West Area Plan





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Kickoff Engagement Meetings

Housekeeping



- This meeting will be recorded and posted to <u>www.cityofmadison.com/WestPlan</u> By continuing to be in the meeting, you are consenting to being recorded
- Please **keep mic off** until after presentation
- Use "Raise Hand" for questions and comments
- Can use **Chat** if you have technical issues

View Options ~

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Agenda



- Area Plans / Planning Framework
- West Area Plan Boundary & Demographics
- Trends & Issues
- Plan Focus Topics
 - Land Use & Transportation
 Neighborhoods & Housing
 Parks & Stormwater
- Planning Process & Timeline
- Hear from you: questions, breakout discussion groups



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 O Parks development planning
 - \odot Library west side strategic plan
- Reduce the number of outdated and overlapping sub-area plans

Poll Question #1!



- How are you affiliated with the West Area?
 - a. I am a resident of the West Area
 - b. I own commercial property or a business in the West Area
 - c. I work in the West Area
 - d. I work for a community organization or nonprofit that serves the West Area
 - e. I am interested in weighing in on community issues, but do not live/work in the West Area

Area Plans

- Area Plans guide physical changes:

 Land use and growth/redevelopment
 Transportation (roads, pedestrians, bicycle network, transit)
 - $\odot\, \text{Parks}$ and $\text{Open}\, \text{Space}$
 - Stormwater Management, Utilities, Public Facilities
- Some detailed comments may be passed along to relevant City Departments rather than being included in the Plan document





Area Plans









CITY OF MADISON

COMPLETE GREEN STREETS GUIDE

DECEMBER 2022



CITY OF MADISON ANALYSIS OF IMPEDIMENTS TO FAIR HOUSING CHOICE ADOPTED OCTOBER 1, 2019

2018 Comprehensive Plan
 Bus Rapid Transit
 Complete Green Streets
 Underlying adopted plans
 Watershed studies

• Not starting from scratch:

Impediments to Fair HousingEtc.

 Feedback received will inform plan development and various City initiatives

- 2018 Comprehensive Plan example guiding strategies:
 - Highest intensity development along transit corridors, downtown, and at Activity Centers.
 - Compact growth to reduce the development of farmland.
 - Expand and improve the city's pedestrian and bicycle networks
 - Complete neighborhoods across the city
 - Support development of a wider mix of housing types, sizes, and costs





Area Plans

- West
- Area Plan Demographics & Boundary
- ~5,600 acres
- ~30,000 residents
- ~15,200 housing units
- 27.5% people of color
- ~25,000 jobs





Poll Question #2



- What neighborhood/community association is your home in?
 - a. I don't live in an association/I don't know
 - b. Midvale Heights
 - c. University Hill Farms
 - d. Glen Oak Hills
 - e. Spring Harbor
 - f. Faircrest or Parkwood Hills
 - g. Wexford Village
 - h. Walnut Grove or Sauk Creek
 - i. I live outside the planning area
 - j. Other association in the planning area (not listed)

Existing Sub-Area Plans

- Odana Area Plan adopted ~18 months ago – will use to guide that area.
- Review other plans for elements / recommendations
 applicable to West Area
 Plan level of detail &
 that are consistent with
 City policies and
 priorities.
- Possible retirement of underlying plans.

Note: does not show 2008 Southwest Neighborhood Plan, which partially overlaps the Odana Area, but focuses on land south of the Beltline.



City of Madison Population by Decade



Source: Census Bureau

Land Use & Transportation





Transit Network Redesign (June 2023)

Bus Rapid Transit (September 2024)



Complete Green Streets, Vision Zero

- Complete Green Streets:
 - Framework that guides street reconstruction based on mapped street type
 Modal priority
- Vision Zero:
 - Data driven strategy intended to eliminate traffic deaths and severe injuries on all roadways, bikeways and sidewalks.
 - High injury network map
 - Small projects via Safe Streets Madison; larger projects via reconstruction and resurfacing.







Poll Question #3!

- How do you commute to work?
 - a. I'm retired
 - b. I'm unemployed
 - c. I work from home most/all of the time
 - d. I drive most/all of the time
 - e. I bike most/all of the time
 - f. I walk most/all of the time
 - g. I take the bus most/all of the time
 - h. Other



Neighborhoods & Housing





Poll Question #4!

- My home is . . .
 - a. A single-family home
 - b. A duplex/townhome
 - c. Multifamily (Apartment/Condominium)

Poll Question #5!



- Do you rent or own your place of residence?
 - a. Rent
 - b. Own

Green & Resilient: Parks

AT THE REPORT OF MADE

• Park Classifications:

- Conservation Park (like Owen): Primary purpose to preserve Madison's native landscapes, plants and animal populations
- Community Park (like Garner): Typically greater than 20 acres, these parks serve a broader purpose than a neighborhood park. They focus on meeting communitybased recreation needs, as well as preserving unique landscapes and open spaces
- Neighborhood Park: Greater than 5 acres, neighborhood parks remain the basic unit of the park system. These parks serve as the recreational and social focus of the neighborhood
 - Mini Park: Fewer than 5 acres and used to address limited, isolated, or unique recreational needs

Green & Resilient

Park Development Plans:

A guide to park improvements planned in the coming 10 to 15 years at Neighborhood and Mini Parks

- Park's existing conditions
- Recent improvements
- Planned improvements
- Planned expansion, if any



https://www.cityofmadison.com/parks/projects/park-development-plans-west-area

Green & Resilient

- Watershed studies:
 - o Pheasant Branch
 - o Strickers/Mendota
 - \circ Spring Harbor
 - Wingra West
 - Willow Creek
- Studies recommend improvements to stormwater management system



This map exists to help you quickly get information about general flood risks. This map doesn't identify all areas that may flood or predict future flooding. Do not use this map to make official flood risk determinations for insurance, lending, or other purposes. This is not an official FEMA federal Flood Insurance Rate Map or the state or local equivalent. The City of Madison assumes no liability for any errors, omissions, or inaccuracies. The City also assumes not liability for any decisions or actions a user might take based on this map.

Plan Process





Use a variety of engagement techniques to reach the diverse stakeholders within the planning area (Call for Community Partners is out now!)

Staying Engaged



- Sign up for our email list!
- Interactive commenting map
- Community Survey
- Project resources
- Contact project staff



www.cityofmadison.com/WestPlan

West Area Plan

The City of Madison invites you to join us as we create the West Area Plan! We'll work with residents, community organizations, neighborhood associations, businesses and others to chart course of action for the next 10 years. The Plan will cover land use, transportation, parks and open space, and other elements of the City's <u>Comprehensive Plan</u>.

Meetings

Please join us at a <u>public kickoff meeting *poF*</u> February 6, 12:00 p.m.(virtual: <u>register here</u> **Z**). February 9, 6:00 p.m (inperson at Vel Phillips Memorial High School, 201 S. Gammon Rd., Wisconsin Neighborhood Center, enter front doors and look for directional signs) or February 13, 6:00 p.m.(virtual: <u>register here</u> **Z**)! All three meetings will have the same content and similar opportunities for people to participate.

Interactive commenting map

Tell us what you love about the neighborhood, your ideas for improvement and areas that need attention using the interactive commenting map. 🖉

Stay informed about the plan!

The best way to keep up to date on this planning process is to join the project email list, which will provide information about public engagement opportunities and periodic status updates. Signup is along the right side of this page.

Call for Community Partners

To help ensure that we hear from people of diverse backgrounds during our planning process, our team seeks to hire community organizations or individuals that have experience with public engagement and a particular focus on reaching underrepresented communities. Please check out our <u>Call for Community Partners</u> <u>PDF</u> and be in touch with any questions. Thank you!



Plans

- Hawthorne-Truax Neighborhood Plan
- Northeast Area Plan
- Reiner Neighborhood Development Plan
- Shady Wood Neighborhood Development Plan
- Transit-Oriented Development

West Area Plan

Subscribe to Email List

Subscribe to the West Area Plan email list:

Email:

Meetings

Upcoming Meetings Monday, February 6, 12:00 p.m. – virtual meeting, register here Ø

Thursday, February 9, 6:00 p.m. – in-person at Vel Phillips Memorial High School, 201 S. Gammon Rd., Wisconsin Neighborhood Center; enter front doors and look for directional signs

Monday, February 13, 6:00 p.m. – virtual meeting, register here 🜌

Project Materials

Interactive commenting map. Z Tell us what you love about the neighborhood, your ideas for improvement and areas that need attention using the interactive commenting map. Anticipated Process and Timeline PDF Planning Framework Background FDF

(background mans coming soon)

Breakout Room Discussions



- Meeting will not reconvene after breakout rooms; staff will compile feedback to share with the West Plan team.
- Select Room #1 if you would like to focus on Parks as a component of the West Area; otherwise try to maintain an even distribution between rooms.
- Breakout rooms will be a facilitated discussion please:

Raise your hand to speak – staff will call on people in the order hands were raised.
 Be respectful of all attendees.

• Be succinct in your comments to allow everyone a chance to weigh in.