

AGENDA # 1

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION **PRESENTED:** October 7, 2015

TITLE: Adopting the Emerson East-Eken Park-Yahara Neighborhood Plan (EEEPY) as a Supplement to the City of Madison Comprehensive Plan. (39906)

REFERRED:

REREFERRED:

REPORTED BACK:

AUTHOR: Alan J. Martin, Secretary **ADOPTED:** **POF:**

DATED: October 7, 2015 **ID NUMBER:**

Members present were: Richard Wagner, Chair; Dawn O’Kroley, Richard Slayton, Cliff Goodhart, Sheri Carter and Lois Braun-Oddo.

SUMMARY:

At its meeting of October 7, 2015, the Urban Design Commission **RECOMMENDED APPROVAL** of the resolution to adopt the Emerson East-Eken Park Yahara Neighborhood Plan as a supplement to the City of Madison Comprehensive Plan. Appearing on behalf of the plan were Linda Horvath, Planning Division; and Aaron Onsrud. A seven person ad-hoc steering committee developed the plan over 23 committee meetings. Two public open houses were held to engage the public in the planning process, stakeholder interviews with roughly 50 different individuals representing different community groups in the area to get an idea of what is important to this area. The plan looks at pockets within the planning area where development would be most likely to occur within the next 10-15 years. Primary goals are to strengthen neighborhood and commercial corridor identities within the entire development area, create a greater sense of place within the neighborhood, improve the stability and cohesiveness of the residential areas, preserve existing single-family and owner-occupied areas, encourage maintenance, preserve existing affordable housing as well as create new, with as much greenspace within those design concepts.

Comments and questions from the Commission were as follows:

- I understand lake views are great but this doesn’t seem to engage the river and make that a much more likely corridor to have as a key feature of the plan.
 - Other people have made that comment as well.
- I almost think of the Union Corners design competition, that was a way of looking at a parcel of comparable size and thinking of it in terms of the streets you’re creating, rather than the drawing with the cul-de-sac at the end, which is kind of a “development.” This is a large enough parcel, how can this be more of a neighborhood and really connect people to those natural features.
 - That was the intention of that cul-de-sac. It’s meant to connect through the property to the east when those properties redevelop. We have some language in the text about that but maybe it could be more prominently featured on the drawing itself.

- We're working towards having parking behind buildings, but somehow in the text you should emphasize that building entrances need to be on the streets, not on the parking lot sides to continue to get that walkability and activity on the streets.
- If Burrows Park were expanded the goal should be for a pedestrian area with no vehicular access.
- Your commercial corridor enhancements I'm not quite sure how those will really work (Pennsylvania and Fordem Avenues).
 - The idea was to work with property owners, we do have a façade improvement program and maybe that could be used in this area to enhance the properties, screen the trash and get more green. It's an industrial corridor.
 - We also looked at things like public art and plantings, things to enhance the curb appeal of Demetral Field.
- You have some interesting industrial buildings that are unique to your neighborhood and that relationship to the rail line, that's something to celebrate too.

ACTION:

On a motion by Carter, seconded by O'Kroley, the Urban Design Commission **RECOMMENDED APPROVAL**. The motion was passed on a vote of (5-0).