



**Hawthorne-Truax Neighborhood Plan
Project update
CDA Board November 10, 2022**



Overview

- CDA update – no action
- Continue public participation - initial draft
- Update CDBG Dec 1
- Public participation - complete draft plan
- BCC approval
1st quarter 2023



Reasons to Plan

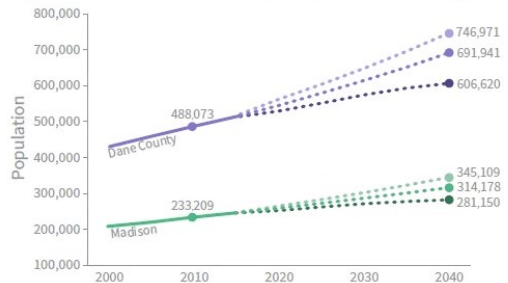
CARPENTER-HAWTHORNE-RIDGEWAY-SYCAMORE-TRUAX NEIGHBORHOOD PLAN



Housing Costs. The median assessed value of owner-occupied single-family units in CT 26.01 was \$55,600 in 1990 (1990 dollars), compared to \$75,200 city-wide. CT 25.98 had only one such home. The median contract rent for renter-occupied units in CT 25.98 was \$152 and CT 26.01 was \$395, compared to \$430 city-wide.

Inflation adjusted: \$125,000 / \$875

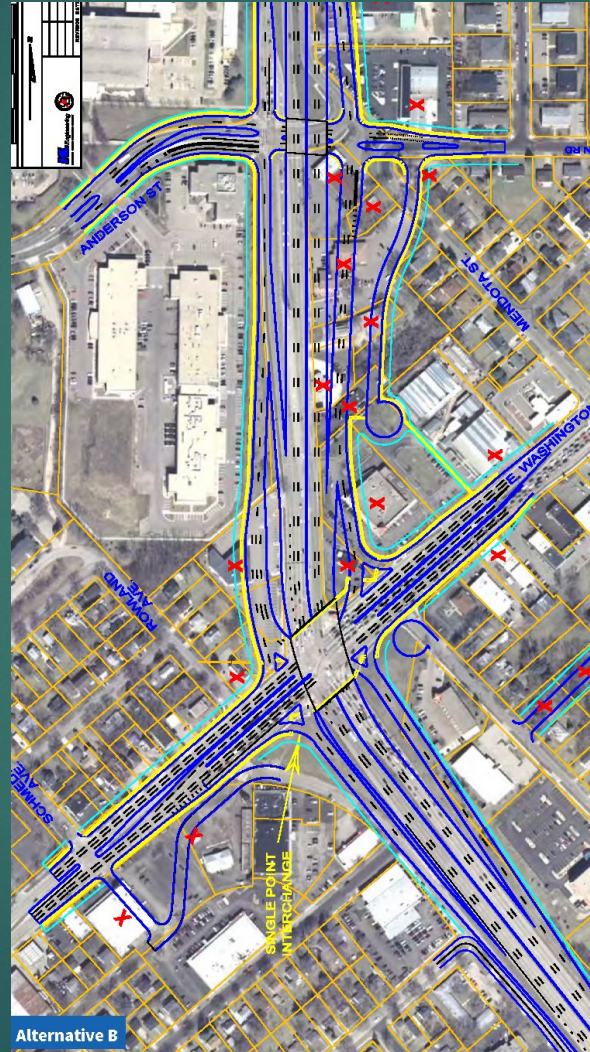
Population Trends and Forecasts for Madison and Dane County¹



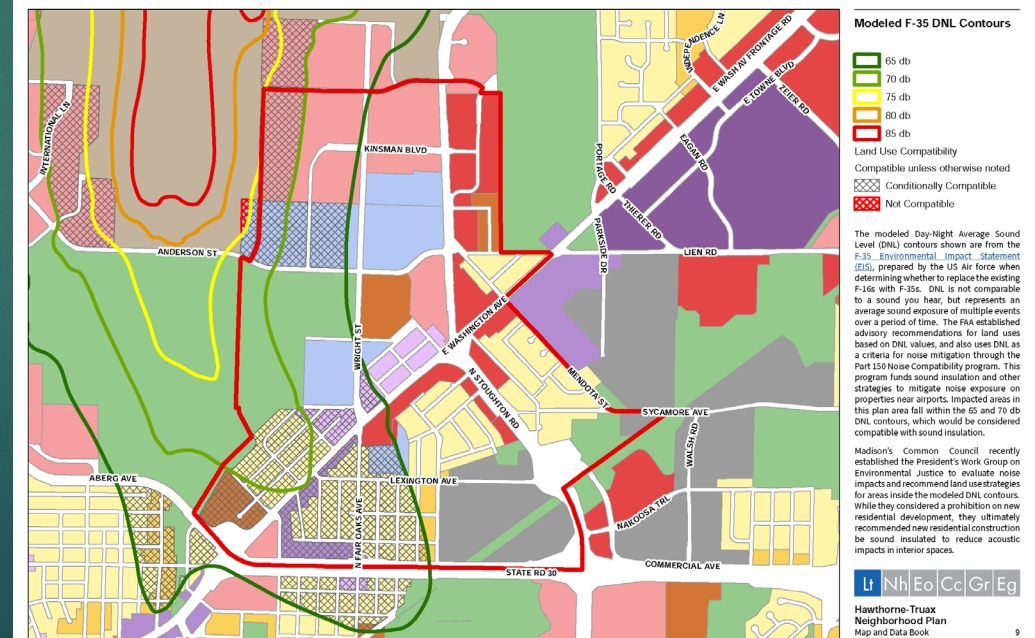
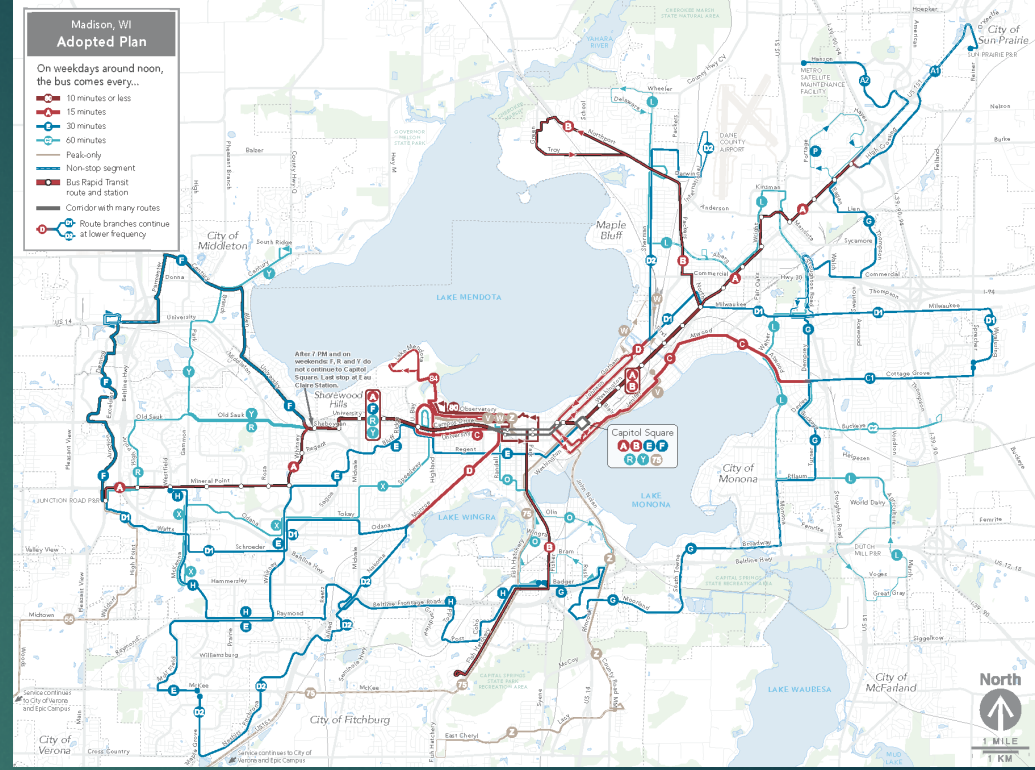
+ 70,000
The number of new residents Madison is expected to add between 2015 and 2040

+ 40,000
The number of new households Madison is expected to add between 2015 and 2040

Growth 50% greater than projection

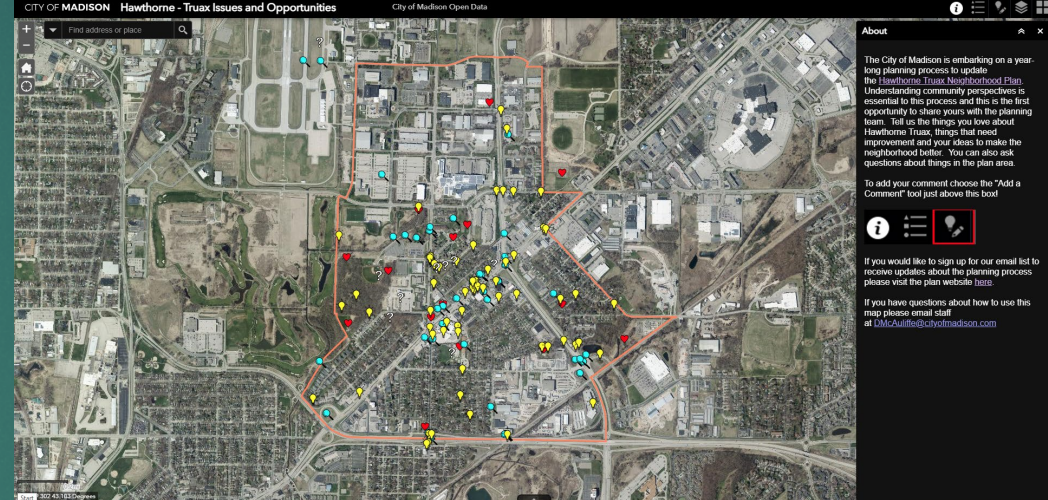


Alternative B



Public participation

- Map and Data Book
- Interactive commenting map
- Virtual meetings
- Community Partners Group
- Hawthorne PTA
- Neighborhood Meetings
- EMCC meeting and food pantry
- Walking Audits
- Hawthorne Night Out
- Madison College
- Reindahl Splash Pad



Phase 1 themes

- Housing:
 - Maintain affordability and concerns about displacement
 - Balance affordable & market rate in units
 - Scale
- Redevelopment opportunities - E Wash
 - Bimbo
 - Car dealership
 - Vacant homes, old bowling alley, etc.
- Traffic and pedestrian conflicts
 - Better crossings
 - More sidewalks
 - Signals/rffb
 - Speed management



Phase 1 themes

- No there there:
 - Lack of neighborhood restaurants, cafes, or retail
 - Lack of community gathering places
 - Development encloses park spaces
 - No community events
- Neighborhood barriers separate residents
- Childcare and community services
- Employment access



Truax specific feedback

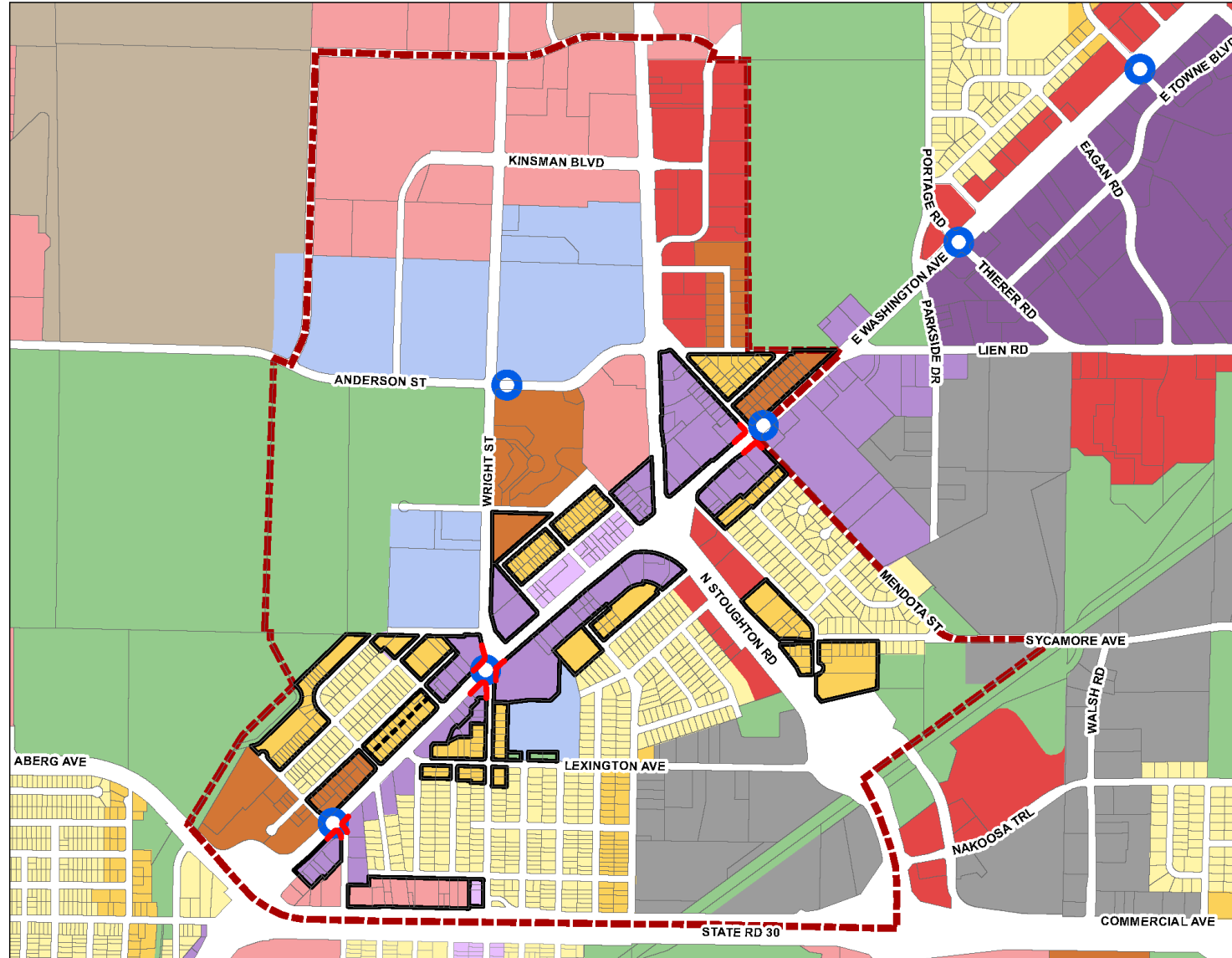
- Basic daily needs
 - People struggling to access food, childcare, mental health support, senior services
- Youth concerns
 - Bring back basketball court (s) and consider adding other rec facilities
 - Teens having trouble finding work accessible without a car
- Walking to school
 - Walking thru tunnel - graffiti, loitering, garbage
- Water Quality
 - Continued concern about PFAS
- More greenspace
 - Wright St. triangle
 - Starkweather open space – better access and activation

Public feedback → Shared Values

- Grow mindfully...housing to meet different needs
- Welcome new development, respect sense of place
- Reduce isolation by increasing connectivity
- Better access to programming, activities, and employment
- Improve aesthetics, wayfinding, and amenities along streets, bike paths, and in parks
- Be a green and environmentally-friendly place
- Build a sense of community - be welcoming and celebrate uniqueness
- Accessible services, employment and event

Land use recommendations

Lt Nh Eo Cc Gr Eg



Generalized Future Land Use - Draft

- Low Residential
- Low-Medium Residential
- Medium Residential
- Neighborhood Mixed Use
- Community Mixed Use
- Regional Mixed Use
- General Commercial
- Employment
- Industrial
- Parks and Open Space
- Special Institutional
- Airport
- Areas of change
- Active ground floor
- BRT Station

Lt Nh Eo Cc Gr Eg

Hawthorne-Truax
Neighborhood Plan
Draft - August 2022

Themes:

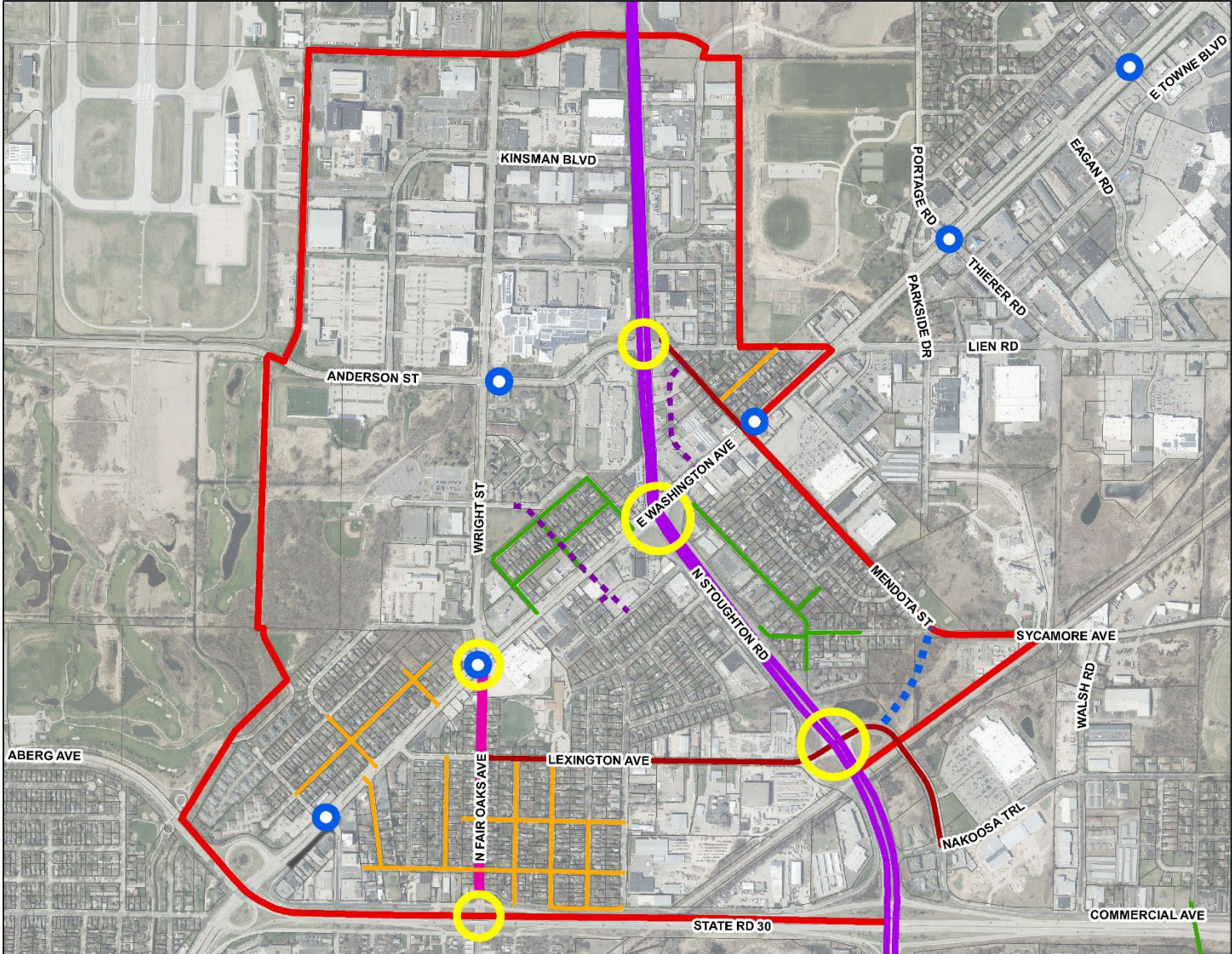
- Higher intensity at BRT stations
- Missing middle and greater mix of housing
- Shift from commercial to mixed use

Land use - concept illustrations

Lt Nh Eo Cc Gr Eg



Transportation recommendations



Transportation Improvements Draft

- BRT Stations
- Bike/Ped Intersection Improvements
- Potential multi-use path
- Potential street connections
- Hwy 51 redesign (WI DOT)
- High priority sidewalk additions
- Upcoming street reconstructions
- Future rural to urban reconstructions
- Fair Oaks Ave Improvements
- Potential street vacation

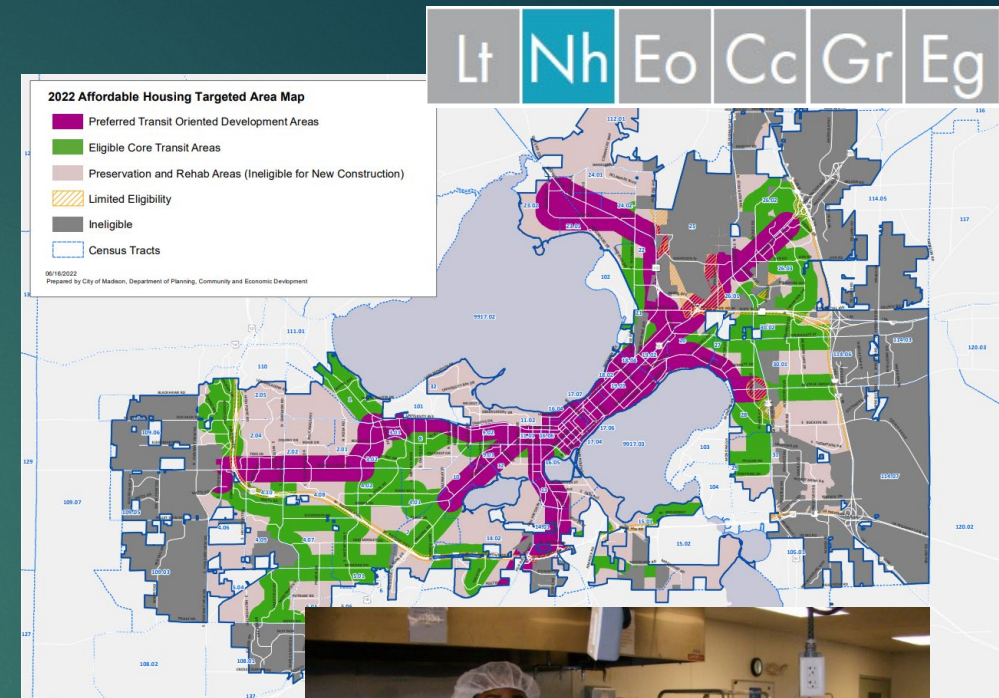
- Support BRT
- Hwy 51 goals
- Sidewalks and pedestrian improvements
- New and reconstructed streets

Neighborhoods and Housing

- Encourage new affordable housing:
 - Affordable Housing Fund
 - Dane Co. Wright St. property
- Part 150 program and soundproofing
- Promote existing City housing programs

Economy and Opportunity

- New business improvement district or association
- Commercial rental assistance or guarantee program
- Employer-supported childcare
- City/partner collaboration-youth jobs along BRT



Culture and Character

- Design public amenities using an inclusive, community-based process
- Encourage and support new neighborhood events
- Implement City public art policies

Green and Resilient

- Street reconstructs: allow for canopy trees and rain gardens
- Address flooding issues at Lexington and Hwy 51
- Partner with Dane County, others to improve Starkweather Creek area access and environmental quality



Community Building, Programs and Partnerships

- Community spaces in new mixed-use areas - youth design and programming
- Expand Hawthorne Community School
- Host community service and health fairs at Access Community Health, East Madison CC, Hawthorne School
- Explore increasing capacity of City-supported childcare



Near-term actions

- City:
 - E. Washington tunnel flooding, garbage, graffiti, loitering
 - Community murals, other public art
 - Technical assistance for neighborhood capacity building
- Community partners:
 - Expand Hawthorne Walking School Bus
 - Financial literacy workshops
 - Neighborhood block parties, food cart nights, concert series and more



Next Steps

- Public participation Nov
 - Continue initial draft review - Latinx/Hmong focus groups, EMCC community dinner, community pop-ups, Community Partners
- CDBG update Dec 1
- Public participation Dec
 - Begin complete draft review – virtual and in-person meetings, webpage review, draft at library, EMCC and other public locations
- BCC plan review and adoption
1st quarter 2023



Feedback and Questions

Thank you!