



Department of Planning & Community & Economic Development

Planning Division

Bill Fruhling, Interim Director

215 Martin Luther King Jr. Blvd. Ste 017

P.O. Box 2985

Madison, Wisconsin 53701-2985

Phone: (608) 266-4635

Fax (608) 266-6377

www.cityofmadison.com

To: Landmarks Commission

From: Ben Zellers, Co-Manager and Breana Collins

Re: West Area Plan Review and Recommendation

Date: August 5, 2024

Since meeting with the Landmarks Commission on December 4, 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 Preservation Planner Heather Bailey, 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 Landmarks, for review and comment.

Highlights of Draft Plan Changes since December

The Culture and Character chapter of the West Area Plan (which includes Historic Resources) starts on page 39. A Historic Resources Review is included in the appendix (page 57). Highlights to Historic Resources-related action changes since [December](#) include:

- Consolidating and editing the draft historic resources-related actions included in the past Landmarks memo into one partnership that reads: "Work with neighborhoods eligible for creation of a local historic district and/ or a national register historic district to establish district(s). National Register or local historic district nominations should be initiated by the neighborhood, with technical assistance provided by the City. Note that National Register districts allow residents to apply for tax credits, whereas local historic districts establish design requirements that shape future reinvestment and development in these neighborhoods (see the Historic Resources Review in the Appendix for more information)."
- Drafted a partnership regarding the Otto & Louisa Toepfer Farm house.
- Finalizing the Historic Resources Review in the West Area Plan Appendix.

Note that the West Area Plan has both "actions," which generally have City-led implementation, and "partnerships," which have City involvement but are initiated or led by other parties. Because establishment of national or local historic districts tend to be initiated by neighborhoods that item has been listed in the Partnerships section of the Culture and Character chapter.

Request for Landmarks Commission

The Landmarks Commission may recommend changes to the Final Draft Plan to the Plan Commission (lead). The Plan Commission will review recommended changes from Landmarks 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 Landmarks 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

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Presentation Overview



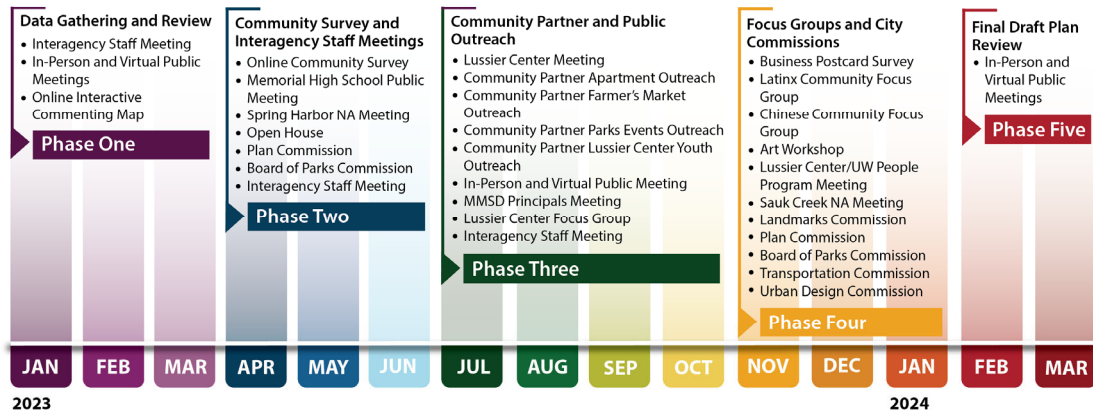
- Background
- Planning Process
- Public Feedback
- Draft West Area Plan Recommendation Highlights
- Next Steps

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Planning Process



Planning Process and Public Engagement



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Meetings and Outreach



In-Person Community Meetings



Community Surveys



Community



Open Houses



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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



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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



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See the comment summary: bit.ly/WestPlanComments

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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:

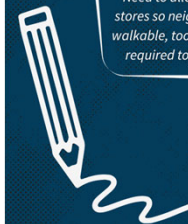
Take up rezoning at the time of an actual proposal

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



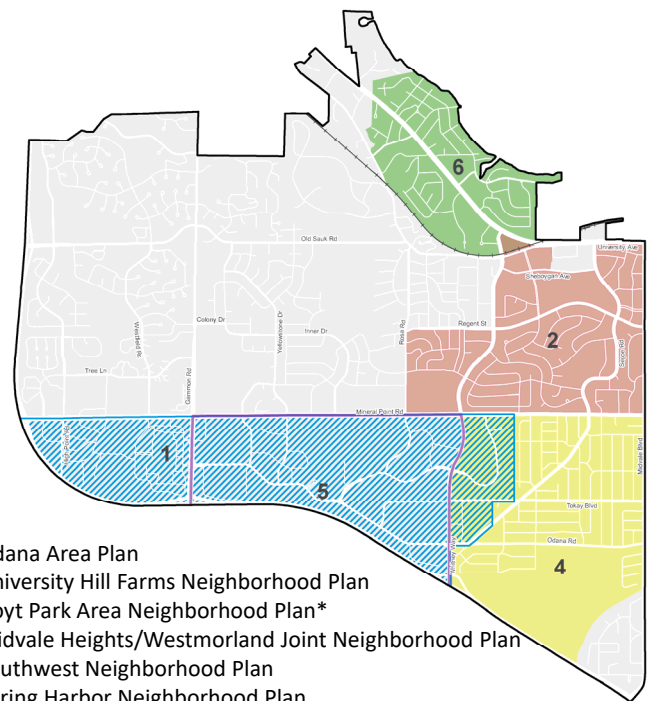
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See the comment summary: bit.ly/WestPlanComments

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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

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Draft Plan Form at

Land Use and
Transportation

Green and
Resilient

Neighborhoods
and Housing

Effective
Government

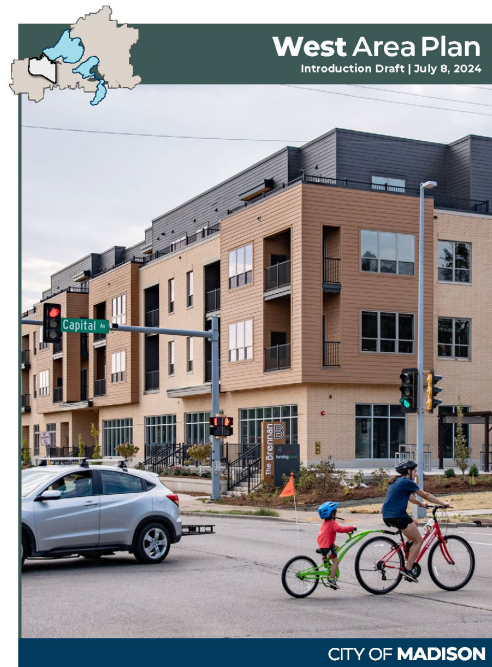
Economy and
Opportunity

Health and
Safety

Culture and
Character

Chapter Contents

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



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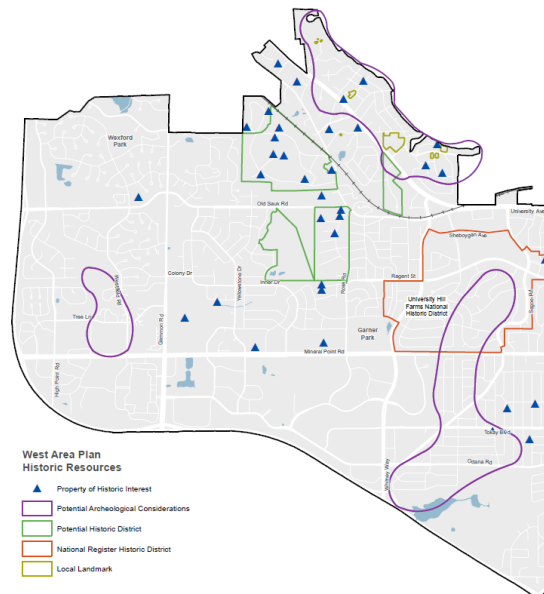
Culture and Character



Partnerships

B. Work with neighborhoods eligible for creation of a local historic district and/or a national register historic district to establish district(s). National Register or local historic district nominations should be initiated by the neighborhood, with technical assistance provided by the City. Note that National Register districts allow residents to apply for tax credits, whereas local historic districts establish design requirements that shape future reinvestment and development in these neighborhoods.

C. The property at 6405 Mineral Point Road hosts the historic Otto & Louisa Toepfer Farm house, which is now part of Otto's Restaurant & Bar. Should changes or development be proposed for this site, the property owner is encouraged to adaptively reuse the historic building.



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Historic Resources Review



- Staff completed a windshield survey on November 16, 2022, and noted several properties of potential architectural significance.
- Notes Designated Landmarks, Nation Register area, and Properties of Historic Interest

Properties of Historic Interest

Name and Address	Area of Significance	Notes
Crestwood Neighborhood	Architecture & History	Early neighborhood association, collection of International and Midcentury architecture, should explore for possible National Register of Historic Places designation
Thomas & Eva Laufer House 5710 Arbor Vitae Pl	Architecture	International style, designed by Marshall Erdman
Mabel & Rolfe B. Sawtelle House 5705 Arbor Vitae Pl	Architecture	International style
John S. Bordner House 5746 Bittersweet Pl	Architecture	International style, designed by Norman Kandl
Beth Whitaker & Mary Schlaefer House 5818 Anchorage Ave	Architecture	Wrightean style, designed by Marshall Erdman
Eugene & Mary Van Tarnelen House 5817 Anchorage Ave	Architecture	Usonian style, Frank Lloyd Wright architect, Marshall Erdman contractor
St. Dunstan's Church 6205 University Dr	Architecture	Midcentury Modern, Graven, Kenney & Iverson architects, Wengler addition
Eric Vogelman House 6109 Quetico Dr	Architecture	Vogelman's house and architect for Midcentury/Wrightean structure
Louise O. Kloepper & Mary A. Lescohier House 1621 Capital Ave	Architecture & History	Midcentury Modern/Wrightean structure, William Westley Peters architect. Designed for Mary Lescohier in recognition for her support of Monona Terrace in the 1950s
Dale Heights Presbyterian Church 5501 University Ave	Architecture	Midcentury Modern church, William Kaeser architect
Blackhawk Park Historic District 1 Craig-147 Craig Ave	Architecture & History	Determined eligible to the National Register as a historic district for its development history and architecture
Erdman and Associates Office and Shop 5117 University Ave	Architecture & History	Usonian style, William Kaeser architect, Marshall Erdman builder. Offices and shop of Marshall Erdman's architecture firm.
Warner Farmhouse/Merrill Springs Farm 5010 Risser Rd	History	House constructed in 1858 for Rev. Louis Jenkins. Property named for longtime caretaker, Alf Merrill
Sunflower House/James Dresser House 5136 Tomahawk Tr	Architecture	Expressionist style house built by architect James Dresser as his residence.
Merrill Spring Park & Cistern 5102 Spring Ct	Engineering & Landscape Architecture	Sandstone cistern constructed by the Wisconsin Emergency Relief Administration (WERA) in 1934
Harold & Lorraine White House 1705 Hickory Dr	Architecture	Tudor Revival style Sears & Roebuck kit house with excellent historic integrity
David Robert Cheney House	Architecture	Wrightean house designed by engineer David Cheney using

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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**

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