



Department of Planning & Community & Economic Development

Planning Division

Heather Stouder, Director

215 Martin Luther King Jr. Blvd, Suite 017
P.O. Box 2985
Madison, Wisconsin 53701-2985
Phone: (608) 266-4635
Fax (608) 267-8739
www.cityofmadison.com

December 4, 2023

To: Landmarks Commission
From: Ben Zellers, AICP, CNU-A
RE: West Area Plan

Staff is currently drafting actions for the West Area Plan, one of the first two area plans undertaken as part of the City's new framework to undertake [area planning](#). This new approach area planning to splits the City up in to 12 distinct geographies. Prior to this approach plans were undertaken on a less structured basis, resulting in some areas of the city with no area or neighborhood plan coverage, and others with up to four overlapping plans. Once adopted, new area plans will be updated at least once per decade. Area plans are focusing on guiding the physical development of the city through drafting of actions the city can implement or where the City would be a substantial contributor/ partner for implementation. Chapters are following the seven main topics of the City's Comprehensive Plan:

1. Land Use & Transportation
2. Neighborhoods & Housing
3. Economy & Opportunity
4. Culture & Character
5. Green & Resilient
6. Effective Government
7. Health & Safety

Historic Resources are included within the "Culture & Character" chapter. West Area Plan staff have worked with Preservation Planner Heather Bailey to draft a "Historic Resources" map (see attachment) to include in the Plan. The map includes:

- Properties of Historic Interest (buildings with distinctive architecture or significant history)
- Potential Archeological Considerations (generalized boundaries that contain landscapes or features listed in the WHS ASI)
- Potential Historic Districts (neighborhoods/areas that could apply to the Department of the Interior for listing on the National Register or to the City to be a local historic district)
- The University Hill Farms National Historic District boundary
- Local Landmarks

West Area Plan staff has also [reviewed underlying adopted neighborhood plans](#) for historic resources-related actions. Most existing neighborhood plans had more general historic resources actions, like "Work with property owners to get historic buildings nominated as a Madison Landmark." Such general strategies can apply to the whole City, and are therefore more appropriate to citywide plans, like the [Comprehensive Plan](#) or the [Historic Preservation Plan](#). Other actions listed specific properties for

potential landmark status – something that is better shown in a map (see “Properties of Historic Interest”). West Area Plan staff met with Preservation Planner Bailey to draft historic resources-related actions for the West Area, and settled on two strategies that could lead to impactful place-based results:

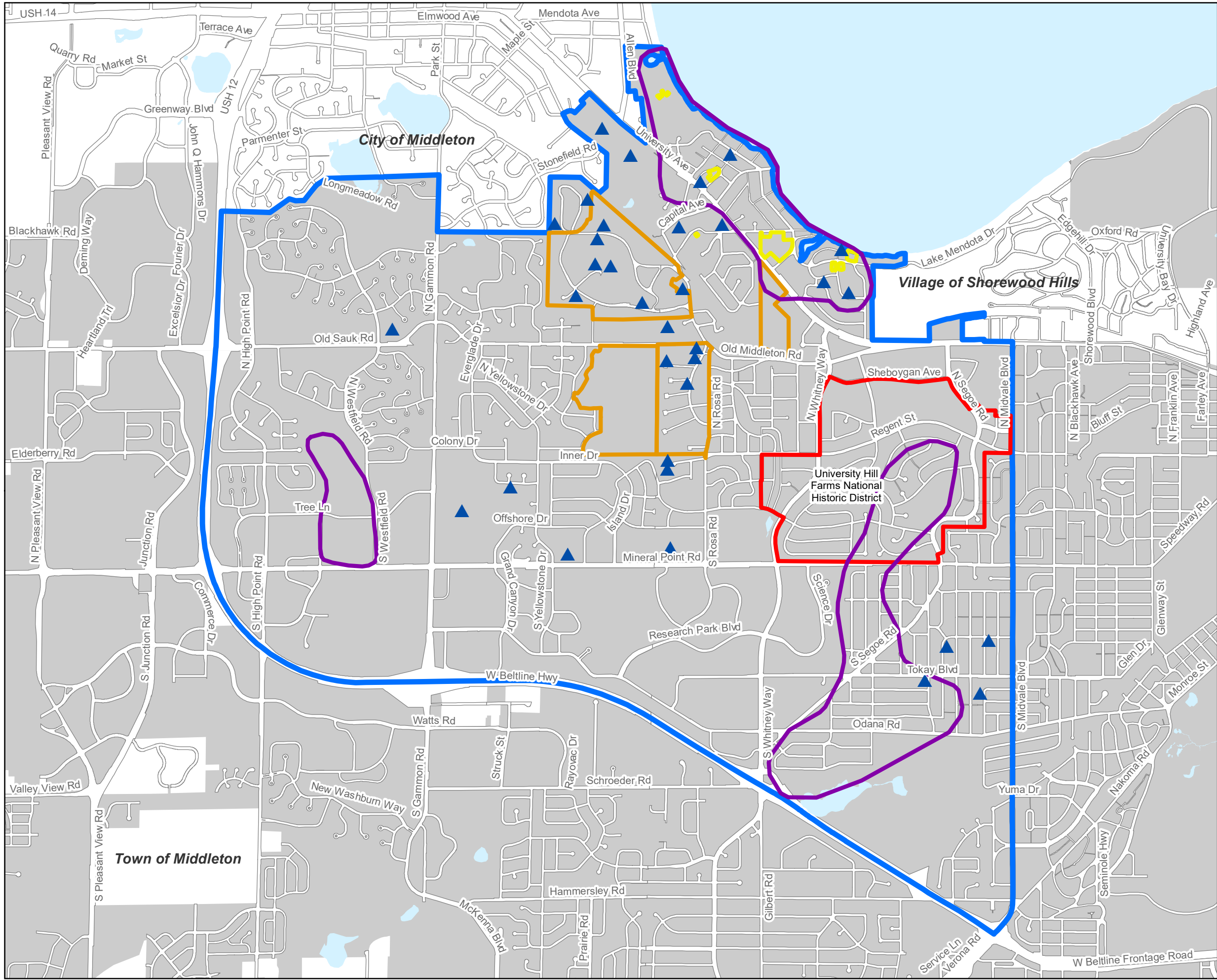
1. Work with eligible (Crestwood, Odana Hills, and/or Highlands) and interested neighborhoods to submit a nomination to become a National Register Historic District. Nominations should be initiated by the neighborhood, with technical assistance provided by the City.
2. Work with interested and eligible neighborhoods to explore the creation of local historic districts. Existing or potential National Register Districts may also be good candidates for local historic districts. Nominations should be initiated by the neighborhood, with technical assistance provided by the City.

Additionally, the Plan has a recommendation to:








3. Work with the Ho-Chunk Nation to place educational plaques at courts and/or along Lake Mendota Drive to describe and illustrate the history of the Ho-Chunk Nation in the area.

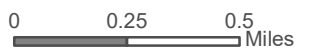
This action would begin to further highlight the long First Nations history in the area, consistent with Historic Preservation Plan strategy 1a-i to “Place plaques at existing buildings and places, lost buildings, and cultural sites to identify significant historical events and locations.”

Staff is seeking Landmarks Commission feedback on the draft Historic Resources map, drafted actions, and whether any further place-based actions would be appropriate for consideration within the West Area Plan.



West Area Plan Historic Resources

-  Property of Historic Interest
-  Potential Archeological Considerations
-  Potential Historic District
-  National Register Historic District
-  Local Landmark
-  Area Boundary
-  City of Madison Boundary



West Area Plan



Project Team: Linda Horvath • Ben Zellers • Breana Collins • Urvashi Martin • Colin Punt • Shea Wegner •

Landmarks Commission: December 4, 2023

Agenda

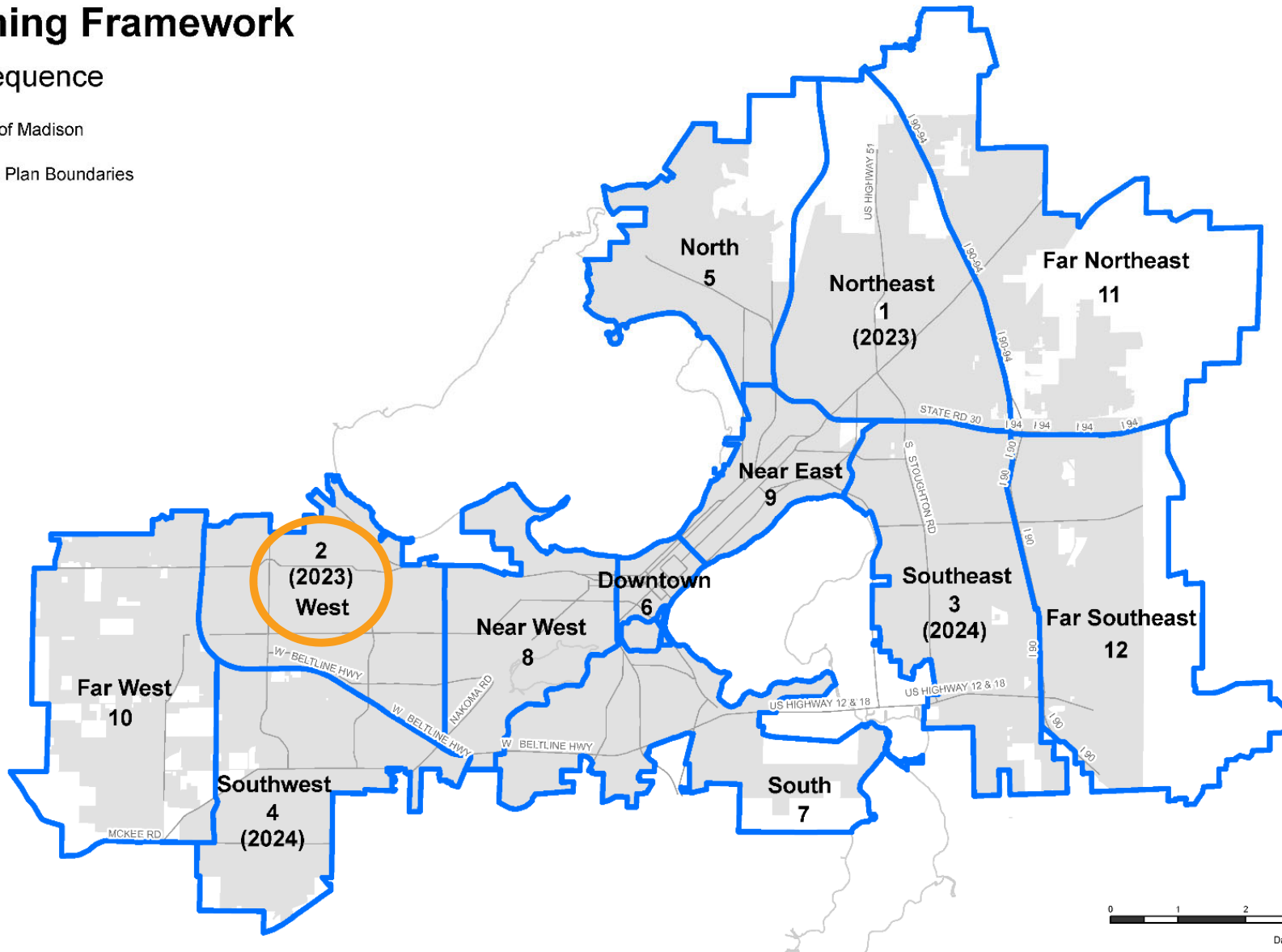


- Area Plans / Planning Framework
- Outreach & Meetings Summary
- Feedback Thus Far
- Planned Land Use Draft
- West Area Historic Resources
- Estimated Timeline
- Staying Engaged

Planning Framework

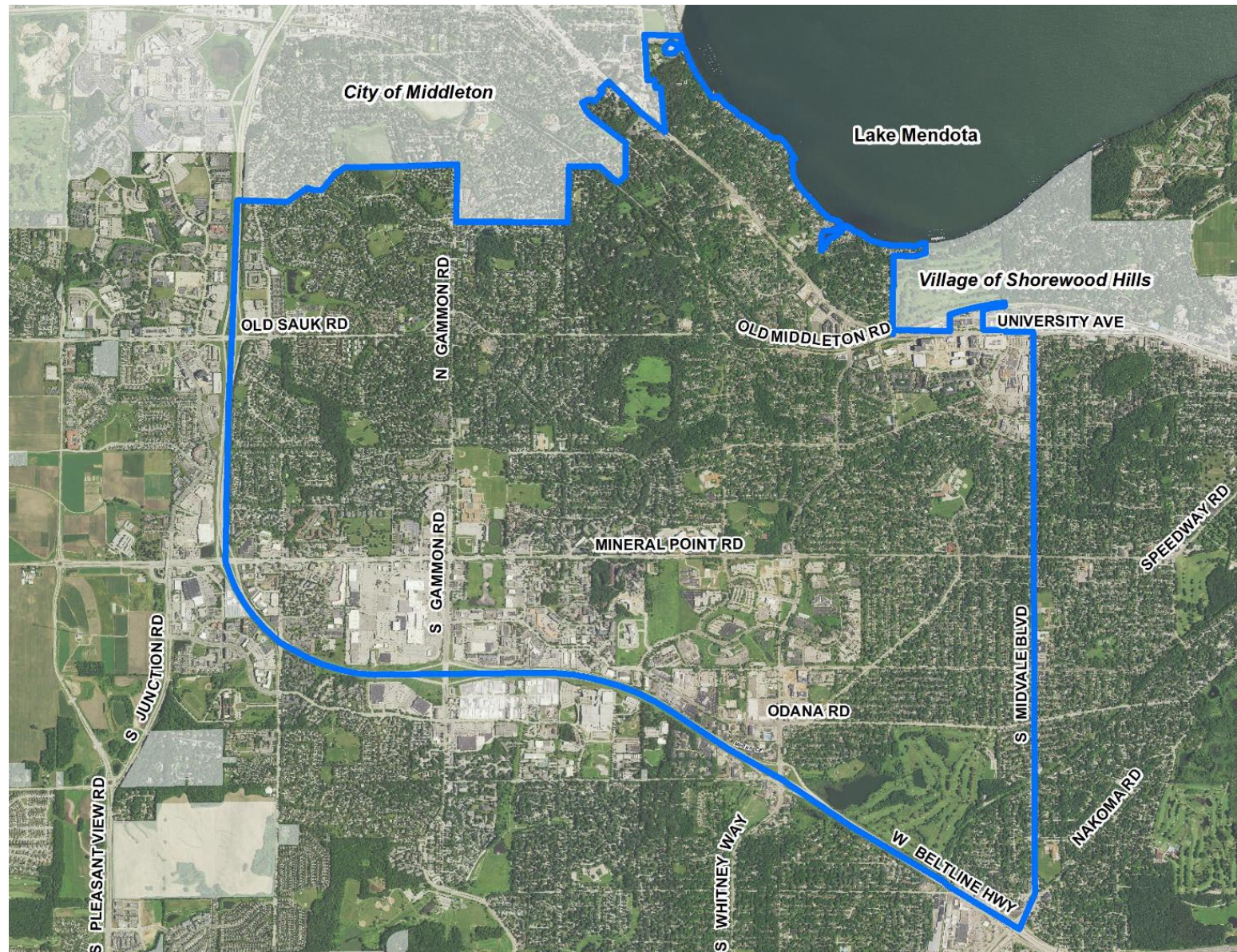
Plan Sequence

- City of Madison
- Area Plan Boundaries



West Area Plan Boundary

- ~30,000 residents
- ~25,000 jobs





Planning Framework – Area Plans will:

- Cover the entire city
- Be established then updated each decade
- Include an emphasis on reaching residents and communities typically underrepresented in City processes
- Have increased coordination with City initiatives (Parks, Engineering, etc.)
- Reduce the number of outdated and overlapping sub-area plans
- Area Plans guide physical changes



2018 Comprehensive Plan Guidance



- Not starting from scratch: 2018 Comp Plan provides guidance. Example strategies:
 - Highest intensity development along transit corridors, downtown, and at Activity Centers.
 - Compact growth to reduce the development of farmland.
 - Expand and improve the city's pedestrian and bicycle networks
 - Complete neighborhoods across the city
 - Support development of a wider mix of housing types, sizes, and costs



Outreach & Meetings Summary



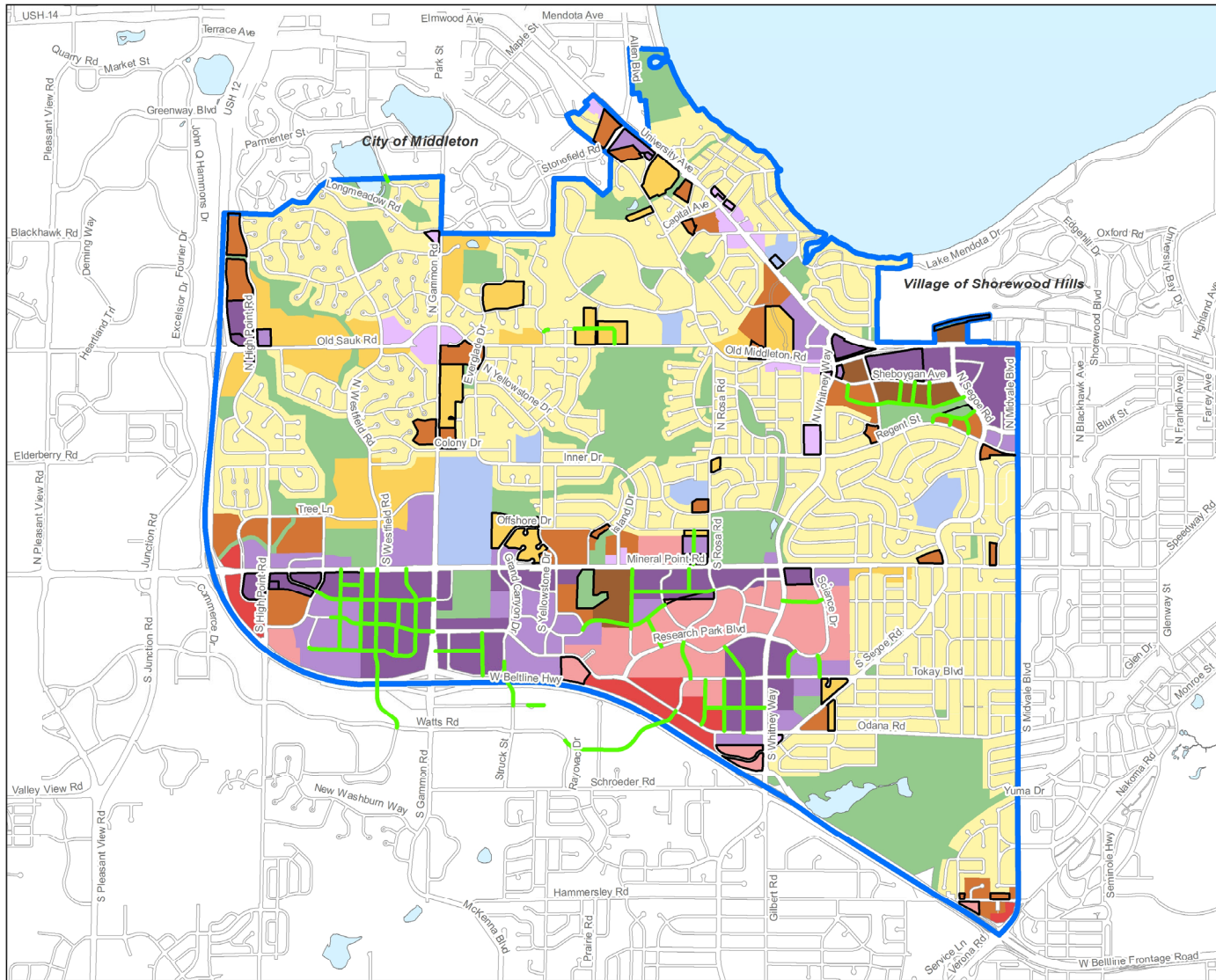
- Virtual & In-Person public meetings (February-March 2023)
- Interactive Commenting Map
- Community Survey
- Open House (May 10)
- BPC and PC check-ins (May)
- Virtual & In-Person public meetings (July-August 2023)
- Interagency staff team meetings
- Business postcard survey
- UW People Program, Lussier summer interns
- School principal meetings
- Community Partner outreach (ongoing)



Summary of Feedback Thus Far



People want to see . . .	People also want to see. . .
Lower density/lower rise buildings	More mixed-use; Higher density development
Expanding bike paths; Improved ped/bike safety; Connected greenways	No paths in greenways
More parking	Prioritizing people - not cars; Decrease car lanes
More affordability	Less subsidized housing
More diverse housing stock; Increased housing development	Less multifamily development
Address stormwater runoff	Maintaining greenway trees



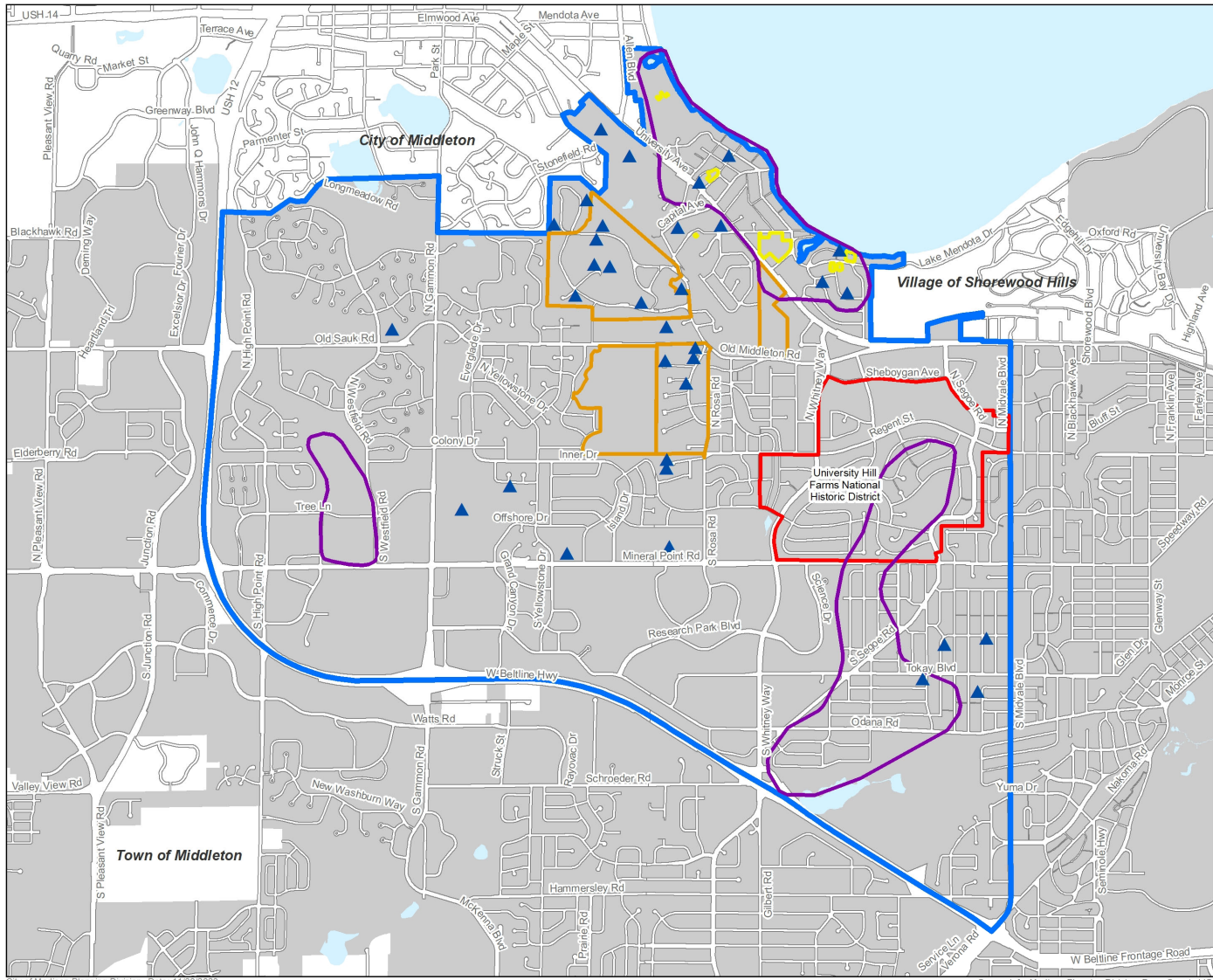
**West Area Plan
Generalized Future Land Use**

- Planned Streets
- Change in GFLU*
- Area Boundary
- 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)

DRAFT

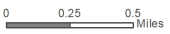
* From 2023 Comprehensive Plan.
 Note: Includes amendments to the Comprehensive Plan generalized future land use map and planned streets recommended by plans adopted since 2018.





**West Area Plan
Historic Resources**

- ▲ Property of Historic Interest
- Potential Archeological Considerations
- Potential Historic District
- National Register District
- Local Landmark
- Area Boundary
- City of Madison Boundary



West Area Plan Estimated Timeline



Action	Timeframe
Landmarks Commission Check-In	December 4, 2023
Plan Commission Check-In	December 7, 2023
Transportation Commission Check-In	December 13, 2023
Board of Park Commissioners Check-In	December 13, 2023
Complete first draft of recommendations, plan	Through end of 2023
Draft Plan Public Engagement	January 2024
Final Draft of Plan for Introduction	January-February 2024
Adoption Process	February-April 2024?