

Good evening, everyone:

In response to an e-mail you received earlier this week - thanks to those who forwarded it to me - I thought it would be helpful to share with you the entire process for making changes to the Comprehensive Plan, which in 2011 does include a request from the Grocery Store Development Team for an amendment, as I shared with you this spring. This Plan Commission Meeting next Monday is NOT deciding on approving this request - it is about deciding to put it on a list for further consideration or work. It does not guarantee any passage at any of the many points in time that a proposal like this will cross. In the interest of continuing discussion about this area of the city, I will be supporting the inclusion of this amendment on the list for consideration. Whether or not there is a Copp's grocery store in the area, the Plan Commission and the community will add significant benefit to a discussion about this area that has clearly languished. The Doric Lodge is a new twist in the plot and a professional and community look at the area could provide ideas and insight into what the future should and could look like. The process has been purposely designed to assure significant leeway for the Plan Commission and community to use a request for a change as a starting point - not a document to rubber stamp.

To provide you with accurate information, I asked the Planning Division to explain what action is up next. The following is from Senior Planner Michael Waidelich:

"The item that will be on the Plan Commission agenda this Monday evening is approval of a final list of requested "Track 2" amendments accepted for formal evaluation and consideration. Potential Track 2 amendments are those requested by prospective developers or others to accommodate a specific proposed project or future land use that would not be consistent with the current Comprehensive Plan. The Plan Commission action will authorize staff to begin the process of preparing formal Comprehensive Plan amendments for future consideration. As with the Track 1 amendments, being on the list of potential amendments accepted for evaluation and consideration doesn't necessarily mean that the proposed amendment will have the support of City staff, the Plan Commission or the Common Council.

Most of the projects/uses that would require a Comprehensive Plan amendment would also be inconsistent with the applicable neighborhood or special area plans for the subject areas, and these plans would also need to be amended. This is the case with the Veridian proposal for the large grocery at Grandview Commons---which isn't consistent with the current Sprecher Neighborhood Development Plan either. Plan Commission approval of a final list of amendments accepted for consideration will also authorize the corresponding neighborhood plan amendment processes, as required. Each of the neighborhood plan amendment processes are expected to include at least one, and in some cases perhaps several, neighborhood meetings. As a result of these planning processes, the ultimate Comprehensive Plan amendments that eventually are considered by the Plan Commission and Common Council may vary from, and may be more or less extensive than, the amendment that was requested. Some may not make it to formal consideration. In some cases, the requested potential Comprehensive Plan amendment, the corresponding potential neighborhood plan amendment, and the specific proposed project, may all

be considered concurrently. The sequence for conducting the several neighborhood plan amendment processes that will be required has not been determined at this time, and some will take longer than others. The intent, however, is to have all the potential Track 2 Comprehensive Plan amendments that make it to final consideration acted at the same Plan Commission and Council meetings at the end of the process.

Relative to the proposed grocery at Grandview Commons:

Changing the Comprehensive Plan and the Sprecher Neighborhood Plan so that their recommendations would be consistent with the proposed large grocery store might or might not also make other large-scale retail or commercial uses consistent with these plans. That would partly depend on the specific map changes made, and on the specific land use and development recommendations included in the neighborhood plan amendment---since these can add additional detail and nuance to the broader Comprehensive Plan recommendation. Potentially opening the door to other non-anticipated uses can be a concern, however, and is one reason that some proposed plan amendments might be considered only in conjunction with consideration of the specific project that led to the amendment request.

If the two plans were amended in a way that made the proposed grocery potentially consistent with their recommendations, then the Grandview Commons Planned Unit Development-General Development Plan zoning would still need to be amended to describe a new overall development concept for the mixed-use center that included the large grocery; and also to incorporate the Doric Lodge property. A detailed Specific Implementation Plan for the grocery store site would also have to be approved, and revisions to the subdivision plat would be required to reflect the changed lot and street pattern. All these actions need Common Council approval. Review of the rezoning and subdivision applications would include consideration of the recommendations in the adopted plans for the area (and/or the proposed amended recommendations if the project and the plans are considered concurrently).

Any other alternative uses (consistent with an amended Comprehensive Plan and/or Sprecher Neighborhood Plan recommendation) would need to go through a similar zoning amendment and plat approval process---unless they happened to be consistent with the current Grandview Commons zoning (in which case, they wouldn't need the plan amendments.)

At this time, the only request made by Veridian is the request to consider a Comprehensive Plan amendment. There is no application for a zoning change.

I hope this information helps in responding to your constituents. If we can be any further assistance, please call or email. Most information about the Comprehensive Plan review process is also posted on the website at www.cityofmadison.com/comprehensiveplan as it becomes available."

The absolute most important thing you can do is share your thoughts with me and the Planning Division. E-mailing comments is fine. You may address your e-mails to Brad Murphy at bmurphy@cityofmadison.com. He shares them with me, and makes sure they are in the Plan Commission packet, but as a very busy manager, it would be helpful to copy me

anyway at district3@cityofmadison.com. Thanks to those of you who have already. Plan Commission meetings start at 5:30 pm in room 201 of the City-County Building at 210 MLK. Meters are in effect at that time and there is street parking and the Government East garage. Register when you arrive - the forms are pretty self-explanatory - then get yourself a snack to await your turn. The agenda will come out about Thursday so check the city's Web site <http://legistar.cityofmadison.com/calendar/> and search meetings by date to see this item's number. It's a pretty long proposed agenda.

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