

City of Madison, Wisconsin

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REPORT OF: URBAN DESIGN COMMISSION

**PRESENTED:** November 17, 2021

**TITLE:** Adopting the South Madison Plan as a supplement to the Comprehensive Plan and directing staff to implement the recommendations contained in the plan. (68084)

**REFERRED:**

**REREFERRED:**

**REPORTED BACK:**

**AUTHOR:** Kevin Firchow, Acting Secretary

**ADOPTED:**

**POF:**

**DATED:** November 17, 2021

**ID NUMBER:**

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Members present were: Cliff Goodhart, Chair; Lois Braun-Oddo, Christian Harper, Tom DeChant, Rafeeq Asad, Christian Albouras, Craig Weisensel, Shane Bernau and Russell Knudson.

**SUMMARY:**

At its meeting of November 17, 2021, the Urban Design Commission **RECOMMENDED APPROVAL** of the South Madison Plan as a supplement to the Comprehensive Plan. Jeff Greger of the Planning Division was available to answer questions.

Helen Kitchel spoke neither in support nor opposition, noting concerns with the height map and limitations, and the potential for 12-story buildings along Olin-Turville Conservation Parks. She understands the need for housing, but the location is critical. Buildings that tall adjacent to the park will impact the quality of the park, as well as increase bird strikes. Maybe there are better locations for this building.

The Commission discussed the following:

- A neighbor letter references process. County Plans, Destination District Plan, those all have a different process. How were recommendations on height incorporated into the process? This site is not in the Bay Creek Neighborhood and is ¼ mile away from any single-family residence.
  - Staff: We included a height map to help guide development in South Madison, the previous plan did not have that map. Our normal planning process involves developing a height map and holding public meetings where residents are able to weigh in. We have made efforts to include Bay Creek in the planning effort although they are not in the study area. Public meeting notices did go out to their association mailing list, we had a meeting this summer and encouraged those residents to sign up for our email list. Those folks who are interested have participated in the South Madison Planning effort. Olin Triangle is included in the planning boundary, the Alliant Energy Center Campus property is not.
  - For the Olin Triangle in particular, we recommend a land use change from employment to regional mixed-use, broadening potential uses of that site would be beneficial. The Destination District vision strategy was used as a height recommendation on the Olin Triangle. There is

opportunity on the east side of John Nolen Drive to establish a height limitation where there has not previously been one. Gives consistency and predictability in that area.

- The Thorstad property being designated for owner-occupied single-family homes has caused some concern from the public with ruling out owner-occupied other types of buildings such as condominiums or co-ops. Would those be a consideration?
  - We are showing a mix of uses in that area: mixed-use buildings, apartment buildings, single-family residential lots at 3-4,000 square feet, cottage-type homes in likely a condo arrangement, and traditional townhomes. This will need additional planning in the future and we are flexible, the mix could change. This section of the Thorstad concept is averaging 16 dwelling units/acre. Our City-wide average is around 4.5 dwelling units/acre. We are showing some flexibility as far as the type of unit and we do have some options. There are a lot of details that need working out. We heard loud and clear from the community on the need for single-family detached lots. It's also an equity consideration; South Madison has been redlined and discriminated against throughout history, it's not equitable to only suggest apartments.
- Really pleased to hear about the recommendation of community land trust, that allows people to build equity without having to own their individual home. It also allows for flexibility in building types. Very progressive.

### **ACTION:**

On a motion by Weisensel, seconded by DeChant, the Urban Design Commission **RECOMMEND APPROVAL** of the plan. The motion was passed on a vote of (8-0).

The motion noted that as of October 31, 2022 the rest of the Town of Madison comes into the City of Madison, including the land under the Alliant Energy Center. The plan should be updated to include that AEC component.