



Department of Planning & Community & Economic Development

## Planning Division

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**To:** City of Madison Urban Design Commission  
**From:** Greater East Towne Planning Team  
Rebecca Cnare, Linda Horvath, Kirstie Laatsch, Ryan Jonely, Chris Wells, Bill Fruhling  
**Date:** **January 12, 2022**  
**Subject:** Greater East Towne Area Plan Adoption (Legistar ID #68802)

**Proposed Action:** RETURN TO LEAD WITH THE RECOMMENDATION FOR APPROVAL TO THE PLAN COMMISSION for adoption of the Greater East Towne Area Plan as a supplement to the Comprehensive Plan.

### Background

The City of Madison has been concurrently planning for the futures of both the Greater East Towne Area and the Odana Area. The Odana Area Plan was adopted by Common Council on September 9, 2021. The Greater East Towne Area Plan (GETAP) is roughly bounded by the Wisconsin and Southern Railroad corridor on the south, East Washington Avenue on the north, Interstate 39/90 on the east and Mendota Street on the west.

The Comprehensive Plan had identified the area as one of the City's growth priority areas that should transform from the current auto-oriented character to higher density mixed-use centers along the future Bus Rapid Transit route. Undertaking this planning effort will also help the area adapt to the changes and challenges the retail sector has been experiencing since the 1990s, which have further been exacerbated by the Covid-19 pandemic. There have been many public outreach activities throughout the planning process. These public engagement activities were adapted to seek input and feedback during the pandemic, and to intentionally include communities that are traditionally underrepresented in planning processes. A summary of the various public outreach activities are available on the [project website](#).

### [Link to Draft Plan](#)

### Guiding Principles and Design Guidelines

The focus of the Plan is to provide a framework that will allow the area to evolve into a complete community over time. The UDC received an informational presentation on the Plan on November 17, 2021. As discussed during that meeting, the Plan establishes principles that guided development of concepts and recommendations, as well as Design & Implementation Guidelines to shape redevelopment, programming, and policy within the planning area (pages 10-12).

### Urban Design District Recommendations

The Plan contains specific recommendations regarding Urban Design District 5. These have not changed since the informational presentation. The recommendations (page 32) are:

1. 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 the Design Elements appendix. Extend UDD 5 to the Interstate and also explore expanding it to include key sites south of East Washington Avenue.
2. 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.