

West Area Plan Meeting Notes

Virtual Meetings Feb. 6, 12p.m. & Feb. 13, 6p.m.

1. What aspects of the West Area do you love most and why?

- Location/Area- Love the area because of parks, schools, walkability, bus service
 - Views
 - Like view of capitol, research, great vistas from the city
 - Being close to lake
 - Places to shop and eat
 - Like walking to a grocery store
 - Bike-able parks and other connections
 - Easy connections to nature
 - Mature trees, nature
 - Forested area
 - Like the old tree canopy in Spring Harbor
 - Like parks and greenspaces
 - Charming character of neighborhoods
 - Not congested, quiet, low density
 - Safe, low-crime area.
 - Quiet
 - Family in the area
 - Near library
 - Close to work
 - Like to see people on the streets, community activities
- Bicycle lanes
- Parks/Greenspaces
 - Greenways
 - Trees
- Services
 - Underground utilities
 - Bus service
 - On bus routes – use occasionally – looking forward to BRT to get downtown
- Good mix of commercial & residential
 - Good housing, neighborhoods, services, stores.
 - Residential
 - Affordable housing compared to some areas
 - Unaffordable Housing
 - Cannot afford a house in the area.
 - High Rent
 - Like differences between the different communities, different types of housing, like housing on Old Middleton
- Walkability/Access
 - Good access (but not always walkable) to shopping areas
 - Love access to greenways/parks
 - Transit access to nearby destinations
 - Close schools
 - Access to walking and bike pathways

- Like walkability
- Accessibility to Hilldale
- Love Kettle Pond
- Sequoia Commons is Midvale Heights' greatest neighborhood.
- Like the variations in landscaping on Research Park and Old Sauk Rd

2. What parts of the West Area are best situated to add new residents through redevelopment as the city continues to grow over the coming decades? (could say outside of the areas already experiencing redevelopment like Madison Yards and Westgate)

- Increase density along mass transit corridors
- ADUs
- Hilldale
- New growth – Market Square area – even at West Towne Mall – a lot of space originally dedicated to parking
- Midvale Blvd. – has it been looked at for additional development?
- Growth concerns
 - Tamarack Trails – devoted to residential area – concerned about the plans that would destroy our residential community feel
- Love Madison and my neighborhood – when faced with development on places like Whitney Way, Mineral Point all with high traffic – driving need for rapid transit
- By UW Digestive Health on University Avenue.
- Many businesses have gone out of business along Whitney Way – Mineral Point to Beltline.
- Odana Plan – encouraging process – good for additional density in that area.
- Agree – seeing some apartments on Odana – good; Mineral Point corridor as well.
- URP west of Beltline – good spot as well.
- Boring buildings are going up – destroying the character of Madison – need buildings that are more attractive.
- People want interesting buildings, townhome (missing middle) housing.
- Second that comment – need more interesting buildings – like City Row. Boxes can be made to look more appealing. It needs to be lucrative for developers to build affordable housing.
- West Towne.
- The former Cops on Whitney way across from west transfer point
- Oppose development of Odana Golf Course
- Churches
- There is already so much development happening like Madison yards, Westgate, Odana area
- Odana area would be great for more redevelopment
- A lot of the housing is before 1960s which are not energy efficient

3. Are there any bicycle route, sidewalk, or road connections that that you feel need to be made within the West Area?

- Bike lanes to bus lines
- Craig Ave to Huegel Elementary without riding on Whitney Way – needs to be an easier way to get to the Beltline Path.
- Connections to the SW Path and Cap City Trail from the far west side; also SW to Military Ridge through Verona would also be great.
- Do not like the idea of bike paths through greenways and parks.

- Impossible to get across High Point Road; sidewalk ends where the water tower is. High Point Road is challenging overall. Newberry Heights area.
- Gammon/Watts/Schroeder Road area – challenging for traffic.
- Good job lowering speed limits.
- Always been a difficult route from the Southwest Commuter Path going back toward Hill Farms area
- Need to coordinate bike path extensions with residential concerns – one of the bike paths goes to a cul-de sac
- Encourage wider use of bike paths as compared to streets – bike commuting on streets where people park and the streets are curvy is unsafe
- Sidewalk infill is needed – add where they are lacking.
- Midvale Heights – Ames Street & Hilltop Drive – important for pedestrians, walking to school. Tocora Lane connection peds to URP. Street needs sidewalks though.
- Where bike path ends at Old Middleton Road at ramp to University Avenue – need better bike path there.
- Some traffic lights (like at Regent) do not cycle for bikes.
- Mineral Point Road – need replacement for bike for BRT.
- West Towne – ped and bike unfriendly.
- Need map of lack of sidewalks.
- Hill Farms is a walkable neighborhood; Whitney is going down to one lane, take Whitney to go downtown area, people are taking alternative routes
- Crossing busy streets is a challenge
- University Avenue is a barrier
- Improving the safety of intersections is important
- Like new Odana Road bike lanes
- Improve the bike connections
- This area has several east-west bike paths need more North-south connections
- Mineral point is a big barrier to biking, would like to bike to the new development along Whitney and Mineral Point
- Crossing busy streets is a challenge
- Improving the safety of intersections is important

4. Are there any park amenities that the West Area lacks?

- More bathrooms
- Dog parks
- Improvements by Newberry Park – access to nearby T. Middleton conservancy area
- Overgrown area at the end of Julia Street – needs to be better maintained. Stagnant water.
- Walnut Grove – has many amenities and well used. No parking lot though – street parking can be overcrowded to the point of being dangerous. A parking lot is needed.
- Shade, water, and bathrooms → the criteria for attracting families with kids. Some parks need more trees.
- Spring Harbor, Hoyt, Indian Hills – water fountains are very old and have very low pressure. Would be good to have bottle fillers as well.
- General lack of seating in many parks – e.g. Nautilus Point Park – redevelopment in direction she approves of – more wildlife coming to the pond north of Mineral Pt. but need seating to observe – taking this into account would increase usage by people

- Intergenerational playgrounds have such a great approach to bringing people of different ages together
- Odana Hills Golf Course – limited in use – opportunities to make it multi-functional
- Alder Figueroa Cole – how to bring gardens closer to residents. How to be intentional about bringing experience into schools, backyards, parks.
- Glad that City is attending to greenspaces – but some of those managed areas are seeing invasive species and other issues that should be attended to
- Have disabilities, do not want a bike raceway in the Walnut Grove greenway
- Proposed greenway reconstruction, mountain bike trails, TOD
- People like to have bike trails – but Walnut Grove Park is way too small for the type of thing they want to put in there
- Agree with everything said about Walnut Grove Park – very busy park with lots of families, tennis, soccer, isn't any parking lot and is busy already, some folks walk the path every single day – don't want racing bikes that have been proposed
- Greenway concerns
 - South Kenosha greenway – flooding problems in that area – the city has developed plans to try to deal with that – but calls for total elimination of all of the trees, which are highly prized by all of the residents
 - Area residents would like to see maintenance and restoration instead – have started a neighborhood project to do this – turkeys that roost in the trees planting native vegetation there – important treasure
 - Other ways to deal with the flooding issue besides taking out the trees
- Sauk Creek Friends are concerned about the Sauk Creek greenway
- Need more mini parks and if the City doesn't want that for operational reasons that's a concern
- Maybe nature playgrounds
- Lot of demand for pickle ball
- Worried about the greenway with creek where city is cutting trees

5. What portions of the West Area do you feel lack the amenities and services needed to be considered a complete neighborhood?

- Walkability and bike-ability to libraries
- Absence of cultural facilities & art in West Area
- Odana Road area – is mostly businesses between Mineral Point and Whitney.
- In new construction – space for stores on the ground level – good approach. However, there is many vacant storefronts. Live near West Towne – like it because of the types of things available nearby – lots of coffee shops, restaurants, mall is close and within walking distance
- In Hills Farms – would be great to have some more walkable areas – tend to have to drive to most places – lost a local grocery store recently – don't have community gathering type places
- Also interested into how the City will incorporate childcare
- Need mini parks
- Why are we adding so much commercial if there is no demand for it?
- Look at 15 minute cities concept
- No coffee shops within walking distance of Hill Farms - only if you have access to Hilldale
- Farmers market

6. Are there other elements that you would change and/or improve about your neighborhood?

- Challenge in filling ground floor retail; prefer larger shopping area with high quality stores.
- Spring Harbor – value water quality. Tree coverage important.
- Don't want to see taller buildings that would make the area look like downtown
- Love Madison and my neighborhood – when faced with development on places like Whitney Way, Mineral Point all with high traffic – driving need for rapid transit
- Prioritize people not cars
- Mineral Pt. Road, Old Sauk Rd. are not constructed to withstand traffic increases – Old Sauk Rd. underneath the Beltline is disintegrating
- No to proposed greenway reconstruction, mountain bike trails, TOD
- Great Sequoya Commons area – would like to see a corner grocery store there. Might be challenging. Walkable food access.
- Incentives to plant trees cut down with replacements - primarily concern; TOD, traffic concerns, Whitney Way, North-south corridors of Segoe and Gammon traffic
- 1959 use of plan - City of Madison spread out, not clusters of business; retro fitted - like
- Mineral Point can use traffic calming
- Don't like 25 mile speed limit on Whitney Way
- City seems to be focusing on development and not quality of life
- Don't like the new cookie cutter buildings and that buildings are up to the street
- Survey should let residents prioritize, CGS survey didn't do anything with the survey responses
- City isn't prioritizing tree canopy
- TOD did not keep the reasons why people live here into consideration. Need to preserve history while looking forward to the future.

7. What else would you like to share?

- Told what's already been planned, what's going to happen – after planning has been decided – don't feel voices are heard during the planning process
- Just found out about this meeting at 9 a.m. this morning
- Air B&Bs – a problem – some homes are just rentals
- People chose west side because of low density, low buildings, etc.
- Respect for existing neighborhood plans
- Too much density
- Storm water Management Plans - not enough public input
- Infill is necessary, but why allow market-rate-only development?
- Need more condos/homeownership options
- Interest in redevelopment of the mall – mix of uses
- No room to add new housing in existing neighborhoods
- Greenways – over engineered (Sauk Creek)
- What are activity centers?
- What is BRT?
- Will the slides be published separately from the recording?
- What will be the status of neighborhood plans that were developed and approved in past years?
- Hill Farms- climate change, storm water, how will we be working on that
- Factor in working from home changes
- Telecommuting, more people want to work from home.

- Hill Farms- AT&T- reinforcing conduit, high capacity
- Building heights - will we look at that? Highest point in Madison – is West Area going to build up?
- Glad to see watershed studies included in planning, Kenosha was flooded
- City residents would like to see neighborhood hubs
- Research Park - has many opportunities; Odana – do walkable communities
- Concerned that all new development is higher cost
- Concerned about removal of greenspace via watershed study recommendations – Sauk Creek/Wedford plan
- Need to maintain a diversity of income in the area