

City of Madison
Interdepartmental Correspondence

Date: July 15, 2009

To: Urban Design Commission

From: Jule Stroick, Planning Division

Subject: Midvale Heights-Westmorland Neighborhood Plan

The Midvale Heights and Westmorland Neighborhoods received a planning grant from the Planning Division to prepare a joint neighborhood plan. The Midvale Heights-Westmorland Joint Steering Committee (MHWJSC), comprised of six representatives from the Midvale Heights and Westmorland Neighborhoods, hired Viebicher Associates (local planning consulting firm) to assist them in preparing the mid-range (5-10 years) neighborhood plan.

Midvale Heights-Westmorland Neighborhood Plan

The *City of Madison Comprehensive Plan* (adopted 2006) recommends the adoption of neighborhood plans for established residential neighborhoods within the City. The *Midvale Heights-Westmorland Neighborhood Plan* will be adopted as a supplement of the City's Comprehensive Plan.

The *Midvale Heights-Westmorland Neighborhood Plan* is a mid-range (5-10 year) plan that identifies neighborhood issues and proposes recommendations to address them. Plan recommendations are divided into categories consistent with the Comprehensive Plan: Land Use, Transportation, Housing, Economic Development, Parks and Open Space, Cultural and Historic Resources, and Community Facilities & Infrastructure.

Board and Commission Review

The *Midvale Heights-Westmorland Neighborhood Plan* was introduced at the July 7th Common Council meeting. The Plan is referred to Plan Commission (lead) and Board of Park Commissioners, Board of Estimates, Board of Public Works, Economic Development Commission, Pedestrian/Bicycle/Motor Vehicle Commission, Long Range Transportation Planning Commission, Transit and Parking Commission, and Urban Design Commission.

Boards and Commissions will review the Plan based on their area of expertise. All motions to adopt or adopt with conditions will be forwarded to the Plan Commission. The Plan Commission will compile a *final report* to the Common Council. It is anticipated the Common Council will take action on the Plan at its September 1, 2009 meeting.

Plan Recommendations: Land Use Concepts

The City of Madison Comprehensive Plan identifies three locations within the planning area for potential redevelopment (See page 7). These areas are the Westgate Mall area (a designated transit-oriented development area), the intersection of Midvale and Tokay Boulevards (already developed as Sequoya Commons), and the intersection of Mineral Point Road, Speedway Road, and Glenway Street.

The *Midvale Heights-Westmorland Neighborhood Plan* provides land use and design guidelines for Westgate Mall, the intersection of Mineral Point Road, Speedway Road, and Glenway Street, and several residential nodes (See page 44). Below is a *summary* of land uses and design guidelines for the potential sites/areas.

For Westgate: Schematic Concept Plans A-C delineate potential land use, building heights, site and pedestrian linkages, parking, and open space (See pages 48-50). Recommended land use is retail, professional, services and personal services on the first floor. Office, commercial, professional services and/or residential on the second floor. The concept plans recommends 3 to 6 story buildings: a more compact, dense redevelopment that is typical of TOD sites. New structures should be positioned around a connected greenspace or public plaza system, allowance of visual access into the site from multiple locations, prominent massing at the corners of South Whitney Way/Odana Road and South Whitney Way/Tokay Boulevard, and new public streets through the site to break it into appropriately scaled blocks. Architectural elements and building materials should incorporate some features from the residential character of the neighborhood. Incorporate human scale design features such as entry ways delineated by overhands, pedestrian scale lighting, seating along sidewalks, and public and private plantings. See pages 45-52 for additional details.

For Mineral Point Road/Speedway Road/Glenway Street Intersection: Neighborhood serving retail, restaurants, and cafes on the first floor and residential and small professional offices on the second floor. A maximum of two-story buildings with the exception of potentially a three-story building on the northeast corner of Glenway Street and Speedway. Urban design features such as prominent use of galas at pedestrian level, use of awnings, pedestrian-oriented signage, architectural character and roof lines which incorporate Cape Cod, Prairie and Colonial (prevalent in adjacent neighborhoods). See pages 52-55 for additional details.

Other Neighborhood Redevelopment Sites: Several existing residential areas have been identified as potential redevelopment sites. Compatibility of land uses and design with the surrounding neighborhoods is important. New residential or institutional uses such as centers of worship would be compatible. Buildings of 1-3 stories, setbacks corresponding to existing development, orientation toward the street, high quality materials which mimic those used in surrounding neighborhood, and surface parking to the sides, behind, or underground are some of the general guidelines. See pages 55-56 for additional details.

Priority Plan Recommendations

The *Midvale Heights-Westmorland Neighborhood Plan* identifies eleven top recommendations. Four of the top plan recommendations are land use and design related:

- Require that new commercial development incorporate high-quality streetscaping, architectural details, building materials, and a pedestrian-scale environment.
- In all new mixed-use development, promote commercial uses which are complementary to existing neighborhood business and the regional retail environment. This means regional serving establishments, such as big-box stores, which are adequately supplied by the West Towne commercial node, should be avoided. Likewise, the development of local, niche retail and service offerings is encouraged.
- Encourage new development to incorporate building design elements which promote energy efficiency and sustainability. Potential design considerations include, but are

- not limited to: passive solar, daylighting, gray water capture, overhanging eaves, photovoltaic arrays, heat pumps, and composting systems.
- Support Zoning Code rewrite to include sustainability standards. 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, costs and possible contamination.

Public Participation

The preparation of a neighborhood plan requires input from a wide cross-section of the community. The Midvale Heights and Westmorland Neighborhoods solicited input from neighborhood residents and the business community prior and during the planning process.

- *Westmorland Strategic Issue Sessions and Midvale Heights Resident Survey* was conducted prior to the start of the planning process to identify key planning issues to address during the planning process.
- Three *Large-Scale Public Workshops* were held to identify important neighborhood issues and to review draft/final plan and recommendations.
- One-on-one *stakeholder interviews* were conducted with eight individuals that represented organizations or primary property interest throughout the neighborhoods:
- Four *focus groups* with new property owners, young families, the business community, and senior citizens were conducted to solicit input on important issues to address in the Plan.
- Neighborhood planning articles and announcements of Open Houses were published in the *Midvale Messenger* and *Westmorland Courier Newsletters* beginning in May 2007.
- A planning *website* was created during the planning process (<http://mhwplan.org/>) which houses agendas, minutes, background information, public open house results, and the draft versions on the neighborhood plan.

Neighborhood planning information was also accessible at Sequoya Branch Library.

Planning Study Area Boundaries

The *Midvale Heights-Westmorland Plan* identifies recommendations for the area bounded by Mineral Point Road on the north, Southwest Bike Path on the east, West Beltline Highway on the south, and South Whitney Way on the west.

c: Ald. Chris Schmidt, Dist. 11
Ald. Thuy Pham-Remmele, District 20