

Greater East Towne Area Plan

Draft Land Use and
Transportation Concepts
October 4, 2021
Plan Commission & EDC Guests



Greater East Towne Area Plan Agenda

1. Plan Overview, Participation and Findings
2. Guiding Principles
3. Draft Concept: land use, heights and design; streets & connections; bikes; parks & open space
4. *Proactive rezoning.*
5. Anticipated timeline.

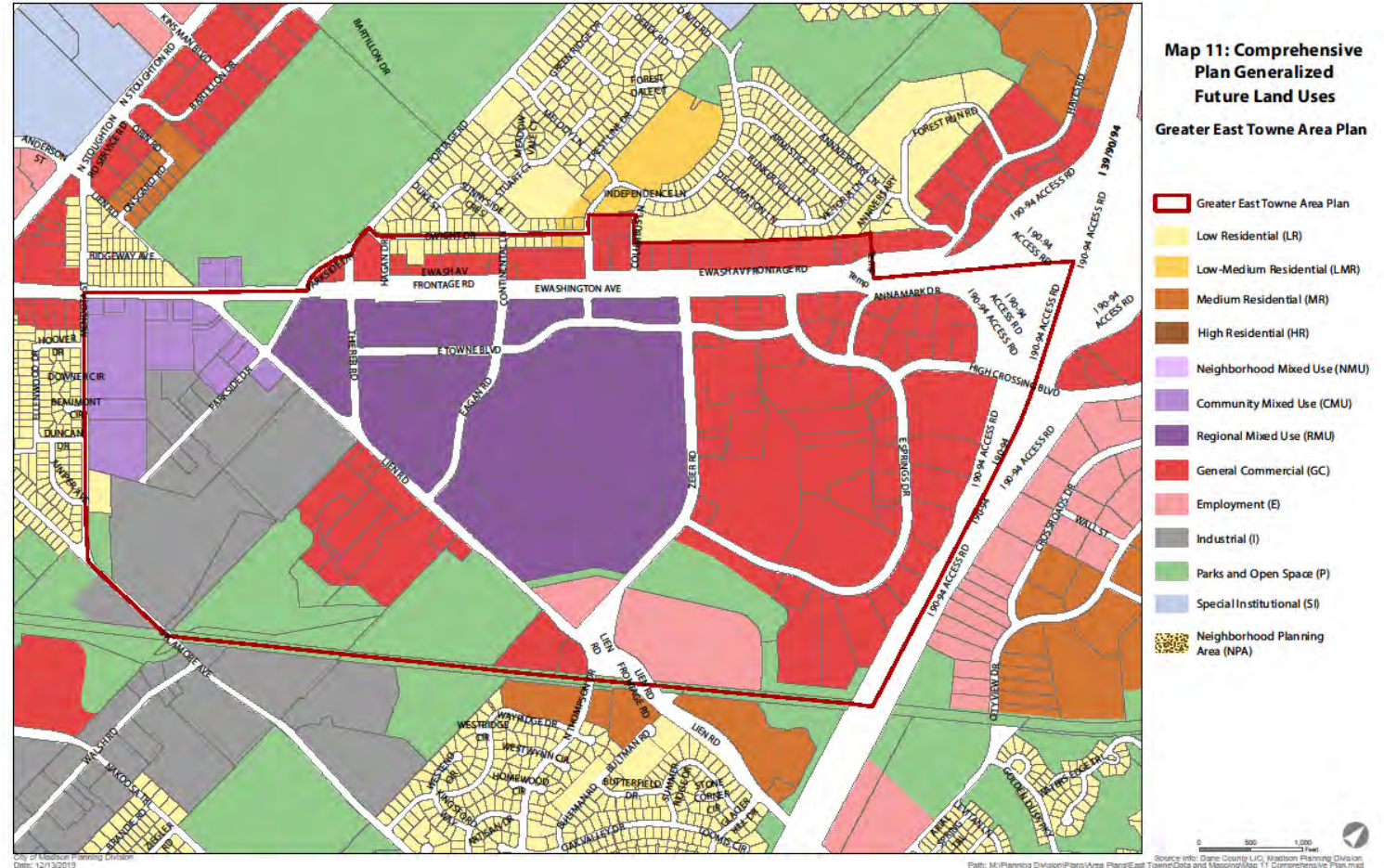
Greater East Towne Area Plan



2018 City Comprehensive Plan:

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



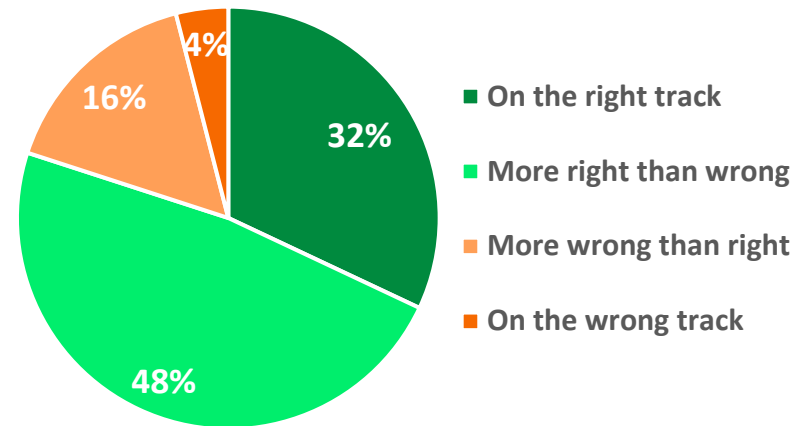
1. Affordability is critical for both housing AND businesses.
2. Need entertainment and recreation for all ages.
3. Development needs to be more equitable, racially diverse, and inclusive.
4. Collaboration is critical between nonprofits, for-profit businesses, and government.
5. Develop ownership models 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.

GETAP Staff has begun the process to do a Racial Equity and Social Justice Initiative (RESJI) Analysis of the Draft Plan Recommendations. Analysis set to start in October.

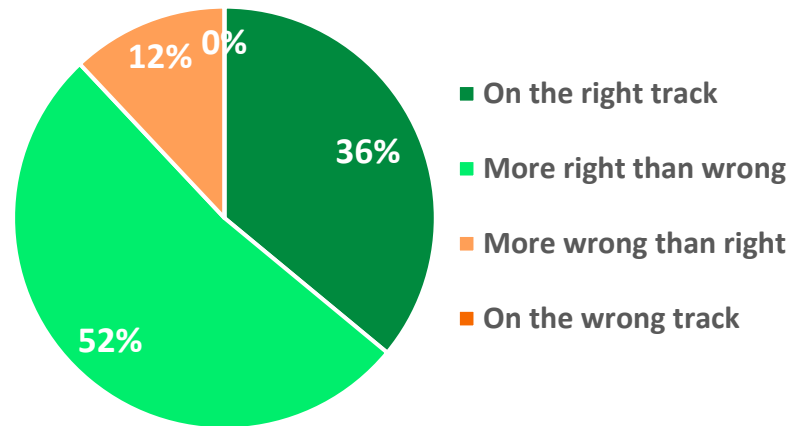
Outreach: Phase 2 Meetings Feedback from Polling Questions



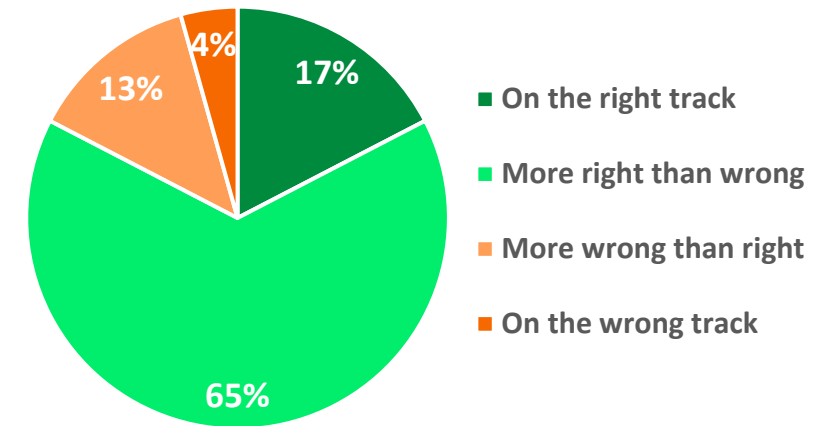
Parks & Open Space



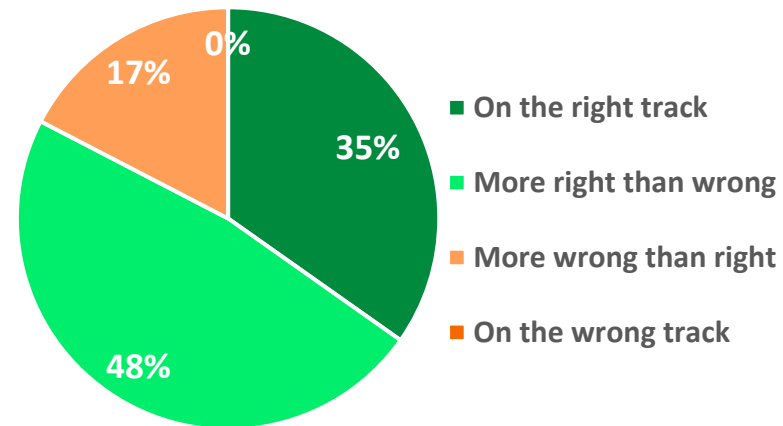
Transportation



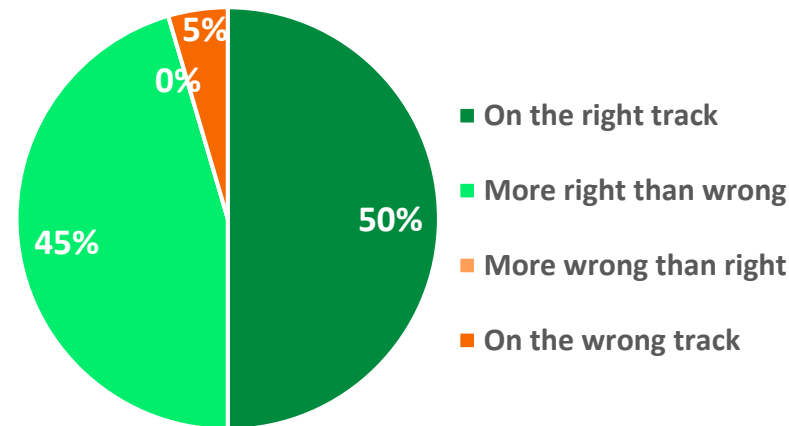
Land Use



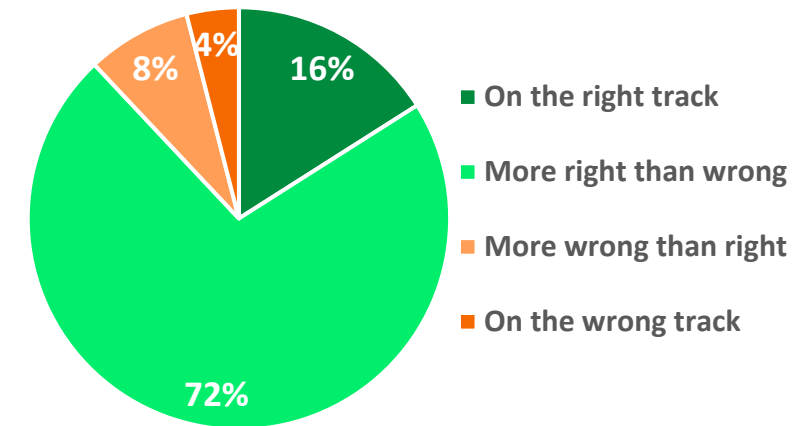
Building Heights



Guiding Principles



Overall Concepts & Plan



5 Guiding Principles

1. Creating a place

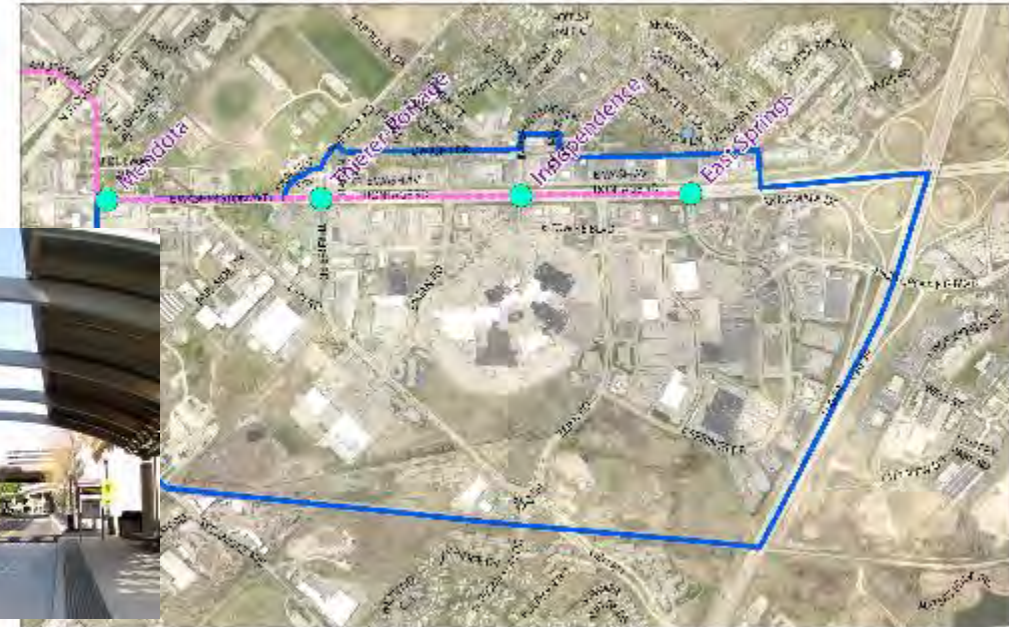
- A new complete neighborhood with a variety of housing choices and activity centers reflecting cultural diversity



5 Guiding Principles

2. Focus on mobility

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



5 Guiding Principles



3. Community wealth building

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

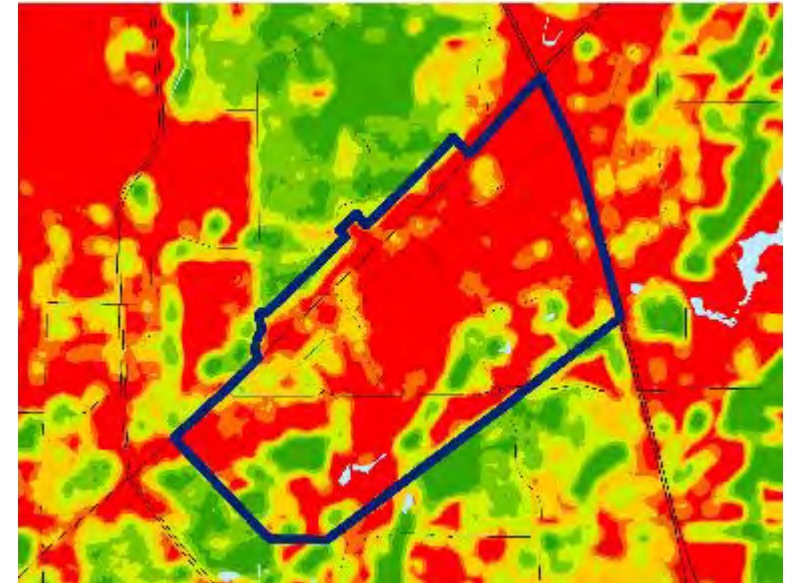
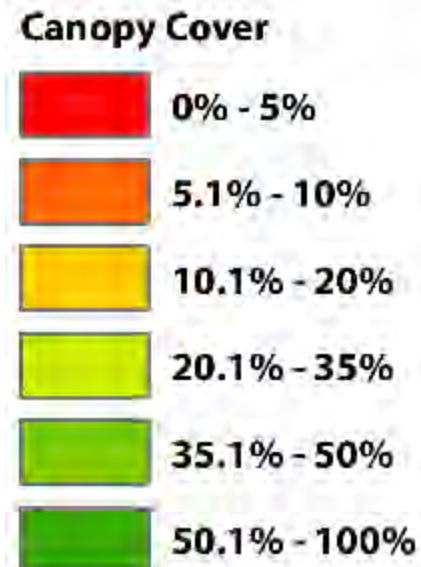


5 Guiding Principles



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



5. Resiliency

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



DRAFT Concept: BRT - MPO Growth Projections



Regional growth projections show:

- 2,500+ units 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
- 27,000 new employees

For a total of 18,000 people, 10,000+ dwelling units and potentially up to 28,000 employees.



May 2021 DRAFT

Land Use and Transportation Concepts Greater East Towne Area Plan

Study Area

TRANSPORTATION CONCEPTS

Bus Rapid Transit (BRT)

BRT Stations

BRT Lines

Potential Streets

Phase 1

Phase 2
Street Centerline

Bike Path

Existing

Planned

LAND USE CONCEPTS

RMU - Regional Mixed-Use

CMU - Community Mixed-Use

E - Employment

GC - General Commercial

I - Industrial

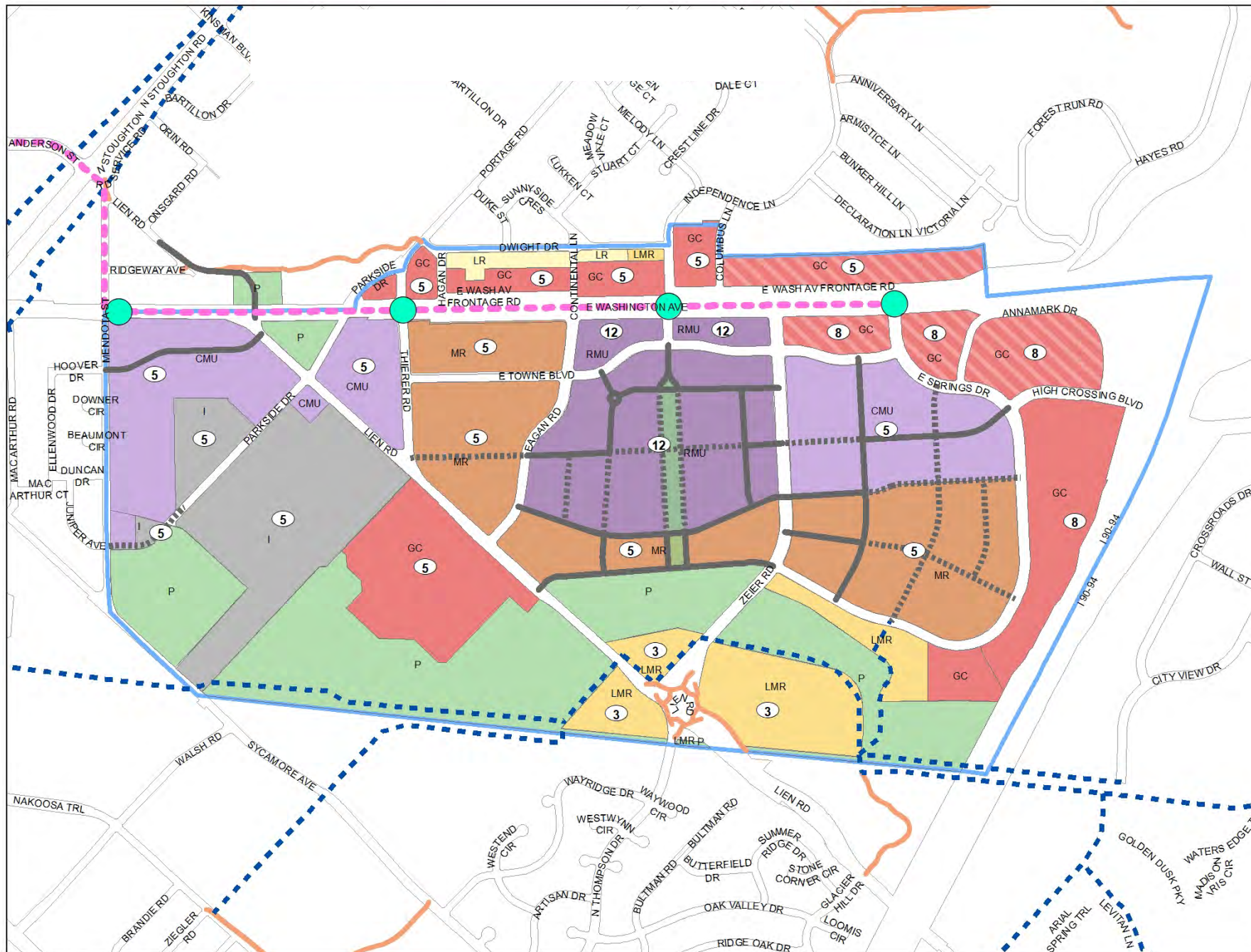
LR - Low Residential

LMR - Low Medium Residential

MR - Medium Residential

P - Parks

Building Heights



0 500 1,000 Feet







Revised Draft


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
- POS - Parks and Open Space


 BRT Stations


 BRT Lines


Potential Streets

 Phase 1

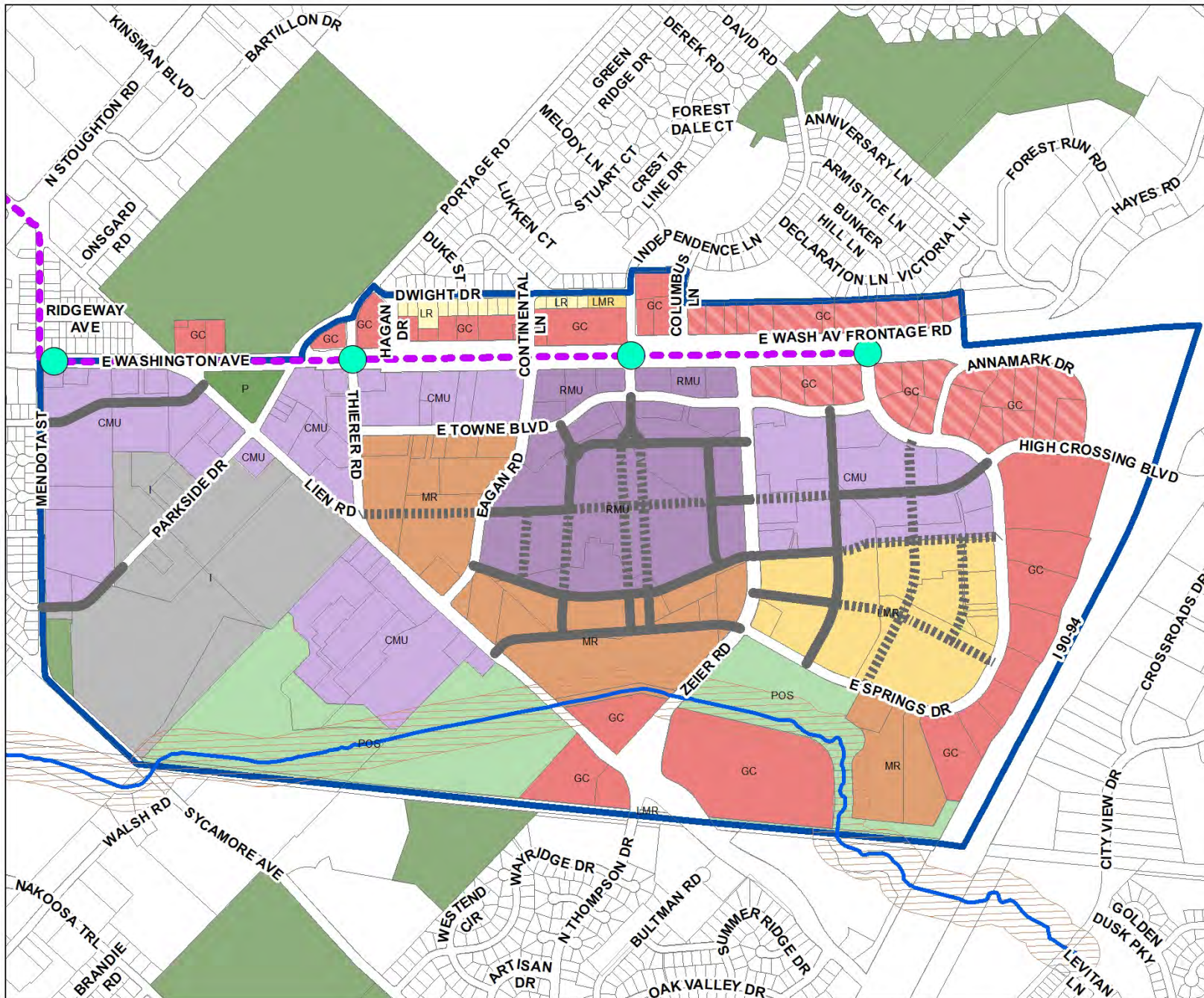
 Phase 2

 Starkweather Creek

 200' Buffer of Starkweather Creek

 Existing Parks

0 500 1,000 Feet





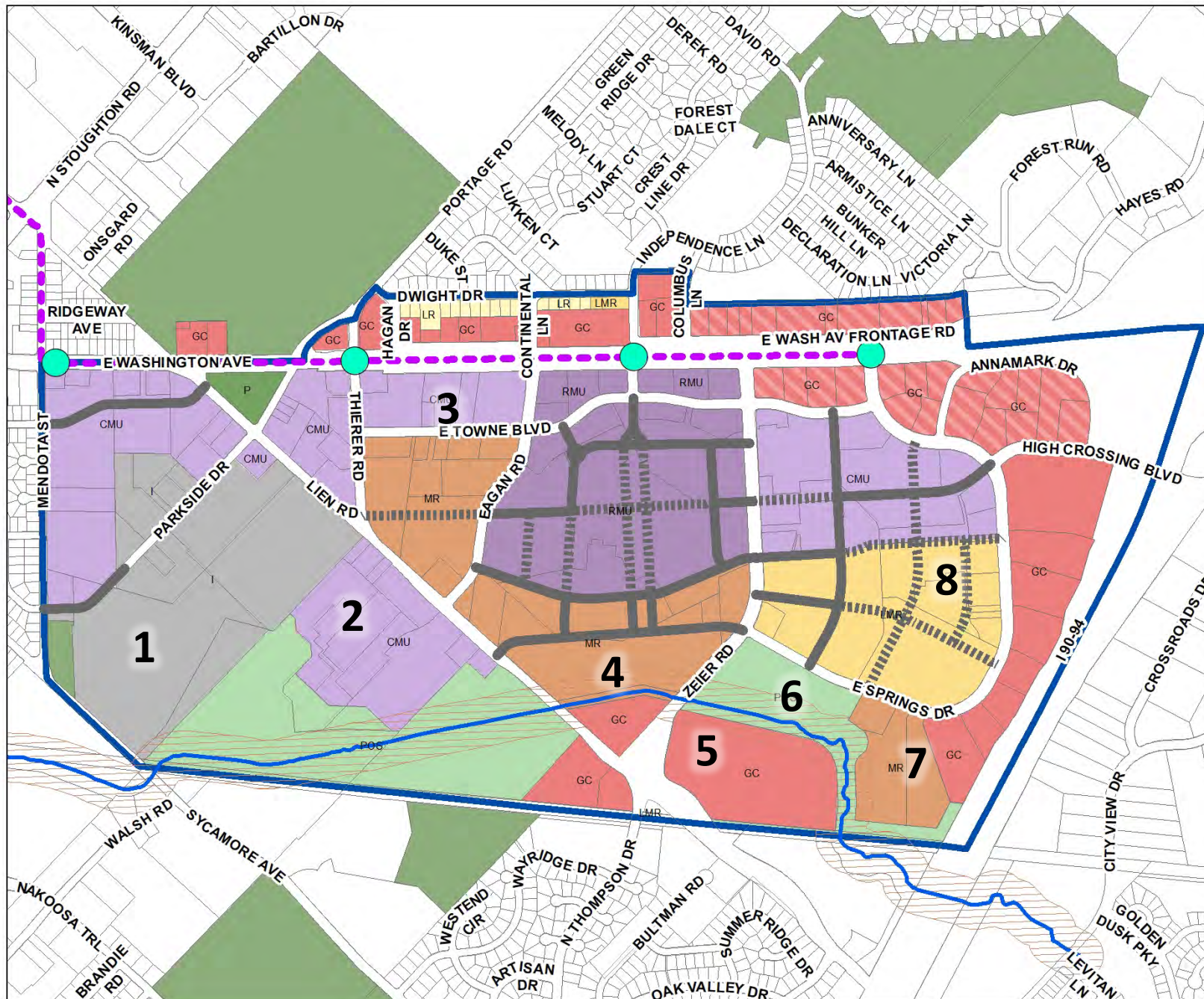
Revised Draft Land Use Concepts

- RMU - Regional Mixed-Use
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- E - Employment
- GC - General Commercial
- I - Industrial
- LR - Low Residential
- LMR - Low Medium Residential
- MR - Medium Residential
- POS - Parks and Open Space

- BRT Stations
- BRT Lines

Potential Streets

- Phase 1
- Phase 2
- Starkweather Creek
- 200' Buffer of Starkweather Creek
- Existing Parks



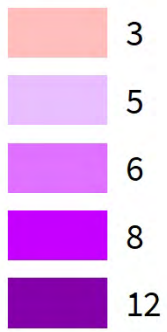
Changes from May Draft

0 500 1,000 Feet

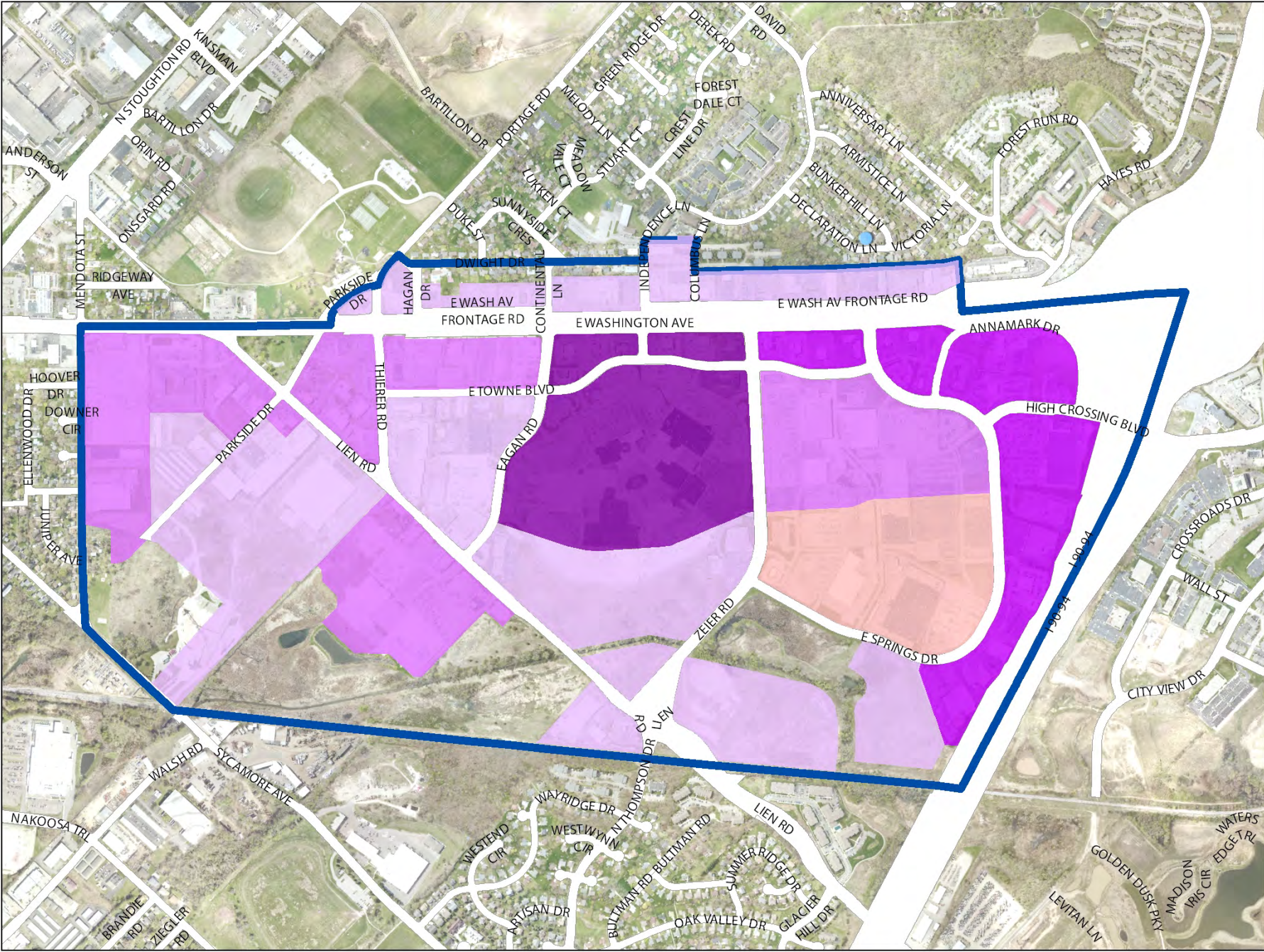
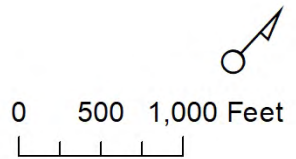




Building Heights



Planning Area

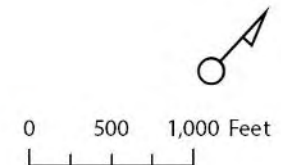
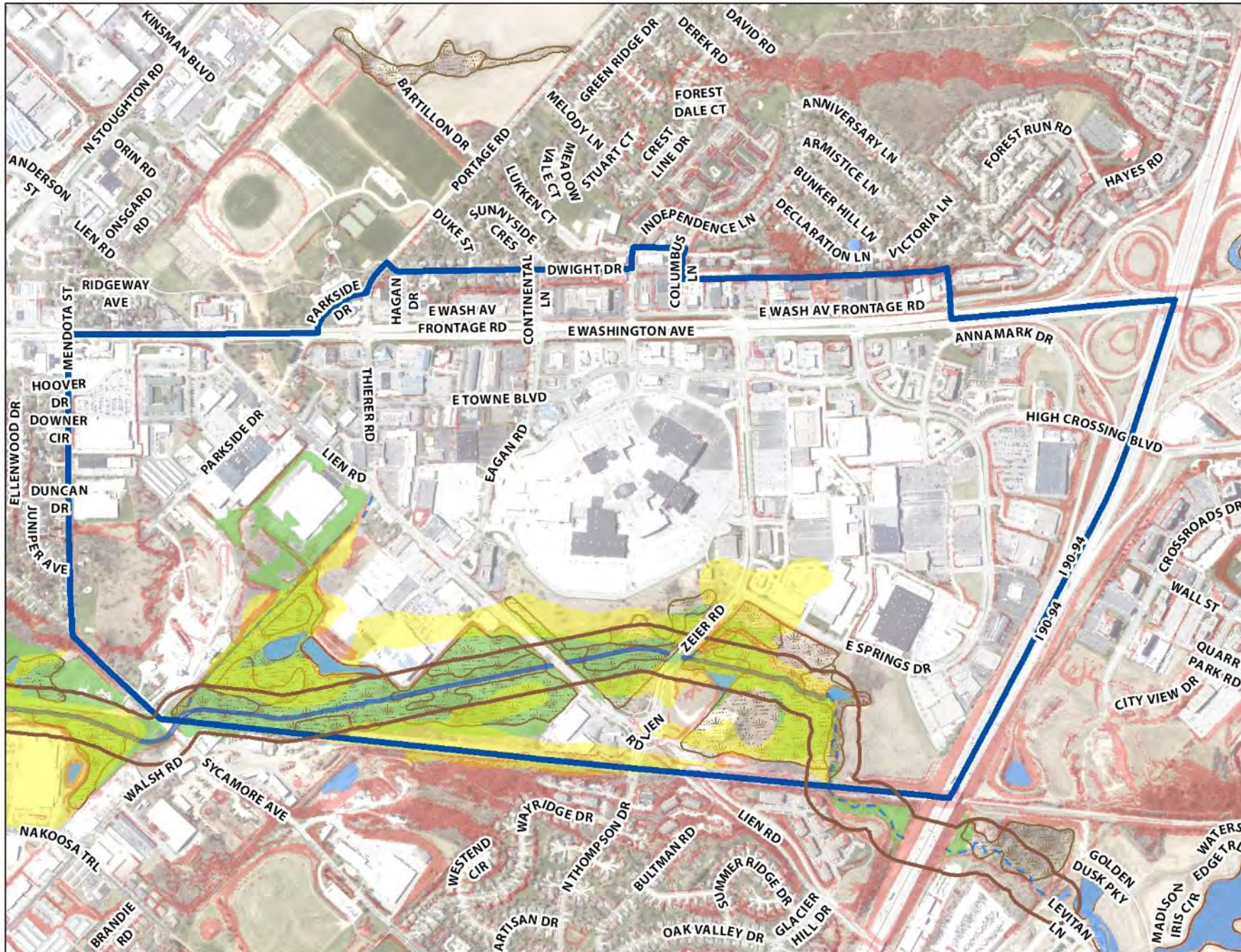




Draft

Natural Features

- Planning Area
- Slope 12% and Greater
- Surface Water
- Perennial Stream
- Intermittent Stream
- Wetlands
- Dilineated Floodplain
- Hydric Soils
- 200' Buffer of Starkweather Creek

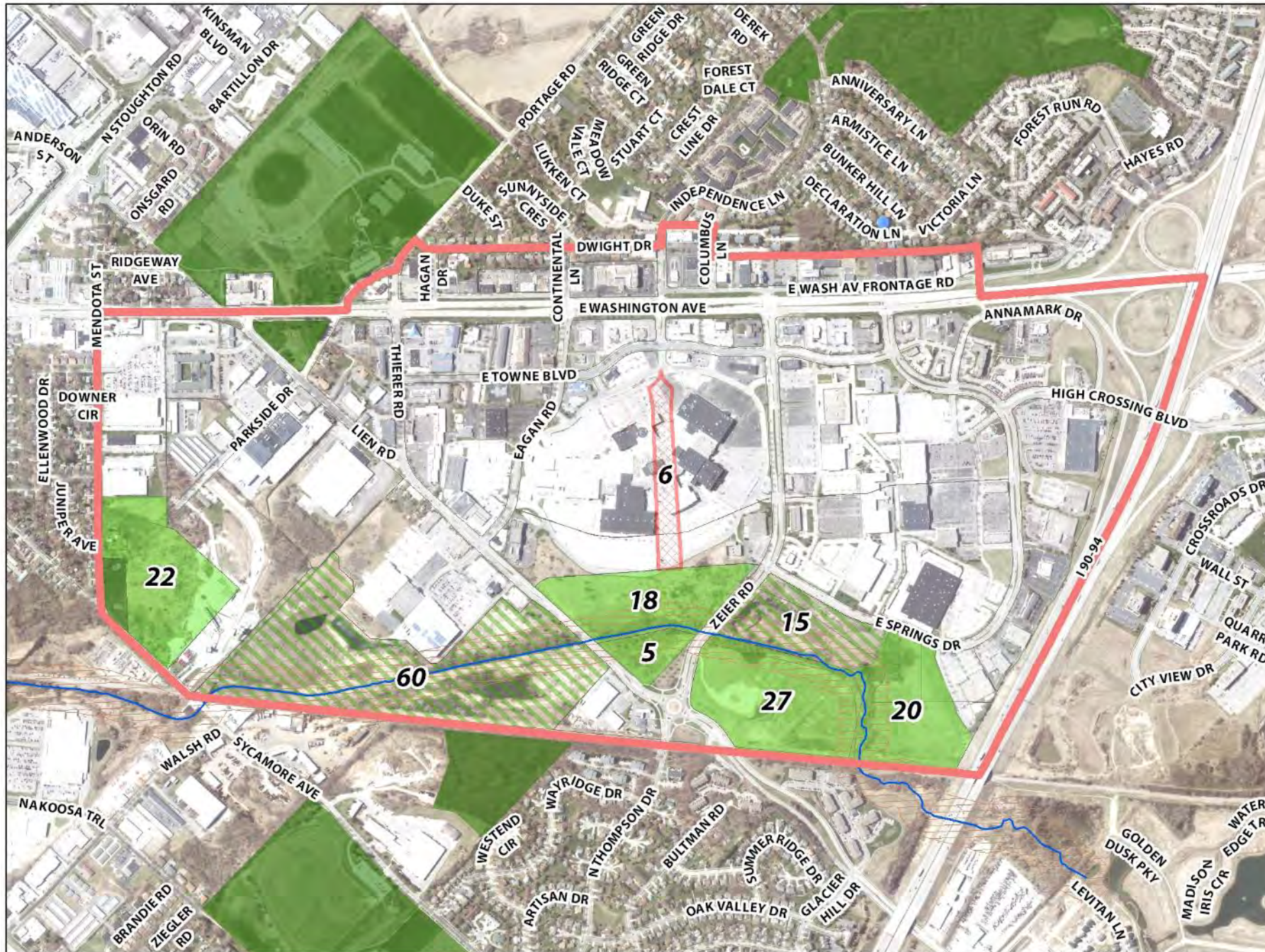




May 2021 Draft

Parks and Open Space

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



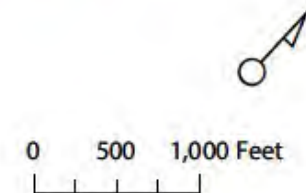
0 500 1,000 Feet



Revised Draft

Parks and Open Space

- Existing Parks
- General Future Park Area
- Potential Mayfair Park Expansion
- Greenway (stormwater management)
- Potential Stormwater Site
- Potential Urban Plaza
- Pond
- Starkweather Creek
- 200' Buffer of Starkweather Creek
- Planning Area





Revised Draft

Parks and Open Space

- Existing Parks
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0 500 1,000 Feet



DRAFT Concept: Urban Plaza – BID or CID management or other?



Warren Park, Dallas



View Corridors



Culture and Character Strategy 5:

Preserve defining views of the lakes, downtown skyline, and Capitol from publicly accessible locations.

Actions:

- a. Adhere to the Maximum Building Heights Map and Views and Vistas Maps in the Downtown Plan.
- b. Conduct a viewshed study of the lakes, downtown skyline, and Capitol from vantage points within the city and beyond its borders and implement zoning restrictions to preserve these views.



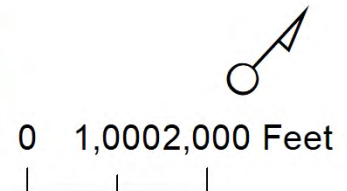
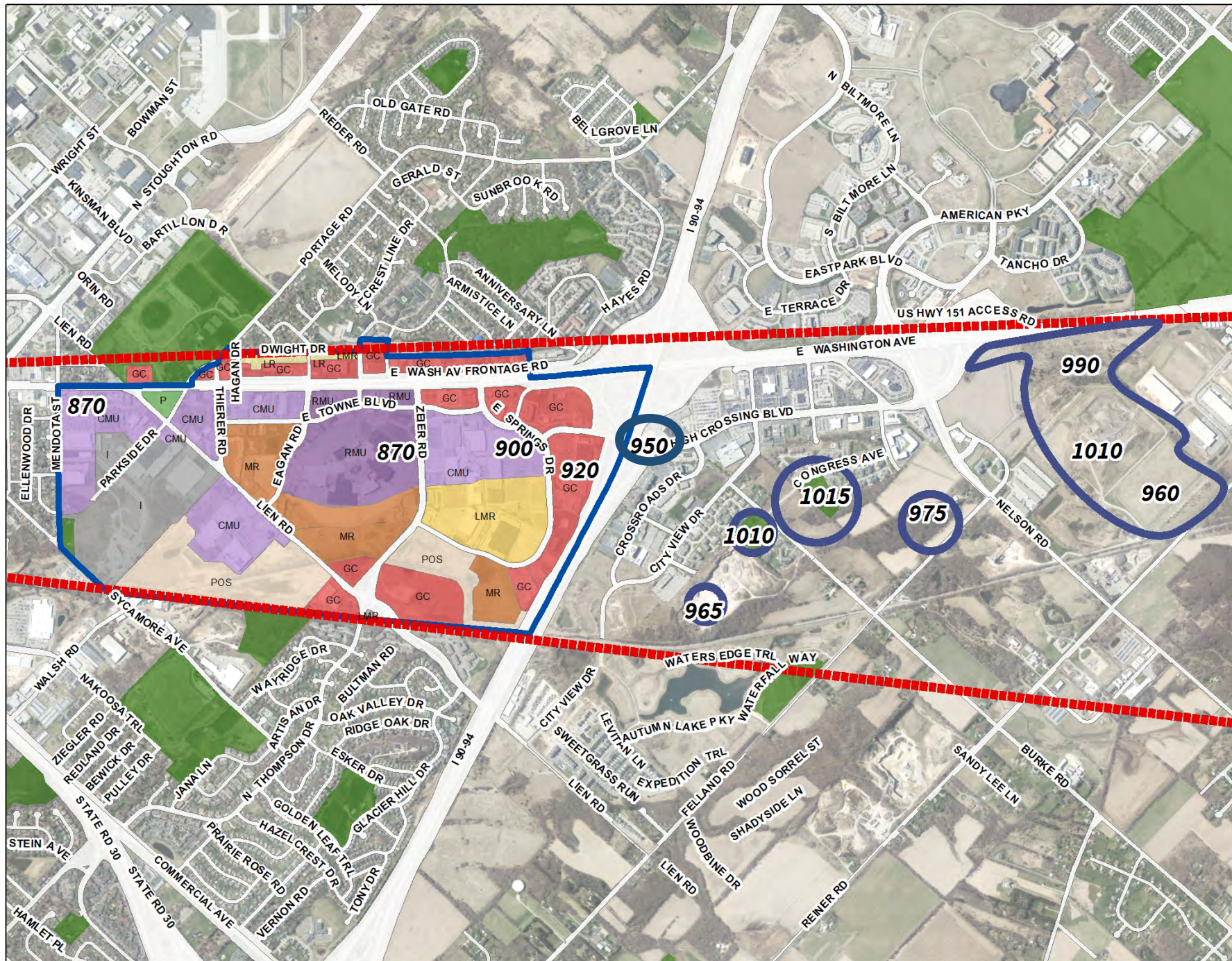
Capitol View Study

Capitol View Corridor

Capitol Views

Existing Parks

Planning Area

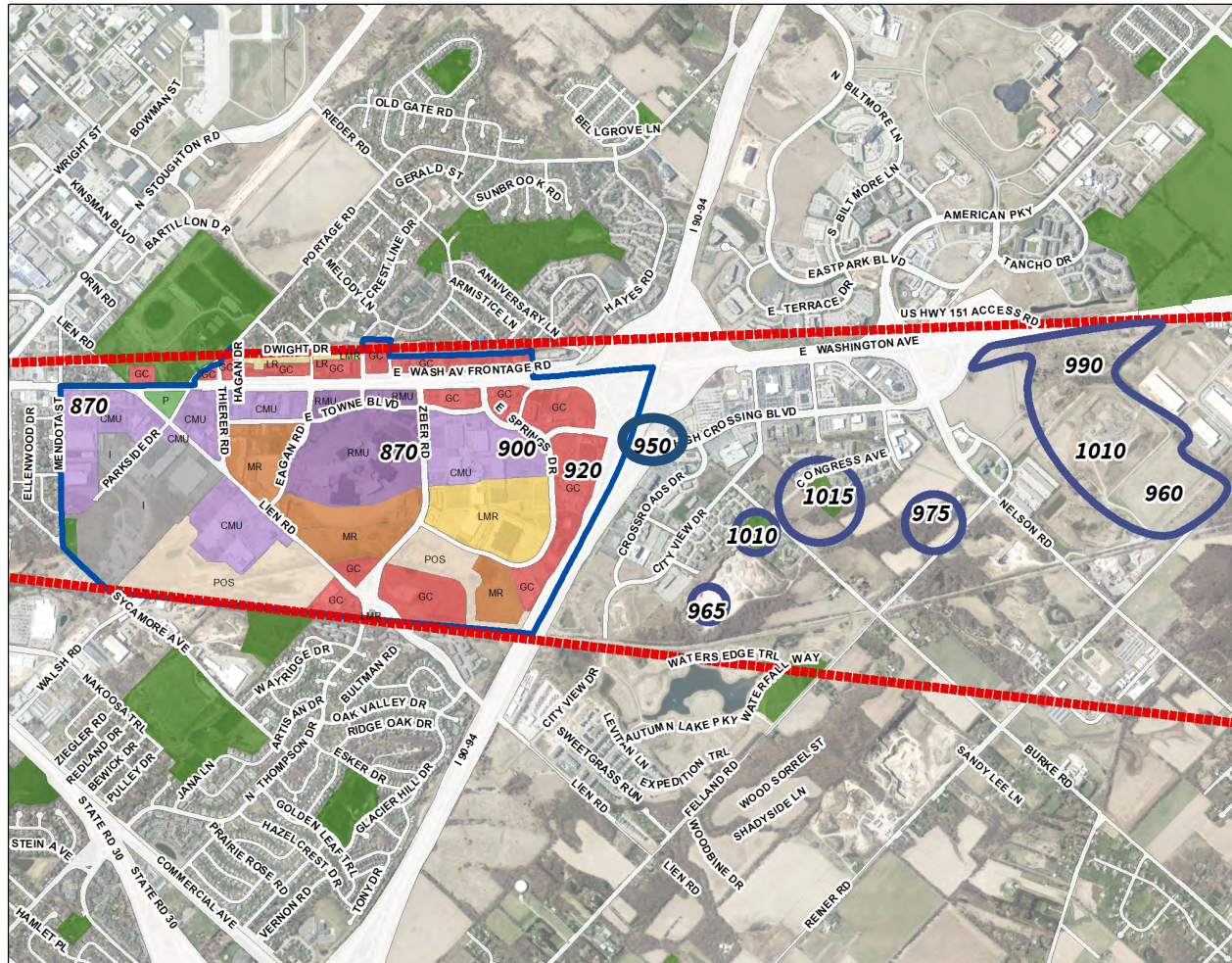


View Corridors Sea Level Elevation Diagram

Not to scale

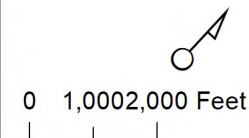


View Corridors – *Potential Views*



Capitol View Study

- Capitol View Corridor
- Capitol Views
- Existing Parks
- Planning Area



View from High Crossing Blvd



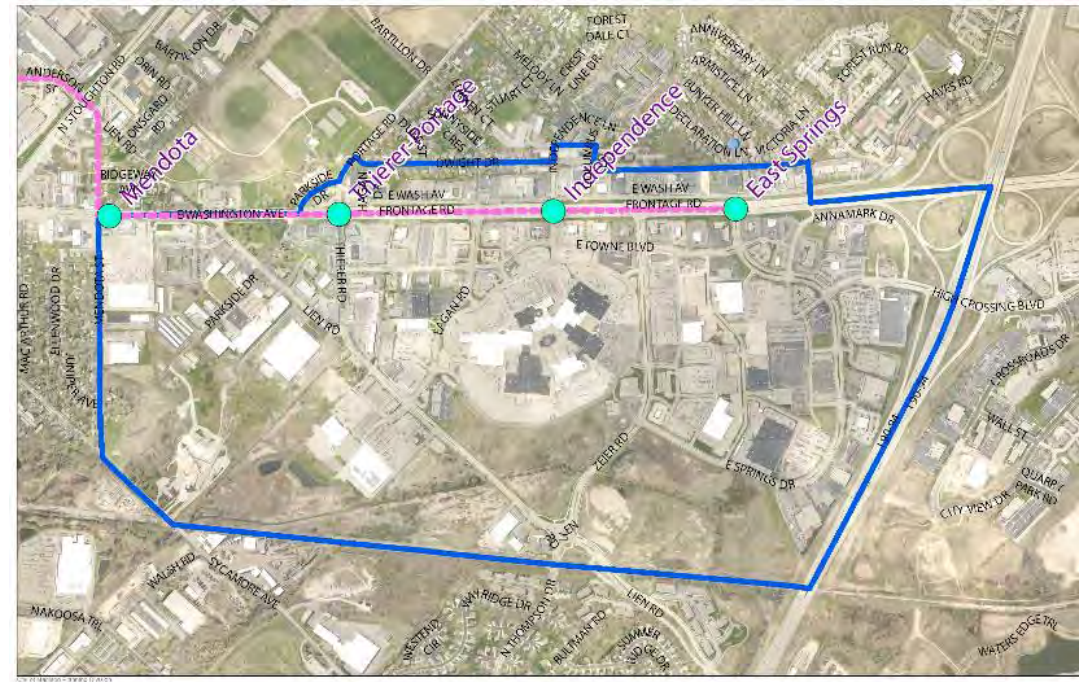
View from High Crossing Park – No Capitol View

Transportation Recommended Improvements



E. Washington Corridor Study and Recommended Improvements

- BRT Investment, and Metro Route Restructuring
- Possibility of ~18,000 new residents and many new employees
- Possibility of new streets, pedestrian and bike facilities
- Added pressure on E. Washington will create the need for a corridor study and re-evaluation






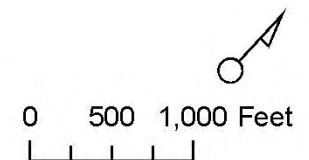
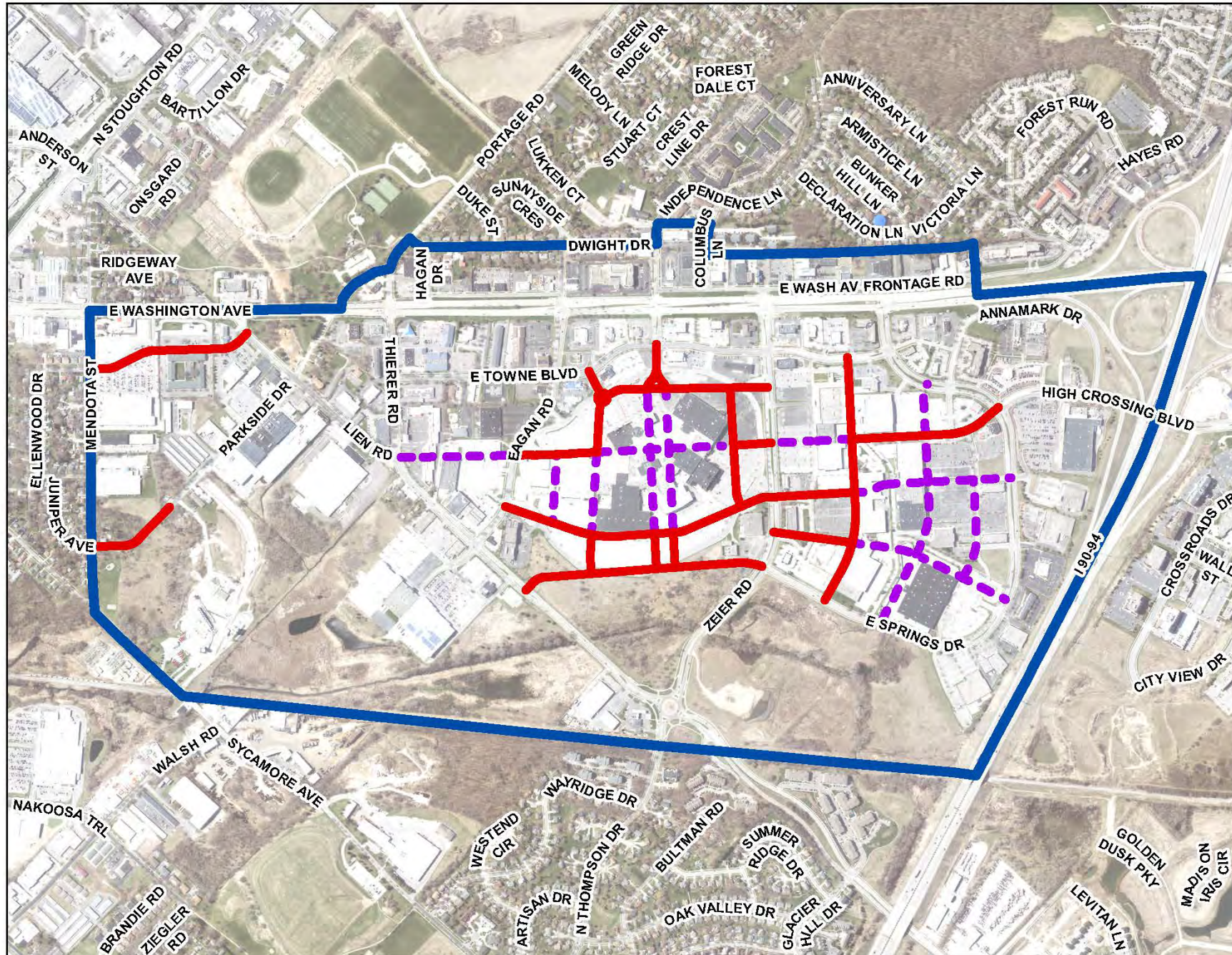
Revised Draft

Street Network

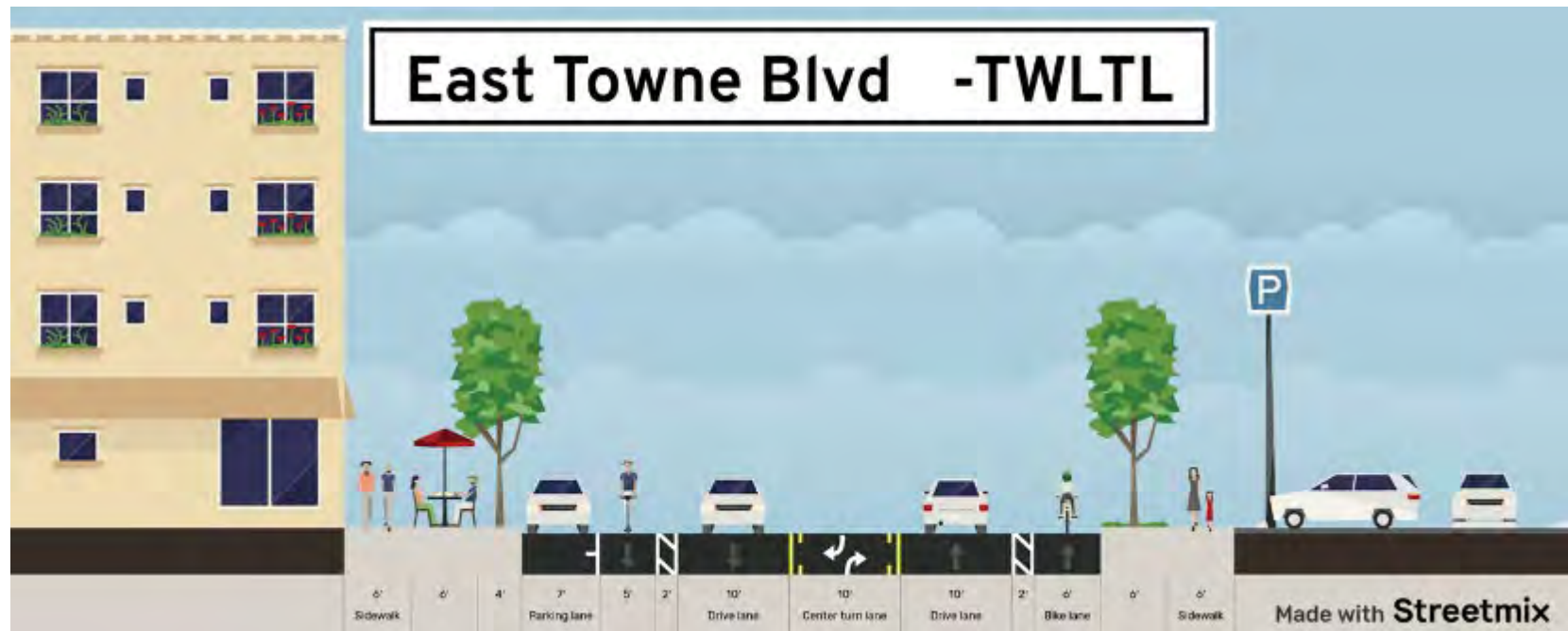
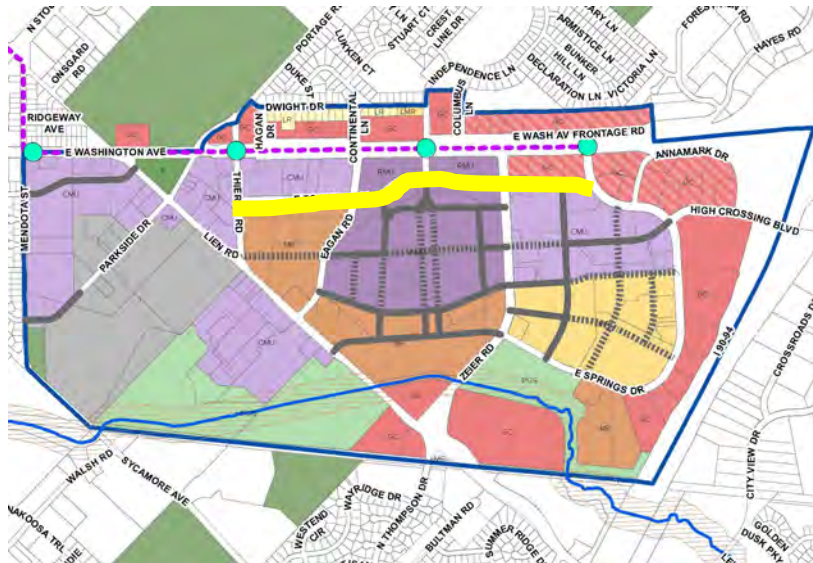
 Priority Streets

 Secondary Streets

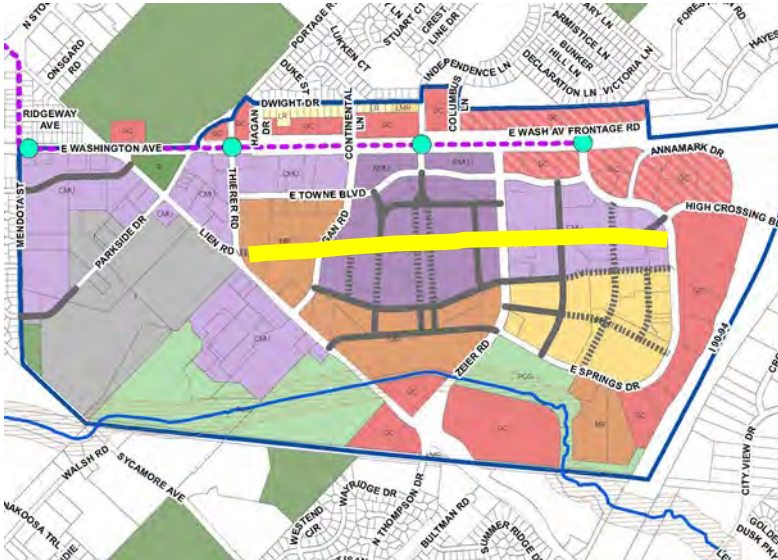
 Planning Area



Street Ideas



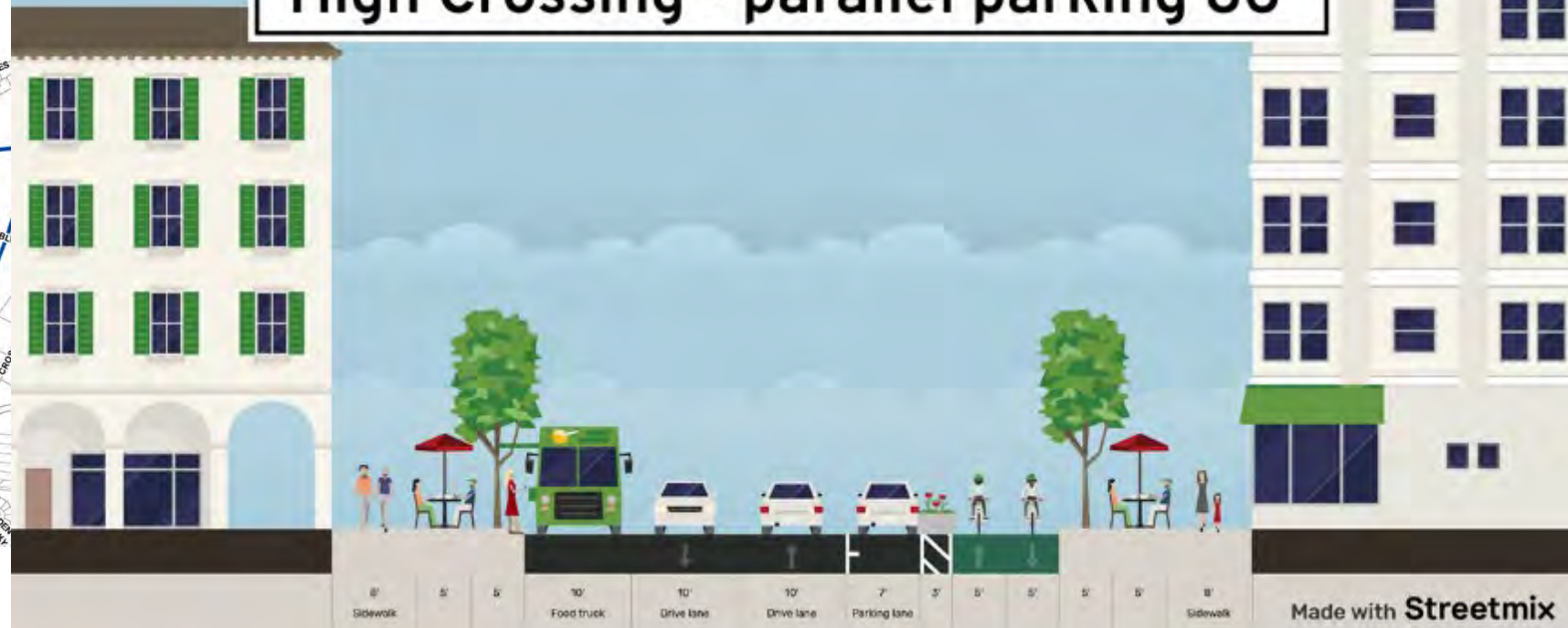
Street Ideas



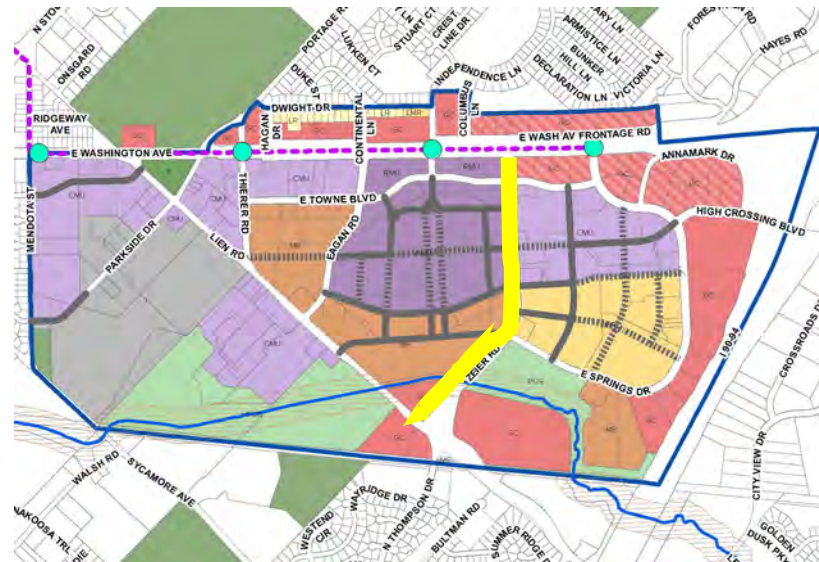
High Crossing - 86' Existing



High Crossing - parallel parking 86'



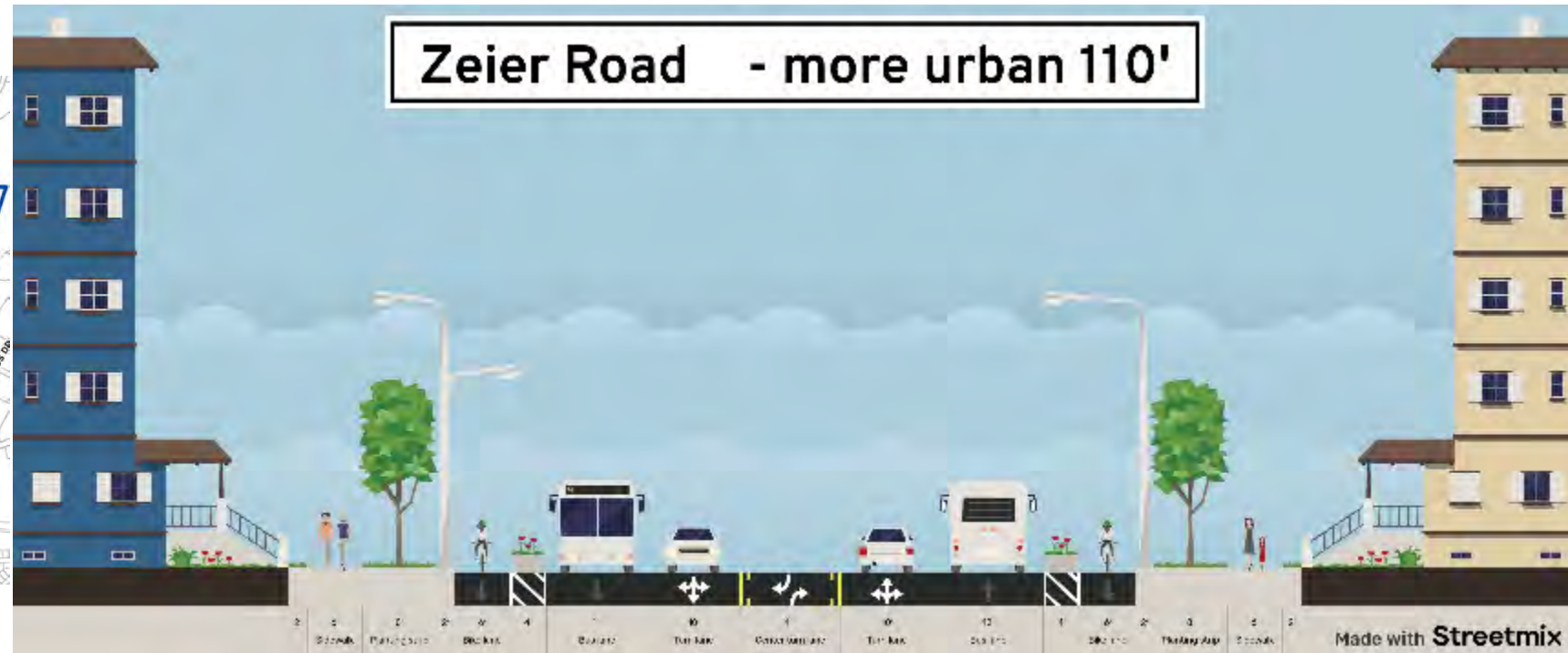
Street Ideas



Zeier Road - existing 110'



Zeier Road - more urban 110'



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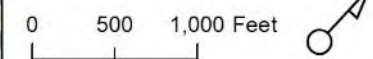
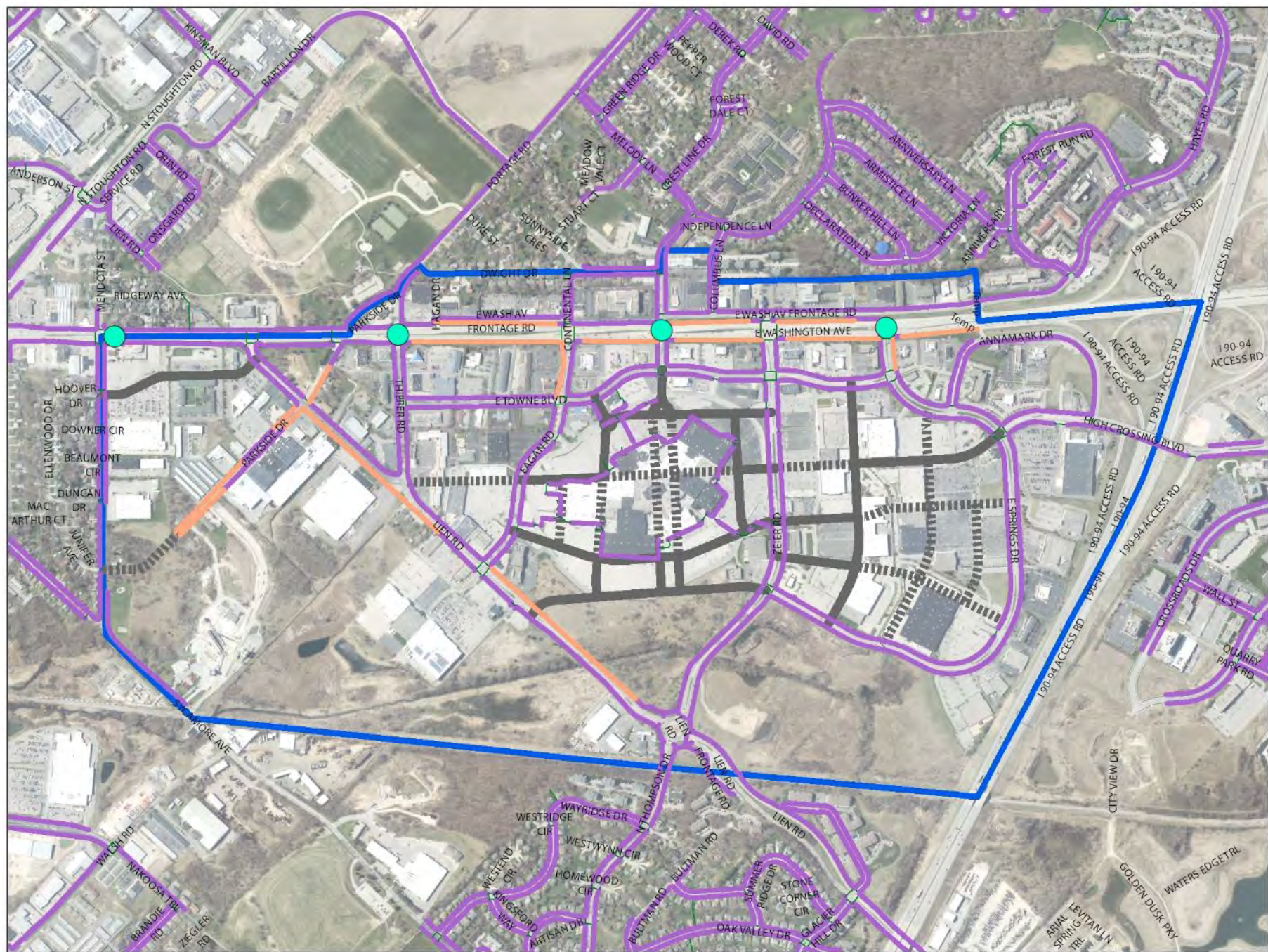


Sidewalk Network

- Existing Sidewalks
- Future Sidewalk Extensions
- BRT Stations

Potential Streets

- Phase 1
- Phase 2
- Planning Area



DRAFT



Bicycle Network

Off Street Facilities

- Existing
- Planned

On-Street Facilities

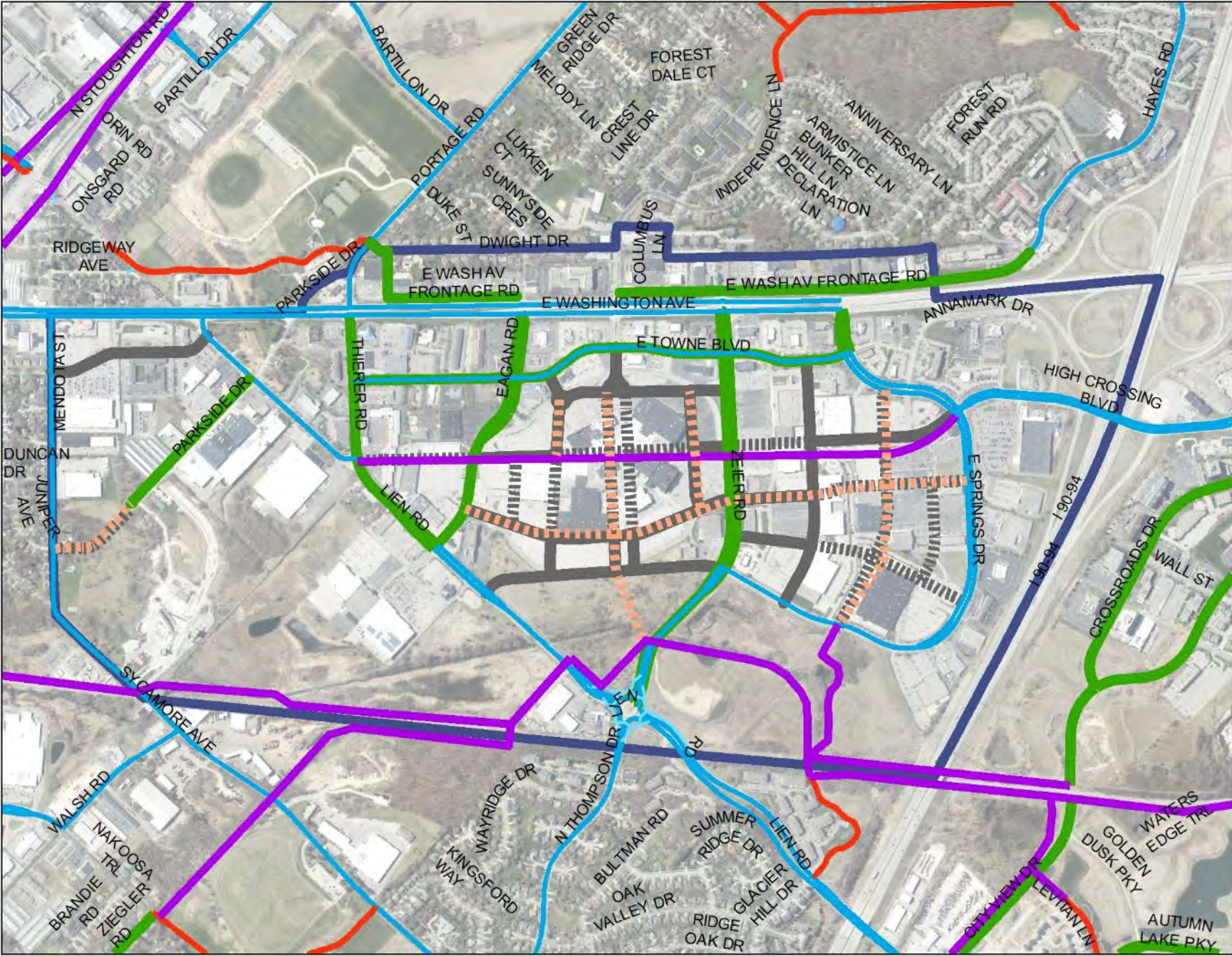
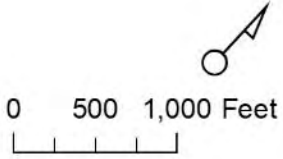
- Existing
- Planned

Greater East Towne Area Planning Concepts

- New Bicycle Facilities on Potential New Streets

Potential New Streets

- Phase 1
- Phase 2
- Planning Area



Proactive Rezoning and Official Mapping



Why?

- Encourage redevelopment consistent with plan by simplifying development process
- Discourage development detrimental to character recommended by the plan



What?

- Recommendation of potential future rezoning
- Plan approval will not change any zoning
 - Requires separate future approval





Proactive Rezoning -
(White Outlines/Black Labels)

Existing Zoning - (Red Labels)

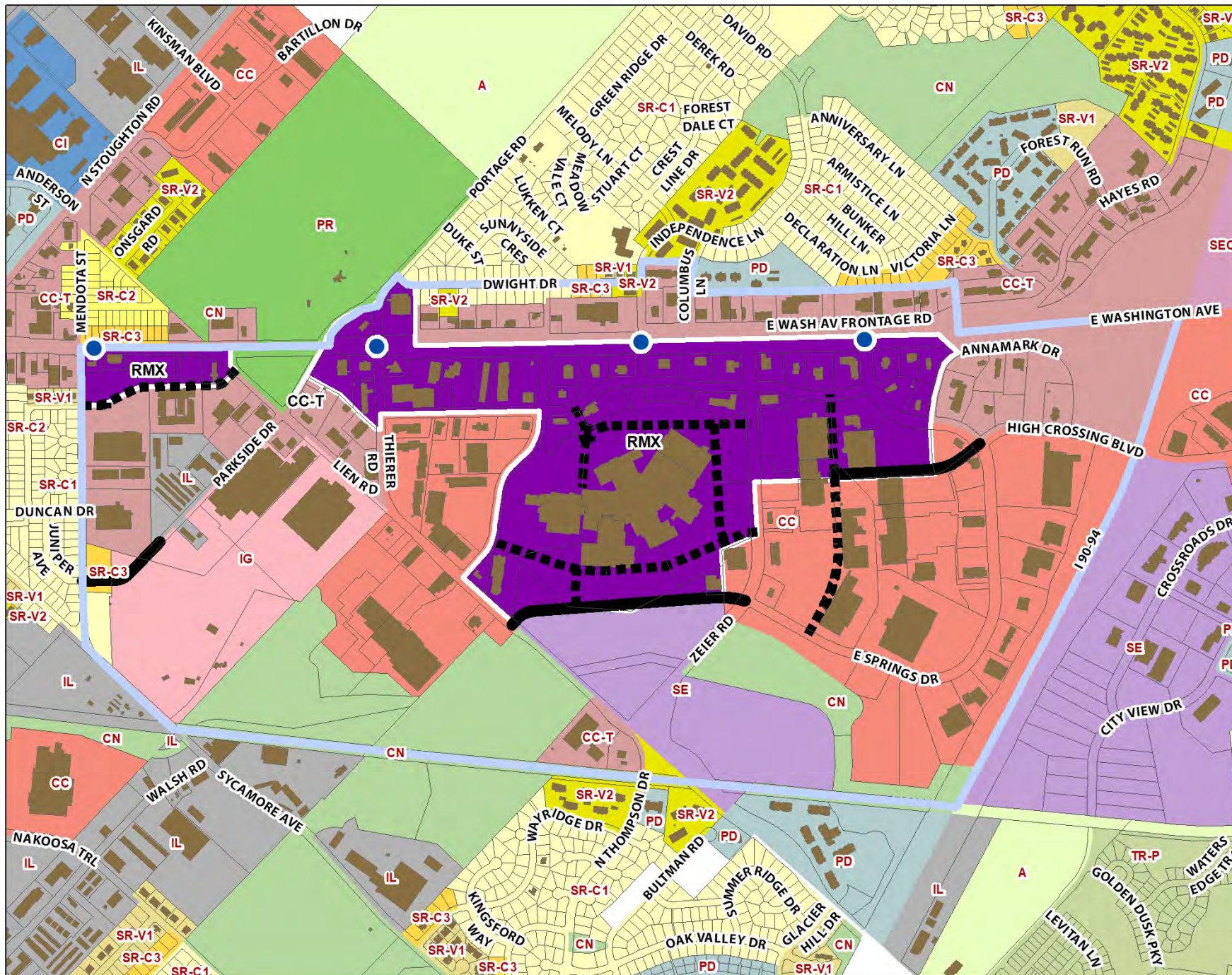
OfficialMap

Officially Map

Discuss Official
Mapping

BRT Station

Planning Area



Conceptual Development Phasing Model

Existing Conditions



Potential Phase 1 BRT and Infill on Existing Lots



Potential Phase 2

From 5/21 Public Meetings



Potential Phase 3

Partial Mall Demo, with added Re-development

From 5/21 Public Meetings

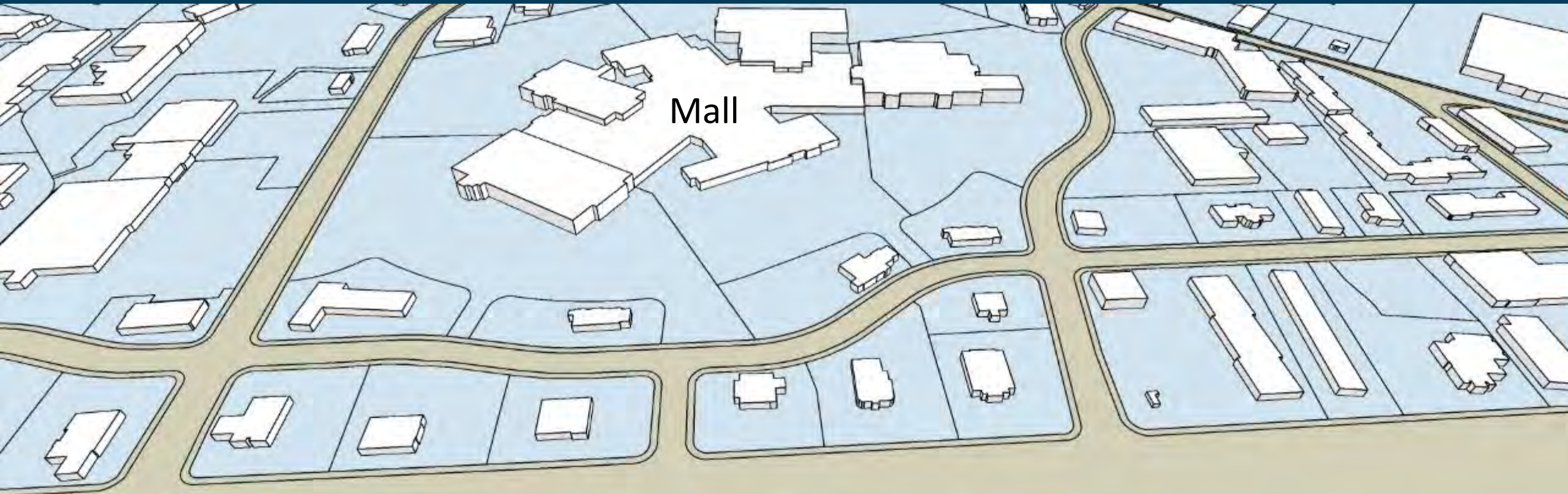


Potential Phase 4

From 5/21 Public Meetings



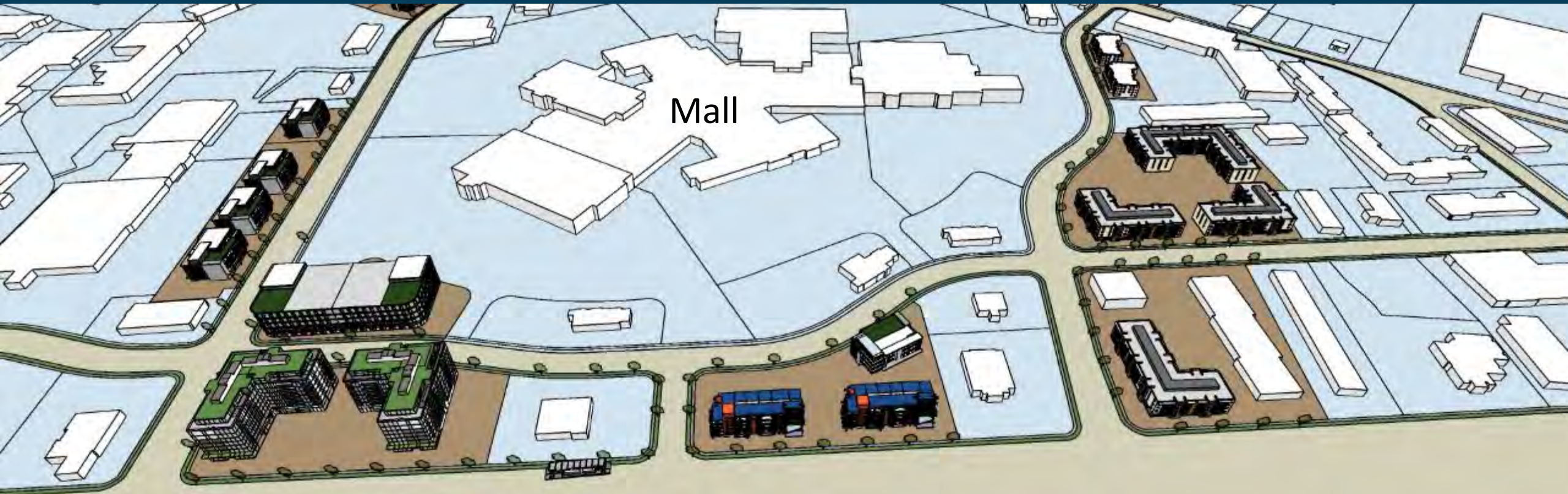
Existing Condition



Potential Phase 1

BRT and Infill on Existing Lots

From 5/21 Public Meetings



Potential Phase 2

New streets and new development
From 5/21 Public Meetings



Potential Phase 3

Partial Mall Demo, with added Re-development

From 5/21 Public Meetings



Potential Phase 4

From 5/21 Public Meetings



Input from BCCs



- Board of Parks Commissioners
 - Would like additional smaller parks in the area
 - prohibit invasive species and protect creek uplands
 - urban plaza could be really amazing, but not if it is an empty grass median
- Transportation Policy and Planning Board:
 - Agreed with the need for an E Washington Corridor Study – safety issues
 - Agreed with street network, and support for street cross sections, add pedestrian facilities as development occurs, ensure density occurs at BRT stations
 - Map Parkside extension to connect Mayfair neighborhood with East Towne Area
- Housing Strategy Committee
 - Recommends keeping the LMR use designation in East Springs Area
 - Getting BIPOC communities into home ownership is still a challenge
 - Plan needs more policy recommendations to make the area more welcoming

Discussion



Land Use:

- LMR/MR vs NMU?
- Proactive rezoning scenario feedback
- Building heights
 - View Corridor impacts – development trade –offs
 - Areas adjacent to BRT stations

Transportation:

- Proposal for officially mapping streets

Discussion



Parks & Open Space:

- New Park Overlay Map
- Urban Plaza

Economy & Opportunity:

- Does PC/EDC have policy suggestions to make plan more equitable & resilient?
- Employment overlay on General Commercial
 - Future of employment areas in general?

What are we missing?

Estimated Timeline



Estimated Timeframe	Activity
August/Sept/Oct 2021	Phase 2 BCC meetings, EDC, BPC, TPPB, PC
October 2021	Draft Plan Recommendations document, RESJI Analysis
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)
February 2022	Common Council – consider adoption

Q & A 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