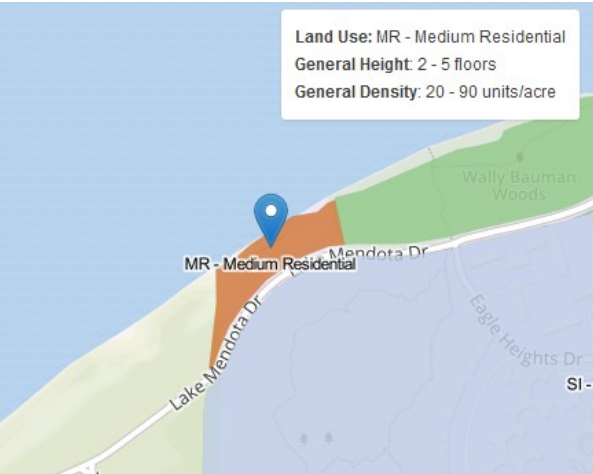
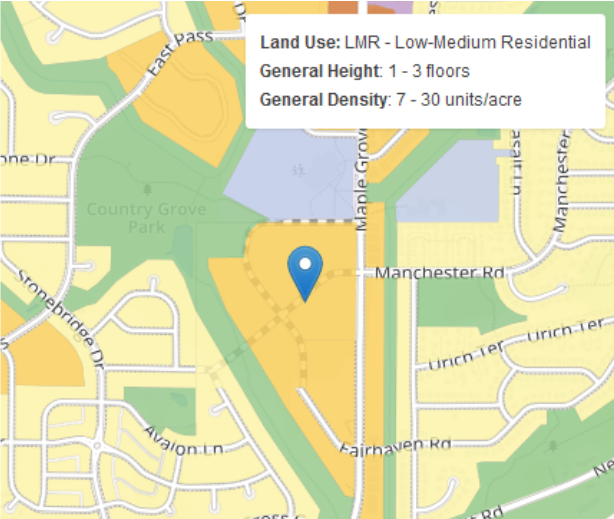


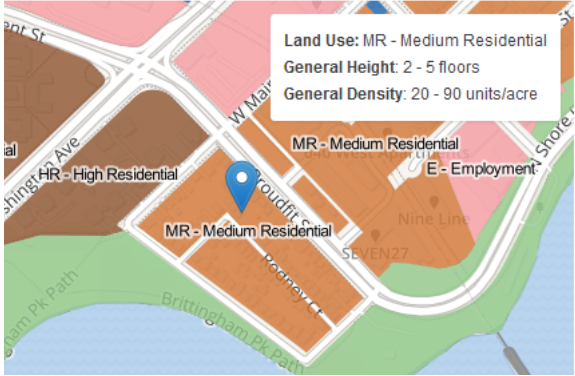
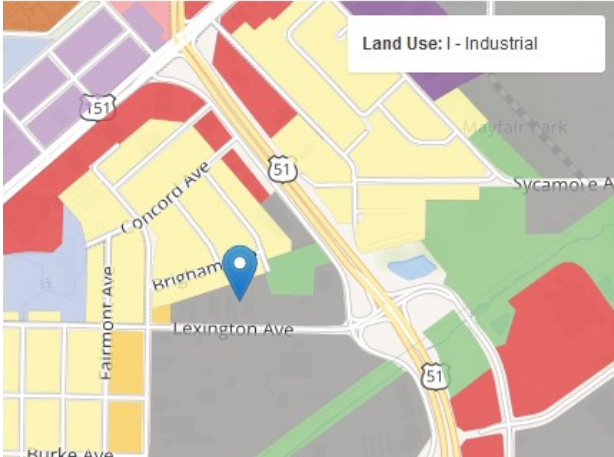
Comprehensive Plan: Alder Future Land Use Map Comments

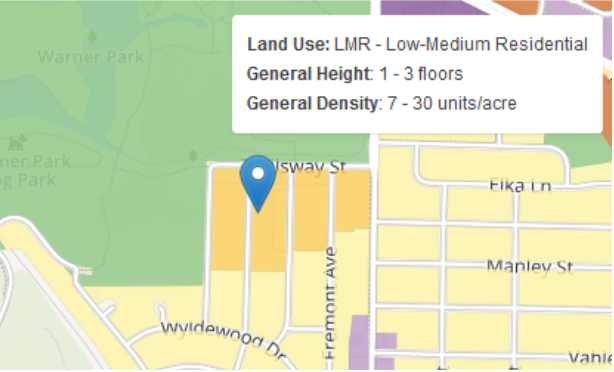
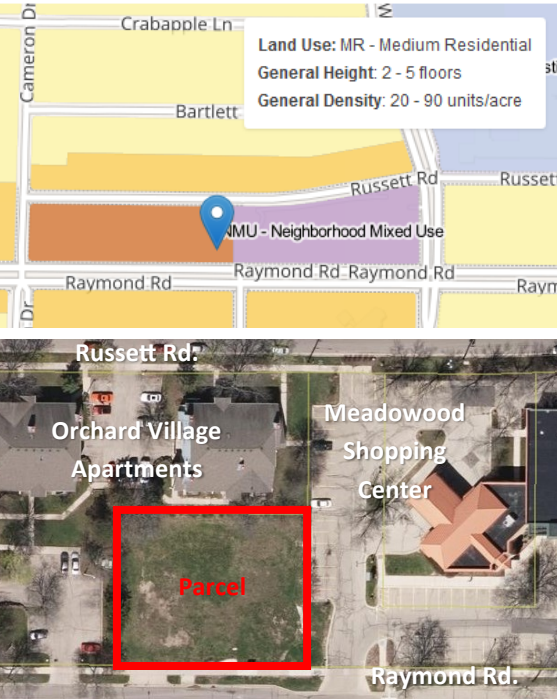
Alder Question/Comment/Recommendation	Staff Discussion	Staff Recommendation
1. Are acquisitions of new parks/parkland in areas mapped for other uses OK?	Yes. The description for residential categories on page 20 states that nonresidential uses within residential areas mainly include parks. Additionally, the “Parks and Open Space” land use description on page 25 states that “parks and open space uses are allowed uses in all other land use categories, regardless of whether or not the area is mapped as Parks and Open Space.”	n/a
2. All mixed-use areas should have a two-story minimum—there should not be an exception for convenience stores.	The Plan Commission instructed staff to insert a narrowly-tailored exception to the two-story NMU minimum to allow one-story convenience stores. That language is under the NMU category description on pages 22-23.	Discuss whether the NMU language is appropriate and meets the Commission’s expectations.
3. Make sure that downtown, and specifically Law Park, is discussed in Green and Resilient Strategy #7. Expand downtown map note text.	Downtown and Law Park are discussed in Green and Resilient Strategy #7. Further text was added to map note #6.	n/a
4. Should The Cove condominiums be shown as HR instead of MR? 	The Cove, located at 3100 Lake Mendota Drive (along the Lake Mendota shoreline and the Shorewood Hills border), is currently shown as MR. The building is nine stories when viewed from the lake side and six floors when viewed from the street.	HR would more accurately represent the current land use. Redevelopment of this site is unlikely over the next 20 years. However, if the site were to redevelop, staff feels that the MR designation is most appropriate, given the isolated nature of the site and the surrounding context. An HR designation could lead to a building that is far more substantial than what is there now, potentially standing out amongst far lower intensity surroundings. MR acknowledges the general building form that is there now while allowing for a potential future use that can reasonably fit in with the surrounding context.

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5. LMR should be considered for the First Settlement neighborhood.	Most of the buildings in this the area designated for residential (see red line on isometric air photo below on the left) are in the 1-3 floor range, and the First Settlement Historic District (see red outline on FLU map below on the right). The ordinance for the District states that “New principal structures shall be similar in height to the structures directly adjacent to each side. If the structures directly adjacent to each side are different in height, the new structure shall be of a height compatible with the structures within two hundred (200) feet of the proposed structure” (see sec. 41.26(4)(a)). The Downtown Plan recommends a maximum building height of three floors for much of this area (see	While 2-3 floors does fit within the MR category, the LMR category is more appropriate for the residential areas mapped for up to three floors in the Comprehensive Plan. Other areas mapped for residential, specifically MG&E’s parking lot along S. Blair and the southern half of the Brayton Lot, should remain MR.



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6. Add a map note to the Schmitt Farm property to specify that the intensity of development should be the lowest by Badger Mill Creek and highest along Maple Grove Road. 	This area was changed from MDR in 2006 to LMR in 2018. The Cross Country Neighborhood Development Plan specifies medium density residential at “densities averaging 16 units per acre.”	Staff feels it would be appropriate to provide further detail through editing the map itself, rather than adding a map note. The edit could show LR along the Badger Mill Creek greenway, LMR in the middle of the property, and MR fronting Maple Grove Drive (in fact, the Copper Creek Apartments, which are along Maple Grove slightly north of Fairhaven Road, are more appropriate to the MR category).
7. The Plan should be clear about how the City will review proposals for private development within the UW Madison campus boundary.	The existing map note does provide some direction on this topic: <i>“The University of Wisconsin-Madison Campus Master Plan provides detailed land use and development recommendations for the UW Campus area. All UW development within the UW Campus boundary should be consistent with the Campus Master Plan unless an exception is approved by the City. Any neighborhood plans that cover part of the UW Campus should also be consulted when reviewing development within the Campus boundary.”</i>	Edit map note #5 to read: <i>“The University of Wisconsin-Madison Campus Master Plan provides detailed land use and development recommendations for the UW-Madison. All UW-Madison development within the campus boundary must be consistent with the Campus Master Plan unless an exception is approved by the City. The SI designation for the UW-Madison campus is primarily to address the UW’s use of property. However, there are some privately owned properties within the UW-Madison campus boundary. If such privately owned parcels redevelop, their use and design shall be governed by adopted sub-area plans, the most relevant of which, as of the adoption of this Plan, is the Regent Street-South Campus Neighborhood Plan. In the rare case where private redevelopment is proposed for an area that is not covered by a sub-area plan, multifamily residential and mixed-use development shall be considered appropriate, so long as the scale, massing, and design of the building fits in with the surrounding context, as determined by the Plan Commission and City Council.</i>

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8. The Brittingham Place area should be changed to LMR. 	While current development in this area is small-lot single family, this area was changed from LDR in the 2006 Plan to MR in this Plan to allow for redevelopment of old housing stock that is intermittently run-down, with some houses that have foundations that are sinking.	The Triangle Monona Bay Neighborhood Plan (TMBNP) process is ongoing, and may have draft recommendations prior to City Council action on the Comprehensive Plan. Staff recommends waiting until that process is further along before making any edits that may need to be changed again, pending further TMBNP input.
9. Keep the Alliant Energy Center as SI, but add a map note that the City will likely be acting on a detailed plan for the area in the future that may allow for additional commercial uses within the area currently designated as SI.	Staff's intent in showing some GC in the Alliant campus was to allow for future GC development, but the recommended map note could take the place of that.	Staff feels that a map note is appropriate, and could eliminate some potential confusion if future Alliant plans show commercial development in a different location than is currently shown on the FLU map. Show all of Alliant as SI with a map note.
10. There have been residential-industrial conflicts with the industrial areas to the north and south of Brigham Park (north of Lexington Avenue and along the USH 51 frontage road). These areas should be changed to a use that would reduce future conflicts. 	Staff feels it would be appropriate to change the area along Stoughton Road to General Commercial. The area north of Lexington Avenue may be appropriate for LMR or MR, however, that would not eliminate potential conflicts with the remaining industrial-designated land south of Lexington.	Change industrially-designated land along Stoughton Road to GC. Consider changing industrially-designated land north of Lexington Avenue to LMR or MR.

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11. Should the Brentwood area be changed back to MR from LMR to allow for future redevelopment in a cohesive manner? Current fractured ownership creates problems. 	This area had been MR in the 2006 plan, but was reclassified as LMR with this update. It is characterized primarily by 4-8 unit apartment buildings on small lots (there is also one 16-unit building and one 24-unit building). With the revisions of the residential categories, the current mixture of development most appropriately fits within LMR. Because the Northport-Warner Park-Sherman Neighborhood Plan does not show a redevelopment concept for this area (see page I-6), staff mapped the area with a land use category that best matches the current land use.	Discuss whether the area should be changed back to MR to allow for future redevelopment on a larger scale.
12. Expand NMU to the vacant lot immediately to the west of Meadowood Shopping Center. 	There is a 18,000 square foot parcel to the west of Meadowood Shopping Center that is owned by an LLC that appears to be related to the LLC that owns Meadowood. This parcel was MDR in the 2006 Plan and remains MR in this Plan.	Change parcel to NMU. The change will allow the owners of Meadowood (or whoever may develop the property in the future) flexibility to include a commercial component on the property.

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13. A change from LR to LMR should be considered for portions of the Theresa Terrace/Bettys Lane area to allow for future flexibility for redevelopment and CDA projects. 	The area outlined in red at left is comprised entirely of duplexes, other than the Theresa Terrace Neighborhood Center. Because this area was mapped as LDR in 2006 and duplexes fit within the LR category in this 2018 update, the FLU map was not changed. The CDA currently owns two duplexes on Theresa Terrace (red dots on map). The potential exists for additional CDA property acquisition and redevelopment into townhomes, which more appropriately fits in the LMR category. The area is currently zoned SR-C3, which allows for single-family and duplex dwellings. Any townhome or multifamily redevelopment proposal would require rezoning of the property, necessitating a public hearing.	Discuss whether to change the designation within all or part of the area outlined from LR to LMR.