply of new housing in the greater Madison area, and that holds particularly true on the Far West Side of Madison where housing tends to be among the most expensive in the metro area. While I certainly can appreciate the view of nearby homeowners who have in many cases paid anywhere between \$500,000 and \$1+ million to locate in the adjacent neighborhoods, I feel that market-rate multifamily or attached housing would provide a more affordable option than single-family homeownership in this specific location. The Elderberry Neighborhood Plan from 2018 indicated a street running through this 6+ acre parcel, but I have spoken with civil engineers and they have all agreed that it would be quite difficult to make the economics of a street through this parcel actually work for detached single-family homes, due to required setbacks, water retention areas and the desire to protect some old-growth trees on the property. Accordingly, it seems that attached multifamily housing is the best and most economically viable option for new development on this site that is consistent with the 2018 Comprehensive Plan's Goals, Strategies and Actions while being a better fit with the predominant uses and development pattern in the surrounding area. Thank you for your thoughtful consideration to this request for a change from "Low Residential" to "Low-Medium Residential" and/or "Medium Residential" uses on this 6+ acre parcel.	Yes (mapped 1; 2 and 3 are combined with 1)	Elderberry NDP Amendment (2018), Far West Area Plan (sequence: 10)	Staff does not recommend this amendment. A comprehensive Elderberry NDP Amendment was completed in 2018. Staff's opinion is that the conditions have not changed to warrant this amendment. The Parks and Open Space referenced in the request is planned stormwater management.
4, 5, & 6	NEW WEI, LLC	SW corner of Mineral Point Road and South Point Road on the far west side of Madison	202 South Point Road, 201 Saint Philomena, 101 Saint Philomena, 102 Saint Philomena, 9702 Silicon Prairie Pkwy	070828202013, 070828202021, 070828202039, 070828203011, 070828203029	Employment	Neighborhood Mixed-Use, High Residential, Community Mixed-Use	1) This land is in the Pioneer Neighborhood Plan which was adopted prior to the 2018 Comprehensive Plan 2) The subject land is outside of the areas noted for in-process plans. 3) This is consistent with the 2018 Comp Plan's Goals, Strategies and Actions, specifically the goal of creating more housing stock. As currently planned/zoned the land is targeted towards suburban style office development. Office development will have little to no interest in the foreseeable future. Changing the designation to allow for a more housing oriented use would be beneficial to the city and its residents as one piece in fighting the house crisis. 5. In total this would impact approximately 19 acres if all rezoned or smaller if only some of the land/lots are rezoned.	Yes (mapped 4; 5 and 6 are combined with 4). Delination between NMU, HR, CMU is unclear.	Pioneer NDP Amendment (2018), Far West Area Plan (sequence: 10)	Staff does not recommend this amendment. This applicant asked for the same changes during the comprehensive Pioneer NDP amendment process in 2018. Staff's opinion is that the conditions have not changed to warrant this amendment.
7	NEW WEI, LLC	South Point Road just south of the intersection with Mineral Point Road on the far west side of Madison	302 South Point Road	70828205083	Industrial	Medium Residential	1) This land is in the Pioneer Neighborhood Plan which was adopted prior to the 2018 Comprehensive Plan 2) The subject land is outside of the areas noted for in-process plans. 3) This is consistent with the 2018 Comp Plan's Goals, Strategies and Actions, specifically the goal of creating more housing stock. As currently planned/zoned the land is targeted towards industrial or office development. Industrial development is challenging due to the sloping nature of the site and office development will have little to no interest in the foreseeable future. Changing the designation to allow for a more housing oriented use would be beneficial to the city and its residents as one piece in fighting the house crisis. 4) This site has residential to the east, fire station to the south and a day care to the west. Residential is a better fit than an industrial building due to the visibility and adjacent properties. 5) In total this would impact approximately 6.31 acres.	Yes	Pioneer NDP Amendment (2018), Far West Area Plan (sequence: 10)	Staff does not recommend this amendment. This applicant asked for the same changes during the comprehensive Pioneer NDP amendment process in 2018. Plan Commission disagreed with the changes and stipulated an industrial overlay district for the site saying if industrial development was not feasible the site should develop as employment. Staff's opinion is that the conditions have not changed to warrant this amendment.
8	Welton Family Limited Partnership	Mineral Point Road on the far west side of Madison	9314 Fortunate Place	70828126015	Employment	Neighborhood Mixed-Use	1) This land is in the Pioneer Neighborhood Plan which was adopted prior to the 2018 Comprehensive Plan 2) The subject land is outside of the areas noted for in-process plans. 3) This is consistent with the 2018 Comp Plan's Goals, Strategies and Actions, specifically the goal of creating more housing stock. As currently planned the land is targeted towards office development which will have little to no interest in the foreseeable future. Changing the designation to allow for a more housing oriented use would be beneficial to the city and its residents as one piece in fighting the house crisis. 4) A mixed use housing project would fit in well in the neighborhood and would be cohesive with similar projects that have been developed on adjacent parcels. 5) In total this would impact approximately 5 acres.	Yes	Pioneer NDP Amendment (2018), Far West Area Plan (sequence: 10)	Staff does not recommend this amendment. This applicant asked for the same changes during the comprehensive Pioneer NDP amendment process in 2018. Staff's opinion is that the conditions have not changed to warrant this amendment. Regarding criteria 3, this area has been envisioned for E and the City needs to retain some areas for E for the long-term.
9	(organization not listed or submitted by individual)	Raymond Road Corridor from McKenna Blvd to Whitney Way.		251/0708-363-0507-3 to 251/0709-313-1101-6	Low Residential	Neighborhood Mixed-Use	LAND USE AND TRANSPORTATION NEIGHBORHOODS AND HOUSING As housing becomes more expensive and housing competition between high-income earners and low-income earners increases, current low-income residents along the Raymond Road corridor are being pushed out of what were at one time affordable housing. An increase in demand and an ageing housing stock means that not only are high income earner outbidding low-income earners, but the housing being competed over is of low quality and near its functional end of life. A change in land use along this corridor would relieve some housing pressure and allow current residents to remain in their housing a bit longer. An increase in denser housing along this corridor would allow for greater utilization of Madison Metro. Right now, Raymond Rd connects a large employer to the South (Epic) with residents living in the neighborhoods north of Raymond. This corridor would allow for a future BRT line or increased service and is well suited to support a larger population.	Yes	Southwest Neighborhood Plan (2008), Allied-Dunn's Marsh-Belmar Neighborhoods Physical Improvement Plan (2008), Southwest Area Plan (starting 2024)	Staff does not recommend this amendment. More appropriate to consider through Southwest Area Plan process.
10	(organization not listed or submitted by individual)	Monroe street		070928114126, 070928113186 (and their blocks)	Low-Medium Residential	Community Mixed-Use	This area would be an excellent area to up-zone to either community mixed-use or medium residential. It's in a highly walkable area close to public transit and amenities like Lake Wingra. It would be an ideal location for young families looking for 3 bd apartments or condos within a walkable area close to the hospitals, university, and downtown. Overall, the Monroe Street area should incorporate more dense residential development. It's a prime location with a small neighborhood feel with excellent access to both natural amenities and public transit.	Yes	Monroe Street Commercial District Plan (2007), Near West Area Plan (sequence: 8)	Staff does not recommend this amendment. More appropriate to consider through Near West Area Plan process.
11	(organization not listed or submitted by individual)	Dudgeon-Monroe Neighborhood (https://www.cityofmadison.com/neighborhoods/profile/19.html)		Bounded by 70922407022 70922327163 70927200984 70928117013 70928307200 70928304016 70921416181	Low Residential	Low-Medium Residential	The Dudgeon-Monroe neighborhood contains hundreds of parcels that are currently designated for "Low Residential". This neighborhood is close to UW-Madison Campus, large parks, and the bustling Monroe Street. Because the majority of the area is restricted to single or two family units, there aren't opportunities for owners to explore other housing options that Low-Medium residential offers, including Three-unit buildings, Single-family attached, and Small Multifamily Buildings. By designating the parcels in this neighborhood as Low-Medium Residential instead of Low Residential, you use the following strategies from the comprehensive plan: - Support development of a wider mix of housing types, sizes, and costs throughout the city - Increase the amount of available housing - Integrate lower priced housing, including subsidized housing, into complete neighborhoods - Support the rehabilitation of existing housing stock, particularly for first-time home buyers and people living with lower incomes Existing SFH property owners can feel secure knowing that their SFH can remain with Low-Medium Residential designation. Future owners will then have the option to choose different types of housing or maintain the existing SFH. Additionally, some of the parcels in the neighborhood are already designated as Low-Medium Residential, High Residential, Neighborhood Mixed Use, and Community Mixed Use. This would allow the rest of the neighborhood to easily adapt to the existing growth trend. The number of parcels to list above is limited, if you would like a list of the hundreds of parcels that would be redesignated, please let me know.	Yes	Monroe Street Commercial District Plan (2007), Near West Area Plan (sequence: 8)	Staff does not recommend this amendment. More appropriate to consider through Near West Area Plan process. TOD overlay already allows up to 3 dwelling units for much of this area.
12	(organization not listed or submitted by individual)	Regent Neighborhood, within 5 blocks of UW Madison campus and Camp Randall. North of Regent, West of Breese Terrace, East of Highland, South of Campus Drive		many	Low Residential	Low-Medium Residential	I would predict that the majority of the increase in population to Madison will be working in one of the major industries, many of which are located near the center of the city (i.e. UW, State Government). It is kind of ridiculous that considering how hard it is to find housing for young professionals and students that the Regent Neighborhood is right next to campus and virtually inaccessible to anyone without a household income well above the median or who have owned property there for decades already. Housing that is this low-density should be confined to the outskirts of the city, not where there is massive demand for housing like right next to UW campus. All the development patterns near UW are pointing toward increased density, walkability, transit access, but the Regent Neighborhood/University Heights is excluded because of historical contexts, which can definitely be worked around and maintained while increasing density. There are already many houses in this neighborhood that serve as student housing but on the map are currently listed as LR, which I think is inaccurate. Here are some of the comprehensive plan goals that align with this idea Goal: Madison will be comprised of compact, interconnected neighborhoods anchored by a network of mixed-use activity centers. Strategy 2: Support development of a wider mix of housing types, sizes, and costs throughout the city.	Yes	University Avenue Corridor Plan (2014), Near West Area Plan (sequence: 8)	Staff does not recommend this amendment. More appropriate to consider through Near West Area Plan process. TOD overlay already allows up to 3 dwelling units for much of this area.
13	(organization not listed or submitted by individual)	Regent Neighborhood (outside of the West area plan) (https://www.cityofmadison.com/neighborhoods/profile/71.html)		Bounded by 70921207069 70922201101 70922301175 70921403427 70921310052	Low Residential	Low-Medium Residential	The Regent neighborhood contains hundreds of parcels that are currently designated for "Low Residential". This neighborhood is close to UW-Madison Campus, large parks, the bike path, and the bustling Monroe Street and University Avenue. Because the majority of the area is restricted to single or two family units, there aren't opportunities for owners to explore other housing options that Low-Medium residential offers, including Three-unit buildings, Single-family attached, and Small Multifamily Buildings. By designating the parcels in this neighborhood as Low-Medium Residential instead of Low Residential, you use the following strategies from the comprehensive plan: - Support development of a wider mix of housing types, sizes, and costs throughout the city - Increase the amount of available housing - Integrate lower priced housing, including subsidized housing, into complete neighborhoods - Support the rehabilitation of existing housing stock, particularly for first-time home buyers and people living with lower incomes Existing SFH property owners can feel secure knowing that their SFH can remain with Low-Medium Residential designation. Future owners will then have the option to choose different types of housing or maintain the existing SFH. Additionally, some of the parcels in the neighborhood are already designated as Low-Medium Residential, High Residential, Neighborhood Mixed Use, and Community Mixed Use. This would allow the rest of the neighborhood to easily adapt to the existing growth trend. The number of parcels to list above is limited, if you would like a list of the hundreds of parcels that would be redesignated, please let me know.	Yes	University Avenue Corridor Plan (2014), Near West Area Plan (sequence: 8)	Staff does not recommend this amendment. More appropriate to consider through Near West Area Plan process. TOD overlay already allows up to 3 dwelling units for much of this area.

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14	(organization not listed or submitted by individual)	Vilas Neighborhood (https://www.cityofmadison.com/neighborhoods/profile/97.html)	Randall, Regent, Monroe, Edgewood, Drake	Bounded by 70922406157 70922334069 7092234068 70922436089 70922435156 70922404010	Low Residential	Low-Medium Residential	The Vilas neighborhood contains hundreds of parcels that are currently designated for "Low Residential". This neighborhood is close to multiple hospitals, UW-Madison Campus, large (Vilas) and small (Bear Mound) parks, and 3 distinctive commerce areas (Monroe, Park, and Regent Street). Because the majority of the area is restricted to single or two family units, there aren't opportunities for owners to explore other housing options that Low-Medium residential offers, including Three-unit buildings, Single-family attached, and Small Multifamily Buildings. By designating the parcels in this neighborhood as Low-Medium Residential instead of Low Residential, you use the following strategies from the comprehensive plan: - Support development of a wider mix of housing types, sizes, and costs throughout the city - Increase the amount of available housing - Integrate lower priced housing, including subsidized housing, into complete neighborhoods - Support the rehabilitation of existing housing stock, particularly for first-time home buyers and people living with lower incomes Existing SFH property owners can feel secure knowing that their SFH can remain with Low-Medium Residential designation. Future owners will then have the option to choose different types of housing or maintain the existing SFH. Additionally, some of the parcels in the neighborhood are already designated as Low-Medium Residential, High Residential, Neighborhood Mixed Use, and Community Mixed Use. This would allow the rest of the neighborhood to easily adapt to the existing growth trend. The number of parcels to list above is limited, if you would like a list of the hundreds of parcels that would be redesignated, please let me know.	Yes	Brittingham-Vilas Neighborhood Plan (1989), Monroe Street Commercial District Plan (2007), Near West Area Plan (sequence: 8)	Staff does not recommend this amendment. More appropriate to consider through Near West Area Plan process. TOD overlay already allows up to 3 dwelling units for much of this area.
15	(organization not listed or submitted by individual)	Greenbush Neighborhood (https://www.cityofmadison.com/neighborhoods/profile/32.html)		Bounded by 70922403062 70922437300 70926223036 70926218269 70923302015	Low Residential	Low-Medium Residential	The Greenbush neighborhood contains hundreds of parcels that are currently designated for "Low Residential". This neighborhood is close to multiple hospitals, UW-Madison Campus, large (Vilas) and small (Bear Mound) parks, and 3 distinctive commerce areas (Monroe, Park, and Regent Street). Because a large portion of the area is restricted to single or two family units, there aren't opportunities for owners to explore other housing options that Low-Medium residential offers, including Three-unit buildings, Single-family attached, and Small Multifamily Buildings. By designating the parcels in this neighborhood as Low-Medium Residential instead of Low Residential, you use the following strategies from the comprehensive plan: - Support development of a wider mix of housing types, sizes, and costs throughout the city - Increase the amount of available housing - Integrate lower priced housing, including subsidized housing, into complete neighborhoods - Support the rehabilitation of existing housing stock, particularly for first-time home buyers and people living with lower incomes Existing SFH property owners can feel secure knowing that their SFH can remain with Low-Medium Residential designation. Future owners will then have the option to choose different types of housing or maintain the existing SFH. Additionally, some of the parcels in the neighborhood are already designated as Low-Medium Residential, High Residential, Neighborhood Mixed Use, and Community Mixed Use. This would allow the rest of the neighborhood to easily adapt to the existing growth trend. The number of parcels to list above is limited, if you would like a list of the hundreds of parcels that would be redesignated, please let me know.	Yes	Brittingham-Vilas Neighborhood Plan (1989), Greenbush Neighborhood Plan (2008), Park Street Urban Design Guidelines (2004), Near West Area Plan (sequence: 8)	Staff does not recommend this amendment. More appropriate to consider through Near West Area Plan process. TOD overlay already allows up to 3 dwelling units for much of this area.
16	Downtown Madison, Inc. (DMI)	Block bounded by Regent, Southwest Path, and Randall		Max height of 12 stories - 070922112118, 192	Community Mixed-Use	Regional Mixed-Use	Downtown Madison, Inc. (DMI) is recommending the City of Madison amend the Generalized Future Land Use (GFLU) map to the City of Madison's Comprehensive Plan for north side of the 1400 Regent Street block. DMI is proposing Regional Mixed Use with a maximum height of 12 stories for the block. The amendment is consistent with the evaluation criteria and better supports the continuing growing and changing needs of the area and the city. <i>[NOTE: the following text was submitted with each of DMI's applications]</i> The proposed amendment meets the Interim Updates evaluation criteria for following reasons: 1. The Regent Street area is outside of an area with a neighborhood, neighborhood development, or area plan adopted after the 2018 Comprehensive Plan. The Regent Street – South Campus Neighborhood Plan was adopted in 2008. 2. The area is outside of an area with an in-process plan. There is no current plan in process for the Regent Street area. 3. The amendment is consistent with the 2018 Comprehensive Plan's Goals, Strategies, and Actions in several areas including housing, land use, transportation, growing an equitable economy, and creating cultural vibrancy and character. The proposed amendment, as discussed below, will create significantly more opportunities for the City of Madison to meet the goals of our Comprehensive Plan. 4. The proposed amendment fits very well with the current predominant uses in the area, housing, and commercial space. The amendment will create even more opportunities for additional housing and commercial activities. The amendment also clearly connects well with the current strong development pattern in the Regent Street area. Currently, over 600 apartment units are in construction across 3 projects, another 105 units are being planned across 2 projects, and over 800 additional units are being proposed as part of the redevelopment of Bayview and the CDA properties. Development is very strong in the Regent Street area and will only grow stronger. Allowing for more density will increase the development opportunities in and around downtown/campus. 5. Although each proposed amendment is one city block, less than 2 acres, the entirety of DMI's proposed amendments, running continuously together, make up well around 20 acres. There are several more reasons, beyond the stated evaluation criteria, why approving the proposed amendment makes sense. First and foremost, our entire area is in a housing affordability crisis. We simply don't have enough units available. To alleviate the crisis, we'll need to enact many measures but one tried and true method is to build more dense housing in and around areas people want to live, campus and downtown. The Regent Street area is ripe for redevelopment, can handle significantly more density, and any development will result in minimum displacement for current residents. Additionally, the Regent Street area can support more commercial development, creating a network of supportive businesses the neighborhood and city need. The increased commercial space will create a more vibrant and walkable community. The area is also within a quarter mile to two transit overlay districts, Park Street and Johnson Street. Building more housing near transit corridors, like the Regent Street area, is a sound policy which will significantly help create housing affordability. Other reasons to support our proposed amendment, including the additional height will create a more gradual transition from the large institutional uses on the north and east sides of the parcel. Also, additional density will create more increment for TID 48, allowing the City of Madison to better support the area through improved infrastructure and other economic development projects. Lastly, the City of Madison should better support the strong development trend currently happening in the area through more additional density. Since the last Comprehensive Plan adoption in 2018, development has sprouted up all along Regent Street area. The City of Madison needs to prepare for future development, as was done in the East Washington corridor. Strong planning along public and private collaboration on East Washington Avenue created a wonderful, vibrant, and economically strong place to live, work and visit. With a strong public and private collaboration already happening in the area, the same can happen in the Regent Street area, creating another Madison area street of which we can all be proud.	Yes	Regent Street - South Campus Plan (2008), Monroe Street Commercial District Plan (2007), Near West Area Plan (sequence: 8)	Staff agrees that the land use for this area could be changed to RMU. The sub-area plan, Regent Street - South Campus Plan, allows 10+2 LEED Silver bonus for this area.
17	Downtown Madison, Inc. (DMI)	North side of the 1300 block of Regent Street. The block is bounded by Regent, Randall, Spring Street and Orchard		Regional Mixed Use: 070922113091, 116, 124	Community Mixed-Use	Regional Mixed-Use	Downtown Madison, Inc. (DMI) is recommending the City of Madison amend the Generalized Future Land Use (GFLU) map to the City of Madison's Comprehensive Plan on the north side of the 1300 block of Regent Street. DMI is proposing Regional Mixed Use for the parcels lining Regent Street (parcels 070922113091, 116, 124) with a maximum height of 8 stories and High Residential with a maximum height of 10 stories for the rest of the block (parcels 070922113075, 215, 067, 190, 059, 041, 033, 025, 017) The amendment is consistent with the evaluation criteria and better supports the continuing growing and changing needs of the area and the city.	Yes	Regent Street - South Campus Plan (2008), Monroe Street Commercial District Plan (2007), Near West Area Plan (sequence: 8)	Staff does not recommend this amendment. Specific parameters such as number of stories for land use categories should remain consistent across Madison and should not be changed for select areas through this process. These proposed changes would create inconsistencies related to other recommendations in the sub-area plan such as stepbacks, which are very specific. More appropriate to consider through Near West Area Plan process.
18	Downtown Madison, Inc. (DMI)	North side of the 1200 block of Regent Street, bounded by Regent, Orchard and Charter. Only parcels on Regent Street.		Max height 8 stories - parcels 070922115063, 071, 021 and 070922116053, 037	Community Mixed-Use	Regional Mixed-Use	Downtown Madison, Inc. (DMI) is recommending the City of Madison amend the Generalized Future Land Use (GFLU) map to the City of Madison's Comprehensive Plan for a block on the north side of 1200 Regent Street. DMI is proposing Regional Mixed Use with a maximum height of 8 stories for the parcels lining Regent Street on the block. The amendment is consistent with the evaluation criteria and better supports the continuing growing and changing needs of the area and the city.	Yes	Regent Street - South Campus Plan (2008), Monroe Street Commercial District Plan (2007), Near West Area Plan (sequence: 8)	Staff does not recommend this amendment. Specific parameters such as number of stories for land use categories should remain consistent across Madison and should not be changed for select areas through this process. These proposed changes would create inconsistencies related to other recommendations in the sub-area plan such as stepbacks, which are very specific. More appropriate to consider through Near West Area Plan process. RMU would not be appropriate for this area given the sub-area plan recommends 6 stories maximum.
19	Downtown Madison, Inc. (DMI)	1100 block of the north side of Regent, parcels lining Regent; block bounded by Regent, Charter, Spring, Mills		070922117069, 134 - max height 8 stories	CMU	Regional Mixed-Use	See attached letter	Yes	Regent Street - South Campus Plan (2008), Monroe Street Commercial District Plan (2007), Near West Area Plan (sequence: 8)	See response to #18.
20	Downtown Madison, Inc. (DMI)	Block bounded by Regent, Mills, College and Brooks		070923223071, 063, 112, 120, 013, 154 - max 10 stories	CMU	Regional Mixed-Use	See attached letter	Yes	Regent Street - South Campus Plan (2008), Near West Area Plan (sequence: 8)	Staff does not recommend this amendment. More appropriate to consider through Near West Area Plan process.
21	Downtown Madison, Inc. (DMI)	Block bounded by Regent, Brooks, College and Park		070923224053, 045, 136, 102, 095, 087, 079, 061 - max 12 stories	CMU	Regional Mixed-Use	See attached letter	Yes	Regent Street - South Campus Plan (2008), Park Street Urban Design Guidelines (2004), Near West Area Plan (sequence: 8)	Staff agrees that the land use for this area could be changed to RMU. The sub-area plan allows 10+2 LEED Silver bonus for this area.
22	Downtown Madison, Inc. (DMI)	Block bounded by Regent, Park and East Campus Mall, only parcels lining Regent		070923225449 - max 12 stories	CMU	Regional Mixed-Use	See attached letter	Yes	Regent Street - South Campus Plan (2008), Downtown Plan (2012), Downtown Area Plan (sequence: 8)	Staff agrees that the land use for this area could be changed to RMU. The sub-area plan allows 10+2 LEED Silver bonus for this area.
23	Downtown Madison, Inc. (DMI)	South side of the 1300 block of Regent Street. The block is bounded by Regent, Randall, Bowen Court and Orchard.		070922403012, 070922403 parcels ending in 161, 062	Neighborhood Mixed-Use	Community Mixed-Use	Downtown Madison, Inc. (DMI) is recommending the City of Madison amend the Generalized Future Land Use (GFLU) map to the City of Madison's Comprehensive Plan on the south side of the 1100 block of Regent Street. The amendment is consistent with the evaluation criteria and better supports the continuing growing and changing needs of the area and the city.	Yes	Brittingham-Vilas Neighborhood Plan (1989), Greenbush Neighborhood Plan (2008), Monroe Street Commercial District Plan (2007), Near West Area Plan (sequence: 8)	Given that this stretch is within the TOD and other 5-story redevelopments have recently been approved, a change to CMU for the northern half of the block could be considered but the southern half of the block along Bowen Court should remain LMR. This may be more appropriate to consider through Near West Area Plan process.
24	Downtown Madison, Inc. (DMI)	South side of the 1200 block of Regent Street. The block is bounded by Regent, Orchard, Bowen Court and Charter.		070922402056, 070922402 ending in 048, 030, 022, 014	Neighborhood Mixed-Use	Community Mixed-Use	Downtown Madison, Inc. (DMI) is recommending the City of Madison amend the Generalized Future Land Use (GFLU) map to the City of Madison's Comprehensive Plan on the south side of the 1200 block of Regent Street. The amendment is consistent with the evaluation criteria and better supports the continuing growing and changing needs of the area and the city.	Yes	Brittingham-Vilas Neighborhood Plan (1989), Greenbush Neighborhood Plan (2008), Monroe Street Commercial District Plan (2007), Near West Area Plan (sequence: 8)	Given that this stretch is within the TOD and other 5-story redevelopments have recently been approved, a change to CMU for the northern half of the block could be considered but the southern half of the block along Bowen Court should remain LMR. This may be more appropriate to consider through Near West Area Plan process.

#	Applicant	General Property Location Description	Property Address(es)	Parcel Number(s)	Current Future Land Use Map Designation	Proposed land use category	Reason for Request Please describe how and why this proposal is consistent with the evaluation criteria.	Mapped?	Sub-area Plans	Staff Response
25	Downtown Madison, Inc. (DMI)	North side of the 1300 block of Regent Street. Block bounded by Regent, Randall, Spring and Orchard		High Residential (10 story max) - 070922113075, 215, 067, 190, 059, 041, 033, 025, 017	High Residential	High Residential	Downtown Madison, Inc. (DMI) is recommending the City of Madison amend the Generalized Future Land Use (GFLU) map to the City of Madison's Comprehensive Plan on the north side of the 1300 block of Regent Street. DMI is proposing Regional Mixed Use for the parcels lining Regent Street (parcels 070922113091, 116, 124) with a maximum height of 8 stories and High Residential with a maximum height of 10 stories for the rest of the block (parcels 070922113075, 215, 067, 190, 059, 041, 033, 025, 017) The amendment is consistent with the evaluation criteria and better supports the continuing growing and changing needs of the area and the city.	Yes (note: HR and RMU future land use in reason narrative was mapped, not HR shown in column)	Regent Street - South Campus Plan (2008), Monroe Street Commercial District Plan (2007), Near West Area Plan (sequence: 8)	Staff does not recommend this amendment. Specific parameters such as number of stories for land use categories should remain consistent across Madison and should not be changed for select areas through this process. These proposed changes would create inconsistencies related to other recommendations in the sub-area plan such as stepbacks, which are very specific. More appropriate to consider through Near West Area Plan process.
26	Downtown Madison, Inc. (DMI)	Blocks bounded by College, Mills, Spring and Park, with Brooks and Fahrenbrook running through		0709232221017; 070923220019, 027, 069, 077, 085; 070923219012, 020, 038, 046, 054, 070, 088; 070923222015, 049, 031, 023 - max 10 stories	HR	High Residential	See attached letter. -Max 10 stories	Yes	Regent Street - South Campus Plan (2008), Park Street Urban Design Guidelines (2004), Near West Area Plan (sequence: 8)	Staff does not recommend this amendment. The request to change the maximum height for HR is outside the scope of the Interim Update; more appropriate to handle through upcoming Near West Area Plan process.
27	Downtown Madison, Inc. (DMI)	Block Bounded by Spring, Mills, Dayton and Brooks		Max height of 12 stories - 070923217298, 280, 272	High Residential	High Residential	Downtown Madison, Inc. (DMI) is recommending the City of Madison amend the Generalized Future Land Use (GFLU) map to the City of Madison's Comprehensive Plan for a block to the north of the 1000 Regent Street. DMI is proposing High Residential with a maximum height of 12 stories for the block. The amendment is consistent with the evaluation criteria and better supports the continuing growing and changing needs of the area and the city.	Yes (note: change to neighborhood plan height recommendation requested, not Comprehensive Plan land use)	Regent Street - South Campus Plan (2008), Near West Area Plan (sequence: 8)	Staff does not recommend this amendment. This area is already designated as HR on the GFLU Map, which has a maximum of 12 stories. Any change to maximum height in the sub-area plan would be more appropriate to consider through Near West Area Plan process.
28	Downtown Madison, Inc. (DMI)	Block bounded by Spring, Brooks (partially), Dayton and Park		Max height of 12 stories - 070923217214, 222, 230	High Residential	High Residential	Downtown Madison, Inc. (DMI) is recommending the City of Madison amend the Generalized Future Land Use (GFLU) map to the City of Madison's Comprehensive Plan for a block to the north of the 900 Regent Street. DMI is proposing High Residential with a maximum height of 12 stories for the block. The amendment is consistent with the evaluation criteria and better supports the continuing growing and changing needs of the area and the city.	Yes (note: change to neighborhood plan height recommendation requested, not land use)	Regent Street - South Campus Plan (2008), Park Street Urban Design Guidelines (2004), Near West Area Plan (sequence: 8)	Staff does not recommend this amendment. This area is already designated as HR on the GFLU Map, which has a maximum of 12 stories. Any change to maximum height in the sub-area plan would be more appropriate to consider through Near West Area Plan process.
29	Downtown Madison, Inc. (DMI)	Block bounded by the Southwest Path, Monroe and Randall		Max height of 12 stories - 070922112184, 209, 069, 217	Special Institutional	Special Institutional	Downtown Madison, Inc. (DMI) is recommending the City of Madison amend the Generalized Future Land Use (GFLU) map to the City of Madison's Comprehensive Plan for a block on the north side of the 1400 block of Regent Street (north of the Southwest Path). DMI is proposing Special Institutional with a maximum height of 12 stories for the block. The amendment is consistent with the evaluation criteria and better supports the continuing growing and changing needs of the area and the city.	Yes (note: change to neighborhood plan height recommendation requested, not land use)	Regent Street - South Campus Plan (2008), Near West Area Plan (sequence: 8), UW Campus Master Plan (2017)	Staff does not recommend this amendment. This area is already designated as SI on the GFLU Map. SI does not have a maximum number of stories in the Comprehensive Plan. This area is also within the UW Campus Master Plan and staff does not support GFLU Map amendments that are inconsistent with the Campus Master Plan.
30	Downtown Madison, Inc. (DMI)	Block bounded by Spring, Orchard, Dayton and Orchard		070922111053, 342, 037, 029, 011, 334, 326, 318, 300, 110, 095, 087, 071, 194, plus every parcel on block, all to 12 stories	Special Institutional	Special Institutional	Downtown Madison, Inc. (DMI) is recommending the City of Madison amend the Generalized Future Land Use (GFLU) map to the City of Madison's Comprehensive Plan for a block to the north of the 1300 Regent Street. DMI is proposing High Residential with a maximum height of 12 stories for the block. The amendment is consistent with the evaluation criteria and better supports the continuing growing and changing needs of the area and the city.	Yes (note: HR future land use in reason narrative was mapped, not SI (as listed in response to proposed land use))	Regent Street - South Campus Plan (2008), Near West Area Plan (sequence: 8)	Staff does not recommend this amendment. This area is within the UW Campus Master Plan and staff does not support GFLU Map amendments that are inconsistent with the Campus Master Plan. See existing map note 5 for details about development within the campus boundary.
31	Downtown Madison, Inc. (DMI)	Block bounded by Spring, Orchard, Dayton and Charter		12 story max. height - 070922110120, 013, 021, 039, 047, 055, 154, 104, 097	Special Institutional	Special Institutional	Downtown Madison, Inc. (DMI) is recommending the City of Madison amend the Generalized Future Land Use (GFLU) map to the City of Madison's Comprehensive Plan for a block to the north of the 1200 Regent Street. DMI is proposing High Residential with a maximum height of 12 stories for the block. The amendment is consistent with the evaluation criteria and better supports the continuing growing and changing needs of the area and the city.	Yes (note: HR future land use in reason narrative was mapped, not SI (as listed in response to proposed land use))	Regent Street - South Campus Plan (2008), Near West Area Plan (sequence: 8), UW Campus Master Plan (2017)	Staff does not recommend this amendment. This area is within the UW Campus Master Plan and staff does not support GFLU Map amendments that are inconsistent with the Campus Master Plan. See existing map note 5 for details about development within the campus boundary.
32	Downtown Madison, Inc. (DMI)	Block bounded by Spring, Charter, Dayton and Mills		Max. 12 story height - 070922109058, 032	Special Institutional	Special Institutional	Downtown Madison, Inc. (DMI) is recommending the City of Madison amend the Generalized Future Land Use (GFLU) map to the City of Madison's Comprehensive Plan for a block to the north of the 1100 Regent Street. DMI is proposing High Residential/Special Institutional with a maximum height of 12 stories for the block. The amendment is consistent with the evaluation criteria and better supports the continuing growing and changing needs of the area and the city.	Yes (note: HR/SI future land use in reason narrative was mapped, not SI (as listed in response to proposed land use))	Regent Street - South Campus Plan (2008), Monroe Street Commercial District Plan (2007), Near West Area Plan (sequence: 8), UW Campus Master Plan (2017)	Staff does not recommend this amendment. This area is within the UW Campus Master Plan and staff does not support GFLU Map amendments that are inconsistent with the Campus Master Plan. The current map note guidance for this area is sufficient to address redevelopment here.
33	Downtown Madison, Inc. (DMI)	Block bounded by Spring, Mills, Dayton and Brooks (partially)		070923217149, 305	Special Institutional	Special Institutional	Downtown Madison, Inc. (DMI) is recommending the City of Madison amend the Generalized Future Land Use (GFLU) map to the City of Madison's Comprehensive Plan for a block to the north of the 1000 Regent Street. DMI is proposing Special Institutional/High Residential with a maximum height of 12 stories for the block. The amendment is consistent with the evaluation criteria and better supports the continuing growing and changing needs of the area and the city.	Yes (note: HR/SI future land use in reason narrative was mapped, not SI (as listed in response to proposed land use))	Regent Street - South Campus Plan (2008), Near West Area Plan (sequence: 8), UW Campus Master Plan (2017)	Staff does not recommend this amendment. This area is within the UW Campus Master Plan and staff does not support GFLU Map amendments that are inconsistent with the Campus Master Plan. The current map note guidance for this area is sufficient to address redevelopment here.
34	Downtown Madison, Inc. (DMI)	Block bounded by Spring, Brooks (partially), Dayton and Park		New max height 12 stories - 070923217024, 248, 256	Special Institutional	Special Institutional	Downtown Madison, Inc. (DMI) is recommending the City of Madison amend the Generalized Future Land Use (GFLU) map to the City of Madison's Comprehensive Plan for a block to the north of the 900 Regent Street. DMI is proposing Special Institutional with a maximum height of 12 stories for the block. The amendment is consistent with the evaluation criteria and better supports the continuing growing and changing needs of the area and the city.	Yes (note: change to neighborhood plan height recommendation requested, not Comprehensive Plan land use)	Regent Street - South Campus Plan (2008), Park Street Urban Design Guidelines (2004), Near West Area Plan (sequence: 8)	Staff does not recommend this amendment. This area is already designated as SI on the GFLU Map. SI does not have a maximum number of stories in the Comprehensive Plan. This area is also within the UW Campus Master Plan and staff does not support GFLU Map amendments that are inconsistent with the Campus Master Plan.
35	Downtown Madison, Inc. (DMI)	Block bounded by Regent, Park, Dayton and East Campus Mall		Max height of 10 stories - 070923225019, 407, 374, 366, 126, 324, 176	Special Institutional	Special Institutional	Downtown Madison, Inc. (DMI) is recommending the City of Madison amend the Generalized Future Land Use (GFLU) map to the City of Madison's Comprehensive Plan for a block to the north of the 800 Regent Street. DMI is proposing Special Institutional with a maximum height of 10 stories for the block. The amendment is consistent with the evaluation criteria and better supports the continuing growing and changing needs of the area and the city.	Yes (note: change to neighborhood plan height recommendation requested, not land use)	Regent Street - South Campus Plan (2008), Park Street Urban Design Guidelines (2004), Downtown Plan (2012), Downtown Area Plan (sequence: 6), UW Campus Master Plan (2017)	Staff does not recommend this amendment. This area is already designated as SI on the GFLU Map. SI does not have a maximum number of stories in the Comprehensive Plan. This area is also within the UW Campus Master Plan and staff does not support GFLU Map amendments that are inconsistent with the Campus Master Plan.
36	Downtown Madison, Inc. (DMI)	Block bounded by Regent, Brooks, and Park; up to Meriter Hospital		07092302015 - max 12 stories	Employment	Employment	See attached letter; also creates significant employment opportunities and assists in creating the medical corridor along Park St. max 12 stories	Yes	Brittingham-Vilas Neighborhood Plan (1989), Greenbush Neighborhood Plan (2008), Park Street Urban Design Guidelines (2004), Near West Area Plan (sequence: 8)	Staff does not recommend this amendment. This area is already designated as E on the GFLU Map. E does not have a recommended maximum number of stories in the Comprehensive Plan. Any change to maximum height in the sub-area plan would be more appropriate to consider through Near West Area Plan process.

#	Applicant	General Property Location Description	Property Address(es)	Parcel Number(s)	Current Future Land Use Map Designation	Proposed land use category	Reason for Request Please describe how and why this proposal is consistent with the evaluation criteria.	Mapped?	Sub-area Plans	Staff Response
37	Downtown Madison, Inc. (DMI)	Block bounded by Regent, Park, East Campus Mall and the Triangle Neighborhood		070923301033 - max 12 stories	Employment	Employment	See attached letter; also creates significant employment opportunities and assists in creating the medical corridor along Park St. max 12 stories	Yes	Brittingham-Vilas Neighborhood Plan (1989), Park Street Urban Design Guidelines (2004), Triangle Monona Bay Plan (2019), Near West Area Plan (sequence: 8), UW Campus Master Plan (2017)	See # 36.
38	Downtown Madison, Inc. (DMI)	1100 block of the north side of Regent, parcels not on Regent; block bouned by Regent, Charter, Spring, Mills		070922117043, 035, 027, 019, 192, 184, 176, 168 - max 10 stories	Special Institutional	Special Institutional	See attached letter max 10 stories	Yes	Regent Street - South Campus Plan (2008), Monroe Street Commercial District Plan (2007), Near West Area Plan (sequence: 8), UW Campus Master Plan (2017)	Staff does not recommend this amendment. This area is already designated as SI on the GFLU Map. SI does not have a maximum number of stories in the Comprehensive Plan. This area is also within the UW Campus Master Plan and staff does not support GFLU Map amendments that are inconsistent with the Campus Master Plan.
39	Downtown Madison, Inc. (DMI)	Block on the north side of the 1200 block of Regent, south of Capitol, bounded by Orchard and Charter. Only parcels lining Capitol.		Max height of 10 stories - 070922115013 and 070922116011	Special Institutional	Special Institutional	Downtown Madison, Inc. (DMI) is recommending the City of Madison amend the Generalized Future Land Use (GFLU) map to the City of Madison's Comprehensive Plan for the parcels lining the south side of Capitol Street, bounded by Orchard and Charter. DMI is proposing Special Institutional with a maximum height of 10 stories for the block. The amendment is consistent with the evaluation criteria and better supports the continuing growing and changing needs of the area and the city.	Yes (note: change to neighborhood plan height recommendation requested, not Comprehensive Plan land use)	Regent Street - South Campus Plan (2008), Monroe Street Commercial District Plan (2007), Near West Area Plan (sequence: 8), UW Campus Master Plan (2017)	Staff does not recommend this amendment. This area is already designated as SI on the GFLU Map. SI does not have a maximum number of stories in the Comprehensive Plan. This area is also within the UW Campus Master Plan and staff does not support GFLU Map amendments that are inconsistent with the Campus Master Plan.
40	Downtown Madison, Inc. (DMI)	Block bounded by Capitol, Orchard, Spring and Charter.		Max 10 stories - 070922114057, 049, 065, 073, 015, 031	Special Institutional	Special Institutional	Downtown Madison, Inc. (DMI) is recommending the City of Madison amend the Generalized Future Land Use (GFLU) map to the City of Madison's Comprehensive Plan for a block bounded by Capitol, Orchard, Spring and Charter Streets. DMI is proposing Special Institutional with a maximum height of 10 stories for the block. The amendment is consistent with the evaluation criteria and better supports the continuing growing and changing needs of the area and the city.	Yes (note: change to neighborhood plan height recommendation requested, not Comprehensive Plan land use)	Regent Street - South Campus Plan (2008), Monroe Street Commercial District Plan (2007), Near West Area Plan (sequence: 8), UW Campus Master Plan (2017)	Staff does not recommend this amendment. This area is already designated as SI on the GFLU Map. SI does not have a maximum number of stories in the Comprehensive Plan. This area is also within the UW Campus Master Plan and staff does not support GFLU Map amendments that are inconsistent with the Campus Master Plan.
41	Downtown Madison, Inc. (DMI)	South side of the 1100 block of Regent Street. The block is bounded by Regent, Charter, Bowen Ct., and Mills.		070922401016, 0709224010 - parcels ending in 032, 058, 066, 074, 082, 090, 107, 115, 131	Low-Medium Residential, Neighborhood Mixed-Use	Community Mixed-Use	Downtown Madison, Inc. (DMI) is recommending the City of Madison amend the Generalized Future Land Use (GFLU) map to the City of Madison's Comprehensive Plan on the south side of the 1100 block of Regent Street. The amendment is consistent with the evaluation criteria and better supports the continuing growing and changing needs of the area and the city.	No; Very similar to #42 (submitted by different organization.)	Brittingham-Vilas Neighborhood Plan (1989), Regent Street - South Campus Plan (2008), Greenbush Neighborhood Plan (2008), Monroe Street Commercial District Plan (2007), Near West Area Plan (sequence: 8)	See response to #42. Note: should be considered with application #42.
42	Aro Eberle Architects	Block bounded by Regent, S. Mills, Bowen Ct, S. Charter	2 S. Mills, 1111 Regent, 1135 Regent, 15 S. Charter, 1128 Bowen, 1116 Bowen, 1102 Bowen	070922401016, 070922401032, 070922401058, 070922401131, 070922401115, 070922401082, 070922401074, 070922401066 +	Low-Medium Residential, Neighborhood Mixed-Use	Community Mixed-Use	Dear Plan Commission members, Property owners in the area of Regent Street and Mills Street are seeking a Generalized Future Land Use (GFLU) map amendment to the Comprehensive Plan. The block currently shows Neighborhood Mixed Use (NMLU) along Regent Street and Low-Medium Residential on the Bowen Court side (LMR). The following amendments are requested: The block bounded by Regent, S. Mills, S. Charter and Bowen Court: a. Neighborhood Mixed Use (NMLU) portion amended to Community Mixed Use (CMU) b. Low-Medium Residential (LMR) portion to Community Mixed Use (CMU) Supporting this request is the recent adoption of the Transit overlay district within ¼ mile of Park Street, the lack of development in this particular area of Regent Street due to the economics of real estate, land and development costs, and the City of Madison's long-term need to provide more opportunities for the creation of housing and other supportive commercial development. Additionally, properties immediately to the north and east of the subject blocks are currently shown to be CMU and Employment (E) with much higher allowable heights. This amendment would support gradual height transitions to the residential neighborhood to the south and west. With regard to GFLU Amendment Criteria, see below: 1.The neighborhood plan was adopted prior to the 2018 Comp Plan, and conditions have changed substantially in the interim since the neighborhood plan was adopted. The current plan hamstrings redevelopment of the Regent Street corridor, particularly on the south side of the block, with low buildable heights. In light of underlying real estate values, developments at the lower heights are far less economically feasible without substantial subsidy. 2.The subject block is not in an area with an in-process plan. 3.The proposed amendment is consistent with the goals, strategies and actions of the 2018 Comp Plan with regard to land use/transportation, housing, growing equitable economy, creating cultural vibrancy and character, and supporting parks with successful development and the fees it generates. The opportunities and potential are much greater with approval of this amendment. 4.The proposed amendment fits well within the context of the predominant desired uses of the surrounding area, with potential for more housing and commercial activity. Regent Street is unquestionably a commercial block at a crucial boundary between campus and neighborhoods. Allowing additional height in this corridor will spur improvements to move forward. 5.The block is 1.59 acres in area. We support other applications that seek changes on Regent Street which, if included, would well exceed the 2 acre area minimum. The owners of subject properties in the area of Regent and Mills Street, urge the Plan Commission to adopt this amendment in order to help facilitate near-term, and long-term redevelopment opportunities in this vital corridor. See the attached letters of support for the proposed amendment. Thank you for consideration of this amendment, Matt Aro, Aro Eberle Architects On behalf of: New World Investments LLC (Hong Kong Café), Tallard Apartments LLC, Choles Floral Company, 4 Lakes Properties, WJB Badger 1 LLC c/o Madison Property Management and other supporting neighbors. Support letters will be emailed separately.	Yes	Brittingham-Vilas Neighborhood Plan (1989), Regent Street - South Campus Plan (2008), Greenbush Neighborhood Plan (2008), Monroe Street Commercial District Plan (2007), Near West Area Plan (sequence: 8)	Staff agrees that the land use for the northern half of the block along Regent Street could be changed to CMU but the southern half of the block along Bowen Court should remain LMR to step down to the neighborhood from Regent.
43	The Alexander Company, Inc.	One block south of the Mills Regent Street intersection. One block from Meriter Hospital	29 South Mills Street	70923303021	Special Institutional	Neighborhood Mixed-Use	This site is outside of an area with a neighborhood, neighborhood development, or area plan adopted after the 2018 Comprehensive Plan, and it is also outside of an area with an in-process plan. Back in 2018, the property was given the classification of Special Institutional on the generalized Future Land Use Map (GFLU) which is typically given to college campuses , schools and larger places of assembly and worship due to the nature of being a community center for a long period of time. A redevelopment of the site was not anticipated at that time. Now that a plan is being developed, a request needs to be made. After discussing the project with City zoning and planning staff, it was agreed that Neighborhood Mixed Use is compatible with the goals of the project and the context of the neighborhood. The project is also compatible with the Comprehensive Plan . One specific goal it achieves is "...full range of quality and affordable housing opportunities...". The project will be a mixed income project with a range of rents from people earning 30% AMI to market rate.	Yes	Brittingham-Vilas Neighborhood Plan (1989), Greenbush Neighborhood Plan (2008), Near West Area Plan (sequence: 8)	Staff agrees that the land use for this area could be changed to NMLU. Staff would also support a change to CMU for this location. The sub-area plan already allows up to 8 stories for this site.
44	(organization not listed or submitted by individual)	Bay Creek neighborhood off Lakeside Ave	955 Clarence Ct Madison	251/0709-261-0313-9	Low Residential	Low-Medium Residential	955 Clarence Ct is not itself 2 acres, but it is large enough to put a 4 plex on it while staying in keeping with neighborhood, especially if i combine it with an adjacent lot. This change to LMR could allow for that.	Yes	Bay Creek Neighborhood Plan (1991), South Madison Neighborhood Plan (2005), South Area Plan (sequence: 7)	Staff does not recommend this amendment. Does not meet criteria 5 (it is smaller than 2 acres). Changing one parcel to LMR, surrounded by LR is not consistent with the City's approach to the GFLU map.
45	(organization not listed or submitted by individual)	South bank of the Nine Springs Creek between Larsen Rd and Lake Farm Rd		071031390750, 071031390300, 071031397000, 071031395010 , 071031490008, 071031495050, 071031495450, 071031495850	Parks and Open Space	Low-Medium Residential	With the construction of the Terravessa development to the west of this area the development pattern of the area has changed. Making this area LMR would better fit with the changes in the area, and better facilitate integration of the Terravessa bike paths with the Capital City Trail. Developers should be encouraged to leave open space/park space on the north end of these properties to give ample space to the Lewis Nine Springs E Way and be asked to be mindful of the conditions of runoff on these properties. But proper develop would even have the potential of reducing hazardous runoff compared to present run off from area farms.	Yes	South Area Plan (sequence: 7)	Staff does not recommend this amendment. The GFLU Map currently includes a map note that recommends: "Land in this area is part of the Town of Blooming Grove and will be attached to the City before November 1, 2027. This land should either continue in its current agricultural use or be incorporated into the adjacent Capital Springs State Recreation Area." Serving this area with utilities, especially water, would be difficult. It would be more appropriate to evaluate recommended land use in this area through the South Area Plan process.
46	(organization not listed or submitted by individual)	In the Tenney-Lapham neighborhood, in the area bounded roughly by Lake Mendota, Gorham/Johnson, Tenney Park, and James Madison Park		Too many to list	Low Residential, Low-Medium Residential, Medium Residential	Medium Residential	Tenney-Lapham's Neighborhood plan was adopted in 2008, and it lies outside the boundaries of the Northeast and West Area Plans. The relevant strategies and actions are below Strategy 1 Create complete neighborhoods across the city where residents have access to transportation options and resources needed for daily living. Strategy 2 Support development of a wider mix of housing types, sizes, and costs throughout the city. Strategy 3 Increase the amount of available housing. The reason that these strategies apply to Tenney-Lapham are because of the history and location of the neighborhood. Tenney-Lapham is a historically diverse neighborhood, with a mix of incomes, and is located near the downtown along extremely good transit lines. There are a variety of supportive services, parks, businesses, and even a grocery store in walking distance. However, Tenney-Lapham is rapidly gentrifying. There are many young families in the neighborhood, however it is difficult for younger people living in apartments nearby to "buy-up" and occupy a condo due to lack of supply. Similarly, there are many older couples and individuals who no longer need a single family home, but it is difficult for them to "buy down" due to a lack of senior oriented housing in the area. This lack of housing options cannot be solved if Tenney-Lapham stays zoned for low residential uses. Additionally, Tenney-Lapham contains a number of housing typologies, due it's history of being built before zoning was implemented. Tenney-Lapham already contains single-family homes, duplexes, triplexes, small apartment buildings, and even the popular complex, Norris Court. There is no reason that the historic diversity of housing options that have made Tenney-Lapham a popular place to live should not be allowed in the future.	Yes	Tenney-Lapham Neighborhood Plan (2008), Near East Area Plan (sequence: 9)	Staff does not recommend this amendment. More appropriate to consider through Near East Area Plan process.

#	Applicant	General Property Location Description	Property Address(es)	Parcel Number(s)	Current Future Land Use Map Designation	Proposed land use category	Reason for Request Please describe how and why this proposal is consistent with the evaluation criteria.	Mapped?	Sub-area Plans	Staff Response
47	(organization not listed or submitted by individual)	The isthmus south of E Washington, east of S Blair, west of the Yahara River and north of Williamson St.		070913132026; 070913121045; 070913101097; 070913101013; 071007211031; 070913101055; 070913101071; 070913412022; 070913411016	Employment	Downtown Mixed-Use	The broader Capitol East District has proven to be a smashing success, delivering new housing options for thousands of Madisonians, tax base for the City, and a new entertainment zone popular with residents and some employers. All this redevelopment was only possible due to forward thinking city staff, who established the land use and zoning framework that would turn abandoned car dealerships into a neighborhood. Currently, the redevelopment of the Cap East neighborhood has been stalled out as it moves toward the tens of acres of low density industrial buildings to the east, due in part to large existing land users but also because multifamily residential development is discouraged by the current iteration of the comprehensive plan. As Madison welcomes tens of thousands of new residents over the coming decades, this area is ready to accommodate our new neighbors in a dense, walkable, BRTable, and sustainable community. Surrounding development patterns are high intensity, and the largest buildings in the area have actually created a pedestrian street presence and made the area generally safer. Establishing a use-flexible land use category, such as Downtown Mixed Use or Downtown Core, would both accommodate existing land owners and provide guidance on where our city can best accommodate new neighbors in an economically efficient and environmentally sensitive manner. Moreover, it is not best practice to segregate employment uses from residential uses. As we see with work from home rates for white collar office workers and the general automation of manufacturing, the probability that Madison will need millions of square feet of employment space on the eastern edge of the Cap East district is essentially nil. Changing the future land use to a mixed use category will provide for additional housing sites within the city while not precluding office development, as we've seen with the WHEDA building, Spark, and Gebhardt/Stone House properties. TL:DR - I respectfully request the area south of E Washington, north of Wilson, and east of Blair, and west of the Yahara river be changed from Employment to one of the denser mixed use classifications.	Yes	Marquette-Schenk-Atwood Neighborhood Plan (1994), First Settlement Neighborhood Master Plan (1995), Marquette Neighborhood Center Master Plan (2000), East Rail Corridor Plan (2004), East Washington Capitol Gateway Corridor (2008), Central Park Plan (2011), Near East Area Plan (sequence: 9)	Staff does not recommend this amendment. More appropriate to consider through Near East Area Plan process.
48	Marquette Neighborhood Association	East Main Street Corridor		Many.	Employment	Neighborhood Mixed-Use	August 6, 2023 Dear Planning Department: The Marquette Neighborhood Association has a strong interest in maintaining the vibrancy of our neighborhood, promoting an affordable and more diversified housing stock, greening our streets, and ensuring appropriate infill development. We are also cognizant that many areas currently marked Employment are presently manufacturing uses and may not remain so forever. With this in mind, MNA proposes the following changes to the Generalized Future Land Use Map: - From Blair Street to the Yahara River, MNA would like to see the half-blocks fronting East Washington Avenue changed to Regional Mixed Use. Please note that we request only the half of the block fronting East Washington Avenue be changed to this category, mirroring the other side of the Avenue. - For all other areas within Marquette Neighborhood boundaries currently labeled Employment and not identified in the first bullet point, MNA would like to see them changed to Neighborhood Mixed Use. We urge the city to encourage ‘missing middle’ housing in this area, to include condos and townhomes, and to further encourage affordable housing. We further urge the city to be aware that most of this land is low-lying and that we must be sensitive to stormwater runoff. We hope that many areas currently asphalt can be transformed into a healthy urban tree canopy. Thank you, The Marquette Neighborhood Board of Directors Jen Plants, President	Yes	Marquette-Schenk-Atwood Neighborhood Plan (1994), First Settlement Neighborhood Master Plan (1995), Marquette Neighborhood Center Master Plan (2000), East Rail Corridor Plan (2004), East Washington Capitol Gateway Corridor (2008), Central Park Plan (2011), Near East Area Plan (sequence: 9)	Staff does not recommend this amendment which would be a significant change in an area near downtown still appropriate for industrial uses. More appropriate to consider through Near East Area Plan process.
49	(organization not listed or submitted by individual)	800 and 900 block E Washington, south side		many parcels	Employment	Employment	The south side of the 800 and 900 blocks of East Washington are currently designated employment, with the sub-area plan allowing residential as a secondary use. The staff proposal would change these blocks to RMU. - Both of these blocks are designated in the sub-area plan (Capitol Gateway Corridor Plan) as “employment/residential” as the result of 2020 and 2021 amendments, RES-20-00739 and RES-21-00529. Both resolutions recognized that the blocks already had, through recent development proposals, a strong commitment to employment uses. Both resolutions recognized that “Employment/Residential” means primarily employment uses, with residential uses as a secondary allowable use. Both decisions to amend the designation for the two blocks were consistent with the sub-area plan’s directive to only allow housing on blocks where there is significant large-scale employment. - Changing to RMU creates a mismatch between the sub-area plan (Capitol Gateway Corridor Plan) and the Comp Plan. The sub-area plan has not changed, except to allow residential as a secondary use. The sub-area plan says: “discourage free-standing commercial and residential development” in the employment areas and “where housing is proposed on the south side, it should only be considered to complement significant, large-scale employment development on the same block.” - RMU does not have any commitment to employment uses. Per page 23 of the Comp Plan: “The Regional Mixed-Use (RMU) category includes existing and planned high-intensity centers supporting a variety of multifamily housing options and commercial activity serving the needs of the region.” “Commercial activity” is not “employment” under the sub-area plan: “Employment districts (as distinct from Commercial districts) are recommended as predominately office, research and specialized employment areas and generally do not include retail and consumer service uses serving the wider community.” (page 14) - And, as the courts have said: “... Nonconforming uses should not be the basis for redetermining the character of an area, otherwise the classification of an area would necessarily be determined by what was originally considered to be undesirable in the area.”	Yes	Marquette-Schenk-Atwood Neighborhood Plan (1994), East Rail Corridor Plan (2004), East Washington Avenue Capitol Gateway Corridor Plan Amendment (October 2020, July 2021), Near East Area Plan (sequence: 9)	Staff does not recommend this amendment. Staff changed this area to RMU on the Draft GFLU Map to reflect amendments (adopted October 2020 and July 2021) to the East Washington Avenue Capitol Gateway Corridor Plan that allows for residential. The GFLU Map is more general than neighborhood/ corridor plans; the corridor plan is the appropriate place for the additional guidance provided in the request.
50	City of Madison Common Council (Alder)	800-900 block of East Washington		vary	Employment	Employment	The 800 and 900 south E Washington block is currently designated Employment with the Capitol Gateway Corridor plan allowing for residential as a secondary use: “Encourage development of housing where identified as appropriate, particularly on the north side of East Washington Avenue, that would be attractive to employees in this area to increase live-work options. Where housing is proposed on the south side, it should only be considered to complement significant, large-scale employment development on the same block.” (p 12) The proposed change is to change to RMU. It should remain Employment to be consistent with sub area plans and the Comp Plan. Residential uses can still be considered.	No; combined with #49.	Marquette-Schenk-Atwood Neighborhood Plan (1994), East Rail Corridor Plan (2004), East Washington Avenue Capitol Gateway Corridor Plan Amendment (October 2020, July 2021), Near East Area Plan (sequence: 9)	(See #49)
51	(organization not listed or submitted by individual)	1400 block East Washington, south side		several	Employment	Employment	The westerly half of the south side of East Washington 1400 block is currently designated employment, with the sub-area plan allowing residential as a secondary use. The staff proposal would change this ½ block to RMU. - This change does not seem to fit any of the reasons for which the GFLU map is being updated. - Changing to RMU creates a mismatch between the sub-area plan (Capitol Gateway Corridor Plan) and the Comp Plan. The sub-area plan calls for this half of the block to be employment, which residential as a secondary use. RMU, per the Comp Plan, is for “supporting a variety of multifamily housing options and commercial activity serving the needs of the region.” The sub-area plan distinguishes between “employment” (office, research and specialized employment areas) and “commercial.” - The sub-area plan says: “discourage free-standing commercial and residential development” in the employment areas and “where housing is proposed on the south side, it should only be considered to complement significant, large-scale employment development on the same block.” - A RMU land use type of development would result in only about ¼ of the block being devoted to employment. - RMU would also violate this Gateway provision: “Where housing is proposed on the south side, it should only be considered to complement significant, large-scale employment development on the same block.” - An RMU type of development would result in only about ¼ of the block being devoted to employment.	Yes	Marquette-Schenk-Atwood Neighborhood Plan (1994), Marquette Neighborhood Center Master Plan (2000), East Rail Corridor Plan (2004), East Washington Capitol Gateway Corridor (2008), Near East Area Plan (sequence: 9)	Staff agrees that it is appropriate to keep this area E. It could be appropriate to consider it for RMU during the Near East Area Plan process.
52	(organization not listed or submitted by individual)	sasy neighborhood		many	Low Residential	Low-Medium Residential	many 3 unit buildings exist in sasy low residential areas. this area should be low-medium residential, to allow slightly more density and match the current situation.	Yes	Marquette-Schenk-Atwood Neighborhood Plan (1994), Schenk-Atwood-Starkweather-Worthington Park Neighborhood Plan (2000), Old East Side Master Plan (2000), East Washington Gateway Revitalization Plan - BUILD (2003), Emerson East Eken Park Yahara Neighborhood Plan (2015), Darbo Worthington Starkweather Neighborhood Plan (2017), Milwaukee Street Special Area Plan (2018), Near East Area Plan (sequence: 9)	Staff does not recommend this amendment. More appropriate to consider through Near East Area Plan process. TOD overlay already allows up to 3 dwelling units for much of this area.
53	(organization not listed or submitted by individual)	St Bernards Congregation School	226 Corry St	71005306016	Neighborhood Mixed-Use, Special Institutional	Neighborhood Mixed-Use	The one story school building and large parking lot no longer fits as the best land use in this increasingly dense urban area of the city. The city would reap large benefits from housing developed on at least a portion of this 4.3 acre property. Doing so would bring increased revenues to a parcel the city currently receives no revenue from without any significant additions to city infrastructure to accommodate.	Yes	Schenk-Atwood-Starkweather-Worthington Park Neighborhood Plan (2000), Near East Area Plan (sequence: 9)	Staff does not recommend this amendment. With the proposed language for the SI category which would make it easier to redevelop a vacant or underutilized institutional use, this requested land use change would be unnecessary. More appropriate to consider as part of the Near East Area Plan.
54	(organization not listed or submitted by individual)	Madison Kipp Corporation, both Atwood area locations		071005307014, 071005308012	Industrial	Medium Residential	While Madison Kipp Corporation has a long history at this location, the land use is no longer consistent with the urban nature of the area. An industrial land use located within a largely residential area has led to problems with contamination of the groundwater and periodic air quality problems. As the near east side continues to become increasingly dense while the city has a dire need for housing, the 10 acres of property currently zoned as industrial is a very low quality use. A land use that includes housing (provided contaminants can be remediated) would be a much better land use for the area and make the parcels much more productive for the city from a property tax perspective. For 2022, Kipp payed roughly \$65k in property taxes for their 10 acres of prime real estate while the mixed use property at 171 S Fair Oaks which occupies only 3.4 acres paid roughly \$520k in property taxes. With that ratio in mind, the city is missing out on roughly \$1.5M per year in property taxes by allowing these industrial zones within increasingly urban area.	Yes	Schenk-Atwood-Starkweather-Worthington Park Neighborhood Plan (2000), Near East Area Plan (sequence: 9)	Staff does not recommend this amendment. This land use issue would need significant discussion and would more more appropriate to consider as part of the Near East Area Plan.
55	(organization not listed or submitted by individual)	400 block of north fair oaks		many	Medium Residential	Low Residential	Why are changing this to low residential? This seems like the wrong direction to zone for. NMU instead? Or keep MR?	Yes (note: current and proposed land use doesn't match reason for request answer; mapped MR, per reason)	Schenk-Atwood-Starkweather-Worthington Park Neighborhood Plan(2000), Darbo-Worthington-Starkweather Neighborhood Plan (2017), Milwaukee Street Special Area Plan (2018), Near East Area Plan (sequence: 9)	Staff does not recommend this amendment. Does not meet criteria 1. This area was changed to LR to reflect the Milwaukee Street Special Area Plan (2018), which was adopted after the 2018 Comprehensive Plan.

#	Applicant	General Property Location Description	Property Address(es)	Parcel Number(s)	Current Future Land Use Map Designation	Proposed land use category	Reason for Request Please describe how and why this proposal is consistent with the evaluation criteria.	Mapped?	Sub-area Plans	Staff Response
56, 57, 58	Northshore Rentals LLC, Axley Brynelson LLP	Near County Hwy C V and Wheeler Road	2103 Larry Lane	251/0810-191-0101-3	Low Residential, Neighborhood Mixed-Use	Medium Residential, Low-Medium Residential, Parks and Open Space	Northshore Rentals LLC ("Northshore") is the owner of 2103 Larry Lane, Madison, Wisconsin ("Northshore's Property"), located on the north side of the city of Madison (the "City"). Northshore requests an amendment to the Generalized Future Land Use ("GFLU") map for its property to slightly increase the planned number of density units. The increase in density units will allow Northshore to pursue additional housing, possibly workforce housing, on the property. Northshore's Property is located at the northeast corner of Wheeler Road and County Highway CV. Under the Cherokee Special Area Plan and the GFLU, the purple portion of Northshore's Property is planned NMU—the NMU category calls for 2-to-4 stories buildings with 70 or fewer residential units per acre. The yellow portion of Northshore's Property is currently planned for LR. The LR category plans for a mix of single-family to 3-stories buildings with 30 or few dwelling units per acre. Northshore requests that the City amend the GFLU to change Northshore's Property from NMU and LR categories to an expanded area of MR, an area of LMR, and an area of Park, Environmental, and Stormwater Management. See Map 2. The MR category calls for 2-to-5 stories buildings and 20-90 dwelling units per acre. The possible increase in dwelling units on Northshore's Property will help offset the loss of potential dwelling units on abutting land that the City purchased for green space. Northshore's Property is located directly east of a 30-acre parcel the city purchased at 2004 Wheeler Road (the "City's Property"), which is now part of the City of Madison Parks Cherokee Marsh North. See Map 3. The City's Property was planned as NMU, LR, and Parks on the Cherokee Special Area Plan and the GFLU map. By purchasing the 30 acres, the city converted to green space approximately 20-plus acres that potentially could have been a significant number of dwelling units. The City can now offset the loss of those potential dwelling units by increasing the planned dwelling units on Northshore's Property. The Plan Commission adopted four criteria that will be applied to proposed changes to the GFLU map. The proposed land use changes for Northshore's Property satisfy those criteria. Criterion 1: The proposed change is outside of an area with a neighborhood, neighborhood development, or area plan adopted after the 2018 Comprehensive Plan. The Property is part of the Cherokee Special Area Plan, which the Common Council adopted on January 16, 2007. Criterion 2: The proposed change is outside of an area with an in-process plan (Northeast and West Area Plans). Northshore's Property is outside of the Northeast and West Area Plans. Criterion 3: The proposed change is consistent with the Comprehensive Plan's Goals, Strategies, and Actions as applied in the context of the amendment area. Northshore's proposal to add a modest amount of planned density units to its property helps meet the Comprehensive Plan's goal of providing "a full range of quality and affordable housing opportunities throughout the City." It will also meet the Comprehensive Plan's strategy of "[i]ncreasing] the amount of available housing." This area has not experienced the same investment in housing and development as seen on the isthmus and other areas. There is not enough new housing stock in the City, which is especially true for this area. Much of the housing stock in this area qualifies as "workforce" or "affordable" housing because the rental amounts are significantly lower than those commanded downtown. Many of the new units that are built in this area may meet the definition of "workforce housing." This is an opportunity to increase the potential for more housing units in this area, thereby expanding the overall housing supply in the city. This increase in supply will help address housing shortages and create more options for potential residents. Northshore's proposed mix of housing densities will promote a mix of housing types, such as potentially apartments, townhomes, and missing middle buildings, which can be more affordable than single-family homes. By providing a diverse range of housing options, including smaller and more compact units, the City can cater to various income levels, thus promoting greater housing affordability. This will help meet the City's strategy of providing "a wider mix of housing types, sizes, and costs throughout the City." Criterion 4: The proposed change is a better fit with the predominant uses and development pattern in the surrounding area. The proposed change is necessitated by the reality that a significant portion of the land in this area originally planned for residential housing will not be developed. When the City purchased the 30 acres west of Northshore's Property, it reduced the available land for housing in this area. The City converted approximately 20 acres planned for residential use to greenspace. In doing so, the City reduced the potential dwelling units in this area by as many as 200 units. By increasing the density on Northshore's Property, the City will offset that loss. The increase in City greenspace coupled with the density shift to the Northshore Property results in a more efficient and better land use plan. This proposal better reflects what is occurring in this area, better fits the predominant uses and development area, and will provide more needed housing. Criterion 5: The area subject to the proposed change is generally larger than 2 acres and meets other criteria. The Property is four acres and meets the other criteria. We look forward to working with the City on this proposed change to the GFLU map. See attached letter.	Yes (mapped 56; 57 and 58 are combined with 56)	Cherokee Special Area Plan (2007), North Area Plan (sequence: 5)	Staff recommends LMR for the entire property. The LMR category recommends 1-3 stories and a general density range of 7-30 dwelling units per acre. The Comprehensive Plan indicates LMR areas along arterial roads in select locations may be considered for up to 4 stories and 70 DUs/acre. Staff feels the MR category is too intensive for this general location. The area includes Town of Burke single-family homes and small townhomes, but is somewhat isolated due natural features/open space associated with Cherokee Marsh to the west, north, and east along with industrial uses to the south. The small area for park/ stormwater on this property does not need to be reflected on the GFLU Map. The best location for stormwater management to occur on this property would be determined during review of a detailed development proposal and this area is less than the 1 acre minimum threshold for showing park and open space areas on the GFLU Map.
59	(organization not listed or submitted by individual)	East towne Mall			Regional Mixed-Use	Regional Mixed-Use	I would like to see us build a "Dementia town" for aging folks at east town. This is a facility that can provide assisted living but also has aspects of a "Main Street" such as shops and grocery store. There is a great article on the concept here: https://www.nytimes.com/2023/07/03/realestate/dementia-villages-senior-living.html?unlocked_article_code=ngoz51-yWjwy3TxrEfISeDa9b8dJ0f9dc_RdTqSLs67pQle8O_wFHB8sgesAReaMnjLFrmQ7qoyHm22uNchhwaqQuyWC-ie9cm5A3uxThLm3wx-15iOBcRcXuxFO0AJPL6inxy1nJlJvsuWlxcWEGUQSTRUsquomb_hki2HmRa3A5-6Ym3DSVoexHIW9UNUe8XBgBqCLVvVa7Xc1lkiGR-8zXkdJhG6wfnbRQkqBCSfC2uTCEIHh5OUy4TinUM8VXETPrHlWEJ4NdTDwgdIhOOU4qxaxAF_4KzAuZq-9ApX0jvzPVVeMleqFTBjx_ID9x_JvWXJKW0edGjYpIxOf0Lj-ny0Z8BTq4_fo8smid-nytc0re-ios-share&referrerSource=articleShare	Yes	East Town-Burke Heights Neighborhood Development Plan (1987), Greater East Towne Area Plan (2022), Northeast Area Plan (in-progress)	Staff does not recommend this amendment. Does not meet criteria 1 or criteria 2 (is within the recently adopted Greater East Towne Area Plan and is within the Northeast Area Plan which is currently in-process) and does not propose changing a land use.
60	(organization not listed or submitted by individual)	Dane County Regional Airport		It does not have a parcel number on the map.	Airport	Community Mixed-Use	Rather than stopping urban infill and to protect the health of Madison residents, we should evaluate the cost and benefits of relocating the 80-year old county airport. The airport consumes 3,500 acres and more than 5% of Madison's land area, exposes thousands of mostly poor and minority residents to unhealthy noise, has contaminated our lakes and fish with PFAS forever chemicals, and is one of the largest, if not the largest, source of global warming in the city. In 1994, Austin, Texas, relocated their 64-year old Robert Mueller Municipal Airport. It was replaced with the Mueller Community, reusing many of the former airport buildings. The developer estimates this planned community will be worth \$1.3 billion, including 4.2 million square feet of non-residential development, 650,000 square feet of retail space, 4,600 homes and 140 acres of open space. Madison could have a sustainable showcase, rather than a posterchild for pollution and global warming. With the arrival of the squadron of F-35 fighter jets at Truax Field, existing noise impacts of the airport on residents will only increase. The airport is developing a noise abatement plan, but it is using outdated noise standards that don't protect our residents or schools.	Yes	Hanson Road Neighborhood Development Plan (adopted 2000, amended 2021), Northeast Area Plan (in-progress)	Staff does not recommend this amendment. Does not meet criteria 2 (is within the Northeast Area Plan which is currently in-process).
61	(organization not listed or submitted by individual)	Corner of Dempsey and Cottage Grove Road, east to US 51 and north along Dempsey		071009109010, 071009108252, 071009225204	Employment	Community Mixed-Use	This area just off the Royster Clark area is set as Employment in the GFLU, but we should switch it to something more mixed use. This area is still somewhat underdeveloped, but it's at the confluence of a lot of great stuff. It's in the TOD, and if you go read the Metro redesign narratives, the intersection of Dempsey and CGR is an important node in the network - the C and the G intersect there. The Pinney Library is across the street, there's a YMCA a block up the way, the Cap City trail runs right through it (and I think long-term that rail spur is likely to be phased out, as it doesn't serve a lot of businesses anymore) and it's a 15 minute walk to Olbrich Park and the new Monona/Dane County San Damiano park. It feels like employment is too limiting and we should figure out how to incorporate more residential into this area, matching what's happening across the street in Royster Clark. Maybe this should wait for the 2024 Southeast Area plan effort and we can think about it in a broader context, but we just had a project come in to do a 4-story self storage project in the industrial-area zoning, and so maybe signaling our openness to other ideas there now is worth jumping ahead a bit. There's a big AmFam property back there and as they consolidate more and more up to American Center, maybe they'd be open to redeveloping something there.	Yes	Stoughton Road Revitalization Project (2008), Royster-Clark Special Area Plan (2009), Southeast Area Plan (starting 2024)	Staff does not recommend this amendment. More appropriate to consider through Southeast Area Plan process (starting 2024).
62	(organization not listed or submitted by individual)	Cottage Grove Road & Dempsey Road just west of Stoughton Road	604, 700, 710 & 716 Cottage Grove Rd, 910 Cottage Court, 809, 901 & 909 Dempsey Rdd	071009109060, 071009109044, 071009109036, 071009109028, 071009109094, 071009109010, 071009109119, 071009109101	Employment	Community Mixed-Use	1) Subject parcels meet the condition. 2) Subject parcels meet the condition. 3) As part of the TOD overlay district, developing this area as mixed use predominantly focused on housing would meet many of the city goals in the TOD overlay district. 4) The area around the subject parcel has been redeveloping over the last few years into a mixed used corridor. The new developments are predominantly housing oriented with some ground floor commercial space so CMU (or similar) designation for future land use would be cohesive with the surrounding area. 5) The parcels combined are approximately 7.5 acres.	Yes	Royster-Clark Special Area Plan (2009), Southeast Area Plan (starting 2024)	Staff does not recommend this amendment. More appropriate to consider through Southeast Area Plan process (starting 2024).
63	Oakbrook Corporation	Near Harley Davidson, Ho-Chuck Casino, and Yahara Golf Course	6334 Millpond Rd	251/0710-261-0305-3	General Commercial	Industrial	This site is ripe for Industrial Flex Development. The current zoning restricts a wide array of user types that would like to develop the land and construct new buildings. See 3818 John Wall Dr as an example of the best-suited development type. Best,	Yes	Yahara Hills Neighborhood Development Plan (adopted 2017, amended 2022), Far Southeast Area Plan (sequence: 12)	Staff does not recommend this amendment. More appropriate to consider through Southeast Area Plan process (starting 2024).
64	BT Farms Foundation	Between 12/18 and the Interstate on County AB/Buckeye Rd.	7451 Fankhauser, 6802 E Buckeye, and 7204 E Buckeye	071013201034, 071013100989, 071013402046	Neighborhood Planning Area	Neighborhood Mixed-Use	These parcels are 222 acres of agricultural zoned land located about 1/2 mile south of Sprecher Rd. The owners of the property would like to develop an agri-community. The low to medium density housing would be a mix of condo, co-housing, single family homes and small apartment buildings that would be centered around a working farm. The housing mix would include low-income, moderate and market rate housing. The property also contains wetlands, a drumlin, and wooded areas, which would all be developed for public recreational access. The property is located in and adjacent to the recently adopted comprehensive community development plan. This project will address the critical need for additional housing, especially affordable housing, but also aligns with the goals of the recently adopted farm preservation plan. The goal is to keep between 30-50 acres zoned agriculture and 30-50 acres residential and some acreage designated for business development.	Yes	Yahara Hills Neighborhood Development Plan (adopted 2017, amended 2022), Far Southeast Area Plan (sequence: 12)	Staff does not recommend this amendment. More appropriate to consider during the Far Southeast Area Plan process. The portion of the property north of the rail line is recommended for P (given the extensive natural features/development constraints), NPA (Agriculture/Rural in the Yahara Hills NDP), LR (if a street crossing of the rail line or a secondary street connection can be achieved), and a small area for LMR. It is uncertain whether federal, state and local approvals can be achieved for street extensions across environmental areas or the rail line. Overall, this location is not consistent with the intent of the Neighborhood Mixed Use areas which are intended to serve a residential population. This is an isolated site with very few existing or planned residents. The portion of the property south of the rail line is recommended for LR, LMR, and MR and P. There is an area planned for NMU several hundred feet south of the BT Farms property. Given this proximity, potentially NMU uses could be considered on the southwest portion of BT Farms' southern property during review of a detailed development proposal.
65	Rooted WI	North; Mendota Mental Health	4100 VEITH AVE, 301 Troy Dr	080927400971, 080934100994, 080935200983	Special Institutional	Parks and Open Space	In accordance with the recommendation to have land along the lake be used for public lands and open space. In addition, there is an existing apple orchard which would be ideal for a community orchard	Yes	North Area Plan (sequence: 5)	Staff does not recommend this amendment. This would be a significant change for a large, state-owned facility and would be more appropriate to consider as part of the North Area Plan process.
66	Rooted WI	East	5421 LIEN RD	0810-352-8500-7, 0810-352-9000-0, 0810-341-8000-5, 0810-341-9501-7	Low Residential	Parks and Open Space	We have recieved requests for more growing area on the east side of Madison, this parcel represents a significant area of land we believe should be preserved for agriculture.	Yes	Northeast Neighborhoods Development Plan (2009), Far Northeast Area Plan (sequence: 11)	Staff does not recommend this amendment. This would be a significant change for nearly 100 acres of land that is planned for residential development. In 2022, the City applied and was granted approval by the Capital Area Regional Planning Commission (CARPC) to add the property to the Central Urban Service Area (CUSA). The City's application determined City services can be cost-effectively provided to the property. Would be more appropriate to consider as part of the Far Northeast Area Plan process.

#	Applicant	General Property Location Description	Property Address(es)	Parcel Number(s)	Current Future Land Use Map Designation	Proposed land use category	Reason for Request Please describe how and why this proposal is consistent with the evaluation criteria.	Mapped?	Sub-area Plans	Staff Response
67	Rooted WI	East		81035385006, 081035390009	Low Residential	Parks and Open Space	We have recieved requests for more growing area on the east side of Madison, this parcel represents a significant area of land we believe should be preserved for agriculture.	Yes	Northeast Neighborhoods Development Plan (2009), Far Northeast Area Plan (sequence: 11)	Staff does not recommend this amendment. This request was not submitted by the property owner. This would be a significant change for 37 acres of land that is planned for development. In 2022, the City applied and was granted approval by the Capital Area Regional Planning Commission (CARPC) to add the property to the Central Urban Service Area (CUSA). The City's application determined City services can be cost-effectively provided to the property. Development is under construction on the abutting the property, with City streets and utilities stubbed to the edge of the property. Would be more appropriate to consider as part of the Far Northeast Area Plan process.
68	Rooted WI	East	5865 COMMERCIAL AVE	0710-021-0101-3	Employment	Parks and Open Space	We have recieved requests for more growing area on the east side of Madison, this parcel represents a significant area of land we believe should be preserved for agriculture.	Yes	Northeast Neighborhoods Development Plan (2009), Far Northeast Area Plan (sequence: 11)	Staff does not recommend this amendment. This area is planned for employment uses which would complement the existing and planned residential development in this part of the city. City sanitary and water mains are located along the frontage of this property. Would be more appropriate to consider as part of the Far Northeast Area Plan process.
69	Rooted WI	East	5800 MILWAUKEE ST	0710-022-0098-0	Low Residential	Parks and Open Space	We have recieved requests for more growing area on the east side of Madison, this parcel represents a significant area of land we believe should be preserved for agriculture.	Yes	Sprecher Neighborhood Development Plan (adopted 1998, amended 1999, 2001, 2005, 2012), Far Southeast Area Plan (sequence: 12)	Staff does not recommend this amendment. This property is planned for residential, in a part of the city where planned residential areas are nearing build-out. The site is also located on Metro Transit's route D1. Would be more appropriate to consider as part of the Far Northeast Area Plan process.
70	(organization not listed or submitted by individual)	Areas of named city parks, that are used as city parks, that are under one acre	Dispersed throughout the city	Dispersed throughout the city	Low Residential, Low-Medium Residential	Parks and Open Space	Although not consistent with Evaluation Criteria #5, the one acre and two acre size criterion used on the GFLU Map are numerical cut-offs that are unrelated to actual land uses. A good example is Hiawatha Circle Park. Given the ability to zoom-in to specific individual parcels on the GFLU, these land area criterion are resulting in Residential land use designations for long-standing park land, that are giving the clear impression that such areas may be available for redevelopment in residential uses. With the ability to both map, and view, individual parcels on the GFLU, please consider an exception to the one-acre and two-acre generalized land use mapping criterion, and map such park areas in the Parks and Open Space land use category, their actual current and planned future land use. Thank you.	No	N/A	Staff does not recommend this amendment. The GFLU Map is less detailed and parks are appropriate in any land use category. The description for the Parks and Open Space category already describes that parks less than one acre may be be shown as an adjoining land use. With the transition to Area Plans, the City may consider mapping parks of less than 1 acre. The Generalized Future Land Use Map would therefore become less generalized over time.
71	(organization not listed or submitted by individual)	High Residential		I think 1?	Low-Medium Residential, High Residential	High Residential	We really need more housing. Making larger buildings (still lower than the Capitol building) would be a great use of space. Especially around the Regent area.	No; lacks specificity	N/A	Staff does not recommend this amendment. This request is not specific enough to consider a change to the GFLU Map.
72	(organization not listed or submitted by individual)	Downtown through East Town Mall		na	Low Residential	Low-Medium Residential	Allow for slightly more density in sfh areas - we need more housing and more climate friendly (i.e. walkable, less suburban) land use and this seems like the best place to do that.	No; not enough detail	N/A	Staff does not recommend this amendment. This request is not specific enough to consider a change to the GFLU Map.
73	(organization not listed or submitted by individual)	Note #4		many parcels	Low-Medium Residential	Low-Medium Residential	The current note #4 says "any limited redevelopment." The staff proposal would delete "limited." The word "limited" should be added back in. This would allow for the continued recognition that while there will be some redevelopment, the City is not seeking for this LMR areas to have widespread redevelopment.	No - proposed edit to a map note, not land use	N/A	Staff does not recommend this amendment. The word "limited" is not meaningful for consideration of redevelopment proposals.
74	(organization not listed or submitted by individual)	note #4		many parcels	Low-Medium Residential	Low-Medium Residential	The current note #4 says "the "house-like" residential character of this LMR area should be retained..." The staff proposal would substitute "... should generally add to the City's Missing Middle housing stock ..." •The 2018 GFLU note is a condensed version of the 2006 note. The 2006 note made clear the intent that new buildings "be designed to look like single-family, two flat or three flat homes." It is easy to have larger buildings designed to look residential – it is regularly accomplished on former agricultural land. The design element is important, one only need look at the 1960's buildings in Tenney-Lapham for proof. •The "house-like" residential character defines what the Comp Plan says 18 times – that development should be well-integrated into the character of the surrounding neighborhood. In the note #4 LMR district, that is house-like. Replacing "house-like" with "missing-middle" could result in redevelopment that is not context-sensitive. •Even the FAQ document for this interim update talks of context-sensitive design: "Most people interact with the urban environment based on what buildings look like and how large they are. ... A three-story building in a certain neighborhood could be appropriate because it fits within the context and fabric of the neighborhood regardless if it is 10 dwelling units per acre or 30 dwelling units per acre. The height and form of the development better dictates how it will interact with its surroundings." (emphasis added) •Specifying "missing-middle" adds nothing to the footnote. The LMR in Alder District 6 is probably the most missing-middle district in the City. There are units ranging from 1-10 units (with about 10 buildings having more units). The density is somewhat over 20 units/acre. Compare that to an area being proposed to be changed to LMR, the 3400 and 3500 blocks of Graceland and Ridgeway (north side). Those two blocks have single-family and a few duplexes with a density of 8 dwelling units/acre.	No - proposed edit to a map note, not land use	N/A	Staff does not recommend this amendment. Staff proposed removing the language "the "house-like" residential character" due to its exclusionary connotation. In Madison and across the country this phrasing and similar language has been used to exclude a more diverse range of housing types and housing options, perpetuating patterns of economic and demographic segregation of historically disadvantaged and vulnerable communities, (see pages 19 and 37 of the American Planning Association's Equity in Zoning Policy Guide https://tinyurl.com/43rf35sz). Note: #76 should be considered with #74.
75	City of Madison Common Council (Alder)	Aberg > Carpenter on north side of E Washington		varied	Low Residential, Low-Medium Residential, Medium Residential, Neighborhood Mixed-Use, Community Mixed-Use, Employment	Neighborhood Planning Area	Add map notes to areas indicated by the Dane County Airport Noise Contour Map that will be at or greater than 65 dBs: Map Note 1: The FAA generally considers all land uses to be compatible with aircraft-related noise exposure in terms of DNL below 65 dB, including residential parcels, hotels, retirement homes, intermediate care facilities, hospitals, nursing homes, schools, preschools, and libraries. Where the community determines that residential or school uses must be allowed to exceed the threshold of significant noise exposure, areas that will be at or greater than 65 dBs, measures to achieve outdoor to indoor Noise Level Reduction (NLR) of at least 25 dB and 30 dB should be incorporated into building codes and be considered in individual approvals. Normal residential construction can be expected to provide a NLR of 20 dB, thus, the reduction requirements are often started as 5, 10, or 15 dB over standard construction and normally assume mechanical ventilation and closed windows year-round. However, the use of NLR criteria will not eliminate outdoor noise problems. This note should be reviewed once the FAA concludes its noise policy review. My comments: The city should create an Airport Noise Impact Zone based on noise ranges (60-65 dB, 65-70 dB, over 70 dB) and identify permitted/nonpermitted land uses and special construction standards to minimize the impact of noise produced by commercial and military airport operations. Map Note 2: Within the 65 dB Dane County noise map areas, the city should not seek to increase residential densities or exceed the existing maximum heights through the conditional use process. My comments: The proposed land use categories between Aberg and Grover vary in height and DUA but they all fall within the 65 dB noise contour map area without any acknowledgement of the potential health impacts of noise from the DNL and the pulse noise impacts from F-35s.	No - proposal is to add a map note, not edit land use	Hawthorne Truax Neighborhood Plan (2023), Greater East Towne Area Plan (2022), Northeast Area Plan (in progress)	Staff does not recommend this amendment; does not meet Criteria 2 (Northeast Area Plan is in progress). Because of the minimum/ maximum building code and state law, the City can't require sound insulation beyond what's already in the building code. In 2021, the (Common Council) President's Work Group on Environmental Justice considered a prohibition on new residential in areas projected to be at or above the 65dB noise contour associated with the airport. The Workgroup determined new residential should be allowed but sound insulation should be encouraged. That policy informed land use changes to allow residential and mixed-use development in the Hawthorne Truax Neighborhood Plan.
76	City of Madison Common Council (Alder)	Map note 1 area in 2023 draft		many	Low-Medium Residential	Low-Medium Residential	Change Map Note 1: Any redevelopment within this LMR area should generally add to the City's Missing Middle housing stock while maintaining the current single-family/ two-flat/three-flat development rhythm. New Map Note 1: The limited redevelopment within this LMR area should be designed to look like single-family/two-flat/three-flat housing,	No - proposed edit to a map note, not land use	N/A	See #74
77	City of Madison Common Council (Alder)	Schenk's Corners		varied	Neighborhood Mixed-Use	Neighborhood Mixed-Use	Delete Map Note 9: The City may consider buildings taller than four stories in this contiguous NMU area for large parking lots/ vacant areas. My recollection is that this map note was added during 2018 to identify the secondary parking lot across the street from the bank located at Atwood and Winnebago as a place for infill development. The site has been redeveloped since 2018. Most of the remaining large parking lots in the Schenk's Corners and Atwood corridor are associated with SI parcels. In the FAQ, there is a staff proposal to create an administrative update "12 c) Add a paragraph to provide guidance for redevelopment of Special Institutional areas into non-institutional uses (page 26)." In addition, the TOD zoning overlay (28.104) which covers Schenk's Corners/Atwood has language that creates the potential to add additional stories via the conditional use process.	No - proposed edit to a map note, not land use	N/A	Staff agrees the map note could be removed. This map note was added during the 2018 Comprehensive Plan update process for the contiguous NMU area when Plan Commission changed the area from CMU (which was recommended by staff) to NMU at the request of neighborhood residents. It was not applied to a specific site. The note doesn't relate to SI. Note: #77 should be considered with #78.
78	Schenk-Atwood-Starkweather-Yahara (SASY) Neighborhood Association	Locations within the SASY Neighborhood, particularly Schenks Corners		n/a	Neighborhood Mixed-Use	Neighborhood Mixed-Use	In 2018, the Schenk-Atwood-Starkweather Yahara (SASY) Neighborhood Association submitted a lengthy analysis and commentary on the 2018 Draft Comprehensive Plan. Many of our suggestions were considered and adopted at that time. As the process for the 2023 Draft Comprehensive Plan Review is now underway, we would again respectfully submit feedback and an amendment. The task is thankfully much simpler this time as not much of the plan for our neighborhood is under review. We agree with the simple recategorizations of Reger Park, Circle Park and Wirth Court Park from LR to P. We also agree with the downsizing recategorizations of the small area on Fair Oaks Avenue from Medium Residential to Low-Medium Residential. The 2023 plan proposes to essentially down-zone these parcels to eventually a low-medium residential use; that is, more in line with the neighboring single-family houses on Fair Oaks and the eventually-to-be built housing across the creek for the Voigt development. There is one amendment we would propose, and that is to remove a note attached to the Schenks Corners area (labeled #9 in the 2023 draft and #12 in the 2018 plan) that reads: The City may consider buildings taller than four stories in this contiguous NMU area for large parking lots/ vacant areas. Past comprehensive plans have predominantly used finite limits when describing land use categories. NMU allows 2-4 stories and a density of <=70. CMU allows 2-6 stories and a density of <=130. But this note is demonstrably vague and offers no assurance to the neighborhood, nor detailed, actionable guidance to any prospective developer. We feel that the same NMU standards that are codified for the rest of the city should apply here as well. For the past three decades, SASY has been notably supportive of new developments in our neighborhood. This capacity, based on strong local knowledge and collaborative participation, has been a successful model in Madison and has resulted in cultivating our unique and vibrant character as pedestrian-friendly and welcoming to small businesses. We thank you for undertaking this review in light of the needs of our growing and changing city, as well as maintaining an open process that values and incorporates public review and feedback.	No - proposed edit to a map note, not land use	N/A	(See #77)

#	Applicant	General Property Location Description	Property Address(es)	Parcel Number(s)	Current Future Land Use Map Designation	Proposed land use category	Reason for Request Please describe how and why this proposal is consistent with the evaluation criteria.	Mapped?	Sub-area Plans	Staff Response
79	City of Madison Common Council (Alder)	Division > Helena > Jenifer St		varied	Neighborhood Mixed-Use	Neighborhood Mixed-Use	Add new 2023 Map Note based on the 2006 Map Note: Division > Helena > Jenifer Map Note: This is currently the site of a long-established ice cream production facility located within a predominantly residential neighborhood. If this site is redeveloped at some future time, a mix of residential development and neighborhood -serving commercial or employment uses is recommended rather than redevelopment with a new industrial use. The existing grocery adjacent to the ice cream plant is a significant amenity to the surrounding residential area, and a neighborhood grocery should be retained as part of any future redevelopment. Buildings should be generally compatible in scale with existing residential and commercial buildings in the area.	No - proposal is add a map note, not edit land use	N/A	Staff does not recommend this amendment. This note was removed because NMU covers the desire for "a mix of residential development and neighborhood-serving commercial or employment uses." The City cannot control whether the grocery is maintained as a use.
80	City of Madison Common Council (Alder)	Residential parcels along both sides of Milwaukee Street between Milo Lane and Walker Drive, plus the parcels in the block bound by Milwaukee Street, Walker Drive, Louis Lane, and Meadowlark Drive.		many (see list in reason for request column)	Low Residential	Low-Medium Residential	Land uses for the parcels north of Milwaukee Street are covered by the 2006 Hiestand Neighborhood Plan, which is 17 years old (twelve years older than the 2018 Comprehensive Plan) and due for an update. Parcels south of Milwaukee Street are not included in a neighborhood plan. None of these parcels are in the ongoing West or Northeast Area Plan locations. Slight increases in the density of residential land uses here are consistent with the 2018 Comprehensive Plan's goals for more housing via urban infill development to increase density, and to complement the neighboring Neighborhood Mixed Use parcels that will hopefully evolve into more of a neighborhood center with transit service, bringing more amenities and services to these areas of the Hiestand and Rolling Meadows neighborhoods. This area of residential parcels already includes some slightly more intensive zoning districts (SR-C3) than the surrounding neighborhoods (SR-C1), so a GFLU change from LR to LMR is consistent with that neighborhood center pattern of development. Parcels: 071003202050, 071003202042, 071003202034, 071003202026, 071003202018, 071003202167, 071003202159, 071003206200, 071003206135, 071003206127, 071003206119, 071003302040, 071003302032, 071003302024, 071003302016, 071003302090, 071003302082, 071003302074, 071003302066, 071003302058 , 071003303329, 071003303337, 071003303345, 071003303014, 071003303030, 071003303048, 071003303056, 071003303064, 071003303072, 071003303080, 071003304187, 071003304195, 071003304161	Yes	Hiestand Neighborhood Plan (2006), Southeast Area Plan (starting 2024)	Staff does not recommend this amendment. More appropriate to consider through Southeast Area Plan process (starting 2024).
81	The Cascade Group LLC	Monona Drive and Tompkins	5692 Monona Drive	2 parcels	Low Density Residential	General Commercial	The parcel is surrounded on 3 sides by commercial uses in the City of Monona as such a GFLU category compatible with TSS or CCT zoning would aid its redevelopment potential. This request meets evaluation criteria 1-4 and while the area is not 2 acres+ it would be when viewed in context of Monona's 2016 Comprehensive Plan. This and similar parcels need to be viewed from a perspective that looks beyond municipal boundaries.	Yes	Southeast Area Plan (starting 2024)	Staff does not recommend this change at this time, but it would be appropriate to consider a change to GC, or a different land use category, during the Southeast Area Plan process (starting 2024).

Attachments submitted with select GFLU Map amendment applications

Downtown Madison, Inc.: applications 16-41

Aro Eberle Architects: application 42

Marquette Neighborhood Association: application 48

Northshore Rentals LLC, Axley Brynelson LLP: application 56

Downtown Madison, Inc. (DMI) is recommending the City of Madison amend the Generalized Future Land Use (GFLU) map to the City of Madison's Comprehensive Plan for several blocks in and around the Regent Street area. DMI proposes various land use designations depending on the location with a various increased maximum height per stories for the given block. The amendments is consistent with the evaluation criteria and better support the continuing growing and changing needs of the area and the city.

The proposed amendments meet the Interim Updates evaluation criteria for following reasons:

1. The Regent Street area is outside of an area with a neighborhood, neighborhood development, or area plan adopted after the 2018 Comprehensive Plan. The Regent Street – South Campus Neighborhood Plan was adopted in 2008.
2. The area is outside of an area with an in-process plan. There is no current plan in process for the Regent Street area.
3. The amendment is consistent with the 2018 Comprehensive Plan's Goals, Strategies, and Actions in several areas including housing, land use, transportation, growing an equitable economy, and creating cultural vibrancy and character. The proposed amendment, as discussed below, will create significantly more opportunities for the City of Madison to meet the goals of our Comprehensive Plan.
4. The proposed amendment fits very well with the current predominant uses in the area, housing, and commercial space. The amendment will create even more opportunities for additional housing and commercial activities. The amendment also clearly connects well with the current strong development pattern in the Regent Street area. Currently, over 600 apartment units are in construction across 3 projects, another 105 units are being planned across 2 projects, and over 800 additional units are being proposed as part of the redevelopment of Bayview and the CDA properties. Development is very strong in the Regent Street area and will only grow stronger. Allowing for more density will increase the development opportunities in and around downtown/campus.
5. Although each proposed amendment is one city block, less than 2 acres, the entirety of DMI's proposed amendments, running continuously together, make up well around 20 acres.

There are several more reasons, beyond the stated evaluation criteria, why approving the proposed amendments makes sense. First and foremost, our entire area is in a housing affordability crisis. We simply don't have enough units available. To alleviate the crisis, we'll need to enact many measures but one tried and true method is to build more dense housing in and around areas people want to live, campus and downtown. The Regent Street area is ripe for redevelopment, can handle significantly more density, and any development will result in minimum displacement for current residents.

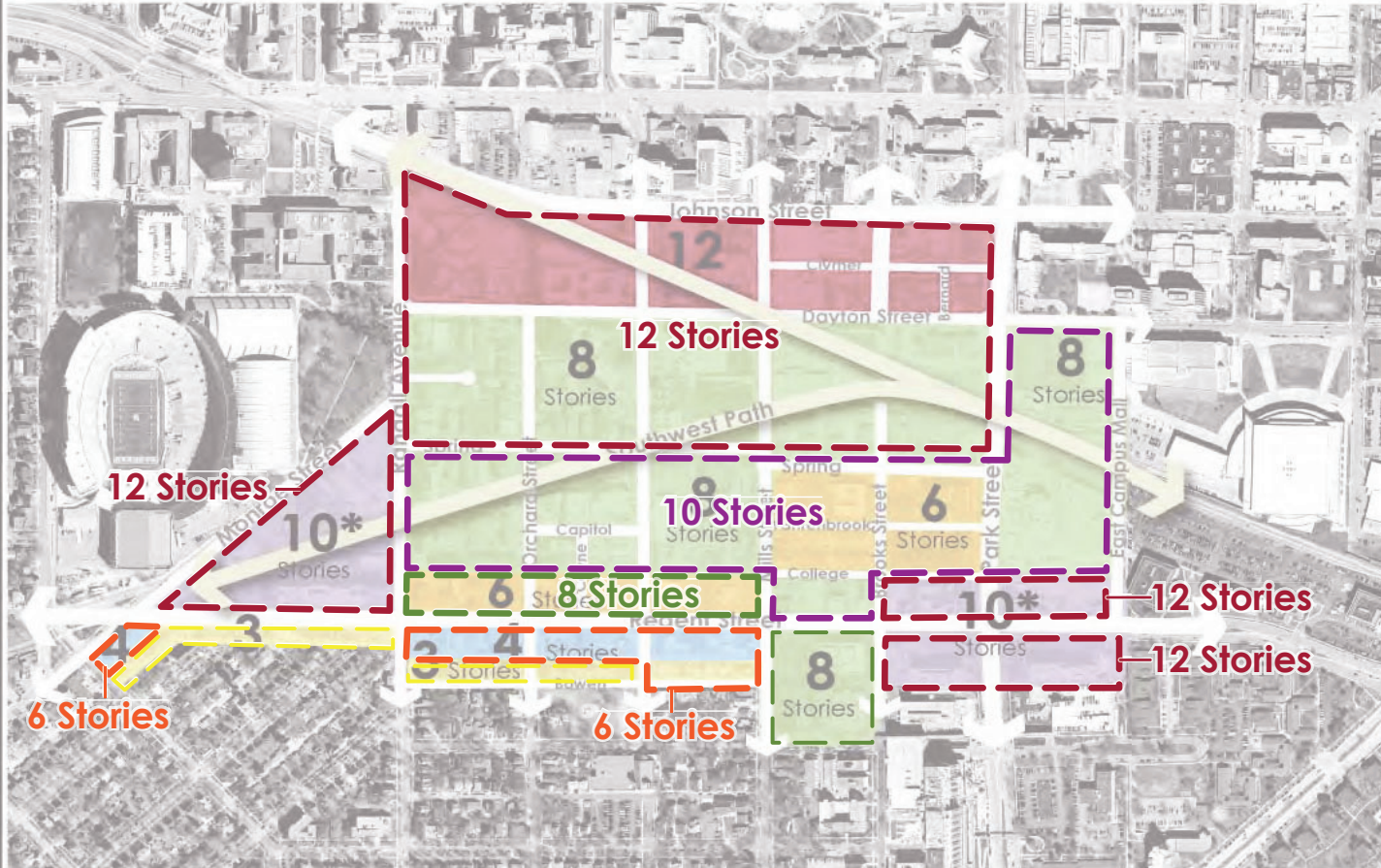
Additionally, the Regent Street area can support more commercial development, creating a network of supportive businesses the neighborhood and city need. The increased commercial space will create a more vibrant and walkable community. The area is also within a quarter mile to two transit overlay districts, Park Street and Johnson Street. Building more housing near transit corridors, like the Regent Street area, is a sound policy which will significantly help create housing affordability.

Other reasons to support our proposed amendments, including the additional height will create a more gradual transition from the large institutional uses on the north and east sides of the parcel. Also, additional density will create more increment for TID 48, allowing the City of Madison to better support

the area through improved infrastructure and other economic development projects. Lastly, the City of Madison should better support the strong development trend currently happening in the area through more additional density. Since the last Comprehensive Plan adoption in 2018, development has sprouted up all along Regent Street area. The City of Madison needs to prepare for future development, as was done in the East Washington corridor. Strong planning along public and private collaboration on East Washington Avenue created a wonderful, vibrant, and economically strong place to live, work and visit. With a strong public and private collaboration already happening in the area, the same can happen in the Regent Street area, creating another Madison area street of which we can all be proud.

Map submitted as part of Downtown Madison Inc's applications

Dashed outlines show the maximum heights that DMI is proposing



Maximum building heights were determined based on a first floor height of 18' and upper floor heights of 14'. Although different floor heights are permissible, buildings may not exceed the indicated maximum number of stories or height in feet (whichever is less) indicated on this map.

The 10-story maximum height areas shown on this map at the Park St./ Regent St. intersection and in the triangle formed by Regent Street, Monroe Street, and Randall Avenue include two 'bonus' stories above the maximum height of 8 stories for environmentally-friendly development. See plan document for further details on requirements for bonus stories.

Recommended Building Heights August 3, 2023



Base graphic is Map 4.4
Maximum Building Heights
from Regent Street - South
Campus Neighborhood Plan
Adopted July 1, 2008



Letter submitted as part of application 42

Plan Commission
City of Madison
C/O City of Madison Dept of Planning & Community & Economic Development
215 Martin Luther King Jr. Blvd
Madison, WI 53713

Dear Plan Commission members,

The following property owners in the area of Regent Street and Mills Street are seeking a Generalized Future Land Use (GFLU) map amendment to the Comprehensive Plan. The block currently shows Neighborhood Mixed Use (NMU) along Regent Street and Low-Medium Residential on the Bowen Court side (LMR). The following amendments are requested:

The block bounded by Regent, Mills, Charter and Bowen Court:

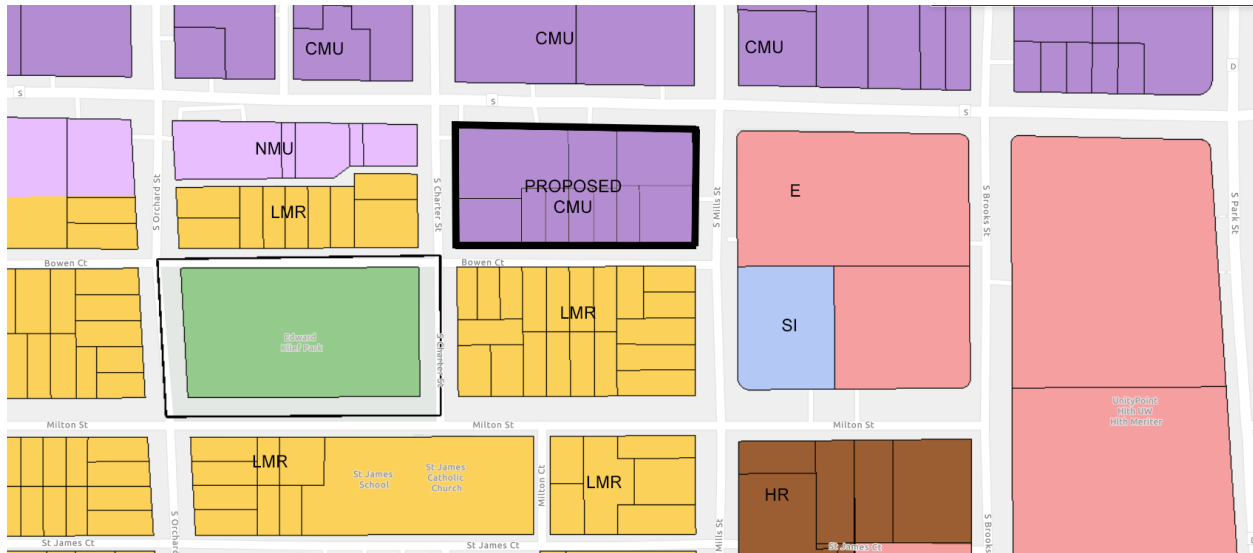
- a. Neighborhood Mixed Use (NMU) portion amended to Community Mixed Use (CMU)
- b. Low-Medium Residential (LMR) portion to Community Mixed Use (CMU)

Supporting this request is the recent adoption of the Transit overlay district within ¼ mile of Park Street, the lack of development in this particular area of Regent Street due to the economics of real estate, land and development costs, and the City of Madison's long-term need to provide more opportunities for the creation of housing and other supportive commercial development. Additionally, properties immediately to the north and east of the subject blocks are currently shown to be CMU and Employment (E) with much higher allowable heights. This amendment would support gradual height transitions to the residential neighborhood to the south and west.

With regard to GFLU Amendment Criteria, see below:

1. The neighborhood plan was adopted prior to the 2018 Comp Plan, and conditions have changed substantially in the interim since the neighborhood plan was adopted. The current plan hampers redevelopment of the Regent Street corridor, particularly on the south side of the block, with low buildable heights. In light of underlying real estate values, developments at the lower heights are far less economically feasible without substantial subsidy.
2. The subject block is not in an area with an in-process plan.
3. The proposed amendment is consistent with the goals, strategies and actions of the 2018 Comp Plan with regard to land use/transportation, housing, growing equitable economy, creating cultural vibrancy and character, and supporting parks with successful development and the fees it generates. The opportunities and potential are much greater with approval of this amendment.
4. The proposed amendment fits well within the context of the predominant desired uses of the surrounding area, with potential for more housing and commercial activity. Regent Street is unquestionably a commercial block at a crucial boundary between campus and neighborhoods. Allowing additional height in this corridor will spur improvements that the Comp Plan and neighbors north and south desire.

5. The block is 1.59 acres in area. We support other applications that seek changes on Regent Street which, if included, would well exceed the 2 acre area minimum.



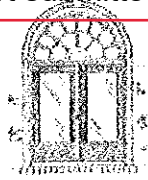
The owners of subject properties in the area of Regent and Mills Street, urge the Plan Commission to adopt this amendment in order to help facilitate near-term, and long-term redevelopment opportunities in this vital corridor. See the attached letters of support for the proposed amendment.

Thank you for consideration of this amendment,

Matt Aro
Aro Eberle Architects

On behalf of: New World Investments LLC (Hong Kong Café), Tallard Apartments LLC, Choles Floral Company, 4 Lakes Properties, WJB Badger 1 LLC c/o Madison Property Management and other supporting neighbors.

Seven letters of support submitted as part of application 42



Neighborhood House Community Center
29 S. Mills St. | Madison WI 53715
neighborhoodhousemadison.org
Madison's first and oldest community center
Est. 1916

Laura Gundlach, Executive Director
Neighborhood House Community Center
29 S. Mills St.
Madison WI 53175

July 27, 2023

I am writing to express the wholehearted support of Neighborhood House Community Center for the zoning change of 2 S. Mills Street from its existing designation of Neighborhood Mixed Use to Community Mixed Use.

The owners of the property and proprietors of Hong Kong Cafe have been enduring friends and partners of Neighborhood House, which is located just half a block away from the restaurant. Phil, Terry, and their siblings are valued members of our community and they have consistently demonstrated a strong commitment to fostering positive relationships and contributing to the growth and well-being of our neighborhood.

Their collaboration and partnership have been integral to the well-being of our center. Hong Kong Cafe has donated to fundraisers, events, and youth programs; performs regular landscaping at the center; and provided food for our food pantry. Additionally, Phil has assisted us with all of our maintenance needs since the sudden death of our longtime facilities engineer over a year ago. I cannot say enough good things about the support they have provided at no cost for our center.

In addition to their support of Neighborhood House, they are long standing champions of other local businesses on Regent Street and neighborhood residents.

We support the change to Community Mixed Use zoning and whatever future projects may come out of it. The change to higher height restrictions will allow for the potential of developing more much-needed housing in our neighborhood.

In conclusion, I wholeheartedly endorse Hong Kong Cafe's application for a zoning change. Their establishment has proven time and again to be a vital and caring presence in our community, and I am confident that with this change, they will continue to create a positive impact for years to come.

Sincerely,

Laura Gundlach
Executive Director, Neighborhood House Community Center

July 25, 2023

Plan Commission
City of Madison
C/O City of Madison Dept of Planning & Community & Economic Development
215 Martin Luther King Jr. Blvd
Madison, WI 53713

Dear Plan Commission Members,

As owner of 1111 Regent St, we support the amendment requesting:

1. The block bounded by Regent, Mills, Charter and Bowen Court:
 - a. Neighborhood Mixed Use (NMU) portion amended to Community Mixed Use (CMU)
 - b. Low-Medium Residential (LMR) portion to Community Mixed Use (CMU)

We agree that the requested changes are in line with much higher allowable heights of the surrounding blocks. This amendment would support gradual height transitions to the residential neighborhood to the south and west. As the owner of several properties in the Regent Street corridor, we see this as a smart growth plan.

Kindest Regards,



Steve Rognsvoog
Director of Operations
4 Lakes Properties
Managing Agent/Owner Hamilton Butler, LLC
steve@4lakesproperties.com

TALLARD APARTMENTS LLC

July 24, 2023

To whom it may concern:

Re: Regent Street Neighborhood Master Plan, Building Height

Jeff Tallard, Ed Tallard, & I, the owners of Tallard Apartments LLC, are in support of the potential to raise the maximum number of building stories in the area surrounded by Regent Street – South Mills Street – Milton Street – South Charter Street to six stories from the current plan of three/four stories. We support changing the district from NMU to CMU designation. We are owners of several properties inside that border. Currently, we have no plan to potentially develop. But, by raising the building height to six stories may entice someone to do so. A project would be more economically viable with more stories.

Any new construction in this area would be a positive for this section of the Regent Street corridor. It would create economic development as well as enhance curb appeal from the older homes and commercial properties. It is a vibrant area of Madison, but is kind of an eyesore with no real continuity between properties.

Sincerely,



Peter Lemberger
Co-Owner/Broker
Tallard Apartments LLC

Current height restrictions on Regent Street

From: Jim Stopple (jim@madisonproperty.com)

To: terryleung1668@yahoo.com

Date: Tuesday, July 11, 2023 at 11:17 AM CDT

Terry, thank you for visiting with me today about your goals and aspirations for your property at the corner of South Mills and Regent Street and the entire Regent Street community. Development is going on throughout Madison. We are seeing developments heights as high as 14 stories, yet Regent Street is confined to four- to six-story buildings.

The Hong Kong Café block is ideal for development. It sits just a few blocks from Meriter Hospital and the University of Wisconsin. As a Regent Street owner, I would encourage the City of Madison Zoning Department to re-evaluate the Regent Street Neighborhood Master Plan and increase height to 8 to 12 stories.

Please let me know if there's anything I can do to assist.

Thank you.

James Stopple, CPM
Madison Property Management, Inc.
1202 Regent St.
Madison, WI 53715
Desk 608-268-4912
Cell 608-516-8272
Office 608-251-8777
jim@madisonproperty.com
www.madisonproperty.com

To whom it may concern,

I Tina. Choles owner of Choles floral company located at 1135 Regent St.

I want to take this opportunity to show our support to Hong Kong Café in pursuing a change for our block to "Community Mixed Use"

Choles Floral Company

1135 Regent St Madison WI 53715

608-256-7727

A handwritten signature in black ink that reads "Tina. Choles". The signature is written in a cursive style with a long, sweeping underline that extends to the right.

July 25, 2023

To whom it may concern,

Greetings,

Trinity United Methodist Church supports the Hong Kong Cafe's request to change the designation for the 1100 block of Regent Street to "Community Mixed Use".

Thank you for your consideration.

David Jahr
Treasurer
Trinity United Methodist Church
1123 Vilas Ave.
Madison, WI. 53715

July 27, 2023

RE: Hong Kong Café, Rezoning at Higher Density than previous Neighborhood Plan

To Whom it may concern,

As a past participant in the Regent Street Master Plan and as a (long ago) former Common Council member, I am in support of higher density than the old plan recommended in approximately 2006. I support 6-8 stories at both the Neighborhood House and HK Café site. I do think affordability and net zero emissions could be threaded into quality projects at these sites and that it is equitable to allow similar densities as the Davis Duehr/Dean, MacDonalds and other neighborhood sites. There have been drastically changing dynamics that inform our current situation. What has not changed is the commitment to a strong neighborhood that both the small business of the Hong Kong Café and Neighborhood House has always shown in their work and collaboration to address neighborhood problems and concerns. What is also unique is the relative lack of homeowners in proximity to these facilities.

Although I am very familiar with nearest neighborhood homeowner and know her support for both of these neighborhood institutions.

I do think additional density comes with additional responsibilities. Those trade offs are in responsive property management and maintenance with a plan to address problems as they are arising, affordability in at least some of the additional allowed square footage, and an environment design for an increasingly ravaged planet.

I hope you will makes changes and recommendations with these elements in mind.

Sincerely,

Andy Heidt
608-622-5585;

CC: Terry Leung, Hong Kong Café
Tag Evers, District 13 Common Council (can you please share this with Madison's oldest community center?)

Subject: Support for Hong Kong Cafe's Future Land Use Map Amendment Request

Dear City Planning Department

I am writing to express my enthusiastic support for Hong Kong Cafe's request to amend the Future Land Use map of the Comprehensive Plan. Specifically, I am in favor of their proposal for a zoning change from the current designation as Neighborhood Mixed Use to Community Mixed Use at 2 South Mills. As a Greenbush resident, Board Chair of Neighborhood House and a fellow small business owner who values positive local development I am eager to voice my endorsement for this initiative.

Hong Kong Cafe has a great track record in the neighborhood, supporting fellow businesses, donating their time and efforts to helping out at Neighborhood House and running safe, and well regarded operations at their restaurant.

I urge the City Planning Department to consider their request favorably, recognizing the positive impact they have on our neighborhood.

Thank you for your time and consideration.

Sincerely,

Samuel Brown

Owner, Leopold's Books Bar Caffè



A Place for All People - Established 1968

PO Box 8474
Madison, WI 53708

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August 6, 2023

Dear Planning Department:

The Marquette Neighborhood Association has a strong interest in maintaining the vibrancy of our neighborhood, promoting an affordable and more diversified housing stock, greening our streets, and ensuring appropriate infill development. We are also cognizant that many areas currently marked Employment are presently manufacturing uses and may not remain so forever. With this in mind, MNA proposes the following changes to the Generalized Future Land Use Map:

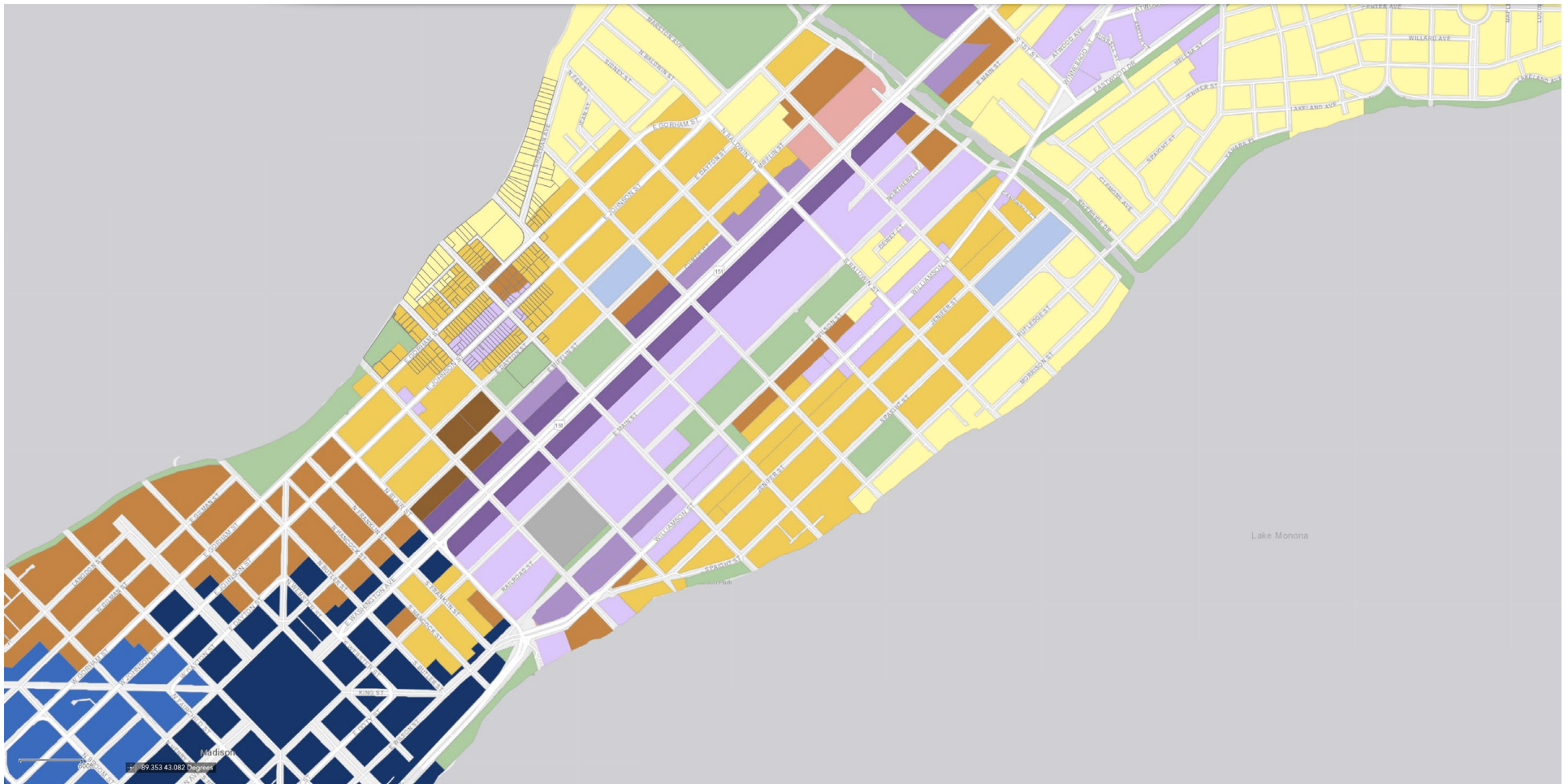
- From Blair Street to the Yahara River, MNA would like to see the half-blocks fronting East Washington Avenue changed to Regional Mixed Use. Please note that we request only the *half of the block fronting East Washington Avenue* be changed to this category, mirroring the other side of the Avenue.
- For all other areas within Marquette Neighborhood boundaries currently labeled Employment and not identified in the first bullet point, MNA would like to see them changed to Neighborhood Mixed Use.

We urge the city to encourage 'missing middle' housing in this area, to include condos and townhomes, and to further encourage affordable housing. We further urge the city to be aware that most of this land is low-lying and that we must be sensitive to stormwater runoff. We hope that many areas currently asphalt can be transformed into a healthy urban tree canopy.

Thank you,
The Marquette Neighborhood Board of Directors

Jen Plants, President

Map submitted as part of application 48



Via Email

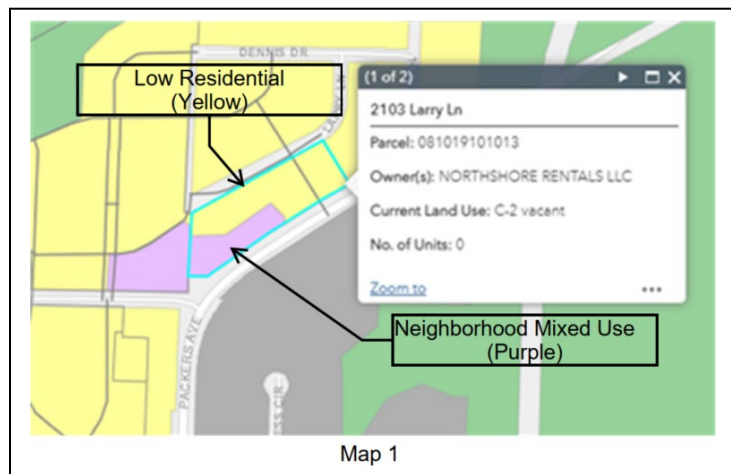
August 10, 2023

Kirstie Laatsch, Urban Planner
City of Madison
Planning Division
Madison, WI 53701
klaatsch@cityofmadison.com

Re: 2023 Comprehensive Plan Interim Update
Our File: 26394.85388

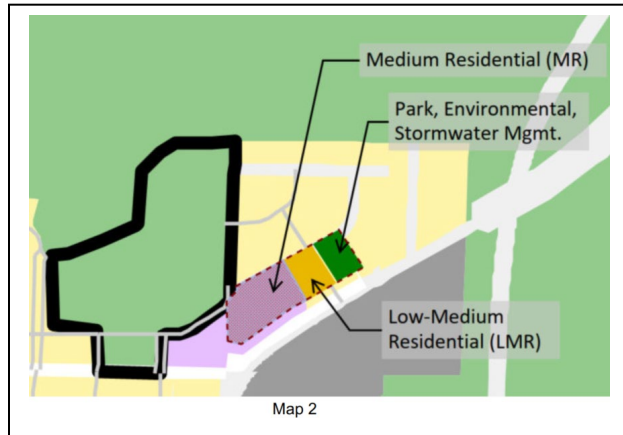
Dear Mx. Laatsch:

Northshore Rentals LLC (“Northshore”) is the owner of 2103 Larry Lane, Madison, Wisconsin (“Northshore’s Property”), located on the north side of the city of Madison (the “City”). See **Map 1**. Northshore requests an amendment to the Generalized Future Land Use (“GFLU”) map for its property to slightly increase the planned number of density units. The increase in density units will allow Northshore to pursue additional housing, possibly workforce housing, on the property.



Northshore’s Property is located at the northeast corner of Wheeler Road and County Highway CV. Under the Cherokee Special Area Plan and the GFLU, the purple portion of Northshore’s Property is planned NMU—the NMU category calls for 2-to-4 stories buildings with 70 or fewer residential units per acre. The yellow portion of Northshore’s Property is currently planned for LR. The LR category plans for a mix of single-family to 3-stories buildings with 30 or few dwelling units per acre.

Northshore requests that the City amend the GFLU to change Northshore’s Property from NMU and LR categories to an expanded area of MR, an area of LMR, and an area of Park,



Environmental, and Stormwater Management. See Map 2. The MR category calls for 2-to-5 stories buildings and 20-90 dwelling units per acre. The possible increase in dwelling units on Northshore's Property will help offset the loss of potential dwelling units on abutting land that the City purchased for green space.

Northshore's Property is located directly east of a 30-acre parcel the city purchased at 2004 Wheeler Road (the "City's Property"), which is now part of the City of Madison Parks Cherokee Marsh North. See Map 3. The City's Property was planned as NMU, LR, and Parks

on the Cherokee Special Area Plan and the GFLU map. By purchasing the 30 acres, the city converted to green space approximately 20-plus acres that potentially could have been a significant number of dwelling units. The City can now offset the loss of those potential dwelling units by increasing the planned dwelling units on Northshore's Property.

The Plan Commission adopted four criteria that will be applied to proposed changes to the GFLU map. The proposed land use changes for Northshore's Property satisfy those criteria.

Criterion 1: The proposed change is outside of an area with a neighborhood, neighborhood development, or area plan adopted after the 2018 Comprehensive Plan.

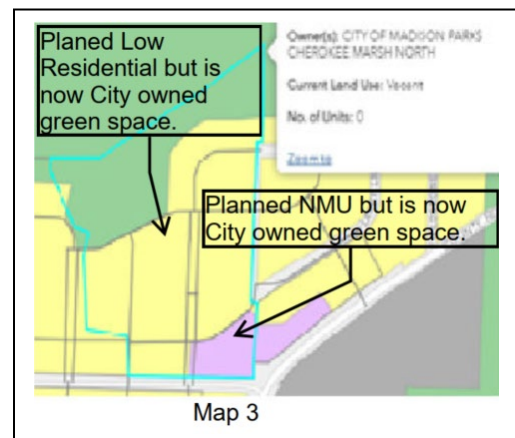
The Property is part of the Cherokee Special Area Plan, which the Common Council adopted on January 16, 2007.

Criterion 2: The proposed change is outside of an area with an in-process plan (Northeast and West Area Plans).

Northshore's Property is outside of the Northeast and West Area Plans.

Criterion 3: The proposed change is consistent with the Comprehensive Plan's Goals, Strategies, and Actions as applied in the context of the amendment area.

Northshore's proposal to add a modest amount of planned density units to its property helps meet the Comprehensive Plan's goal of providing *"a full range of quality and affordable housing opportunities throughout the City."* It will also meet the Comprehensive Plan's strategy of *"[increasing] the amount of available housing."* This area has not experienced the same



investment in housing and development as seen on the isthmus and other areas. There is not enough new housing stock in the City, which is especially true for this area. Much of the housing stock in this area qualifies as “workforce” or “affordable” housing because the rental amounts are significantly lower than those commanded downtown. Many of the new units that are built in this area may meet the definition of “workforce housing.” This is an opportunity to increase the potential for more housing units in this area, thereby expanding the overall housing supply in the city. This increase in supply will help address housing shortages and create more options for potential residents.

Northshore’s proposed mix of housing densities will promote a mix of housing types, such as potentially apartments, townhomes, and missing middle buildings, which can be more affordable than single-family homes. By providing a diverse range of housing options, including smaller and more compact units, the City can cater to various income levels, thus promoting greater housing affordability. This will help meet the City’s strategy of providing *“a wider mix of housing types, sizes, and costs throughout the City.”*

Criterion 4: The proposed change is a better fit with the predominant uses and development pattern in the surrounding area.

The proposed change is necessitated by the reality that a significant portion of the land in this area originally planned for residential housing will not be developed. When the City purchased the 30 acres west of Northshore’s Property, it reduced the available land for housing in this area. The City converted approximately 20 acres planned for residential use to greenspace. In doing so, the City reduced the potential dwelling units in this area by as many as 200 units. By increasing the density on Northshore’s Property, the City will offset that loss. The increase in City greenspace coupled with the density shift to the Northshore Property results in a more efficient and better land use plan. This proposal better reflects what is occurring in this area, better fits the predominant uses and development area, and will provide more needed housing.

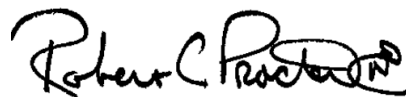
Criterion 5: The area subject to the proposed change is generally larger than 2 acres and meets other criteria.

The Property is four acres and meets the other criteria.

We look forward to working with the City on this proposed change to the GFLU map.

Sincerely,

AXLEY BRYNELSON, LLP



Robert C. Procter

Cc: Jaren Verser

Greg Held