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

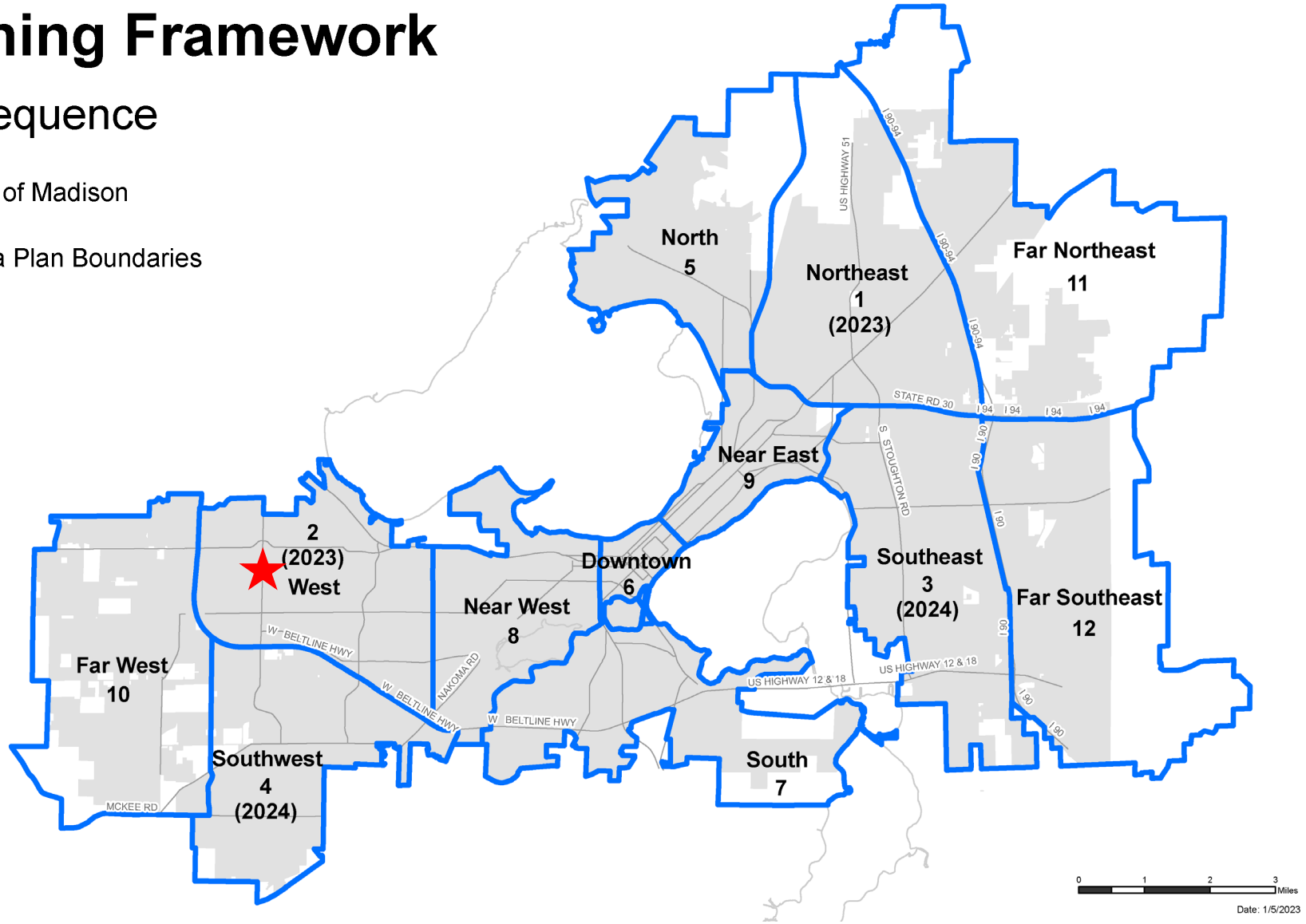
Background

Planning Framework

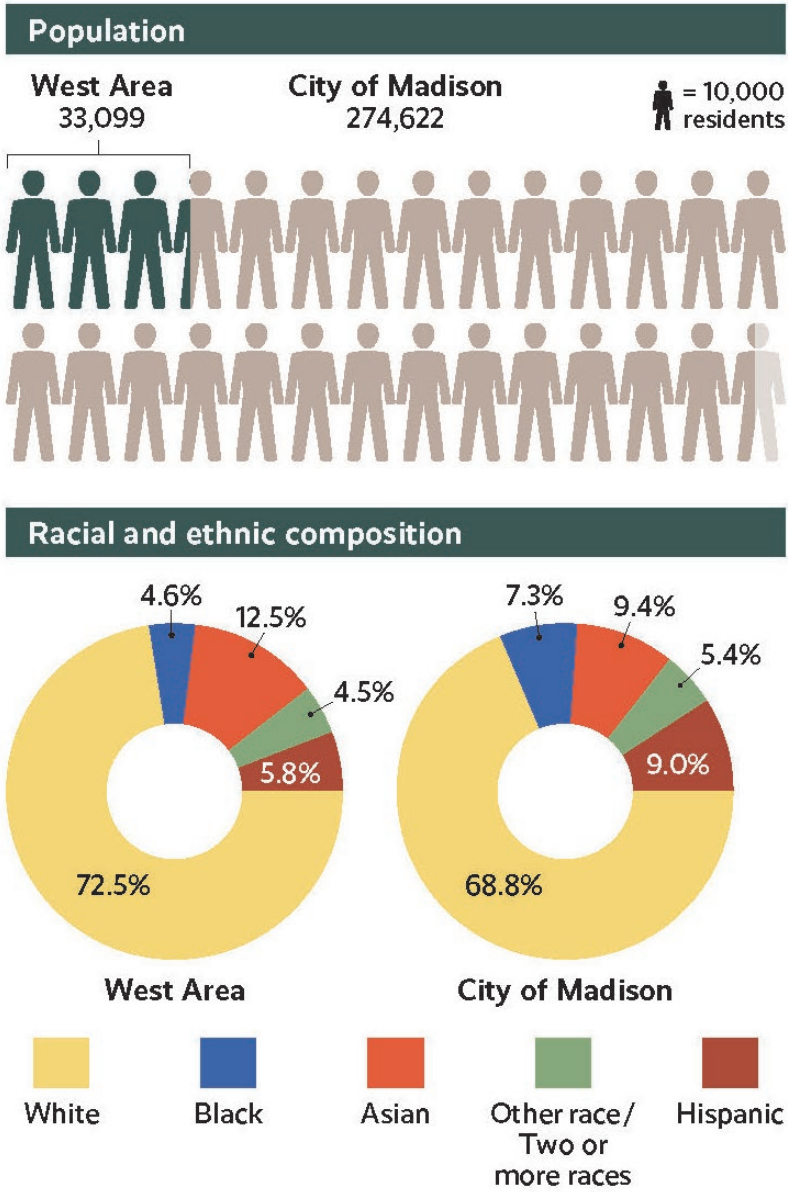
Plan Sequence

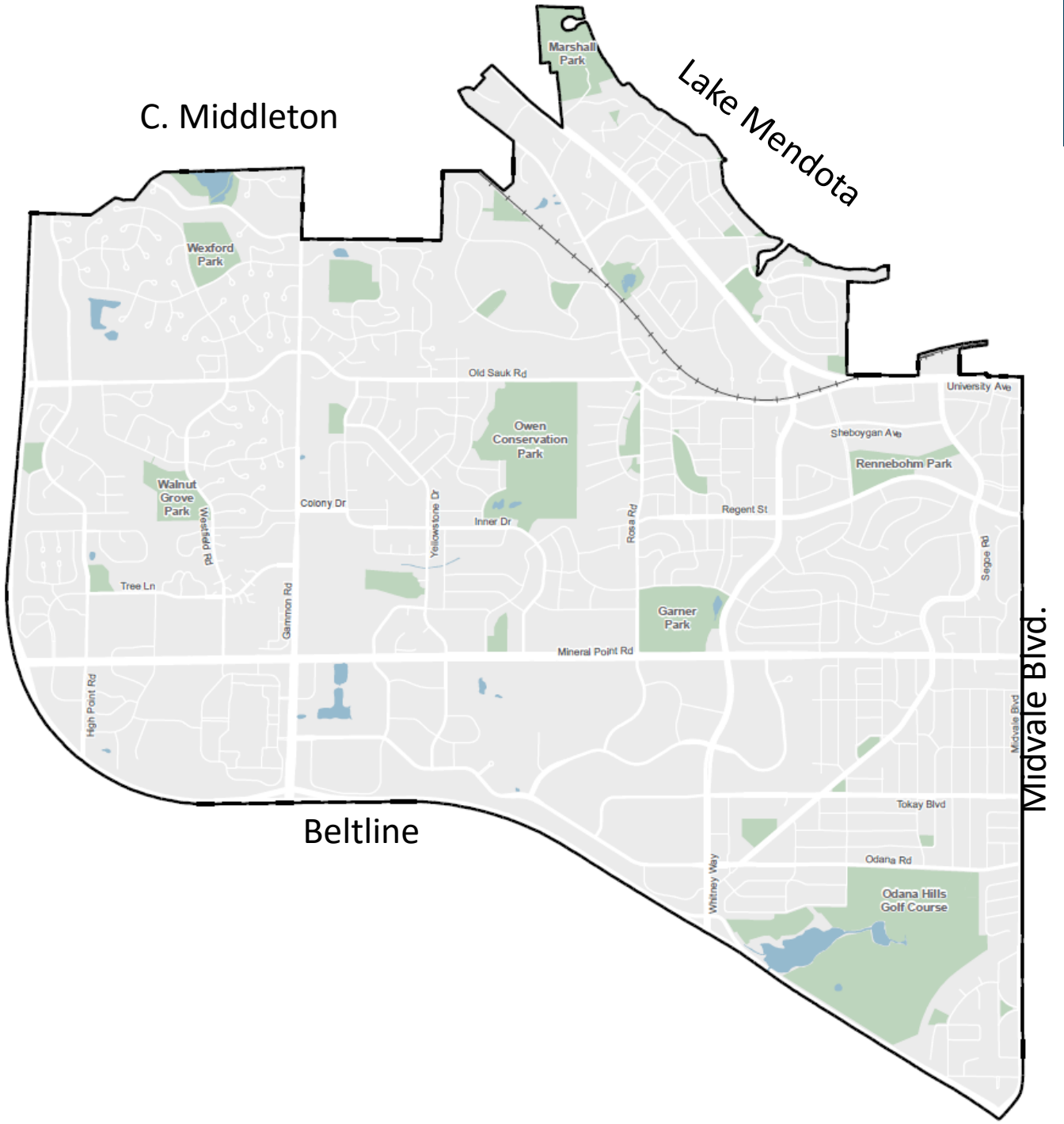
City of Madison

Area Plan Boundaries



Background


Population
West Area
33,099
City of Madison
274,622
= 10,000 residents
Racial and ethnic composition
4.6%
12.5%
4.5%
5.8%
72.5%
7.3%
9.4%
5.4%
9.0%
68.8%
West Area
City of Madison
White
Black
Asian
Other race / Two or more races
Hispanic


C. Middleton
Lake Mendota
Midvale Blvd.
Beltline
Marshall Park
Wexford Park
Old Sauk Rd
University Ave
Owen Conservation Park
Sheboygan Ave
Rennebohm Park
Walnut Grove Park
Westfield Rd
Colony Dr
Yellowstone Dr
Inner Dr
Rosa Rd
Regent St
Segoe Rd
Tree Ln
Gammon Rd
Garner Park
Mineral Point Rd
High Point Rd
Midvale Blvd
Tokay Blvd
Odana Rd
Whitney Way
Odana Hills Golf Course

Planning Process

Planning Process and Public Engagement

Data Gathering & Review
- Interagency Staff Meeting
- In-Person and Virtual Public Meetings
- Online Interactive Commenting Map
- Regular Email
- Notifications and Webpage Updates (applies to all phases)

Phase One

JAN - MAR

Issues & Opportunities
- Online Community Survey
- Vel Phillips Memorial High School Public Meeting
- Spring Harbor NA Meeting
- Lussier Center Open House
- Plan Commission
- Board of Parks Commission
- Interagency Staff Meeting

Phase Two

APR - JUN

Draft Plan Concepts
- Lussier Center Meeting
- Community Partner Apartment Outreach
- Community Partner Farmer's Market Outreach
- Community Partner Parks Events Outreach
- Community Partner Lussier Center Youth Outreach
- In-Person & Virtual Public Meetings
- MMSD Principal Meetings
- Lussier Center Focus Group
- Interagency Staff Meeting
- Business Postcard Survey
- Lussier Center/UW People Program

Phase Three

JUL - SEPT

Draft Plan Recommendations
- Interagency Staff Meetings
- Chinese Community Focus Group
- Art Workshop
- Sauk Creek Neighborhood Association Meeting
- Landmarks Commission
- Plan Commission
- Board of Parks Commission
- Transportation Commission
- Urban Design Commission
- Highlands Neighborhood Proactive Rezoning Meeting

Phase Four

OCT - JAN

Draft Plan Review
- In-Person & Virtual Public Meetings
- Online Draft Plan Review and Feedback
- Public Displays at Lussier Center, Public Libraries
- City Agency Meetings & Review Public Feedback
- Refine Draft and Create Final Draft Plan

Phase Five

FEB-JUN

Adoption & Implementation
- City Board, Committee, Commission, Council Review - Plan Adoption
- Implementation of Plan Recommendations

Phase Six

JUL +

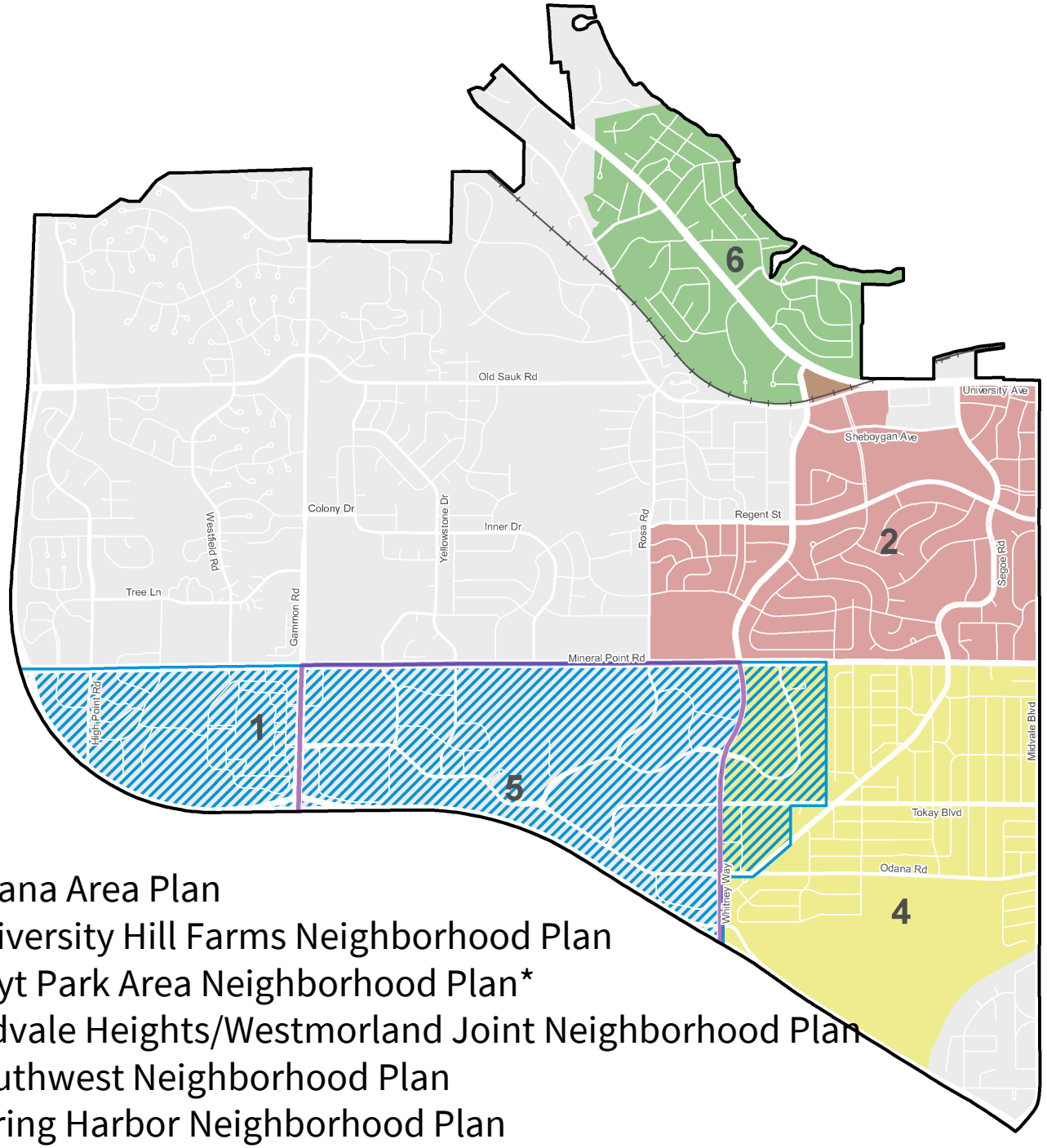
2023

2024

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

Community Partners

Open Houses

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

Draft Plan Format

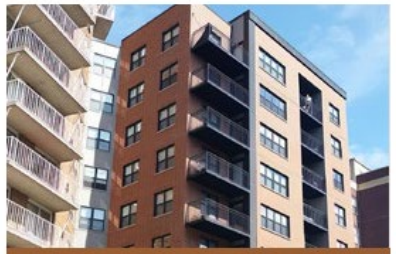
- Land Use and Transportation
- Green and Resilient
- Neighborhoods and Housing
- Effective Government
- Economy and Opportunity
- Health and Safety
- Culture and Character

Chapter Contents

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

Land Use

Low Residential (LR)

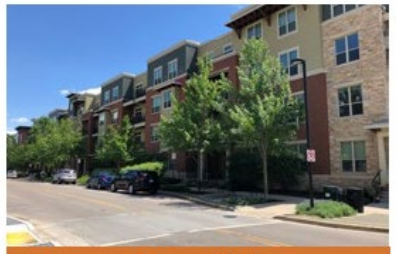

High Residential (HR)

Neighborhood Mixed-Use (NMU)

Low-Medium Residential (LMR)

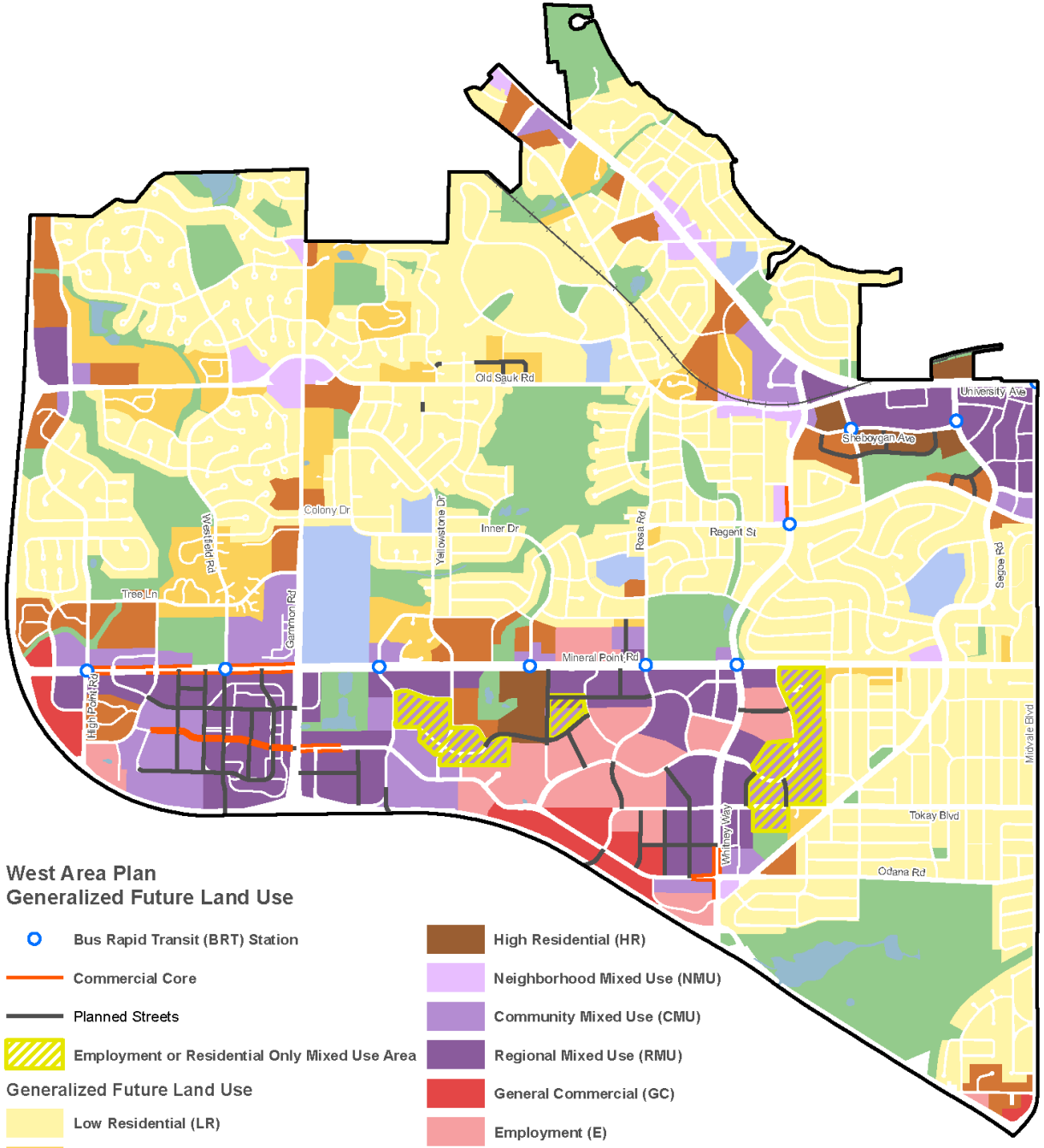
General Commercial (GC)

Community Mixed-Use (CMU)


Medium Residential (MR)

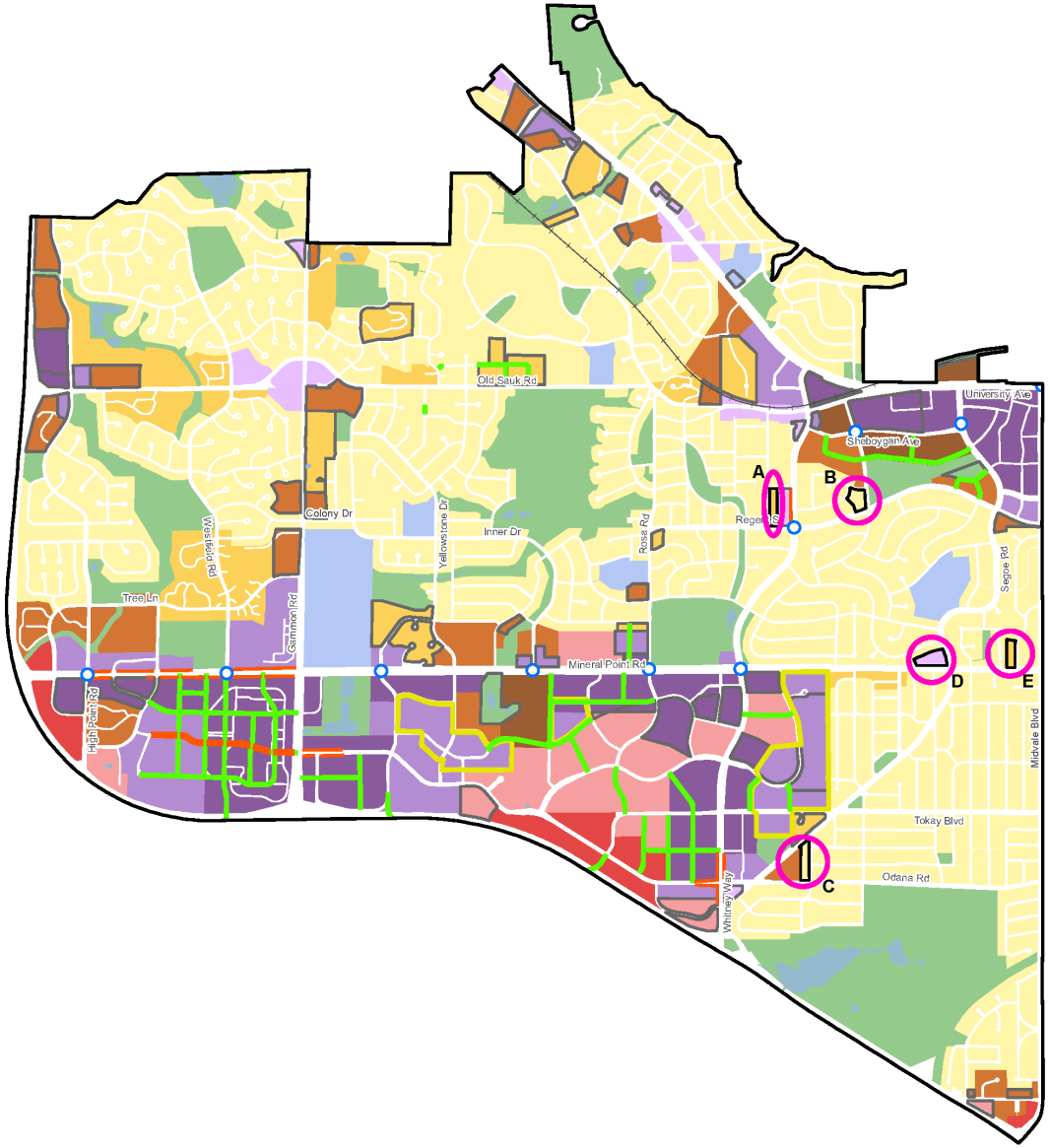
Employment (E)

Regional Mixed-Use (RMU)



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

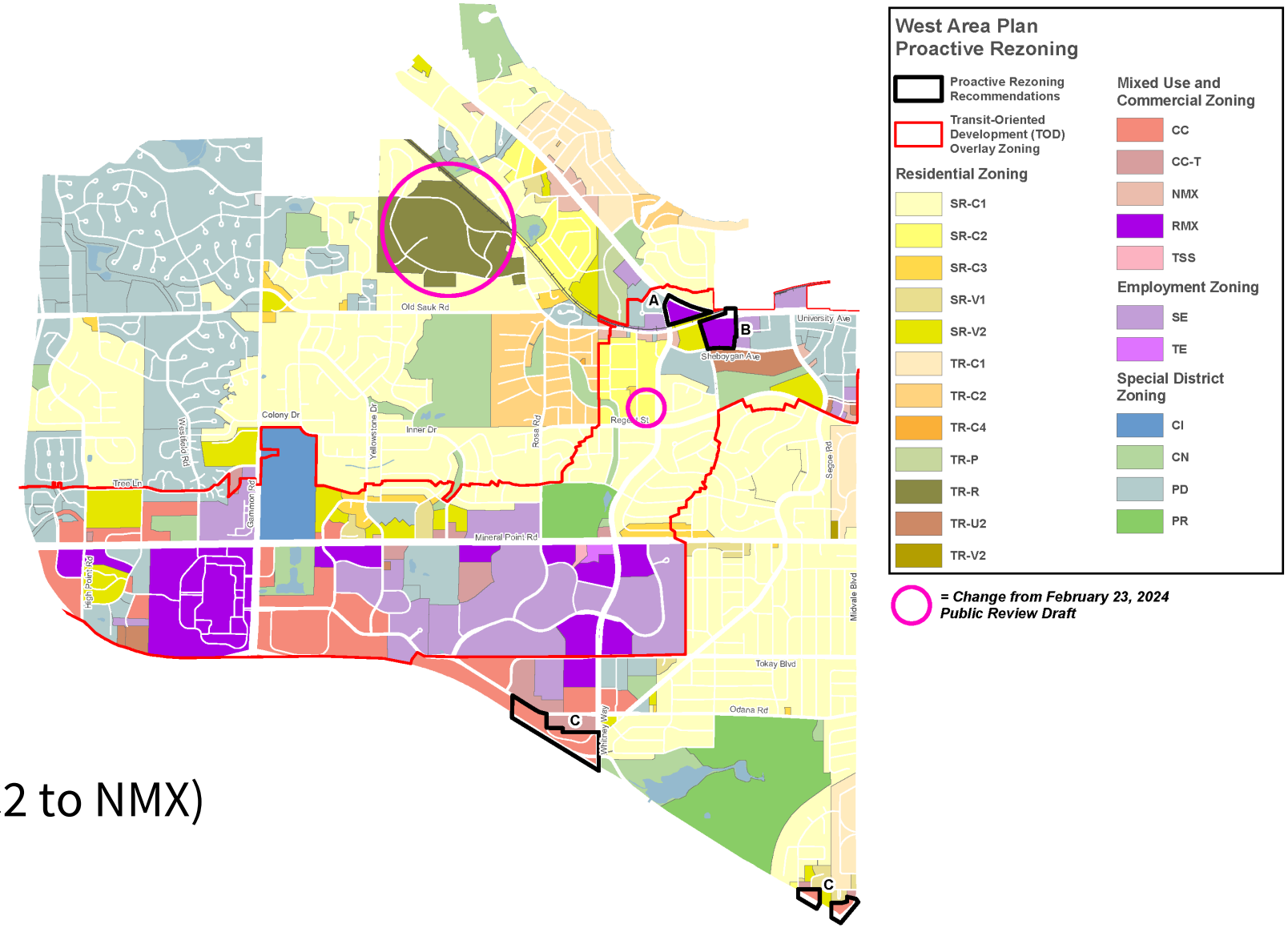
* Note text on page 20 of the Comprehensive Plan. For LR: Permitted in select conditions at up to 30 DU/ac and three stories, generally along arterial streets or where these types of buildings are already present or planned within an adopted sub-area plan as part of a pattern of mixed residential development. 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

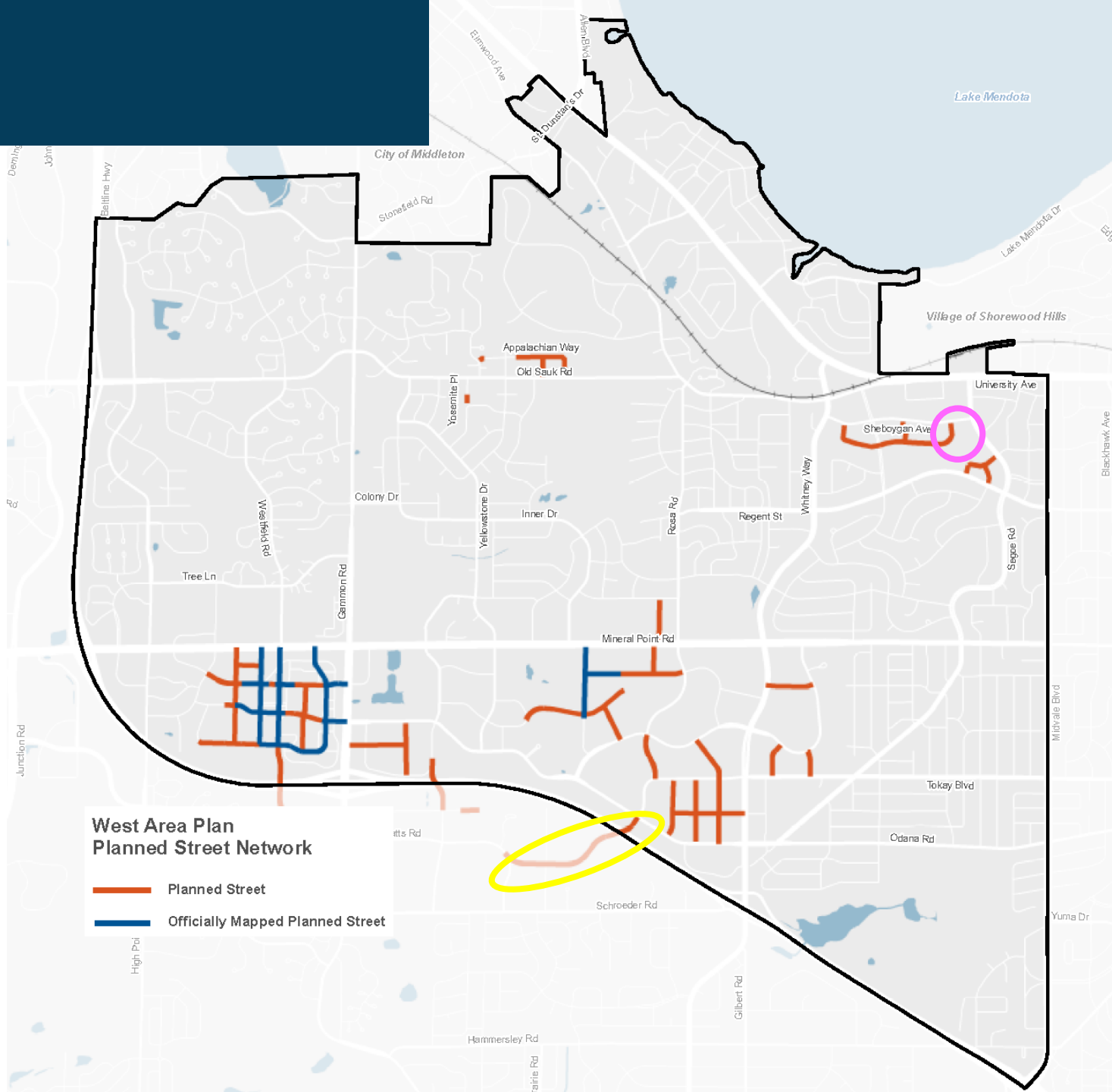


Removed from Draft:

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

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)

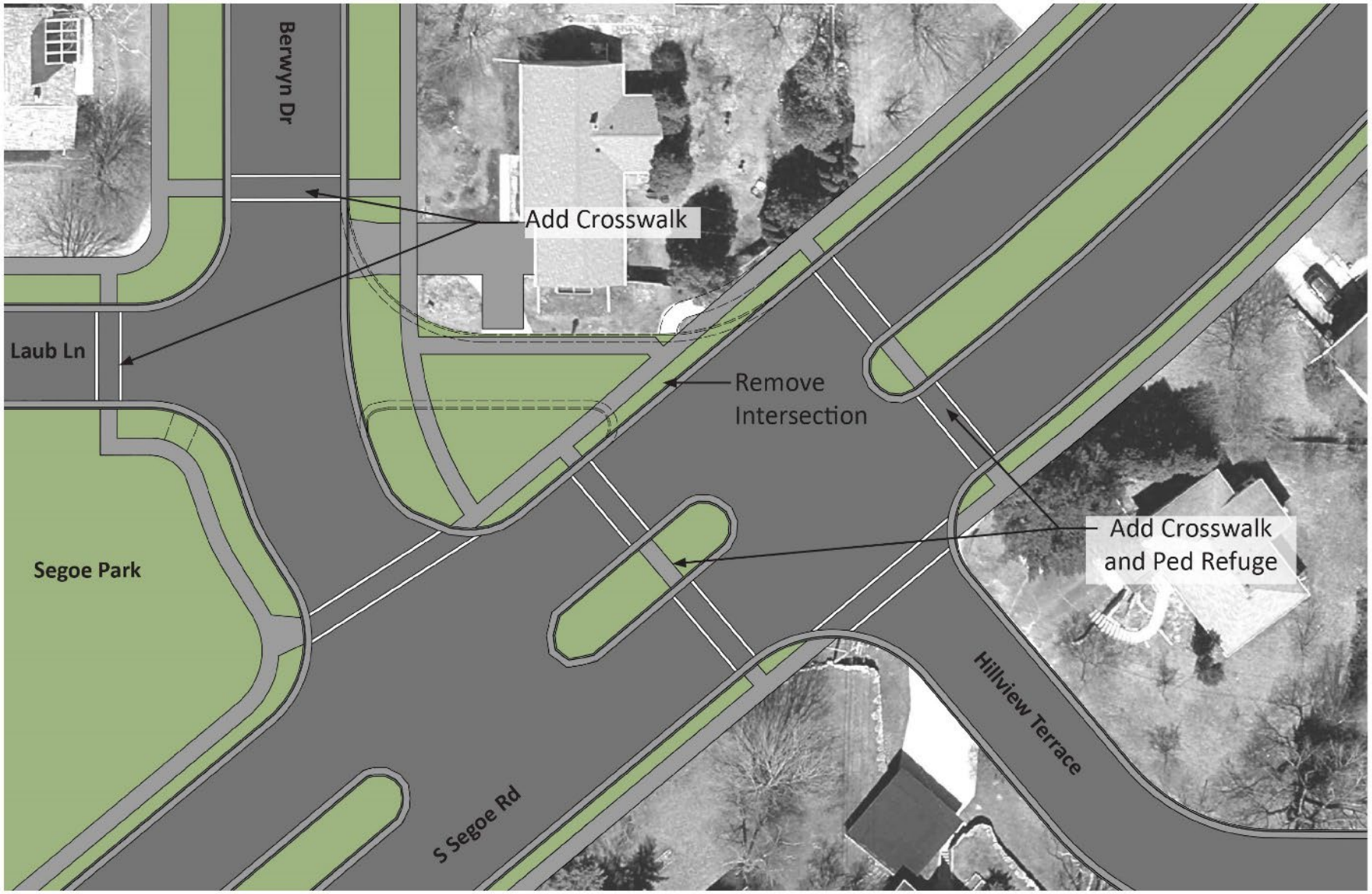


Beltline Crossing

- 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

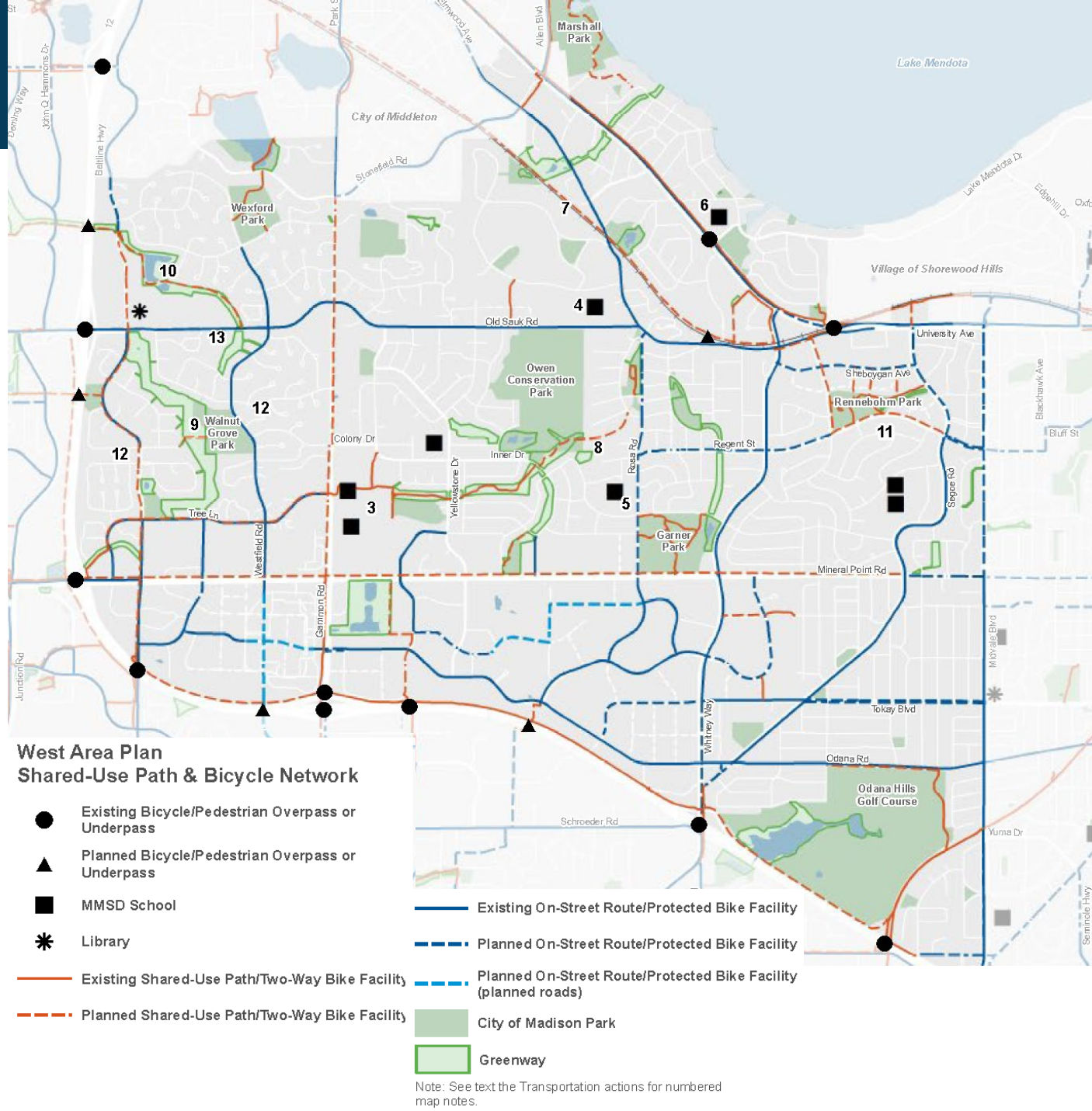
Rennebohm Park

Segoe Road


Berwyn Dr
Add Crosswalk
Laub Ln
Remove
Intersection
Add Crosswalk
and Ped Refuge
Segoe Park
Hillview Terrace
S Segoe Rd

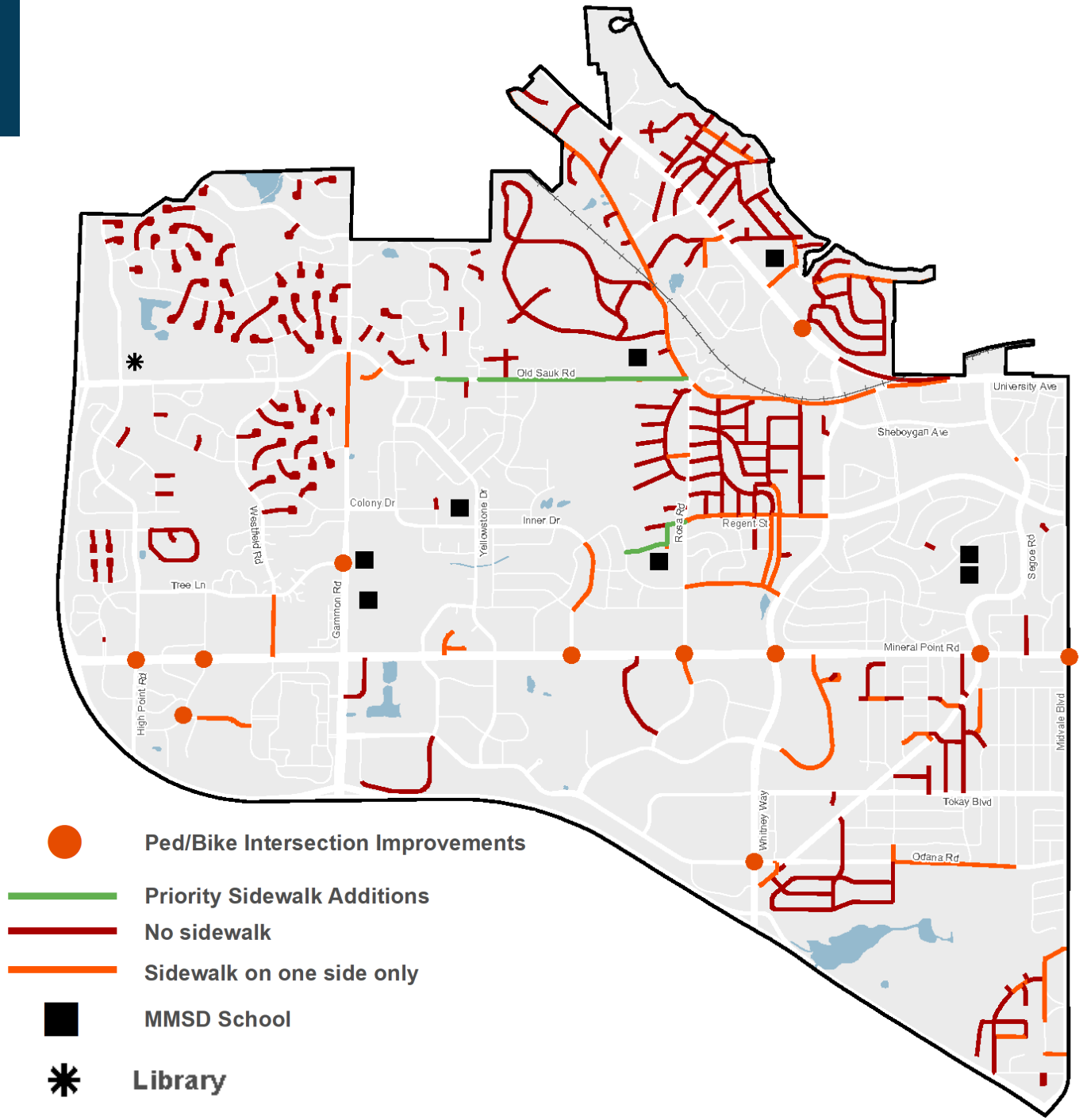
Paths & Bikes

- 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.

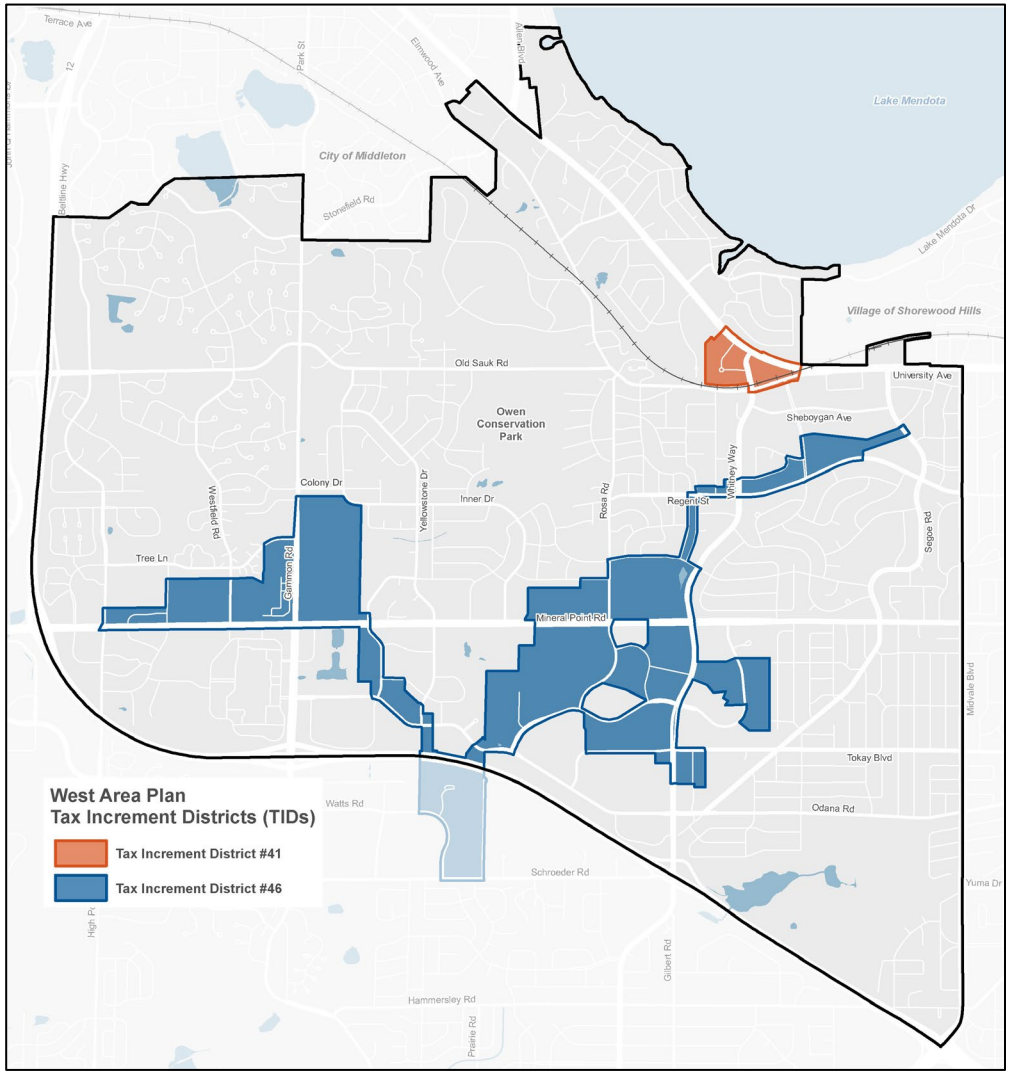
4. Increase awareness and access to programs supporting homebuyers & renters.

5. Connect the large residential properties along Rennebohm Park to the park.

6. Work with funded partners to distribute affordable housing throughout the area.

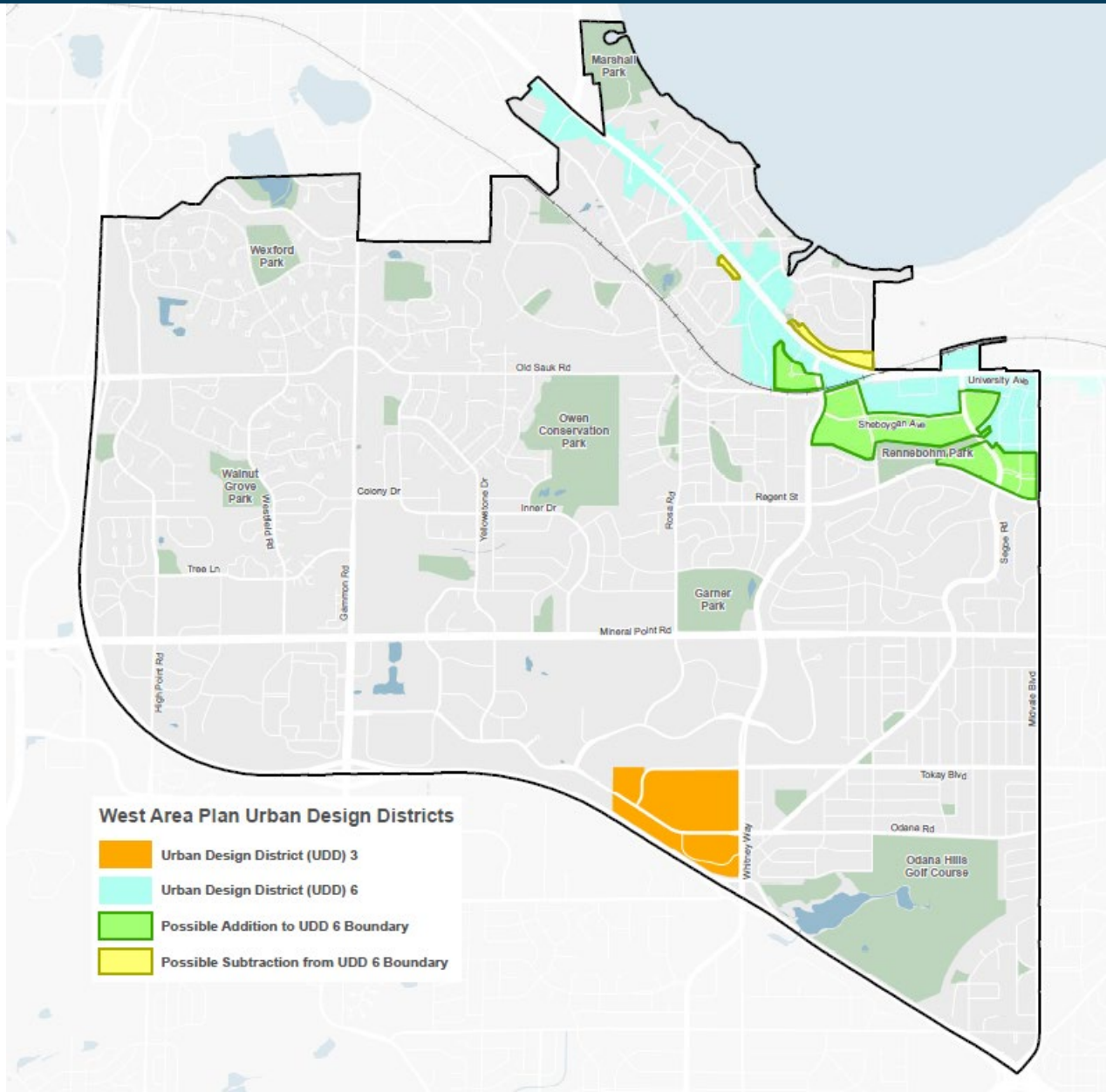
Economy and Opportunity Actions

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.



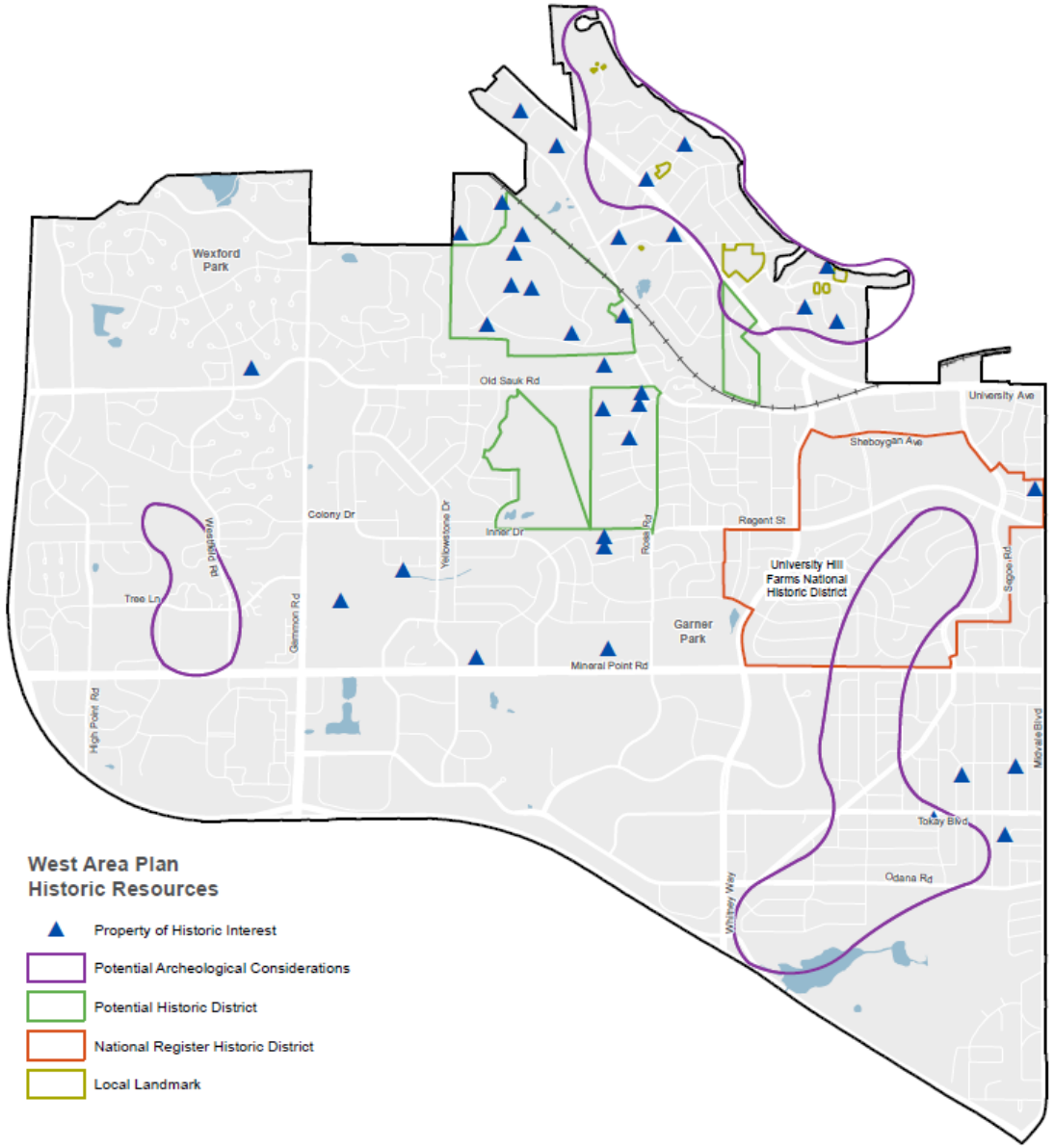
Culture and Character

- 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

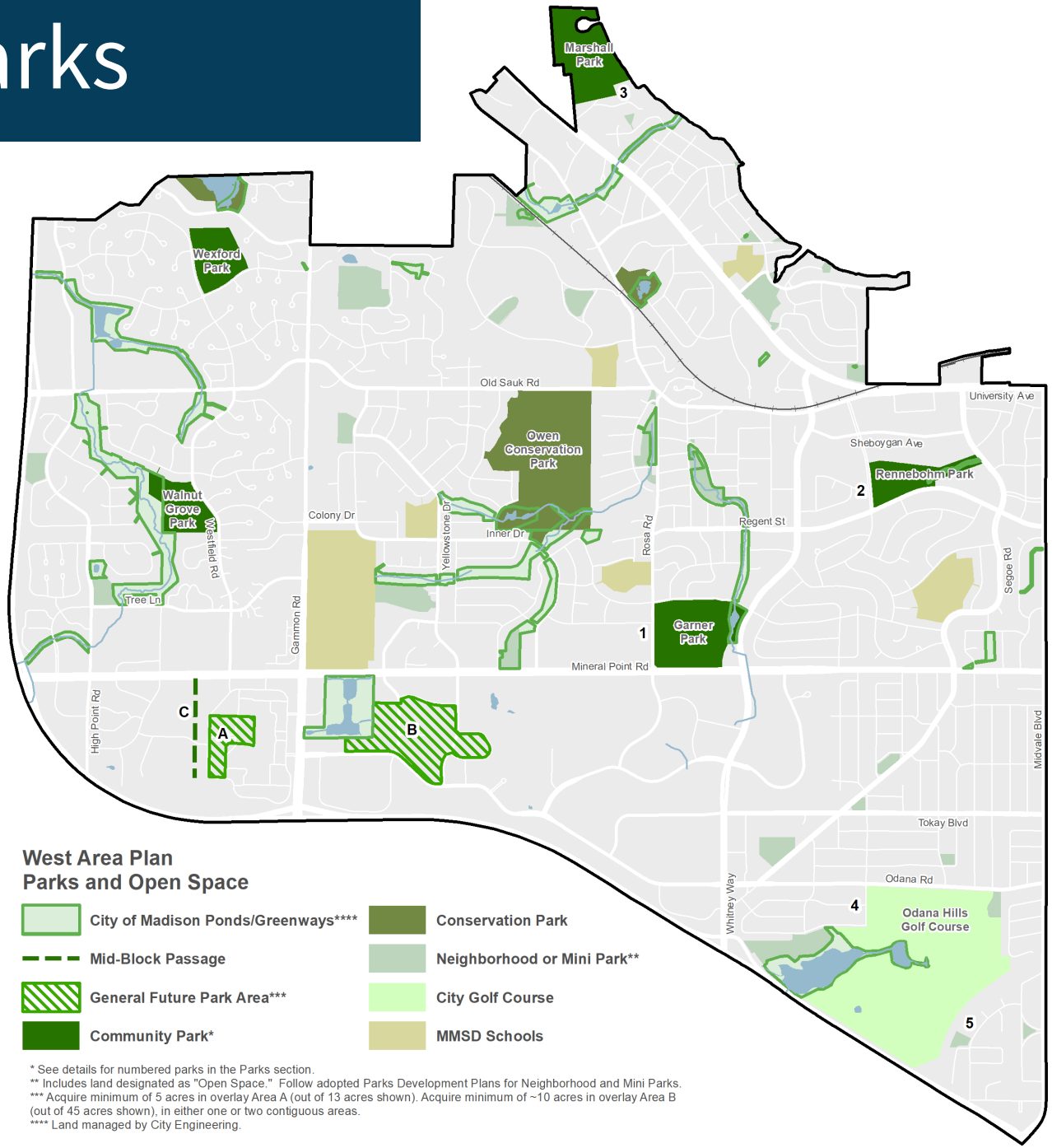
- Staff completed a windshield survey on November 16, 2022, and noted several properties of potential architectural significance.
- Notes Designated Landmarks, Nation Register area, and Properties of Historic Interest



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**