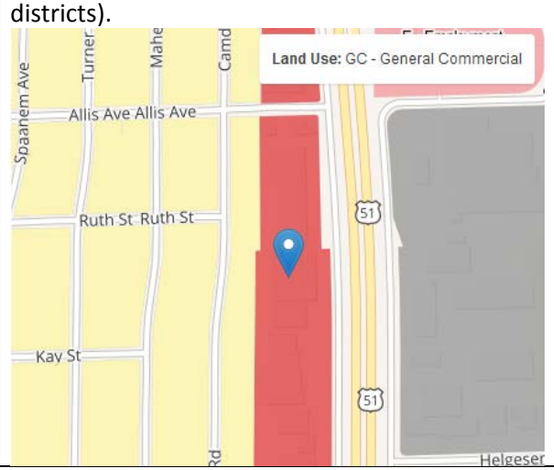
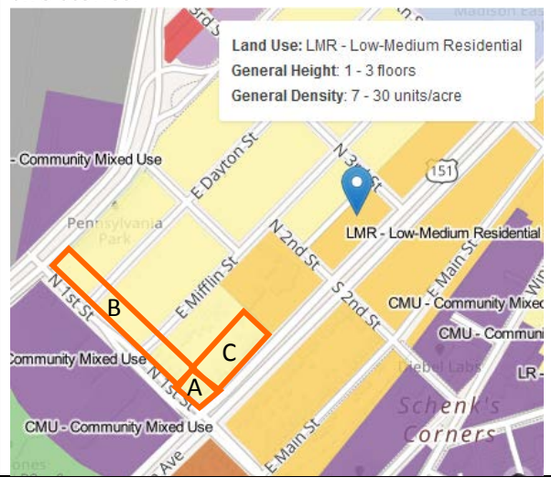
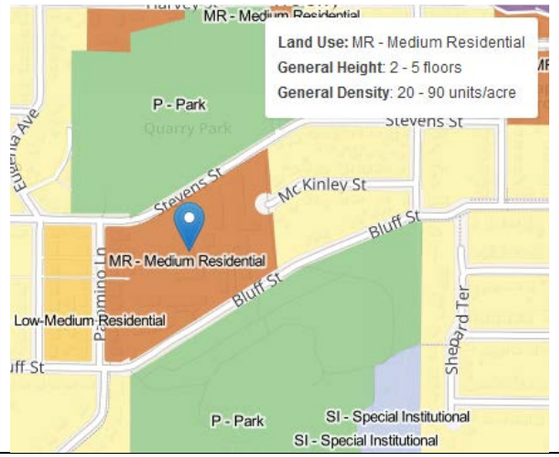
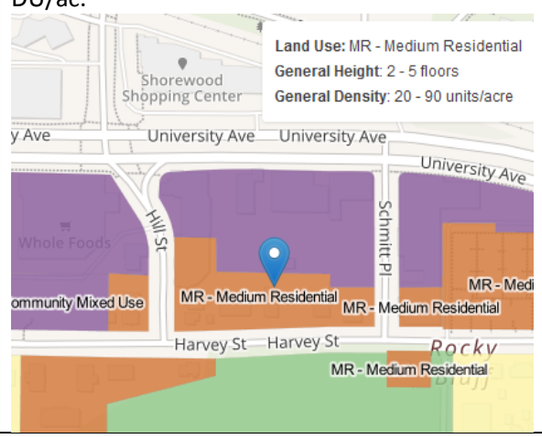
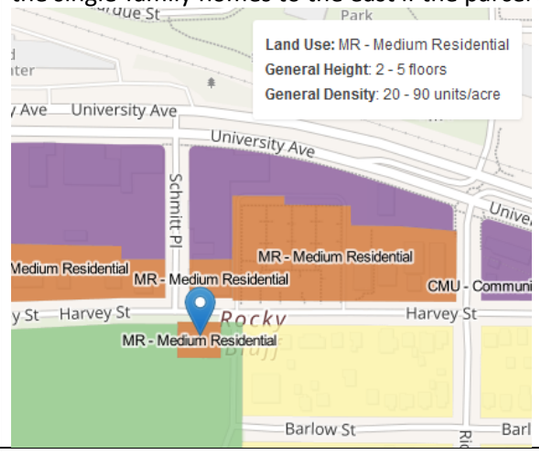
Generalized Future Land Use Map Comments Summary 6/20/18

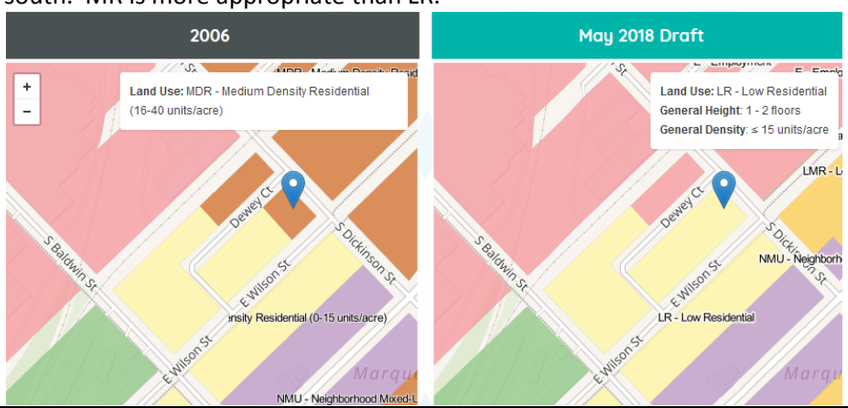
Summary of comments discussed at 6/7 and 6/11 PC meetings. Areas for additional discussion are highlighted in **orange**. Areas where GFLU has been changed based on PC direction are highlighted in **grey**.
#1-29: Comments from members of the general public (see Legistar #51391, attachments #11 and #16)
#30-#39: Comments from Alders (see Legistar #51391, attachment #9)
#40-#52: Comments from Schenk-Atwood-Starkweather-Yahara Neighborhood Association (see Legistar #51391, attachment #10; map at end of this file shows specific comment locations)
#53: Comment from B. Cantrell to re-visit discussion of the Merry Street area.

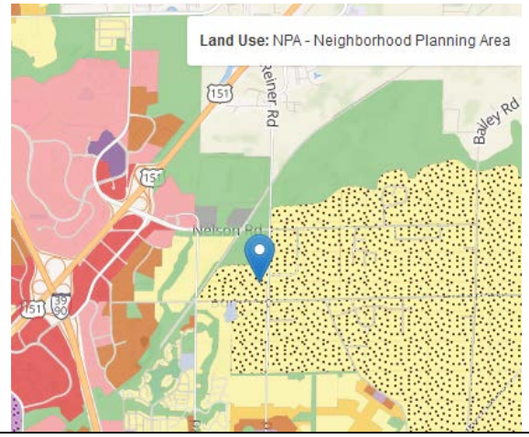
#	Source	Comment (summarized from longer messages)	Discussion	Recommendation	PC Changed?
1	3/12 Beebe Email	(Comment concerns an issue the PC already discussed at the March 12th meeting – it was received too late to distribute to the PC)	--	--	N
2	5/30 Villacrez Letter	Change Map Note #19 to "An Interstate interchange in this general location would help implement higher density employment and mixed use land uses planned for this area."	Staff recommends replacing the word "density" with "intensity," as the Plan focuses less on density than the 2006 Plan.	Make edit, substituting "density" with "intensity."	Y (edit note)
3	5/31 Stouder Email	Add map note concerning Alliant Energy Center FLU.	This issue was discussed at the 6/7/18 PC meeting.	Add a map note to Alliant per 6/7/18 PC meeting discussion.	Y (add note)
4	5/31 Black Email	Change 2002 S. Stoughton Rd. from GC to E to allow adaptive reuse of a warehouse for commercial workspace lofts, first floor leasable retail storefront space, and secure indoor self-storage units (which is only allowed under the employment designation in the IL, IG, SE, and TE zoning districts). 	This property is shown as General Commercial on the existing 2006 Comp Plan and the Stoughton Road Revitalization Project Plan. Staff believes the GFLU designation is not the appropriate channel for addressing this land use request. This portion of the Stoughton Road Corridor is best suited for GC. The associated proposal is for a land use that would be better addressed through a zoning text amendment.	Maintain GC	N
5	4/19 Owen Message	Too-tall buildings are allowed in the SASY neighborhood.	Much of the SASY neighborhood remains the same FLU as the 2006 map. A specific location is not mentioned – it is unclear which part of the neighborhood the person is discussing.	SASY FLU was discussed at the 6/7/18 PC meeting and will be edited per PC direction.	N

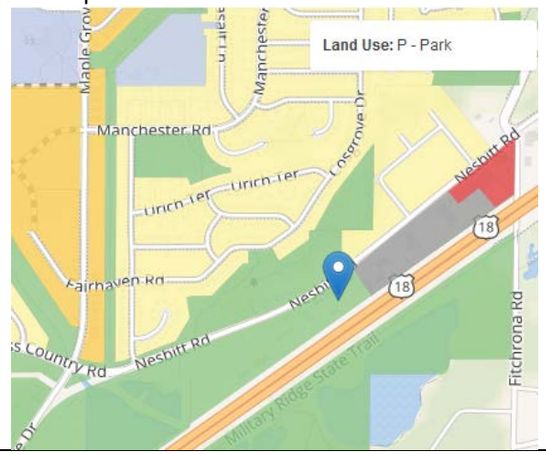
6	4/19 Becker Message	Density – 6 story buildings - proposed for the “Atwood area” is completely out of character.	No specific area is mentioned. See SASY FLU analysis.	See #5 above.	N
7	6/4 Barrett Email	SASY’s GFLU comments do not go far enough in opposing “the wholesale destruction of our classic old neighborhoods.”	--	See #5 above.	N
8	5/29 Krauskopf Message	Why was the Carey Ct. area changed from LR to LMR?	LMR is based on the current unit mix for the area (mix of single-family, duplex, and 3+ DUs). The message does not make a request to change the GFLU designation. See the discussion below for a location map and further analysis.	Maintain LMR.	N
9	5/29 sjkrausk Message (#1)	Restrict buildings on the 2000 block of East Washington (on the N side) to two stories. 	Staff interprets this as a request to change the area from LMR to LR. This area, along with the Options in Community Living apartments to the southwest and the E. Washington Ave. frontage to the northeast, were LDR in 2006. Staff reclassified the area with the addition of LMR as a category with this Plan update. The block bounded by Carey Ct., 2nd St., E. Washington Ave., and 3rd St., is made up of small-lot single family (generally 2,900-3,700 square foot lots), with three duplexes and one three-unit. This development is less intense than other LMR-designated areas to the southwest, southeast, and northeast, but the block is different than the exclusively single-family block to the northwest. Discussion of this area at the 6/11 PC meeting led to the Commission instructing staff to review the area to determine whether any changes to the map would be appropriate, given the location of the planned public market and the prominence of the First St. / E. Washington Ave. intersection.	Maintain LMR for the originally commented upon area (marked with a pin). Change area A at left to CMU (the area is already zoned for mixed-use development); change areas B and C at left to LMR.	Y?

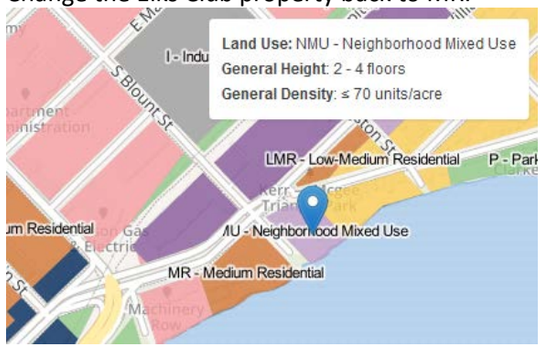
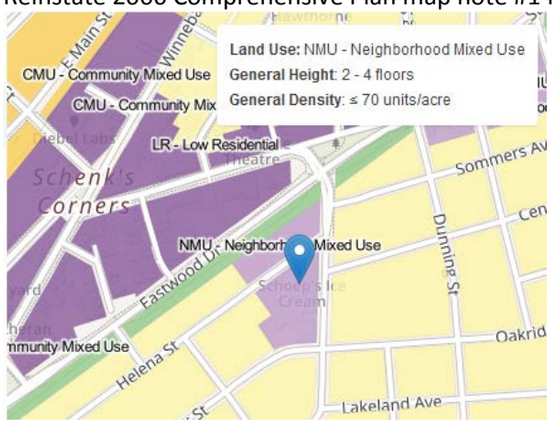
10	5/25 Dwyer & Lathrop Email	Change Les Chateaux Apartments from MR to LMR to better match the Hoyt Park Neighborhood Plan designation of 16-25 DU/acre and 2-3 stories. 	The Comprehensive Plan focuses on building form over density, and the building form and site layout of Les Chateaux Apartments, which has 128 units in 7 buildings on 8.5 acres, is more appropriate to the MR category. An LMR designation for this area, which is not along an arterial road, would be an indication that the type of building that currently exists is not appropriate for the area. This request is similar to the Marquette Neighborhood Association request to change the Fauerbach Condominiums from MR to LMR – while the parcel may meet the density range for LMR, the building form is not appropriate for LMR. MR is the best category for both existing and potential future redevelopment, which would still need to operate under the Neighborhood Plan.	Maintain MR designation.	N
11	5/25 Dwyer & Lathrop Email	Change parcels along Harvey St. between Schmidt Pl. and Hill St. from MR to LMR to better match the Hoyt Plan designation of 2-3 floors and 16-25 DU/ac. 	The area described at left is **not** specified for 16-25 DU/ac in the Hoyt Plan. In fact, the plan states that the area has "opportunity for higher density uses through lot assembly and redevelopment." The area in question (area G on page 36 of the Hoyt plan) is specified to transition from taller buildings along University Avenue to a 2-3 story maximum along Harvey Street. 2-3 stories is within the MR range. The Comp Plan residential categories not only address height, but also building form. Staff feels that the building forms within the MR category are more appropriate for this area than the LMR category. The recommendations in the Neighborhood Plan as far as a 3 story height limit will remain.	Maintain current MR designation.	N

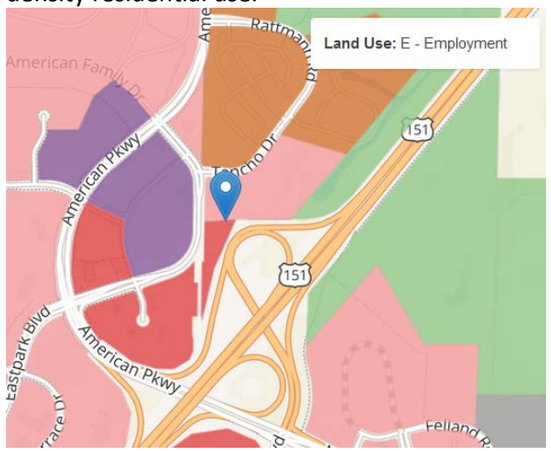
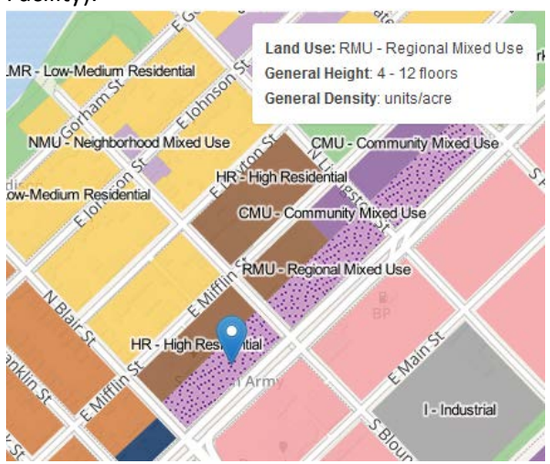
12	5/25 Dwyer & Lathrop Email	Change the parcel on Harvey Street at the northeast corner of Quarry Park from MR to something with a lower intensity that would be less jarring to the single-family homes to the east if the parcel is redeveloped. 	This parcel was shown as Parks & Open Space in the 2006 Plan. With the surrounding MR uses, staff felt MR was appropriate for this parcel, given the generalized nature of the FLU map (and with MR across the street) and the current use of the parcel. However, per further review of the Hoyt Park Area Neighborhood Plan, this parcel appears to be recommended for acquisition an inclusion into Quarry Park (this was unclear initially, as the Hoyt maps do not include it in any of the detailed design discussions and the plan refers to the parcel as a home when it is an apartment building).	Revert designation to Parks & Open Space.	Y (chg. to P)
13	4/20 Scheer Message	"Having owned a home for 30 years on the eastside near Olbrick park I have seen the many changes in density in my hood. I am concerned that too much green is removed for too tall of buildings. It is changing our neighborhood to higher traffic, less walking, and increased noise. These issues should be addressed as we do these projects. Set backs for more trees, no more than three stories high, and comfortable bus stops (seating, shade, shelter) need to be included in the plans."	General comment about development.	--	N
14	5/11 O'Donnell Messages	Retain MR for land between W. Washington and W. Main south of Proudfit. The block bounded by W. Main, Proudfit, Brittingham, and S. Brittingham should remain LR.	See #17 below for MR/HR discussion. The Commission instructed staff to change the block bounded by W. Main, Proudfit, Brittingham, and S. Brittingham to LMR at their 6/7/18 meeting.	Comment addressed at 6/7/18 PC meeting.	Y (see GFLU map)
15	5/19 Leigh Email	Leave the entire block from W. Main, Proudfit, W. Brittingham and S. Brittingham as LR.	The Commission instructed staff to change the block bounded by W. Main, Proudfit, Brittingham, and S. Brittingham to LMR at their 6/7/18 meeting.	Comment addressed at 6/7/18 PC meeting.	Y (see GFLU map)
16	6/5 Pelski Email	"the neighborhood and its residents, after several meetings and discussions, strongly oppose adjusting zoning/height restrictions from the 2006 plan to High Density for the Properties between West Washington, Proudfit, and West Main St; these properties are known as Parkview Apartments, Journey and the vacant property on the corner. Additionally, the Monona Bay neighborhood and its residents oppose moving from low-density for the block surrounded by West Main Street (700 block), South Brittingham, West Brittingham and Proudfit streets. Finally, the properties on the West Shore of Monona Bay will be addressed in our plan, and we ask that we maintain the 2006 plans regarding height and density."	See discussion below regarding HR/MR for the Parkview Apartments. The Commission instructed staff to change the block bounded by W. Main, Proudfit, Brittingham, and S. Brittingham to LMR at their 6/7/18 meeting.	See #17 below.	Y (see GFLU map)

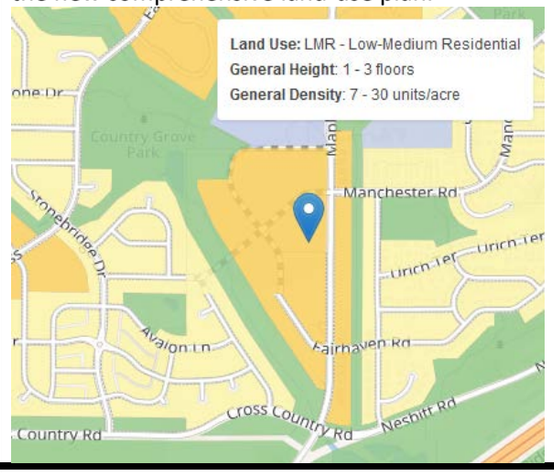
17	5/10 Pelski Email	Keep the Brittingham area with the same FLU as the 2006 Plan. Include the area in the City's renter-occupied to owner-occupied grant programs that had been developed for Greenbush and Tenny. 	The Commission instructed staff to change the block bounded by W. Main, Proudfit, Brittingham, and S. Brittingham to LMR at their 6/7/18 meeting. As discussed at the 6/7/18 PC meeting, the Parkview Apartments area will be split between HR along W. Washington and MR along W. Main St. HR remains appropriate along W. Washington due to the area's excellent transit access, proximity to downtown and employment, adjacency to a park and community gardens, excellent access to the shared-use path network, and location close to shops and a grocery store. Strategy 6-c in Neighborhoods and Housing addresses the second comment. Inclusion in such a program would require a tax increment district be created for (or adjacent to) the area.	Implement GFLU edits as discussed at left.	Y (see GFLU map)
18	5/25 Boardman Clark letter	Change Madison Window Cleaning properties at 210 S. Dickinson St., 1347 Dewey Ct., and 1348 E. Wilson St. back to MR, as they had been in the 2006/2012 GFLU map. These properties are zoned as TE, the same as property to the northeast and northwest, not TR-C4 like properties to the south. MR is more appropriate than LR. 	Staff hand changed the property in question from MDR to LMR with this update to the Comprehensive Plan. The Plan Commission directed staff to change these properties to LR after discussing the Marquette Neighborhood Association's letter requesting the LMR to LR change at the March 12, 2018 Plan Commission meeting. As noted in the staff analysis of March 12th, staff felt that LMR was appropriate for this property and others in the surrounding area. With the changes to FLU for the surrounding area from 2006, changing the property to MR would create a very small (0.3 acre) MR island – staff has generally tried to avoid such small stand-alone designations to maintain the generalized nature of the GFLU map.	Staff still feels that LMR is appropriate for this property, however, if the Commission does not wish to revert the properties to LMR, staff recommends consideration of an Employment designation.	Y (chg. to E)
19	6/4 Klafka Email	There is not enough discussion about the land consumption and impacts of the Dane County Regional Airport. More analysis of adverse impacts should be included, and there should be discussion of relocating the airport outside of the city, as has been done in Austin and Denver.	Continuing to manage airport impacts should be done going forward, but is not discussed in the Plan because it does not rise to the level of needing an action. Staff does not support relocation of the airport, which would likely cost billions of dollars and have few benefits.	Maintain airport designation.	N

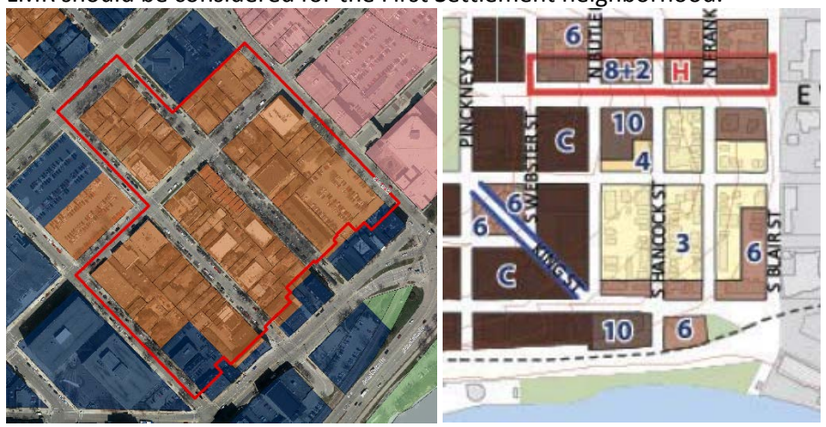
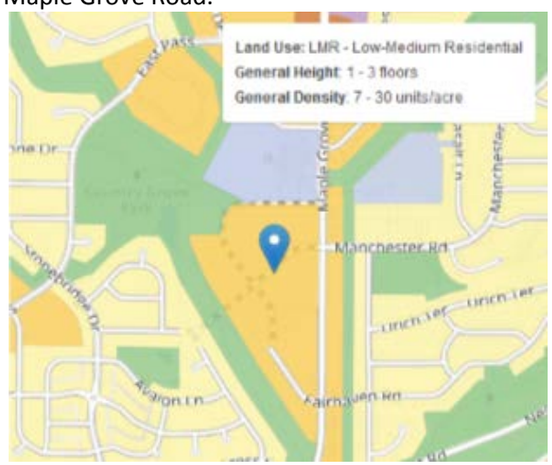
20	5/30 karirandrje Message	Given the proximity of this triangular site to a major highway interchange, existing commercial and industrial uses nearby, and an active train track, it makes much more sense to allow additional commercial and/or industrial uses here rather than residential. 	The area in question is show as a "Neighborhood Planning Area," which means future land uses will be determined as part of a Neighborhood Development Plan.	Maintain current NPA designation.	N
21	5/29 sjkrausk Message (#2)	With BRT service proposed, residents of the 2000-2100 blocks of E. Washington, E. Mifflin, Carey Ct., and E. Dayton neighborhoods will "need priority street parking if housing density increases and the public market comes in at 1st and E Washington. People already treat our neighborhood as a park and ride district, which it is not. We need to keep people from using our corridor as a park and ride option."	Other comments have been made on parking, and changes will likely be made to the Plan to advocate for including parking considerations as part of any planning that goes on for Activity Centers and major corridors. Having said that, some of the area discussed at left is already part of the Residential Permit Parking program. The program could be expanded if there is broad support from the neighborhood, which would help address people who use streets to park and ride.	--	N
22	6/1 Keller Real Estate Letter	Change the zoning on the 400 and 500 blocks of W. Washington Ave. from MR to UMX.	Mr. Keller appears to have confused zoning with future land use mapping. The Comprehensive Plan does not change zoning on any property. MR is a future land use designation in the Comprehensive Plan, and UMX is a zoning district under city ordinances. Future land use mapping for the downtown in the Comprehensive Plan implements the land uses specified in the Downtown Plan, with the exception of a handful of changes where the recently constructed projects better fit within a Comprehensive Plan category. This approach was endorsed by the Plan Commission at a previous work session.	Maintain uses as mapped.	N

23	6/4 Town of Verona Letter	Two main points are covered: a. General expression of interest in pursuing an intergovernmental agreement that covers services, boundaries, and extraterritorial jurisdiction. b. Would like to see uses along Nesbitt Rd. remain in the town – they are important to the Town's tax base. 	Effective Government action #4-c advocates for entering into intergovernmental plans and agreements when it is beneficial to do so. The City could explore such an agreement with the Town of Verona under this action, and such an agreement could cover a long-term boundary between the City and Town.	--	N
24	6/7 Lehnertz Message	Change the southern half of the northern side of the 800 Williamson block from CMU to NMU. 	The Plan Commission reviewed Marquette Neighborhood Association (MNA) suggestions for GFLU map edits in detail at their March 2018 work session. This edit was not requested by MNA at that time. The Williamson Street BUILD Plan recommends buildings up to three stories along the north side of Williamson Street, and up to four stories on the side of the block facing the Capital City Trail. This is distinct from the CMU area across Livingston to the west, which is recommended for up to five stories in the BUILD plan. Staff believes that either CMU or NMU could be appropriate for this block.	Consider changing to NMU.	Y (chg. to NMU)

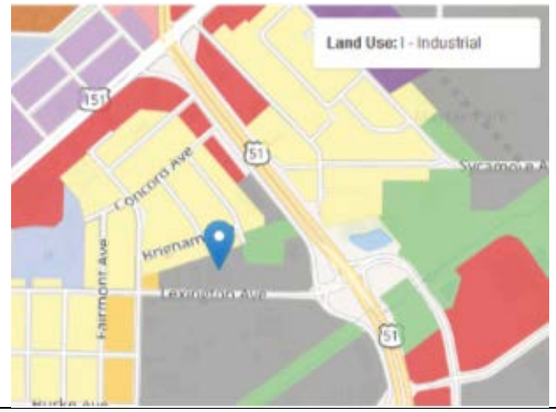
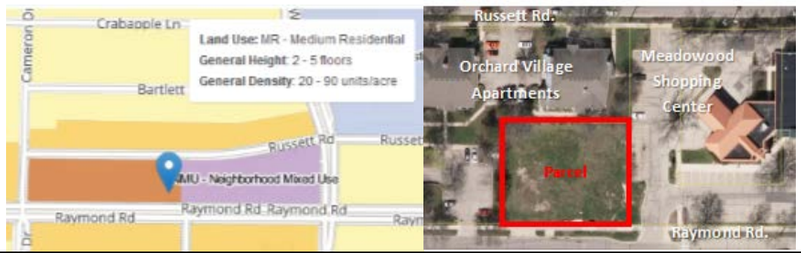
25	6/7 Lehnertz Message	Change the Elks Club property back to MR. 	The PC instructed staff to change the Elks Club to NMU at the March 2018 work session, per the request of representatives from the Marquette Neighborhood Association. At that time, staff had recommended that the property remain as Medium Residential, noting traffic and parking concerns. Since that time, a Request for Proposals (RFP) has been released by the property owner to the development community. The RFP indicates that proposals should include space for the current use to continue in a redevelopment of the site. The Williamson Street BUILD Plan generally recommends a 4-story height limit for this property, but recommends up to 5 stories if certain affordable housing criteria are met or if publicly accessible greenspace along Lake Monona is provided.	The Plan Commission should review comments received in writing or in person and provide guidance as to whether NMU or MR is most appropriate.	N
26	6/7 Lehnertz Message	Reinstate 2006 Comprehensive Plan map note #1 for the Schoep's site. 	Map note text: *"This is currently the site of a long-established ice cream production facility located within a predominantly residential neighborhood. If this site is redeveloped at some future time, a mix of residential development and neighborhood-serving commercial or employment uses is recommended rather than redevelopment with a new industrial use. The existing grocery adjacent to the ice cream plant is a significant amenity to the surrounding residential area, and a neighborhood grocery should be retained as part of any future redevelopment. Buildings should be generally compatible in scale with existing residential and commercial buildings in the area."* Staff believes that the old map note is adequately covered in the plan text and on the map itself. The map note above recaps the definition of NMU ("a mix of residential development and neighborhood-serving commercial or employment uses"), states that NMU is desired over industrial (which is what the GFLU map shows already), expresses a desire to keep the existing grocery (NMU is not an indication that it should disappear), and states that buildings should be compatible in scale with their surroundings (there is already a general statement to this effect in the Plan, and emphasizing it here and not in other NMU areas that may also see redevelopment does not seem appropriate).	Do not add the 2006 map note back into the 2018 GFLU map.	N

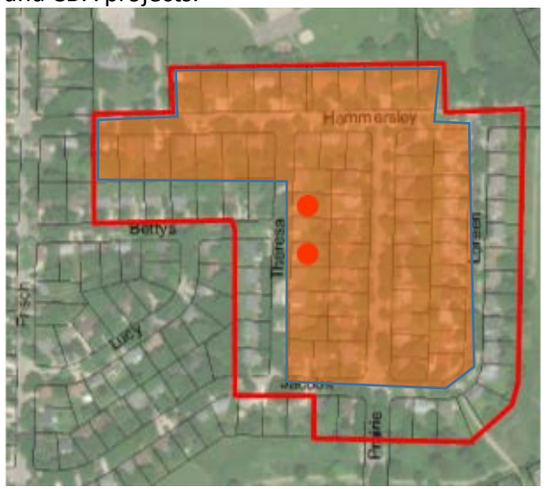
27	Joseph Lee	This parcel should be shown on new comprehensive plan as a medium density residential use. 	Staff is supportive of this request. There is a pending proposal for a multifamily project on this site.	Change Employment area and the small sliver of General Commercial to MR.	Y (chg. to MR)
28	Joseph Lee	This entire block - and specifically the current Salvation Army Homeless Shelter parcels - should be noted to allow for high density multi-family residential (including transient housing for expansion of the existing S.A. Facility). 	This comment was placed on the existing land use map in the appendix. The E. Mifflin St. frontage is HR, and the E. Washington Ave. frontage is RMU, which would accommodate purely residential uses. The 2008 Capitol Gateway Corridor Plan recommends uses as shown in the 2018 GFLU map.	Maintain current FLU for this block.	N

29	Joseph Lee	This newly annexed land should be shown as medium density residential on the new comprehensive land-use plan. 	This area was discussed at the 6/7/18 PC meeting. The LMR exception for more intense development along arterial streets applies to the Maple Grove Rd. frontage. That would allow development at intensities above "typical" LMR development, while still not quite approaching MR intensities.	Maintain LMR designation.	N
30	Alder GFLU Meetings	Should The Cove condominiums be shown as HR instead of MR? 	The Cove, located at 3100 Lake Mendota Drive (along the Lake Mendota shoreline and the Shorewood Hills border), is currently shown as MR. The building is nine stories when viewed from the lake side and six floors when viewed from the street. HR would more accurately represent the current land use. Redevelopment of this site is unlikely over the next 20 years. However, if the site were to redevelop, staff feels that the MR designation is most appropriate, given the isolated nature of the site and the surrounding context. An HR designation could lead to a building that is far more substantial than what is there now, potentially standing out amongst far lower intensity surroundings. MR acknowledges the general building form that is there now while allowing for a potential future use that can reasonably fit in with the surrounding context.	Maintain MR designation.	N

31	Alder GFLU Meetings	LMR should be considered for the First Settlement neighborhood.  	Most of the buildings in the area are designated for residential, are in the 1-3 floor range, and the First Settlement Historic District (see red outline on FLU map at left). For this area, the Historic Preservation Ordinance states that "New principal structures shall be similar in height to the structures directly adjacent to each side. If the structures directly adjacent to each side are different in height, the new structure shall be of a height compatible with the structures within two hundred (200) feet of the proposed structure" (see sec. 41.26(4)(a)). The Downtown Plan recommends a maximum building height of three floors for much of this area (see excerpt at right). While 2-3 floors does fit within the MR category, the LMR category is more appropriate for the residential areas mapped for up to three floors in the Comprehensive Plan. Other areas mapped for residential that may be built taller than three stories should be maintained as MR, specifically the parking lot along S. Blair in back of the Essen Haus and the southern half of the Brayton Lot, should remain MR.	Change 3-floor height limit area from the Downtown Plan from MR to LMR.	Y (chg. to LMR)
32	Alder GFLU Meetings	Add a map note to the Schmitt Farm property to specify that the intensity of development should be the lowest by Badger Mill Creek and highest along Maple Grove Road.  	This area was changed from MDR in 2006 to LMR in 2018. The Cross Country Neighborhood Development Plan specifies medium density residential at "densities averaging 16 units per acre." The general flexibility of the LMR category, which allows for single family development up to small apartment buildings and, along arterial roads (like Maple Grove Road), up to four stories, allows for the transition discussed at left. Staff feels that the current designation of LMR provides proper flexibility, and that the highest intensity uses could only be concentrated along Maple Grove under the current LMR designation.	Maintain LMR.	N

33	Alder GFLU Meetings	The Plan should be more clear about how the City will review proposals for private development within the UW Madison campus boundary.	Revise Map Note #5 to read: *"The University of Wisconsin-Madison Campus Master Plan provides detailed land use and development recommendations for the UW-Madison. That document was approved by the City in 2017 as part of the requirements for the site's Campus-Institutional Zoning. All UW-Madison development within the campus boundary must be consistent with the Campus Master Plan unless an exception or alteration is approved by the City, consistent with the applicable regulations, procedures, and standards. The Comprehensive Plan's SI designation for the UW-Madison campus is primarily to address the UW's use of property. However, there are some privately owned properties within the SI-designated areas. If such privately owned parcels redevelop, their use and design should be consistent with adopted sub-area plans, the most relevant of which, as of the adoption of this Plan, is the Regent Street-South Campus Neighborhood Plan. In the rare case where private redevelopment is proposed for an area that is not covered by a sub-area plan, multifamily residential and mixed-use development shall be considered appropriate, so long as the scale, massing, and design of the building fits in with the surrounding context, as determined by the Plan Commission and City Council."*	Edit map note #5 to text shown at left.	Y (edit map note)
34	Alder GFLU Meetings	The Brittingham Place area should be changed to LMR. 	This area is comprised of mostly single and two-family homes on relatively small urban lots, with a few three and four-unit buildings. The current residential density of the area is about 10 units per acre. LMR is a good fit for the existing development in this area.	See #17	Y (see GFLU map)
35	Alder GFLU Meetings	Keep the Alliant Energy Center as SI, but add a map note that the City will likely be acting on a detailed plan for the area in the future that may allow for additional commercial uses within the area currently designated as SI.	Staff's intent in showing some GC in the Alliant campus was to allow for future GC development, but the recommended map note could take the place of that. Staff feels that a map note is appropriate, and could eliminate some potential confusion if future Alliant plans show commercial development in a different location than is currently shown on the FLU map.	Show all of Alliant as SI with a map note.	Y (add a map note)

36	Alder GFLU Meetings	There have been residential-industrial conflicts with the industrial areas to the north and south of Brigham Park (north of Lexington Avenue and along the USH 51 frontage road). These areas should be changed to a use that would reduce future conflicts. 	This area represents a relatively large and intact industrial area with convenient access to the regional transportation system. Feedback through the Imagine Madison process emphasized the importance of preserving existing Industrial areas. Therefore, areas recommended for Industrial in the 2006 GFLU Map were largely maintained as Industrial on the Draft 2018 GFLU Map. Changing some of the Industrial area to Residential on the GFLU Map would result in residential uses facing industrial uses across Lexington Avenue. Typically, rear yard land use transitions are more effective as there are more opportunities for physically separating and screening buildings that contain different uses. Industrial land to the north of Brigham Park and facing Stoughton Road could be considered for General Commercial, given those properties' visibility from a high-traffic road.	Change industrially-designated land located to the north of Brigham Park and along Stoughton Road to GC. Retain the industrial designation along Lexington Ave.	Y (chg. "I" area north of Brigham Park to GC)
37	Alder FLU Meetings	Should the Brentwood area be changed back to MR from LMR to allow for future redevelopment in a cohesive manner? Current fractured ownership creates problems. 	This area had been MR in the 2006 plan, but was reclassified as LMR with this update. It is characterized primarily by 4-8 unit apartment buildings on small lots (there is also one 16-unit building and one 24-unit building). With the revisions of the residential categories, the current mixture of development most appropriately fits within LMR. Because the Northport-Warner Park-Sherman Neighborhood Plan does not show a redevelopment concept for this area (see page I-6), staff mapped the area with a land use category that best matches the current land use. Staff feels that LMR is appropriate for the west part of the area, which can feel isolated. However, adding MR along the more visible N. Sherman block and the Trailsway frontage between Freemont Ave. and Calypso Rd. may be appropriate.	Revert LMR area between Freemont Ave. and N. Sherman Ave. to MR. Revert Trailsway LMR frontage between Freemont Ave. and Calypso Rd. to MR (see outline at left).	Y?
38	Alder FLU Meetings	Expand NMU to the vacant lot immediately to the west of Meadowood Shopping Center. 	There is a 18,000 square foot parcel to the west of Meadowood Shopping Center that is owned by an LLC that appears to be related to the LLC that owns Meadowood. This parcel was MDR in the 2006 Plan and remains MR in this Plan.	Change parcel to NMU.	Y (chg. to NMU)

39	Alder FLU Meetings	A change from LR to LMR should be considered for portions of the Theresa Terrace/Bettys Lane area to allow for future flexibility for redevelopment and CDA projects.  	The area outlined in red at left is comprised entirely of duplexes, other than the Theresa Terrace Neighborhood Center. Because this area was mapped as LDR in 2006 and duplexes fit within the LR category in this 2018 update, the FLU map was not changed. The CDA currently owns two duplexes on Theresa Terrace (red dots on map). The potential exists for additional CDA property acquisition and redevelopment into townhomes, which more appropriately fits in the LMR category. The area is currently zoned SR-C3, which allows for single-family and duplex dwellings. Any townhome or multifamily redevelopment proposal would require rezoning of the property, necessitating a public hearing. Staff recommends that properties fronting Hammersley Rd. and the blocks to the east and west of Prairie Rd. be changed to LMR. Both Hammersley Ave. and Prairie Rd. are collector streets with transit service, and could better handle potential LMR development. The periphery of the area should remain LR.	Consider changing the area shaded at left from LR to LMR.	Y?
40	SASY #1	Change area #1 from CMU to NMU (see map at the end of this document for detailed SASY comment locations).	The SASY rationale mentions that redevelopment in this area "happened at a scale confined by the 2006 definition of the CMU category which limited height and density to an intense but workable level." However, the 2006 CMU definition did not have a height limit, and while the 2006 definition did specify residential densities of up to 60 DU/acre, in reality projects were approved in CMU areas throughout the city (including in this area) at densities higher than 60 DU/acre. Given that land in this area has been available under these parameters since the 2006 Plan was adopted, staff does not feel that the 2018 CMU parameters, which specify a general density range that matches CMU projects that have been approved since 2006, and unlike the 2006 Plan, specifies a height limit, will impact land values or drive redevelopment any more than has already occurred. Staff does not anticipate that a change to NMU would achieve the objectives desired by SASY, namely preservation of older buildings. Designation of landmarks and creation of historic districts is the primary method for historic preservation. Regardless of the land use designation for a given parcel or area, the GFLU map, by itself, is neutral to preservation concerns because it does not address the age, history, or existing architectural character of structures or areas. Using the GFLU map as a vehicle for preservation with no additional historic district(s), landmark(s), or Neighborhood Conservation Overlay District(s) will not address preservation concerns. Similarly, a change to NMU is unlikely to impact the retention of the limited amount of affordable housing present in the area. Staff feels that this area remains appropriate for a CMU designation, with the language in place in the Plan that specifies an appropriate transition to adjoining lower-intensity uses be integrated with any redevelopment. Regarding Trinity Lutheran Church: civic/institutional buildings and uses are allowable	Maintain CMU	Y (chg. to NMU)

			in mixed-use areas. Only larger civic/institutional uses are mapped as SI on the GFLU map. All other civic/institutional uses are mapped as the surrounding land use, as are all small parks. There are dozens, if not hundreds, of places of worship and parks throughout the city that are mapped as the surrounding land use. Such mapping is not a reflection of a desire for redevelopment, but rather a reflection of the generalized nature of the Generalized Future Land Use Map.		
41	SASY #2	Maintain NMU, but change Plymouth Congregational Church to SI.	SASY generally agrees with staff recommendations for NMU in this area. Current Plan language, as requested by the SASY memo, does have a general statement that larger buildings should transition down to adjoining lower-intensity development. The SASY discussion of Plymouth Congregational Church is a similar issue to Trinity Lutheran - see staff discussion under #1 above.	Maintain NMU	N
42	SASY #3	Maintain NMU	SASY and staff concur on the GFLU designation.	Maintain NMU	N
43	SASY #4	Change Main Street fronting lots to LR, maintain LMR for East Washington Avenue fronting lots.	Summarizing the breakdown of lots by DU for these two sub-areas (Washington-facing lots and Main-facing lots): Main has 27 single-family, 18 two-family, 5 three/four DU, and 1 five DU. East Washington has 17 single-family, 20 two-family, and 9 three/four DU. Except for the 5 DU parcel, the entire area is zoned TR-V1, which allows up four DUs per parcel. For reference, the net density of this area is 16.6 DU/acre. Staff feels that the makeup both areas is similar, and should be mapped as the same land use (LMR) to reflect current conditions.	Maintain LMR	Y (chg. Main St. fronting lots to LR)
44	SASY #5	Change from LMR to LR.	This area is made up of 4 six DU parcels, 1 four DU parcel, 4 two-family parcels, and 6 single-family parcels. For reference, the net density of all residential parcels in this area is 26.3 DU/acre. Current zoning reflects this mixture, with areas zoned TR-V1 and TR-V2, both of which allow multifamily DUs. This area is correctly classified as LMR.	Maintain LMR	N
45	SASY #6	Change from LR to LMR.	This area is made up of 1 four DU parcel, 3 three DU parcels, 4 two-family parcels, and 9 one-family parcels. Existing development is slightly more in the LR category. Changing from LR to LMR may or may not result in spurring the redevelopment noted in the SASY memo, but could be considered.	Consider change to LMR.	Y (chg. to LMR)

46	SASY #7	Change from MR to SI.	The triangular MR area to the east of Waubesa Street is owned by the Goodman Community Center. It is of sufficient size (~2.75 acres) that it should be shown as a stand-alone SI use, and should have been reclassified as part of the initial GFLU map review. Most of the MR portion west of Waubesa Street is owned by Waubesa Warehouse LLC. It should not be classified as SI; if Goodman or another institutional user were to acquire the property in the future, a residential designation would still allow for a civic/institutional building on the parcel. The Madison Brass Works building, across the Capital City Trail to the south (denoted with a * on the map), was purchased by the Goodman Community Center in December of 2015, and could be reclassified from I to SI as part of the Goodman complex.	Change Goodman from MR to SI. Change Madison Brass Works building from I to SI. Consider changing remaining MR area (~1 acre) to the west of Waubesa Street to LMR.	Y (chg. Goodman and Brass Works to SI, change remain-ing MR area to LMR)
47	SASY #8	Change from CMU to NMU.	This area was classified as CMU in 2006. Given the general nature of the GFLU map, staff has not tended to change such small areas (in this case, three parcels totaling 0.37 acres) to a different land use than any surrounding land use designation to avoid having the Generalized Future Land Use map begin to appear more like a zoning map. For example, there are many small areas within the LR designation that are more appropriate to the LMR designation, but remain LR to avoid creating small islands of a different category. With the language in the Plan covering appropriate transitions to adjoining land uses, staff feels that there are adequate protections in place to keep a future building from being developed at a scale that is inappropriate to the location. However, the Commission may wish to discuss a change to this area in the context of Area #9 below, perhaps maintaining consistency with whatever land use is decided upon for #9.	Discuss whether the land use for this area should be consistent with the FLU decided upon under #9 below.	Y (chg. to NMU)
48	SASY #9	Change from CMU to NMU.	Most of this area is currently owned by the City of Madison Economic Development Department. The Gorman Company has proposed the "Union Corners Grandfamily Apartments" project, which is currently making its way through the approval process. The proposed development fits within the CMU category, and would, of course, be unlikely to be redeveloped over the next 50 years if/when it is constructed. If there is a desire to reclassify the area, the "Grandfamily" parcel's proposed residential use may be more appropriately classified as MR than NMU. The parcel is of sufficient size (3.2 acres) that a FLU category that is different from its surroundings could be considered. There are two single-family residential parcels fronting Farwell Street that are classified as CMU. These should be changed to LR.	Discuss whether the "Grandfamily" parcel should be categorized, and, if so, whether it should be NMU or MR. Change the two Farwell Street parcels to LR.	Y (chg. to MR; chg. Farwell parcels to LR)

49	SASY #10	Change from NMU to LR or LMR.	The Darbo-Worthington-Starkweather Neighborhood Plan, which was just adopted by the City Council on September 19, 2017, designates this area as NMU. Given the extensive and very recent planning process, staff feels it would be inappropriate to change the designation for this area in the Comprehensive Plan.	Maintain NMU.	N
50	SASY #11	Maintain CMU, with a note to scale development down to meet the LR to the east and south.	The SASY request advocates for maintaining the CMU designation, with plan notes for scaling down to meet the LR areas to the east and south. The Plan text does specify that appropriate transitions from higher-intensity redevelopment to lower-intensity neighborhoods are needed (see Land Use and Transportation Strategy #5).	Maintain CMU.	N
51	SASY #12	Change from P to something more appropriate for the development occurring there.	The former Garver Feed Mill building is being restored and repurposed for use as a food production facility with new "microlodges" to the north of the building. While substantial greenspace will remain in this area, staff agrees that a portion of area #12 should be reclassified to employment better fit the Garver uses (the current #12 boundary was drawn to closely match the SASY boundary, but staff recommends narrowly tailoring the change to only encompass the Garver building and microlodge area). The Parks Department has been consulted on this potential edit and has no objection.	Change the Garver building and microlodge area to E (Employment).	Y (chg. to E)
52	SASY #13	Change from E to CMU.	The conditional use for redevelopment of the former Kessenich's property 131 S. Fair Oaks avenue to a mixed-use project with 11,000 square feet of commercial space and 161 apartments was approved by the Plan Commission in November of 2017, which is well after the spring 2017 staff GFLU revisions and the Plan Commission's summer 2017 discussion of GFLU map edits. The approval of this project, combined with the approval of a conditional use at 134 S. Fair Oaks in December 2016 to allow construction of 80 apartments and 2,500 square feet of commercial space (a project that was in doubt when the Council denied TIF assistance in February 2017, then approved TIF assistance in December 2017), means that this area is now most appropriately classified as CMU, as discussed by SASY.	Change to CMU.	Y (chg. to CMU)
53	B. Cantrell	Change the area on the west side of Merry Street to LMR and leave the east side LR.	The Plan Commission previously recommended that both sides of Merry Street be designated as LR. There is a large residential building on the west side of the street which would better fit into LMR and many of the residences along that side of the street are two family homes.	Revert west side of Merry Street back to LMR as shown on a previous draft of FLU map.	Y?

Future Land Use Map Comments

Schenk-Atwood-Starkweather-Yaraha

- Low Residential (LR)
- Low-Medium Residential (LMR)
- Medium Residential (MR)
- High Residential (HR)
- Neighborhood Mixed Use (NMU)
- Community Mixed Use (CMU)
- Regional Mixed Use (RMU)
- Neighborhood Planning Area (NPA)
- Downtown Mixed Use (DMU)
- Downtown Core (DC)
- General Commercial (GC)
- Employment (E)
- Industrial (I)
- Parks and Open Space (P)
- Special Institutional (SI)
- Airport (A)
- Public Comment Area
- # Comment Number

N

1 2 3 4 5 6 7 8 9 10 11 12 13 *

Kedzie Pawling North Lawn Lawn Hauk Darbo Rosemary Webb Gannon Rethke Memphis Thurber Worthington Clyde Gallagher Marquette Sachs Oak Hermina Hermina Hermina Rosemary Powers Chicago Saint Paul Bryan Wells Union Milwaukee Anzinger Farwell North South Waubesa Wirth Dixon Thorp James Ivy Daley Saint Paul Winnebago Mifflin Dayton Johnson Pennsylva Pennsylvania Sixth Fifth Fifth Fourth Third Washington Dayton Mifflin Carey Bashford Rusk Division Dunning Jackson Lafollette Talmadge Corry Bashford Saint Paul Corry Marquette Dixon Dixon Gateway Fair Oaks Fairview Emmet Lindbergh Buena Vista Garrison Sugar Starkweather Dawes Leon Lansing Richard Hargrove Hudson Ohio Miller Elmside Maple Ludington Welch Maple Lakeland Lakeland Schiller Evergreen Center Willard Sommers Linden Corscot Atwood Eastwood Amoth Russell Sutherland Main Second Washington First Main Buell Merry Helena Russell Jenifer Spaight Rutledge Yahara Schurz Oakridge Walton Division

Document Path: \\Gisserver\d\Planning Division\Comprehensive Plan\Comprehensive Plan Update - 2018\Engagement - Internal\Plan Commission\2018-06-04 meeting materials\FLU comments since March 12\SASY_2018-05-21 Emailed Comments\GFLU_NewCategories_SASY_2017.mxd

Date: 5/23/2018