

| Comment/ Request # | Requested By | Formal Action Y/N | Chapter | Strategy | Requested Change | Staff Analysis | Staff Recommendation | Change recommended by PC? Y/N | PC edits/direction from previous meetings and staff edits/redlines proposed for 7/16 meeting | PC requested edits/redlines proposed for July 30 review |
|-----------------------|---------------------------------|-------------------------|-----------------|----------|--|--|--|-------------------------------------|---|--|
| 1 | Community Development Authority | Y | 1. Intro | N/A | Maintain accountability to stakeholders/participants. Specifically provide information on how feedback through Imagine Madison is resulting in positive change during Plan implementation. | Agree. | Incorporate language in the Introduction's "Assessing Progress" section. | Y | | |
| 2 | Economic Development Committee | N | 1. Intro | N/A | Provide more information on how the lenses were applied. | Agree. | Incorporate this change. | Y | | |
| 3 | Planning staff | N/A | 1. Intro | page 6 | This example of how the lenses were used could be improved. | N/A | Use a Strategy instead of a Goal and improve the example via specific Actions used and reasoning. | Y | | |
| 4 | Planning staff | N/A | 2. Eng. Process | page 10 | Should we add a comment here or elsewhere about our general marketing efforts? | N/A | Add a line in the paragraph before community meetings on page 10: "Imagine Madison used many methods and marketing techniques to inform and involve..." | Y | | |
| 5 | M. Berger | N | 3. GF | N/A | Growth Priority Areas Map language. Need to clarify purpose of map and explain what corridors, centers, and growth priority areas are. | Agree. | See attached red-lined document titled "Growth Priority Areas." | Y | PC edit: Alder Zellers suggested we add a footnote to the GPA map or discussion that states historic districts are NOT growth priority areas; Cantrell noted that noncontributing buildings in a district may still be appropriate for redevelopment. Staff will add a footnote to the GPA map. | |
| 6 | Alder Zellers | N | 3. GF | N/A | Need descriptive language regarding NMU areas abutting residential. | Agree. Note: The Plan Commission requested this change during discussion of a GFLU comment from Linda Lehnertz at its June 11 meeting. | Incorporate this change. | Y | Staff edit: integrate language into NMU that matches existing language in the MR category description: " Special attention must be paid to design within NMU areas where the use adjoins less intense residential development - architectural features such as stepbacks may be needed to transition NMU development to less intense surrounding development. " | Insert the following language on page 22, top of the second column, after the sentence ending in "level.": " Mixed-use development must also be carefully designed where the use adjoins less intense residential development. Architectural features such as stepbacks may be needed to transition mixed-use development to less intense surrounding development. See also Land Use and Transportation Strategy 5, Action b. " |
| 7 | Transit & Parking Commission | N | 4. LU&T | 1 | Include discussion of special assessments as a means of funding BRT. | Agree. | Add discussion to Action 1d, revise action to cover TIF and other funding sources. | Y | Staff edit: Revise action to cover TIF and other funding sources: "Explore opportunities to use TIF alternative methods to fund BRT infrastructure." Revise LU&T 1d to add a sentence at the beginning: " BRT will likely require a variety of nontraditional funding sources to be implemented " and additional language at the end: " Other methods for funding BRT that should be explored are special assessments and transit impact fees. " | |
| 8 | Alder Zellers | N | 4. LU&T | 1 | Why not impact fees for transit? Can we add language about exploring this? | Agree. | Add a mention of transit impact fees to the Plan. | Y | Staff edit: Add a mention of transit impact fees to the Plan at the end of LU&T 2a: " The City should also explore other methods of paying for transit service expansion, such as transit impact fees. " | |
| 9 | Transit & Parking Commission | N | 4. LU&T | 2 | Strategy should include a mention of 5-year Transit Development Plan (TDP). | Agree. | Can integrate into text of LU&T Strategy 2. | Y | | |
| 10 | Transit & Parking Commission | N | 4. LU&T | 2 | Should we add a note that the cost of extending transit service when we do peripheral development needs to be accounted for? Right now we just stretch existing service to new areas, not add service. | Agree. | Add language under Strategy #2 (either in intro or under Action 2a) to discuss this topic. | Y | | |
| 11 | Transit & Parking Commission | N | 4. LU&T | 2 | Discussion of exploring a transit impact fee should be added to the Plan - it could help finance the capital costs of transit expansion. | Agree. | Add language under Strategy #2 (either in intro, under Action a, or as a new action) to discuss this topic - see comment #8 above. | Y | | |
| 12 | Alder Zellers | N | 4. LU&T | 5 | For Action b - add something about parking/traffic issues. For action c - would like something added about clearing bike lanes on streets with snow. | Agree. See recommendation at right. For the snow issue, see the discussion for request #144. | Staff recommends adding a mention of parking/traffic issues under Action d (i.e., something along the lines of "Such plans should include an analysis of existing and projected traffic issues and methods that could be used to mitigate such issues.") | Y | | Add a mention of parking/traffic issues under Action d: " Such plans should include an analysis of existing and projected traffic and parking issues and methods that could be used to mitigate such issues. " |
| 13 | jhirsch | N | 4. LU&T | 5 | [page 36, paragraph for action b.] What is the definition and scope of "sub-area" plan? How are the details determined? | A definition of sub-area plans would be beneficial. | Add definition of "sub-area plan" and clarify the types of sub-area plans: see the "Consistency Between Sub-Area Plans and the Comprehensive Plan" markup. | Y | | |
| 14 | Planning staff | N/A | 4. LU&T | 5 | We talk about plans and zoning here. Do we include Urban Design requirements as well? | N/A | [page 38] Add to the last sentence ".....established in city ordinances such as zoning, historic preservation ordinance, urban design districts." | Y | | |
| 15 | Alder Zellers | N | 4. LU&T | 6 | Overall the language does not focus enough on the best places for infill/redevelopment. Recognize infill growth "in the right places" and not just all over in neighborhoods. | Agree. | Add language under Action c to specify that redevelopment should be properly located and reference the Growth Priority Areas map. | Y | Staff edit: Add language under Action c to specify that redevelopment should be properly located and reference the Growth Priority Areas map: " Redevelopment should be integrated into corridors and established and transitioning mixed-use centers identified on the Growth Priority Areas map. " | Add language under Action c to specify that redevelopment should be properly located and reference the Growth Priority Areas map: " Redevelopment should be integrated into corridors and established and transitioning mixed-use centers identified on the Growth Priority Areas map, consistent with this Plan and adopted sub-area plans. " |

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| 16 | Food Policy Council | Y | 4. LU&T | 6 | Strategy 6: "Reduce the demand for development of farmland on the periphery of the city." (page 39) This statement clearly assumes the importance of preserving farmland, but says nothing about <u>why</u> . Add the italicized phrase to Action (a) expressing the need to Update Neighborhood Development Plans: "While they included some forward-thinking aspects, the layouts and mix of land uses tended to be disconnected, car-oriented, and low-intensity, <i>and significantly under-valued agricultural land for food production</i> ." | Agree. | Incorporate this change. | Y | | |
| 17 | Community Development Block Grant Committee | N | 4. LU&T | 6 | Modify the wording of Strategy 6 so it is better understood by the layperson. | Agree. | Modify the Strategy title to: "Facilitate infill and compact growth to preserve farmland on the edge of the city." | Y | | See attached red-lined document for LU&T #6, which recommends "Facilitate compact growth to reduce the development of farmland" for the title of the Strategy. |
| 18 | Sustainable Madison Committee | Y | 4. LU&T | 6 | Include new language provided by the Food Policy Council regarding the value of agricultural land. 1. Add a clause in the second sentence of the paragraph for Action (a) "While they included some forward-thinking aspects, the layouts and mix of land uses tended to be disconnected, car-oriented, low-intensity, <i>and significantly under-valued agricultural land</i> ." | See #16. | See Recommendation for #16. | Y | | |
| 19 | Transit & Parking Commission | N | 4. LU&T | 7 | Mention working with the State under the Park-and-Ride action. | Agree. | Integrate into text under Action 7d. | Y | Staff edit: Integrate into text under Action 7d - add sentence at the end: " The City should work with the Wisconsin DOT on developing and implementing a park-and-ride plan. " | Integrate the following text at the end of Action 7d: " The City should work with the Wisconsin DOT on developing and implementing a park-and-ride plan. Park-and-ride planning should also include options for park-and-bike. " |
| 20 | Alder Zellers | N | 4. LU&T | 7 | In the description for Action b, new downtown events - remove the word "new." | Agree | Incorporate this change. | Y | | |
| 21 | Ped/Bike/Motor/Vehicle Commission | Y | 4. LU&T | 8 | Change language to " Develop and adopt a citywide bicycle plan and citywide pedestrian plan . . ." and change the detailed discussion under Action d accordingly. | Agree. | Incorporate this change. | Y | | |
| 22 | Alder Zellers | N | 4. LU&T | 8 | Would like language added to address winter biking. For 8d, clarify between recreational and peripheral paths vs. commuting paths and on-street bike lanes. | Agree. | Staff can revise language to clarify that "primary" paths are paths that are used for both commuting and recreation, whereas "secondary" paths are used almost exclusively for recreation. | Y | | |
| 23 | Harald Kliems | N | 4. LU&T | 8 | I find this sentence misleading. The reconstruction projects on Williamson and Monroe have decided not included substantive improvements for bike infrastructure. And the examples are almost all pedestrian improvements. | More examples could be added, but not every street will be able to have all amenities mentioned as examples. | Add "bike boxes, striped bike lanes" to list of amenities. | Y | | |
| 24 | City of Verona | N | 4. LU&T | 8 | Bicycle Facilities Map: o The colors on the bicycle facilities map are too close to each other and make it difficult to read. o Cross Country Road – Planned off-street from Hemlock Drive to Tamarack Way. Existing off-street from Hemlock Drive to Reddan Soccer Park. Planned off-street from Reddan Soccer Park to Madison line. Change to existing on-street facility from Enterprise Drive to east of Reddan Soccer Park. o Basswood Avenue – Planned on-street from N. Nine Mound Road to planned and existing off-street facilities. Change to existing on-street facility. o Tamarack Way – Planned on-street from Cross Country Road to Basswood Avenue. Change to existing on-street facility. o Hemlock Drive – Planned on-street from Cross Country Road to Basswood Avenue. Change to existing on-street facility. (See attached email from City of Verona staff, Adam Sayre.) | Agree. | Incorporate these changes. | Y | | |
| 25 | Board of Public Works | N | 4. LU&T | 9 | Need more of a "global" look at parking than Action 9c. Many neighborhoods have parking issues - should be considering challenges beyond just downtown. | Agree. Also reference requested change and staff recommendation for #s 19, 28, 154. | Add discussion under LU&T 5b. | Y | Staff edit: Add discussion under LU&T 5b: ". . . should have guidance on the design of appropriate transitions between different building types and scales and strategies to address anticipated parking impacts. " | |
| 26 | Long Range Transportation Planning Committee | N | 4. LU&T | 1, 2 | Consider flip-flopping the order of strategies #1 and #2. | Agree. | Change the order of strategies #1 and #2 in the LU&T Element. | Y | | |
| 27 | Transit & Parking Commission | N | 4. LU&T | N/A | Parking is not discussed enough - adequate parking is needed for economic development. | Parking is discussed with respect to technology and park-and-rides. Also see comment #19. | Add mention under LU&T 9c of changing transportation technology and how it may impact parking demand. Add mention under LU&T 7d that while downtown can always add more parking, the streets to get cars to that parking are near, or at, capacity during peak hours. | Y | Staff edit: Add mention under LU&T 9c of changing transportation technology and how it may impact parking demand: " Advancements in other transportation-related technology will also impact parking demand and management. Ridesharing continues to increase in popularity, and autonomous vehicle technology continues to evolve. The City will need to account for these, and other, advancements in its parking management strategy. " Add mention under LU&T 7d that while downtown can always add more parking, the streets to get cars to that parking are near, or at, capacity during peak hours: " Increasing park-and-ride options also allows more people to access downtown and the campus without increasing traffic on the isthmus. Substantial increases in parking downtown may create diminishing returns, as there are no plans to increase road capacity leading to downtown on roads that are already congested during peak travel times. " | |

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| 28 | Transit & Parking Commission | N | 4. LU&T | N/A | Need a stronger link to Madison in Motion in the LU&T chapter, with the acknowledgement that other governments (County, State) have control over some roads. | Agree. | Add additional language in the LU&T introduction to specifically call out Madison in Motion. | Y | | |
| 29 | Transit & Parking Commission | N | 4. LU&T | N/A | The Plan should address parking impacts in mixed-use centers - demand will go up as redevelopment occurs. Should there be more City lots? What is the role of the parking utility as we create more mixed-use areas? | More discussion on parking could be added - see recommendation at right. Also see #s 19, 28, 154. | Add discussion of addressing parking within the plans mentioned under LU&T 5d. Add further discussion of handling parking in the Growth Priority Areas (page 15). | Y | Staff edit: Add discussion of addressing parking within the plans mentioned under LU&T 5d (see item #27). Add further discussion on page 15 of handling parking in the Growth Priority Areas (see revised redline markup of page 15, end of middle column on first page). | |
| 30 | Sustainable Madison Committee | Y | 5. N&H | 2 | Include a recommendation about increasing programming and resources for seniors. It was suggested this would belong in Action 2b regarding life cycle housing. | Agree. | Leave the Action the same but reword last sentence in action descriptive paragraph to read "...and proximity to healthcare, basic needs, and programing and resources for seniors." | Y | | |
| 31 | Petert | N | 5. N&H | 2 | [p. 49] Accessory Dwelling Units (housing added onto existing residential lots such as an additional unit on top of a detached garage or in a back yard) should be described here. Given the amount of land in Madison that is currently detached single family, ADUs would appear to be a much greater source of additional housing than the other options described and one of the only options to add density without demolition of existing houses. | Agree. Accessory dwelling units are allowed as a conditional use in numerous zoning districts. | Add "Accessory Dwelling Units" to Missing Middle box list. Add to glossary: Accessory Dwelling Unit - a second dwelling unit contained within a single-family dwelling or within a detached building located on the same lot as a single-family dwelling. This definition includes accessory buildings constructed in connection with a private garage or a private garage converted into a dwelling unit. | Y | | |
| 32 | Alder Zellers | N | 5. N&H | 3 | Action 3d doesn't acknowledge the issues of number of bedrooms in the units. | The zoning code currently includes bedroom mix requirements in downtown residential districts. Except in a limited number of situations (Affordable Housing Fund-financed projects, etc.), the market should dictate most bedroom mixes. Bedroom mix is already covered in the Growth Framework and N&H Action 7B (family-supportive housing). | Include reference to other mentions of building mix (Growth Framework pg 20 and N&H #7 pg 56). | Y | | |
| 33 | Alder Zellers | N | 5. N&H | 3 | [page 50] The paragraph on left column starting with "While this Plan..." should be revised to reflect that when offered the opportunity to pick specific locations for infill/redevelopment, residents frequently chose places like East Towne and West Towne, as well as sites along transit corridors. | Agree. | Incorporate this change. | Y | Revise second paragraph to read: "While this Plan does not recommend a halt to development on the City's edges, Imagine Madison participants overwhelmingly advocated for redevelopment.÷ When choosing between three scenarios (one that increased redevelopment, one that maintained the roughly 50/50 redevelopment/ edge development mix of the past 10 years, and one that increased edge development), 67% of Imagine Madison web survey respondents favored more infill and redevelopment vs. 13% for more peripheral development and 20% for maintaining a 50/50 split." | Replace paragraph 2: "The city limits will continue to expand to accommodate new growth. However, when asked where to accommodate Madison's projected new housing needs, Imagine Madison participants across all engagement channels generally indicated a preference for infill and redevelopment. Much of the infill over the last decade has occurred in the downtown and isthmus areas, and this will continue to some extent. Directing redevelopment and infill to existing auto-oriented commercial centers and other areas as identified in the Growth Priority Areas Map, GFLU Map and sub-area plans will help accommodate needed growth while protecting the historic character of older neighborhoods." Begin paragraph 3: "The general preference for infill and redevelopment This sentement sometimes clashes..." |
| 34 | Housing Strategy Committee | Y | 5. N&H | 4 | Add Action E: "Support and partner with non-profit organizations to preserve affordable housing for the long term." Suggested narrative: "Many of the affordable housing units across the City are subsidized in order to limit rents households for certain income levels. The most common mechanism, which the City has strongly supported, is the WHEDA Section 42 tax credit program. Housing units constructed with this type of financing must remain affordable for specified income levels for a period of 30 years, but could then revert to market-rate housing units. The City should be aware of the timelines for each subsidized housing development and partner with property owners and non-profit organizations to explore ways to extend the life of affordable housing beyond the required period." | Agree. | Incorporate this change. | Y | | |
| 35 | Alder Zellers | N | 5. N&H | 5 | Action 5c, what is the "action" related to homelessness? | The text could better connect the permanent supportive housing program to reducing homelessness rates. May also need to address the identified need to "decriminalize" homelessness, though this is a very touchy subject. Also, the title of the text section (Homelessness) is probably not the best title. | Change title to "Permanent Supportive Housing" | Y | | |
| 36 | Alder Zellers | N | 5. N&H | 6 | Action 6a - mention state pre-emption | Acknowledge recent legislation regarding inspection of rental properties. | Add to end of action text: "The City should work within the limits of State legislation to use inspections to ensure safe housing for all Madisonians." | Y | | |
| 37 | Community Development Block Grant Committee | Y | 5. N&H | 6 | Expand Action 6c to include rehabilitation of privately-owned rental properties. | Agree. This Action was focused on single-family homes and smaller, multi-unit buildings, but could be expanded to reference buildings with more units. | Incorporate this change. | Y | | |
| 38 | Housing Strategy Committee | y | 5. N&H | 8 | At the very beginning of the narrative, change the first sentence back to language that was previously drafted: "Access to healthy food is one of the most basic life-sustaining strategies of the Comprehensive Plan." | Agree. | Incorporate this change. | Y | | |

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| 39 | Food Policy Council | Y | 5. N&H | 8 | Strategy 8: “Ensure access to food that is affordable, nutritious, and culturally specific” (page 58) For some reason, a very significant, sentence was removed from the initial draft of the Comp Plan that read “Access to food is one of the most basic life-sustaining strategies of the Comprehensive Plan”; it was replaced by the much more limited statement “Access to healthful foods, especially for families with children, has major impacts on quality of life”. Noting that seven of the fifty strategies in the plan involve food, the Work Group recommends – and the Housing Strategy Committee supported – restoring the original sentence, and adding the word “healthy” so it reads as follows: “Access to healthy food is one of the most basic life-sustaining strategies of the Comprehensive Plan.” | Agree. | Incorporate this change. | Y | | |
| 40 | Food Policy Council | Y | 5. N&H | 8 | Simply expanding farmers' markets and food stands to more areas of the city does not necessarily reach many more people, especially those who are food insecure... Add the following sentence to the end of paragraph for Strategy 8, Action c: "Expanding the Double Dollars program and Farmers' Market Nutrition Program to farmers' markets and food stands throughout the city would help people afford to buy food there and create additional demand for local food businesses." | FPC's suggestion better fits with the retail access opportunities in Action A. | Leave Action C as is. Add "Farmers' Market Nutrition Program" to list of programs in Action A. | Y | | |
| 41 | Board of Health | Y | 5. N&H | 8 | Per request by the Food Policy Council Comprehensive Plan Work Group, change phrasing from "Access to healthful foods, especially for families with children, has major impacts on quality of life" to "Access to healthy food is one of the most basic life-sustaining strategies of the Comprehensive Plan." | See #40 above. Agree. | See #40 above. Incorporate this change. | Y | | |
| 42 | Community Development Block Grant Committee | Y | 5. N&H | 8 | Per request by the Food Policy Council Comprehensive Plan Work Group, change phrasing from "Access to healthful foods, especially for families with children, has major impacts on quality of life" to "Access to healthy food is one of the most basic life-sustaining strategies of the Comprehensive Plan." | See #40 above. Agree. | See #40 above. Incorporate this change. | Y | | |
| 43 | Finance Committee | N | 6. E&O | 5 | Include a reference in E&O 5a to the EG section regarding co-location of City/community facilities. | Agree. | Incorporate this change. | Y | | |
| 44 | Food Policy Council | Y | 6. E&O | 6 | (page 70) provide a graphic showing the share of market that is food-related as a replacement for the whiteboard photo. | Agree. | Incorporate this change. | Y | | |
| 45 | Food Policy Council | Y | 6. E&O | 7 | [Action a] Our suggestion broadens the previous focus of this strategy from a “northside food innovation district” to include other areas and resources in the city: “Madison is positioned to develop strong local and regional food-related infrastructure, and strengthen its economy. The city can progress with this vision by further clustering and incentivizing the growth of aggregation, processing and distribution facilities. The developing Public Market will anchor a food innovation district connected to the north side, linking the FEED Kitchens, Madison College’s culinary school and, importantly, the former Oscar Mayer plant site. There will be similar opportunities in south Madison, and elsewhere in the city. Having food-related businesses cluster in close proximity will provide benefits from sharing ideas, talent, vendors, and infrastructure. Food innovation districts in Madison will, in turn, support growers, processors and buyers in Dane County and the region.” | Agree. Planning staff proposes edits to the proposed text to ensure consistent and accessible Plan language. | Foster Food Innovation Districts Madison is positioned to develop strong local and regional food-related infrastructure, and strengthen its economy. The City can progress with this vision by further and partners should seek opportunities to clustering and incentivizing the growth of aggregation, processing, and distribution facilities. The developing Public Market will anchor a food innovation district connected to the north side, linking the FEED Kitchens, Madison College’s culinary school and, importantly, the former Oscar Mayer plant site. There will be similar opportunities in south Madison, and elsewhere in the city. Having food-related businesses cluster in close proximity will provides benefits from sharing ideas, talent, vendors, and infrastructure. Food innovation districts in Madison will, in turn, support growers, processors and buyers in Dane County and the region. | Y | | |
| 46 | Economic Development Committee | Y | 6. E&O | 7 | Move Action 7b "Business Incubators" to Strategy 6. | Action 7b would be appropriate under Strategy 6. Many of the Comprehensive Plan's Actions relate to multiple Strategies. | Move Action 7b to Strategy 6 and move Action 6c to Strategy 7. | Y | | |
| 47 | Committee on the Environment | N | 6. E&O | 7 | Action 7c - add Public Health to "Lead Agencies" in appendix chart. | Agree. | Incorporate this change. | Y | | |
| 48 | Alder Zellers | N | 6. E&O | 7 | Rehabbing buildings provides more local impact - can we include this somewhere? | This could be incorporated into Action 6b regarding employment opportunities related to construction. | Incorporate this change. | Y | | Revise the second sentence of E&O Action 6b to read: "Madison's consistently strong real estate market produces a strong demand for contractors in the construction and building rehabilitation sectors." |
| 49 | Economic Development Committee | Y | 6. E&O | 7 | The Food Policy Council suggested changing the language to: Foster food-related infrastructure across Madison Madison is positioned to develop strong local and regional food-related infrastructure, and strengthen its economy. The city can progress with this vision by further clustering and incentivizing the growth of aggregation, processing and distribution facilities. The developing Public Market will anchor a food innovation district connected to the north side, linking the FEED Kitchens, Madison College’s culinary school and, importantly, the former Oscar Mayer plant site. There will be similar opportunities in south Madison, and elsewhere in the city. Having food-related businesses cluster in close proximity will provide benefits from sharing ideas, talent, vendors, and infrastructure. Food innovation districts in Madison, will, in turn, support growers, processors and buyers in Dane County and the region. | See #45. | See recommendation for #45. | Y | | |
| 50 | Economic Development Committee | N | 6. E&O | N/A | There are only a few references to Madison College. They are an important entity for education and training for middle class jobs. | Agree. | Incorporate this change. | Y | | |
| 51 | Alder Zellers | N | 7. C&C | 1 | Action 1c. Include something about restoration of historic assets. | This is consistent with the focus of this action. | Revise the text describing Action 1c to incorporate this reference. | Y | | Insert a sentence after the third sentence in C&C action 1c to read: "Restoration of historic assets can be an important part of context-sensitive design (C&C Strategy 2, Action c also covers this topic)." |

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| 52 | Lehnertz | N | 7. C&C | 2 | See email from Linda Lehnertz. Excerpt below: Strategy 2: Preserve historic and special places that tell the story of Madison and reflect our racially and ethnically diverse cultures and histories (page 76). The following sentence should be removed: "Community feedback received during the Imagine Madison process indicated a preference for increasing density in already developed areas over lower-density development on the edge of the city." | As the comment indicates, community feedback did indicate this preference. The point of this sentence is that, in satisfying this demand, development should not be directed towards neighborhoods (or parts of neighborhoods) that should be protected because of their historic value. In other words, there needs to be a balance between preservation and infill/redevelopment and all "already developed areas" should not be viewed as wholesale infill/redevelopment opportunities. | [Page 76, paragraph 4] Suggested revisions: One of the greatest challenges for the City regarding historic and cultural resource preservation is balancing preservation with infill and redevelopment. Community feedback received during the Imagine Madison process indicated a <u>general</u> preference for <u>accommodating more growth through infill and redevelopment over new development increasing density in already developed areas over lower density development</u> on the edge of the city. Madison will need to <u>find the</u> balance <u>between</u> encouraging redevelopment and infill <u>with while</u> protecting the qualities that made existing neighborhoods appealing to begin with. | Y | | Revise paragraph 4 as indicated to the left and add the following to the end of the paragraph: " Redeveloping existing auto-oriented commercial centers and other areas as identified in the Growth Priority Areas Map, GFLU Map, and sub-area plans will help accommodate needed growth while respecting the historic character of older neighborhoods." |
| 53 | Lehnertz | N | 7. C&C | 2 | See email from Linda Lehnertz. Excerpt below: The following sentence should be modified: "Madison will need to find the balance between encouraging redevelopment and infill while protecting the qualities that made existing neighborhoods appealing to begin with." This strategy is not about protecting "existing neighborhoods." It is about preserving and protecting historic and special places. The sentence should reflect that goal and be changed to: "Madison will need to find the balance between encouraging redevelopment and infill while protecting and preserving historic and special places." | See #52 above. | See recommended revisions above for item #52. | Y | | |
| 54 | Landmarks Commission | Y | 7. C&C | 2 | Madison's 1st Landmarks Ordinance was adopted in 1971 (not 1969). p.76 | Agree. Correction. | Incorporate this change. | Y | | |
| 55 | Landmarks Commission | Y | 7. C&C | 2 | 2b. text: delete "which has changed little during that time." New second sentence: "The city in 2015 adopted a thorough revision of the Ordinance's provisions relating to process and procedure, and is currently updating the standards in each of the local historic districts." Add to end of third sentence: ", and recent state legislation." (p. 76) | Staff agrees with this change. | Incorporate this change. | Y | | |
| 56 | Landmarks Commission | Y | 7. C&C | 2 | Add an action under strategy 2 that would update the Zoning Code to ensure preservation of historic districts and protection of other historic corridors. The wording could be modeled after C&C Action 1d. | Staff agrees with this change. | Incorporate this change. | Y | Staff edit: Incorporate this change - add new action 2d: "Update the zoning code to better link the code with the City's historic preservation plan and ordinance." New text for action 2d: "The City was drafting a Historic Preservation Plan (HPP) and modifying its historic preservation ordinance as this Plan was written. Both the HPP and the ordinance have elements that relate to the City's zoning code. The zoning code should be reviewed with respect to the new HPP and the revised historic preservation ordinance and modified as needed to ensure that the provisions of the code are consistent with the HPP and the historic preservation ordinance." | |
| 57 | Alder Zellers | N | 7. C&C | 2 | Include something regarding Heritage tourists stay longer and spend more money. | This is true and could be added to the text to emphasize the importance of heritage tourism. | Incorporate into the text of the 5th (last) paragraph before the discussion about specific actions. | Y | | |
| 58 | Lehnertz | N | 7. C&C | 2 | See email from Linda Lehnertz. Excerpt below: Add language regarding the value of historic preservation The language does not discuss the importance of historic preservation, other than in economic terms (heritage tourism; keeping material out of the landfills; not wasting the embodied energy contained in the building; and, less expensive rental opportunities). | Agree. | Incorporate a version of suggested language. | Y | Staff edit: Incorporate language into the final introductory paragraph along the lines of: "Historic preservation also has many other benefits. It contributes toward establishing a sense of place that makes Madison feel unique and embodies the social aspects of the city's history that helped shape Madison." | |
| 59 | Lehnertz | N | 7. C&C | 2 | See email from Linda Lehnertz. Excerpt below: The following phrase should be removed: "This is important to ensure that the ordinance achieves the community's preservation priorities in balance with modern construction methods and materials." | Agree in part, and staff has previously indicated support to delete: "...in balance with modern construction methods and materials." | Delete: "...in balance with modern construction methods and materials." | Y | | |
| 60 | Board of Park Commissioners | Y | 7. C&C | 3 | Feedback is related to Strategy 3b: "Design and program a wide variety of new parks and public spaces in developing parts of the city for enjoyment by a broad range of users." Proposed new parks will be acquired as identified in Neighborhood Development Plans or to address parkland deficiencies and planned and developed in accordance with the adopted Master Plan policy. The City of Madison Parks Division does not program park facilities. | Actions 3a covers improving existing spaces, while Action 3b is about new spaces. Staff agrees that proposed new parks will be acquired as identified in Neighborhood Development Plans or to address deficiencies. It was not intended that the Parks Division would program the facilities. | Remove the word "program" from Action 3b. | Y | | |
| 61 | Food Policy Council | Y | 7. C&C | 3 | There's currently a sentence at the end of the third paragraph in the introduction that reads "This includes providing culturally appropriate venues for events, family gatherings, traditions, music and exhibits". This sentence omits an important suggestion from the Work Group to include food on this list. Suggest the following revision: "This includes providing culturally appropriate venues for events, family gatherings, <i>food</i> , music, and exhibits." | Agree. | Incorporate this change. | Y | | |
| 62 | Community Development Block Grant Committee | Y | 7. C&C | 3 | There's currently a sentence at the end of the third paragraph in the introduction that reads "This includes providing culturally appropriate venues for events, family gatherings, traditions, music and exhibits". This sentence omits an important suggestion from the Work Group to include food on this list. Suggest the following revision: "This includes providing culturally appropriate venues for events, family gatherings, <i>food</i> , music, and exhibits." | See #61 above. Agree. | See #61 above. Incorporate this change. | Y | | |
| 63 | Economic Development Committee | N | 7. C&C | N/A | The Between the Waves Conference and Festival is unique in the US. The Plan should reference this event. | Agree. A reference could be added to CC Strategy 4. | Incorporate this change. | Y | | |

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|-----------------------|-------------------------------|-------------------------|---------|----------|--|--|--|-------------------------------------|---|---|
| 64 | Alder Zellers | N | 7. C&C | N/A | Support the letter submitted by Linda Lehnertz. See attached letter. | As explained to the Landmarks Commission, staff believe that many of the points raised in Ms. Lehnertz's letter have been, or will be, addressed in several efforts that have been completed (Downtown Plan) or are currently underway (Historic Preservation Plan and Historic Preservation Ordinance revision). Upon further discussion with Ms. Lehnertz, it seems that the highest priority was to remove the reference to "modern construction methods and materials" as a reason for updating the ordinance. | Revise the last sentence under the discussion of Action 2c to delete the reference to "modern construction methods and materials". | Y | | |
| 65 | Committee on the Environment | N | 8. G&R | 1 | Add language about specifically working with large entities, such as the UW and Madison Metropolitan School District, on improving winter salt application practices. | Agree. Currently we do not call out any specific entities. Staff is hesitant to add specific references, but working with these large entities could have a big impact. | Add language about working with large entities such as UW and MMSD. | Y | Staff edit: Add language about working with large entities such as UW and MMSD to the end of 1b text: " The City should coordinate with large entities that manage substantial grounds, such as UW-Madison and Madison Metropolitan School District, to facilitate participation in the program. " | |
| 66 | Board of Public Works | N | 8. G&R | 2 | Should consider advocating for using trees with lower phosphorus leaves in terraces to reduce phosphorus in lakes. | Agree. Research shows some tree species have nearly double the amount of phosphorus in their leaves than others. This could be added into the discussion for Action 2b regarding leaf collection. | Incorporate this change. | Y | Staff edit: Incorporate this change - revise action text: " It might be surprising, but leaves are actually a major threat to surface water quality in Madison. Leaves, like all living things, contain phosphorus. When leaves that fall or are swept into the streets, they are picked up by stormwater, carrying more and carry phosphorus directly to our lakes and streams. This overabundance of phosphorus supporting the growth of algae, which harms and harming fish and other native aquatic organisms. The City should increase the frequency of leaf collection and street sweeping to reduce the amount of phosphorus runoff into local waterways. The amount of phosphorus in leaves varies between tree species the City should denote which tree species appropriate for street tree plantings are low in phosphorus and facilitate their planting without creating an overabundance of a handful of species." | Incorporate this change - revise action text: " It might be surprising, but leaves are actually a major threat to surface water quality in Madison. Leaves, like all living things, contain phosphorus. When leaves that fall or are swept into the streets, they are picked up by stormwater, carrying more and carry phosphorus directly to our lakes and streams. This overabundance of phosphorus supporting the growth of algae, which harms and harming fish and other native aquatic organisms. The City should increase the frequency of leaf collection and street sweeping to reduce the amount of phosphorus runoff into local waterways. The amount of phosphorus in leaves varies between tree species the City should denote which tree species appropriate for street tree plantings are low in phosphorus and facilitate their planting without creating an overabundance of a handful of species." |
| 67 | Sustainable Madison Committee | Y | 8. G&R | 2 | Add additional action: City should participate in phosphorous removal program for "legacy phosphorus" in lake beds and streams, within the county and city environs. | The phrase "legacy phosphorus" is not very common and may not mean much to most readers of the Plan. Staff suggests including a reference to this in the paragraph describing Action 2a. | Add reference to removing "legacy phosphorous" from our waterways. | Y | Staff edit: Add reference to removing "legacy phosphorous" from our waterways to the end of G&R 2a text: " The City should also work with other entities to remove "legacy phosphorus" that has accumulated in river and lake sediment. " | |
| 68 | Sustainable Madison Committee | Y | 8. G&R | 2 | Add the word "efficiency" to Action b so it reads: "Increase frequency and efficiency of leaf collection and street sweeping to reduce phosphorus runoff." Update corresponding descriptive paragraph. | Agree. | Incorporate this change. | Y | | |
| 69 | Sustainable Madison Committee | Y | 8. G&R | 2 | Add language about Madison being committed to phosphorus reduction regardless of federal requirements. | Agree. | Add this language in the introduction paragraph for Strategy 2. | Y | Staff edit: Add this language to the end of the introduction paragraph for Strategy 2: " Regardless of state and federal requirements, the City is committed to reducing phosphorus and improving regional river and lake water quality. " | |
| 70 | Committee on the Environment | Y | 8. G&R | 2 | Add discussion of how infiltration is important method in maintaining surface water quality. We need a clearly defined infiltration policy as part of any discussion of storm water management. | Agree. This is alluded to in the paragraph for Action c regarding green infrastructure, but it could be more specific. | Add discussion of how infiltration is important for maintaining surface water quality. | Y | Staff edit: Add discussion of how infiltration is important for maintaining surface water quality - modify G&R 2c to read: "Rain gardens and other types of green infrastructure result in infiltration of water into the ground, thus reducing the amount of contaminants that enter lakes and rivers our water resources . The City should further incentivize use of green infrastructure by updating ordinances to create greater financial incentives for installation, especially for property owners. Additionally, the City should consider creating a grant program to encourage property owners to install rain gardens and other green infrastructure on private property. These actions and others will help capture and infiltrate runoff closer to the source and improve surface water quality. " | |
| 71 | Committee on the Environment | N | 8. G&R | 2 | Improving monitoring of stormwater management/erosion control measures during construction needs to be discussed. Education (and enforcement?) should be expanded. Consider increasing the intensity of storm that must be addressed in preventative erosion control measures. | Agree. | Planning Division staff will work with Engineering Division staff to incorporate this requested change. | Y | | See attached red-lined document titled "Green and Resilient Strategy 2." |
| 72 | Anne Walker | N | 8. G&R | 2 | Stormwater is increasing in intensity, the temperature of stormwater is increasing as a result of increased impervious surface, fluctuating temperatures in the winter are negatively affecting vegetation. | Agree. Incorporate stormwater comments into G&R Strategy 2. Climate change is referenced in several parts of the Plan. | Incorporate stormwater comments. | Y | | See attached red-lined document titled "Green and Resilient Strategy 2." |
| 73 | Sustainable Madison Committee | Y | 8. G&R | 3 | Add a reference to the Energy Plan and MOU with MG&E to the introduction for Strategy 3. | Agree. | Incorporate this change. | Y | | |
| 74 | Sustainable Madison Committee | Y | 8. G&R | 3 | Create a new Action (listed as the first Action) about implementing the Carbon Neutral program. Add text discussing the City's role in energy efficiency upgrades. Move the first sentence of the paragraph for Action c to the introduction for the Strategy. | Agree. | Potential Action text: Implement the Energy Plan to reach the goal of 100% renewable and Zero-net carbon emissions. | Y | | See attached red-lined document titled "Green and Resilient Strategy 3." |

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|-----------------------|-------------------------------------|-------------------------|---------|----------|--|---|--|-------------------------------------|--|--|
| 75 | Sustainable Madison Committee | Y | 8. G&R | 3 | Expand and strengthen Action 3d so that is about more than just electric vehicles. Also add to Action d: “expand the use of electric vehicles and ecosystem-friendly fuel sources, including...” Include more specific details about being in the implementation stage of converting City fleet. | Agree. | Incorporate this change. | Y | | |
| 76 | Petert | N | 8. G&R | 3 | Is "partnering with electrical utilities" the ONLY option to educate Madison residents about renewable energy and energy efficiency? Absolutely not. The plan should identify the other options for increasing energy efficiency and renewable energy such as: The City actively participate in regulatory cases at the Public Service Commission of Wisconsin, particularly when the utilities serving Madison propose rate structures directly at odds with energy efficiency and renewable energy, such as MGE's current rate structure. Madison participated, hired expert witness and formally opposed MGE's current rate structure and this type of participation will be needed in the future; identify alternative methods to meet aggressive goals for energy efficiency and renewable energy such as negotiating the City's electrical contracts with utilities and investigating the formation of a municipal utility. Many cities across the county are identifying the costs and benefits of switching from investor owned utilities (like MGE and Alliant) to a municipal utility like the ones operated by diverse cities including Austin, TX, Sacramento, CA, Springfield, IL and Sun Prairie, WI. Cities currently investigating a switch explicitly to meet aggressive energy efficiency and renewable energy goals include Boulder CO, Decorah, IA, and Davis, CA. | Agree. | Add text that addresses other alternatives to educating the community about how renewable and energy efficiency can be provided. See response to feedback from Sustainable Madison Committee (#73, 74, 75, 81). | Y | | |
| 77 | Board of Park Commissioners | Y | 8. G&R | 4 | Recommend working with Parks Division staff to revise language under G&R Strategy 4 (p. 91), and Actions b. and c., to include language that is consistent with the Park and Open Space Plan goals to decrease parkland deficiencies. | Planning staff has some hesitation because the POSP is much more specific and detailed than the level of the Comprehensive Plan. Additionally, the language used for this Strategy and the corresponding Actions is in response to specific community feedback. | Planning staff will work with Parks staff to revise the language for G&R Strategy 4. | Y | | Staff from the Parks division is fine with the language for G&R Strategy 4 as is. |
| 78 | Alder Zellers | | 8. G&R | 4 | The Plan Commission recommended changes to G&R 4b. Suggested addition underlined and shown in red: Pursue acquisition of parkland in areas planned for <u>or which have had</u> significant redevelopment. | Agree. The paragraph describing Action 4b will need to be revised as well. | Incorporate this change. | Y | PC edit: "Pursue acquisition of parkland in areas planned for or which have had significant redevelopment." Staff edit to paragraph describing Action 4b: "In areas where Madison has or is expecting to see a significant increase of housing development, the City should pursue parkland acquisition to serve those new residents." | |
| 79 | Anne Walker | N | 8. G&R | 5 | Glass on the newer buildings in the city create a difficult environment for birds. | Agree. Add a reference to this subject in G&R Strategy 5. | Incorporate this change. | Y | | |
| 80 | Board of Park Commissioners | Y | 8. G&R | 6 | For G&R Strategy 6 (diverse tree canopy), practices that protect the ecosystem should be considered in selecting tree species, such as native tree species and species beneficial to pollinators. | Agree. | Incorporate this change. | Y | Staff edit: Incorporate this change - add language to the end of G&R 6a: " In addition to species diversity, other factors, such as native tree species and species that are beneficial benefits- such as benefits to pollinators and low-phosphorus leaves should be considered. " | Incorporate this change - add language to the end of G&R 6a: "In addition to species diversity, other factors, such as native tree species and species that are beneficial benefits- to pollinators and low-phosphorus leaves should be considered." |
| 81 | Sustainable Madison Committee | Y | 8. G&R | 6 | Add something about an education component - including that most trees are on private property. | Agree. | Add sentence about education component and trees on private property into the introductory paragraph(s) for the Strategy. | Y | | |
| 82 | Sustainable Madison Committee | Y | 8. G&R | 6 | Under Action b, add something about working with non-City entities: MG&E, construction companies, developers. | Agree. | Incorporate this change. | Y | Staff edit: Incorporate this change by revising the final sentence under G&R 6b to read: " As development and redevelopment continues, City departments must work together internally and with MG&E and developers to increase the tree canopy. " | |
| 83 | Anne Walker | N | 8. G&R | 6 | Overhead wires, commercial storefronts, and other conflicts make it difficult to get good trees in urban neighborhoods. | Actions 6b and 6c reference some of the obstacles to maximizing the tree canopy. | Incorporate a version of suggested language. | Y | | |
| 84 | Planning staff | N/A | 8. G&R | 6 | "Optimize" should be changed to "maximize" in the 6b action text. | N/A | Change "optimize" to "maximize." | Y | PC edit: Change "optimize" to "increase." | |
| 85 | Planning staff | N/A | 8. G&R | 6 | Explain why undergrounding utilities is an important policy with regards to the canopy. | N/A | [page 94] Add a sentence after the sentence that ends in "property owners." | Y | PC edits: Emphasize that high voltage overhead wires are an important factor that prevents tree plantings. Add language that mentions that underground parking and bike parking can also impact tree planting. Add a mention that the City should review standards for terrace tree plantings and the proximity of trees to intersections. | |
| 86 | Board of Park Commissioners | Y | 8. G&R | 7 | Recommend clarifying language under G&R Strategy 7 (p. 95) “Improve public access to lakes.” The City would not pursue purchase of protected shoreline easements without ensuring public access. This section should be clarified to ensure this does not mean purchasing easements to maintain shoreline on private property. | Agree. | Add the phrase "public access" on page 95, first sentence of the second column to read "The City should identify the highest priority lakeside properties and purchase or option <u>public access</u> easements when these properties become available." | Y | | |
| 87 | Planning staff | N/A | 8. G&R | 7 | What is a "beach day"? | N/A | [page 95] Remove the phrase "out of 99 beach days." | Y | | |
| 88 | Planning staff | N/A | 8. G&R | 8 | Revert Strategy language back to "Reduce landfilled waste" to simplify language for readers. | N/A | Incorporate this change. | Y | | |

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|-----------------------|---|-------------------------|---------|----------|---|---|---|-------------------------------------|---|---|
| 89 | Food Policy Council | Y | 8. G&R | 9 | <p>Include the following description for Urban Agriculture on page 97. “Urban agriculture involves the production of food for personal consumption, market sale, donation, or education, and includes associated physical structures, policies, and programs in cities and suburbs. Urban agriculture exists in multiple forms and for multiple purposes, including market farms, community gardens, school gardens, full-year vegetable production in greenhouses, orchards, rooftop gardens, and the raising of chickens, fish and bees.</p> <p>Madison has supported a recent growth in urban agriculture through its Zoning Code, and other City ordinances permitting community gardens, fruit and nut trees, beehives and backyard chickens. The Zoning Code allows the creation of Urban Agriculture Districts to encourage small-scale farming within the city, one example being the 4.5-acre Troy Community Farm on Madison's north side. A joint city/county citizen work group has also been formed to develop supportive policies for urban farms and community gardens across Madison and Dane County.”</p> | Agree. Planning staff proposes edits to the proposed text to ensure consistent and accessible Plan language. | <p>Urban agriculture involves the production of food for personal consumption, market sale, donation, or education, and includes associated physical structures, policies, and programs within cities and suburbs. Urban agriculture exists in multiple forms and for multiple purposes, including market farms, community gardens, school gardens, full-year vegetable production in greenhouses, orchards, rooftop gardens, and the raising of chickens, fish, and bees.</p> <p>Madison has supported a recent growth in urban agriculture through its Zoning Code, and other City ordinances permitting community gardens, fruit and nut trees, beehives, and backyard chickens. The Zoning Code allows the creation of Urban Agriculture Districts to encourage small-scale farming within the city, one example being the 4.5-acre Troy Community Farm on Madison's north side. A joint city/county citizen resident work group has also been formed to develop supportive policies for urban farms and community gardens across Madison and Dane County.</p> | Y | | |
| 90 | Sustainable Madison Committee | Y | 8. G&R | 9 | Descriptive paragraphs should highlight the <u>social</u> aspect of community gardens. Relationships are important. | This might be a better fit under N&H 8b. The comment more closely relates to the discussion included for that Action and the role of gardens in neighborhoods. | Add to end of penultimate sentence in Action 8b text: "...and encourage neighborhood interaction and increase social capital." | Y | | |
| 91 | Community Development Block Grant Committee | Y | 8. G&R | 9 | Include the Food Policy Council language for Urban Agriculture. | See #89 above. | See #89 above. | Y | | |
| 92 | Sustainable Madison Committee | Y | 8. G&R | Intro | Add more specific language to reflect items already being worked on, particularly the Energy Plan and MOU with MG&E. Add a reference to the City's Sustainability Plan in the Introduction for the chapter. | Agree. | Add a reference to the Sustainability Plan in the introduction for the chapter. | Y | | |
| 93 | mike.s.barnett | N | 8. G&R | Intro | [p. 86] City tracks its CO2 emissions related to city operations and the community. If one of the goals is to reduce our City's contribution to climate change, shouldn't we include the data for these CO2 emissions in this section of the report? | Agree. | Add City CO2 data from page 19 of City Snapshot document to the Plan's G&R introduction. | Y | | |
| 94 | Petert | N | 8. G&R | Intro | [p.86] Missing: Madison's single largest current and long term environmental liability: the new and recently expanded coal plants that supply the majority of the electricity to the city. Plenty of data available to illustrate Madison's financial and environmental liabilities to the Columbia coal plant in Portage WI and the Elm Road coal plant in Oak Creek WI. If the plan can devote data snapshots to water quality and beach closures, surely something as significant as the coal dependency of the two utilities serving Madison (MGE and Alliant) is warranted. | Agree. Both MGE and Aliant buy some of their power from other companies. MGE owns two wind farms and purchases wind capacity from three other Midwestern wind farms. | Add to either G&R intro (pg 86) or G&R Strategy 3 (pg 90): "Madison Gas & Electric (MGE), which provides electric power to most Madison customers, sources 12% of its electricity from renewable resources and purchases 19% of its electricity, some of which may be renewable. Alliant Energy (Wisconsin Power & Light), which serves portions of the city, obtains 15% of its electricity from renewable sources plus 5% from nuclear power." | Y | | |
| 95 | Transit & Parking Commission | N | 8. G&R | N/A | There is no discussion of global warming or the City's carbon footprint - what is our plan to address carbon emissions? | The introduction for the chapter briefly talks about climate change. Text for Strategy 3 talks about it briefly as well. The Sustainable Madison Committee requested strengthening language regarding renewable energy sources and reduced emissions and citing the Energy Plan/Carbon Neutral Program. | Add text about what the City is doing and plans to do regarding carbon emissions by discussing the Energy Plan/Carbon Neutral Program. | Y | | |
| 96 | Food Policy Council | Y | 9. EG | 1 | <p>Revise the title and description for Action 1c. The language below is more explicit about potential partners, places more active emphasis on key components, and strengthens the supply chain of the local food system than the original language in the draft.</p> <p>Work with Dane County and other municipalities in the county/region to develop a regional food systems plan.</p> <p>Dane County has some of the most productive agricultural land in the world, as well as a strong food economy. The City should support Dane County and other entities in developing a regional food systems plan that would identify key components and prioritize development of the regional food supply chain. Strengthening our local supply chain will bring additional food security to our region, job opportunities for residents with a wide range of backgrounds, and support preservation of our agricultural land.</p> | Agree. | <p>Work with Dane County and other municipalities in the county/region to develop a regional food systems plan.</p> <p>Dane County has some of the most productive agricultural land in the world, as well as a strong food economy. The City should support Dane County and other entities in developing a regional food systems plan that would identifies key components and prioritize development of improvements to the regional food supply chain. Strengthening our local supply chain will bring additional food security to our region, job opportunities for residents with a wide range of backgrounds, and support preservation of our agricultural land.</p> | Y | | |
| 97 | Food Policy Council | Y | 9. EG | 1 | Slight revisions to the descriptive paragraph for Action c shown in italics: “Dane County has some of the most productive agricultural land in the world, as well as a strong food economy. The City should support Dane County and other entities in developing a regional food systems plan that would <i>identify key components and prioritize development of the regional food supply chain</i> . Strengthening our local supply chain will bring additional food security to our region, job opportunities for residents with a wide range of backgrounds, and support preservation of our agricultural land.” | Agree. | Incorporate this change. | Y | | |

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| 98 | Economic Development Committee | Y | 9. EG | 1 | The Food Policy Council's Comprehensive Plan Workgroup suggested changing the language to: Work with Dane County and other municipalities in the county/region to develop a regional food systems plan Dane County has some of the most productive agricultural land in the world, as well as a strong food economy. The City should support Dane County and other entities in developing a regional food systems plan that would identify key components and prioritize development of the regional food supply chain. Strengthening our local supply chain will bring additional food security to our region, job opportunities for residents with a wide range of backgrounds, and support preservation of our agricultural land. | See #96. | See recommendation for #96. | Y | | |
| 99 | Eskrich | N | 9. EG | 2 | Regarding the RTA, may want to make a more generalized statement to include other potential mechanisms for regional transit funding, in case an RTA isn't possible. | Agree. | See also #100 & #101. | Y | | |
| 100 | Transit & Parking Commission | N | 9. EG | 2 | Discuss the County having a role in the establishment of an RTA. | Agree. | Incorporate this change. | Y | | |
| 101 | Transit & Parking Commission | N | 9. EG | 2 | More discussion of transit funding is needed - it won't all be covered by an RTA. | See analysis for #182; could add more discussion of funding to EG Strategy #2. | Add more discussion of funding (RTA and other sources) to EG strategy #2 and/or cross-reference with additional discussion comments #7 and #8. | Y | | |
| 102 | Planning staff | N/A | 9. EG | 2 | Other important partners are the other major metros in the state, primarily Milwaukee/Racine, but also Appleton/Oshkosh, Green Bay, and interstate metros like Kenosha/Chicago, Superior/Duluth, and maybe even the counties bordering the Twin Cities. [page 101] | N/A | Incorporate this change. | Y | Staff edit: Incorporate this change: modify the first sentence under EG 2a to read: "The City and region should build a coalition of local governments in Dane County and governments in other metro areas throughout the state to make the case for RTA enabling legislation with the State." | |
| 103 | City of Verona | N | 9. EG | 4 | [page 104] Intergovernmental Boundary Agreement Map - The City of Fitchburg boundary agreement line color needs to be changed in the legend to match the map. (See attached email from City of Verona staff, Adam Sayre.) | Agree. | Incorporate this change. | Y | | |
| 104 | City of Verona | N | 9. EG | 8 | [page 110] - "Lack of trust in the Madison Police Department MPD) was"... Change MPD) to (MPD). | Agree. | Incorporate this change. | Y | | |
| 105 | Alder Zellers | N | 9. EG | 9 | Action 9c about programmed building inspections - should mention this is blocked by state legislation. | Agree, the City can do them, but it requires them to go through a new process. It may be useful to include commentary at the beginning of the Plan about the City's actions with regards to current or future limitations due to State legislation. | Note reference to State law and how it changes programmed inspections. A resolution is now required before the City does programmed inspections. Add commentary about State pre-emption of local action at the beginning of the Plan. | Y | | |
| 106 | Alder Zellers | N | 9. EG | 9 | Action 9a - Report a problem could be better used to collect data on contacts and resolution. | Agree. | Report a Problem should track how it is used now and how it could be better used to track how contacts are resolved and the program's responsiveness to City customers. | Y | Staff edit: Add language to the end of the EG 9a text: "Collection of data on how Report a Problem is used and how problems are addressed could help the City analyze the service and make improvements to enhance the user experience and responsiveness of the service." | |
| 107 | Planning staff | N/A | 9. EG | 9 | EG 9c is very similar to Neighborhoods & Housing - Action 6A. | N/A | Remove 9c, leave N&H 6a, combine some of the EG language, add cross-ref of N&H 6 in the EG intro, and fix in matrix. | Y | | |
| 108 | Long Range Transportation Planning Committee | Y | 9. EG | | Add language to the Plan to "Engage Dane County in the funding and shared governance of public transit" | Staff feels the most appropriate location to add this language is in Effective Government, Strategy #2. | Incorporate this change. | Y | | |
| 109 | Food Policy Council | Y | 11. LU Supplement | N/A | [page 122] Consider adding language about "agri-hoods" as a TND design principle. Add a definition for "agri-hoods" to the glossary. | Including a reference to agrihoods would be more effective in G&R Action 9b (Identify opportunities to support local food production within the city) to indicate a proactive approach to identifying suitable locations for agrihoods. A definition for agrihoods should be added to the glossary. | Add the following text to the end of G&R Action 9b: The City should also identify locations that would be suitable for agrihoods, where development is integrated with a working farm. Agrihoods could be developed at a variety of scales, but may be most appropriate on the edge of the city where they could serve as a transition to existing rural uses. Agrihoods definition for the glossary: Single-family, multifamily, or mixed-use communities built with a working farm as a focus. (Source: Urban Land Institute) | Y | PC edit: Commission was fine with staff recommendation with the addition of a reference to Troy Gardens (as suggested by Nan Fey). | Add the following text to the end of G&R Action 9b (the new text concerning Troy Gardens is in red): "The City should also identify locations that would be suitable for agrihoods, where development is integrated with a working farm. Troy Gardens on Madison's north side is a good example. Agrihoods could be developed at a variety of scales, but may be most appropriate on the edge of the city where they could serve as a transition to existing rural uses." |
| 110 | Food Policy Council | Y | 11. LU Supplement | N/A | [page 126] Add something about balancing the need to preserve farmland on the periphery. | Include language about preserving farmland on the periphery in the LU&T Strategy 6 introduction. | Make change to LU&T Strategy 6 introduction. | Y | | See attached red-lined document for LU&T Strategy 6 and red-lined document for Land Use Trends & Land Demand Analysis. |
| 111 | Alder Zellers | N | 11. LU Supplement | N/A | Bassett Plan is missing from the list of plans (p. 124) | http://www.cityofmadison.com/planning/ndp/bassett.pdf | Incorporate this change. | Y | | |
| 112 | Alder Zellers | N | 11. LU Supplement | N/A | [page 123] last sentence on the page - the use of "may be" in the sentence. Suggested to say: This Plan "will be" modified if a sub-area plan makes... | Agree. | Change phrasing to "should be". | Y | | |
| 113 | Alder Zellers | N | 11. LU Supplement | N/A | The list of sub-area Plans (beginning on p. 124) - some have amendment dates and some do not. Should be consistent and ideally should include the amendments dates. | Amendments are most common for NDPs. Neighborhood Plans and other plans are infrequently amended. If there are amendments that are not listed, staff will revise the list. | Incorporate this change. | Y | | |
| 114 | Alder Zellers | N | 11. LU Supplement | N/A | [page 125] In text for sub-area Plan retirement, near middle of the long first paragraph - who decides whether the plan reflects current City priorities? | Agree. | Revise sentence to read: "As the city continues to grow and change, plans that have largely been implemented, have been superseded by a more recently adopted plan for the same area, or no longer reflect current priorities, as determined by this Plan, the Plan Commission, and City Council, should be retired." | Y | | Add a sentence in the middle of the second paragraph: "Stakeholders of areas covered by the plan will be engaged in the review and determination of whether the plan should be retired." Note that staff recommends using "stakeholders" as the most inclusive term. |

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|-----------------------|---------------------|-------------------------|-------------------|----------|---|---|---|-------------------------------------|--|---|
| 115 | Food Policy Council | Y | 13. Glossary | N/A | Add the following definitions to the glossary: • SEED Program: The City of Madison budget includes annual funding to be distributed as micro-grants by the Madison Food Policy Council. The MFPC encourages community groups to submit proposals that improve the local food system and make food more accessible to Madison residents. • Double Dollars: A program for FoodShare users in Dane County, offering a dollar-for-dollar match for EBT transactions at participating farmers' markets, farm stands, and food retail locations. The program is available year-round at sites throughout the Madison area. • Sustainable Agriculture: Sustainable agricultural systems respond to site-specific conditions by integrating cultural, organic, and mechanical practices that foster cycling of resources, promote ecological balance, and conserve biodiversity. • Urban Agriculture: Urban agriculture involves the production of food for personal consumption, market sale, donation, or education, and includes associated physical structures, policies, and programs in cities and suburbs. | Agree. Planning staff proposes edits to the proposed text to ensure consistent and accessible Plan language. | <div>• SEED Program: The A City of Madison budget includes annual funding to be distributed as micro-grants program administered by the Madison Food Policy Council.The MFPC encourages community groups to submit proposals that that provides grants to improve the local food system and make food more accessible to Madison residents.</div> <div>• Double Dollars: A program for FoodShare (Wisconsin's version of the federal Supplemental Nutrition Assistance Program) users in Dane County, offering a dollar-for-dollar match for EBT transactions purchases at participating farmers' markets, farm stands, and food retail locations. The program is available year-round at sites throughout the Madison area.</div> <div>• Sustainable Agriculture: Sustainable agricultural systems respond to site-specific conditions by integrating cultural, organic, and mechanical practices that foster cycling of resources, promote ecological balance, and conserve biodiversity. An integrated system of plant and animal production practices having a site-specific application that will, over the long term: satisfy human food and fiber needs; enhance environmental quality and the natural resource base upon which the agricultural economy depends; make the most efficient use of nonrenewable resources and on-farm resources and integrate, where appropriate, natural biological cycles and controls; sustain the economic viability of farm operations; and enhance the quality of life for farmers and society as a whole. (Source: USDA)</div> <div>• Urban Agriculture: The production of food for personal consumption, market sale, donation, or educational purposes,and includes associated physical structures, policies, and programs within cities and suburbs.</div> | Y | | |
| 116 | City of Verona | N | 14. General | N/A | The layout and photos are very sharp. Please adjust the maps to make it easier to read by adding labels on all of the major roads (CTH M, PD, etc.) and placing the polygons underneath the roads. | Staff will label more of the major roads. | Make changes as suggested. | Y | | |
| 117 | Planning staff | N/A | 10. Matrix | page 118 | Change back to previous Strategy language for G&R Strategy 8: "Reduce landfilled waste." | N/A | Change back to previous Strategy language: "Reduce landfilled waste." | Y | | |
| 118 | City of Verona | N | 10. Matrix List | N/A | p. 119 Strategy 4 Actions: — Change letter a to letter d. | Agree. | Incorporate this change. | Y | | |
| 119 | Alder Zellers | N | 11. LU Supplement | N/A | In the first sentence on page 124 - the word "intended" is not clear enough. Midway through the second paragraph on page 124, beginning with "But if in the neighborhood plan...." The Plan should specify what will happen in the case of an inconsistency (i.e. the Comp Plan should be changed). | The end of the third paragraph on page 124 discusses what should be done to rectify inconsistencies between land use designations between sub-area plans and the Comp Plan. | See attached red-lined document titled "Consistency Between Sub-Area Plans and the Comprehensive Plan." | Y | | |
| 120 | Planning staff | N/A | 12. Ref. Maps | page 137 | All streets in the city not covered by the other categories have 0-5,000 ADT, yet only some are shown on the map . We should note why (I'm personally not sure of TE's methods for deciding to do counts, but am guessing they are done on all arterials and collectors). | N/A | Check if this is a state requirement and revise map so that it makes more sense. | Y | | |
| 121 | Alder Zellers | N | UF | N/A | UrbanFootprint analysis needs to go beyond just talking about the positives of infill. Should include discussion of gentrification as well as the pressure it creates on historic properties. Redevelopment can also remove housing stock suitable/supportive of families. Commissioner Polewski would like to see the gentrification topic cover lower-cost housing near places of employment as well. | Agree. | Incorporate these changes. | Y | Page 165, first column, last full paragraph, revise to read: "Of course, infill and redevelopment can have negative impacts. While overall VMT is reduced, local traffic may increase. Additionally, demand for low-cost or free on-street parking can increase. While harder to quantify, infill and redevelopment can change the general feel of an area, especially an area with a prevalence of historic buildings . While infill and redevelopment 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. Redevelopment can also lead to increased housing costs and commercial rents, as newer units nearly always rent for higher prices than development that may have previously been present on a redevelopment site. Loss of existing low-cost residential units and commercial spaces can lead to displacement of current residents and businesses. " | Page 165, first column, last full paragraph, revise to read: "Of course, infill and redevelopment can have negative impacts. While overall VMT is reduced, local traffic may increase. Additionally, demand for low-cost or free on-street parking can increase. While harder to quantify, infill and redevelopment can change the general feel of an area, especially an area with a prevalence of historic buildings . While infill and redevelopment 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. Redevelopment can also lead to increased housing costs and commercial rents, as newer units typically rent for higher prices than development that may have previously been present on a redevelopment site. Loss of existing low-cost residential units and commercial spaces can lead to displacement of current residents and businesses. " |
| 122 | Planning staff | N/A | | N/A | [State Statute Requirements] Issues & Opportunities: Address age distribution trends. | N/A | Include age distribution trends from page 4 of the City Snapshot document. | Y | | Add age distribution trends from page 4 of the City Snapshot document to page 3 of the Plan. |
| 123 | Planning staff | N/A | | N/A | [State Statute Requirements] Address housing age and value. | N/A | Housing age is on page 134. Add information on housing value. | Y | | Add "Housing Units by Year Built" from page 6 of City Snapshot to page 55. Add new housing value pie chart to page 53. |
| 124 | Planning staff | N/A | | N/A | [State Statute Requirements] Address transportation systems for persons with disabilities, electric personal assistive mobility devices, air transportation, trucking, water transportation. Incorporate state, regional and other applicable transportation plans. | N/A | Incorporate these items in applicable locations. | Y | | See attached red-lined document titled "Land Use Trends and Land Demand Analysis" page to be inserted on page 127 of the Plan. |
| 125 | Planning staff | N/A | | N/A | [State Statute Requirements] Utilities and Community Facilities: Address power plants, power transmission lines, cemeteries, libraries, capacity of existing community facilities, timetable for expansion of existing facilities. | N/A | Incorporate these items in applicable locations. | Y | | See recommendation for request #94 regarding power generation addition to the Plan. See page 153 of the Plan for libraries. Community facilities is addressed via the Capital Improvement Projects map on page 149. After further review of statutory requirements for the other items in this row, additional information is not needed. |

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| 126 | Planning staff | N/A | | N/A | [State Statute Requirements] Economic Development: Address weaknesses with respect to attracting and retaining businesses. | N/A | Incorporate this item. | Y | | After further review, additional information is not needed. Weaknesses are addressed in E&O Strategies #1, #2, and #4. |
| 127 | Planning staff | N/A | | N/A | [State Statute Requirements] Land Use: Address trends in the price of land; amount, intensity, net density of existing land uses. | N/A | Integrate discussion/information into LU&T introduction. | Y | | See new Word document page to be inserted at the beginning of Land Demand Analysis. |
| 128 | Planning staff | N/A | | N/A | [State Statute Requirements] Implementation. Include “a compilation of programs and specific actions to be completed in a stated sequence.” Plan update process. | N/A | Add text indicating that the Strategies are generally listed based on how they were prioritized by the community. | Y | | Add sentence at the end of the first paragraph on page 5: "Each element lists strategies and actions in a general sequence of priority." |

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| 129 | Urban Design Commission | Y | 1. Intro | N/A | Measurements and Tracking: The plan lacks a way of measuring “success” and how we will know if we are making progress. | Agree. An annual progress update will be completed. This is briefly mentioned on page 7. | This will be addressed through the annual progress update. | N | | |
| 130 | Housing Strategy Committee | Y | 3. GF | GPA Map | Staff should work to incorporate additional “Community Corridors” that could accommodate additional housing, such as Midvale Blvd., N Sherman Ave., and Monroe Street. Assuming the Plan Commission agrees, we'll need to work on this together to specify additional corridors prior to plan adoption. | Monroe, Midvale, and N Sherman are all predominantly residential corridors with mixed-use Activity Centers interspersed along the length of the streets in areas that are appropriate for increased development intensity. Designating the entire length of these, and other, streets as "Community Corridors" would require substantial changes in the GFLU map to accommodate additional housing. Such changes could technically be made, but would be a substantial change this late in the process. | No change recommended. | N | | |
| 131 | Economic Development Committee | N | 3. GF | GPA Map | Many of the peripheral growth areas on the Growth Priority Areas Map coincide with prime farmland. | The City's support of infill /redevelopment in the interior of the city along with compact growth on the edge of the city slows the conversion of farmland for development. | No change recommended. | N | | |
| 132 | Transit & Parking Commission | N | 3. GF | GPA Map | The Oscar Mayer site should be called out on the Growth Priority Areas Map (p. 16) as an Activity Center. | The site is not shown because it is planned for industrial development on the GFLU Map and the current planning process for the site has maintained an employment focus. Activity Centers are defined as mixed-use areas in the Plan. In order to maintain internal consistency between the GFLU map and the Growth Priority Areas Map, Oscar Mayer would need to include other uses on the GFLU Map in order to be shown as an Activity Center. Note that the east side of the Packers/Commercial intersection is shown as a "Transitioning" Activity Center on the Growth Priority Areas Map. | No change recommended. | N | | |
| 133 | Transit & Parking Commission | N | 3. GF | GPA Map | Add N. Sherman Avenue as a corridor on the Growth Priority Areas Map. It is planned for BRT. | Similar to streets like Whitney Way (which is also planned for BRT) and N. Midvale Blvd., there is a significant amount of existing Low Residential (LR) development lining N. Sherman. Activity Centers have been designated where there is greater potential for redevelopment of auto-oriented commercial areas into mixed-use. The two larger strip malls along N. Sherman are included as transitioning Activity Centers. Corridors are designated where there is a substantial amount of existing or planned employment, general commercial, mixed-use, and multifamily residential development lining the street, with accompanying existing or planned high-frequency transit. N. Sherman has the planned transit, but, because it has intervening areas of LR, lacks the mix of uses along the entire street. Designating N. Sherman as a mixed-use community or regional corridor should be accompanied by a change to the GFLU map to allow for mixed-use redevelopment along the length of the corridor. | Either maintain map as-is, or change GFLU Map along N. Sherman to increase allowable development intensity and mix of uses if the street is mapped as a corridor on the Growth Priority Areas Map. | N | PC direction: Maintain map as-is. | |
| 134 | Economic Development Committee | Y | 3. GF | GPA Map | Make Packers Avenue a regional corridor on the Growth Priority Areas Map. | Centers and Corridors have been designated on the Growth Priority Areas Map where there is greater potential for redevelopment of auto-oriented commercial areas into mixed-use areas. The Growth Priority Areas Map also corresponds to areas planned for Mixed-Use on the GFLU Map. Packers Avenue is primarily recommended for Industrial and Employment uses along with some Low Residential and Medium Residential areas. | Either maintain map as-is, or change GFLU Map along N. Sherman to increase allowable development intensity and mix of uses if the street is mapped as a corridor on the Growth Priority Areas Map. | N | PC direction: Maintain map as-is. | |
| 135 | Ped/Bike/Moto r/Vehicle Commission | Y | 3. GF | GPA Map | Change Packers Avenue to a Regional Corridor from Pennsylvania to Northport on the Growth Priority Areas Map. It has high traffic counts, the potential for a lot of redevelopment at Oscar Mayer, and could become the BRT route for the North Side. | This is a similar comment to #134. Traffic counts did not play into staff's mapping of corridors. Corridors were drawn where streets were lined with a mixture of employment, general commercial, mixed-use, and GFLU categories that allowed multifamily residential development. This was combined with high levels of existing or planned transit service. In the case of Packers, it is lined largely with industrial (the Oscar Mayer site and other sites on the west side of the street) and parkland (Demetral Field). The are some smaller areas of Low Residential, with employment that is along Packers but only accessible from Pankratz Street. A small Medium Residential area exists close to Northport. The main mixed-use area along Packers (at the intersection with Commercial Avenue) is shown as an Activity Center. Transit service exists, but is limited. The BRT study completed by the MATPB identified N. Sherman as the BRT route through the area, which, while it could be changed in the future, is the currently adopted routing shown in Madison in Motion and other City documents. The corridors and Activity Centers shown in the Growth Priority Areas map are a simplified representation of mixed-use growth areas shown on the GFLU map. Showing corridors on the Growth Priority Areas Map without allowing for the type of development that the corridors represent (via the GFLU map) creates an internal inconsistency in the Plan. If the ongoing detailed Oscar Mayer planning process results in a change to the future land use for that area, the GFLU map and Growth Priority Areas map could be amended to reflect that. | Staff recommends maintaining the Growth Priority Areas map as shown. If showing Packers Avenue as a corridor is desired, the GFLU map along that corridor should be changed to allow for a wider mix of uses in close proximity so that the future land uses accurately reflect the meaning of a corridor on the Growth Priority Areas map. | N | PC direction: Maintain map as-is. | |

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| 136 | Alder Zellers | N | 3. GF | N/A | Should recognize historic districts on GFLU Map. | Historic districts are included in the Plan on pages 77-78. Historic districts are not a land use, and therefore should not be shown on the GFLU map. Additionally, showing districts on the map would make it overly difficult to interpret both the districts and the underlying land uses, given the amount of information that is already displayed on the GFLU map. There are many things that impact development that are not shown on the GFLU map, including urban design districts, historic districts, and design guidelines in neighborhood plans. It would be impossible to produce a legible map with that includes all of these considerations. While the GFLU map tends to be the most-referred to map in the Plan, the other Elements of the Plan are just as important, and should not be diluted by shifting components to the Growth Framework section and the GFLU map. Additionally, language has been included in the text that accompanies the GFLU map on page 17 that references the importance of other plans and ordinances (including the historic preservation ordinance) in the consideration of development. | No change recommended. | Y | PC edit: Add footnote to GFLU map referencing the historic resources maps on pages 77-78. | The Plan Commission did not want to add historic districts to the GFLU map, but specified that a footnote should be added to reference the historic district maps. Staff recommends: "Please see Strategy #2 of the Culture and Character Element for maps of the City's historic districts." |
| 137 | Alder Zellers | N | 3. GF | N/A | p. 20 Using the phrase "building forms" is not clear. Better phrase? | The use of "building forms" as a phrase maintains consistency with the zoning ordinance. The residential and mixed use charts on pages 20 and 22 are adapted from the zoning code, including the "building form" header for the first column. | Retain existing language. | N | | |
| 138 | Alder Zellers | N | 3. GF | N/A | p. 22 Push back against allowing 1-story buildings in mixed-use districts on the GFLU Map. | At the March 2018 meeting, the Plan Commission directed staff to develop an exception for convenience stores in Neighborhood Mixed Use (NMU) areas, which is included in the NMU text. Previous discussions with the Commission led to the footnotes included in the mixed-use chart on page 22. | Retain existing language. | N | | |
| 139 | Alder Zellers | N | 3. GF | N/A | p. 22 First column, last paragraph -- Language about avoiding "gaps" in commercial street frontages. Is this really a problem? | Staff feels that it is important to maintain commercial frontages on traditional shopping streets. For example, State Street and the commercial nodes of Monroe Street should maintain ground floor commercial and avoid construction of ground-floor residential units that interrupt the commercial pattern. Inclusion of such units is harmful to the long-term health of traditional shopping streets, as pedestrian shoppers are more likely to cut their walk short if they are interrupted | Retain existing language. | N | | |
| 140 | Lehnertz | N | 3. GF | N/A | See email from Linda Lehnertz. Excerpt below: The need for new development, and redevelopment, to be consistent with adopted City Plans should be clearly stated on page 17, where the impact of the GFLU map is discussed. | Staff feels the language already on page 17 is sufficient (the language refers to sub-area plans and discusses how the GFLU map should not be used on its own without reviewing other adopted City plans and ordinances). | Maintain language on page 17 as written, with additional details available in the Appendix. | N | | |
| 141 | Transit & Parking Commission | N | 4. LU&T | 1 | Remove all BRT-related strategies and actions from the Plan, remove intercity terminal action from the Plan, scale back strategies and actions on expanding transit service. All of these things are too unrealistic. | The Council has endorsed moving forward with BRT planning. Smaller cities have been successful in adding intercity bus terminals. There was significant feedback related to expanding transit service. | Maintain all of these topics in the Plan. | N | | |
| 142 | jmackay | N | 4. LU&T | 1 | Please have the BRT with dedicated lanes the whole way through, even if it means eliminating a lane for cars. | The Plan does not determine a design for the BRT system - while such a system would ideally operate only on dedicated lanes, such details will be developed as part of a future analysis. | Retain existing language. | N | | |
| 143 | ballyk | N | 4. LU&T | 1 | Your map for planned future BRT Phases ignores most of the eastside except for the E. wash corridor. BRT along Cottage Grove Road to Atwood and then either to Willy St. or connect with E. Wash at First Street could serve much of the eastside population, especially if one or two stops had parking availability. | The extensive 2013 "Madison Transit Corridor Study" that reviewed BRT route alternatives is the basis for the map shown in the Comp Plan. Staff does not feel it would be appropriate to propose additional BRT when there is no background analysis to support new routes. | Maintain current BRT map. | N | | |
| 144 | Alder Zellers | N | 4. LU&T | 3 | Add language about clearing snow from bike lanes so they can be used year round. Additionally, consider adding something regarding snow emergencies and moving vehicles on one-way streets. | Snow clearance from bike lanes was a low priority in the Imagine Madison process. The are two main reasons why snow does not get cleared from bike lanes as well as it does from car lanes. First, much of the clearance from car lanes is actually accomplished through the friction of frequent traffic on the pavement. Second, snow plowed when there is already a lot of snow on the curb tends to tumble back on to the street. Both of these could be solved, but would likely take the same type of attention and expenditure that is undertaken within the City's downtown BID, except on a citywide basis for all streets with bike lanes. Given the pressing needs expressed within the Plan, staff feels that recommending such a high level of expenditure would not be beneficial in the context of all the other actions that are included in the Plan. Staff feels that addressing the moving of vehicles during snow emergencies is a detailed policy issue compared to the more general Comprehensive Plan. | Retain existing language. | N | | |
| 145 | Committee on the Environment | N | 4. LU&T | 4 | Add discussion of safety under Strategy #4, specifically with regard to Dutch Mill Park-and-Ride, which also serves as an intercity bus pick up point. | While safety at bus stations is important, this issue is too specific for the Comp Plan. | Retain existing language. | N | | |
| 146 | jhirsch | N | 4. LU&T | 5 | [Transition between Redevelopment and Existing Development, page 38] A landscape buffer is great. How will that work when the two properties are not on level ground or do not have similar elevations? | The Plan is a general document and the buffering strategies are general strategies. Precise implementation of buffering strategies should be tailored to the specific site conditions. | Retain existing language. | N | | |

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| 147 | Sustainable Madison Committee | Y | 4. LU&T | 6 | See attached Memo from Food Policy Council. Add text somewhere in the introductory paragraphs about the need to preserve farmland for food production. This might be a more difficult revision to achieve during the review and adoption process, and the Work Group hasn't yet finalized language for discussion by the Food Policy Council at its next meeting in June; but having support for this approach would be helpful. Additional information can be found in the memo from FPC. | Staff feels this is quite detailed for the section. The Food Policy Council did not continue to pursue this revision for its meeting in June. | Retain existing language. | N | | |
| 148 | jmackay | N | 4. LU&T | 8 | Main arterials should have physically separated bike lanes to make cycling safe and comfortable. | The Plan does not include specific design cross-sections for arterial roads. Example cross-sections are included in Madison in Motion. | Retain existing language. | N | | |
| 149 | Alder Zellers | N | 4. LU&T | 9 | Clarify what we mean by "technological advancements." Add "such as..." to describe examples. | If this is in regard to Action c, an example is given (sensors to provide real-time availability and demand-responsive pricing). | Retain existing language. | N | | |
| 150 | Long Range Transportation Planning Committee | Y | 4. LU&T | All | Integrate all Comprehensive Plan comments as recorded in the LRTPC minutes of 1/25/18. | This discussion occurred before the Plan had been drafted. Some are general thoughts, and others have been addressed. There are a handful that remain, such as including a map of where UW students live, that staff feels are not needed, given the strategies and actions of the Plan. | No edits to the Plan are needed from the LRTPC minutes of 1/25/18. | N | | |
| 151 | Transit & Parking Commission | N | 4. LU&T | N/A | Could use more discussion of reaching out to other communities on transit issues. | There is some discussion of this under LU&T action 2a and EG Strategy 2. | Retain existing language. | N | | |
| 152 | Transit & Parking Commission | N | 4. LU&T | N/A | We need to do a better job of syncing right-of-way planning with development planning. | While development would ideally take place in a systematic way, with road systems being constructed sequentially and with appropriate connections from the start, we are dependent upon landowner interest in developing their property. Short of the expensive and generally unpopular option of condemnation, there are few ways to ensure right-of-way is dedicated and roads constructed outside of the standard neighborhood development process. The City's Neighborhood Development Plans are a good way to ensure the long-term connectivity of developing neighborhoods, but do not solve the interim issue of connectivity as areas are built out in phases. | Retain existing language. | N | | |
| 153 | Transit & Parking Commission | N | 4. LU&T | N/A | There are no strategies and actions that address cars in the plan. 90% of people will still get around by car in the future. | While Strategy #9 under LU&T does discuss using new technologies to make better use of our thoroughfares, as well as not expanding major roads in already-developed areas and working on accommodating connected/autonomous vehicles, there are not specific strategies and actions that address driving. A number of factors led to this outcome in the current draft. First, there was very little feedback from the public concerning automobile traffic. Second, the Plan is more forward-looking, in terms of planning for changes that need concentrated City action to implement. Third, the City has limited control over what happens to major highways that run through our jurisdiction (Verona Road, Beltline, etc.). Fourth, the GFLU map shows the planned street network for developing areas, which is an indication of continued development of the local road network. Finally, there are several general statements concerning encouraging connectivity of the road network. | If there are specific changes that are recommended to how the City handles automobile traffic that are at the appropriately broad scale of the Plan, those should be brought forward for discussion. Barring that, staff recommends retaining the existing language. | N | | |
| 154 | Economic Development Committee | N | 4. LU&T | N/A | Parking is very expensive downtown. This is an impediment to more businesses locating downtown. | Provision of public parking is a significant public cost that should be borne by the users of parking. The Plan supports investments in transit, park-and-rides, and other modes of downtown access to ensure that downtown is accessible and friendly to all modes. | Retain existing language. | N | | |
| 155 | Committee on the Environment | N | 4. LU&T | N/A | Add language about ensuring that major greenspace/public amenity destinations have transit access (example of the Zoo not having transit service was given). | There is transit service a few blocks away from the Zoo. With all of the other strategies and actions that recommend transit improvements, this concern should be addressed if they are implemented. | Retain existing language. | N | | |
| 156 | Transit & Parking Commission | N | 4. LU&T | N/A | Our City policy of no local roadway expansion needs to be explicitly stated. | This is mentioned in the introduction for LU&T Strategy 9. | Retain existing language. | N | | |
| 157 | Urban Design Commission | Y | 4. LU&T | N/A | <u>Transit Oriented Development (TOD)</u> : TOD's generally require that buildings be built to the front property line. This can be a problematic City policy and one that the Commission frequently struggles with, especially regarding how to address back-of-house service areas when buildings are required to be built to the front property line. There should be language in the plan that tempers that. Also, individual independent vehicular transportation is not going away, whether it's automated or electric cars, people will continue to drive on their own. We have to face reality because we're faced with these decisions all the time, but it doesn't necessarily make for good urban design when it doesn't respond to reality. | Context-sensitive design that is well-integrated with its surroundings will always be a challenge. Building to the front property line will continue to be important in facilitating pedestrian activity and TODs. The details of such designs will continue to be reviewed by staff, the Urban Design Commission, and the Plan Commission on a case-by-case basis. Staff feels that the Plan language advocating for TOD in the Plan is appropriate, the general TOD principles in the appendix are reasonable, and that detailed design of service areas can continue to be reviewed and balanced with other design concerns as specific projects on specific sites are proposed and reviewed. | Retain existing language. | N | | |

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| 158 | Alder Zellers | N | 5. N&H | 3 | Second paragraph is misleading, it comes across as allow infill anywhere. It should be more specific. | Respondent data is not available to provide breakdown of where infill and redevelopment is favored within city. Further, Alder Zellers' concerns should be addressed in paragraph 3, which discusses infill within existing neighborhoods and "the importance of ensuring redevelopment (and infill) can integrate well with its surroundings through context-sensitive design and scale." | Retain existing language. | Y | | Replace paragraph 2: "The city limits will continue to expand to accommodate new growth. However, when asked where to accommodate Madison's projected new housing needs, Imagine Madison participants across all engagement channels generally indicated a preference for infill and redevelopment. Much of the infill over the last decade has occurred in the downtown and isthmus areas, and this will continue to some extent. Directing redevelopment and infill to existing auto-oriented commercial centers and other areas as identified in the GFLU and sub-area plans will help accommodate needed growth while protecting the historic character of older neighborhoods." Begin paragraph 3: "The general preference for infill and redevelopment This sentence sometimes clashes..." |
| 159 | Economic Development Committee | N | 5. N&H | 6 | Energy Savings Inc (ESI) provides energy savings grants (N&H maintain housing stock) | There are a number of private programs for energy efficiency. More study is needed if we choose to list some of these programs in the text | Keep existing text with focus on City and City partner actions | N | | |
| 160 | Peter Herreid | N | 5. N&H | N/A | See attached email from Peter Herreid. Excerpt: While the draft plan states that "...it is not the intention of this Plan that any any existing multifamily that may be in the "Low Residential" district must be transitioned to single-family or duplex development" (p. 17), these existing multifamily dwellings may not be replaced according to current zoning. In my opinion, the comprehensive plan should include a specific implementation measure for amending the zoning code to make these multifamily properties conforming. As gentrification spreads southward, I do not want to see the areas south of UW Campus and Monona Bay transition into more exclusive single family home enclaves of the upper classes. I feel that is important to retain and expand affordable housing with middle housing. | At least one sub-area plan (Greenbush) has included recommendations to de-densify the housing mix within a neighborhood. In most current cases, redevelopment of non-conforming dwellings must necessarily result in a conforming, lower density dwelling. | Determine whether a recommendation should be made to allow existing small multi-family (3/4-unit) buildings to be replaced when non-conforming. | N | PC direction: Maintain Plan as-is (do not add a recommendation). | |
| 161 | Peter Herreid | N | 5. N&H | N/A | See attached email from Peter Herreid. Excerpt: Of the innovative concepts included, I was glad to see the plan address "missing middle housing" and encourage the retention and development of small multifamily housing in existing neighborhoods. I think this is important to providing affordable housing and reducing economic (and racial) segregation in the city. It is also in line with the stated goal to "...have a full range of quality and affordable housing opportunities throughout the city." I also like that the plan encourages more owner-occupied multifamily properties, which I believe would lead to better situations for renters. I am writing to push the city to go further and allow small multifamily buildings (up to four units) by right everywhere that is currently mapped "Low Residential" on the generalized future land use map. By making such a change to the future land use map, parcels could then be rezoned to allow for small multifamily buildings at scale with the existing housing stock. This would enable the market to better respond to demand for affordable housing, without forcing individual property owners to do anything. It also does not require the city to spend a dime more on housing subsidies. - The City of Minneapolis is currently considering such a bold move in its draft comprehensive plan. | The intent of the "missing middle" is to build lower-cost small multi-family buildings that are compatible in scale with single-family homes. However, by enabling small multifamily buildings (up to 4 units) everywhere in the LR areas may result in significant neighborhood pushback and political difficulty. Currently, the LR category permits 1-2 story single- and two-unit homes up to 15 du/acre. Along arterial streets, where certain building types already exist, or in sub-area plans, rowhouses and small multi-family buildings can be included at heights up to three stories and densities up to 30 du/acre. Most of the LR areas are currently zoned SR-C1/2/3 or TR-C1/2/3, all of which only permit single-family or (in SR-C3) two-family homes. A significant change to the zoning code or zoning map would be required to allow 2/3/4-units throughout the LR areas on the GFLU. The LMR land use category accomplishes most of Mr. Herreid's suggestions | Leave as is. | N | | |
| 162 | Alder Zellers | N | 6. E&O | 3 | Action 3a - strengthen this by including data on MN economy. | The Plan discusses community feedback regarding the need for living wage jobs and includes three related Actions. Staff would like to avoid comparing Wisconsin's economy to Minnesota's economy since many variables impact economic performance. | Retain existing language. | N | | |
| 163 | Alder Zellers | N | 6. E&O | 5 | Action 5a is not specific enough - should do a better job of assessing and prioritizing where to fund neighborhood centers. | The text references an upcoming review of City funding (both operating and capital) for neighborhood centers. The review will include more thorough analyses than could be accomplished through the Comprehensive Plan process. | Retain existing language. | N | | |
| 164 | Alder Zellers | N | 7. C&C | 3 | Agree with need to add and upgrade parks to create more community spaces. | Agree. No change is requested. | Retain existing language. | N | | |
| 165 | Community Development Authority | N | 7. C&C | 5 | Make language about views from lakes general, so it includes Lake Wingra in addition to Lake Monona and Lake Mendota. | It appears the Plan text is general. It is not specific to Lake Monona and Lake Mendota. | Retain existing language. | N | | |
| 166 | Alder Zellers | N | 7. C&C | 7 | Include something about architecture as a public art. Generally the built environment needs to be better incorporated in the Plan. | Staff feels this topic is covered in C&C Strategy 1. | Retain existing language. | N | | |

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|-----------------------|--------------------------------------|-------------------------|---------|----------|--|---|--|-------------------------------------|---|---|
| 167 | Urban Design Commission | Y | 7. C&C | N/A | <u>Established Neighborhoods and Multi-Family Housing:</u> The character of established neighborhoods is sometimes being destroyed by new large multi-family projects. The plan recommends more “by right” “missing middle” multi-family housing, which means you’re taking away commission review. That’s where you get a lot of tension between what’s existing neighborhood character and pushing the new development. A new building’s large footprint is a major concern because when we attach one parcel to nine others it becomes a different animal. The illustration on page 38 should be replaced because it looks like a big institutional building next to a lower density residential neighborhood, and hopefully we never see this in Madison. The discussion is fine, but the narrative should also address the footprint. The Downtown Plan has a goal to remove the 60s era large footprint developments that we’ve decided in the plan are not appropriate because the remainder of the context has not changed much. We have to say that again. Strategy 1c in the Culture & Character section talks about design relationships and context sensitive design in established neighborhoods in close proximity to buildings of historic or architectural value. The following should be added to that: “buildings of historic or architectural value, or an established development pattern.” | The intent of the "missing middle" is to build lower-cost small multi-family buildings that are compatible in scale with single-family homes. The suggestion for more by-right development is for a scale of development within the character of existing neighborhoods so that the City and City boards, committees, and commissions need not review every residential development less than 9 units. The suggested action text is already acknowledged in the action discussion for C&C 1c. | Retain existing language. | N | PC edit: Integrate a discussion of trees in C&C, strategy #1 and cross-reference with G&R, strategy #6. | |
| 168 | Sustainable Madison Committee | Y | 8. G&R | 1 | Add an Action stating, Keep residential water affordable and change the Project Home action to expand who City and residents could work with to help with residential water upgrades. | The Strategy focuses more on the physical and environmental aspects of keeping our water clean and safe. | Retain existing language. | N | | |
| 169 | Alder Zellers | N | 8. G&R | 1 | Action 1b should be stronger. | Staff feels Action 1b is reasonable. The descriptive paragraph discusses what is already being done about the road salt issue and recommends training materials should be multi-lingual to improve accessibility in addition to working with many partners to address road and parking lot salt application. | Retain existing language. | N | | |
| 170 | Sustainable Madison Committee | Y | 8. G&R | 3 | Add the word "dramatically" at the beginning of the Strategy so it reads: "Dramatically increase the use and accessibility of energy efficiency upgrades and renewable energy." | Adding this adverb would be inconsistent with the remainder of the Plan. | Retain existing language. | N | | |
| 171 | Alder Zellers | N | 8. G&R | 3 | Actions 3c and 3d need to be stronger, more specific about geothermal and charging stations. Can we explore requiring that buildings with __ # of units must include ____ # of electric vehicle charging stations? | The first part of this suggestion aligns with feedback from Sustainable Madison Committee. | See response to feedback from Sustainable Madison Committee (comment #s 73-75, 170). | N | | |
| 172 | Petert | N | 8. G&R | 3 | Madison can also identify and implement zoning and building codes that can help residents increase energy efficiency and renewable energy. For example, both utilities that serve Madison have sought to increase fixed fees for electricity and reduce variable fees. This actually hurts energy efficiency and renewable energy efforts and discourages development of new or renovated multi unit housing from metering and measuring electrical consumption. For example, a two unit near me currently has three electrical, one for each unit and one for the common areas. The fixed fee for these three meters is about \$60 per month despite low actual use. The landlord is planning to consolidate to one meter and making electrical included with rent, but that will reduce the ability to measure electrical consumption by different portions of the building and reduce any financial incentive for the tenants to conserve. Furthermore, high fixed fees for electrical service result in high density, low consumption residents in apartments and condos subsidizing low density, high consumption detached residential housing. Building and zoning codes can recognize these disincentives by helping residents and developers identify opportunities to incorporate renewable energy resources such as solar panels on properties with multiple units but one meter, on accessory dwelling units, or allowing adjacent properties to share a single electrical service. | There is a state law concerning separate meters in multi-family units, which does lower the opportunity of renewable energy. Some multi-family building owners will put solar on the roof for the “common areas” but there could be interest to do more as the price of solar goes down. This should be driven by a coalition at the state level. | Retain existing language. | N | | |
| 173 | Economic Development Committee | N | 8. G&R | 4 | The City's parks would benefit from adult fitness areas and running tracks. | This is addressed in G&R Strategy 4. The paragraph for Action 4a describes working with residents to identify park preferences specific to different cultures, ages, and abilities. | Retain existing language. | N | | |
| 174 | Alder Zellers | N | 8. G&R | 4 | Add an Action about dog parks. Receives a lot of feedback from residents about the need for dog parks. | In general, there was a moderate amount of feedback from the community (mostly via the website) about adding dog parks and allowing dogs on leash in more parks. An earlier draft of the Plan included the Action: "Develop new off-leash dog parks and continue the pilot program to expand dogs in parks." Some internal feedback questioned both whether the Action was too specific for the Comp Plan and whether the Action was equitable. Additionally, feedback from Parks Division staff was that it was too specific for the Comp Plan. Because of these issues, the Action was removed. | Retain existing language. | N | PC edit: Work with Parks Department to integrate a reference to dog parks being covered in the POSP. | |
| 175 | Urban Design Commission | Y | 8. G&R | 6 | <u>Vegetation and Tree Canopy:</u> Canopy trees and vegetation are part of the city's infrastructure and must be considered at the beginning of a project. Setbacks need to be provided to allow for trees. It's a general statement that should be in the plan, but isn't. This is a health/social equity issue too. Tree canopy should be measured, and because we are covering so much ground with buildings, some of that will have to be replaced on private property so that it is maintained and we don't lose any more. | This is generally covered under Strategy 6 (Develop a healthy and diverse urban tree canopy). Action b talks about the competition for space in the terrace during the development process and the need to work across agencies to make our canopy more abundant. | Retain existing language. | N | | |
| 176 | Alder Zellers | N | 8. G&R | 6 | Mention that streets with trees tend to be safer. | The Plan already references many of the primary benefits from trees. | Retain existing language. | N | | |
| 177 | Alder Zellers | N | 8. G&R | 6 | Include something about Silva cells [which support street trees in heavily paved areas]. | Staff feels this is too detailed for the Plan. | Retain existing language. | N | | |
| 178 | Alder Zellers | N | 8. G&R | 6 | Action 6c - should mention that spacing of trees on terraces and proximity of trees to intersections. | Staff feels this is adequately covered. | Retain existing language. | Y | | Please see request #85. |
| 179 | Board of Park Commissioners | Y | 8. G&R | 7 | For G&R Strategy 7, access to lakes should ensure access to the lakes for lower income residents. | All residents can use public lakeshore land. Many of our beaches are on the isthmus and are highly accessible by transit. | No change needed. | N | | |
| 180 | Sustainable Madison Committee | Y | 8. G&R | 8 | Under Food Scrap Recycling, remove “must secure a permanent processing site.” Replace with something that says City must be a leader in reductions of organic waste reduction and improved recycling. | SMC seemed to want to emphasize using food scraps for energy, rather than composting alone. As far as City services go, it is important to find somewhere to go with the organic material in order to have a composting program at all. The suggested change does not specifically address that need. | Retain existing language. | N | | |

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|-----------------------|--|-------------------------|---------|----------|---|---|---|-------------------------------------|---|--|
| 181 | danhoan | N | 8. G&R | 8 | I love an idea of a compost drop off site. We have so many community gardens, could the city not partner with one of those? I live in an apartment would love to do composting, but have nowhere to put the waste. Or is there a place where I can do this that I have not been able to find with my (limited) googling? | Yard waste can be dropped-off at existing sites for composting. Action 8a recommends adding another site. Action 8b recommends the acquisition of a permanent processing site for food scrap composting or digestion. | Retain existing language. | N | | |
| 182 | Sustainable Madison Committee | Y | 8. G&R | 9 | Include new Action language and descriptive paragraph provided by the Food Policy Council: <u>Action: Establish guidelines for agricultural best practices.</u> "We must also work to reduce the amount of fertilizers, pesticides and herbicides used, as they have negative environmental and health impacts. Fertilizers contain high levels of phosphorus that negatively affect the lakes and waterways; compost is one natural alternative to provide the soil with needed nutrients. Guidelines should be established for community gardens and other forms of urban agriculture to promote best practices that support both the natural environment and public health." Additional information can be found in the memo from FPC. | See analysis for #184. | See recommendation for #184. | N | | |
| 183 | Board of Public Works | N | 8. G&R | 9 | Concern about the City turning over public parkland for the sole use of individuals for community garden plots. | Overall feedback about activities in parks was that generally we should increase the amount of programmed spaces and add more activities in our parks. | Retain existing language. | N | | |
| 184 | Food Policy Council | Y | 8. G&R | 9 | Strategy 9: "Support safe and sustainable farming and gardening practices to protect the ecosystem and public health" (page 97). There was a third action in the April draft that the Sustainable Madison Committee voted to restore: <u>Guidelines for Sustainable Agricultural Best Practices.</u> We must also work to reduce the amount of <i>harmful</i> fertilizers, pesticides and herbicides used, as they have negative environmental and health impacts. <i>Some</i> fertilizers contain high levels of phosphorus that negatively affect the lakes and waterways; compost is one natural alternative to provide the soil with needed nutrients. Guidelines should be established for community gardens and other forms of urban agriculture to promote best practices that support both the natural environment and public health. | Feedback from City staff about an action which establishes guidelines for agricultural best practices for community gardens and urban agriculture was that the impact would be quite minor. Staff from other departments requested the Action be removed from the April Draft of the Plan. Potentially, the recent establishment of a task force to review the City's Integrated Pest Management policy, presents an opportunity for more detailed analysis and could inform guidelines for best practices. | Discuss inclusion of this Action with the Plan Commission. | Y | PC direction: Do not add this Action back into the Plan. | PC direction at July 16 meeting: add this Action back into the Plan. Planning staff proposes edits to the proposed text to ensure consistent and accessible Plan language. Establish Guidelines for Sustainable Agriculture Best Practices Madison should We must work to reduce the amount of harmful fertilizers, pesticides, and herbicides. that- Pesticides have negative environmental and health impacts. Fertilizers contain high levels of phosphorus which negatively affects the lakes and waterways. Guidelines should be established for urban agriculture to promote best practices that support the natural environment and public health in our community. |
| 185 | Board of Health | Y | 8. G&R | 9 | Add an action on "Guidelines for Sustainable Agricultural Practices," to read: "We must also work to reduce the amount of fertilizers, pesticides, and herbicides used, as they have negative environmental and health impacts. Fertilizers contain high levels of phosphorus that negatively affect the lakes and waterways; compost is one natural alternative to provide the soil with needed nutrients. Guidelines should be established for community gardens and other forms of urban agricultural to promote best practices that support both the natural environment and public health." Related to the above, a definition is recommended for the appendix for Sustainable Agriculture: "Sustainable agricultural systems respond to site-specific conditions by integrating cultural, organic, and mechanical practices that foster cycling of resources, promote ecological balance, and conserve biodiversity." | See #184 above. | See #184 above. Discuss inclusion of this Action with the Plan Commission. | N | | |
| 186 | Community Development Block Grant Committee | Y | 8. G&R | 9 | Add an action on "Guidelines for Sustainable Agricultural Practices," to read: "We must also work to reduce the amount of fertilizers, pesticides, and herbicides used, as they have negative environmental and health impacts. Fertilizers contain high levels of phosphorus that negatively affect the lakes and waterways; compost is one natural alternative to provide the soil with needed nutrients. Guidelines should be established for community gardens and other forms of urban agricultural to promote best practices that support both the natural environment and public health." Related to the above, a definition is recommended for the appendix for Sustainable Agriculture: "Sustainable agricultural systems respond to site-specific conditions by integrating cultural, organic, and mechanical practices that foster cycling of resources, promote ecological balance, and conserve biodiversity." | See #184 above. | See #184 above. Discuss inclusion of this Action with the Plan Commission. | N | | |
| 187 | Urban Design Commission | Y | 8. G&R | N/A | <u>Natural Environment:</u> The second sentence of the introduction to the Green & Resilient section says that the visual character of the city is established predominantly by the built environment. That's not so true of Madison. Maybe there should be a statement in this section about the benefits of the natural environment for people and our health and well-being. | Health benefits of the natural environment are mentioned in 3 different places in the Draft Plan. Staff feels that the visual character is largely established by the built environment; this is a subjective judgement, but the city's skyline and views of the Capitol contribute significantly to its visual character. | Retain existing language. | N | | |
| 188 | Marquette Neighborhood Association | N | 8. G&R | N/A | See attached email from Marquette Neighborhood Association. Excerpt below: <i>We have a number of committees that work on issues related to historic preservation, canopy trees, green space and transportation; and our neighborhood is particularly passionate about sustainability and the many ways it is defined. We admire cities that have incorporated these ideas into ordinance form, as Portland, Oregon has with its " Green Streets Policy."</i> <i>Finally, we support the fine work that has been accomplished by the City of Madison, the Sustainability Plan and the Pollinator Report, for example. Our board values this long-term vision-setting work and is hopeful about the future of our city.</i> <i>Please keep us informed and please consider the priorities of the Marquette Neighborhood, which are priorities that we believe align with what makes Madison a great place to live.</i> | No changes have been suggested. | Retain existing language. | N | | |
| 189 | Transit & Parking Commission | N | 9. EG | N/A | Need more references to working with CARPC and MPO (Transportation Planning Board). | There is discussion of working with CARPC and the MPO in Action 1a. | Retain existing language. | N | | |

| Comment/ Request # | Requested By | Formal Action Y/N | Chapter | Strategy | Requested Change | Staff Analysis | Staff Recommendation | Change recommended by PC? Y/N | PC edits/direction from previous meetings and staff edits/redlines proposed for 7/16 meeting | PC requested edits/redlines proposed for July 30 review |
|-----------------------|---|-------------------------|--------------------------|----------|--|--|---|-------------------------------------|---|--|
| 190 | Urban Design Commission | Y | 9. EG | N/A | <u>Regional Interactions:</u> Employment and transportation are more regional functionalities and the plan really doesn't speak about how we could be impacted by another Epic located someplace else. | The Plan is a City of Madison document. While we can commit to working with other governmental units and maintaining good intergovernmental relations, we cannot undertake planning for other entities. The Plan is written to be adaptable to changing conditions, but cannot anticipate every eventuality. The impacts of "another Epic" located "someplace else" would be dependent on where the someplace else is. If another major employer locates in an area community and we think it will have a major impact on the City that the Plan does not adequately address, it may be necessary to update the Plan. | Retain existing language. | N | | |
| 191 | Long Range Transportation Planning Committee | N | 10. Matrix | All | Consider reviewing the lead agency list in the strategy/action chart in the appendix to replace TE and Metro with "Department of Transportation," given the new Transportation Director hire. | Staff feels this may lead to less accountability. Generally specific divisions are listed in the chart - for example, instead of listing PCED as the Lead Agency for many actions, individual divisions (Planning, Economic Development, Community Development) are listed. | Retain current listings. | N | | |
| 192 | karirandrje | N | 11. LU Supplemen t | N/A | [p. 126] How is it possible that the city planning staff feels that there will be NO industrial land use demand within the city limits over the next 20+ years? Does the city expect all of this activity to occur in the suburbs, and/or is it actively discouraging the growth of industrial activity in the city? I don't understand. | As noted in the Plan, national trends in the decline of manufacturing jobs have not spared Madison. Between 2001 and 2016, Dane County jobs in manufacturing declined from 30,033 to 25,177. There is weak growth in associated industries (mining, utilities, construction, and transportation and warehousing), but it is not enough to counteract the decline in manufacturing jobs. Regardless, the proposed GFLU Map includes 196 more acres of Industrial-designated land than the current adopted GFLU. | Retain existing language. | N | | |
| 193 | karirandrje | N | 11. LU Supplemen t | N/A | [p. 127] Again, where do the assumptions come from that industrial employment is actually going to decline? In a growing metropolitan area like Madison, I find this hard to believe. It may grow less than other sectors, but I still expect some growth. | See analysis for comment #169. | Retain existing language. | N | | |
| 194 | Urban Design Commission | Y | 14. General | N/A | <u>Tradeoffs:</u> The plan focuses on the "goods," and doesn't talk about conflicts, tradeoffs, or decision points where you have to choose, and that's really what the commission deals with all the time in deciding on the interplay amongst a variety of design issues. Everybody wants all of these things when you're making a concrete decision, but the consequences need to be weighed as well. | The Plan focuses on the "goods" because it is a representation of what the City should be pursuing in the future, which, in the judgement of all of the participants in Imagine Madison, are things that will, on balance, be improvements to the City. The nature of the Plan is a general document for the whole City, and the nature of Urban Design Commission tends to be a focus on detailed design elements of specific projects. The City will continue to rely upon its various boards, committees, and commissions to undertake the detailed work that follows a general plan, including balancing tradeoffs when it comes to implementing actions. For example, it has been broadly agreed that BRT is a good option to improve our transit service. We do not yet know the specific design or all the tradeoffs that such a detailed design may require for implementation, but still need to acknowledge that is planned for our future. It will be up to the City's transit-related committees, the Plan Commission, and the City Council to weigh tradeoffs as more design details of BRT are developed as part of further study. | Unless there are specific tradeoffs or conflicts that are recommended for inclusion in the Plan discussion, retain existing language. | N | | |
| 195 | Economic Development Committee | N | 14. General | N/A | Highlight that a portion of the Town of Madison is coming into the City. | This is included in the Boundary Agreements map on page 104. | No change recommended. | N | | |
| 196 | Alder Zellers | Y | 11. LU Suppleme nt | N/A | Add a sentence: "If an inconsistency is identified between this Plan and a sub-area plan which is reasonably contemporary when this Plan is adopted, the sub-area plan shall be granted substantial weight. Additionally, either sub-area plan or this plan should be amended so they are consistent." | | | Y | | See attached updated red-lined document for page 124, "Consistency Between Sub-Area Plans and the Comprehensive Plan" section. |

Land Use and Transportation Strategy #6 (page 39)

Strategy 6

Facilitate compact growth to reduce the development of farmland.

Dane County contains some of Wisconsin's most productive farmland. Feedback through the Imagine Madison process highlighted the importance of infill/redevelopment and compact edge growth to reduce the loss of farmland. The City of Madison strives to accommodate a large share of Dane County's growth within a small geographic area. For example, about 50% of the new housing units constructed in Madison over the last decade were infill/redevelopment projects, primarily multifamily residential projects. This compact growth pattern reduces the demand for development of farmland within the county. Even City of Madison edge development that converts farmland to housing and employment uses is an improvement over spreading the same amount of housing and employment development over a much larger rural area. The impacts of low density rural development are particularly acute when they are located in isolated areas and interrupt larger tracts of farmland and efficient farming operations.

Input on growth prioritization from Imagine Madison public feedback indicated a 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.

About 50% of the new housing units constructed in the City of Madison since 2006 have been in redevelopment projects, primarily as multifamily residential. 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.

The ~~strong~~ community preference for infill and redevelopment should not be taken as a demand for ~~totally~~ eliminating edge growth. Recognizing the importance of creating well-designed and complete neighborhoods, regardless of where they are located, the City should continue to reexamine peripheral neighborhood development plans and update them, seeking opportunities to allow for more efficient land use and to reduce the rate at which farmland is developed. Such changes should be accompanied by increased street, bicycle, and pedestrian connectivity to shorten trips, facilitate future transit service, and encourage more healthy transportation options such as walking and biking to nearby jobs and mixed-use activity centers. The ~~City~~ should continue to preserve options for urban growth by exercising its extraterritorial ~~zoning powers~~jurisdiction and by working with nearby communities on intergovernmental agreements that ~~prohibit~~limit low density, low-value, high (municipal service) cost development in potential future city expansion areas.

This strategy and the accompanying actions are closely related to Strategy 5 on the preceding pages.

b. Priority Growth Areas

Peripheral growth should first occur in areas already served by utilities, followed by other areas already within the Central Urban Service Area (CUSA). Leapfrog development should be minimized, though it is sometimes unavoidable if certain landowners do not choose to develop their properties. Growth should be guided through careful planning of utility extensions and phasing plans included within updated ~~NDPs~~Neighborhood Development Plans. There is currently a significant amount of undeveloped land in the CUSA. ~~right now — any~~ Amendments to add land to the CUSA should be ~~carefully considered and be~~ consistent with adopted City plans and should include consideration of variables including consider the amount of farmland that would be lost and the amount of development that would be accommodated. See the Growth Priority Areas Map in the Growth Framework Element for priority peripheral growth areas and priority infill/-redevelopment areas.

Strategy 2

Improve lake and stream water quality.

Actions:

- a. Partner with other entities to keep phosphorus and other pollutants out of the lakes.
- b. Increase frequency of leaf collection and street sweeping to reduce phosphorus runoff.
- c. Further incentivize rain gardens and other types of green infrastructure.
- d. Continue adaptive stormwater management and erosion control to prepare for more intense rain events.

Many beautiful lakes and rivers streams surround and define Madison, but they are subject to frequent algae blooms and pollutant runoff from streets, yards, and farms. Blue-green algae blooms, caused by excess phosphorous levels and warm water temperatures, decrease water quality, harm aquatic life, and can cause illness.

a. Partnerships

Improving our lake and stream water quality is not an endeavor the City can take on alone. The City should partner with other entities such as the County, the University of Wisconsin - Madison, Madison Metropolitan Sewer District, and nonprofits. Water quality is not only an urban issue, but rural as well. Much of the phosphorus runoff is from agricultural uses in the region. Strong partnerships with farmers to amend agricultural practices have diverted phosphorus from the lakes.

b. Leaf Collection

It might be surprising, but leaves are actually a major threat to surface water quality in Madison. Leaves, like all living things, contain phosphorus. When leaves are swept into the streets, they are picked up by stormwater, carrying more phosphorus directly to our lakes and streams, supporting the growth of algae and harming fish and other native aquatic organisms. The City should increase the frequency of leaf collection and street sweeping to reduce the amount of phosphorus runoff into local waterways.

c. Green Infrastructure

Rain gardens and other types of green infrastructure reduce the amount of contaminants that enter our water resources. The City should further incentivize use of green infrastructure by updating ordinances to create greater financial incentives for installation, especially for property owners. Additionally, the City should consider creating a grant program to encourage property owners to install rain gardens and other green infrastructure on private property.

d. Stormwater Management and Erosion Control
Climate change has increased the frequency of intense rain storms. The resulting runoff causes localized flooding, increased pollutant transport, and erosion. The City should continue to implement mitigation techniques for this issue including emergency planning, increasing the capacity of the storm sewer system when rebuilding streets, and upgrading greenways to handle the increased flows. The increased frequency of larger storm events also impacts the erosion control efforts at construction sites. Focusing on proper erosion control installation and maintenance, and working with contractors and design engineers to improve the overall level of erosion controls is critical in reducing the risk of sediment and phosphorus transport from construction sites.

What is Green Infrastructure?

Green infrastructure projects are a resilient approach for management of stormwater and other wet weather impacts. While traditional drainage and water treatment systems treat storm and runoff water in centralized locations, green infrastructure manages stormwater at its source by filtering stormwater through soil before it flows into larger bodies of water. Examples of green infrastructure include native plantings, green roofs, permeable paved surfaces, and rain gardens.

Rain gardens are one type of green infrastructure that has been implemented in Madison. For example, through a collaboration between the Friends of Lake Wingra, local homeowners, and City Engineering, over 3,300 plants were installed in seven rain gardens on Adams Street.

For more information, visit:
<https://www.epa.gov/green-infrastructure/>

Green and Resilient Strategy 3

page 90

Strategy 3

Increase the use and accessibility of energy efficiency upgrades and renewable energy.

Actions:

a. Implement the Energy Plan to reach the goal of 100% renewable and zero-net carbon emissions.

a.b. Promote various financing tools to fund energy efficiency upgrades and renewable energy.

b. Partner with electrical utilities to provide education about increase renewable energy and provide education on the associated cost savings.

c.

d. Identify locations for solar installations and other renewable energy sources, including City facilities.

e.d. Support infrastructure to expand the use of electric vehicles, and other eco-friendly fuel sources, including the City's fleet.

The City recently adopted a community wide goal to transition to 100% renewable energy and net-zero carbon emissions. There has been a lot of change and technological advancement in the area of renewable energy in recent years. Solar and wind energy is competing with non-renewable sources such as coal and natural gas. We must continue to evaluate and address climate change impacts by reducing greenhouse gas emissions through the expanded use of renewable energy and promotion of energy efficiency measures.

The City of Madison is already advancing renewable energy through partnerships with our electrical utilities, installing solar energy systems on city

buildings through the Green Madison program, and encouraging businesses and residents to install solar through MadiSUN. Regarding energy efficiency, all new City buildings are LEED certified and the City provides funding to the private sector to add insulation, upgrade lighting and HVAC systems, and trains building management staff on strategies to reduce energy use.

a. Implement the Energy Plan

A key part of moving toward cleaner energy will be identifying projects in public and private buildings to reduce fossil-fuel based energy consumption and expand use of renewable energy sources. The City should prioritize installation of renewable energy systems, such as solar, wind, and geothermal, on City facilities. In addition, the City's detailed sub-area plans should identify opportunities for shared solar installations.

ab. Financing Tools

The City should promote programs that finance the cost of energy efficiency upgrades and renewables. Property Assessed Clean Energy (PACE) financing, sourced through and open lending market, can cover the full cost of energy efficiency upgrades and renewables over a long repayment period. Energy savings can offset the repayment cost. Like property taxes, PACE financing may be transferred to the next property owner if the property is sold. Examples of energy efficiency upgrades that can be financed through PACE include lighting, heating and cooling, insulation, and solar panels. Shared Savings through Madison Gas and Electric and Focus on Energy are other programs which help residents and businesses reduce energy usage.

waste:

bc. Education

Another method for increasing the use and accessibility of sustainable energy practices is through awareness. The City should partner with electrical

utilities and nonprofits to create an education program about the benefits of and cost savings associated with renewable energy and energy efficiency. energy cost parity, which occurs when the cost of renewable energy becomes equal to or less than electricity from conventional energy forms like fossil fuels. This program should provide materials in several languages and be promoted to community based organizations that directly work with underrepresented groups.

c. Identify Locations

~~The City recently adopted a community wide goal to transition to 100% renewable energy and net-zero carbon emissions. To implement this goal, the community must identify projects in public and private buildings to reduce our fossil-fuel based energy consumption and expand use of renewable energy sources. The City should prioritize installation of renewable energy systems, such as solar, wind, and geothermal, on City facilities. In addition, the City's detailed land use plans should identify opportunities for shared solar installations.~~

d. Eco-Friendly Vehicle Infrastructure

Transportation is a major contributor to greenhouse gas emissions. In addition to providing alternative forms of transportation for the public, the City should plan for and support infrastructure to expand the use of electric vehicles and other eco-friendly fuel sources including biogas, natural gas, and plug-in hybrids. This vital infrastructure will support not only privately owned vehicles, but also the transition of the City's fleet to electric vehicles and biogas. Madison is already in the implementation stage of converting the City's fleet to cleaner energy sources, by bringing electric cars and buses into the fleet. This vital infrastructure will support not only privately-owned vehicles, but also the transition of the City's fleet to electric vehicles.

Commented [KLL1]: Add definitions to the glossary:
MadiSUN
LEED
Biogas

**(update to page 124; July 16, 2018
redlines accepted – new redlines for
July 30, 2018 meeting)**

Consistency Between Sub-Area Plans and the Comprehensive Plan

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

The generalized nature of the GFLU Map means that boundaries between land uses are not meant to be exact. Similarly, because future land use is not mapped on a parcel-by-parcel basis, some small inconsistencies between existing development and planned future land uses may be present, such as a small apartment building in the midst of a Low Residential area. It is not the intent of this Plan that such areas must always be brought into compliance with the GFLU Map. Please see additional discussion about the GFLU Map and land use categories starting on page 17 of the Growth Framework chapter.

This Plan and sub-area plans may have small differences in the mapped boundaries between areas recommended for different land uses without necessarily making the plans

inconsistent or requiring an amendment to either plan. These differences are inherent in plans that differ significantly in scale, particularly when this Plan's GFLU categories have considerable scope.

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

**(Change “Land Use Supplement” to
“Land Use and Transportation
Supplement” and add a new
subsection to page 127;
July 30, 2018 meeting)**

Transportation

Transportation Systems for Persons with Disabilities

All of the City’s Metro buses are equipped with ADA-accessible ramps, enabling all individuals, with operator assistance, to board, ride, and disembark from all standard Metro buses. The City will continue to purchase such buses, including for any future implementation of bus rapid transit (BRT). Improvement of transit service through implementation of BRT (see LU&T Strategy 1) will benefit persons with disabilities, as will extension of standard Metro service (see LU&T Strategy 2).

Changes to state law have resulted in mandatory City participation in the State of Wisconsin’s Family Care program, which shifted \$3.9 million of funding away from Metro’s paratransit program to contractors. The loss of funding will result in changes to Metro’s paratransit service. The detailed work of determining the precise magnitude of the changes, when they will be implemented, and how they will be implemented will be undertaken by the City’s Transportation Policy and Planning Board and Transportation Commission.

Air Transportation

The region’s major air transportation facility is Dane County Regional Airport, which is administered by the County. The City will

continue to work with Dane County to maintain and improve air passenger services and air freight services to attract, maintain, and enhance business development in the City.

Trucking

The City will continue to provide truck routes for the safe and efficient movement of truck traffic within the city to provide access to and serve the needs of city residents and businesses. The negative impact of trucks on existing and future residential neighborhoods should be minimized.

Water Transportation

City, resident, and business use of the area’s lakes and rivers is generally limited to recreational purposes. The City has no plans to pursue water transportation.

Regional and State Transportation Plans

Some transportation-related planning and project development that affect the city are managed by other local, regional, or state agencies or entities. The City has an excellent relationship with the Madison Area Transportation Planning Board (MATPB), which is the federally-designated Metropolitan Planning Organization (MPO) for the Madison urban area. The MATPB is the policy body responsible for cooperative, comprehensive regional transportation planning and decision making. The City has worked closely with the MATPB to ensure that regional plans integrate the City’s transportation interests and concerns. The 2050 Regional Transportation Plan goals, objectives, and policies line up well with the transportation-related Strategies and Actions of this Plan. Similarly, the MATPB’s 2015 Bicycle Transportation Plan for the Madison

Metropolitan Area and Dane County continues the City’s and region’s strong commitment to bicycling for transportation and recreation, ensuring that City efforts to improve the bicycle system are well-integrated with adjoining municipalities. Finally, the MATPB’s 2013 Bus Rapid Transit Study set the stage for the system included in this Plan. The City anticipates working closely with the Board to implement BRT, per the previously undertaken planning efforts.

While the State of Wisconsin maintains a statewide plan for transportation (Connections 2030), with statewide plans for specific detailed topics like bicycling, pedestrians, freight, and rail, the plans that tend to be most applicable to the city are for specific highways and corridors. However, with recent state transportation funding challenges, many studies and planned projects, such as the Beltline and Stoughton Road/US Highway 51, have been delayed, and it is uncertain when the projects will be restarted, making it difficult to integrate such projects and plans within this Plan. The City shares some common goals with the State, such as improving connectivity across existing limited-access highways like the Beltline. At other times, goals can be at odds, but the City will look to continue engaging with the State to ensure that local and regional interests are well-represented in State projects that impact Madison. Madison in Motion, the city’s Transportation Master Plan, contains more information on how the City can connect with regional planning efforts and work with WisDOT to improve connectivity and transportation in the Madison region.

LAND USE TRENDS AND LAND DEMAND ANALYSIS

Wisconsin's Comprehensive Planning Legislation requires municipalities to provide 20-year projections for land uses in five-year increments. The required projections, shown in Table 1, are based on a variety of spatial assumptions. The projections shown here are general estimates. Changes in demand, financial changes, and other factors may considerably alter these projections. Additionally, land uses such as agriculture do not make up a significant percentage of City land and, in an urban setting, are often accessory to other land uses and are thus not included. Nevertheless, despite the shortcomings of the assumptions and difficulty in making projections in general, the land demand analysis provides a framework for estimating the amount of land the City will need to accommodate growth through 2040.

[insert existing Table 1 from page 126]

Trends in the price of land and the amount, intensity, and density of existing land uses are some of the attributes that dictate how land is used in Madison. The following tables and discussions provide an explanation of land price, development, intensity, and density trends. Table 2 shows that between 2000 and 2016, the city of Madison has annexed approximately 13 square miles. During the same time, the city's population increase by nearly 50,000 residents, resulting in an increase in residential density within city limits from 3,106 to 3,156 persons per square mile. During the same time, equalized land value within the city has increased from \$67,350 to \$117,485 per acre, a rate of increase nearly double the inflation rate over the same period. Table 3 shows the change in the acres of land dedicated to current land uses. Despite an increase of over 2,400 acres between 2005 and 2017, the number of acres used for agriculture or sitting vacant has declined by nearly 1,700 acres, meaning a large amount of land already within Madison city limits is being converted to other uses, primarily residential, commercial, and parks and open space. In 2017, non-vacant commercially-, industrially-, and employment-zoned parcels had an average floor area ratio of 0.25, which represent significant intensity increases over the 0.15 FAR projection for commercial uses and 0.20 FAR projection for industrial uses in the 2006 Comprehensive Plan. Table 4 shows parcel creation in Madison via plats and certified survey maps. While parcel creation fluctuates from year to year, recent totals are higher than the years of 2007-2009, when fewer than 200 new parcels were created each year. Parcel creation is still below the decade of 1997-2006, when 900 parcels were created annually on average.

Table 2: City Area, Valuation, and Density

| <u>Year</u> | <u>Land Area (sq. mi.)</u> | <u>Equalized Value (Land only)</u> | <u>Value/Acre</u> | <u>Population</u> | <u>Population Density (per sq. mi.)</u> |
|-------------|--------------------------------|--|-------------------|-------------------|---|
| <u>2016</u> | <u>80.0</u> | <u>\$6,017,511,950</u> | <u>\$117,485</u> | <u>252,557</u> | <u>3,156</u> |
| <u>2014</u> | <u>78.5</u> | <u>\$5,699,050,800</u> | <u>\$113,504</u> | <u>245,674</u> | <u>3,131</u> |
| <u>2012</u> | <u>75.2</u> | <u>\$5,544,386,800</u> | <u>\$115,271</u> | <u>240,315</u> | <u>3,198</u> |
| <u>2010</u> | <u>75.0</u> | <u>\$4,978,806,200</u> | <u>\$103,779</u> | <u>233,777</u> | <u>3,119</u> |
| <u>2008</u> | <u>74.7</u> | <u>\$5,410,955,000</u> | <u>\$113,160</u> | <u>226,650</u> | <u>3,034</u> |
| <u>2006</u> | <u>74.2</u> | <u>\$5,179,451,200</u> | <u>\$109,116</u> | <u>223,280</u> | <u>3,010</u> |
| <u>2004</u> | <u>72.4</u> | <u>\$4,478,252,400</u> | <u>\$ 96,642</u> | <u>217,935</u> | <u>3,010</u> |
| <u>2002</u> | <u>71.6</u> | <u>\$3,635,501,300</u> | <u>\$ 79,325</u> | <u>213,679</u> | <u>2,984</u> |
| <u>2000</u> | <u>67.0</u> | <u>\$2,887,522,900</u> | <u>\$ 67,350</u> | <u>208,054</u> | <u>3,106</u> |

Source: Land Value: DOR Statement of Changes in Equalized Value; Area: Planning Division; Population: US Census Bureau, Wisconsin Dept. of Administration

Table 3: Existing Land Use (acres)

| <u>Land Use</u> | <u>2005</u> | <u>2017</u> | <u>Increase</u> |
|-------------------------------------|---------------|---------------|-----------------|
| <u>Residential</u> | <u>13,140</u> | <u>15,008</u> | <u>14%</u> |
| <u>Commercial</u> | <u>4,133</u> | <u>4,942</u> | <u>20%</u> |
| <u>Industrial</u> | <u>4,079</u> | <u>4,161</u> | <u>2%</u> |
| <u>Institutional</u> | <u>2,334</u> | <u>2,282</u> | <u>-2%</u> |
| <u>Parks & Open Space</u> | <u>8,719</u> | <u>9,645</u> | <u>11%</u> |
| <u>Agriculture & Vacant</u> | <u>7,568</u> | <u>5,887</u> | <u>-22%</u> |

Source: Planning Division

Table 4: Parcel Creation

| <u>Year</u> | <u>Parcels Created</u> |
|-------------|----------------------------|
| <u>2013</u> | <u>184</u> |
| <u>2014</u> | <u>958</u> |
| <u>2015</u> | <u>316</u> |
| <u>2016</u> | <u>468</u> |
| <u>2017</u> | <u>649</u> |

Source: CARPC Regional Trends, Planning Division

[land demand analysis continues with existing paragraph 2 and table 2, now re-labeled table 5 – all other tables must be re-labeled]

Edits to UrbanFootprint Appendix (page 161, included in July 2 PC packet)

Public Input Results – Website

UrbanFootprint analysis was used as part of an Imagine Madison website module where visitors had an opportunity to explore outcomes and view maps based on the three citywide scenarios summarized above. Website visitors could explore the anticipated land consumption, household water use, household vehicle miles traveled (VMT), and time spent walking associated with each scenario, alongside maps that depicted geographic variations in these metrics. It is important to note that in an effort to keep participation accessible and concise, dozens of other possible UrbanFootprint metrics were not presented. Further, other potential considerations that could factor in to a discussion of where to accommodate growth such as impacts on parking, transit ridership, property values, and rental rates were not covered. Upon reviewing the information that was available, participants could then choose the scenario that most closely matched their vision for the future of the city.

See the maps on the following pages for a comparison of where development of new dwelling units was generally shown for each scenario (green represents edge development and pink represents redevelopment; the darker the color, the more intense the development). Two-thirds of respondents chose selected the Scenario #3 (which showed scenario with the most infill and redevelopment), as the generally

preferred path for future development in the city. 20% chose the scenario with an even mix of edge development and redevelopment, and 13% chose the scenario with the most edge development Scenario #2, and 13% felt Scenario #1 was most appropriate for accommodating future growth.

In addition to reviewing and selecting their preferred UrbanFootprint growth scenario, respondents could also answer three multiple choice questions covering what type of neighborhood housing they preferred, how important they felt it was to have neighborhoods close to destinations such as schools and shops, and how important they felt it was to have neighborhoods with access to public transit. Additionally, participants were asked open-ended questions about good locations for lower cost housing, what area/neighborhood should be prioritized for development and why, and for examples of valued development (i.e., favorite neighborhoods or projects that could be considered a good example for future development).

Public Input Results – Community Meetings and Resident Panels

Imagine Madison community public meetings used UrbanFootprint in a different manner. Background information was provided to community meeting attendees-participants in an introductory presentation and via a series of displays that showed existing conditions for the percent of trips taken by non-car modes of

transportation, walking minutes per day for adults, and miles driven per household per year (~~also known as “vehicle miles traveled,”~~ or VMT). These maps conveyed the geographic differences between how people households travel based on where they live location.

Community meeting participants could explore select information from the same three scenarios that were provided on the Imagine Madison website. They were then asked to place dots on a map of the city and surrounding area to show where they thought felt the city should accommodate the estimated 40,000 housing units that are anticipated in the next twenty years. As with the website, this was not a statistically valid survey, but of those electing to participate during community meetings, Ninety-one percent of dots were placed in infill and redevelopment areas. A similar growth prioritization exercise was provided to Resident Panels, though none of the UrbanFootprint background information was included. and 81% of resident panel responses prioritized dots were placed growth in infill and redevelopment areas. The multiple choice and open-ended questions that were on the website were also provided to community meeting and Resident Panel attendees.