

West Area Plan



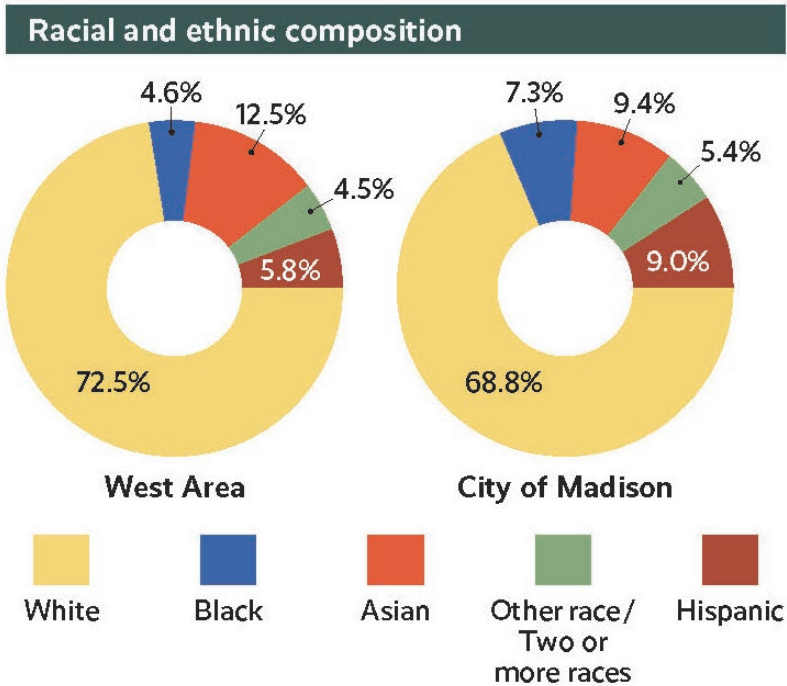
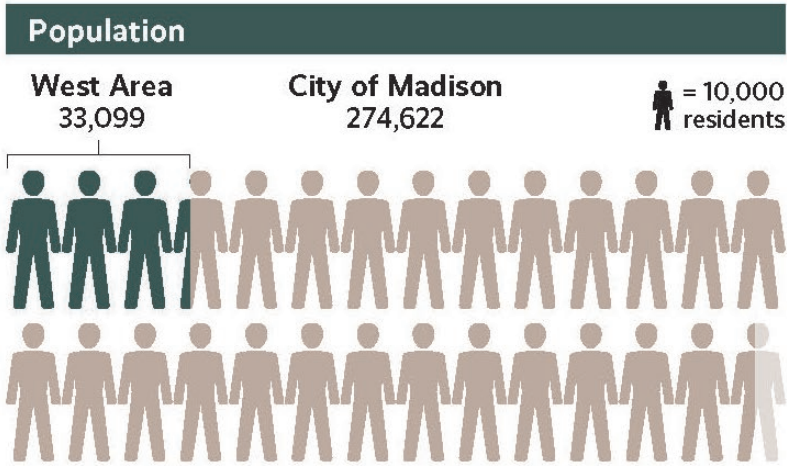
Team Members: Linda Horvath • Ben Zellers • Breana Collins • Colin Punt • Urvashi Martin

Agenda



- Background of the Area
- Planning Process

Background



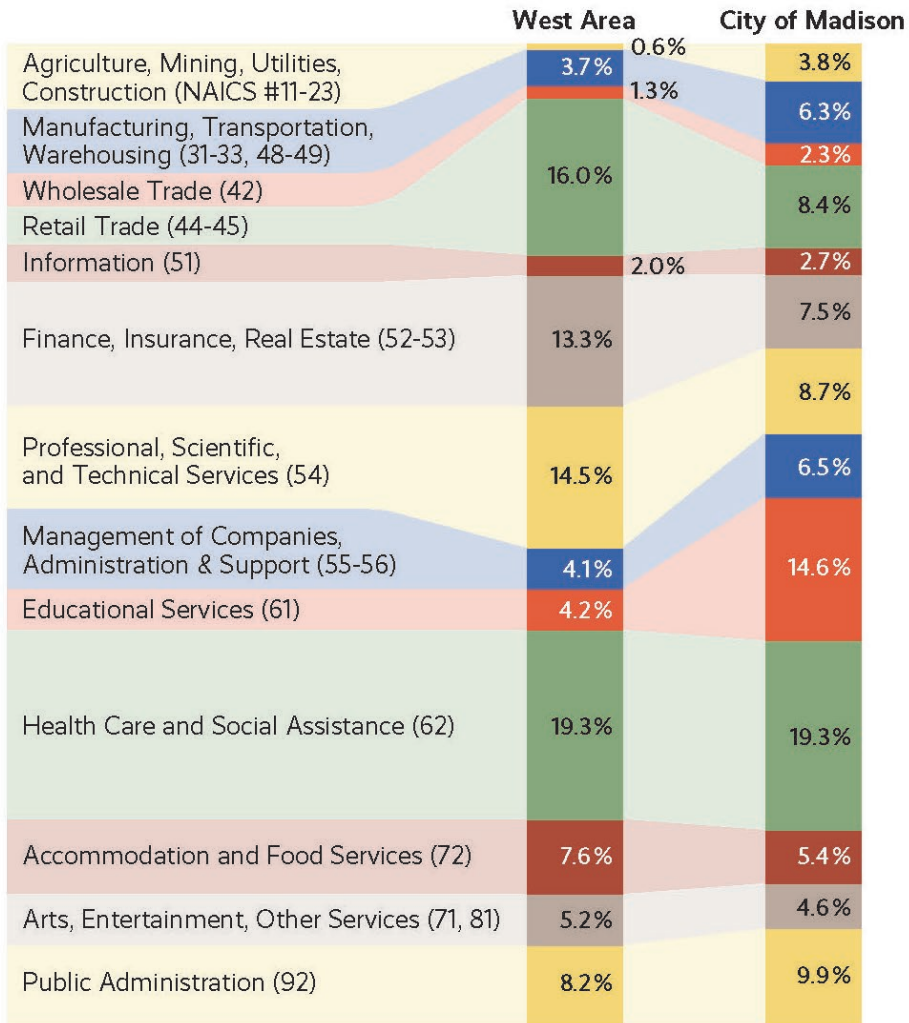
Income and Household Economics

	West Area	City of Madison
Poverty rate (families)	7.0%	5.9%
Median income	\$82,401	\$70,466
Homeownership (Tenure)	52.7%	44.5%
Cost-burdened households – owners	25.5%	19.8%
Severely cost-burdened households – owners	10.2%	6.8%
Cost-burdened households – renters	39.1%	46.5%
Severely cost-burdened households – renters	21.2%	25.5%

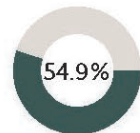
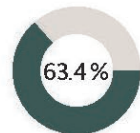
Background



Jobs within area, by major sector



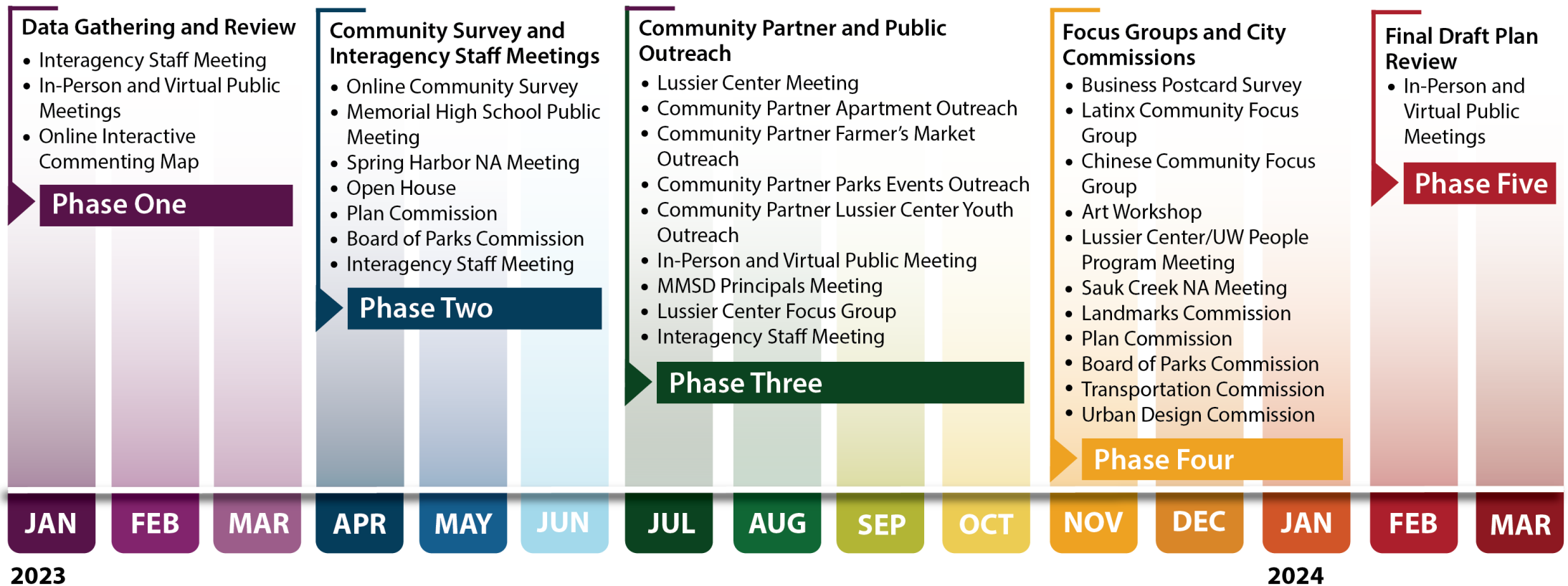
% with 4+ years of college



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



General Feedback

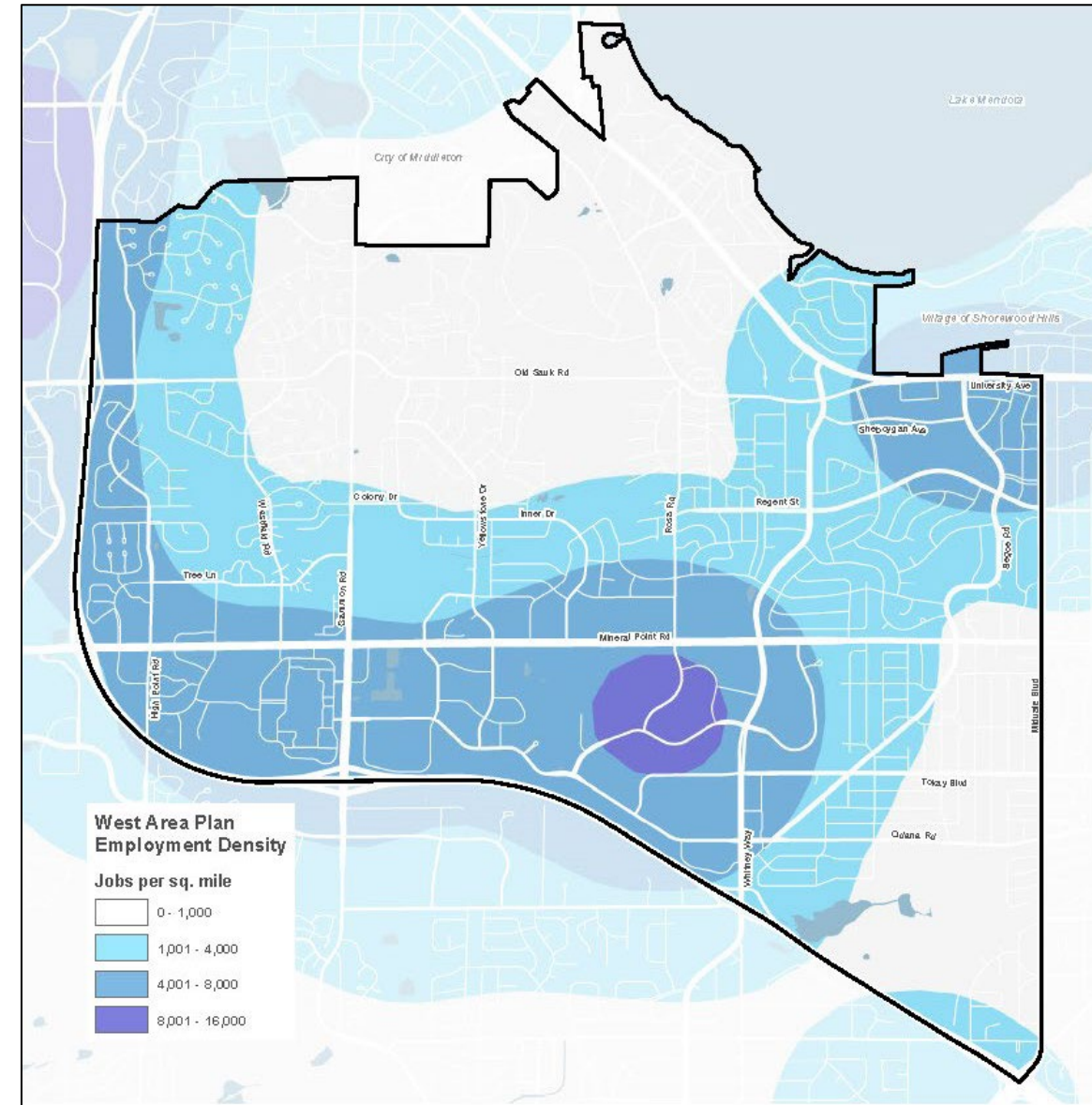


- Need for more affordable housing
- More housing type diversity
- More ped/bike improvements (but some do not want bike paths in greenways)
- Create more walkable shopping and service destinations
- Increase recreation and programming for youth
- Create safer, more convenient connections among neighborhoods and schools
- Address stormwater management concerns

Economy Related Feedback



- **Maintain some affordable space for small businesses** as area changes and grows through increased redevelopment.
- **Add to business diversity in areas currently lacking** in services and restaurants through implementing additional mixed-use development.
- **Finding staff can be a challenge in some sectors**, with the lack of affordable housing a contributing factor.
- **Area has easy access to downtown** and is convenient to shopping, dining, and many employment areas.
- **Appreciation of current small businesses** and desire for more local businesses, especially within walking distance of residents.



Land Use



Low Residential (LR)



Neighborhood Mixed-Use (NMU)



General Commercial (GC)



Low-Medium Residential (LMR)



Community Mixed-Use (CMU)



Employment (E)



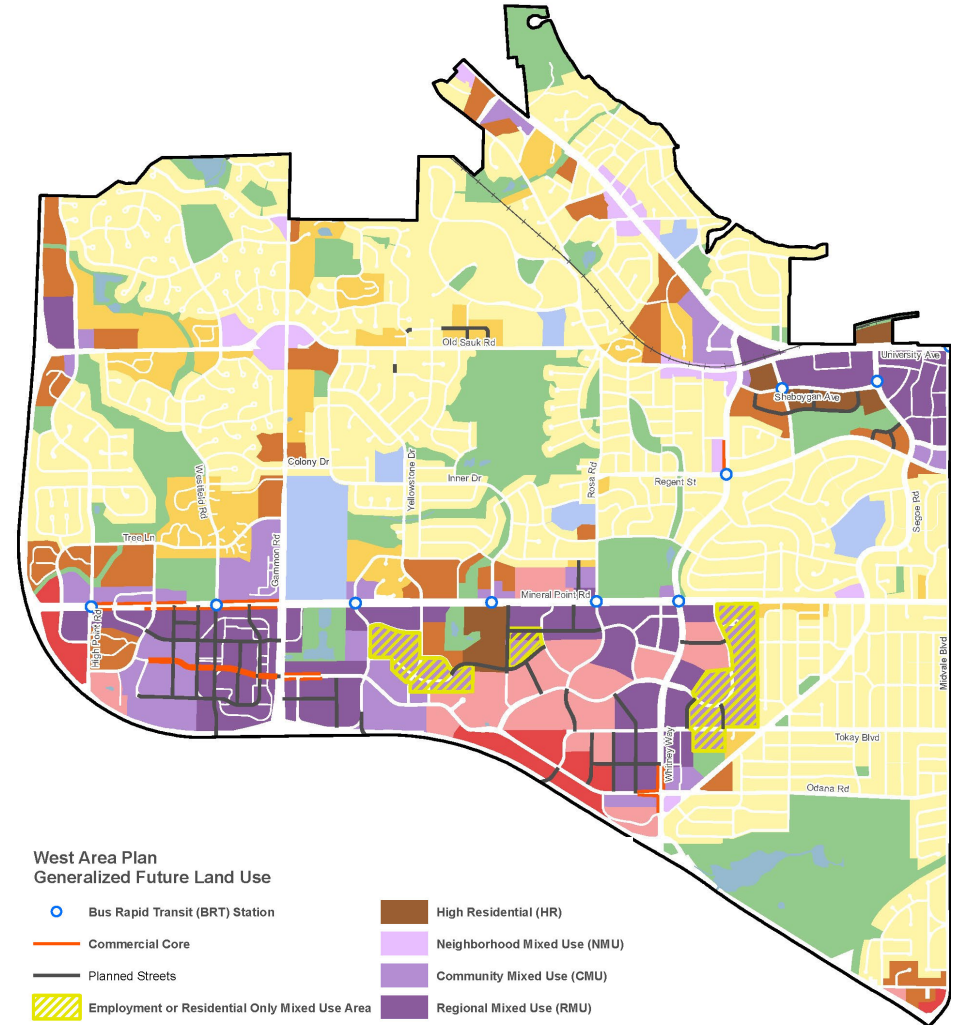
Medium Residential (MR)



Regional Mixed-Use (RMU)



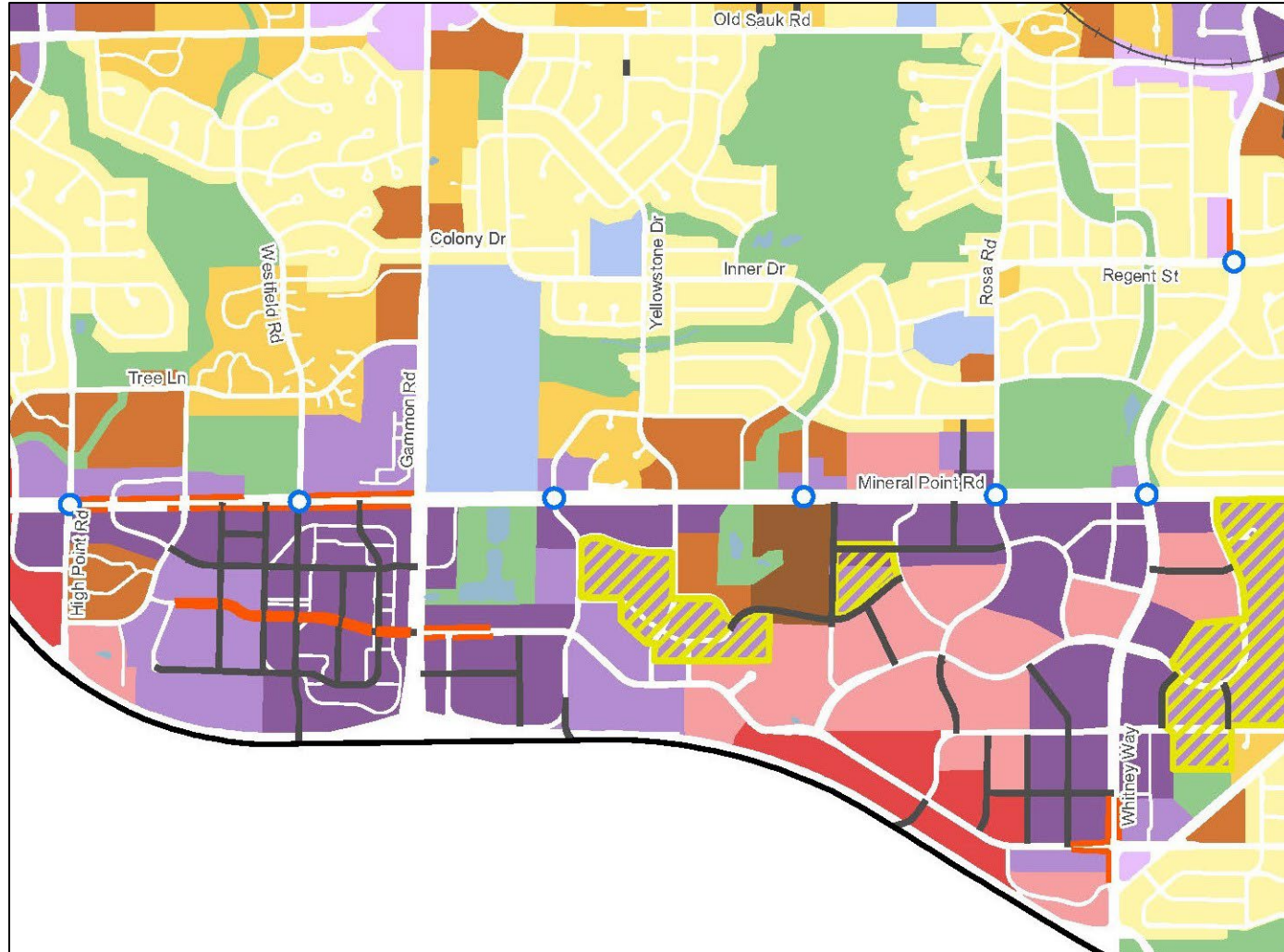
Industrial (I)



West Area Plan
Generalized Future Land Use

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

Transportation



Commercial Core Areas and Planned Streets

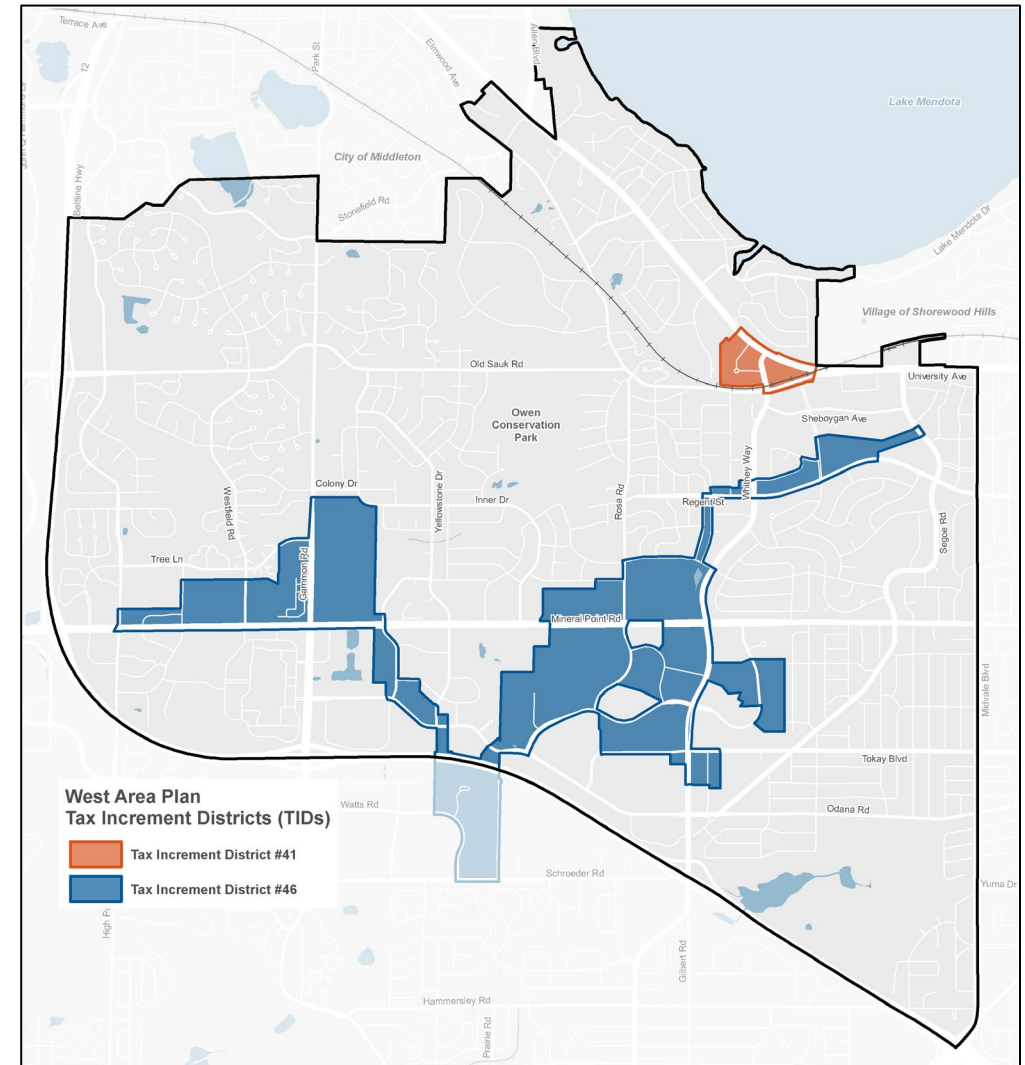
- Planned Streets
- Commercial Core

Economy and Opportunity



ACTIONS

- Land banking possibilities for commercial south of Mineral Point Road to reuse buildings for affordable local business space and redevelop surplus surface parking into affordable housing.
- TIDs #41 and #46 feasibility for affordable housing, non-assessable infrastructure for ped/bikes, new streets, etc. and commercial rent assistance or guarantee program esp. for BIPOC-owned businesses and displaced businesses
- Possible new TID in West Towne area/Mineral Point Road corridor
- Increase affordable childcare options
- Create business incubator, land banking, small business assistance, and other initiatives
- Commercial rent assistance or guarantee program



Economy and Opportunity



PARTNERSHIPS

- A. Partner with business, economic development, and community organizations, such as Latino, Black, Hmong, and Madison Chambers of Commerce, Wisconsin Women Business Initiative Corporation, and established incubators, to create business incubator for BIPOC-owned businesses.
- B. As business areas transition to a more connected, ped-friendly environment, assist creation of neighborhood business association or BID (business improvement district) to maintain amenities and facilitate events.
- C. Continue building relationships with and supporting economic development partners, esp. w/with ties to historically underrepresented communities.



LATINO
Chamber of Commerce of Dane Co.



**HMONG WISCONSIN
CHAMBER OF COMMERCE**

Next Steps



- ✓ **Common Council Introduction:** July 16, 2024
- ✓ **Economic Development Committee:** July 17, 2024
- ❖ **Transportation Commission:** July 31, 2024
- ❖ **Landmarks Commission:** August 5, 2024
- ❖ **Urban Design Commission:** August 14, 2024
- ❖ **Board of Parks Commissioners:** August 14, 2024
- ❖ **Plan Commission:** August 26, 2024
- ❖ **Common Council:** September 10, 2024