



Department of Planning & Community & Economic Development

Planning Division

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To: City of Madison Urban Design Commission

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

Date: August 14, 2024

Subject: Northeast Area Plan – Recommendation of Approval

Background

On March 13, 2024, the [Northeast Area Plan \(NEAP\)](#) team presented the NEAP to the UDC, including [draft recommendations](#) pertaining to Urban Design District (UDD) 5 guidelines and requirements and the district boundary as noted in the “Culture & Character” chapter of the NEAP. The recommendations included in the NEAP carry forward recommendations included in the [underlying adopted neighborhood plans](#), including the recently adopted [Greater East Towne Mall Plan \(GETAP\)](#), which outlined a vision for the complete transformation of the areas around and inside the East Towne Mall area, as well as district boundary adjustments. Building upon this foundation, the NEAP also includes recommendations for further refinements to the geographical boundary of UDD 5 to better align with existing property boundaries, as well as key focus areas where redevelopment goals also align with the vision outlined in GETAP.

Draft Plan Changes

Since the March 2024 informational discussion, the following changes have been made to the UDD 5 recommendations:

- **Refinement of language**: To avoid redundancy with existing City policies, recommendations already covered by the TOD and Zoning Ordinances were removed from the draft NEAP.
- **Increased flexibility**: The recommendations that included specific design-related guidelines and requirements were removed from the NEAP. Changes to the specific design-related guidelines in UDD 5 will be part of the formal Urban Design Commission Ordinance update process.
- **Improve readability**: The language of the sub-area considerations was edited for clarity.
- **Maps enhancements**: The map illustrating proposed UDD boundary changes was revised for better readability, with no alterations to boundaries or content.

Request to UDC

Common Council has referred the NEAP Final Draft to the UDC for review and recommendation. Staff requests the UDC’s review and recommendation on the final draft plan. Commissioners are invited to suggest revisions to the draft plan as part of the commission’s recommendation. Plan Commission, as the lead body, will review these revisions and make a recommendation to the Common Council.

August 6, 2024

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Attachments

1. Northeast Area Plan Final Draft
2. Power Point presentation
3. Draft Proposed Urban Design District Changes map

Northeast Area Plan Proposed Urban Design District (UDD) 5 Changes

- Urban Design District 5
- Possible Additions to UDD 5 Boundary
- Possible Subtraction from UDD 5 Boundary
- Sub-area 1
- Sub-area 2
- Sub-area 3

