

# Greater East Towne Area Plan

January 19, 2022  
Economic Development Committee

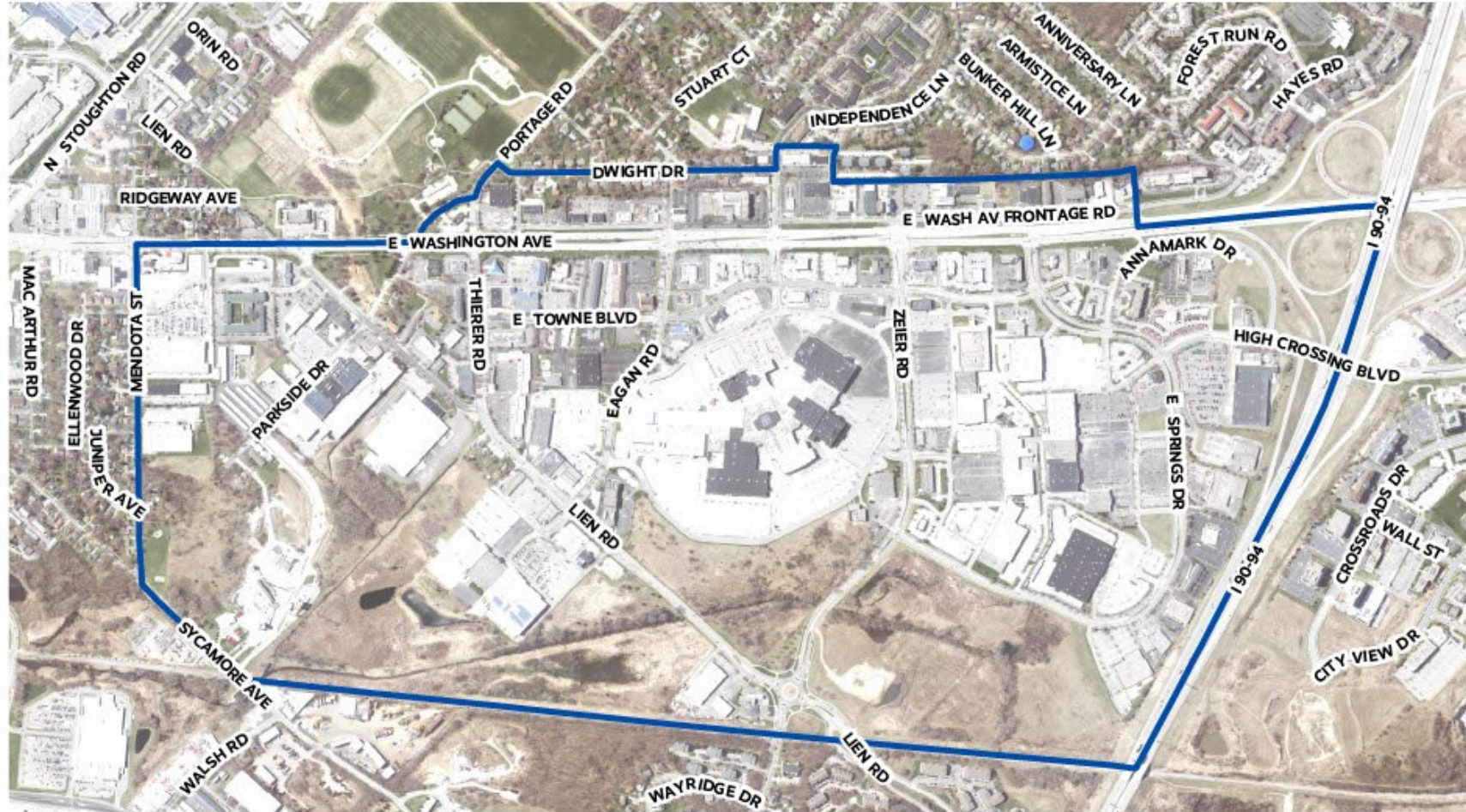


# Greater East Towne Planning Area

 Planning Area



0 1,000 2,000  
Feet



# East Towne Comparison to Downtown

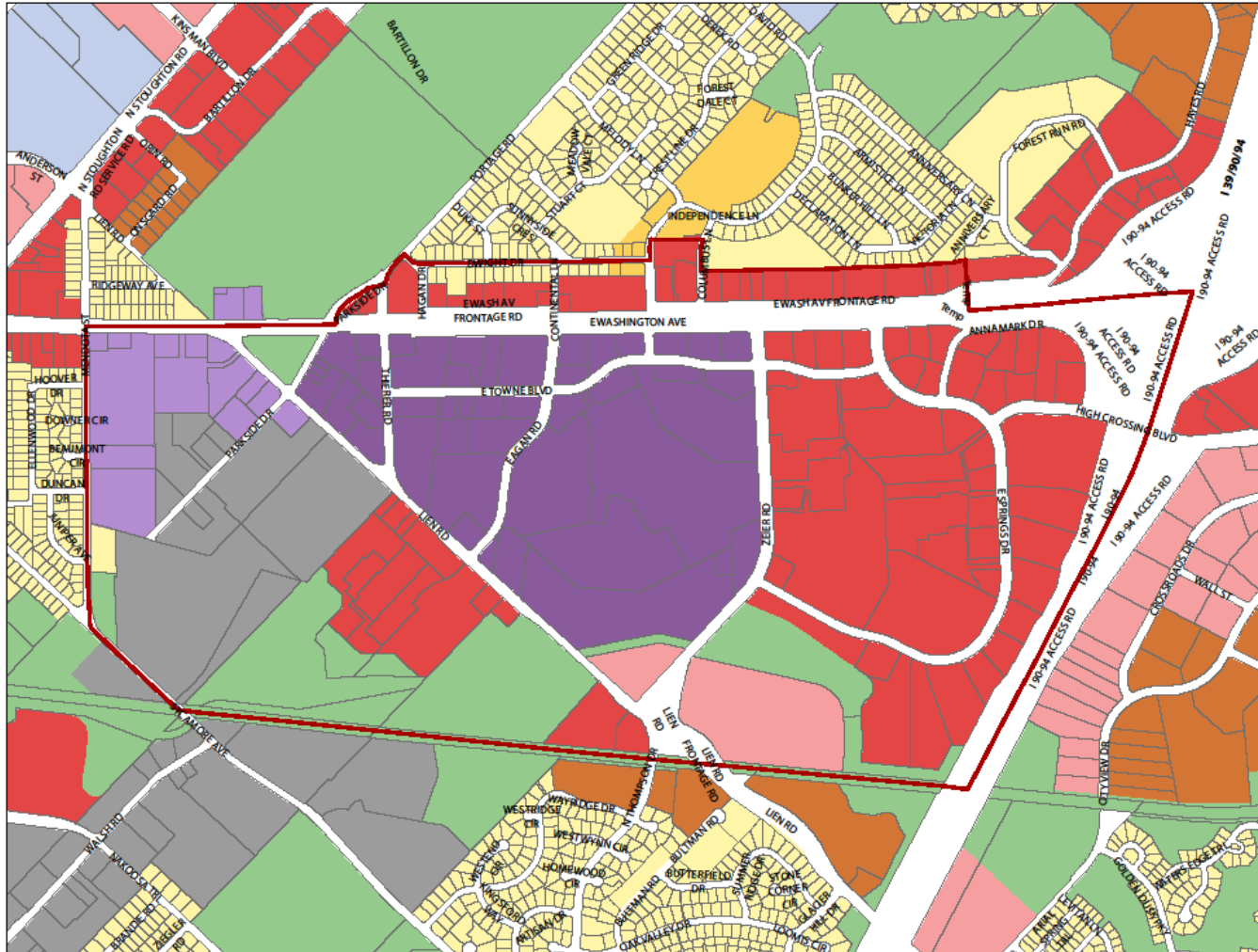
 Planning Area



0 1,000 2,000 Feet



# Greater East Towne Area Plan



Map 11: Comprehensive Plan Generalized Future Land Uses

Greater East Towne Area Plan

- Greater East Towne Area Plan
- Low Residential (LR)
- Low-Medium Residential (LMR)
- Medium Residential (MR)
- High Residential (HR)
- Neighborhood Mixed Use (NMU)
- Community Mixed Use (CMU)
- Regional Mixed Use (RMU)
- General Commercial (GC)
- Employment (E)
- Industrial (I)
- Parks and Open Space (P)
- Special Institutional (SI)
- Neighborhood Planning Area (NPA)

## 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



- 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

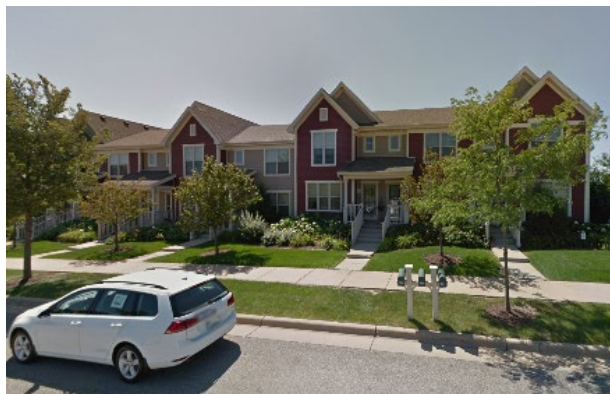


1. Affordability is critical for both housing AND businesses.
2. Need entertainment and recreation for all ages.
3. Development needs to be more equitable, racially diverse, and inclusive.
4. Collaboration is critical between nonprofits, for-profit businesses, and government.
5. Develop ownership models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

# 5 Guiding Principles



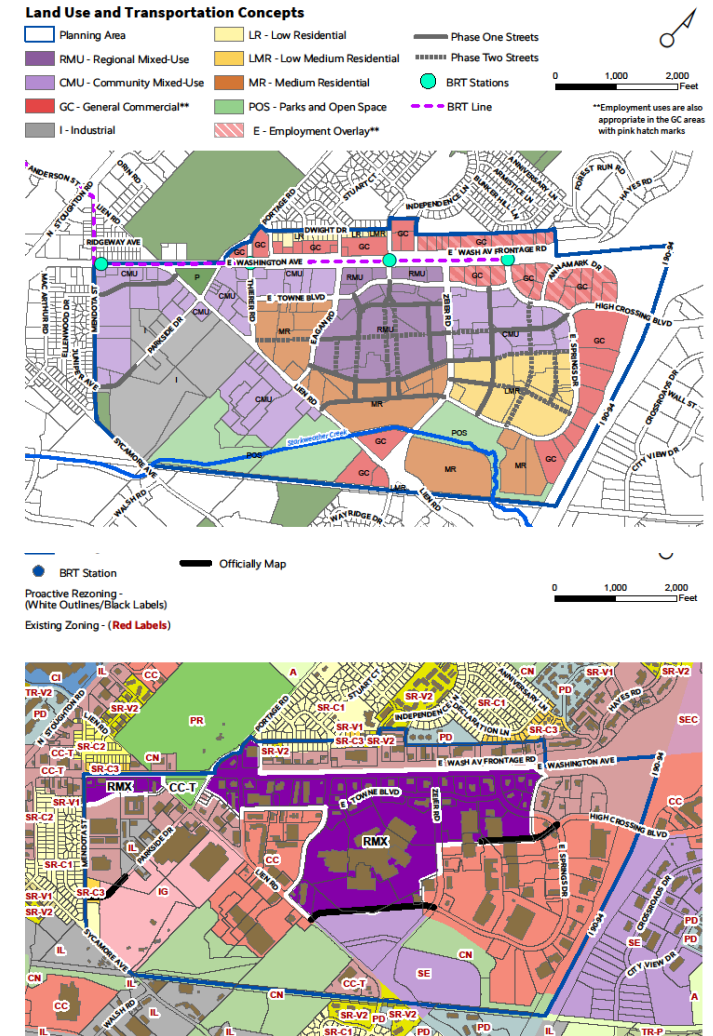
1. Creating a place
2. Focus on mobility
3. Community wealth building
4. Center Nature and Sustainability
5. Resiliency



# Plan Land Use Recommendations

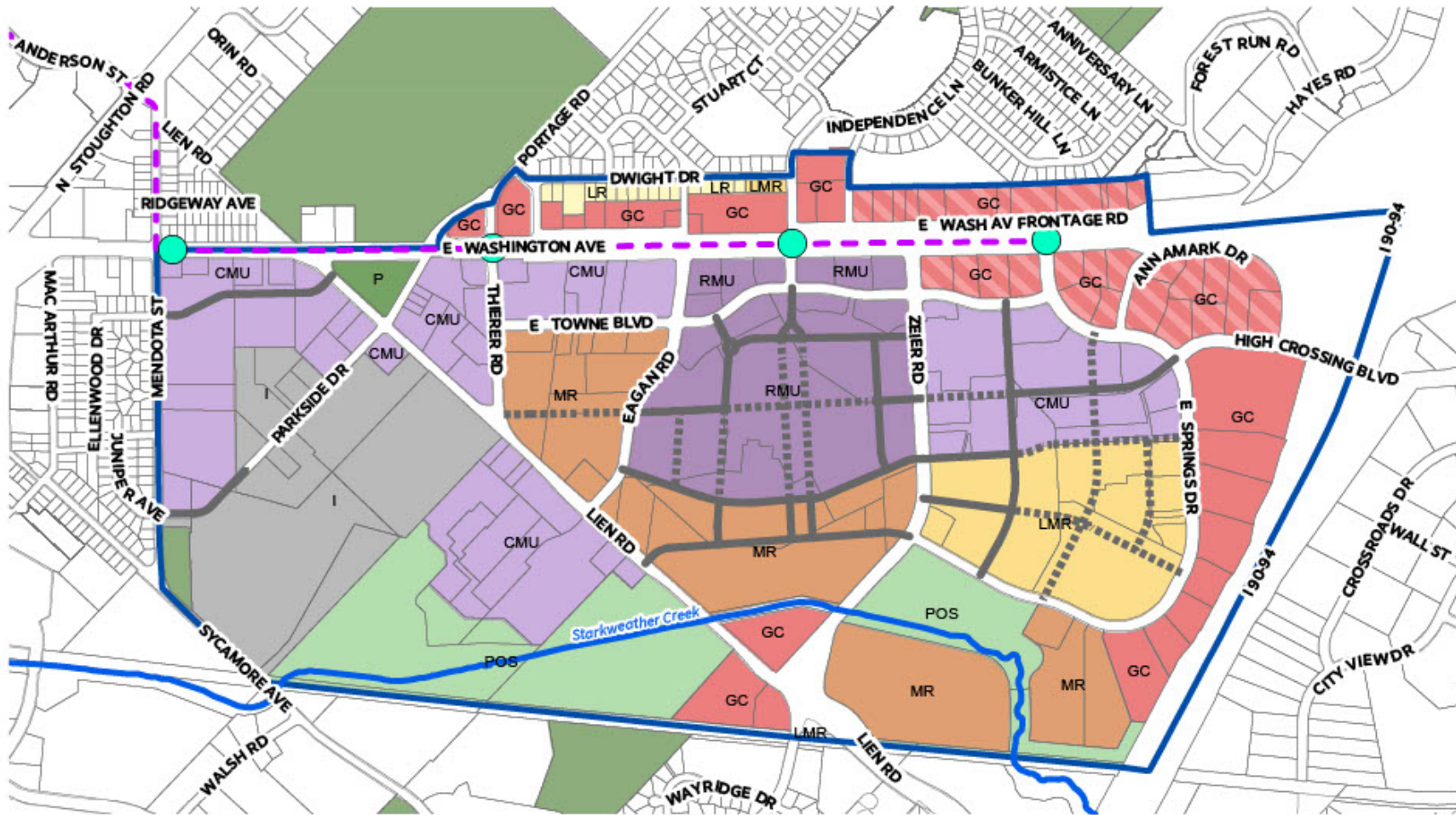
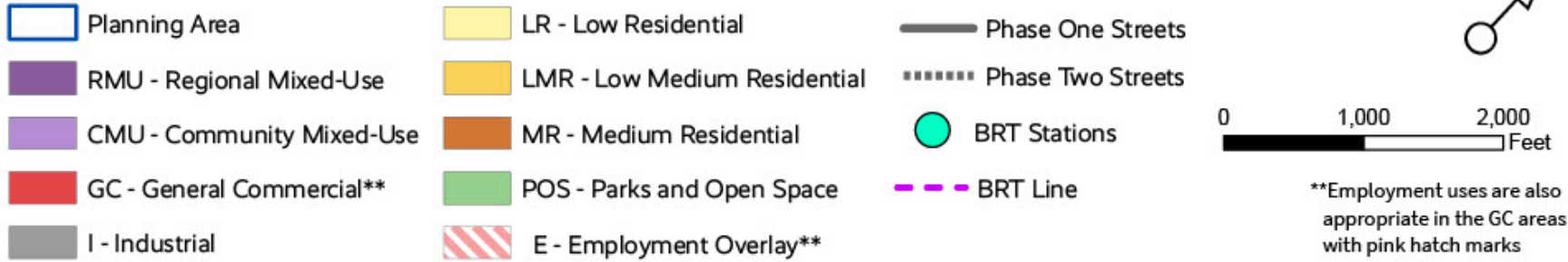


1. Change Land Use Designation from 2018 Comprehensive Plan to reflect the vision of the Plan
2. Proactive rezoning for East Towne Mall area and adjacent to planned BRT line to align with recommended land use changes and allow higher intensity development over time.





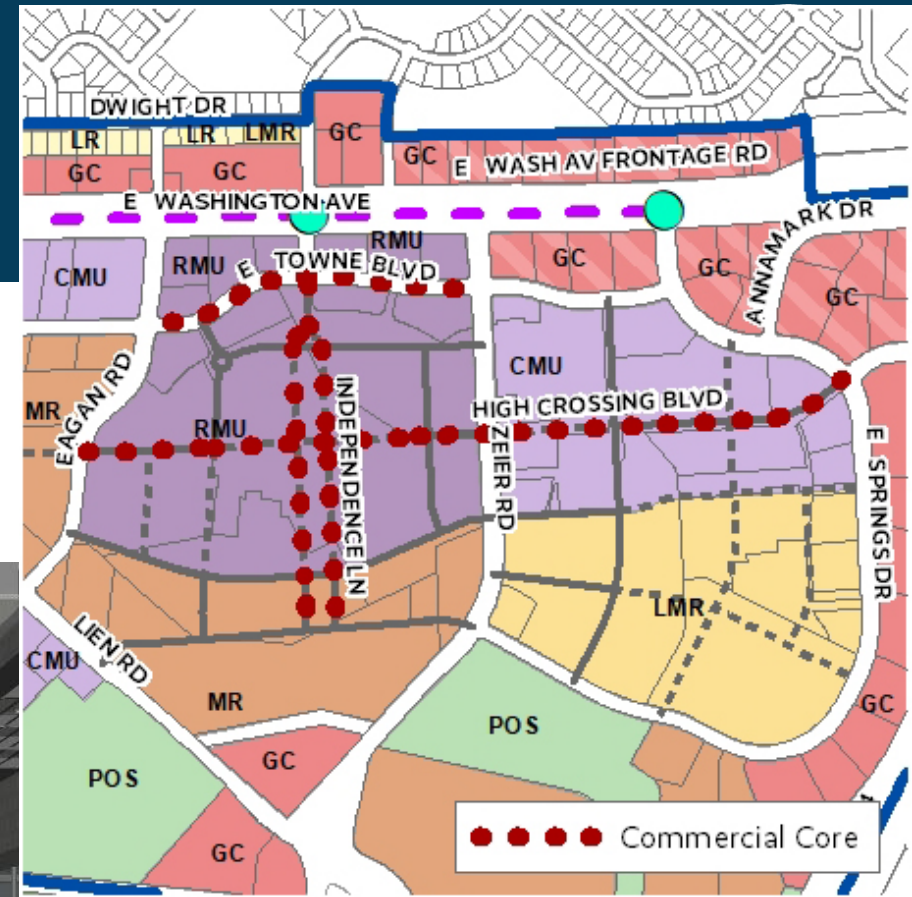
# Land Use and Transportation Concepts



- Regional Mixed Use (RMX) limited to mall area to encourage redevelopment of a new, mixed-use urban core.
- Community Mixed-Use (CMU) adjacent to planned BRT line allowing for higher density and a range of uses
- Medium Residential (MR) south of mixed-use areas.
- Low-Medium Residential (LMR) to encourage a neighborhood of smaller scale housing to support families within a larger mixed-use environment and adjacent to proposed park and Starkweather Creek corridor

# Draft Land Use Recommendations

- Commercial Core Area



# Draft Land Use Recommendations



- Commercial Core Area



# Land Use Recommendations

- Low-Medium Residential neighborhood



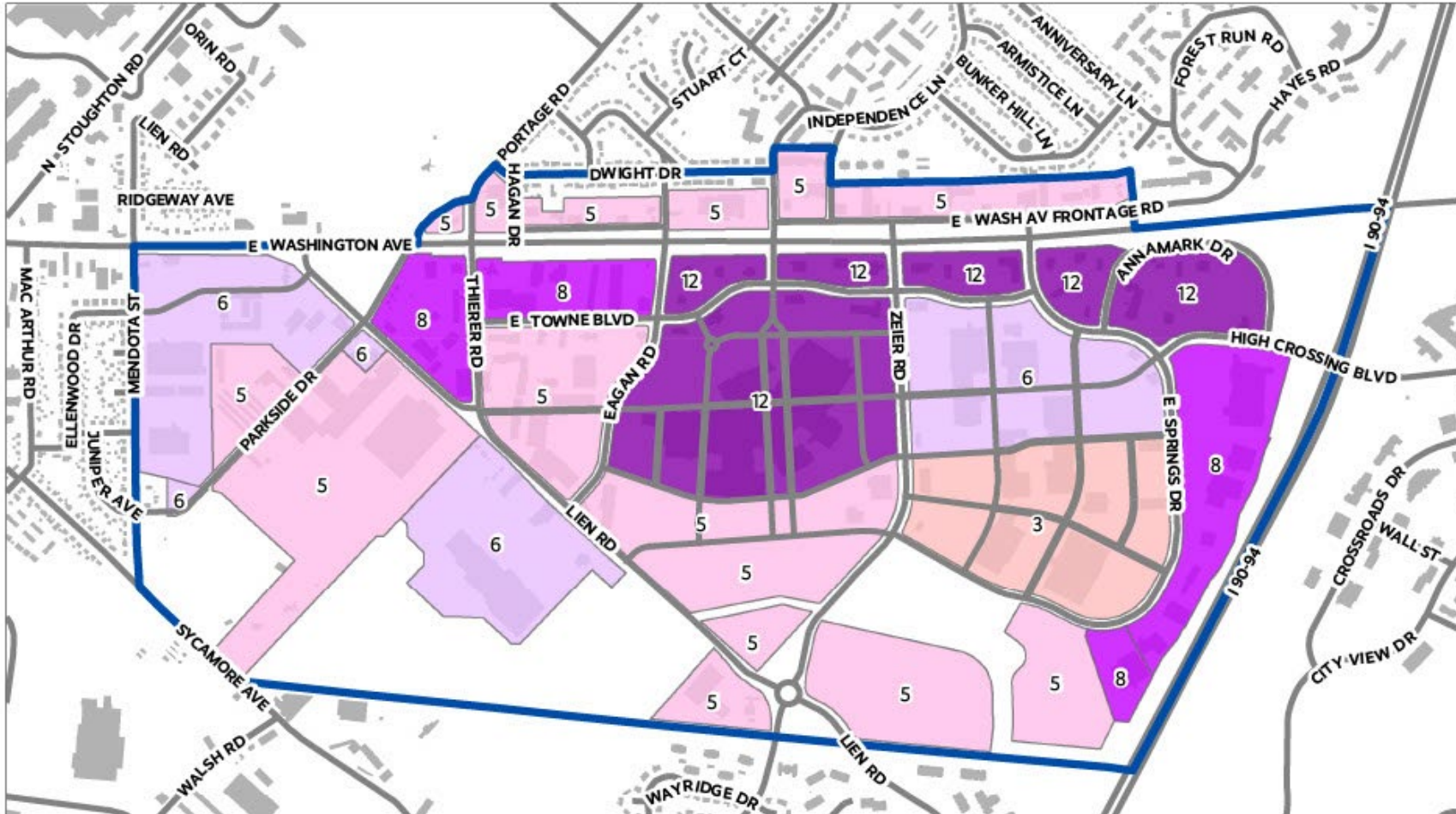
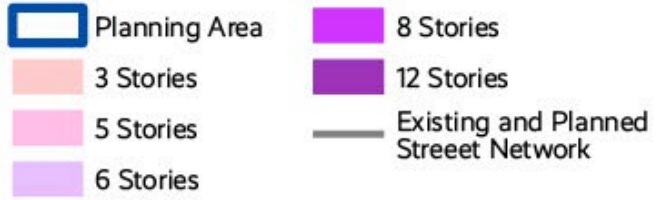
# Mixed-Use adjacent to BRT



- Higher densities along East Washington Ave and Commercial Core



# Maximum Building Height



# Transportation Recommendations

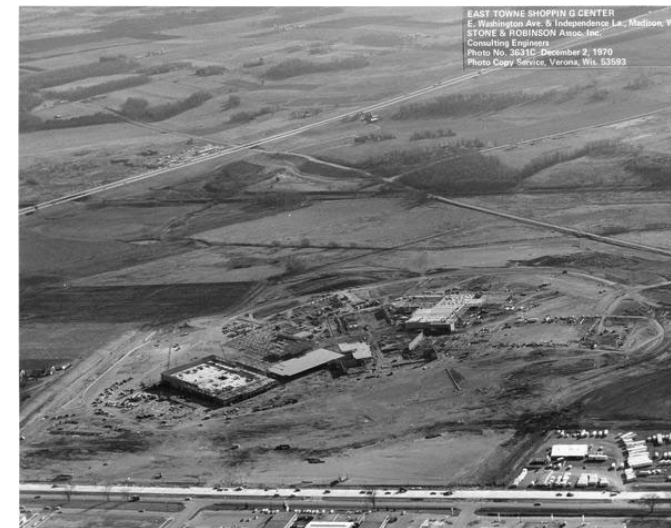
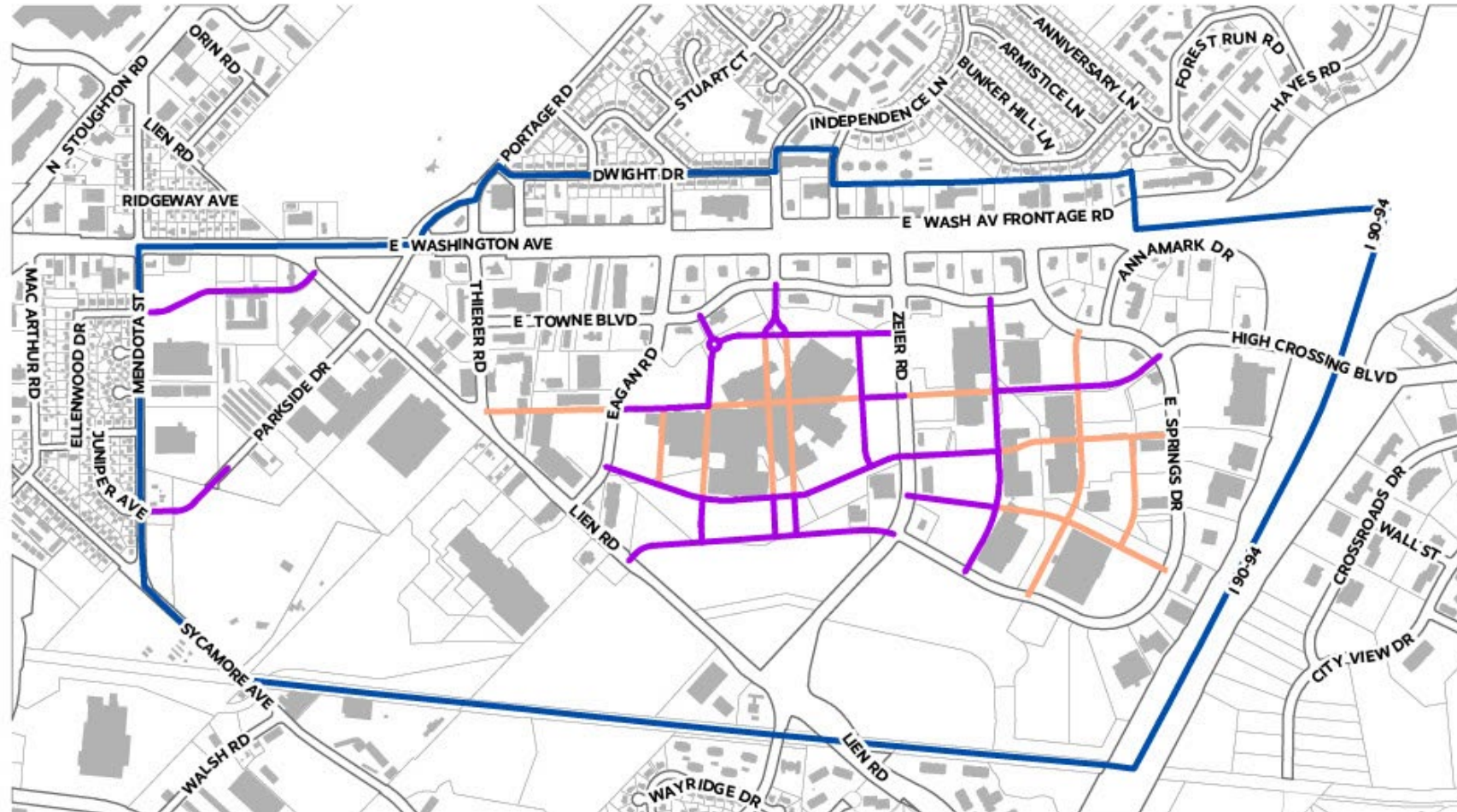


1. Conduct a corridor study of East Washington Avenue
2. Create a new well-connected, local street network
3. Improve ped/bike access and safety throughout the area
4. Support Transit improvements



# Potential Future Street Network


- Planning Area
- Priority Street Connections
- Secondary Street Connections



EAST TOWNE SHOPPING CENTER  
 E Washington Ave & Independence Ln., Madison, WI.  
 STONE & ROBINSON Associates  
 Consulting Engineers  
 Photo No. 3831C December 2, 1979  
 Photo Copy Service, Verona, WI. 53593



# Bus Rapid Transit

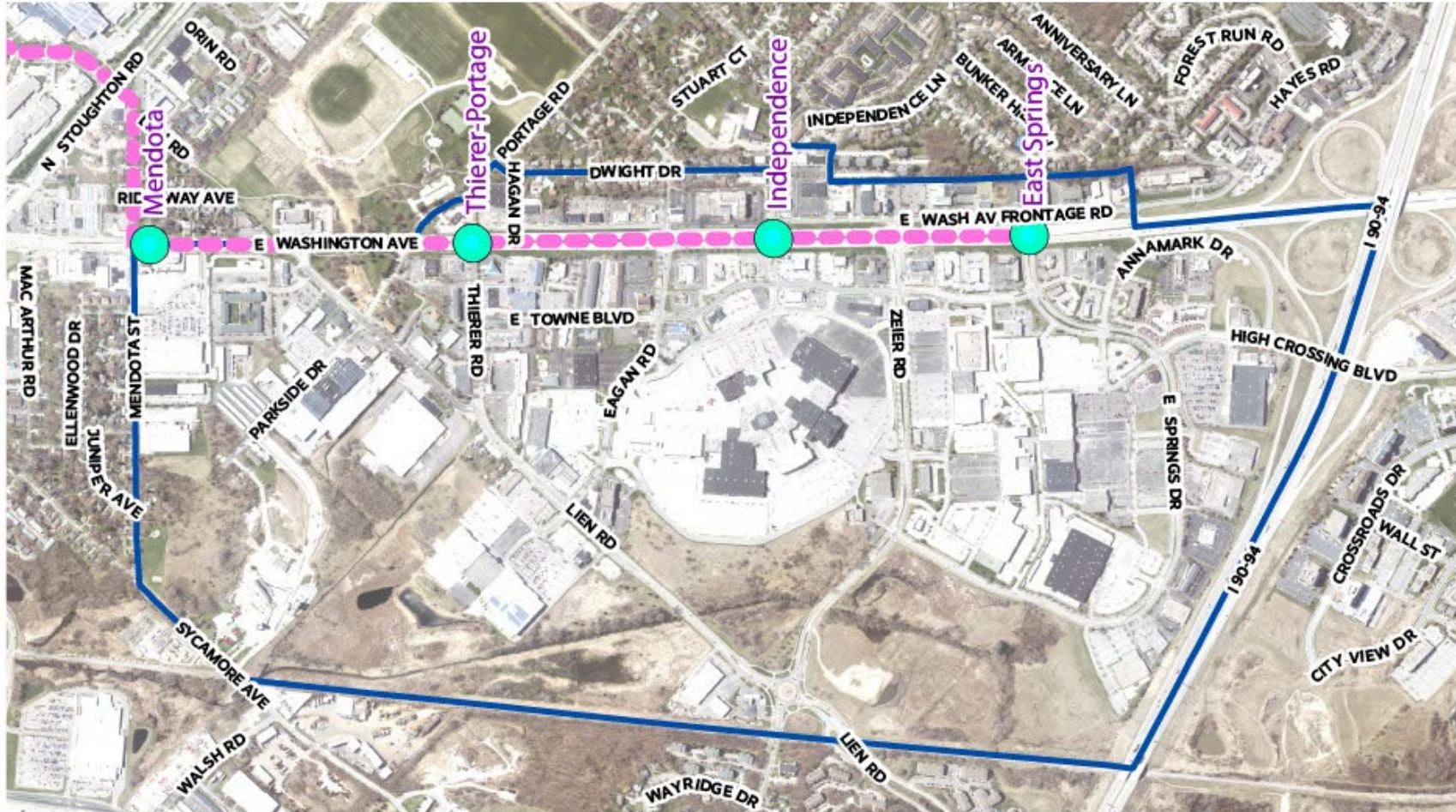
 Planning Area

 BRT Stations

 BRT Lines



0 1,000 2,000 Feet

LOADING PLATFORM | Optional bike parking shelter



# Neighborhoods & Housing Recommendations



1. Encourage development of a wide mix of housing unit types, sizes, and costs close to transit and other amenities.
2. Encourage the highest housing densities along the BRT corridor and in commercial core.
3. Support development of affordable housing of all types.
4. Continue to prioritize the inclusion of integrative supportive housing units for individuals and families experiencing homelessness.



# Neighborhoods & Housing Recommendations



- Smaller scale housing, neighborhood amenities, and resources



# Draft Economy & Opportunity Recommendations (abbreviated)



1. Conduct an **equity-based market study** of the area to ensure that people who have been traditionally excluded are included in future opportunities.
2. Expand the reach of the **Commercial Ownership Assistance program** to more areas of the city to help local entrepreneurs of color.
3. **Concentrate employment and commercial uses** in areas that best relate to existing and planned future transit, infrastructure, and other amenities.
4. Support development of **business incubators and accelerators**, with lower-cost space, shared resources, and expertise needed to help grow local businesses.



# Draft Economy & Opportunity Recommendations



5. Explore creation of a **Tax Increment Finance (TIF)** District to fund non-assessable infrastructure.
6. Explore creating a new improvement district or other tools to help make **public spaces more welcoming** to all Madison residents.
7. Consider **marketing strategies** to draw employment to the area as it recovers over the long-term.
8. Allow flexibility for future uses to **adapt and reuse** existing retail spaces.



# Draft Economy & Opportunity Recommendations



9. Strive to **preserve affordable commercial space** outside major redevelopment areas.
10. Explore a **commercial rental assistance or guarantee program** to help small and emerging businesses, particularly BIPOC-owned, afford space in areas where rent increases may occur.
11. Continue **building relationships with and supporting economic development partners**, especially those with ties to BIPOC communities.
12. Consider creating a **cultural inclusion plan** for developers that would provide guidance on promoting a diverse mix of tenants.



# Economy & Opportunity Recommendations



- BRT brings access directly to East Washington corridor



# Culture & Character Recommendations



1. Revise Urban Design District (UDD) 5 to reflect this Plan's goals and recommendations.
2. Consider transit-oriented development overlay zoning as an implementation tool.
3. Design community gathering spaces in partnership with BIPOC communities to ensure that these spaces are welcoming, safe, and affirming cultural hubs.
4. Explore opportunities for including various types of cultural and entertainment venues.





# Green & Resilient Recommendations



1. Create new park opportunities throughout the planning area, and expand Mayfair Park.
2. Create an urban plaza along the new north-south 'main street'.
3. Proactively engage a diverse group of residents during master planning for parks.
4. Enhance the tree canopy in public rights-of-way.
5. Protect and enhance sensitive habitats in Starkweather Creek Corridor when designing and developing park and open spaces.

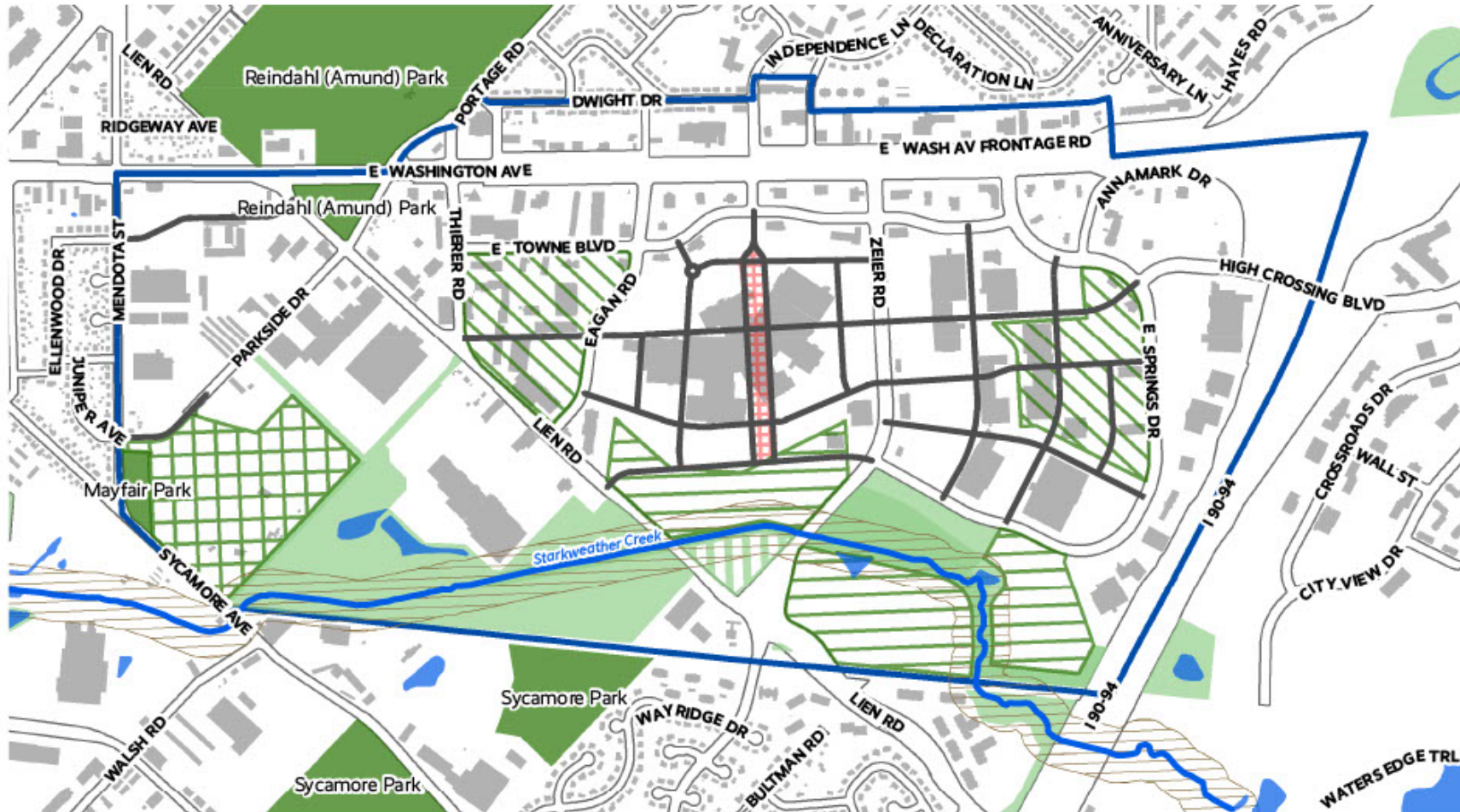


# Parks and Open Space

- Planning Area
- Existing Parks
- Greenway (stormwater management)
- 200' Buffer of Starkweather Creek
- General Future Neighborhood Park Area (3-5 Acres)\*
- Community Recreation Park
- Potential Mayfair Park Expansion
- Potential Stormwater Site
- Potential Urban Plaza
- Planned Street



\*Size of a 5 Acre Neighborhood Park



- Mayfair Park Expansion
- Large Community & Recreation Park adjacent to Starkweather Creek
- 2 smaller neighborhood parks within redevelopment areas
- Urban Plaza in Commercial Core

# Concept: Urban Plaza



- Urban Plaza



# Conceptual Development Phasing Model



- What could the future bring?

The following conceptual model illustrates how this Plan could guide growth and redevelopment in the Greater East Towne area over the next 10 to 20 years.

These images do not show any current development proposals and are only meant as a visual representation of what is possible under this Plan.

# Conceptual Development Phasing Model

# Existing Condition



# Potential Phase 1 BRT and Infill on Existing Lots



# Potential Phase 2

## New streets and new development



# Potential Phase 3 Partial Mall Redevelopment





# Potential Phase 4 Mixed-Use Activity Center Neighborhood



# Estimated Timeline



Estimated Timeframe	Activity
January 4, 2022	Greater East Towne Plan Introduced and Common Council
January 10, 2022	Transportation Policy and Planning Board
January 12, 2022	Board of Park Commissioners
January 12, 2022	Urban Design Commission
January 19, 2022	Economic Development Committee
February 7, 2022	Plan Commission
February 22, 2022	Common Council to consider Plan Adoption

## Project web page

[www.cityofmadison.com/EastTownePlan](http://www.cityofmadison.com/EastTownePlan)

## Project contacts

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