

Emerson East-Eken Park-Yahara Neighborhood Plan Project Purpose and Scope

Project Purpose: The purpose of this project is to prepare a mid-range plan for the study area. The resulting plan will closely follow the structure and policies of the City's Comprehensive Plan, while addressing, in detail, specific sites and issues within the neighborhood. The final plan will include a vision statement, goals and objectives, alternative strategies and plan recommendations.

Study Area: The planning study area is bounded roughly by Aberg Avenue and Commercial Avenue on the northeast, E. Washington Avenue on the southeast, Yahara River on the southwest and Sherman Avenue on the west. The planning study area includes the Emerson East and Eken Park Neighborhoods and the Yahara and Superior Street Areas.

Project Approach: The City of Madison Common Council authorizes the planning process. The City of Madison DPCED, Planning Division will facilitate a planning process which results in a mid-range (10 to 15 year) plan and implementation strategy for the planning area. A steering committee will be appointed by the Mayor, and confirmed by the Common Council. The steering committee will be comprised of residents (tenants and owners), businesses, and residential and commercial property-owners. The appointed steering committee will guide the planning process and solicit input from residents, the business community, and stakeholders.

The Emerson East-Eken Park-Yahara Ad Hoc Steering Committee will consist of 8 residents and two business representatives. The CDBG Commission goal is for the composition of the Ad Hoc Steering Committee to be comprised of a minimum of 51% low to moderate individuals.

Project Team: The Project Manager for this project is Linda Horvath, Urban Planner. Bill Fruhling, Principal Planner and Jule Stroick, Planner IV will oversee the planning process.

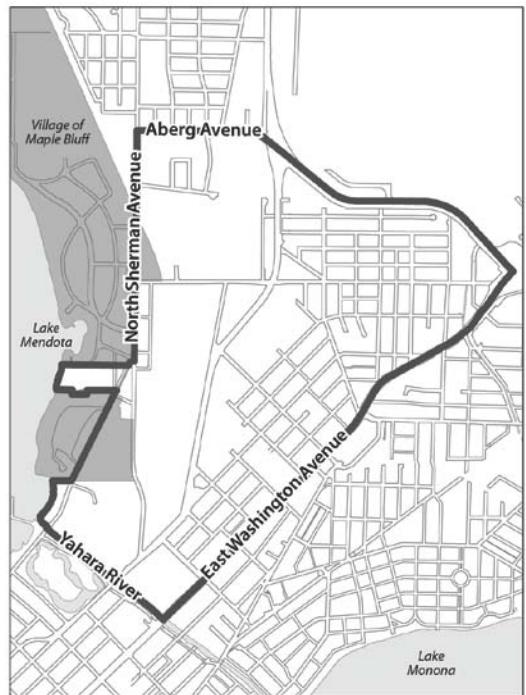
Project Work Plan and Timeline (Attached):

Task 1: Scan (Documentation of Existing Conditions)

The Planning Division will prepare draft and final plan content describing existing conditions in the study area, organized by plan element. In addition, the Planning Division will review and analyze past and current planning efforts in the study area or impacting the planning study area.

Task 2: Visioning, Opportunity Analysis and Issue Identification

Working with the Ad Hoc Steering Committee, the Planning Division will identify community values and prepare a vision statement. The Planning Division will conduct an opportunity analysis for the planning area. Through input from the Ad Hoc Steering Committee, focus interviews/groups, and input from area neighborhood associations and the public input sessions the Planning Division will identify priority issues for the planning study area. The Planning Division will be responsible for coordinating input from City agency staff and from a general survey of area businesses (administered by Office of Business Resources).



Task 3: Policy Development

The Planning Division will prepare draft and final policy content, including vision, goals, objectives, and policies for the neighborhood. These policies will be organized by plan element, corresponding to the City's Comprehensive Plan.

Task 4: Plan Development and Implementation Strategy

The plan document shall contain the vision, goals and objectives, alternative strategies and plan recommendations, and an implementation strategy for the entire planning area. The Implementation Strategy will identify responsible parties, timing/deadlines, estimated cost, and proposed source of funding. Plan recommendations shall be ranked in priority order.

Task 5: Plan Review and Approval

It is the intent that the EEEPY Plan will be adopted as a supplement to the City of Madison Comprehensive Plan. The Planning Division will present the plan to the Common Council, Plan Commission, and other pertinent boards, commissions, and committees. The CDBG Office will be the responsible party for preparing the authorizing resolution and contracts for CDBG eligible projects.

Task 6: Implementation, Monitoring and Assessment

The Planning Division will enter the plan recommendations into the internal tracking system and circulate to City agencies.

Public Participation Strategy (Attached)

Public participation will occur during all phases of the planning process. The attached Public Participation Strategy identifies the proposed way that members of the public will be engaged in the planning process.

Deliverables: The Planning Division will coordinate its efforts with other city agencies, neighborhood organizations, and private and public funders interested in the planning area. The plan will include five components:

1 Vision Statement

A description of a realistic and credible desired future for the planning study area.

2 Land Use Plan

A description and proposed map of the different land use areas or districts for the planning study area.

3 Plan Strategies and Recommendations

Specific recommendations to improve the aesthetic or function of the neighborhood in the areas of: community facilities, economic development, historic & cultural resources, housing, intergovernmental cooperation, land use, natural & agricultural resources, parks and open space, transportation, utilities.

4 Action Plan

Includes a description of the responsible party, costs, and the specific actions to be taken and time frame for completing the actions.

5 CDBG Projects

Identification of priority projects to be reviewed and approved for funding by the CDBG Commission.

Emerson – Eken Park – Yahara Neighborhood Public Participation