

Laatsch, Kirstie

From: Grady, Brian
Sent: Tuesday, January 30, 2018 12:01 PM
To: Eskrich, Sara <district13@cityofmadison.com>; Priscilla Arsove <redacted>
Cc: marcia diamond <redacted>; Laatsch, Kirstie <KLaatsch@cityofmadison.com>; Zellers, Benjamin <BZellers@cityofmadison.com>; Stouder, Heather <HStouder@cityofmadison.com>
Subject: RE: Connection over zoning concern in FLUM

All-

At the January 18 Plan Commission meeting, the Plan Commission decided to change the two properties between Crandall and Knickerbocker to residential. We did not discuss the other properties highlighted with asterisks on the attached doc. Since this appears to be a request to change the Draft FLU Map, we'll add consideration of these properties to the agenda for a March 12 Plan Commission work session that was just recently scheduled. This work session will focus on requested changes to the Draft Future Land Use Map. The agenda and materials for this meeting will be posted on Friday, March 9.

Thanks,
Brian

From: Eskrich, Sara
Sent: Saturday, January 27, 2018 5:36 PM
To: Priscilla Arsove <redacted>
Cc: marcia diamond <redacted>; Grady, Brian <BGrady@cityofmadison.com>
Subject: Re: Connection over zoning concern in FLUM

Thanks, Priscilla.

CCing Brian to send us an update.

Sara

Sara Eskrich
DISTRICT 13 ALDER
CITY OF MADISON
(608) 669-6979
district13@cityofmadison.com

Subscribe to District 13 updates at www.cityofmadison.com/council/district13/

From: Priscilla Arsove <redacted>
Sent: Monday, January 22, 2018 9:27 PM
To: Eskrich, Sara
Cc: marcia diamond
Subject: Re: Connection over zoning concern in FLUM

Hello Sara,

Thanks very much for this update, and for your advocacy. I was very happy to hear this news and expect that many others will be relieved to hear this, as well.

It sounds like all Monroe Street properties that were zoned residential in 2006 will remain so. Is it worth following up with Brian Grady to confirm this? If so, I would be happy to jot him a note.

Thanks again!

Priscilla

Priscilla Arsove

On Jan 22, 2018, at 4:54 PM, Eskrich, Sara <district13@cityofmadison.com> wrote:

Hi Marcia and Priscilla,

Just a quick update - I reiterated your point to the Plan Commission, and I believe they recommended updating the land use map to ensure the residential properties abutting Monroe remain residential.

Thanks,
Sara

Sara Eskrich

DISTRICT 13 ALDER
CITY OF MADISON
(608) 669-6979
district13@cityofmadison.com

Subscribe to District 13 updates at www.cityofmadison.com/council/district13/

From: marcia diamond <[redacted](#)>
Sent: Thursday, January 18, 2018 7:44 AM
To: Grady, Brian; Eskrich, Sara
Cc: Zellers, Benjamin; Laatsch, Kirstie; Stouder, Heather
Subject: Re: Connection over zoning concern in FLUM

Hi Brian--

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

I do have concerns about the proposed FLUM that shows my single family home is marked to be considered neighborhood-mixed-use. I also have concerns about other properties that appear to be changing to that classification. Whether the actual zoning

designation changes or not, the idea that my property and some others (e.g., the one labeled as number 1 in your map and several others on the larger map of the neighborhood i saw online) would apparently be much more easily open to commercial development is, to me, a huge negative. The zoning may not change, but this is surely a flag waved at all developers saying "come build big things here...we've made it easier than ever for you to take residential properties."

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

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

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

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

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

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

Marcia Diamond

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

Marcia/Alder Eskrich-

Thank you for inquiring. Marcia, we'll be discussing the Draft Generalized Future Land Use Map recommendation for your property and the property behind you at a Plan Commission work session tomorrow evening. The meeting agenda is located here: <https://madison.legistar.com/MeetingDetail.aspx?ID=575076&GUID=97B69270-EE8E-419B-AA50-4F5BBC2E1F66&Search=>

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

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

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

Let me know if you have any additional questions.

Thanks,
Brian

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

<image003.jpg>

From: Eskrich, Sara
Sent: Tuesday, January 16, 2018 10:47 PM
To: Grady, Brian <BGrady@cityofmadison.com>; mdiamond1339@yahoo.com
Subject: Connection over zoning concern in FLUM

Hi Brian,

I'm emailing to connect you to Marcia Diamond, my resident right off Monroe Street (at __redacted__ Crandall Street), who saw in the FLUM that her property is being reclassified as a non-residential use. Could you please look into this and clarify?

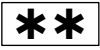
Thanks,
Sara

Sara Eskrich
DISTRICT 13 ALDER
CITY OF MADISON
(608) 669-6979
district13@cityofmadison.com

Subscribe to District 13 updates at www.cityofmadison.com/council/district13/



Single Family Residential,
Proposed for Mixed Use

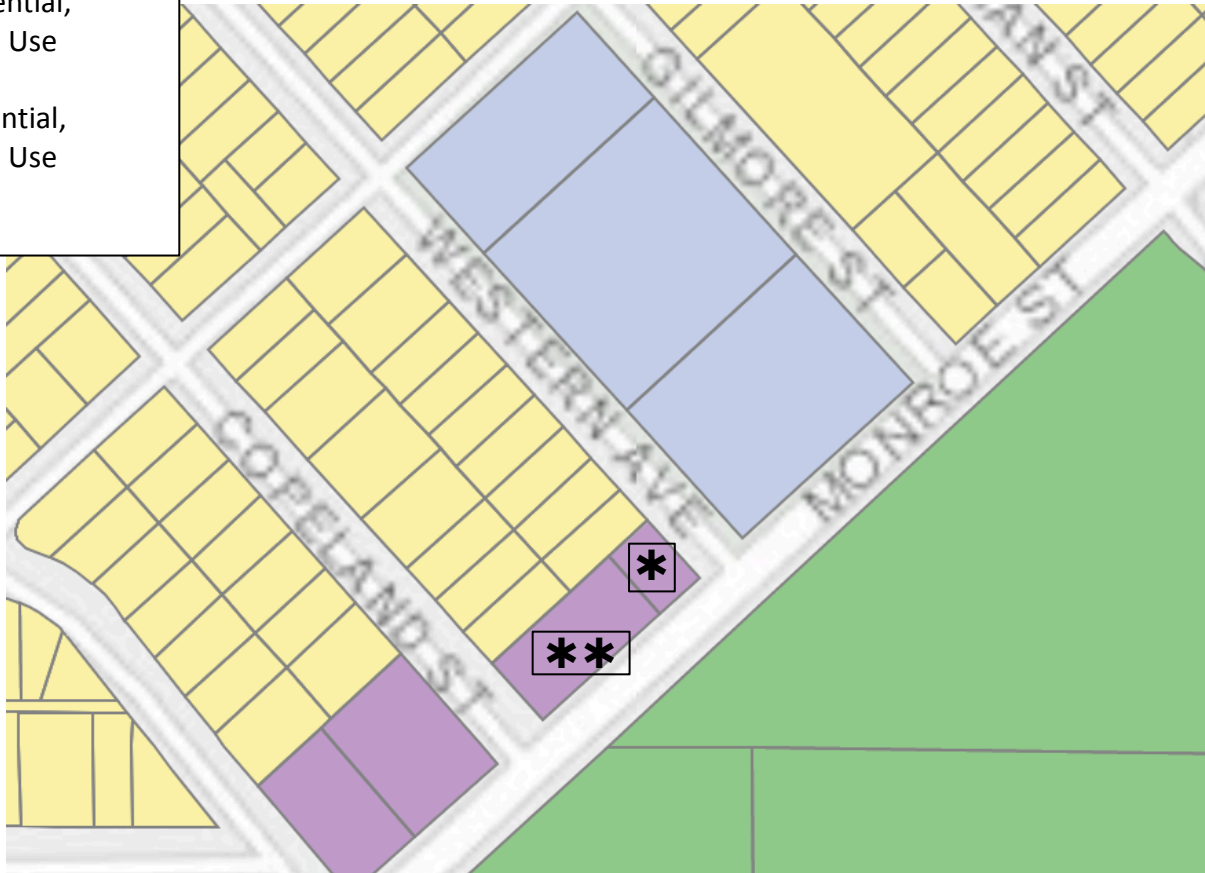


Multi-Family Residential,
Proposed for Mixed Use



* Single Family Residential,
Proposed for Mixed Use

** Multi-Family Residential,
Proposed for Mixed Use



From: [Grady, Brian](#)
To: ["Gary Tipler"](#); [Stouder, Heather](#); [Zellers, Benjamin](#); [Rummel, Marsha](#); [Zellers, Ledell](#); [MNA Board](#)
Cc: [Laatsch, Kirstie](#)
Subject: RE: Plan Commission, Comp Plan FLU comment, Marquette Neighborhood Association
Date: Tuesday, January 30, 2018 11:43:42 AM

Hi Gary-

Planning Division staff provided your January 17 letter to the Plan Commission at their January 18 work session. We indicated to the Plan Commission that the letter highlighted: 1) several areas where you all have some concerns, and 2) that you all were going to do some additional research and provide the rationale for your recommended changes. At the January 18 meeting, we only discussed the change to the Jennifer Street area and Paterson Street area (item #13 on this [doc](#)), which the Plan Commission agreed with.

Overall, I think it would be best to set up a time for us to meet. Would you propose a few dates/times? It could be a couple weeks out, so you have sufficient time for your analysis. I know we just recently provided several analysis maps as a follow-up to the January 10 meeting at Wil-Mar.

Please see my responses below.

(1) Has the Staff determined that they do not support MNA's proposed changes? If so, why is Staff not supporting those changes? If Staff remains uncommitted at this time, we would like an opportunity to discuss our concerns.

Staff has briefly reviewed the concerns in the Jan. 17 letter. We (staff) have not concluded that we disagree with these changes, but it appears that many of the concerns are related to the new parameters for the FLU Map categories. We see the new parameters as essential for a map that covers the entire City.

(2) Will there be future opportunities to propose changes to the draft map? At some point in time, the draft map will be essentially finalized and changes will be more difficult or impossible to obtain. I am wondering whether we have reached that stage, or whether the Plan Commission will be holding future meetings to discuss changes to the draft map.

We just recently scheduled a March 12 Plan Commission work session that will focus on any proposed changes to the Comp Plan FLU Map. Let's meet in the next couple weeks, so that we can be ready for the March 12 meeting. The Comp Plan will be reviewed by the Plan Commission in June as well.

(3) Does the FLU need to conform to neighborhood plans that have been adopted by the Council? Or does Staff deem those plans to be merely advisory (or historic anachronisms)? In particular, I am concerned about the ongoing impact of the Williamson Street 600-1100 Blocks plan, a Better Urban Infill Develop 2 (BUILD 2) plan, which was specifically created in order to plan infill and developments and promote livability and sustainability.

The Comp Plan's FLU Map has broad categories since it covers the entire City. It is not intended to mirror the detailed Neighborhood Plan recommendations. The Neighborhood Plan recommendations should "fit" within the Comp Plan FLU Map categories. Please see pages 169-174 of this [excerpt](#) from the 2006 Comp Plan (this is doc #79 on our Legistar file). It describes the relationship between the FLU Map and Neighborhood Plans.

Thanks,
Brian

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

From: Gary Tipler [redacted]
Sent: Monday, January 29, 2018 9:05 PM
To: Stouder, Heather <HStouder@cityofmadison.com>; Grady, Brian <BGrady@cityofmadison.com>; Zellers, Benjamin <BZellers@cityofmadison.com>; Rummel, Marsha <district6@cityofmadison.com>; Zellers, Ledell <district2@cityofmadison.com>; MNA Board <redacted>
Subject: Fwd: Plan Commission, Comp Plan FLU comment, Marquette Neighborhood Association

Dear Plan Commission and Staff:

The Marquette Neighborhood Association provided comments to the Plan Department staff and Plan Commission on January 17, 2018 regarding the draft Future Land Use (FLU) map. (Legistar 44190, attachment #71. MNA letter begins p. 9.

<https://madison.legistar.com/View.ashx?M=F&ID=5743605&GUID=54F2A471-ADB4-4397-B6C5-FE63041686EE>)

Attachment #68 lists 15 Staff recommendations for map changes. MNA's concerns are not reflected in that list of 15 items. (Though it does appear that MNA's concerns about Schley Pass were addressed by the October draft map.)

Several questions arise:

- (1) Has the Staff determined that they do not support MNA's proposed changes? If so, why is Staff not supporting those changes? If Staff remains uncommitted at this time, we would like an opportunity to discuss our concerns.
- (2) Will there be future opportunities to propose changes to the draft map? At some point in time, the draft map will be essentially finalized and changes will be more difficult or impossible to obtain. I am wondering whether we have reached that stage, or whether the Plan Commission will be holding future meetings to discuss changes to the draft map.
- (3) Does the FLU need to conform to neighborhood plans that have been adopted by the Council? Or does Staff deem those plans to be merely advisory (or historic anachronisms)? In particular, I am concerned about the ongoing impact of the Williamson Street 600-1100 Blocks plan, a Better Urban Infill Develop 2 (BUILD 2) plan, which was specifically created in order to plan infill and developments and promote livability and sustainability.

Could you please do us the favor of a response to these questions and the original FLU concerns outlined in our letter of January 17?

It is copied below, and is also attached for your convenience.

Thank you.

Gary Tipler
Co-chair
Marquette Neighborhood Association Preservation & Development Committee

----- Forwarded message -----

From: **Gary Tipler** <[redacted](#)>
Date: Thu, Jan 18, 2018 at 9:07 AM
Subject: Plan Commission, Comp Plan FLU comment, Marquette Neighborhood Association
To: Heather" <hstouder@cityofmadison.com>, "Grady, Brian" <BGrady@cityofmadison.com>, Benjamin <BZellers@cityofmadison.com>, Marsha Rummel <district6@cityofmadison.com>, Ledell <district2@cityofmadison.com>

For the Plan Commission's review of the FLU of the Comprehensive Plan today.

Please find the following letter copied below and as a pdf attachment.

Thank you.
Gary Tipler
Co-Chair, Preservation & Development
Marquette Neighborhood Association
.....

January 17, 2018

City of Madison Plan Commission
Special Meeting of the Plan Commission, January 18, 5:00 PM
210 Martin Luther King, Jr. Blvd. Room GR-27
"Stouder, Heather" <hstouder@cityofmadison.com>,
"Grady, Brian" <BGrady@cityofmadison.com>, Zellers, Benjamin <BZellers@cityofmadison.com>,
Marsha Rummel <district6@cityofmadison.com>

Imagine Madison (With Us)

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

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

Our main areas of concern include:

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

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

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

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

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

Sincerely,

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

Plan Commission
Meeting of January 30, 2018
Legistar #44190

The third discussion item on the agenda is *Discussion on the relationship between the Generalized Future Land Use Map and older Neighborhood Plans.*

The attached document, *Process for Considering Limited Amendments to the Comprehensive Plan*, provides that the Comprehensive Plan and neighborhood plans need to be consistent. (I added highlights for ease in identifying applicable language.) The *Process* was approved by the Plan Commission in 2011, Legistar #20411, with a few clarifications. Legistar #21558 includes the final process, with those corrections. The attached *Process* may also be found at:
<https://madison.legistar.com/View.ashx?M=F&ID=1771539&GUID=8F742167-14D8-443D-AC41-7A09473E2C57>

The *Process* provides that "if recommendations in an adopted neighborhood plan are not generally consistent with the Comprehensive Plan, one or both of the plans should be amended so that there is consistency." When types of future developments are not consistent with the current Comprehensive Plan, "it is recommended that potential amendments to the neighborhood plans be developed and evaluated first, and considered for adoption either prior to, or concurrently with, the corresponding proposed Comprehensive Plan amendment."

The draft FLU map is not generally consistent with the Williamson Street 600-1100 Blocks BUILD plan and may not be generally consistent with the East Rail Corridor plan. For example, the draft FLU map provides for up to 5-6 stories while Willy BUILD calls for up to 2 ½ stories (south side of Williamson 700-1100 blocks). Height difference of this magnitude (double or more) cannot be found to be generally consistent. Further, this part of Williamson is also part of the historic district which requires the new developments be visually compatible with historic structures within 200 feet.

The *Process* does state that when a neighborhood plan is "particularly outdated" that the Comprehensive Plan may include recommendations different than the neighborhood plan. Both the Willy BUILD and East Rail Corridor plans were adopted by the Council in 2004, but this fact does not make these plans "particularly outdated." In 2017 the Council amended plans that were originally adopted in 1990 (Junction, as amended in 1992 and 2015), 1992 (Nelson, as amended in 1993, 1999, 2001, 2005, and 2009), 1997 (High-Point Raymond, as amended in 2001, 2005 and 2006), 1999 (Pioneer, as modified in 2004 and 2013), and 2002 (Elderberry). Plans older than Willy BUILD and East Rail Corridor remain relevant plans.

The purpose of neighborhood plans is to guide growth. This is especially true for Willy BUILD since this plan was funded, at least in part, by a Dane County grant awarded for

planning infill developments and to promote livability and sustainability. In adopting Willy BUILD, the Council recognized the purpose and goal of this plan:

“In recent years the popularity of the Willy Street area and the renewed interest in downtown living have increased pressure for new development that has the potential to threaten the unique character of the Third Lake Ridge Historic District. To address these concerns, the City applied for, and was awarded, a BUILD grant from Dane County. The goal of the County BUILD (Better Urban Infill Development) program is to encourage planning for new development in central areas, both to combat urban sprawl and to increase the quality of life in downtown areas. The neighborhood’s intent was to facilitate development projects that would be compatible with the scale and character of the neighborhood and respect the historic nature of the street.”

Just because a few anomalies have been approved as conditional uses on Williamson Street does not mean that entire blocks of Williamson should be subject to development that is incompatible with the BUILD plan and inconsistent with the street’s historic character.

Respectfully Submitted,
Linda Lehnertz

CITY OF MADISON
2010-2011 COMPREHENSIVE PLAN REVIEW
PROCESS FOR CONSIDERING LIMITED AMENDMENTS TO THE COMPREHENSIVE PLAN

Introduction

The City of Madison Comprehensive Plan was adopted in January 2006. Since that time, several new neighborhood, neighborhood development, and special area plans¹ have been prepared and adopted as supplements to the Comprehensive Plan, and several of these plans have been amended; but there have been no formal amendments to the Plan itself.

The Madison Comprehensive Plan includes a recommendation to conduct an annual review and evaluation of both it and the supplemental neighborhood plans, but this frequent and extensive review of all of these plans has been found to be unrealistic in light of the staff resources available---and also generally not necessary. **The recommendations in the Comprehensive Plan are relatively broad, with more-detailed and nuanced recommendations contained in the neighborhood and special area plans prepared for smaller geographic areas.** This structure provides a degree of flexibility in the Comprehensive Plan’s recommendations, and revisions to the City’s adopted plans that may need to be considered in response to new policy initiatives, unanticipated development opportunities, or changed community objectives or conditions can often be addressed at the neighborhood plan level---so long as the neighborhood plan remains generally consistent with the Comprehensive Plan.

Beginning in January 2010, Wisconsin law requires that certain land use regulations and approvals must be consistent with the Comprehensive Plan---including some approvals related to zoning, land subdivision, and official mapping ordinances². The City of Madison Comprehensive Plan specifies that land use approvals should be consistent with the Comprehensive Plan, and that significant changes in land use or development intensity should also be consistent with the more-detailed recommendations in an adopted neighborhood plan. As a consequence, land use proposals that are not consistent with the Comprehensive Plan either should not be approved, or the Comprehensive Plan should be amended as needed to accommodate the proposal. **Similarly, if recommendations in an adopted neighborhood plan are not generally consistent with the Comprehensive Plan, one or both of the plans should be amended so that there is consistency.**

Subsequent planning activities and land use approvals since 2006 have resulted in at least a few situations where the recommendations in the Comprehensive Plan are no longer fully consistent with the most-current neighborhood plan, or with minor modifications to a neighborhood plan made as part development project approvals. In addition, several new development projects have been proposed, or are expected to be proposed, that could not currently be approved because they would be inconsistent with the adopted Comprehensive Plan. In these cases, considering a potential Comprehensive Plan amendment at the same time that the project itself is considered may also be appropriate.

¹ To avoid unnecessary repetition, the term **“neighborhood plan” may also encompass “neighborhood development plans” and sometimes “special area plans”** unless the context indicates otherwise.

² Legislation effective May 18, 2010 attempted to clarify the consistency requirement by stating that “consistent with” means “furthers or does not contradict the objectives, goals, and policies contained in the comprehensive plan.” While this definition only references the “objectives, goals and policies” identified in the comprehensive plan, it is not intended that other things included in the comprehensive plan be ignored, such as the future land use map, which graphically represents the application of the objectives, goals and policies in a geographic context.

In order to ensure that the Comprehensive Plan remains an accurate expression of community goals, a limited review and evaluation of the plan is proposed at this time to identify situations where the plan is no longer consistent with the current recommendations in an adopted neighborhood plan, or may be inconsistent with a proposed development project that the community may wish to support. Following the evaluation, amendments to the Comprehensive Plan may be proposed for consideration.

Scope of the Comprehensive Plan Review and Evaluation

The limited review will focus on the mapped land use recommendations found in the Land Use chapter of the Comprehensive Plan (Volume II, Chapter 2), including:

- Potential revisions to the Generalized Future Land Use Plan Map.
- Potential revisions to the definitions and recommendations for the land use districts used on that map. These include:
 - Location and design characteristics
 - Recommended land uses
 - Recommended development intensity/density
 - Recommended housing types
- Potential revisions or additions to the Land Use Plan Map Notes (Appendix 2-1).

Other content in the Comprehensive Plan, including background information in Volume I, general narrative text, and the goals, objectives, and policies in the Land Use and other chapters, are not proposed to be reviewed at this time.

Potential Sources of Proposed Map Amendments

There are three broad categories of potential map amendments that might be proposed for consideration as part of the 2010-2011 Comprehensive Plan review:

1. Technical corrections to the Comprehensive Plan maps

Technical corrections are amendments proposed to correct omissions or errors in the land use recommendations made for several small areas on the adopted Generalized Future Land Use Plan Map. These include changes in the land use designation assigned to developed areas to better-reflect existing land uses in situations where redevelopment to different uses is not recommended, and changes needed to be consistent with the recommendations in the adopted neighborhood plan for the area current at the time of Comprehensive Plan preparation.

Technical map amendments were identified by Planning Division staff either prior to, or as part of, the present Comprehensive Plan review process. They do *not* represent a policy change in the land use recommendations for the proposed amendment area, but rather a change to correct a map error. While perhaps not strictly necessary, these corrections are proposed as formal amendments since the original error was included in the adopted plan.

2. Comprehensive Plan amendments recommended in other adopted City plans

These amendments are proposed to maintain consistency between the Comprehensive Plan and other adopted City plans---either in response to a specific recommendation to amend the Comprehensive Plan included in another adopted plan, and/or to reflect the land use recommendations included in a subsequent more-detailed plan---including relatively minor modifications to the recommended land use pattern made as part of the approval of specific development projects. These include:

- Comprehensive Plan amendments specifically recommended in neighborhood plans or special area plans adopted or amended since January 2006 for areas within existing neighborhoods.

Note that in a few cases, Planning Division staff may recommend a Comprehensive Plan amendment that is slightly different from the amendment recommended in the neighborhood plan. In these cases, staff believe the land use designation proposed in the alternative amendment is more consistent with the overall planning context of the amendment area while remaining consistent with intent of the neighborhood plan recommendation.

- Comprehensive Plan amendments proposed to reflect the more-detailed land use recommendations included in new neighborhood development plans or special area plans adopted or amended since January 2006.

These may include amendments that reflect modifications made as part of the development approval process to the detailed and use and street pattern presented in a neighborhood development plan or special area plan as initially adopted. Because these plans are prepared for areas primarily consisting of undeveloped lands with few existing roadways, flexibility is provided in the exact alignment of future streets and the exact arrangement of specific land uses as the area is developed. The relatively-minor modifications that occur as these plans are implemented through plat and zoning approvals are also accepted as amendments to the underlying neighborhood plan (more substantive modifications to the recommended land use and street plan require a formal neighborhood plan amendment). Not all of these relatively-minor modifications necessarily require a corresponding Comprehensive Plan map amendment, but this may sometimes be warranted to maintain map clarity.

Proposed Comprehensive Plan map amendments specifically recommended in other adopted City plans and/or based on the land use recommendations contained in other adopted City plans, including land use recommendations reflecting the approval of specific development projects, were compiled by Planning Division staff from the relevant plans and approval documents. These proposed amendments also do *not* represent a policy change in the land uses recommended for the amendment area because the uses included in the proposed Comprehensive Plan amendments were previously approved by the Plan Commission and Common Council when the other plans were adopted, or when the development projects were approved. The Comprehensive Plan amendments are proposed to maintain consistency with these prior actions.

3. Comprehensive Plan amendments requested to accommodate proposed projects that would not be consistent with the current Comprehensive Plan land use recommendations³

These requested amendments to the Comprehensive Plan would be needed in order to grant approval of development projects or future land uses that have been, or are expected to be, proposed by a prospective developer or other advocate, since the uses or development intensity envisioned would not be consistent with the recommendations in the current adopted Plan.

In most cases, a corresponding amendment to the applicable neighborhood plan would also be required for the proposed project to be considered consistent with that plan.

Proposed Comprehensive Plan amendments to accommodate development that would not otherwise be considered consistent with the Plan must be specifically requested by a prospective developer or other individual. These requested amendments *would* represent a policy change in the land uses recommended for the amendment area since the proposed changes in recommended use have not been previously reviewed or approved by the Plan Commission or Common Council, and have not been through a public planning process. The Plan Commission shall review all requested amendments of this type and determine which, if any, of the requested amendments will be accepted for consideration as part of the present Comprehensive Plan review and evaluation process.

Comprehensive Plan Amendment Review and Evaluation Process

The process for reviewing, evaluating and considering proposed potential amendments to the Comprehensive Plan is a two-track process:

- **Track 1: Technical amendments and amendments recommended in other adopted plans (Sources 1 and 2)**

Because these proposed Comprehensive Plan amendments reflect either simple corrections or recommendations made or included in neighborhood or special area plans adopted within the past several years, corresponding amendments to other plans are not required. Since they are based on previous planning approvals and followed a process that included public participation in developing the recommendations, these amendments generally should not require a lot of discussion or additional public involvement, and are not expected to be controversial. In the few cases where Planning Division staff are recommending an amendment slightly different from the amendment recommended in the neighborhood plan, the proposed alternative is essentially a matter of choosing the most appropriate land use designation to implement the intent of the neighborhood plan.

The time needed for review and adoption of the Track 1 amendments could be relatively short, as illustrated in the attached schedule. These amendments could either be formally considered for adoption separately and prior to consideration of the more-complex Track 2 amendments; or consideration of the Track 1 amendments could be delayed until all the potential amendments can be considered together. Because there are a large number Track 1 amendments (most of the potential Comprehensive Plan amendments are within this grouping), we are recommending that these be adopted before taking up the potentially more problematic Track 2 amendments.

³ Potential proposed amendments include all Comprehensive Plan amendments advanced for consideration, and might include proposals that are not necessarily recommended by City staff or the Plan Commission.

Track 2: Amendments requested to accommodate specific proposed development projects or types of future development not consistent with the current Comprehensive Plan (Source 3)

These amendments would potentially accommodate types of development that are not recommended or anticipated in the current adopted Comprehensive Plan, or in the applicable neighborhood, neighborhood development or special area plan if one exists. For this reason, the review process for the Track 2 amendments needs to be more rigorous and include a greater degree of public participation.

These potential Comprehensive Plan amendments are not the result of a public planning process or a staff recommendation, but are essentially being proposed by prospective developers or others to accommodate a specific development project or a desired type of future land use that otherwise would be inconsistent with the plan. To clarify the origin of the request for these Comprehensive Plan map amendments, it is recommended that individuals or organizations seeking an amendment submit a written request to the Plan Commission. A preliminary review of these requests will be made by the Plan Commission, who will determine which, if any, of the proposed amendments will be included in the formal review and adoption process. Inclusion of a requested Comprehensive Plan amendment on the final list of potential amendments that will be considered does not necessarily indicate that City staff, the Plan Commission or the Common Council will support the amendment, but only that the proposed changes in recommended land uses will be formally evaluated and considered.

In areas covered by an adopted neighborhood, neighborhood development or special area plan, a corresponding amendment to that plan would also be required in most cases. Review of the neighborhood plan and consideration of alternative possible neighborhood plan amendments can provide a good vehicle for a thorough evaluation of the requested Comprehensive Plan amendment, as well as a process for public involvement and participation. In some cases, it may be appropriate to consider additional changes to the neighborhood plan beyond the immediate site for which the Comprehensive Plan amendment was requested. Some proposed amendments may have potential impacts that could affect land uses or traffic conditions in other parts of the neighborhood, for example.

Because neighborhood plan recommendations are typically more detailed than the broad Comprehensive Plan land use designations, it is recommended that potential amendments to the neighborhood plans be developed and evaluated first, and considered for adoption either prior to, or concurrently with, the corresponding proposed Comprehensive Plan amendment.

Some Comprehensive Plan amendments have been requested only to accommodate a specific proposed development project, and neither the requested Comprehensive Plan amendment or the corresponding neighborhood plan amendment would necessarily be considered at all if they were not needed to facilitate that specific project. In these cases, it may be appropriate to consider the proposed project, the neighborhood plan amendment needed to accommodate the project, and perhaps the corresponding Comprehensive Plan amendment, concurrently.

Drafting Responsibility

In general, map revisions, map note revisions, and narrative revisions (if any) proposed for formal consideration as amendments to the Comprehensive Plan will be drafted by Planning Division staff, regardless of the source of the proposed amendment.

Public Participation

The following approaches will be used to involve the public in the amendment process:

- **Comprehensive Plan Website**

The Comprehensive Plan website will be updated to provide public information about the plan review and amendment process, including:

- Description and proposed schedule for the plan review and amendment process.
- Notices and agendas of meetings where Comprehensive Plan amendments will be discussed or considered.
- All materials presented or produced at Comprehensive Plan meetings.
- All proposed amendments.
- Staff analyses or other information provided regarding proposed amendments.
- Information on how to submit comments on a proposed amendment.
- All comments received regarding proposed amendments.
- Staff contact information.

- **Plan Commission Meetings**

The Plan Commission will be the lead commissions for the review of the proposed Comprehensive Plan amendments, and may discuss and provide direction on proposed plan amendments at their regular meetings as an agenda item. Plan Commission meetings where the Comprehensive Plan will be discussed will also be noticed on the Comprehensive Plan website.

- **Public Hearings on Proposed Amendments**

Both the Plan Commission and the Common Council will hold a public hearing on proposed Comprehensive Plan amendments. Notices of the public hearings will be sent at least 30 days before the hearings to neighborhood and community groups and organizations, as well as to adjacent municipalities, with copies to the District Alder.

- **Neighborhood Meeting(s)**

In the event that Comprehensive Plan map amendments are proposed that were not previously considered as part of a neighborhood planning process, and/or if a corresponding amendment to the neighborhood plan should be considered, or if no neighborhood plan exists for area, a neighborhood meeting in the area affected by the amendment will be held to hear comments and concerns.

General Format for Proposed Amendments

Proposed Comprehensive Plan map amendments presented for consideration will be prepared by Planning Division staff (regardless of the origin of the proposal) and will include the following information:

- A locator map and description indicating the location of the proposed change.
- A description of the proposed change or changes to the land use designations.
- An excerpt from the Generalized Future Land Use Plan Map showing the recommended land use districts currently and after the proposed change.
- A statement of the reason for the proposed change.
- An analysis and evaluation of the effect of the proposed change.

Amendment Evaluation Criteria

The following criteria will be used by the Plan Commission as a basis for considering the adoption of proposed Comprehensive Plan map amendments.

- **The proposed change would correct an inaccuracy in the original Generalized Future Land Use Plan Map as adopted in January 2006.**

The most obvious cases would include a missing land use district designation or boundary line, or a boundary between recommended uses that seems inappropriate considering the actual pattern of existing land uses or zoning in the area.

- **The proposed change would be more consistent with the recommendations of an adopted neighborhood plan, special area plan or neighborhood development plan.**

Because they are more-detailed, and are created through a process that typically has a higher level of local participation, the Comprehensive Plan generally seeks to encompass and reflect neighborhood plan recommendations, except when that plan is no longer considered a reasonably-current statement of neighborhood objectives.

Neighborhood plans adopted or revised since the adoption or most-recent revision of the Comprehensive Plan that include land use recommendations not consistent with the Comprehensive Plan should include a recommendation for a corresponding amendment to the Comprehensive Plan so that consistency is maintained. But even if they do not, such an amendment should be included for consideration during the next Comprehensive Plan evaluation cycle.

Note that not all neighborhood plans include clear land use recommendations for specific locations. In addition, the recommended land use classifications used in some neighborhood plans do not always fit neatly within the broader Comprehensive Plan land use categories. In these cases, the Comprehensive Plan seeks to apply the land use designations that best reflect the general objectives of the neighborhood plan.

Note also that in cases where a neighborhood plan was considered particularly outdated, the Comprehensive Plan sometimes included recommendations different from the neighborhood plan. The best practice is for the Comprehensive Plan and the neighborhood plans to remain consistent. As neighborhood plans are periodically adopted, reviewed and revised, either the neighborhood plan and/or the Comprehensive Plan should be amended to maintain consistency between them.

- **The proposed change would be more consistent with the Comprehensive Plan's overall goals, objectives and policies as applied in the context of the amendment area.**

When there is no current neighborhood plan for an area, the Comprehensive Plan recommendation usually reflects general Comprehensive Plan recommendations as modified by existing land uses, zoning, or other attributes that provide a local context and basis for assumptions about preferred uses.

If a proposed Comprehensive Plan amendment would represent a significant change in recommended land use or development intensity, there should be a corresponding amendment to the adopted neighborhood plan, if one exists. If a neighborhood plan does not exist, the proposed Comprehensive Plan amendment review should include neighborhood participation similar to that which occurs as part of neighborhood planning.

- **The proposed change would better fit with the predominant uses and development pattern in the surrounding area.**
- **Conditions in the area have changed sufficiently to warrant the proposed amendment.**

This could include changes resulting from recent development trends and physical improvements in the area, as well as changes in public interest, objectives, and expectations regarding future potential of the area.

Prepared by:

**Planning Division
Department of Planning & Community & Economic Development
February 15, 2011**