

Greater East Towne Area Plan

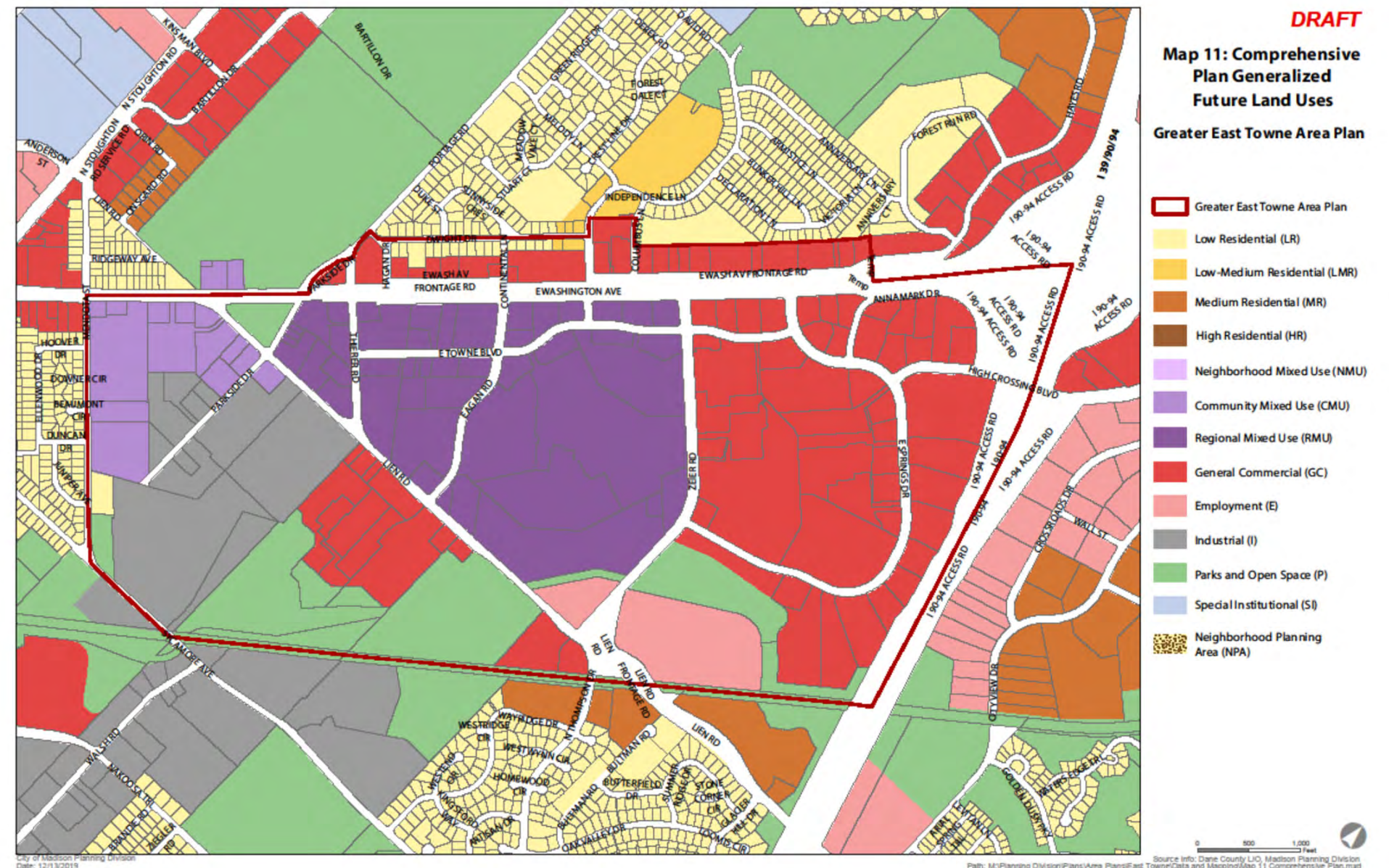
Draft Land Use and
Transportation Concepts

August 18, 2021

Economic Development Committee

Prepare plans to transition auto-oriented commercial areas into mixed-use Activity Centers.

Growth: 50/50 mix of
peripheral &
infill/redevelopment



Public Participation

A vertical timeline graphic consisting of a series of white circles connected by a thin line, positioned on the left side of the slide.

Meeting with Mall Owners

Mall Madness Virtual Prioritization

Spring 2020 Zoom Series #1

Real Estate Professionals & Business Owner Roundtable

Interactive Website Mapping

Variety of Methods to Reach Traditionally Underrepresented Groups

Black, Latino, Hmong Chambers & Madison Network of Black Professionals

Public Participation: Key Findings from Underrepresented Groups



1. Affordability is critical for both housing AND businesses.
2. Need entertainment and recreation for all ages.
3. Development needs to be more equitable, racially diverse, and inclusive.
4. Collaboration is critical between nonprofits, for-profit businesses, and government.
5. Develop ownership models with Black businesses, not just affordable rent/lease spaces.
6. Smaller commercial buildings with character are in high demand in Madison; bigger spaces are hard to make warm and welcoming.

5 Guiding Principles (DRAFT)

1. Creating a place

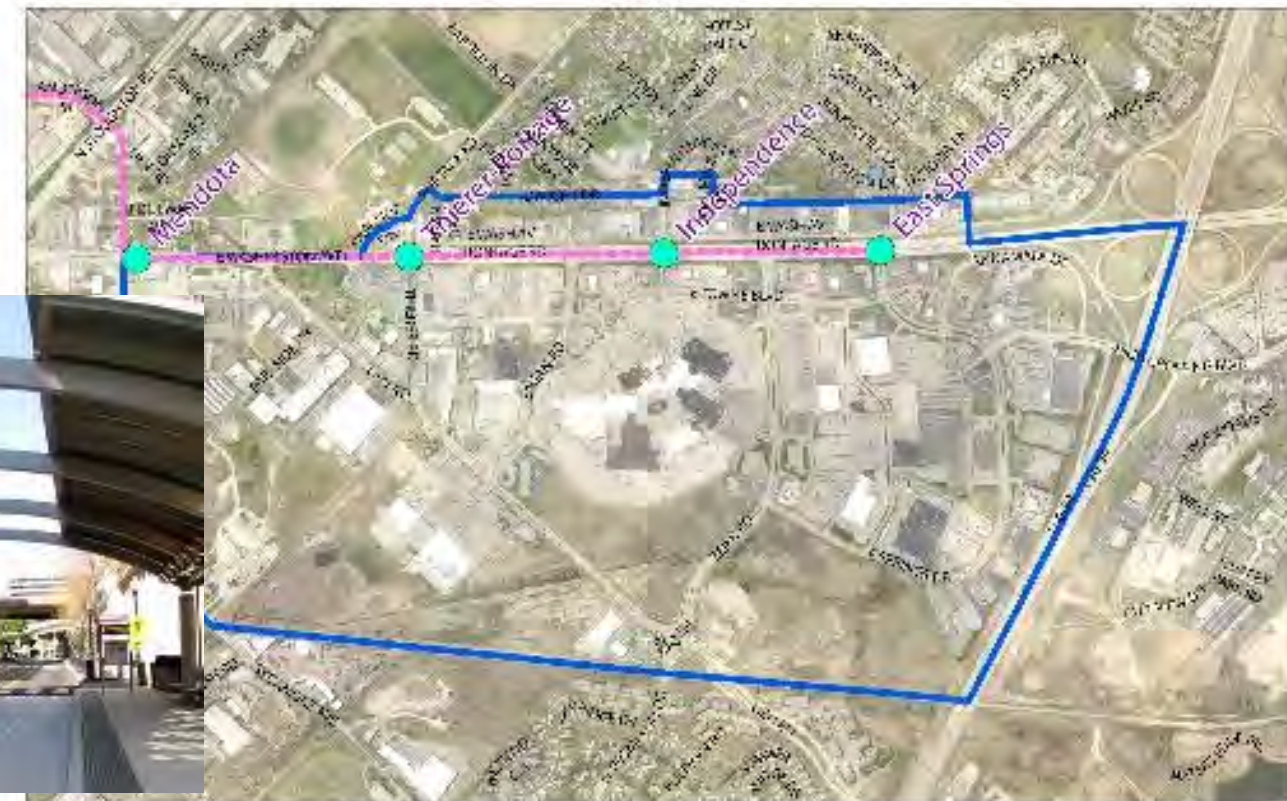
- A new complete neighborhood with a variety of housing choices and activity centers reflecting cultural diversity



5 Guiding Principles (DRAFT)

2. Focus on mobility

- Equitable access to transit, bicycle and pedestrian facilities, and increased street connections
- Plan density along BRT corridor



5 Guiding Principles (DRAFT)



3. Community wealth building

- Quality living wage jobs and opportunities
- Affordable housing and commercial spaces that provide opportunities for community ownership and control

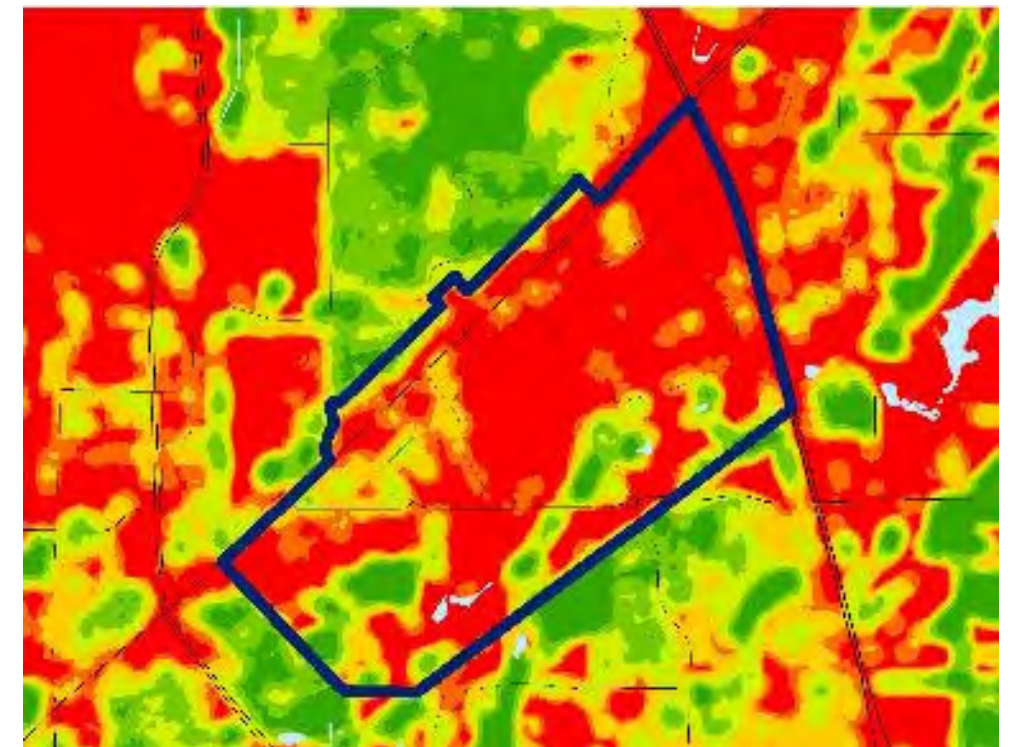
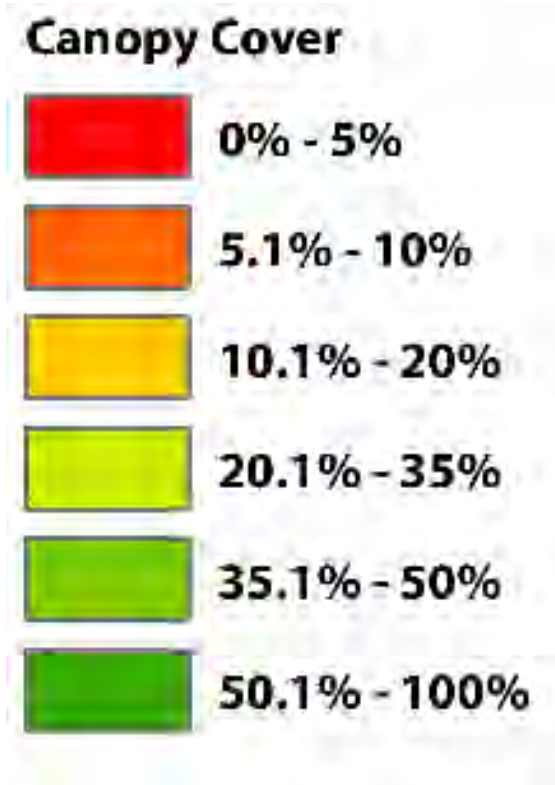


5 Guiding Principles (DRAFT)



4. Center Nature and Sustainability

- Incorporate trees and open space in developed areas
- Embrace natural areas like Starkweather Creek
- Reduce impervious surface and stormwater runoff



5 Guiding Principles (DRAFT)



5. Resiliency

- Ensure all systems and features are adaptable to change in uncertain economic conditions
- Creatively reuse viable buildings



DRAFT Land Use Concept May 2021



LAND USE CONCEPTS

- RMU - Regional Mixed-Use
- CMU - Community Mixed-Use
- E - Employment
- GC - General Commercial
- I - Industrial
- LR - Low Residential
- LMR - Low Medium Residential
- MR - Medium Residential
- P - Parks



BRT Stations



BRT Lines

Potential Streets



Phase 1



Phase 2

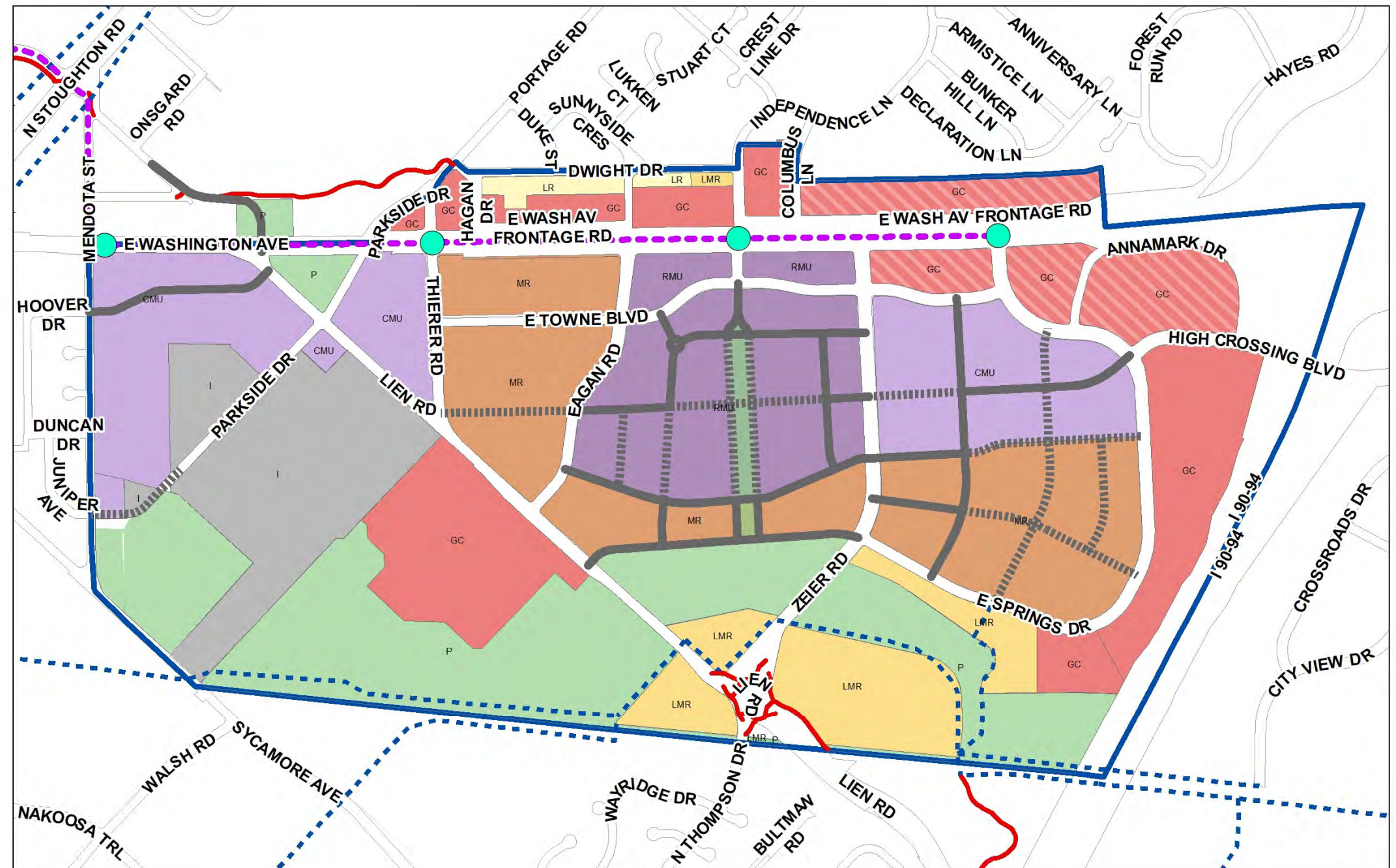
Bike Path



Existing



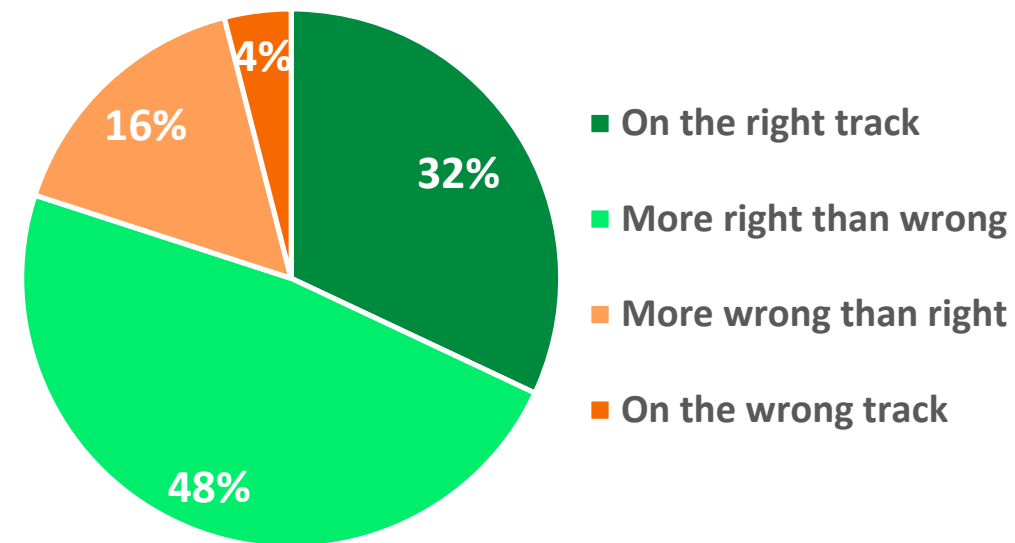
Planned



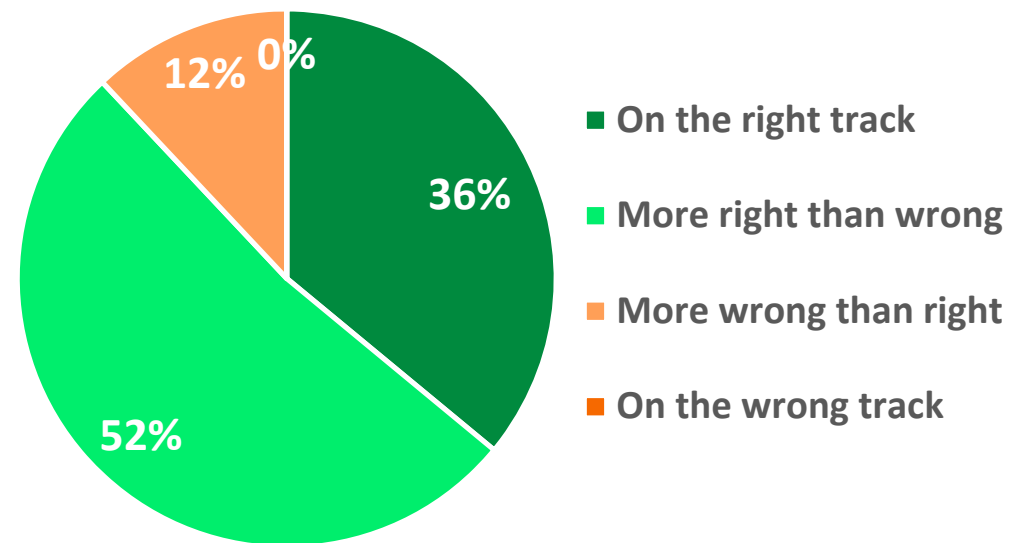
Outreach: Phase 2 Meetings Feedback from Polling Questions



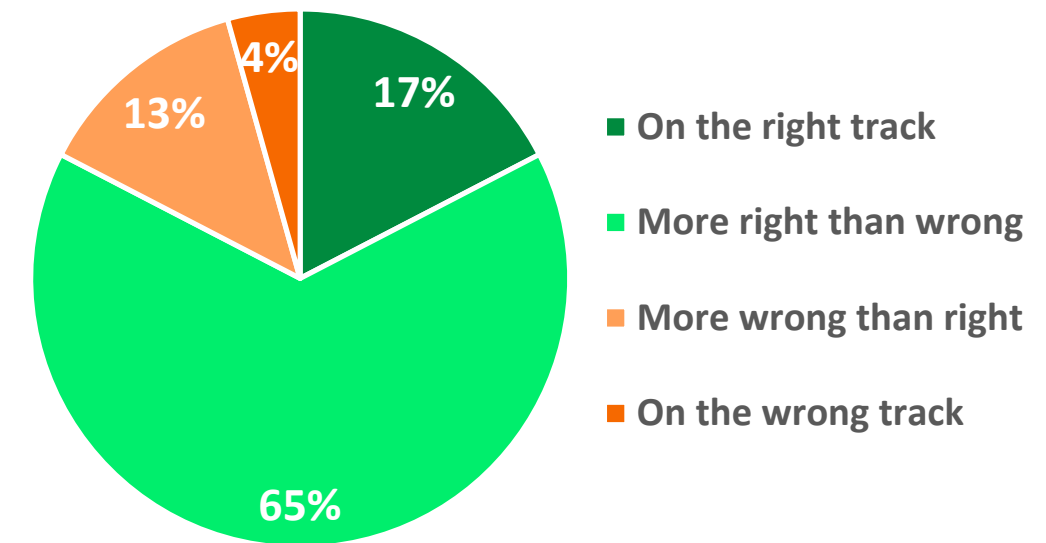
Parks & Open Space



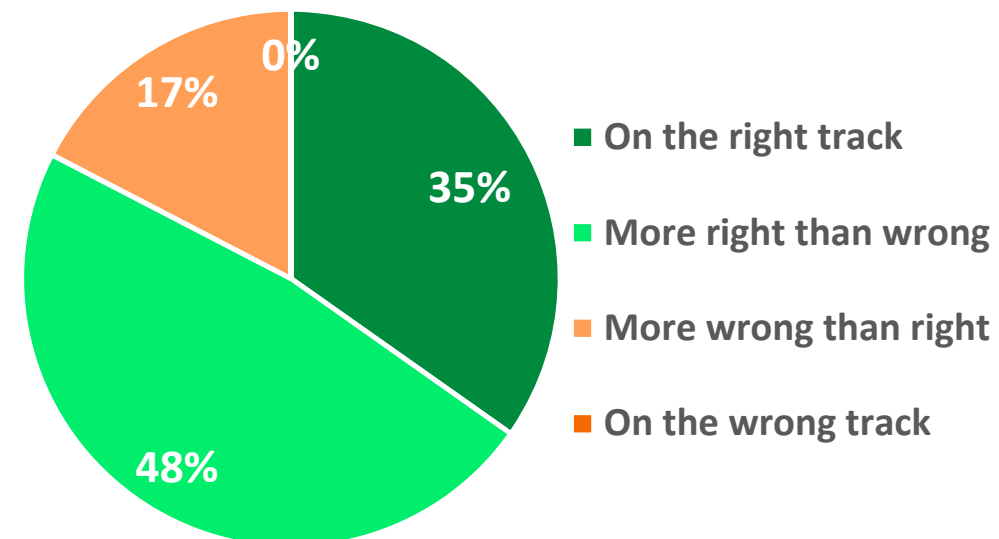
Transportation



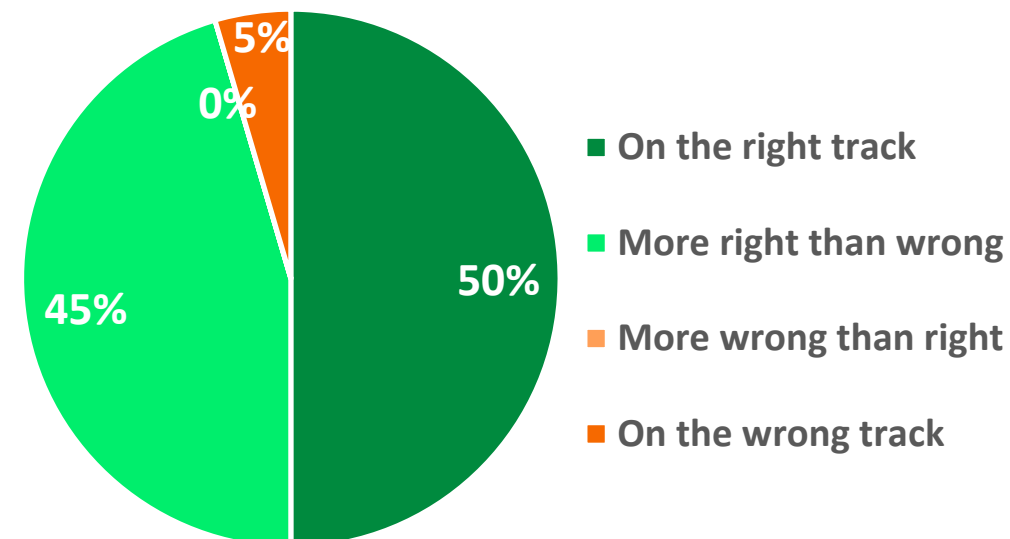
Land Use



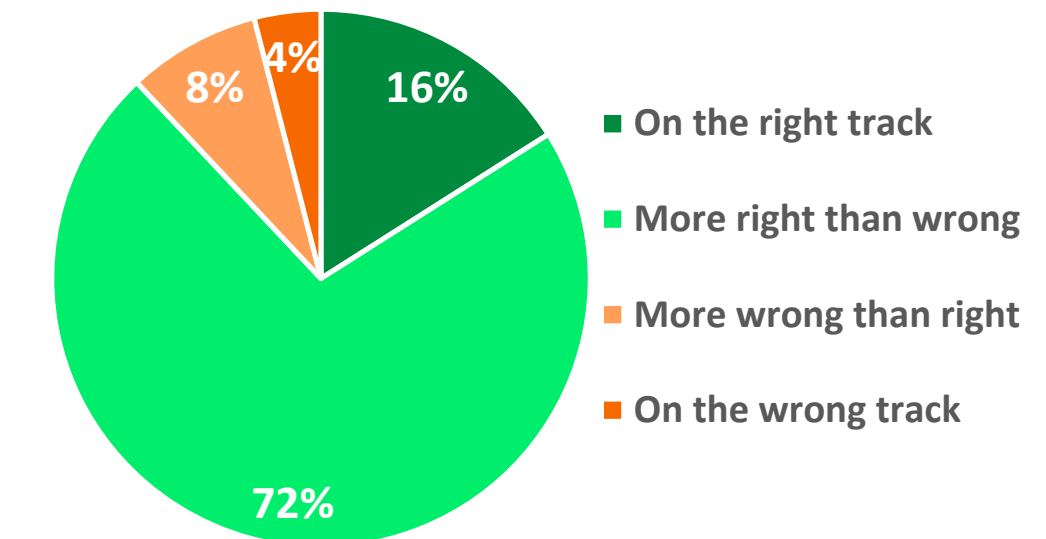
Building Heights



Guiding Principles



Overall Concepts & Plan



DRAFT Land Use Concept - Revised



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BRT Stations



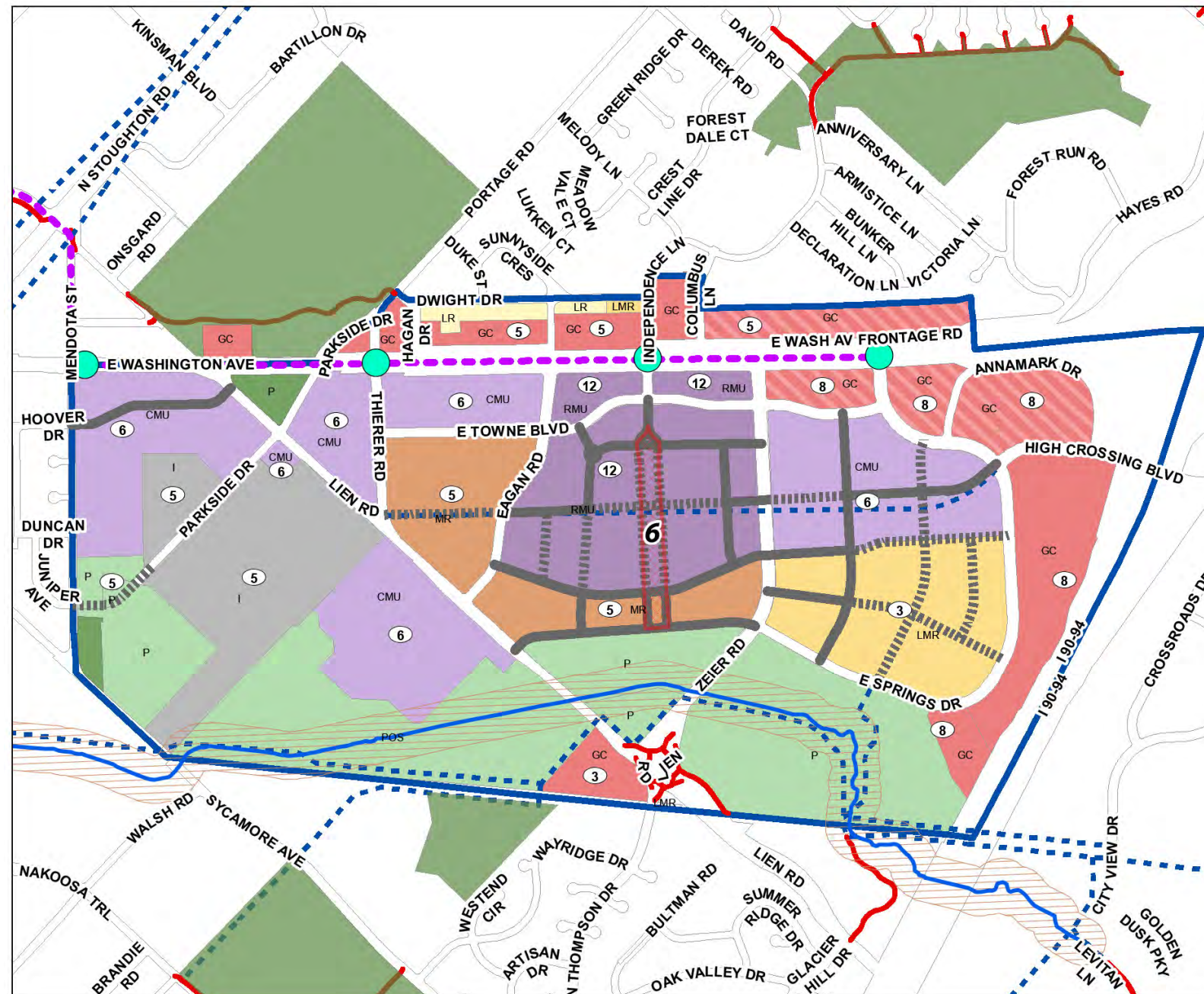
BRT Lines

Potential Streets

- Phase 1
- Phase 2

Bike Path










- Existing
- Planned



DRAFT Land Use Concept - Revised



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BRT Stations



BRT Lines

Potential Streets



Phase 1



Phase 2

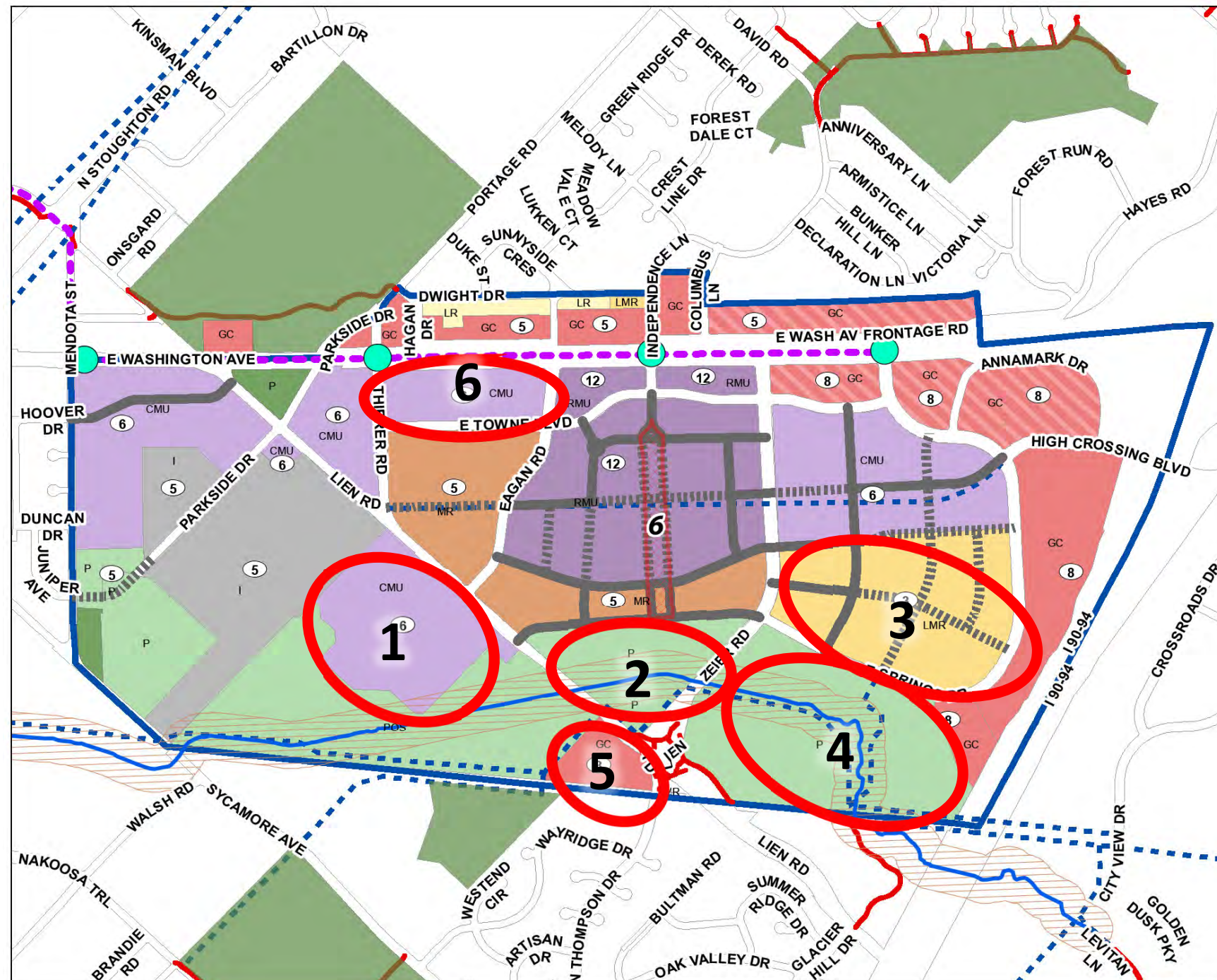
Bike Path



Existing



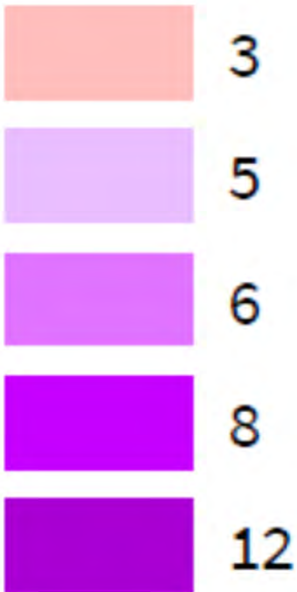
Planned



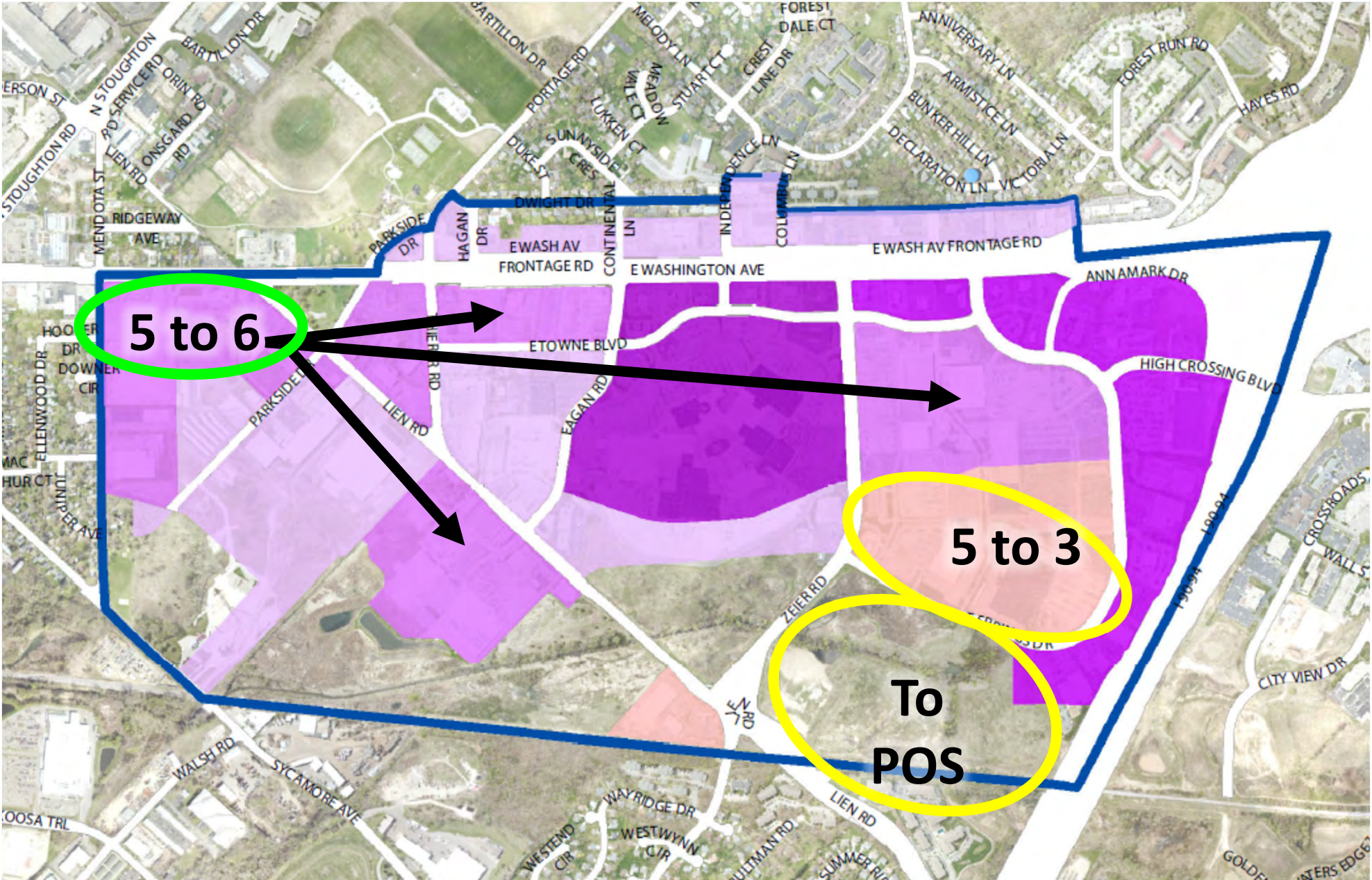
DRAFT Land Use Concept - Revised



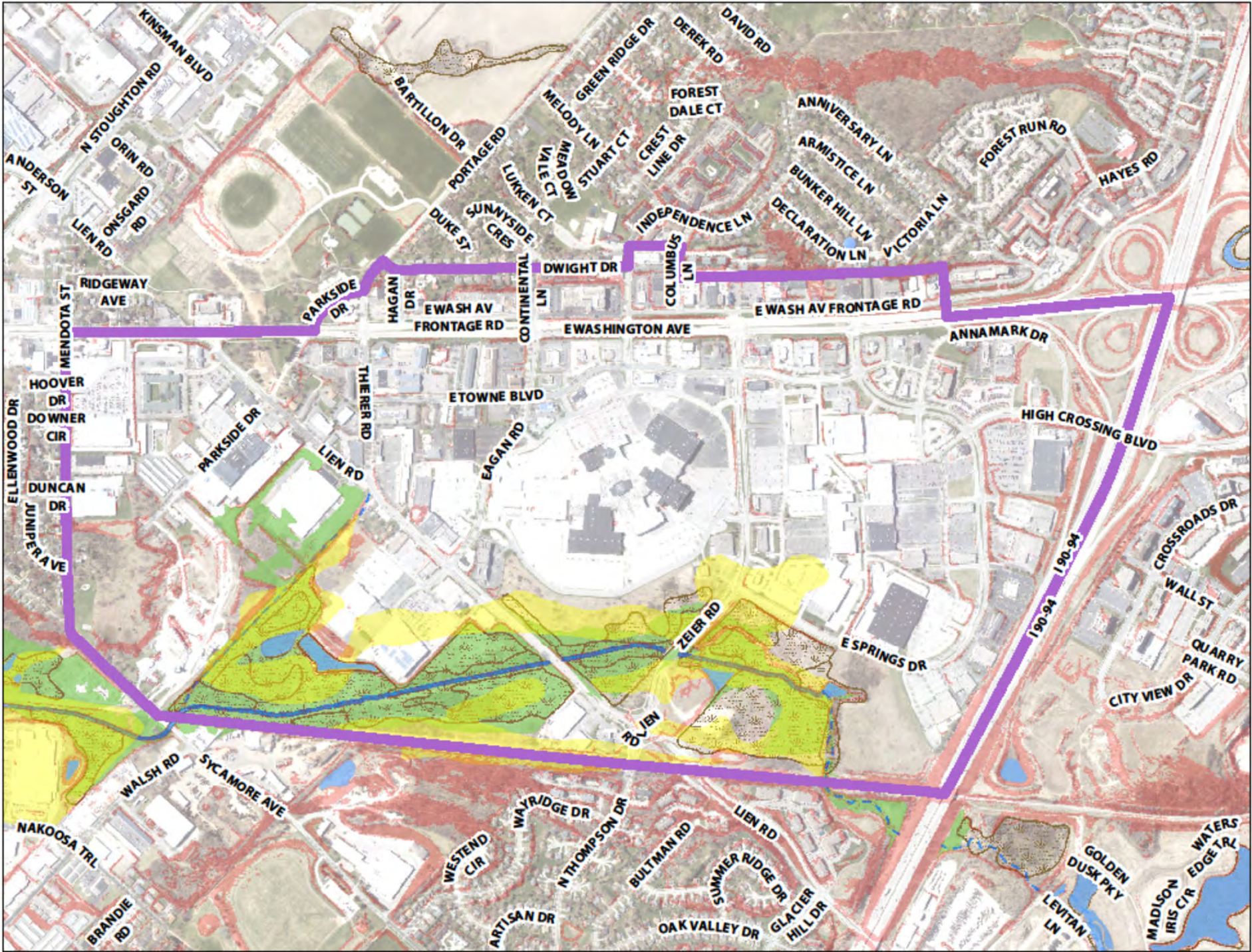
Building Heights



- Height increase since previous draft
- Height decrease since previous draft



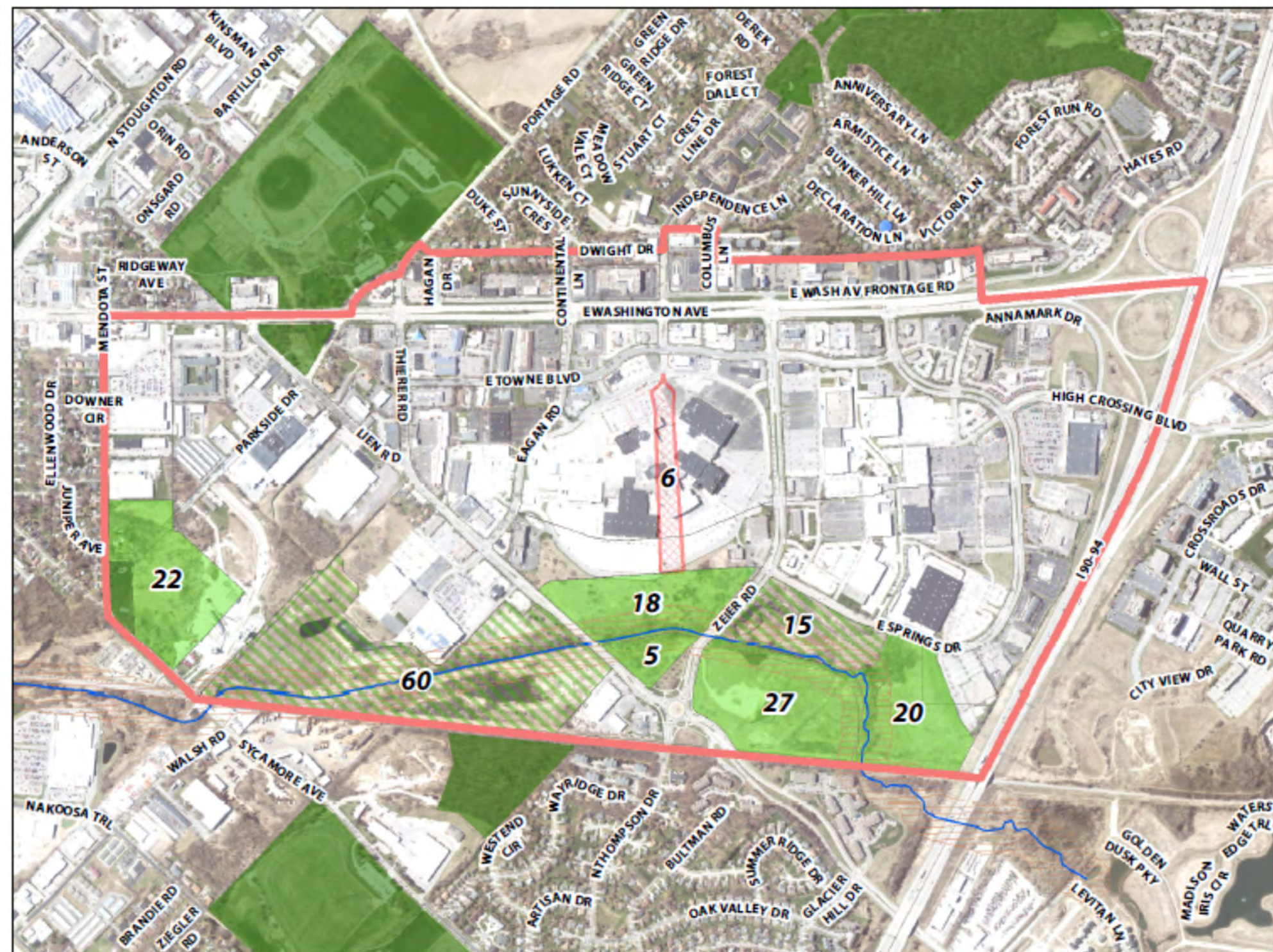
DRAFT Concept: Natural Features Map



Natural Features

- Study Area
- Slope 12% and Greater
- Surface Water
- Perennial Stream
- Intermittent Stream
- Wetlands
- Delineated Floodplain
- Hydric Soils

DRAFT Concept: Park & Open Space/ Stormwater Overlay

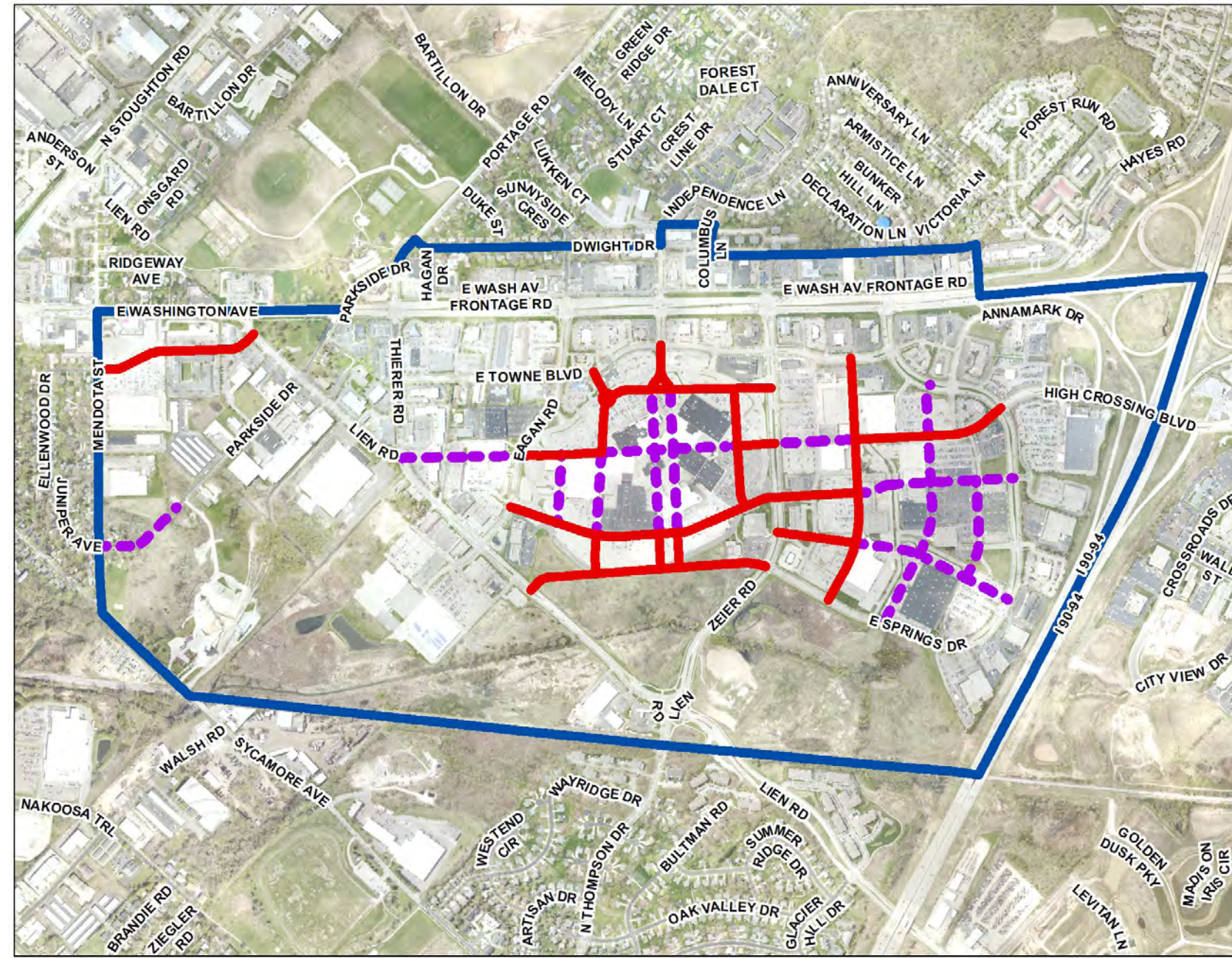


Parks and Open Space

- Existing Parks
- Potential Parks
- Potential Stormwater Space
- Potential Urban Plaza
- # Acreage
- Starkweather Creek
- 200' Buffer of Starkweather Creek



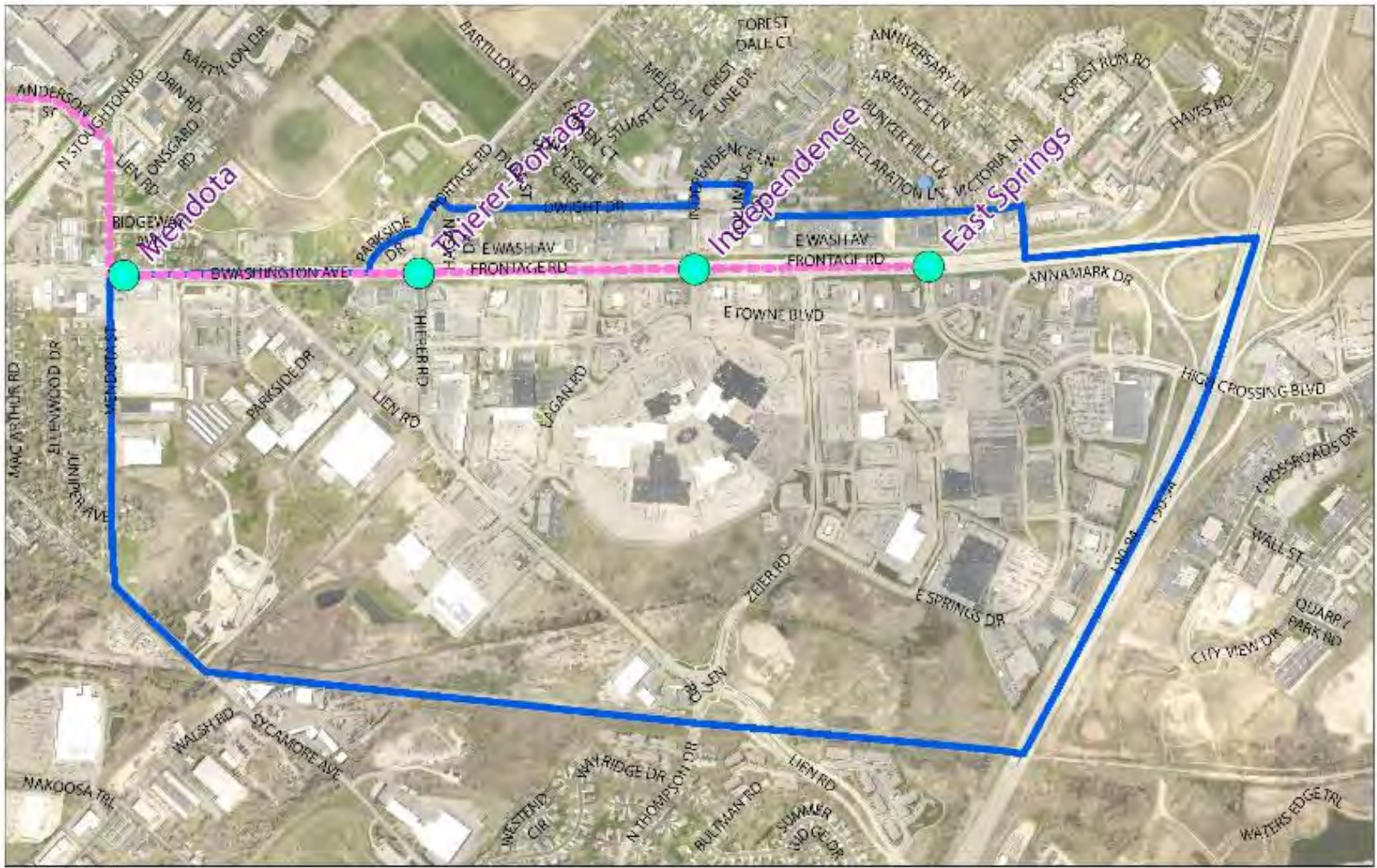
 Early Phases
 Later Phases



DRAFT Concepts: Path/Bicycle Network



DRAFT Concepts: BRT Network



DRAFT Concept: BRT - MPO Growth Projections



Regional growth projections show that **2,500** + units could easily be built in the next 15-25 years. A full build out of the area could accommodate an additional 16,000 people, 9,500 new dwelling units and 27,000 new employees for a total of 18,000 people, 10,000+ dwelling units and potentially up to 28,000 employees.

DRAFT Conceptual Development Phasing Model

Existing Conditions



Potential Phase 1 BRT and Infill on Existing Lots from May 2021 Public Meetings



Potential Phase 2

New streets and new development
from May 2021 Public Meetings



Potential Phase 3

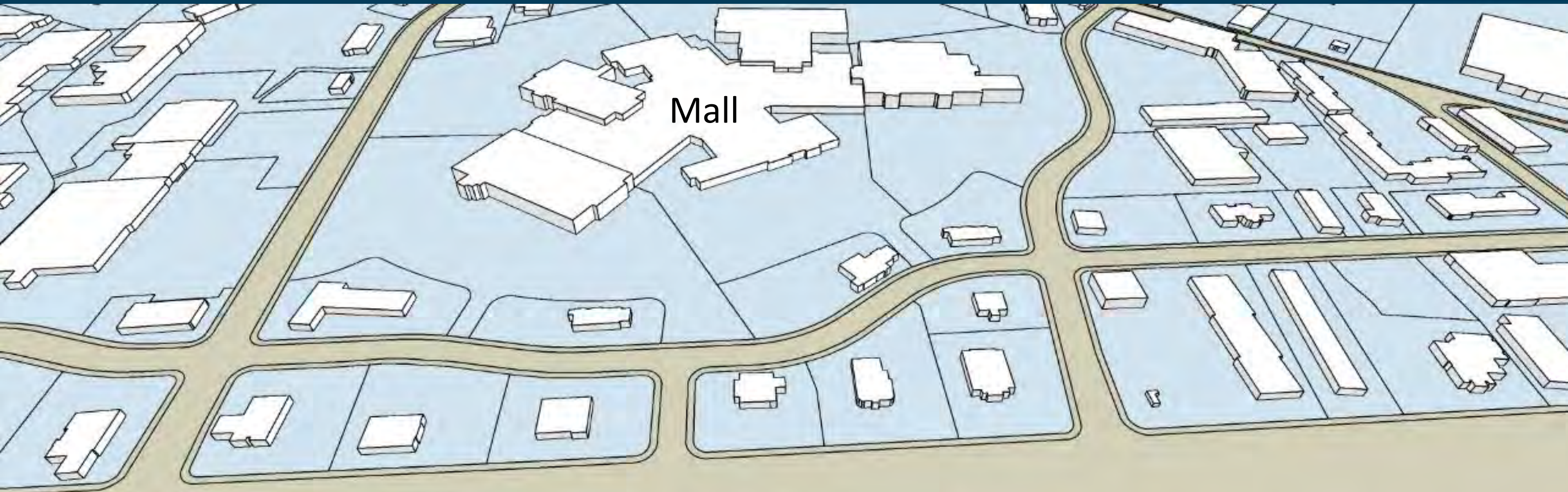
Partial Mall Demo, with added Re-development from May 2021 Public Meetings



Potential Phase 4 from May 2021 Public Meetings



Existing Condition



Potential Phase 1 BRT and Infill on Existing Lots



Potential Phase 2

New streets and new development



Potential Phase 3

Partial Mall Demo, with added Re-development

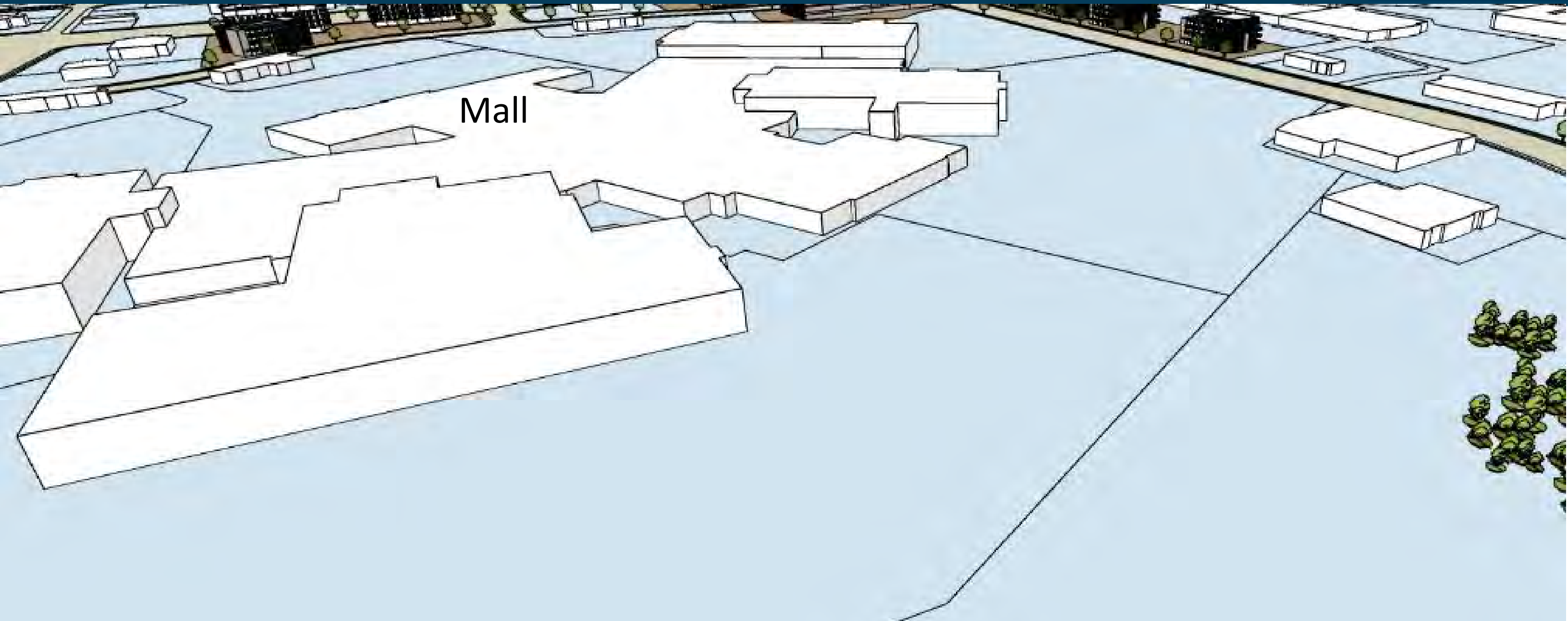


Potential Phase 4

What happens if the Mall goes away?



Potential Phase 1 BRT and Infill on Existing Lots



Potential Phase 2

New streets and new development



Potential Phase 3

Partial Mall Demo, with added Re-development



Potential Phase 4

What happens if the Mall goes away?



Estimated Timeline



Estimated Timeframe	Activity
August/September 2021	Phase 2 BCC meetings BPC, EDC, TPPB, PC (in September)
Sept/October 2021	Draft Plan Recommendations document
November 2021	Phase 3 public meetings
December 2021	Introduce East Towne Area Plan at Common Council; referral to Boards, Committees, and Commissions (BCCs)
January 2022	BCC review (Plan Commission, Board of Park Commissioners, Economic Development Committee, Transportation Policy and Planning Board are expected referrals) Other referrals may be considered as the plan moves forward.
January /February 2022	Common Council – consider adoption

Questions & Wrap-Up



Comments / Questions

A. Draft Future Land Use

- This plan aims to support more Missing Middle Housing, defined as a range of smaller multi-unit or clustered housing types compatible in scale with single-family homes, through the inclusion of land use areas like the Low-Medium Residential area along East Springs Drive. Do you support this residential-specific area? Should we include more of this type of land use in the plan and if so, where?
- Employment overlay on the General Commercial area: Is this flexible enough for an unknown economy?

B. Economic Development Ideas

- What economic development plans/ other innovative ideas (i.e., the Black Business Hub) should we reference to cultivate affordable business space?
- What other economic development strategies does the Committee feel are appropriate for consideration?
- The Global Market & Food Hall in the former “Babies ‘R Us” on Zeier Road is an example of a successful re-interpretation of an empty big box store. What are your thoughts on the balance between trying to re-use existing obsolete buildings vs. demolition and redevelopment? What should our short and long-term economic strategies be in the East Towne Area?

C. Community Facilities

- What else is needed to serve thousands of new residents?

D. What are we missing?

Questions & Wrap-Up



- **Q & A:**
- **Project web page:** cityofmadison.com/EastTownePlan
 - Materials from past meetings/events
- **Project contacts:**
 - Rebecca Cnare: rcnare@cityofmadison.com
 - Linda Horvath: lhervath@cityofmadison.com