

City of Madison
Interdepartmental Correspondence

Date: July 16, 2009

To: Pedestrian/Bicycle/Motor Vehicle 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 approve or approved 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: Transportation

The Plan identifies transit and transportation-related plan recommendations to improve the accessibility and connectivity of the Midvale Heights and Westmorland neighborhoods (See pages 61-66 for detailed plan recommendations). Below is a *summary* of plan recommendations:

- Enhanced/improve pedestrian and bicycle crossing at the Southwest Path, South Midvale Boulevard at Midvale Elementary, Caromar Drive, South Whitney Way and Odana, and Mineral Point Road.

- New/improved pedestrian and bicycle connections at South Whitney Way at West Beltline Highway, South Whitney Way in the vicinity of Medical Circle, into the University Research Park, and along Odana Golf Course.
- New bicycle lanes or improved shared lane along Tokay Boulevard and South Whitney Way.
- Improve pedestrian safety by installing lighting and emergency phone kiosks along Southwest Path and installing sidewalks.
- Reduce vehicular cut-thru traffic on Hilltop Road, Keating Terrace, Caromar Avenue, and Wedgewood Way, implement no left turn conditions at various intersections, install four-way stop at Segoe Road and Tokay Boulevard, and assess safety improvements at various uncontrolled intersections.
- Improved transit service to the interior and eastern portion of the planning area.

Plan Recommendations: Land Use Concepts

One of the potential redevelopment sites in the planning area is Westgate Mall area. The City of Madison Comprehensive Plan (adopted 2006) designates the strip mall as a potential TOD (Transit Oriented Development) site. The *Midvale Heights-Westmorland Neighborhood Plan* supports the TOD designation. The three concept plans in the Plan highlight improved on-site pedestrian/bicycle/transit linkages and integrated on-site parking improvements (pages 45-52). In addition, the *Midvale Heights-Westmorland Neighborhood Plan* identifies improved linkages and on-site parking guidelines for the Mineral Point Road/Speedway Road/Glenway Street node (pages 52-55).

Priority Plan Recommendations

The *Midvale Heights-Westmorland Neighborhood Plan* identifies eleven top recommendations. Three of the top plan recommendations are transportation related:

- 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.
- Determine the feasibility of providing a pedestrian and bicycle connection between South Whitney Way and the vicinity of Medical Circle.
- Improve pedestrian safety on the “s” curve on Caromar Drive between Clifden Drive and South Owen Drive.

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* were 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