

Phase 2: mid-July 2023-August 2023. Staff has reviewed, categorized, and summarized feedback received thus far from various methods of public engagement (see the key at the end of the summary for a full description of the feedback source abbreviations). The "multiplier" column indicates how many times similar comments were received.

West Area Plan - Community Feedback Summary

COMMENT	SOURCE	MULTIPLIER	AREA/DETAILS
Land Use and Transportation: Compact Land Efficient Transportation			
Expand bike pathways/protected lanes)	(LYA), (EVM), (LVM), (RPM), (CS), (CP)	92	Connecting Madison bike infrastructure to Middleton on Gammon Rd, Midvale, behind Odana golf course, connect good neighborhood path to old Middleton, both sides of Bluff St, N-S connection to Odana and southwest path, Hamersley, Van Hise, Hamilton
Expand walkability	(LYA), (EVM), (RPM), (CS), (CP)	53	
Want more density	(EVM), (RPM), (CS)	52	Along transit lines, convert more LR to LMR, reduce parking, more LMR, MR, and NMU instead of LR
Safety for bikers and pedestrians	(EVM), (RPM), (CS),(CP)	48	Bikers need to obey traffic laws, keep cars out of bike/turning lanes, dedicated bike lane on Hamersley, reduce on-street parking, prefer protected bike lanes to shared lanes, Nakoma curb cuts are dangerous, more all ages and abilities, more lighting at S Gammon Rd, High Point Rd, Beltline and adjacent areas
Expand bus service	(CS), (CP)	40	New service doesn't meet some needs, should be expanded to low-income/high density areas, expand east-west connections, concerns about number of bus stops in area
Want more mixed-use	(RPM), (CS)	35	Activate ground floors, corner of regent/Whitney Way, along Midvale, Odana, want walkable spaces, don't put in areas of low development density
Speed limit reduction and enforcement	(EVM), (RPM), (CS)	32	Road diets and speed bumps, Tree Lane speeds, 20 is plenty, Whitney Way, Rosa Rd., Mineral Point Road, Segoe, Old Sauk

No Sauk Creek Bicycle Route	(EVM), (RPM), (CS)	27	Don't want lights or concrete path, distribution of water management and natural habitat, preserve trees, afraid city won't maintain, steep incline at start of path would make dangerous, Tree Lane/High Point intersection dangerous, prioritize floodplain, creek, trees, and climate over maintenance or bike trails, dangerous to pedestrians walking in area
Intersection and crosswalk improvements	(EVM), (LVM), (RPM), (CS), (CP)	26	Midvale Ave/University Ave, University Ave West of Whitney way, Genomic/Mineral Pt, new cross streets along Mineral Pt, traffic signal at Regent and Segoe, difficult to cross Segoe, Odana west of Whitney Way, Old Middleton/ N Whitney Way, Karen Arms/Regent, Segoe and Hilltop, Whitney Way/Gilbert, South of Mineral Point Rd along Gammon Rd
Maximize low-density	(RPM), (CS)	19	More options for low density housing that isn't single family, balance of single and multi-family, pool and churches should go to LR or LMR not MR, more 2-3 story apartments
Prioritize people over cars	(EVM), (RPM), (CS)	18	
Sidewalk improvements	(LYA), (EVM), (LVM), (RPM), (CS), (CP)	13	Summit Woods, Odana, Hilltop, bury power lines for trees, increase snow removal in winter near bus stops, widen sidewalks, along Memorial
Reduce traffic	(CS)	12	traffic calming on Whitney Way and at Beltline interchanges
Street Improvements	(LYA), (RPM), (CP)	12	Road repairs needed on Old Sauk, keep traffic moving
More B-cycle stations	(LYA), (RPM)	11	
Support High Point Road Bike Connections	(LVM), (RPM)	9	Want one lane each way, prefer protected or off road (5), prefer shared lane (2)
Parking concerns	(RPM), (CS)	7	on-street parking: unsafe for bikers, blocking curbs and hydrants, if city decreases parking lanes, need to work with apartments to direct cars elsewhere
Support Sauk Creek Bicycle Route	(LVM), (RPM), (CS)	6	On street bicycle facilities will only be so safe, need alternative, restructure but support trees
Support Westfield Bicycle Route	(RPM), (CS)	6	Extend through mall and across beltline, want protected lanes and removal of parking
Concern over planned streets	(EVM)	1	
Expand bicycle wayfinding	(CS)	1	

No Westfield Bike Lanes	(RPM)	1	Don't want on-street parking removed
NEIGHBORHOODS & HOUSING: Complete Neighborhoods Housing			
Want more affordability	(RPM), (CS), (CP)	49	Affordability only in certain areas will segregate people
Want more diverse housing stock	(EVM), (CS)	25	condos, duplexes, rent to own, co-op, ADU, diverse facades, missing middle
More housing development	(EVM), (CS)	20	
Require setbacks and natural buffers	(RPM)	3	Additional setbacks for residential units, need plant buffer between high and low zones
ECONOMY & OPPORTUNITY: Growing Economy Equitable Education and Advancement			
More businesses like retail and restaurants	(LYA), (CS)	35	
Support marginalized and small business owners/workers	(RPM), (CS)	16	Food trucks
More accessible options for employment for adults and youth	(LYA), (CP)	10	More youth internships, jobs, opportunities
CULTURE & CHARACTER: Cultural Vibrance Unique Character			
Inclusive community events and spaces	(LYA), (CP)	10	Expand Lussier Community Education Center as it is important to community and offers a lot of series to community and needs more space to better serve community
Youth facilities and activities	(LYA), (CP)	10	
Bring food trucks to parks	(LYA)	10	
Aquariums	(LYA)	10	
Maintain community and welcoming culture	(EVM), (RPM), (CS)	6	Midvale Heights,
Want more diversity in neighborhood	(CS)	5	
Community Resources	(CP)	1	Lack of resources and information dissemination in west area
GREEN & RESILIENCE: Natural Resources Parks and Recreation			
Increase/preserve greenspaces and parks in dense areas	(LYA), (RPM), (CS)	62	Add more playgrounds
More tree canopy cover	(LYA), (EVM), (RPM), (CS)	51	Bury power lines to make room, want city to provide trees for free, more trees needed around west towne mall
Address climate crisis	(RPM), (CS)	33	
Park amenity improvements and maintenance	(EVM), (CS), (CP)	25	Add shelters to parks that don't have them already, more parks for dogs, public bathroom upgrades, more amenities at Garner Park for families and children
Improve water quality and natural areas/habitats	(CS)	20	
Maintenance and protection of greenways	(LVM), (RPM), (CS)	18	need more maintenance in over grown areas

Stormwater Management	(RPM), (CS)	15	natural methods, concerned about flood control from new development (Brennan, harbor view, UW clinic)
Reduce pollution	(CS)	12	PFAS, road salt, air quality
Energy efficiency	(CS)	12	homes, electric vehicle charging, help residence install solar panels, tax programs for businesses
Cleaner beaches	(LYA)	10	
More dog friendly trails and spaces	(LYA)	10	
Native plantings in parks and greenspaces	(CS)	9	
Want more connected and intentional parks and greenways	(EVM), (LVM), (CS)	8	Like advocated for in 1961 plan, only purpose is not stormwater management
Sustainable development	(CS)	7	Green architecture, LEED qualities
Urban Agriculture	(LVM), (CS)	3	Community garden, edible trees and vegetation in parks,
EFFECTIVE GOVERNMENT: Efficient Services Regional Cooperation Community Facilities			
Improved police enforcement	(CS)	17	Regular and community policing, body cams
Reduce crime	(CS)	13	stolen cars, gun violence
Expand Lussier Community Center	(LYA)	15	
More fire stations	(LYA)	10	
Teenage clubs for sports (iceskating and rollerblading), games, and entertainment	(LYA)	10	
Need homeless shelter; animal shelters	(LYA)	10	
Increase lighting	(LYA)	10	Between Memorial HS and residential south of Beltline (underpass)
Diverse Participation	(EVM), (CS)	3	Survey/public meeting participants are self selected and majorly represent older, wealthy people- Need more representation
Incorporate underlying plans	(EVM)	1	
More libraries	(RPM)	1	In high densities and for transit dependent populations (Sheboygan and BRT lines)

Phase 2 Engagement

(LYA) Youth Action Interns - July 18

(EVM) Virtual Meeting July 18 (evening)

(LVM) Virtual Meeting July 26 (noon)

(RPM) In- Person Meeting/Open House August 2 (evening)

(CS) Community Survey Comments

(CP) Community Partner Comments (The West Area Plan hired Community Partners to focus and highlight feedback from underrepresented communities during this planning process. Partners reached over 275+