

Near West Area Plan: Previously Adopted Plans

There are nine existing Sub-Area Plans that fall partially or entirely within the Near West Area Plan boundary:

1. Triangle Monona Bay Neighborhood Plan (2019)
2. University Corridor Plan (2014)
3. Hoyt Park Area Joint Neighborhood Plan (2014) *
4. Midvale Heights/Westmorland: Joint Neighborhood Plan (2009) *
5. Greenbush Neighborhood Plan (2008)
6. Regent Street – South Campus (2008)
7. Monroe Street Commercial District Plan (2007)
8. Park Street Corridor (2004) *
9. Brittingham-Vilas Neighborhood Plan (1989) *

*Plans partially within the Near West Area Plan boundaries and will be partially archived.

Staff reviewed the recommendations in previously adopted plans as part of the Near West Area Plan process. Recommendations that are within the scope of Area Plans are considered for incorporation into the Near West Area Plan. Recommendations that are outside the scope of Area Plans, do not involve the City, have already been implemented, or are not consistent with current adopted City policies and priorities would not be incorporated.

What recommendations fall within the scope of the Near 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.

For example, a transportation recommendation from the Hoyt Park Area Neighborhood Plan such as *"Add bicycle facilities on Midvale Boulevard and Mineral Point Road"* falls within the scope of the Plan and would be considered for incorporation.

What recommendations do not fall within the scope of the Near 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 Near West Area Plan. For example, the Midvale Heights/Westmorland: Joint Neighborhood Plan has a recommendation to *"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."* This action involves entities not under the City's purview. This recommendation would either not be included in the Near West Area Plan or would be revised.



What other recommendations will not be included in the Near West Area Plan?

1. Recommendations that have already been implemented will not be included in the Near West Area Plan. For example this recommendation from the Hoyt Park Area Joint Neighborhood Plan: *“Conduct an analysis of transit routes and stops to increase accessibility and safety and address routing/traffic calming conflicts within the Area.”* This action was done as part of the June 2023 Metro Network Redesign.
2. Recommendations that are not current City Policy or Priority will not be included in the Near West Area Plan. For example, this recommendation from the Midvale Heights/Westmorland Joint Neighborhood Plan: *“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.”* The City does not develop guidelines for neighborhood development on a neighborhood-by-neighborhood basis.
3. Recommendations adequately covered by existing City policies, programs, or ordinances, especially those adopted since previously adopted plans were created, would also not be included. For example, the University Avenue Corridor Plan has a recommendation that includes *“Developments should include pedestrian and bicycle amenities.”* The City’s Transportation Demand Management Ordinance, adopted in 2022, requires developments to consider and implement transit, bike, and walking amenities and infrastructure, and the zoning code requires provision of bicycle parking.

What will happen to the previously adopted plans reviewed for the Near West Area Plan?

Previously adopted plans are archived as part of the adoption process of area plans. Archived plans are previously adopted plans that address the same geography as more recently adopted Area Plans. Archived plans are no longer used to guide development proposals and approvals or other City planning and decision-making processes. They are made available on the Planning Division webpage as historical resources.

Recommendations Categorization in the Spreadsheet

Green – Likely incorporate in Near West Area Plan (either as mapped or text recommendations)

Yellow – Potentially incorporate in Near West Area Plan

Red – Unlikely to incorporate in Near West Area Plan

Triangle Monona Bay (2019)

Page	Goal/Strategy/Action/Recommendation	Near West Area Plan
	Land Use	
36	Focus Area 6, S. Park St: Since this area backs up to an area of primarily Low Residential (LR), the scale, massing, and rear yard setbacks for new buildings should reflect the character of that development. Locally owned businesses that serve the neighborhood such as veterinary and dental offices, coffee shops, groceries, restaurants, and civic uses are encouraged.	Building height is already built in to Generalized Future Land Use (GLFU) categories; the City does not decide which businesses go where at this level of detail.
36	Focus Area 6, S. Park St: The original platted lot width of the Low Residential areas - 33', 35', 40', 44' to 50' - are predominant. This small frontage is essential to the character of the area. To retain the small-scale housing character, this plan recommends 1) discouraging large assemblage of lots; and 2) discouraging demolition of structurally sound buildings.	If retained the plan needs to specify how these items are discouraged.
37	Focus Area 6, S. Park St: Replacement of a principal structure should be comparable to the size and scale of the existing structures.	If retained the plan needs to specify how this is enforced. This is dictated by zoning.
37	Focus Area 6, S. Park St: Target promotion of the City's homebuyer assistance, downpayment and closing loan, and rehabilitation loan programs.	City is unlikely to target these programs towards an area with high-value homes that have an immediate view of Monona Bay.
37	Focus Area 6, S. Park St: Create a program that helps potential homebuyers purchase a renter-occupied single-family or 1-4 unit multifamily building, and convert it to an owner-occupied building.	Such a program would not be created for a very small geographic area.
37	Focus Area 6, S. Park St: Encourage the ongoing maintenance and upkeep of residential properties. Provide periodic information to property owners on city rehab loan programs for owner and rental properties to encourage reinvestment in the existing housing stock.	City is unlikely to target these programs towards such a small area.
37	Focus Area 6, S. Park St: As new market-rate and mixed-use residential developments are proposed, work with developers in the early stages to determine the feasibility of targeting some of these units as affordable for lower-income households by providing financial incentives through federal, state, or city programs.	Marketing requirements are already part of affordable housing development receiving City assistance.
	Transportation	
44	South Park/Regent Street Intersection – add dedicated left turn lanes on east and westbound lanes of Regent Street, larger pedestrian refuge areas, continental crosswalk markings, longer pedestrian light times, pedestrian light buttons in median area, and other pedestrian improvements.	Regent Street reconstruction is in design - a turn lane and pedestrian improvements are being integrated.

46	Evaluate S. Park St. from UW to Beltline for improvements to pedestrian, bike and transit facilities, also consider ways to beautify this corridor in the private and public realm with landscaping, public art and other features.	Park Street design/ construction is being evaluated as part of Bus Rapid Transit (BRT) design, including ped/bike facilities. City does not generally pay to beautify landscaping on private properties.
46	Consider adding continental crosswalk markings and other pedestrian safety improvements to Braxton Pl. and Chandler St. crossings [of S. Park St.].	Park Street design/ construction is being evaluated as part of BRT design, including ped/bike facilities.
46	Consider providing a BRT station designed for people with disabilities along S. Park St., between Vilas Ave. and Regent St.	All BRT stations are designed for people with disabilities.
46	Consider lengthening pedestrian signal timing, realign crosswalk reducing distance to walk, increase size of refuge islands, use tabletops and tinted pavement and continental crosswalk markings [at W. Washington Ave.-Park St. intersection].	Park Street design/ construction is being evaluated as part of BRT design, including ped/bike facilities.
46	Evaluate pedestrian light timing at all legs of this intersection [W. Washington-S. Park] and consider lengthening these times.	Park Street design/ construction is being evaluated as part of BRT design, including ped/bike facilities.
46	Coordinate further South Park Street improvements with Smart Street features that could include transit signal priority and adaptive traffic signals, sensors that let busses know when pedestrians are crossing, traffic signals that gauge how many passengers are on buses, and if they are on schedule or not.	Park Street design/ construction is being evaluated as part of BRT design, including ped/bike facilities.
46	Consider expanding pedestrian refuge island and other improvements [at Park-Erin intersection].	Park Street design/ construction is being evaluated as part of BRT design, including ped/bike facilities.
47	Evaluate pedestrian, bike, and transit facilities along South Park Street from UW to the South Beltline Highway and implement feasible improvements; coordinate with Planning and Transportation for Bus Rapid Transit and consider bike facility improvements for streets parallel to South Park Street.	Park Street design/ construction is being evaluated as part of BRT design, including ped/bike facilities. Bike facility improvements in Near West will be evaluated as part of shared-use path/bike network map.
47	Evaluate S. Park St. intersections with Regent Street, Braxton Place, Chandler Street., Vilas Avenue., Erin Street, Haywood Street, Emerald Street, and Drake Street and implement feasible enhancements for pedestrian/bike comfort and safety, and improve traffic management.	Park Street design/ construction is being evaluated as part of BRT design, including ped/bike facilities.
	Parks and Open Space	

57-58	NOTE: Parks and open space recommendations focus on Brittingham/Triangle area, which is in the Downtown Area Plan boundary.	
	Health and Wellbeing	
60	NOTE: Health and Wellbeing recommendations focus on the Triangle area, which is in the Downtown Area Plan boundary.	

Hoyt Park Area Neighborhood Plan (2014)

Page	Goal/Strategy/Action/Recommendation	Near West Area Plan
	Vision	
7	Promote the management of trees, parks, and open spaces, in the Area to maintain large canopy trees, continue to provide green spaces, and provide habitat for migrating birds and other wildlife living in the forest canopy.	Not specific to Area; management of City parks and open spaces is covered by existing citywide policy.
7	Encourage Focus Areas to preserve mature trees whenever feasible.	Tree preservation on City property is covered by existing policy; the City does not have a tree preservation ordinance for private property.
7	Encourage single-family homeowners to consider appropriate tree replacements when necessary and healthy canopy management techniques.	The City does not review landscaping plans for single-family homes.
8	Encourage the development of buildings and sites in areas recommended for redevelopment that: Have a high quality architectural design; incorporate state of the art building systems and components to maximize energy efficiency, produce and use renewable energy here feasible, use shared stormwater management systems, and use green building construction materials and practices (e.g., recycle construction waste); explore on-site stormwater management for quality and quantity treatments where feasible; preserve and maintain the existing building stock and reduce the promotion of redevelopment as a more sustainable practice.	Design dictated by zoning ordinance and any applicable Urban Design District (UDD); City must follow state building code; stormwater management addressed by ordinance.
8	Promote walking and biking within the Area, to commercial business on the edges of the Area, and to commercial, employment, and recreation centers outside the Area.	Walking and biking best promoted by City investments in safety (physical improvement), not publicity.
8	Promote the use of mass transit to and from the Area.	Promotion of transit is done citywide; promotion to specific neighborhood can be done by associations.
8	Encourage through auto traffic to use major arterials and travel at or below posted speed limits through the Area.	Design changes to major streets not already under consideration and not recently reconstructed will be reviewed as part of plan.

9	Promote social interactions among Hoyt Park Area neighbors by: Encouraging more biking and walking within the Area; encouraging the development of welcoming buildings in the Area that provide commercial outlets and public spaces of interest to residents of the Area, where these outlets and spaces are appropriate for the project and site and respectful of neighbors' privacy and private property; encouraging greater use of existing parks and open spaces in the Area; foster and encourage community activities such as Friends of the parks, neighborhood block parties, and other civic functions; installing neighborhood amenities such as benches, kiosks, and Little Libraries.	Walking and biking best promoted by City investments in safety, not publicity; design dictated by zoning ordinance and any applicable UDD; block parties/ use of parks/ community activities in parks best led by neighborhood(s).
	Land Use	
10	Preserve the quaint, well kept, mostly single family character of the neighborhood.	Language does not fit with more recent City initiatives/policies (ie, allowing ADUs). Preservation of residential character is best addressed through design, not exclusion of non-single family uses.
11	Follow the future land use pattern mapped and described in this Plan when considering development and land use decisions, such as rezoning requests.	No need to have an action to specify following the future land use map.
11	In general, preserve established neighborhoods and public open space while directing redevelopment and change to Focus Areas, often in mixed-use formats.	Future land use map will guide where the most significant changes are allowed.
11	Encourage sustainable initiatives throughout the Area.	Overly broad; not specific to the area; the City has an adopted Sustainability Plan.
11	Collaborate with private property owners, developers, and neighbors to realize the greatest potential for each new development and redevelopment site envisioned under this Plan.	Development/ redevelopment is governed by the zoning ordinance. Residents may provide development feedback as part of established review processes.
11	Ensure smooth transitions and connections between pre-existing, potentially conflicting neighboring land uses, such as where commercial property abuts residential neighborhoods, through code enforcement, noise and odor controls, and vegetation and fencing for buffering.	Elements listed are addressed by existing ordinances.
11	Encourage consistent City-wide enforcement of existing building and property maintenance codes to maintain property values and the overall appearance of the Hoyt Park Area.	Citywide item; no need to specify enforcement of existing ordinances.

11	Require high quality (i.e., durable, classic design, safe, orderly) development and encourage designs that support the community identity goals of this Plan.	Citywide item; design dictated by zoning ordinance and any applicable UDD.
11	Generally promote the mixture of compatible land uses on the same site and in the same building as components of redevelopment projects within most Focus Areas (e.g., mixed-use development), except where single-use buildings and sites will be more responsive to the requirements of the site, building, area, or market.	Site use is governed by the zoning ordinance.
11	Encourage land use patterns and development intensities that facilitate and complement alternative forms of transportation, including walking, biking, and bus service.	Transit-Oriented Development (TOD) and Transportation Demand Management (TDM) ordinances have been adopted.
12	Consider senior and retirement housing as an option in future projects within the Focus Areas. See Chapter 5 Focus Areas.	Private sector consideration.
12	Encourage housing affordability within the Hoyt Park Area through preservation of existing housing stock and expand housing choices through future Focus Area redevelopment.	Addressed by the City's Affordable Housing Fund and the associated requirements.
12	Accessory dwelling units may be accommodated within the Area as a conditional use, per the adopted Zoning Code standards.	ADUs are now permitted citywide.
12	Home Occupations may be accommodated within the Area per the adopted Zoning Code standards.	No need to specify enforcement of existing ordinances.
	Housing	
10	Encourage a broader range of housing types and densities in planned areas to meet the changing needs of residents while preserving the integrity and overall composition of the neighborhood.	Housing allowed will be shown as part of the future land use map.
14	Recognize that the Hoyt Park Area's existing housing stock is a key community asset and work to ensure that asset is preserved over time.	Preservation is best accomplished by a local historic district, which is initiated by residents.
14	Encourage initiatives that strengthen existing neighborhoods through the maintenance and renovation of the housing stock; promotion of homeownership; and the development, maintenance, and improvement of parks, streets, and other public infrastructure (see Chapter 8 Parks and Open Space and Chapter 9 Infrastructure).	Overly broad; not specific to the area.

14	Encourage the use of the voluntary design guidelines in the Chapter 6 Single-Family Character.	City lacks the staff to maintain voluntary design guidelines for individual residential neighborhoods; buildings are reviewed under the building code; design best regulated by local historic district.
14	Ensure that new housing complements the character and scale of existing homes while still allowing for neighborhood reinvestment.	Addressed by zoning code and building code.
14	Support a range of housing options to accommodate a variety of income levels, age groups, household sizes, and people with special needs.	Shown as part of the GFLU Map; addressed through City's Affordable Housing Fund; City cannot specifically target household size/age of occupants through zoning/land use.
14	Promote development of an adequate supply of high quality senior/empty nester housing options. Encourage such developments to locate in areas close to services that seniors typically require, including public transit.	Overly broad; not specific to the area.
14	Support and promote the continuation of effective police patrols and block watch programs, which help ensure the security and safety of Hoyt Park Area neighborhoods.	Prioritization of certain neighborhoods for enhanced police patrols not done through area planning; block watch programs not administered by the City
14	Consider the use of universal design principles, including the development of ground-floor units that are wheel-chair accessible.	Already addressed by the building code
14	Encourage varying housing density, height, and size in transition areas between commercial and single-family residential (e.g., Hilldale area).	Housing allowed will be shown as part of the GFLU Map; focus areas for additional detail TBD as part of planning process.
Land Use and Focus Areas		
17	Utilize transit-oriented development strategies.	TOD and TDM ordinances have been adopted.
17	Expand transportation mode choices, routes, and facilities throughout the Area to extend and build upon the existing network of choices. These facilities range from Madison Metro bus stops and routes, to bicycle routes, sidewalk connections, and mid-block walkways.	Metro route redesign and east-west BRT implemented; bike routes and sidewalks to be covered in plan.

17	Locate bus stops where convenient to building access and enhance existing stops.	Specific location of bus stops determined by Metro Transit, not as part of area plan process.
17	Link new development with pedestrian, bicycle, and mass transit infrastructure to offer alternative transportation choices.	Will be shown as part of the future land use map and various transportation maps in plan.
17	Maintain and enhance mid-block crossings and key pedestrian connections.	Maintenance of existing infrastructure not needed as an action; "enhance" needs further detail if kept as part of Plan.
17	Encourage shared parking and multi-modal transportation solutions to decrease overall parking stall requirements.	Parking stall requirements are part of the zoning code; requirements already reduced as part of TOD overlay zone and other zoning code edits.
17	Locate parking behind or along the sides of buildings to provide continuous building facades along streets whenever possible.	Covered by UDDs (depending on location) and zoning code.
18	Screen parking when adjacent to residential uses through use of decorative fencing or a landscape buffer. If feasible, encourage yard-to-yard relationship.	Covered by zoning code.
18	Encourage long-term redevelopment of surface parking lots.	Overly broad; not specific to the area.
18	Encourage underground or structured parking for all uses within the Area.	Overly broad; not specific to the area.
18	Direct lighting in parking areas away from single-family residential.	Covered by lighting code.
18	Prohibit structured parking adjacent to single-family residential.	Location of parking addressed by zoning code.
18	Encourage use of arterial streets.	Plan will evaluate potential additional traffic calming measures and continue using the Complete Green Streets guide.
18	Encourage use of transit and alternative modes of transportation.	Overly broad; not specific to the area; TOD and TDM ordinances have been adopted.
18	Discourage neighborhood cut-throughs.	The Safe Streets Madison program can retrofit streets to make them safer.

18	Evaluate traffic impacts of new development on nearby single-family residential.	Overly broad; not specific to the area; the City can require a traffic impact analysis if it is deemed necessary for potential safety/ circulation reasons, but not solely because a project is close to single-family residential.
18	Incorporate high quality public open space on-site into larger redevelopment projects with landscape, hardscape, and seating areas.	The Parks Division can already require public parkland dedication. Site design is covered by the zoning code and UDDs.
18	Expand opportunities for mid-block or open space connections between existing neighborhood parks and destinations.	Evaluate potential connections as part of plan.
18	Work with Area neighborhood associations to prepare a guide for developers planning a project in one of the Focus Areas. This guide would help introduce the area to the developer and share priorities for development projects.	There is not City staff capacity to prepare redevelopment guides for specific sub-areas of the city.
18	Encourage developers to discuss projects with the neighborhood prior to the City's required application process to allow for free exchange of ideas, opportunities, and challenges.	This is already done as part of the development application process.
18	Encourage developers to coordinate with other neighborhoods and aldermanic representatives on redevelopment projects that affect areas outside of this Plan's boundaries.	This is already done as part of the development application process.
18	Encourage residents considering reinvestment or additions to discuss their plans with the surrounding neighborhood to allow for free exchange of ideas, opportunities, and challenges.	Overly broad; not specific to the area.
18	Carefully consider impacts on adjoining parcels, smaller parcels adjacent to or surrounded by redevelopment sites.	Overly broad; not specific to the area.
18	Consider overall neighborhood character in the review of redevelopment projects.	Overly broad; not specific to the area.
18	Consider realistic and neighborhood-sensitive infill and redevelopment to ensure that key sites and corridors stay vibrant.	Design of redevelopment is addressed by zoning code.
21	Preserve Neighborhood Preservation Areas while directing redevelopment and change to Focus Areas, often in mixed-use formats.	Preservation is best accomplished by a local historic district, which is initiated by residents. Allowable development intensity is governed by GFLU map, which will be reviewed in the Plan.

21	Encourage adaptive reuse (i.e., using a building for something other than its original purpose) in Focus Areas that fit within the context of the surrounding area. Adaptive reuse may include rezoning the property to allow the proposed reuse of the building provided it is compatible with the surrounding use and character of the area.	Adaptive reuse is pursued by the property owner. City-initiated rezonings will be considered in the plan.
21	For Focus Area redevelopment projects, balance neighborhood context with regional and project needs while incorporating a wide range of techniques to enhance the overall neighborhood character.	Design of redevelopment is addressed by zoning code.
21	Review the City's Urban Design District #6 Design Guidelines and consider adding new guidelines that address land use transitions and urban form.	Citywide UDD review is underway and is likely to be complete prior to Near West Area Plan adoption.
21	Apply the Overall Redevelopment Standards to all redevelopment and reinvestment project within Focus Areas.	Focus areas for additional detail TBD as part of planning process.
21	Redevelopment projects within the Area should respond to and respect the surrounding stable single-family character and should be of appropriate scale and intensity.	Design of redevelopment is addressed by zoning code.
22	Incorporate some of the following elements to encourage variation and innovation while ensuring that future development is consistent with the Area's character: Utilize a variety of building materials on facades to add visual interest and reduce the overall mass of the building; incorporate residential elements found in the surrounding neighborhoods into architectural character and roof lines; screen parking from adjoining streets with building placement, architectural elements, or landscape buffers; include pedestrian-oriented building signage; use clear vision glass on nonresidential uses for a majority of the first floor adjacent to pedestrian zones and streetscapes.	Design of redevelopment is addressed by zoning code.
22	Encourage incorporation of sustainability initiatives throughout the Area, including energy efficiency, renewable energy, stormwater management, and green products.	Sustainable buildings are covered by the building code, which is regulated by the State. Stormwater management is addressed by ordinance.
22	Require site inventory and preservation of special buildings where feasible.	Unclear on what constitutes a "special building;" the best way to preserve "special buildings" is via pursuing landmark status. A historic resources review is done as part of the Area Plan.
24-50	Recommendations for focus areas A-N	Focus areas for additional detail TBD as part of planning process.
	Single-Family Character	
51	Support reinvestment in homes that maintains property values and the unique character of the neighborhood while allowing appropriate modernization, upgrades, and individuality.	Overly broad; not specific to the area.

51-60	Goals and Objectives for Renovations, Additions, and New Homes; Residential Design Guidelines	The most appropriate vehicle for meaningful implementation of design guidelines is a local historic district. Creation of a local historic district is resident-led process, with staff review and Council approval. Prospects for historic districts will be evaluated as part of the NWAP.
	Bike and Pedestrian Facilities	
61	Improve connectivity by expanding the bike and pedestrian network within and through the neighborhood to offer safe and enjoyable alternatives to driving to nearby destinations, foster community interaction, wellness, and safety.	Bike routes and sidewalks to be covered in plan.
61	Encourage biking and walking to area destinations to promote safe and desirable alternative modes of transportation.	Overly broad; not specific to the area.
61	Maintain and expand safe and convenient bike and pedestrian connections between parks and neighborhoods.	Maintenance of existing infrastructure not needed as an action; expansion to be covered in plan.
61	Encourage a vibrant mix of uses in the neighborhood including businesses and a variety of housing to support a built environment that supports bicycling and walking as transportation options.	University Avenue is now covered by TOD overlay zone.
61	Require new developments to incorporate bike and pedestrian facilities into their projects.	Covered by zoning code.
61	Consider impacts and opportunities for bicyclist when constructing traffic calming facilities.	This is already done.
61	Implement bicycling opportunities contained in the April 8, 2008 Final Report of the Mayor's Platinum Bicycling Committee Report as they relate to the planning area.	Report has been superceded by more recently adopted plans.
61	Improve connectivity between neighborhoods, and between neighborhoods and amenities such as shopping, employment areas, schools, and parks, particularly through an integrated system of bike and pedestrian ways.	Bike routes and sidewalks to be covered in plan.
61	Expand the pedestrian pathway network throughout the Hoyt Park Area linking key destinations as illustrated in Map 7.1.	Bike routes and sidewalks to be covered in plan.
61	Expand bicycle routes and connections throughout the Hoyt Park Area as illustrated in Map 7.2.	Bike routes and sidewalks to be covered in plan.
62	(list of key locations for improvements for pedestrians)	Priority pedestrian connections are evaluated as part of area planning.

67	Implement on-street bicycle routes through signage, on-street bike lanes, and a bike boulevard. Improving bike transit west of the Kendall Avenue Bike Boulevard requires further study; multiple options and routes should be evaluated, including the use of Bluff Street. See Graphic 7.4a.	Bike routes and sidewalks to be covered in plan.
63	Add bicycle facilities on Midvale Boulevard and Mineral Point Road.	Bike routes and sidewalks to be covered in plan.
63	Off-Street Bike Paths: Explore opportunities for off-street connections within the parks and open space areas of the Area.	Neighborhood and mini park improvements to be covered by separate, but related, Park Development Plan Process.
63	Key Bike and Pedestrian Crossings: Consider safety improvements at main intersections over the long-term. For example, at the Glenway/Speedway/Mineral Point intersection cars going northbound in the right hand lane on Glenway Street turn east onto Speedway, creating a conflict with bicyclists proceeding north on Glenway Street across the intersection.	Bike/ped/traffic safety to be reviewed as part of plan. Smaller-scale improvements would be addressed as part of Safe Streets Madison program.
Parks and Open Space		
68	Maintain and balance stewardship of the neighborhood's wealth of parks and open spaces so they continue to be community gathering places, welcome migrating birds and other wildlife inhabiting the forest canopy, and encourage a sense of place.	Neighborhood and mini park improvements to be covered by separate, but related, Park Development Plan Process.
68	Continue to maintain and upgrade existing parks and recreational facilities for the safety and convenience of the age groups that use them.	Neighborhood and mini park improvements to be covered by separate, but related, Park Development Plan Process.
68	Work to keep undeveloped portions of parks "natural" and free of invasive species.	Neighborhood and mini park improvements to be covered by separate, but related, Park Development Plan Process.
68	Work to preserve, replace, and maintain a range of tree sizes and species and maturity within the parks & open spaces.	Neighborhood and mini park improvements to be covered by separate, but related, Park Development Plan Process.
68	Work to preserve, replace, and maintain street trees.	Covered by regular City maintenance.

68	Expand the desirable habitat for migrating birds and other wildlife inhabiting the forest canopy.	Public component of this covered by existing programs and policies; private landowners control their own landscaping.
68	Explore options for a new community garden in existing parks.	Community gardens are not administered by the City. Proposals for locating a community garden in a park will be considered.
68	Encourage volunteer participation and resident stewardship in maintaining existing and future park improvements, such as the Friends of Hoyt Park.	Neighborhood association task.
68	Continue to implement the Hoyt Park Master Plan to preserve this historic treasure while bringing the park to current design standards, uses and maintenance requirements.	Do not need an action to implement an adopted Park Master Plan.
68	Develop a master plan for the preservation and enhancement of Quarry Park (with many accompanying recommendations for the plan).	Review with Parks Division for potential inclusion.
68	Work with property owners adjacent to the parks and open space areas to maintain a dialog regarding the concerns over park use, impacts, and programs.	There are existing avenues for coordination/ feedback on park use.
68	Any proposed lighting around the parks should be respectful of woodland environment and park hours.	Lighting is addressed by City ordinance.
69	Implement Hoyt Park Improvements (with many accompanying recommendations)	Review with Parks Division for potential inclusion; may be addressed park development plans (PDPs) or park master plans.
69	Implement Quarry Park Improvements (with many accompanying recommendations)	Review with Parks Division for potential inclusion; may be addressed park development plans (PDPs) or park master plans.
70	Implement Reservoir Park Improvements (with many accompanying recommendations)	Review with Parks Division for potential inclusion; may be addressed park development plans (PDPs) or park master plans.
71	The Hoyt Park neighborhoods should consider establishing, maintaining, and monitoring a bird sanctuary pilot project behind Hoyt School to expand the desirable habitat for migrating birds and other wildlife.	Area plans focus on City-implemented actions.
73	Encourage urban agriculture.	Overly broad; not specific to the area.

73	Encourage Urban Forestry: Promote the management of trees, parks, and open spaces in the Area to maintain large mature trees; Install and maintain location-appropriate new trees in parks, open spaces, and streets to continue and ensure canopy regeneration; utilize a wide range of tree species throughout the parks, open spaces, and streets; encourage redevelopment or reinvestment throughout the Area to preserve mature trees whenever feasible. Where tree removals are necessary, require replacement plantings to regenerate the tree canopy, where appropriate; encourage single-family homeowners to consider appropriate tree replacements when necessary and healthy canopy management techniques; encourage careful monitoring and management strategies for trees within private and public lands to address and reduce disease insect issues (e.g. Emerald Ash Borer, Oak Wilt, etc.).	For City-managed lands much of this is already done. A 2019 Urban Forestry Task Force report was adopted after the Hoyt Plan. Private property owners are in charge of their own landscaping.
	Infrastructure	
74	Create an interconnected multi-modal transportation network throughout the neighborhood that reinforces appropriate travel routes, speeds, and alternatives and address long-term infrastructure needs within the Area.	Bike routes and sidewalks to be covered in plan; Metro Transit network redesign modified transit routes; east-west BRT has been implemented and north-south planning is nearing final design.
74	Work with the City to design and implement street reconstructions in a manner that is sensitive to nearby neighborhoods, the natural environment and vegetation, and bicycle and pedestrian movement.	Neighborhood association task.
74	Discourage high traffic volumes and high traffic speeds in residential areas.	Will need more detail if maintained in the plan; Safe Streets Madison program generally addresses small-scale infrastructure to mitigate speeding.
74	Explore progressive stormwater management initiatives and techniques to reduce damage to private property associated with flooding.	Stormwater management addressed by ordinance.
74	Encourage strong communication among City staff, Alders, residents, and businesses on long-term street reconstruction projects.	The City holds street reconstruction meetings as part of regular processes.
74	Work with the City's Office of Business Resources to support businesses that may be negatively impacted by road construction projects due to limitations of customer access and visibility.	OBR has a road construction survival program.
74	Encourage Transportation Demand Management strategies for redevelopment and mixed-use areas to minimize traffic impacts on local streets, encourage alternative transportation methods, and reduce overall parking requirements.	TDM is covered by ordinance.
74	Incorporate recommendations from pending Near West Side Traffic Study to address regional traffic impacts and routing.	Study superseded by more recent plans/studies.

74	Encourage regional traffic to utilize appropriate arterial streets and discourage cut-through traffic within the neighborhood.	The Safe Streets Madison program can retrofit streets to make them safer.
77, 78	Mineral Point Road/Midvale Boulevard intersection alternatives	Intersection reconstruction implemented.
79	The Engineering Division, in conjunction with Parks Division and Traffic Engineering, should consider preparing alternative proposals to address the storm water issue on Owen Parkway. Options should explore the use of pervious (porous) pavement on all or a portion of the roadway and storm water management at Hoyt Park in conjunction with the reconstruction of the parking lot. If retaining walls are rebuilt, use natural materials that are consistent with existing walls. Rain gardens should be explored as an option for stormwater management. Any traffic calming techniques should be subtle in design, preferably focusing on horizontal features (e.g., width and curves) and not speed bumps or speed tables. The neighborhoods and Friends of Hoyt Park are not in favor of restricting automobile and truck traffic, including limiting portions of the road to bicycle/pedestrian traffic only.	Owen Parkway will be reviewed/discussed as part of Plan.
80	Commuter parking zones should be evaluated for time limits to assure that the on-street parking does not negatively impact the livability of the residential neighborhoods adjacent to transit stops.	Covered by existing City programs (Residential Permit Parking Program; Residential Parking Only program)
	Social Capital	
81	Nurture and enhance the sense of community, where residents in the area are better connected both to each other and to the spaces where they inhabit and share.	Neighborhood association task.
81	Support the formation of business and/or neighborhood associations with involvement of homeowners and tenants. Encourage existing and new businesses with exterior spaces, such as outdoor eating areas, to integrate the public-like spaces into the building design with the mindfulness of neighbors' privacy and private property.	Associations are formed by businesses and neighborhoods, not the City. The Planning Division offers some Neighborhood Association support. Outdoor eating area design addressed by ordinances and project review.
81	Encourage greater use of existing parks and open spaces, more biking and walking, and use of neighborhood businesses and institutions in the Area.	Neighborhood association task.
81	Explore opportunities for public art within the Area at pedestrian cut-throughs, parks, and bird fly over sanctuaries.	Overly broad. Public art will be discussed as part of the Near West Plan process.
81	Encouraging the installation of neighborhood amenities, such as kiosks, "little libraries," and benches.	Neighborhood association task.
81	Foster and encourage community activities such as friends of the parks, neighborhood block parties, and other civic functions within neighborhood areas and across neighborhood association boundaries.	Neighborhood association task.

81	Preserve and enhance housing diversity and the range of housing values within the neighborhood.	Overly broad; not specific to the area.
81	Establish and/or expand the boundaries of existing neighborhood associations to cover the nonrepresented areas.	Neighborhood association task.
81	Explore continuing the HPAJSC, or a similar entity, which would jointly share, plan and take action on activities, projects, or issues that would be for the benefit of the entire Hoyt Park Area.	Neighborhood association task.
81	Promote the identity of Hoyt Park Area through low cost, highly visual enhancements at key gateway locations, public gathering places, and through the use of public art in private and public settings.	Public art will be discussed as part of the Near West Plan process.
81	Forge new relationships with existing institutions, such as the centers of worship, to identify new activities, projects, and tasks which would recruit new members' involvement in neighborhood activities and/or target the needs and potential services for residents, such as the growing senior population.	Neighborhood association task.
81	Consider incorporating unrepresented areas into existing neighborhood associations, creating new neighborhood associations, or inviting residents in these areas to be involved with the events and activities of existing associations.	Neighborhood association task.
Implementation Strategy (duplicate items from above sections not included)		
83	Encourage maintenance of midblock walkway along the eastern edge of the Les Chateaux property in Focus Area L. Longer term, explore opportunities to establish a dedicated public pedestrian and bike connection between Bluff and Stevens Street that is buffered from adjacent homes and does not pass through McKinley Street cul-du-sac.	Addressed as part of conditions of approval under Legistar #90615.
84	Explore establishing one or more historic districts, neighborhood conservation districts, or landmark nominations for specific properties.	Neighborhood- or property-owner initiated.
85	Install pedestrian wayfinding signs to direct users to the park and open space areas.	People who don't know the area can navigate to parks with a smartphone.
85	Minimize cut through traffic on Owen Parkway and improve pedestrian safety.	Owen Parkway will be reviewed/discussed as part of Plan.
86	Explore establishing a community garden in Lucia Crest Park.	Community gardens are not administered by the City. Proposals for locating a community garden in a park will be considered.
86	Explore improving the landscaping or installing public art on the midblock access paths [to Lucia Crest Park].	Midblock Lucia Crest access points will be discussed as part of the Plan or as part of Park Development Planning.
87	Conduct an analysis of transit routes and stops to increase accessibility and safety and address routing/traffic calming conflicts within the Area.	Done as part of Metro Network Redesign.

87	Expand bus service to offer a N-S transit route which provides residents access to Hilldale Mall and Sequoya Branch Library on Midvale Boulevard.	Metro route redesign implemented.
87	Explore continuing the HPAJSC, or a similar entity, to help with implementing this Plan.	Neighborhood association task.

University Avenue Corridor Plan (2014)

Page	Goal/Strategy/Action/Recommendation	Near West Area Plan
	Vision and Guiding Principles	
27	Maintain the existing character of the neighborhood through appropriate land use and density. The Corridor Plan supports a land use pattern that is primarily residential, with neighborhood-oriented businesses clustered on University Avenue at Highland Avenue and at Walnut Street...The Plan does not encourage frequent use of planned developments (PDs)	Will be considered as part of the future land use map. The City is transitioning some Planned Development sites to a matching conventional zoning district.
27	Balance the residential nature of the neighborhood with university and hospital uses. New buildings should be respectful of the scale of other neighborhood buildings and recognize that the Corridor is not an extension of the UW Campus.	Will be considered as part of the future land use map.
27	Create a visually appealing corridor	Covered by UDD and Zoning codes.
28	Retain and attract neighborhood-oriented businesses. The Plan supports off-street and on-street parking to improve customer access, shared use of parking facilities, car sharing, and bicycle parking. Improving the walking and biking routes to the commercial areas will help create easier access to Corridor businesses.	Beyond the zoning code, the City does not decide which businesses go where. University Avenue is now covered by TOD overlay zone.
28	Promote walking, biking, and mass transit; manage auto traffic and parking	Bike routes and sidewalks to be covered in plan. Metro route redesign implemented.
28	Promote sustainable development and practices.	Overly broad; not specific to the area; the City has an adopted Sustainability Plan.
	Land Use Guidelines	
29	New development or major renovations should avoid further canyonization of University Avenue.	Building height is built in to GFLU categories.
29	North side: 2100 through 2500 blocks: New development or major renovations should be limited to three stories or 40 feet fronting the street side (with setbacks after the 3rd story on both University Avenue and side streets) and a maximum of 6 stories in height or 78 feet in height on the Campus Drive side.	Allowable development intensity is governed by GFLU map, which will be reviewed in the Plan.
29	North side: Birge Terrace to the extension of Forest Street: The pre- dominantly small-scale residential character of these streets should be maintained and density should increase only slightly, if at all. Any new development should be limited to townhouses or small apartment build- ings not to exceed 3 stories or 40 feet. Small park-like spaces should be created at the north ends of Chamberlain Avenue and Paunack Place to enhance the residential nature of these streets as they abut Campus Drive.	Allowable development intensity is governed by GFLU map, which will be reviewed in the Plan.

29	South side: New development or major renovations on the entire south side of the Corridor should be limited to three stories or 40 feet in height.	Allowable development intensity is governed by GFLU map, which will be reviewed in the Plan.
29	Pedestrian factors: University Avenue is predominantly residential, so one of the major desires of the neighborhood is to make University Avenue as pedestrian friendly as possible, by limiting the heights of buildings and by having setbacks that are greater than the minimum required under the zoning. Buildings, including commercial buildings, should not be set right up to the sidewalk. Setbacks should be at least five feet for commercial buildings and 15 feet (Zoning Code requirement) for residential buildings, so that there is some comfortable space for pedestrians between the sidewalk and the façade of the building and an opportunity for landscaping.	The Plan will evaluate existing pedestrian network. Setback requirements are in the Zoning Code.
30	Currently, newer apartment developments along the Corridor have greater demand for parking than there are on-site spaces. Residential and commercial parking needs should be managed through adequate off-street parking, shared parking, parking meters, limitations on residential parking permits, car-sharing programs, and transportation demand management.	Parking requirements are covered by the zoning code. The City cannot mandate shared parking. A TDM ordinance has been adopted. Parking meters could be discussed as part of the Plan.
30	Allen-Walnut Street Commercial Node: While the main business node in the Corridor is centered at the corner of Highland and University Avenues, another important node is the area between Allen and Walnut Streets. There are currently four businesses located in this area. The neighborhood wants to protect this area from the possibility of a big-box type business locating here, preferring smaller neighborhood-oriented businesses instead. The traffic demands on this section of University Avenue are already high, particularly when shift changes are occurring at the UW and Veterans Hospitals.	The City does not decide which businesses go where; allowable commercial space is governed by the zoning code. University Avenue is now covered by TOD overlay zone.
Specific Area Recommendations - Highland Node		
37	The Highland node should maintain its character as the primary commercial area for the Corridor. Efforts are needed to support existing neighborhood-oriented businesses, attract additional businesses to vacant space, and manage parking and traffic issues. Commercial uses must be compatible with existing residential uses and have minimal impact on the single-family and small-scale apartments directly to the south, in order to maintain the quality of life of the entire neighborhood.	Area Plans review corridors for potential establishment of "commercial core" nodes/ corridors. Allowable commercial uses are governed by the zoning code.
37	Redevelopment along the south side of 2400-2500 blocks should be commercial or mixed-use with first floor retail. First-floor residential is not desired.	Covered in the GFLU map, which will be reviewed in the Plan.
37	On the 2600 block (one-way traffic eastbound), residential-only buildings are most appropriate, except at the southeast corner of Farley and University Avenues, where a medical office building is being built.	Covered in the GFLU map, which will be reviewed in the Plan.
37	Pedestrian and bicycle amenities should be installed, focused on the 2400- 2500 blocks and north on Highland Avenue.	Ped/bike amenities will be considered in the process.

37	A gateway entrance feature and rain garden should be installed at the west entrance to the Corridor. Traffic calming at University and Grand Avenues should be explored.	A gateway entrance feature should be initiated by an organization in the area. The City offers annual neighborhood grant opportunities. Smaller-scale improvements would be addressed as part of Safe Streets Madison program.
37	Construction of an eastbound on-ramp from Highland to Campus Drive should be evaluated, including adverse impacts to the commercial node. (See Walnut Node for alternative on-ramp location.)	Discuss potential connections as part of plan. This corridor is part of the National Highway System and it would have to be discussed with WisDOT.
37	Proposed eastbound on ramps at Highland and Walnut should be adequately studied, including adverse impacts to the business nodes, as part of the evaluation if one or more ramps would alleviate traffic on University Avenue.	Discuss potential connections as part of plan. This corridor is part of the National Highway System and it would have to be discussed with WisDOT.
37	The public parking lot on the north side has been redesigned and reconstructed to accommodate community functions. The green space to its west should be maintained as additional community space.	Can be reviewed as part of plan; use as community space would seem to require substantial grading, retaining walls, and associated removal of trees.
37	Restricted two-hour parking has been provided on the 2300-2500 blocks of University Avenue. Options for additional short-term business parking should be explored. Leasing of commercial space has been impeded by the limited parking available.	Covered by existing City programs (Residential Permit Parking Program; Residential Parking Only program)
Specific Area Recommendations - Walnut Node		
38	Existing businesses should be retained and efforts made to attract additional businesses to vacant commercial space prior to redevelopment.	The Office of Business Resources (OBR) already helps businesses locate, open and expand within the City.
38	Any redevelopment on the north side should be mixed-use or purely residential. Big-box stores are not appropriate (already too much traffic, insufficient parking); smaller, neighborhood-oriented businesses are preferred.	Covered by the zoning code.

38	Developments should include pedestrian and bicycle amenities.	The TDM ordinance requires developments to consider and implement transit, bike, and walking amenities and infrastructure. Bike parking covered by zoning code.
38	Any redevelopment on the 2200 block of the south side should be small-scale residential.	Covered in the GFLU map, which will be reviewed in the Plan.
38	Mixed-use would be appropriate for any redevelopment on the south- east corner of Allen Street and University Avenue.	Land use change will be considered. Site currently assigned as Medium Residential .
38	Proposed ramps at Highland and Walnut to Campus Drive should be adequately studied, including impacts to the business nodes, as part of the evaluation if one or more ramps would alleviate traffic on University Avenue.	Discuss potential connections as part of plan. This corridor is part of the National Highway System and it would have to be discussed with WisDOT.
39	Construction of an east-bound on-ramp from Highland to Campus Drive and Walnut Street to Campus Drive has been discussed in the past to allow traffic to leave the western part of the UW-Madison Campus without using University Avenue. This discussion may be revisited if north-side redevelop- ment is proposed.	Discuss potential connections as part of plan. This corridor is part of the National Highway System and it would have to be discussed with WisDOT.
39	Going north on Walnut Street toward the UW-Madison Campus, there is an underpass below Campus Drive and the railroad tracks. This underpass is poorly lit and unpleasant for pedestrians and bicyclists. Suggestions for improvement of this area are addressed in the sections on transportation and streetscape improvements.	These types of light and safety improvements will be considered.
Specific Area Recommendations - Center Block (North Side)		
39	Property owners should continue to maintain their buildings and enhance the landscaping if possible.	Already enforced by the Housing and Property Maintenance Code (Madison General Ordinance Chapter 27).
39	Any replacement buildings should follow the size guidelines in Table 1 and the design guidelines of this Plan.	The Zoning Code already enforces building heights and stepbacks. Separate design guidelines for portions of corridors are not feasible to manage/implement.
Specific Area Recommendations - Paunack-Chamberlain-Birge Area (North Side)		
40	This area should be preserved as a unique enclave of two-story residential buildings.	Covered in the GFLU map, which will be reviewed in the Plan.

40	Any new development should be limited to 3-story, small-scale apartment buildings, oriented toward the street with parking at the rear or side. (See below for 2000 block of University Avenue.)	Covered in the GFLU map, which will be reviewed in the Plan.
40	Front yard setbacks should be in rhythm with other residential units on the block.	The Zoning Code already enforces building heights and setbacks.
40	Exterior materials should be complementary to materials used in existing housing stock that was built in the 1930s-1950s. Modern materials can be used for any potential redevelopment of parcels in the 2000 block of University Avenue.	Residential districts do not have material requirements within the Zoning Code. The Plan could provide some advice but will not be able to enforce it.
40	Small park-like spaces should be created at the ends of Paunack, Chamberlain and Birge to enhance the residential nature of these streets as they abut Campus Drive.	Could be considered as a partnership led by another entity; the City is not able to maintain such small spaces.
40	Property owners should be encouraged to develop shared green spaces and parking areas.	Not area-specific.
40	A visually pleasing green space could be installed opposite the end of Forest Street to serve as a pocket park and soften the transition from the residential neighborhood to the Corridor.	Parkland dedication is governed by City ordinance.
40	The chain link fence should be replaced and plantings improved along Campus Drive.	Not applicable to this area since this is not within an Urban Design District or Local Historic District. As long as the chain link fence meets City standards like height and placement, it could be allowed. The Plan could provide some advice but will not be able to enforce it.
40	Enforcement efforts should be undertaken to remove illegally installed front yard parking areas.	Enforcement of existing ordinances can be undertaken without plan recommendations.
Specific Area Recommendations - South Side from Allen Street to Breese Terrace		
41	In keeping with the historic nature of the area, the south side should be preserved as medium density, small-scale, multifamily residential buildings. The buildings in this area contribute to the character of the historic district, so any building in good condition should be maintained and reused rather than replaced.	This is already covered by the University Heights Local Historic District.
41	Any new development should occur on existing lots, oriented toward the street with parking placed in the rear, side or underground. The height of new buildings should not exceed three stories or forty feet.	The Zoning Code already enforces building heights.

41	Front and rear setbacks should be in rhythm with other residential units on the block. No zero lot line development should be permitted.	This is best addressed by the zoning code and University Heights Local Historic district.
41	Any new development or remodeling should be compatible in scale, materials, and texture with the existing buildings.	This is already covered by the University Heights Local Historic District.
41	Property owners should be encouraged to upgrade existing landscaping.	This is not enforceable.
41	In the 1700 and 1800 blocks, no building may be higher than the roof ridge line of the First Congregational Church (953.5 feet above sea level). This height as an absolute maximum, even under conditional use approval, to maintain scale in proportion to the historic church and to preserve the sight line to the church from the west.	This will be considered historic during building preservation review
Specific Area Recommendations - University Edge		
42	Sketches of phase 2 of the Wisconsin Energy Institute presented during the city approval process for phase 1 (rezoning as a PD) depict a continuation of the current roof line and facades. This would nearly double the size of the building and create long unbroken walls along both University Avenue and Campus Drive. This is not acceptable. Phase 2 should be set back farther from University Avenue than phase 1, and should include features to break up the mass of the building, such as greater surface articulation and variation in roof lines.	This project is not part of the current UW Campus Master Plan. Any future project at this location would be governed by an updated plan.
42	To protect the view of the First Congregational Church, phase 2 of the WEI should not be visible projecting above phase 1 when approached from the east. This may require phase 2 to be lower in height from grade, since it will be farther up the slope from phase 1 and will be across from the lowest elevation from grade of the church.	This project is not part of the current UW Campus Master Plan. Any future project at this location would be governed by an updated Plan.
42	Any future buildings in the area between the completed WEI and the UW Foundation building should be limited to 3 stories/40 feet fronting the street with a stepback to 5 stories/65 feet along Campus Drive. Front yard setback of appropriate distance is important. A visual transition from WEI to smaller-scale development and the Ashman Bridge approach to the west will help avoid visually overwhelming the church located on the south side (the roof ridgeline of which measures 35 feet from grade at the west end); and to prevent an extension of mass along University Avenue which would negatively impact the streetscape and pedestrian experience in that section of the Corridor. Ideally, the area between the Enzyme Institute and the UW Foundation, currently largely open space (parking lot and bridge approach), would be limited to small-scale development to preserve an area of relief from larger buildings.	Any future project at this location would be governed by an updated UW Campus Master Plan.

42	The open space in front of the Alicia Ashman Bridge should be preserved and enhanced to encourage pedestrian traffic. UW-Madison has said there is not enough demand from surrounding buildings and foot traffic to support food vendors. However, the demand may increase as conditions change, so the option to revisit this possibility should be kept open, since neighbors would welcome the amenity.	Any future project at this location would be governed by an updated UW Campus Master Plan.
	Campus Drive Considerations	
42	The view of a neighborhood as seen from a highway affects how a city regards a neighborhood, giving an impression to potential visitors and/or intruders. Therefore the standards for façade treatment, articulation and other design elements continue to be relevant to buildings as they face Campus Drive and should be followed there.	The Zoning Code already enforces building form.
42	The green space along Campus Drive should be maintained, and setbacks from Campus Drive required by Zoning to avoid a row of buildings close to the street. No billboards, permanent banners or signs exceeding the permitted limits in the zoning code should be allowed.	Evaluate Campus Drive setback. The City already prohibits installation of new billboards.
42	Strategies should be considered to encourage better upkeep of the backs of properties along Campus Drive.	Already enforced by the Minimum Housing and Property Maintenance Code (Madison General Ordinance Chapter 27).
42	Construct pedestrian/bicycle overpass across Campus Drive between Alicia Ashman bridge and Walnut Street.	Team will evaluate feasibility.
	Economic Development	
45	The neighborhood should work to retain and attract neighborhood- oriented businesses such as small-scale retailers and restaurants. It should make a concerted effort to fill empty first-floor commercial space in the Goldleaf and Mullins developments with businesses that fill neighborhood needs.	Neighborhood association task.
45	Neighborhood residents should be encouraged to patronize Corridor businesses	Neighborhood association task.
45	Access to the Corridor should be improved by providing bicycle parking and improved walking and biking routes.	Bike routes and sidewalks to be covered in plan.
45	The ambience should be improved by use of outdoor spaces, upgraded façades, and public and private streetscape amenities, to make the neighborhood more pedestrian friendly and inviting to consumers.	Design of redevelopment is addressed by zoning code.
45	The City should promote grant and loan programs to businesses, such as for façade improvement.	Citywide strategy.
45	The neighborhood should work with local business owners to establish a business association and develop a branding strategy for University Avenue. The formation of a Business Improvement District should be explored.	Neighborhood association task.

45	Proposed ramps at Highland and Walnut at Campus Drive should be adequately studied, including impacts to the business nodes, as part of the evaluation if one or more ramps would alleviate traffic on University Avenue.	Discuss potential connections as part of plan. This corridor is part of the National Highway System and it would have to be discussed with WisDOT.
	Transportation Improvements	
46	There should be safe crossings, bridge and street lighting, and wayfinding signs to facilitate movement within the Corridor and to make safe, attractive connections across Campus Drive to the UW Campus and hospitals.	Part of Safe Streets Madison program.
46	There should be a consistent system of bicycle lanes and signage throughout the Corridor. The City should clarify whether bicyclists should be encouraged to use University Avenue or Kendall Avenue as the primary path as part of a citywide wayfinding plan.	Bike routes and sidewalks to be covered in plan.
46	On-site bicycle storage should exceed the requirements in the zoning. This is already the standard for UW-Madison construction.	If requiring more bicycle parking is desired the zoning code needs to be amended.
46	Installation of a “B-cycle” station should be explored.	Implemented. Additional stations could be considered through Partnerships section.
	At Highland and University Avenues:	
47	Pedestrian style lights (i.e. “old-fashioned” style street lights) should be used on the 2200-2500 blocks of University Avenue and on Highland Avenue north of University Avenue.	Partially implemented; evaluate extending further to the east.
47	Ease of movement for bicycles and pedestrians on Highland Avenue should be improved by marking bicycle lanes and crossings.	Bike/ped/traffic safety to be reviewed as part of plan.
	At Walnut Street and University Avenue:	
47	The Walnut Street bridge underpass needs a pedestrian-friendly path and lighting under the bridge. Bicycle lanes on Walnut Street should be marked.	Bike/ped/traffic safety to be reviewed as part of plan.
47	Signage and lane markings at Walnut Street and University Avenue should be redesigned to decrease bicycle/pedestrian/auto conflicts and increase safety.	Bike/ped/traffic safety to be reviewed as part of plan.
	At Alicia Ashman Bridge:	
47	Attention should be drawn to the Alicia Ashman Bridge as a safe place to cross University Avenue.	Not specific (and the bridge does not cross University Avenue).
47	Explore installation of a pedestrian hybrid beacon such as exists currently at the intersection of Blair and Mifflin Streets.	Implemented.
	Other	

47	Explore options for traffic calming at University & Grand Avenues with Traffic Engineering. Solicit neighborhood input on various options.	Bike/ped/traffic safety to be reviewed as part of plan.
47	UW-Madison has completed a West Campus traffic study. UW-Madison, the City of Madison, and the Village of Shorewood Hills are currently conducting a traffic study of the adjoining area (bounded by Regent-Randall-University-Midvale). The Regent Neighborhood will carefully review the results of these studies and give input on solutions because of the potential spillover into the Corridor. This input may be offered through the Joint West Campus Area Committee and other available avenues.	Implemented.
47	The feasibility of an eastbound on-ramp to Campus Drive at Highland Avenue and/or Walnut Street should be revisited to address neighborhood concerns about the high volume of commuter traffic, although significant land acquisition would be required. The ramp would provide UW-Madison commuters with an alternative to using University Avenue. Impacts to the business nodes should be evaluated.	Discuss potential connections as part of plan. This corridor is part of the National Highway System and it would have to be discussed with WisDOT.
47	Wayfinding for the University Avenue Corridor should be considered as part of a citywide wayfinding plan.	The City of Madison is implementing wayfinding along shared-use paths and other bicycle routes.
47	Lane markings, crosswalks and signage installed during 2011 reconstruction of University Avenue in the Corridor should be re-evaluated and modified as needed.	Not specific.
47	On-site parking should exceed the requirements in the zoning. Residents of multi-unit buildings should not be able to receive on-street parking permits.	There are no longer minimum parking requirements for the area - University Avenue is now covered by the TOD overlay zone.
47	Parking meters should be evaluated for installation in the City parking lot on the north side of 2500 block.	It will be considered in Transportation chapter
47	Shared parking between businesses with day and evening schedules should be explored. This would help address retail and business parking needs without interfering with residential uses.	Currently 2-hour parking during the day to allow businesses and residents to park. Businesses are already free to explore shared parking.
47	Bus shelters should be installed at all bus stops where space permits.	Need to prioritize bus stops for shelter installation.
47	Madison Metro should be approached to extend Campus bus service to the Corridor, e.g. a West Campus circulator.	Metro Transit network redesign modified transit routes; east-west BRT has been implemented
	Sustainability Initiatives	

49	Environmentally friendly building design, building materials, and building practices. Installation of energy efficient windows, insulation, and appliances to retrofit existing buildings where appropriate. Use of alternative energy sources. On-site storm water management strategies to alleviate flooding and filter pollutants and nutrient runoff before they enter nearby lakes. Promotion of alternatives to the personal automobile through bicycle amenities, pedestrian-friendly features, and easy and comfortable access to mass transit. Education of residents and visitors through use of design elements and landscaping that are informative as well as artistic.	City-wide, the City has an adopted Sustainability Plan. State governs building code. City has a stormwater ordinance.
Public Art and Streetscape		
50	The quality of residents' and visitors' experience can be enhanced through street-level improvements and attractive landscaping. Getting more people out on the streets helps create a sense of place, supports economic development, and increases safety.	Overly broad; The City does not have direct control over more people being on the streets. Implementation of other strategies (pedestrian safety, walkable destinations) will lead to increased activity.
50	The supply of energy-efficient, soft pedestrian-level street lighting should be increased to improve aesthetics and safety for walkers.	Needs to be more specific. Consider keeping, with modification to generally improve street lighting.
50	Wayfinding signs should be installed to direct visitors to area schools, hospitals, bridges and bicycle paths, restaurants and shops. Wayfinding for the University Avenue Corridor should be considered as part of a citywide wayfinding plan.	The City of Madison is implementing wayfinding along shared-use paths and other bicycle routes.
50	The number of large street trees should be protected and increased. Trees removed for various reasons should be replaced with a variety of canopy trees.	Tree protection ordinance changes made in 2025 (see Legistar #89254).
50	Property owners should be encouraged to maintain and enhance landscaping, especially at the base of buildings. Terrace landscaping should be encouraged in commercial areas.	Landscaping of commercial properties is covered by the zoning code.
50	The installation of permanent artwork and temporary art exhibits should be encouraged. The RNA should consider using its funds for public art.	Partially implemented; discussion of further public art will be part of plan process. City plans cannot direct how neighborhood organizations use their funds.
50	Bury utilities whenever possible.	City-wide; analysis is done on case-by-case basis when major street reconstructions are under consideration.

50	The façades of zero lot line buildings should be enhanced through options such as murals, light projections, sculptural elements, vegetation on the walls, awnings, sidewalk planters, increased use of street trees, and terrace landscaping.	Building design is dictated by zoning ordinance.
51	Neighborhood Gateways recommendations	Community led and outside of the scope of this Area Plan
53-60	Design Guidelines recommendations	Building design is dictated by zoning ordinance.

Midvale Heights/Westmorland Joint Neighborhood Plan (2009)

Page	GOAL (Land Use)	Objectives	Recommendation	Near West Area Plan
43	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.	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.	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)	Mixed-use development areas identified in the GFLU Map. Redevelopment massing concepts for select locations will be considered as part of planning process.
57	b. Develop future land uses in a manner that promotes long-term sustainability and efficient use of resources.	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	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. 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. 3. Encourage new development to incorporate building design elements that promote energy efficiency and sustainability. Potential design considerations include, but are not limited to: - Passive solar - Daylighting - Gray water capture - Overhanging eaves - Photovoltaic arrays - Heat pumps - Composting systems 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.	Already in Comp Plan, watershed studies, etc; education on programs does not occur on an area-by-area basis (it's citywide). City has adopted a Sustainability Plan. Lead listed is neighborhood groups. Not area-specific. Zoning code and building code deal with sustainable design to the extent allowed by State law; desire for these elements is citywide. Zoning code rewrite and Stormwater Ordinance update already implemented.

		Lake Mendota and Lake Wingra watersheds.	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: 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 For further information on how to develop a CBSM campaign, and examples of successful campaigns, visit www.cbsm.com.	Not City controlled.
58	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.	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 be er 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.	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. The following bullets describe the tasks that the neighborhood should complete to facilitate such a survey. - 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 a empt 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.	Historic resources review is conducted as part of area plan process. Much of recommendation is for neighborhood (not City) action.
			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.	Addressed by 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.	Addressed by 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.	Addressed by zoning code. No need to restate zoning code requirements in an area plan.

			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))	Usable open space requirement was removed from 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.	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 does not develop guidelines for neighborhood development on a neighborhood-by-neighborhood basis.
	GOAL (Transportation)	Objectives	Recommendation	Near West Area Plan
61	a. Create an interconnected multi-modal transportation network that is efficient, accessible, and safe.	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 traffic 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.	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.	Already implemented RRFB and green crosswalks. Further SW Path safety enhancements can be reviewed as part of plan process.
			2. Enhance the pedestrian crossing on South Midvale Boulevard in front of Midvale Elementary during peak usage times.	RRFB implemented.
			3. Determine the feasibility of providing a bicycle connection between South Whitney Way and the vicinity of Medical Circle.	Not in Near West plan area.
			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.	Not in Near West plan area.
			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.	Implemented: pedestrian bumpout added at Caromar and Owen; parking signage/ restrictions modified.

			6. Work with Madison Transit to add bus routes to be er serve the interior and eastern portion of the planning area. Specific neighborhood needs include: • 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 isespecially 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 be er 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. 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.	Metro Network Redesign recently completed.
			7. Work with Traffic Engineering to assess and develop strategies to deter cut-through traffic on problematic routes such as: • Hilltop Road • Keating Terrace • Caromar Avenue (Drive) • Wedgewood Way	Relevant street sections mostly outside Near West plan area. Traffic calming generally addressed through Safe Streets Madison program.
			8. Explore the feasibility of utilizing pavement striping to accommodate left -turn conditions at the following intersections: • 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, <u>control changes that are time-of day specific may be appropriate.</u>	S. Midvale Blvd. has turn lanes. Discuss others with TE.
			9. Support the construction of the proposed four-way stop at Segoe Road and Tokay Boulevard (scheduled for 2009).	Implemented.
			10. Study pedestrian crossing at South Midvale Boulevard and Tokay Boulevard to determine if/what change to the pedestrian crossing time is needed.	Signals at this intersection have been upgraded.
			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.	Not in Near West plan area.
			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.	Bike lanes will be reviewed as part of plan process.

			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.	Not in Near West plan area.
			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	S. Owen crossing improved; Segoe not in Near West Plan area.
			15. Create a bicycle connection under the West Beltline at South Whitney Way by adding bike lanes.	Not in Near West plan area.
			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.	Implemented.
			17. Pursue policy and guideline development and then identify locations for installing emergency phone kiosks along the Southwest Path.	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).	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.	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.	New sidewalks are no longer assessed.
			21. Work with the University Research Park to install sidewalks on both sides of Science Drive.	Not in Near West plan area.
66	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.	Not in Near West plan area.
			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 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	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)	Smaller parks are addressed by parks development plan process; MMSD controls school grounds.
			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)	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.	Burying power lines is expensive - the limited number of projects are focused on active, major commercial corridors where dedicated funding (like TIF) is available.
	GOAL (Housing)	Objectives	Recommendation	Near West Area Plan
67	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.	Ped/bike linkages will be covered in the Plan. The program mentioned is employer-initiated.
			2. Provide smaller residential units and enhanced accessibility in new development to accommodate changing demographics and trends in decreasing household size.	The City does not regulate unit size through the zoning code.
			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.	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.	Already provided by the Community Development Division (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.	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.	Not City controlled.
			7. Work with property owners, in particular multi-family property owners, to ensure residential and commercial buildings meet code requirements.	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.	ADUs are now permitted in all residential zoning districts.
	GOAL (Economic Development)	Objectives	Recommendation	Near West Area Plan
68	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.	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.	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.	Implemented through the zoning code and Comprehensive Plan.
			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.	Implemented through the zoning code and Comprehensive Plan; City cannot dictate tenants to developers.
			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.	Not in Near West plan area; already implemented.
			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.	Not in Near West plan area.
			5. Support home-based businesses throughout the neighborhoods as long as commercial activity or resulting traffic does not degrade the neighborhoods.	Enforced through the zoning code

			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 Sequoya Branch Library	Not in Near West plan area.
			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	Will be addressed by ped/bike map.
	GOAL (Parks and Open Space)	Objectives	Recommendation	Near West Area Plan
69	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	Specific park landscaping is not covered in area 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.	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	New community gardens are initiated by neighborhood groups/nonprofits.
			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.	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	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	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.	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.	Outside of the Planning area.
			9. Incorporate low-maintenance flower gardens and/or public art into Slater Park to further enhance the South Segoe Road corridor.	Outside of the Planning area.
			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.	Implemented through parks development plans.
			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.	Possible neighborhood-led partnership.
			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.	Outside of the Planning area.
			13. Encourage residents to contact the Madison Forestry Section of the City Parks Division in matters relating to the planting of new trees.	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.	Led by neighborhood groups.
	GOAL (Cultural and Historic Resources)	Objectives	Recommendation	Near West Area Plan
72	a. Preserve neighborhood cultural and	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.	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.	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.	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.	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)	Led by neighborhood groups.
			6. Where appropriate, develop neighborhood preservation measures per the recommendation dealing with an intensive architectural survey in Land Use Goal C.	Historic resources review is conducted as part of area plan process.
	GOAL (Community Facilities & Infrastructure)	Objectives	Recommendation	Near West Area Plan
73	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.	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.	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 attractive metal option (similar to Edgewood campus).	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.	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.	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.	Farmers' Markets not administered by the City. Monroe Street Farmers' Market started in 2015.

			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	Could be covered as a potential partnership led by others (the City does not generally get in to such detailed programming for neighborhood centers, which are generally run by others).
			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.	Generally these are not run by the City and the Near West Area is very low need when compared to other parts of the city. CDBG-eligible areas are generally due to UW student population.
			9. Inventory existing neighborhood facilities for barrier-free access. If facilities are deficient, work with them to make the necessary changes.	Too detailed; sidewalks/right-of-way already covered by ADA regulations.
			10. Bury utility lines throughout neighborhood where possible and minimize damage done to street terrace trees and general neighborhood canopy by utility lines.	Burying power lines is expensive - the limited number of projects are focused on active, major commercial corridors where dedicated funding (like TIF) is available.
			11. Pursue policy and guideline development and identify location and install emergency phone kiosks along the Southwest Path.	Repeat (Transportation Goal 1, Rec 17)

Regent Street-South Campus Plan (2008)

Page	Goal/Strategy/Action/Recommendation	Near West Area Plan
	Land Use	
3-15	Facilitate the evolution of this area as a complete and vibrant neighborhood that provides a seamless transition and a positive interface between the UW-Madison campus and the community.	Achieved through actions and maps drafted in planning process.
3-15	Incorporate the land use recommendations of this plan in the next regularly-scheduled update of the Comprehensive Plan's Future Land Use Map.	This is done as part of the area planning process.
3-15	Rezoning requests to accommodate new development not allowed under the existing zoning should be granted only when they are consistent with the recommendations of this plan.	Existing policy - plan consistency is evaluated as part of project review.
3-15	Meet anticipated residential demand while being sensitive to the current single-family neighborhoods in the surrounding area.	Will be integrated into future land use mapping.
3-15	Increase density of student housing to the north of Regent Street in order to take advantage of the area's convenient location relative to University buildings.	Will be integrated into future land use mapping.
3-15	Provide transition areas between the high-density, tall development north of Regent Street and the predominantly single-family neighborhoods south of Regent Street.	Will be integrated into future land use mapping.
3-15	Develop activity centers that take advantage of the neighborhood's location, as well as the high traffic volumes and high visibility associated with the Regent Street Corridor.	Will be integrated into future land use mapping.
3-15	Designate parcels surrounding the Park Street/Regent Street node as general commercial, and focus commercial and office uses in that area.	The Comp Plan General Commercial category tends towards suburban style development and is not appropriate for this urban intersection.
3-15	Promote mixed-use development along the north side of Regent Street in order to add street level vibrancy and a hub of activity within the neighborhood.	Will be integrated into future land use mapping.
	Urban Design	
4-11 - 4-38	Design guidelines	Review/ evaluate for inclusion/ adaptation into Plan.
4-38	Ensure that future development promotes the overall vision for the neighborhood and its sub areas.	Overly broad; not specific to the area.

4-38	Require that all new development conform to all requirements of the Overall Building Design Guidelines, Special Design Guideline Districts, and Cross Sections described in this chapter.	Review/ evaluate for inclusion/ adaptation into Plan.
4-39 - 4-50	Streetscape design guidelines	Review/ evaluate for inclusion/ adaptation into Plan.
4-50	Ensure that key corridors are enhanced to support the overall vision for the neighborhood and its sub areas.	Overly broad; not specific to the area.
4-50	Require that new development and improvements within the right-of-way conform to the General Guidelines and Special Districts recommendations described in this chapter.	Review/ evaluate for inclusion/ adaptation into Plan.
4-50	Consider including funding for the implementation of improvements along Regent Street, Orchard Street, and the Southwest Path in future City Capital Budgets.	Redundant - implementation of major infrastructure improvements plans is always dependent on capital budget funding.
4-50	Enhance nighttime safety throughout the area by adding dark-sky-compliant pedestrian lights throughout the area	Major lighting improvements in 2026 budget.
	Transportation	
5-15	Enhance the environment and safety of the Southwest Path.	Overly broad; would be achieved through specific actions.
5-15	Develop additional greenspace and pocket parks in the areas adjacent to the path.	Review/ evaluate for inclusion/ adaptation into Plan.
5-15	Ensure that new development is oriented towards the path, as well as to the street.	Consider inclusion.
5-15	Provide “eyes” on the path with windows and balconies in adjacent buildings overlooking the path.	Zoning code generally prevents blank facades.
5-15	Consider adding emergency kiosks and lighting.	Unnneded with prevalence of cell phones; idea has been discussed with MPD as part of other recent plans and they do not recommend such kiosks.

5-15	Ensure street crossings are visible and identifiable.	Generally addressed through Safe Streets Madison projects.
5-15	Explore opportunities to add public art, possibly including a sculpture garden, along the Southwest Path.	Arts-related actions will be integrated into the plan.
5-15	Encourage bicycle travel and safety within the planning area.	Overly broad; not specific to the area.
5-15	Develop bicycle routes and amenities as described in this chapter, including providing on-street bike lanes.	Bike routes and sidewalks to be covered in plan.
5-15	Provide adequate and convenient bicycle parking throughout the neighborhood.	Major improvements to public bike parking may be identified.
5-15	Provide a safe pedestrian environment and street crossings.	Bike routes and sidewalks to be covered in plan.
5-15	Pedestrian refuge islands are proposed at each of the non-signalized Regent Street intersections. It is noted that these islands may require additional right-of-way.	Regent Street reconstruction design recently approved.
5-15	Aesthetic enhancements, such as colored, textured, and/or scored pavement should be considered at intersections along Regent Street to call special attention to the frequent presence of pedestrians at these locations.	Regent Street reconstruction design recently approved.
5-15	Enhance the physical environment by providing lighting, marking entrances of buildings, and separating parking traffic from pedestrians as much as possible.	Regent Street reconstruction design recently approved.
5-15	Provide sufficient and attractive parking to meet the demands of the anticipated increase in density.	Review/ evaluate for inclusion/ adaptation into Plan.
5-15	Require that new development provides enough parking to meet its projected demand.	Parking requirements are part of the zoning code.
5-15	Pursue the development of a parking facility/ structure with parking available to the public in the vicinity of the Regent Street Shopping District.	Review/ evaluate for inclusion/ adaptation into Plan.
5-15	Pursue the development of a parking facility/ structure with parking available to the public in the vicinity of the Regent Street/Park Street node.	Review/ evaluate for inclusion/ adaptation into Plan.

5-15	Promote strategies aimed at reducing the overall parking demand, such as transit usage, walking/biking, carpooling, shared parking facilities, and transportation demand management plans for new and existing development.	Overly broad; not specific to the area; TDM has been implemented citywide.
5-15	The number and size of surface parking lots should be reduced. Those that do exist should be obscured from view if possible; preferably behind buildings with access off side streets.	Parking design is part of the zoning code.
5-15	Install parking meters along Regent Street to encourage shorter parking durations and provide more opportunities for Regent Street business customers to find convenient parking.	Is being evaluated as part of Regent Street reconstruction project.
5-15	Provide an alternate route to Regent Street through the planning area.	Implementation would require massive cost and possibly be detrimental to the area.
5-15	Enhance Spring Street as an east-west connector and align segments east and west of Mills Street.	Review/ evaluate for inclusion.
	Housing	
6-8	Capitalize on the neighborhood's location in promoting housing opportunities for market segments, such as the elderly, hospital and University employees, singles, and young couples.	Neighborhood-implemented goal.
6-8	Ensure that a mix of unit types and sizes is provided throughout the neighborhood.	The City does not govern unit size.
6-8	Provide a mix of owner-occupied units and rental units at a variety of price points.	The City does not govern tenure; deployment of affordable housing funds that would influence price is undertaken on a citywide basis.
6-8	Provide for a variety of student housing opportunities.	The City does not subsidize/ develop student housing.
6-8	Develop new housing at a density necessary to meet demand of students seeking convenient off-campus housing.	Will be integrated into future land use mapping.
6-8	Seek to understand the needs of the student population to ensure the neighborhood remains competitive.	Overly broad.
6-8	Balance the college-aged housing atmosphere with the abutting owner-occupied housing.	Overly broad.

6-8	If developed, high-rise student housing should be constructed north of Regent Street.	The City cannot prohibit housing development based on whether tenants are expected to be students.
6-8	Integrate student housing into the expanding University fabric.	Housing is integrated into future land use mapping; UW will determine further dorm development through the campus master plan.
6-8	Increase density north of Regent Street in order to encourage students in converted homes south of Regent Street to move closer to campus.	Will be integrated into future land use mapping.
Economic Development		
7-9	Position the Regent Street Corridor as a unique shopping district connecting the Monroe Street and Park Street areas.	Achieved through actions drafted in planning process.
7-9	Find a balance between catering to the student population, providing retail options for the nearby single-family neighborhoods, and attracting commuters who pass through the area.	The City does not select the businesses that building owners choose to rent to.
7-9	Create a neighborhood-serving retail niche (which could include convenience retailers such as a grocery store or hardware store).	The City does not select the businesses that building owners choose to rent to.
7-9	Promote the use of infill sites to unify the district by creating more intensity and consistency of use.	Overly broad; infill is occurring naturally.
7-9	Create a built environment that promotes pedestrian activity and casual shopping. Refer to the Urban Design Section for specifics.	Regent Street reconstruction design recently approved.
7-9	Promote economic sustainability by encouraging locally-owned businesses in the Regent Street Corridor.	Overly broad; the City does not select the businesses that building owners choose to rent to.
7-9	Develop a business environment that supports and maintains the viability of all businesses in the neighborhood.	Overly broad.
7-9	Create a Regent Street business association (possibly in conjunction with the Monroe Street Merchants Association).	Consider for plan partnerships (creation depends on business owner interest).

7-9	Initiate business development programming which could provide education and financial assistance to area businesses via a Regent Street business association.	Depends on interest in business association creation.
7-9	Consider the redevelopment of parcels with non-historic buildings that have land values which are higher than improvement values.	Redevelopment of specific sites dependent on landowner/ developer interest.
Parks & Open Space		
8-3	Provide greenspace and open space gathering locations throughout the planning area.	Prospects for additional greenspace will be reviewed with the Parks Division.
8-4	Develop “pocket parks” throughout the neighborhood using small pieces of available land, including open space developed by the University in the implementation of the Campus Master Plan.	Use/ development of UW land is determined by the campus master plan; many small parks are more expensive to maintain than one large park, and are therefore unlikely given consistent budget challenges.
8-5	Create a vibrant streetscape to promote outdoor use and gathering.	Inclusion dependent on providing more details.
8-6	Enhance the Southwest Path to become a green corridor or linear park.	Possible improvement of the path within the limits imposed by State ownership will be reviewed.
8-7	Enhance connections to surrounding recreation areas.	Overly broad.
Environmental, Historic & Cultural Resources		
9-8	Protect the Lake Monona watershed while being aware of the need to follow future well head protection guidelines.	Covered by the stormwater management ordinance.
9-8	Work with developers to create strong stormwater management techniques where appropriate.	Covered by the stormwater management ordinance.

9-8	Require green roofs and other stormwater management measures in new development.	Covered by the stormwater management ordinance; the City cannot require green roofs.
9-8	Upon mapping of the well head protection zone for the well located on N. Randall Avenue at the Southwest Path, implement the appropriate guidelines.	This is Wellhead Protection District No. 27 in the zoning code (MGO 28.102(24)).
9-8	Encourage retention of cultural and historic sites within the neighborhood.	A historic resources review is conducted as part of the area plan process.
9-8	Seek landmark designation for eligible sites within the planning area.	Neighborhood/ property owner action - the City generally does not pursue landmark designations.
9-8	Work with developers to help incorporate historic elements in new development, such as the use of red brick that was prevalent in older buildings in this neighborhood.	To the extent possible building façade materials are governed by Urban Design Districts (when present) and the zoning code.
9-8	Encourage owners of historic properties to invest in the aesthetic quality of their structures. A variety of funding opportunities and tax incentives are available through state and national historic preservation offices.	Overly broad.
Community Facilities & Infrastructure		
10-3	Ensure that the current neighborhood infrastructure is in good condition.	Overly broad.
10-3	Require that the necessary infrastructure upgrades associated with new development are implemented with those projects.	This is required.
10-3	Work with the City to identify needs and create a budget for capital improvements to the primary corridors within the neighborhood.	Redundant - implementation of major infrastructure improvements plans is always dependent on capital budget funding.
10-3	Work with the City and local utilities to underground utility lines with the next reconstruction of Regent Street (as was done with the recent East Washington Avenue reconstruction), or sooner if opportunities arise.	Is being evaluated as part of Regent Street reconstruction project.

10-3	Explore low or no-interest loans to businesses to offset any potential costs to business owners for building modifications necessary to connect to the utilities once placed underground.	Regent Street power lines will be undergrounded, but the reconstruction project will already be underway as the planning process starts.
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Greenbush Neighborhood Plan (2008)			
Page	Goal (Land Use and Design)	Land Use Recommendations	Near West Area Plan
34	1. Preserve existing housing stock in selected areas of the neighborhood. 2. Encourage new development in targeted areas of the neighborhood.	From Chandler to Erin Streets between South Randall Avenue and the back lots of properties along South Mills Street, the existing housing stock should be preserved and homeownership should be increased. Reconvert existing 2 flats, multi-family structures to single-family homes. Possible courtyard cluster housing option to introduce entry-price point housing on Charter Street. The existing housing stock should be preserved and rehabilitated, and South Park Street should be redeveloped, to create more cohesion between homes and Park Street.	Already in Comprehensive Plan; Land use is being reviewed in the context of current City policy and transit service. City does not develop guidelines for neighborhood development on a neighborhood-by-neighborhood basis.
34		Develop residential design guidelines to preserve architecture features (especially of porches and garages) and to guide rehabilitation and/or renovation and/or redevelopment.	City does not develop guidelines for neighborhood development on a neighborhood-by-neighborhood basis; local historic district may be best avenue if the area meets requirements.
34-35		From Bowen Court to Mound Street: •Rezoning requests to accommodate redevelopment in this area should follow the Planned Unit Development process, with ample opportunity for neighborhood input. •Appropriate development for this area would be residential and contain a mixture of sizes of apartments, condominiums, and co-operative housing. •Recommended density should be no greater than 25 DU/Acre. •Buildings should have entrances that are oriented toward the front of the lot and the public sidewalk and street. In no case should a pedestrian entering a building from the public sidewalk have to cross a parking lot before reaching the building. •Front porches, pitched rooflines, vertical windows, and other elements of the design of the predominantly early nineteen hundreds homes in this neighborhood are encouraged, though other styles showing architectural innovation and integrity are welcome. •Any buildings higher than two-stories should be set back by at least 6 feet on the upper stories from the lower stories. •All development should contain at least one off-street parking space per unit, as well as planning for convenient and adequate bicycle and other vehicle storage. •Parking is recommended to be accessed from St. James Court, Milton Street and Bowen Court, with the exception of the 1200 block of Bowen Court. Parking for any buildings situated on the south side of the 1200 block of Regent Street or the north side of the 1200 block of •Bowen Court should have parking access from Regent Street, South Charter Street, or South Orchard Street.	Addressed by existing City policy/ordinance and Zoning Code.
		Regent Street Design Guidelines	
35		Support Regent Street-South Campus Neighborhood Plan (2008) land use and design recommendations.	Existing policy; plan consistency is evaluated as part of project review.
36		Review parking and storage areas for businesses on Regent Street and their compliance with MGO 28.04(11)(b) regarding screening parking lots/storage areas from neighborhood residences.	Addressed by existing City policy/ordinance.
		South Park Street Design Guidelines	
36		Encourage property-owners of older buildings on South Park Street to improve their façades in compliance with the Design Guidelines for Private Property Improvements and Public Streetscape Design for Park Street. Remove incongruous facades and refurbish the original brick fronts of older buildings.	Not a City Action/Not City-controlled.
36		Improve the overall appearance of South Park Street with streetscape amenities such as decorative lighting or other attractive features.	Can be discussed in Near West process in conjunction with expected Park Street construction related to BRT.
36		Review parking and storage areas for businesses on Regent Street and their compliance with MGO 28.04(11)(b) regarding screening parking lots/storage areas from neighborhood residences.	Addressed by existing City policy/ordinance
36		Advocate for more neighborhood-oriented retail and services on South Park Street.	Will be integrated into future land use mapping (although City cannot dictate specific tenants).
		Meriter Hospital District Recommendation	

36-37		Develop a phased campus plan for Meriter Hospital, with Greenbush Neighborhood involvement, that achieves both neighborhood and hospital goals. Encourage any expansion to Meriter Hospital to be of neighborhood scale and pedestrian-friendly. Neighborhood-scale means buildings that abut residences reflect the residential building’s size, scale and massing on the façade abutting the residence rather than towering above it. Or the building may be set back from the street (the distance depends on the size the building) to allow adequate solar light to directly shine on the residential property. Pedestrianfriendly means the buildings and site designs must be welcoming to pedestrians with street/ground level architectural features such as windows, awning, etc. that make the building interesting and engaging to people walking, biking or driving by. Blank walls and one-way windows shall be avoided.	Not a City Action/Not City-controlled - the City does not develop campus plans for hospitals. Building mass, setbacks covered by zoning; Meriter is within UDD #7.
37		Discourage new hospital expansion west and south of the corner of South Brooks Street and Mound Street or south of Chandler Street.	Development proposals are evaluated for consistency with the GFLU map and zoning as they are proposed.
		St. Mary’s Hospital District Recommendation	
37		The Greenbush Neighborhood supported St. Mary’s Hospital recent expansion toward South Park Street. Any new construction plans should have neighborhood input, be neighborhood-scale, and pedestrian-friendly. Discourage any expansion west of South Mills Street or addition to facilities that are already west of South Mills Street.	Development proposals are evaluated for consistency with the GFLU map and zoning as they are proposed. Scale of projects are governed by the zoning code.
		Historic Preservation Recommendation	
37		Regularly update inventory of historic buildings and sites in the neighborhood, and take actions to preserve and protect such resources. 1-2 properties in the neighborhood are potential landmarks.	Historic Survey done as part of Plan process.
Page	Goal (Zoning)	Zoning Recommendations	Near West Area Plan
39	1. The Madison Zoning Ordinance should be updated to include mixed-use development districts (without suburban parking requirements) for corridors such as Park Street, conservation districts to protect neighborhood character in areas not designated "historic," and historic overlay zoning districts. 2. Existing City policies, plans, codes, and regulations should be consistently and efficiently enforced throughout the neighborhood.	Investigate rezoning part or all of the neighborhood currently zoned R3 to R2 or R2s and creating an area exception for property owners who want to add on to their houses.	Zoning code was updated since 2008.
39		Investigate rezoning Mound Street from R4 to R3 or R4a	Zoning code was updated since 2008.
39		Investigate rezoning Bowen Court between Randall Avenue and South Orchard Street from R5 and R6 to R4.	Zoning code was updated since 2008.
39		Investigate rezoning C3 parcels in the 900-1400 blocks of Regent Street and in the 0-800 blocks of South Park Street to C2 Zoning District.	Zoning code was updated since 2008.
39		Develop and apply Neighborhood Conservation Overlay Zone District from Mound Street south to Erin Street to protect the existing character of residential areas.	Zoning code was updated since 2008.
40		In the event that ZuZu Cafe at the corner of South Randall Avenue and Drake Street is closed, any new development should follow the existing C1 zoning. This site may be appropriate for redevelopment with retail/offices on the lower level and residences or more offices on the upper level. New development should adhere to the following design criteria: •No more than two-stories in height •Parking lot remains on the Drake Street front of the building, where it is least annoying to neighborhood residents. At least one entrance to the building should be connected to a public sidewalk without crossing a parking lot.	Zoning code was updated since 2008.
Page	Goal (Housing, Property Maintenance, and Code Enforcement)	Housing Recommendations	Near West Area Plan

42	1. Promote owner-occupied housing and long term rental housing opportunities. 2. Increase affordable housing. 3. Provide a variety of housing choices including affordable housing and community housing such as co-housing and cooperative housing. 4. Provide housing opportunities for a diverse population including, students, families, and the elderly. Increase the number of housing units for families and the elderly. 5. Protect the character of residential areas, particularly historic properties. 6. Provide high-quality housing choices including rehabilitation of existing housing stock and new construction in general scale and historic character with the neighborhood. 7. The City of Madison should conduct a systematic review of parking on residential properties to eliminate parking spaces not in compliance with the usable open space and paving requirements of the zoning designation. 8. The City of Madison should require properties with non-compliant parking spaces containing more than three parking spaces that are allowed to remain because they have been —grandfathered inll to be landscaped as per MGO 28.04(11)(b).	Meriter and St. Mary’s hospitals should consider selling their residential property holdings that are not needed for development for owner-occupancy and housing for special populations, including people with disabilities and seniors. If the hospitals cannot sell the properties, residential rental properties should be affordable and marketed to a variety of different demographics, including hospital employees and people holding Section 8 vouchers.	Not a City Action/Not City-controlled. Longfellow Apts. Adaptive reuse on former hospital property.
42		Work with affordable housing agencies and programs to identify appropriate buildings that might become available for purchase, including in (1) the 1200 block of Mound Street, which consists of very large 2- and 3-flat buildings that have large back yards; (2) properties owned by St. Mary’s on 1100 block of Erin St. and on Orchard St. (3) homes in the southeastern quarter of the neighborhood (Area 2) which are less expensive.	Consider as part of Land Banking program.
42		Market the neighborhood to realtors, potential homebuyers, and affordable housing agencies such as the Madison Land Trust, Project HOME, or Habitat for Humanity. The NOAH program in particular could help homeowners buy duplexes in the area.	Not a City Action/Not City-controlled.
43		Compile a list of all neighborhood properties that are excluded from adhering to current zoning occupancy requirements. Included in this list will be the approved occupancy levels and parking allowances for each property.	Zoning code was updated since 2008.
43		Inform rental property owners of the allowed number of residents in their properties according to the certificate of occupancy on a regular basis.	Existing City policy/ordinance.
43		Develop two informational packets – one targeted toward property owners and one targeted towards renters – which outline the neighborhood association’s expectations for property maintenance and tenant behavior.	Neighborhood association action.
43		Work with historic preservation organizations such as Historic Madison and the Landmark Commission to identify and preserve properties that have historic significance. •The Bowen House should be preserved as a landmark.	Neighborhood association action; City/Landmarks Cmsn reviews historic district and landmark applications as they are proposed.
43		Conduct a review of parking on rental residential properties.	Parking is reviewed when property is developed.
43		Work with property owners with "grandfathered" non compliant parking spaces containing more than three parking spaces to landscape the parking areas.	Parking areas must comply with the zoning in place at the time the property is developed.
Page	Goal (Transportation)	Transportation Recommendations	Near West Area Plan

44	1. Address areas of greatest concern about automotive traffic speed. 2. Improve pedestrian and cyclist safety within the neighborhood and crossing the neighborhood boundaries of South Park and Regent Streets. 3. Work with neighborhood residents, St. Mary's and Meriter Hospitals, and the UW to develop a parking plan that provides sufficient parking for the neighborhood in general while preserving the residential feel of the neighborhood and encouraging alternate modes of transportation.	Improve pedestrian crossing at the intersection of South Orchard at Regent Street.	Regent Street and Park Street are planned for reconstruction that will include pedestrian safety improvements.
44		Improve pedestrian crossing at South Brooks and Mound Streets for neighborhood residents, as well as visitors, patients, and staff crossing to St. Mary's Hospital.	Implemented.
44		Improve pedestrian crossing at Drake and South Orchard Streets by adding physical improvements such as bulbouts on Drake Street on either side of its intersection with S. Orchard Street to slow traffic down and provide more visibility to pedestrians. •Add ramps to sidewalks crossing Drake Street on the west side of Orchard Street. •This recommendation should be taken in consideration of other recommended improvements for Drake Street.	Covered by Safe Streets Madison program.
44		Improve visibility of "No Parking Areas" on South Brooks Street to improve motorists' and pedestrians' vision at all intersections of along this street, as well as possible traffic calming devices on Drake Street and Vilas Avenue at these intersections with South Brooks Street.	Crossing safety improvements made at select intersections.
		Traffic Speed and Volume Recommendation	
45		Work with Traffic Engineering to develop traffic calming strategies for South Mills Street, especially between Regent Street and St. James Court, where drivers entering the neighborhood need a visual reminder that the neighborhood begins.	Intersection improvements prioritized on citywide basis as part of Safe Streets Madison.
45		Work with Traffic Engineering to develop traffic calming measures for the 900-1000 blocks of Vilas Avenue, particularly at the intersection of South Brooks Street and Vilas Avenue.	Traffic calming prioritized on a citywide basis as part of Safe Streets Madison.
45		The Greenbush Neighborhood Association, City of Madison and UW-Madison should jointly develop a master plan for transportation to implement this neighborhood plan.	Not applicable to Near West Area Plan.
		Parking and Wayfinding Recommendation	
45		Improve wayfinding signage or strategies (i.e. brochures) to direct Vilas Zoo patrons to overflow parking lots near the Wingra Drive entrance of the zoo.	Vilas Park Master Plan adopted in 2021.
45		Improve parking and transit options at Vilas Park and Zoo, such as advertising bus access to the zoo or running a trolley down Randall Avenue from Regent Street to the zoo during special events.	Metro Transit redesign implemented in 2024. Zoo would need to implement trolley.
45		Establish neighborhood-wide, two-hour parking zones to minimize commuter parking on all streets in the neighborhood.	Residential parking restrictions are evaluated by City when requested by neighborhood.
46		Develop and implement transportation demand management programs at Meriter, St. Mary's, Davis Duehr, and UW to encourage greater numbers of employees in getting to work without a car.	Implemented Citywide by ordinance.
46		Review parking for businesses on South Park Street and their compliance with MGO 28.04(11)(b) regarding screening of parking lots from neighborhood residences.	Existing City policy/ordinance.
46		Make parking less obtrusive and redevelopments more pedestrian-friendly by keeping parking for new construction behind the buildings, though in some sites this might not work because of proximity to homes.	Existing City policy/ordinance.
	Goal (Quality of Life)	Litter Recommendation	

48	1. Work with Madison Police Department and related community safety staff to make neighborhood residents and visitors feel safe. 2. Beautify the neighborhood.	The Greenbush Neighborhood Association will work with rental property owners and property management companies in the neighborhood to educate tenants about proper trash disposal.	Not a City Action/Not City-controlled.
48		Greenbush Neighborhood residents will work with the University of Wisconsin-Madison to develop strategies for controlling game day litter.	Not a City Action/Not City-controlled.
48		Greenbush Neighborhood residents will work with business owners on Regent and South Park Streets to cleanup and prevent litter.	Not a City Action/Not City-controlled.
		Personal Safety Recommendation	
48		Investigate additional lighting in neighborhood areas between South Mills Street and South Park Street south of Chandler Street.	Review/discuss as part of plan process.
48		Pedestrian-scale post-style streetlights should be installed at major entranceways to the neighborhood – along Vilas Avenue and Drake, Emerald, and Erin Streets – between South Park and South Brooks Streets and other strategic locations to strengthen the visual tie between the neighborhood and the business districts and to increase safety.	Review/discuss as part of plan process.
48		Neighborhood-building activities such as block parties, nighttime walks, or porch light campaigns that focus on the area of the neighborhood between South Mills Street and South Park Street should be conducted.	Not a City Action/Not City-controlled
		Beautification Recommendation	
49		Neighborhood signs should be installed at major entrance points to the neighborhood, for example: on Vilas Avenue between South Park and South Mills Streets, on South Mills Street between Regent and St. James Court, on South Mills Street between Haywood Drive and Emerald Street.	Not a City Action/Not City-controlled. Neighborhood Grant program available for neighborhood signs.
49		Eliminate billboards on the legs of South Park and Regent Streets in the neighborhood.	Existing City policy/ordinance.
49		Encourage St. James Catholic and Trinity United Methodist Churches to beautify their parking lots with landscaping, closing off the parking lots when not in use to discourage cut-through traffic, and encouraging neighborhood use of the lots as places for children to ride bicycles, etc.	Not a City Action/Not City-controlled.
49		Add shields to streetlights on Wingra Street to reduce the glare into residents' windows.	Street light heads have been replaced.
49		Enhance Neighborhood House Community Center as an attractive focal point for the neighborhood with more attractive landscaping, a more welcoming front entrance.	Not a City Action/Not City-controlled.
		Noise Recommendation	
49		Madison Police, rental property owners, management companies, and the UW should notify, and enforce if necessary, all neighborhood property owners and residents about the City's noise ordinance standards, and encourage residents to report violations.	Do not need an action to enforce ordinances that are on the books.
49		Meriter and St. Mary's Hospitals and the University of Wisconsin-Madison should use state-of-the-art noise reduction strategies on ventilation equipment, as a retrofit and in new construction, to lessen the impact of these facilities on neighborhoods.	Existing City ordinance.
50		Madison Police should control noise levels of music on game day beer-gardens by notifying businesses of noise ordinance standards, encouraging the reporting of violations, and enforcing the ordinance.	Do not need an action to enforce ordinances that are on the books.
50		Improve recruitment and retention UW students and other tenant membership in the Greenbush Neighborhood Association with social activities and advocacy.	Not a City Action/Not City-controlled
50		Implement UW's PACE program in student neighborhoods as well as on campus to effect change in the drinking culture.	Not a City Action/Not City-controlled
50		Publicize the housing mediator program at the Tenant Resource Center. This program could help de-escalate conflicts between neighbors about noise and other issues that often drive homeowners out of these neighborhoods or lead to young tenants being evicted.	TRC mediation is now focused on eviction prevention, not neighbor relations.
	Goal (Parks and Open Space)	Edward Klief Park Recommendation	

51	1. Greenbush neighborhood residents will advocate for parks, lakes, and the arboretum to preserve the environmental, aesthetic, and recreational benefits they provide.	Pursue purchasing the remaining property (21 South Orchard Street) and implementing the Parks Division's plan for the park.	Implemented.
51		Develop a long-range landscape plan that addresses current and potential park uses that are appropriate across a wide spectrum of ages, for example: Playgrounds, including infant and toddler-sized swings; Basketball courts; Skating; Community gardens; and Natural spaces	Implemented through Parks Development Plans.
51		Consider permitting limited time and space for dog walking in the park.	Leashed, well-behaved dogs are welcome in all general Madison parks with a dog permit.
		Vilas Park Recommendation	
51		Support planning by the Friends of Lake Wingra to improve water quality in Lake Wingra.	Citywide issue/policy, addressed in Sustainability Plan, watershed studies.
51		Develop and implement a strategy to control the Canada goose population in Vilas Park.	Review/discuss with Parks.
51		Explore the use of the hillside on South Orchard Street (the area located behind the parking lot) or other suitable areas of Vilas Park, for either a dog exercise area or as space for community gardening.	Vilas Park Master Plan adopted in 2021; new community gardens are initiated by neighborhood groups/ non-profits.
51		Develop a model water-quality improvement practice such as rain gardening and the use of porous pavement and promote in the Greenbush Neighborhood.	Citywide issue/policy.
52		Explore and promote non-car transit alternatives to the park, e.g. buses or shuttles.	Metro Transit redesign implemented in 2024. 2021 Vilas Park Master Plan includes substantial improvements for bicyclists & pedestrians.
		Erin & Wingra Park Recommendation	
52		Explore renaming a portion of Vilas Park located at the Erin and Wingra Street Intersection.	Review/discuss with Parks.
52		Preserve the effigy mounds in the park with appropriate native plantings.	Vilas Park Master Plan adopted in 2021.
52		Selectively trim trees and eliminate invasive brush species such as honeysuckle in the park to open a view of Lake Wingra on the south side of the park.	Vilas Park Master Plan adopted in 2021.
52		Work together to replant new trees of appropriate native species to replace the ones recently lost in the park.	Citywide issue/policy.
52		Work with Parks Division to conduct a large participatory process for deciding the fate of the Annie Stewart Memorial fountain. If the Annie Stewart Memorial fountain is relocated, the Parks Division and GNA should work together to find an attractive feature, such as a planter or new artwork, to replace it.	Preservation report completed in 2023.
		Lake Wingra, Wingra Creek & Monona Bay Recommendation	
52-53		Work with the City, the Friends of Lake Wingra, the Friends of Monona Bay, and local schools and businesses to enhance citizen understanding and implementation of watershed-sensitive management practices through public communication and outreach efforts such as: •Advocate for landscaping practices, such as gutter disconnects (directing gutters to permeable surfaces instead of pavement), rain gardens and natural lawn care. •Develop and implement strategies for lawn care education through collaboration with the Greater Madison Healthy Lawn Team (www.healthylawnteam.org). •The Neighborhood Association shall advocate for porous pavement and other watershed-sensitive practices in new construction. •Label storm sewer inlets with the message, "Do Not Dump, Drains to Lake." Enlist the help of St. James School students or other neighborhood youth groups to improve leaf pickup to minimize the amount of leaf material carried by storm sewers. • Create an —adopt a storm sewer" program that encourages property owners to keep storm sewer inlets free of debris and reduce pollutants entering them. •Include information about appropriate landscaping and lawn care practices in neighborhood newsletters. •Promote pilot/demonstration projects of rain gardens (including rain gardens along streets that also serve as traffic calming devices), porous pavement applications, gutter disconnects, rain barrels, etc.	Portion of the action is for neighborhood association implementation. The City's stormwater management ordinance has been updated since plan adoption, and citywide rain garden and rain barrel initiatives have been enacted since 2008.
	Goal (Community Resources)	Community Resources Recommendation	

54	1. Build strong, cooperative relationships between the neighborhood, Meriter and St. Mary's Hospitals, the University of Wisconsin, local businesses, and faith communities to support the neighborhood and Neighborhood House as a community center. 2. Encourage involvement of neighborhood residents in the Greenbush Neighborhood Association	Increase accessibility of existing neighborhood resources and organizations for use and participation by all residents.	Not a City Action/Not City-controlled.
54		Increase the visibility of the Neighborhood House and expand programming to attract the participation of neighborhood residents in Greenbush and surrounding neighborhoods, especially through use of the gymnasium and continuing education classes.	Not a City Action/Not City-controlled.
		Neighborhood House Community Center Recommendation	
54		Work with the Neighborhood House Board of Directors, in consultant with City of Madison, to improve the physical and financial resources of Neighborhood House. Building improvements include additional space for programming (including storage and office space, improve food pantry, upgrade to make it ADA wheelchair accessible (elevator and ramp on western side of building), and renovate playground to comply with City of Madison's childcare licensing requirements. Exterior improvements, such as a community garden or pilot rain gardening project could be a joint project with GNA or Friends of Monona Bay.	Not a City Action/Not City-controlled.
55		Increase participation in the leadership and general membership of the Greenbush Neighborhood Association among neighborhood residents, business, and service organizations (e.g. Davis Duehr Dean, Meriter, Neighborhood House, Street James School and Catholic Church, St. Mary's, and Trinity United Methodist Church).	Not a City Action/Not City-controlled.
		Major Neighborhood Based Institutions Recommendation	
55		Maximize the services provided by neighborhood medical facilities (in addition to health care) that are accessible to residents, including classes, religious services, food service, community programs, day care, public meeting spaces and shops.	Not a City Action/Not City-controlled.
55		Ensure the Greenbush Neighborhood Association's continued role in neighborhood-guided expansion of current facilities.	Not a City Action/Not City-controlled.
55		Work with the hospitals to release rental properties for owner-occupancy and/or rental housing for special populations, including people with disabilities and seniors.	Implemented - apartments developed on former Meriter property.
55		Ensure that institutional properties are maintained as attractive neighborhood features in keeping with the current scale and design of the neighborhood.	Governed by zoning and building inspection ordinances.
55		Work with the University of Wisconsin-Madison to minimize the impact of Camp Randall events on the neighborhood, including noise, traffic congestion, lack of parking, litter, obnoxious behavior and vandalism.	Evaluate/discuss as part of plan process.
55		Work with UW-Madison and the City of Madison to evaluate changing student housing needs and patterns and design a response that improves rental properties in the neighborhood.	Evaluate/discuss as part of plan process; City ability to "improve rental properties" is limited.
55		Work with UW-Madison to minimize health hazards of the active coal-fired power plant on Mills Street.	The UW Madison no longer has a coal-fired power plant. It was converted to natural gas and biomass.
		Expansion and Enhancement of Programming and Services Recommendation	
56		Work with Madison Metro to improve westbound bus service.	Metro Transit redesign implemented in 2024.
56		Explore the (re)development of a site for a neighborhood grocery store, which stocks some natural foods options. • Potential sites for a store that could be 10,000-20,000 square feet would be, if and when they should become available: The Davis Duehr Dean property at 1002 Regent Street, McDonald's at 1102 Regent Street, The Budget Bicycle store at 1134 Regent Street, and a second Budget Bicycle store at 1230 Regent Street. Other sites for a 10,000-20,000 square foot store would be in the current Lot 51 owned by the University of Wisconsin-Madison on North Mills Street or potentially as part of development on the first block of North Park Street. A smaller store along the lines of the Regent Street Market could be located at 1002 Regent Street, or at a site that would combine the current vacant building at 1107 and parking lots at 1111 and 1113 Regent Street.	Regent Mart & Café opened recently; Fresh Madison Market (to the northeast) opened in 2010, after this plan was adopted. The UW does not have plans to have commercial grocery tenants. A grocery could develop at other listed sites, dependant on interest from property owners and tenants.

Monroe Street Commerical District Plan

Page	Goal/Strategy/Action/Recommendation	Near West Area Plan
	Retail Uses Recommendations	
43	Maintain the distinctiveness of the three separate commercial areas.	Not a City Action/Not City-controlled
43	Maintain a business environment which allows existing local businesses to remain while providing opportunities for new businesses to locate in the district.	The City does not control specific tenants for commercial buildings.
	Mixed-Use Recommendations	
43	Mixed-use developments provide an opportunity to create an active pedestrian environment and should be considered in any commercial district redevelopment proposals along Monroe Street.	Will be integrated into future land use mapping.
43	As land values increase, opportunities to create this type of development [mixed-use] should be pursued while addressing concerns regarding height, scale and massing.	Will be integrated into future land use mapping; height, scale, and massing addressed by zoning.
	Residential Recommendations	
43	Maintain the high quality of residential areas along the length of Monroe Street.	Vague.
43	Future redevelopment should include residential opportunities featuring a variety of housing types available to a diversity of markets, possibly including affordable and elderly housing.	Will be integrated into future land use mapping.
	Civic Buildings Recommendations	
43	The Monroe Street Branch Library, located alongside a City-owned parking lot, provides an opportunity to create an updated library facility and mixed-use development on the site.	Discuss Monroe Street Branch plans with Library.
43	Edgewood College is an important presence on Monroe Street. As the college develops it will be critical for any future plans be carefully coordinated with surrounding neighborhoods and land uses to avoid any negative impacts.	Narrative statement.
43	Dudgeon Center is a community center within the neighborhood. It should be preserved for neighborhood supporting services and neighborhood civic uses.	Allowable uses dictated by zoning. Preservation would be aided by landmark status.
	Scale and Massing Recommendations	
43	Maintaining and/or enhancing the scale and massing patterns found along Monroe Street is a critical element to the overall characteristic of the Street.	Will be integrated into future land use mapping; implementation of additional massing requirements beyond current zoning would require a new urban design district.
43	Any new building construction along Monroe Street should be more than one story in height unless there are mitigating factors.	Implemented as part of TOD overlay zoning.

43	Generally, no building on Monroe Street should exceed four stories for the entire length of the street. This applies to buildings that are directly on Monroe Street, not buildings that might be in a position for greater setback from the street.	GFLU map provides policy guidance on building heights as it relates to conditional uses and rezonings; ultimately maximum building height is dictated by zoning.
44	All buildings need to be compatible with the buildings that are near them, both on Monroe Street and on streets that are behind any proposed redevelopment.	Building placement and massing is governed by the zoning code.
44	Architectural strategies, including stepbacks, fenestration and other similar significant features, can mitigate height as can the structure of the building limit the floor to floor distances.	Building placement, massing, and height is governed by the zoning code.
44	Height should be measured both in distance and in stories, and not absolutely in each case.	Building height is governed by the zoning code.
44	Generally, compatibility weighed against architectural resource and social factors should determine whether or not a particular project should be approved. For example, the 1800 block of Monroe Street is currently being built to five stories, and to an even higher height due to an exceptionally high floor to floor first story, but the benefits of a grocery store outweighed the negatives associated with that height. Greater affordability expressed in density bonuses is also worth considering as a reason for greater height.	Uses and building height are governed by the zoning code.
44	Superior architectural treatment of a particular property and the effect of a development in its entirety are factors that might make what would otherwise be a too tall building acceptable.	Building height is governed by the zoning code.
44	There are no absolutes; projects should be considered on a case-by-case basis with the general guidance that compatibility with the surroundings should be an emphasis in rendering approval decisions.	Projects are considered based on their compliance with adopted City policy, such as the Comprehensive Plan, and adherence to City ordinances.
	Setbacks Recommendations	
44	Buildings along Monroe Street are generally built uniformly up to the sidewalk edge and present a continuous storefront arrangement. New buildings should follow the pattern of the existing buildings and adhere to a “build-to” line described later in the general development guide lines. Limited setbacks for sidewalk or pedestrian features are possible.	Evaluate as part of planning process. Much of Monroe Street is zoned TSS, which allows for establishing a build-to line on the zoning map.
	Materials Recommendations	
44	All buildings should use high-quality materials as outlined in the development guidelines.	Building materials governed by zoning code.
	Architectural Quality Recommendations	

44	The architectural quality of the buildings along Monroe Street should be continued and enhanced. When building improvements are undertaken, they should be consistent with the architectural quality of the building.	Some measures are integrated into zoning; implementation of additional massing requirements beyond current zoning would require a new urban design district.
44	Property owners and business operators along Monroe Street should be made aware of and encouraged to use public funding available for facade rehabilitation.	Business walk conducted as part of plan process.
	Fenestration Recommendations	
44	The majority of the surface on the primary facade should be glass to allow visual access in and out of the space. Storefront windows can establish a distinct visual identity for a business image. Quality display windows should be considered as essential as an attractive sign. Display windows typically frame the entryways and should be designed to attract customers.	Governed by the zoning code.
44	Due to the fact that the limited depth of lots along Monroe Street the backs of the buildings must be designed to respect the context of the adjacent residential areas.	Governed by the zoning code.
44	For buildings lying along the edge of Monroe Street, the primary entrances for buildings should be located on Monroe Street.	Governed by the zoning code.
44	Service entrances for the buildings should occur along the rear of the building and be incorporated into the overall design of the building, including similar quality of materials and care for aesthetic quality.	Governed by the zoning code.
44	Mechanical equipment that must be located on the roof of buildings should not be visible from the side of the street opposite the building.	Governed by the zoning code.
	Signage Recommendations	
45	Signs are an integral part of the commercial character of the Monroe Street Commercial District. To be effective, signs should call attention to the business and create an identity while still contributing to the overall image of the street. Signs add variety and liveliness to both building facades and streetscapes. Rules for special exceptions for signs located above the first floor might be created if there is a clear improvement of the aesthetic character and quality of the facade as a result of the sign.	Governed by the sign code.
45	Way-finding signage should be provided along the bike/pedestrian pathway to help direct people to not only the Monroe Street Shopping Districts but to the Zoo, the library, and Edgewood College. Any recommendations for banners needs to be more fully studied and developed, including the potential for fiscal impacts to modify existing street light poles.	Wayfinding signage along the SW Path has been implemented.
45	The City of Madison's current sign ordinance should be changed in order to permit projecting signs that are tasteful and attractive.	The sign code is currently being updated.
	Street Furniture Recommendations	

45	Street furniture should be used to attract customers to stores and provide a place to visit with other residents. Designated areas should be established that add to the character of the business district without conflicting with the buildings and walkways. For example, benches should be oriented to provide clear views of storefronts.	Monroe Street was reconstructed in 2018.
45	Furniture items that may be selected include: benches, flower containers, trash receptacles, bike racks, and kiosks. The style and character of furniture should complement the building architecture, and be somewhat consistent throughout the district.	Monroe Street was reconstructed in 2018.
	Streetscape Recommendations	
45	The landscape treatment should be of quality materials but should not be overly designed as to compete with the attraction of the storefronts. Attention should also be paid to the height of landscaped buffers to insure that they provide adequate screening, but also do not impair vision and create safety concerns.	Monroe Street was reconstructed in 2018.
45	Street tree species and planting locations should carefully consider maintaining the year-round visibility of business signs.	Governed by streets ordinance.
45	Pedestrian-scale lampposts should installed uniformly along the commercial districts . Underground wiring and banners should also be made consistent. The Neighborhood Grants Program may be available for some enhancements.	Pedestrian scale lampposts installed as part of Monroe Street reconstruction.
	Public Places & Parks Recommendations	
45	Creating clear access to public parks and places along Monroe Street is important.	Consider as part of parallel Park Development Plans process. Wingra Park entrance enhanced as part of 2018 Monroe Street reconstruction.
45	Investigate new opportunities for the Crazy Legs Place area. Grants from the Madison Arts Commission may be available for some enhancements.	"Crazylegs Plaza" was reconstructed as part of the 2018 Monroe Street reconstruction.
	Traffic Recommendations	
45	It is recommended that intersection enhancements be considered at key pedestrian crossings along Monroe Street. Other methods could include, but not be limited to, traffic signal timing, intersection traffic islands, as well as education and enforcement strategies.	Implemented.
45	The speed of traffic along Monroe Street should be established at a consistent pace of 25 mph .	Implemented.
	Off-Street Parking Recommendations	

46	At the Monroe-Regent node there are a number of public parking areas. As new development/redevelopment occurs, maintaining this parking is important.	Implemented - public parking maintained at Trader Joe's site. Discuss Wingra Lot with Parking Utility and Library.
46	As new development occurs, parking should be required, but shared parking and the use of alternate modes of transportation should be encouraged.	Parking requirements are governed by the zoning code - the Monroe Street corridor is in the TOD overlay zone, which has no minimum parking requirements.
46	Parking areas along Monroe Street need to be clearly identified.	Public parking and street parking is clearly identified.
46	Parking areas could be made more attractive, and organized more effectively, to maximize the number of spaces. This may include creating shared parking areas.	Governed by the zoning code.
46	For the Monroe-Commonwealth node, shared parking arrangements with Wingra Park is encouraged. Opportunities for sharing may be found during times when park usage is lower.	Discuss with Parks.
	Street Parking Recommendations	
46	Opportunities for creating well-publicized or specifically designated parking areas along side streets, which do not negatively effect the residential neighborhood, should be investigated.	Outside of city control
46	Add side street diagonal parking for Breese Terrace.	Breese Terrace through the corridor plan area was reconstructed in 2018.
46	Shared parking arrangements should be identified and explored to maximize the use of existing spaces.	Outside of city control.
	Pedestrians Recommendations	
46	Crossing Monroe Street seems to be the largest threat to pedestrian safety. Opportunities to slow traffic at critical intersections should be pursued. Pedestrian safety islands and other pedestrian enhancements should be considered. Pedestrian crossing treatments are estimated to cost approximately \$15,000 each. It is noted that pedestrian safety islands require additional right-of-way, therefore other alternatives likely will need to be pursued. A good source for information regarding traffic calming and pedestrian enhancements is the Federal Highway Administration's website:	Implemented.
	Pedestrian/Bicycle Paths Recommendations	
46	Clear signage to show local establishments and bicycle-oriented amenities should be provided along Monroe Street and the path. It is estimated that such signage could cost approximately \$15,000.	Wayfinding signage along the SW Path has been implemented. Bike racks included as part of Monroe Street reconstruction.

47	Linking Edgewood Drive and the Wingra Park Bike Path should be pursued. This requires a statement of public need by the Common Council. One possible scenario to provide linkage might involve acquiring properties along both Terry Place and Woodrow, perhaps involving acquisition of buildings back-to-back, acquisition of an easement and resale of the buildings might accomplish this.	Shared-use path linkages will be analyzed as part of the plan process.
47	Bicycle parking opportunities should be increased, especially in conjunction with new development.	Zoning Code requirement.
	Multi-Modal transportation Recommendations	
47	Monroe Street Merchants could develop a marketing strategy which targets a variety of alternate transportation users. This could involve the preparation of special brochures listing both bus schedule information and information on local businesses. Advertising within the busses could be utilized to call attention to businesses and events along Monroe Street.	Not a City Action/Not City-controlled.
	Management and Operation Recommendations	
47	A listing of available properties and a database of available square foot parking and area amenities should be maintained.	Not a City Action/Not City-controlled.
47	A method for funding public improvements, business recruitment and generation should be developed. This may include the creation of a BID District. The long-term maintenance and operation of the Monroe Street Commercial District is critical to maintaining the balance for the type of district desired by both the area residents and merchants.	BID would be business-initated - discuss/consider as a plan partnership.
47	As changes and new developments are proposed along Monroe Street they will provide an opportunity to enhance the district's visual character while addressing needs such as parking. An urban design district will provide the opportunity for closer scrutiny of new proposals. This will impact existing businesses also, yet the long-term benefit of introducing an additional layer of approval will ensure the implementation of projects acceptable along Monroe Street.	Consider keeping in context of reviewing all UDDs citywide.
47	In order to effectively use the above-mentioned urban design district, the community should embark on developing detailed design guidelines. Section J of this document begins to address some of the standards for Monroe Street.	Design standards would be created if it is decided to move forward with UDD creation.
47	In order to maintain and enhance the quality of the Monroe Street Commercial District, the organization of the Merchants Association should be strengthened. Active membership should come from all three commercial areas along Monroe Street. Members should pay dues, a clear list of activities and projects to be completed should be defined, and committees to continue the current activities should be created.	Not a City Action/Not City-controlled.
	Market Study Recommendations	
47	Establish a project steering committee to guide plan implementation	Not a City Action/Not City-controlled.

47	Develop an organization with the ability to provide expanded management, business development and marketing	Not a City Action/Not City-controlled.
47	Identify funding for management, business development, and marketing programs	Not a City Action/Not City-controlled.
47	Establish an annual budget for management, business development, and marketing programs	Not a City Action/Not City-controlled.
47	Recruit sustainable business that attract additional customers to Monroe Street	Not a City Action/Not City-controlled.
47	Make existing Monroe Street businesses more successful	Too vague; not a City Action/Not City-controlled
47	Establish a baseline joint marketing program	Not a City Action/Not City-controlled
47	Strengthen the connection between Monroe Street Merchants and the nearby neighborhoods	Not a City Action/Not City-controlled
47	Enhance the regional image of Monroe Street	Not a City Action/Not City-controlled

Monroe Street Commerical District Plan

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	Off-Street Parking Recommendations	

46	At the Monroe-Regent node there are a number of public parking areas. As new development/redevelopment occurs, maintaining this parking is important.	Implemented - public parking maintained at Trader Joe's site. Discuss Wingra Lot with Parking Utility and Library.
46	As new development occurs, parking should be required, but shared parking and the use of alternate modes of transportation should be encouraged.	Parking requirements are governed by the zoning code - the Monroe Street corridor is in the TOD overlay zone, which has no minimum parking requirements.
46	Parking areas along Monroe Street need to be clearly identified.	Public parking and street parking is clearly identified.
46	Parking areas could be made more attractive, and organized more effectively, to maximize the number of spaces. This may include creating shared parking areas.	Governed by the zoning code.
46	For the Monroe-Commonwealth node, shared parking arrangements with Wingra Park is encouraged. Opportunities for sharing may be found during times when park usage is lower.	Discuss with Parks.
	Street Parking Recommendations	
46	Opportunities for creating well-publicized or specifically designated parking areas along side streets, which do not negatively effect the residential neighborhood, should be investigated.	Outside of city control
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	Pedestrian/Bicycle Paths Recommendations	
46	Clear signage to show local establishments and bicycle-oriented amenities should be provided along Monroe Street and the path. It is estimated that such signage could cost approximately \$15,000.	Wayfinding signage along the SW Path has been implemented. Bike racks included as part of Monroe Street reconstruction.

47	Linking Edgewood Drive and the Wingra Park Bike Path should be pursued. This requires a statement of public need by the Common Council. One possible scenario to provide linkage might involve acquiring properties along both Terry Place and Woodrow, perhaps involving acquisition of buildings back-to-back, acquisition of an easement and resale of the buildings might accomplish this.	Shared-use path linkages will be analyzed as part of the plan process.
47	Bicycle parking opportunities should be increased, especially in conjunction with new development.	Zoning Code requirement.
	Multi-Modal transportation Recommendations	
47	Monroe Street Merchants could develop a marketing strategy which targets a variety of alternate transportation users. This could involve the preparation of special brochures listing both bus schedule information and information on local businesses. Advertising within the busses could be utilized to call attention to businesses and events along Monroe Street.	Not a City Action/Not City-controlled.
	Management and Operation Recommendations	
47	A listing of available properties and a database of available square foot parking and area amenities should be maintained.	Not a City Action/Not City-controlled.
47	A method for funding public improvements, business recruitment and generation should be developed. This may include the creation of a BID District. The long-term maintenance and operation of the Monroe Street Commercial District is critical to maintaining the balance for the type of district desired by both the area residents and merchants.	BID would be business-initated - discuss/consider as a plan partnership.
47	As changes and new developments are proposed along Monroe Street they will provide an opportunity to enhance the district's visual character while addressing needs such as parking. An urban design district will provide the opportunity for closer scrutiny of new proposals. This will impact existing businesses also, yet the long-term benefit of introducing an additional layer of approval will ensure the implementation of projects acceptable along Monroe Street.	Consider keeping in context of reviewing all UDDs citywide.
47	In order to effectively use the above-mentioned urban design district, the community should embark on developing detailed design guidelines. Section J of this document begins to address some of the standards for Monroe Street.	Design standards would be created if it is decided to move forward with UDD creation.
47	In order to maintain and enhance the quality of the Monroe Street Commercial District, the organization of the Merchants Association should be strengthened. Active membership should come from all three commercial areas along Monroe Street. Members should pay dues, a clear list of activities and projects to be completed should be defined, and committees to continue the current activities should be created.	Not a City Action/Not City-controlled.
	Market Study Recommendations	
47	Establish a project steering committee to guide plan implementation	Not a City Action/Not City-controlled.

47	Develop an organization with the ability to provide expanded management, business development and marketing	Not a City Action/Not City-controlled.
47	Identify funding for management, business development, and marketing programs	Not a City Action/Not City-controlled.
47	Establish an annual budget for management, business development, and marketing programs	Not a City Action/Not City-controlled.
47	Recruit sustainable business that attract additional customers to Monroe Street	Not a City Action/Not City-controlled.
47	Make existing Monroe Street businesses more successful	Too vague; not a City Action/Not City-controlled
47	Establish a baseline joint marketing program	Not a City Action/Not City-controlled
47	Strengthen the connection between Monroe Street Merchants and the nearby neighborhoods	Not a City Action/Not City-controlled
47	Enhance the regional image of Monroe Street	Not a City Action/Not City-controlled

Park Street Urban Design Guidelines (2004)

Page	Goal/Strategy/Action/Recommendation	Near West Area Plan
2	GATEWAY: Improve the visual character of the Park Street corridor to reflect its role as one of the major entrances to the City of Madison, the University of Wisconsin and the State Capitol.	Overly broad; not specific to the area.
2	MAIN STREET: Design a visually pleasing, safe, and socially stimulating "Main Street" for the Southside.	Already addressed by Urban Design District 7; Park Street redesign already in progress in association with north-south BRT.
2	BUSINESS DISTRICT: Improve the destination appeal, identity and long-term economic vitality of the Park Street Business District.	Need details on how to do this if it is included in Near West; most of the non-UW part of the corridor is in the South Area Plan boundary.
2	AFFORABILITY: Allow for self-expression, innovation, diversity and affordability in private property improvements to create an overall attractive appearance for the Park Street corridor.	City-wide programs like Façade Improvement Grant can help with this. Private business owners control their own aesthetics.
2	MULTI-CULTURAL: Celebrate the multi-cultural and international character of the Park Street corridor.	Need details on how to do this if it is included in Near West; most of the non-UW part of the corridor is in the South Area Plan boundary.
2	BICYCLE AND PEDESTRIAN: Make the street more pedestrian and bicycle friendly.	Park Street redesign already in progress in association with north-south BRT.
Page	SPECIFIC to Near West Boundary	Near West Area Plan
32	Explore adding all-way pedestrian crosswalks along Park Street at the Fish Hatchery Road, West Washington Avenue, and Olin Avenue intersections	Already implemented
32	Explore the use of pedestrian warning lights at uncontrolled intersections (ie. Emerald Street) where there is a higher volume of pedestrian and bicycle crossings	Already implemented at Emeral St. Team will review other uncontrolled intersections.
32	Where feasible, construct "bump-outs" on side streets adjacent to Park Street in high pedestrian traffic areas. Bump-outs can shorten crosswalk distances and provide areas for street furniture and amenities	Unlikely due to BRT line and lack of Right of Way
36	The section of Park Street between Regent Street and Haywood Street should be prioritized for pedestrian scale lighting corresponding to the newly adopted TIF district and the Meriter Hospital and St. Marys Hospital expansion projects.	Team will review feasibility.

40	Fish Hatchery Road, West Washington Avenue and Regent Street are major arterial streets that intersect with Park Street. These intersections should be beautified with landscaping and signage features that are scaled and proportioned to respond to both the pedestrian and vehicular travelers.	W Wash intersection already implemented. Team will review Regent and S Park st intersection.
40	The beautification of the West Washington Avenue intersection at Park Street should include signage that marks the entrance to the State Capitol and Downtown Madison.	Typically led by community members
40	Park Street and Regent Street intersection should include signage and/or monuments that will mark the entrance to the University of Wisconsin.	It should be led by the UW Madison

NOTE: The vast majority of the recommendations are not site-specific and are therefore too broad to translate into tangible, implementable actions. Many also address issues that are beyond the City's direct authority or control.

Brittingham-Vilas Neighborhood Plan (1989)

Page	Goal/Strategy/Action/Recommendation	Near West Area Plan
	Neighborhood Cohesiveness	
2	Re-establish a neighborhood association to administer and coordinate activities to improve the quality of life within the neighborhood.	Greenbush and Vilas Neighborhood Association are currently active and engaged in the community.
2	Publish a neighborhood newsletter to help bring area residents together; to inform them of available resources within the neighborhood; and to educate them on relevant and important issues affecting the neighborhood.	Both NA share updates through their website and reoccurring online newsletters.
3	Encourage the publication of a variety of informational brochures to promote the neighborhood as a good place to live.	Both NA share updates through their website and reoccurring online newsletters.
	Community Service	
3	Support the continued operation, maintenance, and upgrading of the Neighborhood House Community Center.	Neighborhood House already recieves state and local funding through the Community Development Investment program (i.e., \$250,000 in 2025)
3	Install barrier-free ramps at key locations to provide easier movement by people of all ages, including those with disabilities.	Planning staff, in collaboration with community members would need to identify new locations, if needed (intersection curb ramps have come a long way since 1989).
3	Install security and safety devices such as deadbolts, window locks, and smoke alarms in owner-occupied homes of income-eligible elderly persons to provide them with a more secure environment.	Outside of the scope of the Plan.
	Land Use & Zoning	
3	Retain existing neighborhood zoning classifications and districts at current density levels.	Classifications have changed with zoning code rewrite. Rezoning consistent with GFLU Map must be considered.

3	Increase enforcement of the density requirements pertaining to unrelated individuals living in owner- and renter-occupied dwelling units in the R2, R3, and R4A zoning districts.	Zoning currently allows up to five unrelated adults and the dependents of each, living together as a single household.
3	Encourage the reuse of Longfellow School for public use.	Building has been retrofitted to apartments.
	Housing	
3	Encourage the continued City support of programs to assist owner-occupied households to upgrade existing properties and/or to purchase properties in the neighborhood.	City wide strategy already implemented.
3	Encourage the continued City support of low interest loans and other financial incentives to make it possible for rental property owners to rehabilitate residential structures.	Rental Rehabilitation Loan Program - City wide strategy already implemented.
3	Support the continued acquisition and rehabilitation of existing housing stock for cooperative housing to provide affordable housing within the neighborhood.	City has a program to allow for rehabilitation of affordable housing.
	Commercial	
3	Conduct a market feasibility study of the Park Street and Regent Street business districts to identify business development needs or opportunities and to determine the potential for redevelopment of selected vacant and underutilized properties in the area.	Business engagement is part of planning process. Process will evaluate potential redevelopment concept areas.
4	Develop Commercial District Design Guidelines for Regent and Monroe Streets to promote architectural harmony among existing and new buildings, including outdoor advertising signs.	Area plans do not establish corridor-by-corridor design guidelines. 2013 zoning code provides more guidance on design. Outdoor advertising is covered by the sign ordinance.
4	Encourage private businesses to install barrierfree ramps to improve the accessibility of their business to people of all ages, including those with disabilities.	The City enforces the applicable accessibility requirements in the building code (primarily the Wisconsin Commercial Building Code and the federal Americans with Disabilities Act (ADA)).
	Transportation	

4	Re-evaluate the impacts on traffic flow patterns and volumes at the time of new influx of traffic adjacent to and within the neighborhood from the West Rail Corridor development, expansion of Meriter and St. Marys Hospitals, and other potential redevelopment projects.	Traffic Engineering can require traffic impact analysis for substantial redevelopment projects.
4	Increase enforcement of residential speed limits, especially on South Mills and Drake streets during peak hours.	Team will discuss speeding issues with TE and MPD as part of process.
4	Inform neighborhood residents of the potential of establishing residential two-hour parking zones and permits to help discourage all day parking on residential streets by non-users of the neighborhood, and discuss with the city possible changes in parking ordinances to better serve the parking needs of the neighborhood.	Much of the area is under a 2-hour parking restriction.
4	Improve the synchronization of traffic lights or use other means to improve the ease and safety of pedestrians crossing Regent, Monroe, and Park streets.	Pedestrian improvements made as part of 2018 Monroe Street reconstruction and are planned for upcoming Regent Street and Park Street reconstruction projects.
Aesthetics and Open Space		
4	Improve City clean-up activities in the neighborhood, especially after athletic or social events at Camp Randall, Henry Vilas Park and Zoo, and Brittingham Park.	Neighborhood initiative.
4	Encourage tree and shrub planting in the residential and business districts to improve the visual appearance of the neighborhood.	Commercial properties are covered by landscaping ordinance requirements. Single-family homes/duplexes do not have landscaping requirements. Street trees will be discussed with the Forestry Division.
4	Support the maintenance, repair, and upkeep of historic structures in the neighborhood.	This depends on the type of historic structure. Team will evaluate potential additional sites of historic significance. If retained more detail must be provided on how this would be undertaken.
4	Continued support of city and non-city owned parkland improvement and expansion, especially in densely populated areas.	Parks Div constantly improves public parks conditions.

4	Expand Edward Klief Park.	Complete - Parks acquired properties expand the park.
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