

DRAFT West Area Plan



Project Team: Linda Horvath • Ben Zellers • Breana Collins • Urvashi Martin • Colin Punt • Shea Wegner •

Draft Plan Public Meetings: March 2024

Housekeeping



- This **meeting will be recorded** and posted to www.cityofmadison.com/WestPlan
By continuing to be in the meeting, you are consenting to being recorded
- Please **keep camera and mic off** until small group discussion
- Use “**Raise Hand**” for questions and comments
- Please, **respect** one another's time: one speaker at time.
- Can use **Chat** if you have technical issues



Display

Display

Display

Display

Display

Mute
(Phone: *6)

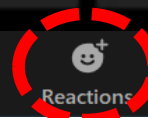
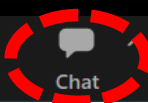
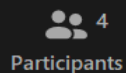
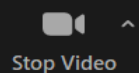
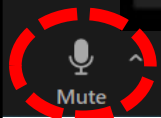
Chat

Raise Hand in
Reactions
(Phone: *9)

Display

Display

Display



Leave

Meeting Demographics



- Which of the following best describe your race/ethnicity? (choose one or more)
 - Are you Hispanic or Latino? Yes or No
 - American Indian or Alaskan Native
 - Black or African American
 - White
 - Other
- What is your household income?
 - Less than \$25k
 - \$25k-\$49,999
 - \$50k-\$74,999
 - \$75k-\$99,999
 - \$100k +
- What is your age?
- Zip Code?
- Do you Own or Rent your place of residence?

Agenda

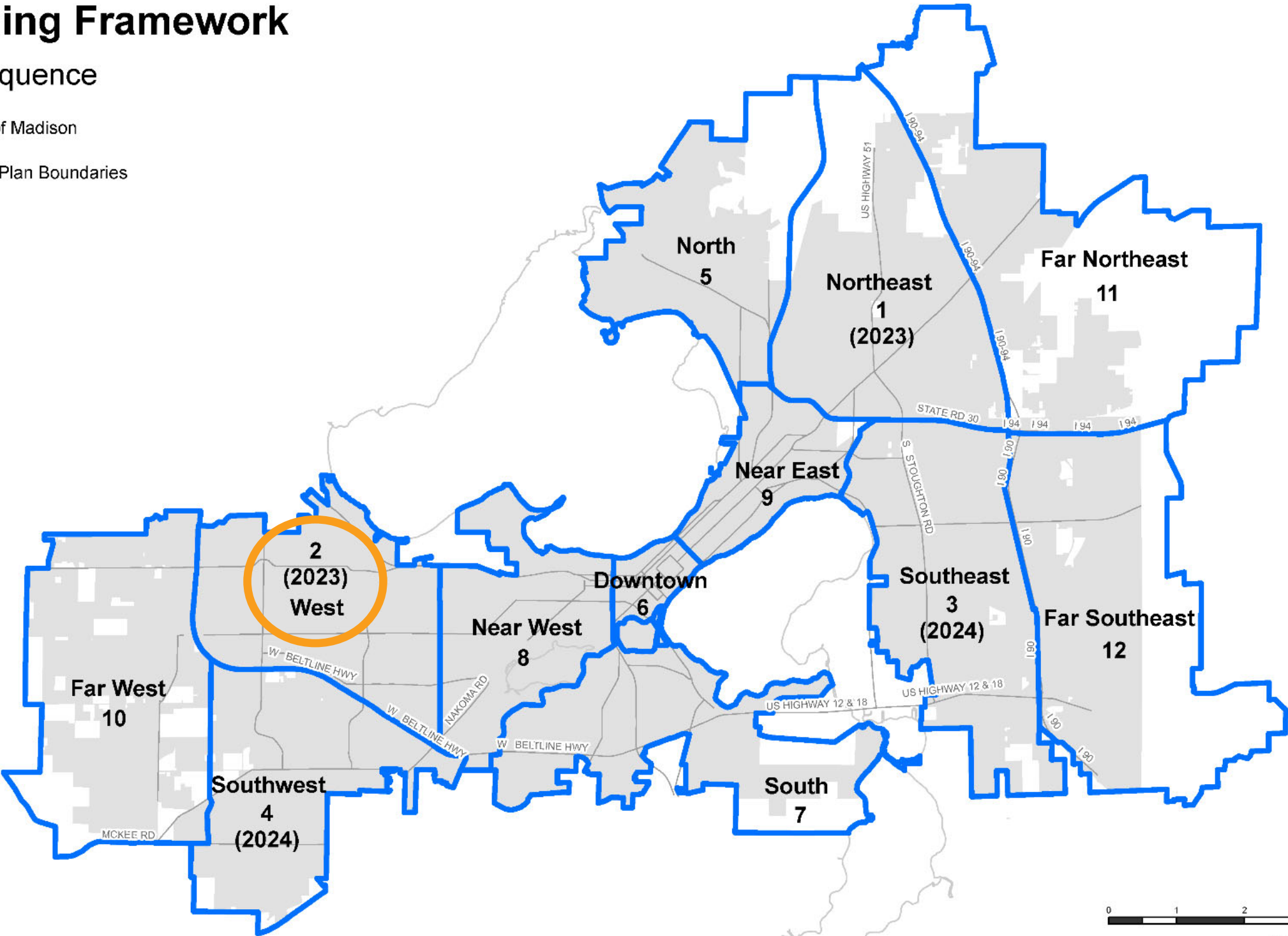


- Area Plans / Planning Framework
- The West Area
- Planning Process & Public Engagement Summary
- Draft West Plan Actions
- Timeline: Next Steps
- Small Group Breakout Discussions
- Small Group Report Back

Planning Framework

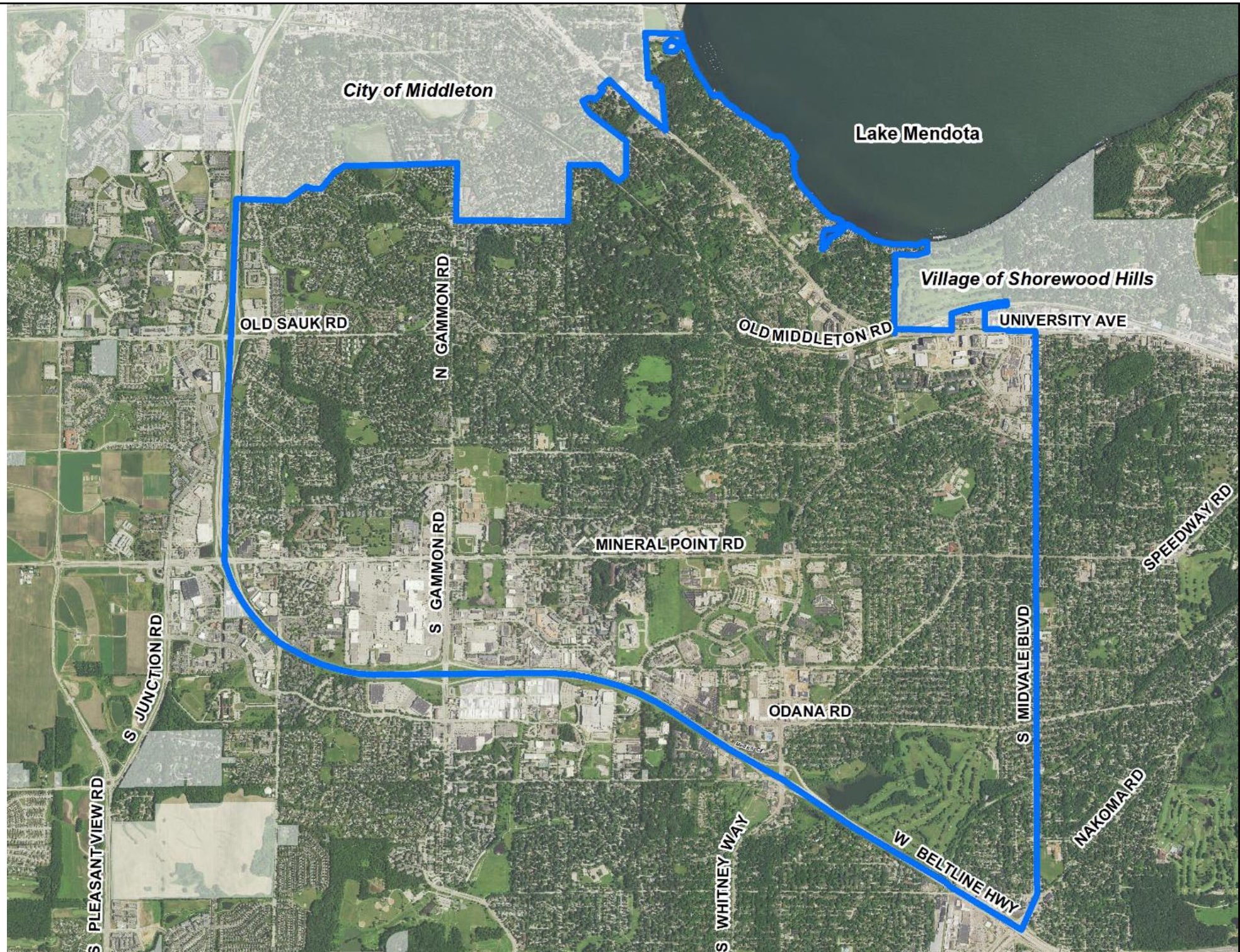
Plan Sequence

- City of Madison
- Area Plan Boundaries



West Area

- 30,000 residents
- ~ size of City of Fitchburg
- 23,000 jobs



The West Area



- ~11% of city's pop. w/n 10% of City's land area
- Grew by ~ 2,000 residents, or ~ 7%, between 2010 and 2020, compared to 15% citywide growth over same period
- Some redevelopment started or completed after the 2020 Census.



University Park (former Westgate Mall)



Madison Yards (former WisDOT parking lot)

The West Area



- A big consideration for West Area planning was how to add new options for living and working in this desirable area of the community as the city and region continue to grow.



Heritage Square shopping center

Planning Process and Public Engagement



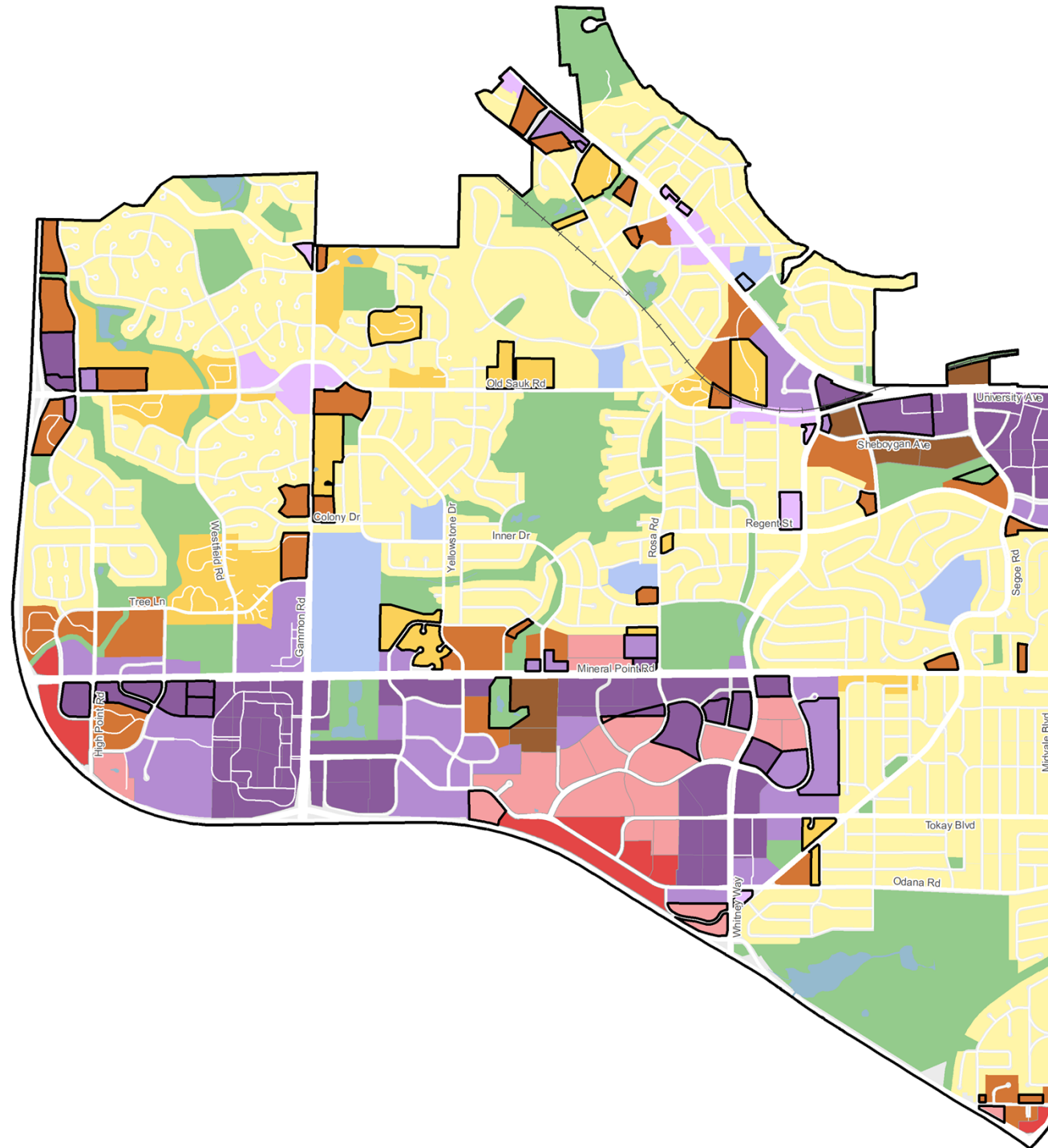
Summary of Feedback So Far



People want to see . . .	People also want to see . . .
Lower density/lower rise buildings	More mixed-use; Higher density development
Expanded bike paths; Improved ped/bike safety; Connected greenways	No shared-use path in Sauk Creek Greenway
More parking	Prioritize people - not cars; Decrease car lanes
More affordability	Less subsidized housing
More diverse housing stock; Increased housing development	Less multifamily; maintain large lots; no housing on former center of worship sites
Address stormwater runoff	Maintain greenway trees
Maintain trees on public and private property.	

Land Use

- The City's Generalized Future Land Use (GFLU) Map is a major tool to help manage growth by establishing policy guidance for the Plan Commission when it considers rezoning applications for development
- Draft West Area Plan recommends changes to the GFLU to accommodate expected growth. Most changes are along major corridors or in business areas.
- <10% of land on future land use map is proposed for changes



West Area Plan Generalized Future Land Use

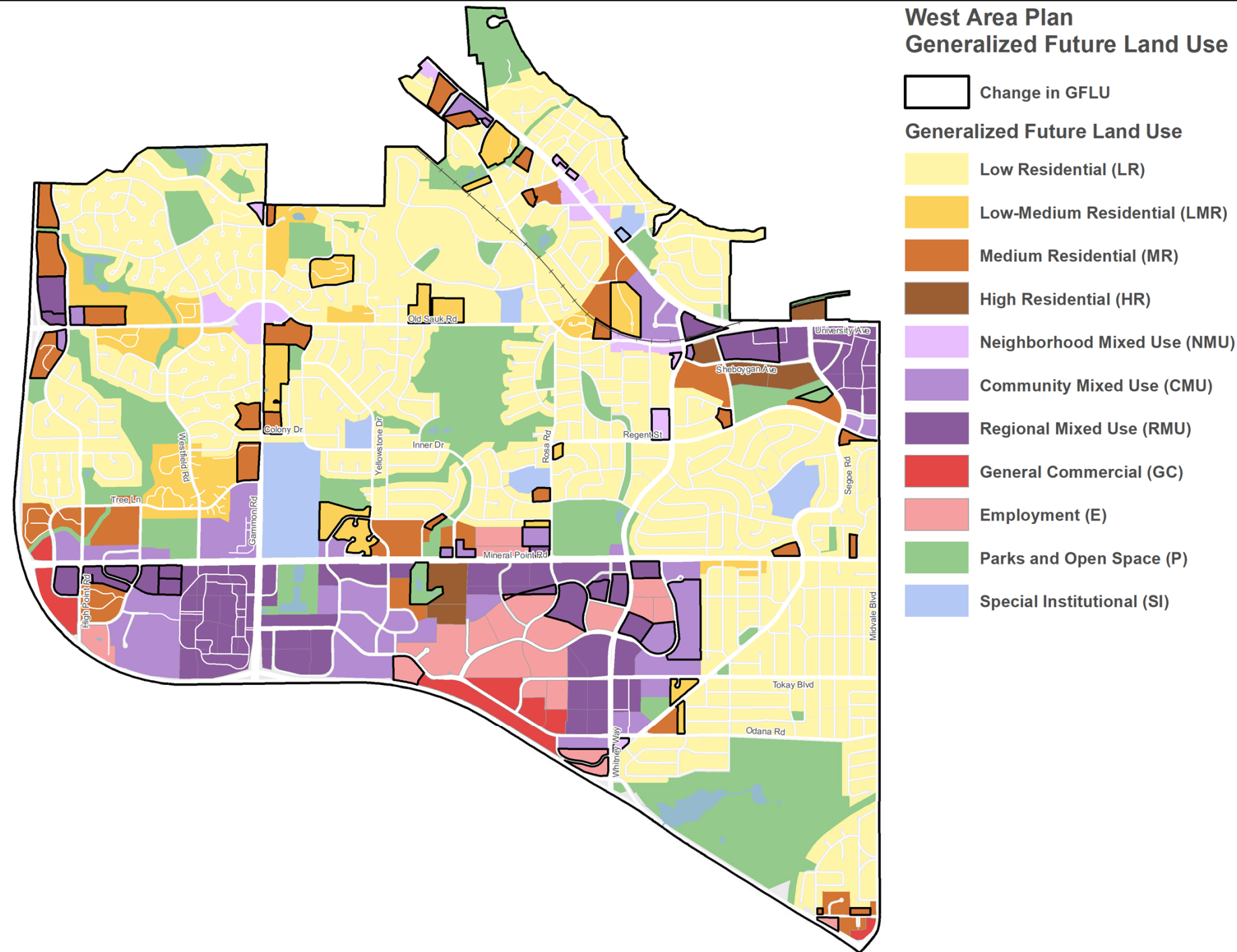
Change in GFLU

Generalized Future Land Use

- Low Residential (LR)
- Low-Medium Residential (LMR)
- Medium Residential (MR)
- High Residential (HR)
- Neighborhood Mixed Use (NMU)
- Community Mixed Use (CMU)
- Regional Mixed Use (RMU)
- General Commercial (GC)
- Employment (E)
- Parks and Open Space (P)
- Special Institutional (SI)

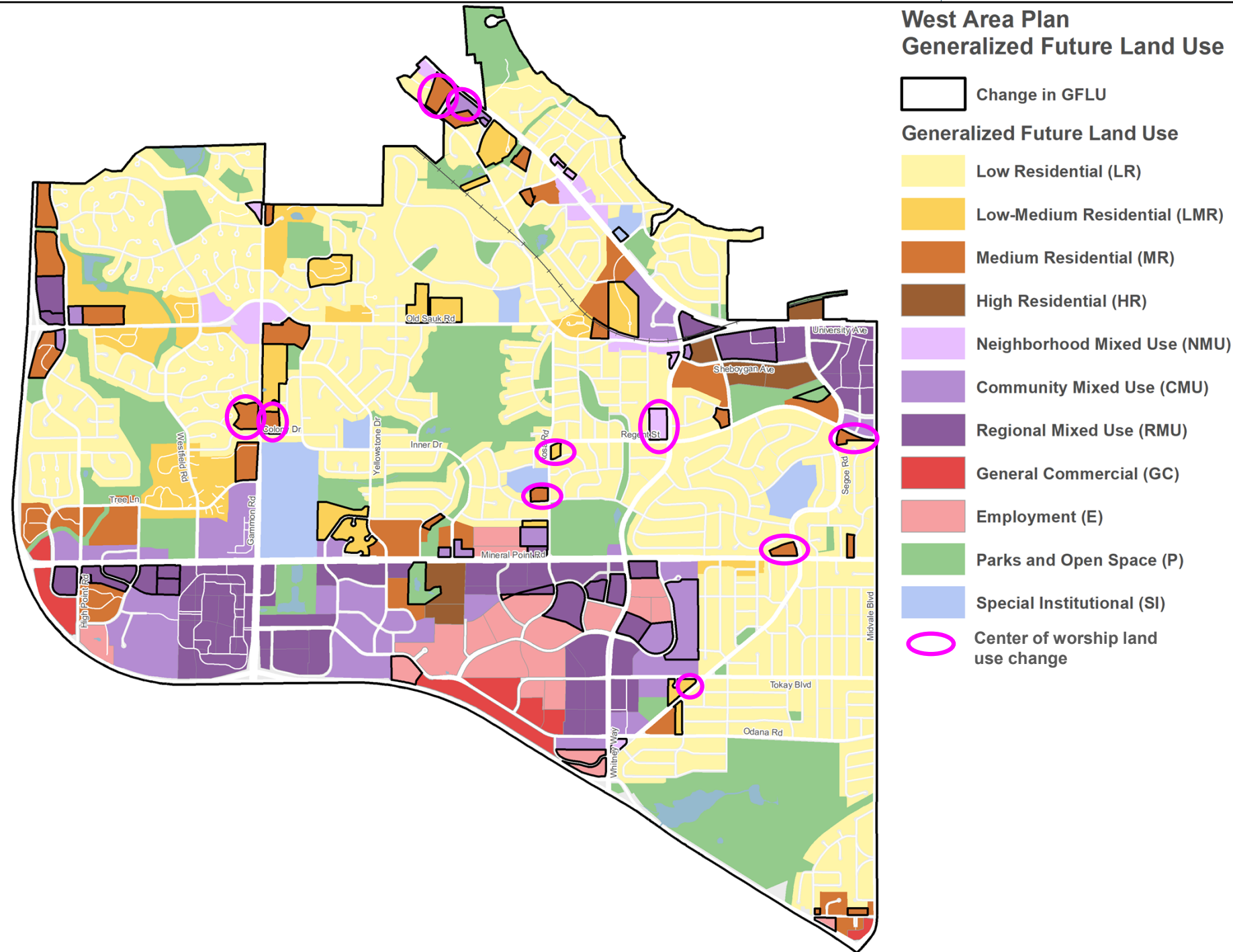
Land Use

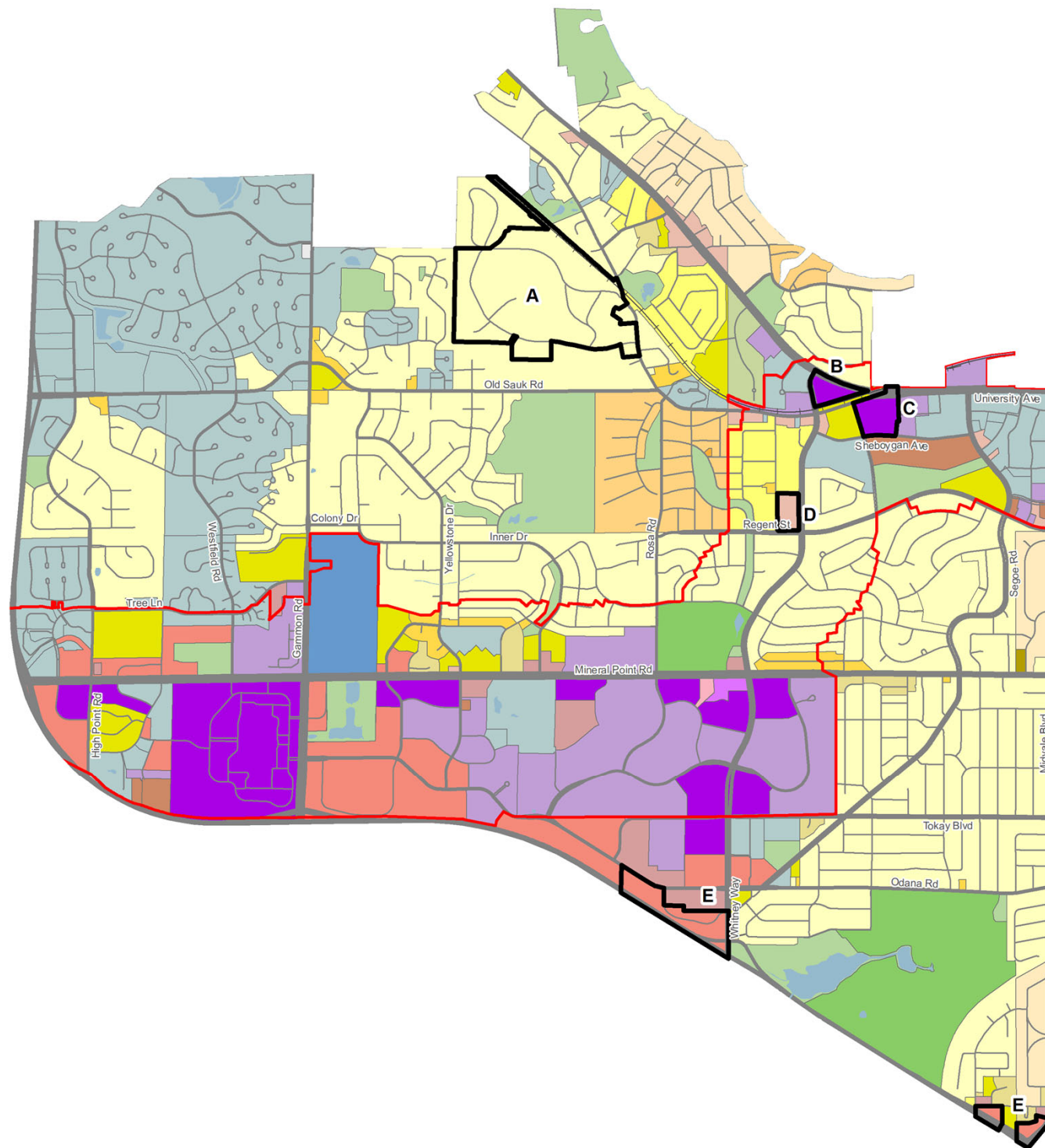
- In December, Plan Commission directed staff to remap additional Employment to mixed-use –this includes for example portions of University Research Park.
- The Commission also asked staff to maintain the remapping of some centers of worship from Low Residential or Institutional to Low-Medium Residential (LMR), MR, Neighborhood Mixed-Use (NMU) or CMU (11 sites).
- All centers of worship will continue as permitted uses regardless of any land use change.



Land Use

- In December, Plan Commission directed staff to remap additional Employment to mixed-use –additional property in University Research Park is now shown as mixed-use.
- The Commission also asked staff to maintain the remapping of some centers of worship from Low Residential or Institutional to Low-Medium Residential (LMR), MR, Neighborhood Mixed-Use (NMU) or CMU.
- All centers of worship will continue as permitted uses regardless of any land change.





West Area Plan Proactive Rezoning

- Proactive Rezoning Recommendations
- Transit-Oriented Development (TOD) Overlay Zoning

Residential Zoning

- SR-C1
- SR-C2
- SR-C3
- SR-V1
- SR-V2
- TR-C1
- TR-C2
- TR-C4
- TR-P
- TR-R
- TR-U2
- TR-V2

Mixed Use and Commercial Zoning

- CC
- CC-T
- NMX
- RMX
- TSS

Employment Zoning

- SE
- TE

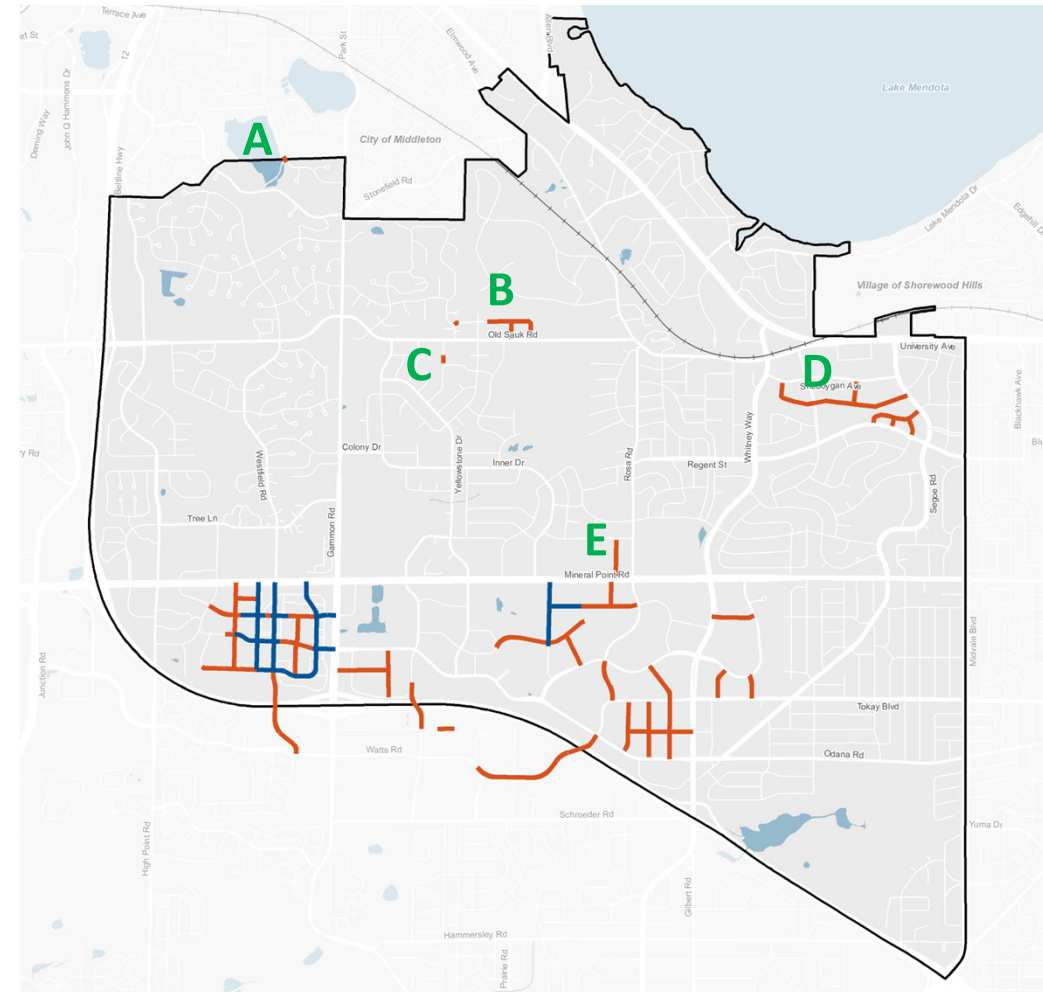
Special District Zoning

- CI
- CN
- PD
- PR

Transportation

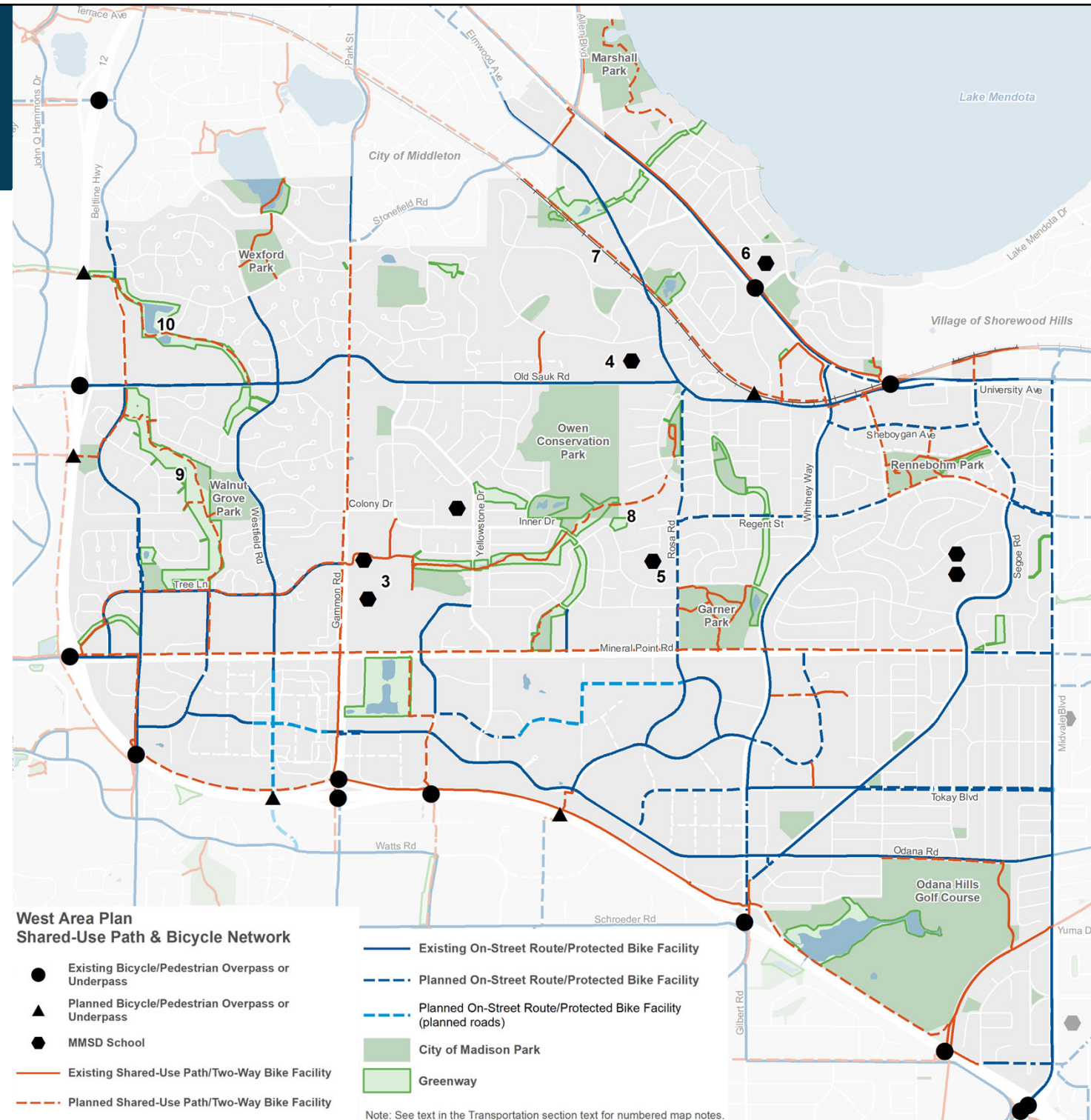


- Most draft street network changes in West Plan are south of Mineral Point Road and were absorbed from the underlying Odana Area Plan (shown in blue and orange).
- New West Plan draft connections :
 - Middleton Street (A);
 - Appalachian Way (B), if property to the east chooses to redevelop;
 - Yosemite Place (C);
 - South of Sheboygan Avenue (D); this connection is absorbed from the 2016 University-Hill Farms Neighborhood Plan and is only recommended for construction if it can occur on redeveloping property to the north of Rennebohm Park.
 - A connection from Mineral Point Road to Driftwood Avenue when the TruStage land along Rosa Road is redeveloped (E).



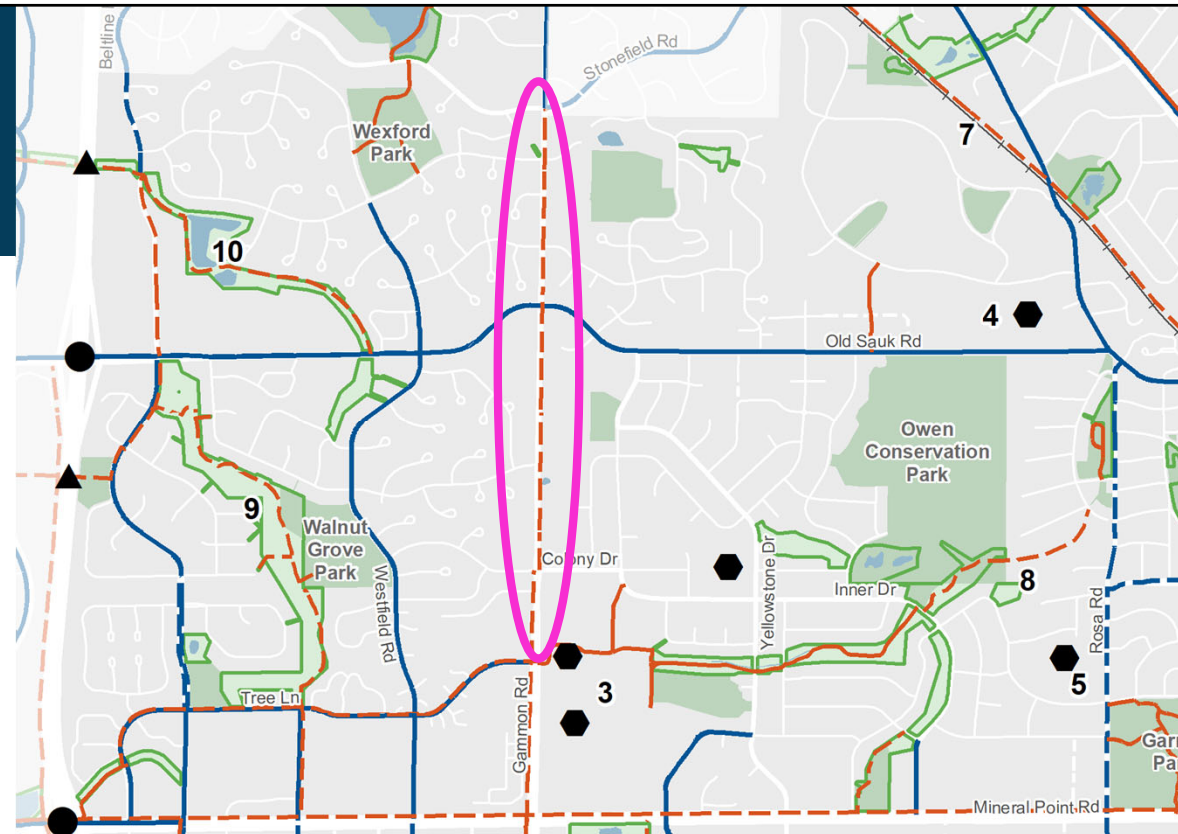
Transportation

- The shared-use path and bicycle network is also a major part of the draft West Area Plan.
- The Plan used the 2018 Comprehensive Plan as a starting point, making some changes.



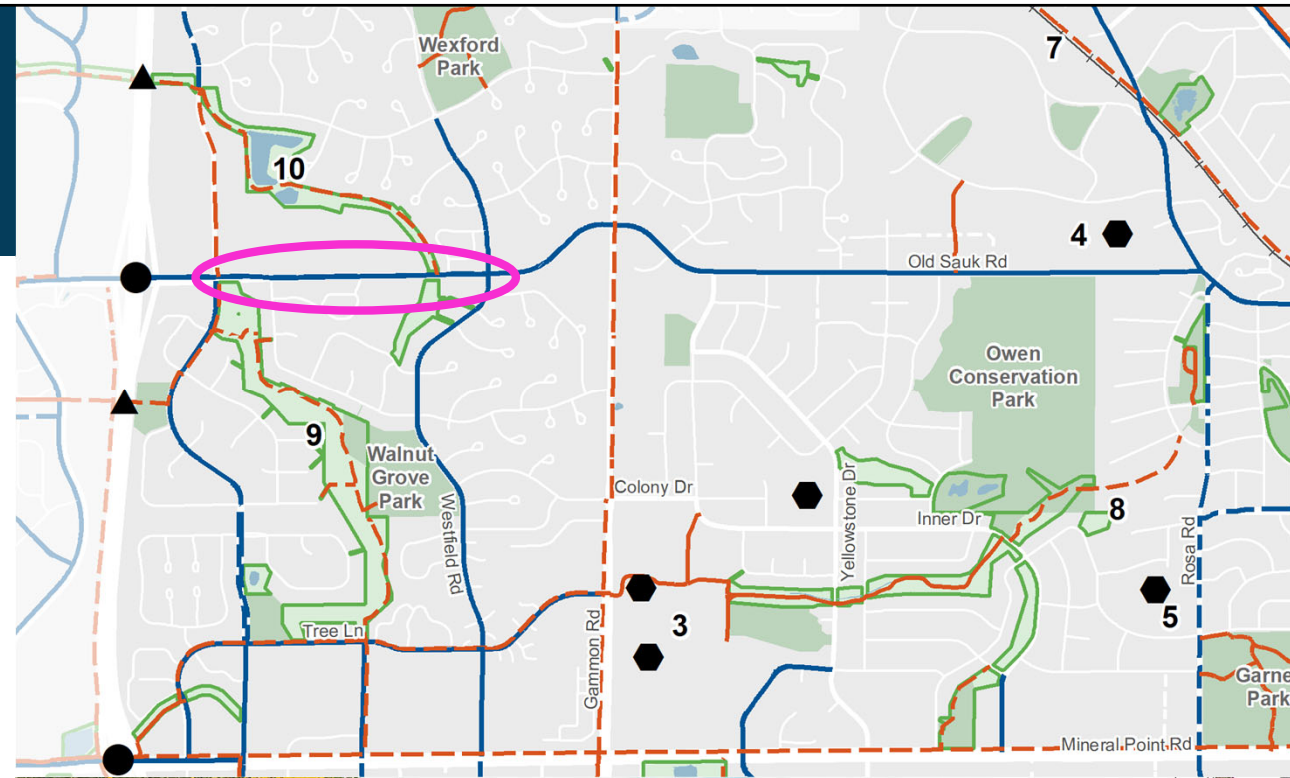
Transportation

- Draft West Plan proposes changing Gammon Rd. from planned on-street bike lanes to a shared-use side path; space from reducing the street width from two lanes of traffic in each direction to one lane with a center turn lane would be used.



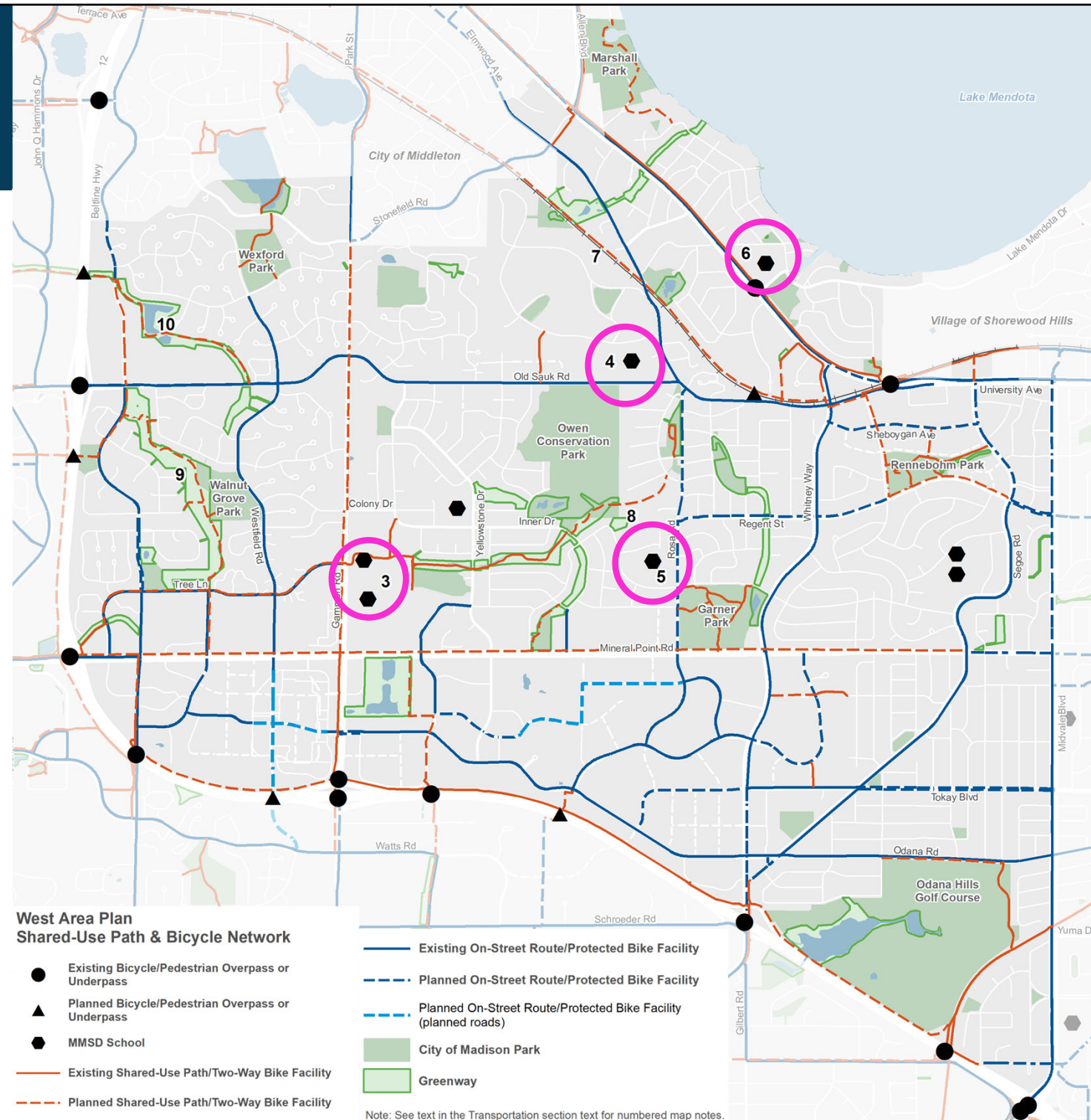
Transportation

- Draft Plan proposes similar traffic lane reduction for Old Sauk Rd. between Westfield Rd. and High Point Rd. to create buffered bike lanes.



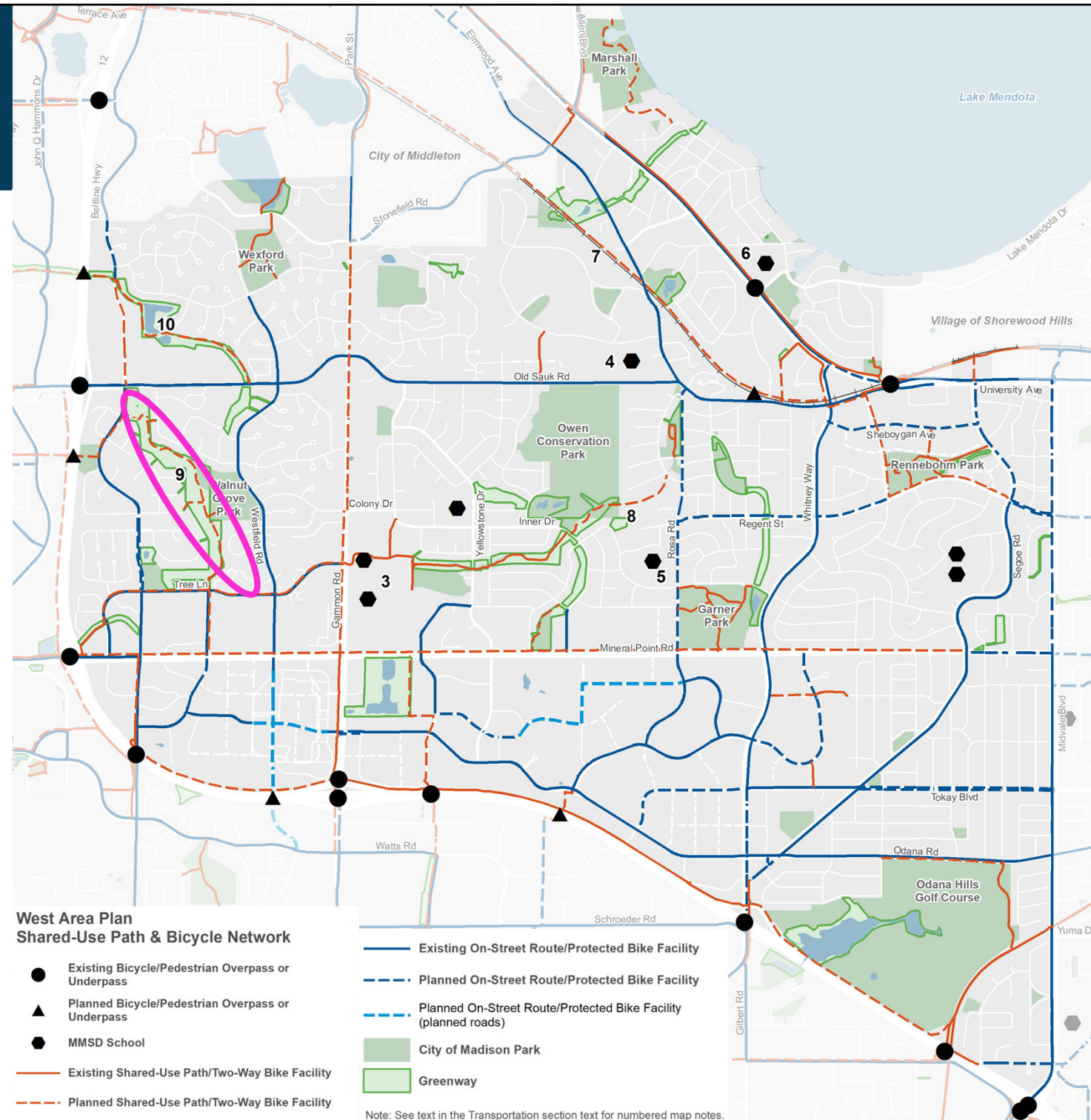
Transportation

- Other improvements are recommended around some schools.



Transportation

- Many residents close to the Sauk Creek Greenway have expressed concern about the West Area Plan continuing to show a planned shared-use path in the Greenway.



Transportation



- Given the variety of concerns, the West Area Plan team sought feedback from the Plan Commission and Transportation Commission (TC). After hearing public testimony and considering the issue both commissions said it should continue to be shown on West Plan maps.
- The Greenway needs significant stormwater improvements, which would only be undertaken after a separate in-depth design process.
- If a shared-use path is shown in the final adopted version of the West Area Plan it would be included in the Sauk Creek Corridor Plan discussions.

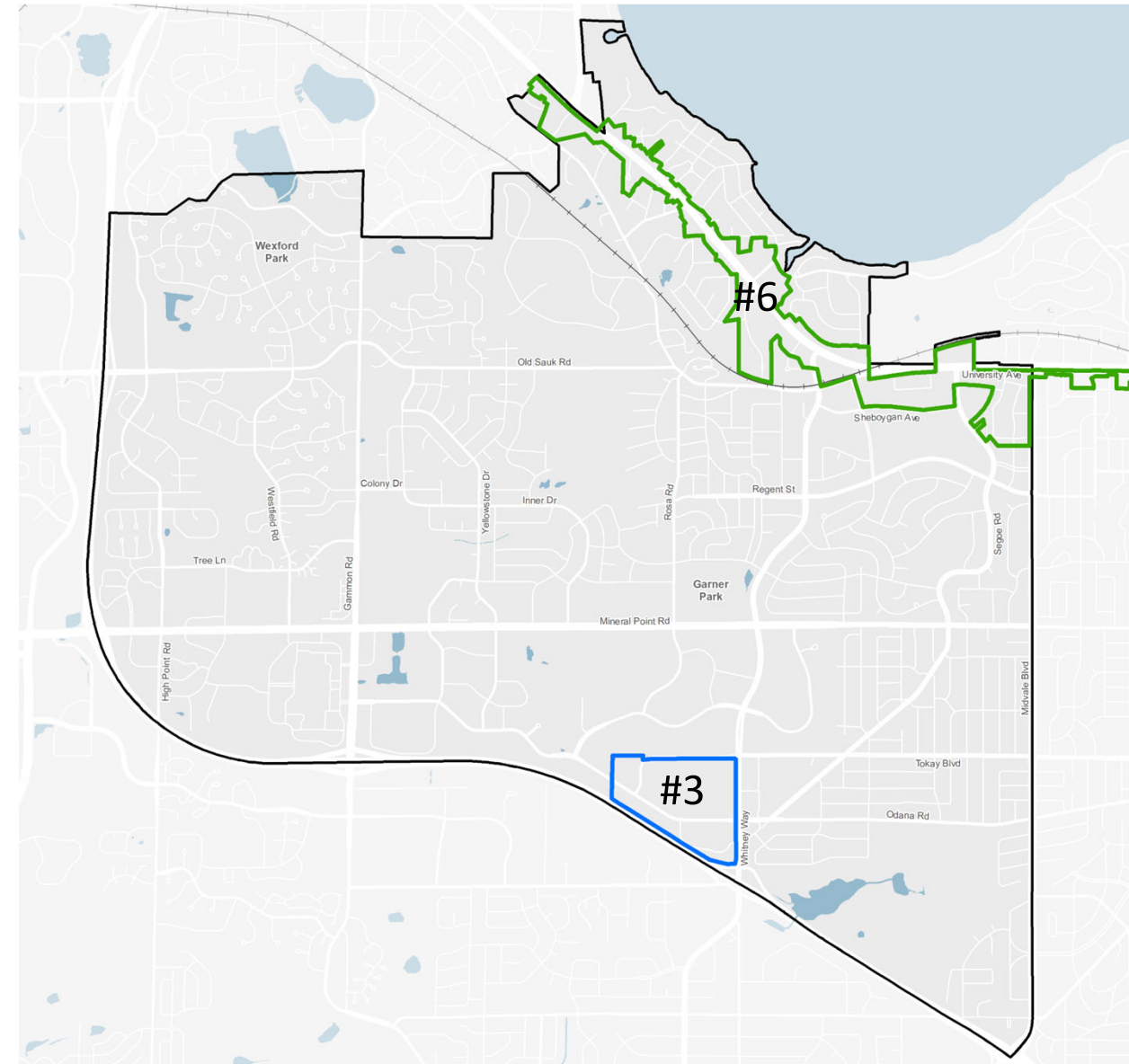


Sauk Creek Greenway

Culture & Character

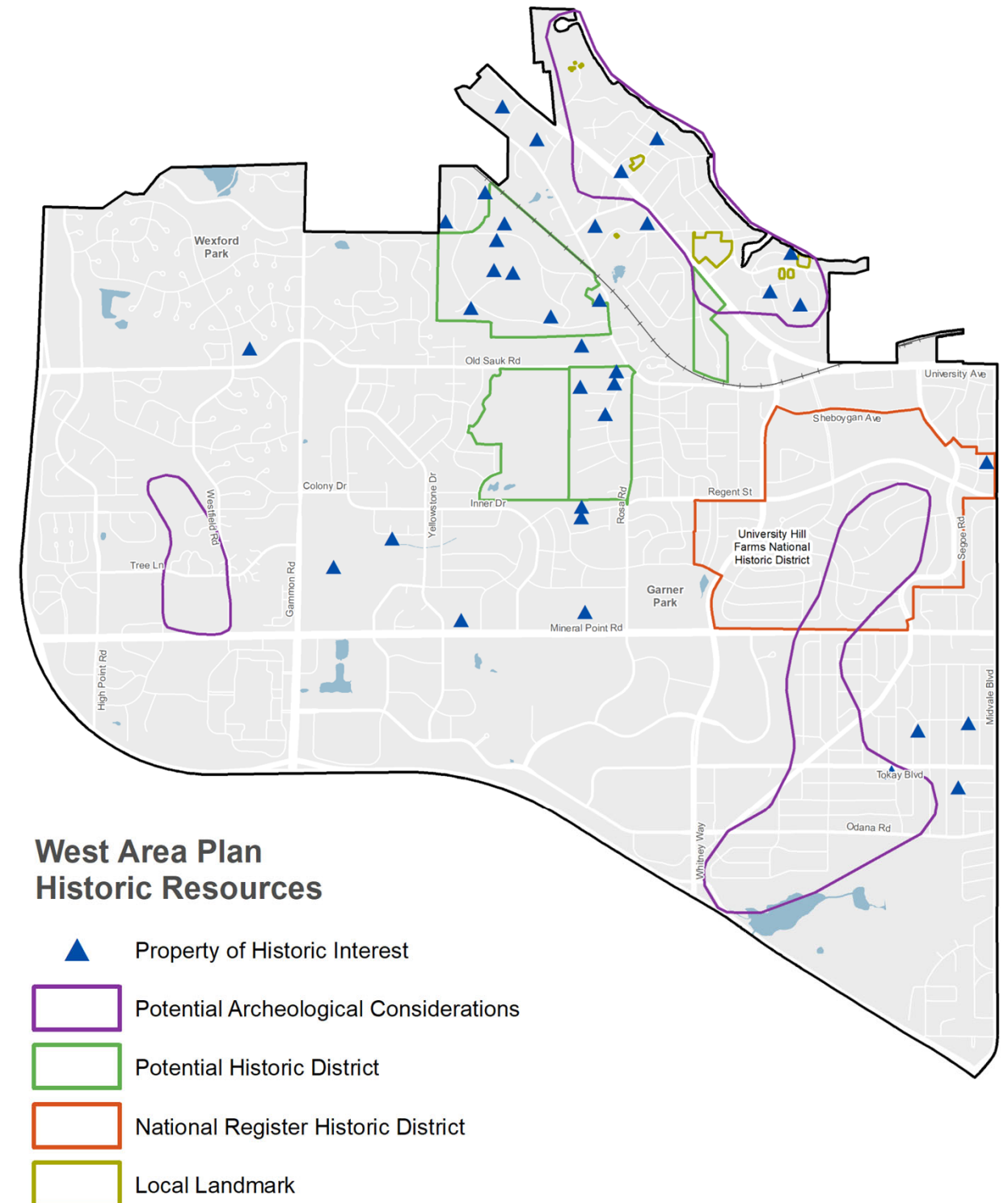


- Urban Design Districts (UDDs): #3 and #6.
- Urban Design Commission(UDC) reviews most projects within these districts, which have some additional design guidance for development.
- UDC review UDD #3 for potential dissolution due to current encouragement of low-density development, which does not fit with planned future land use.
- UDC review UDD #6 for possible expansion south of Sheboygan Avenue and to add regulations to guide redevelopment along University Avenue corridor.



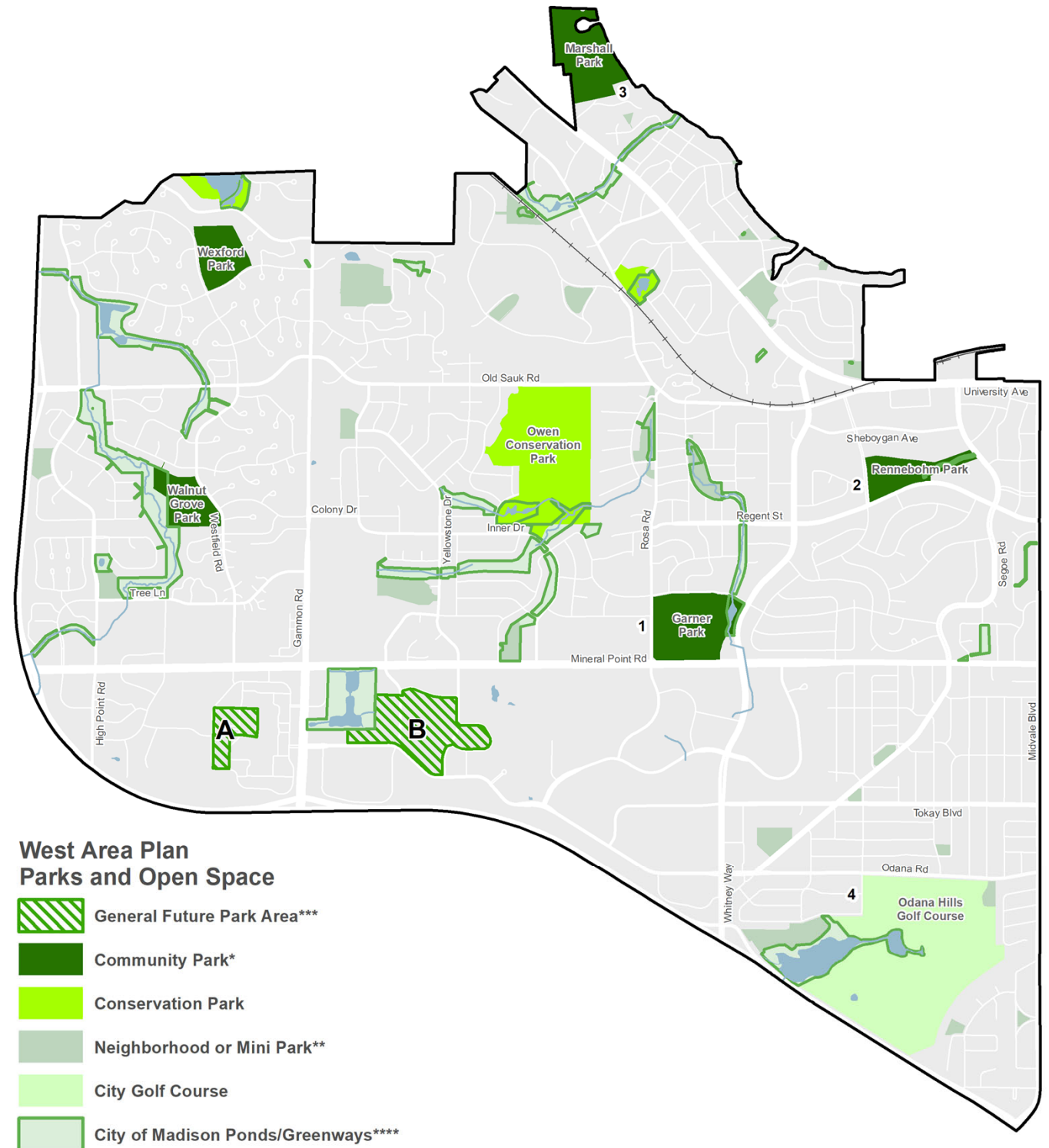
Culture & Character

- West Area historic resource review indicated several neighborhoods are potential candidates for a local historic district and/or national register historic district.
- Local historic districts regulate building design; National Register Historic Districts provide tax incentives for historically appropriate restoration.
- Detailed evaluation required for either designation.



Green & Resilient

- Park Development Planning - neighborhood and mini parks to help guide investment in future amenities.
- Additional parkland dedication if any redevelopment adjacent to Rennebohm Park (#2).
- Odana Area Plan actions for future parks south of Mineral Point Road (A & B).



Effective Government



- Center is very well used and often bursting at the seams.
- City does not own or run it, but could join partners to expand the Center.
- Draft plan also calls for additional partnerships with local governments, such as the City of Middleton, to address cross-border issues, and the Wisconsin Department of Transportation, to address mobility across the Beltline.



Lussier Community Education Center

Draft Plan Next Steps



- Public Meetings
 - Virtual: March 5, Noon
 - In-Person: March 12, 6pm. Memorial High School, Wisconsin Neighborhood Center
 - Virtual - Proactive Rezoning: March 18, 6pm
- Public Review & Feedback through March 20 (via project website)
- Continued Staff Review Feedback/City Agency Meetings
- Final Draft Plan Completion
- City Board/Committee/Commission/Council Review and Approval of Final Draft Plan ~ April-June

Discussion



- Small Group Breakout Discussions (30 minutes)
- Large Group Report Back