



Midvale Heights/Westmorland  
*joint neighborhood plan*

City of Madison, Wisconsin

Adopted On: \_\_\_\_\_



# Acknowledgements

*Prepared for: The Midvale Heights and Westmorland Joint Steering Committee*

*Adopted by the Common Council on:*

*Resolution No.:*

Funding: This project was funded by a neighborhood planning grant from the City of Madison and matching donations raised by the neighborhoods of Midvale Heights and Westmorland, including generous donations from the University Research Park.

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Special thanks to Queen of Peace Church and Midvale Lutheran Church for the generous donation of meeting space during this process.

We also extend our thanks to the business owners, residents, and other members of the public for sharing their hopes, concerns and ideas for the future of this area. This input served as the basis for the recommendations contained in this document.



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# Executive Summary

## Overview & Purpose

The Midvale Heights–Westmorland Neighborhood Plan was developed to serve as a comprehensive guide to preserve the vitality and high quality of life in these neighborhoods. The planning area, bounded by the Highway 18/151/ West Beltline Highway corridor to the south, Whitney Way to the west, Mineral Point Road to the north, and the Southwest Bike Path and Glenway Golf Course to the east, is home to more than 5,400 residents. The neighborhoods are predominantly residential in nature with an abundance of single-family homes. The density, housing style, neighborhood cohesiveness, established tree canopy, and open space connections make this area desirable for both long-term residents as well as newer households. The area’s location on Madison’s near west side provides access to some of the City’s most desirable destinations, including the University of Wisconsin – Madison, the west-side retail nodes, downtown, the Monroe Street corridor, University Avenue, and the West Beltline Highway corridor.

Although the neighborhoods have seen relatively little growth in the past decade, recent mixed-use redevelopment has triggered an interest in future redevelopment within the area. This Plan attempts to address existing concerns, develop strategies for the preservation of important neighborhood qualities, and identify opportunities for the near future.

## The Plan

This document was developed through a twelve-month process (started in May 2008) that incorporated multiple opportunities for community input, including three large-scale public workshops, Steering Committee meetings, focus groups and stakeholder interviews. The Midvale Heights and Westmorland Neighborhood Associations each appointed three representatives to serve on the Steering Committee which was charged with guiding the planning process. Throughout the process, joint meetings were also held with City of Madison staff in order to ensure that the Plan was consistent with the guidelines outlined in the City’s Comprehensive Plan.

The Plan is organized into the following chapters reflecting the format of the City’s Comprehensive Plan:

- Land Use
- Transportation
- Housing, Economic Development
- Parks and Open Space
- Historic and Cultural Resources
- Community Facilities

Each of these sections provides an assessment of the existing conditions and recommendations for future public and private improvements. Some highlights of these chapters are outlined below.



*Entrance to the Westmorland Neighborhood off Mineral Point Road*



*Midvale Heights Neighborhood Gateway*



*The new Sequoia Branch of the Madison Public Library, part of the Sequoia Commons redevelopment at Mineral Point Road and Tokay Boulevard*



*The Jacobs House, a Frank Lloyd Wright Usonian home in the Westmorland Neighborhood*



*Midvale Elementary School*

### *Land Use*

Neighborhood land uses are comprised mostly of single-family residential and parks/open space. It is these uses which create the neighborhood identity and sense of place. Among the scattered commercial uses that do exist are several large retail and office areas along South Whitney Way, including the University Research Park and Westgate Mall, and smaller commercial nodes at the intersection of Tokay and Midvale Boulevards, and at the intersection of Mineral Point, Glenway and Speedway Roads. There are also several large institutional sites within the neighborhoods, including Our Lady Queen of Peace Church and Midvale Elementary School.

The recommendations for future land use are primarily focused on preserving and enhancing the existing single-family nature of the neighborhood. Where potential redevelopment sites do exist, the Plan recommendations are sensitive to their location within the area. Sites which are located within the core of the neighborhood are viewed as an opportunity to provide neighborhood-focused goods and services, as well as new housing options. The redevelopment sites on the edge of the neighborhood are located on more robust regional transportation routes, and are therefore targeted for future regional commercial and employment nodes. However, even at the edge of the neighborhoods, the recommendations attempt to organize uses, building mass and traffic in a way that will complement and minimize impact on the single-family areas. In addition, all future development should take specific measures to effectively integrate into the existing community fabric and contribute to an economically, socially, and environmentally sustainable future for the neighborhood.

To achieve the goal of preservation and enhancement while also allowing for controlled neighborhood evolution, this Plan's Land Use recommendations are based on three goals: 1) Identify and plan for future redevelopment opportunities; 2) Provide for a sustainable future, and 3) Preserve and enhance the existing residential character of the neighborhoods.

The future land use recommendations identify sites for possible future redevelopment, including the Westgate Mall, the Mineral Point/Speedway/Glenway intersection, and several smaller areas within the neighborhood. Because these areas have their own unique opportunities and challenges, the recommendations provide specific redevelopment guidelines for each site. The guidelines address heights, massing and setbacks, general urban design and streetscaping, appropriate uses and relationship to surrounding areas, linkages, parking, and open space. Although different for each site, common themes of pedestrian-scaled environment, robust bike and pedestrian linkages, mixed uses, high quality design and

attractive open spaces permeate the recommendations. The goal of the Plan is to have the Urban Design Commission and Plan Commission use the guidelines found in these recommendations as the basis from which to evaluate future redevelopment proposals in and adjacent to the neighborhoods.

To ensure a sustainable future for the neighborhood, the land use recommendations identify neighborhood initiatives and development guidelines that promote efficient use of natural, human and capital resources. The neighborhood initiatives, such as promoting rain barrels, rain gardens and solar power, are designed to capitalize on the existing sustainability resources within the City of Madison and Dane County. To that end, many recommendations involve the neighborhood seeking engagement with local groups such as Sustain Dane, the City of Madison Sustainable Design and Energy Committee, MadiSUN program, and similar organizations that may emerge in the future. In addition to neighborhood focused initiatives, the land use recommendations also urge the City of Madison to elevate the standards of sustainable design when considering new redevelopment projects. Of primary importance is the need to work with each site developer to attain better stormwater management performance.

Recommendations for preserving the existing character and architectural style of the planning area also recognize the need to evolve an aging housing stock. This includes allowing home renovations and additions within the neighborhoods, while also ensuring existing densities, heights and setbacks are adequately respected. In addition, it is recommended that the neighborhood identify pockets of architecturally and historically significant homes and implement further preservation measures in those areas.

#### *Transportation*

The neighborhoods have a strong transportation network for motorized vehicles, pedestrians and bicycles. Although several thoroughfares bisect the planning area, there is a strong integrated network of bike lanes and off-road asphalt paths. These paths are heavily utilized by neighborhood residents for daily commuting, and they provide an important means of recreation for people of all ages.

The Plan's recommendations for transportation emphasize enhancing the interconnected multi-modal transportation network and improving efficiency, accessibility and safety throughout the neighborhood. Detailed recommendations include completing missing linkages in the multimodal path and sidewalk network, and improving pedestrian, bicycle and motorist interaction at key crossing points including the Southwest Path and Glenway Street, Midvale Boulevard and Tokay Boulevard, and Whitney Way and Odana Road. At these sites a combination of education, crossing improvements and enforcement may be required. The recommendations also focus on increasing access to transit by providing express routes to important destinations such as Hilldale Shopping Center and the University, as well as extending the hours of operation for primary routes.

Single Family homes in the planning area:



### Housing

Although much of the existing housing stock in the planning area is comprised of single-family homes, there is a need for more diverse housing opportunities to accommodate singles, young households and empty nesters looking to downsize. Due to their age, many of the existing homes have smaller footprints which do not meet the needs of large families. Also, as the baby boomer generation ages, there will be a need for increased senior housing opportunities. Nearly 30% of the neighborhoods' residents have lived within the neighborhoods for more than twenty years, and many of these residents would like to remain within their neighborhood in the future.

To address the needs of the future population and to diversify housing options, the recommendations focus on creating 'life-cycle' housing within the neighborhoods. Life-cycle housing is the principle of creating housing options for individuals at every stage of life. This means smaller homes and rentals, affordable entry level homes, homes for growing families, opportunities for empty-nesters to downsize and a variety of senior housing options. To achieve this goal, the housing recommendations suggest that the neighborhoods and the City identify locations for, and promote, new housing development with smaller housing units and new senior housing facilities. In addition, it is recommended that the neighborhoods work with the City to allow Accessory Dwelling Units where appropriate, and accommodate housing remodels to encourage an evolving housing stock.

### Economic Development

The economic development component of this Plan recognizes the opportunities that currently exist within the neighborhoods based on current land use, population and location within the greater Madison area. The location of the neighborhoods with close proximity to the University of Wisconsin, University Research Park, and the downtown provide opportunities to capitalize on potential partnerships to encourage economic growth within the area. In addition, Westgate Mall, the Whitney Square Shopping Area, and the other redevelopment sites provide an opportunity for long-term economic growth.

To promote long-term economic vitality and growth, the Neighborhood Plan focuses on the importance of integrating retail, commercial and employment centers strategically throughout the neighborhood. To meet this end, specific recommendations include promoting commercial uses that are complementary to existing uses and meet the needs of the surrounding area. This means that smaller commercial offerings within the neighborhood should be focused on neighborhood-serving retail and niche markets. The



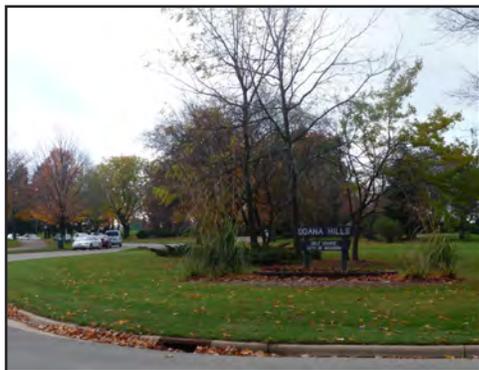
*Odana School Park*



*A soccer game near Midvale Elementary*



*Odana Hills Park*



*Odana Hills Golf Course*

economic development recommendations also support home-based businesses and encourage the City of Madison to be actively involved with the redevelopment of the Westgate and Whitney Square area to ensure long-term redevelopment which meets the needs of the neighborhoods.

*Parks and Open Space*

The neighborhoods have a strong network of parks, open space corridors, and a mature tree canopy, which are valued as assets that contribute to the local quality of life. The two primary recommendations speak to the neighborhoods' wish to enhance and maintain this important part of the community. Based on extensive public input, the Plan recommends that, as budgeting allows, new amenities be added to the neighborhoods' parks. The recommendations also encourage the neighborhoods to engage the City in the process of park maintenance and improvements. Suggested programs include Adopt-a-Park and neighborhood capital campaigns.

*Historic & Cultural Resources*

The neighborhoods' historic and cultural resources are primarily the existing housing stock and active neighborhood institutions. The recommendations in the Neighborhood Plan identify the need to preserve several neighborhood assets and work with various agencies to ensure their longevity. Although numerous other recommendations in this Plan speak to the preservation of neighborhoods' character and resources, this section recommends more targeted strategies.

The historic and cultural resource section recommends the neighborhoods develop educational materials for homeowners to use when remodeling their homes. These materials would identify methods to ensure new work is consistent with original design and construction. In addition, the Plan recommends that the neighborhoods work to have several key homes placed on the local, state and national registers of historic places. The target properties include: the seven Lustron homes in the Westmorland neighborhood, the Horstmeier Granary at 4805 Mineral Point Road, and the David Piper House at 4718 Odana Road. These sites serve as significant reminders of the history of this neighborhood and are important to the future of the community. Lastly, to ensure that institutional resources in the neighborhoods remain integrated into the community fabric, the Plan recommends a neighborhood-wide policy of involving local groups and institutions in events and decisions. This will keep those organizations involved and responsive to neighborhoods' needs.

### *Community Facilities*

Neighborhoods as active as Westmorland and Midvale Heights need access to community facilities for events and meetings. Although the area does not have a neighborhood center, there are numerous locations which are able to host community activities. To ensure those spaces are well coordinated, the Plan recommends that the neighborhoods create an inventory of available space and make that information available to the public. This will make the use of existing facilities more efficient. If this method is unsuccessful, there may be a need for the neighborhood to engage the City or a non-profit organization in locating a community center or a dedicated neighborhood meeting space in the area.

### *Summary*

Based on public input, the top plan recommendations are (in priority order):

- 1) Keep the W. Beltline Highway corridor free of major overhead power transmission lines or other highly-visible utilities. The W. Beltline Highway corridor is seen by a high volume of cars every day and is very visible from the adjacent neighborhoods, parks and the Odana Golf Course and its aesthetics are important to the image of the surrounding neighborhoods. (Plan Rec. CF.1) .
- 2) Encourage the installation of rain gardens, bio swales, native plantings, green roofs and rain barrels in new and existing development to help reduce stormwater runoff and improve infiltration and water quality. Educate residents about the benefits of such treatments and encourage their use on residential properties. Encourage the installation of rain gardens, bio swales, native plantings, green roofs and rain barrels in park space to help reduce stormwater runoff and improve infiltration. (Plan Rec. LU(b).1 and P.1)
- 3) Work with the City of Madison Parks Division and neighborhood residents to identify a location for an off-leash dog park. (Plan Rec. P.2)
- 4) Require that new commercial development incorporate high-quality streetscaping, architectural details, building materials, and a pedestrian-scale environment. See the recommendations under Land Use Goal A for a basic outline of desired design features. (Plan Rec. ED.1)
- 5) In all new mixed-use development, promote commercial uses which are complementary to existing neighborhood business and the regional retail environment. This means regional serving establishments, such as big-box stores, which are adequately supplied by the West Towne commercial node, should be avoided. Likewise, the development of local, niche retail and service offerings is encouraged. (Plan Rec. ED.2)
- 6) Increase visibility and improve pedestrian, bicyclist and motorist behavior at the street crossings of the Southwest Path and (in priority order) Glenway Street, Odana Road, South Midvale Boulevard. Inconsistency in motorist response to path users (some stop, some do not) and disregard of stop sign by bicyclists causes conflict between path users and motorists. (Plan Rec. T.1)
- 7) Determine the feasibility of providing a pedestrian and bicycle connection between S. Whitney Way and the vicinity of Medical Circle. (Plan Rec. T.3)

8) Expand the community gardens initiative. Any location selected for new gardens would need to be easily accessible and have the appropriate conditions for cultivating plants. (Plan Rec. P.3)

9) Encourage new development to incorporate building design elements which promote energy efficiency and sustainability. Potential design considerations include, but are not limited to: Passive solar, Daylighting, Gray water capture, Overhanging eaves, Photovoltaic arrays, Heat pumps, and Composting systems. (Plan Rec. LU(b).3)

10) Support Zoning Code rewrite to include sustainability standards. Work with future development to achieve storm water infiltration to the greatest extent possible given site characteristics and constraints. Site considerations should include soils, topography, location, desired density, neighboring uses, cost and possible contamination. (Plan Rec. LU(b).4)

11) Improve pedestrian safety on the 'S' curve on Caromar Drive between Clifden Drive and South Owen Drive. The street segment is perceived to be hazardous because parked cars reduce visibility and space. (Plan Rec. T(a).5)

# I: Introduction

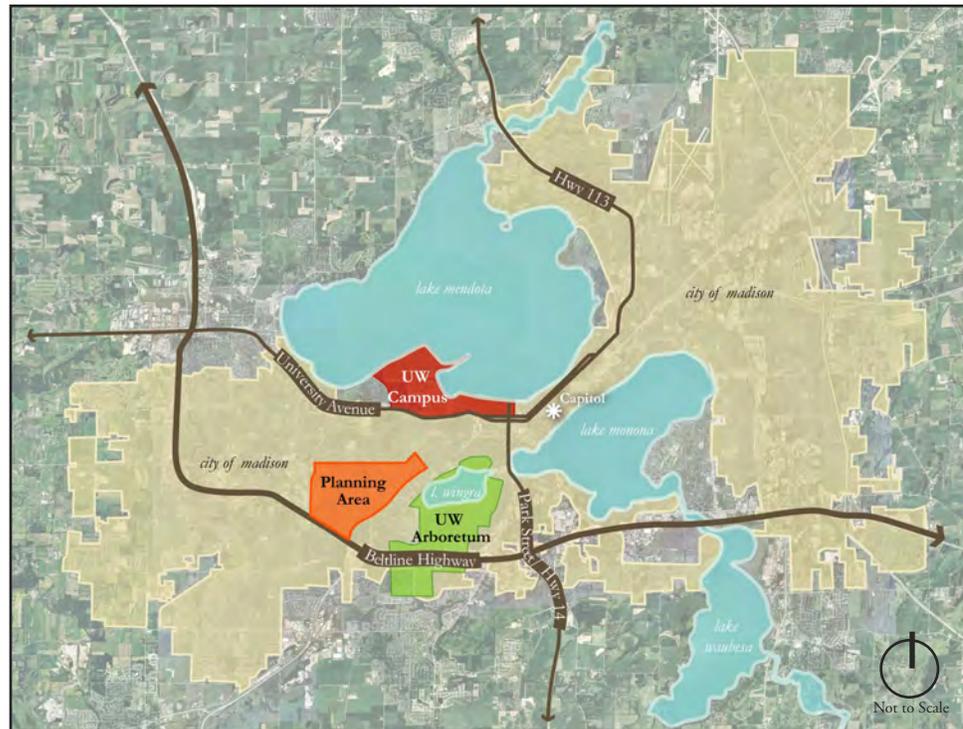
## Introduction

The Midvale Heights and Westmorland Neighborhoods encompass approximately 948 acres on the City's near west side (Map 1.1). The neighborhoods are bisected and bounded by several major traffic arterials, including Midvale Boulevard and Mineral Point Road. These roads alone carry in excess of 40,000 vehicles per day through the planning area. Mineral Point Road is a major east-west corridor which connects the west-side of the City to the downtown. Midvale Boulevard provides an important north-south connection from University Avenue to the West Beltline Highway/18/151 corridor. Several major retail and employment centers are located along the periphery of the planning area. The University of Wisconsin – Madison, University Research Park, West Towne Mall and Hilldale Mall are all important destinations in close proximity to the neighborhoods.

The Neighborhood Plan identifies planning issues and strategies for two City of Madison neighborhoods: Midvale Heights and Westmorland. This joint planning effort was initiated after recent redevelopment projects prompted further discussion about the future of these two similar neighborhoods. The purpose of this mid-range plan (5-10 years) is to:

- Develop a vision and a set of goals and objectives
- Formulate strategies and plan recommendations to address key issues
- Identify short and long-term action strategies for government officials, city staff, and neighborhoods
- Identify opportunities in timing funding and public-private collaborations to achieve desired outcomes.

Map 1.1: City Context



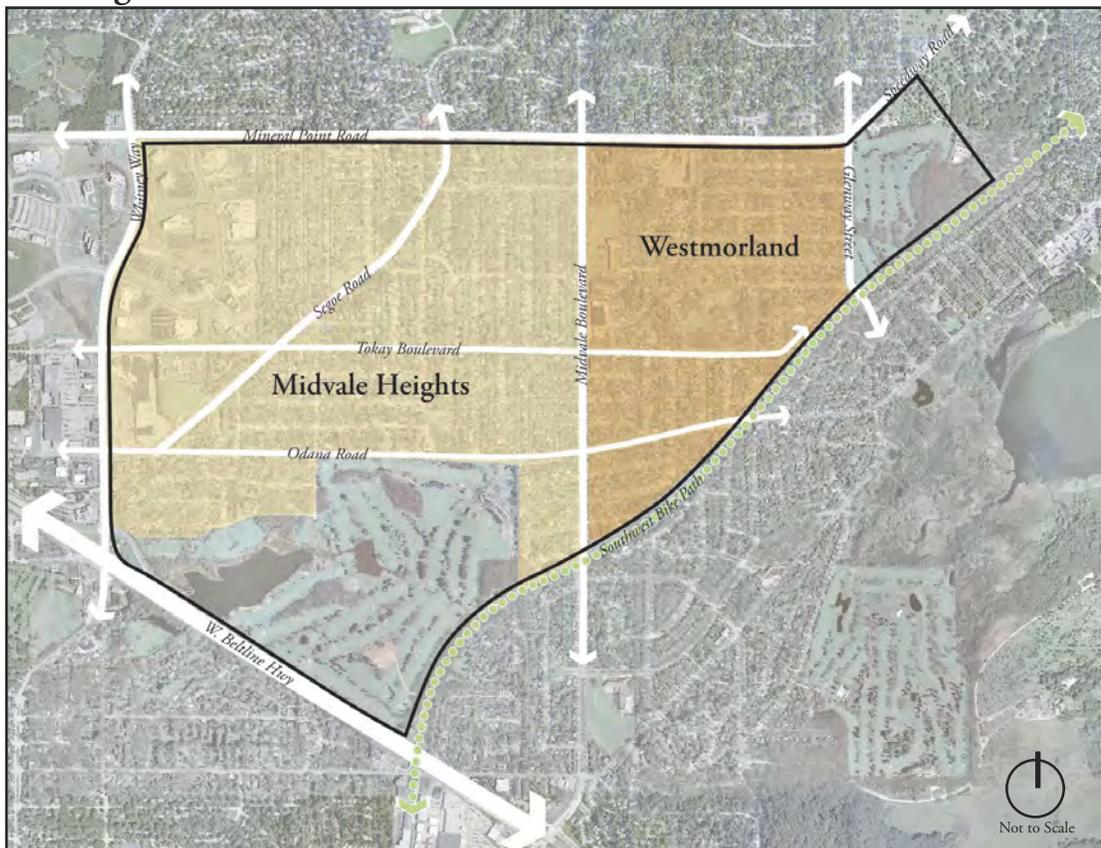
Source: Vierbicher Associates, [www.maps.live.com](http://www.maps.live.com)

The Midvale Heights Neighborhood is characterized by single-family homes, many constructed in the 1950s-era ranch style. The neighborhood is bordered on the east by South Midvale Boulevard, and extends west to South Whitney Way. While predominantly residential, the Midvale Heights Neighborhood also contains vital retail and employment centers along the Whitney Way corridor, which include Westgate Mall and the University Research Park.

The Westmorland Neighborhood is also largely residential in nature, with predominantly single-family homes. The neighborhood is adjacent to the Glenway Golf Course, which is located along the eastern boundary of the planning area. The western boundary is formed by South Midvale Boulevard. Although there are fewer retail and employment centers within this area than in Midvale Heights, there are several important institutional sites including Our Lady Queen of Peace Church/School and the Midvale Elementary School. The Westmorland Neighborhood is also home to the Sequoia Branch of the Madison Public Library System, which is the most heavily used of all the library's branches.

A Neighborhood Plan has not previously been developed for either the Midvale Heights or Westmorland neighborhoods (Map 1.2). The Comprehensive Plan (and the City's Master Plan before that), provides only generalized land use recommendations. The Midvale Heights-Westmorland Neighborhood Plan provides a higher level of specificity necessary to effectively guide the future of this area.

Map 1.2: Planning Area



Source: Vierbicher Associates, City of Madison 2008

## II: Planning Process

The Midvale Heights – Westmorland Neighborhood planning process was designed to identify planning issues and strategies through the involvement of residents and the business community. Below is an overview of the primary steps that were taken to prepare the Neighborhood Plan between March 2008 and April 2009:

- *Midvale Heights – Westmorland Neighborhood Plan Joint Steering Committee Meetings:* The Midvale Heights and Westmorland Neighborhood Associations each appointed three representatives to a Joint Steering Committee that was in charge of facilitating the planning process. This Joint Steering Committee met monthly to discuss and review the Plan as it progressed, coordinated the efforts necessary to maintain open communications with various interested parties, and presented the Plan to City boards and commissions during the formal adoption stage.
- *City of Madison Oversight:* Throughout the planning process members of the Joint Steering Committee attended coordination meetings with City of Madison staff to ensure that the Plan was consistent with the City's Comprehensive Plan, City policies, and ordinances, and to discuss issues and opportunities for the various components of the document. City staff also assisted the Committee in developing the Implementation Strategy to ensure that the initiatives identified in the Plan were feasible and in the best interest of the larger community as a whole.
- *Consulting:* The Neighborhood Associations interviewed and hired Vierbicher Associates as consultants for the planning process.
- *Large-Scale Public Workshops:* Three large-scale public workshops were held throughout the process. The intent of these meetings was to gather public input and feedback and ensure that the Plan was consistent with the desires of the neighborhoods. The first workshop allowed participants to identify and discuss issues and opportunities; the second workshop allowed participants to provide input on the initial draft of the Plan document; and the third workshop gave participants an opportunity to review the final draft of the Plan prior to moving through the City's adoption process.
- *Stakeholder Interviews:* Early in the process, one-on-one stakeholder interviews were conducted with eight individuals that represented organizations or primary property interests throughout the neighborhoods. These interviews provided insight for the Steering Committee to use throughout the process in order to ensure the Plan was balanced and reflected the needs of various community interests.



Public input at the first public workshop

- *Focus Groups:* Focus group meetings were held with key stakeholder groups in the neighborhoods including: new property owners, young families, the business community, and senior citizens. These interest groups were identified because they have a substantial interest in the future of the neighborhoods, and could provide insight regarding the existing issues and opportunities present.
- *Public Outreach Initiatives:* Members of the Neighborhood Associations used posters, newsletters, handouts and a website to inform and educate participants at local events. Materials describing the planning process were distributed at the Midvale Heights Annual Picnic and the Westmorland Fourth of July Celebration.
- *Funding:* The Midvale Heights & Westmorland Neighborhood Associations applied for and received a \$40,000 planning grant from the City of Madison and locally raised \$20,000 to fund the planning process.

Input provided by participants in the first public workshop, the stakeholder interviews and the focus groups was used as the basis for developing the vision, goals, objectives and recommendations that are found in this document. These public participation efforts ensured that the final document reflected the desires of neighborhood stakeholders and residents. A summary of results from the public participation component of this planning process is included in the Appendix of this document.

The table on the following page shows all activities conducted throughout the planning process:

**Table 2.1: Planning Process**

<b>Event</b>	<b>Date</b>	<b>General Topic</b>
Joint Steering Committee Meeting #1	May 1, 2008	Introductions, objectives, timeline and responsibilities.
City of Madison Oversight Meeting #1	May 8, 2008	Expectations, goals & objectives, timeline
Stakeholder Interviews	May 12, 2008	Identify and discuss existing concerns and opportunities
Joint Steering Committee Meeting #2	June 5, 2008	Assessment findings, review stakeholder interviews, identify and outline focus groups
Midvale Heights Annual Picnic	June 26, 2008	Provide informational materials to attendees about the planning process
Joint Steering Committee Meeting #3	July 3, 2008	Outline approach and materials for Public Workshop #1; review focus group outline
Westmorland July 4 <sup>th</sup> Celebration	July 4, 2008	Provide informational materials to attendees about the planning process
Public Workshop No. 1	July 15, 2008	Overview of process and timeline, stations to gather input about existing issues and opportunities from attendees
Focus Group Meetings	July 21, 2008	Strengths and weaknesses of area from each stakeholder group's perspective
Joint Steering Committee Meeting #4	August 7, 2008	Discuss public meeting input; discuss focus group input; review drafted vision, goals and objectives
Joint Steering Committee Meeting #5	August 28, 2008	Discuss and develop draft plan recommendations; outline Public Workshop #2
City of Madison Oversight Meeting #2	September 8, 2008	Review and discuss vision, goals and objectives; gather input from City staff
Public Workshop No. 2	September 17, 2008	Present and gather feedback from attendees on drafted recommendations for all components of Plan
Joint Steering Committee Meeting #6	October 2, 2008	Discuss Workshop feedback, review and finalize plan recommendations; discuss implementation methods, funding and priorities.
City of Madison Oversight Meeting #3	October 10, 2008	Discuss transportation recommendations and implementation steps
Joint Steering Committee Meeting #7	November 6, 2008	Review final draft of Neighborhood Plan and Implementation Strategy, Outline Public Workshop #3
City of Madison Oversight Meeting #4	February 4, 2009	Present and discuss final draft of Neighborhood Plan and Implementation Strategy, approve/modify plan and send to Plan Commission
Public Workshop #3	March 12, 2009	Present final Neighborhood Plan and Implementation Strategy
Common Council		Common Council adoption of neighborhood plan

### III: Review of Existing Plans & Planned Improvements

The Midvale Heights and Westmorland neighborhoods exist within a larger urban fabric that affects the planning area in numerous ways. To ensure that the neighborhood planning process is mindful of those impacts, and respectful of the impacts the planning area could have on other neighborhoods, a thorough review of existing plans and studies was conducted. The elements and recommendations most appropriate to the planning area, as well as issues related to the planning area, are summarized in this chapter.

#### Madison Comprehensive Plan

##### *Key Recommendations Pertaining to the Planning Area:*

- Balance redevelopment and infill development with the preservation of the unique character of Madison's existing neighborhoods, focusing on such issues as requiring that the size and scale of new development enhance and are compatible with the established and planned neighborhood character and density.
- Create neighborhoods that include compact, mixed-use development patterns; high quality architecture and urban design features; protection of significant natural areas and features and provision of high-quality recreational facilities; a highly interconnected pattern of pedestrian and bicycle-oriented streets; and provision of mass transit service.
- Develop affordable housing and other support facilities and programs necessary to ensure Madison remains a place of opportunity for individuals and families with a variety of income and personal resources.
- Develop Madison as a community where housing, employment, transportation, recreation, and entertainment are accessible to persons with disabilities.
- Preserve and enhance Madison's unique beauty and character by implementing architectural, urban design, and natural resource policies that will promote and protect a sustainable, high-quality built environment and preserve the area's important natural resources and open spaces.
- Develop and maintain a coordinated and balanced transportation system that provides accessible, multi-modal travel opportunities, including automobile, public transit, pedestrian, and bicycle choices within the community, and convenient highway, rail, and air linkages to the region and beyond.
- Create new mixed-use, transit-oriented developments, and encourage appropriately scaled mixed-use redevelopment and infill development, at strategic locations within the City identified in the Comprehensive Plan as a means of creating a more complete and engaging urban environment and reducing the reliance on automobile transportation.
- Maintain and strengthen a healthy regional economy that builds upon the Madison area's high quality of life, highly skilled work force, world class educational facilities, and established enterprises in key employment sectors, including government, health care, services, technology-based businesses, and research and development.

- Generally, create a development pattern and service infrastructure that supports and encourages energy-efficient lifestyles and promotes long-term conservation of natural resources and the health of our environment. Encourage sustainable development by promoting urban infill and redevelopment and high-performance green building.
- Help Madison residents lead fulfilling lives by providing access to high-quality housing and employment, a healthy natural environment, nutritious food, and clean air and water.

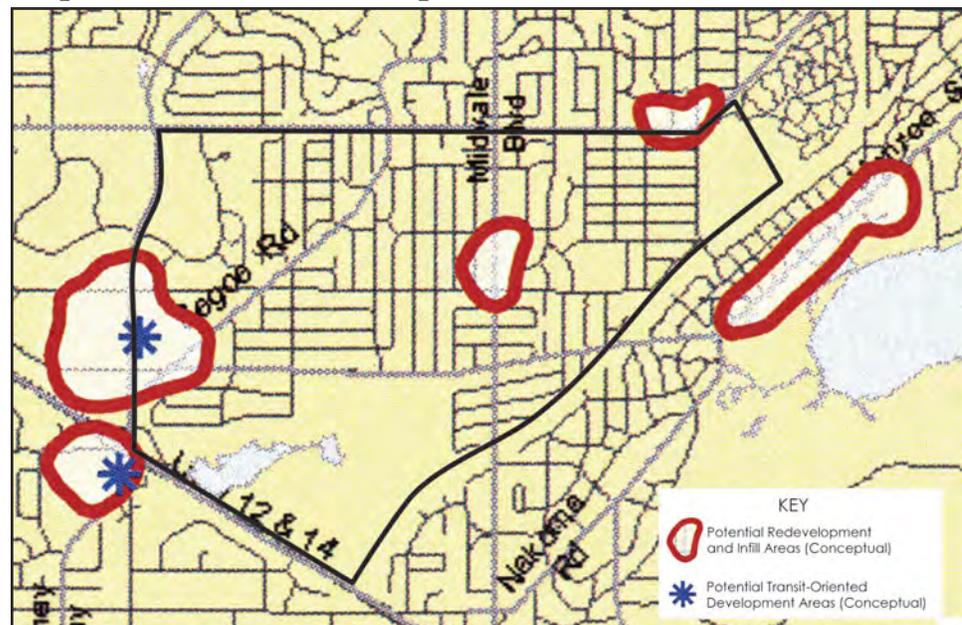
*Potential Redevelopment and Infill Areas:*

The Comprehensive Plan identifies three locations within the planning area for potential redevelopment. These areas are the Westgate Mall area (a designated transit-oriented development area), the intersection of Midvale and Tokay Boulevards (already redeveloped as Sequoia Commons), and the intersection of Mineral Point Road, Speedway Road, and Glenway Street. Transit-oriented development sites are areas near current and potential mass transit hubs that could be transformed into higher-density, mixed-use, walkable neighborhoods in order to capitalize on the opportunity to draw people from the transit stops. Redevelopment is not certain in the sites listed; these are simply general areas in which redevelopment is anticipated, but the timing is unknown.

*General Design Recommendations for Established Neighborhoods:*

No significant changes to the character of existing residential areas will be initiated by the Comprehensive Plan. In areas where the Comprehensive Plan’s recommendations differ from the existing conditions, future changes in land uses, if any, will be carefully planned and guided by the detailed recommendations of an adopted neighborhood plan or special area plan. The City will continue to work with neighborhoods as neighborhood plans and special area plans are prepared or revised and ensure that neighborhood residents have opportunities to participate.

**Map 3.1: Potential Redevelopment & Infill Areas (Detail)**



Source: City of Madison Comprehensive Plan, Volume II Map 2-5

The generalized future land use plan calls for no major changes in the Midvale Heights/Westmorland neighborhoods. Much of the area is to remain as low-density residential, with pockets of mixed-use development located where retail currently exists. Specifically, Community Mixed-Use is indicated at South Whitney Way between Tokay and Odana (Westgate Mall). Neighborhood Mixed-Use is indicated at the intersection of Midvale Boulevard and Tokay Boulevard (Sequoia Commons) and at the intersection of Mineral Point Road, Speedway Road, and Glenway Street.

Community Mixed-Use (CMU) is loosely defined as a relatively high-density mix of residential, retail, office, institutional, and civic uses in a compact urban setting. CMU are typically larger than Neighborhood Mixed-Use districts, and they are intended to include a much wider range of non-residential activities. General characteristics of CMU development are outlined as follows:

- Well-designed buildings placed close to the sidewalk and street.
- Parking located primarily behind the buildings or underground. On-street parking is recommended where sufficient right-of-way is available.
- Buildings more than one story in height, with maximum building height compatible with the size of the district, surrounding structures, and land uses. Specific height standards may be recommended in an adopted neighborhood or special area plan.
- Pedestrian-friendly design amenities such as decorative paving and lighting along sidewalks and paths, plazas, benches, and landscaping.

CMU Recommended Development Intensity:

- Generally, buildings should be at least two stories in height. Specific height standards should be established in neighborhood or special area plans and should be compatible with the scale and intensity of the district as a whole and the context of the surrounding neighborhood.
- The maximum development intensity (floor area ratio) for commercial uses should be established in a detailed neighborhood or special area plan.
- There are no fixed limits on the gross square footage of commercial buildings or establishments, but the types and sizes of commercial uses appropriate in the district may be defined in an adopted neighborhood or special area plan.
- Net residential densities within a CMU district generally should not exceed 60 dwelling units per acre, but a neighborhood or special area plan may recommend small areas within the district for a higher maximum density if the development is compatible with the scale and character of the neighborhood.

Neighborhood Mixed-Use (NMU) is defined as clusters of relatively small convenience shopping and service uses that function as activity centers and gathering places for the surrounding neighborhoods or districts. Most NMU districts are relatively compact, often consisting only of several buildings on one or more corners of a street intersection. General design characteristics are the same as CMU development, but recommended development intensity varies.

NMU Recommended Development Intensity:

- Generally, buildings should be between two and four stories in height. Specific height standards should be established in neighborhood or special area plans, and should be compatible with the scale and intensity of the adjacent neighborhood. One-story buildings may be appropriate in limited circumstances but are not encouraged.
- The maximum development intensity (floor area ratio) for commercial uses should be established in a detailed neighborhood or special area plan.
- Gross square footage of commercial buildings (including single-tenant and multi-tenant buildings) should not exceed 10,000 square feet, except for neighborhood-serving grocery stores, which should not exceed 25,000 square feet.
- Net residential densities within a neighborhood mixed-use district generally should not exceed 40 dwelling units per acre, but a neighborhood or special area plan may recommend small area within the district for a higher maximum density if the development is compatible with the scale and character of the neighborhood.

### **Transportation**

*Mass Transit:*

The Transport 2020 Start Up System Map (Map 3.2) identifies a potential Regional Express Bus route along the western edge of the planning area on South Whitney Way. This route runs from Verona, north to University Avenue, connecting with a commuter rail line at a proposed station at North Whitney Way and University Avenue. Park and Ride sites are proposed near the intersection of South Whitney Way and Odana Road, and near the North Whitney Way/University Avenue Intersection. A transfer point is recommended near the South Whitney/Tokay intersection, where the West Transfer Station is currently located. It should be noted that in all of the existing and proposed transit route plans, South Whitney Way is the only route that travels north-south through the entirety of the neighborhood.

*Bicycle Routes:*

An extension of the bicycle route that runs along Tokay Boulevard and currently ends at Segoe Road is planned. The route would continue for the length of Tokay Boulevard west of Segoe Road, to connect with a proposed off-street bike path running through the University Research Park. An extension of the West Beltline frontage path from approximately South Whitney Way to just past the Southwest Bike Path is also being explored.

Following a recommendation from local residents, City Traffic Engineering Staff conducted a review of the safety record of the intersection of Segoe Road and Tokay Boulevard. They determined that converting the intersection to all-way stop control was an appropriate improvement. Therefore, in addition to the signs already in place on Tokay Boulevard, new overhead stop signs with flashing beacons will be added to the intersection along Segoe Road. This intersection modification will eliminate access to southbound Segoe Road from Constitution Lane. The project was recently approved and is scheduled to begin in 2009.

*Transportation Improvements:*

Other transportation related capital improvements that are scheduled to occur within the next five years include a minor street and storm water project to address drainage issues at Caromar Drive and Keating Terrace, and resurfacing of various local streets based on individual street need. In addition, there are numerous expected projects, in conjunction with the UW-Arboretum, to control and improve the quality of storm water runoff entering the Arboretum. It is anticipated that these projects will include some treatment strategies that will occur within the planning area.

*Verona Road/US 151 Study*

In addition to local improvements, the major intersection of Midvale Boulevard/Verona Road(US 151) and the West Beltline Highway was recently considered in a Department of Transportation study. Due to the many and varied possible improvement alternatives considered, it is not currently possible to make specific statements as to the study's impact on traffic in the planning area. Depending on which alternative is ultimately pursued, traffic on neighborhood streets running parallel to Verona Road may see a decrease in traffic volume.

**Map 3.2: Transport 2020 Start Up System (Detail)**



Source: City of Madison Comprehensive Plan, Volume II Map 3-1

#### *ATC Transmission*

American Transmission Company (ATC) has recently received approval for the Rockdale-West Middleton Project. The project involves constructing a new 32-mile, 345-kilovolt transmission line to connect the Rockdale Substation located near Christiana with the West Middleton Substation. After the review of several proposed service routes, the Public Service Commission has approved the route along the West Beltline Highway. The project is estimated to cost more than \$215 million.

ATC proposed the new transmission line project in 2004 to address the projected electricity demand for the region. The project was controversial for the Midvale-Westmorland Neighborhoods since it borders the southern edge of the planning area. The Midvale-Westmorland Neighborhood Plan opposed the construction of the transmission lines, however if they were approved, to at least bury the transmission lines along the Arboretum and Odana Golf Course. The recent ruling supported above-ground transmission lines. Measures will be taken to mitigate the appearance of the transmission lines from the University of Wisconsin Arboretum and Odana Hills Golf Course. These include lowering the height of the poles near the Arboretum to reduce their visibility, as well as extending transmission arms further out over the Beltline Highway and adding landscaping near Odana Hills Golf Course to reduce the need to remove trees and to hide electrical equipment.

### **Redevelopment and Neighborhood Plans**

#### *Sequoia Commons*

Sequoia Commons is a redevelopment project on the former Midvale Plaza site at the intersection of South Midvale and Tokay Boulevards. It is anticipated that upon completion, the redevelopment will include 17,000 square feet of retail space, 145 residential units (a mix of rental and condominium), and a new 20,000 square-foot Sequoia Branch Library. The original library space was doubled and is now housed within a new, environmentally friendly building. Occupancy of the first phase (including the library, 7,000 square feet of retail, and 45 condominium units) began in May/June of 2008, with full project completion expected in 2010.

#### *Monroe Street Commercial District Plan*

In 2007, the City of Madison adopted the final report of the Monroe Street Commercial District Plan. This plan includes land use recommendations, redevelopment opportunities and a market analysis dealing specifically with the commercial corridor along Monroe Street between Regent Street to Odana Road. The area of interest in this plan, as it relates to the Midvale Heights and Westmorland neighborhoods, is the intersection of Glenway Street and Monroe Street. The Plan identified this intersection as one of three important retail nodes along Monroe Street. The long-term goal is to transition existing retail on the northwest corner of the intersection, such as the Mallatt Pharmacy and Parman's Service Station, to mixed use residential and retail development with minimal displacement of existing businesses.

### **Midvale Heights Neighborhood Survey**

A neighborhood survey was conducted during the summer/fall of 2007 to solicit resident feedback on a number of issues. The results are summarized in Appendix E.

• **Westmorland Neighborhood Visioning Sessions**

In 2007, the Westmorland Neighborhood Association Planning and Development Committee hosted two neighborhood visioning sessions, with the intent to gather input from the residents of the community regarding the topics that would become the essential elements of a Neighborhood Plan. The results of those meetings are summarized in Appendix E.

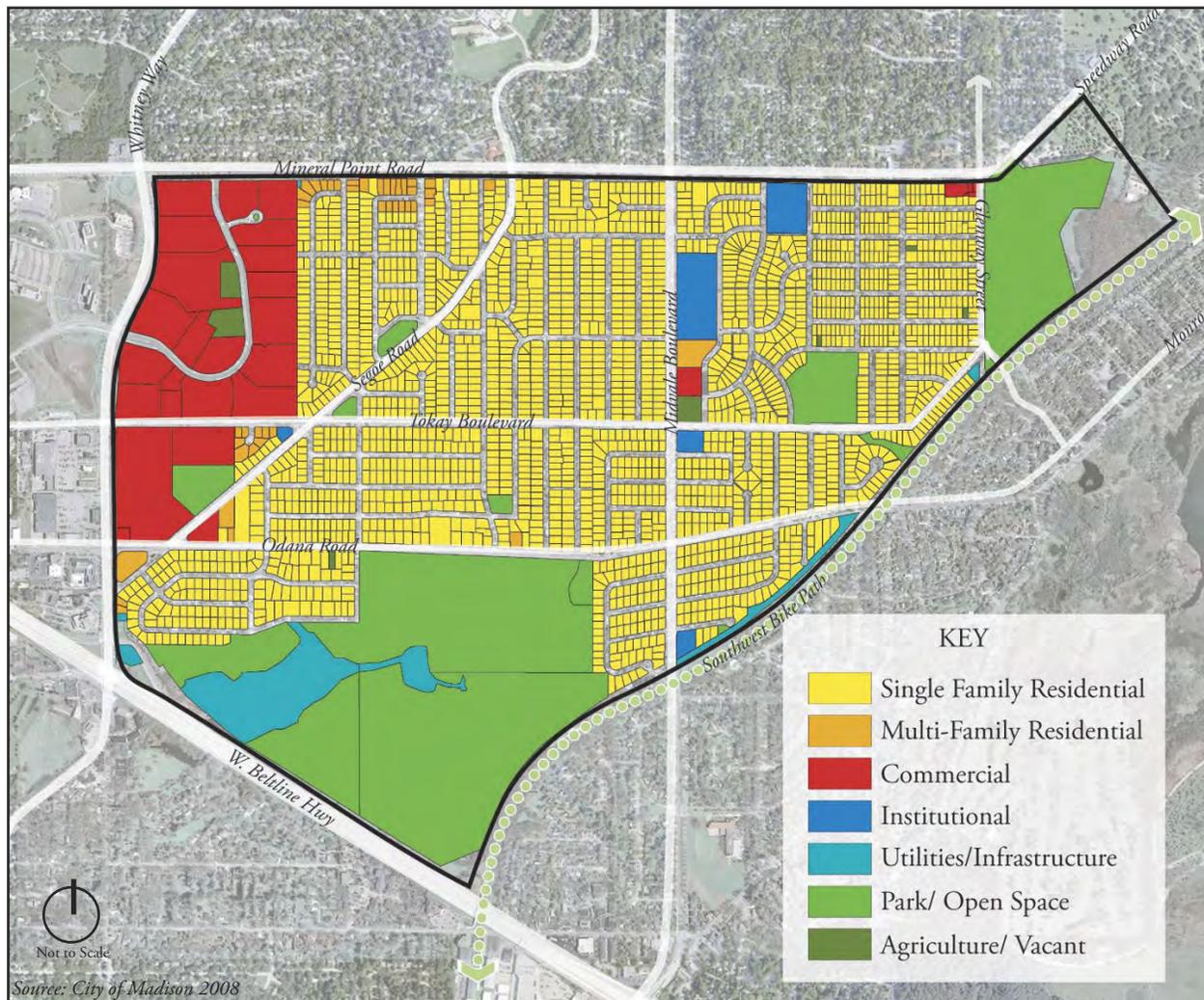
## IV: Land Use

### Existing Land Use

#### Residential:

Single-family residential property is the most predominant land use in the Midvale Heights and Westmorland Neighborhoods at this time, and the residents have expressed strong interest in maintaining this trend into the future. The majority of the homes in the Midvale Heights Neighborhood range from small ranch homes built in the 1950s (original square footage 1,000-1,300, although many have additions) to larger, two-story homes built in the mid-to-late 1960s that reach up to 3,000 square feet. The Westmorland Neighborhood has slightly smaller homes built primarily between 1920 and 1955, with a range of architectural styles. Lot sizes in both neighborhoods vary greatly with the smallest averaging around 6,000 square feet, and the largest lots averaging approximately 13,000 square feet. The parkland and open space scattered throughout both neighborhoods provides additional green space for residents. For a detailed description of the housing stock, see the Housing and Demographics chapter.

Map 4.1: Existing Land Use



Multi-family residential developments exist in small pockets along Mineral Point Road east of the University Research Park, along South Whitney Way south of Westgate, and at the intersection of South Midvale and Tokay Boulevards as part of the new Sequoia Commons development. In a recent neighborhood survey, several residents suggested that they would like to see senior housing developed as part of Sequoia Commons, although at this time the planned residential units include 100 apartments and 45 condominiums with no mention of age restrictions or the intent to develop senior-specific housing.

*Parks and Green Space:*

The second most common land use in the area is green space. The planning area boundary shown on Map 4.1 includes both Odana Hills and Glenway public golf courses. These two courses, along with Westmorland Park, make up the majority of the green space area within the planning boundary. The Parks and Open Space section provides more detail on the various parks in the area, as well as community efforts such as a community garden and median improvement projects.

*Commercial:*

Commercial uses make up the third largest component of the planning area, largely due to the office / research uses in the University Research Park and around Westgate Mall and the retail / service uses at Westgate Mall, Sequoia Commons and the Speedway Road / Glenway Road / Mineral Point Road intersection. The University Research Park and Westgate Mall are the gateway and transition area between the residential neighborhoods in the planning area and a swath of commercial development spanning west to Junction Road/Highway M. The commercial area includes several car dealerships along Odana Road, the West Towne Mall, strip mall developments along Mineral Point Road, three large grocery stores, and numerous box-type stores such as JoAnn Fabrics, Best Buy, Barnes and Noble, Shopko, Target, Wal-Mart, and Menards.

*Institutional:*

There are two schools located within the planning area: Midvale Elementary and Queen of Peace K-8. Midvale Elementary is part of the Midvale-Lincoln shared campus program. Midvale serves students from both the surrounding neighborhood and the south side of the City for grades K through two and Lincoln serves the same population for grades three through five. This division was intended to increase diversity within the school system in response to long-term racial and economic segregation. The Midvale Elementary School property is also home to a Community Garden, making it a hub of activity and a gathering space all year long.

Although Midvale Elementary is the only public school within the planning boundary, area students attend three different schools based on Madison Metropolitan School District attendance areas. As shown on Map 4.2 approximately one-half of the planning area is covered by the Midvale/Lincoln Elementary Attendance Area the other half by the Van Hise Elementary Attendance Area. In addition to those two schools, school-age children of two small pockets within the planning area attend Thoreau Elementary. The majority of the neighborhood's middle school students attend Velma Hamilton Middle School, and a smaller group falls within the Cherokee Middle School attendance area.

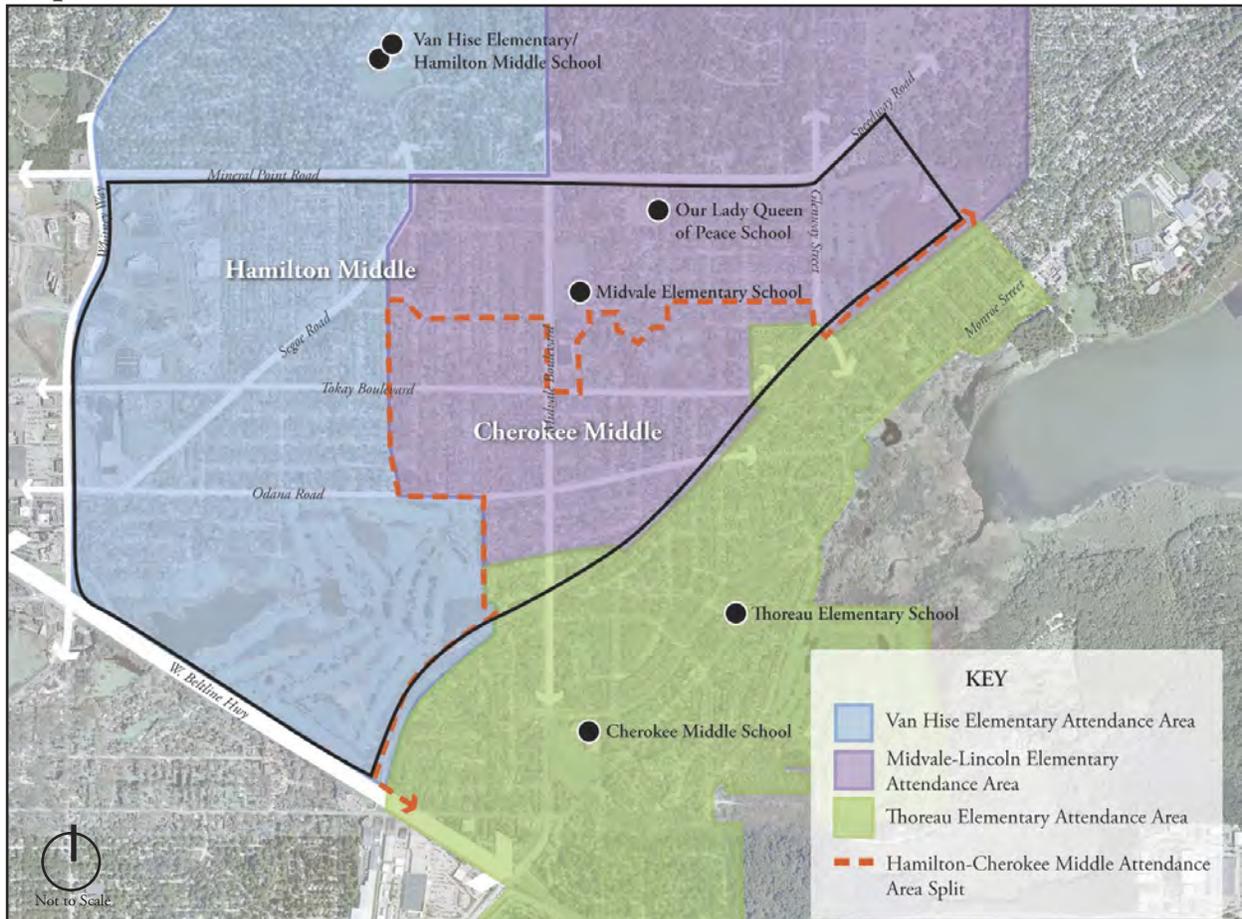
Our Lady Queen of Peace parochial school on Holly Avenue enrolls 480 students in a K-8 program. Although some students might be from the adjacent neighborhoods, the school draws students from Madison and surrounding communities. The facility includes a large auditorium/lunch room that is available by arrangement for community events.

The entire planning area lies within the attendance area for West High School, so all high-school age students attending public school would go there.

**Current Zoning**

The majority of the land in the planning area is zoned R1 and R-2 single-family residential district (Map 4.3). According to the current City of Madison zoning ordinance, this district is established to “stabilize and protect the essential characteristics of certain low density residential areas normally located in the outlying urban parts of the City.” In addition, it is the goal of the R1 district to promote an environment for family life in an area where children are present. Much of the Westmorland neighborhood is zoned R2 single-family residential district. The R2 zoning designation is primarily the same as the R1 district, but allows for slightly higher levels of density. The difference between R1 and R2 zoning is based on minimum lot sizes allowed under the current zoning ordinance. Scattered throughout the planning area are parcels zoned R-3 and R-4. The intent of this zoning is similar to the R1 and R2 zoning, but allows for two-family homes and more multifamily lots.

**Map 4.2: Madison Metro. School District Attendance Areas**



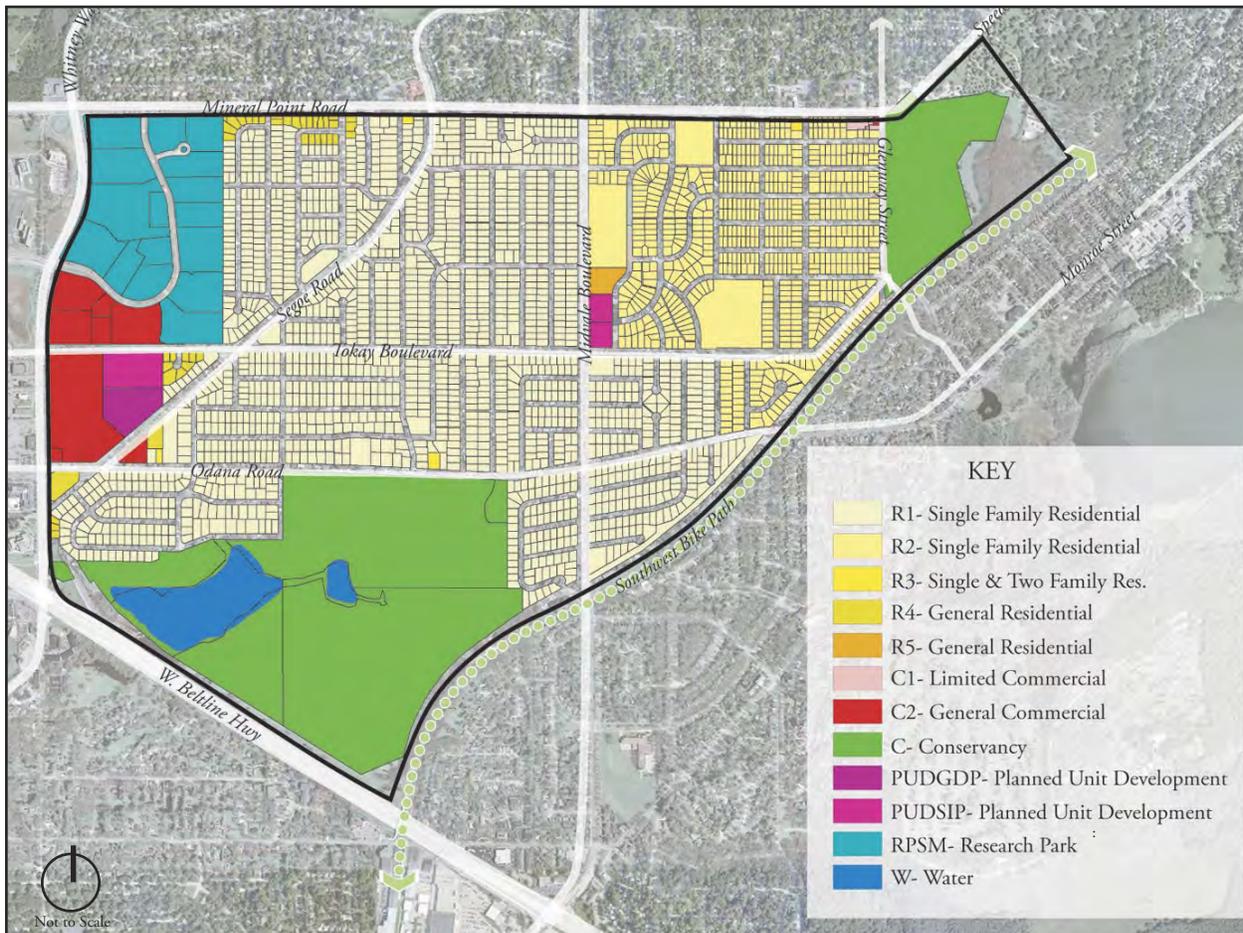
Source: City of Madison 2008, Madison Metropolitan School District 2008

The Odana Hills and Glenway golf courses are two large contiguous areas of conservancy (C), which were zoned as such in order to promote and retain the areas as greenbelt and natural habitat for plants and wildlife. While other zoning designations also allow for large-scale outdoor recreational uses, Conservancy zoning recognizes and helps protect these sites as maintained open space in perpetuity.

The final large zoning district lies in the northwest corner of the planning area and is zoned RPSM (Research Park). This zoning classification has been assigned to the commercial businesses and clinics located in the University Research Park. It should be noted that the C-2 zoning at the northeast corner of South Whitney Way and Tokay Boulevard is not reflective of the actual land uses occurring there, which are Research Park uses.

The remaining zoning pockets in the planning area are designated as various forms of commercial and planned unit developments (PUD), which is specialized zoning to allow for more flexibility in development options.

**Map 4.3: Existing Zoning**



Source: City of Madison 2008

### Land Use Conflicts

Land use conflicts are most common in areas where multiple uses or very diverse uses intersect and abut. In the Midvale Heights and Westmorland Neighborhoods, the mostly single-family residential nature of the area largely limits potential land use conflicts to locations surrounding commercial corridors. In areas near existing and new development, the heavily trafficked commercial properties that immediately abut residential uses cause concerns over traffic and its impact on pedestrian safety of residents. In particular, there is concern that the added density and intensity of use at the new Sequoia Commons development will create traffic conflicts with the nearby elementary school. Because of these potential conflicts, plans for future commercial and mixed-use redevelopment sites will have to be sensitive to traffic conflicts and other potential negative impact on residential neighborhoods.

# V: Transportation

## Existing Transportation Patterns

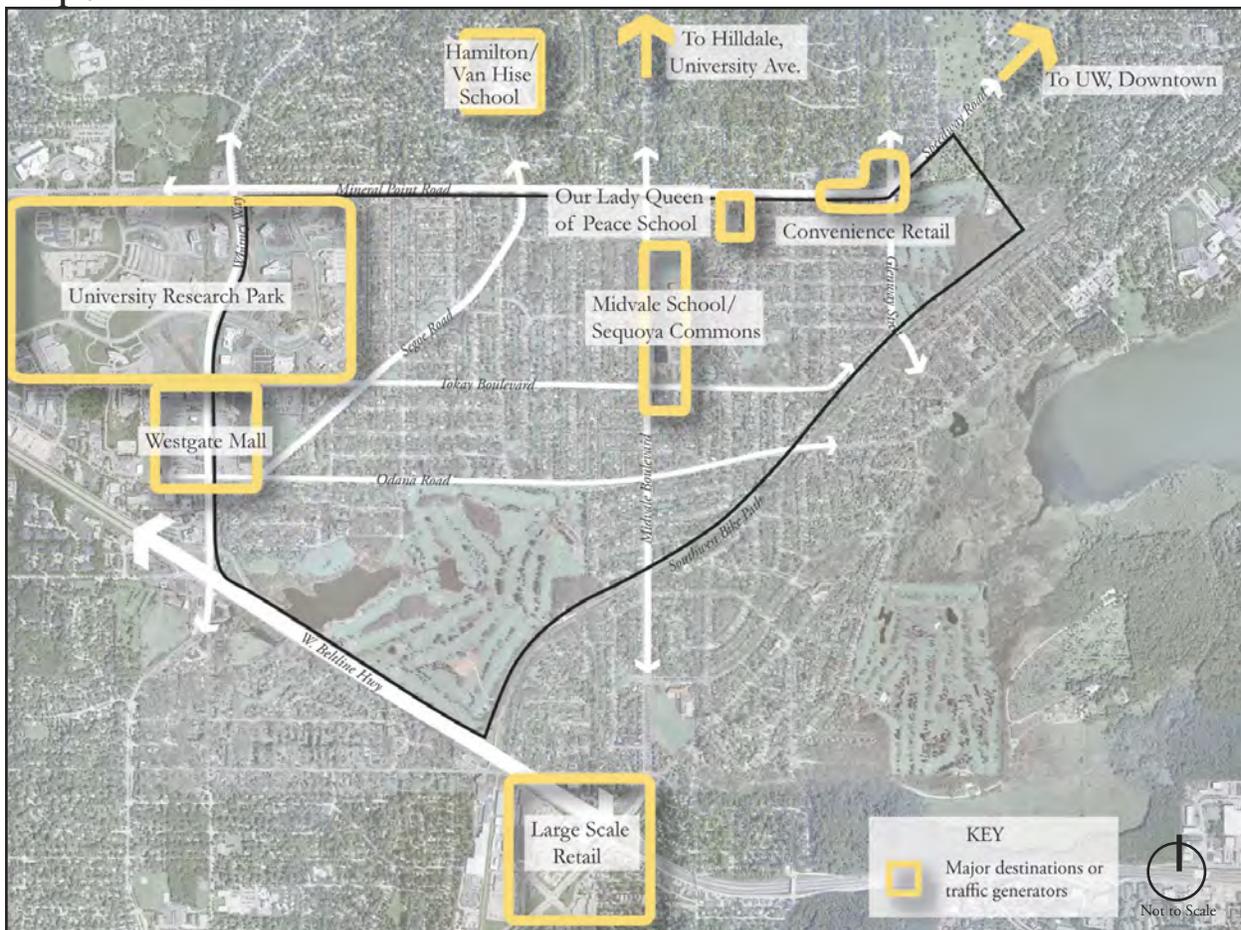
### Destinations

When studying transportation patterns, it is helpful to first identify major destinations and traffic generators. The following map (Map 5.1) identifies nine major destinations or nodes within and around the planning area: Hamilton/Van Hise School, University Research Park, Westgate Mall and vicinity, large-scale retail south of the West Beltline Highway, Midvale School/Sequoia Commons, Queen of Peace Church and School, convenience retail at Mineral Point/Speedway Roads and Glenway Street, Hilldale Mall and the surrounding retail, and the University of Wisconsin/Downtown. Obviously, these nodes are not all equal in traffic generated, but they are important destinations that shape the traffic patterns in the area.

### Vehicle Routes

Map 5.2 shows that the most highly traveled routes in the planning area are South Whitney Way, Mineral Point Road, South Midvale Boulevard and Odana Road. These routes are used to access the major destinations within the planning area, as well as for travel to the above mentioned destinations outside of the neighborhoods.

Map 5.1: Nodes



Source: Vierbicher Associates, City of Madison 2008



The Southwest Bike Path at Glenway Street



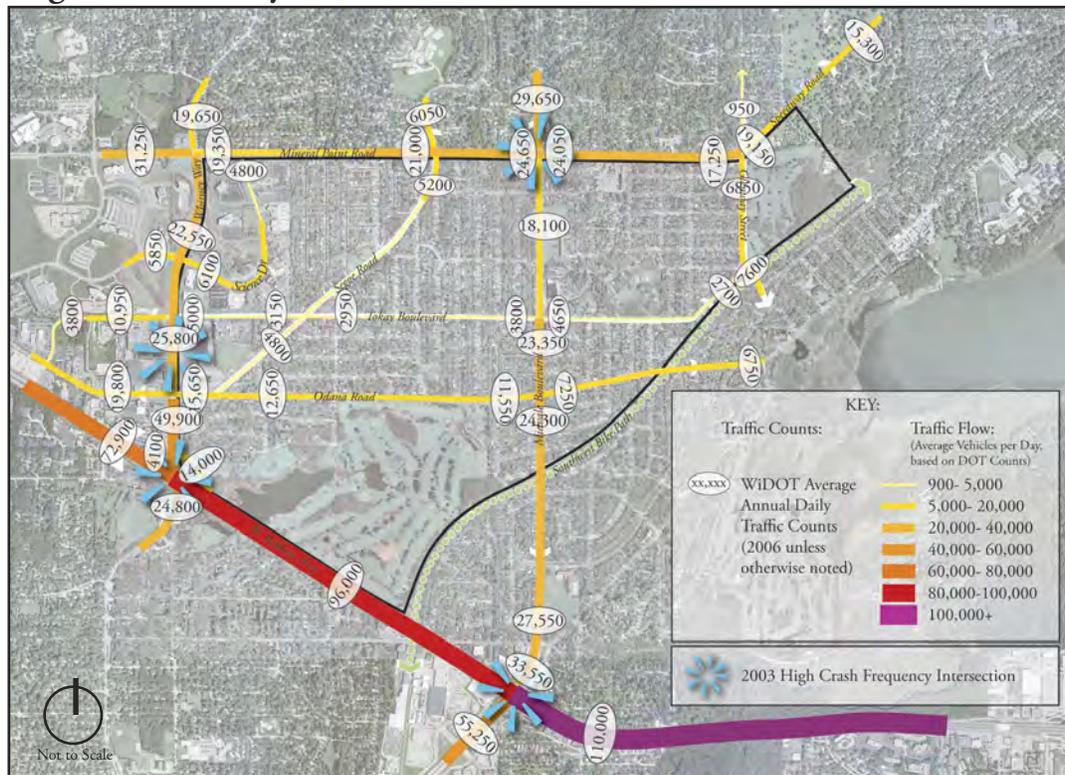
Pedestrian Route Along the Glenway Golf Course/  
Glenway Street

The Midvale Heights and Westmorland Neighborhoods have a well-defined street network. The previously mentioned corridors are minor arterials or routes that people use most often to connect to other neighborhoods or regions. Three collector streets, Segoe Road, Tokay Boulevard and Glenway Street, are used most often by residents of the area to access minor arterials. The majority of the streets within the planning area are local streets, used primarily by those who live in the area. This network maintains a quiet, residential feel on the local streets while still allowing residents easy access to destinations within and outside of the planning area.

#### Bus Service

The planning area is served by Madison Transit. South Whitney Way and Tokay Boulevard are major thoroughfares for bus traffic because the West Transfer point is located just off South Whitney Way on Tokay Boulevard (designated by the large white "W" on Map 5.3). From the West Transfer point, bus riders can access most other parts of the city. East-west bus routes run along Mineral Point Road, Tokay Boulevard, and Odana Road through the planning area, generally connecting the West Transfer Point to downtown and east Madison or to the west side. The only continuous north-south corridor serving the neighborhood is Whitney Way; although all of

Map 5.2: Average Annual Daily Traffic



Source: WI DOT, City of Madison 2008

Toepfer Avenue and Midvale Boulevard south of Tokay Boulevard are covered as well. While Tokay Boulevard west of Midvale Boulevard has service every thirty minutes at all times, most other corridors operate typical sixty-minute service frequencies during off-peak periods (mid-day, evening, and/or weekends). All core routes coming from downtown provide late evening service ending at midnight on weeknights and eleven o'clock on weekends.

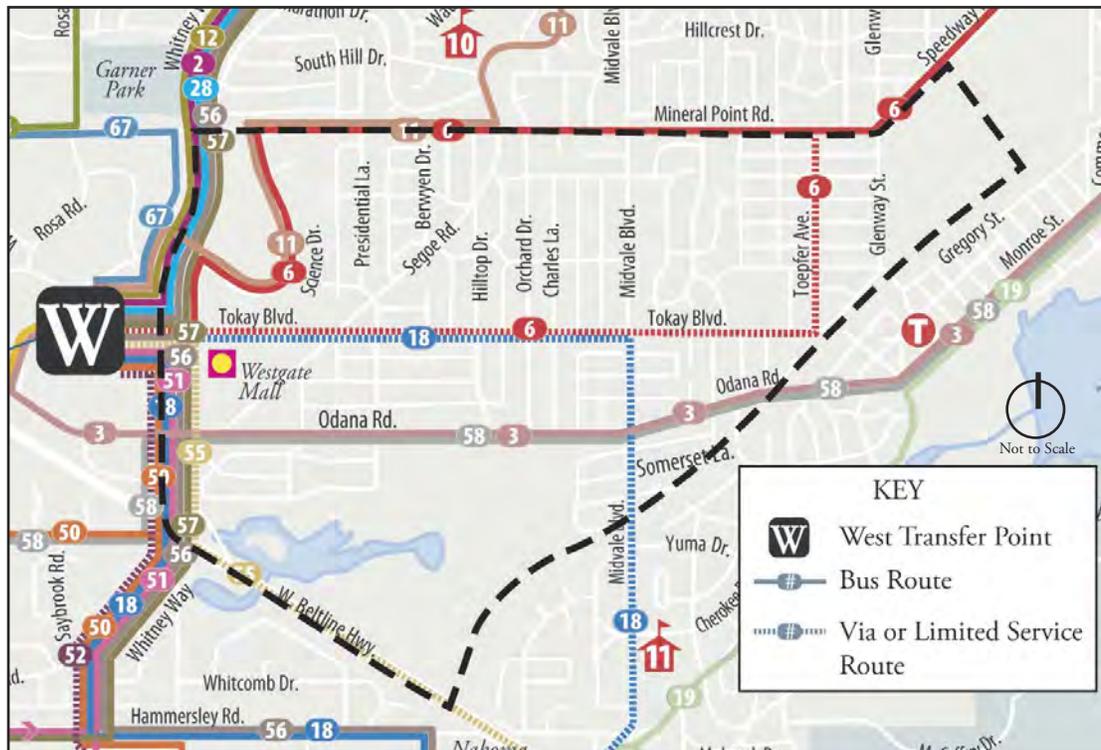
*Bicycle Routes*

In addition to a well-defined street network, the neighborhood also has a variety of designated bicycle routes (Map 5.4). The Southwest Bicycle Path defines the southeastern edge of the planning area, and is a major regional bicycle connection to downtown and east Madison as well as south to the Capital City Trail network. Both Tokay Boulevard and Segoe Road are designated bike routes, and Odana Road has a wide curb lane or a bike lane/paved shoulder for most of its length within the planning area. A significant gap in the area's bicycle routes exists between the Odana Road/ Odana Lane intersection and the Medical Circle/ West Beltline Highway intersection.

*Pedestrian Routes*

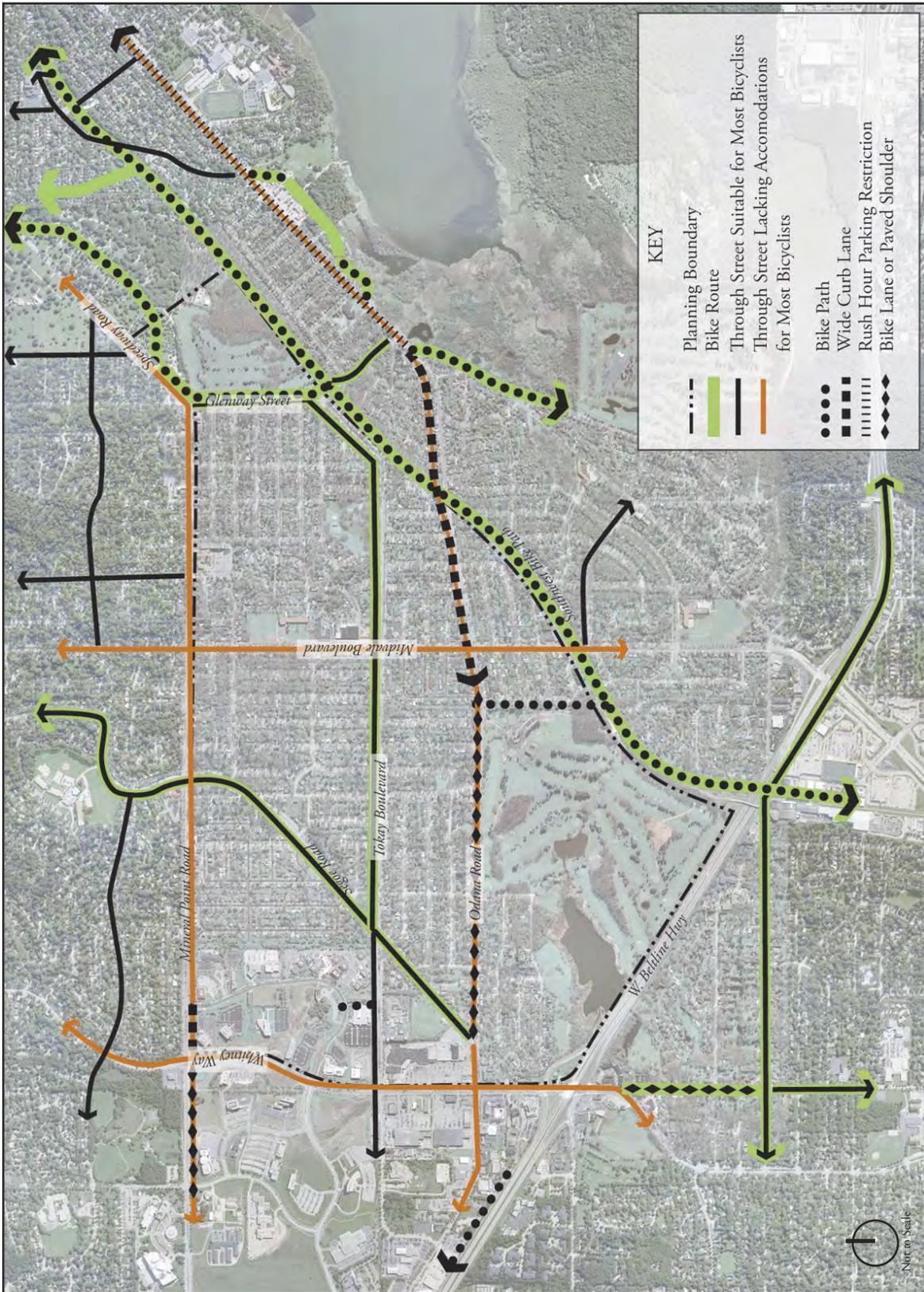
In addition to walking paths in the many parks in the neighborhoods, most streets in the planning area have sidewalks along at least one side making pedestrian travel convenient and safe, although some important sidewalk connections, such as connections into the Research Park and Westgate Mall, are missing. In addition, most residents live within easy walking distance of neighborhood commercial nodes if all pedestrian connections were complete.

Map 5.3: Metro Transit Weekday Service Routes



Source: City of Madison Metro Transit 2008

Map 5.4: Designated Bike Routes



Source: City of Madison Public Works Department, Traffic Engineering Division 2008

## VI. Housing & Demographics

### Existing Conditions/Architectural Styles

The Midvale Heights and Westmorland Neighborhoods were developed as farmers sold off parcels of their land beginning in the 1920s. The homes in Westmorland were built primarily in the 1920s through the 1950s, although some housing stock predates that period and some was built in the 1960s. Many of the homes in the Westmorland Neighborhood are revival in nature, including Colonial and Tudor styles, as well as styles that were more modern at the time, such as Prairie and Bungalow. The Midvale Heights Neighborhood was primarily developed in the 1950s, with some additions coming in the 1960s. When construction of single-family homes resumed after a war-time lull, designs based on historical precedent were largely abandoned in favor of modern styles. Homes in the Midvale Heights Neighborhood are typical of 1950s construction, many of them being variations on the ranch style which dominated American domestic architecture from the early 1950s through the 1960s, and is still quite popular today. Almost all of the homes in the Midvale Heights and Westmorland neighborhoods are unique designs, rather than tract home variations.



*Many of the homes in the Westmorland Neighborhood were built between 1920 and 1950, and are characteristic of popular architectural styles of the period, including Bungalow and Cape Cod*



*Many of the homes in the Midvale Heights Neighborhood were built during the post-WWII housing boom, and are characteristic of the ranch and prairie architectural styles popular at the time*

Ranch housing is an architectural style unique to America. The first ranch homes were built in the 1920s, but they did not gain widespread popularity until the 1940s through the 1970s. Ranch homes were influenced by the somewhat contrasting ideas of Spanish Colonial architecture and the American West, as well as notions of modernism. The influence of prairie style homes can also be easily seen. The resulting housing form is marked by its low profile and open floor plans. Although most ranch homes, and arguably those most recognizable, are one-story homes, the ranch architectural form also extended into two story raised-ranch homes and split-level ranches.

Ranch homes are often maligned as having no style. However, this distinct architectural form was a conscious attempt to maximize the horizontal feel of the house and create open, casual living spaces. In addition, the construction of 1950s ranches is often of higher quality than later housing periods. In fact, a collection of these high-quality homes on Odell Street was included in one of the early Parade of Homes events in 1955, and the 4800 block of Sherwood followed in 1967. This is testament to the innovation of the ranch home architecture found in the neighborhood.

Other popular architectural styles in the area include story-and-a-half Cape Cod homes and Dutch Colonial homes, both of which are examples of Colonial Revival architecture and were popular into the early 1950s. Cape Cod homes are characterized by a height of 1 to 1 ½ stories, low-pitched roofs, oversized dormers, and extra height and width of the front façade. Dutch Colonial homes are characterized by heights of 1 to 1 ½ stories and side-gabled or side-gambrel roofs having little or no side overhang. Colonial Revival homes often feature a continuous dormer across the front of the home, although dormer windows were never in the original architecture. Revival homes also frequently have more detailed entrances than were typically present on the original architecture.

### Housing and Demographic Data

Housing and demographic data provides both a snapshot of the current neighborhood conditions, as well as the opportunity to look more deeply into some issues of specific concern. Table 6.1 provides an overview of some relevant variables regarding population and housing. The tables that follow address four areas of particular interest within the neighborhoods: housing affordability, housing turnover, housing age and investment, and population age trends.

#### Overview

The overall population of the planning area has been shrinking largely because of a falling average household size and a static housing stock. As the average household size drops, more housing units are required to meet the needs of the same population, but when there is little room to expand housing stock, as in the planning area, the result is a decreasing population. The trend in dropping household size is seen both generally in the City of Madison and in the specific planning area; however, the rate of decrease is almost three times higher in the planning area than in the City as a whole between 1980 and 2000. This is mostly due to the substantial decrease in household size in the planning area between 1980 and 1990 as the children of the 1960's and 1970's left home.

**Table 6.1: Housing & Demographic Data**

	1980	1990	1980-1990 % Change	2000	1990-2000 % Change	2007*	2012*
Population - Planning Area	6,673	5,900	-11.6%	5,570	-5.6%	5,443	5,515
Population - Madison	172,301	193,345	12.2%	208,054	7.6%	226,139	238,488
Average Household Size- Planning Area	2.7	2.36	-12.6%	2.25	-4.7%	2.19	2.17
Average Household Size- City of Madison	2.37	2.31	-2.5%	2.19	-5.2%	2.15	2.13
Median Age- Planning Area	41.0	41.5	1.2%	43.4	4.6%	46.4	47.5
Median Age- City of Madison	26.8	29.4	9.7%	30.6	4.1%	31.9	32.3
Median Home Value-Planning Area	N/A	\$83,557	N/A	\$145,797	74.5%	\$225,077	\$256,818
Median Home Value-City of Madison	N/A	\$75,200	N/A	\$139,300	85.2%	\$212,793	\$225,443
Median Household Income- Planning Area	\$30,618	\$43,449	41.9%	\$59,412	36.7%	\$73,274	\$85,030
Median Household Income- City of Madison	\$16,419	\$29,522	79.8%	\$41,941	42.1%	\$55,142	\$65,653
Owner Occupied Housing- Planning Area	88.3%	87.4%	-1.0%	86.8%	-0.7%	87.3%	86.6%
Owner Occupied Housing- City of Madison	47.0%	47.0%	0.0%	47.7%	1.5%	44.4%	42.9%

Source: 2000 Census Data, ESRI

\* The data for the City of Madison in the 2007 column is actually 2008 data. The 2012 data are projections for 2013 for the City of Madison. This is due to the annual update done by our service provider and the timing of the data orderings.

Interestingly, since 1990 it is not a decrease in the number of children per household that is shrinking household sizes in the planning area, but a decrease in the number of adults. Between 1990 and 2000, the planning area decreased by 457 people or about 8 percent of the population. The number of persons 19 or younger only decreased by 46 individuals while the number of persons 20 years or older decreased by 411. This reflects more homes occupied by singles- both never-married and surviving spouses.

One of the most striking disparities between the planning area and the City is the median age. In every year, the planning area is considerably older than the City. This is not completely unexpected, especially because Madison has an unusually low median age, but the fact that the median age in the planning area is nearing 50 may have an impact on housing turnover in the future.

The planning area has a higher median income and median home value than Madison, and both of these are growing at a rate that is only slightly slower than the City as a whole. Home value, however, is increasing at nearly twice the rate of income. This uneven growth will likely lead to issues relating to home affordability for both the City and the planning as will be discussed later.

Lastly, the percent of owner-occupied homes in the Midvale-Westmorland Neighborhood has historically been significantly higher than in the City of Madison, but fell slightly between the 1990 and 2000 census collections. The majority of homes in the area are single-family units, although a few small apartment buildings have been added to the mix over the years. The Sequoya Commons development is slated to add an additional 145 residential units to the area, at least 45 of which will be condominiums.

*Housing Affordability*

Because home values have risen at a rate that outpaced income, housing affordability has become an issue in most of the City of Madison. Likewise, in the planning area the ability to afford a home in relation to city-wide incomes has become more difficult. In Table 6.2, the change in housing affordability can be clearly seen.

The first column shows the income required for a household to “affordably” own the median value house in the planning area and City, respectively. To arrive at the income measure, a simple formula is used where the monthly housing costs (mortgage, interest, taxes, and insurance) of the median value house are calculated.

**Table 6.2: Housing Affordability**

	Planning Area			City of Madison		
	Income Needed to Own*	Constant Dollars (2007)**	Percent of City who could afford home	Income Needed to Own*	Constant Dollars (2007)**	Percent of City who could afford home
Affordability of median valued house (1990)	\$22,500	\$35,700	62%	\$20,500	\$32,500	67%
Affordability of median valued house (2000)	\$39,000	\$47,000	53%	\$37,000	\$44,500	55%
Affordability of median valued house (2007)	\$59,000	\$59,000	35%	\$56,000	\$56,000	38%

Sources: ESRI, US Census Bureau (Tracts 4.01 and 4.02)

\*This is determined by calculating a monthly mortgage payment using 20% down and a 6.5% IR, then adding property taxes for the City of Madison and home insurance payments. This number is then used as the total housing cost payment as compared to monthly income.

\*\*Based on the Consumer Price Index

Then, using the principle employed by most banks that housing costs can be no more than 30 percent of monthly income in order to be considered affordable, the corresponding minimum income was determined. The second column takes the income measure from the first column and inflates it to 2007 dollars in order to get a constant comparison. The final column uses the distribution of incomes for the entire City to determine the percentage of residents who could afford to purchase the median-valued house in the planning area and the City, respectively.

From the final two columns, it is evident that housing in both the City and the planning area have become considerably less affordable since 1990. They are also becoming less affordable at an approximately equal rate and are similar in their level of affordability. However, because of the much older median age in the planning area, there may be a time where housing turnover increases. If that occurs, affordability issues in the planning area may be more pronounced than in the City as a whole.

In 2008, 50 homes in the planning area sold for an average sale price of \$252,270, or 97 percent of the average list price. Despite a general downward trend in the national & regional housing market and a somewhat lower rate of overall home sales, this ratio is identical to area trends over the past two years. In addition, over the last 12 months there has been, on average, 3.61 months of housing supply on the market at any given time. According to real estate professionals, anything less than six months of supply indicates a sellers' market. In short, the neighborhoods in the planning area appear to be maintaining their status as a desirable real estate market.

**Table 6.3: Length of Residence for Population 5 Years or Older in 1999**

Households	Planning Area (2000 Census)		City of Madison (2000 Census)	
	Total	Percent Distribution	Total	Percent Distribution
<b>Owner Occupied</b>				
In Residence 5 yrs or less	460	21.1%	15,152	35.7%
In Residence 6 to 10 yrs	428	19.6%	8,402	19.8%
In Residence 11 to 20 yrs	437	20.0%	8,068	19.0%
In Residence 21 to 30 yrs	309	14.2%	5,227	12.3%
In Residence 31 yrs or more	548	25.1%	5,576	13.1%
Total	2,182	100%	42,425	100%
<b>Renter Occupied</b>				
In Residence 5 yrs or less	222	77.1%	39,456	85.0%
In Residence 6 to 10 yrs	27	9.4%	3,723	8.0%
In Residence 11 to 20 yrs	6	2.1%	2,436	5.2%
In Residence 21 to 30 yrs	12	4.2%	504	1.1%
In Residence 31 yrs or more	21	7.3%	301	0.6%
Total	288	100%	46,420	100%

Sources: US Census Bureau (Tracts 4.01 and 4.02)

*Housing Turnover and Residents' Length of Stay*

The rate of housing turnover and the length of time residents remain in the neighborhood are important because they point to neighborhood stability and the potential for long-term community investment. The census data in Table 6.3 shows the length of residence of households for both owner-occupied and renter-occupied units in the planning area and in the City of Madison as a whole. The data show that the typical length of stay in the planning area is considerably longer than in the City. For example, approximately 60 percent of households have been in the planning area for 11 or more years, and only 45 percent of City households have been in their housing unit for 11 years or longer. Conversely, about 14% of renter households have lived in their residence for 11 or years in

**Table 6.4: Population Age- Planning Area**

Planning Area	1990 Census Data		2000 Census Data		2007 Estimate		2012 Projection	
	Total	Percent Distribution	Total	Percent Distribution	Total	Percent Distribution	Total	Percent Distribution
0 - 4	341	5.8%	329	5.9%	272	5.0%	276	5.0%
5 - 9	333	5.6%	317	5.7%	354	6.5%	276	5.0%
10 - 14	295	5.0%	306	5.5%	310	5.7%	397	7.2%
15 - 19	274	4.6%	251	4.5%	261	4.8%	298	5.4%
20 - 24	229	3.9%	156	2.8%	174	3.2%	176	3.2%
25 - 34	797	13.5%	674	12.1%	403	7.4%	298	5.4%
35 - 44	1,022	17.3%	897	16.1%	827	15.2%	800	14.5%
45 - 54	672	11.4%	975	17.5%	909	16.7%	904	16.4%
55 - 64	695	11.8%	563	10.1%	800	14.7%	1,015	18.4%
65 - 74	798	13.5%	512	9.2%	452	8.3%	474	8.6%
75 - 84	364	6.2%	479	8.6%	468	8.6%	364	6.6%
85+	80	1.4%	111	2.0%	207	3.8%	237	4.3%
18+	4,748	80.5%	4,434	79.6%	4,327	79.5%	4,373	79.3%
Total	5,900		5,570		5,443		5,515	

Sources: ESRI, US Census Bureau (Tracts 4.01 and 4.02)

**Table 6.5: Population Age- City of Madison**

City of Madison	1990 Census Data		2000 Census Data		2007 Estimate		2012 Projection	
	Total	Percent Distribution	Total	Percent Distribution	Total	Percent Distribution	Total	Percent Distribution
0 - 4	11863	6.2%	10,819	5.2%	11,307	5.0%	12,163	5.1%
5 - 9	10387	5.4%	9,987	4.8%	9,950	4.4%	10,016	4.2%
10 - 14	8527	4.5%	10,403	5.0%	10,176	4.5%	10,016	4.2%
15 - 19	16297	8.5%	18,101	8.7%	18,996	8.4%	18,602	7.8%
20 - 24	30670	16.0%	32,456	15.6%	35,504	15.7%	38,396	16.1%
25 - 34	38997	20.4%	37,034	17.8%	37,765	16.7%	38,635	16.2%
35 - 44	29381	15.4%	29,960	14.4%	29,850	13.2%	29,811	12.5%
45 - 54	15469	8.1%	26,631	12.8%	29,398	13.0%	30,765	12.9%
55 - 64	11840	6.2%	13,524	6.5%	21,483	9.5%	25,041	10.5%
65 - 74	9813	5.1%	9,570	4.6%	10,402	4.6%	12,878	5.4%
75 - 84	5807	3.0%	7,074	3.4%	7,689	3.4%	7,632	3.2%
85+	2211	1.2%	2,705	1.3%	3,844	1.7%	4,293	1.8%
18+	155607	81.4%	170,812	82.1%	188,373	83.3%	199,852	83.8%
Total	191,262		208,054		226,138		238,487	

Sources: ESRI, US Census Bureau (Tracts 4.01 and 4.02)

the planning area, compared to only about 7% citywide. These data, along with the investment data discussed below, suggest a stable residential environment without excessive turnover rates. However, because of the age distribution of the population, also discussed below, it is likely that single-family housing turnover will become increasingly prevalent as the owners approach the age where they consider a change in lifestyle.

#### *Age of Population*

As mentioned earlier, the planning area is more heavily skewed towards an older population than the City of Madison. Tables 6.4 & 6.5 break down the age distribution in greater detail.

Not only are residents in the planning area population older than the overall City population, but there are differences in some key age groups. In the 2007 estimate, the 25-34 age group, those most likely to be forming families, accounted for only 7.4 percent of the planning area population. On the other hand, in the City as a whole, almost 17 percent fall into that same group. The number of residents in the 35-54 age group is more constant between the planning area and the City, with 32 percent of the planning area population and 26 percent of the City population falling into this category. The biggest difference in age distribution is in the aging population 55 and older. In the City, this group makes up about 16 percent of the total population. In the planning area, however, this group accounts for 30 percent of the population.

Much like the rest of the country, the overall population in both the City and the planning area is getting older, but the proportion of older individuals is far more pronounced in the planning area than it is in the City. This aging population will likely increase housing turnover in the next 10 to 20 years as they potentially look to change their housing situation. If the neighborhoods hope to allow current residents to remain, there may need to be a diversification of housing options in order to meet the needs of a changing population.

#### *Age of Single-Family Housing Stock and Residential Investment*

The age of housing in the planning area is important because older neighborhoods typically require a greater amount of residential investment. Table 6.6 compares the distribution of housing ages in the planning area and the City of Madison. It is clear that the planning area has housing stock that is much older than the City as a whole. In fact, within the planning area, 92 percent of the homes were built prior to 1970 compared to 55 percent of the City of Madison housing stock. The average year of construction for homes in the planning area is 1954.

Older housing stock is only an issue when there has been inadequate investment and maintenance. If investment and maintenance have been sufficient to preserve the quality of the home, then an older housing stock can provide character and neighborhood identity. Although actual monetary investment in homes cannot be measured, there are other data sources from the City of Madison that provide some insight into the level of residential investment that has been occurring.

**Table 6.6: Age of Single-Family Residential Structure**

	Planning Area (2000 Census)		City of Madison (2000 Census)	
	Total	Percent Distribution	Total	Percent Distribution
Built 1999 to March 2000	6	0.2%	1,501	1.6%
Built 1995 to 1998	0	0.0%	6,209	6.7%
Built 1990 to 1994	0	0.0%	7,114	7.7%
Built 1980 to 1989	62	2.5%	10,985	11.9%
Built 1970 to 1979	135	5.4%	16,251	17.6%
Built 1960 to 1969	575	22.9%	15,177	16.4%
Built 1950 to 1959	1,259	50.1%	12,558	13.6%
Built 1940 to 1949	376	15.0%	6,932	7.5%
Built 1939 or earlier	102	4.1%	15,626	16.9%
Total	2,515	100%	92,353	100%

Sources: US Census Bureau (Tracts 4.01 and 4.02)

During a property assessment, the City Assessor records an objective rating for both the interior and exterior quality of the house. The rating scale ranges from one to eight, with one being excellent and eight being uninhabitable. The average rating for the parcels in the planning area is 3.7 for both interior and exterior, placing the average roughly between the “good” and “average” rating. In addition to the objective measure of quality, there is also the ability to measure the number of homes that have recently updated siding, windows, or roofs. Although this figure does not reveal the exact amount of investment in a home, these three elements are important in maintaining the appearance and quality of a house. City of Madison data indicates that 199 residents have installed or updated siding within the last ten years (not including 2004 because of the tornado that occurred in the area during that year), 958 have installed or updated the roof within the last ten years (not including 2004 because of the tornado), and 315 have installed or updated windows in the last ten years. In particular, the number of new roofs is important because the median age of the homes dictates that new roofs are a necessary improvement. The fact that 41 percent of homeowners have replaced their roofs in the last ten years seems to point to a moderate, if not high, level of investment in and maintenance of personal property.

Overall, although housing stock in both neighborhoods is aging and the potential for replacement could be great if there were a lack of home maintenance, it appears the quality of the homes in the planning area has, for the most part, been maintained through personal investment in property maintenance.

*Multi-Family Units*

Although the majority of housing units in the planning area are single-family, there are some multi-family and rental properties of various sizes.

Only eight rental property buildings were built after 1970; the average construction year is 1955. This indicates that rentals units are mostly of the same vintage as the owner-occupied housing in the planning area. Much like the housing stock, qualitative information on the quality of the rental buildings is also available. The multi-family buildings have a slightly lower average quality rating of 3.9 for both the interior and exterior, but overall they appear to be on par with the quality of the owner-occupied housing units in the neighborhood.

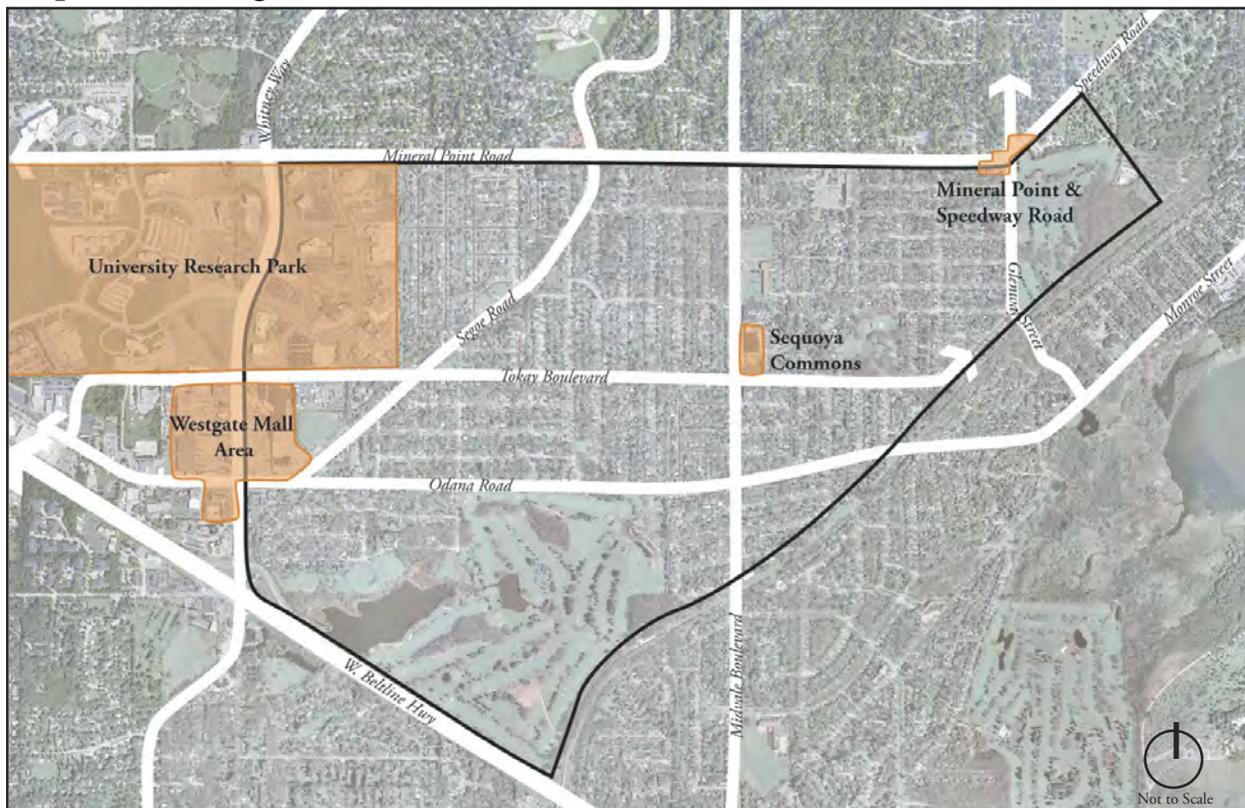
## VII. Economic Development

The Midvale Heights and Westmorland Neighborhoods currently contain four commercial nodes: the University Research Park, the Westgate Mall area, Sequoia Commons, and a commercial node at the intersection of Mineral Point and Speedway Roads and Glenway Street.

### *University Research Park*

University Research Park is an employment center for over 4,000 individuals, representing more than 114 companies. The Park contains more than 1.5 million square feet of office and lab space for its broad range of tenant companies, many of which are focused on biotechnology. The Park is a partner of UW-Madison, where the world-renowned research faculty holds more scientific patents than at any other public university in the country. The University Research Park currently has plans for expansion in a Phase 2 development on the west side of Madison, near the intersection of Mineral Point Road and Junction Road/Highway M. A list of the current (as of June 2008) tenants of the University Research Park is included in Appendix A at the end of this document.

Map 7.1: Existing Commercial Areas



Source: Vierbicher Associates, City of Madison 2008

#### *Westgate Mall and Surrounding Area*

Westgate Mall area is a major commercial node, and is home to a variety of retail, service, and entertainment establishments. Westgate Mall itself is a 233,000 square foot enclosed single-story retail center, with anchors such as TJ Maxx, Hancock Fabrics, as well as a variety of smaller retail shops, fast food restaurants, and Wisconsin Department of Motor Vehicles office. During the planning process a proposal to build a Hy-Vee Grocery Store was approved to replace a portion of the mall and will serve as the new primary anchor of the mall in the future. Also at the time of this plan's preparation, there were several vacant spaces in the mall, including a three-screen cinema which closed in December 2008. A strip-mall type development on the opposite side of Whitney Way includes major retailers such as Cops Grocery, Walgreen's, and Applebee's, as well as locally owned establishments such as Rubin's Scandinavian Furniture and JT Whitney's Brewpub and Grill. South of this strip mall, at the northwest corner of South Whitney Way and Odana Road, is Whitney Square. On the southwest corner of the intersection is Heritage Square. Full retailer listings are included in the appendix of this document.

#### *Sequoia Commons*

The third commercial area is the former Midvale Plaza, currently under redevelopment as Sequoia Commons. Sequoia Commons includes the 20,000 square foot Sequoia Branch of the Madison Public Library, as well as 17,000 square feet of retail. The Chocolate Shoppe Ice Cream and EVP Coffee are preparing retail space to open in early 2009. This redevelopment project sparked significant neighborhood reaction and controversy. Phase II of the redevelopment still lacked final approval in July 2008.

#### *Mineral Point Road/Speedway Road/ Glenway Street*

The fourth commercial area in the planning area is a node at the intersection of Mineral Point and Speedway Roads and Glenway Street. This node serves residents of the neighborhood as well as users of the Glenway Golf Course, located at the same intersection. Commercial establishments include a coffee shop, bar and grill, bakery, hair salon and gas station, as well as a UW-Extension office and EPA warehouse facility.

#### *Existing Commercial Tenants*

Appendix A lists that details the existing commercial tenants within the planning area. The list is included in this document in order to provide a baseline to which any future business mix can be compared. In particular, it may be beneficial to periodically return to the existing tenant list and see how the business mix has changed within the neighborhoods. This would allow the neighborhoods to evaluate the success of any retail recruitment strategies they may put in place, or to gather information on retail trends in order to address specific retail needs.

## VIII: Parks & Open Space



*Odana Hills Golf Course*



*Soccer and open space at Odana Hills Park*



*Volleyball and open space at William Slater Park*



*Soccer and open space at Odana School Park*

The Midvale Heights and Westmorland neighborhoods contain a wealth of parks and open space, including two golf courses and over 45 acres of park and community garden space, in addition to walking and biking paths and special projects like the Tokay and Westmorland Boulevard median plantings, the Midvale Heights Gateway, and the Westmorland Park Rain Garden and Rock Garden. Including the golf courses, over 39 percent of the combined neighborhoods is devoted to some kind of public open space or recreational use (Map 8.1).

### *Public Golf Courses*

Two golf courses lie within the planning area: Odana Hills Golf Course near the West Beltline Highway and Glenway Golf Course adjacent to Glenway Street between Speedway Road and the Southwest Bike Path. Odana Hills is the most popular of Madison's three 18-hole public courses, although play has tapered off since the development of several additional golf courses in the Madison area during the mid 1990s. Odana Hills also provides groomed cross-country ski trails that are heavily used in the winter, and the adjacent Odana Marsh is home to a variety of bird species and other wildlife.

Glenway Golf Course is a public 9-hole executive course featuring small greens and mature tree-lined fairways. Both courses feature a pro shop and offer lessons.

### *Odana Hills/Odana Hills East Parks*

The largest park in the area is Odana Hills/Odana Hills East Park, located on the west and east sides of the Odana Hills Golf Course (Map 8.1). These parks encompass over 26 acres and feature soccer, baseball, tennis, and basketball facilities as well as two playground areas. As only the western portion of the park was programmed, Odana Hills Park also features approximately 23 acres of woods and marshland.

### *Westmorland Park*

The next largest park is Westmorland Park at 11 acres. It includes a shelter and play equipment as well as facilities for basketball, tennis, soccer, softball, and sand volleyball. In winter, an ice hockey rink and a figure skating area are flooded and lit for both day and evening use. Many of the plantings and features of this park were provided through a neighborhood volunteer effort. Specifically, the rock garden, the rain garden, and the native and prairie plantings were installed by neighborhood volunteers using City funds to purchase the plants.



The Cob Archway



Tokay Boulevard Median



The Midvale Heights Gateway

*Midvale Community and Children's Garden and Cob Archway*

Midvale Elementary School is the site of a community garden and children's garden. Both are relatively new developments; the community garden opened in June 2006, and ground was broken for the children's garden in spring of 2007. The community garden currently includes 26 10-foot-by-10-foot plots, which are available for planting on a sliding payment scale to ensure affordability. The garden also features events throughout the season such as a plant sale, community workdays, workshops, and social events. A Cob Archway, installed as a cooperative project of Midvale and Lincoln Elementary students, parents, teachers, and friends, was completed in the summer of 2006. A future goal of the garden is to incorporate artwork by Midvale Elementary students and other community members into the garden to supplement the existing Cob Archway.

**Table 8.1: Parks and Open Space in the Planning Area**

Map #	Park/School Playground	Address	Size	Shelter	Play Equip.	Tennis	Soccer	Softball	Baseball	Volleyball	Basketball	Garden
2	Odana School Park	678 S Segoe Rd	6 Ac				X	X	X		X	
3	William Slater Park	561 S Segoe Rd	1.1 Ac		X					X		
4	Segoe Park	502 S Segoe Rd	1.9 Ac	X				X	X		X	
6	Oak Park Heights (Piper Park)	641 Hilltop Dr	1.2 Ac	X	X			X	X		X	
7	Odana Hills Park	5201 Milward Dr	23 Ac		X		X	X	X			
8	Odana Hills Golf Course	4635 Odana Rd	171 Ac									
9	Odana Hills East	4635 Odana Rd	12.8 Ac		X	X					X	
14	Midvale Neigh. Gateway	SW Path @ Midvale	0.2 Ac									
16	Tilotson Greenway	4099 Tokay Blvd	1.3 Ac									
17	Westmorland Park	4114 Tokay Blvd	11 Ac	X	X	X	X	X	X	X	X	
18	Midvale School	502 Caromar Dr	9 Ac		X		X	X	X		X	X
28	Glenway Golf Course	3747 Speedway Rd	42 Ac									

Source: City of Madison Parks Division website (<http://www.ci.madison.wi.us/parks/>), accessed June 2008

*Tokay Boulevard and Westmorland Boulevard*

The Tokay Boulevard and Westmorland Boulevard plantings are another community effort made under the City of Madison's Adopt-a-Median program. Working with City staff, local residents designed a planting scheme for each median. The Tokay Boulevard program began in 2001 and includes 10 medians with 30 canopy trees, 16 flowering trees, and 318 deciduous and evergreen shrubs and approximately 1,300 perennials which were installed by the City and neighborhood volunteers. Likewise, the Westmorland Boulevard program began in 2002 and includes six medians with flowers and canopy trees. Since inception of each of these programs, neighborhood residents have contributed time and money to plant, weed, water, and care for the trees, shrubs and flowers.

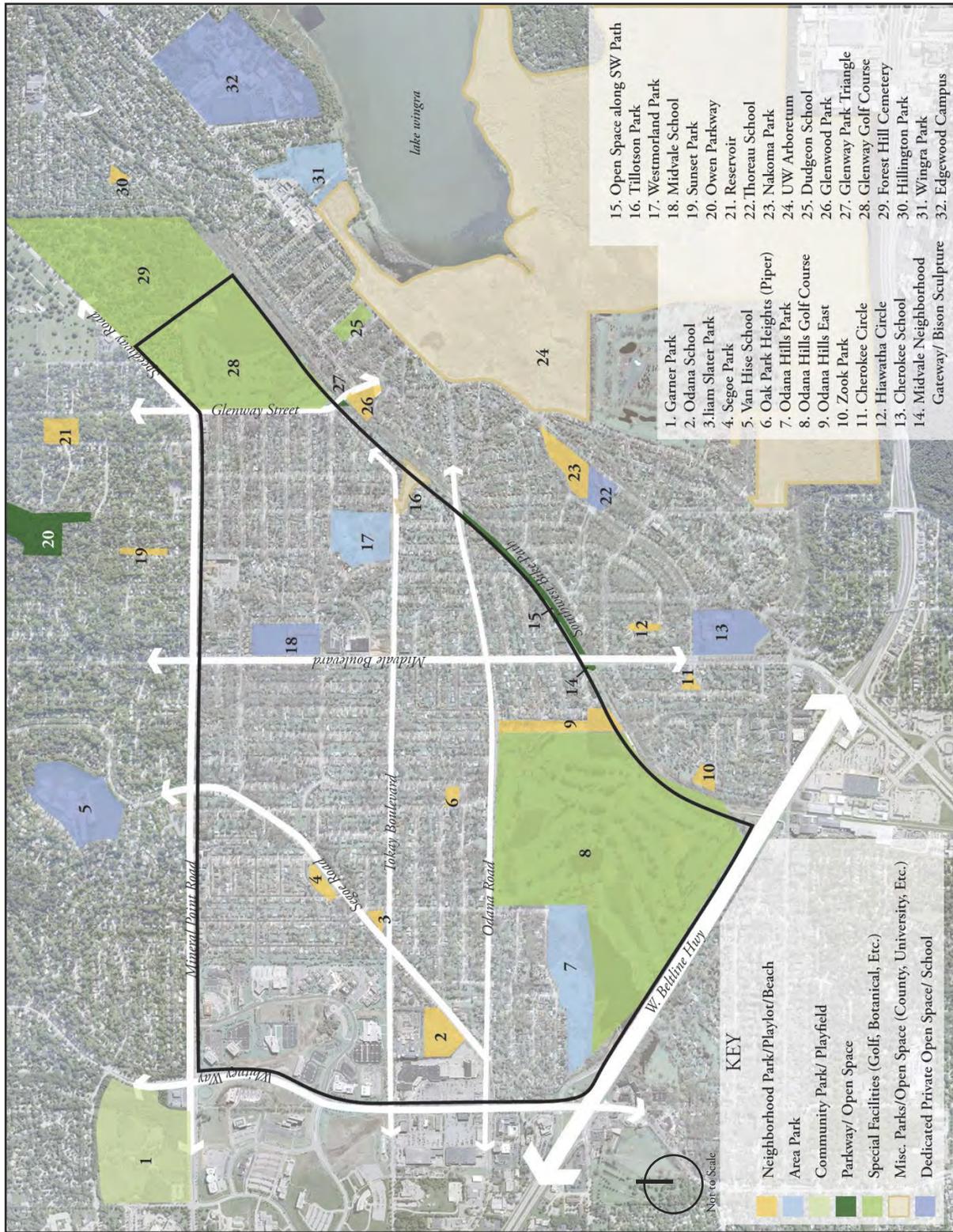
*Midvale Heights Gateway*

The Midvale Heights Gateway project was a community effort from the beginning. Local residents raised money for the neighborhood identification project through a community garage sale and several individual garage sales; and everyone in the community provided input on the location of the signs. The idea of creating a mini-park along with one of the signs next to the Southwest Bike Path on Midvale Boulevard was readily accepted and pursued with funding from the City's Community Enhancement Program. A neighborhood resident and sculptor designed the bison sculptures, and directed volunteers during the creation of them. Also included in the mini park is an interactive sundial with tiles made by local middle school students, native prairie plantings and a Bur oak; a raised mound as a tribute to the Mound Builders who once inhabited the area, a semi-circular seating area, and a Prairie School-inspired sign.

*Neighborhood Parks*

The remaining parks in the Midvale Heights and Westmorland Neighborhoods are small neighborhood parks, used primarily by the people who live closest to them. These parks provide the setting for a game of baseball or t-ball, a walk, use of the playground equipment, or a place to enjoy the view. See the Parks and Open Space Map 8.1 for names and locations, and Table 8.1 for amenities.

Map 8.1: Parks & Open Space



Source: City of Madison Parks Division 2008

## IX: Cultural & Historic Resources

### Cultural Resources

The Midvale Heights and Westmorland neighborhoods are home to several historic sites and significant structures, as well as several cultural resources in the form of churches, schools, and a library.

The following list details the historic and cultural resources present in the Midvale Heights and Westmorland Neighborhoods (Map 9.1).

*1. Horstmeier Granary, 4805 Mineral Point Road*

The Horstmeier Granary is a structure with origins in the farming days of this area. The Horstmeier Granary was part of the Horstmeier farm, the second largest farm in the Midvale Heights area purchased in 1889 by the son of German immigrants. The granary was built shortly after 1889 when the farmland was purchased. This is not the original location of the granary, as the Horstmeiers moved it several hundred feet to the east. They also converted it into living quarters when one of the Horstmeier sons returned to the farm with his wife and three sons to assist his aging father.

*2. David Piper House, 4718 Odana Road*

The David Piper House (listed as the Benjamin and Amelia Piper house on the Wisconsin Architecture and History Inventory- Benjamin was David's brother) was the family home of the son of one of the first farmers in the area. His farm was called Oak Park Heights Farm - Oak Park Heights is now the name of a park located on a piece of the old farm. The 20-foot-by-20-foot house was built in 1853 for David Piper's family, which included his wife and their five children. The original house has been remodeled and added onto, but the original rubble foundation, mortise and tenon construction, and cut crystallized nails are still visible. Neighbors of the current home still find remnants of the old barn, well, and watering trough, as well as old stone piles and cow bones.

*3. Herbert A. Jacobs House, 441 Toepfer Avenue*

The Herbert A. Jacobs House is the first of two homes that Frank Lloyd Wright designed for reporter Jacobs and his wife, Katherine. This home, constructed in 1936-37, is believed to be the first Usonian home built. Wright designed these homes for middle-class individuals, and they were intended to make the best use of odd-shaped (inexpensive) lots. Usonian homes were typically small, single-story L-shaped dwellings with a carport instead of a garage, and often involved environmentally conscious features such as native materials, flat roofs and large cantilevered overhangs for passive solar heating and natural cooling, natural lighting with clerestory windows, and radiant-floor heating. A strong visual connection between the interior and exterior spaces is an important characteristic of all Usonian homes, and Wright's architectural style in general. The Jacobs house is on both the State and National Historic Registers and is a National Historic Landmark. The home remains as a single-family residence.



*Herbert A. Jacobs House*



*Midvale Baptist Church*



*Midvale Elementary School*



*Our Lady Queen of Peace Catholic Church*



*Lustron Home on Glenway Street*

#### *4. Parade of Homes Areas, Odell Street*

In 1955, the exclusive Parade of Homes featured 20 houses on Odell Street because of their innovative ranch home design. To this day, many of the homes show little or no exterior deviation from the designs that made them noteworthy over fifty years ago. The representative architecture and level of perseverance make Odell Street an important piece of the 1950s housing culture.

#### *5. The First Church of Christ, Scientist, 610 S. Segoe Road*

Constructed in 1958 as Calvary Gospel Church, the building was sold to the Heritage Congregational Church in 1969. It changed hands once more in 1990, when it was purchased by the First Church of Christ, Scientist. The church seats 160 people.

#### *6. Westwood Christian Church, 645 S. Segoe Road*

This church was constructed in 1959 on the site of a former apple orchard. It was remodeled in 1996 to add seating for 180 people and to provide ADA (Americans with Disabilities Act) accessibility. Since 2003, the church has hosted a Hispanic congregation on Sunday afternoons in addition to regular Sunday services. Westwood supports denominational missionaries, Bible colleges, children's camps, and a church publishing house. Members provide a crisis intervention service, stock a food pantry, and provide meeting space for groups such as Girl Scouts and Alcoholics Anonymous (AA).

#### *7. Covenant Presbyterian Church, 326 S. Segoe Road*

Construction of the present building began in 1957, when the congregation consisted of only 20 families. Today the church has over 1,000 members and has expanded its ministry for older adults and minority groups to better serve the retirement communities in the nearby Hilldale-Hill Farms neighborhoods.

#### *8. Midvale Baptist Church, 821 S. Midvale Boulevard*

This church was founded in 1953, the same year that it became the first fully constituted Southern Baptist Church in the state of Wisconsin. The church's membership today is a diverse mix of Caucasian, African-American, and Asian members. It currently offers additional community services such as a soup kitchen, nursing home, and truck stop ministries.

#### *9. Midvale Community Lutheran Church, 4329 Tokay Boulevard*

This church began as a mission church, holding services in the pastor's home. A small chapel was constructed in 1954, and four years later, a larger church was built to accommodate the growing congregation. In the 1990s the church remodeled to better meet the needs of its large population, and today it again is considering remodeling its space to accommodate continued growth of the congregation.

10. *Madison Public Library- Sequoia Branch, 4340 Tokay Boulevard*

The Sequoia Branch is the most heavily used branch of all the Madison Public Library branches. In 2006, it had over 400,000 visitors and circulated over 900,000 books and media. The new location in the Sequoia Commons redevelopment will nearly double the current space from 11,000 square feet to 20,000. The new building will include an expanded children's area, a new teen area, study rooms, a large community room, and a glass atrium reading room. In addition, the library has received a Silver Leadership in Energy and Environmental Design (LEED) Certification. LEED Certification is a voluntary process in which a building must meet rigorous design guidelines to ensure new construction is as energy efficient and environmentally sensitive as possible. Currently there are approximately eight LEED certified buildings in Madison.

11. *Midvale Elementary School, 502 Caromar Drive*

One of the first two post-war schools in Madison, Midvale Elementary was built in 1950, and classes began in September 1951 with a student population of 514. Midvale was considered a state-of-the-art elementary school, featuring such modern conveniences as a centrally controlled electronic clock system, flashing fire alarm systems that indicated which alarm had been activated, an intercom system between classrooms and the office, a freight elevator, and individual thermostats in each classroom. The school also offered a Saturday recreational program for children, as well as several adult classes and recreational activities.

During the 1980s, it became clear that Madison was becoming more segregated racially and economically, and schools were becoming more homogenous. To resolve this, the City introduced a pairing program in which a few schools were paired with a south side school. The students attended one school for a portion of their education and the other school for the remainder. Midvale was paired with Lincoln Elementary, at 909 Sequoia Trail between Park and Fish Hatchery. This pairing proved to be successful and continues today.

12. *Our Lady Queen of Peace Catholic Church and School, 402 Holly Avenue*

This church was established in 1949 and was the first new Catholic parish in Madison in over 20 years. The current church building was dedicated in 1955, and completely renovated in 1995 to include increased seating capacity, a redesigned sanctuary, and a gathering space. The parish membership now includes more than 2,600 individuals and the associated K-8 school enrolls 480 students.

13. *Mt. Olive Lutheran Church, 4018 Mineral Point Road*

Mt. Olive was the oldest church in the area, with the first service taking place on Easter Sunday of 1941. The current building was constructed in 1962 and refurbished in the 1990s to house its education program, provide handicapped access, and expand the narthex and church offices. Mt. Olive purchased the former Blackhawk Church on S. Whitney Way as its new location in 2008. The existing church property is currently for sale.

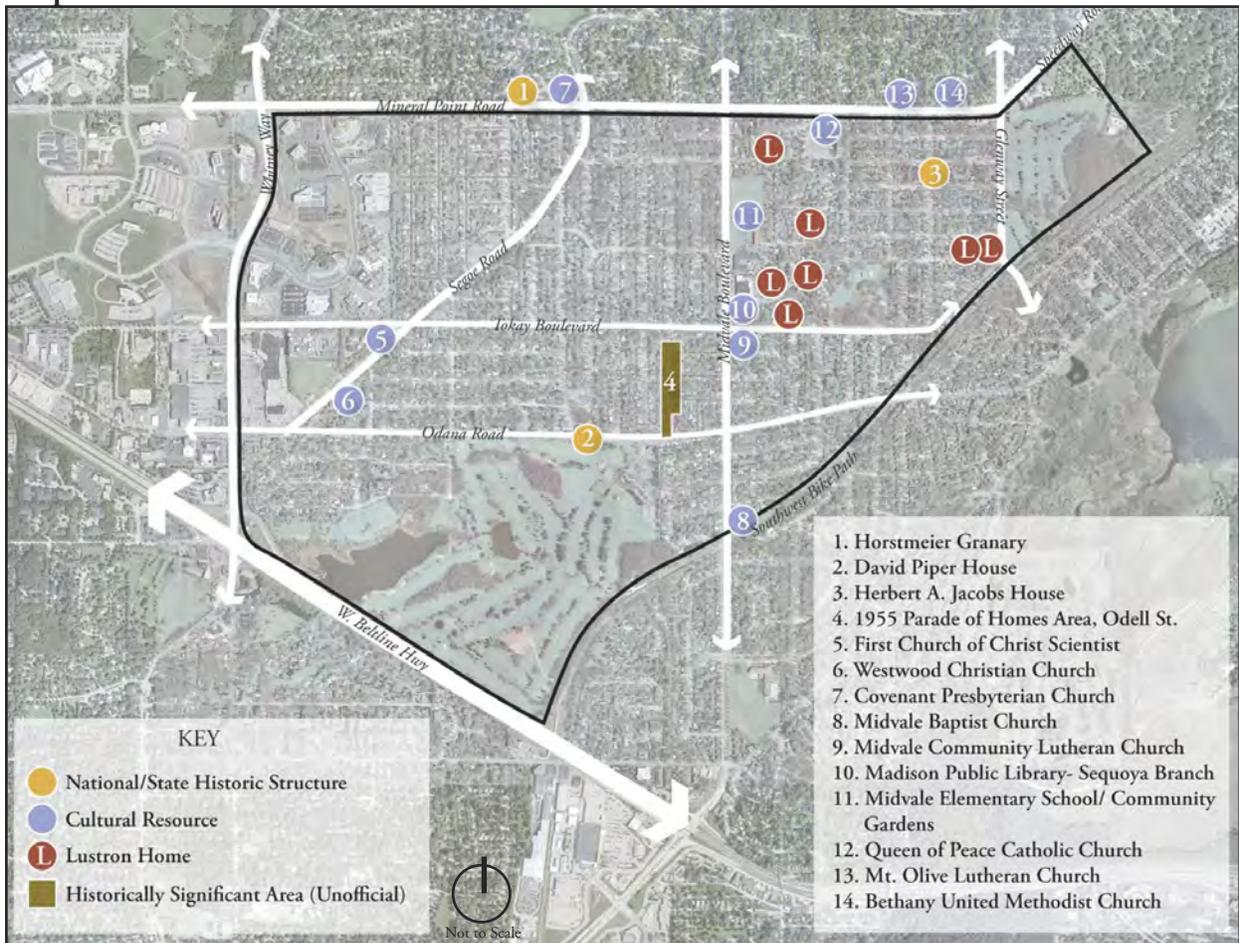
14. *Bethany United Methodist Church, 3910 Mineral Point Road*

The Bethany United Methodist Church opened its doors on Easter Sunday in 1948, then under the name of the West Side Community Church. Its charter remained open until it registered 100 members, and the name was changed to Westside Community Methodist Church. In 1951 the Church changed its name to Bethany Methodist Church and Fellowship Hall was constructed in 1952 and the sanctuary in 1957. Extensive remodeling in 1995 created a new entrance, offices, and chapel.

*Lustron Homes (depicted on the map by an "L.")*

The Westmorland Neighborhood is home to numerous examples of one of the most unique housing structures in the United States. Lustron houses are prefabricated porcelain steel houses that were constructed between 1949 and 1950. Developed by Chicago industrialist Carl Strandlund, Lustron homes were an attempt to provide ordinary working people with affordable housing (in particular the thousands of returning GIs) and to utilize the massive quantities of surplus steel remaining after the war.

Map 9.1: Cultural & Historic Resources



Source: WI Historical Society, Midvale/Westmorland Joint Planning Area Steering Committee, City of Madison 2008

The homes are constructed entirely of prefabricated steel panels. Not only are the exteriors made of unique two-foot-by-two-foot porcelain steel panels, but the roof, ceilings, interior walls, and even the built-ins were also constructed of the same material. Exterior color options were limited to pastels: pink, tan, aqua, blue, yellow, green, gray, and the interior color choices were only beige and gray. The homes were built on an assembly line at the Lustron plant in Columbus, Ohio, and the parts transported by tractor-trailer to be assembled on site. This one-of-a-kind construction material and technique was chosen for a variety of reasons. Most notably, the homes required little time to build, and were relatively maintenance free. The promise of low maintenance has turned out to be relatively accurate. Across the country, in both southern and northern climates, owners of Lustron homes have reported that their steel roofs have never needed replacing, and the exteriors have never needed a second painting. The original Lustron homes were mostly two-bedroom, one-bath, 1,000 square foot houses. Later homes were also offered in one-bedroom and three-bedroom styles.

Despite the advantages of the Lustron homes, they never gained acceptance by the general public. This was partly due to the cost of the homes. A simple wood-frame house in 1950 cost a family approximately \$7,000, but the Lustron homes, which were intended to sell for about \$8,000, typically cost closer to \$11,000.<sup>1</sup> During their brief period of construction, only about 2,600 Lustron homes were ever built.

Of the Lustron homes constructed across the nation, few have survived through the years. Many homeowners have chosen to tear down and rebuild their homes when faced with rising land values and the desire for more modern living space. In addition, many of the original design details, like the radiant forced-air heating in the ceiling, simply did not work well and required modification and additions.

In Madison, approximately 18 Lustron homes still exist today. Of those 18 homes, seven of them are located in the Westmorland Neighborhood, and another five are across Mineral Point Road in Sunset Village. All but one of the Lustron homes in the planning area were built by J.H. Findorff & Son, which is still in business today as one of Madison's largest construction firms. Below is a list of the Lustron homes in the Westmorland Neighborhood.

- 418 Critchell Terrace – Gray
- 556 Chatham Terrace – Yellow
- 537 Gately Terrace – Yellow
- 534 Glenway Street – Yellow
- 505 S. Owen Drive – Aqua
- 548 S. Owen Drive – Gray with vinyl siding covering the exterior
- 3810 St. Clair Street – Tan

**(Footnotes)**

<sup>1</sup> <http://www.jsonline.com/story/index.aspx?id=85008>

## X: Community Facilities & Infrastructure

### **Existing Community Facilities**

Community facilities are important to the life of a community because they provide services that ensure a safe and cohesive environment. Existing community facilities within the Midvale Heights and Westmorland Neighborhood include fire and rescue, police, a library, health care, churches and childcare.

#### *Fire and Rescue*

City of Madison Fire Department Station 9, located at 201 N. Midvale Boulevard, serves the Midvale Heights and Westmorland Neighborhoods. This station is also home to one of the City's seven ambulances.

#### *Police*

The Madison Police Department West District, located at 1710 McKenna Boulevard, serves the planning area. The West District serves the City of Madison west of Speedway Road, Nakoma Road, and Seminole Highway and south to Highway PD. Police robbery and burglary records from 2007 show only two robberies and two burglaries in the planning area that year.

#### *Library*

The Sequoya Branch of the Madison Public Library recently re-opened as part of the Sequoya Commons redevelopment at Midvale and Tokay Boulevards. This new facility features state of the art computer technology, a special children's area with sections devoted to early literacy and family reading, an area for teens and a hearth room for quiet reading. Sequoya also has a large community room for neighborhood meetings and programs and smaller conference rooms for study groups, meetings or tutoring. Sequoya was constructed using green technology and has been given a LEED Silver rating.

#### *Medical and Health Facilities*

The only medical clinic within the planning area is the UW Health Research Park Clinic, offering specialty health care such as psychology, integrative medicine, radiology, spine medicine, and sports medicine. The clinic also has a fitness center and aquatic center with memberships available to the public. There are several clinics located within one-half mile of the planning area, predominantly owned and operated by the University of Wisconsin.

#### *Lack of a Community Center*

Although there is not currently a community center facility in the planning area, there is neighborhood interest in establishing one. Currently, community groups often meet at local churches, but since church-related groups have priority in the use of these spaces, neighborhood groups must work around each facility's schedule. In addition to local churches, community meetings take place in a variety of settings, such as the Sequoya Library, depending on needs and space availability.

Oakwood Village, the Westside Senior Coalition and several other non-profit organizations are currently exploring the feasibility of constructing a senior center at the Oakwood Village facilities on Mineral Point Road.

*Private Recreational Facilities*

There are a number of privately-owned recreational facilities around the perimeter of the planning area. These include the West YMCA located at 5515 Medical Circle, the West Swim Club located at 5533 Odana Road and the George Vitense Golf and Country Club located at the intersection of S. Whitney Way and Schroeder Road.

## XI: Goals, Objectives and Recommendations

The following goals and objectives were developed using information collected in the assessment stage of the planning processes, as well as input gathered through public meetings and focus groups (full summary in Appendix C). The goals and objectives are intended to address the specific issues and needs of the Neighborhoods while also being consistent with the City of Madison Comprehensive Plan. Goals provide general statements in regard to future outcomes; objectives provide the broad tasks which contribute to achieving a goal; recommendations identify the detailed action items that should be followed in order to meet the objectives.

The City of Madison Comprehensive Plan is intended to provide general guidance for the City of Madison as a whole. However, because of the broad geographic area covered by the Comprehensive Plan, detailed guidance for land development and investment is best achieved with a complementary, localized and specific neighborhood plan. Once a neighborhood plan is in place, any meaningful changes in land use must be consistent not only with the Comprehensive Plan, but also with the specific needs of the neighborhoods as reflected in the more detailed recommendations of a Neighborhood Plan. Likewise, the details of the neighborhood plan must also be consistent with the intent of the Comprehensive Plan. To create a framework in which to view the recommendations in this document, the five guiding themes for the Madison Comprehensive Plan are summarized below (Madison Comprehensive Plan; Vol. II, pgs 1-4, 1-5).

- *The Role of the Comprehensive Plan in Shaping the Future of the City*  
The Comprehensive Plan is intended to represent what the City of Madison will work to become. To meet this broad goal, the Plan sets forth basic policy recommendations which can guide community-based planning initiatives. It is these basic recommendations that, among other things, guide community and public investment and provide a framework for the creation of neighborhood plans.
- *Madison's Relationship to the Region, its Institutions and Neighborhoods*  
Madison is a growing and evolving region which is comprised of organizations, neighborhoods, residents, businesses, government and institutions. The Comprehensive Plan must recognize that the continued health and success of the City can only come through coordination and cooperation with the many invested groups which comprise the community fabric.
- *Enhancing Madison's Unique Qualities*  
The City of Madison is distinguished by its unique cultural, historical, civic and political qualities which work together to create the City's sense of place and identity. The Comprehensive Plan is intended to maintain and protect these qualities.
- *Planning for Future Growth, Continuity and Change*  
The City of Madison, and Dane County as a whole, are among the fastest

growing localities in the State of Wisconsin. With growth comes demographic shifts, increased diversity, advances in technology, changes in business practices and evolving lifestyles. The Comprehensive Plan strives to balance continued growth and change with the need to enhance and maintain the character and qualities which define the City of Madison and its sense of place.

- *Living Within Our Resources*

The City of Madison must respond to continued growth pressures by ensuring that the decisions made today will not jeopardize the ability of future generations to meet their needs. To that end, the Comprehensive Plan maintains a focus on sustainable community practices throughout its goals, objectives and policy recommendations.

### **Vision**

Foster a neighborhood environment which provides the quality of life demanded by its residents while also responding in a sustainable manner to inevitable changes in the urban fabric. Create a future which preserves neighborhood character and quality of life, provides a variety of transportation options and linkages, offers diversity in housing type, incorporates local retail services and needs, and uses natural and human resources as efficiently as possible.

### **Land Use**

**Goal A:** Encourage future redevelopment opportunities that respect the current neighborhood character and support evolving neighborhood form and vitality. Future development should also capitalize on the opportunities present in a changing neighborhood and urban landscape.

### **Objectives:**

- Identify areas where future mixed-use redevelopment is recommended, and specify development guidelines for those areas.
- Ensure future redevelopment is respectful of surrounding neighborhoods in terms of its character and visual impact, particularly in size and appearance.
- Minimize, to the greatest extent possible, the potential negative impact of redevelopment on traffic, parking and neighborhood safety.
- Create increased housing options by encouraging mixed-use development at locations identified for redevelopment.
- Plan commercial land uses in designated locations to meet the needs of the neighborhoods and provide viable neighborhood-serving businesses.
- Link all new commercial land uses to the adjacent neighborhoods through pedestrian and bicycle connections.
- Encourage new development that complements the existing business mix and demographics of the neighborhoods and the surrounding urban context.
- Incorporate high-quality public greenspace in all larger redevelopment.

**Recommendations:**

**Potential Neighborhood Redevelopment Sites**

In order to direct and shape future growth, it is necessary to identify potential neighborhood redevelopment sites and prepare land use recommendations to guide the form and character of those areas. Map 11.1 identifies three locations for potential neighborhood redevelopment: Westgate Mall, Mineral Point/Speedway/Glenway Intersection, and Other Neighborhood Redevelopment. Because each of these areas has its own unique opportunities and challenges, recommendations which include all or some of the following elements are presented for each:

- Appropriate uses and relationship to surrounding areas
- Heights, massing and setbacks
- General urban design and streetscaping
- Linkages
- Parking
- Open space

Map 11.1: Potential Future Redevelopment Areas



Source: Vierbicher Associates, City of Madison 2008



The current Westgate Mall development is characterized by one story buildings set back from the street, with all required parking located between the buildings and the street



Well defined pedestrian space through the use of windows, materials and awnings  
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Seating Integrated into the Landscape  
© 2006 Sitephocus, LLC., [www.sitephocus.com](http://www.sitephocus.com)

### Westgate Mall

Westgate Mall is located along the east side of South Whitney Way spanning from Odana Road and South Segoe Road north to Tokay Boulevard. The mall provides a valuable service to the area with its mix of specialty retailers and shopping offerings. Unlike many surrounding regional malls, Westgate’s tenants are primarily local business owners, several of whom operate only at the Westgate site. Affordable rents and an established customer base make Westgate Mall a good place for these businesses to be located.

Westgate Mall is located on the western edge of the planning area off of South Whitney Way. The shopping mall is flanked by four transportation corridors: South Whitney Way on the west, Tokay Boulevard on the north, Segoe Road on the east, and Odana Road on the south.

The L-shaped, primarily one-story structure with parking in the front, is typical of shopping malls built in the 1960s. Renovations to the mall occurred in the middle to late 1990s and an enclosed walkway was added to the front façade. The 17.2-acre site has two driveways on South Whitney Way (main entrance) and secondary driveways on Odana Road, Segoe Road, and Tokay Boulevard. The site does not include the Mobil Gas Station that occupies the southwest corner at the intersection of South Whitney Way and Odana Road.

This plan encourages the continued operation of Westgate Mall and the retention of local business owner tenants. This plan encourages continued improvements and changes to the mall that best serve the retail needs of the neighborhoods, the space needs of existing and new tenants, and the profitability of the mall ownership. In the short term, these improvements will likely include renovations such as facelifts, existing structure renovations, parking lot resurfacing, and other minor improvements to the buildings and grounds. In the long term, the local economy may allow a partial or complete redevelopment of a mixed-use center of a different form. Partial or total redevelopment should also best serve the retail needs of the neighborhoods, the space needs of existing and new tenants, and the profitability of the mall ownership.

This section includes land use, transportation, and design recommendations for improvements at Westgate Mall. In the long-term redevelopment of the entire site, the mall owners and their redevelopment partners should follow these recommendations as completely as possible. In the short-term incremental improvements to the site, the mall owners should attempt to meet the underlying goals of these recommendations, ensuring that short-term incremental improvements do not preclude long-term redevelopment as described in this section. This neighborhood plan recognizes



*Bus Stop integrated into the building facade*  
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*Raised or "tabled" crosswalks help make pedestrians more visible to motorists. A center island allows pedestrians to cross one direction of traffic at a time*  
© 2006 Sitephocus, LLC., [www.sitephocus.com](http://www.sitephocus.com)



*A skywalk connection could improve pedestrian connectivity between the Westgate Mall area and any future redevelopment on the west side of Whitney Way*  
© 2006 Sitephocus, LLC., [www.sitephocus.com](http://www.sitephocus.com)



*This Whole Foods Market offers parking on the upper level of the building*  
© 2006 Sitephocus, LLC., [www.sitephocus.com](http://www.sitephocus.com)

that short-term incremental improvements cannot meet many of the recommendations in this section, but the plan also expects that these improvements will incorporate all recommendations that are possible.

The area has potential for redevelopment because of its access to major arterials, high visibility, adjacency to University Research Park and location near Madison's largest commercial node (West Towne Mall area). In the City of Madison's Comprehensive Plan, the Westgate Mall Redevelopment Site is identified as a Community Mixed Use (CMU) site as well as a potential Transit-Oriented Development (TOD) site. The few specific recommendations provided in the Comprehensive Plan for CMU and TOD sites should be viewed as starting points for the more detailed recommendations included in this document. Some of the key recommendations from the Comprehensive Plan are listed below.

- Well-designed buildings placed close to the sidewalk and street.
- Parking located primarily behind the buildings or underground. On-street parking is recommended where sufficient right-of-way is available.
- Pedestrian-friendly design amenities such as decorative paving and lighting along sidewalks and paths, plazas, benches and landscaping.
- Generally, buildings should be at least two stories in height. Specific height standards should be established in neighborhood or special area plans and should be compatible with the scale and intensity of the district as a whole and the context of the surrounding neighborhood.
- Include uses which generate pedestrian activity.
- Create both vertical and horizontal mixed-uses.
- Connect transit-oriented development to multiple travel modes, important neighborhood destinations, and activity centers.
- Provide a mixture of housing types, sizes, tenures, and costs.
- Place buildings in a manner that creates a sense of street spatial enclosure.
- The development should include a core area of high intensity commercial, employment or mixed-use activity center focal points

Although future redevelopment at the Westgate site should be sensitive to the neighborhoods' residential character, the positioning of the site makes this the most physically and visually isolated redevelopment location identified in the neighborhoods. To the north of the site is University Research Park, to the east of the site lies the Odana School building and park, to the south are moderate sized multi-family buildings,



*Prominent massing & architectural features should be used at major intersections to define the development & maintain the urban form*

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*An inviting streetscape complete with multi-level terrace planting, pedestrian scaled lighting, and interesting paving materials*

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*Residential uses, such as townhomes, should face existing single-family residential properties along Segoe Road*

and to the west is more commercial development. The most sensitive part of the site is to the southeast at Odana and Segoe Roads, where the development prominently faces single-family residences. Recommendations for this site are intended to mitigate negative impacts on the surrounding neighborhood, while also allowing future redevelopment to capitalize on the opportunity present at the Westgate Mall site. In addition, in order to promote contiguity of future development, it is recommended that any redevelopment which may occur at Whitney Square across from Westgate Mall also adhere to the recommendations below in order to present a coherent and complimentary façade. Redevelopment projects should also explore improvements such as a pedestrian overpass to promote connectivity and pedestrian crossings along South Whitney Way.

In early 2009, Hy-Vee grocery store, working with Westgate Mall owners, proposed to demolish the southern third of the existing shopping center to accommodate construction of an 80,476 square-foot grocery store with an outdoor eating area and drive-up service window. The stand-alone grocery store is not consistent with the objectives of the Comprehensive Plan or Midvale-Westmorland Neighborhood Plan. The Urban Design and Plan Commissions approved the Hy-Vee grocery store project in January and February 2009, respectively, with a commitment by the property owners to take future measures to have a more intense, compact, mixed-use development.

Accompanying the text recommendations are three concept plans which show how these recommendations could translate into different future site layouts in the long term. However, any number of site layouts could achieve the objectives outlined in this plan's text and the included concept plans are not meant to dictate precisely how structures on the site are to be arranged.

Appendix F illustrates a concept plan for Westgate Mall that was prepared by the current property owners. The property owners, J. Herzog & Sons, Inc., would also like to redevelop the site over time. However, their proposed concept plan is less dense and compact, without the range of land uses that the neighborhood redevelopment concepts propose.

#### Recommended Land Uses:

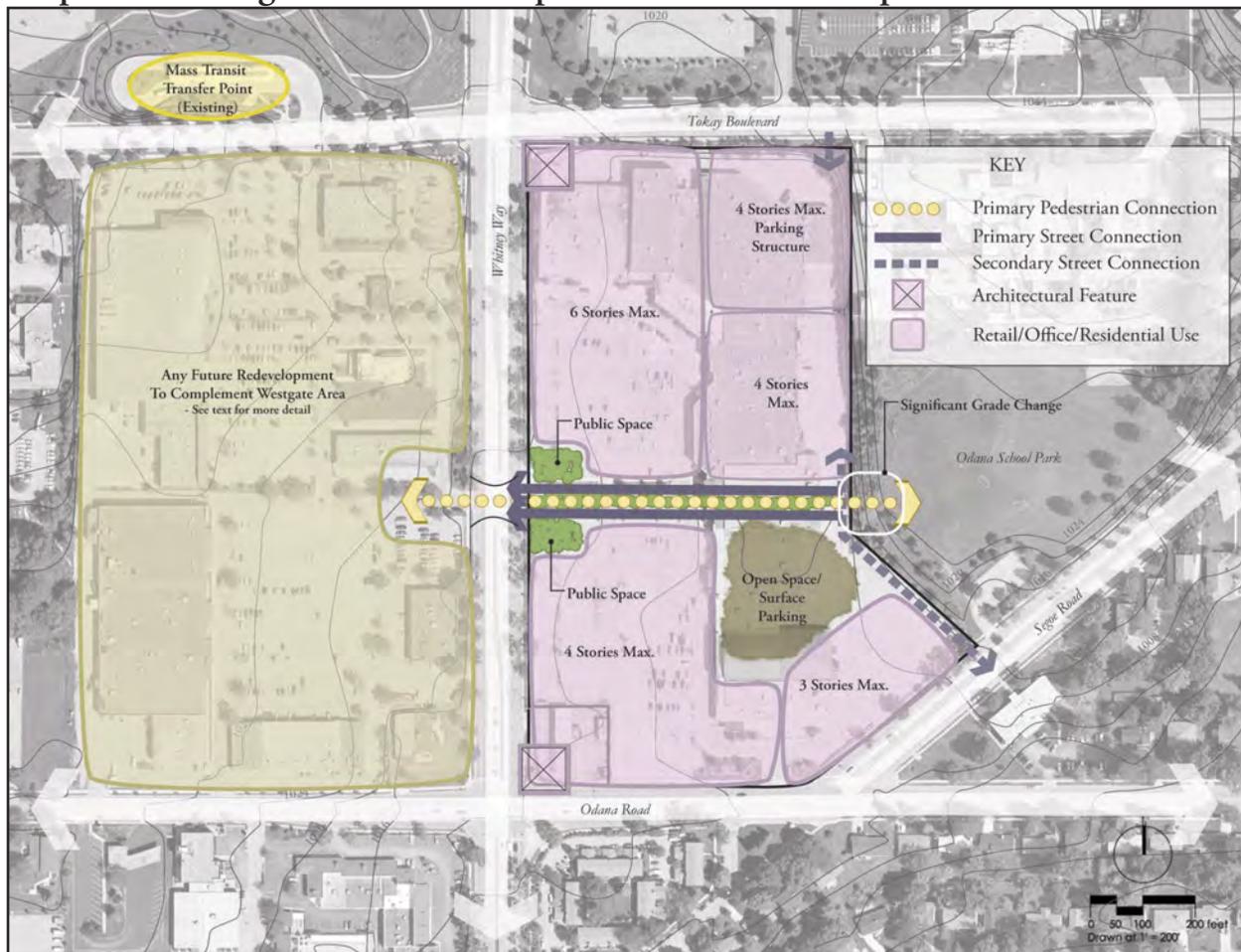
- Retail, professional services and personal services on the first, and if appropriate, the second floor. Given its location within a large commercial node which supplies substantial general retail space, future development at the Westgate Mall site may best be targeted at complementary niche and small scale retail and service establishments.

- Office, commercial, professional services and/or residential would be appropriate uses on the upper floors. *See the Economic Development Section for more details on potential for office space.*
- The long-term redevelopment of the Westgate Mall property should include residential as a component of the overall site.
- To meet the demand of the Comprehensive Plan’s vision for TODs, residential densities should be no less than 18 dwelling units per acre.

Heights:

- Six stories maximum in the northwest corner of the site (South Whitney Way and Tokay Boulevard) with stepbacks for fifth and sixth floors.
- Four stories maximum for the northeast corner of the site along Tokay Boulevard and abutting the Odana School building with stepbacks for the fourth floor.
- Four stories maximum in the southwest corner (Odana Road and South Whitney Way) with the structure transitioning to three stories maximum as it wraps around onto Segoe Road.

**Map 11.2a: Westgate Mall Redevelopment Schematic Example A**

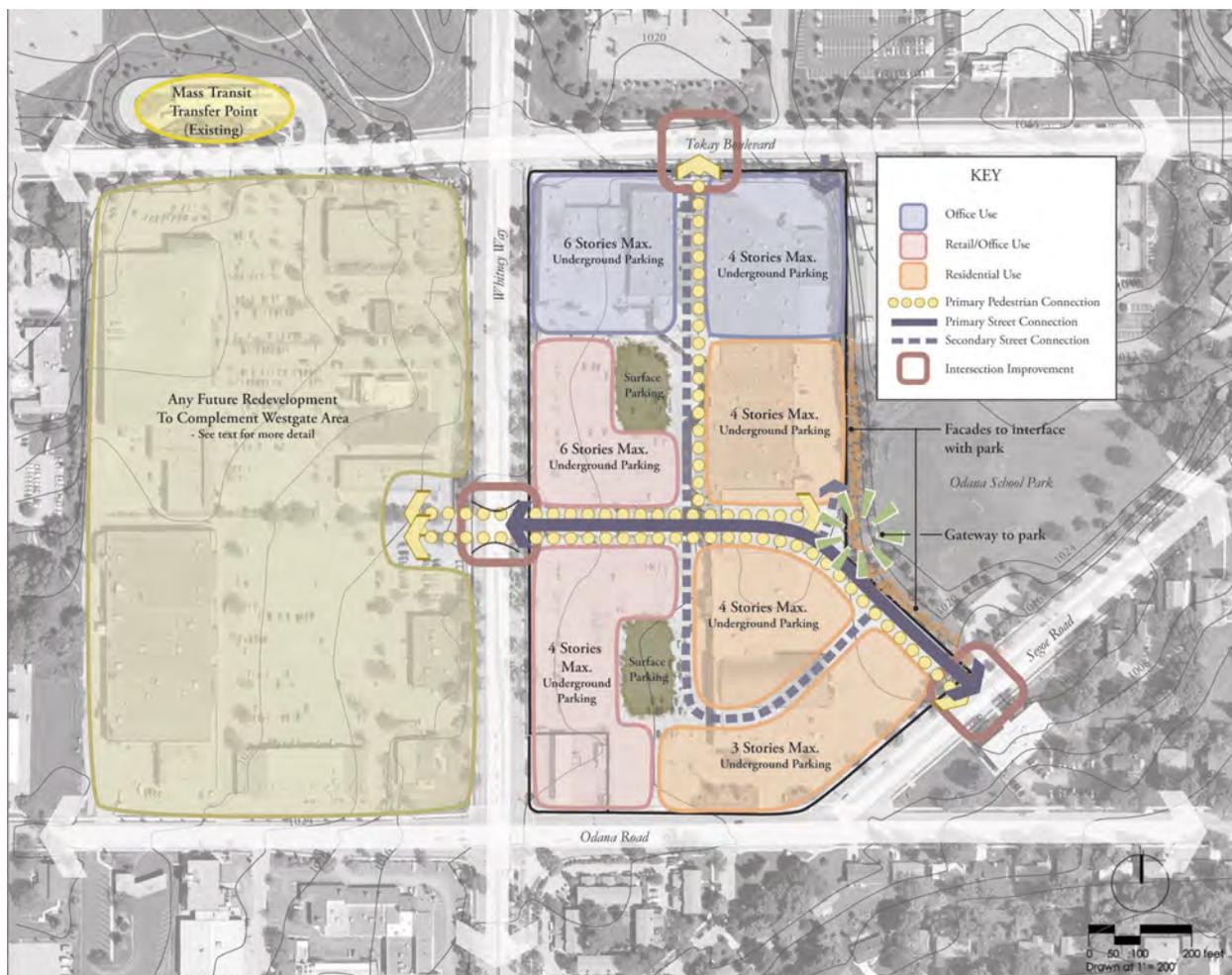


Source: Vierbicher Associates, City of Madison 2008

Massing and Setbacks:

- All of the structures should be positioned around a connected greenspace or public plaza system with one or more central open spaces which open toward the neighborhood to the east.
- The position of structures should allow for visual access into the site from multiple locations along each street facade. This will reduce the perceived mass of the buildings and provide a better transition to the surrounding neighborhoods.
- There should be prominent massing at the corners of South Whitney Way/Odana Road and South Whitney Way/Tokay Boulevard to accentuate the intersections and distinguish the development from surrounding commercial uses.
- Encourage new public or private streets through the site to break it into appropriately scaled blocks.

Map 11.2b: Westgate Mall Redevelopment Schematic Example B

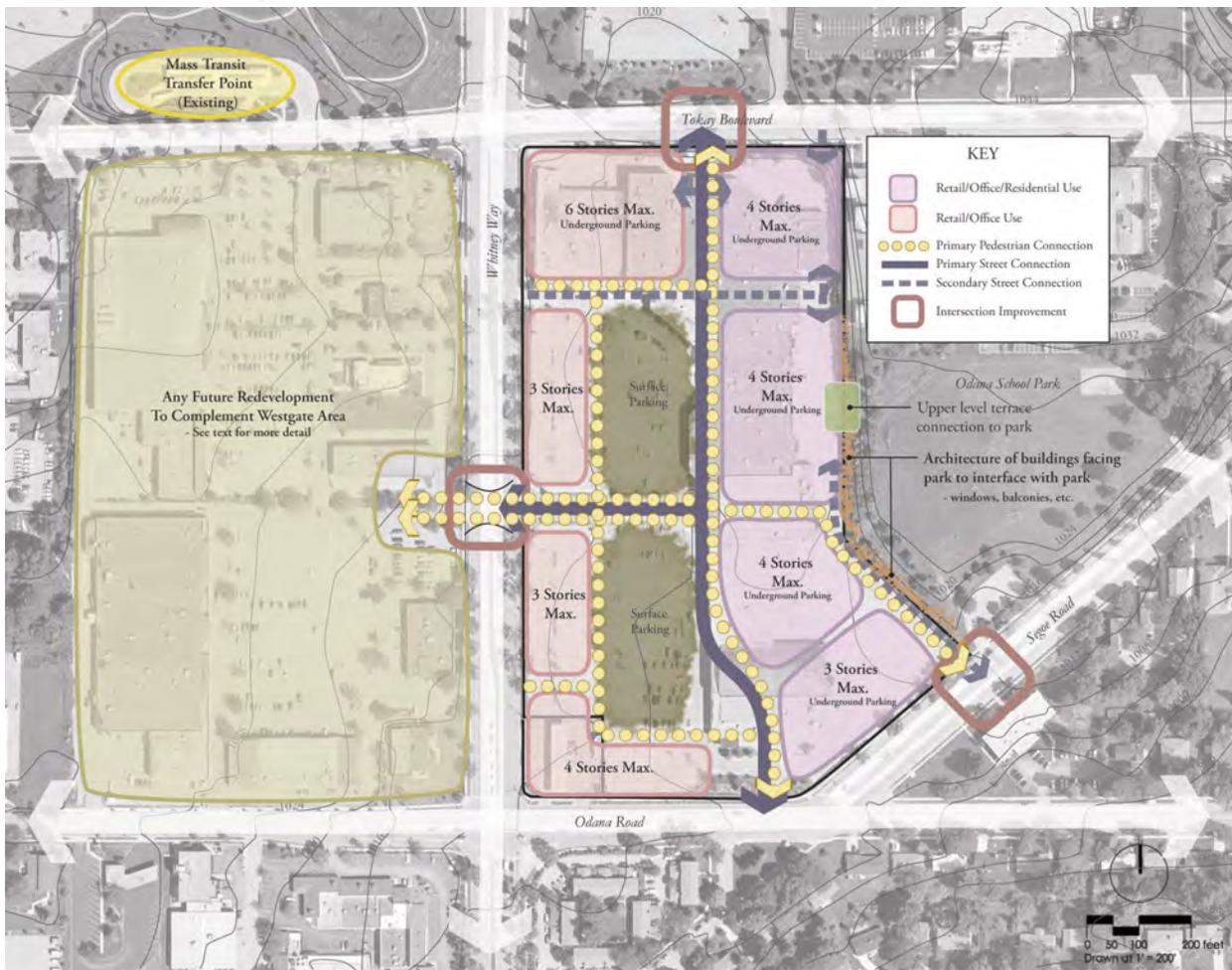


Source: Vierbicher Associates, City of Madison 2008

### General Urban Design and Streetscaping:

- Although variation and innovation is encouraged, all buildings should incorporate some of the following architectural elements and materials in order to ensure the buildings are consistent with the residential character of the neighborhood:
  - Long, flat or hipped roof lines.
  - Large windows oriented to enhance horizontal features.
  - Prominent use of glass at pedestrian level.
  - Entry ways delineated by overhangs, pedestrian scaled features and lighting.
  - Use of first floor architectural features to create a human scaled environment.
  - Use of quality materials such as wood, brick or stone.
  - Use of stepbacks in buildings over two stories to reduce the perceived mass of the structures.

Map 11.2c: Westgate Mall Redevelopment Schematic Example C



Source: Vierbicher Associates, City of Madison 2008

- Prominent massing at the corners of South Whitney Way/Odana Road and South Whitney Way/Tokay Boulevard to accentuate the intersections and distinguish the development from surrounding commercial uses.
- In addition to structural elements, the site as a whole should incorporate as many of the following streetscaping elements as possible:
  - Pedestrian scale lighting along all intended pedestrian paths.
  - Seating along sidewalks and in designated gathering places.
  - Design for/enhance street terraces along Whitney Way, Tokay Boulevard, Odana Road and Segoe Road to accommodate landscaping and street trees.
  - Landscaping and plantings to enhance the visual appeal of the site from pedestrian and vehicular circulation routes and that do not encroach into the pedestrian walking area.
  - Ample and secure bicycle parking.

Linkages:

- The site should be linked to surrounding alternative transportation infrastructure by providing well marked, well lit, high quality bus stops and pedestrian entrances at bus drop off/pick up locations.
- As redevelopment occurs at this site and the site west of South Whitney Way, the potential for relocating and integrating the Madison Metro West Transfer Point into the new site design should be explored.
- Incorporate bus stop designs into buildings along South Whitney Way, Odana Road, Segoe Road and Tokay Boulevard.
- Link the site to the surrounding residential and employment nodes by creating pedestrian and bicycle paths and crossings from surrounding residential and employment areas.
- Automobile access should be improved by upgrading the existing Westgate entrance off of Tokay Boulevard, and moving it further east away from the signalized intersection at Whitney Way.
- Changes to all intersection and entrances should improve traffic and pedestrian safety.
- All future development should be intentionally linked to all pedestrian, bicycle and mass transit infrastructure which is near the site.
- If redevelopment sites are located mid-block and space on the site allows, public pedestrian connections should be provided to enhance pedestrian connectivity to the adjoining neighborhoods.

Parking:

- All efforts should be made to limit the amount of surface parking at the site through the inclusion of underground parking and parking structures. In particular, a small parking structure located on the Tokay Boulevard side of the site should be explored. Because of the grade change near Tokay Boulevard, a parking structure located in that position would take advantage of existing topography and may allow for a second floor entrance with parking below. This would reduce the visual impact of a parking structure and provide a more efficient use of the site.
- The first floor of parking structures should have active land uses in highly visible areas.

- Sub-surface parking topped with public plaza or greenspace is encouraged in order to improve stormwater management and enhance overall design.
- Any surface parking which is included should be located behind the structures or in the interior of the site, and shielded from the residential neighborhoods and roadways.
- Include ample and secure bicycle parking near all building entrances.

Open Space:

- Any future development should include high-quality public open space at approximately five percent of total site area (per the Comprehensive Plan's TOD recommendation). It should be noted that the Odana School Park is not counted towards the needed five percent of open space. In addition, if the site redevelops as two or more independent projects, the space should be organized into a connected open space system which includes no more than three primary spaces. All of the open space should be connected and easily accessible from almost all locations on the site.
- Open space should include usable landscape and hardscape which could include benches, tables, grassy areas, etc.
- The primary open space(s) should be located on the eastern side of the redevelopment, buffered from busy streets and providing a pedestrian and bicycle connection to the surrounding neighborhoods and the adjacent Odana School Park. Pedestrian and bicycle linkages, plazas, pocket parks and landscaping should be included throughout the site which integrates the primary open space into the overall development. This could be a roof-top terrace above a parking structure.

***Mineral Point Road/Speedway Road/Glenway Street Intersection***

The Mineral Point Road/Speedway Road/Glenway Street intersection holds a number of potential future redevelopment sites. This intersection is identified as a Neighborhood Mixed-Use (NMU) site by the City's Comprehensive Plan. These recommendations should be considered a baseline upon which the recommendations in this plan will expand. The following are specific recommendations provided by the Comprehensive Plan for NMU sites:

- Generally, buildings should be between two and four stories in height. Specific height standards should be established in neighborhood or special area plans, and should be compatible with the scale and intensity of the adjacent neighborhood. One-story buildings may be appropriate in limited circumstances but are not encouraged.
- Gross square footage of commercial buildings (including single-tenant and multi-tenant buildings) should not exceed 10,000 square feet, except for neighborhood-serving grocery stores, which should not exceed 25,000 square feet.

Because this area is a convenient crossroads of more than one neighborhood, the intersection would likely see redevelopment as a small scale neighborhood-serving node. The properties in this area have a high level of interaction with the surrounding residential neighborhoods and thus future redevelopment should be very sensitive to local form and character. Accompanying the text recommendations is a concept plan which shows one way these recommendations could translate into site design.



*Existing commercial development: the Village Bar, above, and a view of the mural on Madeleine's Patisserie, below*



*New development at the Mineral Point/ Speedway/ Glenway intersection should be 2-3 stories in height and fit in with the residential character of the surrounding neighborhoods*



#### Recommended Land Uses:

- Due to the location and size of this redevelopment area, the most appropriate uses would be neighborhood serving retail, restaurants and cafes on the first floor.
- The second floor could include residential and small professional offices. Live/work units are encouraged in this location, where the owner has a small office or commercial business on the first floor with an attached residential unit on the second floor.
- If at some point in the future the Glenway Municipal Golf Course pursues redevelopment of its existing club house, it is recommended that the structure be placed nearer the corner of Speedway Road and Glenway Street in order to provide a stronger street presence and façade at this intersection.

#### Heights:

- All potential redevelopment at this intersection should not exceed two stories with the exception of the triangular parcel at the northeast corner of the Speedway Road/Glenway Street intersection (parcel nos. 070921319070, 070921319088, 070921319096). This area could potentially have a three story structure if sufficient setbacks were included and the structure was properly located within the site.

#### General Urban Design and Streetscaping:

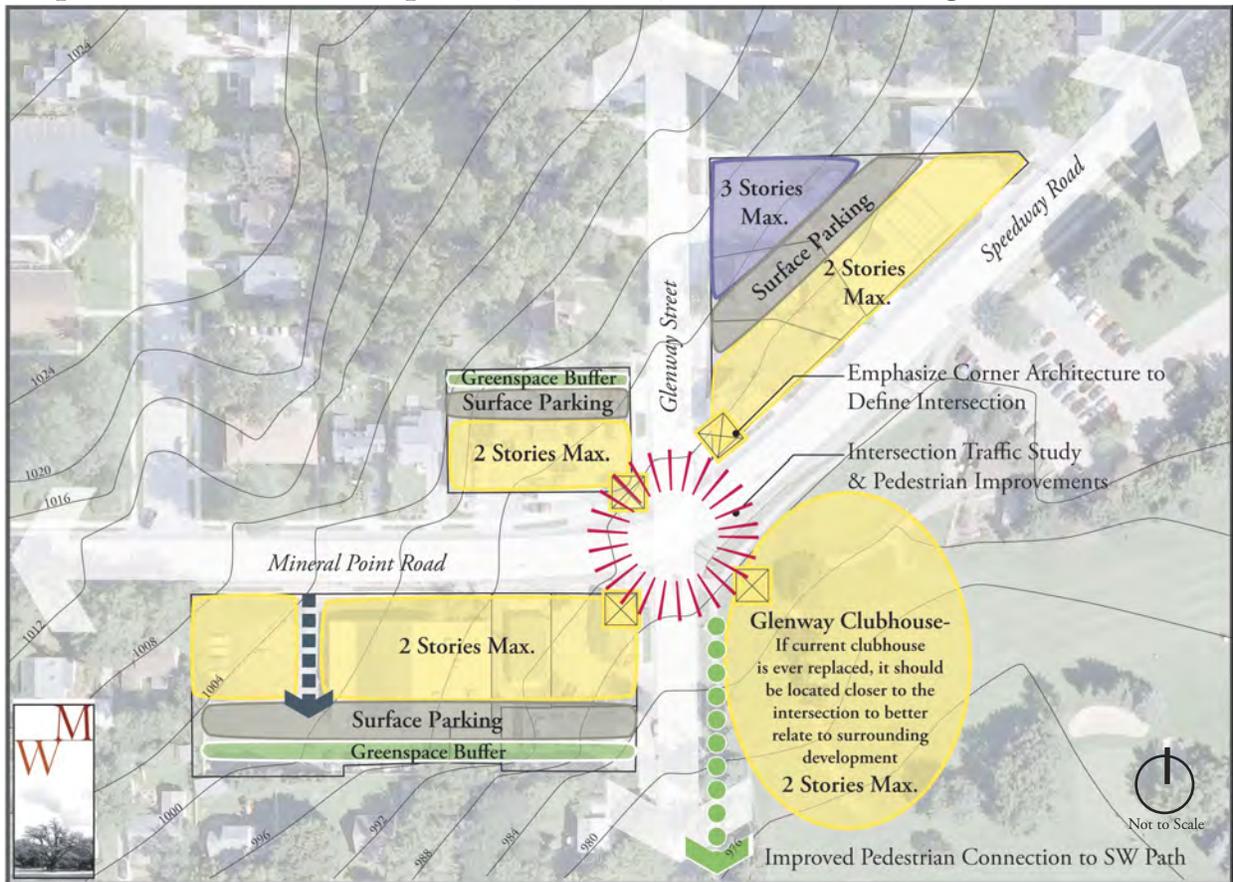
- Although variation and innovation is encouraged, all buildings should incorporate some of the following architectural elements and materials in order to ensure the buildings are consistent with the residential character of the neighborhoods:
  - “Main Street” style façades which create a unified building face, but utilize different materials to add visual interest & reduce the mass of the building.
  - Architectural character and roof lines which incorporate elements found in the surrounding residential neighborhoods, such as Cape Cod, Prairie and Colonial styles.
  - Prominent use of glass at pedestrian level.
  - Use of awnings.
  - Pedestrian-oriented building signage.
- In addition to structural elements, the intersection as a whole should incorporate as many of the following streetscaping elements as possible:
  - Pedestrian scale lighting in front of businesses.

- Seating along sidewalks and in designated gathering places. Ensure any street furniture is outside of pedestrian walking areas.
- Street banners and signage which identify the node.
- Clearly defined pedestrian crossings.
- Vegetation in the form of street trees, planters or hanging baskets. Ensure vegetation does not encroach on pedestrian area.
- Ample and secure bicycle parking

Linkages:

- As redevelopment occurs, the increased massing around the intersection may obscure view at the intersection. In order to identify potential improvements, a detailed study of the Mineral Point Road/Speedway Road/Glenway Street intersection should be undertaken at the time of redevelopment. It is anticipated that the primary issue will be visibility from Glenway Street onto Speedway Road.
- Development at the intersection should strengthen the connection to the Southwest Path via improvement to the pedestrian/bike path located on the east side of Glenway Street and the south side of Speedway Road.
- Bus stops should be enhanced and located near building entrances where

**Map 11.3: Mineral Point/Speedway/Glenway Node: Future Heights & Connections**



Source: Vierbicher Associates, City of Madison 2008

possible. If site constraints and Madison Transit requirements allow, bus pull-off areas should be provided near the intersection in order to reduce the impact of buses on automobile traffic.

- Linkages to the Glenway Golf Course on the east side of Glenway Street should be strengthened.
- If a larger redevelopment occurs in the Southwest corner of the Mineral Point Road/Glenway Street intersection which involves multiple parcels, access points on Mineral Point Road should be moved as far west as possible and the access point on Glenway Street should be maintained for neighborhood access and traffic flow.
- All future development should be intentionally linked to all pedestrian, bicycle and mass transit infrastructure which is near the site.
- If redevelopment sites are located mid-block and space on the site allows, public pedestrian connections should be provided to enhance pedestrian connectivity throughout the neighborhoods.

#### Parking:

- Parking should be located behind buildings to provide a continuous commercial façade. Parking should also be shielded from the surrounding residential neighborhood, roadways and openspace such as landscaping buffer or decorative fencing.
- Underground parking should be pursued if site dimensions and economic constraints permit.

#### Open Space:

- Larger redevelopment projects in this node should incorporate high-quality public open space on-site. On-site open space should include landscape and hardscape and should include seating areas.

#### ***Other Neighborhood Redevelopment Sites***

The other sites identified on the map are primarily clusters of multi-family housing which, over the long-term, could potentially be redeveloped. If so, redevelopment should enhance their compatibility with the surrounding neighborhoods. Because these areas are not specifically identified, their recommendations are more generalized.

#### Appropriate Uses:

- The most appropriate uses for these areas are to remain residential or become institutional uses like churches, which support surrounding residential. Depending on the site and the type of residential, there may be potential of limited neighborhood retail.
- The type of residential located in these areas should be determined by site constraints, market opportunity and neighborhood housing needs. Potential housing forms could include, but are not limited to, senior housing, apartments, condominiums, and town homes.

*For more information on housing needs see the Housing section of these recommendations.*

#### Heights:

- Buildings on these sites should not exceed three stories.

Massing and Setbacks:

- Setbacks should correspond with the setbacks of adjacent existing development.
- The primary entrance of the homes should face the street to ensure consistency along the street.

General Urban Design and Streetscaping:

- Urban design and streetscaping should be determined on a case by case basis for each of the proposed sites. However, the following basic guidelines should be adhered to:
  - Structures should be built using high quality materials which mimic those used in the surrounding neighborhood.
  - All multi-family residential structures, with the exception of senior/assisted living developments, should be built so that each unit has a dedicated entrance.

Linkages:

- All future development should be intentionally linked to all pedestrian, bicycle and mass transit infrastructure which is near the site. For example, if the site is located near the Southwest Path, the site should include some provision to get pedestrians and bicyclists to the Path safely and efficiently.
- If redevelopment sites are located mid-block and space on the site allows, public pedestrian connections should be provided to enhance pedestrian connectivity throughout the neighborhoods.

Parking:

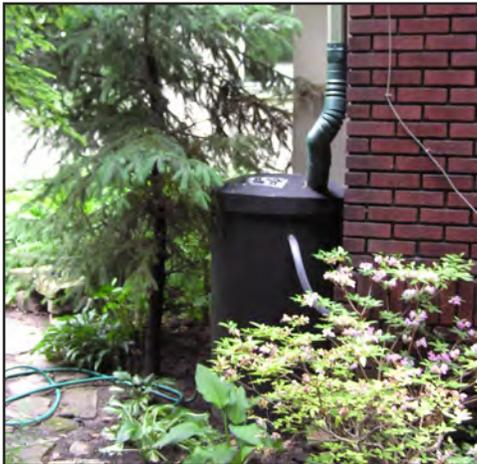
- Whenever possible, surface parking at these sites should be screened from the street and from neighboring uses. This means that parking would likely be placed behind or to the sides of the buildings or underground if topography and site dimensions permit.
- Garages should be located so as not to face the right-of-way. Side-loading or rear-loading garages are preferred.

Open Space:

- Open space should be included with all future development.



*A bioswale in a street terrace helps infiltrate stormwater*  
© 2006 Sitephocus, LLC., [www.sitephocus.com](http://www.sitephocus.com)



*A rain barrel at a private residence stores water for later use*



*A residential rain garden infiltrates storm water on-site*



*A green roof atop a commercial building intercepts rainwater before it hits the street*

**Goal B:** Develop future land uses in a manner which promotes long-term sustainability and efficient use of resources.

**Objectives:**

- Create opportunities for clusters of land uses within the neighborhoods which offer expanded small-scale commercial, residential and employment opportunities.
- Connect future redevelopment projects to the existing and anticipated multi-modal transportation network.
- Encourage applications and technologies that minimize impacts on the environment and dependence on non-renewable resources.
- Educate residents about the importance of long-term sustainability and sustainable neighborhood development.
- Incorporate land uses into the neighborhood which promote alternative food systems.
- Reduce the neighborhoods' impact on the Lake Mendota and Lake Wingra watersheds.

**Recommendations:**

- LU(b).1** Encourage the installation of rain gardens, bio swales, native plantings, green roofs and rain barrels in new and existing development to help reduce stormwater runoff and improve infiltration. Educate residents about the benefits of such treatments and encourage their use on residential properties.
- LU(b).2** Promote the availability of and encourage participation in alternative energy incentives and programs like the MadiSUN solar energy initiative, Focus on Energy initiatives and grants, and Madison Gas and Electric's (MG&E) Green Power Tomorrow program.
- LU(b).3** Encourage new development to incorporate building design elements which promote energy efficiency and sustainability. Potential design consideration include, but are not limited to:
- Passive solar
  - Daylighting
  - Gray water capture
  - Overhanging eaves
  - Photovoltaic arrays
  - Heat pumps
  - Composting systems.

**LU(b).4** Support Zoning Code rewrite to include sustainability standards (etc). Work with future development to achieve storm water infiltration to the greatest extent possible given site characteristics and constraints. Site considerations should include soils, topography, location, desired density, neighboring uses, cost and possible contamination.

**LU(b).5** Develop a community based social marketing (CBSM) campaign to foster neighborhood-wide sustainable practices. CBSM is a widely used method of encouraging sustainable behaviors by identifying and removing barriers to a desired behavior, and creating barriers to the unwanted behavior. Example behaviors which can be targeted by CBSM include, among many others, rain garden/rain barrel installation, composting, property waste (grass and leaves) disposal, transportation choices and community supported agriculture membership. A typical CBSM would follow a three step process.

1. Conduct neighborhood research to determine the barriers causing people to not engage in the desired behavior, and the reason why the undesired behavior is preferred (e.g. the undesired behavior costs less money).
2. Determine incentives, disincentives and neighborhood programs which can be implemented to help remove the identified barriers.
3. Administer the campaign and monitor the results in order to determine if there are other barriers or incentives which were not previously identified.

For further information on how to develop a CBSM campaign, and examples of successful campaigns, visit [www.cbsm.com](http://www.cbsm.com).

**Goal C:** Preserve and enhance existing residential character and architectural style in the areas not identified as potential redevelopment sites, while also allowing for the continued evolution of housing form in order to meet the needs of a changing population.

**Objectives:**

- Identify neighborhood areas in need of targeted preservation efforts.
- Ensure all new construction respects the character of adjacent residential land uses.
- Where appropriate, allow for changes in the neighborhood housing stock which better meet the needs of the current and future neighborhood population.
- In areas not identified as potential neighborhood development sites, maintain existing residential setbacks, heights, densities and massing.
- Ensure future land uses maintain and promote neighborhood safety and the absence of nuisances.

A sample of the architectural character in the planning area:



## Recommendations:

The recommendations for Land Use Goal C provide general guidelines for neighborhood preservation and outline steps to implement additional controls on new construction, redevelopment and remodels in residential areas if determined appropriate.

**LU(c).1** To efficiently preserve neighborhood character, efforts must be targeted at those homes and areas which provide exemplary examples of period design and construction. In order to identify those areas, someone skilled in the area of historic preservation should complete a survey of architectural elements. The following bullets describe the tasks which would need to be completed by the neighborhood to facilitate such a survey.

- Conduct an overview survey of structures to determine areas which may present opportunity for further study.
- Commission an intensive architectural survey for the areas identified above. This survey will consider each structure in detail and identify common architectural elements in an attempt to define the specific neighborhood character in need of preservation.
- Using the information and recommendations gathered from the survey, identify preservation measures which could be used to protect specific examples of architecture and character.
- Amend the neighborhood plan to include those preservation measures.

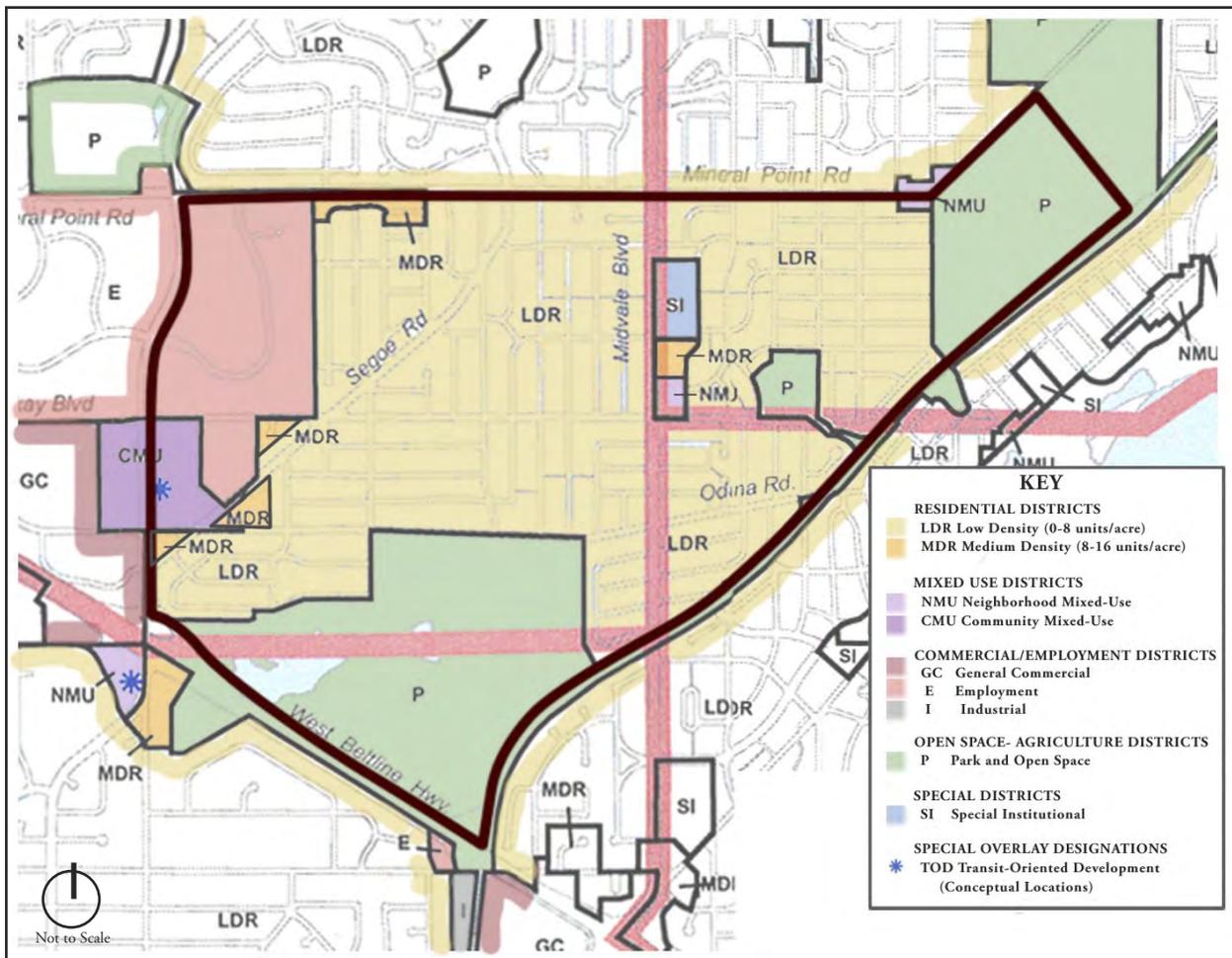
**LU(c).2** Maintain heights at one to two stories in single family residential districts. New construction and additions should be designed to ensure the massing of buildings does not overwhelm the adjacent structures. Things such as topography, building placement, and the design of adjacent buildings will help determine what is appropriate at a given location.

**LU(c).3** Densities throughout the single-family residential areas should be no greater than six units per acre, where a unit is defined as the primary dwelling unit located on each lot. An accessory dwelling unit should not be counted towards neighborhood density as long as it meets the requirements identified in the Housing Section of this document.

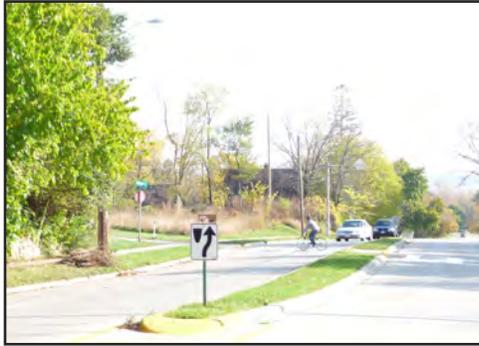
**LU(c).4** Setbacks should be maintained to correspond with the setbacks of the surrounding neighborhoods. In Midvale Heights, the average front yard setback is approximately 30 feet. In Westmorland, the average front yard setback is also approximately 30 feet. (R1 and R2 zoning, which comprise the majority of the neighborhoods, has a minimum requirement of a 30 foot setbacks). Side yard setbacks should be consistent with the side yards of adjacent buildings, but, according to the Madison zoning code, should be no less than six feet when a side yard abuts an adjacent side yard, and no less than four feet when abutting a complying rear yard set back.

**LU(c).5** Lots should have a minimum of approximately 17 percent of their area in usable open space. Usable open space is defined by the Madison zoning code as “the area of a zoning lot, other than in a required front or corner side yard, which is unoccupied by driveways, drive aisles, service drives, off-street parking spaces and/or leading berths, principal buildings, accessory buildings other than greenhouses or swimming pool domes.” (Sec. 28.03(2))

Map 11.4: Future Land Use



Source: Vierbicher Associates, City of Madison 2008



*The intersection of Odana Road and the Southwest Path is an area of concern for many local residents*



*Dense vegetation along the Southwest Path can make it difficult for motorists on Odana Road to see approaching bicyclists*



*The mid-block pedestrian crossing of Midvale Boulevard at Midvale Elementary is another problem area, as it is heavily used by children on their way to and from the school, yet not well marked for motorists*



*Several of the residential streets in the planning area do not have sidewalks*

**LU(c).6** Develop educational resources that detail the architectural history of the neighborhoods and provide suggestions for historically-accurate remodeling. Provide these resources to residents, particularly when purchasing or renovating a home.

**LU(c).7** If determined appropriate and desired, develop guidelines for new construction, redevelopment and remodels for neighborhood areas beyond those discussed in LU(c).1 to protect the overall character of the neighborhood.

## **Transportation**

**Goal A:** Create an interconnected multi-modal transportation network which is efficient, accessible and safe.

### **Objectives:**

- Identify problematic intersections, driveways and street segments and develop plans to improve the safety of motorist, bicyclist and pedestrian interaction at these locations.
- Ensure adequate pedestrian and bicyclist crossings at key points of circulation (e.g., Southwest Path, Midvale Elementary School).
- Consider the amount of traffic generated by new development and plan improvements to mitigate the impact on local streets to the greatest extent possible.
- Identify congested intersections and arterial roads and develop plans to improve traffic flow and interaction at these locations.
- Develop a transit system which serves all geographic areas of the neighborhoods with convenient and direct routes to important destinations.
- Create pedestrian, bicycle and mass transit connections to areas in the neighborhoods which are currently isolated and under served.
- Improve connections from neighborhood circulation routes to the city-wide and regional network for pedestrian, bicyclists and motorists.
- Make every block in the neighborhoods walkable by providing necessary infrastructure such as sidewalks, street lights, street crossings, etc.

Map 11.5: Priority Future Circulation Improvements



**Recommendations:**

- T(a).1** Increase visibility and improve pedestrian, bicyclist and motorist behavior at the street crossings of the Southwest Path and (in priority order) Glenway Street, Odana Road and South Midvale Boulevard. Inconsistency in motorist response to path users (some stop, some do not) and disregard of stop sign by bicyclists causes conflict between path users and motorists.
- T(a).2** Enhance pedestrian crossing on South Midvale Boulevard in front of Midvale Elementary during peak usage times.
- T(a).3** Determine the feasibility of providing a bicycle connection between South Whitney Way and the vicinity of Medical Circle.
- T(a).4** Create pedestrian linkages between the neighborhoods and University Research Park. The recommended location of new connections is along Rushmore Lane at the dead end of Manor Cross and Tocora Lane.
- T(a).5** Improve pedestrian safety on the 'S' curve on Caromar Drive between Clifden Drive and South Owen Drive. The street segment is perceived to be hazardous because parked cars reduce visibility and space.
- T(a).6** Work with Madison Transit to add bus routes to better serve the interior and eastern portion of the planning area. Specific neighborhood needs

**Map 11.6: Future Bike Path Connection**



Source: City of Madison 2008

include:

- More express routes from the neighborhood to major destinations including campus, capital square and Hilldale Mall.
- Explore potential of creating an express route along South Whitney Way and the Mineral Point Corridor. A dedicated express route would include a diamond bus lane and signal preemption technology to support express bus services.
- Work with traffic engineering to provide right-of-way improvements to benefit bus travel. Specific recommendations include creation of diamond bus lanes and traffic signal preemption technology to support express bus service.
- Develop frequent, neighborhood circulator routes to connect the area to the future commuter rail. The location of these circulators will be determined by the route of the rail.
- Increased downtown bus service late at night.
- Increased number of routes that run north/south through the neighborhood east of South Whitney Way.
- Increased frequency of stops in the neighborhoods. This is especially important because of the aging population, and the difficulty some of them have walking three or more blocks to the nearest bus stop.
- More direct campus and downtown routes from the neighborhoods.
- Better service to areas west of the planning area such as the far west side of the City and the City of Middleton.

*According to Madison Transit, there is no plan at this time to increase frequency of bus routes within the neighborhoods, or add additional north/south routes. This is largely due to the fact that the neighborhoods, in particular Midvale Heights, currently have among the highest frequencies of any neighborhood in the City. Likewise, north/south routes are also fairly abundant if a rider is willing to travel to the West Transfer Point first, and then continue north or south on South Whitney Way.*

**T(a).7** Work with Traffic Engineering to assess and develop strategies to deter cut-through traffic on problematic routes such as:

- Hilltop Road
- Keating Terrace
- Caromar Avenue
- Wedgewood Way

**T(a).8** Explore the feasibility of conducting a study to determine implementing left turn conditions at the following intersections:

- South Midvale Boulevard onto Mineral Point Road
- Odana Road onto South Midvale Boulevard (westbound)
- Tokay Boulevard onto South Midvale Boulevard (westbound)

It should be noted that some intersections only experience difficulty during peak traffic times. Therefore, control changes that are time-of-day specific may be appropriate.

**T(a).9** Support the construction of the proposed four-way stop at Segoe Road and Tokay Boulevard. (Scheduled for 2009)

**T(a).10** Conduct a study and develop alternatives to improve the pedestrian and bicycle crossings at the South Whitney Way and Odana Road intersection.

**T(a).11** Study pedestrian crossing at S. Midvale Boulevard and Tokay Boulevard

- T(a).12 Explore the feasibility of installing an underpass or overpass at the West Beltline and Kessel Court for pedestrians and bicyclists to improve the linkage between neighborhoods, employment centers and shopping areas.
- T(a).13 Provide on-street bicycle lane and/or improve shared lane for bicyclists along the length of Tokay Boulevard by lane marking for interim improvement with the reconstruction of Tokay Boulevard as long term strategy.
- T(a).14 Determine the feasibility of constructing an off-street bicycle path along the southern border of Odana Golf Course from South Whitney Way to Southwest Bicycle Path.
- T(a).15 Improve pedestrian crossings at Mineral Point Road intersections. Of particular importance are the following intersections due to the difficulty of pedestrian crossing: Owen Road and Mineral Point Road and Mineral Point Road and Segoe Road.
- T(a).16 Create a bicycle connection under the West Beltline at South Whitney Way by adding a bike lane on one or both sides of the street.

Map 11.7: Key Corridors for Aesthetic Enhancement



Source: City of Madison 2008

- T(a).17** Install lighting along the Southwest Path in order to enhance safety. Consider lighting on the Southwest Path be aimed towards the ground and be designed to be as inconspicuous as possible to surrounding residential.
- T(a).18** Pursue policy and guideline development and identify location and install emergency phone kiosks along the Southwest Path.
- T(a).19** Conduct an assessment and develop a plan, if needed, to improve uncontrolled intersections. High priority routes identified during the planning process that have relatively high volumes with no traffic control include: Ames Street between Midvale Boulevard and Piper Drive (yield signs at intersections with Togstad Glen, Woodside Terrace, and Charles Lane); Presidential Lane between Mineral Point and Segoe Road (stop sign at intersection with Tocora Lane); and Rushmore Lane (stop sign at intersection with Tocora).
- T(a).20** There are numerous streets in the neighborhoods which currently do not have sidewalks. Although many of the streets are not commonly used by for pedestrian travel, and some of the current property owners do not desire sidewalks be installed, there are missing segments which disrupt pedestrian routes to major neighborhood destinations. Therefore, as streets are reconstructed, sidewalks should be installed in areas which will complete or improve common pedestrian circulation routes.
- T(a).21** Design a neighborhood-based revolving loan fund which could be used to pay a portion of the new sidewalk assessment. To ensure these funds are properly utilized, coordinate with the street reconstruction projects to ensure areas are targeted when reconstruction occurs.

**Goal B:** Enhance the appearance of key corridors within the neighborhoods to improve overall aesthetic.

**Objectives:**

- Improve the highly-visible corridors of Segoe Road and Midvale Boulevard to improve overall aesthetics to neighborhood residents and visitors.
- Protect aesthetics of the W. Beltline corridor which forms the southern boundary of the neighborhood.

**Recommendations:**

- T(b).1** Incorporate additional ornamental & tree plantings into the median on Segoe Road to fit with the character of Tokay Boulevard.
- T(b).2** Incorporate additional ornamental & canopy tree plantings into the median of Midvale Boulevard to fit with the character of other boulevards in the neighborhoods.
- T(b).3** Encourage the installation of rain gardens, bio swales and native plantings in street medians and street terraces to help reduce stormwater runoff and improve infiltration.
- T(b).4** Encourage improvements to open spaces and entrances in parks and schools along Segoe Road and Midvale Boulevard (see P.7, P.8, CF.3, and CF.4)

- T(b).5** Keep the W. Beltline corridor free of major overhead power transmission lines or other highly-visible utilities. The W. Beltline Highway corridor is seen by a high volume of cars every day and is very visible from the adjacent neighborhoods, parks and the Odana Golf Course and its aesthetics are important to the image of the surrounding neighborhoods. (see also CF. 12)
- T(b).6** Bury utility lines throughout neighborhood where possible and minimize damage done to street terrace trees and general neighborhood canopy by utility lines.

### **Housing**

**Goal A:** Encourage a mix of housing type and affordability.

#### **Objectives:**

- Attract more households with young children to the neighborhoods.
- Develop housing choices which support the changing lifestyles and housing needs of local households.
- Maintain and enhance existing rental properties.
- Develop a housing stock which supports a wider range of household ages, especially increasing housing types demanded by both younger and older households.

#### **Recommendations:**

- H.1** Encourage employees of nearby businesses to live in the neighborhoods by pursuing the following programs and initiatives:
- A. Encourage that all future residential development at any of the redevelopment sites identified in this document have explicit linkages to surrounding employment centers through pedestrian/bike paths and mass transit linkages.
  - B. Begin discussions with employers in the area to assess the potential for their involvement in a workforce housing program. One such employer initiated program is the issuance of a forgivable loan. In this program, the employer gives an employee a loan for some portion of the down payment and closing costs. For every year the employee stays with the company, 20 percent of the loan is forgiven. Depending on the type of program, some portion of the employer contribution is tax deductible.
- H.2** Provide smaller residential units and enhanced accessibility in new development to accommodate changing demographics and trends in decreasing household size.
- H.3** Plan for the development of assisted living and nursing home facilities. This is particularly important because the neighborhoods' aging population and their desire to remain in the neighborhood, may require the need for expanded housing options.
- H.4** Provide information on existing programs to assist seniors to retrofit homes, home chore programs, or other senior programs offered in the area.

- H.5** Promote the use of Wisconsin Housing and Economic Development Association (WHEDA) and City of Madison financing programs for first time homebuyers by informing local realtors of the neighborhoods' desire to target first-time home owners. In the City of Madison, a family of three making up to \$80,000 annually could qualify for a low-interest, fixed rate mortgage through WHEDA.
- H.6** Inform families with children and realtors in order to address concerns over school busing programs by providing potential buyers and renters with materials about the public schools and information from other parents.
- H.7** Work with property owners, in particular multi-family property owners, to ensure residential and commercial buildings meet code requirements.
- H.8** This joint plan supports the idea of having alternate types of housing and additions that facilitate families to stay close and elderly family members to live nearby. Accessory Dwelling Units (ADUs) can be used to achieve this purpose. However, to protect neighborhood character, further study is needed to determine where in the neighborhoods these units are appropriate and design guidelines developed before the construction of ADUs is fully endorsed.

### **Economic Development**

**Goal A:** Promote vitality and growth of neighborhood retail and commercial uses which are intended to serve the local population. Integrate employment centers with the neighborhood in order to provide both a physical connection and an opportunity to create new employment and learning opportunities for residents.

#### **Objectives:**

- Encourage commercial development which meets the needs of the local population while also being sensitive to the retail supply and demand of the larger region.
- Ensure new development creates an inviting and aesthetically pleasing commercial environment.
- Ensure new development incorporates pedestrian and bicycle connections to the surrounding neighborhood in order to provide convenient access to neighborhood serving retail.
- Capitalize on the robust connection between the City of Madison, and rural economies and producers of food and resources.
- More fully integrate existing employment centers with the neighborhood.
- Encourage more residents to work in or near the neighborhood.
- Encourage home-based businesses and tele-commuting.

#### **Recommendations:**

- ED.1** Encourage new commercial development to incorporate high-quality streetscaping, architectural details, building materials, and a pedestrian-scale environment. *See the recommendations under Land Use Goal A for a basic outline of desired design features.*
- ED.2** In all new mixed-use development, promote commercial uses which are complementary to existing neighborhood business and the regional retail environment. This means regional serving establishments, such as big-box stores, which are adequately supplied by the West Towne commercial node, should be avoided. Likewise, the development of local, niche retail and service offerings is encouraged.

- ED.3** Explore the possibility of the City of Madison becoming involved in the Westgate Mall Redevelopment through the use of economic development tools and the potential for public-private partnerships.
- ED.4** Pursue the Westgate Mall redevelopment site as a potential location for office space which could attract firms looking to “graduate” from the adjacent University Research Park. Currently, when a firm outgrows their spaces in University Research Park they are often unable to stay in the neighborhood because of lack of adequate facilities. Given the proximity of the Westgate Mall redevelopment to University Research Park, there seems to be an excellent opportunity to provide for an easy transition into new office space which would benefit the business, their employees, the neighborhoods and the greater Madison economy.
- ED.5** This joint neighborhood plan supports home-based businesses throughout the neighborhoods as long as commercial activity or resulting traffic does not degrade the neighborhoods.
- ED.6** Work with University Research Park to explore the potential for informational and training programs targeted at neighborhood residents. Such programs would identify potential employment opportunities for residents and promote long-term job creation through training and education. Examples include:
  - University Research Park job fairs which could also be used to promote the neighborhood to potential employees.
  - Teen-training programs targeted at practical work experience.
  - Distributing information on job openings to neighborhood newsletters, list-serves, websites and the Sequoia Branch Library.
- ED.7** Ensure there are adequate pedestrian, bicycle and transit connections between the neighborhoods and surrounding employment nodes. *See the Land Use and Transportation sections for more information*

### **Parks and Open Space**

**Goal A:** Maintain and enhance a network of parks and open spaces that serve the needs of multiple age populations.

#### **Objectives:**

- Develop park and open space amenities targeted at currently underserved population segments such as young families and teenagers.
- Coordinate with the City Parks Division to develop a strategy to provide maintenance of park space at levels which satisfy both the City’s and the neighborhoods’ needs.
- Install new park equipment to meet neighborhood needs.
- Protect and maintain the existing tree canopy and plan for future tree replacements.
- Improve the aesthetics of parks and open space along primary neighborhood corridors.

#### **Recommendations:**

- P.1** Encourage the installation of rain gardens, bio swales, native plantings, green roofs and rain barrels in park space to help reduce stormwater runoff and improve infiltration.

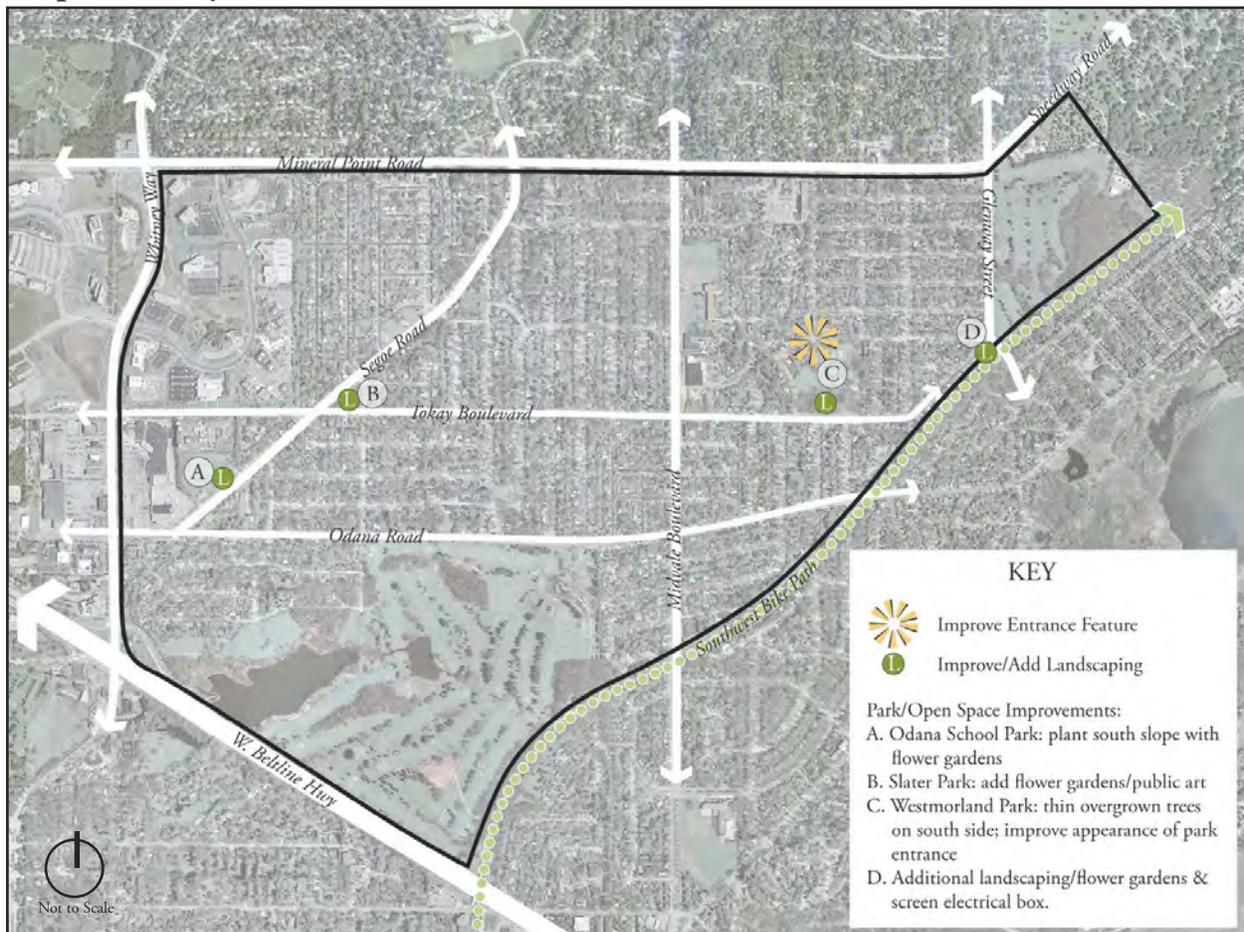
- P.2** Work with the City of Madison Parks Division and neighborhood residents to identify a location for an off-leash dog park. Considerations for locating a dog park include:
  - An area of at least two acres in size.
  - Ability to fully enclose the site in a fence.
  - Shielded from view of surrounding homes
  - Ample parking.
- P.3** Expand the community gardens initiative. Any location selected for new gardens would need to be easily accessible and have the appropriate conditions for cultivating plants. Potential areas include:
  - Segoe Park
  - Current utility corridor along Southwest Path,
  - Wedgewood area of Odana Hills Golf Course
- P.4** Identify areas most in need of maintenance and/or funding, and work with the City to find solutions to common needs.
  - *Adopt a Park*, which allows neighborhoods to enter into an agreement with the City transferring some basic maintenance responsibility to volunteer neighborhood groups.
  - Volunteer planting efforts in addition to those already completed in the neighborhood.
  - Capital campaigns to generate funding for special maintenance needs; for example ice rink maintenance and ski trail grooming at Odana Hills.
- P.5** Work with the City of Madison Parks Division and neighborhood representatives in an effort to find potential sites for park amenities that could serve older children and teenagers. Potential amenities include:
  - Skate park
  - Frisbee golf course
  - Basketball courts

Midvale Heights				
<u>Odana School</u>	<u>Segoe Park</u>	<u>Oak Park Heights</u>	<u>Odana Hills Park</u>	<u>Odana Hills East</u>
Fitness Course Band Shell Bathrooms/Portable Bathroom Educational Gardens	Picnic Shelters Play Fountain/Splash Pad	Park Furniture Bathrooms	Fitness Course Dog Recreation Area	Park Furniture
<u>Odana Hills Golf Course</u> (non-golf recreation uses)	<u>William Slater Park</u>	<u>Southwest Path and Adjacent Greenspace</u>		
Dog Recreation Area	Park Furniture	Park Furniture Drinking Fountain		
Westmorland				
<u>Westmorland Park</u>	<u>Glenway Golf Course</u> (non-golf recreation uses)	<u>Southwest Path and Adjacent Greenspace</u>	<u>Midvale School Grounds</u>	<u>Midvale Community Gardens</u>
Park Furniture Band Shell/Retrofit Existing Shelter Splash Pad	Dog Recreation Area	Bathrooms Drinking Fountain	Park Furniture Fitness Course Bathrooms/Portable Bathroom	None

*Midvale Community Gardens and Queen of Peace Playground did not garner sufficient responses*

- P.6 In order to attract young families with children, provide improvements to local parks which are targeted at pre-k and elementary children. Such improvements could include:
  - Infant/toddler swings
  - Newer climbing equipment
  - Pre-K appropriate stand alone components
- P.7 Work with City of Madison Parks Division and neighborhood residents to site additional equipment at local parks. Based on public input, Table 8.1 shows the most desired amenities at each neighborhood park. According to the Madison Parks Division, amenities such as bathrooms, band shells and other significant expenditures are unlikely to be provided in any existing Madison neighborhood park due to current budgetary considerations, lack of space, and other scheduled park improvements.
- P.8 Work with City Parks Division to install low-maintenance flower gardens to the south slope of Odana School Park to further enhance the Segoe Road corridor and coordinate neighborhood residents for maintenance of flower gardens.
- P.9 Incorporate low-maintenance flower gardens and/or public art into Slater Park to further enhance the Segoe Road corridor.

Map 11.8: Key Parks for Aesthetic Enhancement



Source: City of Madison 2008

- P.10** Improve the appearance of the Westmorland Park entrance on St. Clair Street and thin overgrown trees on the south side of the park, along Tokay Boulevard.
- P.11** Incorporate additional landscaping and flower gardens into the open space at the intersection of Glen Drive and Glenway Street, making a special effort to screen the appearance of the electrical box.
- P.12** Protect the remaining oak trees identified as being older than 200 years (known as *Bicentennial Oaks*). The following Bicentennial Oaks are located in the neighborhoods:
  - 5100 block of Mineral Point Road
  - 4700 block of Mineral Point Road
- P.13** Encourage residents to contact the Madison Forestry Section of the City Parks Division in matters relating to the planting of new trees.
- P.14** Educate homeowners on the characteristics of a healthy and well maintained tree so they know when to contact the Madison Forestry Section of the City Parks Division and request evaluation and maintenance.  
*For more information on urban forestry see Appendix B.*

### **Cultural and Historic Resources**

**Goal A:** Preserve neighborhood cultural and historic resources.

#### **Objectives:**

- Consider sites for evaluation and potential listing on the State and National Register of Historic Places.
- Maintain and enhance existing historic and cultural structures and landscapes.
- Ensure resources like schools, churches and community organizations are well integrated into the neighborhood fabric.

#### **Recommendations:**

- CHR.1** Provide property-owners and neighborhood associations with resources that detail the architectural significance of the neighborhood housing stock and provide guidelines for historically accurate remodeling. Encourage owners of historic properties to invest in the aesthetic quality of their buildings by making them aware of the funding opportunities and tax incentives that are available through state and national historic preservation offices.
- CHR.2** Promote a neighborhood wide initiative which encourages neighborhood groups to actively engage local resources, such as schools, churches and community organizations, in all neighborhood activities and events. This will facilitate the integration of local resources into the lives of neighborhood residents.
- CHR.3** Develop a neighborhood-based walking tour brochure that highlights the Lustron homes and other significant historic features of the neighborhood.

**CHR.4** Work with property-owners to get historic buildings placed on the National-State Register of Historic Places. Sites must meet one of the following criteria (Wisconsin Historical Society):

- Be a good local example of an architectural style. To be individually eligible in the area of architecture, a property must retain the majority of its original architectural features and be a good example of the style and period.
- Be associated with a person important in our past. The property must be the resource most closely related to the person's period and area of importance.
- Represent an important period, movement or trend in local, state or national history.
- Have the potential to yield information; these types of properties are primarily archaeological sites.

**CHR.5** Work with property-owners to get historic buildings nominated as a Madison Landmark. At this time it is recommended that the following structures be considered for landmark status:

- The seven Lustron homes located in Westmorland
- Horstmeier Granary (4805 Mineral Point Road)
- David Piper House (4718 Odana Road)

**CHR.6** Where appropriate, develop neighborhood preservation measures per the recommendation dealing with an intensive architectural survey in Land Use Goal C.

### **Community Facilities & Infrastructure**

**Goal A:** Provide a full range of community facilities which meet the needs of the neighborhood population.

#### **Objectives:**

- Ensure ample and flexible meeting space for community groups and organizations.
- Support neighborhood residents who wish to age in place.
- Provide local programming and support services which meet the needs of the changing neighborhood population.
- Improve & maintain the appearance of prominent public facilities and utilities within the neighborhoods.

#### **Recommendations:**

**CF.1** Keep the West Beltline Highway corridor free of major overhead power transmission lines or other highly-visible utilities. The W. Beltline Highway corridor is seen by a high volume of cars every day and is very visible from the adjacent neighborhoods, parks and the Odana Hills Golf Course and its aesthetics are important to the image of the surrounding neighborhoods.

**CF.2** Utilize city and non-city funded support programs, such as the Home Chore program, to aid aging and disabled individuals in home and yard maintenance and repair. Provide support to senior citizens who wish to work with the Senior Coalition for program assistance.

- CF.3** Improve the prominence of the entrance to Midvale Elementary School from South Midvale Boulevard and replace existing chain link fence with a more attractive metal option (similar to Edgewood campus).
- CF.4** Replace the chain link fence along South Midvale Boulevard in front of Cherokee Middle School with a more attractive metal option (similar to Edgewood campus).
- CF.5** Create a neighborhood-based community committee to coordinate available neighborhood meeting space at local churches, schools, library, etc. Make this information available to neighborhood groups and activities.
- CF.6** Locate a car share pick-up in the neighborhoods. This initiative would likely require a corresponding neighborhood campaign to generate the interest needed to sustain an additional pick-up location.
- CF.7** Work with the neighborhoods to determine the location for a weekly farmers market. A potential location would have to include the following characteristics:
  - Convenient access, Room for vendors to park their vans/trucks
  - Consistent availability
  - Large, relatively open area for vendors and patrons
  - Ample parking
 Potential locations for a farmers market could include the Westgate Mall Site, Queen of Peace, and University Research Park.
- CF.8** Provide a wide range of neighborhood programming to encourage involvement from youth, teenagers, young families and the aging population. This programming could be provided through a future neighborhood center, senior center, or by the neighborhood associations utilizing available community facilities. Potential programming recommendations include:
  - Dealing with aging parents and the challenges of providing care
  - Grief counseling and/or support opportunities
  - Modifying residential space to accommodate reduced mobility and potential medical-related limitations
  - Canning and food preservation
  - Gardening without the use of chemicals
  - Natural lawn care
- CF.9** Work with the Community Development Block Grant Office and Office of Community Services to determine the feasibility of locating a community center within the neighborhood and to identify potential sites for a future community center.
- CF.10** Inventory existing neighborhood facilities for barrier-free access. If facilities are deficient, work with them to make the necessary changes.
- CF.11** Bury utility lines throughout neighborhood where possible and minimize damage done to street terrace trees and general neighborhood canopy by utility lines.
- CF.12** Pursue policy and guideline development and identify location and install emergency phone kiosks along the Southwest Path.

# Appendix A: Existing Commercial Tenants (June 2008)

## University Research Park

A.G. Edwards & Sons, Inc.  
 Aberdeen Consulting, LLC  
 Affiliated Engineers, Inc.  
 Alator Biosciences  
 Aristotle Ventures/aKa Card  
 Ash Access Technology, Inc.  
 ATOMM, Inc.  
 Baird Venture Partners  
 BioSentinel, LLC  
 Capital Associates, LLC  
 Call Line Genetics, LLC  
 CellCura, Inc.  
 Cellular Dynamics International, Inc.  
 Clifton Gunderson  
 ConjuGon, Inc.  
 Custer Financial Services  
 Deltanoid Pharmaceuticals  
 EMD Biosciences  
 The Energy Center of Wisconsin  
 First Business Bank  
 Flad & Associates  
 Forward Dental - Madison West  
 Foundation for Madison Public Schools  
 Frontier Science & Research Foundation  
 Functional Biosciences  
 Fundus Photograph Reading Center  
 GWC Technologies  
 Helix Diagnostics, LLC  
 International Dairy-Deli-Bakery Association  
 Invitrogen Corporation  
 Isomark, LLC  
 The Learning Gardens  
 LifeGen Technologies, LLC  
 Lincoln Financial Advisors  
 Long Term Care Institute  
 Luminis Group, Ltd.  
 Madison Community Foundation  
 Madison Endodontic Associates  
 Madison Investment Advisors  
 Madison Oral and Maxillofacial Surgeons  
 Makin' HEY! Communications  
 Master of Science in Biotechnology  
 Medical Staffing Network  
 Medigen Biosciences  
 Medlen & Carroll, LLP  
 Mentor Corporation  
 Meriter Physical Therapy - West  
 MetBiologics  
 MioSoft Corporation  
 Mirus  
 Mithridion, Inc.

MyWeather, LLC  
 The National Primate Research Center  
 Neider & Boucher  
 Nemean Networks, LLC  
 Nerites Corporation  
 NimbleGen Systems, Inc.  
 NorthStar Economics  
 Oakbrook Corporation  
 OpGen, Inc.  
 Otjen, Van Ert, Lieb & Weir, S.C.  
 Pair O Docs Professionals  
 Phenomenelle Angel Fund I  
 Poseidon Probes, LLS  
 Preschool of the Arts  
 Prevagen Brands  
 Primorigen Biosciences, LLC  
 PRISM Computational Services, Inc.  
 ProCertus BioPharm, Inc.  
 Promoter Neurosciences, LLC  
 Protein Solutions, LLC  
 Quincy Bioscience  
 Quintessence Biosciences  
 Renovar, Inc.  
 RHS Companies  
 Rogerson, John S., M.D., S.C.  
 SAFC, Inc.  
 ScheduleSoft  
 SciGro, Inc.  
 SCORE  
 Shamrock Title, LLC  
 Silatronix, LLC  
 Skyward, Inc.  
 SmartSoftKey  
 Sonoco Products  
 Southern Child Welfare Training Partnership  
 Spectrum Research, LLC  
 Staff Management Systems, LLC  
 Stem Cell Products, Inc.  
 Stemina Biomarker Discovery, Inc.  
 Stratatech Corporation  
 Sweeney & Sweeney S.C.  
 TaKaRa Bio USA  
 Third Wave Molecular Diagnostics  
 Ultratec, Inc.  
 Unemployment Insurance, Madison Call Center  
 United States Geological Survey  
 University Health Care  
 UW-Extension Division of Continuing Education, Outreach  
 and E-Learning  
 UW Division of Information Technology  
 UW Health - Research Park Clinic  
 UW Health Administrative Services

UW - Madison AIDS Vaccine Laboratory  
 UW - Madison Influenza Research Institute  
 UW - Madison Office of Corporate Relations  
 The UW Pain and Policy Studies Group  
 The UW Psychiatric Institute & Clinics  
 Venture Investors, LLC  
 WiCell  
 William F. Vilas Trust Estate  
 Wisconsin Energy Conservation Corporation  
 The Wisconsin Technology Council  
 The Zimdars Company

**Westgate Mall**

The Avenue  
 Bao Tran Oriental Gifts  
 Baseball Card Shoppe  
 Bead Bin  
 Milios Sandwiches  
 DMV Express  
 Dunham's Sports  
 Famous Footwear  
 Hancock Fabrics  
 ICW, Inc  
 Klinke Cleaners  
 Madison Ballet  
 Madison Cosmetology College  
 Music For Young Children (MYC)  
 Nails U Luv  
 Nhan's Alterations  
 Pfeifer's Jeweled Concepts  
 Relics Fossils & Rocks  
 Rocky Rococo  
 State Farm Insurance  
 TJ Maxx  
 Westgate Barbers  
 Westgate Cinema  
 Westgate Pet Clinic  
 Wisconsin Active Sportswear  
 Wisconsin Craft Market  
 Wisconsin Vision  
 Woodcraft

**Sequoia Commons**

Madison Public Library  
 Chocolate Shoppe

**Mineral Point Road & Speedway Road**

UW Extension- Wisconsin Geological & Natural History  
 Survey  
 EVP Coffee  
 Village Bar  
 EPA Warehouse Facility  
 Madeline's Patisserie

The Hair Studio & Day Spa  
 Stop N Go

*The remaining businesses exist largely outside the the planning area, west of South Whitney Way. They were included in this list because they are part of the larger Whitney Way commercial node.*

**Whitney Square**

Dollar Tree  
 Erik's Bike Shop  
 Factory Card Outlet  
 Guitar Center  
 JT Whitney's Brewpub & Eatery  
 Laredo's  
 Nini Nails Salon  
 Office Depot  
 Sally Beauty Supply  
 Takura Japanese Sushi & Steakhouse  
 Victory Beauty

**Heritage Square**

Artamos Specialty Meats & Deli  
 Bank Mutual  
 Cancun Mexican Restaurant  
 DW Zemke Clothiers  
 Ferguson Xpress  
 JT Puffin's  
 Seafood Center  
 Victor Allen Coffee Roasters

**Other Commercial In Area**

Applebee's Neighborhood Grill  
 Casual Male  
 Copp's Grocery  
 Jiffy Lube  
 Rubin's Scandinavian Furniture  
 Walgreens  
 Ziegler Investment Bankers

## Appendix B: Urban Forestry

The Midvale Heights-Westmorland Neighborhood contains a wealth of mature vegetation in the form of large street trees, mature trees in the area parks and open spaces.

### Street Tree Assets Worth Preserving and Nurturing

**Bicentennial Oaks:** In 1976, as part of the state celebration of the American Revolution Bicentennial, a survey was conducted to locate oaks within an eight-mile radius of the state capitol that were at least 200 years old. The list was updated in 2001 and several of the oldest oaks are still located in or at the edges of the Midvale Heights-Westmorland neighborhoods. Trees that date back to before the State of Wisconsin was created, as well as, the United States of America, can tie a community to its historical and native past and are worth investing in efforts to continue their preservation.

In order to qualify as a *Bicentennial Oak* a trunk of a bur or white oak needs to have a circumference at 4.5 feet above the ground of at least 10 feet to equate with an age of approximately 200 years or more. For oaks of the red oak group (pin, black and red) the circumference need to be at least 11 feet. These measurements were arrived at by the original conductor of the tree survey Walter Scott, former assistant to the secretary of the State Department of Natural Resources, through a study of annual growth rings on oaks local to the Madison area.

Some of the City's oldest oaks in and around the Midvale Heights and Westmorland Neighborhoods include the following: Several (approximately five remaining – measuring 10'-4" to 11'-0") in the Forest Hill Cemetery; two on Mineral Point Road in the 4700 (10'-11") and 5100 blocks (10'-7-1/2") respectively; two at 4110 Chippewa Drive (10'-2-1/2" and 10'-0'); and one at 4140 Council Crest (10'-7"). One bur oak measuring 10'-6" in circumference in 1976 and located on the Odana Hills Golf Course was unfortunately gone by 2001. In addition to these previously-identified oaks, neighborhood residents have report several others meet the criteria including trees at 630 Piper Drive, 473 Orchard Drive, 4825 Tokay Boulevard, and the 4700 block of Sherwood Street.

### Maintaining the Tree Canopy

The Forestry Section of the City of Madison Parks Division is tasked with maintaining trees on City property and in tree terraces along public streets and roads. On an approximately 7 to 10 year schedule each tree in the City is evaluated as to its health and vigor, dead wood removed, and shape or corrective pruning completed.

Significant work has occurred in the Midvale Heights-Westmorland Neighborhoods over the last 4 years. The 2004 Midvale Tornado caused significant damage and destruction to trees in the neighborhoods. The City concentrated on this area for pruning, repair and maintenance work in the months following storm. In addition, the City successfully procured a grant through the Wisconsin Department of Natural Resources Urban Forestry Grant Program and this funding allowed the replacement of all the trees that were destroyed or had to be removed in 2005.

The value of this grant and the ability to replace all the lost trees should not be under-estimated. Nationally, the 60 million street trees have an average value of \$525 per tree. (*Management Information Services*) and a mature tree can often have an appraised value of between \$1,000 and \$10,000 (*Council of Tree and Landscape Appraisers*) With the number of mature trees in the Midvale and Westmoreland Neighborhoods the local average value is significantly on the higher end of the scale.

In recognition of this significant value brought to the forefront by the loss and damage inflicted by the storm the City has secured additional funds and is currently in the process of developing a comprehensive tree inventory. This inventory will be subsequently used to better track monitoring, maintenance and replacement of street trees as well as providing a base valuation of trees for insurance coverage in the event of future storms and other causes of loss or damage.

### **Resources Available to Homeowners**

#### **Trees in Tree Terraces – New and Replacement City Policy and Procedure**

Current City of Madison Ordinance Section 10 requires the Forestry Section of the Parks Division to plant trees in the tree terrace along public streets and roads within the City. During new construction or other situations that involve never before planted tree locations, new trees will be installed by the City and the cost of the tree will be assessed to the first owner of the property. For existing trees, those that have died, fallen, or that have had to be removed for other purposes (for example, street reconstruction or repairs) will be replaced by the City without additional assessment to the current property owner or future property owners. The Forestry section boasts that approximately 95-percent of the spaces available in tree terraces in the City are currently filled with a street tree.

When a new tree installation is required or contemplated a homeowner may contact the City Forestry Section for input on the type of tree that will be planted. The homeowner has the opportunity to choose a particular tree from a list of trees provided by the City on a case-by-case basis. This list is culled from a master list of trees that is maintained and regularly updated by Forestry staff based on nursery availability and hardiness against various urban conditions such as pollution tolerance, disease resistance, salt tolerance, and other conditions.

The number of possible available trees is further narrowed based on the specific site conditions of the proposed location. These conditions include the size of the terrace, overall light and space availability (including overhead power lines or other utility conflicts), the type of underlying soil, and other impacts the tree may be subject to. The City wants to plant the “right tree for the right location” to best ensure the viability of the investment in each tree planted. Due to the use of this site specific list trees available will vary from property to property and therefore no master list that is published for the public.

#### **Maintaining Established Tree Canopies**

Homeowner’s may contact the Forestry Section on a case-by-case basis if there is a concern about a tree in the terrace in front of their home, such as, hanging dead branches or other potentially dangerous conditions. Homeowner’s are, however, required to trim low hanging branches, leaves, and debris to maintain adequate clearance for bicycles, pedestrians, and vehicles that pass under and around the trees.

Street trees are a valuable resource. Therefore taking care to properly maintain new and mature trees is important. They not only benefit the neighborhood but they have a significant impact on the sale value and utility costs of individual homes.

According to the USDA Forest Service a healthy, mature tree can add an average of 10 percent to a property’s value. In addition trees properly placed around a home can reduce air conditioning needs by 30 percent and 20 - 50 percent in heating costs. A joint national study in 2005 by Arbor National Mortgage and the American Forests Organization goes a step further. In it “83% of realtors believe that mature trees have a “strong or moderate impact” on the salability of homes listed for under \$150,000; on homes over \$250,000, this perception increases to 98%.”

Proper care includes regularly watering new trees between rain events and proper pruning of mature – and at the right time of year. With the continuing spread of Oak wilt disease and new threat of the Emerald Ash Borer care of the valuable tree assets is more important than ever. A number of resources are readily available to homeowners. These resources include the Dane County Tree Board and UW-Madison Extension publications. Links to these resources and specific publications are available through the City of Madison’s own website (<http://www.ci.madison.us>) under the Forestry tab under Parks – External Resources.

**Trees in Private Yards – Maintaining the Diversity and Vigor of our Native Trees**

Below is a list of trees that are recommended for the private yard and a few noteworthy trees that should be avoided. Generally native Wisconsin plants or those cultivated varieties (cultivars) of native Wisconsin plants suitable for USDA hardiness zone 4 or lower are recommended. The following more specific plants are preferred:

**CANOPY TREES** (At maturity reach a height of approximately 35-feet or more)

<u>Genus/Species (spp.)</u>	<u>Common Name</u>
<i>Acer</i> spp.	Red Maple, Sugar Maple, Black Maple (except those listed as understory trees or as listed to avoid – see list)
<i>Aesculus glabra</i>	Ohio Buckeye
<i>Betula nigra</i>	River Birch
<i>Betula papyrifera</i>	Paper Birch
<i>Carya</i> spp.	Shagbark Hickory, Yellowbud or Bitternut Hickory
<i>Celtis</i> spp.	Hackberry
<i>Fagus grandifolia</i>	American Beech (protected sites only)
<i>Fraxinus</i> spp.*	White Ash, Green Ash
<i>Ginkgo biloba</i>	Ginkgo or Maidenhair Tree (male varieties only)
<i>Gleditsia triacanthos</i>	Honey Locust (inermis or thornless varieties only)
<i>Gymnocladus dioica</i>	Kentucky Coffeetree
<i>Halesia monticola</i>	Mountain Silverbell
<i>Nyssa sylvatica</i>	Black Gum or Black Tupelo
<i>Picea</i> spp.	Black Spruce, White Spruce
<i>Platanus occidentalis</i>	American Plane-tree / Sycamore (protected sites only)
<i>Populus</i> spp.	Poplar or Aspen (Avoid Cottonwood – see list)
<i>Prunus</i> spp.	Black Cherry, Choke Cherry, Pin Cherry
<i>Quercus</i> spp.	Red Oak, White Oak, Bur Oak, Black Oak, Swamp White Oak
<i>Pinus</i> spp.	Red Pine, White Pine, Jack Pine, Norway Pine
<i>Pseudotsuga menziesii</i>	Douglas Fir
<i>Sorbus</i> spp.	Mountain Ash
<i>Tilia</i> spp.	Basswood, American Linden, Littleleaf Linden, Redmond Linden
<i>Ulmus</i> x hybrid	Elm hybrids (Dutch elm disease resistant cultivars, avoid Siberian Elm species – see list)

**UNDERSTORY TREES** (At maturity are shorter than approximately 30-feet – typically suitable for under power lines)

<u>Genus/Species (spp.)</u>	<u>Common Name</u>
<i>Acer ginnala</i>	Amur Maple
<i>Acer palmatum</i>	Japanese Maple
<i>Acer tataricum</i>	Tatarian Maple
<i>Amelanchier</i> spp.	Serviceberry
<i>Carpinus caroliniana</i>	American Hornbeam / Musclewood
<i>Cercis canadensis</i>	Redbud
<i>Cornus alternifolia</i>	Pagoda Dogwood / Round-leaved Dogwood
<i>Cornus kousa</i>	Japanese Dogwood
<i>Cornus mas</i>	Cornelian Cherry
<i>Crataegus</i> spp.	Hawthorn Species (inermis or thornless varieties only)
<i>Halesia tetraptera</i>	Carolina Silverbell
<i>Magnolia</i> spp.	Magnolia (protected sites only)
<i>Malus</i> spp.	Crabapple Species (disease resistant varieties only)
<i>Ostrya virginiana</i>	Ironwood / American Hophornbeam
<i>Syringa reticulata</i>	Japanese Tree Lilac
<i>Thuja occidentalis</i>	Arborvitae
<i>Tsuga</i> spp.	Hemlock

**\* With the advent of the Emerald Ash Borer's arrival in the State of Wisconsin in the summer of 2008, planting of new Ash trees should be restricted until effective control strategies and methods are found and implemented.**

**TREES TO AVOID:** A few noteworthy trees/shrubs that should be avoided – due to their invasive nature, detrimental effect on other native plants, or have particular “dirty” habits

**TREES**

<u>Genus/Species (spp.)</u>	<u>Common Name</u>
<i>Acer Platanoides</i>	Norway Maple
<i>Acer saccharinum</i>	Silver Maple
<i>Acer negundo</i>	Box Elder
<i>Ailanthus altissima</i>	Tree-of-Heaven
<i>Ginkgo biloba</i>	Ginkgo (female varieties)
<i>Morus alba</i>	White Mulberry
<i>Populus deltoides</i>	Cottonwood (female varieties)
<i>Robinia pseudoacacia</i>	Black Locust
<i>Ulmus pumila</i>	Siberian or Chinese Elm

**UNDERSTORY TREES**

<u>Genus/Species (spp.)</u>	<u>Common Name</u>
<i>Elaeagnus angustifolia</i>	Russian Olive
<i>Elaeagnus umbellata</i>	Autumn Olive

The lists above are intended to provide guidance as to general desired plants for the neighborhoods. However, due to the wide selection of individual cultivated varieties available, continually changing varieties commercially available, and the wide variety of site conditions present in individual yards additional resources should be consulted to best insure “the right tree for the right location”. These resources include the Dane County Tree Board, UW-Madison Extension publications, and the brochure published by Madison Gas and Electric title “Planting The Right in the Right Place” Links to several

of these resources are readily available through the City of Madison’s own website (<http://www.cityofmadison.com>) under the Forestry tab under Parks – External Resources.

## Appendix C: Public Input Summary

Public input was gathered as part of the Midvale Heights/Westmorland Neighborhood planning process in order to aid in the development of plan goals and objectives. By understanding what various stakeholders identified as neighborhood issues and opportunities, it was easier to craft goals, objectives and, eventually, recommendations that more fully meet the neighborhoods' needs.

Public input was gathered from interested stakeholders through a variety of methods. The following events, meetings and conversations were held to gather public input and opinions:

- On Wednesday, July 16, the first public meeting was held at Midvale Lutheran Church. Approximately 85 individuals attended this meeting and participated in four interactive stations designed to gather input on specific topics. The stations included: Quality of Life, Parks and Open Space, Transportation and Circulation, and Redevelopment/Urban Design/Land Use.
- On Monday, July 21, Vierbicher Associates Inc. held two neighborhood focus groups at 505 South Rosa Road in the University Research Park. The focus groups included a session targeted at new homeowners, and a session targeted at young families. In addition, interested community members conducted focus groups with local dog owners and the neighborhood gardening club.
- On Wednesday, September 17, the second public meeting was held at Midvale Lutheran Church. Approximately 65 individuals attended the meeting and were given the opportunity to provide verbal and written feedback on the draft plan recommendations.
- On Thursday, March 12, the final public meeting was held at Midvale Lutheran Church. Approximately 50 people attended the meeting where Vierbicher Associates Inc. and the Neighborhood Steering Committee presented the final draft plan. The attendees were then given the opportunity to provide verbal and written feedback on a few key issues.
- In addition to the focus groups, Vierbicher Associates Inc. conducted phone interviews with two rental property owners and a series of small business owners within the planning area.
- In response to the Hy-Vee Grocery proposal for the Westgate Mall site, Vierbicher Associates Inc. and the Neighborhood Steering Committee attended numerous meetings with neighborhood associations, City Staff and representatives from both Westgate Mall and Hy-Vee.

Following each public meeting feedback was compiled. Below is a summary of the public input for the Midvale Heights/Westmorland Neighborhood planning process.

## Public Meeting Number One – July 16

### General Statistics

- On average, 82 people participated in each of the four stations
- Of those 82 participants, 47 (57 percent) were from the Midvale Heights Neighborhood and 35 (43 percent) were from the Westmorland Neighborhood
- Respondent's length of residence (or property ownership) within the neighborhoods was reported as follows:
  - ✿ **Less than 5 years** - 19 %
  - ✿ **5 – 10 to years** - 12%
  - ✿ **More than 10 years** - 69%
- Data from the public meeting also provided information on the number of participants with children, and the children's' age distribution. Of the 82 respondents, 19 participants (23 percent) had children. The distribution of ages was reported as follows:
  - ✿ **0-4** - 36%
  - ✿ **5-9** - 28%
  - ✿ **10-14** - 17%
  - ✿ **15-18** - 19%

**Summary of the Parks and Open Space Station** The Parks and Open Space Station sought to gather information on use of parks and open space, level of satisfaction, and the improvements respondents would like to see made to neighborhood parks and open space. The results are summarized below.

- The majority of parks in both neighborhoods are reportedly not used at all, or only used several times per year. The exceptions to this trend are the bike path and adjacent greenspace, which are reportedly used once a week or multiple times a week, and Westmorland Park which is reportedly used at least once a month by the majority of respondents.
- There does not appear to be any one activity which is the primary use of the neighborhood parks and open space. When asked to identify the manner in which they most use the parks and open space, respondents' answers were evenly distributed across all of the options provided. The two highest responses, and only slightly so, were jogging and walking.
- It appears that all respondents are generally satisfied with the parks and open space available in the neighborhoods. All but two of the spaces averaged responses which fell between "satisfied" and "neutral." The two areas which fell between "neutral" and "dissatisfied" were Odana School and Queen of Peace. When these results are compared with the amount of park usage, we also see that Odana School and Queen of Peace are among the least used areas. This may be a result of the dissatisfaction with the areas, but the dissatisfaction may also stem from a general unfamiliarity with the spaces. The most used parks were reported to be Piper Park, Odana Hills Golf Course, Westmorland Park, the bike path, and Midvale School.
- When questioned about amenities which may make open space more attractive, the two most common responses, by a considerable margin, were park furniture (19 percent) and bathrooms (13 percent). The second most common group of responses included a fitness course, dog recreation area, and play fountain/splash pad. The remainder of the responses were fairly uniform. When individual parks were considered, the responses became more evenly distributed.

- In unanimous fashion, the respondents identified the tree canopy as a much loved characteristic of the neighborhood and pointed to the need for maintenance, preservation and diversification of species.

Most Desired Park Amenities — Midvale Heights				
Odana School	Segoe Park	Oak Park Heights	Odana Hills Park	Odana Hills East
<ul style="list-style-type: none"> <li>• Fitness Course</li> <li>• Band Shell</li> <li>• Bathrooms</li> <li>• Educational Gardens</li> </ul>	<ul style="list-style-type: none"> <li>• Picnic Shelters</li> <li>• Play Fountain/Splash Pad</li> </ul>	<ul style="list-style-type: none"> <li>• Park Furniture</li> <li>• Bathrooms</li> </ul>	<ul style="list-style-type: none"> <li>• Fitness Course</li> <li>• Dog Recreation Area</li> </ul>	<ul style="list-style-type: none"> <li>• Park Furniture</li> </ul>
Odana Hills Golf Course	William Slater Park	Southwest Path and Greenspace		
<ul style="list-style-type: none"> <li>• Dog Recreation Area</li> </ul>	<ul style="list-style-type: none"> <li>• Park Furniture</li> </ul>	<ul style="list-style-type: none"> <li>• Park Furniture</li> <li>• Drinking Fountain</li> </ul>		
Most Desired Park Amenities – Westmorland				
Westmorland Park	Glenway Golf Course	Southwest Path and Greenspace	Midvale School Grounds	Midvale Community Gardens
<ul style="list-style-type: none"> <li>• Park Furniture</li> <li>• Band Shell</li> <li>• Splash Pad</li> <li>• Bathrooms</li> </ul>	<ul style="list-style-type: none"> <li>• Dog Recreation Area</li> </ul>	<ul style="list-style-type: none"> <li>• Bathrooms</li> <li>• Drinking Fountain</li> </ul>	<ul style="list-style-type: none"> <li>• Park Furniture</li> <li>• Fitness Course</li> <li>• Bathrooms</li> </ul>	None

Midvale Community Gardens and Queen of Peace Playground did not garner sufficient responses

### Summary of the Redevelopment/Urban Design/Land Use Station

The major goal of the Redevelopment/Urban Design/Land Use Station was to gather opinions on potential redevelopment sites, ideal land uses at redevelopment sites, and appropriate urban design for the neighborhoods. The summary of results is segmented into the potential redevelopment sites as they were identified on the question sheet.

As a reference point for the following summary, the images mentioned in the text are shown below with their corresponding numbers:

#### Westgate Mall Location

- When asked about potential redevelopment at the Westgate Mall location, 95 percent of respondents said retail was an appropriate use and 73 percent said office. Only 47 and 34 percent, respectively, felt owner-occupied housing or rental units were appropriate. In addition, 81 percent listed two or more uses as appropriate for the site, and 58 percent listed three or more.
- When asked about the mass of a future Westgate Mall redevelopment, the most common response was three to four stories, with six or more stories coming in second.
- Overall, when asked to match the example images with an appropriate redevelopment site, all of the images were identified as appropriate for Westgate Mall in much greater numbers than were seen for the Speedway/Mineral Point/Glenway intersection. The most common images singled out for Westgate Mall were numbers two, four, and five. Among the remaining choices, image seven and eight were fairly popular.

#### Speedway/Mineral Point/Glenway Intersection

- When asked about potential redevelopment at the Speedway/Mineral Point Road/Glenway intersection, 74 percent of respondents said retail was an appropriate use and 52 percent said office. Only 46 and 24 percent, respectively, felt owner-occupied housing or rental units were appropriate. In addition, 67 percent listed two or more uses as appropriate for the site, and 36 percent listed three or more.

- When asked about the mass of a future Speedway/Mineral Point Road/Glenway intersection redevelopment, the overwhelming majority felt that two stories would be most appropriate.
- When asked to match the example images with an appropriate redevelopment site, the Speedway/Mineral Point Road/Glenway intersection was a far less popular response than was the Westgate Mall site. The most common images singled out for the intersection were numbers two, four, five and nine. In fact, the intersection was mentioned as an appropriate location for the row houses in image nine, more times than they were for the Westgate Mall site.

*General Comments*

- When asked for other potential redevelopment sites, the Midvale/Mineral Point intersection and Mineral Point Road itself were mentioned many times.
- When asked what characteristics needed to be preserved in the neighborhoods, by far the most important were size, height and setbacks. In addition, diversity of housing and architecture was also mentioned frequently.
- The majority of respondents (68%) were concerned with the prospect of residential teardowns.

*Other Results from the Image Exercise*

- Overall, the majority of comments in this exercise were negative because of the perceived imbalance between the size and height of the images and the prevailing character of the neighborhood.
- The architectural style of images three, four and five was widely criticized.
- The height and architectural style of number two was the most popular of the example buildings.

Redevelopment/ Urban Design/ Land Use Station Images:



## Summary of the Transportation and Circulation Station

The primary vehicle for public input at the Transportation and Circulation Station was an interactive exercise where individuals were asked to identify problem areas on a large map of the planning area, and offer ideas for potential improvements. The compiled map and related text are included at the end of this summary. Below are the main themes from the map exercise, as well as other general findings.

### *Main Themes*

- In general, the most dangerous intersections were primarily composed of major roads and intersections. All intersections on Odana Road, South Midvale Boulevard, South Whitney Way, Mineral Point Road, and Tokay Boulevard were mentioned repeatedly; the most frequent being the intersection of Mineral Point Road and South Midvale Boulevard. These same roads were also the ones most cited for difficult pedestrian crossings.
- Many preferred bicycle routes run along major roads such as Tokay, South Midvale, Odana, etc. There was considerable concern expressed over the lack of adequate bike lanes or bike amenities on these roads, but yet they are often needed as routes of travel.
- Speeding was mentioned as a problem on the majority of streets in the neighborhood. In particular, speeding on all major streets and on streets which are often used as cut-throughs was the most common complaint. Some of the cut-throughs identified included Hilltop, Keating, Glenway and Caramor.
- All of the bike path crossings were mentioned as dangerous intersections. The root of the problem appears to be bikers and traffic which behave in an inconsistent manner. For example, a car will stop on a four lane road in order for a biker to cross, but then cars in the adjacent lane continue to travel at high speed. Also, some bikers will yield for cars, and some do not. Suggested improvements to these areas included flashing lights at the crossing, and consistent signage directing bikes and autos on appropriate behavior.
- Street parking was listed as a problem in areas across the neighborhood. The cause of the street parking issues appears to be lack of garage space. Most households have single-car garages, but own two or three cars. Also, there is mounting concern over the impact of Sequoia Commons and other new development on parking.
- Mentioned many times were the missing sidewalk segments and the difficulty this causes in pedestrian travel.
- The Sequoia Commons development and other new development was frequently mentioned as a potential generator of unwanted traffic and parking problems. This fear was often followed with the suggestion that future infill should consider parking configuration, pedestrian access, and vehicle circulation on the surrounding streets.

### *General Comments*

- Overall, the biggest concerns were related to vehicle traffic and bicyclist safety, with ease of bus use and pedestrian traffic being of minor concern. The remainder of the issues listed showed little to no concern.
- When asked about improvements to the transportation network, the need for improved bus service was the most common response. Other improvements which garnered numerous responses were the need for more bike facilities and better pedestrian connections/sidewalk improvements.

## Summary of the Quality of Life Station

Like the Transportation Station, the Quality of Life exercise revolved around individuals identifying amenities and nuisances on a map of each neighborhood. The maps and accompanying text are included at the end of this summary. The remaining general findings are below.

- The issues of greatest concern included retail options and the potential for redevelopment. Issues of lesser concern were housing mix, noise, condition of properties, street maintenance, and vegetation and green cover.
- When asked what retailers they desired, the most common responses were grocery, post office and pharmacy. A second group of still fairly common responses included coffee shops and local eateries.
- The lack of a community center was a commonly mentioned as an amenity the neighborhoods lacked.

## Summary of Focus Groups

Multiple focus groups were held with different, specific segments of the population. The focus groups included young families, new home owners, gardeners, dog owners, landlords and business owners. Below are some of the common themes that emerged from each of these focus groups.

### *Young Families*

- There was a slight displeasure towards the practice of busing children between Midvale Elementary School and Lincoln Elementary School. Common complaints pertaining to this topic were that school friends may not live in the same neighborhood, and that students cannot walk to school because they are bused. This focus group also acknowledged there are benefits of the school pairing with regards to diversity.
- There was general concern over traffic in the neighborhood. In particular, there was concern that Queen of Peace School generated too much traffic during pick-up and drop-off times, and that the congestion was poorly managed. The group also mentioned that the new Sequoya Commons development will negatively impact traffic.
- The participants would like more convenience retail options in the neighborhood.
- They appreciate and enjoy the green spaces and parks, but feel there should be better maintenance
- It was a common opinion that the bus system can be difficult to use because all of the routes in the neighborhood are centered on South Whitney Way.
- Most people agreed they would like to stay long-term in the neighborhood.
- The group felt the parks need more activities for older children (10+). Some suggestions included a skate park and frisbee golf facilities.

### *New Homeowners*

- Location was the primary reason individuals chose to purchase a home in the neighborhood.
- The most commonly identified amenities missing from the neighborhood included convenience retail, dog park and nice eateries.
- The group was very concerned about the traffic generated by Sequoya Commons.

- The individuals felt the bus service can be difficult to use and inconvenient if you do not live near Whitney Way.
- There were mild concerns about the safety near the West Transfer Point and adjacent Whitney Square.

#### *Gardening Group*

- The primary message from the gardening focus group was the need to expand community gardening opportunities in order to satisfy unmet neighborhood demand. As such, there was support for setting aside new land for community gardens, and making community gardening a more visible component of the Midvale and Westmorland neighborhoods.

#### *Dog-Owners*

- The dog-owner focus group was primarily focused on the need for a dog park. The fruits of their focus group included the identification of potential locations, and the discussion of potential barriers to siting a dog park.

#### *Landlords*

- In general, individuals choose to rent in this area because of convenience and single-family environment. For those same reasons, turn-over is much lower here than in other rental areas.
- There appears to be opportunity for new rentals at Westgate Mall. This area makes sense to target housing unlike Sequoia Commons where the impact on traffic and congestion will be too great.
- As future redevelopment occurs, it will be important to consider its impact on the rental market. Although they felt there is a market for new rental properties, the existing rentals must also be maintained so there is not degradation in the quality of rentals.
- There is not really the fear of more single-family homes being converted to rentals because of the housing market slow-down. The neighborhood is too stable for that to happen.

#### *Business Owners*

- Businesses in the interior of the neighborhoods, e.g. Sequoia Commons, are ideally situated to capture a lot of local neighborhood customers. For example, the Chocolate Shoppe serves approximately 90 percent local residents.
- At Sequoia Commons many customers walk, but 90 percent still come in cars. As the remainder of Sequoia gets developed, parking may become an issue.
- Opportunities at Sequoia Commons include coffee shops, delis, pizza places and other small neighborhood eateries and businesses. By located many of these types of establishments together, a neighborhood identity and neighborhood ownership of the development can be created.
- Specialty retail seems to work at Westgate Mall right now because rents are low and space is available. If redevelopment occurs at Westgate, it will be important not to drive up rents like at Sequoia Commons.

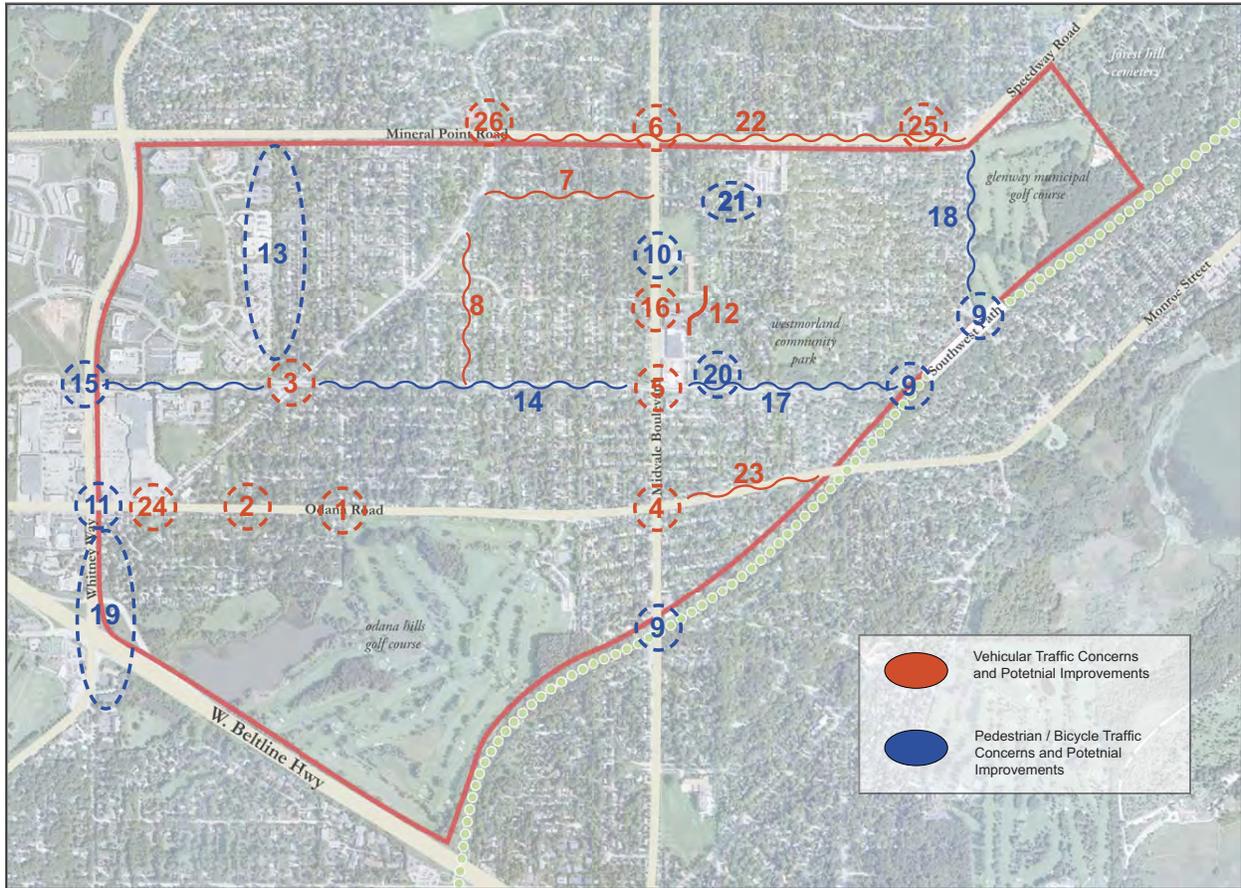
## Transportation and Circulation Map Exercise

All of the numbered items below translate to areas of concern and potential improvements as identified by the participants of the public meeting. Following the map, there are additional comments and concerns which were not appropriate for the map.

1. Left turn difficulty from Odana Road onto Wedgewood Way. Also general concerns about speeding along this segment of Wedgewood Way and through this intersection.
2. a. Left turn difficulty from Odana Road onto Deerholt Road. Also general concerns about speeding along this segment of Deerholt Road and through this intersection. In particular, the “Keep Right” signs and the newly planted trees make it difficult to see traffic coming from the opposite directions. The suggestion was to move the signs to the right and make them higher, and remove the trees to improve visibility.  
b. In addition, the Sherwood Road / Wedgewood Avenue intersection, immediately north of Odana, does not have yield or stop signs. This makes the intersection difficult to navigate. This is a problem at many intersections in the Midvale Heights Neighborhood.
3. Left turn difficulty at Tokay Boulevard and Segoe Road. Also general concerns about speeding along this segment of Tokay Boulevard and Segoe Road and through this intersection . Suggestion of using stop signs rather than control lights. This method seems to work very well at the similar intersection of Regent Street, Speedway and Highland Avenue by West High School.
4. Suggested addition of left turn only lane from westbound Odana Road at Midvale Boulevard. This issue is particularly prevalent during rush hour when the intersection becomes particularly unsafe.
5. a. Suggested addition of left turn only lane from west bound Tokay Boulevard at South Midvale Boulevard. This issue is particularly prevalent during rush hour when the intersection becomes particularly unsafe.  
b. Suggested lengthening of crosswalk signal at the Tokay Boulevard and South Midvale Boulevard intersection. This will become an increasing problem when Sequoya Commons is complete and more pedestrian traffic is generated.
6. a. Suggested addition of left turn only lane from South Midvale Boulevard and Mineral Point Road both ways. This intersection has become particularly unsafe. This suggestion might deserve consideration for all other intersections along South Midvale Boulevard.  
b. Improve pedestrian crossing of South Midvale Boulevard at Mineral Point Road.
7. Speeding is a problem along Keating Terrace from South Midvale Boulevard to Segoe Road. The installation of traffic calming devices was recommended. Other less specific speeding concerns are listed below.
8. Speeding is problem along Hilltop Drive from Segoe Road to Tokay Boulevard. The installation of traffic calming devices was recommended. Other less specific speeding concerns are listed below.
9. Concerns about the safety of bicyclists and pedestrians on the Southwest Path who are crossing Glenway Street, South Midvale Boulevard and Odana Road. In particular, bicyclists often do not properly yield to traffic, or traffic is unsure if they should stop for pedestrians and bikes. Some suggestions for improving these areas include flashing lights to alert drivers to potential presence of bikes and pedestrians, and/or signage on the path alerting pedestrians and bicyclists of the need to yield to motor vehicles.
10. Concern that the crossing of South Midvale Boulevard in front of Midvale Elementary has become unsafe for the children walking to school. Recommendations were made for

improvements which would slow traffic or make the children more visible to oncoming traffic. There is also a concern about bike crossing of Midvale at this location.

11. Inadequate pedestrian and bike crossing/connection at South Whitney Way and Odana Road -in particular the connections to Westgate Mall. Vehicular traffic is also a problem during busy times.
12. Street parking along the “S” curve on Caromar Drive reduces visibility making the curve more dangerous. Elimination of street parking on that stretch of Caromar was suggested. The increased volume and speed of traffic due to the increased access points into Sequoya Commons will increase the problem and reduce safety for both cars and pedestrians. It was mentioned that there may also be a need for better pedestrian connections.
13. Suggested addition of bike and pedestrian connections from the surrounding neighborhoods into Research Park
14. Currently teenagers who ride their bikes to West High School use Tokay Boulevard as a primary route. However, the narrow streets and heavy traffic make this unsafe. It was suggested that an alternative route be found and proper bike accommodations be made on that route. There is a recurring concern regarding the absence of bike paths on important streets (Odana, Midvale, Tokay).
15. Inadequate pedestrian crossing light at Tokay Boulevard and Whitney Way
16. People make frequent “U” turns at the Ames Street /Midvale Boulevard intersection after exiting Midvale Plaza heading north. This is an unsafe practice. It is also generally difficult to cross Midvale Boulevard while on Ames Street because of the hill.
17. The new islands located in Tokay Boulevard on the east side of the planning area have actually increased danger for bicyclists on the road because they now have less available right-of-way and motorists speed to pass bikes. This is a problem because Tokay is used as a connection to the bike path.
18. A suggestion was made for a north/south pedestrian and bike path along Glenway Street. This would provide a safe connection to the Southwest Path.
19. Improved connectivity under and along the Beltline is needed (Whitney Way area was mentioned specifically). Particularly because there is no designated path to get to the bike route south of the Beltline.
20. Children crossing at Chatham Terrace and Tokay Boulevard are in danger because of high speeds and poor pedestrian crossing. Immediately to the west, at Caromar and Tokay, there are also street crossing problems.
21. a. Overflow parking from Midvale Elementary School ends up on Clifden Drive and Owen Drive.  
b. Difficult crossing at Caromar Drive and Owen Drive.
22. Speeding is a problem on Mineral Point between Segoe and Glenway. Other less specific speeding concerns are listed below.
23. Speeding is a problem on Odana Road between Monroe and Midvale. Other less specific speeding concerns are listed below. Intersections along this stretch are also problematic.
24. Odana Road and Segoe Road is a dangerous intersection
25. Dangerous intersection at Toepfer Avenue and Mineral Point Road and east of that at Mineral Point Road and Glenway Street.
26. The Segoe Road / Mineral Point Road intersection is difficult to cross, especially for school children.



*Areas where speeding was mentioned as a concern*

- Odana Rd. (Multiple mentions)
- Berwyn
- Presidential
- Tocora
- Midvale Blvd. (Multiple mentions)
- Glenway St.
- Tokay (Multiple mentions)
- Mineral Point Road
- Glen Drive
- Hillcrest
- Segoe Road
- Orchard
- Whitney Way
- Piper
- Anthony Lake
- Keating
- Toepfer St.
- Owen Dr.
- Hilltop
- Caramor

### *Comments about Bus Service*

- Length of bus routes is often a problem for individuals traveling from the Westmorland Neighborhood. Often bus routes to downtown require long trips on more than one bus. Other comments about bus service included:
  - The need for a direct route to Hilldale Mall
  - Better bus service to downtown late at night
  - Bus routes running north and south through the neighborhood on a street other than Whitney Way.
  - More direct route to campus from Westmorland Neighborhood
  - West Transfer Point has become dangerous
  - Bus should stop every two blocks not three
  - More stops for #6 and #7 (at Tokay and Piper)
  - Regular bus running north/south on Midvale
  - Regular bus on Segoe from Odana to Hilldale
  - Difficult to get to “non-typical” places like Middleton or Westside business parks
  - Access to Monroe Street on weekends is difficult
  - Need more service

### *Not Mapped Comments*

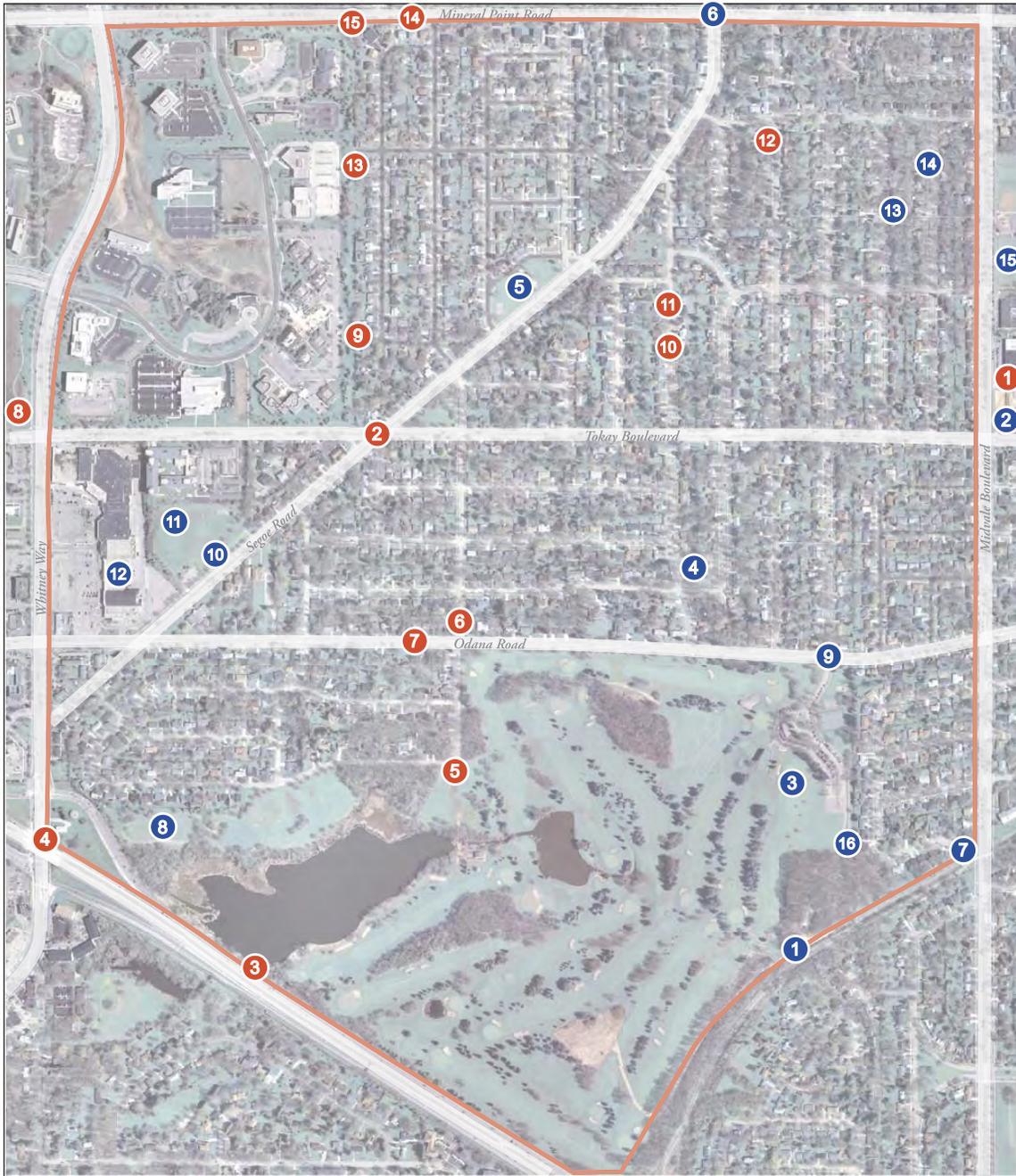
- There are inconsistent stop signs on many roads. For example, consecutive intersections will have different combinations of stop signs. In general, uncontrolled intersections are a problem because people do not know how to deal with them.
- It was suggested that the City institute the Complete Streets Design.
- Complete incomplete sidewalks.
- There is a trend for suburban commuters to drive into the neighborhood, park on the local streets and take buses or the bike path downtown.
- There are numerous intersections in the neighborhoods without street signs.
- There are no safe pedestrian crossings along Mineral Point Road between Glenway Street and Midvale Boulevard. This is problematic for individuals who take the bus and get off within that area. A crossing at Queen of Peace was recommended.
- In two locations in the neighborhood there are mid-block sidewalks. These sidewalks are immensely popular, but poor maintenance, such as snow and brush removal, can make them difficult to use at times.
- Installing enforcement cameras at major intersections could help limit the potential for dangerous vehicle interaction.
- More bike parking is needed at future library and all retail.
- Better bike connections are needed between existing retail.
- There could be a second pedestrian path alongside the Southwest Path. During busy times, the bike traffic makes it less safe for pedestrians.
- Use some space present on the boulevards to build bike lanes.

- Addition of lights and/or emergency phones on the bike path.
- Install bike boxes or advance stop lines at all major intersections.
- Need pedestrian crossings in medians.
- Need clear bike route to Hilldale.
- Children must cross Mineral Point to board the bus that goes to Hamilton.
- All of the Segoe intersections can be dangerous.
- Difficulty crossing Odana Road into Odana Golf course on bike.
- Suggested that a dead end be installed on Caromar near Midvale Heights School in order to stop cut-through traffic related to Sequoya Commons.
- Need netter signage for bike routes.
- Need better pedestrian connections to Sequoya Commons.
- Glenway / Glen St. Clair bike path all come together at same place.

## Quality of Life Map Exercise

The numbered items below are grouped by neighborhood and amenity/nuisance. They each correspond to a number on the respective neighborhood's map.

Midvale Heights Neighborhood	
Amenities	Nuisances
1 Love the bike path	1 Sequoya Commons - size, parking, traffic lack of retail
2 Library	2 Dangerous intersection - visibility is poor
3 Odana Hills Golf Course	3 Bellline noise - need some type of barrier
4 Piper Park / Oak Heights Park	4 Difficult and usage intersection for bikes and pedestrians
5 Segoe Park	5 Cars stop in this area - litter, liquor bottles
6 Example of a great oak tree	6 Cars stop in this area - litter, liquor bottles
7 Bison Sculpture	7 Traffic is heavy and the design of the street exacerbates the problem
8 I like the greenspace, but needs to be better maintained	8 Panhandling at the transfer point
9 Island in Odana Road makes crossing to golf course easier	9 Difficult pedestrian crossing from the neighborhood to the bus stop on Science Drive
10 Great place for a community center	10 Speeding; abandoned property
11 Great amenity but unused	11 House abandoned for 6.5 years
12 Westgate Mall and Theater	12 Speeding because it is a cut-through; abandoned house
13 Mid-block sidewalks	13 Can not get through to Science Dr. and Research Park
14 Nice tree cover in well developed residential area	14 Needs a bike lane; Apartment buildings are deteriorating
15 Community Gardens	15 Rental properties need attention
16 Bike path and Odana Road connector	



Midvale Heights Neighborhood



Westmorland Neighborhood		
Amenities		Nuisances
1 Love the bike path	1	Sequoia Commons - size, parking, traffic lack of retail
Westmorland park is a great addition to the neighborhood;		
2 particularly like the natural areas and shelter areas	2	Would like to see better retail options; ride for redevelopment
3 Great pocket of green space; need to be protected	3	Intersection is dangerous for non-automobile traffic
4 Medians on Tokay Boulevard are great	4	Vehicles traveling to Queen of Peace often cut through the neighborhood: S. Owen, Chatham, Gately
5 Medians on Westmorland are great	5	Queen of Peace's large surface parking is unattractive; Building on Holly cuts off pedestrian traffic; shrubs are often too high
6 Potential spot for composting and/or recycling	6	South Owen is too often used as a cut-through
7 Nice little retail center	7	Do not like the busing of Midvale Elementary Students to Lincoln
	8	Illegal parking of parents on the surrounding streets, and parents using private driveways to turn around
	9	Traffic flow on Chatham due to development
	10	Open space is too weedy; needs to be maintained
	11	Traffic travels too fast at crossing
	12	Too much traffic and noise
	13	People drive too fast, no sidewalk for walkers. Odana doesn't have a bike lane.



Westmorland Neighborhood



## Comments from Public Meeting Number Two – September 17

### Westgate Mall Redevelopment

Parking structures should allow for businesses or shops to screen stalls from Tokay (somewhat like what was done at Hilldale).

I would favor a landscaped terrace along Tokay, as well as along Whitney Way.

Why not specify or more firmly define minimal setbacks? This needs more definition or guidelines.

Parking areas should be required to provide bicycle parking.

It's nice to promote landscaping, but nobody trims the shrubs next to Westgate (on Tokay) so they block the sidewalk. Design any future landscaping so that maintenance needs are not great.

I'd favor even more height at Westgate, but maybe we should be talking *height*, not *stories*, as some construction stories are higher than others.

Allow some setback for outdoor cafes.

Recommendations should cover SW quadrant of Whitney and Odana south to Beltline. (Mike Slavney)

Enhance crossing from existing bus transfer point.

Make Segoe 1-lane each way -- like Odana.

Preserve as much greenspace as possible.

What about a park and ride area at the West Transfer Point?

Developments should be required to provide X amount of greenspace per Y amount of development via setbacks or green roofs or permeable parking or whatever -- but required.

⊙ Or 30-foot setbacks.

Do not like the minimal setback dictate.

I do like the minimal setback; it creates a better pedestrian environment bringing them into the business. If you make larger setbacks, you will end up with parking lots for pedestrians to traverse!

Step backs - in entire perimeter of building?

Public space looks stingy. Public space inside?

Encourage residential/small business infill in University Research Park with links to neighborhood to east as well as to Westgate Mall development.

Bike and pedestrian access should be easy -- especially note that Tokay/Whitney Way is entirely unfriendly and that Odana loses bike access BEFORE Westgate.

Westside Senior Center -- why take land that is non greenspace? Put the Center in an area that is already "developed" and needs to be redeveloped?

No more than 4 stories, please!

Need minimum setback of approximately 30 feet. Provide more recommendations or "prominent use of glass at pedestrian level" so that it will be implemented in such a way as to be conscious of energy conservation.

Yes to seating along sidewalks!

Make use of the corners unlike what was done on the new library. The corners should be held by prominent entrance features.

Westgate is in a valley; why not more than 6 stories!

Incorporating the West Transfer Point into future redevelopment is a great idea.

Go on record to preserve open space in Research Park.

I agree. Also, open space recommendations and public plazas are extremely important.

Agree with integrating Transfer Point in redevelopment.

Density is good. We are in an urban environment and need to maximize our land use.

Parking underneath structures is a good idea!

Left turn off Midvale into Sequoya should also be recognized as a dangerous turn (see upgrade and signalize off Tokay).

I like urban style plaza idea.

Our neighborhoods need a community gathering space to meet, eat, socialize, planning, association meetings.

Integrate redevelopment with more urban form for the Research Park. Redevelopment should provide support services for the Research Park.

### **Mineral Point / Glenway / Speedway**

NE corner by BP gas station should step to two stories by houses.

3 stories maximum at all corners to create a visual sense of place.

When defining setbacks, the emphasis should be on "enhanced pedestrian realm". I feel the setbacks at this intersection on Mineral Point are currently too small.

Keep the Village Bar. It's used by many in the neighborhood. A great "family" bar and good meeting spot for neighbors.

Seems that Mineral Point / Glenway is up for development because of high traffic. If so, adding pedestrians to the mix must be considered - so that safe easy pedestrian access business synergy is reduced and auto traffic is increased.

I like the elements stated here a lot! Due to the grade change from the commercial parking lot to the residential back yards, a two-story restriction is crucial.

Keep grass with tree terraces at street 10' minimum not including sidewalks.

There currently is no/limited parking. Will parking for Mineral Point Road and Glenway 2-story development be underground?

I like the streetscaping recs.

Require some water permeable parking surfaces. When development occurs, create safer intersection (lower Mineral Point hill, raise Glenway slightly at Mineral Point Road to help sight lines.

Setbacks and adequate distance from road -- parking underground.

Upgrade bike path on Glenway to link to SW Bike Path.

How do you develop above the BP gas station?

Least damage as possible - avoid worst case scenario. What City/builder can get away with is what will happen.

All construction everywhere done by local firms.

## **Neighborhood Redevelopment Sites**

Please address garage door appearance and relationship to the front door. Especially new single-family infill and vacant lots.

2-1/2 stories maximum with 3 stories at corners only.

In general, the redevelopment schemes presented here look good -- nice job.

Reasonable setbacks can be helpful, but slavish concordance with typical current setbacks can produce unattractively uniform blocks. There should, I think, be considerable latitude (assuming an appropriate residence).

Tear-downs are existing in other communities -- we need to address that issue.

Have more water-permeable parking.

I agree.

How can we have rear-loading garages when we have no alleys? Let's try to discourage residents from parking cars, trucks and boats on the streets.

I disagree. It is a public street. This is not a covenant-controlled gated community and I like that it is not.

I agree with this comment.

Regarding rear-loading garages: Let's not duplicate the roads and pavement. Maybe the garages wouldn't be so offensive if side-loading or not 2, 3, 4 wide. Also, less intrusive if the driveway is mostly single, rather than extra wide.

## **Land Use**

Revise existing land use map to depict Sequoya Commons.

We should be especially careful to make sure the "vacant" spaces in the Research Park do not attract additional undesirable tenants.

I agree.

Define "respectful" because resident and city definitions are different.

I agree.

No development which hurts the integrity of the parks/greenspace.

## **Neighborhood Character**

Side yards adjacent to neighboring garages could be less than 6' with appropriate plantings.

Concern about teardowns: What percentage of lots now typically is usable open space? Is the 17% a lot less, or a little less?

Setback should be 30 feet (eliminate "approximately").

Allow for construction of appropriately sized front sitting porch -- very important for neighborly feeling and for safety.

Allow porches to encroach into front setback requirements -- maybe??

Be flexible regarding lot sizes (frontage requirements) to allow for appropriate residential infill.

Teardowns should not be prevented -- the neighborhood needs a variety of housing options to attract a variety of residents.

Like ideas of mixed age/needs housing. It's an expensive per square foot area of Madison so I am not sure it would be "affordable."

Allow units set aside for age 55+.

Preserve existing affordable multi-family residential.

Is it "Granny Flats" or "Student Housing" -- would not support student housing!! Must be related to owner or need to apply for a variance to units.

Concerns about viability of second residence on most of the lots in Westmorland and Midvale Heights.

Don't discourage rental of homes. It's the most affordable way to get families here.

Strongly oppose house rentals. Many current rentals in Westmorland are already becoming problems with poor trash pick-up, pet care, fixing construction problems, absentee landlord issues, junker cars, loud music and parties late at night, etc.!! Will drive out neighbors and lower house values.

Not opposed to true rental apartments/townhouses, etc., i.e., managed apartments.

Concern about single-family housing converting to rentals. There are a number of single-family houses on our block that have converted to rentals. Some problems have developed -- including drug activity at one of those.

Differentiate between home-based employment (internet business, etc.) vs. home-based business (big neon sign and paved yard for customer cars). We do not want home based business that will change residential character of neighborhood and increase parking problems!

Drop-off for Community Supported Agriculture is a good idea.  
Could be combined with a farmers market area.

A home-based business with, say, four customers/clients appointments per day does not seem like a bad idea -- more than that needs serious consideration.

Home-based businesses: Only promote those that do not bring more cars/parking into the neighborhood. We already have some businesses that have cars parked on both sides of the street for long periods/overnight.

Agree with above comment. Home-based businesses are OK in some situations. Need clarification on this recommendation.

Me too! Ditto the above.

Disagree with the idea of encouraging home-based businesses. Westmorland is a residential neighborhood. Home-based businesses will increase parking off-street and traffic.

Reduce neighborhood impacts on all area lakes.

I agree with the above.

Caution: Restrict type(s) of commercial usage. We don't want business that bring customers who need more parking than is available, or business that present hazards, pollution, etc., traffic complications.

Sponsor education on composting, especially leaves, thus keeping them out of the street curbs. I was a neighborhood compost teacher when Dane County developed the program.

New driveways, etc. to use permeable concrete.

Recommend neighborhood forestry/canopy management plan, good ecology, healthy trees, and \_\_\_\_ and air movement.

## Parks

Westmorland:

- Expand native plantings
- Expand the canopy in appropriate areas
- No dog park in Westmorland - not enough room
- Band shell might have vandalism problems; do we need another concrete bunker?
- Not enough room for dog recreation area at Glenway Golf Course

No dog park in Westmorland Park.

No skateboard park in Westmorland Park - put it in a less residential area.

Don't put the Senior Center at Odana School Park.

Treat the SW Path as a linear park and formally connect to the parks adjacent to it.

I like this idea.

Promote native plantings along SW Path and where appropriate in other parks (prairie plantings, rain gardens, etc.)

Uncover the creek below the Segoe Road median terrace. It's a lost amenity few know about. Could be enhanced with rocks/plantings.

Allow trees closer than 25' along street.

Any room for skateboard/bike park.

Second (or third) the suggestion for more and improved bathrooms at Westmorland.

Bathrooms: Oak Park Heights Park is too small for this. Midvale Heights section of the SW Path has a seating area - the "Gateway" Bison area stone seating area.

Please, please, please -- dog park (off leash). Our parks are under-utilized now.

A labyrinth somewhere would be nice.

Bike parking should be provided at all parks (if it isn't already).

Develop park area at south end of Wedgewood Way and westward along the pond. Area now is overgrown and untended, making access to pond and view of pond life difficult.

Public art in parks.

Westmorland Park already has bathrooms.

Keep Westmorland Park recreation-oriented (vs. nature-oriented). Keep baseball fields, skating rinks, tennis, volleyball. Spray park would be great. Skate park would be great.

Use a variety of tree species on the same block for street trees.

## **Economic Development**

I don't believe that firms are generally looking to "graduate" from the Research Park. Perhaps this should read "... attract firms looking to support activity in the adjacent ..."

Don't use the word "node" again.

Commercial development needs to be required to provide adequate bicycle parking. It is not sufficient to only recommend alternative transportation connections.

Consider transforming the Research Park into a more urban form with less surface parking and more infill development.

Integrate Westgate and Whitney Square development with the Research Park to provide support business for the Park.

Make sure Westgate Mall redevelopment and apartment zone have mixed-use zoning. Add housing/retail in Research Park too.

Better utilization of sports facility to include discounts for neighborhood residents. Facility seems underutilized and very pricey.

Scale of development appropriate to immediate surroundings. No "overflow."

Take a look at Hilldale. Is that economic development going to stand up or will it fall to lousy business?

So how big is local population -- will that dictate size and amount of retail?

When parcels redevelop, encourage businesses that serve neighborhood residents.

Absolutely.

We want "Bergmann's" back!

I disagree with putting the Senior Center on parkland. We are deficient in parkland as it is.

Integrate Park & Ride and Bike & Ride with West Transfer Point as part of Westgate/Whitney Square redevelopment.

## **Community Facilities**

Coordinate with West Madison Senior Center and Independent Living on Segoe Road.

Cooperate with Oakwood West and CUNA on building cooperation of Senior Coalition, S.A.I.L. organization, and others for greatest use of staff and volunteers.

◎ Good recommendations.

Make developers pay for this.

The Warner Park Center is a good example of a combined Senior Center and Neighborhood Center. Perhaps recommend this as an alternative.

I thought there was a plan for the Senior Center to be at Hilldale. Wherever it is, it must have good bus service. I am also not thrilled with losing greenspace to buildings (and parking lots). I would prefer the center to be where there is already a "built" area. If it does go at the Odana Park, please consider a farmers market.

Yes, a farmers market!

## **Auto/Transit Improvements**

Orchard Drive needs more traffic calming than Hilltop or Wedgewood!

S. Owen (between Caromar and Mineral Point) needs more calming.

+1 on traffic calming at Orchard Drive -- Big circle at Orchard and Keating -- Left turn lanes/lights needed.

Left turn signal at all Mineral Point Road and Midvale Blvd.

What's wrong with left turn from Tokay to Glenway?

Yeah.

What's the deal with Wedgewood Way? And Hilltop?

Seems to me as if Hilltop might be worse on the other side of Tokay. Is it? Hard to imagine a traffic calming device in combination with the hill on Hilltop from Tokay to Segoe.

No more speed bumps! The City's speed bumps cannot be driven over at legal speed (25mph). They impeded traffic and move it to nearby streets. We all pay for these streets. They aren't private roads so we all get to use them, even if they get busy.

Love speed bumps -- but people are able to drive much faster than 25mph over them.

Consider the impact on bicycles when installing traffic-calming islands. Glenway is now more hazardous to bicycles than before.

No 5-way at Tokay & Segoe. Bring 5<sup>th</sup> into Segoe and use a 4-way.

Traffic calming/speed bumps/roundabouts are more hazardous than helpful and pose hazards to bicycles.

Look at bus pull-out at Midvale -- for Metro or school? School on Caromar.

"Improvements" from City perspective often seems to mean "better for auto traffic". Balance among modes and opportunity to use different modes is my idea of improvement.

I agree.

Restripe or narrow Segoe Road too!

I think a roundabout should be considered at Segoe and Tokay.

No roundabout.

Roundabouts are not evil -- we just need to learn how to use them.

A 4-way stop would be nice, but no roundabout please.

Establish roundabouts.

+1 roundabout.

At the Segoe/Tokay intersections, install stop signs immediately, and in time include an island to slow traffic. I doubt that there would be sufficient room for a roundabout.

Evaluate better left turn from southbound Midvale to Eastbound Odana Road.

Consider “City Repair” from Portland OR - neighbors design/paint intersection. It slows traffic, makes neighborhood safer, and gets neighbors talking to each other.

We could use more bus service on Midvale -- especially now that we have the Sequoia Commons development.

North-south service on Midvale is really important. (Access to Hilldale and UW Hospital.)

⊙ Second that and also Whitney Way and Segoe Road need north-south service.

Should we improve vehicle flow at congested intersections - or - make it worse and redirect traffic to more appropriate arteries.

If you build it, they will come . . .

Consider Park & Ride and Bike & Ride at the West Transfer Point integrated with redevelopment of Westgate/Whitney Square.

I agree.

Enable left turn arrows at Midvale and Mineral Point.

No right on red is a waste of time and fuel. Get rid of these restrictions before banning drive-throughs a McDonalds and Starbucks.

Right turns on red (bicycle routes) lead to bicycle/motor vehicle “conflict”, i.e., crashes.

Ticket bus drivers that speed.

No left turn westbound on Mineral Point at Owen between 3 and 6 PM.

Switch stop signs at Tokay/Segoe so Segoe traffic stops and Tokay traffic continues. It will slow down traffic on Segoe and prevent cars sliding down hills on Tokay.

Stop signs on Segoe at Tokay -- NOW!

## **Pedestrian Improvements**

Improve on-street bicycle connection under Beltline at Whitney Way (in addition to red).

Bicycle parking should be required, just as merchants and developers make provisions for car.

And bike parking requirements for storage in residential developments.

Make connection between path along Beltline west of Whitney Way to the cul-de-sac of Segoe Road east of Whitney Way.

Yes!

I agree too, but there must be a refuge in the middle of Whitney Way.

Develop route through Research Park to connect to the development along Yellowstone Drive with a goal of a connection to West Towne. Manor Cross and Tocara are the first piece of this route.

Yes!!

Need improved pedestrian crossings of Mineral Point/Speedway at Glenway as recommended to PBMVC.

Do calming that doesn't push cars towards bikes. Dangerous. Instead of an island in the middle of a street -- how about a small "island" (or even curb) at each side separating bike and automobile traffic?

Consider extending Tokay under the Beltline Highway to create dedicated roadway to lessen congestion at Whitney Way.

I think this is a terrible idea! We need to move away from automobile dependence.

Ditto!

Mark areas where bikes can trip lights.

Look at neighborhood plan to west for location of Beltline underpass for pedestrians/bikes -- look at plan for path to West Towne also (Southwest Plan/Dane County Bike Plan).

Need left turn signs at Mineral point Road and Midvale!! Dangerous and recent fatalities.

Yes!

+1

Segoe/Mineral Point intersections needs to reduce pedestrian/motor vehicle conflict!

Pedestrian-only time at Odana/Whitney light -- it's very hazardous to go through there on a bike -- cars aren't watching out for me -- and no right turn on red.

Yes!

Regarding lighting on the SW Path -- Lights can disrupt homes along the path, interfere with wildlife, and views of the sky. Electricity costs money, and its production produces carbon dioxide. Planning for the SW Path emphasized that any lights would be low and aimed to show the path -- not the surroundings. As someone who uses the path for commuting year round, Campus to Midvale Heights, I don't feel the need for additional lights except for something to highlight the invisible pedestrians. Cyclists are required to have lights if they go on the road after dark. Many pedestrians carry/wear lights. Poorly design lighting can sometimes hurt visibility by blinding one (decreasing the dark adjustment).

"Pedestrian" links marked at Tocara, Manor Cross and Beltline must also be for bikes.

Great ideas! By all means, please do lengthen crossing times on Midvale.

Ensure any lights installed do not create light pollution.

Yes!

Need sidewalk on south side of Odana between Anthony Lane and Parmann Terrace. (Don't wait for street to be reconstructed!) This would make getting to the Parmann Terrace connection for the Southwest Bike Path much easier -- also safer for walkers than crossing Odana Road twice to get there.

Also add sidewalk along Odana Golf Course.

Yes!!

Me too!

Be specific on where linkages to Research Park will be!

Yes!

Linkages should be for pedestrians and bikes!

Put Segoe on a road diet (decrease width) and/or mark bike lanes.

Absolutely!

Mark bike lanes!

Yes, mark bike lanes with marked, ample separation from parking lanes.

Extend bike lanes east on Odana Road to the SW Path.

Yes!

Use standard marking for bike lanes.

Re-mark Odana -- current bike markings confusing.

Improve pedestrian/bike crossing at Midvale/Tokay, Midvale/Odana, Midvale/Mineral Point, Mineral Point/Owen.

Yes -- please!!!! And Mineral Point at Segoe Road.

Install sidewalks where they are not before any more traffic calming features are built.

Allow for new development by making them provide safety as part of construction.

Connect neighborhood bike routes with city-wide bike network.

Treat bicycles as transportation -- not recreation -- in any neighborhood traffic plan. If only auto traffic is supported as transport, then only autos will be used as transport.

Mark detector loops at stoplights to show bicyclists where to ride to activate the light.

Move Midvale Blvd. school crossing about 100' north to account for speed of northbound traffic coming down hill.

Consider the effect of vegetation on car/bike visibility at intersection and at path/street crossings.

Require larger developments and commercial zones to provide covered bike parking.

Put buttons at ped/bike level to activate flashing lights above, on, and around bike/ped crossings of major roads (esp. near schools).

And many spike strips too!

## Comments from Public Meeting Number Three – March 12

### General Comments:

- Proposed Whitney Way bicycle crossing looks more dangerous than crossing at Odana. Orchard Dr. sees a lot of speeding from people from Odana to Mineral Pt.
- The plan only identifies 3 streets for traffic calming. I feel very strongly that other streets: Frederick, Gately, and others that connect Tokay and Odana should have traffic calming improvements. Especially bad during rush hour, speeding and ignoring stop signs. Cars traveling on Odana and Tokay should be encouraged to cut across at Midvale.
- The addition of bike lanes along Odana east of Midvale is good, however some cars still drive along this area like a 4 lane road. They use the bike lanes to drive in! More police or education to correct driving is necessary.
- We now have painted lines to direct traffic on Odana east of Midvale. Thanks to all who made this happen. It does help, but does not slow traffic or allow suitable identification for places for pedestrians to cross a busy street. We need physical barriers to slow traffic, as has occurred west of Midvale or Odana.
- I think there should be a balance between maintaining the housing character and allowing homeowners to remodel and upgrade homes. I would like to see the ability to have "Grandparent" flats. Perhaps it would be based on lot size, or setbacks as is now the case.
- It would be great to have more community garden space in our neighborhood since house plots are so shady. Would love to see a Frisbee golf course. A bike lane on Mineral Pt and Midvale. Have Bus Line #6 always go down Mineral Pt instead of alternate on Tokay.

- Very important to increase bike access to the Y\*MCA from Westgate and future beltline bike trail. Add bike trail from Midvale to YMCA along Beltline. Add bike access to Research Park from Tocora and Manor Cross.
- Frederick Lane is a cut through between Odana and Tokay. Make safer for pedestrians by completing sidewalks. Pedestrians now have to walk on Road. Odana needs sidewalks.
- Current story restrictions in plan @ Mineral Pt, Glenway and Speedway are too small. Two stories is silly when houses are already 2 stories. Increase to 3, 4, or 5. It really could go even higher. This would provide a density for buses and allows for more shops. Higher buildings are really working well on the east side.
- We really need the Tocora Ln & Manor Cross connection to the research park. Many neighborhood residents work at the research park and need this connection to avoid biking on Whitney Way. Westgate Mall redevelopment as TOD will be more difficult with the new Hy-Vee. The neighborhood plan should recognize this and emphasize that the rest of the mall should develop as outlined in the plan. Pedestrian crossing of Midvale and Mineral Pt. are problematic and are rightly endorsed in the plan. The biggest problem with bus service is north-south connections on Midvale and Whitey Way to get to the west side of the UW Campus and the UW Hospital.
- Absolutely against any attempt at an architectural review committee setup to approve renovations, additions etc. Existing guidelines are sufficient. Bus system as is, is pretty much useless to us. Additional streets with heavy cut through traffic.
- There is a need to better involve-at the outset-those residents who will be most directly involved in a specific project. Wording of some aspects of the report are too high on the ladder of abstraction. Be direct and specific. Some of us oppose the idea of “urban infill” which may not be in keeping with the “Neighborhood character.” Re-consider new sidewalk recommendations-too many and too costly for both the City and property owner.
- Orchard Dr. is also a cut-through with speeding. Tokay between Segoe and Whitney is not a good bicycle route due to the hills. This is why people cut through on Tocora and Manor Cross.
- Street intersection at major intersections need to be better designed to allow flow of traffic. If there are two lanes to drive in then a dedicated left turn and right turn need to be provided as well.
- Please put a sidewalk through to the Research Park from Presidential or Tocora – thank you. Is it too late to ask the City to consider planting fruit or nut trees when they plant / replace trees? Think edible landscape.
- Numbered comments: 1. Schools-we selected a house feeing to Van Hise / Hamilton / West so our kids could walk to school until 8<sup>th</sup> grade, then take a short bus ride to West – Midvale, with its un-walkable partner Lincoln was not a good option because our family limits itself to one car-that would have made parent involvement in school tough (this goes beyond option in community planning, but limits family). 2. If completing the Sequoya Commons is going to be delayed, could parking lot be extended and paved and possibly expand community gardens on the north edge. 3. Community Car-good idea-better still if it had more flexible costs (eg. Reasonable options for a weekend for a van to transport kits to a camping trip) 4. Buses-good options to and from our neighborhood would be nice if more express connections could go east/west (along beltline? As far as Agr. Drive?) and north/south to suburbs, but would they get used?
- Let us make sure to not assume that if a developer wants to do a project in our neighborhood, that we must accept it in any form at all if a survey shows the neighborhood is against it! Also, when a development / redevelopment project is approved by a neighborhood, that project / its developer should be asked to show how he or she knows the project will be successful. There should be some criteria to meet to show that redevelopment won't just result in a lot of “for rent” signs and open retail or residences built but not used. Sequoia Commons built condos at a time when they weren't selling! Those now sit open / unused in a bad market for sales. Developers in the future should be required to sell more before being able to build – there should be deposits on units, not empty units.

- I'd like to encourage our plan to address responsible development and management of newly-constructed units for sale or rent to eliminate the threat of new units remaining vacant for extended periods-or their conversion to rental units. Perhaps a requirement that a significant % -- 50% to 60% be sold before construction begins. In terms of rentals, requiring stringent tenant screening and implementation of income to rent tests need to earn 3x rent per month and limit number of tenants in each unit.
- Maintain setbacks and height requirement and the general period and character of housing stock; otherwise preserve rights of property owners to improve their property as desired. Contact: Don Severson.
- 1. Rainwater areas to prevent runoff: support idea strongly but need pathways (permeable) across them. Poor examples just done: A. Sequoya Library parking lot: no place to cross islands means walking in car's paths. B. Lot No. of Sentry in Hilldale, remember pedestrians! 2. All redevelopment with density (ex. Sequoya group) need outside areas of park square or green space for being outside: children, sit & read, frisbee--creates community.
- If the City can't do a N/S bus route on Midvale for which a shuttle would be ideal-what are the options for a community-organized, user-funded service? Community Shuttle? Allied Drive lost their grocery store-they also need N/S transportation to library, Hilldale, Hillfarms, it's not just this neighborhood. N/S shuttle would largely answer the need for public transportation to UW hospitals, VA, and west campus in general. Need bike lane on Midvale, an alternate N/S transportation and this would reach Community Car pick-up at Hilldale (our nearest spot).
- The plan for Westgate Sucks. Goals are: 1. Retail character remains, 2. Local business retained, 3. Fit in with neighborhood. The long term plan calls for tearing down the existing mall (putting all current businesses out) re-building with very expensive underground parking (making it too expensive for any future local businesses) and 6 story sky scrapers that are totally out of character with a one story ranch house neighborhood.
- This process went without enough input from area residents. Many of our neighbors were not aware of the Joint Steering Committee.
- Bus need-we really miss having a north/south route along Midvale Blvd to connect to the hospital, Hilldale and other Univ. Ave locations. Sure, I can go backwards to the West Transfer Point, but then I might as well walk, because its faster. Yes to a Tocora cut through for bike/peds – this is akin to the mid-block cut thoughts to get kids to school and connect neighborhoods. It will be used by those in the neighborhoods like my husband. Please don't force him to keep biking on Whitney Way! It's not a hazard for those nearby.
- Westgate developments: do not redevelop to residential or multi-level (more than 2 stories). Allow and encourage mixed use, retail and office.
- I support work to develop an off leash dog park area. Could it be a fenced part of what's now Odana Golf course? I support bus service that would go to the UW hospital and other points on campus using a route down Midvale. I support promoting programs that will help residents reduce energy use and car transport we should promote ourselves as a "green" neighborhood. Attract young families as a place to "grow up green." There already is a CSA drop off very close to Midvale Heights just across Mineral Pt. off Orchard we could promote awareness of that opportunity.
- Concerned that any future remodeling! No trains for Madison.
- We appreciate all the work that the committee (or draft planning group) has put in on the effort.
- Transportation (p. 17) why is QP not specifically mentioned as a "Major destination and traffic generator"? During the school year, traffic on Mineral Pt, S. Owen, and Molly Ave is significant at 7:15-8:15 and 3:15pm, just like Midvale School at start and end of school day. On Sunday morning, traffic arriving and departing is also noticeable. Also listed two other plan edit comments.

## Midvale Heights Housing Questionnaire Results

Total Respondents: 34

**Question One:** The Architectural Character of homes in my neighborhood is a very important attribute to preserve.

- Average Score: 1.4
- Summary: This question evoked the highest positive response rate and the highest percentage of respondents in strong agreement. Nine percent of respondents were in disagreement with the statement.

	#	%		#	%
Strongly Agree	10	30%	Strong Responses	11	33%
Agree	11	33%			
Neutral	9	27%	Agreement	21	64%
Disagree	2	6%			
Strongly Disagree	1	3%	Disagreement	3	9%
	33	100%			

**Question Two:** I feel exterior remodels, additions, and teardowns / replacements to homes in my neighborhood are a threat to neighborhood character.

Average Score: -0.2

Summary: This question had a high number of neutral responses and an overall distribution relatively uniform on either side of the issue. Overall it has a negative score as 33 percent of respondents were in disagreement while 24 percent were in agreement.

	#	%		#	%
Strongly Agree	2	6%	Strong Responses	5	15%
Agree	6	18%			
Neutral	15	44%	Agreement	8	24%
Disagree	8	24%			
Strongly Disagree	3	9%	Disagreement	11	32%
	34	100%			

**Question Three:** I feel people should be able to dramatically change the appearance or size of their homes within existing zoning codes.

Average Score: -0.9

Summary: This was an unpopular statement in Midvale Heights with 65 percent of respondents in disagreement and the highest percentage of strong disagreement of all the questions. There were few respondents who were neutral on this issue and no respondents were in strong agreement with this statement.

	#	%		#	%
Strongly Agree	0	0%	Strong Responses	4	12%
Agree	9	26%			
Neutral	3	9%	Agreement	9	26%
Disagree	18	53%			
Strongly Disagree	4	12%	Disagreement	22	65%
	34	100%			

**Question Four:** I would support more stringent controls (beyond current City zoning regulations) on exterior remodels, additions, and teardowns / replacements in my neighborhood in order to maintain the architectural character.

Average Score: 0.4

Summary: This statement had a positive score with 51 percent of respondents in agreement and 33 percent in disagreement. There was a relatively high percentage (9%) of people in strong agreement with only 3 percent in strong disagreement. There were also relatively few people who registered neutral on this statement.

	#	%		#	%
Strongly Agree	3	9%	Strong Responses	4	12%
Agree	14	42%			
Neutral	5	15%	Agreement	17	52%
Disagree	10	30%			
Strongly Disagree	1	3%	Disagreement	11	33%
	33	100%			

**Question 5:** The following aspects of exterior remodels, additions, and teardowns/replacements should be regulated more than current zoning affords. Please rank them in order of importance: Size of Structure, Proximity to Neighbors, Architectural Style, Height of Structure. There was also a place to indicate they didn't support any additional restrictions.

Twenty eight of the thirty four total respondents ranked the characteristics while four (1%) said they would not support any restrictions.

Of the twenty eight respondents who ranked the survey, eleven rated proximity to neighbors as the top priority although this was not the overall highest ranked attribute. To analyze the results, characteristics were given a score of four for being ranked highest and one for being ranked last. Below are the average rankings with a potential score between four (highest priority) and zero (lowest priority).

Size	1.7
Height	1.7
Proximity to neighbors	1.5
Architectural Style	1.4

**Question 6:** Would you support the construction of Accessory Dwelling Units (ADUs) on lots in your neighborhood? An Accessory Dwelling Unit could include a living unit above a garage or a new structure on the property.

Thirty one of the thirty four Midvale Heights respondents gave their opinion on ADUs. Like Westmorland respondents, Midvale Heights was evenly split on the issue with sixteen (52%) answering "yes" to supporting ADUs and fifteen (48%) answering "no." There were also two comments on the survey margins supporting ADUs over a garage but not a separate structure.

**Question 7:** Neighborhood preservation districts can be implemented in a small area such as a neighborhood block. Would you like to nominate a block or area in your neighborhood for a preservation district? Please Describe:

Five suggestions were made for neighborhood preservation districts but only four could be read. They were as follows:

- Entire neighborhood
- Stone entry to Westmorland
- Area West of Midvale, South of Tokay, North of Odana.
- Milward Drive

## Westmorland Housing Questionnaire Results

Total Respondents: 19

**Question One:** The Architectural Character of homes in my neighborhood is a very important attribute to preserve.

Average Score: 0.7

Summary: This question had the strongest positive score of any of the question but does not have the strong feelings shown in Midvale Heights respondents.

	#	%		#	%
Strongly Agree	2	11%	Strong Responses	2	11%
Agree	6	33%			
Neutral	7	39%	Agreement	8	44%
Disagree Strongly	3	17%			
Disagree	0	0%	Disagreement	3	17%
	18	100%			

**Question Two:** I feel exterior remodels, additions, and teardowns / replacements to homes in my neighborhood are a threat to neighborhood character.

Average Score: -0.7

Summary: This was an unpopular statement with Westmorland respondents with the highest negative score. Also notable is that there were an even number of respondents feeling strongly on both sides of the issue and few registering as neutral.

	#	%		#	%
Strongly Agree	3	17%	Strong Responses	6	33%
Agree	1	6%			
Neutral	4	22%	Agreement	4	22%
Disagree Strongly	7	39%			
Disagree	3	17%	Disagreement	10	56%
	18	100%			

**Question Three:** I feel people should be able to dramatically change the appearance or size of their homes within existing zoning codes.

Average Score: -0.3

Summary: This question has a negative score with a large percentage of respondents in strong disagreement. There is also a high number of people feeling neutral and relatively few in strong agreement.

	#	%		#	%
Strongly Agree	1	6%	Strong Responses	5	28%
Agree	4	22%			
Neutral	7	39%	Agreement	5	28%
Disagree Strongly	2	11%			
Disagree	4	22%	Disagreement	6	33%
	18	100%			

**Question Four:** I would support more stringent controls (beyond current City zoning regulations) on exterior remodels, additions, and teardowns / replacements in my neighborhood in order to maintain the architectural character.

Average Score: 0.6

Summary: This statement received a strong positive score with the highest percentage of strong agreement responses of any of the questions.

	#	%		#	%
Strongly Agree	5	29%	Strong Responses	7	41%
Agree	3	18%			
Neutral	5	29%	Agreement	8	47%
Disagree Strongly	2	12%			
Disagree	2	12%	Disagreement	4	24%
	17	100%			

**Question 5:** The following aspects of exterior remodels, additions, and teardowns/replacements should be regulated more than current zoning affords. Please rank them in order of importance: Size of Structure, Proximity to Neighbors, Architectural Style, Height of Structure. There was also a place to indicate they didn't support any additional restrictions.

This question gave four characteristics of housing characteristics and asked respondents to rank them in order of importance. Fourteen respondents ranked the characteristics while five (15%) said they would not support any restrictions.

Of the fourteen respondents who ranked the survey, eight rated size as the top priority. To analyze the results, characteristics were given a score of four for being ranked highest and one for being ranked last. Below are the average rankings with a potential score between four (highest priority) and zero (lowest priority).

Size	3.0
Height	2.4
Proximity to neighbors	1.9
Architectural Style	1.2

**Question 6:** Would you support the construction of Accessory Dwelling Units (ADUs) on lots in your neighborhood? An Accessory Dwelling Unit could include a living unit above a garage or a new structure on the property.

Westmorland respondents were evenly split on the question of ADUs with ten (53%) answering “yes” to supporting ADUs and nine (47%) answering “no.” There was also one written comment supporting attached units but not detached and one saying it was acceptable if it didn’t harm neighbor’s property.

**Question 7:** Neighborhood preservation districts can be implemented in a small area such as a neighborhood block. Would you like to nominate a block or area in your neighborhood for a preservation district? Please Describe:

Only two comments were provided here nominating the stone gates and the entrance to the Westmorland neighborhood at Mineral Point Road and blocks with Lustron Homes.

### **Recommendations Response Exercise**

To gauge response to the plan’s recommendations, participants in the meeting were given the opportunity to express their support for a recommendation by placing a sticker, color coded for each neighborhood, on boards that were hanging on the walls. The following pages summarize the number of responses for Midvale Heights (MH) and Westmorland (WM).

# Midvale Heights & Westmorland

## Land Use Recommendations

**1. Support the inclusion of sustainability standards in the Zoning Code rewrite.**  
Work with future development to achieve storm water infiltration to the greatest extent possible given site characteristics and constraints.

11—MH  
7—WM  
18—T

**2. Encourage the installation of stormwater management features.**  
In new and existing development encourage rain gardens, bio swales, native plantings, green roofs and rain barrels to help reduce stormwater runoff and improve infiltration and water quality.

16—MH  
9—WM  
25—T

**3. Promote alternative energy incentives and programs.**  
Such as, MadISUN solar energy initiative , focus on Energy initiatives and grants, and Madison Gas Electric's (MG&E) Green Power Tomorrow program.

16—MH  
7—WM  
23—T

**4. Encourage new building design elements which promote energy efficiency.**  
Work with new development to incorporate elements such as: Passive solar, Daylighting, Gray water capture, Overhanging eaves, Heat pumps, Photovoltaic's, Composting Systems, etc.

10—MH  
9—WM  
19—T

**5. Complete a survey of neighborhood architectural elements.**  
To efficiently targeted neighborhood preservation efforts, homes and areas with significant architectural value must be identified.

5—MH  
2—WM  
7—T

**6. Develop educational resources for historically-accurate remodeling.**  
Create and distribute materials that detail the architectural history of each neighborhood and provide advice to homeowners on maintaining important architectural elements.

6—MH  
5—WM  
11—T

**7. Promote the evolution of Westgate Mall.**  
Encourage and support new development at Westgate which transitions the area into a higher intensity neighborhood node while also promoting the preservation of existing businesses.

12—MH  
6—WM  
18—T

**8. Develop a community based social marketing campaign to foster neighborhood-wide sustainable practices.**

4—MH  
4—WM  
8—T

# Midvale Heights & Westmorland

## Transportation Recommendations

### 1. Increase visibility and improve street crossings at the Southwest Path.

Inconsistent behavior of motorists (some stop, some do not) and disregard of stop sign by cyclists causes conflict. Priority crossings are: Glenway St., Odana Rd., South Midvale Blvd.

17—MH  
14—WM  
31—T

### 2. Work with Madison Transit to add bus routes to better serve the interior and eastern portion of the planning area.

6—MH  
8—WM  
14—T

### 3. Explore the potential of creating an express bus route.

Target routes along Mineral Point and Whitney Way corridors. A dedicated express bus route would include diamond bus lanes and signal preemption technology within the right-of-way.

4—MH  
0—WM  
4—T

### 4. Enhance the appearance of key neighborhood corridors.

Priority corridors area: Midvale Boulevard, Segoe Road, West Beltline

7—MH  
5—WM  
12—T

### 5. Determine the feasibility of providing a pedestrian and bicycle connection from the neighborhood across Whitney Way to the bike path near Medical Circle.

14—MH  
6—WM  
20—T

### 6. Support construction of a pedestrian connection between Manor Cross and Tocora Lane and the University Research Park.

15—MH  
5—WM  
20—T

### 7. Enhance the pedestrian crossing on South Midvale Boulevard in front of Midvale Elementary.

10—MH  
11—WM  
21—T

### 8. Improve pedestrian safety along the “S” curve on Caromar Drive between Clifden Drive and South Owen Drive.

4—MH  
14—WM  
18—T

# Midvale Heights & Westmorland

## Housing Recommendations

- 1. Provide smaller residential units and enhanced accessibility.**  
Housing units in new development should accommodate an aging population and trends in decreasing household sizes.
- 2. Promote the development of assisted living and nursing home facilities.**  
This is particularly important because of the neighborhoods' aging population and their desire to remain in the neighborhood
- 3. Provide information on existing programs to assist seniors.**  
Local programs exist to aid in the retrofit of homes, home chore programs, or other senior programs offered in the area.
- 4. Target first-time homebuyers.**  
Engage local Realtors to help promote the use of Wisconsin Housing and Economic Development Association (WHEDA) and City of Madison financing programs for first time homebuyers.
- 5. Encourage employees of nearby businesses to live in the neighborhoods.**  
Require all future residential development in the neighborhood to have explicit linkages to surrounding employment centers through pedestrian/bike paths and mass transit options.
- 6. Work with property owners to ensure residential and commercial buildings follow maintenance code requirements.**
- 7. Provide potential buyers and renters with information on the public schools to address potential concerns.**

2—MH  
5—WM  
7—T

9—MH  
3—WM  
12—T

8—MH  
4—WM  
12—T

2—MH  
2—WM  
4—T

10—MH  
4—WM  
14—T

3—MH  
5—WM  
8—T

1—MH  
0—WM  
1—T

# Midvale Heights & Westmorland

## Economic Development Recommendations

**1. Explore City of Madison involvement in the Westgate Mall Redevelopment.**

The City of Madison can promote the evolution of Westgate Mall through the use of economic development tools and the potential for public-private partnerships.

11—MH  
7—WM  
18—T

**2. Pursue the Westgate Mall site as a location for UW Research Park “graduates.”**

Currently, when a firm outgrows their space in Research Park they are often unable to stay in the neighborhood because of a lack of adequate facilities.

10—MH  
4—WM  
14—T

**3. Explore informational and training programs with Research Park.**

Neighborhood programs would identify potential employment opportunities for residents and promote long-term job creation through training and education.

6—MH  
0—WM  
6—T

**4. Require that new commercial development incorporate high-quality streetscaping, architectural details, building materials, and a pedestrian-scale environment.**

17—MH  
10—WM  
27—T

**5. In all new mixed-use development, promote commercial uses which are complementary to existing neighborhood business and the regional retail environment.**

12—MH  
11—WM  
23—T

**6. Support home-based businesses.**

The neighborhood would like to promote home-based businesses throughout the neighborhoods as long as commercial activity or resulting traffic does not degrade the area.

6—MH  
9—WM  
15—T

# Midvale Heights & Westmorland

## Parks & Open Space Recommendations

1. Identify areas most in need of maintenance and/or funding and work with the City to find solutions to common needs.

9—MH  
9—WM  
18—T

2. Work with City of Madison Parks Division and neighborhood residents to site additional equipment at local parks.

4—MH  
1—WM  
5—T

3. Encourage stormwater management in park space.

Install rain gardens, bio swales, native plantings, green roofs and rain barrels in park space to help reduce stormwater runoff and improve infiltration.

18—MH  
10—WM  
28—T

4. Work with the City of Madison Parks Division and neighborhood residents to identify a location for an off-leash dog park.

15—MH  
2—WM  
17—T

5. In order to attract young families with children, provide improvements to local parks which are targeted at pre-k and elementary children.

3—MH  
5—WM  
8—T

6. Work with the City of Madison Parks Division to develop park amenities for older youth and teenagers. E.g. skate parks, additional basketball courts, disc golf.

9—MH  
3—WM  
12—T

7. Expand Community Gardens Initiative.

Potential areas include: Segoe Park, Current utility corridor along Southwest Path, Wedgewood area of Odana Hills Golf Course.

14—MH  
6—WM  
20—T

# Midvale Heights & Westmorland

## Cultural & Historic Resources Recommendations

**1. Engage local resources like schools, churches and community organizations.**

Active engagement of local institutions and organizations in neighborhood events and activities will create the environment needed to integrate these resources into the neighborhood fabric.

11—MH  
8—WM  
19—T

**2. Develop a neighborhood-based walking tour brochure that highlights the Lustron homes and other significant historic features of the neighborhood.**

5—MH  
3—WM  
8—T

**3. Encourage investment in architecturally significant homes and buildings.**

Provide property owners with information on funding opportunities and tax incentives available through state and national historic preservation offices.

2—MH  
1—WM  
3—T

**4. Work with property-owners to get historic buildings placed on the National-State Register of Historic Places.**

1—MH  
2—WM  
3—T

**5. Work with property-owners to get historic buildings nominated as Madison Landmarks.**

2—MH  
1—WM  
3—T

# Midvale Heights & Westmorland

## Community Facilities Recommendations

**1. Coordinate available neighborhood meeting space.**

Create a committee to monitor the available space at local churches, schools, library, etc. Make this information available to neighborhood groups and activities.

5—MH 4—WM 9—T
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**2. Utilize City funded support programs to aid aging and disabled individuals in home and yard maintenance and repair.**

7—MH 8—WM 15—T
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**3. Improve the entrance to Midvale Elementary from Midvale Boulevard**

Enhance the prominence by replace existing chain link fence with a more attractive metal option (similar to Edgewood campus).

5—MH 10—WM 15—T
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**4. Replace the chain link fence along Midvale Boulevard in front of Cherokee Middle School with a more attractive metal option.**

4—MH 9—WM 13—T
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**5. Locate a car share pick-up in the neighborhoods.**

This would likely require a corresponding neighborhood campaign to generate the interest needed to sustain a new pick-up location.

9—MH 1—WM 10—T
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**6. Work with participating farms to locate a Community Supported Agriculture (CSA) drop-off location in the neighborhoods.**

4—MH 1—WM 5—T
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**7. Work with the neighborhoods to determine a location for a weekly farmers market.**

2—MH 3—WM 5—T
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**8. Keep the West Beltline corridor free of major overhead power transmission lines or other highly-visible utilities.**

37—MH 13—WM 50—T
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# Appendix D: Neighborhood Dog Park Survey

## DOG EXERCISE AREA SURVEY

**Insert Name of Park**

Background Information: The City of Madison Park Commission and the Common Council have designated 15 parks for dog exercise areas, either on leash or off leash areas. There are approximately 300 parks under the jurisdiction of the Park Commission. At this time dogs are allowed in parks THAT HAVE BEEN SO designated and posted, provided the owner has a valid dog park permit. The current regulations for dogs continue to apply – permits, licensing, pooper scooper, and current rabies vaccination. In off leash areas, dogs must be under the owner’s voice control. These regulations for dog exercise areas are contained in the Madison General Ordinances 7.322 and 23.32(2).

Dogs are prohibited in all parks, with the above exceptions; and are prohibited in beach/picnic areas, playing fields and playgrounds. No Conservation Parks have been designated for dog exercise areas. It is the goal of the City to regulate dogs in parks throughout the City; i.e. providing access to city parks for off-leash or on-leash use while also being mindful of non-dog users rights.

The Survey: This survey is being circulated to solicit input from neighboring property owners, neighborhood associations, the alder(s) and residents in the neighborhood surrounding the area designated for this park. The information gathered will be used by the Park Commission to determine the proposal for additional dog exercise areas.

PLEASE COMPLETE THE FOLLOWING SURVEY AND RETURN IT WITHIN **insert number of days** DAYS OF RECEIPT TO Alder **(insert name) and address**.

Please an “X” in the appropriate area to respond to this survey: If you include written comments, please indicate which question number they relate to.

QUESTION	QUESTION	Agree/ Yes	Disagree/ No
1.	I have no opinion if it is determined that dogs are to be allowed in this park.		
2.	This park is currently used illegally by dog owners with their <u>dogs on leash</u> , without conflict with other park users. (Can you identify the approximate number of dogs or times of day, time of year, etc ?).		
3.	This park is currently used illegally by dog owners with their <u>dogs on leash</u> , <b>WITH</b> conflict with other park users. (Can you identify the approximate number of dogs or times of day, time of year, etc ?).		
4.	This park is currently used illegally by dog owners with <u>dogs OFF leash</u> , without conflict with other park users. (Can you identify the approximate number of dogs or times of day, time of year, etc.		
5.	This park is currently used illegally by dog owners with <u>dogs OFF leash</u> , <b>WITH</b> conflict with other park users. (Can you identify the approximate number of dogs or times of day, time of year, etc		
6.	This park is currently used illegally by dog owners and dogs (on leash and/or off leash) and enforcement should be increased due to the following situation(s):		
7.	Dogs should be allowed <b>on leash</b> in this park <b>without restriction</b> .		
8.	Dogs should be allowed <b>on leash</b> in this park <b>with the following restrictions</b> (area, time, etc.)		
9.	Dogs should be allowed <b>OFF leash</b> in this park <b>without restriction</b> .		
10.	Dogs should be allowed <b>OFF leash ONLY</b> in this park <b>if fenced in the following area(s)</b> <i>Feel free to draw a map on reverse side indicating location for fencing.</i>		
11.	In my opinion, there is neighborhood support for regulating dogs in this park, knowing that regulations apply: pooper scooper, permits, licensing and rabies shots, in accordance with Madison General Ordinances.		
12.	This issue should be brought to a public meeting prior to the Park Commission making any changes to the current prohibition of dogs in this park.		
13.	There is at least one dog in this household.		

I live on the following street: \_\_\_\_\_

**THANK YOU FOR YOUR TIME AND COOPERATION**

## Appendix E: Neighborhood Surveys/Visioning Sessions

### Midvale Heights Neighborhood Survey

A neighborhood survey was conducted during the summer/fall of 2007 to solicit resident feedback on a number of issues. The results are summarized as follows:

#### *Neighborhood Character:*

Residents responding to the survey were well distributed in terms of longevity in the neighborhood: 32.8 percent have lived there 10 years or less, 36.2 percent have lived there between 11 and 30 years, and 31.1 percent have lived there more than 30 years. However, the population sample that responded to the survey does not reflect the actual demographic of the neighborhood as a whole: Long-term residents were more likely to respond and were therefore overrepresented in the survey. For a more detailed discussion on length of residence based on census data, please refer to the Housing and Demographics chapter.

For reasons such as proximity to shopping, schools, and downtown, 85 percent of respondents selected location as a desirable feature of the neighborhood. The most widespread concerns in the neighborhood were traffic/speed limit enforcement and traffic noise. These were selected by 40 percent of the respondents. Over 30 percent also cited safety as a concern.

Nearly 70 percent of respondents rated the residential character of the neighborhood as 'good,' while another 22 percent rated it 'excellent.' Over 70 percent of respondents also felt that the neighborhood had a 'strong' or 'somewhat strong' sense of community. Over 71 percent rated the natural environment as 'healthy,' while 13 percent rated it 'very healthy.'

#### *Future Opportunities:*

When asked to suggest three things that would most improve the neighborhood, 43.4 percent responded 'redevelopment of shopping/business areas;' 40.6 percent cited 'traffic enforcement;' and 35.5 percent cited a 'neighborhood watch program.' There was also significant interest in street maintenance, more diverse retail/services, and a community center. The top three items on a new business wish list included a full service restaurant, a coffee shop, and a convenience store.

When asked about future redevelopment in the neighborhood, the majority of those surveyed (69 percent) responded that new mixed-use buildings should be located at existing commercial nodes. A majority also responded that new development, or redevelopment of any kind, should be of the same size and height as adjacent properties. Most respondents (60 percent) agreed that any new development should include housing affordable to a range of income levels, while 67 percent supported the development of senior housing.

#### *Parks and Open Space:*

Although a majority of people rated the natural environment to be 'healthy,' only about 40 percent of respondents said they use the city parks regularly (once per month or more), and 20 percent said they never use the parks. However, over 80 percent of respondents said they do use the bike paths, sidewalks, footpaths, and pass-throughs, and many would support expansion of the bike system in particular.

## Westmorland Neighborhood Visioning Sessions

In 2007, the Westmorland Neighborhood Association Planning and Development Committee hosted two neighborhood visioning sessions, with the intent to gather input from the residents of the community regarding the topics that would become the essential elements of a Neighborhood Plan. The first meeting was held in January 2007 and included 27 residents. Attendees took part in a facilitated visioning exercise to identify their hopes and wishes for their neighborhood, now and in the future, and to begin to build consensus.

The second meeting took place in May 2007 and included about 30 residents. This meeting served several purposes. First, it was an informational forum with City of Madison Planning Department staff who presented an overview of the neighborhood planning process. Second, a question/answer session with representatives from the City of Madison and the Regent and Dudgeon Monroe neighborhoods helped attendees learn about the planning process through the experiences of other Madison Neighborhood Associations. The third portion of the meeting was a facilitated visioning exercise, similar to the first meeting.

During the visioning portion of both meetings, residents were asked to consider the question:

*“What are your hopes and wishes for a healthy and vital Westmorland Neighborhood both now and in the future?”* The group noted their thoughts individually and posted them on the wall. They then worked together to organize their collective thoughts into categories, and to rank the top issues in each category. The following list includes the categories and issues identified from both workshops. For the sake of a concise summary, issues mentioned by fewer than two people have been omitted here.

### 1. Housing

- Maintaining affordable housing
- Maintaining owner-occupied housing
- Single family housing
- Enforce codes
- Height restrictions
- Housing density
- Senior housing

### 2. Transportation

- Enhancement of public transportation options
- Creating/maintaining a pedestrian/bicycle-friendly environment
- Minimizing/controlling traffic congestion
- Traffic management/speed control

### 3. Economic Development

- Attracting/retaining locally-owned retail serving local needs
- A convenience/grocery store
- A post office
- A pharmacy
- A restaurant/café
- An ATM

4. Land Use/ Zoning- Urban Planning and Development
  - Owner-occupied vs. rental
  - Neighborhood character
  - Building footprints/Lot coverage/House size
  - Building height
  - Energy efficiency/Green building
  - Density
  - Setbacks/Required greenspace
  - Glenway/Speedway/Mineral Point development
  - Parking
  - Remodels
  - Teardowns
  - Zoning rules
5. Natural Resources-The Environment
  - Pesticide use and/or runoff to Lake Wingra
  - Energy and water use efficiency/Green building
  - Trees
  - Reserving and maintaining greenspace
  - Light trespass/Pollution
  - Eco-friendly community
  - Eco-themed neighborhood events
  - Native plantings
  - Public rain gardens and community gardens
  - City policies
  - Natural yards
6. Parks/Recreation
  - Preservation of and addition to shared greenspace
  - Balance activity and natural areas in Westmorland Park
  - Native plantings in street medians
  - Park maintenance
  - Reforest park
7. Historical/Cultural Preservation
  - Identify and protect historic homes and buildings
  - Promote understanding of the historic value of the neighborhood
8. Utilities and Community Facilities
  - Library
  - Neighborhood schools
  - Community gathering/Meeting space
9. Safety
  - Crime
  - General safety
  - Safe streets
  - Park safety/Drugs and alcohol in park
  - Neighborhood Watch
10. Community Character
  - Diversity
  - Neighborhood character qualities
  - Affordability
  - Physical upkeep and maintenance of houses
  - Quiet neighborhood
  - Recreation and vitality

11. Community Relations
  - Maintaining a sense of community within neighborhood
  - Communications with elected officials/city government
  - Opportunities for neighborhood involvement
  - Communications with business/churches/schools/library within neighborhood
  - Communications with other neighborhoods
  - Westmorland Neighborhood Association and committees
  - Understanding the neighborhood
  - Support small businesses
12. Sequoya Commons-Sad
  - Loss of Bergmann's
  - Loss of Buck's
13. Sequoya Commons- Mad
  - Loss of Bergmann's
  - Unfair process
  - Height uncharacteristic of neighborhood
  - Loss of Post Office
14. Sequoya Commons-Glad
  - Improved property
  - Expanded library
  - Library staying in neighborhood
  - More activity
12. "The Parking Lot" (thoughts which are important but don't relate directly to hopes and wishes for neighborhood)
  - Representation

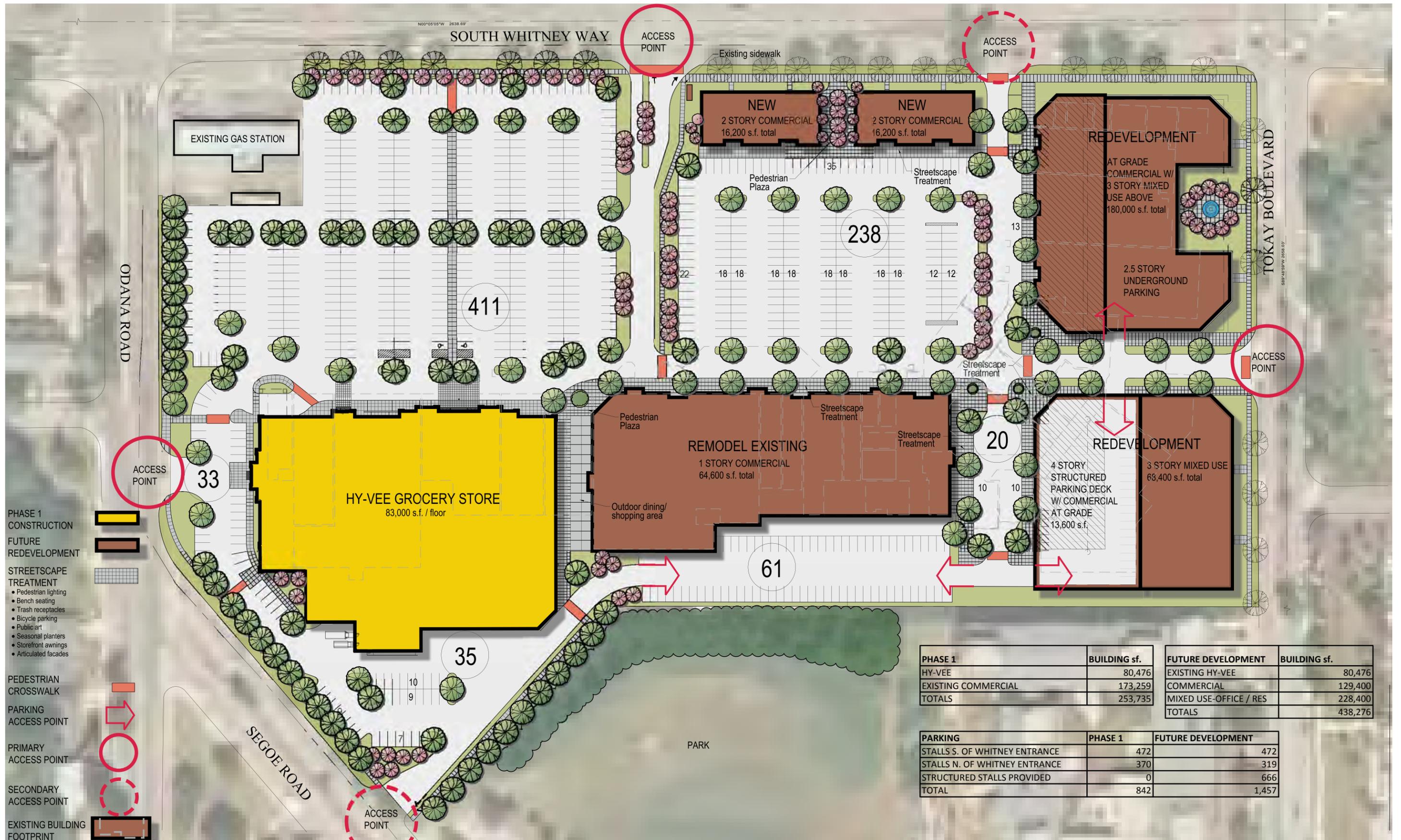
## Appendix F: Alternate Westgate Concept

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During the development of this Plan a Conditional Use for the purpose of building a Hy-Vee grocery store was proposed and approved for the Westgate property. As a result of discussions with the Joint Steering Committee and City of Madison staff, the owners of Westgate Mall, J. Herzog and Sons, contracted with Schreiber Anderson to develop a long-range plan for Westgate that included Hy-Vee and also addressed components of the Comprehensive Plan while also retaining some of the original mall structure for current tenants who may not be able to afford space in a new project.

This alternate conceptual plan is included for reference purposes and to acknowledge the effort made by J. Herzog and Sons to work with the Joint Steering Committee. The sense of the committee was that the plan could function as part of a mid-range plan for phased redevelopment, and the committee greatly appreciated that the mall owner is committed to retaining small businesses that could have difficulty paying rents for new construction. The primary criticisms of this mid-range plan were that the construction along Whitney Way should be allowed to exceed two stories and that the amount of surface parking at the mall remains very high.

The Joint Steering Committee supports short- and mid-range efforts to ensure the continued success of Westgate Mall and its tenants, provided that those efforts do not preclude the ultimate goal of increasing density and the mixture of uses on the site.



- PHASE 1 CONSTRUCTION  
 FUTURE REDEVELOPMENT  
 STREETScape TREATMENT  
 • Pedestrian lighting  
 • Bench seating  
 • Trash receptacles  
 • Bicycle parking  
 • Public art  
 • Seasonal planters  
 • Storefront awnings  
 • Articulated facades

- PEDESTRIAN CROSSWALK  
 PARKING ACCESS POINT  
 PRIMARY ACCESS POINT  
 SECONDARY ACCESS POINT  
 EXISTING BUILDING FOOTPRINT

PHASE 1	BUILDING sf.	FUTURE DEVELOPMENT	BUILDING sf.
HY-VEE	80,476	EXISTING HY-VEE	80,476
EXISTING COMMERCIAL	173,259	COMMERCIAL	129,400
TOTALS	253,735	MIXED USE-OFFICE / RES	228,400
		TOTALS	438,276

PARKING	PHASE 1	FUTURE DEVELOPMENT
STALLS S. OF WHITNEY ENTRANCE	472	472
STALLS N. OF WHITNEY ENTRANCE	370	319
STRUCTURED STALLS PROVIDED	0	666
TOTAL	842	1,457

## Long Term Redevelopment Plan Westgate Mall Madison, Wisconsin