



Department of Planning & Community & Economic Development

Planning Division

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To: Mayor, Common Council and (BCCs)

From: Ben Zellers and Linda Horvath, West Area Plan Co-Managers

Re: Adopting the West Area Plan

Date: July 10, 2024

Introduction

Attached is the Final Draft West Area Plan submitted for review and approval. Along with the Northeast Area Plan, these are the first plans prepared under the City's Planning Framework, which established 12 permanent plan geographies covering the entire city and peripheral growth areas. While the Planning Division led plan development, its creation was an interagency-effort with collaboration and contributions from a number of other City agencies including Parks, Engineering, Community Development, Economic Development, Transportation, Traffic Engineering, Streets, Forestry, Water Utility, Public Health, Fire, and Police.

Public Participation

There were many opportunities for the public to participate in the planning process. This included an initial phase exploring the public's thoughts about issues and opportunities, to the more recent phase which focused on final public meetings to review the draft plan. The recent phase was extended to respond to a large volume of public comments and included an additional five public meetings. Throughout the planning process, staff used multiple engagement strategies to reach a broad range of participants. These included traditional public meetings (both in-person and virtual), multi-agency open houses, outdoor plan events, plan pop-ups at community events, focus groups, an arts-focused public meeting, and interactive digital engagement. The Planning Division also contracted with Community Partners to help reach and get feedback from under-represented populations to ensure their voices are reflected in this plan and conducted a business survey in coordination with the Office of Business Resources. Public feedback summaries from throughout the process are available on the [project website](#).

In addition to public engagement, the West Area Plan team met with Boards, Committees, and Commissions likely to see plan referral during the approval process. These mid-process check-ins ensured interim feedback could be considered and incorporated during the planning process instead of the approval process. For links to various meetings and materials please see the [project website](#).

Changes to Draft Plan Based on Public Feedback

Staff made edits to plan drafts in response to public feedback. This included changing future land use back to Low Residential from Low Medium Residential along Merrill Crest near the corner of Whitney Way and Regent Street and removing proactive rezoning there, removing proactive rezoning from the Highlands Neighborhood, changing future land use back to Low Residential from Medium Residential for the Hill Farms Pool site, changing transportation access on Segoe Road by removing parts of Laub Lane and focusing access at Berwyn Drive and adding pedestrian crossing improvements and removing the north-south shared use path from the Sauk Creek Greenway.

City Board, Committee, and Commission Review

The anticipated review and approval schedule is as follows. Any public feedback received during this phase will be forwarded to the BCCs reviewing this plan.

July 16 – Common Council introduction

July 17 - Economic Development Committee (5:00 pm)

July 31 - Transportation Commission (5:00 pm)

August 5 - Landmarks Commission (5:00 pm)

August 14 - Urban Design Commission (4:30 pm); Board of Park Commissioners (6:30 pm)

August 26 - Plan Commission (lead; 5:30 pm)

September 10 - Common Council (6:30 pm)

The West Area Plan is accompanied by both an adopting resolution and an ordinance amending the Comprehensive Plan. The resolution includes archiving previously adopted underlying plans. The Comprehensive Plan amendment (ordinance) is limited to key maps, such as the Generalized Future Land Use and Bicycle Facilities map, among others.

After plan adoption, staff will incorporate any changes made during the approval process. Minor formatting changes, such as moving/resizing graphics or adding supplemental images, may also be made to improve the usability of the document.