

West Area Plan



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

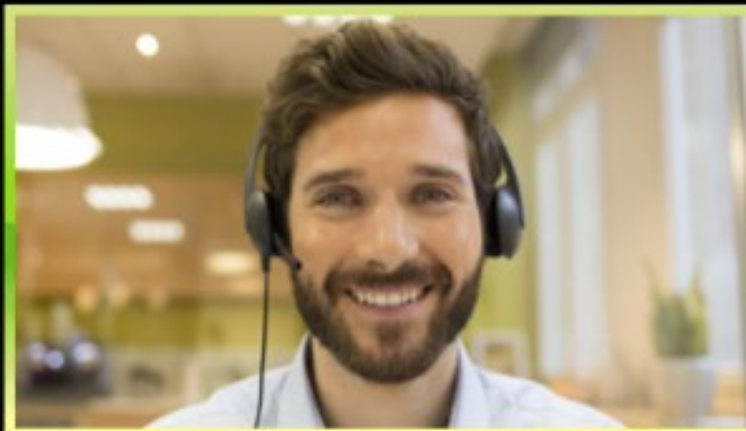
Proactive Rezoning Informational Meeting - March 18, 2024, 6:00 – 7:00 p.m.

Meeting Basics



- **This meeting is being recorded.** It is a public record subject to disclosure. By continuing to be in the meeting, you are consenting to being recorded and to this record being released to public record requestors who may see you, your home, and your family members in the recording. You have the option to turn off your camera and participate with audio only.
- Please **keep camera and mic off** until after the presentation.
- Use **Chat** only if you have technical issues.
- During the discussion/Q&A, use “**Raise Hand**” for questions.
- Please turn mic off after speaking to avoid background noise.
- Please respect one another's time: one speaker at time.

Display



Display

Display

Display

Display

Mute
(Phone: *6)

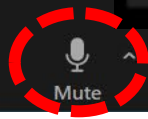
Display

Chat

Display

Raise Hand in
Reactions
(Phone: *9)

Display



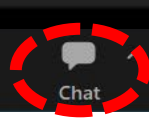
Mute



Stop Video



Participants



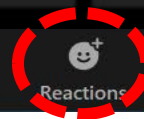
Chat



Share Screen



English



Reactions



Apps

Leave



Meeting Agenda 6:00-7:00 p.m.

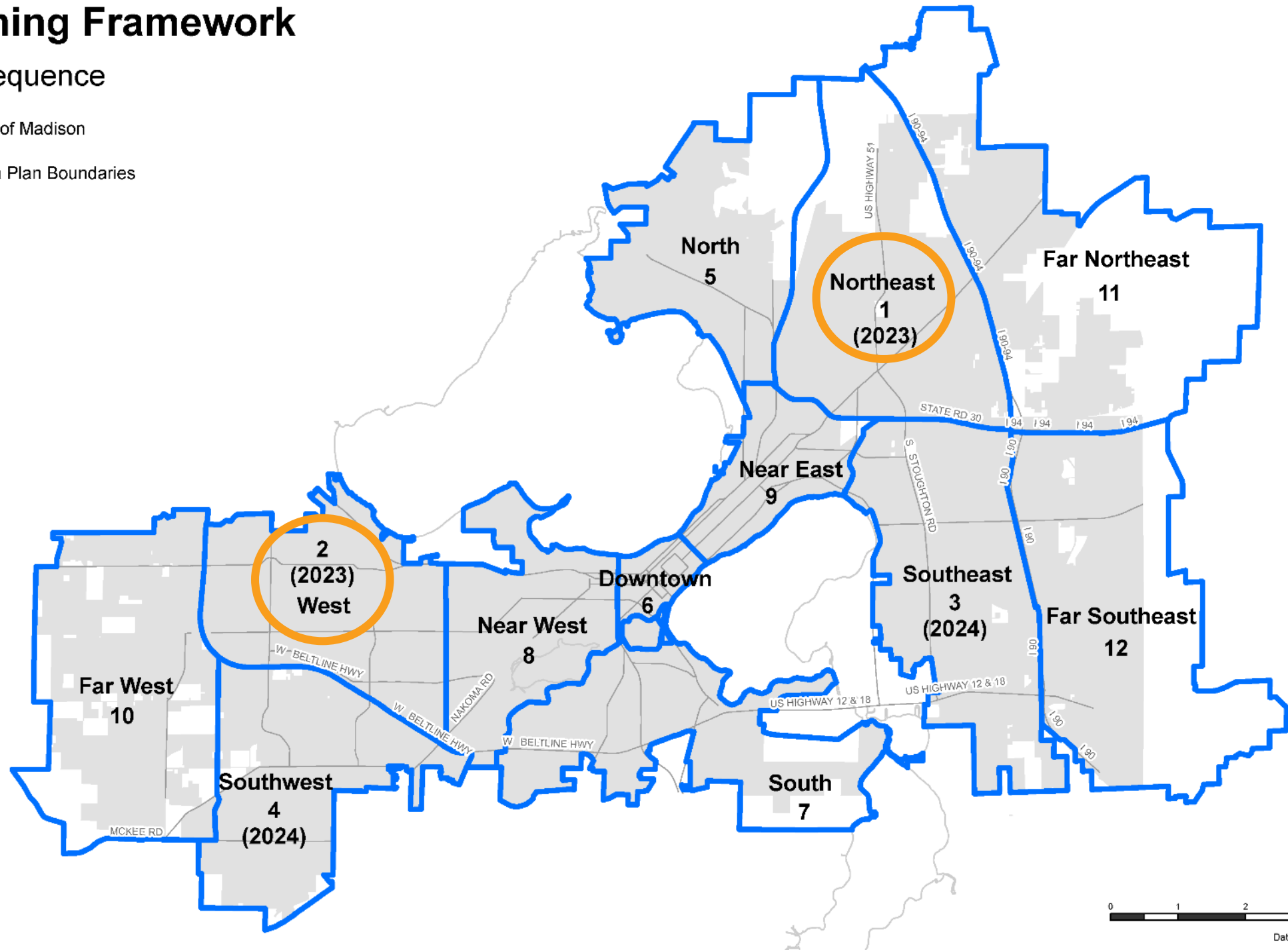


- West Area Plan Overview
- Land Use vs. Zoning
- What Zoning Is
- Potential Proactive Rezoning
- Q & A

Planning Framework

Plan Sequence

-  City of Madison
-  Area Plan Boundaries



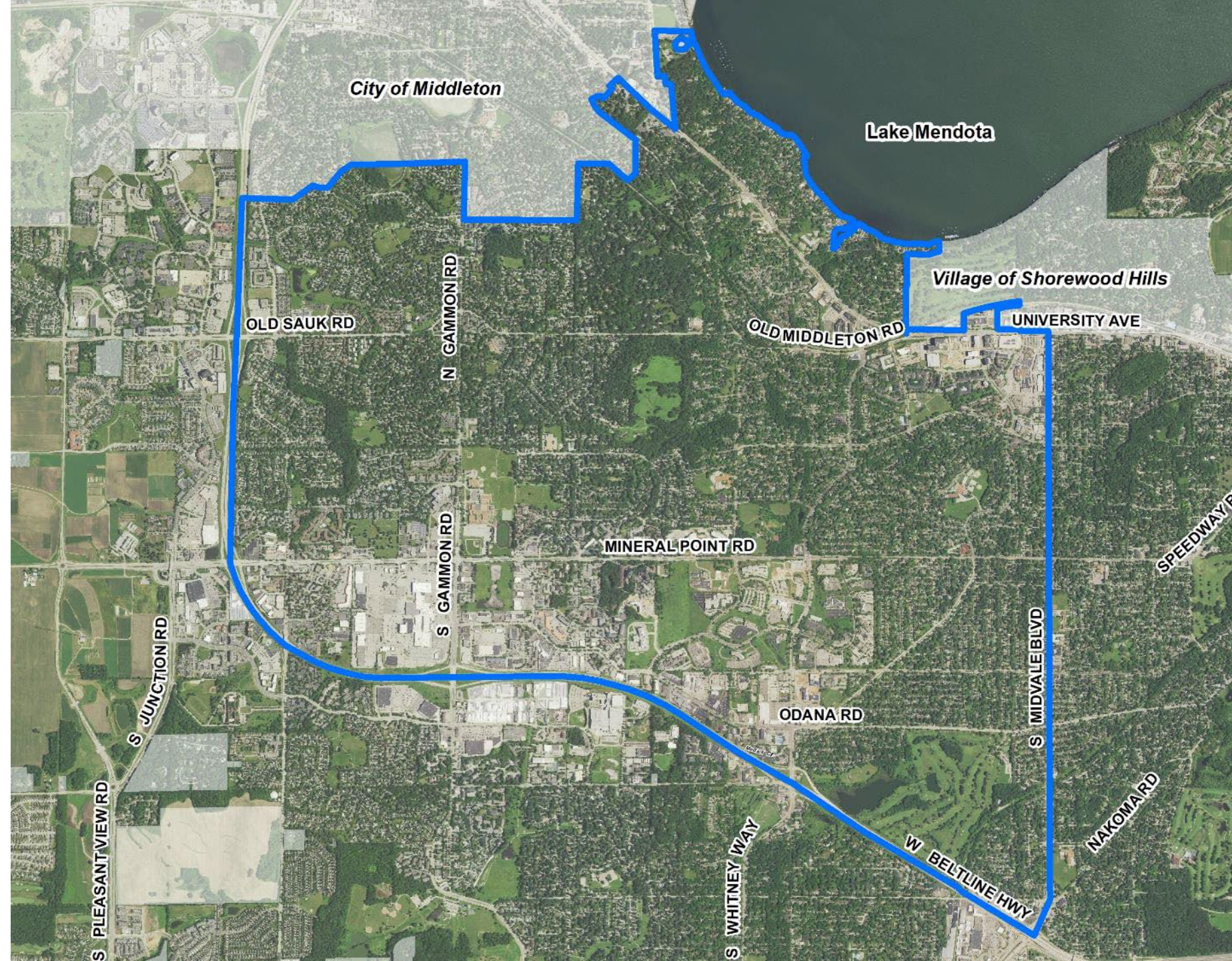
Planning Framework – Area Plans will:



- Cover the entire city
- Be established then updated each decade
- Include an emphasis on reaching residents and communities typically underrepresented in City processes
- Have increased coordination with City initiatives (Parks, Engineering, etc.)
- Reduce the number of outdated and overlapping sub-area plans



West Area Plan



West Area Plan Estimated Timeline



Action Steps	Timeframe
Continued public review and feedback	Extended past March 20
Additional Draft Plan Public Engagement	To be scheduled
Board/Committee/Commission Reviews	To be scheduled
Plan Adoption	To be determined

Comment on draft West Area Plan on the project webpage:

www.cityofmadison.com/westplan

How Land Development Works



1. Pre-Application Discussions

- Alders
- City Staff
- Neighbors & Neighborhood Groups

2. Applicant Files Application

- Rezoning
- Conditional Use
- Demolition
- Land Division

3. City Agency Review

Planning
Zoning
City Engineering

Traffic Engineering
Parks
Forestry

Mapping
Fire
Water Utility

Metro Transit
Streets & Recycling
Assessor

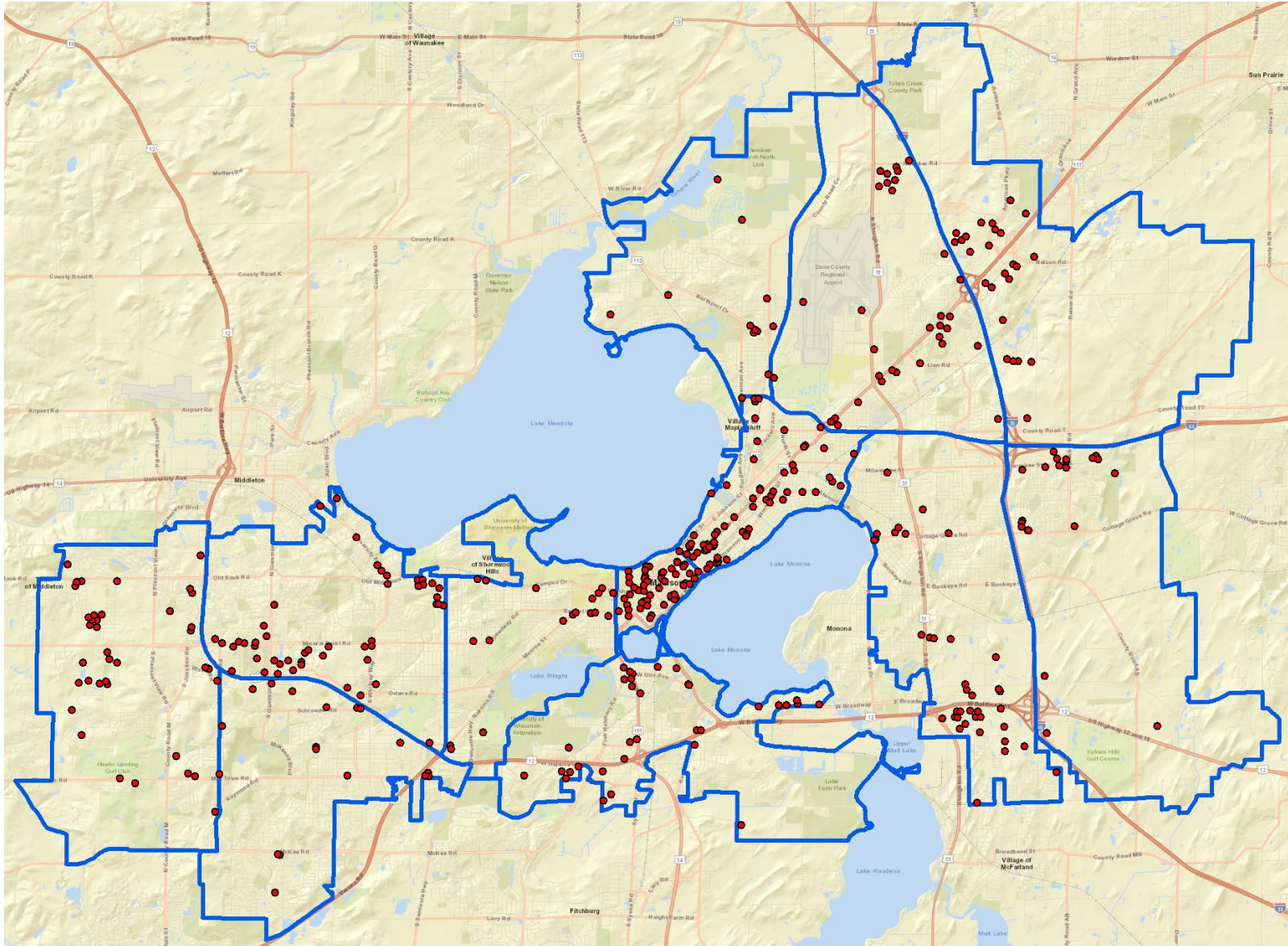
Real Estate
Police
Parking Utility

4. Meetings and Public Hearings

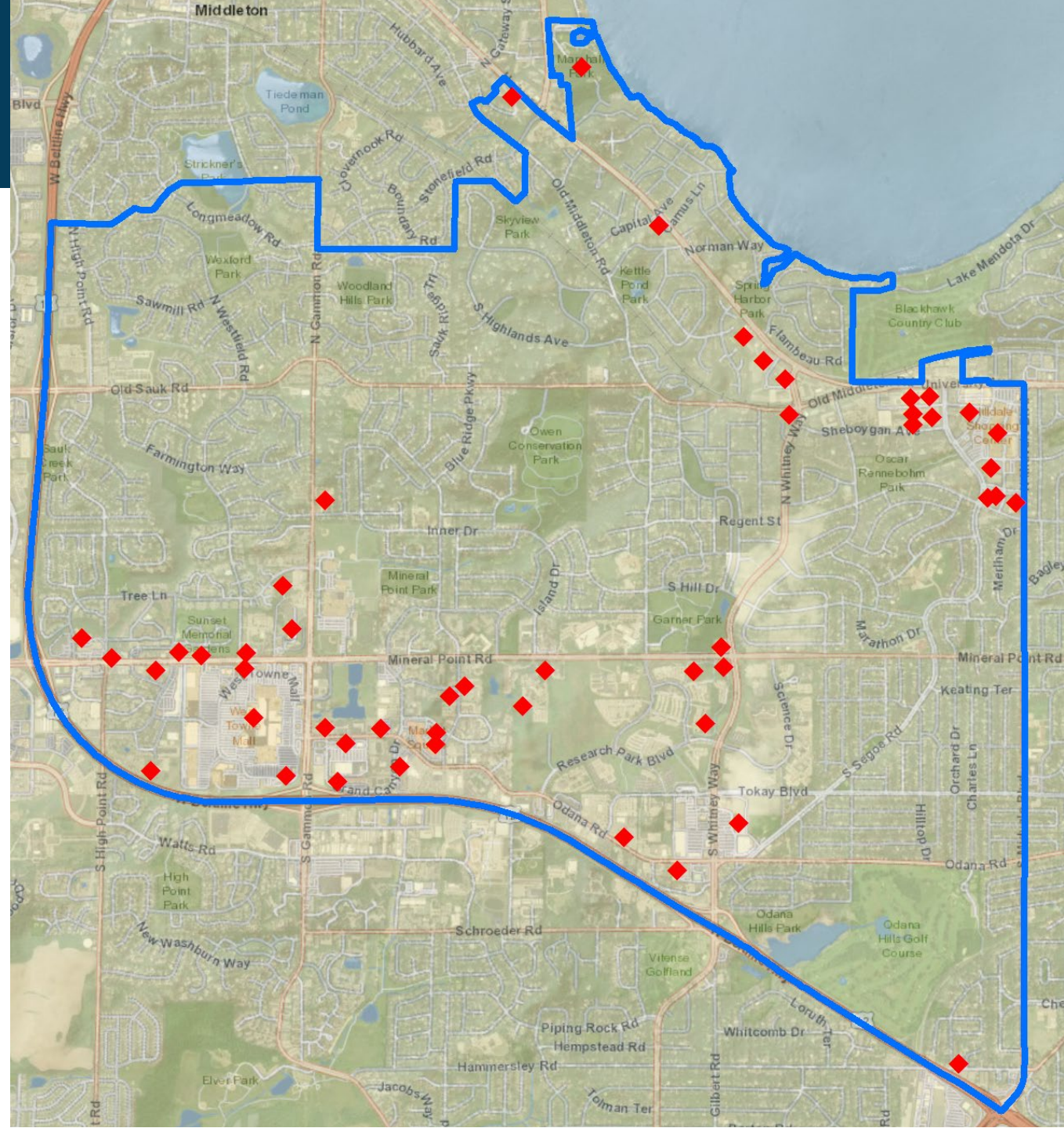
- Landmarks Commission
- Urban Design Commission
- Plan Commission
- Common Council
- *(others)*

5. City Agency Verification

Recent Development (2016-2024)



2016-2024



Planning Land Uses vs Zoning



Land Use Mapping

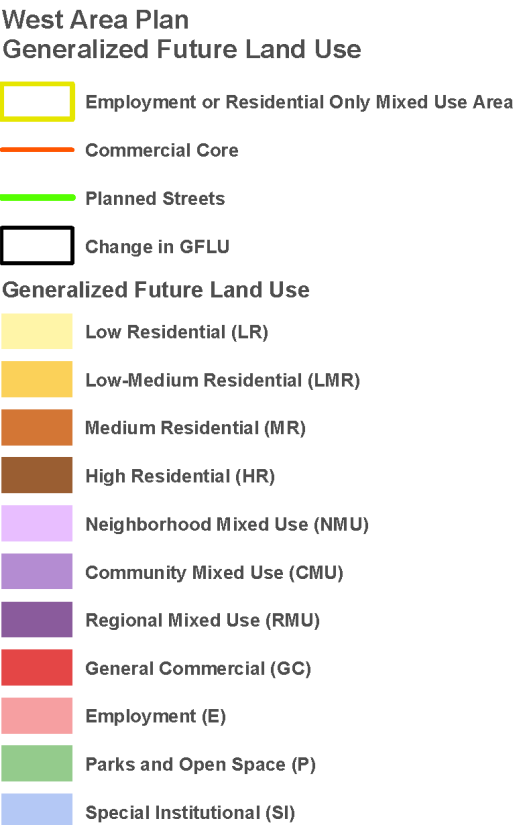
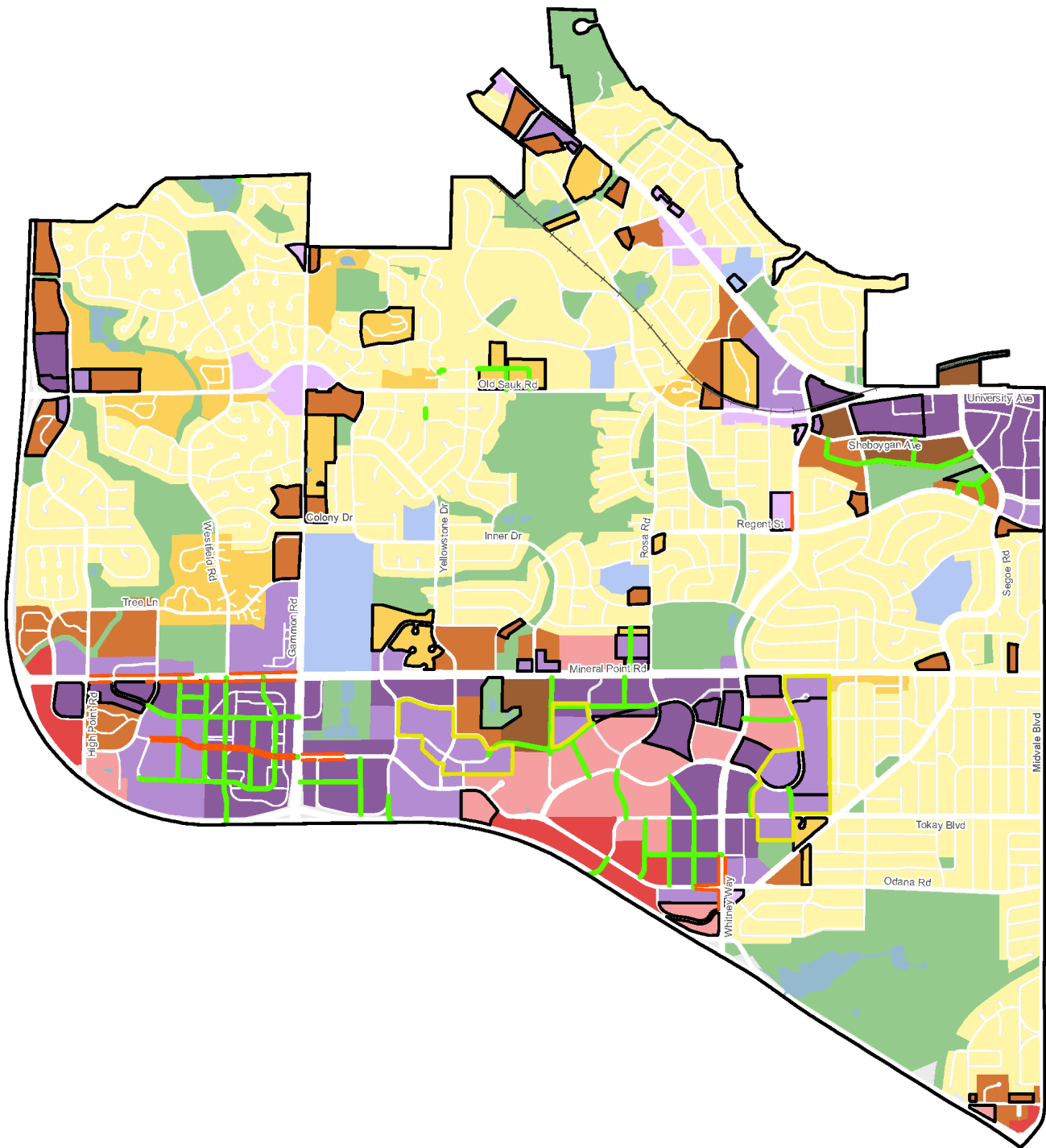


- Planning tool with broadly-categorized land uses for general areas.
- Generalized **Future** Land Use (GFLU) map is in the City's Comprehensive **Plan** and area plans
- 15 land use **categories**

Zoning

- More specific
- Implements recommendations of plans
- **Ordinance** that regulates use, building form, building location
- Rezoning must be consistent with GFLU map
- 41 **districts** + 8 overlay districts

Generalized Future Land Use Map

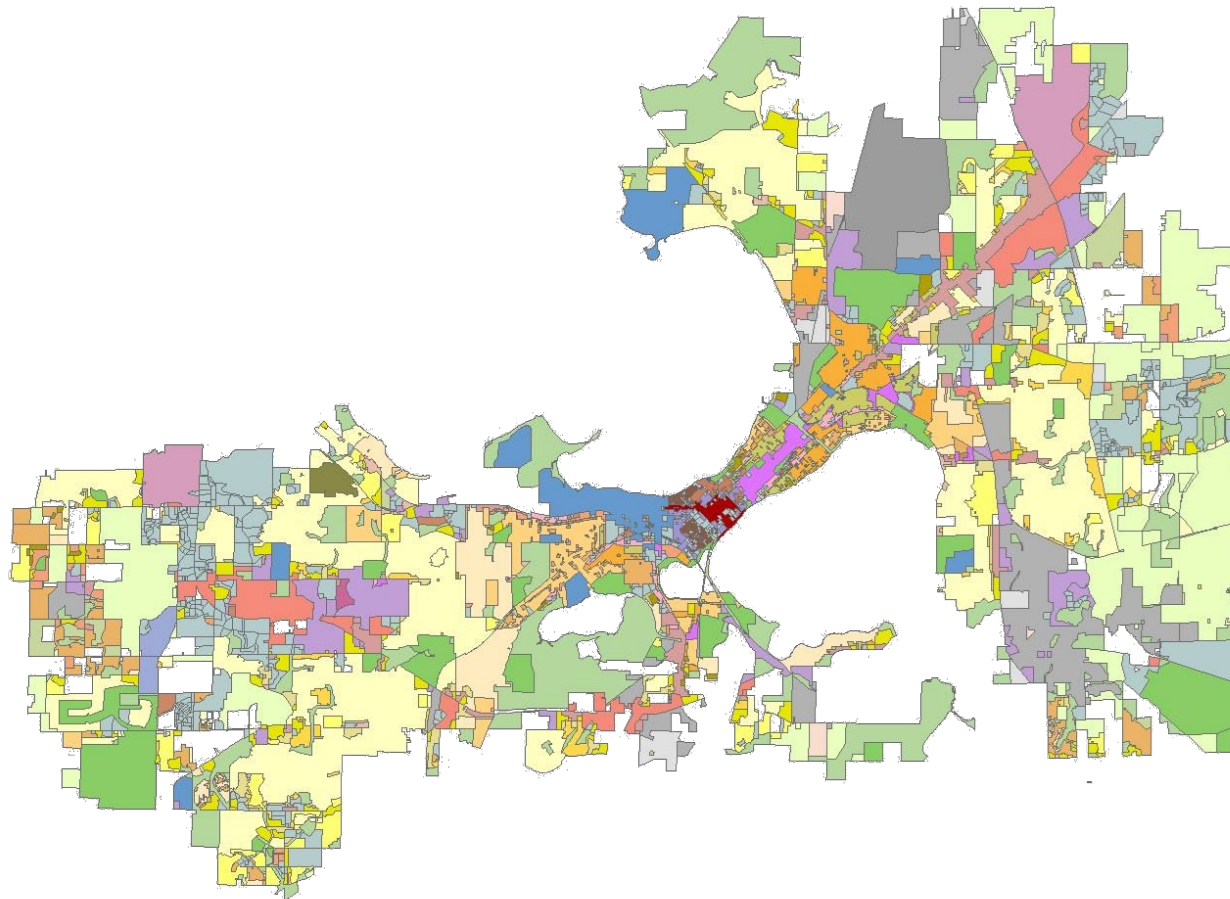


What is Zoning?



Zoning ordinance has two main components:

1. Zoning Map



2. Zoning Text

28.060 - GENERAL PROVISIONS FOR MIXED-USE AND COMMERCIAL DISTRICTS.



(1) Statement of Purpose.

Mixed-use and commercial districts are established to provide a range of district types, from the small neighborhood center to regional-level retail centers, while fostering high-quality building and site design and pedestrian, bicycle and transit as well as automobile circulation.

(2) Design Standards. The following design standards are applicable after the effective date of this code to all new buildings and major expansions (fifty percent (50%) or more of building floor area). Design standards shall apply only to the portion of the building or site that is undergoing alteration.

- (a) Entrance Orientation (See Figure D1). All new buildings shall have a functional entrance oriented to an abutting public street. Additional entrances may be oriented to a private street or parking area. For buildings with multiple non-residential tenants, a minimum of one (1) tenant space shall have a functional entrance oriented towards an abutting public street. Other tenant spaces shall be connected to the public street with a private sidewalk connection. Entries shall



Figure D1: Entrance Orientation

What Zoning Does



- Allows permitted (by-right) uses
- Identifies uses allowed conditionally
- Minimum lot sizes
- Where a building can be placed on site (setbacks)
- Maximum building size
- Open space
- Parking
- Building forms and materials
- Design standards (some)

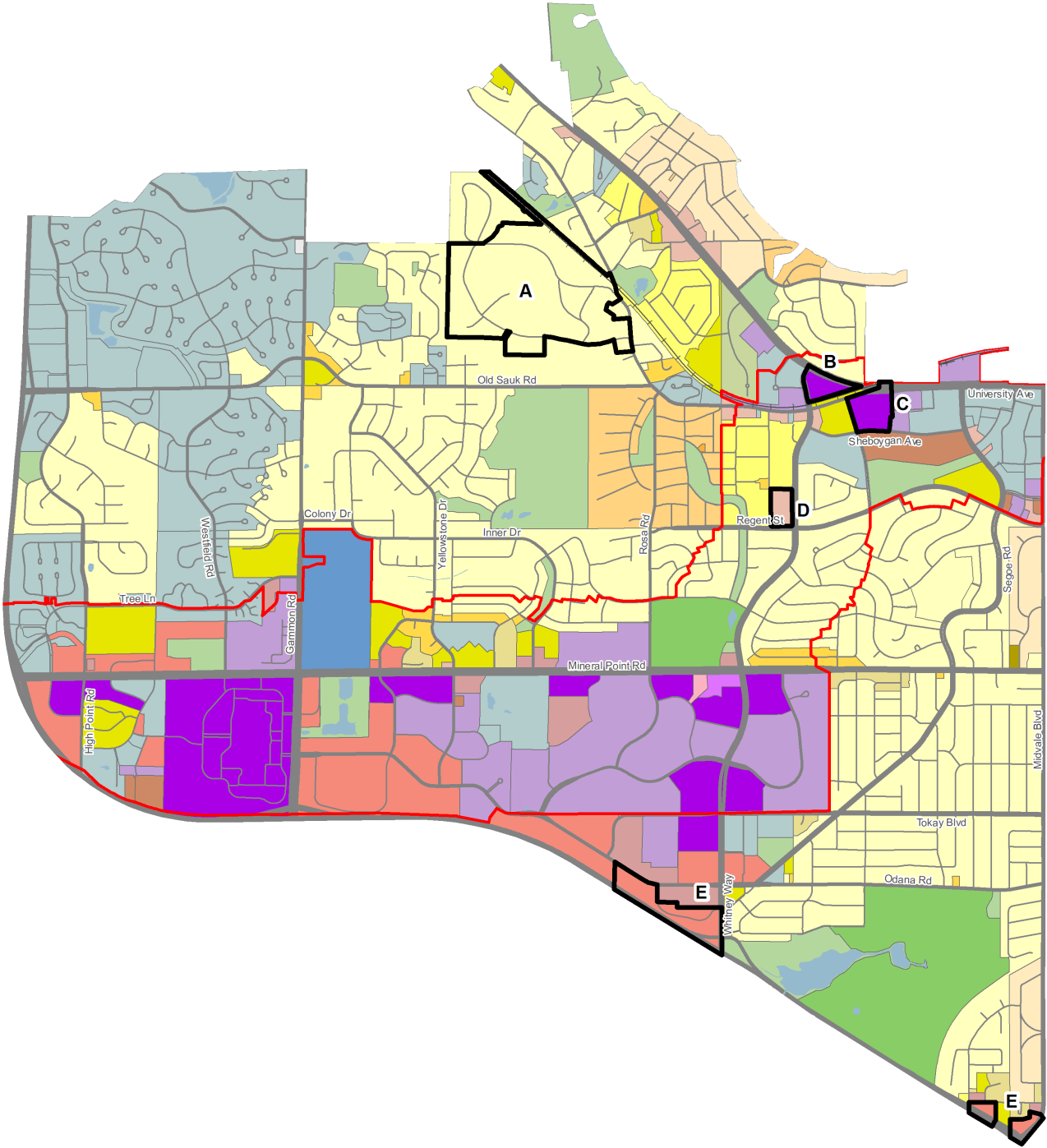


What Zoning Does Not Do:

- Require New Development or Redevelopment
- Require existing buildings or uses to cease
- Require ownership or rental
- Set prices or rents
- Require existing lots to split, combine, or change size
- Historic Preservation
- Dictate Street Types and Widths
- Dictate Sidewalk Width or Location
- Change Parks
- Restrict or Require Trees*
- Architectural Control*

Proposed Proactive Rezoning

- A. TR-R to SR-C1
- B. NMX to RMX
- C. SE to RMX
- D. SR-C2 to NMX
- E. CC-T to CC



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

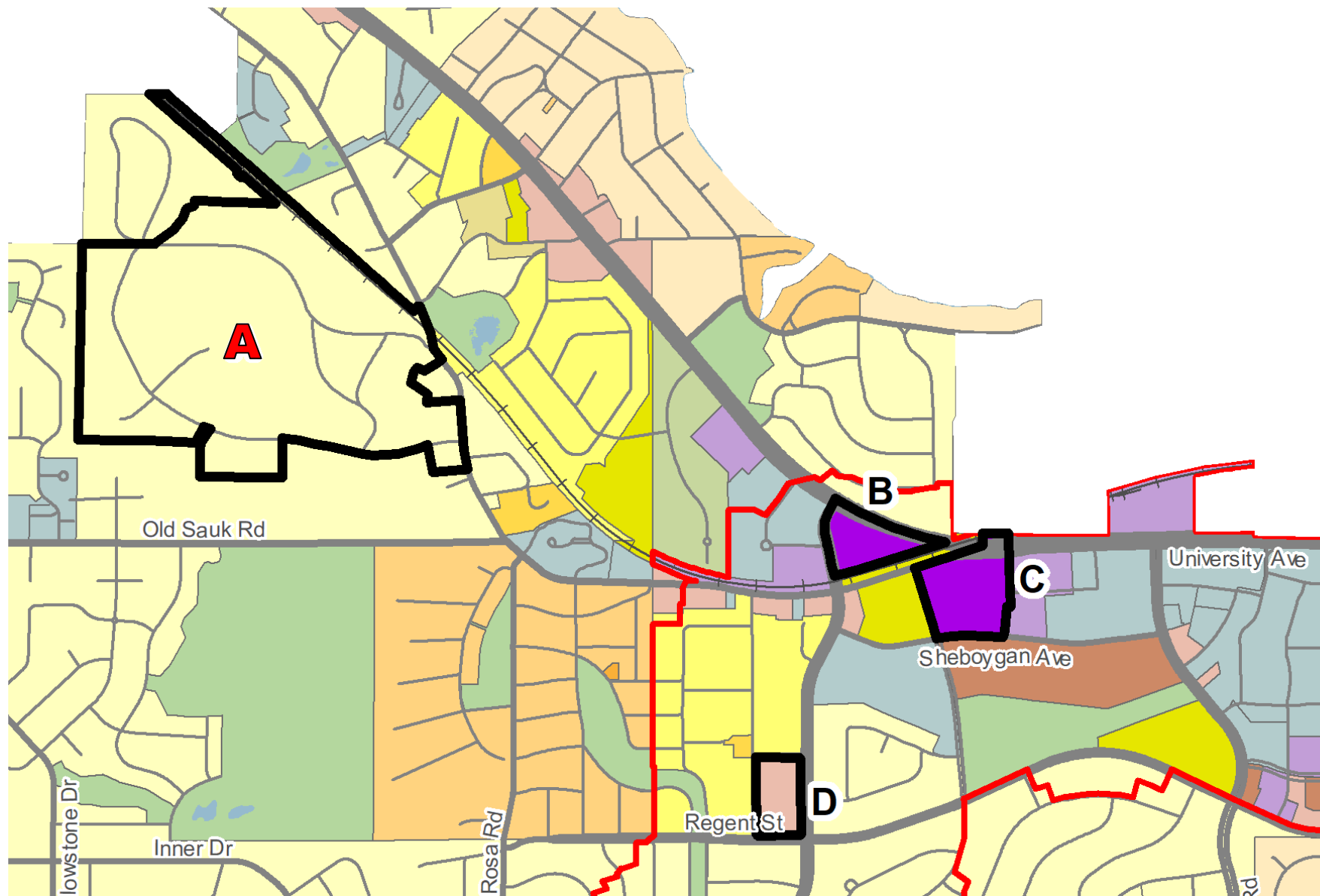
- CI
- CN
- PD
- PR

Proposed Proactive Rezoning – Area A



Traditional Residential-Rustic (TR-R) to Suburban Residential-Consistent 1 (SR-C1)

- Similar Uses
- Smaller Minimum Lot Size

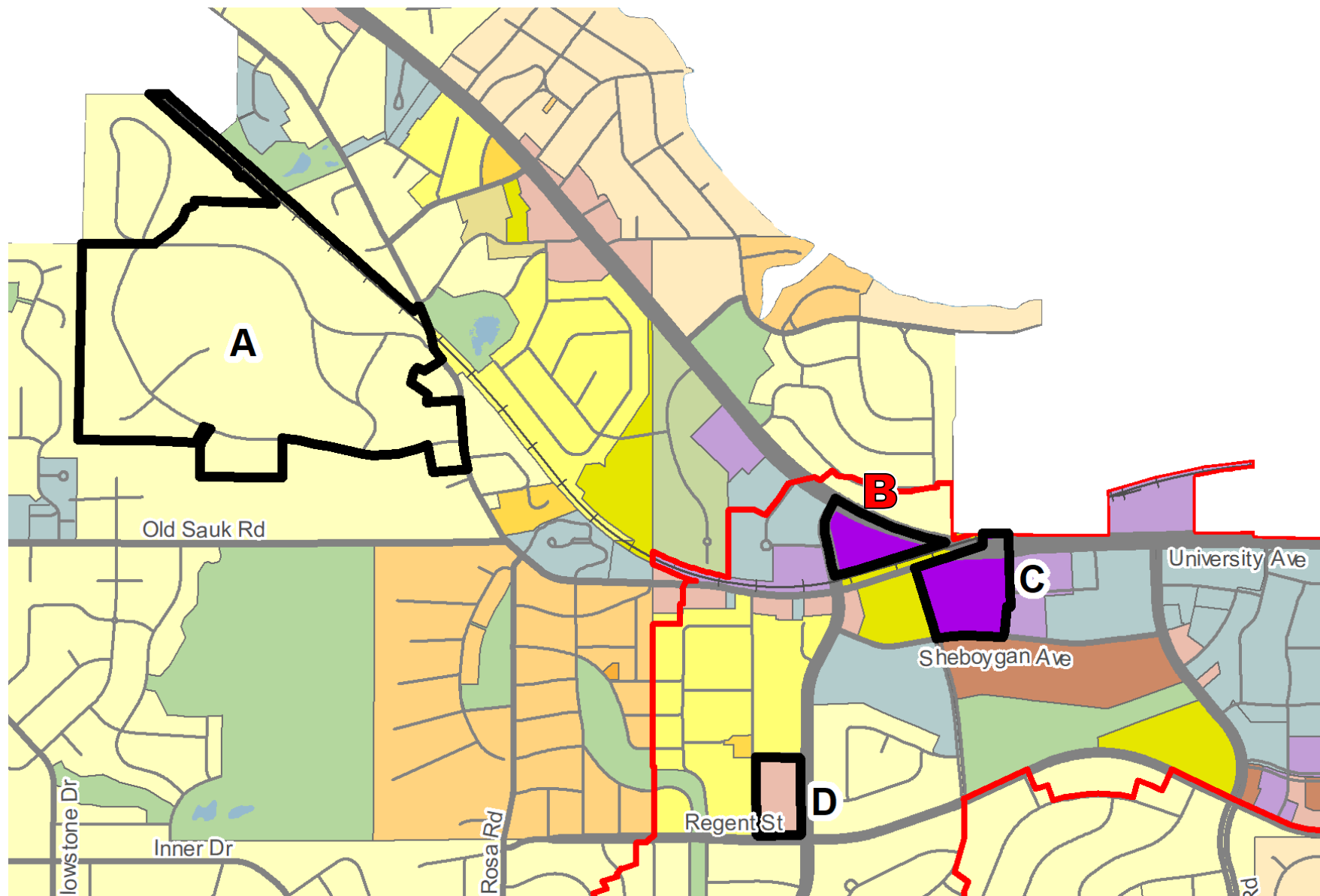


Proposed Proactive Rezoning – Area B



Neighborhood Mixed-Use (NMX) to Regional Mixed Use (RMX)

- Similar uses
- Allows greater height and intensity of development

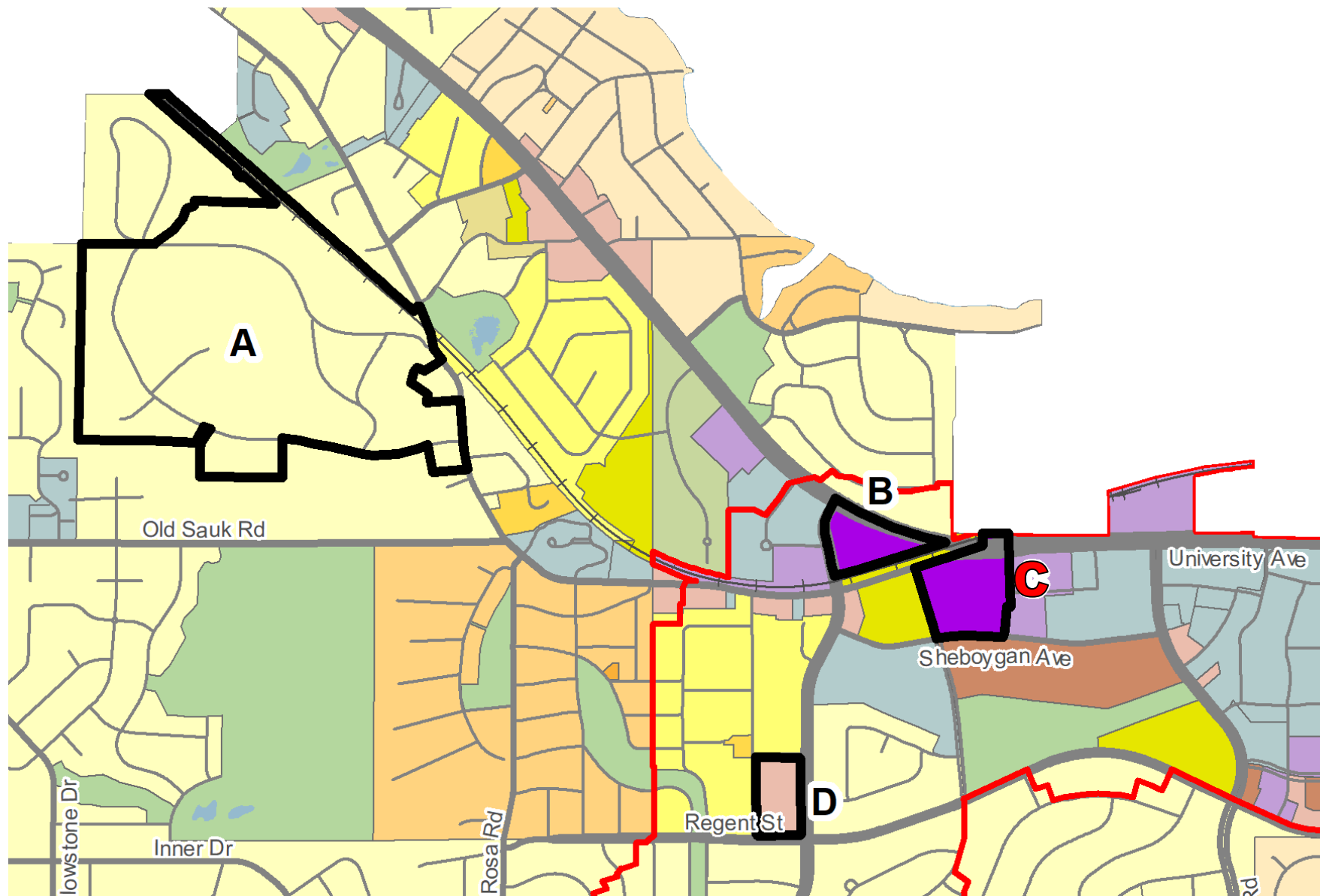


Proposed Proactive Rezoning – Area C



Suburban Employment (SE) to Regional Mixed Use (RMX)

- Allows residential as a permitted use
- Allows greater height and intensity of development

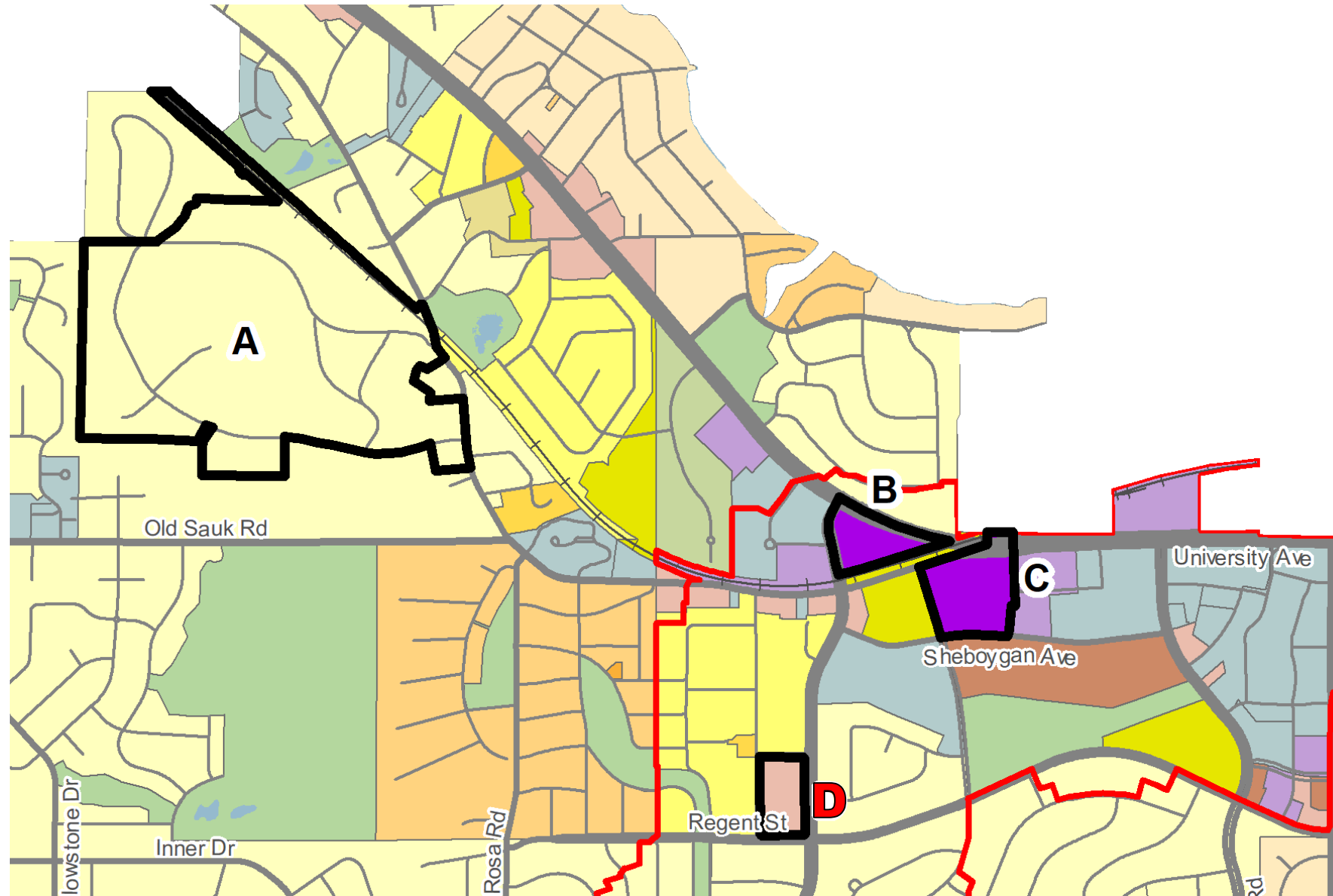


Proposed Proactive Rezoning – Area D



Suburban Residential-Consistent 2 (SR-C2) to Neighborhood Mixed Use (NMX)

- Allows existing residences and churches
- Allows small mixed-use and residential building
- Allows some commercial uses
- Near BRT station

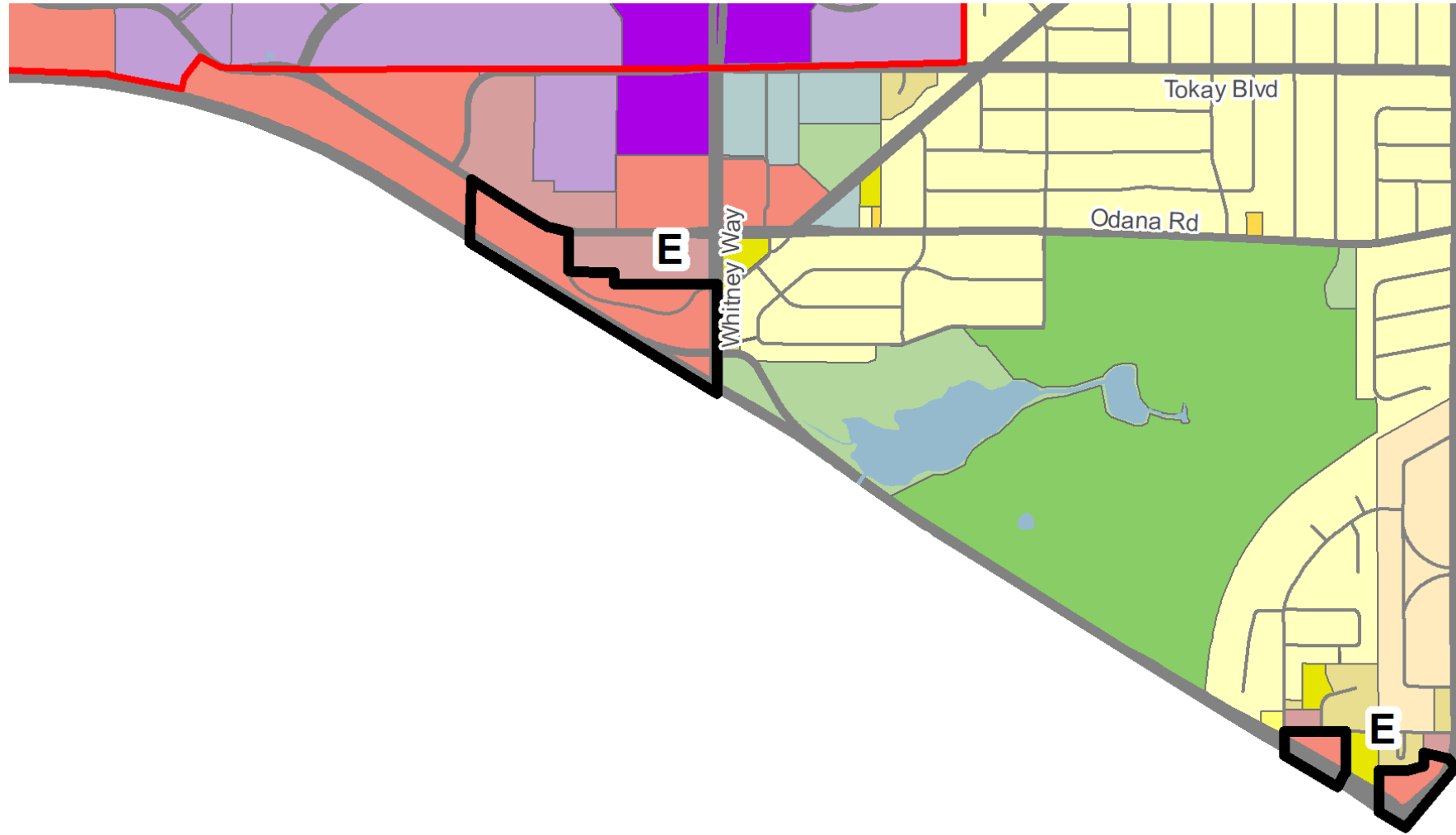


Proposed Proactive Rezoning – Area E



Commercial Corridor –
Transitional (CC-T) to
Commercial Center
(CC)

- Generally similar uses
- Development that includes residential must secure conditional use approval



Proactive Rezoning Process



1. Draft Plan and recommendations review and approval process
 - a) Additional Public Meetings
 - b) Board, Committee, and Commission reviews
 - c) Plan Commission is primary recommending body
 - d) Common Council adopts plans
2. Zoning map amendments from adopted West Area Plan prepared as directed by Common Council

Proactive Rezoning Process



3. Property owners and nearby properties notified for public hearing
 - a) Newspaper notice of public hearing per state statute
 - b) Postcards to all property owners and occupants within 200 ft per city ordinance
4. Zoning map amendments reviewed & approved according to Madison General Ordinances, section 28.182:
 - a) Review and recommendation by Plan Commission (public hearing)
 - b) Review and approval by Common Council

Q & A

