

# West Area Plan



March 9, 2023 Kickoff Engagement Meeting





# Agenda

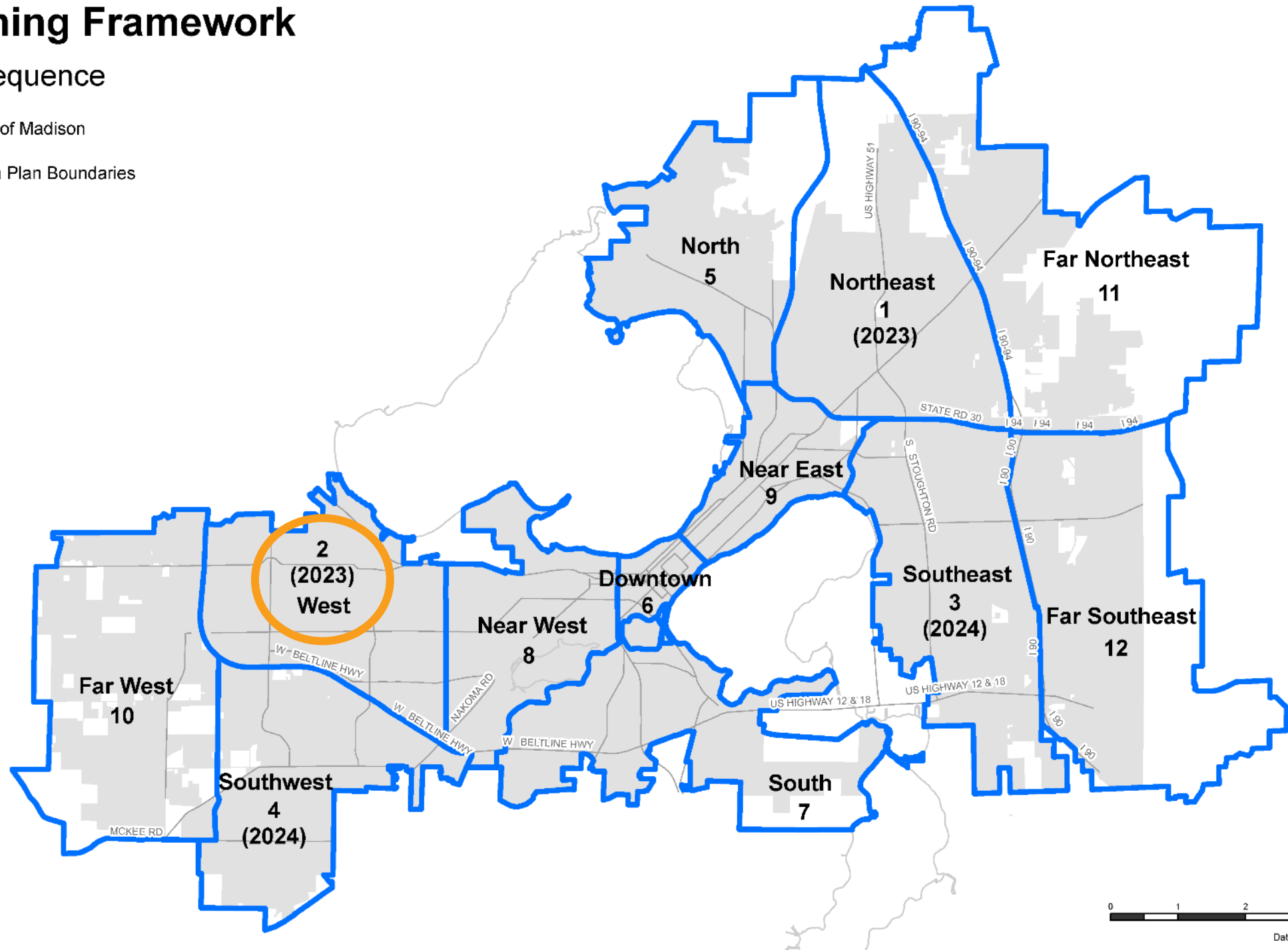


- Area Plans / Planning Framework
- West Area Plan Boundary & Demographics
- Trends & Issues
- Plan Focus Topics
  - Land Use & Transportation
  - Neighborhoods & Housing
  - Parks & Stormwater
- Planning Process & Timeline
- Hear from you:
  - Questions
  - Breakout discussion groups

# Planning Framework

## Plan Sequence

-  City of Madison
-  Area Plan Boundaries



# Planning Framework – Area Plans will:



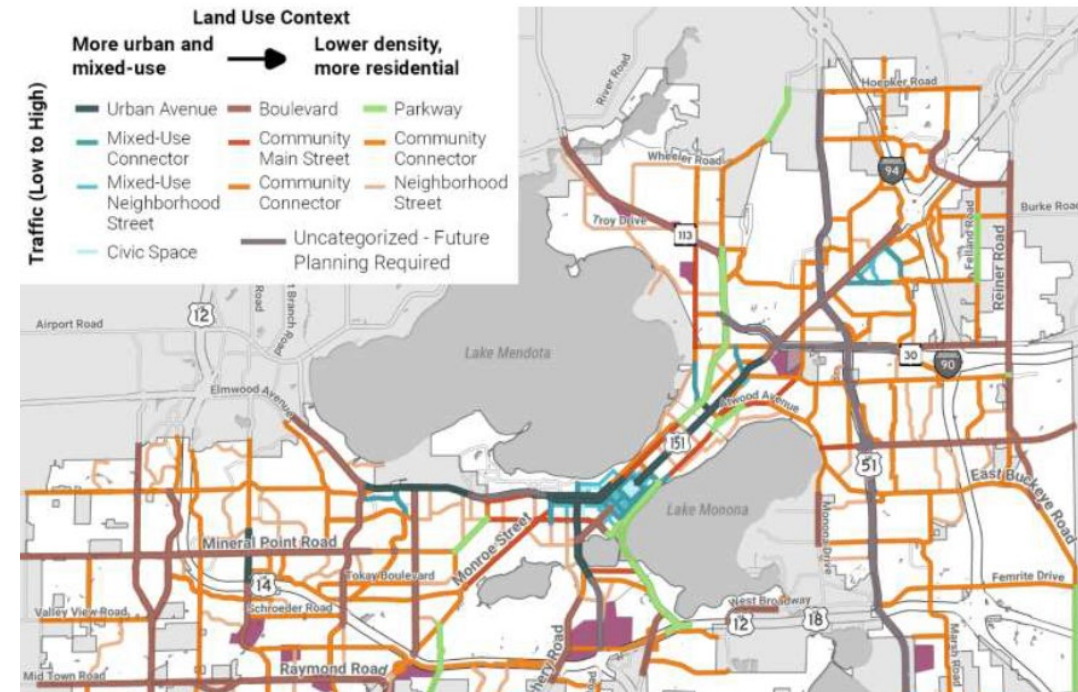
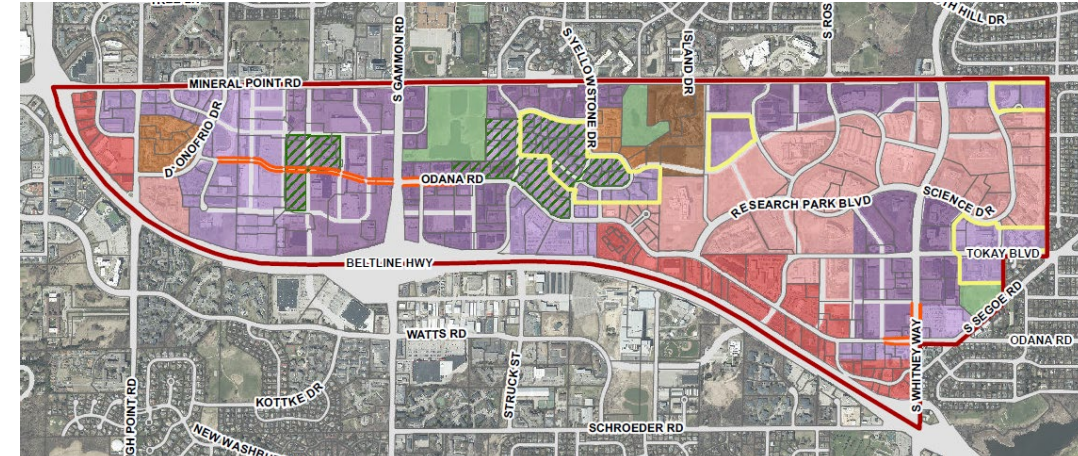
- Cover the entire city
- Be established then updated each decade
- Include an emphasis on reaching residents and communities typically underrepresented in City processes
- Have increased coordination with City initiatives
  - Parks development planning
  - Library west side strategic plan
- Reduce the number of outdated and overlapping sub-area plans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 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



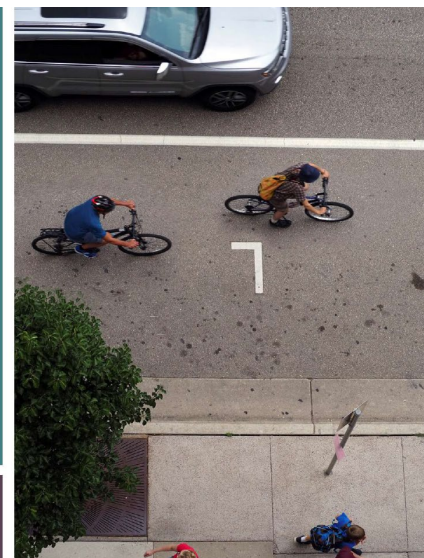
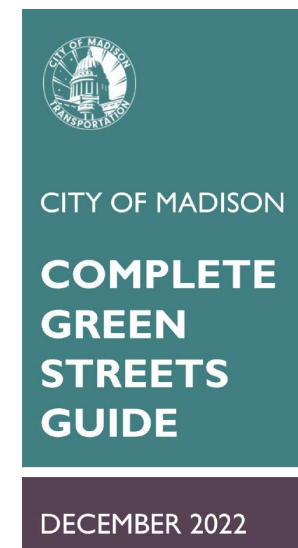


# Area Plans



- 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



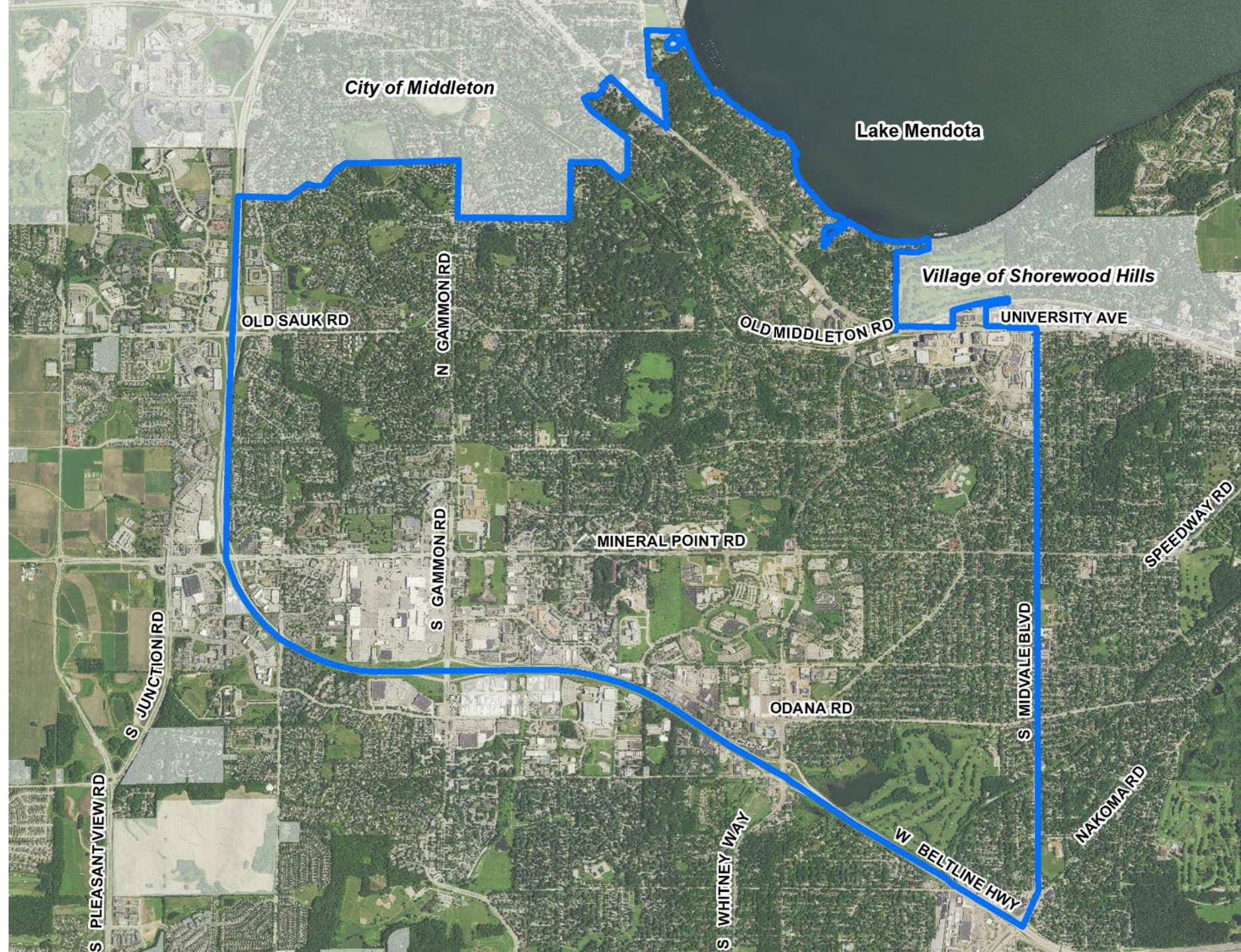
- 2018 Comprehensive Plan – example guiding strategies:
  - **Highest intensity development along transit corridors, downtown, and at Activity Centers.**
  - **Compact growth** to reduce the development of farmland.
  - Expand and improve the city's **pedestrian and bicycle networks**
  - **Complete 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

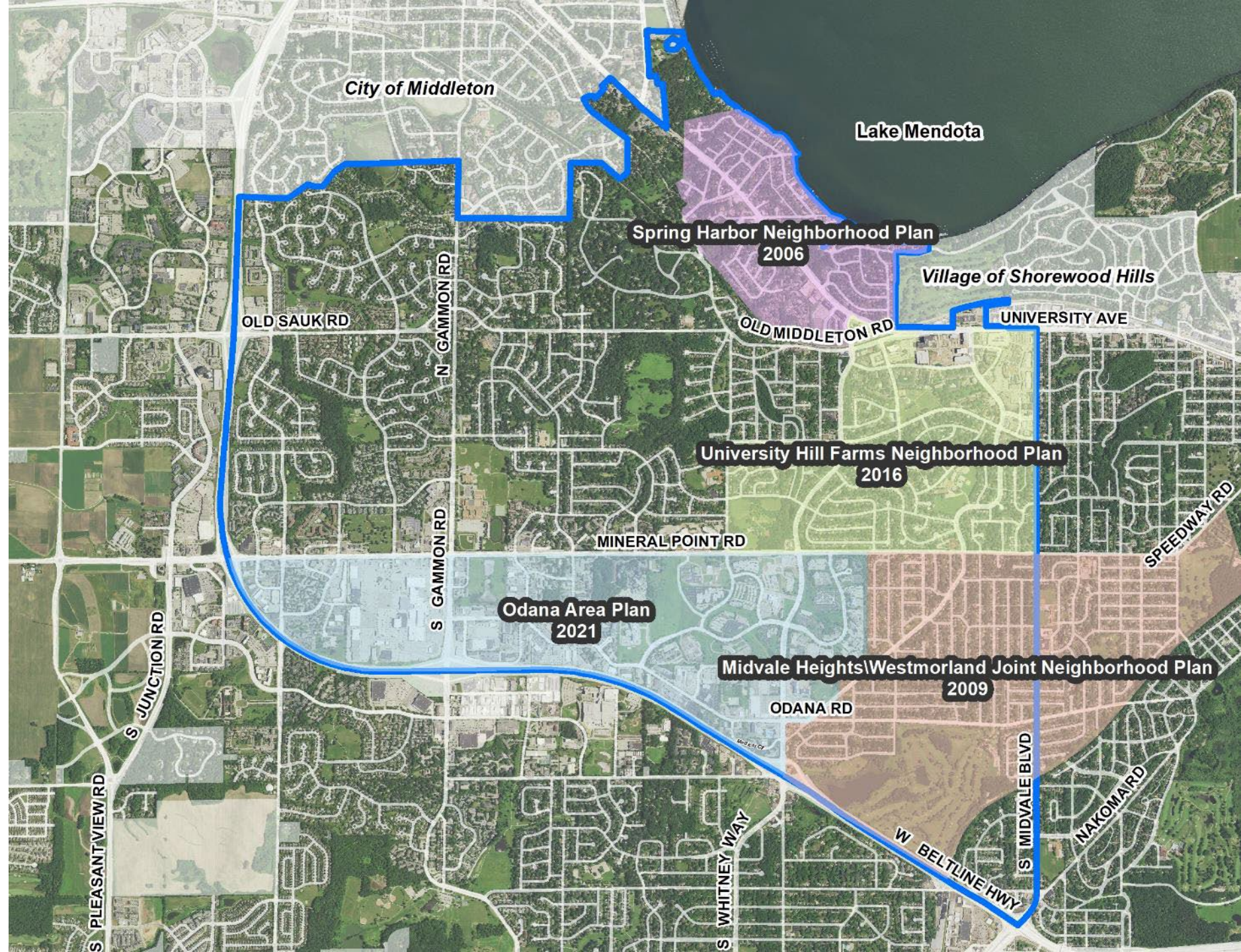


- What neighborhood/community association is your home in?
  - a. I don't live in an association/I don't know/I live outside the planning area
  - b. Midvale Heights, University Hill Farms, or Glen Oak Hills
  - c. Spring Harbor, Faircrest, or Parkwood Hills
  - d. Wexford Village, Walnut Grove, or Sauk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



# Existing Sub-Area Plans

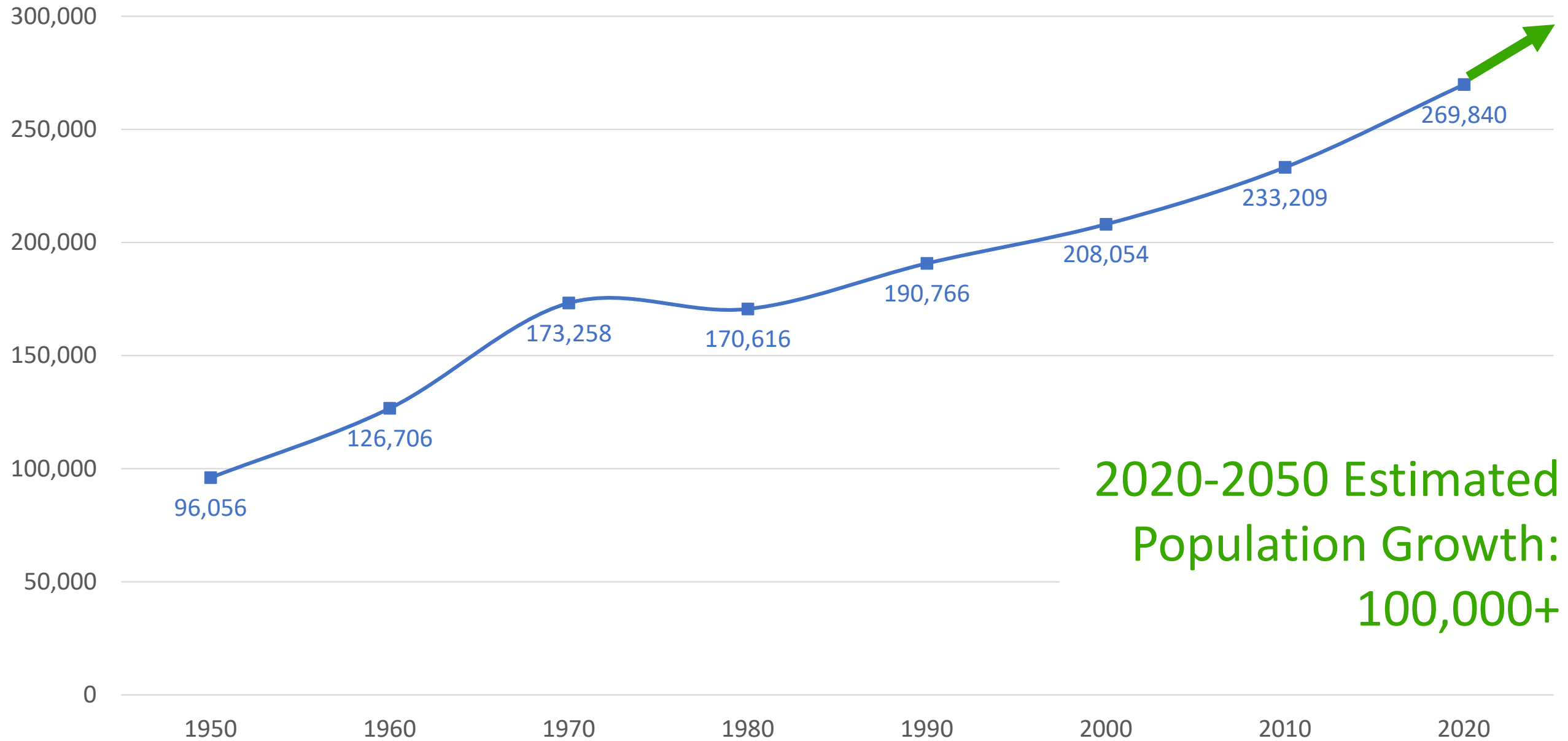
- **Odana Area Plan**  
adopted ~18 months ago – will use to guide that area.
- Review other plans for elements / recommendations applicable to West Area Plan level of detail & that are consistent with City policies and priorities.
- Possible retirement of underlying plans.



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

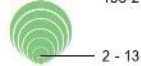


Infill vs. Greenfield  
Development: concentrate  
growth along corridors.

## Infill vs Greenfield Development 2006-2021

Greenfield Multi-Family Development

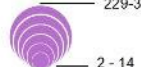
138-270



2 - 13

Infill Multi-Family Development

229-359



2 - 14

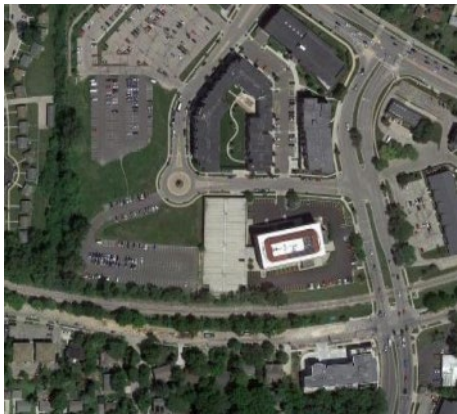
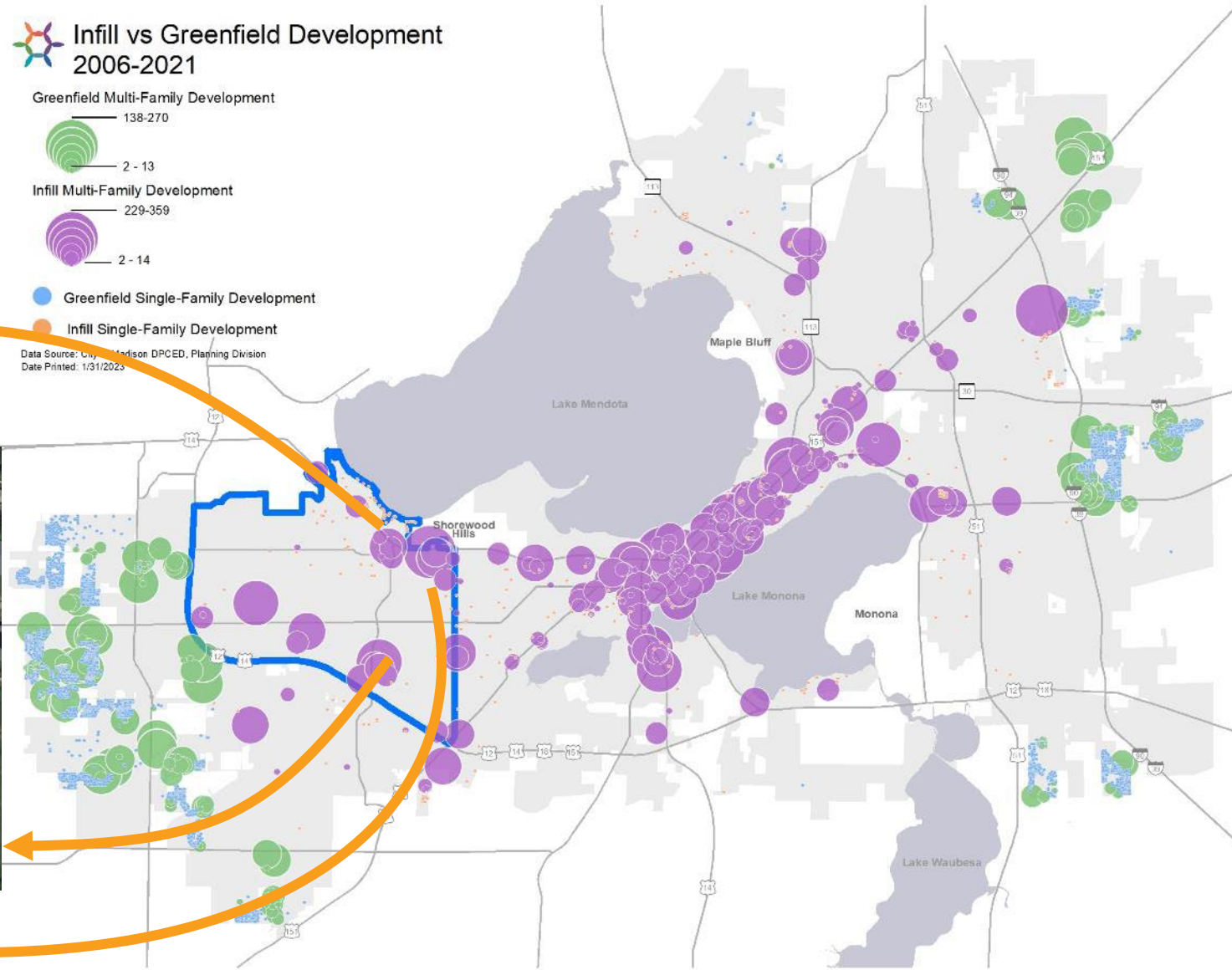
Greenfield Single-Family Development

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Infill Single-Family Development

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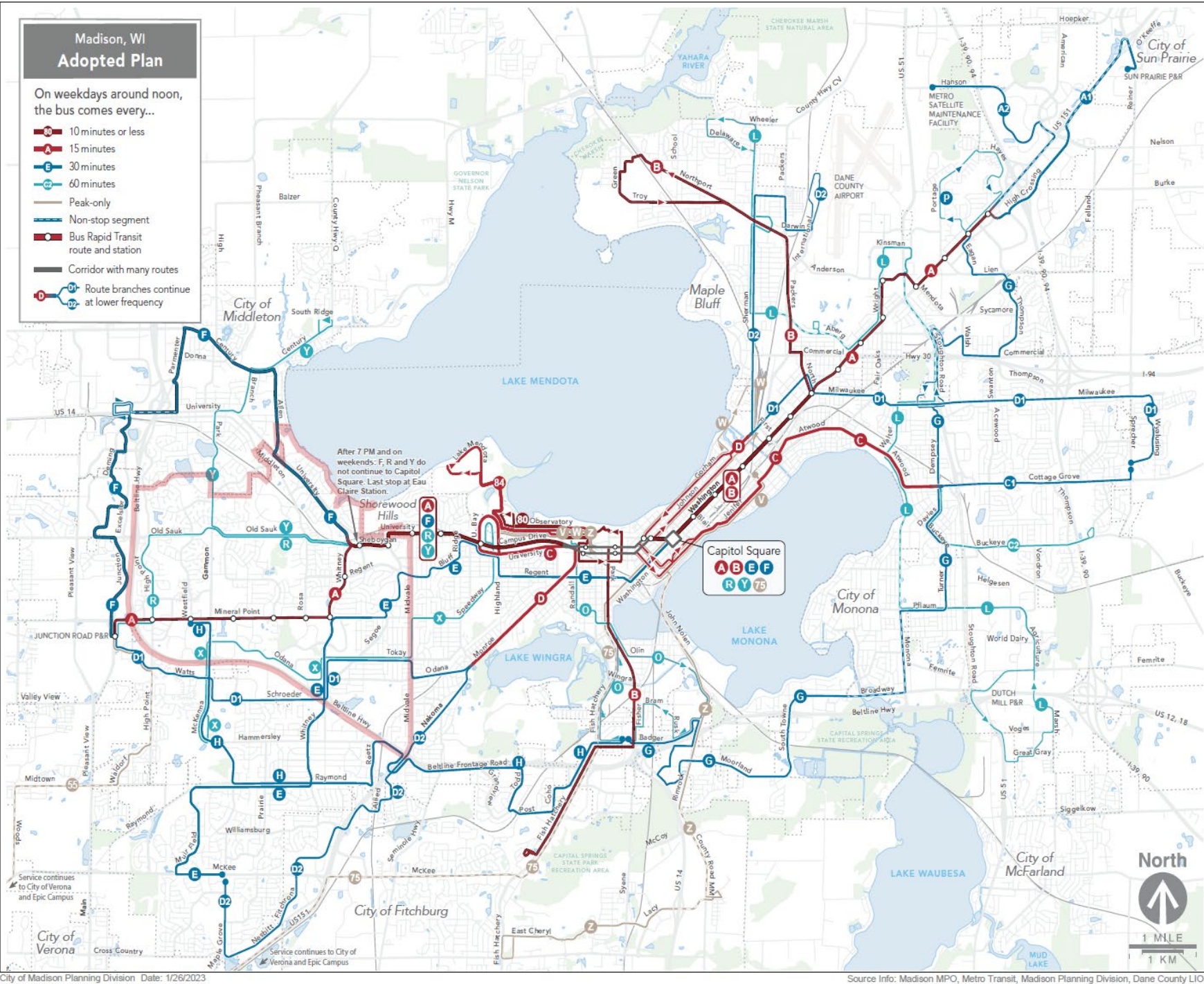
Data Source: City of Madison DPCEd, Planning Division  
Date Printed: 1/31/2023





# Transit Network Redesign (June 2023)

## Bus Rapid Transit (September 2024)

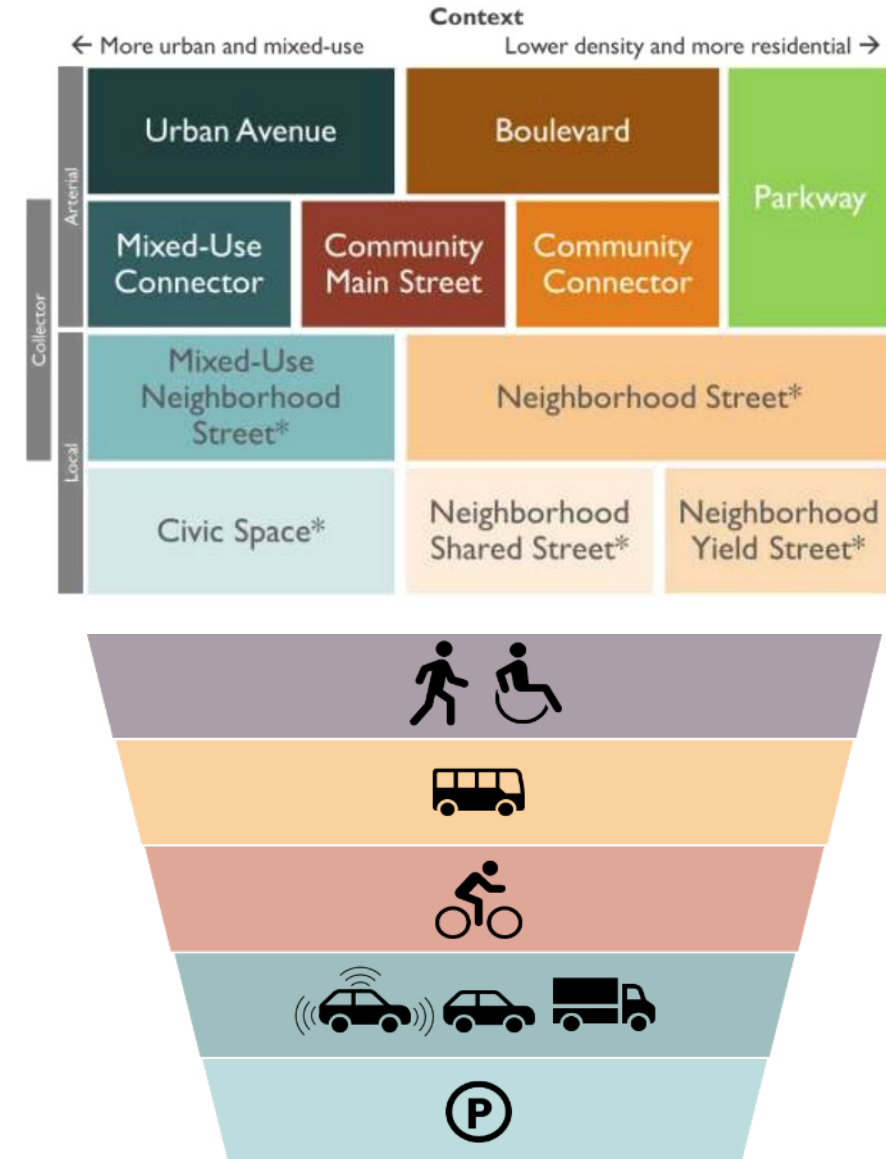




# Complete Green Streets, Vision Zero



- 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 / not currently employed
  - b. I work from home most/all of the time
  - c. I drive most/all of the time
  - d. I bike or walk most/all of the time
  - e. I take the bus most/all of the time



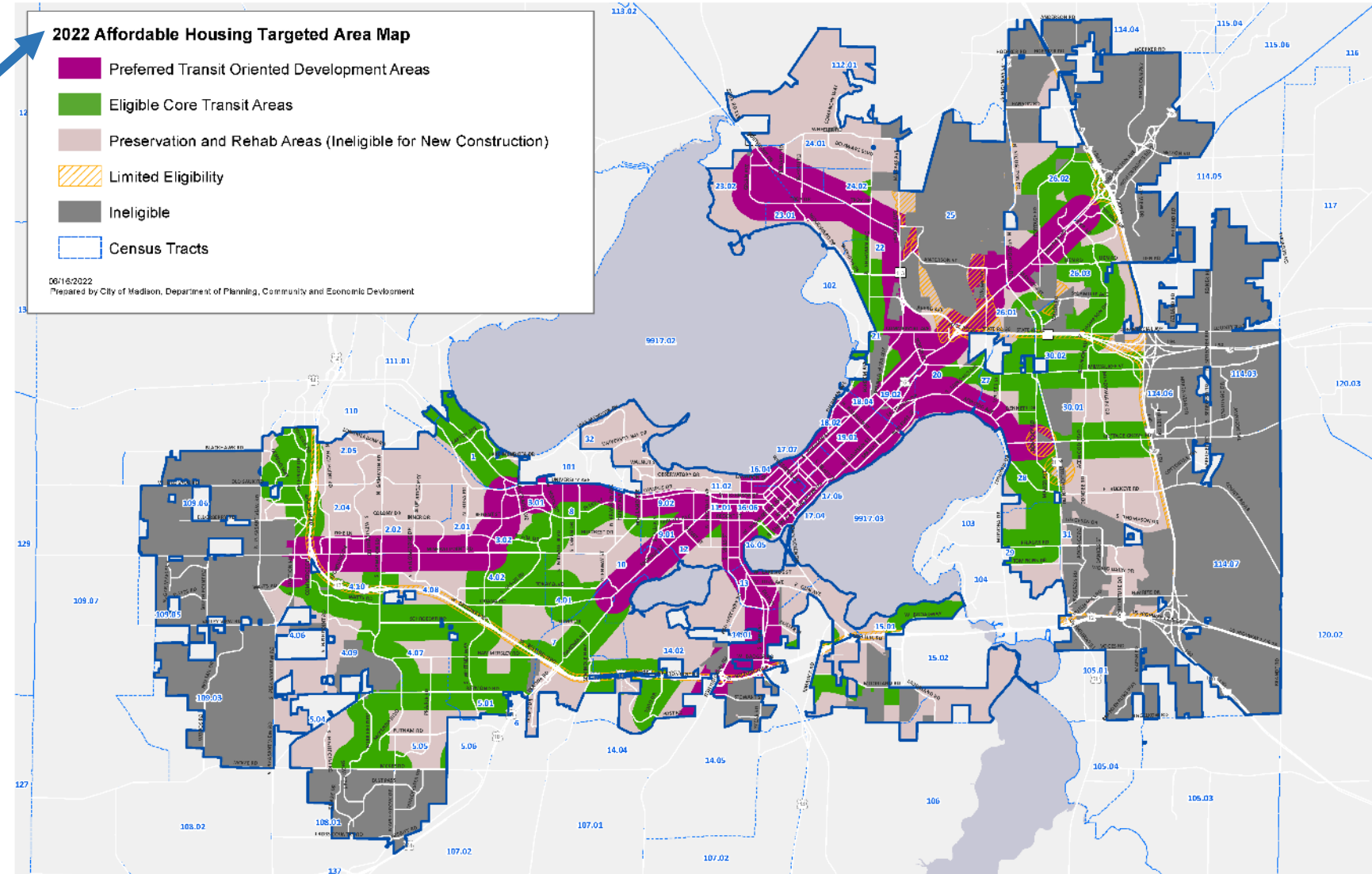
# Neighborhoods & Housing



- 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

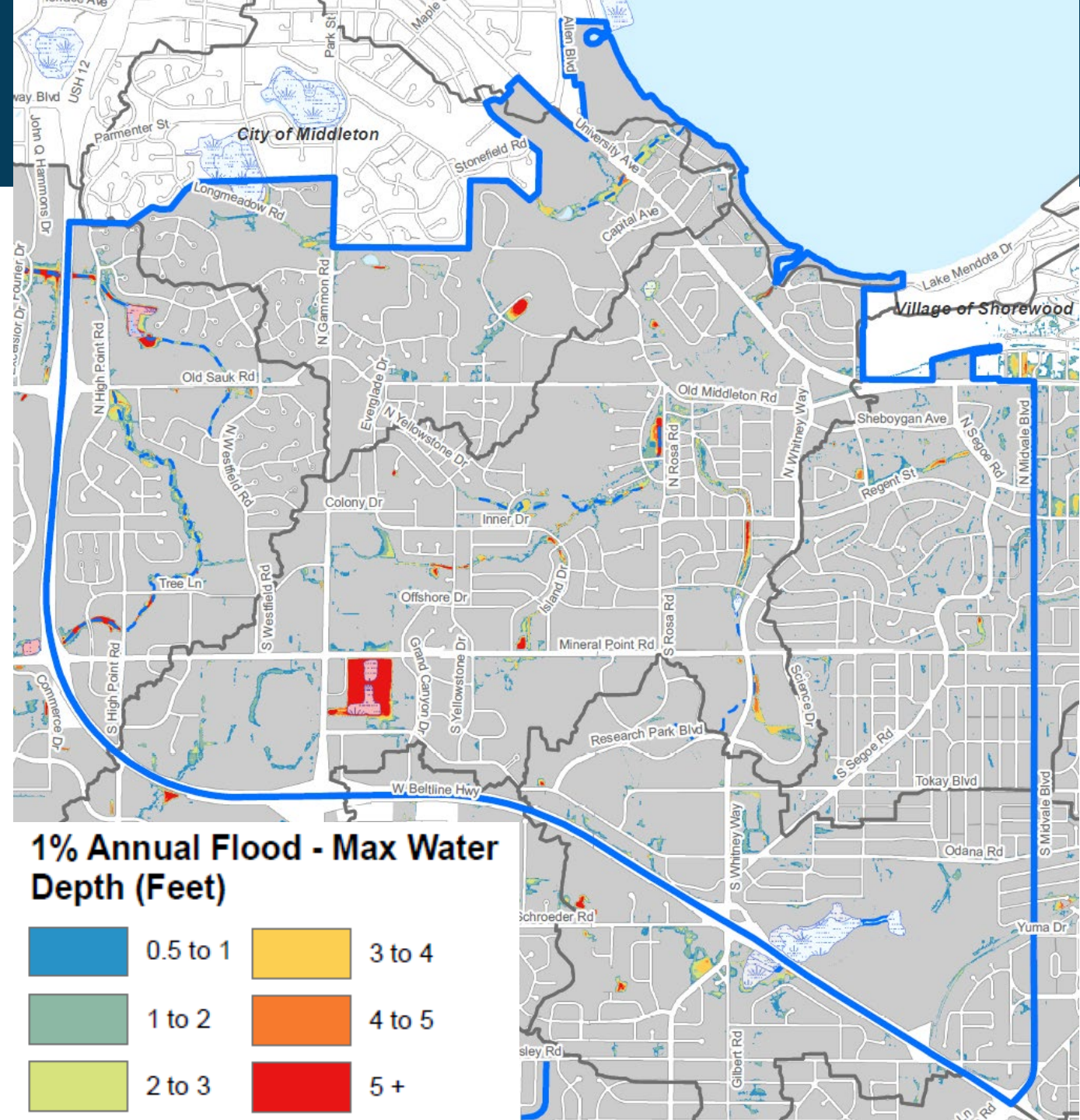
- Park's existing conditions
- Recent improvements
- Planned improvements
- Planned expansion, if any





# Green & Resilient

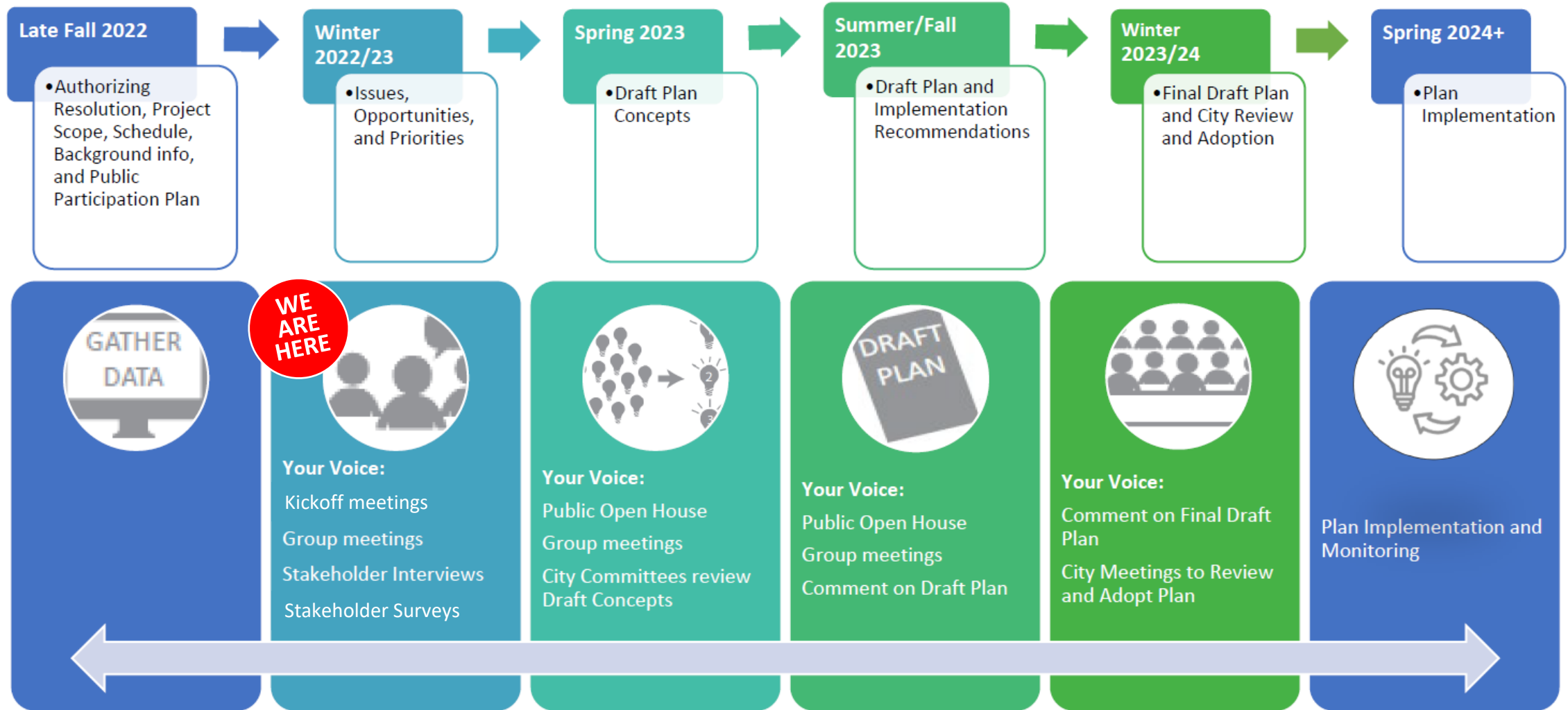
- Watershed studies:
  - Pheasant Branch
  - Strickers/Mendota
  - Spring Harbor
  - Wingra West
  - Willow Creek
- Studies recommend improvements to stormwater management system



*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
- Project resources & meeting information
- Contact project staff



[madison.com/WestPlan](https://madison.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](#). 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.

### Rescheduled In-Person Public Meeting

The in-person West Area Plan meeting of February 9th that was canceled due to a snowstorm has been rescheduled to Thursday, March 9th from 6:30-8:00 p.m. at Vel Phillips Memorial High School, 201 South Gammon Road (enter through the front doors facing Mineral Point Road and follow the signs). A presentation will start at approximately 6:45 p.m., followed by small group discussion. The presentation and format are very similar to the previously held virtual meetings. Staff requests that each person would like to attend [please register](#) to help us plan for the number of people who will be there.

### West Area Plan Survey

For those who were not able to attend the virtual meetings, or for those who would like to provide additional thoughts beyond what they shared at the virtual meetings, a West Area Plan survey [is available](#) in addition to the interactive comment map (see information below).

### Call for Community Partners

**Deadline extended to March 20, 2023!** 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!

### 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](#). The map will be open through March 13th, after which staff will be compiling and reviewing all comments.



## 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

### Future Meetings

[Public Meeting - March 9th, 2023](#),  
at Vel Phillips Memorial High School

### Past Meetings

Public Meeting - February 13, 2023: [Video](#); [Slides PDF](#)  
Public Meeting - February 6, 2023: [Video](#); [Slides PDF](#)  
[Zoom Poll Summary PDF](#)  
[Discussion Groups Summary PDF](#)

## 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.



# Questions & Breakout Discussions



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