

**UPDATED 7-8-15 DRAFT Proposed Changes
Public Review Draft Emerson East-Eken Park-Yahara Neighborhood Plan**

The Emerson East-Eken Park-Yahara (EEEPY) Neighborhood Plan Steering Committee hosted a Public Open House on June 9, 2015 to present the Public Review Draft EEPY Neighborhood Plan for review and comment. The comment period was open through June 30th and all public comments received through that date were provided to the Steering Committee. In addition, city staff reviewed the Public Review Draft Plan and provided comments.

Based on all comments, Planning Division staff recommends the following changes to the Public Review Draft Neighborhood Plan. The EEPY SC will be tasked on July 8 at its SC meeting with deciding on any changes the group would like included in the Final Draft EEPY Neighborhood Plan based on this memo and all comments received to date.

1. Acknowledgements
 - Matt Mikolajewski, ~~Office of Business Resources~~ Economic Development Division Manager
 - Peggy Yessa, ~~Office of Business Resources~~-Economic Development ~~Coordinator~~ Program Manager

2. Executive Summary
 - Pg. 4:

The following is a list of the Steering Committee’s six highest priority recommendations across all plan chapters, shown in order of importance. This list provides an indication of priority order of implementation for policymakers, and city agency, stakeholder and neighborhood implementers. In particular, it provides guidance to the Community Development Block Grant Division (CDBG) staff in its efforts to compose projects that will be funded in part, through the \$145,888 of CDBG funds allocated to the study area. These funds must be spent within a limited timeframe. CDBG and Planning Division staff will work together to determine CDBG project eligibility and to develop implementation strategies. Plan recommendations will also be implemented through the City’s regular budget process, and the efforts of community partners.

Priority	Area	Plan Recommendation	Community Benefit	Potential CDBG Fund Eligibility
1.	Emerson East Neighborhood	Emerson Elementary School Playground and Neighborhood Gathering Area – enhance playground as a multi-use place for school and neighborhood park-type uses.	Benefit all	x
2.	Emerson East Neighborhood	Pg. 33, Table 4, #5 – Support efforts to house the homeless, such as Occupy Madison Tiny Houses – in particular, funds for addition to permanent building, bathroom improvements, and other building amenities	Benefit low to moderate income population	x
3.	Emerson, Eken, Sherman, Yahara Neighborhood Areas	Pg. 33, Table 4, #3 – Target some of the units in new market rate and mixed-use residential developments, in early stages of developer plans, as affordable for lower-income households by providing financial incentives through federal, state or city programs.	Benefit low to moderate income population	x
4.	Eken Park Neighborhood	Pg. 51, Table 7, #5 - Washington Manor Park – explore installing a park sun shade or other similar amenity where people	Benefit all	

		could gather with protection from rain and sun.		
5.	Emerson, Eken, Sherman, Yahara Neighborhood Areas	<p>Pg. 33, Table 4, #1 Develop Theme/Branding:</p> <ul style="list-style-type: none"> ▪ Bring together artists, neighbors, educators, business owners, and other stakeholders for theme/branding focus groups. ▪ Create Request for Proposals (RFP) for artists to develop streetscape design elements for focus areas; ▪ Develop uniform designs for each focus area that feature iconic neighborhood images and other decorative elements. Consider including multi-cultural aspects in the designs. ▪ Incorporate designs into landscaping, way-finding, interpretive signage, streetscape furniture, bus shelters, business district welcome banners, trash screening, and public art installations. 	Benefit all	
6.	Eken Park Neighborhood	Eken Park – gathering place with interpretive sign telling history of neighborhood, park benches and plantings.	Benefit all	

Chapter 2 – Neighborhood Profile

- Pgs. 9-10: Add graphics to help illustrate demographic profile (an example will be provided at the July 8 EEPY SC meeting).

3. Chapter 3 – Land Use, Housing and Urban Design

- In general, comments received on conceptual site plans and 3D sketches for Focus Areas Two, Four, and Five indicate a literal interpretation of the layout and buildings shown, as actual development proposals. To help clarify, a newly proposed style of 3D sketch has been rendered to convey layout and design concepts, rather than an actual building and site layout proposal.
- Comments from a stakeholder focus group of brokers, realtors and financial investors indicated that the amount of retail/office space included in the concept plans for Focus Areas Two and Five was probably going to be difficult to lease in the immediate marketplace. Staff proposes changing the retail/office square footage to a range of 5,000 to 10,000 square feet for both Areas Two and Five with the following note: actual retail/office square footage will be dependent on the market at the time of development.
- Move site statistics from maps to body of text for better readability.

Site Specific Changes

- Focus Area Two
Pg. 19: Adjust Area Two Concept Plan to accommodate reduction in retail/office.

Pg. 20: Move site statistics off map and into text after the conceptual plan image as follows (Note that the number of residential units and parking stalls may slightly change when the conceptual plan is altered to reflect the reduction in retail/office square feet for inclusion in the Final Draft Plan):

Sites 1 and 2 in Figure 3 are designated Community Mixed-Use per the Comprehensive Plan land use recommendations, and zoning would be determined based on an actual redevelopment proposal. This area is also in Urban Design District 6, therefore any redevelopment must follow the regulations of this overlay district.

Site 1 is 0.9 acres. The proposed conceptual plan includes a four story building with 29 residential units and 5,000 square feet of retail/office space, dependent on the market at the time of redevelopment. In compliance with the City's Zoning Code, there are 29 parking stalls for the residential units (10 surface and 19 underground stalls) and 12 parking stalls for the retail/office space (all surface parking stalls).

Site 2 is approximately 0.97 acres. The proposed conceptual plan includes a four story building with 35 residential units. There is 5,000 square feet of retail/office space shown, also dependent on the market at the time of redevelopment. In compliance with the City's Zoning Code, there are 41 parking stalls shown for the residential units (4 surface and 37 underground stalls) and 12 parking stalls for the retail/office space (all surface stalls).

Pg. 20: Replace 3D Perspectives Views 3 and 4 with an existing conditions aerial and a newly rendered Perspective View as shown in today's presentation of proposed changes.

Also include photos of existing development that illustrates the design and layout concepts recommended for Area Two.

- Pg. 35, #11: At such time that the property owners decide to make changes to Area Two, encourage consideration of the **preferred** conceptual plan, 3-D perspective views, and recommendations starting on page 18. Recommendations include enhancements and improvements to brand the neighborhood and business corridor and **resources for property owners to redevelop, through** parcel aggregation, new multi-story buildings, additional landscaping, **some affordable housing units, and use of green building and site design principles that conserve energy, reduce water use, limit stormwater runoff, and generally minimize adverse environmental impacts.**
- Focus Area Three – Pg. 35, #12: Add a bullet point after second bullet point as follows: **Encourage that some portion of residential units be affordable, and use of green building and site design principles that conserve energy, reduce water use, limit stormwater runoff, and generally minimize adverse environmental impacts.**

Change bullet point four: **Add ~~bus stops and~~ bike stations in coordination with Public Market entrances.**

- Focus Area Four – Pg. 35, #13: Additional sentences after last sentence as follows: **Recommendations also include a mix of housing types such as two story duplexes and five story multi-family buildings, a community garden, orientation and pedestrian connection to the river, expansion of Yahara Park into site, preservation of existing tree corridor along property lines, views of the lake, connection to adjacent parcels, and eventual public**

street grid when adjacent parcels redevelop. Further, the site should provide some affordable housing units, and use of green building and site design principles that conserve energy, reduce water use, limit stormwater runoff, and generally minimize adverse environmental impacts.

- Focus Area Four - Correct height in site statistics of front two residential buildings to a total of 5 stories (height is accurate in 3D sketch).
- Remove 3D sketches on pgs. 24 and 25 and replace with one page that includes aerial image of existing site and newly rendered 3D sketch (shown in presentation at today's meeting).
- Move site statistics from Concept Plan images into text on page following images. Add text after last paragraph on page 21 as follows:

Concept Plan 1 in Figure 5 shows two sites where Site 1 is approximately 3.92 acres and includes the existing office building at 45,000 square feet, and a reconfigured parking lot with 142 parking stalls, and added landscaping to soften the look and reduce impervious surface. One access drive off of Sherman Avenue is eliminated to further reduce impervious surface.

Site 2 is approximately 3.90 acres and includes four multi-family buildings for a total of 112 residential units. There are 168 parking stalls including 108 underground and 60 surface stalls. There is a pedestrian connection to the Yahara River, existing trees along the property lines are preserved, and as much as possible of the existing woodlot between the Yahara River and the new multi-family buildings is also preserved.

Concept Plan 2 shows Site 1 with approximately 6.60 acres, two five story multi-family residential buildings with 75 units per building and 150 parking stalls (112 underground, 38 surface). There are also 24 Duplex Units, 2 stories tall with 30 parking stalls and 60 community garden plots, and pedestrian connection into Site 2, which is a 1.22 acre expansion of Tenney Park.

Also add photos of existing development that illustrates the design and layout concepts recommended for Area Four.

- Focus Area Five, Pg. 26: Clarify that issue of lack of full service restaurants was brought up a number of times through public and stakeholder comments:
 - This focus area is close to Burrows Park and Lake Mendota, and is readily accessible to downtown on major thoroughfares, Metro Transit, and bike facilities. There are some contamination concerns due to former industrial uses on a least one of the properties, and **some public comments have indicated that** there is a lack of nearby full service restaurants.

Pg. 26: Move site statistics from the Concept Plan to a paragraph immediately before the Design Concept section:

Site 1 includes a mixed-use retail/office and residential building at the corner of Fordem Avenue/Burrows Road with 45 multi-family residential units and 5,000 to 10,000 square feet of retail/office space (retail/office space dependent on market at the time of actual development proposal). The second building on this Site is a multi-family residential building with 52 residential units. There are 53 surface parking stalls and 68 underground parking stalls to accommodate both buildings. This is a maximum amount if all 10,000

square feet of retail/office is built; 5,000 square feet of retail/office would reduce the surface parking stall requirement from 53 to 41 parking stalls.

Site 2 is approximately 0.62 acres and includes 63 parking stalls for Webcrafters. (Note to increase stall number to 70 stalls in Final Draft Concept Plan and include an entrance along Fordem Avenue).

Pg. 26: **Connectivity:** Enhance pedestrian and bike connections from Fordem and Sherman Avenues and surrounding residential areas with new pedestrian walkways, replacement of Warner Drive through Burrows Park with a bike path that leads north into Maple Bluff and east to connect to Fordem Avenue; elimination of the dangerous intersection at Sherman/Fordem Avenues by redirecting Sherman Avenue to Fordem Avenue at a 90 degree angle, but in the current location of McGuire Street; addition of a pedestrian refuge island on south leg of Fordem Ave. paired with colored crosswalk at Northfield Place; move existing bus stops and other Metro Transit amenities to Fordem Avenue and design the new intersection to continue to accommodate bus traffic and other larger vehicles, while also accommodating pedestrians and bicyclists safely.

- Focus Area Five, Pg. 26: Correct height in site statistics to indicate a total of five stories (height is accurate in 3D sketch)
Pg. 27: Replace Conceptual Plan with Conceptual Plan in presentation at today's meeting.
Pg. 28: Replace 3D sketches with one aerial view of existing site and newly rendered 3D sketch shown in today's presentation of proposed changes.

Also add photos of existing development that illustrates the design and layout concepts recommended for Area Five.

Pg. 36: Add the following phrase to #14:

- At such time that the property owners decide to make changes to Area Five, encourage consideration of the conceptual plan, 3-D perspective view, and recommendations starting on page 26. Recommendations include parcel aggregation; road reconfiguration to improve safety; new multi-story mixed-use buildings with green building features **and site design principles that conserve energy, reduce water use, limit stormwater runoff, and generally minimize adverse environmental impacts;** underground parking ...

4. Chapter Four – Local Economic Development and Employment Opportunities

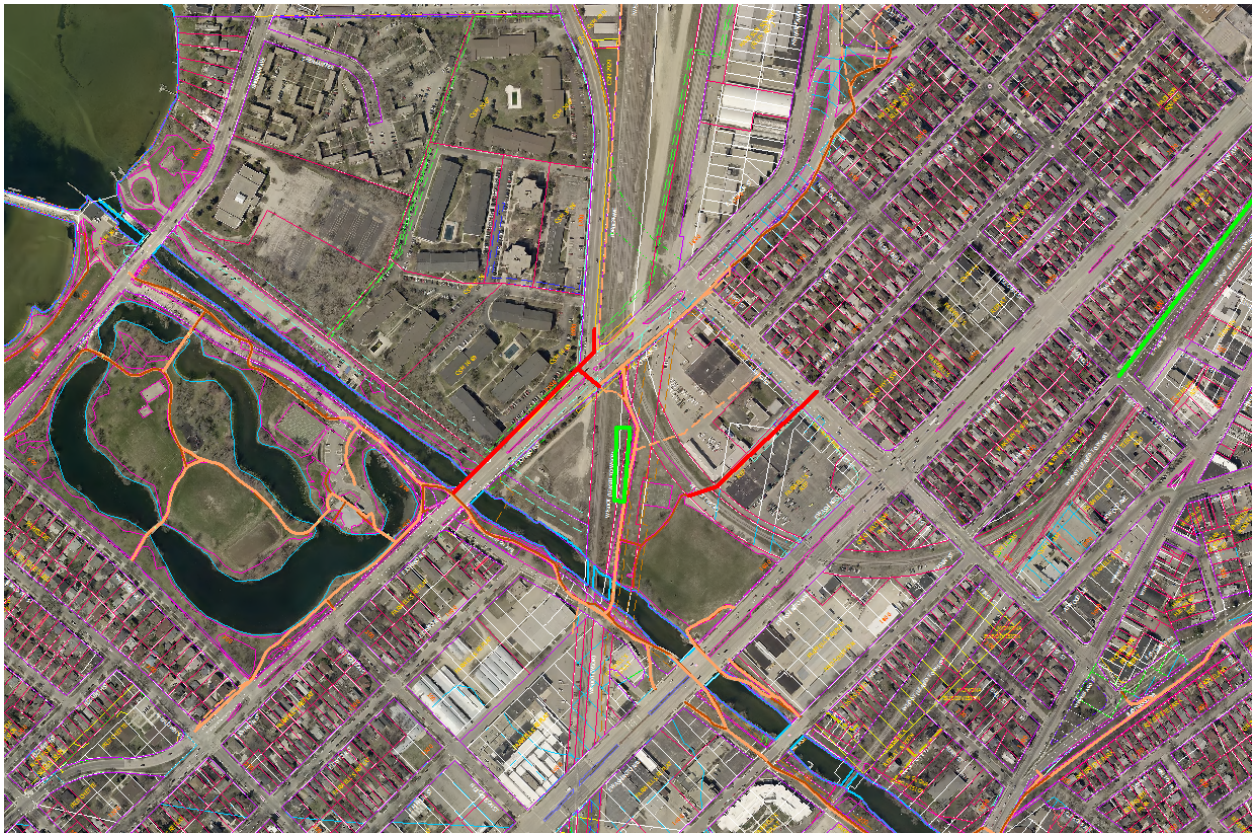
- Pg. 37: ~~Unemployment is x percent compared to the City of Madison at x percent.~~
- Pg. 37: Develop an identity/branding/marketing plan for the business community in the EEEPY Neighborhoods.
- Pg. 38: Forge alliances with public and private sectors to attract new investment, market share, and job training.
- Pg. 39:
 2. Support development of the Public Market District and partner with it to encourage **new** businesses to start and locate in this area.
 3. Leads: Business owners, Office of Business Resources, Community Development Division, and Parks Division-Forestry.

5. Chapter Five – Transportation Safety and Efficiency

1. Pg. 42:

- Add ped/bike path and/or sidewalk recommendations as shown in attached emails between Planning Division and Engineering staff. Refine wording and timeframes with Engineering staff as needed.
- Recommendation #1, bullet #4, add the following text:
 - Develop ped/bike connections from Public Market District to Burr Jones Park, the Yahara River, and surrounding residential areas. **Some specific locations include:**
 - **The block along E. Johnson St., from the west side of the Yahara River, to Fordem Ave.** (Engineering comment - There are very limited bike routes to the North Side, and Fordem is a key one. Getting from there to the Tenney park path is a problem, especially for EB bikes).
 - **From Burr Jones Park to E. Mifflin St., at First St.** (Engineering comment - This small but challenging link would make the Mifflin corridor a major bike corridor).

See Engineering map below for clarification:



6. Chapter Six – Parks, Recreation and Open Space

1. Pg. 46:

- Check for any missing acres for engineering parcels: 702 McCormick.
- Add to the description about Demetral Park:

Approximately 22 acres of Demetral Park, south of North Sixth Street are managed, and maintained by East High School, any proposed improvements on this property will require coordination with the high school.

2. Pg. 47:
 - Under Yahara River Parkway, **change Wisconsin Trust for Historic Preservation to the Wisconsin State Historical Society.**
 - Revise last sentence as follows: **There are several bike crossings to the north side of the Yahara River including a crossing at Burr Jones Field, East Washington Avenue, East Main Street, and at the Capital City Trail.**
3. Pg.48 1st paragraph
 - a. “There are 78.82 acres of publicly owned parks and open space in the planning study area...” Revise acreage to also include greenways which run along Starkweather that may be in this area.
4. Pg. 48 under Demetral Park
 - a. “In 2015, playground improvements will include a play area for 2-5 year olds and one for 5-12 year olds.”
 - i. Revise to **“In 2015, playground improvements will provide a play area for 2-5 year olds and one for 5-12 year olds.”** There is already a 5-12 year old play area at the park.
 - b. The plan doesn’t talk much about the portion of Demetral Park that is used and maintained by the school district. You may want to include that discussion with the caveat that any proposed recommendations will also have to be coordinated with MMSD.
5. Pg. 49: **eliminate ‘skate board park’ from sentence.**
6. Pg. 50: 3.e. **Lead would be Neighborhood, not Parks Division.** There is now an application for Edible Landscaping online.
7. Pg. 51: 7. The timeframe should be **revised to five or more years.**
8. Pg. 52:
 - 10.b. Revise to: **Explore closing Warner Drive to motor vehicles between Burrows Road and Harbort Drive working in conjunction with other agencies and the Village of Maple Bluff.**
 - 10.c. Refurbish walking path along shore-- there is no formal existing walking path along the shoreline. **This comment should be removed.**
 - Table 7, under Demetral Park
 - Include a reference to maintenance and use of Demetral Park south of 6th street by East High School, especially when it comes to comment f. Any proposed changes would require input from the school.
 - Recommendation 1.d. **Lights along the bike path would be TE’s budget and lead. The time frame on this project should be three to five years, not one to two.**

Attachment 1 – Engineering Emails

From: [Fernandez, Anthony](#)
To: [Horvath, Linda](#)
Cc: [Phillips, Robert](#); [Bachmann, Christy](#)
Subject: RE: Additional sidewalk connections in EEEPY Plan Area
Date: Wednesday, July 08, 2015 9:54:43 AM
Attachments: [53W1911FN-Exhibit.pdf](#)

Linda,

Your plan calls for sidewalk along the E side of STH 113 from Johnson to 3rd and from 6th to Commercial. Not sure why it leaves out the segment from 3rd to 6th.

But, as Rob notes, we are already designing, and have budgeted for a significant shared-use path project creating a continuous, high-quality pedestrian facility from Johnson to Commercial. It will basically serve the same function as sidewalk along 113, but better, because it is closer to the homes, can be accessed in many more locations and is for most trips just as direct. It also crosses 6th at a mid-block location that is definitely safer than crossing at the STH 113 intersection (with its turning movements). It adds almost no impervious area because it makes use of existing (narrow and deteriorated) path and some excess parking lot area.

This is not to say that there is no purpose to a sidewalk along the east side of 113, but it would seem to become a low priority with few users. Attached is a map with the blue line representing a sidewalk and the purple line the proposed path.

Maybe your plan could say something like "Construct missing sidewalk segments along the east side of STH 113 (Pennsylvania Ave) from its intersection with Johnson Street to Commercial Ave and/or a shared-use path serving pedestrians in the same corridor."

Let me know if you want more info.

Tony Fernandez
afernandez@cityofmadison.com
voice: 608-266-9219
fax: 608-264-9275

From: Phillips, Robert
Sent: Tuesday, July 07, 2015 9:04 PM
To: Horvath, Linda; Bachmann, Christy
Cc: Fernandez, Anthony
Subject: RE: Additional sidewalk connections in EEEPY Plan Area

Linda,

The first comment calls for the construction of sidewalk on both sides of Pennsylvania Ave from 6th St to Commercial Ave. This seems reasonable but it would be helpful to understand what origins and destinations are driving the urgent need (3 to 5 years) for this sidewalk infill project.

The second comment requests sidewalk on the east side of STH 113 from Johnson St to 3rd St. We have been working on a project with Alder Palm to construct some type of more complete and direct pedestrian/bike connection on the east side of STH 113 from Johnson St to Commercial Ave. This may not be directly adjacent to STH 113 but would fulfill this need. Tony Fernandez can fill you in on this project.

The second comment also requests sidewalk on the west side of STH 113 from 6th St to Aberg Ave. Unfortunately, given the numerous priorities City wide, this may be a much lower priority for us and would be out well over 5 years.

The third comment requests colored cross walks for crossings at Pennsylvania Ave and STH 113. This seems

reasonable. Perhaps it could be added to the project that the City is already working on that I mentioned above in comment 2.

The fourth comment request sidewalk on the west side of Fordem Ave where gaps exist. This seems reasonable.

The fourth comment also requests sidewalk on the east side of Fordem Ave from E Johnson St through the 2100 Block. Although it is good to have sidewalks on all streets in the City, this may be a lower priority for us.

Let us know if you have any questions.

Rob

From: Horvath, Linda
Sent: Tuesday, July 07, 2015 4:57 PM
To: Phillips, Robert; Bachmann, Christy
Subject: Additional sidewalk connections in EEPY Plan Area

Rob and Christy, our SC meets again tomorrow evening to approve the Draft EEPY Neighborhood Plan for introduction to the Council, with some changes. Public comments and city staff comments have been streaming in. Some public comments have pointed out the gaps in sidewalks along STH 113, Pennsylvania Avenue and Fordem Avenue. Our committee may want to include these in their plan. Would you be okay with these additional sidewalk recommendations:

Add to Pg. 42, Transportation Safety and Efficiency

Construct missing sidewalk segments along both sides of Pennsylvania Ave. from N. 6th St. to Commercial Ave.

Construct missing sidewalk segments along the east side of STH 113 from the intersection with E. Johnson St. to N. 3rd St., and along the west side of STH 113 from N. 6th St. to Aberg Ave.

Evaluate and consider options for improving pedestrian and bike safety at the N. 6th St./STH 113 intersection; consider colored, stamped concrete or another method of drawing motorist attention to the crossing.

Construct missing sidewalk segments along west side of Fordem Ave. from Lakewood Gardens Blvd. to DAIS, and from McGuire St. to N. Sherman Ave.; and construct missing sidewalk segments along east side of Fordem Ave. from E. Johnson St. through the 2100 block.

Lead: Engineering Division; Partners: Property owners; Estimated cost and timeframe: \$40 per linear foot of 5' sidewalk; three to five years.

Lead: Engineering Division; Partners: Property owners; Estimated cost and timeframe: \$40 per linear foot of 5' sidewalk; three to five years.

Lead: Traffic Engineering Division; Partners: Engineering; Estimated cost and timeframe: To be determined; three to five years.

Lead: Engineering Division; Partners: Property owners; Estimated cost and timeframe: \$40 per linear foot of 5' sidewalk; three to five years.

Thank you. - Linda