Comments on 2018 Draft Comprehensive Plan with Plan Commission Recommendations
Revised June 27, 2018 for July 2, 2018 Plan Commission Meeting

Request Number	Requested By	Formal Action Y/N	Chapter	Strategy	Requested Change	Staff Analysis	Staff Recommendation	Change recommended by PC? Y/N
1	M. Berger	N	3. GF	N/A	Growth Priority Areas Map language. Need to clarify purpose of map and explain what corridors, centers, and growth priority areas are.	Agree.	See attached red-lined document titled "Growth Priority Areas."	Discuss at 7/2 PC Meeting
2	Food Policy Council	Y	6. E&O	7	[Action a] Our suggestion broadens the previous focus of this strategy from a "northside food innovation district" to include other areas and resources in the city: "Madison is positioned to develop strong local and regional food-related infrastructure, and strengthen its economy. The city can progress with this vision by further clustering and incentivizing the growth of aggregation, processing and distribution facilities. The developing Public Market will anchor a food innovation district connected to the north side, linking the FEED Kitchens, Madison College's culinary school and, importantly, the former Oscar Mayer plant site. There will be similar opportunities in south Madison, and elsewhere in the city. Having food-related businesses cluster in close proximity will provide benefits from sharing ideas, talent, vendors, and infrastructure. Food innovation districts in Madison will, in turn, support growers, processors and buyers in Dane County and the region."	Agree. Planning staff proposes edits to the proposed text to ensure consistent and accessible Plan language.	**Foster Food Innovation Districts** Madison is positioned to develop strong local and regional food-related infrastructure~~, and strengthen its economy~~. The City ~~can progress with this vision by further~~ and partners should seek opportunities to cluster~~ing~~ and incentivizi~~ng~~ the growth of aggregation, processing, and distribution facilities. The developing Public Market will anchor a food innovation district connected to the north side, linking the FEED Kitchens, Madison College's culinary school and, importantly, the former Oscar Mayer plant site. There will be similar opportunities in south Madison, and elsewhere in the city. Having food-related businesses cluster in close proximity ~~will~~ provides benefits from sharing ideas, talent, vendors, and infrastructure. Food innovation districts in Madison will, in turn, support growers, processors and buyers in Dane County and the region.	Discuss at 7/2 PC Meeting
3	Lehnertz	N	7. C&C	2	See email from Linda Lehnertz. Excerpt below: 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."	As the comment indicates, community feedback did indicate this preference. The point of this sentence is that, in satisfying this demand, development should not be directed towards neighborhoods (or parts of neighborhoods) that should be protected because of their historic value. In other words, there needs to be a balance between preservation and infill/redevelopment and all "already developed areas" should not be viewed as wholesale infill/redevelopment opportunities.	*[Page 76, paragraph 4] Suggested revisions:* One of the greatest challenges for the City regarding historic and cultural resource preservation is balancing preservation with infill and redevelopment. Community feedback received during the Imagine Madison process indicated a general preference for accommodating more growth through infill and redevelopment over new development ~~increasing density in already developed areas over lower-density development~~ on the edge of the city. Madison will need to ~~find the~~ balance ~~between~~ encouraging redevelopment and infill with ~~while~~ protecting the qualities that made existing neighborhoods appealing to begin with.	Discuss at 7/2 PC Meeting
4	Lehnertz	N	7. C&C	2	See email from Linda Lehnertz. Excerpt below: 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."	See above (#3).	See recommended revisions above for item number 3.	Discuss at 7/2 PC Meeting
5	Food Policy Council	Y	8. G&R	9	Include the following description for Urban Agriculture on page 97. "Urban agriculture involves the production of food for personal consumption, market sale, donation, or education, and includes associated physical structures, policies, and programs in cities and suburbs. Urban agriculture exists in multiple forms and for multiple purposes, including market farms, community gardens, school gardens, full-year vegetable production in greenhouses, orchards, rooftop gardens, and the raising of chickens, fish and bees. Madison has supported a recent growth in urban agriculture through its Zoning Code, and other City ordinances permitting community gardens, fruit and nut trees, beehives and backyard chickens. The Zoning Code allows the creation of Urban Agriculture Districts to encourage small-scale farming within the city, one example being the 4.5-acre Troy Community Farm on Madison's north side. A joint city/county citizen work group has also been formed to develop supportive policies for urban farms and community gardens across Madison and Dane County."	Agree. Planning staff proposes edits to the proposed text to ensure consistent and accessible Plan language.	Urban agriculture involves the production of food for personal consumption, market sale, donation, or education, ~~and includes associated physical structures, policies, and programs~~ within cities and suburbs. Urban agriculture exists in multiple forms ~~and for multiple purposes~~, including market farms, community gardens, school gardens, full-year vegetable production in greenhouses, orchards, rooftop gardens, and the raising of chickens, fish, and bees. Madison has supported a recent growth in urban agriculture through its Zoning Code, and other City ordinances permitting community gardens, fruit and nut trees, beehives, and backyard chickens. The Zoning Code allows the creation of Urban Agriculture Districts to encourage small-scale farming within the city, one example being the 4.5-acre Troy Community Farm on Madison's north side. A joint city/county ~~citizen~~ resident work group has also been formed to develop supportive policies for urban farms and community gardens across Madison and Dane County.	Discuss at 7/2 PC Meeting

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6	Food Policy Council	Y	9. EG	1	Revise the title and description for Action 1c. The language below is more explicit about potential partners, places more active emphasis on key components, and strengthens the supply chain of the local food system than the original language in the draft. **Work with Dane County and other municipalities in the county/region to develop a regional food systems plan.** Dane County has some of the most productive agricultural land in the world, as well as a strong food economy. The City should support Dane County and other entities in developing a regional food systems plan that would identify key components and prioritize development of the regional food supply chain. Strengthening our local supply chain will bring additional food security to our region, job opportunities for residents with a wide range of backgrounds, and support preservation of our agricultural land.	Agree.	**Work with Dane County and other municipalities ~~in the county/region~~ to develop a regional food systems plan.** Dane County has some of the most productive agricultural land in the world, as well as a strong food economy. The City should support Dane County and other entities in developing a regional food systems plan that ~~would~~ identifies key ~~components and prioritize development of~~ improvements to the regional food supply chain. Strengthening our local supply chain will bring additional food security to our region, job opportunities for residents with a wide range of backgrounds, and support preservation of our agricultural land.	Discuss at 7/2 PC Meeting
7	Food Policy Council	Y	11. LU Supplement	N/A	[page 122] Consider adding language about "agri-hoods" as a TND design principle. Add a definition for "agri-hoods" to the glossary.	Including a reference to agrihoods would be more effective in G&R Action 9b (Identify opportunities to support local food production within the city) to indicate a proactive approach to identifying suitable locations for agrihoods. A definition for agrihoods should be added to the glossary.	Add the following text to the end of G&R Action 9b: The City should also identify locations that would be suitable for agrihoods, where development is integrated with a working farm. Agrihoods could be developed at a variety of scales, but may be most appropriate on the edge of the city where they could serve as a transition to existing rural uses. Agrihoods definition for the glossary: Single-family, multifamily, or mixed-use communities built with a working farm as a focus. (Source: Urban Land Institute)	Discuss at 7/2 PC Meeting
8	Food Policy Council	Y	13. Glossary	N/A	Add the following definitions to the glossary: • SEED Program: The City of Madison budget includes annual funding to be distributed as micro-grants by the Madison Food Policy Council. The MFPC encourages community groups to submit proposals that improve the local food system and make food more accessible to Madison residents. • Double Dollars: A program for FoodShare users in Dane County, offering a dollar-for-dollar match for EBT transactions at participating farmers' markets, farm stands, and food retail locations. The program is available year-round at sites throughout the Madison area. • Sustainable Agriculture: Sustainable agricultural systems respond to site-specific conditions by integrating cultural, organic, and mechanical practices that foster cycling of resources, promote ecological balance, and conserve biodiversity. • Urban Agriculture: Urban agriculture involves the production of food for personal consumption, market sale, donation, or education, and includes associated physical structures, policies, and programs in cities and suburbs.	Agree. Planning staff proposes edits to the proposed text to ensure consistent and accessible Plan language.	• SEED Program: ~~The~~ A City of Madison ~~budget includes annual funding to be distributed as micro-grants~~ program administered by the Madison Food Policy Council~~. The MFPC encourages community groups to submit proposals that~~ that provides grants to improve the local food system and make food more accessible to Madison residents. • Double Dollars: A program for FoodShare (Wisconsin's version of the federal Supplemental Nutrition Assistance Program) users in Dane County, offering a dollar-for-dollar match for ~~EBT transactions~~ purchases at participating farmers' markets, farm stands, and food retail locations. The program is available year-round at sites throughout the Madison area. • Sustainable Agriculture: ~~Sustainable agricultural systems respond to site-specific conditions by integrating cultural, organic, and mechanical practices that foster cycling of resources, promote ecological balance, and conserve biodiversity.~~ An integrated system of plant and animal production practices having a site-specific application that will, over the long term: satisfy human food and fiber needs; enhance environmental quality and the natural resource base upon which the agricultural economy depends; make the most efficient use of nonrenewable resources and on-farm resources and integrate, where appropriate, natural biological cycles and controls; sustain the economic viability of farm operations; and enhance the quality of life for farmers and society as a whole. (Source: USDA) • Urban Agriculture: The production of food for personal consumption, market sale, donation, or educational purposes~~, and includes associated physical structures, policies, and programs~~ within cities and suburbs.	Discuss at 7/2 PC Meeting
9	Alder Zellers	N	11. LU Supple-ment	N/A	In the first sentence on page 124 - the word “intended” is not clear enough. Midway through the second paragraph on page 124, beginning with “But if in the neighborhood plan….” The Plan should specify what will happen in the case of an inconsistency (i.e. the Comp Plan should be changed).	The end of the third paragraph on page 124 discusses what should be done to rectify inconsistencies between land use designations between sub-area plans and the Comp Plan.	See attached red-lined document titled "Consistency Between Sub-Area Plans and the Comprehensive Plan."	Discuss at 7/2 PC Meeting

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10	Community Development Authority	Y	1. Intro	N/A	Maintain accountability to stakeholders/participants. Specifically provide information on how feedback through Imagine Madison is resulting in positive change during Plan implementation.	Agree.	Incorporate language in the Introduction's "Assessing Progress" section.	Y
11	Economic Development Committee	N	1. Intro	N/A	Provide more information on how the lenses were applied.	Agree.	Incorporate this change.	Y
12	Planning staff	N/A	1. Intro	page 6	This example of how the lenses were used could be improved.	N/A	Use a Strategy instead of a Goal and improve the example via specific Actions used and reasoning.	Y
13	Planning staff	N/A	2. Eng. Process	page 10	Should we add a comment here or elsewhere about our general marketing efforts?	N/A	One line in the paragraph before community meetings "Imagine Madison used many methods and marketing techniques to inform and involve..."	Y
14	Transit & Parking Commission	N	4. LU&T	1	Include discussion of special assessments as a means of funding BRT.	Agree.	Add discussion to Action 1d, revise action to cover TIF and other funding sources.	Y
15	Alder Zellers	N	4. LU&T	1	Why not impact fees for transit? Can we add language about exploring this?	Agree.	Add a mention of transit impact fees to the Plan.	Y
16	Transit & Parking Commission	N	4. LU&T	2	Strategy should include a mention of 5-year Transit Development Plan (TDP).	Agree.	Can integrate into text of LU&T Strategy 2.	Y
17	Transit & Parking Commission	N	4. LU&T	2	Should we add a note that the cost of extending transit service when we do peripheral development needs to be accounted for? Right now we just stretch existing service to new areas, not add service.	Agree.	Add language under Strategy #2 (either in intro or under Action 2a) to discuss this topic.	Y
18	Transit & Parking Commission	N	4. LU&T	2	Discussion of exploring a transit impact fee should be added to the Plan - it could help finance the capital costs of transit expansion.	Agree.	Add language under Strategy #2 (either in intro, under Action a, or as a new action) to discuss this topic.	Y
19	Alder Zellers	N	4. LU&T	5	For Action b - add something about parking/traffic issues. For action c - would like something added about clearing bike lanes on streets with snow.	Agree. See recommendation at right. For the snow issue, see the discussion for request number 140.	Staff recommends adding a mention of parking/traffic issues under Action d (i.e., something along the lines of "Such plans should include an analysis of existing and projected traffic issues and methods that could be used to mitigate such issues."	Y
20	jhirsch	N	4. LU&T	5	[page 36, paragraph for action b.] What is the definition and scope of "sub-area" plan? How are the details determined?	A definition of sub-area plans would be beneficial.	Add definition of "sub-area plan" and clarify the types of sub-area plans.	Y
21	Alder Zellers	N	4. LU&T	6	Overall the language does not focus enough on the best places for infill/redevelopment. Recognize infill growth "in the right places" and not just all over in neighborhoods.	Agree.	Add language under Action c to specify that redevelopment should be properly located and reference the Growth Priority Areas map.	Y
22	Food Policy Council	Y	4. LU&T	6	Strategy 6: "Reduce the demand for development of farmland on the periphery of the city." (page 39) This statement clearly assumes the importance of preserving farmland, but says nothing about <u>why.</u> Add the italicized phrase to Action (a) expressing the need to Update Neighborhood Development Plans: "While they included some forward-thinking aspects, the layouts and mix of land uses tended to be disconnected, car-oriented, and low-intensity, *and significantly under-valued agricultural land for food production* ."	Agree.	Incorporate this change.	Y
23	Community Development Block Grant Committee	N	4. LU&T	6	Modify the wording of Strategy 6 so it is better understood by the layperson.	Agree.	Modify the language to: Facilitate infill and compact growth to preserve farmland on the edge of the city.	Y
24	Sustainable Madison Committee	Y	4. LU&T	6	Include new language provided by the Food Policy Council regarding the value of agricultural land. 1. Add a clause in the second sentence of the paragraph for Action (a) "While they included some forward-thinking aspects, the layouts and mix of land uses tended to be disconnected, car-oriented, low-intensity, *and significantly under-valued agricultural land."*	*Staff would like to wait to discuss this request until after the Food Policy Council meets on June 6th and makes their final recommended changes.	See Recommendation for #22.	Y
25	Transit & Parking Commission	N	4. LU&T	7	Mention working with the State under the Park-and-Ride action.	Agree.	Can integrate into text under Action 7d.	Y
26	Alder Zellers	N	4. LU&T	7	In the description for Action b, ~~new~~ downtown events - remove the word "new."	Agree	Incorporate this change.	Y
27	Ped/Bike/ Motor/Vehicle Commission	Y	4. LU&T	8	Change language to "**<u>Develop</u>** and adopt a citywide bicycle plan and citywide pedestrian plan . . ." and change the detailed discussion under Action d accordingly.	Agree.	Incorporate this change.	Y

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28	Alder Zellers	N	4. LU&T	8	Would like language added to address winter biking. For 8d, clarify between recreational and peripheral paths vs. commuting paths and on-street bike lanes.	Agree.	Staff can revise language to clarify that "primary" paths are paths that are used for both commuting and recreation, whereas "secondary" paths are used almost exclusively for recreation.	Y
29	Harald Kliems	N	4. LU&T	8	I find this sentence misleading. The reconstruction projects on Williamson and Monroe have decided not included substantive improvements for bike infrastructure. And the examples are almost all pedestrian improvements.	More examples could be added, but not every street will be able to have all amenities mentioned as examples.	Add "bike boxes, striped bike lanes" to list of amenities.	Y
30	City of Verona	N	4. LU&T	8	Bicycle Facilities Map: o The colors on the bicycle facilities map are too close to each other and make it difficult to read. o Cross Country Road – Planned off-street from Hemlock Drive to Tamarack Way. Existing off-street	Agree.	Incorporate these changes.	Y
31	Board of Public Works	N	4. LU&T	9	Need more of a "global" look at parking than Action 9c. Many neighborhoods have parking issues - should be considering challenges beyond just downtown.	Agree. Also reference requested change and staff recommendation for #s 25, 34, 150.	Add discussion under LU&T 5b.	Y
32	Long Range Transportation Planning Committee	N	4. LU&T	1, 2	Consider flip-flopping the order of strategies #1 and #2.	Agree.	Change the order of strategies #1 and #2 in the LU&T Element.	Y
33	Transit & Parking Commission	N	4. LU&T	N/A	Parking is not discussed enough - adequate parking is needed for economic development.	Parking is discussed with respect to technology and park-and-rides. Also see comment #25.	Add mention under LU&T 9c of changing transportation technology and how it may impact parking demand. Add mention under LU&T 7d that while downtown can always add more parking, the streets to get cars to that parking are near, or at, capacity during peak hours.	Y
34	Transit & Parking Commission	N	4. LU&T	N/A	Need a stronger link to Madison in Motion in the LU&T chapter, with the acknowledgement that other governments (County, State) have control over some roads.	Agree.	Add additional language in the LU&T introduction to specifically call out Madison in Motion.	Y
35	Planning staff	N/A	4. LU&T	page 38	We talk about plans and zoning here. Do we include Urban Design requirements as well?	N/A	Add to the last sentence "....established in city ordinances such as zoning, historic preservation ordinance, urban design districts."	Y
36	Transit & Parking Commission	N	4. LU&T		The Plan should address parking impacts in mixed-use centers - demand will go up as redevelopment occurs. Should there be more City lots? What is the role of the parking utility as we create more mixed-use areas?	More discussion on parking could be added - see recommendation at right. Also see #s 25, 34, 150.	Add discussion of addressing parking within the plans mentioned under LU&T 5d. Add further discussion of handling parking in the Growth Priority Areas (page 15).	Y
37	Sustainable Madison Committee	Y	5. N&H	2	Include a recommendation about increasing programming and resources for seniors. It was suggested this would belong in Action 2b regarding life cycle housing.	Agree.	Leave the Action the same but reword last sentence in action descriptive paragraph to read "...and proximity to healthcare, basic needs, and programing and resources for seniors."	Y
38	Petert	N	5. N&H	2	[p. 49] Accessory Dwelling Units (housing added onto existing residential lots such as an additional unit on top of a detached garage or in a back yard) should be described here. Given the amount of land in Madison that is currently detached single family, ADUs would appear to be a much greater source of additional housing than the other options described and one of the only options to add density without demolition of existing houses.	Agree. Accessory dwelling units are allowed as a conditional use in numerous zoning districts.	Add "Accessory Dwelling Units" to Missing Middle box list. Add to glossary: Accessory Dwelling Unit - a second dwelling unit contained within a single-family dwelling or within a detached building located on the same lot as a single-family dwelling. This definition includes accessory buildings constructed in connection with a private garage or a private garage converted into a dwelling unit.	Y
39	Alder Zellers	N	5. N&H	3	Action 3d doesn't acknowledge the issues of number of bedrooms in the units.	The zoning code currently includes bedroom mix requirements in downtown residential districts. Except in a limited number of situations (Affordable Housing Fund-financed projects, etc.), the market should dictate most bedroom mixes. Bedroom mix is already covered in the Growth Framework and N&H Action 7B (family-supportive housing).	Include reference to other mentions of building mix (Growth Framework pg 20 and N&H #7 pg 56).	Y
40	Housing Strategy Committee	Y	5. N&H	4	Add Action E: "Support and partner with non-profit organizations to preserve affordable housing for the long term." Suggested narrative: "Many of the affordable housing units across the City are subsidized in order to limit rents	Agree.	Incorporate this change.	Y
41	Alder Zellers	N	5. N&H	5	Action 5c, what is the "action" related to homelessness?	The text could better connect the permanent supportive housing program to reducing homelessness rates. May also need to address the identified need to "decriminalize" homelessness, though this is a very touchy subject. Also, the title of the text section (Homelessness) is probably not the best title.	Change title to "Permanent Supportive Housing"	Y
42	Alder Zellers	N	5. N&H	6	Action 6a - mention state pre-emption	Acknowledge recent legislation regarding inspection of rental properties.	Add to end of action text: "The City should work within the limits of State legislation to use inspections to ensure safe housing for all Madisonians."	Y

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43	Community Development Block Grant Committee	Y	5. N&H	6	Expand Action 6c to include rehabilitation of privately-owned rental properties.	Agree. This Action was focused on single-family homes and smaller, multi-unit buildings, but could be expanded to reference buildings with more units.	Incorporate this change.	Y
44	Housing Strategy Committee	y	5. N&H	8	At the very beginning of the narrative, change the first sentence back to language that was previously drafted: “Access to healthy food is one of the most basic life-sustaining strategies of the Comprehensive Plan.”	Agree.	Incorporate this change.	Y
45	Food Policy Council	Y	5. N&H	8	Strategy 8: “Ensure access to food that is affordable, nutritious, and culturally specific” (page 58) For some reason, a very significant, sentence was removed from the initial draft of the Comp Plan that read “Access to food is one of the most basic life-sustaining strategies of the Comprehensive Plan”; it was replaced by the much more limited statement “Access to healthful foods, especially for families with children, has major impacts on quality of life”. Noting that seven of the fifty strategies in the plan involve food, the Work Group recommends – and the Housing Strategy Committee supported – restoring the original sentence, and adding the word “healthy” so it reads as follows: *“Access to healthy food is one of the most basic life-sustaining strategies of the Comprehensive Plan.”*	Agree.	Incorporate this change.	Y
46	Food Policy Council	Y	5. N&H	8	Simply expanding farmers' markets and food stands to more areas of the city does not necessarily reach many more people, especially those who are food insecure... Add the following sentence to the end of paragraph for Strategy 8, Action c: *"Expanding the Double Dollars program and Farmers' Market Nutrition Program to farmers' markets and food stands throughout the city would help people afford to buy food there and create additional demand for local food businesses."*	FPC's suggestion better fits with the retail access opportunities in Action A.	Leave Action C as is. Add "Farmers' Market Nutrition Program" to list of programs in Action A.	Y
47	Board of Health	Y	5. N&H	8	Per request by the Food Policy Council Comprehensive Plan Work Group, change phrasing from "Access to healthful foods, especially for families with children, has major impacts on quality of life" to "Access to healthy food is one of the most basic life-sustaining strategies of the Comprehensive Plan."	See #45 above. Agree.	See #45 above. Incorporate this change.	Y
48	Community Development Block Grant Committee	Y	5. N&H	8	Per request by the Food Policy Council Comprehensive Plan Work Group, change phrasing from "Access to healthful foods, especially for families with children, has major impacts on quality of life" to "Access to healthy food is one of the most basic life-sustaining strategies of the Comprehensive Plan."	See #45 above. Agree.	See #45 above. Incorporate this change.	Y
49	Finance Committee	N	6. E&O	5	Include a reference in E&O 5a to the EG section regarding co-location of City/community facilities.	Agree.	Incorporate this change.	Y
50	Food Policy Council	Y	6. E&O	6	(page 70) provide a graphic showing the share of market that is food-related as a replacement for the whiteboard photo.	Agree.	Incorporate this change.	Y
51	Economic Development Committee	Y	6. E&O	7	Move Action 7b "Business Incubators" to Strategy 6.	Action 7b would be appropriate under Strategy 6. Many of the Comprehensive Plan's Actions relate to multiple Strategies.	Move Action 7b to Strategy 6 and move Action 6c to Strategy 7.	Y
52	Committee on the Environment	N	6. E&O	7	Action 7c - add Public Health to "Lead Agencies" in appendix chart.	Agree.	Incorporate this change.	Y
53	Alder Zellers	N	6. E&O	7	Rehabbing buildings provides more local impact - can we include this somewhere?	This could be incorporated into Action 6b regarding employment opportunities related to construction.	Incorporate this change.	Y
54	Economic Development Committee	Y	6. E&O	7	The Food Policy Council suggested changing the language to: **Foster food-related infrastructure across Madison** Madison is positioned to develop strong local and regional food-related infrastructure, and strengthen its economy. The city can progress with this vision by further clustering and incentivizing the growth of aggregation, processing and distribution facilities. The developing Public Market will anchor a food innovation district connected to the north side, linking the FEED Kitchens, Madison College’s culinary school and, importantly, the former Oscar Mayer plant site. There will be similar opportunities in south Madison, and elsewhere in the city. Having food-related businesses cluster in close proximity will provide benefits from sharing ideas, talent, vendors, and infrastructure. Food innovation districts in Madison, will, in turn, support growers, processors and buyers in Dane County and the region.	*Staff would like to wait to discuss this request until after the Food Policy Council meets on June 6th and makes their final recommended changes.	See recommendation for #2.	Y

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55	Economic Development Committee	N	6. E&O	N/A	There are only a few references to Madison College. They are an important entity for education and training for middle class jobs.	Agree.	Incorporate this change.	Y
56	Alder Zellers	N	7. C&C	1	Action 1c. Include something about restoration of historic assets.	This is consistent with the focus of this action.	Revise the text describing Action 1c to incorporate this reference.	Y
57	Landmarks Commission	Y	7. C&C	2	Madison's 1st Landmarks Ordinance was adopted in 1971 (not 1969). p.76	Agree. Correction.	Incorporate this change.	Y
58	Landmarks Commission	Y	7. C&C	2	2b. text: delete "which has changed little during that time." New second sentence: "The city in 2015 adopted a thorough revision of the Ordinance's provisions relating to process and procedure, and is currently updating the standards in each of the local historic districts." Add to end of third sentence: ", and recent state legislation." (p. 76)	Staff agrees with this change.	Incorporate this change.	Y
59	Landmarks Commission	Y	7. C&C	2	Add an action under strategy 2 that would update the Zoning Code to ensure preservation of historic districts and protection of other historic corridors. The wording could be modeled after C&C Action 1d.	Staff agrees with this change.	Incorporate this change.	Y
60	Alder Zellers	N	7. C&C	2	Include something regarding Heritage tourists stay longer and spend more money.	This is true and could be added to the text to emphasize the importance of heritage tourism.	Incorporate into the text of the 5th (last) paragraph before the discussion about specific actions.	Y
61	Lehnertz	N	7. C&C	2	See email from Linda Lehnertz. Excerpt below: 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).	Agree.	Incorporate a version of suggested language.	Y
62	Lehnertz	N	7. C&C	2	See email from Linda Lehnertz. Excerpt below: 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.”	Agree in part, and staff has previously indicated support to delete: "…in balance with modern construction methods and materials."	Delete: "…in balance with modern construction methods and materials."	Y
63	Board of Park Commissioners	Y	7. C&C	3	Feedback is related to Strategy 3b: “Design and program a wide variety of new parks and public spaces in developing parts of the city for enjoyment by a broad range of users.” Proposed new parks will be acquired as identified in Neighborhood Development Plans or to address parkland deficiencies and planned and developed in accordance with the adopted Master Plan policy. The City of Madison Parks Division does not program park facilities.	Actions 3a covers improving existing spaces, while Action 3b is about new spaces. Staff agrees that proposed new parks will be acquired as identified in Neighborhood Development Plans or to address deficiencies. It was not intended that the Parks Division would program the facilities.	Remove the word "program" from Action 3b.	Y
64	Food Policy Council	Y	7. C&C	3	There’s currently a sentence at the end of the third paragraph in the introduction that reads “This includes providing culturally appropriate venues for events, family gatherings, traditions, music and exhibits”. This sentence omits an important suggestion from the Work Group to include food on this list. Suggest the following revision: “This includes providing culturally appropriate venues for events, family gatherings, *food* , music, and exhibits.”	Agree.	Incorporate this change.	Y
65	Community Development Block Grant Committee	Y	7. C&C	3	There’s currently a sentence at the end of the third paragraph in the introduction that reads “This includes providing culturally appropriate venues for events, family gatherings, traditions, music and exhibits”. This sentence omits an important suggestion from the Work Group to include food on this list. Suggest the following revision: “This includes providing culturally appropriate venues for events, family gatherings, *food* , music, and exhibits.”	See #64 above. Agree.	See #64 above. Incorporate this change.	Y
66	Economic Development Committee	N	7. C&C	N/A	The Between the Waves Conference and Festival is unique in the US. The Plan should reference this event.	Agree. A reference could be added to CC Strategy 4.	Incorporate this change.	Y
67	Alder Zellers	N	7. C&C	N/A	Support the letter submitted by Linda Lehnertz. See attached letter.	As explained to the Landmarks Commission, staff believe that many of the points raised in Ms. Lehnertz's letter have been, or will be, addressed in several efforts that have been completed (Downtown Plan) or are currently underway (Historic Preservation Plan and Historic Preservation Ordinance revision). Upon further discussion with Ms. Lehnertz, it seems that the highest priority was to remove the reference to "modern construction methods and materials" as a reason for updating the ordinance.	Revise the last sentence under the discussion of Action 2c to delete the reference to "modern construction methods and materials".	Y
68	Committee on the Environment	N	8. G&R	1	Add language about specifically working with large entities, such as the UW and Madison Metropolitan School District, on improving winter salt application practices.	Agree. Currently we do not call out any specific entities. Staff is hesitant to add specific references, but working with these large entities could have a big impact.	Add language about working with large entities such as UW and MMSD.	y

Request Number	Requested By	Formal Action Y/N	Chapter	Strategy	Requested Change	Staff Analysis	Staff Recommendation	Change recommended by PC? Y/N
69	Board of Public Works	N	8. G&R	2	Should consider advocating for using trees with lower phosphorus leaves in terraces to reduce phosphorus in lakes.	Agree. Research shows some tree species have nearly double the amount of phosphorus in their leaves than others. This could be added into the discussion for Action 2b regarding leaf collection.	Incorporate this change.	Y
70	Sustainable Madison Committee	Y	8. G&R	2	Add additional action: City should participate in phosphorous removal program for “legacy phosphorus” in lake beds and streams, within the county and city environs.	The phrase "legacy phosphorus" is not very common and may not mean much to most readers of the Plan. Staff suggests including a reference to this in the paragraph describing Action 2a.	Add reference to removing "legacy phosphorous" from our waterways.	Y
71	Sustainable Madison Committee	Y	8. G&R	2	Add the word "efficiency" to Action b so it reads: "Increase frequency and efficiency of leaf collection and street sweeping to reduce phosphorus runoff." Update corresponding descriptive paragraph.	Agree.	Incorporate this change.	Y
72	Sustainable Madison Committee	Y	8. G&R	2	Add language about Madison being committed to phosphorus reduction regardless of federal requirements.	Agree.	Add this language in the introduction paragraph for Strategy 2.	Y
73	Committee on the Environment	Y	8. G&R	2	Add discussion of how infiltration is important method in maintaining surface water quality. We need a clearly defined infiltration policy as part of any discussion of stormwater management.	Agree. This is alluded to in the paragraph for Action c regarding green infrastructure, but it could be more specific.	Add discussion of how infiltration is important for maintaining surface water quality.	Y
74	Committee on the Environment	N	8. G&R	2	Improving monitoring of stormwater management/erosion control measures during construction needs to be discussed. Education (and enforcement?) should be expanded. Consider increasing the intensity of storm that must be addressed in preventative erosion control measures.	Agree.	Planning Division staff will work with Engineering Division staff to incorporate this requested change.	Y
75	Anne Walker	N	8. G&R	2	Stormwater is increasing in intensity, the temperature of stormwater is increasing as a result of increased impervious surface, fluctuating temperatures in the winter are negatively affecting vegetation.	Agree. Incorporate stormwater comments into G&R Strategy 2. Climate change is referenced in several parts of the Plan.	Incorporate stormwater comments.	Y
76	Sustainable Madison Committee	Y	8. G&R	3	Add a reference to the Energy Plan and MOU with MG&E to the introduction for Strategy 3.	Agree.	Incorporate this change.	Y
77	Sustainable Madison Committee	Y	8. G&R	3	Create a new Action (listed as the first Action) about implementing the Carbon Neutral program. Add text discussing the City's role in energy efficiency upgrades. Move the first sentence of the paragraph for Action c to the introduction for the Strategy.	Agree.	Potential Action text: Implement the Energy Plan to reach the goal of 100% renewable and Zero-net carbon emissions.	Y
78	Sustainable Madison Committee	Y	8. G&R	3	Expand and strengthen Action 3d so that is about more than just electric vehicles. Also add to Action d: “expand the use of electric vehicles and ecosystem-friendly fuel sources, including…” Include more specific details about being in the implementation stage of converting City fleet.	Agree.	Incorporate this change.	Y
79	Petert	N	8. G&R	3	Is "partnering with electrical utilities" the ONLY option to educate Madison residents about renewable energy and energy efficiency? Absolutely not. The plan should identify the other options for increasing energy efficiency and renewable energy such as: The City actively participate in regulatory cases at the Public Service Commission of Wisconsin, particularly when the utilities serving Madison propose rate structures directly at odds with energy efficiency and renewable energy, such as MGE's current rate structure. Madison participated, hired expert witness and formally opposed MGE's current rate structure and this type of participation will be needed in the future; identify alternative methods to meet aggressive goals for energy efficiency and renewable energy such as negotiating the City's electrical contracts with utilities and investigating the formation of a municipal utility. Many cities across the county are identifying the costs and benefits of switching from investor owned utilities (like MGE and Alliant) to a municipal utility like the ones operated by diverse cities including Austin, TX, Sacramento, CA, Springfield, IL and Sun Prairie, WI. Cities currently investigating a switch explicitly to meet aggressive energy efficiency and renewable energy goals include Boulder CO, Decorah, IA, and Davis, CA.	Agree.	Add text that addresses other alternatives to educating the community about how renewable and energy efficiency can be provided. See response to feedback from Sustainable Madison Committee (#76, 77, 78, 83).	Y
80	Board of Park Commissioners	Y	8. G&R	4	Recommend working with Parks Division staff to revise language under G&R Strategy 4 (p. 91), and Actions b. and c., to include language that is consistent with the Park and Open Space Plan goals to decrease parkland deficiencies.	Planning staff has some hesitation because the POSP is much more specific and detailed than the level of the Comprehensive Plan. Additionally, the language used for this Strategy and the corresponding Actions is in response to specific community feedback.	Planning staff will work with Parks staff to revise the language for G&R Strategy 4.	Y
81	Anne Walker	N	8. G&R	5	Glass on the newer buildings in the city create a difficult environment for birds.	Agree. Add a reference to this subject in G&R Strategy 5.	Incorporate this change.	Y
82	Board of Park Commissioners	Y	8. G&R	6	For G&R Strategy 6 (diverse tree canopy), practices that protect the ecosystem should be considered in selecting tree species, such as native tree species and species beneficial to pollinators.	Agree.	Incorporate this change.	Y
83	Sustainable Madison Committee	Y	8. G&R	6	Add something about an education component - including that most trees are on private property.	Agree.	Add sentence about education component and trees on private property into the introductory paragraph(s) for the Strategy.	Y

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84	Sustainable Madison Committee	Y	8. G&R	6	Under Action b, add something about working with non-City entities: MG&E, construction companies, developers.	Agree.	Incorporate this change.	Y
85	Anne Walker	N	8. G&R	6	Overhead wires, commercial storefronts, and other conflicts make it difficult to get good trees in urban neighborhoods.	Actions 6b and 6c reference some of the obstacles to maximizing the tree canopy.	Incorporate a version of suggested language.	Y
86	Board of Park Commissioners	Y	8. G&R	7	Recommend clarifying language under G&R Strategy 7 (p. 95) “Improve public access to lakes.” The City would not pursue purchase of protected shoreline easements without ensuring public access. This section should be clarified to ensure this does not mean purchasing easements to maintain shoreline on private property.	Agree.	Add the phrase "public access" on page 95, first sentence of the second column to read "The City should identify the highest priority lakeside properties and purchase or option public access easements when these properties become available."	Y
87	Sustainable Madison Committee	Y	8. G&R	9	Descriptive paragraphs should highlight the social aspect of community gardens. Relationships are important.	This might be a better fit under N&H 8b. The comment more closely relates to the discussion included for that Action and the role of gardens in neighborhoods.	Add to end of penultimate sentence in Action 8b text: "…and encourage neighborhood interaction and increase social capital."	Y
88	Community Development Block Grant Committee	Y	8. G&R	9	Include the Food Policy Council language for Urban Agriculture.	See # 5 above. Agree.	See # 5 above. Incorporate this change. Planning staff will propose minor edits to the proposed text to ensure consistent and accessible Plan language.	Y
89	Sustainable Madison Committee	Y	8. G&R	Intro	Add more specific language to reflect items already being worked on, particularly the Energy Plan and MOU with MG&E. Add a reference to the City's Sustainability Plan in the Introduction for the chapter.	Agree.	Add a reference to the Sustainability Plan in the introduction for the chapter.	Y
90	mike.s.barnett	N	8. G&R	Intro	[p. 86] City tracks its CO2 emissions related to city operations and the community. If one of the goals is to reduce our City's contribution to climate change, shouldn't we include the data for these CO2 emissions in this section of the report?	Agree.	Add City CO2 data from page 19 of City Snapshot document to the Plan's G&R introduction.	y
91	Petert	N	8. G&R	Intro	[p.86] Missing: Madison's single largest current and long term environmental liability: the new and recently expanded coal plants that supply the majority of the electricity to the city. Plenty of data available to illustrate Madison's financial and environmental liabilities to the Columbia coal plant in Portage WI and the Elm Road coal plant in Oak Creek WI. If the plan can devote data snapshots to water quality and beach closures, surely something as significant as the coal dependency of the two utilities serving Madison (MGE and Alliant) is warranted.	Agree. Both MGE and Aliant buy some of their power from other companies. MGE owns two wind farms and purchases wind capacity from three other Midwestern wind farms.	Add to either G&R intro (pg 86) or G&R Strategy 3 (pg 90): "Madison Gas & Electric (MGE), which provides electric power to most Madison customers, sources 12% of its electricity from renewable resources and purchases 19% of its electricity, some of which may be renewable. Alliant Energy (Wisconsin Power & Light), which serves portions of the city, obtains 15% of its electricity from renewable sources plus 5% from nuclear power."	Y
92	Transit & Parking Commission	N	8. G&R	N/A	There is no discussion of global warming or the City's carbon footprint - what is our plan to address carbon emissions?	The introduction for the chapter briefly talks about climate change. Text for Strategy 3 talks about it briefly as well. The Sustainable Madison Committee requested strengthening language regarding renewable energy sources and reduced emissions and citing the Energy Plan/Carbon Neutral Program.	Add text about what the City is doing and plans to do regarding carbon emissions by discussing the Energy Plan/Carbon Neutral Program.	Y
93	Planning staff	N/A	8. G&R	page 93	"Optimize" should be changed to "maximize" in the 6b action text.	N/A	Change "optimize" to "maximize." [Plan Commission recommended that "optimize" should be changed to "increase."]	Y
94	Planning staff	N/A	8. G&R	page 94	Explain why undergrounding utilities is an important policy with regards to the canopy.	N/A	Add a sentence after the sentence that ends in "property owners." [Plan Commission also recommended adding the phrase "high voltage."]	Y
95	Planning staff	N/A	8. G&R	page 95	What is a "beach day"?	N/A	Remove the phrase "out of 99 beach days."	Y
96	Planning staff	N/A	8. G&R	page 96	Revert Strategy language back to "Reduce landfilled waste" to simplify language for readers.	N/A	Incorporate this change.	Y
97	Food Policy Council	Y	9. EG	1	Slight revisions to the descriptive paragraph for Action c shown in italics: “Dane County has some of the most productive agricultural land in the world, as well as a strong food economy. The City should support Dane County and other entities in developing a regional food systems plan that would *identify key components and prioritize development of the regional food supply chain.* Strengthening our local supply chain will bring additional food security to our region, job opportunities for residents with a wide range of backgrounds, and support preservation of our agricultural land.”	Agree.	Incorporate this change.	Y
98	Economic Development Committee	Y	9. EG	1	The Food Policy Council's Comprehensive Plan Workgroup suggested changing the language to: **Work with Dane County and other municipalities in the county/region to develop a regional food systems plan** Dane County has some of the most productive agricultural land in the world, as well as a strong food economy. The City should support Dane County and other entities in developing a regional food systems plan that would identify key components and prioritize development of the regional food supply chain. Strengthening our local supply chain will bring additional food security to our region, job opportunities for residents with a wide range of backgrounds, and support preservation of our agricultural land.	*Staff would like to wait to discuss this request until after the Food Policy Council meets on June 6th and makes their final recommended changes.	See recommendation for #97.	Y

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99	Eskrich	N	9. EG	2	Regarding the RTA, may want to make a more generalized statement to include other potential mechanisms for regional transit funding, in case an RTA isn't possible.	Agree.	See discussion under #100 & #101	Y
100	Transit & Parking Commission	N	9. EG	2	Discuss the County having a role in the establishment of an RTA.	Agree.	Incorporate this change.	Y
101	Transit & Parking Commission	N	9. EG	2	More discussion of transit funding is needed - it won't all be covered by an RTA.	See analysis for #178; could add more discussion of funding to EG Strategy #2.	Add more discussion of funding (RTA and other sources) to EG strategy #2.	Y
102	City of Verona	N	9. EG	4	P. 104 Intergovernmental Boundary Agreement Map - The City of Fitchburg boundary agreement line color needs to be changed in the legend to match the map. (See attached email from City of Verona staff, Adam Sayre.)	Agree.	Incorporate this change.	Y
103	City of Verona	N	9. EG	8	p. 110 - "Lack of trust in the Madison Police Department MPD) was"… Change MPD) to (MPD).	Agree.	Incorporate this change.	Y
104	Alder Zellers	N	9. EG	9	Action 9c about programmed building inspections - should mention this is blocked by state legislation.	Agree, the City can do them, but it requires them to go through a new process. It may be useful to include commentary at the beginning of the Plan about the City's actions with regards to current or future limitations due to State legislation.	Note reference to State law and how it changes programmed inspections. A resolution is now required before the City does programmed inspections. Add commentary about State pre-emption of local action at the beginning of the Plan.	Y
105	Alder Zellers	N	9. EG	9	Action 9a - Report a problem could be better used to collect data on contacts and resolution.	Agree.	Report a Problem should track how it is used now and how it could be better used to track how contacts are resolved and the program's responsiveness to City customers.	Y
106	Planning staff	N/A	9. EG	page 101	Other important partners are the other major metros in the state, primarily Milwaukee/Racine, but also Appleton/Oshkosh, Green Bay, and interstate metros like Kenosha/Chicago, Superior/Duluth, and maybe even the counties bordering the Twin Cities.	N/A	Incorporate this change.	Y
107	Planning staff	N/A	9. EG	page 111	EG 9c is very similar to Neighborhoods & Housing - Action 6A.	N/A	Remove 9c, leave N&H 6a, combine some of the EG language, add cross-ref of N&H 6 in the EG intro, and fix in matrix	Y
108	Long Range Transportation Planning Committee	Y	9. EG		Add language to the Plan to "Engage Dane County in the funding and shared governance of public transit"	Staff feels the most appropriate location to add this language is in Effective Government, Strategy #2.	Incorporate this change.	Y
109	Food Policy Council	Y	11. LU Supplement	N/A	[page 126] Add something about balancing the need to preserve farmland on the periphery.	Include language about preserving farmland on the periphery in the LU&T Strategy 6 introduction.	Make change to LU&T Strategy 6 introduction.	Y
110	Alder Zellers	N	11. LU Supplement	N/A	Bassett Plan is missing from the list of plans (p. 124)	http://www.cityofmadison.com/planning/ndp/bassett.pdf	Incorporate this change.	Y
111	Alder Zellers	N	11. LU Supplement	N/A	p. 123 last sentence on the page - the use of "may be" in the sentence. Suggested to say: This Plan "will be" modified if a sub-area plan makes…	Agree.	Change phrasing to "should be".	Y
112	Alder Zellers	N	11. LU Supplement	N/A	The list of sub-area Plans (beginning on p. 124) - some have amendment dates and some do not. Should be consistent and ideally should include the amendments dates.	Amendments are most common for NDPs. Neighborhood Plans and other plans are infrequently amended. If there are amendments that are not listed, staff will revise the list.	Incorporate this change.	Y
113	Alder Zellers	N	11. LU Supplement	N/A	p. 125 In text for sub-area Plan retirement, near middle of the long first paragraph - who decides whether the plan reflects current City priorities?	Agree.	Revise sentence to read: "As the city continues to grow and change, plans that have largely been implemented, have been superseded by a more recently adopted plan for the same area, or no longer reflect current priorities, as determined by this Plan, the Plan Commission, and City Council, should be retired."	Y
114	City of Verona	N	14. General	N/A	The layout and photos are very sharp. Please adjust the maps to make it easier to read by adding labels on all of the major roads (CTH M, PD, etc.) and placing the polygons underneath the roads.	Staff will label more of the major roads.	Make changes as suggested.	Y
115	Planning staff	N/A	10. Matrix	page 118	Change back to previous Strategy language for G&R Strategy 8: "Reduce landfilled waste."	N/A	Change back to previous Strategy language: "Reduce landfilled waste."	Y
116	City of Verona	N	10. Matrix List	N/A	p. 119 Strategy 4 Actions: – Change letter a to letter d.	Agree.	Incorporate this change.	Y
117	Planning staff	N/A	12. Ref. Maps	page 137	All streets in the city not covered by the other categories have 0-5,000 ADT, yet only some are shown on the map . We should note why (I'm personally not sure of TE's methods for deciding to do counts, but am guessing they are done on all arterials and collectors).	N/A	Check if this is a state requirement and revise map so that it makes more sense.	Y
118	Planning staff	N/A		N/A	[State Statute Requirements] Issues & Opportunities: Address age distribution trends.	N/A	Include age distribution trends from page 4 of the City Snapshot document.	Y
119	Planning staff	N/A		N/A	[State Statute Requirements] Address housing age and value.	N/A	Housing age is on page 134. Add information on housing value.	Y

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120	Planning staff	N/A		N/A	[State Statute Requirements] Address transportation systems for persons with disabilities, electric personal assistive mobility devices, air transportation, trucking, water transportation. Incorporate state, regional and other applicable transportation plans.	N/A	Incorporate these items in applicable locations.	Y
121	Planning staff	N/A		N/A	[State Statute Requirements] Utilities and Community Facilities: Address power plants, power transmission lines, cemeteries, libraries, capacity of existing community facilities, timetable for expansion of existing facilities.	N/A	Incorporate these items in applicable locations.	Y
122	Planning staff	N/A		N/A	[State Statute Requirements] Economic Development: Address weaknesses with respect to attracting and retaining businesses.	N/A	Incorporate this item.	Y
123	Planning staff	N/A		N/A	[State Statute Requirements] Land Use: Address trends in the price of land; amount, intensity, net density of existing land uses.	N/A	Integrate discussion/information into LU&T introduction.	Y
124	Planning staff	N/A		N/A	[State Statute Requirements] Implementation. Include “a compilation of programs and specific actions to be completed in a stated sequence.” Plan update process.	N/A	Add text indicating that the Strategies are generally listed based on how they were prioritized by the community.	Y

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125	Urban Design Commission	Y	1. Intro	N/A	Measurements and Tracking: The plan lacks a way of measuring "success" and how we will know if we are making progress.	Agree. An annual progress update will be completed. This is briefly mentioned on page 7.	This will be addressed through the annual progress update.	N
126	Housing Strategy Committee	Y	3. GF	GPA Map	Staff should work to incorporate additional "Community Corridors" that could accommodate additional housing, such as Midvale Blvd., N Sherman Ave., and Monroe Street. Assuming the Plan Commission agrees, we'll need to work on this together to specify additional corridors prior to plan adoption.	Monroe, Midvale, and N Sherman are all predominantly residential corridors with mixed-use Activity Centers interspersed along the length of the streets in areas that are appropriate for increased development intensity. Designating the entire length of these, and other, streets as "Community Corridors" would require substantial changes in the GFLU map to accommodate additional housing. Such changes could technically be made, but would be a substantial change this late in the process.	No change recommended.	N
127	Economic Development Committee	N	3. GF	GPA Map	Many of the peripheral growth areas on the Growth Priority Areas Map coincide with prime farmland.	The City's support of infill /redevelopment in the interior of the city along with compact growth on the edge of the city slows the conversion of farmland for development.	No change recommended.	N
128	Transit & Parking Commission	N	3. GF	GPA Map	The Oscar Mayer site should be called out on the Growth Priority Areas Map (p. 16) as an Activity Center.	The site is not shown because it is planned for industrial development on the GFLU Map and the current planning process for the site has maintained an employment focus. Activity Centers are defined as mixed-use areas in the Plan. In order to maintain internal consistency between the GFLU map and the Growth Priority Areas Map, Oscar Mayer would need to include other uses on the GFLU Map in order to be shown as an Activity Center. Note that the east side of the Packers/Commercial intersection is shown as a "Transitioning" Activity Center on the Growth Priority Areas Map.	No change recommended.	N
129	Transit & Parking Commission	N	3. GF	GPA Map	Add N. Sherman Avenue as a corridor on the Growth Priority Areas Map. It is planned for BRT.	Similar to streets like Whitney Way (which is also planned for BRT) and N. Midvale Blvd., there is a significant amount of existing Low Residential (LR) development lining N. Sherman. Activity Centers have been designated where there is greater potential for redevelopment of auto-oriented commercial areas into mixed-use. The two larger strip malls along N. Sherman are included as transitioning Activity Centers. Corridors are designated where there is a substantial amount of existing or planned employment, general commercial, mixed-use, and multifamily residential development lining the street, with accompanying existing or planned high-frequency transit. N. Sherman has the planned transit, but, because it has intervening areas of LR, lacks the mix of uses along the entire street. Designating N. Sherman as a mixed-use community or regional corridor should be accompanied by a change to the GFLU map to allow for mixed-use redevelopment along the length of the corridor.	Either maintain map as-is, or change GFLU Map along N. Sherman to increase allowable development intensity and mix of uses if the street is mapped as a corridor on the Growth Priority Areas Map.	N
130	Economic Development Committee	Y	3. GF	GPA Map	Make Packers Avenue a regional corridor on the Growth Priority Areas Map.	Centers and Corridors have been designated on the Growth Priority Areas Map where there is greater potential for redevelopment of auto-oriented commercial areas into mixed-use areas. The Growth Priority Areas Map also corresponds to areas planned for Mixed-Use on the GFLU Map. Packers Avenue is primarily recommended for Industrial and Employment uses along with some Low Residential and Medium Residential areas.	Either maintain map as-is, or change GFLU Map along N. Sherman to increase allowable development intensity and mix of uses if the street is mapped as a corridor on the Growth Priority Areas Map.	N
131	Ped/Bike/Motor/Vehicle Commission	Y	3. GF	GPA Map	Change Packers Avenue to a Regional Corridor from Pennsylvania to Northport on the Growth Priority Areas Map. It has high traffic counts, the potential for a lot of redevelopment at Oscar Mayer, and could become the BRT route for the North Side.	This is a similar comment to #130. Traffic counts did not play into staff's mapping of corridors. Corridors were drawn where streets were lined with a mixture of employment, general commercial, mixed-use, and GFLU categories that allowed multifamily residential development. This was combined with high levels of existing or planned transit service. In the case of Packers, it is lined largely with industrial (the Oscar Mayer site and other sites on the west side of the street) and parkland (Demetral Field). The are some smaller areas of Low Residential, with employment that is along Packers but only accessible from Pankratz Street. A small Medium Residential area exists close to Northport. The main mixed-use area along Packers (at the intersection with Commercial Avenue) is shown as an Activity Center. Transit service exists, but is limited. The BRT study completed by the MATPB identified N. Sherman as the BRT route through the area, which, while it could be changed in the future, is the currently adopted routing shown in Madison in Motion and other City documents. The corridors and Activity Centers shown in the Growth Priority Areas map are a simplified representation of mixed-use growth areas shown on the GFLU map. Showing corridors on the Growth Priority Areas Map without allowing for the type of development that the corridors represent (via the GFLU map) creates an internal inconsistency in the Plan. If the ongoing detailed Oscar Mayer planning process results in a change to the future land use for that area, the GFLU map and Growth Priority Areas map could be amended to reflect that.	Staff recommends maintaining the Growth Priority Areas map as shown. If showing Packers Avenue as a corridor is desired, the GFLU map along that corridor should be changed to allow for a wider mix of uses in close proximity so that the future land uses accurately reflect the meaning of a corridor on the Growth Priority Areas map.	N

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132	Alder Zellers	N	3. GF	N/A	Should recognize historic districts on GFLU Map.	Historic districts are included in the Plan on pages 77-78. Historic districts are not a land use, and therefore should not be shown on the GFLU map. Additionally, showing districts on the map would make it overly difficult to interpret both the districts and the underlying land uses, given the amount of information that is already displayed on the GFLU map. There are many things that impact development that are not shown on the GFLU map, including urban design districts, historic districts, and design guidelines in neighborhood plans. It would be impossible to produce a legible map with that includes all of these considerations. While the GFLU map tends to be the most-referred to map in the Plan, the other Elements of the Plan are just as important, and should not be diluted by shifting components to the Growth Framework section and the GFLU map. Additionally, language has been included in the text that accompanies the GFLU map on page 17 that references the importance of other plans and ordinances (including the historic preservation ordinance) in the consideration of development.	No change recommended.	N
133	Alder Zellers	N	3. GF	N/A	p. 20 Using the phrase "building forms" is not clear. Better phrase?	The use of "building forms" as a phrase maintains consistency with the zoning ordinance. The residential and mixed use charts on pages 20 and 22 are adapted from the zoning code, including the "building form" header for the first column.	Retain existing language.	N
134	Alder Zellers	N	3. GF	N/A	p. 22 Push back against allowing 1-story buildings in mixed-use districts on the GFLU Map.	At the March 2018 meeting, the Plan Commission directed staff to develop an exception for convenience stores in Neighborhood Mixed Use (NMU) areas, which is included in the NMU text. Previous discussions with the Commission led to the footnotes included in the mixed-use chart on page 22.	Retain existing language.	N
135	Alder Zellers	N	3. GF	N/A	p. 22 First column, last paragraph -- Language about avoiding "gaps" in commercial street frontages. Is this really a problem?	Staff feels that it is important to maintain commercial frontages on traditional shopping streets. For example, State Street and the commercial nodes of Monroe Street should maintain ground floor commercial and avoid construction of ground-floor residential units that interrupt the commercial pattern. Inclusion of such units is harmful to the long-term health of traditional shopping streets, as pedestrian shoppers are more likely to cut their walk short if they are interrupted by residential units. Retaining storefronts is important to the long-term health of the city's (generally) local retail and restaurant scene along these traditional commercial areas.	Retain existing language.	N
136	Lehnertz	N	3. GF		See email from Linda Lehnertz. Excerpt below: The need for new development, and redevelopment, to be consistent with adopted City Plans should be clearly stated on page 17, where the impact of the GFLU map is discussed.	Staff feels the language already on page 17 is sufficient (the language refers to sub-area plans and discusses how the GFLU map should not be used on its own without reviewing other adopted City plans and ordinances).	Maintain language on page 17 as written, with additional details available in the Appendix.	N
137	Transit & Parking Commission	N	4. LU&T	1	Remove all BRT-related strategies and actions from the Plan, remove intercity terminal action from the Plan, scale back strategies and actions on expanding transit service. All of these things are too unrealistic.	The Council has endorsed moving forward with BRT planning. Smaller cities have been successful in adding intercity bus terminals. There was significant feedback related to expanding transit service.	Maintain all of these topics in the Plan.	N
138	jmackay	N	4. LU&T	1	Please have the BRT with dedicated lanes the whole way through, even if it means eliminating a lane for cars.	The Plan does not determine a design for the BRT system - while such a system would ideally operate only on dedicated lanes, such details will be developed as part of a future analysis.	Retain existing language.	N
139	ballyk	N	4. LU&T	1	Your map for planned future BRT Phases ignores most of the eastside except for the E. wash corridor. BRT along Cottage Grove Road to Atwood and then either to Willy St. or connect with E. Wash at First Street could serve much of the eastside population, especially if one or two stops had parking availability.	The extensive 2013 "Madison Transit Corridor Study" that reviewed BRT route alternatives is the basis for the map shown in the Comp Plan. Staff does not feel it would be appropriate to propose additional BRT when there is no background analysis to support new routes.	Maintain current BRT map.	N
140	Alder Zellers	N	4. LU&T	3	Add language about clearing snow from bike lanes so they can be used year round. Additionally, consider adding something regarding snow emergencies and moving vehicles on one-way streets.	Snow clearance from bike lanes was a low priority in the Imagine Madison process. The are two main reasons why snow does not get cleared from bike lanes as well as it does from car lanes. First, much of the clearance from car lanes is actually accomplished through the friction of frequent traffic on the pavement. Second, snow plowed when there is already a lot of snow on the curb tends to tumble back on to the street. Both of these could be solved, but would likely take the same type of attention and expenditure that is undertaken within the City's downtown BID, except on a citywide basis for all streets with bike lanes. Given the pressing needs expressed within the Plan, staff feels that recommending such a high level of expenditure would not be beneficial in the context of all the other actions that are included in the Plan. Staff feels that addressing the moving of vehicles during snow emergencies is a detailed policy issue compared to the more general Comprehensive Plan.	Retain existing language.	N
141	Committee on the Environment	N	4. LU&T	4	Add discussion of safety under Strategy #4, specifically with regard to Dutch Mill Park-and-Ride, which also serves as an intercity bus pick up point.	While safety at bus stations is important, this issue is too specific for the Comp Plan.	Retain existing language.	N

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142	jhirsch	N	4. LU&T	5	[Transition between Redevelopment and Existing Development, page 38] A landscape buffer is great. How will that work when the two properties are not on level ground or do not have similar elevations?	The Plan is a general document and the buffering strategies are general strategies. Precise implementation of buffering strategies should be tailored to the specific site conditions.	Retain existing language.	N
143	Sustainable Madison Committee	Y	4. LU&T	6	See attached Memo from Food Policy Council. Add text somewhere in the introductory paragraphs about the need to preserve farmland for food production. This might be a more difficult revision to achieve during the review and adoption process, and the Work Group hasn't yet finalized language for discussion by the Food Policy Council at its next meeting in June; but having support for this approach would be helpful. Additional information can be found in the memo from FPC.	*Staff would like to wait to discuss this request until after the Food Policy Council meets on June 6th and makes their final recommended changes. Staff feels this is quite detailed for the section and would need to see the suggested language.	Do not make a change at this time.	N
144	jmackay	N	4. LU&T	8	Main arterials should have physically separated bike lanes to make cycling safe and comfortable.	The Plan does not include specific design cross-sections for arterial roads. Example cross-sections are included in Madison in Motion.	Retain existing language.	N
145	Alder Zellers	N	4. LU&T	9	Clarify what we mean by "technological advancements." Add "such as…." to describe examples.	If this is in regard to Action c, an example is given (sensors to provide real-time availability and demand-responsive pricing).	Retain existing language.	N
146	Long Range Transportation Planning Committee	Y	4. LU&T	All	Integrate all Comprehensive Plan comments as recorded in the LRTPC minutes of 1/25/18.	This discussion occurred before the Plan had been drafted. Some are general thoughts, and others have been addressed. There are a handful that remain, such as including a map of where UW students live, that staff feels are not needed, given the strategies and actions of the Plan.	No edits to the Plan are needed from the LRTPC minutes of 1/25/18.	N
147	Transit & Parking Commission	N	4. LU&T	N/A	Could use more discussion of reaching out to other communities on transit issues.	There is some discussion of this under LU&T action 2a and EG Strategy 2.	Retain existing language.	N
148	Transit & Parking Commission	N	4. LU&T	N/A	We need to do a better job of syncing right-of-way planning with development planning.	While development would ideally take place in a systematic way, with road systems being constructed sequentially and with appropriate connections from the start, we are dependent upon landowner interest in developing their property. Short of the expensive and generally unpopular option of condemnation, there are few ways to ensure right-of-way is dedicated and roads constructed outside of the standard neighborhood development process. The City's Neighborhood Development Plans are a good way to ensure the long-term connectivity of developing neighborhoods, but do not solve the interim issue of connectivity as areas are built out in phases.	Retain existing language.	N
149	Transit & Parking Commission	N	4. LU&T	N/A	There are no strategies and actions that address cars in the plan. 90% of people will still get around by car in the future.	While Strategy #9 under LU&T does discuss using new technologies to make better use of our thoroughfares, as well as not expanding major roads in already-developed areas and working on accommodating connected/autonomous vehicles, there are not specific strategies and actions that address driving. A number of factors led to this outcome in the current draft. First, there was very little feedback from the public concerning automobile traffic. Second, the Plan is more forward-looking, in terms of planning for changes that need concentrated City action to implement. Third, the City has limited control over what happens to major highways that run through our jurisdiction (Verona Road, Beltline, etc.). Fourth, the GFLU map shows the planned street network for developing areas, which is an indication of continued development of the local road network. Finally, there are several general statements concerning encouraging connectivity of the road network.	If there are specific changes that are recommended to how the City handles automobile traffic that are at the appropriately broad scale of the Plan, those should be brought forward for discussion. Barring that, staff recommends retaining the existing language.	N
150	Economic Development Committee	N	4. LU&T	N/A	Parking is very expensive downtown. This is an impediment to more businesses locating downtown.	Provision of public parking is a significant public cost that should be borne by the users of parking. The Plan supports investments in transit, park-and-rides, and other modes of downtown access to ensure that downtown is accessible and friendly to all modes.	Retain existing language.	N
151	Committee on the Environment	N	4. LU&T	N/A	Add language about ensuring that major greenspace/public amenity destinations have transit access (example of the Zoo not having transit service was given).	There is transit service a few blocks away from the Zoo. With all of the other strategies and actions that recommend transit improvements, this concern should be addressed if they are implemented.	Retain existing language.	N
152	Transit & Parking Commission	N	4. LU&T	N/A	Our City policy of no local roadway expansion needs to be explicitly stated.	This is mentioned in the introduction for LU&T Strategy 9.	Retain existing language.	N
153	Urban Design Commission	Y	4. LU&T	N/A	Transit Oriented Development (TOD): TOD's generally require that buildings be built to the front property line. This can be a problematic City policy and one that the Commission frequently struggles with, especially regarding how to address back-of-house service areas when buildings are required to be built to the front property line. There should be language in the plan that tempers that. Also, individual independent vehicular transportation is not going away, whether it's automated or electric cars, people will continue to drive on their own. We have to face reality because we're faced with these decisions all the time, but it doesn't necessarily make for good urban design when it doesn't respond to reality.	Context-sensitive design that is well-integrated with its surroundings will always be a challenge. Building to the front property line will continue to be important in facilitating pedestrian activity and TODs. The details of such designs will continue to be reviewed by staff, the Urban Design Commission, and the Plan Commission on a case-by-case basis. Staff feels that the Plan language advocating for TOD in the Plan is appropriate, the general TOD principles in the appendix are reasonable, and that detailed design of service areas can continue to be reviewed and balanced with other design concerns as specific projects on specific sites are proposed and reviewed.	Retain existing language.	N

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154	Alder Zellers	N	5. N&H	3	Second paragraph is misleading, it comes across as allow infill anywhere. It should be more specific.	Respondent data is not available to provide breakdown of where infill and redevelopment is favored within city. Further, Alder Zellers' concerns should be addressed in paragraph 3, which discusses infill within existing neighborhoods and "the importance of ensuring redevelopment (and infill) can integrate well with its surroundings through context-sensitive design and scale."	Retain existing language.	N
155	Economic Development Committee	N	5. N&H	6	Energy Savings Inc (ESI) provides energy savings grants (N&H maintain housing stock)	There are a number of private programs for energy efficiency. More study is needed if we choose to list some of these programs in the text	Keep existing text with focus on City and City partner actions	N
156	Peter Herreid	N	5. N&H	N/A	See attached email from Peter Herreid. Excerpt: While the draft plan states that "...it is not the intention of this Plan that any any existing multifamily that may be in the "Low Residential" district must be transitioned to single-family or duplex development" (p. 17), these existing multifamily dwellings may not be replaced according to current zoning. In my opinion, the comprehensive plan should include a specific implementation measure for amending the zoning code to make these multifamily properties conforming. As gentrification spreads southward, I do not want to see the areas south of UW Campus and Monona Bay transition into more exclusive single family home enclaves of the upper classes. I feel that is important to retain and expand affordable housing with middle housing.	At least one sub-area plan (Greenbush) has included recommendations to de-densify the housing mix within a neighborhood. In most current cases, redevelopment of non-conforming dwellings must necessarily result in a conforming, lower density dwelling.	Determine whether a recommendation should be made to allow existing small mult-family (3/4-unit) buildings to be replaced when non-conforming.	N
157	Peter Herreid	N	5. N&H	N/A	See attached email from Peter Herreid. Excerpt: Of the innovative concepts included, I was glad to see the plan address "missing middle housing" and encourage the retention and development of small multifamily housing in existing neighborhoods. I think this is important to providing affordable housing and reducing economic (and racial) segregation in the city. It is also in line with the stated goal to "...have a full range of quality and affordable housing opportunities throughout the city." I also like that the plan encourages more owner-occupied multifamily properties, which I believe would lead to better situations for renters. I am writing to push the city to go further and allow small multifamily buildings (up to four units) by right everywhere that is currently mapped "Low Residential" on the generalized future land use map. By making such a change to the future land use map, parcels could then be rezoned to allow for small multifamily buildings at scale with the existing housing stock. This would enable the market to better respond to demand for affordable housing, without forcing individual property owners to do anything. It also does not require the city to spend a dime more on housing subsidies. - The City of Minneapolis is currently considering such a bold move in its draft comprehensive plan.	The intent of the "missing middle" is to build lower-cost small multi-family buildings that are compatible in scale with single-family homes. However, by enabling small multifamily buildings (up to 4 units) everywhere in the LR areas may result in significant neighborhood pushback and political difficulty. Currently, the LR category permits 1-2 story single- and two-unit homes up to 15 du/acre. Along arterial streets, where certain building types already exist, or in sub-area plans, rowhouses and small multi-family buildings can be included at heights up to three stories and densities up to 30 du/acre. Most of the LR areas are currently zoned SR-C1/2/3 or TR-C1/2/3, all of which only permit single-family or (in SR-C3) two-family homes. A significant change to the zoning code or zoning map would be required to allow 2/3/4-units throughout the LR areas on the GFLU. The LMR land use category accomplishes most of Mr. Herreid's suggestions	Leave as is.	N
158	Alder Zellers	N	6. E&O	3	Action 3a - strengthen this by including data on MN economy.	The Plan discusses community feedback regarding the need for living wage jobs and includes three related Actions. Staff would like to avoid comparing Wisconsin's economy to Minnesota's economy since many variables impact economic performance.	Retain existing language.	N
159	Alder Zellers	N	6. E&O	5	Action 5a is not specific enough - should do a better job of assessing and prioritizing where to fund neighborhood centers.	The text references an upcoming review of City funding (both operating and capital) for neighborhood centers. The review will include more thorough analyses than could be accomplished through the Comprehensive Plan process.	Retain existing language.	N
160	Alder Zellers	N	7. C&C	3	Agree with need to add and upgrade parks to create more community spaces.	Agree. No change is requested.	Retain existing language.	N
161	Community Development Authority	N	7. C&C	5	Make language about views from lakes general, so it includes Lake Wingra in addition to Lake Monona and Lake Mendota.	It appears the Plan text is general. It is not specific to Lake Monona and Lake Mendota.	Retain existing language.	N
162	Alder Zellers	N	7. C&C	7	Include something about architecture as a public art. Generally the built environment needs to be better incorporated in the Plan.	Staff feels this topic is covered in C&C Strategy 1.	Retain existing language.	N

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163	Urban Design Commission	Y	7. C&C	N/A	Established Neighborhoods and Multi-Family Housing: The character of established neighborhoods is sometimes being destroyed by new large multi-family projects. The plan recommends more "by right" "missing middle" multi-family housing, which means you're taking away commission review. That's where you get a lot of tension between what's existing neighborhood character and pushing the new development. A new building's large footprint is a major concern because when we attach one parcel to nine others it becomes a different animal. The illustration on page 38 should be replaced because it looks like a big institutional building next to a lower density residential neighborhood, and hopefully we never see this in Madison. The discussion is fine, but the narrative should also address the footprint. The Downtown Plan has a goal to remove the 60s era large footprint developments that we've decided in the plan are not appropriate because the remainder of the context has not changed much. We have to say that again. Strategy 1c in the Culture & Character section talks about design relationships and context sensitive design in established neighborhoods in close proximity to buildings of historic or architectural value. The following should be added to that: "buildings of historic or architectural value, or an established development pattern."	The intent of the "missing middle" is to build lower-cost small multi-family buildings that are compatible in scale with single-family homes. The suggestion for more by-right development is for a scale of development within the character of existing neighborhoods so that the City and City boards, committees, and commissions need not review every residential development less than 9 units. The suggested action text is already acknowledged in the action discussion for C&C 1c.	Retain existing language.	N
164	Sustainable Madison Committee	Y	8. G&R	1	Add an Action stating, Keep residential water affordable and change the Project Home action to expand who City and residents could work with to help with residential water upgrades.	The Strategy focuses more on the physical and environmental aspects of keeping our water clean and safe.	Retain existing language.	N
165	Alder Zellers	N	8. G&R	1	Action 1b should be stronger.	Staff feels Action 1b is reasonable. The descriptive paragraph discusses what is already being done about the road salt issue and recommends training materials should be multi-lingual to improve accessibility in addition to working with many partners to address road and parking lot salt application.	Retain existing language.	N
166	Sustainable Madison Committee	Y	8. G&R	3	Add the word "dramatically" at the beginning of the Strategy so it reads: "Dramatically increase the use and accessibility of energy efficiency upgrades and renewable energy."	Adding this adverb would be inconsistent with the remainder of the Plan.	Retain existing language.	N
167	Alder Zellers	N	8. G&R	3	Actions 3c and 3d need to be stronger, more specific about geothermal and charging stations. Can we explore requiring that buildings with __ # of units must include ___ # of electric vehicle charging stations?	The first part of this suggestion aligns with feedback from Sustainable Madison Committee.	See response to feedback from Sustainable Madison Committee (#s 76-78, 166).	N
168	Petert	N	8. G&R	3	Madison can also identify and implement zoning and building codes that can help residents increase energy efficiency and renewable energy. For example, both utilities that serve Madison have sought to increase fixed fees for electricity and reduce variable fees. This actually hurts energy efficiency and renewable energy efforts and discourages development of new or renovated multi unit housing from metering and measuring electrical consumption. For example, a two unit near me currently has three electrical, one for each unit and one for the common areas. The fixed fee for these three meters is about $60 per month despite low actual use. The landlord is planning to consolidate to one meter and making electrical included with rent, but that will reduce the ability to measure electrical consumption by different portions of the building and reduce any financial incentive for the tenants to conserve. Furthermore, high fixed fees for electrical service result in high density, low consumption residents in apartments and condos subsidizing low density, high consumption detached residential housing. Building and zoning codes can recognize these disincentives by helping residents and developers identify opportunities to incorporate renewable energy resources such as solar panels on properties with multiple units but one meter, on accessory dwelling units, or allowing adjacent properties to share a single electrical service.	There is a state law concerning separate meters in multi-family units, which does lower the opportunity of renewable energy. Some multi-family building owners will put solar on the roof for the "common areas" but there could be interest to do more as the price of solar goes down. This should be driven by a coalition at the state level.	Retain existing language.	N
169	Economic Development Committee	N	8. G&R	4	The City's parks would benefit from adult fitness areas and running tracks.	This is addressed in G&R Strategy 4. The paragraph for Action 4a describes working with residents to identify park preferences specific to different cultures, ages, and abilities.	Retain existing language.	N
170	Alder Zellers	N	8. G&R	4	Add an Action about dog parks. Receives a lot of feedback from residents about the need for dog parks.	In general, there was a moderate amount of feedback from the community (mostly via the website) about adding dog parks and allowing dogs on leash in more parks. An earlier draft of the Plan included the Action: "Develop new off-leash dog parks and continue the pilot program to expand dogs in parks." Some internal feedback questioned both whether the Action was too specific for the Comp Plan and whether the Action was equitable. Additionally, feedback from Parks Division staff was that it was too specific for the Comp Plan. Because of these issues, the Action was removed.	Retain existing language.	N
171	Urban Design Commission	Y	8. G&R	6	Vegetation and Tree Canopy: Canopy trees and vegetation are part of the city's infrastructure and must be considered at the beginning of a project. Setbacks need to be provided to allow for trees. It's a general statement that should be in the plan, but isn't. This is a health/social equity issue too. Tree canopy should be measured, and because we are covering so much ground with buildings, some of that will have to be replaced on private property so that it is maintained and we don't lose any more.	This is generally covered under Strategy 6 (Develop a healthy and diverse urban tree canopy). Action b talks about the competition for space in the terrace during the development process and the need to work across agencies to make our canopy more abundant.	Retain existing language.	N

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172	Alder Zellers	N	8. G&R	6	Mention that streets with trees tend to be safer.	The Plan already references many of the primary benefits from trees.	Retain existing language.	N
173	Alder Zellers	N	8. G&R	6	Include something about Silva cells [which support street trees in heavily paved areas].	Staff feels this is too detailed for the Plan.	Retain existing language.	n
174	Alder Zellers	N	8. G&R	6	Action 6c - should mention that spacing of trees on terraces and proximity of trees to intersections.	Staff feels this is adequately covered.	Retain existing language.	N
175	Board of Park Commissioners	Y	8. G&R	7	For G&R Strategy 7, access to lakes should ensure access to the lakes for lower income residents.	All residents can use public lakeshore land. Many of our beaches are on the isthmus and are highly accessible by transit.	No change needed.	N
176	Sustainable Madison Committee	Y	8. G&R	8	Under Food Scrap Recycling, remove "must secure a permanent processing site." Replace with something that says City must be a leader in reductions of organic waste reduction and improved recycling.	SMC seemed to want to emphasize using food scraps for energy, rather than composting alone. As far as City services go, it is important to find somewhere to go with the organic material in order to have a composting program at all. The suggested change does not specifically address that need.	Retain existing language.	N
177	danhoan	N	8. G&R	8	I love an idea of a compost drop off site. We have so many community gardens, could the city not partner with one of those? I live in an apartment would love to do composting, but have nowhere to put the waste. Or is there a place where I can do this that I have not been able to find with my (limited) googling?	Yard waste can be dropped-off at existing sites for composting. Action 8a recommends adding another site. Action 8b recommends the acquisition of a permanent processing site for food scrap composting or digestion.	Retain existing language.	N
178	Sustainable Madison Committee	Y	8. G&R	9	Include new Action language and descriptive paragraph provided by the Food Policy Council: <u>Action: Establish guidelines for agricultural best practices.</u> "We must also work to reduce the amount of fertilizers, pesticides and herbicides used, as they have negative environmental and health impacts. Fertilizers contain high levels of phosphorus that negatively affect the lakes and waterways; compost is one natural alternative to provide the soil with needed nutrients. Guidelines should be established for community gardens and other forms of urban agriculture to promote best practices that support both the natural environment and public health." Additional information can be found in the memo from FPC.	*Staff would like to wait to discuss this request until after the Food Policy Council meets on June 6th and makes their final recommended changes. Feedback from other City staff about an action which establishes guidelines for agricultural best practices was that the impact would be quite minor. With the recent establishment of a task force to review the City's Integrated Pest Management policy, this presents an opportunity for more detailed analysis and can inform the guidelines for best practices.	See recommendation for #180.	N
179	Board of Public Works	N	8. G&R	9	Concern about the City turning over public parkland for the sole use of individuals for community garden plots.	Overall feedback about activities in parks was that generally we should increase the amount of programmed spaces and add more activities in our parks.	Retain existing language.	N
180	Food Policy Council	Y	8. G&R	9	Strategy 9: "Support safe and sustainable farming and gardening practices to protect the ecosystem and public health" (page 97). There was a third action in the April draft that the Sustainable Madison Committee voted to restore: <u>Guidelines for *Sustainable* Agricultural Best Practices</u> We must also work to reduce the amount of *harmful* fertilizers, pesticides and herbicides used, as they have negative environmental and health impacts. *Some* fertilizers contain high levels of phosphorus that negatively affect the lakes and waterways; compost is one natural alternative to provide the soil with needed nutrients. Guidelines should be established for community gardens and other forms of urban agriculture to promote best practices that support both the natural environment and public health.	Feedback from City staff about an action which establishes guidelines for agricultural best practices for community gardens and urban agriculture was that the impact would be quite minor. Staff from other departments requested the Action be removed from the April Draft of the Plan. Potentially, the recent establishment of a task force to review the City's Integrated Pest Management policy, presents an opportunity for more detailed analysis and could inform the guidelines for best practices.	Discuss inclusion of this Action with the Plan Commission.	N
181	Board of Health	Y	8. G&R	9	Add an action on "Guidelines for Sustainable Agricultural Practices," to read: "We must also work to reduce the amount of fertilizers, pesticides, and herbicides used, as they have negative environmental and health impacts. Fertilizers contain high levels of phosphorus that negatively affect the lakes and waterways; compost is one natural alternative to provide the soil with needed nutrients. Guidelines should be established for community gardens and other forms of urban agricultural to promote best practices that support both the natural environment and public health." Related to the above, a definition is recommended for the appendix for Sustainable Agriculture: "Sustainable agricultural systems respond to site-specific conditions by integrating cultural, organic, and mechanical practices that foster cycling of resources, promote ecological balance, and conserve biodiversity."	See #180 above. Feedback from City staff about an action which establishes guidelines for agricultural best practices for community gardens and urban agriculture was that the impact would be quite minor. Staff from other departments requested the Action be removed from the April Draft of the Plan. Potentially, the recent establishment of a task force to review the City's Integrated Pest Management policy, presents an opportunity for more detailed analysis and could inform the guidelines for best practices.	See #180 above. Discuss inclusion of this Action with the Plan Commission.	N

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182	Community Development Block Grant Committee	Y	8. G&R	9	Add an action on "Guidelines for Sustainable Agricultural Practices," to read: "We must also work to reduce the amount of fertilizers, pesticides, and herbicides used, as they have negative environmental and health impacts. Fertilizers contain high levels of phosphorus that negatively affect the lakes and waterways; compost is one natural alternative to provide the soil with needed nutrients. Guidelines should be established for community gardens and other forms of urban agricultural to promote best practices that support both the natural environment and public health." Related to the above, a definition is recommended for the appendix for Sustainable Agriculture: "Sustainable agricultural systems respond to site-specific conditions by integrating cultural, organic, and mechanical practices that foster cycling of resources, promote ecological balance, and conserve biodiversity."	See #180 above. Feedback from City staff about an action which establishes guidelines for agricultural best practices for community gardens and urban agriculture was that the impact would be quite minor. Staff from other departments requested the Action be removed from the April Draft of the Plan. Potentially, the recent establishment of a task force to review the City's Integrated Pest Management policy, presents an opportunity for more detailed analysis and could inform the guidelines for best practices.	See #180 above. Discuss inclusion of this Action with the Plan Commission.	N
183	Urban Design Commission	Y	8. G&R	N/A	Natural Environment: The second sentence of the introduction to the Green & Resilient section says that the visual character of the city is established predominantly by the built environment. That's not so true of Madison. Maybe there should be a statement in this section about the benefits of the natural environment for people and our health and well-being.	Health benefits of the natural environment are mentioned in 3 different places in the Draft Plan. Staff feels that the visual character is largely established by the built environment; this is a subjective judgement, but the city's skyline and views of the Capitol contribute significantly to its visual character.	Retain existing language.	N
184	Marquette Neighborhood Association	N	8. G&R	N/A	See attached email from Marquette Neighborhood Association. Excerpt below: *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."* *Finally, we support the fine work that has been accomplished by the City of Madison, the Sustainability Plan and the Pollinator 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.*	No changes have been suggested.	Retain existing language.	N
185	Transit & Parking Commission	N	9. EG	N/A	Need more references to working with CARPC and MPO (Transportation Planning Board).	There is discussion of working with CARPC and the MPO in Action 1a.	Retain existing language.	N
186	Urban Design Commission	Y	9. EG	N/A	Regional Interactions: Employment and transportation are more regional functionalities and the plan really doesn't speak about how we could be impacted by another Epic located someplace else.	The Plan is a City of Madison document. While we can commit to working with other governmental units and maintaining good intergovernmental relations, we cannot undertake planning for other entities. The Plan is written to be adaptable to changing conditions, but cannot anticipate every eventuality. The impacts of "another Epic" located "someplace else" would be dependent on where the someplace else is. If another major employer locates in an area community and we think it will have a major impact on the City that the Plan does not adequately address, it may be necessary to update the Plan.	Retain existing language.	N
187	Long Range Transportation Planning Committee	N	10. Matrix	All	Consider reviewing the lead agency list in the strategy/action chart in the appendix to replace TE and Metro with "Department of Transportation," given the new Transportation Director hire.	Staff feels this may lead to less accountability. Generally specific divisions are listed in the chart - for example, instead of listing PCED as the Lead Agency for many actions, individual divisions (Planning, Economic Development, Community Development) are listed.	Retain current listings.	N
188	karirandrje	N	11. LU Supplement	N/A	[p. 126] How is it possible that the city planning staff feels that there will be NO industrial land use demand within the city limits over the next 20+ years? Does the city expect all of this activity to occur in the suburbs, and/or is it actively discouraging the growth of industrial activity in the city? I don't understand.	As noted in the Plan, national trends in the decline of manufacturing jobs have not spared Madison. Between 2001 and 2016, Dane County jobs in manufacturing declined from 30,033 to 25,177. There is weak growth in associated industries (mining, utilities, construction, and transportation and warehousing), but it is not enough to counteract the decline in manufacturing jobs. Regardless, the proposed GFLU Map includes 196 more acres of Industrial-designated land than the current adopted GFLU.	Retain existing language.	N
189	karirandrje	N	11. LU Supplement	N/A	[p. 127] Again, where do the assumptions come from that industrial employment is actually going to decline? In a growing metropolitan area like Madison, I find this hard to believe. It may grow less than other sectors, but I still expect some growth.	See analysis for #165 above.	Retain existing language.	N

Request Number	Requested By	Formal Action Y/N	Chapter	Strategy	Requested Change	Staff Analysis	Staff Recommendation	Change recommended by PC? Y/N
190	Urban Design Commission	Y	14. General	N/A	Tradeoffs: The plan focuses on the “goods,” and doesn’t talk about conflicts, tradeoffs, or decision points where you have to choose, and that’s really what the commission deals with all the time in deciding on the interplay amongst a variety of design issues. Everybody wants all of these things when you’re making a concrete decision, but the consequences need to be weighed as well.	The Plan focuses on the "goods" because it is a representation of what the City should be pursuing in the future, which, in the judgement of all of the participants in Imagine Madison, are things that will, on balance, be improvements to the City. The nature of the Plan is a general document for the whole City, and the nature of Urban Design Commission tends to be a focus on detailed design elements of specific projects. The City will continue to rely upon its various boards, committees, and commissions to undertake the detailed work that follows a general plan, including balancing tradeoffs when it comes to implementing actions. For example, it has been broadly agreed that BRT is a good option to improve our transit service. We do not yet know the specific design or all the tradeoffs that such a detailed design may require for implementation, but still need to acknowledge that is planned for our future. It will be up to the City's transit-related committees, the Plan Commission, and the City Council to weigh tradeoffs as more design details of BRT are developed as part of further study.	Unless there are specific tradeoffs or conflicts that are recommended for inclusion in the Plan discussion, retain existing language.	N
191	Economic Development Committee	N	14. General	N/A	Highlight that a portion of the Town of Madison is coming into the City.	This is included in the Boundary Agreements map on page 104.	No change recommended.	N

(update to page 15)

Growth Priority Areas

The Growth Priority Areas Map on the following page shows Activity Centers and corridors ~~planned~~ prioritized for mixed-use infill development and redevelopment. It also~~, as well shows as~~ prioritized peripheral growth areas and ~~new~~ Activity Centers that are planned to become the cores of new neighborhoods (see Strategy 5 in the~~this~~ Land Use and Transportation Element for a definition of "Activity Center").

Activity Centers

Activity Centers are broken down into Regional, Community, and Neighborhood Activity Centers, based on the centers' general size, position within the metro area, and current or prospective ability to draw from the surrounding area or region. Regional Activity Centers tend to be larger in size, along major streets and transit routes, and have the capacity to serve as a relatively intense mixed-use center for both the surrounding area and the city as a whole. Community Activity Centers still tend to have access to transit and major streets, but are expected to develop at a lower intensity than regional centers and serve a smaller area. Neighborhood centers tend to draw primarily from ~~the~~ surrounding neighborhoods, generally have less transit access, and are sometimes located along less busy streets or sections of streets.

Activity Centers are also broken into categories based on whether they are already established as a mixed-use center, have existing commercial or employment development that should transition to a mix of uses, or are currently undeveloped but planned for a future Activity Center. Established Activity Centers have tended to attract the majority of redevelopment since the last Comprehensive Plan in 2006, as they have the walkability, transit service, destinations, and other amenities already in place that residents demand. Established Activity Centers will continue to see redevelopment, but unlocking the potential of Activity Centers that are identified for a transition to mixed-use development will be a major key in addressing the strong preference for redevelopment expressed throughout the public interactions that took place as part of the Imagine Madison process (see Strategy 6 in the Land Use and Transportation Element for further discussion). A significant amount of public feedback expressed a desire to initiate or increase redevelopment in existing single-use commercial areas to convert them to more mixed-use areas. ~~-~~That feedback informed the high number of areas that have been identified as Transitioning Activity Centers on the Growth Priority Areas~~-~~ map.

The City should continue to encourage ~~appropriate~~ context-sensitive redevelopment within Activity Centers and mixed-use corridors through implementation of ~~s~~Strategies and ~~a~~Actions within this Plan, but will also need to undertake detailed planning to set the stage for some ~~identified~~ current commercial and employment areas to transition to vibrant mixed-use Activity Centers. Some Transitioning and Future Centers may take 20 or more years to become Established Centers. While creating more Established Activity Centers is a major focus of this Plan, there is no specific timetable for building out the various Transitioning and Future Activity Centers. Implementation of some Future Activity Centers will depend upon annexation of land into the city under existing boundary agreements.

Corridors

The Growth Priority Areas Map also shows corridors that have potential for a mix of uses along their length. These corridors are broken down into two categories. Community Corridors tend to be smaller arterial streets that serve the surrounding neighborhood and City. Regional Corridors are larger arterials that serve both the city and the region. The main considerations for designating a Community or Regional Corridor were generally:

- Good existing or planned transit service; and
- A mix of land uses along the length of the corridor, as shown in the Generalized Future Land Use Map.

Some major streets in the city, like Whitney Way and North Sherman Avenue, have planned BRT, but are primarily lined with Low Residential land uses, and are therefore not designated as corridors. Other major streets, such as John Nolen Drive and Packers Avenue, have some transit, but lack a diversity of existing or planned future land uses along the corridors. All corridors, with the exception of Williamson Street and portions of the Monroe/Regent corridor, are (or will be) transitioning from their current auto-oriented development to more transit-, walk-, and bike-friendly styles of development.

Peripheral Growth Areas

New peripheral growth ~~will still be allowed, but~~ should occur within priority areas, as shown on

the map on the following page. The City has an opportunity to capture the high regional demand for walkable living as part of newly developed Traditional Neighborhood Developments (TNDs) on the periphery. The smaller lots, gridded streets, and Activity Centers that are a part of TNDs not only aid in creating a strong sense of place, but also create high-value development and allow for more residents to be served with less infrastructure. When combined with continuing redevelopment, which tends to generate even more property value and occurs in areas where infrastructure and services are already present, the City's growth priorities will help contribute towards long-term financial stability.

(update to page 124)

Consistency Between Sub-Area Plans and the Comprehensive Plan

The ~~mapped land use recommendations~~Generalized Future Land Use (GFLU) Map in this Plan ~~are~~ is ~~intended to be~~generally consistent with ~~the~~ land use recommendations in City-adopted ~~neighborhood, neighborhood development, and special~~ sub-area plans, considering the differences in scale and specificity between the types of plans. Considerable flexibility is provided within the land use categories mapped in this Plan. Future ~~S~~sub-area plans, unless they specifically recommend edits to this Plan, ~~will~~ should work within Comprehensive Plan land use categories to establish more ~~-~~detailed and precise land use and design recommendations~~. than are mapped more precisely. Thus, f~~

~~or example, given t~~The generalized nature of the GFLU Map means that boundaries between land uses are not meant to be exact. Similarly, ~~he scale of this Plan~~ because future land use is not mapped on a parcel-by-parcel basis, some small inconsistencies between existing development and planned future land uses may be present, such as a small apartment building in the midst of ~~an LR~~a Low Residential area. It is not the intent of this Plan that such areas must always be brought into compliance with the ~~Generalized Future Land Use (~~GFLU~~)~~ Map. Please see additional discussion about the ~~Generalized Future Land Use~~GFLU Map and land use categories starting on page 17 of the Growth Framework chapter.~~, a few small apartment buildings scattered within a Low-Density Residential District are not necessarily inconsistent with the recommended land use, nor would recommending a few locations for this use in a neighborhood plan necessarily require that the Comprehensive Plan recommendation for those locations be amended to maintain consistency between the plans. On the other hand, if a neighborhood plan recommends a four-block area for apartment development within a larger area recommended primarily for single-family and duplex development, then the area recommended for apartments should also be identified as a separate land use category (Medium Residential, for example) in the Comprehensive Plan.~~

Thi~~s e Comprehensive~~ Plan and sub-area plans may ~~also~~ have small differences in the mapped boundaries between areas recommended for different land uses without necessarily making the plans inconsistent~~,~~ or requiring an amendment to either plan. These differences are inherent in plans that differ significantly in scale, particularly when thi~~s e Comprehensive~~ Plan~~'s land use~~ GFLU categories have considerable scope. ~~For example, if a neighborhood plan recommends a block at the edge of a large designated Community Mixed-Use District primarily for residential uses, there is not necessarily an inconsistency with the Comprehensive Plan because residential developments are among the uses included in the Community Mixed-use District definition. But if the neighborhood plan recommended several blocks of mixed-use development within an area designated as Medium Density Residential, this would be considered inconsistent since the neighborhood plan proposes a significant amount of non-residential use where the Comprehensive Plan recommends primarily residential uses.~~

~~Determining whether or not the recommendations in a neighborhood or special area plan are consistent with the Comprehensive Plan is to some extent a judgment call, and the range of uses and densities that would be considered consistent with the Comprehensive Plan will be greater within some land use categories compared to others. For example, the range of recommended uses that could be considered generally consistent with the Comprehensive Plan is much larger within the Community Mixed-Use category than within a Low Residential category.~~

In cases where sub-area plan land uses are determined by the Plan Commission or Common Council to be inconsistent with thi~~s e Comprehensive~~ Plan, either the sub-area plan ~~must~~ should be revised to be consistent, or an amendment ~~of the~~to this ~~Comprehensive~~ Plan ~~must~~ should be adopted to change the land use designation for the area of potential conflict. Because amending this Plan is a substantial undertaking, the City may not immediately amend this Plan to reflect sub-area plans that have been newly adopted (or amended) as a supplement to this Plan. Instead, it may aggregate GFLU amendments and other sub-area plan edits into a single, larger update. The City will still review proposals with respect to their compliance with sub-area plans that have been adopted as a supplement to this Plan even if such an update to this Plan has not yet been adopted.

Commented [BZ1]: Add definition of Sub-Area Plan to glossary. *"Sub-Area Plan: A plan adopted by the City Council that addresses either some or all of the elements within this Comprehensive Plan with more specificity and at a higher level of detail than the more general coverage provided by this Plan. "Sub-area plan" includes Neighborhood Plans, which deal with areas that are already developed; Neighborhood Development Plans, which deal with developing areas on the periphery of the city; Special Area Plans, which deal with unique circumstances, such as large infill sites/areas; and Corridor Plans, which deal with major roadways and the properties surrounding them."*