

# Greater East Towne Area Plan

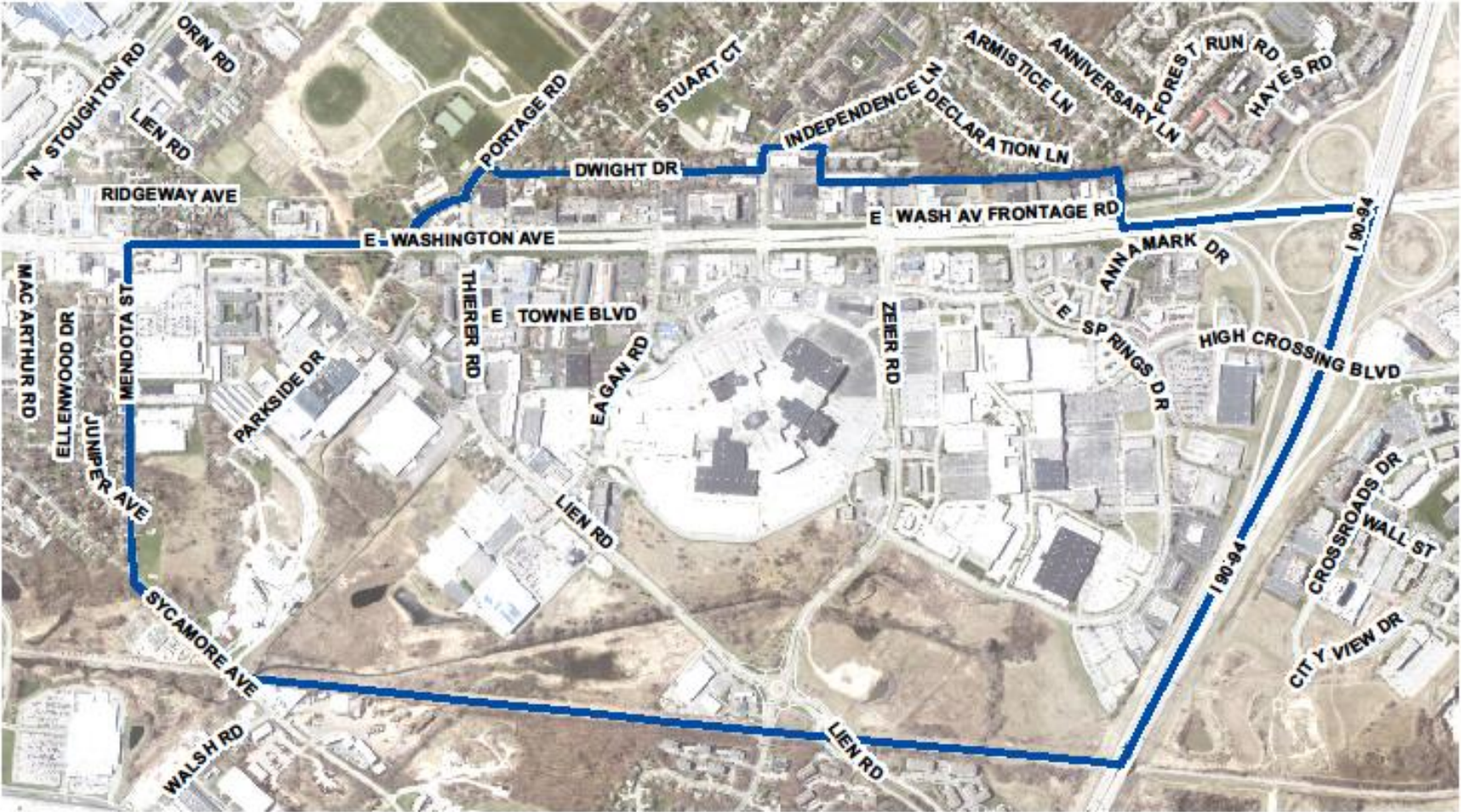
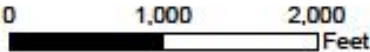
Draft Plan Recommendations  
Urban Design Commission  
November 17, 2021





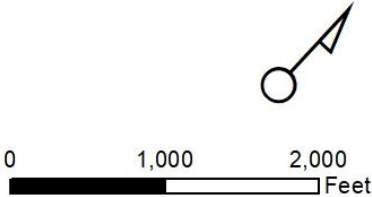
Greater East Towne Planning Area

 Planning Area



East Towne Comparison to Downtown

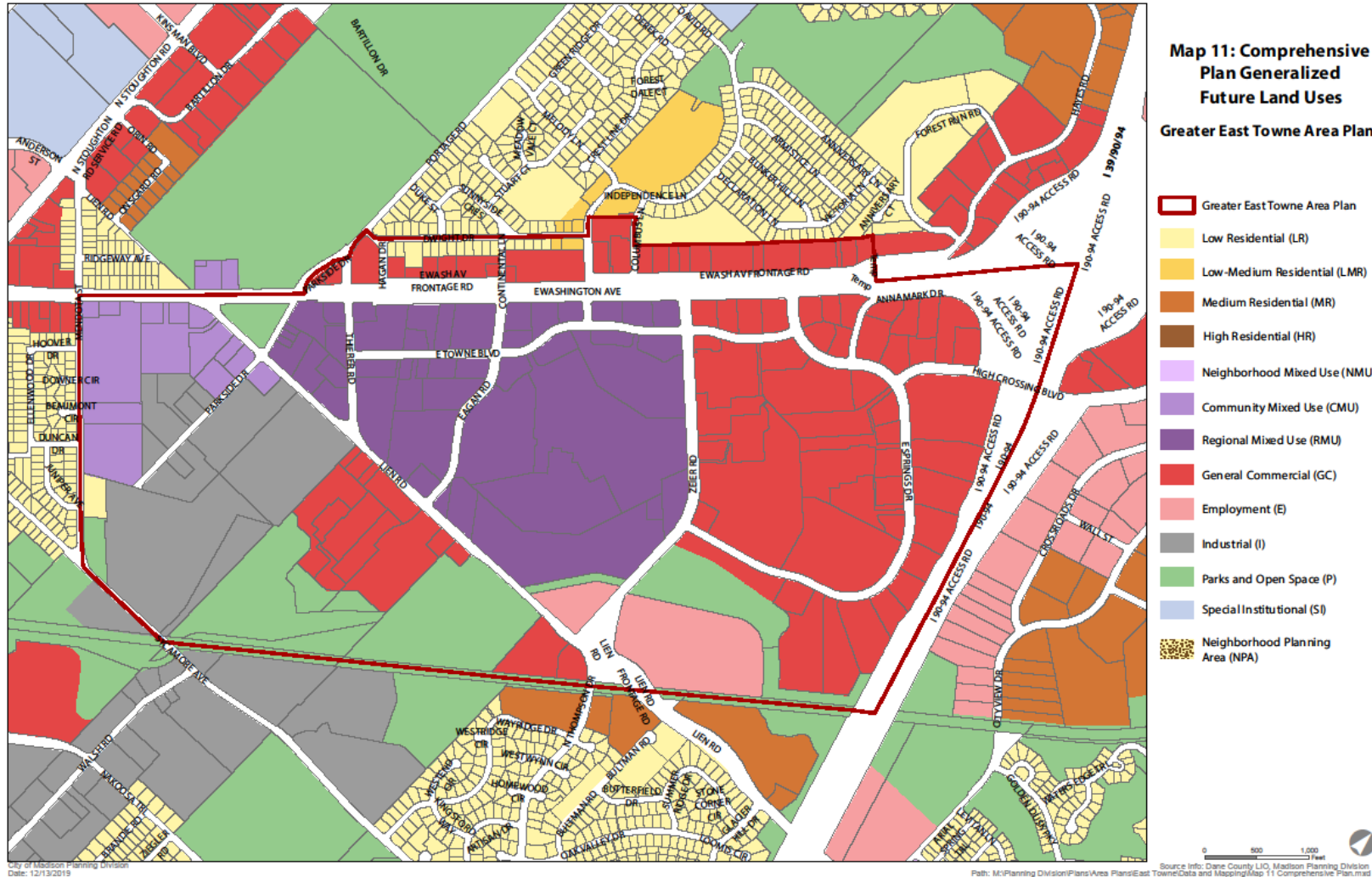
 Planning Area







# Greater East Towne Area Plan



**2018 City Comprehensive Plan:**

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

# 5 Guiding Principles

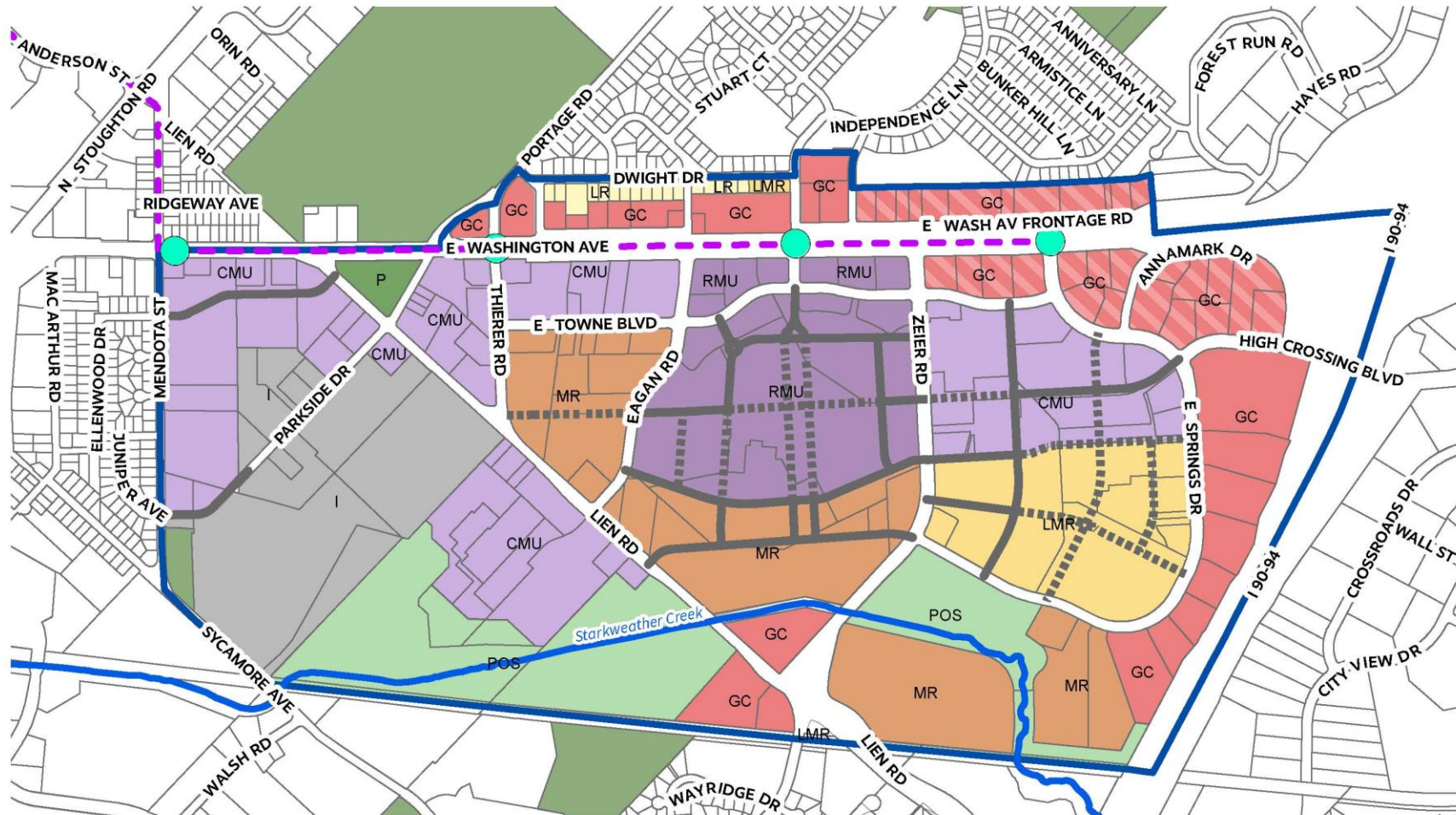


1. Creating a place
2. Focus on mobility
3. Community wealth building
4. Center Nature and Sustainability
5. Resiliency





## Land Use and Transportation Concepts

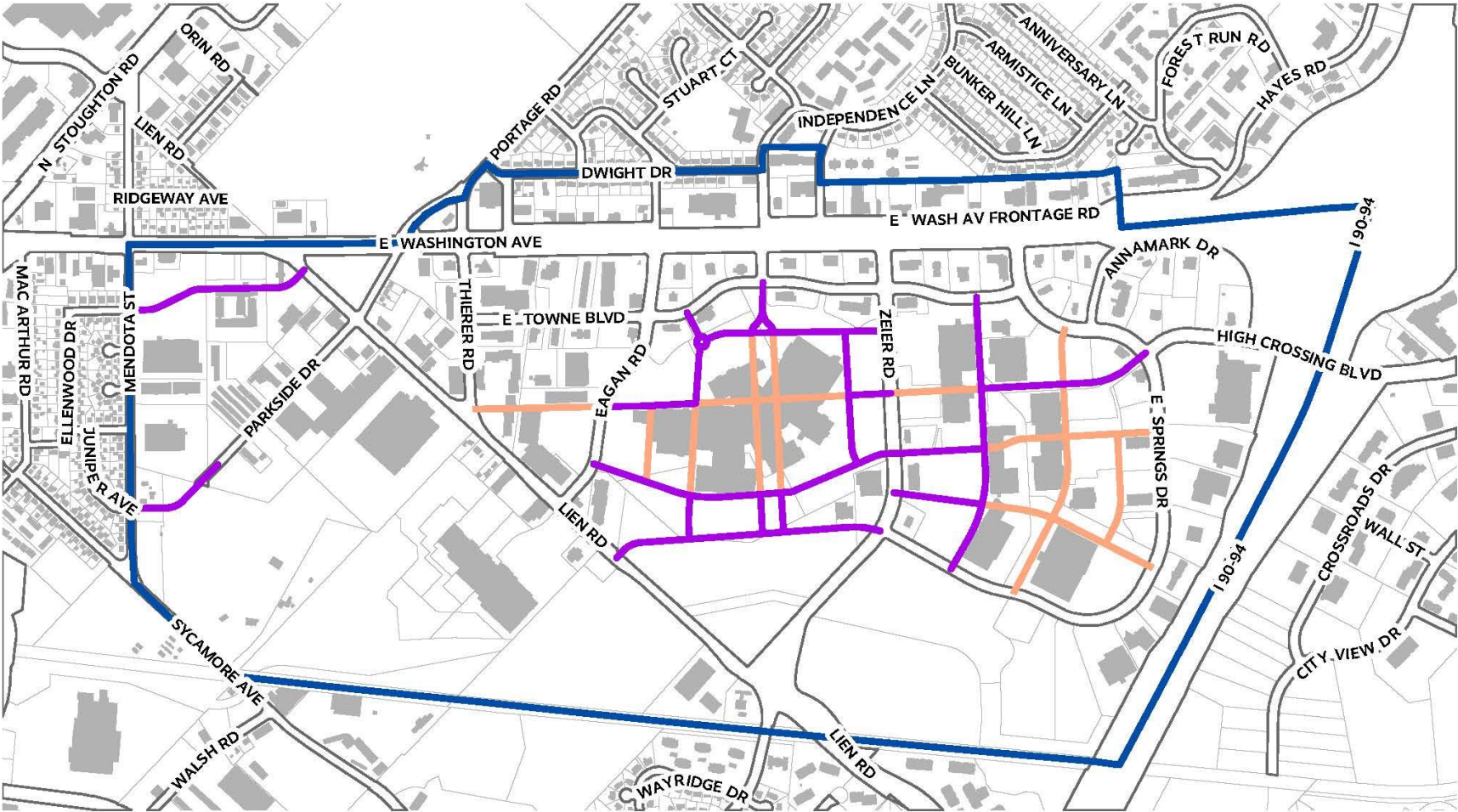
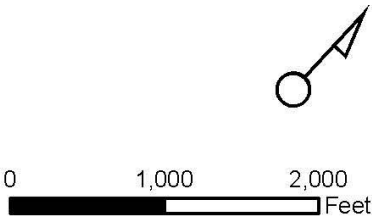


- Regional Mixed Use (RMX) limited to mall area to encourage redevelopment of a new, mixed-use urban core.
- Community Mixed-Use (CMU) adjacent to planned BRT line allowing for higher density and a range of uses
- Medium Residential (MR) south of mixed-use areas.
- Low-Medium Residential (LMR) to encourage a neighborhood of smaller scale housing to support families within a larger mixed-use environment and adjacent to proposed park and Starkweather Creek corridor



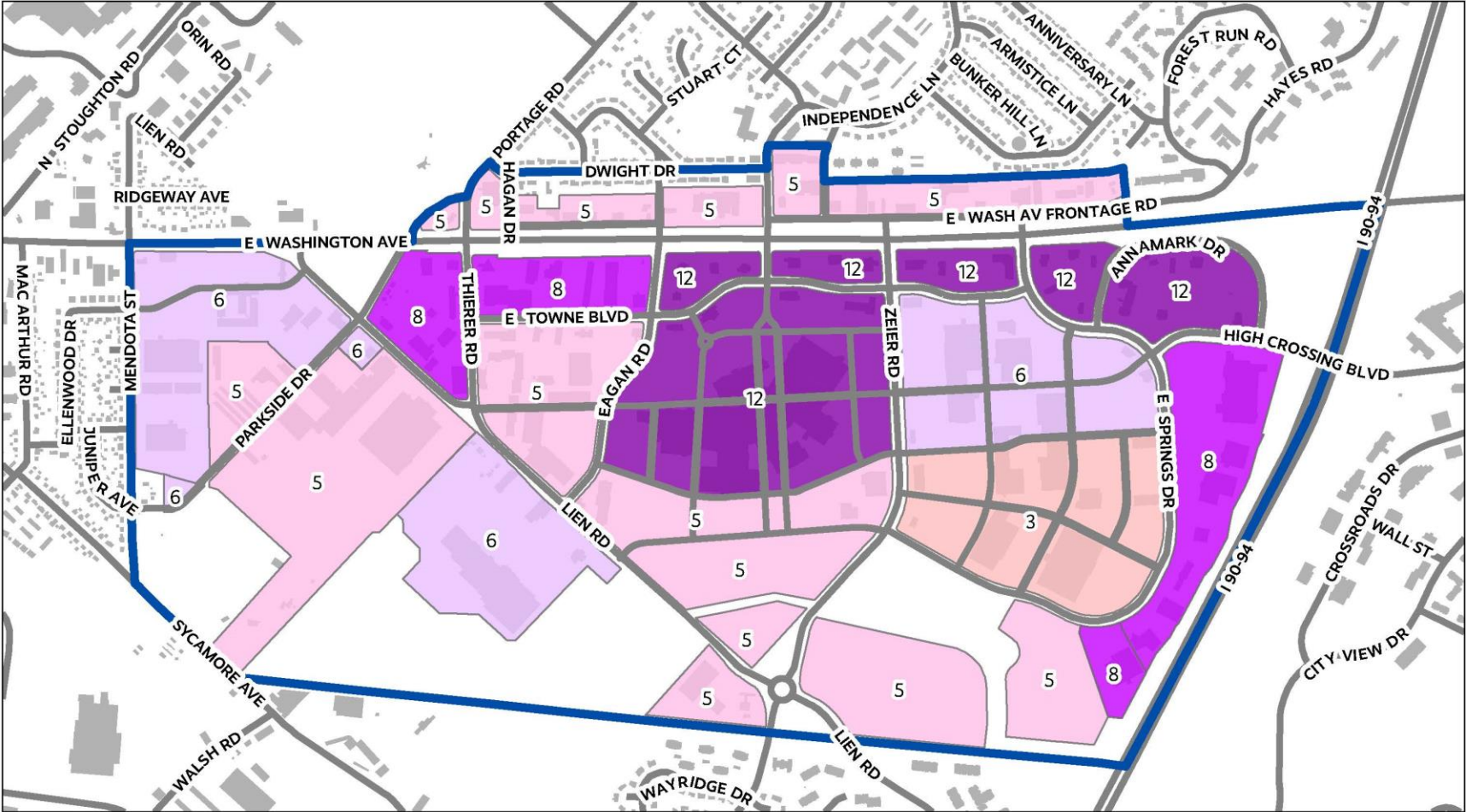
# Street Network

- Planning Area
- Phase One Streets
- Phase Two Streets



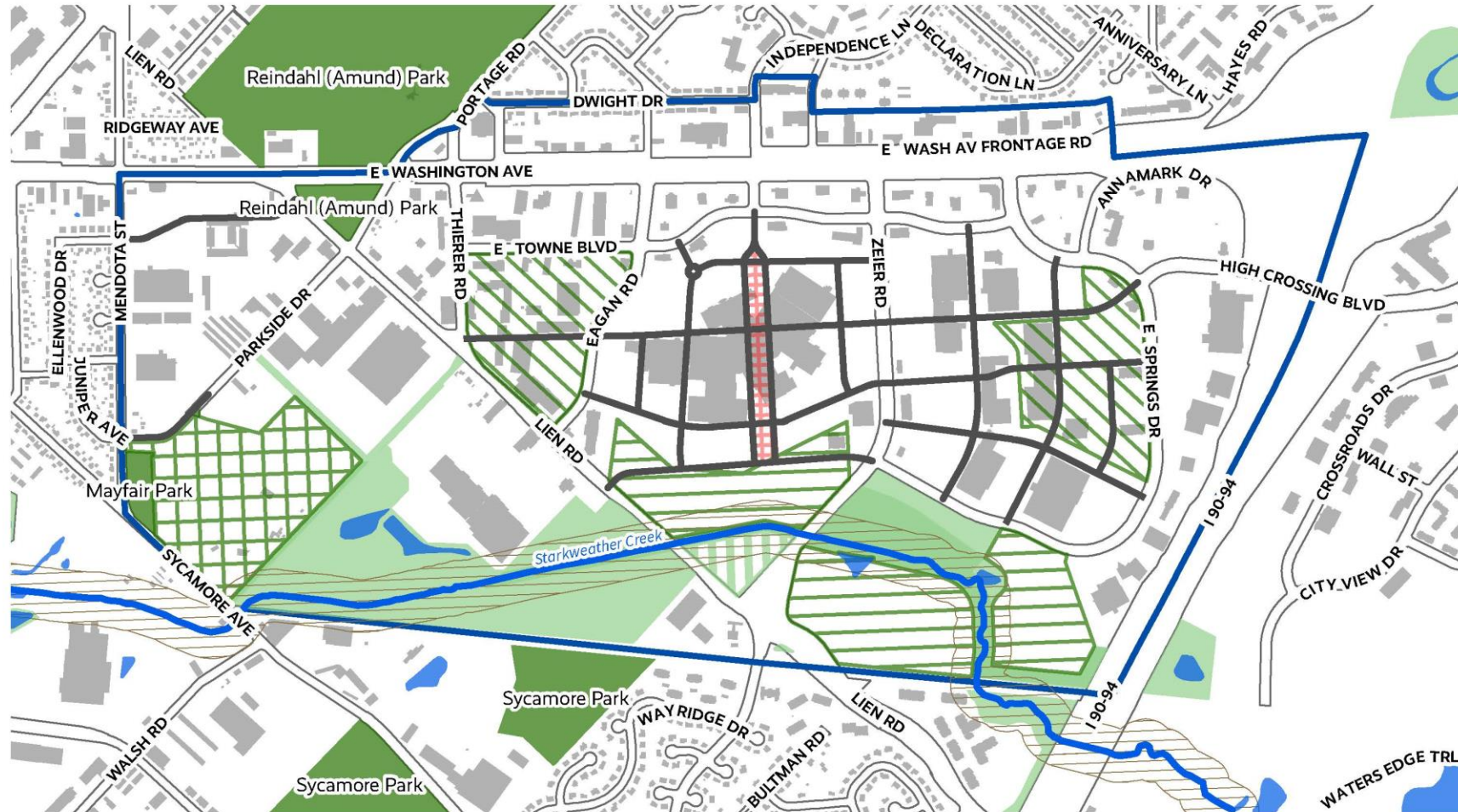
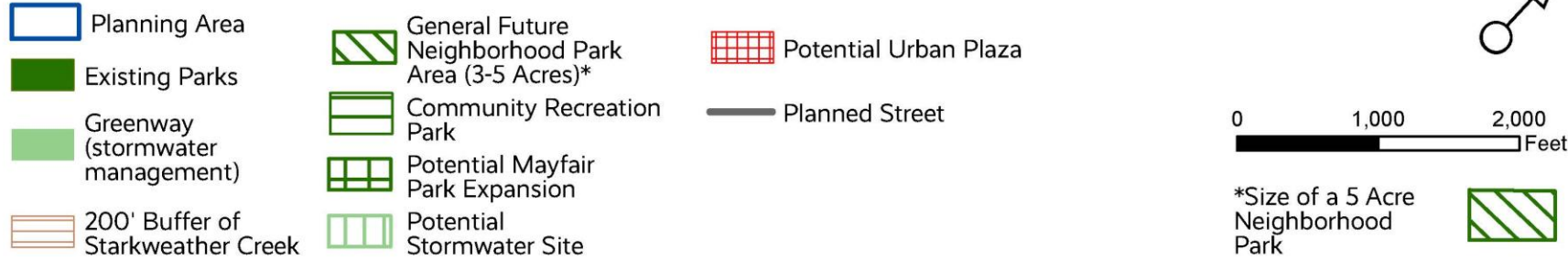
# Maximum Building Height

- Planning Area
- 3 Stories
- 5 Stories
- 6 Stories
- 8 Stories
- 12 Stories
- Existing and Planned Street Network





## Parks and Open Space



- Mayfair Park Expansion
- Large Community & Recreation Park adjacent to Starkweather Creek
- 2 smaller neighborhood parks within redevelopment areas
- Urban Plaza in Commercial Core



# Conceptual Development Phasing Model

Existing Condition





# Potential Phase 1

## BRT and Infill on Existing Lots





# Potential Phase 2

## New streets and new development





# Potential Phase 3 Partial Mall Redevelopment





# Potential Phase 4 Mixed-Use Activity Center Neighborhood





# Concept: Urban Plaza



- Urban Plaza





# Draft Culture & Character Recommendations



- Walkable Urban Center





# Draft Culture & Character Recommendations



- New Zeier Road development could create an opportunity for urban living





# Draft Neighborhoods & Housing Recommendations



- Smaller Scale Family Housing





# Draft Neighborhoods & Housing Recommendations



- Neighborhood Amenities and Resources





# Concept: Neighborhood & Community Parks



- 2 Smaller Neighborhood Parks

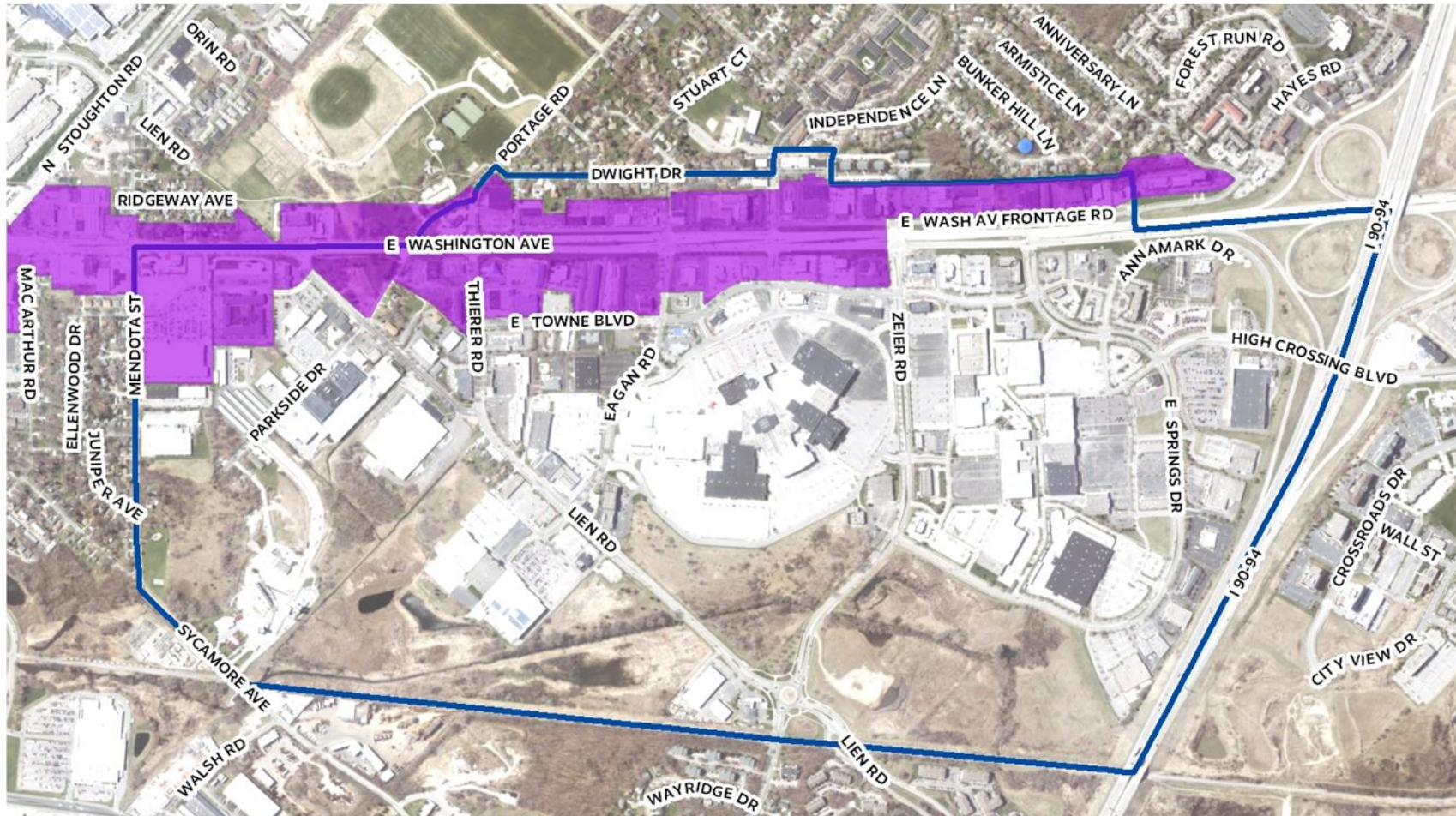




## Urban Design District

-  Planning Area
-  UDD #5

0 1,000 2,000  
Feet



- New buildings should front public streets
- Allow a range of building scales to encourage diversity in housing options
- Maintain mixed-use cores
- Incorporate open space as a focal point
- Allow for creative reuse of existing viable buildings
- Create welcoming space





# Draft Culture & Character Recommendations

- Revise Urban Design District (UDD) 5 to Revise Urban Design District (UDD) number 5 (MGO section 33.24(12)) to reflect and implement the design recommendations of this Plan, including those found in (Appendix \_\_\_\_). Extend UDD 5 to the Interstate and also explore expanding it to include key sites south of East Washington Avenue.
- Consider utilizing transit-oriented development (TOD) overlay zoning as necessary to implement the land use, design, and transportation goals of this Plan if not adequately addressed in the revised UDD 5.





# Design Recommendations (Appendix \_\_)



- Building Height, Setbacks, and Stepbacks
- Building Materials and Articulation
- Site Layout and Building Orientation





# Estimated Timeline



Estimated Timeframe	Activity
November, 2021	Phase 3 public meetings
December, 2021	Further Public Comment and Final Plan Revisions
January 4, 2022	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); public comment welcome
February 2022	Common Council – adoption



# Greater East Towne Area Plan

Thank You!

