

Greater East Towne Area Plan

**Draft Land Use and
Transportation Concepts
August 2021
Board of Parks Commissioners**

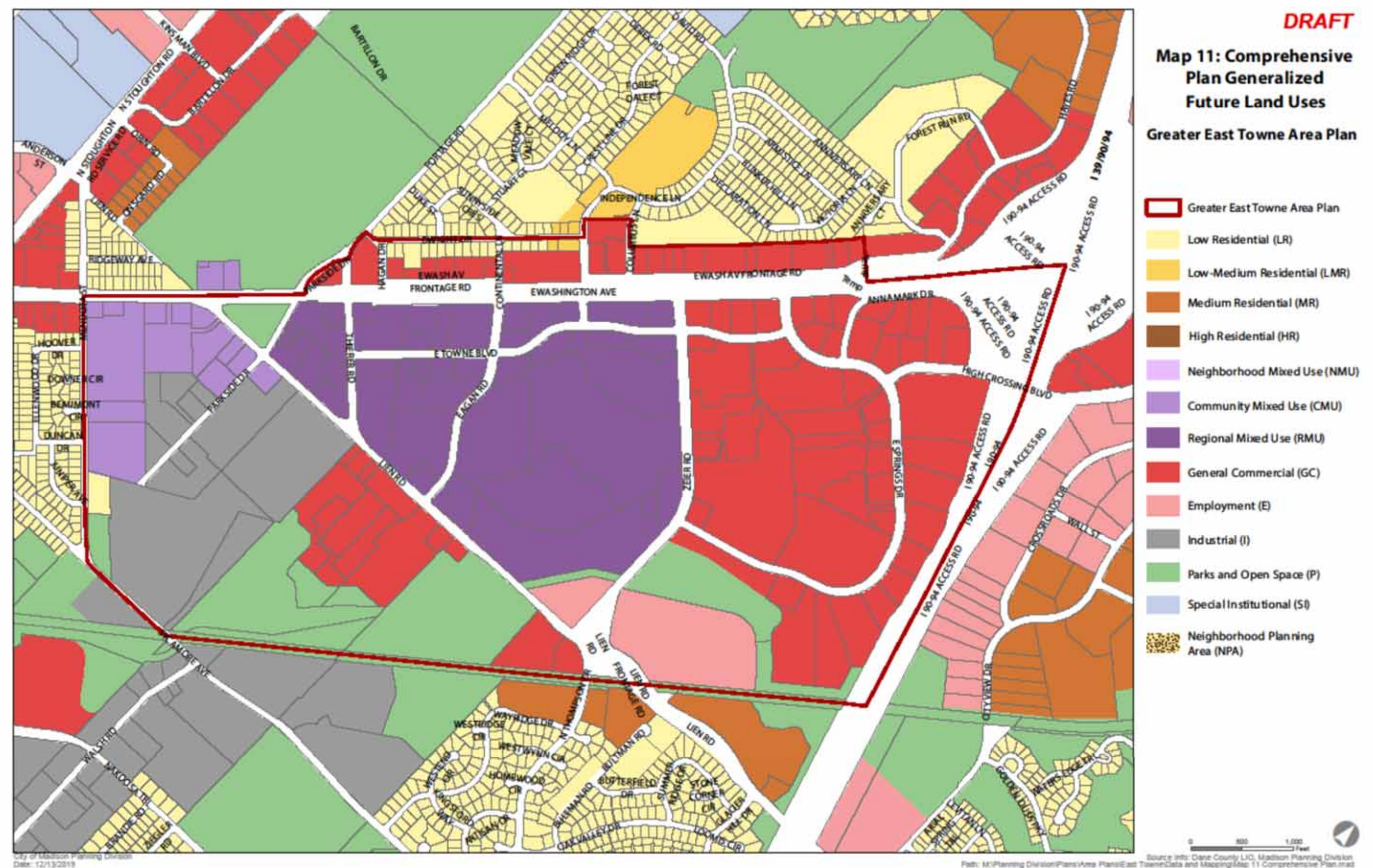
Greater East Towne Area Plan



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



- 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

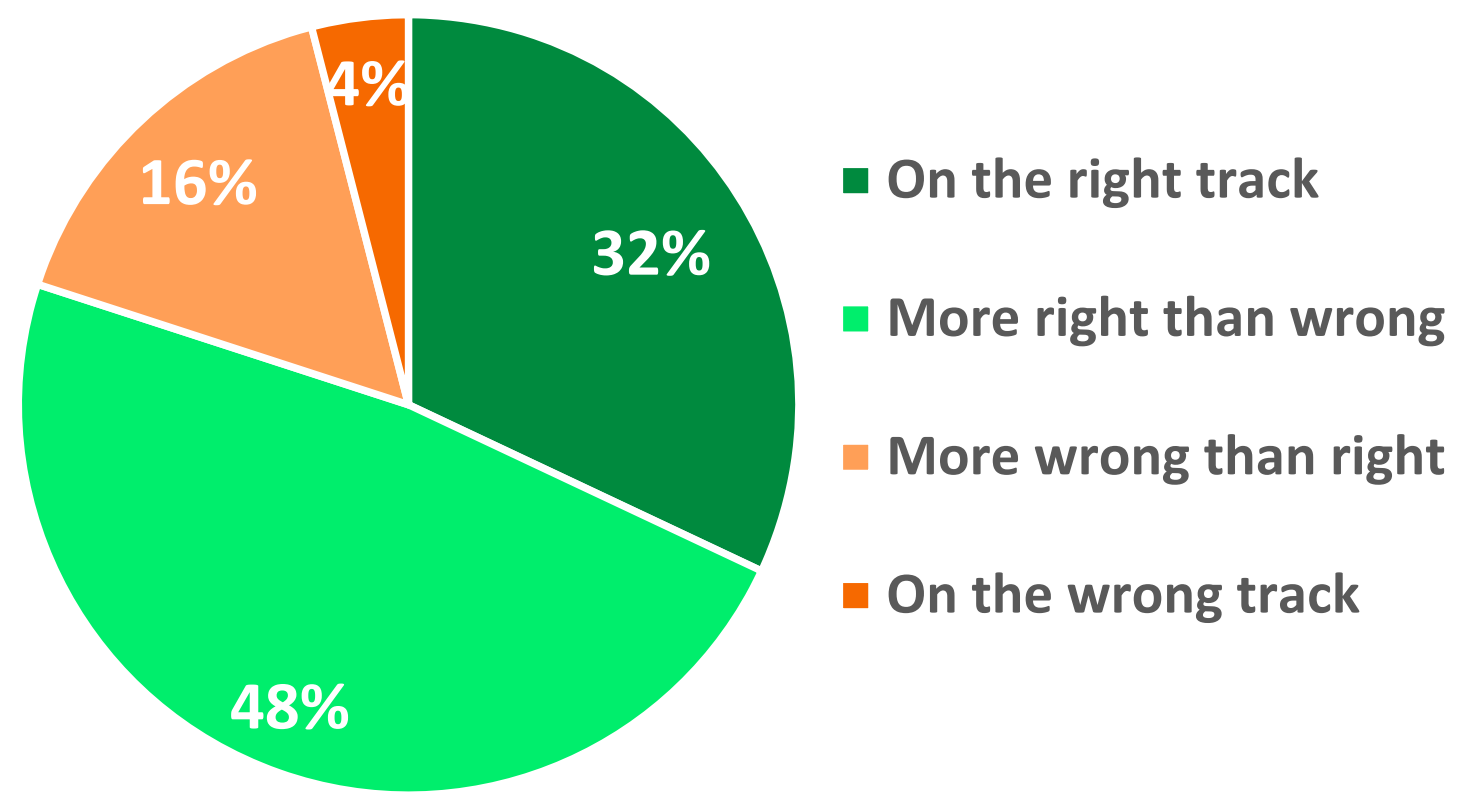


1. Affordability is critical for both housing AND businesses.
2. Need entertainment and recreation for all ages.
3. Development needs to be more equitable, racially diverse, and inclusive.
4. Collaboration is critical between nonprofits, for-profit businesses, and government.
5. Develop ownership models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

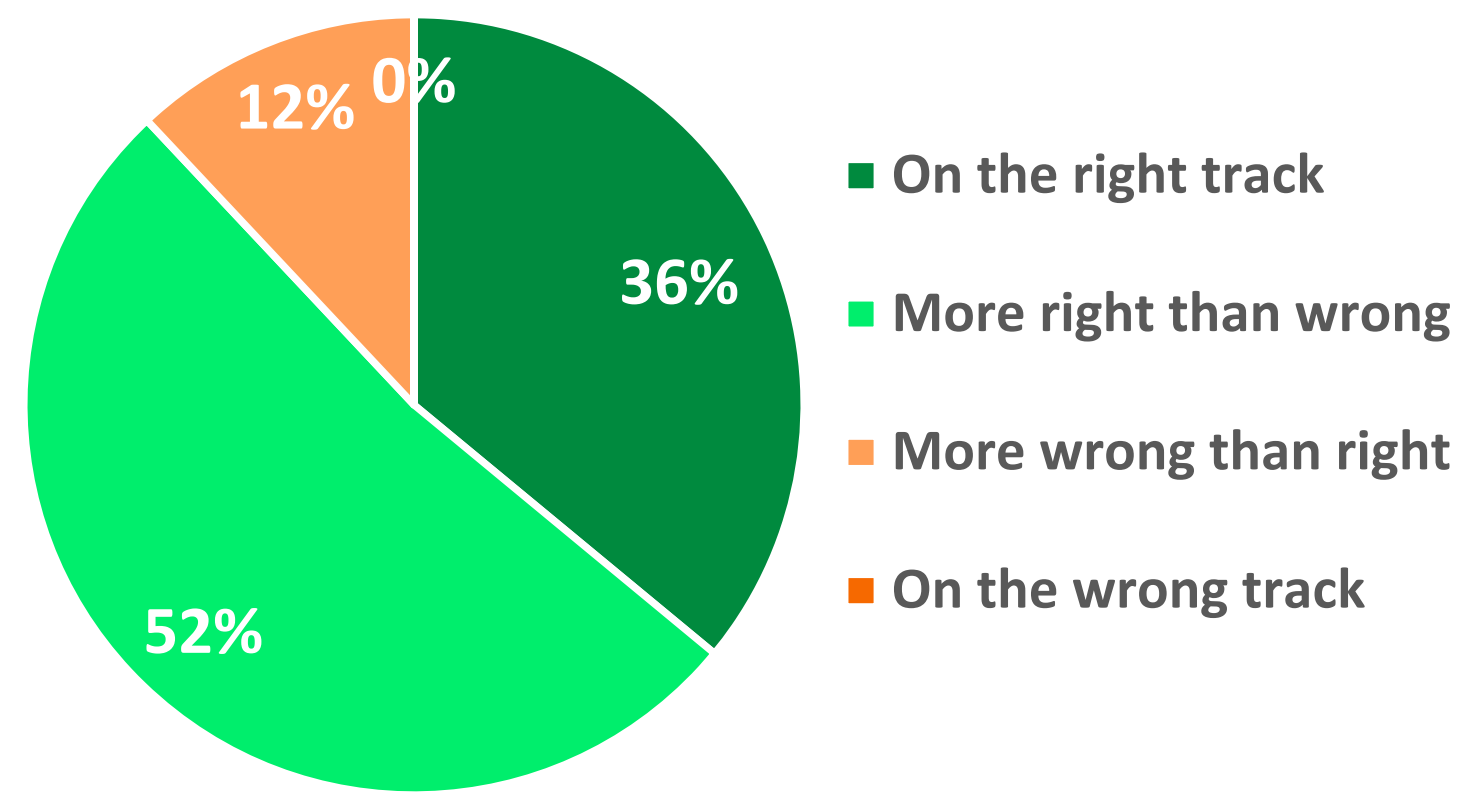
Outreach: Phase 2 Meetings Feedback from Polling Questions



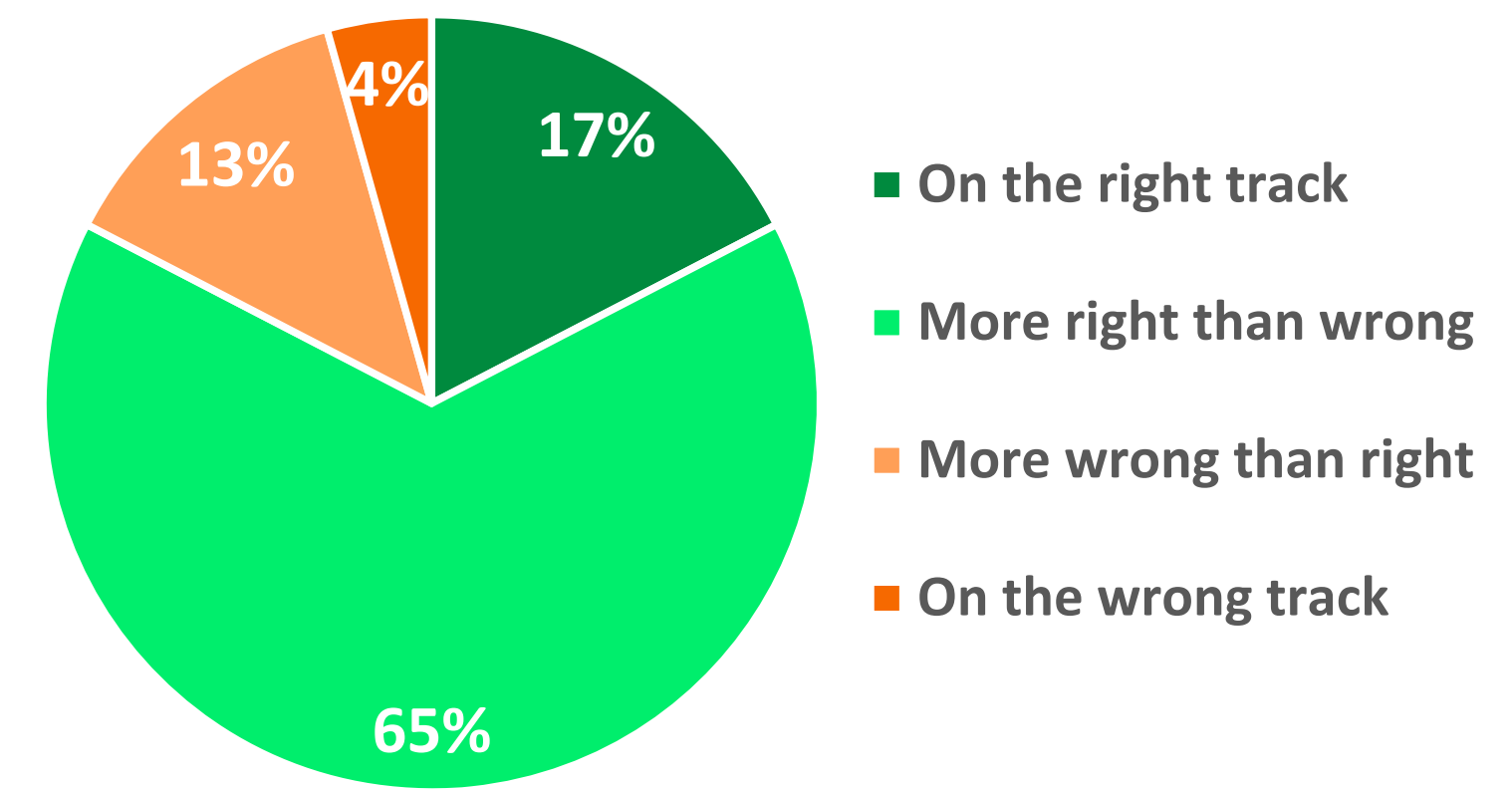
Parks & Open Space



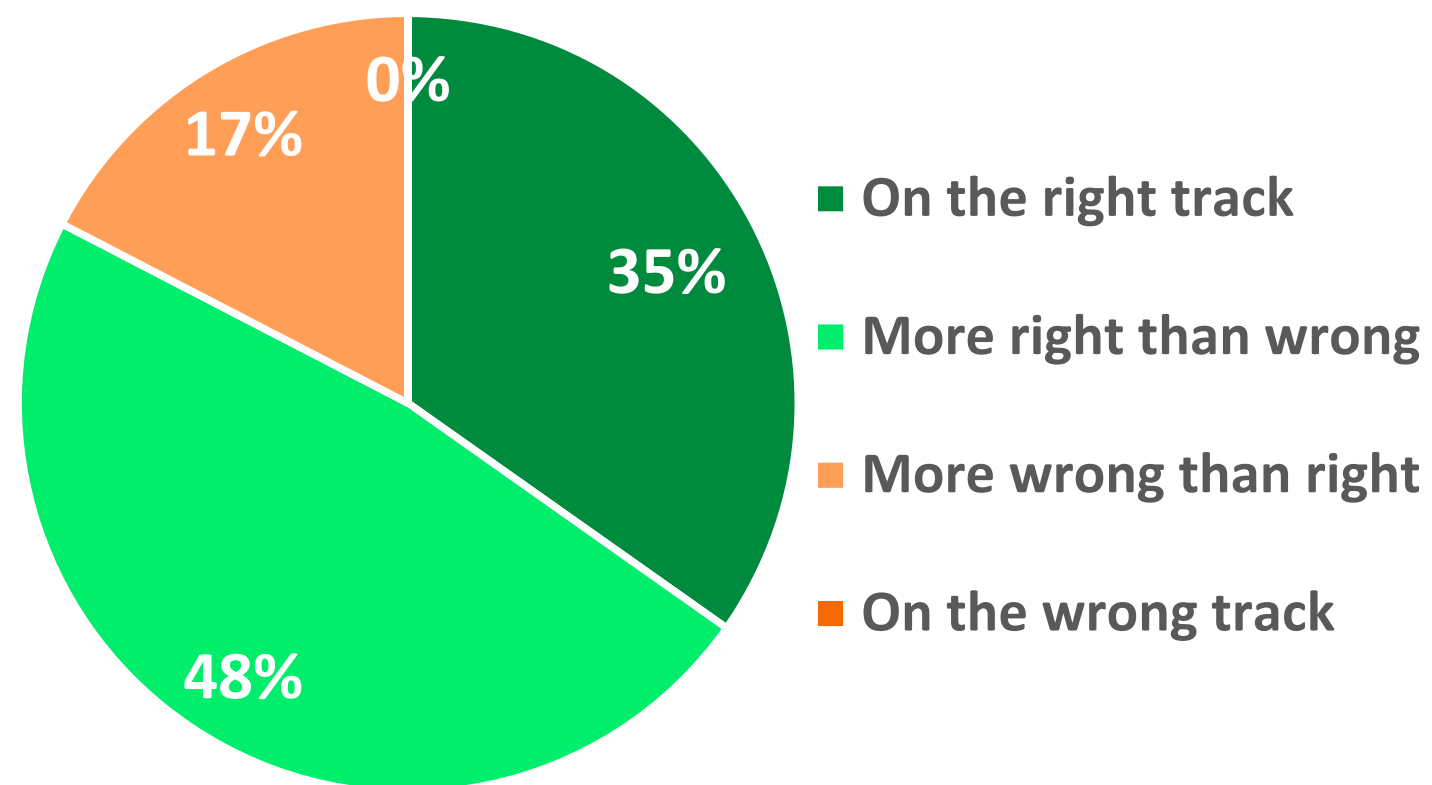
Transportation



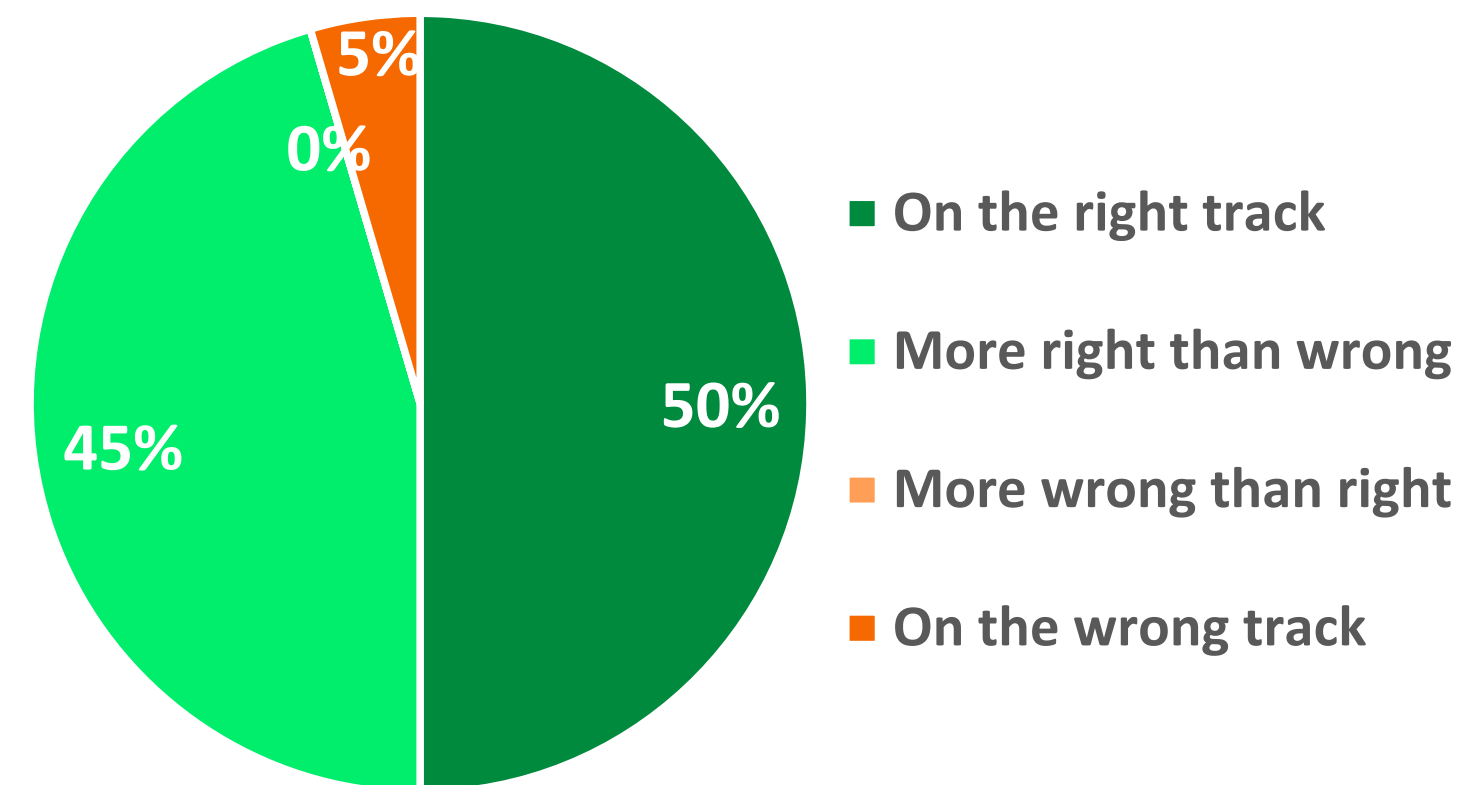
Land Use



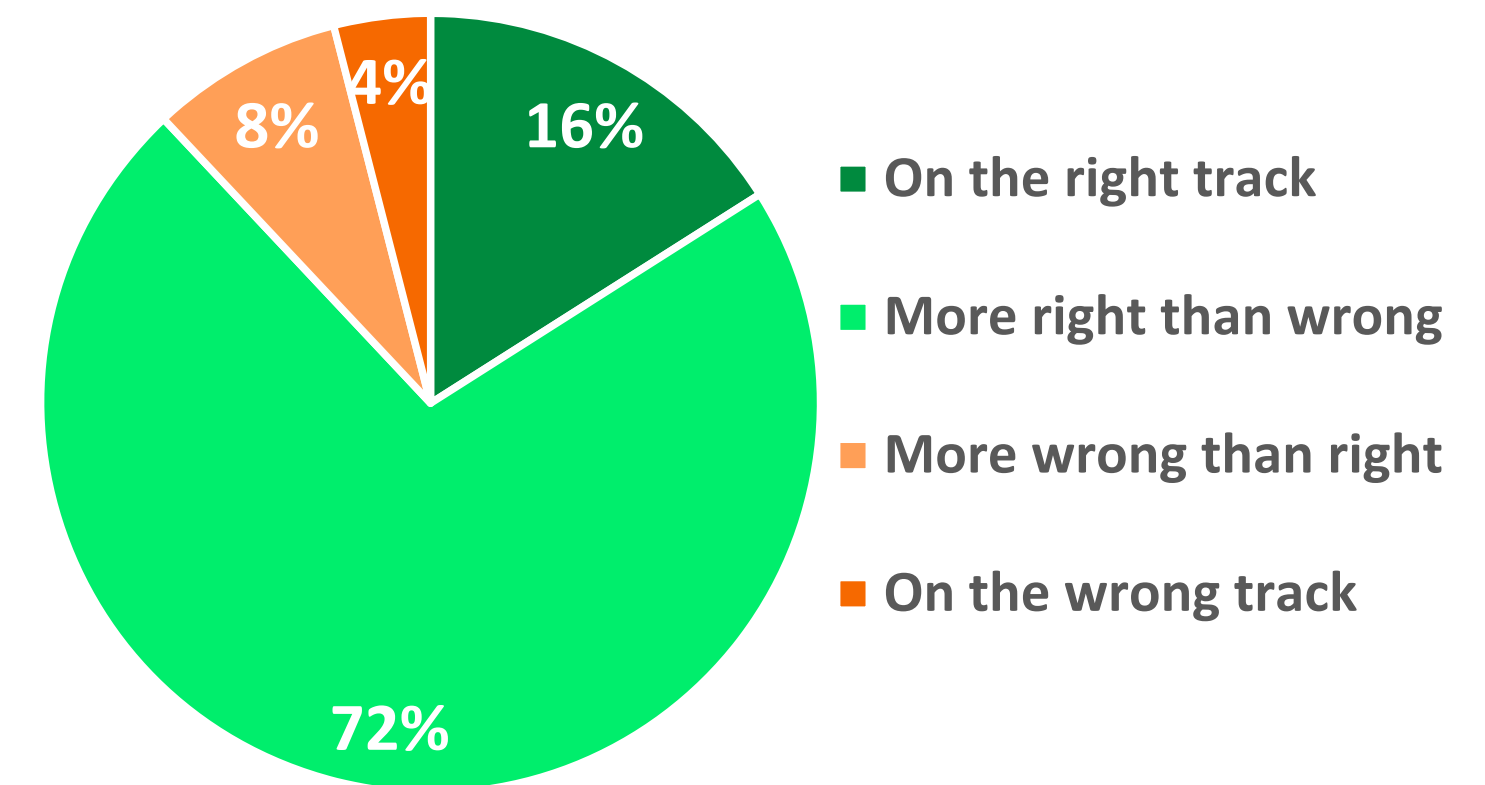
Building Heights



Guiding Principles



Overall Concepts & Plan



5 Guiding Principles

1. Creating a place

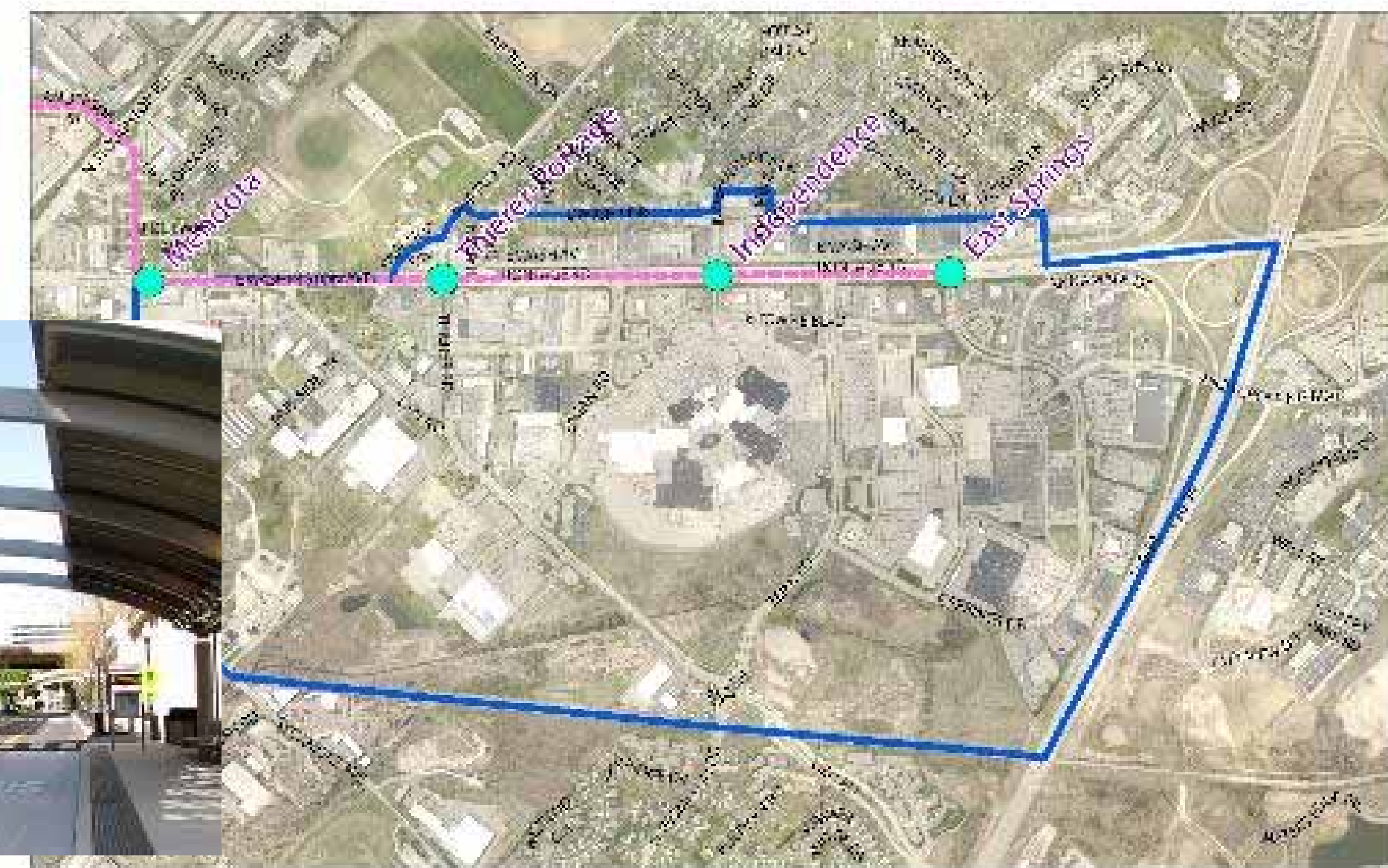
- A new complete neighborhood with a variety of housing choices and activity centers reflecting cultural diversity



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

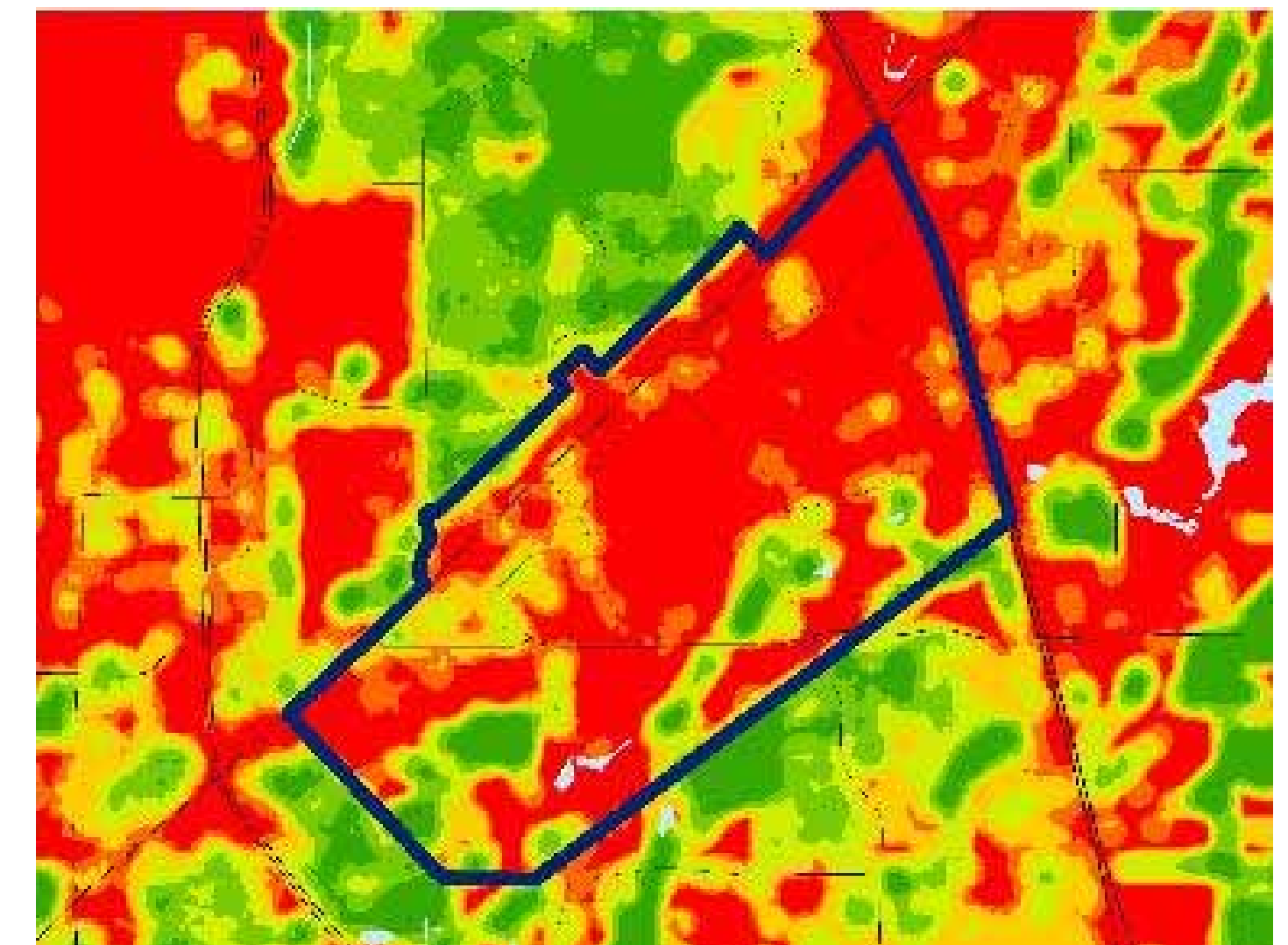
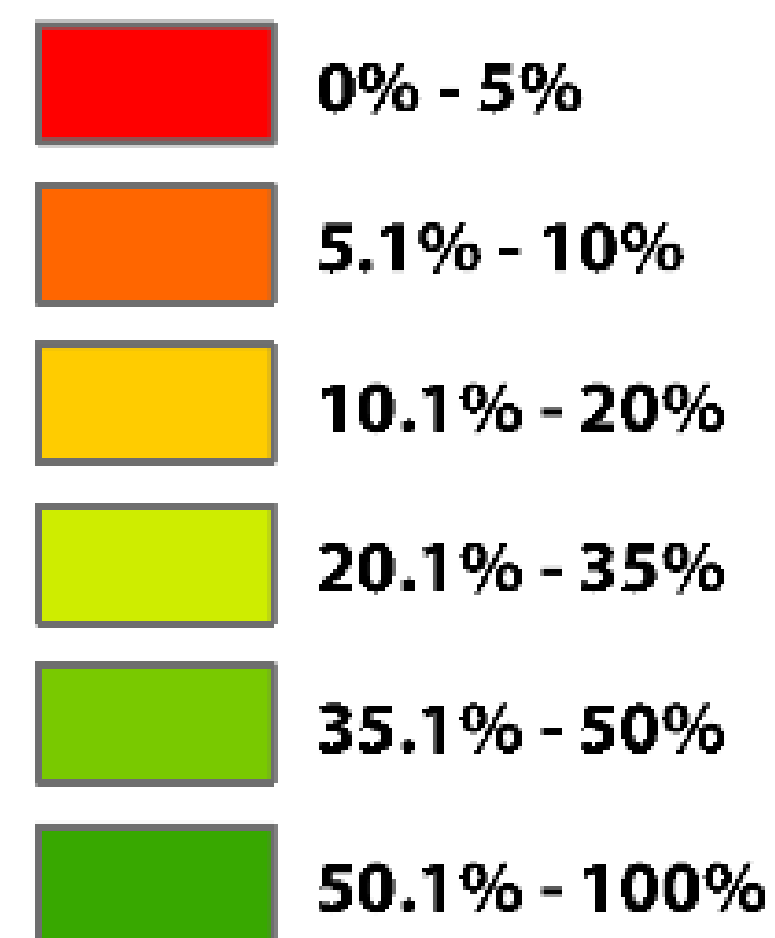


4. Center Nature and Sustainability

- 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

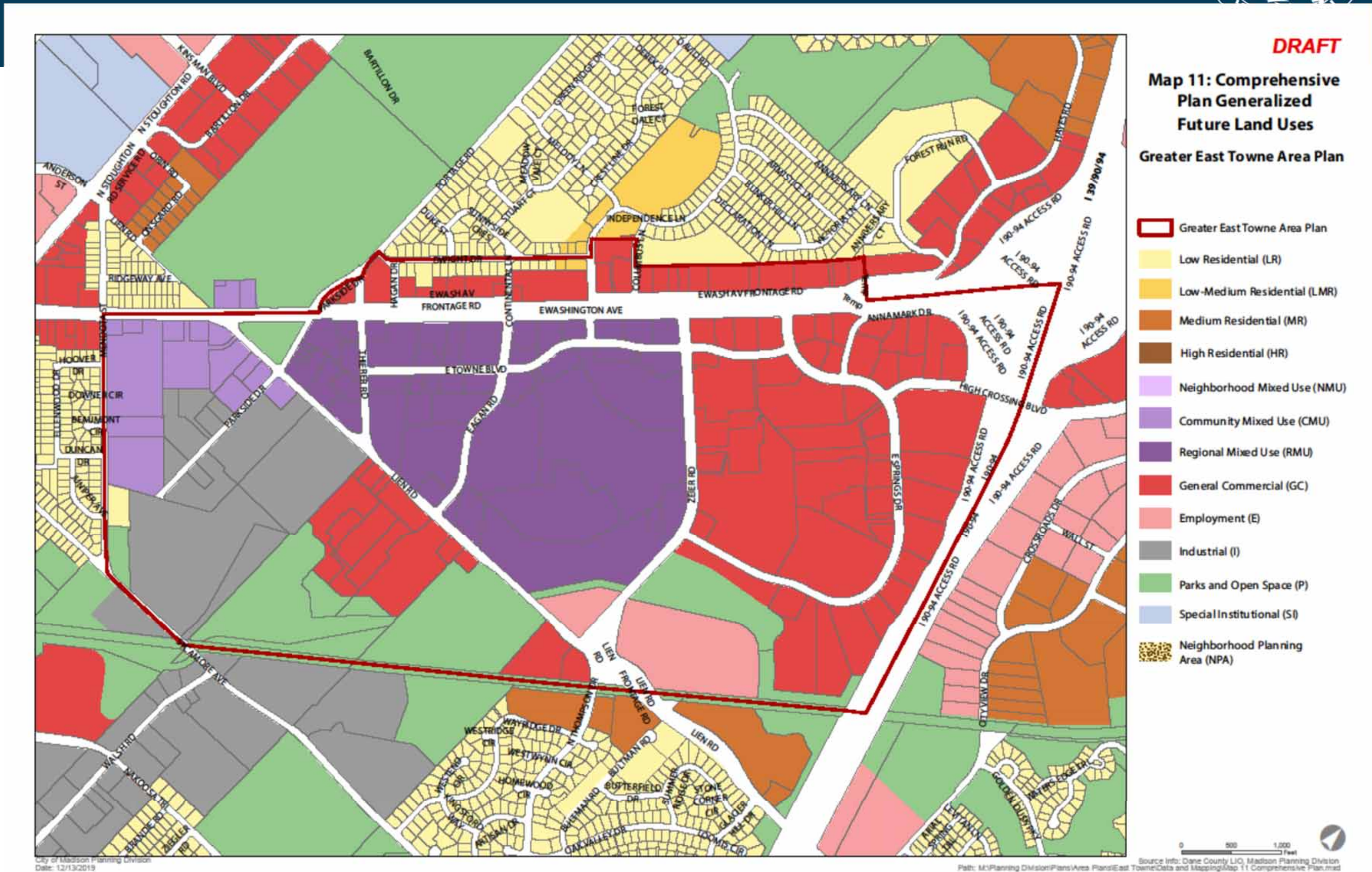


5. Resiliency

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



DRAFT Land Use Concept *Comprehensive Plan*



DRAFT Land Use Concept *May 2021*



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
- BRT Stations
- BRT Lines

Potential Streets

- Phase 1
- Phase 2

Bike Path

- Existing
- Planned



City of Madison Planning Division
Date: 5/26/2021

Source Info: Dane County LTO, Madison Planning Division

DRAFT 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

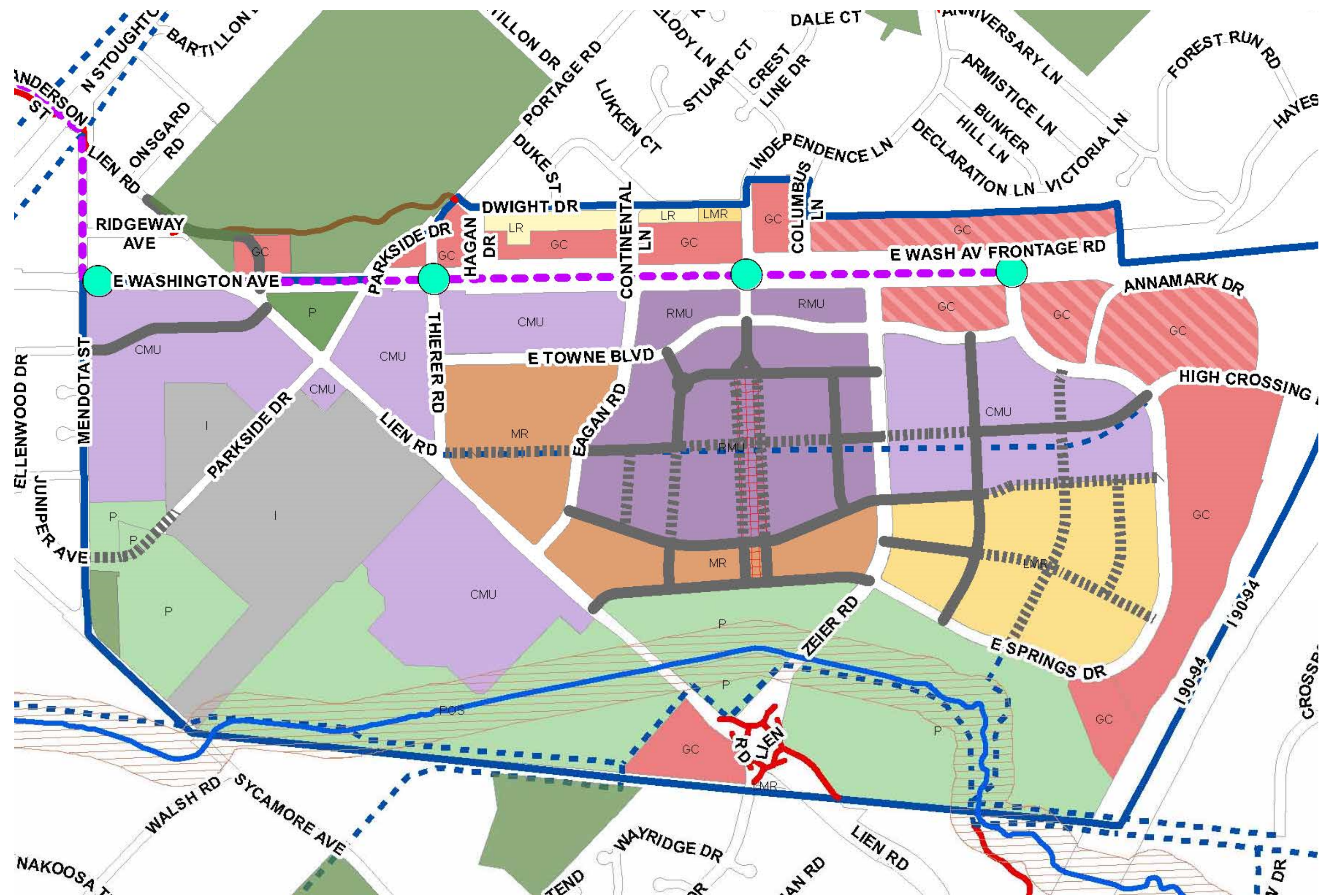
- BRT Stations
- BRT Lines

Potential Streets

- Phase 1
- Phase 2

Bike Path

- Existing
- Planned



DRAFT 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

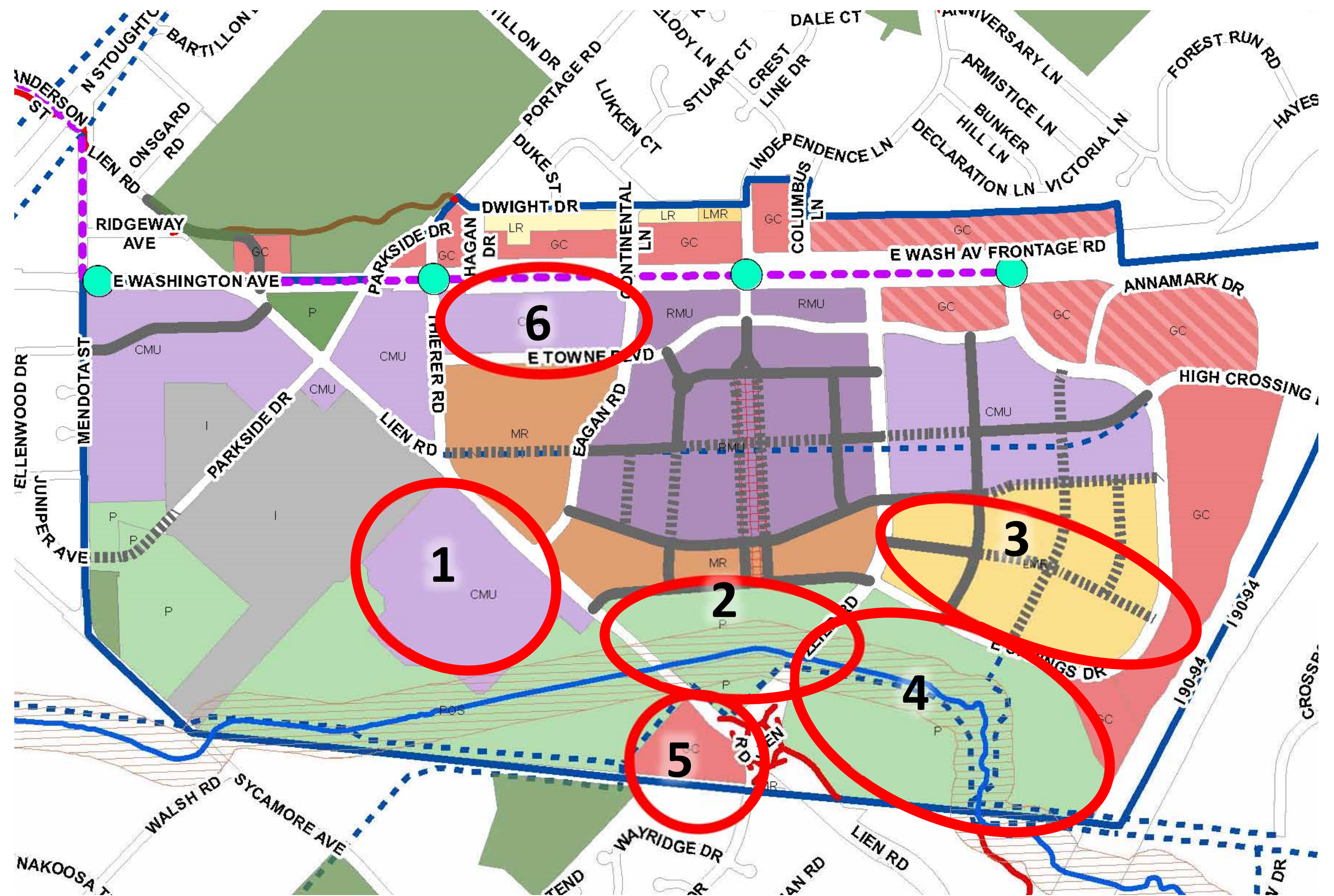
BRT Lines

Potential Streets

- Phase 1
- Phase 2

Bike Path

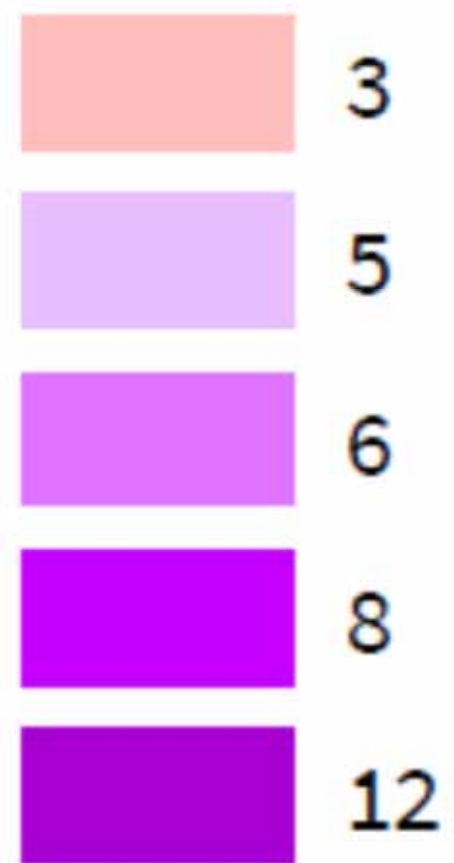
- Existing
- Planned



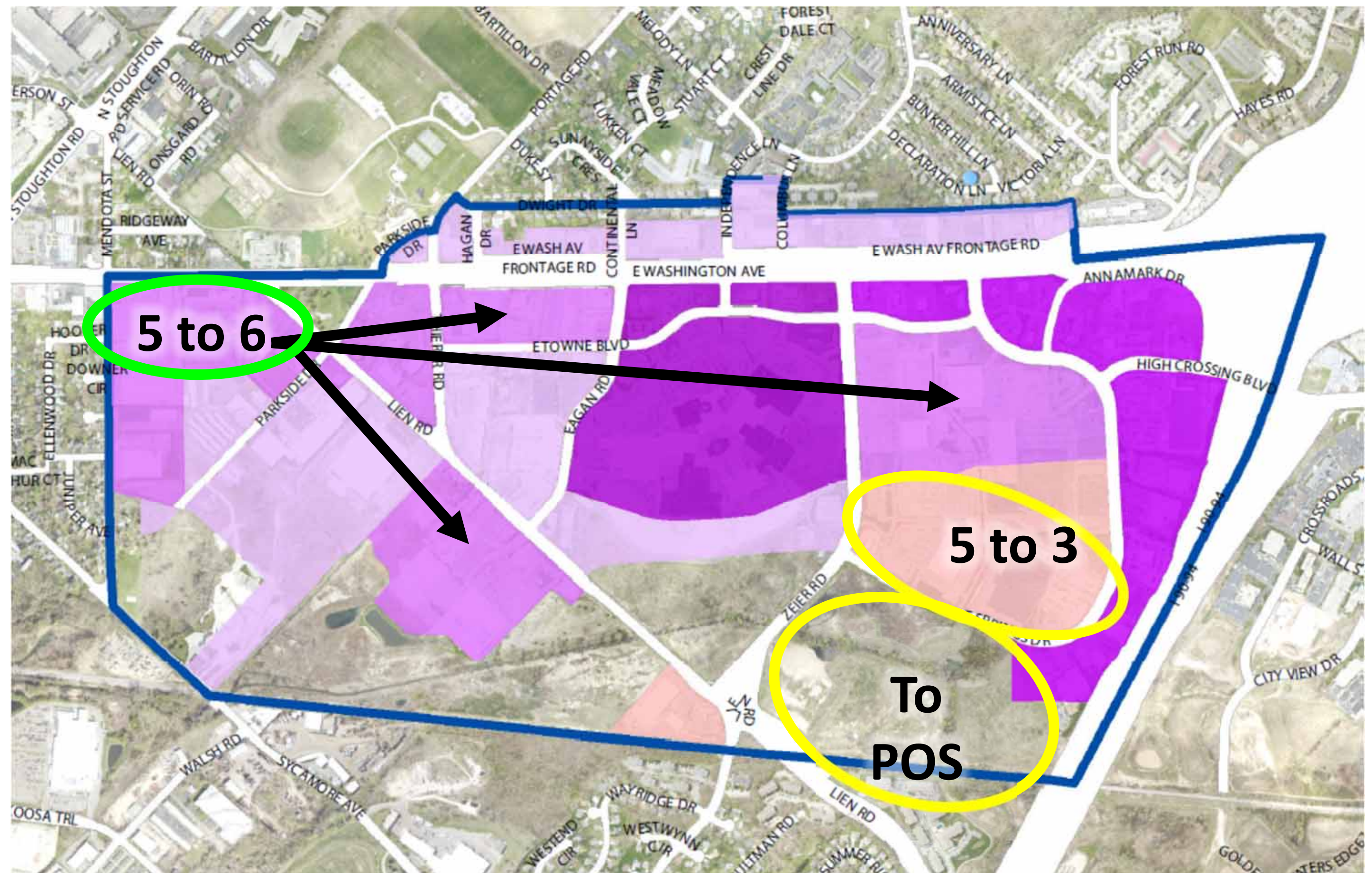
DRAFT Concept: Building Height



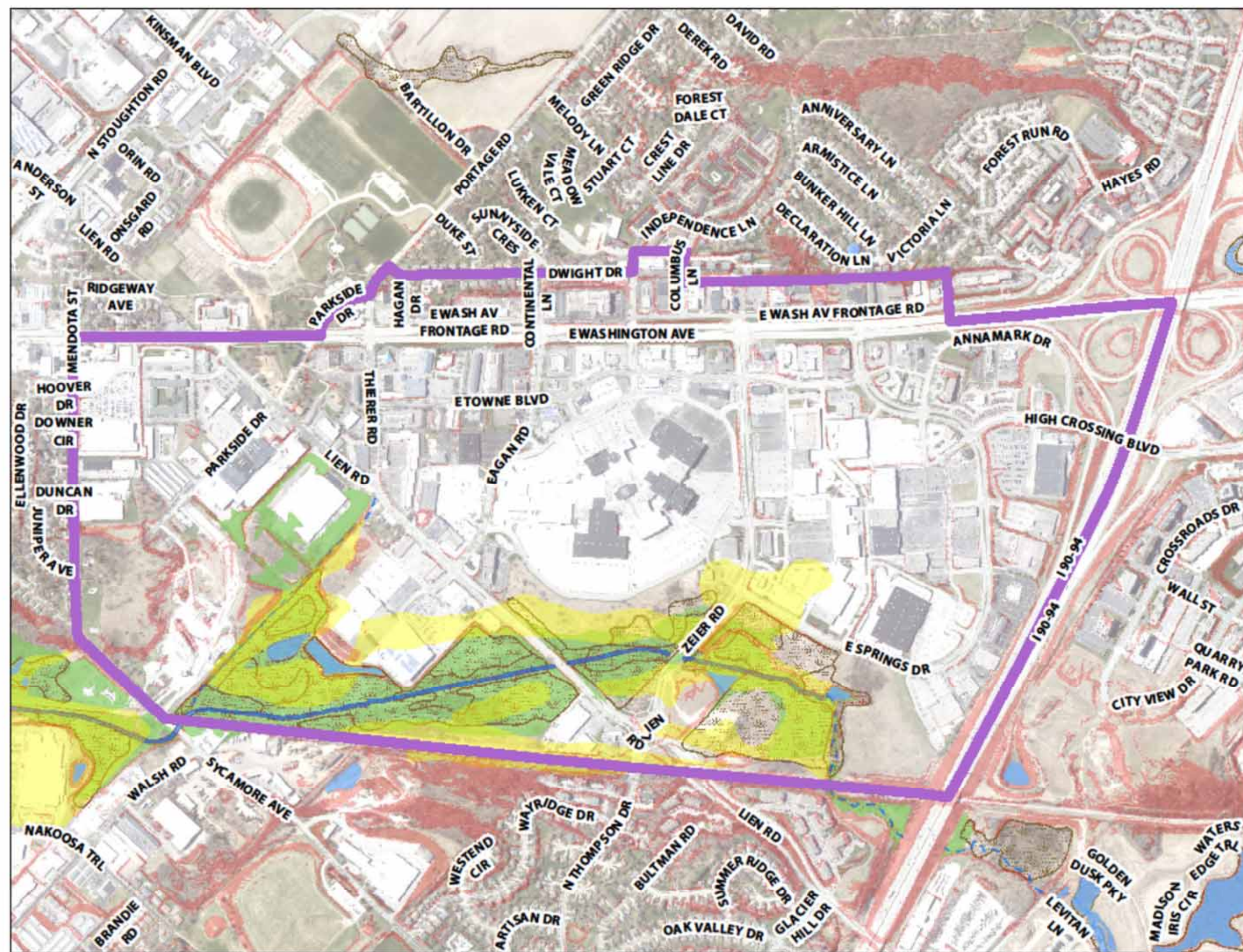
Building Heights



- Height increase since previous draft
- Height decrease since previous draft



DRAFT Concept: Natural Features Map

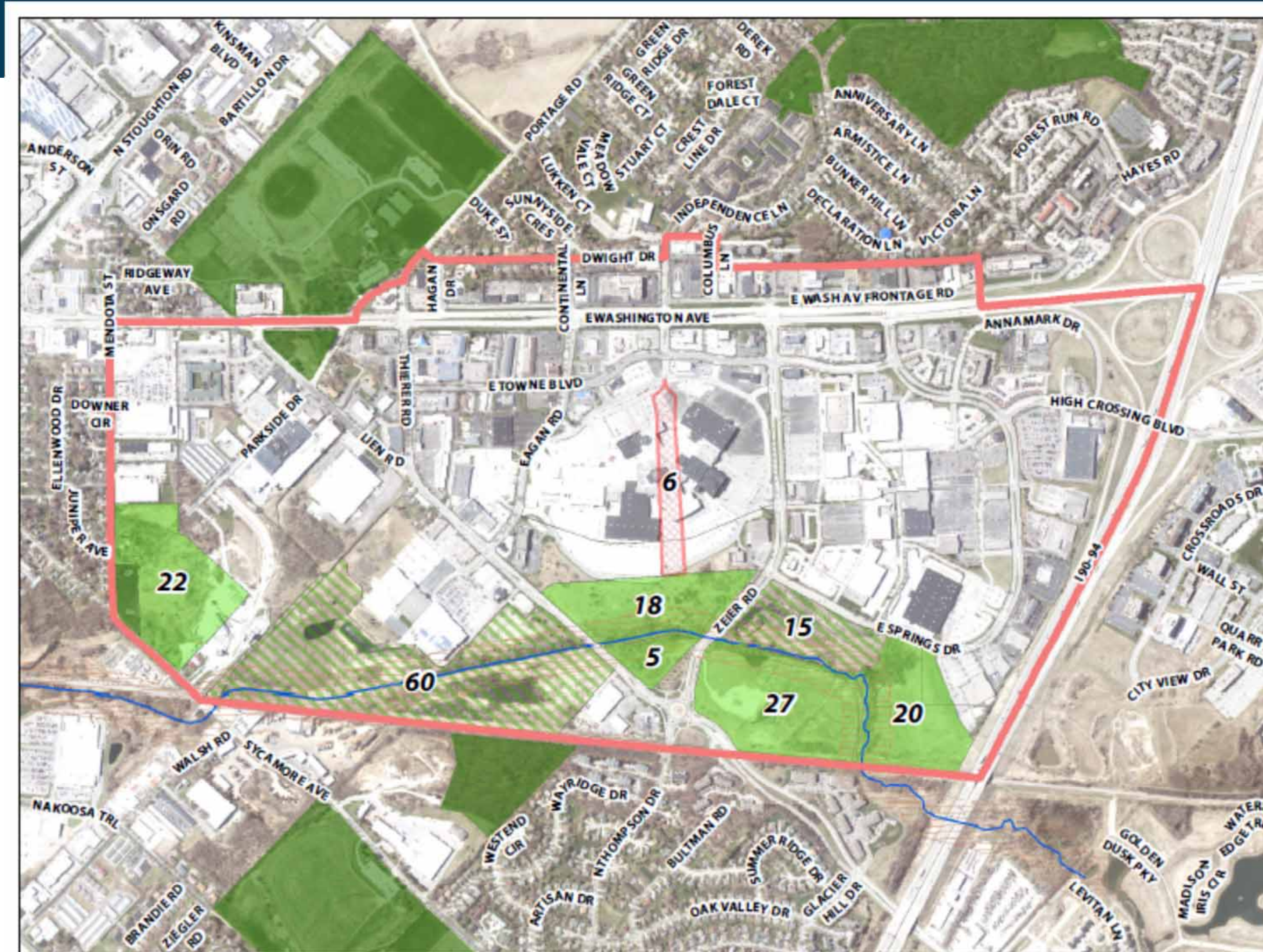


Natural Features

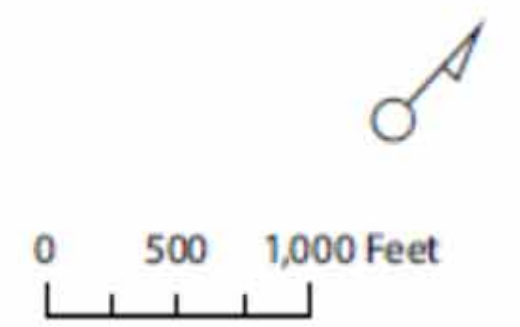
- Study Area
- Slope 12% and Greater
- Surface Water
- Perennial Stream
- Intermittent Stream
- Wetlands
- Dilineated Floodplain
- Hydric Soils

City of Madison Planning Division
Date: 7/8/2021

DRAFT Concept: Park & Open Space/ Stormwater Overlay



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



DRAFT Concept: Urban Plaza – BID or CID management?





Warren park, Dallas

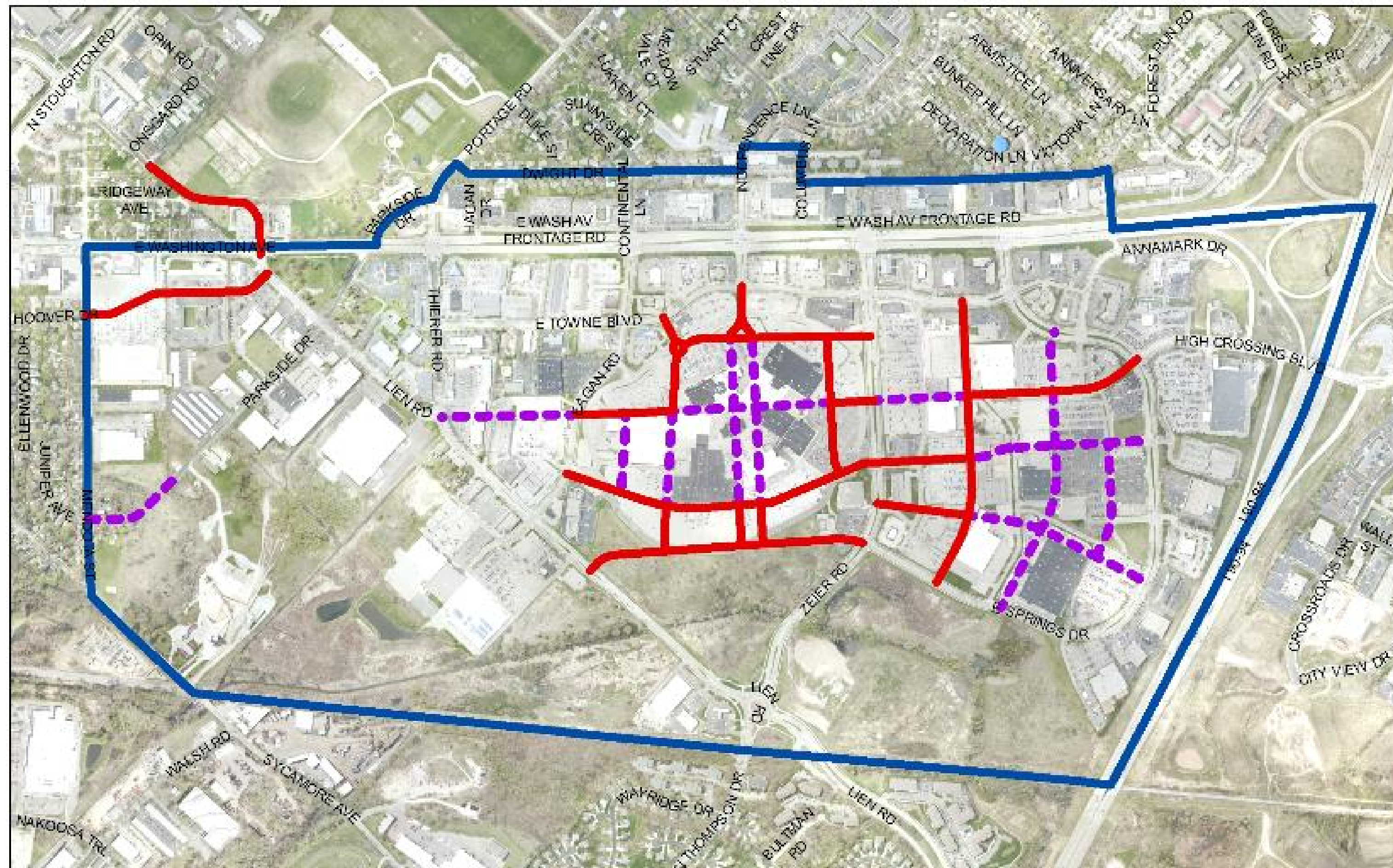


DRAFT Concept: Transportation Street Connections

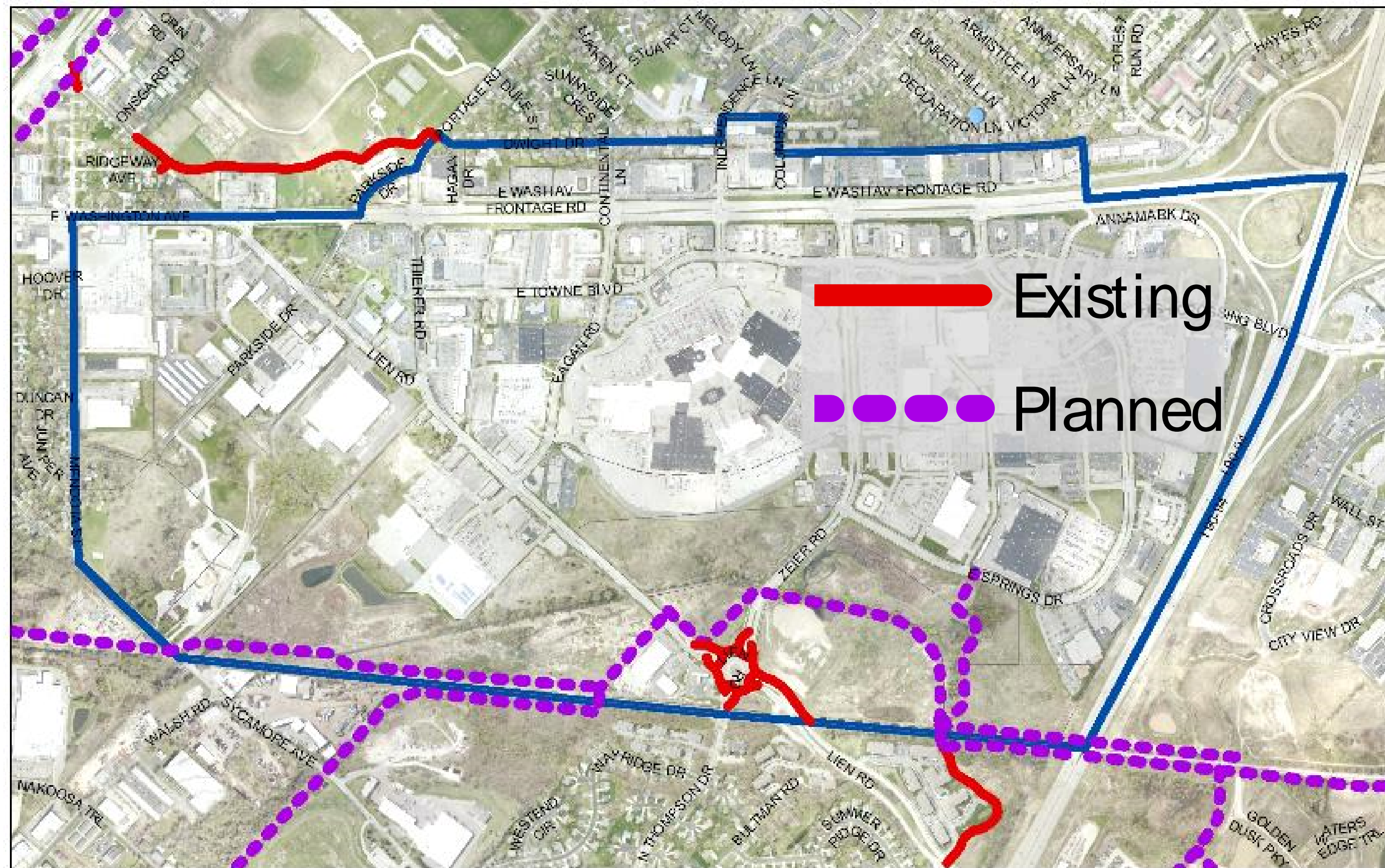


Potential Streets

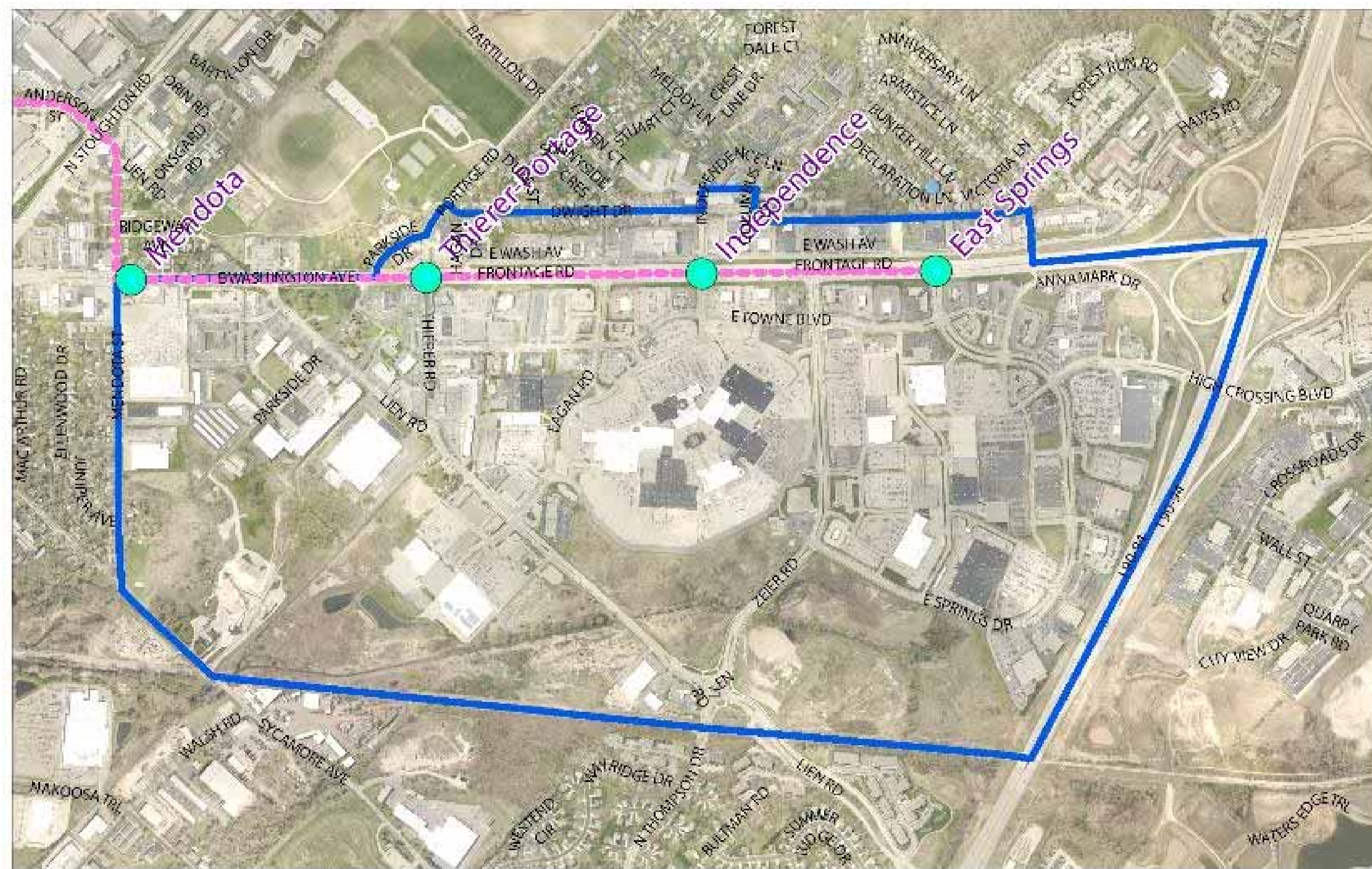
-  Early Phases
-  Later Phases



Concepts: Path/Bicycle Network



Concepts: BRT Network

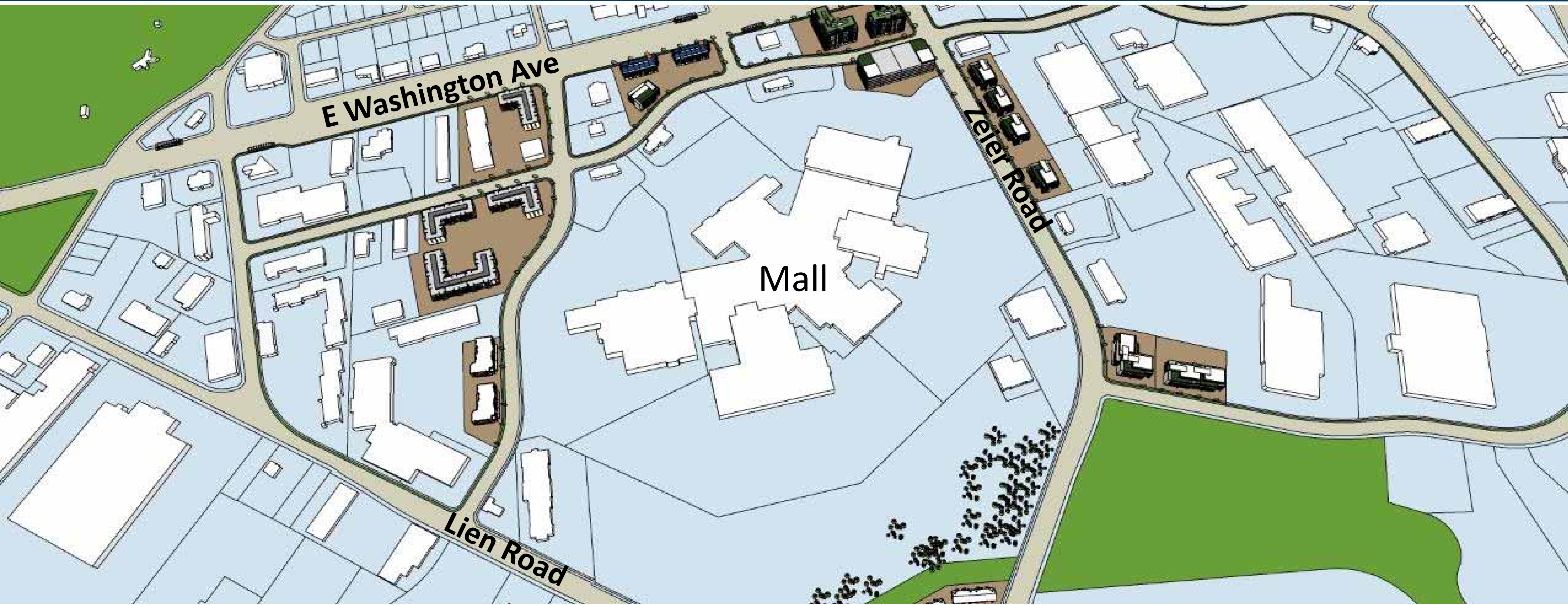


Conceptual Development Phasing Model

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

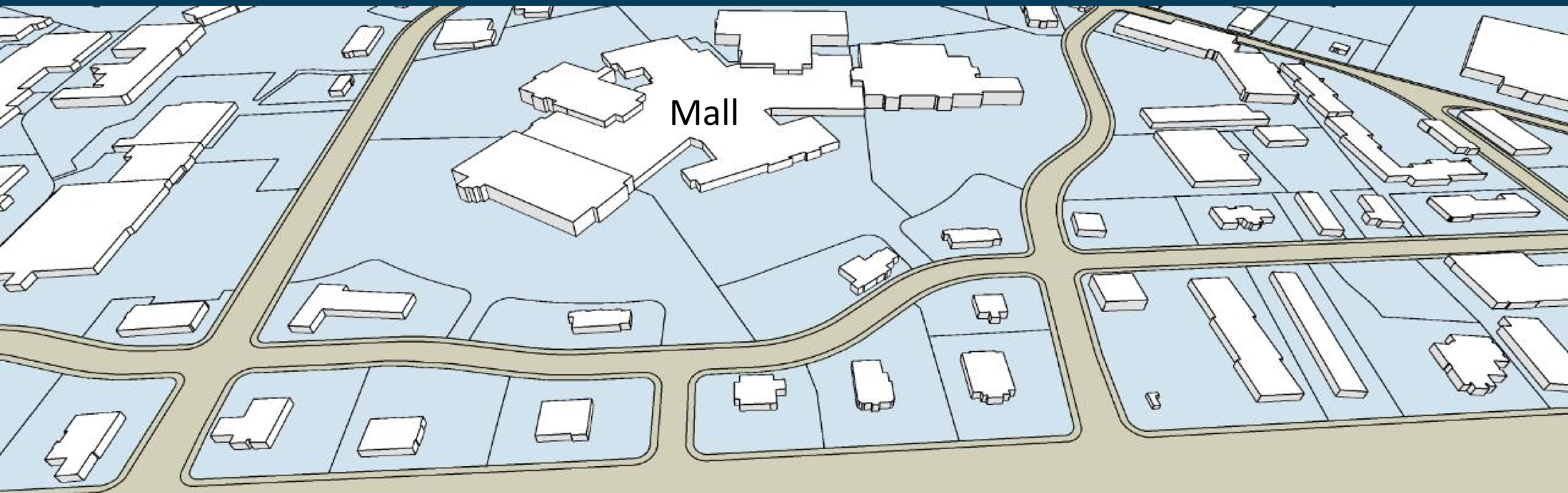


Potential Phase 4

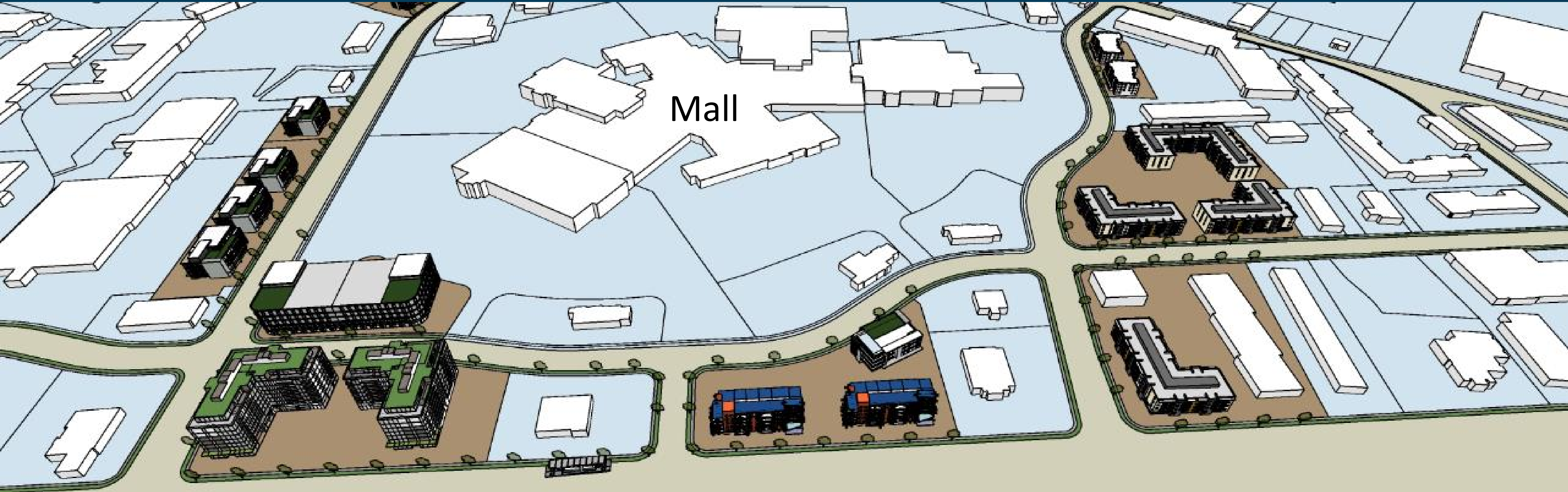
What happens if the Mall goes away?



Existing Condition



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

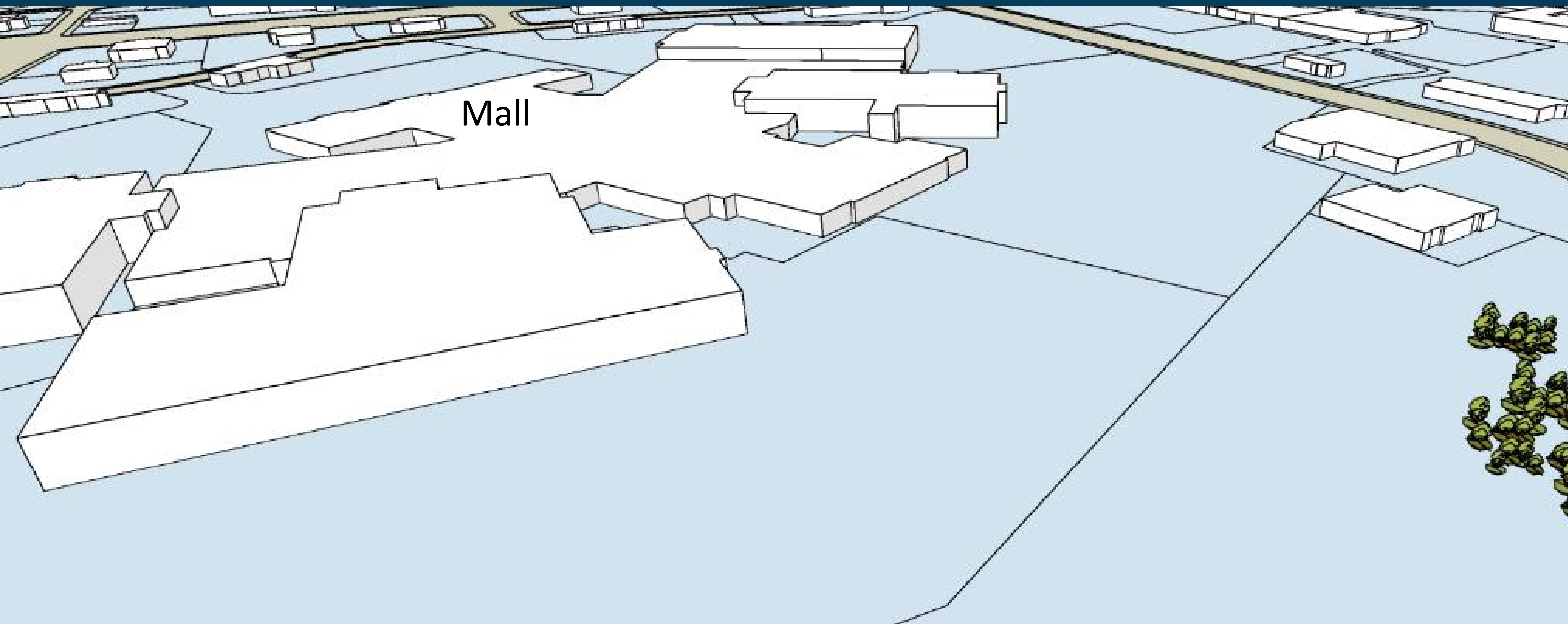


Potential Phase 4

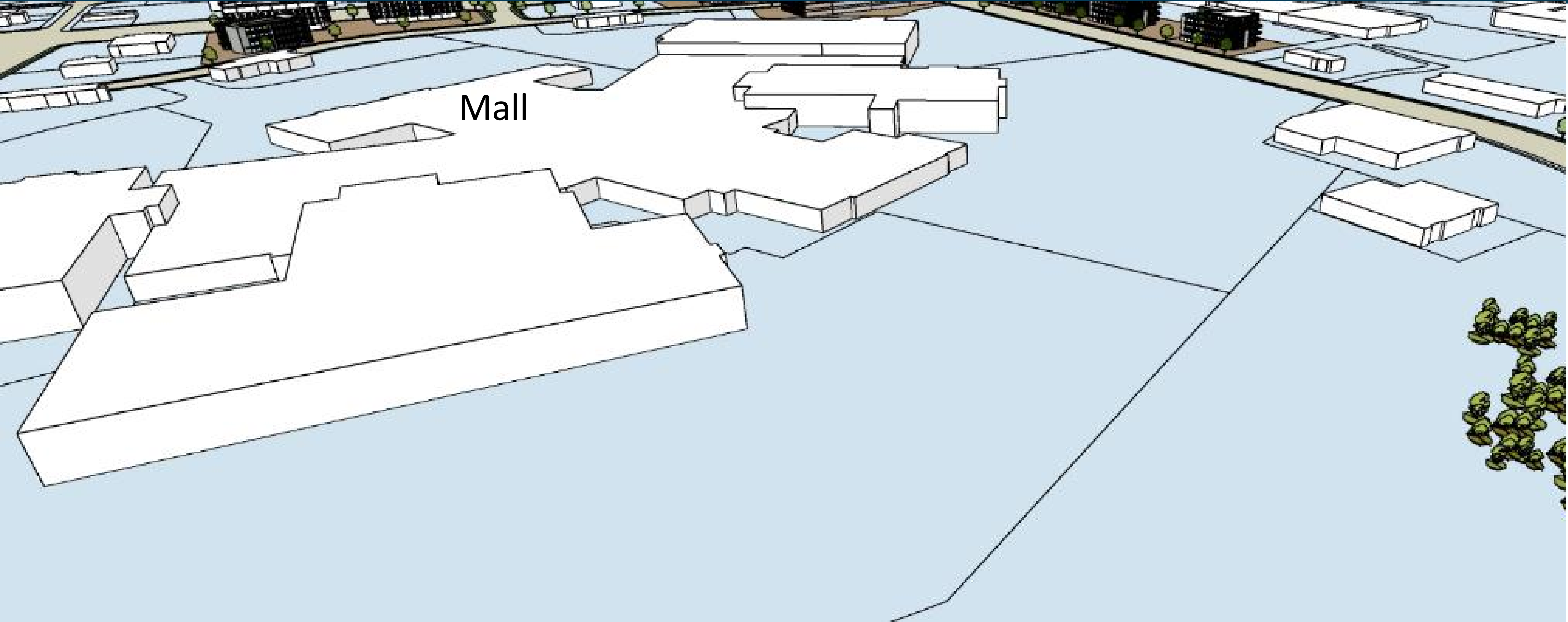
What happens if the Mall goes away?



Existing Condition



Potential Phase 1 BRT and Infill on Existing Lots

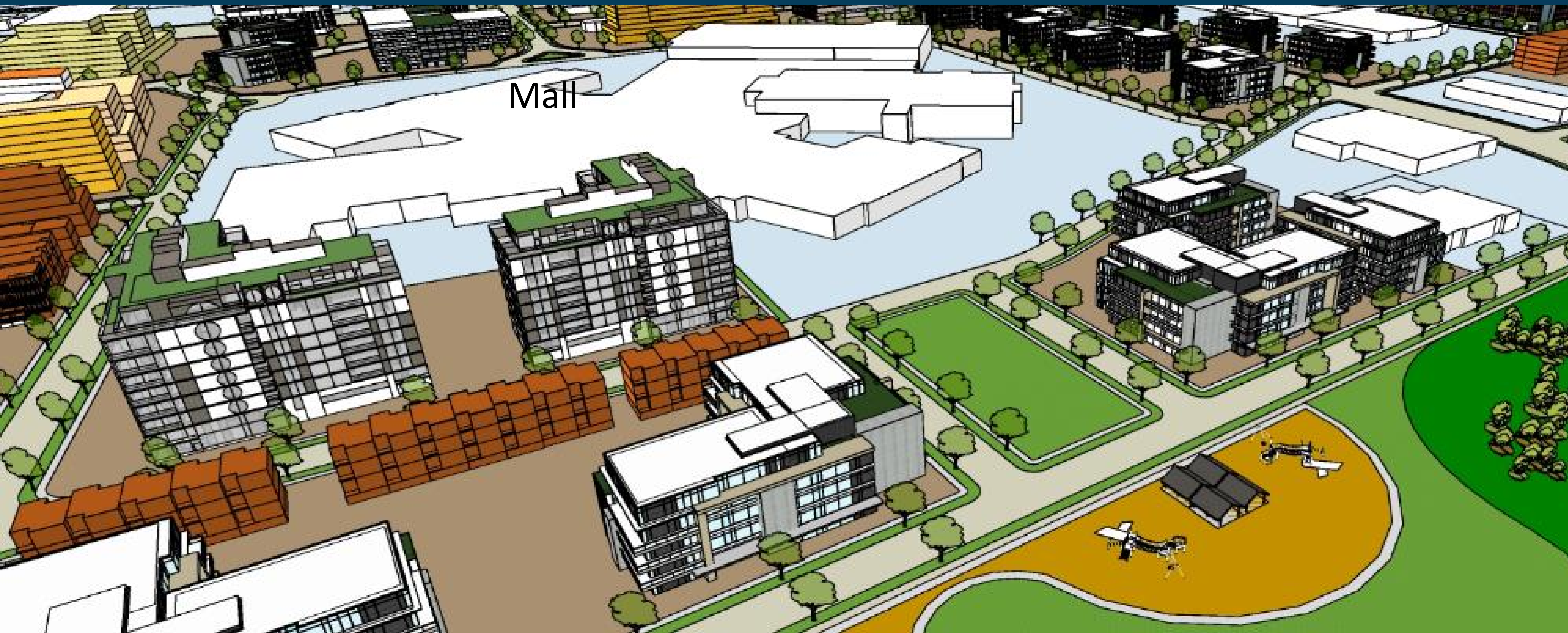


Potential Phase 2

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 2021	Phase 2 BCC meetings, EDC, BPC, TPPB, PC
Sept/October 2021	Draft Plan Recommendations document
Early November 2021	Phase 3 public meetings
Nov / December 2021	Introduce East Towne Area Plan at Common Council; referral to Boards, Committees, and Commissions (BCCs)
January 2022	BCC review
January 2022	Common Council – consider adoption

Questions & Wrap-Up



A. Parks & Open Space Comments / Questions

1. Expansion of Mayfair Park
2. Potential Park overlay recommendation adjacent to and along the Starkweather Creek Natural area
3. Central Urban Plaza. Commissioners thoughts on how this area be managed/maintained by a different entity, but remain a public space (i.e. BID or CID)
4. Starkweather Creek Watershed Study- Are there opportunities for collaboration with Stormwater/Parks/others on greenway, and other natural connections in the watershed?

B. Draft Future Land Use Recommendations

C. Pedestrian & Bicycle Network

1. Commissioners' ideas on how to use the transportation system to better connect Parks Facilities and the Open Space network with Pedestrian, Bicycle and street network, as well as the future BRT.

D. Community Facilities

- A. Commissioners' ideas on what else is needed to serve thousands of new residents?

E. What are we missing?

Questions & Wrap-Up



- **Q & A:**

- **Project web page:** cityofmadison.com/EastTownePlan

- Materials from past meetings/events

- **Project contacts:**

- Rebecca Cnare: rcnare@cityofmadison.com
- Linda Horvath: lhovath@cityofmadison.com