



West Area Plan



Presentation begins 6:30 p.m.



West Area Plan



Project Team: Linda Horvath • Ben Zellers • Breana Collins • Urvashi Martin • Colin Punt

Land Use, Zoning, & Housing Meeting: June 3, 2024, Presentation begins 6:30 p.m.

Meeting Purpose & Expectations



This is a public meeting for the West Area Plan where we invite you to:

- View draft plan maps and actions including highlights of changes to the February 2024 draft
- Ask city staff questions about the draft plan
- Hear questions from other meeting participants

We are here to conduct the business of the city and we ask that you please:

- Treat others with kindness and respect
- Speak one at a time
- Listen
- Let others have a chance to ask their questions and be heard
- Refrain from inflammatory language and behavior

Agenda 6:00-8:00 p.m.

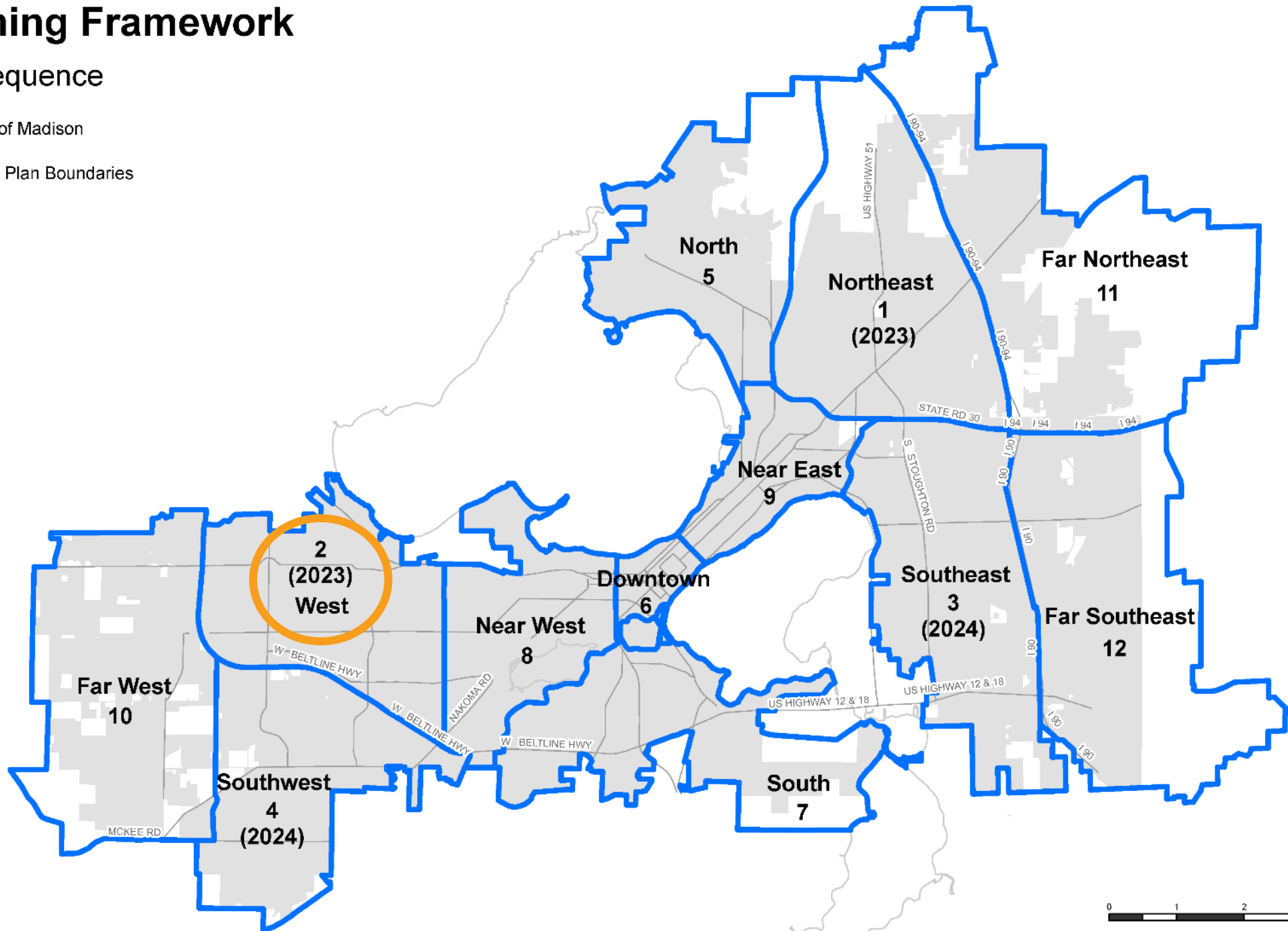


- Open House (6:00-8:00)
- Presentation (6:30-6:40)
 - West Area Plan Overview
 - Land Use in the West Area Plan
 - Zoning in the West Area Plan
 - Housing in the West Area Plan
- Q & A (6:40-8:00)

Planning Framework

Plan Sequence

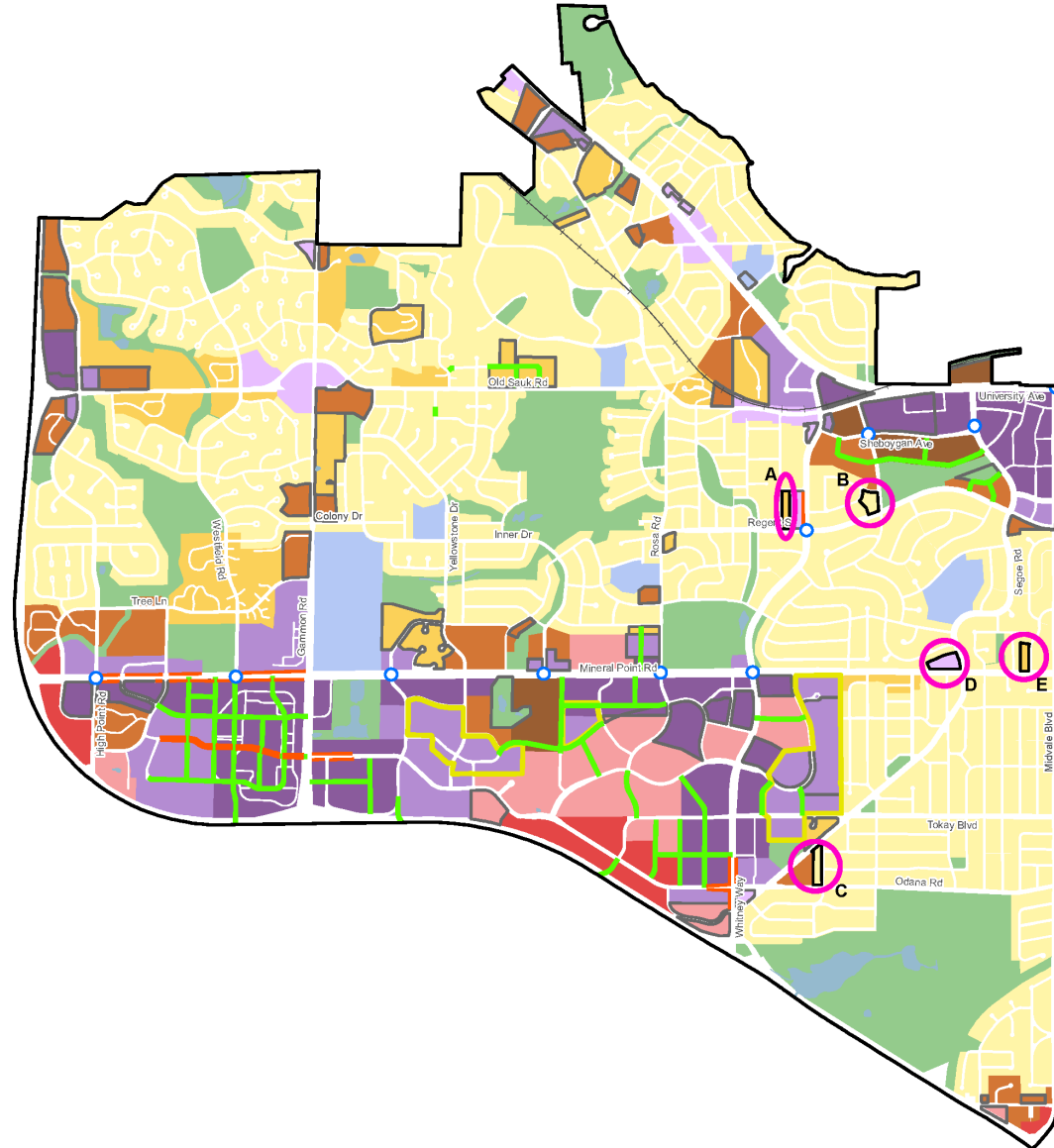
- City of Madison
- Area Plan Boundaries



Future Land Use Map



- The City’s Generalized Future Land Use (GFLU) Map is a major tool to help manage growth by establishing policy guidance for the Plan Commission when it considers rezoning applications for development
- Draft West Area Plan recommends changes to the GFLU to accommodate expected growth. Most changes are along major corridors or in business areas.
- <10% of land on future land use map is proposed for changes.
- All centers of worship will continue as permitted uses regardless of any land use change.



**West Area Plan
Generalized Future Land Use**

- Bus Rapid Transit (BRT) Station
- Commercial Core
- Planned Streets
- Employment or Residential Only Mixed Use Area
- Change in GFLU (2/23/24 Public Review Draft to May 2024 draft)
- Change in GFLU (current Comprehensive Plan to 2/23/24 Public Review Draft)

Generalized Future Land Use

- Low Residential (LR)*
- Low-Medium Residential (LMR)*
- Medium Residential (MR)
- High Residential (HR)
- Neighborhood Mixed Use (NMU)
- Community Mixed Use (CMU)
- Regional Mixed Use (RMU)
- General Commercial (GC)
- Employment (E)
- Parks and Open Space (P)
- Special Institutional (SI)

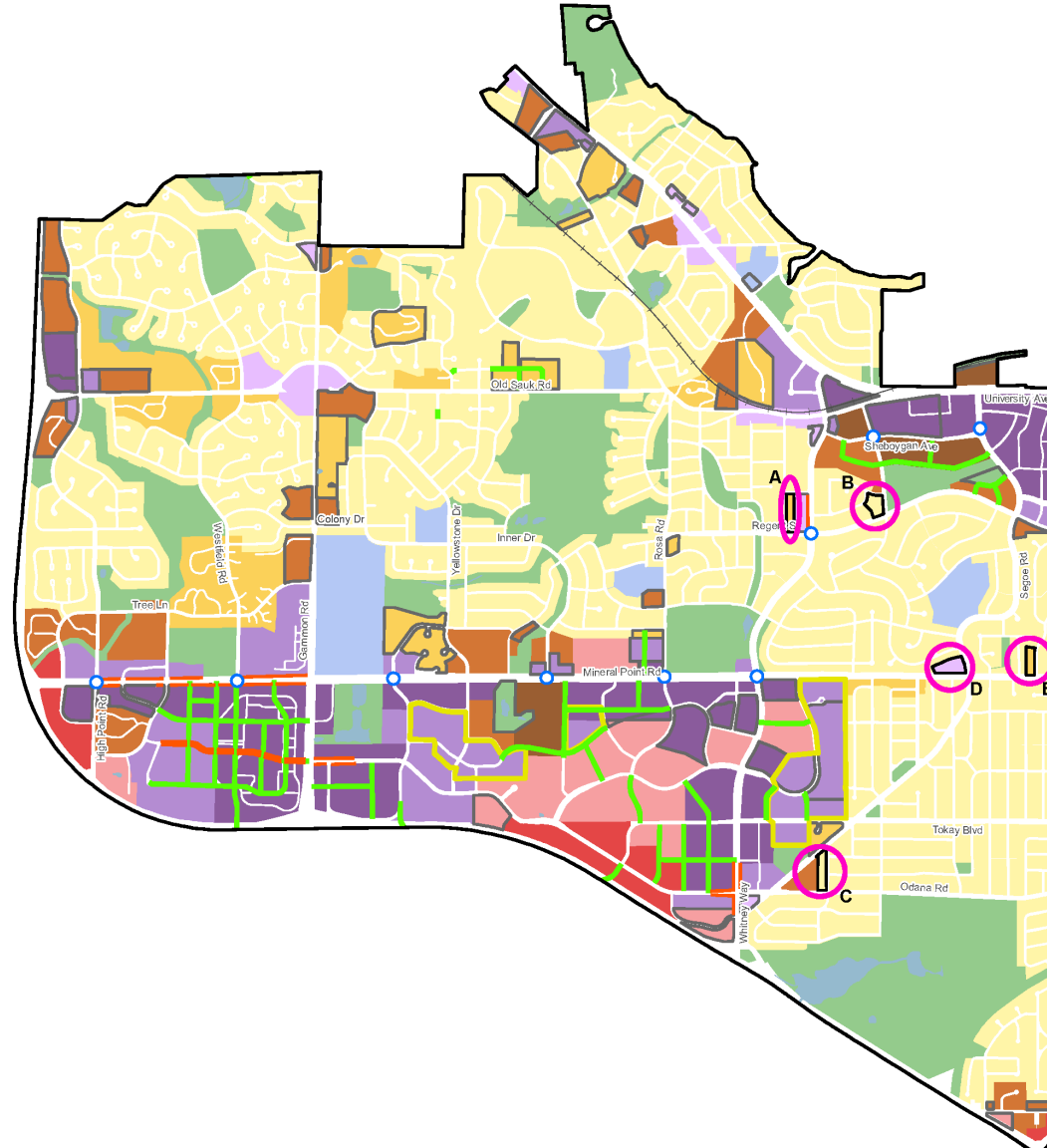
○ = Change from February 23, 2024 Public Review Draft

* Note text on page 20 of the Comprehensive Plan. For LR: Permitted in select conditions at up to 30 DU/ac and three stories, generally along arterial streets or where these types of buildings are already present or planned within an adopted sub-area plan as part of a pattern of mixed residential development. For LMR: Appropriate in select conditions at up to 70 DU/ac and four stories. Factors to be considered include relationships between proposed buildings and their surroundings, natural features, lot and block characteristics, and access to urban services, transit, arterial streets, parks, and amenities.

Future Land Use Map



Area	2023 Comprehensive Plan	Feb 2024 Draft	May 2024 Draft
A	LR	NMU	LMR
B	LR	MR	LR
C	LR	LMR	LR
D	LR	MR	NMU
E	LR	MR	LMR



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Recommended Height Map

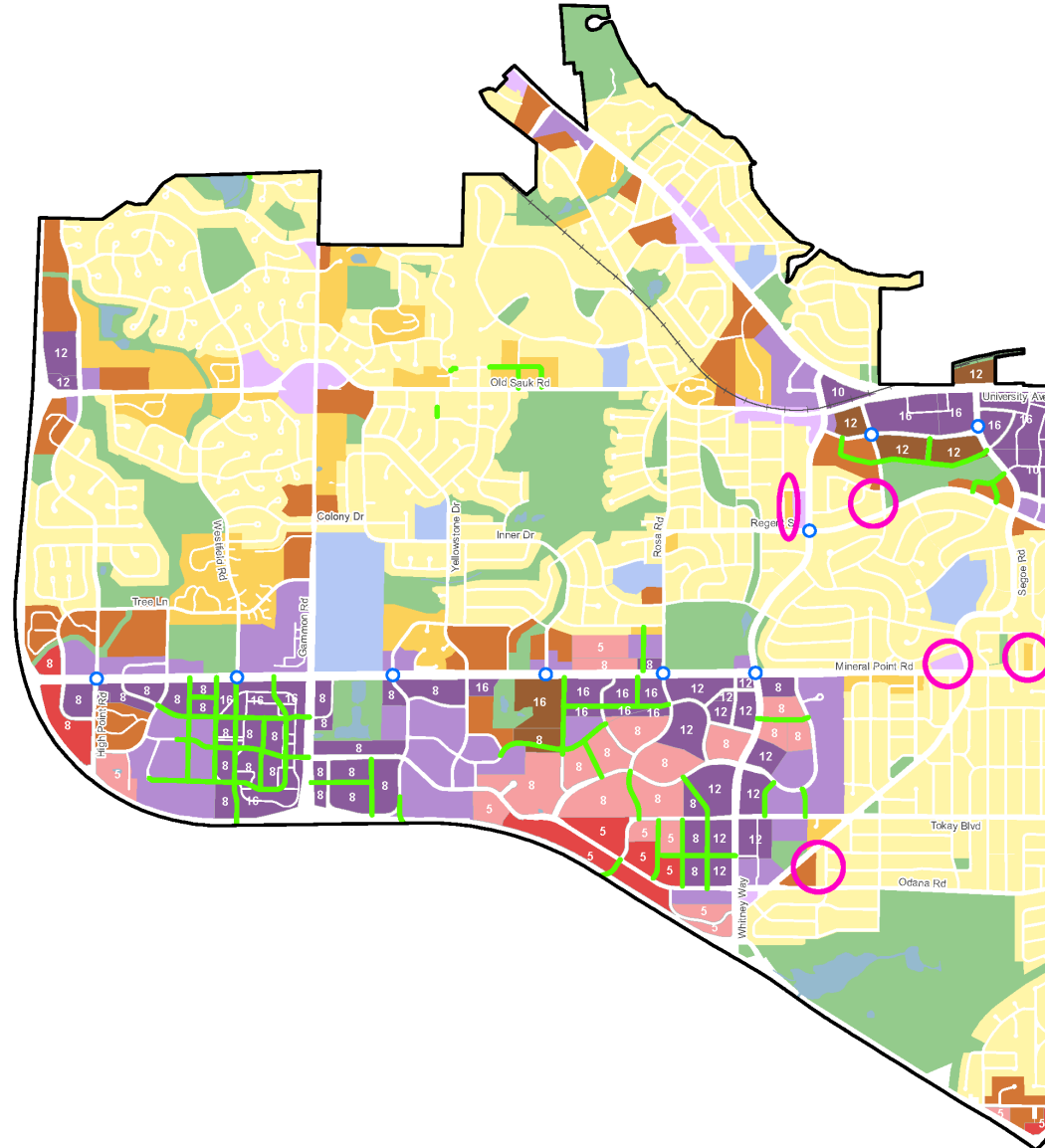


“Built-In” Height Recommendations

- Low Residential (LR)
- Low-Medium Residential (LMR)
- Medium Residential (MR)
- Neighborhood Mixed Use (NMU)
- Community Mixed Use (CMU)

Mapped Height Recommendations

- High Residential (HR)
- Regional Mixed Use (RMU)
- General Commercial (GC)
- Employment (E)



West Area Plan Height Map

- Planned Streets
- Bus Rapid Transit (BRT) Station

Generalized Future Land Use

- 2/3** Low Residential (LR)**
- 3/4** Low-Medium Residential (LMR)**
- 5 Medium Residential (MR)
- # High Residential (HR)*
- 4 Neighborhood Mixed Use (NMU)
- 6 Community Mixed Use (CMU)
- # Regional Mixed Use (RMU)*
- # General Commercial (GC)*
- # Employment (E)*
- Parks and Open Space (P)
- Special Institutional (SI)

* See map for maximum building height.
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○ = Change from February 23, 2024 Public Review Draft (note: no building height numbers have been changed)

Planning Land Uses vs Zoning



Land Use Mapping



- Planning tool with broadly-categorized land uses for general areas.
- *Generalized **Future** Land Use* (GFLU) map is in the City's Comprehensive **Plan** and area plans
- 15 land use **categories**

Zoning

- More specific
- Implements recommendations of plans
- **Ordinance** that regulates use, building form, building location
- Rezoning must be consistent with GFLU map
- 41 **districts** + 8 overlay districts

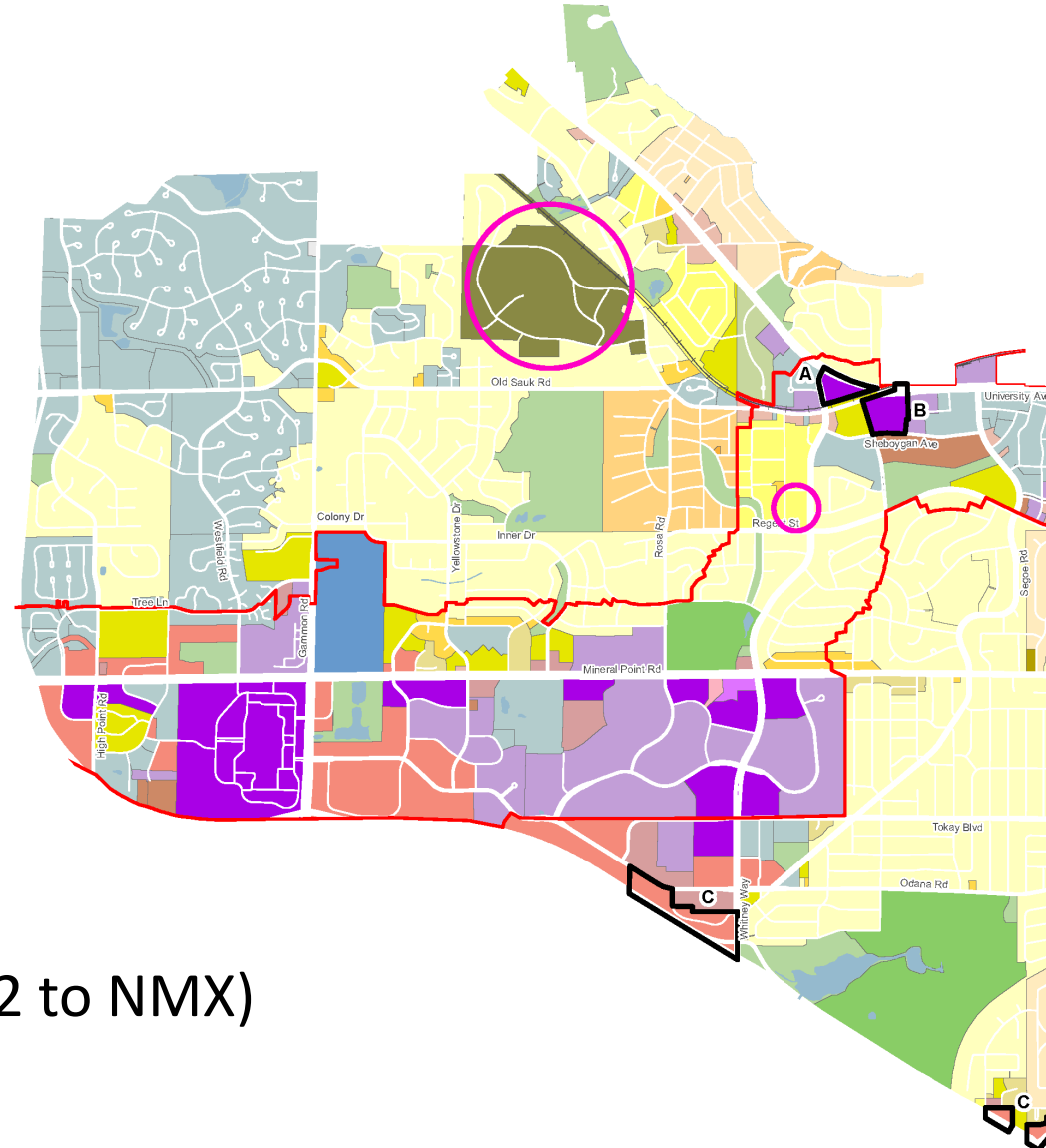
Proactive Rezoning



A. NMX to RMX

B. SE to RMX

C. CC-T to CC



= Change from February 23, 2024 Public Review Draft

Removed from Draft:

- Highlands (TR-R to SR-C1)
- Regent & Whitney Way (SR-C2 to NMX)

Housing



- Work with developers to encourage a wider mix of apartment unit sizes.
- Encourage and incentivize development of smaller-scale “Missing Middle” housing types
- Development along the West Beltline Highway should include a variety of noise mitigation improvements.

Housing



- Increase access to information regarding programs supporting homebuyers & renters.
- If the large residential properties bordering Rennebohm Park redevelop, new residential development should connect to the park.
- Increase awareness and access to existing community programs and services, especially for youth and seniors, and explore expanding them.
- For new housing partially funded by the City, work with partners to distribute housing at costs affordable to a variety of households throughout the area.

Affordable Housing Targeted Areas

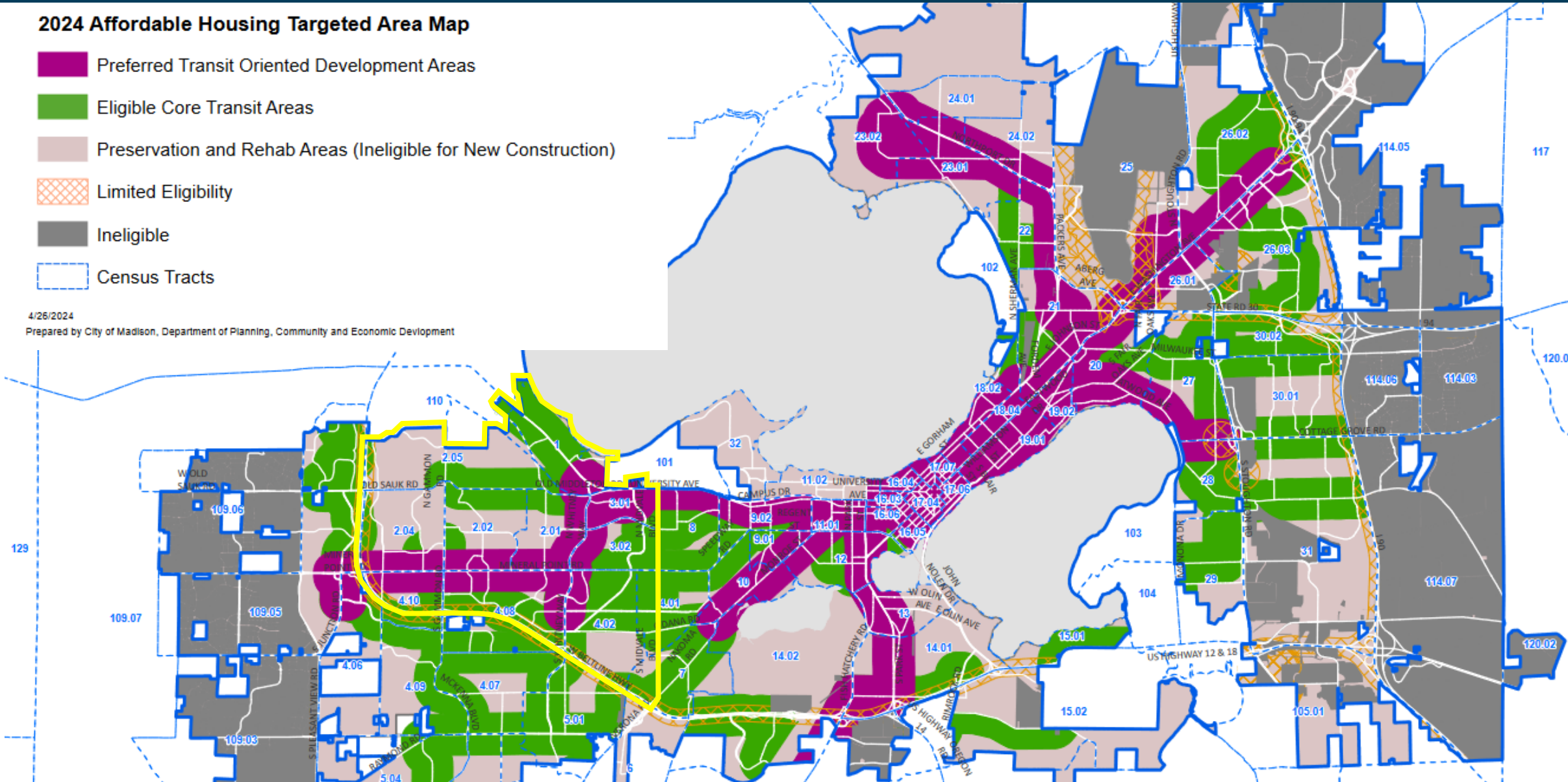


2024 Affordable Housing Targeted Area Map

- Preferred Transit Oriented Development Areas
- Eligible Core Transit Areas
- Preservation and Rehab Areas (Ineligible for New Construction)
- Limited Eligibility
- Ineligible
- Census Tracts

4/26/2024

Prepared by City of Madison, Department of Planning, Community and Economic Development



West Area Plan Estimated Timeline



Action Steps	Timeframe
Virtual Public Meetings	5/28 & 5/30
In-Person Public Meetings	6/3 & 6/6
Current Round of Public Commenting Closes	6/9
Staff Compiles Final Draft	June
Introduce Final Draft at City Council	July

Comment on draft West Area Plan on the project webpage:

www.cityofmadison.com/westplan

Q & A

