



Department of Planning & Community & Economic Development

Planning Division

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To: Transportation Commission

From: Dan McAuliffe, Angela Puerta - Northeast Area Plan Project Managers

Date: July 24, 2024

Subject: Northeast Area Plan

Background

The Northeast Area Plan was introduced at the July 16th Common Council and referred to Transportation Commission as part of its review and approval process. Introduction follows the release of Public Review Draft plan in mid-May and initial Recommendation Framework in December 2023. Public feedback summaries for the Public Review Draft and earlier outreach are on legistar.

The Transportation Commission reviewed the Recommendation Framework for the plan at its January 31, 2024 meeting. The draft Northeast Area Plan and its recommendations are very similar to those presented earlier this year, but there have been some revisions.

Draft Plan Highlights and Changes

The draft plan recommends new street connections to better link adjacent area while creating a more walkable and bikeable development pattern. The most significant new connection is the potential extension of Nakoosa Trail. Along with new streets, the plan identified frontage roads and excess right of way that could be vacated to allow for improved character when adjacent properties redevelop. Both of these topics were discussed at the January meeting. Since that meeting, a new recommendation to officially map additional future street connections in the East Town Mall area was added. This would ensure initial phases of redevelopment occurs in appropriate locations so a future street grid could be developed. This revised approach is similar to official mapping at West Towne Mall.

The recommended bike network presented in the draft is the same as was presented in the January meeting, with the addition of an off-street path on the North side of East Washington Avenue. This reflects the path proposed by WisDOT as part of the I-39/90/94-Hwy 151 interchange redesign study recommended alternative.

Because of the timing of WisDOT's North Stoughton Road study, the introduced draft does not include certain bike improvements that are now coming into focus as a result of the study. Most notably, as a result of City of Madison comments, WisDOT is considering an off-street path on the east side of Highway 51 between East Washington Avenue and the planned Hiestand Path south of Highway 30. Of particular concern is the grade separated crossing for pedestrians and cyclists on the south side of the Highway 30 interchange. Safe pedestrian and bicycle crossings are a basic part of interchange design. Based on recent conversations, staff recommends this path and crossing be added to Shared Use Path and Bicycle Network map and the following text be added in the Highway 51 study discussion on page 35.

"WisDOT's shown path East of Highway 51 south of East Washington Avenue provides an important link to the City's planned Hiestand Path south of Highway 30, as well as the Autumn Ridge and

July 25, 2024

Page 2

Marsh View paths. It also provides a connection to important retail east of Highway 51. These paths should be linked by an all ages and abilities crossing of Highway 51, preferably grade separated, just south of Highway 30."

Request to Transportation Commission

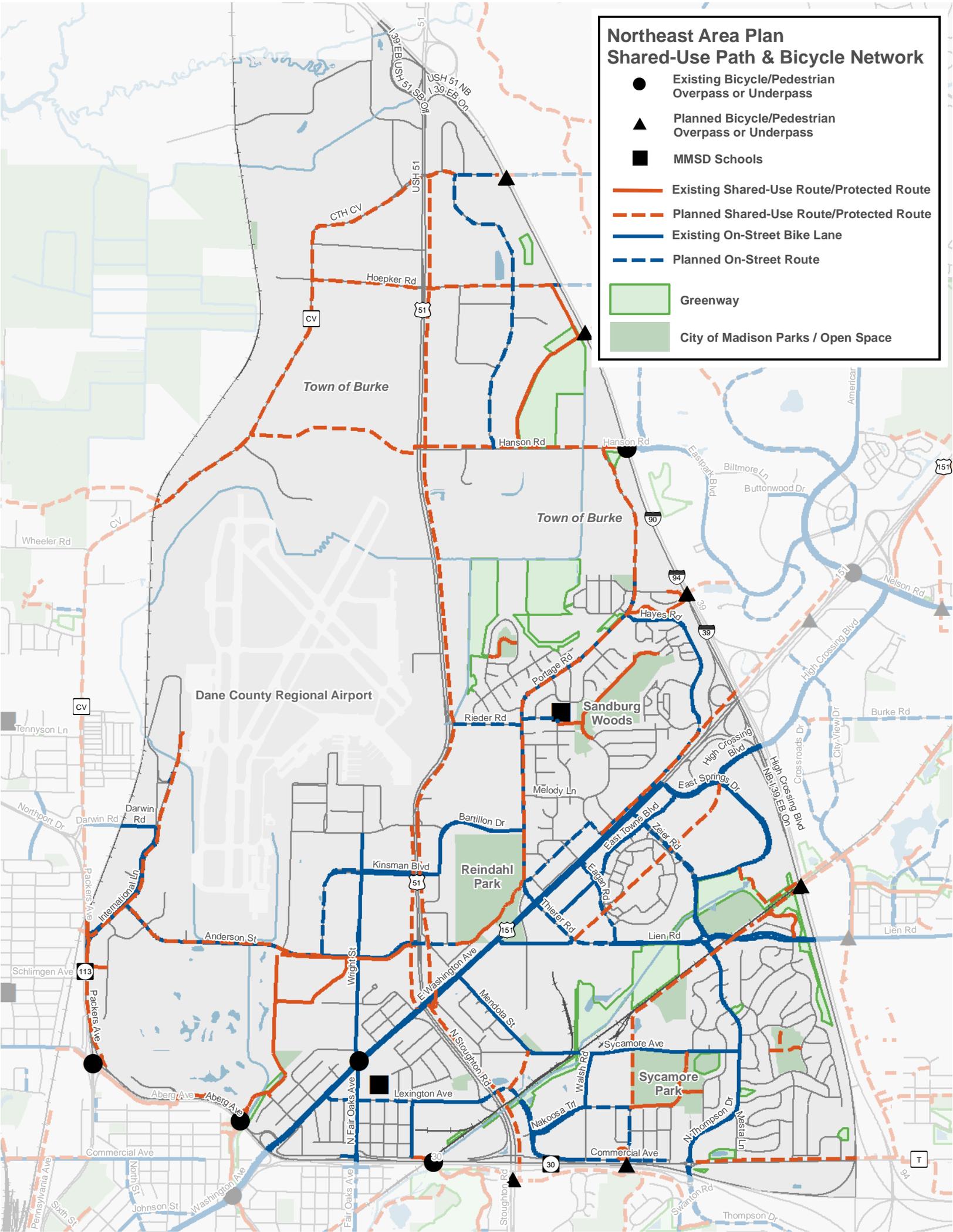
If Transportation Commission recommends revisions to the Introduction Draft being considered, those revisions should be included in any motion made. Plan Commission, as the lead body, will review these revisions and make a final recommendation to the Common Council.

Attachments

1. [Northeast Area Plan Introduction Draft](#)
2. Revised Shared Use Path and Bicycle Network map
3. Transportation Commission presentation

Northeast Area Plan Shared-Use Path & Bicycle Network

- Existing Bicycle/Pedestrian Overpass or Underpass
- ▲ Planned Bicycle/Pedestrian Overpass or Underpass
- MMSD Schools
- Existing Shared-Use Route/Protected Route
- - - Planned Shared-Use Route/Protected Route
- Existing On-Street Bike Lane
- - - Planned On-Street Route
- Greenway
- City of Madison Parks / Open Space



Northeast Area Plan



Transportation Commission – July 31, 2024

Agenda



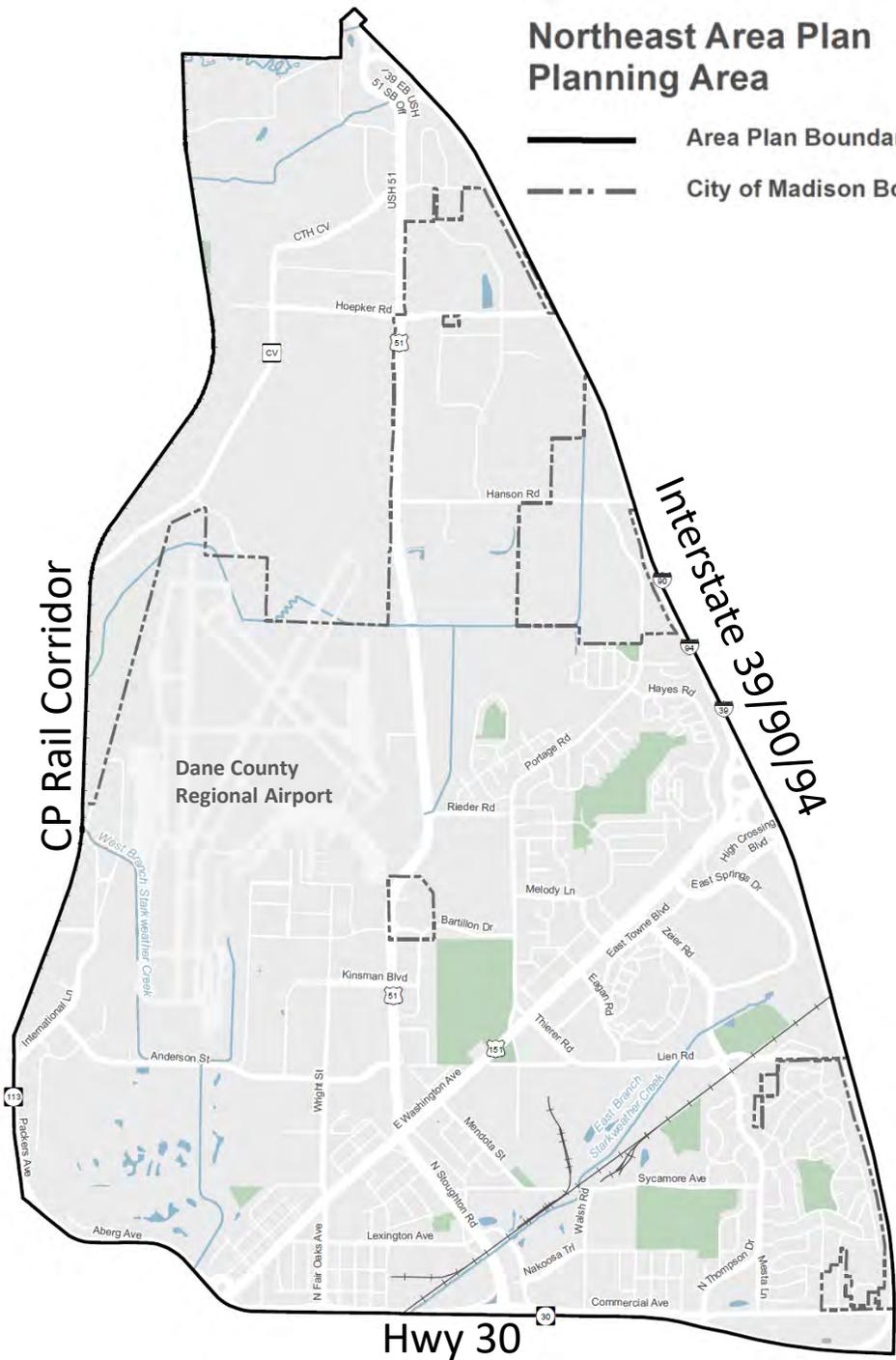
1. Background
2. Planning Process
3. Public Feedback
4. Draft Northeast Area Plan Recommendations
5. Next Steps



Background

Northeast Area Plan Planning Area

- Area Plan Boundary
- - - City of Madison Boundary



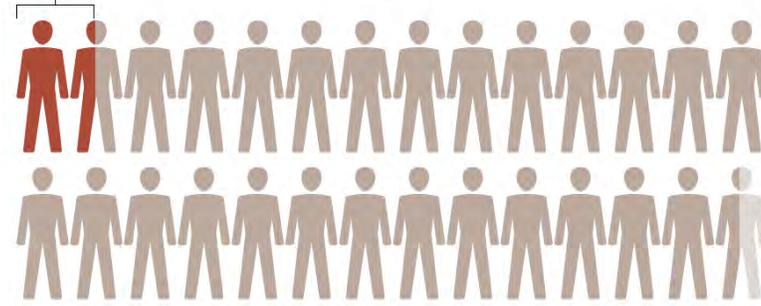
Demographics

Population

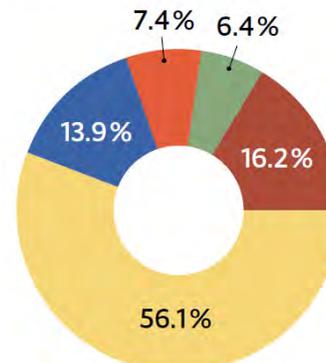
Northeast Area
14,649

City of Madison
274,622

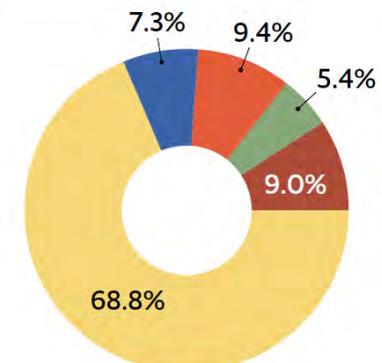
= 10,000 residents



Racial and ethnic composition



Northeast Area



City of Madison



Planning Process



Data Gathering & Review

- Interagency staff mtgs
- Public mtgs (in-person/virtual)
- Online interactive commenting map
- Regular email notifications and website updates (applies to all phases)

Phase One

JAN - MAR

Issues & Opportunities

- Community surveys (in-person/virtual)
- 4 public mtgs (in-person/virtual)
- Multiagency Open House
- Review by Board, Commissions & Committees
- Interagency Staff Mtgs
- Sandburg Elementary PTA mtg

Phase Two

APR - JUN

Draft Plan Concepts

- Pop-up engagement at community events such as Make Music Madison, Westchester Gardens Block Party & others
- Public outreach by 3 Community Navigators (in-person)
- Connect Events at Sycamore & Reindahl Park
- Burke Heights & Sandburg Walk & Talk
- Community Dinner & Alder Forum

Phase Three

JUL - OCT

Draft Plan Recommendations

- Business Postcard Survey
- Art Workshop
- Joint Open House with WisDOT
- Plan Commission
- Board of Parks Commissioners
- Transportation Commission

Phase Four

NOV - FEB

Final Draft Plan Review

- Public Meetings (in-person/virtual)
- Landmarks Commission
- Urban Design Commission
- CDBG Board
- Public feedback on Draft Plan
- Joint Open House with WisDOT

Phase Five

MAR - JUN

Adoption & Implementation

- Boards, Commissions & Committees
- Implementation of Plan recommendations

Phase Six

JUL+

2023

2024

Meetings and Outreach



In-Person Community Meetings



Community Surveys



Open Houses



Community Navigators



Art Workshop



General Themes in Public Comment

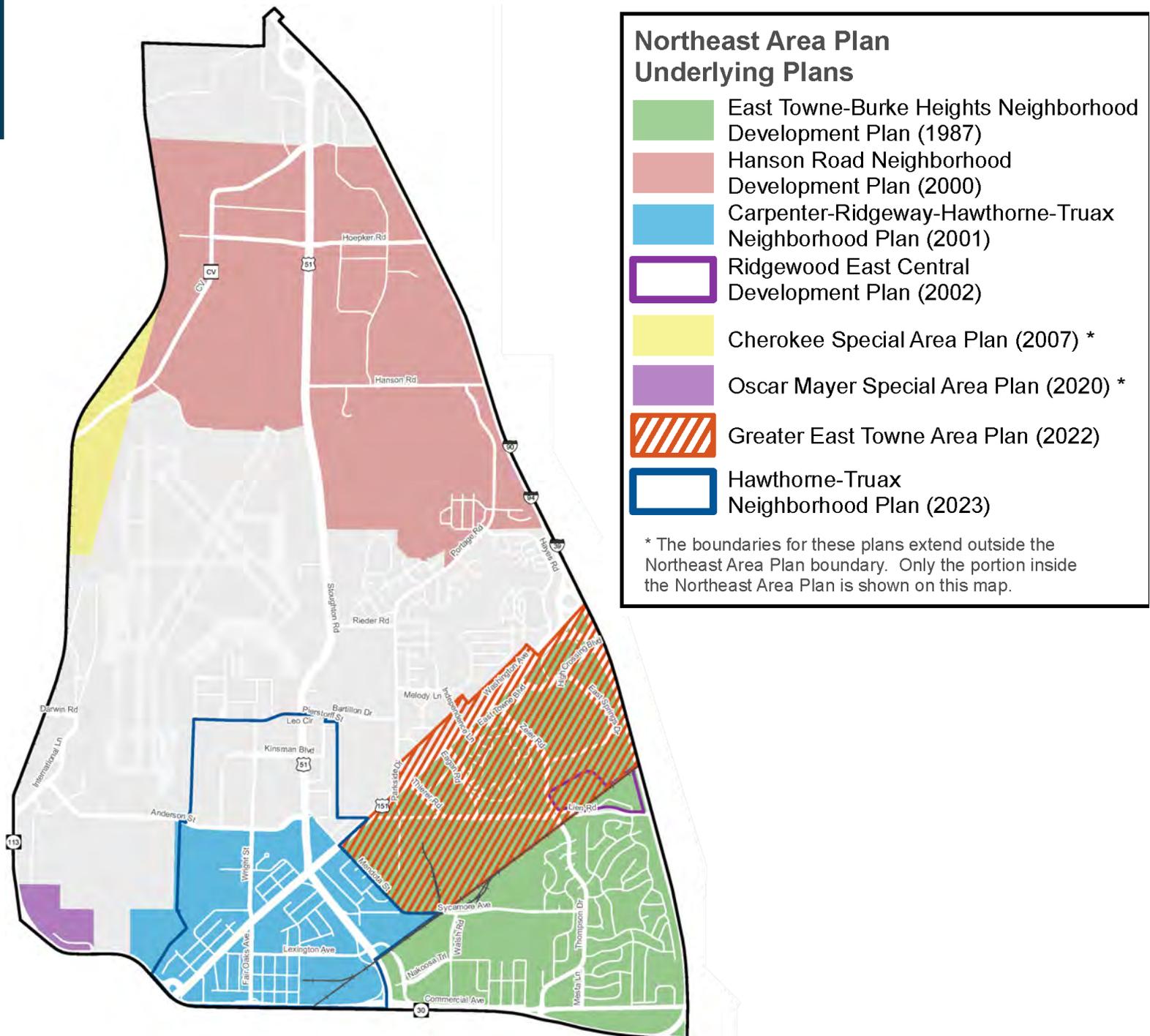


- Great parks and access to open spaces
- Excitement about Bus Rapid Transit and E. Washington Ave. redevelopment
- Want pedestrian safety improvements
- Bike network is fragmented
- Concern about housing affordability
- Concern about homelessness
- Safety: increase in crime, need lighting improvements and neighborhood traffic management



Past Plans

- Existing plans to be archived with adoption of Northeast Area Plan
- Incorporated relevant recommendations into Northeast Area Plan



Draft Plan Format

Land Use and
Transportation

Green and
Resilient

Neighborhoods
and Housing

Effective
Government

Economy and
Opportunity

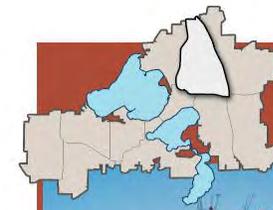
Health and
Safety

Culture and
Character

Community Action
Strategy

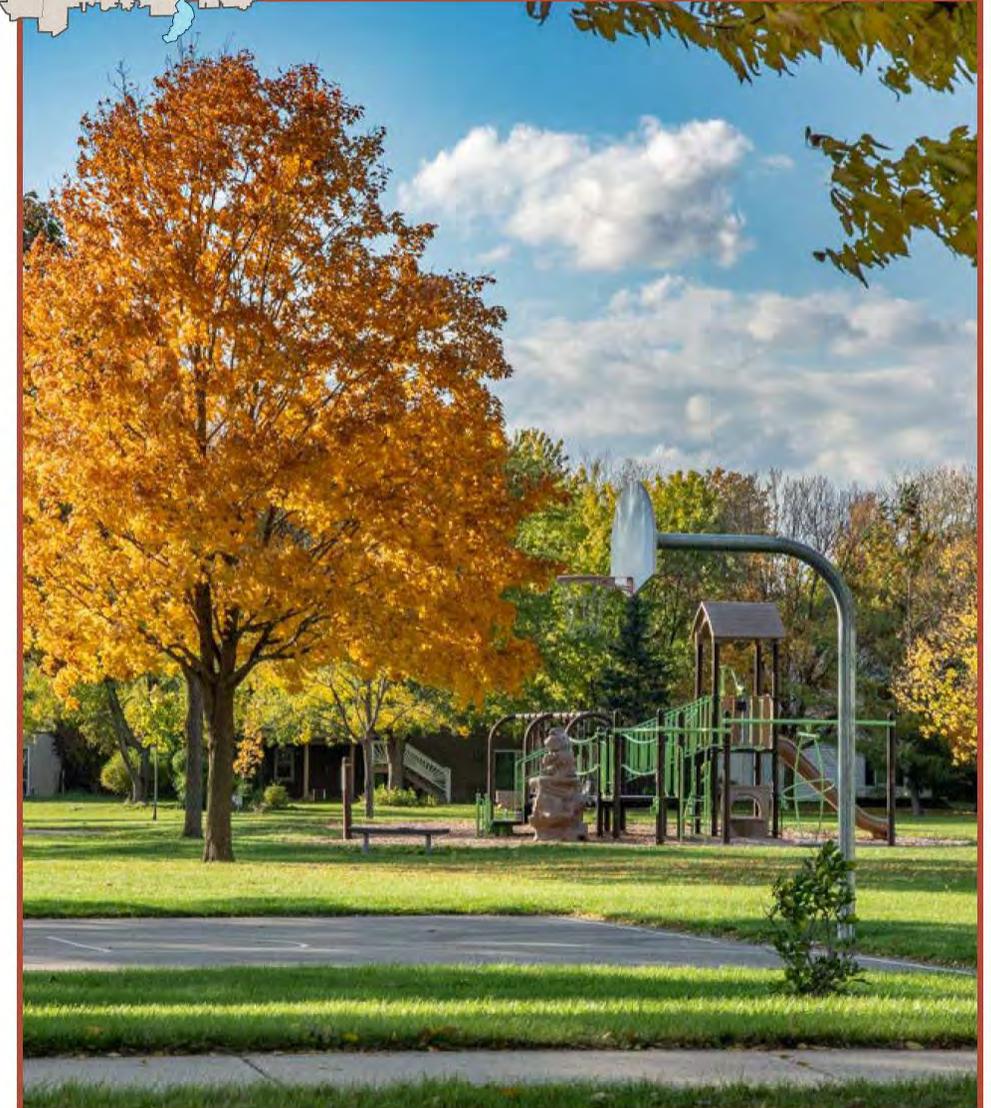
Chapter Contents

- What we heard
- Actions – led by the City
- Partnerships



Northeast Area Plan

Introduction Draft | 07/10/24



CITY OF MADISON

Land Use



Low Residential (LR)



Neighborhood Mixed-Use (NMU)



General Commercial (GC)



Low-Medium Residential (LMR)



Community Mixed-Use (CMU)



Employment (E)



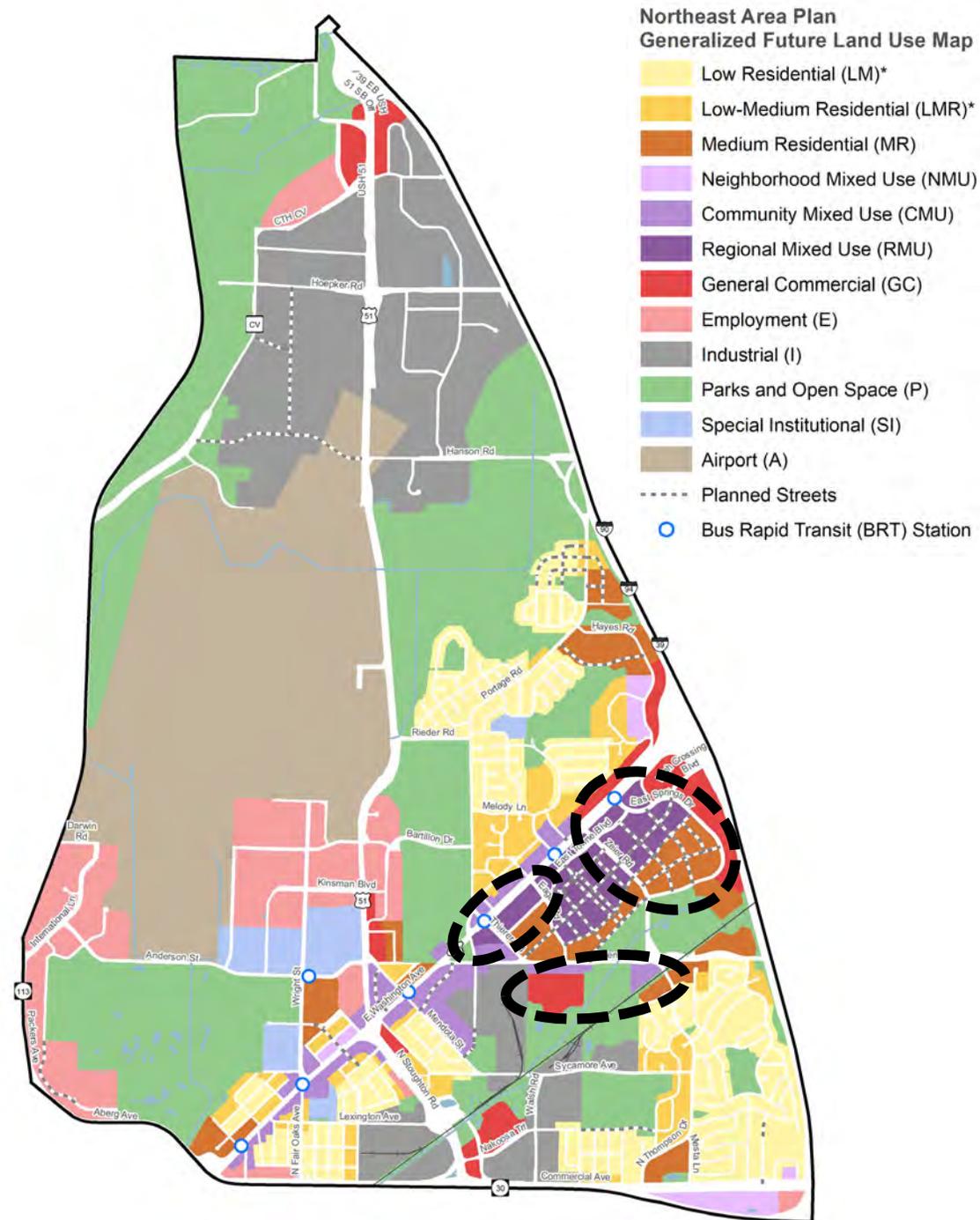
Medium Residential (MR)



Regional Mixed-Use (RMU)

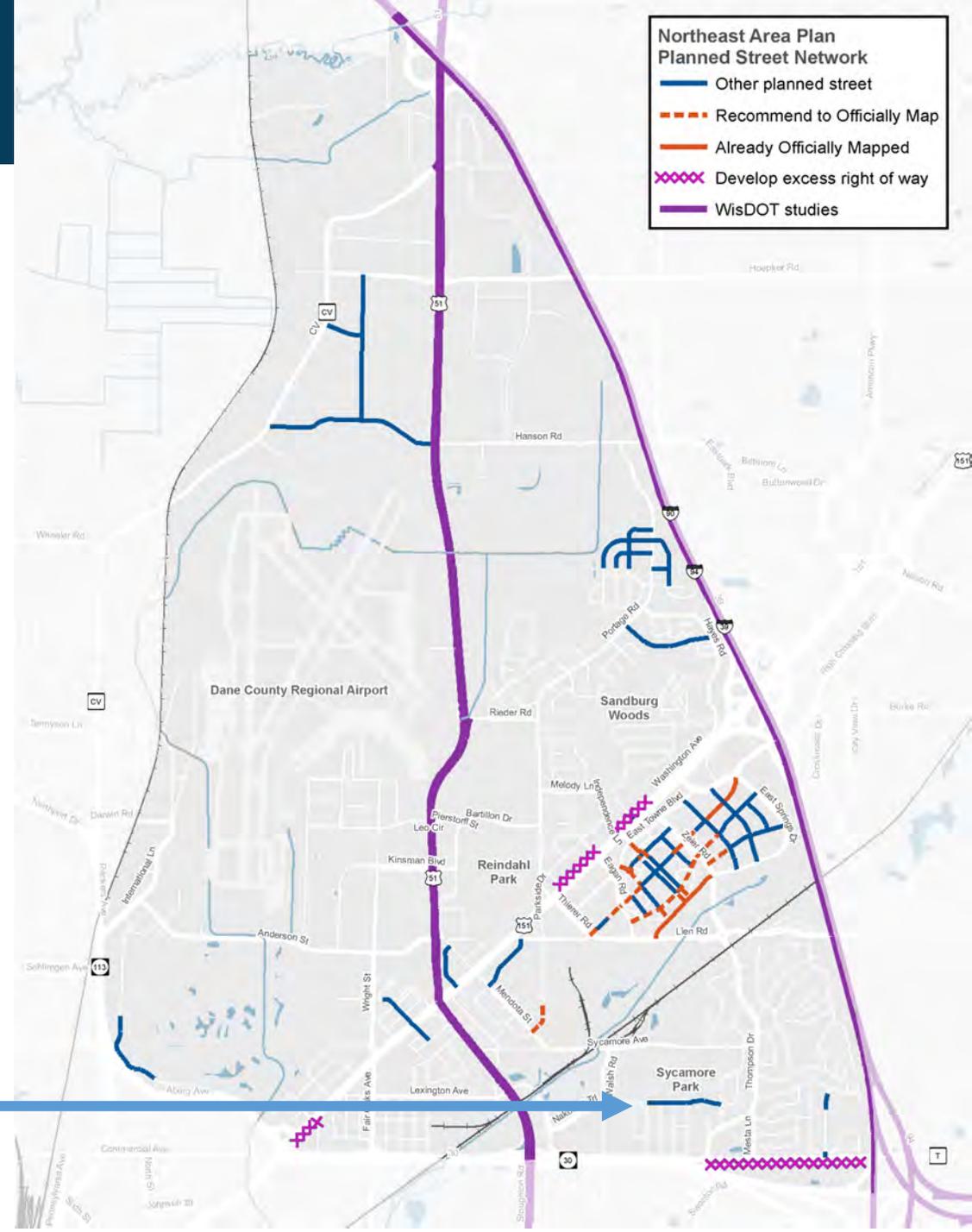


Industrial (I)



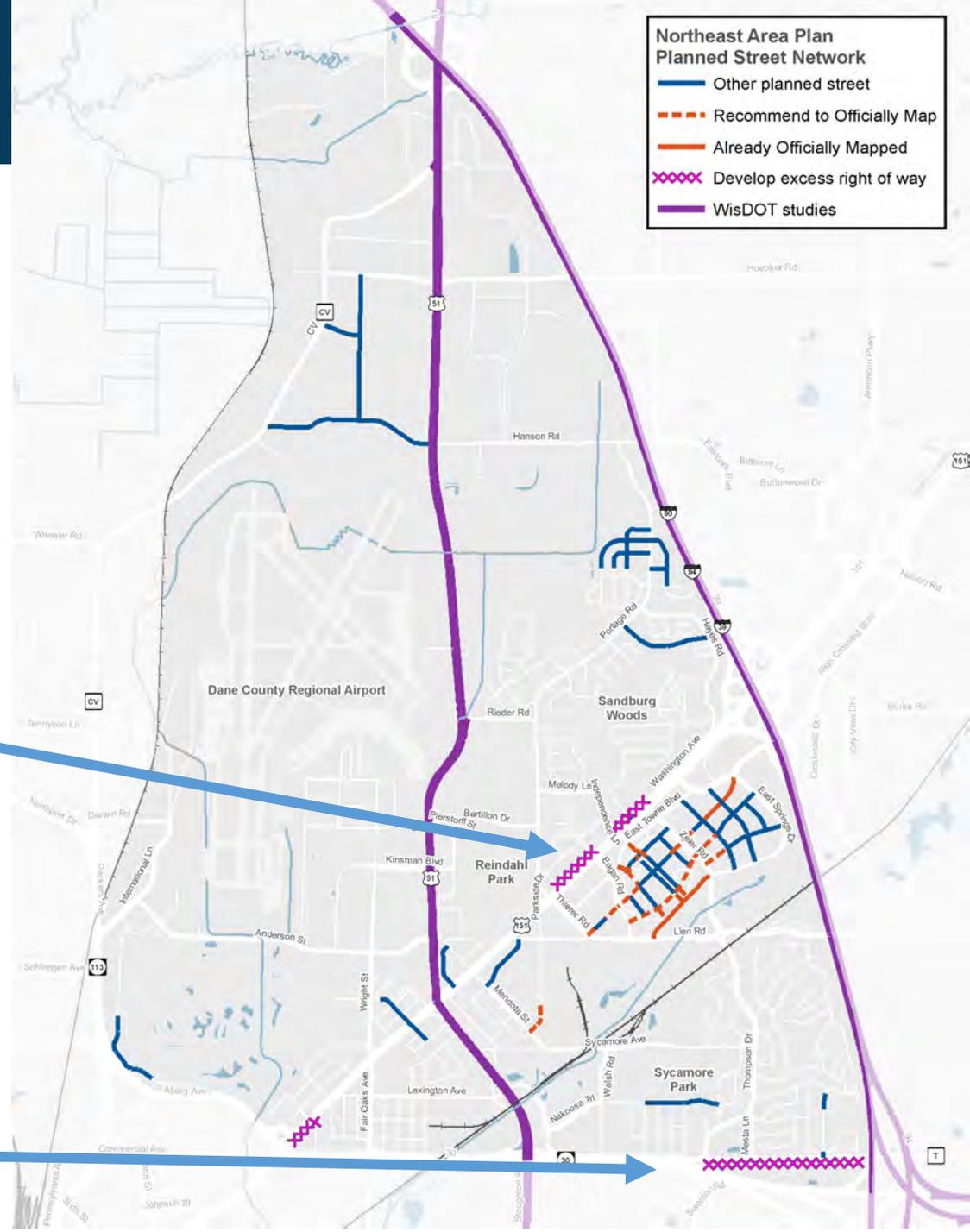
Transportation - Streets

- New Street Connections:
 - Nakoosa Trail
- Several planned connections from past plans



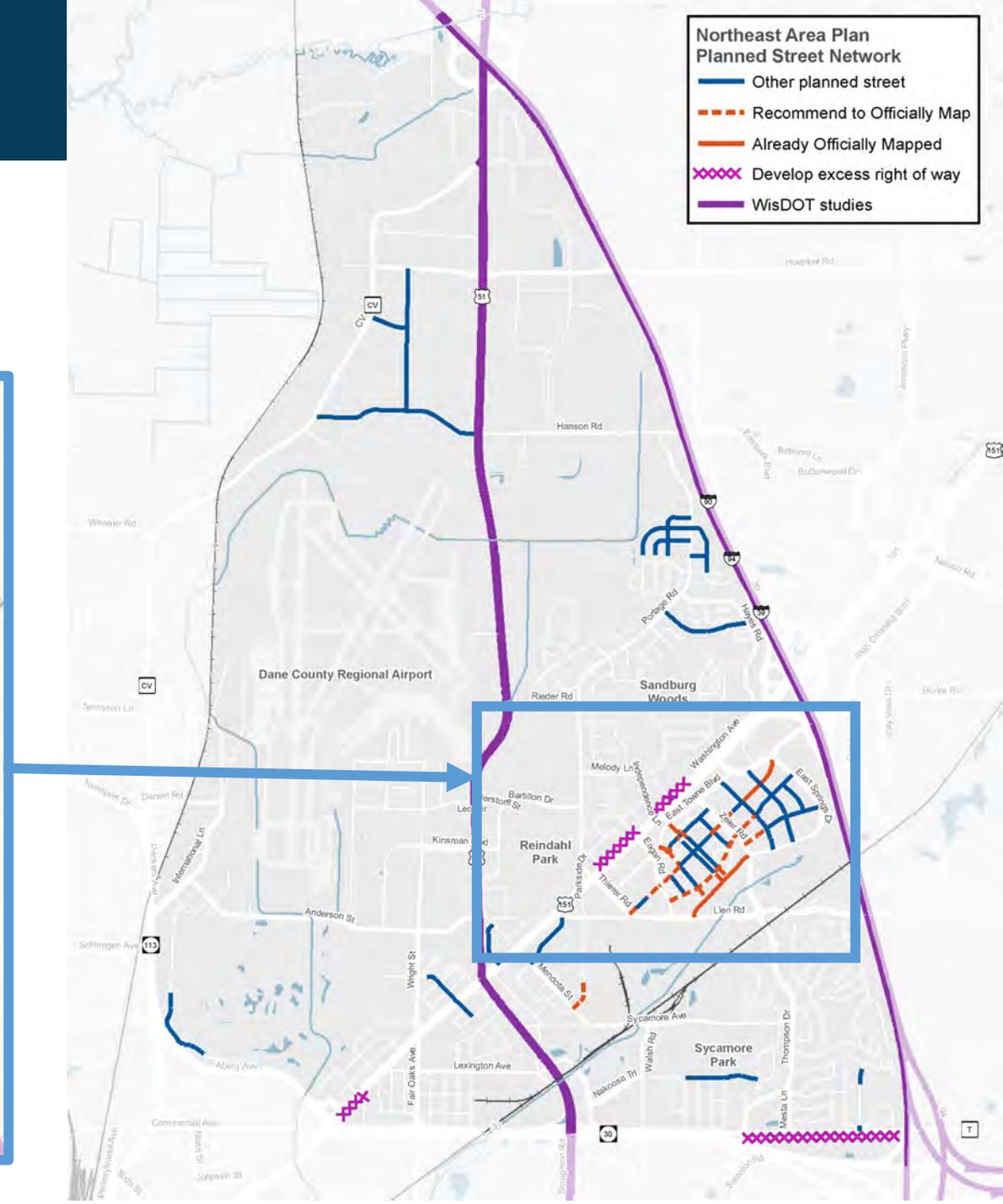
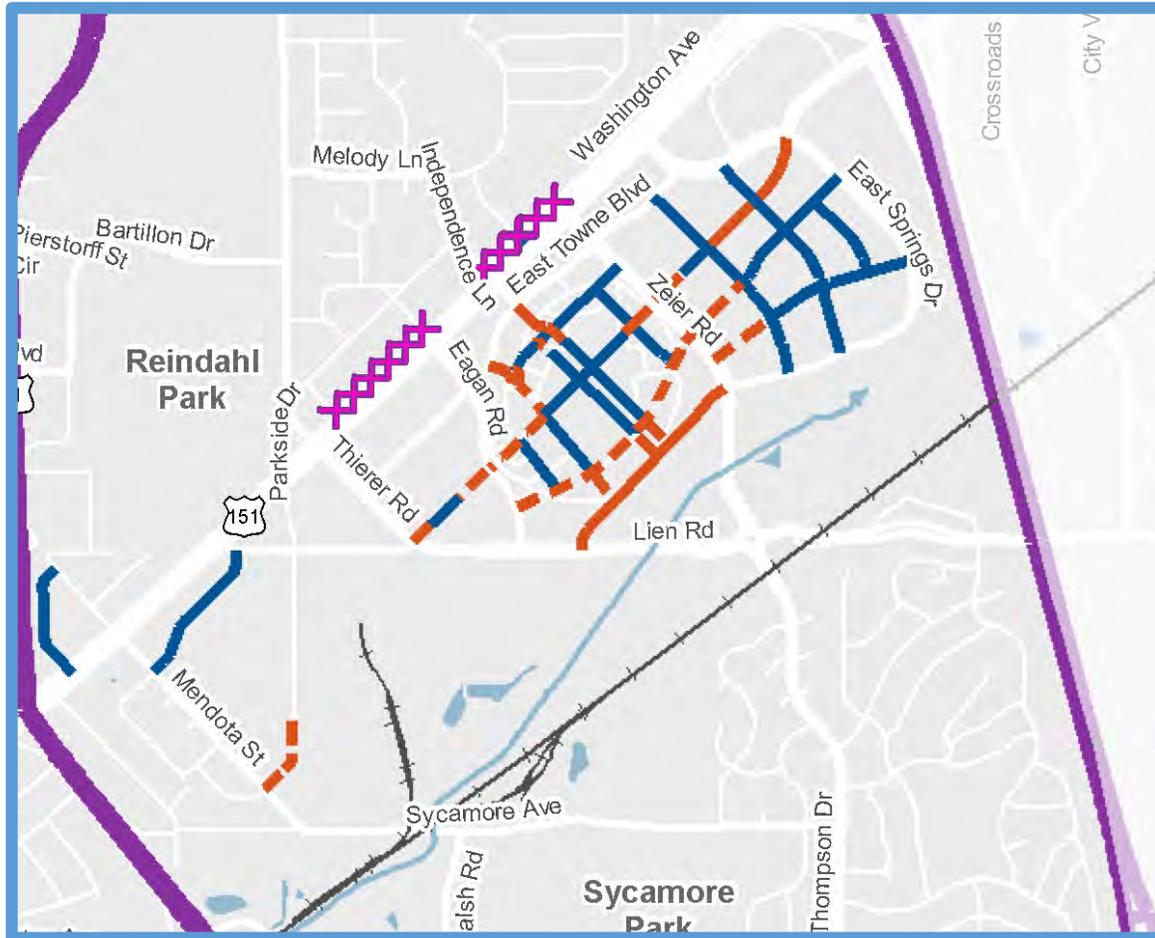
Transportation - Streets

- Street vacations



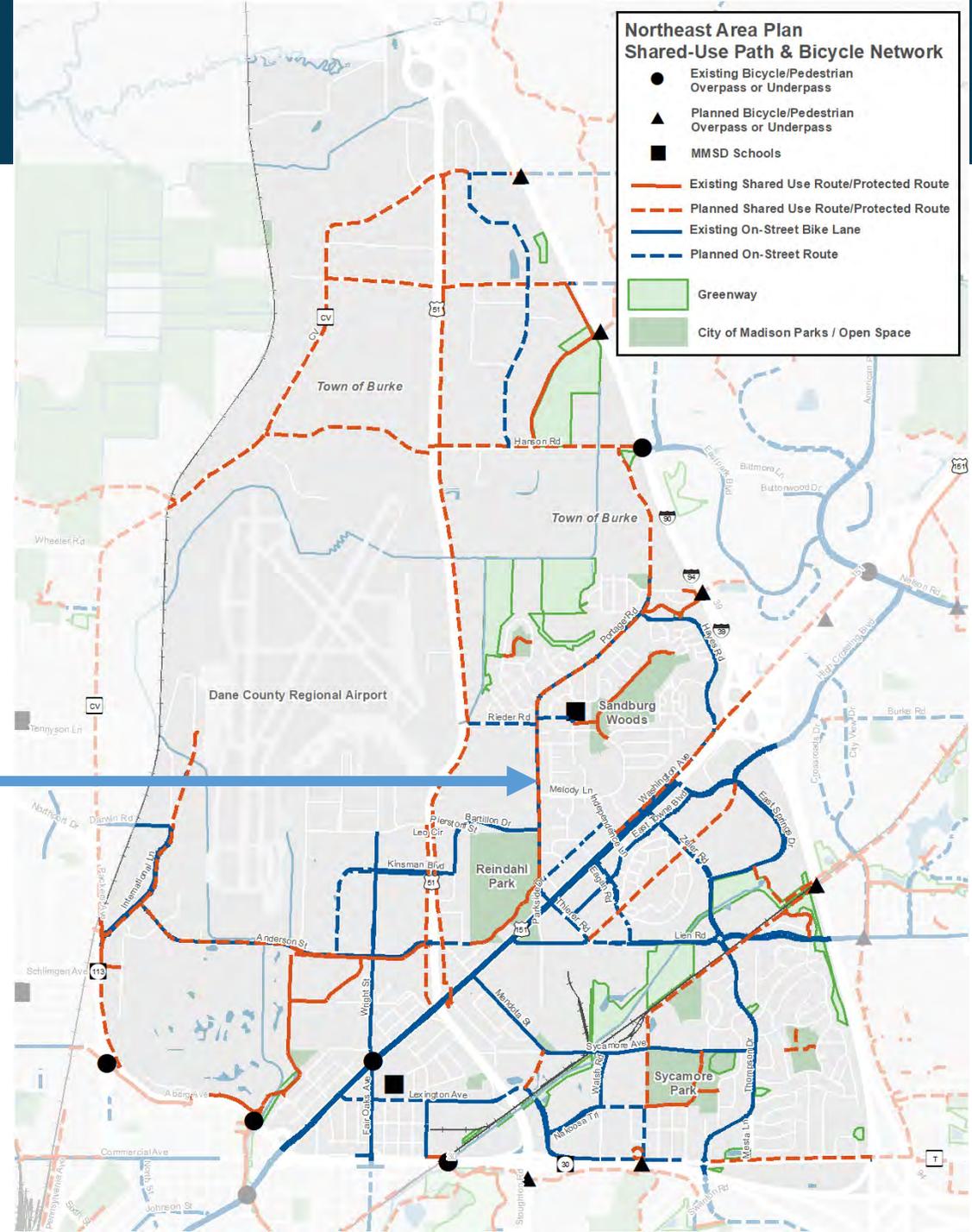
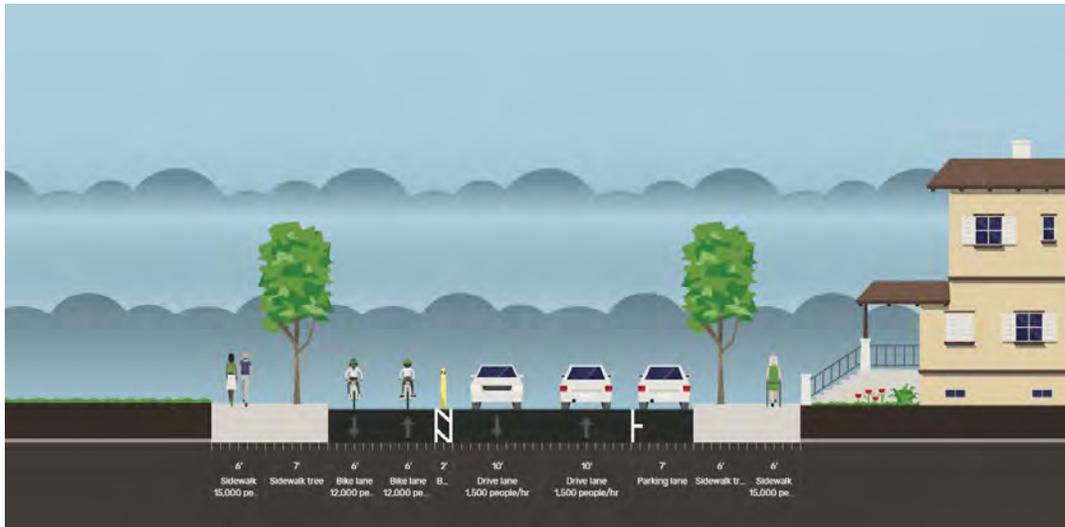
Transportation - Streets

- Official Mapping



Transportation - Bikes

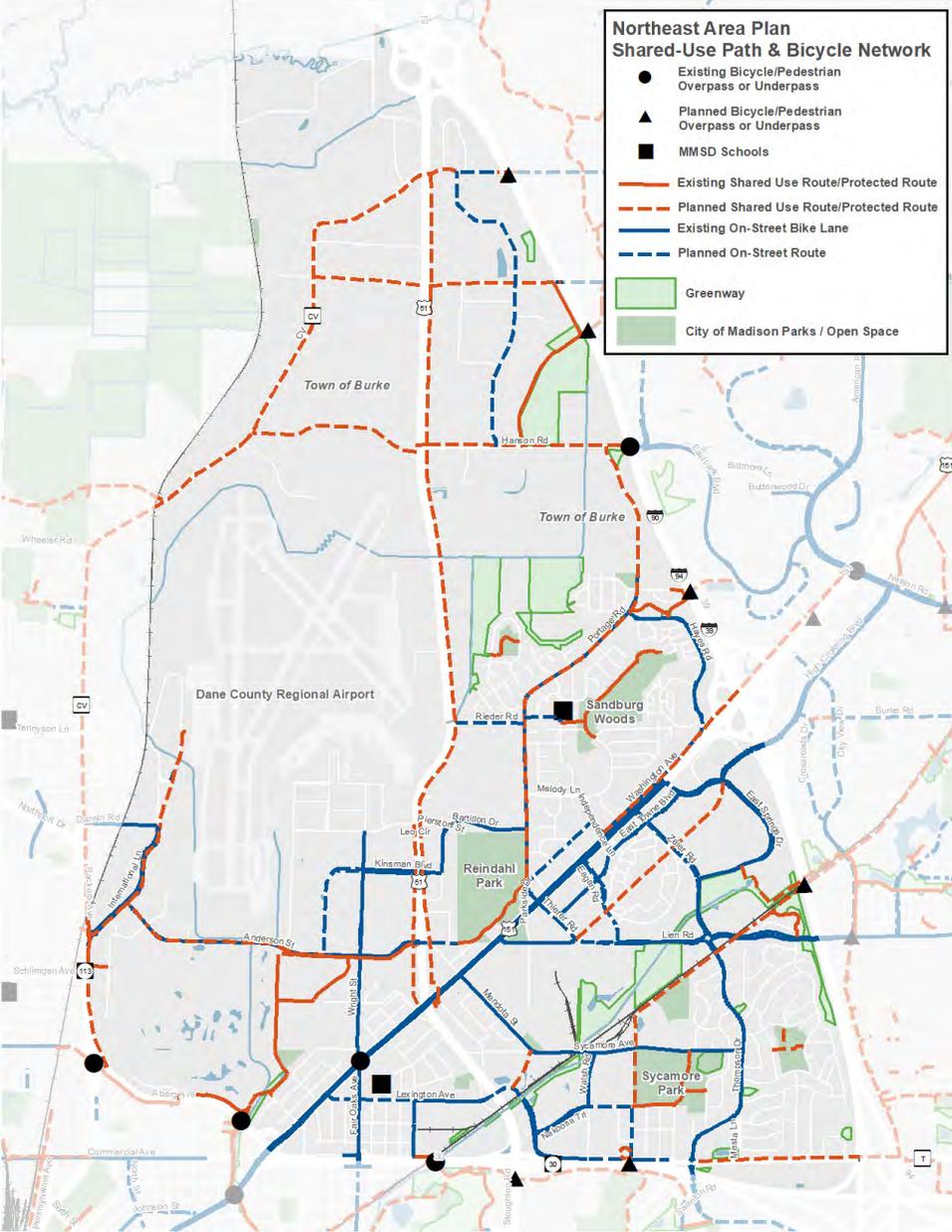
Portage Road Cycle track concept



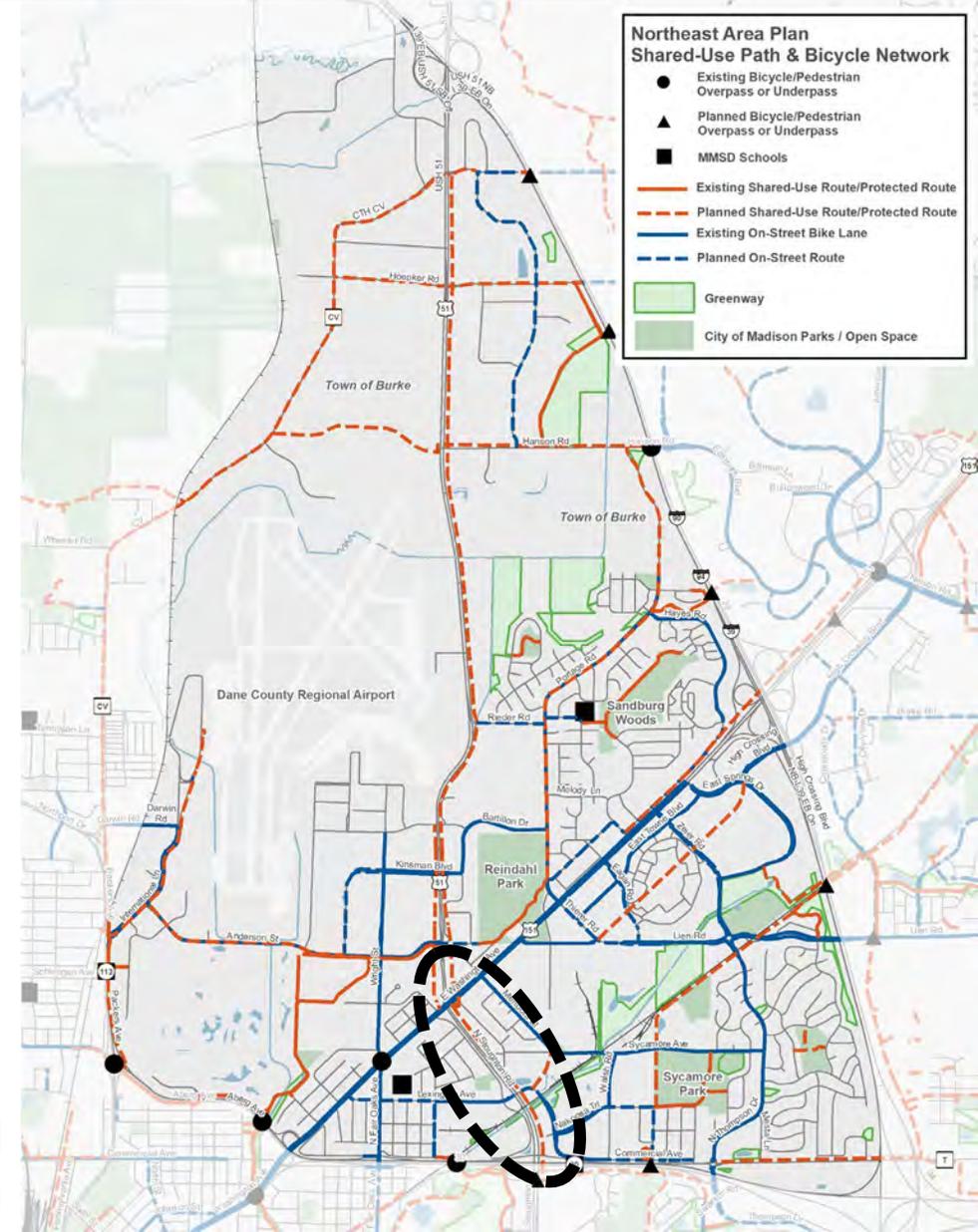
Transportation - Bikes



Introduction Draft



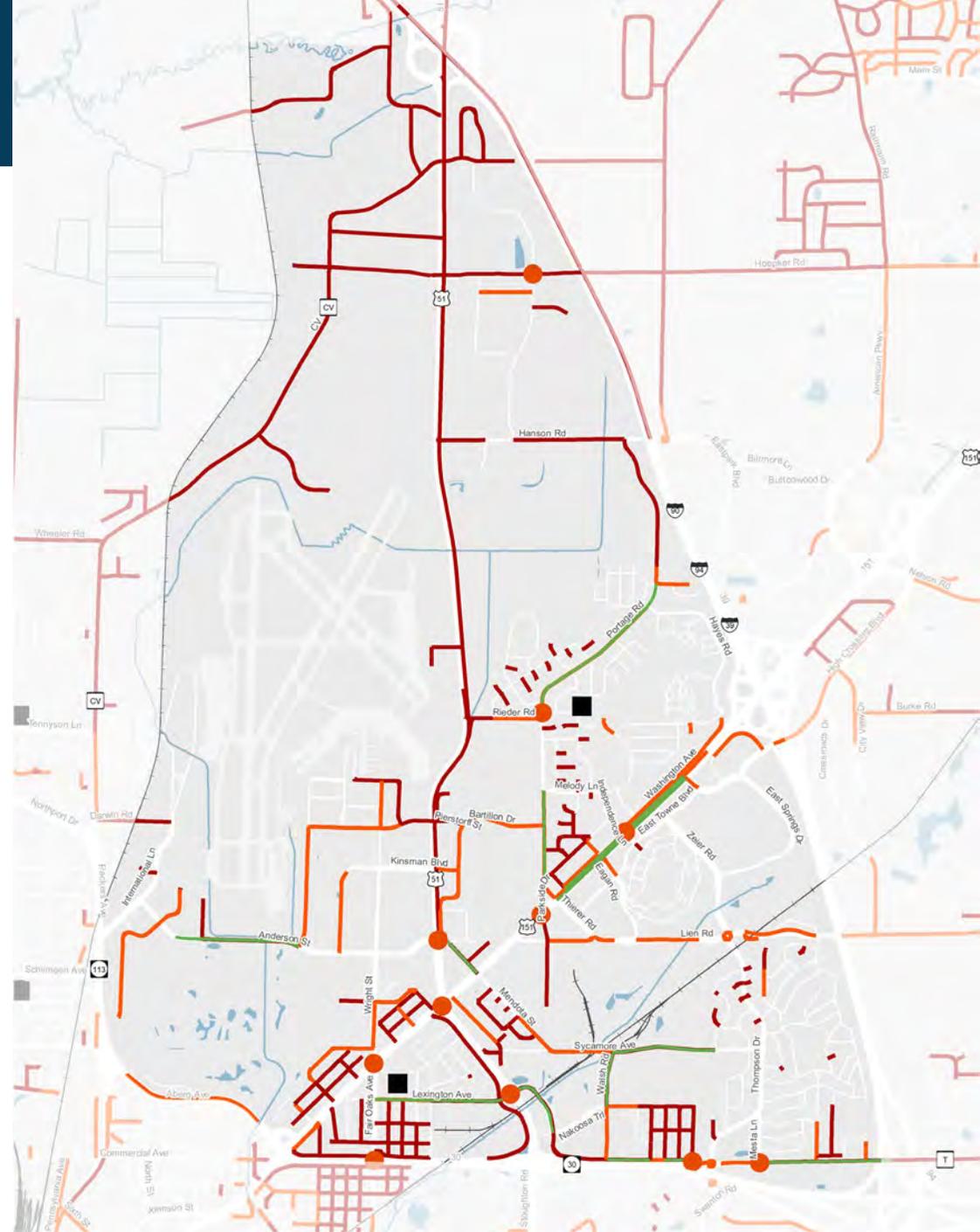
Revised
recommendation



Transportation – Peds

**Northeast Area Plan
Pedestrian Network**

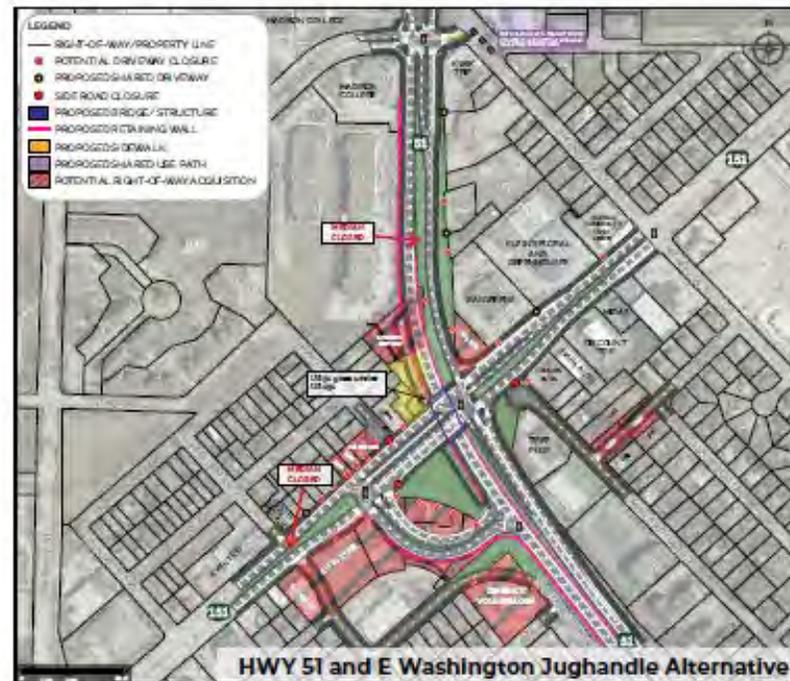
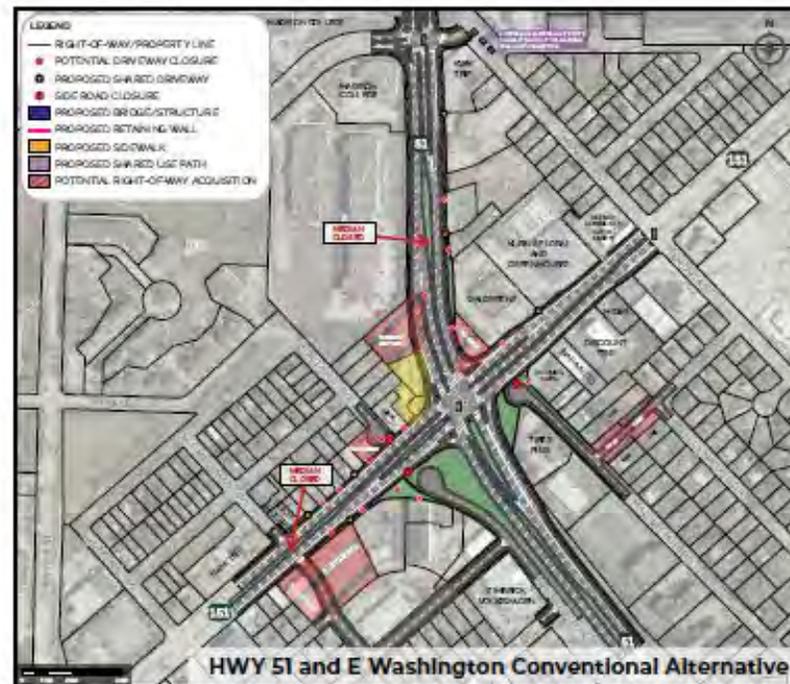
-  Ped/Bike Intersection Improvements
-  Priority Sidewalk Additions
-  No sidewalk
-  Sidewalk on one side only
-  MMSD School



WisDOT Studies

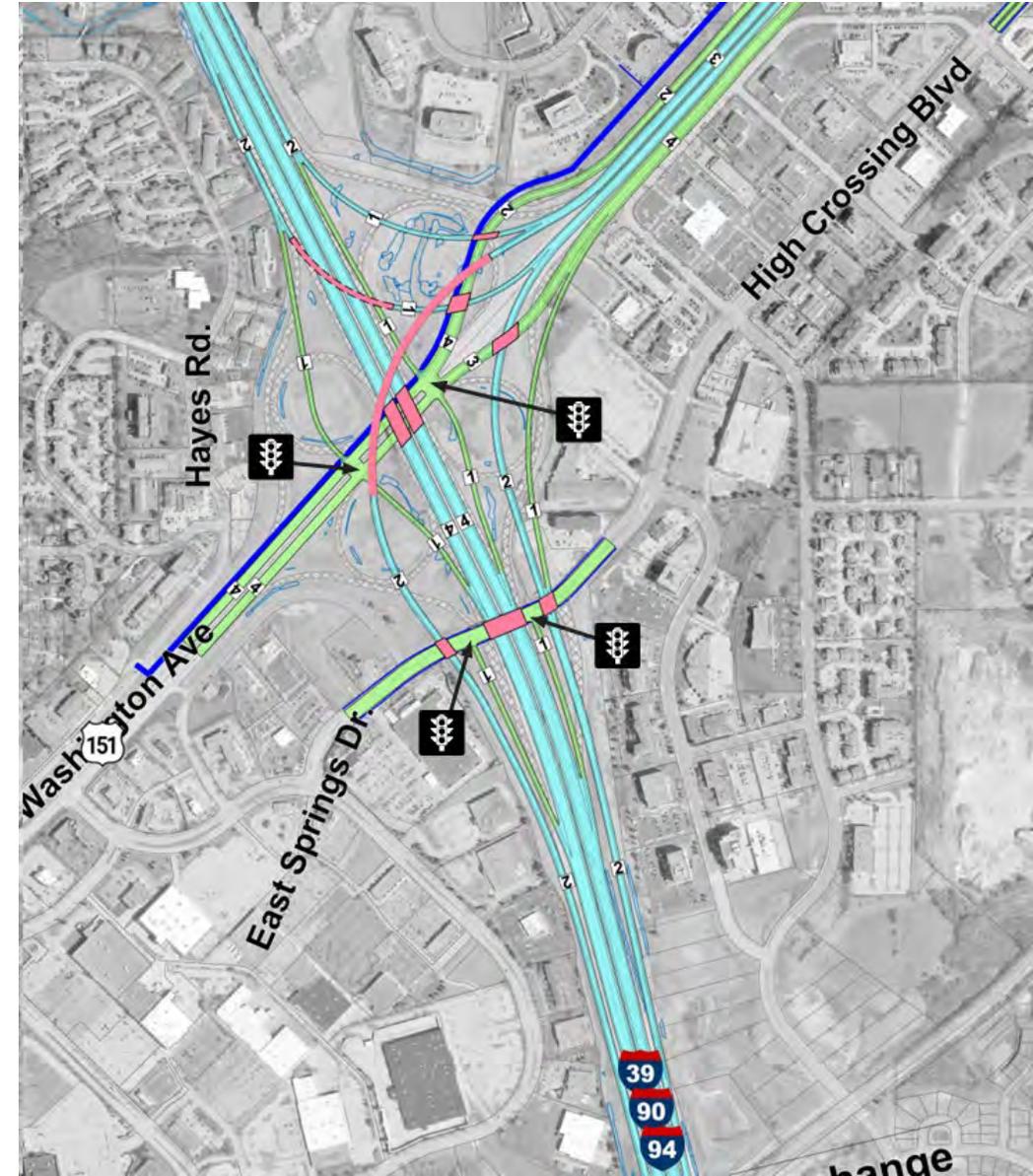
Hwy 51

- East Wash – oppose closures of Rowland and McArthur
- Lexington – recommend three-legged intersection
- Hwy 30 – conventional interchange



Interstate Study

- Concerns about expansion
- Interchange discussions
 - East Washington reconfiguration
 - Potential Hoepker Rd interchange
- Prioritized Interstate crossings
 - Rail line by Lien Rd
 - East Washington Ave
 - Hayes Rd to Eastpark



Draft Plan Review – Next Steps



- ✓ July 16 – **Common Council** introduction
- ✓ July 17 – **Economic Development Committee**
- ✓ July 31 – **Transportation Commission**
- August 1 – **Community Development Block Grant Committee**
- August 5 – **Landmarks Commission**
- August 14 – **Urban Design Commission**
- August 14 – **Board of Park Commissioners**
- August 26 – **Plan Commission**
- September 10 – **Common Council**



Project website