

# Northeast Area Plan - Community Feedback Summary

Updated May 2024

The summary includes responses from more than 200 stakeholders via surveys, conversations with community navigators and general feedback received at the 13 outreach events since the project kick-off in January 2023. This information does not reflect potential plan recommendations.

In December 2023 the [DRAFT Plan Recommendations](#) were made available to the public. At the end of the document there is a summary of feedback received.

## What respondents like the most about the area

Note: This list includes answers to the questions: *What are the aspects of the area that you love the most and why?* (from Community Survey #1). *Please select your top three most important assets or strengths that you see in the Northeast Area* (from Community Survey #2).

The number in parentheses (#) indicates multiple responses from the public.

- Parks (45)
- Bike paths (27)
- Easy access and close to amenities (32)
- Walkability (5)
- Diversity of people (27)
- Variety of businesses (2)
- Safe and quiet (2)
- Proximity to BRT (9)
- Food pantry (2)
- Mixed of housing
- Housing affordability
- Riverside waterfront
- Water
- Community
- Truax is great place to live
- Quality of life (8)
- Employment access (6)
- Madison College (9)
- Proximity to airport/interstate (13)
- Multicultural features foster diversity (6)
- Imagination Center and East Madison CC (12)
- Splash pad at Reindahl

## What respondents would like to improve about the area (organized by Comprehensive Plan elements)

Note: The chart below includes answers to the questions: *What does the Northeast area need to be a complete neighborhood?* (from CS#1). *Please select your top three most relevant issues that you see in the Northeast Area that you want the City to prioritize* (from CS #2). In addition, responses in the Land Use and Transportation section below also includes responses to the question: *How do you envision City's transportation networks, such as transit, streets, ped/bike changing in the future?* (from CS#2).

Land Use & Transportation	Neighborhoods & Housing
<ul style="list-style-type: none"> <li>• Better bike connectivity to downtown. Link existing paths within neighborhoods (12)</li> <li>• Improve bike network (23)</li> <li>• Bike path lighting and winter maintenance (8)</li> <li>• Safer pedestrian crossings, some mentioned along E Washington Ave. and Hwy 51 (26)</li> <li>• Increase frequency and bus route options (17)</li> <li>• Improve walkability. More bike paths (3) More sidewalks (1)</li> <li>• Need a train/passenger rail (3)</li> <li>• Reduce speed on Packers/E Washington Ave (2)</li> <li>• More centers of worship (2)</li> </ul>	<ul style="list-style-type: none"> <li>• More affordable housing (27)</li> <li>• More housing options (5)</li> <li>• More dense/residential areas along major corridors with retail/commercial (5)</li> <li>• Better housing maintenance (especially rental)</li> <li>• Create incentives to build accessory dwelling units (ADUs)</li> <li>• Increase resources within walking distance</li> <li>• Remodel Truax apartments</li> <li>• Need more places for homeless people</li> </ul>

<ul style="list-style-type: none"> <li>• Reduce speed in residential areas (15)</li> <li>• Improve bike access along major corridors (3)</li> <li>• Improve ped/bike access to schools (13)</li> <li>• More parking</li> <li>• Bike path that connects over Hwy 51 like on Milwaukee St and Buckeye Rd area</li> <li>• E Washington frontage road needs changes (hard to go north from Perkins area)</li> <li>• Disconnected neighborhoods (highways, railroad, airport, hills, wetlands and street patterns) (11)</li> <li>• Add more local street connections (consider removing Hwy 30 from Stoughton Rd to Packers Ave)</li> <li>• Consider road dieting on East Washington to make BRT more meaningful and reduce single occupancy vehicle traffic</li> </ul>	
<b>Economy &amp; Opportunity</b>	<b>Culture &amp; Character</b>
<ul style="list-style-type: none"> <li>• Less unsightly business and wasted space (3)</li> <li>• More local businesses (6)</li> <li>• Need more grocery stores (5)</li> <li>• More child care</li> <li>• Vacant businesses and parking lots (7)</li> </ul>	<ul style="list-style-type: none"> <li>• Need for community spaces to host meetings/events (10)</li> <li>• Closer public library</li> <li>• Create program that invites community to landscape/garden vacant lands</li> <li>• Landscaping and neighborhood sign at Stoughton Rd &amp; Rieder Rd</li> <li>• Need character and placemaking (11)</li> <li>• Need more neighborhood events (2)</li> <li>• Establish an Arts District</li> <li>• Utility boxes should be wrapped in art</li> </ul>
<b>Green &amp; Resilient</b>	<b>Effective Government</b>
<ul style="list-style-type: none"> <li>• Preserve and enhance natural habitat (marsh/wetlands)</li> <li>• Plant more trees (8)</li> <li>• More community gardens</li> <li>• Single-track biking/recreational biking near housing</li> <li>• Mountain bike trails</li> <li>• Paved pump track</li> <li>• Emergency call buttons in parks</li> <li>• Trash and recycle carts in public areas</li> <li>• Swimming pool (2)</li> <li>• More dog parks in Sandburg area</li> </ul>	<ul style="list-style-type: none"> <li>• Listen to residents (2)</li> <li>• Enforce unregulated auto repair in the Hoepker and Acker Rd area</li> <li>• Compared to wealthy areas, the City doesn't maintain areas that are affordable (pot holes and no sidewalk)</li> </ul>
<b>Health &amp; Safety</b>	<b>Other</b>
<ul style="list-style-type: none"> <li>• More safety and better lighting in Truax area. Some drug dealing issues</li> <li>• More lighting near E Washington &amp; Mendota St area (3)</li> </ul>	<ul style="list-style-type: none"> <li>• The most part, Madison and the Northeast side are good places to live.</li> </ul>

<ul style="list-style-type: none"> <li>• More police presence</li> <li>• Control influx of transient homeless people (16)</li> <li>• Disco</li> <li>• Better safety in hotel area on Hayes Rd</li> <li>• Clear sidewalks/roads quickly after snow</li> <li>• High density of housing and homeless without the services to support</li> <li>• Highways create issues with noise, air quality, etc (10)</li> <li>• More security around the parks</li> <li>• Issues with airport noise</li> </ul>	
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## Community Survey #1 additional comments

CS#1 was available from January 18, 2023 to April 27, 2023

### How respondents envision the Northeast area growing and changing in the coming years

- More housing options, especially at East Towne Mall and along major corridors (6)
- More open space for upcoming new residents with recreational areas (3)
- More local businesses (3)
- More affordable spaces for residents and business owners (2)
- More infill redevelopment
- More funding and teacher resources for Sandburg Elementary
- Like to see the northeast become a part of town that's equally as desirable as downtown, west, southeast and surrounding suburbs.
- Better connectivity to downtown
- A huge hub, it's the entry point to Madison from other major cities (Milwaukee, Green Bay, Chicago)
- Growing a lot
- More programs
- Neighborhood coming together as a whole
- Implementation of the Greater East Towne Area Plan

### What strategies respondents think the City should pursue to address affordability?

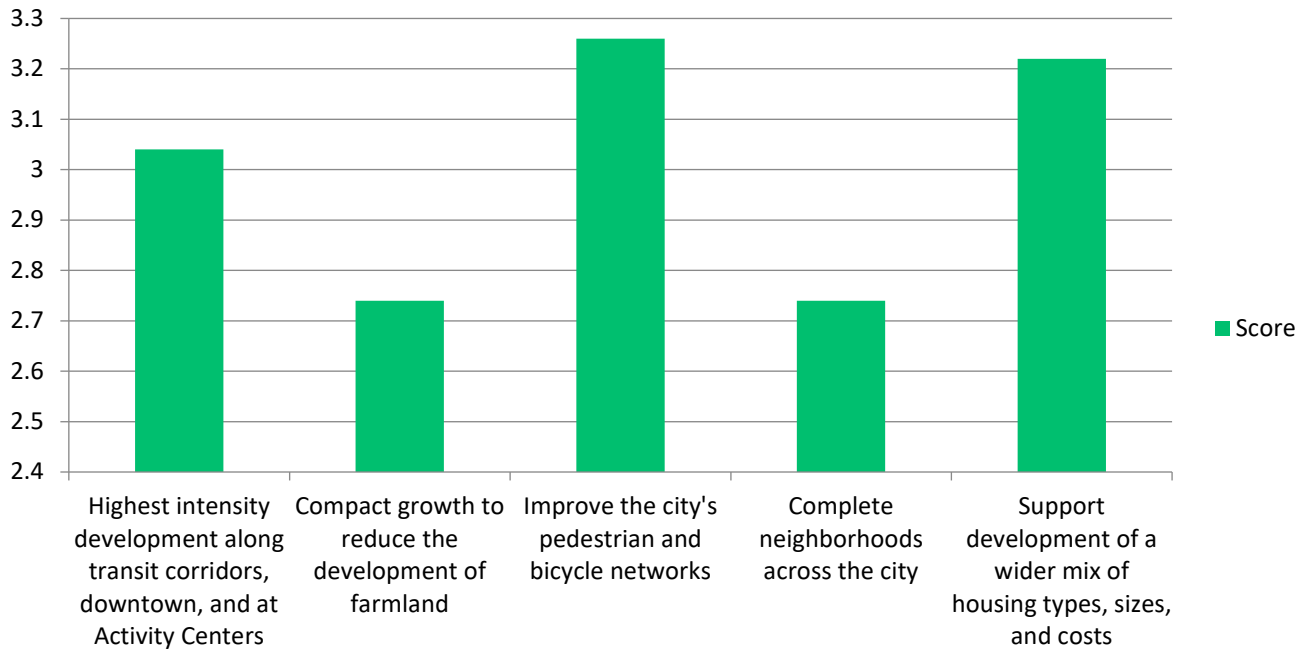
- Mixed affordable housing with market rate. Work with developers (3)
- Spread affordable housing across the city (3)
- Mixed-use neighborhoods (2)
- Higher density (2)
- Landlords need to be held accountable
- Make appeals to "neighborhood character" and history less influential
- Rent control or inclusionary zoning
- Facilitate housing at vacant lots around East Towne mall
- Rent to own
- Guaranteed income
- Renter occupied ADUs
- Affordable owner occupied homes
- End single family zoning, relax zoning code
- The Madison Area Community Land Trust is affordable way to own a home

## Other Comments

- MacArthur Rd. is likely the worse road on the east side. Pipes break multiple times per year. Sewers back up. Rain floods many properties due to lack of curb/gutter.
- Document in your plans the former red-lined areas of the city. Explain why they were red-lined, and how underinvestment in red-lined areas is, to a degree, self-perpetuating. And steps the City could take to correct those past harms that still plague the underclass in those formerly red-lined areas. Be explicit when you describe why neighborhoods were red-lined. Citizens need to know this history and the harm it caused so it doesn't happen again.
- I think compact growth is important, not to reduce the development of "farmland," but rather to reduce the environmental impact on an area of diverse wildlife that includes Cherokee Marsh, and the Madison Metro sub-unit deer management zone for hunting.
- Maybe this is already listed above in the Other section?The East Towne area gets so loud during summers that it's a big turnoff and usually we have to close our windows Thursday through Saturday nights.
- The drag racing along East Washington Ave. out to the highway is rather obnoxious.
- Probably the roughest part of our neighborhood is our hotels section (down the hill from me right off 90) - Not sure what can be done about that though.
- The short cut between Mendota Street and Lien Road is really useful because it bypasses busy E. Washington Ave. Can it be straightened to make it easier to use?

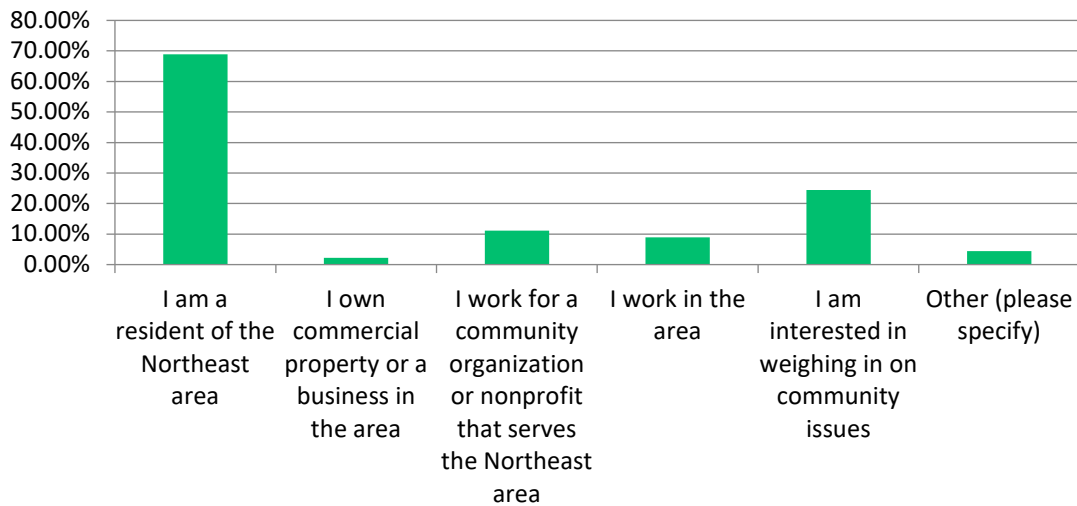
<b>Please rank the existing growth policies below. 1 being more important, 5 less important.</b>					
	1	2	3	4	5
Highest intensity development along transit corridors, downtown, and at Activity Centers	18.52%	25.93%	14.81%	22.22%	18.52%
Compact growth to reduce the development of farmland	22.22%	7.41%	22.22%	18.52%	29.63%
Improve the city's pedestrian and bicycle networks	22.22%	25.93%	18.52%	22.22%	11.11%
Complete neighborhoods across the city	18.52%	14.81%	18.52%	18.52%	29.63%
Support development of a wider mix of housing types, sizes, and costs	18.52%	25.93%	25.93%	18.52%	11.11%

Please rank the existing growth policies below. 1 being more important, 5 less important.

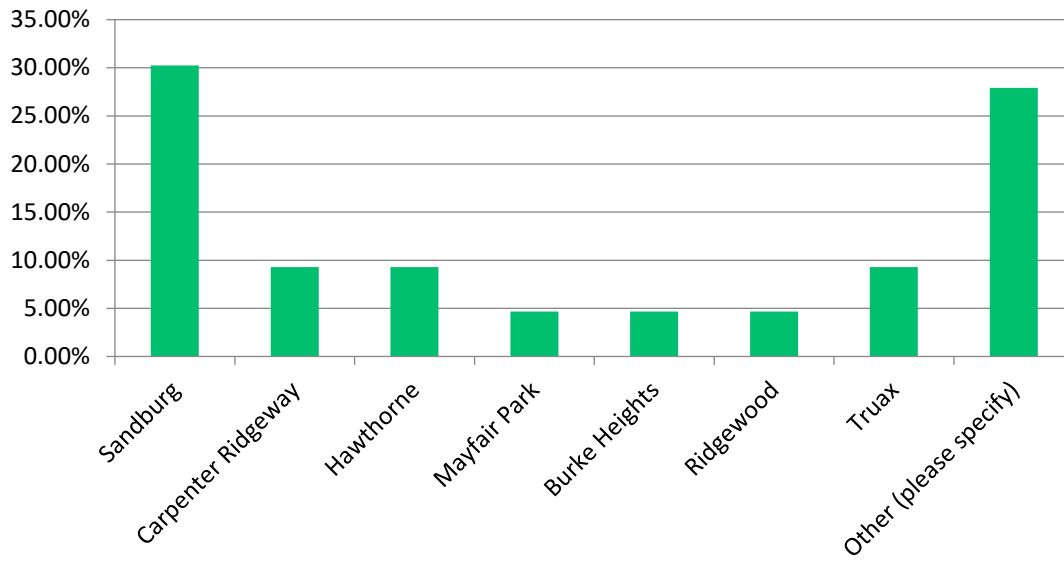


### Community Survey #1 Respondents General Information

How are you affiliated with the Northeast area? Check all that apply



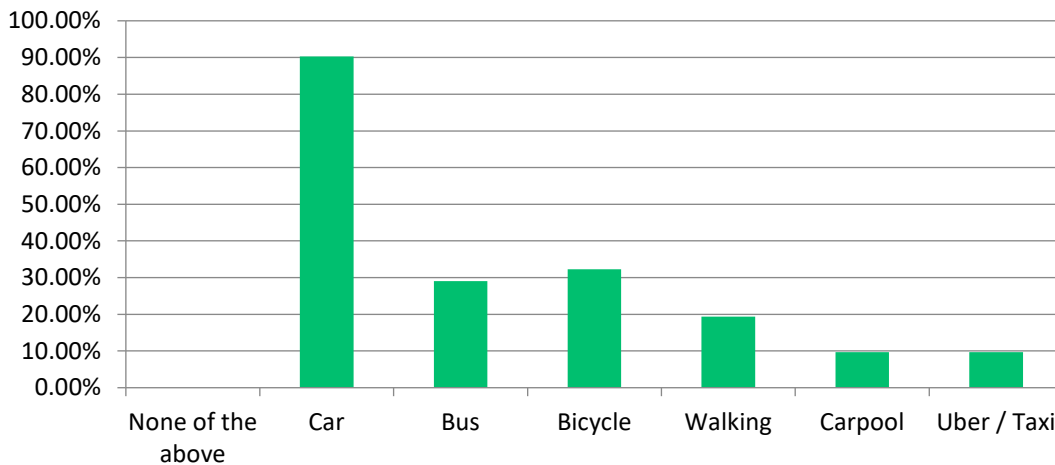
## Which neighborhood are you affiliated with?



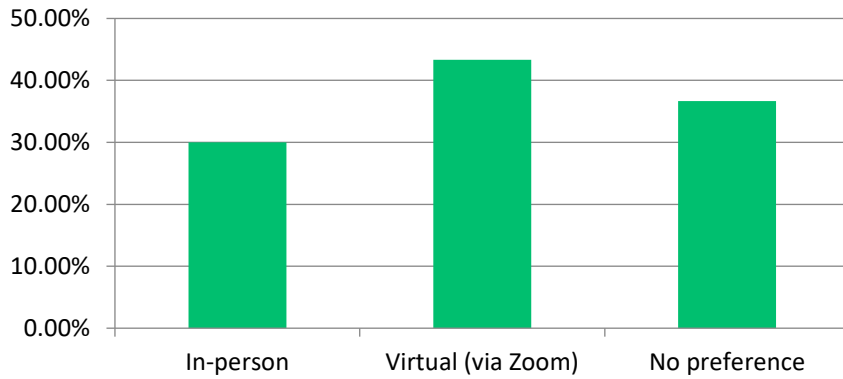
### Other (please specify):

- Monona
- Sandburg, Hawthorne, and Truax
- Sandburg and Hawthorne
- Monona
- Just north of Greater Sandburg
- Cherokee
- Eken Park
- I am on Acker Rd
- Midvale Ht Community Association Board Member
- Sheridan Triangle

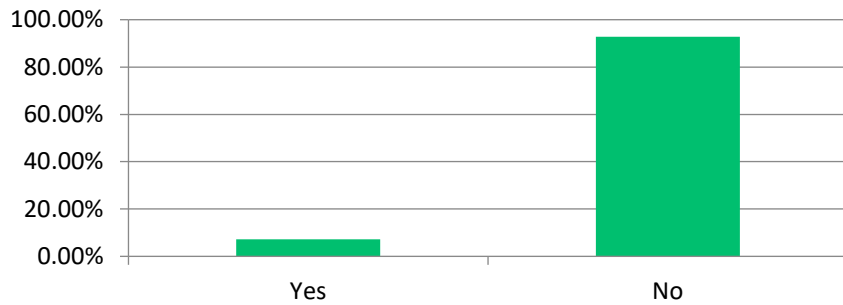
## How do you most frequently get to work or other common destinations? Select up to two



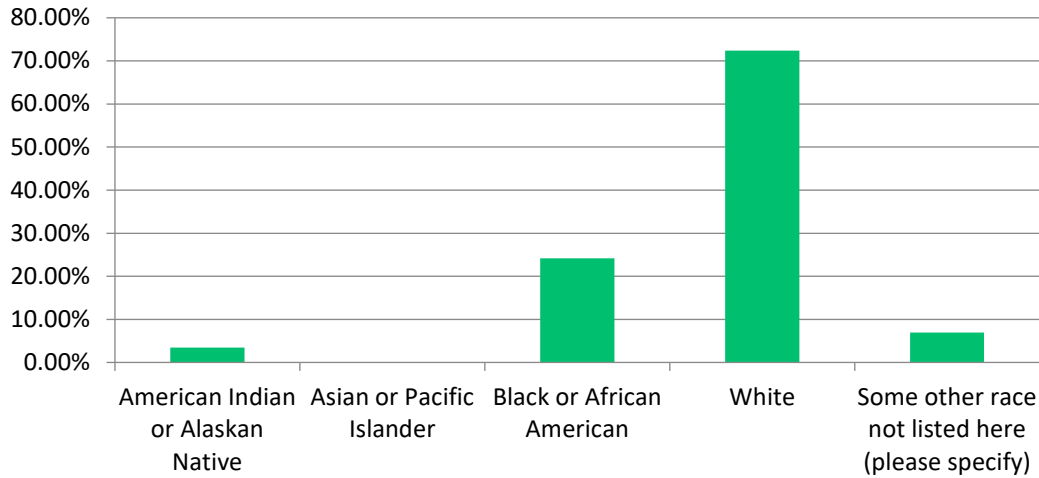
### To help us plan future public meetings, what is your preferred meeting format?



### Are you Hispanic or Latinx?



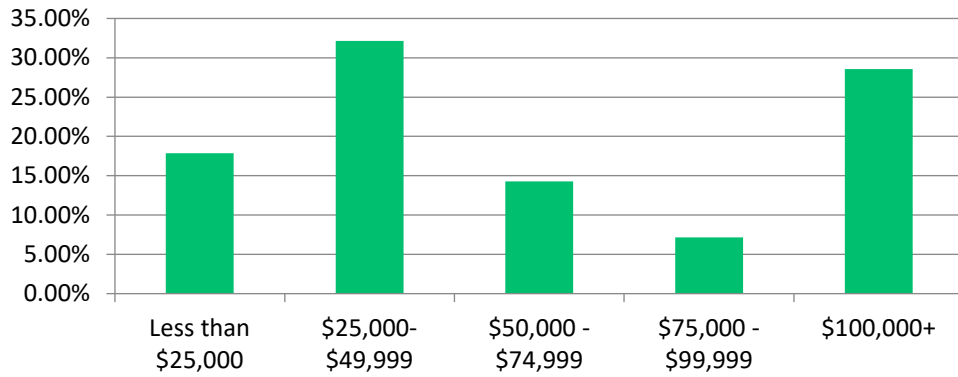
### Which of the following best describes your race? (one or more)



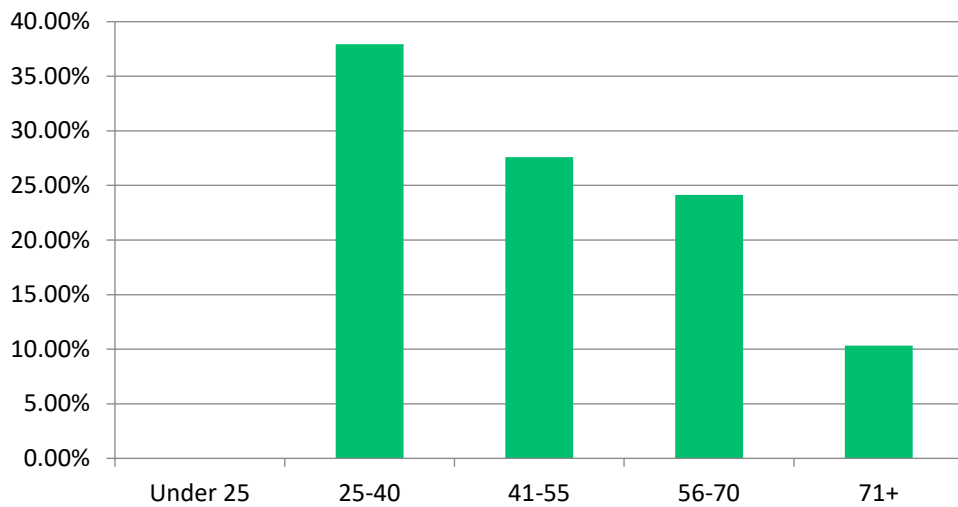
**Some other race not listed here (please specify):**

- Mixed
- Hispanic

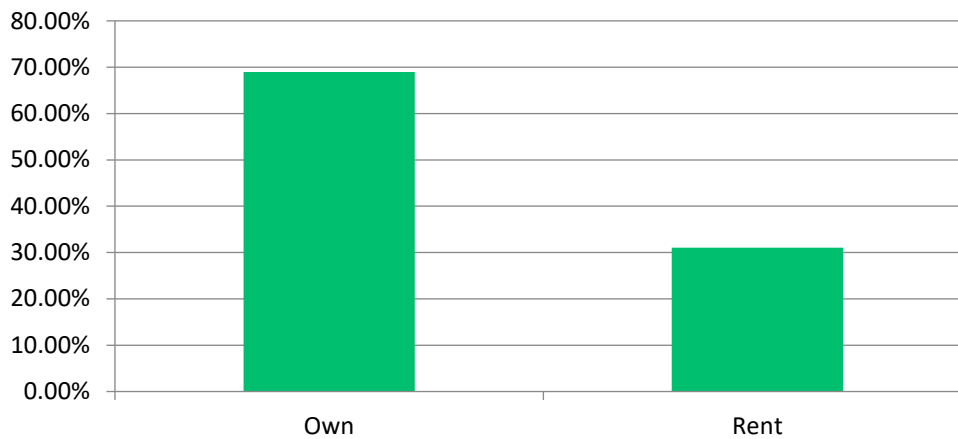
### What is the approximate annual income for all members of your household?



### What is your age?



### Do you own or rent your place of residence?





## Community Survey #2 additional comments

CS#2 was available from June 1, 2023 to August 25, 2023

IS THERE ANY ASSETS OR STRENGTH THAT YOU WOULD LIKE TO EXPAND ON?

- Please keep businesses thriving and do not neglect the care of this side of town
- Park on Anniversary Ln. and Independence Ln.
- The playground in the Sandburg area is so outdated and there is no shade/gathering space
- Access to nature and bike paths
- Sycamore Park - more community events, bike paths, E-bike stations? Like they have at MATC
- A bowling alley on the near east side!
- More walkable places and more sidewalks where they currently do not exist

WHAT IS YOUR VISION FOR THE ISSUES AND CONCERNS THAT YOU HAVE FOR THE AREA?

- Wasted space in business areas-Demco lot prime example, parking lots around Mall and west end of Target 'mall' is way too big
- Please do something about the homelessness. It affects businesses greatly . This is not as much homelessness as severe mental illness.
- F35s
- Noise from highway 94 in the Ridgewood neighborhood can be overwhelming at times even in Glacial Hills Park. Noise barriers along the highway in this neighborhood would be amazing.
- More walkable restaurants and cafes.
- Improve park at Independence Ln. and Anniversary Ln.
- More homeless resources
- Need sound barrier walls at neighborhoods on the Interstate like Verona Rd. and the Beltline
- Cutting down on highway noise would be incredible
- My heart goes out to people with no housing options - affordability could help solve some of the root issues driving housing insecurity.
- More affordable home purchase options for low moderate income household
- More E-bikes
- Fixing potholes/roads
- Enforce speeding tickets
- Not high rise multi dwellings

WHAT IS YOUR VISION FOR THE FUTURE OF THE PRIORITIES YOU HAVE CHOSEN?

- New single family homes should be smaller and on smaller lots. What is a 'placemaking 'project? In parking lots? I might favor it. Airport open space? What are we talking about? Might be in favor similar to area around Pinney Library
- I would like to see more business, restaurants, less homeless
- I'd like to see the community's culture represented in business form. More local businesses that represent the people living here. I'd like to see more avenues for bikes, as well. If I can be honest, all the options above NEED to happen. The East side of Madison is the pulse is Madison. Do not neglect it.
- Renewable energy
- More affordable housing for people who don't qualify for low income or not in a position to buy
- Pedestrian bridges
- All these seem cool - I'd love some kind of mural at the Thompson Dr. underpass - but ultimately, contributing things to a neighborhood is going to make it more desirable to future buyers and renters. Cost consciousness demands that building new units and connecting those units to major destinations be the first priority.

- A pedestrian/bike crossing over Stoughton Rd. linking MATC area with the area neighborhoods. An easier way for bikes to access Thompson Rd. without having to navigate E. Washington Ave. and the surface roads around East Towne Mall
- Redevelop old sites
- Easier to get around Madison without a car, bike/bus/walk

## DRAFT Plan Recommendations Public Feedback Summary

In December 2023 the [DRAFT Plan Recommendations](#) were shared with the community at 2 in-person and online outreach events. The outreach events had approximately 75 attendees. The DRAFT Plan Recommendations were also shared in an online document where stakeholders could leave comments and questions. Online comments were collected from December 14, 2023 to February 15, 2024. There were 1,307 views, 53 comments, and 17 commenters. Below is a summary of feedback received at the outreach events and from the online comments.

### Land Use and Transportation Recommendations

- Mixed-use along East Washington seems to be good - looking to increase foot traffic, but what are we doing about pedestrian safety in that area around East Towne Mall?
- I like the proposed Portage Road bike boulevard.
- My concern is not specific to any specific recommendation. Now there are many auto related businesses next to or near East Washington from Hwy. 30 all the way to I-90. I am sure that many people view at least some of them as unsightly. Motor transport will not go away with the BRT. The need for 'some' of these businesses may decrease over time but I know of no good sites for the remaining ones to relocate and still be convenient to vehicle owners. Please consider this in your planning.
- I like recommendation #3. we need more parks and open spaces in the area. The East Towne Mall has too [much] unnecessary parking!
- Regarding recommendation 1(a), mixed-use development on East Washington is much appreciated and consistent with the city's goals around BRT, but to fully realize the benefits of mixed-use, car traffic on East Washington needs to be reduced and slowed down. I recognize this is difficult for the city due to jurisdictional conflicts with DOT, but it should be a major priority as we continue to develop the mixed-use transit corridor in this area.
- 1. I would hope that housing, including affordable housing, would be more owner-occupied, not all rentals. I have both owned and rented in Madison, and when people have a stake in it (aka own), they take better care of it. I wonder too if there would be greater tax impact for community and schools if more homes were owned? Can the city help with increased programs for first time and/or lower income buyers?
- Not in favor of extending Nakoosa Trail to Jana Ln. This would divide Sycamore park and create traffic hazards for the park. Does this plan put an end [to] East Towne mall or just anticipate its demise?
- Transportation section disclosing all road speeds 25-30mph may be a bad choice. This can move the anxious and speeding drivers to neighborhood roads. Please consider a stepped speed approach to roads, cease use of cone-constriction of roads, and actually enforce speed limits, instead of setting speed limits 10 or more mph low and endangering drivers who actually obey posted speed. BTW overwide roads also bleed salt and runoff into local waterways.
- "Recommendation 4 is greatly appreciated as someone who primarily accesses these areas without a car. The frontage roads are unsightly and unpleasant as a pedestrian, and the option to convert some of these to grade-separated bicycle paths is extremely appealing.
  - 5(b) similarly would make the East Towne area much more pleasant to interact with outside of a vehicle.
  - Recommendation 8 is also good, and given WisDOT's desire to remove at-grade intersections on Stoughton a sunken Stoughton road seems like a worthy compromise when compared with an overpass.
  - Recommendation 9 is similarly appreciated, but I would love to see full-time bus-only lanes in the recommendation (even if this is likely to be shot down by WisDOT). Is street-running rail (tram) service a consideration?"
- Any chance to add a bike path beside the rail corridor that roughly runs parallel to E Wash. Ave?
- #10 Bikes and Pedestrian Network. My question is who's paying for the sidewalk additions? Some of us are retired and on fixed income.

- The Starkweather Creek Bike Path is very dangerous where it crosses over the 113 offramp to Aberg. Even with "no right turn on red" lights, cars run the light all the time without even looking for bikes on the path. Short term suggestion: Green Bike Path Road Paint on crossing and a "DO NOT STOP IN BIKE PATH" sign. Could save a life.
- Recommend scrapping any plans to implement a "protected" two-way bike lane (cycle track) on Portage Rd. I've ridden these in other cities and comfort level was low. Unless the barrier separating vehicular traffic from bike traffic is concrete, there's really not much to stop something like a distracted driver from veering into cyclists. Plastic "candle sticks" will not be enough and also are a bit of an eye sore. We also have cyclist riding in the winter - plows would likely send snow from the vehicle lanes into bike lanes. Plenty of room exists on the west side of Portage Rd. for a shared bike/pedestrian path, especially if the west curb is moved east to where the proposed bike/car barrier would be. Much safer and aesthetical solution.
- Recommendation 11: Please consider grade-separated bike lanes with access to East Washington business. The current bike lanes feel suicidal. Additionally, the bike path crossing Aberg Ave between 113 and the Starkweather bike bridge could use safety improvements, but these probably depend on slowing Aberg traffic more than anything else.
- 11. Additional bicycle network connections would be an amazing and much appreciated addition to our community. I would especially like to see some form of protected bike path or dedicated two way pedestrian/bike path along Portage Rd. Right now, going northbound on Portage via the bike lane is very scary as we are riding close to cars, sometimes going over the speed limit and on garbage day, residential trash cans obstruct the lane, forcing bikes into traffic.

#### **Community Action Strategy Chapter Recommendations – Sandburg**

- I would suggest speed reduction action on Wayridge Dr. This street is used often to access Sycamore instead of using Thompson Dr. Very often cars go 35-40 mph and more. Someone is going to meet a tragic end.
- Have there been considerations made on reducing the size of roads? As the wider the road the faster a car will drive. The Dutch have proven this many times over. Also, we need to stop assuming the default mode of transportation is a car. We should be focusing on reducing car dependance for all residents. This [is] why the bi-direction bike path should be swapped for a single separated bike lane without simple bollards. Come on now!
- I would love to see some stop signs on the corner of Duke St. and Sunnyside Crecent, as well as that three way intersection of Dwight Dr. and Sunnyside
- Declaration Ln (and possibly Victoria Ln. also) needs traffic calming measures (speed bumps?) implemented. Too many drivers use this route as a shortcut through Holiday Bluff and are often traveling well above 25mph when doing so. On more than one occasion, reckless drivers have overshoot the curves and ended up on the curbs.