



Department of Planning & Community & Economic Development

## Planning Division

Heather Stouder, Director

---

Madison Municipal Building, Suite 017  
215 Martin Luther King Jr. Boulevard  
Madison, Wisconsin 53703  
Phone: (608) 266-4635  
[www.cityofmadison.com](http://www.cityofmadison.com)

**TO:** Plan Commission

**FROM:** Timothy M. Parks, Planner

**DATE:** May 8, 2023

**SUBJECT:** ID [77095](#) and [77096](#) – Amending the City of Madison Official Map to establish mapped reservations for future Streets and Highways in the City of Madison consistent with recommendations in the adopted the [Greater East Towne Area Plan](#).

---

### Background

The Official Map is a planning tool enabled by Wis. Stats. Section 62.23(6), which allows a municipality to map and reserve land for future streets/ transportation corridors, public buildings, parks and playgrounds, greenways, etc. The City of Madison's Official Map is governed locally by MGO Section 16.25. The current map was adopted in 1966 and is broken into quarter-sections, with a map adopted by Common Council resolution for each quarter-section.

The map identifies the location and width of reservations for the above-referenced public facilities. An officially mapped reservation is not the actual land needed to construct the future public facility. Details on the public improvement (i.e. street cross-sections, pond depth, project aesthetics, etc.) are determined subsequent to official mapping and closer to the time of construction. Further, the City must acquire the land needed to construct a street or other mapped facility through dedication as a condition of development (typically by a subdivision of land) or by acquisition of land in fee simple or as an easement. All such dedications or acquisitions require separate Common Council approval.

The Official Map may only be amended by a Common Council resolution following published Class 2 notice in the City's newspaper of record (Wisconsin State Journal) and mailed notices to property owners within 300 feet of the area subject to amendment.

### Proposed Amendment

On April 18, 2023, two resolutions were introduced by the Common Council to officially map a total of three street extensions recommended by the [Greater East Towne Area Plan](#). The area plan was adopted by the Common Council on February 22, 2022 by Resolution 22-00144 (ID [68802](#)) to provide land use, urban design, transportation, and open space recommendations to guide redevelopment in the area of the City bounded by E Washington Avenue on the north, Interstate 39/90/94 on the east, the Wisconsin and Southern Railroad corridor on the south, and Mendota Street on the west.

The first official map amendment, Resolution ID [77095](#), proposes to map the following reservations for future public streets as shown on Exhibit A of the resolution:

- A 66-foot wide right of way to extend East Springs Drive from its current terminus at Zeier Road southwesterly across the easterly edge of the East Towne Mall campus to a new intersection at

Lien Road south of the Mall. The 66-foot wide reserved area will cross undeveloped land and the outer edges of the parking lot that encircles the mall; and

- A 66-foot wide street right of way that will extend High Crossing Boulevard southerly from its current western terminus at East Springs Drive towards Zeier Road. The High Crossing extension is planned to eventually connect to Zeier Road; however, the reservation proposed at this time stops short of existing retail buildings located in the 2400-2600 blocks of East Springs Drive and 2100-block of Zeier Road. Continuation of the High Crossing extension will be implemented when those buildings and properties are redeveloped.

The second amendment, Resolution ID [77096](#), proposes to map the extension of Parkside Drive south to Mendota Street opposite Juniper Avenue. The proposed reservation will cross undeveloped land on the western edge of an industrial parcel located at 4122 Sycamore Avenue and the easterly half of a 1.86-acre parcel developed with a two-family dwelling and a series of accessory buildings at 1206 Mendota Street. The 66-foot wide reservation will avoid the residence but does impact some of the accessory buildings. The area plan notes the extension of Parkside Drive to Mendota Street would connect the Mayfair Park neighborhood to the East Towne area.

The three reservations proposed with these two resolutions are identified as Phase One/ Priority street connections in the [Greater East Towne Area Plan](#). The area plan emphasizes building a more robust public street network to serve as framework for cohesive redevelopment as the planning area changes, including breaking up the existing large blocks to create a more walkable, and bike- and transit-friendly neighborhood. Priority Streets in the area plan include those that can be constructed without demolition, while Secondary Streets require more intensive redevelopment.

### Process and Impact

Generally speaking, permits may not be issued to construct a new or enlarged building within an officially mapped reservation. The impact on the affected parcels by the proposed reservations is limited to only the area to be reserved for future public use; the proposed reservations should not otherwise affect the ability of the impacted owners from using their property as allowed by Madison General Ordinances. It appears that the proposed reservations will avoid most of the existing buildings in the amendment areas.

Enforcement of the reservations will primarily come through the multi-agency, multi-disciplinary site plan approval process that proceeds the issuance of building permits. Final authority on the issuance of permits for a building within one of the proposed reservations will rest with the Director of the Building Inspection Division. For more information on the background and history of Wisconsin's official mapping statute and the enforcement of the Official Map under state law and local ordinance, please refer to a memo from former Assistant City Attorney John Strange, dated November 20, 2020, which is attached to this legislative file. That memo was prepared to guide consideration of an official map amendment related to implementation of the [Milwaukee Street Special Area Plan](#); however, the information in the memo is still pertinent and should serve as an excellent legal guide to any questions raised by this official mapping exercise.

The Transportation Policy and Planning Board recommended approval of the Official Map amendments on April 26, 2023; the Board of Public Works recommended approval of the amendments on May 3, 2023.

Greater East Towne Area Plan  
Official Map Reservations:  
ID #77095 – East Towne Mall  
ID #77096 – Parkside Drive  
May 8, 2023  
Page 3

*Recommendation*

The Planning Division supports the Official Map reservations proposed by Resolution ID 77095 and 77096 as a means to proactively reserve some of the most important street connections recommended in the Greater East Towne Area Plan.

Note: Two companion ordinances, ID 77249 and ID 77250, to proactively rezone various properties in the Greater East Towne Area Plan area consistent with zoning and land use recommendations in the plan, were also scheduled to be considered by the Plan Commission on May 8. However, Planning staff is requesting that those zoning map amendment ordinances be referred to a future meeting (no date specified) to allow more study of the areas to be rezoned.