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CHAPTER SEVEN

Land Use, Housing and Urban Design Recommendations

City of Madison Comprehensive Plan

The City of Madison Comprehensive Plan is the main policy document that shapes land use. It also includes elements on transportation, housing, economic development, culture and character, parks and natural resources, and other aspects of community life such as community facilities. The Comprehensive Plan was used as the framework to assess current and future scenarios for this planning area. The Comprehensive Plan Future Land Use Map is included on the next page (Map 7.1).

Triangle Monona Bay Future Land Use Recommendations

Over the next 10-15 years, the Triangle Monona Bay Neighborhood will undergo land use and development changes. To guide these changes, this plan recommends future land use, building heights, and design principles for the overall planning area, and for six focus areas (focus area descriptions begin on page 22). In addition, Urban Design District 7 provides specific design requirements and guidelines for Park Street from Regent Street to the West Beltline Highway.

This plan recommends maintaining current land uses and intensity, and maximum building heights in most parts of the neighborhood. It also recommends changes to the Comprehensive Plan land use designations in six areas, A to F, as shown below and on Map 7.1, page 19.

Recommended Changes to the Comprehensive Plan Future Land Use Map

Areas outlined on Map 7.1 are recommended for the following land use changes:

Area A – this plan recommends continued Employment (E), but with the addition of a building height range of 5 to 12 stories, and a stepback along South Park Street and Regent Street. This allows a minimum height of 5 stories, and maximum of 12 stories. There could be a mix of different building types with transitions to lower buildings.

Area B – this plan recommends a land use change from High Residential (HR) to Medium Residential (MR) with a building height range of 3 to 5 stories. The lower intensity designation will help preserve the existing housing scale and character, while still allowing property owners to build additional housing units that complement the existing neighborhood character.

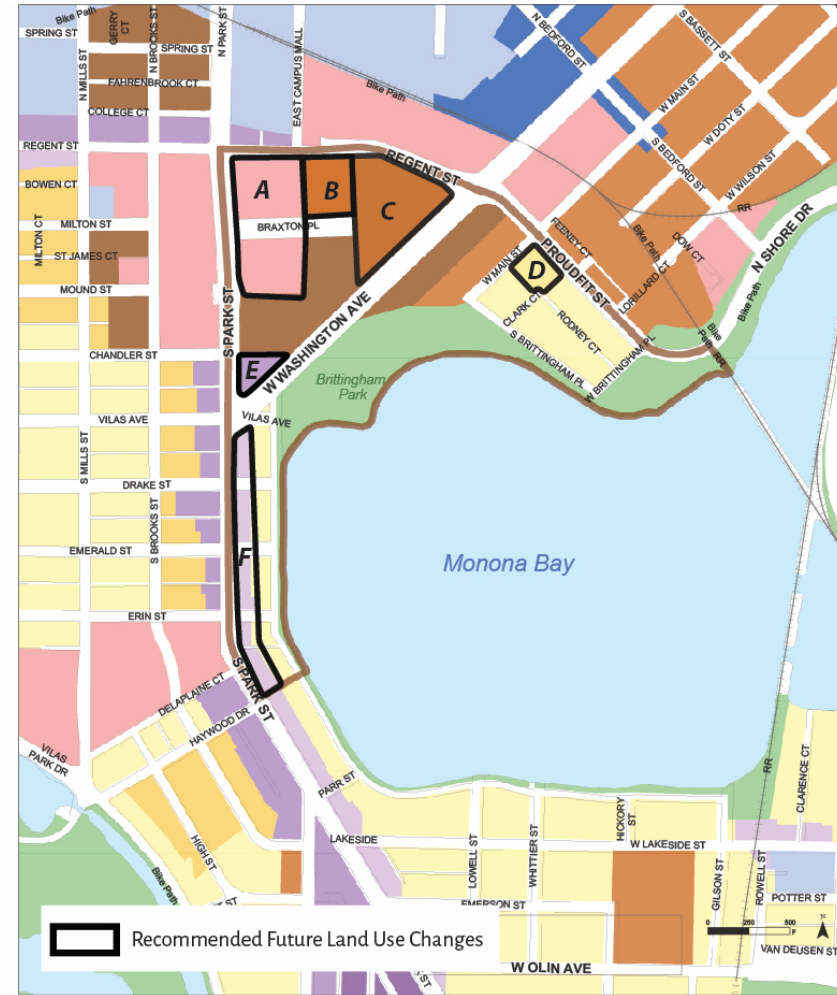
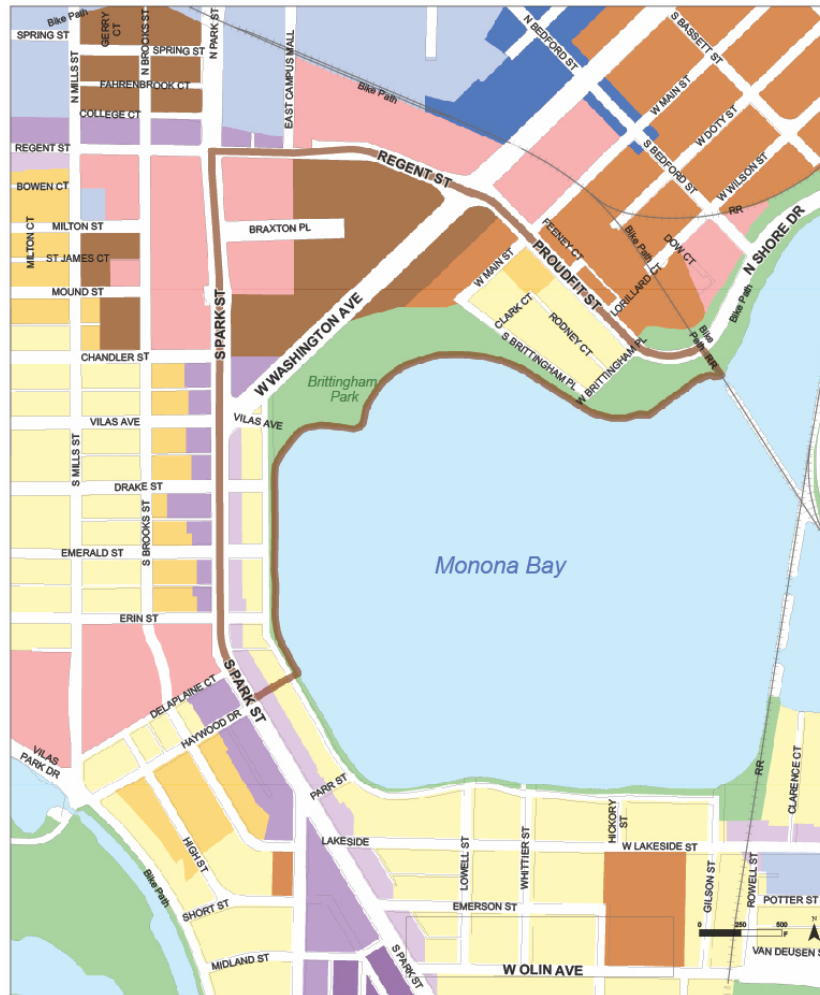
Area C - this plan recommends a land use change from High Residential (HR) to

Medium Residential (MR) with a building height range of 2 to 5 stories. The lower intensity designation will help preserve the existing housing scale and character, while still allowing property owners to build additional housing units that complement the existing neighborhood character.

Area D – this plan recommends a land use change from Low-Medium (LM) to Low Residential (LM). The lower intensity designation will help maintain the existing housing scale and character of this predominantly single-family area.

Area E - this plan recommends continued Community Mixed-Use, but with a change to the building height range from 2 to 6 stories, to 8 to 12 stories. This will allow continued grocery store use, additional businesses (with an emphasis on locally owned businesses) and housing on the upper floors.

Area F – this plan recommends continued Neighborhood Mixed-Use (NM), with a change in building height range from 2 to 4 stories, to 2 to 3 stories. The lots fronting the east side of South Park Street in this area are relatively small and there is limited street parking. The lots also back up to a Low Residential area. These factors limit the ability to redevelop with buildings taller than 3 stories.



Comprehensive Plan Future Land Use

Low Residential 1-2 Stories	Neighborhood Mixed-Used 2-4 Stories	High Residential 4-12 Stories
Low-Medium Residential 1-3 Stories	Community Mixed-Used 2-8 Stories	Park/Open Space
Medium Residential 2-5 Stories	Employment	Neighborhood Plan Boundary Line

Recommended Changes

Area A - Employment 5 to 12 Stories
 Area B - High Residential to Medium Residential 3-5 Stories
 Area C - High Residential to Medium Residential 2-5 Stories
 Area D - Low-Medium Residential to Low Residential 1-2 Stories
 Area E - Community Mixed-Use 8-12 Stories
 Area F - Neighborhood Mixed-Use 2-3 Stories

Map 7.1 City of Madison Comprehensive Plan Future Land Use Map and Recommended Future Land Use Changes

Focus Area 6: Monona Bay

What is it Like Now?

The Park View Apartments front West Washington Avenue, and modest single-family and two-unit residential buildings on smaller lots predominantly characterize the Proudfit Street area. Residents include a mix of professionals, retirees, college students, and some families with kids. Brittingham Park and Monona Bay are close by, and there is convenient access to UW and downtown.

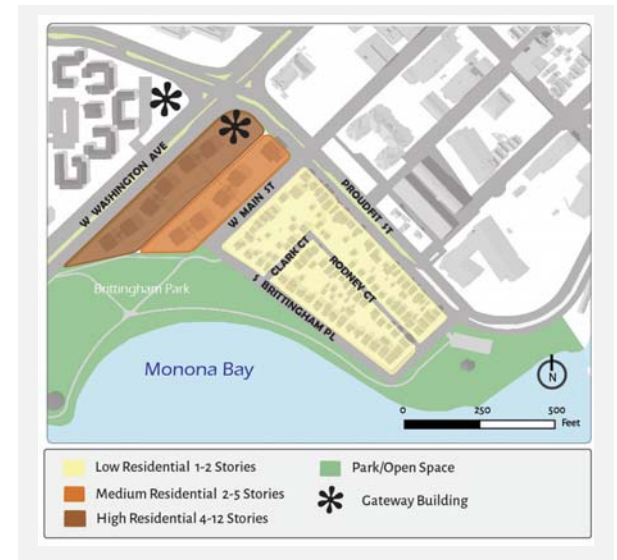
South Park Street frontage includes a smaller scale commercial/office mix, with many locally owned businesses. Lots are shallow and back directly onto the Low Residential area along West Shore Drive. Parking for the commercial/office uses is a challenge given the small lot sizes and limited on-street parking options.

What is Recommended?

Pursuant to the Comprehensive Plan Future Land Use Map land use categories and associated building height ranges, this plan recommends that buildings of 4-12 stories in height may be appropriate in the High Residential (HR) area along the south side of West Washington Avenue, with the tallest building (or building elements) located at the corner of Proudfit Street. It is recommended that this 1,067 foot stretch be developed with multiple buildings to avoid a long,

impenetrable wall along the street. This separation of buildings will also allow for the publicly accessible sidewalk that is recommended to connect West Washington Avenue to South Brittingham Place, West Main Street, and the surrounding neighborhood. The sidewalk will provide a more direct connection to the transit, pedestrian, and bicycle infrastructure along West Washington Avenue.

Also pursuant to the Comprehensive Plan Future Land Use Map land use categories and associated building height ranges, this plan recommends that buildings of 2-5 stories in height may be appropriate in the Medium Residential (MR) area along the north side of West Main Street, with the tallest building (or building elements) located closer to Proudfit Street. Since this area is located across the street from an area of primarily Low Residential (LR), the scale, massing, and setbacks for new buildings should reflect the character of that development. Treatments such as doors to individual units and front porches should be considered to help new buildings fit into the existing context. Like the adjoining High Residential (HR) area described above, it is recommended that this stretch be developed with multiple buildings to provide visual interest, and to allow for the publicly-accessible sidewalk that is recommended to connect through to West Washington Avenue.



Map 7.8 Focus Area 6 – Future Land Use

Pursuant to the Comprehensive Plan Future Land Use Map land use categories, this plan recommends Neighborhood Mixed-Use along South Park Street. This plan recommends a change however to the building height range of Neighborhood Mixed Use in this location, with 2 to 3-story buildings rather than 2 to 4 stories. The Neighborhood Mixed Use category allows building configurations similar to those that are currently there including commercial below, and residential above (See Map 7.10, next page).

Since this area backs up to an area of primarily Low Residential (LR), the scale, massing, and rear yard setbacks for new

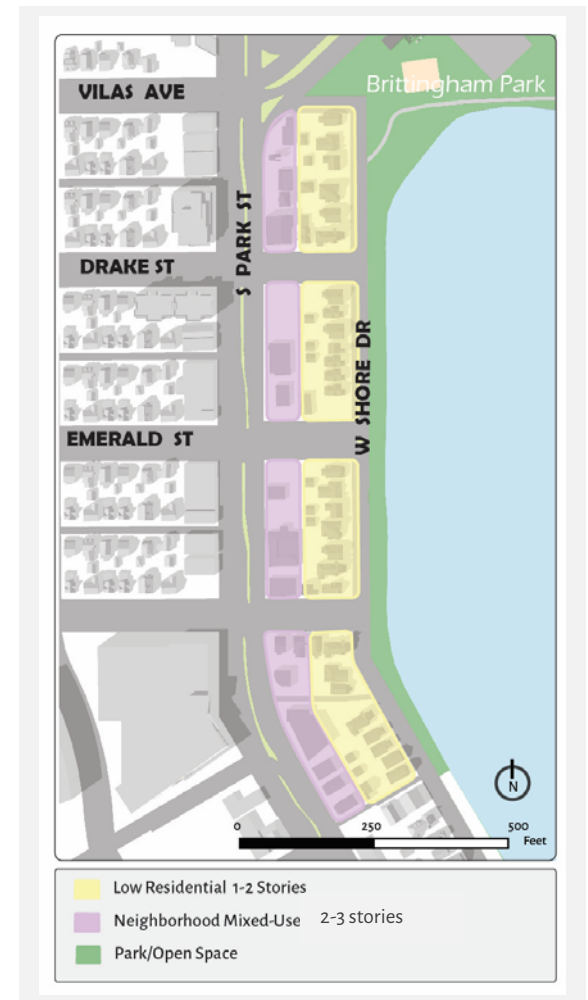
buildings should reflect the character of that development. Locally owned businesses that serve the neighborhood such as veterinary and dental offices, coffee shops, groceries, restaurants, and civic uses are encouraged. Along West Shore Drive, pursuant to the Comprehensive Plan Future Land Use Map land use categories and associated building height ranges, this plan recommends Low Residential with 1-2 story buildings to help preserve the existing scale and residential character.

Further Recommendations

- The original platted lot width of the Low Residential areas - 33', 35', 40', 44' to 50' are predominant. This small frontage is essential to the character of the area. To retain the small-scale housing character, this plan recommends 1) discouraging large assemblage of lots; and 2) discouraging demolition of structurally sound buildings.
- Replacement of a principal structure should be comparable to the size and scale of the existing structures.
- Target promotion of the City's homebuyer assistance, downpayment and closing loan, and rehabilitation loan programs.
- Create a program that helps potential homebuyers purchase a renter-occupied single-family or 1-4

unit multifamily building, and convert it to an owner-occupied building.

- Encourage the ongoing maintenance and upkeep of residential properties. Provide periodic information to property owners on city rehab loan programs for owner- and rental properties to encourage reinvestment in the existing housing stock.
- As new market-rate and mixed-use residential developments are proposed, work with developers in the early stages to determine the feasibility of targeting some of these units as affordable for lower-income households by providing financial incentives through federal, state or city programs.



Map 7.9 Focus Area 6 – Future Land Use

Publicly Accessible Pathways

This plan recommends establishing a network of publicly accessible pathways and sidewalks in order to increase residents' access and connection to amenities within the neighborhood and larger community. (See Figure 8.4). The paths should be a minimum of 7 feet wide to accommodate all users, including people in wheelchairs and others with limited mobility.

The East Campus Mall extension through the Triangle to Brittingham Park is one of the recommended paths (See Figure 8.5 on next page). Because there are many residents in this area who are very young, elderly and/or have disabilities, the East Campus Mall extension includes separation between faster and slower moving path users.

The primary public paths would interconnect with public sidewalks, and a series of smaller, private paths and a variety of types of greenspaces. Some of the greenspaces would be semi-public, such as passive spaces for sitting, and there would also be community gardens, active play spaces, and other types of greenspaces.



Figure 8.4 – Publicly Accessible Pathways