



Department of Planning & Community & Economic Development

Planning Division

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To: City of Madison Urban Design Commission

From: West Area Plan Project Team (Ben Zellers, Linda Horvath, Colin Punt, Breana Collins, Urvashi Martin)

Date: January 24, 2024

Subject: West Area Plan

Area Plan Overview

Staff is currently drafting actions for the [West Area Plan](#), one of the first two area plans undertaken as part of the City's new framework to undertake [area planning](#). This new approach area planning to splits the City up in to 12 distinct geographies. Prior to this approach plans were undertaken on a less structured basis, resulting in some areas of the city with no area or neighborhood plan coverage, and others with up to four overlapping plans. Once adopted, new area plans will be updated at least once per decade. Area plans are focusing on guiding the physical development of the city through drafting of actions the city can implement or where the City would be a substantial contributor/ partner for implementation. Chapters are following the seven main topics of the City's Comprehensive Plan:

1. Land Use & Transportation
2. Neighborhoods & Housing
3. Economy & Opportunity
4. Culture & Character
5. Green & Resilient
6. Effective Government
7. Health & Safety

Urban Design Guidelines

Urban Design Guidelines and Urban Design Districts are included within the "Culture & Character" chapter. West Area Plan staff has also [reviewed underlying adopted neighborhood plans](#) for urban design-related actions. Most existing neighborhood plans had general strategies that can be applied to the whole City, and therefore more appropriate in citywide guidelines, like the Comprehensive Plan or are codified in Zoning Code.

West Area Plan staff met with Urban Design Commission Secretary Jessica Vaughn to the draft urban designs-related actions for the West Area below:

- Review Urban Design District (UDD) 3 (MGO section 33.24(10)) to determine whether it should be revised or repealed – many requirements for UDD 3 development are adequately addressed by the current zoning code, which was adopted approximately 25 years after UDD 3. Other ordinance language governing UDD 3, such as the Statement of Purpose that says the requirements were established, in part, to "assure that future development will complement

the existing development in the district,” contradict the recommendations in this Plan, which expressly seeks to transition the area away from its current auto-oriented form.

- Revise Urban Design District (UDD) 6 ((Sec. 33.02(13)) to incorporate the Spring Harbor Neighborhood Plan Design Guidelines for University Avenue and reflect and implement the design recommendations from this Plan.
 - Revise the boundaries to remove single-family development and explore expanding it to key sites south of University Avenue, generally between Midvale Boulevard and Whitney Way
 - Add an additional building and site design element to the “Building Design” requirements to require buildings fronting shared-use paths to address the path with architectural elements and access at the same design level as the front of the building.
 - Add additional building and site design element to the “Building Design” requirements to require ground floor residential units facing public right-of-way have individual unit entrances from the sidewalk.
 - Add additional building and site design element to the “Building Design” guidelines to provide direct pedestrian connection(s) from buildings to adjacent public parks.
 - Incorporate and align TOD overlay requirements to UDD 6 requirements and guidelines
 - Consider establishing maximum and minimum height limits in some or all of UDD 6.
 - Explore separating UDD 6 by character, density, and zoning into two or more distinct subareas or UDDs to better guide development along the University Avenue Corridor

General Design Guidelines

In addition to the Urban Design Guidelines, the plan includes General Design Guidelines to shape redevelopment within the commercial, mix-use, multi-family units, and employment sites within the planning area. These guidelines can be found in the [Odana Area Plan](#).

Staff is seeking Urban Design Commission feedback on the draft drafted actions, and whether any further actions would be appropriate for consideration within the West Area Plan.