



Board of Directors

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To: Brian Grady
City of Madison Planning Division
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"Rummel, Marsha" <district6@cityofmadison.com>,
From: Marquette Neighborhood Association
Lynn Lee, President, lynn.lee90@yahoo.com
MNA Board, mnaboard@marquette-neighborhood.org
Date: March 5, 2018

Dear Mr. Grady, et al.,

The Marquette Neighborhood is prominent as one of the character-defining and appealing featured destinations and one of the most desirable places to live in Madison. In 2013, the American Planning Association chose the Marquette Neighborhood as one of the few neighborhoods to receive its award as a great place in which to live.

For much of the past several decades the Marquette neighborhood has embraced higher density infill development where it is appropriate and will continue to do so moving forward. Thoughtful consideration and planning has been given to areas sensitive to change without damaging their value to the community as places in which to live, invest in homes and businesses, raise children and work.

Essential to maintaining its character is the robust application of the standards of Williamson Street BUILD II (2004), a plan created over a period of two years with intensive neighborhood, property owner and business involvement. Adherence to this plan is essential for guiding development.

Retention of the neighborhood's character has been aided, by the administration of the Third Lake Ridge Historic District, and supported by two historic districts listed on the National Register of Historic Places in which State and Federal historic tax credits have been invested.

On Friday, March 2, at a special community meeting of the Marquette Association Board of directors, we reviewed and voted on changes that we request for the following areas of the 2018 Future Land Use Map of the 2018 Comprehensive Plan that will serve to permit increasing densities in some areas, maintaining them in other areas, and reducing them in yet others. This will permit the moderated growth and avoid the kind of speculation that is disruptive and destabilizing to the neighborhoods facing change.

Below is a brief summary of requested changes the Board approved. Attached are notes.

Thank you for your efforts. We look forward to engaging further with you on this important work.

The Marquette Neighborhood Association is a public charity under section 501(c)(3) of the Internal Revenue Code.

www.marquette-neighborhood.org



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800 Block Williamson South Side - Reclassify the south side as 2018 Neighborhood Mixed Use

900 Block Williamson North Side - Reclassify as 2018 Neighborhood Mixed Use

The Fauerbach - Reclassify the Fauerbach as 2018 Low Medium Residential

Elks Club, 711 Jenifer Street - Reclassify as 2018 Neighborhood Mixed Use

700-1300 blocks Jenifer & Spaight - Reclassify as 2018 Low Medium Residential with house-like clause

900-1200 Blocks of Williamson - Reclassify the area to Low Medium Density

1100-1300 Blocks of Rutledge and Morrison - Reclassify to 2018 Low Residential

1200-1300 Blocks of Williamson - 2018 Neighborhood Mixed Use but with three-story height limit

1200-1300 Blocks of East Wilson, Dewey Court, Schley Pass - Reclassify as 2018 Low Residential

Cantwell Court, Rogers, and Thornton - Reclassify as 2018 Low Medium Residential

1500 Block of Williamson North Side - Neighborhood Mixed Use only for Mickey's Tavern
Reclassify the area between Mickey's Tavern and Rogers Street as 2018 Low Medium Residential

Merry and Buell Streets - Reclassify area as 2018 Low Residential with house-like clause

Shoep's-Jenifer Market site - Low Residential with house-like clause

**Marquette Neighborhood Association Response
Future Land Use Plan Change Recommendations
March 5, 2018**

Notes by Gary Tipler, David Mollenhoff, Nicholas Schroeder and others

1 800 block of Williamson (North side)

City Proposal

Increase density from 2006 CMU (up to 60 units/acre) to 2018 CMU (up to 130 u/a, 6 stories)

MNA Recommendation

Accept the north side as 2018 Community Mixed Use

New buildings are to conform to BUILD II: "On the north side of the 800 and 900 block of Williamson Street, flat-roofed three-story structures shall be permitted."

This area is within the Third Lake Ridge Historic District where new buildings must be visually compatible with historic buildings within 200 feet, per the criteria in the Third Lake Ridge Historic District ordinance.

2 800 Williamson Block (South side)

City Proposal

Increase density from 2006 CMU (up to 60 units/acre) to 2018 CMU (up to 130 u/a, 6 stories)

MNA Recommendation

Change to 2018 Neighborhood Mixed Use (Up to 70 units/acre and 4 stories)

To retain a lower maximum building heights, conform to BUILD II, and to allow for neighborhood-centric mixed uses.

BUILD II: New buildings shall be no higher than 2-1/2 stories.

This area is within the Third Lake Ridge Historic District and has a few of the oldest and most important of Williamson Street's historic building. New buildings must be visually compatible with historic buildings within 200 feet, per the criteria in the Third Lake Ridge Historic District ordinance. Important historic buildings anchor both ends of the block.

3 900 Williamson Block North Side

City Proposal

Increase density from 2006 CMU (up to 60 units/acre) to 2018 CMU (up to 130 u/a, 6 stories)

MNA Recommendation

Reclassify to Neighborhood Mixed Use (NMU) category (up to 70 units/acre and 4 stories)

To retain lower maximum building heights, conform to BUILD II, and allow for neighborhood-centric mixed uses.

New buildings must conform to guidelines of BUILD II: Maximum height. a. Zone I. New buildings shall be no higher than 2-1/2 stories, except for the following: "On the north side of the 800 and 900 block of Williamson Street, flat-roofed three-story structures shall be permitted." Page 31.

This is within the Third Lake Ridge Historic District, so new buildings must be visually compatible with historic buildings within 200 feet, per the criteria in the Third Lake Ridge Historic District ordinance.

The Fauerbach and the Elks Club

City Proposal

Increase density from 2006 MR (up to 40 units/acre) to 2018 MR (up to 90 u/a, 5 stories)

MNA Recommendation

4 Reclassify The Fauerbach as 2018 LMR (low medium residential) (up to 30 units/acre). This would still exceed the existing density, which is currently at 19.68 units/acre and 3 stories – it fits within LMR.

5 Reclassify Elks Club, 711 Jenifer South as 2018 NMU (up to 70 units/acre and four stories)

This is a highly unusual site in the Third Lake Ridge Historic District and with frontage on Lake Monona. The proposed density and heights are to ensure a high quality development, particularly if exclusions and bonuses are permitted.

The property is in the Third Lake Ridge Historic District, quite near some of the oldest and most treasured mid-19th century modest-sized houses in the district. Strong consideration should be given to massing and setbacks, particularly regarding shadow fall, near the historic buildings when a building is planned. New buildings must be visually compatible with historic buildings within 200 feet, per the criteria in the Third Lake Ridge Historic District ordinance.

6 700-1300 blocks of Jenifer and Spaight
City Proposal

Change from 2006 MR (up to 40 units/acre) to 2018 LMR (up to 30 units/acre and 3 stories)

MNA Recommendation

Accept 2018 LMR (up to 30 units/acre) but with a house-like clause, per Note 4, 2018 FLU map. This area is in the Third Lake Ridge Historic District and two districts listed on the National Register of Historic Places are within its boundaries. The historic buildings are comprised of about 95 percent 2-1/2 story houses, with one to several dwelling units. The balance are one story or 3-flat apartment buildings. New buildings must be visually compatible with historic buildings within 200 feet, per the criteria in the Third Lake Ridge Historic District ordinance.

7 900-1200 blocks of Williamson
City Proposal

Increase density from 2006 HR (up to 60 units/acre) to 2018 MR (up to 90 u/a, 5 stories)

MNA Recommendation

Reclassify the area to Low Medium Density (LMR), up to 30 units/acre and no more than 3 stories in height.

The density level over this area is less than 20 units/acre. The building forms are those appropriate for Low-Medium Residential, not Medium Residential: single family residences, two-flats, and three-units are by far the predominant building forms.

Each of these blocks are occupied by (approximately 85 percent) old houses that contribute to the Third Lake Ridge Historic District and retain affordable housing.

This area is within the Third Lake Ridge Historic District. New construction must be visually compatible with historic buildings within 200 feet.

BUILD II provides that no buildings can exceed 2-1/2 stories in height.

8 1100-1300 Blocks of Rutledge and Morrison
City Proposal

Increase density from 2006 LR (up to 15 units/acre) to 2018 LMR (up to 30 u/a, 3 stories)

MNA Recommendation

Reclassify to 2018 Low Residential (LR) category (up to 15 units/acre and 2 stories)

It currently is at Low-Density Residential (0-15 units/acre) and nothing has changed since 2006.

This area is within the Third Lake Ridge Historic District and partly within a National Register of Historic Places historic district. New construction must be visually compatible with historic buildings within 200 feet.

9 1200-1300 blocks of Williamson

City Proposal

Increase density from 2006 NMU (up to 40 units/acre) to 2018 NMU (up to 70 u/a, 4 stories)

MNA Recommendation

Accept 2018 Neighborhood Mixed Use (NMU) but with a 3-story height limit – a new criteria. This would keep development more in keeping with the historic commercial buildings within the Third Lake Ridge Historic District of which there are many one-story commercial building, two three-story commercial buildings (one is only a few years old) and some two and 2-1/2 story apartment houses. This area is within the Third Lake Ridge Historic District where new buildings must be visually compatible with historic buildings within 200 feet, per the criteria in the Third Lake Ridge Historic District ordinance.

10 1200-1300 blocks of East Wilson, Dewey Court, Schley Pass

City Proposal

Increase density from 2006 LR (up to 15 units/acre) to 2018 LMR (up to 30 units/acre)

MNA Recommendation

Reclassify 2018 Low Residential (LR) category, (up to 15 units/acre and 2 stories) its current designation.

Retain affordable housing for families. The Baldwin-Wilson-Schley-Dewey neighbors are seeking Conservation District protections.

The changes are not consistent with neighborhood plans.

The area is currently Low Density Residential. The draft FLU map designates this area Low-Medium Residential. Parcels along the Few/Wilson intersection are even jumping to Medium Residential from Low-Density Residential. The reason for this change is unclear – the density of the area has not changed since 2006. The 2006 FLU map shows the area with a density up to 15 units/acre, which matches the proposed LR designation.

The East Rail Corridor Plan identified this area as worthy of preservation: preserving the residential use and the essential character, scale and identity of the area. A conservation study was undertaken and a report adopted by the Council in 2011. One of the actions taken was to zone this area, primarily consisting of single-family homes, as TR-C4 in order to provide long-term protection and preserve neighborhood character. Allowing for greater density contradicts the will of the Council as expressed by its adoption of the conservation study report.

For this reason, it is recommended that the recommendations of this Neighborhood conservation Study be implemented as part of the approval process for the new Zoning Code.”

The resolution approving this study recognized this area as having a unique, predominantly small-scale character worthy of protection.

11 Cantwell Court, Rogers, and Thornton

City Proposal

Increase density from 2006 MR (up to 40 units/acre) to 2018 MR (up to 90 units and 5 stories)

MNA Recommendation

Reclassify to 2018 Low Medium Residential (LMR) category (up to 30 units/acre and 3 stories)

Retain affordable housing, protect buildings in the historic district.

Present density is at 30 units/acre. This fits within LMR. There are 9 single family homes, 5 2-units, and 1 3-units. None of these building forms come within MR. This area is partly within the Third Lake Ridge Historic District where new buildings must be visually compatible with historic buildings within 200 feet.

**12 1500 block of Williamson North Side
City Proposal**

Increase density from 2006 MR (up to 40 units/acre) to 2018 NMU (up to 70 units/acre)

MNA Recommendation

Allow the NMU category but only for Mickey's Tavern. Reclassify the area between Mickey's Tavern and Rogers Street as 2018 Low Medium Residential (LMR) category (up to 30 units/acre and 3 stories).

The density and use change shouldn't be increased beyond LMU for these five houses, which range from 1 to 2 stories, are in the historic district and meet the need for affordable housing, simply to square out a block.

The NMU designation has been expanded on the north side of the 1500 block to include 5 homes. This may be intended to make the NMU even on both sides of the street. However, it is not appropriate. These houses provide what has become affordable housing. Affordable housing has long been a concern in the Marquette neighborhood. As most succinctly stated in BUILD II, "preservation of existing older buildings has been a long-standing priority for the Marquette neighborhood" and that preservation of older buildings is always the favored option. The Marquette-Schenk- Atwood neighborhood plan addressed the risk of allowing conversion or demolition of existing residential structures to non-residential use.

This area is within the Third Lake Ridge Historic District where new buildings must be visually compatible with historic buildings within 200 feet.

**13 Merry and Buell Streets
City Proposal**

Increase density from 2006 LR (up to 15 units per acre) to 2018 LMR (up to 30 units/acre)

MNA Recommendation

Reclassify to the 2018 Low Residential (LR) category (up to 15 units/acre and 2 stories) with a house-like character. Note 4, 2018 FLU map.

A resident of this area has calculated local density at less than 15 units/acre. The majority of the buildings are one and two family structures. This fits squarely into the Low-Medium Residential district. The area is currently low-density residential. For further details, please see the comment letter submitted by Ms. Walker.

**14 Schoeps-Jenifer Market Site
City Proposal**

Increase density from 2006 NMU (up to 40 units/acre) to 2018 NMU (up to 70 units/acre)

MNA Recommendation

Reclassify to the 2018 Low Residential (LR) category (up to 15 units/acre and 2 stories) with a house-like character. Note 4, 2018 FLU map.

The MNA Board believes this area should be changed from NMU to Low Residential to match the rest of the neighborhood.

The 2006 Comprehensive Plan includes a note regarding this NMU district. Appendix 2-1, Land Use chapter:

“Note 1: 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.”

References

2018 Future Land Use Map Note 4.

The “house-like” residential character of the LMR area should be retained, and any limited redevelopment should generally maintain the current single-family/two flat/three flat development rhythm.

Density Categories

NMU=Neighborhood Mixed Use	up to 70 units/acre (u/a) 2-4 stories
CMU=Community Mixed Use	up to 130 units/acre 2-6 stories
LMR =Low medium Residential	7-30 units/acre 1-3 stories
MR=Medium Residential	16-40 units/acre 1-3 stories
LR=Low Residential	0-15 units/acre 1-2 stories



DRAFT**Report of concerned Marquette Neighborhood citizens about the 2018 Comprehensive Land Use Plan
02-28-18**

[Note to readers: This is a revised report based on the meeting at Wil-Mar on February 26 attended by 7 P&D members and 15 citizens. I have attempted to incorporate the following points made by various participants.]

A. SITUATION ANALYSIS

1. Every 10 years the City of Madison is required by State statutes to prepare a comprehensive future land use plan. The last such plan was implemented in 2006 and since 2016 the Plan Department has been working on an update called "Imagine Madison." The new land use plan is scheduled to be approved by the Common Council this summer.

2. The fundamental premise of Imagine Madison is that we must find places where 70,000 new residents can be accommodated during the next 10 years. A further premise is that a significant number of these new residents should live in "in-fill" locations, many of which are located on the East Isthmus including the Marquette Neighborhood.

3. On January 10, 2018 a representative from the City Plan Department made a presentation to members of the P&D Committee and other interested neighbors to learn what changes the Department wanted us to make during the next 10 years to our neighborhood land use plan. This was the first time that a representative from the Plan Department had met with us. Determining *exactly* what changes the Plan Department wanted us to make could not be easily determined from the PowerPoint slides at the January 10 meeting, but the gist of the presentation was clear: They want to significantly densify our neighborhood and increase building heights.

4. Based on the information received on January 10, the P&D Committee prepared and submitted a letter to the Plan Commission on January 17. A copy of that letter is attached.

5. The Plan Department subsequently gave detailed maps to the P & D Committee and they allowed us to determine exactly what changes were being proposed.

6. P&D held a third meeting on February 13 and one of its members prepared a very detailed 21-page analysis entitled "Comprehensive Plan" focusing on:

- statutory requirements for 10-year plans
- neighborhood plans that would be altered by the Future Land Use Plan
- the impact of the Comprehensive Plan on the Third Lake Ridge Historic District
- changes requested for every category in the future land use plan and how they compared to the current plan.

7. Members of the P&D Committee were shocked to learn how dense and tall our city planners wanted our neighborhood to become! For example, planners wanted to at least double the density and increase the height up to six stories in most residentially and commercially zoned areas.

8. P&D held a fourth meeting on February 18 and concluded that a map showing *the entire neighborhood* would be helpful. This map and two related documents were presented to the MNA Board on February 19. The three documents were :

- A comparison of Current (2006) and proposed (2018) comprehensive land use plans

- A color map showing the 2018 proposed land use plan for our neighborhood with 11 areas where the Plan Department wants to make changes to the existing land use plan
- A key to this map showing the changes in densities and heights proposed by the 2018 future land use plan.

Copies of all three documents are attached.

9. When the MNA Board met on February 19, and learned about this substantial change to our neighborhood character, they directed the P & D Committee to prepare a recommendation suitable for an e-vote.

10. On February 25 the P&D Committee held a fifth meeting to prepare its recommendations. One of its members was delegated to prepare a report.

11. On February 23 persons (seven members of the P&D Committee, 15 citizens, and Alder Rummel met at Wil-Mar to review a draft report of the P&D Committee. At that meeting several suggestions for changes were made. This report is a revision of the report dated February 26 and summarizes the suggestions made by participants. A member of the P&D Committee argued that since the meeting was not noticed, it could have no official standing and that it only represented the views of assembled residents. Nevertheless, the group decided to take a vote and of the 21 persons who were still present, 19 voted in favor of the report and 2 abstained.

12. The Plan Department wants to get MNA's recommendations no later than Monday, March 5 so they can present them to the members of the Plan Commission on March 12.

13. Therefore, neighborhood leaders are calling a special meeting of the MNA board for Friday March 2 from 5:30 to 7:30 PM.

14. This report contains our analysis of the problems the Comprehensive Plan poses for our neighborhood and specific steps we should take to prevent densification and greater building height from adversely affecting our neighborhood character.

B. PROBLEM STATEMENT

The Future Land Use Plan of the now nearly-complete 2018 Comprehensive Plan proposes dramatic increases in densities and heights in our neighborhood. Densities in most of the residentially and commercially zoned areas are nearly doubled and in some areas the plan allows buildings up to six stories. Such changes would transform our neighborhood as we know and love it. Therefore, the plan poses this question: What changes to the Comprehensive Plan should we demand for our neighborhood?

We cannot recall any time when the neighborhood was confronted by such a pro-development agenda and are very concerned that MNA adopt a strong clear statement that will so adversely change our neighborhood.

It is important for MNA board members to understand that while this report focuses on housing and land use—and especially density and building height—and that the Imagine Madison plan is also concerned with eight other issues: transportation; economic development; cultural and historical resources; parks, open space, and recreation; natural resources; agricultural resources; utilities and community facilities; and intergovernmental/regional cooperation. We believe the MNA board should also consider commenting on these other components of the 2018 Imagine Madison Plan.

C. THE NEED FOR CRITERIA FOR MAKING CHANGES TO THE CITY'S FUTURE LAND USE PLAN

When the P & D Committee met on February 25, we quickly recognized that to persuade Plan Department Staff and the Plan Commission to amend the draft plan in the 11 areas that were targeted for change, we must identify and use compelling criteria. After discussion we agreed to proceed in two steps:

Step 1. Identify the design principles—really goals—for our neighborhood that could most effectively function as compelling criteria as amendment justifications.

Step 2. Identify city-generated criteria for plan amendments.

Step 1. Neighborhood-generated criteria

Here are the four goals we developed and their rationales:

1. The Comprehensive Plan should recognize that zip code 53703 including the Marquette Neighborhood has already provided 50% of city-wide in-fill development during the past several years for buildings with four or more units. Therefore, to ask our neighborhood to provide a disproportionate amount of development to achieve city-wide densification goals is wrong, and especially if that development would destroy a neighborhood's character.

Insert Linda's stat:

2. The Comprehensive Plan should preserve the wonderful sought-after character of our neighborhood! Unfortunately, if the plan is implemented in its current form, its impact on our neighborhood would be largely deleterious. Examples include:

- A. The plan will transform much of Williamson Street into a canyon lined by five and six story buildings.
- B. The plan will transform the character and affordability of nearly all of our residentially-zoned areas.
- C. The plan will make it very difficult if not impossible to establish and sustain pleasant landscaping and a generous tree canopy.
- D. The plan is a frontal attack on the Third Lake Ridge Historic District; if the densities and heights embedded in the comprehensive plan are implemented they will lead to the degradation and decertification of this district.
- E. The plan will prevent the neighborhood from continuing to keep and attract families with children and hence our ability to keep our central neighborhood institution open, the Marquette Elementary School. To be able to keep and attract families with children has been our #1 goal since our 1970 plan was published. But the new construction triggered by the plan will be mostly efficiencies and one-bedrooms, accommodations that will not attract families.
- F. The plan will make already tight neighborhood street parking impossible and add considerable vehicular congestion to our streets.

3. The Comprehensive Plan should be consistent with recently developed neighborhood plans:

Arguably, no neighborhood in the city has taken neighborhood plans more seriously or spent more time preparing them. This tradition began in 1968 when a developer proposed to rezone our neighborhood for high-rises. Our response was a 120-page citizen-prepared plan that proved to be a wise blueprint for our neighborhood for several decades. This vigorous tradition of grassroots planning is alive and well as our work on the plans below will clearly show. We have made this major investment in plans because we believe they matter!

In fact, state statutes and _____ require that the future land use plan be “consistent with” neighborhood plans. [Hold for inserts from Linda’s detailed analysis of the comp plan.]

We have analyzed the four most recent neighborhood plans and it is clear that the new Comprehensive Plan is wildly inconsistent with them. Here is a summary of recent neighborhood plans and how the comp plan is inconsistent with them:

- Marquette-Schenk-Atwood Neighborhood Plan (1994)

Hold for insert

- Marquette Neighborhood Center Master Plan (Williamson Street BUILD, Phase 1 (2001)

Hold for insert

- East Rail Corridor (2004)

Hold for insert

- BUILD II (Design Guidelines and Criteria for Preservation of Williamson Street) 600-1100 blocks, 2005

4. The Comprehensive Plan should require and encourage a diverse spectrum of neighborhoods including several close-in, relatively low density, child-supportive neighborhoods. The Marquette Neighborhood must be one of those, but the comprehensive plan will gradually destroy these critically-important qualities that allow it to be a magnet for families with children.

Hold for insert

Step 2. City-generated criteria

Recognizing that many neighborhoods will want to amend the Comprehensive Plan, Plan Department staff developed four criteria:

1. The proposed change would be more consistent with the Comprehensive Plan’s existing goals, objectives, and policies, or would further the draft goals identified in the Imagine Madison process, as applied in the context of the amendment area.
2. The proposed change would be more consistent with the recommendations of an adopted neighborhood plan, neighborhood development plan, or special area plan.
3. The proposed change would better fit with predominant uses and development pattern in the surrounding area.
4. Conditions in the area have changed sufficiently to warrant the proposed amendment (either map or text amendment).

In addition, to using these four criteria we used language from Imagine Madison’s “Draft Goals.” A table showing all three categories of potential amendment criteria is attached.

We then used these tools as criteria to analyze the impact of those changes on eleven (11) neighborhood areas. Our final step was to make specific recommendations for each of those areas.

D. OUR RECOMMENDATIONS

Next, we carefully analyzed the eleven areas where the Plan Department was proposing changes in residential and mixed use categories using three categories:

- City recommendation
- MNA recommendation
- Rationale for MNA recommendation

In the rationale section we applied criteria from the three sources noted in the above table.

As you read our recommendations, you will want to refer to the following three attached documents:

- A comparison of Current (2006) and proposed (2018) comprehensive land use plans
- A color map showing the 2018 proposed land use plan for our neighborhood with 11 areas where the Plan Department wants to make changes to the existing land use plan
- A key to this map showing the changes in densities and heights proposed by the 2018 future land use plan.

Area #1. 600-900 block of Williamson.

This area proved to be the most difficult for us because each of the blocks has its own distinct character. Therefore, we will provide our recommendations by block.

Area #1, 600 block of Williamson
City recommendation Increase density from 2006 CMU (up to 60 units/acre) to 2018 CMU (up to 130 units/ acre and 6 stories)
MNA recommendation Leave as an employment center (E)
Rationale for MNA recommendation Hold for insert

Area #1, 700 block of Williamson
City recommendation Increase density from 2006 CMU (up to 60 units/acre) to 2018 CMU (up to 130 units/acre and 6 stories)
MNA recommendation Allow the city recommendation for 2018 CMU Alternative discussed: Reclassify as an employment center (E)
Rationale for MNA recommendation Hold for insert

Area #1, 800 block of Williamson
City recommendation Increase density from 2006 CMU (up to 60 units/acre) to 2018 CMU (up to 130 units/acre and 6 stories)
MNA recommendation Reclassify the north side as 2018 Community Mixed Use Reclassify the south side as 2018 Neighborhood Mixed Use
Rationale for MNA recommendation The south side should conform to the BUILD II Hold for additional input

Area #1, 900 block of Williamson
City recommendation Increase density from 2006 CMU (up to 60 units/acre) to 2018 CMU (up to 130 units/acre and 6 stories)
MNA recommendation Reclassify to 2018 Neighborhood Mixed Use
Rationale for MNA recommendation Hold for insert

Area #2. The Fauerbach and The Elks Club
<p>City recommendation Increase density from 2006 MR (up to 40 units/acre) to 2018 MR (up to 90 units/acre and 5 stories)</p>
<p>MNA recommendation Reclassify The Fauerbach as 2018 LMR (up to 30 units/acre) Reclassify the Elks Club as 2018 NMU (up to 70 units/acre and four stories)</p>
<p>Rationale for MNA recommendation The Fauerbach condos contain 37 units, sit on 2 acres (just under 19 units/acre) and are three stories tall when viewed from Williamson. To allow the proposed city land use category would allow a developer to build a 180 unit project and increase the height by two stories.</p> <p>The Elks Club sits on a ____ acre parcel so when the fraternal association works out a deal with a developer, they could pack 90 units on this site and add three stories to its height as it is viewed from Williamson Street. Since most new buildings require 10 to 12 feet per story, a new building on this lot could be 60 feet tall when viewed from Williamson. This would result in building that would tower about 40 feet over the immediately adjoining homes in the Third Lake Ridge.</p> <p>Because this area is the entrance to the Marquette Neighborhood and the Third Lake Ridge Historic District, new buildings should blend, not clash, with the adjacent residentially-zoned areas.</p>

Area #3. 700-1300 blocks of Jennifer and Spaight
<p>City recommendation Change from 2006 MR (up to 40 units/acre) to 2018 LMR (up to 30 units/acre)</p>
<p>MNA recommendation We accept this category, but with the understanding that the text describing this category as it applies to our neighborhood shall clearly require that all buildings shall be “house-like.” [Do we want to strengthen this further?]</p>
<p>Rationale for MNA recommendation Hold for insert</p>

Area #4. 900-1200 blocks of Williamson
City recommendation Increase density from 2006 HR (up to 60 units/acre) to 2018 MR (up to 90 units/acre and 5 stories)
MNA recommendation Reclassify the area to Low Medium Density (LMR), that is, up to 30 units./acre and no more than 3 stories in height.
Rationale for MNA recommendation We want to keep density of these blocks to what they are now or very close to this level. Also insert city criteria

Area #5. 1100-1300 blocks of Rutledge and Morrison
City recommendation Increase density from 2006 LR (up to 15 units/acre) to 2018 LMR (up to 30 units/acre)
MNA recommendation Reclassify to 2018 Low Residential (LR)
Rationale for MNA recommendation This classification would maintain current density, prevent speculation, keep housing costs lower, and _____ (hold for insert) Hold for insert re analysis of existing parcels

Area #6. 1200-1300 blocks of Williamson
City recommendation Increase density from 2006 NMU (up to 40 units/acre) to 2018 NMU (up to 70 units/acre and 4 stories)
MNA recommendation Approve city recommendation for Neighborhood Mixed Use (NMU) but with a 3-story height limit. This may require a variant category or a writing of the land use so that one specification would pertain for an older, established neighborhood, and another for other situations.
Rationale for MNA recommendation All existing buildings are no more then 3 stories (?) Insert Anne Walker's Isthmus 2020 document here.

Area #7. 1200-1300 blocks of East Wilson, Dewey Court, Schley Pass
City recommendation Increase density from 2006 LR (up to 15 units/acre) to 2018 LMR (up to 30 units/acre)
MNA recommendation Reclassify 2018 Low Residential (LR) category, which allows up to 15 units per acre and limits height to 2 stories.
Rationale for MNA recommendation Hold for insert

Area #8. Cantwell Court, Rogers, and Thornton
City recommendation Increase density from 2006 MR (up to 40 units/acre) to 2018 MR (up to 90 units and 5 stories)
MNA recommendation Reclassify this area as 2018 Low Medium Residential (LMR), which would limit density to 30 units per acre and 3 stories.
Rationale for MNA recommendation To allow up to 90 units/acre and 5 stories would have extremely negative consequences for this area. Hold for refinement.

Area #9. 1500 block of Williamson
City recommendation Increase density from 2006 MR (up to 40 units/acre) to 2018 NMU (up to 70 units/acre)
MNA recommendation Allow the NMU category but only for Mickey's Tavern. Reclassify the area between Mickey's Tavern and Rogers Street as 2018 Low Medium Residential (LMR) which would allow up to 30 units/acre and up to 3 stories.
Rationale for MNA recommendation To classify the homes between Mickey's and Rogers Street would cause these now affordable homes to become speculative targets and could lead to their destruction. This would not be good public policy.

Area #10. Merry and Buell Streets
City recommendation Increase density from 2006 LR (up to 15 units per acre) to 2018 LMR (up to 30 units/acre)
MNA recommendation Reclassify this area as 2018 Low Residential (up to 15 units) per acre.
Rationale for MNA recommendation This classification would ensure that this area does not attract speculators, that it would continue to provide children to the elementary school, etc. It is currently at about 16 units per acre. The large apartment complex fronting on the Yahara River is an “invasive species” that was probably allowed under the old PUD program; it should not be allowed to be a justification for increased density in this area. hold for refinement

Area #11. Jennifer Market area
City recommendation Increase density from 2006 NMU (up to 40 units/acre) to 2018 NMU (up to 70 units/acre)
MNA recommendation We accept the 2018 NMU classification
Rationale for MNA recommendation Hold for insert

E. DRAFT RESOLUTION

We, the Marquette Neighborhood Association Board, strongly recommend that several amendments be made to the draft 2018 Comprehensive Plan. We make this request because after careful study of 11 residential and commercial areas, we concluded that the plan would at least double our density and greatly increase building heights and that such a plan would have the following adverse consequences to the character and feel of our neighborhood:

- transform parts of Williamson Street into a six-story canyon
- alter the character and affordability of our housing stock
- destroy the Third Lake Ridge Historic District
- jeopardize our ability to maintain a sufficient child population for our neighborhood’s central institution, the Marquette Elementary School
- exacerbate already tight parking and vehicular congestion, and
- make a viable tree canopy nearly impossible to achieve

Attachments:

1. January 17, 2018 MNA letter to Plan Commission
2. A comparison of Current (2006) and proposed (2018) comprehensive land use plans
3. A color map showing the 2018 proposed land use plan for our neighborhood with 11 areas where the Plan Department wants to make changes to the existing land use plan
4. A key to this map showing the changes in densities and heights proposed by the 2018 future land use plan.
5. A table comparing plan amendment criteria.

A Comparison of Current (2006) and Proposed (2018) Comprehensive Land Use Plans
 02-25-18

2006	2018
Parks and Open Space (P)	Parks and Open Space (P)
Special Institutions (SI)	Special institutions (SI)
Employment (E)	Employment (E)
Industrial (I)	Industrial (I)
Residential	Residential
Low Residential (LR) 0-15 units/acre	Low residential (LR) 0-15 units/acre 1-2 stories
Medium Residential (MR) 16-40 units/acre	Low-medium residential (LMR) 7-30 units/acre 1-3 stories
High Residential (HR) 41-60 units/acre	Medium Residential (MR) 20-90 units/acre 2-5 stories
Mixed Use	Mixed Use
Neighborhood Mixed Use (NMU) Up to 40 units/acre	Neighborhood Mixed Use (MNU) Up to 70 units/acre 2-4 stories
Community Mixed Use (CMU) Up to 60 units/acre	Community Mixed Use (CMU) Up to 130 units/acre 2-6 stories

Note:

1. Almost all changes in the 2017 comprehensive plan proposed for our neighborhood are in the residential and mixed use land use categories
2. The addition of a new low-medium (LMR) residential category.
3. The addition of explicit height increases allowed with the 2018 plan especially in the residential (LMR and MR) and mixed use (NMU and CMU) categories. In some instances, they more than double what is currently allowed.
4. The dramatic increase in density in the residential and mixed-use categories.

Key to map showing the changes in densities and heights proposed by the 2018 Comprehensive Plan's future land use map

The following descriptions pertain to the numbered entries (#1 to #11) on the 2018 Comprehensive Plan: Future Land Use Map issued by the Plan Department.

Area #1. 600-900 block of Williamson.

Increase density from 2006 CMU (up to 60 units/acre) to 2018 CMU (up to 130 units/acre and 6 stories)

Area #2. The Fauerbach and The Elks Club

Increase density from 2006 MR (up to 40 units/acre) to 2018 MR (up to 90 units/acre and 5 stories)

Area #3. 700-1300 blocks of Jennifer and Spaight

Change from 2006 MR (up to 40 units/acre) to 2018 LMR (up to 30 units/acre)

Area #4. 900-1200 blocks of Williamson

Increase density from 2006 HR (up to 60 units/acre) to 2018 MR (up to 90 units/acre and 5 stories)

Area #5. 1100-1300 blocks of Rutledge and Morrison

Increase density from 2006 LR (up to 15 units/acre) to 2018 LMR (up to 30 units/acre)

Area #6. 1200-1300 blocks of Williamson

Increase density from 2006 NMU (up to 40 units/acre) to 2018 NMU (up to 70 units/acre and 4 stories)

Area #7. 1200-1300 blocks of East Wilson, Dewey Court, Schley Pass

Increase density from 2006 LR (up to 15 units/acre) to 2018 LMR (up to 30 units/acre)

Area #8. Cantwell Court, Rogers, and Thornton

Increase density from 2006 MR (up to 40 units/acre) to 2018 MR (up to 90 units and 5 stories)

Area #9. 1500 block of Williamson

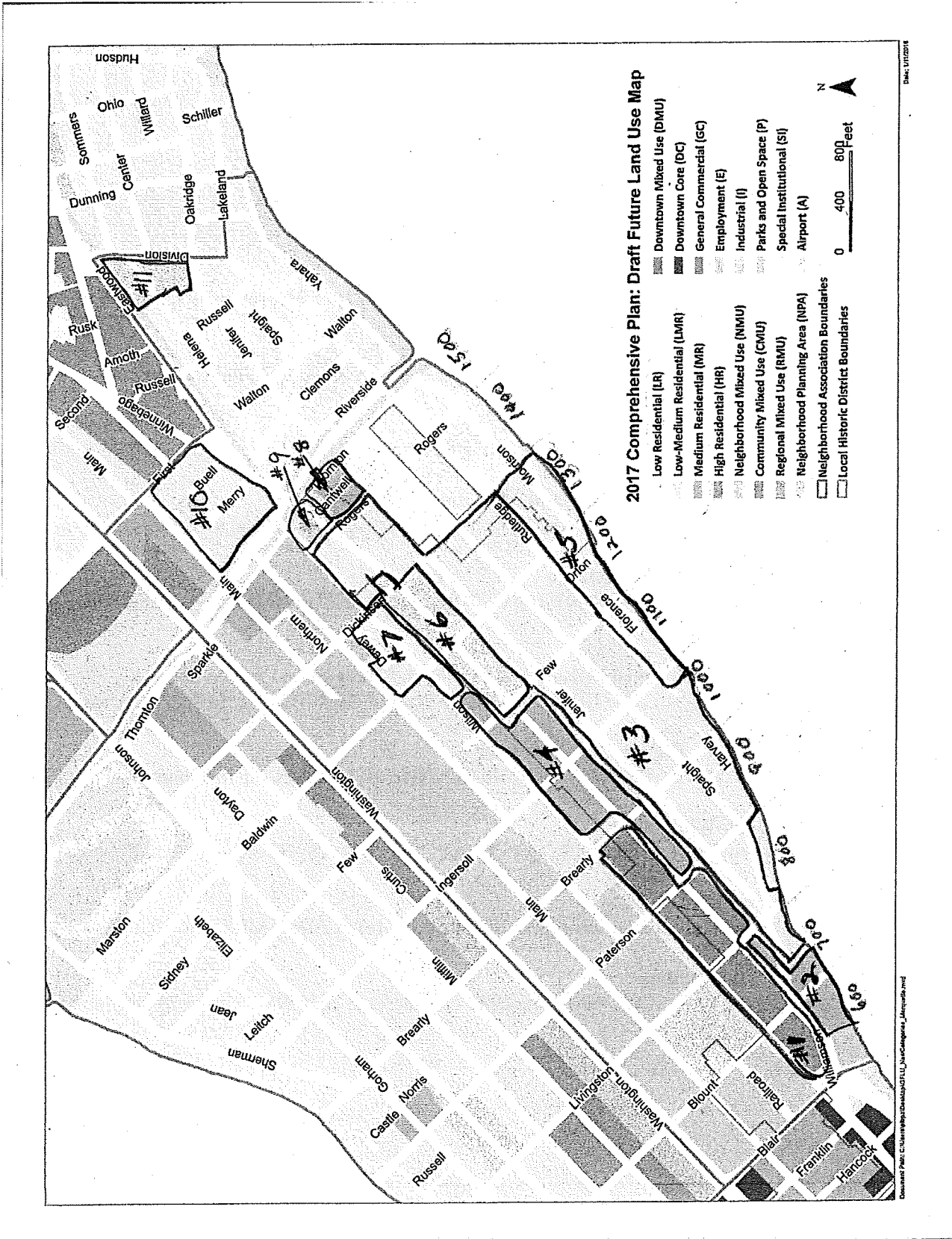
Increase density from 2006 MR (up to 40 units/acre) to 2018 NMU (up to 70 units/acre)

Area #10. Merry and Buell Streets

Increase density from 2006 LR (up to 15 units per acre) to 2018 LMR (up to 30 units/acre)

Area #11. Jennifer Market area

Increase density from 2006 NMU (up to 40 units/acre) to 2018 NMU (up to 70 units/acre)



2017 Comprehensive Plan: Draft Future Land Use Map

- Low Residential (LR)
- Low-Medium Residential (LMR)
- Medium Residential (MR)
- High Residential (HR)
- Community Mixed Use (NMU)
- Regional Mixed Use (RMU)
- Neighborhood Planning Area (NPA)
- Local Historic District Boundaries
- Downtown Mixed Use (DMU)
- Downtown Core (DC)
- General Commercial (GC)
- Employment (E)
- Industrial (I)
- Parks and Open Space (P)
- Special Institutional (SI)
- Airport (A)



0 400 800 Feet

Scale: 1:10000

Document Path: C:\Users\patterson\Documents\2017_LandUseMap.mxd

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**

Letters from Marquette Residents





Board of Directors

Lynn Lee, President	Michael Doyle Olson
Amanda White, Vice President	Colleen Hayes
Renee Lauber, Treasurer	Jack Kear
Marlisa Kopenski Condon, Secretary	Robert Kobuch III
J. Cheema	Anita Krasno
Katherine Davey	Gary Tipler

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.



Board of Directors

Lynn Lee, President	Michael Doyle Olson
Amanda White, Vice President	Colleen Hayes
Renee Lauber, Treasurer	Jack Kear
Marlisa Kopenski Condon, Secretary	Robert Kobuch III
J. Cheema	Anita Krasno
Katherine Davey	Gary Tipler

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

The 800 block and 900 block (north side) of Williamson, is designated Commercial Mixed Use (CMU – 2-6 floors and <=130 units per acre) in the current Draft Future Land Use (FLU) Plan. We request that these blocks be designated Neighborhood Mixed-Use (NMU 2-4 Floors and <=70 units per acre).

Land Use Plan Review and Evaluation Criteria

1. The proposed change would be more consistent with the Comprehensive Plan’s existing goals, objectives, and policies, or would further the draft goals identified in the Imagine Madison plan update process, as applied in the context of the amendment area.

The current CMU designation is not compatible with the following Imagine Madison Goals:

4. Be comprised of compact, interconnected, neighborhoods anchored by a network of mixed-use activity centers

New mixed use developments have been saturating Williamson St over the last few years, upsetting the commercial – residential balance of the neighborhood. There have been many public conflicts between residents and commercial establishments. Higher density mixed use will exacerbate these problems as new first floor commercial spaces will be filled with more “warehouse” bars. Instead of traditional compact commercial nodes, Williamson St risks becoming a continuous smear of entertainment uses if we encourage too much new commercial space. As a consequence, we may lose much of the desired “missing middle” housing that already exists here.

8. Value our cultural and historical assets.

Large scale buildings of up to 6 stories on Williamson St will degrade the adjacent 2 story historic housing stock and commercial buildings on Williamson and Jenifer St. Many of these are local and national landmarks. All of the lots along Williamson are part of the Third Lake Ridge Historic District.

From the 2006 Comprehensive Plan

Goal of “Objectives and Policies for Infill Development and Redevelopment” Objective 22, policy #4: “Redevelopment scale and density should be appropriate to redevelopment objectives defined in the applicable City plans and reasonably compatible with established neighborhood character ...” Pictured next to this policy is a development 3 stories high, with a substantial 4th story setback, directly across the street at 804 Williamson. If this type of integration into the existing neighborhood character exemplifies the policy, a 6-story building is incapable of meeting the policy.

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

The CMU designation of heights up to 6 stories conflicts with Williamson St BUILD II, the East Rail Corridor Plan and the Third Lake Ridge Historic District.

The *Design Guidelines & Criteria for Preservation, Williamson Street, 600-110- Blocks* (BUILD II) calls for a maximum of 2 ½ stories on the south 800 block. Along with the front, side and back yard setbacks provided under BUILD II, and the Historic Preservation Ordinance, it is not seem probable that the higher intensity uses of CMU would receive approval.

Williamson St BUILD II Principle 7 does not note the 800 block and only the edge of the 900 block when describing key commercial nodes of the neighborhood. The CMU designation here will encourage the “commercial strip” that this principle is warning against:

- a. Maintain the overall proportion of commercial to residential space.
- b. Attempt to cluster new commercial space in commercial nodes on Williamson Street: The “Neighborhood Commercial Core,” or primary neighborhood shopping district, between Few and Dickinson Streets; the Third Lake Market and surrounding area at Brearly Street; and to a lesser extent the Gateway Mall area at Blair Street, while preserving the other parts of Williamson Street for residential use. In the adopted Marquette-Schenk-Atwood Neighborhood Plan, commercial or mixed-use development is encouraged to be located in these areas of high commercial concentration along Williamson Street. The goal was to increase the synergy among retail establishments in these areas while increasing the overall walkability of the retail/commercial area and preventing Williamson Street from becoming a commercial strip. This plan reinforces this concept but also recognizes that occasional mixed-use development is found in primarily residential sections of the street as well. The neighborhood’s preference is to maintain the present eclectic arrangement but concentrate on new developments that provide additional housing.”

The East Rail Corridor Plan says for this area:

- a. The maximum building height should be 3 stories, with 4 stories allowed only if underground or structured parking is provided.
- b. Building elements of more than three stories must be set back at least 45 feet from Williamson Street.”

Additionally, the CMU designation at up to 6 stories will be at odds with the visually compatible standards of the Third Lake Ridge Historic District, which encompasses this block.

CMU can go to 6 stories according to the map legend, while NMU can only go to 4 stories. Although the neighborhood plans are to be taken into account, in practice those plans are often overridden (e.g., 702 Williamson at 75 feet in height plus a rooftop patio, when BUILD II called for a maximum of 54 feet). A maximum height under the Comprehensive Plan of 4 stories, rather than 6 stories, would provide additional reassurance to nearby residents that a 6-story building will not be added to a block that primarily has 2 ½ story structures.

3. The proposed change would better fit with predominant uses and development pattern in the surrounding area.

The 800 block of Williamson, south side, is currently designated CMU in the draft FLU Plan. This is the only block of Williamson on the south side of the street that is designated CMU. It is an outlier. Indeed, it is the only south side block in the area that is designated mixed use at all, and may be even better served by a residential category. Most blocks on Williamson are commercial on the corners and residential in the middle blocks, as recognized in BUILD II. It would be desirable for the FLU to capture this land use pattern on the 800 and 900 blocks.

Looking across the City, there are many similar areas that are designated as NMU instead of CMU. These are all traditional commercial corridors adjacent to residential areas. The 800-900 blocks of Williamson should be NMU similar to the following areas in the current draft FLU plan:

1200 and 1300 blocks of Williamson

Monroe St (all commercial sections)

800 block of E Johnson

Regent St, except immediately adjacent to Camp Randall.

Further, the 1200 and 1300 blocks of Williamson are NMU and zoned Traditional Shopping Street. That is a better fit for the 800 and 900 blocks. The 1200 has retained its NMU designation despite the fact that it has moved beyond a neighborhood activity center – with the Weary Traveler, Cha-Cha and the Willy Street Coop, a wide audience is being served. The 1200 block contains no purely residential properties while the south 800 block south has 5 purely residential buildings.

The building height and forms existing on this block fit better into the NMU. As stated in the FLU FAQs dated January 2018, “[w]ithin the residential and mixed use designations, height and building form are emphasized over dwelling unit density.” This block meets the NMU criteria in all respects: (1) the density is 13 units/acre (another 100 units could be added before density would exceed 70 units/acre); (2) the building forms include residential –commercial conversion (which often happens on Williamson, but is not allowed under CMU); and, (3) buildings are one story to 2 ½ stories (with a new corner building approved for 3 stories).

4. Conditions in the area have changed sufficiently to warrant the proposed amendment (either map or text amendment).

Perhaps the CMU designation was used because the 2006 Comprehensive Plan designated this area a Transit-Oriented Development District. A TOD is “characterized by a compact, mixed-use development pattern that focuses the highest development densities and intensities in very close proximity to high capacity transit stops.” There are, unfortunately, no longer any proposals for any variety of passenger rail here. The bus does not even run on Williamson St. This condition no longer applies here.

Submitted by:

Dorla Mayer, [REDACTED] Williamson
Lou Berryman, [REDACTED] Jenifer
Mark Hodgson, [REDACTED] Jenifer
John Beck, [REDACTED] Jenifer
Mike Engel, [REDACTED] Jenifer
Susan Hering, [REDACTED] Jenifer
Joan Hart, [REDACTED] Jenifer
Leslie Schroeder, [REDACTED] Jenifer
Nick Schroeder, [REDACTED] Jenifer
Steve Ohlson, [REDACTED] S. Paterson
Maryline Beurg, [REDACTED] S. Paterson
Linda Lehnertz, [REDACTED] S. Paterson
Tracy Doreen, [REDACTED] S. Paterson
Mary-Elizabeth Pasquesi, [REDACTED] S. Paterson
Henry Doane, [REDACTED] Spaight
Jackie Suska, [REDACTED] Spaight

From: Michael Engel
To: [Grady, Brian](#); [Rummel, Marsha](#); [Zellers, Benjamin](#); [Laatsch, Kirstie](#); [Stouder, Heather](#)
Subject: proposed Future Land Use Map of the Madison Comprehensive Plan (Imagine Madison)
Date: Thursday, March 01, 2018 9:13:16 PM

The proposed plan for the Marquette Neighborhood and Third Lake Historic District is shockingly awful. Reject it vigorously.


Do we really want to mutate one of America's great neighborhoods. There is a reason people like this neighborhood. It has as much to do with feel and sense of place as the colorful residents and interesting businesses. Doubling density and more than doubling and tripling building heights to 6 stories needs to be removed from the plan.

I care about my neighborhood in general. I also care about my own self interest, family interest, and property value. The proposed plan means the 1-2 story buildings behind my house on Willy Street can be torn down and built to 6 stories high. No more sun, no more wind, no more quiet. Will my wife and child and I decide to move? Would another family buy my house when I'm ready to sell? Not likely. The economic and aesthetic value of my home would plummet with a 6 story building in the backyard.

This neighborhood has provided much new housing growth to the City. There is another tragedy here. That is making number of stories synonymous with housing density. Increased density has an appeal to it for a variety of reasons. But how just how does one increase density the most effectively? Is a 6 story building with commercial on the first floor and luxury apartments with 1-2 people in each apartment the dense sustainable housing we want? Or is that more akin to luxury cars stuck in traffic on the beltline. Each vehicle with one lone passenger.

Density looks more like the WISCO with one room apartments squished in an old house with a shared bathroom. Or the two three flats on my lock with 4 people sharing each floor to cover rent. (That used to be me). Piss sink hotels probably aren't in Imagine Madison. If they made a lot of money they would be.

Mike Engel

 Jenifer St (owner since 2005, neighborhood resident since 2000)

Sent from [Mail](#) for Windows 10




From: Peggy Garties
To: [Grady, Brian](#); [Zellers, Benjamin](#); [Laatsch, Kirstie](#); [Stouder, Heather](#)
Cc: [Rummel, Marsha](#)
Subject: Imagine Madison plan for Marquette Neighborhood
Date: Thursday, March 01, 2018 10:37:13 PM

As a 20 year resident of the Marquette neighborhood, I was shocked by the scale of the increase in density that is planned in many parts of our neighborhood. I am concerned chiefly about two things.

1. The increase in multistory "medium residential" (up to 5 story) housing on Willy Street and shockingly on the two blocks across the street from Marquette/O'Keeffe school. This will lead developers to buy the small affordable family homes that currently exist and replace them with multistory apartments with one and two bedrooms. This will drive families out of the neighborhood and exacerbate the declining enrollment problem for Lapham and Marquette schools that are key to our neighborhood's health. As parent of two students who have attended Lapham, Marquette, O'Keeffe and now East, this issue is dear to my heart.
2. The vibrant, friendly, walkable quality of the Willy Street commercial area will disappear if 4-6 story buildings predominate. Once zoning allows for maximums of five and six stories, that will quickly happen. In addition, I can't even imagine the traffic and safety problems that will result from this huge rise in density.

I am asking you to reduce the allowable height of buildings on 600 to 1500 Williamson Street to no more than 4-5 stories and require setbacks to maintain the walkable character of this commercial district. Also, the family-friendly area south of Williamson should remain Low Residential or Low-Medium Residential. The two blocks directly across the street from O'Keeffe/Marquette schools should not be zoned for 5 story buildings.

Thank you very much.

Peggy Garties


[REDACTED]

From: Jamie Campbell
To: mnaboard@marquette-neighborhood.org
Cc: [Grady, Brian](#); [Rummel, Marsha](#); [Zellers, Benjamin](#); [Laatsch, Kirstie](#); [Stouder, Heather](#)
Subject: Support Alternative 2 for changes to the Imagine Madison Plan
Date: Thursday, March 01, 2018 10:33:48 PM

I urge you to support Alternative 2 as the official response from the MNA Board to the proposed Future Land Use Map of the Madison Comprehensive Plan (Imagine Madison). The Imagine Madison plan indicates a doubling of the density and raising building heights on Williamson Street and elsewhere in our neighborhood. I'd like to see MNA support the changes indicated in the Alternative 2 proposal when you meet to discuss this issue. The future look and feel of our neighborhood depends on limiting the housing density and limiting building massing along Williamson St. and in our neighborhood. In addition, the Imagine Madison plan as it stands now would result in an enormous increase in traffic on Willie St. which is already becoming a serious problem.

Thank you for the work you do and for your thoughtful consideration of this issue.

Jamie Campbell

[Redacted signature]



From: [REDACTED]
To: [Laatsch, Kirstie](#); [Grady, Brian](#); [Zellers, Benjamin](#); [Puerta, Angela](#)
Subject: Concerns for the Isthmus
Date: Friday, March 02, 2018 7:39:31 AM

Dear Imagine Madison,

I am writing to advocate for affordability and sustainability on the Isthmus in the Tenny-Lampham and Marquette Neighborhoods.

Over-building and increased density is not sustainable for these unique historic places. In fact, dividing the air and green space with tall structures and denser population has potential to irreparably destabilize the historic Third Lake neighborhood. Will this former swamp and turn of the 20th century edge-of-town become lost in a concrete jungle with drainage issues and no room for heritage trees or community gardens?

I am concerned about losing our history in many ways. The Build II plan was thoughtful and fair. How can Imagine Madison just throw this neighborhood plan out the IM proposed 6 story window on Willy Street? Please make sensible decisions to preserve the Build II Plan elements that help us all keep in tune to the history of Madison's isthmus.

There are many valuable reasons to keep the neighborhoods' character, allow for green space AND allow for reasonable growth. Many concerned neighbors have spent much time researching and presenting these specific reasons to the city. Please take heed.

This unique isthmus is the narrow neck between the east and west hourglass bulbs of Madison. The job of the neck in an hourglass is to regulate the passage of time. There has been much growth on Washington Avenue. Of course there will be some growth on Willy Street. But keep growth on a timely course, not too fast, nor too tall nor dense please. Please share this density and growth with the rest of the city so it doesn't get all bottlenecked on the Isthmus.

Sincerely,

Tracy Dietzel
homeowner and resident for 28 years at
[REDACTED] Paterson, Madison 53703



From: [REDACTED]
To: [Rummel, Marsha](#); [Zellers, Benjamin](#); [Laatsch, Kirstie](#); [Stouder, Heather](#)
Cc: [Grady, Brian](#)
Subject: Comprehensive Plan for Marquette Neighborhood
Date: Sunday, March 04, 2018 10:34:45 PM

Hi all,

I know you are getting a lot of feedback regarding the proposed changes to Madison's Comprehensive Plan - but please see this as an issue of great importance to those of us who will be affected by the proposed changes. As a longtime resident of one the affected blocks, I thought it fitting for me to send you my own feedback.

I am especially concerned about the degree of infill those of us on Willy Street are – once again – expected to endure. I find that the proposed changes would be detrimental to the quality of life many of us have spent decades creating – but I also fear that there is not adequate infrastructure – parking / buses / et cetera – and that the land itself would not sustain the proposed changes. Lest you forget, this is an extremely low area – really a swamp filled in with cinder and other debris - and the more it is paved over, the more flooding occurs. I have experienced more flooding this winter than I have in decades – and parts of my next-door-neighbor's yard is still iced over – under water. What is being proposed is not smart managed growth – it is poor planning.

Specifically, regarding Williamson Street 900 block (south side only), 1000 block, 1100 block, and a portion of the north 1200 block:

This area should be designated "Low-Medium Residential" ("LMR") with a general height of 1-3 floors and general density of 7-30 units/acre. This area is currently designated "Medium Residential" ("MR") with a general height of 2-5 floors and general density of 20-90 units/acre.

The current density is within the LMR designation.

The current density of these blocks:

900 South	16.8
1000 North	15
1000 South	36 (26 units/acre excluding the 15 room single occupancy at Tellurian)
1100 North	13.7
1100 South	17.6
1200 North	8.3

Overall Density of area 18.9

Only one section of the area, the south 1100 block, reaches the minimum density for MR, 20 units/acre.

The area has room for appropriate growth/density before the LMR limit of 30 units/acre would be exceeded – it could become 50% denser.

The building forms fit within LMR

The FLU FAQs list the following residential building forms as permitted in LMR.

- Single-Family Detached Building
- Two-Family, Two-Unit
- Two-Family – Twin
- Three-Unit Building

Single-Family Attached

The following residential building forms **are not permitted in MR.**

- Single-Family Detached Building
- Two-Family, Two-Unit
- Two-Family – Twin
- Three-Unit Building

Single family residences, two-flats, and three-units are by far the predominant building form. TR-V2 zoning has been applied to 65% of the buildings in this area. Under the Zoning Code, the following are permitted uses in TR-V2:

- Single-Family Detached
- Two-Family, Two-Unit
- Two-Family – Twin
- Three-Unit
- Four-Unit

The building heights fit in LMR

All building heights fit within LMR: the number of stories range from 1-3, which matches the LMR designation.

Many buildings do not fit within MR which generally requires 2-5 stories. Approximately 20% of the buildings are one story or 1 ½ stories, a height excluded from MR.

Neighborhood Plans

This area, except for the small section of the 1200 block, is covered by BUILD II. BUILD II provides that no building can exceed 2 ½ stories in height. BUILD II should remain in effect.

Historic District

This area is part of the Third Lake Ridge Historic District. All, or almost all, properties (except for the 8 Planned Developments) were built in the period of significance (1850-1929). Under the historic ordinance, any new structure must be visually compatible with historic resources located within 200 feet. Of most importance for this comment letter, that visual compatibility applies to gross volume and height. Approximately 85% of the properties in this area are 2 stories or less with a lot size of 3,000-5,000 square feet. Even a four story building would be visually incompatible since it would generally be double the height of neighboring properties. Once the referenced “rhythm of solids & voids” is compromised, a new standard is created and we lose the historic significance – which is based on **the relationship of the buildings to one another – not on the individual buildings themselves.**

Missing Middle

These buildings fit squarely into the “missing middle” that Imagine Madison says are lacking. See “What is Density” where it explains the missing middle as “a range of multi-unit or clustered housing types compatible in scale with single-family homes that help meet the growing demand for walk-able urban living.”

I urge all of you to work with us in being good stewards of what we have created in this most “livable” neighborhood. We are all charged with this responsibility.

Thank you

Sharon Kilfoy



Williamson St

From: noreply@engagingplans.org
To: [Laatsch, Kirstie](#)
Subject: Form submission from: Contact Us
Date: Friday, March 02, 2018 12:07:46 PM

Submitted on Friday, March 2, 2018 - 1:07pm
Submitted by anonymous user: 99.126.181.49
Submitted values are:

Your Name: Russell Leum

Your Email Address: [REDACTED]

Your Phone Number: [REDACTED]

Your Message:

I encourage the city to amend the proposed Future Land Use Map of the Madison Comprehensive Plan (Imagine Madison) to reflect the changes and recommendations of the Marquette Neighborhood Assoc. These recommendations, to the greatest extent possible, represent past neighborhood planning efforts, and concerns of neighborhood residents.

Thank You.

The results of this submission may be viewed at:
[REDACTED]



From: [REDACTED]
To: mnaboard@marquette-neighborhood.org
Cc: Grady, Brian; Rummel, Marsha; Zellers, Benjamin; KLaatsch@cityofmadison; HStouder@cityofmadison
Subject: Support for Alternative 2 for Future Land Use in Marquette Neighborhood
Date: Friday, March 02, 2018 9:47:17 AM

Dear Members of the Marquette Neighborhood Association Board,

We are writing to you as 30-year homeowners and active residents of this neighborhood. We moved to Morrison Street in 1978 because of the historic nature of the neighborhood and easy access to small neighborhood businesses and the downtown area.

We first heard about the proposed dramatic changes to our neighborhood last week. We attended a meeting at WilMar Neighborhood Center on February 26, 2018 to learn about the issues and how we could respond to the recommendations being developed.

The fact that the Future Land Use Map of the 2018 Comprehensive Plan proposes increased densities—some even doubled—to both residential and commercially zoned areas is troubling to say the least. Some of these densities appear to be doubled and allowable heights have been proposed to be up to six stories high. This would completely change the neighborhood we know and love.

The Marquette Neighborhood has already absorbed in-fill in the past decade through the development of new multi-unit buildings.

We want to see the character of our neighborhood maintained. We need to have those working on this project respect the nature of our neighborhood as the City works toward its city-wide densification goals. We understand that the Marquette Neighborhood will continue to grow, and we know that by working with our neighbors in the Tenney Lapham district we can prioritize and achieve affordable housing

in all new developments.

With our continued commitment to the Marquette Neighborhood, we strongly recommend the **only adjustments** that be made to the 2018 Future Land Use Map and any parts of the Comprehensive Plan be limited to:

- 1) The development on Williamson Street from the 600 to 1500 block may not surpass five stories and adheres to the preservation of affordable housing and structured parking bonuses as detailed in Build II.**
- 2) The concentration of the houses in the historical district south of Williamson Street are coded as LR and LMR to protect the “house-like” quality of the area.**

We trust you will consider our concerns seriously, and we thank you for your work on this important neighborhood project.

Sincerely,

Allan & Michele Mickelson

[REDACTED] Morrison Street

Madison, WI 53703



From: [REDACTED]
To: Stouder, Heather; Grady, Brian; Zellers, Benjamin; Rummel, Marsha; Zellers, Ledell; [REDACTED]
Subject: Fwd: Plan Commission, Comp Plan FLU comment, Marquette Neighborhood Association
Date: Monday, January 29, 2018 9:10:25 PM
Attachments: 18-01-17 Letter to Plan Commission re FLU signed.pdf

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.

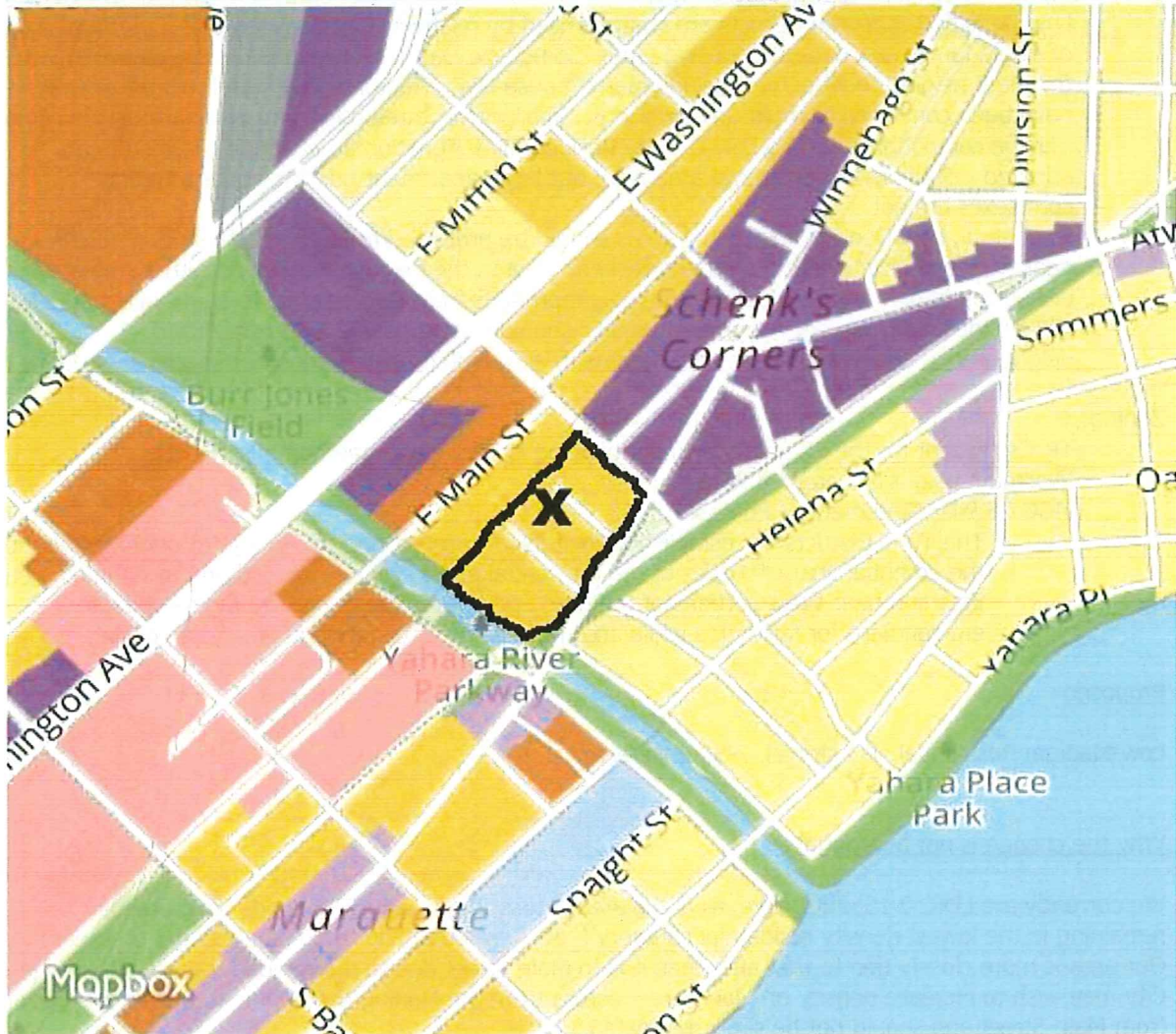
We look forward to working with the City on this critically important plan.

Sincerely,

Lynn Lee, President

For the Board of the Marquette Neighborhood Association

February 2018 Draft



These comments address the area in the above map marked by an "X" and outlined in black. This area is currently designated Low-Medium Residential on the draft FLU map. The 2006 Comprehensive Plan designates this area as Low Density Residential. Increased density and increased height associated with the Low-Medium Residential category is not appropriate for this area.

We are a small, residential portion of the Marquette Neighborhood bounded by the Yahara River, Winnebago Street, First Street and the railroad tracks. We are a district made up of older homes, many from the 1800's and early 1900's. The railroad tracks separate us from residents on Main Street by the raised railroad bed and, for the most part, fencing. We are a stable part of the neighborhood, supporting many families with diverse backgrounds and incomes. Children are within walking distance to many of our neighborhood schools.

Currently

2006 FLU map designation is Low Density Residential (0-15 units/acre).

2006 Comprehensive Plan Land Use description:

Low Density Residential districts are characterized by relatively low densities and a predominance of single-family and two-unit housing types. Some Low Density Residential areas, particularly in the older neighborhoods, may include many "house-like" structures that were built as, or that have been converted to multi-unit dwellings. Smaller two, three and four unit apartment buildings may be compatible with the Low Density Residential designation at locations specified in an adopted neighborhood or special area plan, but large apartment buildings or apartment complexes are not.

In general, Low-Density Residential areas should be protected from encroachments of higher density or higher intensity uses than presently exist in the neighborhood, and future conversions of housing in older mixed-housing type neighborhoods from single family to multi-unit should be discouraged. Infill or redevelopment projects should be compatible with established neighborhood character and be consistent with an adopted neighborhood or special area plan.

Zoning:

TR-C4 (except for the 22 unit apartment building is TR-U2 and one home is TR-V1).

Maximum height is 2 stories/35 feet.

MGO 28.041, Statement of Purpose:

The TR-C Districts are established to stabilize, protect and encourage throughout the City the essential characteristics of the residential areas typically located on the Isthmus, near East and near West portions of the City, and to promote and encourage a suitable environment for family life while accommodating a full range of life-cycle housing.

Proposed

Low-Medium Residential, 1-3 stories, 7-30 units/acre.

Why the change is not appropriate

We currently are LDR, 0-15 units, acre, as is the area across Winnebago/Eastwood. That area is remaining in the lowest density residential category (Low Residential, up to 15 units/acre, 1-2 stories). Our area is more closely tied to that area than it is to Main Street due to the railroad tracks. (While the City may wish to increase density on Main Street across from the Marling development, our area is cut off from Main Street and should not be similarly treated.)

We are predominantly made up of single family homes, some of which have been divided. Currently we have 21 single family homes, 16 2-units, and 4 3-units. We clearly fit into the 2006 Comprehensive Plan's description of Low Density Residential Districts. The exception is the 22-unit apartment building built in the 1960's, but future land use should not be determined by one anomaly that could not have been built under the 2006 Comprehensive Plan.

Our area has not changed since the 2006 Comprehensive Plan. In fact, going back to at least 1994 our area has been stable. The 1994 Marquette-Schenk-Atwood neighborhood Plan, Map 7, reflects 91 units in this area.

Our current density is 13.9 units/acre. Excluding the apartment building, our density is 11.6 units/acre. Homes are primarily two-stories, with a few one-story, and some attic conversions. We clearly come within the scope of the proposed Low Residential district: up to 15 units/acre and 1-2 stories.

The *Isthmus 2020 Committee Report, A Guidebook for a Model Isthmus* was approved by the Common Council. The adopting resolution directed various City agencies to take actions to implement specified report recommendations. Two of those recommendations:

"... development in Isthmus Neighborhoods should complement, reinforce, and restore existing traditional neighborhood features."

"Planning for neighborhoods should be focused on neighborhood character more than simply seeking a higher density."

The Land Use chapter of the 2006 Comprehensive Plan explains the Medium Density Residential designation, which is one level denser than our current LDR category:

Medium-Density designation is also applied to portions of some established neighborhoods that are composed primarily of "house-like" residential buildings, although there may also be a scattering of apartment buildings. In these areas, the medium-density designation reflects the large number of houses that were originally built as multi-unit, duplex, two-flat, or three-flat structures, or have subsequently been converted to contain several dwelling units. In these situations, it is recommended that these areas continue to maintain the "house-like" character, and the designation is not intended to encourage further conversion or replacement of existing housing with apartment-style buildings, except as may be specifically recommended in an adopted neighborhood or special area plan.

If a denser residential district is to maintain its "house-like" character, then our lower density district should also maintain a "house-like" character.

The 2006 Comprehensive Plan clearly intends to protect our area "from encroachments of higher density or higher intensity uses than presently exist in the neighborhood."

Clearly the City has historically recognized the value of maintaining traditional isthmus neighborhoods. And the City continues to recognize that value. We have a strong neighborhood fabric and wish to maintain our strong links and encourage owner occupied housing.

From: [REDACTED]
To: [Zellers, Benjamin](#)
Subject: one clarification
Date: Thursday, March 01, 2018 3:33:13 PM

Pg 2 of the pdf that I sent

I strongly believe that Main Street (eastern side/not Marling side) should remain low density residential. Like my little corner of the neighborhood, there are mostly single family homes, some converted. They are also within walking distance to our schools and remain (at least at this point) a more affordable part of the neighborhood.

From: [REDACTED]
To: [Zellers, Benjamin](#)
Subject: Proposed FLU draft document
Date: Thursday, March 01, 2018 11:51:31 AM

Dear Ben

I support the document submitted by Anne Walker.

Karolyn Beebe
[REDACTED] Merry St
Madison, WI 53704

From: [REDACTED]
To: [Zellers, Benjamin](#)
Subject: Proposed FLU Draft Document
Date: Friday, March 02, 2018 8:04:27 AM

Dear Ben,
Hope your week is going well!!

Just writing to tell you that I am in support of the document submitted by Anne Walker

Dean Kallas
[REDACTED] Winnebago St.
[REDACTED]

From: [REDACTED]
To: [Zellers, Benjamin](#)
Subject: Marquette Zoning
Date: Saturday, March 03, 2018 12:05:15 PM

I agree with Anne Walker's proposals about house density in the Marquette neighborhood area.

Also include Main St.. in LDR 0-15 units/acre.

Sincerely,
Christopher Burant
[REDACTED] Merry st.

From: [REDACTED]
To: [Zellers, Benjamin](#)
Subject: Proposed FLU draft document
Date: Sunday, March 04, 2018 8:57:11 PM

Dear Ben,

In conversation with my neighbor Anne Walker, I was made aware of city planner's intent to increase the housing density of the area bounded by the Yahara River, First Street, Winnebago Street, and East Main Street. As a long time resident of this area, I am opposed to this plan. Though I have not seen the document submitted to you by Anne, I trust that she presented sound arguments against higher density in this area, and I support her in this. I invested in this neighborhood 25 years ago as a single family home owner and have seen vulture developers pick away at single family housing for the 30 years I've lived in this neighborhood, often in contradiction to the neighborhood plan and with a rubber stamp from the city. I assume what's being proposed is a zoning change, and if so, I am absolutely opposed to it.

Sean Nashold
[REDACTED] Buell Street

From: [REDACTED]
To: [Zellers, Benjamin](#)
Subject: Proposed FLU Plan
Date: Sunday, March 04, 2018 5:17:04 PM

Dear Ben,

We are a neighborhood made up of single family households and duplexes, one and two story homes. We are presently zoned low density residential, 0 to 15 units per acre, one to two stories, 35 foot maximum. In the new draft plan, we are being designated 7 to 30 units per acre and up to three stories. It is appropriate for us to remain LDR, and that is what we prefer. We live in an affordable neighborhood. We also abut a zone across Winnebago Street which will remain LDR and support multigenerational families which are within walking distance to area schools.

We strongly prefer to remain low density residential and not be rezoned to a higher density.

Thanks for your consideration of our comments.

Eric Mosher
[REDACTED] Riverside Drive [REDACTED]
Madison 53704
[REDACTED]

From: [REDACTED]
To: [Zellers, Benjamin](#)
Subject: Proposed FLU Plan
Date: Sunday, March 04, 2018 5:52:28 PM

Dear Ben,

We are a neighborhood made up of single family households and duplexes, one and two story homes. We are presently zoned low density residential, 0 to 15 units per acre, one to two stories, 35 foot maximum. In the new draft plan, we are being designated 7 to 30 units per acre and up to three stories. It is appropriate for us to remain LDR, and that is what we prefer. We abut a zone across Winnebago Street which will remain LDR and support multigenerational families which are within walking distance to area schools.

We strongly prefer to remain low density residential and not be rezoned to a higher density.

Thanks for your consideration of my comments.

Sandy River
[REDACTED] Riverside Drive [REDACTED]
Madison 53704
[REDACTED]