

## West Area Plan - Community Feedback Summary

COMMENT	SOURCE	MULTIPLIER	AREA/DETAILS
Land Use			
Approve of land use changes	(OC)	9	Locations: University Triangle area, Mineral Point Rd and Regent (Area D), Land bounded by Eau Claire- Sheboygan-Old Middleton-Hill Farms Office Building ; excited about dense mixed use, like keeping more flexible options for future zoning, more density would be great for area, triangle is currently low-intensity, strip-mall style development, the kind of thing you'd expect in a vestigial ex-urb, Appreciate NMU allowing for some commercial amenities/services-not many in neighborhood, area D, MR is covered by NMU and NMU allows for businesses, I appreciate that not every suggested change is downzoning when the City should really only be upzoning, Area C back to LR, Love the idea of having more dense mixed use in this area (Whitney-University-Old Middleton triangle), really help develop the area around the BRT into a vibrant neighborhood that's accessible to people who can't or don't want to drive, It has the potential to give people without a license a lot more independence and could remove the burden of car ownership from residents
Concern/Oppose land use changes	(EF) (OH20) (LZH3) (OC) (WRM) (T6)	67 (37 signees for northwest block of Whitney Way and Regent via email)	Locations: Pierstorff parcels, Old Sauk, northwest block at Whitney Way and Regent, 6021 Old Middleton, 25 Veblen Pl, Wynwood Way, Whitney Way, Wynwood Way/Whitney Way/Old Middleton corner/triangle; Concerns: not in scale nor proportion to the surround area, detrimental impact on the traffic, design of development in relation to existing development, do not want urban high-density development, mega structures cannot be integrated into surrounding neighborhoods, will add to environmental issues like flooding, northwest block at Whitney Way and Regent (want to remain low-residential land use category-want area to remain quiet, keep tree canopy, limited light pollution, safe trees for pedestrians and cyclists, up to two stories in neighborhood), do not want Old Sauk Road to become an apartment corridor, want Old Sauk to remain a nature-oriented settings with suburban setting with parks, trees, and limited commercial access, want Old Sauk development to be limited to single family detached residences or duplexes, Would rather encourage properties that have greater development potential to develop than recommend these single-family homes for development, ideally would like Whitney Way area to be a smaller, neighborhood-serving commercial uses added as an amenity for area residents, do not put hundreds of families in mostly concrete apartment buildings in commercial districts, Keep residential areas residential, no recognition of how high, how dense, or how fast the city is willing to grow, worse- there is no recognition of how far extant, long-term residents are willing to, and should have to, go in the city's process of accepting a greater and greater and greater population within fixed city limits, focuses on alternatives to high density, rental developments, get rid of any rezoning in or adjacent to neighborhoods, Use existing space for apartment building, change land use designation on Parkwood Hills back to what it was, oppose any zoning changes that would allow higher density in the Hill Farms area near Rennebohm Park- too many apartments changes the character of the neighborhood and puts pressure on existing infrastructure, drives down property values in area that's already to congested, Keep current zoning designation between Eau Claire and Whitney Way and south of Sheboygan Ave to medium density to protect single family homes along Buffalo Trail, Preserve and encourage single family homes and ownership, Do not want higher building height and higher density next to single family homes, No development on Door Drive, Green Lake Pass, Barron Court and Buffalo Trail, support existing and future PD developments, Wynwood Way area is singled out for land use/zoning changes; LMR north side of OSR west of Crestwood, more density will cause too much traffic, Leave the area as single family and duplex residential area, A high density development in this area will depreciate housing in the area, listen to those who have lived in the area for years, There is plenty of area within Madison and surrounding communities to add high density rental properties without having to come into this area, concern development will not result in a Sequoya Commons but a ugly, overlarge apartment complex with rental business space on the street level, every area near NRT does not need to be made more dense/commercial
Oppose land use changes for Stone House development and Old Sauk Road	(EF) (OH20) (LZH3) (OC)	13	Changing land use is not the appropriate response or solution to increase housing options, not in scale nor proportion to the surround area, detrimental impact on the traffic on Old Sauk road, design does not align with housing in vicinity, no setback, no mature trees, monstrous apartment building-ugly and unwanted eyesores, Heavier traffic, higher vehicle density, increased use of neighborhood streets parking, noise pollution, light pollution, irreparable effect on wildlife, higher runoff due to removal of trees and vegetation causing flooding events, increased danger to commuting area bikers are some of the unwanted, critical and imminent negative effects of these potential developments, do not want Old Sauk Road to become an apartment corridor, residents want to live near nature, should promote homeownership not people dependent on rentals, will block light of neighbors, other multi-unit housing complex has brought too many police reports, lack of parking concerns
Oppose land use changes for places of worship	(EF) (LZH3) (OC)	4	Locations: St, Thomas Aquinas; want to preserve greenspace, mature trees and quiet residential setting, work proactively with places of worship about plan recommendations and property potential while seeking opportunities to keep or relocate places of worship in neighborhoods, opposed to rezoning church at Regent and Whitney Way

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More density/housing	(OH20) (VLZH28) (T6) (OC)	23	Way more density, smaller lot sizes, more upzoning, more condos, apartments, commercial space, changing means the development of Madison, more mixed use development- would like more shops and restaurants to be in easy bike/walk distance on the west side, plan is still not going to accommodate all the people looking to move to Madison, need more proactive rezoning, take whole city and future residents into consideration as much as current residents of the area, Upzone the entire city, End single family zoning and low residential land use designation- was created to be exclusionary and leads to unsustainable land use patterns, West Area is one of the least dense areas of the city that is inside the beltline, If Madison is going to be able to accommodate future population growth, it needs to be able to grow everywhere, Certain wealthy areas should not be preserved in amber, more density near transportation networks, Allowing for smaller lots in Madison would be a way to support infill development and allow families to find housing within their budget range, all LR should be moved into LMR or NMU, LR is severely restrictive for a city in a housing shortage, This plan is looking at decades, not next year, and by restricting what can be developed as we continue to grow will cause severe issues until we can approach the subject again in a decade, LR areas in TOD overlay should be LMR, Add LMR all along Whitney Way, area near Sequoia Commons should density, more Sequoia Commons-like mixed-use developments everywhere in West Area, allow 5-story mixed use and residential like Sequoia Commons all along Whitney Way, more density in the TOD overlay areas- especially along Whitney Way, proactively upzone align the TOD corridor to allow more people to make better use of the transit, Increasing density and allowing for mixed uses would reduce demand for transportation by allowing people to live closer to where they want to go and allow for more walking/biking trips as opposed to car dependent transit
Oppose less housing density and mixed use shown in Plan	(OH20) (VLZH28) (T6) (OC)	27	Locations: Area C-should go back to LMR, Area B- should at least be LMR, northwest block of Whitney Way/ Regent Street, Area E; Disappointment about people wanting less housing density and less mixed use, more residents are coming to Madison regardless- need to increase dense development to accommodate for growing population, will pave over farmland and the suburbs instead if people are not in Madison, More traffic and sprawl, Allowing more multi-family units will reduce the city's maintenance budget, adding more housing is critical for affordability, love Sequoia Commons, Need more housing of ALL KINDS near transit, shopping, and jobs, Small, larger, apartments, owner-occupied, condos, and single-family housing, more upzoning, disappointed that upzoning in existing built areas (Highlands, Faircrest, etc..) has been shot down, any changes would be slow and people are overreacting, support multifamily, disappointed that church parcels no longer planned for possible higher-density developments, Disappointed that Highlands parcels not able to be subdivided without doing a PD/conditional use, zoning designation that can allow for more densification and/or variety of uses next to BRT stops as an alternate to land use designation, neighborhood mixed use allows for a lot of different types of housing and for businesses that can people close to home and work, It can promote neighborhoods that have vibrant communities and healthier lives with less car dependence, should not be limiting what can be built here for decades, NMU is a great way to allow this neighborhood to develop naturally rather than rigidly, LMR is better than LR, but NMU would allow the community to thrive and bring about more things like libraries, community pools, and cafes, goes against every goal that exists in the Comp Plan; much of LR should be LMR; plan sets us up for failure w/ costly housing, sprawl, increased traffic, less revenue; plan is regressing through continued reduction of density, Areas should be proactively up zoned to higher density aligning with the Feb 2024 Draft plan, would like to use yard for gardening and other purposes, worried changes will incentivize developers to pressure owners to sell, concern with gentrification and cost of living to increase
Approve of updates to northwest corner of Regent and Whitney	(EF) (OC)	3	good balance of feedback from Madisonians (including me) who want more land available for higher density housing and those who expressed concern about excessive impact to neighborhoods
Approve of proactive rezoning	(T6) (OC)	4	Long range upzoning, change is slow, let's get the ball rolling
Oppose proactive rezoning	(OC) (T6)	3	Oppose any proactive rezoning, consideration of any zoning changes should only be made with input and approval of current residents and only when such zoning changes are necessary, rezoning won't achieve what you want
Support/increase shown heights	(OC)	2	West Towne should have height limits over 20 stories, support heights along MPR across from Garner Park
Oppose shown heights	(OH20) (T6) (OC)	6	to restrict building height to three stories in blocks or adjacent to residential homes, There should not be any changes that significantly affect the value of a person's home as it is often times the asset to fund their years in a care facility, Don't like the extra tall apartment building along Mineral Point Road, reduce building heights in plan- especially in TOD areas to not lose more vistas, oppose any increase to heights of new developments, No 10-16 story buildings, Height restrictions are arbitrary and limiting for a plan that is setting the stage for decades- We need housing, If a developer wants to build a dense building-don't make it harder, We should be providing incentives for density, not disincentives by making it more challenging
Approve plans for Odana area	(OH20) (T6)	2	Love proactively planning for Odana area, hope is with the BRT, that area can become a great mixed-use area that will be close and usable for many neighborhoods, hopeful area will be a great housing/commercial/restaurant/community destination, would love to see it have a Vilas/Sequoia Commons for the far west side
Concerns for zoning for Odana area	(OC)	1	All of this employment zoning is end of life strip malls, class C office space, and car dealerships that will shortly decamp to the suburbs like the way they left downtown, If given more flexibility, zoning-wise, the Odana area could actually become a dense, mixed use secondary town center,
Approve of Highlands neighborhood rezone removed from plan recommendations	(OC)	1	
Oppose change to Highlands neighborhood	(OC)	4	This change should be reverted, The Highlands area takes up a lot of space for very little housing, should allow for smaller lots in this area, Smaller lots allows for more affordable homes, If we aren't going to make for smaller lots, we should increase the property taxes on the existing lots as they require significantly more resources per person than smaller lots do, should be upzoned, calling Highlands rural is ridiculous, huge lot size is ridiculous, zoning doesn't protect nature or owner from clear cutting lot
Oppose Highlands neighborhood rezone (Staff note: Proactive rezoning proposal for the Highlands area were removed)	(EF) (OH20)	2	Lose park-like greenspace, only provide limited housing-probably higher-priced, recreational space for the community, 70% of the properties have a new citizen-initiated covenant that preserve TR-R zoning code
Do not want more rental apartments	(EF) (OC)	2	Primary issue is again/still only more rental apartments excluding/precluding multiple forms of non-rental development
Family oriented neighborhoods (single family housing)	(VLZH28) (OH20)	4	Important and critical family oriented, residential neighborhoods are to the good quality of life in Madison and needs to be preserved while addressing the housing needs, It can be done, offensive and unfortunate that residents who believe this are immediately labelled as NIMBY's and old, white entitled people, Every piece of land that becomes available in the City should not be a priority for high density rental housing, There is still a place for residential neighborhoods, Concerns are dismissed as elitist and racist, Our concerns for stormwater management, noise, increased traffic are dismissed, disagree with needing less single-family zoning in area- City says homeowners are wrong, homeowners helped build this city, no multifamily buildings, redevelop commercial areas and parking lots into single-family houses

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Miscellaneous	(T6) (OC)	(single comments - see details at right)	Move cemeteries to special institutions- they are not parks and open spaces, ground floor commercial should not be required, the city should consider consolidating zones, Having this many zones is absurd and makes any of these maps needlessly difficult to comprehend, Ground floor commercial is increasingly sitting vacant, It's a mistake to require this as it may make development of desperately-needed housing prohibitive, make more people-center places to lower costs on infrastructure, allow more businesses and amenities, keep people in the city, and makes things more affordable for everyone
<b>Transportation</b>			
Oppose Sauk Creek Greenway pedestrian/bike path	(EF) (OH20) (T6)	34	Oppose putting any bike trail in greenway, concerns about the large trees, degrade the resource, bike path will serve few bikers, greenway could be opportunity for nature education, fits well with Nature Everywhere program, unnecessary east-west bike path, will add more impermeable surfaces, grade is very steep there and it would require more land for switchbacks as well as a bridge, Connection to Walnut Grove Park is not needed, This should NOT be wheelchair accessible, Too many switchbacks and a bridge over the creek may need to be 15 feet above creek bed to survive a 100 year rain, Too costly! It's a drainage area, not a park, No asphalt, No lights, all bought or built our homes because of Sauk Creek Woods, Change wording back regarding allowing engineer to decide what's feasible, reviewed UW road safety records and drive on High Point Road- there is not justified fear for bikers to bike on road, parks paths are not plowed in winter and negates connectivity-don't have money to maintain or replace the paths, will help combat climate change, helps with mental health, any path should be natural and unpaved, do not think path is feasible, Brule is only .25 miles from Tree Lane, Tree Lane and Farmington are east-west routes, change to trail that is 5ft wide, will feel like they're walking through someone's backyard-which is not a comfortable feeling, could make more bike friendly but paved trail is not the answer, no lights, opinions of bikers in the neighborhood who don't think the path is needed should have greater weight, no maintenance road
Oppose changes made to Sauk Creek Greenway recommendation (Staff note: Sauk Creek Greenway north-south shared-use path was removed from Plan)	(EF) (OH20) (T6) (OC)	157	Disappointed by the removal of the N-S path in Sauk Creek Greenway and would prefer it be added back in, depend on bike paths to move around city and do not want to use roads and would like to reinstate the Sauk Creek bike path, residents' concerns are due to misinformation, bike path would have improved connectivity for bike access to further locations on the west side, the on-street bike routes are insufficient safe to ride on, especially with kids, kids in Tree Ln, area would have been able to hop on their bikes and safely ride to Alicia Ashman Library, some concern about losing parking near the Parks if bike improvements done on parallel streets, North-south route parallel to Sauk Creek Greenway very much needed, Also like that east-west crossing of greenway still there, need real all ages and abilities option for north-south route, city staff needs to explain not all the trees in the Sauk Creek Greenway are quality trees- need to thin out junk trees (Buck thorn, Box elder, and those preventing struggling trees from having the resources), making transportation network more comfortable for people to walk and bike will make a much bigger environmental impact than small number of trees that will be removed to make those connections, needs to be developed to bike, walk, hike, would open the wonderful urban forest to more people, seems like a waste to cut the shortest path possible through this resource, great juncture for students to access school, third spaces, and other community resource, prioritizing building out infrastructure for lower-carbon travel options over vague priorities like "natural feel" of an are, catering to the upset adjacent property owners who view this land as an extension of their properties, exhausting to live in a city where the benefit of everyone is constantly hamstrung by the greed of the very privileged, would become a beloved amenity for the whole neighborhood, not just the a nice space for a few to look out over, saving trees is a goal but not at the expense of pedestrian/cyclist safety; If built, it would be a huge asset to the community, People whose property abuts this land do not get sole say in its use! Would provide important connection to Alicia Ashman from south, path will really help students get to the high school and middle school
Approve of dropping north-south Sauk Creek Greenway connection	(OH20) (T6) (OC)	8	City is talking with us, streets provide for a safe and pleasant bike experience that will connect easily to the other bike routes
Approve of east-west Sauk Creek Greenway connection	(OH20) (T6) (OC)	9	East-west path in the Sauk Greenway is an important and needed improvement, desperately need an east-west connection for pedestrians and cyclists between Tree Lane and Old Sauk Road, kids need a safe way to get to Memorial and Jefferson, these are good options and should stay in the plan, cost estimate, helpful for those who otherwise have to go the long way around, will be very important for east-west cyclists using planned future beltline crossing
Oppose to Middleton Street Connection	(EF) (OH20) (T6) (MSV)	219* (203 on signed Opposition to the Proposed Middleton Street Connection Petition) *Received WVHA Board Opposition via email from Board President	Remove from consideration any proposal to remove Middleton Street barricade at Stricker's Pond and extend the street to connect with the City of Middleton, preserve the character of the neighborhood by stopping the connection, Wisconsin Supreme Court Decision (1991), connection could increase traffic counts from 125 vehicles daily to as many as 3500-4000, Middleton Street would become a direct shortcut into downtown Middleton, traffic increase would impact safety for residents, the sensitive wetland habitat (turtles and other wildlife) of Sticker's Pond, discourage active transportation, may increase vehicle conflicts, property damage, and serious injuries or fatalities due to steep 6% grade traveling West from Gammon Road, road is a local road-not collector, current configuration works for pedestrians and bikers, promote the walking paths around both Stricker's and Tiedeman Ponds, should identify potential locations for adding modal filters, more likely to speed on residential streets like this one in neighborhoods that aren't theirs, Madison is so eager to be upwardly mobile that they are at risk for trading all the features that make it special, Perhaps a better strategy would be to widen Gammon Road or to add bus service between Middleton and West Madison, Buses that serve the Middleton Gammon Road area turn on Old Sauk Rd and there is no connection that goes to the West Town mall or southwest Madison businesses
More protected bike lanes	(OH20) (T6) (OC)	10	Want barriers or curb or separated instead of paint, Paint is not infrastructure, would like to see more physical barrier to protect our cyclists, on street bike routes should be protected to allow for more people of all ages and abilities to use them
Approve Owen Conservancy/Crestwood neighborhood pedestrian/bike connection	(OC)	2	Great addition to allow for more north south shared-use paths
Oppose Owen Conservancy/Crestwood neighborhood pedestrian/bike connection	(OC)	2	Concerns the connection will disrupt wildlife
Approve of road diets	(OC)	2	Would like to see reductions in car travel lanes on Gammon Road and Mineral Point road, would improve pedestrian safety and reduce speeds of car travel
Oppose road diets	(OH20) (OC) (T6)	5	Road diets for the purpose of a bike lane, Take bicycles off major roads and on to side streets, oppose any road diet on MPR
Support Rennebohm planned streets		1	Will be very convenient for people to come to the park

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Oppose Rennebohm planned streets	(OC) (T6)	5	Concerned if changes to a road, it'll change to concrete sidewalks and not be blacktop walking paths, oppose the creation of any "green streets" south of Sheboygan Ave, due to increase traffic, safety issues and proximity to private homes on Buffalo Trail, most effective way to prevent through traffic is to not build a through street, effectively lower the amount of buildable housing here because of this planned street, properties would be better able to connect to the park without a (proposed) street in the way
Rennebohm shared use path	(OC)	3	Converting the sidewalk into a shared path is a good start, but should use Regent to use a bike lane to prevent pedestrians from needing to cross in front of bikers, oppose removal of any trees in Rennebohm Park for expansion of bike path, adding a shared-use path would be great
Support Segoe Road pedestrian/bike improvements	(OH20) (OC)	4	Support for protected bike lanes and ped improvements on Segoe south of Regent, like changes made at intersection -hugely improve pedestrian (especially kids) access to the park from both sides of Segoe Road, new crosswalks should be raised to force cars to slow down
Support Gammon Road pedestrian/bike path	(OH20) (OC)	2	Shared use path should extend further south to the mall
Approve of bike facilities on High Point & Westfield (N-S greenway alternatives)	(OC)	5	Should be protected lanes, would prefer greenway path, but protected on-street facility is good too, excited to see car infrastructure being replaced with bike and pedestrian infrastructure
Oppose on-street bicycle facilities	(OC)	2	Plenty of existing options for bikes along High Point & Westfield, don't reduce parking on High Point Rd
Oppose Old Sauk Road changes	(EF) (OC)	2	Old Sauk is 2 land road with lots of existing traffic, hard to make left turns, should not reevaluate East Washington corridor, car racing concerns through Parkwood on Blue Ridge and Everglade to get to Mineral Point Road or the beltline, Oppose any and all options to evaluate or reconstruct North side of Old Sauk Rd
Appalachian Way	(OH20) (T6) (OC)	5	22d, "...extend Appalachian Way to the east, then south to connect Old Sauk Rd," But Sauk Ridge Trl to Appalachian Way is still in the map, no need to extend Appalachian Way, ability to see on-coming westbound traffic is limited at the western entrance and appears to take out the bike path, the eastern entrance will require entering on a steep slope which will be problematic during the winter months - intersection at hill may have vision issues, oppose connecting any and all streets as discussed in 22d., Appalachian Way, Old Sauk Rd, and Cooper Lane Bike Path
Yosemite connection	(OH20) (OC)	7	Concerned will have to pay towards re-connecting it, original design of through street was steeply sloped and people were driving so fast downhill they caught air - reconnecting will recreate this safety hazard, disregard previous safety concerns of when Yosemite Dr, ran from Yellowstone to Old Sauk Road and reconnect the roadway to its former condition and locations, Connecting Yosemite Place to Yosemite Trail makes no sense- will only increase traffic cutting through the neighborhood-should look at improving efficiency of existing major thoroughfares and ways to divert traffic through residential neighborhoods, add modal filter
Approve of Marshall Park connection	(T6) (OC)	3	Would be great to allow more pedestrian/bike access to the park and the businesses along Allen
Approve of Bus Rapid Transit (BRT)	(OC) (T6)	2	BRT is great investment and great use of federal grants
Want changes to bus system	(T6)	2	Bus service between Old Sauk Road and Tree Lane on Gammon Road is missing, BRT should have its own lane for the entire route
Approve of bike paths and bike infrastructure shown in plan	(OH20) (T6) (OC)	31	Like multiuse paths, like east/west bike and pedestrian connections, like bike path on Camelot, yes to protected bike lane on Midvale from University to beltline-but Midvale needs resurfacing to be safe for bikers, like path connecting by Odana Hills Golf Course, like on-street facility on Mineral Point Road and Westfield Road, like shared use path shown on east side of Gammon Road, shared-use path along University Ave, Wexford Pond Greenway, shared use path along Regent street from 5' to 10' because of Regent and Eau Claire being wide with long, continuous medians, that limits peds/cyclists' access to the park, do not need free on-street parking at the expense of safe biking facilities, Bike path map should be corroborated with Google Maps bike routes and Strava bike routes that show what routes people actually are traveling, great change to better utilize public land, wayfinding, approve of east-west route through Gillespie MS & Memorial HS, approve of improvements to MPR & High Point intersection, support protected lane on Regent, improving the
Approve of transportation improvements	(OH20) (T6) (OC)	16	Children's safety going to school, help reduce traffic and allow children to be more independent, pedestrian underpass beneath the railroad between Old Middleton Rd., needed on WB Odana, there's a very short stretch of two lanes before merging down to one, and bikes are in mixed traffic while cars are negotiating that, "improvements" can otherwise sound like "nice to have's", not "life-saving interventions", sidewalks surround kids safety, Tomahawk/University improvements, bump out improvements are welcomed great for safety, and should be used more throughout the city, removing Laub helps reduce the number of conflict points in the area without limiting mobility
Would like to bike path improvements	(OH20) (T6) (OC)	6	Make Keating a bike boulevard up to Owen, Place a bike/ped activated stop at Midvale, This route allows access to the SW path or less traveled streets in Sunset neighborhood and beyond, Mineral Point Rd, from Midvale is too steep for many bicyclists, Keating is a much more gradual grade, Bike lanes on Mineral Point Road from Segoe to Midvale will never be bike friendly, Utilize South Hill Drive rather than Mineral Point Road, And in the future, Keating Terrace rather than Mineral Point Road, bike lanes on Tokay as proposed need to continue to the SW bike path, Utilize Keating Terrace, need north/south bike and pedestrian connectivity, opposed to adding an unprotected bike path to Midvale Blvd-dangerous without physical barrier-more cost effective to make improvements to side streets than using Midvale, barrier or signage on Tokay Blvd for safe biking, planned bike lanes on Mineral Point between Segoe and Midvale will make things more hazardous for bicyclists-use Keating Terrace instead, extend a bike lane on Tokay to connect with SW bike path
Would like to see more safety improvements	(OH20) (T6) (OC)	17	With the numerous projects and re-designs of streets and crossing for cyclist and pedestrian safety, the city should implement features like curb bump outs, raised crossing, daylighting, etc., for any categories of crossings or street, Safety road calming in front of the schools on Segoe, adjust proposed road on the north side of Rennebohm Park so it does not connect to Segoe Rd- that connection will turn the proposed road into a bypass for Sheboygan Ave, It will be a danger to kids using the park and those who are tending the community gardens, Crossing of Beltline between Old Sauk and Mineral Point need for ped/bike, safer pedestrian crossings especially near schools, need more safe crossings of Gammon Road near West Towne and Memorial High School, add bump outs to protect the children, Colony Drive pedestrian crossing at Gammon Road for Muir Elementary and other improved crossing to reduce need for school bussing, intersection of Tree Lane and Mineral Point Road needs no left turns and no U-turns on Mineral Point Road, intersection of Tokay Blvd and Segoe Road, make the crosswalk on Odana Rd and Charles Ln more visible (blinking light as additions have helped but are not enough), Speed enforcement is not a long term solution-Roads need to be engineered for slower speeds, redesigning the roads to slow cars down, modal filter on Tree Lane to make a not through street and reduce traffic, modal filter on Cable Ave/Beach St, modal filter on planned street from Enterprise Lane, modal filter on Berwyn Drive; Whitney Way-South Hill Dr ped improvements; Tree Lane/MPR/Beltline needs bicycle safety improvements, along University Avenue from Allen Blvd to Heim Ave is difficult for bikers on the shared-use path as drivers turning right do not see bikers, any plans to disallow turning right on red on some intersections near schools - Turning right on red can be very dangerous for pedestrians because drivers' attention is primarily on oncoming traffic to the left, not on any pedestrians who might be crossing to the right

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Want less emphasis on bikes	(OH20) (T6) (OC)	7	Can never be Portland, Make bikers pay their share for all the lanes, special plows, extra work, etc., There isn't even a license fee for them, while the rest of us pay for it, pedestrians are on top of the pyramid in Comprehensive Plan, bike recreation are overtaking common sense, Minimize concrete and asphalt, biking on sidewalks is permissible, failsafe, parallel streets to avoid high volume streets, overkill, pedestrians and disable people first; spending money on making bicycling easier is inequitable
Less Parking	(OC)	5	Reducing on-street parking is a high priority, makes walking and cycling much safer by increasing visibility of pedestrians and reducing the chance that biker will get slammed by an opening door, removing parking mandates can free up a large amount of room to plant trees for canopies, don't need additional parking by Rennebohm
More Parking	(T6)	2	Do not remove parking from residential streets, more parking planned in BRT riders
High Injury Network (HIN)	(OC)	4	Flagged Felton Pl and Falles Ct with 0 injuries, Midvale/Mineral Point Rd intersection is not flagged and has many injuries, Any high injury network should be scoped out to slow down speeds; "HIN map is incorrect"
Beltline crossings	(OC)	4	Pedestrian and cyclist safety is top concern, extending shared use path would be great to allow for crossing the area safely, would be a huge improvement to extend the wide sidewalk/shared-use path under the highway on Gammon Road, Beltline should not cut off people from the city if they aren't in a car, underpass improvements at Struck St, will improve cyclist access
Walkers do not feel safe on multipurpose paths	(OH20)	2	We need safe quiet trails for pedestrians, many walkers are NOT safe on the so-called multipurpose bike trails
Miscellaneous	(OH20) (OC) (T6) (EF)	(single comments - see details at right)	City is intentionally making it difficult for people to drive, minimalist approach that helps people traverse the area rather than creating a major thoroughfare, increasing light along shared use paths by schools will disrupt private homes and wildlife, adding alternate student drop-off/pick-up area on Cable Ave does not work well due to the bike/ped connection between the end of Regent St and start of the path on Inner Dr., will bring more traffic on this street; Do not replace RR with multiuse path if there is ANY chance it could be used for light rail or Chicago connection, more lightening is great for visibility along the path, giving children the ability to travel independently is one of the best things we can do to build a connected community, we should allow the parking lots to be developed into more useful buildings, Mineral Point Rd between Segoe and Midvale does not meet the criteria for a community connector because the volume of vehicles, city should study alternative uses for the rail corridor-Like revitalizing it to be a Metro light rail corridor for the city since Madison will need rail if it continues to grow and densify like it needs to, oppose limiting affordable housing development near Beltline- SUPPORT for affordable housing projects that include noise mitigation along the Beltline, like walking trails and being able to ride bike, approve of street and roadway improvements like Support Berwyn Dr/Laub Ln realignment, Support using parking lots as park and ride, Like planned streets in West Towne and Odana Road areas, oppose making St, Dunstan's a two way street due to more traffic through residential road, The BRT overlay in Hill Farms as it bisects the neighborhood and will (not if but when) create strife among neighbors especially when someone living on the edge of the BRT overlay is faced with a multi-unit or multi-story complex next to their single-family home, Remove northbound Whitney to Odana free-flow right turn, lack of turn lanes outside the immediate intersection, Like shown traffic control but not road diet portion
NOTE: sidewalk comments summarized in Health & Safety section			
<b>Neighborhoods and Housing</b>			
Want more missing middle housing	(VLZH28) (OH20) (T6) (OC)	8	Not sure how plan encourage missing middle housing, homes, condos, duplex, townhouse, apt, Whatever people can own to build their generational wealth, build small footprint community, City needs to work on a plan to develop housing options like condos, small residences, etc., that allow people to build equity, downsize, feel ownership in the community, The "missing middle" is still missing despite all the city's high density, rental focus, frustrated that City says it can't be done or is difficult, more missing middle in area well connected by shared use paths, need to update GFLU to be LMR or NMU at the minimum,
Affordable housing	(OH20) (OC)	4	Affordable middle housing is needed and fits into our neighborhoods nicely, Affordable home ownership houses, Small houses on small lots-Veridian will build these, Housing needs to help lower income families actually own a piece of property, Small row houses help, Small affordable residential units, attached are fine, hope TIF funds help allow for reduced median rent development
Support Lussier recommendations	(OC)	2	Community hub, essential resource for many, encourage any expansion of programing
Want livable neighborhoods for families	(OH20)	2	Consideration for retaining and maintaining the quality of our neighborhoods
Reduce barriers to development	(OC)	2	The city should consider implementing standard pre-reviewed building plans to make building easier, The city should work to make it easier for up zoning to occur to allow for more housing throughout the city to address the housing crisis, Consider automatic/dynamic zoning, Work with existing property owners to redevelop underutilized parking lots into mixed use buildings
School comments [staff note: the City does not control school attendance areas or school expansions]	(OC)	1	Midvale and Lincoln should have identical attendance areas as they are paired schools
Miscellaneous	(OC) (LZH3) (OH20)	(single comments - see details at right)	Would like to see additional senior housing in the area - for folks to stay in the neighborhood, free up some sf homes, Like encouraging developers to add a wider selection of housing for various incomes and family sizes, and adding noise mitigation to development along the Beltline, See land use changes as promoting apartments but would like to see more plans for owner-occupied housing, Want more play areas for children near and in all neighborhoods, Oppose affordable house since affordable housing just makes developers rich, More housing options like condos and differing apartment styles, Great steps to making our community more diverse and improving the economic opportunities for historically marginalized and under represented groups, especially by making use of underutilized commercial/parking areas, I would like to see the language strengthened around these items, These items are really important and only succeed if a real effort is made, "considering" land banking does not mean much, like language surrounding middle housing but plan does not facilitate this land use, Daycares should be exempt from parking requirements to make retrofits of existing buildings more feasible, support increased child care opportunities
<b>Economy and Opportunity</b>			
TID	(OC)	1	TID should include single-family areas where we expect/encourage redevelopment to occur
Utilities	(OC)	1	Support studying capacities to permit new development
<b>Culture and Character</b>			

COMMENT	SOURCE	MULTIPLIER	AREA/DETAILS
Urban Design District 6	(EF) (OH20) (OC)	4	Concerns that this will lead to single-family housing converting to multifamily housing more than what is allowed by TOD, boundaries should not extend to part of University Ave,, but just properties along University Ave, UDD plan to cram several hundred more apartments, etc., in the Rennebohm area, like mixed use zoning and greenspace in considerations, deemphasizing parking will make it safer for pedestrians and cyclists, more tree canopy will make trail less hot, trail is noisy, exhaust fumes from University Ave, slow speed on University Ave ; support alignment of UDD 6 w/ TOD requirements, approve of considerations, approve of less car-oriented areas
Lack of defining views	(OH20) (T6)	3	Most are already gone!, lost the views, don't want to lose more vistas-reduce building heights, Madison Yards blocks views of Capitol
Large public spaces	(OH20) (LCD)	3	Large spaces for public meetings with good acoustics; need "town square" area for performances & exhibitions (like Middleton's Stone Horse Green), more places to sing in groups, inclusive public swimming pools
Historical Resources	(OC)	2	The Grayson Building at 4414 Regent Street has architectural significance, is relatively unaltered since it was constructed, and warrants protection from demolition and alteration, The Old National Bank (formerly Anchor Savings and Loan) at the corner of Midvale Boulevard and Vernon, has architectural significance, is in excellent condition, and should be protected from demolition or alteration,
Approve of Design Guidelines	(OC)	2	Engagement while creating walking paths is often overlooked-glad the plan addresses this, buildings are meant to serve people, not cars, People should not be forced to walk through parked cars to arrive at their destination, outdoor dining option are great and make an area feel vibrant
Approve of culture character actions	(OC)	2	Approve of promotion of community areas and having a sense of place, community events are a great idea,
Miscellaneous	(EF) (OH20) (OC)	(single comments - see details at right)	Public art is great for giving the area a unique feeling, like Plan recommendations to add to West area art venues and infrastructure, Maintain historic designation of Hill Farms since BRT overlay cuts neighborhood, a place of worship is on the map and is labeled as a "community gathering place" when it's decidedly hostile to LGBTQ+ members of the community, Add to Design Guidelines: driveway entrances to a property should not be directly connected to the main road/highway in the vicinity to avoid vehicle/pedestrian conflicts (University Ave, Gammon, Mineral Point, etc.,)
<b>Green and Resilient</b>			
Approve of greenspace shown in Plan	(OH20)	2	City staff's expertise and understanding of how the way we interact now with the land and water called "Madison" will impact how the children and all future generations will be able to live here
Approve of parks shown in Plan	(OH20) (T6) (OC)	6	Plan for more parks south of Mineral Point Rd, future West Towne/Odana Road parks; include smaller parks as well; Focus on new parks in West Towne Area over Odana area
More trees and greenspace	(OH20) (T6)	3	Like tree-lined streets, need more trees and open space, less concrete
Drainage improvements	(OH20)	2	Drainage improvement is necessary if done with minimal impact to the vegetation, needs to be improved with minimal damage to canopy
Protect trees	(OC)	3	Trees (should be protected) along the east side of Whitney Way across from Garver Park (NE corner of Mineral Pt and Whitney Way) contain a long standing population of cicadas (should be documented) that sing every summer; no trees should ever be cut down
Rennebohm Park	(OH20) (OC)	5	Rennebohm Park is underutilized, Add more amenities to the further reaches of the park, Could be as simple as more picnic tables scattered around the edges, Bicycle education/traffic enforcement for safety purposes, will be good if Rennebohm Park becomes larger, which can include greenway on the right side of the park, blacktop walking paths need better lightening -don't change to concrete; support path connection to Sheboygan, expanding the park would be great
Stormwater concerns	(OC) (T6)	2	Concern about new developments adding to rainfall runoff issues, New developments should take in consideration any runoff issues and no new development should be built unless and until developer and city identity and plan for any issues, like recommendations but more can be done-more places where streets can be narrowed and parking removed so better stormwater management and rain gardens can be put in while also improving pedestrian safety, want minimalist approach to stormwater management
Golf Course uses	(OC)	2	Support replacing clubhouse w/ more community-serving facility, there are potential ways large properties can be used
Approve of greater access to parks/lakes	(OC)	3	Access to Zook Park from SW commuter trail
Miscellaneous	(OC) (T6) (OH20)	(single comments - see details at right)	Recreational biking is a great idea, greenspace north of Vernon Boulevard could be used as stormwater management, connect greenways with a mixed use path, Need to address erosion, Approve of greater access to Zook Park from SW commuter trail, Approve of stormwater improvements, support additional greenspace shown for Vernon Blvd, Build trails through woods along Whitney way/Garner Park, Greater attention to the plight of the non-human animals and the vegetation that they depend on to survive, Study water and sewers in West Towne area and north, artesian wells
<b>Effective Government</b>			
Loans programs to assist needy	(OH20)	2	Madison needs to: have a City loan plan for those who need, provide an avenue for those with reduced incomes to actually own a small house (even an attached house counts), Home ownership builds a family and people-centered community,
Miscellaneous	(WRM) (EF) (OH20)	(single comments - see details at right)	Forum for connecting with smaller developers to see what they would need to support 'by-right' development and removing barriers like requiring variances or special permits, distrust of City, Better signage, West area plan needs to include is a more specific approach to planning that clearly examines the impact of any new housing development on the school systems and the existing infrastructure, schools to not have capacity to absorb new students, lack of an infrastructure including taxes from developers is not sustainable and costs are being passed to single family home owners, Where are the funds coming from? The City is already in debt- no one has an answer
<b>Health and Safety</b>			
Support adding sidewalks to Old Sauk	(OC)	2	Add sidewalks on both sides of Old Sauk Rd along entire length
Approve of sidewalks shown	(OC)	5	Locations: Along Old Sauk - really impactful, especially kids who walk to school; support MPR-Highpoint/Gammon/Grand Canyon improvements
Oppose adding any sidewalks	(OC)	4	Especially on cul-de-sacs and dead ends, but generally anywhere
Approve of safety recommendations	(OC)	2	Pedestrian safety and comfort is a great way to help communities connect
Approve of partnerships to have health and recreation programs	(OC)	2	Nature Everywhere, MSCR, Police Foundation
Additional sidewalks	(OC)	2	More direct connection from Gammon/Beltline intersection down to West Towne parking lot, 4800 block of Sherwood and the 5100 block of Holiday have sidewalks missing on both sides

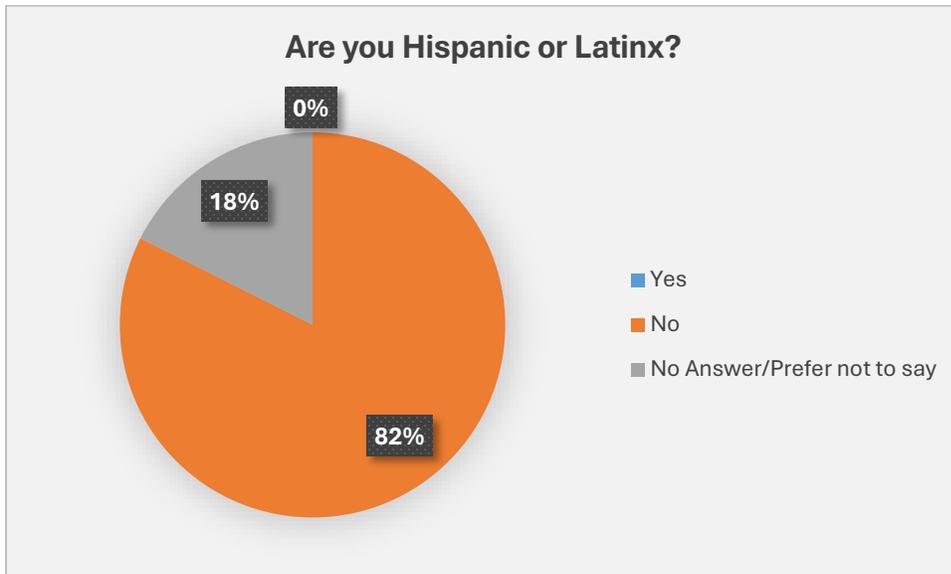
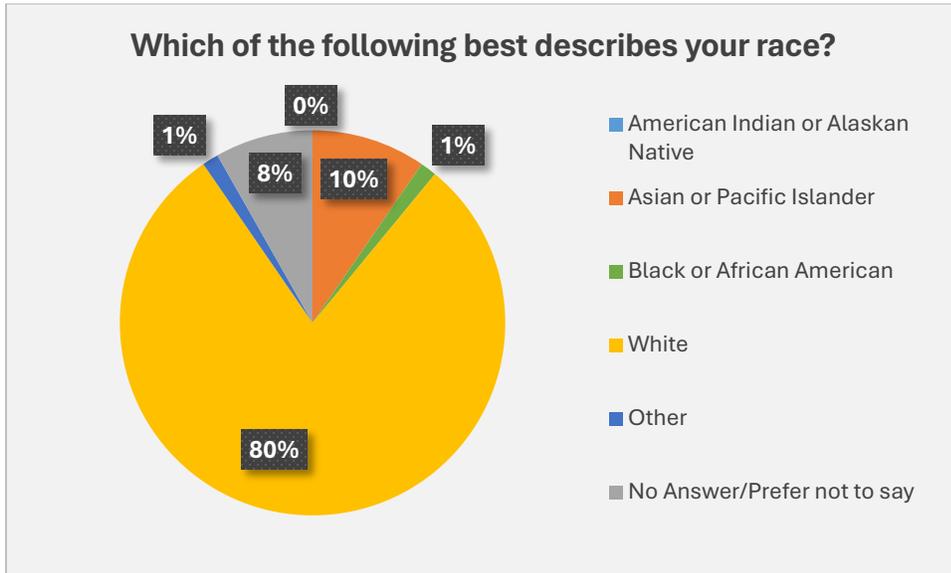
COMMENT	SOURCE	MULTIPLIER	AREA/DETAILS
Miscellaneous	(OC)	(single comments - see details at right)	Adding more police to an area rarely makes an area safer, The city should instead be investing in more and higher quality social services and housing to build community resiliency, rather than the most expensive and least effective way of solving problems, armed agents of the state, oppose adding sidewalks to Old Sauk due to lack of room, steep hill with limited visibility, high traffic counts, topography, and possible cost of retaining walls
<b>Planning Process/Other</b>			
Like meetings for citizens	(OH20)	7	Like the charts, maps, and especially the professionals, like open-house format, chance for face to face discussion with City staff, Very well designed and organized meeting! Access to staff and their terrific knowledge is wonderful, Staff are so articulate and uniformly polite and patient, Plenty of storyboards and people who are knowledgeable and can explain them,
Do not like meeting format	(LZH3) (T6)	2	Do not like writing questions, no dialogue, would like an open mic,
More information on planning process	(OH20)	2	More on the process of staff recommendations > City commissions > City Council and how a draft recommendation can be removed at the staff level based on community input, want storyboard on process of changing a staff recommendation,
Miscellaneous	(OH20) (OC) (T6)	(single comments - see details at right)	Like to see plans evolve over time, Do not support plan, Need to listen to the community- Community is against a paved path and the resulting destruction of trees, Definitions of acronyms on the charts make charts hard to understand, Designs in business are always with cost in mind, There seems to be no thought to that in these design processes, With assessments going up, some owners are afraid they will lose their homes, do not like online map as it is hard to post comments and use

**Phase 4 Engagement**

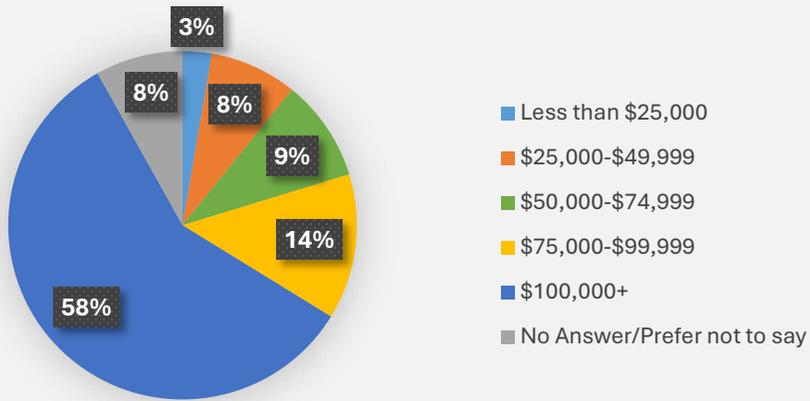
- (OH20) In-Person Open House - All topics May 20
- (VLZH28) Virtual Land Use/Zoning/Housing Meeting May 28
- (VT30) Virtual Transportation Meeting May 30
- (LZH3) In-Person Land Use/Zoning/Housing Meeting June 3
- (T6) In-Person Transportation Meeting June 6
- (LCD) Lussier Community Dinner June 7
- (WRM) Whitney-Regent Meeting June 10
- (MSV) Middleton Street Site Visit June 20
- (EF) Emailed Feedback
- (OC) Online draft Map and Action Comments

## Demographic Summary

Demographic questions were asked of community survey respondents. Those are summarized here and are generally consistent with the virtual and in-person meetings of May and June.



### What is your annual household income for all members of the household?



### What is your age?

