

West Area Plan



Project Team
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Kickoff Engagement Meetings

Housekeeping

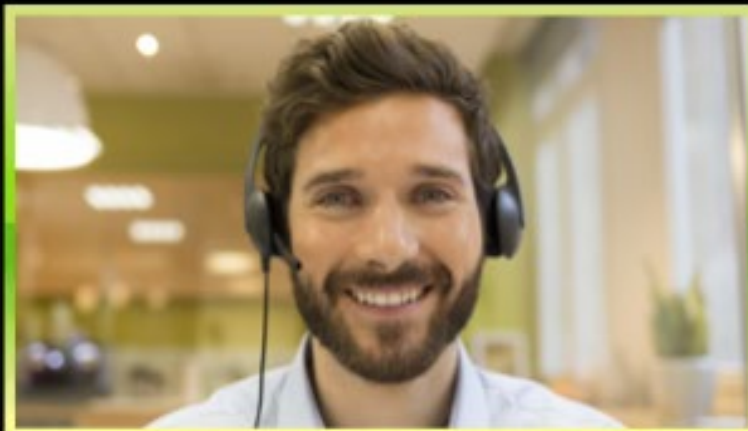


- This **meeting will be recorded** and posted to www.cityofmadison.com/WestPlan

By continuing to be in the meeting, you are consenting to being recorded

- Please **keep mic off** until after presentation
- Use “**Raise Hand**” for questions and comments
- Can use **Chat** if you have technical issues

Display



Display

Display

Display

Display

Mute
(Phone: *6)

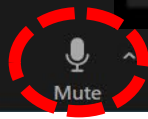
Display

Chat

Display

Raise Hand in
Reactions
(Phone: *9)

Display



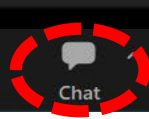
Mute



Stop Video



Participants 4



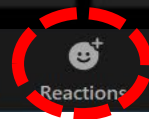
Chat



Share Screen



English



Reactions



Apps

Leave



Agenda

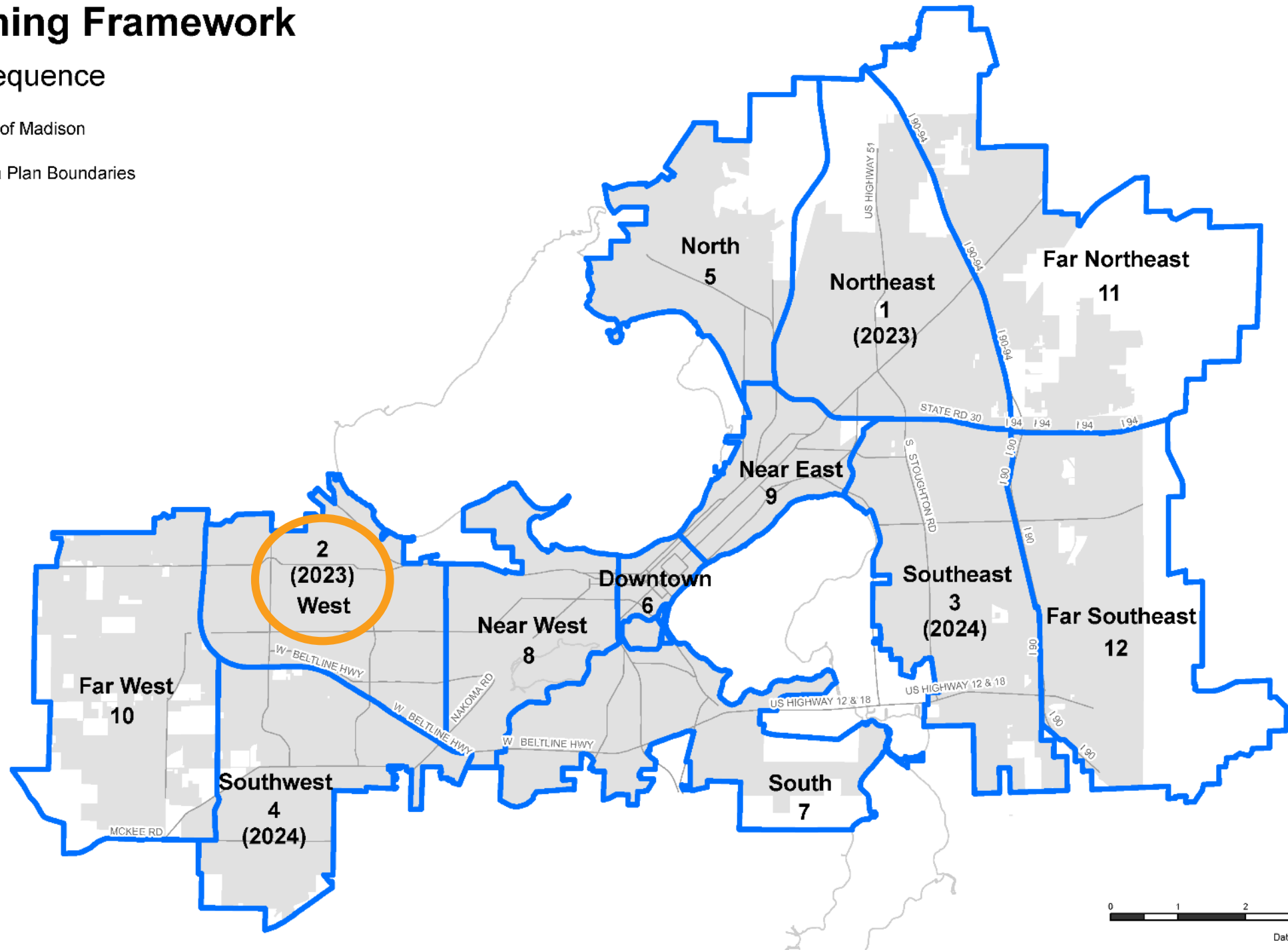


- Area Plans / Planning Framework
- West Area Plan Boundary & Demographics
- Trends & Issues
- Plan Focus Topics
 - Land Use & Transportation
 - Neighborhoods & Housing
 - Parks & Stormwater
- Planning Process & Timeline
- Hear from you:
 - Questions
 - Breakout discussion groups

Planning Framework

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- Reduce the number of outdated and overlapping sub-area plans

Poll Question #1!

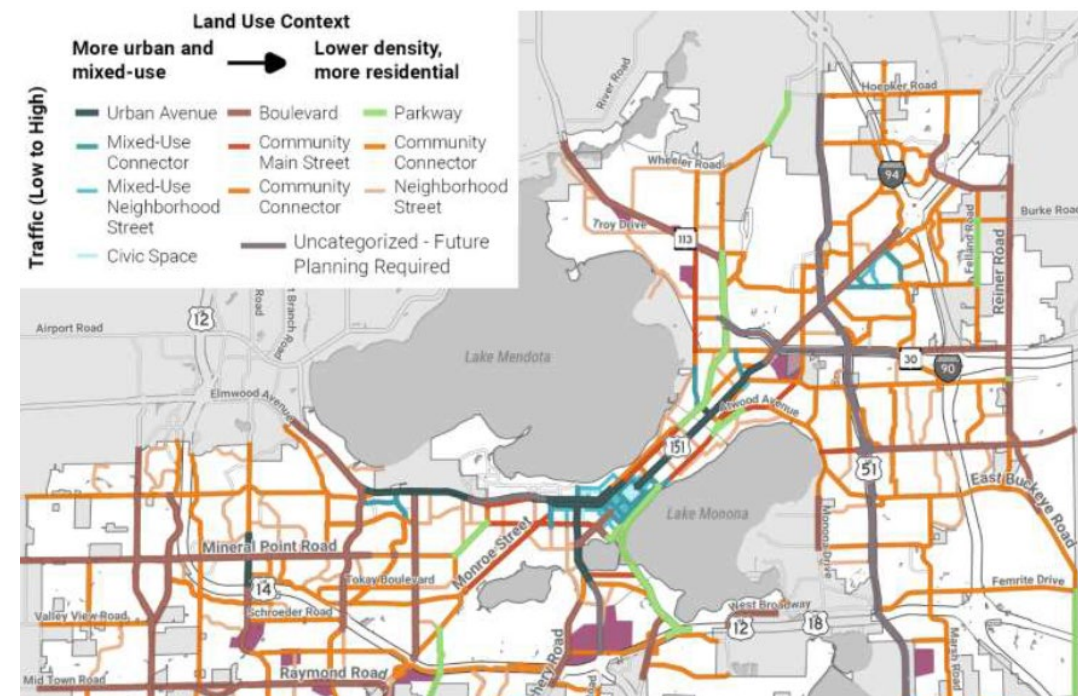
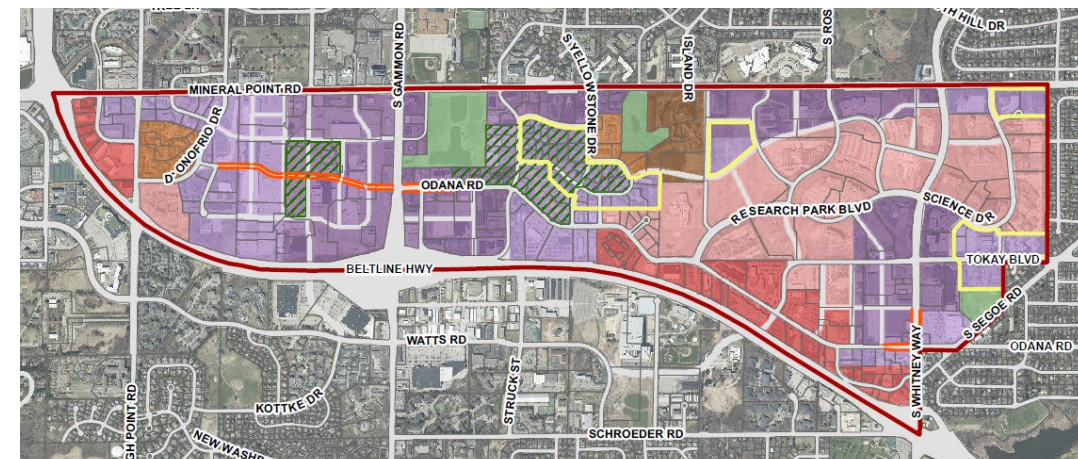


- How are you affiliated with the West Area?
 - a. I am a resident of the West Area
 - b. I own commercial property or a business in the West Area
 - c. I work in the West Area
 - d. I work for a community organization or nonprofit that serves the West Area
 - e. I am interested in weighing in on community 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)
 - Parks and Open 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

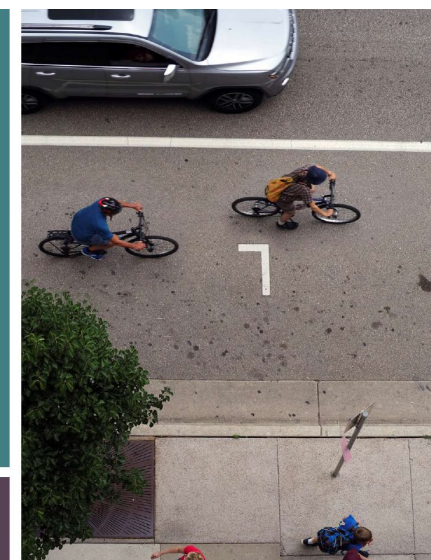
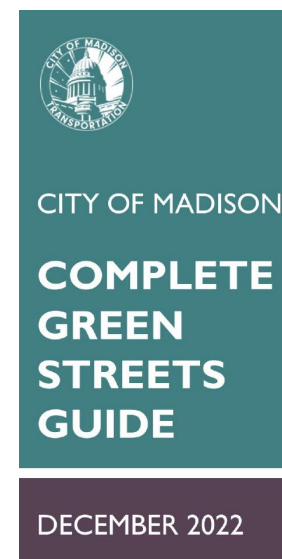


Area Plans



- Not starting from scratch:
 - 2018 Comprehensive Plan
 - Bus Rapid Transit
 - Complete Green Streets
 - Underlying adopted plans
 - Watershed studies
 - Impediments to Fair Housing
 - Etc.
- Feedback received will inform plan development and various City initiatives

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



Area Plans

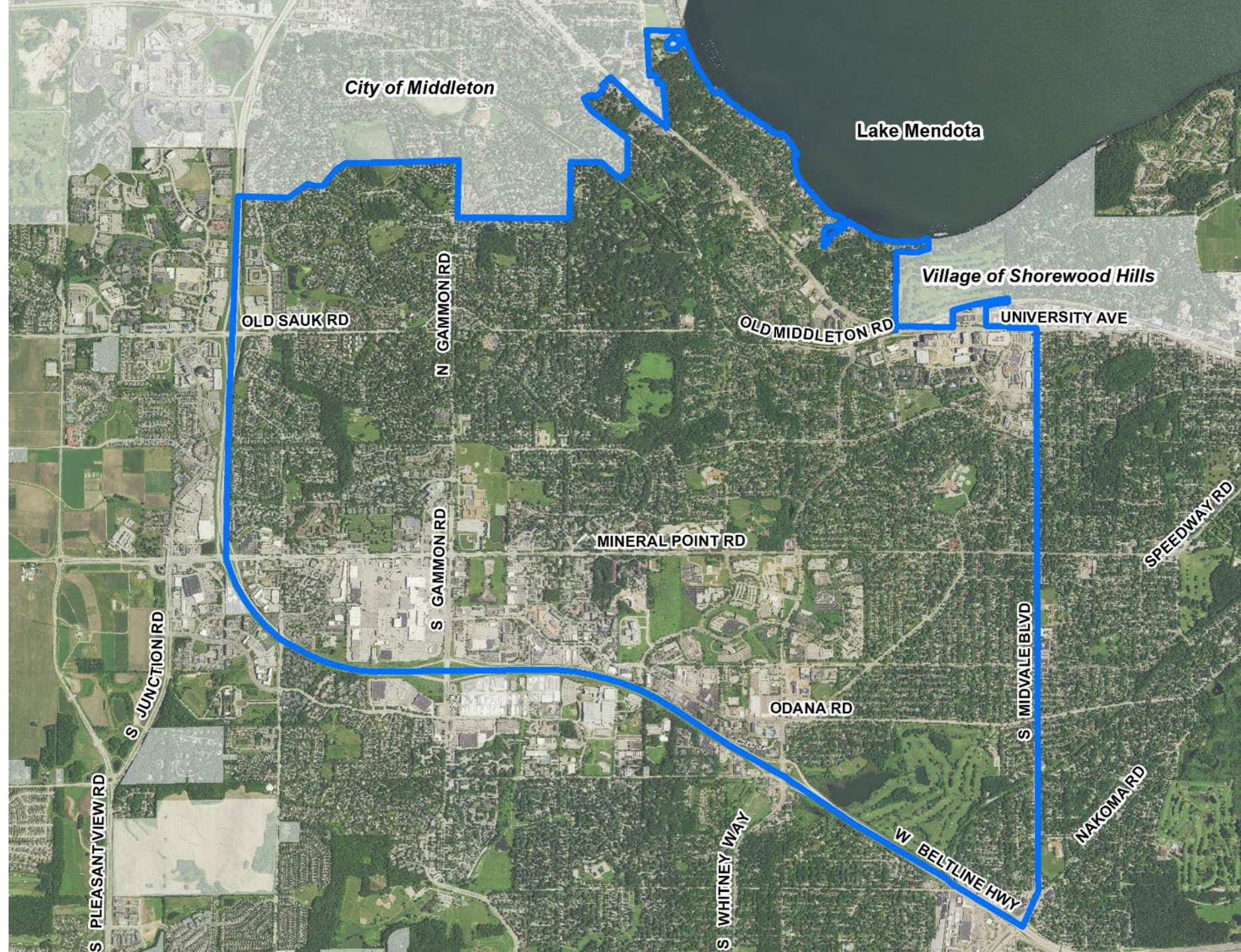


- 2018 Comprehensive Plan – example guiding strategies:
 - **Highest intensity development along transit corridors**, downtown, and at Activity Centers.
 - **Compact growth** to reduce the development of farmland.
 - Expand and improve the city's **pedestrian and bicycle networks**
 - **Complete neighborhoods**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



West Area Plan Demographics & Boundary

- ~5,600 acres
- ~30,000 residents
- ~15,200 housing units
- 27.5% people of color
- ~25,000 jobs



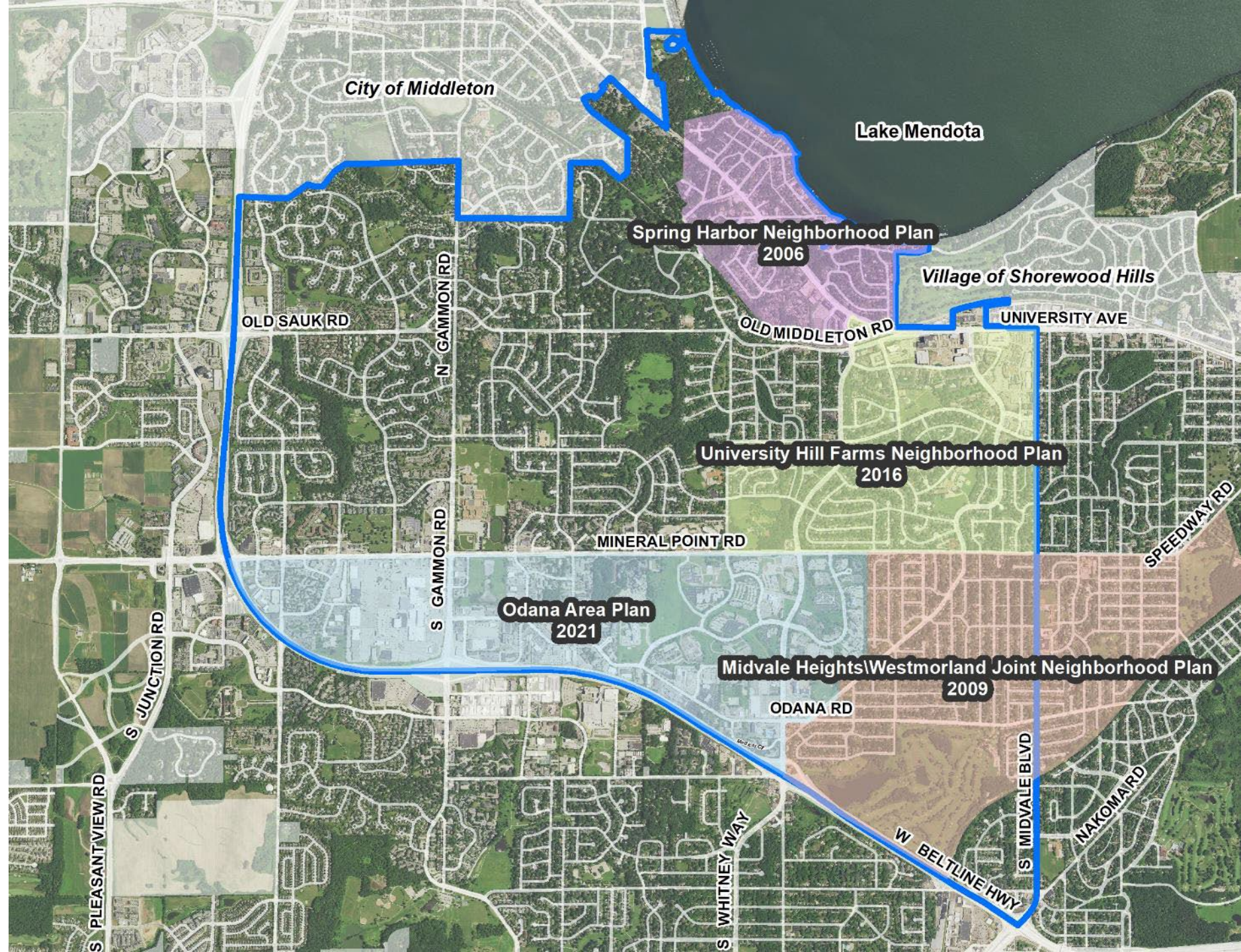
Poll Question #2



- 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)

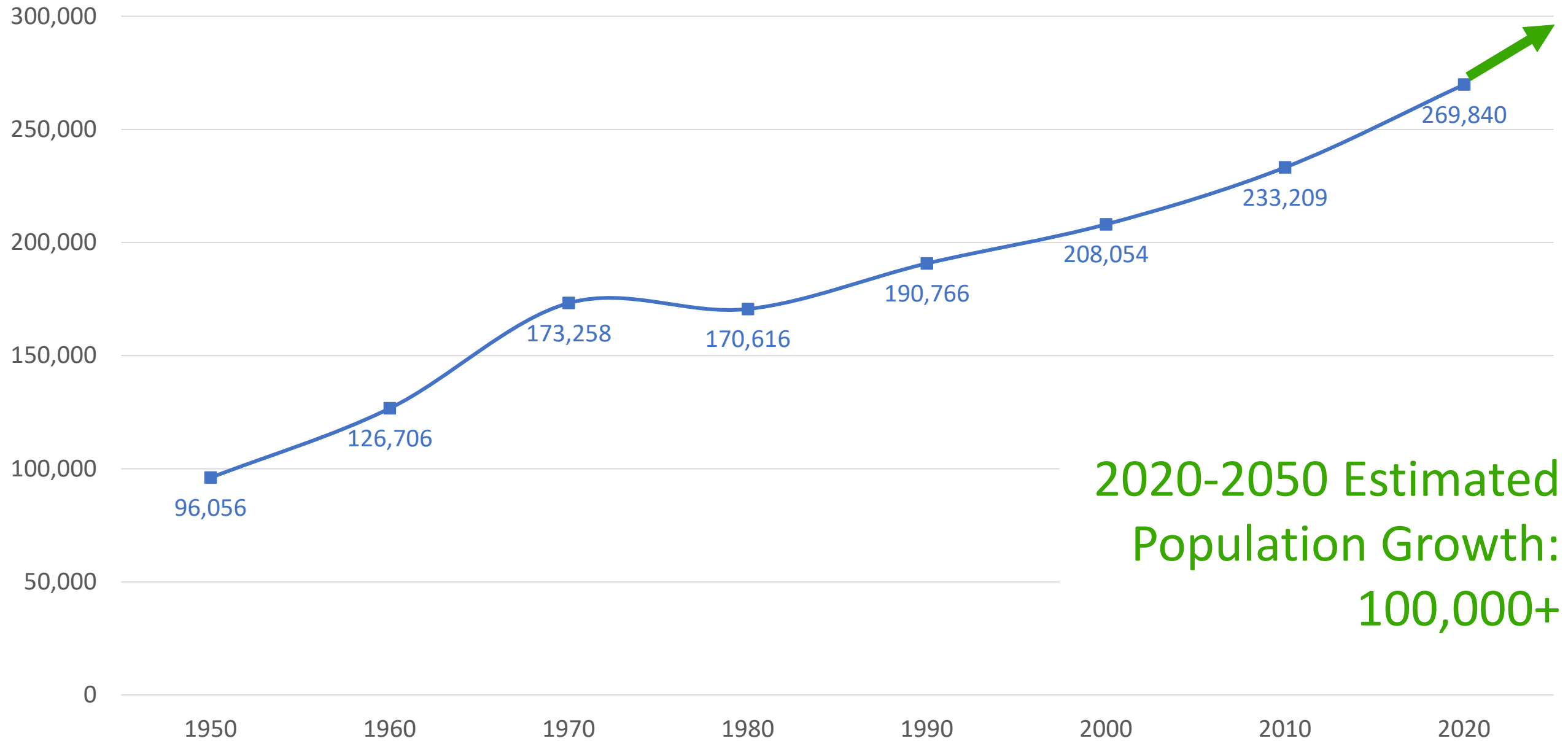
Existing Sub-Area Plans

- **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



Land Use & Transportation



Infill vs. Greenfield Development: concentrate growth along corridors.

Infill vs Greenfield Development 2006-2021

Greenfield Multi-Family Development

138-270



2 - 13

Infill Multi-Family Development

229-359

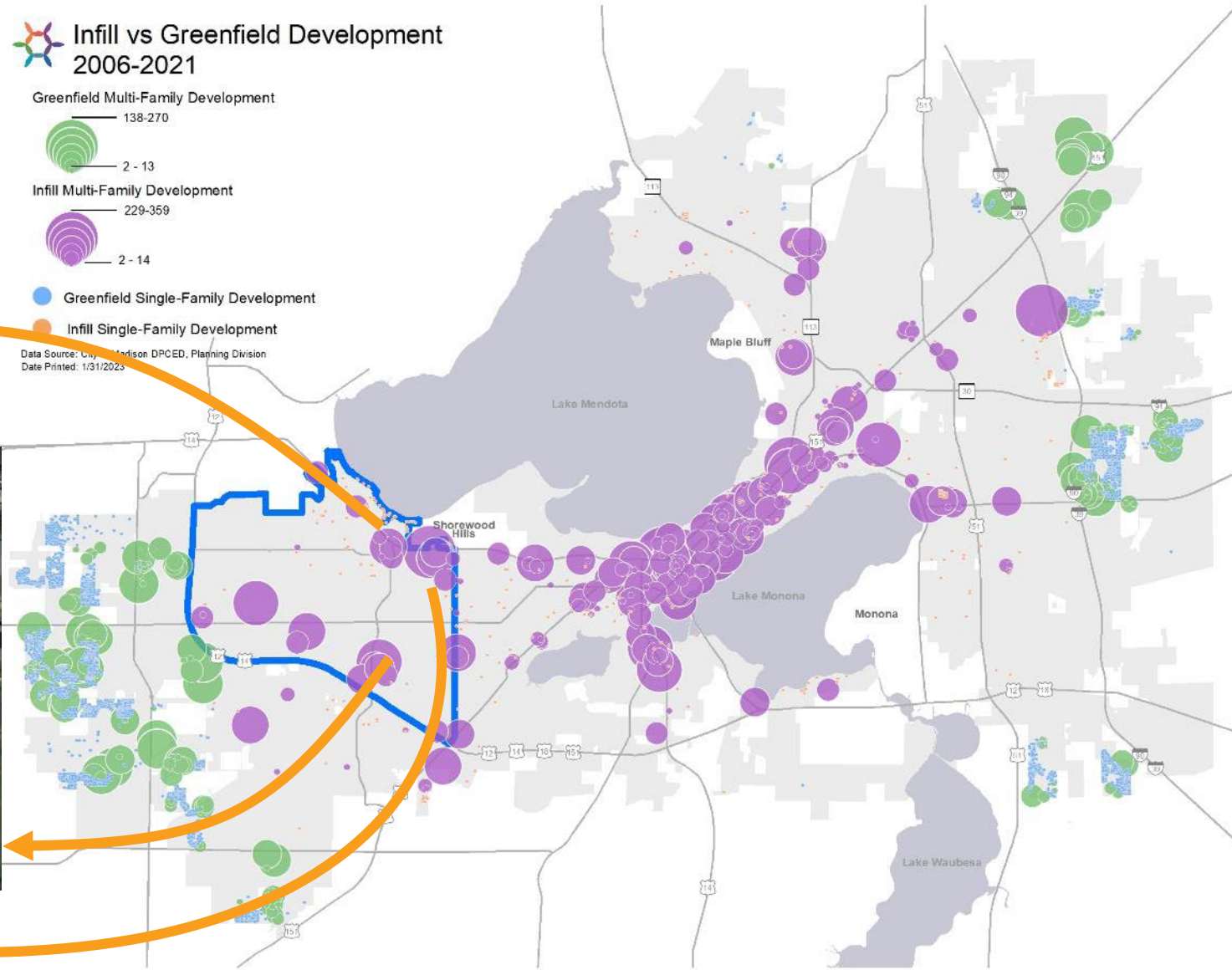


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Greenfield Single-Family Development

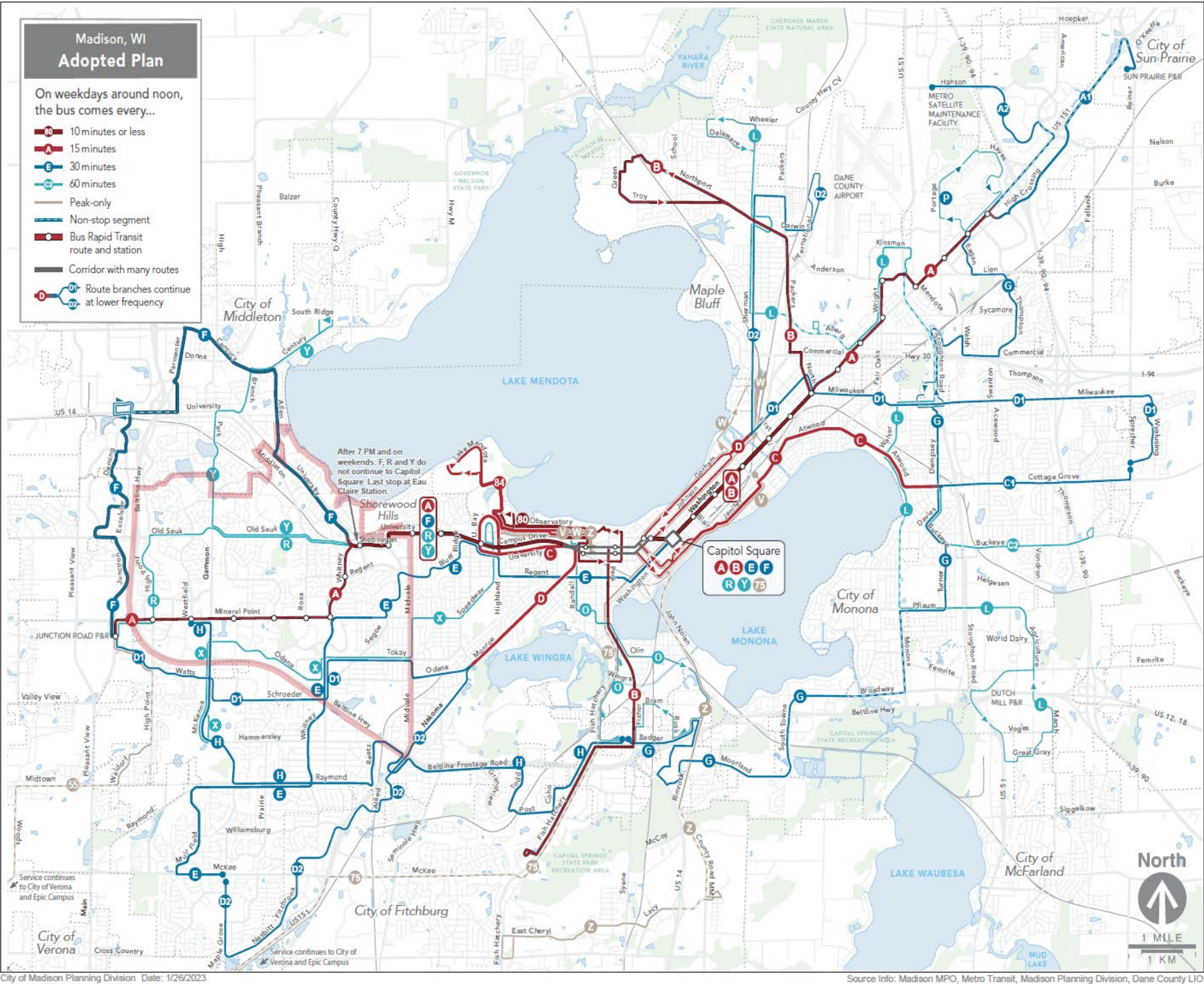
Infill Single-Family Development

Data Source: City of Madison DPCEd, Planning Division
Date Printed: 1/31/2023



Transit Network Redesign (June 2023)

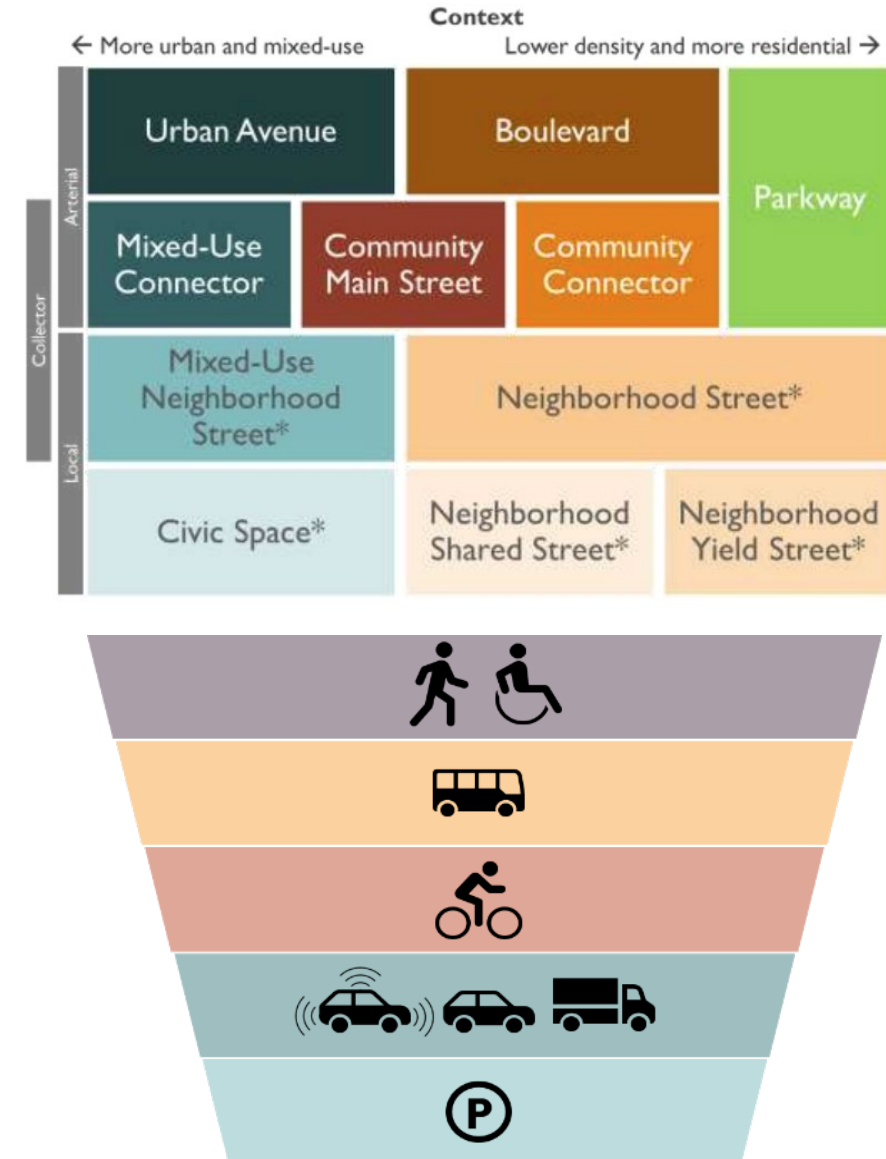
Bus Rapid Transit (September 2024)



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

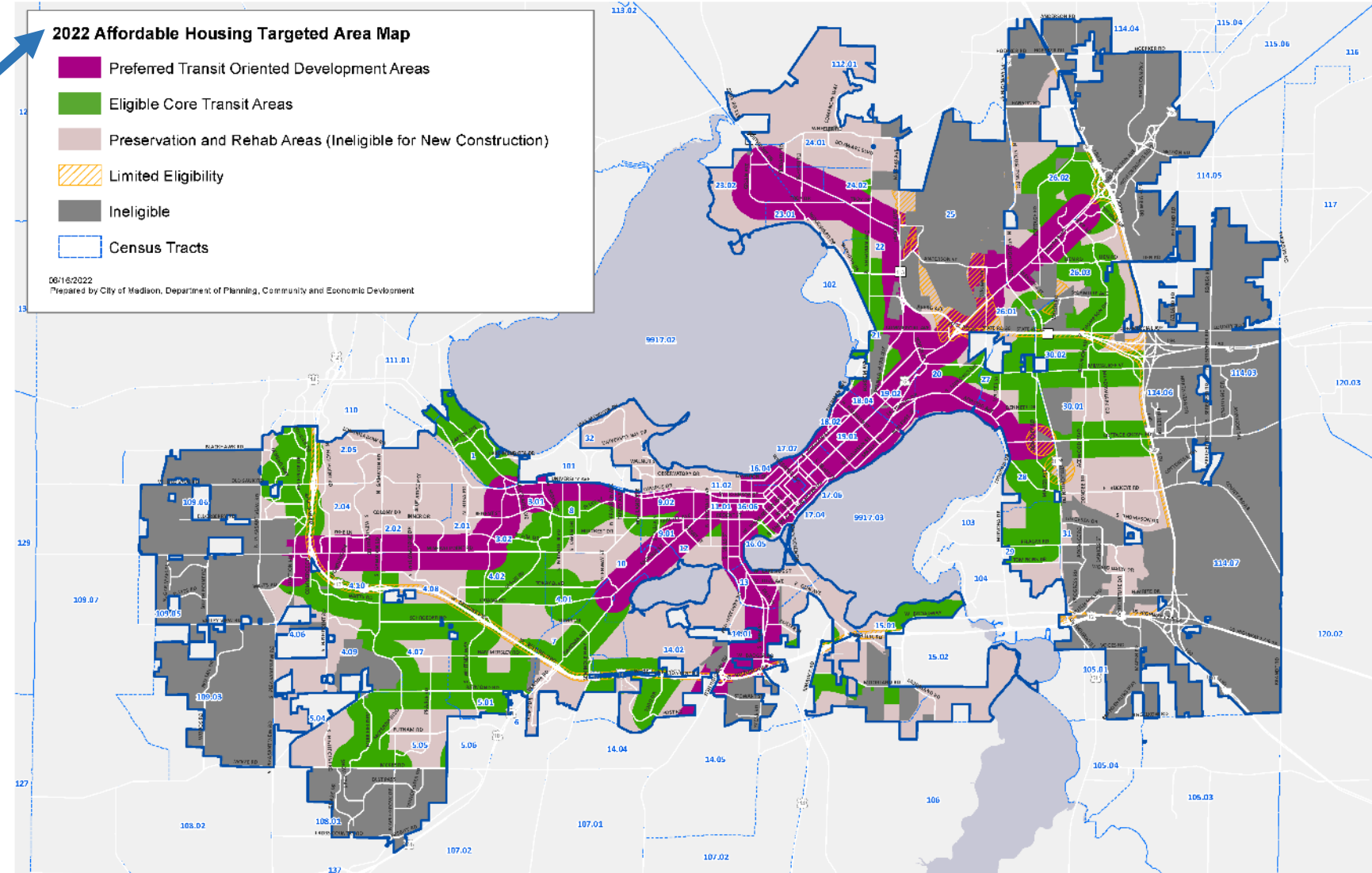
Neighborhoods & Housing



- Affordability Efforts:

- Affordable Housing Fund

- Land Banking
 - Tax Increment Financing
 - Down Payment Assistance
 - Rehabilitation Loans
 - Property Tax Assistance for Seniors
 - Accessory Dwelling Unit Loan Financing (closed)



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



- 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 community-based 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:

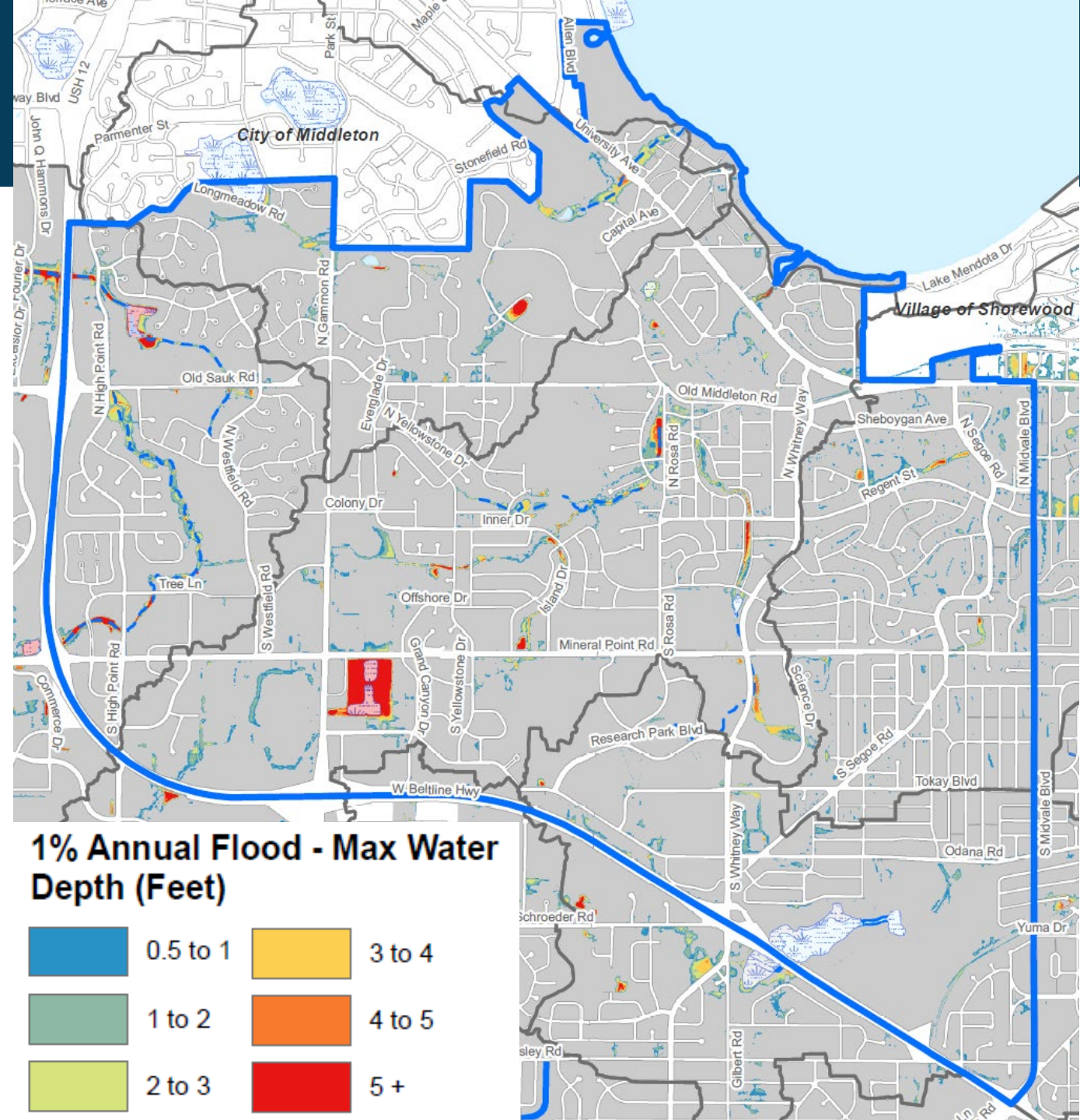
A guide to park improvements planned in the coming 10 to 15 years at Neighborhood and Mini Parks

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



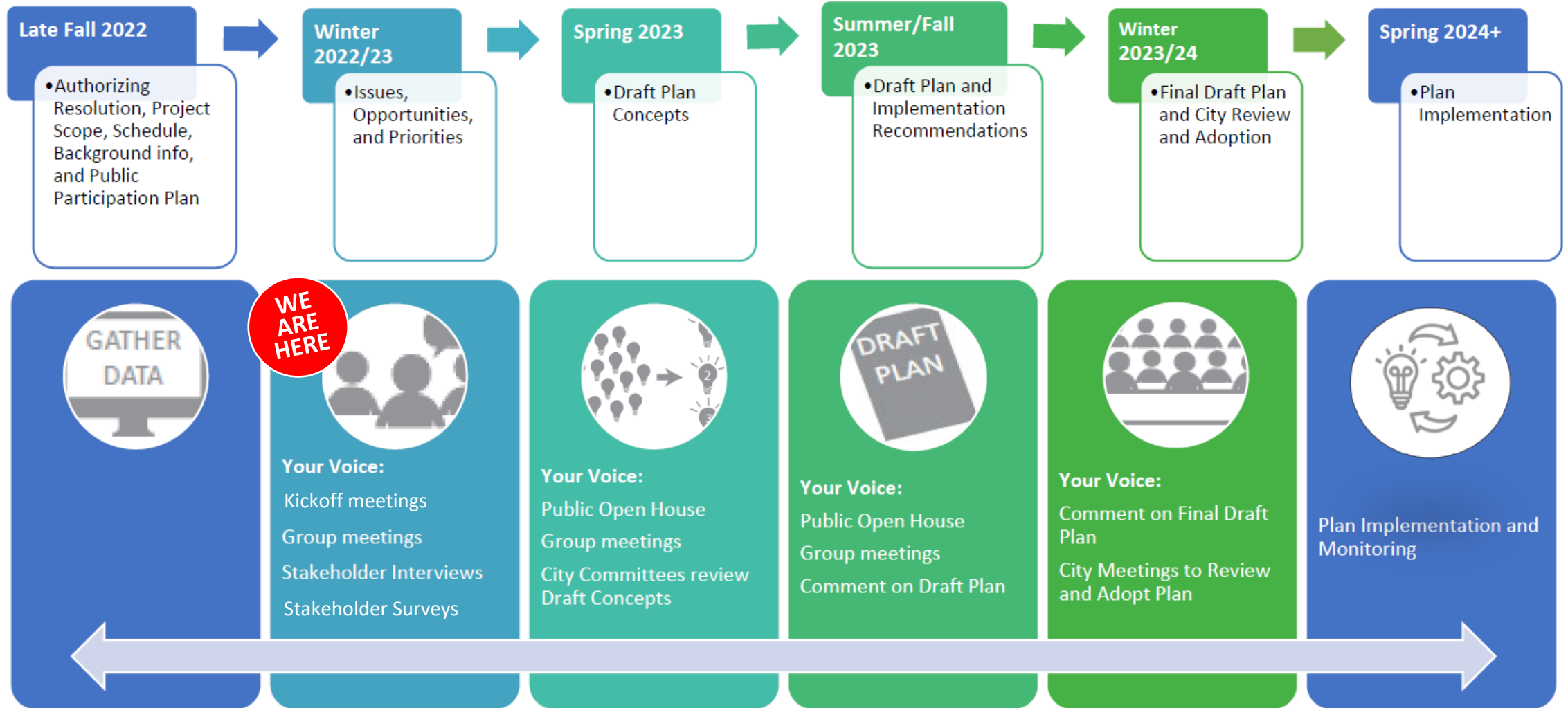
Green & Resilient

- Watershed studies:
 - Pheasant Branch
 - Strickers/Mendota
 - 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 (coming soon)
- Project resources & meeting information
- 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 [Comprehensive Plan](#).

Meetings

Please join us at a [public kickoff meeting PDF](#) February 6, 12:00 p.m. (virtual: [register here](#)), 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) or February 13, 6:00 p.m. (virtual: [register here](#)). All three meetings will have the same content and similar opportunities for people to participate.

Interactive commenting map

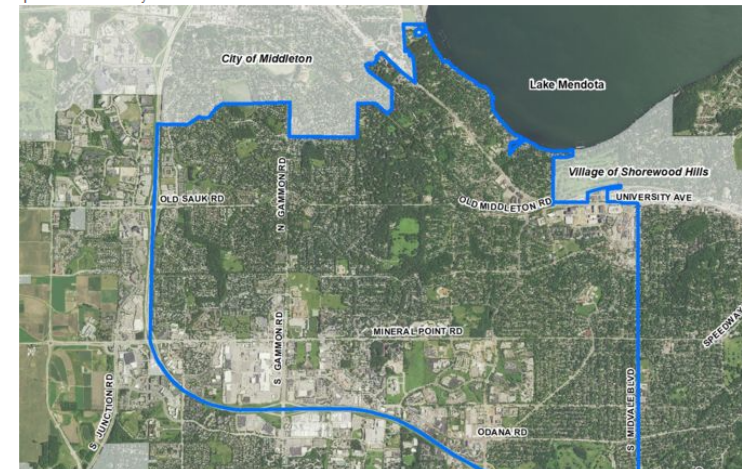
Tell us what you love about the neighborhood, your ideas for improvement and areas that need attention using the [interactive commenting map](#).

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 [Call for Community Partners PDF](#) 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](#)

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](#). 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 PDF](#)

(background maps coming soon)

Questions



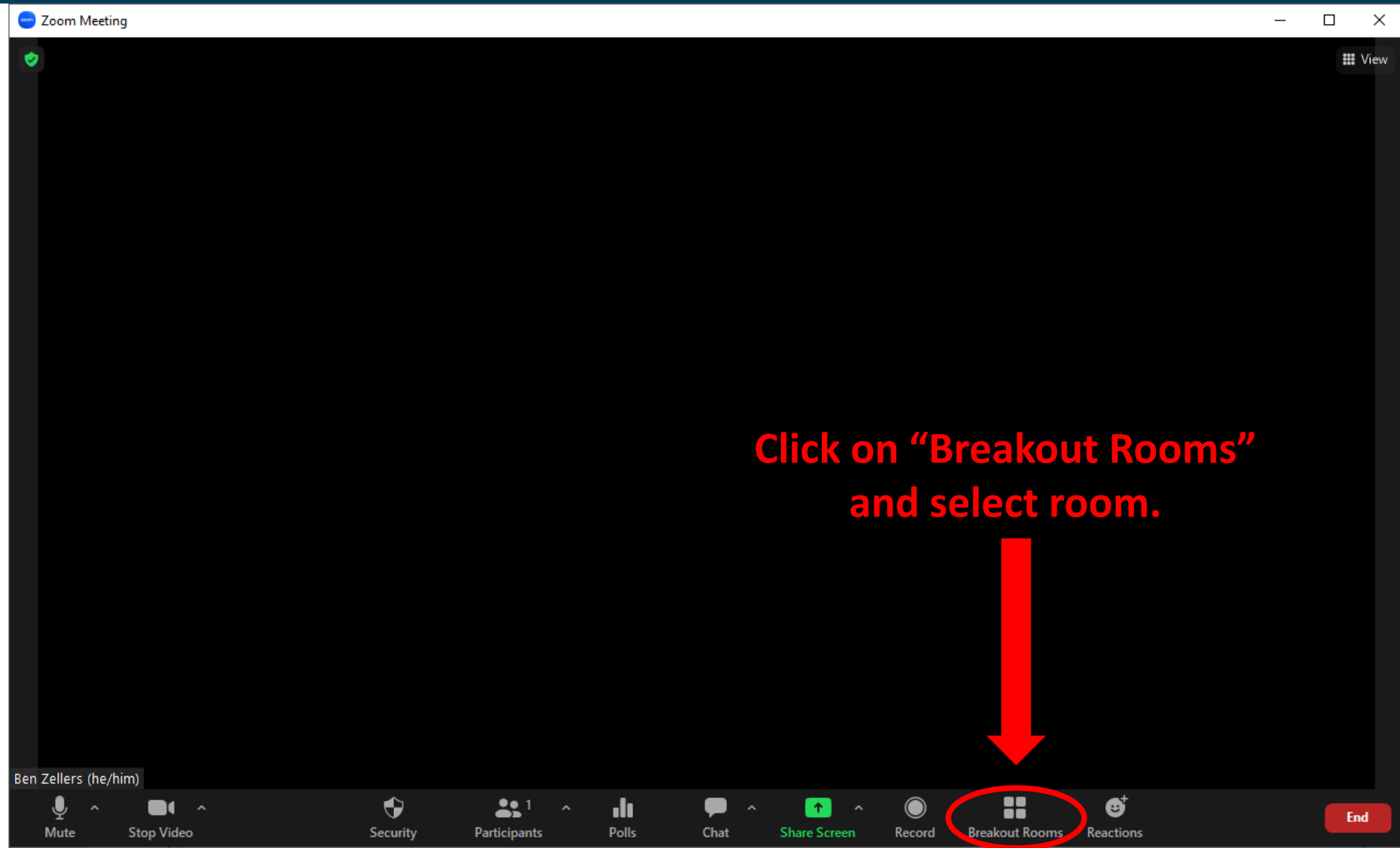
- General meeting or area plan questions?
- Review questions from chat.
- Please save thoughts and feedback for breakout room discussions.

Breakout Room Discussions



- Meeting **will not reconvene** after breakout rooms; staff will compile feedback to share with the West Plan team and post to the project web page.
- **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.
- 1 of the 6 breakout rooms will remain in the main meeting space.
- 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.

Breakout Room Discussions



Click on "Breakout Rooms"
and select room.