

West Area Plan



Plan Commission: August 26, 2024

Team Members: Linda Horvath • Ben Zellers • Breana Collins • Colin Punt • Urvashi Martin

Agenda



1. Background
2. Planning Process
3. Public Feedback
4. Draft West Area Plan
Recommendation Highlights
5. Review & Approval Steps



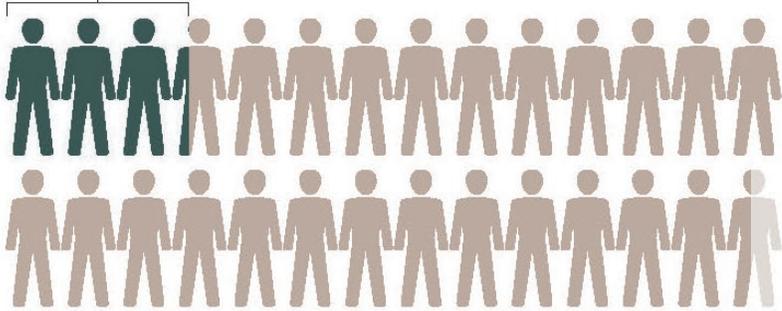
Background

Population

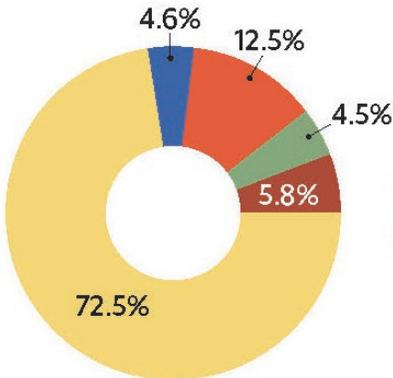
West Area
33,099

City of Madison
274,622

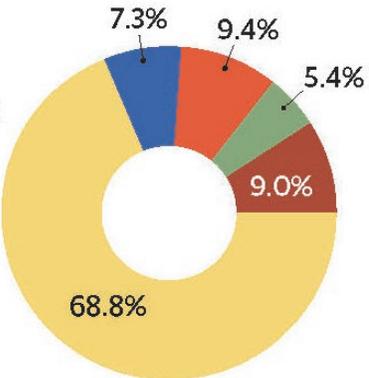
 = 10,000 residents



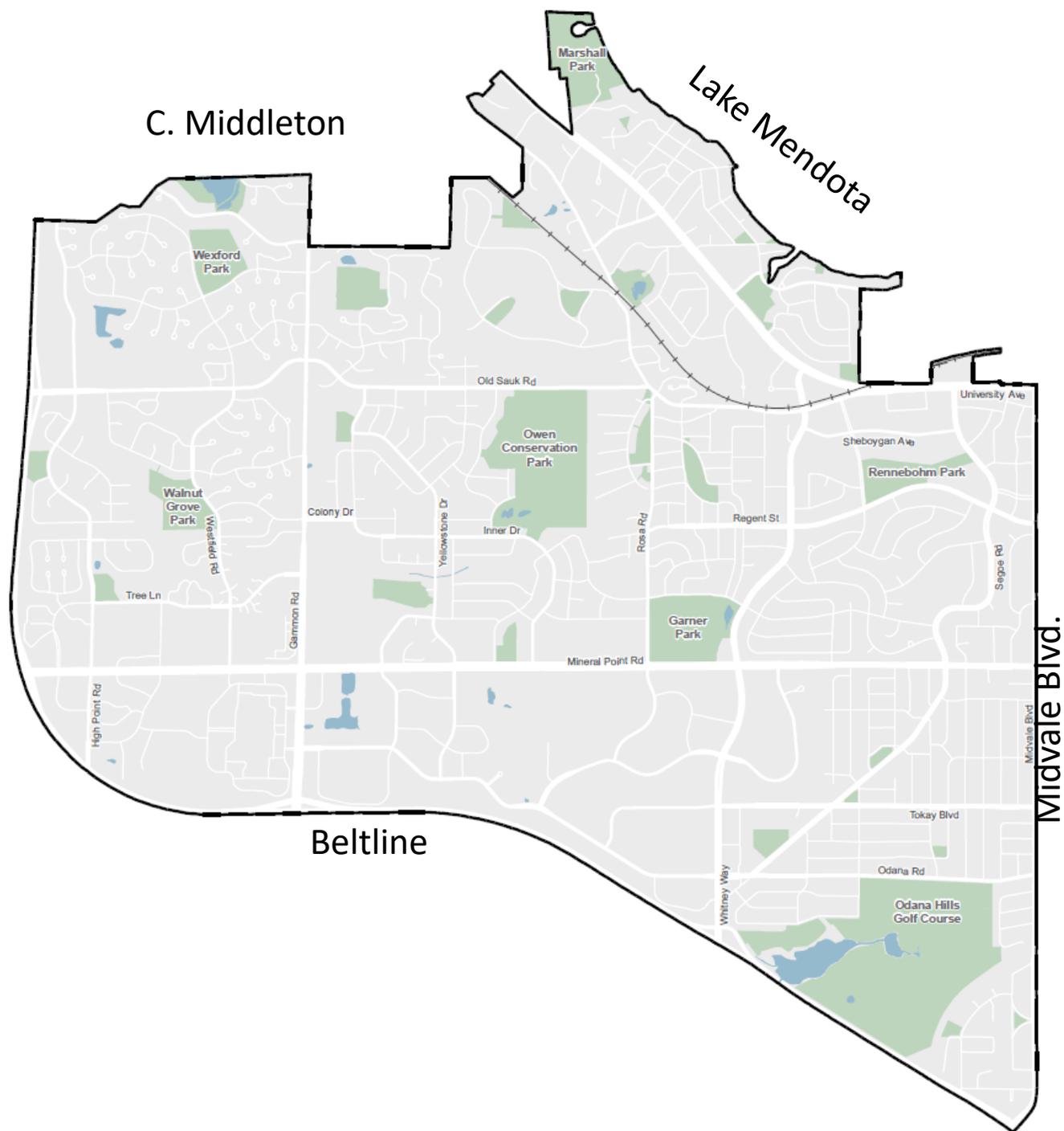
Racial and ethnic composition



West Area



City of Madison



Planning Process



Planning Process and Public Engagement



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

Meetings and Outreach



In-Person Community Meetings



Community Surveys



Open Houses



Community Partners



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

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



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



Draft Plan Format

Land Use and
Transportation

Neighborhoods
and Housing

Economy and
Opportunity

Culture and
Character

Green and
Resilient

Effective
Government

Health and
Safety

Chapter Contents

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



Land Use



Low Residential (LR)



High Residential (HR)



Neighborhood Mixed-Use (NMU)



Low-Medium Residential (LMR)



General Commercial (GC)



Community Mixed-Use (CMU)



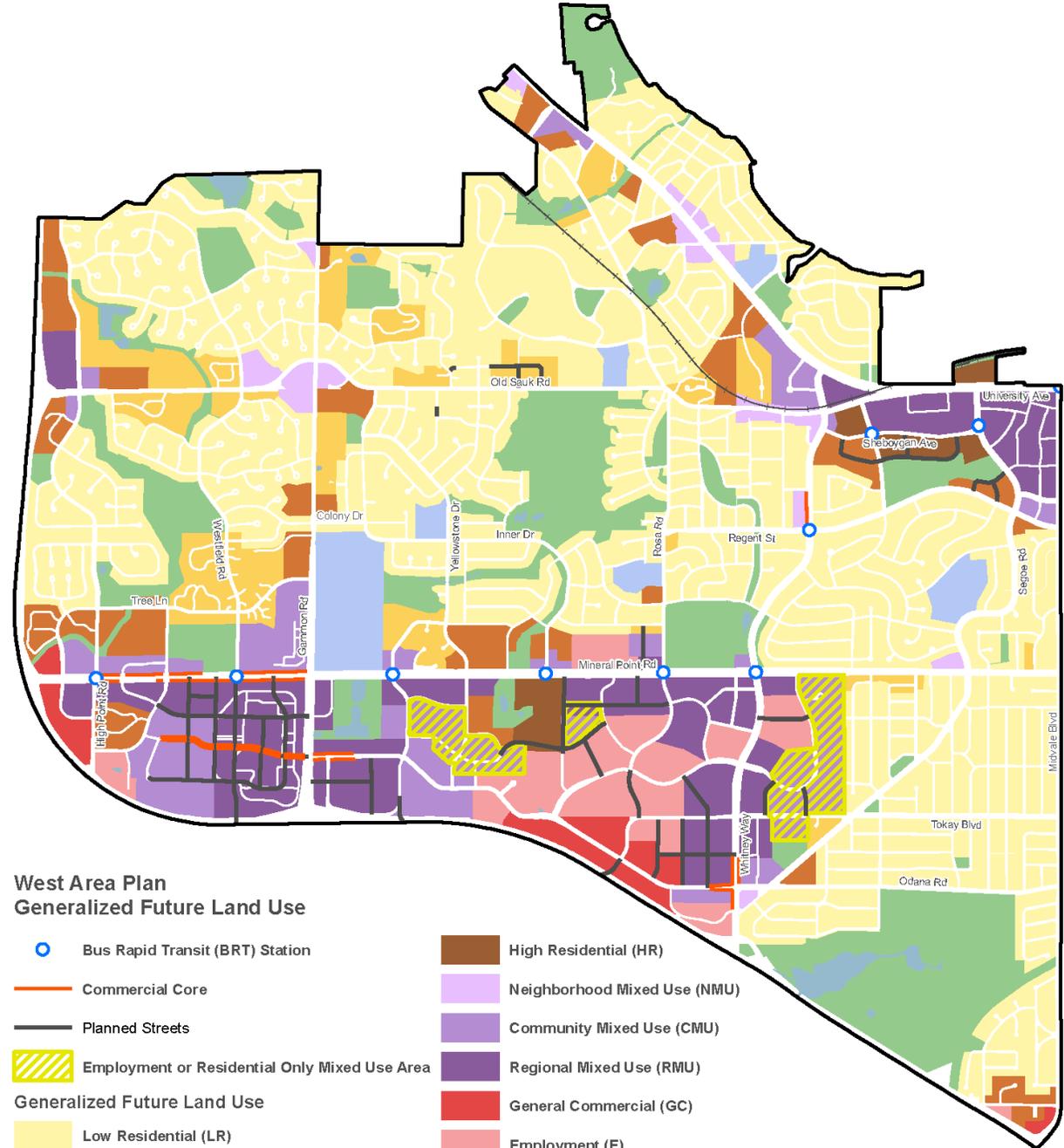
Medium Residential (MR)



Employment (E)



Regional Mixed-Use (RMU)



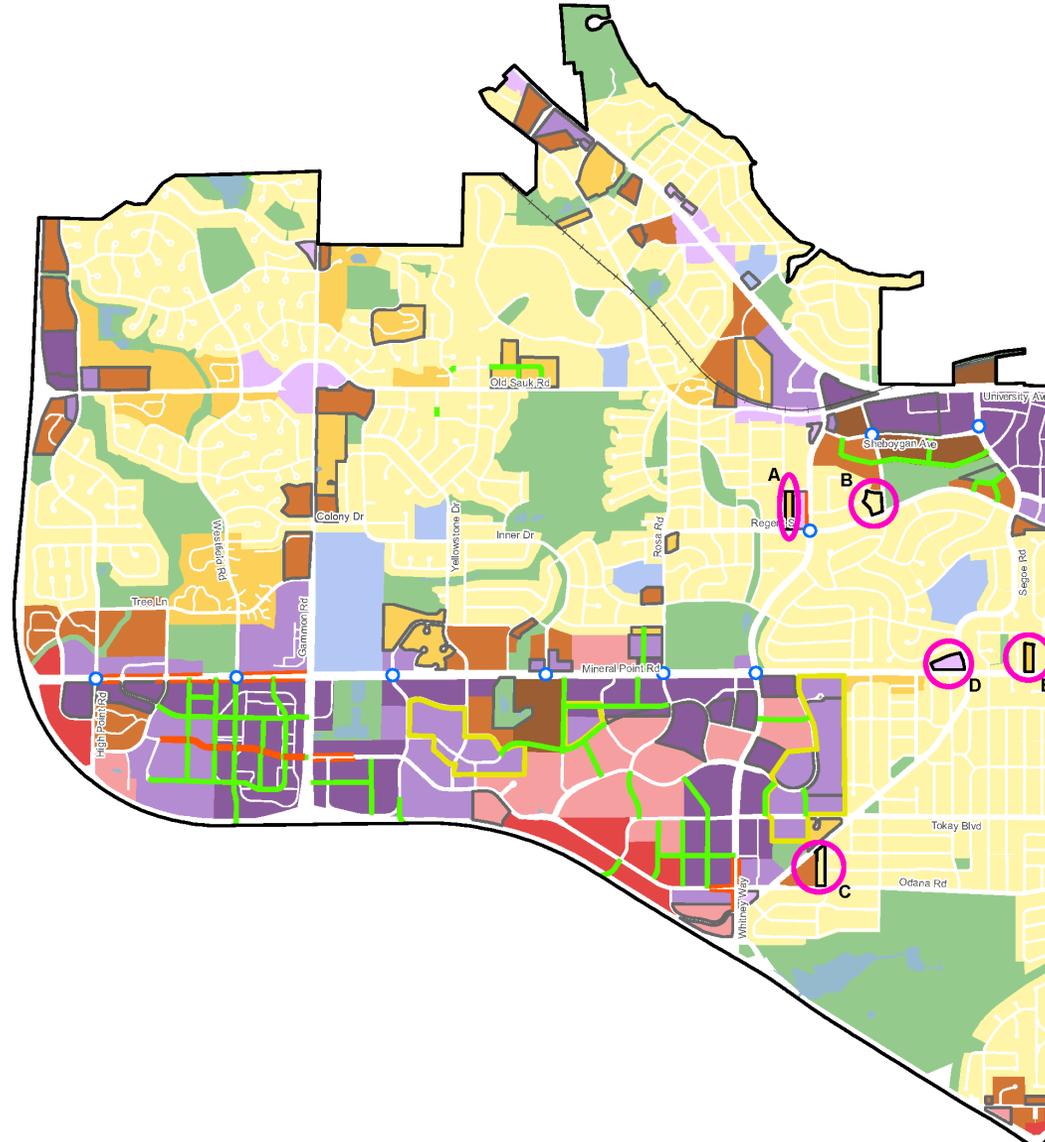
West Area Plan Generalized Future Land Use

- Bus Rapid Transit (BRT) Station
- Commercial Core
- Planned Streets
- Employment or Residential Only Mixed Use Area
- 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)

Future Land Use Map



Area	2023 Comprehensive Plan	Feb 2024 Draft	May 2024 Draft
A	LR	NMU	LMR
B	LR	MR	LR
C	LR	LMR	LR
D	LR	MR	NMU
E	LR	MR	LMR



**West Area Plan
Generalized Future Land Use**

- Bus Rapid Transit (BRT) Station
- Commercial Core
- Planned Streets
- Employment or Residential Only Mixed Use Area
- Change in GFLU (2/23/24 Public Review Draft to May 2024 draft)
- Change in GFLU (current Comprehensive Plan to 2/23/24 Public Review Draft)

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)

○ = Change from February 23, 2024 Public Review Draft

* Note text on page 20 of the Comprehensive Plan. For LR: Permitted in select conditions at up to 30 DU/ac and three stories, generally along arterial streets or where these types of buildings are already present or planned within an adopted sub-area plan as part of a pattern of mixed residential development. For LMR: Appropriate in select conditions at up to 70 DU/ac and four stories. Factors to be considered include relationships between proposed buildings and their surroundings, natural features, lot and block characteristics, and access to urban services, transit, arterial streets, parks, and amenities.

Proactive Rezoning



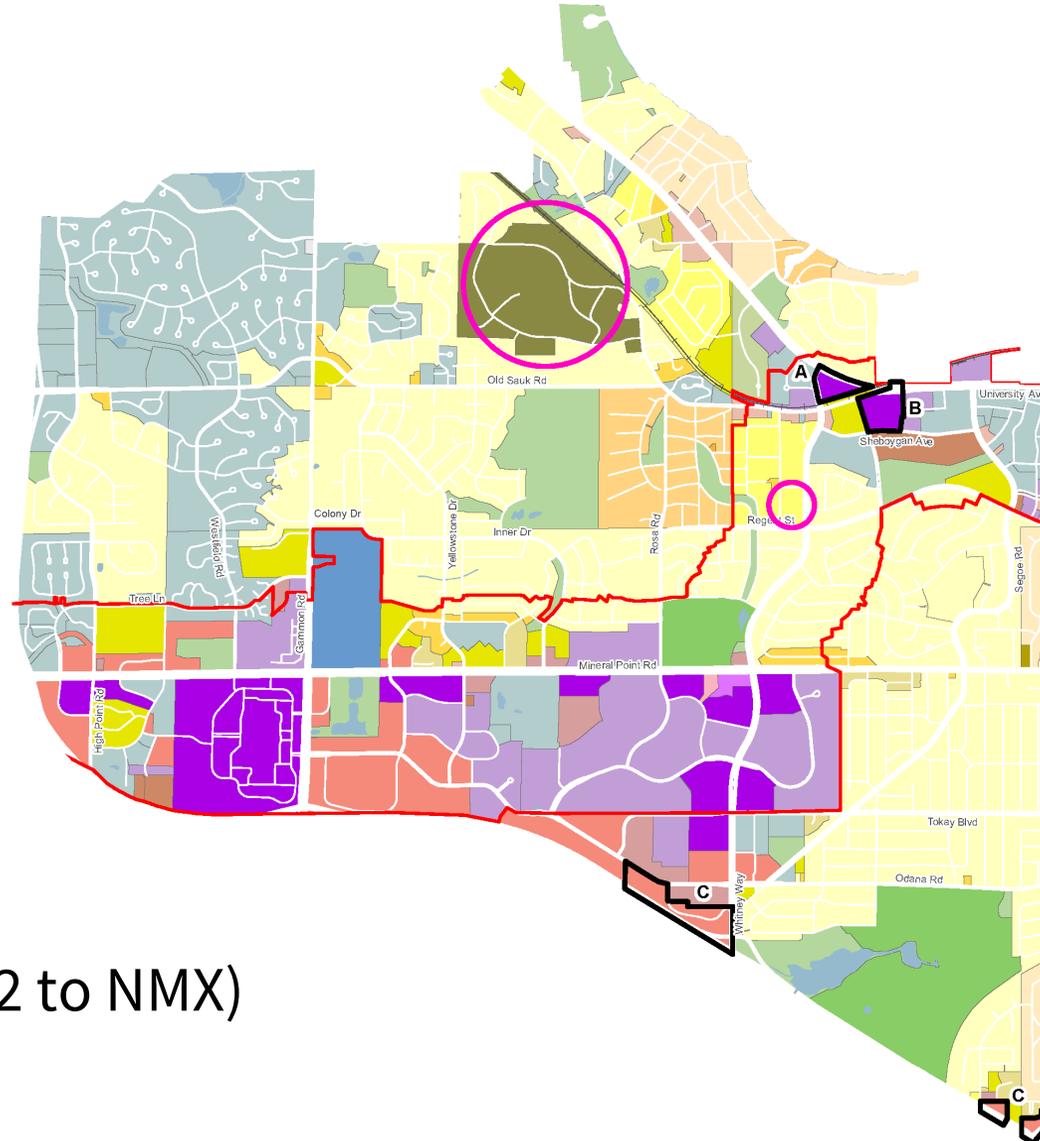
A. NMX to RMX

B. SE to RMX

C. CC-T to CC

Removed from Draft:

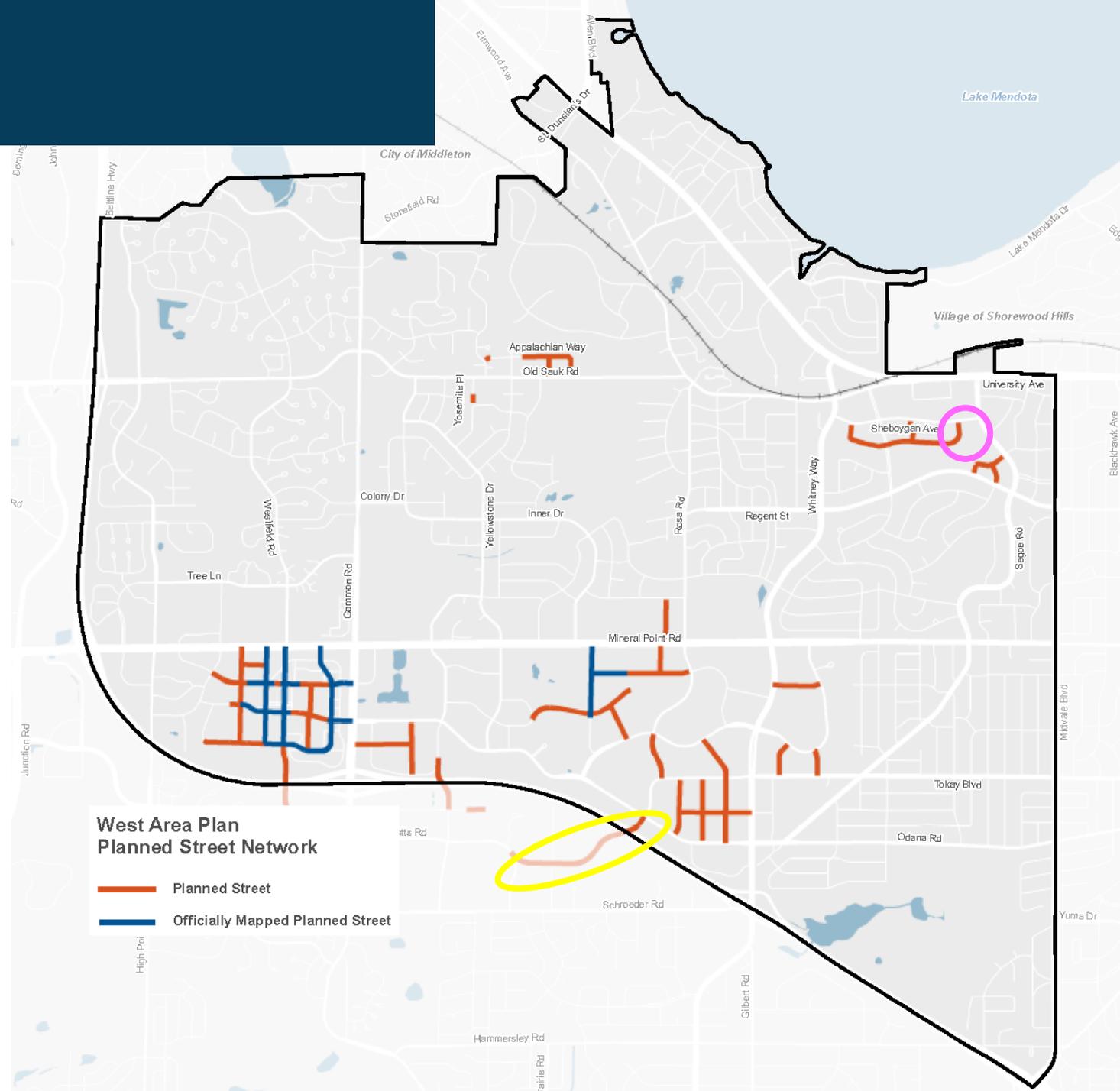
- Highlands (TR-R to SR-C1)
- Regent & Whitney Way (SR-C2 to NMX)



= Change from February 23, 2024 Public Review Draft

Streets

- Most planned connections are from past plans (especially Odana Area Plan)
- Possible shift of cross-Beltline connection (recommended by TC to be consistent with WisDOT Beltline study)



Beltline Crossing



- Planned streets shown in solid darker blue line
- WisDOT analyzing connection shown in light blue dashed line as part of its Beltline study
- TC recommended change to West Plan to delete crossing from Tokay; add crossing to Kessel Ct

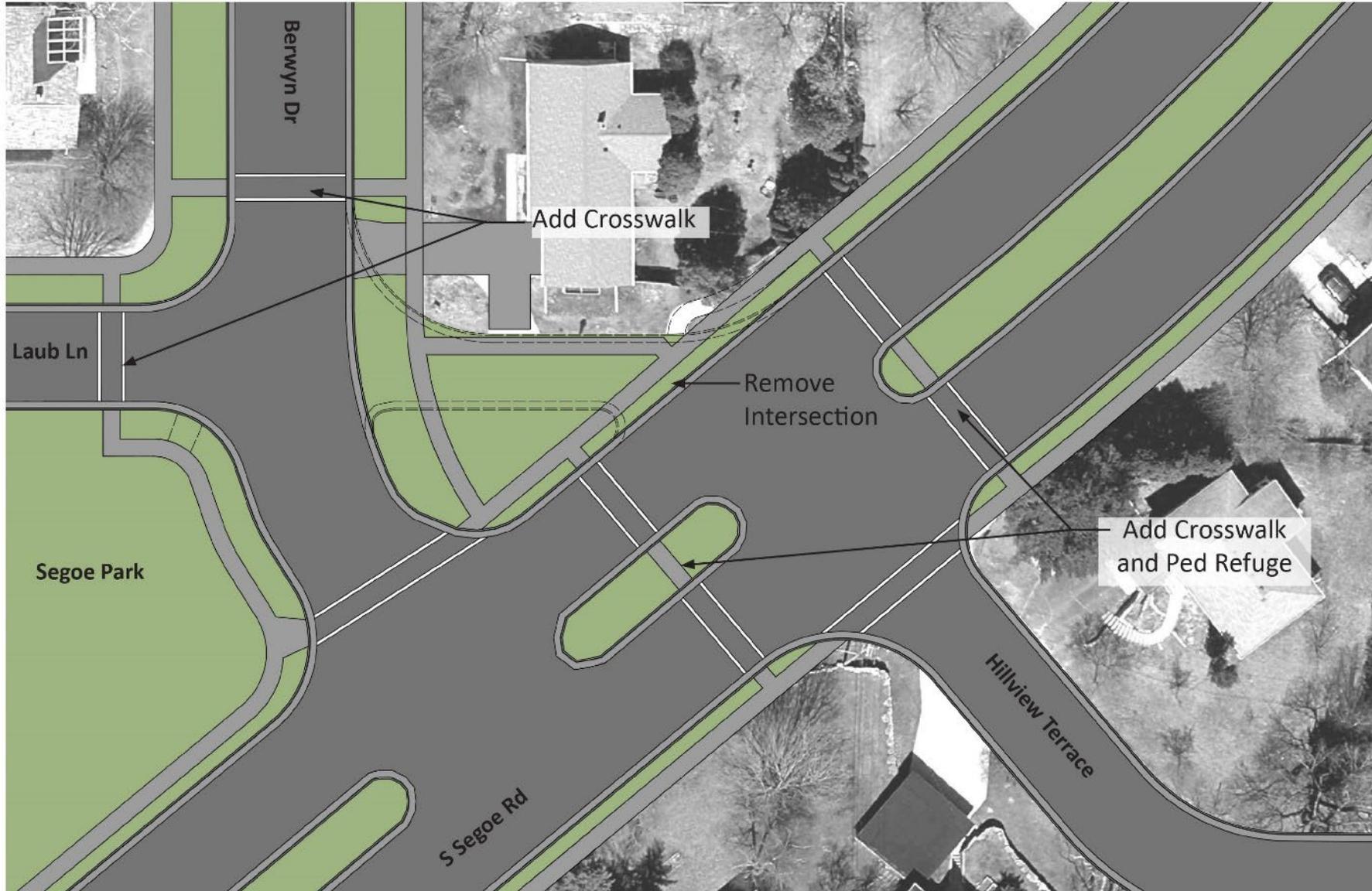


Rennebohm Park



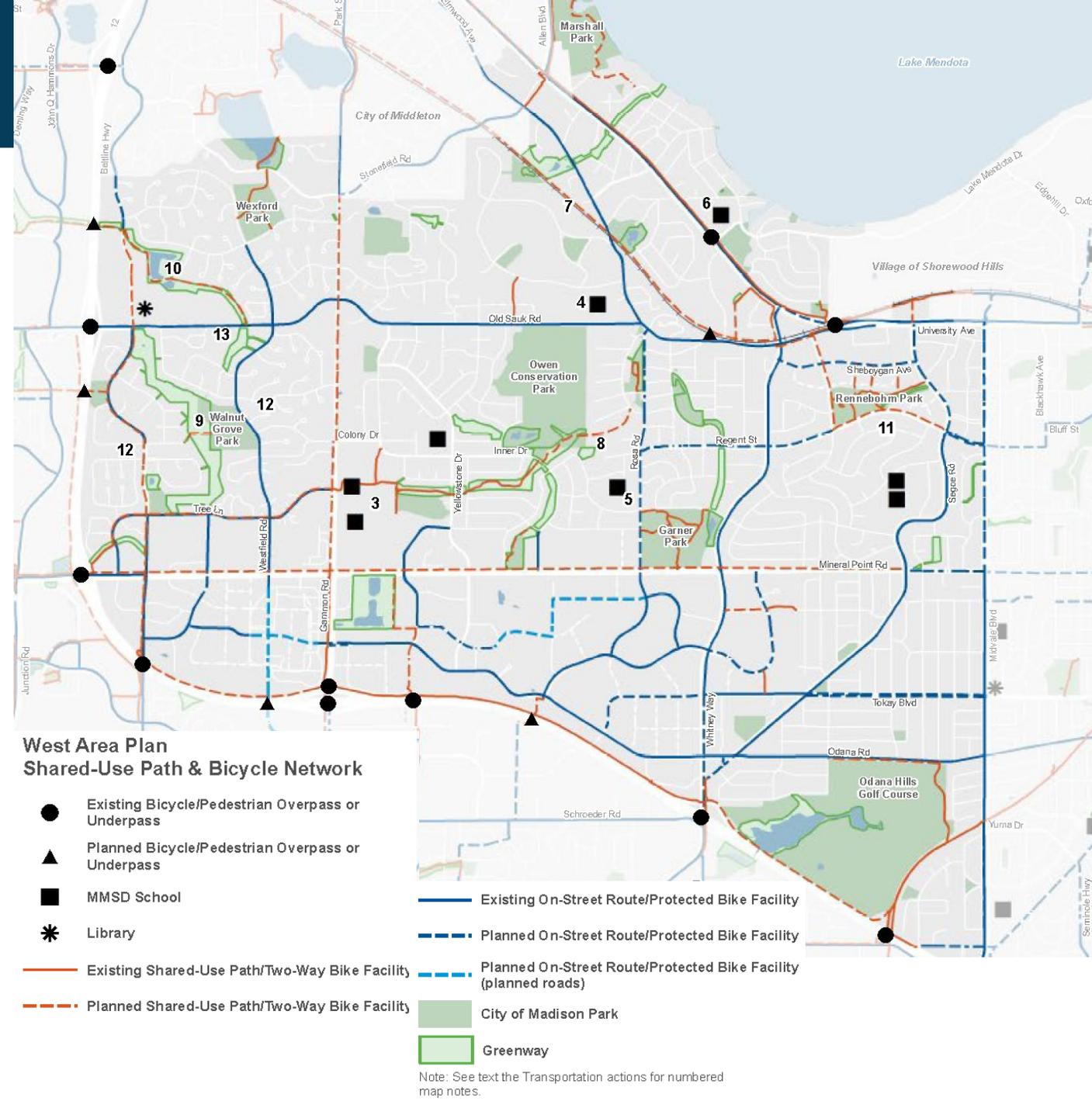
-  Planned Street (conceptual location; if properties redevelop)
-  Potential Park Expansion (conceptual location; if properties redevelop)
-  Planned Shared-Use Path (conceptual location; if properties redevelop)

Segoe Road



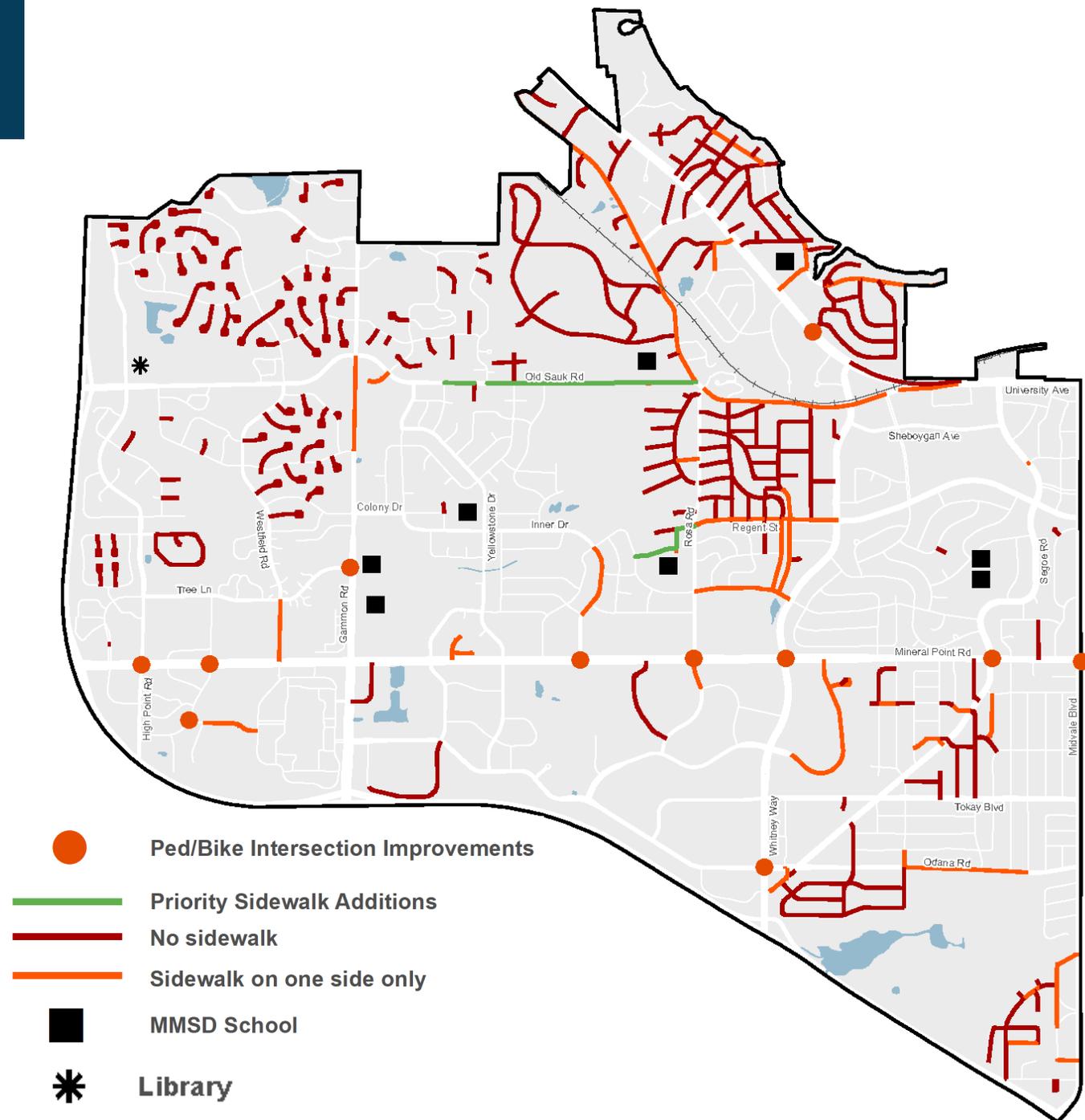
Paths & Bikes

- Biggest change: removal of north-south Sauk Creek Greenway path in favor of side path along High Point and buffered bike lanes on Westfield
 - Change would require reduction in on-street parking on both streets.
 - East-west path across greenway retained.



Pedestrians

- Added priority sidewalks (close to Stephens and Crestwood schools)



Neighborhoods and Housing Actions



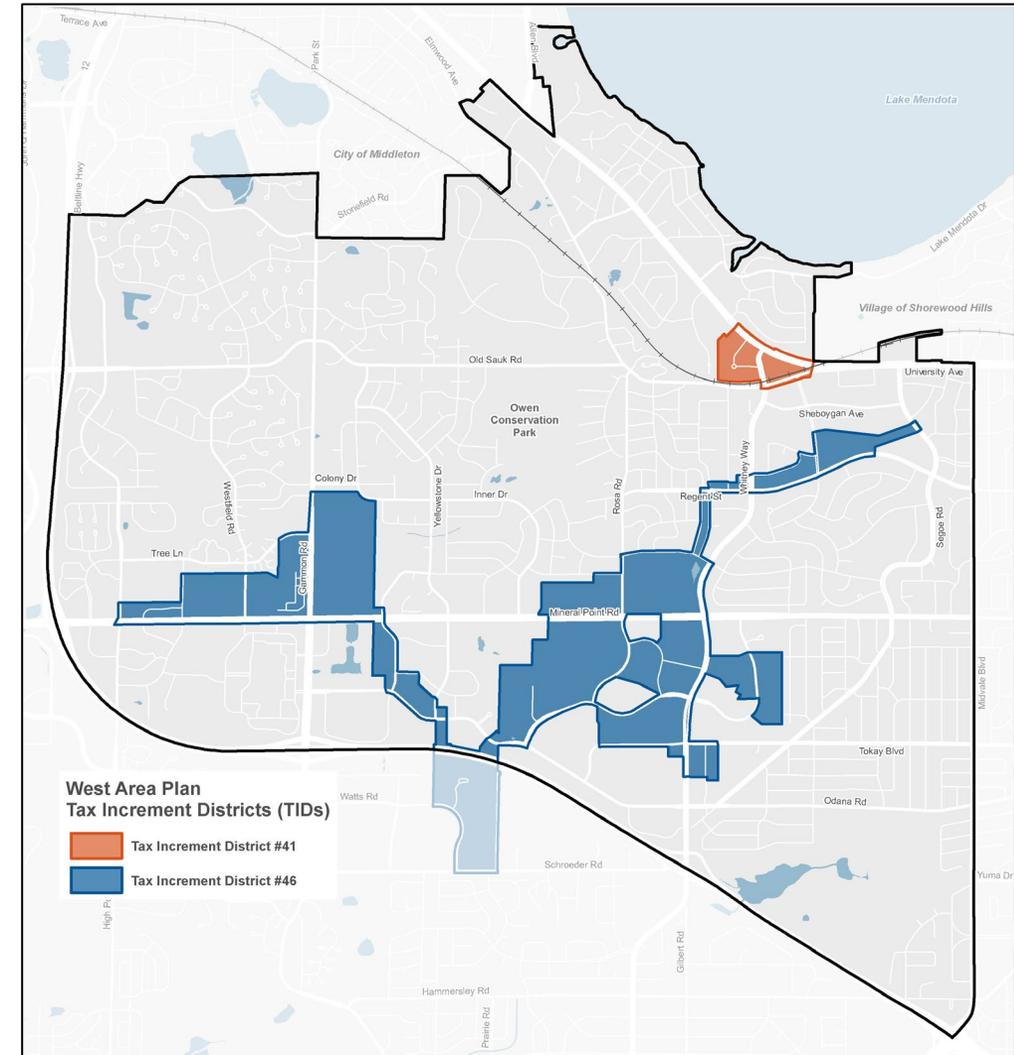
1. Work with developers to encourage a wider mix of apartment unit sizes.
2. Encourage and incentivize development of smaller-scale “Missing Middle” housing types
3. Development along the West Beltline Highway should include a variety of noise mitigation improvements.
4. Increase awareness and access to programs supporting homebuyers & renters.
5. Connect the large residential properties along Rennebohm Park to the park.
6. Work with funded partners to distribute affordable housing throughout the area.



Economy and Opportunity Actions



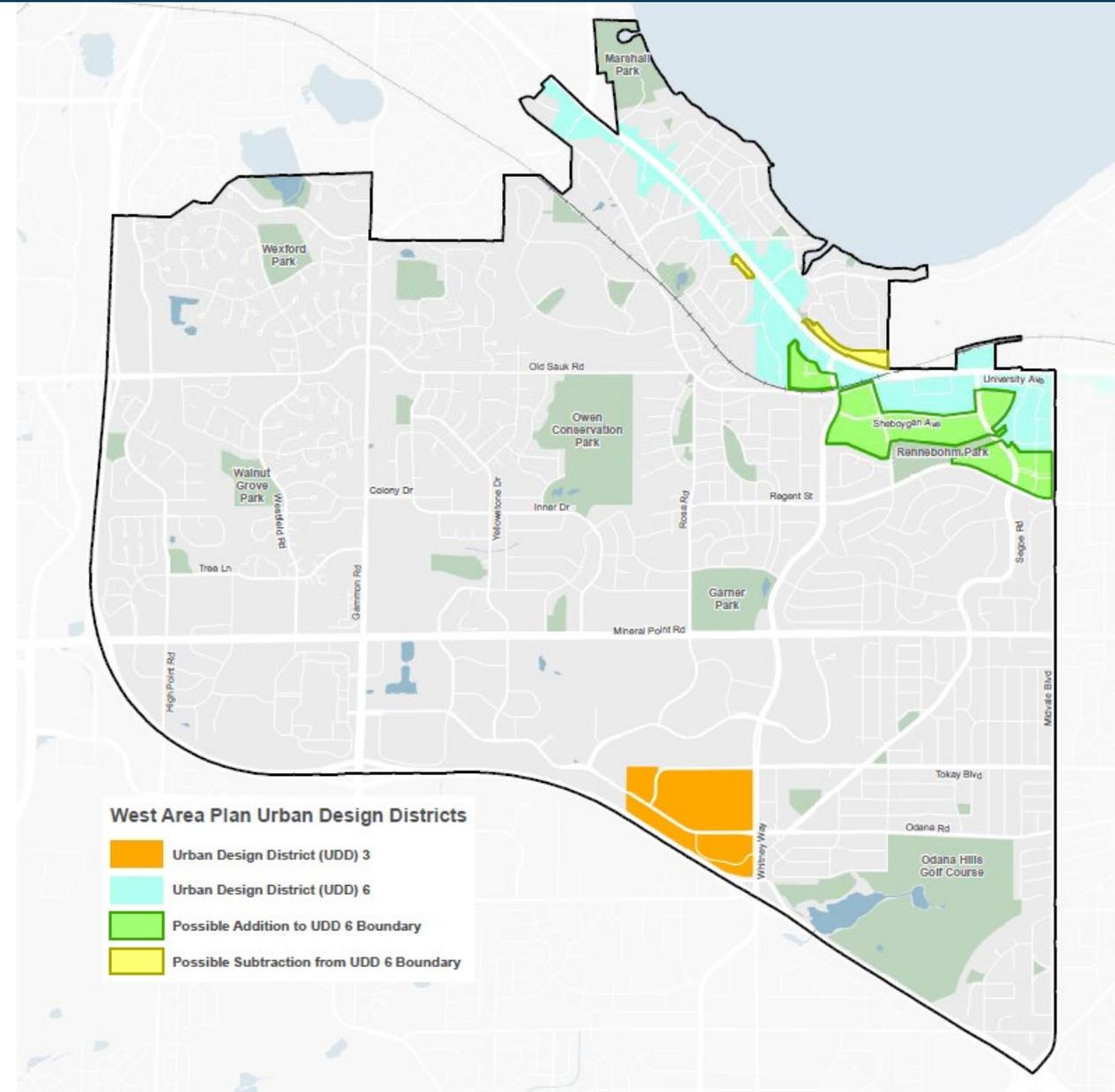
1. Analyze land banking for reuse of existing buildings for affordable business space and housing.
2. Assess TIDs for affordable housing, a business incubator, and non-assessable infrastructure.
3. Consider TIDs for commercial rent assistance or guarantee program to help BIPOC-owned businesses and displaced businesses afford space.
4. Consider a new TID in for the West Towne area/Mineral Point Road corridor.
5. Increase affordable childcare options in existing commercial space.



Culture and Character



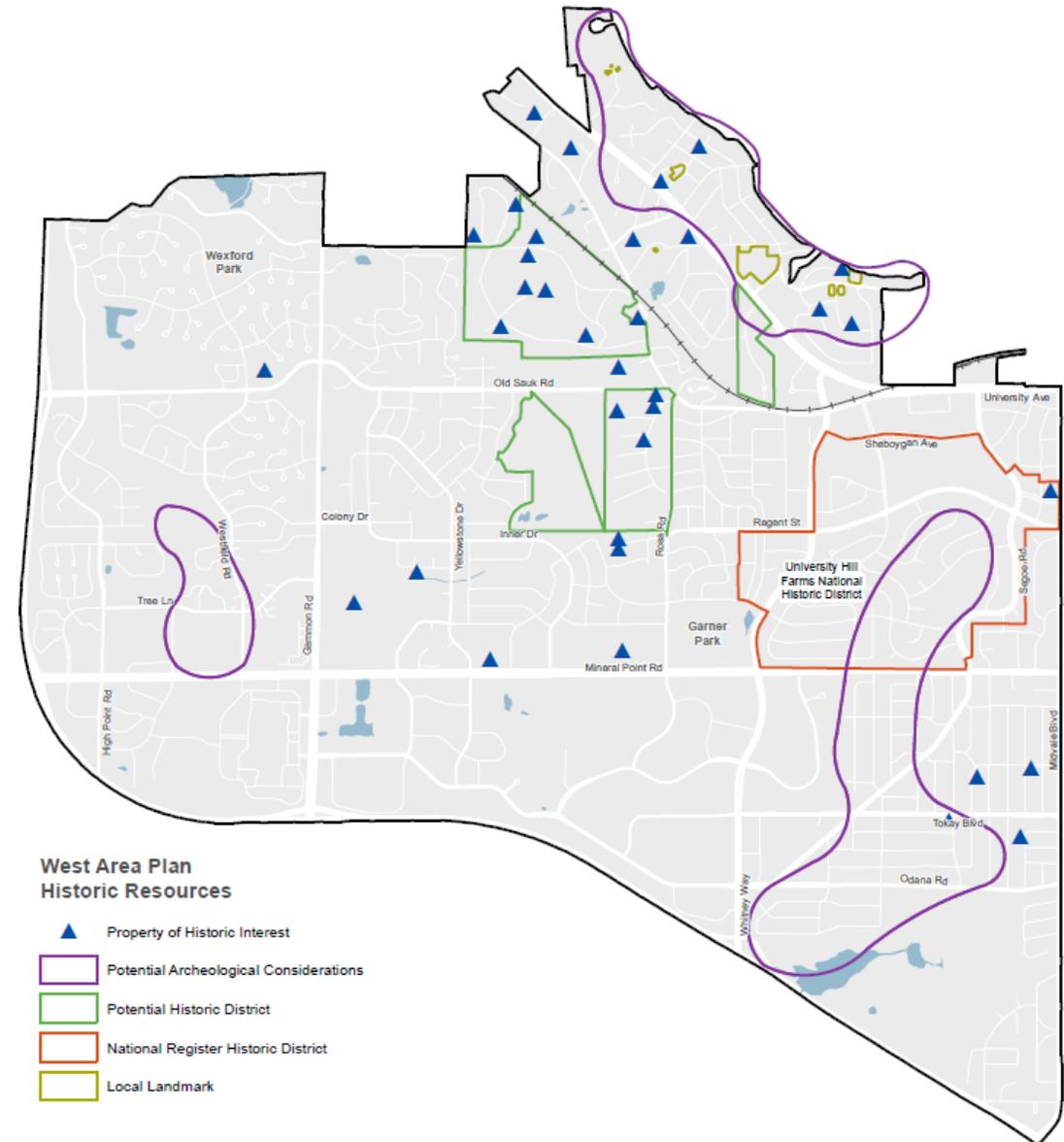
- Review Urban Design District (UDD) 3 to determine whether it should be revised or repealed.
- Analyze UDD 6 as part of citywide review to:
 - Revise boundaries
 - Align regulations with Transit-Oriented Development (TOD) overlay zoning district
 - Explore whether UDD 6 should be split into subareas
 - 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



Historic Resources Review

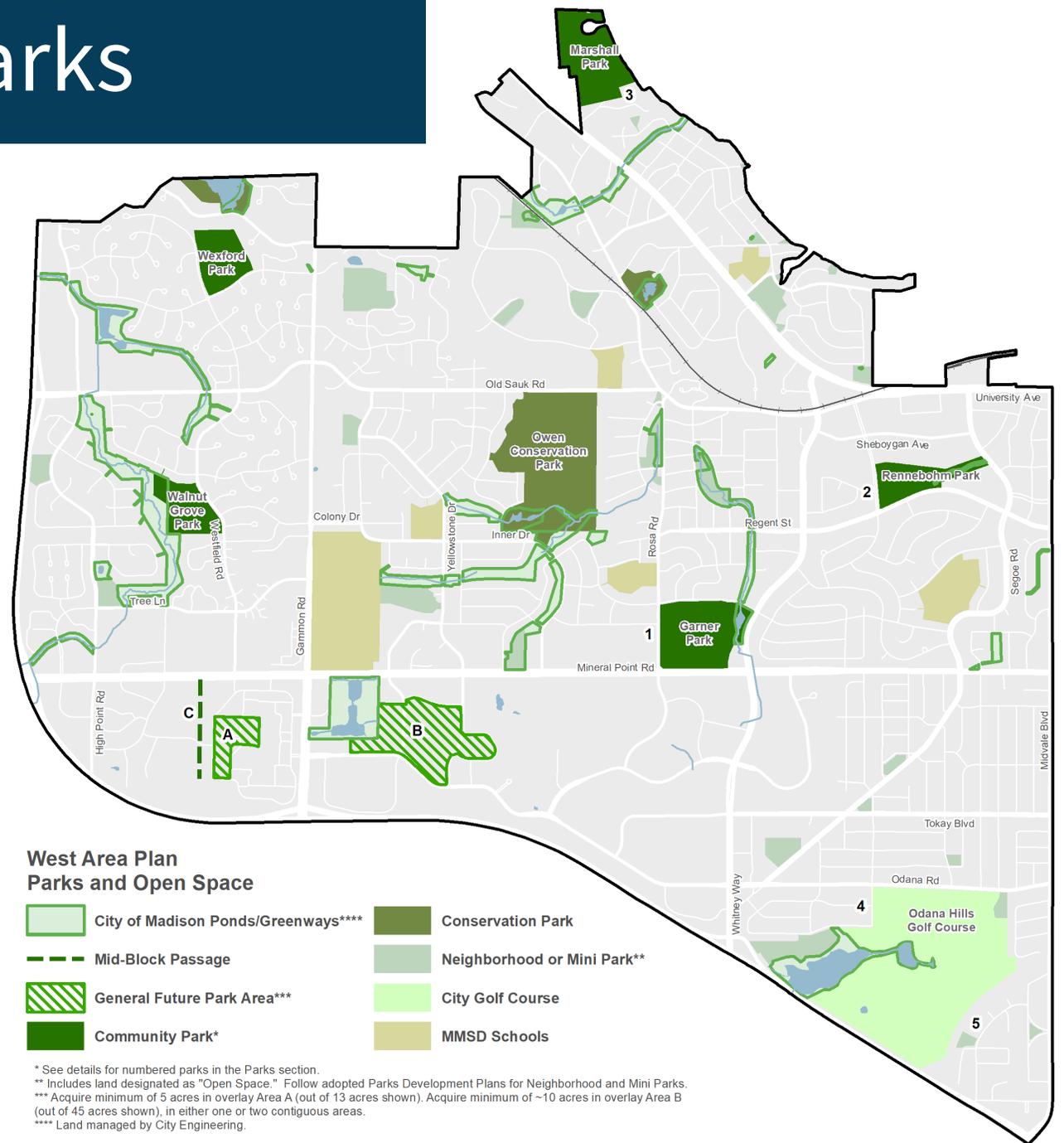


- Staff completed a windshield survey on November 16, 2022, and noted several properties of potential architectural significance.
- Notes Designated Landmarks, National Register area, and Properties of Historic Interest



Green and Resilient: Parks

- 18 acres of parkland per 1,000 residents
- 78% of households are within ¼ mile of a park



Type of Park	# of Parks	Acres in West Area
Mini Parks	14	28
Neighborhood Parks	8	65
Community Parks	5	140
Conservation Parks	3	118
Golf Course (Odana Hills)	1	171
Open Space/Not Classified	4	18
Total	36	540

Green and Resilient: Parks Actions Summary



- Park-specific actions for Garner, Rennebohm, Marshall, Odana Hills Golf Course, Zook (+ reference to adopted PDPs for other parks)
 - Expand Rennebohm Park
- Improve lake access north of Mendota Drive
- Recommendation for new parks: areas A, B, and southwest of University Ave. & Spring Harbor Dr.
- Look for opportunities to install recreational biking facilities in the area



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**