# Additional Generalized Future Land Use Map Comments 6/8/18

| # | Message | Comment (summarized from longer messages) | Discussion | Recommendation | PC? |
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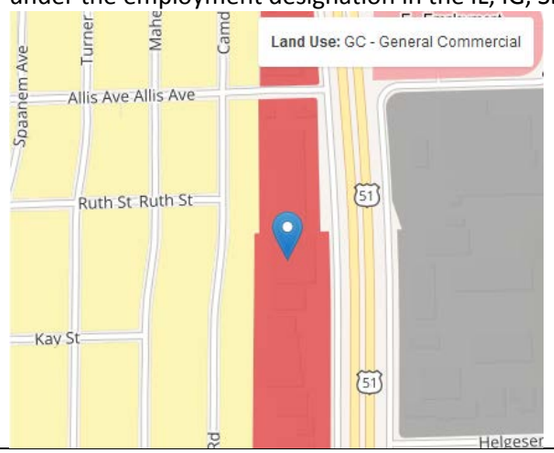
| 1 | 3/12 Beebe Email | (Comment concerns an issue the PC already discussed at the March 12th meeting – it was received too late to distribute to the PC) | -- | -- | N |
| 2 | 5/30 Villacrez Letter | Change Map Note #19 to "An Interstate interchange in this general location would help implement higher density employment and mixed use land uses planned for this area." | Staff recommends replacing the word "density" with "intensity," as the Plan focuses less on density than the 2006 Plan. | Make edit, substituting "density" with "intensity." | N |
| 3 | 5/31 Stouder Email | Add map note concerning Alliant Energy Center FLU. | This issue was discussed at the 6/7/18 PC meeting. | Add a map note to Alliant per 6/7/18 PC meeting discussion. | N |
| 4 | 5/31 Black Email | Change 2002 S. Stoughton Rd. from GC to E to allow adaptive reuse of a warehouse for commercial workspace lofts, first floor leasable retail storefront space, and secure indoor self-storage units (which is only allowed under the employment designation in the IL, IG, SE, and TE zoning districts).   | This property is shown as General Commercial on the existing 2006 Comp Plan and the Stoughton Road Revitalization Project Plan. Staff believes the GFLU designation is not the appropriate channel for addressing this land use request. This portion of the Stoughton Road Corridor is best suited for GC. The associated proposal is for a land use that would be better addressed through a zoning text amendment. | Maintain GC | Y |
| 5 | 4/19 Owen Message | Too-tall buildings are allowed in the SASY neighborhood. | Much of the SASY neighborhood remains the same FLU as the 2006 map. A specific location is not mentioned – it is unclear which part of the neighborhood the person is discussing. | SASY FLU was discussed at the 6/7/18 PC meeting and will be edited per PC direction. | N |
| 6 | 4/19 Becker Message | Density – 6 story buildings - proposed for the "Atwood area" is completely out of character. | No specific area is mentioned. See SASY FLU analysis. | See #5 above. | N |
| 7 | 6/4 Barrett Email | SASY's GFLU comments do not go far enough in opposing "the wholesale destruction of our classic old neighborhoods." | -- | See #5 above. | N |

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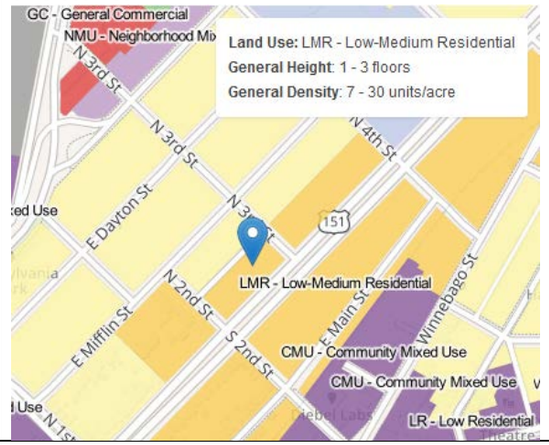
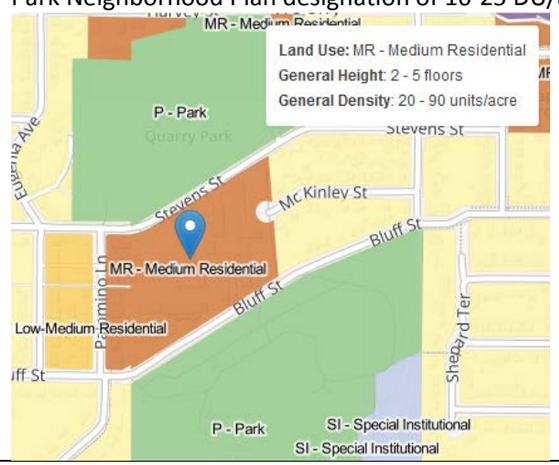
| 8 | 5/29 Krauskopf Message | Why was the Carey Ct. area changed from LR to LMR? | LMR is based on the current unit mix for the area (mix of single-family, duplex, and 3+ DUs). The message does not make a request to change the GFLU designation. See the discussion below for a location map and further analysis. | Maintain LMR. | N |
| 9 | 5/29 sjkrausk Message (#1) | Restrict buildings on the 2000 block of East Washington (on the N side) to two stories.<br>  | Staff interprets this as a request to change the area from LMR to LR. This area, along with the Options in Community Living apartments to the southwest and the E. Washington Ave. frontage to the northeast, were LDR in 2006. Staff reclassified the area with the addition of LMR as a category with this Plan update. The block bounded by Carey Ct., 2nd St., E. Washington Ave., and 3rd St., is made up of small-lot single family (generally 2,900-3,700 square foot lots), with three duplexes and one three-unit. This development is less intense than other LMR-designated areas to the southwest, southeast, and northeast, but the block is different than the exclusively single-family block to the northwest. | Maintain LMR. | Y |
| 10 | 5/25 Dwyer & Lathrop Email | Change Les Chateaux Apartments from MR to LMR to better match the Hoyt Park Neighborhood Plan designation of 16-25 DU/acre and 2-3 stories.<br>  | The Comprehensive Plan focuses on building form over density, and the building form and site layout of Les Chateaux Apartments, which has 128 units in 7 buildings on 8.5 acres, is more appropriate to the MR category. An LMR designation for this area, which is not along an arterial road, would be an indication that the type of building that currently exists is not appropriate for the area. This request is similar to the Marquette Neighborhood Association request to change the Fauerbach Condominiums from MR to LMR – while the parcel may meet the density range for LMR, the building form is not appropriate for LMR. MR is the best category for both existing and potential future redevelopment, which would still need to operate under the Neighborhood Plan. | Maintain MR designation. | N |

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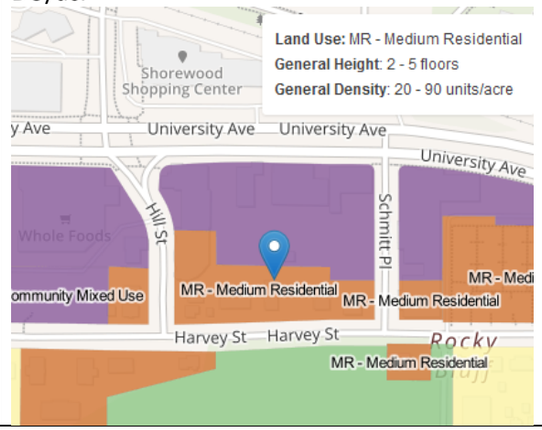
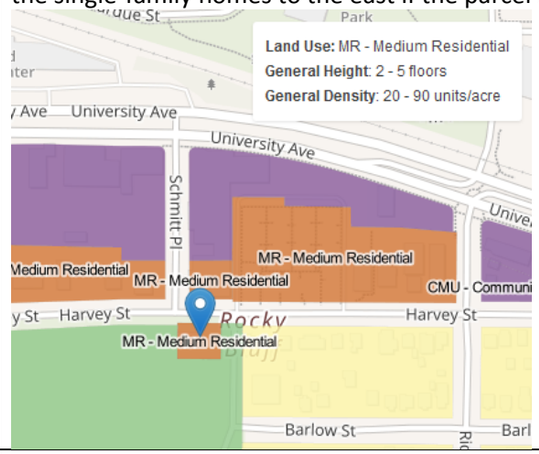
| 11 | 5/25 Dwyer & Lathrop Email | Change parcels along Harvey St. between Schmidt Pl. and Hill St. from MR to LMR to better match the Hoyt Plan designation of 2-3 floors and 16-25 DU/ac.<br>  | The area described at left is **not** specified for 16-25 DU/ac in the Hoyt Plan. In fact, the plan states that the area has "opportunity for higher density uses through lot assembly and redevelopment." The area in question (area G on page 36 of the Hoyt plan) is specified to transition from taller buildings along University Avenue to a 2-3 story maximum along Harvey Street. 2-3 stories is within the MR range. The Comp Plan residential categories not only address height, but also building form. Staff feels that the building forms within the MR category are more appropriate for this area than the LMR category. The recommendations in the Neighborhood Plan as far as a 3 story height limit will remain. | Maintain current MR designation. | N |
| 12 | 5/25 Dwyer & Lathrop Email | Change the parcel on Harvey Street at the northeast corner of Quarry Park from MR to something with a lower intensity that would be less jarring to the single-family homes to the east if the parcel is redeveloped.<br>  | This parcel was shown as Parks & Open Space in the 2006 Plan. With the surrounding MR uses, staff felt MR was appropriate for this parcel, given the generalized nature of the FLU map (and with MR across the street) and the current use of the parcel. However, per further review of the Hoyt Park Area Neighborhood Plan, this parcel appears to be recommended for acquisition an inclusion into Quarry Park (this was unclear initially, as the Hoyt maps do not include it in any of the detailed design discussions and the plan refers to the parcel as a home when it is an apartment building). | Revert designation to Parks & Open Space. | Y |
| 13 | 4/20 Scheer Message | "Having owned a home for 30 years on the eastside near Olbrick park I have seen the many changes in density in my hood. I am concerned that too much green is removed for too tall of buildings. It is changing our neighborhood to higher traffic, less walking, and increased noise. These issues should be addressed as we do these projects. Set backs for more trees, no more than three stories high, and comfortable bus stops (seating, shade, shelter) need to be included in the plans." | General comment about development. | -- | N |

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| 14 | 5/11 O'Donnell Messages | Retain MR for land between W. Washington and W. Main south of Proudfit. The block bounded by W. Main, Proudfit, Brittingham, and S. Brittingham should remain LR. | See #17 below for MR/HR discussion. The Commission instructed staff to change the block bounded by W. Main, Proudfit, Brittingham, and S. Brittingham to LMR at their 6/7/18 meeting. | Comment addressed at 6/7/18 PC meeting. | N |
| 15 | 5/19 Leigh Email | Leave the entire block from W. Main, Proudfit, W. Brittingham and S. Brittingham as LR. | The Commission instructed staff to change the block bounded by W. Main, Proudfit, Brittingham, and S. Brittingham to LMR at their 6/7/18 meeting. | Comment addressed at 6/7/18 PC meeting. | N |
| 16 | 6/5 Pelski Email | "the neighborhood and its residents, after several meetings and discussions, strongly oppose adjusting zoning/height restrictions from the 2006 plan to High Density for the Properties between West Washington, Proudfit, and West Main St; these properties are known as Parkview Apartments, Journey and the vacant property on the corner. Additionally, the Monona Bay neighborhood and its residents oppose moving from low-density for the block surrounded by West Main Street (700 block), South Brittingham, West Brittingham and Proudfit streets. Finally, the properties on the West Shore of Monona Bay will be addressed in our plan, and we ask that we maintain the 2006 plans regarding height and density." | See discussion below regarding HR/MR for the Parkview Apartments. The Commission instructed staff to change the block bounded by W. Main, Proudfit, Brittingham, and S. Brittingham to LMR at their 6/7/18 meeting. | See #17 below. | N |
| 17 | 5/10 Pelski Email | Keep the Brittingham area with the same FLU as the 2006 Plan.<br><br>Include the area in the City's renter-occupied to owner-occupied grant programs that had been developed for Greenbush and Tenny.<br> <br> | The Commission instructed staff to change the block bounded by W. Main, Proudfit, Brittingham, and S. Brittingham to LMR at their 6/7/18 meeting.<br><br>As discussed at the 6/7/18 PC meeting, the Parkview Apartments area will be split between HR along W. Washington and MR along W. Main St. HR remains appropriate along W. Washington due to the area's excellent transit access, proximity to downtown and employment, adjacency to a park and community gardens, excellent access to the shared-use path network, and location close to shops and a grocery store.<br><br>Strategy 6-c in Neighborhoods and Housing addresses the second comment. Inclusion in such a program would require a tax increment district be created for (or adjacent to) the area. | Implement GFLU edits as discussed at left. | Y |

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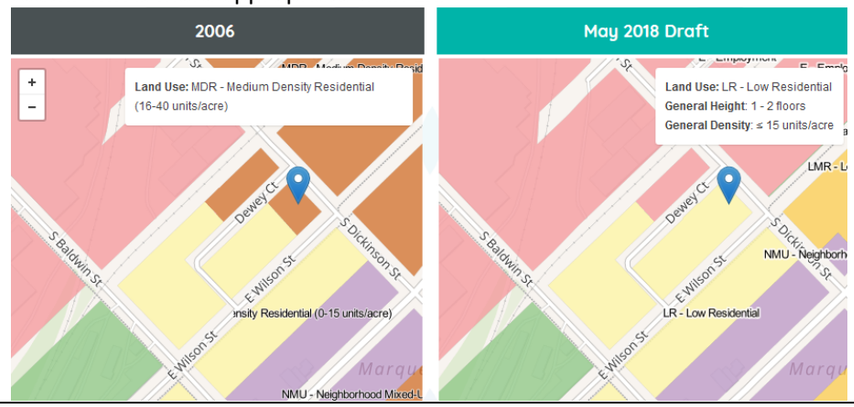
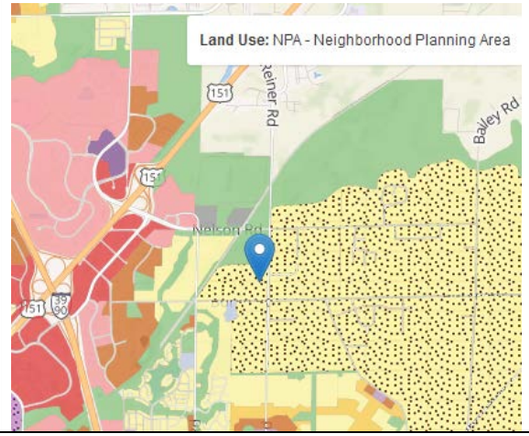
| 18 | 5/25 Boardman Clark letter | Change Madison Window Cleaning properties at 210 S. Dickinson St., 1347 Dewey Ct., and 1348 E. Wilson St. back to MR, as they had been in the 2006/2012 GFLU map. These properties are zoned as TE, the same as property to the northeast and northwest, not TR-C4 like properties to the south. MR is more appropriate than LR.<br>  | Staff hand changed the property in question from MDR to LMR with this update to the Comprehensive Plan. The Plan Commission directed staff to change these properties to LR after discussing the Marquette Neighborhood Association's letter requesting the LMR to LR change at the March 12, 2018 Plan Commission meeting. As noted in the staff analysis of March 12th, staff felt that LMR was appropriate for this property and others in the surrounding area. With the changes to FLU for the surrounding area from 2006, changing the property to MR would create a very small (0.3 acre) MR island – staff has generally tried to avoid such small stand-alone designations to maintain the generalized nature of the GFLU map. | Staff still feels that LMR is appropriate for this property, however, if the Commission does not wish to revert the properties to LMR, staff recommends consideration of an Employment designation. | Y |
| 19 | 6/4 Klafka Email | There is not enough discussion about the land consumption and impacts of the Dane County Regional Airport. More analysis of adverse impacts should be included, and there should be discussion of relocating the airport outside of the city, as has been done in Austin and Denver. | Continuing to manage airport impacts should be done going forward, but is not discussed in the Plan because it does not rise to the level of needing an action. Staff does not support relocation of the airport, which would likely cost billions of dollars and have few benefits. | Maintain airport designation. | N |
| 20 | 5/30 karirandrje Message | Given the proximity of this triangular site to a major highway interchange, existing commercial and industrial uses nearby, and an active train track, it makes much more sense to allow additional commercial and/or industrial uses here rather than residential.<br>  | The area in question is show as a "Neighborhood Planning Area," which means future land uses will be determined as part of a Neighborhood Development Plan. | Maintain current NPA designation. | N |

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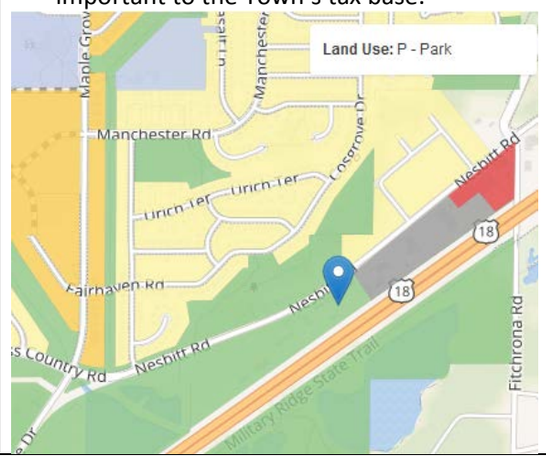
| 21 | 5/29 sjkrausk Message (#2) | With BRT service proposed, residents of the 2000-2100 blocks of E. Washington, E. Mifflin, Carey Ct., and E. Dayton neighborhoods will "need priority street parking if housing density increases and the public market comes in at 1st and E Washington. People already treat our neighborhood as a park and ride district, which it is not. We need to keep people from using our corridor as a park and ride option." | Other comments have been made on parking, and changes will likely be made to the Plan to advocate for including parking considerations as part of any planning that goes on for Activity Centers and major corridors. Having said that, some of the area discussed at left is already part of the Residential Permit Parking program. The program could be expanded if there is broad support from the neighborhood, which would help address people who use streets to park and ride. | -- | N |
| 22 | 6/1 Keller Real Estate Letter | Change the zoning on the 400 and 500 blocks of W. Washington Ave. from MR to UMX. | Mr. Keller appears to have confused zoning with future land use mapping. The Comprehensive Plan does not change zoning on any property. MR is a future land use designation in the Comprehensive Plan, and UMX is a zoning district under city ordinances. Future land use mapping for the downtown in the Comprehensive Plan implements the land uses specified in the Downtown Plan, with the exception of a handful of changes where the recently constructed projects better fit within a Comprehensive Plan category. This approach was endorsed by the Plan Commission at a previous work session. | Maintain uses as mapped. | N |
| 23 | 6/4 Town of Verona Letter | Two main points are covered:<br>a. General expression of interest in pursuing an intergovernmental agreement that covers services, boundaries, and extraterritorial jurisdiction.<br>b. Would like to see uses along Nesbitt Rd. remain in the town – they are important to the Town's tax base.<br>  | Effective Government action #4-c advocates for entering into intergovernmental plans and agreements when it is beneficial to do so. The City could explore such an agreement with the Town of Verona under this action, and such an agreement could cover a long-term boundary between the City and Town. | -- | N |

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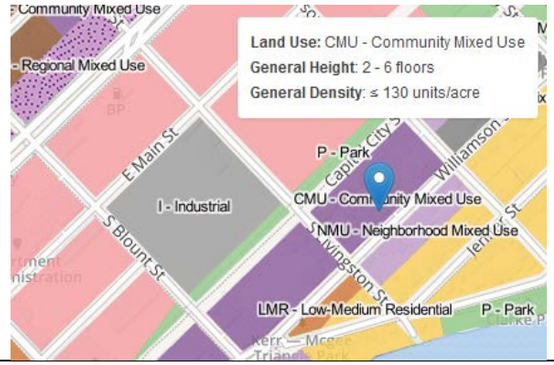
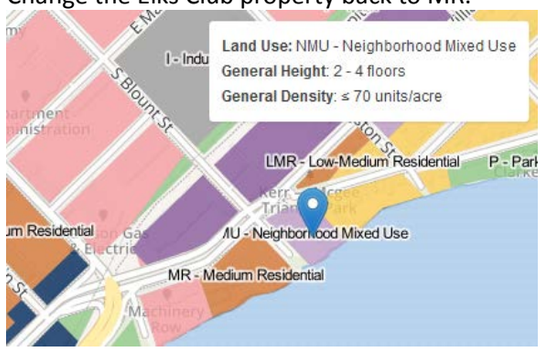
| 24 | 6/7 Lehnertz Message | Change the southern half of the northern side of the 800 Williamson block from CMU to NMU.<br>  | The Plan Commission reviewed Marquette Neighborhood Association (MNA) suggestions for GFLU map edits in detail at their March 2018 work session. This edit was not requested by MNA at that time. The Williamson Street BUILD Plan recommends buildings up to three stories along the north side of Williamson Street, and up to four stories on the side of the block facing the Capital City Trail. This is distinct from the CMU area across Livingston to the west, which is recommended for up to five stories in the BUILD plan. Staff believes that either CMU or NMU could be appropriate for this block. | Consider changing to NMU. | Y |
| 25 | 6/7 Lehnertz Message | Change the Elks Club property back to MR.<br>  | The PC instructed staff to change the Elks Club to NMU at the March 2018 work session, per the request of representatives from the Marquette Neighborhood Association. At that time, staff had recommended that the property remain as Medium Residential, noting traffic and parking concerns. Since that time, a Request for Proposals (RFP) has been released by the property owner to the development community. The RFP indicates that proposals should include space for the current use to continue in a redevelopment of the site.<br><br>The Williamson Street BUILD Plan generally recommends a 4-story height limit for this property, but recommends up to 5 stories if certain affordable housing criteria are met or if publicly accessible greenspace along Lake Monona is provided. | The Plan Commission should review comments received in writing or in person and provide guidance as to whether NMU or MR is most appropriate. | Y |

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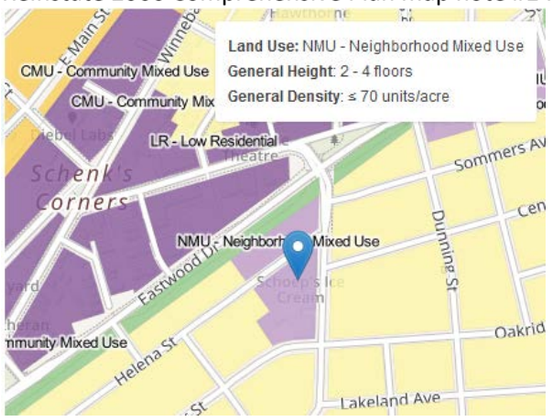
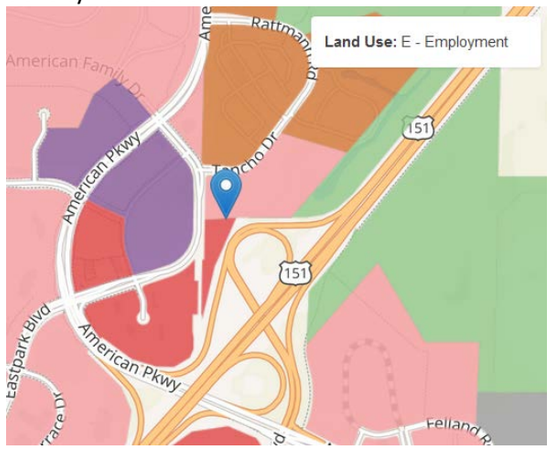
| 26 | 6/7 Lehnertz Message | Reinstate 2006 Comprehensive Plan map note #1 for the Schoep's site.<br>  | Map note text: *"This is currently the site of a long-established ice cream production facility located within a predominantly residential neighborhood. If this site is redeveloped at some future 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."*<br><br>Staff believes that the old map note is adequately covered in the plan text and on the map itself. The map note above recaps the definition of NMU ("a mix of residential development and neighborhood-serving commercial or employment uses"), states that NMU is desired over industrial (which is what the GFLU map shows already), expresses a desire to keep the existing grocery (NMU is not an indication that it should disappear), and states that buildings should be compatible in scale with their surroundings (there is already a general statement to this effect in the Plan, and emphasizing it here and not in other NMU areas that may also see redevelopment does not seem appropriate). | Do not add the 2006 map note back into the 2018 GFLU map. | Y |
| 27 | Joseph Lee | This parcel should be shown on new comprehensive plan as a medium density residential use.<br>  | Staff is supportive of this request. There is a pending proposal for a multifamily project on this site. | Change Employment area and the small sliver of General Commercial to MR. | Y |

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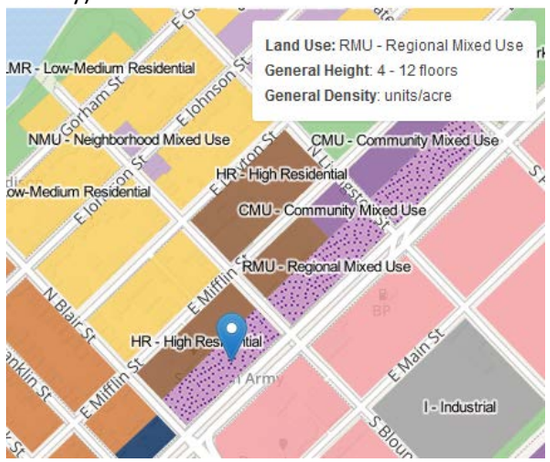
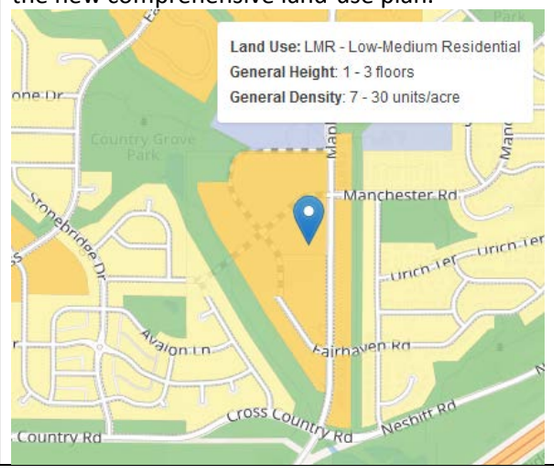
| 28 | Joseph Lee | This entire block - and specifically the current Salvation Army Homeless Shelter parcels - should be noted to allow for high density multi-family residential (including transient housing for expansion of the existing S.A. Facility).<br>  | This comment was placed on the existing land use map in the appendix. The E. Mifflin St. frontage is HR, and the E. Washington Ave. frontage is RMU, which would accommodate purely residential uses. The 2008 Capitol Gateway Corridor Plan recommends uses as shown in the 2018 GFLU map. | Maintain current FLU for this block. | N |
| 29 | Joseph Lee | This newly annexed land should be shown as medium density residential on the new comprehensive land-use plan.<br>  | This area was discussed at the 6/7/18 PC meeting. The LMR exception for more intense development along arterial streets applies to the Maple Grove Rd. frontage. That would allow development at intensities above “typical” LMR development, while still not quite approaching MR intensities. | Maintain LMR designation. | N |