

**Growth Prioritization Feedback
Community Meeting Comments**

Dot Number	Reason for placing dot where you did.	General Comments
1	New housing- redevelopment along Midvale and Mineral Point.	
2	Verona- the thousands of Epic employees need more housing in Verona so they do not have to commute as far. This would reduce traffic on Midvale Blvd. & 151 and the need for public transportation.	
3	Needs more density/transit/retail	
4	Epic growth should be responsibility of Verona.	
5	Midvale Bl, Raymond Rd, and Milwaukee St should transition to 3-4 story mixed use housing and commercial.	Any new greenfield development must be dense enough to pay for infrastructure replacement in perpetuity. All development must include transit from the beginning.
6	Areas such as these need retail and transit hubs so people don't need to drive everywhere	
7	Good infrastructure/shopping, but currently low density of housing.	
8	Edge city mixed-use center.	
9	Malls are doomed because of increasing crime and the growth of Amazon. Put some high density housing in the mall parking area and surrounding area to increase demand for restaurants and other activities replacing dying malls.	
10	Good infrastructure/shopping, but currently low density of housing.	
11	Additional housing should focus on transit corridors	
12	Create a town square type living- walkable living.	
13	I feel like malls are dying and occupy a lot of land which could be transformed into mixed use developments.	
14	West Towne Mall- Hilldale-style redevelopment. Lifestyle center, townhouse wraparound site, structured parking, apt/condo/mixed-use podium buildings.	
15	Lots of land and a great place for mass transit to engage communities west of Madison.	
16	Services are nearby	
17	Additional housing should focus on transit corridors	
18	Near places of work on westside	
19	Additional housing should focus on transit corridors	
20	Potential to be denser.	
21	Westgate- Hilldale clone. Good location, similar scale, near West Transfer Point.	
22	Low density area, near amenities and transport.	
23	Near places of work on westside	
24	Services are nearby- would benefit from light rail.	
25	Hilldale, including Hill Farm state site- continue development like Madison Yards.	
26	Hilldale is simply visually appealing and I enjoy going there to shop/buy groceries, but the area is disrupted after going west of the Target by the highway-like nature of University Ave. The corridor should be made more pedestrian-friendly, and both setbacks and parking requirements should be reduced.	
27	Vastly improved, but still much potential for increased density and diversity. This is a natural node that supports a livable ped community and should have BRT.	
28	Hilldale already a node- could be more dense and a real multi-modal transit hub (not cars!).	
29	An urban walkable node is beginning. Additional investment in housing and future mass transit will create a livable/walkable condition that compliments downtown.	
30	Midvale Bl, Raymond Rd, and Milwaukee St should transition to 3-4 story mixed use housing and commercial.	Any new greenfield development must be dense enough to pay for infrastructure replacement in perpetuity. All development must include transit from the beginning.
31	Services are nearby- would benefit from light rail.	
32	Golf courses are utilized by a relatively few and wealthy people. Tax them like the other land in the neighborhood. If they cannot afford to pay, use the land for high-density housing.	
33	Epic consideration again- underserved area.	
34	University Ave. corridor is a wide blvd that could be lined with 5-8 floor, true mixed-use with rapid transit. A living, working, and entertainment corridor.	
35	Shorewood Hills- close to university, allowing students & family to live closer to campus for convenience and walkability.	
36	Services are nearby	
37	Redevelopment potential.	Priority should be redevelopment centrally, not peripherally with appropriate increase in mass transit options.

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38	Apartment for large Epic population to decrease travel through town	
39	Edge city mixed-use center.	
40	Monroe St. can support 3-5 floor buildings on most of the street with step down massing of 3 story projects (eg, townhouses on the residential side of the block).	Densified mixed-use development along corridors with sensitivity to the smaller residential a block or two in. Use blocks or half blocks to step rather than wedding cake buildings. Need great transit linking nodes and dense, diverse, livable nodes. Do not sprawl anymore.
41	Monroe St. could support more density (at least a little).	
42	Redevelopment potential.	
43	Promote downtown development, strong ties to UW system. Live where you work.	
44	Older housing	
45	University should provide more of its own housing to accommodate students it brings to Madison.	
46	Continue redevelopment- high and mid-rise.	Use high-rise corridor development to protect single family neighborhoods adjacent. At least 2/3 of new development and redevelopment should be rental. Preserve or create green belts around adjacent communities. True affordable housing should be provided in all areas. Preserve the iconic long views of the Capitol (eg, Old Sauk Rd.).
47	Revisit the light rail study and encourage a Monroe St. corridor that can be self-contained and accessible for all income groups. Better link commercial corridor to neighborhoods.	
48	More growth closer to center of city, create more "urban village"-like neighborhood with walkable areas.	
49	Promote downtown development, strong ties to UW system. Live where you work.	
50	Many single family homes in an area close to downtown; area could be much more walkable, dense, and livable to create a vibrant place to live. Close proximity to bike path and arterial that could house better transit and eventually harbor a 3rd BRT route going to the SW.	
51	Townhouses! Greenbush/Regent corridor is an under-utilized corridor and neighborhood with great proximity (UW, medical, Vilas). More dense and diverse housing & retail.	
52	A neighborhood in transition with the opportunity to allow for new housing typologies to be offered (row housing townhomes and fourplexes).	We have a thriving downtown. How do we create nodes at the major corridors to "collect" individuals from outside Madison and give them the ability to travel downtown without their car?
53	It's mostly low-height residential and one-story commercial with large parking lots, especially with BRT and future light rail (the latter of which should happen in the future), this should change to support BRT with TOD.	
54	Services are nearby	
55	VIVA DENSITY!	
55	Viva density!	
56	While S. Park will never be a truly corridor to a highway, with appropriate infill it can become more walkable. Improving bike connectivity both North and Southbound from campus to the beltline is essential! Adding density is useful to adding neighborhood resources such as bus service (bus service is currently terrible). Managing parking better is also essential. Currently the UW Clinic won't allow their parking to be used nights and weekends. This is terrible. I think one of the keys to reducing the number of parking lots compared to actual density and services is to fully utilize the parking that is already there. There is a lot of potential for mixed use and multifamily infill on S. Park, so let's not waste it. I'm disappointed in the Peloton building -- which has inadequate setbacks for pedestrians and bikers and poor landscaping and could really have been done a lot better overall. So that's an example of what we should try to control.	
57	I am hoping for a tall (high density) great looking project at Park and Fish hatchery to provide services and retail on lower floors with housing/residential on the upper floors. It's a great location for a signature development.	
58	Apartment for large Epic population to decrease travel through town	
59	South Park St.- redevelop and intensify Fish Hatchery/S. Park triangle.	
60	South Park St. has so much potential.	
61	Underappreciated potential for creating an attractive corridor to downtown and UW campus.	
62	Park St. corridor leads to higher density of work places. Metro access and major roads that are mix of commercial and residential. Work to reduce increasing traffic on residential streets, such as Jenifer and Spaight on the near East side. Housing growth in Monona and Cottage Grove has increased traffic and illegal movement in MNA neighborhood.	

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63	Rapid transit- New Madison College south campus.	
64	Park St. corridor leads to higher density of work places. Metro access and major roads that are mix of commercial and residential. Work to reduce increasing traffic on residential streets, such as Jenifer and Spaight on the near East side. Housing growth in Monona and Cottage Grove has increased traffic and illegal movement in MNA neighborhood.	
65	New housing- South.	
66	More affordable homes and services near Badger Rock Center; talk with them about it.	Relax zoning standards everywhere, less single family homes. Minimize new development on fringes.
67	Will need more neighborhood services	
68	These areas seem to be less developed and could potentially handle multi-family cohousing.	Redevelop Oscar Mayer as a mixed commercial use area.
69	Combine dwelling with commerce. Ferry access to downtown.	
70	West Wash/Bassett can support more density, is central, and has housing stock that is often tired from students and is replaceable.	
71	Much of the student housing downtown is substandard and falling apart. As these decline and become unlivable, replace them with cooperatives of housing that accommodates more students on a smaller footprint.	
72	Continue to enhance the growth of a thriving downtown and provide central hub for transit.	
73	Downtown should continue to be the center of Madison and its commerce hub, but it should be affordable to more income levels. Zoning should be flexible and infill/parcel redevelopment should be encouraged.	
74	More downtown growth, more development, more affordable.	
75	Redevelopment of central locations.	
76	Much of the student housing downtown is substandard and falling apart. As these decline and become unlivable, replace them with cooperatives of housing that accommodates more students on a smaller footprint.	
77	Please allow buildings taller than the Capital (not just downtown) to leave greenspace while having the density to allow \$40,000 and added housing spaces with walkable neighborhoods. The building height limit is "old hat" very 20th century (or 19th).	
77	Please allow buildings taller than the capital (not just downtown) to leave greenspace while having the density to allow 40,000+ added housing spaces with walkable neighborhoods. The building height limit is "old hat", very 20th (or 19th) century.	
78	Downtown fringes should be prime real estate for upscale housing development. Additional residents in downtown fringe areas will increase the demand for walkable services such as restaurants and make working downtown more desirable.	
79	East Johnson is under-utilized.	
80	South side of East Wash is zoned commercial- should probably have some mixed-use too due to demand for housing.	
81	East Wash corridor development should continue, but encourage more integrated mixed-use. Not a fan of the wedding cake designs and greyness. More life, improved transit connections.	
82	Older housing	
83	Redvelopment along East Wash should include a variety of building types that create an attractive gateway into downtown. Density should transition from medium density residential areas into the denser urban core.	
84	Redevelopment of central locations.	
85	Connected to North BRT line for TOD.	
86	Under utilized land and begins the gateway to downtown. Ability to create a neighborhood center that engages the east side to downtown.	
87	East Wash is major artery to downtown, university, and hospitals, so workers can use Metro and avoid residential streets.	Congregate development to increase chance of train and metro. Consider top places of work and travel patterns from residences to jobs.
87	Old Oscar site- huge dead space makes the Northside an island. Mixed use development would connect Northside to rest of city. Mixed use would create life and more jobs than what was lost. 60-70% residential, 30-40% businesses/research functions. 2-14 story buildings. Integrate into OM redevelopment.	
88	Revitalize and/or remediate the Oscar Mayer plant! There are many great opportunities to repurpose the facility or attract another manufacturer, but don't let the building sit vacant too long. The city should leverage TIF and Brownfield funding to attract businesses/developers to the site and allow a variety of land uses in and around the property.	100% pro-development and making the whole city walkable.

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89	Old style strip mall- visually unappealing, tons of surface parking (ugly & wasteful), dead space (mixed use would bring to life). Also adds to island effect.	
90	Both feel like areas in the city which could benefit from thoughtful redevelopment.	
91	Old Oscar site- huge dead space makes the Northside an island. Mixed use development would connect Northside to rest of city. Mixed use would create life and more jobs than what was lost. 60-70% residential, 30-40% businesses/research functions. 2-14 story buildings. Integrate into OM redevelopment.	
92	Get rid of rental car lot. Increase density on block east of Packers. Packers Ave. divides the neighborhood. Create green walkway above to connect neighborhoods or extend Dahle, Myrtle, etc. through Packers to slow traffic and create more pedestrian options for walking.	
93	Oscar Mayer site & Madison College Commercial Ave. campus- potential for growth or redevelopment.	
94	Encourage cooperatives and intentional communities in areas with enough land for food production. This could be in many places, but is needed downtown and on each side of town. The Northside could support a cohousing community with culturally diverse residents.	
95	Access to airport as well as continued development of areas typically not served.	
96	Lots of room on the Northside for more affordable housing! :)	
97	Both feel like areas in the city which could benefit from thoughtful redevelopment.	
98	Northside needs a retail/housing/transit hub too	
99	Old style strip mall- visually unappealing, tons of surface parking (ugly & wasteful), dead space (mixed use would bring to life). Also adds to island effect.	
100	The Northside (in my opinion) is too neglected economically and by transit. This area should have more reliable transit connections, including a redevelopment of the area near the airport into a mixed-use, commercial TOD.	
101	Multi-family, single	
102	Airport is landlocked (not much room to expand). Expanded airport on edge of city/county will allow for cheaper flights. This will equal more business investment. Once vacated, this site could house a lot of the needed housing demand.	
103	Open, low existing development.	
104	Atwood has great community, infrastructure needs work but lots of potential.	
105	1/3 of new housing along E. Wash corridor in high rises with significant setback to protect Capitol view. No condos, all rental.	
106	Midvale Bl, Raymond Rd, and Milwaukee St should transition to 3-4 story mixed use housing and commercial.	Any new greenfield development must be dense enough to pay for infrastructure replacement in perpetuity. All development must include transit from the beginning.
107	Bus transfer point- Kind of a central community location.	
108	The area near Woodman's east seems appropriate to develop and seems under-utilized.	
109	Milwaukee St. (Voit Farm, Swiss Colony, Corporate Dr.) Lots of mixed-use development and redevelopment along Milwaukee St.	
110	These areas seem to be less developed and could potentially handle multi-family cohousing.	Redevelop Oscar Mayer as a mixed commercial use area.
111	Unused greenspace- Either keep greenspace or infill before going to other parts of farmland.	
112	Old Sentry building lot is under-utilized at the moment. More need for shops/markets/food that are walkable. Also, Royster Clark development area (old fertilizer plant) might already have the plans, but immediately surrounding areas could use help too. Cottage Grove Rd.	
113	Truax Campus- Education of citizens to provide services for our community. Solar design/install, construction, programming, health, etc.	
114	1/3 of new housing along E. Wash corridor in high rises with significant setback to protect Capitol view. No condos, all rental.	
115	Combine dwelling with commerce. Ferry access to downtown. Connect with BRT.	
116	East Towne Mall has potential for TOD, redevelopment infill.	
117	There is lots of space but near (approximately) East Towne Mall for affordable and other housing tied by mass transit (maybe Bus Rapid Transit) to core central city.	
118	Edge city mixed-use center.	
119	As malls decline, replace them with intentional multi-family housing communities.	

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121	East Towne Mall- Hilldale-style redevelopment. Lifestyle center, apt/condo/mixed use (podium buildings), structured parking, townhouse wraparound site.	
122	East and West Towne Malls need to be multi-use with housing, transit, etc.	
123	East Wash is major artery to downtown, university, and hospitals, so workers can use Metro and avoid residential streets.	Congregate development to increase chance of train and metro. Consider top places of work and travel patterns from residences to jobs.
124	Townships joining city with current open land.	Stop annexing towns against their will. Replace single-story commercial space with multi-story buildings.
125	Burke currently- should be open land now, which will become part of the city in 2036.	
126	New housing toward Sun Prairie. Preserve green belt.	
127	Townships joining city with current open land.	
128	Blooming Grove- in 2022 it will become part of the city, currently open land.	
129	Townships joining city with current open land.	
130	Yahara Hills Golf Course- convert from 36 holes to 16 holes and convert to other uses, such as meeting locations (eg, a convention center) for year-round use.	
N/A		Madison should look to intensification rather than outward growth, and it can happen everywhere with ADUs, multi-tenant dwellings (boarding houses), building upward, converting copious car-storage space to living spaces. Change the paradigm.
N/A		No dot. Madison should look to intensification rather than outward growth, and it can happen everywhere with ADUs, multi-tenant dwellings (boarding houses), building upward, converting copious car-storage space to living spaces. Change the paradigm.