MARQUETTE NEIGHBORHOOD ASSOCIATION
A Place for All People - Established 1968
PO Box 3223
Madison, WI 53704

July 16, 2018
Madison Plan Commission

Subject: Madison Comprehensive Plan, Merry Street

Dear Plan Commissioners,

MNA strongly opposes changing the west Merry Street block to LMR designation.

The neighborhood bounded by the Yahara River, Winnebago, First and East Main had been LMR on the draft map in February. MNA recommended LR, and that was accepted by the Plan Commission at its March working group meeting. At the July 2 Plan Commission meeting, a Commissioner recommended changing the west side of Merry Street to LMR to better accommodate the 22-unit apartment building. The Commission voted, 4-3, to change the west side of Merry to LMR.

MNA is opposed to this change for the following reasons:

1. Of the 10 west Merry Street properties, 6 meet LR criteria: up to 2 stories and 1-2 family buildings. The other 3 homes may not meet all the technical requirements of LR (two are ½ story too high, one is 1 story too high and 3 units), but all are "house-like" structures.
2. West Merry, including the apartment building, has a density of 14 du/acre, which fits within LR requirements.
3. At the July 2 meeting, a Commissioner said that there is redevelopment potential along the Yahara River between Winnebago and East Main. This is not an area identified for redevelopment. Neighborhood plans do provide for redevelopment of the west side of the river, but not on the east side of the river. Also, the East Washington Avenue Capitol Gateway Plan states that redevelopment along East Main should be concentrated toward East Washington and "away from the existing homes on the south side of East Main Street." (page 23)
4. The apartment building is a conditional use under its current zoning – TR-U2 provides that multi-family dwellings of more than 8 units are conditional uses. The future land use map should not be changed to better accommodate a conditional use.
5. There is not any other LMR is the area. The Merry/Buell/E. Main area is LR. East Main all the way down to 4th Street was also changed to LR. This is clearly a family neighborhood, living in "house-like" structures, and it should remain that way.

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6. Many local residents have spoken of recurring flooding along the east side of the river.

MNA requests that the Plan Commission change the west side of Merry Street back to Low Residential.

Sincerely,

Lynn Lee

Lynn Lee. President Marquette neighborhood Association
cc: Marsha Rummel, District 6 Alder; MNA Board

From: Brad Hinkfuss
Sent: Monday, July 16, 2018 1:55 PM
To: AutoLogon
Subject: Comment on proposed reclassification of Merry St.

Hello Heather and Ben,

Please consider the message below as my personal feedback to you and Plan Commission members on a particular piece of the FLU. I would appreciate it if you would circulate it to the Plan Commission members in advance of the meeting tonight.

Hello Plan Commission members,

I send this message to share my thoughts on an additional component of the proposed Future Land Use Plan (FLU) that you will consider tonight. There was recently a recommendation to reclassify the west side of Merry St from Low Residential (LR) to Low-Medium Residential (LMR). I strongly oppose any such reclassification of any portion of Merry St, and encourage you to keep the entire street classified as LR.

As many of you will recall, the SASY Neighborhood Association recently testified before you with recommendations to make several changes to the proposed FLU. We thank you for listening and largely agreeing with the priorities that we put forward. Although that group has not had time to convene around this particular issue on Merry St (it was proposed after our testimony), I am confident that the entire group and the SASY Council would agree with my sentiment that this limited reclassification is wrong-headed and poorly suited to the location.

Consider that 9 of the 10 lots on Merry St save one meet all or most of the LR descriptors. Even those that have been converted to apartments are still house or house-like structures with a very small number of units. Consider also that the one exception, the apartment building at 222 Merry St, doesn't even meet the definition of the LR classification since the number of units currently there exceed the LMR category.

The comment has been made many times that one objective of the proposed FLU is to better reflect what is currently on the ground. Whether you're reviewing the size and unit count of the buildings - or just walking down Merry Street - it is clear that this street is dominantly LR in feel and use. I encourage you to keep it that way by retaining the LR classification in the 2018 FLU. Indeed, it appears that the only interest served by a higher reclassification would be that of a private developer with designs on ever-bigger projects. Please deny any such selective change for Merry St.

As I mentioned above, please note that we have not had time to bring this singular issue before the SASY Preservation & Development Committee or the full board. Therefore, I am not writing this as a position that SASY has adopted. I send this to communicate my own convictions on the matter after reviewing it in detail.

Thank you for your time and consideration.

Brad Hinkfuss
President - SASY, Inc.

From: Karolyn Beebe
Sent: Monday, July 16, 2018 12:10 PM
To: AutoLogon
Subject: Merry Street's west side

A city is the result of hardscaping its natural landscape -- the machinery of clean air and water for all of its residents.

Retrofitting any natural lands back into a built city, is costly.

Fortunately, the character of Merry St preserves some of this vital machinery, and residents have contribute more parts of it on their properties.

My grandson saw carbon dioxide sequestering into the grounds of Merry Street, and photosysthising into oxygen via all the leafy greenery. This representative of future investors and homebuyers will be studying at Cornell in Ithica NY this fall.

Please preserve what future generations want with Low Density designation on the west side of Merry Street.

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pg.16

a. **Planning for neighborhoods should be focused more on neighborhood character than density.** Focusing primarily on achieving maximum housing density does not ensure we are planning for neighborhoods that will be attractive and functional places to live over time. Nor does it encourage confidence in the compatibility of future development. Discussion about density should be in the context of discussion about the character of neighborhoods and the Isthmus.

Karolyn Beebe
Merry Street

DATE: Sunday, July 15, 2018

TO: City of Madison Plan Commission. (re meeting Monday July 16th at 5:30 pm in room 201
Heather Stouder hstouder@cityofmadison.com
Marsha Rummel district6@cityofmadison.com
Anne Walker

FROM: Larry Chapman, [redacted] Merry Street [redacted] Madison WI 53704 [redacted]

SUBJECT: I think it may be a mistake to say the west side of Merry St is LMR instead of LR – why not make it a special district of parkland which fits it?

As far as I can tell, the question that this deliberative body is focused on is whether to designate the west side of one block long, dead end, Merry Street (and it's two subsumed addresses on even shorter Ramsey Court) as Low Residential or as Low-Medium Residential as defined on page 20 and page 21 (for LMR) in the City of Madison Comprehensive Plan Draft May 1, 2018.

After reading through the Comprehensive Plan May 1st draft and other planning documents that have been developed over the years that focus on the Yahara River as it crossed the isthmus of the city of Madison (see

references 1,2,3,4), I kept thinking there actually were other land use designations, other ways to think about Merry Street and streets like it.

For example, instead of LR or LMR, could there be a possible future for the west side of Merry Street as a "Special District" in the "Parks and Open Space" category as defined in the Comprehensive plan May draft on page 28. This sort of designation could also work for the short section of Riverside Drive with four residences that border immediately on the riverside.

One can even use the Comprehensive Plan Draft from May 1 itself to argue that the west side of Merry Street (and the two houses on adjoining Ramsey Court) are definitely land "with a park-like character" (how a Parks and Open Space special district is defined in the Draft Comprehensive Plan on page 28).

The west side of Merry Street and Ramsey Court are also clearly and honestly a large part of a larger "greenway … to link otherwise separate open spaces with both habitat corridors and bicycle and pedestrian connections when multiple uses are compatible" (another criteria for a Parks and Open Space special district in the Comprehensive Plan May 1 Draft on p. 28).

For example, the Yahara River corridor links three parks, 1) Tenney Park at the Lake Mendota end, 2) Burr Jones Park at East Washington Avenue, and 3) Yahara Place Park at the Lake Monona end.

The Yahara River corridor also hosts the Yahara River bike and pedestrian path that runs alongside the River from Sherman Avenue at the Mendota or north end to Williamson Street on the south end. Bridges across the river have been rebuilt to accommodate underpasses for bike and foot traffic so they can avoid vehicular traffic on heavily traveled East Johnson Street and East Washington Avenue.

(Or at least this is really able to become parkland in full once the Nature Conservancy or some other donor or group of donors decides to buy out the current property owners).

A buy out (or a provision that kept the west side of Merry Street in a "Special District" would allow all the land on west side of Merry Street to join with the other public lands in the Yahara Corridor Parkway. And perhaps allow other land that is currently residential that borders immediately on the Yahara River in the Corridor between Mendota and Monona to join with the west side of Merry Street in this status. (e.g. such as the five residences on Riverside Drive just off East Main Street).

This would follow the model set by Riverside Drive, south of the Williamson Street Bridge over the Yahara, where there are LR homes to one side of the Drive, and all the land on the other side of the river (to the west) is parkland up to Thornton Avenue.

REFERENCES:

1. 1998 YAHARA RIVER PARKWAY AND ENVIRONS MASTER PLAN
<http://www.cityofmadison.com/planning/yahara/toc.html>

2. 2013 YAHARA GATEWAY AND PARKWAY CONCEPTUAL STUDY: SUMMARY AND OVERVIEW
<http://www.cityofmadison.com/planning/documents/Yahara_Summary012313.pdf>

3. 2013 BLOG POST HOW SHOULD THE YAHARA RIVER PARKWAY BETWEEN LAKES MENDOTA AND MONONA EVOLVE
http://www.forwardlookout.com/2013/09/how-should-the-yahara-river-parkway-between-lakes-mendota-and-monona-evolve/19924

4. COMPREHENSIVE PLAN. May 1, 2018 Draft
<.imaginemadisonwi.com/sites/imaginemadisonwi.com/files/user/documents/180501%20Comprehensive%20Plan%2<https://www 0-%20Full.pdf>

From: Dean Kallas
Sent: Monday, July 16, 2018 9:51 AM
To: Stouder, Heather <HStouder@cityofmadison.com>
Cc: Rummel, Marsha <district6@cityofmadison.com>
Subject: Merry Street & Yahara River Housing Density

Hope you are doing well!!

I am writing to voice my opposition to increasing the housing density of the West side of Merry St on the Yahara River. Increasing it to a LMR is not the right thing to do, especially along the river. With all of the housing going up on East Washington Ave, I do not see the purpose of increasing the density in a residential area. Please keep it at its current status as a LR (low density residential).

Thank you!!
Dean Kallas
Winnebago St.

From: Dave Mollenhoff
Sent: Monday, July 16, 2018 7:26 AM
To: AutoLogon
Subject: A letter for transmittal to the PC

Heather,

Attached is a letter I wrote about the Plan Commission's disturbing reversal of their recommendation for the Merry Street area in the Future Land Use Plan. I would appreciate it if you would add it to the commissioner packets.

Thank you,

Dave

From: SEAN W NASHOLD
Sent: Sunday, July 15, 2018 1:14 PM
To: Stouder, Heather <HStouder@cityofmadison.com>
Cc: Rummel, Marsha <district6@cityofmadison.com>
Subject: Merry St. re-zoning

Dear Ms. Stouder,
It recently came to my attention that as part of the new Imagine Madison Comprehensive Plan, the Plan Commission voted to increase the density of the west side of Merry Street from "low" to "low-medium." I am voicing my opposition to this change and requesting that this change not be made. I believe that keeping these properties low density preserves an essential character of the neighborhood and the Yahara Parkway in general. Thank you for considering this request.

3M

Sincerely,

Sean Nashold
Buell St.

From: Lynn Lee
Sent: Wednesday, July 11, 2018 5:28 PM
To: Rummel, Marsha; Parks, Timothy
Subject: Comprehensive Plan, Merry Street

Plan Commission
Subject: Comprehensive Plan, Merry Street

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2. West Merry, including the apartment building, has a density of 14 du/acre, which fits within LR.
3. At the July 2nd meeting, a Commissioner said that there is redevelopment potential along the Yahara River between Winnebago and East Main. This is not an area identified for redevelopment. Neighborhood plans do provide for redevelopment of the west side of the river, but not on the east side of the river. Also, the *East Washington Avenue Capitol Gateway Corridor Plan* states that redevelopment along East Main should be concentrated toward East Washington and "away from the existing homes on the south side of East Main Street." (page 23)
4. The apartment building is a conditional use under its current zoning – TR-U2 provides that multi-family dwellings of more than 8 units are conditional uses. The future land use map should not be changed to better accommodate a conditional use.
5. There is not any other LMR is the area. The Merry/Buell/E. Main area is LR. East Main all the way down to 4th Street was also changed to LR. This is clearly a family neighborhood, living in "house-like" structures, and it should remain that way.
6. Many local residents have spoken of recurring flooding along the east side of the river.

MNA requests that the Plan Commission change the west side of Merry Street back to Low Residential.

Sincerely,
Lynn Lee
President, Marquette Neighborhood Association

General Information
Name: Barbara Apple
Address: MERRY ST [redacted]
City: MADISON
State: WI
ZIP: 53704
Work Phone:
Message:
The building is low density and we would like to keep the neighborhood the same. We have lived here for 21 years and it is our home. Any changes would be very up setting to us and most tenants. The building is old but very livable If our managers would take better care of the grounds would be great. My neighbors and I have maintained beautiful gardens all the time we have been here, and will continue.

From: Ali Belakhdar
Date: July 2, 2018 at 2:11:37 PM CDT
To: hstouder@cityofmadison.com
Subject: Merry Street Comp plan

Good afternoon,

I hope you are well. I am writing to ask that Merry Street on the River side remain low density. I hope that we can come to an agreement whenever the time for discourse comes up.

Thank you for giving me the time. Have a great afternoon :-)
Ali Belakhdar (resident on merry st)

From: Catherine Capellaro
Sent: Monday, July 9, 2018 5:00 PM
To: Rummel, Marsha
Cc: Andrew Rohn; Julian Rohn-Capellaro; Leo Rohn-Capellaro
Subject: Merry Street

Hi Marsha,
I know you're hearing from some of my neighbors on Merry Street, and I'd like to chime in as an 18-year homeowner on the block. We've peacefully co-existed with the apartment building across the way, and figured out ways to make it work. But living in one of the houses that has no driveway or parking, it's been increasingly difficult lately to find a place to park on Merry. It's a huge drag to come home from a gig with VO5 and have to haul musical equipment a couple of blocks in the wee hours. Not to mention how it was with babies and toddlers. I think, for parking and safety reasons alone, the density of the street is maxed out. It's a liveable oasis

now, but we need to strive to maintain that character. My kids cherish the memories of growing up on this "dead end."

Keep it low-density.

Thanks for listening,
Best,
Cat Capellaro
Merry St.

From: Karolyn Beebe
Sent: Monday, July 9, 2018 11:37 AM
To: Rummel, Marsha
Subject: Comp plan: Merry Street

Dear Marsha,

I'm writing in hopes we can still change a density number the new Comprehensive Plan.
I strongly oppose allowing more density anywhere along the river, especially in the minute piece of the city on the west side of Merry Street. I've maintained my parcel here to promote healthier air, water, soil and biodiversity. not just for me, but for everyone - these being among the 'commons' that we all depend on.

A truely comprehensive plan for Madison would preserve anyplace that supports the sustainabile health of our commons. Market forces often put them at risk.

.
Don't increase density on the west side of Merry Street.

Thank you,

Karolyn Beebe
Merry Street

ps: here's what I sent to Plan Commission members on July 2 -

Any city's Comprehensive plan must begin with the story of its watershed, and include designs that harvest rainwater to recharge its drinking water source that citizens depend on..

In years past, I'v been glad to know the 'spongy' landscape in my backyard was filtering water to our aquifer. This year, that landscape has been flooded since early spring.

Most of the water runs in from next door, off the roof and parking lot of the apartment building at 222 Merry St.

This year, more water also stands on much of the lawn at 222 and my other neighbor, as well as along the Merry St streatch of the Yahara Parkway.

This is no place to consider increasing density in any Comprehensive Plan.

From: Emily Sonnemann
Sent: Thursday, July 5, 2018 11:33 AM
To: Rummel, Marsha
Subject: Proposed increase in density for Merry Street

Dear Marsha,

I am a homeowner of ten years on Merry Street. It has come to my attention that the City Plan Commission has proposed a new change to the density on Merry Street.

I'd like to express my concern with the plan to designate the west side of Merry Street as LMR and the east side of Merry Street as LDR. While I am in full support of encouraging increased urban density, this half-block, dead-end street cannot support an increase in density. Except for the apartment building at 222 Merry Street, the existing structures on both sides of Merry Street fit the LDR regulations. As it stands, Merry Street cannot accommodate the traffic and need for parking that existing dwellings require; increasing that demand won't work for this small street. In addition, allowing a shift to LMR and then presumably future construction of larger dwellings would drastically change the character of the street that is primarily owner-occupied single family homes.

Sincerely,
Emily Sonnemann
Merry Street

From: christopher burant >
Sent: Thursday, July 5, 2018 12:21 AM
To: Anne walker; Rummel, Marsha
Subject: Re: West side of Merry St.

Marsha

Yes please use my letter with the Plan Commission.

Dear Marsha,
This is Christopher Burant writing... the owner of the property at Merry St., alongside the Yahara river. I've come to understand that the Madison Plan Commission has changed the zoning of the properties off Merry St, on the west side of Merry St. - those along the River. The new plan will allow for medium density housing to eventually be built there. I've managed and

maintained Red Pine House, co-op and grounds for over 30 Although I don't live there now (I live with my wife and the west side.) I show up at Merry St. to work on the house and maintain it's gardens several times every week. This stretch of riverfront is a little wild and wet. You might have heard about a sauna I built and maintain there.

I think it would be a very bad idea to allow these river shore properties to be turned into more dense apartments. We already have the large apartment building at 222 Merry St. owned by Apex. Across the river are the CommonWealth apartments and now the Marling Lumber property will be apartments too. We must save this land. Carolyn Beebe, the owner of Merry, and myself are beginning to talk of making that wild tangle a little wilderness preserve.

I'm not wanting this for my gain. I could sell the place in a few more years. With these rapidly rising property values I could sell it and make a small fortune for my relatives. I'd prefer to keep it small, keep it wild for generations to come.

Come look at the little pond and wilderness area. Then please talk to the Plan Commission and keep the west side of Merry St. low density.

Sincerely,
Christopher Burant

From: Carl Landsness
Sent: Sunday, July 15, 2018 5:45 PM
To: Stouder, Heather <HStouder@cityofmadison.com>
Cc: Imagine Madison <imaginemadison@cityofmadison.com>; All Alders <allalders@cityofmadison.com>; Mayor <Mayor@cityofmadison.com>; Yahoo! Inc. [redacted] PJS Js [redacted] Wisconsin Empathy Guild [redacted]
Subject: To planning commission re adopting Imagine Madison comprehensive plan

City of Madison - File #: 51349

Dear Planning Commission and Imagine Madison stakeholders,

In writing or testifying 10-20 times re Imagine Madison (to staff and commission) over the past two years re Imagine Madison (attending **many** of the public meetings and some commission meetings)...

I recall **NO** response to me suggesting that my many comments and contributions were heard (much less impacted change)... feeling very frustrated, disconnected and mistrustful (of people and process).

I acknowledge that my perspectives are rather unorthodox (and difficult to implement). Yet... this is exactly the type of unheard feelings (in others) I see leading many to unhealthy behaviors (apathy, withdrawal, indulgence, addiction, abuse **and violence**). I acknowledge that massive

effort was made to actively solicit diverse inputs from diverse citizens. However... I personally believe that they more encouraged and pampered whims and wants of the ego vs. needs and requests of the soul (motivated out of well-intended but guilt-driven or fear-driven "inclusion", "equity", "sustainable" and other politically popular terms... while ignoring higher, harder and humbling needs of the soul (individual to collective)... like this essay and this video.

As a recovering left-brained analytic engineer in hi-tech... I can empathize with such approaches (having done exactly such approaches before being humbled by a mid-life meltdown). However... if *We The People* wish to survive and evolve... I believe we need more... **much** more (beyond numb/dumb/run comfort, convenience and control... including our extreme indulgences in entertainment, food and alcohol).

Do you have the courage to challenge *We The People* to explore higher, harder and humbling needs of the soul (vs. pampering whines and whims of the ego)?

Our survival may depend on it.
Carl Landsness
District 6 native, invasive, departee and returnee

Link is: http://civicreflection.org/resources/library/browse/helping-fixing-or-serving
Essay is:

Helping, Fixing or Serving?
By Rachel Naomi Remen

"Fixing and helping create a distance between people, but we cannot serve at a distance. We can only serve that to which we are profoundly connected."

Helping, fixing and serving represent three different ways of seeing life. When you help, you see life as weak. When you fix, you see life as broken. When you serve, you see life as whole. Fixing and helping may be the work of the ego, and service the work of the soul.

Service rests on the premise that the nature of life is sacred, that life is a holy mystery which has an unknown purpose. When we serve, we know that we belong to life and to that purpose. From the perspective of service, we are all connected: All suffering is like my suffering and all joy is like my joy. The impulse to serve emerges naturally and inevitably from this way of seeing.

Serving is different from helping. Helping is not a relationship between equals. A helper may see others as weaker than they are, needier than they are, and people often feel this inequality. The danger in helping is that we may inadvertently take away from people more than we could ever give them; we may diminish their self-esteem, their sense of worth, integrity or even wholeness. When we help, we become aware of our own strength. But when we serve, we don't serve withour strength; we serve with ourselves, and we draw from all of our experiences. Our limitations serve; our wounds serve; even our darkness can serve. My pain is the source of my compassion; my woundedness is the key to my empathy.

Serving makes us aware of our wholeness and its power. The wholeness in us serves the wholeness in others and the wholeness in life. The wholeness in you is the same as the wholeness in me. Service is a relationship between equals: our service strengthens us as well as others. Fixing and helping are draining, and over time we may burn out, but service is renewing. When we serve, our work itself will renew us. In helping we may find a sense of satisfaction; in serving we find a sense of gratitude.

Harry, an emergency physician, tells a story about discovering this. One evening on his shift in a busy emergency room, a woman was brought in about to give birth. When he examined her, Harry realized immediately that her obstetrician would not be able to get there in time and he was going to deliver this baby himself. Harry likes the technical challenge of delivering babies,

and he was pleased. The team swung into action, one nurse hastily opening the instrument packs and two others standing at the foot of the table on either side of Harry, supporting the woman'slegs on their shoulders and murmuring reassurance. The baby was born almost immediately.

While the infant was still attached to her mother, Harry laid her along his left forearm. Holding the back of her head in his left hand, he took a suction bulb in his right and began to clear her mouth and nose of mucous. Suddenly, the baby opened her eyes and looked directly at him. In that instant, Harry stepped past all of his training and realized a very simple thing: that he was the first human being this baby girl had ever seen. He felt his heart go out to her in welcome from all people everywhere, and tears came to his eyes.

Harry has delivered hundreds of babies, and has always enjoyed the excitement of making rapid decisions and testing his own competency. But he says that he had never let himself experience the meaning of what he was doing before, or recognize what he was serving with his expertise. In that flash of recognition he felt years of cynicism and fatigue fall away and remembered why he had chosen this work in the first place. All his hard work and personal sacrifice suddenly seemed to him to be worth it.

He feels now that, in a certain sense, this was the first baby he ever delivered. In the past he had been preoccupied with his expertise, assessing and responding to needs and dangers. He had been there many times as an expert, but never before as a human being. He wonders how many other such moments of connection to life he has missed. He suspects there have been many.

As Harry discovered, serving is different from fixing. In fixing, we see others as broken, and respond to this perception with our expertise. Fixers trust their own expertise but may not see the wholeness in another person or trust the integrity of the life in them. When we serve we see and trust that wholeness. We respond to it and collaborate with it. And when we see the wholeness in another, we strengthen it. They may then be able to see it for themselves for the first time.

One woman who served me profoundly is probably unaware of the difference she made in my life. In fact, I do not even know her last name and I am sure she has long forgotten mine.

At twenty-nine, because of Crohn's Disease, much of my intestine was removed surgically and I was left with an ileostomy. A loop of bowel opens on my abdomen and an ingeniously designed plastic appliance which I remove and replace every few days covers it. Not an easy thing for a young woman to live with, and I was not at all sure that I would be able to do this. While this surgery had given me back much of my vitality, the appliance and the profound change in my body made me feel hopelessly different, permanently shut out of the world of femininity and elegance.

At the beginning, before I could change my appliance myself, it was changed for me by nurse specialists called enterostomal therapists. These white-coated experts were women my own age. They would enter my hospital room, put on an apron, a mask and gloves, and then remove and replace my appliance. The task completed, they would strip off all their protective clothing. Then they would carefully wash their hands. This elaborate ritual made it harder for me. I felt shamed.

One day a woman I had never met before came to do this task. It was late in the day and she was dressed not in a white coat but in a silk dress, heels and stockings. She looked as if she was about to meet someone for dinner. In a friendly way she told me her first name and asked if I wished to have my ileostomy changed. When I nodded, she pulled back my covers, produced a new appliance, and in the most simple and natural way imaginable removed my old one and replaced it, without putting on gloves. I remember watching her hands. She had washed them carefullybefore she touched me. They were soft and gentle and beautifully cared for. She was wearing a

pale pink nail polish and her delicate rings were gold.

At first, I was stunned by this break in professional procedure. But as she laughed and spoke with me in the most ordinary and easy way, I suddenly felt a great wave of unsuspected strength come up from someplace deep in me, and I knew without the slightest doubt that I could do this. I could find a way. It was going to be all right.

I doubt that she ever knew what her willingness to touch me in such a natural way meant to me. In ten minutes she not only tended my body, but healed my wounds. What is most professional is not always what best serves and strengthens the wholeness in others. Fixing and helping create a distance between people, an experience of difference. We cannot serve at a distance. We can only serve that to which we are profoundly connected, that which we are willing to touch. Fixing and helping are strategies to repair life. We serve life not because it is broken but because it is holy.

Serving requires us to know that our humanity is more powerful than our expertise. In forty-five years of chronic illness I have been helped by a great number of people, and fixed by a great many others who did not recognize my wholeness. All that fixing and helping left me wounded in some important and fundamental ways. Only service heals.

Service is not an experience of strength or expertise; service is an experience of mystery, surrender and awe. Helpers and fixers feel causal. Servers may experience from time to time a sense of being used by larger unknown forces. Those who serve have traded a sense of mastery for an experience of mystery, and in doing so have transformed their work and their lives into practice.

Rachel Naomi Remen, M.D. is Associate Clinical Professor of Family and Community Medicine at U.C.S.F. Medical School and co-founder and medical director of the Commonweal Cancer Help Program. She is author of the bestseller, Kitchen Table Wisdom: Stories That Heal.

Helping, Fixing or Serving?, Rachel Naomi Remen, Shambhala Sun, September 1999.

From: Kevin R Schneider
Sent: Sunday, July 15, 2018 11:38 PM
To: Stouder, Heather <HStouder@cityofmadison.com>
Cc: Rummel, Marsha <district6@cityofmadison.com>
Subject: I support Low Density Residential housing on Merry St.

My name is Kevin Schneider, and I support low density residential housing on Merry St. I have learned that the city council is considering changing the zoning laws for the west side of the street to low-medium density, and I highly disapprove. There are several higher density apartment buildings constructed nearby on the near east side. Please help keep Madison a place for families to own houses on the isthmus. The trend of building bigger apartment buildings might be necessary to some extent, but please don't let those developments take every little possible nook. This street has wonderful family homes, along with beautiful natural environment. Please allow this little section of beautiful land to exist. Please don't give in to the big developers.

Sincerely,
Kevin Schneider

Plan Commission
Meeting of July 16, 2018
Draft Comprehensive Plan

Summary

1. The Plan Commission/Council should vote on a Comprehensive Plan that provides actual language changes. At the last Plan Commission meeting, staff indicated the Commission/Council would be provided spreadsheets of the requested changes and that was how the Downtown Plan was approved. The Downtown Plan was approved using a spreadsheet, but that spreadsheet contained both the proposed change AND the actual language.
2. Staff expressed the hope, when asked, that all mismatches between the draft GFLU map and sub-area plans had been identified. Mismatches exist within the area studied for Willy Street BUILD II. For example, staff insisted on 5-story residential classification when BUILD II calls for 2 ½ stories.
3. The claims in the draft Plan that the community wants infill and redevelopment was based on preferences expressed in 545 resident comments: 148 at community meetings; 63 at resident panels; and 334 on the website survey. This means that a mere .26% of residents (not including residents under age 18) expressed any preference. This is a negligible response rate, has no statistical validity, and certainly should not be used to justify high levels of infill/redevelopment.
4. Activity Centers and Corridors were not areas designated by the community for infill/redevelopment. Rather the community supported certain amenities (walking/biking, public transit). These amenities could be extended to areas outside of corridors and activity centers.
5. The modules used in the Urbanfootprint should have included additional modules. For example, consideration of the impact of infill/redevelopment on existing neighborhoods (including gentrification), supporting strong schools, stormwater management.
6. The drawbacks of edge development, as allegedly evidenced by the seven modules, are not an inevitable result. Policy changes could be made that mitigate the impact. Water use could be less if lawns were not so large. Heating costs could be lowered if edge development had more multi-family housing. Transportation impacts are the same whether edge development is 50% or 30%. There was not any difference in emissions. Increased walking presumes that existing residents will be willing to walk a mile or so to get to an activity center.
7. Implicit bias may have steered the community responses toward infill/redevelopment. The Urbanfootprint document makes clear infill/redevelopment is the City's preference.
8. Increasing zoning thresholds (e.g., number of permitted stories) will not slow the increase in housing costs. The current zoning thresholds are taken as a given – almost all developers ask for more. That will continue if thresholds are raised, because the bigger a project the bigger the profits. And high-end housing generates even more profit.

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1. The Plan Commission/Council should be voting on a Plan that provides actual language changes.

At the July 2nd Plan Commission meeting, staff was asked whether the Commission (and Council) would be able to review the changes prior to adoption. Staff said no: it would take weeks/months to do detailed language for the 125 items (not including changes PC asked for at the working groups); it would basically be a new plan and "there's probably a good chance that all of the speakers that we've had over the course of the last two months will come back out and they will have more edits, suggested edits, to that new plan;" it is hard to wordsmith a 150 page document; the thought is that there would be some trust placed in staff as professional employees to take comments and make text edits.

Staff said the Commission/Council would work off of spreadsheets – this is how it was done for the Downtown Plan. This is **NOT** how the Downtown Plan was approved. The plan was adopted by Legistar 24468.
https://madison.legistar.com/LegislationDetail.aspx?ID=1153039&GUID=CA02F35D-6311-4326-A502-2121083DF9C6&Options=Advanced&Search=

Item #81 is the Common Council memo from staff. The intro starts with: "On June 18, 2012, the Plan Commission approved its final report and recommendations on the Downtown Plan. That report consists of the recommendations in staff Memorandum 6 to the Plan Commission (dated June 18, 2012) as well as actions taken at the June 18, 2012 Plan Commission meeting as described in this memorandum."
https://madison.legistar.com/View.ashx?M=F&ID=2005364&GUID=20C0E56B-3BEB-4DA1-8999-3CDAEAAF883F

Memorandum 6 is item #2.
https://madison.legistar.com/View.ashx?M=F&ID=2004934&GUID=BBC7B9A4-4328-4674-BCCF-84C2534AF1F1

Memorandum 6 is a spreadsheet, but it contains the actual substitute language.

SETTING THE STAGE (pages 1-4)

At its February 23, 2012 meeting, the Plan Commission approved this section of the plan with the changes in the table below.

PAGE	PLAN COMMISSION RECOMMENDATION	STATUS
3 (¶ 3 / sent. 2)	Madison's near east and near west sides are home to great residential neighborhoods, important community institutions, arts venues, bustling retail districts and other successful businesses. *Add a reference to the arts in the last paragraph on page three. [ARTS]*	☑

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The Commission/Council should have the actual language, not just the statement of the intent of a change. Wisconsin statutes provide that it is a plan commission's function and duty to make and adopt a plan. Or, as stated in the *Plan Commission Policies and Procedures Manual*, the Plan Commission is authorized to "[p]repare, amend and recommend adoption of the Comprehensive Plan by adopting a resolution by a majority vote of the entire Commission."

2. Mismatches between sub-area plans and the draft GFLU map.

At the July 2nd meeting, staff was asked whether there are any sub-area plans that are in conflict with the draft plan. Staff replied that their hope had been to not create a mismatch and they hope all mismatches have been identified, but they cannot guarantee that there are not any mismatches. MNA and TLNA were used as examples of fixing mismatches.

Mismatches exist. MNA (and neighbors) did not seek to correct all mismatches. The focus was on the ones that had at least a slim chance of being changed.

The following is a list of mismatches that are covered by BUILD II (and the East Rail Corridor plan where it overlaps with BUILD II). I did not include mismatches of ½ story of less. I did not include mismatches where the argument could be used that the GFLU map is general, and the sub-area plans still apply. (For example, if BUILD II calls for 2 ½ stories and the draft map is NMU at 2-4 stories, it can be argued that there is not any inconsistency since the sub-area plan needs to be considered.)

- North 600 block of Williamson: East Rail Corridor Plan calls for employment but the draft GFLU map is CMU. Could be changed back to employment.

- South 600 block: BUILD II calls for 4 stories at the Fauerbach (zoned PD), but the draft GFLU map is MR (5 stories). Fauerbach is 2 stories and density is 19.68 units/acre, which fits within the proposed Low-Medium Residential district (7-30 units/acre, 1-3 stories). Could be changed to LMR.

- South 700 block: 2 ½ stories, draft GFLU map is MR (5 stories). Density, excluding the mini-park and PD apartment building, is 27 du/acre, 1-2 units per structure except one that has 6 units, and 1-2 stories. Density including the park and 11-unit PD apartment building is 33.8 du/acre. Could be changed to LMR.

  This 700 block south issue was brought to staff in December 2017. In January 2018, staff changed the Jenifer side of the triangular block, but refused to change the Williamson side.

  And a side note: The little triangle park, 6080 sq ft, is not reflected as green (parks and open space). This may mean nothing, but another teeny little park is

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reflected as green on the draft GFLU map – the little green space at Crazylegs and Monroe (4392 sq ft).

- North 800 block (bike path side): BUILD II calls for 3 stories (with bonus, 4 stories), but the draft GFLU map is CMU (6 stories). Could be changed to NMU.

- North 1000 block (bike path side): BUILD II calls for 3 stories (with bonus, 4 stories), but the draft GFLU map is MR (5 stories). Currently, over 2/3 of the use is a City facility. Could be changed to LMR.

- North 1100 block (bike path side): BUILD II calls for 3 stories (with bonus, 4 stories), but the draft GFLU map is MR (5 stories). Current use is the 76 unit affordable apartment building (about 76 du/acre) which is zoned PD, the brewery, and the side yard of a residential property. Could possibly be changed to LMR.

3. Strong community preference for infill/redevelopment: number of respondents

The total number of resident comment that expressed this "strong general preference" was 545 comments: 148 at community meetings; 63 at resident panels; and 334 on the website survey. See attached or:
https://www.imaginemadisonwi.com/sites/imaginemadisonwi.com/files/document/pdf/Summary%20of%20Phase%203%20Growth%20Prioritization%20Feedback_180125.pdf

Does this really rise to a "strong general preference?" The fact that only, at most, .26% of adult Madison residents responded to the question makes any conclusions meaningless. Note: Madison, as of July 2017, had an estimated population of 255,214, with 82.9% of residents age 18 or older. See the US Census Bureau QuickFacts for Madison:
https://www.census.gov/quickfacts/fact/table/madisoncitywisconsin/AGE295217#viewtop
Plus, at community meetings and meetings of resident panels, infill/redevelopment included almost all of Madison – basically East Towne to West Towne. See map on page 1 of attachment or:
https://www.imaginemadisonwi.com/sites/imaginemadisonwi.com/files/document/pdf/Summary%20of%20Phase%203%20Growth%20Prioritization%20Feedback_180125.pdf

And those residents that supported a 70% infill/redevelopment rate on the Web site was 67% of 334 responses, or 224 comments, or.11% of adult Madison residents.

Yet this strong preference is repeatedly mentioned, and seems to be used to justify the City's decision to focus on infill and redevelopment.

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Draft Comprehensive Plan text:

- Page 15: "...strong preference for redevelopment expressed throughout the public interactions ..."
- Page 39: "...strong preference for infill (building on undeveloped land that is surrounded by other development) and redevelopment (building on previously developed land) over edge development (building on farmland) to satisfy continuing demand for more housing."
- Page 39: "When asked which areas of the city are most appropriate to accommodate future growth, 81% of Resident Panel survey respondents and 91% of community meeting respondents preferred land in already-developed areas. Similarly, about two-thirds of website survey respondents advocated for an even higher amount of infill and redevelopment than the city has seen since adoption of the city's last Comprehensive Plan in 2006. 20% of website survey respondents felt that aiming for a 50/50 mix was appropriate."
- Page 39: "The strong community preference for infill and redevelopment should not be taken as a demand for totally eliminating edge growth."
- Page 50: "While this Plan does not recommend a halt to development on the City's edges, Imagine Madison participants overwhelmingly advocated for redevelopment; 67% of Imagine Madison web survey respondents favored more infill and redevelopment vs. 13% for more peripheral development and 20% for a 50/50 split."
- Page 76: "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."
- Page 103: "While feedback through the Imagine Madison process heavily favored infill and redevelopment to accommodate much of the city's anticipated growth, there will continue to be a demand for additional development on the periphery of the city, including areas currently outside the City."

Urbanfootprint text:

- "Implementation of the community's strong general preference for growth to be largely accommodated through infill and redevelopment will be challenging." (page 161)

From the Imagine Madison "Where should We Prioritize Growth?"

- "Feedback from residents through the Imagine Madison process has indicated that redevelopment, especially in existing centers and corridors, should remain a priority for the City over the next 20 years."

https://cityofmadison.maps.arcgis.com/apps/Cascade/index.html?appid=0cbe573f626a4c7696c74740c0cb6605

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4. Activity Centers and Corridors as the Focus for Growth

From the Imagine Madison "Where should We Prioritize Growth?"

> "Aside from some scattered tear-downs and rebuilds of single-family homes, most redevelopment has occurred within mixed-use centers and corridors. Not only is it easier to serve these areas with transit, but mixed-use areas tend to generate less traffic because more jobs, goods, services, and recreational destinations are either adjacent to transit or within biking and walking distance from residential development."
>
> and,
>
> "Feedback from residents through the Imagine Madison process has indicated that redevelopment, especially in existing centers and corridors, should remain a priority for the City over the next 20 years."

https://cityofmadison.maps.arcgis.com/apps/Cascade/index.html?appid=0cbe573f626a4c7696c74740c0cb6605

The Growth Prioritization Summary does not reflect residents being asked whether "existing [activity] centers and corridors" should be the focus for growth. Residents were asked about what amenities were needed (walking/biking, public transit). See attachment or:
https://www.imaginemadisonwi.com/sites/imaginemadisonwi.com/files/document/pdf/Summary%20of%20Phase%203%20Growth%20Prioritization%20Feedback_180125.pdf

The community feedback could translate into support for redevelopment in corridors and activity centers. It could also translate into a conclusion that Metro service needs to be improved, and that neighborhoods need to be walkable (e.g., not crossing 6 lanes of traffic).

The map reflecting growth comments did not, for example, have even one comment pointing out that Williamson is ripe for redevelopment. The map had only one comment that Schenk's Corners has underutilized land. For the growth summary results and the map, see the following links:
https://www.imaginemadisonwi.com/sites/imaginemadisonwi.com/files/document/pdf/Summary%20of%20Phase%203%20Growth%20Prioritization%20Feedback_180125.pdf

https://cityofmadison.maps.arcgis.com/apps/webappviewer/index.html?id=c189697b9831460bb3f707c70ab1bd40

As a side note, the Activity Centers, for the most part, are existing shopping areas. Page 46 of the draft Plan states that, as part of creating complete neighborhoods, there should be "redevelopment of single-use commercial areas into mixed-use Activity Centers." These areas were selected for CMU development "... due to their accessible locations along major transportation corridors and the opportunities to significantly increase integrated housing and commercial development." Page 23, draft Plan.

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Yet one has to question whether activity centers along major roads lead to complete neighborhoods. And wonder whether 6-story+ CMU buildings actually provide commercial uses that address the needs of local residents. Yet pages 175-176 of the Urbanfootprint document, the long-range concepts for East Towne, West Towne and South Area, do not seem to integrate the complete neighborhood concept. There is obviously density, but sidewalks are limited to major roads, with lots of parking lots to be crossed if one is to walk or bike: the " ... network of well-connected streets and blocks, useable public spaces, and a system of connected parks, paths, and greenways" seems to be lacking. (Page 48 of draft Plan.)

5. Choice of modules for the Urbanfootprint

"As part of the Comprehensive Plan process, the City used a growth scenario modeling tool called Urbanfootprint to help estimate the future impacts of our land use and transportation decisions across seven major modules ..."

A broader view of what counts as a major module should have been included in the analysis. The seven major modules did not include modules that, at least arguably, have a major impact. For example, ensuring a good housing mix (in terms of cost) throughout the City was not included, nor was ensuring a healthy school system. The effect of even more intense development in the isthmus was not addressed. What of urban flooding due to less unpaved ground surface for water infiltration? What of gentrification? What of the heat island effect? What of gridlock and increased local air pollution due to more traffic and more idling traffic? (Those new residents will not all be downtown workers, walking to work.) As recognized in the Urbanfootprint document:

> With infill/redevelopment, "local traffic may increase. Additionally, demand for low-cost or free on-street parking can increase. While harder to quantify, infill and redevelopment often change the general feel of an area. While it can add exciting new destinations, larger buildings are sometimes seen as out of scale with their surroundings and are not always embraced by some residents who value the current look and feel of a corridor or neighborhood." Page 165.

The City has recognized that infill/redevelopment can lead to gentrification.

> "Implementation of the community's strong general preference for growth to be largely accommodated through infill and redevelopment will be challenging. Redevelopment, when compared to edge development, will always have more residents nearby, some of whom may not agree with a given project. When contrasted with edge development, which tends to have very few (if any) neighbors, attempting to address stakeholder concerns with a proposed redevelopment project creates uncertainty in the development process. When combined with other redevelopment challenges that generally are not present in edge development, such as building demolition, a constrained site, potential environmental contamination,

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and maintaining transportation circulation, the market demand and the **potential financial reward of redevelopment has to be substantial before a redevelopment project can proceed**." Urbanfootprint, page 161, emphasis added.

And infill/redevelopment has led to gentrification. As an example, 906 Williamson sold in 2015 for $700,000. At that time the property's assessed value was $284,700 ($157,400 for land and $127,300 for the improvement). The house was demolished, so the developer paid 4.4 times the assessed value of the land. Apartment rents range from $1,150 (492 sq ft) to $2,100 (915 sq ft). The building's website describes these as "premier apartments." The developer claimed that the new construction had a value of $3,057,000 on the new construction permit. The building sold in May, 2018, for $6,450,000 (despite a 2018 assessment value of $4,381,700).

Or look at 418 Division. Assessed 2016 value was $280,200 (land $70,000, building $210,200). The developer paid $550,000. This was a site that Jenifer Street Market wanted to purchase, but was unable to compete due to the high purchase price.

Or look at 704 Williamson. In 2016 it had an assessed value of $1,293,000 ($396 for the land and $897,000 for the building). The building was demolished, but the purchase price was $1,900,000.

Further, the Urbanfootprint analysis assumed continued low-density edge development. What if edge development was more intense in terms of housing density and amenities? Residents could walk to the hardware store, bus ridership could be enough to make it profitable for Metro. Even the draft Plan intends for peripheral neighborhoods to have greater density, see Strategy 6 of Land Use and Transportation: "Continue to update peripheral neighborhood development plans to increase allowable development intensity and create density minimums." (Page 113 of draft Plan.)

6. What the seven modules really reflected

Of the seven major modules, the only module that supported 70% infill/redevelopment was City fiscal concerns. The other modules could be addressed in various ways.

- Energy use: The decrease under Scenario 3 was just due to multi-family dwellings being more energy efficient. Solution: have more multi-family in edge areas.
- Water use: the scenarios did not result in a substantial difference in water use, but any differences were due to the size of lawns that needed watering. Solution: have smaller lawns in new edge development.
- Fiscal impacts (for both the City and for households). Household fiscal impacts were just fuel costs. Solution: greater edge densities could make it fiscally

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possible to expand Metro; the City could seek to locate more employment at the edges.[1]

City costs were building and maintaining road and utility networks and providing emergency services. Is the City not going to build roads in the areas for which it already has neighborhood plans? Will greater downtown density not create a greater need for emergency services (e.g., add ambulances/fire trucks and staff at existing stations, perhaps also causing a need for station expansion)?

> "All this adds up to redevelopment generating more tax revenue for the City while creating fewer costs to be borne by property taxpayers. Not only is that better in the short term, but redevelopment also helps sustain the fiscal health of the City over the long term – fewer maintenance liabilities are generated, and the City doesn't have to depend as much upon revenues from new growth to pay for maintaining existing services and infrastructure." (Urbanfootprint, page 165, end of first paragraph)

- Transportation: Scenario 1 had only limited Metro bus extensions; Scenarios 2 and 3 had substantial Metro expansion and BRT. Solution: Scenario 1 could be corrected by denser edge development, but 70% infill/redevelopment versus 50% infill/redevelopment had no impact on Metro.
- Emissions: "nominal decrease from Scenario #1 to Scenario #3." And "Scenario #3 is equivalent to removing approximately 11,100 cars from the road." Which sounds good, but not any substantial effect.
- Health: only measure was walking ("residents tend to walk more if there are destinations nearby). How much more? A 2 block walk to the store 2 times/week does not really impact health.
- Land consumption: Per the Urbanfootprint document, Scenario 3 saves 932 acres (1.45 square miles, or 2% of Madison's 2015 square miles).
  2010: Madison land area of 76.79 sq miles (US Census)
  2015: Madison land area of 79.4 sq miles
  https://www.cityofmadison.com/council/documents/resource/01Vision.pdf

7. Was community input unconsciously steered a certain direction?

Community input was sought through a survey comparable to this document:
https://cityofmadison.maps.arcgis.com/apps/Cascade/index.html?appid=0cbe573f626a4c7696c74740c0cb6605

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[1] How does the City know now many miles someone on the fringe drives to get to work? There is a map that shows employment by square miles.
https://imaginemadisonwi.com/sites/imaginemadisonwi.com/files/document/pdf/City%20Snapshot.pdf
Of course, the downtown and campus reflect tons of employment. But what of the Northport complex of Jungs, Culvers, gas station, dental offices, credit union, bait shop, Kwik Trip, Pizza Hut, laundry, and an ethnic store? The employment map does not pick up an area that probably employs close to 100 people. If the City does not have good underlying data reflecting the relationship between home/work/miles driven, assumptions about any Scenario 3 reduction in vehicle miles driven is just that – an assumption, not a reasonable projection.

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Survey results (or results of community meetings or resident panels) are only as good as the survey design. Underlying data, even question structure, can elicit the opinions desired by the survey takers. I looked at the survey when it was put on the Imagine website. My immediate thought was, well, of course, infill/redevelopment is better – the City is saving farmland, using less water, and less miles are driven (implying both less gas and less pollution). Who would not vote for infill/redevelopment?

Public input was at a high level either/or scenario. Options were not provided, so residents were not given any ability to weigh and balance various factors. For example, adding a number of 4-unit buildings throughout the City, or making new edge development more intense could save farmland. Nor was it mentioned in the community survey that BRT nodes (3 areas totaling 850 acres) could save 2,900 acres of edge development. Nor was it mentioned that the 932 acres "saved" by Scenario #3 is about 2% of City land area. Water is only saved due to smaller lots/multi-units, and that could also be part of edge development. Less miles are being driven, but that does not really affect pollution levels (per the Urbanfootprint document), and fewer miles could also be handled by an expanded Metro if edge development was intense enough.

8. "Fixing" multi-housing by increasing allowable thresholds.

Page 51 of the draft Plan:

> "By-right" multifamily residential development rarely occurs in Madison. Under Madison's zoning code, almost every mixed-use building or significant multifamily residential development requires conditional use review by the Plan Commission due to building height, size, number of housing units, and other thresholds. Only two buildings with multifamily residential components totaling 12 dwelling units were approved as permitted uses between 2013 (when the city's new zoning code was adopted) and 2016, of approximately 7,800 total new multifamily units approved during this period. Adjusting conditional use thresholds may streamline the project review process, accelerate the addition of new units, and slow the increase in housing costs.

Page 114 of the draft Plan:

> "Explore adjustments to the number of dwelling units, building size, and height thresholds between permitted and conditional uses to increase the allowable density for residential buildings in mixed-use zoning districts and select residential zoning districts."

Property owners, at least in the isthmus, know what developers can realize in profits and want their share of those profits. But as bigger buildings are allowed, the potential profits increase, and land becomes more expensive. Those developments can only be supported by high-end apartments/condos. Thus creating a vicious cycle that does not support housing for residents even earning the median income, nor for businesses that

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are not fancy restaurants. Increasing size, height and other thresholds would lead to further gentrification.

Alternatively, the project review process could be streamlined if height were not a conditional use (allow only as a variance). This would also promote construction of the "missing middle" housing types.

Respectfully Submitted,
Linda Lehnertz

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Preliminary Summary of Phase 3 **Growth Prioritization**
Imagine Madison—Comprehensive Plan Update

Objective:
The purpose of this report is to summarize the feedback received from community members during Phase 3 of the Imagine Madison process, regarding **Growth Prioritization.** This summary is based on data from three different types of community feedback: Community Meetings, the Imagine Madison website, and Resident Panels.

Community Meetings and Resident Panels

Engagement:
For the Phase 3 **Community Meetings** in late October 2017, attendees were asked to place sticker dots on a map of Madison (shown in Figure 1 below), choosing areas in which they feel Madison could accommodate future housing growth. Each individual could place up to 6 dots on the map, along with a short description to explain their reasoning. The map, and accompanying comments, are included separately in your packet. To gain further insight from residents, participants had the option to answer more specific value-based questions relating to housing growth on a paper survey.

The **Resident Panels,** which are groups of residents that were formed to reach historically underrepresented community members, provided their feedback in a format similar to the Community Meetings. Additionally, the Resident Panels provided summary documents about what they discussed, and noted if there was consensus or differing viewpoints about certain topics. Resident Panel participants also had the option to individually answer more specific value-based questions relating to housing growth on a paper survey.

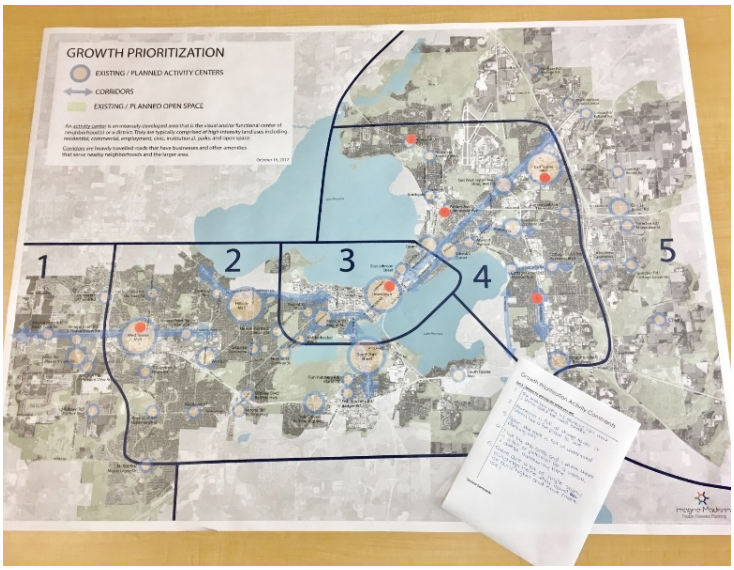


Figure 1: Community Meetings and Resident Panel Activity

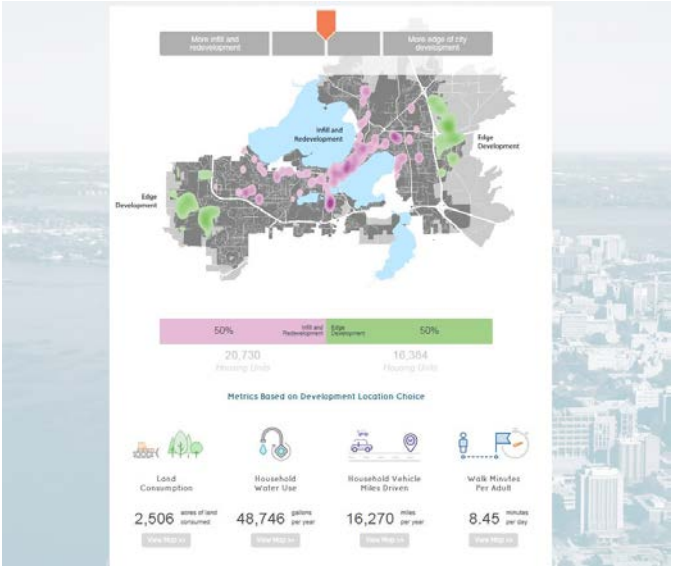


Figure 2: Website Activity

The growth prioritization map separated the city in five large areas. The table and charts below tabulated dots on the map in areas 2, 3, and 4 as Infill/ Redevelopment and areas 1 and 5 as Edge Development. The large map included in the packet has numbered dots – numbers correspond to comments provided relating to the dot location (some dots have no associated comment, and simply indicate that someone felt growth was appropriate in that location).

Results:
Community Meeting participants placed 91% of their dots in infill/redevelopment areas. Resident Panel participants placed 81% of their dots in infill/redevelopment areas with the remainder placed in areas around the edge of the City.

	Community Meeting	Resident Panel
Infill / Redevelopment	135	51
Edge Development	13	12

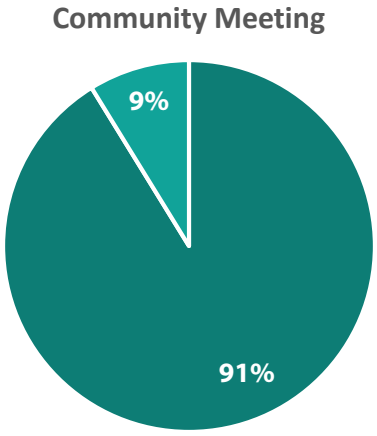


Figure 3

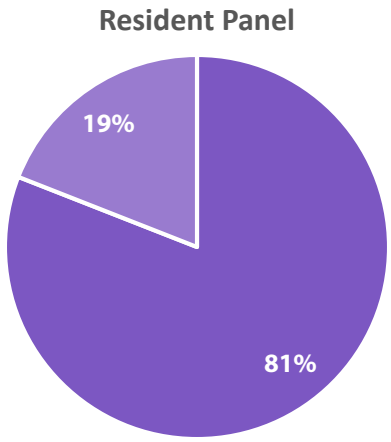


Figure 4

Note: not all Resident Panel groups chose to participate in this map activity. Instead, they spent more time on the Strategy Prioritization activity.

Website Activity

Engagement:
The **Imagine Madison website** included a survey module available from October 23 through December 31, 2017. The survey module allowed users to complete an activity that was streamlined from the Community Meeting and Resident Panel activity. The web survey provided background information about how much growth Madison is expected to experience. Individual users were then asked to choose their preference regarding how Madison should accommodate the expected housing growth. Users were shown a simplified map of Madison (shown in Figure 2 above). Users could choose from 70% Infill and Redevelopment with 30% Edge Development; 30% Infill and Redevelopment with 70% Edge Development; or a 50/50 split between Infill and Edge.

The City of Madison is using a growth scenario modeling tool called UrbanFootprint (designed by Calthorpe Analytics and customized for use in Madison and Dane County) to help estimate what the future impacts of our land use and transportation decisions will be across seven major modules (energy, water, fiscal, transportation, emissions, health,

and land consumption). As website users chose their preference, the estimated impacts of their choice would update using simple animated icons and numbers. Like the Community Meetings and Resident Panels, website users could answer more specific value-based questions relating to growth. For more information about UrbanFootprint scenario modeling, please see the attached handout.

Results:
67% of the 334 people who participated in the growth prioritization exercise on the Comprehensive Plan website preferred Scenario #3, which represented 70% infill/redevelopment and 30% edge development, which is more infill and redevelopment than the City has been experiencing over the past 10 years. Approximately 20% of people felt that the ratio of infill/redevelopment to edge development that Madison has had over the past decade (roughly 50/50 split) is an appropriate mix, and 13% thought the city should pursue more edge development. A chart of those results is below in Figure 5.

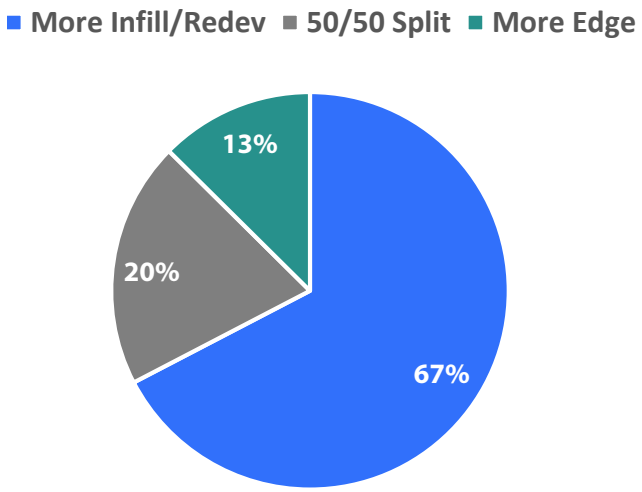


Figure 5

Value Questions Survey Results (Community Meetings, Resident Panels, and Website)

The results of the survey that was available to participants in the Community Meetings, Resident Panels, and website users are summarized below by question.

Growth Prioritization Question: ***Where would be a good location in Madison to add lower cost housing?***
Responses with more than two of the same answer are tallied below, with a count listed behind each response.

- **Sides of Town:**
  - Throughout the City: 63
  - Downtown/Isthmus: 50
  - East Side (including Far East and Near East): 44
    - East Side: 22
    - Near East Side: 16
    - Far East Side: 3
    - Northeast Side: 3
  - West Side (including Far West and Near West): 42
    - West Side: 24
    - Near West Side: 17
    - Far West Side: 1

- South Side/Near South Side: 13
- North Side/Near North Side: 10

- **Streets & Corridors:**
  - East Washington Ave: 20
  - Park St: 20
  - University Ave: 8
  - Monroe St: 8
  - Milwaukee St (including Voit Farm and Woodman's East): 6
  - Atwood Ave/Atwood Area: 5
  - Regent St: 4
  - Williamson St: 4
  - Fish Hatchery Rd: 4
  - Mineral Point Rd: 3

- **Close to:**
  - Close to Transit: 35
  - Close to Employment: 13
  - Close to Schools: 8
  - Close to Services: 8
  - Close to or on UW Campus: 6

- **Malls:**
  - Hilldale/Hilldale Area: 7
  - West Towne Mall: 4
  - Westgate Mall: 3

Notes:

- Since the question specified a good location <u>in Madison</u>, responses that listed other cities/villages were disregarded (there were only a handful).
- Only one out of 400 responses listed newly developing areas on the outskirts as a good location (though there were also four replies that listed the far east or far west sides).
- Only two out of 59 Resident Panel responses left this question blank. The vast majority of Resident Panel responses are under the "Sides of Town" category, though there were no major patterns about which side of town (Throughout the City, East Side, West Side, and Downtown were all common replies for the Resident Panels, as they were for the web comments).
- Some people included more than one answer, and some listed "East Side, West Side," as an answer, which could reasonably interpreted to be "Throughout the City." Even though it is the leading reply, "Throughout the City" may therefore actually be undercounted.

Growth Prioritization Question: ***Is there an example of a housing development (an apartment building, subdivision of homes, etc.) in Madison that you value? If so, what about it do you value?***

- City Row Apartments: 14
- Sequoya Commons: 11
- Union Corners: 10
- East Washington Ave: 9 (some simply listed the street, and some made specific reference to the high-rise development)
- Monroe St/Monroe Commons: 8
- Downtown/Isthmus: 7
- Park Central Apartments: 7
- Lake Point Dr/Garden View Court: 7
- Troy Gardens: 6
- Arboretum Co-housing: 6
- The Overlook at Hilldale: 5
- Tiny Homes: 4
- Grandview Commons: 4
- The Lyric/The Breese: 4
- Truax/CDA Housing: 3
- Hilldale Area: 3
- Atwood Ave Area: 3
- 2550 University: 3
- Constellation/Galaxie: 3

Notes:

- As is apparent, all of the most common responses, other than the Grandview Commons neighborhood, are older neighborhoods/areas or redevelopment projects.
- The majority of responses only listed the development, not necessarily what they value about the development. Of those that did list why they like the development, citing proximity to amenities (shopping, parks, restaurants, services, etc) or mixed use development was very common. Many people who liked the City Row Apartments and Park Central Apartments expressed admiration for the projects' architecture and how the projects fit within their surroundings. Integration of affordable units was another common reason for liking projects.
- There were fewer replies to this question than the question about lower-cost housing (many people simply left it blank or replied "I don't know.").
- Examples of development that are either planned or under construction were not counted (for example the Coho Madison, Garver, and Public Market projects were listed as projects that people liked, but none are complete).
- There were 59 Resident Panel questionnaires that were filled out, but only 24 of those had replies to this question. The only place listed more than once by Resident Panel respondents was Lake Point Dr/Garden View Court (in fact, all seven of the "likes" for that area are from Resident Panels). Other Resident Panel responses focused on either recent projects with an affordable component (City Row Apartments, The Overlook at Hilldale, Rethke Terrace), or areas of the city that tend to have units that are affordable (Northport Dr, Packers Ave, Bayview Neighborhood).

Growth Prioritization Question: ***What type of neighborhood housing do you prefer?***

	CM	Web	RP
A mix of housing types (single family homes, duplexes, apartment buildings, etc.)	36	225	41
Apartment Buildings	2	14	8
Other	3	4	4
Single Family Homes	3	49	12

Growth Prioritization Question***: How important is it to have neighborhoods where you can walk or bike to parks, schools, shops, and other resources needed for daily living?***

	CM	Web	RP
1 (Least Important)	0	5	0
2	0	6	2
3	2	15	1
4	3	64	14
5 (Most Important)	39	202	48

Growth Prioritization Question: ***How important is it to have neighborhoods with access to quality public transit?***

	CM	Web	RP
1 (Least Important)	0	8	0
2	0	5	0
3	2	34	3
4	6	78	11
5 (Most Important)	36	166	50

From: [redacted]
To: Stouder, Heather
Cc: Grady, Brian
Subject: An incredibly important zone.....where water meets land
Date: Sunday, July 15, 2018 3:43:24 PM

Heather, Brian

This is a bit simplified, but from an ecosystem/sustainability perspective, one of the most important area's is where one zone hits another. Example.....where prairie merges with trees. Another is where land and water meet. Area's such as these are often where critters live in one and eat in the other. Along a river or lake, what happens when we put our infrastructure in the area where, say a muskrat might want to dig a burrow? We often put our sidewalks, roads, parking lots etc in areas such as these. We often stabilize shorelines in ways that make it impossible for turtles to lay eggs or dragonflies, eaters of mosquito larvae, to flourish.

The *Pollinator Report* is an excellent example of planning. What is the equivalent in planning for areas next to bodies of water?

Best,

Anne Walker

On 10 Jul 2018 at 16:43, Stouder, Heather wrote:

From: "Stouder, Heather" <HStouder@cityofmadison.com>
To: [redacted]
Copies to: "Grady, Brian" <BGrady@cityofmadison.com>
Subject: **RE: What I Love about my Neighborhood.....the meeting**
Date sent: Tue, 10 Jul 2018 16:43:26 +0000

Anne-
The Plan Commission meeting will be on Monday, 6/16, starting at 5:30 PM in Room 201 of the City County Building (the Council Chambers).

Thanks!

Heather

Heather Stouder, AICP
Director, Planning Division
City of Madison Department of Planning &
Community & Economic Development
126 S Hamilton Street
Madison, Wisconsin 53703
P: 608-266-5974
F: 608-267-8739
hstouder@cityofmadison.com

-----Original Message-----
From: [redacted]
Sent: Tuesday, July 10, 2018 11:39 AM

To: AutoLogon
Cc: AutoLogon
Subject: Re: What I Love about my Neighborhood.....the meeting

Heather

do you know what room the meeting will be in?

On 10 Jul 2018 at 13:06, Stouder, Heather wrote:

From: "Stouder, Heather" <HStouder@cityofmadison.com>
To: [redacted]
Copies to: "Grady, Brian" <BGrady@cityofmadison.com>
Subject: RE: What I Love about my Neighborhood
Date sent: Tue, 10 Jul 2018 13:06:26 +0000

Anne-
Thank you for sharing your comments. Shall we provide these to the Plan Commission as they consider their recommendation to adopt the Comprehensive Plan next Monday?

Best-

Heather

Heather Stouder, AICP
Director, Planning Division
City of Madison Department of Planning &
Community & Economic Development
126 S Hamilton Street
Madison, Wisconsin 53703
P: 608-266-5974
F: 608-267-8739
hstouder@cityofmadison.com

From: [redacted]
Sent: Tuesday, July 10, 2018 7:03 AM
To: AutoLogon; AutoLogon; [redacted]
Cc: AutoLogon; AutoLogon
Subject: What I Love about my Neighborhood

I love that living in my neighborhood keeps me in practice for bigger cities. You see someone, dressed, pierced, or whatever and you get a glimpse of a bigger picture....the different ways we find to be ourselves. I'm a skirt/shoes that I can go "off-road" with....no heels, arch support kinda gal.

I love that on the Jenifer St Reconstruction, when the neighborhood was asked what was most important to the them, #1 response was canopy trees. I will admit to being nervous asking. Often, the response from communities all over the place is that the most important thing is parking. Our's, trees.

I love that I can go to the hardware store and ask how I can fix something....for a while....til I can get back to the job. I love that I can get favorite dresses mended, my work clothes mended and turned into a work of art at Janssens Shoe Repair. I shouldn't....but I love a huge blueberry pancake at Willaby's with butter.....

I've lived in two tourist towns. Near Bayfield in Northern Wisconsin, and out west. When I lived up North, at a certain point in the season, a bunch of the shops would close. Locals were not shopping for "I Love Bayfield" t-shirts for $50+. We didn't eat as much fudge and pie either..... Lovely quality, priced accordingly. How we afforded living there was by driving a few towns over, to a more local business district. Same in the mountains, where the business district was based on people on vacation, passing through, or folks who simply had a lot more money.
What I worry about with our desire to make Madison a bigger city is that we will go a direction that does not reflect longtime values and goals. Affordability, diversity, trees, loving our lakes and streams....

I worry that I will be priced out of my home, or squeezed so hard, that I break. Traffic is increasing....quite a bit. Various types of parties, lots of alcohol....lots more noise. I hear folks show up at meetings and say "Well, cities are noisy places" and it kind of feels like they are saying, get over it.....live with it. I don't want to hear your voice. I sometimes wonder if I hear the phrase "activate space" at another meeting, if my head will implode.

I think there are many in the neighborhood who believe that now is a really great time in history to take nature into account in the design process. However you slice the "what's happening with the weather" question, the urban heat island effect is very real as is flooding.

In the new Comprehensive Plan, how are these issues being addressed? In our goal to create density.....in addition to saving land on the edge of town, how are we moving forward with passive cooling..... thoughtful use of a resource, water? How are we working with the problems we have right now? Using land wisely.....loving tree's, that's what I love about my Neighborhood.

Anne

Planning Commission – 7/16/2018

I am here to ask that you reconsider your decision to change the zoning density of the west side of Merry Street from Low Density to Low Medium Density. In addition, I ask that you do not expand this change to also include nearby neighboring areas (e.g., Riverside Drive and the south side of the 1800 block of East Main Street).

I am a long-time resident of [redacted] East Main Street (next year, I will have lived at this address for 50 years). In addition, a number of years ago, my wife and I purchased and totally remodeled an adjoining property at [redacted] East Main that was initially in severe decline.

For more than 40 years, my wife and I have addressed and problem solved severe flooding issues for the properties, flooding issues that also plague neighboring properties.

During these many years, we have removed tons of clay that was used previously (probably 100 years ago) as fill for this wetland area bordering the Yahara River Parkway. Clay is like having asphalt, no absorption qualities unlike the original wetlands of this area that adjoins the river.

For 40 years, we have gradually replaced this clay with tons of high quality topsoil combined with literally tons of peat moss. The result: We no longer have any standing water, having restored much of the wonderful absorption qualities of the wetlands that once existed originally. We've spent years and years of hard work and lots of money, too, to do the job right.

I also previously testified at one of the hearings related to the Marling Project. I pointed out the ongoing flooding issues in this area, asking that the project not add to the periodic overflow of our storm sewer capacity on East Main.

Kudos to the City of Madison staff and the company management of the Marling Project: They took this recommendation seriously, developing storm sewer capacity for the Marling Project that does not add to the demands on the storm sewer on East Main. (I might add my wife and I have been impressed also with a

number of aspects of the Marling Project and how the development has been handled including both the design and the construction process.)

I'm bringing up this history to ask that you reconsider your decision to change the zoning on the west side of Merry Street and also not extend this change to any of the nearby adjoining properties to the Yahara River including Riverside Drive and the 1800 block of East Main.

As a reminder: The East Washington Corridor Plan specifically deals with the north side of the 1800 block of East Main Street and, at the same time, calls for maintaining the existing homes/zoning of the south side of the 1800 block of East Main Street.

We do not need any increase in nonporous surfaces and resulting increase in water runoff and flooding along the adjoining properties of this Yahara River Parkway corridor. I support the concept of dealing with what you call the "missing middle" in Madison's housing, but this concept should not include the adjoining properties of this Yahara River Parkway corridor.

I recently acquired a new book **Go Long: Why Long-Term Thinking Is Your Best Short-Term Strategy**. I appreciate how you're working to translate this concept into practice through the implementation of Madison's Long Range Plan.

To deal long-term with the flooding issues that these neighborhoods adjoining the Yahara Parkway currently experience, please re-consider your decision regarding the west side of Merry Street. Please also do whatever you can to factor this kind of thinking into any other short-term strategies that impact on the Yahara River Parkway.

Thank you.

Bill and Dorothy Breisch
[redacted] East Main Street
Madison, WI 53704

Home phone: [redacted]
Email: [redacted]

Dimming Lights

If the dark seems a little darker these days—and the world a bit less wonderful—it probably is. Researchers in Asia, Europe, and North America are seeing dramatic declines in fireflies.

Thailand is one place that seems to be losing the bioluminescent beetles. For centuries they blinked along Thai rivers with splendid synchronicity. Foreign visitors compared their lights to chandeliers or Christmas candles. Locals were able to fish solely by their flashes.

But the glow appears to be fading. "Twenty years ago I saw many," says Thai entomologist Watana Sakchoowong. "Now there are no more."

Scientific counts are just starting. No one has yet confirmed what's causing the population drops, but experts suspect habitat loss and light pollution. In Thailand, riverbanks where larvae fed on snails have been built over or undercut by waves from tourist boats. Artificial light from shoreline developments, meanwhile, makes it hard for firefly adults to find each other and mate in the changing night. *—Karen E. Lange*

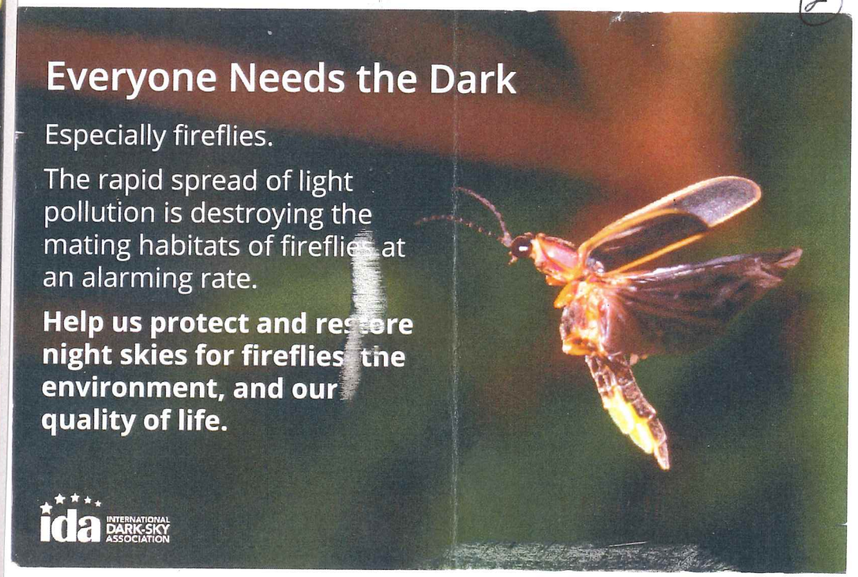
KEEPING COUNT

The world has more than 2,000 firefly species—and now a host of websites set up to tally population totals. Here are a few.

- **Firefly Watch**
  mos.org/fireflywatch
- **Fireflies in Houston**
  burger.com/firefly.htm
- **U.K. Glow Worm Survey**
  galaxypix.com/glowworms

PHOTOS: STEVE IRVINE; NORBERT WU, SCIENCE FACT

National Geographic
VOL 215 #6 June 2009



firefly numbers have steadily decreased over the last decade
see Nat. Geo. piece

① pond ~~dug~~ dug in the 1980's to capture and infiltrate runoff

② runoff waiting for spring

③ This year parts of Merry St's west side have been flooded since Apr