



# Midvale Heights/Westmorland *implementation plan*



City of Madison, Wisconsin  
Adopted On: \_\_\_\_\_



# Acknowledgements

*Prepared for: The Midvale Heights and Westmorland Joint Steering Committee*

*Adopted by the Common Council on:*

*Resolution No.:*

Funding: This project was funded by a neighborhood planning grant from the City of Madison and matching donations raised by the neighborhoods of Midvale Heights and Westmorland, including generous donations from the University Research Park.

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Special thanks to Queen of Peace Church and Midvale Lutheran Church for the generous donation of meeting space during this process.

We also extend our thanks to the business owners, residents, and other members of the public for sharing their hopes, concerns and ideas for the future of this area. This input served as the basis for the recommendations contained in this document.

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## Introduction

The recommendations presented in the neighborhood plan represent the initiatives necessary to create the desired future for the area. In order to make those initiatives a reality, they must be paired with implementable action steps. The implementation matrix found in this document transforms the recommendations into specific tasks by assigning a responsible party, neighborhood and City action steps, a time frame, cost estimate and priority level. With these pieces of information, the responsible party and the neighborhood can undertake the task of putting the neighborhood plan into action.

Not all of the recommendations are included in the implementation plan. Some recommendations, such as the design guidelines under Land Use Goals A and C are policy statements which do not have an actionable party or time-frame. As a result, those recommendations are not found in the implementation matrix. Although not located in the implementation document, it is still the intent of this plan to have the City utilize the policy statements and design guidelines when making future decisions that impact one or both neighborhoods.

**Land Use - Goal A:** Encourage future redevelopment opportunities that respect the current neighborhood character and support evolving neighborhood form and vitality. Future development should also capitalize on the opportunities present in a changing neighborhood and urban landscape.

Objectives:

- Identify areas where future mixed-use redevelopment is recommended, and specify development guidelines for those areas.
- Ensure future redevelopment is respectful of surrounding neighborhoods in terms of its character and visual impact, particularly in size and appearance.
- Minimize, to the greatest extent possible, the potential negative impact of redevelopment on traffic, parking and neighborhood safety.
- Create increased housing options by encouraging mixed-use development at locations identified for redevelopment.
- Plan commercial land uses in designated locations to meet the needs of the neighborhoods and provide viable neighborhood-serving businesses.
- Link all new commercial land uses to the adjacent neighborhoods through pedestrian and bicycle connections.
- Encourage new development that complements the existing business mix and demographics of the neighborhoods and the surrounding urban context.
- Incorporate high-quality greenspace accessible to the public in all larger redevelopment.

The recommendations for Land Use Goal A identify potential neighborhood redevelopment areas, and provide detailed design guidelines for each. The redevelopment areas identified for this neighborhood include Westgate Mall, Mineral Point/Speedway/Glenway Intersection, and Other Neighborhood Redevelopment sites (See Land Use Goal A in the Goals, Objectives and Recommendations Chapter). When future redevelopment occurs at any of these locations, it is recommended that the guidelines found in this plan be used to shape the character and form of new development.

**Land Use - Goal B:** Develop future land uses in a manner which promotes long-term sustainability and efficient use of resources.

Objectives:

- Accommodate opportunities for clusters of land uses throughout the neighborhoods which offer expanded small-scale commercial, residential and employment opportunities.
- Connect future redevelopment projects to the existing and anticipated multimodal transportation network.
- Encourage applications and technologies that minimize impacts on the environment and dependence on non-renewable resources.
- Educate residents about the importance of long-term sustainability and sustainable neighborhood development.
- Incorporate land uses into the neighborhood which promote alternative food systems.
- Reduce the neighborhoods' impact on the Lake Wingra and Lake Mendota watersheds.

		Short-Term: 0-3 years	Mid-Term: 4-6 years	Long-Term: 7 years or more	
Recommendation	Priority	Primary Responsibility (Estimated Cost)	City of Madison Action Steps	Neighborhood Action Steps	Time Frame
<b>LU(b).1:</b> Encourage the installation of rain gardens, bio swales, native plantings, green roofs and rain barrels in new and existing development to help reduce stormwater runoff and improve infiltration and water quality. Educate residents about the benefits of such treatments and encourage their use on residential properties.	1	Developers, Builders, and Property-Owners	<ul style="list-style-type: none"> <li>• Encourage property-owners to install stormwater treatments into proposed developments or building/site alterations. Inform property-owners of funding sources available to install stormwater treatments.</li> </ul>	<ul style="list-style-type: none"> <li>• Contact Sustain Dane to explore the possibility of coordinating a neighborhood rain barrel drive in conjunction with the yearly county-wide initiative.</li> <li>• Gather educational materials from local organizations and make them available to neighborhood residents. Examples of potential resources include Sustain Dane, University of Wisconsin Extension, WI DNR, and the City of Madison.</li> </ul>	<p><b>Short-Term:</b> Establish programming and education campaign.</p> <p><b>Ongoing:</b> Maintain programming</p>
<b>LU(b).2:</b> Promote the availability of and encourage participation in alternative energy incentives and programs like the MadiSUN solar energy initiative, Focus on Energy initiatives and grants, and Madison Gas and Electric's (MG&E) Green Power Tomorrow program.	2	Midvale Heights / Westmorland Neighborhood Associations	<ul style="list-style-type: none"> <li>• Invite the Midvale Heights and Westmorland Neighborhoods to attend the City of Madison Sustainable Design and Energy Committee meeting to explore potential partnerships and programming opportunities.</li> </ul>	<ul style="list-style-type: none"> <li>• Coordinate with organizations focused on energy independence to develop an educational campaign and distribute that info to the neighborhood. Examples of such organizations include MG&amp;E, Focus on Energy and Sustain Dane.</li> <li>• Engage the City of Madison Sustainable Design and Energy Committee to explore current and/or potential programming which could be used in the neighborhood.</li> </ul>	<p><b>Short-Term:</b> Establish programming and education campaign</p> <p><b>Ongoing:</b> Maintain programming</p>

<b>Land Use - Goal B:</b> Develop future land uses in a manner which promotes long-term sustainability and efficient use of resources.					
<b>LU(b).3:</b> Encourage new development to incorporate building design elements which promote energy efficiency and sustainability. Potential design consideration include, but are not limited to: Passive solar, Daylighting, Gray water capture, Overhanging eaves, Photovoltaic arrays, Heat pumps, Composting systems.	3	Midvale Heights / Westmorland Neighborhood Associations	<ul style="list-style-type: none"> <li>Encourage property-owners to install energy efficiency design elements in proposed projects.</li> </ul>	<ul style="list-style-type: none"> <li>Contact Plan Commission / Urban Design Commission to advocate for the inclusion of energy efficiency design standards.</li> </ul>	Mid-Term
<b>LU(b).4:</b> Support Zoning Code rewrite to include sustainability standards (etc). Work with future development to achieve storm water infiltration to the greatest extent possible given site characteristics and constraints. Site considerations should include soils, topography, location, desired density, neighboring uses, cost and possible contamination.	4	Midvale Heights / Westmorland Neighborhood Associations	<ul style="list-style-type: none"> <li>Currently redevelopment is exempt from infiltration performance standards. Some standard for redevelopment should be created to ensure infiltration can be achieved on every possible parcel, while also respecting site constraints and redevelopment potential.</li> </ul>	<ul style="list-style-type: none"> <li>Advocate sustainability standards as part of the Zoning Code rewrite.</li> </ul>	Mid-Term
<b>LU(b).5:</b> Develop a community based social marketing (CBSM) campaign to foster neighborhood-wide sustainable practices. CBSM is a widely used method of encouraging sustainable behaviors. Example behaviors which can be targeted by CBSM include, among many others, rain garden/rain barrel installation, composting, proper yard waste (grass and leaves) disposal, transportation choices and community supported agriculture membership.	5	Midvale Heights / Westmorland Neighborhood Associations	n/a	<ul style="list-style-type: none"> <li>Create a neighborhood committee to identify a target behavior and initiate the CBSM planning process.</li> <li>Meet with University of Wisconsin Extension Dane County Educator to discuss the potential for creating a CBSM in the neighborhood. If possible, work with UWEX to create and implement a neighborhood CBSM plan.</li> </ul>	Mid-Term

**Land Use - Goal C:** Preserve and enhance existing residential character and architectural style in the areas not identified as potential redevelopment sites, while also allowing for the continued evolution of housing form in order to meet the needs of a changing population.

Objectives:

- Identify neighborhood areas in need of targeted preservation efforts.
- Ensure all new construction respects the character of adjacent residential land uses.
- Where appropriate, allow for changes in the neighborhood housing stock which better meet the needs of the current and future neighborhood population.
- In areas not identified as potential neighborhood development sites, maintain existing residential setbacks, heights, densities and massing.
- Ensure future land uses maintain and promote neighborhood safety and the absence of nuisances.

The recommendations for Land Use Goal C provide design guidelines for neighborhood preservation. When future redevelopment occurs in residential preservation areas, it is recommended that the guidelines found in this plan be used to shape the character and form of redevelopment.

Short-Term: 0-3 years		Mid-Term: 4-6 years		Long-Term: 7 years or more	
Recommendation	Priority	Primary Responsibility (Estimated Cost)	City of Madison Action Steps	Neighborhood Action Steps	Time Frame
<b>LU(c).1:</b> To efficiently preserve neighborhood character, efforts must be targeted at those homes and areas which provide exemplary examples of period design and construction. In order to identify those areas, someone skilled in the area of historic preservation should complete a survey of architectural elements.	Medium	Midvale Heights / Westmorland Neighborhood Associations	<ul style="list-style-type: none"> <li>• Amend the neighborhood plan to include preservation measures which result from the survey process.</li> </ul>	<ul style="list-style-type: none"> <li>• Hire a consultant to undertake the intensive architectural survey.</li> <li>• In conjunction with the consultant identify areas within the neighborhood which warrant further analysis.</li> <li>• Commission the consultant to undertake the intensive survey in the identified areas.</li> <li>• Use the results of the survey to develop appropriate preservation efforts that target the elements and areas identified in the survey.</li> </ul>	<p><b>Mid-Term:</b> Hire the consultant</p> <p><b>Long-Term:</b> With the consultant, implement the survey process and the resulting preservation measures</p>



<b>Land Use - Goal C:</b> Preserve and enhance existing residential character and architectural style in the areas not identified as potential redevelopment sites, while also allowing for the continued evolution of housing form in order to meet the needs of a changing population.					
<b>LU(c).6:</b> Develop educational resources that detail the architectural history of the neighborhoods and provide suggestions for historically-accurate remodeling. Provide these resources to residents, particularly when purchasing or renovating a home.	Medium	Midvale Heights / Westmorland Neighborhood Associations	n/a	<ul style="list-style-type: none"> <li>• Contact Madison Trust for Historic Preservation to develop and/or obtain materials which detail the important architectural elements related to the neighborhood housing stock. Provide that information to neighborhood residents and encourage them to use the resources when undertaking a remodeling project.</li> </ul>	<p><b>Short-Term:</b> Develop the materials</p> <p><b>Ongoing:</b> Maintain access to information</p>
<b>LU(c).7:</b> If determined appropriate and desired, develop guidelines for new construction, redevelopment and remodels for neighborhood areas beyond those discussed in LU(c).1 to protect the overall character of the neighborhood.	Medium	Midvale Heights / Westmorland Neighborhood Associations	n/a	<ul style="list-style-type: none"> <li>• Evaluate the new City zoning code (under development when this plan was written) to determine if regulations for residential districts provide adequate protection.</li> <li>• Survey neighborhood residents on their preference for additional controls.</li> <li>• Form neighborhood committee to draft new and/or update recommendations.</li> <li>• Adopt drafted recommendations as amendments to neighborhood plans.</li> </ul>	<p><b>Short-Term:</b> Review new zoning code &amp; survey residents to determine urgency.</p>

**Transportation - Goal A:** Create an interconnected transportation network which is efficient, accessible and safe.

Objectives:

- Identify problematic intersections, driveways and street segments and develop plans to improve the safety of motorist, bicyclist and pedestrian interaction at these locations.
- Ensure adequate pedestrian and bicyclist crossings at key points of circulation (e.g., Southwest Path, Midvale Elementary School).
- Consider the amount of traffic generated by new development and plan improvements to mitigate the impact on local streets to the greatest extent possible.
- Identify congested intersections and arterial roads and develop plans to improve traffic flow and interaction at these locations.
- Develop a transit system which serves all geographic areas of the neighborhoods with convenient and direct routes to important destinations.
- Create pedestrian, bicycle and mass transit connections to areas in the neighborhoods which are currently isolated and under served.
- Improve connections from neighborhood circulation routes to the city-wide and regional network for pedestrian, bicyclists and motorists.
- Make every block in the neighborhoods walkable by providing necessary infrastructure such as sidewalks, street lights, street crossings, etc.

Short-Term: 0-3 years

Mid-Term: 4-6 years

Long-Term: 7 years or more

Recommendation	Priority	Primary Responsibility (Estimated Cost)	City of Madison Action Steps	Neighborhood Action Steps	Time Frame
<b>Pedestrian and Bicyclist Safety. T.1:</b> Increase visibility and improve pedestrian, bicyclist and motorist behavior at the street crossings of the Southwest Path and (in priority order) Glenway Street, Odana Road, South Midvale Boulevard. Inconsistency in motorist response to path users (some stop, some do not) and disregard of stop sign by bicyclists causes conflict between path users and motorists.	1	Traffic Engineering, Police, and Neighborhood Associations Est. Cost: \$5,000-\$10,000	<ul style="list-style-type: none"> <li>• Review neighborhood assessment, and if necessary, determine the best course of action based upon the specific behaviors and identified problems</li> <li>• Develop a plan for potential street treatment, enforcement, and education campaign</li> <li>• Request additional or special earmark funding through the capital budget process.</li> </ul>	<ul style="list-style-type: none"> <li>• In conjunction with Traffic Engineering, conduct an assessment of the crossing to determine specific problematic behaviors and issues, as well as identify the times of day problems are most likely to occur</li> <li>• Contact District Alderperson and Traffic Engineering Division to advocate for inclusion in capital budget process between January-April.</li> </ul>	<b>Short-Term:</b> Conduct assessment and implement improvements if necessary
<b>Pedestrian and Bicyclist Safety T.2:</b> Enhance pedestrian crossing on South Midvale Boulevard in front of Midvale Elementary during peak usage times.	2	Traffic Engineering, Police and Neighborhood Est. Cost: \$5,000-\$50,000	<ul style="list-style-type: none"> <li>• Review neighborhood assessment and make recommendation as to the appropriate response. In particular, does the identified issue warrant a physical improvement, or is increased enforcement (e.g. contacting Madison Police Department) during peak times of day a more efficient solution</li> <li>• Develop a plan with potential alternatives and estimated costs.</li> </ul>	<ul style="list-style-type: none"> <li>• In conjunction with Traffic Engineering, conduct an assessment of the street crossing to determine the frequency of use, specific problematic behaviors and issues, as well as identify the times of day problems are most likely to occur</li> <li>• Discuss preliminary plan with Midvale Elementary School staff, Midvale PTO, and Midvale school community</li> <li>• Contact District Alderperson, Engineering and Traffic Engineering Divisions to advocate for inclusion in capital budget process between January-April.</li> </ul>	<b>Short-Term:</b> Conduct assessment and implement improvements if necessary

Transportation - <b>Goal A:</b> Create an interconnected transportation network which is efficient, accessible and safe.					
<b>Pedestrian and Bicycle Linkages. T.3:</b> Determine the feasibility of providing a pedestrian and bicycle connection between S. Whitney Way and the vicinity of Medical Circle.	3	WDOT, Engineering, Traffic Engineering	<ul style="list-style-type: none"> <li>• Develop plan with route alternatives</li> <li>• Determine property acquisition or property easements</li> <li>• Request funding from Pedestrian Enhancement Program, capital budget, or other sources.</li> </ul>	<ul style="list-style-type: none"> <li>• Contact District Alderperson, Engineering and Traffic Engineering to advocate for bike path connection</li> <li>• Collaborate with Engineering and Traffic Engineering staff on what measures would help them in requesting funding from WDOT or other sources</li> <li>• Contact other supports (i.e. Bike Federation, Ped/Bike/Motor Vehicle Commission, Safe Communities) to help advocate for bicycle improvements.</li> </ul>	
<b>Pedestrian and Bicyclist Linkages. T.4:</b> Create pedestrian linkages between the neighborhoods and University Research Park. The recommended location of new connections is along Rushmore Lane at the dead end of Manor Crossing and Tocora Lane.	4	Engineering Division, Traffic Engineering and Midvale Heights Neighborhood Association	<ul style="list-style-type: none"> <li>• Develop a plan and design specifications for ped/bike connection</li> <li>• Work with property-owners to acquire land or easements</li> <li>• Request funding through the capital budget process. <i>Note: Designs for ped/ bicycle connections are currently under review by the University Research Park.</i></li> </ul>	<ul style="list-style-type: none"> <li>• Contact District Alderperson, Engineering and Traffic Engineering to advocate for the inclusion in capital budget process between January-April</li> <li>• Contact University Research Park, with the assistance of the District Alderperson and Engineering and Traffic Engineering staff, to garner support for pedestrian path.</li> </ul>	Mid-Term
<b>Pedestrian and Bicyclist Safety. T.5:</b> Improve safety on the 'S' curve on Caromar Drive between Clifden Drive and South Owen Drive. The street segment is perceived to be hazardous because parked cars reduce visibility and space.	5	Traffic Engineering and Westmorland Neighborhood Association Est. Cost: \$1,000-\$3,000	<ul style="list-style-type: none"> <li>• Assess the need and possible traffic calming strategies at "S" curve</li> <li>• Work with property-owners to develop preliminary improvement plan</li> <li>• Request funding through Neighborhood Traffic Management Program (NTMP) or capital budget process.</li> </ul>	<ul style="list-style-type: none"> <li>• Work with District Alderperson to schedule informational meetings with adjacent property-owners and neighborhood residents to discuss intersection improvements</li> <li>• Assess possible funding through the Neighborhood Traffic Management Program</li> <li>• Complete petition for traffic calming measures</li> <li>• Contact District Alderperson to advocate for inclusion in capital budget process.</li> </ul>	<b>Short-Term:</b> Conduct assessment and implement improvements if necessary

Transportation - <i>Goal A:</i> Create an interconnected transportation network which is efficient, accessible and safe.					
<p><b>Local Transit Improvements. T.6:</b> Work with Madison Transit to add bus routes to better serve the interior and eastern portion of the planning area. Specific neighborhood needs include:</p> <ul style="list-style-type: none"> <li>• More express routes from the neighborhood to major destinations including campus, Capital Square and Hilldale Mall.</li> <li>• Develop frequent, neighborhood circulator routes to connect the area to the future commuter rail. The location of these circulators will be determined by the route of the rail.</li> <li>• Increased downtown bus service late at night.</li> <li>• Increased number of routes that run north/south through the neighborhood east of South Whitney Way.</li> <li>• Increased frequency of stops in the neighborhoods. This is especially important because of the aging population, and the difficulty some of them have walking three or more blocks to the nearest bus stop.</li> <li>• More direct campus and downtown routes from the neighborhoods.</li> <li>• Better service to areas west of the planning area such as the far westside of the City and the City of Middleton.</li> </ul>	Medium	Madison Transit	<ul style="list-style-type: none"> <li>• Work with the neighborhood to determine the areas of greatest concern and potential improvements which could be made to address those concerns.</li> <li>• As possible and subject to budgetary constraints, obtain funding through the capital budgetary process to make improvements to the bus service in the neighborhood.</li> </ul>	<ul style="list-style-type: none"> <li>• Work with Madison Metro to identify neighborhood needs and potential solutions. Given budgetary concerns and the current level of neighborhood bus service, short-term improvements are unlikely. Therefore, a long-term relationship must be created in order to advocate the neighborhoods needs at a time when funding is available.</li> <li>• Provide educational materials to neighborhood residents explaining the options for bus commuting</li> </ul>	Ongoing
<p><b>Express Transit Improvements. T.6a</b> Explore potential of creating an express route along the Whitney Way and Mineral Point corridor. A dedicated express route would include a diamond bus lane and signal preemption technology within the street right-of-way.</p>	Medium	Traffic Engineering, Metro Transit	<ul style="list-style-type: none"> <li>• Obtain funding through capital and operating budgetary process for right-of-way improvements and new express bus service.</li> </ul>	<ul style="list-style-type: none"> <li>• Work with City Traffic Engineering and associated committees to encourage requested right-of-way improvements. Work with Metro Transit and associated committees to advocate for added express bus service.</li> </ul>	

Transportation - <i>Goal A:</i> Create an interconnected transportation network which is efficient, accessible and safe.					
<b>Pedestrian and Bicyclist Safety. T.7:</b> Work with Traffic Engineering to assess and develop strategies to deter cut-through motor vehicle traffic on problematic routes such as: <ul style="list-style-type: none"> <li>• Hilltop Road</li> <li>• Keating Terrace</li> <li>• Caromar Avenue</li> <li>• Wedgewood Way</li> </ul>	Medium	Midvale Heights / Westmorland Neighborhood Associations	<ul style="list-style-type: none"> <li>• Work with property-owners and neighborhoods to develop a strategy to minimize cut-through traffic</li> <li>• Inform property-owners and neighborhood of Neighborhood Traffic Management Program which will allow residents to participate in traffic calming plans.</li> </ul>	<ul style="list-style-type: none"> <li>• Distribute materials to property owners about the Neighborhood Traffic Management Program and encourage residents to collectively apply for the program.</li> </ul>	Short-Term
<b>Street and Sidewalk Improvements. T.8:</b> Explore the feasibility of conducting a study to determine implementing left turn conditions at the following intersections: <ul style="list-style-type: none"> <li>• South Midvale Boulevard onto Mineral Point Road</li> <li>• Odana Road onto South Midvale Boulevard (westbound)</li> <li>• Tokay Boulevard onto South Midvale Boulevard (westbound).</li> </ul>	Medium	Traffic Engineering Est. Cost: \$25,000 - \$50,000/study	<ul style="list-style-type: none"> <li>• Hire a consultant to study the intersections which have been identified by the neighborhood during the assessment and public input process as areas of concerns</li> <li>• Develop cost estimates for proposed improvements</li> <li>• Request additional or special earmark funding through the capital budget process</li> </ul>	<ul style="list-style-type: none"> <li>• Contact District Alderperson, Engineering, and Traffic Engineering to advocate for inclusion in capital budget between January-April</li> <li>• Work with District Alderperson to schedule informational meeting with adjacent property-owners to discuss intersection improvements.</li> </ul>	Mid-Term
<b>Street and Sidewalk Improvements. T.9:</b> Support the planned construction of the proposed four-way stop at Segoe Road and Tokay Boulevard. (Scheduled for 2009)	Medium	Traffic Engineering Est. Cost: \$10,000-\$25,000	<ul style="list-style-type: none"> <li>• Carry out plans for construction of four-way stop at Segoe Road and Tokay Boulevard.</li> </ul>	<ul style="list-style-type: none"> <li>• Contact District Alderperson and Traffic Engineering to advocate for the completion of this project.</li> </ul>	Short-Term
<b>Pedestrian and Bicycle Safety. T.10:</b> Conduct a study and develop alternatives to improve the pedestrian and bicycle crossings at the South Whitney Way and Odana Road intersection.	Medium	Engineering Division, Traffic Engineering and Midvale Heights Neighborhood Association Est. Cost: \$10,000-\$75,000	<ul style="list-style-type: none"> <li>• Conduct an assessment of the intersection in conjunction with Midvale Heights neighborhood</li> <li>• Develop a plan with alternative intersection treatments</li> <li>• Determine cost estimates for alternatives</li> <li>• Request additional or special earmark funding through the capital budget process for improvement changes</li> <li>• Implement agreed upon alternatives as redevelopment occurs.</li> </ul>	<ul style="list-style-type: none"> <li>• In conjunction with Traffic Engineering, conduct an assessment of the intersection to determine specific problematic behaviors and issues, as well as identify the times of day problems are most likely to occur</li> <li>• Contact District Alderperson and Engineering and Traffic Engineering to advocate in capital budget process between January-April.</li> </ul>	<b>Short-Term:</b> Conduct assessment and implement improvements if necessary

**Transportation - Goal A:** Create an interconnected transportation network which is efficient, accessible and safe.

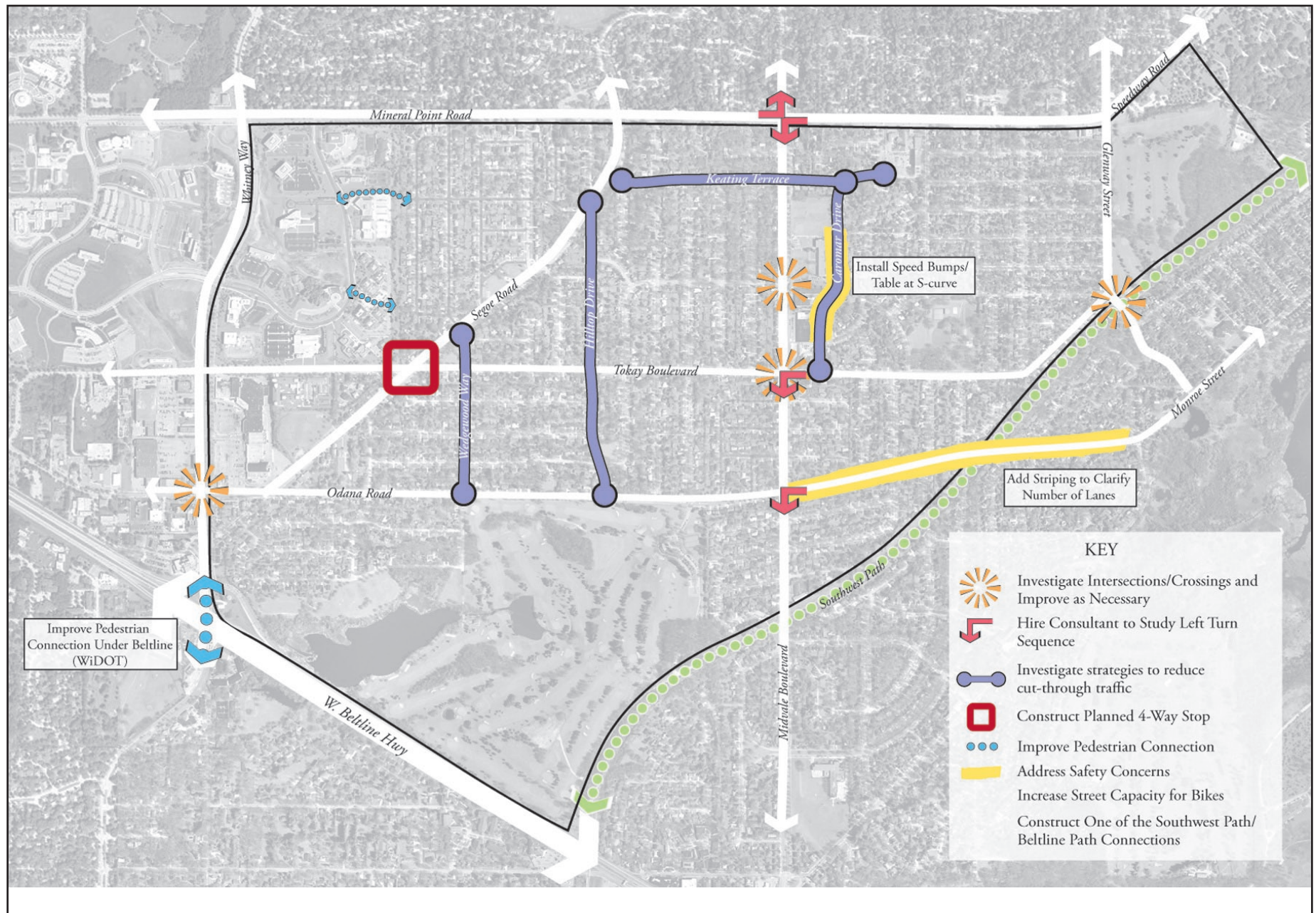
<p><b>Pedestrian and Bicycle Safety. T.11:</b> Study pedestrian crossing at South Midvale Boulevard and Tokay Boulevard to determine if/what change to the pedestrian crossing time is needed.</p>	Medium	<p>Engineering, Traffic Engineering and Neighborhood Est. Cost: \$5,000</p>	<ul style="list-style-type: none"> <li>Investigate current crossing timing and determine if the existing conditions are appropriate for the aging population in the neighborhood</li> <li>Request funding to make improvements and/or create an educational campaign as necessary.</li> </ul>	<ul style="list-style-type: none"> <li>Develop an educational campaign, in conjunction with Traffic Engineering, about street crossing</li> <li>Contact Safe Community Coalition, Westside Senior Coalition, and other appropriate organizations to assist in the educational campaign</li> <li>Contact District Alderperson and Traffic Engineering staff to advocate for inclusion in capital budget between January-April.</li> </ul>	<p><b>Short-Term:</b> Conduct assessment and implement improvements if necessary</p>
<p><b>Pedestrian and Bicycle Linkages. T.12:</b> Explore the feasibility of installing an underpass or overpass at the W. Beltline and Kessel Court for pedestrians and bicyclists to improve the linkage between neighborhoods, employment centers and shopping areas.</p>	Medium	<p>WDOT, Traffic Engineering Est. Cost: \$1 million</p>	<ul style="list-style-type: none"> <li>Pursue funding from WDOT, Federal Enhancement Grants, or other funding opportunities</li> <li>Work with WDOT on the West Beltline Highway Plan.</li> </ul>	<ul style="list-style-type: none"> <li>Contact WDOT to advocate for plan recommendation.</li> </ul>	Long-Term
<p><b>Pedestrian and Bicyclist Safety. T.13:</b> Provide on-street bicycle lane and/or improve shared lane for bicyclists along the length of Tokay Boulevard by lane marking for interim improvement with the reconstruction of Tokay Boulevard as long term strategy.</p>	Medium	<p>Engineering, Traffic Engineering Est. Cost: \$5,000-\$25,000 for lane marking and TBD Reconstruction Cost</p>	<ul style="list-style-type: none"> <li>Develop a plan for alternative bicycle improvements that covers an interim strategy of retrofitting the existing roadway and long-term strategy for reconstruction of Tokay Boulevard</li> <li>Work with Midvale-Westmorland Neighborhoods to solicit support from property-owners of bicycle improvements along Tokay Boulevard</li> <li>Request additional or special earmark funding through the capital budget process.</li> </ul>	<ul style="list-style-type: none"> <li>Contact District Alderperson, Engineering and Traffic Engineering to advocate for bicycle lane marking or increasing the width of Tokay Boulevard for bicycle lanes</li> <li>Work with District Alderperson to schedule informational meeting with adjacent property-owners to discuss bicycle improvements along Tokay Boulevard.</li> </ul>	Mid-Term
<p><b>Pedestrian and Bicycle Linkages. T.14:</b> Determine the feasibility of constructing a off-street pedestrian and bicycle path along the southern border of Odana Golf Course from S. Whitney Way to Southwest Path.</p>	Medium	<p>WDOT, Engineering, Traffic Engineering, Parks Division</p>	<ul style="list-style-type: none"> <li>Develop plan with route alternatives</li> <li>Determine property acquisition or property easements</li> <li>Integrate with future ATC power lines, if appropriate</li> <li>Request funding from Pedestrian Enhancement Program, capital budget, or other sources.</li> </ul>	<ul style="list-style-type: none"> <li>Contact District Alderperson, Engineering and Traffic Engineering to advocate for bike path connection</li> <li>Collaborate with Engineering and Traffic Engineering staff on what measures would help them in requesting funding from WDOT or other sources</li> <li>Contact other supports (i.e. Bike Federation, Ped/Bike/Motor Vehicle Commission, Safe Community Coalition) to help advocate for bicycle improvements.</li> </ul>	Mid-Term

Transportation - <i>Goal A:</i> Create an interconnected transportation network which is efficient, accessible and safe.					
<b>Pedestrian and Bicyclist Safety. T.15:</b> Improve pedestrian crossings at Mineral Point Road intersections. Of particular importance are the following intersections due to the difficulty of pedestrian crossing: Owen Drive and Mineral Point Road and Mineral Point Road and Segoe Road.	Low	Traffic Engineering, Police, Madison Metro and Neighborhoods Est. Cost: \$5,000-\$50,000	<ul style="list-style-type: none"> <li>Review neighborhood assessment and make recommendation as to the appropriate response. In particular, does the identified issue warrant a physical improvement, or is increased enforcement (e.g. contacting Madison Police Department) during peak times of day a more efficient solution</li> <li>Develop a plan with potential alternatives and estimated costs.</li> </ul>	<ul style="list-style-type: none"> <li>In conjunction with Traffic Engineering, conduct an assessment of the street crossing to determine the frequency of use, specific problematic behaviors and issues, as well as identify the times of day problems are most likely to occur</li> <li>Discuss preliminary plan with property-owners and neighborhood at-large</li> <li>Contact District Alderperson and Traffic Engineering Division to advocate for inclusion in capital budget process between January-April.</li> </ul>	Mid-Term
<b>Pedestrian and Bicycle Linkages. T.16:</b> Create a bicycle connection under the W. Beltline at South Whitney Way by adding a bike lane on both sides of the street.	Low	WDOT	<ul style="list-style-type: none"> <li>Work with the neighborhood to develop a plan and alternative strategies</li> <li>Request funding from WDOT and City through Pedestrian Enhancement Programs</li> <li>Request additional or special earmark funding through capital budget process.</li> </ul>	<ul style="list-style-type: none"> <li>Contact District Alderperson, Engineering and Traffic Engineering Divisions to advocate for inclusion in capital budget process between January-April</li> <li>Collaborate with Traffic Engineering on what measures would help them in requesting funding from WDOT or other sources</li> <li>Contact other supports to help advocate for ped/bike improvements.</li> </ul>	Mid-Term
<b>Pedestrian and Bicyclist Safety. T.17:</b> Install lighting along the Southwest Path in order to enhance safety. Consider lighting on the Southwest Path be aimed towards the ground and be designed to be as inconspicuous as possible to surrounding residential.	Low	Engineering, Traffic Engineering and Neighborhoods Est. Cost: \$60,000 - \$80,000	<ul style="list-style-type: none"> <li>Develop a plan for lighting placement with property-owners</li> <li>Request additional or special earmark funding through the capital budget process.</li> </ul>	<ul style="list-style-type: none"> <li>Engage property-owners along the Southwest Path to determine support/opposition to lighting on the Southwest path</li> <li>In conjunction with Engineering and Traffic Engineering, develop a plan for placement of lighting</li> <li>Conduct petition of property-owners to determine the level of support</li> <li>Contact District Alderperson, Engineering and Traffic Engineering to advocate for inclusion in capital budget process.</li> </ul>	Long-Term
<b>Pedestrian and Bicycle Safety. T.18:</b> Pursue policy and guideline development and identify location and install emergency phone kiosks along the Southwest Path.	Low	Police	<ul style="list-style-type: none"> <li>Discuss and formulate policy/guidelines of installing emergency kiosks along bicycle paths</li> <li>Identify strategic locations for emergency kiosks along the Southwest Path</li> <li>Discuss locations with Police Department</li> <li>Request fund through the capital budget process.</li> </ul>	<ul style="list-style-type: none"> <li>Engage property-owners along the Southwest Path to determine support/opposition to emergency phone kiosks along the Southwest path</li> <li>Develop a plan for placement of emergency kiosks</li> <li>Contact District Alderperson and Police to advocate for inclusion in capital budget process.</li> </ul>	Long-Term

Transportation - <i>Goal A:</i> Create an interconnected transportation network which is efficient, accessible and safe.					
<p><b>Street Improvements. T.19:</b> Conduct an assessment and develop a plan, if needed, to improve uncontrolled intersections. High priority routes identified during the planning process that have relatively high volumes with no traffic control include: Ames Street between Midvale Boulevard and Piper Drive (yield signs at intersections with Togstad Glen, Woodside Terrace, and Charles Lane); Presidential Lane between Mineral Point and Segoe Road (stop sign at intersection with Tocora Lane); and Rushmore Lane (stop sign at intersection with Tocora).</p>	Low	Traffic Engineering Est. Cost: \$500-\$2,000/intersection	<ul style="list-style-type: none"> <li>Assess the need and possible traffic calming strategies at intersections</li> <li>Work with property-owners to develop preliminary improvement plan</li> <li>Request funding through Neighborhood Traffic Management Program (NTMP) or capital budget process.</li> </ul>	<ul style="list-style-type: none"> <li>Work with District Alderperson to schedule informational meetings with adjacent property-owners and neighborhood residents to discuss intersection improvements</li> <li>Assess possible funding through the Traffic Management Program</li> <li>Complete petition for traffic calming measures</li> <li>Contact District Alderperson to advocate for inclusion in capital budget process.</li> </ul>	Long-Term
<p><b>Street and Sidewalk Improvements. T.20:</b> There are numerous streets in the neighborhoods which currently do not have sidewalks. Although many of the streets are not commonly used by for pedestrian travel, and some of the current property owners do not desire sidewalks be installed, there are missing segments which disrupt pedestrian routes to major neighborhood destinations. Therefore, as streets are reconstructed, sidewalks should be installed in areas which will complete or improve common pedestrian circulation routes.</p>	Low	Engineering Division and Neighborhood Associations Est. Cost: \$90 property-owner/5' x 5' section	<ul style="list-style-type: none"> <li>Work with Midvale Heights and Westmorland Neighborhoods to identify strategic areas/street segments to install sidewalk, curb and gutter</li> <li>Request funding to construct sidewalks in conjunction with street reconstruction or in strategic areas</li> <li>Request funding through the Sidewalk Replacement Program.</li> </ul>	<ul style="list-style-type: none"> <li>Identify strategic areas/street segments to install sidewalks</li> <li>Monitor the street reconstruction schedule to advocate for sidewalk installation in appropriate locations</li> <li>Inform property-owners of the City of Madison Sidewalk Repair and Rehabilitation Program</li> <li>Investigate establishing a neighborhood-based revolving loan program to help off-set a portion of new sidewalk assessment.</li> </ul>	Ongoing
<p><b>Street and Sidewalk Improvements. T.21:</b> Design a neighborhood-based revolving loan fund which could be used to pay a portion of the new sidewalk assessment. To ensure these funds are properly utilized, coordinate with the street reconstruction projects to ensure areas are targeted when reconstruction occurs. <b>This is a neighborhood-based initiative and is not intended to be developed by the City of Madison.</b></p>	Low	Midvale Heights / Westmorland Neighborhood Associations	<ul style="list-style-type: none"> <li>Provide Midvale Heights and Westmorland Neighborhoods information on sidewalk assessments processes and financing programs available to property-owners</li> <li>Work with the neighborhoods in their efforts to develop a revolving loan program to offset sidewalk assessments.</li> </ul>	<ul style="list-style-type: none"> <li>Design a neighborhood-based program to help offset the cost of new sidewalk assessments</li> <li>Determine if the program will priority geographic areas, households based on age, income or other factors</li> <li>Identify funding sources which could be capitalized into a revolving loan fund for sidewalk assessments.</li> </ul>	Ongoing

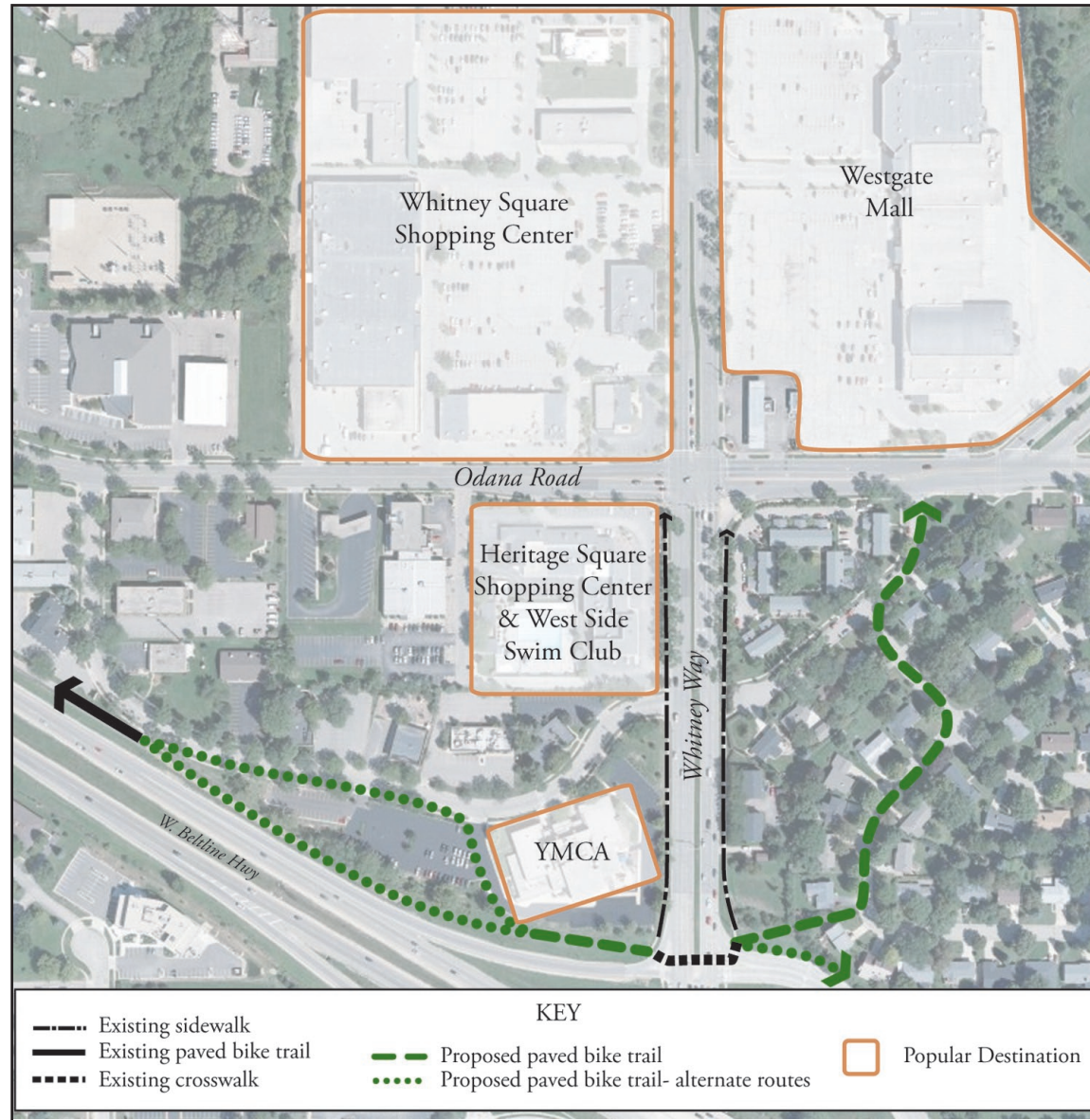


## Recommended Traffic Improvements





## Bike Connection and Odana/South Whitney Way Intersection



Transportation - <i>Goal B:</i> Enhance the appearance of key corridors within the neighborhoods to improve overall aesthetic.					
Objectives: • Improve the highly-visible corridors of Segoe Road and Midvale Boulevard to improve overall aesthetics to neighborhood residents and visitors.					
Short-Term: 0-3 years		Mid-Term: 4-6 years		Long-Term: 7 years or more	
Recommendation	Priority	Primary Responsibility (Estimated Cost)	City of Madison Action Steps	Neighborhood Action Steps	Time Frame
<b>Gateway Corridors T(b).1:</b> Incorporate additional ornamental & tree plantings into the median on Segoe Road to fit with the character of Tokay Boulevard.	Medium	Traffic Engineering, Parks Division	<ul style="list-style-type: none"> <li>Develop a planting plan for new median landscaping</li> <li>Request funding for median planting through the capital budget, or other sources.</li> </ul>	<ul style="list-style-type: none"> <li>Contact District Alderperson and Traffic Engineering/Parks Department to advocate for the completion of this project</li> <li>Recruit and organize residents to maintain plantings.</li> </ul>	Mid-Term
<b>Gateway Corridors. T(b).2:</b> Incorporate additional ornamental & canopy tree plantings into the median of Midvale Boulevard to fit with the character of other boulevards in the neighborhoods.	Medium	Traffic Engineering, Parks Division	<ul style="list-style-type: none"> <li>Develop a planting plan for new median landscaping</li> <li>Request funding for median planting through the capital budget, or other sources.</li> </ul>	<ul style="list-style-type: none"> <li>Contact District Alderperson and Traffic Engineering/Parks Department to advocate for the completion of this project</li> <li>Recruit and organize residents to maintain plantings.</li> </ul>	Mid-Term
<b>Street Medians T(b).3:</b> Encourage the installation of rain gardens, bio swales and native plantings in street medians and street terraces to help reduce stormwater runoff and improve infiltration.	Medium	Traffic Engineering	<ul style="list-style-type: none"> <li>Develop a planting plan for new median landscaping</li> <li>Request funding for median planting through the capital budget, or other sources.</li> </ul>	<ul style="list-style-type: none"> <li>Contact District Alderperson and Traffic Engineering to advocate for the completion of this project</li> <li>Recruit and organize residents to maintain plantings.</li> </ul>	Mid-Term
<b>Gateway Corridors. T(b).4:</b> Encourage improvements to open spaces and entrances in parks and schools along Segoe Road and Midvale Boulevard. (see P.7, P.8, CF.3, and CF.4)	Medium	Neighborhood Associations, Schools, City Parks Division		<ul style="list-style-type: none"> <li>Contact School District, District Alderperson and Parks Department to discuss ways to fund and complete this project.</li> </ul>	Mid-Term
<b>Beltline Corridor. T(b).5:</b> Keep the W. Beltline corridor free of major overhead power transmission lines or other highly-visible utilities. The W. Beltline Highway corridor is seen by a high volume of cars every day and is very visible from the adjacent neighborhoods, parks and the Odana Golf Course and its aesthetics are important to the image of the surrounding neighborhoods. (see also CF. 12)	High	Midvale Heights Neighborhood Assoc., City Planning Division	<ul style="list-style-type: none"> <li>Oppose any major overhead transmission line projects which seriously damage the aesthetics of the corridor.</li> </ul>	<ul style="list-style-type: none"> <li>Oppose any major overhead transmission line projects which seriously damage the aesthetics of the corridor.</li> </ul>	Mid-Term

**Housing - Goal A:** Encourage a mix of housing type and affordability.

Objectives:

- Attract more households to the neighborhoods with young children.
- Develop housing choices which support the changing lifestyles and housing needs of local households.
- Maintain and enhance existing rental properties.
- Develop a housing stock which supports a wider range of household ages, especially increasing housing types demanded by both younger and older households.

Short-Term: 0-3 years

Mid-Term: 4-6 years

Long-Term: 7 years or more

Recommendation	Priority	Primary Responsibility (Estimated Cost)	City of Madison Action Steps	Neighborhood Action Steps	Time Frame
<b>H.1:</b> Encourage employees of nearby businesses to live in the neighborhoods by pursuing the following programs and initiatives:	1				
<b>A.</b> Require that all future residential development at any of the redevelopment sites identified in this document have explicit linkages to surrounding employment centers through pedestrian/bike paths and mass transit linkages.	1a	Developers, Builders, and Property-Owners	<ul style="list-style-type: none"> <li>• Encourage property-owners to provide pedestrian linkages and routes in proposed developments or building/site alterations.</li> </ul>	<ul style="list-style-type: none"> <li>• Contact District Alderperson and Planning and Development Department to advocate for pedestrian, bicycle and mass transit linkages to employment centers in all new development and redevelopment.</li> </ul>	Mid-Term
<b>B.</b> Begin discussions with employers in the area to assess the potential for their involvement in a workforce housing program. One such employer initiated program is the issuance of a forgivable loan. In this program, the employer gives an employee a loan for some portion of the down payment and closing costs. For every year the employee stays with the company, 20 percent of the loan is forgiven. Depending on the type of program, some portion of the employer contribution is tax deductible.	1b	Employers, Midvale Heights / Westmorland Neighborhood Associations	<ul style="list-style-type: none"> <li>• Apply for a Neighborhood Planning Grant to undertake workforce housing study. Note: Greenbush and Vilas Neighborhoods are jointly working on a similar program.</li> </ul>	<ul style="list-style-type: none"> <li>• Meet with University Research Park businesses to gauge interest in workforce housing programs and to discuss potential programming options</li> <li>• If a program is established, the neighborhood should educate Realtors on the existence of the program so they can promote its use to potential home buyers.</li> </ul>	Mid-Term
<b>H.2:</b> Provide smaller residential units and enhanced accessibility in new development to accommodate changing demographics and trends in decreasing household size.	2	Developers	<ul style="list-style-type: none"> <li>• Engage developers prior to site planning and encourage the provision of smaller residential units and enhanced accessibility in new development.</li> </ul>	<ul style="list-style-type: none"> <li>• Contact District Alderperson and the Planning and Development Department when new development is proposed to advocate for smaller housing units.</li> </ul>	At the time of redevelopment

Housing - Goal A: Encourage a mix of housing type and affordability.					
<b>H.3:</b> Plan for the development of assisted living and nursing home facilities. This is particularly important because the neighborhoods' aging population and their desire to remain in the neighborhood, may require the need for expanded housing options.	3	Developers	<ul style="list-style-type: none"> <li>Promote the development of senior housing as redevelopment opportunities arise.</li> </ul>	<ul style="list-style-type: none"> <li>Work with the West Madison Senior Coalition to identify the need for senior housing and the type of senior housing most appropriate for the area.</li> <li>Contact District Alderperson and the Planning and Development Department when new development is proposed to advocate for senior housing.</li> </ul>	Short-Term: Identify potential sites; engage developers at time of redevelopment
<b>H.4:</b> Provide information on existing programs to assist seniors to retrofit homes, home chore programs, or other senior programs offered in the area.	4	Midvale Heights / Westmorland Neighborhood Associations	<ul style="list-style-type: none"> <li>Contact Office of Community Services and Community Development Block Grant Office for information on senior based programs</li> <li>Contact City of Madison Community Economic Development for information on home rehabilitation loan programs.</li> </ul>	<ul style="list-style-type: none"> <li>Distribute information on existing programs which assist seniors to retrofit their homes</li> <li>Provide information on West Madison Senior Coalition and other senior organization which assist the aging population.</li> </ul>	
<b>H.5:</b> Promote the use of Wisconsin Housing and Economic Development Association (WHEDA) and City of Madison financing programs for first time homebuyers by informing local Realtors of the neighborhoods' desire to target first-time home owners. In the City of Madison, a family of three making up to \$80,000 annually could qualify for a low-interest, fixed rate mortgage through WHEDA.	5	Midvale Heights / Westmorland Neighborhood Associations	<ul style="list-style-type: none"> <li>Provide information to the neighborhood on the American Dream Down Payment Program, Home-Buy, and Rehabilitation Loan Programs for income-eligible buyers.</li> </ul>	<ul style="list-style-type: none"> <li>Develop an informative workshop where local Realtors can be educated on all of the housing programs and initiatives the neighborhood would like to promote.</li> </ul>	Short-Term

Housing - Goal A: Encourage a mix of housing type and affordability.					
<b>H.6:</b> Inform families with children and Realtors in order to address concerns over school busing programs by providing buyers and renters with materials about the public schools and information from other parents.	Low	Midvale Heights / Westmorland Neighborhood Associations	n/a	<ul style="list-style-type: none"> <li>• Contact the Madison Metropolitan School District for information and statistics about school performance</li> <li>• Contact school principals and PTO's to discuss marketing program</li> <li>• Create resources to distribute to local Realtors that highlight neighborhood amenities and discuss the public perception of the busing program.</li> </ul>	Short-Term
<b>H.7:</b> Work with property owners, in particular multi-family property owners, to ensure residential and commercial buildings meet code requirements.	Low	Midvale Heights / Westmorland Neighborhood Associations	<ul style="list-style-type: none"> <li>• Provide information to the neighborhoods on City of Madison single family, multifamily and commercial property building maintenance codes</li> <li>• Provide information on rehabilitation loans for single-family and multifamily structures and commercial facade improvement loans</li> <li>• Provide information on other local organizations, such as Project Home, which can provide assistance to senior and income eligible homeowners.</li> </ul>	<ul style="list-style-type: none"> <li>• Distribute information provided by the City and notify property owners when they are not in compliance with the ordinances.</li> </ul>	<p>Medium-Term: Get information from the City and distribute</p> <p>Ongoing: Identify properties not in compliance with ordinances</p>
<b>H.8:</b> H.8 This joint plan supports the idea of having alternate types of housing and additions that facilitate families to stay close and elderly family members to live nearby. Accessory Dwelling Units (ADUs) can be used to achieve this purpose. However, to protect neighborhood character, further study is needed to determine where in the neighborhoods these units are appropriate and design guidelines developed before the construction of ADUs is fully endorsed.	Low	Midvale Heights / Westmorland Neighborhood Associations	n/a	<ul style="list-style-type: none"> <li>• Remain engaged in the ongoing Madison zoning rewrite and actively work with the appropriate committees or City Departments to identify locations where ADUs may be appropriate and the desired character of those units in each neighborhood.</li> </ul>	Short-Term

**Economic Development - Goal A:** Promote vitality and growth of neighborhood retail and commercial uses which are intended to serve the local population. Integrate employment centers with the neighborhood in order to provide both a physical connection and an opportunity to create new employment and learning opportunities for residents.

Objectives:

- Encourage commercial development which meets the needs of the local population while also being sensitive to the retail supply and demand of the larger region.
- Ensure new development creates an inviting and aesthetically pleasing commercial environment.
- Ensure new development incorporates pedestrian and bicycle connections to the surrounding neighborhood in order to provide convenient access to neighborhood serving retail.
- Capitalize on the robust connection between the City of Madison, and rural economies and producers of food and resources.
- More fully integrate existing employment centers with the neighborhood.
- Encourage more residents to work in or near the neighborhood.
- Encourage home-based businesses and tele-commuting.

Short-Term: 0-3 years

Mid-Term: 4-6 years

Long-Term: 7 years or more

Recommendation	Priority	Primary Responsibility (Estimated Cost)	City of Madison Action Steps	Neighborhood Action Steps	Time Frame
<b>ED.3:</b> Explore the possibility of the City of Madison becoming involved in the Westgate Mall Redevelopment through the use of economic development tools and the potential for public-private partnerships.	1	Office of Business Resources and Plan Commission	<ul style="list-style-type: none"> <li>• Conduct analysis of potential at Westgate site to determine if City involvement would be a responsible investment.</li> <li>• Identify desired redevelopment scenario based on City needs and the guidelines presented in this neighborhood plan.</li> <li>• If a City partnership is pursued, engage local developers to assess interest and potential for redevelopment scenarios.</li> </ul>	n/a	Mid-Term
<b>ED.5:</b> This joint neighborhood plan supports home-based businesses throughout the neighborhoods as long as commercial activity or resulting traffic does not degrade the neighborhoods.	2	City of Madison Office of Business Resources	<ul style="list-style-type: none"> <li>• Include information on the Zoning/Office of Business Resource webpage to educate home-based businesses on Madison ordinances which regulate their activity.</li> </ul>	n/a	Long-Term/Ongoing



**Economic Development - Goal A:** Promote vitality and growth of neighborhood retail and commercial uses which are intended to serve the local population. Integrate employment centers with the neighborhood in order to provide both a physical connection and an opportunity to create new employment and learning opportunities for residents.

<p><b>ED.4:</b> Pursue the Westgate Mall redevelopment site as a potential location for office space which could attract firms looking to “graduate” from the adjacent University Research Park. Currently, when a firm outgrows their spaces in University Research Park they are often unable to stay in the neighborhood because of lack of adequate facilities. Given the proximity of the Westgate Mall redevelopment to University Research Park, there seems to be an excellent opportunity to provide for an easy transition into new office space which would benefit the business, their employees, the neighborhoods and the greater Madison economy.</p>	Medium	Office of Business Resources and Plan Commission	<ul style="list-style-type: none"> <li>• Engage developers prior to site planning to encourage the inclusion of quality office space which could meet the needs of businesses located in Research Park.</li> <li>• Identify businesses in Research Park which may be interested in relocating to a larger facility.</li> <li>• Engage those businesses prior to their need to relocate and inform them of the potential at the Westgate Mall site (once redevelopment is proposed).</li> </ul>	<ul style="list-style-type: none"> <li>• Contact District Alderperson and Planning and the Development Department when new development is proposed to advocate for the inclusion of quality office space.</li> </ul>	At the time of redevelopment
<p><b>ED.6:</b> Work with the University Research Park to explore the potential for informational and training programs targeted at neighborhood residents. Such programs would identify potential employment opportunities for residents and promote long-term job creation through training and education. Examples include:</p> <ul style="list-style-type: none"> <li>• University Research Park job fairs which could be used to also promote the neighborhood to potential employees.</li> <li>• Teen-training programs targeted at practical work experience.</li> <li>• Distributing information on job openings in neighborhood newsletters, list-serves, websites and the Sequoya Branch Library.</li> </ul>	Medium	Office of Business Resources	<ul style="list-style-type: none"> <li>• Meet with University Research Park businesses to develop interest in programming options.</li> <li>• In conjunction with the Research Park and the neighborhood association, create a committee to develop programming that engages the neighborhood and informs them of opportunities in the park.</li> <li>• Obtain funding to partially support business development programming at the University Research Park.</li> </ul>	<ul style="list-style-type: none"> <li>• In conjunction with the Research Park and the neighborhood association, create a committee to develop programming that engages the neighborhood and informs them of opportunities in the park.</li> </ul>	Mid-Term



**Parks and Open Space - Goal A:** Maintain and enhance a network of parks and open spaces that serve the needs of multiple age populations.

Objective:

- Develop park and open space amenities targeted at currently underserved population segments.
- Coordinate with the City Parks Division to develop a strategy to provide maintenance of park space at levels which satisfy both the City's and the neighborhoods' needs.
- Install new park equipment to meet neighborhood needs.
- Protect and maintain the existing tree canopy and plan for future tree replacements.
- Improve the aesthetics of parks and open space along primary neighborhood corridors.

		Short-Term: 0-3 years	Mid-Term: 4-6 years	Long-Term: 7 years or more	
Recommendation	Priority	Primary Responsibility (Estimated Cost)	City of Madison Action Steps	Neighborhood Action Steps	Time Frame
<b>P.1:</b> Encourage the installation of rain gardens, bio swales, native plantings, green roofs and rain barrels in park space to help reduce stormwater runoff and improve infiltration.	1	Parks Division (\$15,000 - \$25,000)	<ul style="list-style-type: none"> <li>• Evaluate public park landscapes to assess the effectiveness of treatments to reduce storm water runoff.</li> <li>• Determine if monies are available for installation of stormwater treatment.</li> <li>• Incorporate stormwater treatment into plans.</li> </ul>	<ul style="list-style-type: none"> <li>• Work Parks Division to advocate for stormwater treatment measures in planned public projects.</li> </ul>	Mid-Term
<b>P.2:</b> Work with the City of Madison Parks Division and neighborhood residents to identify a location for an off-leash dog park. Considerations for locating a dog park include: <ul style="list-style-type: none"> <li>• At least two acres in size.</li> <li>• Able to fully enclose the site in a fence.</li> <li>• Shielded from view of surrounding homes</li> <li>• Ample parking.</li> </ul>	2	Neighborhood Associations and Parks Division; Fencing (\$15,000 - \$20,000); Lighting (\$5,000); Maintenance (\$1,500); Total: (\$30,000)	<ul style="list-style-type: none"> <li>• Take the neighborhood survey results and determine the potential of locating a dog park in the neighborhood.</li> </ul>	<ul style="list-style-type: none"> <li>• Get District Alderperson support for development of dog park.</li> <li>• Identify potential locations for a neighborhood dog park.</li> <li>• Distribute and tabulate neighborhood survey to gauge residents' support. A copy of the required survey can be found in Appendix D.</li> </ul>	Short-Term
<b>P3:</b> Expand the community gardens initiative. Any location selected for new gardens would need to be easily accessible and have the appropriate conditions for cultivating plants. Potential areas include: Segoe Park, Current utility corridor along Southwest Path, Wedgewood area of Odana Hills Golf Course	3	Community Action Commission (\$5,000 - \$20,000)	<ul style="list-style-type: none"> <li>• Work with CAD and Neighborhood to determine a location.</li> </ul>	<ul style="list-style-type: none"> <li>• Inventory potential locations and identify sites which have the required characteristics. Discuss the feasibility of those locations with CAC and the appropriate City department. Conduct neighborhood meetings to solicit support for community gardens. Apply for New Garden Fund for garden start-up.</li> </ul>	Short-Term

Parks and Open Space - Goal A: Maintain and enhance a network of parks and open spaces that serve the needs of multiple age populations.					
<b>P.4:</b> Identify areas most in need of maintenance and/or funding, and work with the City to find solutions to common needs.	4	Parks Division and Neighborhood Associations	<ul style="list-style-type: none"> <li>• Meet with the neighborhood to determine potential for cooperative maintenance arrangements.</li> </ul>	<ul style="list-style-type: none"> <li>• Meet with the Parks Division to determine potential for cooperative maintenance arrangements. Programs which could be proposed include:               <ul style="list-style-type: none"> <li>• Adopt a Park, which allows neighborhoods to enter into an agreement with the City transferring some basic maintenance responsibility to volunteer neighborhood groups</li> <li>• Volunteer planting efforts; in addition to those already completed in the neighborhood</li> <li>• Capital campaigns to generate funding for special maintenance needs; for example ice rink maintenance and ski trail grooming at Odana Hills.</li> </ul> </li> </ul>	Short-Term
<b>P.5:</b> Work with the City of Madison Parks Division and neighborhood representatives in an effort to find potential sites for park amenities that could serve older children and teenagers.	5	Madison Parks Division (\$25,000)	<ul style="list-style-type: none"> <li>• Obtain funding for purchasing and installing park amenities aimed at older children and teenagers.</li> <li>• Review neighborhood proposal and determine feasibility.</li> </ul>	<ul style="list-style-type: none"> <li>• Conduct neighborhood outreach to determine and garner support for new park amenities targeted at older children and teenagers.</li> <li>• Identify specific site and desired amenities.</li> <li>• Engage Madison Parks Division once a specific proposal is developed.</li> </ul>	<b>Short-Term:</b> Neighborhood develop proposal for desired amenities  <b>Mid-Term:</b> Install amenities
<b>P.6</b> In order to attract young families with children, provide improvements to local parks which are targeted at pre-k and elementary children. Such improvements could include: <ul style="list-style-type: none"> <li>• Infant/toddler swings</li> <li>• Newer climbing equipment</li> <li>• Pre-K appropriate stand alone components</li> </ul>	Medium	Parks Division (\$50,000)	<ul style="list-style-type: none"> <li>• Request funding for park improvement in capital budget or other sources.</li> </ul>	<ul style="list-style-type: none"> <li>• Contact District Alderperson and Parks Division to advocate for new park amenities.</li> </ul>	Mid-Term
<b>P.7:</b> Work with City of Madison Parks Division and neighborhood residents to site additional equipment at local parks. A table in the recommendations document shows the most desired amenities for each neighborhood park as determined by extensive public input.	Medium	Parks Division	<ul style="list-style-type: none"> <li>• Review public input found in the recommendations document and work with the neighborhood to determine what, if any, park amenities could be provided</li> <li>• Request funding for park improvement in capital budget or other sources.</li> </ul>	<ul style="list-style-type: none"> <li>• Contact District Alderperson and Parks Division to advocate for new park amenities.</li> </ul>	Mid-Term

Parks and Open Space - Goal A: Maintain and enhance a network of parks and open spaces that serve the needs of multiple age populations.					
<b>P.8:</b> Work with City Parks Division to install and maintain low-maintenance flower gardens to the south slope of Odana School Park to further enhance the Segoe Road corridor.	Medium	Parks Division (\$5,000 - \$10,000)	<ul style="list-style-type: none"> <li>Develop a planting plan for new park landscaping</li> <li>Request funding for median planting through the capital budget, or other sources.</li> </ul>	<ul style="list-style-type: none"> <li>Contact District Alderperson and Parks Division to advocate for improved plantings in parks along primary corridors.</li> <li>Establish a volunteer neighborhood group to maintain new landscaping.</li> </ul>	Mid-Term
<b>P.9:</b> Incorporate low-maintenance flower gardens and/or public art into Slater Park to further enhance the Segoe Road corridor.	Medium	Parks Division (\$5,000 - \$10,000)	<ul style="list-style-type: none"> <li>Develop a planting plan for new park landscaping</li> <li>Request funding for median planting through the capital budget, or other sources.</li> </ul>	<ul style="list-style-type: none"> <li>Contact District Alderperson and Parks Division to advocate for improved plantings in parks along primary corridors.</li> <li>Establish a volunteer neighborhood group to maintain new landscaping.</li> </ul>	Mid-Term
<b>P.10:</b> Improve the appearance of the Westmorland Park entrance on St. Clair Street and thin overgrown trees on the south side of the park, along Tokay Boulevard.	Medium	Parks Division (\$4,000 - \$6,000)	<ul style="list-style-type: none"> <li>Develop a planting plan for new park landscaping</li> <li>Request funding for median planting through the capital budget, or other sources.</li> </ul>	<ul style="list-style-type: none"> <li>Contact District Alderperson and Parks Division to advocate for improved plantings in parks along primary corridors.</li> </ul>	Mid-Term
<b>P.11:</b> Incorporate additional landscaping and flower gardens into the open space at the intersection of Glen Drive and Glenway Street, making a special effort to screen the appearance of the electrical box.	Medium	Parks Division (\$4,000 - \$6,000)	<ul style="list-style-type: none"> <li>Develop a planting plan for new park landscaping</li> <li>Request funding for median planting through the capital budget, or other sources.</li> </ul>	<ul style="list-style-type: none"> <li>Contact District Alderperson and Parks Division to advocate for improved plantings in parks along primary corridors.</li> </ul>	Mid-Term
<b>P.12:</b> Protect the remaining oak trees identified as being older than 200 years (known as Bicentennial Oaks) The following Bicentennial Oaks are located in the neighborhoods: <ul style="list-style-type: none"> <li>5100 block of Mineral Point Road</li> <li>4700 block of Mineral Point Road</li> </ul>	Low	Midvale Heights Neighborhood Association	n/a	<ul style="list-style-type: none"> <li>Distribute information to neighborhood residents which identifies the Bicentennial Oaks and encourages residents to be watchful of their condition.</li> </ul>	Short-Term
<b>P.13:</b> Encourage residents to contact the Madison Forestry Section of the City Parks Division in matters relating to the planting of new street trees. <b>AND</b> <b>P.14:</b> Educate homeowners on the characteristics of a healthy and well maintained tree so they know when to contact the Madison Forestry Section of the City Parks Division and request evaluation and maintenance.	Low	Neighborhood Associations and Urban Forestry Section	<ul style="list-style-type: none"> <li>Provide neighborhood with information regarding policies and procedures of tree maintenance and replacement, as well as the characteristics of a healthy street tree.</li> </ul>	<ul style="list-style-type: none"> <li>Distribute information from Urban Forestry to neighborhood residents and encourage them to engage the department when there are trees in need of maintenance or replacement.</li> </ul>	Short-Term

**Cultural and Historic Resources - Goal A:** Preserve neighborhood cultural and historic resources.

Objective:

- Consider sites for evaluation and potential listing on the State and National Register of Historic Places.
- Maintain and enhance existing historic and cultural structures and landscapes.
- Ensure resources like schools, churches and community organizations are well integrated into the neighborhood fabric.

Short-Term: 0-3 years

Mid-Term: 4-6 years

Long-Term: 7 years or more

Recommendation	Priority	Primary Responsibility (Estimated Cost)	City of Madison Action Steps	Neighborhood Action Steps	Time Frame
<b>CHR.1:</b> Provide property-owners and neighborhood associations with resources that detail the architectural significance of the neighborhood housing stock and provide guidelines for historically accurate remodeling. Encourage owners of historic properties to invest in the aesthetic quality of their buildings by making them aware of the funding opportunities and tax incentives that are available through state and national historic preservation offices.	1	Midvale Heights / Westmorland Neighborhood Associations	<ul style="list-style-type: none"> <li>• Provide neighborhood with information on historic structures within neighborhood</li> <li>• Provide neighborhood with possible guidelines to help preserve historic or significant building elements</li> <li>• Provide information of tax incentives and other funding sources.</li> </ul>	<ul style="list-style-type: none"> <li>• Contact Madison Historic Trust, City of Madison Historic Preservation, State Historic Preservation Office, and local historians to obtain/develop information which detail important architectural elements of the neighborhood housing stock</li> <li>• Assemble information and distribute to property-owners</li> <li>• Encourage property-owners to use resource when undertaking a remodeling/construction projects.</li> </ul>	<p><b>Short-Term:</b> Develop the materials</p> <p><b>Ongoing:</b> Maintain access to information</p>
<b>CHR.2:</b> Promote a neighborhood wide initiative which encourages neighborhood groups to actively engage local resources, such as schools, churches and community organizations, in all neighborhood activities and events. This will create the environment needed to integrate these important resources into the lives of neighborhood residents.	2	Midvale Heights / Westmorland Neighborhood Associations	n/a	<ul style="list-style-type: none"> <li>• Develop clearing house where neighborhood groups could get information on the resources, such as space, funding, expertise, etc., available from local groups and institutions.</li> </ul>	Short-Term

Cultural and Historic Resources - <i>Goal A:</i> Preserve neighborhood cultural and historic resources.					
<b>CHR.3:</b> Develop a neighborhood-based walking tour brochure that highlights the Lustron homes and other significant historic features of the neighborhood.	Medium	Westmorland Neighborhood Associations. Est Cost: \$500	<ul style="list-style-type: none"> <li>• Provide neighborhood with information on the historic buildings and features of the neighborhood</li> <li>• Provide information on possible funding sources for brochure, plaque or signage.</li> </ul>	<ul style="list-style-type: none"> <li>• Establish a neighborhood-based task force to identify historic buildings, sites, or places</li> <li>• Hire consultant to prepare narrative and photographs</li> <li>• Prepare grant application and/or solicit funding for the publication of historic walking brochure, plaques and signage.</li> </ul>	Mid-Term
<b>CHR.4:</b> Work with property-owners to get historic buildings placed on the National-State Register of Historic Places.	Medium	Property-Owners Est. Cost: \$1,000-\$2,000/per application	<ul style="list-style-type: none"> <li>• Provide property-owners and neighborhood with information on historically significant properties</li> <li>• Discuss national-state nomination process, eligibility requirements, and benefits</li> <li>• Support approval from State Historic Preservation Review Board.</li> </ul>	<ul style="list-style-type: none"> <li>• Establish a neighborhood-based task force to identify historic sites which meet the criteria of the State and National Register of Historic Places</li> <li>• Work with property-owners to inform them of the eligibility requirements, property obligations, and tax incentives of listing their building on the state-national register</li> <li>• Work with the State Historic Preservation Officer and the State Historic Preservation Review Board to nominate and guide potential sites through the listing process.</li> </ul>	Short-Term
<b>CHR.5:</b> Work with property-owners to get historic buildings nominated as a Madison Landmark.	Medium	Neighborhood Associations in conjunction with Planning Division Est. Cost: \$1,000-\$2,000/per application	<ul style="list-style-type: none"> <li>• Provide property-owners and neighborhood with information on historically significant properties</li> <li>• Discuss local nomination process, eligibility requirements, and benefits</li> <li>• Seek approval from Landmarks Commission and Common Council</li> </ul>	<ul style="list-style-type: none"> <li>• Contact City of Madison Historic Preservation to review historic preservation guidelines</li> <li>• Identify sites which could qualify for nomination (initial recommendations can be found in the recommendations document.)</li> <li>• Discuss preservation initiatives with property-owners</li> <li>• Create a neighborhood-committee to discuss nomination process with property-owners</li> <li>• Assist in guiding potential property-owners through the nomination and listing process.</li> </ul>	Short-Term

**Community Facilities - Goal A:** Provide a full range of community facilities which meet the needs of the neighborhood population.

Objective:

- Ensure ample and flexible meeting space for community groups and organizations.
- Support neighborhood residents who wish to age in place.
- Provide local programming and support services which meet the needs of the changing neighborhood population.
- Improve & maintain the appearance of prominent public facilities and utilities within the neighborhoods.

Short-Term: 0-3 years

Mid-Term: 4-6 years

Long-Term: 7 years or more

Recommendation	Priority	Primary Responsibility (Estimated Cost)	City of Madison Action Steps	Neighborhood Action Steps	Time Frame
<b>CF.1</b> Keep the W. Beltline Highway corridor free of major overhead power transmission lines or other highly-visible utilities. The W. Beltline Highway corridor is seen by a high volume of cars every day and is very visible from the adjacent neighborhoods, parks and the Odana Golf Course and its aesthetics are important to the image of the surrounding neighborhoods.	1	Engineering	<ul style="list-style-type: none"> <li>• Work with utilities to ensure future transmission line projects along beltline corridor are underground or otherwise shielded from view.</li> </ul>	<ul style="list-style-type: none"> <li>• Oppose any transmission line projects along beltline corridor that severely damage the corridor aesthetics.</li> </ul>	Long-Term
<b>CF.2:</b> Utilize city and non-city funded support programs, such as the Home Chore program, to aid aging and disabled individuals in home and yard maintenance and repair. Provide support to senior citizens who wish to work with the Senior Coalition for program assistance.	2	Neighborhood Associations	<ul style="list-style-type: none"> <li>• Work with the neighborhood to identify the types of programming most suited to their needs and population. Provide the neighborhood with information on those programs which could be used in an awareness campaign.</li> </ul>	<ul style="list-style-type: none"> <li>• Contact the Office of Community Services and the West Madison Senior Coalition to identify programs which could be implemented in the neighborhood.</li> <li>• Distribute information to residents publicizing the programs to develop interest.</li> </ul>	<p><b>Short-Term:</b> Identify programming and distribute information</p> <p><b>Ongoing:</b> Monitor use of programs and continue awareness campaign</p>
<b>CF.3:</b> Improve the prominence of the entrance to Midvale Elementary School from Midvale Boulevard and replace existing chain link fence with a more attractive metal option (similar to Edgewood campus).	3	Madison Metropolitan School District	<ul style="list-style-type: none"> <li>• Request funding for median planting through the capital budget, or other sources.</li> </ul>	<ul style="list-style-type: none"> <li>• Contact District Alderperson and Traffic Engineering/Parks Department to advocate for the completion of this project.</li> </ul>	Mid-Term
<b>CF.4:</b> Replace the chain link fence along South Midvale Boulevard in front of Cherokee Middle School with a more attractive metal option (similar to Edgewood campus).	4	Madison Metropolitan School District	<ul style="list-style-type: none"> <li>• Request funding for median planting through the capital budget, or other sources.</li> </ul>	<ul style="list-style-type: none"> <li>• Contact District Alderperson and Traffic Engineering/Parks Department to advocate for the completion of this project.</li> </ul>	Mid-Term

Community Facilities - Goal A: Provide a full range of community facilities which meet the needs of the neighborhood population.					
CF.5: Create a neighborhood based community committee to coordinate available neighborhood meeting space at local churches, schools, library, etc. Make this information available to neighborhood groups and activities.	5	Midvale Heights / Westmorland Neighborhood Associations	n/a	<ul style="list-style-type: none"> <li>Catalogue and update available space. Create website to act as clearing house for information on available space.</li> </ul>	Short-Term
CF.6: Locate a car share pick-up in the neighborhoods. This initiative would likely require a corresponding neighborhood campaign to generate the interest needed to sustain an additional pick-up location.	Medium	Midvale Heights / Westmorland Neighborhood Associations	n/a	<ul style="list-style-type: none"> <li>Engage local car-sharing organization to discuss possibility of locating a vehicle in the neighborhood.</li> <li>Contact local commercial and business property owners to gauge interest in hosting a car-share parking spot.</li> <li>Develop educational campaign in conjunction with local organizations to encourage care-sharing within the neighborhood.</li> </ul>	Short-Term
CF.7: Work with the neighborhoods to determine the location for a weekly farmers market. A potential location would have to include the following characteristics: Convenient access, Room for vendors to park their vans/trucks, Consistent availability, Large, relatively open area for vendors and patrons, Ample parking. Potential locations for a farmers market could include the Westgate Mall Site, Queen of Peace, and University Research Park.	Medium	Midvale Heights / Westmorland Neighborhood Associations	<ul style="list-style-type: none"> <li>Provide the neighborhood with the specific characteristics the City would require of a potential farmers market location.</li> </ul>	<ul style="list-style-type: none"> <li>Inventory potential locations and identify sites which have the required characteristics. Discuss the feasibility of those locations with the appropriate City department</li> </ul>	Short-Term
CF.8: Provide a wide range of neighborhood programming to encourage involvement from youth, teenagers, young families and the aging population. This programming could be provided through a future neighborhood center, senior center, or by the neighborhood associations utilizing available community facilities.	Medium	Midvale Heights / Westmorland Neighborhood Associations	n/a	<ul style="list-style-type: none"> <li>Identify interest in expanded community programming.</li> <li>Identify a location most suited to each type of programming</li> <li>Initiate expanded programming to encourage participation by a diverse group of neighborhood residents. Potential program could include: <ul style="list-style-type: none"> <li>Dealing with aging parents and the challenges of providing care</li> <li>Grief counseling and/or support opportunities</li> <li>Modifying residential space to accommodate reduced mobility and medical related limitations</li> <li>Canning and food preservation</li> <li>Gardening without the use of chemicals</li> <li>Natural lawn care</li> </ul> </li> </ul>	Mid-Term to Long-Term

Community Facilities - <i>Goal A:</i> Provide a full range of community facilities which meet the needs of the neighborhood population.					
<b>CF.9:</b> Work with the Community Development Block Grant Office and Office of Community Services to determine the feasibility of locating a community center within the neighborhood and to identify potential sites for a future community center.	Low	Midvale Heights / Westmorland Neighborhood Associations	<ul style="list-style-type: none"> <li>• Work with the neighborhood in their efforts to inventory existing programming within the neighborhood</li> <li>• Provide information on capital and operating costs of community centers</li> <li>• Work with neighborhood to determine location and potential organizations to administer and provide programming.</li> </ul>	<ul style="list-style-type: none"> <li>• Track the usage of neighborhood space to determine if there is a space need, and the type of space needed. If the neighborhood chooses to pursue a neighborhood center, engage the City of Madison at that time in order to determine the appropriate process.</li> </ul>	Long-Term
<b>CF.10:</b> Inventory the ability of existing neighborhood facilities for barrier-free access. If facilities are deficient, work with them to make the necessary changes.	Low	Midvale Heights / Westmorland Neighborhood Associations	n/a	<ul style="list-style-type: none"> <li>• Conduct survey of all neighborhood institutions (churches, neighborhood gathering places, etc.) to determine if they provide barrier free access.</li> <li>• If updates are necessary, the neighborhood should provide the institution with information regarding funding sources and compliance requirements. The West Madison Senior Coalition could be a potential partner.</li> </ul>	Mid-Term
<b>CF.11:</b> Bury utility lines throughout neighborhood where possible and minimize damage done to street terrace trees and general neighborhood canopy by utility lines.	Medium	Property Owners	<ul style="list-style-type: none"> <li>• Work with utility providers to bury transmission lines on future upgrades and identify routes which are less damaging to tree canopy.</li> </ul>		
<b>CF.12</b> Pursue policy and guideline development and identify location and install emergency phone kiosks along the Southwest Path.	Low	Police	<ul style="list-style-type: none"> <li>• Discuss and formulate policy/guidelines of installing emergency kiosks along bicycle paths</li> <li>• Identify strategic locations for emergency kiosks along the Southwest Path</li> <li>• Discuss locations with Police Department</li> <li>• Request fund through the capital budget process.</li> </ul>	<ul style="list-style-type: none"> <li>• Engage property-owners along the Southwest Path to determine support/opposition to emergency phone kiosks along the Southwest path</li> <li>• Develop a plan for placement of emergency kiosks</li> <li>• Contact District Alderperson and Police to advocate for inclusion in capital budget process.</li> </ul>	Long-Term