

Department of Planning & Community & Economic Development

Planning Division

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To: Urban Design Commission

From: Breana Collins

Re: West Area Plan Review and Recommendation

Date: August 14, 2024

Since meeting with the Urban Design Commission on January 24, 2024 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 Urban Design Commission Secretary Jessica Vaughn, 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 the Urban Design Commission, for review and comment.

Highlights of Draft Plan Changes since January

The Culture and Character chapter of the West Area Plan (which includes the two Urban Design Districts and Design Guidelines) starts on page 39. Highlights to Urban Design-related action changes since January are:

- Edits to the text under the UDD 6-related action. Edits are minor changes to the language the
 overall actions are essentially the same as they were during the January check-in with UDC. The
 UDD 6-related text now reads: "Changes to UDD 6 (MGO section 33.02(13)) should be analyzed
 as part of a larger citywide UDD review to:
 - a. Revise the boundaries to not include single-family development within the district boundary and add existing multifamily development to the south of Sheboygan Avenue and existing commercial development between Hilldale Mall, Midvale Blvd., Regent St., and Sheboygan Ave. to the district boundary.
 - b. Align regulations with the TOD overlay zoning district.
 - c. Explore whether UDD 6 should be split into subareas to account for the widely varied characteristics and surroundings along the three-plus mile long corridor.

- d. Consider establishing minimum and maximum building heights in some or all of UDD 6 (note there is already a two-story minimum height in the portions of the UDD that are within the TOD overlay zoning district).
- e. Integrate design standards into the "Building Design" requirements to ensure buildings fronting shared-use paths address the path with architectural elements and building access at the same design level as the front of the building.
- f. Add additional building and site design elements to the "Building Design" requirements to require ground floor residential units facing public right-of-way have individual unit entrances from the sidewalk.
- g. Add an element to the "Building Design" guidelines to provide direct pedestrian connection(s) from buildings to adjacent public parks and/or shared-use paths."
- Minor revisions to the Design Guidelines that were pulled in to the West Area Plan appendix
 from the Odana Area Plan to shape redevelopment within mixed-use, employment, medium
 residential, and high residential land uses on the Generalized Future Land Use (GFLU) Map. Staff
 reviewed the guidelines for redundancy with existing citywide guidelines, like the
 Comprehensive Plan or are already codified in Zoning Code and the Transit-Oriented
 Development (TOD) ordinances. These guidelines start on page 43 of the West Area Plan
 document.
- Updates to the Urban Design Districts Map on page 44 to better illustrate possible additions and subtractions to UDD 6. These changes were made based on community feedback.

Request for Urban Design Commission

The Urban Design Commission may recommend changes to the Final Draft Plan to the Plan Commission (lead). The Plan Commission will review recommended changes from the Urban Design Commission 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 Urban Design Commission wishes to recommend any changes to the Plan Commission, please include the changes in your motion.

Attachment

PowerPoint Presentation

West Area Plan















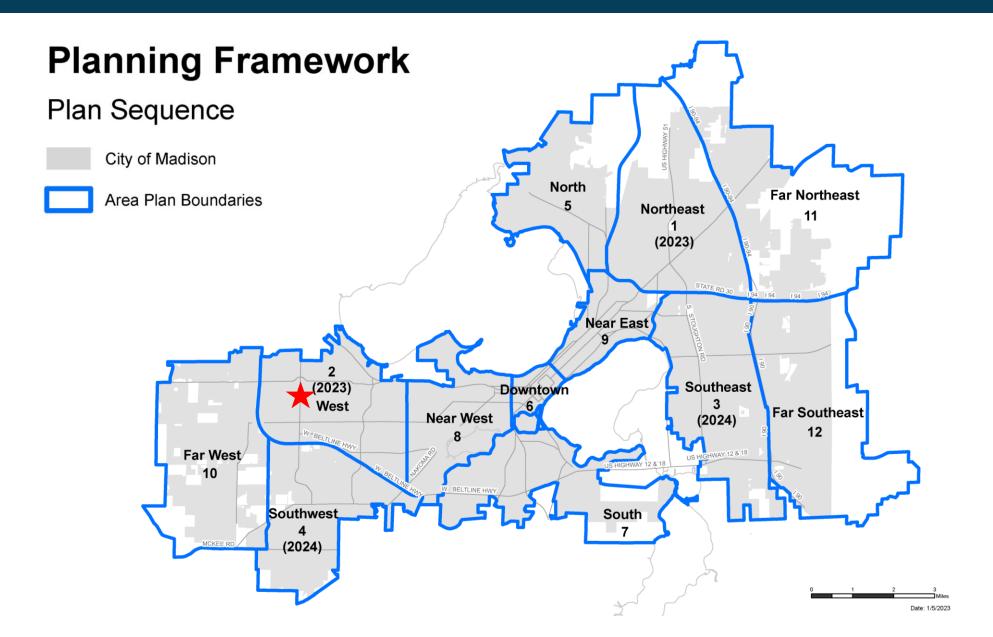
Presentation Overview



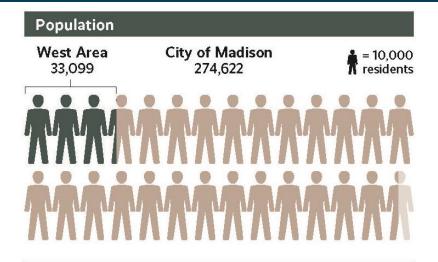
- Background
- Planning Process
- Public Feedback
- Draft West Area Plan Recommendation Highlights
- Next Steps

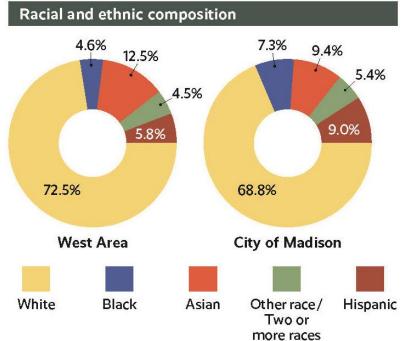
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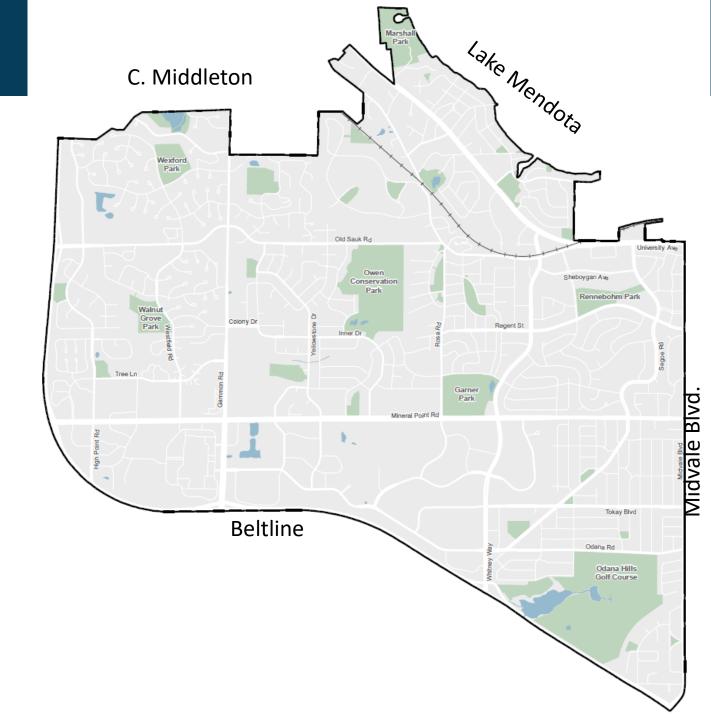




Background



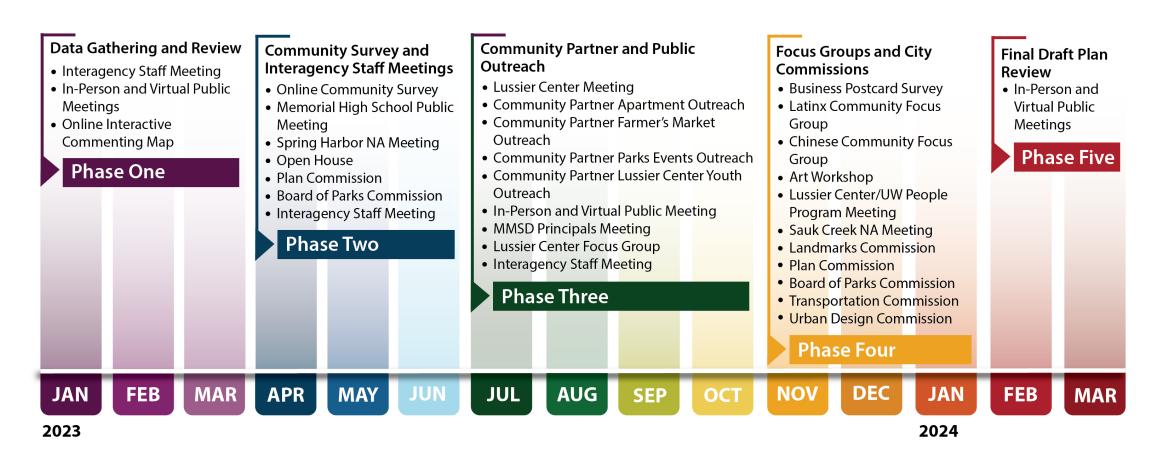




Planning Process



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



Public Comment Themes



- Tree canopy/conservation
- Development process concerns/mistrust
- Bike infrastructure connectivity
- Housing density preserve single-family neighborhoods vs. adding housing



Public Comment Themes



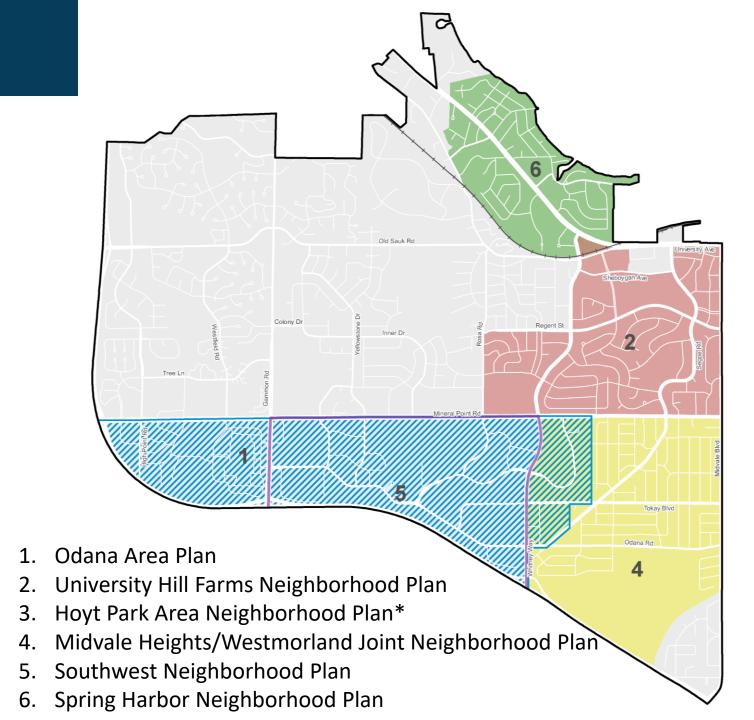
- Mix stores, services with housing
- Vary size/scale of new buildings
- Exclusive views are loudest
- Welcome new people, while respecting established residents



Past Plans

 Existing plans to be archived with adoption of West Area Plan

 Incorporated relevant recommendations into West Area Plan



Draft Plan Format

Land Use and **Transportation**

Neighborhoods and Housing

Economy and Opportunity

Culture and

Green and Resilient

Effective Government

Health and Safety

Character

Chapter Contents

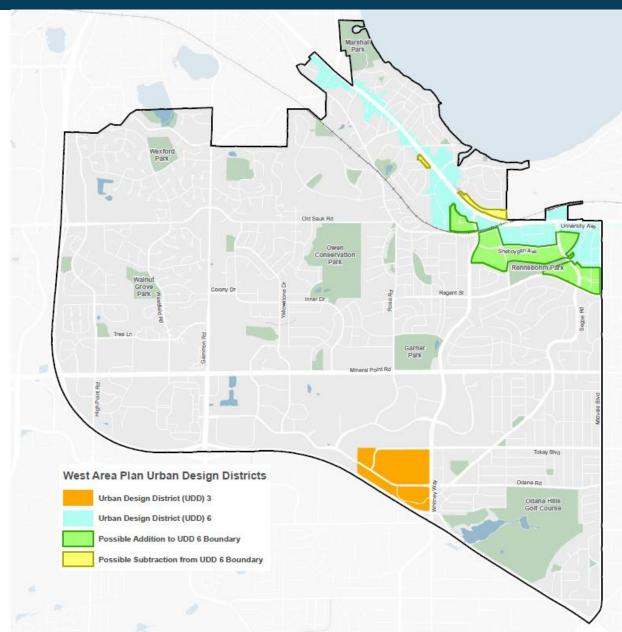
- What we heard
- Actions led by the City
- **Partnerships**



Culture and Character



- Review Urban Design District (UDD) 3 to determine whether it should be revised or repealed.
- Analyze UDD 6 as part of citywide review to:
 - Revise boundaries
 - Align regulations with Transit-Oriented Development (TOD) overlay zoning district
 - Explore whether UDD 6 should be split into subareas
 - Consider establishing minimum and maximum building heights
 - Add design standards into "Building Design" requirements to:
 - Address shared-use path frontages
 - Require ground-floor residential fronting streets to have individual unit entrances.
 - A guideline to provide direct pedestrian connections from buildings to adjacent parks/paths



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