



Department of Planning & Community & Economic Development

## Planning Division

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To: Board of Park Commissioners

From: Dan McAuliffe, Angela Puerta - Northeast Area Plan Project Managers

Date: August 7, 2024

Subject: Northeast Area Plan

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### **Background**

The Northeast Area Plan was introduced at the July 16<sup>th</sup> Common Council and referred to the Board of Park Commissioners as part of its review and approval process. Introduction follows the release of Public Review Draft plan in mid-May and initial Recommendation Framework in December 2023. Public feedback summaries for the Public Review Draft and earlier outreach are on Legistar.

The Board of Park Commissioners reviewed the Recommendation Framework for the plan at its February 14, 2024 meeting. The draft Northeast Area Plan and its recommendations are very similar to those presented earlier this year, but there have been some revisions.

### **Draft Plan Highlights and Changes**

The draft plan incorporates planned new parks and expansions from previously adopted plans. As previously discussed with the Board of Park Commissioners, the recommended new park spaces and park expansions have been refined where possible to better reflect anticipated boundaries and incorporated into the future land use map where greater certainty exists.

The draft plan incorporates the approach used by the Great East Towne of showing General Park Areas (where there is less certainty about the boundary of park spaces) and Specific Park Areas (where greater certainty exists). Since February, a General Park Area was added to indicate a potential expansion of Brigham Park. Additionally, one of the Specific Park Areas shown located near Eagan Road and East Towne Boulevard changed to a larger General Park Area. This was based on comments from Plan Commission and further evaluation and discussion with staff.

The draft plan also recommends two new street extensions abutting current and future parks spaces. These include the extension of Nakoosa Trail on the south side of Sycamore Park and Parkside Drive on the west side of Mayfair Park. Both street extensions will provide better access and visibility onto park spaces.

### **Request to the Board of Park Commissioners**

The Common Council has asked the Board of Park Commissioners for their recommendation on the draft Northeast Area Plan. After reviewing the plan, if the Board recommends revisions to the Introduction Draft be considered, those revisions should be included in any motion made. Plan Commission, as the lead body, will review these revisions and make a final recommendation to the Common Council.

### **Attachments**

1. [Northeast Area Plan Introduction Draft \(linked\)](#)
2. Board of Park Commissioners Presentation

# Northeast Area Plan



# Agenda



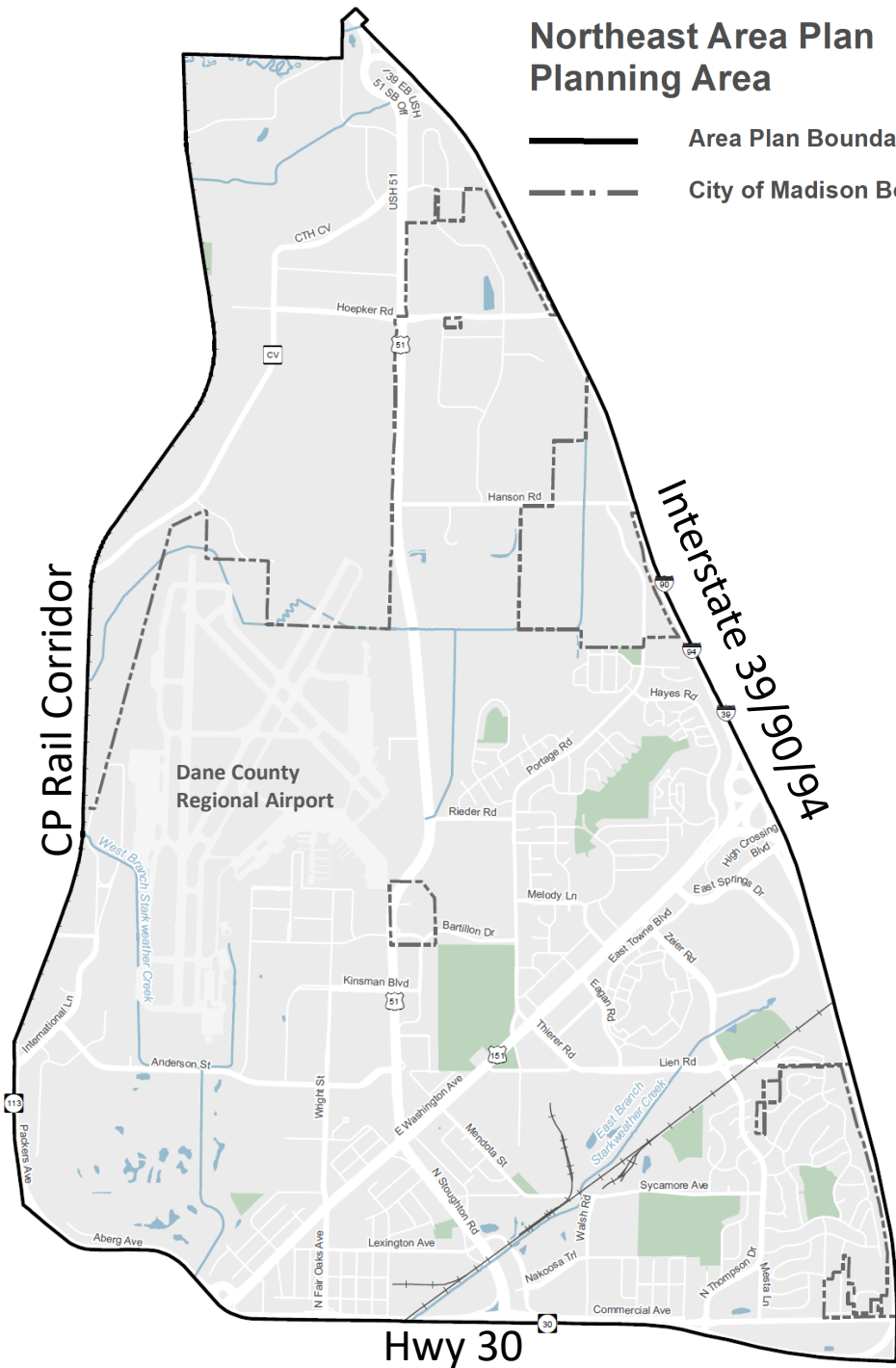
1. Background
2. Planning Process
3. Public Feedback
4. Draft Northeast Area Plan Recommendations
5. Next Steps



# Background

## Northeast Area Plan Planning Area

- Area Plan Boundary
- City of Madison Boundary



## Demographics

### Population

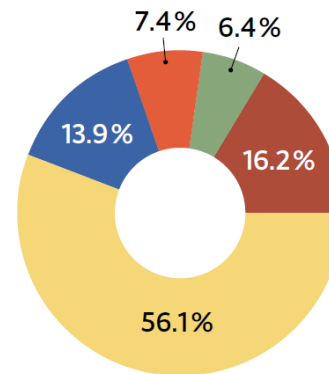
Northeast Area  
14,649

City of Madison  
274,622

= 10,000 residents



### Racial and ethnic composition



Northeast Area

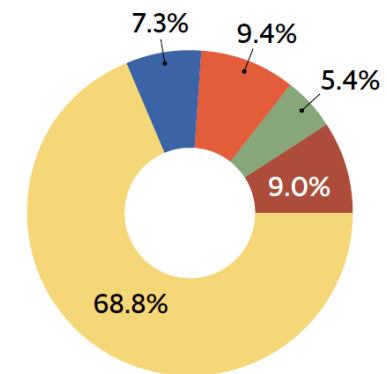
White

Black

Asian

Other race/  
Two or  
more races

Hispanic



City of Madison

# Planning Process



## Data Gathering & Review

- Interagency staff mtgs
- Public mtgs (in-person/virtual)
- Online interactive commenting map
- Regular email notifications and website updates (applies to all phases)

### Phase One

JAN - MAR

## Issues & Opportunities

- Community surveys (in-person/virtual)
- 4 public mtgs (in-person/virtual)
- Multiagency Open House
- Review by Board, Commissions & Committees
- Interagency Staff Mtgs
- Sandburg Elementary PTA mtg

### Phase Two

APR - JUN

## Draft Plan Concepts

- Pop-up engagement at community events such as Make Music Madison, Westchester Gardens Block Party & others
- Public outreach by 3 Community Navigators (in-person)
- Connect Events at Sycamore & Reindahl Park
- Burke Heights & Sandburg Walk & Talk
- Community Dinner & Alder Forum

### Phase Three

JUL - OCT

## Draft Plan Recommendations

- Business Postcard Survey
- Art Workshop
- Joint Open House with WisDOT
- Plan Commission
- Board of Parks Commissioners
- Transportation Commission

### Phase Four

NOV - FEB

## Final Draft Plan Review

- Public Meetings (in-person/virtual)
- Landmarks Commission
- Urban Design Commission
- CDBG Board
- Public feedback on Draft Plan
- Joint Open House with WisDOT

### Phase Five

MAR - JUN

## Adoption & Implementation

- Boards, Commissions & Committees
- Implementation of Plan recommendations

### Phase Six

JUL+

2023

2024

# Meetings and Outreach



## In-Person Community Meetings



## Community Surveys



## Open Houses



## Community Navigators



## Art Workshop



# General Themes in Public Comment

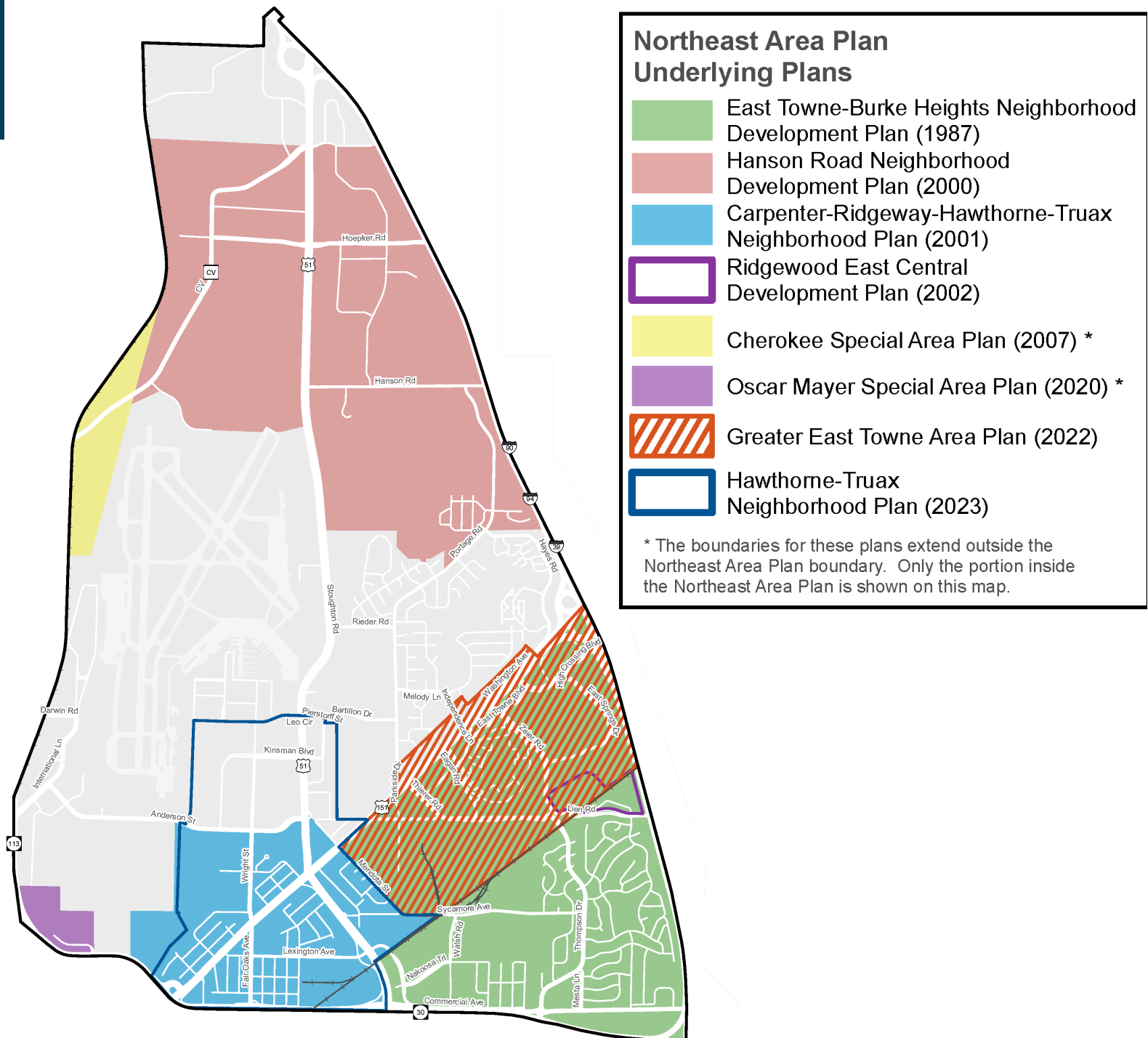


- Great parks and access to open spaces
- Excitement about Bus Rapid Transit and E. Washington Ave. redevelopment
- Want pedestrian safety improvements
- Bike network is fragmented
- Concern about housing affordability
- Concern about homelessness
- Safety: increase in crime, need lighting improvements and neighborhood traffic management



# Past Plans

- Existing plans to be archived with adoption of Northeast Area Plan
- Incorporated relevant recommendations into Northeast Area Plan





# Draft Plan Format

Land Use and  
Transportation

Green and  
Resilient

Neighborhoods  
and Housing

Effective  
Government

Economy and  
Opportunity

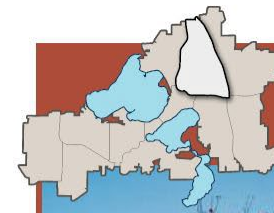
Health and  
Safety

Culture and  
Character

Community Action  
Strategy

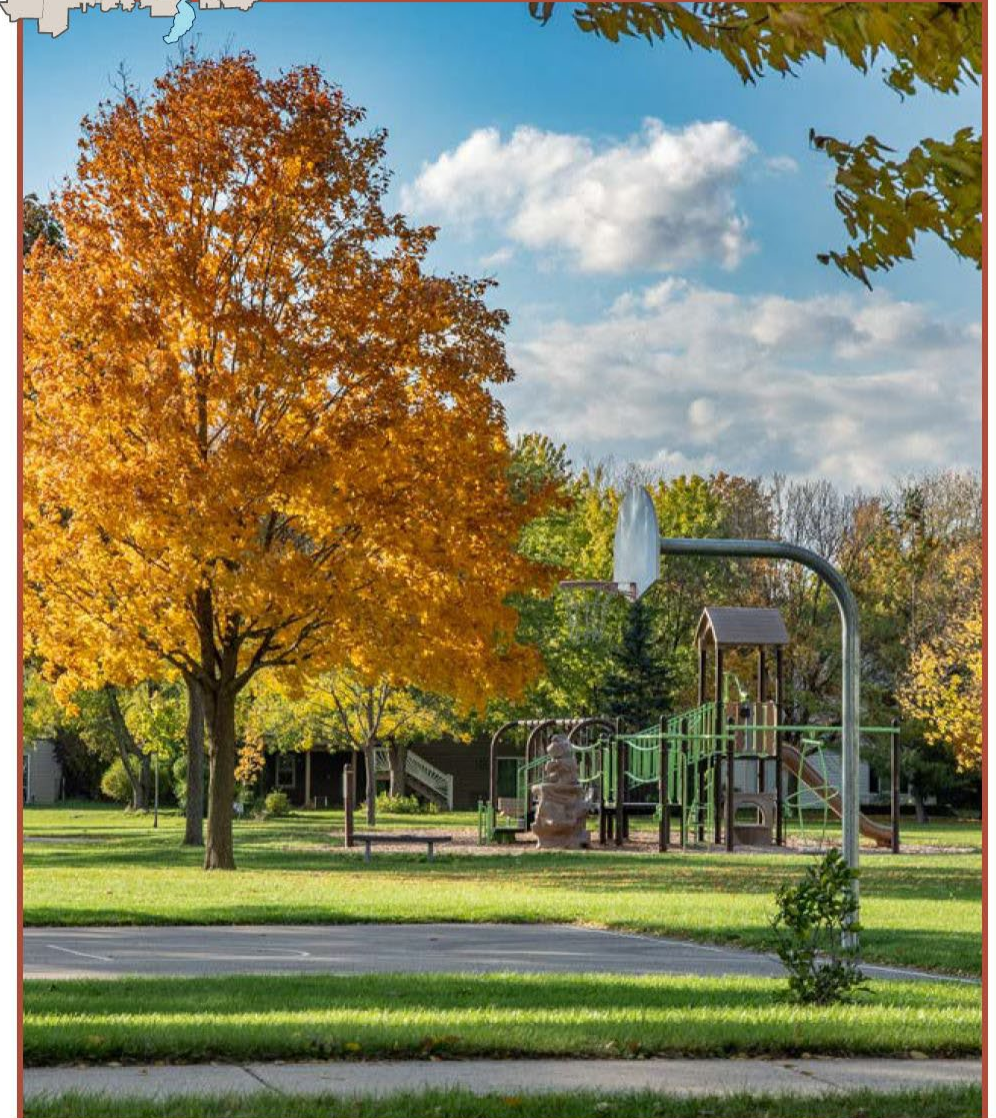
## Chapter Contents

- What we heard
- Actions – led by the City
- Partnerships



## Northeast Area Plan

Introduction Draft | 07/10/24



CITY OF MADISON

# Land Use



Low Residential (LR)



Neighborhood Mixed-Use (NMU)



General Commercial (GC)



Low-Medium Residential (LMR)



Community Mixed-Use (CMU)



Employment (E)



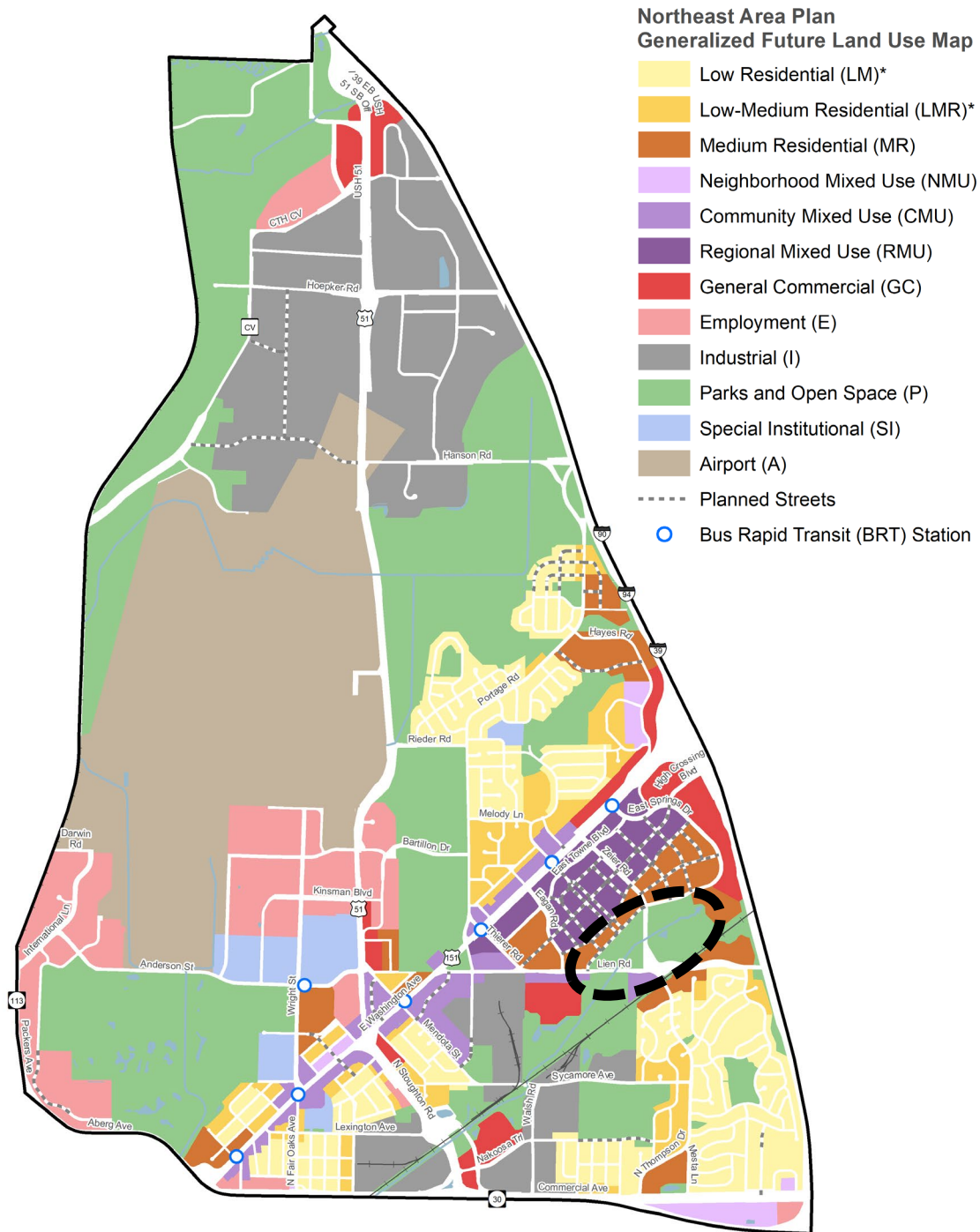
Medium Residential (MR)



Regional Mixed-Use (RMU)

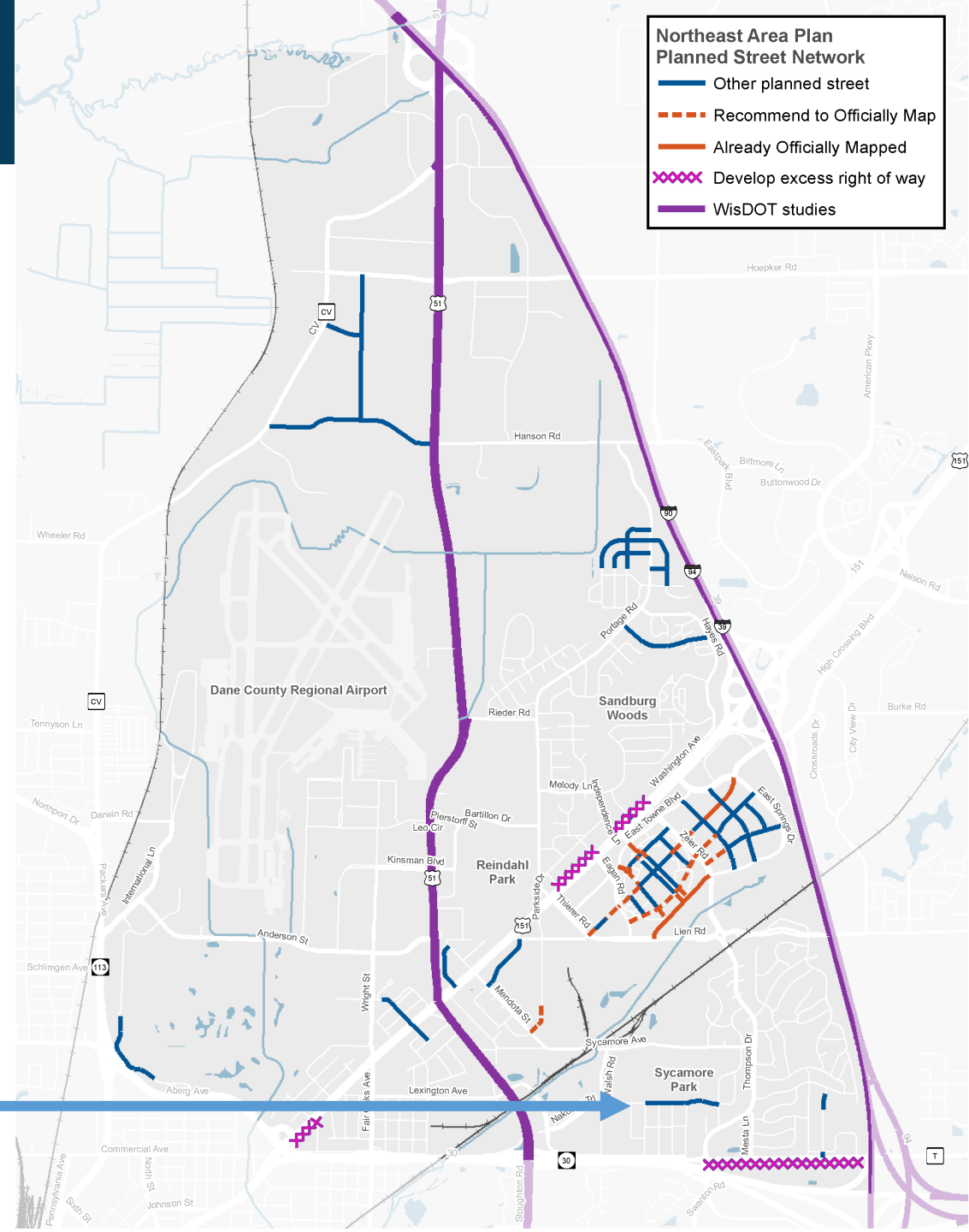


Industrial (I)



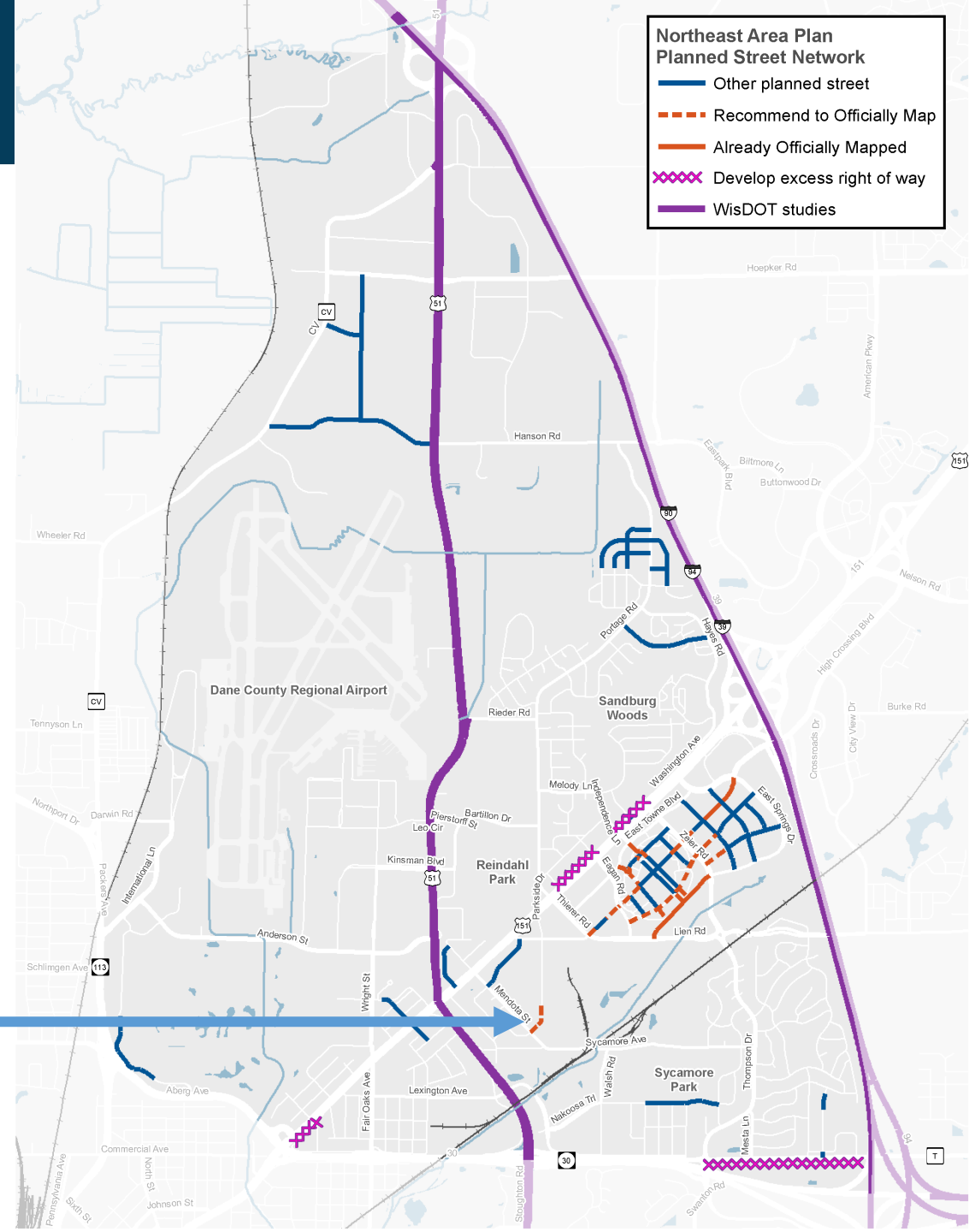
# Transportation - Streets

- New Street Connections:
  - Nakoosa Trail



# Transportation - Streets

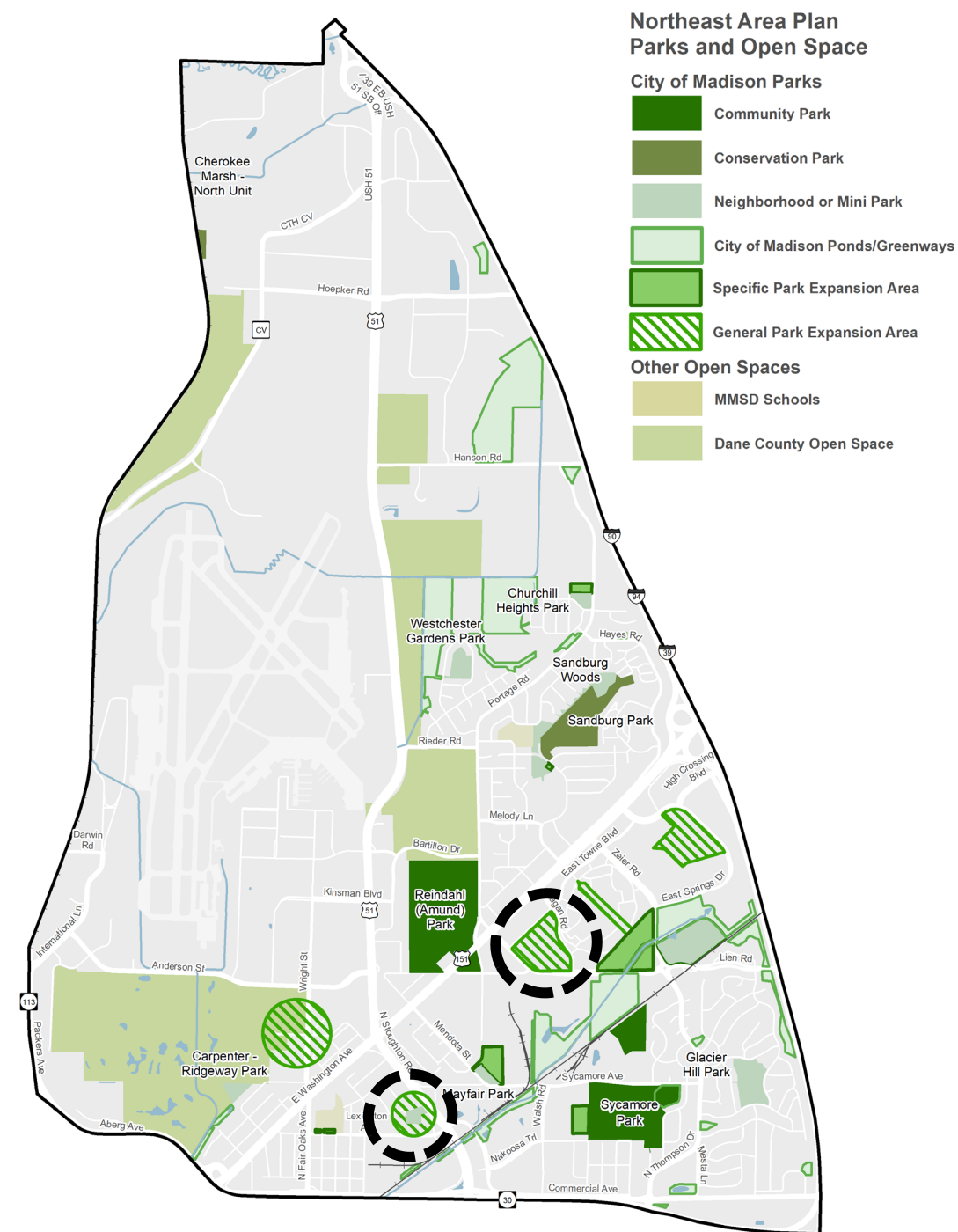
- New Street Connections:
  - Parkside Drive



# Green and Resilient

## ACTIONS

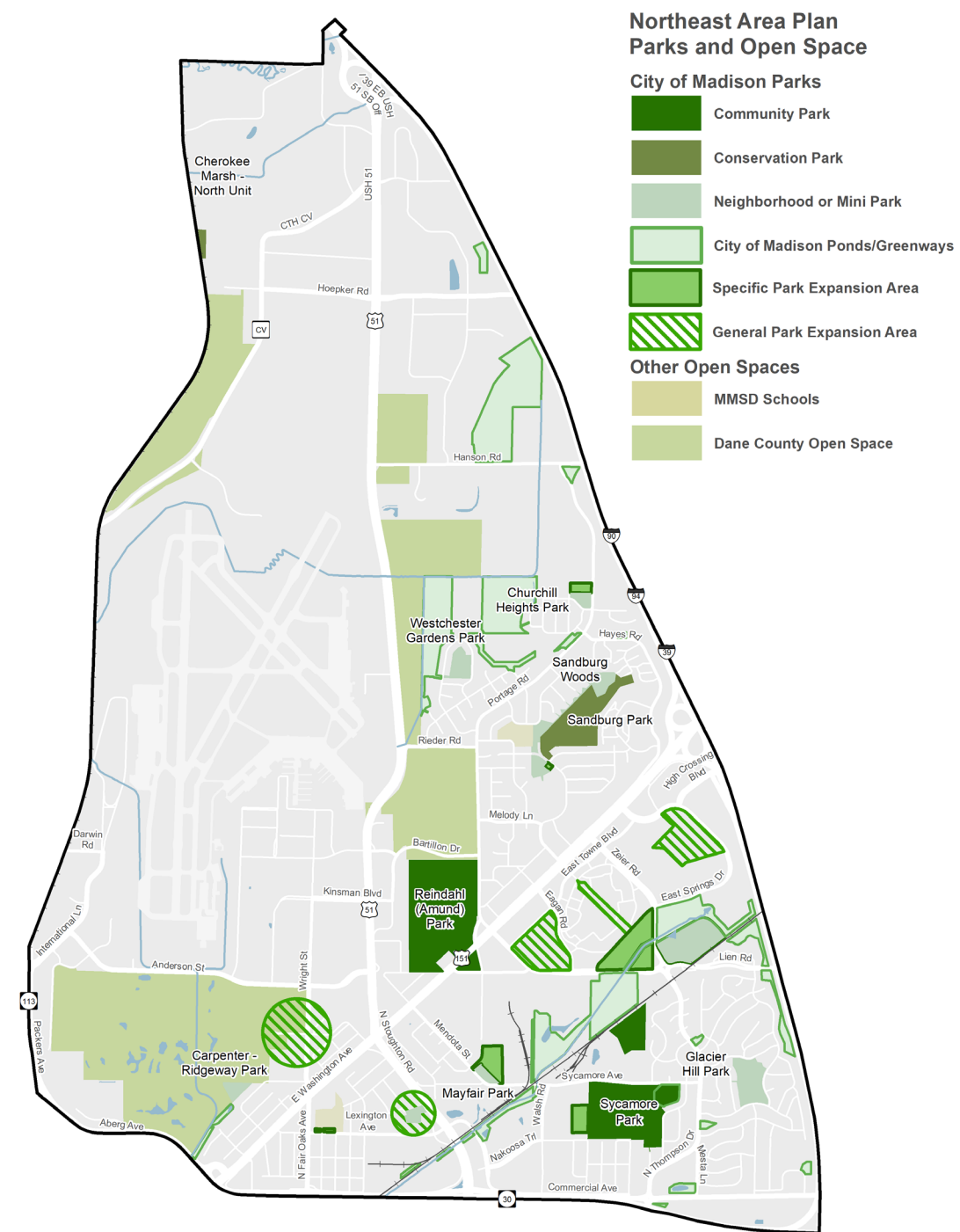
- New parkland per map
- Park Specific Improvements
  - Better define northern edge of Sandburg Park and new connection from Forrest Run Road
  - Changes to Nakoosa Trail path intersection to discourage driving
  - Improve access to other open spaces



# Green and Resilient

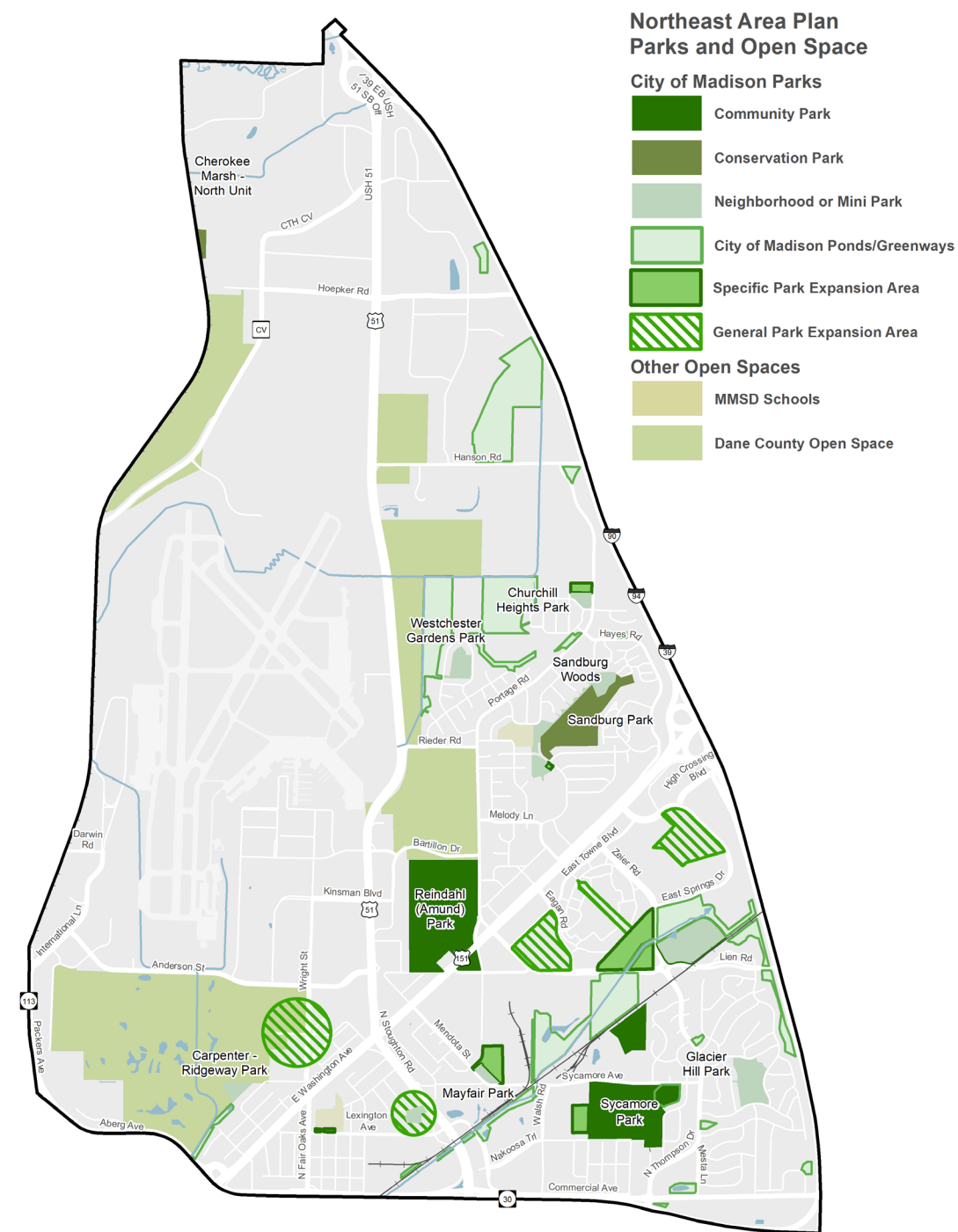
## Partnerships

- Improve trails that connect Carpenter-Ridgeway Park to Starkweather Creek



# Actions - Other Chapters

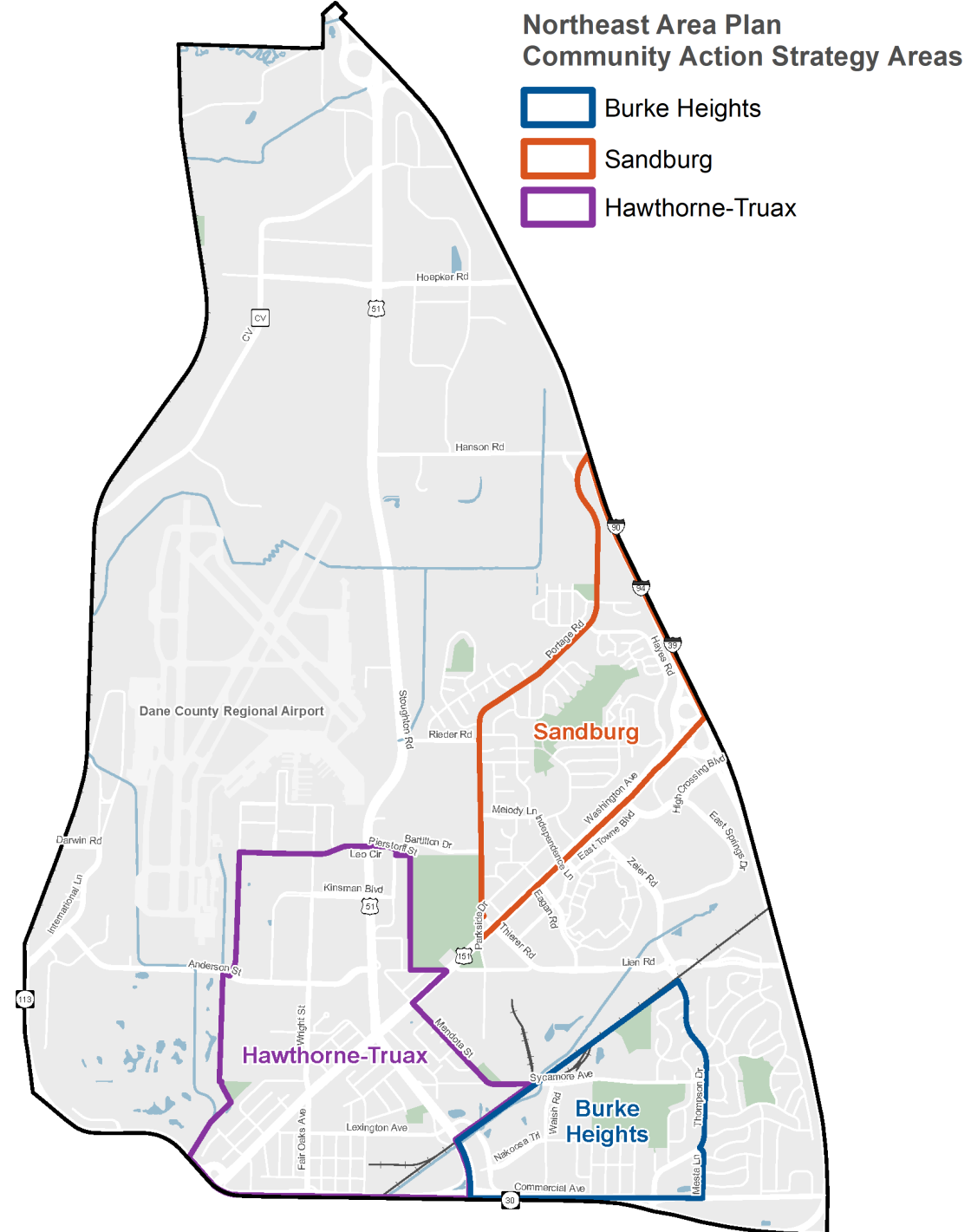
- Provide residents with information and assistance about how to create and host **festivals or community events within Reindahl and Sycamore Parks** (Culture and Character)
- **Selectively remove trees and brush to increase visibility** along businesses abutting Starkweather Creek and Sycamore Park (Health and Safety)



# Community Action Strategy

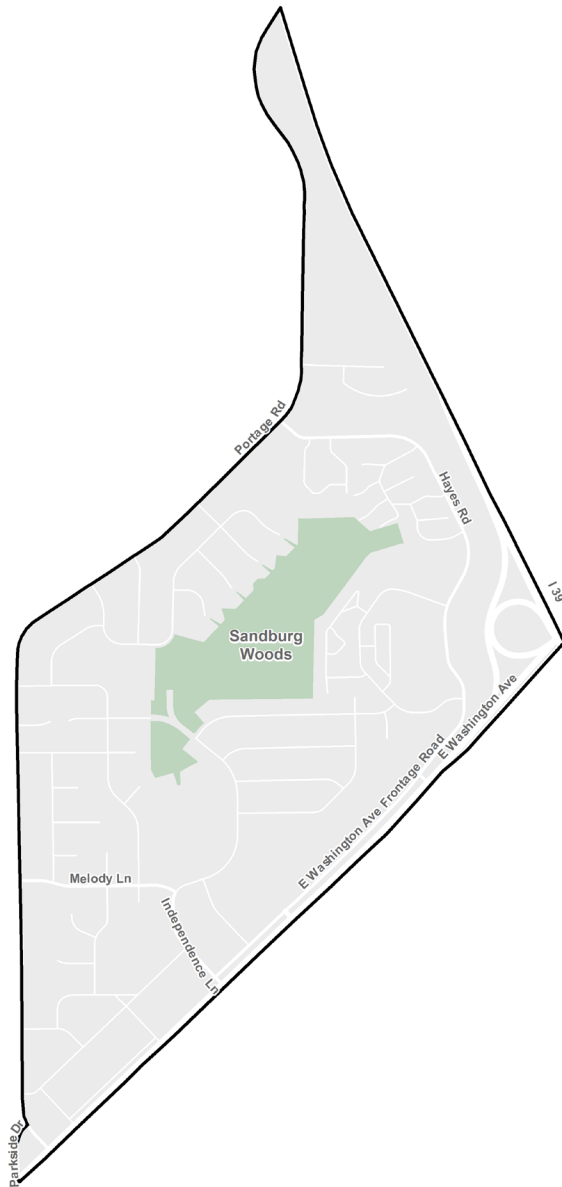
## Sandburg, Burke Heights and Hawthorne-Truax Neighborhoods

- Capacity building
- Community and stakeholder relationships
- Small-scale physical improvements
- \$200,000-250,000 per area





# Sandburg

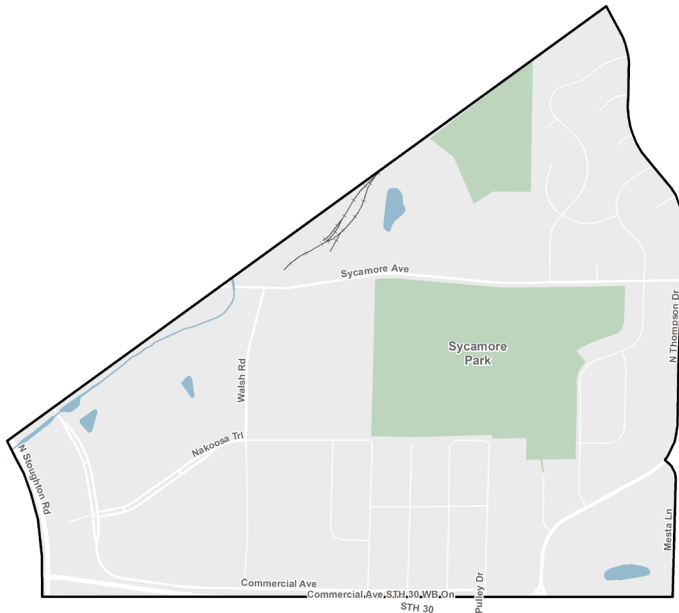


Priority	Project	Location
1	Lighting and safety	<p>Lighting</p> <ul style="list-style-type: none"> <li>• Bike and walking paths (Sandburg Woods)</li> </ul> <p>Safety: traffic calming and safer crossings along:</p> <ul style="list-style-type: none"> <li>• Portage Road between East Washington Avenue and Reider Road</li> <li>• Independence Lane</li> <li>• Anniversary Lane</li> <li>• Melody Lane and Bartillion Drive</li> <li>• Dwight Drive (has 6 speed humps but needs sidewalk)</li> <li>• Mayfair Park</li> <li>• North Thompson Drive bump outs, continental crosswalks, islands</li> </ul>
2	Public gathering spaces	<ul style="list-style-type: none"> <li>• Sandburg Park</li> <li>• Benches in Sandburg Woods</li> </ul>
3	Shelters and pavilions in parks	<ul style="list-style-type: none"> <li>• Sandburg Park</li> </ul>
4	Permanent games in parks	<ul style="list-style-type: none"> <li>• Sandburg Park</li> <li>• Westchester Gardens Park</li> </ul>
5	Community garden	<ul style="list-style-type: none"> <li>• Sandburg – community coordination with Rooted required</li> </ul>

# Burke Heights

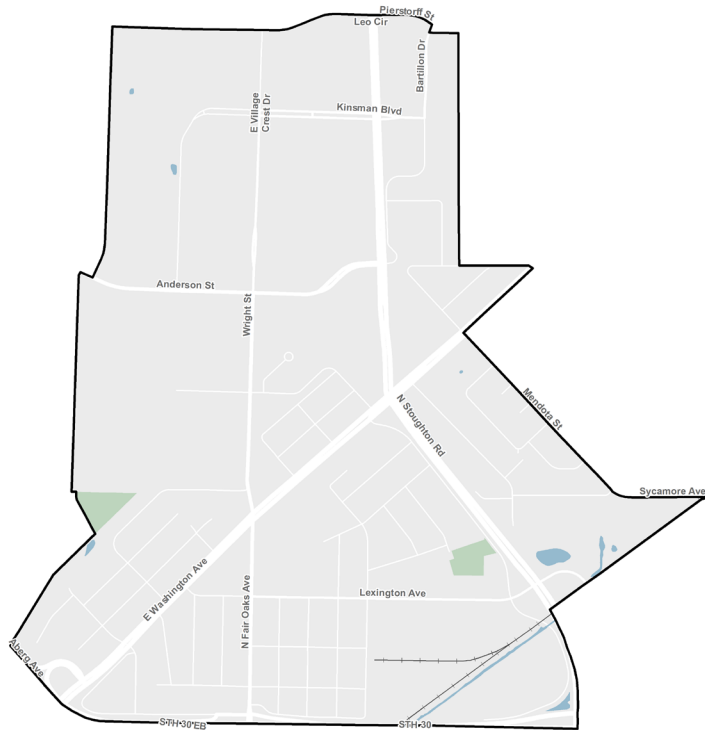


## Sycamore Park as a location for community programming and neighborhood events



Priority	Project	Location
1	Lighting and safety	<ul style="list-style-type: none"><li>• Sycamore Park</li><li>• Neighborhoods surrounding Sycamore Park</li><li>• Speed limit signs along Sycamore Avenue and Mendota Street</li></ul>
2	Community garden	<ul style="list-style-type: none"><li>• Sycamore Park – Community coordination with Rooted required</li><li>• Fruit trees</li></ul>
3	Bicycle share (B-cycle) station	<ul style="list-style-type: none"><li>• Along East Washington Avenue</li></ul>
4	Murals/art installations	<ul style="list-style-type: none"><li>• Interactive art</li></ul>
5	Asphalt art along paths	<ul style="list-style-type: none"><li>• Sycamore Park dog park path</li></ul>

# Community Action Strategy – Hawthorne-Truax

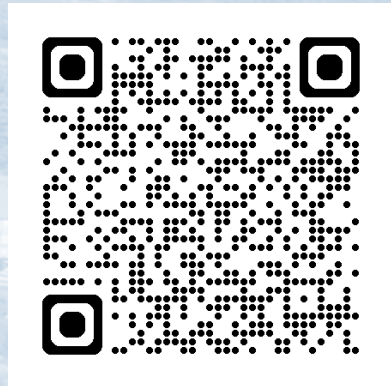


Priority	Project	Location
1	Youth recreation facilities	<ul style="list-style-type: none"> <li>• Highest priority need is near Truax apartments, though location must be identified</li> </ul>
2	Lighting and other enhancements in tunnels and underpasses	<ul style="list-style-type: none"> <li>• Tunnel under East Washington Avenue at Wright Street/Fair Oaks Avenue and the Marsh View Path under Highway 30</li> </ul>
3	Hawthorne Elementary School playground enhancements	<ul style="list-style-type: none"> <li>• Walking path around playground</li> <li>• Accessible playground equipment</li> <li>• Mural</li> </ul>
4	Community gathering spaces	<ul style="list-style-type: none"> <li>• Potentially include the Wright Street triangle and parklets on Fair Oak Avenue</li> </ul>
5	Expand access to childcare services	<ul style="list-style-type: none"> <li>• Renovation of childcare space at East Madison Community Center</li> </ul>

# Draft Plan Review – Next Steps



- ✓ July 16 – **Common Council** introduction
- ✓ July 17 – **Economic Development Committee**
- ✓ July 31 – **Transportation Commission**
- ✓ August 1 – **Community Development Block Grant Committee**
- ✓ August 5 – **Landmarks Commission**
- ✓ August 14 – **Urban Design Commission**
- August 14 – **Board of Park Commissioners**
- August 26 – **Plan Commission**
- September 10 – **Common Council**



Project website