

West Area Plan: Underlying Plan Review

There are four existing Sub-Area Plans that fall partially or entirely within the West Area Plan boundaries: Spring Harbor Neighborhood Plan (2006), Midvale Heights-Westmorland Joint Neighborhood Plan (2009), University Hill Farms Neighborhood Plan (2016), and Odana Area Plan (2021).

Staff reviewed the recommendations in those underlying plans as part of the West Area Plan process. Recommendations that are within the scope of Area Plans are considered for incorporation into the West Area Plan. Recommendations that are outside the scope of Area Plans or are not consistent with current City policies and priorities would not be incorporated, but would remain an underlying sub-area plan unless that plan is retired.

WHAT RECOMMENDATIONS FALL WITHIN THE SCOPE OF THE WEST AREA PLAN?

Generally, the City's Area Plans focus on guiding changes to the physical aspects of our community, such as development initiated by the private sector and infrastructure improvements typically carried out by the public sector. This includes topics such as land use, zoning, building height, transportation, parks and open space, public utilities, and stormwater infrastructure that the City has control over or can influence.

Related to the West Area Plan, a transportation recommendation from the Midvale Heights-Westmorland Neighborhood Plan, such as *'Determining the feasibility of constructing an off-street bicycle path along the southern border of Odana Golf Course from South Whitney Way to the Southwest Bicycle Path'* falls within the scope of the Plan and would be considered for incorporation.

WHAT RECOMMENDATIONS DO NOT FALL WITHIN THE SCOPE OF THE WEST AREA PLAN?

Recommendations related to topics where the City has little influence over implementation or that are annual reoccurring events would not be addressed in the West Area Plan. For example, the Spring Harbor Neighborhood Plan has a recommendation to *'Conduct an annual neighborhood clean-up day for all natural areas within the neighborhood, but with a specific focus on Spring Harbor, Spring Harbor Beach, and Kettle Pond.'* The plan assigned implementation of this recommendation to the neighborhood. Because area plans focus on recommendations with City involvement, a recommendation such as that would not be carried forward in to the West Area Plan. Such neighborhood-led recommendations could still be carried out by the neighborhood regardless of whether they are in an area plan.

WHAT OTHER RECOMMENDATIONS WILL NOT BE INCLUDED IN THE WEST AREA PLAN?

Recommendations that have already been implemented will not be included in the West Area Plan. For example: *'Work with the City, County, and WI DNR to have Spring Harbor dredged.'* This is a recommendation from the Spring Harbor Neighborhood Plan that was implemented in 2022.

Recommendations that are not a current City Policy or Priority will not be included in the West Area Plan. For example: *'The Transport 2020 commuter rail project is currently entering the preliminary engineering phase of implementation. The startup service includes daily commuter rail service between*

Greenway Center in Middleton and East Towne Mall, operating within the current freight rail corridor (including the Wisconsin and Southern Railroad in Spring Harbor). A station is recommended in the Old Middleton Road/Whitney Way area. This improvement should not come in lieu of improvements to current Madison Metro. A second neighborhood stop could be located at Norman Way or Temkin Avenue. This is another recommendation from the Spring Harbor Neighborhood Plan. This recommendation is obsolete as the Transport 2020 project was replaced by Bus Rapid Transit, which is currently being implemented.

Recommendations adequately covered by existing City policies, programs, or ordinances, especially those adopted since underlying plans were created, would also not be included. For example, the Midvale Heights Neighborhood Plan has a recommendation that includes *'work with Work with future development to achieve stormwater infiltration to the greatest extent possible, given site characteristics and constraints. Site considerations should include soils, topography, location, desired density, neighboring uses, cost, and possible contamination.'* The City's stormwater management ordinance, which was recently made more stringent, is mandatory, and already addresses requirements for stormwater infiltration, making the plan recommendation duplicative.

WHAT WILL HAPPEN TO THE UNDERLYING PLANS REVIEWED FOR THE WEST AREA PLAN?

Many areas of the city, including the areas included within the West Area Plan boundary, are subject to recommendations from a number of plans. In some cases, these plans were adopted more than 20 years ago. In many cases, multiple plans overlap in the same geographic area and will sometimes offer differing recommendations for the same area or will make recommendations inconsistent with the Comprehensive Plan, current City policy, or current conditions. As part of the adoption process of the West Area Plan, the Plan Commission and Common Council may explore retiring some or all of the older underlying plans. If the older underlying plans are not retired, they may still be used in making land use and public investment decisions, but in cases in which recommendations differ from the Comprehensive Plan or West Area Plan, the City will follow the recommendations of the newer adopted plan.

Recommendations Categorization in the Spreadsheet

Green – Likely include in West Area Plan (either mapped or in text recommendations)

Yellow – Maybe include in West Area Plan

Red – Unlikely to be included in West Area Plan

Spring Harbor Neighborhood Plan Goal/Recommendation Summary

GOAL (Land Use)	RECOMMENDATION	LEAD	West Area Plan
1. The residential character of the neighborhood should be enhanced and preserved	1. Any future residential redevelopment must be at a height and scale that is compatible with and is sensitive to the built character of the neighborhood.	City	Already in Comp Plan/Zoning Code
	2. Continue to provide information, and where appropriate expertise on existing codes for residential development zoning changes or variances. At a minimum, encourage the alder person to provide development (e.g. variance requests, redevelopment requests, demolition permits, etc.) notices to the designated neighborhood representative.	City/Neighborhood	Existing City policy/ordinance
2. Enhance University Avenue as a vibrant mixed-use corridor for the neighborhood and surrounding communities, that includes retail, civic, office, cultural, residential, institutional, and recreational uses.	3. As redevelopment opportunities become available, commercial uses for SH Site 3 should be consistent with the following Neighborhood Mixed Use District Guidelines as outlined in the City’s Comprehensive Plan. (See Figure 3.3) The comprehensive redevelopment plan prepared prior to any redevelopment of Site 3 should include detailed recommendations regarding the arrangement of individual land uses; building locations; site access, circulation and parking; and design standards addressing building scale and height, site amenities, and	City	Zoning Code
	4. Request the Plan Commission and Common Council to amend the City’s Comprehensive Plan to change the portion of Site 1 and 2 designated NMU (Neighborhood Mixed-Use) to CMU (Community Mixed-Use); with the remainder of Site 2 to retain the Employment land use classification (See City Comprehensive Plan Map 2.2h in Appendix D). The CMU designation is recommended to encourage future redevelopment on both sides of Whitney Way as a relatively high density Transit Oriented Development employment district that may include limited retail and residential uses to support the primary recommended employment use. The comprehensive redevelopment plan prepared prior to any redevelopment of Site 1 and 2 should include detailed recommendations regarding the arrangement of individual land uses; building locations; site access, circulation and parking; and design standards addressing building scale and height, site amenities, and such other factors as may be determined during the planning process. A sample of neighborhood sentiment for what would be appropriate is: <ul style="list-style-type: none"> ☐ An Erdman type campus with green space ☐ A collection of art/gallery/music stores, or specialty stores that would create a destination type place. ☐ A Kennedy Place Type building ☐ Collection of “locally owned” stores rather than “chain” stores ☐ Foot traffic stores ☐ Complement to educational facilities: (noted that Wingra School is locating just a block or two to the south), the Spring Harbor elementary school, and possibly other employment schools or training facilities. ☐ Update the Urban Design District for University Avenue Corridor, with particular emphasis on a street redesign/configuration that helps to create a narrower field of vision for motorists. Buildings examples the Neighborhood feels would be inappropriate for the site: <ul style="list-style-type: none"> ☐ A Weston Place Condominium building ☐ The Twin Towers (Johnson Bank and TDS) located at the intersection of Old Sauk and Junction Roads) ☐ Any BIG BOX solo national entrepreneurships ☐ Skyscrapers 	City	Cover in Land Use Map
	5. Maintain existing zoning and land use for residential uses on University Avenue in order to prohibit commercial uses from encroaching on residential uses of the neighborhood.	City	Land use is being reviewed in context of current City policy and transit service; rezoning is guided by the Future Land Use map
GOAL (Transportation)	RECOMMENDATION	LEAD	West Area Plan

3. Improve pedestrian safety throughout the neighborhood	6. The neighborhood will work with the city to improve pedestrian safety at the following locations, while simultaneously retaining neighborhood character, which consists of narrow and tree lined streets. Priority locations for pedestrian safety improvements include: <ul style="list-style-type: none"> ☐ Norman Way between Old Middleton Road and Spring Harbor Beach ☐ Intersection of Flambeau Road and Tomahawk Trail ☐ Intersection of Tomahawk Trail and Minocqua Crest ☐ Intersection of Laurel Crest and Taychopera Road ☐ Entire length of Lake Mendota Drive 	Neighborhood	Neighborhood listed as lead; West Plan will map major pedestrian gaps
	7. Improve the lighting, size, and safety of the Spring Harbor Drive Tunnel and the Knocke's Tunnel to enhance pedestrian movement throughout the neighborhood.	City/WisDOT	Consider keeping (Spring Harbor tunnel implemented)
	8. Review local street improvements on a case by case basis with the neighborhood and the alder to include possible alternatives for road surfaces, runoff, and pedestrian access paths.	City	Addressed by existing City policy/ordinance
4. Bicycle paths and routes should be integrated throughout the neighborhood	9. Construct a new multi-use trail along the Wisconsin & Southern Railroad corridor beginning at the Blackhawk Trail and continuing into Middleton.	City/WisDOT	Consider keeping (although likely not feasible unless the path replaces the RR)
	10. Request the City's Transportation Division create a bicycle connection from Lake Mendota Drive to Marshall Park.	City	Consider keeping
	11. Encourage local businesses to install bicycle parking outside of their stores or offices.	Neighborhood	Zoning Code requirement
5. Improve local streets	12. Encourage the City to allow traffic calming elements to be implemented on unimproved streets in order to increase safety on Norman Way, Greening Lane, and Lake Mendota Drive.	Neighborhood	Covered in Safe Streets Madison program
	13. Work with the City to improve pedestrian safety along Brody Drive, Lorraine Drive, Marsha Drive, Pauline Avenue, and Temkin Avenue.	Neighborhood	Neighborhood listed as lead; West Plan will map major pedestrian gaps
	14. Create a curb along the corners of the intersection of Norman Way, Dale Avenue, and Temkin Avenue, which would permit for a traffic circle to be located in the middle of that intersection.	City	Too detailed
6. Improve Public transportation service for the neighborhood.	15. Work with Madison Metro to provide more frequent bus service serving the neighborhood during rush hour and to increase the number of routes heading west of the neighborhood. The neighborhood should encourage Middleton to increase Metro service routes and times so it is easier for Spring Harbor residents to use Metro as a transit alternative.	City/City of Middleton	Already Implemented
	16. Improve pedestrian access and connections to sidewalks to the Metro stops along University Avenue by providing safe crosswalks at the following intersections: Craig Avenue, Norman Way, and Capital Avenue.	City	Already Implemented
	17. Work with local businesses to provide consistent landscape themes and improved amenities for the Metro stops at University Avenue and Flambeau Road, Craig Avenue, Norman Way, and Capital Avenue.	Neighborhood	Not a City Action/Not City-controlled
	18. The Transport 2020 commuter rail project is currently entering the preliminary engineering phase of implementation. The start up service includes daily commuter rail service between Greenway Center in Middleton and East Towne Mall, operating within the current freight rail corridor (including the Wisconsin and Southern Railroad in Spring Harbor). A station is recommended in the Old Middleton Road/Whitney Way area. This improvement should not come in lieu of improvements to current Madison Metro. A second neighborhood stop could be located at Norman Way or Temkin Avenue.	City & County	Obsolete
GOAL (Housing)	RECOMMENDATION	LEAD	West Area Plan
	19. Provide new residents with information about the services provided by the neighborhood, the City, and local businesses.	Neighborhood	Not a City Action/Not City-controlled

7. Maintain the existing residential character within the neighborhood	20. Maintain the current mix of housing types in the neighborhood, at various prices, to offer a variety of housing options to current and new residents.	Neighborhood	Covered by Land Use Map existing Comp Plan recommendation
	21. Work with related housing agencies to ensure that residents currently residing in apartments that are being converted into condominiums have alternative housing options, preferably in the neighborhood.	Neighborhood	Obsolete? Too detailed - goal for not just the West Area
	22. Encourage residential property owners to use sustainable building practices, low impact development methods, and incorporate green building materials into their construction projects.	Neighborhood	Already in Comp Plan Covered by Zoning Code and Building Code to the extent allowed by State
GOAL (Economic Development)	RECOMMENDATION	LEAD	West Area Plan
8. Neighborhood Mixed Use development should be supported SH Site 3	23. Encourage neighborhood services to occupy SH Site 3 that complement the existing businesses.	Neighborhood	Not City-controlled
	24. If redevelopment occurs, work with developers to ensure that existing goods and services are retained and complimentary businesses are added to the neighborhood.	Neighborhood	Not City-controlled
9. Community Mixed Use and Employment development should be supported on SH Sites 1 and 2	25. Encourage retention of existing businesses within SH Sites 1 and 2 as redevelopment occurs.	Neighborhood	Not City-controlled
	26. Encourage a diverse mix of services and stores that can serve the neighborhood and the community as redevelopment occurs.	Neighborhood	Not City-controlled
	27. Explore financing options to facilitate redevelopment. The dollars gained from funding sought should also go towards increasing physical neighborhood amenities such as entrance signs and decorative lighting.	Developer	Consider keeping (TIF strategy)
GOAL (Natural Resources)	RECOMMENDATION	LEAD	West Area Plan
10. Improve the natural resources within the neighborhood as well as resident access to these resources	28. Improve public lake access at Spring Harbor and other lake access courts throughout the neighborhood. Construct a handicap accessible path to create lake access at the most appropriate location to comply with ADA rules.	City	Consider keeping
	29. Work with the neighborhood and the City to implement the requirements specified in the maintenance plan concerning lake access courts.	City/Neighborhood	Review maintenance agreement
	30. Conduct an annual neighborhood clean-up day for all natural areas within the neighborhood, but with a specific focus on Spring Harbor, Spring Harbor Beach, and Kettle Pond.	Neighborhood	Not City-controlled
	31. Pursue the construction of a low-impact walking path through the Greenway located north of Baker Avenue for passive recreation use for neighbors on the western edge of the neighborhood.	Neighborhood	Map Specific Improvements
11. Improve the ecology of Lake Mendota	32. Work with the City, County, and WI DNR to have Spring Harbor dredged.	County/WI DNR	Already Implemented
	33. Request the City Parks Division plant vegetation around the beach in order to discourage waterfowl, improve the safety, increase the use of the beach, and improve the water quality of the lake, with the help of the neighborhood.	City	General Policy for city
	34. Encourage rain gardens throughout the neighborhood to reduce stormwater runoff.	Neighborhood	General Policy for city
	35. Work with City Engineering and City Parks to encourage plantings along the lake access courts that can allow for stormwater infiltration.	City/Neighborhood	Consider keeping
	36. Work closely with the city so when chip seal application to a roadway is used, that mitigation efforts are implemented that limit runoff of tar, oil, and other chemicals into the lake, streams, and gutters that feed the lake.	City	Citywide issue/policy
GOAL (Parks & Open Space)	RECOMMENDATION	LEAD	West Area Plan
12. Expand the number of parks in the neighborhood as land becomes available	37. Create a small neighborhood park with a tot lot to the south and west of University Avenue to serve this part of the neighborhood, which is underserved by existing parks.	City/Neighborhood	Review/discuss with Parks

13. Maintain and enhance existing services offered at neighborhood parks	38. Request the Parks Division maintain lifeguard service at Spring Harbor Beach.	City	too detailed; handled in context of larger City budget
	39. Request the City's Parks Division increase boat storage at Spring Harbor, with a priority of use being reserved for Spring Harbor residents.	City	covered by parks development plans
	40. Find a location within an existing park or neighborhood, possibly at Indian Hills Park, to create a community garden. Collaborate with Spring Harbor Middle School to implement this recommendation.	Neighborhood	Neighborhood action
14. Control invasive species within the neighborhood's parks and recreation areas, in order to preserve the natural character throughout the neighborhood, and to	41. Work with the neighborhood Garden Club and Spring Harbor Middle School to control invasive species, and replant native species.	Neighborhood	Neighborhood action
	42. Create an oak savannah at Spring Harbor Park in conjunction with Spring Harbor Middle School. The oak savannah should complement the Hickory Grove that exists today.	Neighborhood	Neighborhood action
GOAL (Historical and Cultural Resources)	RECOMMENDATION	LEAD	West Area Plan
15. Preserve and honor the four Historic Madison, Inc. designated historic landmarks within the neighborhood	43. Formally recognize the following properties in a neighborhood publication: <input type="checkbox"/> Merrill Spring Effigy Mound (5030-34, 5040-42, 5053, 5101 Lake Mendota Dr) <input type="checkbox"/> Spring Harbor Effigy Mound (1110 Spring Harbor Dr, 1775 Norman Way, 5388 University Ave) <input type="checkbox"/> Hickory Hill House (1721-1729 Hickory Dr) <input type="checkbox"/> John R. Commons House (1645 Norman Way)	Neighborhood	Not a City Action/Not City-controlled
	44. Encourage the development of a neighborhood historic preservation committee to identify historic sites and apply for formal historic status. The first locations to be nominated for formal status should be the property at 1775 Norman Way and Merrill Springs Park.	Neighborhood	Historic Resources Survey Not a City Action/Not City-controlled
	45. Provide neighborhood entrance signs and landscaping at key locations throughout the neighborhood including: Indian Hills Park, Lake Mendota Drive and the City Boundary, University Avenue and Allen Boulevard, Old Middleton Road and Capital Avenue.	Neighborhood	Not a City Action/Not City-controlled
	46. Encourage the City to construct gateway signs to the City of Madison at University Avenue and Allen Boulevard.	City	Discuss with TE
17. Increase the awareness of services and programs available to residents within the neighborhood	47. Implement a public relations campaign for neighborhood businesses and amenities to create the following items: <input type="checkbox"/> A neighborhood handbook/brochure that outlines goods and services offered by organizations and businesses within the neighborhood. <input type="checkbox"/> A map of historic sites that could be used as a walking tour of historic sites within the neighborhood. <input type="checkbox"/> A business feature column in the neighborhood newsletter and on the neighborhood website	Neighborhood	Not a City Action/Not City-controlled
GOAL (Community Facilities)	RECOMMENDATION	LEAD	West Area Plan
18. Spring Harbor Middle School should remain open and should partner with SHNA to serve as a neighborhood community	48. Continue to coordinate programs and activities between the neighborhood and the school (Possible uses could include neighborhood meetings and enrichment courses).	Neighborhood	Neighborhood action
	49. Improve access to the school building for the neighborhood and its residents during nonschool hours.	School	School action
19. Improve safety within the neighborhood	50. Increase police patrols in the neighborhood. Potential expansion ideas include intergovernmental cooperation with Shorewood Hills Police to patrol parts of the Spring Harbor Neighborhood and encouraging the Madison Police Department to implement a traffic enforcement officer classification (who would have the ability to monitor traffic and write speeding tickets only).	Neighborhood	Police patrols based on PD determination of need & overall policy - area plans will not determine police patrol activity
	51. Create a neighborhood safety committee that would directly address safety issues, including monitoring traffic calming efforts.	Neighborhood	Not a City Action/Not City-controlled
20. Maintain good working relationships with neighborhood institutions (schools, churches, etc.)	52. Continue to include these neighborhood institutions in neighborhood initiatives and utilize them as meeting locations for neighborhood functions.	Neighborhood	Not a City Action/Not City-controlled
GOAL (Utilities)	RECOMMENDATION	LEAD	West Area Plan

21. Maintain, upgrade, and enhance all utilities within the Spring Harbor Neighborhood to improve both the aesthetics and quality of life in the neighborhood	53. Bury existing overhead utility lines when streets are reconstructed or major projects are developed.	Neighborhood/MG&E	MGE decision
	54. Work with MG&E to provide better screening of their facilities in the neighborhood.	MG&E	MGE decision; City does not generally govern utility box placement
	55. Encourage business owners, when redeveloping or rehabilitating their properties, to utilize "green" construction methods to promote energy savings and stormwater infiltration.	Neighborhood	Covered by stormwater ordinance, building code
	56. Work with City Engineering to improve stormwater runoff issues at specific sites including: Norman Way, Camus Lane, and Minocqua Crest.	City	Review with Engineering in context of watershed studies
GOAL (Intergovernmental Cooperation)	RECOMMENDATION	LEAD	West Area Plan
22. Increase communication and involvement with surrounding governments and organizations	57. SHNA should work with adjoining neighborhoods to discuss redevelopment of key properties within the Spring Harbor neighborhood that have an impact on their quality of life.	Neighborhood	Not a City Action/Not City-controlled
	58. SHNA should join in the discussions of approval of developments that are located outside the neighborhood boundaries, but will have an impact on the neighborhood, e.g. - the Hilldale Mall redevelopment.	Neighborhood	Not a City Action/Not City-controlled
	59. SHNA should appoint a zoning/development committee to increase awareness about reconstruction and remodeling projects within the neighborhood. This committee could also help to represent the neighborhood in the redevelopment of key commercial properties in the neighborhood.	Neighborhood	Not a City Action/Not City-controlled
	60. Work with the City to incorporate the Spring Harbor Neighborhood Plan Design Guidelines for University Avenue as a part of Urban Design District #6.	City	Consider keeping in context of reviewing all UDDs citywide
	61. Work with various City Departments, committees, commissions and other agencies to implement the recommendations outlined in the Spring Harbor Neighborhood Plan. This will be particularly important for the reconstruction of University Avenue and major private redevelopment projects that will increase traffic impacts on the neighborhood.	Neighborhood	Implementation is part of the plan
GOAL (University Avenue Corridor)	RECOMMENDATION	LEAD	West Area Plan
23. Reconstruct University Avenue Corridor from Allen Boulevard to the Segoe Road	62. Work with the Alderperson and the County Supervisor to strongly encourage Dane County and City of Madison plans to reconstruct the University Avenue corridor from Allen Boulevard to Segoe Road by the year 2010. Reconstruction should include: four lanes of traffic, two way turn lanes at all major intersections and bike lanes, an upgrade of the trail on the north side of the street as a safe route to the elementary school, a sidewalk on south side of the street, pullouts for buses, and fully improved curb, gutter, stormwater treatments, and pedestrian crosswalks and safety improvements. The reconstruction of University Avenue should specifically address the issues below and include the following amenities: A traffic light at Norman Way Pedestrian awareness signs just east of Whitney Way & west of Capital Avenue. Visible crosswalks at Capital Avenue, Norman Way, Spring Harbor Dr, and Flambeau Road Decorative lighting Identity Markers for the neighborhood Buried utilities Landscaped medians, sidewalk terraces, and parking lot buffers Attractive gateways into the City and the neighborhood	City & County	Already Implemented
	63. Work with the City and County while reconstruction plans are being discussed and implementation occurs to ensure that the neighborhood is heard throughout the entire planning process for the reconstruction of University Avenue.	Neighborhood	Already Implemented
	64. Support the City of Madison and Dane County in securing funding for the University Avenue reconstruction as soon as possible.	City & County	Already Implemented

<p>24. Improve safety and traffic flow conditions in the near future, prior to reconstruction of University Avenue</p>	<p>65. Work with the City to enforce the posted speed limit on University Avenue. Encourage neighbors to lead by example and drive within the posted limit.</p>	<p>Neighborhood</p>	<p>Neighborhood action; speed enforcement based on citywide need, which frequently changes</p>
<p>25. Business improvements should occur along the corridor</p>	<p>66. Work with the City to ensure that any redevelopment along University Avenue meets the guidelines set forth under the requirements for Urban Design District #6 and the design guidelines provided in the Spring Harbor Neighborhood Plan.</p>	<p>City</p>	<p>UDD requirements must be met; review guidelines in context of potential UDD revisions.</p>
	<p>67. Work with developers and property owners to create a pedestrian friendly commercial node within SH Sites 1, 2, and 3 as outlined in the SHNA design guidelines.</p>	<p>Neighborhood</p>	<p>Covered by Land Use Map/Zoning Code</p>

Midvale Heights Neighborhood Plan Goal/Recommendation Summary

GOAL (Land Use)	Objectives	RECOMMENDATION	LEAD	West Area Plan
<p>a. Encourage future redevelopment opportunities that respect the current neighborhood character and support evolving neighborhood form and vitality. Future development should also capitalize on the opportunities present in a changing neighborhood and urban landscape.</p>	<p>1. Identify areas where future mixed-use redevelopment is recommended, and specify development guidelines for those areas. 2. Create increased housing options by encouraging mixed-use development at locations identified for redevelopment. 3. Plan commercial land uses in designated locations to meet the needs of the neighborhoods and provide viable neighborhood-serving businesses. 4. Link all new commercial land uses to the adjacent neighborhoods through pedestrian and bicycle connections.</p>	<p>1. Potential Redevelopment Sites - 1. Westgate Mall 2. Mineral Point/Speedway/Glenway 3. Mineral Point Road 4. Tokay and Segoe Rd 5. Odana and Segoe 6. Odana and Whitney 7. Other neighborhood redevelopment sites (Residential 3 stories)</p>	<p>City</p>	<p>MDHW Plan's recommended redevelopment sites are either already being developed or included in Land Use Map</p>
<p>b. Develop future land uses in a manner that promotes long-term sustainability and efficient use of resources.</p>	<p>1. Create opportunities for clusters of land uses within the neighborhoods that offer expanded small-scale commercial, residential, and employment opportunities.2. Connect future redevelopment projects to the existing and anticipated multi-modal transportation network.3. Encourage applications and technologies that minimize impacts on the environment and dependence on non renewable resources.4. Educate residents about the importance of long term sustainability and sustainable neighborhood development.4.Incorporate into the neighborhood land uses that promote alternative food systems.5.Reduce the neighborhoods' impact on the Lake Mendota and Lake Wingra watersheds.</p>	<p>1. Encourage the installation of rain gardens, bio swales, native plantings, green roofs, and rain barrels in new and existing development to help reduce stormwater runoff and improve infiltration. Educate residents about the benefits of such treatments and encourage their use on residential properties.</p>	<p>Neighborhood/Property Owners</p>	<p>Already in Comp Plan, Watershed Study etc; education on programs does not occur on an area-by-area basis (it's citywide)</p>
		<p>2. Promote the availability of and encourage participation in alternative energy incentives and programs like the MadiSUN solar energy initiative, Focus on Energy initiatives and grants, and Madison Gas and Electric's (MG&E) Green Power Tomorrow program.</p>	<p>Neighborhood groups</p>	<p>Lead is neighborhood groups - outside of City control</p>
		<p>3. Encourage new development to incorporate building design elements that promote energy efficiency and sustainability. Potential design considerations include, but are not limited to:</p> <ul style="list-style-type: none"> - Passive solar - Daylighting - Gray water capture - Overhanging eaves - Photovoltaic arrays - Heat pumps - Composting systems 	<p>Neighborhood/City</p>	<p>Zoning code and building code deal with sustainable design to the extent allowed by State law; desire for these elements is citywide</p>

		<p>4. Support the Zoning Code rewrite to include sustainability standards. Work with future development to achieve stormwater infiltration to the greatest extent possible, given site characteristics and constraints. Site considerations should include soils, topography, location, desired density, neighboring uses, cost, and possible contamination.</p>	City	Already implemented - Zoning code rewrite and Stormwater Ordinance
		<p>5. Develop a community-based social marketing (CBSM) campaign to foster neighborhood-wide sustainable practices. CBSM is a widely used method of encouraging sustainable behaviors by identifying and removing barriers to a desired behavior and creating barriers to the unwanted behavior. Example behaviors that can be targeted by CBSM include, among many others, rain garden/rain barrel installation, composting, proper yard waste (grass and leaves) disposal, transportation choices, and community-supported agriculture membership. A typical CBSM would follow a three-step process:</p> <ol style="list-style-type: none"> 1. Conduct neighborhood research to determine the barriers causing people to not engage in the desired behavior, and the reason why the undesired behavior is preferred (e.g., the undesired behavior costs less money). 2. Determine incentives, disincentives and neighborhood programs that can be implemented to help remove the identified barriers. 3. Administer the campaign and monitor the results in order to determine if there are other barriers or incentives that were not previously identified <p>For further information on how to develop a CBSM campaign, and examples of successful campaigns, visit www.cbsm.com.</p>	Neighborhood Association or groups	Not City controlled
<p>c. Preserve and enhance existing residential character and architectural style in the areas not identified as potential redevelopment sites, while also allowing for the continued evolution of housing forms in order to meet the needs of a changing population.</p>	<p>1. Identify neighborhood areas in need of targeted preservation efforts. 2. Ensure that all new construction respects the character of adjacent residential land uses. 3. Where appropriate, allow for changes in the neighborhood housing stock that better meet the needs of the current and future neighborhood population. 4. In areas not identified as potential neighborhood development sites, maintain existing residential setbacks, heights, densities, and massing. 5. Ensure that future land uses maintain and promote neighborhood safety and the absence of nuisances.</p>	<p>1. To efficiently preserve neighborhood character, efforts must be targeted at those homes and areas that are exemplary instances of period design and construction. In order to identify those areas, someone skilled in the area of historic preservation should complete a survey of architectural elements.</p> <p>The following bullets describe the tasks that the neighborhood should complete to facilitate such a survey.</p> <ul style="list-style-type: none"> - Conduct an overview survey of structures to determine areas that may present opportunity for further study. - Commission an intensive architectural survey for the areas identified above. This survey will consider each structure in detail and identify common architectural elements in an attempt to define the specific neighborhood character in need of preservation. - Using the information and recommendations gathered from the survey, identify preservation measures that could be used to protect specific examples of architecture and character. - Amend the neighborhood plan to include those preservation measures. 	City	Consider keeping, but tweak it to possible creation of a local historic district

		2. Maintain heights at one to two stories in single family residential districts. New construction and additions should be designed to ensure the massing of buildings does not overwhelm the adjacent structures. Things such as topography, building placement, and the design of adjacent buildings will help determine what is appropriate at a given location.	City	Already in Comp Plan and Zoning Code
		3. Densities throughout the single-family residential areas should be no greater than six units per acre, where a unit is defined as the primary dwelling unit located on each lot. An accessory dwelling unit should not be counted towards neighborhood density as long as it meets the requirements identified in the Housing Section of this document.	City	Already in Comp Plan and Zoning Code
		4. Setbacks should be maintained to correspond with the setbacks of the surrounding neighborhoods. In Midvale Heights and Westmorland, the average front yard setback is approximately 30 feet. (R1 and R2 zoning, representing the majority of the neighborhoods, has a minimum requirement of 30-foot setbacks). Side yard setbacks should be consistent with the side yards of adjacent buildings, but, according to the Madison zoning code, should be no less than six feet when a side yard abuts an adjacent side yard, and no less than four feet when abutting a complying rear yard set back.	City	In the Zoning Code
		5. Lots should have a minimum of approximately 17 percent of their area in usable open space. Usable open space is defined by the Madison zoning code as “the area of a zoning lot, other than in a required front or corner side yard, which is unoccupied by driveways, drive aisles, service drives, off-street parking spaces, and/or loading berths, principal buildings, accessory buildings other than greenhouses, or swimming pool domes.” (Sec. 28.03(2))	City	In the Zoning Code
		6. Develop educational resources that detail the architectural history of the neighborhoods and provide suggestions for historically accurate remodeling. Provide these resources to residents, particularly those who are purchasing or renovating a home.	Neighborhood	Led by Neighborhood groups
		7. If determined appropriate and desired, develop guidelines for new construction, redevelopment, and remodels for neighborhood areas beyond those discussed in LU(c).1 to protect the overall character of the neighborhood.	City	City does not develop guidelines for neighborhood development on a neighborhood-by-neighborhood basis
GOAL (Transportation)	Objectives	RECOMMENDATION	LEAD	West Area Plan

<p>a. Create an interconnected multi-modal transportation network that is efficient, accessible, and safe.</p>	<p>1. Identify problematic intersections, driveways, and street segments and develop plans to improve the safety of motorist, bicyclist, and pedestrian interaction at these locations. 2. Ensure adequate pedestrian and bicyclist crossings at key points of circulation (e.g., Southwest Path, Midvale Elementary School). 3. With proposed new residential and commercial development, prepare Transportation Demand Management (TDM) Plans to determine baseline traffic impacts, identify measures to minimize traffic impacts on local streets, and provide incentives to utilize non-auto modes of transportation. 4. Identify congested intersections and arterial roads and develop transportation management plans to improve the flow (i.e., channelization, access management, and traff signal coordination) or other traffic mitigating strategies that do not require widening the roadway. 5. Develop a transit system that serves all geographic areas of the neighborhoods with convenient and direct routes to important destinations. 6. Create pedestrian, bicycle, and mass transit connections to areas in the neighborhoods that are currently isolated and underserved. 7. Improve connections from neighborhood circulation routes to the city-wide and regional network for pedestrians, bicyclists, and motorists. 8. Make every block in the neighborhoods walkable by providing necessary infrastructure such as sidewalks, street lights, street crossings, etc. 9. Provide bicycle lanes on all arterial and collector streets. 10. Ensure that all sidewalks and bike paths comply with current AASHTO requirements and City policy.</p>	<p>1. Increase visibility and improve pedestrian, bicyclist and motorist behavior at the street crossings of the Southwest Path and (in priority order) Glenway Street, Odana Road, and South Midvale Boulevard. Inconsistency in motorist response to path users (some stop, some do not) and disregard of stop sign by bicyclists causes conflict between path users and motorists.</p>	<p>City</p>	<p>Already implemented RRFB and Green crosswalk</p>
		<p>2. Enhance the pedestrian crossing on South Midvale Boulevard in front of Midvale Elementary during peak usage times.</p>	<p>City</p>	<p>RRFB implemented</p>
		<p>3. Determine the feasibility of providing a bicycle connection between South Whitney Way and the vicinity of Medical Circle.</p>	<p>City</p>	<p>Not feasible</p>
		<p>4. Create pedestrian linkages between the neighborhoods and University Research Park. The recommended locations of new connections are along Rushmore Lane at the dead end of Manor Cross and Tocora Lane.</p>	<p>City</p>	<p>Consider keeping</p>
		<p>5. Improve pedestrian safety on the 'S' curve on Caromar Drive between Clifden Drive and South Owen Drive. The street segment is perceived to be hazardous because parked cars reduce visibility and space.</p>	<p>City</p>	<p>Outside planning boundaries</p>

		<p>6. Work with Madison Transit to add bus routes to better serve the interior and eastern portion of the planning area. Specific neighborhood needs include:</p> <ul style="list-style-type: none"> • Develop more express routes from the neighborhood to major destinations including campus, Capital Square, and Hilldale Mall. • Explore the potential for creating an express route along South Whitney Way and Mineral Point Road. A dedicated express route would include a diamond bus lane and signal preemption technology to support express bus services. • Work with traffic engineering to provide right-of-way improvements to benefit bus travel. Specific recommendations include creation of diamond bus lanes and traffic signal preemption technology to support express bus service. • Establish frequent neighborhood circulator routes to connect the area to the future commuter rail. The location of these circulators will be determined by the route of the rail. • Increase downtown bus service late at night. • Increase the number of routes that run north/south through the neighborhood east of South Whitney Way. • Increase frequency of stops in the neighborhoods. This is especially important because of the aging population, and the difficulty some of them have walking three or more blocks to the nearest bus stop. • Establish more direct campus and downtown routes from the neighborhoods. • Provide better service to areas west of the planning area such as the far west side of the City and the City of Middleton. According to Madison Transit, there is no plan at this time to increase frequency of bus routes within the neighborhoods, or add additional north/south routes. <p>This is largely due to the fact that the neighborhoods, in particular Midvale Heights, currently have among the highest frequencies of any neighborhood in the City. Likewise, north/south routes are also fairly abundant if a rider is willing to travel to the West Transfer Point first, and then continue north or south on South Whitney Way.</p>	Metro	Metro Network Redesign recently completed
		<p>7. Work with Traffic Engineering to assess and develop strategies to deter cut-through traffic on problematic routes such as:</p> <ul style="list-style-type: none"> • Hilltop Road • Keating Terrace • Caromar Avenue • Wedgewood Way 	City/TE	Review with TE
		<p>8. Explore the feasibility of utilizing pavement striping to accommodate left-turn conditions at the following intersections:</p> <ul style="list-style-type: none"> • South Midvale Boulevard onto Mineral Point Road • Odana Road (westbound) onto South Midvale Boulevard • Tokay Boulevard (westbound) onto South Midvale Boulevard. It should be noted that some intersections only experience difficulty during peak traffic times. Therefore, control changes that are time-of-day specific may be appropriate. 	City	Implemented
		<p>9. Support the construction of the proposed four-way stop at Segoe Road and Tokay Boulevard (scheduled for 2009).</p>	City	Implemented
		<p>10. Study pedestrian crossing at South Midvale Boulevard and Tokay Boulevard to determine if/what change to the pedestrian crossing time is needed.</p>	City/TE	Signal timing too detailed

		11. Explore the feasibility of installing an underpass or overpass at the West Beltline and Kessel Court for pedestrians and bicyclists in order to improve the linkage between neighborhoods, employment centers, and shopping areas.	City	Consider keeping
		12. Provide on-street bicycle lanes and/or improve shared lanes for bicyclists along the length of Tokay Boulevard by lane marking for interim improvement, with the reconstruction of Tokay Boulevard as a long-term strategy.	City	Consider keeping
		13. Determine the feasibility of constructing an off-street bicycle path along the southern border of Odana Golf Course from South Whitney Way to the Southwest Bicycle Path.	City	Consider keeping
		14. Improve pedestrian crossings at Mineral Point Road intersections. Of particular importance are the following intersections due to the difficulty of pedestrian crossing: at South Owen Road, Segoe Road	City	Implemented
		15. Create a bicycle connection under the West Beltline at South Whitney Way by adding bike lanes.	City	Consider keeping
		16. Install lighting along the Southwest Path in order to enhance safety. Consider lighting on the Southwest Path be aimed toward the ground and designed to be as inconspicuous as possible from surrounding residential lots.	City	Implemented
		17. Pursue policy and guideline development and then identify locations for installing emergency phone kiosks along the Southwest Path.	City/MPD?	Near ubiquitous cell phone ownership now - much less needed
		18. Conduct an assessment and develop a plan, if needed, to improve uncontrolled intersections. High-priority routes identified during the planning process that have relatively high volumes with no traffic control include: Ames Street between Midvale Boulevard and Piper Drive (yield signs at intersections with Togstad Glenn, Woodside Terrace, and Charles Lane); Presidential Lane between Mineral Point and Segoe Road (stop sign at intersection with Tocora Lane); and Rushmore Lane (stop sign at intersection with Tocora).	TE	Intersection control is evaluated citywide based on adopted policy
		19. There are numerous streets in the neighborhoods that currently do not have sidewalks. Although many of the streets are not commonly used for pedestrian travel, and some of the current property owners do not want sidewalks to be installed, there are missing segments that disrupt pedestrian routes to major neighborhood destinations. Therefore, as streets are reconstructed, sidewalks should be installed in areas where they will complete or improve common pedestrian circulation routes.	City	Consider keeping - this is the City's general policy for reconstructs, but need to highlight major pedestrian gaps in plan

		20. Design a neighborhood-based revolving loan fund which could be used to pay a portion of the new sidewalk assessment. To ensure these funds are properly utilized, coordinate with the street reconstruction projects to ensure areas are targeted when reconstruction occurs.	Neighborhood	Not City controlled
		21. Work with the University Research Park to install sidewalks on both sides of Science Drive.	City	Consider keeping (although partially implemented)
b. Enhance the appearance of key corridors within the neighborhoods to improve their overall aesthetic appeal.	1. Improve the highly visible corridors of South Segoe Rd and South Midvale Blvd to improve overall aesthetics to neighborhood residents and visitors. 2. Protect aesthetics of the West Beltline corridor, which forms the southern boundary of part of the neighborhood.	1. Incorporate additional ornamental and tree plantings into the median on South Segoe Road to fit the character of Tokay Boulevard.	City	City Policy thru Complete Green Streets Policy Guide
		2. Incorporate additional ornamental and canopy tree plantings into the median of South Midvale Boulevard to fit with the character of other boulevards in the neighborhoods.	City	City Policy thru Complete Green Streets Policy Guide
		3. Encourage the installation of rain gardens, bioswales, and native plantings in street medians and street terraces to help reduce stormwater runoff and improve infiltration	City	Existing City Policy
		4. Encourage improvements to open spaces and entrances in parks and schools along South Segoe Road and South Midvale Boulevard (see P.7, P.8, CF.3, and CF.4)	Parks	These smaller parks are addressed by parks development plan process
		5. Keep the West Beltline corridor free of major overhead power transmission lines or other highly visible utilities. The West Beltline Highway corridor is seen by a high volume of cars every day and is very visible from the adjacent neighborhoods, parks, and the Odana Golf Course, and its aesthetics are important to the image of the surrounding neighborhoods. (see also CF. 12)	WisDOT	Not City controlled (major power lines were added)
		6. Bury utility lines throughout the neighborhoods when and where possible to minimize damage done to street terrace trees and general neighborhood canopy by utility lines.	Neighborhood/MGE	Not City controlled
GOAL (Housing)	Objectives	RECOMMENDATION	LEAD	West Area Plan
a. Encourage a mix of housing type and affordability	1. Develop housing choices that support the changing lifestyles and housing needs of local households. 2. Develop a housing stock that supports a wider range of household ages, especially increasing housing types demanded by both younger and older households. 3. Maintain and enhance existing rental properties.	1. Encourage employees of nearby businesses to live in the neighborhoods by pursuing the following programs and initiatives: A. Encourage all future residential development at any of the redevelopment sites identified in this document to have explicit linkages to surrounding employment centers through pedestrian/bike paths and mass transit linkages. B. Begin discussions with employers in the area to assess the potential for their involvement in a workforce housing program. One such employer-initiated program is the issuance of a forgivable loan. In this program, the employer gives an employee a loan for some portion of the downpayment and closing costs. For every year the employee stays with the company, 20 percent of the loan is forgiven. Depending on the type of program, some portion of the employer contribution is tax deductible.	Neighborhood	Not City controlled

		2. Provide smaller residential units and enhanced accessibility in new development to accommodate changing demographics and trends in decreasing household size.	Private Sector - Developer	Not City controlled - Market driven
		3. Plan for the development of assisted living and nursing home facilities. This is particularly important because the neighborhoods' aging population and its desire to remain in the neighborhood may require expanded housing options.	Neighborhood/Developer	Not City controlled
		4. Provide information on existing programs to assist seniors to retrofit homes, home chore programs, or other senior programs offered in the area.	City	Already provided by CDD
		5. Promote the use of Wisconsin Housing and Economic Development Association (WHEDA) and City of Madison financing programs for first time homebuyers by informing local realtors of the neighborhoods' desire to target first-time home owners. In the City of Madison, a family of three making up to \$80,000 annually could qualify for a low-interest, fixed-rate mortgage through WHEDA.	City	First Time Home Buyer Assistance Program already administered by CDD
		6. Inform families with children and realtors in order to address concerns over school busing programs by providing potential buyers and renters with materials about the public schools and information from other parents.	Neighborhood/MMSD	Not City controlled
		7. Work with property owners, in particular multi-family property owners, to ensure residential and commercial buildings meet code requirements.	City	Already administered by Building Inspection
		8. This joint plan supports the idea of having alternate types of housing and additions that facilitate families to stay close and elderly family members to live nearby. Accessory dwelling units (ADUs) can be used to achieve this purpose. However, to protect neighborhood character, further study is needed to determine where in the neighborhoods these units would be appropriate and develop design guidelines before the construction of ADUs is fully endorsed.	City	ADUs are now permitted in all residential zoning districts
GOAL (Economic Development)	Objectives	RECOMMENDATION	LEAD	West Area Plan

<p>a. Promote vitality and growth of neighborhood retail and commercial uses that are intended to serve the local population. Integrate employment centers with the neighborhood in order to provide both a physical connection and an opportunity to create new employment and learning opportunities for residents.</p>	<p>1. Encourage commercial development that meets the needs of the local population while also being sensitive to the retail supply and demand of the larger region. 2. Ensure that new development creates an inviting and aesthetically pleasing commercial environment.3. Ensure that new development incorporates pedestrian and bicycle connections to the surrounding neighborhood in order to provide convenient access to neighborhood serving retail.4. Capitalize on the robust connection between the City of Madison and rural economies and producers of food and resources.5. More fully integrate existing employment centers with the neighborhood.6. Encourage more residents to work in or near the neighborhood.7. Encourage home-based businesses and tele-commuting.</p>	<p>1. Encourage new commercial development to incorporate high-quality streetscaping, architectural details, building materials, and a pedestrian scale environment. See the recommendations under Land Use Goal A for a basic outline of desired design features.</p>	<p>City</p>	<p>Implemented through the zoning code and Comprehensive Plan</p>
		<p>2. In all new mixed-use development, promote commercial uses that are complementary to existing neighborhood business and the regional retail environment. This means regional serving establishments, such as big box stores, which are adequately supplied by the West Towne commercial node, should be avoided. Likewise, the development of local, niche retail and service offerings is encouraged.</p>	<p>City</p>	<p>Implemented through the zoning code and Comprehensive Plan; City cannot dictate tenants to developers</p>
		<p>3. Explore the possibility of the City of Madison becoming involved in the redevelopment of Westgate Mall through the use of economic development tools and potential public-private partnerships.</p>	<p>City</p>	<p>Already implemented</p>
		<p>4. Pursue the Westgate Mall redevelopment site as a potential location for office space that could attract firms looking to “graduate” from the adjacent University Research Park. Currently, when a firm outgrows its spaces in University Research Park, it is often unable to stay in the neighborhood because of lack of adequate facilities. Given the proximity of Westgate Mall to University Research Park, there may be an excellent opportunity to provide for an easy transition into new office space that could benefit the business, its employees, the neighborhoods, and the greater Madison economy.</p>	<p>City</p>	<p>Already implemented</p>
		<p>5. Support home-based businesses throughout the neighborhoods as long as commercial activity or resulting traffic does not degrade the neighborhoods.</p>	<p>Neighborhood/City</p>	<p>Enforced through the zoning code</p>

		6. Work with University Research Park to explore the potential for informational and training programs targeted at neighborhood residents. Such programs would identify potential employment opportunities for residents and promote long-term job creation through training and education. Examples include: University Research Park job fairs, which could also be used to promote the neighborhood to potential employees. Teen-training programs targeted at practical work experience. Distribution of information on job openings to neighborhood newsletters, list-serves, websites, and the Sequoia Branch Library	City/EDD	Discuss feasibility with EDD
		7. Ensure there are adequate pedestrian, bicycle, and transit connections between the neighborhoods and surrounding employment nodes. See the Land Use and Transportation sections for more information	City	Consider keeping (will be addressed by ped/bike map)
GOAL (Parks and Open Space)	Objectives	RECOMMENDATION	LEAD	West Area Plan
a. Maintain and enhance a network of parks and open spaces that serve the needs of multiple age populations.	1. Develop park and open space amenities targeted at currently underserved population segments such as young families and teenagers.2. Coordinate with the City Parks Division to develop a strategy to provide maintenance of park space at levels that satisfy both the City's and the neighborhoods' needs.3. Install new park equipment to meet neighborhood needs.4. Protect and maintain the existing tree canopy and plan for future tree replacements.4. Improve the aesthetics of parks and open space along primary neighborhood corridors.	1. Encourage the installation of rain gardens, bioswales, native plantings, green roofs, and rain barrels in park space to help reduce stormwater runoff and improve infiltration	Parks	Check with Parks to Include in Park Master Plans
		2. Work with the City of Madison Parks Division and neighborhood residents to identify a location for an off-leash dog park. Considerations for locating a dog park include: An area at least two acres in size. Ability to fully enclose the site with a fence. A location that is shielded from view of surrounding homes. Ample parking.	Parks	Likely part of parks development plan process, although could be considered for Community Parks
		3. Expand the community gardens initiative. Any location selected for new gardens would need to be easily accessible and have the appropriate conditions for cultivating plants. Potential areas include: Segoe Park, Current utility corridor along the Southwest Path, Wedgewood area of Odana Hills Golf Course	Neighborhood Groups/Parks	New community gardens are initiated by neighborhood groups/nonprofits - revise language

		4. Identify areas most in need of maintenance and/or funding, and work with the City to find solutions to common needs. Adopt a Park, which allows neighborhoods to enter into an agreement with the City, transferring some basic maintenance responsibility to volunteer neighborhood groups. Volunteer planting efforts in addition to those already completed in the neighborhood. Capital campaigns to generate funding for special maintenance needs; for example ice rink maintenance and ski trail grooming at Odana Hills.	Neighborhood Groups/Community Partners/Parks	Covered by parks development plans; this is more of a citywide goal
		5. Work with the City of Madison Parks Division and neighborhood representatives in an effort to find potential sites for park amenities	Parks	Implemented through parks development plans
		6. In order to attract young families with children, provide improvements to local parks that are targeted at pre-K and elementary children. Such improvements could include: Infant/toddler swings Newer climbing equipment Pre-K appropriate stand-alone components	Parks	Implemented through parks development plans
		7. Work with the City of Madison Parks Division and neighborhood residents to site additional equipment at local parks. Based on public input, Table 8.1 shows the most desired amenities at each neighborhood park. According to the Madison Parks Division, amenities such as bathrooms, band shells, and other significant expenditures are unlikely to be provided in any existing Madison neighborhood park due to current budgetary considerations, lack of space, and other scheduled park improvements.	Parks	Implemented through parks development plans
		8. Work with the City Parks Division to install low-maintenance flower gardens on the south slope of Odana School Park to further enhance the South Segoe Road corridor and coordinate neighborhood residents for maintenance of the flower gardens.	Parks	Check with Parks; would likely require neighborhood initiation & maintenance
		9. Incorporate low-maintenance flower gardens and/or public art into Slater Park to further enhance the South Segoe Road corridor.	Parks	Check with Parks; would likely require neighborhood initiation & maintenance
		10. Improve the appearance of the Westmorland Park entrance on St. Clair Street and thin overgrown trees on the south side of the park along Tokay Boulevard.	Parks	Outside planning boundaries
		11. Incorporate additional landscaping and flower gardens into the open space at the intersection of Glen Drive and Glenway Street, making a special effort to screen the appearance of the electrical box.	Parks	Outside planning boundaries
		12. Protect the remaining oak trees identified as being older than 200 years (known as Bicentennial Oaks). The following Bicentennial Oaks are located in the neighborhoods: 5100 block of Mineral Point Road, 4700 block of Mineral Point Road Refer to Appendix B for additional Bicentennial Oak locations.	Neighborhood/Parks - Forestry	Review with Parks/Forestry; potentially too detailed

		13. Encourage residents to contact the Madison Forestry Section of the City Parks Division in matters relating to the planting of new trees.	Neighborhood	Led by neighborhood groups
		14. Educate homeowners on the characteristics of a healthy and well maintained tree so they know when to contact the Madison Forestry Section of the City Parks Division and request evaluation and maintenance. For more information on urban forestry, see Appendix B.	Neighborhood	Led by neighborhood groups
GOAL (Cultural and Historic Resources)	Objectives	RECOMMENDATION	LEAD	West Area Plan
a. Preserve neighborhood cultural and historic resources	1. Consider sites for evaluation and potential listing on the State and National Register of Historic Places. 2. Maintain and enhance existing historic and cultural structures and landscapes. 3. Ensure resources like schools, churches, and community organizations are well integrated into the neighborhood fabric.	1. Provide property owners and neighborhood associations with resources that detail the architectural significance of the neighborhood housing stock and provide guidelines for historically accurate remodeling. Encourage owners of historic properties to invest in the aesthetic quality of their buildings by making them aware of the funding opportunities and tax incentives that are available through state and national historic preservation offices.	Neighborhood	Led by neighborhood groups
		2. Promote a neighborhood-wide initiative that encourages neighborhood groups to actively engage local resources such as schools, churches, and community organizations in all neighborhood activities and events. This will facilitate the integration of local resources into the lives of neighborhood residents.	Neighborhood	Led by neighborhood groups
		3. Develop a neighborhood-based walking tour brochure that highlights the Lustron homes and other significant historic features of the neighborhoods.	Neighborhood	Led by neighborhood groups
		4. Work with property owners to get historic buildings placed on the National or State Register of Historic Places. Sites must meet one of the following criteria (Wisconsin Historical Society): Be a good local example of an architectural style. To be individually eligible in the area of architecture, a property must retain the majority of its original architectural features and be a good example of the style and period. Be associated with a person important in our past. The property must be the resource most closely related to the person's period and area of importance. Represent an important period, movement or trend in local, state or national history. Have the potential to yield information; these types of properties are primarily archaeological sites.	Neighborhood	Led by neighborhood groups
		5. Work with property owners to get historic buildings nominated as a Madison Landmark. At this time it is recommended that the following structures be considered for landmark status: The seven Lustron homes located in Westmorland , Horstmeier Granary (4805 Mineral Point Road) David Piper House (4718 Odana Road)	Neighborhood/Landmark Commission	Consider keeping - check with Heather Bailey
		6. Where appropriate, develop neighborhood preservation measures per the recommendation dealing with an intensive architectural survey in Land Use Goal C.	Neighborhood/City	Discuss with Heather B; Repeat (Landuse Goal c, Rec 7)

GOAL (Community Facilities & Infrastructure)	Objectives	RECOMMENDATION	LEAD	West Area Plan
a. Provide a full range of community facilities that meet the needs of the neighborhood population.	1. Ensure ample and flexible meeting space for community groups and organizations.2. Support neighborhood residents who wish to age in place.3. Provide local programming and support services that meet the needs of a changing neighborhood population.4. Improve and maintain the appearance of prominent public facilities and utilities within the neighborhoods.	1. Keep the West Beltline Highway corridor free of major overhead power transmission lines or other highly-visible utilities. The West Beltline Highway corridor is seen by a high volume of cars every day and is very visible from the adjacent neighborhoods, parks, and the Odana Hills Golf Course and its aesthetics are important to the image of the surrounding neighborhoods.	WisDOT	Not City controlled; transmission lines already installed
		2. Utilize city- and non-city-funded support programs, such as the Home Chore program, to aid aging and disabled individuals in home and yard maintenance and repair. Provide support to senior citizens who wish to work with the Senior Coalition for program assistance.	City/Non-profit org	Already being implemented
		3. Improve the prominence of the entrance to Midvale Elementary School from South Midvale Boulevard and replace the existing chain link fence with a more a ractive metal option (similar to Edgewood campus).	School/Neighborhood	Not City controlled
		4. Create a neighborhood-based community committee to coordinate available neighborhood meeting space at local churches, schools, library, etc. Make this information available to neighborhood groups and activities.	Neighborhood	Not City controlled
		5. Locate a car share pick-up in the neighborhoods. This initiative would likely require a corresponding neighborhood campaign to generate the interest needed to sustain an additional pick-up location.	Neighborhood	Not City controlled
		6. Work with the neighborhoods to determine the location for a weekly farmers market. A potential location would have to include the following characteristics: Convenient access and room for vendors to park their vans/trucks, Consistent availability, Large, relatively open area for vendors and patrons, Ample parking. Potential locations for a farmers market could include Westgate Mall, Queen of Peace, and University Research Park.	Neighborhood Groups/EDD	Farmers' Markets not generally adminsitered by the City
		7. Provide a wide range of neighborhood programming to encourage involvement by youth, teenagers, young families, and the aging population. This programming could be provided through a future neighborhood center, senior center, or by the neighborhood associations utilizing available community facilities. Potential programming recommendations include: Dealing with aging parents and the challenges of providing care, Grief counseling and/or support opportunities, Modifying residential space to accommodate reduced mobility and potential medical-related limitations, Canning and food preservation, Gardening without the use of chemicals, Natural lawn care	Neighborhood/Non-Profits	Not City controlled

		8. Work with the Community Development Block Grant Office and Office of Community Services to determine the feasibility of locating a community center within the neighborhood and to identify potential sites for a future community center.	CDD	Outside the scope of West Area Plan; generally these are not run by the City and the Midvale Heights area is very low need when compared to other parts of the city
		9. Inventory existing neighborhood facilities for barrier-free access. If facilities are deficient, work with them to make the necessary changes.	Neighborhood?	Too detailed
		10. Bury utility lines throughout neighborhood where possible and minimize damage done to street terrace trees and general neighborhood canopy by utility lines.	Neighborhood/MGE	Outside the scope of West Area Plan
		11. Pursue policy and guideline development and identify location and install emergency phone kiosks along the Southwest Path.	Neighborhood/Alder	Repeat (Transportation Goal 1, Rec 17)

University Hill Farms Neighborhood Plan Goal/Recommendation Summary

Recommendation (Land Use)	Lead	West Area Plan
1. This designated CMU district, the area in the north-eastern corner flanking N Segoe Road between University Avenue and south of Sawyer Terrace, is recommended for high density residential uses exceeding 100+ units per acre. A senior center at its present location or at the corner of N Segoe Road and Sawyer Terrace is recommended. It is recommended to incorporate the post office into a new development or othe appropriate location within the Hilldale Shopping Center, WisDOT site, or another easily accessible site nearby.	City	Consider keeping (Land Use Map)
2. In this designated CMU district, the southern edge is recommended for continued professional office uses, or alternatively, for redevelopment with high-density rsidential uses not to exceed 50 dwelling units (du)/acre. Housing of mixed income, adequate greenspace, and a strong connection with the shopping center site is recommended.	City	Consider keeping (Land Use Map)
3. This designated MDR district is recommended for continued medium residential uses in a reduced building site with densities not to exceed 40 du/acre, or alternatively, for all or a portion of the site to be designated as public open space as part of the long term expansion of Rennebohm Park	City	Consider keeping (Land Use Map)
4. In this designated LDR district, the current church site is recommended for continued institutional uses, or alternatively, adaptive reuse of the building with use(s) compatible to the adjacent residential area.	City	Consider keeping (Land Use Map)
5. This designated HDR district is recommended for high density residential uses exceeding 100+ units per acre. Creation of an internal street pattern area into four city blocks is recommendation (see pg.36). Recommend taller buildings on Sheboygan Avenue with gradual step down to Rennebohm Park edge. A speed-controlled privately-owned parkway or green street running parallel along the southern property line can provide a secondary ingress/egress to N Segoe Road and N Eau Claire Avenue.	City	Consider keeping (Land Use Map)
6. This designated LDR district is recommended for continued low density residential uses of 0-8 du/acre.	City	Comprehensive Plan recommends the general density range for Low Residential as 0-15 du/acre.
Recommendation (Focus Areas)	Lead	West Area Plan
1. University Triangle and Whitney Way/Sheboygan		
a. Iconic mid-to high-rise building on the east point of the site, upto 10 stories	City	Consider keeping
b. Height, stepback, placement take into consideration view shed from Old Sauk Road to State Capital	City	Consider keeping
c. Mid-rise office or housing on N Whitney Way	City	Consider keeping
d. Emphasize pedestrian scaled frontage on N Whitney Way	City	Consider keeping
e. Extend the Good Neighbor Bike Path west along the north side of Old Middleton Road to the corner of N Whitney Way	City	Engineering indicated not feasible, anything west of Whitney Way will likely need to use Old Middleton bike facilities
f. Provide clear pedestrian/bike crossing at N Eau Claire	City	Already implemented
g. For N Whitney Way and Sheboygan Ave - Mid-rise transit oriented housing	City	Consider keeping
h. New buildings with pedestrian-friendly fronts	City	Consider keeping
2. American Red Cross		
a. Mid-rise transit oriented development with neighborhood retail and housing	City	Red cross site being considered for potential higher intensity future development
b. American Red Cross Building Expansion and structured parking	American Red Cross	Red Cross will determine whether/how they may want to expand under their current zoning

c. Maintain visibility and access from Sheboygan Avenue	City	Consider keeping
d. Connection to WisDOT site	City	Consider keeping
e. Child Care/Day care replacement	Developer	Outside the control of City
3. Sheboygan Avenue		
a. Construct a pedestrian path from Sheboygan Avenue to Rennebohm Park to improve park access from the north	City	Consider keeping
b. Conduct engineering studies to determine the feasibility of reducing speed limit on Sheboygan Avenue from 30 mph to 25 mph	City	May be addressed through Vision Zero process and current Sheboygan resurfacing project
c. With the projected buildout of the street, it is important to work with property owners to create a cohesive streetscape design to promote Sheboygan Avenue as a "District". The redesign of the street should be programmed to incorporate new street lighting (LED and pedestrian style lighting), bicycle lanes, bicycle sharing facilities, bus stop shelters/amenities, wider sidewalks, pedestrian connection to Rennebohm Park, and traffic calming measures to improve safety and enhance the multimodal advantages of this area.	City	Consider keeping
d. Improve bike facilities along Sheboygan Avenue in conjunction with the redevelopment of the WisDOT site, including finding a location and funding for B-Cycle station and other bike services.	City	Resurfacing project improving bicycle facilities - Some of the recommendation already been implemented
e. Construct a roundabout at the intersection of Sheboygan Avenue at N Segoe Road at the time the WisDOT site is redeveloped. The roundabout is highly beneficial for BRT operations.	City	Signalized intersection determined to work better with BRT route
f. Implement the proposed BRT system. BRT stations are proposed to be located on Sheboygan Avenue near the intersection of N Segoe Road and N Eau Claire Avenue. The western station, while slated to be smaller, should be integrated into a TOD as part of the redevelopment of that portion of the American Red Cross site. The eastern station is recommended to be larger and should include many of the station amenities (shelter, dynamic signage information, ticket vending machine, smart card reader, bike racks, newspaper box corral, lighting, etc.).	City	Already being implemented through BRT project
g. At the time the residential properties to the south side of Sheboygan Avenue redevelop, determine the feasibility of creating smaller urban blocks. The smaller urban blocks would provide the format to orient buildings toward the public park, create additional access points to Sheboygan Avenue, and potentially create a park-like drive on private property adjacent to the park to improve access, parking, and a clear edge. In the event the park-like drive is developed, it should not be continuous and it should include speed mitigating measures/traffic calming devices and techniques, such as speed bumps and a 10-mile per hour speed limit. See Long-Term Concept below.	City	Consider keeping (Land Use Map)
h. Develop taller buildings on Sheboygan Avenue with gradual step down to the Rennebohm Park edge. A speed controlled private alleyway running parallel along the southern property line can provide a secondary ingress/egress to N Segoe Road and N Eau Claire Avenue.	City	Consider keeping (extent of possible step-downs TBD)
4. Sawyer-Segoe		
a. Mid-to high-rise housing compatible with adjacent towers, capturing views across Rennebohm Park. Height of 8-10 stories.	City	Consider keeping (max. height may be adjusted)
b. New senior/community center	City	Not within the scope of West Area Plan - Addressed through City's Long Range Facilities Plan for City funded Community Center
c. Public stairs/ramps creates a pedestrian connection between N Segoe and the Hilldale Shopping Center	City/Developer	Consider keeping
5. Vernon Price		
a. Vernon Boulevard converted to linear open green space, which could be used as a community garden space, farmer's market, or for other civic use.	City	Consider keeping
b. 200-300 units of housing	City	Consider keeping (Land Use Map)

c. New office buildings to replace the aging buildings	City	Consider keeping (Land Use Map)
d. Mid-Rise buildings to transition from high rise north of Hilldale to low-rise south of Regent.	City	Consider keeping (Land Use Map)
Transportation Recommendations	Lead	West Area Plan
Improve the safety of school-age students walking to and from Van Hise Elementary and Hamilton Middle School. A PTO survey, supplemented by parent interviews, indicated that many children are not biking or walking to school. Although this issue has many facets, this plan addressed safety concerns at specific locations: S Segoe at entrance to school (inadequate street lighting, vehicular speed, and u-turns of north bound traffic at Richland Lane), South Hill at LaCrosse (visibility of crossing the street and vehicular speed), and Waukesha (conflict between buses, drop off/pick up of students, and mid-block crossing of street) Bayfield Terrace at pedestrian path (visibility of crossing the street), were safety concerns for children walking to school. Walking School Buses, a group of children walking to school with one or more adults, is active in several areas of the neighborhood	City (TE)	Portions outside the scope of the West Area Plan; will need to determine what would be Safe Streets Madison projects
Provide safe crossing of intersections which lead to paths, bus stops, parks or schools, and shopping. Seven priority intersections were identified: N Whitney Way at South Hill Drive (pedestrian crossing to Garner Park), Mineral Point at Racine (crossing to bus stops and to walk to school), Regent Street at S Eau Claire (pedestrian crossing to Rennebohm Park and Hill Farm Swim Club), Old Middleton Road at N Eau Claire (leading to the Good Neighbor Bike Path), N Segoe at Sawyer Terrace (leading to Hilldale Shopping Center and to the Post Office), and University Avenue at N Whitney Way and at N Segoe Road, to name a few.	City (TE)	Too detailed - outside the scope of West Area Plan. Intersection improvements prioritized on citywide basis as part of Safe Streets Madison.
Install sidewalks or new paths to promote walking and bicycling to or within parks and open space areas. Construct a shared path from Sheboygan Avenue to Rennebohm Park (to improve park access from the north), and new walking paths in Garner, Kenosha Parkway, Rennebohm, Robin Parkway, Van Hise-Hamilton Schools, will provide additional opportunities to enjoy for healthy living and natural environments.	City	Consider keeping
With the large concentration of seniors living in close proximity to N Segoe -Sawyer Terrace and the senior population using the West Senior Center programs, enhance the bus stop amenities, street intersection, sidewalk system, and access for the elderly.	City/TE	Senior center no longer in place; BRT stations being constructed
Improve bicycle network by extension of marked bicycle lanes along N Segoe Road (400- 700 blocks) which upon completion would create a continuous marked bicycle lane along Segoe Road; explore pedestrian/bicycle crossing at University at N Segoe Road, including improving access to the Good Neighbor Trail; and explore a new east-west bicycle route along South Hill Drive.	City	Consider keeping
To address the safety issues in the Van Hise- Hamilton School area: 1) Conduct study to determine if a crossing guard at LaCrosse Lane and South Hill Road meets criteria for crossing guard placement; 2) Install speed boards and rapid flashing beacon during school hours on S Segoe Road; 3) Improve mid-block crossing on Bayfield Terrace (by pedestrian path) adjoining 4901 and 4902 Bayfield with enhanced crosswalk and signage; 4) Redesign median to allow for northbound vehicles to make left-hand turn into school property from S Segoe Road; and 5) Start up additional adult-led walking school buses.	City/TE	Too detailed - outside the scope of West Area Plan. Intersection improvements prioritized on citywide basis as part of Safe Streets Madison.
Install high visibility crosswalks at 1) N Segoe Road and Sawyer Terrace; 2) LaCrosse Lane and South Hill Drive; 3) Old Middleton Road and N Whitney Way; and 4) South Hill Drive and S Whitney Way.	City/TE	Too detailed - outside the scope of West Area Plan. Intersection improvements prioritized on citywide basis as part of Safe Streets Madison.
Install sidewalks along the north side of the 5200-5600 blocks of Regent Street. Four bus stops are located on the north side of the street without any boarding pads or sidewalks for transit riders.	City	Consider keeping
Install countdown timers to pedestrian signals at 1) N Segoe Road and Sheboygan Avenue; 2) N Segoe Road and Regent Street; 3) Heather Crest and N Midvale Boulevard; and 4) Old Middleton Road and N Whitney Way.	City	Too detailed - outside the scope of West Area Plan.
Install pedestrian activated flasher and pedestrian flags at 1) Regent Street and Eau Claire Avenue; and 2) Mineral Point Road and Racine Road.	City	Too detailed - outside the scope of West Area Plan.
Install pedestrian island at 1) Mineral Point Road and Racine Road; 2) Old Middleton Road and N Eau Claire Avenue; and 3) Vernon Blvd. and N Segoe Road to improve pedestrian and bicycle crossings.	City	Too detailed - outside the scope of West Area Plan.

Add walk signals at 1) Mineral Point Road at S Whitney Way and 2) Mineral Point Road at S Rosa Road.	City	Too detailed - outside the scope of West Area Plan.
Explore if South Hill Drive could serve as an east-west bicycle route, which would facilitate a connection to planned bicycle paths at Memorial / Jefferson Schools, Junction Road, leading to Military Ridge path.	City	Will need to determine whether South Hill has enough traffic to require bicycle facilities
Improve pedestrian and bicycle connections along N Whitney Way and Old Middleton Road to the University Triangle Redevelopment and University Crossing. Consider reconfiguration of intersection at University Avenue and N Whitney Way, improving pedestrian safety at the free-flow right turn lane from University.	City	Consider keeping
Have a street-to-path crossing for bikes at N Whitney Way over to the path on the north side of University Avenue, rather than have bikes go through the intersection as pedestrians, by pushing the pedestrian button.	City	Consider keeping
Extend marked bicycle lanes along N Segoe Road (400- 700 blocks) which upon completion would create a continuous marked bicycle lane along Segoe Road.	City	Consider keeping
Explore pedestrian improvements at University at N Segoe Road, including improving access to the Good Neighbor Trail.	City	Consider keeping
Per University Avenue Corridor Study, install crosswalks and pedestrian center islands at Hilldale Way/Maple Terrace and University Avenue.	City/TE	Too detailed - outside the scope of West Area Plan. Intersection improvements prioritized on citywide basis as part of Safe Streets Madison.
At the time Hilldale Shopping Center proposes to improve its western edge, encourage 1) upgrade of the entrance on N Segoe Road; 2)create well-defined pedestrian movement through the parking lot; 3) improve existing or construct new stairway to Hilldale; and 4)complete the sidewalk system on the south side of Kelab Drive. A sidewalk exists on the north side of Kelab Drive but there are gaps in the sidewalk on the south.	City	Consider keeping
As part of a future redevelopment project at the southeast corner of N Segoe and Sawyer Terrace, determine the feasibility of installing a public access elevator to provide a safer connection for pedestrians and bicyclists to and from the Sawyer/Segoe area and the Hilldale Shopping Center.	City	Public elevator may not be feasible; no Hilldale plans to add buildings along the west side
Improve bike facilities along Sheboygan Avenue in conjunction with the redevelopment of the WiDOT site, including location for B-Cycle station or other bike sharing facilities.	City	Keep
Determine the feasibility to convert an existing public easement into a pedestrian path leading from Sheboygan Avenue to Rennebohm Park. A 20' public (sanitary and sewer) easement exists between 4801 and 4817 Sheboygan Avenue. Placement of the pedestrian path could be shifted to private property with agreement between the City and property owner.	City	Keep
As part of the WiDOT site redevelopment, undertake a traffic study to determine, but not limited to the 1) impact of redevelopment to residential traffic patterns; 2) construction of new street and access points; including street extension to American Red Cross site; 3) improve transition of bike lanes and pedestrian crossing on N Segoe Road; and 4) siting of BRT stations and bicycle amenities. Construct roundabout at N Segoe and Sheboygan.	City	Already implemented
In anticipation of the proposed redevelopment along Sheboygan Avenue, begin programming the redesign of the street to incorporate new street lighting (LED and pedestrian style lighting), bicycle lanes, and wider sidewalks. Work with property owners to enhance streetscape design in order to improve aesthetics and functions of the street. See Sheboygan Avenue Concepts.	City	Consider keeping (portions likely will be addressed by Sheboygan resurfacing project)
Study feasibility of right turn lane at Mineral Point Road and S Whitney Way, southbound on Whitney Way.	City/TE	Whitney Way recently reconfigured
Assess the feasibility of a right-in, right-out access from the University Triangle on to University Avenue.	City/TE	Would be considered in context of City policy if requested in a redevelopment proposal
Restrict on-street parking on the SW corner of Regent and Eau Claire back about 75' or so to improve visibility of pedestrians crossing at this location.	City	Consider keeping

Conduct engineering studies to determine the feasibility of reducing the speed limit on Regent, N & S Segoe, and Sheboygan from 30 mph to 25 mph	City	May be addressed through Vision Zero process
Redesign Vernon Boulevard into a standard street width, with excess pavement converted into greenspace. Activate the greenspace with benches, events, or other community activities.	City	Consider keeping
Create a low maintenance planting plan for N Segoe Road. Plant low maintenance vegetation in the existing median.	City/Neighborhood	Outside the scope of West Area Plan
Continue to study the feasibility of the Bus Rapid Transit (BRT) System with BRT stations on Sheboygan Avenue.	City	Already been implemented
Study the feasibility of a small bus/trolley circulator with routes between Hilldale, West Senior Center, medical clinics and offices, and proposed BRT stations.	City	Senior center no longer in place; City is focused on Metro transit service
Work with property owners to incorporate a car sharing vehicle in an existing or new development along Sheboygan Avenue or nearby.	City/Developer	Already been implemented through TDM ordinance
Continue to expand Metro Transit service through additional routes and shorter head- ways to meet growing needs of residents and employees. A direct route to Sequoya Branch library along N Midvale Boulevard is desired.	Metro	Already implemented through Metro Redesign
Improve bus stop accessibility and amenities including boarding pads, shelters, benches, and neighborhood information kiosks, and prioritize bus stops serving seniors. High priority locations include N Segoe Road, south of The Gardens Senior Apartments, where a bus boarding pad, bus shelter, and benches would help serve this highly used bus stop.	City	Specific bus stop improvements too detailed for the scope of West Area Plan
Add mid-block crossing on Regent Street between N Eau Claire Avenue and N Segoe Road and add a bus stop. Provide crosswalk, yield to pedestrian signage, and street or alternative lighting at bus stop and park paths	City	Specific bus stop improvements too detailed for the scope of West Area Plan
Periodic informational meetings with the West Senior Center, senior apartment managers, and service providers in the area would help inform seniors of transit availability.	Neighborhood	Not City controlled
Explore one-hour or two-hour residential parking restrictions to address commuter parking pressures on residential streets. Residential streets in the northern portion of the planning area are used frequently by employees or commuters.	City	Consider in context of City transit policy; two hour parking zones generally initiated by neighborhood request
Implementation of the proposed BRT System will compound existing employee and commuter parking issues, and may include the loss of some parking on Sheboygan Avenue. Study feasibility and location of a Park and Ride on or near Sheboygan Avenue.	City	Already implemented thru BRT Planning
Housing Recommendations	Lead	West Area Plan
The preservation and maintenance of existing homes is important to maintain the existing quality environment suitable for family life, and such efforts maintain the essential characteristic of this mature residential area. Efforts should be extended to preserve existing homes, with careful consideration given to replacement structures. Replacement of principal structure through new construction or demolition of existing structure should be comparable to the size, scale, and design of existing structure.	Neighborhood Residents	Lead is neighborhood residents - outside control of City. Local historic district(s) could be considered.
As new market-rate or mixed-use residential developments are proposed, work with the developer in the early stages to determine the feasibility of targeting a small number of these units as affordable for lower-income households by providing financial incentives through federal, state or city programs.	City	City cannot require affordable housing and assistance is provided based on existing Affordable Housing Fund process and/or TIF availability
One of the key goals for planning a multi- generational neighborhood is to provide a wide variety of housing types. While the neighborhood's capacity to provide additional detached single-family homes has been built out, there are a number of opportunities to provide other types of housing that would appeal to a range of residents. Refer to the Focus Areas section of the plan for the specific recommendations on the development of new housing.	City	Consider keeping (Land Use Map)

Encourage the ongoing maintenance and upkeep of private property, detached single- family, duplexes, condos, and multifamily. Provide periodic information to property owners on city rehab loan programs for owner and rental properties and State Historic Tax Credit Program for eligible properties as a means to encourage reinvestment in the housing stock.	Neighborhood Association	Lead is Neighborhood Association - Outside the scope of Plan
Investigate strategies and financial resources to increase and retain affordable housing units or naturally occurring affordable housing units over time.	City	This is a citywide goal - not specific to the West Area.
As part of the City of Madison conditional use permit review, consider the following criteria for ADU application in the planning study area: <ul style="list-style-type: none"> • Attached to the principal structure in the rear or in close proximity of the principal structure or in the rear yard. Avoid blocking the rear yard view shed (back yard) of the other principal structures in the residential block. An exception is if the lot topography provides a location where the structure is less likely to impact the mid- century architecture and/or it is secluded from adjacent property-owner principal structure. • No second story ADU over the garage unless the primary structure is of two stories or more. • The exterior finish material of an accessory dwelling unit shall match the type, size, and placement of exterior finish material of the principal structure. • The roof pitch should match the predomi- nant roof pitch of the principal structure. No protruding roof plane should be visible from the street. • Trim and projecting eaves should match those of the principal structure. • Windows should match those in the prin- cipal structure in proportion (relationship of width to height) and orientation (horizontal or vertical). • Protect mature trees with any new construction, if feasible. 	City	ADUs are now a permitted use
Request the University Hill Farms Neighborhood Association, in conjunction with the University Hill Farms Architectural Review Committee, to review and consider revising the University Hill Farms covenants to allow ADUs with agreed upon design guidelines. Presently, a property- owner can be granted a conditional use permit from the City to construct an ADU; however, they might be in noncompliance with the architectural covenants.	Neighborhood Association	ADUs are now a permitted use; City does not generally advance changes to covenants
Economic Development Recommendations	Lead	West Area Plan
Hilldale Shopping Center is a regional mall and while it serves some neighborhood retail and service needs, e.g., grocery, its focus is on meeting the needs of the regional market place. The neighborhood would benefit from some neighborhood-oriented retail and services. Neighborhood-oriented retail and services should be included in the University Triangle redevelopment site as well as the TOD redevelopment on the American Red Cross site, such as dry cleaners, day care, and coffee shops.	City	The City does not determine tenants for private development
Expand Tax Increment Finance District 41 to support and facilitate the redevelopment of the American Red Cross site, private development on the WiDOT site, transportation infrastruc- ture, and pedestrian, bike, and streetscape improvements. Tax Increment Finance Districts (TIF) allow the new tax increment created by new development to be used for infrastructure improvements within the district as well as financial support for private development that would be economically unfeasible without the use of TIF funding.	City	Consider keeping
Preserve neighborhood-friendly and accessible locations for both farmers' markets at Hilldale and the WiDOT site redevelopment, respectively.	Neighborhood groups	Outside City control; WisDOT site is already approved (general plan calls for a FM)
Work with the neighborhood businesses to establish a University Hill Farms Business Association.	Neighborhood groups/City EDD	Businesses in the area are heavily concentrated at the mall, which would likely see no benefit to an association
Natural & Agricultural Resources Recommendations	Lead	West Area Plan

Encourage greater diversity of plants and trees throughout the neighborhood.	Neighborhood/City (Urban Forestry)	Implemented through Forestry policy
As additional threats, similar to the Emerald Ash Borer, are identified, be proactive in implementing strategies to combat the threats.	Neighborhood Residents	Identified for neighborhood residents
Continue the neighborhood-based program for inventorying ash trees and other tree species located on private property.	Neighborhood Residents	Identified for neighborhood residents
Work with Van Hise, Hamilton, and Glenn Stevens schools on the process to inventory ash trees on school property. Encourage the engagement of the school children in the project.	Neighborhood Groups	Identified for neighborhood residents
Develop a communication plan to share available information regarding the Emerald Ash Borer and any future threat and treatment strategies with neighborhood residents. Encourage neighborhood residents to follow city recommended protocols.	City/Neighborhood Groups	Check with Forestry on the latest for EAB; might be more of a citywide action
Develop a proactive plan to diversify tree species and address the potential loss of ash trees on Segoe Road, Garner and Rennebohm Parks, and 301 S Whitney Way.	City/Neighborhood Groups	Check with Forestry on the latest for EAB; might be more of a citywide action (ie, there are several places with Ash concentrations)
Promote the City of Madison Adopt-a-Park Tree program for treating ash trees in the park system. The program allows residents to select specific ash tree(s) in a public park, privately pay treatment expenses working with City officials and contractors that are licensed by the City to chemically treat Ash trees.	City/Neighborhood Groups	Check with Forestry on the latest for EAB; might be more of a citywide action
Identify potential additional locations for community gardens on city-owned land.	City/Neighborhood Groups	Community gardens are neighborhood-initiated.
Support relocating the Sheboygan Avenue Community Garden as close as possible to current gardeners to limit the transportation challenges they would face.	City/Neighborhood Groups	Already implemented
Develop design and maintenance rules and regulations for the new community garden(s) to ensure quality, design and upkeep that all can enjoy.	Neighborhood Groups	Neighborhood groups work with Rooted; this is a citywide issue
Historic & Cultural Resources Recommendations	Lead	West Area Plan
Inform property-owners within the boundaries of the approved University Hill Farms National Register Historic District of their eligibility to receive State of Wisconsin tax credits for pre-approved, eligible improvements for historic building rehabilitation.	City/Neighborhood Groups	Already implemented
Pursue landmark status for individual buildings deemed eligible.	City/Property Owners	Consider keeping
Parks & Open Spaces Recommendations	Lead	West Area Plan
Engage the University of Wisconsin to improve, maintain, and program the greenspace at 301 South Whitney Way. Ensure that the nine adjacent neighbors are consulted as part of the process.	Neighborhood Groups	Potentially too detailed
Establish Friends of Rennebohm Park to initiate and work with Madison Parks, Madison Park Foundation, and UHFNA on park improvements. Work with Parks Foundation to establish tax deductible account, fundraising plan, and funding sources.	Neighborhood Groups	Neighborhood-initiated action

As part of the review of Rennebohm Park Master Plan, consider incorporating the following improvements: 1) Increase activity and use of the shelter by coordinating food carts; 2) Rehabilitate the shelter to accommodate retail services, such as a seasonal cafe or restaurant; 3) Add seating area near the shelter, playing fields, and tennis courts, and benches along existing path system; 4) Provide path lighting and additional walking paths, especially if park expansion occurs; 5) Provide new or enhanced programming activities, in and around the shelter, especially activities to attract residents such as Meet & Greet events, Book Mobile, etc.; 6) Improve entrance to the park at the corner of Regent Street and Eau Claire Avenue with public art and landscaping to distinguish it as the main entrance and a gateway feature of the neighborhood.	City	Keep some recommendations (with edits)
Inventory and prepare a tree replanting plan for Rennebohm Park which diversifies tree species. As part of this effort, work with neighborhood residents to start an Adopt a Tree Program for the treatment of healthy, high value ash trees. Over 90% of the tree species in the park are Ash which makes it highly vulnerable to Emerald Ash borer.	City	Unsure - may be too detailed/seems like its part of the Parks/Forestry regular operations/EAB already treated
Determine the feasibility of restoring the drainage way on the eastern edge of Rennebohm Park to a water retention area with high quality habitat and low impact paths.	City	Consider keeping, with edits
Provide access from Sheboygan Avenue to the park by converting the 20' public easement, or other agreed upon location, into a pedestrian path. Access point onto Sheboygan should be coordinated with the WiDOT redevelopment.	City	Consider keeping, with edits
When the Karen Arms property redevelops, determine the feasibility of acquiring and expanding Rennebohm Park to accommodate recreational activities, such as community gardens. Additionally, this scenario could provide the opportunity to develop new, potentially affordable housing along Segoe Road, roughly between Regent Street and Kelab Drive.	City	Consider keeping, with edits
When the multifamily properties along Sheboygan Avenue are ripe for redevelopment, create a new street layout to divide the existing block structure into several smaller blocks with access points to the park from Sheboygan Avenue. See Sheboygan Avenue: Long-term Concept, pg. 36.	City	Consider keeping, with edits
Create a picnic area at the entrance to Robin Parkway at 4609 Gregg Road (at St Croix Lane) and install curb cut into park area from Gregg Road at St. Croix Lane.	City	Too detailed; picnic tables not maintained by City in stormwater greenways
Replace existing stormwater channel by piping the channel, creating a low impact trail from Orchard Drive to Gregg Road. Field locate the trail to minimize disturbance and tree loss. Investigate creating a stormwater retention pond and vegetative habitat to attract birds.	City	There is a current Robin Greenway project
Clear invasive and overgrown shrubs and trees at 338 Orchard Drive and Robin Greenway.	City	Too detailed
Work with adjacent neighbors, Van Hise/Hamilton Schools, and WDNR to develop a bird sanctuary flyover project and/or other wildlife habitat improvements.	Neighborhood Groups	Neighborhood action - Outside City Control
Neighbors would like to enhance the stretch of Segoe Road to accomplish several objectives: 1) preemptively remove ash trees in poor condition and chemical treatment of healthy ash trees with selective replacement annually to minimize the impact of the eventual loss of the canopy; and 2) make it more attractive with vegetative plantings which could serve as a traffic calming measure to emphasize highly used intersections, especially by the Van Hise and Hamilton schools. Low maintenance cluster plantings at the end caps (intersections) with low-maintenance plantings throughout. If feasible, explore edible landscapes. Plantings should be low to the ground so not to obscure visibility.	City	Neighborhood could advocate for inclusion in City's existing adopt-a-median program. City maintenance of additional median plantings not feasible.
Community Facilities Recommendations	Lead	West Area Plan
Identify additional location for a University Hill Farms neighborhood sign.	Neighborhood Groups	Outside City Control
Work with Madison Police Department on ways in which to improve neighborhood safety.	City	Too vague
Explore the feasibility of a neighborhood watch.	Neighborhood Groups	Outside City Control
Develop a stronger relationship with Glenn Stephens Elementary by publishing school newsletter articles, soliciting residents to volunteer at the school, and inviting residents to school events.	Neighborhood Groups	Outside City Control

As one of the neighborhoods major assets, the public infrastructure, uses, and activities for the Van Hise and Hamilton Schools property could be enhanced to meet a broader base of community needs. The goal of these improvements would be to not only enhance the use of the property by students, but also to activate the school property throughout the week and after school hours for all neighborhood residents to enjoy.	School District	Outside City Control
Prepare a master plan for Van Hise and Hamilton School open space. As part of the master plan, determine educational and recreational opportunities which would benefit the school community as well as the neighborhood.	School District	Outside City Control
Develop tot lot on S Segoe Road near the driveways entrance to the school.	School District	Outside City Control
Provide mile run path around the school grounds.	School District	Outside City Control
Develop a shaded outdoor classroom with seating area.	School District	Outside City Control
Provide new basketball court in proximity to school Prairie. Ensure that basketball court does not impinge on Prairie.	School District	Outside City Control
Provide a small soccer field for younger kids' school and league play.	School District	Outside City Control
Identify location for potential new community gardens. Possible locations include terracing along the right side of the drive off of S Segoe Road or the southern edge of the school property.	School District	Outside City Control
To improve pedestrian safety, separate bus and car drop off areas. Parent drop off to occur at the east side entrance of the school off of S Segoe Road. Bus drop off to occur on west side entrance of the school on Waukesha Street. Improve parent drop off area to provide land- scaped turn around. Provide a clear pathway from the parent drop off area to the Van Hise entrance. Widen sidewalk in front of school on Waukesha Street to better accommodate loading and unloading of school busses. Consider use of alternative pavements, including perme- able paving.	School District	Outside City Control
Add table top on school drive from S Segoe Road to provide traffic calming and improve pedestrian safety for kids crossing.	City	Evaluate as part of citywide Safe Streets Madison project prioritization
Provide sidewalks on both sides of the school drive off of S Segoe Road.	School District	Outside City Control
Consolidate parking lot at the south west corner of the school off of Waukesha Street. Ensure newly configured parking lot to the south east of the school is adequately sized to accommodate these lost spots.	School District	Outside City Control
Screen the view of the delivery and dumpster area from Waukesha Street.	School District	Screening covered by zoning code if/when major project happens on site
Enhance entrances to the school through more prominent entryway and signage.	School District	Outside City Control
Develop a new and expanded senior/ community center in conjunction with the redevelopment of the Sawyer Segoe site for senior housing to serve the growing population of seniors, including existing residents wishing to age in place.	City	Not within the scope of West Area Plan - Addressed through City's Long Range Facilities Plan for City funded Community Center
Provide a larger, safer, and more accessible stairway access to Hilldale Shopping Center as part of Sawyer Segoe redevelopment.	Property Owner	Outside City Control
Explore an intergenerational program with the senior center and Glenn Stephens, Van Hise and Hamilton schools.	City, School District, NGO	too detailed
Work with Hilldale and other retailers in the area to identify ways to accommodate the senior population, especially those with memory and mobility challenges.	Property Owner	Outside City Control
Establish a new neighborhood-based association in the multifamily areas or expand the University Hill Farms neighborhood association to incorporate the multifamily areas into the existing neighborhood association.	Neighborhood Groups	Outside City Control
Establish a working relationship in which centers of worship, nonprofits, schools and abutting neighborhood associations communicate and work together on joint activities and projects.	Neighborhood Groups	Outside City Control
Utilities Recommendations	Lead	West Area Plan
The central residential portion of University Hill Farms was originally constructed without a storm-water sewer system. The lack of a storm- water system is a contributing factor in the ongoing storm-water management issues. Over time, as the streets are reconstructed, a storm- water system will need to be constructed.	City	Will need to tie in to recent flood studies

Evaluate the need to replace existing storm- water pipes and water mains as the opportunity occurs as a result of street reconstruction. High priority areas include: Buffalo Trail, Lafayette Drive, Langlade Lane, Marathon Drive, and South Eau Claire Avenue.	City	This is already done as part of existing policy
Identify and construct a redundant water supply.	City	too vague
Work with the neighborhood to identify areas in need of improved street lighting, especially in proximity to major pedestrian crossing and thoroughfares used by children and residents of all ages and abilities. Initiate petition for additional street lighting where needed. Specifically, improve lighting on 1) S Segoe Road by the entrance of Van Hise-Hamilton schools, 2) Sheboygan Avenue, 3) N Segoe Road by Rennebohm Park path, 4) Rennebohm Park path leading into the park from N Segoe Road, and 5) other highly used bus stops.	City	Consider keeping, with modification to generally improve street lighting
Encourage the use of rain gardens as part of new developments or public projects to meet the city storm-water requirements.	City	Developers must meet new stormwater ordinance
Develop a communication plan to share available information regarding Rain Gardens with neighborhood residents.	City, Neighborhood groups	too detailed
Encourage the development of rain gardens on private property.	Neighborhood groups, property owners	outside City control
Intergovernmental Cooperation Recommendations	Lead	West Area Plan
Coordinate transportation, storm water, and other infrastructure improvements with the Village of Shorewood Hills.	City	Consider keeping
Coordinate infrastructure improvements, development, and transit improvements in proximity to the WiDOT site with the Wisconsin Department of Administration and the Wisconsin Department of Transportation.	City	already implemented
Coordinate joint review of major development or public improvement projects with abutting neighborhood associations.	City, Neighborhood groups	existing policy
Placemaking & Community Building Recommendations	Lead	West Area Plan
Identify opportunities for place making throughout the neighborhood that will appeal to a variety of residents, young and old, students and families. Initiate two to three place making events.	City, Neighborhood Groups	too vague
Work with the property owners and managers of the apartments on Sheboygan to identify opportunities to partner on place-making opportunities to enliven the area and engage the community. Establishing a Neighborhood Improvement District is one means to fund physical and placemaking activities in the area.	City, Neighborhood Groups	consider keeping - may be implemented with Madison Yards
Build a communication network between University Hill Farms Neighborhood Association, Glenn Stephens, Van Hise, and Hamilton Schools, West Senior Center, centers of worship, multifamily property owners, and the larger property owners such as CUNA, Hilldale Shopping Center, UW Research Park and WiDOT. Information sharing to collaborating on joint activities/projects would strengthen the entire community.	Neighborhood Groups, Property Owners	Outside City Control