

AGENDA # 2

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION **PRESENTED:** July 15, 2009

TITLE: Adopting the Midvale-Westmorland
Neighborhood Plan and Recommendations
Contained Therein as a Supplement to the
City's Adopted Comprehensive Plan. Ald.
Districts 11 and 20. (15260)

REFERRED:
REREFERRED:
REPORTED BACK:

AUTHOR: Alan J. Martin, Secretary **ADOPTED:** **POF:**

DATED: July 15, 2009 **ID NUMBER:**

Members present were: Bruce Woods, Richard Wagner, John Harrington, Dawn Weber, Marsha Rummel, Mark Smith and Jay Ferm.

SUMMARY:

At its meeting of July 15, 2009, the Urban Design Commission **ACCEPTED** the Midvale-Westmorland Neighborhood Plan and recommendations contained therein as a supplement to the City's adopted Comprehensive Plan. Appearing on behalf of the project were Jon Hoffman, Denise Lamb and Judy Skog, all representing the Joint Steering Committee of Midvale Heights-Westmorland; Ald. Chris Schmidt, District 11; Dale Strietenberger, and Paul Haskew; and Jule Stroick, Neighborhood Planner and Project Staff Team Manager. Upon consideration of this item, Woods provided notice of his abstention from this discussion, with Wagner acting as Chair. Stroick provided an introduction to the neighborhood plan, noting potential future redevelopment areas within the plan area boundary that include commercial retail development along Speedway Road/Glenway Street/Mineral Point Road, various multi-family redevelopment within the plan boundary, as well as Westgate Mall. Stroick emphasized that the plan's provisions for Westgate Mall differed from that provided by the mall's developer in association with the recently approved "HyVee Grocery Store." Various members of the Joint Steering Committee of the Midvale Heights/Westmorland Neighborhoods appeared and elaborated on various elements contained in the plan as follows:

- Provisions for green/sustainable programming principles.
- Connecting the southwest bike path to the neighborhood across the Glenway Golf Course, including other features of the plan.

Following testimony the Commission noted the following:

- Need to consult with adjoining neighborhoods outside of the plan boundaries, for instance Westgate and the areas north of Mineral Point Road/Speedway and Glenway.
- In regards to transportation aspects, investigate the use of bicycle boulevards which allow bike and pedestrian flow but limits automobile traffic to one-way, in combination with forcing bike turn movements.

- Need strong connectivity north/south for bikes in plan area where the plan already provides for east-west connectivity. The Steering Committee Team noted the development of north-south bike racks planned for Midvale Boulevard, as well as existing improvements on portions of Whitney Way.
- Need traffic study for the intersection of Glenway/Speedway/Mineral Point Roads to deal with pedestrian, bike and auto conflicts.

ACTION:

On a motion by Rummel, seconded by Harrington, the Urban Design Commission **RECOMMENDED ADOPTION**. The motion was passed on a vote of (6-0-1) with Woods abstaining. The motion recommended approval with the provision that appropriate notice be given regarding impacts of the plan which effect areas outside of the plan boundaries that require efforts to coordinate redevelopment of these areas in conjunction with other neighborhoods and Aldermanic representatives.

After the Commission acts on an application, individual Commissioners rate the overall design on a scale of 1 to 10, including any changes required by the Commission. The ratings are for information only. They are not used to decide whether the project should be approved. The scale is 1 = complete failure; 2 = critically bad; 3 = very poor; 4 = poor; 5 = fair; 6 = good; 7 = very good; 8 = excellent; 9 = superior; and 10 = outstanding. The overall ratings for this project are 6 and 7.

URBAN DESIGN COMMISSION PROJECT RATING FOR: Midvale-Westmorland Neighborhood Plan

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
Member Ratings	-	-	-	-	-	-	-	7
	-	-	-	-	-	-	-	6

General Comments:

- Great neighborhood effort!