From: Michael D. Barrett [redacted]
Sent: Monday, June 04, 2018 1:54 PM
To: Mayor [redacted]
Cc: [redacted]

Dear Plan Commissioners,
We oppose, in the strongest terms, the wholesale destruction of our classic old neighborhoods as proposed in your "Imagine Madison"
Comprehensive Plan Update. (That is, we strongly oppose today's Agenda Items 1 & 2).

-The language is deceitful
-It permits tear downs of entire--beloved--neighborhoods -It permits densities and styles and functions appropriate to Fitchburg, not our classic working class vernacular historic hoods.

We refer you to the Schenk-Atwood-Starkweather-Yahara Council's letter and testimony, especially regarding the deceitful language. For the most part we agree with their findings (especially flagging up the deceptive language that changes zoning definitions allowing twice the densities, for the same term without informing the citizenry of the trickery).

But SASY's statement does not go nearly far enough.

It is apparent that you are seeking to jam as much density and cars into already dense--and healthy--neighborhoods as you can get away with.
While we have long advocated for greater density ourselves--in numerous neighborhood and city-wide plans over our three decades in Madison--we have also advocated for judiciousness in its application. Appropriateness and nuance are key. This plan lacks both.

Your plan permits blanket tear downs of existing healthy neighborhoods within SASY's boundaries. And, yes, if it is permitted, it will be done.

We oppose anything that undermines our historic working class vernacular hoods. Not just SASY. All of our older neighborhoods. The Marquette Neighborhood Association successfully fought to have their part of the plan changed to reflect the neighborhood's residential & commercial & historic character & mix preserved. SASY and other hoods should be treated similarly. Indeed, we hereby apply our comment about the 700 block E. Johnson development to the entirety of the isthmus's older, classic neighborhoods. Most especially, the ones that don't have historic designations. The vernacular--working class architecture--is every bit as important as rich people's Victorians. This isn't just about preservation for nostalgia's sake. These are neighborhoods that have stood the test of time. Their human-scale is instructive in how to live convivially in a dense environment. (We note with a chuckle how Veridian loves to reference our older hoods in their cheesy imitations out in cul-de-sac-land!)

YES, we support the goals to limit sprawl. But that does not require the destruction of existing healthy neighborhoods. Indeed, using the Regional Plan Commission's official land use scenario planning tool (or whatever it is called), I (Mike) was able to accommodate the entirety of the projected 160,000 new residents without expanding the Urban Service Area *at all*. But note: I did not add *any* density to existing, built-up, classic neighborhoods. I simply directed new, urban densities along underutilized lands--strip malls & sheds & surface parking--along main thoroughfares (Mineral Point Rd, Park St, E. Washington, University Ave., Stoughton Rd., etc). The land use program was very limited-- ham-fisted even--and would not let users plug density in other under-utilized highway strips. But the larger point being, there is a surfeit of opportunities to densify areas where the new density is needed, would be welcomed, would generally be beneficial and would require no tear downs of anything but sheds, would fill in surface parking, etc.

But it seems that your planners, much like the development community, is fixated on the isthmus to solve all your density issues. Instead of tearing down what makes our older neighborhoods cool, desireable--and yes, profitable--why not direct the developers to make their own cool out in stripmall-land?

Hipster Planning for Legoland: Ok, so the city *finally* got religion on density. HALELUJAH! Density is all the rage now, apparently. (After decades of being sneeringly dismissed by our elected and planning professional betters, we chuckle.) Unfortunately, this plan lacks any sense of nuance or appropriateness, applying a one-size-fits-all zoning to durable, modest, eclectic, vibrant, non-corporate, time-tested neighborhoods which have evolved, slowly, parcel-by-parcel, individual-by-individual, with great attention to fitting things in in a way that adds value--aesthetically, functionally, economically--to neighboring properties as well as to the parcel itself. Appropriateness is the watchword. Something entirely missing from this document. You need to go back to your Jane Jacobs and learn about the necessity of maintaining the look, feel, function of old neighborhoods. It isn't about denying the new. Where appropriate, OK. But new development in old hoods needs to be considered, reconsidered and considered again.

Conditional use is anathema to your top-down, know-it-all, hipster planners who want their plug-n-play lego look. But conditional use is the only tool existing neighbors have to defend their neighborhood from wholesale destruction. Lego planning will just bulldoze existing neighbors right out of the 'hood, with no recourse. These are the very people who made the neighborhood the desireable place that it is. And now you want them gone? How many times do we have to learn, re-learn, and learn again that Urban Renewal is a complete & utter failure--socially, environmentally, economically, culturally, artistically?

Yet, WE ARE NOT NIMBYs!!!! Please keep in mind that we are not always popular with our neighbors. Why? Because we don't oppose density--where appropriate. Our neighborhood has been the target of a lot of new developments; many sites within a block of our house. We have actively *supported* most of these developments--much to the irritation of our neighbors (though most came around once the thing was in). WE ARE NOT NIMBYs! But please keep in mind that each of these developments were built upon *appropriate* sites: A gas station, a rusted Trachte warehouse, a 1960s cinder block hut surrounded by a half-acre of parking. They were either abandoned, or nearly so. They did *not* mow down current residential areas, nor did they knock down historic commercial buildings.

They were *appropriate*.

(Ok, maybe there were some design issues lacking, but density-wise, absolutely appropriate.)

They were part of the continuing evolution of the neighborhood. Very much in keeping with Jane Jacobs's thought that the new should be moderate in scale, respectful of the existing neighborhood fabric--not wholesale destruction--and respectful of the neighborhood as a whole.

The one nearby development we did oppose, Kennedy Place, knocked down buildings that were representative of the East Side working class vernacular, notably the East Side Workingmen's Club building (not sure of name, 1800 block of Atwood). They were beloved, structurally sound and kept an evolving neighborhood grounded in its working class heritage.

We perfectly understand the zeal to limit sprawl and keep population growth within current city limits. We're happy the city finally got religion! But the plan calls for too much disruption and destruction of already dense areas that are very healthy as-is.

We are in opposition to the thinking that ham-fisted density is the answer. Imagine Madison needs more imagination. More nuance. More understanding of the appropriate vs. inappropriate. It needs to go back to the drawing board. Because you didn't listen.

Please apply our comment opposing the destruction of the 700 block of East Johnson St. to our opposition to this Comp Plan update. We want that comment included here and the entirety of the comment to apply to the entirety of the isthmus (not just the 700 block of E. Johnson), and frankly, any of our older hoods.

Sincerely,
Michael D. Barrett and Pamela S. Barrett
[redacted] Sommers Ave.
Madison, WI 53704

June 4, 2018

To: Natalie Erdman Brian Grady, Jeanne Hoffman, Chris Petykowski, Heather Stouder

From: The Marquette Neighborhood Association Board
RE: Sustainability and the Comprehensive Plan

Dear City Employees:

We understand that the complete Draft Comprehensive Plan Update, including a chapter entitled "Green and Resilient", will be introduced at the May 1 Common Council meeting, with the expectation that adoption by the Council will occur in late July or early August.

We also know that a set schedule for "neighborhood feedback" on the draft plan has not yet been identified but that the May 9 Board of Parks Commissioners Meeting, the May 21 Sustainable Madison Committee and Committee on the Environment Meeting and a June 4th Plan Commission meeting are all opportunities for our members to voice their opinions. We ask that our board is actively informed of these, and other meetings. We may be contacted at mnaboard@marquette-neighborhood.org.

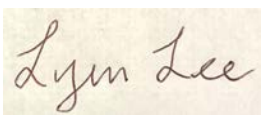
We have a number of committees that work on issues related to historic preservation, canopy trees, green space and transportation; and our neighborhood is particularly passionate about sustainability and the many ways it is defined. We admire cities that have incorporated these ideas into ordinance form, as Portland, Oregon has with its " Green Streets Policy."

Our board urges you to consider sustainability—walkability, bike-ability, improved traffic connectivity, air quality, aquifer health, storm water management, art, green space, public spaces and canopy trees to be in equal in importance to other aspects of the Comprehensive Plan.

Finally, we support the fine work that has been accomplished by the City of Madison, the Sustainability Plan and the Pollinatore Report, for example. Our board values this long-term vision-setting work and is hopeful about the future of our city.

Please keep us informed and please consider the priorities of the Marquette Neighborhood, which are priorities that we believe align with what makes Madison a great place to live.

Sincerely,



Lynn Lee
President
Marquette Neighborhood Association

Cc: Alder Marsha Rummel
MNA Traffic Committee

MNA Board Members
SASY Board President – Brad Hinkfuss
TLNA Board President – Patty Prime

Plan Commission
Meeting of June 4, 2018
Agenda Items 31 and #2, Legistar 51391 and 51349

Strategy 2: Preserve historic and special places that tell the story of Madison and reflect our racially and ethnically diverse cultures and histories (page 76).

The following sentence should be removed:

> "Community feedback received during the Imagine Madison process indicated a preference for increasing density in already developed areas over lower-density development on the edge of the city."

Community feedback did support increasing density in already developed areas. As explained on page 39: "When asked which areas of the city are most appropriate to accommodate future growth, 81% of Resident Panel survey respondents and 91% of community meeting respondents preferred land in already-developed areas. Similarly, about two-thirds of website survey respondents advocated for an even higher amount of infill and redevelopment than the city has seen since adoption of the city's last Comprehensive Plan in 2006. 20% of website survey respondents felt that aiming for a 50/50 mix was appropriate."

However, that does not mean that there was support for placing that increased density in historic districts. Historic districts cover a very small percentage of Madison's area -- I believe it is something like 2%. That leaves 98% of the already developed City area that can share in increased density. As has already happened, increased density has occurred in historic districts and will continue to occur. But to use this sentence in Strategy 2 gives preference for redevelopment over preservation.

The following sentence should be modified:

> "Madison will need to find the balance between encouraging redevelopment and infill while protecting *the qualities that made existing neighborhoods appealing to begin with*."

This strategy is not about protecting "existing neighborhoods." It is about preserving and protecting historic and special places. The sentence should reflect that goal and be changed to:

> "Madison will need to find the balance between encouraging redevelopment and infill while protecting *and preserving historic and special places*."

Add language regarding the value of historic preservation

The language does not discuss the importance of historic preservation, other than in economic terms (heritage tourism; keeping material out of the landfills; not wasting the embodied energy contained in the building; and, less expensive rental opportunities).

Language should be added to address the importance of protection and preservation of historic and special places. For example, the introduction to the Green and Resilient section talks of Madison's long-standing commitment to protecting the natural environment and that the natural environment must be respected and preserved. Strategy 4 recognizes how parks "improve the

health and well-being of residents" in addition to parks contributing to the City's economic well-being. Similar language should be added to the preservation and protection of historic and special places.

Even state statutes recognize the importance of historic preservation: the City is required to regulate "all historic or archaeological landmarks and all property within each historic district to preserve the historic or archaeological landmarks and property within the district and the character of the district." Wis. Stats. 62.23(7)(em)

The following phrase should be removed:
"This is important to ensure that the ordinance achieves the community's preservation priorities **in balance with modern construction methods and materials**."

The Comprehensive Plan is to provide general guidance, not specifics. Perhaps, as part of the ordinance rewrite, comparable language might find its way into the ordinance – which is where it belongs, should the Landmarks Commission and Council find such language appropriate. I understand that staff is supporting this change.

Neighborhood Plans

Page 17 discusses the purpose of the GFLU map.

> In such instances, it is important to refer to other Elements of this Plan and other city plans and ordinances (such as adopted neighborhood plans, the historic preservation plan, historic preservation ordinance, and urban design districts), when considering whether development is appropriate for a given parcel. It is not the intent of the GFLU Map to encourage more intense development in all MR, HR, and mixed-use areas **without consideration** for other adopted plans and regulations. Similarly, it is not the intention of this Plan that any existing multifamily that may be in the "Low Residential" district must be transitioned to single-family or duplex development.

"With consideration" is not the same as saying development needs to be "consistent with" other adopted plans." In a few places in the draft plan, consistency with adopted City plans is required (LR areas, campus areas expanding into adjacent neighborhoods, adding land to the Central Urban Service Area), implying consistency with adopted City plans in not required in other areas. In several other places, CMU and RMU, building height is discussed as "subject to" recommendations in adopted City plans.

This is in contrast to the existing Comprehensive Plan. A few examples include:

> Objective 1 (Ensure that urban development within the City of Madison is consistent with the City's goals and objectives for land use and community development), policy 2: "Approve development and redevelopment projects **only if such projects are consistent with** the recommendations of the Comprehensive Plan, Peripheral Area Development Plan, City-adopted detailed neighborhood development plans and similar special area plans." (Page 2-12, emphasis added)

> Objective 26 (Guide future urban development in identified City growth areas through adoption and implementation of detailed neighborhood development plans that are consistent with the Comprehensive Plan), policy 2: "Require new development in City growth areas to **be consistent with the goals, objectives, policies and implementation recommendations of adopted neighborhood development plans** and the City of Madison Comprehensive Plan." (Page 2-25, emphasis added)

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

> 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**. (Emphasis added) https://madison.legistar.com/View.ashx?M=F&ID=1771539&GUID=8F742167-14D8-443D-AC41-7A09473E2C57

Consistency is addressed to some extent on page 124. But that language discusses how the land uses in the Comprehensive Plan are intended to be consistent with adopted City plans – it does not explicitly state that development needs to be consistent with adopted City plans. Further, adopted City plans are described on page 124 as providing "more-detailed land use and design recommendations than are mapped more precisely [than the GFLU map]. Again, nothing is said about development complying with those adopted plans.

The need for new development, and redevelopment, to be consistent with adopted City Plans should be clearly stated on page17, where the impact of the GFLU map is discussed.

Respectfully submitted,
Linda Lehnertz