

Greater East Towne Area Plan

Draft Concepts
September 23, 2021
Housing Strategies Committee





Greater East Towne Area Plan Agenda

1. Plan Overview, Participation and Findings
2. Guiding Principles
3. Draft Concept: land use; streets; bicycle facilities; sidewalk network; parks & open space
4. Anticipated timeline
5. Discussion

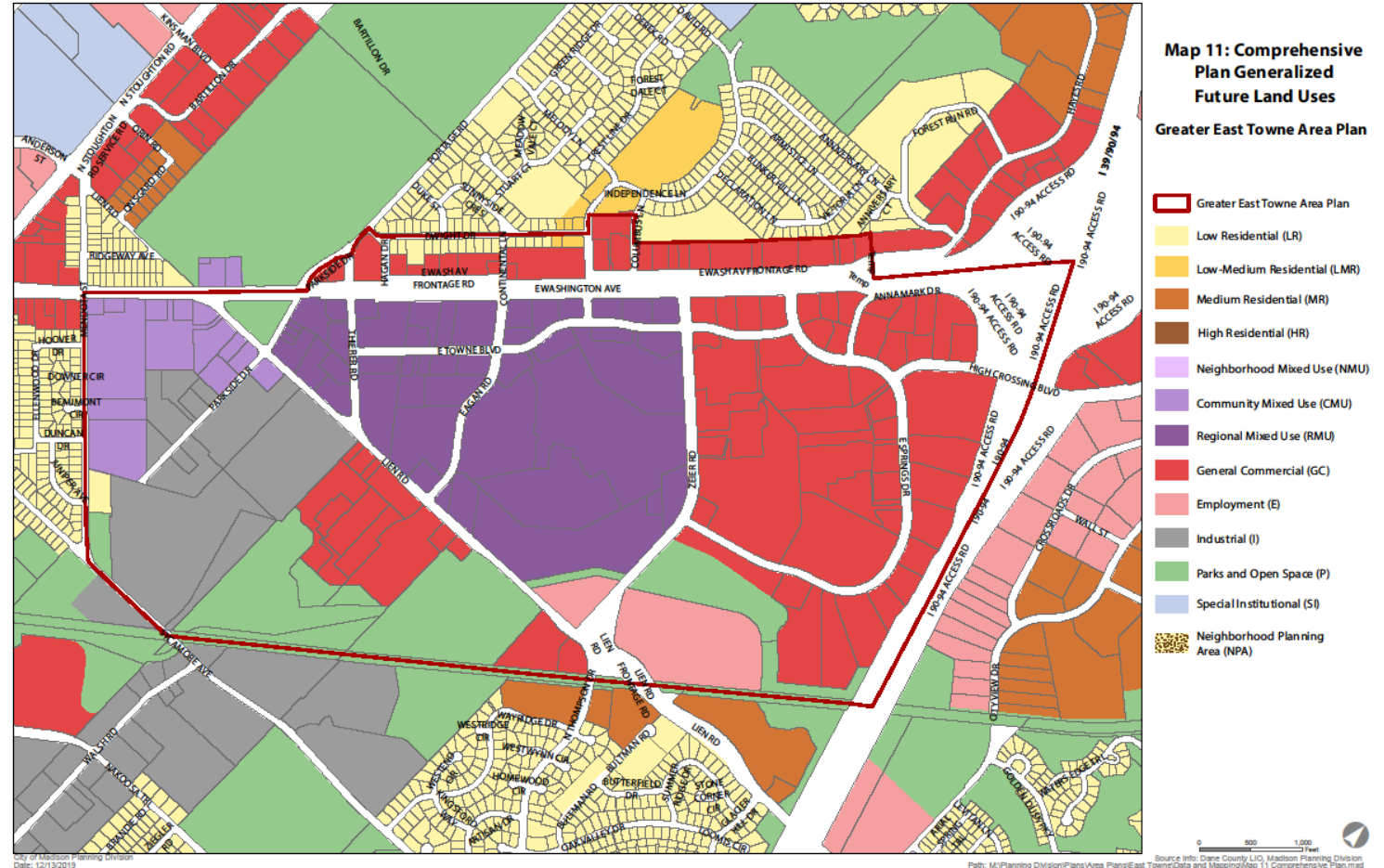
Greater East Towne Area Plan



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 on the left side of the slide, consisting of a series of white circles connected by a thin line, each corresponding to a public participation activity.

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

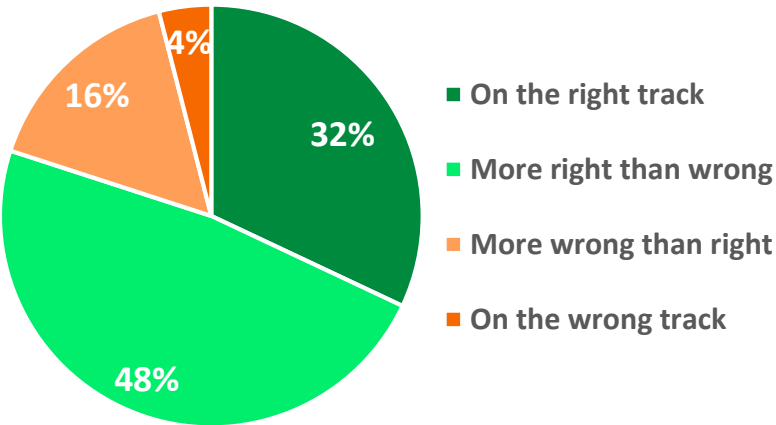


1. Affordability is critical for both housing AND businesses.
2. Need entertainment and recreation for all ages.
3. Development needs to be more equitable, racially diverse, and inclusive.
4. Collaboration is critical between nonprofits, for-profit businesses, and government.
5. Develop ownership models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

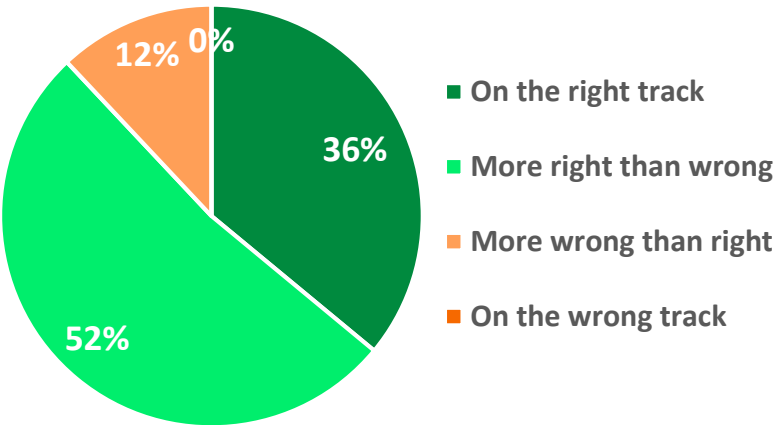
Outreach: Phase 2 Meetings Feedback from Polling Questions



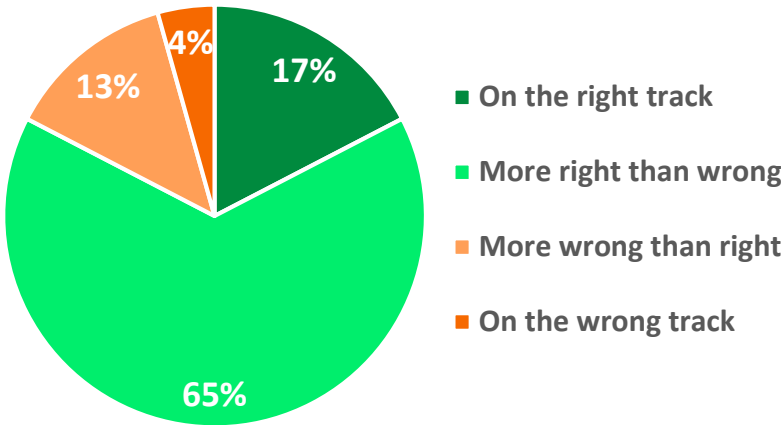
Parks & Open Space



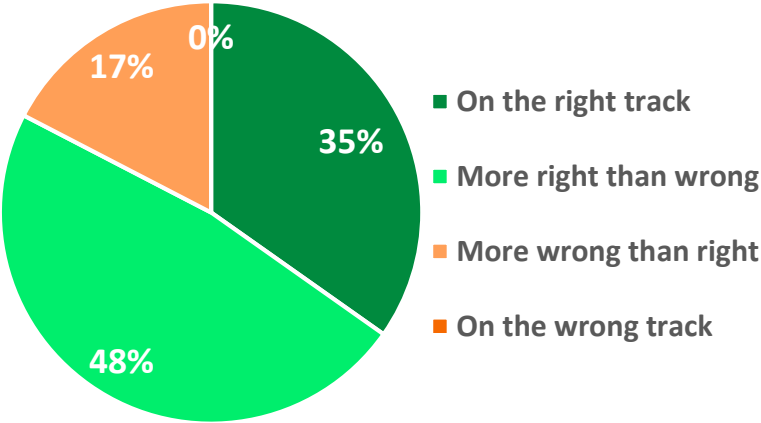
Transportation



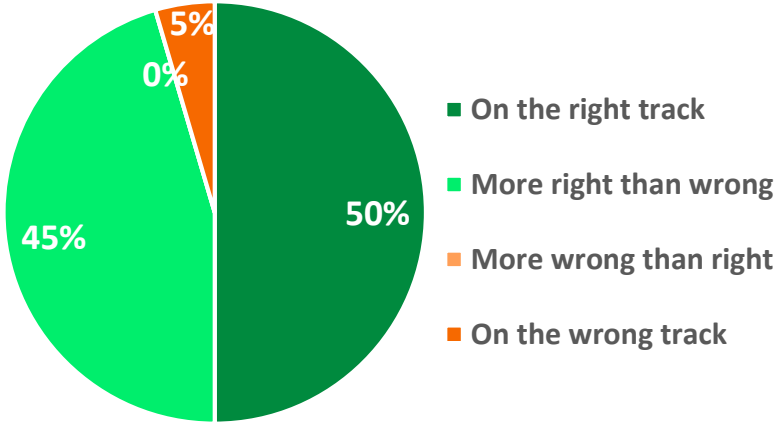
Land Use



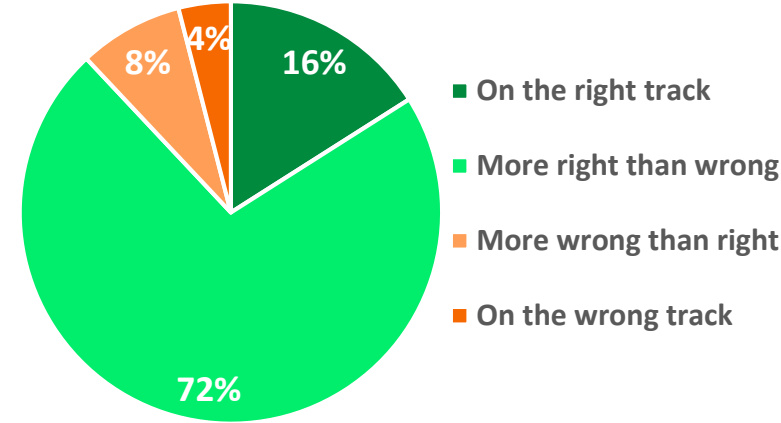
Building Heights



Guiding Principles



Overall Concepts & Plan



5 Guiding Principles

1. Creating a place

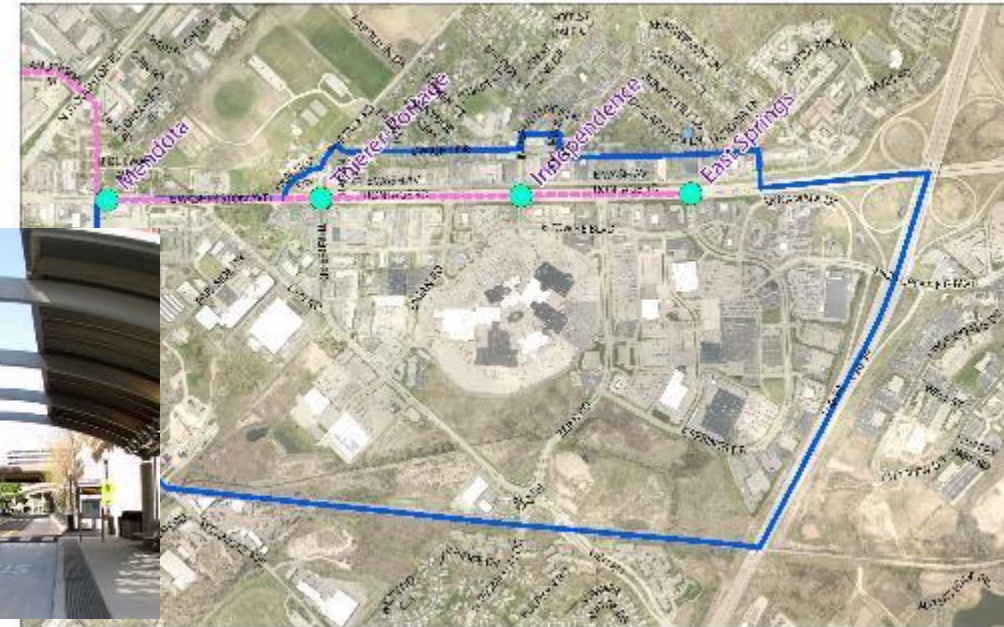
- A new complete neighborhood with a variety of housing choices and activity centers reflecting cultural diversity



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

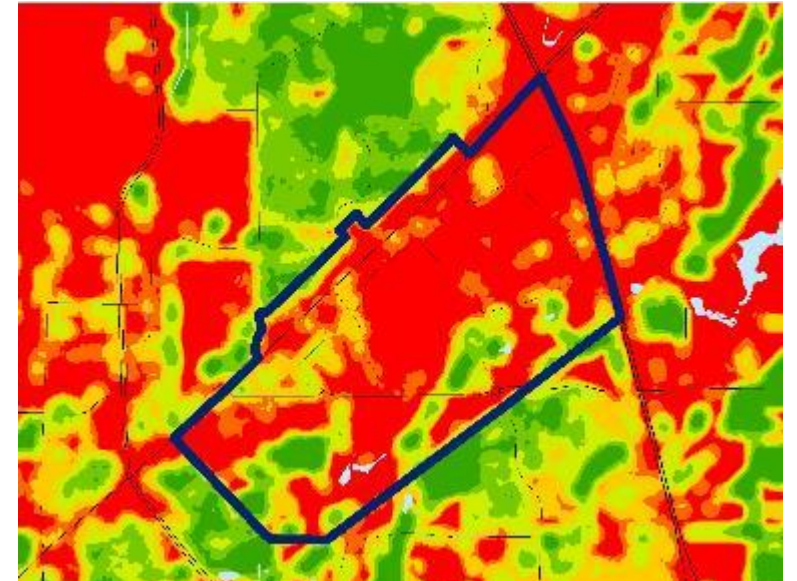
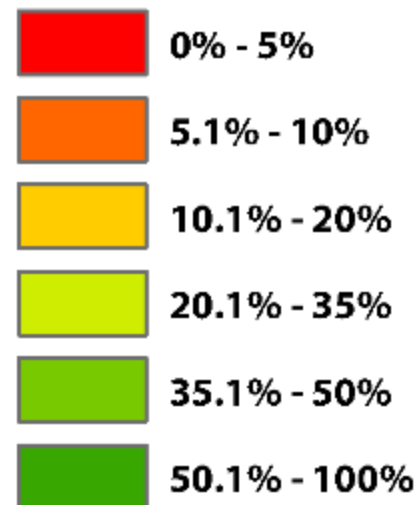


4. Center Nature and Sustainability

- Incorporate trees and open space in developed areas
- Embrace natural areas like Starkweather Creek
- Reduce impervious surface and stormwater runoff



Canopy Cover



5 Guiding Principles

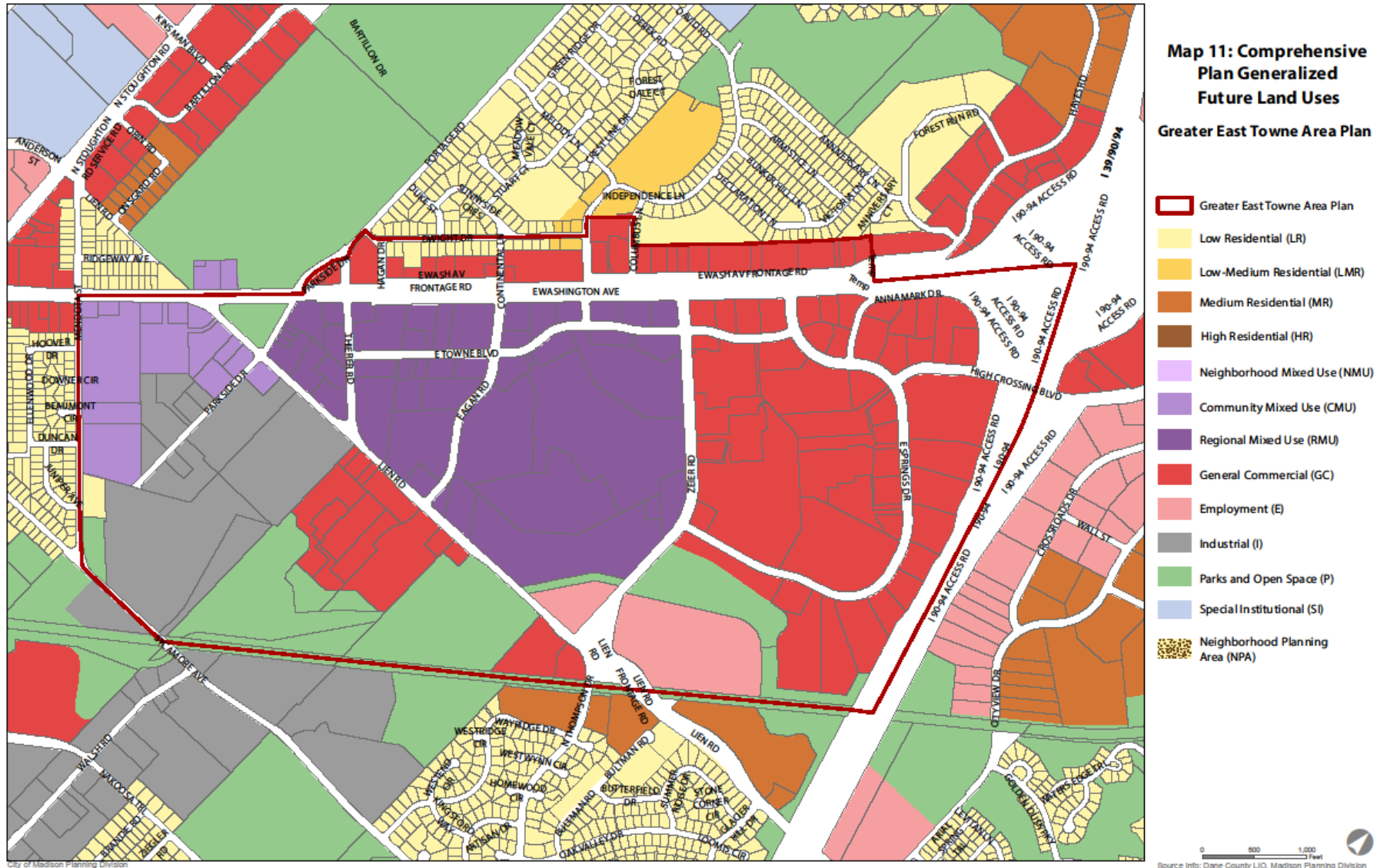


5. Resiliency

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



2018 Comprehensive Plan Land Use



DRAFT GETAP Land Use Concept - Revised



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 Stormwater etc



BRT Stations



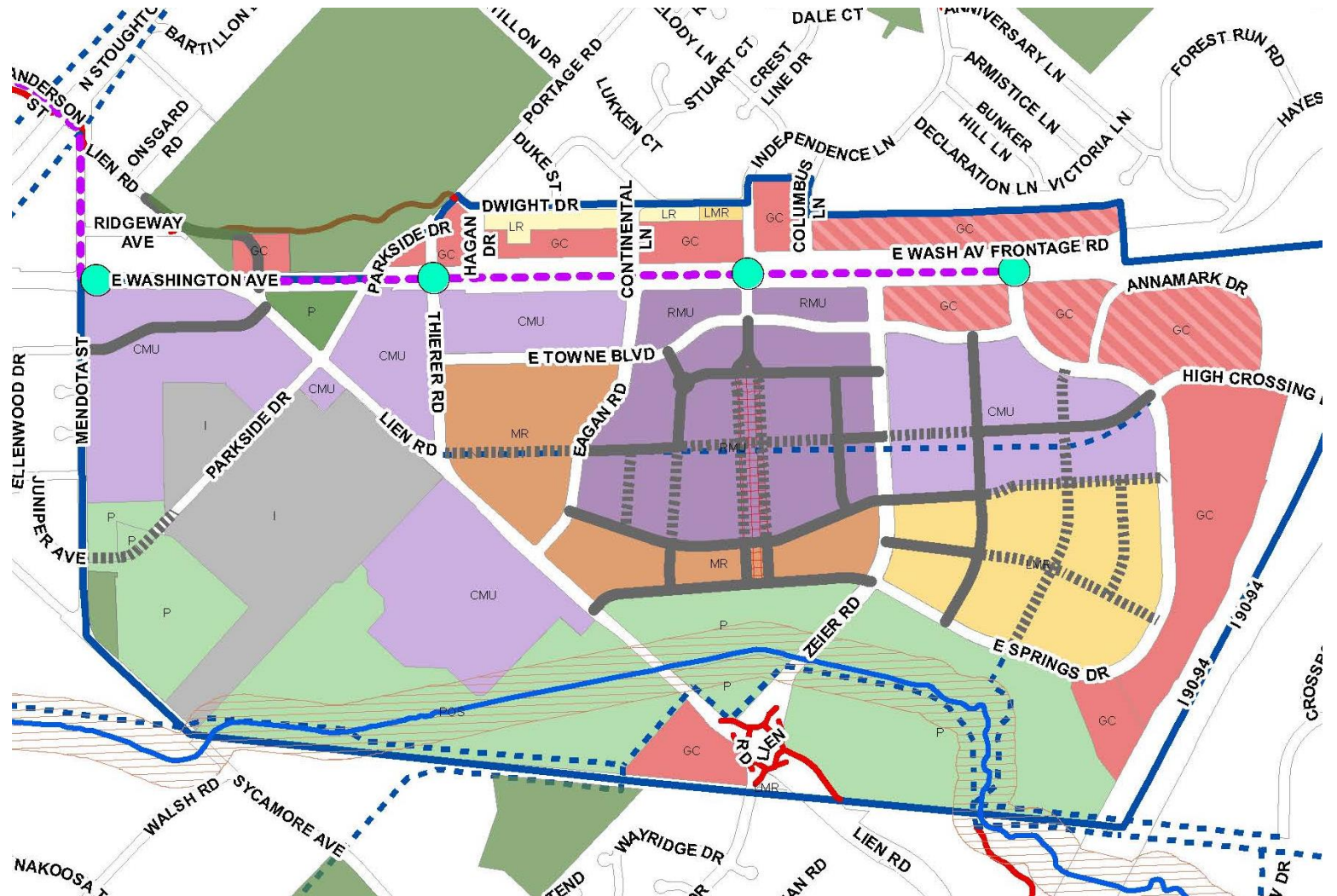
BRT Lines

Potential Streets

- Phase 1
- Phase 2

Bike Path

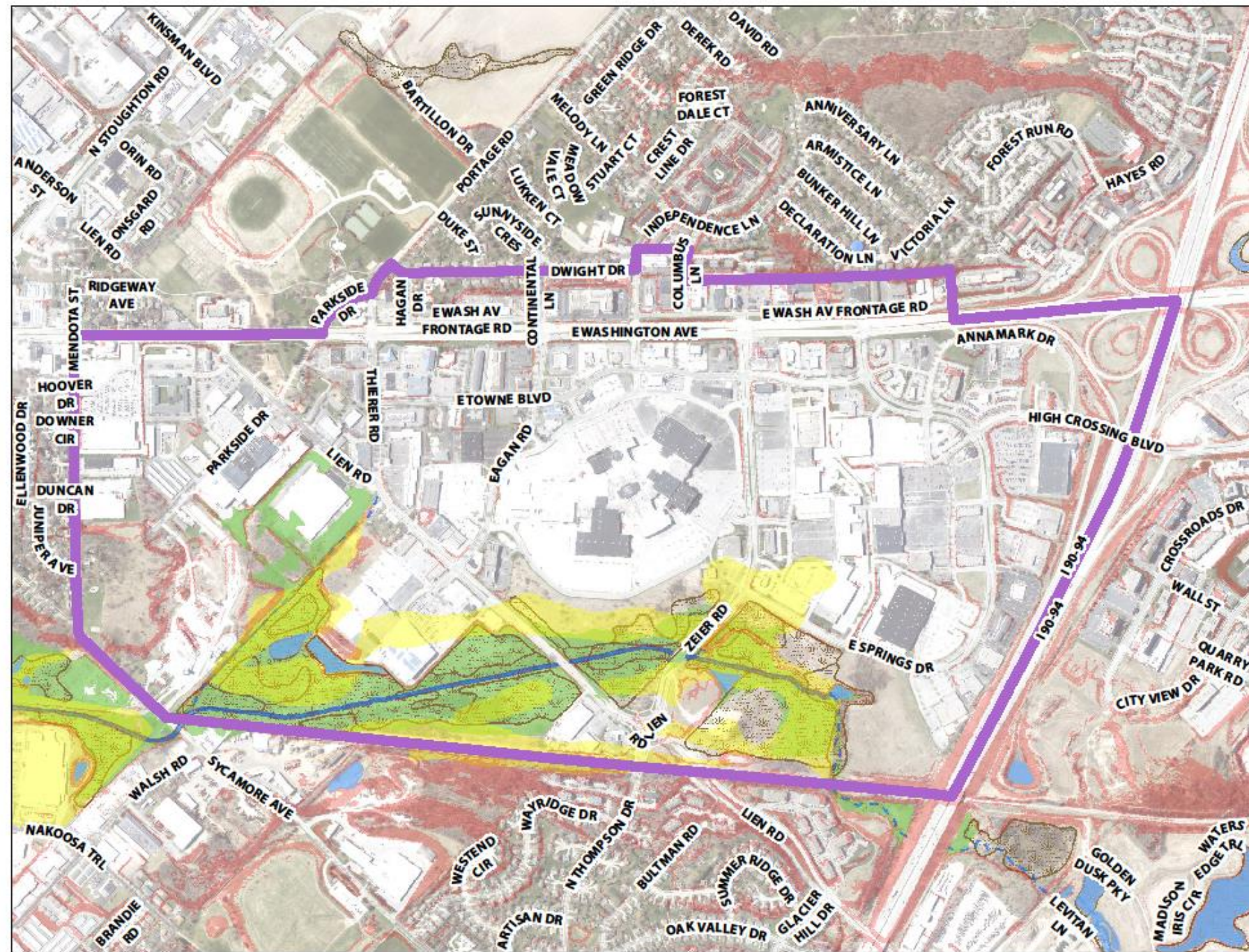
- Existing
- Planned





Draft Natural Features

- Study Area
- Slope 12% and Greater
- Surface Water
- Perennial Stream
- Intermittent Stream
- Wetlands
- Delimited Floodplain
- Hydric Soils





Draft

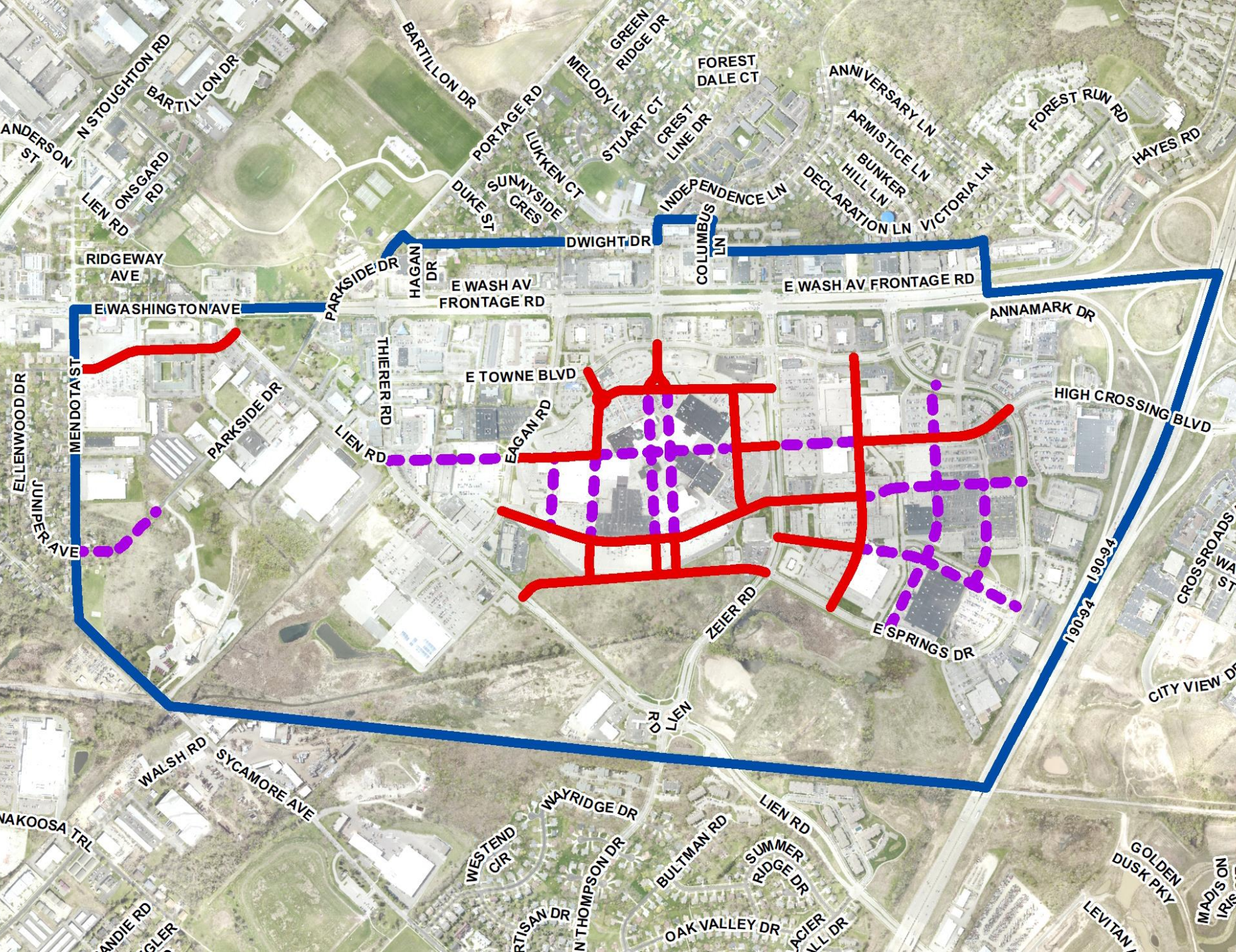
Parks and Open Space

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





0 500 1,000 Feet





Draft

Street Network

-  Early Phases
-  Later Phases



Draft Bicycle Facilities

Off Street Facilities

- Existing
- Planned

On-Street Facilities

- Existing
- Planned

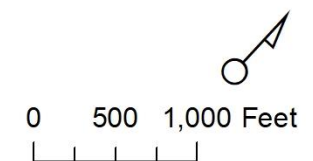
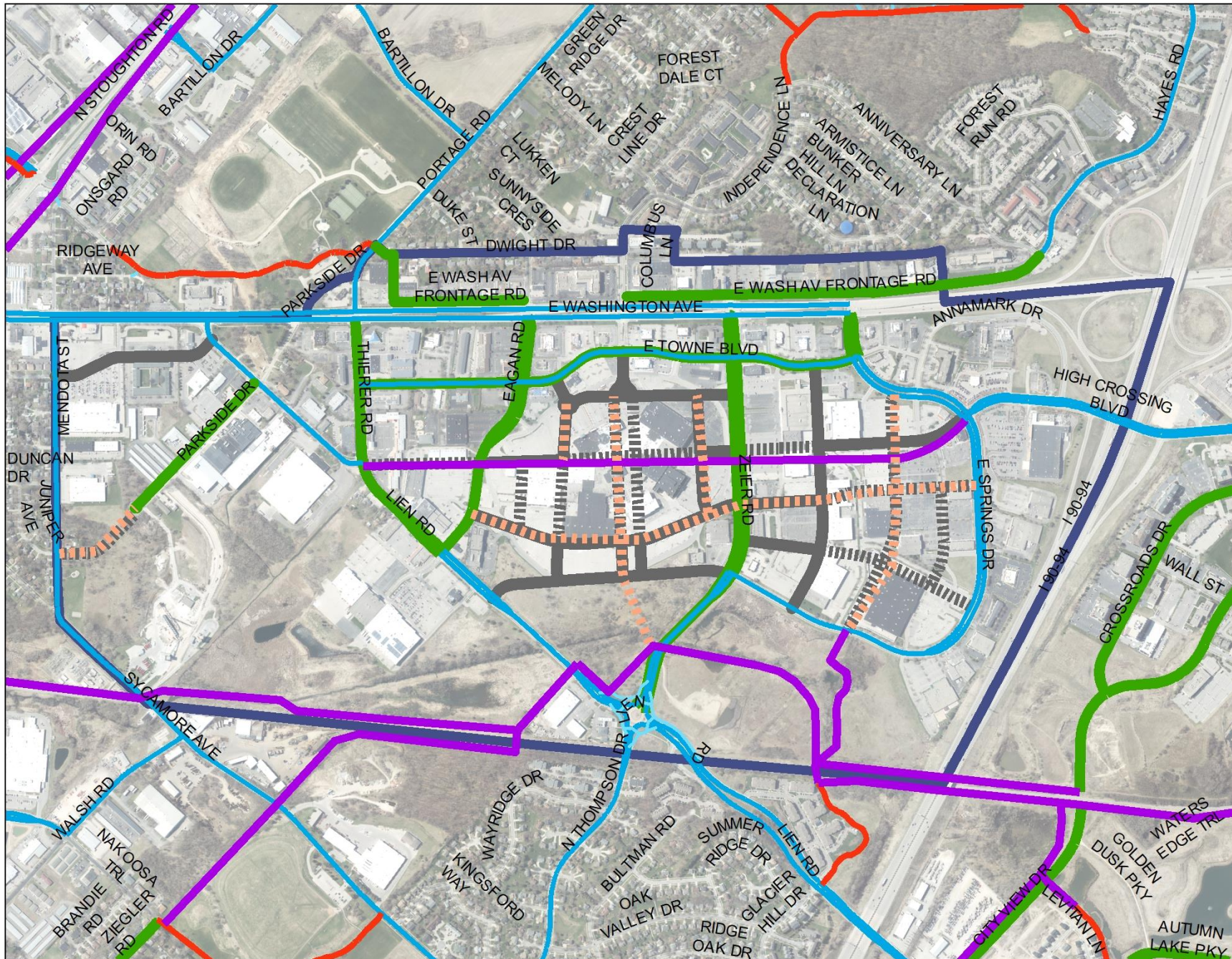
Greater East Towne Area Planning Concepts

- New Bicycle Facilities
on Potential New Streets

Potential New Streets

- Phase 1
- Phase 2

- Planning Area





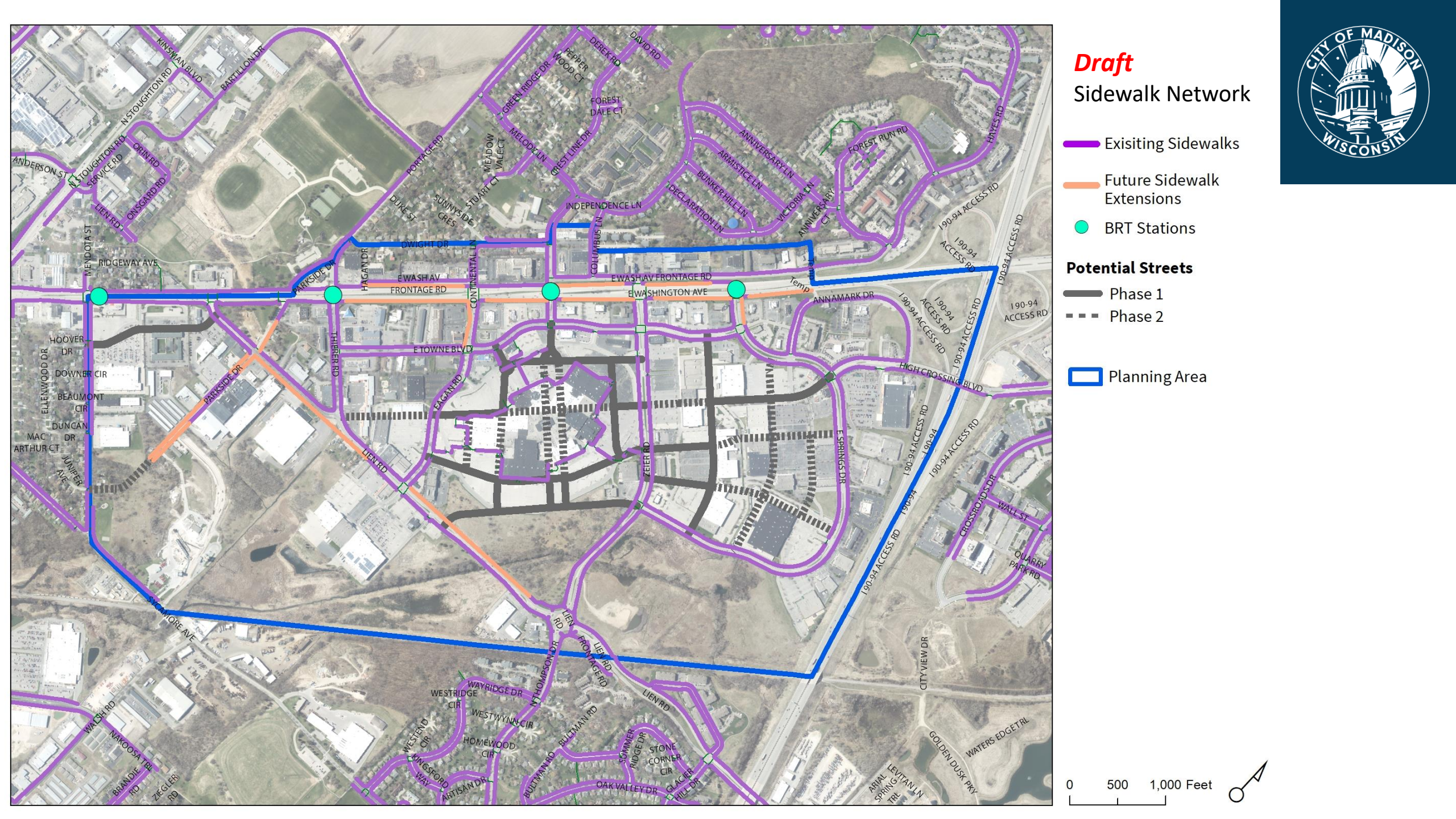
Draft Sidewalk Network

- Existing Sidewalks
- Future Sidewalk Extensions
- BRT Stations

Potential Streets

- Phase 1
- Phase 2
- Planning Area

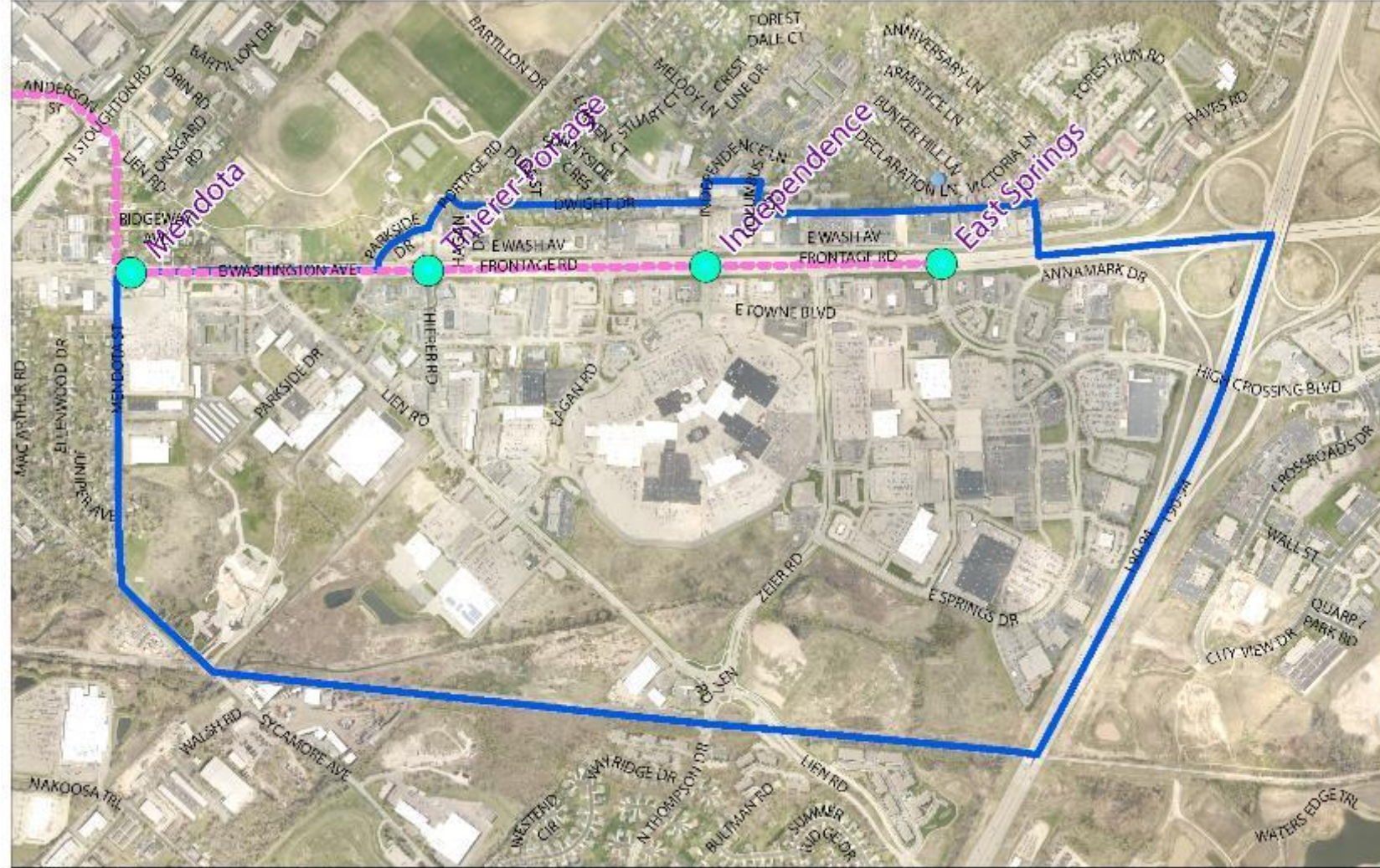
0 500 1,000 Feet



BRT Network



CURBSIDE BOARDING PLATFORM | Optional bike parking shelter

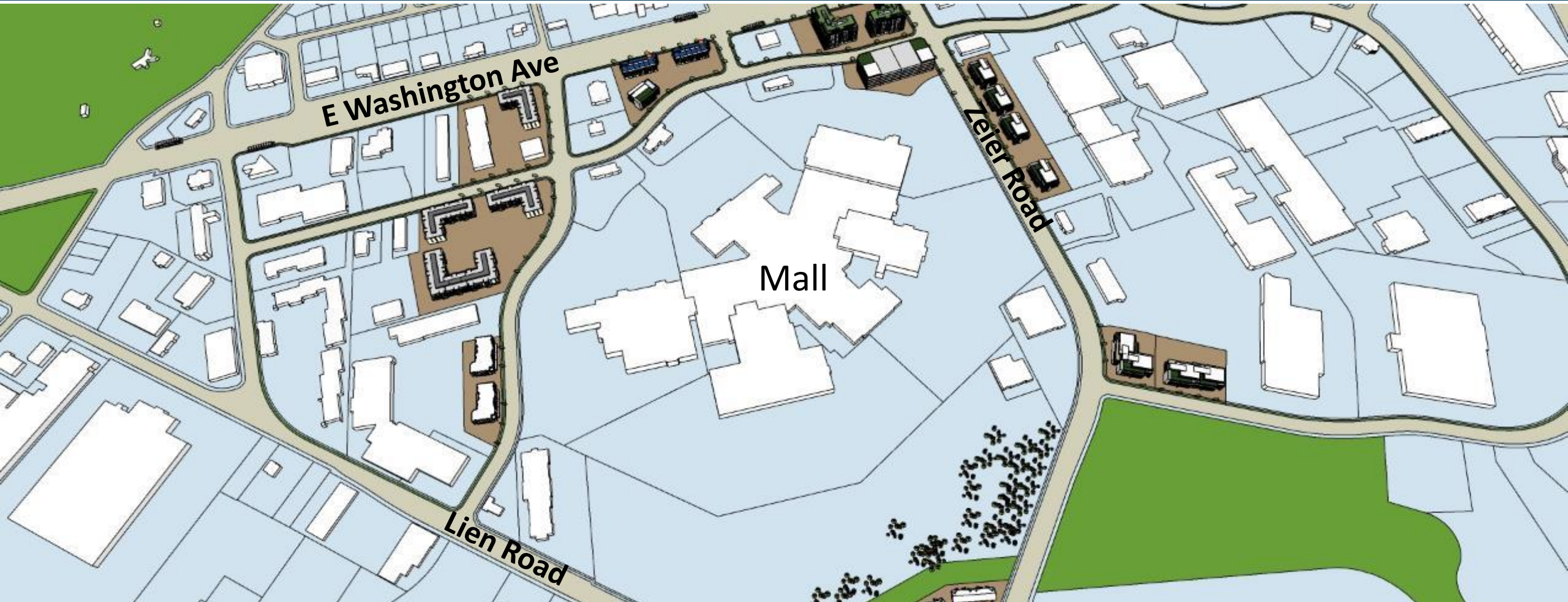


Conceptual Development Phasing Model

Existing Conditions



Potential Phase 1 BRT and Infill on Existing Lots



Potential Phase 2

New streets and new development



Potential Phase 3

Partial Mall Demo, with added Re-development



Potential Phase 4

What happens if the Mall goes away?



Estimated Timeline



Estimated Timeframe	Activity
August/September/October 2021	Phase 2 BCC meetings, EDC, BPC, TPPB, HSC, PC
October 2021	Draft Plan Recommendations document
Early 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
February 2022	Common Council – adoption

Discussion



1. This plan aims to support the inclusion of more smaller scale housing in the City including a range of smaller multi-unit or clustered housing types compatible in scale with single-family homes. This plan supports that goal with the inclusion of a large Low-Medium Residential area along East Springs Drive. Do you support this residential-specific area? Should we include more of this type of land use in the plan and if so, where?
2. What are the opportunities and limitations for moving forward with future affordable housing recommendations?
3. What sorts of housing policies and programs would you suggest we include in the plan to support people who would like to buy or rent a home in this area?
4. What are we missing?
5. What else would you like to share?

Q & A Wrap-Up



- **Project web page:** cityofmadison.com/EastTownePlan
 - Materials from past meetings/events
- **Project contacts:**
 - Rebecca Cnare: rcnare@cityofmadison.com
 - Linda Horvath: lhovath@cityofmadison.com