

**City of Madison**  
**Interdepartmental Correspondence**

Date: July 24, 2009

To: Plan Commission Members

From: Jule Stroick, Planning Division

Subject: Midvale Heights-Westmorland Joint Neighborhood Plan

The Midvale Heights-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 Neighborhood and Westmorland Neighborhoods, hired Viebicher Associates (local planning consulting firm) to assist them in preparing the mid-range (5-10 year) neighborhood plan. The Planning Division provided oversight of the planning process and coordinated staff reviews of the proposed strategies and plan recommendations.

**Midvale Heights-Westmorland Neighborhood Plan**

The City of Madison Comprehensive Plan (adopted 2006) recommends the adoption of neighborhood plans for established residential neighborhoods with the City. The *Midvale Heights-Westmorland Joint Neighborhood Plan* is divided into elements 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 Plan was introduced at the July 7 Common Council meeting. The Plan has been referred to:

- Board of Estimates
- Board of Park Commissioners
- Board of Public Works
- Economic Development Commission
- Long Range Transportation Planning Commission
- Pedestrian/Bicycle/Motor Vehicle Commission
- Transit and Parking Commission
- Urban Design Commission

A staff report summarizing the actions taken at the above-mentioned Boards/Commissions will be distributed to you prior to the August 3 Plan Commission meeting.

## **Land Use Concepts**

The Plan identifies potential redevelopment sites, concept site plans, and development guidelines. Westgate Mall and the neighborhood-commercial node at Mineral Point Road/ Speedway/Glenway intersection are the two primary sites with detailed plan recommendations. See pages 43-61.

## **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**

The *Midvale Heights-Westmorland Joint Neighborhood Plan* is roughly bounded by Mineral Point Road on the north, Southwest Bike Path on the east and south, 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