



# West Area Plan



*Common Council Meeting: September 10, 2024*

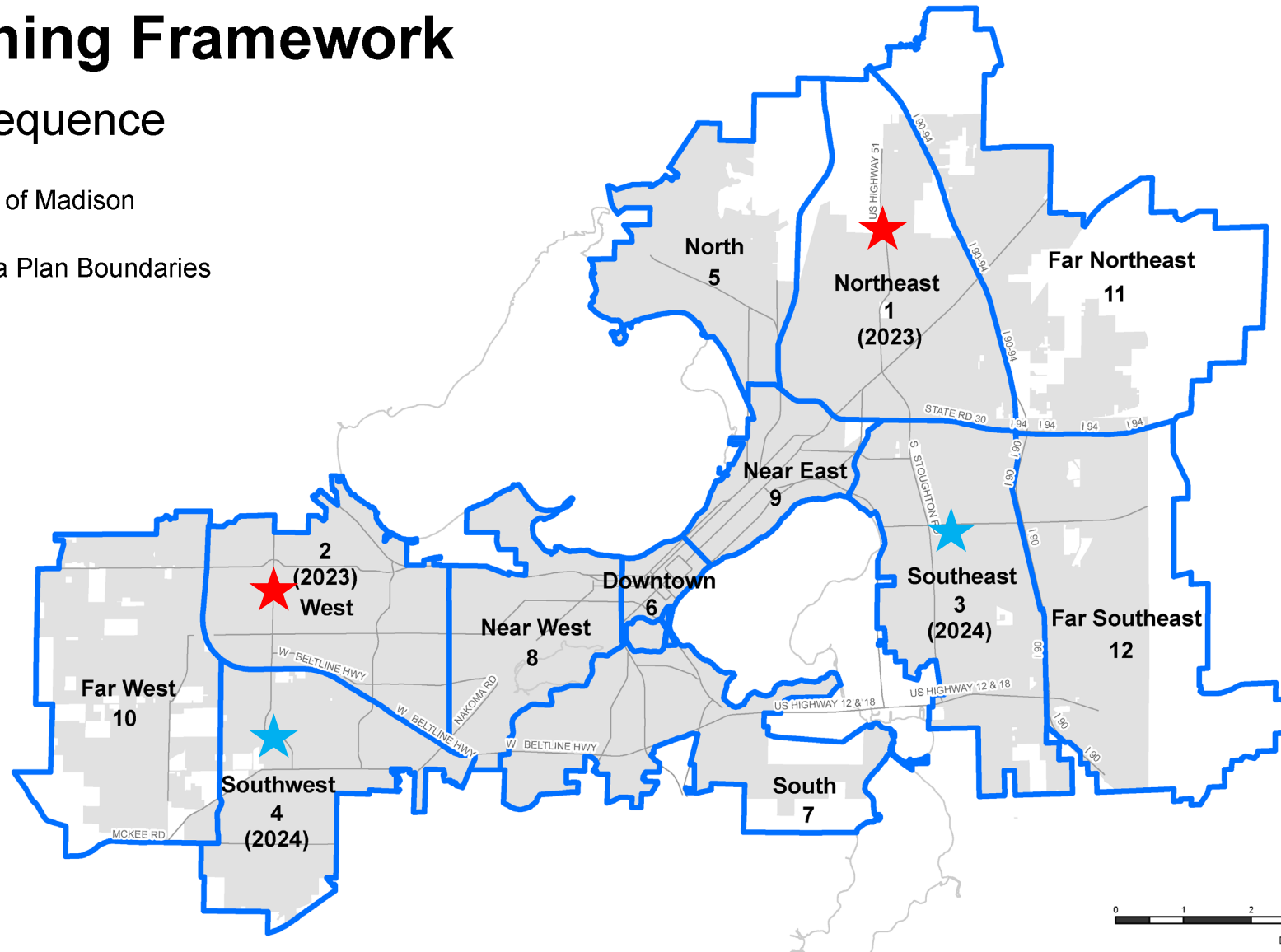
# Background



## Planning Framework

### Plan Sequence

- City of Madison
- Area Plan Boundaries



# Draft Plan Format

Land Use and  
Transportation

Neighborhoods  
and Housing

Economy and  
Opportunity

Culture and  
Character

Green and  
Resilient

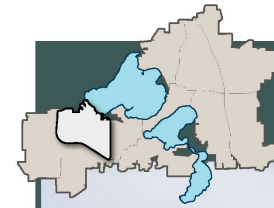
Effective  
Government

Health and  
Safety

Community Action  
Strategy

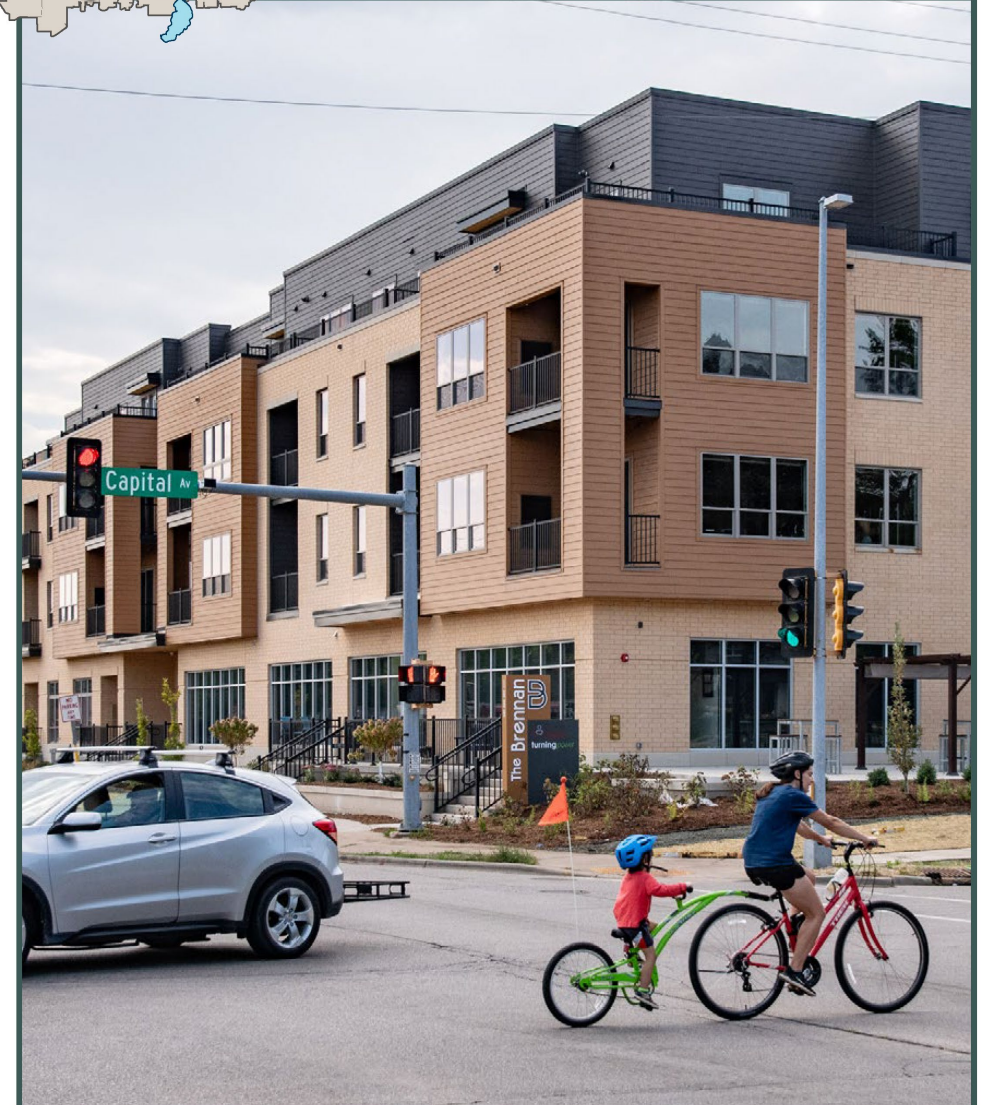
## Chapter Contents

- What we heard
- Actions – led by the City
- Partnerships



## West Area Plan

Introduction Draft | July 8, 2024



CITY OF MADISON

# Meetings and Outreach



## In-Person & Virtual Community Meetings



## Community Surveys



## Open Houses



## Community Partners



# West Area Feedback Themes



- Tree canopy/conservation
- Development process concerns/mistrust
- Bike infrastructure connectivity
- Housing density – preserve single-family neighborhoods vs. adding housing
- Mix stores, services with housing
- Vary size/scale of new buildings
- Exclusive views are loudest
- Welcome new people, while respecting established residents

## What We've Heard

*Some of the comments we've received on the DRAFT West Area Plan:*

*Like redeveloping commercial areas to increase housing density*

*Do not want higher density of residents*

*Bring more diversity to neighborhoods*

*Multi-family units impact safety of current residents and changes character of neighborhood*

*Plan does not go far enough to increase multi-family housing*



# Future Land Use



Low Residential (LR)



High Residential (HR)



Neighborhood Mixed-Use (NMU)



Low-Medium Residential (LMR)



General Commercial (GC)



Community Mixed-Use (CMU)



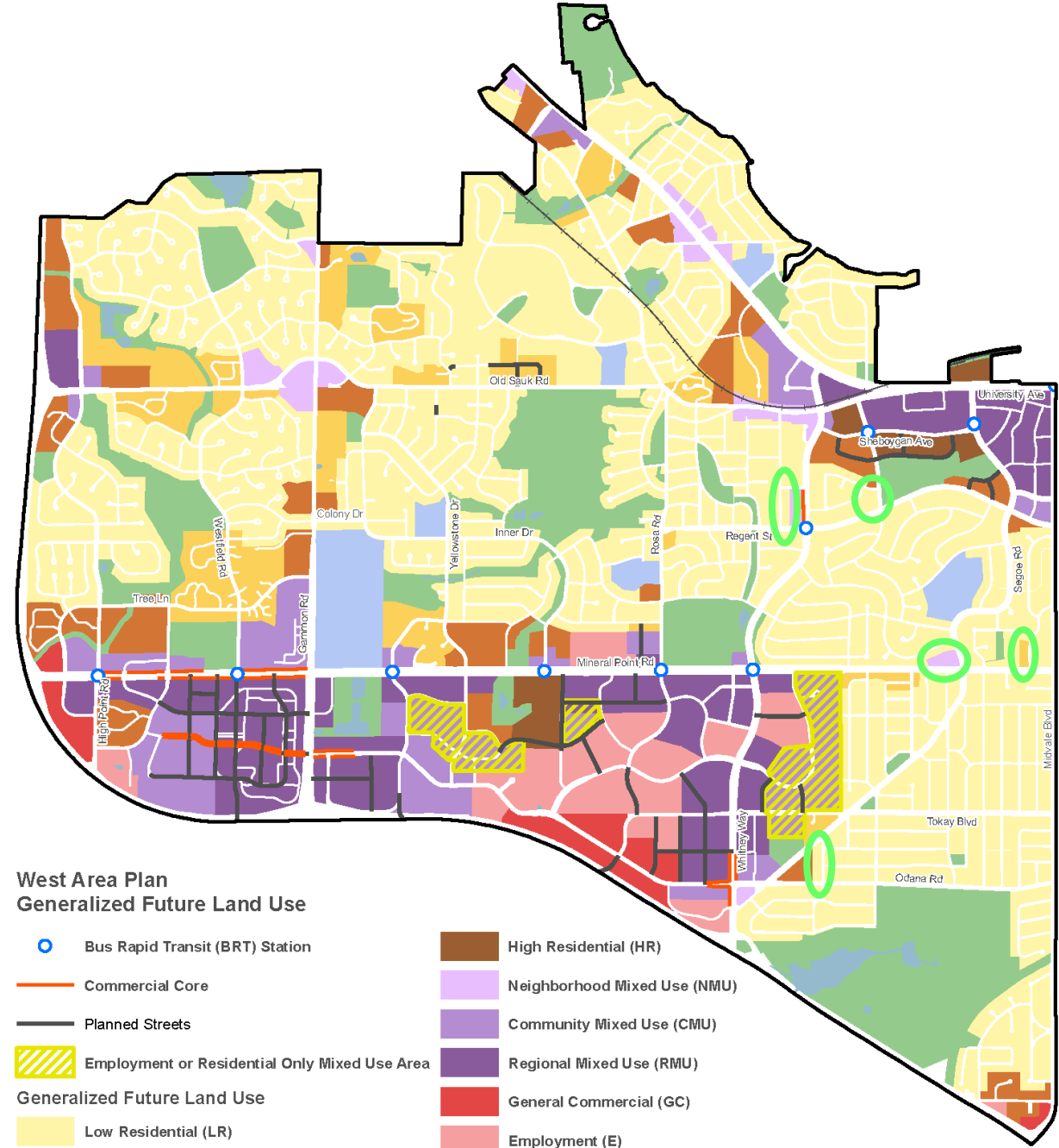
Medium Residential (MR)



Employment (E)



Regional Mixed-Use (RMU)



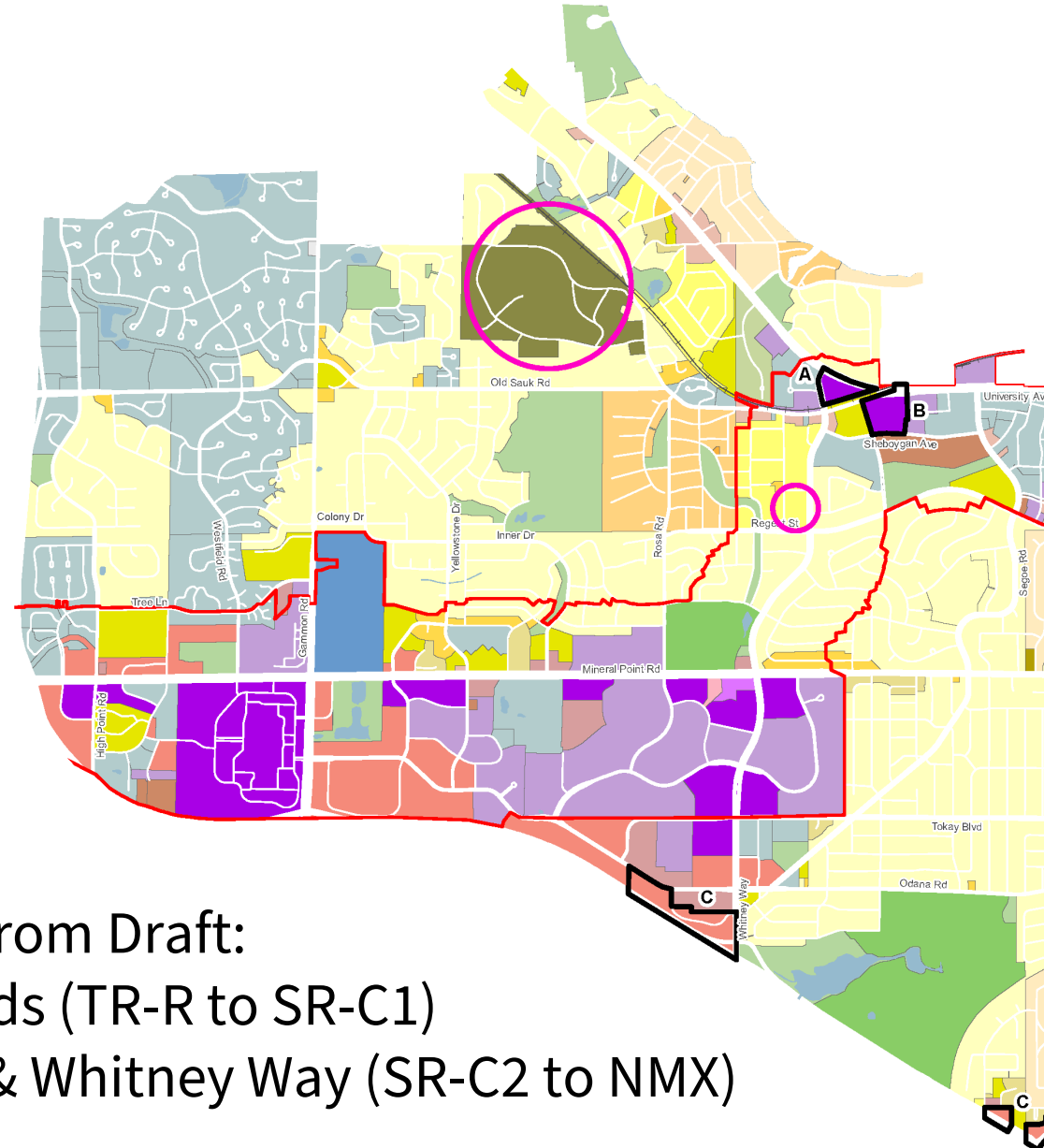
## West Area Plan Generalized Future Land Use

- Bus Rapid Transit (BRT) Station
  - Commercial Core
  - Planned Streets
  - Employment or Residential Only Mixed Use Area
- |                              |                              |
|------------------------------|------------------------------|
| Low Residential (LR)         | High Residential (HR)        |
| Low-Medium Residential (LMR) | Neighborhood Mixed Use (NMU) |
| Medium Residential (MR)      | Community Mixed Use (CMU)    |
|                              | Regional Mixed Use (RMU)     |
|                              | General Commercial (GC)      |
|                              | Employment (E)               |
|                              | Parks and Open Space (P)     |
|                              | Special Institutional (SI)   |

# Proactive Rezoning



- A. Neighborhood Mixed-Use (NMX) to Regional Mixed-Use (RMX)
- B. Suburban Employment (SE) to Regional Mixed-Use (RMX)
- C. Commercial Corridor-Transitional (CC-T) to Commercial Center (CC)



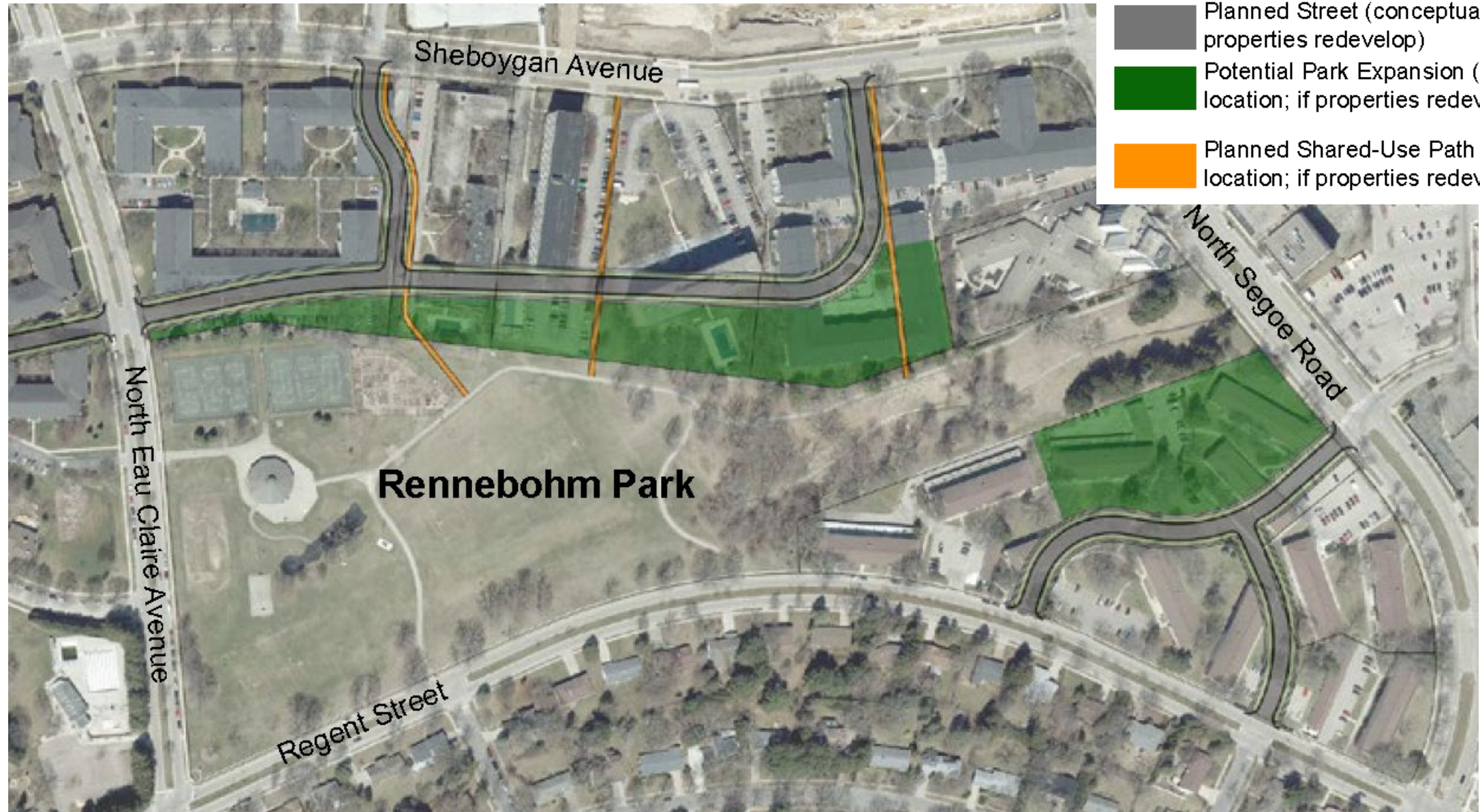
**West Area Plan Proactive Rezoning**




Proactive Rezoning Recommendations	<b>Mixed Use and Commercial Zoning</b>
Transit-Oriented Development (TOD) Overlay Zoning	CC
<b>Residential Zoning</b>	CC-T
SR-C1	NMX
SR-C2	RMX
SR-C3	TSS
SR-V1	<b>Employment Zoning</b>
SR-V2	SE
TR-C1	TE
TR-C2	<b>Special District Zoning</b>
TR-C4	CI
TR-P	CN
TR-R	PD
TR-U2	PR
TR-V2	

= Change from February 23, 2024 Public Review Draft

- Removed from Draft:
- Highlands (TR-R to SR-C1)
  - Regent & Whitney Way (SR-C2 to NMX)

# Rennebohm Park

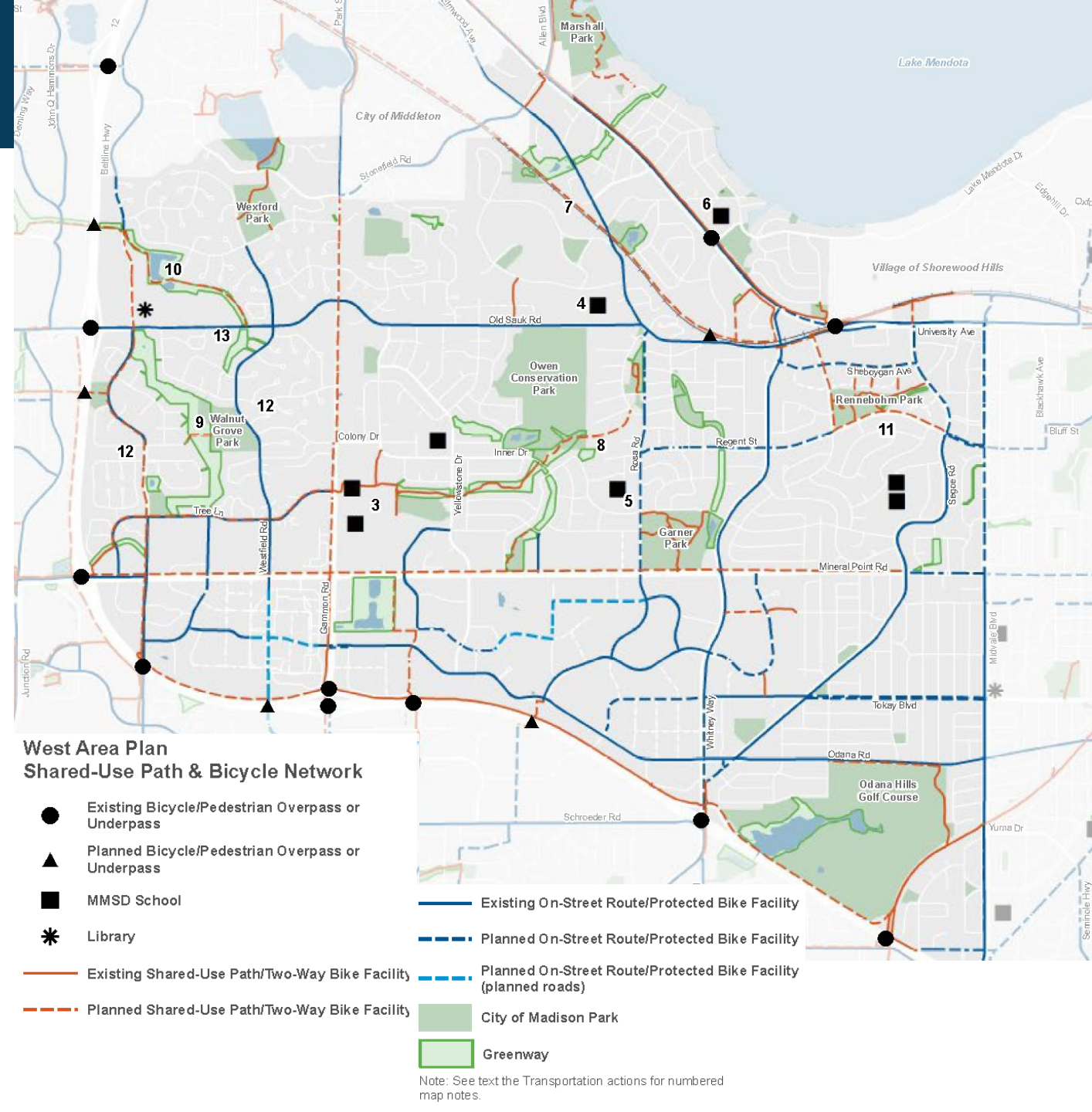


-  Planned Street (conceptual location; if properties redevelop)
-  Potential Park Expansion (conceptual location; if properties redevelop)
-  Planned Shared-Use Path (conceptual location; if properties redevelop)



# Paths & Bikes

- Biggest change: removed north-south Sauk Creek Greenway path in favor of side path along High Point and buffered bike lanes on Westfield
  - Change requires reducing on-street parking on both streets.
  - East-west path across greenway retained.



# West Area Plan BCC Review and Approval

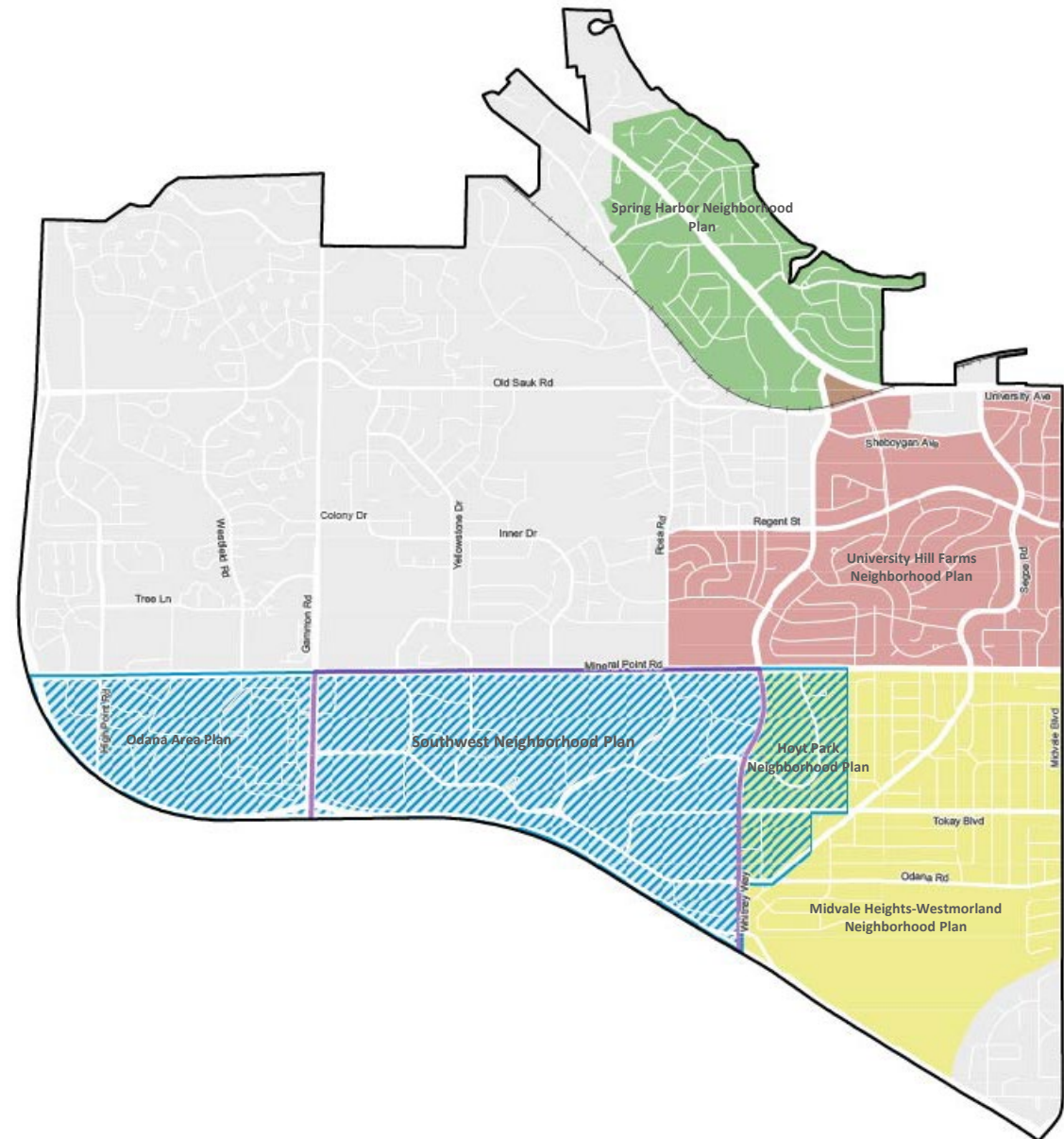


- July 17 – Economic Development Committee: *Recommend adoption.*
- July 31 – Transportation Commission: *Recommend adoption with shift of cross-Beltline connection to the east, as discussed in staff memo, and inclusion of revised connection as planned on-street bike route on the Shared-Use Path and Bicycle Network map.*
- August 5 – Landmarks Commission: *Recommend adoption with deletion of 5117 University Avenue from the Properties of Historic Interest listing in the appendix (property was mistakenly included - there is a new building on the site).*
- August 14 – Urban Design Commission: *Recommend adoption with an update to the UDD 3 action on page 42 to consider other areas where a new UDD may be appropriate.*
- August 14 – Board of Park Commissioners: *Recommended adoption.*
- August 26 – Plan Commission: *Recommended adoption subject to recommendations by other BCC's and staff recommendations found in the staff Plan memo.*
- September 10 – Common Council:

# Archive Underlying, Adopted Plans



- Existing plans to be archived with adoption of Area Plans
- Incorporated relevant recommendations into Area Plans



# Plan Implementation



- Land use – review development proposals as they are submitted
- Proactive Rezoning/Official mapping – follow up process
- City projects
  - occur when budgeted
  - Additional public engagement opportunities and refined designs
  - opportunity to seek grant funding for implementation
  - group projects for efficiency
- Partnerships – pursued by outside entities