

West Area Plan



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Urban Design Commission: January 24, 2024



Agenda

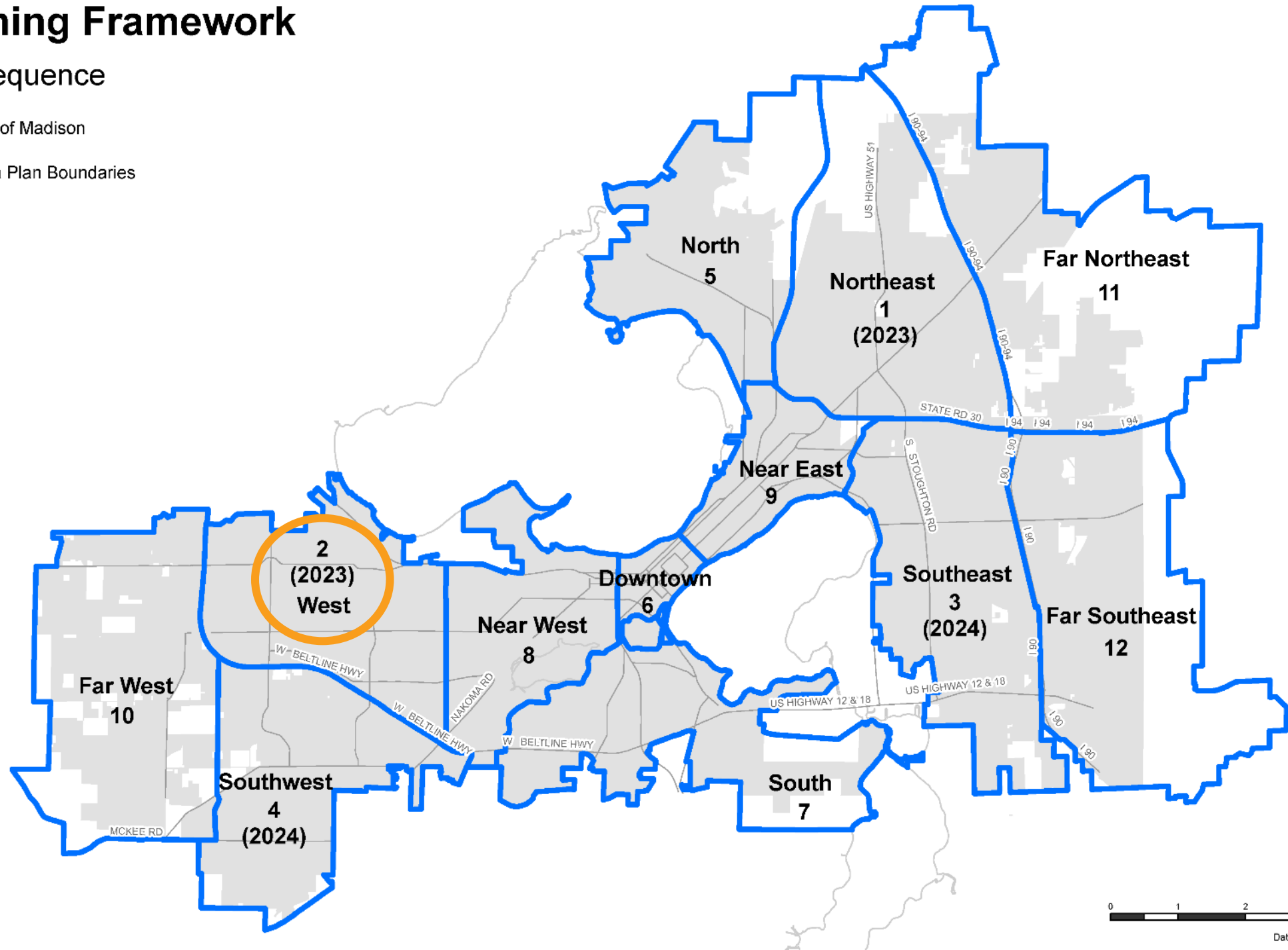


- Area Plans / Planning Framework
- Outreach & Meetings Summary
- Estimated Timeline
- Urban Design Draft

Planning Framework

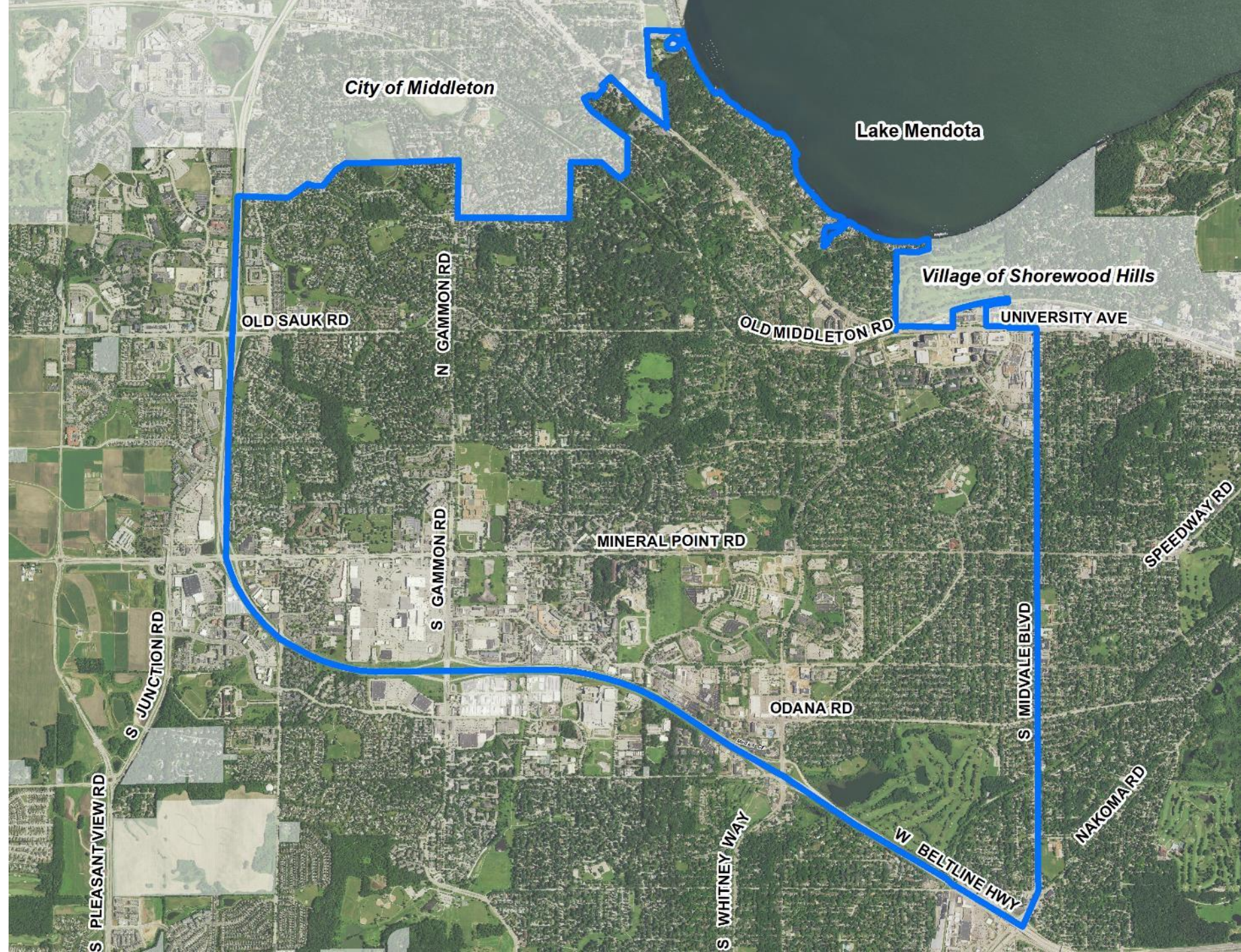
Plan Sequence

-  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- Reduce the number of outdated and overlapping sub-area plans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



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)



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	December 2023-January 2024
Urban Design Commission Check-In	January 24, 2024
Draft Plan Public Engagement	February 2024
Final Draft of Plan for Introduction	February-March 2024?
Adoption Process	March-May 2024?

Draft Urban Design Recommendations



- Review Urban Design District (UDD) 3 (MGO section 33.24(10)) to determine whether it should be revised or repealed – many requirements for UDD 3 development are adequately addressed by the current zoning code, which was adopted approximately 25 years after UDD 3. Other ordinance language governing UDD 3, such as the Statement of Purpose that says the requirements were established, in part, to “assure that future development will complement the existing development in the district,” contradict the recommendations in this Plan, which expressly seeks to transition the area away from its current auto-oriented form.



Draft Urban Design Recommendations



- Revise Urban Design District 6 ((Sec. 33.02(13)) to incorporate the Spring Harbor Neighborhood Plan Design Guidelines for University Avenue and reflect and implement the design recommendations from this Plan.
 - Revise the boundaries to remove single-family development and explore expanding it to key sites south of University Avenue
 - Incorporate and align TOD overlay requirements to UDD 6 requirements and guidelines
 - Explore separating UDD 6 by character, density, and zoning into two or more distinct subareas or new districts
 - Consider establishing maximum height limits in some or all of UDD 6

University Avenue Corridor *(From Blackhawk Bridge on the east to Allen Boulevard on the west)*

Streetscape

- Street trees and consistent landscaping should be provided in the terrace on both sides of the street along the entire corridor.
- Whenever possible, plantings should be placed and maintained in street medians, similar to East Washington Avenue.
- Decorative street lighting and banners should line the entire street to welcome people to the Spring Harbor Neighborhood and the City of Madison.
- Benches, trash receptacles, shade trees, and other amenities should be placed in strategic locations (intersections, bus stops, etc.) to create an attractive, engaging place for pedestrians.
- A gateway sign that announce the entrance to the City of Madison should be located at Allen Boulevard.
- Provide signage that directs visitors, customers and residents to destinations within the neighborhood.
- Provide highly visible pedestrian crosswalks for University Avenue. Different materials, different colors, and lighting should be used to highlight crosswalks.
- Sidewalks should be located on the entire southern side of University Avenue. A multi-use trail should run the length of the street on the north side of University Avenue.
- Overhead utilities should be buried.



FIGURE 4.16 An example of a four lane road separated by a landscaped median



FIGURE 4.17 Increased landscaping and decorative streetscaping make this boulevard an attractive thoroughfare



FIGURE 4.18 Separate facilities for transit users, pedestrians, and bicyclists make this an active arterial for many users.



FIGURE 4.19 Wide boulevards can be aesthetically pleasing and can act as a pedestrian refuge for those trying to cross the street

Draft Urban Design Recommendations



- Revise Urban Design District 6 ((Sec. 33.02(13))) to incorporate the Spring Harbor Neighborhood Plan Design Guidelines for University Avenue and reflect and implement the design recommendations from this Plan.
 - Add an additional building and site design element to the “Building Design” requirements to require buildings fronting shared-use paths to address the path with architectural elements and access at the same design level as the front of the building.
 - Add additional building and site design element to the “Building Design” requirements to require ground floor residential units facing public right-of-way have individual unit entrances from the sidewalk.
 - Add additional building and site design element to the “Building Design” guidelines to provide direct pedestrian connection(s) from buildings to adjacent public parks.

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