

West Area Plan



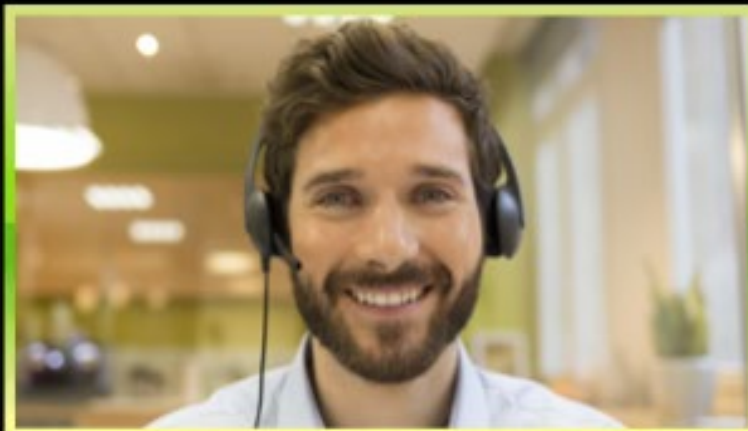
Summer Engagement Meetings

Housekeeping



- This **meeting will be recorded** (through the end of the presentation) and posted to www.cityofmadison.com/WestPlan
By continuing to be in the meeting, you are consenting to being recorded
- Please **keep mic and video off** until after presentation
- Use “**Raise Hand**” for questions and comments in the discussion groups after the presentation
- Can use **Chat** if you have technical issues

Display



Display

Display

Display

Display

Mute
(Phone: *6)

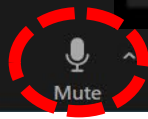
Display

Chat

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Raise Hand in
Reactions
(Phone: *9)

Display



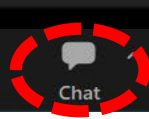
Mute



Stop Video



Participants 4



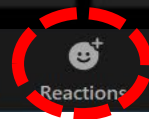
Chat



Share Screen



English



Reactions



Apps

Leave

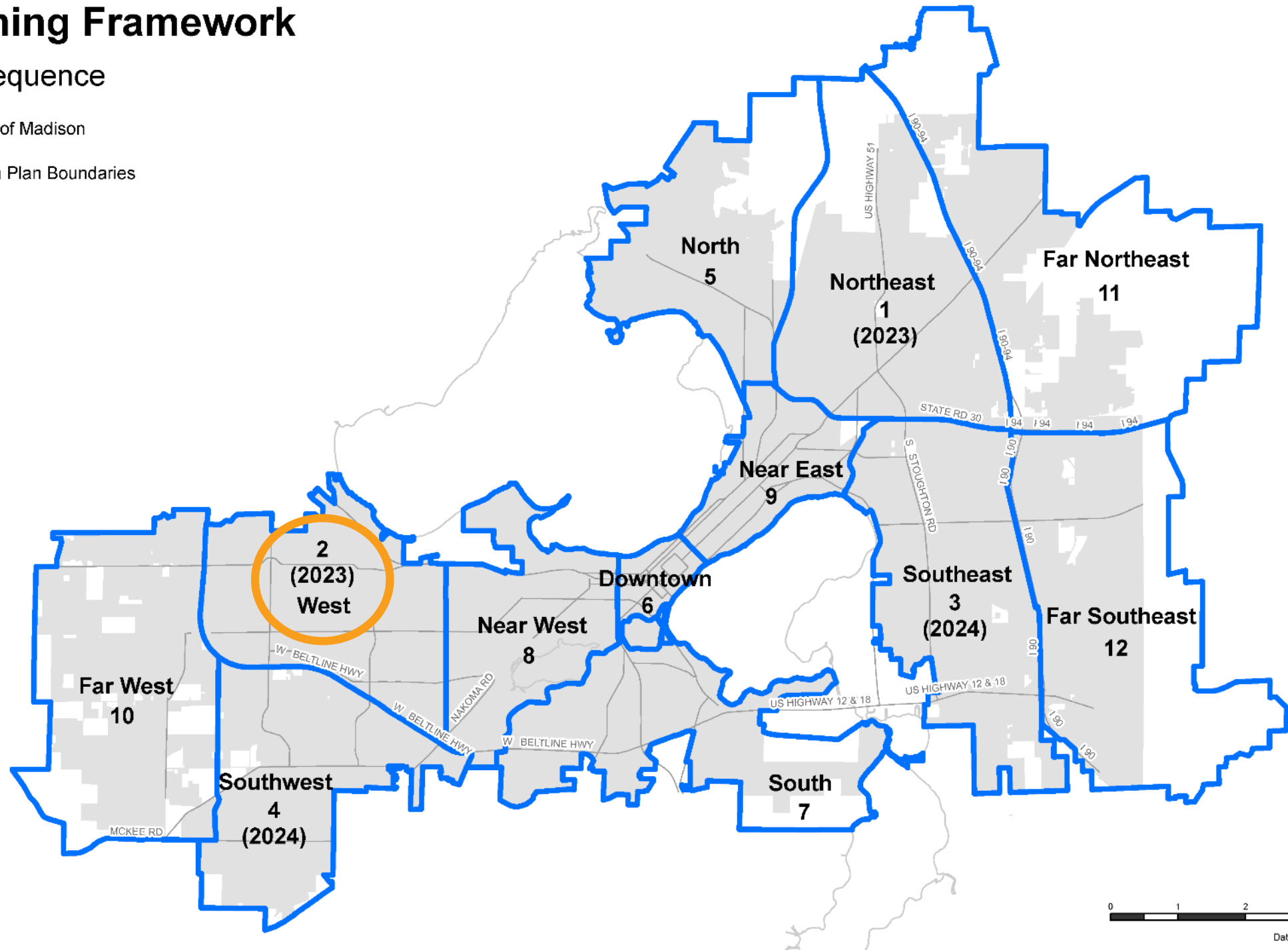
Agenda



- Area Plans / Planning Framework – Brief Recap
- Assets, Issues, Opportunities Summary
- Feedback Thus Far
- Underlying Plans Review
- Development of Recommendations
- Planning Process & Timeline
- Hear from you: questions, breakout discussion groups

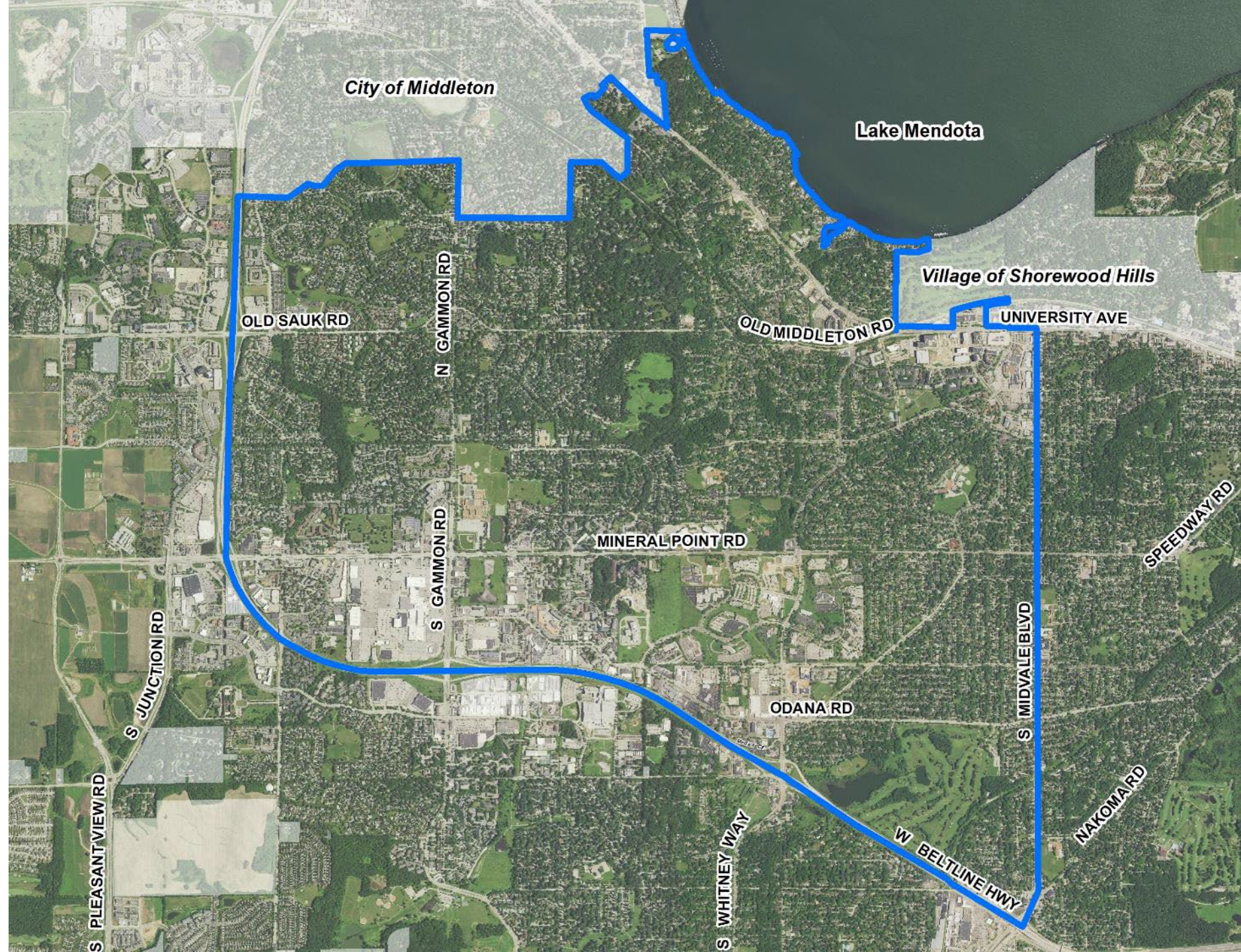
Plan Sequence

 Area Plan Boundaries



Date: 1/5/2023

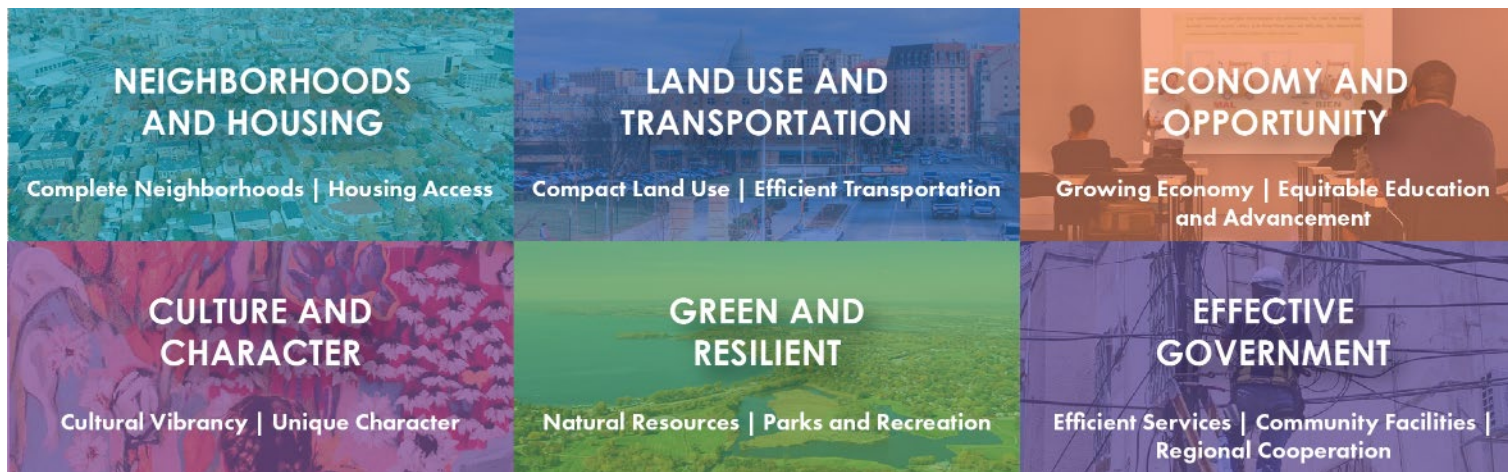
West Area Plan Boundary



Planning Framework – Area Plans will:



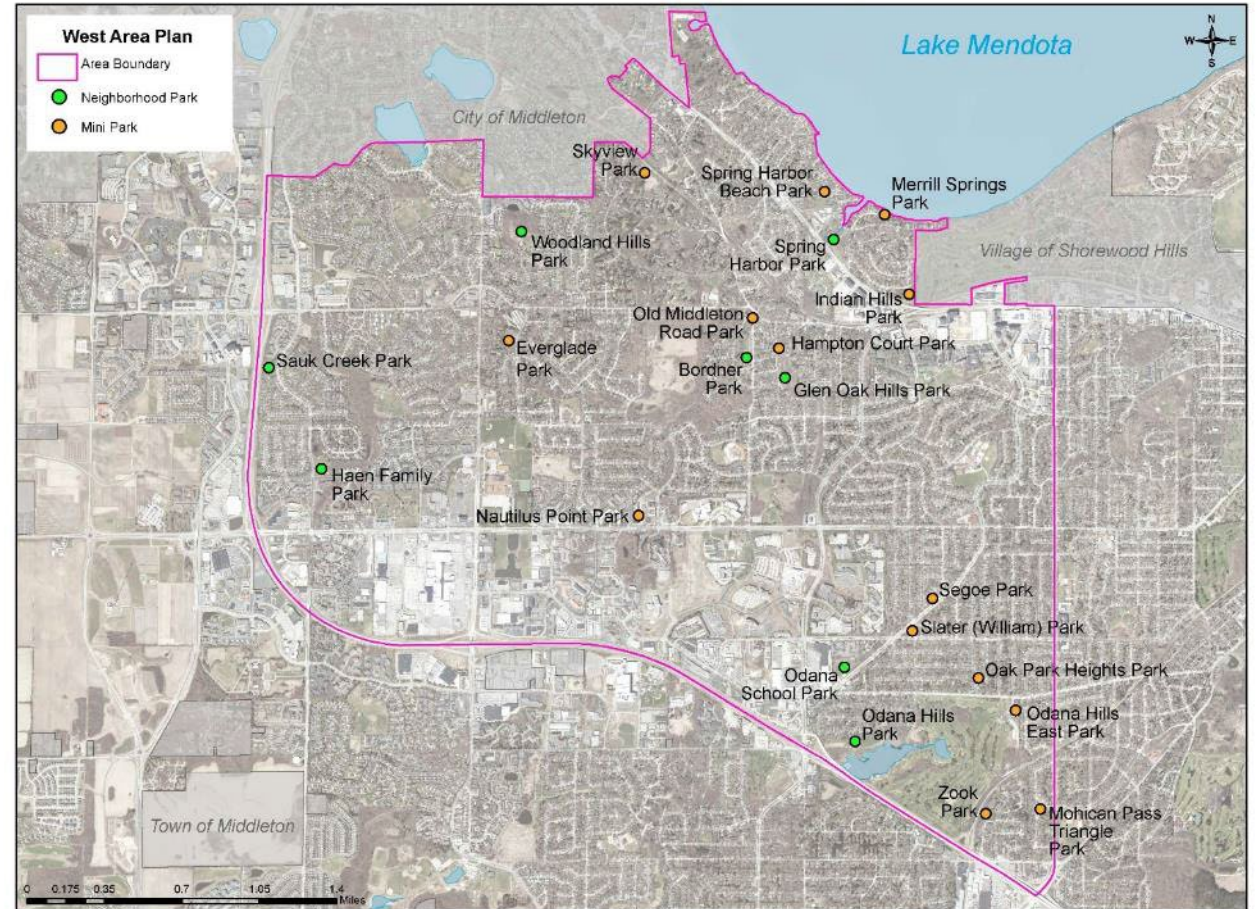
- Cover the entire city
- Be established then updated each decade
- Include an emphasis on reaching residents and communities typically underrepresented in City processes
- Have increased coordination with City initiatives (Parks, Engineering, etc.)
- Reduce the number of outdated and overlapping sub-area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



Park Development Plans



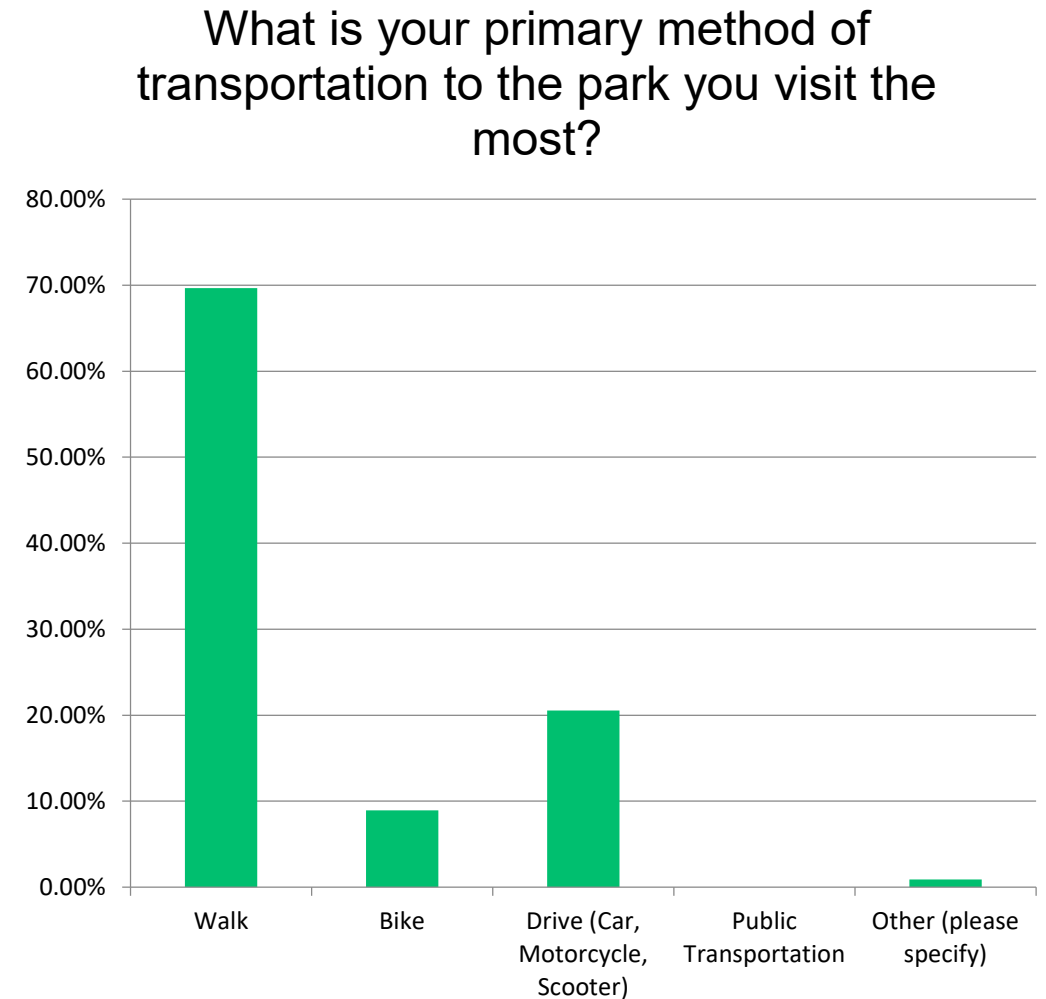
- A guide to park improvements planned in the coming 10 to 15 years at **Neighborhood** and **Mini Parks**. Information included in these plans:
 - Park's existing conditions
 - Recent improvements
 - Planned improvements
 - Planned expansion, if any
- This planning process does *not* include Community or Conservation parks. All comments on *greenways* must be directed to the City Engineering Division.



Parks Community Survey Highlights



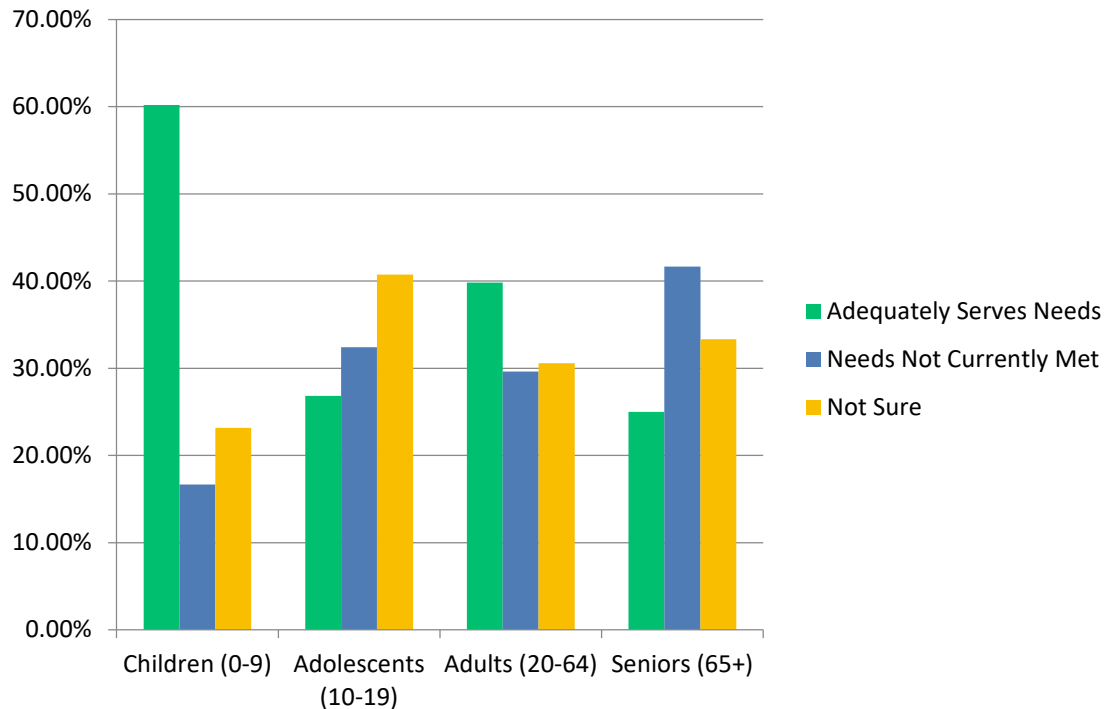
- Top activities include attending events/festivals, dog walking, gardening, hiking/walking, and nature viewing.
- Survey participants said parks do not include enough facilities for:
 - Hiking/Walking (48.19%)
 - Nature Viewing (46.25%)
 - Pickleball (54.55%)
 - Splash Parks (48.28%)
 - Swimming (60.00%)



Parks Community Survey Highlights



How do you feel Madison's existing park system, within the west planning area, meets the needs of the age groups below? View a map of the west planning area.



General themes received in comments from survey participants include:

- Increased recreation activities for adults without children
- More opportunities for dog walking/off leash dog areas
- Support for passive recreation opportunities
- Water/shoreline access
- Expand native areas/minimize mowing
- Desire for increased connectivity
 - Between parks and surrounding neighborhoods
 - Between park lands

Assets, Issues, Opportunities



ASSETS



Parks and Greenspace
Tree Canopy



Connectivity
(Bicycle/pedestrian/transit)
Proximity to Downtown
Amenities



Quiet and Safe
Charming Character
Community Feel

OPPORTUNITIES	ISSUES
Neighborhood Mixed-Use	Housing Affordability
Density	Connectivity
Supporting Local Business Owners	Bicycle and Pedestrian Safety
Vision Zero	
Sustainability in All Aspects	
Interconnected Greenspace	
Expand Community Involvement	

Feedback Thus Far

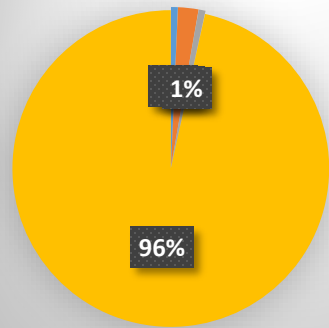


- Virtual & In-Person public meetings: February-March 2023 (~200 people)
- Interactive Commenting Map: ~450 comments
- Community Survey: ~350 comments through end of May
- Open House: 100+ people
- Community Partner outreach (ongoing)

Demographics Comparison

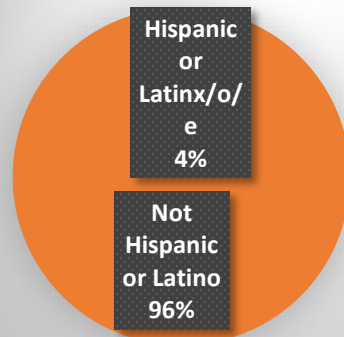


Race



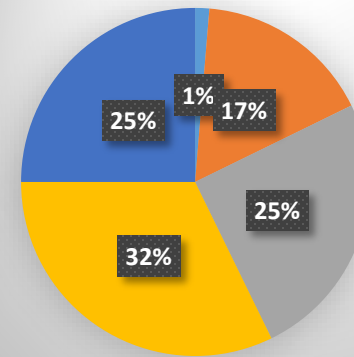
- American Indian or Alaskan Native
- Asian or Pacific Islander
- Some other race not listed here (please specify)
- White

Ethnicity



- Hispanic or Latinx/o/e
- Not Hispanic or Latino

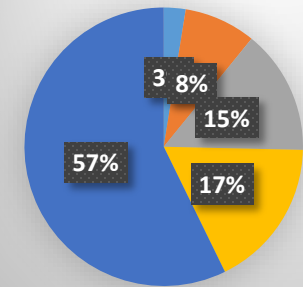
Age



- Under 25
- 25-40
- 41-55
- 56-70
- 71+

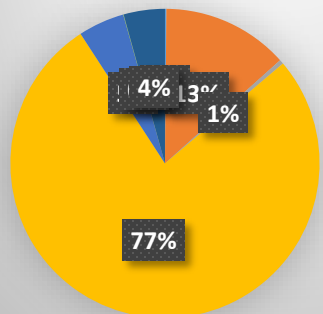
Income

Approximate Annual Income



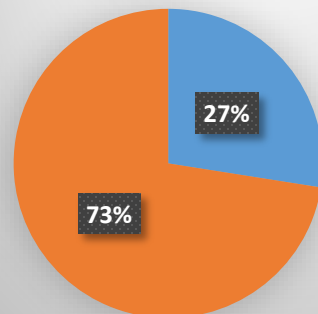
- Less than \$25,000
- \$25,000 - \$49,999
- \$50,000 - \$74,999
- \$75,000 - \$99,999
- \$100,000+

West Area Race Demographics



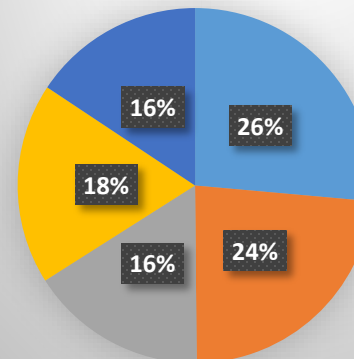
- American Indian or Alaskan Native
- Asian or Pacific Islander
- Some other race not listed here (please specify)
- White
- Black
- Native Hawaiian and Other Pacific Islander

West Area Ethnicity Demographics



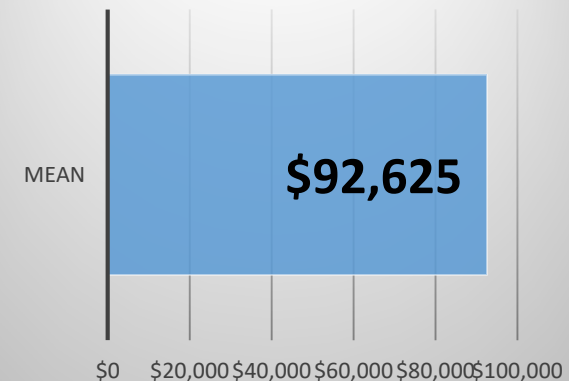
- Hispanic or Latinx/o/e
- Not Hispanic or Latino

West Area Age



- Under 25
- 25-39
- 40-54
- 55-69
- 70+

West Area Median Income



Feedback Thus Far: Land Use & Transportation



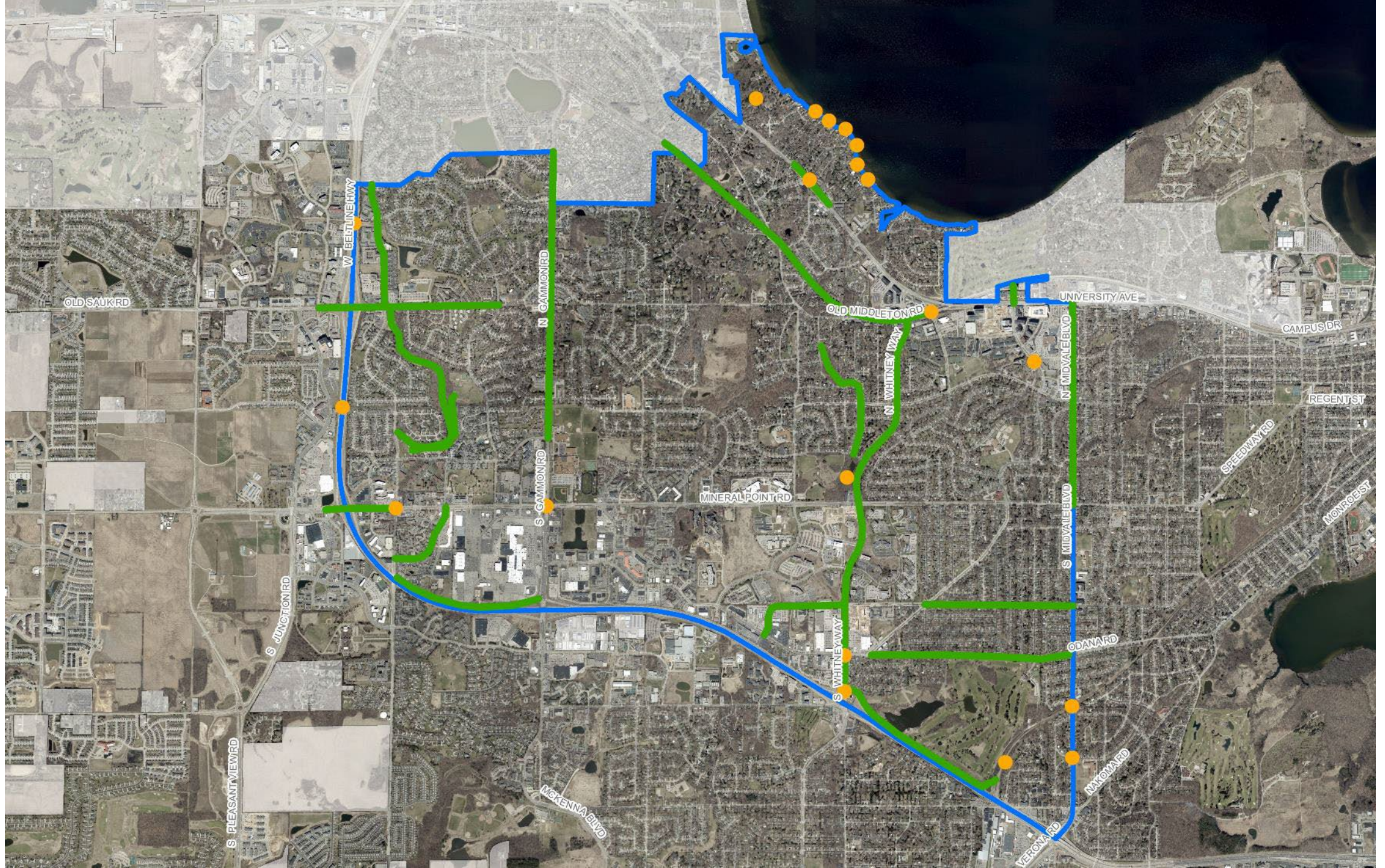
People want to see . . .	People also want to see. . .
Lower density/lower rise buildings	More mixed-use; Higher density development
Expanding bike paths; Improved ped/bike safety; Connected greenways	No paths in greenways
More parking	Prioritizing people - not cars; Decrease car lanes

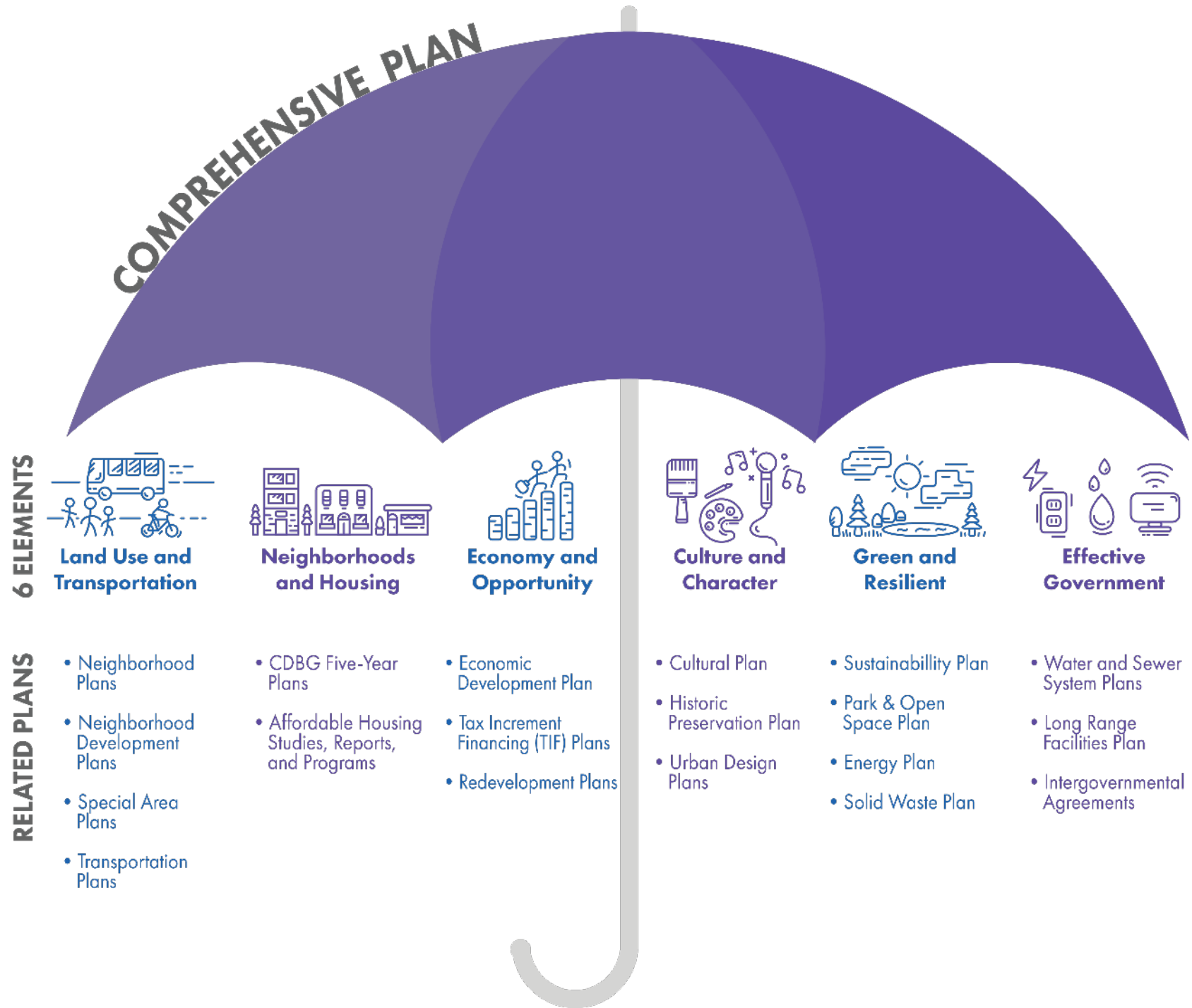
Feedback Thus Far: Neighborhoods & Housing; Green & Resilient; Health & Safety



People want to see . . .	People also want to see. . .
More affordability	Less subsidized housing
More diverse housing stock; Increased housing development	Less multifamily development
Address stormwater runoff	Maintaining greenway trees

- Health & Safety: safe and low crime listed as an area asset; reducing crime listed as a recommendation/concern

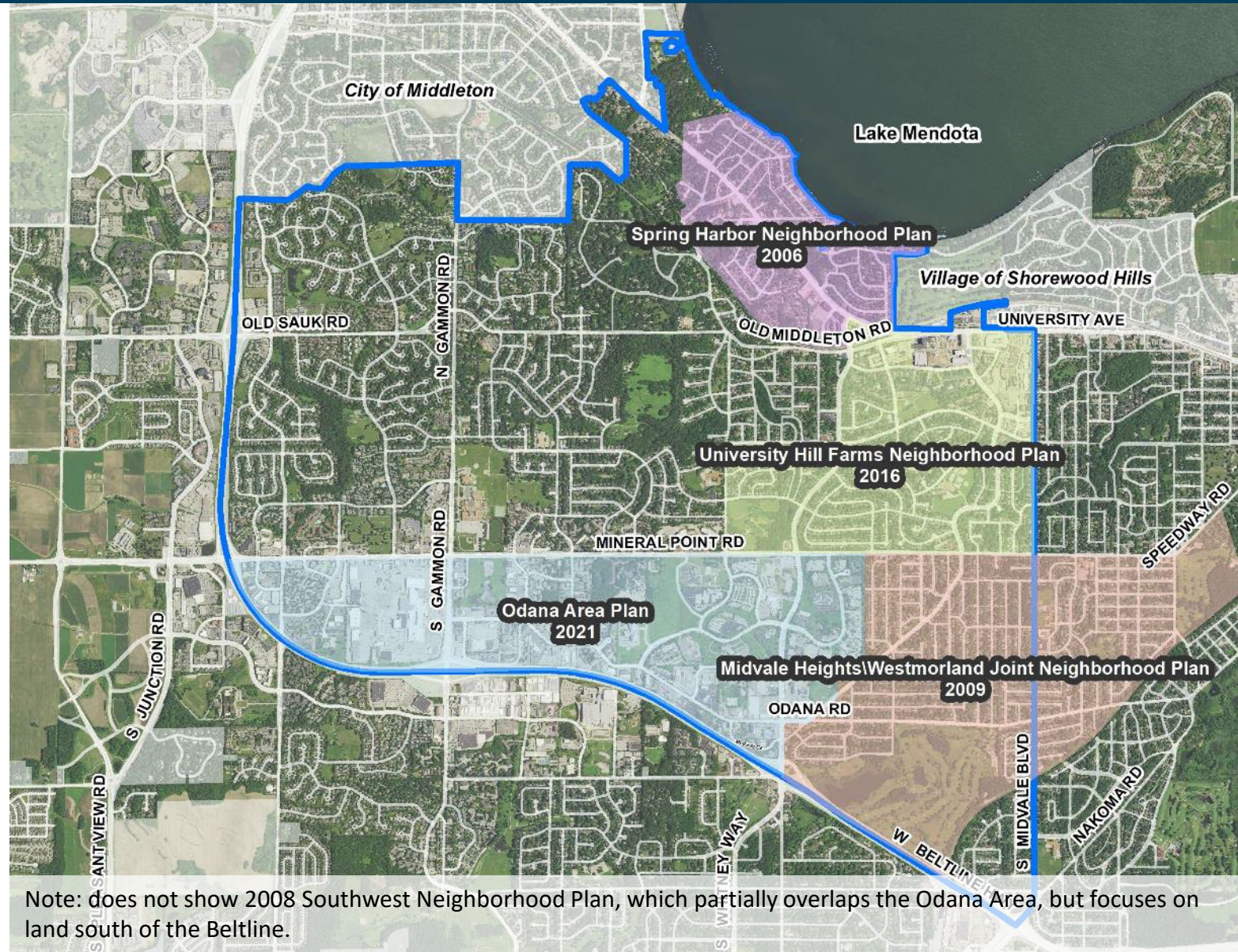




Underlying Plans Review



- Include recommendations that the City has control over or can influence in West Plan
- Don't Include Recommendations:
 - Where the City has little influence over implementation
 - That are already implemented
 - That conflict with current City Policy
 - Adequately covered by existing City policies, programs, or ordinances
- What Happens to Underlying Plans?
 - May consider retirement
 - If not retired, the City will follow recommendations in West Area Plan and Comprehensive Plan if they differ with older plans
- Staff review of underlying plans is on project website



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

West Area Plan

Bicycle Network

Planned Bike Path/Wide Sidewalk

Existing Bike Path/Wide Sidewalk

Existing On-Street Bike Lane

Planned On-Street Bike Lanes

Planned On-Street Bike Lane (planned roads)

Ponds/Greenways

Park

City of Madison Boundary

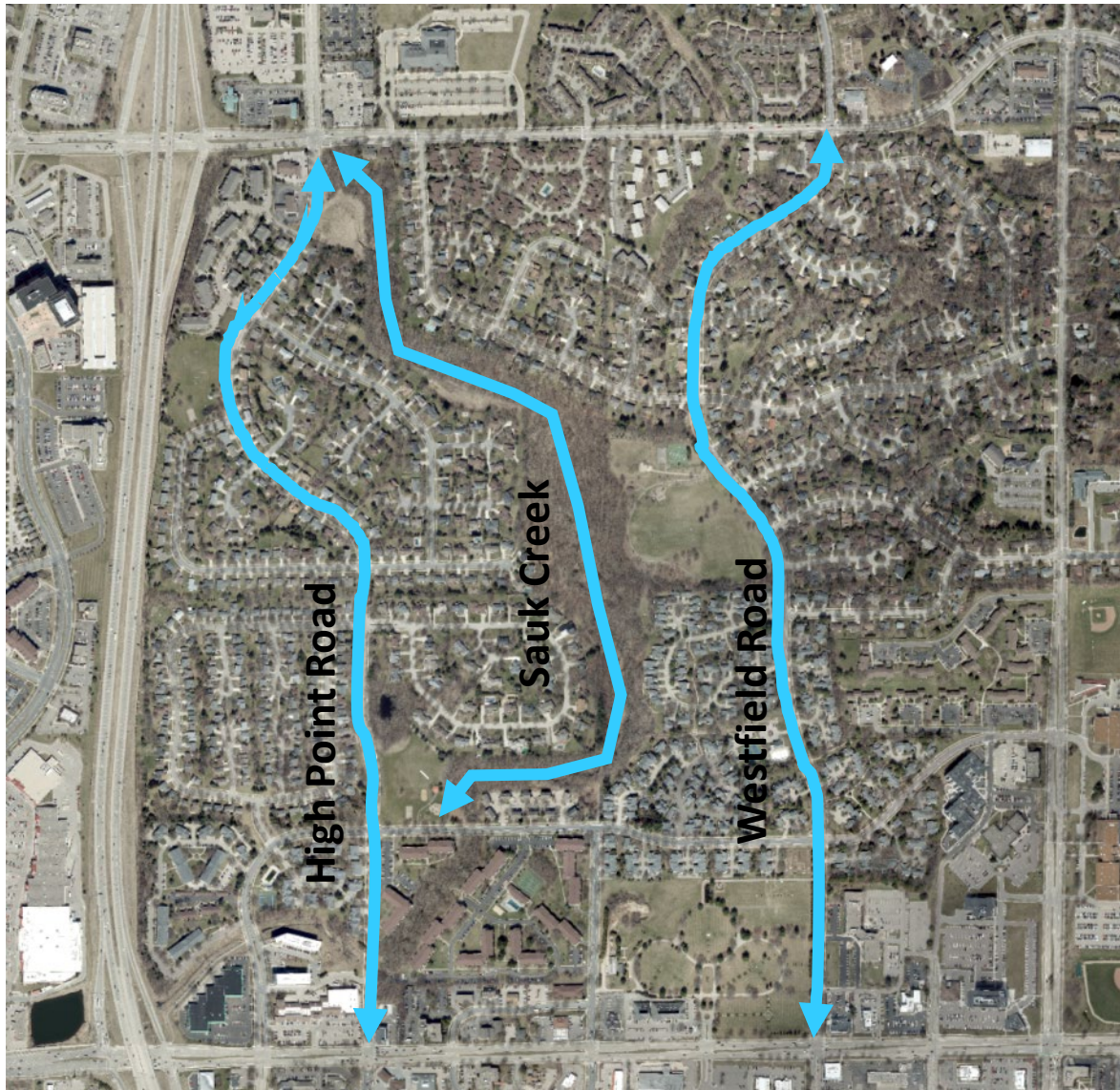
DRAFT

The map displays the West Area Plan Bicycle Network, highlighting planned and existing infrastructure. Key features include:

- Planned Bike Path/Wide Sidewalk:** Indicated by thick purple lines.
- Existing Bike Path/Wide Sidewalk:** Indicated by thin purple lines.
- Existing On-Street Bike Lane:** Indicated by thick green lines.
- Planned On-Street Bike Lanes:** Indicated by thin green lines.
- Planned On-Street Bike Lane (planned roads):** Indicated by dashed green lines.
- Ponds/Greenways:** Indicated by light green areas.
- Park:** Indicated by dark green areas.
- City of Madison Boundary:** Indicated by a grey shaded area.

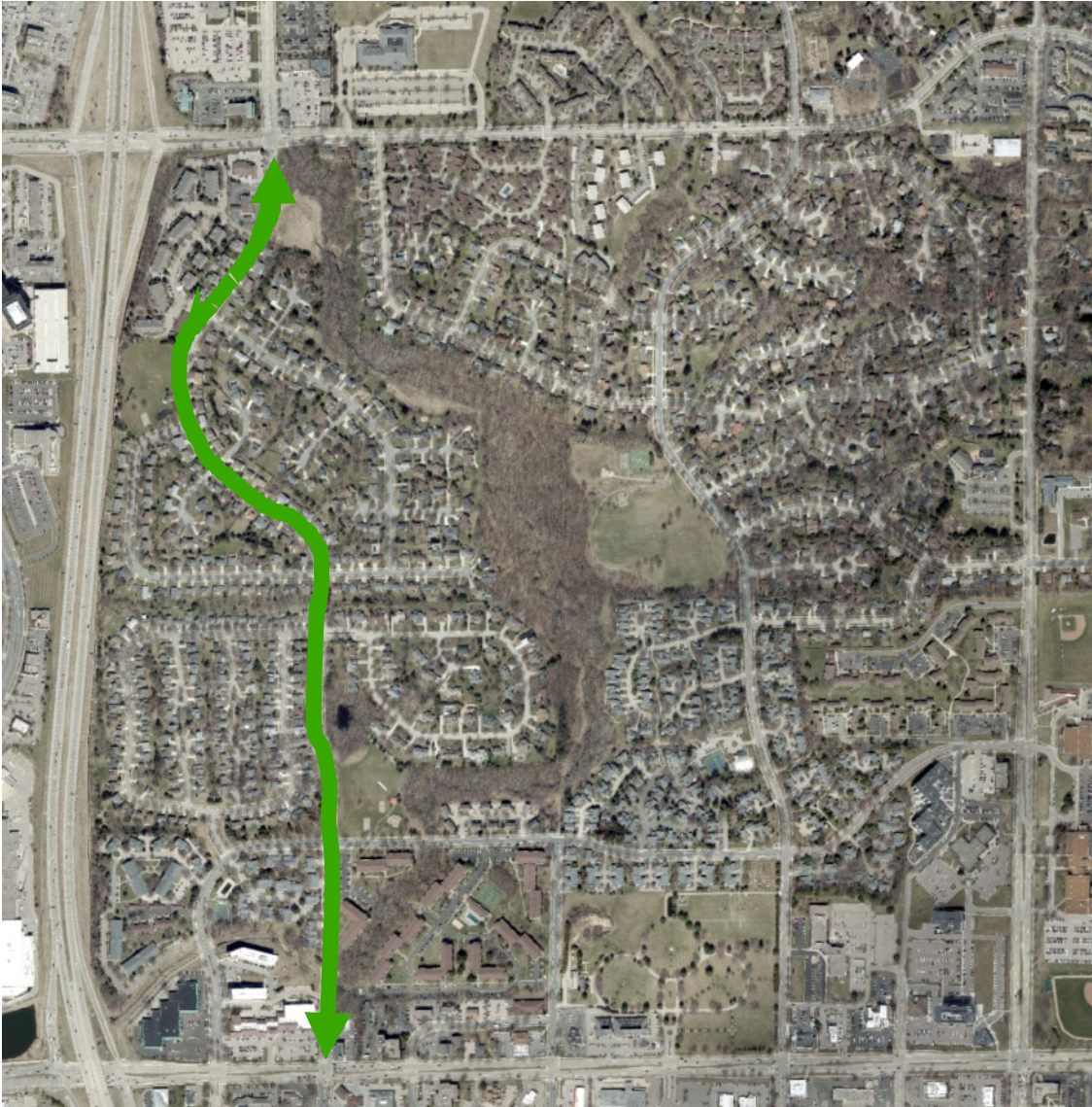
The map shows a network of roads and paths, with a yellow rectangular area highlighting a specific region in the center. The map is labeled with various street names and landmarks, including the City of Middleton, Village of Shorewood Hills, and Town of Middleton. The map is dated 7/11/2023 and is sourced from the Madison MPO, Madison Planning Division, and Dane County LIO.

North-South Bicycle Connection(s)



- Many people feel unsafe in a “regular” bike lane
- 2018 Comprehensive Plan strategy to *“Expand and improve the city’s pedestrian and bicycle networks to enable safe and convenient active transportation.”*
- Complete Green Streets Guide, adopted December 2022, emphasizes growing the city’s All Ages and Abilities bike network
- All Ages and Abilities = a continuous, low stress bicycle network (bikes are separated or buffered from car traffic)

High Point Road



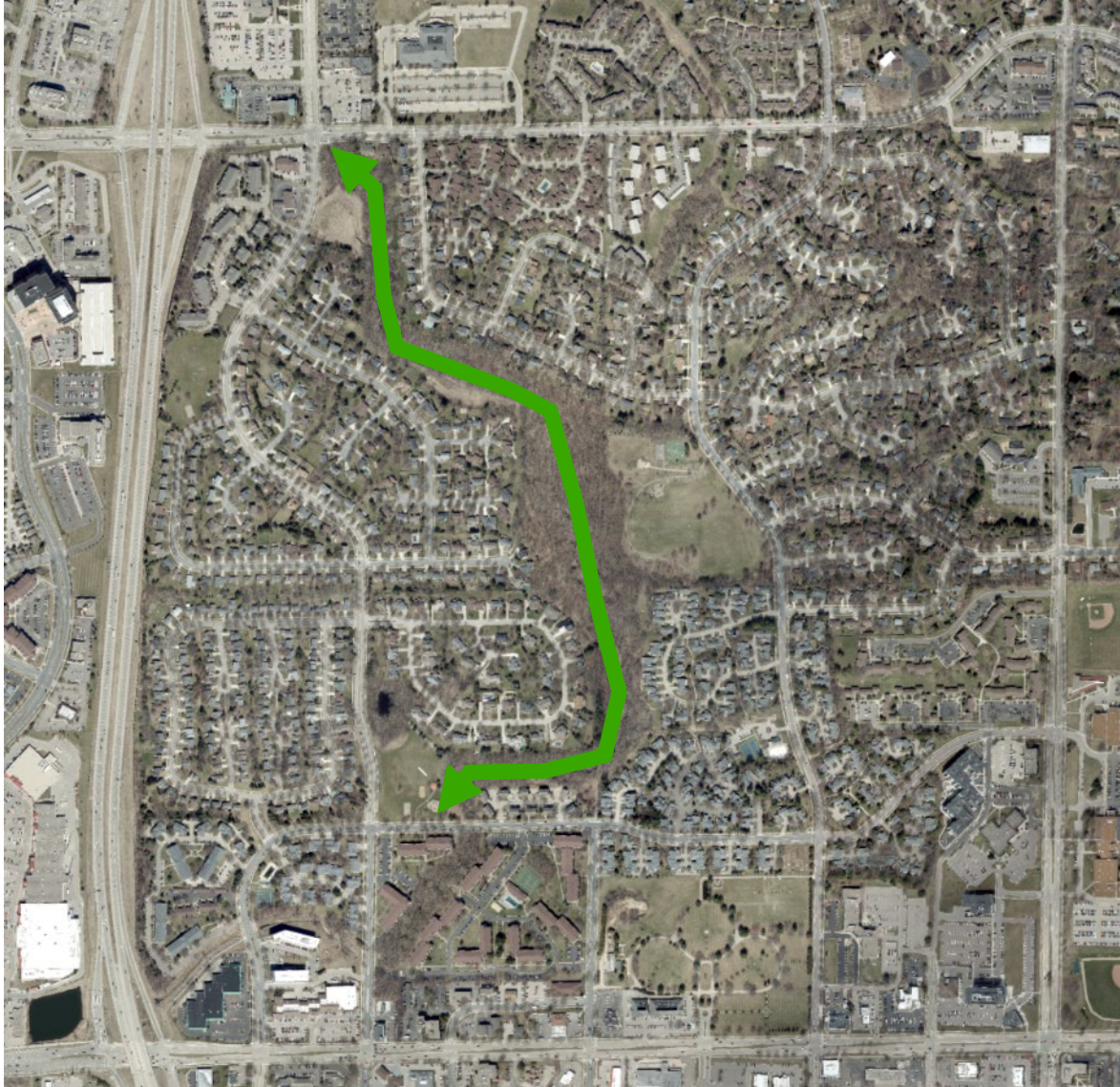
- Opportunities:

- Improve access to: West Towne Path connection, Sauk Creek Park, and Haen Family Park
- Integrate other changes to improve safety/slow traffic

- Issues:

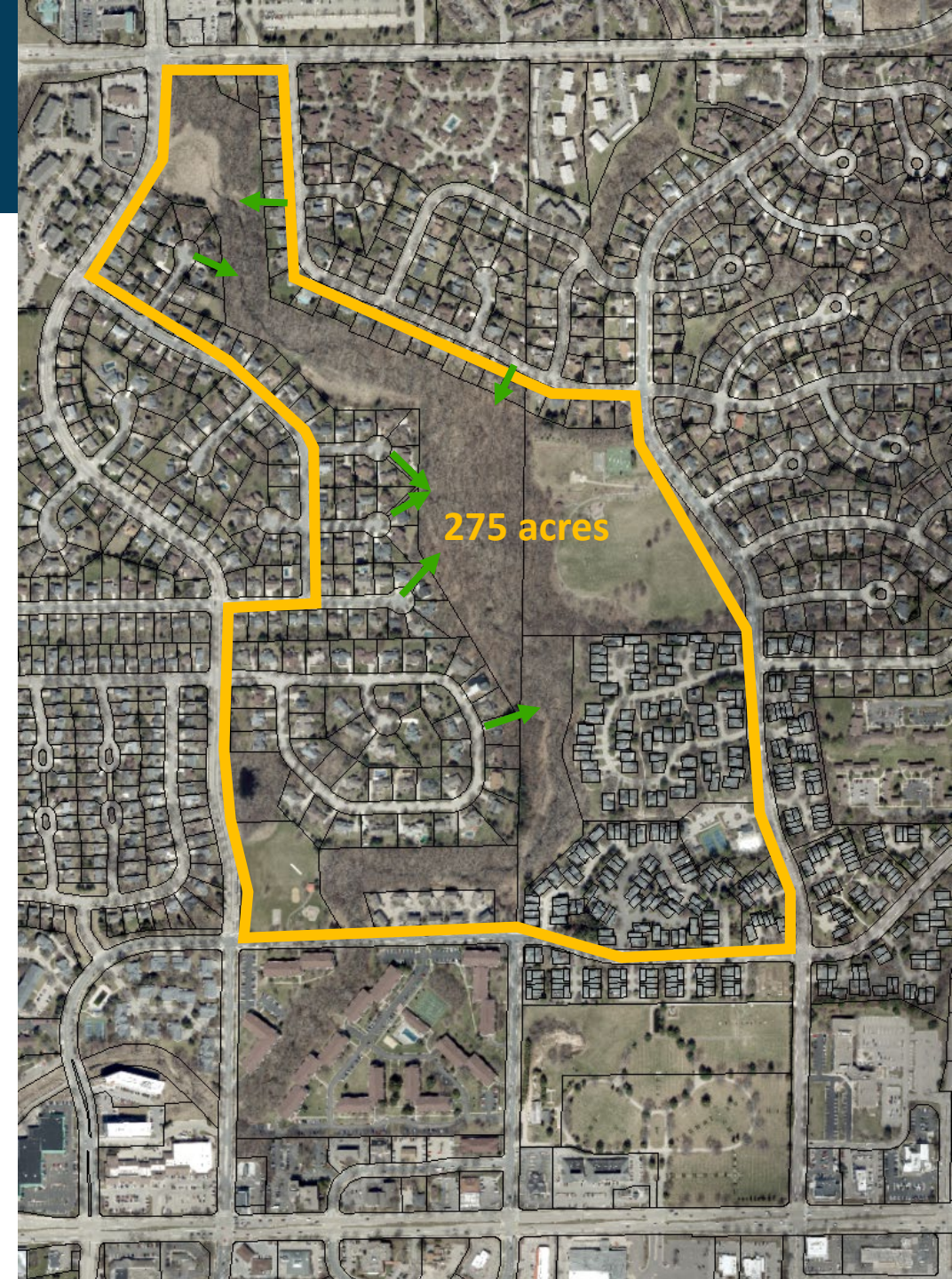
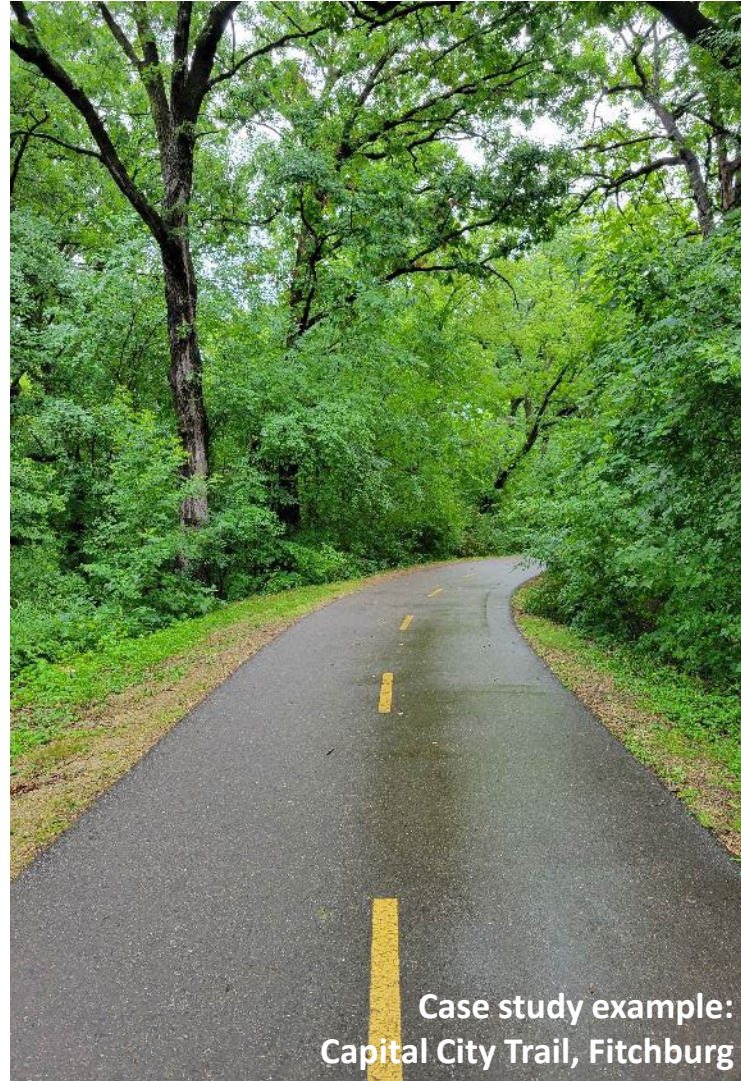
- Speed and traffic → All Ages Abilities facility needs to be a protected bike facility, requiring removal of substantial amounts of on-street parking
- East-west connections are lacking north of Tree Lane
- Winter maintenance of protected bike lane is resource intensive
- Any bike facility will have dozens of driveway crossings

Sauk Creek Greenway

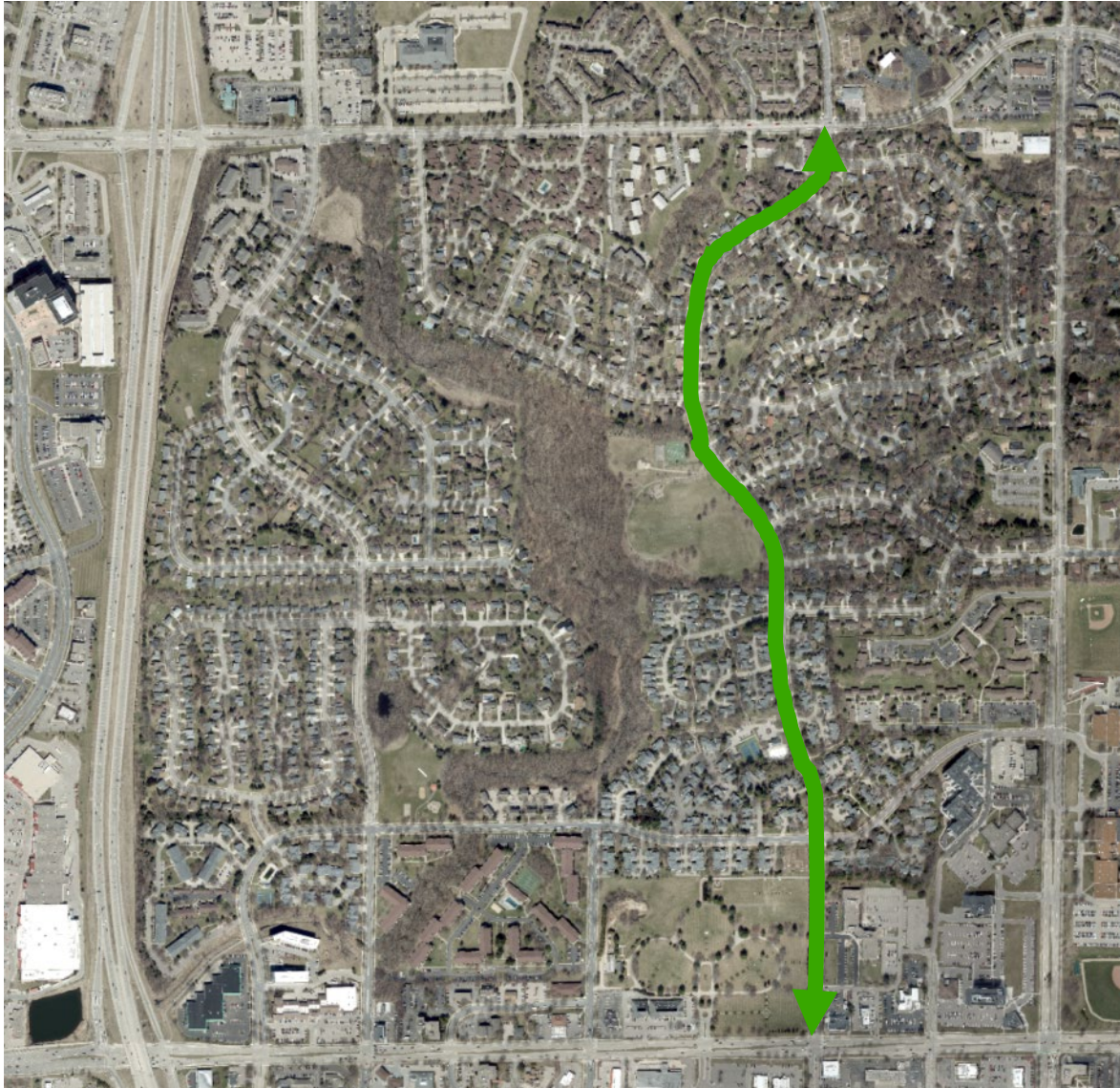


- Opportunities:
 - Improve access to nature, parks, neighborhoods (east-west)
 - Create new north-south connection for biking & walking
 - More comfortable route than being on-street (especially for youth)
 - Winter maintenance easier than protected bike lanes
 - Can overlap with maintenance path that needs to be constructed for stormwater channel
- Issues:
 - May require additional tree removal
 - More isolated – users may prefer to be on-street after dark

Sauk Creek Greenway

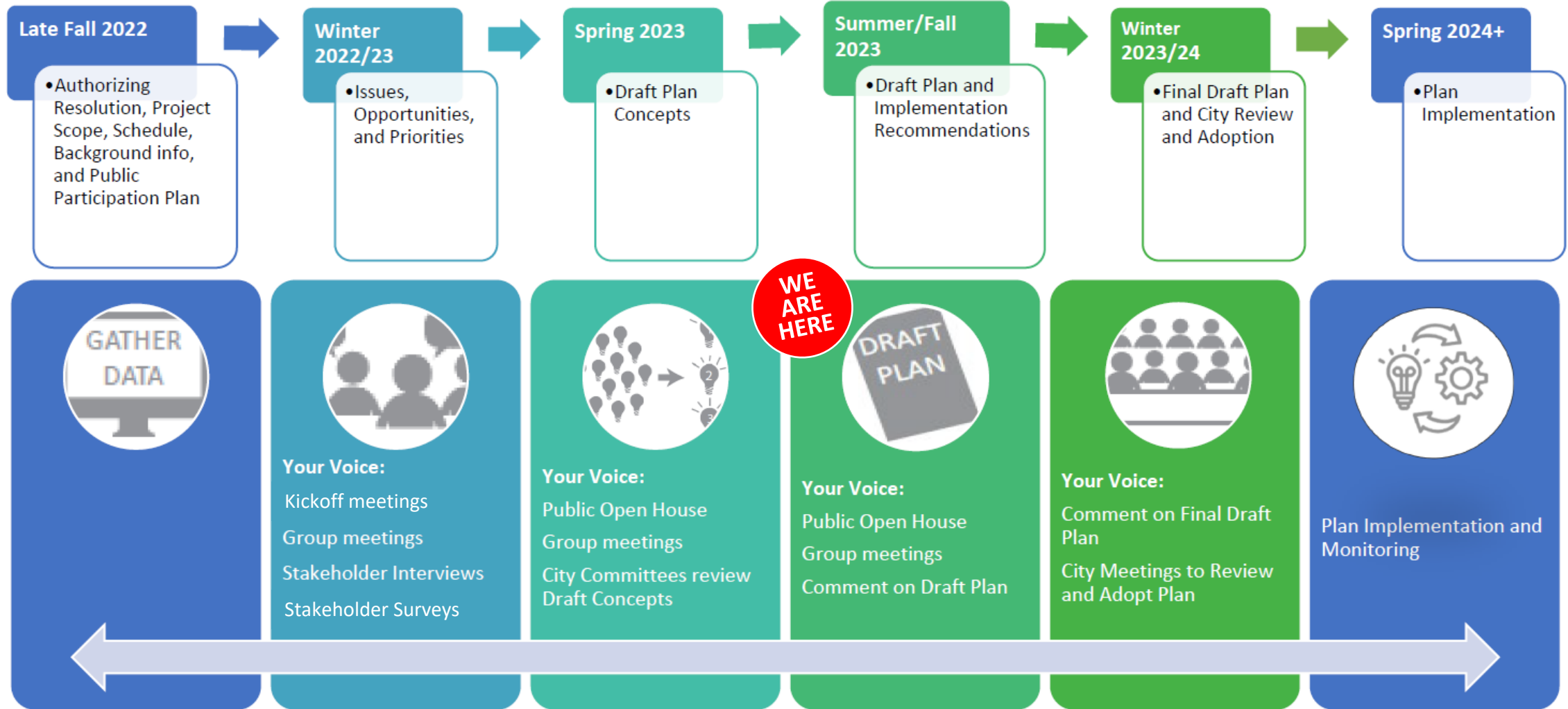


Westfield Road



- Opportunities:
 - Improve bike access to Walnut Grove Park, possibly Wexford Park
- Issues:
 - Minimum All Ages Abilities facility = buffered bike lane (requires removal of parking on one side + additional traffic calming)
 - Buffered bike lanes can be cleared in winter but may not be as useable as a path

Plan Process



Parks Development Plan Timeline



- Community Survey: Closes 8/4/23
- Public Input Meeting: 8/8/23 from 2PM – 3PM (virtual)
- Drop-In Listening Session: Lussier Community Education Center, 8/16/23 from 6PM – 8PM

Project Webpage: <https://www.cityofmadison.com/parks/projects/park-development-plans-west-area>

Project Manager: Sarah Grimalkin, (608) 263-6850 or
sgrimalkin@cityofmadison.com

Staying Engaged



- Sign up for our email list!
- Project resources
- Contact project staff



www.cityofmadison.com/WestPlan



City of Madison DPCED Planning

Heather Stouder, Director

DPCED	Building Inspection	Community Development	Economic Development	Housing	Planning	Permits
Home	Comprehensive Plan	Plans	Development	Historic Resources	Madison Arts	Neighborhoods
					Studies & Reports	

[City of Madison](#) [DPCED](#) [Planning](#) [Plans](#) [West Area Plan](#)

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.

Upcoming Public Meetings

Join us at an upcoming public meeting as we share what we've heard thus far via surveys, interactive mapping, and previous public engagement, along with how feedback is shaping the drafting of plan recommendations:

- [July 18, 2023, 6:30-7:30 p.m. Public Meeting \(virtual\)](#)
- [July 26, 2023, Noon-1:00 p.m. Public Meeting \(virtual\)](#)
- August 2, 2023, 5:30-7:30 p.m. Rennebohm Park Shelter

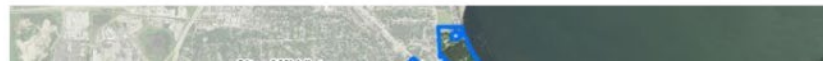
West Area Plan Survey

Thank you to the ~350 people who provided survey feedback - staff has compiled survey responses with other feedback recieved in [this summary PDF](#).

While all responses have been reviewed, [we are reposting](#) it for those who would like to take the survey and have not yet been able to fill it out. It has the same questions that were previously posted.

Background Maps

For those who are interested, [background maps PDF](#) for the West Area are available, and show the area's bicycle network, sidewalks, various housing statistics, and various environmental factors, among other things. The PDF is approximately 20 mb - right-clicking and selecting "save link as" may work best for exploring the map compilation on a laptop or desktop.



Plans

- [Hawthorne-Truax Neighborhood Plan](#)
- [Northeast Area Plan](#)
- [Reiner Neighborhood Development Plan](#)
- [Shady Wood Neighborhood Development Plan](#)
- [Transit-Oriented Development](#)
- [West Area Plan](#)
- [West Badger Road and South Park Street Concept Plan](#)

Subscribe to Email List

Subscribe to the West Area Plan email list:

Email:

Meetings

Upcoming Meetings

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- [July 26, 2023, Noon-1:00 p.m. Public Meeting \(virtual\)](#)
- August 2, 2023, 5:30-7:30 p.m. Rennebohm Park

Breakout Room Discussions



- People will be assigned to breakout rooms.
- Meeting will not reconvene after breakout rooms; staff will compile feedback to share.
- 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.
- Feel free to provide feedback on any topic, such as:
 - Land use recommendations?
 - Bicycle/pedestrian connections?
 - Neighborhood & Community parks?
 - Other recommendations?