

Greater East Towne Area Plan

January 12, 2022
Urban Design Commission

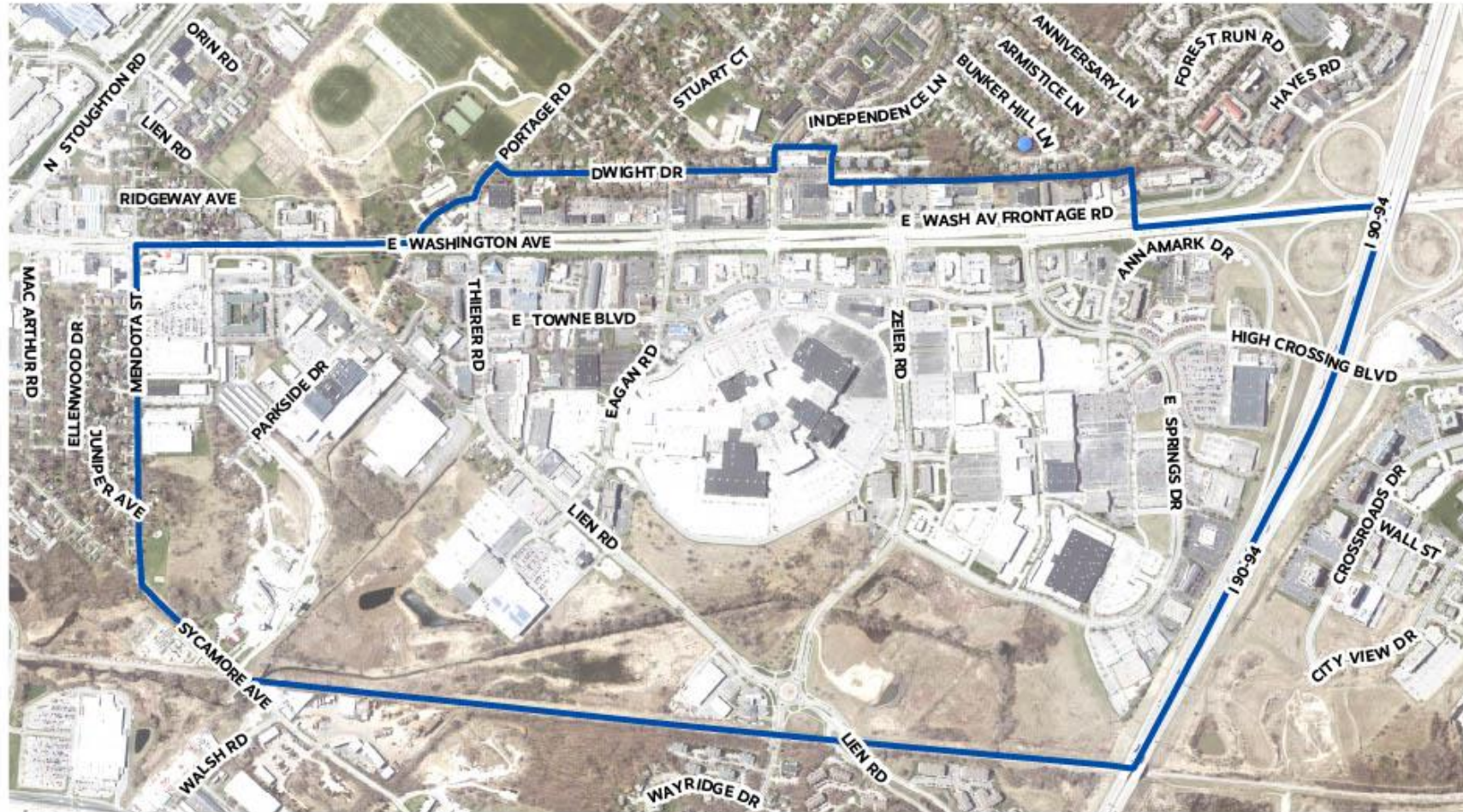


Greater East Towne Planning Area

 Planning Area

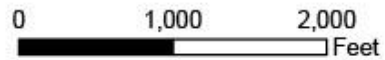


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Feet

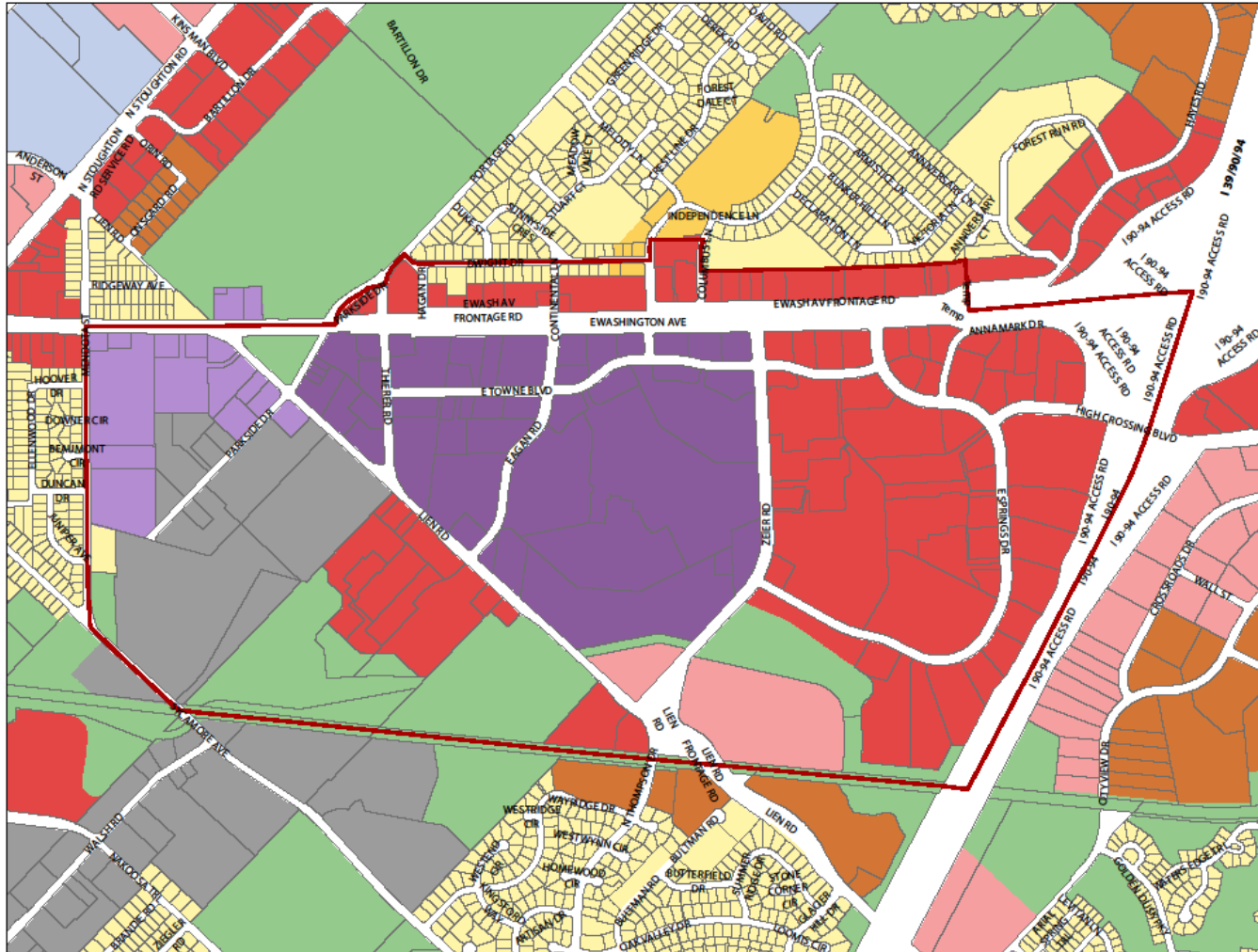


East Towne Comparison to Downtown

 Planning Area



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)

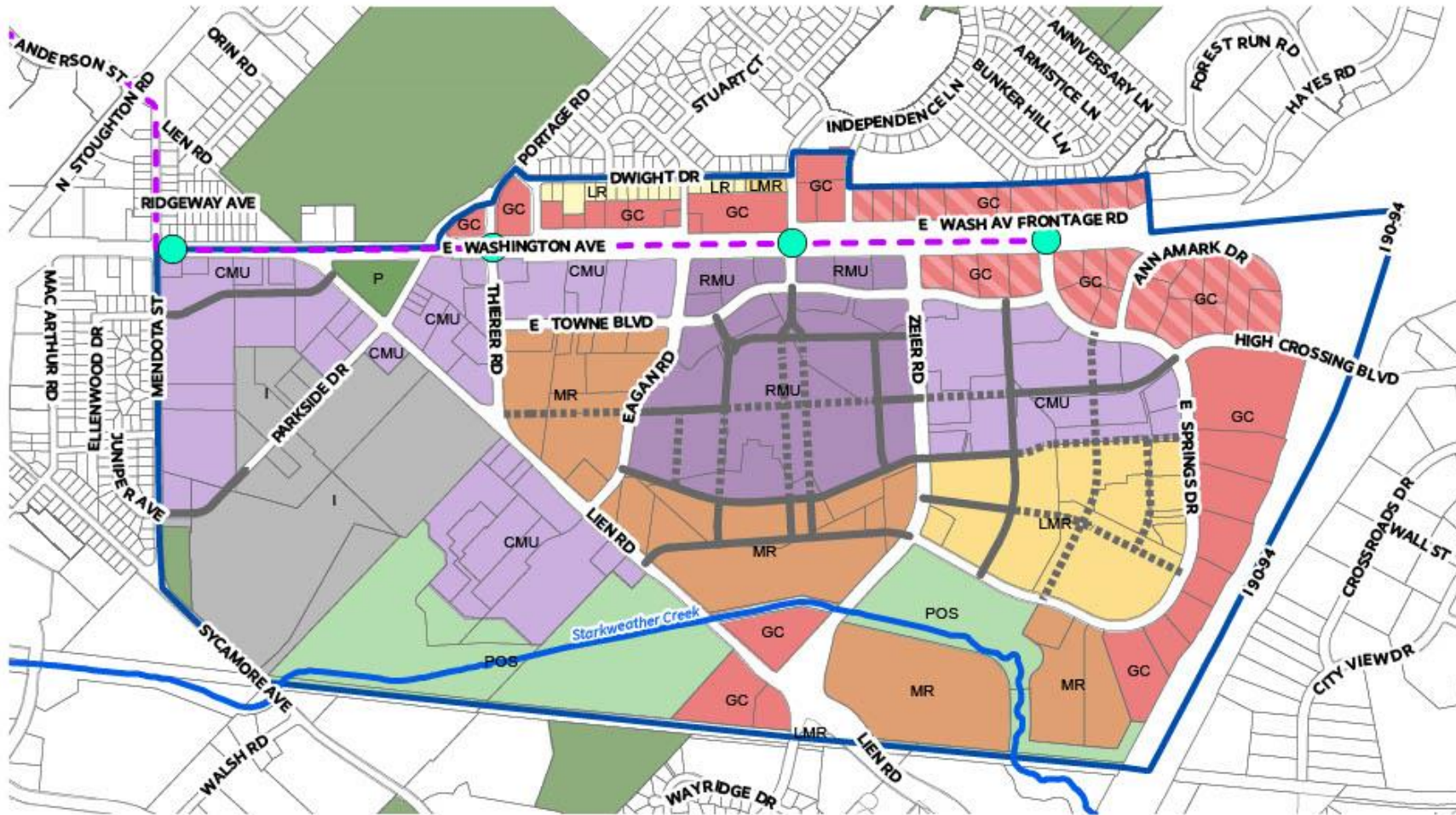
0 500 1,000 Feet

2018 City Comprehensive Plan:

Prepare plans to transition auto-oriented commercial areas into mixed-use Activity Centers.

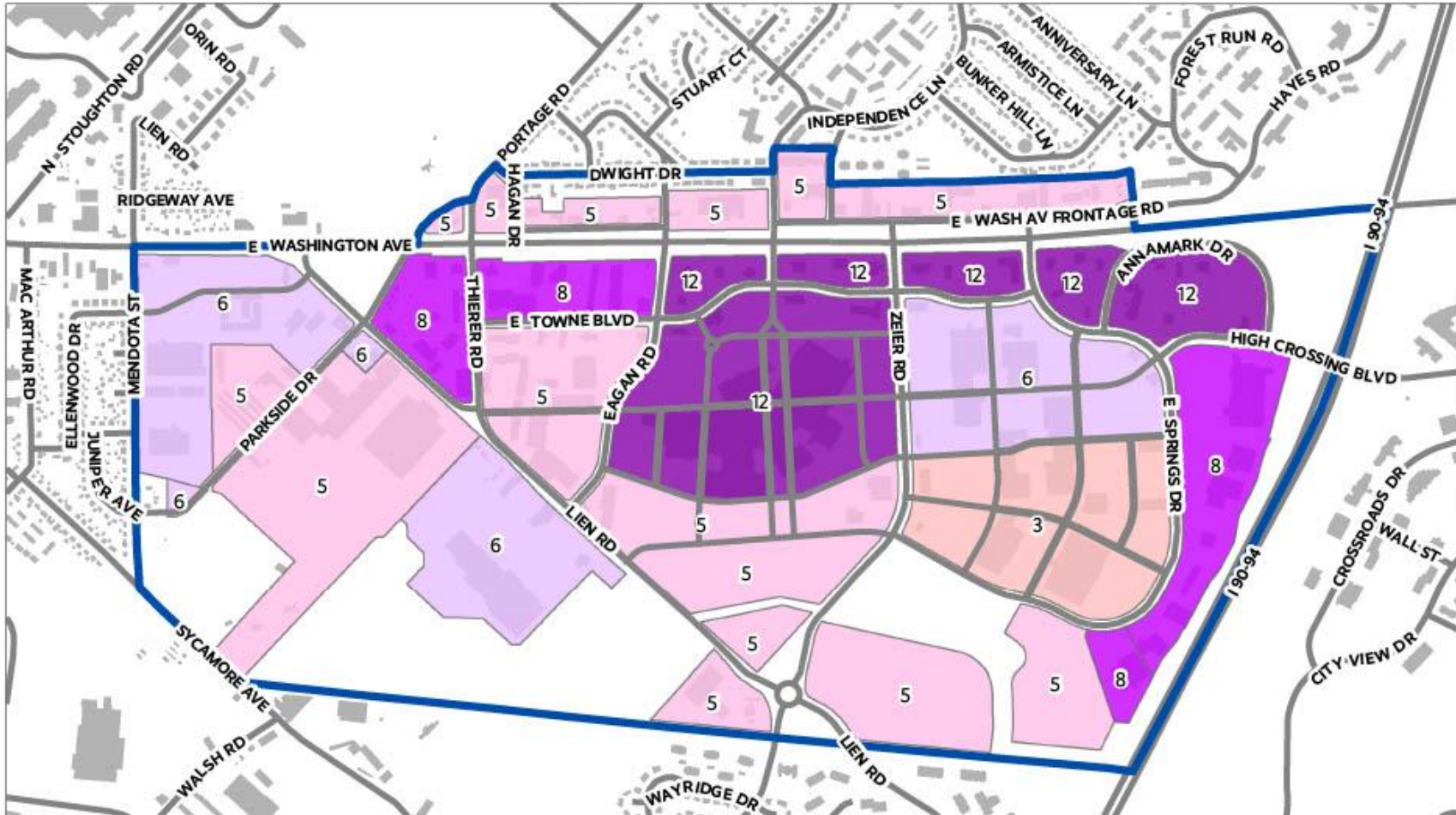
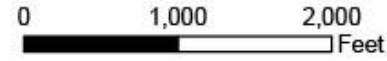
Growth: 50/50 mix of peripheral & infill/redevelopment

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

Maximum Building Height





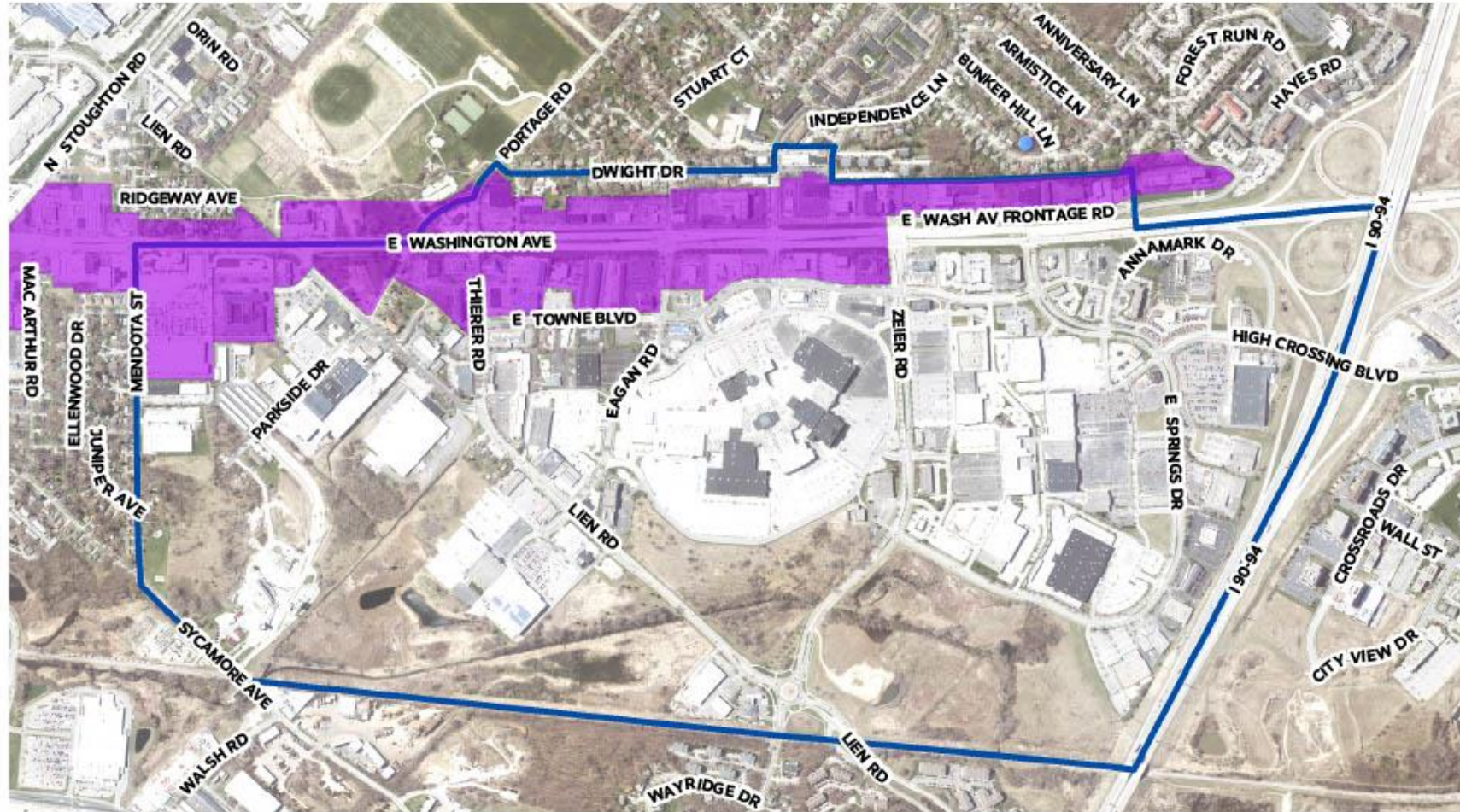
Draft Culture & Character Recommendations

- Revise Urban Design District (UDD) number 5 (MGO section 33.24(12)) to reflect and implement the design recommendations of this Plan, including those found in the Design Elements appendix. Extend UDD 5 to the Interstate and also explore expanding it to include key sites south of East Washington Avenue.
- Consider utilizing transit-oriented development (TOD) overlay zoning as necessary to implement the land use, design, and transportation goals of this Plan if not adequately addressed in the revised UDD 5.



Urban Design District

-  Planning Area
-  UDD #5



Site Design Elements Appendix



- Building Height, Setbacks, and Stepbacks
- Building Materials and Articulation
- Site Layout and Building Orientation



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 Parks 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

Cityofmadison.com/easttowneplan

Project contacts

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