

January 25, 2010

Dear Plan Commission and Planning and Development Department,

As some of you know, Capitol Neighborhoods Inc (CNI) formed an ad-hoc committee in the Fall of 2007 to address the Downtown Plan being developed by the city of Madison.

Taking the charge seriously from the beginning, our group met several times over the last two and a half years, and had members present at all of the Planning Department's public meetings. The group and its members also met with Bill Fruhling on various occasions, and Bill and Archie were even kind enough to host one of our meetings at the Downtown Plan Public Office on W. Mifflin St.

In the Fall of 2008, CNI submitted two documents to Planning and Development via Bill Fruhling. The first submission was the group's recommendations addressing the Seven Issue Areas defined in the Downtown Advisory Report (Schreiber/Anderson, Howick, 2004). The second submission addressed the City of Madison Comprehensive Plan (January 2006).

The pages to follow are a reproduction of the second submission.

The Comprehensive Plan, Volume II – “The Plan: Goals, Objectives, Policies, & Implementation Recommendations” has many chapters. Our group, with its limited resources as a volunteer organization, focused on what we thought to be the most relevant to downtown residents, that is Chapter 2: Land Use.

On pages 2-105 – 2-116, the Comprehensives Plan recommends preparation of a special area plan (a.k.a. The Downtown Plan), and lays out some broad parameters of Land Use organized by 10 defined downtown sub-districts.

The CNI Downtown Plan Committee's recommendations, as endorsed by the CNI Executive Council, are presented below, and have been organized by those 10 sub-districts. We first listed the Comprehensive Plan's recommendations for the sub-districts, commenting in certain places, and then stated our recommendations for changes or additions to Land Use and Boundaries in that sub-district.

As the Downtown Plan Process is now taking a revitalized step forward on the city level, we wanted to re-present our recommendations to the Planning Department, and also include the Plan Commission. We hope that you find our recommendations helpful as you address the Planning Department's proposal, and we pledge to remain vigil as a neighborhood organization representing downtown residents as the process moves forward in 2010.

*All the best,
Capitol Neighborhoods, Inc Downtown Plan Ad Hoc Committee*

*Melissa Berger, chair
Jonathan Cooper
Ledell Zellers*

*Fred Mohs
Davy Mayer
Peter Ostlind*

Downtown Mixed-Use Sub-Districts [From the 2006 City of Madison Comprehensive Plan]

Downtown Core (a)

This sub-district includes the State Capitol, the Capitol Concourse, government buildings, and a wide variety of cultural, institutional, retail, dining, entertainment, lodging, employment, office, service, open space, high-density residential, and parking structure uses. The Downtown Core is the most intensively developed Downtown sub-district, with a predominance of multiple story, mixed-use buildings. The Downtown Core includes high-quality urban building designs and urban design amenities that foster pedestrian and transit activity and create an attractive, vibrant, unique destination.

Recommended Land Uses

- *Government and institutional uses.*
- *Community, convention and cultural centers.*
- *Retail, service, entertainment and dining.*
- *Offices.*
- *Mixed-use buildings with first story retail/dining/entertainment/service/office and upper story residential uses.*
- *Commercial lodging.*
- *Structured parking.*
- *High density residential (greater than 60 dwelling units per net acre) with specific densities defined in City-adopted detailed neighborhood plans or special area plans. Density may also be established indirectly by design standards.*
- *Public and private open space.*

Building Height

- *Two stories minimum.*
- *Capitol view maximum height limit at the Capitol Square, with a maximum height step down away from the Square to reflect the underlying topography of the central Isthmus.*

Design Standards

- *All development in this sub-district shall be consistent with City-adopted building, urban design and site design standards.*
- *Historic preservation standards for historic buildings and sites within the sub-district.*

Capitol Neighborhoods, Inc. recommended additions/changes to the 2006 City of Madison Comprehensive Plan:

- Protect and enhance street end lake views and lake access for general populace. Madison's site between two lakes is a unique distinction which should be maximized to enhance the experience of tourists and residents alike. The lake views from the capitol building down Wisconsin Ave, N. Hamilton, and S. Hamilton St should be particularly protected, and so should all street end lake views. Also, the small public parks at many street ends have potential to further enhance neighborhood life through improved public access and lake sight lines.

- Special consideration should be given to neighborhood consultation when no Neighborhood Plan exists. Given that all planning and zoning under consideration refers to neighborhood plans, with good reason, it is important that the city make developing such plans easier for neighborhoods and that it have policies written into the code that address the needs met by such plans for neighborhoods where plans do not exist. For example, soliciting feedback from neighbors as well as existing neighborhood associations and honoring that feedback as one would honor a neighborhood plan, might be part of the requirement. Fleshing out what else might be required is in order.

- The Brayton Lot and the Webster side of block 101 contain promising redevelopment potential (while protecting historically designated buildings on Pinckney Street). There are many desirable (re)development sites in downtown Madison, and those sites should be prioritized by the city and developers as they possess an opportunity to add value to the neighborhoods. These are two such areas, currently both containing surface parking lots—an undesirable use in a vibrant downtown environment.

-BOUNDARY CHANGES: Remove certain residential blocks from this district, including part or all of blocks 70, 109, 112, and 114, because these blocks are more similar to various residential districts than the Downtown Core Mixed-Use district. See First Settlement, Broom, and Mifflin-Bassett district comments for logic behind the specific shifting of each block.

Downtown Mixed-Use Sub-Districts [From the 2006 City of Madison Comprehensive Plan]

State Street (b)

The State Street sub-district consists of State Street and limited segments of intersecting and adjacent streets. It is predominantly a cultural, entertainment, and shopping mixed-use district, and includes the Overture Center, Main Branch Public Library and the concentration of retail, entertainment, and drinking and dining establishments along State Street and extending up the cross streets. Residential uses are encouraged above ground-floor retail. Design standards seek to maintain the retail continuity of the State Street frontage and preserve the mid-rise character.

Recommended Land Uses

- *Mixed-use buildings with a combination of retail, dining, entertainment, office, or service uses on the ground floor and residential uses on upper floors.*
- *Government and institutional uses.*
- *Cultural and arts facilities and activities.*
- *Education facilities.*
- *Dining and entertainment.*
- *Multi-unit residential buildings.*
- *Commercial Lodging.*
- *Structured parking, but not on the State Street frontage.*
- *Public and private open space.*

Building Height

- *Upper State Street: 2 story minimum, 4 story maximum at the street; 6 stories maximum if the building is stepped-back.*

Capitol Neighborhoods, Inc. recommended additions/changes to the 2006 City of Madison Comprehensive Plan:

- Local and National Historic Landmark Districting is highly recommended. *This unique street is in many ways the vibrant heart of the downtown connecting the university and Capitol. Its historic character and unique architecture are what makes this area special. Working with stakeholders, this should be a high priority for clearly communicating its special status through designation as an historic district.*

- Redevelopment of the Veteran's Museum, Historical Museum, and 100 block of E. Mifflin are encouraged, while the historic character of the current facades should be protected and maintained. *The Downtown Historic Preservation Plan highlighted the block to the south of the Historical Museum on the square as needing special review because of its "significant collection of older buildings with a scale and urban texture that add greatly to the pedestrian and aesthetic interest of the downtown area." Any development of the Historical Museum should be done within a context of the historic nature of this block and the E. Mifflin Street block.*

- Historic character and block continuity should be protected around capitol square. *There are few historic buildings remaining around the square. Those that do remain contribute to the ambiance and pedestrian and aesthetic interest and should be retained. Any development should be of the highest quality and should emphasize a welcoming pedestrian atmosphere.*

Downtown Mixed-Use Sub-Districts [From the 2006 City of Madison Comprehensive Plan]

Findorff Yards (e)

This sub-district is focused on Findorff properties and adjacent lands. This area includes new construction such as the Findorff corporate headquarters building and adaptive reuse of the historic tobacco warehouses into residential uses.

Recommended Land Uses

- *Mixed-use buildings with retail, service, dining, entertainment, offices, and/or residential.*
- *Office/Service.*
- *Neighborhood commercial.*
- *Multi-unit residential buildings (41 to 60 dwelling units per net acre or less), with density ranges and dwelling unit types defined in adopted neighborhood or special area plans.*
- *Public and private open space.*
- *Historic preservation/rehabilitation*

Building Height

- *Two-story minimum, 4 story maximum.*

Capitol Neighborhoods, Inc. recommended additions/changes to the 2006 City of Madison Comprehensive Plan:

(None.)

Downtown Mixed-Use Sub-Districts [From the 2006 City of Madison Comprehensive Plan]
City Station (f)

The City Station sub-district includes a mix of office, retail and residential uses. This sub-district abuts the University of Wisconsin-Madison campus. Planning for redevelopment in these areas will require careful coordination between the City and the University.

Recommended Land Uses

- *Offices.*
- *Mixed-use buildings with retail, service, dining, entertainment, offices, and/or residential.*
- *Commercial (C-3 zoning).*
- *Industrial (M-1 zoning)*
- *Residential medium density (16 to 40 dwelling units per net acre or less), with densities defined in adopted neighborhood or special area plans.*
- *Public and private open space.*

Building Height

- *Two-story minimum, 5 stories maximum.*

Capitol Neighborhoods, Inc. recommended additions/changes to the 2006 City of Madison Comprehensive Plan:

- Efforts should be made to keep bus station in its current position, but if the site must be redeveloped without it, relocating the bus station somewhere within the downtown borders is critical. Given the critical role mass transit plays in lives today and that a larger proportion of people without cars lives downtown, keeping the intercity bus terminal downtown is very important. If the current site is to be redeveloped, our first hope would be to include a facility that meets current needs. If the terminal is to be moved, keeping it downtown is very important and incorporating it into a project that includes retail and restaurants would serve the city well.

- Replace "Medium Density Residential" with "High Density Residential." This urban, industrial setting is an appropriate place for higher density buildings. Some high density housing already exists at the end of W. Mifflin Street.

- Recommended sensitivity to Mifflin-Bassett residential district across the street. Uses should not detract from publically recognized standards for quality of life for residential neighbors. Quality of life issues like noise, pollution, and safety often come into play along the borders between residential and commercial/mixed-use areas. By addressing these potential concerns in the development stage, before they become problems, the neighborhood will minimize conflict and costly conflict resolution.

Downtown Residential Sub-Districts [From the 2006 City of Madison Comprehensive Plan]

Broom Street (c)

This sub-district is experiencing significant new development including Metropolitan Place, Block 51 and Nolen Shore. New infill/ redevelopment in this sub-district is predominantly tall, Mixed-use buildings with mostly residential uses and some office and retail uses. The scale of development in this sub-district is more intensive than development in the Mifflin-Bassett sub-district to the west, where smaller scale residential/mixed-use buildings are being constructed.

Recommended Land Uses

- *Mixed-use high-rise and mid-rise buildings with first floor retail, service, dining, entertainment, or offices, and upper floor residential use.*
- *Multi-unit high-density residential (>60 dwelling units per net acre), specific density ranges and dwelling unit types defined in adopted neighborhood or special area plans.*
- *Structured parking.*
- *Public and private open space.*

Building Height

- *Capitol view maximum in some areas, but varied, area-specific standards that will create more variety within the district and help maintain a more-interesting city skyline may be recommended in adopted neighborhood or special area plans.*

Capitol Neighborhoods, Inc. recommended additions/changes to the 2006 City of Madison Comprehensive Plan:

- Protect and enhance street end lake views and lake access for general populace. Madison's site between two lakes is a unique distinction which should be maximized to enhance the experience of tourists and residents alike. The lake views from the capitol building down Wisconsin Ave, N. Hamilton, and S. Hamilton St should be particularly protected, and so should all street end lake views. Also, the small public parks at many street ends have potential to further enhance neighborhood life through public access and lake sight lines.

- Remove "Entertainment" from recommended land uses. There is currently no Entertainment use in the defined Broom Street district and such use would conflict with the largely residential nature of the district.

- Add "Neighborhood Commercial" as a recommended use. Neighborhood Commercial use in the Broom Street district, particularly along W. Washington Ave., provides pedestrian-oriented shopping and service opportunities for both neighborhood residents and downtown visitors.

- Step-down requirements should be implemented inside the boundaries of this district as it approaches the smaller-scale neighboring sub-districts. While larger scale development is encouraged in this district, it must step down as it approaches the Mifflin-Bassett small-scale residential, and the historic State Street district. This scaling down should take place inside the boundaries of Broom Street Sub-District rather than in the neighborhoods it abuts. Broom Street Lofts at Capitol West is a good example of this.

-BOUNDARY CHANGES: remove blocks 48, 49, and 69 from this district, add them to Mifflin-Bassett residential district. These are all residential blocks adjacent to the existing Mifflin-Bassett blocks, with existing building stock similar to that in the Mifflin-Bassett district. These blocks should be evaluated using the same criteria applied to the Mifflin-Bassett in order to maintain their link to and compatibility with the Mifflin-Bassett district.

Downtown Residential Sub-Districts [From the 2006 City of Madison Comprehensive Plan]

Mifflin-Bassett (d)

This sub-district is developed with predominantly small (2-3 stories) student-oriented dwellings and some larger infill development that is either student or non-student residential or mixed-use buildings. A key issue in this sub-district is redevelopment and whether it is consistent with the predominant scale of buildings in the area.

Recommended Land Uses

- *Mixed-use buildings with first floor retail, service, dining, entertainment, offices, and upper floor residential.*
- *Multi-unit high-density residential (up to 60 or more dwelling units per net acre), with densities and dwelling unit types defined in adopted neighborhood or special area plans.*
- *Neighborhood commercial.*
- *Historic preservation areas and neighborhood conservation areas in strategic locations as defined in City-adopted detailed neighborhood, special area, and other special plans.*
- *Public and private open space.*

Building Height

- *Two to 4 stories.*

Capitol Neighborhoods, Inc. recommended additions/changes to the 2006 City of Madison Comprehensive Plan:

- As opposed to the recommendations of the Downtown Advisory Report, building height limit should be 4 stories with no special exceptions. The Bassett Neighborhood plan clearly states this limit.

- Protect and enhance street end lake views and lake access for general populace. Madison's site between two lakes is a unique distinction which should be maximized to enhance the experience of tourists and residents alike. The lake views from the capitol building down Wisconsin Ave, N. Hamilton, and S. Hamilton St should be particularly protected, and so should all street end lake views. Also, the small public parks at many street ends have potential to further enhance neighborhood life through public access and lake sight lines.

- Multi-unit High-Density Residential is permissible when such density is in character with existing neighborhood structures. While such development is appropriate in certain areas within the Mifflin-Bassett district, density must be considered in conjunction with other aspects of a proposal, particularly massing and height. Because density is a rather imprecise measure (e.g. a massive building with a few large units may have a lower density than a smaller building with many small units), massing and height must be given equal or greater weight in assessing the appropriateness of a proposed development, with the ultimate goal being new development that is compatible in character, size and massing with existing structures in the surrounding area.

- Multi-unit High-Density Residential shall be capped at 120 units per acre. Since building height in this district is defined as 2-4 stories, the types of high density development appropriate in other districts (e.g. Student High Rise District) are not appropriate here. Developments like 4th Ward Lofts, Bedford Court, Tuscan Place, City Place, Wilson Bay, etc are appropriate for the neighborhood scale and are all under 120 units per acre.

- 400 and 500 blocks of W. Washington should be maintained similarly to the rest of Mifflin-Bassett district. The Bassett Neighborhood Master Plan makes note of the special nature of the W. Washington corridor and calls for the preservation and enhancement of the character and scale of the existing residential street frontage on both sides of the 400 and 500 blocks of this approach to the State Capitol.

-BOUNDARY CHANGES: Expand Mifflin-Bassett to the east, to include blocks 48, 49, 69, and the western most parcels of block 70. These are all residential blocks adjacent to the existing Mifflin-Bassett blocks, with existing building stock similar to that in the Mifflin-Bassett district. These blocks should be evaluated using the same criteria applied to the Mifflin-Bassett in order to maintain their link to and compatibility with the Mifflin-Bassett district.

-BOUNDARY CHANGES: Expand Mifflin-Bassett in the northwest corner, to include the block face properties on the 600 block of W. Dayton Street bordered by Bedford & Lake St. These are all residential blocks adjacent to the existing Mifflin-Bassett blocks, with existing building stock similar to that in the Mifflin-Bassett district. These blocks should be evaluated using the same criteria applied to the Mifflin-Bassett in order to maintain their link to and compatibility with the Mifflin-Bassett district.

Downtown Residential Sub-Districts [From the 2006 City of Madison Comprehensive Plan]

Student High-Rise (g)

This sub-district is developing into a high-rise student housing area. Student residential (with some mixed-use) that are much taller than existing buildings in the sub-district are being built. The Student High-Rise sub-district abuts the University of Wisconsin-Madison campus. Development in this area should be consistent with both City and University plans.

Recommended Land Uses

- *Mixed-use high-rise buildings with first floor retail, service, dining, entertainment, offices, and upper floor residential.*
- *Residential high density (greater than 60 dwelling units per net acre) with densities and dwelling unit types defined in City neighborhood or special area plans.*
- *Public and private open space.*

Building Height

- *Maximum of 8 to 10 stories, plus a 2-story bonus.*

Capitol Neighborhoods, Inc. recommended additions/changes to the 2006 City of Madison Comprehensive Plan:

- 2 Story "bonus" for good design should be eliminated; height maximum should remain at 10 stories. The height limits, scale and massing are the defining issues related to height/size limits and having a two story "bonus" does not seem to have actually resulted in outstanding projects. We suggest eliminating the bonus. If the original criteria are good, then the "bonus" moves projects outside the envelope of those criteria. We should not have to rely upon a bonus to ensure good design, sustainability etc; we should require good design from all projects.

- Protect both sides of Dayton with residential scale, besides the 600 block which may be a transition zone of 6 stories. We have already lost much of the historical residential neighborhood feel in Bassett area. Losing more to a transition zone (as currently proposed, a transition zone on Dayton St) would be costly to the neighborhood. The 400 and 500 blocks of W. Dayton still have a charm that will be lost if 6-8 story buildings are permitted. The 600 block is an exception, but due to its proximity to the small-scale Doyle Administration Building that portion of the transition zone should be capped at 6 stories.

- Transition zone to exist on the south blocks (odd numbered addresses) of Johnson Street. In this transition zone, building height shall not exceed 8 stories. We have lost much of the historical residential neighborhood feel in the Bassett area. Losing more to a transition zone (as currently proposed, a transition zone on Dayton St) would be costly to the neighborhood. The 400 and 500 blocks of W. Dayton still have a charm that will be lost if 6-8 story buildings are permitted. There is sufficient space available for new high-rises north of Johnson Street which will allow for significant numbers of student units if needed. Additionally, the Broom Street district allows for high-rise buildings.

Downtown Residential Sub-Districts [From the 2006 City of Madison Comprehensive Plan]
Langdon (h)

This sub-district is developed with student housing including fraternities and sororities. Some nonresidential uses such as the Edgewater Hotel are also located in this sub-district. Historic preservation and neighborhood conservation are issues that need to be addressed as properties in this sub-district are redeveloped.

Recommended Land Uses

- *Mixed-use buildings with first floor retail, service, dining, entertainment, offices, and upper floor residential.*
- *Small-scale neighborhood commercial uses.*
- *Multi-unit residential (16 to 60+ dwelling units per net acre) with dwelling unit types and densities defined in City-adopted detailed neighborhood or special area plans.*
- *Historic preservation areas and neighborhood conservation areas in strategic locations as defined in City-adopted detailed neighborhood development plans and/or special area plans.*
- *Public and private open space.*

Building Height

- *Two to 8 stories, with the tallest buildings in State Street transition area.*

Capitol Neighborhoods, Inc. recommended additions/changes to the 2006 City of Madison Comprehensive Plan:

-The “Step Down” effects of the Downtown Design Zones should be maintained in this district, with 8 story development permitted in the western end, stepping down to 5 stories as the area approaches the Mansion Hill district. While most of the buildings in the Downtown Design Zones have historic and architectural merit and should be retained, some carefully integrated development may be desirable. The Downtown Design Zones provide a reasonable structure for assuring that the development which may occur is not completely out of scale. The Design Zones recognize the importance of protecting the smaller scale and aesthetic of the eastern end of the district.

- Protect and enhance street end lake views and lake access for general populace. Madison’s site between two lakes is a unique distinction which should be maximized to enhance the experience of tourists and residents alike. The lake views from the capitol building down Wisconsin Ave, N. Hamilton, and S. Hamilton St should be particularly protected, and so should all street end lake views. Also, the small public parks at many street ends have potential to further enhance neighborhood life through public access and lake sight lines.

- Remove “Entertainment” from recommended land uses. There is currently no Entertainment use in the defined Langdon District. Entertainment uses, which often bring traffic and late-night noise, are not appropriate in this residential setting.

-Add “Institutional” to recommended uses. Institutional is a use that currently exists in this area, and may be expanded in the future, particularly due to the area’s proximity to the UW campus, abundance of UW students, and as the center of the greek system.

- Special consideration should be given to neighborhood consultation when no Neighborhood Plan exists. Given that all planning and zoning under consideration refers to neighborhood plans, with good reason, it is important that the city make developing such plans easier for neighborhoods and that it have policies written into the code that address the needs met by such plans for neighborhoods where plans do not exist. For example, soliciting feedback from neighbors as well as existing neighborhood associations and honoring that feedback as one would honor a neighborhood plan, might be part of the requirement. Fleshing out what else might be required is in order.

-BOUNDARY CHANGES: Remove blocks 78 and 79 from this district and move to Mansion Hill District. These blocks are part of the MH Local Historic District and part of the MH District of Capitol Neighborhoods. The intended use and design are in harmony with the recommended definition for the MH District in the Comprehensive Plan.

Downtown Residential Sub-Districts [From the 2006 City of Madison Comprehensive Plan]

Mansion Hill (i)

This sub-district is located north of the Downtown Core and includes many historic structures including a mix of owner occupied and rental housing and two large office buildings located along the Lake Mendota shoreline. Because of the historic significance of this sub-district, any development/redevelopment will need to be consistent with adopted City plans for the area.

Recommended Land Uses

- *Mixed-use buildings with first floor retail, service, dining, entertainment, offices, and upper floor residential.*
- *Neighborhood commercial.*
- *Multi-unit high-density residential (up to 60 or more dwelling units per net acre), with densities and dwelling unit types defined in adopted neighborhood or special area plans.*
- *Office/service.*
- *Institutional uses.*
- *Historic preservation areas and neighborhood conservation areas in strategic locations as defined in City-adopted detailed neighborhood, special area or other special plans.*
- *Public and private open space.*

Building Height

- *2 stories minimum, maximum established by underlying zoning*

Capitol Neighborhoods, Inc. recommended additions/changes to the 2006 City of Madison Comprehensive Plan:

- Protect and enhance street end lake views and lake access for general populace. Madison's site between two lakes is a unique distinction which should be maximized to enhance the experience of tourists and residents alike. The lake views from the capitol building down Wisconsin Ave, N. Hamilton, and S. Hamilton St should be particularly protected, and so should all street end lake views. Also, the small public parks at many street ends have potential to further enhance neighborhood life through improved public access and lake sight lines. The top of the Edgewater at the street end should be improved to make it a desirable gathering space for the neighborhood and general public and lake access should be improved per the vacation agreement with the city. Public lake access and panoramic lake views are distinct community assets that separate constituencies value differently. They are not to be traded off one against the other.

- Remove "Institutional" from recommended land uses. The boundaries of the MH District in the Comprehensive Plan exclude the institutional uses that otherwise would be in this district. For example the following institutions are in the Downtown Core based on the Comprehensive Plan boundaries: First Methodist Church, Bethel Lutheran Church, Masonic Center, MATC. Mansion Hill is a historic district. There should not be new institutional uses in the boundaries of the MH District as defined in the Comprehensive Plan.

- Remove "Entertainment" from recommended land uses. The boundaries of the MH District in the Comprehensive Plan do not include any "entertainment" venues. This is not a desired use within the historic district. The Comprehensive Plan distinguishes "dining" and "service" from "entertainment". The district (with proper boundaries—see below) does include a restaurant (Kennedy Manor).

- Remove "Offices, Service, and Retail" from recommended land uses. The district does include some offices which would remain but which would not be permitted today given the demolition of notable historic structures which occurred. Additional offices are not a desired use.

- Medium Density Residential, NOT High Density This is a historic district. Because of the beating the houses have taken and continue to take due to short term rentals, the neighborhood's goal is to migrate toward longer term rentals and owner occupied homes, potentially with the assistance of small cap TIF. A high density designation encourages accumulation of property with intent to demolish for high density housing. Despite the clarity of historic district criteria everything related to the planning and zoning of this fragile area must be consistent so that developers can't claim there was a lack of clarity or predictability. Therefore, the Comprehensive Plan and Downtown Plan must clearly communicate the intent is preservation, not high density. In addition other districts with similar historic preservation goals have low density to medium density designation, not high density (e.g. University Heights).

- 50 feet max. high is currently allowable under zoning. No height maximums mentioned in Comp. Plan. This along with sensitivity to massing would help keep buildings in an appropriate scale within the historic district and lessen the “expectation” by developers that they can build something that would tower over the historic structures and disrupt the rhythm and scale of the district.

- Special consideration should be given to neighborhood consultation when no Neighborhood Plan exists. Given that all planning and zoning under consideration refers to neighborhood plans, with good reason, it is important that the city make developing such plans easier for neighborhoods and that it have policies written into the code that address the needs met by such plans for neighborhoods where plans do not exist. For example, soliciting feedback from neighbors as well as existing neighborhood associations and honoring that feedback as one would honor a neighborhood plan, might be part of the requirement. Fleshing out what else might be required is in order.

- BOUNDARY CHANGES: Expand eastern boundary to encompass the entirety of blocks 97 and 98. These two blocks are part of the MH District of Capitol Neighborhoods. The intended use and design are in harmony with the recommended definition for the MH District in the Comprehensive Plan. This is part of the proposed expansion of the MH Local Historic District.

- BOUNDARY CHANGES: Expand northern district border to include the entirety of blocks 78 & 79 (includes Kennedy Manor and others). These blocks are part of the MH Local Historic District and part of the MH District of Capitol Neighborhoods. The intended use and design are in harmony with the recommended definition for the MH District in the Comprehensive Plan.

Downtown Residential Sub-Districts [From the 2006 City of Madison Comprehensive Plan]

First Settlement-Old Market Place (j)

This sub-district includes owner occupied and rental dwelling units. Historic preservation and neighborhood conservation are key issues in this sub-district. The sub-district is experiencing redevelopment, which is predominantly multiple-family housing.

Recommended Land Uses

- *Mixed-use buildings with first floor retail, service, dining, entertainment, offices, and upper floor residential.*
- *Residential (16 to 60 dwelling units per net acre) with densities and dwelling unit types defined in City-adopted detailed neighborhood development plans and/or special area plans.*
- *Historic preservation areas and neighborhood conservation areas in strategic locations as defined in City-adopted detailed neighborhood or special area plans.*
- *Neighborhood commercial uses.*
- *Commercial uses along East Washington Avenue.*
- *Office/service uses.*
- *Institutional uses.*
- *Public and private open space.*

Building Height

- *Two to 8 stories.*

Capitol Neighborhoods, Inc. recommended additions/changes to the 2006 City of Madison Comprehensive Plan:

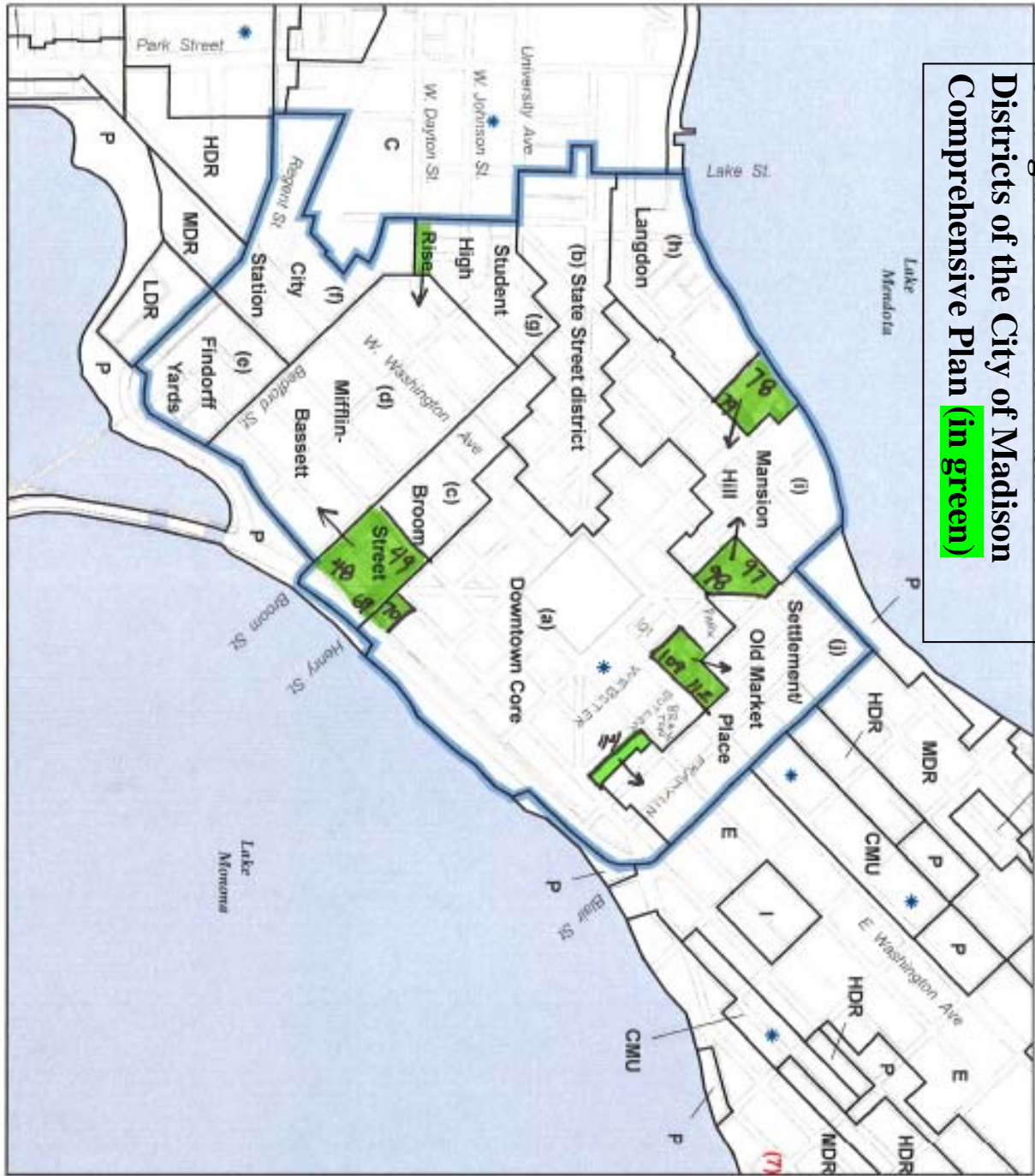
- Protect and enhance street end lake views and lake access for general populace. Madison's site between two lakes is a unique distinction which should be maximized to enhance the experience of tourists and residents alike. The lake views from the capitol building down Wisconsin Ave, N. Hamilton, and S. Hamilton St should be particularly protected, and so should all street end lake views. Also, the small public parks at many street ends have potential to further enhance neighborhood life through public access and lake sight lines.

- Building Height—8-stories max on E. Washington only, maintain 6 or less stories within neighborhood north of E. Washington Ave, and 4 or less stories to the south of E. Washington Ave. 6 stories is currently the highest existing building height in this district (Butler Plaza & Odessa Apartments). Though it is higher than the predominantly 2-3 story residential construction which typifies the area, this is an appropriate maximum height for the neighborhood north of E. Washington. 8 stories, while inappropriate within the residential neighborhoods, could fit in well for the future redevelopment of the E. Washington corridor. Therefore, an exception could be made on E. Washington itself for 8 story buildings. The historic area of First Settlement neighborhood, where nothing over 3 stories exists, is better suited to smaller development.

- Special consideration should be given to neighborhood consultation when no Neighborhood Plan exists. Given that all planning and zoning under consideration refers to neighborhood plans, with good reason, it is important that the city make developing such plans easier for neighborhoods and that it have policies written into the code that address the needs met by such plans for neighborhoods where plans do not exist. For example, soliciting feedback from neighbors as well as existing neighborhood associations and honoring that feedback as one would honor a neighborhood plan, might be part of the requirement. Fleshing out what else might be required is in order.

-BOUNDARY CHANGES: Expand to include blocks 109 and 112, as well as the entirety of block 114. These areas have primarily low-to-medium density, residential uses built on a 2-6 story scale. They are much more congruent with the residential FS/OM district than the mixed-use Downtown Core district, which is composed primarily of government, retail, and institutional uses of a higher density.

CNI's Recommended Boundary Changes for Downtown Sub-Districts of the City of Madison Comprehensive Plan (in green)



VOLUME II MAP 2-3
Downtown Districts
City of Madison
January 2006

DOWNTOWN DISTRICTS

- (a) Downtown Core
- (b) State Street
- (c) Broom Street
- (d) Mifflin-Bassett
- (e) Findorff Yards
- (f) Station City
- (g) High Student
- (h) Langdon
- (i) Mansion Hill
- (j) Settlement/Old Market Place

OTHER LAND USE DISTRICTS

- LD Low Density 1A - 1B (residential)
- MD Medium Density 1A - 1B (residential)
- HD High Density 1A - 1B (residential)
- LDX Low Density 1A - 1B (residential)
- MDX Medium Density 1A - 1B (residential)
- HDX High Density 1A - 1B (residential)
- LDL Low Density 1A - 1B (residential)
- MDL Medium Density 1A - 1B (residential)
- HDL High Density 1A - 1B (residential)

MARKED USE DISTRICTS

- MDU Metropolitan Use District
- CMU Community Use District
- BUU Business Use District
- BUU Regional Use District

COMMERCIAL/EMPLOYMENT DISTRICTS

- CC Commercial
- EC Employment
- IC Industrial
- IC Industrial

OPEN SPACE - AGRICULTURE DISTRICTS

- F Park and Open Space
- A Agricultural Use

SPECIAL DISTRICTS

- SI Special Institutional
- AP Airport
- C Campus

SPECIAL OVERLAY DESIGNATIONS

- TD Transit Oriented Development (Central Business District)
- LD Last Use New Reference Number

Legend:

- Blue square: Downtown Districts
- Blue dot: Special Overlay Designations
- Red circle: Last Use New Reference Number
- Black circle: Marked

Map Source:
City of Madison, Department of Planning and Development, Planning Office

City of Madison
COMPREHENSIVE PLAN

0 500 1,000 Feet