



Department of Planning & Community & Economic Development

**Planning Division**

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To: Urban Design Commission

From: Breana Collins

Re: West Area Plan Review and Recommendation

Date: August 14, 2024

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Since meeting with the Urban Design Commission on January 24, 2024 the [West Area Plan](#) team has presented the draft plan to the public and collected feedback through in-person and virtual public meetings, through community displays, and online. We have also continued to meet with other city agencies and City staff, including working with Urban Design Commission Secretary Jessica Vaughn, for their direction. The [full draft of the West Area Plan](#) was introduced at Common Council on July 16, 2024, and has been referred to several boards/ committees/ commissions, including the Urban Design Commission, for review and comment.

**Highlights of Draft Plan Changes since January**

The Culture and Character chapter of the West Area Plan (which includes the two Urban Design Districts and Design Guidelines) starts on page 39. Highlights to Urban Design-related action changes since [January](#) are:

- Edits to the text under the UDD 6-related action. Edits are minor changes to the language – the overall actions are essentially the same as they were during the January check-in with UDC. The UDD 6-related text now reads: “Changes to UDD 6 (MGO section 33.02(13)) should be analyzed as part of a larger citywide UDD review to:
  - a. Revise the boundaries to not include single-family development within the district boundary and add existing multifamily development to the south of Sheboygan Avenue and existing commercial development between Hilldale Mall, Midvale Blvd., Regent St., and Sheboygan Ave. to the district boundary.
  - b. Align regulations with the TOD overlay zoning district.
  - c. Explore whether UDD 6 should be split into subareas to account for the widely varied characteristics and surroundings along the three-plus mile long corridor.

d. Consider establishing minimum and maximum building heights in some or all of UDD 6 (note there is already a two-story minimum height in the portions of the UDD that are within the TOD overlay zoning district).

e. Integrate design standards into the “Building Design” requirements to ensure buildings fronting shared-use paths address the path with architectural elements and building access at the same design level as the front of the building.

f. Add additional building and site design elements to the “Building Design” requirements to require ground floor residential units facing public right-of-way have individual unit entrances from the sidewalk.

g. Add an element to the “Building Design” guidelines to provide direct pedestrian connection(s) from buildings to adjacent public parks and/or shared-use paths.”

- Minor revisions to the Design Guidelines that were pulled in to the West Area Plan appendix from the Odana Area Plan to shape redevelopment within mixed-use, employment, medium residential, and high residential land uses on the Generalized Future Land Use (GFLU) Map. Staff reviewed the guidelines for redundancy with existing citywide guidelines, like the Comprehensive Plan or are already codified in Zoning Code and the Transit-Oriented Development (TOD) ordinances. These guidelines start on page 43 of the [West Area Plan](#) document.
- Updates to the Urban Design Districts Map on page 44 to better illustrate possible additions and subtractions to UDD 6. These changes were made based on community feedback.

### **Request for Urban Design Commission**

The Urban Design Commission may recommend changes to the Final Draft Plan to the Plan Commission (lead). The Plan Commission will review recommended changes from the Urban Design Commission and the other four committees/commissions the Plan was referred to and make a final recommendation to the Common Council. After plan adoption, staff will incorporate Plan changes approved by the Common Council. If the Urban Design Commission wishes to recommend any changes to the Plan Commission, please include the changes in your motion.

### **Attachment**

- PowerPoint Presentation

# West Area Plan



**Team Members:** Linda Horvath • Ben Zellers • Breana Collins • Colin Punt • Urvashi Martin

# Presentation Overview



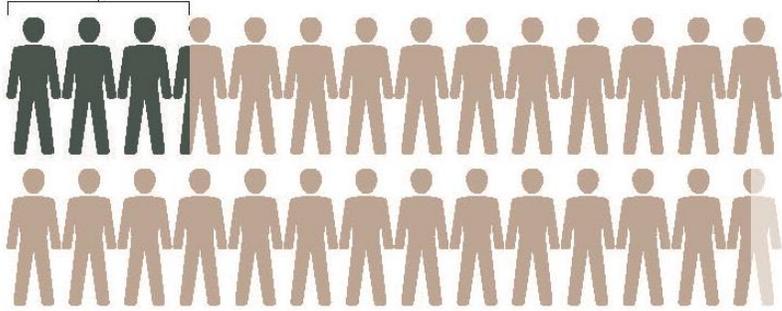
- Background
- Planning Process
- Public Feedback
- Draft West Area Plan Recommendation Highlights
- Next Steps



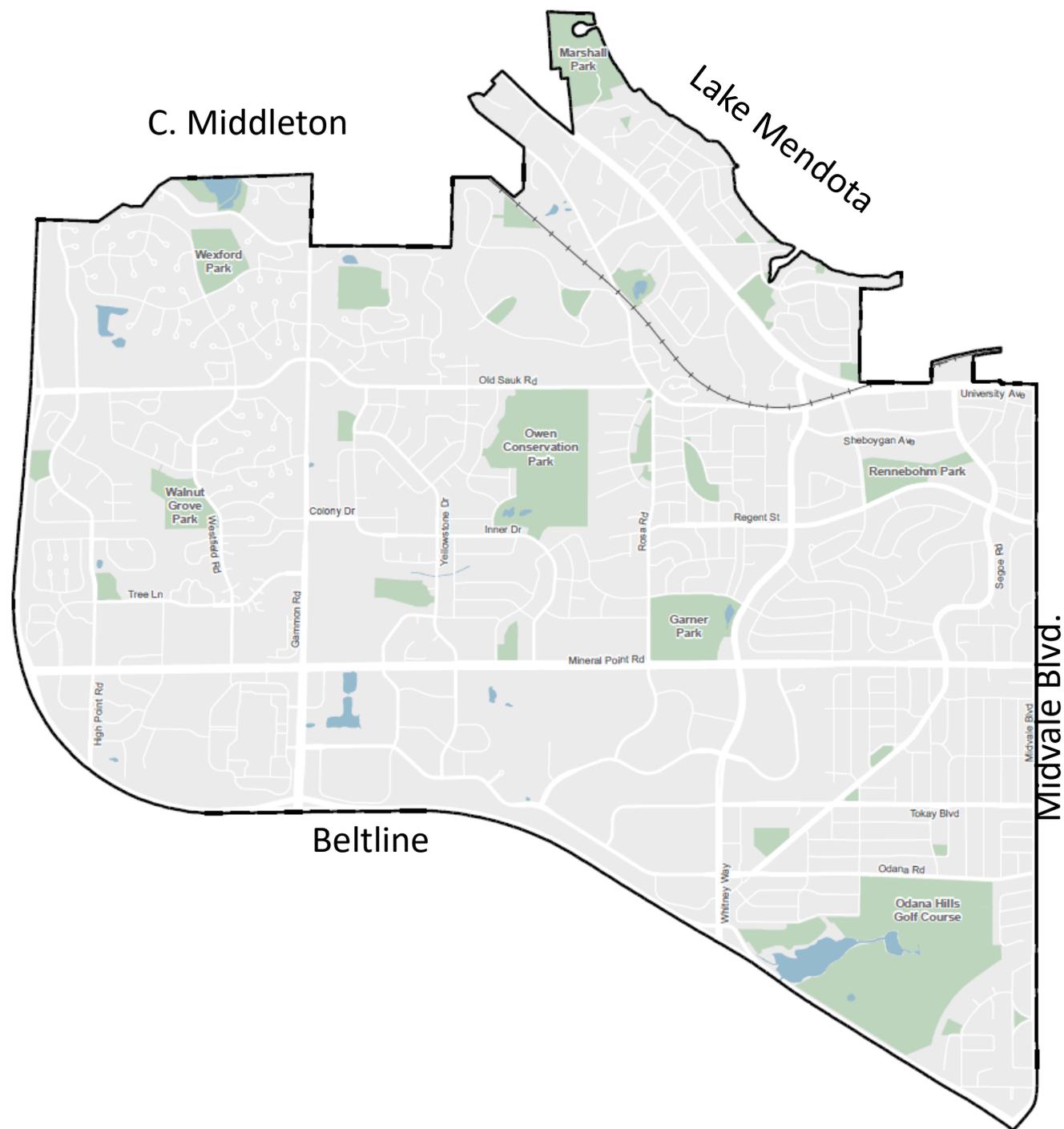
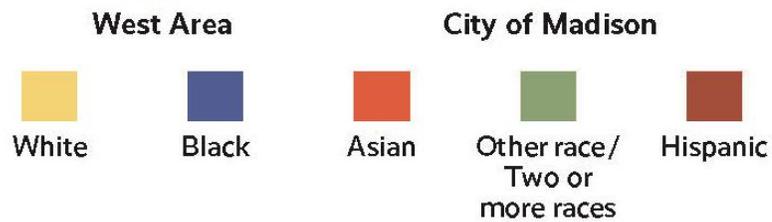
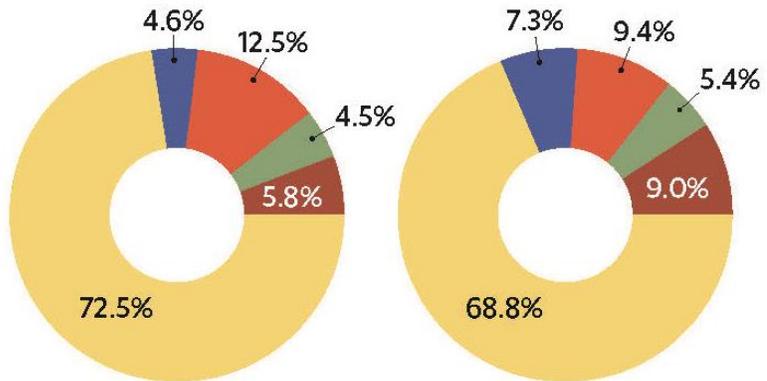
# Background

## Population

West Area 33,099      City of Madison 274,622       = 10,000 residents



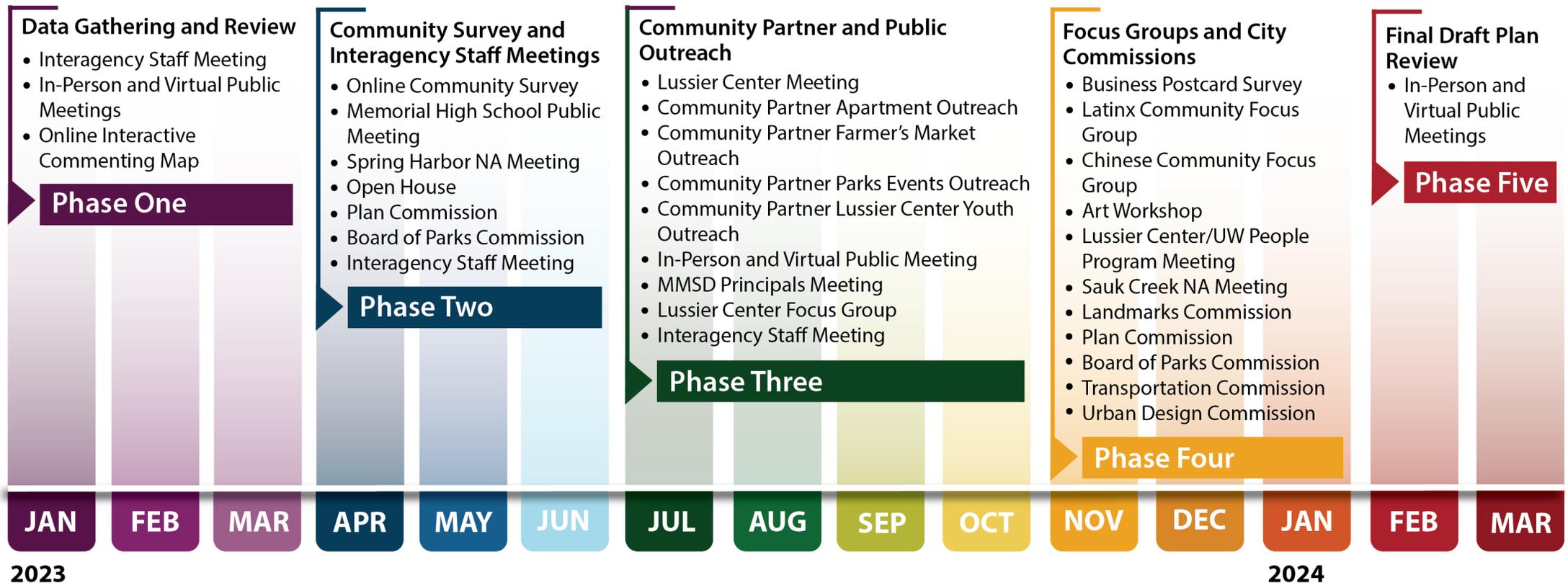
## Racial and ethnic composition



# Planning Process



## Planning Process and Public Engagement



# Public Engagement



- 25 total public meetings, open houses, Q&A sessions, and commission meetings
- Virtual and in-person public meetings, Interactive Map and Community Survey, Business Survey
- UW-Madison's PEOPLE Program class on urban planning at Vel Phillips Memorial High School.
- Youth Action internship program at Lussier Community Education Center
- Community Partners with Trusted Relationships



# Public Comment Themes



- Tree canopy/conservation
- Development process concerns/mistrust
- Bike infrastructure connectivity
- Housing density – preserve single-family neighborhoods vs. adding housing

## What We've Heard

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

*Like redeveloping commercial areas to increase housing density*

*Do not want higher density of residents*

*Bring more diversity to neighborhoods*

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

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



# Public Comment Themes



- Mix stores, services with housing
- Vary size/scale of new buildings
- Exclusive views are loudest
- Welcome new people, while respecting established residents

## What We've Heard

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

*Take up rezoning at the time of an actual proposal*

*Want small apartment buildings/mixed-use sprinkled throughout neighborhood*

*Need to allow more small stores so neighborhoods are walkable, too much driving is required to get groceries*

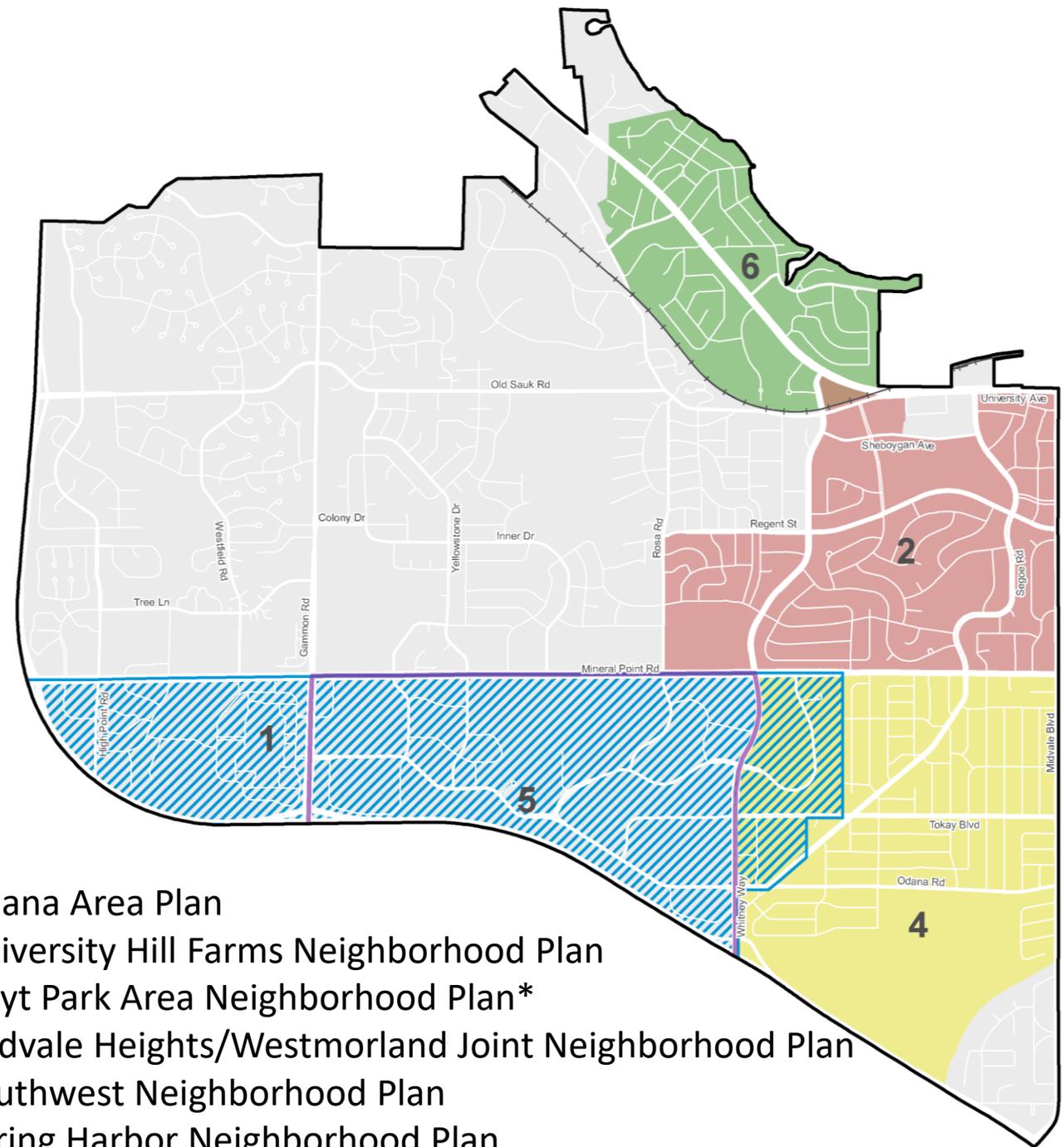
*Expanding mixed-use in residential areas would help property values*

*Expanding mixed-use in residential areas would hurt property values*



# Past Plans

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



1. Odana Area Plan
2. University Hill Farms Neighborhood Plan
3. Hoyt Park Area Neighborhood Plan\*
4. Midvale Heights/Westmorland Joint Neighborhood Plan
5. Southwest Neighborhood Plan
6. Spring Harbor Neighborhood Plan

# Draft Plan Format

Land Use and  
Transportation

Neighborhoods  
and Housing

Economy and  
Opportunity

Culture and  
Character

Green and  
Resilient

Effective  
Government

Health and  
Safety

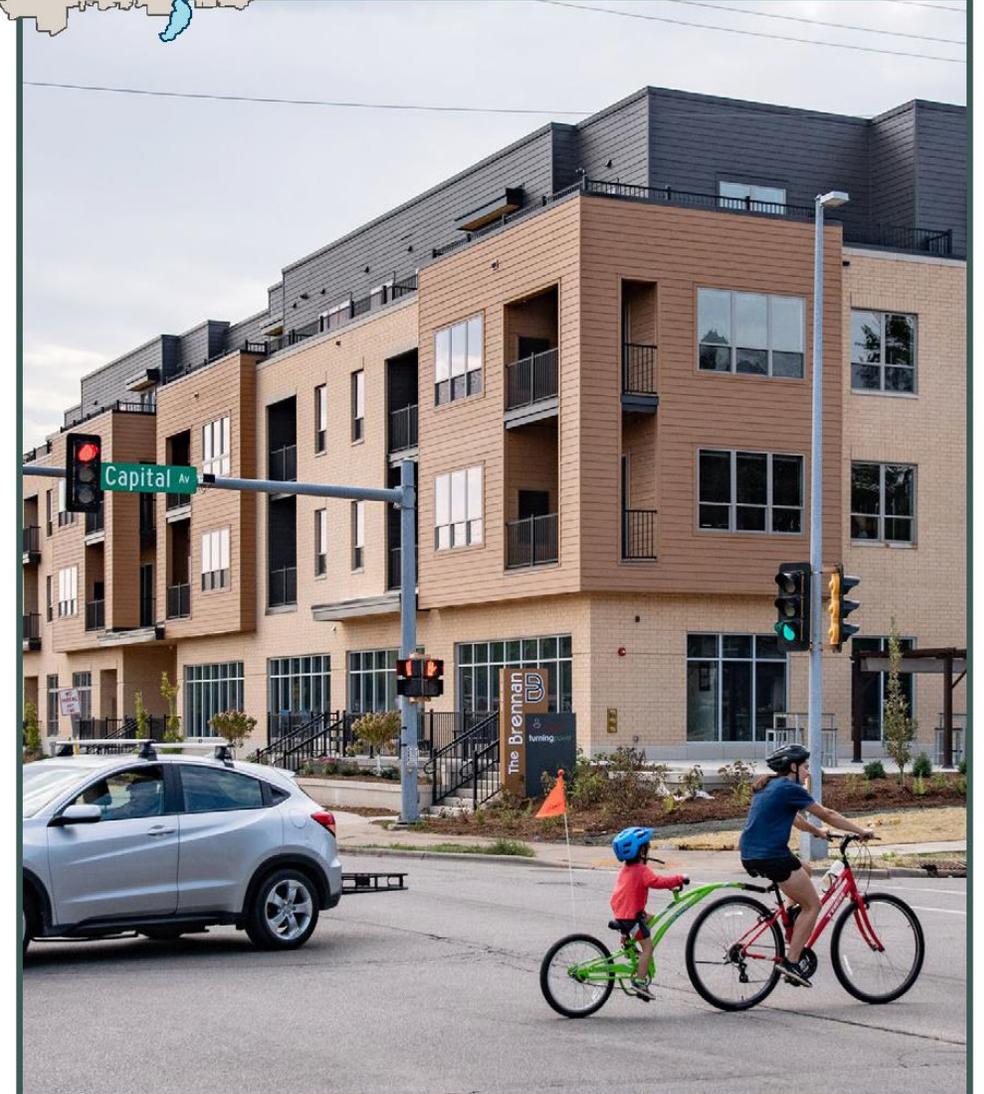
## Chapter Contents

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



## West Area Plan

Introduction Draft | July 8, 2024

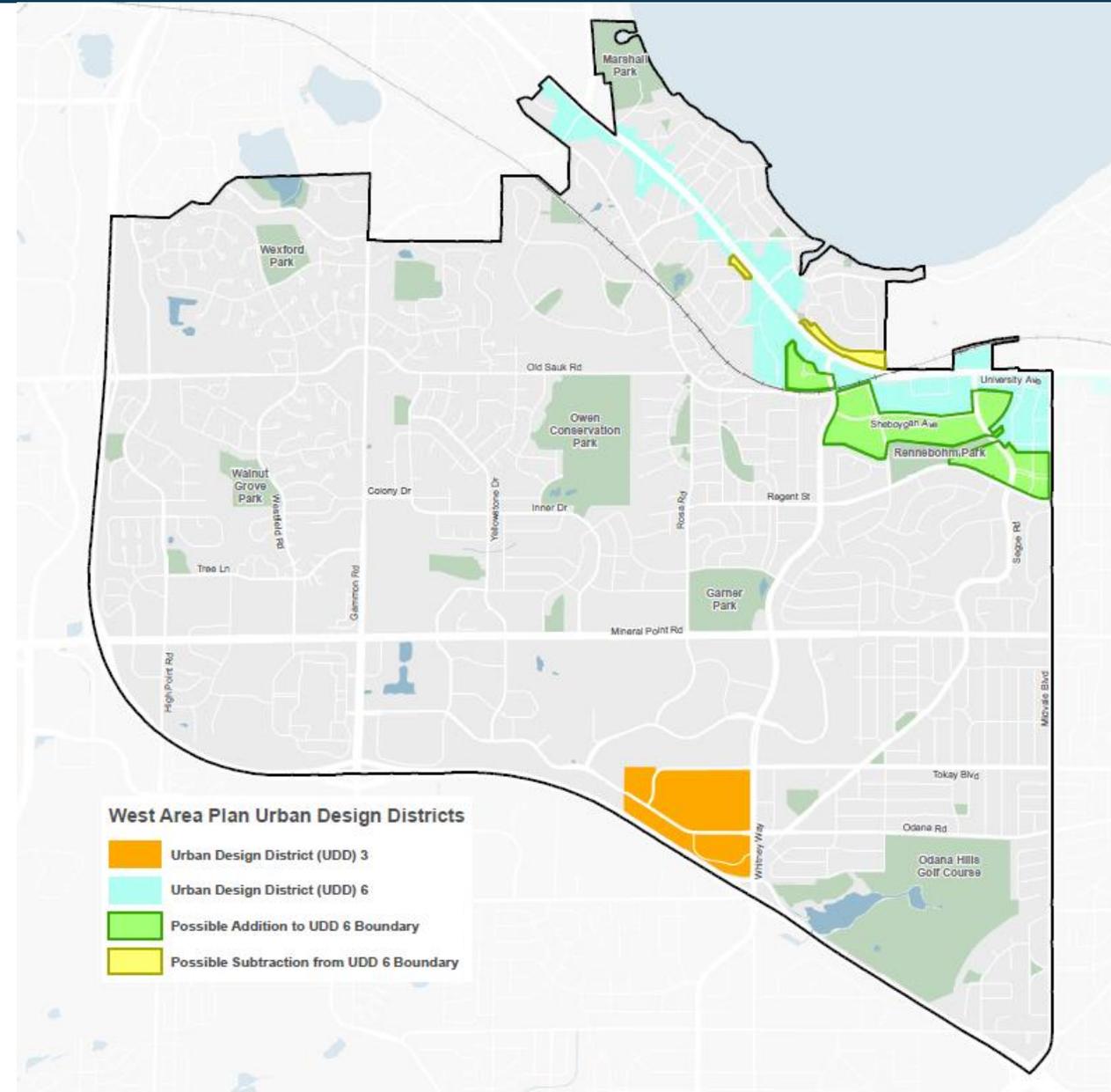


CITY OF MADISON

# Culture and Character



- Review Urban Design District (UDD) 3 to determine whether it should be revised or repealed.
- Analyze UDD 6 as part of citywide review to:
  - Revise boundaries
  - Align regulations with Transit-Oriented Development (TOD) overlay zoning district
  - Explore whether UDD 6 should be split into subareas
  - Consider establishing minimum and maximum building heights
  - Add design standards into “Building Design” requirements to:
    - Address shared-use path frontages
    - Require ground-floor residential fronting streets to have individual unit entrances.
- A guideline to provide direct pedestrian connections from buildings to adjacent parks/paths



# Draft Plan Review – Next Steps



- ✓ July 16 – **Common Council** introduction
- ✓ July 17 – **Economic Development Committee**
- ✓ July 31 – **Transportation Commission**
- ✓ August 5 – **Landmarks Commission**
- ✓ August 14 – **Urban Design Commission**
- ✓ August 14 – **Board of Park Commissioners**
- August 26 – **Plan Commission**
- September 10 – **Common Council**