

# Northeast Area Plan





# Agenda



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

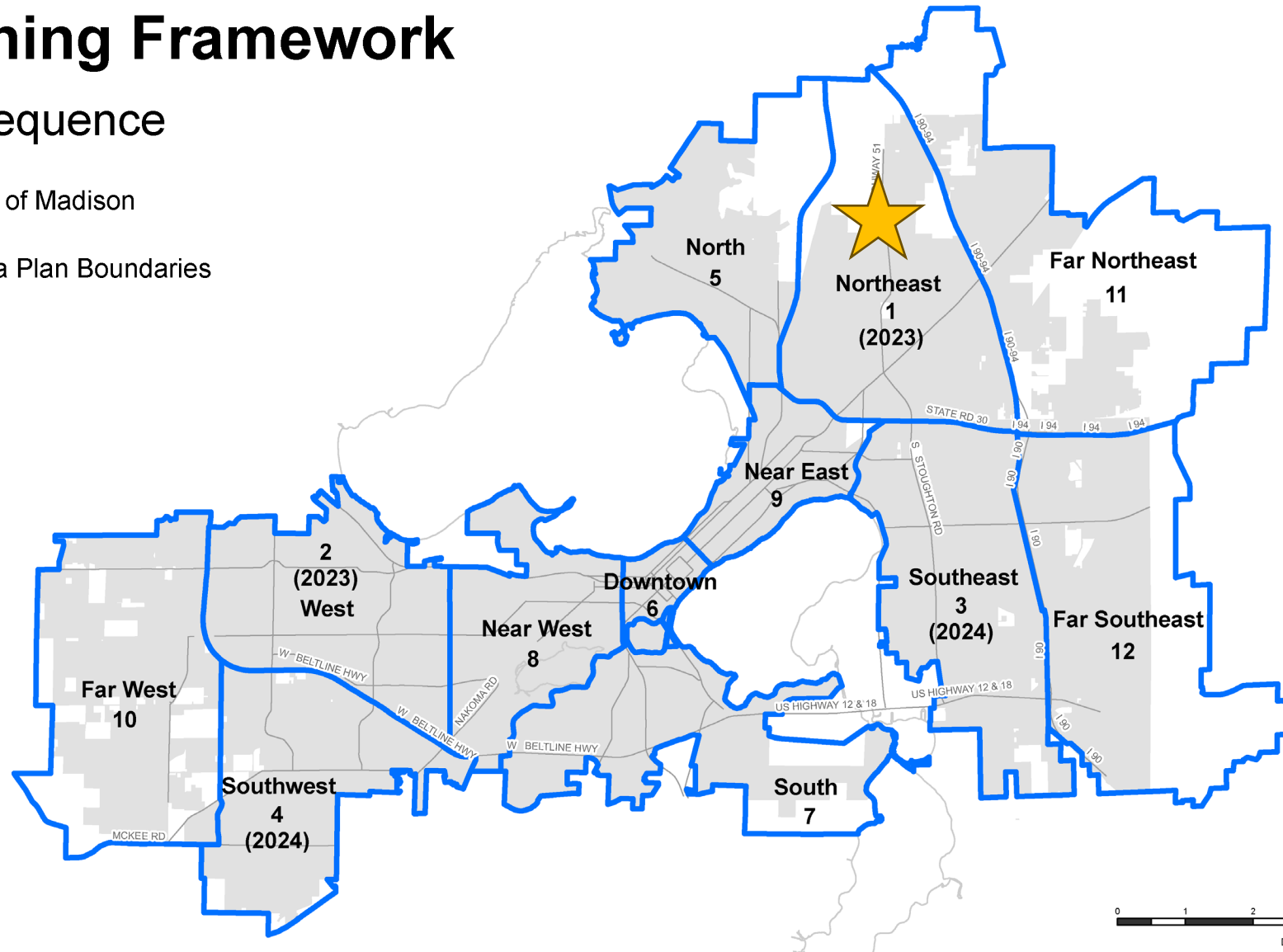
# Background



## Planning Framework

### Plan Sequence

- City of Madison
- Area Plan Boundaries




# Background

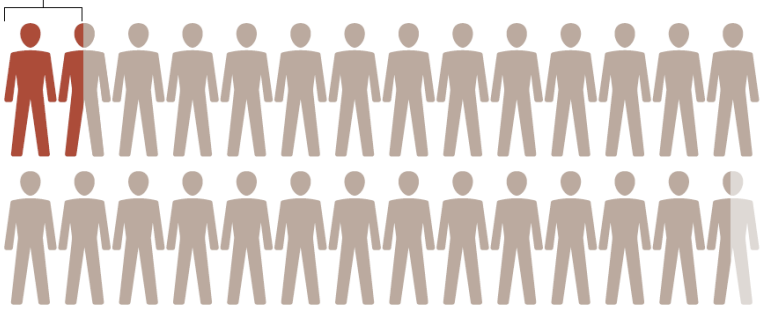
## Demographics

### Population

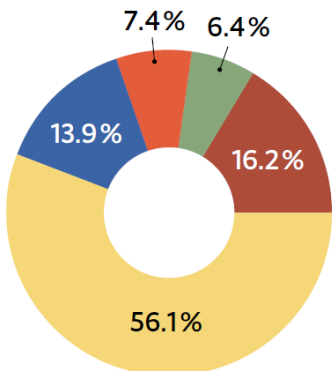
Northeast Area  
14,649

City of Madison  
274,622

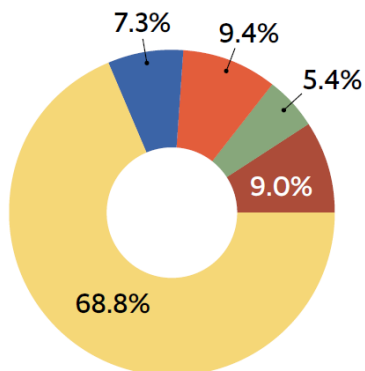
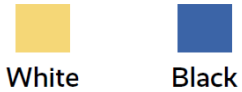
 = 10,000 residents



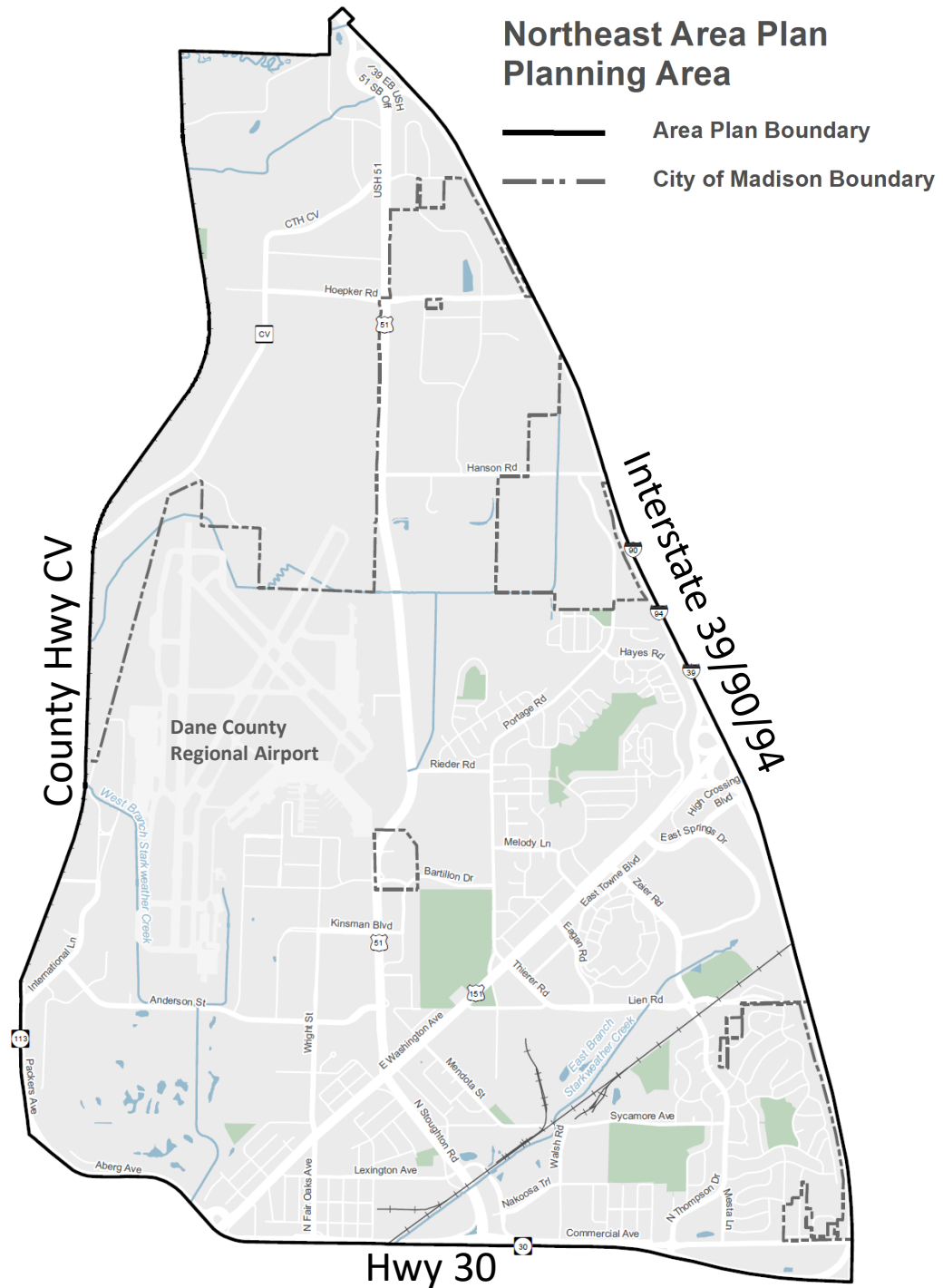
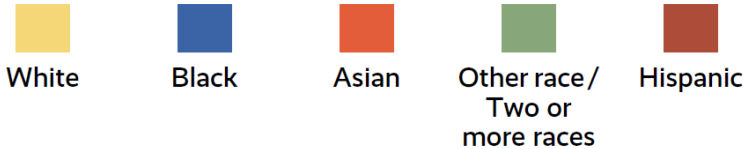
### Racial and ethnic composition



Northeast Area



City of Madison



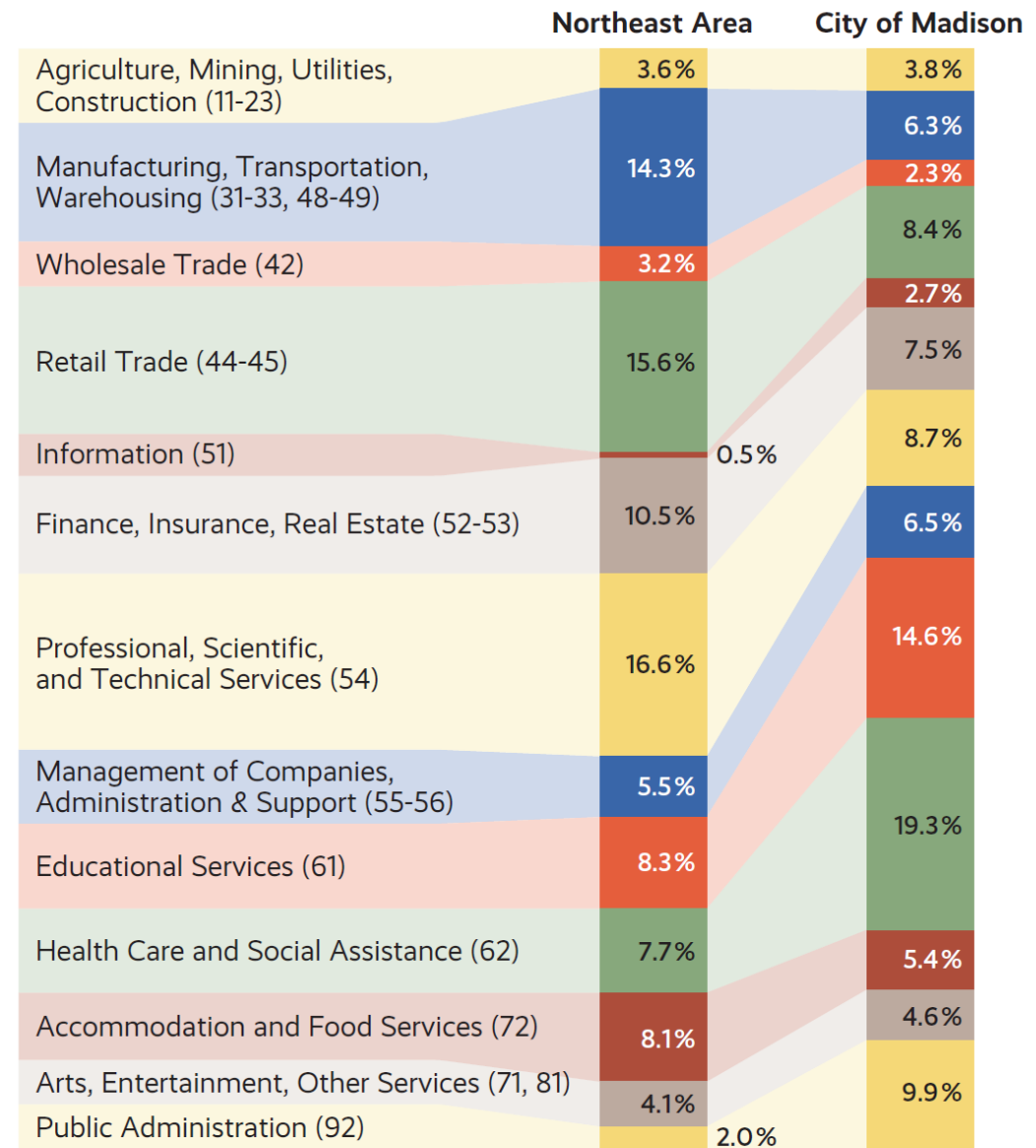


# Background

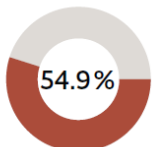
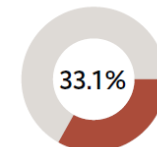
## Economic

|   | Northeast Area | City of Madison |
|---|----------------|-----------------|
| Poverty rate (families)                     | 6.4%           | 5.9%            |
| Median income                               | \$59,486       | \$70,466        |
| Homeownership (Tenure)                      | 42.4%          | 44.5%           |
| Cost-burdened households – owners           | 22.7%          | 19.8%           |
| Severely cost-burdened households – owners  | 11.5%          | 6.8%            |
| Cost-burdened households – renters          | 36.6%          | 46.5%           |
| Severely cost-burdened households – renters | 14.8%          | 25.5%           |

## Jobs within area, by major sector\*



% with 4+ years of college



# 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



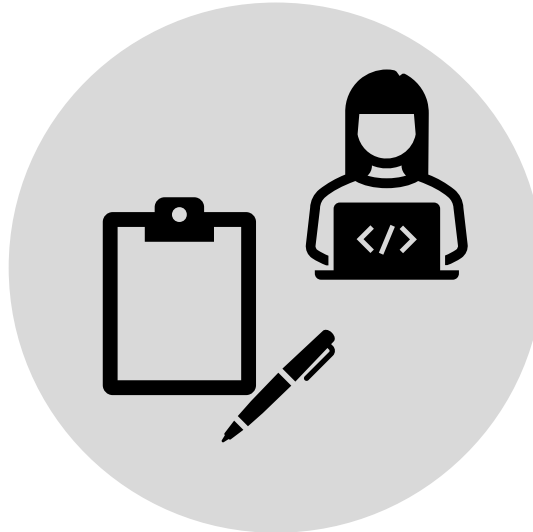
# Meetings and Outreach



## 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
- Concern about housing affordability
- Bike network is fragmented
- Concern about homelessness
- Safety: increase in crime, need lighting improvements and neighborhood traffic management





# Economy Related Feedback

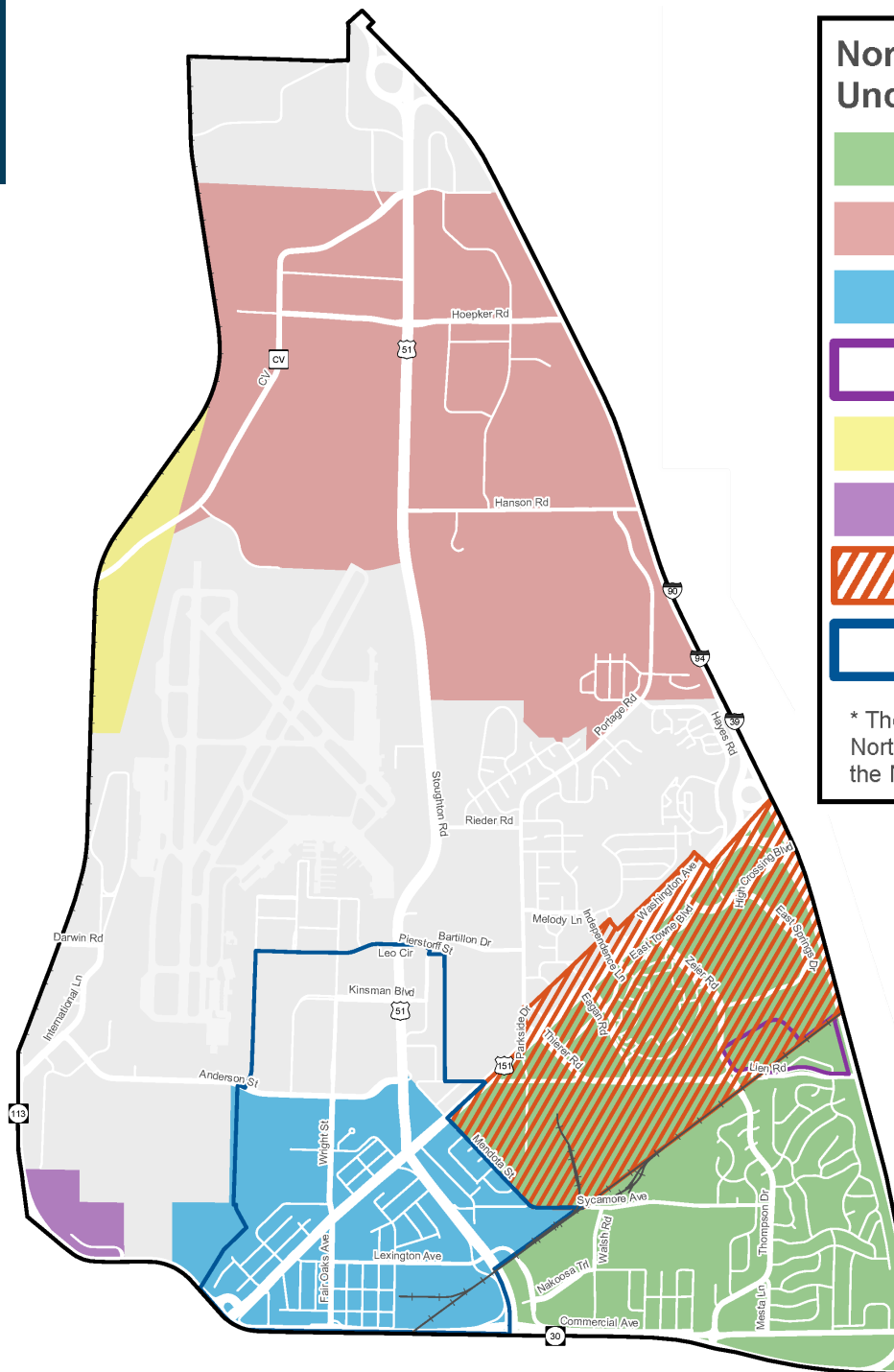


- **Great location** for businesses particularly due to **ample parking space**. Businesses heavily depend on parking facilities for their operations.
- There is **difficulty finding and hiring** qualified employees.
- Concerns about **airport noise**, negatively impacting the overall business environment.
- **Bus service and bike paths need improvements**, which can help with hiring and retaining employees.
- **Rise in homelessness and crime rates** in the area is adversely affecting their businesses.



# Introduction

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



## Northeast Area Plan

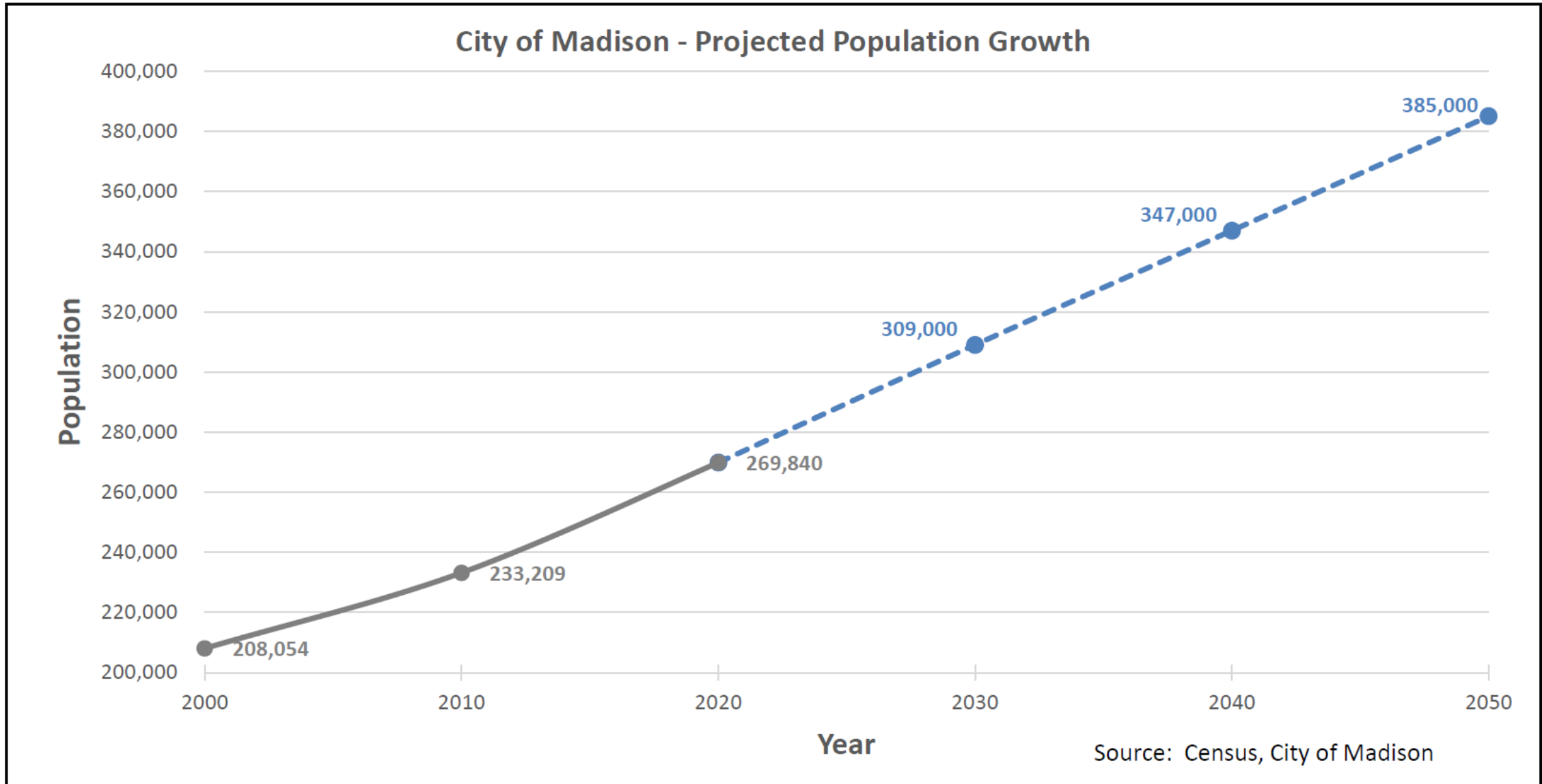
### Underlying Plans

- East Towne-Burke Heights Neighborhood Development Plan (1987)
- Hanson Road Neighborhood Development Plan (2000)
- Carpenter-Ridgeway-Hawthorne-Truax Neighborhood Plan (2001)
- Ridgewood East Central Development Plan (2002)
- Cherokee Special Area Plan (2007) \*
- Oscar Mayer Special Area Plan (2020) \*
- Greater East Towne Area Plan (2022)
- Hawthorne-Truax Neighborhood Plan (2023)

\* The boundaries for these plans extend outside the Northeast Area Plan boundary. Only the portion inside the Northeast Area Plan is shown on this map.



# Introduction



# Draft Plan Format

Land Use and  
Transportation

Green and  
Resilient

Neighborhoods  
and Housing

Effective  
Government

Economy and  
Opportunity

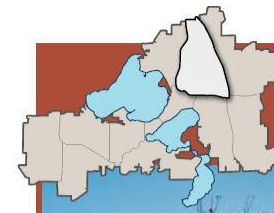
Health and  
Safety

Culture and  
Character

Community Action  
Strategy

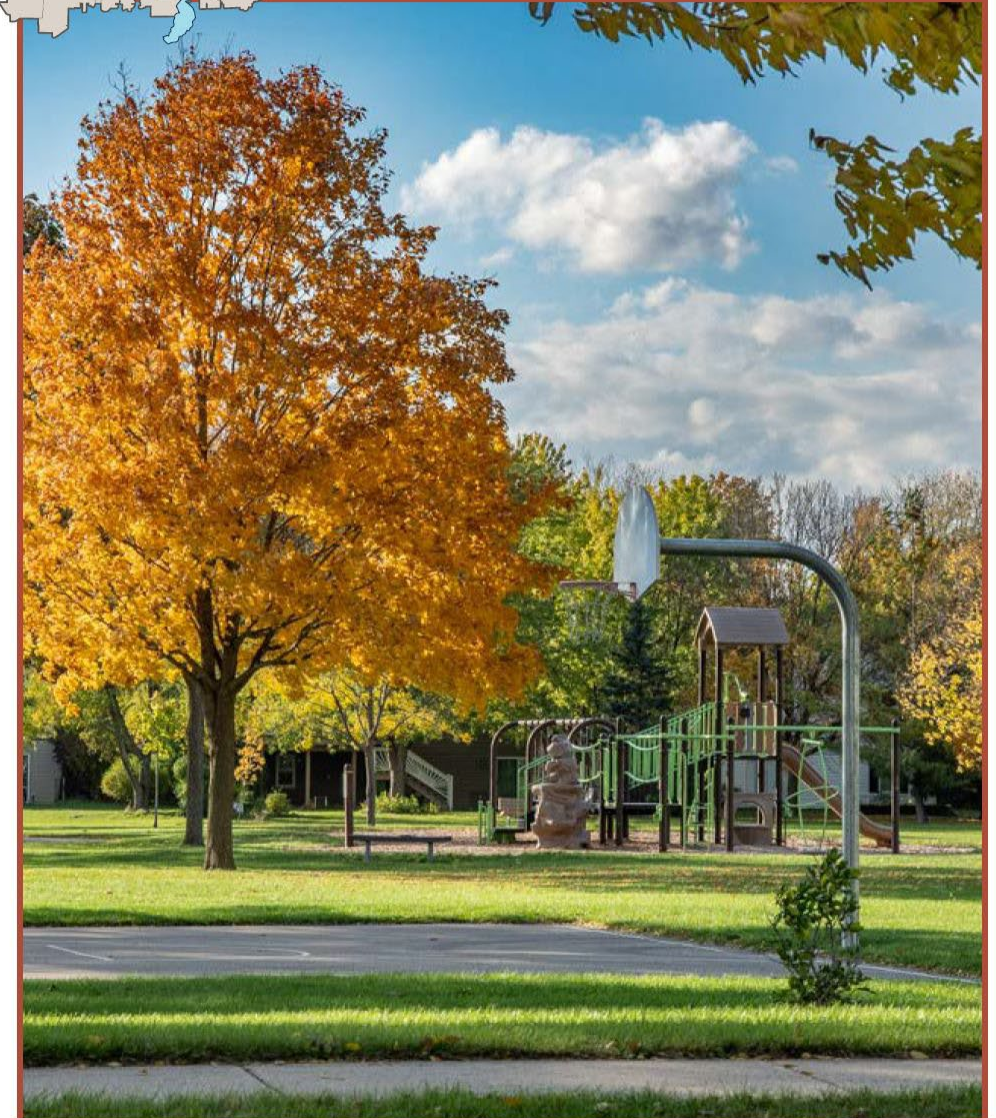
## Chapter Contents

- 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)



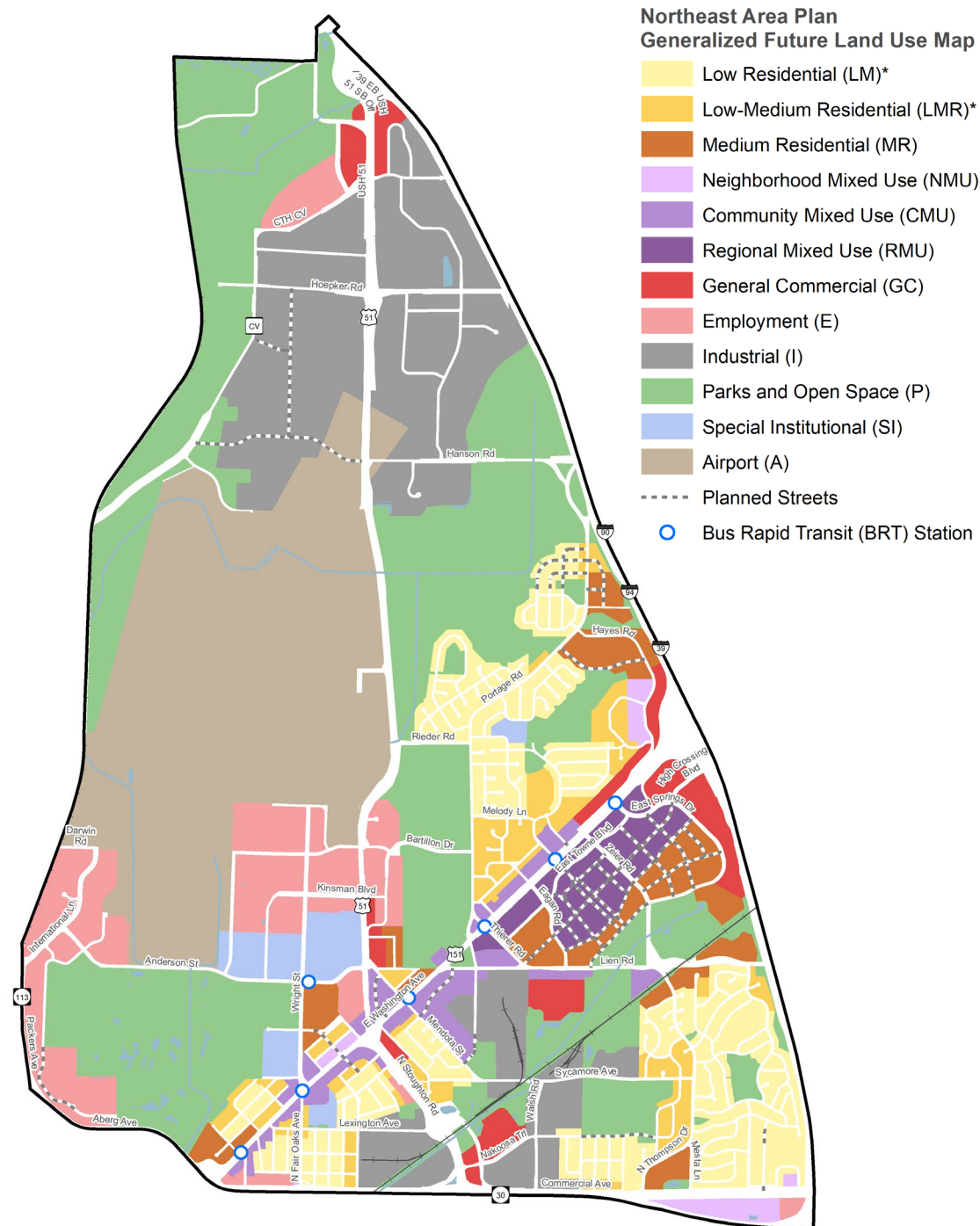
Medium Residential (MR)



Regional Mixed-Use (RMU)



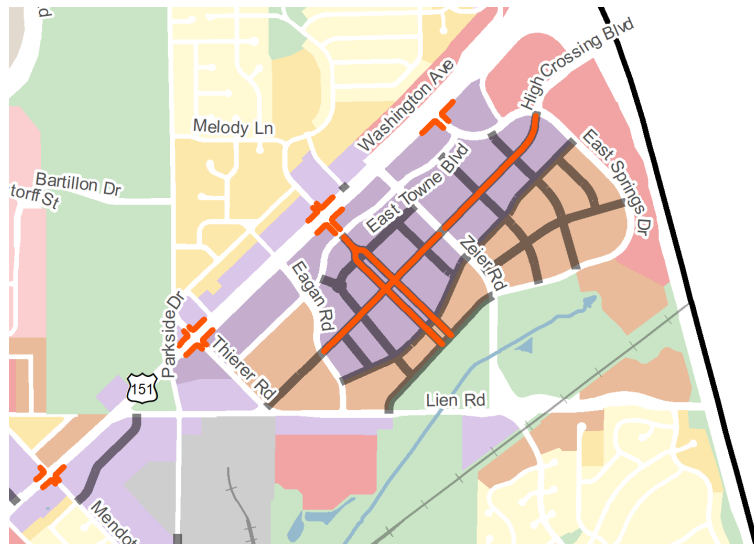
Industrial (I)





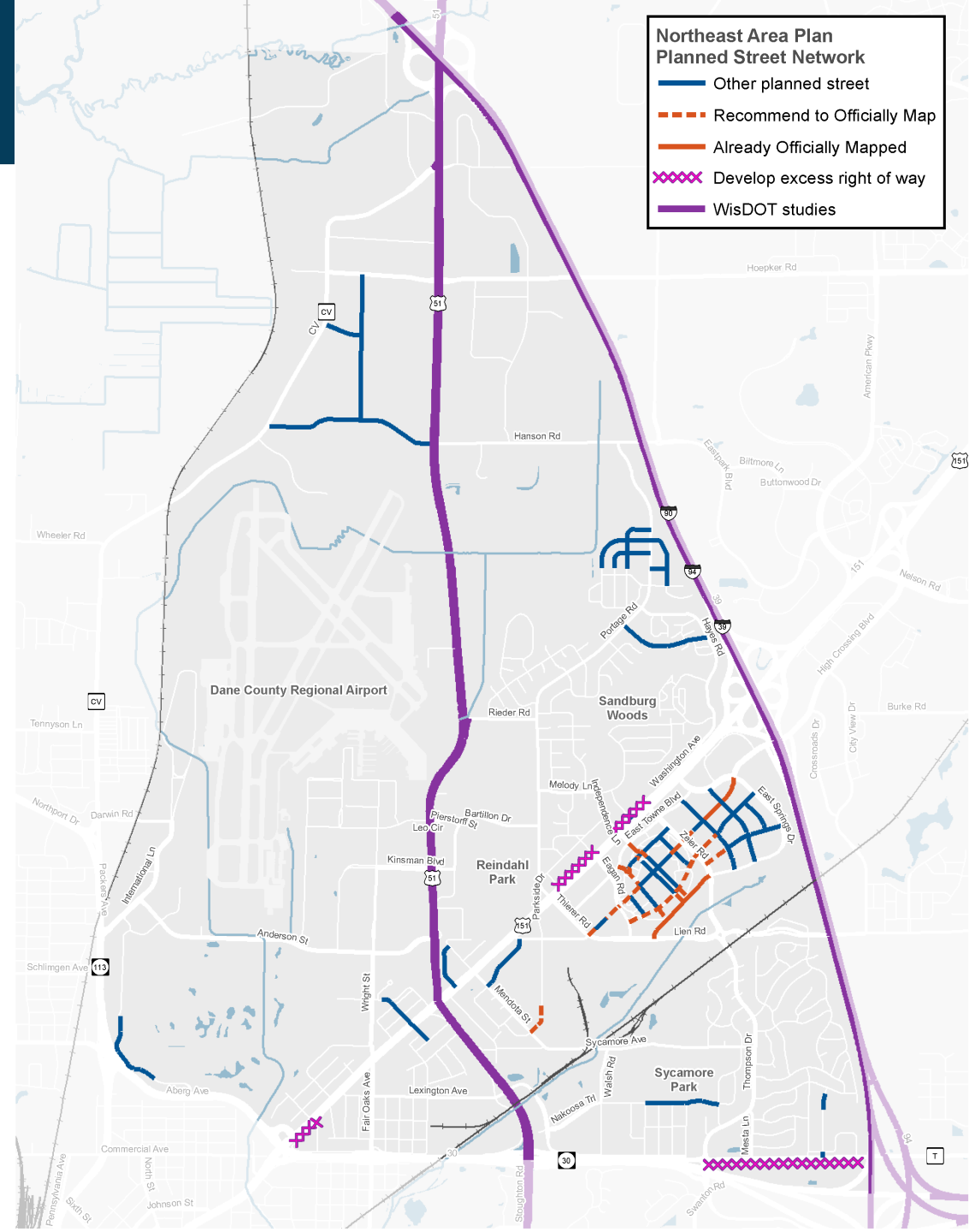
# Transportation

- Streets
- Bikes
- Pedestrians
- Transit
- WisDOT studies



## Commercial Core

- Planned Streets
- Commercial Core



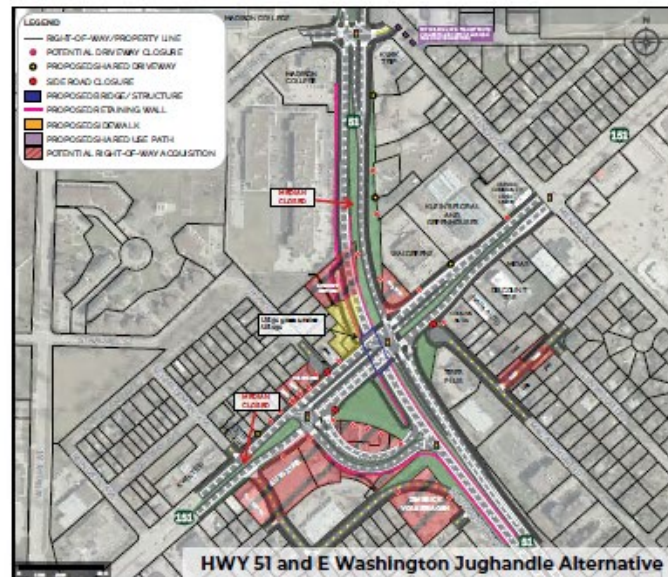
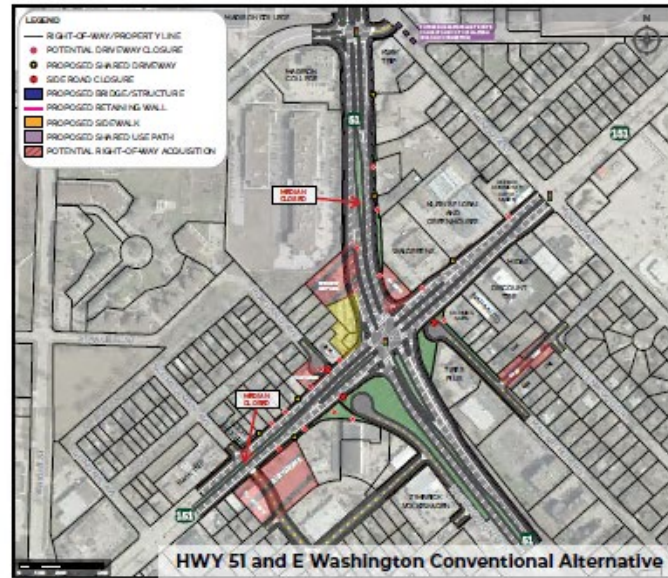
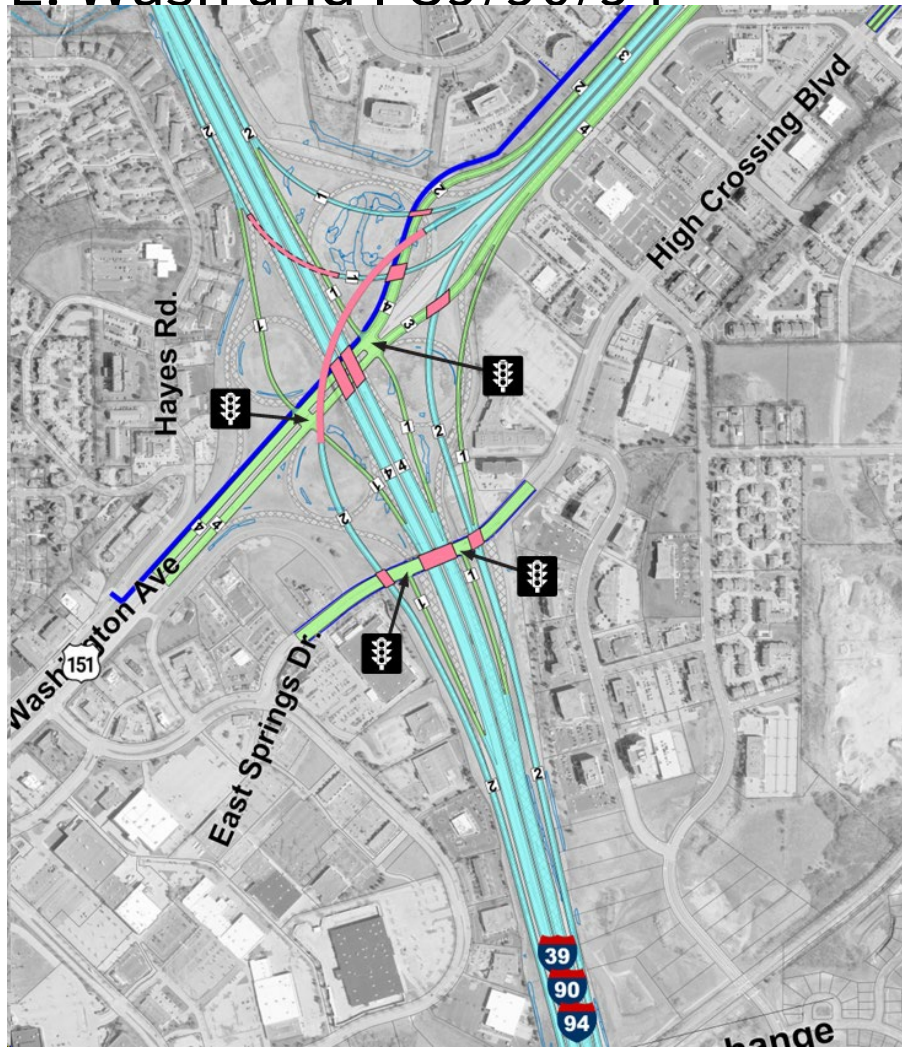


# WisDOT Studies



Hwy 51 (Stoughton Rd) →

E. Wash and I-39/90/94



Lexington Ave

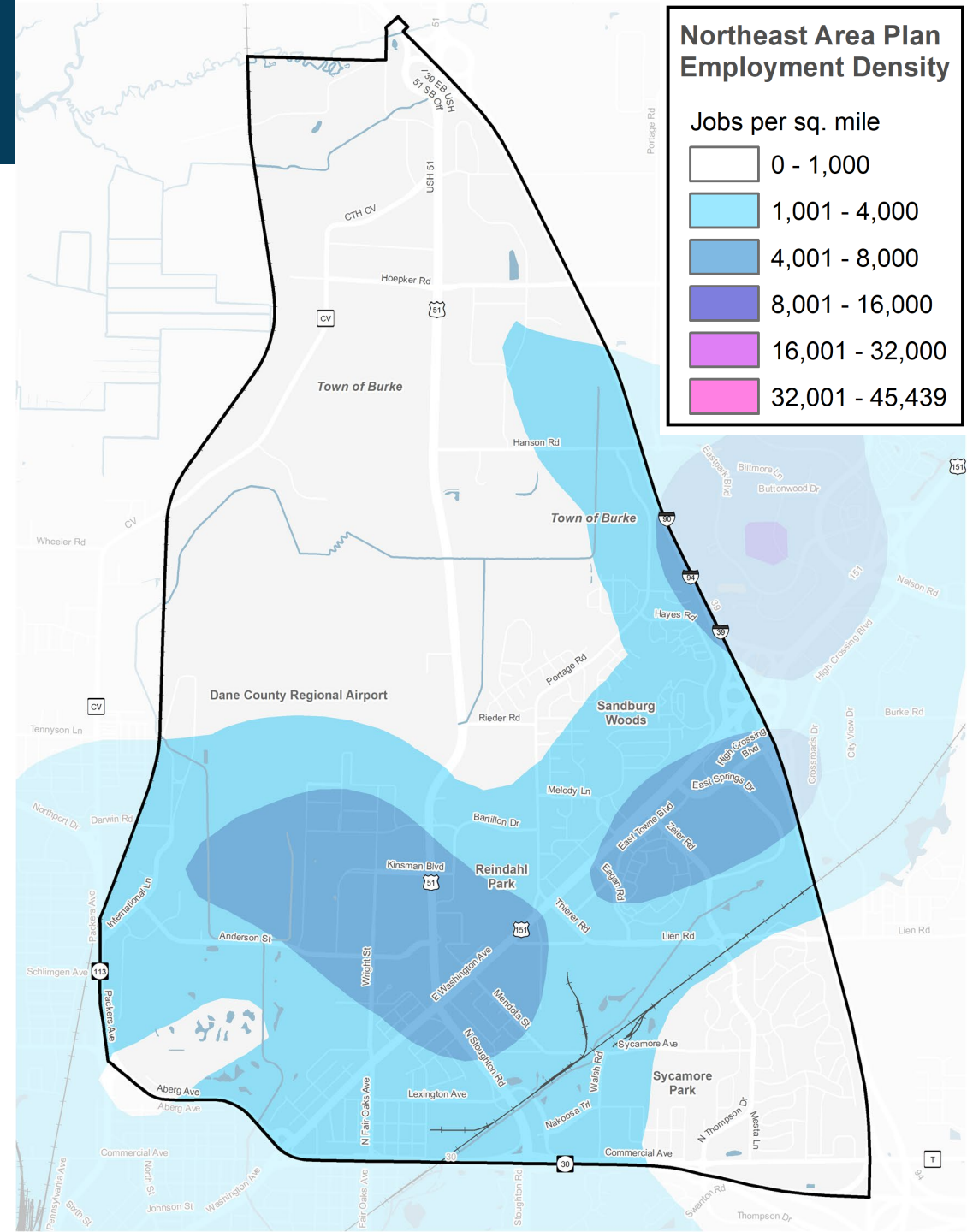




# Economy and Opportunity

## ACTIONS

1. Establish a **Greater East Towne Mall Implementation Team** to assist with redevelopment.
2. **Promote small business development** programs funded through **Tax Incremental Districts (TID)**.
3. Utilize **Land Banking program** funds for future employment.
4. **Enhance the airport business area.**
5. **Promote the Foreign Trade Zone** to attract businesses and employment opportunities.



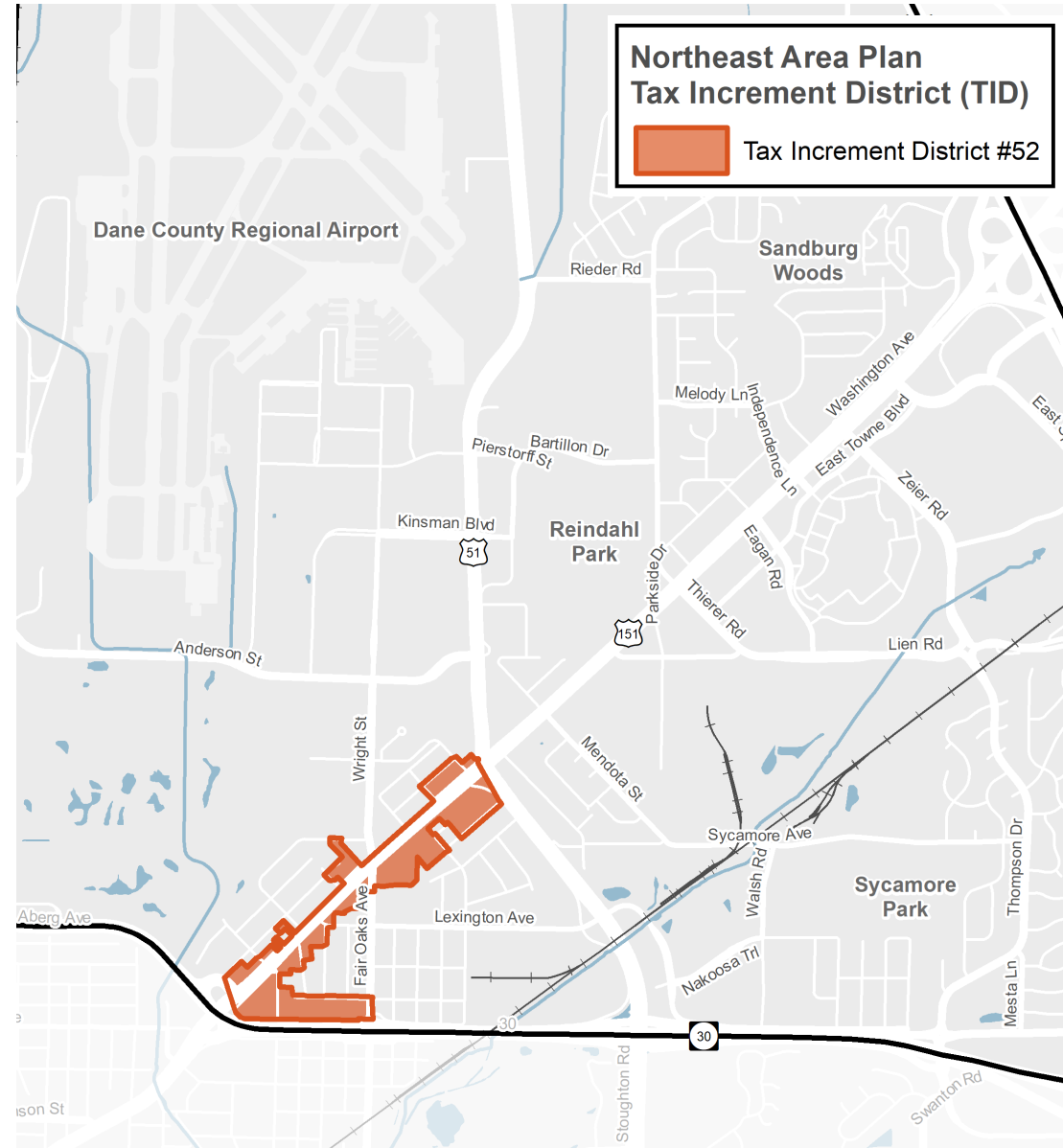


# Economy and Opportunity



## PARTNERSHIPS

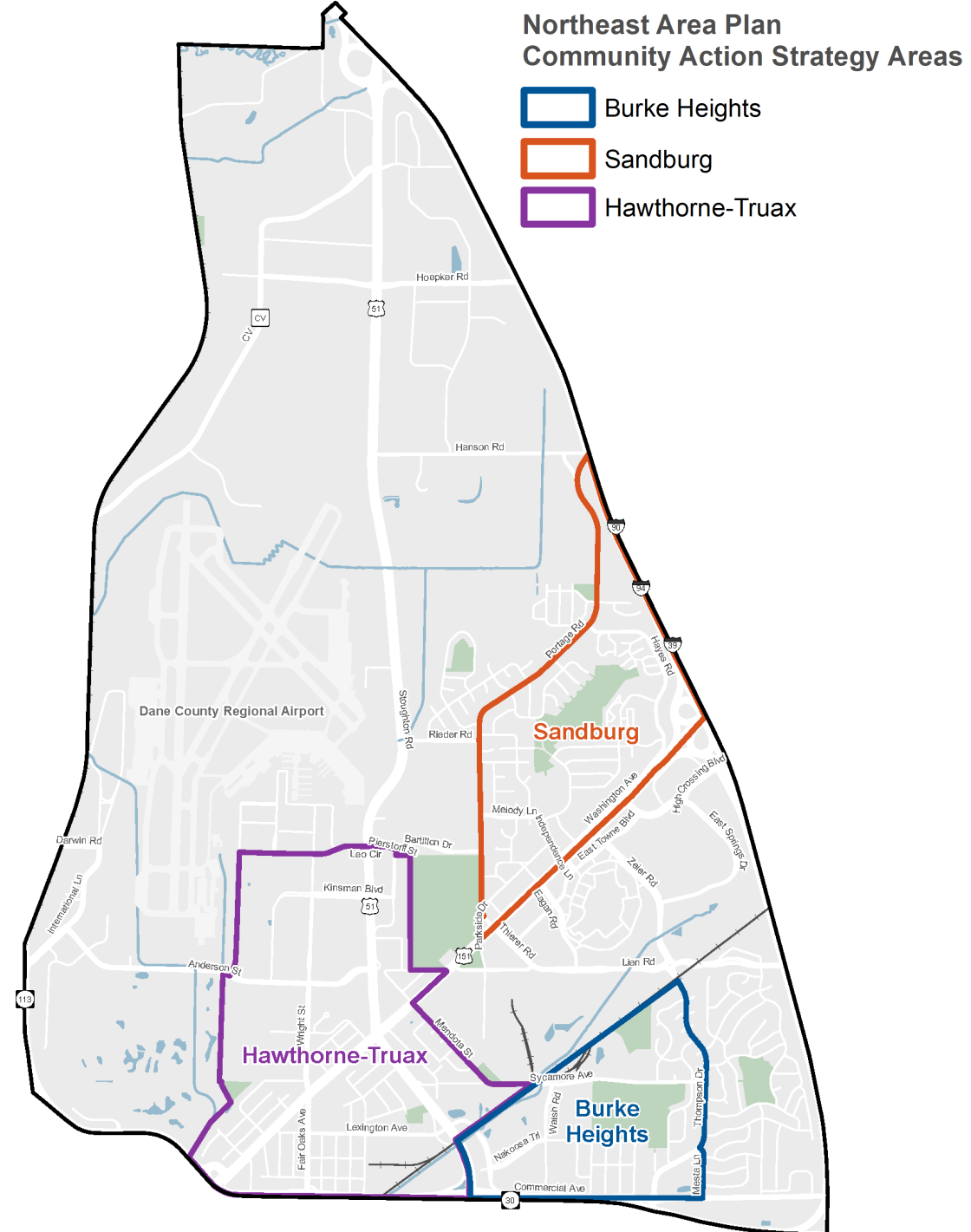
- A. Address the **childcare** needs of working families by collaborating with local childcare providers and community organizations to enhance access to quality childcare services.
- B. Explore creating a program similar to the Madison Public Market's "**Market Ready**" program to help new businesses locate within commercial space in the Plan area.
- C. Support creation of an **East Washington Avenue Business Association** to connect business owners with each other and with the City to facilitate economic growth and development.
- D. Explore creating a **business or neighborhood improvement district** along East Washington Avenue to help make public spaces more welcoming to residents, maintain amenities, facilitate events, and promote the area to customers.



# 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

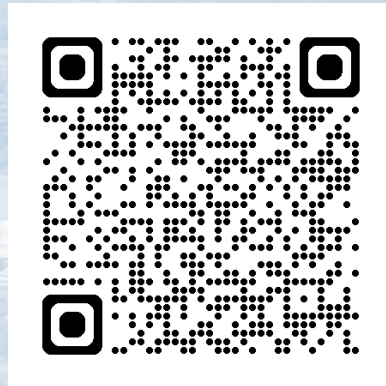




# Draft Plan Review – Next Steps



- ✓ 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